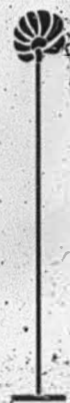




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ROCHESTER

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The COMMON GOOD

AN INDEPENDENT MAGAZINE OF CIVIC AND SOCIAL REFORM IN ROCHESTER

PUBLICITY IS EDUCATION. EDUCATION IS PREVENTION.

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Art In Relation to Rochester's Industries

By Anna Page Scott

Part 2

(3) How does the University complete the circle of opportunity for Art development which is open to the youths of Rochester? By protecting and advancing the interests of the Memorial Gallery, which through the character of its exhibitions and lectures is destined to elevate and sustain the cause of Art in the city and abroad. The Memorial Gallery, which stands in the spacious campus of the University, has proved within less than six months, that it is a center of aesthetic culture, and a source of true inspiration for all Rochester. The students, the workmen in the neighboring factories, the pedestrians who daily pass by, cannot help being affected by the silent influence of this gem of architecture; it is a great gift to the city, this Memorial to one who was himself a lover of the beautiful and a designer of fine buildings. The highly cultural effect of the exhibitions and lectures upon hosts of young people who will gather there for inspiration and study, will show itself in the higher aims of the citizens of the future, and will crystallize in various beautiful forms.

When the boys and girls have grown to manhood and womanhood, and the time of their active service, as creators and supporters of Art begins, what do they find in the city? Industrial activities which will employ all their skill, if there is co-operation between the Industries and the Schools. But the support and encouragement supplied by co-operation is needed. For example, Rochester has extensive lithographic houses, which offer a rich field to the artist who makes designs in line and color; but does the average consumer, whose demand creates the supply, ask for superior designs,—the merchant who employs posters in advertising,—the farmer who stamps his produce with a special label, when he ships it to the market; the publisher whose books and pamphlets and pictures should all be works of Art?

Why is Germany so far in advance of us in its lithography? Because its artists and craftsmen have had training in schools of applied art and industry, and its public has had access to the art galleries and municipal museums for many generations. All this

has borne fruit, as illustrated in its lithography. When Art, practiced with us, becomes a fundamental part of, and spontaneous expression of the common life, our public, like theirs, will demand beauty; and the consumer will call for the work, which artists and artist-craftsmen are to-day waiting to furnish.

One of the delights of the early spring time, shared by thousands of people throughout the country, is the annual arrival of the catalogues sent out by such nursery-men and seeds-men as Ellwanger and Barry, — Vick Bros., and others in the city who have helped to beautify Rochester and its environs. To produce these catalogues, often beautiful in color, it is necessary to employ the work of both artist and lithographer. The Mechanic's Institute is fitting students for this form of commercial advertising. It is a case in point, where a strong alliance might be formed between the school and industry, the creator and supporter.

One of the up to date methods employed by the large establishments manufacturing clothing, such as Adler Bros., Stein Block & Co. and others, is that of calling the purchasing public's attention to their products with skillfully designed posters, often beautiful in color, bearing the name of the mercantile firm. These posters give an opportunity for creative work to many an artist and artist-artisan.

Do the graduates of the schools receive the encouragement and support they need to enter this field of industrial art? Is there co-operation in the home town?

The retail merchants employ colored plates showing the latest modes, by which means they advertise and place their materials attractively before the purchaser. Dressmakers also use these plates and fashion designs to interest their customers.

Dressmaking design, taught in the Mechanic's Institute, offers a fertile field to wage-earners with an artistic bent of mind, and it is one that sadly needs able recruits. The first Art training in this line of work, should begin with children in the primary grades who delight to design and color paper dolls and their clothing. It to establish the high standard of work that this Department of the Institute should attain... Then may we look for efficient dressmakers, trained in design, with a sense of line, color and form; then skilled forewomen and foremen will be graduated to take charge of the large dressmaking and clothing departments in factories and mercantile shops, and who knows when a rival of Parquin may rise from the ranks?

Rochester is far famed as "The Home of the Kodak." Its cameras are used for advertising purposes in almost every branch of modern industry; they record the results of experiments made in laboratories devoted to the advancement of science; they are employed in the interests of Art, and are also a great source of recreation. Photography gives us the latest model in automobiles, the Parisian models, the prize dog, this years Salon pictures, and the newest germ discovered by medical science. How much more telling the advertisement, how much more forcibly the picture story drives home, when it is arranged and taken by one who thoroughly understands the law of composition in Art! Do the photographic plants through co-operation encourage the schools to train students for this class of work?

