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Eastman, George 1923-1929

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## GEORGE EASTMAN OBSERVES SIXTY-NINTH ANNIVERSARY

George Eastman is quietly celebrating his 69th birthday today. Now one of the industrial and philanthropic leaders of the nation, at the age of six he came to Rochester with his family from Waterville, N. Y., where he was born July 12, 1854. From then on for many years his story was that of multitudes of other hard-working, poor but ambitious young men of his period. His first job paid him \$3 a week and it was not until 1874 that he became interested in photography.

Disappointment after disappointment assailed him, frequently it seemed as though nothing could keep

## GEORGE EASTMAN 69 YEARS OF AGE

Kodak Magnate Spends His Birthday  
at His Office—Here Since

*P. C. 4-1-23 a Child.*

George Eastman is celebrating his sixty-ninth birthday to-day by passing the day much as usual. He arrived at his office at the usual time and spent most of the day there.

Mr. Eastman was born in Waterville, N. Y., July 12, 1854. He came to Rochester at the age of 6 with his parents, George Washington Eastman and Maria Kilbourn Eastman. His father died less than a year later. Life was not easy sailing for the boy, left fatherless at so early an age, but the force and determination which marked his later career helped him to surmount the many difficulties encountered in his youth.

Mr. Eastman's connection with the photographic industry began about 1874. Its developments since then, largely due to the genius and initiative of Mr. Eastman, are well known. Much of the wealth which has accrued to him has been devoted to philanthropic and educational movements.

*T. W. J. 6. 12 / 23*



GEORGE EASTMAN.

his ship of fortune off the rocks, but perseverance, pluck and brains pulled him through his troubles into safe waters.

The industrial side of Mr. Eastman's activities is closely bound up with his progress in philanthropic work along educational lines. To date his benefactions, frequently anonymous, are believed to total about \$40,000,000, the bulk of which has gone into higher education. The bright prospects of the University of Rochester are due almost entirely to his generosity, which, however, to the citizens of Rochester is a well known story.

However many other institutions, such as the Massachusetts Institute of Technology, are deeply in his debt for great sums given them for their endowments or for specific purposes. Others like the Dental Dispensary and the School of Music are his own creations.

# Kodak Magnate Describes Self At 70 As "Miserable Moron" As Regards Matters Musical

Liberal Education Is Great Thing for Enrichment of  
Life, Enabling One To Enjoy Benefits of  
Civilization—Many Born Unfitted for  
College Education. *Times*

"All I'm trying to do is to work out my own salvation."

This is the explanation given this morning by George Eastman for his gifts of \$15,000,000 to educational institutions announced yesterday and prior contributions to educational and philanthropic causes, amounting in all to over \$58,000,000.

Mr. Eastman has definite ideas on education. He discussed them this morning, giving particular attention to musical education, for music has been Mr. Eastman's hobby for years. Of the \$15,000,000 which he distributed yesterday, \$3,000,000 went to increase the endowment of the Eastman School of Music.

Mr. Eastman believes that as industrial development brings shorter working hours for all people, the question of how leisure is to be disposed of will become a greater and greater social problem. It is here that music will play its role.

"I am not a musician," Mr. Eastman said, "I come pretty near to being a miserable moron, because I am unable to whistle a tune, to carry a tune or to remember a tune."

"But I love to listen to music and in listening I've come to think it a necessary part of life. In other words, for a well rounded life one must have music. Furthermore music offers the best way of using time. As leisure increases through shortening work hours, the use of music becomes more and more necessary. There are no drawbacks to music. You can't have too much of it. There is no residual bad effect like overindulgence in other things."

Despite Mr. Eastman's large gifts to the Massachusetts Institute of Technology—his donations to that institution total \$15,000,000—he holds no particular brief for technical education as opposed to education in the arts and sciences.

"One is not more important than the other," he said this morning. "One helps the other. Many educators along technical lines have told me that a man ought to have a liberal education before studying technical subjects. McLauren (The head of Boston Tech) told me that he would be glad if all his students had at least a year or two in a liberal arts college."

But Mr. Eastman believes that liberal education is a great thing in and of itself, for the enrichment of life. Asked what he conceived to

be the object of liberal higher education, Mr. Eastman said:

"To enable a man to enjoy the benefits of civilization; to make him appreciate what's going on around him."

"Does it aid him in ordinary business pursuits, or do you believe that it unfits him for business?" Mr. Eastman was asked.

"It ought to train his mind, teach him to use his mind to better advantage. That's what it ought to do. Whether it does or not depends upon the man and the influences he is under."

"You asked me whether or not I thought a college liberal education unfitted a man for business. I'll tell you that I do not think all men are fitted for college education."

"I think many men are born unfitted for such education. I think as time goes on colleges will be forced to pick their students with more care, because by accepting men unfitted to receive a college education they are barring out other men who are fitted."

Mr. Eastman's gift of \$1,500,000 for the college of women of the University of Rochester has elicited considerable comment and some surprise. Mr. Eastman was asked what he thought about education for women and whether or not he believed in co-education. He replied succinctly:

"I believe in the education of women. With it ought to be co-educational or separate, far be it from me to say."



# Coolidge, Dawes and Edison Felicitate George Eastman 73d Birthday To-day

## President's Tribute

EXECUTIVE OFFICE  
Rapid City, South Dakota

Editor Democrat and  
Chronicle,  
Rochester, N. Y.

I am glad to join with the many friends of Mr. Eastman in extending congratulations on his seventy-third birthday.

His has been a life of self-effacing service, the record of which will be a lasting memorial.

## Calvin Coolidge

OF HIS 73D BIRTHDAY TODAY



GEORGE EASTMAN  
Born July 12, 1854, at Waterville, N. Y.

## President Praises His 'Life of Self-effacing Service'; Work for Movie Hailed by Edison

President Coolidge, Vice-President Dawes and Thomas A. Edison have sent messages congratulating George Eastman on his seventy-third birthday to-day.

Mr. Eastman is expected to return to the city late to-day from a week-end motor trip with friends, and so far as is known plans no special observance.

He was born at Waterville, Oneida county, July 12, 1854, the son of George W. and Maria Kilbourn Eastman, but came to Rochester with his parents when he was a boy, and has made Rochester the center of his business and philanthropic activities from that time.

## SERVICE SELF-EFFACING, SAYS PRESIDENT

President Coolidge, when the anniversary was called to his attention, wired the following message from Rapid City, South Dakota, to the Democrat and Chronicle:

"I am glad to join with the many friends of Mr. Eastman in extending congratulations on his seventy-third birthday.

"His has been a life of self-effacing service, the record of which will be a lasting memorial."

**MADE COUNTRY BETTER, SAYS VICE-PRESIDENT**

Vice-President Dawes, from Chicago, wired the following:  
 "I appreciate the opportunity you give me to pay

"I appreciate the opportunity you give me to pay tribute to Mr. George Eastman on the occasion of his seventy-third birthday.

"Mr. Eastman, through his magnificent benefactions and his interest in music, art and education, has done much to make this country of ours a better place in which to live. For this we, his fellow citizens, are most grateful."

WORK ESSENTIAL TO MOTION PICTURE,  
SAYS EDISON

Thomas A. Edison took the occasion to renew his "perennial" tribute to Mr. Eastman in developing the motion picture. He wired the following from West Orange, New Jersey:

"I want to felicitate my friend George Eastman on his birthday by extending to him my perennial tribute to the great work he did in helping me to complete the motion picture by his patient, persistent and untiring labors in the development of the wonderful film which has been so essential to the success of the motion picture."

At Seventy-three

George Eastman at seventy-three can look back over a life of unequalled service to his fellow men.

The development of a pastime into a worldwide business gave him his opportunity to serve; and it is no small part of the recognition his service has brought that he has applied the same thought and attention to his benefactions that he has to the development of his business.

The result is that his gifts of large sums of money have definitely and sensibly advanced the welfare of his fellow men by enlarging their opportunities for economic well-being, by expanding their opportunities for health, and by widening their opportunities for enriching their leisure.

And the last is perhaps the most significant, for with the steady progress that is being made in increasing the income and the leisure of the average citizen of the United States the problem of the most profitable use of leisure has become important. What Mr. Eastman has made possible for the people of Rochester in music alone will have effects more far-reaching than now can be foreseen.

The tributes that come to him to-day are well merited, and, considering the varied viewpoints of the distinguished men who pay them it is perhaps not a mere coincidence that they epitomize his life: Mr. Edison touches the heart of his business success when he points to his "patient, persistent and untiring labors in the development of the wonderful film which has been so essential to the success of the motion picture"; Vice-president Dawes touches the scope and effect of his benefactions when he says that "his interest in music, art and education has done much to make this country of ours a better place in which to live," and President Coolidge strikes the keynote of his character when he commends his life of "self-effacing" service.

The kindly feeling that the average Rochesterian has for Mr. Eastman as a man probably is more general than Mr. Eastman or his closest friends suspect; the national recognition that his sound philanthropy and modest character have inspired is indicated by the tributes of the nation's leaders.



# The Birthday of a Great American

The World Joins with Rochester in Extending  
Congratulations to George Eastman on  
His 73d Birthday.

*R.F. July 12 '27*



GEORGE EASTMAN

George Eastman, philanthropist, patron of the arts, and business leader, seventy-three today, looks out upon a world appreciative of his qualities of greatness.

*Plaudits alike from the mighty and humble of earth—these are symbolic of the universal recognition of his achievements for the benefit of mankind.*

Philosophically, modestly, he receives these tributes at a milestone of the years—this birthday that is of especial significance to Rochester.

For this city is his home. Here is the scene of his career. Here lifelong friendships have been cemented.

It was under these skies he began life a poor boy.

Rochester knew him during his early struggles.

Saw the first results of his ingenuity, the building of a business destined to become world wide.

In Rochester he has carried on his benefactions.

Educational institutions, hospitals, creating a better appreciation of music, have shared in his philanthropies.

His career has added lustre to the name of Rochester.

Therefore, it is fitting for Rochester to felicitate her illustrious citizen on this day.

The whole city joins in the wish that the coming years will be very happy ones for Mr. Eastman.

And that he may be congratulated on many more birthdays.



## Camera Works Employees Honor George Eastman On Kodak Anniversary

George Eastman was today presented an inscribed gold cigaret chest by employees of the Camera Works of the Eastman Kodak Company in token of the 50th anniversary of the Kodak which falls within 1930.

The gift was presented to Mr. Eastman at his home by Charles H. Rogers, president of the Camera Works Employees' Representative Group; Joseph Ives, vice-president, and Harry Lavine, secre-

tary. This group is made up of one member for every 24 employees in each department of the Camera Works.

The gift was purchased with the voluntary subscriptions of 3,300 employees of the Camera Works. On the top the chest bears Mr. Eastman's monogram and inside there is the inscription: "Presented to George Eastman by the employees of the Camera Works on the 50th anniversary of Kodak."

Rochester Public Library

50 West St.



*Dec. 24, 22*  
**Mr. Eastman on List of  
 12 Greatest Americans**

George Eastman has been selected as one of the twelve greatest living American men of to-day in a list submitted by Isaac F. Marcossan, who probably has interviewed and written about more of the world's great men than any other journalist.

The list was compiled in answer to the question, "Who are the twelve greatest living American men?" by the New York Times, and more than a hundred men were suggested by the representative men and women who responded to the invitation to submit their lists.

Others in Mr. Marcossan's list are Charles W. Eliot, Woodrow Wilson, General Leonard Wood, Thomas A. Edison, John Singer Sargent, Owen Wister, George Horace Lorimer, Dr. Simon Flexner, John D. Rockefeller, Henry Cabot Lodge and Herbert Hoover.

*Jan 72-75*  
**Newspaperman Refers  
 To George Eastman As  
 Rochester's Godfather**

In a series of articles which it is running on Rochester, the Baltimore Evening Sun awards to George Eastman the title of "Rochester's godfather." The fourth of the series, which is being written by Henry M. Hyde, devotes itself entirely to Mr. Eastman, and opens with the statement that "Certainly no city has ever been so carefully studied, so splendidly endowed, by a single man as has Rochester by George Eastman." The article describes his building of the Eastman Theater "for the enrichment of community life," his endowment of the Bureau of Municipal Research, his interest in the City Manager form of government, his contributions to the University of Rochester, and his other interests. The fifth article of the series will deal with his ideal of Rochester as the musical center of America.

*new York Herald Tribune 17.4*  
**G**EORGE EASTMAN—everybody in Rochester calls him "George." It gives one a strange sensation to go through the great plant at Kodak Park in Rochester and hear executives and workmen alike refer to what "George" would like to have done and to just what he thinks about policies and plans. For one who has so impressed himself upon the city of Rochester as has he—for there are six thousand men and women on his payroll—it would seem that he ought to be entitled to a longer name with an Honorable in front of it. He has not grown any older or any more grown up in the last quarter of a century.

Although the camera industry at Rochester with which he has been identified ever since 1880 had been steadily growing, it did not get under its present headway until about 1895, when many experiments came to their fruition and there was invented the black paper curtain at the back of the camera

**GEO. EASTMAN  
 IS EULOGIZED  
 BY DR. CHERRY**

**Likens Him to Abraham in  
 That He "Took a Chance"  
 —Dr. E. A. Hanley Con-  
 demns Senate for Passing  
 Canal Toll Exemption Bill.**

Speaking at Central Presbyterian Church last evening, the Rev. Dr. C. Waldo Cherry took for his topic "Abraham—the Man Who Takes a Chance," and delivered the first in a series of sermons on men of yesterday and today. He admonished his hearers to devote much of their time to the reading of biography, declaring it to be of the greatest advantage to know the story of the great prophets, pioneers, statesmen and business men who have made history.

