

# IMAGE

Journal of Photography of the George Eastman House

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## THE EASTMAN CENTENNIAL



GEORGE EASTMAN'S BIRTHPLACE, moved to, restored and dedicated July 12, 1954 in the gardens of the George Eastman House.

**T**HE NATION joined with Rochester in celebrating the 100th anniversary of the birth of George Eastman on July 12, 1954.

The President of the United States wrote: "You are paying tribute to the memory of a man whose name is not only synonymous with photography but intimately connected with music, industry and philanthropy. His imagination, his diligence and courage, the breadth of his interests—these combined to give America a truly great man."

**F**OLLOWING A LUNCHEON in Eastman House garden for distinguished guests, the little house in which George Eastman was born in 1854 was opened to the public.

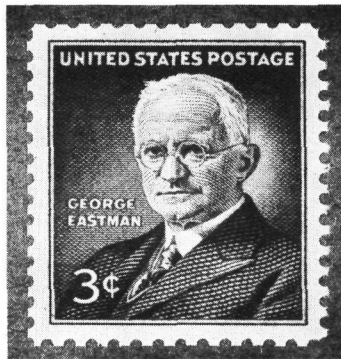
Through the generosity of a group of friends who choose to remain anonymous, the story-and-a-half Greek revival house was moved 140 miles from Waterville, New York, to Rochester. The house was cut into eight pieces, each of which was braced for the trip and brought to Rochester by

truck, unloaded with a crane, and set in place. In restoring the house to its original condition, the Society for the Preservation of Landmarks in Western New York volunteered its services, and under the direction of Miss Elizabeth G. Holahan, its President, layers of paint and wall paper were carefully removed to disclose the original decoration. Friends and museums lent furniture and paintings so that it was possible to reconstruct the birthplace as it appeared 100 years ago.

Officials of the George Eastman House, including Dr. C. E. Kenneth Mees, President, Mr. James E. Gleason, Chairman of the Board, and Mr. Charles Hutchison, Vice President, spoke briefly at the dedication. Miss Holahan gave an enlightening talk on the problems of restoration and the architectural significance of the birthplace, and Mrs. Robert Ranlett, long a friend of Mr. Eastman, unveiled the dedicatory plaque and pronounced the birthplace open.

# A COMMEMORATIVE STAMP IS ISSUED

GEORGE EASTMAN STAMP, first issued by the U. S. Post Office Department on July 12, 1954, is one of the "Famous American" series. It is slightly larger than usual stamps. Printing of 119,000,000 has been authorized.



PORTRAIT USED FOR STAMP was taken in London in 1921 by Nahum E. Luboshez. The supplement is a reproduction of a Flexichrome print made from original negative. (Color plate courtesy Case-Hoyt Corporation.)

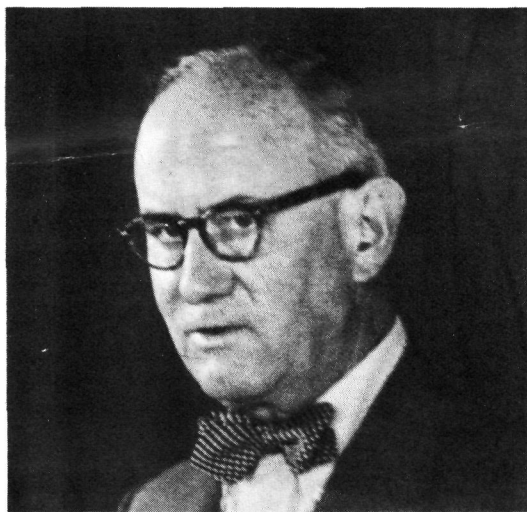
## THE COMMEMORATIVE STAMP

**I**N ROCHESTER, a three-cent United States postage stamp, bearing a likeness of George Eastman, was introduced at ceremonies in the Eastman Theatre, at which Oscar N. Solbert, Director of the George Eastman House, presided.

At this event the Assistant Postmaster General, Albert J. Robertson, said: Postage stamps reflect the simple dignity

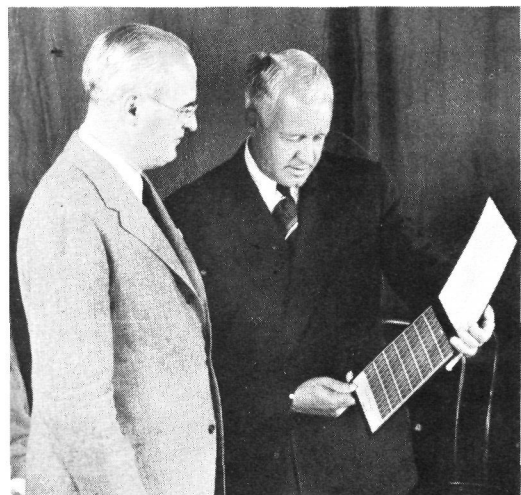
of our reverence for this Republic's outstanding sons and daughters . . . George Eastman possessed an amazing combination of qualities, any one of which would be good reason for the issuance of this stamp. Although he was not an artist, nor a musician, nor an educator, nor a man of medicine, his name will burn brightly as a major American contributor to each of these fields of art and knowledge."

