

MUSEUM SERVICE

Bulletin of the
Rochester Museum of Arts and Sciences

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Rochester Museum of Arts and Science — *Dedicated to a Better Understanding of the Laws of Nature and the Cultural Achievements of Mankind* — is administered by the Municipal Museum Commission for the City of Rochester.

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Rochester Museum Association

Rochester Museum Association is chartered by the University of the State of New York. It is entitled to hold property and to receive and disburse funds. The Association is a sponsoring group of leading citizens who feel that a museum of science, nature and history has a distinct place in our community and is worthy of moral and financial backing.

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Freedom's Choice

The Museum will go to the polls—figuratively speaking—on October 19 when the exhibition on *Presidential Campaigns in History* is officially opened. The platform is “Freedom’s Choice.”

Our cover picture takes us back to the good old days of the banners, the bunting, the portraits of candidates, the torches, the medals, the campaign buttons. But were they so different after all. For history repeats itself every four years in man’s eternal struggle for the ideal state—the good life, that is so classically expressed in the Declaration of Independence and the Constitution of the United States.

The roots, perhaps, go even deeper into history to Cicero, Aristotle and Plato, the great orators, philosophers and thinkers of their time. They, too, campaigned for the ideal state—the good life.

Political campaigns are as American as ham on rye and apple pie, and we have an exhibit to prove it. All of the paraphernalia displayed represents a symbol that has excited man to think and to act. Thus it is ever, FREEDOM’S CHOICE.

Museums and the United Nations

Basic to the UNITED NATIONS is its purpose to cooperate internationally in solving international problems in economic, social, cultural and humanitarian fields. UNESCO, one of the major specialized agencies of the United Nations was formed to contribute to peace and security. It accomplishes this by making possible collaboration in education, science and culture. To many, such an aim may seem only a vague or too highly idealistic phrase. But anyone who has been privileged to watch Indian village people improving their water supply, Mexican farmers building better houses or scholars attempting to break the barriers of language will readily appreciate UNESCO as a reality which really works.

Museums, which today are research institutes as well as universities for the average person, function as logical centers for world understanding. Through their meaningful exhibits of the earth and its natural treasures, animate and inanimate including the great web of fauna and flora, they present the natural world in its fascinating complexity and richness. Man himself is revealed as more than the highest of the mammals but as unique, for he *alone* can control his environment. Through the galleries and museums devoted to the fine arts and their place in history, the visitor comes to comprehend the universal and world gift of man's cultural heritage. And, finally, museums of science and technology convey in three dimensional form man's creations and inventions which have pushed forward all human material progress.

Thus, it is easy to see that museums, by their fundamental nature, are designed to advance understanding among peoples and nations. The process is infinitely enhanced by the increasingly important programs of education and interpretation that museums employ in their classes, lectures, guided tours, talking labels and other devices. By means of its small but effective Division of Museums and Monuments at its Paris headquarters, UNESCO for fifteen years has effected enormous good by promoting the cause of museums everywhere. It issues a top quality professional magazine on museum philosophy and techniques. It makes possible numerous world conferences and meetings enabling museum workers to come together to study and discuss their problems. MUSEUM WEEK, observed around the world by seventy-five countries in 1956, was part of the International Campaign for Museums implemented by ICOM, an auxiliary of UNESCO. During 1959-60 twenty-eight international missions aided the establishment of museums in Burma, Ceylon, Ecuador, Iraq and Liberia, and in many cases sent experts who instructed in techniques. These are all very real contributions.

Here in Rochester local museums are cooperating with exhibits and film programs for UN WEEK, October 22-29. We are fortunate that with the spirit of world understanding already evoked in this community, our city is one of the most internationally minded ones in the nation.

—W. STEPHEN THOMAS, *Director*

Fire Fighting

Romance and danger were strikingly associated with fire fighting one hundred years ago. This fact is borne out by a close inspection of the primitive methods fire fighters employed mid-point of the last century. Bucket brigades, leather hoses and other rudimentary and unwieldy apparatus such as the small, fire-red engine or hand pumper were principal tools of the Victorian fireman. Today, we are appalled to learn that this handicapped fellow received no compensation for his heroic effort simply because he was an unpaid volunteer.