Dr. Cherry said that Abraham, who lived in the dawn of history thousands of years ago, was the first guide, and told of the influence he has wielded down through the centuries since he lived. It was remarkable tribute to the man, he said, that his name and fame had been preserved, although the civilization of his day had perished. Other examples of men who have blazed the trail in other ways were cited.

Referring to the accomplishments of some of the men of the present day, Dr. Cherry said:

"George Eastman believed in the commercial possibilities of photography, when the stock of his company was selling at 10 cents on the dollar in the streets of Rochester. When the formula which he had invented for making dry plates would no longer work, and he had to take back from the dealers every unsold plate, it seemed as though he were up against a blank wall. But there were no blank walls for George Eastman. He went to England, discovered another formula, mastered it in every detail, came home and started up his plant again.

"He believed that, if he could make a small, self-contained photographic apparatus that one could carry as conveniently as a lunch box, there would be no limit to the demand, and, in spite of countless failures and disappointments, he never ceased experimenting until he had obtained such an instrument. And today the Kodak with its perfect lens and its roll of film is known the world over. The company which manufactures it covers hundreds of acres, employs 15,000 people, recently distributed six million dollars in stock to its employees, and has provided the revenues with which its founder has bestowed enormous benefactions upon the city of Rochester and other communities—all because, when other men laughed and shook their heads and shrugged their shoulders, this boy who started life in an insurance office at \$3 a week, had a vision and dared to stake his all upon its fulfillment."

**WRITER TELLS  
 HOW EASTMAN  
 MADE FORTUNE**

*Rev. 21 June 20 27*  
**Like No Other Man in the  
 World, Says Terry Ram-  
 saye—Eastman a Self-  
 Styled Musical Moron.**

New and interesting insight into the life and character of George Eastman is given in an article written by Terry Ramsaye, which appears in the current issue of Photoplay Magazine.

Rochester's highly esteemed philanthropist is pictured as the last of a vanishing type of ingenious, inventive Yankee who has built up through shrewd judgment and strict discipline one of the greatest industrial units known to the world. Mr. Eastman's character and personality are summed up by this author in two brief words—"discretion personified."

The article gives an interesting insight into Mr. Eastman's devotion to music. "People have so much idle time on their hands, that is why I am so interested in music," the author quotes him as saying. "They must have something to fill their time, and fill it emotionally."

"Musical Moron."  
 Oddly enough Mr. Eastman styles himself a musical moron. "At the Eastman School of Music we have a very scientific department devoted to psychological tests to determine the fitness of students," he continued. "I took the test myself and they found I was several points below admissibility."

Mr. Ramsaye goes on to say of Mr. Eastman:  
 "Most of America's conspicuously rich men can be classified readily. Eastman can not. He is the only one of his kind. Yet in nothing is he peculiar. Every trait is normal. But the sum total of these traits is extraordinary."

"Also, this Eastman is an exceedingly American citizen, born of the stock that came over in the days of the famous Mayflower line. Persistence and prudence and will-power radiate from him. He makes no flourish of virtue, no public profession of religion. He is a conspicuously successful specialist at tending to his own business."

"His private fortune has been guessed at a probable hundred and fifty millions, of which he has given away not less than sixty millions, and no one knows how much more anonymously."

"The evidence indicates that George Eastman has always known precisely what he wanted most and that he has proceeded to go at getting it, in a straight, sharp line, meanwhile letting no one, including himself, get in the way of the getting."

**Awakened By Music.**  
 "When Michel de Montaigne, the French philosopher of the Sixteenth century, was a boy he was awakened each morning by soft music. It was his father's notion that the day should be begun in poetic happiness. "George Eastman's alarm clock is a pipe organ. At 7:30 o'clock in the morning in the great mansion at 900 East Avenue the organ recital begins, and continues through breakfast."

"This morning late in March is typical of the beginning of each day in the life of George Eastman, the great unknown figure and personality who has these thirty-odd years been the Atlas, the personified foundation of the world of motion pictures."

"He, in Eastman film, is the weaver of the magic carpet of the screen, the bearer of dreams to a wishful world. The name of Eastman, on films and kodaks and cameras, has for nearly four decades been one of the most widely known on earth."



AMATEUR PHOTOGRAPHER  
 66 PHOTOGRAPHY 33

April, 1924

## The Word "Kodak."

**M**ANY have wondered what the word "Kodak" means, and a recent article in our American contemporary *The Camera* tells us. It means "Kodak": no more and no less. When he had invented a hand camera taking a roll of negative paper, Mr. George Eastman coined the name for a trade mark.

It is noteworthy that Mr. Eastman had pretty definite ideas about the requisites of such a trade name. He wanted a word easily spelt, and readily pronounceable on native or foreign tongue. To this end the letters of the alphabet were toyed with until consonants that remain constant and vowels with no greater vagaries of accent than are found, say, between Oxford and Kansas, were ranged in combination.

In a published interview with him on its origin he said: "I devised the name myself. A trade mark should be short, vigorous, incapable of being misspelled to an extent that will destroy its identity, and, in order to satisfy trade mark laws, it must mean nothing. If the name has no dictionary definition it must be associated only with your product and you will cease to be known as producing a 'kind' of anything.

"The letter 'K' had been a favourite with me—it seems a strong, incisive sort of letter. Therefore the word I wanted had to start with 'K.' Then it became a question of trying out a great number of combinations of letters that made words starting and ending with 'K.' The word 'Kodak' is the result. Instead of merely making cameras and camera supplies, we made Kodaks and Kodak supplies. It became the distinctive word for our products."



# Poland to Decorate Mr. Eastman for Work as Head of War Chest

"Order of Polonia Restituta" Will be Conferred on  
Rochesterian December 10th in Recognition of  
Aid Given Poles Under His Direction

D.C.

Nov. 30 '27.

The Republic of Poland, born of the reconstruction of Central Europe which followed the close of the World War, and whose war victims were materially relieved by gifts from the Rochester War Chest (which was succeeded by the Community Chest) in 1919, 1920 and 1921, will confer the "Order of Polonia Restituta" upon George Eastman, according to advices received yesterday from Dr. Stefan Rosicki, Polish consul at Buffalo.

The decoration, which is one of the highest conferred by the Republic of Poland upon civilians of other countries, is in recognition of Mr. Eastman's services as president of the War Chest in supervising relief measures for Poland's war victims. The War Chest sent \$100,000 to Poland in 1919; \$25,000 in 1920, and \$10,000 in 1921.

Formal notification of the honor to be conferred upon Mr. Eastman was received from Buffalo yesterday by Adam Felerski, Rochester attorney, who has been named chairman of a committee which will co-operate with the Rochester Chamber of Commerce in arranging a formal presentation.

## Polish Ambassador Invited

A reception in Mr. Eastman's honor will take place at the Chamber of Commerce on December 10th at 6:30 o'clock. The reception will be followed by a dinner and the presentation of the medal by Dr. Rosicki. An invitation to be present has been forwarded to Jan Chiechanowski, Polish ambassador to the United States, at Washington.

"Poland was one of the principal sufferers during the World war because it was a buffer state," said Mr. Felerski. "It was overrun by the armies of the Central Powers and the Allies on several occasions. The Republic of Poland, formed following the peace treaty, had many problems of organization to work out, and because of the time taken to master them, recognition of the

assistance Rochester and Mr. Eastman extended to the new republic has been delayed.

"It may be said that the money advanced by Mr. Eastman and this community to Poland relieved dire need for thousands of Polish war sufferers at a time when assistance could be obtained from American sources only. Poland was grateful then, and Poland, reconstructed, takes pleasure in acknowledging, through the honor to be conferred upon Mr. Eastman, the debt of gratitude it owes to Rochester."

## Arrangements Committee

Preliminary arrangements for the presentation are in charge of a committee of Polish-American citizens, headed by Mr. Felerski, and composed of the following:

Stanley K. Kowalski, Louis Kublak, Marcel Mularz, Josef Nowinski, Theodore Jablonski, Frank Szarlacki, John F. Felerski, Stephen Zielinski, Matthew Kowalski, Henry E. Bielski, Stephen Milosz, Casimir Dembrowski, Mrs. Tekla Sosnowski, Peter Wroblewski, Walter Murawski, Chester Lochman, William S. Zielinski, Joseph Paprocki, Max Karwecki, Walter Wojtczak, Stanley Orlovski, Joseph Szymanski, Joseph Kaminski, John Naja, James B. Kaleta, Michael Gibowski, Joseph Bogacki, Charles Kwiatkowski, Peter Lelak, Constance Dernoga, Alex Tomczak, Frank Chudzinski, Casimir Bonus, Joseph Pospula, Eugene Wojnowski, Albert Kusak, Henry Janowski, Henry Chlebowski, Frank Mularz, Andrew Sroczek, Stephen Przybyla, Pius Ostrowski, Casimir Sosnowski, Louis Kozlowski, Charles Kany, Bernard Kolacki, Frank Mielus, Stanley Orzechowski, Joseph Wojtczak, Stephen Maslanka, Vincent Kiebal, Dr. A. M. Smeja, Leon Badura, Eugene Oszywa, and Rev. Joseph Czajkowski.

The Polish-American Citizens' Committee will meet this evening at 8:30 o'clock in Polish Falcon Hall in Veyl street.

## Polish Honor To Eastman

Rochester, Dec. 2 '27



This is the medal which George Eastman is to receive from Poland in appreciation of his services as president of the War Chest which aided the devastated nation after the World War. The medal, believed the only one in America, is the degree of Bachelor, Order of the Cross, of the Order of Polonia Restituta. To the left is the front view, to the right the reverse.

## 10 Centuries' Tradition Lie Behind Decoration Eastman Is To Receive

Ten centuries stand behind the degree, "Bachelor, Officer of the Cross," offered to George Eastman by nation of Poland, according to information received today by The Times-Union from Dr. Stephan Rosicki, Polish consul at Buffalo. One thousand years ago, when Poland was mighty, a victorious chief of the Danube decided to bestow a signal honor of valor upon his mightiest warriors. From that time hence the order is said to have altered and developed by the centuries until today the Order of Polonia Restituta (Restored Poland) embraces men of other countries in its membership.

The order under its present name was established in 1921 by an act of the Polish Diet, which information was published in the "Dziennik Ustaw."

The president of the Republic of Poland is by virtue of his office, grand master and presiding commander of the order. It is an expression of gratitude from Poland that Mr. Eastman, as presi-

dent of the War Chest, will receive this highest order conferred upon any civilian not a citizen of Poland.

"Poland suffered far more than Belgium in the war," said Adam Felerski, Rochester chairman of the presentation committee. "Not a bolt, piece of brass or church bell was left by the retreating enemy. Livestock, farm implements and all valuables were hurried across the border and Poland was left destitute and bleeding."

"When," he continued, "Poland received \$135,000 from 1919 to 1921 from the War Chest for use in preventing famine and rescuing stricken families, the idea originated to honor the president of the chest who symbolized Rochester in the relief undertaking."

Mr. Felerski is chairman of a committee co-operating with the Chamber of Commerce in arranging for the formal presentation of the decoration at a Chamber dinner Dec. 10, at 6:30 p. m. Jan Chiechanowski, Poland's ambassador to the United States, has been invited to attend.



# MR. EASTMAN CALLED MAN OF MANY HOBBIES

Sketch in Chemical Organ  
by Dr. Mees Paints Him  
as True Amateur.

PLAYS DOZEN ROLES

Photography, Camping,  
Music, Architecture Are  
Pursuits He Loves.

George Eastman is the subject of a biographical sketch appearing in the current issue of Industrial and Engineering Chemistry in the section, "American Contemporaries." This biography, written by Dr. C. E. Kenneth Mees, of Rochester, is one of a series of similar articles which appear from time to time in the scientific or technical development of chemistry in America. From the sketch we learn that although photography was the ladder by which Mr. Eastman climbed to financial leadership, it is only one of his many hobbies.

The sketch of Mr. Eastman, as it appears in Industrial and Engineering Chemistry, follows:—

## Defines 'Amateur.'

"In an interview published a short time ago Mr. Eastman described himself as 'an amateur photographer.' The interview deals especially with the 'photographer,' with the growth and development of the business which Mr. Eastman has made; but the characterization of Mr. Eastman which is the most significant of the man is the word 'amateur.'

"Occasionally some writer, forgetting the history of his subject, writes disparagingly about 'amateur scientists.' Grant Allen has an essay entitled, 'Mere Amateurs,' in which he castigates a critic who dared to use the phrase 'in the fatherland of Bacon, Newton, and Darwin.' Presumably the critic thought that the word 'amateur' was synonymous with 'beginner' instead of meaning, as it does, one who does things for the love of doing them. Men do things for many reasons: to earn their bread, to obtain riches and luxury, to attain power, for the approval of their fellows; but the things that are done best are done for the love of the thing.

"Chemists, remembering the development of their science, are scarcely

# SPECIALIST IN TENDING TO OWN AFFAIRS

Lives Alone, With and Within  
Himself, and Happily, Says  
Magazine Article.

George Eastman was characterized as the personification of discretion today, in an article by Terry Ramsaye appearing in the July number of Photoplay magazine.

Entitled "Little Journeys to the Homes of Famous Film Magnates," the article, which is the third of Mr. Ramsaye's pen portraits of big men of the screen world, says in part:

"Most of America's conspicuously rich men can be classified readily. Eastman can not. He is the only one of his kind. Yet in nothing is he peculiar. Every trait is normal. But the sum total of those traits is extraordinary.

"Also, this Eastman is an exceedingly American citizen, born of the stock that came over in the days of the famous Mayflower Line. Persistence and prudence and will power radiate from him. He makes no flourish of virtue, no public profession of religion. He is a conspicuously successful specialist at tending to his own business.

## ESTIMATE OF FORTUNE

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"The evidence indicates that George Eastman has always known precisely what he wanted most and that he has preceeded to go at getting it, in a straight sharp line, meanwhile letting no one, including himself, get in the way of the getting.

