


# Gas and Electric News

Rochester Gas and Electric Corporation

August, 1928

Vol. 10, No. 2



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## Patience!

SUPPOSIN' fish don't bite at first—  
 What are you goin' to do?  
 Throw down your pole, and chuck your bait—  
 And say your fishing's through?  
 You bet you ain't—you're goin' to fish  
 'N fish 'n fish, 'n wait  
 'N use up all your bait.

Suppose success don't come at first—  
 What are you goin' to do?  
 Throw up the sponge 'n kick yourself  
 'N growl and fret and stew?  
 You bet you ain't—you're goin' to fish,  
 You'll bait 'n bait ag'in,  
 Until success jest grabs your hook,  
 For grit is sure to win.

—SELECTED.

# GAS AND ELECTRIC NEWS

*Published by the Rochester Gas and Electric Corporation*

VOL. 16

AUGUST, 1928

No. 2

## Our Twenty-third Annual Picnic

**T**HE morning of the nineteenth of July was ushered in at Rochester's Lakeside park amid the mournful shrieking of fog horns and the answering staccatto toots of ships trying to make port through a persistent rain storm. Old Sol, who had shone on other annual picnic mornings for years, failed to answer "present" when the roll call of conditions favorable to the enjoyment of our large industrial family took place.

It was unusually hard, therefore, for parents to summon sufficient optimism concerning the weather to make any impression on their small children, who had been looking forward with great anticipation to Thursday, July 19th. In many a home, the early morning gloom was punctuated by shrill juvenile voices asking, "Daddy, do you think it will stop raining?" Of

course, Daddy said "Yes, to be sure; the sun always shines for 'our' picnics." Little folks were therefore temporarily appeased, but Dad kept saying to himself as though it were a sure formula or incantation for sunshine, "Rain Before Seven, Stop Before Eleven."

And Dad had the right dope. The rain did stop; grudgingly, but soon enough; and Old Sol did come out from behind the clouds. He even winked, it seemed, as though he had played a good joke on us, by keeping us wondering. And he actually made us sweat the rest of the day for having lost faith in him for a few tragic moments at dawn and early forenoon.

### *It's Always Fair Weather*

In the eight long years we have been writing up Company picnics, never have we been obliged to state



*The charge of the white brigade.*



Putting his best foot forward.

that the rain spoiled our fun. We just wouldn't know how to inject any pep into the story of a rainy picnic day. But what's the use worrying about that, with so many other pleasant things to talk about.

What a good time we all had! Especially the children. If they were to vote on the place for next year's picnic the vote would be unanimous for Sea Breeze. The adults also had plenty of fun. Many of them visited the Natatorium and also rode on the Wild Cat and other thrillers for the first time. There were so many things to do, which a place like Sea Breeze provides for all-around amusement.

Besides the regular attractions at this lakeside resort, fishing, boating and golf provided happy hours for those who find it difficult to pass any holiday or off-day without indulging in one or more of these hobbies. Everyone, however, showed up at dinner time and got his box lunch, which, by the way, is a very inadequate term to apply to the collection of choice eatables which that box contained.



A pretty start.

### Box Lunches Popular

In each box there was half a broiled chicken; a picnic egg; a half pint of excellent potato salad; a banana; some French pastry; radishes; bread and butter and a few other odds and ends.

How good it seemed to repair to one's automobile or sit out on the grass amid beautiful surroundings and just eat. With no thought of table manners, one could delight in clutching the broiled bird between thumb and fingers and devouring it with a relish that dates back to cave-man days, before knives and forks had been given a thought.

Some folks ate only a part of their lunch at dinner time, leaving the remainder to provide a delectable "snack" after the exhilaration of the races, or a swim in the lake or the big tank. Surely a box lunch has its excellent features.

### Thrilling Rides

All the morning sport events and dinner the crowd walked about to get the word down on what it wished to subscribe to in the way of concessions. There were rides to satisfy varying ages and desires and all of them did a good business. And what a rushing, tumbling, riding, flying, merry-go-rounding, tumble-bugging, caterpillar-ing and hey-daying crowd we were. Up and down, around and about, zig-



1. Why mothers keep happy. 2. Home Service Group O. K.'s the basket lunch. 3. Eat, drink and be merry. 4. The bride and groom were there. 5. They smiled through the day and all their calls were social ones. 6. Lunch for ladies. 7. Sample of picnic patchwork. 8. Her second Company picnic.

zag and sideways, shooting down breath-taking declines and through dark tunnels went the Gas and Electric Family. It shouted, laughed, tingled and sometimes was almost afraid. But what a thrill it had. All the way going home, many of us thought we were sitting in some new "Ride" as the old bus careened and dove, up and down, around the curves of Durand Eastman Park. Many of us were riding all night long, in our dreams; but they were happy dreams.

These dreams included, of course, a kaleidoscopic picture of the day's happenings, chief among which were the athletic sports for boys and girls, men and women, all of which were well patronized.

### *Sports Always Popular*

The sports were run off with pleasing "Pep." Under the supervision of Mr. Frederick W. Weismiller, through the courtesy of the Central Y. M. C. A., there was not a noticeable interruption. The names of the employees who comprised the Sports Committee, as well as the names of the judges are given below, together with the winners in all events. There was a pleasing

synchronism between all persons having anything to do with the sport program and prizes, and this combined to make the program good to the last number, which was the dancing contest.

### *Music and Dancing*

Dancing was the event in which hundreds of employees and their families delighted. Both before and after the dancing contest, however, from 5:30 until 9:00 P. M., there was a constant attendance at Danceland, the music being furnished by an eight-piece orchestra. Music was provided on the grounds, throughout the day, by the Fifty-fourth Regiment Band which easily succeeded in making our hearts beat a bit faster to its contagious harmonies. And all day long, through our eyes, our ears, our pulses and even our feet we fairly vibrated with the measurable impulses which those instruments have a way of arousing for our entertainment.

### *The Big Tank*

We had had little about the Natorium which was so welcome after the heat and excitement of a ceaseless



*Scrambling for pennies in the treasure hunt.*



9. One down and five to go. 10. Hold everything. 11. Free parking. No traffic officers allowed. 12. Small section of the smiling sidelines. 13. Filling station, for balloons only. 14. Where everyone was all sect. 15. Some of the sport officials. 16. A musical vista.

round of active pleasure. What a place that is in which to satisfy the urge for the water, which is a fundamental part of our motor impulses dating back to the almost forgotten time when mankind slowly dragged itself up from the sea. At the Natatorium there are all manner of devices planned to make the enjoyment of swimming a sure-fire proposition. It is a place which, an employee told us, makes one feel like a million dollars and we think that's what most of our employee family thought.

Occupying a prominent space at the end of the Natatorium was the First Aid Station, which was under the supervision of Miss Laura Bradfield, assisted by Dr. Harris of the Highland Hospital. We are very glad to state that neither Miss Bradfield nor Dr. Harris had much to do, except to donate their friendly smiles and otherwise add to the Natatorium's cheerful aspect. Most everyone, apparently, dropped in to say hello to them, and their presence lent confidence to many parents who know how many things can happen where nearly three thousand persons, a large part of them children, are assembled. One of the most serious cases Miss Bradfield had all day was that of sewing up the back

of a bathing suit for a young lady. We wonder if Company employees and their families are not actually learning to be careful?

### Tired But Happy

After all these experiences, crammed as they were into a little more than eight hours, it is no wonder that most of us were tired but happy when we finally made up our minds to go home. And as we drove along we were conscious of having had a wonderful day. We surely had been well fed, well amused and well taken care of in every other possible connection.

Mr. Bert Yeomans, General Chairman and Mr. Roland Farnham, Vice-Chairman of the Picnic Committee, worked for days and days on the plans for our good time. Every person who had a part in assisting them in the work of the General Picnic Committee sacrificed something in time and effort before the picnic, and perhaps in actual pleasure on picnic day, that all of us might benefit. We wish at this time to thank everyone who helped to make our twenty-third annual picnic the best yet, and come across with the usual kind of satisfactory results.

It was a big time and a happy one, and everything progressed without a hitch. See to Page 52.



Officers and Chairmen of the Picnic Committee, left to right, Messrs. C. Schlenker, Refreshments; Roland Farnham, Vice Chairman General Committee; W. Kearns, Music; William Spears, Sports; Willis Hughes, Safety; Gordon Ross, Grounds and Meals; Robert Derby, Assistant Treasurer; Fred Hodgson, Treasurer; Arthur C. Blasberger, Tickets, Badges and Buttons; Bert Yeomans, General Chairman; Thomas Yauger, and Thomas Nash, Transportation.



17. Dinner is served in the family car. 18. One of the most exciting events. 19. Standing room only. 20. In reverse. 21. Out on first. 22. No time to talk. 23. Lots to see at Sea Breeze. 24. Yards and yards of spectators. 25. Full speed ahead. 26. Batter up. 27. Roll 'em, girls, roll 'em. 28. Tin can coffee.

