

Demonstration

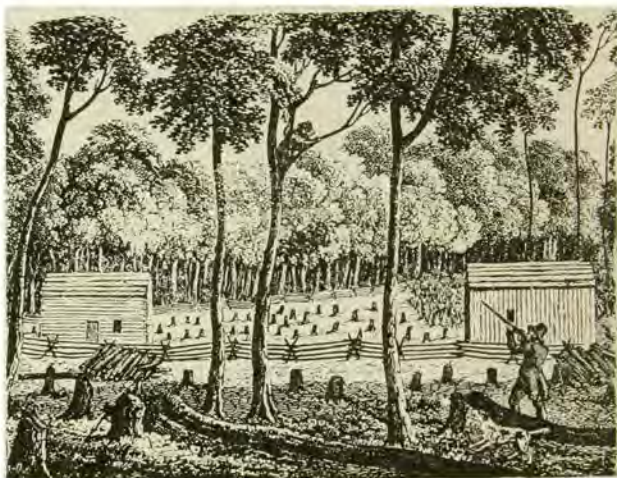
ROCHESTER NUMBER



PUBLISHED BY

L.C. SMITH & BROS. TYPEWRITER CO.

SYRACUSE N. Y.



ROCHESTER IN 1812—Enos Stone killed a bear in his cornfield, the present location of Court Street and South Avenue.



MAIN STREET 1840

ROCHESTER NUMBER

Demonstration

Volume Twelve

February 1923

Numbers Four Five

THE OLD VILLAGE OF ROCHESTER

"They found a forest primeval. They left a city of homes. A few dared and suffered. Many enjoy the good."

Our city seems so old and established we can hardly realize the condition of affairs over one hundred years ago.

Sullivan's Campaign, 1779, opened the Genesee country to comparatively safe settlement and yet 30 years passed before the village of Rochester was born.

As late as 1801 the United States was a belt on the Atlantic seaboard of thirteen weak and poor communities, occupying territory which hardly ever ran back more than 150 miles from the ocean. The interior States of Ohio, Kentucky and Tennessee were weak frontier communities and the people on the coasts had no conception of their possibilities. The map of the nation included immense regions which were practically in the possession of savages. Then the market cost of a bushel of corn was spent when it had been carried 40 miles. And yet, within 20 years from that time, steamboats were running on navigable streams everywhere; the frontier line had been carried west by the wave of population at the rate of seventeen miles every year; the Louisiana Purchase had given us an empire; "Cotton was King"; the Erie Canal was built; great highways were opened toward the west; and the United States had "found itself."

In 1812 there were but two frame dwellings here, small and rude enough—one of which still stands (1838) to remind us of the change since the period when the occupants of those shanties had to contend against wild beasts for the scanty crop of corn first raised on a tract now included in the heart of the city.

In 1812 the bridge across the Genesee River at Main Street was completed and Col. Nathaniel Rochester offered village lots for sale, giving the place his name. A post office was established in 1812, the first quarter's income being \$3.42. Mails arrived twice a week from Canandaigua, at first on horseback, and later, in 1815, by stage. The first merchant's store was opened the same year.

In 1813 the land where the court house now stands was cleared, sown with wheat, and afterwards used as a pasture. At that time the extensive swamps along the territory which is now Front Street and Main Street West, near the four corners, were filled with rabbits, partridges and other game. Deer might be seen any day at "Deer Lick," a spot about the present location of Main Street West and Plymouth Ave. As late as the fall of 1811-1812 Enos Stone killed that big she-bear in his cornfield, which location now is Court Street and South Avenue.

In 1814, when the first British admiral anchored off Charlotte, there were only 33 inhabitants capable of bearing arms to resist, leaving but two men to take the women and children into the woods for hiding.

In April, 1817, the village was first incorporated by act of the legislature, under the name "Rochesterville," but in 1819 the title of the village corporation was changed to "Rochester," which name we have since retained.

To conclude, a writer ended his book in 1827 as follows:

"We look forward to this place at some distant day, as a flourishing city; flourishing not merely in wealth and power but in knowledge and virtue, an honor and a blessing to sister cities around, and the home of a great people, enlightened and happy."

ROCHESTER TODAY, THE CITY BEAUTIFUL

"HERE QUALITY PREDOMINATES"

By Basil R. Weston.

It is seldom that one will discover a city that is justly symbolized by these two very suitable slogans, "Rochester, The Flower City," and "Rochester Made Means Quality."

It is true that Rochester is a leading industrial city and it is also true that Rochester is one of the finest residential cities in the country. Many advantages are offered by Rochester to the home-seeker and to the business man.

Rochester is located in the heart of the fertile Genesee Valley at the point where the river takes a drop of 267 feet in a series of three falls, developing 50,000 horse power. The development of this power, originally used to cut logs and grind corn, has made Rochester an industrial city of note. Our products are known in all parts of the world.

In Rochester are the largest manufacturers of enameled steel tanks in the world, the largest manufacturers of filing devices and office systems, the largest thermometer plant in the world, the largest optical works, the largest manufacturers of check protectors, the largest film factory, camera works and photographic plant manufacturers in the world, and the largest manufacturers of soda fountain fruits and syrups. Rochester produces 60 per cent of the typewriter and carbon ribbon made in the continent. It is a leader in telephone apparatus, paper box manufacture, and the headquarters of the nursery business of the United States. More high class buttons are made here than in any city in the United States. Rochester ranks fourth in the production of women's shoes and has the same rank in the manufacture of men's clothing, with an annual output valued at \$80,000,000.

The 1,700 manufacturing concerns, representing an investment of \$200,000,000, produce an output annually valued at \$400,000,000. These factories produce 225 separate commodities and pay annually a total wage of \$110,000,000.

High Grade Products

In the face of these facts Rochester's industrial position in the country is secured and will be maintained because of the high grade of workmanship demanded in most of Rochester's industrial organizations. The slogan, "Rochester Made Means Quality," is not disputed.

Rochester's transportation facilities compare most favorably with other leading industrial cities of the country. Five steam railroads serve it. Rochester is but an over-night trip from Chicago, Detroit, Cleveland, St. Louis, Washington, New York and Boston. This insures quick service.

The New York State Barge Canal, with a municipal harbor extending



ROCHESTER TO-DAY—NIGHT SCENE

to within 300 yards of Main Street, passes along the south edge of the city. Four interurban electric lines enter from as many points of the compass. The Port of Rochester offers passenger and freight facilities across Lake Ontario and connection with Toronto, Montreal and Quebec.

In the heart of the largest orchard and farming country on the continent, Rochester is a trading and financial center of great importance. In the year 1921 2,500,000 bushels of grain, 1,300,000 bushels of potatoes and 1,714,000 bushels of fruit were produced in Monroe County alone.

To live in Rochester is to be proud of Rochester. Living conditions are ideal. The city covers 21,000 acres.

One of the outstanding features of the city is the park system which includes five large parks and twenty-six small parks, containing 1,649 acres. There are two public golf links and many public tennis courts, baseball diamonds, swimming pools and playgrounds.

Rochester has an unusually large percentage of skilled mechanics. The working conditions are good, a situation which is reflected in the large proportion of home owners. Forty-two per cent of Rochester dwellings are owned by those who live in them.

The water supply is one of the best in the country. Rochester has the reputation of being one of the most attractive of the larger cities because of its well paved streets and well kept homes surrounded with yards beautifully decorated with trees and shrubs.

The Chamber of Commerce is a flourishing institution of 4,200 members and the Rochester spirit of community welfare is evidenced in all of its policies.

Rochester, the city of varied industries, the city of flowers and parks, is a truly American city.

THE CITY OF ROCHESTER

By Miner H. Paddock, Jr.

Rochester, N. Y., is one of the best towns in this grand and glorious Land of the Free of ours.

There are more good fellows in Rochester than there are in the combined Goodfellowship of the rest of the earth.

They never have a fire in Rochester, because they have a regular fire department. Besides, they're too honest.

Rochester has the best police department anywhere in the good old U. S. A. And, when it comes to a traffic squad, or handling traffic, you can't beat Joe Quigley and his bunch. There's never any trouble or arguments on the streets of Rochester.

And speaking of public parks (and who isn't?), you can go a long way, and even then you can't beat the parks of Rochester or even touch them. Durand-Eastman Park, Seneca Park, Maplewood Park, Highland Park, etc. The new park at the lake, accommodating thousands, and one of the best bathing beaches to be found anywhere. The Municipal Band of Rochester, giving concerts in the parks during the summer, is a treat to many hundreds of thousands.

The industries of Rochester, co-operating to make Rochester a better city in which to work and live, could well be imitated and followed by other cities, had they the Rochester spirit.

The Chamber of Commerce, with its membership of over 4,000 live, hustling, public-spirited citizens, is a monument to what can be done for the common good by the citizens of a town, all working with the one idea, "Do it for Rochester."

And the business men's clubs of Rochester, the Ad Club, the Rotary, Kiwanis, Purchasing Agents' Assn., Credit Men, are always boosting and working to better Rochester.

The school department of Rochester is one of the best in the country, and the Rochester schools are quoted everywhere.

The climate and air of Rochester is of the best and largely responsible for the vim and vigor put forth by those who inhale it.

The churches of Rochester are leaders in their particular brand of merchandise, and I know that their sales this year are ahead of last.

The Community Chest of Rochester, handling some forty philanthropies, Red Cross, Y. M. C. A., K. of C., Salvation Army, all the hospitals, etc., is a tribute to the generosity and careful study of the citizens of the city. All tag days and drives are eliminated, and other community street begging, every man or woman, rich or poor, contributing his equal share.

The Rochester Y. M. C. A., with its several branches, is a tremendous factor for public good.

The Automobile Club, second to none, carefully watching automobile legislation, protecting the streets and marking the highways, is a leader, and has done much to eliminate accidents.

The University of Rochester, fast growing to be a factor in educational circles of the country, is a college of which the city may well be proud.

The business men of the city, whenever necessary, take off their coats and, working together in complete harmony, gladly spend their time and money for the public good. But chief among them, and there is none greater or better in the world, is Mr. George Eastman, founder of the Eastman Kodak Company, a contributor of his time and money to every worthy cause in the city and many in other cities. And there is Mr. William Bausch of the Bausch & Lomb Optical Co., one of God's own, the genial president of the Rochester Club, interested in most of Rochester's civic and social agencies, not only willing but always anxious to boost Rochester.

Long Live Rochester and "More Power to It."

DEMONSTRATION

5



MAIN STREET, ROCHESTER, LOOKING EAST



MAIN STREET AT NIGHT

ROCHESTER SCHOOLS

Families began to settle in Rochester about 1810. In 1813 Huldah M. Strong opened the first school in a room over a clothing store near the four corners. That school was a private school supported by individuals. In the same year men like Fitzhugh, Carroll, and Colonel Rochester established the first district school located on a plot of ground now occupied by the old Free Academy Building, or the Municipal Building, as it is known at present. This was a plain one-story wooden building about eighteen by twenty-four feet. On three sides of the room an inclined shelf was attached to the wall, and in front of this were long benches without backs. On the fourth side of the room was a fireplace and teacher's desk. Such was Rochester's first district school. By 1841 there were fifteen such schools supported partly by public money and by tuition.

In 1834, when Rochester became a city, the Mayor and Aldermen were authorized to perform all the duties of commissioners of common schools. This board of supervisors continued to levy the school tax for the city as well as for the county. On July 15, 1841, the original free school law of Rochester came into effect. It provided for the annual election of two commissioners from each of the wards, of which there were then five. At this time there were about 2,300 children in attendance in what was then the free public school. The annual expense in the common schools was about four dollars per pupil, and the Board of Education was accused of great extravagance in the use of the city's money. The school population has grown from this small group to a total of 52,000 children registered in 1922 at an annual per capita cost of approximately \$100.

The Board of Education

In 1900, the Dow Law, which provided for a Board of Education of five members to be elected at large, went into effect. The members of the Board, two of whom might be women, were elected for a period of four years. The Superintendent under State law is the chief executive of the school system and is appointed for a period of six years. In the twenty-two years since the adoption of the five member plan there have been a total of sixteen different citizens who have served on the Board. Several of these members have served for periods of eight years each, Mr. J. P. B. Duffy, who is a member of the present Board, having served for seventeen consecutive years. The personnel of the present Board is as follows: President, Charles F. Wray; Mrs. Edwina Danforth, Mr. J. P. B. Duffy, Dr. F. W. Zimmer, Mr. H. P. Brewster.

In 1912 the functional budget system of financial accounting was put into operation.

From a one-room school in 1813, the system has grown until there are a total of 55 schools in operation, consisting of 43 Elementary, 3 Junior High, 4 Senior High, 1 Shop, 1 Pre-Vocational, 1 Normal, and 2 Open Air schools erected at a total cost of over \$11,000,000.00 for land and buildings and covering over 3,000,000 square feet of space. In the period from 1842 to 1922 the population of Rochester has increased approximately 1500 per cent. The school population has increased approximately 2000 per cent. From the teaching of the most fundamental subjects by entirely inadequately trained teachers we now have a highly specialized system employing over 1,800 trained teachers and providing for not only the teaching of fundamentals, but making adequate provision for the teaching of those subjects which make for good citizenship.

DEMONSTRATION

7



MADISON JUNIOR HIGH SCHOOL, ROCHESTER

The Scope of the Public School System

The scope of the work done by the Rochester public school system is shown by the seven following units of school organization.

1. The **ELEMENTARY SCHOOL UNIT**, consisting of the kindergarten and the first six grades.
2. The **JUNIOR HIGH SCHOOL UNIT**, consisting of the seventh, eighth, and ninth grades.
3. The **SENIOR HIGH SCHOOL UNIT**, consisting of the tenth, eleventh, and twelfth grades.
4. The **CITY NORMAL SCHOOL** or **TEACHER TRAINING UNIT**, with a two-year course beyond the high school for the training of teachers.
5. The **SPECIAL EDUCATION UNIT**, designed for those who vary so much from the normal child as to require special treatment.
6. The **"PART TIME"** or **CONTINUATION SCHOOL UNIT**, for all between fourteen and seventeen years of age who have withdrawn from the full time day schools and gone to work.
7. And, finally, the **UNIT FOR ADULT EDUCATION**, consisting of the so-called Americanization work done by adults, and the entire evening school program.