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"George Eastman's alarm clock is a pipe organ. At 7:30 o'clock in the morning in the great mansion at No. 900 East Avenue the organ-recital begins, and continues through breakfast.

## GREAT UNKNOWN FIGURE

"This morning late in March is typical of the beginning of each day in the life of George Eastman, the great unknown figure and personality who has these thirty-odd years been the Atlas, the personified foundation, of the world of the motion picture.

"He, in Eastman film, is the

# EASTMAN SEEN STRONG WILLED

Continued from First Page,  
Second Section

weaver of the magic carpet of the screen, the bearer of dreams to a wishful world. The name of Eastman, on films and kodaks and cameras, has for nearly four decades been one of the most widely known on earth.

"His wealth, his tremendous munificences and charities have marked him for fame, but it has been a strangely impersonal fame. The public which knows the name Eastman so well knows the man Eastman not at all. This is as he would have it. He lives alone, with and within himself, and happily.

## 'POET ADVENTURER'

"The Eastman of industry is the outward shell of the man, the social and commercial armor of a sensitive romanticist and sentimentalist, a shy, proud bit of a poet-adventurer stung into wariness and success by a bitter world. Eastman is the culmination of Yankee heritages, a true descendant of that Roger Eastman of the founders of the Massachusetts Bay Colony of 1638.

"The motion picture in its content and taste and spirit and thought—if any—is everything that Eastman and the social forces which evolved him are not.

"Yet without Eastman the coming of the screen might have been long delayed. He has had all the luck in the world, by never trusting to it.

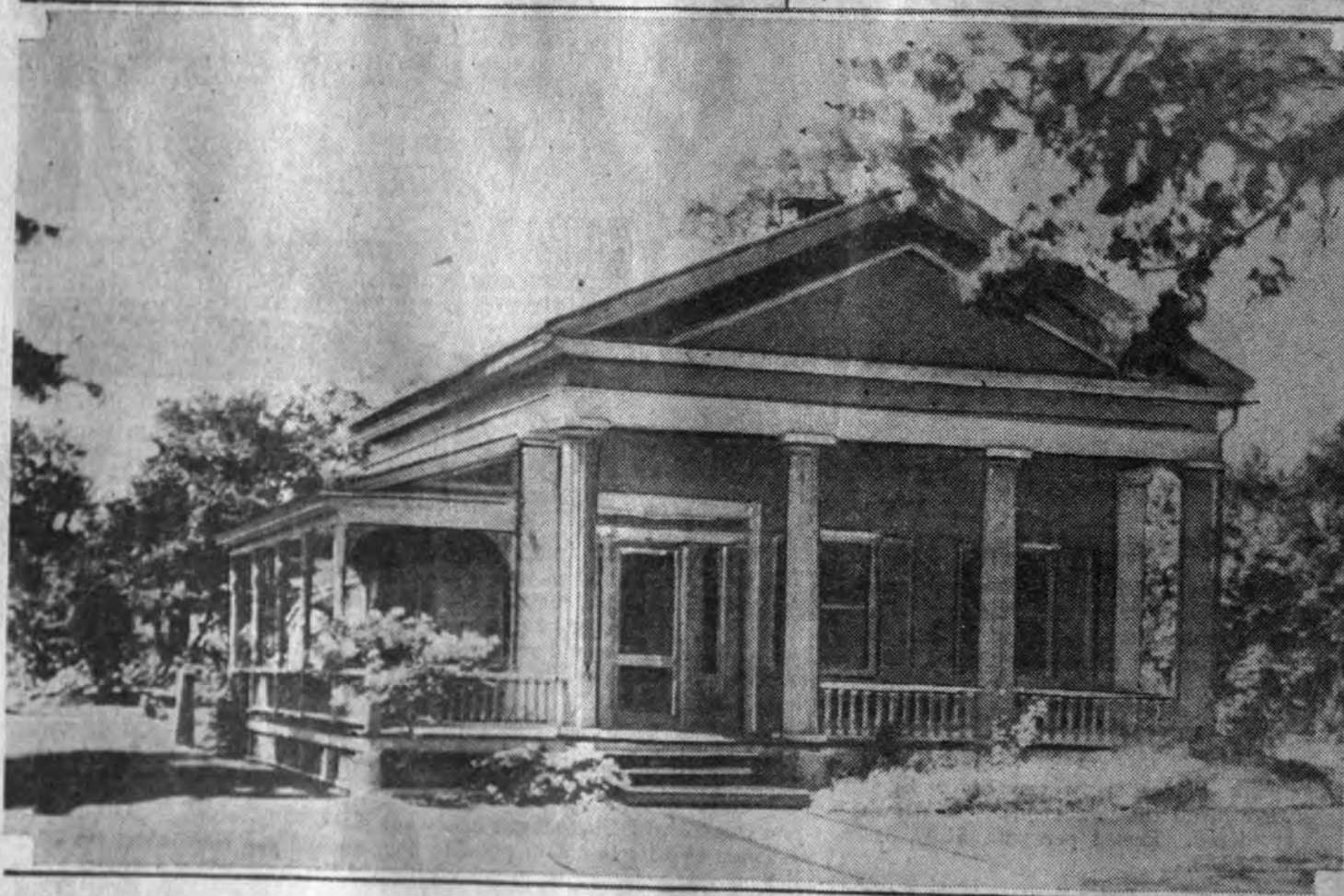
"No doubt the new psychology can explain the Eastman worship of the letter 'K,' enshrined in 'Kodak' and its derivatives as the expression of a mother complex. But it is explainable, too, in the simpler terms of a less analytical day as filial devotion, as the appreciation of a grateful son."



## Birthplace of 'Kodak King' Now Showplace

B. E. Journal

Apr. 4-'27



The birthplace of George Eastman, the "Kodak King," at Waterville, is one of the showplaces of the Cherry Valley Turnpike Association, as announced in a booklet

issued by the association advertising the beauties of this route from Buffalo to Albany. This is believed the first picture of Mr. Eastman's boyhood home ever published in Rochester.



# Eastman's Early Life In County Of Oneida Is Recalled In Utica

Observer-Dispatch Prints Article Dealing With Boyhood and Family of Kodak Manufacturer—Came to Rochester When He Was Six Years Old—His Father Head of Eastman Commercial College Here.

The following article, dealing with the early boyhood, the parents and the birthplace of George Eastman was printed in the Utica Observer-Dispatch, for it was near Utica, in Waterville, that the Kodak magnate was born and spent the first six years of his life:

"Practically every Utican who can read knows George Eastman as the 'man who makes cameras and who gives away millions of dollars,' but few know that he is a product of Oneida county.

"Nevertheless it is a fact that Waterville, less than an hour's motor trip from here, was the birthplace of the man who during the last week announced gifts amounting to approximately \$20,000,000 to four educational institutions, bringing his total philanthropies up to nearly \$60,000,000.

"About 70 years ago, to be exact, on July 12, 1854, George Eastman was born in this Oneida county village, the son of George Washington and Maria Kilbourn Eastman. The house in which the man who is now Rochester's leading citizen, was born is still standing on Stafford avenue, Waterville, a pretty comfortable sort of old-fashioned dwelling, just as it was in the days when the Eastmans occupied it except that James Bassett, the present owner, has added a porch on the side, electric lights and steam heat.

"It is a small, two-story affair, with a barn just to the left of it. Four big pillars support its colonial style high porch. Its rooms are large and square, low-studded, despite their early building. A comfortable, old-fashioned kitchen, with its entrance on a level with the dirt path to the barn fills a sort of ell in the rear while the bedrooms are upstairs with dormer windows on the sides. Two huge pines tower in the yard and the street is lined with stately elms. Back from the rear of the house stretch the remains of a big orchard which George Washington Eastman conducted at a fruit-tree nursery.

"In this house, George Eastman was born. And there he lived until he was six years old. Few there are left in Waterville who remem-

ber the Eastmans now most of their friends are dead or have moved away.

"A great believer he was, too, in teaching his own children to 'mix,' as he often termed it, with the world. He taught them early and he taught them well. Like his famous son today, George Washington Eastman was a man of few words. Seldom did he tell anyone of his affairs and seldom did he take part to any great extent in the conversations and discussions and arguments that were rife, as is ever so, around the central gathering place of the country community. But he did attempt to impart to his children all the knowledge he possessed.

"George Eastman was the third of three children born to Maria and George Washington Eastman. The couple's first child was a girl, Ellen Maria, born Nov. 4, 1845, and who, the wife of George W. Andrus, died in Cleveland, O., June 25, 1884.

Practically the first excursions that George Eastman ever had were, curiously enough, to the Waterville Bank. His sister Ellen wheeled him there in a baby carriage. Ellen, although only 9 years of age, did practically all of her father's banking business for he believed that a child should know how to do this.

George W. Eastman was mighty proud of his son, George. The baby boy was his father's especial favorite and as he grew into boyhood, he often accompanied his father as he drove his team to Paris, the shipping point in those days, or to Utica. The railroad didn't hit into Waterville until 1868 and all the traveling was by team.

"Through his babyhood and young boyhood, George Eastman lived in the little house at Waterville. He played about, mostly with his two sisters and then, when he was not quite six years old, his father sold his nursery business and moved the family to Rochester with the idea of devoting his entire time to his commercial college there. The mov-

her the Eastmans now most of their friends are dead or have moved away.

"George Eastman's father was a well-educated man. His fruit tree nursery was but a part of the support of the family. He conducted the Eastman Commercial College at Rochester, a famed institution at its time and he was the original for of the system now commonly

first long trip. By team, he rode to this city and from here on the railroad to Rochester. In Rochester, established in a new new, a city home, there began for George Eastman the long series of disappointments, failures and successes that brought him through his acceptance of 'come what may,' the success that is his today.

institutions in question  
ment expected to be derived

Massachusetts Institute of Technology.....	\$4,500,
University of Rochester—	
Eastman School of Music.....	3,000,000
College of Liberal Arts and Sciences....	2,500,000
Medical School .....	1,500,000
College for Women .....	1,500,000
Hampton Institute .....	1,000,000
Tuskegee Institute .....	1,000,000

"The transfer to Tuskegee Institute and Hampton Institute are for the most part conditional upon their successfully completing their drive for \$5,000,000, now in progress, before December 31, 1925.

"In view of the fact that you are, nearly all of you, now stockholders of the Kodak Company owing to the action of myself and of the Kodak Company, and the further fact that this transaction includes the bulk of my remaining holdings in the Kodak Company, I deem it proper to inform you that it does not indicate in any way that I am about to retire from the direction of the company, or that my interest in its success is in any way lessened by the transaction. For some time past the accumulation of money personally has lost its importance to me and therefore my interest in the company has not been affected by the income from its shares.

"As time goes on I realize more clearly that I shall have to face the inevitable sooner or later and inasmuch as my major interest in life is to guard the continued success of the Kodak Company and the welfare of those whom I have brought together as its employees I have been shaping my plans accordingly. The distribution of stock to employees was one of the first of these plans. To make that stock more valuable every year depends largely upon you all, the humblest workman as well as the skilled experts. Things that are outside of your control might affect the stock temporarily, such as my death and the unexpected throwing upon the market of a large block of stock. One of the objects of this transaction that I am telling you about is to guard against the latter event, my stock being the last great block in existence, as the holdings of the other big owners, my old partners Strong and Walker, have been distributed without disturbance of the market.

"Another principal reason for this disposition of my stock at this time is that I desire to see the money put into action during my lifetime. About 60 per cent. of this particular money is to be spent in Rochester in undertakings which must largely inure to the benefit of Kodak employees and their descendants.

"Among the other plans that I have made and have been carrying out is provision for the management of the company in case of my death. For years I have been building up a staff of men who will be able to carry on the business in case of my death.



SUNDAY, JANUARY 11, 1920.

**EASTMAN 'MR. SMITH,'  
M. I. T.'S BENEFICTOR****Adds \$4,000,000 to Similar Sum  
Raised in Drive, Making His  
Gifts to Institute \$11,000,000.***Special to The New York Times.*

CAMBRIDGE, Mass., Jan. 10.—At tonight's dinner of the Alumni of the Massachusetts Institute of Technology to celebrate the success of the drive for a \$4,000,000 Endowment Fund, Morton L. Emerson, who conducted the drive, speaking for President MacLaurin, who is confined to his home by illness, announced that the "Mr. Smith," who has given millions to M. I. T. is George Eastman of Rochester, N. Y. The announcement was greeted by rousing cheers for Mr. Eastman.

The success of the drive for \$4,000,000 wins another \$4,000,000 promised by Mr. Eastman when the first \$4,000,000 had been raised, which Mr. Emerson, in the absence of Mr. Eastman, presented to the Tech authorities tonight. Tonight's gift makes Mr. Eastman's total gifts to

Tech \$11,000,000, all but \$300,000 having been given under the name "Mr. Smith." Mr. Eastman's first gift was \$2,500,000, in March, 1912, toward the proposed buildings; the second, \$1,000,000, while the buildings were under construction; the third, \$300,000, in June, 1910, for machinery for chemical engineering training; the fourth, \$2,500,000, in 1916; the fifth, \$300,000, toward equipment, and the sixth, \$400,000, toward the endowment.

George Eastman, inventor of the Kodak, was born in Onondaga County, N. Y., July 12, 1854. His father died when George was 6 years old. At 14 George became an office boy for an insurance concern. At 20 he was bookkeeper in a bank. Taking a liking to photography he secured a camera to use on his vacation and hired a photographer to teach him the wet plate process. At that time glass plates had to be used in the camera and each plate had to be sensitized in the field, making it necessary to use a silver bath and a dark tent to execute the delicate process of making plates capable of receiving the impression.

When the business of making dry plates showed signs of being overdone, Eastman brought out the roll film and the now famous Kodak was the result.