An interesting story lies behind the timely exhibit, "One Hundred Years of Fire Fighting" now displayed on the second floor of the Museum and which will continue until the end of October. This summer, learning that the International Association of Fire Chiefs from all over the United States and many foreign countries with an attendance of 2,500 would meet in Rochester, the Museum prepared and installed a display which would reveal insight into the saga of fire fighting of the past. To our surprise we discovered that the Museum's collection, made over a forty-year-period, comprised several hundred items including rare Currier & Ives prints of fires, helmets, trumpets, belts, badges, uniforms and rare photographs. Not only did hundreds of convention delegates and their wives visit our display but it will again be a focal point of attraction October 9-15 when Fire Prevention Week is nationally observed and the Museum joins with the Rochester Safety Council of the Chamber of Commerce in a cooperative venture of focusing attention on the exhibit.

Message Repeaters

A little black earphone which can be rented at a small charge is the magic key which for many of us can unlock the secrets behind the delightful exhibits in the Hall of Man. As has been explained by Dr. Boardman elsewhere in these pages, the talking labels recently installed utilize the mechanics of a device known as a "message repeater." This sound machine enables the museum patron to complete his visit with a more vivid understanding of the meaning of the dioramas and other anthropological displays he examines.

It is true that printed labels with accurate and reasonably understandable text have functioned in the past as the principal means of conveying useful facts to the general public. The utility of these labels has by no means been eliminated by the introduction of the new gadgets. Still, experienced museum personnel have long wondered how many people ever bother to read carefully the label copy over which they have labored for public benefit. Ideally, it would be fine if a genial and well informed guide, speaking in popular terms, could accompany each visitor to explain the exhibits and answer questions. Such service *is* provided by our talented educational staff to the many school classes that make the museum pilgrimage. Unfortunately, limited man power does not permit us to offer this opportunity to the regular visitor who comes in on his own initiative. We feel, then, that the message repeater solves a difficult problem and may well revolutionize the educational and interpretive role of our institution, gearing it even more closely to community needs.

Presidential Campaigns in History

By Gladys Reid Holton, *Curator of History*

IN PLANNING EXHIBITS for the large gallery on the floor of Culture History, which is changed twice every year, we try to have varied topics developed either of special interest to some one group in the community or geared to some special historical event; so it is very natural now to be thinking about the political campaigns.

Mr. J. Doyle Dewitt in his book "America Goes to the Polls" says: "No institution is so typically American as the Presidential Campaign." It is a time when we see history in the making. We see the earthy side, the emotional side, as well as the dignified and reasonable side of politics, a race for the most "important political office in the land." In the foreward of this book it goes on to say that "Time has a habit of dulling the intensity and erasing the differences that have always marked our Presidential Campaigns. As each four-year free-for-all has vanished into history, the sound of the oratory, the strains of the music, the ring of the slogans have faded too."

In the exhibit of Presidential Campaigns in History, opening October 19 and which will be on view through the winter months, our visitors will be able to see interesting, amusing, historical material from past presidential campaigns—the buttons, banners, posters, handkerchiefs, parasols, hats, lanterns, badges, medals, pictures, tokens, canes and "articles too numerous to mention."

There are several collections of this material in the eastern part of the United States; one outstanding collector is Mr. J. Doyle Dewitt. He has written a reference book on Campaign Buttons 1789-1889, which is a checklist for collectors and a source of information for those interested in political history research. Another large collection has been made by Mr. Ralph E. Becker. This has been presented to the Smithsonian Institution. The collection made by Susan Douglas was given to the Mann Library of Cornell University and is on permanent exhibition.

The presidential campaign material which will be on exhibition here at Rochester Museum of Arts and Sciences is the property of Mrs. Ellis Gay, of East Rochester. Mrs. Gay has been interested in this subject for twenty years and as a member of the Women's Council of the Rochester Museum Association, as well as a very helpful friend to the museum's many activities, she has consented to loan the collection for a five-month period. One of the most outstanding items is a copper eagle which was originally mounted on the Liberty Pole at Macedon, New York, to commemorate Grant's victory in 1868. There are a great many other items also from the Grant-Colfax Campaign.