The good citizen must be able to read, write and speak the English language with reasonable correctness, and he must know and use intelligently the elementary processes of arithmetic. Careful attention is given to these subjects in the elementary grades. The good citizen must know and observe the laws of physical health and well being. Health clubs are valuable in stimulating the pupil to live out in the home what he has learned in the school with reference to health. Gymnastic games, drills, and nutrition classes are also a part of the health progress of our schools. Special courses to the number of 78 have been provided for those who are mentally or physically handicapped. In an effort to hold pupils in school for a longer period and to provide differentiated courses to aid the pupil in the selection of a life work the Junior High School system was inaugurated with the opening of the Washington Junior High School in 1915. There are at present three Junior High Schools in operation with a total registration of 4,400. From one public High School in 1857, with 250 pupils, there are now four High Schools with a total registration of 4,500

pupils. In 1902 the Rochester Free Academy offered one type of course—the college preparatory. Today the High school offers three types of courses:

- I. Academic and College Preparatory.
- II. Commercial.
- III. Manual Arts.

In 1898 the City Normal School was deemed necessary as a means of providing the city with trained teachers. Supervisors and principals assert that the graduates from this school excel other inexperienced teachers who enter our school system, not only because their training is thorough but because it is definitely planned to meet the specific needs of our city schools.

Part-Time Law

In 1919 the New York State Legislature passed the part-time law, which provides for the education of all pupils between fourteen and seventeen years of age who have withdrawn from the full time day school and gone to work. This law was passed because of a clear recognition of the need and right of working children for adequate educational opportunities which would better fit them for their duties as citizens. Those employed must attend the Part-Time School for four hours a week, while those out of employment must attend twenty hours per week.

Adults who wish to continue their education are given the opportunity to do so in any one of the twelve evening schools maintained by the Rochester Board of Education. At present there are 5,500 enrolled in our evening schools. Practically all elementary and high school subjects are taught and classes for the teaching of English to foreigners maintained.



ROCHESTER CHAMBER OF COMMERCE

DEMONSTRATION

9

CHAMBER OF COMMERCE

The Rochester Chamber of Commerce is known the country over as the Chamber that accomplishes things. It includes in its program far more things than the fostering of business. Its civic activities have produced a public spirit that is rarely, if ever, equaled, and has trained our citizens to co-operate with a unity, a good will and an efficiency to which nothing within reason seems impossible.

The Rochester Chamber of Commerce is also distinctive in other ways, one of which is that it commands the best business and professional ability of the city. There are many men of great ability in the Chamber, whose time is ever available for the consideration of questions relating to the good of Rochester and its people, who if they did the same work in their offices in a purely business or professional way, would command thousands of dollars every year for such services.

Among the civic activities of the Chamber is that of public health. Through this work of the Chamber hundreds of women have been qualified for home nursing, with the result that they are able to take care of the sick in their homes in an efficient manner. In view of the trained nurse shortage of the present time this is a work of no small importance.

Another civic function of the Chamber is that which the Council for Better Citizenship is doing for the foreign-born prospective citizens, in assisting them in matters relating to citizenship in the reunion of separated families by reason of the chaotic conditions in Europe, and in instilling in their minds right impressions and attitudes with reference to their adopted country and its institutions. The value of this work to the community at large is beyond calculation.

Still another civic work of the Chamber is that of the Investors Protective Committee, which collects and disseminates to citizens, whether members of the Chamber or not, information regarding fake stock selling propositions and other fraudulent schemes, thus saving thousands of dollars to people who cannot afford to speculate with their savings.

The Traffic Bureau of the Chamber performs a very important civic service. Trained traffic experts are constantly looking out for changes in the thousands of tariffs issued by the hundreds of railroads of the country, that Rochester manufacturers and merchants may not be discriminated against. While some may say that this work is done for the benefit of a comparatively few manufacturers and business men, further thought will show that any reduction in transportation rates secured for our Rochester shippers, is a saving to every Rochester family. Suppose freight rates should be doubled. Who do you suppose would pay the increase? The ultimate consumer, of course. The work that the Chamber is doing in guarding against discriminatory traffic rates is a benefit to all the people of Rochester of every class and vocation.

The Home Economics Council work is a civic activity that has for its purpose the inculcating of thrift and efficiency in the home. Nearly two thousand housewives are interested in this work of spreading the gospel of efficient household management and thrift.

The Safety Council of the Chamber has for its aim the prevention of accidents in the factory, on the streets, in the home and the school. It endeavors, through its organization, to reach every man, woman and child in Rochester with admonitions to exercise the utmost care, that no family may have its finances disarranged by injury of any of its members or any person be handicapped in life by reason of disability caused by accident.

These are only a few of many activities, constantly carried on by the Rochester Chamber of Commerce, that reaches the life of every man, woman and child in our city.



UNIVERSITY OF ROCHESTER

THE UNIVERSITY OF ROCHESTER

From Edward Hungerford, Director of Publications, University of Rochester, Rochester, N. Y.

For seventy years past the University of Rochester has pursued the even tenor of its ways. Started in 1851 as a Baptist college—an offshoot of an earlier school at Hamilton, N. Y. (the present Colgate University)—it has become recognized in recent years as a thoroughly undenominational institution, the keystone of the entire educational system in the city of Rochester. It is a conservative institution. During its entire seventy years of existence it has had but three presidents—save for one or two times when acting presidencies have been created temporarily between the terms of office of the three.

It is only within the past two decades that the University of Rochester has shown any marked growth. Up to about the beginning of the present century it was content to remain a men's college of from 200 to 300 students, who scorned dormitories and in their working hours occupied three or four rather modest but substantial and well-equipped buildings in the lovely tree-filled campus which always has been Rochester's chief glory as a university. About the year 1900 something happened. Spurred by the indefatigable energy of one of Rochester's greatest citizens, the late Susan B. Anthony, a large fund was raised in the community, not alone to aid the University generally, but specifically to admit young women to its halls.

The effort succeeded. Yet, despite it, the University of Rochester has never been recognized as a typical co-educational institution. For the first ten years of this innovation it came nearer realizing this status than ever it had done before—or is likely to do again. The completion of the magnificent stone college structures upon the south side of University Avenue (at the corner of Prince Street and diagonally across from the historic campus) made possible a rather complete segregation—in the actual life of the college at any rate—of the men and the women students. These new buildings were especially designed for the service and the comfort of the women. As Catherine Strong and Susan B. Anthony Halls they have made deep impress, not only upon the life of the University but upon that of the community itself. They also have made it possible for the University to increase its enrollment in its College of Liberal Arts—for the most of its years its only college—to something over 800 young men and young women.

Three New Buildings

In these last ten or twelve years have also come three fine structures upon the campus itself—the Mechanical Engineering Building, the gift of Andrew Carnegie; the Hall of Physics, given by George Eastman, which faces the stately old-fashioned Sibley Library, and the exquisitely beautiful Memorial Art Gallery, given by Mrs. James S. Watson in memory of a son. These two comparatively new buildings supplement the five older ones upon the campus itself, which takes no notice of the four dwellings which, many years ago in a period of pressing poverty, the University permitted to be erected along the Prince Street side of the campus and which recently have been acquired by it for its own uses.

Recently the University of Rochester has again become the recipient of some rarely generous beneficences. The most distinctive of these are the new School of Music upon Gibbs Street, which, with its accompanying opera house—the third largest theater in the United States and one of the largest in the world—was the gift of Mr. Eastman, and the proposed School of Medicine and Dentistry upon Crittenden Boulevard, which have come not only from the same donor but from the General Educational Board and Mrs. Henry A. Strong. The value of these gifts runs well into the millions of dollars. The School of Music and its adjacent theater, both taking Mr. Eastman's name, together form not only a huge edifice but one of very great beauty. It is doubtful if America has ever before

received a theater into whose planning and construction has gone quite so much of judgment and taste, and the most minute detailed use of the fine arts. If it were not a great opera house and a most complete music school, it still might almost be ranked as one of the notable smaller museums of art in the United States.

This structure, with accommodations for over two thousand students of music, is already receiving 1,400 of them from every corner of the Union. To organize its faculty of 75 members not only this country but the entire world was scoured. Yet the building itself, as has just been intimated, is far more than a school; with its great permanent symphony orchestra and its perfection of physical equipment of every sort it is a cultural center for the city of Rochester whose real advantages are just now beginning to be realized by the community at large.

School of Medicine

The spring of 1923 should see construction actively advanced upon the School of Medicine and Dentistry, a huge six-storied central building (in size slightly in excess of that of the New York Public Library), surrounded by a group of similar six-storied edifices. This group will not only embrace the medical school itself, but two great new hospitals (one built by the city of Rochester but operated by the University) of 240 beds each. The final dental work is to be carried forward in the magnificent structure erected by Mr. Eastman in East Main Street a few years ago and designed for this specific purpose.

These new schools of music and of medicine and dentistry, with all of their appurtenances, would form enough of a building and expansion program for the average university for at least a dozen years. But Rochester regards them as but the stepping-stones to a still larger plan—that



EASTMAN THEATER, ROCHESTER

of an entire new plant for the men's section of the College of Liberal Arts. Plans already have been consummated for securing a sightly tract for the campus of this new university plant, along the banks of the Genesee, upon the south side of the city and in close proximity both to the new medical school and to the broad sweep of one of Rochester's long popular recreation points—the great Genesee Valley Park.

In the fall a campaign is to be inaugurated for the funds with which to build this new group of buildings, which are to be erected in an absolutely harmonious and symmetrical architectural scheme. The definite plans for these new buildings have not yet been made public. It is known, however, that to the natural beauty of a rarely lovely site is to be added some of the very best architectural thought of America. There should be but little doubt as to the final outcome.



MEMORIAL ART GALLERY, UNIVERSITY OF ROCHESTER



MAGNOLIA TREES IN ONE OF ROCHESTER'S RESIDENTIAL STREETS



Top View—Hawkeye works of the Eastman Kodak Co., where Eastman lenses are made.

Middle View—Camera works of the Eastman Kodak Co., where kodaks are made. The 16-story executive office building is seen in rear.

Bottom View—Entrance to Kodak Park, the largest of the Eastman plants, devoted to the manufacture of films and other sensitized materials, research laboratories, etc. This park is 230 acres in extent and has a manufacturing floor space of over 80 acres.

THE EASTMAN KODAK CO.

Rochester, according to one witty after-dinner speaker, is made up of three classes, "those who work for the Eastman Kodak Company, those who own Eastman Kodak stock and do not have to work for anybody, and those who could have bought Eastman Kodak stock when it was 'way down' and have been kicking themselves ever since."

Many a truth is spoken in jest and it is true that Rochester is the Kodak City and owes its principal fame to George Eastman and the Kodak. This that follows is a story of Kodak inventions and of the development of the greatest photographic industry on earth.

It was in 1878 that George Eastman, then a bank clerk in the Rochester Savings Company, first became interested in photography. The process then in vogue was the collodion—popularly known as the "wet plate"—method. While this process was quite satisfactory for studio work it was much too involved and tedious for outdoor work, professional or amateur.

The traveling outfit, for instance, at that time included a bulky view camera, heavy tripod, equally heavy and burdensome plates, a dark tent for loading and sensitizing the plates before exposure, a nitrate bath and a water carrier. Having chosen his subject and set up his camera, the photographer had to creep under the dark tent to sensitize and load his plates, clap them dripping into the camera, and having made his exposure, creep under the tent again to unload and develop.

Under such conditions amateur photography was virtually unknown; its practice confined to a handful of devotees whose enthusiasm was equal to its difficulties, physical and technical. Eastman was one of three in Rochester.

Invention of Dry Plate

The direction in which simplicity might lie was first suggested to the Rochester inventor by an article in an English magazine in which the possibilities of a gelatine "dry" plate to replace the "wet" were discussed. In a little room over a shop fitted up as a laboratory he began to experiment along these lines and eventually "came upon a coating of gelatine and silver bromide emulsion that had all the necessary photographic qualities." His achievement was practically contemporary with the commercial production of dry plates in England, and in 1880, under the firm name of George Eastman, he began their manufacture and sales.

Dry plates brought out in 1880 "scrapped" the dark tent, the nitrate bath and other burdens of the field equipment. Results also were less dependent upon skill. And to this extent, amateur photography had been greatly simplified and relieved of much of its arduous labor.

But plates, whether wet or dry, are heavy. They are also breakable, and the combination was still a great handicap to the amateur. Further simplification was necessary if photography was to be made the everyday affair which even at that time was in Mr. Eastman's mind.

The real solution of the problem pointed to a "rollable" film that would do away with glass plates altogether. The first step in this direction was a roll film of coated paper to which the sensitized emulsion was applied. A roll holder, the joint invention of himself and a co-worker, the late William H. Walker, adapted it to the ordinary view camera then in use.

Paper film, however, had serious disadvantages. Although the paper was selected with utmost care and the negatives greased to make them transparent, the grain of the paper, in spite of these precautions, would now and then show in the print.

The Stripping Film

The Eastman "stripping" film was then devised. This consisted of a temporary paper base coated with soluble gelatine, which in turn was coated with the gelatine emulsion. When the negative was immersed in water the image could be stripped or "floated" off and transferred to a

transparent gelatine skin. A perfectly transparent negative was realized, but the process was intricate and had to be handled by experts.

The mechanical end of the problem had, however, been solved to the inventor's satisfaction—it was now a question of film—and along these lines the problem was ultimately worked out.

The First Kodak

Meanwhile the roll film idea had evolved a new type of camera. The first Kodak appeared in 1888, the invention of Mr. George Eastman, and the name "Kodak" was coined by him for a trade mark.

The first Kodak took round pictures 2½ inches in diameter and was loaded for 100 exposures. Compared to the folding pocket editions of to-day it was a rather crude and clumsy affair, but compared to the burden of equipment which only a few years before had confronted the amateur, it was a miracle of achievement. For the picture taking itself no technical skill whatever was required. "You press the button, we do the rest," put the simplicity of operation into a phrase.

The "rest", however, was still considerable and included unloading and reloading the Kodak and developing the roll of film. The film of these early Kodak days, too, was the paper "stripping" film previously described and which, as already noted, had to be handled by experts.