Mr. Eastman has never married, is Republican in politics, a man of quiet tastes and has contributed more than \$2,000,000 to the City of Rochester and its institutions.

Following is a list of Mr. Eastman's large contributions:

Massachusetts Institute of Technology, plus	\$10,000,000
Stock of Eastman Kodak Company to employees	6,000,000
Eastman School of Music	4,000,000
Rochester Dental Dispensary	1,500,000
National Association of Audubon Societies	2,000
Yerkes Observatory, University of Chicago	2,000
Musical instruments for public schools	15,000
Y. W. C. A. and Infants' Summer Hospital	25,000
Shelter for Children's Society	45,000
Rochester Friendly Home	50,000
Stevens Institute of Technology, Hoboken, N. J.	50,000
Science Building, University of Rochester	75,000
Homeopathic Hospital	75,000
Rochester Parks	100,000
University of Rochester Endowment Fund	100,000
Hahnemann Hospital	100,000
State and Municipal Research Bureau	162,000
War Relief	225,000
Red Cross of 1917	250,000
Y. M. C. A.	300,000
Tuskegee Institute	352,000
Mechanics Institute	375,000
For enlarging Rochester General Hospital	500,000
University of Rochester Fund for Women's College	500,000
War Chest of 1913, plus	500,000
Expenses of War Chest	100,000
Chamber of Commerce building	575,000
Addition to Chamber of Commerce building, estimated at	750,000
<b>Total</b>	<b>\$28,739,000</b>

**George Eastman Sixth on  
List of Largest Donors**

George Eastman's recent gifts of \$12,500,000, which increased his total donations to \$58,000,000, has put him sixth on the list of donors to principal endowments in this country during the past ten years, according to the following table published yesterday in the New York Times:

John D. Rockefeller	\$775,000,000
Andrew Carnegie	350,000,000
Cleveland Foundation (miscellaneous)	150,000,000
Henry C. Frick	85,000,000
Milton S. E. Hershey	60,000,000
George Eastman	58,000,000
James B. Duke	41,500,000
Mrs. Russell Sage	40,000,000
Henry Phipps	31,500,000
Benjamin Altman	29,000,000
John Stewart Kennedy	20,000,000
John W. Sterling	20,000,000
Edmund C. Converse	20,000,000
J. R. De Lamar	16,500,000
Mrs. Stephen V. Harkness	16,000,000
Augustus D. Juillard	15,000,000
Henry E. Huntington	15,000,000
George F. Baker	12,000,000
J. P. Morgan	10,000,000
Mrs. Elizabeth Milbank Anderson	10,000,000
Wm. J. and C. H. Mayo	8,000,000
Pierre S. and T. Coleman du Pont	8,000,000
J. Ogden Armour	6,000,000
George R. White	5,000,000
W. A. Wieboldt	4,500,000
August Hecksher	4,000,000
John Jacob Astor	4,000,000
Lotta Crabtree	4,000,000
<b>Total</b>	<b>\$1,629,000,000</b>

**MR. EASTMAN'S GIFTS TO DATE**

Dem-D 9-24

University of Rochester

School of Medicine.....\$ 6,177,000

School of Music (including Theater) 12,723,000

College of Liberal Arts and Sciences

Greater University drive..... 2,500,000

Eastman Laboratory building.... 78,500

Endowment fund (1913) ..... 500,000

Endowment fund (1919) ..... 100,000

College for Women..... 1,500,000

\$23,578,500

Rochester Dental Dispensary ..... 2,500,000

Massachusetts Institute of Technology..... 15,500,000

Stock of E. K. Co. to Employees

(Value at date of delivery July 1, 1924) about.... 9,000,000

Y. W. C. A. and Infants' Summer Hospital..... 25,000

\*Children's Society ..... 55,000

Stevens Institute of Technology..... 100,000

Homeopathic Hospital ..... 75,000

Rochester Parks ..... 104,350

Hahnemann Hospital ..... 100,000

State and Municipal Research Bureaus..... 333,050

War Relief ..... 225,000

Red Cross of 1917..... 250,000

Y. M. C. A. .... 340,000

\*\*Tuskegee Institute ..... 412,000

Mechanics Institute ..... 390,000

For Enlarging Rochester General Hospital..... 500,000

War Chest and Community Chest..... 1,725,000

Chamber of Commerce Building..... 590,000

Addition to C. of C. Building estimated at..... 750,000

\*Rochester Friendly Home ..... 50,000

\*\*Tuskegee Institute (additional gift)..... 1,000,000

Hampton Institute ..... 1,000,000

growth of an idea, which was put in any line, execution at the end of the Civil War. At one may by General Samuel Chapman Armstrong, General Armstrong believed that only through education could newly emancipated negro be lifted to citizenship in a democracy. Not education in general, but a type of training that would prepare negro youth of both sexes for the actual business of living.

**The Hampton-Tuskegee Idea.**

General Armstrong was the leader of colored troops in the Civil War. At the end of the conflict he became an agent of the newly established Freedmen's Bureau and took over the administration of the fifth subdivision of Virginia, covering ten counties, with headquarters at Hampton. He became responsible for 10,000 "human contrabands."

Their misery and helplessness made him decide to venture upon a unique experiment. In 1868 he founded Hampton Institute. His venture was so successful that in 1880 he was asked to recruit a man to direct a similar school at Tuskegee, Ala. He recommended Mr. T. Washington, who had been an indent and instructor at Hampton and was destined to become Armstrong's first great disciple.

Washington established Tuskegee Institute in 1881. He started the school in a room shanty, with fifteen pupils and a few instructors. Today Tuskegee students, about 125 buildings, acres of land.

which led to the founding of schools has become known as "Tuskegee Idea." "Train-tuskegee idea" is the keynote. The students are the keynote. The students are the keynote. The students are the keynote.

hen Governments fail to provide for the education of their colored people, the reason I select for the establishment of institutions of this kind is to cover certain kinds of education that I could get nowhere else. The best conditions it takes to run these institutions have been able to solve through the Tuskegee type of education. The reason for Mr. Eastman's gift to two schools. His remarkable ability to train young negroes to be community leaders. Teachers recall the history of Hampton and Tuskegee. The two institutions represent the best of the largest but



# Value of Mr. Eastman's Gifts Is Many Millions

Following is a list of some of George Eastman's gifts to Rochester and Rochester institutions:

- Dental Dispensary (representing an ultimate outlay of more than \$3,000,000.)
- Chamber of Commerce Building.
- Eastman Building, Mechanics Institute.
- Science Building, University of Rochester.
- Nurses' Home of Homeopathic Hospital.
- Shelter of Children's Society.
- Park at Monroe avenue and Culver road.
- Tract at Lake and Driving Park avenues.
- With Henry E. Durand, Eastman-Durand Park at lake-side.
- Bath house for soldiers, near New York Central station.
- \$500,000 for enlarging General Hospital.
- \$500,000 to University of Rochester for fund for Women's College.
- \$250,000 to Y. M. C. A. Building fund.
- \$50,000 to Friendly Home.
- \$50,000 to Hahnemann Hospital.
- \$500,000 to War Chest of 1918.
- \$250,000 to Red Cross in 1917.
- \$15,000 for musical instruments for use in public schools.

## EASTMAN TELLS WHY HE GAVE \$15,000,000 TO EDUCATION

Wants to Develop Rochester Along Broad Lines Strengthen Massachusetts "Tech." and Help Hampton-Tuskegee Solve Negro Problem

WHEN George Eastman, head of the Eastman Kodak Company, recently gave \$15,000,000 in the stock of his company to three educational causes, many people were curious to know why he had singled out the particular three from among the hundreds of worthy educational institutions in the country.

"The answer is easy," Mr. Eastman said to a friend who put the question to him. "In the first place, the progress of the world depends almost entirely upon education. Fortunately, the most permanent institutions of man are educational. They usually endure even

"These two institutions are no longer experiments. Through many years of trial they have proved their ability to turn out men and women who nearly always go back to their homes and serve as centres of influence for better living. The amount of work that these institutions have been able to do in proportion to their field is small. They need a lot more money than I have offered them and I hope that others will realize their importance and deal liberally with them. They have strong boards of trustees. This fact insures the wise expenditure of their money." Belief, then, that the American negro

# PHILANTHROPY UNDER A BUSHEL

## George Eastman, Kodak Manufacturer and Music Lover; Long Kept Big Gifts Secret

By WILLIAM L. CHENERY.

THE "Mysterious Mr. Smith" who gave so many millions to the "Boston Tech" has had abundant occasion to regret that his identity is no longer a secret. To his embarrassment, he has discovered that the way of a millionaire whose flair for philanthropy is known becomes hard. So long as any one of a few thousand millionaires might be suspected of whole-sale giving George Eastman of Rochester was safe. Now that he and the anonymous benefactor of the Massachusetts Institute of Technology are known to be one and the same, he has become quite aware of the perils which beset the paths of those pursued by the advocates of endless "worthy causes." Concealed giving, he is assured, is the condition of comfort.

But he has surrendered the protection of secrecy. In part, at least, this was done because of a desire to further one of his own important interests. How to enable the public to make the happiest use of leisure time is now Mr. Eastman's predominant preoccupation. Leisure from industry he sees as destined to occupy a large place in the lives of all who toil. But mere cessation of labor does not make happiness, in his view. Consequently, he is giving his money and himself to the furtherance of this cause close to his heart.

Mr. Eastman has lately been discovered as one of the principal American philanthropists. For years his fellow-townsmen have known of his bent toward beneficence, but the announcement of his gift of more than \$10,000,000 to the famous Massachusetts engineering school had all of the surprise of the climax of an O. Henry story, for many other rich men had been suspected of being the "angel" of the Massachusetts Institute. On one occasion at least the wife of a certain rich man had acknowledged her belief that her husband was the donor. Another time two multimillionaires of this city (New York) had dinner together in order to ascertain the identity of "Mr. Smith," each accusing the other of the benefaction. Both left the dinner table still certain that their "hunches" were well founded, and each is said to have entertained a profound respect for the bluffing powers of his companion.

### His Interest in Music.

The "Mysterious Mr. Smith" is best seen in his office, high in the tower he has erected in Rochester. The rolling plateau of northern New York stretches out toward Lake Ontario, framing interesting pictures of winter woods and snow-swept fields through his windows. The lake itself, seven miles away, is visible, particularly on a clear day when high winds stir up whitecaps. A fine sweep of open country greets the eye and stirs the imagination. It is a place par excellence for broad planning and generous conception. Architecture and land combine to do man service. Such are the surroundings which Mr. Eastman has chosen for himself.

It might be imagined that a man who is known to have given away more than \$25,000,000 in the last seven years would be at least reminiscently interested in making of his bequests. Mr. Eastman is not. For him, what has been done is a closed book. He is concerned chiefly with the future. At the present time music, ever an absorbing personal pleasure, is the tool he is using in his larger public plans. But he does not forget that music is only a means to an end.

That end arises from the very heart of the modern industrial system. Much work is admittedly dull and for most of the human race there is probably no reasonable hope of relief. Inherently a large part of the toil essential to existence is unpleasant. When most men were farmers or followers of simple handicrafts labor probably had the thrill of creation. But with the rise of large-scale production the test which comes from making something new or something whole was inevitably denied the great majority, who often have no understanding of the complete operation. It was for that reason that philosophers such as H. G. Wells, proposed at different times a conscription for labor in order that the disagreeable necessary tasks of the human race might be divided equitably among all classes. There are, of course, those who fancy that work in factories or mines may be made entertaining. Mr. Eastman, however, is not of that faith. Therefore he goes at the problem in another way.

"It is necessary for people to have an interest in life outside of the occupation," he said, tackling the subject which really arouses him.

"Work, a very great deal of work, is drudgery. When I was a young man I worked at a ledger eleven hours a day, totaling figures; by no magic could a performance such as that be made alluring. It was sheer work, unpleasant, but inescapable in civilization. The situation, I find, confronts a very large part of the population. I see no possible hope of getting away from this condition. Hours of employment were accordingly inevitably shortened, and as production increases—as it must increase—they must be still further shortened. This tendency follows from the irksome and wearing nature of industrial employment. Under certain conditions it has been suggested that people sing at their work, as they did in simpler times. I cannot imagine successful singing in a room full of screw machines. The nature of the industry is against it, consequently we face the fact that working hours are going to be shortened in order that people may live full and happy lives."

"What, however, is going to be done with the leisure thus obtained? I am not at all of the opinion that people have been ground down by industry. I do think that we have never created outside interests. Leisure is unfruitful because it is not used productively. We do not know how to use it fruitfully. Do not imagine that I am a reformer far from that. I am interested in music personally, and I am led thereby merely to want to share my pleasure with others."

"For a great many years I have been connected with musical organizations in Rochester. I have helped to support a symphony orchestra. Recurrently we have faced the fact that what was needed was a body of trained listeners quite as much as a body of competent performers. It is fairly easy to employ skillful musicians. It is impossible to buy an appreciation of music. Yet, without appreciation, without the presence of a large body of people who understand music and who get joy out of it, any attempt at developing the musical capacity of any city is doomed to failure. Because in Rochester we realize this, we have undertaken a scheme for building musical capacity on a large scale from childhood."

"The Eastman School of Music is already in the process of development, using as its nucleus the school maintained in connection with the University of Rochester. We now have under way plans for a large organization. Training from early childhood to virtuosity is to be developed. In the public schools the musical courses are offered under the direction of the municipal authorities. Instruments have been provided so that every child who has musical capacity may obtain musical training. Orchestras for the schools are under way."

### Music and the Movies.

"I do not imagine that music is going to occupy all of the leisure interests of people. I know that my own interests are varied. I am fond of athletics; I do not know of anything that I enjoy more than a good boxing match. All sorts of sports, recreations and diversions must be developed if we are to make full use of our leisure. In this field certainly it is not a case of righting old wrongs, but of creating something entirely new. Interests must be built up if we are to get the happiest use of leisure."