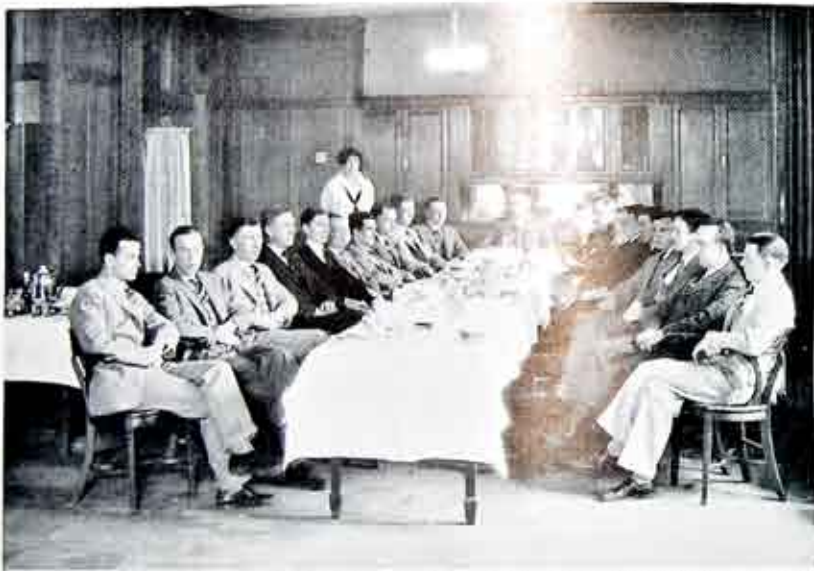
## Chamber of Commerce Offers Young Men Opportunities for Civic Service and Self-Development

**C**OMPETITION in business never before has been quite as keen as it is today. Young men, whose ideal it is to carve a name for themselves upon the pages of industrial history, today must utilize every worthy means to obtain the consummation of their ambitions.

In analyzing the step-by-step progress of men who have "arrived" at the zenith of success, one thing stands out as characteristic of most of them. It is the good judgment with which early in life, they selected beneficial associations; the pains they took to cultivate worth-while friendships among men

whose lives and careers afforded abundant opportunities to study the science of applied success.

The Rochester Chamber of Commerce provides a wonderful opportunity to associate with and benefit from the experiences of men whose careers may well be exemplified. The expenditure of thirty dollars, for young men up to the age of thirty years, comprises the total investment required to become Junior members of the Chamber. And while the complete realization of the available assets of this membership depends somewhat upon the personal interest and enthusiasm of the young man, the obvious



Junior Business Group at one of its regular bi-monthly meetings. This group affords many opportunities to young men seeking helpful associations, who also are desirous of becoming a unit in the Chamber's constructive civic and industrial program.



The main entrance to the Rochester Chamber of Commerce on St. Paul Street.

benefits are such as to arouse his immediate interest in their many possibilities.

When we speak of benefits, we do not mean only those of a more or less selfish character; such as the winning of success, or the making of money. Fully as much, we have in mind the building up of a healthful appreciation for civic spirit, and the participation in civic and community functions which depend for their success upon enthusiastic human service. The Rochester Chamber of Commerce is a means to these ends, as well as to many others.

No one fully appreciates the diversified ways in which the Rochester Chamber of Commerce fosters the progress of Rochester. It is not our intention to detail them herewith. What we mean to imply, however, is that the future of this city, as its past has been, is closely allied with the constructive work of the Chamber; that young men are needed to carry on this program, that in assuming the many opportunities offered by Chamber membership, Junior members

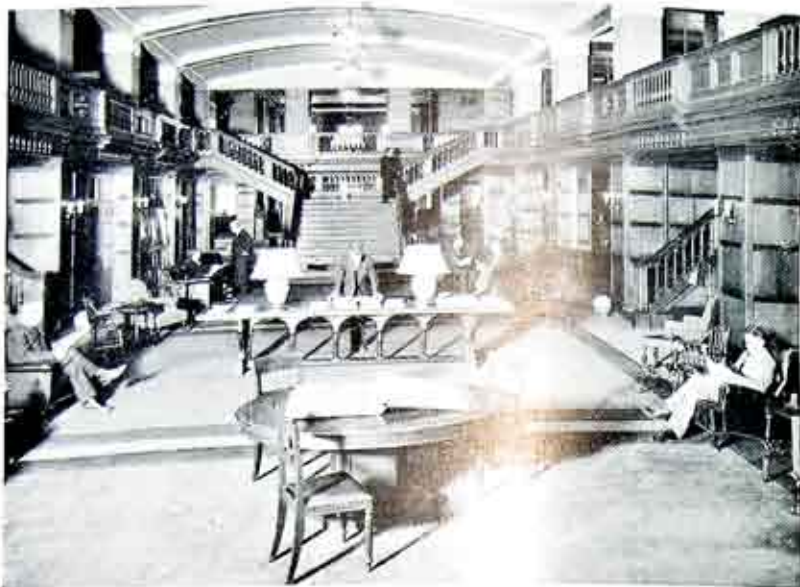
will be associated closely with successful men; and that this association comprises a golden opportunity to serve one's city and to benefit personally through the many contacts made with outstanding business and professional men.

The Rochester Chamber of Commerce now numbers over 4,000 men. Its Junior membership comprises 120 young men under thirty years of age, thirty-five of whom are actively allied with the Junior Business Group. This group meets every two weeks. Its members exchange ideas at each regular meeting, some one member usually addressing the group concerning the specific work of his particular business. In this way, opportunity is afforded in public speaking among a sympathetic audience of associates, much useful knowledge is gained of Rochester industries, and young men are prepared for entering actively into the Chamber's regular Committee work.

Rochester is said to have the most complete Chamber of Commerce building in the world. The enlarged building has 16 committee rooms, numerous conference and lunch rooms capable of accommodating groups numbering from half a dozen to two hundred for luncheons or dinners, and a spacious assembly hall where one thousand may be served comfortably at dinner.



The home of the Rochester Chamber of Commerce, said to be the most complete building of its kind in the world.



The Main Lobby has the homey atmosphere of a business club. Its central downtown location commends it as a headquarters for meeting business associates or guests. Directly off this room is the Library of business and popular magazines, which contains the latest directories from over 300 of the largest cities in the United States.

On the main floor there is an attractive lounge for the use of members and their friends. Here, also, is the reading room in which every type of magazine of interest to business men is available in surroundings that are peaceful and quiet. Substantially, the Chamber has the atmosphere of a business men's club, where friendships are generated which ripen into mutually helpful personal and business associations.

Every member of the Chamber has at his command the services of every council, bureau and committee. He may use the facilities of the building as well as its equipment, such as lounge, reading room, lunch rooms and many other features.

The spacious and attractive dining hall deserves special mention. How often a business man wishes to meet at luncheon an associate or to enter-

tain a guest! The Chamber provides just the right atmosphere for these occasions. The food is excellent, the menus are attractive, prices are unusually reasonable and the service is good. One may have reasonable privacy, or, he and his friends may sit at table with others. In this way, one's luncheon period may be made prolific in helpful social and business contacts and a happy combination of business and pleasure may be realized.

For the newer members, who have not yet gotten their Chamber bearings, there is an Acquaintance Table. At this table, older members of the Chamber in turn, regularly act as hosts. Here, the ice of reserve is broken, and one is made to feel at home. It is not long before a new member begins to feel that he "belongs," that he is an accepted human unit in this great organization. After this period has been reached, there is

almost no limit to the possibilities which membership in the Rochester Chamber of Commerce affords. How many young men fully appreciate this fact?

These associations include Rochester and vicinity's representative retail and wholesale manufacturers, bankers, insurance men, builders, lawyers, doctors, ministers and educators; the man who stays at home on the job, and the one who travels far and wide and brings back new points of view. The Chamber is the nearest thing possible to a representative body comprising all groups in industry, business and the professions. What a comprehensive list this is from which a young man may, through friendly contacts, gather in valuable business knowledge. Few other available means provide such opportunities for an initial investment of thirty dollars, ten dollars of which is for the entrance fee.

Any successful business man will bear out what we have said about the importance of helpful associations in early business life, but we would like to tell you what Robert M. Searle, president of the Company, thinks about it. Mr. Searle, who started out as office boy to Thomas Edison, is con-

ceded to be one of the most outstanding utility men in the world, yet he never went either to High School or to College; but he "got there" just the same. Aside from being ambitious, a keen student of technology and of human nature generally, Mr. Searle assimilated much from association with men worth while, more especially men in his particular field of activity. And he has paid to society, one hundred fold, all that he received in this connection.

Shortly after his marriage, Mr. Searle was impressed with the advisability of joining some good club, where he could meet business men of note. Mrs. Searle fully concurred in this policy, and although they could ill afford it, they made the necessary sacrifices and he joined the Lotus Club, in New York. He cultivated the friendship of men whose personalities and experiences had an almost priceless influence upon his career. These friendships have survived the test of time and many of the old contacts are still bright. Mr. Searle has for years been an active and enthusiastic member and booster of the Rochester Chamber of Commerce. He knows what its possibilities are for young



Section of the main dining room which is used daily by many of the Chamber's 5,000 members. In this room there is an Argonauts Table, presided over by Senior Chamber members, where new members or strangers are welcomed and made to feel that they "belong".

men today, that membership in it will pay any ambitious young man valuable dividends throughout his career.

The Rochester Chamber of Commerce is the melting pot in which all elements of the city's life are fused for greater strength. There is hardly a phase of civic or community life in which its influence is not helpfully contributed through its various committees or its individual members.

Rochester young men, who are not now Chamber members, can ill afford to overlook the opportunities which

become available to them for an investment of a little more than fifty cents per week, in a Junior membership. Horace Greeley, years ago, advised young men to go west and grow up with the country. Today, however, wherever one goes there is keen competition; but everywhere, it may also be said, there are opportunities. One's home town possesses as many as any other town does, and nowhere is this more fully demonstrated than in the work of the Chamber of Commerce of this city.

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# AFRAID? WATCH ME!



