

Gas and Electric News

Rochester Gas and Electric Corporation

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The Meadows



Down on the Farm

* * *

"**H**OW are you gonna keep 'em there?"
That question's bothered me, for fair!
Too much drudg'ry, too much work;
Who can blame the kids that shirk?
But it's different now, I'm telling you,—
Jest since those power lines came through.

This little pump, so strong and trim,
Means no more totin' pails for Jim;
Here's Ma's iron and percolator,—
She's harpin' now for a 'frigerator
Which don't need ice, 'cause it runs on "juice,"—
Electric power's sure raised the deuce!

Sis curls her hair with this,— some class!
Push that button for a bit of jazz;
Out there's th' workshop— ev'ry night
The boys are busy since we've lots o' light.
Whole fam'ly's happy, —no time to get blue,—
We're livin' since those power lines came through!

—Isabelle M. Horn
in "Electricity on the Farm."

GAS AND ELECTRIC NEWS

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No. 3

Down on the Farm, with Electricity, Theme of Company's Expositi- on Exhibition

HOW You Gonna Keep 'em Down on the Farm, After They've Seen Broadway," ran a popular song of days gone by, before electricity got in its good work in the rural sections. The song that farmers and their families are interested in today, however, might run like this: "Electricity is Doing for Agriculture and the Farm Home What it Has Done for Industry and the City." And this song does

not need any musical accompaniment, unless it be the excellent radio musical programs available in the farm home and the city home alike. And even such programs depend upon electricity in large measure for their success and general availability. Electricity is eliminating the barriers that have long made the city stand out, and the country lose out in the estimations of young folks. Electricity has brought a new interest into agricultural pursuits.



Electricity on the farm makes possible the use, in the home and farm buildings, of countless labor-saving devices that help to spell efficiency, contentment and happiness for the farmer and his family. Electricity provides a dependable "hired man" and "hired girl" and forever puts the kibbles on drudgery.



The center of attraction in the exhibit was the miniature pond about which ducklings and chicks scampered all day long. What comedians they were, hark every minute. Electricity is just as busy, day and night; a fact which farmers appreciate. The background in the illustration above shows a typical electric distribution line, paralleling a state highway, and bringing increased pleasure and profits to the farm sphere.

Farming Now a Pleasure

All this, and more, was demonstrated at the Company's Rochester Industrial Exposition exhibit this year. This colorful and appealing display of electrical devices, aids and equipment for use on the farm and in the farm home and dairy, seemed to measure the beat of public interest. It needed no red "stop" lights to cause people to pause; to stop, look and listen, if you please, to the message that the exhibit held forth to old and young; to farmers and those who had been or have a secret desire to become farmers. It was a regular stopping place, apparently, for every person at the Show; and some of

them came back numerous times for additional eye-fuls.



Corner of the Dairy showing components for electric ice and an electric milk bottle washer in use.

We cannot begin to tell in detail all that the exhibit comprised, but we will attempt to present a casual bird's-eye-view of it, aided by the photographs which were taken.

Electricity Has Many Farm Uses

The Company's display was divided into three sections: exhibits showing the use of applied electricity in the dairy, on the farm and in the poultry house, and in the kitchen. The background for all these items of interest was a painted scene showing some attractive modern rural homes, in which one just knew electricity was available; a group of contented cows, and a vista of improved highway along which an electric transmission line gracefully wound its way.

In the center foreground, fronting this landscape, and comprising the real center of human interest for all observers, there was a miniature pond. In it, swimming about, were a brace or two of the cutest ducklings one ever saw. They seemed to be having the time of their lives, and what an attraction they were. Our man said in our presence: "Just see that little rascal. He's just had his morning dip, eaten a breakfast of grass from the side of the pond, and now he's gone back into the

brooder for his beauty sleep." We had to chase this man and his good wife away in order to get one of our photographs, but he came right back again, to see the ducks and chicks.

The dairy, quite naturally, interested not only farmers but also all persons who use milk and cream for breakfast, dinner or supper. How clean a modern dairy is; how much labor electricity does save; and, what a boon electrical refrigeration is to farmers generally, are thoughts that entered one's mind as he casually viewed the dairy.

Farmer's Wife Not Forgotten

But when it comes to time saving, general utility and spontaneous interest for the women of the home, the farm kitchen took the cake. It was a dream that made many thousands of feminine hearts flutter with appreciation for electricity, that modern servant that is actually like one of the family. This kitchen had everything in it, from an electrical dishwasher to an electrical ice cream freezer, including a kitchen cabinet and kitchen-aid; electric range; refrigerator; water heater; heating pad; ironer; toaster;

percolator; hot plates and numerous other items of equipment, all electrically operated.

In the farm section were shown items of equipment of special interest to local farmers. There were electric motors; milking machines; icers; can washers; milk coolers; aerators; cream separators; incubators and brooders and other items of great utility. Not only were these things displayed, but Company employees well versed in their use were always on hand to explain their merits to all who were interested in them.

City Folks Enjoyed It

The exhibit as a whole seemed to appeal to city folks as well as to citizens of the rural sections. This is quite natural because everyone of us is extremely cognizant of our dependence upon the farmer for the bulk of our staple items of food. We want the farmer to succeed, to "make it go." We know that if he doesn't, we will suffer for it, both physically and financially. One of the constructive things the exhibit did, therefore, was to acquaint city folks with some of the problems of agricultural life, as well as



The farmer may be tickled pink with the possibilities of electric science, but his wife actually thrills with the transformations it makes in the rural home, especially in the kitchen. The exhibit's Model Kitchen was a dream that captivated all feminine hearts.

to paint for farmers and the general public a pleasing picture of what farm activities and life may become, through electricity.

Electricity is an important item in farm efficiency today. New York State College of Agriculture experts say that electric service last year effected a saving of 8,608 days work, on 215 farms served with central station electric service. This is an average saving of 40 days of human effort, per farm, and at a wage of three dollars per day, this saving would pay the electric bills of the farmer for approximately two years. The less physical effort the farmer and his wife expend doing unnecessary chores, the more time and inclination they will have to plan and accomplish the work in which they are specialists.

The exhibit was planned under the supervision of Mr. Arthur C. Rissberger, Assistant Director of Public Relations, and Mr. Lucas Caple, Rural Service specialist, of the Industrial Sales Department, with the generous cooperation of many Company employees in various departments. Mr. Ray Vanderwall, of the Company's Paint Shop, did the colorful background and other items of the painted publicity. The construction of the

booths, together with incidental features, such as pond, etc., were carried out by the General Construction Department. Mr. Clarence Ocorr designed the exhibit and worked with Mr. Caple in planning the layout in general. Miss Helen Smith, Supervisor of the Home Service Department, assisted in planning the model farm kitchen. Representatives of the Industrial Sales and Rural Service Departments were present daily to answer questions and give constructive advice on farm problems to anyone exhibiting an interest in them.

Messrs. William Peachy and Henry McIlravey were daily present to make known to Exposition visitors the many virtues of Sulphate of Ammonia, one of the Company's newest products, as an all-around fertilizer for farm and garden.

Representatives of the Kitchen Aid Company, the Empire Milking Machine Company and the Walker Electric Dishwasher greatly assisted in demonstrating their various products.

Thanks is hereby accorded to any other employees who assisted in any way in making the exhibit a success as measured from the general educational and inspirational interest it aroused.



General view of the Company's exhibit, which featured the use of electricity and labor saving appliances and devices in farm work. These modern features, according to the New York State College of Agriculture, at Cornell University, saved net farm homes using electricity an average of 30 days each, last year.



An Old Timer Gives His Impression of the Value of Good Lighting

THE Company recently received an interesting letter from one of its customers which recalls in concrete detail the old days of industrial lighting.

The letter is as follows: "With the temperature considerably below freezing, one evening recently I sat in the kitchen and in a reminiscent mood, undoubtedly brought about by music from the radio, I gazed at the 100-watt electric light overhead. This, as the psychologists would tell us, started a train of thought associations covering a period of twenty-five or twenty-seven years of machine shop lighting in Rochester.