There were many promotional items used in the Presidential Campaigns. The ferrotype was introduced at the 1860 Campaign with the picture of the presidential candidate on the obverse and the vice-presidential candidate on

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Archeologists Dig Into Monroe County History

By Alfred K. Guthe, *Curator of Anthropology*

THE RESEARCH PROGRAM of the Anthropology Division was more varied than usual during the past season. While some sites of Indian occupation and use were investigated, Charles Hayes and I directed our principal activity toward uncovering information regarding an early 19th century tavern in the Town of Brighton, Monroe County, New York. We were aided in our efforts by Dr. A. Francis Turner and Daniel M. Barber, and several members of the Lewis H. Morgan Chapter, New York State Archeological Association. The structure, once the Orringh Stone Tavern, still stands in East Avenue although it now serves as a private home. The Society for the Preservation of Landmarks in Western New York purchased it a few years ago and they are anxious to preserve and restore the grounds. Recognizing the need for accuracy, Miss Elizabeth G. Holahan, president of the Society, invited our assistance and has been working closely with us on the project. Knowing a large barn once stood on the property, we were asked to ascertain the former location of outbuildings, especially the barn which burned about 1870.

Several considerations prompted us to accept the invitation to investigate this site. An important one was the recognition that the project would ultimately provide an historic interpretation of the Rochester area. A second reason was that the tavern was constructed and used at a time when the Seneca Indians lived on reservations in the Genesee Valley. The material recovered from the tavern occupation would provide comparative material useful in dating sites on which no documentation exists. It would also provide information as to the kind of material used by Europeans in the area at that time. This when compared with material from Indian sites of known dates might reveal clues as to trade relations and the acceptance of European products by the Seneca. Were the Seneca quick to accept all available items of European origin, or were they selective? A third motivation to participate in the project was the desire to demonstrate that archeological techniques could provide information on historic European settlements which might otherwise not be obtained. The value of archeological work is recognized in the restoration of Williamsburg, Virginia. The National Park Service sponsored many years of archeological research at Jamestown, Virginia. The River Basin Surveys, a part of the Bureau of American Ethnology, has been engaged in the salvage of information from historic sites in Missouri Basin and the New York State Education Department has underwritten the archeological investigation of the grounds of Johnson Hall in the Mohawk Valley. Of course, the personal challenge also influenced my desire to undertake the task.

We approached the excavation in accordance with time-tested archeological techniques. A grid system was superimposed on the area to be investigated. This would facilitate the preservation of data concerning the horizontal location of our findings and also provide reference points from which vertical

measurements could be made. Our initial investigations were directed toward intersecting the natural rise of ground on which the barn would logically have been placed. During the first two days of our efforts, we were fortunate in locating a concentration of stones suggestive of a barn foundation and an area in which the subsoil had been disturbed to some depth. These were separated by more than 50 feet. The latter disturbance proved to be a hole which we believe was intended to be a well, but was abandoned soon after bedrock was struck at a depth of 7 feet below the ground surface at this point.

Although a detailed study and analysis of our findings has yet to be done, a few impressions have been obtained. The examination of an historic site in our locality by means of archeological techniques is worthwhile. Armed only with the knowledge that a barn once stood in this general area, we

hopefully expected to locate some indication of its position by finding a stone foundation, or remnants of it. We did not find such indications. We did locate and define the existence of a board fence and an abortive attempt to provide a well. Neither of these features was expected nor predicted. They would have been overlooked or left uninvestigated had we not followed a basic rule of examining and interpreting every indication of subsoil disturbance. This stems from the realization that once we remove the dirt from an area, the evidence of previous disturbances in that area is permanently lost.