*There's a careless pest like this in every factory—  
step on him!*

GARDNER & SHAW

*Drawing Courtesy Utica Mutual Insurance Co.*

**B** *BEING* careless is cowardly!  
Alleged courage, that does not include a fair appreciation for the safety of others, is brass, not bravery.

*Careless persons, who would not think of stealing one's money, by their careless actions steal other persons' time, freedom, health, happiness and sometimes their lives.*

*A Really Brave Man is a Careful Man!*



## Mr. Miner Visits Australian Dams

**W**HAT a wonderful thing it is to have a plentiful supply of clear, pure water! And with what complacency do we take for granted and scarcely if ever reflect upon the fact that we who live in Rochester have at our disposal a lavish supply of water, available at the mere turning of a faucet; water to quench our thirst, to use for personal cleanliness, washing clothing, cooking, watering the lawn and for scores of other purposes.

This fact is accentuated by information concerning an almost bone-dry section of the world, in Australia, which was visited some time since by Mr. Edward C. Miner, President of the Pfaunder Company and one of the Company's Directors. Mr. Miner remembered *Gas and Electric News* and its readers during his recent trip abroad, and brought back with him the photographs shown herewith.

Figure A, is the Cotter River Dam, at Canberra, Federal District, Australia, which is designed to supply the new "Washington of Australia" with water. Figures B, C, and D are from photographs of the Burrinjuck Dam, in the province of New South Wales, Australia, which impounds the waters of the Murrumbidgee River. The dimensions of this dam are as follows: Height, 240 feet; length, 752 feet; width at base, 160 feet; width at top, 18 feet; area of lake formed by the dam, 22 square miles. The top of this storage surface above the sea level is 1180 feet and the dam impounds 34,000,000 cubic feet of water. The maximum depth of the lake is 200 feet, half of this volume of water being in the upper 40 feet of the wall, and the dam area is said to be 50% greater than that of Sydney Harbor, one of the great harbors of the world.

While the Burrinjuck Dam was built principally to supply irrigation facilities, power is generated where the water leaves the dam for the irrigation ditches. The magnitude of this dam will be realized when the dimensions given above are compared with those of the Company's Canadea Dam, which follows 600 feet in length along its curve, is 143 feet high; 46 feet thick at its base and 6.5 feet thick at its top; area of lake when full, between 600 and 700 acres and will contain 27,500 acre-feet of water.

The Burrinjuck Dam will alleviate former conditions of unprecedented dryness, Mr. Miner stated. He said that in the northern part of Australia there had been no rainfall for four years, until about the time of his arrival there. "Children had been born at the time of the beginning of the drought," Mr. Miner stated, "Who were almost four years old when the first rain they had ever seen finally came. These children had never seen a rainstorm and were playing in the yard when it began. Upon witnessing this unusual phenomenon, they ran screaming into the house."

The almost sacred way in which water has had to be conserved in that section was told to Mr. Miner by the wife of a quite wealthy ranch owner. She explained that after the children had their bath in the morning, their clothes were washed in the same water. After that use, the water was still kept and handed over to the maids for scrubbing purposes.

In this country, America, where the daily consumption of water is a barometer of economic conditions, we quite naturally look upon such scarcity of water as Mr. Miner brings to our attention with the thought that, indeed, we have much to be thankful for.



Top: Cotter River Dam, Canberra, Australia. Middle and Bottom: Burrinjuck Dam, Province of New South Wales, which is 250 feet high, 752 feet long and holds 34,000,000 cubic feet of water.

## Cook Electrically and Keep Your Kitchen Cool

JESSIE CAREY GRANGE

**H**OT! Oh dear, what a hot day I've had" said Mrs. Peters sinking dejectedly into the coolest looking chair in Mrs. David's porch, "but then, it's always that way in the summertime, isn't it, and worse still on the hot days" then, with a surprised look, "You seem cool enough however, why don't you look steamed, too, after a hot day in a hotter kitchen?"

"Because, my dear," said Mrs. David placidly, "I've had a cool day in a cool kitchen, why shouldn't I look cool."

"Well then, you haven't been cooking, even if you were in your kitchen" replied Mrs. Peters, "No one could look like that after cooking over a blazing hot coal or wood stove, and carrying in extra fuel doesn't help, either."

"Oh yes, I was cooking, three meals today just as usual."

"You weren't—," began Mrs. Peters. "Oh yes I was," Mrs. David said, smiling proudly at her friend, "but my new electric range was installed yesterday afternoon, and instead of carrying in coal or wood I merely turned

the switch; instead of a blazing hot oven this range has an oven so well insulated that no heat escapes into the kitchen. I have a modern range now and that is why I look so cool—I feel cool, too."

"Jennie David, come right into your kitchen and show me your range and

tell me all about it," said Mrs. Peters, "it sounds too good to be true." And with that the two women left the cool porch, and entered an equally cool kitchen.

"You know, Ruth," said Mrs. David, "this is the first piece of electrical equipment that I bought and I have bought—outside of our percolator and toaster. We talked it over and decided that the piece we would buy, and you know, the electric range is used three times as often and generally oftener. Consequently an electrical range—and isn't it a beauty, Ruth—was the first thing we bought."

"And today was your first day! Weren't you afraid of using it? Didn't it seem awkward? Is it as good a heat as the old stove?"

"Here, here, one at a time Ruth. I got along so beautifully today that I feel I've always used one, and am able to answer any question you want to ask—if you'll take them one by one" said Jennie David while her eyes lingered over the smart-looking electric range. "I've already discovered a lot of benefits in owning one of these up-to-date ranges. I'll run over some of those I've discovered and then you can ask any questions you want."

"First, no more loading up a stove with fuel—all I do is to turn the switch. And then when I've turned it on, it stays at that heat until I turn the switch off again. No carrying a coal fire over to the next meal, keeping the kitchen hot, nor any building up of a wood fire before each meal. And, Ruth, no ashes at the end of the day."

"Just those things Jennie," said Ruth, "are enough to make me envious. But go on."

"Then I can control the heat in the oven; hold it right at any degree that I have set it for. No more wondering if the oven is getting too hot for my pie or cake. It stays just right."

"I suppose," said Ruth wistfully "that if you were called to the telephone and stayed too long, your cake wouldn't burn, would it?"

"That's just what I found out this morning," said Jennie, "and when I got back the automatic control had shut the heat off and there was my cake,—just perfection. So this afternoon, while my pies were baking, I came out here on the porch and stayed out just as long as I wanted to and when I went in,—there were my pies, baked to a turn, sitting in the oven with the heat all turned off."

"Sounds like a miracle Jennie, but a pretty nice miracle. How about the cost of all this?"



She has an electric range, and her kitchen is as cool and "comfy" as her front porch is.

"Well, I can tell you about that, or read you an article—as interesting as a book—about operating costs, what you save, how you benefit (but I've already told you some of the benefits). Or I can tell you of some of the tests I



read about before I selected my range. They convinced me that I needed one and that it would be worth my while to spend

my money that way."

"Well, all I can say is that it must have been mighty convincing talk, Jennie."

"It was true, Ruth, look at today for the proof. I'm cool and I've had more rest-time today than I've ever had before. And you looked boiled and are only just finished."

"Now don't rub it in, Jennie. Tell me some of the things this Mr. Caple and the tests told you."

"Well, in the first place, lots of people are finding these electric ranges just what they need. A member of the Rural Service Division of the Industrial Sales Department showed me the list of persons in the territory served by the Rochester Gas & Electric Corporation, who had bought them and Ruth, you'd be perfectly surprised at the number. He said that the fact that so many ranges were among the first electric purchases showed how necessary they were, and that's just what John and I had agreed upon."

"Dear me, Jennie, I most think I'd like one of these ranges too—but how about the cost of running it?"

"Well, some of the tests proved (by taking averages) that for actual cost of operation (that's the same as the cost of coal or wood you know) in a family of from three to six persons, the amount of electricity used is about

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## GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION  
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VOL. 16 AUGUST, 1928 No. 2

## Magic Words

**L**EN-SHUN, Company. At this command from their Campmaster, two lines of khaki-clad Boy Scouts stood at attention. It was their initial inspection at summer camp and each boy was just a bit over-anxious and somewhat ill at ease in his desire to deport himself with honor.

The Campmaster, who was a young man, doubtless noticed their awkwardness, but he used patience and diplomacy. He explained what was expected of each Scout while he was in camp, what the daily procedure would be, and showed them how to perform the salute, guard rest and other items in the manual.

Under his instruction, the company, many of which were mere rookies and had never before been away from home, began to show much improvement. How eagerly they tried to obey his instructions as he suggested, "Put a little more snap into that salute," or

when he asked them to pep up the performance of some other command. "That's a lot better," he finally said, as he gave them their final instructions before they marched to their first assembly; and it was a reward that they must have heard with joy.

Standing at rest, the boys listened attentively. And, in the shadows, we listened, too.

Perhaps the Campmaster forgot for a moment that he was addressing mere boys. Possibly, what he next said was only a slip of the tongue; or, it may have been premeditated. At any rate, he prefaced his final remarks with the salutation: "Now, men!"

And at the sound of those magic words youthful faces stiffened, boyish shoulders squared. No more were they rooks. That miscellaneous aggregation of little boys, big boys, tall boys and short boys had disappeared. Now, they were serious young men. What a grand and glorious Company it was, and two little words had done it.

There are magic words that can accomplish in a fleeting moment more constructive good than a long sermon, a stirring address or endless hours of instruction. What a gift it is to know just what to say, and when to say it. Call it tact, diplomacy, common sense or anything else you may choose, those two magic words, "Now, men!" performed a miracle before our very eyes. We will ever believe that those simple words comprised the best and shortest address we have ever heard.

