

Volume 15 Number 2

GAS and ELECTRIC NEWS

Published by
The Rochester Gas & Electric Corporation

AUGUST, 1917



"D. L. G. L."

Music and Beauty

By Ada Mae Hoffrek



There's music in the rustling of the
leaves,
There's beauty in the swaying of the
flowers;
There's nothing in a book
Like the tinkling of a brook,
As it glides between its grassy Sum-
mer bowers.

There's beauty in the perfume of
the rose,
There's music in the buzzing of the
bee;
There's beauty in the sight
Of the silent stars at night,
If we only have the eyes to look
and see.

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Back to School



IN September sixth, approximately 38,000 Rochester boys and girls will be "slicked up" by fond mothers, attired in their best "bibs and tuckers" and will start out for school again.

Yes, vacation days are over, and the hegira has already begun, "Away from days in sun-soaked fields, from cherished moments in shaded pool; from happy days that Summer yields, to all who slip away from school."

And the scene that is depicted on our cover for this month will be re-enacted in true life all over this country. Whether it be in the city, with its wonderful system of public schools or in the country districts, where the little old red school house still holds the educational fort, mothers will sigh with relief and at the same time shed tears of regret that vacation is over.

Vacation has been a wonderful period. It always is. There has been plenty of fun, but it has not been all fun for scores of boys and girls. The little folks have enjoyed an unadulterated play spell, while many of the older boys and girls have broadened themselves and learned their first lessons in economics and thrift by holding down their first summer job. At any rate, for a number of weeks there have been no lessons to get, though there has been lots to learn in the school of life and in the great outdoors which has been the juvenile playground for this happy period.

So, mother says good bye, and as she does so she is shaken by a conflict

of emotions. She would like to have Jack and Mary keep on playing forever. But she knows that play is but a part of our business of life. Therefore, she sends them away with her blessing. She knows that for the next few months they will be taught and developed mentally, spiritually and physically in the fine system of public schools that Rochester provides. And this picture holds good throughout this country quite generally.

Our public school teachers are the foster parents of our children. During the school year they see almost more of them than we do, and their influence is a vital force in young lives.

In Rochester, approximately 1130 teachers in our elementary schools play a heroic part in the development of about 38,000 of our younger boys and girls. And the best of it all is that these children also smile happily as they start off for school again. They know that many happy hours await them. They are eager for the combined work and play that goes to make up the constructive routine of our public school system. And that is just the way it should be.

Back to School Again, our cover picture, was posed by Mrs. Margaret Delaney of this Company; Miss Eleanor Kerr, and Master "Buddy" Zeller. The setting for the picture is the entrance to the home of Mrs. J. Brody, 1126 Lake Ave. Incidentally, this home was a Model Home recently featured by the Rochester Democrat and Chronicle.

Insulation is Advance in Construction of Modern Homes

HOME is where the heart is, and home occupies the same important position in civilization that the heart has in maintaining life in each one of us. The home regulates the pulse of modern existence, so it is both natural and a distinct advantage to ourselves when all methods are utilized to make the home more efficient for its obvious function.

Among other things, a home should keep us comfortably warm in winter and comfortably cool in summer. The use of insulation in the construction of houses is a modern method for affording greater home comfort and the use of various insulating materials in this connection is steadily growing in popularity.

As civilization has advanced from primitive life, the home has been converted into a more capable producer of contentment and progress. Modern conveniences and utilities have greatly reduced the amount of work required to carry on domestic life, and improved principles of keeping the temperature of the home at a comfortable degree, regardless of season, have been developed.

The log cabin, its crevices closed with straw and clay, afforded a fairly comfortable type of shelter. Later, with the advent of more improved methods, the old colonial brick dwellings were developed, constructed with thick walls. In so far as was possible at that period, they were designed to hold the heat during the winter months and to keep it out during the warm summer.

The expense of this type of home, however, has become prohibitive to the average householder and in recent

years home construction has been reduced to simpler, less expensive walls; the problem of ever increasing fuel costs, however, has not been adequately taken into consideration. Insulation, therefore, is an economic development which has definitely taken its place as a requirement in the construction of modern homes.

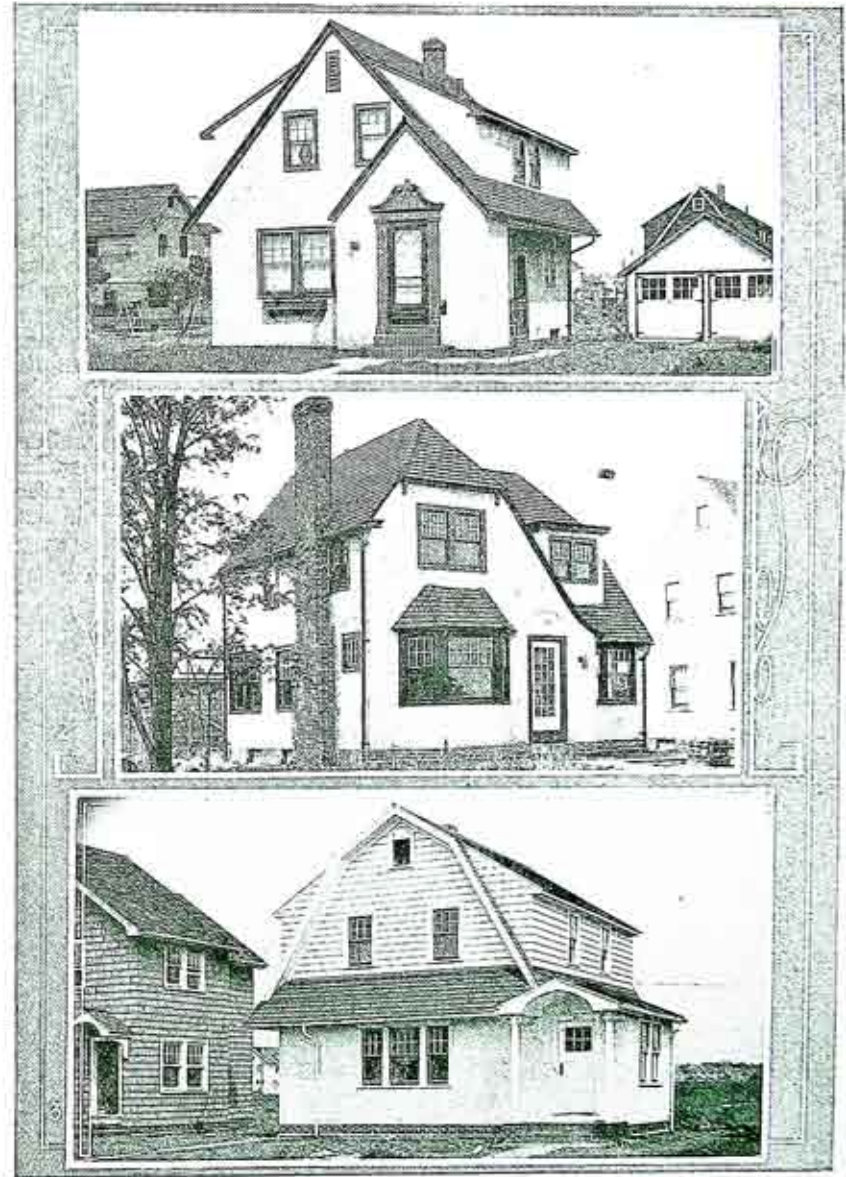
Perhaps there is no better way to illustrate the common advantage of the several types of house insulation materials or products than to consider the non-conductive properties of some one of them compared with the non-conductive qualities of common brick or concrete. For instance, 1½ inches of Armstrong's corkboard is as efficient in preventing loss of heat as approximately 25 inches of common brick, or 40 inches of concrete. And with this insulation, as with all the other types of insulation, the heat is kept out during the summer months just as efficiently as it is conserved in the winter. And it is well to mention that the great economy of heating made possible by insulation enables home owners, who could not ordinarily afford it, to enjoy the greater convenience of gas heating.

The amount of heat saved by the various kinds of insulation varies somewhat with each product on the market. Many types of heat insulation have the additional virtue of being sound deadeners, and some are fireproof, others waterproof, and their heat-conserving properties run from ten to thirty per cent.

Following are the widely differing compositions of several insulation materials now on the market.

Felted straw fibre, *Flax-li-num*.

Wood pulp board, plaster base, *Insulite*.



Three of the insulated homes built by Kodak Employees Realty Corporation. Fig. 1, home of Frederick Jackson, 34 Ross Street, Flax-li-num; Fig. 2, home of John H. Schocowitz, 191 Goodwill Street, Cabot's Quilt; Fig. 3, home of William J. Ryan, 208 Goodwill Street, Insulite.

Sugar cane fibre board firmly pressed, plaster base, *Celotex*.

Rye straw board, *Cereal Straw*.

Hair sewed between two layers of paper, *Keystone Hair*.

Paper pulp board keyed for plaster base, *Thermo-lath*.

Beveled lath mounted on chemically treated cardboard, *Bish-board*.

Plaster and paper in alternate layers, total thickness approximately $\frac{1}{8}$ inch, *Sackett Board*.

Flax straw fibre stitched between layers of craft paper, loosely matted, *Lino-felt*.

Sea grass, loosely matted between layers of craft paper, approximately $\frac{1}{2}$ inch thick, *Cabot's "Quilt"*.

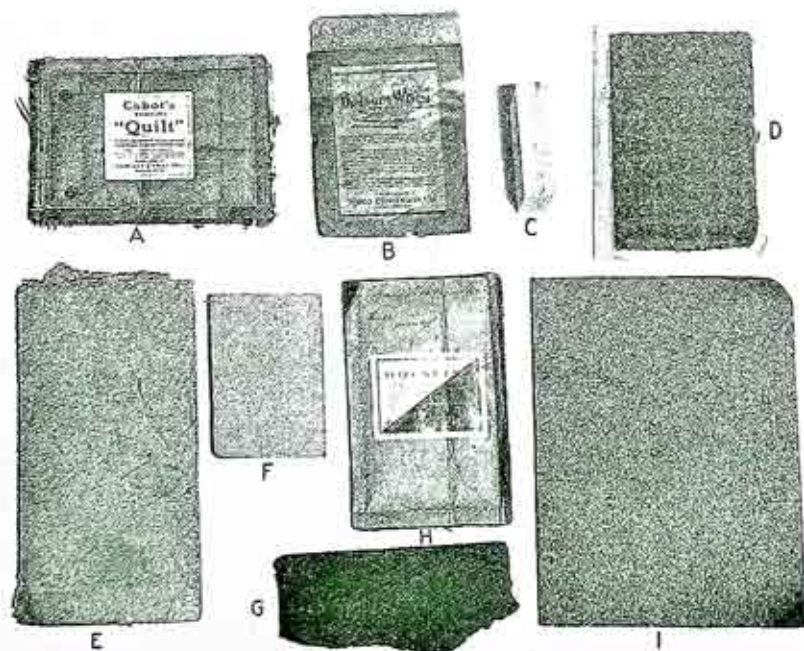
Felted flax straw fibre, covered on one side with waterproof paper and beveled wood lath, *Keyboard*.