Mr. Robinson then presented special stamp albums, each containing a sheet of 70 of the new Eastman stamps to the



SPEAKERS AT EASTMAN THEATRE: Marion B. Folsom, Thomas J. Hargrave, Adolph Zukor.

PRESENTATION OF ALBUMS: Assistant Postmaster General Albert J. Robertson presents albums to Edward P. Curtis (for National Association of Photographic Manufacturers), Gen. Oscar N. Solbert, Director of George Eastman House, and Harry L. Lindquist (for National Federation of Stamp Clubs.)





BIRTHPLACE WAS MOVED from Waterville, N. Y., to Rochester in pieces, which were put into position by a crane.

DEDICATION OF BIRTHPLACE, in new location in George Eastman House garden, took place on July 12, 1954. Mrs. Robert Ranlett unveils plaque. Gen. Oscar N. Solbert (left) and Dr. C. E. Kenneth Mees took part in simple ceremonies.



following: President Eisenhower (received by Representative Kenneth B. Keating); Postmaster General Arthur E. Summerfield; Governor Thomas E. Dewey (received by Mrs. Charles W. Weis, Jr.); Assistant Postmaster General Albert J. Robertson; the Mayor of Rochester, Samuel B. Dicker; the President of the University of Rochester, Dr. Cornelis W. de Kiewiet; the President of the Eastman Kodak Company, Dr. Albert K. Chapman; the President of the George Eastman House, Dr. C. E. Kenneth Mees; the Postmaster of the City of Rochester, Mr. Louis B. Cartwright; the George Eastman Archives (received by Mr. George B. Dryden); the President of the National Federation of Stamp Clubs, Mr. Harry L. Lindquist; the Motion Picture Association of America (received by Mr. Edward P. Curtis); the National Association of Photographic Manufacturers (received by Mr. Howard A. Schumacher).

Simultaneously with the ceremony, the Rochester Post Office put the new stamp on sale. More than 630,000 "first-day covers" (in the lingo of philatelists, envelopes, usually elaborate in design, cancelled on the day of issue) were processed by a special crew.

### THE UNDERSECRETARY OF THE TREASURY'S SPEECH

THE PRINCIPAL address was given by the Honorable Marion B. Folsom, Undersecretary of the United States Treasury, who spoke on behalf of the Government and also as a former Associate of George Eastman. "When I came to work for him," Mr. Folsom said, "he was spending a great deal of his time giving his money away . . . Every one of his gifts was carefully planned; this was the fun of it, he often said. The wisdom of his years as a successful executive was applied to every project which he helped to establish or to

put on a sure footing. And he never gave money away with any thought of personal fame or honor."

Music, Mr. Folsom pointed out, was to George Eastman one of the finest forms of relaxation. "He believed in music, and did all that he could to foster it. How fitting that we should be meeting today in the Eastman Theatre—the building which he gave the community so that a great number of people can enjoy great music!"

Mr. Folsom concluded his speech by quoting Mr. Eastman's reasons for establishing at Oxford University, England, the Visiting Professorship which bears his name. "I take this step," Eastman wrote, "in the hope that similar chairs may be established by other countries, so that in the course of time, civilized nations may increasingly carry on their relations with one another in the light of correct and sympathetic knowledge of their respective problems, difficulties, aspirations, and achievements."

### THOMAS J. HARGRAVE ON EASTMAN HOUSE

A REVIEW OF the memorials which have been erected to George Eastman, was presented by Thomas J. Hargrave, Chairman of the Eastman Kodak Company. After describing the memorial at Kodak Park where George Eastman's ashes repose, and which was unveiled in 1934, Mr. Hargrave spoke of the living memorial which was established in 1949. "A living memorial was ever present in the minds of Mr. Eastman's associates and friends," Mr. Hargrave said. "The answer to the problem of what to do was not easy. It was long sought, but not found until Mr. Eastman's home became available. There it was, standing as he created it—endowed with his personality. Almost inevitably his home should become the home of an international edu-

cational museum showing the birth and growth of photography. Here was something Mr. Eastman would have liked for his memorial — something not static, but vigorously growing and forever timely.

"George Eastman House then became a fact. It was made possible by the University of Rochester and the Eastman Kodak Company. The University gave the house; Kodak gave the funds. A group of Mr. Eastman's friends became trustees of George Eastman House and gave of their time and talents to convert something nebulous into something concrete and real.