This little incident occurred at Camp Pioneer, on Seneca Lake, where over four hundred boys weekly enjoy the excellent outdoor training afforded by the Rochester Boy Scout organization. If your boy has been there for a week or two, you may have noticed how he benefited physically, mentally and socially from his contact with other boys and the efficient corps of capable leaders which supervised his outing activities.

And if you wish to get your son and heir out of bed earlier than usual some morning, just step to his bedroom door and shout, "Ten-shun, Company." The chances are that he will arise and salute you with a snap and a briskness that only two weeks at a Boy Scout camp can materialize.

Your boy, however, may not be a Scout. If so, it will pay you well to look into the many benefits which membership in that organization affords him. It is one of the best paying investment in the training of youth that we know of. Your boy would enjoy it—and how!

## Grandma Leads the Way



**A** YOUNG man stood at the curb waiting for a string of automobiles to pass a street intersection. Evidently he was in a hurry, and was just about to "duck" across the street during a brief lull, when he glanced over his shoulder and saw a little old lady, also standing there.

The young man evidently sized up the situation and decided to restrain his impulse to cut through the intermittent traffic. He doubtless thought that his bad example in going against traffic might lead others to take a chance and invite hazards. Therefore, he remained at the curb.

The little old lady, however, was not depending upon the younger generation for her traffic cues. While the light was still red, she looked first up, then down the street and afterwards dashed across it, threading her hazardous way in and out between the honking automobiles.

While we must score one for this modern grandma, we think some one ought to talk to her about safety. Al-

though she set a bad example for us, we admire her pluck. Whatever has become, we wonder, of the grandmas of old who used to sit in the chimney corner at fifty, with little white lace caps on their heads, quite resigned to being generally considered, old ladies?

All this reminds us of the fact that people today, whether old or young, seem to bear the passing of time with remarkable grace. There certainly is less drudgery, more to occupy our minds and present interests, and life, as never before, holds forth romantic promises for the future.

Because this is true, each one of us ought to strive to be as happy and to live as long as we possibly can. Being careful is one decidedly important means to this end. In our zeal, however, to educate young persons in safe practices, possibly we have overlooked grandma and other older persons, whose full appreciation of the necessity for constant vigilance we may have taken for granted.

Setting a good example in safety is but one of the essential things for us to do. Whenever possible, and without seeming to preach, we also ought to sow verbal seeds of safety in the minds of all persons within our sphere of influence.

When grandma was a girl, a runaway horse and buggy was one of the most exciting things that ever happened on Main Street. But, today, a constant kalodeiscopic series of possible hazards confronts us almost everywhere we go. They are the stage properties of this modern age of machinery, but we can avoid them if we are consistently careful. So, from grandma, down to the younger boys and girls in the family, let all of us be especially careful to observe those rules and regulations of our city which have been planned for our welfare as well as for the efficient dispatching of motor traffic.

*Continued from Page 48.*

hitch. We know that the contacts which were brightened throughout our industrial family will reflect themselves in a more unified and efficient human organization during the coming months. If this occurs, and it surely will, the Company, as well as all of us will have benefited from the "day off," with pay, which it grants us once a year, for which we now voice the sincere thanks of the entire employee body.

### Prize Winners

Indoor Baseball—Won by Married Men, Benjamin Cahill, Captain.

#### Events, Girls 12 years and under

50 yd. dash: First prize, Katherine Prouty; Second prize, Antoinette Mangene; Third prize, Pauline Mason.

#### Boys 12 years and under

50 yd. dash: First prize, Ed. Beedham; Second prize, Mike Lacagnio; Third prize, Jas. Goggin.

Crab Race: First prize, Billie Spears; Second prize, Tony Camello; Third prize, Chas. Zimmer.

#### Girls 16 years and under

75 yd. dash: First prize, Lena Schiro; Second prize, Margaret Latson; Third prize, Johanna Terpstra.

Hoop Race: First prize, Flo. Hallis; Second prize, T. Zambuto; Third prize, Anita Marra.

#### Boys 16 years and under

75 yd. dash: First prize, Patsy White; Second prize, Mark Wagner; Third prize, Horace Freeman.

Sack Race: First prize, Arthur Wood; Second prize, Willard Michand; Third prize, Joe Lacagina.

### Women's Races

50 yd. dash: First prize, Loretta Swanson; Second prize, Marion Wal-tuck.

Balloon Blowing Contest: First prize, Mrs. Leon Kimpal.

Happy Hooligan Race: First prize, Mrs. Potter; Second prize, Mrs. Fred Eggert.

Time Race: First prize, Dorothy Mark; Second prize, Viola Plant.

Broom Polo: Won by team Captained by Mrs. Eggert.

### Men's Events

100 yd. dash: First prize, R. H. Brown; Second prize, Donald Schweikart.

Balloon Swatting Contest: First prize, Norman Fekrich; Second prize, P. White.

Tug-of-War: Won by team of which Bennie Cahill was Captain.

Broom Polo: Won by team of which F. Benson was Captain.

### Mixed Races

Clothes Race for Women: First prize, Edna Bowman; Second prize, Angelina Mangene.

—For Men: First prize, R. Rissler; Second prize, Flo. Mangene.

Balloon Blowing Contest for women: First prize, E. Gravelle.

—For Men: First prize, S. Moll; Second prize, G. Bristol.

### Swimming Contest

First prize, Walva McVea and Frank Houlihan; Second prize, Mrs. Wesley Struble and Rudy Hoffmeier.

Treasure Hunt for Boys and Girls 16 years and under: First prize, Louis Coccirzzi; Second prize, Mary Mangene.

### Personnel of General Picnic Committee

General Chairman, Bert Yoemans; Vice-Chairman, Roland Farnham; Treasurer, Fred Hodgson; Assistant Treasurer, R. J. Derby.

Chairmen of Committees—Grounds and Meals, G. Ross; Transportation, T. Nash; Sports, W. Spears; Music, W. Kearns; Publicity, F. Mason; Refreshments, C. Schlenker; Tickets,

Badges and Buttons, A. C. Rissburger; First Aid, Willis Hughes.

The General Committee included J. P. Haftenkamp, T. H. Yawger, F. W. Fisher, J. P. MacSweeney, E. R. Crofts, O. Titus, G. B. Histed, A. H. Lamey, T. E. Barnard, A. M. Beebee, R. E. Kruger, W. J. Marks, W. C. Gosnell, T. H. Christie, W. J. Consler, R. L. Davis, Graydon Curtis, Henry Davis, Floyd Owen, W. L. Weaver, E. W. Geimer, B. B. Yeomans, W. M. Kearns, V. C. Hoddick, J. W. Stein, T. M. Cougevan, F. H. Patterson, Wilbur Seidel, J. G. Ross, Chas. Miller, F. C. Taylor, I. E. Powell, T. H. Nash.

### Sport Program Officials

Announcer and Pep-master, William Peachy; Starter, Linn Bowman; Equipment, Fred Eggert; Prize Selection, Howard Stebbins, Russel Howe, Gertrude Shipley and Elma Spindler; Custodian of Prizes, Mabel Kramer.

Indoor Baseball, Carl Winteroth; Captain of Married Men, John Baker; Captain of Single Men, Umpire, Wm. Bassett; Scorer, Dick Edgar.

Quoit Tournament, Referee, Frank L. Merz.

Judges of Afternoon Field Events, E. C. Scobell, A. M. Beebee, A. S. MacDowell, E. R. Crofts, J. P. MacSweeney.

Judges of Dancing Contest, W. R. Kearns, G. Curtis, J. W. Stein.

### Cook Electrically

*Continued from Page 59.*

35 kilowatt hours for each person in the family, each month."

"Whatever that is, it sounds terrible, Jennie," said Ruth.

"Oh no, Ruth," her neighbor replied, "when you understand what that really costs you'll be as amazed as I was. You see, you get the wholesale domestic rate of four cents and a small demand charge and for the average family that is \$5.60 per month, my

dear, a month for all that comfort. You purchase that comfort for the difference between what coal or wood costs and this \$5.60, per month and it seems to me that's mighty cheap for real comfort. And," she added shrewdly, "I'll wager you'd pay that difference right now, to be feeling as cool and rested as I am at this moment."

"Jennie, I'd pay more. I think Peter will be telephoning to the Rochester Gas and Electric Corporation tomorrow so that I can enjoy such ease of cooking, too."

The actual cooking bills for a few customers of the Company, where test meters are used read as follows: four persons in family—140 kilowatt hours, \$6.90; three persons in family—136 kilowatt hours, \$6.84; four persons in family—170 kilowatt hours, \$8.20; three persons in family—71 kilowatt hours, \$4.24; four persons in family—109 kilowatt hours, \$5.76. These figures include the cost of demand charge.

### Government vs. Private Operation

New York City is certainly addicted to the use of the telephone. For every 100 persons of the 5,942,000 population there are 25.3 telephones in use. Compare this with some of the other great cities abroad: London, with 7,480,000 inhabitants, has but 7.1 telephones for every 100 population; Paris, with 2,871,000, has 9.9; Berlin, with 4,064,000, has 10.6; Tokyo, with 2,143,000, has 5.9; Montreal, with 848,000, has 17.8; Madrid, with 800,000, has 2.4; and Brussels, with 903,000, has 6.8.

During 1926 there were 205 telephone conversations in the United States for every man, woman and child. Canada came next, with 195 conversations per capita, and Germany a poor third with 32. Throughout Great Britain there were only 27 calls per capita.