There are important furniture manufactories in Rochester; this is one form of industry which in its very inception is dependent upon design. It requires skillful craftsmanship and a knowledge of the principles of design, to make kitchen chairs strong and beautiful, as well as to fashion chairs for more formal and aesthetic purposes.

Are the foremen who superintend this work trained in the theory of design? Do the directors who control the policy of these factories realize what co-operation with the schools would do for them, and for those young craftsmen whose only need is opportunity to do creative work?

Let us take, for example, as an illustration of successful co-operation in trade, a mercantile house doing a large business in Rochester. How has it gained its prosperity? Not alone through the business sagacity of its managers, but by the united efforts of the citizens who have co-operated to make trade flourish in their town. Owing to these fortunate conditions, its business has so increased it has outgrown its old quarters. To meet the expansion of trade, it must put up a new building. Do the directors of this mercantile house seek their architect abroad, or with a fine sense of obligation to the city of their success, with a commendable civic spirit, do they search for him among the architects who were graduated from the city schools, and by so doing, develop Art in their home town? The erection of such a building to serve the purposes of a great mercantile plant, would mean employment not alone to engineers, and masons, and joiners, but to all those craftsmen upon whose work the architects' achievement so largely depends; the designers in iron and copper and brass; the wood carvers; the potters who mould the clay for both practical and aesthetic purposes; and the designers in stained-glass. This would encourage and develop expert labor in the city, for which we have been accustomed to look to foreign workmen. Many of our boys and girls in the schools of the city to-day, are dormant craftsmen, who need but the training of hand and brain to rouse and develop their creative powers. They would build up the arts and industries that are the foundation necessarily to the development of a great city.

When Frederick Law Olmstead laid out the plans for Rochester's superb park system, he roused the public to a sense of beauty, and paved the way for the very able body of younger landscape architects, who are doing field work in the city to-day. While once it was only the larger municipal jobs which gave occupation to the men engaged in this work, to-day parking of private grounds is almost universally employed. This engaging profession which brings one in close contact with nature, is dependent upon a knowledge of design for its success. A course in landscape architecture should be made a branch of the Department of Architecture in the Mechanic's Institute, and take its work in science in the University.

What endless opportunities await the producer and consumer who pull together!

Every mercantile house should employ clerks who by their knowledge of the practical and aesthetic value of the things of trade, are able to assist purchasers in making color combinations, in the selection of rugs, carpets, crockery, furniture, jewelry, and the like. A training in "Household Art and Design" is invaluable to those who serve in this capacity.

The field open to the decorator has unlimited scope; it embraces both domestic and civic life, and utilizes the products of Art and Industry. The decorator beautifies homes, schools and churches, and directs industrial and historic pageants. This profession rests for its foundation upon a thorough training in design. In one form which relates it to Industry, it has produced a group of specialists known as Window Trimmers. It is their business to dress the windows of shops so ingeniously, that they will hold the attention of the would be purchaser and passerby. In order to do this, they must keep in close touch with all the departments of the houses they serve, and have a thorough knowledge of the goods they arrange in graceful lines, or group in color harmonies in the windows. Who has not crossed the street to look at the window pictures of Sibley, Lindsay & Curr, where the waxen faced "Summer Girl" now displays charming diaphanous fabrics, or to see the ostrich plumes in McCurdy & Robinson's window, and the ostrich, which does not hide its head in the sand.

Do not believe that the merchant is the only one who profits by this form of advertisement.

Back of Eastwood's window in some factory or shop, are the men and women who guide the machines which cut the leather and shape the last. They too look with interest and pride on the finished product which the window trimmer has shown so advantageously, with boys and girls, who view the boots and shoes for tennis, and for coasting, and dainty women who pause to regard the silken hose and graceful slippers. Both up and down Main street, and around the corners, are the florists windows, which charm the public with their beauty; and almost rivals to these in color are the little shops with windows piled high with fruit, which our Greek and Italian citizens know so well how to arrange. Then there are the grocery shops, the drug and hardware shops, and the jewelry and book shops, where luxuries and necessities are artfully displayed. All these, and the changing procession of men, women and children, go to make the "moving picture show" of our streets. What possibilities in educating the public lie with the window trimmers! What opportunities for the wide-awake student of design, to ally Art and Industry!