"Incidentally, in the pursuance of this ideal I should like to see Rochester become a great musical centre, known throughout the entire world. There is no reason to prevent this city from getting the sort of fame which comes from the possession of institutions which are foremost in developing gifted musicians and which are distinguished in the stimulation of the musical appreciation of the great body of citizens. At any rate that is the ambition to which I am now lending my energies."

### Some of His Gifts.

Mr. Eastman has given away sums to many different organizations. Among his more important donations are the following: The Massachusetts Institute of Technology, upward of \$10,000,000; stock of the Eastman Kodak Company to employees, \$5,000,000; Eastman School of Music, \$4,000,000; Rochester Dental Dispensary, \$1,500,000; National Association of Audubon Societies, \$2,000; Yerkes Observatory, \$3,000; musical instruments for public schools, \$15,000; Young Women's Christian Association and Infants' Summer Home, \$25,000; Rochester Friendly Home, \$50,000; Shelter of Children's Society, \$45,000; Stevens Institute of Technology, \$50,000;

University of Rochester, for Eastman School of Music, \$4,000,000; for general endowment, \$600,000, and for a science building, \$75,000; Homeopathic Hospital, \$75,000; Rochester parks, \$100,000; Hahnemann Hospital, \$100,000; State and Municipal Research Bureau, \$102,000; war relief, \$225,000; Red Cross, 1917, \$250,000; Young Men's Christian Association, \$200,000; Tuskegee Institute, \$382,000; The Mechanics Institute of Rochester, \$375,000; Rochester General Hospital, \$500,000; University of Rochester Fund for Women's College, \$500,000; The War Chest, 1918, \$200,000; expenses of War Chest, \$100,000; Chamber of Commerce Building, \$75,000; addition to Chamber of Commerce Building, \$750,000—a total of \$26,725,000.

Omitting the more than \$1,000,000 given for war relief and the \$6,000,000 given to the employees, Mr. Eastman's gifts seem to have two principal objects in view—practical education and the providing of the right things to occupy the leisure hours of the public. No doubt his experience at the head of a great institution requiring specialists in many lines has demonstrated to him the value of a technical education, and the still further value of that education when it is based upon a knowledge of the arts.

Mr. Eastman employs no committee or commission to handle his bequests. He takes a strong personal interest in each one, an interest so deep that one is led to believe that his real avocation is useful giving rather than music.

### Keeping the Secret.

The drama embodied in this "Mr. Smith's" career is a characteristic episode in contemporary America. The year of Lincoln's election George Eastman, a boy of 8, moved to Rochester with his widowed mother. By her zealous effort he was kept in school until he was 14, and then he began to work. Chance placed him in a bank, although experimental chemistry was his real interest. It was the day when the beginnings of practical scientific research were laying the foundations of great industrial developments. George Eastman, the bank clerk, bored incessantly by eleven hours' work, found the spirit to let his imagination play over the problems of the camera during leisure moments. He made inventions out of which films were developed, and so built the basis of the industry with which he has been identified.

As with many another inventor, his early days were filled with struggle. Residents of Rochester say that thirty-five years ago the man now known as their most prominent citizen was considered a crank. His extreme enthusiasm for his inventions seemed to put him outside the ranks of the sober-minded.

This story lacks one romantic phase

of a never-ending quest.





Hain News Service  
GEORGE EASTMAN

## TWO BENEFACTORS OF BOSTON "TECH"

THE two men whose portraits appear herewith have been jointly, and perhaps almost equally, responsible for the remarkable growth and development in late years of the Massachusetts Institute of Technology, familiarly called the Boston "Tech."

Dr. Richard C. MacLaurin, the President of the Institute, died on January 15 after a sudden attack of pneumonia, and while he was at the very height of his usefulness. From his early days the extension of technical education was his ambition and the object of his effort. It was due to his exertions and his remarkable executive ability that the Institute under his presidency has made such notable steps forward in reputation and efficiency. Dr. MacLaurin just before his death had carried to complete success a campaign for establishing a solid financial basis for the Institute.

In connection with the raising of this great endowment fund it was announced at a jubilee alumni dinner, held in New York City just before Dr. MacLaurin's

death, that the donor of exceedingly large sums of money given to the Institute from time to time in the past under the mysterious name of "Mr. Smith" was, in fact, Mr. George Eastman, of Rochester, known the world over as the manufacturer of the kodak, and sometimes called the "Kodak King." Altogether Mr. Eastman's donations to the Institute within the last eight years, and including the very considerable sum given to the present campaign, amount to \$11,000,000, a contribution extraordinary in amount and certain to be used to the fullest advantage. In the recent "drive" for a \$4,000,000 endowment fund, Mr. Eastman promised to give a second sum of \$4,000,000 the minute the first sum was raised, and promptly carried out the promise.

Few educational institutions have a more loyal or devoted body of alumni than Boston "Tech." The Institute is to be congratulated upon the public recognition of its achievement and upon having high on its honor roll the names of Richard MacLaurin and George Eastman.



(C) Bachrach

RICHARD C. MACLAURIN

## Eastman In Fifth Place Among Philanthropists Through Latest Gifts

Size Not To Be Ideal Towards Which Greater University Will Strive, Declares President Rush Rhee in Interview—No Departure From Traditional Policy. *James 89-29*

George Eastman's distribution yesterday of \$15,000,000 representing the bulk of his remaining holdings in the Eastman Kodak Company, places him in fifth place among the philanthropists of the country in amounts of money given to educational and philanthropic undertakings. The list of largest donors as compiled by the United Press follows:

John D. Rockefeller, \$575,000,000.  
Andrew Carnegie, \$350,000,000.  
Henry C. Frick, \$85,000,000.  
Milton S. Hershel, \$60,000,000.  
George Eastman, \$53,000,000.  
James B. Duke, \$41,500,000.  
Mrs. Russell Sage, \$40,000,000.  
Henry Phipps, \$31,650,000.  
Benjamin Altman, \$30,100,000.  
John Stewart Kennedy, \$30,000,000.  
John W. Sterling, \$20,000,000.  
George F. Baker, \$11,000,000.  
Mrs. Stephen V. Harkness, \$9,000,000.

With new education vistas opened by Mr. Eastman's gift of yesterday combined with the proceeds of the recent \$10,000,000 campaign, Dr. Rush Rhee, president of the University of Rochester plunged anew

today into the task of developing the university into one of "highest rank" in the country.

Dr. Rhee made it clear this morning that size was not the ideal which he or Mr. Eastman has in mind. Mr. Eastman made this clear in his interview of yesterday.

Dr. Rhee said this morning: "This is what we have in mind for the University. First, no departure from the traditional policy of the institution which has led to interest in quality of work rather than to the size of enrollment."

"Secondly, on the other hand a recognition of the fact that a considerable increase in the numbers is inevitable if the college is to serve the community and its constituency."

"Thirdly, the great significance of recent gifts of Mr. Eastman, the citizens of Rochester and the alumni is found in the fact that they will make it possible to give greater service while still preserving the traditional policy of emphasis on quality rather than magnitude of work."

Dr. Rhee explained that the Greater University, with the women's college on the old campus and



# Philanthropies Of Eastman Listed

Following are some of George Eastman's principal gifts to educational, medical, dental, civic and other fields in Rochester and elsewhere:

University of Rochester	Art Division	1,000,000
Massachusetts Institute of Technology		19,500,000
Tuskegee Institute		2,342,000
Hampton Institute		2,000,000
Rochester Institute of Technology		425,000
Stevens Institute of Technology		50,000
Eastman Visiting Professorship, Oxford		200,000
Waterville High School		50,000
Rochester Chamber of Commerce Building		1,350,000
Hospitals in Rochester		775,000
Various Rochester youth associations		375,000
Rochester Dental Dispensary		2,300,000
Dental Clinic, London		1,000,000
Dental Clinic, Rome		1,000,000
Dental Clinic, Paris		1,000,000
Dental Clinic, Stockholm		1,000,000
Dental Clinic, Brussels		1,000,000
Friendly Home		108,000
Society for the Prevention of Cruelty to Children Shelter		53,000
Rochester Community Home for Girls		50,000
Rochester Community Chest		150,000
People's Rescue Mission		25,000
Family Welfare Society of Rochester		50,000
Rochester Parks		100,000
Municipal Bureau of Research		300,000

## Valentine Hails Eastman's Benefactions

Dr. Alan Valentine, president of the University of Rochester, in announcing the establishment of George Eastman House Inc., world cultural photographic center, today paid tribute to the late Mr. Eastman and his works.

"No memorial could express more appropriately the respect and gratitude we feel toward George Eastman, and no finer use could be made of the home he created and built than this new institute honoring the greatest single benefactor of the University of Rochester and the city," Valentine said.

"It will we hope, make George Eastman House a cultural center for Rochester and far beyond and a center of those photographic arts of which he was the chief creator," Valentine continued. "Under this plan, the house should be a living, active, constantly developing cultural force carrying forward the very arts which Mr. Eastman in his lifetime so notably advanced



100 members of the Chamber of Commerce, the new Hopkinson portrait of George Eastman was unveiled at the Chamber last night with a brief by impressive ceremony.

Dr. Rush Rhees, president of the University of Rochester, made the speech at the unveiling. Edward G. Miner introduced Dr. Rhees and told briefly of the chain of events that led to the painting of the portrait and its permanent installation in the lounge of the Chamber.

Dr. Rhees paid tribute to Thomas A. Edison and his invention of the incandescent light which is being observed all over the nation this week as Light's Golden Jubilee. Mr. Edison's inventions, he said, have brought manifold benefits to all mankind.

#### Happy Circumstance

"It is a happy circumstance," he continued, "that at this time, we

whose permanent contributions to our city, in the form of beautiful and stately buildings serving many purposes, are all about us."

Back of it all, Dr. Rhees said, is the knowledge that the little enterprise inaugurated in this city slightly more than 40 years ago has grown until now it not only is a world-wide influence for pleasure and recreation, but has been the medium through which a constant stream of wealth has poured into this community. He pointed out that the whole city has benefitted from the Eastman products and that especially, there are thousands of employees of the Kodak Company who have been given an opportunity by Mr. Eastman to become partners in his enterprise and to profit enormously from its ever-growing success.

Dr. Rhees reviewed Mr. Eastman's benefactions to the city, in-

cluding his contributions to health through the dental dispensary and the medical school, his lavish gifts to advanced education and his gifts to the furtherance of love and appreciation of music as exemplified in the gift of the School of Music. That last-named institution, he said, was given with the one great aim that multitudes might find for themselves that music offers satisfaction, enjoyment and recreation for times of leisure.

"The gift was made," Dr. Rhees said, "in the realization that the proper utilization of leisure hours will offer an increasingly difficult problem for the future, as the hours of labor become shorter."

With all his benefactions, Mr. Eastman has been so modest and so unwilling to appear in the limelight that it was only with great difficulty that the Chamber's committee persuaded him to sit for the portrait, Dr. Rhees said.



# Wish to See Benefits from His Gifts During Lifetime Inspired Mr. Eastman's Act

Mr. Eastman yesterday made the following statement in further explanation of his announcement made public yesterday morning:

"One of the reasons why I welcome this disposition of my Kodak stock is that it separates me from money making for myself and will give me the benefit of a somewhat more detached position in respect to human affairs. I look forward with interest to finding out how much the changed conditions will affect my slant on current affairs.

"A friend of mine who had advanced knowledge of this transaction asked me why I selected these four institutions as the beneficiaries of this distribution. The answer was easy. In the first place the progress of the world depends almost entirely upon education. Fortunately the most permanent institutions of man are educational. They usually endure even when governments fall: hence the selection of educational institutions. The reason that I selected a limited number of institutions was because I wanted to cover certain kinds of education and felt that I could get results with the institutions named quicker and more directly than if the money was spread. Under the best conditions it takes considerable time, sometimes years, to develop the wise expenditure of money in any line, no matter how well prepared one may be. I am now upwards of seventy years old and feel that I would like to see results from this money within the natural term of my remaining years.

The Massachusetts Institute of Technology is the greatest school of its kind in the world. It has an eminent faculty of scientific men, a splendid body of students and alumni, a great equipment, and an outstanding board of directors to determine its policies; it is all prepared to begin to make use of these additional funds.

"Almost the entire attention of educators has been thus far devoted to the white race but we have more than 10 per cent. negro population in the United States, most of whom are densely ignorant. They constitute what is known as the negro problem. The only hope of the negro race and the settlement of this problem is through proper education of the Hampton-Tuskegee type, which is directed almost wholly toward making them useful citizens through education on industrial lines. These two institutions are no longer experiments. Though many years of trial they have proved their ability to turn out men and women who mostly go back to their homes and serve as centers of influence for better living. The amount of work that these institutions have been able to do in proportion to their field is small. They need

a lot more money than I have offered them and I hope that others will realize their importance and deal liberally with them. They have strong boards of trustees. This fact insures the wise expenditure of their money.

"As to Rochester, the town in which I am interested above all others, we are all set now to develop our University on the broadest lines and make it one of the outstanding universities of the country. By that I do not mean one of the largest but one of the highest rank in all of the fields which it has entered. The citizens of Rochester have never shown any inclination to 'lie down' on any great civic enterprise, or to 'let others do it.' This, I suppose, is one of the reasons that has actuated the General Education Board and other friends of the University outside of Rochester to aid in large undertakings for the University here. But for the fine response of our citizens in the recent University campaign I should certainly not have allotted to the University of Rochester so large a proportion of the properties which I am now distributing.