## Rochester's Municipal Airport Officially Opened

**T**HE opening, on June first, of the Rochester Municipal Airport, formerly Britton Field, in Scottsville Road, was an occasion for much rejoicing on the part of the people in this section of Western New York. It brought much satisfaction to the men who were responsible for the stupendous task of getting the field in readiness for the landing of the first air mail plane over the Albany-Cleveland route. To those whose vision of air mail service promoted the idea, it brought a great deal of gratification and to far-thinking men and women in all parts of the city and surrounding territory, it presented an opportunity for much speculation as to the ultimate good which would be wrought by the inauguration of this service.

Rochester, by virtue of this new service, is brought into closer contact with practically every portion of the entire North American Continent. Who can say what will be the benefits deriving to her from the speedy means of airways communication? The fu-

ture holds untold possibilities, now that she is actually on the "air map." The time saved in the transportation of messages to the West coast, according to the schedule of the United States Post Office Department is from 62 to 64 hours, while the air mail to the South saves from 30 to 34 hours over the fastest express mails. Even on short distances the time saved over regular postal routes other than the air mail is almost astounding.

### AIR MAIL SPEEDY

The inauguration of the air mail service in Rochester makes it possible to start a letter to San Francisco at 12:55 P. M. with a reasonable assumption that it will reach its destination on the next day at 4:30 P. M., a saving in time of nearly three days and three nights. A letter sent from Rochester at noon one day is scheduled to arrive in Galveston the next morning at 10:30, a saving of 34 hours.

A great deal of credit for the completion of the field in time to permit the first air mail plane to land on

June first is due City Manager, Stephen B. Story, and his able staff of assistants. Commissioner of Public Works, Harold W. Baker, under whose department the construction and preparation of the field comes, is very well satisfied with the work accomplished by his department, under his supervision, in getting the Port ready. It was due, largely, to the efforts of Mr. George West, Secretary to the Commissioner, and under whose personal supervision the work was done, to Mr. W. H. Roberts, assistant engineer who is responsible for the surveying and the profiles for the sewers, to Mr. John V. Lewis who had charge of the electrical installation and to Mr. E. G. Miller, under whose direction the roads and runways were constructed and the drainage tile laid, that Rochester was enabled to meet the requirements of the Colonial Western Airways, Inc., contract to stop here.

### WORK RUSHED ON PORT

With but a month in which to prepare a field on which it was almost impossible to make a landing, this group of men took the task in hand, and between May first and June first had transformed a muddy meadow into one of the best equipped and most modern air ports in New York State. During this time 7,500 feet of drainage tile from three to 20 inches in diameter were laid, a penetration macadam pavement from the entrance of Scottsville Road to the Hangar and to the new runways was constructed, and two runways, one running in a

southwesterly direction, 200 feet in width by 1300 feet long and another running in a northwesterly direction, 100 feet wide by 1,000 feet in length was completed. Besides all this a well was drilled and a water system for the field installed. There is also a servicing system for airplanes which is the most modern type fueling pit design construction that can be had.

This fueling system is composed of an underground pit on the runways from which airplanes may be serviced with gasoline, air, water and lubricating oil which is derived from supply tanks in places remote enough to be out of all danger from fire. The system is so arranged that it does not offer an obstacle to the landing plane, being completely beneath the bed of the roadway and operating through hoses with remote control connections.

### HANGAR AND LIGHTING

The hangar is built from government plans and is considered the best type in use today. It is 80 by 100 feet

with a lean-to for offices, stock rooms and workshops. The office is equipped with telephone service.

A transformer house to service the various lighting devices on the field, the beacon and the approach lights has been built. The high tension service is all underground and the electrical equipment service has been planned to care for any future capacity that the airport may develop.

This modern electrical equipment serves to make Rochester stand out on the air mail map, day and night.



*Airplane View of Rochester's  
Municipal Airport.*



Rochester Airport Hangar. The hangar is built according to the latest government specifications and makes a fine haven for municipal visiting ships.

#### EIGHT MILLION CANDLE POWER BEACON

The beacon light, of the revolving type, is placed atop a steel tower 50 feet in height. The light throws a beam of 8,000,000 candlepower and is visible on clear nights for a distance of 50 miles. It is planned to have it always ready to flash on call. In the matter of lighting the plans are probably further in advance in this important service than in others. It is planned to have the entire field flood-lighted and to have an illuminated wind cone.

The Rochester airport is distinguished from other New York State airports by being the only one with hard surfaced runways.

#### MORE MONEY NEEDED

In order to complete the airport, Commissioner Baker estimates that an additional \$70,000 will be required, which with the \$189,000 already expended will make a total of \$259,000. This additional money is needed for the construction of two additional runways, completion of the base of operations; construction of a macadam roadway around the hangar; grading

and finishing of the parking spaces and grading, seeding and tiling the field as called for in the present plans.

The Rochester airport is expected to be as much used as are the public parks, and with this idea in mind provisions have been made properly to care for the public in the construction of the parking spaces, which may ultimately be utilized for the construction of hangars as necessity arises, placing boundary lights, building fences and beautifying the landscape. While primarily—a commercial enterprise much thought has been given to the safety and welfare of the public at large who will find the Rochester airport a place of fascination.

#### PUBLIC APPRECIATIVE

And the public is responding in no small measure in expressing its appreciation of the efforts of the men who have brought the air mail to them by sending their mail by air with little fear of exaggeration to say that in a very short time the air mail will be used as much or more than the regular mail by persons transacting important business. A good start is bound to portend success for such a

venture, and the more enthusiasm that can be generated during the first few months of this service, the greater will be the possibility of assuring successful and capacity operation in the years to come.

Some idea of the importance of the air mail to the business concerns in Rochester may be gained by its use by the Company.

In one department alone, the Purchasing, an average of from twelve to twenty orders go forth every day via the route of the red, white and blue striped envelope. It has been found that this method of getting orders in quickly is not only cheaper but more adequate than by telephone or telegraph, and a company mail car is despatched to the post office or the landing field twice a day to catch the east- and west-bound mail planes.

Individual members of the Company who participated in an official

capacity at the celebration exercises on the opening day included Mr. Roger DeWolf who was chairman of the reception committee.

Air mail is planned to be not only efficient but also to have the protection from fire hazards that mail of such class should have. Each air mail plane is equipped with adequate fire extinguishers; and Rochester's airport has in service two Foamite fire extinguishing units, mounted on trucks and easily portable to any part of the field, besides several hand units.

As Rochesterians come to use air mail transportation more liberally, they

will appreciate more fully all that it really means in speeding important messages or small parcels. Knowing that this service is available, and will be consistently regular and efficient, persons in this section will find many opportunities to save themselves time and money by utilizing air mail.



The first air mail plane to visit the new airport.



The hangar with the new eight million candle power beacon. This beacon is visible for fifty miles on clear nights, and will be flashed on call for ships coming into Rochester's Airport.



# AUDITING

New Business			
Net Increase in Consumers for Year			
Ending June 30, 1928			
	June 30, 1928	1927	Incr.
Gas.....	104,116	99,517	4,599
Electric.....	102,134	93,698	8,436
Steam.....	317	272	45
Total.....	206,567	193,487	13,080

Statement of Consumers by Departments					
as of June 30, 1928					
	Gas	Electric	Steam	Total	Incr.
1918...	79,307	28,535	55	107,897	
1919...	78,667	29,628	75	108,372	475
1920...	80,705	32,657	75	113,437	5,065
1921...	80,829	36,883	84	117,796	4,359
1922...	82,560	44,001	104	126,665	8,869
1923...	85,179	53,471	117	138,767	12,102
1924...	88,649	64,864	110	153,623	14,856
1925...	91,897	75,249	145	167,291	13,668
1926...	95,788	85,212	199	181,199	13,908
1927...	99,517	93,698	272	193,487	12,288
1928...	104,116	102,134	317	206,567	13,080
Incr. in					
10 years	24,809	73,599	262	98,670	9,870

Net Increase in Consumers by Months				
	1926	1927	1928	
Incr. in January....	926	357	428	
Incr. in February....	733	512	439	
Incr. in March.....	729	612	527	
Incr. in April.....	1083	1271	890	
Incr. in May.....	1166	1270	912	
Incr. in June.....	1114	1128	940	
Incr. in July.....	1021	1106		
Incr. in August.....	1199	1587		
Incr. in September....	1603	1284		
Incr. in October.....	1444	1168		
Incr. in November....	1042	2707		
Incr. in December....	829	1060		

Miscellaneous Data			
	June 30, 1928	1927	Incr.
Miles of Gas Main.....	715	665	50
Miles of Overhead Line.....	4666	3823	843
Miles of Undergr. Pipe.....	2563	2225	338
Miles of Subway Pipe.....	1757	1635	122
No. Street Arc Poles.....	1463	1075	388
No. Street Masts.....	18209	16311	1898
Total No. Street Poles.....	19672	17386	2286
Number of Poles.....	2350	2330	20

E. B. A. July, 1928	
Balance 1st of Month.....	\$10,884.56
Dues—Members.....	1,683.76
Dues—Company.....	1,683.76
Fees—Members.....	57.00
Fees—Company.....	57.00
Assmt. No. 97—Members.....	.25
Assmt. No. 106—Members.....	1.00
Assmt. No. 107—Members.....	1.00
Assmt. No. 110—Members.....	497.25
Assmt. No. 97—Company.....	.25
Assmt. No. 107—Company.....	1.00
Assmt. No. 110—Company.....	497.25
Int. on Bk. Bal. and Investments.....	365.60
Members' Add. Life Insurance.....	393.45
Miscellaneous Revenue.....	12.00
Total Receipts.....	5250.57
Total Receipts plus Balance.....	16,135.13

