



Staff Photographer

Retailing Department Attains Prestige Since Early Inception

Have you ever thought of what Main Street would look like without any stores? Or what Plymouth Avenue would be like without Rudner's and White's? Or of your own home town without a store in the place? Where would you get food, clothing and the other necessities of life? Of course the answer is obvious. We all need retail stores because they supply ninety per cent of all the things we need for the homes we live in, the food we eat and the clothes we wear. Retailing is definitely a big business serving the whole country, and the profession of retailing has become recognized as an important field of work.

Twenty-one years ago the Institute established a Department of Retailing. At that time training for this field was in its infancy and this Retailing program was one of the pioneer courses in the country. Now that this Department has reached its twenty-first birthday, it is encouraging to find retail executives definitely recognizing the need of young men and women to fill positions of responsibility in this profession. We anticipate many interesting and successful years ahead.

Today the prospective retail student is offered a choice of three major courses: Retail Distribution which leads to positions in merchandising, personnel, advertising, or small store management; Costume Art and Retailing which offers specialization in clothing, fabrics and accessories; Interior Decoration and Retailing which trains for all phases of interior decoration work in the retail field. Each course is cooperative in plan with students alternating monthly between class and store work. Co-operative work experience plays a vital part in the training program. This year Retailing students are employed in seventeen different stores in seven cities of Western New York. In addition to Rochester, Retailing students may be found at work in Syracuse, Buffalo, Gowanda, Jamestown, Binghamton, Elmira.

The Retailing Department is very proud of its alumni group. Graduates of this Department may be found from Maine to California and New York to Texas. Since the greatest number of graduates are women, some are married and no longer actively employed in business. Many others, however, are buyers, personnel directors, training supervisors, service managers, assistant buyers, interior decorators, sales people and display managers. Some graduates own their own stores, and we are proud of the fact that we have not had any business failures to date!

Retailing is a profession which appeals to many people. Those who are actively engaged in store work enjoy the variety of work available, the opportunity to work with people and to be of real service to them, the possibility of owning a store of one's own, and the stimulation which comes from watching an ever changing flow of merchandise to satisfy needs of buying public.

Noted Tycoon To Address RIT Group

Robert Porter Withrow of Pittsburg, one of the nation's leading industrialists, will deliver the main address at the 16th convocation of RIT's Management Department, Tuesday, April 10, in the Chamber of Commerce.

Withrow, who is president and a director of Blaw-Knox Manufacturing Company at Pittsburg, is a former president of the National Association of Manufacturers. He is considered an authority on current subjects in the world of business and industry.

The convocation in April will mark the return to the large assemblies which were discontinued in the last two years. It is expected that more than 700, including business and industrial leaders, members of the alumni, faculty members and others, will participate in the dinner program. In the last two years the convocation programs were limited in attendance to the graduates, instructors and representatives of the RIT board of trustees in the RIT dining hall.

Calvin C. Thomason, supervisor of the Management Department in the Evening and Extension Division, announced the graduating class will include about 95 students from Rochester and vicinity plants and businesses. Each is now completing a three-year course.

Dr. Mark Ellingson, RIT president, will preside and diplomas are to be presented by James E. Gleason, chairman of the board of trustees.

Cordial Invitation

The Freshman class invites the student body to a canteen on Friday night, March 9, at the Arnett "Y". There will be swimming (the water is heated again now), dancing in the Gym, pool, and ping pong. You students who attended the last canteen had fun—come again and bring your friends this time! It's one way to get acquainted with the students in other blocks and departments besides hanging around the bookstore. It's only 25c plus tax, and the Arnett "Y" is easily reached by a Thurston or Genesee via Melrose bus. Come on, kids, let's go swimming!

Sigma Phi Items

Plans for the Annual Dinner Dance are being arranged by the committee to honor the twenty-four pledges recently inducted. The members of this live-wire fraternity are quite aggressive and are planning a very active program for the school year.

More details will be revealed in later issues as to their contemplated program.

Alpha Psi Sorority of the Rochester Institute of Technology celebrated its twenty-fifth year of organization with a dinner in honor of the new pledges on February 24. The new pledges welcomed to the sorority included: Betty Barbara Frost, Dorothy Milaz, Joan Pingleton, Patricia Sheffield Shirley Stage, and Laura Tuck. At this time, Mrs. Steinmann became an honorary member of the sorority.