"Rochester is well started on its way toward being the finest city in the world to live in and bring up families. As a place to earn and spend money, to maintain health, to obtain education and recreation, it stands unrivaled. All I can see that it needs now among the fundamental is a civic center and a modern system of municipal government. Its present system is not up to date. For years we have enjoyed about the best administration which can be obtained under this system. The system is irredeemably handicapped because appointments to key positions have to be made for political considerations. It must be obvious, on this account if on no other, that the administration of city affairs cannot compare in efficiency with the administration of the great industries in which appointments are made for merit only. Only of these fundamental improvements which I have alluded to can probably be carried out without much if any cost to the taxpayers, and the other can be made the means of saving a great deal of money in carrying on the city's business."

Total Gift To U. Of R. \$25,401,525;  
Boston T. h Donations \$15,000,000

(Continued From Page 1.)

city in the world to live in, but he listed at its principal shortcomings the lack of a "civic center," now under consideration by the municipal administration, and a "modern system of city government," by which it is generally believed, he endorsed the City Manager Plan. In his interview this morning he said:

"One of the reasons why I welcome this disposition of my Kodak stock is that it separates me from money making for myself and will give me the benefit of a somewhat more detached position in respect to human affairs. I look forward with interest to finding out how much the changed conditions will affect my views on current events.

"A friend of mine who had advanced knowledge of this transaction asked me why I selected these four institutions as the beneficiaries of this distribution. The answer was easy. In the first place the progress of the world depends almost entirely upon education. Fortunately the most permanent institutions of man are educational. They usually endure even when governments fall; hence the selection of educational institutions. The reason that I selected a limited number of institutions was because I wanted to cover certain kinds of education and felt that I could get results with the institutions named quicker and more directly than if the money was spread. Under the best conditions it takes considerable time, sometimes years, to develop the wise expenditure of money in any line, no matter how well prepared one may be. I am now upwards of 70 years old and feel that I would like to see results from this money within the natural term of my remaining years.

"The Massachusetts Institute of Technology is the greatest school of its kind in the world. It has an eminent faculty of scientific men, a splendid body of students and alumni, a great equipment, and an outstanding board of directors to determine its policies; it is all prepared to begin to make use of these additional funds.

"Almost the entire attention of educators has been thus far devoted to the white race but we have more than 10 per cent. negro population in the United States, most of whom are densely ignorant. They constitute what is known as the negro problem. The only hope of the negro race and the settlement of this problem is through proper education of the Hampton-Tuskegee type,

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# EASTMAN EMBARKS ON A NEW ADVENTURE

By SAMUEL McCOY

AT the age of 70 George Eastman finds himself on the threshold of a new life—a spiritual adventure unique in the career of Americans who have amassed great wealth. Wither it will lead him or what philosophy it will develop he cannot tell. To quote his own words on entering upon the new life, he is going to give himself "the benefit of a somewhat more detached position in respect to human affairs."

For Mr. Eastman the days of money-making are over. He has toiled for fifty-six years—since he was 14. He has rolled up a fortune and built up a great industry—the Eastman Kodak Company. He has given away more than \$58,000,000, capping his philanthropies the other day with a gift of \$15,000,000 for educational purposes. Now he intends to stand by in the spirit of detachment and watch the results of his philanthropy develop.

What manner of man is George Eastman? What in his past life foreshadowed this extraordinary climax? What brought him success? What was his mainspring? He told me frankly that he doesn't know. He has been working so steadily that he has not had time to gauge himself. He is going to find out.

He told me, though not in so many words, that he is about to develop a new negative in his photographic dark-room. Remember, he is an amateur photographer. "Amateur—one who loves" the work. He has been that all his life. This time the plate that he is going to try to develop is his own soul. It has been exposed to the lights and shadows of the world for seventy years. Now he wants to find out what is printed on it. He doesn't know. No one knows. The supreme experiment!

## Miracle of the Chemicals

You shut yourself in a dark-room and place the kodak film in a shallow tray, in a bath of chemicals and rock it gently. Presently, over the gray surface of the film steals a tracery of lights and shadows. Mysteriously it takes shape. Out of the

## Gives Away His Wealth and Seeks Broader Life in Watching Benefits of Philanthropy

He told me so himself. He told me, not only in his words, but in his silences. He has expressive silences. He would probably be surprised if you told him how much he said in thirty seconds of silence.

The day after the announcement that Mr. Eastman had given \$15,000,000 more for educational purposes he said he welcomed the opportunity of making the gift because it "would give him the benefit"—him, mind you, not some one else—"of a somewhat more detached position in respect to human affairs." That position, obviously, was now worth more to him than \$15,000,000.

He is half sorry now that he said that out loud. Not because he doesn't believe in it thoroughly; but

definite statements. But he insisted, with a charming stubbornness, that his precise words must not be quoted. You must accept the assertion that what is written here emanates from an inarticulate mystic, the shy person who lives in George Eastman.

Although one calls him "shy," do not get the impression that there is anything weak in that shyness. The line of his lips is firm, as befits a man who successfully manages a business of enormous proportions. His eyes, back of his rimless glasses, are keen.

When he says "No," he means "No."

And he has a quick and ready sense of humor. He doesn't mind if the joke is on himself. He

philosophy. Perhaps that's because he can't. Perhaps it's because he is tongue-tied in that respect. But I prefer to believe it's because he feels too deeply on such matters and keeps his own sanctuary."

Now consider the evidence of his life. Between George Eastman and his mother, Maria Kilbourn Eastman, existed the most important relation of his life. His father died when he was 7. His mother kept the boy in school until he was 14. At 14 he found a job as an office boy at \$3 a week. Out of that first year's earnings, \$156, he saved \$37.50. By the time he was 25 he had saved \$2,500. His mother helped him do that. Those were grim days for the little family. But their

great eagerness. He has given the money with which to found a school of music, he has maintained a philharmonic orchestra at great expense, built a splendid theatre for Rochester in which concerts are given, and he attends a concert at every opportunity. But even this is not all. He maintains a string quintet of musicians who play for him whenever he is at home. Sometimes he invites friends to hear these concerts and sometimes he has the quintet play for him in the mornings before he goes to his office.

And all this while he remains, as he stoutly insisted in spite of my skepticism, unable to carry a tune.

Where shall one look for an explanation of this extraordinary devotion to music on the part of a man who seems almost deaf to rhythm and melody? The answer lies, I think, in his shyness, and in a desire, a fierce desire, for spiritual companionship.

He listens. He listens to the divine and wordless speech. He cannot get his fill of listening. Deep within, deeper than those nerves which take the facile impressions of melody and beat, something stirs in answer. It is not music; it is a universal and freshening force, bathing and energizing him whom it caresses.

George Eastman's business in life thus far has been to make things, not to make words. But he once said this:

"One may consider his business as primarily a making of things, or one may set up an ideal and consider those things which he makes only as steps toward an ideal."

Then he added his definition of an ideal. He called it: "A definite object which can never be reached."

He said also:

"To be successful, a business must have continuity."

And he added:

"Continuity depends upon broad policies that are wrought out of experience. Of these policies, the most important is an idea rather than a thing."

And he said this:

"There is always a fork to every road."

## Chart of a Man's Journey

When one considers the man himself, and not the tangible products of his factories, the man himself and not his wealth, these sentences of his form the chart of a soul's journey. Others will go along the same roads. The last sentence lights up the adventure of human exploration into the unknown. The first sentence is as easily transferred from the world of things to the world of character.

From another of these sayings, too, one gets George Eastman's answer to the question: "How shall one pilot a soul?" He answers that the course must have continuity; and that continuity depends upon truths wrought out of experience.

The man who has worked with the intensity with which George Eastman has worked for fifty years is entitled to receive, at 70, leisure in which to ponder upon the soul's experiences and its future course. What are the truths to be wrought out of this long pilgrimage? They are still to be expressed! And perhaps they may never be.

"Why has George Eastman given away nearly \$60,000,000?" Isn't it because he is eager to discover basic truths? There will be continuity in that journey. At the first, and through bitter years, he struggled to evolve a material thing which would record with delicate sensitivity the seen world; then he found music and hears it speaking its mysterious language that cannot be interpreted again; and now he releases himself for a newer and stranger experiment.

"The mixture of discovery and of extending constitutes the thrilling adventure of business," he once said. The adventure of the soul, which now proposes for himself, must be more thrilling still.



George Eastman.

From a Portrait by Louis Betts, Which Hangs in the Corridor of the Eastman School of Music, Rochester, N. Y.

because it gave the public a glimpse into his innermost soul. And he has never believed in revealing himself to anybody.

I wish you might have met him, as I did. He is a shy man. He doesn't talk about himself. He would rather be shot than talk about himself. Just remember that for seven years the public did not know the mysterious "Mr. Smith" who during that time had given more than \$11,000,000 to the Massachusetts Institute of Technology.

So it was that he came shyly out of his own office into the adjoining room, where I was. He hesitated at the door. He pretended to adjust a picture hanging there. He looked over his shoulder as he did so. He was silent. He certainly did not intend to be the first to speak. He would have sidled out of the room as timidly as he entered it if he had not forced himself, with an obvious resolution, to remain for a courteous period. He talked with his silences. Mr. Eastman did talk and make

chuckled, bubbled, at once when I repeated to him a good-humored jest coined about him. He likes good stories, enjoys people and is a generous host in that great mansion of his. He's thoroughly human. But he does not talk even to his most intimate friends about his spiritual questionings.

## Keeps His Own Counsel

"George Eastman never discusses his deep personal feelings with any one, not even his most intimate friends," said one who knows him. "He doesn't go to church often but he does have a deeply religious nature. His acts show that, his face shows that. He numbers leading clergymen among his close friends, but although you might think that he would discuss his spiritual beliefs with them I doubt very much if he does. That's one thing he won't talk about. His physician is an intimate friend of his, too, but I'm sure that George Eastman doesn't talk even with him about his personal

hardships knit them together the closer. George Eastman, recognizing what she had done for him, loved his mother with a passionate tenderness. He never married. For fifty-three years, until her death in 1907, at the age of 83, they were together.

You may walk around and around that fact—fifty-three years of devotion between mother and son—and from whatever angle you contemplate it you will draw a store of profound significance. In his silences, he speaks of her. Can a man who has known such an intimacy put his religion into words?

Then, shortly after her death, began the second great communion in George Eastman's life. It was with music. He listened. George Eastman knows nothing about music, in the ordinary sense. He cannot read music. He does not play any instrument. He cannot even hum an air. More, he cannot even tell one composition from another.

And yet he listens to music, demands music, yearns for music, with



# SCHOOL BUY STOCK AT HALF MARKET PRICE

CONTINUED FROM PAGE 26  
but in the neighborhood of \$30,000,000 and perhaps more.

**Life Devoted to Service.**  
In making the final disposal of his fortune, Mr. Eastman has joined the ranks of those many American business men like John D. Rockefeller and Andrew Carnegie not only devote a lifetime to bringing some article of service or value within the reach of our whole people but also devote their profits from such service to further public service.

"We often hear the present day America spoken of as commercial and compared unfavorably with other places and times. I know of many times in which it has been customary to seek power and leadership through service to a class or a king, but I know of no other time except the present where the recognized road to success and fame is through serving the masses best, or of any other place where this is as true as it is in America to-day. Moreover, the fact that such a gift of an entire great fortune to public service is no longer regarded as startling, the fact that we have come to take it as a matter of course that our rich men as a class should devote at least considerable portions of their private fortunes to public welfare, seems to me to indicate the development here in America of a general point of view in regard to social relationships and responsibilities which marks an epoch making step forward in human progress.

"Mr. Eastman has divided this last gift among three different objects, his home town University of Rochester, the Massachusetts Institute of Technology, and negro education.

"This, again, I think is very significant.

## Learns of Work for Negro.

"Mr. Eastman had long been familiar in a general way with the work of these two institutions for negro education and had long been a contributor to them. When the present Hampton-Tuskegee campaign to raise \$5,000,000 endowment was initiated, an opportunity was offered for Mr. Eastman to make a more thorough study of this work than he had done previously, with the result that he has placed these two institutions with the two others as warranting his maximum support.

"There are many instances in history in which an alien minority race and a majority race have lived side by side. We recently have heard a great deal, during and following the war, of the rights of a minority race for a chance for development, and the Treaty of Versailles is full of provisions to enforce the respect for such rights, but I know of no other case except here in America where a preponderant majority race has not voluntarily extended the rights of minority race but has reached out to help that minority take advantage of its rights.