"In 1900, the employees in the machine shops along Mill Street were supplied with candles. Each worker kept his supply in bench drawers, providing he was fortunate enough to be on hand when the stock box was opened. It was a rather sepulchral sight to see the men trying to fit up a lathe under this condition of inadequate lighting. It had to be done, though, for these candles were the only sources of light at that time, at least in these particular shops.

"It was but a short time later, however, that I was obliged to change jobs and entered another Mill Street plant. Here, each man was furnished with a tin can containing kerosene oil and fitted with a spout filled with candle wicking. On dark winter days,

as these smoke producers were in use most of the time, the bank hanging from the white-washed ceiling was several feet thick by four o'clock in the afternoon, and a tall man often found himself with his head in the clouds.

"The next plant I worked in was equipped with a thoroughly modern outfit, as it then was called, being piped for gas lighting. What an improvement!

"Still another shop, and then the advent of electric lighting. A half-dozen small wattage bulbs were placed hit or miss on the ceiling, twelve or fifteen feet overhead, though, and this system was wholly inadequate.

"Lighting engineering science, however, brought about revolutionary measures in the last shop. After a long day in this daylight plant, darkness descends and envelops the outside world. The inside world, because of the proper placing of suitable sized electric lights, retains its daylight effect, and the workers are unable to discern the change, nor can they tell just when it takes place.

"May I add that after working for more than 25 years as a machinist I am convinced that if our employers could and would realize what it means to them in real cash to have their shops properly lighted there would be less shops with lights which are too small, too few, or improperly placed."

The Sangamo Electric Company Produces New Type Electrically Wound Clock

The application of electrical power to the driving of time metering devices which, through its mechanical control, has resulted in the evolution of popular priced clocks which are accurate to thirty seconds a week is only another evidence of the increasing benefits being brought to the public by the utilization of this wonderful mysterious force known as electricity. The development of the electric clock is only one more chapter in the most absorbing romance of this age—the Romance of Electrical Power.

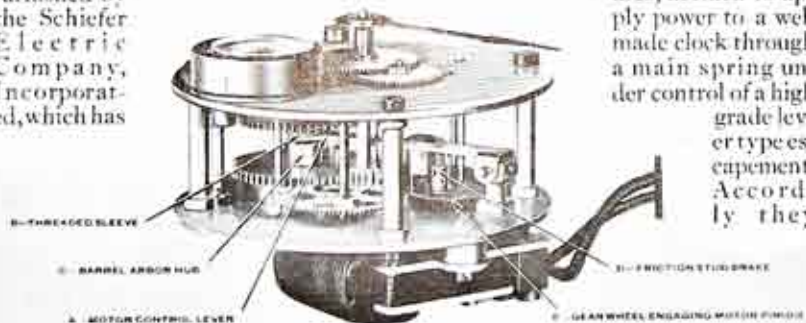
THE problem of harnessing electricity for the measurement of time has held the interest of European engineers for seventy-five years. This problem naturally came to the attention of the men in the research laboratories of the Sangamo Electric Company and claimed their interest. They argued, with reason, that they should be able to solve this problem because accurate time enters largely into their work. The Sangamo Electric Company has, for twenty-five years, been famous for its accurate electrical metering devices.

The accompanying illustration shows a group of Sangamo electrically wound clocks which formed the recent display in the Company windows. The clocks were furnished by the Schiefer Electric Company, Incorporated, which has

offices in the building and which is direct factory representative of the Sangamo Electric Company in New York State.

The present electric winding device produced by the Sangamo Electric Company is the result of two year's study on the part of the Sangamo engineers. They picked the flaws in the attempts of the French, German and Swiss engineers to apply electricity to the measurement of time. They found hundreds of models which had failed, largely because troublesome contacts had been used and had failed in the production of an efficient winding device. The Sangamo clock has no contacts whatever.

The Sangamo engineers, as a result of their experiments with the models which had been failures, decided to apply power to a well made clock through a main spring under control of a high grade lever type escapement. Accordingly they



The mechanism of the Sangamo Electric Clock showing the mechanical lever motor control which keeps the clocking at practically constant tension and entirely eliminates any kind of contact control of the motor.

designed and built testing clocks in which the main spring was wound by a tiny AC motor, which kept the spring at practically constant tension.

The first models were set up in the laboratories and in the homes of engineers, jewelers and clock makers so that their qualities could be observed by men whose business requires accuracy. A year later the Sangamo Electrically Wound Clock was entered in the Sesqui-Centennial Exposition and was awarded the Grand Prix. This was the first knowledge the public had of this clock's existence.

The Sangamo Clock differs fundamentally from all preceding types of electric clocks. It has neither batteries nor contacts. It is not affected by current interruptions. It can be furnished for any frequency. It is a complete independent clock, usable wherever alternating current is available and more dependable than electric lights. It may be connected to any convenient outlet.

The combination of a very fine clock movement with electric winding gives the Sangamo clock its railroad watch accuracy and makes possible the three-point guarantee with which the Company puts out the clocks. First, accuracy within thirty seconds a week; second, continued operation through all current interruptions up

to twenty-four hours; third, all parts fully warranted for two years.

All this has come to pass in the few short years since the Sangamo engineers set to work to accomplish the dream of three quarters of a century—an electrically wound clock independent of the fallibility of human hands. That they have met with signal success is attested by the unanimous praise of jewelers both in this country and abroad.

The Clock Manufacturers Association of America, during the months of May and June, conducted a window display contest in which prizes were awarded to distributors of clocks for window displays having unusual appeal. In this contest the Schiefer Electric Company prepared a window display, using one of the large show windows of the Company's Main Office Building. This display, which was arranged by Mr. Raymond Clark, Company window dresser and Mr. J. Kenneth Savage of the Schiefer Electric Company who have been Sangamo Electric Company representatives in New York State for the past twelve years, was awarded a special cash prize. Mr. W. S. Hays, Secretary of the Association, said that the display was of unusual artistic merit and that it deserved a special award.



This display appeared in one of the Company windows and drew the commendation of the Clock Manufacturers Association of America, as well as a prize, in a contest in which dealers from all over the country were entered.

Safety Council Helping to Make Safe Driving Second Nature



The closing of the Safe Drivers' Parade, when drivers received the coveted banner, which Mayor Wilson presented as a gift from the Safety Council of the Rochester Chamber of Commerce.

SAFETY has gotten to be a serious thing for at least 1200 Rochester truck drivers, representing 142 different business organizations. Beating the other fellow to the corner, come what may, or "rushing" the red light at intersections, just to save a minute or two, whatever the consequences may be are two of the many unsafe practices not done by these Rochester drivers.

What can have happened, you may ask?

We'll let you in on the secret. These 1200 truck drivers have been trying to make good records so that they would have the honor of driving in the Safe Drivers Parade, which was a feature of the recent Rochester Industrial Exposition.

The Inter-Fleet Safe Driving Contest was inaugurated by the Safety Council of the Rochester Chamber of Commerce over a year and one-half ago. The initial Safe Drivers Parade was held last year, during Exposition Week, with results that were so satisfactory that the good work has been

continued. Many of the 1200 drivers now boosting and practicing safe driving have been connected with this branch of the Chamber's activity from its inception.

Good Work to Continue

The good work, of course, will be continued. The drivers will keep on being careful. And next year there will be another Safe Drivers parade and it's a cinch that the fellows will keenly contest for the coveted honor of being in it.

Supplanting a rivalry in recklessness—and we are all reckless to a degree—for an appreciation for the seriousness of safety is one big thing which the Safety Council has accomplished, through the excellent cooperation of the drivers and business organizations represented.

When 1200 truck drivers really try to be careful, what a wonderful start that is for a city, in safety; and what a wonderful example it is for the rest of us who drive cars. Think of the many combinations of hazardous circumstances and conditions that these care-

ful drivers have helped to side-step; of the lives that actually may have been saved because of their consistent safety efforts; of the savings that have been made in time and money, as well as in better deliveries of products and the increased satisfaction to both dealers and customers—all because of an earnest desire to play fair with safety.