Film Photography

Both this "stripping" film and the film with permanent paper sup-



Aerial view of Kodak Park (East), Rochester, showing some of the 114 buildings in which films and other sensitized photographic materials are made.

port which preceded it, pointed to the necessity for a transparent flexible film base to which the image would remain affixed after developing and through which prints could successfully be made. This was the ideal, but like most ideals it had long eluded capture. Finally, in 1889, after years of experiment and research, Mr. Eastman succeeded in making commercially practicable the present cellulose base.

From this point on the evolution of the Kodak and the film method of photography proceeded rapidly and logically, giving us in turn daylight loading and developing and bringing the means of photography within reach of every man, woman and child on earth. Instead of the exclusive possession of a few devotees, which Mr. Eastman found it forty odd years ago, it had, through his efforts, become the pastime of all with fields of activity stretching to every horizon.

The Rochester Industry and Motion Pictures

Out of the sudden interest awakened in amateur photography through its simplification by Eastman's achievements grew an enormous demand for photographic materials. And out of this demand grew the great Eastman industry at Rochester.

Mr. Eastman had foreseen from the first the commercial possibilities of amateur photography just as Daguerre is said to have foreseen its professional possibilities, and while the candle still sputtered in the darkness of the little laboratory over the music store, he had probably laid plans to meet them.

Inventors are not habitually great organizers. The dreamer of the laboratory not often the practical builder of great industrial enterprises. Eastman was the exception that proved the rule—combining both to a remarkable degree. His inventive genius had created the demand, his organizing genius bent to the task of coping with that demand.

And who so well qualified for the successful manufacture of photographic materials where care and exactness are the all important factors. Years of laboratory research work had made him an expert in photographic processes. Close testing of chemical formulae in the search for photographic secrets had given him a world of exact knowledge where-with to start. These technical and scientific advantages he had the sound business sense to push to the utmost.

Motion Pictures

But the industrial demands of the amateur were soon dwarfed by a new and unforeseen demand which had been created as a direct result of these film discoveries. Eastman's achievements came at a time when Edison was in the midst of his motion picture experiments. A transparent flexible film, combining good photographic quality with tensile strength was necessary to the success of the Edison invention. The Eastman film precisely filled the Edison need and motion pictures were made possible. This was in the late eighties. It was not, however, until 1895 that motion picture film was sold for other than experimental purposes. Twenty-five years later motion picture houses to the number of 15,000 dot this broad land of ours, requiring not less than sixty million feet of motion picture film at every performance.

In 1880, under the firm name of George Eastman, he had begun the manufacture of dry plates. In 1891, a year or two after the Kodak and film photography were born, a single building with a floor space of 27,500 feet supplies the factory and office needs of the company. Today five large plants are maintained in Rochester alone for the manufacture of various types of cameras, lenses, photographic papers and film.

Kodak Park, the largest of these, is devoted exclusively to the manufacture of film and other sensitized products. It is a large tract of 230

(Continued on Page 40)



Top View—John Jacob Bausch, America's pioneer optician, 92 years old, and still on the job as active president of the Bausch & Lomb Optical Co., Rochester.

Top, Right—Plant of the Bausch & Lomb Optical Co., Rochester's second largest industry and America's leading optical institution. Founded by John J. Bausch in 1853.

Bottom, Left—Withdrawing a pot of molten glass from a furnace heated to 2400 degrees, Fahrenheit, Bausch & Lomb plant.

Bottom, Right—Glass plant of the Bausch & Lomb Optical Co. A "War Baby" which gave America a new industry—the making in quantity of high grade optical glass.

STAYING POWER

"Staying power is a great asset." Perhaps there is no leader in any industry in the world today who knows more whereof he speaks, when he makes this comment, than does Mr. John J. Bausch, one of the founders and still active head of the Bausch & Lomb Optical Company of Rochester, N. Y., for his is a life story of bitter struggle over circumstances and conditions which ended in a glorious victory; his the spirit which no trial could swerve, no obstacle break, no disappointment bend down. "Staying power is a great asset," says Mr. Bausch.

Ninety-two years ago, in the town of Suesen, Wurtemberg, Germany, a boy was born, one of seven children. The father was a baker and the mother's people were foresters. Doubtless all that the Bausches expected of their son was that he would grow into sturdy manhood, become skilled in a trade and prosper. If somebody had told them that, some day, in a far-away country, their son would confer an infinite boon on science and industry, they would probably have considered him a visionist.

John Bausch lost his mother at the age of six. She had been a wonderful mother and her loss was sorely felt by her family. Time passes quickly, in childhood, and the onward passing years brought young John to early manhood and the confronting problem of mastering a trade. His older brother had learned woodturning and lens grinding and from him the younger learned the handling of woodturning tools, the fashioning of horn spectacle frames and the grinding of lenses.

An attack of typhoid fever laid the family prostrate at this time, the father and nurse both dying and, for a while young John's life was despaired of. The world, however, was not to lose John Bausch. The sturdy boy of a sturdy race was able to successfully fight off the enemy of disease, although it was half a year before he was able to accomplish much work.

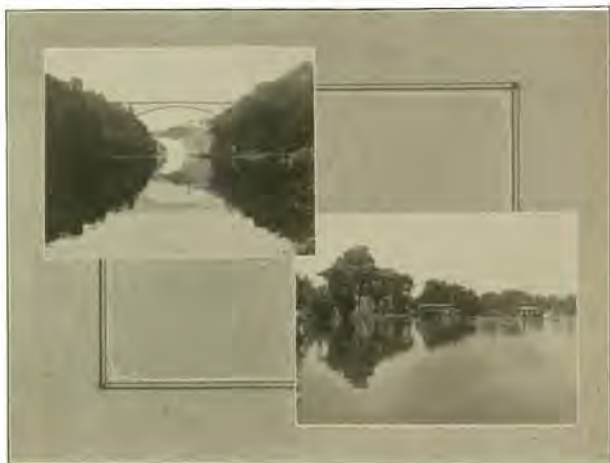
Went to Switzerland

At this time a traveler told him of the opening for an optician in Berne, Switzerland, and, with the eagerness of youth for new fields, he decided to go across the border. His decision, however, met with stout opposition from his family who tried to dissuade him from what appeared to them to be a bold and foolish adventure. John Bausch, however, put his knapsack on his shoulders, broke the iron fetters of generations of traditions and turned his face toward the mountains of Switzerland. His luck in Berne was as hard and unyielding as the snow-capped peaks towering above the city. The times were very poor; there had been crop failures and money was scarce. By working unceasingly he was able to make six pairs of spectacles a day which he sold at six cents a pair.

Convinced that the Old World held out no helping hand of promise to a young optician, and with the unquenchable fires of youth burning brightly within him, John Bausch embarked, in 1848, for America, the land of promise and opportunity, where intelligence and persistence was supposed to be the only prerequisite to success.

After a stormy voyage of forty-nine days, during which he suffered from lack of both food and water, he at last reached New York. The great city had no employment to offer him and he went to Buffalo, N. Y. Here the cholera was raging, taking its daily death toll in large numbers. Unafraid, young Bausch sought out work in the lake port city. There were no opticians in Buffalo in those days and he was obliged, through necessity, to obtain work as a cook's assistant, then at woodturning. Work was irregular, however, and in the spring, with five dollars of borrowed money in his pockets, he came to Rochester.

A whole year of fruitless struggling to get a start in the optical business was endured, at the end of which time he wrote to his brother in Germany for his share of his father's estate—about \$100. With this little sum he rented, for a dollar a week, the window of a watchmaker,



Above—Upper Falls, Genesee River, Rochester.

Below—Lake Scene, Seneca Park, Rochester.

The rent proved to be too much, however, and business was practically nil, so he gave up the window and went out peddling his spectacles.

At that time all lenses and practically all frames were imported. They were crude affairs of gold, silver or horn, uncomfortable and unbecoming. Consequently, Mr. Bausch's spectacles didn't bring him even a meagre living and he was forced again to return to woodturning.

Assistance by Henry Lomb

At this trade he was able to make a good living and, October 12, 1849, he married and started a home of his own. His prospects were looking rosy and bright when, seven weeks after his marriage, he caught his right hand in a buzz saw and so injured some of the fingers that two of them had to be amputated. This was the days of crude surgery and no anaesthetics, and the operation lasted three-quarters of an hour, entailing intense suffering on him. Weeks of pain and delirium followed, during which kind friends came and sat by his bedside and also helped the family financially. Among these friends was young Henry Lomb, a carpenter, who called one evening with a loan of \$28. This was the beginning of that long, life-friendship between the two men—a friendship which was never broken.

But John Bausch's heart, mind and soul craved another try at the optical trade and with this thought in mind he went to Henry Lomb, borrowed sixty dollars of him and proposed that they go into partnership together. Mr. Lomb to furnish the capital. This was the beginning of the Bausch & Lomb Optical Company which, starting in a tiny shop space next to the post office, now occupies 1,265,496 square feet of plant space on the principal business street of Rochester.

In this tiny shop John Bausch made the first hand lens-grinding machine in America and started to grind his own lenses. Again Destiny seemed fated to withhold success for, although the partners even resorted to outside peddling, their returns were very small.

"It's doggedness that does it!" a great man once said. "Staying power is a great asset," says John Bausch, simply. This man to whom the world today owes so much, who has brought happiness and prosperity into so many homes and industries; this man who, like Napoleon, perhaps, believed that "impossible was a word to be found only in the dictionary of fools," plodded sturdily on his way. Then, going along the street one day, he found a piece of vulcanized rubber. The finding of this piece of hard rubber gave the partners a new idea. After much diligent search the manufacturer of the product was found and a supply was obtained from which they began to fashion spectacle frames. Mr. Bausch rose at five o'clock in the morning and warmed the rubber on the cook stove that it might cut up the better. Then came the Civil War and Henry Lomb, like many another loyal German-American, enlisted. When he returned, a captain, at the end of the war, the firm had so prospered that John Bausch had a considerable sum of money in the bank to show his partner.

Progress Since the War

From 1864 up to the present time Bausch & Lomb has progressed slowly, steadily, but surely. In the small factory on the corner of Andrew and Water Streets Mr. Bausch constructed the first power lens-grinding and polishing machine in America and applied the first nose-piece to spectacles. In 1874 the firm located at its present site on St. Paul Street.

In 1875 microscope manufacture was commenced. A year was consumed in microscopy experimentation, when models were exhibited at the Philadelphia Centennial which created a favorable impression on scientific men. For many years, however, Bausch & Lomb's microscope department was scarcely but an experiment department and was conducted under heavy loss. Today Bausch & Lomb's microscopes find their way to all parts of the world where such instruments are used.

In 1905 George Saegmuller, who had had thirty years' experience in Washington, D. C., manufacturing engineering and astronomical equipment, became a firm member and the manufacture of engineering instruments, including range finders, was begun and has since become an important department of the business.

William Bausch, in 1903, had experimented, but unsuccessfully, with optical glass as it was the desire of the firm to become industrially free from Europe. Experiments were made on a larger scale in 1912, still unsuccessful, and were suspended in 1914. When, however, in 1917 the United States entered the war, it became an absolute necessity for Bausch & Lomb to produce its own optical glass because the European supply was cut off. Co-operating with the Government and the Geophysical Laboratory of the Carnegie Institute, Bausch & Lomb once more began experiments, encountering supreme difficulties on every hand, from obtaining pure sand and potash to manufacturing their own earthen fire pots and controlling heat, but success crowned their efforts when, in December, 1917, clear glass, which passed all optical tests, was made.



HICKEY-FREEMAN CO.

ROCHESTER IS WHERE THE BEST CLOTHES COME FROM

The third largest center for men's clothing in the country, Rochester stands first in the production of high grade garments. It is known as the "Quality Market" and the phrase "Rochester Made" is recognized as a guarantee of worth by clothiers generally. There are over twenty factories here, employing 12,000 workers. The value of their product is estimated at \$60,000,000.00 annually.

Several of the largest and finest clothing plants are located far out in residence districts, removed from the smoke and grime of the city's manufacturing center and surrounded by the homes of the clothing workers. One of these is the plant of the Hickey-Freeman Co. In this great building, which has been described as a "Temple to Perfect Tailoring," are made the finest clothes that can be obtained ready-for-wear.

As one goes through the Hickey-Freeman factory for the first time he is impressed first of all by the air of cheerful industry that pervades the place. He stands in a great, airy room, with the sunlight pouring in on all four sides, and sees row upon row of busy workers plying needle and thread with swift fingers. He is immediately struck by the thought that here is a true tailor shop rather than a "clothing factory." The workers work with sureness and skill, yet with a careful attention to detail that gives him the first inkling of what underlies the wonderful quality of a Hickey-Freeman garment.

The thought persists that there is something strange about it all, something lacking in this great long room of quiet, busy workers. Suddenly a machine in a far corner starts to whirl and the visitor realizes that it is the lack of machinery which puzzled him. Everywhere he sees men and women working with their hands, plying needle and thread and shears. In the cutting room he sees a large force of men cutting garments by hand in the good old custom tailor fashion. Up in the shops he again sees real tailors, basting, fitting, padding,—putting all the cunning and skill of their craft into fashioning garments that are as truly hand-tailored as any custom tailor ever produced. The use of sewing machines is restricted to the operations where it is employed in the best custom shops,—mainly in sewing up seams. Well may the visitor conclude he has never in this age of steam and electricity seen a factory of such size that depended so largely on the skill of human hands.

There are 1,200 workers in this plant. They produce less than half the number of garments that the ordinary factory of this size would turn out—but the garments they do produce are Hickey-Freeman.

DEMONSTRATION

23

ACCURACY FOR SALE HERE

Daily you consume foods, use or come in contact with articles that have at some stage in their evolution depended upon a thermometer. Thermometers forecast for manufacturers how their products will come out of each process, whether they will be good or bad.

For many years Rochester has been known as "The Home of Good Thermometers." These good thermometers are made by the Taylor Instrument Companies.