Disbursements	
Sick Benefits.....	\$ 961.04
Accident Off Duty Benefits.....	159.84
Accident On Duty Benefits.....	62.31
Medical Examiner's Expense.....	54.00
Expense of Nurse for May, 1928.....	113.34
Total Payments.....	1,350.53
Balance on Hand.....	14,784.60

Membership	
Date	No.
Members, June 30, 1928.....	2070
Affiliated, July, 1928.....	22
Terminated, July, 1928.....	28
Loss.....	6
Memberships, July 11, 1928.....	2064

	Month of June, 1928	June, 1927	Increase
Amount of Payroll.....	\$30,955.00	\$28,670.31	*2,284.69
K. W. H. Generated Steam.....	5,526,430	*1,883,801	
K. W. H. Generated Hydro.....	21,106,010	6,340,300	
K. W. H. Purchased.....	3,400,120	\$,547,081	*2,146,961
M. Cu. Ft. Coal Gas Made.....	310,448	304,693	5,755
M. Cu. Ft. Water Gas Made.....	76,771	62,667	14,104
Tons Steam Coal Used.....	10,414	12,223	*1,809
Tons Gas Coal Used.....	25,185	25,823	*638
Gallons Gas Oil Used.....	233,836	125,908	107,928
Tons Coke Made.....	17,098	17,567	*469
Gallons Bengas Made.....	74,490	99,900	*25,410

\*Denotes Decrease.



"Reading maketh a full man; conversance a ready man; and writing an exact man."—Lord Bacon (*Essay on Studies*)

## The Reader's Digest



It will be of interest to the Book-Club members to learn that beginning with the September issue "The Reader's Digest" will be printed in Braille by the American Printing House for the Blind, in Louisville, Ky. This Printing House (established in 1868) through help from Congress furnishes books free to the Schools for the Blind throughout the United States, and at actual cost to individual readers and libraries. The Reader's Digest is the only periodical having the distinction of being "translated" into Braille. This monthly publication contains "An article a day" from leading magazines—each article of enduring value and interest, written in condensed form. Its translation into Braille makes it possible for the blind to keep in touch with that which is best in current magazines.

## Bambi

The book recommended for July by the Book-of-the-Month Committee and accepted by the Club is called *Bambi*. It is a charmingly simple and exceedingly entertaining story of wild life by an American poet and playwright, Felix Salten. It is a novel on the plane of the animal world with Man appearing seldom and then only as a fearsome and predatory foe.

The author uses the method of placing human words in the mouths of dumb creatures, which in this case, is entirely successful in conveying their real sensations, the *milieu* in which they pass their days and the instincts which drive them. The book is heartily recommended as a story "as full of suspense as any novel about humans, and written with astonishing intuition and the finest sympathy.

—Mabel Esley.

THERE were two very timely books featured by the Saturday Review of Literature of recent date. "The Republican Party" by William Starr Myers is a history of the rise of a young party to national power. Dr. Myers traces the story of the G. O. P. from its origin over the slavery issue, through its triumphant control following the Civil War and its brief periods of eclipse since that time, down to its present position as the majority party. It contains fascinating sketches of leading personalities from Lincoln to Coolidge.

"The Democratic Party" by Frank R. Kent is a straightforward, brilliantly written, thoroughly entertaining account of the party which has been active in American politics for 136 years and at the helm of government for eighty years. Mr. Kent describes the party's triumphs and its blunders, its national battles and its internal conflicts, and gives particularly full analyses of the five great men around whom the party history chiefly revolves.

## OBITUARY

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

Mr. Howard Yates, brother of Mrs. Dorothy Brough, died on June 3, at 47 Wendell Street, where services were held later with interment at Mount Hope.

The death of Mr. James Fassanella, a Company employee for 23 years, occurred on August 1st at his home, 162 Clay Avenue. Mr. Fassanella is survived by his wife, Helen Fassanella and four sons, James Jr., Thomas, John and Robert. Funeral services were held on August 3rd from Sacred Heart Church in Flower City Park, with interment in Holy Sepulchre Cemetery.

## PERSONALS

Mr. Edward Faulstick, of the Purchasing Department, is more than usually enthusiastic about the game of golf. He gets up early every sunny morning and plays around the Durand-Eastman Municipal Golf Links before coming to the office. His luck has been so good that his enthusiasm has spread to other members of the Department. Nearly every

morning now he is greeted by "did you get around in today?" And a review of these daily interrogations indicates that his game is steadily improving.

Miss Grace Walton recently started for Florida, where she is to be married to Mr. Cecil Everson, in the near future. Just before leaving the Company, she was presented by her associates in the Billing Department with an electric percolator and an electric toaster. We are glad to know that, following the honeymoon, Mrs. Everson will again return to her work on the Second Floor.

Mrs. Irene Underhill spent a week recently at Saratoga.

Mr. Ben Hale, who is a member of Company G, 1st Infantry, spent two weeks in camp recently, at Peekskill. The first week was given over to rifle, bayonet and pistol practice, the second one being occupied in manoeuvres. Mr. John Bowers was rooky of the Company, and Harold LaBorie, who was also in camp, qualified as a first class gunner. These young men give Uncle Sam credit for providing plenty of strenuous exercise and an abundance of good food and they consider their vacation especially well spent.

A sausage roast at Sunset Point provided a happy outing on July 31, for Doris Longley, Velva McVey, Dorothy Marks, Dorothea Becker, Viola Plant, Mildred Joslyn, Marjorie Dunn, Rose Kass, Jessie Henderson, Florence DeWitt and Janet Craig, all of the Second Floor. They do not mind the fact that the hot sun was the main attraction, and how good the food was at Sunset Point. A ride on the Jack Rabbit and a couple of "struggles" at Danceland, Sea Breeze wound up a wonderful evening.



"Bill" Hodge, Jr., six-month-old son of Mr. William Hodge, foreman in the General Construction Department. He weighs 22½ pounds as he appears in the picture. The indications are that he will be as big as his father in a very few years.

Mr. F. M. Chapin of the Auditing Department, accompanied by Mrs. Chapin, spent a part of their vacation touring the Finger Lakes Region. They visited Taughannock Falls, Enfield Glen, Buttermilk Falls Glen and other places of interest.

Messrs. Theodore Herr and Arthur Underwood of the Auditing Department enjoyed a very successful fishing trip to Chippewa Bay, St. Lawrence River, recently.

Mr. Harold Weatherby of the Auditing Department recently spent his vacation visiting his parents at his former home in Trumansburg, New York.

Miss Marie Fredericks of the Auditing Department spent the first week of her vacation visiting her sister at Malaga, New York. The second week Miss Fredericks enjoyed at Conesus Lake as the guest of friends.

Miss Madge Garrison of the General Construction Office and Mrs. John Caley of the Second Floor, her sister, spent their vacation in Toronto, Canada at their former home. Mrs. Caley and Miss Garrison visited their parents and two brothers and a sister. They motored over and made the return trip by boat. The vacation included several days spent at the Garrison Cottage on Lake Ontario.

The marriage of Mr. Ernest Bruns of the Storehouse to Miss Glenice Burpee was solemnized on June 2 at the home of the bride, 48 Bismark Terrace. The bride and groom spent their honeymoon on a motor trip to the National Capitol.

Miss Madeleine Kane of the Storehouse spent her vacation, starting August 4th., on a boat trip on the Upper St. Lawrence River.

The marriage of Mr. Earle French of the Electric Meter Department to Helen Frost took place on June 16th at Trinity Evangelical Church in Child Street. The Reverend J. Otto Reller performed the ceremony. The young couple motored to Boston and New York on their honeymoon trip.

Mr. Owen Smith of the Gas Street Department and Mrs. Smith motored to Detroit, Michigan, recently to attend a wedding of Mrs. Smith's niece.

Messrs. Harold Kelley and Llewellyn Meiers of the Service Department are going to spend their vacation soon at Montreal, Canada. Mr. Kelley's mother plans to accompany them.

"Allez-ooop," the old cry of the pyramiding circus gymnasts might well be the caption for the picture below. The young strong man is Mr. Franklin Stanley Atwood, and the fair ladies he is supporting are his cousins, the Misses Ibbie and Marianne Ward. They are the grandchildren of Mr. H. F. Atwood, Stockholder and friend of the Company. All this occurred on the beach at Nantucket, Mass. If you think it is as easy as it looks, just try it out some evening, at one of Rochester's fine beaches, and don't forget to send us a photograph.

The grandchildren of Mr. H. F. Atwood take their bows at Nantucket, Massachusetts. They are, top to bottom, the Misses Ibbie and Marianne Ward and Mr. Franklin Stanley Atwood.





The marriage of Mr. Joseph Schnorr of the Storehouse to Miss Margaret E. Stapleton of Staten Island, New York took place on July 11th at the Church of our Lady of Good Counsel on Staten Island, the Reverend Father Charles Baker, O. S. A., of Greenwich, New York, God-Father of the bride, performing the ceremony. Mr. and Mrs. Schnorr took a honeymoon trip by motor through New England, stopping over for several days at Lake Sunapee, New Hampshire.

Mr. Howard Brown of the Electrical Laboratory recently spent his vacation touring Eastern New York and New England. Mr. Brown remained in Providence, Rhode Island, for several days where he visited relatives and friends.