Safe Driving a Habit

The efforts of the Safe Drivers of Rochester are not predicated only upon the honor of being in a parade. Their safety consciousness goes much farther than that. Most of them have actually got to the point where safety and safe driving is second-nature. They would continue being safe drivers, contest or no contest, for, to them, safety has now become a habit, and a good one at that.

The actual rewards for practicing safety are many. Some of the most obvious ones are: the satisfaction that comes from playing the game of safety

Mayor Wilson, left, and Fremont Chester, Secretary of the Safety Council were busy as bees, handing out banners to winners in the group competitions.



like a regular fellow, and, the reward comprised in having become, through safe driving, a better and a more valuable employee.

The Safe Drivers Parade, as well as all of the other safety activities of the Rochester Chamber of Commerce comes under the supervision of Mr. Fremont Chester, whose personality helps a lot in getting it "over." The planning of the recent Safe Drivers Parade was in charge of a Committee, of which Mr. Willis Hughes, Safety



Safe driving is a civic asset, and these Rochester officials were present to lend their encouragement to the Chamber's Inter-Fleet Driving Contest parade and banner awards. From left to right they are: Commissioner of Public Safety, George J. Nier; Director of Police, C. S. Barker; C. W. Phillips, President, Rochester Safety Council; Police Chief, Andrew J. Kavanaugh, and Mayor Wilson.



One of the Company's fleet of 41 coal trucks, which has rolled, in ten weeks, 22,246 truck days, a distance of 1,652,392 miles without a serious accident. The Company was winner in Group B, Public Utilities.

Engineer of the Company was Chairman, the other two men being Mr. F. C. Cheetman, Supervising Inspector for the Travelers Insurance Company, and Mr. Freemont Chester, Secretary of the Safety Council.

The Parade

Headed by the 54th Regiment Band, and accompanied by an escort composed of Mayor Wilson and Messrs. George J. Nier, Commissioner of Public Safety; Director of Police, C. N. Barker; Police Chief, Andrew J. Kavanaugh; Frederick S. Miller, first vice-president of the Rochester Chamber of Commerce; M. H. Esser, assistant to Mr. Woodward, secretary of the Chamber of Commerce; C. W. Phillips, president of the Rochester Safety Council, and many other members of the Council's executive committee, the parade was started from East Avenue at Goodman Street and proceeded down Main and State Streets to the Exposition grounds.

The parade was composed of 35 trucks and their drivers, winners in the competition, besides the official

cars. Drivers representing 61 Rochester firms were eligible for the parade because of the consistent safety with which their trucks had been driven during the competition period.

The method of selecting representative trucks for the parade was as follows: in each of the 17 groups representing 17 different industries, the firm winning the group competition was eligible to enter a truck. Moreover, any firm that had gone through the entire competition period without an accident was eligible to enter a truck.

In the Public Utility Group, Group B., the Rochester Gas and Electric Corporation took first honors. Company drivers, operating a fleet of 140 trucks over a period of 22,246 truck days, had but 25 accidents, giving them a percentage rating of .13 per hundred truck days, the lowest for this group. Other concerns operating competing fleets in the Public Utility Group were: the New York State Railways, the Rochester Telephone Corporation, the Post Office Garage and the American Railway Express.

The Group Winners

The winners in each division of the contest are as follows: Group A, Department Stores, won by Duffy Powers Company operating 2,366 Truck Days with 4 accidents for an average of .16; Group B, Public Utilities, won by Rochester Gas and Electric Corporation operating 22,246 truck days with 25 accidents for an average of .13; Group C, Gasoline and Oil, won by Vacuum Oil Company operating 779 truck days with no accidents; Group D, Ice Cream, won by Bartholomay Company operating 1,900 truck days with three accidents for an average of .15; Group E, Furniture, won by Howe and Rogers Company operating 990 truck days with no accidents; Group F, Laundry, won by Swiss Laundry Company operating 2,124 truck days with no accidents; Group G, Wholesale Delivery, won by S. M. Flickinger and Company operating 335 truck days with no accidents; Group H, Trucking and Hauling, won by Rochester Transfer Company operating 755 truck days with no accidents; Group I, Dyers and Cleaners, won by Staub and Sons operating 1,374 truck days with no accidents; Group J, Electrical Supplies, won by Laube Electric Company operating 1,000 truck days with no accidents; Group K, Building Supplies, won by Consolidated Materials Corporation operating 1,170 truck days with no accidents; Group L, Industrial, won by North East Electric Company operating 3,022 truck days with no accidents; Group M, Bottlers, won by Rochester Soda Water Company operating 1,247 truck days with no accidents; Group N, Box Manufacturers, won by Rochester Folding Box Company operating 660 truck days with no accidents; Group O, Florists, won by J. B. Keller Sons Company operating 814 truck days with no accidents; Group P, Packers, won by Arpeako Products Corporation operating 764 truck days with no accidents; Group Q, Coal Dealers, won by Irondequoit Coal and Supply Company operating 720 truck days with no accidents.

Geologic Story of the Genesee Available in Book Form

THE Geologic Story of the Genesee by Herman LeRoy Fairchild, D. Sc., emeritus professor of geology at the University of Rochester, was concluded in the July issue of *Gas and Electric News*, having run serially, a chapter in each issue, for two years.

It is with genuine pleasure that we are able to announce to our readers the publication of "The Geologic Story of the Genesee" in book form, which is now ready for distribution.

Dr. Fairchild, in the publication of this book, has spent much time and effort to produce a handsome red and gold volume, 6½ inches by 9¼ inches, bound in cloth, and lettered in gold. The book contains 216 pages and is handsomely illustrated, with halftones and zinc etchings, maps and charts.

The book was printed by Henderson-Mosher, Incorporated, and was bound at the Rochester Bindery. Scrantom's, Incorporated have the distribution of it to the general public.

Dr. Fairchild has had many letters complimenting him on his "The Geologic Story of the Genesee," not only from persons who are interested in learning more about the locality in which they live, how it formed and how it was developed, but from universities and colleges throughout the country.

It was because of these well-merited commendations and the great interest which readers displayed in requesting complete files of the magazine for permanent possessions that Dr. Fairchild considered going to the expense of publishing the story in book form.

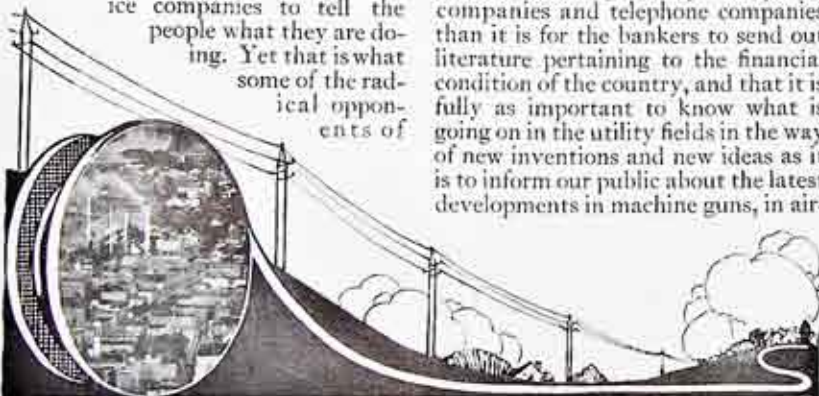
While Scrantom's, Incorporated, have been commissioned to handle the book, *Gas and Electric News* has available a few copies to employees of the Company. Those wishing to have a copy of this handsome book will be able to procure one at the Company Magazine Office, Public Reparatons Department, on the sixth floor of the Main Office Building. The retail price is \$2.50 per copy.

A Defense of Utilities Using the Public Press

Reprinted from "Telephony," the American Telephone Journal, issue of July 28, 1928.

BECAUSE the Federal Trade Commission investigation has shown that some of the utility organizations have been active in getting utility information into the newspapers and into the schools and colleges, they have been made the target of considerable hostile criticism. Most of the adverse comments have come from that section of the press that is always eager to rave against corporations, or from politicians who have an ax to grind and think the quickest way to get a sharp edge on said ax is to take a rap at capital.