Other honorary members present were Mrs. Hoke, Miss Gilla, Miss Barnard, and the advisors Miss Thurber, Miss Lois Smith and Miss Ruth Bown, alumni were also present.

The program included a welcome to the pledges by the president, Cecilia Holleran, and a response by Betty Ball. Ruth Boff greeted the members on behalf of the alumnae chapter. Miss Boff also presented the scholarship certificate which she has held for three years, to Miss Holleran. The ceremony is presented annually to the girl who has the highest scholastic standing in the sorority and who has been outstanding in sorority activities.

The pledge service was followed by entertainment directed by Cecilia Holleran and Alice Fritts.

The committees for the dinner were as follows: general chairman, Jane Burgess; program, Thelma White; decorations, Hel Vogel; favors, Annice Briggs; and entertainment, Alice Fritts.

Alumnus Rated

Edward R. Carey, 21, 358 South Street, Lockport, N. Y., navigated a 16th Air Force B-24 Liberator group, commanded by Col. Brod A. Lawhon, Tacoma, Wash., who recently promoted to the rank of first lieutenant.

With more than 170 commitments to its credit, his group has made bombing attacks on 12 Nazi targets throughout southern and central Europe. Among them the rail yards at Tren Italy; those at Munich, Germany and the aircraft factories and airfields near Vienna, Austria, one of the most heavily defended areas on the European continent.

A 1940 graduate of Lockport high school, Carey was attending RIT when he joined the AAF in January 6, 1943. He won his wing during January, 1944, at Hone Texas.

Social Attainment

Society is a wave. The water moves onward, but the water in which it is composed, does not. The same particle does not rise from the valley to the ridge. It is only phenomenal. The persons who make up a nation today, next year die, and their experience with them.

SPRIT STAFF

V. O. E.

C.U.R.I.T. Tidbits

No. 10	Rochester, N. Y., March 9, 1945	Vol. 19
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Edited and printed by students in the RIT print shop laboratory

LONELY PEOPLE ARE NOT HERMITS

The great folks of this terrestrial domain, with fame and world acclaim their own, have in fact been among the loneliest of humans.

Leonardo da Vinci was a lonely man. So lonely that he wrote things in a notebook—talks to himself. Emil Ludwig has written that "his life was a dialogue with nature" and he tells of his "eternal loneliness." His mind, however, was ever at work. He was an inventor, as well as an artist. He had a restless mind and his vision swept afar.

Famous reformers, liberators and generals, have always had to travel the lonely path and thus seek Divine guidance. Lincoln was a very lonely man. Woodrow Wilson died of a broken heart—lonely to the last. The poet Poe wandered in loneliness from city to city. Yet these are immortal names, growing in lustre with the years.

Loneliness is one of the attributes of genius. If you would contribute to the world's betterment you cannot do so while wasting your substance and precious time upon selfish enterprises and among the inert, or mingling in smoke-filled rooms with the stench of intrigue.

Wendell Phillips, meeting the poetess Nora Perry upon the streets of Boston, asked where she was going. "To visit a friend," she replied. "Oh, take me with you!" said Phillips. And this latter remark by one who had all his life devoted his brilliant mind and great personality to the service of his human kind. Lonely people bear great burdens. They are dependably sincere and are not mischievous, crafty hypocrites. "To belong does not indicate purity of purpose but simply purpose for purely self." The lonely, it is recalled, "hide their virtues under a bushel basket and perform their benefactions in mysterious ways."

Loneliness, after all, is discipline. A time in which the mind matures, the spirit becomes enlightened, and the soul cleansed. As someone has said: "Only by being alone can you belong completely to yourself." And belonging to yourself you belong to God and the Universe and to the motivation of godliness.

Dear V. O. E.
I am a regular hostess at the U. S. O. in my home town. It was here, one night, several months ago that I met a soldier. He was very handsome, and I danced with him quite often that evening. We had a wonderful time together, and I hoped he would come back again. He did come back, the next night and the next. I began to wait anxiously for his arrival. Then one night he didn't come. I couldn't imagine what had happened to him. He appeared again the next night, and told me that it was his last night in town. He was leaving the next day.