The concentration of stones we hopefully regarded as a part of the barn foundation for several weeks. But as work progressed, we began to have doubts. Finally, the weight of the evidence leads to the conclusion that it was only a cluster of stones along a fence line. This fence line is probably later than the barn and its presence may account for our failure to locate a barn foundation. It is conceivable that the foundation could have been dismantled and the stone put to new uses; i.e., stone fence, foundations of other structures, etc. Some of the stones in the upper levels of the intended well may be the result of clearing the area for other purposes, cultivation for example. We do know the fence extended for a length of at least 65 feet. We are confident



Study of a soil profile in the well at the Orringh Stone Tavern site. From right to left— Dr. Alfred K. Guthe, Charles F. Hayes and Daniel M. Barber.

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The Museum and Today's Children

By Gloria C. Gossling, *Head of School Service Division*

IN THIS AGE of man-made miracles—television, satellites, dehydrated, frozen or synthetic meals and supersonic speeds—today's children are facing the most challenging future in the history of man. Since the advent of television, they have become much more sophisticated than our grandfathers or even our fathers thought possible. They have grown increasingly aware of the wonders developing all around them. They are asking questions which adults frequently are hard-pressed to answer; yet it is the responsibility of these same adults to provide the answers.

How can the problem of nurturing young minds be met? Where can adults—parents, teachers and counselors—find satisfactory help in supplying the answers relating to scientific development and man's progress in the 20th century?

One of the most fascinating and stimulating sources of such information has been, and continues to be, the museum. Within the confines of the museum walls are arranged, in an orderly and meaningful succession, collections of materials calculated to help the visitor gain insight to the many phases of man's development throughout the ages, in science, in culture and mores, in art and in history. Thus, the museum is many things to many people. To adults it represents not only a storehouse for the treasures of the past and present, but also a giant showcase for those treasures. But more than this, it is an impelling force for good in the lives of many who are intrigued and instructed by these treasures.

For many adults, the museum provides the spark and kindles the fire of interest in a specific field which eventually settles down into the slow-burning embers of a satisfying hobby which may bring him lifelong enjoyment.

But what is a museum to the children who enter its halls? Their interests, at least in their early years, are not in hobbies but rather in the natural phenomena all around them; their questions are likely to be "Where does the moon go in the daytime?", "Why does the wind blow?", "What makes a bear sleep all winter?", "Why did the Indians use bone tools instead of steel like ours?", or "Do little rocks grow into big rocks like a seed grows into a tree or an egg into a bird?"

The museum of the child's world is like a big, exciting, never-ending game. First, there is Exploration: Always an exciting pastime to a child. Exploring as it relates to the museum provides motivation for his developing interests in the same manner as "Scrabble" teaches him to build words.

Next comes Discovery: As he explores aimlessly, there is a growing consciousness within him of many new things he knows nothing about. Thus stimulation is provided which gently prods him into finding out facts about these discoveries.

Finally, there is the Acquisition of Knowledge: The satisfaction a child derives from gaining comprehension is the most significant impetus to his learning processes. He learns to solve problems, to adjust to his surroundings

and to develop a greater awareness of things and happenings, all of which engender the budding of the scientific attitude which may someday flower into scientific eminence.



Pioneer Crafts: A class learning pioneer weaving methods on a simple loom. Miss Beverly F. Smith, educational assistant, is the instructor.

The Rochester Museum of Arts and Sciences, specifically has, for twenty years or more, provided the opportunity for exploration, discovery and acquisition of knowledge in scientific fields through its craft programs, natural science and history field trips, Youth Audubon Screen Tours, Treasure Chests, lecture-tours of the museum and extensive loan collections which are used by the schools.

The influence which any one of these activities has exerted over the years on the children participating in them is best measured by the reactions of the children themselves. A case in point is the number of young people who enrolled in the various programs as small children, came back year after year as members of the craft clubs or in school classes, and with increasing interest entered the counselor training programs as they reached high school age, eventually to continue as counselors of young children through high school and into their college years. Some of these young people have developed such proficiency in specific interests, such as entomology, herpetology or mineralogy, as to become near-experts in their respective fields. A few have even gone on, or plan to go on, into higher studies in those fields. These could well become eminent scientists in future years.

It would seem that the most important function of any museum, therefore, is to provide the fuel which lights the small lamp of interest in children, and to keep that lamp so well-trimmed that its light will grow into the torch-flame of purpose and determined effort.