"Unanimous was the decision that George Eastman House should be an independent institution, open and free to all. Its mission should be to inform people what photography has meant to man—its accomplishments and its potentials. It should be a work-room for scientists and historians. It should tell the story of what photography has done, what it is now doing, and give a prophetic glimpse of what it may do in the future. What more suitable memorial to the man who brought usable photography to the entire world!"

In thanking the government officials present at the ceremony, Mr. Hargrave said: "All of this makes Rochesterians very happy. We have a community pride in knowing that the United States Government feels the same about George Eastman as we do."

#### A FILM PIONEER REMINISCES

**I**N INTRODUCING Adolph Zukor, Chairman of the Board of Paramount Pictures Corporation, Gen. Solbert pointed out that the same year, 1888, that George Eastman produced the famous Kodak camera, Adolph Zukor arrived in America as a boy. The "elder statesman of the motion picture industry" reminisced in a delightful fashion. "It is always rather shocking to find one's self involved in history," he said. "I am happy that much of our own early film work survives—that it is finding its way for future preservation in the archives of the George Eastman House of Photography. . . ."

"In 1922 I came to Rochester at Mr. Eastman's invitation to inspect this beautiful Theatre just before it was ready to be opened. I like to remember that when he was planning the Theatre, Mr. Eastman wrote these words: 'The great strides made in the motion picture industry in the past decade have surprised beyond bounds its most optimistic supporters. . . . Today it is being realized more and more that the screen is a better medium for the transmission of ideals and thoughts than the printed book.'"

The Eastman Theatre ceremonies included a performance, conducted by the composer, of Howard Hanson's "Merry Mount Suite," which was dedicated to George Eastman. The Invocation was pronounced by Eastman's old friend, the Rev. George E. Norton, and the Benediction was given by The Most Rev. James E. Kearney, the Bishop of Rochester.

IMAGE, Journal of Photography of the George Eastman House, 900 East Ave., Rochester 7, New York. Editors: Oscar N. Solbert, Beaumont Newhall, James G. Card, Minor White. Editorial Assistants: Charles Arnold, George Pratt, Warren C. Stevens, Howard Keith Stott, Erwin J. Ward. Printed in U.S.A.

#### THE COMMUNITY CELEBRATES

**E**LSEWHERE IN ROCHESTER, the centennial of George Eastman was marked by ceremonies. In June, Dr. Cornelis W. de Kiewiet unveiled the Eastman Centennial Monument at the University of Rochester, commemorating Mr. Eastman's gifts to the University for education, health, and music—totalling more than \$50 million. The Chamber of Commerce dedicated a memorial plaque recording Eastman's gifts and testifying to his generosity. A centennial luncheon was held, at which Dr. Albert K. Chapman gave a brilliant speech. With a rare combination of humor and moving seriousness, Dr. Chapman told the audience in what manner Mr. Eastman gave the Chamber of Commerce the splendid building which has so well served the community.

**A**N EXHIBITION of more than 500 photographs and documents, tracing in detail George Eastman's life, was assembled in the Dryden Gallery of the George Eastman House. Department stores and the Rochester Savings Bank (where Eastman worked as a young man) arranged attractive window displays.

**N**ATIONAL MAGAZINES marked the centennial with special articles. *Life*, in its issue of April 26, published an extensive biographical essay by Roger Butterfield. The photographic contributions of George Eastman were described in a two-installment article in *Modern Photography* for January and February. The current issue (September) of *The National Geographic Magazine* shows in pictures taken specially at the George Eastman House, the part which he played in the general history of photography.

Two Rochester periodicals published special issues for the occasion, *Rochester Commerce*, edited by the Chamber of Commerce, filled its July issue with articles by Frank E. Gannett, President of the Gannett Newspapers, Dr. Albert D. Kaiser and Dr. Audley D. Stewart (friends who accompanied George Eastman on many of his trips), and historical essays by Thomas F. Robertson, Director of Public Relations of Eastman Kodak Company, City Historian Blake McKelvey, Associate Editor Arthur P. Kelly, and others.

*Genesee Country Scrapbook*, published by the Rochester Historical Society, reprinted in its sole issue for 1954 a group of George Eastman's earliest letters and reminiscence by his friends, Rev. George E. Norton, John R. Slater, Frank Gannett, Caroline Werner Gannett, and Francis S. Macomber.

**A**S A FITTING conclusion to this remarkable manifestation of a community's gratitude, the Eastman Kodak Company announced the gift of \$100,000 to the Rochester Civic Music Association in memory of George Eastman. Speaking for the Eastman Kodak Company, Messrs. Hargrave and Chapman said that the directors "sought for some centennial recognition which both Mr. Eastman and the people of this community, especially the many who enjoy good music, would warmly approve."