Flax and cereal straw board, *Fibro-felt*, and *Armstrong's Corkboard*.

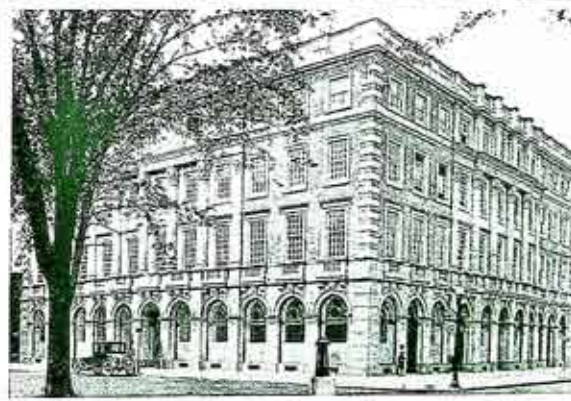
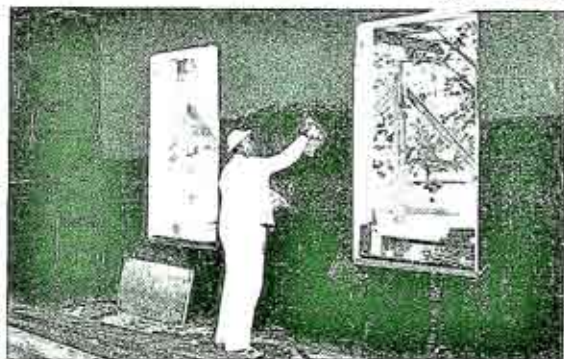
Wood fibre between two layers of craft paper, approximately $\frac{1}{2}$ inch thick, *Balsam Wool*.

An excellent illustration of modern, efficient heating is the Normandie Apartment's new addition, which has its walls insulated with cork and is heated by steam furnished from this company's central heating station at Lawn Street.

Celotex was used with great satisfaction as a plaster and stucco base in the construction of the Baptist Temple, which also is heated by the company. An officer of the Company selected Hair-flax, a product of the Johns-Manville Company, as the insulating medium for his home. This product, like numerous other insulites, is not a plaster base but is installed between the joist, being very effective in keeping heat in or cold out. All insulating materials, however, at



A, Cabot's "Quilt"; B, Balsam Wool; C, Insulite with plaster; D, Flax-linum; E, Lentcat; F, Insulite; G, Armstrong's Corkboard; H, Housline; I, Celotex.



Figures 1 and 3 are buildings recently constructed in Rochester with insulated walls and ceilings. Top, residence of Frederick Zoller; bottom, Hiram Sibley Building. Fig. 2 shows workman applying first coat over Armstrong corkboard.

least those now being advertised nationally, are effective, according to a bulletin on insulating put out by the University of Minnesota. All of them prevent to a satisfactory degree the transference of either heat or cold through them and therefore help greatly in maintaining comfortable temperatures in homes in any season.

In Koda Vista a tract being built by the Kodak Loan Association, Insulite has been used on scores of new homes. There, one may see how it is installed by making a personal visit to the tract which is located on the Ridge Road, at the end of the Stone Road, in Greece.

Insulation has come to stay. It has proved itself and is fast gaining friends. It may not be so long before it will be a regular specification in all homes as well as industrial building operations. Like electrical refrigeration, and many other modern innovations, insulation is not expensive when one considers the many benefits that it will bring to the entire household.

Additional facts on this subject may be had from the Company's Industrial Sales Department, or any of the local dealers in insulating products. The cost of installation is easily justified when one considers the great saving made in fuel costs and general satisfaction.

Gas House Heating Becomes Increasingly Popular

THE public is rapidly accepting gas as the fuel for house heating, according to a recent announcement of the American Gas Association, commenting on the phenomenal growth of this use for gas in the year 1926.

"Five years ago the manufacturers of gas-fired house heating equipment made most of their sales in territories served by natural gas," says the report. "Today the condition has been absolutely reversed. The manufacturers sell more gas furnaces, and boilers in manufactured gas territory.

"House heating is becoming an increasingly important factor of every gas company's business. This ultra modern method of heating seems to be repeating American experience with other innovations. The electric light was not cheaper than the gas light, nor was the automobile cheaper than the horse and wagon. Each of these luxuries won out for other reasons, and there is no doubt that gas heating is winning out in the present day because it offers to the home owner or home renter a method of heating that is without rival.

"Gas eliminates dirt, storage, handling, attention, and other items that are old stories to the man who has heating worries on his mind. When homes are properly constructed and insulated to conserve heat, gas-fired heating supplies incomparable comfort, convenience and cleanliness at no greater expense than the bare cost of other fuels."

Two Changes in Gas Manufacturing Department

A few changes in the Gas Manufacturing Department were recently announced by Mr. A. M. Beebe, Superintendent of that department. Following is Mr. Beebe's announcement:

"Due to the broadening of the work of the Gas Manufacturing Department a change in our organization seems necessary at this time.

"Effective immediately, Mr. R. E. Kruger will act as Assistant Superintendent of Operation with supervision over all operation activities and the Laboratory.

"Also, Mr. W. N. Whitney will become Assistant Superintendent of Construction and Development, with supervision over all construction and development work of the department.

"Your co-operation and support, which it has been the privilege of this department to enjoy in the past, is solicited for these men."

Earn Trip to Sales Meeting

TWO members of the Domestic Sales Department, Mr. Arthur Creceley and Mr. John Loux, recently attended a sales meeting of electric washer salesmen at the Gainaday Washing Machine Company's factory in Pittsburgh, Pa. Mr. Creceley and Mr. Loux earned the right to be Company delegates to the meeting, which lasted from August 4th to 7th, by selling twenty Gainaday Washers during the Company's special campaign extending from March 15th to May 15th of this year. Approximately fifty other salesmen, who had made the highest quotas of sales for their respective companies, were similarly privileged to attend.

The salesmen delegates first assembled in Elmira, New York, from all parts of the country. From there they made the remainder of the trip in a body, arriving in Pittsburgh at midnight. The following morning was spent in inspecting the Gainaday factory, observing how the washers are made, and in the afternoon the salesmen were taken on a tour of the city.

The evening was featured by a banquet at the Pittsburgh Country Club in honor of all the delegates. The second day of their stay was opened with a lecture by Mr. D. C. Cunningham, a representative of the Gainaday Company, who spoke on the construction and operation of the washer. In the afternoon, the guests watched a National League game between the Giants and the Pirates.

The Gainaday machine is one of the three popular washers handled by the Company, so Mr. Loux and Mr. Creceley believe their trip was a distinct advantage from both a business and a social standpoint.

In qualifying for the factory trip, Mr. Creceley sold a total of 37 electric washers and Mr. Loux a total of 35, and of this combined total of 72, forty were Gainadays, the balance of 32 being Whirldry machines. The other Company salesmen who made these two winners "step on it" in order to beat them out are Messrs. D. Babcock, F. Redshaw, A. Male and W. Dean.



Gainaday Washing Machine Salesmen from the Eastern District who were visitors to the Gainaday factory on an inspection trip recently. Messrs. Arthur Creceley and John Loux, of this Company, are in the second row near the center.

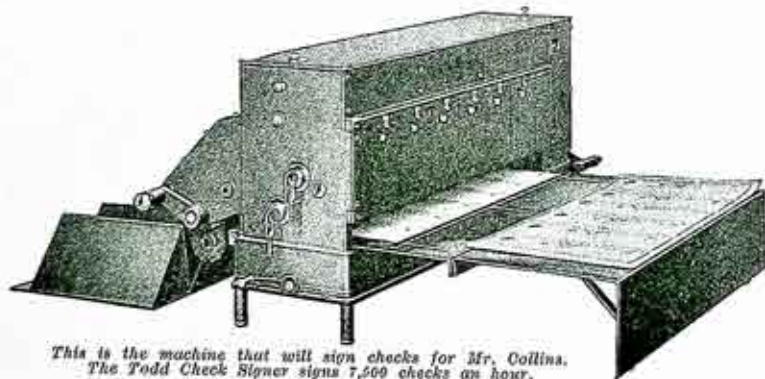
Todd Machine Signs Stock Dividend Checks

MODERN inventive genius and the efficiency that is associated with electrically-operated machines, have liberated Mr. J. C. Collins, Secretary and Treasurer of the Company, from his most arduous duty, the process of signing 13,000 stockholders' dividend checks at regular intervals of three months. Until recently, using an arrangement of five pens, so that each time he made his signature five checks were signed, Mr. Collins required the greater part of three days to affix his name to the quarterly checks.

Through the recent installation of a Todd Check Signer in his office Mr. Collins has been entirely relieved from the necessity of writing his name on Company dividend checks, and, more remarkably, this operation which formerly took nearly three days, is now completed in approximately two hours. Especially interesting is the fact that the Todd Check Signer and its companion machine, the Todd Super Speed Protectograph, were both invented by Mr. Libanus M. Todd, a director of our Company.

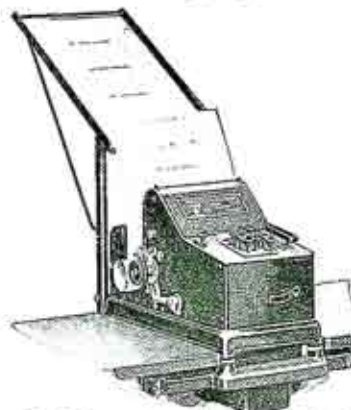
Because of the efficiency made possible by the two machines, Mr. F. H. Patterson, Auditor, has announced that the office payroll will henceforth be paid by check, and that it is the plan of the Management that the payrolls of other departments will be handled by the same method as soon as possible. In making up the payroll of the eight hundred office employees, the wages will no longer be placed in envelopes, but checks will be drawn on the Company's account which may be cashed at the teller's window on the Main Floor.

The Todd Check Signer, which will be Mr. Collins' greatest personal boon, through relieving him of the physical and mental fatigue entailed in former check signing activities, attains its efficiency through its high-speed mechanism and the use of electricity. The checks are fed into the machine in strips of six and delivered almost instantly, signed and cut apart. They are signed at the rate of 7,500 an hour—and more safely, from a forgery standpoint, than they can be signed by hand.