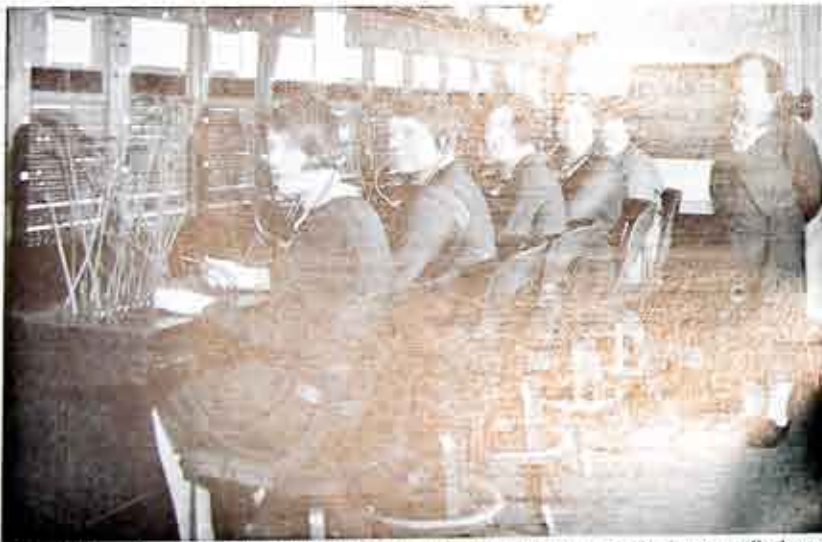
Mr. Fred Eggert of the General Construction Department spent his vacation recently working on his new home in Riverside Gardens, West Brighton. Mr. Eggert is the new captain of the West Brighton Volunteer Fire Department.

The Misses Kay Green and Marion Waltuck of the General Construction Office spent their vacation recently at home. They enjoyed several side trips into the Genesee Country and the Finger Lakes Region.

Mr. Floyd Blatchley spent his recent vacation on a motor tour of the country around Lake Ontario, completely circling the Lake.

Mr. William White, Foreman at the Sewing Machine Shop, recently accompanied his family to Eagle Lake, Ontario, Canada. Eagle Lake is about forty miles above Kingston, and Mr. White says that there is no more beautiful spot in the world. Accompanied by Mr. A. L. Brainer, he spent a week at Camp "Hillsdale". They are planning to return to the camp this fall for still another week.

Mr. George Dady of the Gas Dispatchers Office, accompanied by Mrs. Dady and their children, recently spent his vacation on a motor trip which included Washington, Atlantic City, the Adirondacks and Montreal.



Voices that smile. These young women are the switchboard operators at the Company Exchange located in the Andrews Street Office. They are, left to right, the Misses Mary Webster, Martha O'Brien, Evelyn Gravelle, Mrs. Viola Kingsburg, Miss Grace Rockwood and Chief Operator Miss Bessie Wittman.

Mrs. Myrtie Kirby of the Auditing Department spent her vacation recently at Alexandria Bay and the 1000 Islands.

Mrs. Rhena Templeton Ashley, formerly secretary to Mr. Thomas H. Yawger, has announced the birth, recently, of a handsome baby boy. The boy, she says, has red hair.

Mr. Carl Wittman, formerly of the Duplicate Bills Department, has been recently transferred to the Consumers Accounting Department.

Mr. William Richards of the Service Department is spending his vacation in his native town, Guelph, Ontario, Canada.

The recent marriage of Mr. Burton H. Sage, son of Mr. Wilmer E. Sage of the Auditing Department to Miss Florence Vernon of East Norwich, New York, took place at the bride's home.

The members of the General Construction Office enjoyed a swimming party and hot dog and marshmallow roast at Durand Eastman Park on the evening of July 18. Mr. George B. Histed, superintendent of the Department, acted as general manager of the event, even to seeing to it that the dogs were done to a turn. Mrs. Histed made a huge apple pie which everyone thoroughly enjoyed. The party donned their bathing suits at the office and spent the entire evening in them. According to the tales of good times they all had this is just the thing to do these hot summer evenings.

Miss Alice Church of the Auditing Department was given a personal shower at the home of Miss Mabel Cramer of the Payroll Department on Monday evening, July 30. Miss Church received many beautiful gifts. Bridge and dancing was enjoyed by the guests. Miss Church left for North Carolina on August 6th to become the bride of Mr. Frank Spindler, formerly of this city.

The Misses Grace DeBraal and Katherine McIntyre had a pleasant



Miss Grace De Braal, from a well posed photograph taken by Miss Katherine McIntyre.

outing recently at Dansville, where most of the time was spent in golfing. The picture shows Miss DeBraal at the water hazard, which comprises a real test for golfers and is rather expensive for those who cannot "sock" the ball a plenty. If you think your game is good, just try the Dansville course some day.

Two weeks, straight, without seeing a newspaper; buried in the oblivion of Jack's Lake; fish to eat as often as one wanted; no concern about clothes or the formal conventions of society—these are some of the high-spots in the vacation of Mr. John Nichols and his three sons. It was their fifth year at the same vacation place, which is 60 miles north-east of Peterboro. The fish caught were mostly lake trout and small mouth black bass. For the former, one had to fish in about 125 feet of water, with a heavy sinker. It was a grand and glorious time.

The Misses Alma Spinder and Ina Blakeley of the Auditing Department spent Sunday, July 29th in Buffalo.

The engagement of Miss Doris Longley of the Appliance Department, and Mr. James Metz was recently announced.

Miss Marion Schreicher enjoyed a week during July at Fourth Lake, where she was kept delightfully busy and happy, hiking, dancing and bathing.

Mrs. Beulah Boyce, accompanied by her husband, divided her vacation interests this year between visiting her home, in LeRoy, and motor trips to various places, including Crystal Beach and the inland lakes of this section.

The following persons from the Cashiers Department recently enjoyed a social and entertainment held at the Fairport Methodist Church: Mrs. Sanderson, and the Misses Neuhriel,



One of the first attempts to land on Rochester's New Municipal Landing Field, which is being used daily by an ever increasing number of commercial and private planes.

Augustine, Ammer and Corris. Mr. and Mrs. Roy Briggs and Mr. and Mrs. Fred Jackson also attended this enjoyable affair.

Miss Ruth Hillier, in her recent vacation, spent a week at White City and another one with friends at Irondequoit and in motor trips to the Mountains.

Miss Virginia Mullarkey, from St. Louis, Missouri, recently spent a month visiting at the home of Miss Dorothy Becker, of the Appliance Department.

Mr. William Clare recently returned from his old home town, Pembroke, Canada, which is one hundred miles north of Ottawa. He left Mrs. Clare and his little boy and girl to enjoy a few weeks of visiting among their relatives and friends. One of the reasons for the trip was the recent arrival in Pembroke of a sister of Mrs. Clare whom she had not seen for over ten years. This is Mr. Clare's fifteenth trip by motor to his old home, and he made the 360 miles without stop and with no annoyance from tire or engine trouble.

Mr. and Mrs. Norman Davidson, with their children, Carol and Norman, Jr., have returned from a motor trip to Iron Mountain, in northern Michigan. They visited at the home of Mr. Davidson's parents. The trip was over the Honeymoon Trail to Buffalo; thence by night boat to De-



The Upper Falls at Letchworth Park, a scene worth going miles to see. The best part of it is, however, that Letchworth Park is only a short distance from Rochester, and the drive itself is most enjoyable.

troit; to Grand Haven over land, and night boat to Milwaukee and then on to Iron Mountain over Michigan's good roads. On the Menominee River, Michigan, Mr. Davidson inspected what are said to be two of the most beautiful hydroelectric plants in America.

The annual picnic of the Industrial Sales Department was held on Saturday, July 28, at Camp Wilder, Mr. E. L. Wilder's cottage on Conesus Lake. The guests,

numbering in the neighborhood of sixty, enjoyed a shore dinner with entertainment consisting of a ball game, swimming, boating and dancing. Miss E. L. Wilder acted in the capacity of hostess, while Phillip Thomas was General Service Man. John Clark headed the committee on eats, Dick Warren had charge of the entertainment program and Mr. Roeser with his Cine-Kodak was official photographer. Mr. Fred Austin arranged the details of transportation. It is said that, while the Industrial Sales Department is noted for its "good time" picnics, this one was a little wild-er than usual.

Mr. E. L. Wilder of the Industrial Sales Department and Mr. Roger D. DeWolf of the Electric Department attended the Conference of Sales Managers held at Association Island early in August.

Mrs. Annetta Slattery of the Auditing Department, with Mr. Slattery, took an extended motor trip during their vacation, visiting, among other places, Montreal, Quebec, Utica, Morris, New York, and the Catskill Moun-

tains. Mr. Slattery is Captain of Engine Number 2, of the Rochester Fire Department.

Mr. Ray Hilfiker of the Gas Distribution Department recently returned from a vacation motor trip in Canada. Mr. Hilfiker stopped over in Montreal for several days.

Miss Lillian Diner, of the Purchasing Department, spent her vacation recently on a camping trip to Fourth Lake in the Adirondacks.



Only one of the untold numbers of beauty spots that vacationists enjoy. This is a view sent to us by a vacationer taking a trip through the Adirondacks. Be sure to send us some of your vacation photos.

The Misses Harriet Mindnich, Dorothy Wheeler, Eleanor Berger, Dorothy Dake, Laura Bradfield, Margaret Settle and Margaret Gailey, all of the Public Relations Department, spent a week-end recently on a house party as guests of Miss Gailey at her cottage at Fair Haven, New York.