Americans to-day are studying European methods in Industry. Utilitarians are striving to gain a maximum of output, with a minimum of waste, but why confine this to commercial interests, and permit the human waste that goes on around us all the time?

In Rochester's boys and girls it possesses the potency of all attainment. Will the city help to rightly develop its wealth?

The absorbing game of our individual interests in the desire "to get rich quick," tends to make us forget that "all things work together for good." Industry co-operating with Art, would produce far more humanizing conditions and greater happiness than could exist without their allied efforts. Not only would the industrial worker find employment, and recognition of its abilities, but the artist and craftsmen would secure a monetary recognition, as well as an opportunity for fuller development, by which Rochester would become a center of Art, as well as of Industry.

How a City Can Help the Housekeeper

By Lacy Haynes

The business of Kansas City, Kans., is conducted by a commission of five men on a business basis, thanks largely to the votes of the women of Kansas and their interest in civic affairs. As a result of this management, the municipal light and water plants are in the hands of L. H. Chapman. The question of how many votes he could control did not enter into his selection for the place by his four fellow commissioners when a vacancy was created last October by the resignation of J. A. Cable, who became a member of the state public utilities commission. Mr. Chapman was chosen because of his knowledge of electricity and his expert skill as a mechanic, and he manages the plant in the interests of the city.

A week after the new commissioner had received his office he came home late at night from a trip to the plant. He was overhauling it, and he had found a condition which an ordinary politician would not have been likely to see or would have made no attempt to remedy. The chief energy of the plant was being used for making electricity for lighting. The big majority of lights in any city burn only at night, but the dynamos worked in the daytime supplying current for the few. The current was available and it belonged to the people. Mr. Chapman puzzled over the problem and discussed it with his wife.

"Why can't you let the women cook with it?" Mrs. Chapman asked.

"They can't pay 6 cents a kilowatt hour for the current for cooking purposes so long as the natural gas holds out," was the reply.

"That is just it," she retorted. "Suppose the gas gets as low as it was last winter—and the gas people say it will be worse—what are people going to do that don't have extra coal or wood stoves?"

"But we've got to take the cost into consideration," said the commissioner. "If electricity is ever used for cooking, it must be at a practical rate for the average home owner."

"Why don't you cut the rate for cooking?" was the next advice. "You say the current is there, that it belongs to the people and they ought to have it. And I don't know that you would have to cut the rate so much at that, judging from my own experience with an electric plate during the last three years."

The next day Mr. Chapman entered his office pondering over his wife's suggestions. He consulted several electrical engineers. They argued and discussed prices until noon. From the fact that at six o'clock in the evening the use of current was only 80 per cent of the maximum when the lights were on, and as most of the cooking for the evening meal would be done by that time, it was believed that current could be sold for cooking at 3 cents a kilowatt hour and give a fair margin of profit. When the conference was over Mr. Chapman sent for the reporters.

"You may announce, if it interests you, that Kansas City, Kans., is going to have practical experiments in cooking by electricity," Mr. Chapman said. "I am going to put ten different electrical cooking devices in as many homes where the housewives do their own cooking. The meters will be tested by our men and readings kept of the exact cost of cooking each article of food and the

number of persons served. If the experiments are successful, electricity for cooking and heating purposes will be supplied at a special rate of 3 cents a kilowatt hour."

An hour after the decision to test the practicability of giving cheap electricity to the people for cooking, the stoves were ordered. F. E. Williams, a city electrical engineer, was placed in charge of the cooking tests, with instructions to teach the housewives how to use the current.

Mrs. C. W. Green, wife of the Mayor, made her tests on a cylindrical-shaped fireless electrical cooker. The stove is 24 inches high, with a steel jacket and an air space and asbestos between the outer and inner linings. The current is automatically fed into the coils and is regulated by the temperature within. By this arrangement no meal can burn if forgotten by a busy housewife. There are three persons in Mrs. Green's family. Three dinners were cooked with this cooker with 2 2-3 kilowatt hours of electric current, at a cost of 8 cents.

In the home of Mrs. L. C. Pensinger another type of fireless cooker was used. It is a square stove-like appliance that stands on short legs. Its outside skin is sheet steel. Dead air space lined with asbestos to retain the heat in the cooker is between the inner and outer linings, and in the bottom is a disc plate that generates the heat. Two pans with tight covers fit in one above the other, and a lid fits so closely over the whole that it is air-tight. It will bake bread, boil, roast and cook. After the things to be cooked are put into the pans and covered, the electricity is turned on for thirty minutes to start the cooking. Then the current is turned off and the food is allowed to stand in the tightly closed cooker for two hours. The food continues to cook by the retained heat.