"The present gift of \$2,000,000, which, when all the terms have been complied with, will amount to perhaps double that sum, is by far the largest single contribution that has ever been made to negro education. This gift follows the recent pledge of the General Education Board of \$1,000,000 and is dependent on the raising of an additional five million dollars, including this \$1,000,000. It means that between \$7,000,000 and \$9,000,000 will ultimately be made available for this work. But perhaps fully as important as the gift itself is the reason why Hampton and Tuskegee were so prominently included in Mr. Eastman's last benefaction. On this point Mr. Eastman himself said:

## Sees Education Need.

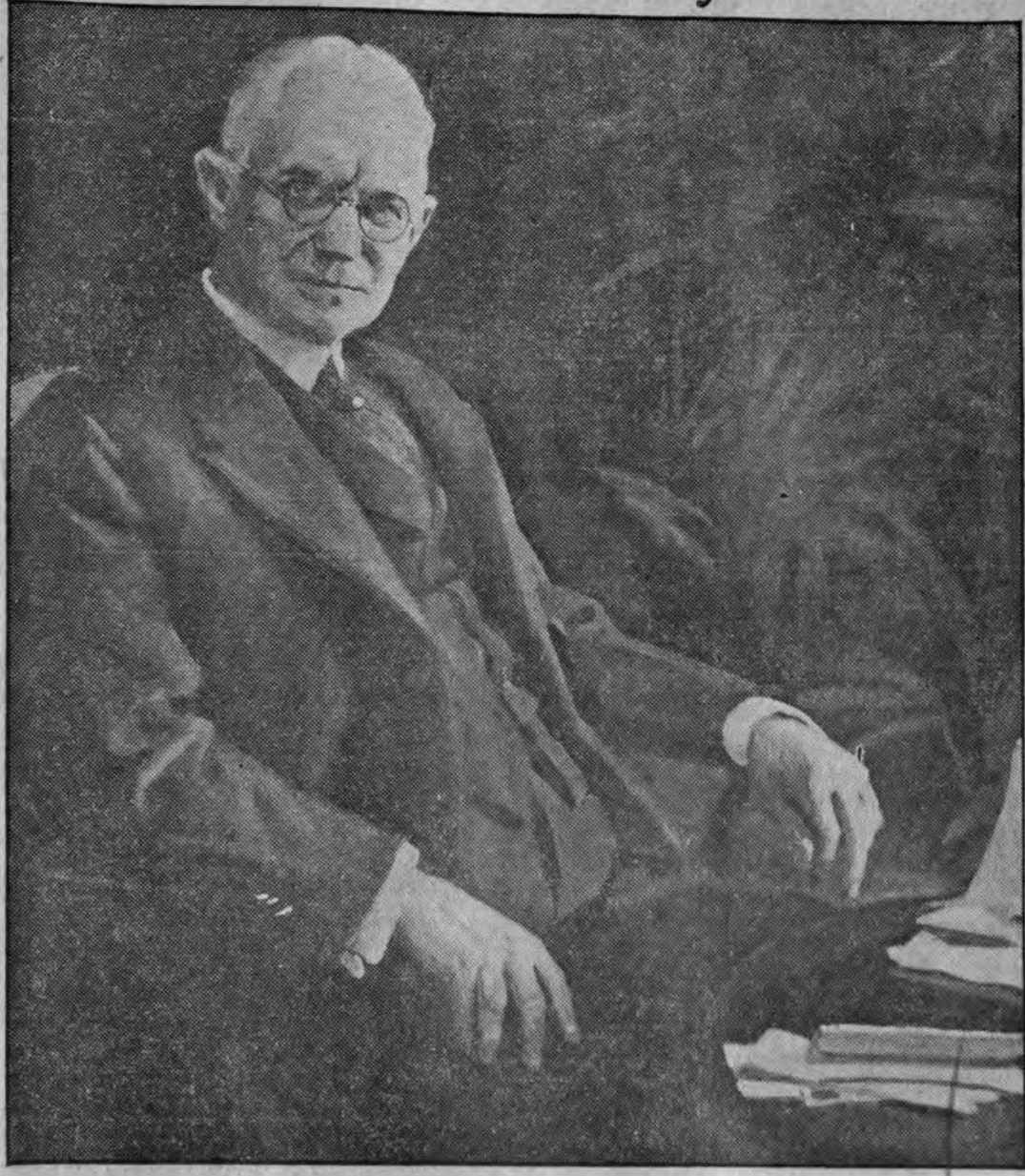
"Almost the entire attention of educators has been donated thus far to the white race, but we have more than 10 per cent. Negro population in the United States, most of whom are densely ignorant. They constitute what is known as the negro problem. The only hope of the negro race and the settlement of this problem is through proper education of the Hampton-Tuskegee type, which is directed almost wholly toward making them useful citizens through education on industrial lines. These two institutions are no longer experiments. Through many years of trial they have proved their ability to turn out men and women who mostly go back to their homes and serve as centers of influence for better living. The amount of work that these institutions have been able to do in proportion to their field is small. They need a lot more than I have offered them and I hope that others will realize their importance and deal liberally with them. They have strong boards of trustees. This fact insures the wise expenditure of their money."

Continuing, Mr. Kelsey said: "Speaking for the present Hampton-Tuskegee campaign, I want to state that one of its main objects which we consider to be fully as important as obtaining the endowment, is to inform the public of the work of these institutions. Educators and students of American social problems already appreciate it. It has been said that no other two educational institutions in the world have received so much scrutiny or praise from the world's leading educators as Hampton and Tuskegee. Every President of the United States from Grant to Coolidge has actively supported their policies and efforts. Three Presidents of the United States have served as trustees of these institutions. Chief Justice Taft has stated that the Hampton-Tuskegee idea offers the only adequate solution of our negro problem.

"Our major interest at the present time is to bring the general public to an appreciation of these facts. I think the most important fact in connection with the Eastman gift is that it was made as a result not of learning about Hampton and Tuskegee work but of his learning more thoroughly about it.

"We believe that if through the present campaign, every public spirited man of Mr. Eastman's type could also come to a very full realization of the work these two institutions are doing, the happy solution of the negro problem would be assured."

# Portrait of George Eastman Is Unveiled in an Impressive Ceremony at Chamber



Portrait of George Eastman painted by Charles Hopkinson and unveiled last evening at the Chamber of Commerce.

**'Without Peer, Our Foremost Citizen,' Tribute  
Paid Subject of Picture by Dr. Rhees;  
Many Benefactions Reviewed**

By C. Dehn, Jr.  
By JOSEPH R. MALONE

# STOCK AT HALF MARKET PRICE

**Amount of Gifts Difference  
Between \$50 a Share  
and \$111 Value.**

DC DK-24  
**GENEROSITY PRAISED**

**Giving Fortune for Education  
Declared to Mark Epoch  
in Human Progress.**

Statements of New York brokers that the recently announced gifts of \$15,000,000 made by George Eastman to educational institutions really amount to about twice that sum are based on a misunderstanding of the method of giving, Mr. Eastman said last evening.

The Kodak stock turned over to the schools was not given outright, he said, but was sold for about half its actual value. The difference between the cost to the beneficiaries and the actual market value represents the total of Mr. Eastman's gifts.

Clarence H. Kelsey, chairman of the Hampton-Tuskegee Endowment fund, said Tuesday that Mr. Eastman's gifts of \$15,000,000 in the stock of the Eastman Kodak Company to four schools—the University of Rochester, the Massachusetts Institute of Technology, Hampton Institute, and Tuskegee Institute—in reality total more than \$30,000,000. Mr. Kelsey said the contributions were made in stock on the basis of \$50 a share, while the stock is selling on the market at \$111 a share. Therefore, the beneficiary institutions, according to Mr. Kelsey, would gain \$30,000,000, and perhaps more when they meet the conditions prescribed by Mr. Eastman.

## Stock Sold at Half Price.

Mr. Eastman declared last evening that it is perfectly true that the four schools eventually will be able to hold \$30,000,000 worth of Kodak securities. At the same time, he pointed out, they will have paid for this stock about \$15,000,000, the difference between the price paid by the schools and the market price, making up the sum of the gifts.

In commenting on Mr. Eastman's gifts, Kelsey made the following statement: "This gift to education just announced by George Eastman, seems to me very important from a number of points of view. From Mr. Eastman's statement in connection it appears that with this gift he has now turned over substantial part of his great fortune to public service. According to newspaper reports the total is at least \$50,000,000, but this is believed to be very much less than the actual amount. For instance, the latest contributions are placed at \$15,000,000. As a matter of fact that consist of the sale at the rate of \$50 a share of stock worth on the market to-day \$111 a share. When, therefore, the conditions prescribed by Mr. Eastman have been met by the beneficiary institutions they will gain through the gift, not \$15,000,000

CONTINUED ON PAGE 31

## His Greatest Ambition

"The committee is to be congratulated," he said, "that Mr. Eastman yielded to the insistent desire of the committee, so that future generations, as they move about Rochester and see the many monuments to his public spirit, may have an opportunity to know what this lover of Rochester looked like, in those happy days, fortunately still with us, when he walked our streets and took part in our enterprises with us.

"How often have we heard him say that his great ambition was to see Rochester the finest city in the world in which people could bring up families and rear children," said Dr. Rhees.

The speaker continued that all Mr. Eastman's gifts in Rochester were designed to further this great ambition of his life. He described the portrait as "a marvelously true and worthy representation of the face of him we are all proud to call our friend and whom we all hail as without peer, our foremost citizen."

The portrait is permanently installed in a panel between two pillars at the east end of the lounge. It was painted by Charles Sydney Hopkinson of Boston, noted portraitist. In it Mr. Eastman is seated beside a table bearing letters and papers. A suggestion of a smile lights the face.

## Committee on Task

Mr. Miner explained that the Chamber membership for a long time had desired to have a portrait of Mr. Eastman and that the demand finally crystallized in the appointment of a committee consisting of Albert B. Eastwood, James E. Gleason, Henry W. Morgan and George W. Todd to carry the task to completion. With the assistance of Roland B. Woodward, secretary of the Chamber, and Herman Russell, then president, Mr. Eastman finally was induced to sit for the portrait, and after many artists had been canvassed, Mr. Hopkinson was engaged to paint it. Miss Gertrude Herdle, director of the Memorial Art Gallery, gave of her time and experience in the work. Mr. Morgan, Mr. Miner said, was indefatigable in working on arrangements for placing the portrait and had the able assistance of Frank Taylor and L. K. Franke of the Industrial Sales Department of the Rochester Gas & Electric Corporation, in the effective and beautiful lighting of the portrait.







# EASTMAN AND HIS PARTY TO SAIL DEC. 14 ON AFRICAN TRIP

Dec 14 Dec 6'27

Kodak Manufacturer To  
Embark on Berengaria  
for Nile Headwaters—  
Will Retrace Route Fol-  
lowed by Kitchener.

By Paul Benton.

When the Cunard liner Berengaria pulls out of New York Dec. 14, George Eastman and Dr. Albert D. Kaiser of Rochester and others of Mr. Eastman's party will be on board, headed for the elephant country of Uganda, near the headwaters of the Nile.

Before they return to Rochester, sometime in March or April, they will have bagged, if lucky, a tusker or so and covered the route followed by one of the most romantic military expeditions of modern times—that of Lord Kitchener, then Sir Herbert Kitchener, against the Kalifa, lord of Khartoum and Omdurman.

Arriving in Cherbourg Dec. 21, Mr. Eastman and his party will leave Paris Dec. 28, after spending Christmas Day in the French capital, and arrive at Genoa, Italy, on the following day. On Dec. 29 they will leave Genoa on the S. S. Italia and arrive at Alexandria Jan. 2, passing New Year's Day at sea. The party will reach Cairo Jan. 4 and leave there Jan. 8, arriving at Khartoum Jan. 12.

Leaving the railroad at this point they will travel by special steamer up the Nile, starting Jan. 13 and arrive at Rejaf on the upper Nile on Jan. 28. The following day they will leave Rejaf and, abandoning the river steamer as a mode of travel, take to motors with Arua, Uganda, as their objective. They expect to reach Arua about Feb. 1 or 2.

## Good Sport Certain.

The itinerary of the motor trip takes the party from Arua, where they will leave, the fates and African indolence willing, at 7:30 a. m. and arrive at Aba, a rest station, at 4:30 p. m.

The following morning they will leave Aba at 8 o'clock and arrive at Faradje at 9:30 o'clock. Leaving here at 10:30 o'clock they expect to reach Watsa at 4 p. m. Here Mr. Eastman will be taken through some mining properties.

The next morning they will leave Watsa at 8 o'clock and arrive at Aru, on the frontier of the Belgian Congo, at 4:30 p. m. The following day they will leave at 8 a. m. and reach Arua by nightfall.

As to the itinerary of the trip after reaching Arua, Mr. Eastman said today that he had no idea.

"It is in the hands of my friends in Africa. We shall pass six days at Arua and then strike into the elephant country and use the time at our disposal there."

Replying to a wish that he might have good sport, Mr. Eastman said:

"Well, we hardly hope to get a big bull elephant. That would be very lucky indeed. But we'll get some good sport anyway. We could, of course, make certain of a bull if we had a longer period to pass in the elephant country, but I'm not expecting too much in the time at our disposal."

The return trip will be made down the Nile, retracing the steps taken coming in.