This is the machine that will sign checks for Mr. Collins. The Todd Check Signer signs 7,500 checks an hour.

In reality the Todd Check Signer is a miniature offset lithograph press, and the signatures made by this press are more nearly non-counterfeitable than those produced by any other known method of signing. The chief



The Todd Super Speed Protectograph which places the amount on from 1,000 to 1,500 checks in one hour.

safety feature of the machine is the combination signature it makes, including the autograph, a half-tone background and a replica of the Company badge. Through the use of the offset process of lithography and through the complexity of the signature, the machine is scientifically designed to prevent forgery.

The Todd Super Speed Protectograph, which will also aid Mr. Collins in his work, writes the amount on from one thousand to one thousand five hundred checks an hour. This model Protectograph, which is simple in construction and operation, shreds the amount into the checks, legibly in black and red, with a great saving of time and with a maximum protection against "raising" by any means.

The operator feeds the checks into the machine in sheets of six, sets up the amount by simply touching the keys, of which there are only ten, and then touches the bar at the right of the keyboard. A repeat key permits the repetition of any amount as many times as may be desired. If any error has been made in the set up, the machine can be cleared instantly, permitting of correction before the check is written. The words, "Exactly," "Dollars," and "Cents" are printed automatically and only the figures are touched on the keyboard.

The checks used by the Company are Todd Greenbac Checks which, registered and guarded like government currency, are not procurable in blank form. Made by a secret process, these checks are not counterfeitable and always expose chemical as well as mechanical erasure.



One of the very first of the 13,000 company dividend checks to pass through the new Todd Super Speed Protectograph and the Todd Check Signer. These machines do in about two hours what formerly required three days, saving much physical effort and rendering the checks non-counterfeitable.

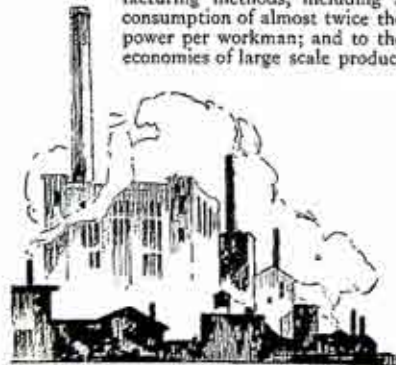
Science and Business

An address by Mr. Kenneth C. Mees, of the Eastman Kodak Company, before the Rochester Engineering Society on April 23, 1927.

THE great prosperity which the United States is experiencing at the present time is an object of interest to the whole world. The interest is, of course, not unmixed with envy, but of the motives in the interest I think that "curiosity" is the most predominant. The prosperity is so striking that thinkers in all countries are inquiring into its origin. There are no doubt many sources of the prosperity, which is manifest to all of us. The politician will find one answer to the question; the economist may find another, and I think that the professional scientific man may find yet a third. All three will be contributing causes to the present condition.

EFFECT OF INDUSTRIAL APPLICATION OF SCIENTIFIC RESEARCH

In a leaflet issued to their stockholders by the General Electric Company a short time ago they showed that in 1914 an average workman earned \$22 a week when the cost of living was \$20, so that his margin over the bare cost of living was \$2, while in 1925 the margin had increased from \$2 to \$11 a week. In the eleven years, the cost of living had gone up 68% as a result of the war, while wages in the General Electric Company had gone up 107%. During the same period the value of the stock of the General Electric had increased enormously, and the prices of the goods sold by them had increased only 16% as compared with an increase in the general cost of living of 68%. The production of the plant had increased 179%. The General Electric Company ascribed this difference to three causes: to improvements in design resulting from continuous scientific research, which they place first; to better manufacturing methods, including a consumption of almost twice the power per workman; and to the economies of large scale produc-

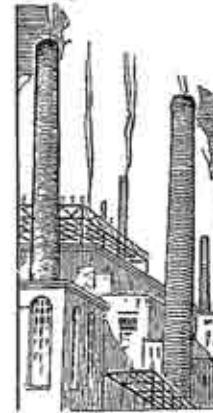


tion. They claim that as the result of their work the average cost of electricity in the country is about 10% less than it was in 1913.

In the report of the United States Steel Corporation, which makes more than half the steel products of the country, the same story is shown. While the cost of manufacturing steel is being kept down to a very low price, the United States Steel Corporation has been able to increase its wages in the same proportion as those of the General Electric Company, and it has just been able to assure its stockholders that in spite of a stock dividend of 40%, it can continue to pay 7% on the increased capital and at the same time place a satisfactory amount to reserves. While, therefore, the stockholders of the United States Steel Corporation are now receiving nearly 10% on an investment which was originally considered to consist chiefly of water, the people who have really profited from the skill of the United States Steel management are, first, their employees and, secondly, the general public, which is able to buy steel for little more than it cost before the war. It is noteworthy that at the special meeting of stockholders, at which the 40% stock dividend was approved, it was announced that the United States Steel Corporation was undertaking a large program of scientific research and had enlisted as consulting expert the most distinguished scientific men in the United States. It is also interesting to find that in the annual report of the General Electric Company dated December 31 of last year, which consists of the financial statements of the company, the frontispiece shows the research laboratories at Schenectady, one great unit of which was completed last year.

The most astonishing demonstration of the industrial application of scientific research is that afforded by the recent incorporation of the Bell Telephone Laboratories. The American Telegraph and Telephone Company is always regarded as the primary industrial organization in the country, controlling as it does almost the entire telephone system of the United States. Its manufacturing division is a separate company of which it holds almost all the stock, the Western Electric Company, has for very many years maintained an extremely large research organization. A short time ago the directors of the American Telephone and Telegraph Company decided to incorporate the research organization as a separate company, the Western Electric Company holding 50% of the stock and they themselves the remainder. The Bell Telephone Laboratories, Incorporated, draws its support from the budget of the two parent companies. The amount which they contribute

for that purpose is \$14,000,000 per annum, which is spent by the management of the laboratories on a staff of 3,800 people. The product of the laboratories is knowledge, which is distributed to the Western Electric and American Telephone and Telegraph Companies as it is produced and as it is required. The effect upon the telephone system of the country has been such that at the present time telephone service costs on the average little more than it did before the war, and the saving to the consumer which has been effected by the laboratory is confidently stated by the officials to be several hundred million dollars a year, while it is worth noticing that the stockholders of the American Telephone and Telegraph Company have every reason to be satisfied with their investment.



From what I have said so far you would no doubt conclude that I consider the chief factor in the present wave of prosperity in the United States to be the great advance in scientific research as applied to industry, and you would no doubt think it very natural that I should think this, but there is another factor in the present situation which personally I consider to be of much greater importance than the application of science in the research laboratories of the industries—that factor is the application of the scientific method throughout all the branches of the industries, and I should like to take a few minutes to explain just what I mean by the scientific method and how it is being applied in all the walks of life.

INFLUENCE OF BACON AND DESCARTES

Last year was the tercentenary of a notable date in the history of thought. In 1626 Francis Bacon died after an extraordinary life in which he had played a great part in English history, rising to the post of Lord High Chancellor of England. It was Bacon who first carried the popular imagination with him in his emphasis on direct observation and experiment as against blind acceptance of the written word, and it was thus Bacon who first made the popular imagination realize the importance of the scientific method. The following message accredited to him illustrates admirably the irony and sarcasm he could use to emphasize his contentions:

"In the year of our Lord 1432, there arose a greivous quarrell among the brethern over the number of teeth in the mouth of a horse. For thirteen days the disputation raged with-

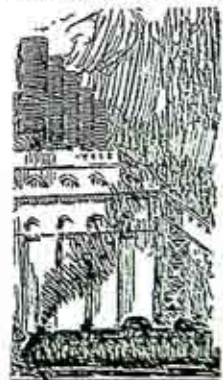
out ceasing. All the ancient books and chronicles were fetched out, and wonderful and ponderous erudition, such as was never before heard of in this region, was made manifest. At the beginning of the fourteenth day, a youthful friar of goodly bearing asked his learned superiors for permission to add a word, and straightway, to the wonderment of the disputants whose deep wisdom he sore vexed, he beseeched them to unbend in a manner coarse and unheard-of, and to look in the open mouth of a horse and find answer to their questionings. At this, their dignity being grievously hurt, they waxed exceedingly wroth; and, joining in a mighty uproar, they flew upon him and smote him hip and thigh, and cast him out forthwith. For, they said, surely Satan hath tempted this bold neophyte to declare unholy and unheard-of ways of finding truth contrary to all the teachings of the fathers. After many days more of greivous strife the dove of peace sat on the assembly, and they as one man, declaring the problem to be an everlasting mystery because of a greivous dearth of historical and theological evidence thereof, so ordered the same writ down."

In the year of Bacon's death, Descartes, a Frenchman, returned to Paris to begin the definite study of mathematics as the basis of a system of philosophy, and Descartes became the leader of another great school of scientific thought. The scientific method as proposed today is a composite of the methods taught by Bacon and Descartes.

FORMATION AND TEST OF THEORY

To find out something about nature, we need first of all facts; secondly, a linking idea which will enable us to get all the facts that we are considering into one picture. This linking idea we call a hypothesis; then, from the hypothesis we deduce consequences. These consequences must follow from the hypothesis and also they must be of the type which we can verify. It is of no use to deduce consequences which it is impossible for us to verify when we are searching for evidence as to the validity of a hypothesis. If all the consequences which we can deduce and all the facts we can find fit the picture which we form, then we term that picture a theory and grant it validity until we meet well attested facts which will not fit it.

This outline of the scientific method involves both



the inductive method of Bacon and the deductive method of Descartes. Bacon laid the greater stress on the experimental work which gave the facts which a hypothesis was formed to fit. Descartes laid the greater stress upon the intellectual leap by which a hypothesis was invented to fit the facts, but both are necessary. We must get the facts by experiment, and we must deduce a hypothesis by instinct. A great experimenter will accumulate many facts perhaps before finding a fitting hypothesis. A great thinker may leap intuitively at a hypothesis before he has many facts. In the one case the experimenter must search for his hypothesis; in the other, the thinker must find an experimenter to supply him with the facts. Sometimes the completed theory must be abandoned entirely because facts are found which are quite incompatible with the theory, so that it is necessary to construct an entirely new picture, while at other times and perhaps more generally a theory may have to be modified or extended in details as new facts become available. It will be seen that the fundamental purpose of scientific research is to make an orderly picture of nature, so that we can understand it and thus fill in facts for ourselves without actually determining all the facts directly.