Now a thermometer factory is not much different in its outside appearance from other factories as you will see in the accompanying aerial photograph, but my trip through the plant of Taylor Instrument Companies revealed delightful mysteries that were unfolded like a Sherlock Holmes story. If my readers will bear with me for a few moments I will describe briefly the instruments made by Taylor Instrument Companies and at the same time give you an idea of how each serve you. TYCOS is the key word to this home of thermometer mysteries.

Anxious mothers watch their family physician taking their precious infant's temperature. Both physician and mother are depending upon that fever thermometer reading and they act accordingly. Little do they realize at the time how that little tube of glass and mercury must pass through over eighty different operations, guided by skilled women and men, and then stand up under many tests to determine its accuracy before it leaves the plant. The mystery of the fever thermometer is cleared up by TYCOS tests for accuracy that can be depended upon at all times.

TYCOS ordinary household thermometers and hygrometers for measuring humidity add to your comfort and they, too, must be accurate and are tested thoroughly before they are packed.

Weather Indicators

In the morning you read the weather forecast in the paper. Here again Taylor Instrument Companies serve you as they supply the weather bureau with rain gauges, barometers, anemometers, which denote wind velocity, and many other recording instruments that assist the weather man before he puts his opinion in the paper. You may be your own weather prophet if you own a TYCOS Stormoguide—a real weather clock. It forecasts the weather right from the dial.



TAYLOR INSTRUMENT CO.

At breakfast you enjoy a three-minute soft egg. Little do you think of the TYCOS incubator thermometer that stood guard over the eggs in the incubator while the hen that laid your particular egg was brought to light. If your egg is not strictly fresh the chances are the cold storage man glanced at regular intervals toward the TYCOS thermometer setting on the wall outside his cold storage room or else he puts in a TYCOS recording thermometer that gave him accurate temperature charts of the cold air inside of the refrigerator.

The bread you eat, if not baked at home, has had its dough kneaded in a dough room that is kept at proper temperature by TYCOS instruments. It is then baked in an oven which is equipped with pyrometers and recording thermometers of TYCOS make. This is the reason that bakeries can turn out loaf after loaf of bread having the same quality and browned to that delicious color that in the past was an art known to grandmothers and a few bakers.

The sugar you put in your coffee has been refined under the guidance of TYCOS thermometers so that each batch should be of the same color and quality.

The milk you drink has no doubt been pasteurized—this again depends upon accurate temperature readings such as given by TYCOS to kill the deadly bacteria before it is bottled. Here a TYCOS recording thermometer reaches into the milk pasteurizer and writes the accurate temperature on its chart.

Long Stem Thermometers

A TYCOS recording thermometer has a long hollow stem that reaches any desired length into vats, cold storage rooms, pasteurizers, etc. At the end of this stem is a bulb containing mercury or gas. This is the feeler. The stem runs up to a specially constructed coil which operates the pen arm on the chart.

The car that carries you to the office depends upon steel or rubber to carry you. Now good steel and good rubber both depend upon exact temperature readings in their process of manufacture. In the manufacture of steel are found the TYCOS pyrometers playing a very important part as they register high temperature that ordinary thermometers cannot.

While in the manufacture of rubber we have the TYCOS temperature controls that are set at a given temperature and because of their accuracy hold that temperature to a certain degree until the rubber is properly cured.

Now, as you will see, there has been mentioned three different phases of instruments for temperature handling that are made at this wonderful plant of mysteries. They are indicating thermometers, recording thermometers and temperature controls.

These temperature instruments are used the world over and in many different lines of manufacture, such as sugar, candy, bread, canned goods, varnish, perfumes, tires, steel, glass, paper, glue, soap.

There are many other phases of life that are served by thermometers and other TAYLOR products. Among these are the baby bath thermometer, grown-up's bath thermometer, soil thermometers for the farmer, thermometers for the chemical laboratory, Sphygmomanometers are used by physicians and surgeons for determining your blood pressure, shower bath thermometers, electric alarm thermometers that are used by fruit growers in California to warn them of approaching frosts. All of these are real servants of humanity.

Now these three classes of temperature instruments are serving day in and day out measuring, recording and controlling in many and varied processes of manufacture, and they must be accurate. And it was a great surprise to know that in this large plant that over seventy-five per cent of the business is actually testing the instruments for accuracy and setting them accurately before they were shipped, while the other twenty-five per cent of the business was actual manufacturing of the instruments.



BASTIAN BROS.

Of the numerous advertising plants throughout the United States probably none have shown greater progress than that of Bastian Brothers Company of Rochester, N. Y. This firm started about twenty years ago manufacturing class pins and novelties in jewelry. In a comparatively short time it has grown into one of the leading plants in the country in this particular line and today ranks second to none among the high grade jewelers and manufacturers of advertising specialties.

Bastian Brothers Company gives employment to from 600 to 800 factory operatives skilled in a wide range of trades and industries. It is capitalized at \$1,500,000. Its annual sales have crossed the \$2,000,000 mark. It is housed in a great, new modern factory plant, situated on an 11-acre tract of land. Its line of products has become so broadened and diversified as to now embrace thousands of different items. It has branch sales offices scattered all over America and some abroad. It is well known as firmly intrenched among business interests of all kinds and sizes, labor unions, political parties, civic bodies, fraternal and other organizations, schools and other educational institutions everywhere.

The little enterprise started some twenty years ago in the jewelry and class pin manufacturing business, has grown and progressed quite beyond the fondest dreams of its founders. Still supplying pins and emblems to graduating classes everywhere, it retains the friendly good will of the youth of the land as they take up professional and business life.

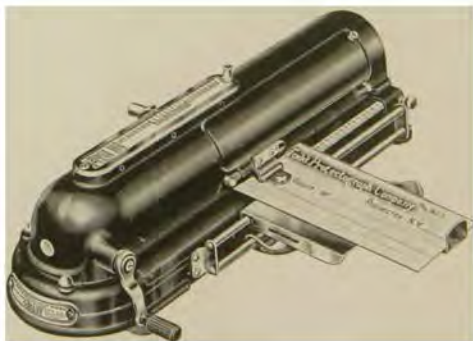
Bastian Bros. Co. very properly take the position that in the matter of advertising specialties any and every line of business is a prospective customer. With upward of 100 salesmen working everywhere, this thought in mind—each advancing ideas and methods and plans and ingenious schemes that have proven money-makers and business-getters for other interests—sales are made ranging from a few dollars to away up into the thousands of dollars the single order.

Printed, lithographed and die stamped celluloid advertising specialties as well as die stamped and beautifully enameled metal advertising specialties comprise probably the major part of Bastian Bros. Co.'s line of products.

Contact with thousands of different enterprises and industries has brought to Bastian Bros. Co. the manufacturing of certain parts of various devices and machines and other essentials, such as automobile name-plates, radio apparatus dials, and even the keyboard characters of L. C. Smith & Bros. typewriters!



TODD PROTECTOGRAPH CO.



TODD PROTECTOGRAPH CHECK WRITER

EXACTLY FIFTY ONE DOLLARS SIX CENTS

WORK OF THE TODD PROTECTOGRAPH CHECK WRITER

TODD PROTECTOGRAPH CO.

Recent clearing-house figures indicate that the Nation's business is now transacted with checks—95 per cent in checks, barely 5 per cent in currency. In fact, the use of currency, except for small change, is rapidly becoming obsolete. Checks are the real "money" of most civilized countries today.

"Protecting the Nation's Money" is the self-appointed task of the Todd Protectograph Co. It has been at it for 23 years, and its plant at Rochester, illustrated, covers 4 acres devoted to the manufacture of its patented instrument, the Protectograph Check Writer, and "PROTOD-Greenbac" forgery-proof checks.

The Todd Company preaches the use of checks—(1) to strengthen bank credit; (2) to expedite business; (3) to eliminate holdups, payroll robberies and burglaries. It practices what it preaches. It has abandoned the use of currency entirely in the conduct of its business. No "cash" whatever is received or disbursed in transacting its business of several million dollars yearly, dealing with nearly 1,000,000 individual customers, maintaining branches in 100 leading cities scattered all over the world.

Todd machines are built to protect checks and drafts in the language and monetary denominations of nearly every civilized country on the globe, ranging from the "kroner" of Scandinavia to the "pesos" and "centavos" of Spanish countries, and even the "yen" and "sen" and "taels" of the Orient.

One of the most interesting research laboratories in the world is maintained at the Todd plant. It is a laboratory devoted entirely to the study of forgery, and to the development of inks, papers and scientific processes for preventing various forms of check fraud.

This laboratory is in charge of a scientist who spent most of his life in the Government's "money laboratory" at Washington in experiment with methods to prevent counterfeiting and tampering with Government monetary papers. At Rochester, he has worked out in connection with checks many of the ideas that Uncle Sam uses in connection with his money.

"Make checks as safe as banknotes," is the slogan of the Todd laboratory.

To show its faith in its product, the Todd Company insures its customers at its own expense. Each purchaser of the Protectograph receives a \$10,000 insurance policy covering loss or lawsuit through alteration of an amount protected with the instrument. Each purchaser of "PROTOD-Greenbac" checks receives a \$10,000 policy covering alteration by erasure of the payee's name, date, etc., as well as any forgery by "counterfeiting" or duplicating a genuine check. The purchaser of both machine and checks receives a \$10,000 policy covering the combination of all forms of check fraud mentioned—which is said to provide the first complete system of forgery prevention ever offered to the banking and business world.



Building 11—the new "Y and E" Gates structure that is to house the steel plant and the administration offices, both of which are now located at their old St. Paul plant, Rochester, N. Y.

A NEW HOME FOR "Y. AND E."

The most modern office equipment and supplies plant in the world. That's what could be truthfully said of the new Gates plant of the Yawman & Erbe Manufacturing Company of Rochester, N. Y., for the new factory is in its entirety as modern an assemblage of industrial structures as any we are aware of.

The story of "Y and E" is most interesting. Not many years after the close of the Civil War, Philip H. Yawman and Gustav Erbe were brought together in the works of a great optical company of Rochester, where both were employed on highly technical manufacturing work. Mr. Erbe was foreman in the department making microscopes, a post where the utmost skill and probity were demanded. Mr. Yawman was master mechanic, intrusted with the proving, designing and inventing of new machinery and methods, and with devising ways of producing work in less time and at less cost.

The time came when they decided to enter business for themselves and a partnership was formed in 1880 bearing the name of Yawman & Erbe. The first place of business was a little room, 20 by 30 feet, located in the heart of Rochester's business district. The capital at their command was small, and what they had was invested in machinery. Above all else, the two partners resolved at the outset to establish a reputation for the high quality of their products and the creed that success is only possible by maintaining quality and dealing squarely, has been strictly held to during the firm's forty-two years in business.

Soon the little room had to be given up for lack of space. A small plot of ground was purchased, on which was erected a four-story brick building. Additional larger buildings, erected in 1890 and 1900, as well as the purchase of an adjoining building, did not provide enough space for the fast growing business, so the company began to look for a suitable site to permit future growth and expansion. Accordingly, fourteen acres, located in the suburb of Gates, was purchased and a modern factory building, a large engine house and boiler rooms were erected there in 1907.

The Gates plant has been the home of "Y and E's" wood products since 1907, while the manufacture of "Y and E" "B" Label Safes, Fire Wall Steel lines and other steel products has been carried on at the St. Paul Street plant. Numerous modern additions have been made to buildings at Gates, and the latest, Building 11, is now being completed for the administration offices and the steel plant, both of which are now at the St. Paul Street plant.



Another view of the new building. The framework in the foreground is a garage being built by the company for the use of employees

Building 11, of concrete and steel construction, consists of three stories and a basement—110,000 square feet in all, making the total floor space at Gates 458,226 square feet, the equivalent of an area of eleven acres. Quite a large plant, you'll agree.

March 1, 1923, is the approximate date of moving the St. Paul Street offices and steel plant to the new home. "Y and E" at Gates will be better equipped to handle their rapidly increasing business, and with a large reduction in overhead expenses in having one instead of two plants, better facilities for rendering "topmost" service to their customers, are at the Rochester concern's disposal.

THE ALLING & CORY CO.

In the year 1819 a Quaker named Elihu F. Marshall, who was a cousin of Chief Justice Marshall of the United States Supreme Court, opened a small business as stationer, bookseller and publisher, in a little village in Western New York. A few years later a country boy, named William Alling, walked into town and hired out to Mr. Marshall. The village has grown to be the city of Rochester and Marshall's enterprise has become The Alling & Cory Company, now in its 103rd year.

An advertisement inserted in the Directory of Rochester for 1827 indicates that the business had already begun to serve the printers of the section, as well as supplying books, stationery and supplies to the people of Rochester.

Fifteen years after the establishment of the business Mr. Marshall sold out to his clerk, Mr. Alling, who became the proprietor August 1st, 1834. Some time during the early days one of the clerks in the store was Millard Fillmore—subsequently President of the United States, while Washington Hunt, who was afterward elected Governor of the State of New York, was also an employee. It is interesting to note that the firm has been engaged in business continuously during the terms of office of all the Presidents of the United States except the first four, George Washington, John Adams, Thomas Jefferson and James Madison.

In 1859 Mr. Alling associated with him his cousin, David Cory, and his son, William S. Alling. This association laid the foundation for company name and business as it stands today.

The earliest record available shows that the firm was using about 2,000 square feet of floor space in 1827—eight years after the opening of business. Today the business requires approximately 398,000 square feet, consisting of fireproof warehouses in Rochester, Buffalo, Pittsburgh and New York. An idea of the large stocks of paper required today is shown

by the fact that at Rochester alone over 4,500 different articles or items are regularly carried on hand.

About 400 people carry on the work of the company in its various divisions, and a large number of these are stockholders. In each division the employees have an organization known as the "Alcor Service Club," devoted to the interests of the company, but controlled entirely by the employees. The purpose of this club is to interest and inform the employees along the lines of the company's business, and to offer to the company suggestions for changes whenever such suggestions seem to promise better service to customers.

The story of The Alling & Cory Company is included in this book because its age, its prominence and its progressiveness entitle it to a place among Rochester's important industries.



ALLING & CORY CO.'S PLANTS
AT NEW YORK, ROCHESTER
AND BUFFALO



News of the Home Office

Harry A. Smith, who was formerly in the second-hand typewriter business in Chicago and more recently with the Ann-ell Typewriter Co. of Chicago, has become associated with our company. He will travel in the interest of the exchange machine department, of which Mr. G. A. Hill is manager.