It may be true that over-zealous publicity agents of the electric light and power interests showed poor judgment in some of their activities, but it does not necessarily follow that the official frown should be directed against the legitimate efforts of all public service companies to tell the people what they are doing. Yet that is what some of the radical opponents of



Utilities, all of them, have played important parts in the progress of every nation, especially in that of America. It would appear that the telling of their romantic story has a rightful place in the public press of the country. It is estimated that there are over 2,000,000 holders of public utility securities in the United States, a large portion of whom own shares in the particular companies by which they are served. This customer ownership of utilities offers a compelling reply to agitators for municipal ownership because it represents a genuinely practical form of ownership by the public.

the utilities seem to demand. Their violent prejudices make them madly unfair, and their plan now is to induce the press of the country to give only one side of the controversy.

The editor of one Middle West daily has come out in an open letter which states the situation in a common sense fashion.

"I am one editor," he says, "who refuses to be stamped by the effort being made at Washington to indicate that all utility companies in this country are a lot of grafters, and that every move they make in the way of publicity or extension of their systems is caused by sinister motives.

"My personal viewpoint is that it is no different for the utilities to send out matter of interest pertaining to the development and expansion of gas companies, electric light companies, power companies and telephone companies than it is for the bankers to send out literature pertaining to the financial condition of the country, and that it is fully as important to know what is going on in the utility fields in the way of new inventions and new ideas as it is to inform our public about the latest developments in machine guns, in air-

planes, in automobiles and automotive accessories.

"In fact, to our way of thinking, it is certainly more important for the individual to know about these things pertaining to the utilities because they have a more personal relation with all citizens than have any other lines of activity."

* * *

There is good sense in this statement, and all managers of public service companies should adopt the idea that the individual citizen is vitally interested in their work. Stating that all branches of industry are seeking publicity the editor's letter then makes this comparison:

"If you could look at our mail and see the publicity matter that comes in from every branch of business every day, and if you could know how closely we have to scrutinize it to see that it is not advertising pure and simple, and compare that class of propaganda with the character of publicity matter sent out by the utilities, you must come to the conclusion, as I have, that there is news in the utility matter whereas in much of the other it is purely an effort to get free advertising.

"With the intimate contact utilities have with the public today," continues this editor, "it seems to me quite out of tune with the advance of civilization for some of these so-called leaders to try to bring attention to themselves by shouting 'Wolf, wolf' at all utility organizations.

"If it were the fact that the utilities are giving poorer service and more expensive service than they have in the past, there might be some reason for such an argument. Instead of that, we find more efficiency, and we find that rates, as a whole, are dropping rather than rising. We find people having more and more conveniences due

to the rapid development of the utility field, and, therefore, we find the people more happy and contented in their homes as a result of these improvements.

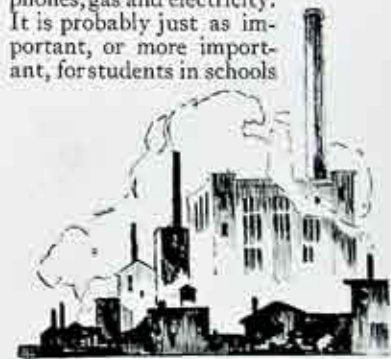
"Possibly it may be more popular to join in with a big crowd and hop on the utilities and impugn their every effort to get people to use more of their product, but it does not strike me that way."

* * *

Concerning utility information in the schools and colleges, this editor has this to say, and he hits the nail on the head:

"We study in our schools about the history of Rome and what the Greeks and Turks did or did not do. We gasp in amazement at what the Egyptians accomplished thousands of years ago, and yet we have a handful of critics who impugn the motives that prompt the utility information committees in getting out first-hand information on what is being done in this age and in our own country.

"With the important part electricity, gas and the telephone are playing in the everyday life of America today, I cannot see where there is any branch of industry which should be taught any more consistently and persistently than that which has to do with telephones, gas and electricity. It is probably just as important, or more important, for students in schools



A total of about \$26,000,000,000 is now invested in the public utility business of the nation, exclusive of steam railroads. Of this, \$12,500,000,000 is the investment in combined electric light and power and gas industries.

these days to know about these utilities as it is for them to know about repairing automobiles and tinkering around with carpenters' tools, band instruments, etc., which subjects are taught so extensively in these days of vocational training.

"I cannot imagine any branch of science that is more closely connected with our home life and business life than those branches that could be included in the so-called public utility. I have been amazed at the efforts to chide the utilities for issuing publicity matter sent to newspapers, and I personally resent such efforts because I realize if I do not see news value in these contributions, I do not have to use them. However, I have found much news value in them, and nobody in Washington is going to scare me by painting a picture of 'newspaper editors who have fallen for the propaganda sent out by utility companies.'"

* * *



Utilities have won the confidence of the communities they serve, through their dependable service. Night and day they assist in making life more pleasant and prosperous than otherwise it would be.

And here is another comparison made by this Middle West editor:

"The automotive industry has grown by leaps and bounds during the last few years, and the newspapers have given much free space to that fact. However, the growth of the automotive industry is not comparable with the utility expansions that have marked every section of our country, and if it is proper to tell about the automobile business, or about the banking business, or about the mercantile business, or about the baseball business or the football business of colleges, or the business of enforcing the Volstead Act, then there is a certain amount of news value in the details concerning the rapid expansion of the utility business.

"If it is a crime for service companies to try to bring conveniences and increase their sales to the public, their publicity efforts are a serious offense. For my part, however, I don't agree with those propagandists who are endeavoring to impugn the efforts of such companies to interest the public in their business, for, as a matter of fact, their business is the public's business, as the public holds the stock in their organizations."

* * *

Of course, what most aroused the ire of the politicians against the utility—or, rather, the electric power—organizations was the latter's campaign against government ownership of power projects. The appropriation of rate-payers' money to carry on publicity work would have brought no protest had the publicity not been directed against government ownership.

On the other hand, there are statesmen drawing public salaries who spend considerable of their time working for government ownership. Just why the utilities, which do not believe in government ownership, should not have the same right is difficult to understand. It is probably because everything depends on whose ox is gored.

JUMPING

HAS CAUSED:
 BROKEN LEGS
 BROKEN ARMS
 FRACTURED RIBS
 FRACTURED SKULLS
 RUPTURES
 INTERNAL INJURIES

ALL *uselessly!*

Drawing Courtesy Utica Mutual Insurance Co.

When you jump you are just naturally out of control, like an automobile speeding down grade, out-of-gear.

Restrain that impulse to jump. Keep your body always under control, and you will have fewer needless accidents.

Don't be a Jumping Jack!

GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION
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JOSEPH P. MACSWEENEY - - - - - Domestic Sales
KENNETH MACDONALD - - - - - Consumers Accounting
HENRY A. DAVIS - - - - - Electric Distribution
WILLIAM H. SWEARS - - - - - Gas Manufacture
GEORGE B. HINDEY - - - - - General Construction
GUY A. CHADDOCK - - - - - Station 3
E. H. STEIN - - - - - Garage

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VOL. 16 SEPTEMBER, 1928 NO. 3

Home Work

VACATION is over, and school is again in order for the young folks. They come romping home with packs of books under their arms, and about the first thing they do is to seek the pantry, if there still is such an institution in modern homes.

At any rate, they welcome a bite to eat. Almost anything will do, when they are real hungry. One mother we know of, leaves prominently displayed in the family larder items of food which her children will not touch at regular meal time. Thereby, she gradually has taught them to actually enjoy foods that are good for them, which they need for balanced rationing, but which children like less well, usually, than the always attractive pies, cakes, candy and other sweetmeats.

Next comes a play spell. Then Dad comes home and dinner is served, after which the shortening days bring the family together in the family circle.

Mother does the dishes, possibly with the aid of the children. Here again, mother gets in her good work, sometimes at least. Dishwashing is never attractive to the youngsters, but they will do it if it is part of the bargain upon which attendance at an occasional picture show depends. And there are many other ways in which parents may assist children to assume reasonable responsibilities in the home, without the necessity for drastic discipline.