Talking Museum Labels

By Edward T. Boardman,
Assistant Director and Curator of Natural Science

ABOUT A YEAR AGO some members of our Women's Council came back all agog from holiday visits to museums that have talking labels and radio broadcast tours. Their chairman, Mrs. William H. Morris, was one of the chief enthusiasts. She and others conferred with the director, Mr. W. Stephen Thomas. Subsequently the women and members of the museum staff investigated various talking label systems currently in use.

Talking labels were found to be of two types. In one type a disc or a tape record player was attached to a small radio broadcasting station. From the station a guided tour through a museum hall is broadcast. A visitor rents a tiny receiving set that has an earphone. At the appointed time for the beginning of a broadcast he goes into the hall which is being discussed on his radio. Just as though he had a guide in person he is taken from exhibit to exhibit until he has been through the entire hall and received information about everything of special note there. The maximum length of such broadcasts is slightly under one-half hour. Sometimes it is just under fifteen minutes. For scheduling reasons, museums try to use these intervals. Also educators feel that these are good lengths for tours in a single field of interest.

The investigators found that there were certain technical difficulties encountered with a broadcast. The presence of steel reinforcement and electrical apparatus could cause fading of radio reception in many areas of a large building. Further, if something went amiss with any part of the broadcasting station there was no talking tour at all until repairs could be made. Since our museum is too small to have its own electronics expert, this alone seemed like a serious handicap.

Also, as a special handicap to visitors, if they fail to begin a tour at the scheduled starting time they have to find out from the broadcast where they should be in the hall and go on from someplace in the middle of the tour—or sit and wait for a new broadcast. Oddly enough, they also found that some visitors do not care to follow an entire tour. They would prefer to examine some exhibits at greater length than the tour permits and to go at their own pace.

The equipment that Mrs. Morris, Mr. Thomas and the Women's Council preferred works very simply. With this system certain museum cases have built-in tape record players that play a story about the exhibit whenever a visitor plugs the jack on his portable earphone into a receptacle in the case front. The tape plays its message over and over as long as the visitor keeps his earphone plugged in. When he unplugs to go away, the label automatically returns to the beginning of the message and stops there until the next visitor plugs in.

A visitor who makes use of this talking label system needs only to plug in at a case that interests him. He can walk along in the case sequence of the floor and receive a guided tour or he can sample the talks here and there,

whichever suits him. Best of all, he can linger where he is most interested, and hurry on elsewhere if he cares to. Should mechanical trouble develop, only one case or alcove will be without a label—and it can be put in order by inserting a spare tape player. Repairs can be made within minutes.

This speaking unit, the Message Repeater, was selected for use in the Rochester Museum of Arts and Sciences. The choice little Adirondack Museum at Blue Mountain Lake uses this machine so we have been able to benefit from the experience of a neighbor.

Having helped select a suitable instrument, the Women's Council went to work with great enthusiasm and raised the money for ten Message Repeaters, the panel boards for ten cases, thirty earphones, ten speakers and for the installation.

The new talking-label system was officially given to the Museum by Mrs. William H. Morris, representing the Women's Council of the Rochester Museum Association, on September 26, the birth anniversary of Edward Bausch, donor of the present museum building. Dr. John R. Williams, chairman of the Municipal Museum Commission, gratefully accepted the gift in the name of the Museum.

Everyone remarked upon the coincidence that it was Mrs. William H. Morris, a grandniece of Edward Bausch, who was the instigator of this improvement of the museum's facilities. Dr. Bausch was a pioneer in technology and believed in the continued advance of education in scientific fields. His gift of our museum building is lasting proof of this interest.

If you care to rent an earphone and try a talking-label tour of the Hall of Anthropology on the second floor, just ask at the information desk. Many aspects of the use of these talking labels is experimental. We hope that you will use them and make comments and suggestions.

Incidentally, six people in one group can plug in at one time. Also, any teacher or leader of a group may borrow a portable speaker and plug it in for the benefit of the class.