Manager E. H. Jones of the Milwaukee office has been made District Sales Manager of the East Central District. He will retain the managership of the Milwaukee branch and will cover his district from that city as headquarters.

F. M. Echoff, formerly manager of our New Orleans office, is now manager at Kansas City. E. B. Coyle succeeds Mr. Echoff at New Orleans.

G. G. Carr has been made manager of our office at Providence, R. I.

A METALWARE BUSINESS FOUNDED ON QUALITY

Among Rochester's varied industries the manufacture of metalware holds a fairly important place. The Atlantic Stamping Company, though it still ranks as one of the smaller plants of the city, is a concern which has already grown from a very small beginning to moderate size.

The business was really started in 1903 under the name of the Atlantic Stamping Works. Household tinware was manufactured in a small way, largely on hand machines. Incorporated in 1904 as the Atlantic Stamping Company, the concern began its period of growth. In 1905 the first building of the present plant was erected and equipped with the best machinery for metal working then obtainable. Since that time additions have been made to the plant which have increased its capacity several times over.

The number and variety of articles manufactured has also been greatly increased. The Atlantic line now includes wash boilers, boilerettes, washtubs, Col-Pac Cannerns, tin and galvanized buckets, a full line of dairy supplies, snow shovels, ash cans, garbage cans, and other articles of household utility too numerous to mention. The latest addition has been a line of aluminum cooking utensils.

Throughout its history, the Atlantic has placed special emphasis on the quality of its goods. The aim of those responsible for the business has been to produce the best. That there is a constant and growing demand for household utilities of the highest quality, is indicated by the growth of this concern.

Today the Atlantic occupies a thoroughly modern plant. Much of the machinery in use has been designed by its own engineers and built in its own plant by its own mechanics. The use of such special machinery has made possible quantity production without sacrificing perfection in workmanship. An aggressive sales and advertising policy is spreading Atlantic goods from coast to coast in ever-increasing quantities.



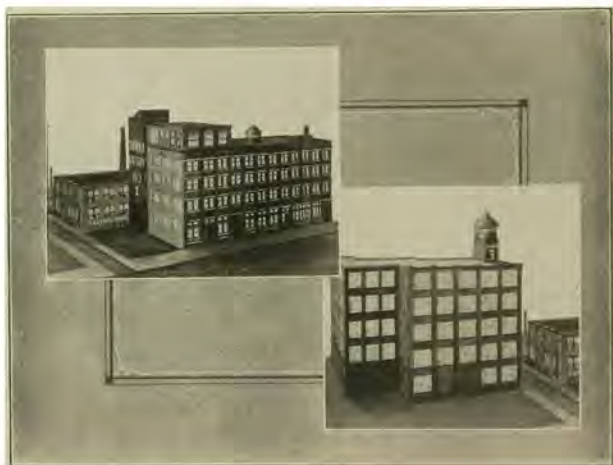
ATLANTIC STAMPING CO.



EXPOSITION PARK WHERE THE FAMOUS ROCHESTER HORSE SHOW IS HELD EACH YEAR



WILLOW POND SHOWING ONE OF THE PALATIAL RESIDENCES OF ROCHESTER



SHINOLA FACTORIES, ROCHESTER
WHERE THE BRIGHTNESS OF SHOES IS MADE

The Shinola Company manufactures Wax and Oil Shoe Polishes for black, tan, brown and ox-blood leathers, and white dressing for all kinds of white shoes.

Its products are generally distributed over America by nearly all classes of merchants and have attained to general consumption in many foreign countries.

The Shinola factories have a capacity of over 2000 gross of shoe polish per day.

THE NORTH EAST ELECTRIC CO.

Rochester has come to play an important part in the great automobile industry of the country. Besides being the home of well-known automobile and truck factories, it also has a number of important automotive equipment and accessory factories. The largest of these equipment industries is the North East Electric Co., makers of electric starters, generators, ignition apparatus, horns and speedometers. This company has grown up from a very modest start in 1908 until it is now one of the largest industries in the city, employing nearly 3,000 people.

Beginning with a shop space of 3,100 square feet in a basement which rented for \$30 a month, the concern has kept expanding at a remarkable rate until it now occupies a plant with 393,450 square feet on a tract of 372,475 square feet in the center of one of Rochester's best industrial districts.

The first users of North East starters were the Galt, the Imperial, the Pullman, Michigan and a number of other cars well known in their days. Although nearly all of the early users subsequently met with financial reverses resulting from changes and vicissitudes in the automobile industry, the North East Electric Co. continued to grow and expand through new users until now North East equipment is the standard on a good number of the cars, trucks, buses and motor boats that are noted for their dependability and endurance.



PLANT OF THE NORTH EAST ELECTRIC CO. AT ROCHESTER, N. Y.

The best known users of North East equipment in this country are Dodge Brothers, Reo, Franklin cars, White, Selden, Jumbo, Gramm-Pioneer and Four Wheel Drive trucks, Yellow Cabs, Fifth Avenue Coaches, Holt Caterpillar tractors, Acme Road Rollers, Sterling, Fay & Bowen and Fairbanks-Morse marine and stationary engines. North East equipment is also thought highly of abroad where it is used by Berliet, Delage, Renault, Cottin-Desgouttes, Th. Schneider in France and by the National truck in Canada.

Along with the production of the hundreds of thousands of units turned out each year, continuous research of development work is carried on to perfect the products still further and to develop new apparatus which will come up to the North East Standard.

North East Service, Inc.

Association with the North East Electric Co. is an organization known as North East Service, Inc., which takes care of service and spare parts for the millions of North East units in use. This organization maintains branches owned and operated by it in Atlanta, Chicago, Detroit, Kansas City, New York, San Francisco, Windsor, Ont., Paris and London. Under the supervision of these branches over 500 specially trained and equipped service stations help to uphold the good name of North East equipment by rendering skilled assistance in time of need and distributing genuine factory-made service parts. These service stations are located throughout the entire civilized world so that wherever North East equipped cars are driven expert assistance is available to owners in case of service emergencies.

Through high quality of product and completeness of service organization, the North East Electric Co. and North East Service, Inc., are steadily contributing toward the building up of Rochester's reputation as a high grade industrial center.



OFFICE OF THE LINE-A-TIME COMPANY, ROCHESTER

LINE-A-TIME CO.

Located in a rather unique building for a manufacturing business, but nevertheless with a high degree of efficiency in production, is the Line-a-Time Mfg. Co. of 924 St. Paul St. The company has been in its present quarters for six years. For three years previously it was located at 77 South Ave. The entire front of the upper floor of the building, illustrated herewith, is given over to a bright and pleasant office with every modern convenience. The balance of the building has been remodeled inside for the purpose of manufacturing the Line-a-Time, a device which is of great value in assisting stenographers in their work of transcribing.

The Line-a-Time moves the notes or copy up back of a stationary bar, by means of a lever located alongside the typewriter keyboard. It gives the user a stationary field of reading, which saves tremendously in strain on the eyes and includes a correct posture of the body. It is made in eight standard sizes ranging from note book widths to 36" in width (to accommodate extremely wide statistical sheets). Special models are also made to accommodate Law Books and the "Luminous Lens Model" is also supplied, which magnifies the copy and gives the operator a field of reading lighted to an exact reproduction of daylight.

Over 150,000 of this company's product are in use, a large proportion of these being in the offices of the country's largest business concerns, quite a number of whom purchase the Line-a-Time exclusively on yearly contracts.

The health benefits—saving the eyes and avoiding cramped chests and abdomens from incorrect posture, are the strong "reasons why" this company's product is in general favor, although the money-saving effect for employers is a consideration, too.

The company maintains its own offices in fifty-four leading cities and makes a special effort of seeing to it that the machines it sells are kept in condition to render 100 per cent service and of educating new operators as they come into the offices of users, to the proper way of

DEMONSTRATION

37

utilizing the device. The value of the Line-a-Time has been recognized by educators as a health saver and a help to speed, and a goodly number of business schools and commercial departments of high schools have their typewriter practice departments completely equipped with Line-a-Times.

The company's officers are active in movements for civic betterment, and the Line-a-Time as a product, as well as the company as a business, are a distinct asset to the City of Rochester.

GAS AND ELECTRIC CORPORATION

The Rochester Gas and Electric Corporation through its predecessor companies has been serving Rochester and vicinity with gas since 1840, and with electricity since about 1880 when the first electric arc lights were installed. During these pioneer years of the gas and electric industry there have been periods when there has been at least four different power and lighting companies in the local field, but the tendency of the times toward economic stability has centralized the power, lighting and gas business of the city in the present company. Gas and electricity are the modern slaves of mankind and the large utility corporations are in reality stewards of service for the public good. It is the faithful performance of the duties and services connected with this stewardship that becomes the worthy aim of this company.

The company supplies gas and electricity not only to this city but to adjoining rural communities of approximately 400 square miles in extent. Steam is also supplied to many local industries. In addition to the City of Rochester some of the company's larger customers are: the Sodas Gas and Electric Company, the Northern Wayne Electric Light and Power Company, the Hilton Electric Light, Power and Heat Company, and the New York State Railways. In order to care for this tremendous field the company, in addition to the electricity generated in its own stations, receives power from Niagara which it passes on to points in this territory.

Some idea of the extent of the Company's business may be gained from the following facts: Its electric distribution system consists of over 3,563 miles of lines, 1,307 of which are underground. This system presents an investment of over \$6,852,000. There are 535 miles of gas mains and three large steel tanks for gas storage—equipment which represents an investment of \$4,047,000. The company has 13 stations and sub-stations, the largest of which are advantageously located on the Genesee River, the others spread throughout the extent of the city in well-planned locations. Over \$8,262,000 has been invested by the company in their water rights and their development, and it can point with pride to a hydraulic generating capacity of over 52,000 horsepower, which represents about 65% of the electric current sold by it. These hydraulic facilities are supplemented with about 30,000,000 kilowatt-hours annually from Niagara. There are three steam generating stations containing a generating capacity of 61,000 horsepower, covered by an investment of \$3,424,000. The varied adequate sources of electric energy which the company affords enables it to give excellent service with low comparative costs.

It may be stated that the company's gas manufacturing plants are considered the most efficient in the United States; they represent an investment of \$3,804,000 and have a total daily capacity of 6,180,000 cubic feet of coal gas, and 8,550,000 cubic feet of carburetted blue gas. About 260 tons of coke of the highest grade is produced daily in normal times in the coal gas plant. Approximately 10,950 local families are yearly supplied with coke as their domestic fuel, and incidentally the by-product benzol is turned into a fine quality motor fuel called Bengas which, like coke, is sold and credited to production costs, thereby appreciably lowering the cost of gas to the ultimate consumer.

About 1,400 men and women are employed by the company, some portion of whom are always on the job in order that service may be continuous and satisfactory. Company and employees realize the responsibility which is theirs and a commendable effort is always made to approach as near as possible to the ideal service which a public utility corporation may furnish to the general public.

RITTER DENTAL MANUFACTURING COMPANY

The filling of dental cavities is an art which goes back into antiquity. It is believed that its first form was the fitting in of wooden or ivory parts, cut to fill the holes. Celsus in 100 B. C. advised filling hollow and frail teeth with lead before extraction, so that they would not break under the forceps. Year by year investigators are coming across new tidbits of dental history. The great mass of people are awakening to the importance of care of the teeth.

The Ritter Company has played an important part in the advancement of the dental profession.

It was in 1873 that Frank Ritter came to Rochester and founded the business which was destined to be the world's foremost manufacturer of the best dental chairs, X-ray machines and complete unit equipment which brings to one location within easy reach of the operator all of the electrical, compressed-air, water and gas appliances used by the dentist in ordinary operations. He began in a factory on the river flats below the Platt Street bridge the manufacture of very high grade parlor furniture.

The possibilities in the manufacture of dental chairs came to him when he made a surgical operating chair for a local firm, the planning and construction of the chair being largely in the nature of an experiment. In 1887, assisted by the J. S. Graham Woodworking Company, this experimental work was carried

a little further and fifty of this original chair were manufactured. In 1888, the original model was improved by the addition of a raising and lowering device similar to that used on plano stools.

Product Becomes Standard

The manufacture of the chair employing this crude method of raising and lowering was shortly discontinued and succeeded by the celebrated Columbia, or the chair known as the jack-knife pattern. This was the first chair in which was developed the hydraulic pump. The first one was shipped December 10, 1892. Three of these chairs—one upholstered in handsome brocade finished in ebony with gold-plated trimmings; another in white enamel with decorations of hand-painted flowers, embroidered in silk brocade and having silver trimmings; the third of standard finish for demonstration purposes—were exhibited at and won the highest award at the World's Columbian Exposition.

In the fall of 1893, also at this exposition the company introduced an improved model which aroused the entire dental world. It embodied entirely new features which revolutionized the dental-chair industry and from this time the success of the Ritter Dental Manufacturing Company as originators and manufacturers of dental chairs was assured and its product became the standard of the world.