This method of science is not one which must be employed only in investigations in the laboratory or in the field, nor is its use in any way restricted to those trained in the technical methods of science. It is the only method by which mankind can arrive at proper conclusions from the facts which are before them. Decisions arrived at by argument in which the cleverest talker wears and defeats his opponent are of no value. Decisions arrived at by propaganda and bias are quite useless. Decisions which are affected by personal hopes, fears, and longings must be avoided. Only the study of the facts, the classification of the facts, the deriving from those facts of some general principle can act as an efficient guide for conduct.

THE ADOPTION OF THE SCIENTIFIC METHOD

Now, at the beginning of the twentieth century the principles of science were almost unknown to the man of business. The older men of business in Europe had been brought up and educated on classical literature. They were accustomed to turn to authority for their decisions and they were bound by precedent. In the United States the pioneers of our modern industries were largely self-educated men, and while to their native sharpness they added a great ability for detecting the right method of procedure, they were rarely trained in the scientific habit of thought. In the last twenty-five years a great change in this respect has come over industry. The leaders of industry today are largely engineers, and while they may have forgotten the technical facts taught them in their engineering course, the method of science which was taught them at that time has

been graven deep in their consciousness and become part of their ordinary method of thought. The result is that today, while business owes much to the science of the research laboratory it owes far more to its adoption of scientific methods of thought and action in all parts of the industrial organization.

There is very much remaining to be done; up to now the alliance between science and business has only made a beginning. Nevertheless the very criticisms of business errors show the scientific spirit; it is the industrial engineers who are most keenly conscious of the waste and errors which it is their purpose to remedy and as the influence of the engineering schools penetrates further and further, I believe that we may expect that the prosperity of this country and of all the other countries of the world will grow greater and greater.

Extending Life

Every child born today has the prospect of living 5.16 years longer than if born in 1911.

That is the conclusion reached in a statement issued recently by the Metropolitan Life Insurance Company which commented upon man's increasing tendency to longevity.

Undoubtedly this remarkable result has been brought about by better living conditions, through modern science and education, comments "Service News." Despite the intense speed of twentieth century life, with its tension and dangers to the nervous system, life is easier than ever before in the history of the world and the natural result is longer life.

That electricity has played an important part in bringing this about is unquestioned. It has made industrial working conditions immeasurably better by supplying good light, by making ventilation easier and more effective, by providing a simple form of power. It has revolutionized domestic labor, with its elimination of tedious nerve-racking, back-breaking tasks through electric appliances.

All this electric development has come about in only a few years. In view of the tremendous progress certain to occur in the future, it becomes interesting to speculate upon its ultimate effect upon life.

Why not make it a point to visit school occasionally. Wouldn't it be quite wonderful if numbers of parents should cultivate the constructive habit of co-operating fully with the teachers and the public school personnel which is helping to make Rochester stand out as an example of what is excellent in educational work?

And if a personal visit is impossible, remember the letter this little girl we have spoken of received from her teacher; just remember that teachers, no doubt, like to receive inspirational letters of appreciation from parents. And, don't forget that your children will get as big a thrill out of such a visit or letter as you will, because they appreciate your interest much more than you perhaps have ever imagined. If you don't believe it, try it out.

The Margin of Safety

INEXPERIENCED automobile drivers may wonder why it is that other drivers in approaching them often sheer over toward their car, just as though they were trying to frighten them over just a bit.

We used to wonder about this, too. Often, we have been quite disturbed over the manner in which other drivers seemingly sought to "hog" the road. But, apparently, there is some method in this driving madness.

A farseeing driver, observing that he is about to pass an approaching car, and that he must also safely thread his way by a car that is parked at the curb, on his right, does not choose to split hairs in so doing. He wants a substantial margin of safety when he can obtain it. Therefore, he shoots over toward the center of the street, toward an approaching car, so that he may still have this margin of safety to juggle with if he has to.

And maneuvering for this marginal safety in driving is much like striving

for it in numerous other connections. Human beings inherently wish to be fortified against possible perplexities or embarrassments. Therefore, we strive to protect ourselves and our families from trouble and disaster by "shooting" over a bit on the line that marks the dividing point between safety and sorrow. We are not quite satisfied merely to play safe. We must have a fair margin of safety the better to insulate us against the wear and tear of life.

We might choose to analyze our financial liabilities and our assets, and then proceed to spend our possible savings, on the supposition that we have a steady job, are well and so might just as well enjoy life to the fullest even if we have to "shoot the works" weekly or monthly so far as the family exchequer is concerned.

However, most persons cling to the margin of safety that is comprised in a regular savings account to fortify themselves against possible sickness, trouble, or "rainy days." And this seems to be "shooting" in the right direction.

Adequate life insurance is another marginal safety well worth utilizing. We should have enough insurance. Not merely enough to enable our families to "get by" in the event of our passing, but enough to insure them a reasonable continuation of their present state of existence when our salaries are cut off. Just a few additional dollars invested yearly by us will assure such a margin of reasonable safety from hardship, or the possible disruption of our present plans for the education of our children.

In many ways, our failure to plan for adequate marginal safeties for ourselves and those dear to us, is nothing more than "passing the buck" of responsibility. If we don't do it, then someone else will have to do so.

Society, the world over, is burdened, financially and in scores of other ways, because of the failure of many persons.

in it to measure up to their known responsibilities. Under Utopian, highly idealistic plans, a way could be figured out whereby each family unit might possibly be entirely self-supporting. But this scheme is far off, though it may some day be attained. One way to hasten this wonderful time would be for each person to plan to put in effect a plan that would insure adequate marginal safety, under known circumstances and conditions of present day existence.

It is so easy to lose all, though it is equally possible for a small expenditure of effort and money to safeguard almost everything that we hold dear in life. Losing money or property is hard, but losing our health or our integrity is even harder. A marginal safety in thrift, insurance, safe practices, culture, hygiene and many known virtues may be obtained for a quite paltry expenditure by anyone. Apparently, there is no good reason why we should "pass the buck" of our responsibilities to others.

Mr. Zenaty's Book Popular

IN Czechoslovakia there is a "best seller" if they are called "best sellers" in that distant country, which was written by Mr. Vojt Burt Zenaty, an employee of this Company in the Engineering Department. A show window in the largest book store of Prague has a display of this popular book, "The Land of Stars and Stripes," with a picture of its author and an arrangement of American flags. The purpose of "The Land of Stars and Stripes" is to draw an accurate picture of America and its soul, free from the exaggerations current in volumes dealing with the same subject and circulating in Middle Europe.

In a recent interview Mr. Zenaty discussed his book and stated his aim in writing it as follows: "There is in Middle Europe today scarcely a work

This reminds us of an old-fashioned iron pump we encountered recently while on a picnic. At its base sat a tin can full of water for use in priming the pump. A sign stated that users of the well should be sure to refill this can after having drunk their fill. Had the last person to use the well failed to do this, we should have had to go without water or else walk or drive a mile or more to get enough to prime it again.

That little tin can of water, is exemplary of most margins of safety. They are very necessary not only to us, but to many others who may follow us. And, best of all, they are quite easy to obtain. Just a few additional pumps of the old well, just a few dollars saved regularly, just a small portion of our income for things worth while, or just a little more attention to the requirements of our minds or our bodies—that's all that is required, generally, to keep us safely and surely within the zone of marginal safety.

Isn't it much better to play safe than to be sorry?

that gives a correct idea of American life. The writers come to America for a short time. They usually take a train in New York, go to Los Angeles and Hollywood. They write about all the scandals, murders, divorces; tell that the only music in this country is jazz; that the religious activities are led by fakers; that cowboys are met in the streets; describe the motion pictures, skyscrapers and largest bridges. . . . One reading these books would get no real conception of the best American life. . . . I have tried to discover the soul, the heart, the genius of America."

Mr. Zenaty has been in this country seven years, and in the employ of the Company as an engineer. He was educated at Universities in Prague, Munich and Vienna.



THE Book Club membership will be renewed September 15th. All those who wish to continue their membership should place a book of recent publication in the hands of Miss Frances Cameron, Librarian, by that date. Those who desire to join the club should see Mrs. Emma Wage, of the Auditing Department, who is chairman of the Membership Committee. She will be glad to aid in the selection of books or give such information in regard to the club as is requested.

The "Saturday Review of Literature" is a weekly publication which has reviews of recently published books. These are on file from the first of June and are available to any club member. Excellent suggestions for books can be found in these magazines.

Book Club Program for next Three Months.

September—Luncheon in the Home Service, visit to the Memorial Art Gallery.

October—Luncheon Meeting, Speaker, Mrs. Frank Crouch, President of the Book Review Section, Women's City Club.

November—Luncheon Meeting, Speaker, Miss Lynda Gale Lyon, a poetess living in Rochester.

September Book Club Meeting

September 15th will mark the opening meeting of the 1927-1928 Book Club Season, when the members will be the guests of the Memorial Art Gallery. All members should go.

Miss Gertrude Herdle, Director of the Gallery, and a charming and talented speaker, will address the club on the Summer Exhibition. Miss Herdle has just returned from a western trip after making a study of the ancient and modern art of the Hopi Indians of Arizona. A short time ago she made a trip to European countries, to study some of the newest developments in art and sculpture.

The Art Gallery is dressed in gallant array. Each display holds one's interest, particularly the sculpture of Paul Manship. How did he mold the iron masterpieces of *Acteon*, *Diane*, *The Indian Hunter*, *Atlanta*, *Centaur and Dryad*, and *Anadyomene*? Turning to Galleries C and D, we come upon the paintings of Contemporary American artists. Looking at Ben Foster's *Solitude*, one can almost see a real inlet surrounded by woods. Thirty-eight artists are represented by forty-two paintings in this selection.

Entering Gallery E, one sees Selected Prints from the Permanent Collection of Graphic Arts. There are two show-cases displaying "The Making of an Etching" and "The Making of a Lithograph." Crossing the beautiful Fountain Court with its gorgeous tapestries, one finds the original Illustrations in Watercolor for "Jeanne D'Arc." Then, passing into the adjoining gallery, one finds himself among the Paintings of New Mexico. The diversity, charm and beauty of Memorial Art Gallery is inviting to those interested in cultural and artistic development. Do not miss it.

Company Drivers Lead Safety Contest

PURSUING an every-day policy of careful, courteous operation of their cars on Rochester traffic-congested streets, truck drivers employed by the Rochester Gas & Electric Corporation today have climbed to the top of the list in Group B in the Inter-fleet Safe Driving Contest being conducted by the Safety Council of the Rochester Chamber of Commerce. As a result, every one of the 137 trucks operated by the corporation carries a "winners" card furnished by the Chamber's Safety Council. The record of the Rochester Gas & Electric truck drivers also entitles the corporation to place a truck, representative of its fleet, in the Safe Drivers' Parade staged in connection with the 1927 Exposition on September 7.