A test in the Pensinger home under conditions prescribed by Mr. Williams and carefully noted by him, was started at noon on Saturday, and ended at 7 o'clock on the next Friday night. There are five members of the Pensinger family, and all their meals for the week, except the pastry, were cooked in the fireless cooker, and, in addition, it was used for heating the irons for the family ironing. The cooker used exactly 6½ kilowatt hours of electricity, which at 3 cents a kilowatt hour amounted to 19½ cents.

Other women found their tests equally gratifying, whether made on bake ovens, hot plates or ranges. Mrs. Arthur Armitage cooked in a small bake oven a pan of biscuits at a cost of a cent for electricity, baked six medium-sized potatoes for one cent, a two-pound meat roast for two cents and a two-pound loaf of corn bread for one cent. Mrs. Armitage also has a hot plate for frying. During the test she cooked all but two meals for herself and her husband for a week, besides ironing for three hours, at a cost of 73½ cents, about 10 cents a day.

Mr. Williams has kept tabulated records of the cost of operating the various stoves. He has figured out exactly the cost of cooking each article of food, and prepared a list, dividing the cookers into three classes. The experiments show the cost of using the various electrical cooking utensils to prepare the meals for a family of four or five persons as follows:

Fireless cooker, 3 to five cents a day.

Bake oven only, 5 to 8 cents a day.

Open hot plates only, 8 to 12 cents a day.

"The ideal electric cooker," Mr. Williams says, "would be a range with two open hot plates, a fireless cooker of two compartments and an oven. It ought to be operated at a cost of about 7 cents a day."

When the last cooking tests had been made, and Mr. Chapman was convinced of the feasibility of the plan to cook by electricity and to compete with gas with a 3-cent rate per kilowatt hour, he decided to hold an electrical display. Seventeen firms sent demonstrators to explain electrical devices for housekeeping. The show was held in the auditorium of the City Hall and continued for four days. Practical demonstrations in cooking, washing, sweeping and ironing were given. Approximately 10,000 persons, at least two-thirds of whom were women, attended.

The light commissioner watched as closely as any curious citizen the sentiment of the public. He saw at once that the people were pleased with the tests made. He was glad, but not surprised, and not satisfied. He wanted to know what prevented every housewife from having her electric stove, sweeper, iron, washing machine or any other similar articles for making her work easier. He went around among the crowd. Not being a politician or a frequent candidate for office he was in many cases not recognized. He saw the people involuntarily draw back at the prices of the various stoves and cookers and necessary utensils. The exhibitors continued to talk merits, not price, the prices being from \$12 for a small back oven to \$150 for a well-equipped range.

The drawback to the plan of giving the people use of all the current supplied by the municipal plant had been found. How to eliminate that obstacle was now the problem. Mr. Chapman was familiar with the large profits in electrical equipment, varying from 30 to 50 per cent.

"Why not eliminate that profit?" he asked the other four commissioners, whom he had called together to talk it over, after explaining the situation. "We can establish a municipal sales department," he continued, "and sell these things at almost half these prices. The people own this power, and we should give them the means to use it by selling it to them at a reasonable figure."

"Do you men realize that the 4,000 homes connected with the city plant use about 20,000 light globes each year?" he proceeded. "And at the rate we are making connections now, more than 1,000 new customers will be connected annually. These will use 20,000 more globes to start and in replacing during the year, a total of 40,000 light globes. If we open this sales department, we can sell these at a saving of \$5,000 a year to the people. And the profit on them is not large compared to that on stoves and other electrical devices for the home."

In the basement at the City Hall were rooms suited for just such a municipal store, with no expense other than the hire of a storekeeper and clerks in proportion to business done. Mr. Chapman pointed out that the city could buy the goods on consignments and turn them over to the patrons of the department without investing a cent. The other commissioners approved the plan; the legal department gave it an O. K., and Kansas City, Kans., has begun to operate the first municipal store of its kind in the country. It is conducted at a margin of profit sufficient to cover any breakage in handling goods.