The Ritter unit equipment of the

(Continued on Page 50 Column 1)

SOME OF OUR USERS

Eastman Kodak Co.	The Morgan Machine Co.
Bausch & Lomb Optical Co.	Garlock Packing Co.
Todd Protectograph Co.	Huguet Silk Co.
Bastian Bros. Co.	Ingersoll-Rand Co.
Shinola Co.	Borden & Co.
Atlantic Stamping Co.	American Red Cross
Alling & Cory Co.	Ediphone Co.
Ingle Machine Co.	A. B. Dick Mimeograph Co.
Betts Machine Co.	Rochester Theological Seminary
Defender Photo Supply	Clifton Springs Sanitorium
Kellogg Mfg. Co.	A. & P. Products
Hickey Freeman Co.	Y. M. C. A.
Northeast Electric Co.	Knights of Columbus
Board of Education	Eastman Theatre
Rochester Chamber of Commerce	The Will Corporation
Taylor Instrument Co.	The American Sales Book Co., El-
Line-A-Time Mfg. Co.	mira
Pectin Sales Co.	The American LaFrance Fire En-
Cutler Mail Chute	gine Co., Elmira
Alderman & Fairchild	Willow-Morrow Co., Elmira
Rochester Telephone Corp.	The American Railway Express Co.
City of Rochester	The Auto Club of Rochester
Galushia Stove Works	West High School
Sill Stove Works	Darrow School of Business
F. A. Owen Publishing Co.	Phono Syllabic School
Genesee Pure Food Co.	Columbia Preparatory School
A. J. Deer Co.	University of Rochester
Locke Insulator Co.	Gregg School
B. Foreman & Co.	Hobart College
Mechanics Institute	Keuka College
S. M. Flickinger Co.	Meeker's Business Institute, Elmira
State Department of Labor	Medina High School
U. S. Customs	Geneva High School
Art in Buttons	St. Francis de Sales School
Rochester Gas & Electric Co.	Rochester Business Institute
Rochester Rex. Co.	Waterloo High School
Rochester Public Libraries	Clyde High School
Stein-Bloch Co.	Newark High School
Hickok Mfg. Co.	Warsaw High School
J. Hungerford Smith Co.	Genesee Wesleyan Seminary
N. Y. Central Railroad	Mynderse Academy
Rochester, Lockport & Buffalo R.R.	St. Joseph School
Buffalo, Rochester & Pittsburg R.R.	Beardsley's Business College
Erie R. R.	Ontario Business Institute
Multipost Co.	Barkley's Business School
Rectigraph Co.	Hornell Business School
Seldon Motor Truck Co.	Batavia High School
James Cunningham & Sons Co.	North Side High School
	Corning Business School

(Continued from Page 17)

acres situated in the northwesterly section of the city. Eighteen of these acres are laid out in trees, shrubs and lawn, giving a setting of beauty to the factory surroundings. One hundred and fourteen buildings yielding a floor space of over eighty acres have already been erected on this park site. Buildings now under construction will add another ten acres.

The capacity of Kodak Park in motion picture film alone is approximately one hundred million feet per month, or, roughly, 225,000 miles for the year. Five million pounds of cotton are used annually in the manufacture of Eastman film, and for the sensitizing of Eastman products over three tons of pure silver bullion every week, or one-twelfth of all the silver mined in the United States of America. The acids for nitrating this cotton and silver, running into thousands of tons per month, are also manufactured at the park, as are the raw papers, gelatines, wood paper and fibre boxes, cartons, tin containers, film spools and wood parts for cameras.

A refrigeration plant with a total daily capacity of 4,300 tons—sufficient for a city of 200,000 people—and a private water supply system of twelve million gallons daily capacity, connected directly with Lake Ontario, six miles away, further suggest the scale of manufacture of this great photographic industry.

A Great Industrial Laboratory

From the little room over a shop where forty years ago young Eastman began his experiments in photographic processes to the highly organized facilities for research at Kodak Park today is a far cry. But the difference is only another measure of the distance photography itself has traveled along the road to universal use. Picture making has been made the simple pastime it is only because the results of careful investigation into the behavior of photographic products have been transferred with equally scientific exactness to the sensitive material which the photographer employs.

The right arm of the photographic industry is consequently the laboratory, and Kodak Park boasts one of the most completely equipped and best staffed laboratories in the industrial world. In addition to testing laboratories, X-ray rooms and studio, the building is equipped with an independent plant for the manufacture of photographic material on such a scale that the results can be practically applied in the manufacturing departments. Here are also made photographic materials for scientific work for which, of course, there is little or no commercial demand.

In addition to Kodak Park, four other plants in the city and a sixteen-story office building are required for the various activities of the company. One of these plants is devoted to the manufacture of Kodaks and Brownies, another to studio, professional, aerial and laboratory photographic equipment, and still another to the manufacture of lenses.

In addition to these, plants are maintained in Toronto, Canada; Harrow, England; Melbourne, Australia, and distributing branches in all the more important countries of the world. The total on the payroll of the company is upwards of 18,000.

Thus through the genius of one man has been created a pastime for the world, an agent of utility that enters into every form of human activity and an industry that is the greatest of its kind in the world.

In planning this great industry there were no precedents to guide the pioneer, nothing to furnish even comparative figures. It was a new and unique enterprise planned to meet a demand not yet created save in the faith and purpose of one man.



J. B. Jones, Manager

Mr. Jones entered the employ of this company as salesman in 1915 and remained in this capacity in Washington, D. C., until January, 1922, when he took charge of the Rochester Branch. Mr. Jones' greatest ambition is to serve his users and the company he represents.

YOU CAN'T KEEP A GOOD MAN DOWN

By C. W. Morgan, formerly of Rochester.

Once upon a time there were two L. C. Smith typewriter salesmen working side by side in a certain city territory in one of the company's branches located in the southeastern section of the United States.

Then one day America declared war on the Imperial German Government. Now these two salesmen being of a patriotic nature in a city of great war activity and stirring patriotism, began to chafe at the restraints of their peace-time occupation. They wanted to forsake the battlefields of business for the battlefields of Flanders. One of them in particular sighed and sighed for the opportunity to become an American ace. He wanted to get into the air service and become an army flier. (You can't keep a good man down.)

So with this thought uppermost in his mind, he started out one morning with the firm resolve to apply for enlistment with the colors. He was told he would have to submit to a very rigid examination, which he did, and upon emerging from the recruiting station several hours later, he gave one the impression of a shipwrecked passenger being rescued from a watery grave. He was so groggy and bilious he didn't know where he was at. They told him, too, that he would have to let them cut out his tonsils and adenoids because all aviators got plenty of fresh air and his breathing apparatus would have to be fit as a fiddle.

So he called in his friend, the other salesman, for a consultation on the subject, and the two of them proceeded to the hospital forthwith to have the bloody deed did. Thereupon his friend left him. A day or so later his friend went out to the hospital to inquire of his progress and the nurse said, "Wait a minute, we will go in and see; come this way." But upon entering the sick chamber they were astounded to see that the sick man had vanished. Could it be possible that he had been removed to another ward? No. He had simply gotten up and walked out of the hospital unbeknown to anyone AND GONE BACK TO HIS TERRITORY TO SELL AN L. C. SMITH TYPEWRITER. (You can't keep a good man down.)

And that good man is our erstwhile manager at Rochester, John Bussee Jones, otherwise known as "Buzz". Mr. Jones sells L. C. Smith typewriters because he doesn't allow himself to interfere with his selling them—not even himself. He is a tireless worker and always on the job, a go-getter and a gentleman. "yas sah, a Suthun gem'men." He is now manager of the Rochester office of this company BECAUSE YOU CAN'T KEEP A GOOD MAN DOWN.



JAMES A. GLEASON



JOS. F. ORTHNER



LUTHER BURROUGHS

ROCHESTER SALESMEN

James A. Gleason, Salesman

Mr. Gleason began his career with this company in 1917 as repairman, and the reason, I am told, he secured the position was on account of his smile. He still wears this smile. He advanced to position of salesman in 1919 and has made a very commendable record. The greatest asset to Mr. Gleason's success is his willingness to serve his customer after he has sold him. When Mr. Gleason sells a large concern you can always look for repeat business and you may look out for solid L. C. Smith equipment being installed. This gentleman believes his product is superior and is the best. Just doubt his statements and he surely will show you there is still some Irish blood trickling through his veins. For these reasons he sells machines and they stay sold. He is well liked on his territory for the reason of his willingness to serve and co-operate in every detail.

Joseph F. Orthner, Salesman

Mr. Orthner spent some time during his younger days studying for the ministry but I understand that after purchasing a Ford he decided to give this up and enter the selling profession. After spending two years with the Dalton Adding Machine Company he became sold on our machine to such an extent that in the summer of 1922 he assumed charge of our country territory. He is an expert repairman and takes good care of our users in his territory. His sales have been increasing each month to such an extent that he now has discarded his old Ford and purchased a new Chevrolet coupe. After studying preaching for some time you should hear him reel off a demonstration on the machine, which he can always prove without a doubt to be the very best in quality but not in price.

Luther Burroughs, Salesman

Mr. Burroughs entered the employ of this company in 1919 and remained here about seven months, but as he wanted to finish his college career, he left and after two more years in college he graduated and again took up selling with our company in the summer of 1922. He says: "The only way to get business is by going after it, by canvassing," and there is no question about that, he is right, and I know he believes this from the machines he places on examination. His one hobby is to see Syracuse trim Colgate in the annual football game.

DEMONSTRATION

43



KELTON CASTERLINE



MEYER SCHWARTZ



LLOYD FEARY

Kelton Casterline, Outside Repairman

Mr. Casterline started with this company in 1919 as repairman and has been with us in this capacity ever since. He is the gentleman to whom our customers look for service and believe me they get it. He is interested in his work and his customers to such an extent that on some rush calls he has smashed up two or three of the autos here in this branch reaching them.

Meyer Schwartz, Inside Repairman

Mr. Schwartz has charge of our shop, entering the service of this company in 1917 in Washington. He has been on his job ever since until 1922 he came to Rochester, a thorough and competent repairman. You can always look for real service on machines coming into our shop for repairs. Mr. Schwartz likes Rochester but cannot seem to get his mind away from the Capital City, as every now and then he takes a trip down to the city where distinguished live men have their pictures taken outside the Hall of Fame.

Lloyd Feary

Mr. Feary started in our repair department as an apprentice and through the instruction which he has received from our other repairman I know that he is going to make a good service man.

Since this article was written we have added two more salesmen to our force.



MOTIVE EQUIPMENT OF THE ROCHESTER BRANCH

QUALITY AND SERVICE

A gentleman not long ago called us up and asked us to send a repairman, saying that one of his machines was out of use and the operator, of course, was idle. In about ten minutes time this machine was in running condition and the operator back to her work again. The customer asked the repairman how in the world he ever got down so quickly and he replied, "This is the service that we always give to our users in Rochester."

There is no use at this time to go into detail about the quality of the product which we sell, because we know its quality throughout and is superior. There is a lot, however, which can be written about our Service Department. It isn't so much what we think, but it is what the customer thinks, wants, or desires. We have an outside repairman, who is on the outside calls every day. This service man is an expert in his line, having been with this company in this capacity for the past three years. A customer can always look for courteous, prompt, efficient service from our outside service man, Kelton Casterline.

Sometimes there are rush calls which come in where a machine needs adjusting immediately and our outside service man may not be near enough to these people to reach them in time. In this case one of our inside service men takes the call. In this way our users obtain real service from this branch.

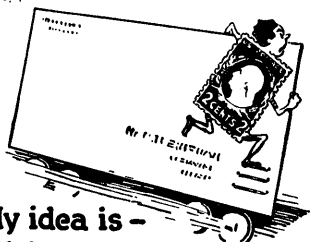
In our country territory, which runs fifty miles west and about sixty miles east and one hundred miles south, we have a great many users who must have and do receive the same service as the people in Rochester. Mr. Orthner, who is our country salesman and service man, takes care of these customers in an excellent way. Traveling in a car and practically living in his territory, he stops and calls on every user in the different towns which he is going through at

certain intervals to find out if there is anything he can do for them. In this way we have very few repair calls coming in from the country territory. If, however, we do receive a call we immediately send one of our inside repairmen to this particular customer, either by train or automobile.

Our inside service department is handled by Myer Schwartz, who is an expert in his line, being in the service of this company in this capacity for four years. Machines needing overhauling, a loan machine is delivered to the customer and the machine is overhauled at the lowest possible cost. We have four service men in our repair department, one outside in the city, one in the country, and two inside. It is the aim of these men at all times to render the very best service to our users, both in the city and country, and you will always find them to be courteous, prompt and efficient.

SKETCH BY MR. JONES

It is not generally known that Manager J. B. Jones of the Rochester branch is an artist. Such is the fact, however, as may be proven by turning to the sketch on the front page of the cover. Mr. Jones made the sketch from which the cover plate was made. It represents the Genesee River and Falls, located in the heart of Rochester and the source of the wonderful waterpower that turns so many of the wheels in the industry of that city.



**My idea is -
Stick till you get there!**

EMPLOYMENT DEPARTMENT

Our telephones are constantly ringing and someone on the other end of the line is saying the greater part of the time, "I want the employment department. Have you a good efficient stenographer?" And then another call, "I called to find out if you had any positions. I am a good stengrapher." Girls are coming into the office at all times of the day registering for positions, and this efficient, prompt, free service we render keeps this department very busy.

It seems to me that every firm in Rochester should know that we have such a service that stands ready to serve them at all times. Many ads are placed in the local papers when just a call to Stone 2521 would send them in all probability the very applicant they desired.



MISS CRONIN
Rochester Office

We want to serve Rochester more in this respect and will be glad to have you call on us at any time we can help you in supplying your office help.

This department has filled over 500 positions in 1922.

If we can serve you in this respect, call St. 2521, 136 East Ave. Ask for Employment Department.

MISS L. CRONIN.

BOOKKEEPING

This number of "Demonstration" would not be complete if we did not say a word about our bookkeeper. Miss L. Cronin, who has been in the employ of this company in this capacity for five years. She is always glad to see an auditor and I believe that an auditor is always glad to come to Rochester, but the trouble is we very seldom see an auditor here, and when he comes he usually spends a day looking around a bit and leaves. So you see that our bookkeeping department is a real efficient one.

I can say this for Miss Cronin: Woe be unto any one who does not turn their orders in correctly or does not keep things in order.

J. B. JONES,
Manager.



BARGE CANAL HARBOR,
ROCHESTER

KEEPING THE CUSTOMER SOLD

By James A. Gleason, Salesman

We have read a great many articles on how many different ways sales have been made, some indeed thrilling, others not so exciting, but the real salesman and the real sale is made when your customer stays sold and buys your machine when he makes additional purchases. I have sold machines and I have taken care of these machines and have in this way made solid L. C. Smith users of a number of firms. Knowing that the L. C. Smith, with its easy, smooth, quiet operation, and its many exclusive features, is the finest constructed and most durable typewriter made to day, I believe that service of the kind I mention is the most important factor in retaining our customers, and in obtaining new ones. Call on them regularly, show them that you appreciate their patronage, find out just what equipment their work requires, and get them by all means to think well of you. There are many time savers found on our machine which a great many operators have never been instructed on, such as the use of the half space, feeding cards and envelopes from the front of the machine, removable platen, scale on the paper, decimal tabulator.