Breaking the rules, I left the U. S. O., and went out with him. We had a long talk, and he told me he was in love with me and wanted to marry me. I had fallen in love with him too, but I decided that it would be best to wait.

He left the next day, but we wrote to each other regularly. When he had a leave, he came to see me. He still told me that he loved me, and I didn't doubt his sincerity for a minute. Then he went back again, and I heard from him every day. He was planning to visit me again on his next leave. Then the very day he was to arrive I received a telegram saying he wouldn't come. Naturally I was very disappointed then, but I haven't heard from him since. I am nearly frantic wondering what has happened. Won't you please tell me what to do?
UNHAPPY

DEAR UNHAPPY,
It is hard to tell you what to do in your case. From what you said it appears that the soldier was sincere when he said he loved you. There are many things that might have happened. He might have found someone else, but it seems to me that if he was the man you thought he was, he would have told you. Perhaps something has happened that he is ashamed of, and he is too proud to write you. I would advise you to wait and see what happens. If he really meant all that he said, you will hear from him again. If he didn't mean it, I think the best thing for you to do is to forget him.
Sincerely yours,
V. O. E.

Editor's Note—Any and all problems will be answered gladly by V. O. E. Please drop your troubles into the SPRIT mailbox at the foot of the stairs at the entrance to the P&P Department. All correspondence will be kept strictly confidential.

As I dip my pen in ink to write this article which you will quickly pass over without reading, our weatherman has produced some sunshine for a change. Praise the Lord and pass the sunshine in my theme song from now on. Believe it or not! Those grand fellows, comrades of mine in this crazy Photo Tech Department turned out print after print last Saturday for our dear old Teletulia! As a result of some of the remarks passed, I wish to leave this last parting thought—any similarity to persons living or dead is purely coincidental.

Flash! Flash! There go some more profits for Eastman Kodak by the direct method of film and flash bulbs. Serious question—do you cock the shutter, pull the slide, and several other things to cut down the cost of becoming a professional photographer? Again Clark Union is the top notch place for excitement, and in the last two weeks has been the proving grounds for those would-be camera experts. If there is any doubt about placing a connection cord of a Speed Graphic Synchronizer in a plug carrying 110 volts, please ask Phyllis Jones about the immediate reactions of such practices. It is just one big BANG! Right, Phil?

I have sat here for a good twenty minutes knocking myself out trying to make words add up to students which include you, RIT students, but I'll be darned if I knock my brain against this any longer.

We have given Clark Union a thorough and complete "Lifeboat bath," so it is safe to drop in. Come around within the next couple of weeks and give me just come to dip my pen in ink. See you tomorrow noon! JOHN HUTCHESON

Finger Fraud
"No," complained the Scots professor to his students, "ye dinna use your faculties of observation. Ye dinna use them."

Picking up a jar of chemicals of vile odor, he stuck one finger into it, and then into his mouth. "Taste it, gentlemen!" he commanded, as he passed the student from student to student.

After each, with a frown and shudder, had prodded a finger into the terrible concoction and tried it, the old professor exclaimed triumphantly:

"I tol' ye so. Ye dinna use your faculties. For if ye had observed ye would ha' seen that the finger stuck into the jar was nae the finger I stuck into my mouth."

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Photo Tech Flashes

Flash to all girls on the third floor—Mary Solak's turtle, Perigrine, has escaped and is believed heading down the hall. Anyone seeing this creature is requested to report at once to 301. That is all!

Although I see "Moe" in the lounge with Carol once in a while, still we all miss his cheery presence around the Photo Tech Department.

"If there be one with soul so dead, who never to himself has said, 'There's another Photo Tech with a camera.' I'm truly amazed! No matter where you go—Clark Union classes, Ruds, or downtown—you're never safe from these shutter happy students. I even saw one on top of the piano at Clark Union the other day. They're all out trying to make the 1945 yearbook a success. John Hutcheson is collecting any prints or negatives of general school interest you may have to illustrate the book.

It's "Ben Morton to see Doris Verbeck" quite often these days when the phone rings in 403.

Johnnie Orr goes by mumbling, "A color print a week, a color print a week, hubba, hubba." That dark black cloud over the practice house is the Seniors trying to keep up with their work.