Each of the ten persons who tested the electric stoves has purchased one for her own use; eight of them are of the types used by Mrs. Green and Mrs. Pensinger. Several other persons have also purchased stoves. The light rate of the municipal plant is 6 cents a kilowatt hour. The special 3-cent rate for other domestic uses is kept recorded by a special meter installed in each home that uses a cooker. On alternate days an engineer from the municipal plant visits each home using a cooker to give instructions in cooking with the least amount of current.

Kansas City, Kans., completed its light plant and turned on the first municipal electric current November 18, 1912. The total bond issue was \$550,000, of which amount \$125,000 remains unexpended. The plant is self-supporting, paying all operating expenses, providing a sinking fund to pay off the interest and principal of the bonds, and with the present extensions completed, the commissioner says, it will provide a fund for taking care of regular extension work. The light rate in the city prior to municipal ownership of the plant was 10 cents a kilowatt hour.—*The American City*.



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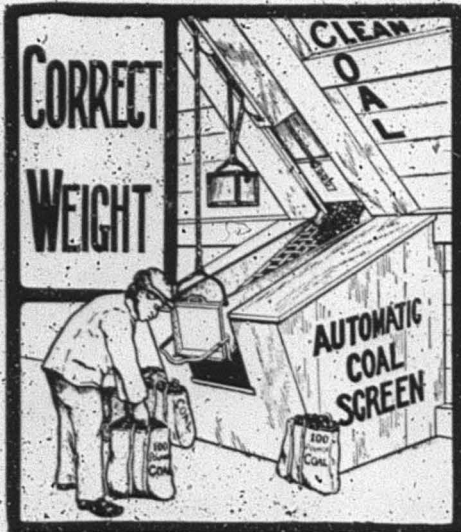
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Women Should Mind Their Own Business

By Edward J. Ward

Adviser of the Civic and Social Center Development of the University of Wisconsin.

Women should devote all their energies to the duties of their own sphere. Surely Mrs. Pankhurst and Colonel Roosevelt could agree on this proposition.

Women should not invade the realm of men's activities. That seems axiomatic.

Men should be willing to give up their own work to help bear the burdens which belong to women's realm. What gentleman will dissent from this?

In order to see clearly what the proper respective spheres of men and women are, we must turn back to the simple conditions of primitive living among the American aborigines, for instance. There we see two sorts of work fairly well divided. There we can see woman engaged in her proper sphere, and man busy with his characteristic activities. And we can answer the question: what is woman's sphere? The woman is engaged in grinding corn or other grains, preparing food, plaiting baskets, molding pottery, preparing wool and weaving blankets, drawing and fetching water, caring for and educating the children, ordering the care of the camp or village, transporting the burdens when the camp is moved—in short, in all the useful industries and arts of the primitive Indian.

And what was man's characteristic sphere? War and killing other animals with some minor avocations such as gambling between times—but mostly war.

Here we have the respective spheres of men and women, easily seen in the simple primitive division.

With the process of invention and discovery there have come great changes in the methods used to carry on the activities of women's sphere. For instance, instead of the little stone hand mortar and pestle with which the primitive woman ground corn, we have the gigantic roller mills; instead of the earthen jar in which she carried water, we have the municipal water system; instead of the primitive method by which she, with or without the aid of a horse, transported the burdens, we have this work of hers done by means of freight and express trains and vans and automobiles, and so on through practically all of the lines of women's sphere. There has been an equally great enlargement of the work which was hers in caring for, keeping well-ordered, clean and comfortable the camp or village. With the increasing aggregation of people into the modern city and State, this phase of woman's work has grown tremendously.

And great changes have come also in the proper historic sphere of men's activities. Instead of the simple bow and arrow or tomahawk with which the primitive man could hurt people, there have been developed artificial volcanoes and various forms of hardware and fireworks which are very much more harmful, expensive and noisy. Slaughter houses have been substituted for the hunt, except in the case of really dangerous wild beasts like the fly. Not much real improvement has, however, been made in his method of gambling.

Women should remain in their own sphere. They should devote themselves to useful civic, social, educational and industrial activities. For women to participate in carrying on the activities which belong to man's particular province would mean for them to go to war, and when there isn't a war on, to strut around with a band. This, it seems to me, they should not do.