Dad, of course, has his chores to do. But before long, the family work is done and the radio comes in for its share of the home making. And as music fills the air, Dad reads his paper, some magazines or books; mother finds something to hold her interest and the children, after a while, get out their home work. Who ever invented home work, anyway?

We are going to tell a little story about home work. We didn't make it up, it actually occurred in a home we know about. Perhaps the same thing has happened to you.

A little girl was extremely interested in her home work, though this may seem to be a fairy story. She asked her Daddy to help her, and she asked him very nicely.

Dad was a bit loathe to leave his paper, but finally did so, not with the best of grace, however, even though he is a good Dad. He actually went back to school again in fancy, way back to percentage; and he remembered how he used to hate percentage. But he tried to help his small daughter as best he could.

But there was a little friction. Dad had not entirely forgotten his paper, and, besides, they do teach percentage differently today than they did a long time ago and so the lesson did not progress any too well. "That's a fine way to teach percentage," said Dad, "this is the way I used to do it." But "this" way was like Greek to the little girl in question, who by this time was

a bit perplexed herself and may have wondered at Dad's lack of inspiration. Then came the crisis that taught Dad a lesson he will never forget.

A crisis is a time when life or death hangs in the balance. This was one of those times.

"I hope you don't mind helping me, Dad," said the little girl as she looked wistfully and plaintively up at him. And Dad took the cue. His resistance did a quick fadeout. He put his arms around his little girl and gave her a big hug, and a nice kiss. Then and there, he realized what a mess he almost had made of a very wonderful opportunity to encourage one of his children.

Did he mind helping her! What a terrible thing it is that any child should have to ask a parent if he was not just "crazy" about doing such a service. This particular Dad told us that he was humiliated and sorrowful to think how near he had come to putting another brick in a solid wall of indifference that sometimes succeeds in erecting itself between parents and children for just such simple reasons.

Home work. Let's analyze those words: Home, the best place on earth, where the family circle welds itself into a dependable unit in American democracy; work, that tonic for all of us, old and young alike, through which we manage to make life something worth while. How we should encourage our children, or other persons' children in their home work whenever we have such an opportunity.

It is not always easy for Dad and Mother to give the children the time which they require and which they are entitled to, but it is a terrible thing not to do so.

The evenings are lengthening. The children are confronted with home work. Golden opportunities to be of real assistance present themselves to us—what are we going to do about it? Why ask such foolish questions. Any Father or Mother worth while can tell you the answer.

Correct Exposures

REASONABLY correct exposures are quite necessary to good photography. Over-timed, or under-timed negatives leave much to be desired, besides wasting good material.

Doing our work hurriedly, or spending more time on a job than reasonable efficiency requires, likewise produces unsatisfactory results, and wastes human time and effort.

Everything we do requiring mental effort has to be exposed upon the sensitive film of our gray-matter. The insignificant items of daily routine are like the photographic snap-shots we take. They require but short exposures. But the more important tasks require more time, greater concentration and longer exposures.

According each activity in our daily routine the proper time and attention required to accomplish it efficiently is an art. The things we enjoy doing seem to demand less effort and less time; such mental exposures are shortened by the sunshine of enthusiasm which spreads a halo about them. Activities that fail to interest us, however, are like pictures we attempt to get on dark days, or in shadowy places where the lighting is poor.

A good photographer, however, succeeds in getting good pictures under all sorts of conditions. He learns that longer exposures will at least partially compensate for lack of good lighting.

In like manner, most persons have discovered that honest effort, perseverance in the face of perplexity, and sticking faithfully to a job we do not relish will enable us to accomplish it with a commendable degree of efficiency. These virtues are the forces that regulate our daily contacts, or exposures, in business or social relations. They comprise what we call "balance," and keep us from the disappointments of either over or under exposing.

Main Office Wins Interdepartmental League Baseball Championship



A tense moment for everybody. Benny Cahill of the Electric Distribution team has just hit a high fly off pitcher Butch Kraus of the Motor Department and umpire Jimmie Skinner is ready to make a decision on the play. The catcher is George Kelly.

LAYING a schedule lengthened by nearly four weeks because of postponed games, the Interdepartmental Baseball League wound up its season with a clambake held at Dick Tanner's, Grand View Beach, on September 15. The colors in the pennant chase this year went to the team representing the Main Office, the results of this year's pennant fight giving that team a distinct corner on the honors because of two consecutive seasons in earned first position.

Never has so much spirit and enthusiasm been displayed as was shown in this season's competition. Much

of the credit for the brilliant manner in which the league performed is due to the efforts of its president, Mr. Willis E. Hughes, whose organizational powers guided League affairs this season.

The League membership, which last year was composed of six teams, was enlarged to eight this season by the addition of teams representing the Electric Operation and Motor Departments. While the Electric Operation team occupies the cellar position this year, its members are much encouraged and expect to be real contenders in the field next year. They got away to a late start and played only nine of the scheduled 16 games. The Motor Department also had a poor start, being handicapped by the lack of regular players, and occupied seventh place at the close of the playing season, having won three and lost twelve games.

The Gas Manufacturing and General Construction Department teams

had a little series all their own when they played off a tie for fifth place. This playoff between the two teams, one managed by Dick Henry and the other by Louis Heuer, provided almost as much excitement and entertainment as did the final games of the season to determine the League winner. Henry has an excitable sort of aggregation and one that is characterized by a great deal of push and pep, while Heuer's team plays ball with a good degree of accuracy and precision and is a match for them in most departments. The outcome, the Gas Manufacturing team winning by a score of 11-3 was a good fast game, furnishing the spectators with plenty of thrills.

The team representing the Electric Meter Department didn't start playing good ball until almost the middle of the season, when Frank Sisca, their star pitcher, returned from Clarkson Tech. Sisca made ten starts, winning

all but two of them and placing his team in a tie with the Meter Readers for third position. Sisca's pitching, together with the fine support he received from his fielders, brought his team into the ranks of the strong contenders, and Eddie Miller, manager of the team, hopes to get a self-starter in operation next season in time to come through and cop the colors.

The Meter Readers, with Harvey VanZandt on the mound, were consistent winners throughout the season and until the Electric Meter team took them into camp on both ends of a double header on August 10th they had high hopes of taking League honors. The double defeat put them out of the running, and another defeat by the Office team slid them into the tie with Electric Meter for third place.

Electric Distribution was another strong contender for first place, occupying the lead throughout more than half of the season. With the strongest



The championship team representing the Main Office. They are, left to right, standing, Milton Kliek, Fred Glenn and Norman Luther, outfielders; seated, Ray Myers, pitcher; L. E. Fitch, outfielder; John Bloom, shortstop; Bill Bassett, first base; Ted Adams, second base, and Mike Kneapick, catcher. Bill Weaver, Elmer Kuoep, John Kress and Lawrence Gill are not in the picture.



The Electric Distribution team, winners up in the league competition. They are, left to right, standing, Yackel, pitcher; Fichtner, catcher; Atkinson, outfielder; Johnson, 2nd base; Cahell, 1st base; Kiefer, pitcher-manager; seated, Cooper, outfielder; Freeman, catcher; Kellogg, pitcher; Kimball, shortstop, and T. Clark, 3rd base.

pitching staff, which was composed of Kiefer, Yackel and Kellogg, they went like wildfire until Dick Henry's Gas Distribution Team trimmed them in the last game of a doubleheader at the Armory Field on July 16, by a 6-3 count, for their first defeat of the season. The General Construction team also beat them, splitting two double headers, one on August 6 and one on August 15, and it remained for the Electric Meter Team to put them definitely out of the race on August 22 by winning a tough game which went two extra innings, by a 3-2 score.

The Office Team, occupied third place most of the season, but by virtue of the fact that they were able to win games with tremendous consistency during the latter part of the season, they crashed through to championship, in much the same manner that they did last year, this season's play being more exciting and harder fought if anything. Ray Myers pitched fine ball to take twelve wins in fifteen starts, while Bill Weaver gets the

credit for winning the odd game. The pitching average of .800 which Myers piled up, together with Sisca's average of .833 in 12 games gives them the title of leading pitchers in the League. Myers pitched clever ball throughout, losing only to the Electric Distribution and Meter Readers Teams by close scores. The first loss, early in the season, was to Electric Distribution by a 1-0 count, while the second went to the same opponents by a 12-8 score. Harvey VanZandt's team won the third defeat by a score of 4-5.