Group B in the Chamber's Inter-fleet Safe Driving Contest was organized for public utility trucks. Other corporations with trucks enrolled are: Rochester Telephone Corporation, American Railway Express, Rochester Postoffice Garage and New York State Railways, Rochester Lines. The standing of these fleets, as of August 1, 1927 follows:

For the purpose of the contest, an "accident" was defined as "any traffic accident that causes sufficient personal injury or property damage to

warrant report being made, either to your insurance company, or your claim department." Winners in each group are decided monthly on the basis of truck-days of operation and number of accidents in which the trucks are involved, whether or not the company's driver was wholly or partly to blame.

The Inter-fleet Safe Driving Contest started with three business classification groups, but jumped month by month until, at the end of the first half of the year, there were 905 trucks, operating in ninety fleets, which were divided into thirteen business classification groups. Business represented in the contest today are: Department stores, public utilities, gasoline and oil, ice cream, furniture, laundries, wholesale houses, trucking and hauling, dyers and cleaners, electrical supplies, building supplies, manufacturing and carbonated beverage manufacturers.

The per centage of accidents per 100 truck days for the entire contest for the first month of the year was .387. This showed a steady decline in February, March and April, the ratio being .204, .171 and .130. In May there was a jump to .178, which was brought down in June to .149. July was a bad month, the heavy summer traffic with its added accident hazards raising the ratio to .194.

Semi-Annual Progress Report of Inter-Fleet Safe Driving Contest of Rochester Safety Council, Chamber of Commerce, Rochester, New York

	Jan.	Feb.	Mar.	Apr.	May	June
1. Groups Entered.....	3	5	8	9	12	13
2. Fleets Entered.....	13	32	54	66	83	90
3. Number of Vehicles.....	479	503	718	796	868	905
4. Vehicle Days.....	9,029	12,221	19,297 $\frac{1}{2}$	19,870 $\frac{1}{4}$	21,846	22,784
5. Accidents.....	35	35	33	27	39	34
6. Fleets With No Accidents.....	6	21	38	49	59	68
7. Accidents Per 100 Truck Days.....	.387	.204	.171	.130	.178	.149

HELP ME PROTECT THEIR LIVES
AND YOUR CONSCIENCE~

DRIVE
ever so carefully
near schools



ROCHESTER, N.Y.
JUNIOR TRAFFIC
OFFICER

Drawing Courtesy Utica Mutual Insurance Co.

Suppose It Does Take
a Minute Longer~

Isn't It Worth It?

Children's Cooking Classes

HELEN SMITH

NO one can come down here to the Home Service Department and tell us that the children of this generation care nothing at all for cooking. We assure you that we know better. There are eighty-eight boys and girls registered for the junior classes in cooking, which was more than the department could handle through the month of July.

We tried without seeing the children to sort them into classes according to age and grade in school. This gives us a large variety and assortment of sizes. We had no age limit—registering them as they came—so that one class is very special with only three, Betty, Shirley and Zeldia who are each eight years old and who operate with mixing bowl and spoon with even more precision than many of their elders.

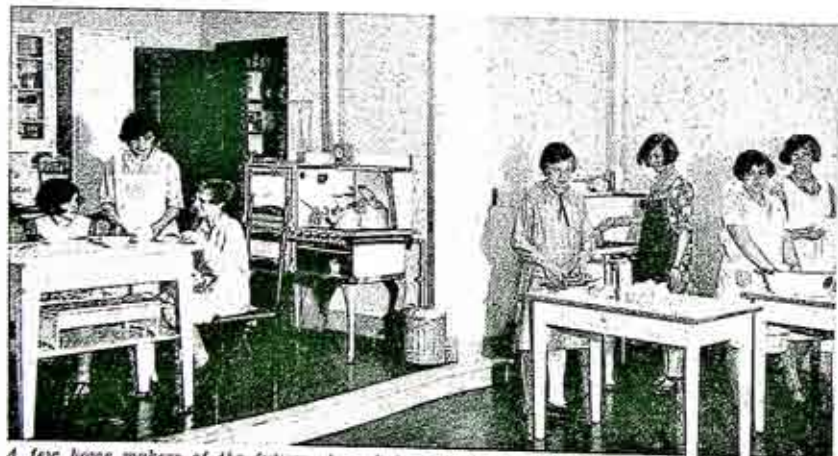
One class follows closely upon the heels of another during the morning, and as the children come through the door they smile a greeting to the department, hurry into the coat room, and in a moment—after much chatter

—emerge with aprons or kitchen dresses, all ready to take the place of the departing class.

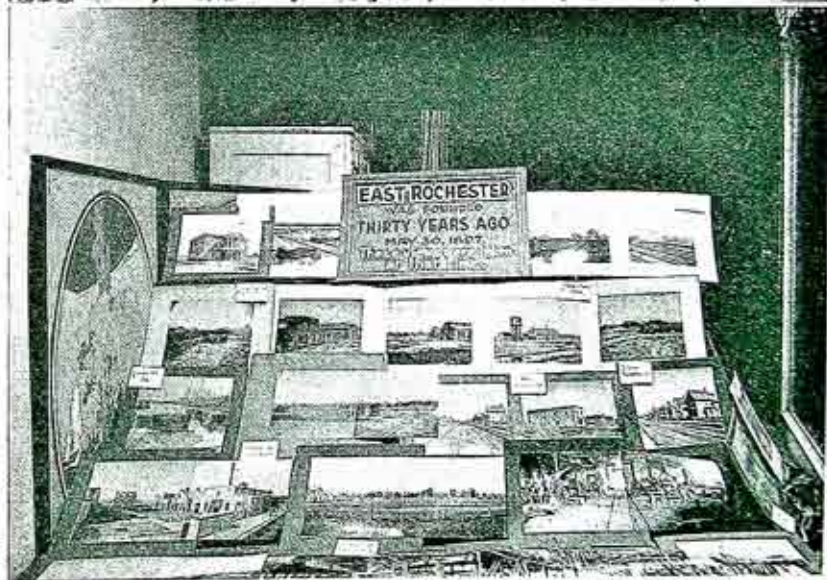
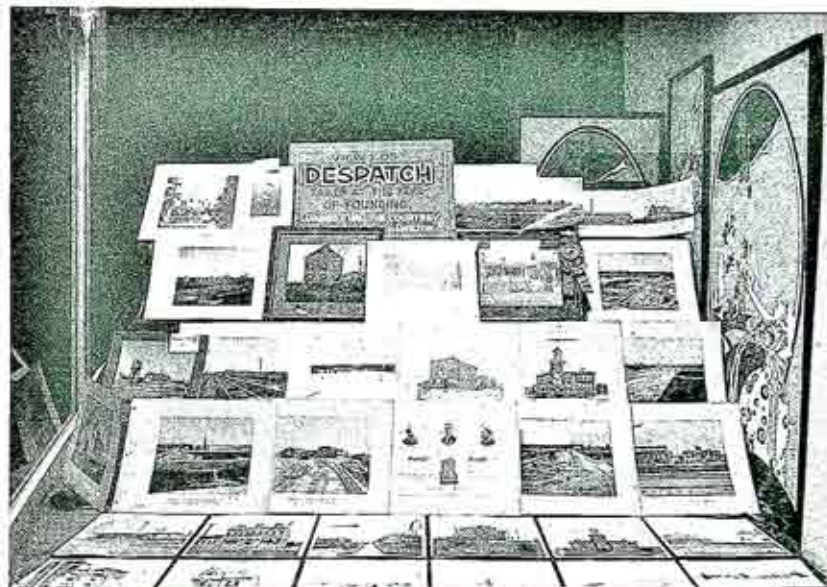
The first week, toast and cocoa was prepared and served. One of the features of the junior classes is that the completed meal is planned to be properly served and eaten by the class. A large recipe, in addition to the small recipe, is given on the instruction sheet, so that the child may cook the dish for the family at home.

The second week is more pretentious and the children who ordinarily do not like cereal eat and enjoy the cereal they make for themselves,—possibly with the result of starting the child off on cereal eating at home.

The next two are luncheons, one with soup and biscuits, the other featuring bran muffins and prunes. Following these are cake lessons and candy making lessons so that it is evident Miss Muntz has planned her lessons so as to have an increasing popularity for the children of the junior cooking classes.



A few home makers of the future at work in the Home Service Department during July and early August.



The window display shown above attracted hundreds of persons to the Company's East Rochester office during the recent thirtieth anniversary of the founding of that place. The photographs have great historical interest and they were collected and arranged by Mr. Wilfred Kearus, Manager of the East Rochester branch, and Mr. Alonzo E. Whittleton, who has been an employee of the Company for over twenty years.



New Business Net Increase in Consumers in Year Ending June 30, 1927

	June 30, 1927	1926	Incr.
Gas.....	99,517	95,788	3,729
Electric.....	93,698	85,212	8,486
Steam.....	272	199	73
Total.....	193,487	181,199	12,288

Statement of Consumers by Departments as of June 30th

June 30	Gas	Electric	Steam	Total	Incr.
1917....	76936	26640	49	103625	
1918....	79307	28535	55	107897	4272
1919....	78667	29628	75	108372	475
1920....	80705	32657	75	113437	5065
1921....	80829	36883	84	117796	4359
1922....	82560	44001	104	126665	8869
1923....	85179	53471	117	138767	12102
1924....	88649	64864	110	153623	14856
1925....	91897	75249	145	167291	13668
1926....	95788	85212	199	181199	13908
1927....	99517	93698	272	193487	12288
Incr. in 10 years	22581	67058	223	89862	89862

Net Increase in Consumers by Months

	1925	1926	1927
Incr. in January.....	300	652	357
Incr. in February.....	441	733	512
Incr. in March.....	920	729	612
Incr. in April.....	1438	1083	1271
Incr. in May.....	1358	1166	1270
Incr. in June.....	1276	1114	1128
Incr. in July.....	1228	1021	
Incr. in August.....	1207	1199	
Incr. in September.....	1683	1603	
Incr. in October.....	1591	1444	

Miscellaneous Data

	June 30, 1927	1926	Incr.
Miles of Gas Mains.....	665	624	41
Miles of Overhead Lines.....	3823	3585	238
Miles of Underg'd Cable.....	2225	2016	209
Miles of Subway Duct.....	1635	1498	137
No. of Street Arc Lamps.....	1075	998	77
No. Street Mazda Lamps.....	16706	14667	2039
Total No. Street Lamps.....	17781	15665	2116
Number of Employees.....	2330	2110	220

E. B. A. for July, 1927

Balance 1st of Month.....	\$11,029.60
Dues—Members.....	1,521.45
Dues—Company.....	1,521.45
Fees—Members.....	80.00
Fees—Company.....	80.00
Int. on Bk. Bal. and Investments.....	237.44
Members' Add. Life Insurance.....	405.80
Total Receipts.....	3,846.14
Total Receipts plus Balance.....	14,875.74