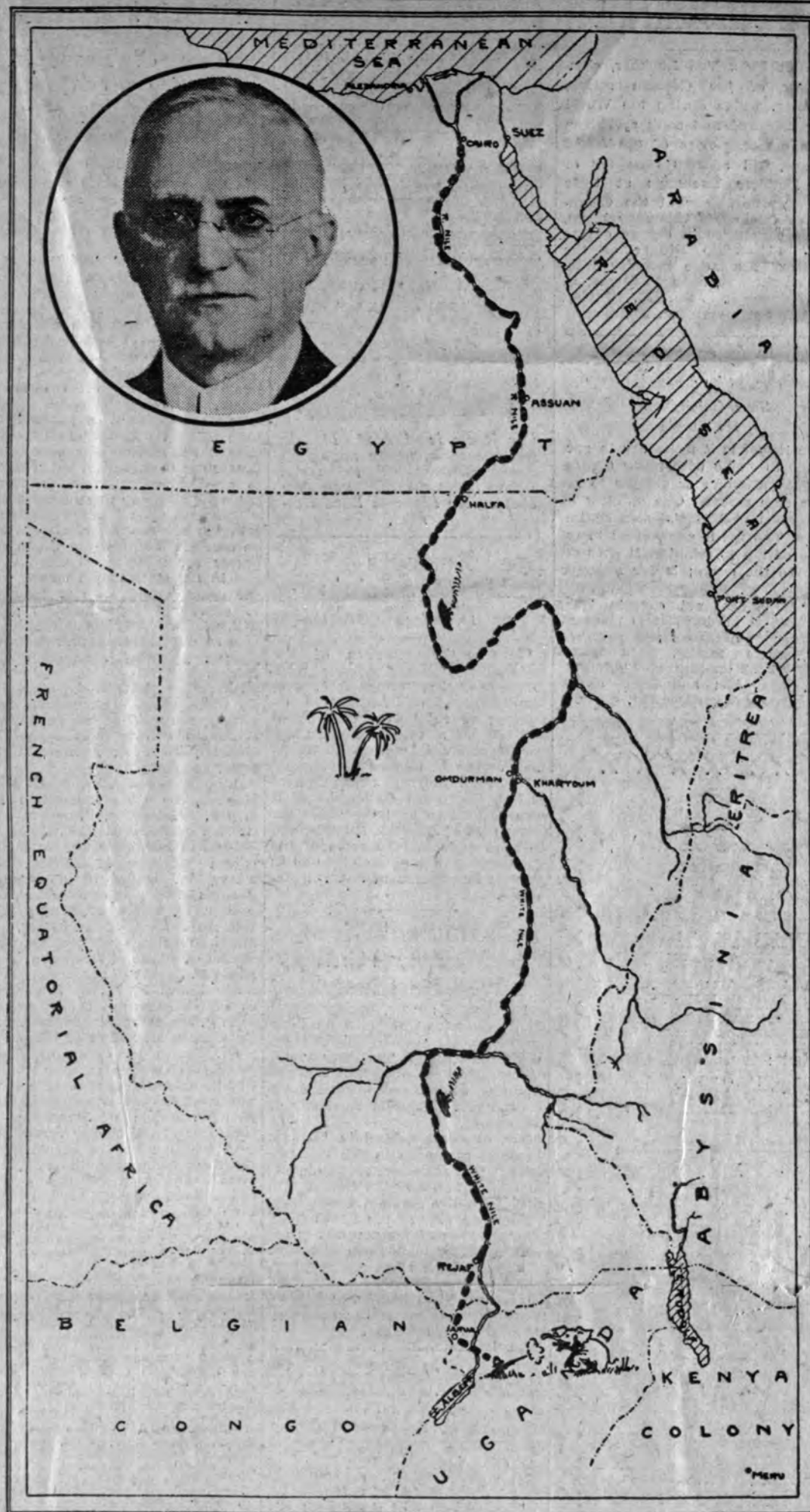
Scenes that are as famous in recent Anglo-Egyptian history as Gettysburg is in American history will be passed by the Eastman party on their trip. In 1898 the British government, fully awakened after ten years of delay to the menace of the Kalifa, son of the Madhi, founder of a Mohammedan sect of unusual fanaticism, launched a final campaign against him under the leadership of Sir Herbert Kitchener.

Kitchener pushed his advance along with a railroad which was built along the Nile. Mile by mile the British railroad advanced and the Anglo-Egyptian army advanced with it. The British, with their British-trained Egyptian and Sudanese troops, first met the dervishes (as the Kalifa's followers were called) at the battle of the River Atbara, a tributary of the Nile, and completely defeated them.

The British advance continued slowly and relentlessly until on the battlefield of Omdurman, near Khartoum, the Dervish capital, the power of the savage Kalifa was broken forever and nearly twenty thousand of his bravest warriors died beneath the fire of the unbreakable British and Egyptian squares.

This battle brought civilization and order to the Sudan, and had it not been fought nearly thirty years ago it is probable that Mr. Eastman's itinerary would have been somewhat different.

## Retracing Kitchener's Historic Route



George Eastman and Dr. Albert D. Kaiser of Rochester will travel over the path of one of the most romantic military expeditions of modern times to reach the elephant country at the headwaters of the Nile on their projected hunting trip. Dotted lines show the route which will be taken by Mr. Eastman's party from Cairo into the interior and which is the identical line followed by Lord Kitchener in his expedition against the dervishes. Inset shows Mr. Eastman.



# Boston Artist's Portrait of George Eastman To Be Hung in Chamber Lounge

*RVF Rochester*  
Eastman, George  
Rochester Public Library  
54 Court St.  
Painted on Commission from Committee of  
Chamber Members Formed Year Ago; To  
Be Presented Next Wednesday  
*Oct 10 1929*

A new portrait of George Eastman has been completed by Charles Sydney Hopkinson, of Boston, noted portrait painter, and will be hung in the lounge of the Rochester Chamber of Commerce. The presentation will take place next Wednesday evening, and invitations have been extended to all Chamber members. The presentation is to be informal and is to take place at 8:30 o'clock.

Critics who have viewed the portrait say it is "a superlative likeness and recording of character." The portrait was painted in Mr. Eastman's East Avenue home. He has had his portrait painted on two past occasions, once by Louis Betts of New York City, whose finished work now hangs in the Eastman School of Music building, and once by Sir Philip de Laszlo, Hungarian portraitist, whose work is in the Massachusetts Institute of Technology building in Boston. This third and latest portrait is said to excel all the others. In it Mr. Eastman sits easily and informally beside a table bearing papers and letters. The expression upon his face is a combination of an executive's penetrating insight with the more personal qualities. A suggestion of a smile lights the face and there is no hint of austerity or severity.

## Committee Formed Year Ago

More than a year ago the Chamber took the first move toward securing the portrait. Acting on the theory that Rochester should have a portrait of its chief bene-

factor that would set forth in a prominent place for the people of the present and for generations to come a true recording of the man who played a greater role in the development of the civic, industrial and cultural aspects of the community than any other, a committee was named to carry the project to a successful completion.

With Edward G. Miner as its head, the committee persuaded Mr. Eastman to sit for the portrait, and procured for the work Mr. Hopkinson, conceded to be one of the leading portraitists of the day. Members of the Portrait Committee are: Albert B. Eastwood, James E. Gleason, Henry W. Morgan, George W. Todd. Herman Russell, former chamber president and Roland B. Woodward, executive vice-president, have acted as members ex officio, and Dr. Rush Rhees, president of the University of Rochester, and Miss Gertrude Herdle, director of Memorial Art Gallery, as counsellors.

Those well versed in art state that the composition achieved by Mr. Hopkinson is an unusually

Continued on Page 18

Exposition, in 1901; bronze medal at the St. Louis Exposition, in 1904; second prize at the Worcester Museum, in 1902 and 1905; Beck gold medal at the Pennsylvania Academy of Fine Arts, in 1915, and many others. He is represented in the following permanent collections: Rhode Island School of Design, Harvard University, collection of war portraits done for the National Museum in Washington, National Gallery of Art, Brown University, and Radcliffe College.

# NEW PORTRAIT OF EASTMAN TO GO TO CHAMBER

*R. 22 Oct 10 1929*  
Work of Noted Artist To  
Be Presented Wednesday—Will Be Hung in  
Lounge Room.

A portrait of George Eastman, recently completed by Charles Sydney Hopkinson of Boston, noted painter, will be presented informally to the Chamber of Commerce next Wednesday at 8:30 p. m. and will be hung in the lounge room.

Painted in Mr. Eastman's East Avenue home, the work is declared by critics a "superlative likeness and recording of character." On two previous occasions Mr. Eastman has had his portrait made, once by Sir Philip de Laszlo, Hungarian artist, whose work is in the Massachusetts Institute of Technology at Boston, and once by Louis Betts of New York, whose canvas is in the Eastman School of Music Building.

Mr. Hopkinson's conception is said to be superior to the others. It shows Mr. Eastman sitting informally beside a table bearing papers and letters.

More than a year ago, the Chamber named a committee to provide for this portrait. Edward G. Miner was chairman.

Members of the Portrait Committee are: Albert B. Eastwood, James E. Gleason, Henry W. Morgan, George W. Todd. Herman Russell, former chamber president and Roland B. Woodward, executive vice-president, have acted as members ex officio, and Dr. Rush Rhees, president of the University of Rochester, and Miss Gertrude Herdle, director of Memorial Art Gallery, as counsellors.

# EASTMAN GETS HONOR AWARD

*Roch 5 our 2nd Oct 29*  
WASHINGTON, Oct. 7.—George Eastman was awarded the year's Dental Survey Medal today by unanimous vote of the seventy-first annual convention of the American Dental Association.

The honor was accorded Mr. Eastman in recognition for his benefactions in the interest of preventive dentistry.

Dental dispensaries have been established by Mr. Eastman, according to the association's report, in London and Rome as well as in Rochester. The medal will be accepted by Dr. Harvey J. Burkhart, director of the Rochester Dental Dispensary, in Mr. Eastman's behalf on Wednesday.

"Because of the far reaching effect of his interest in the field of preventive dentistry," read the association's citation, "we feel that the developments during the past year make his contributions of outstanding importance in this field."

The sessions are being attended by 15,000 dentists and members of allied professions.



# Portrait to Be Presented

Continued from Page 17

happy one. Mr. Eastman appears well to the left of the center of the canvas. The strongest light appears on the face and particularly on the forehead. The figure is outlined against the folds of a curtain background, the hues of which are deep, dark, and rich. Green palm leaves form the upper right background.

## Detail Well Executed

There is a unity and harmony of tone and color to please the most exacting of critics. It is done in quiet, cool colors—grays, blues, and greens—offset by the warmer background and the faint glimpses of a reddish rug in one corner.

The artist's handling invites detailed and short-range inspection. It is interesting, for example, to note his execution of the whites in such a way as to give actual texture to the letters and papers on the table as contrasted with the cuffs, and the hair. The manner in which lights play upon the forehead and hands gains for the portrait almost sculptural solidity.

Mr. Hopkinson was chosen for the commission after the most careful thought on the part of the Chamber Committee. He represents a rare balance between conservatism in art and the less academic schools. He has been a pupil of the Art Students League of New York, of Aman-Jean, Denman Ross, and Carl G. Cutler. He is a member of such honorary societies as the Boston Art Club, Boston Watercolor Club, Society of American Artists, National Association of Portrait Painters, Concord Art Association, Boston Society of Watercolor Painters. Mr. Hopkinson has won among other awards: The Bronze Medal of the Pan American Exposition, in 1901; bronze medal at the St. Louis Exposition, in 1904; second prize at the Worcester Museum, in 1902 and 1905; Beck gold medal at the Pennsylvania Academy of Fine Arts, in 1915, and many others. He is represented in the following permanent collections: Rhode Island School of Design, Harvard University, collection of war portraits done for the National Museum in Washington, National Gallery of Art, Brown University, and Radcliffe College.



# U. S. DENTISTS BESTOW MEDAL UPON EASTMAN

*Rochester Public Library*  
His Work Outstanding in  
Stimulating Interest in  
Preventive Field, Amer-  
ican Assn. Decides.

*Special to The Times-Union*  
Washington—With the opening  
here today of the seventy-first  
annual convention of the American  
Dental Association, it was an-  
nounced that the year's Dental  
Survey Medal be awarded to  
George Eastman, Rochester phil-  
anthropist, whose work in the  
opinion of the association has been  
the most outstanding in stimu-  
lating interest in preventive  
dentistry.

Dental dispensaries have been  
established by Mr. Eastman in  
London and Rome as well as in  
Rochester. On Wednesday, it was  
announced, the medal will be ac-  
cepted on behalf of Mr. Eastman  
by Dr. Harvey J. Burkhart, direc-  
tor of the Rochester Dental Dis-  
pensary.

The association's citation reads  
in part as follows:

"Because of the far-reaching ef-  
fect of his interest in the field of  
preventive dentistry, we feel that  
the developments during the past  
year make his contributions of out-  
standing importance in the field."

Approximately 15,000 dentists and  
members of allied profession are  
in attendance at the sessions which  
are being held in various hotels  
about the city.

## Lowes of Harvard First Eastman Oxford Professor

*Oct 27 1930*  
Swarthmore, Pa., Oct. 30—(AP)—  
President Frank Aydelotte of  
Swarthmore College, American sec-  
retary to the Rhodes Trustees, an-  
nounced today that Prof. John L.  
Lowes of Harvard will be the first  
George Eastman visiting professor  
to the University of Oxford. Pro-  
fessor Lowes will lecture at Oxford  
during the academic year 1930-31.  
His appointment was officially an-  
nounced in the Oxford University  
Gazette today.

The George Eastman visiting  
professorship was established last  
year by George Eastman of Roch-  
ester, by a gift of \$200,000 to the  
American trust fund for Oxford  
University, maintained by the as-  
sociation of American Rhodes  
Scholars.

Regulations of the professorship  
provide that the holder shall be an  
American eminent in any branch  
of research or university study.

Elections to the professorship are  
made by a board representative of  
the University of Oxford and the  
Association of American Rhodes  
Scholars. The term of appointment  
may be from one to five years, with  
the possibility of re-election. The  
professorship is attached to Balliol  
College.

Professor Lowes has been pro-  
fessor of English at Harvard since  
1918, and was dean of the graduate  
school of arts and science 1924-25.  
He will lecture at Oxford in the  
Honour School of English Lan-  
guage and Literature.

## HUNTER WRITES BIOGRAPHY OF MR. EASTMAN

*Rochester Public Library*  
Carl Ackerman's Work Said  
To Be Revelation of Early  
Life of Kodak Inventor

*Oct 27 1930*  
A biography of George Eastman,  
written by Mr. Eastman's personal  
friend, Carl W. Ackerman, big game  
hunter and author, to be published  
in the Spring by the Houghton  
Mifflin Company of Boston, the  
publishers say, will tell an intimate  
and hitherto story of Mr. East-  
man's early life and struggles, and  
will be exceedingly thorough.

In preparation for this blog-  
raphy, Mr. Ackerman has examined  
more than one hundred thousand  
letters and documents concerning  
Mr. Eastman, covering the period  
from 1886 to 1929.

"Most people know Mr. Eastman  
was a poor boy who invented the  
Kodak, became wealthy, and gave  
away millions—but that is all,"  
say the publishers. The back-  
ground of Mr. Eastman's life, which  
is touched with certain elements of  
drama, will be related in the biog-  
raphy.

Friends of Mr. Eastman who  
have read the book in manuscript,  
say they are astonished at its  
revelations of phases of Mr. East-  
man's life that they never knew  
anything about.

Mr. Eastman is at present out  
of the city, and will not return  
for two weeks.