A committee composed of Dick Henry of the Gas Manufacturing Team, Rene DeSmith of the Meter Readers Team, Howie Kiefer of the Electric Distribution Team and Jimmie Skinner, League Umpire was named to select a suitable trophy for each member of the winning team and to make arrangements for the clam-bake. Members of the Office Team who were eligible for the trophy are: Ray Myers, pitcher; Mike Kwapich, catcher; Bill Bassett, first base; Ted

Adams and Elmer Knope, second base; John Kress, third base; John Bloom, shortstop; Bill Weaver, left field; Norman Luther and L. E. Fitch, center field, Fred Glenn, Lawrence Gill and Milton Klick, right field.

The attendance at the clam-bake included a goodly representation from each of the departments represented by a baseball team, besides a number of fans who have followed the teams through their battles during the season. Praise of the committee in charge of arrangements and of Mr. Hughes, under whose direction all of the affairs of the League came, was universal, and it is safe to say that the old baseball season closed with happy memories.

With such a successful season in the background, we imagine that early next spring the boys will again be on hand to testify to the many merits of baseball as an excellent sport and pastime as well as a source of creating worth-while contacts and friendships among employees in various widely separated departments.

Everyone connected with the league deserves commendation for his part in helping to make it a success. Employees in departments having teams

in the league could help a lot by attending games more regularly. But a lack of crowds did not seem to diminish the enthusiasm of the participants one bit. It was a case of unadulterated enjoyment of America's most generally popular game. There was no hero worshiping and no grandstand playing. It was baseball every minute. And that's the kind of a baseball game that is really worth seeing.

League standings are as follows:

| Team | Won | Lost | Pc. |
|-----------------------|-----|------|------|
| Office | 13 | 3 | .812 |
| Electric Distribution | 12 | 4 | .750 |
| Meter Reading | 11 | 5 | .687 |
| Electric Meter | 11 | 5 | .687 |
| Gas Manufacturing | 5 | 11 | .312 |
| General Construction | 4 | 12 | .250 |
| Motor | 3 | 12 | .200 |
| Electric Operation | 1 | 8 | .111 |



A remarkable view of the game which decided the League Championship. The photo was taken from the top of the gas holder at Scarle Park and shows Harvey Van Zandt of the Meter Readers pitching to Norm Luther of the Office team while the infield is anxiously awaiting a strike-out with two men on bases.

Praise for Pfaudler House Organ and Policy that Sells and Attracts

THE June issue of Printed Salesmanship contains an article entitled "Giving the House Organ Cover a Sales Slant." This article, which is by John Jensen, calls attention to the fact that it is possible for a manufacturer to use for the cover of his house organ, an illustration that attracts attention as well as suggests the product.

Mr. Jensen mentions a few magazines that have succeeded in doing this. One of them is the Glass Lining, the Pfaudler publication, which is gotten out under the supervision of Mr. George Kroha, assistant general sales and advertising manager of the Pfaudler Company.

Mr. Kroha and the Pfaudler Company are given credit for a sales policy that sells as well as attracts. And in order to convey this thought visually to Printed Salesmanship readers, the June cover of Glass Lining is reproduced in color as an example of what is excellent in this connection.

The cover is by Mr. Charles Bracker, of Rochester, and shows in attractive greens, yellows and whites, a colorful corner of a breakfast table. There are a vase of daffodils, warm and inviting; some well-browned toast; a plate of golden butter and, occupying the most desirable position in the layout, appears a pitcher of cream, a bottle and a glass of milk. The entire atmosphere of the illustration is so very refreshing that one seems to remember all the arguments he has heard in favor of milk drinking as a health producer.

Underneath the illustration there is a caption which reads: To the Health of a Nation. One immediately sees the connection—which is a vital one—be-

tween the health of a nation and its milk supply; and it is not difficult to appreciate the fact that Pfaudler glass-lined tanks and other equipment are major factors in keeping milk up to standard in purity and goodness.

Today, milk is often transported hundreds of miles before it is finally served to waiting humanity. But as long as its temperature is kept where it should be and its purity is safeguarded by Pfaudler glass lined tanks, distance matters little. There is no one thing we can think of which counts for so much toward the happiness, health and well-being of the babies and children of this land as their milk supply. What worthier object could a manufacturer wish to attain to in his industrial activities?

We have heard a lot about milk from contented cows. But unless this milk is kept pure until it reaches the eventual consumer its initial condition matters little. Pfaudler equipment makes it possible to build up throughout this country a host of contented customers for milk.

It is a great honor to receive mention in Printed Salesmanship, one of which Mr. Edward G. Miner, President of that Company, and all others associated with him may well receive with the satisfaction that comes from doing a job well. Mr. Bracker also comes in for his share of commendation for the masterly way in which he created an atmosphere of appreciation both for Pfaudler products and pure milk. This honor to the Pfaudler Company also reflects no little glory to Rochester, where quality dominates consistently throughout a greatly varied array of industries and products, so many of which are known throughout the world for their preeminence.



New Business Net Increase in Consumers for Year Ending July 31, 1928

| | July 31, 1928 | 1927 | Incr. |
|---------------|---------------|---------|-------|
| Gas..... | 104,581 | 100,059 | 4,522 |
| Electric..... | 102,648 | 94,262 | 8,386 |
| Steam..... | 317 | 272 | 45 |

| | | | |
|------------|---------|---------|--------|
| Total..... | 207,546 | 194,593 | 12,953 |
|------------|---------|---------|--------|

Statement of Consumers by Departments as of July 31, 1928

| July 31 | Gas | Electric | Steam | Total | Incr. |
|---------|--------|----------|-------|--------|-------|
| 1918.. | 79173 | 28616 | 55 | 107844 | |
| 1919.. | 78807 | 29775 | 75 | 108657 | 813 |
| 1920.. | 80840 | 32949 | 75 | 113864 | 5207 |
| 1921.. | 81037 | 37342 | 84 | 118463 | 4599 |
| 1922.. | 82834 | 44605 | 105 | 127544 | 9081 |
| 1923.. | 85478 | 54263 | 117 | 139858 | 12314 |
| 1924.. | 88824 | 65640 | 110 | 154574 | 14716 |
| 1925.. | 92279 | 76095 | 145 | 168519 | 13945 |
| 1926.. | 96097 | 85924 | 199 | 182220 | 13701 |
| 1927.. | 100059 | 94262 | 272 | 194593 | 12373 |
| 1928.. | 104581 | 102648 | 317 | 207546 | 12953 |

| | | | | | |
|-------------------|-------|-------|-----|-------|-------|
| Incr. in 10 years | 25408 | 74032 | 262 | 99702 | 99702 |
|-------------------|-------|-------|-----|-------|-------|

Net Increase in Consumers by Months

| | 1926 | 1927 | 1928 |
|------------------------|------|------|------|
| Incr. in January.... | 652 | 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 | 979 |
| Incr. in August..... | 1199 | 1587 | |
| Incr. in September.... | 1603 | 1286 | |
| Incr. in October..... | 1444 | 1168 | |
| Incr. in November.... | 1042 | 2707 | |
| Incr. in December.... | 829 | 1090 | |