A variety shower was given on August 4th by Miss Grace Titus of the Stores Record Department in honor of the approaching marriage of Miss Isabel Donals of the Gas Dispatcher's Office to Mr. Joseph Hockenos. The wedding date is set for August 28th.

Miss Helen Dimmick, Secretary to Mr. Yawger recently returned to Rochester from an "around-the-lake" tour. Miss Dimmick circled Lake Ontario by motor, enjoying the beautiful scenery of the lake shore.

The young persons shown in this charming setting are Mr. and Mrs. Emmett P. Armstrong, who were married on July 18. Mrs. Armstrong formerly was Miss Violet M. Bartlett, of 68 Virginia Avenue, this city. Mr. Armstrong is the son of Mr. and Mrs. John Armstrong, of 97 Wilder Terrace, Mr. Armstrong Sr., is utility foreman at West Station. The bride and groom seem to be starting out on their married life with pleasant smiles which we trust will continue throughout the first fifty years, which are said to be the hardest.

Messrs. Fred Marsh, Lorne Fulton and Irving G. McChesney, of the Statistical Division of the Electric Department, were the guests of Mr. Howard Stebbins of the same department on a week-end fishing trip on the

Salmon River, in the Adirondacks, recently. They had plenty of fun, and caught enough trout to make the trip exceedingly interesting and the meals decidedly satisfactory.

Mr. Charles Benham, Jr., of the Industrial Sales Department, returned recently, from a two weeks vacation. It was enjoyed at Seaside Park, on the Jersey Shore of the Atlantic, and at Hammonton, New Jersey, where he visited relatives. He made the trip by motor, and was accompanied by Mrs. Benham and his son Don.

Mr. William Fisher of the Industrial Sales Department took a vacation trip recently on the Great Lakes, as far as Detroit. Judging from the post cards which he sent friends and associates in the Company, Mr. Fisher certainly enjoyed his trip.

### The Cover Picture

This month's cover picture was taken by Mr. Frederick W. Fisher, Director of Public Relations. It was used as a small illustration in Gas and Electric News in the September, 1927 issue, which contained a story relative to Mr. Russell's vacation at Manistee, his old home.

Mr. Russell, Senior Vice President of the Company, may be seen at the left in the picture, apparently much perplexed at the turn of events. Just imagine it; a fine place to fish and "No Fishing Allowed." He acts the part well; but we know that it was not long before he found another place, just as good, where his party could fish just as long as it wanted to. He knows most of the good places.

Perhaps some of our readers have photographs of general interest which also would make good covers for Gas and Electric News. We should be very glad to have such photos sent to us. Either the prints or the negatives will do; size does not matter as long as the photograph is clear and sharp.



Mr. and Mrs. Emmett P. Armstrong, who were married on July 18, snapped as they were about to start on their honeymoon.

The marriage of Mr. Edgar Baird Robinson, of the Purchasing Department, to Mrs. Gertrude Gibson Meehan took place at Cohasset, on the Massachusetts seacoast, on July 3 at 4 o'clock. The wedding was a very pretty affair and was solemnized in the open air in a splendid flower garden, the Reverend Gauld of Cohasset officiating. The bride and groom took a honeymoon tour through New England and Eastern Canada, stopping over at Quebec, Montreal and the 1000 Islands. Mr. Robinson visited the Shawinigan Hydro-Electric Power Plant at Shawinigan Falls. Mr. and Mrs. Robinson will be at home to their friends at 1260 Monroe Avenue, sometime after the middle of August.

Mr. Herman Russell, Senior Vice-President of the Company, accompanied by his family and Mr. Frederick W. Fisher, Director of Public Relations, enjoyed a vacation at Mr. Russell's boyhood home, Manistee, Michigan, as guests of Mr. Russell's mother. Mr. Russell and Mr. Fisher are well known both for their Waltonian skill and for their ability to take good photographs, and we are looking forward to having some good pictures for *Gas and Electric News*.

Mr. Edward Schleuter, Systems Operator, has recently returned from a vacation on which he took a "round the lake" tour, stopping at Hamilton and Toronto, Canada, and coming across the Gananoque Ferry to the 1000 Islands on the way home. Mr. Schleuter encountered a severe thunderstorm in Toronto on July 3, and he says that he certainly would not care to be a systems operator in that city. With the maze of overhead distribution lines, he says, the tieups resulting from storms are often of a very serious nature, resulting in loss of electric current for long intervals of time before damage can be repaired. On this particular day, Mr. Schleuter says that current throughout the entire city was off, both the A. C. and the D. C. sys-

tems being out of commission. This resulted in traffic congestion because of lack of current to light the signals; in stopping the trolley service; in cutting out all lighting and in shutting off of all power. On this day, the newspapers were an hour late in getting out their editions because of the power interruptions, all of which is a very concrete illustration of the advantage of underground distribution lines, such as Rochester enjoys. Mr. Schleuter was accompanied by Mrs. Schleuter and their children. They visited Mrs. Leo Klein and family at Toronto.

Mr. and Mrs. Arthur C. Rissberger, with their children, Junior and Jean, spent their vacation this year at a camp in the Adirondacks, near Piseco Lake. From this point they took numerous radiating motoring trips to many points of interest in that vicinity and were enabled to combine a delightful

season of relaxation with the lure of the Mountains.



Mr. Lucas S. Cagle of the Industrial Sales Department takes his highly pedigreed Doberman Pinscher for an airing. According to Mr. Cagle the Doberman is fast becoming one of the most popular of house dogs.

# Fumes and Flashes

## A SCOTCH SMOKE

Two old Scotsmen sat by the roadside, talking and puffing merrily at their pipes.

"There's no muckle pleasure in smokin', Sandy," said Donald.

"Ho dae mak' that oot?" questioned Sandy.

"Weel," said Donald, "yee see if you're smokin' yer ain bacca ye're thinkin' o' the awful expense, an' if ye're smokin' some ither body's, yer pipe's ramm't sae tight it won't draw."

## TAKING NO CHANCES

A suburbanite observed a Scotch neighbor spanking his son with great vigor. Filled with sympathy for the howling youngster, he begged the parent to desist.

"I'll thank ye to mind your ain business," said the father. "I ought to ha' kill him for what he did—layin' on all day suckler at five o'clock in the afternoon." — *Selected.*

## THEIR VIEW

From an obituary notice after we get the following:

Jim Wilson—"I miss the old cupid's arrow that it's gone."

Wm. Fishman—"You missed it before, that's why it's gone." — *Selected.*

## CALL YOUR SHOTS

A zealous but untrained reformer had secured permission to speak at the Northampton County jail.

"Brothers," he pleaded with them, "lose no time in turning to the pathway of righteousness. Remember, we are here today and gone tomorrow."

"Don't kid yourself," came a gloomy voice from the rear. "I got eight years here yet."

## BE SENSIBLE

She: "I would like to finish you with a ten-foot pole."

He: "What now? What's the matter with him?"

She: "Nothing. He would look so silly!"

## A HABIT OF SPEAKING

The tired radio announcer came home tired after a long day in the studio. The family gathered for dinner. The tired radio announcer bowed his head to ask the blessing and all was quiet.

"This is Mr. Jones speaking," he began. — *Selected.*

## APRIL SUNSHINE

"Does 'at smile mean you forgive me?"

"Stay away, niggah; I'se just smilin' to rest mah face." — *Selected.*

## AN OPPORTUNITY

Stranger—"I represent a society for the suppression of profanity. I want to take profanity entirely out of your life—"

Jones: "Hey, Mother! Here's a man who wants to buy our car."

A Scot named MacIntosh had an argument over his taxi fare. The driver talked harshly and insulted the Scot.

"Do you know who I am?" he said proudly, "I am a MacIntosh."

"I don't care if you're a brand new umbrella, I'll have my fare," said the driver.

— *Selected.*

## NO SURPRISE

"Will your people be surprised when you graduate?"

"No, they've been expecting it for several years." — *Selected.*

## THEY ALL COUNT

A Scotchman and a Hebrew were playing a golf match. Each had 100 strokes after 17 holes had been played. On the 18th, the Hebrew had a paralytic stroke and the Scotchman made him count it! — *Selected.*

## SOMETHING TO BRAG ABOUT

"Son, was that Birdville I just came through?"

"I don't know, Sir."

"Is the next town Kirby?"

"I don't know, Sir."

"You don't know much, do you?"

"No Sir, but I ain't lost."

— *Selected.*

## GANGWAY!

"Oh John," screamed the excited woman driver, "the car is running away."

"Can't you stop it?" asked her worried husband.

"No."

"Well, then, see if you can't hit something cheap." — *Selected.*

# My Creed

I WOULD be true for there are those who trust me;  
I would be pure, for there are those who care;  
I would be strong, for there is much to suffer;  
I would be brave, for there is much to dare;  
I would be friend of all—the foe—the friendless;  
I would be giving, and forget the gift;  
I would be humble, for I know my weakness;  
I would look up, and laugh and love—and lift.

—WALTER.



Courtesy C. E. Lamb, Ypsilanti, Mich.

# On File

"IF an unkind word appears,  
File the thing away,  
If some novelty in jeers,  
File the thing away.

"If some clever little bit  
Of a sharp and pointed wit,  
Carrying a sting with it,  
File the thing away.

"If some bit of gossip come,  
File the thing away.  
Scandalously spicy crumb,  
File the thing away.

"If suspicion come to you,  
That your neighbor isn't true,  
Let me tell you what to do—  
File the thing away.

"Do this for a little while  
Then go out and burn the file."

—SELECTED.