This weekend holds two social occasions of interest to the Photo Techs. There's the Freshman Splash Party and Dance on Friday, March 9th, and the Rochester Technical Section's meeting Sunday. The fuel shortage caused the postponement of the last meeting, so let's have a large turnout for this one. The P.S.A. Salon will be on display, don't forget.

Want Ad—"Doc" Donadio and Taylor Warren wish to use this column to advertise for an apartment where they can do their own cooking. Can any one help them out?

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THE REVEALER

If you find your name is not torn apart in "The Revealer" this week, the reason is that, under protest, I've spent my spare time studying rather than "digging."

Yes, Mr. Culver insisted on sending home my report card. "O. K., O. K., so I slipped down to a B in Psychology," I said as mother and I went into the third round. "After all, mom, we can't all be 'Quiz Kids'."

"What some people won't do for beer money," Pres told Don Schaubert as he shouted, "Step back in the bus, please," and gently shoved a sweet old lady off the curb. After all, she shoved him first.

Saturday night may be the loneliest night in the week for the Dormites because of the 12 o'clock curfew. But to the B. C. I. boys every night is pretty tough—why else do they stand outside the "club" and call each other "dreamer"?

"Don't Fence Me In" thought Ellie Wilkin, as she stored up all the size 40 shirts and dungarees she could find. She certainly has a style all her own—and on her it looks good. (I've heard she looks pretty shrewd in a dress, too. Of course, we at RIT would not know.)

Gay Miller: "He has too."
Elaine Shafer: "I bet he hasn't."
Jackie Perry: "Oh, sure he has."
Mary Jo Brown: "I don't think so."

Cheer up, girls, maybe when spring comes we'll find out if Gerry "Boots" La Rose really has shoes. After all, chiblainis are easier to get than shoe stamps.

"I Don't Want To Love You," sighed Gilman as he looked at his last pin-ball machine. Now he has found a new way to waste nickels—the telephone. Davey Boy's latest score is three morals and another victim under the Gilman spell. Not positive of just who she is yet—but I'm working on it—believe me. Good luck, Davey, you'll need it.

Muriel Watkins and Ed Laubenstein have really been cutting a mean rug at C. U. each noon.

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ROCHESTER, N. Y.

When Robin Hood is played, they really knock themselves out. (Speaking of knocking people out, Eddie, have you thought up any new punishments for little girls who smoke?)

If you are among the many fans who enjoy watching Alex do that beautiful Rhumba, keep out of sight to do it. Because if he decides that you are to be his next partner you'll know what it feels like to be petrified—just call me "Stoneface."

March 9th will be a happy day for Bobbie Nicholson and Earl Forrest. Then they'll be able to sing "Together" again instead of "Miss You."

What deep, dark, shady secret does Evelyn Horwitz have in her past that accounts for her being called "Bubbles"? I don't want to suggest anything "Bubbles," but why the delay en route in Buffalo last week at the end of your work block? Maybe you and RIT should get together on your "play-bills."

"Always" seems to be the goal for Dave Johnson and Jean Marie Belmont—it's lasted all of two months already. That's pretty good to say the least, and amazing for two people at RIT.

Well, now that I've finished writing, Frannie, you can put that knife away. You see, I didn't say a word about you—and besides, it's so much easier to write with hands.

BETTY LOU

REVEALER REVEALED

How is it that "The Revealer" knows so much about those curfew sessions at the "club," and why is it that we haven't been informed of Gilman's latest? Could it be that "The Revealer" has been taking a more than editorial interest in our boy lately? So much more that she is furnishing him with those newly acquired morals?

Alumnus Cited

For excellent maintenance work in its year overseas the 31st Division ordnance unit of which Cpl. Harold E. Kuhn is a member has been awarded the Meritorious Service Unit plaque. Kuhn, son of Mr. and Mrs. George Kuhn of 775 Bay Road, Webster, N. Y., is a graduate of RIT. He was employed by Stromberg-Carlson in Rochester before his induction.

CHEERIO!