Miscellaneous Data

| | | | |
|--------------------------|------|------|-----|
| Miles of Gas Main..... | 717 | 663 | 54 |
| Miles of Overhead Line.. | 4675 | 3857 | 818 |
| Miles of Underg'd Line.. | 2579 | 2245 | 334 |

| | Month of July, 1928 | July, 1927 | Increase |
|--------------------------------|---------------------|--------------|------------|
| Amount of Pay Roll..... | \$354,569.06 | \$362,268.18 | *7,699.12 |
| K.W.H. Generated—Steam..... | 7,958,600 | 11,827,939 | *3,869,339 |
| K.W.H. Generated—Hydro..... | 17,851,050 | 9,492,730 | 8,358,320 |
| K.W.H. Purchased..... | 3,650,032 | 5,477,365 | *1,827,333 |
| M. Cu. Ft. Coal Gas Made..... | 301,467 | 278,809 | 22,658 |
| M. Cu. Ft. Water Gas Made..... | 32,645 | 36,918 | *4,273 |
| Tons Steam Coal Used..... | 11,583 | 16,138 | *4,555 |
| Tons Gas Coal Used..... | 24,250 | 23,378 | 872 |
| Gallons Gas Oil Used..... | 80,584 | 90,779 | *10,195 |
| Tons Coke Made..... | 16,476 | 15,894 | 582 |
| Gallons Bengas Made..... | 31,897 | 83,300 | *51,403 |

*Denotes Decrease.

| | | | |
|--------------------------|-------|-------|------|
| Miles of Subway Duct... | 1760 | 1638 | 122 |
| No. Street Arc Lamps.... | 1463 | 1135 | 328 |
| No. Street Mazda Lamps | 18425 | 16831 | 1594 |
| Total No. Street Lamps | 19888 | 17966 | 1922 |
| Number Employees..... | 2331 | 2176 | 155 |

E. B. A. for August, 1928

| | |
|-----------------------------------|-------------|
| Balance 1st of Month..... | \$14,784.60 |
| Dues—Members..... | 1,741.10 |
| Dues—Company..... | 1,741.10 |
| Fees—Members..... | 20.00 |
| Fees—Company..... | 20.00 |
| Assmt. No. 102—Members..... | .25 |
| Assmt. No. 106—Members..... | 3.75 |
| Assmt. No. 107—Members..... | 3.75 |
| Assmt. No. 110—Members..... | 11.25 |
| Assmt. No. 102—Company..... | .25 |
| Assmt. No. 107—Company..... | 3.75 |
| Assmt. No. 110—Company..... | 11.25 |
| Members' Add. Life Insurance..... | 393.27 |
| Miscellaneous Revenue..... | 2.14 |
| Total Receipts..... | 3,951.86 |
| Total Receipts plus Balance..... | 18,736.46 |

Disbursements

| | |
|-----------------------------------|----------|
| Sick Benefits..... | 1,313.36 |
| Accident Off Duty Benefits..... | 119.53 |
| Accident On Duty Benefits..... | 86.73 |
| Death Benefit No. 111..... | \$400.00 |
| Death Benefit No. 112..... | 400.00 |
| Death Benefit No. 113..... | 225.00 |
| Death Benefit No. 114..... | 225.00 |
| Group Life Insurance..... | 5,716.46 |
| Medical Examiner's Expense..... | 1.50 |
| Members' Add. Life Insurance..... | 819.56 |
| Expense of Nurse, June 1928..... | 113.71 |
| Total Payments..... | 9,420.85 |
| Balance on Hand..... | 9,315.61 |

Membership

| Date | No. |
|-------------------------------------|------|
| Members, July 31, 1928..... | 2064 |
| Affiliated Month of Aug., 1928..... | 14 |
| Terminated Month of Aug., 1928..... | 25 |
| Loss..... | 11 |
| Membership Aug. 31, 1928..... | 2053 |



If I were to pray for a taste which should stand me in stead under every variety of circumstances, and be a source of happiness and cheerfulness to me through life, and a shield against its ills, however things might go amiss, and the world frown upon me, it would be a taste for reading.

—Sir John Herschel.

Commander Byrd Takes 1000 Books on Polar Expedition

THE selection of a desert island library seems at least to have materialized for with Byrd went a collection of books designed for the diversion and edification of men who must seek distraction not only from the monotony of an unyielding nature but from the danger of irksome intimacy with one another. Of the thousand volumes which constitute the collection now on its way to New Zealand the greater number are works of fiction, but all of Shakespeare is included, and Greek and Latin classics rub elbows with ancient and modern works on philosophy, history, and science. Whittier's "Snowbound" and that tried favorite, "Casey at the Bat," appear alongside "Selected Essays of Francis Bacon" and Franklin's Autobiography. "The Psychology of Suicide" and "Best Rube Jokes" take places with "The Preposterous Adventures of Baron Munchausen" and Browne's "Religio Medici." Apparently the robust romancers, Dumas, Stevenson, Kipling; and writers such as Cooper, Conrad and Charles A. Dana are in favor. In other words, there is a little of everything under the sun for brightening the days when there is no bright sunshine overhead.

John Brown's Body

The August Book-of-the-Month—"John Brown's Body," promises to be one that will bear re-reading "as long as there is a memory of our nation." It is a narrative poem of the Civil War, by Stephen V. Benet.

More than any other, the Civil War was the great American struggle, but it has touched only the edge of literature. No great novel has been written about it, although Boyd's "Marching On" and Whitman's "Lincoln" are outstanding. Stephen Benet, who was brought up in the South and educated in the North, and whose father and grandfather were officers in the army, is already known as a young poet and novelist who can create character and vividly reconstruct the pathos, longing and crises of real war. It is believed that he has done it—written THE interesting narrative of the Civil War.

—Grace Fraser.

September Luncheon

All of the members of the Rochester Gas & Electric Book Club who were in attendance at the luncheon held at the K. of C. on Thursday, September 6th agreed that however alluring the lakes, mountains and countryside are during the summer, it is pleasurable to resume the regular activities of life.



Mr. Herman Russell, Senior Vice President, and his family enjoy a vacation in Manistee, Michigan, as a guest of Mr. Russell's mother. Top left, Mrs. Russell, and Mr. William Larsen, who assists with the farm work; top right, Mr. Russell, wearing the smile that a trip to one's home town usually conjures up. Center, left, where the Little Manistee lures vacationists; center, right, "Zack", an important member of the vacation party. Bottom, left, Mr. Russell, Ann Russell, and Mr. Curry Russell; bottom, right, Mrs. Russell and Ann. The charming photos are by Mr. Frederick Fisher, who was a member of the Russell party.

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:

The mother of Mrs. Marie Harry, of the General Construction Office, died at her home, 35 Park Way September 1. Funeral services were held from the home on Wednesday, September 3.

Mr. Clifton Crosby, of the Addressograph Department, died at the home of his parents, 109 Colvin Street, on September 7. Funeral services were held from his home September 10 with interment in Mt. Hope Cemetery. The entire Addressograph Department attended the funeral in a body.

PERSONALS

Miss Lillian Bastian, of the Industrial Sales Department drove to Boston and New England with her brother recently, during one week of her vacation. She spent another week with her family in Brockport, New York.

Miss Gertrude Crosier, of the Industrial Sales Department, spent a recent vacation at her cottage on Canandaigua Lake.

Mr. Jack Sumner, of the Industrial Sales Department, took a trip back to his old home in Nova Scotia, recently.



Mr. James Mallon with an afternoon's catch at Solus Bay where he spent his vacation recently.

Miss Carrie Baird, of the Coke Sales Department, accompanied by one of her friends, recently motored to Brantingham Lake and returned by way of Alexandria Bay and the 1000 Islands.

Miss Roma Ort, of the Coke Sales Department, planned a vacation motor trip this season which included stops at Albany, Schenectady and Gloversville, New York, where she visited relatives and friends.

Mr. R. Hayes Evans, of the Coke Bins, accompanied by Mrs. Evans and two children, and Miss Mae Fuerst and Mr. Harry Crouch of the Coke Sales Department, recently spent two weeks' vacation at Allegheny State Park, on a camping trip.

Miss Naomi Blakeley, of the Coke Sales Department spent her vacation on a two weeks' trip to Detroit, Michigan, making the trip by Lake steamer between Buffalo and Detroit.

The Misses Esther and Gertrude Shippey, of the Coke Sales Department, spent their vacation at the Shippey Camp, Eagle Bay, on Fourth Lake, in the Adirondacks. They were accompanied by their younger brothers. Miss Marion Giles, of the Credit Department visited them for a week, while they were there.