Message Repeater: "Talking labels" in the Hall of Man. Six earphones may be used at one time or a loud speaker for classes or groups.

Left to right— Dr. John R. Williams, chairman of Museum Board of Commissioners; Mrs. Rupert W. Kuenzel, vice-chairman and Mrs. William H. Morris, of the Women's Council.

Archeologists Dig Into Monroe County History

(Continued from page 127)

that this continued a line formed by the fronts of former buildings. The fence was probably a board fence since the posts were set at 7 foot intervals. We also believe it crossed part of the area on which the barn once stood. The iron articles, glass and jug fragments appear to have a barn-like cultural orientation.

The hole which we believe was originally excavated to serve as a well never did. No indication of a stone lining for the hole (6 feet in diameter) was encountered although a number of stones were located and plotted during our excavation of it. The lower levels (4 to 7 feet) of the intended well had been partially filled with soil washed in from the sides by rains or melting snows. Garbage and other refuse had also been thrown into the lower levels of the hole. The heaviest accumulation of this refuse was in the portion of the hole closest to the house. It included numerous bones of fish and fowl, some kaolin pipe stems, pins, shoe buckles, nails, a thimble, coins, scissors, tongs, broken china and buttons among other things. Some of this material has been tentatively dated as of the period between 1790 and 1830. If so, this is conclusive evidence of the articles used by the Stone's during the existence of the tavern. It was also noted that this material is of a finer quality than some might expect an outpost in the wilderness to possess. The upper levels of this hole had been filled in soon after a fire had destroyed rough boards covering it. The upper portion of the hole had been expanded in size possibly to serve another purpose such as a root cellar.

A final impression is that the known early historic records of this area do not include any clear definition of the structural details of the sort that would provide an unequivocal identification of the tavern's outbuildings on the basis of the evidence remaining in the soil at this time.

Anthropologists' Activities

Dr. Alfred K. Guthe, curator of anthropology, has received a scientific research grant from the National Science Foundation for the preparation of an anthropological bibliography. This will be Volume II of the Eastern States Archeological Federation Research Publication. The Federation is a 26-year-old organization coordinating activities of 19 eastern states and provincial archeological societies. The grant of \$12,800.00 was awarded to the University of Oklahoma Research Institute and will cover a two-year period of study and research by Dr. Guthe, the principal investigator and editor.

On October 29-30, Dr. Guthe and Mr. Charles F. Hayes, III, junior anthropologist, will attend the annual meeting of the Eastern States Archeological Federation, in Toronto. Mr. Hayes will give a talk, illustrated with slides, on "The Orringh Stone Tavern: An Historic Site in Western New York."

For the Fall term at The University of Rochester, University School of Liberal and Applied Studies, Dr. Guthe will instruct the class in Cultural Anthropology. This course will cover human origins; nature and meaning of culture; universals in culture; culture change and culture growth.

News and Events . . .

THE annual Assembly of Fellows will coincide with the first lecture in the series sponsored by the Rochester Museum Association on October 12. The Fellows will honor the speaker, MR. SAUL BLICKMAN, at an informal dinner meeting to be held at the Chatterbox Club, and then will attend the lecture in a group. MR. LANDIS S. SMITH is chairman of the meeting. Committee members include DR. BABETTE BROWN COLEMAN, MR. PAUL W. DAVIS, MISS ELIZABETH G. HOLAHAN, MISS VERONICA MAHER, DR. BLAKE MCKELVEY, MR. EDWARD F. MEINHART, MR. FLOYD B. NEWELL, MRS. JOAN LYNN SCHILD and MR. JOHN C. WENRICH.

THE WOMEN'S COUNCIL of the Rochester Museum Association held its first meeting of the season on September 26 on the occasion of the 106th anniversary of the birth of the Museum's benefactor, Edward

Bausch. Feature of the meeting was the formal presentation of the Message Repeater (Talking Label) system to the Municipal Museum Commission. MRS. RUPERT W. KUENZEL, vice-chairman of the Council, presided.