Institute of Technology
Henri Profanski

First Class Tonsorial Service
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Bowling Team Averages

Name	Team	G	AV	HG
Fox (F.)	24	155	198
Jakala (Me. I-A)	28	155	202
VanPurseum (F.)	20	150	188
Palumbo (Me. I-B)	20	147	164
Palmer (Elec. II)	28	146	222
Hoffman (Elec. I)	18	145	186
Tuites (F.)	22	142	192
Watt (Me. I-A)	23	143	177
Leisten (Me. I-A)	26	140	216
Hollenbeck (M. II)	28	137	183
Brodie (F.)	24	136	183
Burley (Elec. II)	11	133	177
Gilpin (Elec. I)	28	133	204
Cayley (F.)	11	132	147
Holt (P. T.)	28	131	178
Johnson (C.)	20	130	161
Wildner (P. T.)	26	129	165
Lafontant (Me. II)	28	128	178
Stein (Elec. II)	28	128	178
Warren (Elec. I)	10	128	183
Brennan (M. II)	22	128	164
Wolfanger (M.I-B)	18	126	179
Putney (Elec. I)	16	126	168
Shwalter (Elec. I)	7	125	164
Less (Elec. II)	26	124	171
Shekell (Me. I-B)	14	121	148
Deyle (Chem.)	23	119	158
Bradley (Me. I-B)	12	119	150
Karker (F.)	18	118	149
Goldstein (Elec. II)	11	117	149
Gonska (Elec. II)	18	117	172
Pickert (Chem.)	26	115	175
Laubenstein (M. II)	20	115	177
Forrest (Elec. I)	10	114	145
Hallatt (M. II)	16	114	155
Morecock (F.)	15	113	143
Rojek (Elec. I)	12	113	156
Eckl (Me. II)	12	112	145
Hager (Me. I-A)	12	112	153
Rice (M. I-B)	12	110	142
Bunce (Elec. I)	14	106	138
Laeneri (M. I-B)	12	106	136
Hults (P. T.)	18	103	137
Morton (P. T.)	26	103	167
Westervelt (Ch.)	10	101	131
Yeager (Elec. II)	10	100	129
Gingold (Chem.)	10	99	135
Rugg (Me. I-A)	25	90	135
Warren (P. T.)	26	88	152
McIntyre (Elec. I)	9	86	116
Nobles (Chem.)	12	81	110
McKinney (Ch.)	12	77	108

Ten Games Or Less

McLaugh'n (M.I.A)	4	168	183		
Mitchell (Elec. I)	8	153	183		
Karner (Elec. I)	8	148	170		
Trapani (M. I-B)	6	128	151		
Dierger (Chem.)	3	128	141		
Thomas (M. I-B)	5	105	109		
Shaubert (Chem.)	5	92	113		
Hart (Elec. I)	1	83	132		
Kenrick (Chem.)	2	80	95		
Gilman (Chem.)	4	71	91		
Team	W	L	HG	GA	
Faculty	38	4	770	680
Mech. I-A	27	15	752	638
Elec. I	26	16	794	615
Elec. II	25	17	747	637
Mech. I-B	19	23	687	592
Mech. II	15	27	681	599
Photo. Tech.	13	29	696	648
Chem.	5	37	588	518
High Single Game
Palmer—Elec. II	222
High Two Game Average
Palmer—Elec. II	193
High Team Game
Elec. I	794
High Team Two Game Average
Faculty	757

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87 SPRING STREET

Fads And Fems

Here I am again, girls, full of bang up ideas for Spring and a few entertaining bits of this and that.

It seems the newest things in wishes are gas stoves—anyway as far as Jean Dennis is concerned. That was her one and only wish as she cut the cake at her little surprise party.

When Faye Burgwardt steps out in her new spring dress, it won't be hard to find the designer as you will no doubt see Nancy Lyons close behind admiring her creation.

If you don't own a pair of dame fashions latest must—by that I mean a dog collar or choiker—why not make yourself one. Lee Cain has a black velvet ribbon which she fastens around her neck with a dainty pin and the effect is very charming.

Really girls, I'm not responsible for all of the crazy ideas that I promote here—but here goes with one of the latest I've heard. To add a dash of originality and daringness to your spring wardrobe, select two pairs of gay playshoes in the same style but in different colors. But here is the thing! Wear a different color on each foot.

"Tardy" has a way to convert that well-worn cloche into a spring bonnet. With a snip here and there we find we have a basic crown for our hat. Take these snips and stitch part of that broken strand of pearls on. Next fashion the snips plus the pearls into a perk bow and stitch onto the crown at an angle most flattering to you. Result—a dash of originality that can go anywhere.

