

# PSIMAR

Student Publication of the Rochester Athenaeum and Mechanics Institute

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## Printers Visit Kodak Shops

## Clark Union Speaks!

Hi, fellas and gals! This is Clark Union!

I wonder if all of you have noticed my new coat of paint? I think it looks smart! Fashion editors tell me it's what the best dressed building will wear this season. I'm especially proud of my music room, and, guess what? The Art Department is so proud of it that they are donating some pictures to add to my beauty! Pretty nice of them, isn't it?

Well, plenty has been going on within my portals this year. First of all, there was the intersorority tea held here on September 29th. It was a swell party! I never saw so many pretty girls before.

I hear that the intersorority council is holding another tea on October 17th. Let's see if you girls in the B Block can't beat the girls in the A Block.

Three of our boys in the Service have been back to see me. They were Richard Bohall, Bob Straubing and Max Case. They looked super in their uniforms.

Dear old Uncle Sammy is sure treating them well.

Say, girls, did I tell you I'm learning to rumba. Yes, sir, I'm going rumba-crazy in a big way, and who wouldn't with Alix LaFontant as instructor.

Alix, you all know, is our new mechanical engineering student from Haiti.

He's in the Union every afternoon at the dances which are held here from 12:20 'til 1:00 P. M. He'll be glad to teach anyone who wants to learn. Come on over and have a good time. The more the merrier is what I always say.

Oh! I almost forgot to tell you. In exchange for the rumba lessons, the girls are teaching Alix to jitterbug. (Incidentally, he dislikes jitterburgs.)

I was as proud as punch the other day when I had a visit from several of the Signal Corps boys who are studying here at school this month. I wish you "fellas" would come sit more often.

You can sit here and lounge, read, smoke, and even dance, if you want to.

Well, I'm just about out of breath, but before I go I want to tell you about my new hours. I'll be open every day from 11:30 to 1:30 and from 3:45 to 5:15.

On Tuesday, Wednesday, and Thursday evenings, I'm open from 7:15 to 10:00 o'clock.

How about paying me a visit real soon?

## Attention, Delta Omicron Members!

An extra special social meeting will be held in the Dorm, Oct. 13, at 7:30 P. M. You'll be sorry if you miss it! We'll meet you in the lobby. Make it unanimous!

## Plan Hallowe'en Frolic

The R.A.M.I. Women's Club will convene in the Bevier Building, on Saturday, October 23, at 8 P. M., for their annual Hallowe'en Party.

**PSIMAR BOARD MEETS  
MONDAYS, AT CLARK UNION**

By ELIZABETH NORTH  
We began our tour from the lobby of the central office. This place, in itself, is worth a word in passing. It is a large room—light and spacious and beautifully designed. Comfortable chairs and divans are grouped around the room near convenient tables where salesmen or executives may find plenty of room to spread out their papers. Kodak magazines are available and on the tables and in the varied Kodak products.

Trucks piled busily along the streets. We walked between towering buildings and passed near enough to the famous twin chimneys to feel a fine spray of soot and steam. We noticed a parking lot where camera-equipped trailers for the Army air corps were lying, partially completed. We were not able to pause because the area is restricted and the exact nature of the trailer equipment is not public.

### Orderliness Predominated

Opposite the elevator can be seen stores of paper. Power cutters were operating to prepare the stock for printing. We were shown rows of Miehle Verticles and hand-fed job presses of varying sizes. There was also a Kelly used in printing the Kodak bulletins and magazine. Other automatic-feed cylinder presses were in evidence but I did not identify them all. In another room was a large cylinder press for dye-cutting which was fed automatically. There were also good proof presses and complicated machinery for color-printing. We saw a unique device for folding, pasting and ejecting finished cartons which were packed flat all ready to go to the packing departments and be filled with spools of film.

In a small room nearby might be seen the monotype casting machines at work. Many processes, were completed before the type was ready to be assembled. First a man at the keyboard "set" the copy. The keyboard actuated a mechanism for punching a pattern of holes into a roll of paper which wound from one spindle to another as the "characters" were formed. Then the rolls of paper were run on the casting machines. Each of the perforations caused the letter which it represented to be cast much as a mechanical piano roll will produce a given note for a specific perforation. Thus forms may be kept standing without a great waste of metal.

### Kodakery Is Linotype

A linotype man is kept busy in an adjoining room. Near him is a department devoted exclusively to making dies. These dies are patterns formed by mounting thin, sharp metal rule in wood in the design which is desired. Small blocks of composition rubber are glued along both sides of the cutting rule to push the died-out sheet off the form. The block of wood with the inset die is then locked in a chase just as any other form.

**PATRONIZE PSIMAR ADVERTISERS**

## Intersorority Urges Blood Donations

This provides an excellent opportunity for persons who are busy with school activities to contribute to a vital war activity.

Last year groups from the Institute consisted of more than a hundred donors.

This year members of the Women's Faculty Club and Faculty have filled the first blanks.