The amount this saves the operator in a year's time is surprising, it is simply handing the customer a bonus of at least 2 or 3 per cent on his investment, as the operator is paid on an average of \$1,000 per year this surely means something to our customer. Now that we take care of all adjustments promptly, and we can assure you that we do, it means a real service. With the quality article that we sell, and with this kind of service, our customer will stay sold.



We are pleased to publish the photograph of our Sales Promotion Manager, J. W. Kiplinger, together with Mrs. Kiplinger, Mary Emma Kiplinger, age 8, and Elizabeth Depew Kiplinger, age 5. It may be interesting to note that the lady who condescended to become Mrs. Kiplinger is the daughter of E. K. Stephenson, our Manager of Foreign Sales. These splendid children who owe their good qualities to their mother, are the granddaughters of therefore the granddaughters of "Steve." We dislike to reveal the fact that Steve is this old, but we understand that he married at a very young age.



SCENE IN ONE OF THE PARKS OF
ROCHESTER

THE ALUMNI ASSOCIATION

The following letter was received from Murray S. Stedman, former manager of the Rochester branch, now manager of the Pittsburgh branch:

Rochester is one of the finest residential cities I have been in and one of the cleanest cities. I mean clean in all ways.

Herb Stafford, who was Rochester foreman for seven years, is in charge of our shop here in Pittsburgh.

Tom Cullen, former Rochester salesman, is in the second-hand business at Uniontown, Pa.

Martin, a former Rochester salesman, is head of the Gearless Motor Car Co. here.

Our next door neighbor is Charles W. Morgan at Scranton, who was formerly in Rochester, and next door to him is L. J. Harrington of Philadelphia. Mr. Harrington opened the Rochester Office.

Occasionally making his headquarters with Mr. Harrington is M. H. Paddock, Jr. So you can see you have in Pennsylvania quite a Rochester Alumni Association.

Things about Rochester regarding which impress me, are: First, I bought my wife's engagement ring there; second, I sold the first Model 8 ever marketed, to John D. Cutler, former mayor of the city; third, I did not succumb to the maiden audit of O. H. Filsinger, now at the Home Office; fourth, W. L. Chaplin, now of the Smith-Lee Co., learned how to audit at Rochester and had plenty of practice while I was there.

COVERING A TERRITORY

By Luther Burroughs

A gentleman called us on the phone and asked us if we made a machine from which you could take the platen and clean, that a salesman was there some time ago and he remembered that he said something about a removable platen. This only goes to show what canvassing will do or, in other words, what covering a territory will do. We sold this gentleman a typewriter, but I do know if we had not canvassed the particular street on which he was located we would not have had even a chance at the business. It is not the size of a territory, it is how closely it is covered. In my judgment it takes a salesman years to actually know his territory; to know where the different large users are located and to make himself as well as his product known to them. I have handled territory for this company for some months and sometimes I enter a building that I have never been in before and discover that there are many large users of typewriting machines located there. In other

words "It pays to advertise," and one of the best ways I believe to advertise is to really cover a territory in such a way that you know exactly what is going on and your customers or prospects know who you represent and know at least something about your machine. It has been my experience that a great many times a salesman does not think that the prospective customer is "getting" any part of his sales talk, but this I have found is not true, because these very customers have called up some time later and asked us to send a machine for trial or examination. Leave the very best impression in an office that you can. This I think is more important than your approach, because it is your actions when you are "getting away" that stay with a prospect more than your approach.

I hope that I will continue to handle a small territory so that I can always know just what is being sold therein and also know that my prospects and users of typewriting machines know me and know my product, because if they do I will make a success I am assured.

EXCHANGE DEPARTMENT EXPANSION

In connection with the expansion of our exchange department by the addition of Harry A. Smith to its personnel, "Demonstration" is pleased to publish the photograph of the manager of the department, Mr. George A. Hill. Twenty years ago, when the L. C. Smith & Bros. Typewriter Company was organized, a booklet was published giving photographs and sketches of the heads of departments. We reprint what this booklet had to say about Mr. Hill at that time.

"Another widely experienced typewriter man who has become associated with L. C. Smith & Bros. is George A. Hill, for ten years identified with the Typewriter Exchange as its manager. In this capacity Mr. Hill has gained a most intimate knowledge of the mechanical construction, the advantages and disadvantages of all the various makes of typewriting ma-

chines, and has also formed a very wide acquaintance among typewriter men. In fact, it is probable that no one individual is so well known by dealers in all makes of typewriters, new and second-hand, as Mr. Hill, or known more favorably. His intimate knowledge of the various machines, and his familiarity with the demands of the trade, long ago led Mr. Hill to the conclusion that the only satisfactory progress in the typewriter trade must be made with a writing-in-sight machine. Consequently he was very ready to embrace the opportunity offered to engage his services with the builders of such a typewriter.

Mr. Hill was born in Hamilton, Ont., November 10, 1863. He entered the typewriter business when only eighteen years of age and has followed that line without interruption ever since. When Lyman C.



GEORGE A. HILL



HARRY A. SMITH

Smith organized the Typewriter Exchange he selected Mr. Hill from the ranks of another typewriter organization to take charge of it. The business prospered under Mr. Hill's management and successful branches were opened in New York, Boston, Chicago, Kansas City, St. Louis and San Francisco.

Upon the formation of the Union Typewriter Company, Mr. Hill was chosen to conduct the business of its Typewriter Exchange, with headquarters in Barclay Street, New York City, where he remained until the formation of the L. C. Smith & Bros. Typewriter Co., when he took up his duties with them in September, 1903."

Mr. Hill has been with the company continuously since that time.

(Continued from page 38)
Ritter Dental Mfg. Co.

present time consists of a pedestal which supports an engine, fountain cuspidor, bracket table, spray-bottle warmers, Bunsen burner, hot-air syringe, air cut-off for attaching spray bottles, electric cautery and a complete set of plastic instruments. It is also provided with switches and branch circuit connections so that all electrical apparatus in use in the office, with the exception of sterilizers and X-ray machines, may be controlled from one central point. It represents the result of twenty-eight years' experience on the part of the foremost organization in the quality dental equipment manufacturing field and has demonstrated that it is electrically and mechanically correct. It is the only equipment which provides for the necessary gas and water devices at the chair, permitting also the use of complete sets of electrical and air instruments.

From the manufacture of dental chairs thirty years ago in a few small, rented rooms, the business of the Ritter Dental Manufacturing Company has grown until today it occupies a most modern factory which covers more than eight acres of ground, employs normally about 800 persons and produces large quantities of various kinds of equipment for dental offices throughout the world.

EMIL LEIN KILLED

Emil Lein, salesman in charge of our Madison, Wisconsin, sub-office, under the Milwaukee Branch, died on December 5th as a result of injuries received when his automobile was struck by a passenger train while he was returning from a business trip to Portage, Wis.

Mr. Lein suffered severe injuries and passed away in a few hours without regaining consciousness.

Mr. Lein has been in our organization a little more than one year and in that time had established himself strongly with the company



and his customers alike. He was a member of our 100% Club and a consistent producer of his sales quota. In handling the detail work of his sales, as well as in his salesmanship methods, Mr. Lein's work was beyond criticism.

Mr. Lein was 34 years old and is survived by a wife and son. He was a member of Commonwealth Lodge, No. 325, F. and A. M.

All members of the Milwaukee Branch and Home Office officials regret this sad event and extend their deepest sympathy to Mrs. Lein and son.

ETHICS IN OUR PROFESSION

By Joseph F. Orthner, Salesman

The establishing of a standard of ethics in the specialty selling profession and especially in the selling of typewriters as a branch of this profession, would be of benefit to all salesmen. There is no reason why such a rule should not be as proper in selling typewriters as it is in the medical profession and in law. Adhering to a rule of ethics would be conducive of more business for us. Why not sell the L. C. Smith typewriter on its own merits? A salesman who tries to sell his prospect by trying to point out the difference that exists between his machine and that of his competitor is dividing the attention. It is an absolute fact that once you mention the other make of machine you detract fifty per cent of his attention from your own.

You will find that a doctor will not commit himself in any way as to the efficiency of a fellow member of his profession. Should you go to Dr. Brown and tell him that you want him to take care of you because Dr. Jones, who was your family physician, did so and so, you will only get a smile out of him and he will wonder how much this bird owes Dr. Brown. By the same token, should you say to a lawyer that you would like to give him your patronage because attorney so and so did not serve you well, he will not say anything against that man to you no matter what he would say against him in the court room.

An example taken from the animal kingdom will help illustrate the point. Take a young pup hound and set him on a fresh deer trail. He will start in fine shape but soon he will come to the place where a rabbit crossed his trail and off he will go on the rabbit trail. By the time he returns the deer trail has grown colder. Continuing on the deer trail, he will come to the place where perhaps a coon crossed it and off he will go after the coon. By the time he gets back from chasing the coon the deer trail has grown cold and as a result he

never catches up with the deer. Not so with an experienced deer hound. He will keep on the deer trail no matter how many rabbits or coons cross his trail.

I do not mean that your competitor's machine should never be mentioned when talking to a prospect. To do so is both desirable and necessary. The point that I am trying to make is this, that a salesman should sell his machine on its own merits and not on the shortcomings and faults of the competitor's machine. The L. C. Smith typewriter is not only the best machine made but it has a number of exclusive features not found on other machines. For that reason why reduce the prospect's interest in your machine by mentioning the other make of typewriter. You sell a prospect when you have convinced him that it is the best machine for his needs but it does not necessarily follow that constant reference to the other fellow's machine will help prove your arguments.

A code of ethics along this line would remind many a salesman to sell his own machine and to spend his time while he is talking to the prospect in showing him what our typewriter will do for him instead of trying to impress upon him what the other fellow's machine will not do or do as well as ours.

DEMONSTRATION BY MR. BRODHAG

We have received a copy of the *Polaris Weekly*, a paper published by the North High School of Minneapolis, in which it gives an account of a demonstration which E. A. Brodhag gave before the advanced typewriting classes November 10th. Mr. Brodhag demonstrated the various uses for the typewriter and showed the stenographer how to make the working life of the machine longer.

If you are afraid of your own judgment, you can't blame the boss if he shares your feelings.



Frederick A. Searles, Elmira, N. Y., dealer, with his service man, Victor R. Campbell, and bookkeeper, Miss Annice Richardson. Exterior of his store.

ELMIRA

Elmira is located about 100 miles south of Rochester, and in order that our users in this territory have prompt, efficient service, we have a dealer there who is thoroughly equipped to render the same excellent service that we render in Rochester with the same low cost to our users there.

Frederick A. Searles, who has been in the typewriter business for a period longer than I would want to mention, knows our machine, knows what it will do for the customer and knows that it is the best. That is the reason why we have the large users in Elmira today, such as Meekers Business College, with 70 L. C. Smith machines, 6 years old, giving excellent service; American Sales Book Co., American LaFrance Fire Engine Co., Willis-Morrow Plant, and various other satisfied users of our product obtaining excellent service from Mr. Searles.

Elmira has a thoroughly equipped organization to render this service, having one repairman who has been in the typewriter business about

the same length of time as Mr. Searles, a bookkeeper and employment manager who attends to placing girls in positions.

Mr. Searles is a very busy man in Elmira, being at the head of practically all worth-while organizations, and they say he is some "Moose," and a loyal "Kiwanian."

He has an excellent location in the main business district, 122 East Water St., and carries a full line of office equipment, having one salesman selling L. C. Smith & Bros. Typewriters, and the other salesman selling complete office equipment.

Customers located in the country territory bordering Elmira can always look for the same service which Mr. Searles gives in Elmira, as he has an excellent service repairman and salesman travelling through the country territory, namely, counties of Steuben, Chemung, Schuyler, in New York, and the counties of Tioga, Potter and Bradford, in Pennsylvania. This service means a great deal to our users located in these counties.

We wish to wish Mr. Searles continued success and a real big 1923.

POISON GAS

By J. B. Jones.

There is really a distant parallel between the effect of poison gas upon the systems and constitutions of unfortunate World War soldiers and the effect of antagonistic selling influences upon usual selling organizations. Where rest, quiet and expert medical care form the cure for the former, absolute confidence in the product or merchandise you sell, plus complete faith in the policies of the company marketing it, form part of the cure for the latter.

Where do antagonistic selling influences come from? Usually they come from two sources, competition and dissatisfied customers. This "poison gas" seeps into the selling constitution of the salesman and renders him unfit to "carry on".

The cure is a complete knowledge of your product plus the best way of presenting it. Just knowing a product is less than half the battle. Telling it to the prospect in the best possible words is of greater importance.

Usually a complete and thorough understanding of your product, coupled with a reasonable knowledge of your competition, will enable you to form an opinion regarding the superiority of your own goods. By all means be honest. If you don't believe whole-heartedly in the merchandise you are selling, stop, then—don't think you can sell it—you can't. If your honest opinion is favorable nail your flag to the mast and "go get 'em".

All right, then, here's where we start from.

We approve of our company's policies.

We know our product and believe in it and are constantly schooling ourselves to the best presentation of that merchandise.

These two things—knowledge and presentation—thoroughly mastered, are to a salesman what gas masks were to the soldiers, absolute protection against the "poison gas" that besets every selling organization.

The poison gas of competition leaves us unscathed. The stories of dissatisfied customers, knocking, disgruntled users, do not affect us. We know that an investigation of each and every case will disclose nothing derogatory to our line. It might show poor service, tactless handling, unfair selling tactics, and such human frailties to be found in every large selling organization, but never will I find my product to be inferior to my judgment of it.

With this background I am ready to tackle my job in the right frame of mind, in the RIGHT MENTAL ATTITUDE, so to speak.

I believe one of the greatest factors in selling your services today is "TO HAVE THE RIGHT MENTAL ATTITUDE." Right mental attitude toward the product you are selling, toward your employer, to your company and toward your fellow associates. To do this we must at all times

be alert to put on our imaginary gas mask when the imaginary gong sounds, giving us the warning. There are thousands of men today who have not heeded this warning and have finally joined the army of failures.

If you work for a man or a company, sell yourself and believe their product is superior, their company is right and the men they employ are right. If you do not believe these things, don't remain there but connect your services with some concern where there will be no poison gas running through your mind, that your employer is unfair, your company not right, the product they sell inferior.