This is all for now, but don't forget to wear a touch of green for St. Patrick! BECKY

CLEANLY MEDITATION

To believe your own thought, to believe that what is true for you in your private heart, is true for all men—that is genius.

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62 SPRING STREET

SEMI FINALS

LEAGUE CHAMPIONSHIP '44-'45

Faculty	1	2	3	4	TtIs.
Fox	169	130	139	438	
Brodie	162	166	126	150	604
Karker	100	110	210		
Morcock	86	86	86		
Cayley	122	156	146	424	
Tuites	152	142	159	453	
Peursem	133	159	135	148	575
Totals	702	677	669	742	2790

Elec. II	1	2	3	4	TtIs.
Palmer	142	146	168	148	604
Gilpin	93	161	182	436	
Less	131	120	109	112	472
Gonska	137	143	99	379	
Yaeger	125	114	120	359	
Stein	176	155	121	452	
Totals	628	699	692	683	2702

Faculty	2,790
Elec. II	2,702

Faculty won by (pins) 88

Mech. I-A	1	2	3	4	TtIs.
Jakala	113	134	155	111	513
Leisten	138	154	167	117	576
Rugg	93	101	86	77	357
Watt	145	131	117	145	538
Hager	90	130	121	84	425
Totals	579	650	646	534	2409

Elec. I	1	2	3	4	TtIs.
Hoffman	115	136	177	143	571
Warren	244	134	150	137	665
Burley	182	162	145	146	635
Sh'walter	117	114	164	101	496
Goldstein	143	118	129	81	471
Totals	801	664	765	608	2838

Elec. I	2,838
Mech. I-A	2,409

Elec. I won by (pins) 429

Elec. I	2,838
Mech. I-A	2,409

Elec. I won by (pins) 429

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R.I.O.T. News

Here it is time for another issue, and we can't seem to dig up any news—but hold on—we'll dig some up yet.

First of all, Jean Dennis surprised us all last Saturday night at the Phi Up pledge dinner by showing up with an engagement ring—a very nice one! Best wishes, Jean, and we're sure that comes from everyone! Incidentally, the Dorm Council threw a little party last Wednesday in celebration of this occasion—nice going, that we like to see! The more the merrier.

Watch out, Dorm gals—what with the new curfew, we'll have to be very good little chillums or they'll take our after-12 permissions away from us. Remember, necking is BARRED! We won't mention any names, but one of our inhabitants uttered the question, "Gee, where do engaged couples go?" We dunno, chum, maybe you could get someone to annex an extra room to the Dorm somehow, just for YOU!

The Dorm formal is scheduled for May 12, so be on the lookout for male cutters, preferably two-legged ones. 'Nuff said!

Cathy Reid and "Beanie" Benson managed to do the town up red when he was home on furlough. At least those two music lovers sure didn't miss Benny Goodman, or seeing Meade Lux Lewis SEVERAL times.

That's all for now, kiddies, but when the next issue rolls around if we can't dig up more news than this—we'll make it up. Anything for a thrill—you know us!

BARB, TIZ, BOBBIE

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100 PLYMOUTH AVE. SO.
9 A. M. TO 6 P. M.
MONDAY - THURSDAY - SATURDAY
9 A. M. TO 8 P. M.
WEDNESDAY - FRIDAY
CLOSED TUESDAYS
MAIN 8006

St. John Amazes

We were conducted into broadcasting room C to watch Robert St. John in action. With a powerful snap, the bearded commentator-war correspondent-author-farmer dislodged his suspenders and tore his hair in final preparation for his daily 15 minute news presentation. A dramatic effect was created by his expressive hands and feet which were in constant motion during the broadcast. Afterwards he was exhausted and anxious to leave Rochester for a more endurable climate, but consented to be questioned and photographed. Enthusiastically and rapidly he shot back answers and inserted a few tales about his experiences in the Nazi concentration camp from which he made a spectacular and fortunate escape. For relaxation, this human dynamo writes novels between the hours of midnight and 5 a.m. Just back from overseas, he is anxious to return to Paris, London and Germany.

With regard to the immediate future and the progress of the war, without making quotable predictions he is full of optimism. Viewing the recent notable performance of the Allied armies and the Allied representatives, together with the marvelous feats of our naval forces, St. John's guess for the date of the Japanese collapse is the middle of 1946.

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