Disbursements

Sick Benefits.....	\$ 1,181.12
Accident Off Duty Benefits.....	37.94
Accident On Duty Benefits.....	100.95
Group Life Insurance.....	115.58
Medical Examiner's Expense.....	91.50
Members' Add. Life Insurance.....	000.00
Nurse Expense for June.....	75.83
Total Payments.....	1,602.92
Balance on Hand.....	\$13,272.82

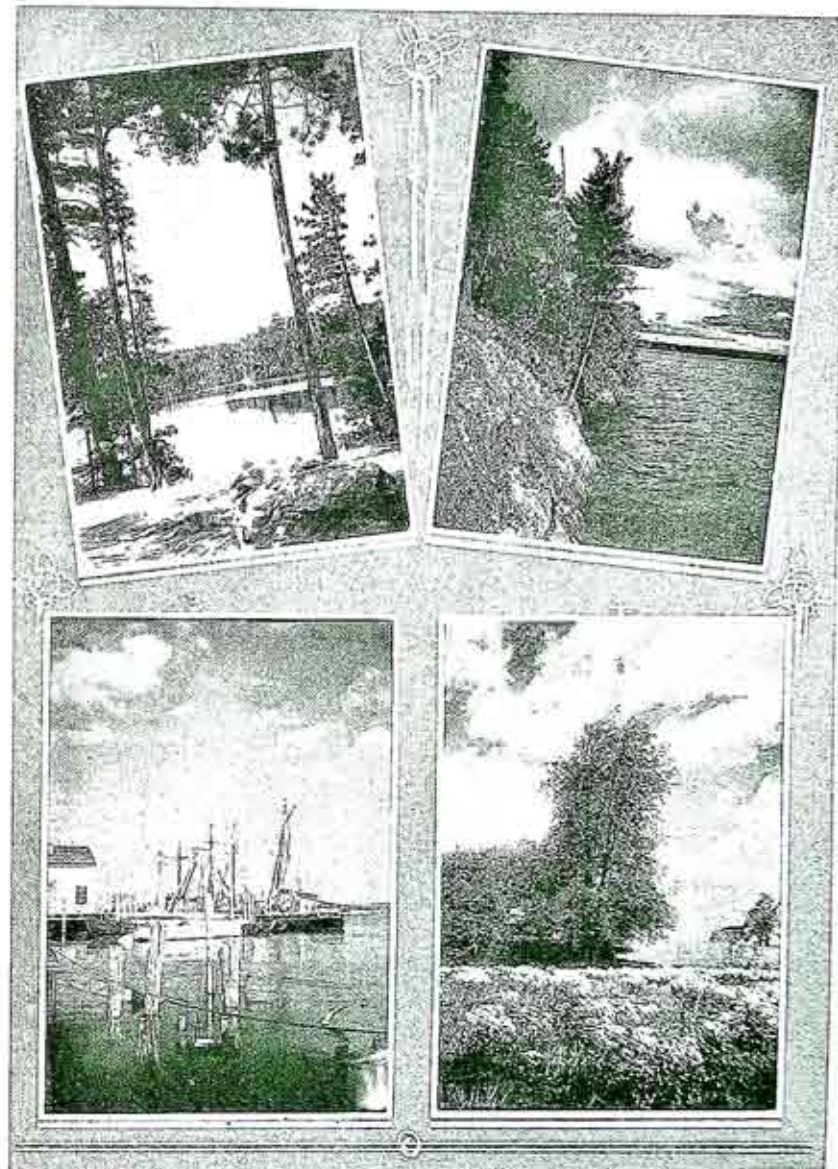
Membership

Date	No.
Members June 30, 1927.....	1884
Affiliated July 1927.....	47
Terminated July 1927.....	22
Gain.....	25
Membership July 31, 1927.....	1909

Month of June, 1927

	June, 1926	Increase	
Amount Pay Roll.....	\$357,275.39	\$318,050.63	\$39,224.76
K.W.H. Generated Steam.....	7,420,221	7,918,300	*498,079
K.W.H. Generated Hydro.....	14,765,710	12,705,840	2,059,870
K.W.H. Purchased.....	5,547,081	4,615,903	931,178
M. Cu. Ft. of Coal Gas made.....	304,693	222,368	82,325
M. Cu. Ft. of Water Gas made.....	62,667	135,712	*73,045
Tons Steam Coal Used.....	12,223	12,091	132
Tons Gas Coal Used.....	25,823	\$21,110	4,713
Gallons Gas Oil Used.....	125,908	305,170	*179,262
Tons Coke Made.....	17,567	15,112	2,455
Gallons Bengas Made.....	99,900	110,420	*10,520

*Denotes Decrease.



Did you see anything quite as beautiful as this while on your vacation? Of course we won't believe it until you produce evidence in the shape of actual photographs. Taking pictures is like fishing, one should have evidence of his prowess. Let's see what you can do along this line. The four scenes here shown were taken by Assistant Superintendent of Public Schools James F. Barker, who does his own developing and printing, as well.

OBITUARY



WITH the utmost regret we announce the following death. To the bereaved family we extend the deep sympathy of the officers and employees of the Company:

Mrs. Corine L. DeSmith, mother of Marine DeSmith, died July 31, 1927. The funeral service was conducted at her home in Avenue D, and interment was made in Mt. Hope Cemetery.

PERSONALS



By way of continuing social relations with former business associates, Mr. E. R. Crofts, Chief Engineer, entertained members of the Purchasing and Stores Record Departments recently at his home in Long Meadow. The varied diversions including dancing to a victrola, swimming in an



"Plenty of undeveloped power here," postcards Mr. Charles Challice.

indoor pool, and a luncheon served on the lawn. It was a very happy evening for all who attended.

A favorite place of vacation for employees is the Adirondack region. Most recent visitors to the attractive mountains and the lakes that nestle around them were the Misses Thelma Rice and Cosette Tibbils, who spent their vacations there in separate parties. Miss Rice passed the bulk of two weeks at Saranac Lake, boating, fishing, bathing and indulging in other outdoor pastimes with a group of friends. She concluded her vacation by motoring to the Thousand Islands, and thence home. Miss Tibbils, in the course of a camping trip, spent several days at Fourth Lake, in the Fulton Chain, with several friends, and then visited the Thousand Islands.

Mr. James Doyle covered a circular route during his recent vacation. In the course of his motor trip, he reached Montreal, Quebec, Saratoga Springs and Albany, and then crossed the state to his home.

Time, among other things, often adds a touch of humor to what were once serious adventures. Miss Adelaide Geen now describes with amusement what was to all indications a frightening experience. It is a tale of shipwreck, of being dashed on the rocks in a high sea. Miss Geen passed her vacation at Georgian Bay, traveling by boat to Toronto and then by train to Franklin Island, Georgian Bay. On the third day of her stay she joined several friends on a yachting trip through the treacherous channels of the streams feeding the bay. They had not proceeded far when the boat went ashore among the rocks, tossed by a high sea. During the next twenty



Left to right: Misses Marjory Stubbs, Mabel Kramer, Esther Church and Mrs. Ruth Dryer, all of whom are members of the Payroll Department.

hours, the crew labored continuously to keep the craft upright. With a life preserver tied about her, Miss Geen waited for the rescue, which was performed by a tug, and treasures the experience as a thriller, but wouldn't give a nickel for another one just like it.

Mr. John D. Butzger motored to Kent, Ohio, recently to visit friends and was so favorably impressed that he extended his visit to over a week.

While staying with her family in Devon, Connecticut, Miss Julia Newbrand visited New York often and viewed a number of movies, the majority of last season's plays having been discontinued during the summer months.

Approximately 125 persons were entertained at a bridge party held by the Edo Club at Hotel Windsor recently. One of the chief purposes of the club, which has a membership of eight young women of the Electric Distribution Office, is to assist its members to become proficient at bridge. A prize was offered for each table.

Miss Esther Moore enjoyed a short vacation in the rural atmosphere about Warsaw where she visited relatives.

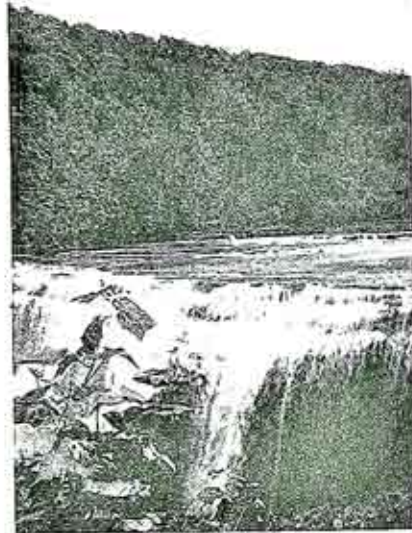
Mr. Harris Milford traveled to Meadville, Pa., late in July by the O. P. A. (Other Persons' Automobiles) route. He made a quick journey, owing to the generosity of several motorists, and returned by train.

Miss Edna Crocker, of the Home Service Department, recently passed a few days at Sharon Springs, her former home, and thence motored through the mountains, stopping at Lake George, and other places on the picturesque route.

Miss Helen Smith, Director of the Home Service Department, recently returned from a very delightful vacation spent at McCollums, in the Adirondacks. Housed in a quaint log cabin amid some of the most beautiful natural scenery in this part of the country, Miss Smith enjoyed a needed rest. Golfing is one of the diversions to be enjoyed by vacationists at McCollums, and Miss Smith had her fill of this delightful outdoor pastime, incidentally getting plenty of good exercise in the fresh mountain air.

Mr. Charles Sova, of the Garage, recently purchased a new home on Penhurst Park.

Mr. George VanTassell journeyed to the Massachusetts Institute of



A scene in the Genesee country.

Technology to visit his son, Edward. Mr. Edward VanTassell, a former employee of the Transportation Department and now a student at the Institute, played host to his father for two weeks.

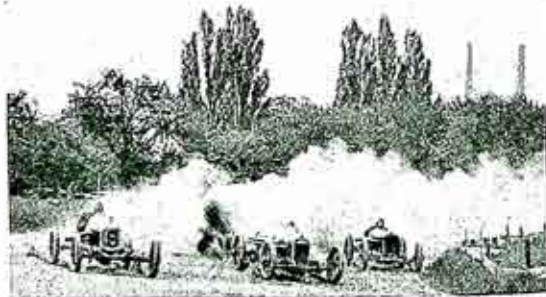
Mr. Joseph Mathews recently accompanied his family on a motor tour through the Adirondack Mountains. Mr. Mathews is a member of the Gas Distribution Department.