I know of many sales that have been lost because the salesman was "gassed" while he was attempting to sell his product. Other damaging things were running through his mind sapping the strength away from his real sales talk. I know of other seemingly impossible sales which have been made just by the salesman having the right mental attitude. You know it's contagious and the other fellow soon gets it whether it be your fellow associate or your prospect. Just as contagious is the wrong mental attitude sometimes running through an organization, decreasing production, cutting down sales, and finally "gassing" the organization.

Sell yourself on the product you are selling, give your employer and associates all you have, know that your company is right. With this right mental attitude your pay check will be larger at the end of a year and besides you will spread a little sunshine throughout your organization and you will be a better and a stronger man.



BOOTH OF FINOS PHILLIPS, STATE FAIR, LITTLE ROCK, ARK.



The above picture shows the little carts that were distributed by the Soulis Typewriter Co., Ltd., of Halifax, N. S., at Christmas time.

RIBBON SPOOLS MAKE CHILDREN HAPPY

Mr. P. O. Soulis, president of the Soulis Typewriter Co., Ltd., helped to make a lot of children happy in Halifax this Christmas. He had made up over 800 carts, using L. C. Smith & Bros. typewriter ribbon spools for the wheels. Four hundred of the carts were distributed through the Rotary Club in St. John and over three hundred through the Good Fellows' Club of Halifax. They all went to poor children.

These carts were painted a bright red and were varnished. Stenciled on each side of the body or box were the words "L. C. SMITH." The little carts were strong enough to hold up a man, which fact Mr. Soulis demonstrated

by standing on one of them.

The bodies of the carts were made up and donated by Messrs. Moirs, Ltd. Messrs. Branham, Henderson & Co. did the painting and stenciling and Messrs. John MacInnis & Co. donated the material from which the axles were made. One hundred of the carts were equipped with wooden handles secured from the Simms Brush Co. of St. John and the balance were equipped with strings. The round tins used for tar paper roofing served to hold the spools or wheels on the axles.

The local newspapers gave considerable attention to the event and in addition to doing a lot of good, the Soulis Typewriter Co. received considerable advertising.

DEMONSTRATION

55

CONTEST OF STUDENTS

The following is an extract from "The Southerner," a paper published by the students of the South High School in Minneapolis:

Fern Bursch Takes First

Honors in Speed Test

In a recent L. C. Smith speed test given by Miss Brigham, Fern Bursch took first honors with a record of 66 words per minute. Olga Solheim came next with 57 words, while Alma Sherva and Josephine Stone took third and fourth place, writing 56 and 55 words per minute respectively. This term 29 pupils have already been awarded certificates of proficiency for writing 30 words or more per minute.

South Girls Successful

Among the successful competitors in the September Underwood Speed Test are three girls who have been awarded bronze medals. The winners are: Alice Johnson, with an average of 47 words per minute; Margaret Paul, 45 per

minute, and Ruth Lebowitz, 41 words per minute.

First Gold Pencil Winner

This is the first school in the United States to announce a winner of the gold pencil award.

Miss Bursch is a senior in the Commercial Department at South High. She will graduate in June, 1923. She won the gold pin in the October contest. In the November contest her net speed was 70 words a minute for fifteen minutes. All her typing this year has been on the L. C. Smith machine. Miss Helen Brigham of the Typewriting Department has been her instructor.

INDIANAPOLIS

We were particularly fortunate in having with us at our November meeting not only our District Sales Manager, Mr. Derby, but also Mr. Donovan of the Seaman Advertising Agency. Our salesmen enjoyed a most inspiring and helpful talk from each of these gentlemen.

J. D. Hooker, who has been connected with our sales force for some time, has taken charge of the Dayton sub-office for our company. Mr. Hooper was very eager to join his wife and family in Dayton and all join in wishing him success in his new field. We congratulate the Cincinnati office on securing Mr. Hooper's services and trust that our loss will be their gain.

An addition to our sales force is Paul B. Hornaday, who is taking charge of the Richmond territory. Mr. Hornaday is starting out with enthusiasm and we hope to see him successful in that territory.

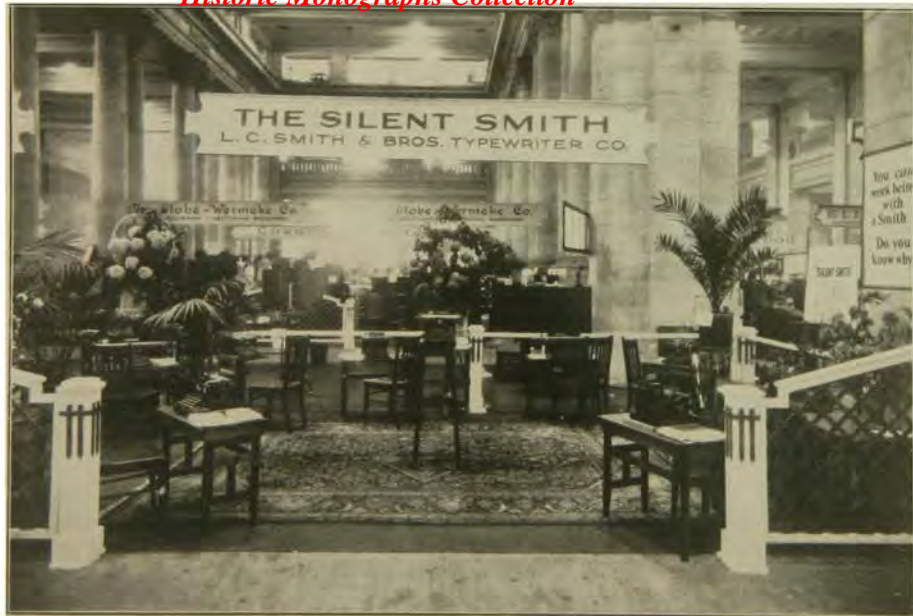
Mr. Trinkle, formerly one of our country salesmen, has taken a city territory, and from the way the orders are coming in the change was a good proposition for the company as well as Mr. Trinkle.

L. A. CORY,

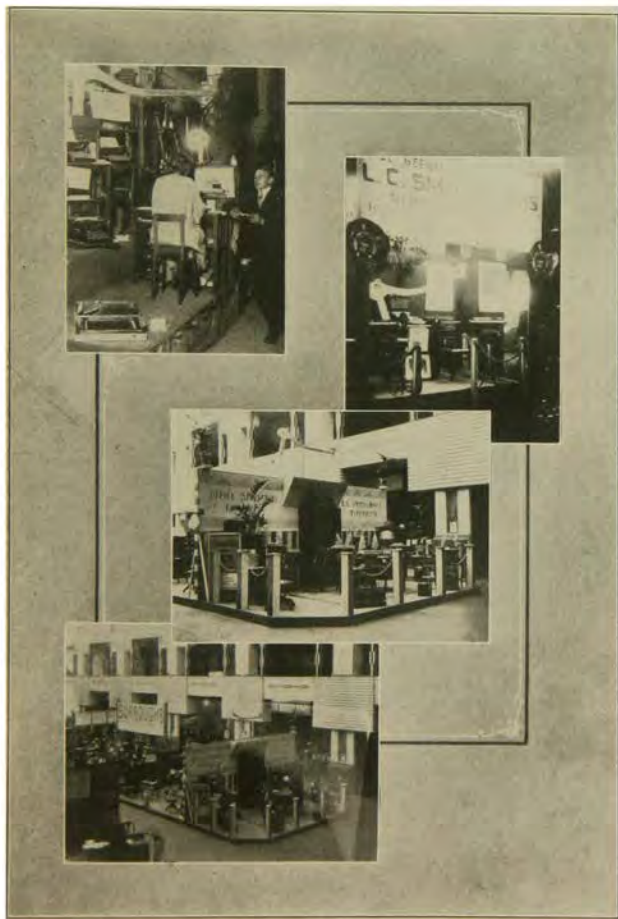
Associate Editor.



MISS FERN BURSCH



Above is a photo of part of our booth at the New York Business Show, which took place the week of October 23rd. Mr. H. J. Humphrey, manager of our New York office, was in charge, assisted by his sales force. Mr. J. W. Kiplinger, Sales Promotion Manager, and Mr. Harvey M. Smith, from the Home Office, also spent some time at the show.



THE L. C. SMITH TYPEWRITER IN HOLLAND. SEE PAGE 58

THE L. C. SMITH IN HOLLAND

We are pleased to publish four photos, which were sent us by the Office Appliances Company, our representatives in Holland. These photos are as follows:

No. 1—Stand or booth of Gebrs Verhaak at Nymegen, in the eastern part of Holland, where an exhibition was held the latter part of September. Messrs Verhaak are the agents or dealers from the Office Appliances Co. in that section.

No. 2—The second photo shows the stand of the above named company at an exhibition held in Tilburg, southern Holland, the first part of October. They were represented there by Mr. H. Van Dinther.

Nos. 3 and 4—Show the booth of the Office Appliances Company at the big business exhibition of all Dutch stationers and typewriter importers held in Amsterdam, the capital of Holland. This exhibition is visited by all bankers and managing directors of the largest business concerns in Holland. The enlarged model of the L. C. Smith & Bros. typebar, appearing in three of the photos, attracted a lot of attention and interest.



DEALER AT TOPEKA

The above picture shows the storeroom of one of our live dealers in the Kansas City Branch, located at Topeka, Kansas. In the left hand side of the picture standing is Mr. Joseph C. Wilson, owner of the company. In the middle is Mr. Carswell, and on the right Mr. Stinson, two of the salesmen.

While Mr. Wilson has only had a contract with us for the past year, he is one of the pioneers in the typewriter business. Mr. Wilson sold L. C. Smith typewriters in the old days when the No. 1 and No. 2 were being manufactured, in this same territory. Subsequently for a period of about ten years he was manager of the Burroughs Adding Machine Co. for Topeka and surrounding territory, and made an en-

viable record with them. He engaged in business for himself about a year ago, purchasing outright the Topeka Typewriter Exchange, which were so well known in that territory.

Mr. Wilson is a native of Topeka and has practically spent most of his life in that city. He has a host of friends and acquaintances, and it goes without saying that he is rapidly making Topeka an L. C. territory.

A wise man will make more opportunities than he finds.—Bacon.

The world is not much interested in the storms you encountered at sea. The question is:

"Did you bring the ship into port?"—A. D. Lasker.

SELLING SMITHS TO BE MADE EASIER — NEW ADVERTISING CAMPAIGN TO START SOON

Selling L. C. Smith typewriters has never been a difficult job, once you were able to get the prospect's attention so that you could demonstrate its superiority.

Now it is going to be made still easier by an extensive advertising campaign planned especially to reduce sales-resistance, to overcome competition and to make L. C. Smith typewriters favorably known to as large a number of people as possible.

We had this plan in mind for several months, but delayed action until we could find the advertising agency which, in our opinion, was best fitted to handle our work. An advertising campaign of this sort, reaching millions of readers all over the country, is a tremendously complex task.

Men of broad experience must have charge of it; men who know business as a whole, who have won spurs in actual sales work and therefore know what sort of advertising will be most helpful to salesmen. Assisting these men, there must be a staff of trained writers who can translate selling points into words that will stick in the reader's mind. There must be an art staff, also, to prepare illustrations that will gain and hold attention against the competition of other advertising; a typographic department to set up each advertisement and select styles and sizes of type that will make it most attractive; a contract department to arrange for space in magazines; even a checking department to verify the insertion of every advertisement.

We devoted weeks to investigating practically every one of the better known advertising agencies and it was only after carefully studying the qualifications of each that we finally decided upon Frank Seaman Incorporated, of New York.

The Seaman organization is one of the oldest advertising organizations in existence. Having been established in 1883, it is just rounding out its fortieth year of conspicuously successful service to American business. It has a background of long, conscientious service to its clients who are among the outstanding successes of the times. There is the Eastman Kodak Company, advertised by Seaman for thirty-five years; Colgate soaps and perfumes, for twenty-five years with Seaman; General Electric Company, Cheney Silk Company, E. I. du Pont de Nemours & Co., Inc., Curtice Brothers, Bausch & Lomb Optical Company, General Cigar Company, Hartford Fire Insurance Company, Salt's Textile Company, A. E. Nettleton Company, Burroughs Adding Machine Company, Gillette Safety Razor Company, Merrell-Soule Company, Waltham Watch Company, and many other companies, whose products are known and honored all over the country.

An efficient advertising campaign to start in March, has been planned. Broadly speaking, it is designed to accomplish three things—to make a vast number of typewriter-users so familiar with the L. C. Smith and its points of superiority that a Smith salesman will need no introduction. By specially written advertising, to impress business executives with the actual money to be saved through the swifter running and longer life of the L. C. Smith. And to place the Smith story of light, quiet operation so forcefully before girls, whether in school or in business, that a desire to try an L. C. Smith will be created.

We have already seen proofs of the first few advertisements and can assure you that they will stand out among other magazine advertising just as prominently as an L. C. Smith typewriter stands out among an office full of other machines.

Complete details of this advertising campaign will be sent to all of you soon. When you see it you will agree with us that, with such effective co-operation, selling L. C. Smith typewriters will be an infinitely easier job than ever before.

And, when you consider that no other manufacturer is conducting any such advertising campaign as ours will be, you will realize how easily the L. C. Smith can and should be sold solely on its universally acknowledged merits, with resort to cheap price-cutting or other methods not in keeping with the honorable policy which L. C. Smith & Bros. have always sought to observe.

All of you have wanted the assistance of such an advertising campaign as this. Now you have it. Business should be better than ever before. Remember, that your individual success depends upon your individual efforts. Get behind the new advertising campaign and work for a record year.

MACHINE STANDS UP

The Home Office recently received a letter signed by Emil Petersen, master of the steamer "Otho," in which he had this to say about a Model 6 L. C. Smith & Bros. typewriter which he has had for some time:

"I may also add that the above mentioned typewriter has given unusual good satisfaction, being constantly in use by the "horny handed" salts of the sea, who are unable to administer such a thing as a gentle touch, and has stood up very well under the heavy pounding."





ROCHESTER MADE MEANS QUALITY



3 9077 06722 3928