If you have not had the opportunity to fill out one of these blanks, you may obtain them in the following Departments:

Mary Jane Bud—Food Administration and Retailing.

Cathie Reed—Applied Art.

Mrs. North—Publishing and Printing.

Robert Speck—Photographic Technology, Mechanical, Electrical and Chemical.

Or from Mrs. Karker—Medical Department; Miss Ferry—Food Administration.

Join up, sign up, and show your real-bloodedness!

## Retailers Hold Personnel Conference

The Retailers Personnel Conference was held in the Bevier Building on Wednesday, October sixth.

Twenty-one stores were represented, including some from Buffalo, Syracuse, Utica, Albany, Elmira, Binghamton, Pittsburg, and Rochester.

Several problems were discussed, the most important of which was the labor shortage facing the retailer during the Christmas shopping season.

The hostesses were Georgia Kennedy and Betty Jane Thompson of the Retailing Department. They greeted each representative upon his arrival and conducted him to the Bevier Building where the meeting was held.

A luncheon was served at noon. Dr. Ellingson explained to the visitors the programs offered at the Institute.

Miss Hogadone gave them a brief talk in which she explained the retailing program of the Institute curricula.

After the luncheon the meeting was resumed.

The Conference was highlighted by a dinner in the evening. Three prominent figures in the retailing industry were guest speakers. They were Mr. E. W. Dennis, vice-president of the Sibley, Lindsay and Curr Co. of Rochester; Miss Ruth Chapin of the William Hengerer Co. of Buffalo; Mr. Bishop Brown, director of the research bureau for retail training in Pittsburgh.

Mr. Brown spoke to the students of the Retailing Department the following day.

## PSIMAR BOARD MEETS MONDAYS, AT CLARK UNION

○ NOTE ○

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## Printers Cavort

The students of the Printing and Publishing Department trekked to Webber's Bowling Alleys, on October 6 for an interdepartmental bowling match.

The individual high scorers, and potential challengers for Institute championship laurels, ranged as follows: Henry Maue, 152; Bill Jones, 150; John North, 145; Douglas Smith, 131; Roger Knack, 125; Ruth Wallace, 108; Jane Moak, 96; Harry Silverman, 79.

At the conclusion of these calisthenics, the group assembled at the Colony Restaurant for victuals, vim and vigor, where the viands were so delectable, that even the ration tickets were devoured with gusto—printer's ink and all.

## Keep Your Chin Up!

A nation riding in automobiles, with mechanical refrigerators in the kitchen, radios in the living room and pink plumbing in the bathroom, seems to be skeptical of the very system that has made these benefits possible.

### PORTUGUESE IS POPULAR

Columbia University reports an increase of 124 percent in students registering for Portuguese classes. Other universities report an increase.

**PSIMAR STAFF**

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**NOTICE!**

Please join the PSIMAR staff to help create a better and prouder journal of Institute activities.

Contributions and editorial material are gratefully solicited.

Contact the editors or the faculty adviser in the Publishing and Printing Department laboratory for further information.

Let's see you use that gray matter, folks!

**Smiling Salutations**

According to labor statistics, 1,300 workers must be found for essential war industries for every 1,000 persons entering the military services, according to National Industrial Conference Board.

**Economic Philosophy**

Mr. Charles E. Wilson, former president of the General Electric Company, now one of the big men in the war effort at Washington, in a recent address said that "the average business man believes that free enterprise is something more than the economic system that it is a part of the moral order to be followed with blind faith. It is nothing of the kind, it must accommodate itself to the democratically expressed wishes of the mass of the people."

**GREETINGS!**

Through the columns of the PSIMAR I am privileged to extend a cordial welcome to both incoming and upperclass students. Those of you who are entering the Institute for the first time will, I am sure, be impressed by the friendliness of the upperclassmen and faculty. You will also be impressed by the seriousness of purpose of our students. During the time that you are here we will bend all our efforts toward helping you become competent not only in the occupational field which you have selected but also in the field of constructive citizenship. You must remember, however, that the major responsibility for your education rests upon your own shoulders; the members of the Institute staff function primarily as counselors in helping you to achieve your goals.

In time of war the responsibility upon students in the technological institute is even greater than in time of peace for you men and women come here to perfect yourselves in those techniques, skills and understandings that help carry on our civilian and war-time economy. Use your time well, therefore, for waste of time like waste of materials contributes to the success of our enemies.

On behalf of the Board of Directors and the faculty, I bid you welcome.

MARK ELLINGSON, President

**WHY THE PSIMAR?**

If you believe in the Freedom of the Press, or shall we say, Free Speech, then we should, without fear or favor, make the columns of your PSIMAR a media for interdepartmental social and scholastic intercourse. By telling us about it, we can print it in your PSIMAR—your voice, your representative among the student body and abroad. We aim to think, construct, and improve the prestige of our Alma Mater and of your potential opportunities which the Institute and its staff cordially present to you.

We thank you and seek your co-operation,

The Editors

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