On the other hand, men should continue to devote more and more of their thought and energy to the activities of woman's proper sphere, the useful work of the world, the industries and the arts, the work of preparing food and clothing and shelter, the work of transportation, the cleaning up and making comfortable of the living places. Men must be allowed to do this more and more, for though we still set apart from this useful service some of our number and support them to carry on the work of destruction and hurting strangers, yet this proper sphere of man's activities for the majority of us isn't what it used to be. The average male individual has given up wearing feathers and stovelids and tinware; and the average man no longer regards it as a sign of sanity to carry butcher-knives and other violent junk around with him in the hope of chopping his neighbor's head open. That is, men have been turning away from their own particular vocation, and, if they didn't enter women's sphere of constructive service, there wouldn't be much for them to do.

In the old days, when man's sphere amounted to something, when practically all of them spent most of their time in war, government consisted chiefly in devising means and methods of doing harm, in "councils of war." Then government was man's business and for women to participate in it would have been to take up the work of men. But as we have come away from barbarism, as this sphere of man's activity has shrunken and fallen into disrepute, government has become more and more the organization and control of the means of human service, the promotion of human welfare. In other words, government has become more and more the organization of woman's sphere.

Man should have a voice in this, for in spite of the age-old habit of selfishness and hostility, developed through thousands of years of practice in hurting people, which tends to make him carry on even the useful activities which belong to woman's sphere with something of the war motive and manner, and with a good deal of the old gambling practice mixed in, and which makes it hard for him to think in terms of the common welfare, he is the child of his mother and he has in him a finer element, a latent capacity for constructive united service. Yes, men should have some voice in regulating and controlling the industries, the education of children, and all the matters relating to the welfare of the camp, that is, of society.

But, of course, the fact that man participates does not limit the primary responsibility of woman in this sphere. She started this business of human service. She can no more shirk her share in the ordering and control of society, in the mutual interservice which we call government, without shirking her duty as a woman than in the old days she could shirk the duty of preparing the food and making the camp a pleasant, well-ordered, clean place in which to live.

Women then should mind their own business. That is, women should vote in the modern government, for this is their proper sphere, except in its destructive, anti-social, military expression, which has gone from local and city and State affairs and will be gone from national affairs as soon as we get sense enough to put through a few world bargains such as the neutralization of the Panama Canal, provided an international parliament with an international police force is established at The Hague.

And men ought also to vote in the modern government, in spite of the fact that this is women's sphere, because—well, because any number of reasons:—they pay taxes the same as women do and they should have a voice in saying how their money shall be spent; they have to submit to the laws just as women do, and they should have something to say in framing those laws; and anyway, it would not be honest for us to have a government by a sex when we pretend to have a democracy.—*The Woman's Journal*.

Moving pictures with three cents as the price of admission are to be given in the East Side public schools of New York City. Blood and thunder views will be omitted and pictures of an instructive and educational character will be interspersed with innocent and diverting photoplays.

Whom the I. W. W. Imitates

Offers of jobs were reported turned down by some unemployed Industrial Workers of the World in New York City. The offered jobs paid lower wages than they considered their labor worth. They had appraised their value at three dollars a day. Until they could get their price they decided not to sell their services. Were they wrong? Before one decides let him consider this: Some owners of unused lots in New York City were offered considerable sums to permit labor and capital to be employed in these lots. They refused because the price offered was less than what they thought they should have. Were they wrong? In both cases there was withholding from use for a price. The Industrial Workers voluntarily withheld their own labor. The vacant lot owners withheld the labor of others anxious to work. Each unemployed labor speculator withheld the labor of but one man. Each vacant lot speculator withheld the labor of many men, to say nothing of the capital he kept from productivity. If the public good requires suppression of the industrial workers, does it not require still more the suppression of land speculation? If there is nothing harmful in holding vacant lots out of use, then what is there objectionable in holding one's own labor out of use? Is not the land speculator far more injurious economically than the mere labor speculator? Why suppress the small offender and let the greater one flourish?

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Identity

In a gown silver pink like a fresh sweet-pea
At the Duchess' reception she poured the tea,
Conversing with wisdom about Peru,
Yet asking "now what may I do for you?"
With a smile so bright that her cheek was warm,
And a lilt in her voice like the vireo's charm,
While grace lay light on her lifted arm.

Where the girls go down to the factory
I saw her smile, though she knew not me;
Where the girls go down in the shivering dawn
I saw her face with the color gone;
Where the girls come home in the darkening day
I heard her voice almost as gay;
Where the girls come home in the midnight hours
I saw her dress faded pink like flowers.

Now here, now there, like a fine refrain,
I meet her and pass her again and again—
So seemingly different—eternally same.

—*Florence Cross Kitchelt*