WE are indebted to MR. FRED W. POWERS, chief photographer of the *Rochester Democrat and Chronicle* and a Fellow of Rochester Museum, for the inspiring exhibition "Beautiful America," a pictorial essay of people and places in the United States. For National Newspaper Week, October 15-21 another series of photographs by Mr. Powers will be added to this exhibition. These will tell the story of "Beauty Around Us," poetically expressed in photographs of the civic and cultural resources in our community. Both of these exhibitions will be on view until the end of November.

Presidential Campaigns— (Continued from page 125)

the reverse. The photograph started to replace the ferrotypes in the 1876 Campaign.

Campaign item makers produced a number of mechanical devices: When a string on an eagle was pulled the wings moved down, as if flying, to expose pictures of Harrison and Morton. When a lever was released on the McKinley elephant, the G.O.P. cover sprang up to reveal pictures of McKinley and Hobart. There were also gold and silver bugs whose wings opened up to disclose pictures of the candidates. In the 1940 Campaign printed tin buttons replaced the celluloid type to a great degree. The symbol of the Roosevelt Progressive Party became the "bull moose" in 1912. A bar of soap, carved in the figure of a child, with the message on the box reading "My papa will vote for McKinley" was used in the 1896 Campaign.

LIFE magazine says: "Politics is a profession, a pathway to power, the essential step to statesmanship. Some of its methods are circusy but mostly they are ritual acts tested and proved by time. There is only one excuse for baby kissing: it works. The aim is to win the votes."

Exhibition Opening . . .

FREEDOM'S CHOICE: Presidential Campaigns in History

Wednesday evening, October 19, 8 p.m.

Hall of Culture History, Third Floor

School Service Division . . .

Reception for Museum Representatives and School Personnel

Monday, October 3, 4:00 to 5:30 p.m.

SPECIAL EXHIBITIONS

- 1st floor — **TIDE POOLS** — A camera-eye view of sea anemone and other creatures in color prints by Miss Jeannette Klute, research photographer in the Color Technology Division of Eastman Kodak Company. *On display October - November*
- 2nd floor — **ONE HUNDRED YEARS OF FIRE FIGHTING** — the pumper, helmets, buckets, trumpets, badges, models of equipment, uniforms and photographs. Currier and Ives prints. A tribute to National Fire Prevention Week, October 9 - 15. *On display through October*
- BEAUTIFUL AMERICA** — its heritage, people and places in portrait and **BEAUTY AROUND US** — civic and cultural resources in our community by Fred Powers, F.R.M. Chief Photographer of the *Rochester Democrat and Chronicle*. A tribute to National Newspaper Week, October 15 - 21. *On display October - November*
- Library — **FROM THE DOCUMENT BOX** — Some interesting documents from the Museum Collection. *On display to October 15*
- UNESCO AND MUSEUMS** — A tribute to United Nations Week, October 23 - 29 *On display October 20 - November*
- 3rd Floor — **FREEDOM'S CHOICE: Presidential Campaigns in History** — banners, bunting, posters, torches, campaign slogans and buttons, in the parade of presidents. On exhibit for five months. *Display opens October 19*

MUSEUM HOURS

Daily — Monday through Saturday — 9 a.m. to 5 p.m.

Sundays — September through May — 2 p.m. to 5 p.m.

Closed on Holidays and on Sundays during June, July and August.