Messrs. Dave Alloway, Charles Sova, I. G. McChesney, Edwin Cook, and Dale Fravel, all of this Company, recently enjoyed two weeks compulsory training duty as guests of Uncle Sam, aboard some of his finest ships in the ninth and tenth Fleet Divisions, as members of the U. S. Naval Reserves stationed at Rochester. Some of the men were stationed on the U. S. S. Humphreys, the ship that

escorted Colonel Lindbergh's ship, the U. S. S. Memphis, into harbor upon his return from abroad. Others in group were stationed on the U. S. S. Paulding, and all experienced the thrilling life that makes Uncle Sam's sea dogs long for duty on the high seas. There was a great variety of activity from riding in sea planes to carrying out depth bomb drill and torpedo attack under smoke screen and participating in speed runs during which a speed of 32.6 miles per hour was attained for a period of one straight hour. Gun practise with the 4-inch rifles was another thriller as was the actual gun fire at a moving submarine target. Stops were made at New Bedford, Boston, Newport, New York, and other cities and, altogether, the experience was educational as well as delightfully enjoyable. Mr. Alloway is an Ensign in the Reserve Engineers; Mr. Sova a Machinist's Mate; Mr. McChesney a Machinist's Mate; Mr. Cook a third class Fireman; Mr. Fravel a radio operator.

Safety Engineer, Mr. Willis Hughes, was the speaker at a safety meeting at the Symington Company recently. Mr. Hughes talked for a half hour on safety in its special relation to industrial plant employees.

Mr. Howard Harding of the Engineering Department and his family spent the last week in July and the first week in August at the Cady House, Troutburg. There were beau-



A little action at the Dewey Avenue track, which is soon to give way to real estate development.

tiful sunsets on the water every evening but two that the Hardings were there and many happy vacation diversions, including fishing.

Mrs. Margret DeLaney, accompanied by friends from Erie, Pennsylvania, motored to Tupper Lake recently and enjoyed a week of unadulterated pleasure.

Miss Mary Killeen, who had been with the Rochester Gas and Electric Corporation during a period of six years, recently left the company's employ to drive to California with friends. If the climate pleases her, Miss Killeen will probably make her home in the Sunny State and subsequently be joined by other members of her family.

Mr. Clarence Moore and Mrs. Moore toured through the Adirondacks, passing through Cherry Valley on the trip down, and returning by way of the St. Lawrence. At Wilmington, N.Y., Mr. and Mrs. Moore stayed at the White Face Mountain House. They had the pleasure, upon entering the dining room of the hotel in search of breakfast, to find that Mr. Victor Miller and his family were also there. The Moores, considering Mr. Miller's reputation as a fisherman, were more surprised at seeing the Millers than at learning exactly what Mr. Miller, particularly, was anxiously awaiting. Mr. Miller was looking forward to the arrival of some fine trout which he had just caught, and which the hotel chef was preparing in the kitchen.

The marriage of Mr. Louis Schweikart and Miss Emma Grady was solemnized by Rev. David Haglund at the South Avenue Baptist Church, on July 11. Mr. and Mrs. Schweikart are now at home to friends at 383 Benton Street.

Mr. J. E. McMann, of the Traffic Department, recently gave a dinner at his home in honor of Mr. Joseph Schnorr, Manager of Stores, and Miss Margaret E. Stapleton, of Staten Is-



An artistic scene "snapped" by Mr. Harry P. Gould, of the Contract Department.

land. Friends of Mr. Schnorr and Miss Stapleton attended to celebrate the announcement of their engagement.

Apparently convinced that one individual means a rest, while two individuals means a vacation, the Misses Alma

Mundig and Ethel Fuller, both members of the Coke Sales Department, combined forces and invaded a famous pleasure resort, Atlantic City. Their enthusiastic description of all that happened during the two weeks visit is nearly as enchanting as the Florida real estate advertisements.

A sausage roast and bathing party was enjoyed by the members of the Coke Sales Department. The office party was held recently at Conesus Lake, and the girls and their friends passed a full day of summer-time enjoyment.

Old Home Day lured Mr. "Pop" Sanford back to his old home town. With Mrs. Sanford, he returned to Byron, New York, his former home, where he had not been for some time, and enjoyed meeting many old friends.

Mr. Arthur Morrell of the Telephone Service Department, Mr. James



Mr. Kenneth Weidenborner of the Mailing Department got this Llama at Durand-Eastman Park to pose for him. Have you any animal photographs we might use?

Skinner of the Order Department, and Mr. Fred Duckitt of the Meter Reading Department, all of them loyal Sons of St. George, attended the organization's national convention in New York City recently. The three delegates, after motoring to the convention with Mr. Morrell's brother, checked in at the Cornish Arms Hotel and prepared to enjoy themselves. Mr. Morrell is a past president of the Sons of St. George, also a past trustee, and now occupies the responsible position of Correspondent.

Mr. Ralph Hughson, of the Telephone Service Department, chose the city of Geneva as the place to pass two weeks of vacationing and his choice must have been an accurate one, for he has not been heard complaining, as so many mortals are, of the mosquitoes or the fishing.

Emphatically pronouncing it the best vacation respite she has experienced Miss Lillian Fay is telling her friends of her recent sojourn in the vicinity of Boston with an old school chum of hers, Miss Helene Dwyer. Although West Harwich, Mass., was her mailing address while on her vacation, very few epistles were received

promptly on delivery, for Miss Fay and her hostess were engrossed in visiting the old, familiar places of their schoolday life at Bryant Stratton. Many scenes on the Massachusetts coast which are only of passing historical interest to the average visitor but which hold pleasant memories for Miss Fay and Miss Dwyer, were in their itinerary, including Cape Cod, Charlestown and Cambridge. After a two weeks stay, Miss Fay is even more enthusiastic than before over New England, where she has spent most of her early life.

For enjoyment of scenic beauty, motoring is a very satisfactory mode of travel, is the conviction of Mr. William J. Marks after his recent trip to the St. Lawrence region. The outward leg of the journey skirted just north of the Adirondack Mountains and passed along the course of the St. Lawrence River, giving Mr. Marks an excellent opportunity to view this country at close range. Montreal also was a great source of interest and pleasure to Mr. Marks and his party, which included his family. He visited many parts of the city in his automobile, and marveled at the large inland seaport of that city and the mammoth cold storage plant located there, which is said to be the greatest in the world. It was in this part of the trip that he was most thankful that he was motoring for only by auto can one take in so many scenes in so short a time. His return trip was fully as interesting, even though it was along the same route he had travelled in going.

Muskoka Lake in Canada, north of Toronto, was visited by Miss Rheba Wilbur during late July. The trip was made with her family and was by motor through the beautiful Canadian country.

A most unusual party was given on August the first at noon in the superintendent's office at West Station, in honor of Mrs. Ruth Vogt, before her

resignation from the Company's employment took effect. She was royally feasted by twenty-five of her companions at the Gas Manufacturing plant, who tried to show their gratitude for her five years of excellent service, with Mr. Alexander Beebe, the spokesman and general arranger. As the hour of noon struck, the desks were cleared and pushed together for a table and a delicious menu of cold meat, salad, rolls, coffee, cake, and extras was prepared as the friends trooped in from all parts of the plant. During the course of the festivities Mrs. Vogt was the surprised recipient of two gifts, the first a bridge lamp presented by the employees of the West Station and the second a silver dish given solely by Messrs. Alexander Beebe and Richard Kruger, Mr. Beebe making the presentation with a fitting speech. Mrs. Vogt resigned to devote her attention to housekeeping.

Mr. Frank Benedetto set out recently, determined to cover the distance between Rochester and Auburn just as quickly as he could. His policy is to drive at night when speed is possible with safety, so he made the trip beneath the moon and only required two hours and twenty minutes to do so.

A local newspaper recently chose to say that Mr. Charles W. Miller, superintendent of the motor department, lead the antlered herd to picnic, but upon reading what was under the headline it developed that Mr. Miller had not turned to any dangerous form of cattle rustling at all, but was merely conducting a group of Rochester Elks on a day's outing. Mr. Miller, exalted ruler of the Rochester Lodge of Elks, was on the committee in charge of that organization's picnic recently at Bay View.

Mr. John Durfee, of the Employment Department, traveled through New Hampshire, the White Mountains, and along the Maine Coast, during two weeks of vacation, spending most of the time with his parents in Maine.

The Transportation Department is looking forward to its clam bake which will be held at No. 10 Holder on September 10. Two experts at the fine art of baking and serving tasty clams will be in charge of the affair, Mr. George Tuety and Mr. E. A. Stein. Approximately fifty persons will participate in the events planned for the outing, foremost of which are a pie-eating contest and a ball game. The pies will be donated by McCarthy's Restaurant.

Miss Carol Roth, of the Transportation Department, spent her two weeks vacation motoring in and around Rochester. Among the places she visited are Niagara Falls, Syracuse and Skaneateles. Miss Ruth Marcott, of the same department, made a two weeks motor trip with her family through Albany, New Hampshire, Boston and New York, returning by the Catskill Route.

Miss Violet Payne, of the Mailing Department, divided her two weeks vacation between home and Conesus Lake, spending a week at each place. During her week at Conesus she



Some of the scouts in Owen Feltham's troupe, "made up" and ready to ring up the curtain on their show, at Y. M. C. A.

stayed at Big Oak Cottage, on Long Point with a party of nine young persons chaperoned by Mr. and Mrs. Salzer of West Henrietta.

Miss Lucille Park has been embarking on numerous motor trips in and about Rochester during the summer months.

Mr. Hayes Evans, superintendent of the Coke bins, accompanied by his wife, made a leisurely motor trip through the East. The trip is called leisurely because it included numerous stops at the homes of friends of the Evans.

Mr. Merton S. Taylor, Industrial Sales Department, clung to the wheel of his car for a distance of 356 miles recently, and decided that distance was enough for any man to drive at one sitting. After driving Mrs. Taylor to Boston, he covered the long 356 miles between Boston and Syracuse in the fast time of ten hours. Mrs. Taylor went to visit relatives in Boston.

Mr. Charles Schnorr, Stationery Department, passed two well-occupied weeks of summer sports at Inlet, New York, on Fourth Lake. His favorite diversion was mountain climbing and throughout most of the time he was in the Adirondacks he passed



Mr. Nelson Rosin, second from left, and a group of his friends vacationing at Conesus Lake.

from one elevated and precarious position to another.

Meeting old friends, and enjoying the hospitality of one particularly good friend, Mrs. Grange of the Home Service Department, spent two weeks in the Muskokas as the guest of Mrs. Roland H. Yewing at the Yewing summer home, Fairholme, Baumaris.

A clam bake will be held by the Construction Department on September 24, at No. 10 Holder. One hundred persons are expected to be present and the Messrs. Stein and Tuety will again officiate.

Mr. Irving Breitung, of the Transportation Department, was recently presented with another baby girl, Janet, weight eight pounds. In honor of the occasion, Mr. Breitung and his associates enjoyed a watermelon feast.

Mr. "Jimmy" Titus, of the Transportation Department, recently passed two weeks enjoying tours to places of interest around Rochester.

Friends of Mr. George Granning, of the Construction Department, profited by Mr. Granning's recent trip to Canada where he spent two weeks luring fish to sample his bait. The fish responded to his skill and persuasiveness, consequently Mr. Granning returned with a mess of black bass and his friends came in for the lion's share of them.

Two men of the Transportation Department, Mr. Fred Cook and Mr. John Hellis, are enthusiastic week-end fishermen. Mr. Cook claims to have had good luck at Fairhaven, and Mr. Hellis says he has been successful recently at Sodus Bay. Neither of these gentlemen, however, have produced any evidence.

Mrs. J. W. Copp left the Electric Meter Department for two weeks camping trip in the course of which she, together with Mr. Copp's family, visited Alexandria Bay, Vermont, Connecticut, Massachusetts, Rhode Island and New York City. Weather failed to spoil her good time, Mrs. Copp says despite the fact that rain fell every day but three of the trip.

Mr. William Weaver, Building Superintendent, together with his father, Mr. W. Sam Weaver, will make the pilgrimage to Paris for the national convention of the American Legion. Mr. Weaver was a member of the Rochester Machine-Gun Unit of the Twenty-seventh Division. He and his father will sail September 8 on the President Harding.

Mr. Kendall B. Castle, of the Electric Department, spent two weeks at a camp in Aberdeen, Maryland, where he tested machines of all types for army equipment.

Eighteen young ladies of the Company were present recently at a variety shower tendered Miss Dorothy Bushart, of the Mailing Department. A



Wm. Gosnell's Summer Home, Canandaigua Lake

luncheon was served and dancing was enjoyed by the guests, who brought many attractive gifts.

Mr. William Gomm, of Station Three, enjoyed a two weeks' motor trip with Mrs. Gomm. They drove to Cleveland, Detroit and returned by way of Canada, visiting at Niagara Falls.

Conesus Lake was the scene of the vacation activities of Miss Marian Giles, a member of the Credit Department. Plenty of swimming, boating, and the presence of two dancing pavilions on the lake shore, combined to offer Miss Giles many full hours of diversion.

Three young ladies of the Company, the Misses Mildred Berg, Clara Cameron, and Mildred Buckman, tried a joint vacation this summer and are profuse with their praise of the venture. Fourth Lake, in the Fulton Chain, Adirondack Mountains, was the scene. All varieties of summer recreation as is available at such a place was participated in, but mountain climbing was the chief pastime, and the young ladies are very proud of the fact that they overcame the heights of Blue Mountain



Rustic rail fences are fast disappearing. Here is one that Mr. Clarence Ocorr found in the mountains.

on Blue Mountain Lake and climbed to its peak.

Miss Mollie L. Macumber spent two weeks at Chautauqua Lake recently and was quite fortunate in that a summer school was being conducted there at that time and also that the New York Symphony Orchestra played there. She attended a number of classes in the school and was a delighted member of the audience at the concerts. Miss Macumber rounded out her vacation by taking short trips around Chautauqua Lake.

On a recent Sunday the Misses Arlene Fuller, Violet Payne, Verna Pierce, Hazel Rodenhouse, Lois Tompkins, and the Messrs. O. Allen and H. Bonehill, made a delightful trip on the S. S. Rapids King to Presqu'ile, Canada.

A number of young ladies of the Company, with their escorts, partook of a tender steak at a roast held at Wakefield Tract recently. Misses Mildred Chatterton, Jessie Henderson, Doris Longley, Velva McVea, Viola



Miss Esther Noelke and Miss Helen Gosnell, out in the Old Cherry Orchard, on way to New York.

Plant and Hazel Rodenhouse, of the Appliance Department, Laura Bauman, of the Tabulating Department, and Alice Barth, of the Meter Reading Department, were all present. After a hike through the fields for a better view of the Bay, the group of young persons was entertained by Mr. and Mrs. C. Plant at their home on Walzford Road.

Mr. E. A. Barth, Employment Manager, with Mrs. Barth and "Tommy," motored out to Saugatuck, Michigan, by way of Hamilton and Flint. No stops were made in Canada, believe it or not. The Barths spent two weeks golfing, swimming, canoeing and fishing. The last named pastime netted just one white bass, in return for much effort and a two-dollar fishing license. We might add that Mr. Barth's mother-in-law conducts a girls' camp in Saugatuck and the least difficult part of the vacation was to look at the young ladies, sixty in all. Mr. Barth returned by train on the fifteenth of the month and Mrs. Barth and family by motor and lake steamer on the twenty-fifth.

A farewell party was given Miss Margaret Gailey, of the Public Relations Department, by the feminine members of the department at the apartment of Miss Harriet Mindnich. Miss Gailey left the employ of the Company to enter Boston University where she will study for a Bachelor of Arts degree. The party, which was of the surprise variety, was attended by the Misses Dorothy Wheeler, Frances Cameron, Lois Tompkins, Adeline Lindner and Miss Virginia Mindnich.

Mr. and Mrs. J. C. Collins moved back to Rochester from their summer home at Forest Lawn on Friday, September 2nd. As usual their happiness at the lake was heightened by the presence of numerous nephews and neices, and both Mr. and Mrs. Collins appeared to look even younger than ever.



Summer Diversions: 1, The Misses Helen McDonnell, Mary Slattery, Ann Slattery, Mildred Berg and Mildred Buckman at Buck Lake; 2, Mrs. Delaney, Mrs. Dennis and little Dorothy, Miss Van Gelder and Miss May Ludlow; 3, Mr. Raymond Clark enjoys a swim; 4, Mr. Dunnigan is "crazy about horses"; 5, Mr. Specht snaps an artist at work in Highland Park. Send us some of your photos.



Fumes and Flashes



AND WHAT DID FATHER SAY?

Father (over the phone)—"Mabel is not at home. Can I take any message?"

Young Male Voice (nervously)—"Er—yes. Just say—er—Toodle—oo—sweety—estums—from Cyril."—Selected.

NO FAMILY TIES

Usher (to cold, dignified lady): "Are you a friend of the groom?"

The lady: "Indeed, no! I am the bride's mother."

FOR ANY GNASHIONALITY

For the dental association we suggest the slogan, "Be true to your teeth or they will be false to you."—Selected.

WUTHLESS

Boss: "Say, where in blazes are you two worthless niggers going? Why don't you get to work?"

Mose: "We'se working, Boss. We'se carrin' dis plank up to de mill."

Boss: "Plank! I don't see any plank."

Mose: "Well, foh de Lawd's sake, Sam. Ef we hain't gone and clean fohgot de plank."—Selected.

SAVING WEAR AND TEAR

Sandy McPherson, after being shown to his room in a hotel, looked from the window and noticed a large illuminated clock in a tower across the street. He stopped his watch.—Selected.

THE QUESTION

Guide (on a London sight-seeing bus): "Ladies and gentlemen, we are now passin' one of the oldest public 'ouses in the country."

Passenger: "Wot for?"—Selected.

APPLE SAUCE

"What are them?" asked one Irishman of another.

"Them is cranberries."

"Are they fit to eat?"

"Are they? Why, whin them cranberries is stewed they make better applesauce than prunes does."—Selected.

QUICK FINISH

"Your daughter recites real well," the professor's wife said to Mrs. Malaprop at the church sociable.

"I'm going to give her a course of electrocution." Then smiled and added: "Sort o' finish her off, you know."—Selected.

HIGH SOCIETY

Profiteer's lady: "I shall certainly send Fido to the dog show next year. Not, of course, that he would win anything, but I would like him to meet some really nice dogs."—Selected.

CAN'T PLAY THE GAME

"Your wife doesn't seem to make much of a success with her reducing."

"No, Margaret is one of those poor losers."—Selected.

NO KICK COMING

A Russian was being led off to execution by a squad of Bolshevik soldiers on a rainy morning.

"What brutes you Bolsheviks are," grumbled the doomed one, "to march me through a rain like this."

"How about us?" retorted one of the squad. "We have got to march back."—Selected.

HOW WOULD YOU DO IT?

A visitor was being shown through an English insane asylum. He noticed one of the inmates, an American, who was jabbering senselessly and covering his cell with diagrams.

"What a pathetic case," he remarked.

"Yes," replied the superintendent, "He tried to explain to some Englishman what waffles were."—Selected.

THE PHONEY PHONE

Mr. Jay was uncertain whether he could come home to dinner.

"If I can't, I'll phone you at six o'clock," he said. "When you hear the bell, you'll know it's me. Don't answer it, and I'll get my nickel back."—Selected.

THOUGHTFUL HUSBAND

He was one of those chronic kickers that one sometimes meets on crowded suburban trains, and just as he was about to disembark from the "5-15" he stopped to talk to a trainman.

"It's a blankety-blank wonder you wouldn't have more cars on this train," he grouched.

"Why, didn't you get a seat?" asked the trainman.

"Sure did, but my wife had to stand all the way out."—Selected.

HOLDS ONE RECORD

Office Manager: "You're the slowest youngster we've ever had. Aren't you quick at anything?"

Boy: "Yes, sir; nobody can get tired as quickly as I can."—Selected.

At Close of Day

If you sit down at set of sun,
And count the acts that you have done,
And, counting find
One self-denying act, one word
That eased the heart of him who heard,
One glance most kind
That fell like sunshine where it went,
Then you may count that day well
spent.

But if, through all the livelong day,
You've cheered no heart by yea or nay;
If, through it all
You've nothing done that you can trace
That brought the sunshine to one face,
No act most small
That helped some soul and nothing cost,
Then count that day as worse than lost.
—Selected.

SEA-FEVER

By John Masefield

☆ ☆

I MUST down to the seas again, to the lonely sea and the sky,
And all I ask is a tall ship and a star to steer her by,
And the wheel's kick and the wind's song and the white
 sail's shaking,
And a grey mist on the sea's face and a grey dawn breaking.

I must down to the seas again, for the call of the running tide
Is a wild call and a clear call that may not be denied;
And all I ask is a windy day with the white clouds flying,
And the flung spray and the blown spume, and the sea-gulls
 crying.

I must down to the sea again, to the vagrant gypsy life,
To the gull's way and the whale's way where the wind's like
 a whetted knife;
And all I ask is a merry yarn from a laughing fellow-rover,
And quiet sleep and a sweet dream when the long trick's over.