1960 • OCTOBER • CALENDAR

- 2 Sunday** **FILM PROGRAM — 2:30 and 3:30 p.m. — U.S. EXPANSION OVERSEAS (1893-1917), WE EXPLORE THE WOODLAND, THE SEA.**
- 3 Monday** **Reception for Museum Representatives in the Schools — 4 to 5:30 p.m.**
- 4 Tuesday** Rochester Numismatic Ass'n — 8 p.m. Rochester Rose Society — 8 p.m.
Rochester Opportune Club — 8 p.m. Optical Society of America — 8 p.m.
- 5 Wednes.** Genesee Cat Fanciers Club — 8 p.m. Rochester Aquarium Society — 8 p.m.
Rochester Amateur Radio Ass'n — 8 p.m.
- 6 Thursday** Rochester Dahlia Society — 8 p.m.
Rochester Cage Bird Club — 8 p.m.
Rochester Academy of Science—Mineral — 8 p.m.
- 7 Friday** Rochester Academy of Science—Astronomy — 8 p.m.
- 9 Sunday** **FILM PROGRAM — 2:30 and 3:30 p.m. — CRIMES OF CARELESSNESS a tribute to Fire Prevention Week, THE NORTHWEST TERRITORY, STARS AND STAR SYSTEMS.**
- 11 Tuesday** Rochester Museum Hobby Council — 8 p.m.
Rochester Academy of Science—Botany — 8 p.m.
- 12 Wednes.** **Illustrated Lecture — HABITS OF BIG GAME — by Sol Blickman — Adult Series, Rochester Museum Association — Assembly of Museum Fellows — 8:15 p.m.**
Rochester Amateur Radio Ass'n — 8 p.m.
Rochester Academy of Science—Ornithology — 8 p.m.
- 13 Thursday** Junior Philatelic Club — 7 to 9 p.m. Rochester Philatelic Ass'n — 8 p.m.
Rochester Amateur Radio Ass'n — 8 p.m.
- 14 Friday** Rochester Academy of Science — Public Lecture — 8 p.m.
Morgan Chapter, N.Y.S.A.A. — 8 p.m.
- 16 Sunday** **FILM PROGRAM — 2:30 and 3:30 p.m. — THE MAN ON THE HILL and GEOGRAPHY OF THE UNITED STATES.**
- 18 Tuesday** Rochester Numismatic Ass'n — 8 p.m.
Rochester Button Club — 1 p.m.
Rochester Opportune Club — 8 p.m.
- 19 Wednes.** Monroe County Hooked Rug Guild — 10 a.m.
Upper N.Y.S. Branch, National Chinchilla Breeders — 8 p.m.
Genesee Weavers — 8 p.m. Rochester Print Club — 8 p.m.
Rochester Amateur Radio Ass'n — 8 p.m.
Exhibition Opening — FREEDOM'S CHOICE: Presidential Campaigns in History — 8 p.m.
- 20 Thursday** Genesee Valley Gladiolus Society — 8 p.m.
- 21 Friday** Junior Numismatic Club — 7:30 p.m.
Rochester Academy of Science—Weather—8 p.m.
Monroe Art Guild — 8 p.m. Genesee Valley Hiking Club — 8 p.m.
- 23 Sunday** **UNITED NATIONS WEEK — FILM PROGRAM — 2:30 and 3:30 p.m. — New Horizons (UNESCO'S Centre at Patzcuara, Mexico); Workshop for Peace (United Nations Headquarters in New York).**
- 25 Tuesday** Rochester Antiquarian League — 8 p.m.
- 26 Wednes.** Rochester Amateur Radio Ass'n — 8 p.m.
- 27 Thursday** Rochester Philatelic Ass'n — 8 p.m. Junior Philatelic Club — 7 to 9 p.m.
Men's Garden Club — 8 p.m. Genesee Valley Quilt Club — 10:30 a.m.
- 28 Friday** Rochester Archers — 8 p.m.
- 29 Saturday** **AUDUBON SCREEN TOUR — LAND OF EARLY AUTUMN — by Cleveland P. Grant — Youth Series, Rochester Museum Ass'n. — 10:30 a.m.**
- 30 Sunday** **FILM PROGRAM — 2:30 and 3:30 p.m. — GHANA- NEW NATION, TI-JEAN GOES LUMBERING.**

— All bookings subject to change and substitution without notice.

ILLUSTRATED LECTURES

Sponsored by the Rochester Museum Association

Adult Series . . .

HABITS OF BIG GAME — Saul Blickman

Wednesday, October 12, 8:15 p.m.

**Big Game in Africa and India: "Where the Tiger Prowls,"
"Lions at Home" and "Africa: the Biggest Zoo."**

Youth Series . . .

LAND OF EARLY AUTUMN — Cleveland P. Grant

Saturday, October 29, 10:30 a.m.

**Audubon Screen Tour in the high country of the West and
in Alaska, filmed in a riot of color.**