Mr. A. G. Fauth, of the Statistical Division of the Electric Department, recently returned from his vacation, which was spent at home and in enjoying short trips in this vicinity.

Mr. James Mallon, of the Office Maintenance Department, spent two weeks, accompanied by his wife, at Lake Bluff on Solus Bay, stopping at the Lake View Hotel. His report of good fishing is well borne out by the accompanying photograph. The best part of the whole fishing situation was that the fish were to be caught right off Lake Bluff, not far from LeRoy Island, making the distance from the hotel to the fishing grounds only a matter of minutes. The biggest fish of the catch is a good-sized Northern Pike weighing more than six pounds.



This is little Miss Margarett Dot Highmoor, whose Daddy is a Meier Reader, as well as an amateur photographer.

Miss Marion Corris spent the week of August 6 to 13 at camp on Canandaigua Lake. She spent much of the time reading some of the excellent books afforded through her membership in the Book Club, and also enjoyed boating and bathing, tennis and other outdoor sports.

Miss Laura Amsler, of the Cashiers Department, during her two weeks vacation visited friends at Buffalo, Snyder and Niagara Falls, and enjoyed a boat trip to Cobourg. She was on the Ontario No. 2, when, for the first time in local flying history, a passenger was landed safely aboard the ship from a hydroplane, just outside the port of Rochester.

Mr. Floyd Blatchley, who reads Shakespeare and has a balcony office in the General Construction Office, is reported as still looking for a partner to play the part of Juliet in his proposed production of Romeo and Juliet. It appears that he has been rehearsing several prospects and now that a window has been installed in the wall of his office there is a probability that more light will be shed on the subject.

Mr. Bert Covert, Trouble Foreman of the Systems Operation Department, motored to the shrine of Ste. Anne de Beaupre in Quebec on his recent vacation.

Following last year's most happy sojourn at North Truro, near Provincetown, Mass., the Misses Laura Bradford, Company Nurse, and Miss Elizabeth Copeland, of the Eastman Kodak Company, again sought the vicinity of Cape Cod for this season's outing. They delighted in the shore dinners, swimming, fishing and other pastimes to be had in that quaint section along the Atlantic Coast. One of the very interesting things they observed was a coast guard drill. Amid the atmosphere of the sea, these men put on a realistic movie of real life, shooting a life line out to a ship and making rescues with the aid of a breeches buoy. The trip included 1400 miles of motoring and the vacationists have many interesting pictures to remind them during the year of two most enjoyable weeks spent in the pursuit of pleasure.



Miss Elizabeth Copeland, left, and Miss Laura Bradford, on the wharf at Provincetown. Like many, they made every day of vacation "count across" with 24 hours of unadulterated satisfaction.



"The Glen", an exhilarating beauty spot just off the Aran-Genesee Highway, near The "Meadows", at East Aron.

Mr. Charles Schnorr of the Stationary Department recently spent his vacation at Fourth Lake, near Old Forge, in the Adirondacks.

The Misses Arlene Fuller, Evelyn Van Zanit and Freda Warren spent an enjoyable week's vacation recently at Owaseo Lake.

Miss Anne Herdle, of the Second Floor, recently spent a week's vacation on a motor trip to Alexandria Bay and the Thousand Islands.

Miss Mildred Nickerson, of the Second Floor, spent a week recently at Crystal Beach, Ontario, Canada, and Buffalo, N. Y. She made the trip by motor.

Mr. J. E. Jones, of the Appliance Department, has just recently returned from a quiet vacation spent at his home, 349 Sawyer Street.

Mr. Melville McQuay, of the Meter Reading Department, recently enjoyed a motor trip through South-eastern Canada.

Miss Alice Barth, of the Meter Reading Department, spent a week recently enjoying the attractions in and around the Thousand Islands.

Mr. James Miller, of the Systems Operating Department, returned recently from a vacation trip which included Washington and Atlantic City.

Mr. Frank McDonough, of the Systems Operation Department, spent his vacation in New York City recently, seeing the sights of that metropolitan city. Among the picture postcards which Mr. McDonough sent back to his associates was one showing the "Bridge of Sighs" at the "Tombs," New York City's famed prison. But this, of course, has no connection with Mr. McDonough's delightful time.

Mr. John Sheehan, of the Systems Operation Office, who was injured in an accident on May 13 is now able to be at his home where he is resting up preparatory to returning to his duties.

Miss Frances Cameron, Librarian, entertained relatives from Allentown, Pennsylvania, during her vacation. Miss Cameron showed them the grandeur of the Genesee Country in trips to Cananda, Letchworth Park, Watkins Glen and Niagara Falls.

Mr. Charles E. MacIntosh, Assistant Traffic Manager, recently returned from a cruise of the Great Lakes. The trip included sightseeing tours in Cleveland, Detroit, Macinac, Houghton, Saulte Ste. Marie and Duluth. Mr. MacIntosh embarked at Buffalo on Saturday morning, returning the next Sunday.

Miss Margaret Flynn has recently returned from two weeks' vacation spent quietly at her home, 31 Summit Street.

Mr. Ray Myers, Assistant Building Superintendent at the Main Office, returned recently from a fishing trip at Loberough Lake, and says that the fishing was fair, but that the greatest excitement was occasioned by a fight with a squall on the lake. Mr. Myers tells how he and his companion were in the middle of the lake in a small rowboat, along with their guide, when a sudden squall threw the small body of water into a raging fury. They finally gained the shore without loss of life, though Ray says that it was probably the closest call he has ever had. He is planning on taking another week's vacation this Fall, with Mrs. Myers, on a motor trip to Washington and Atlantic City.

Mr. Burton L. Crittenden, of the Office Maintenance Force, recently spent his vacation on a fishing trip which took him into the wilds of Canada. He brings back a report of excellent fishing and of having had a very fine time.

Mr. Barney McGivern, "Night Superintendent" of the Systems Operation Office, is an ardent baseball fan. His mind is a veritable cross-index file of baseball statistics, and anyone wishing to know a score or a batting average doesn't have to wait when Barney is about. Besides going to see a goodly number of games himself, he gets much of his "dope" over the radio and from the newspapers.

Mr. and Mrs. Donald Thomas motored recently to the Catskills, the

Blue Mountains, Boston and Portland, Maine, greatly enjoying the shore drive along the Atlantic coast. They also visited Vermont and New Hampshire and spent two delightful days at Tupper Lake.

Miss Jessie Henderson of the Consumer's Ledger Department motored with her parents to Cleveland, Ohio recently and spent a week there visiting relatives.

Miss Madeleine Channell, of Rochester, and Mr. Fred Hafner, of the Coke Sales Department, were married recently at LeRoy, New York. They spent their honeymoon on a motor trip to Chicago and other points in the south and west.

Mr. William Marks, of the Coke Sales Department, recently took two weeks' vacation, which included a motor trip through the Adirondacks. Mr. Marks' party made a circular tour of the mountains, visiting Elizabethtown, Westport and Malone, New York and many other towns.



Sargent Charles Bennett Dale, 108th Infantry, Company G, New York National Guard, snapped while on duty at Camp Smith, Peekskill, New York, this summer.

Miss Frances Cameron, of the Library, spent her vacation recently entertaining relatives and friends at her home. She proved to be a very hospitable hostess, showing them the many beauty spots about Western and Central New York, including the Genesee Country, Niagara Falls and Watkins Glen.



Misses Florian Wage, daughter of Mrs. Emma Wage, and Dorothy Briddon, niece of Miss Caroline Prue, vacationing at Troutburg, New York.

Miss Caroline Prue, of the Contract Department, and Mrs. Emma Wage, of Mr. Patterson's Office, recently spent a week vacationing at Troutburg, New York. They took with them little Virginia Wage, aged 9, daughter of Mrs. Wage, and Dorothy Briddon, little niece of Miss Prue, aged 8. A glorious time was spent with the kiddies, bathing and rowing every day. There were occasional hikes to the Devil's Nose, a high point of land jutting out into the lake, a goodly walking distance from camp. It is not hard to tell what a good time the youngsters

had from the accompanying picture of the girls in their bathing suits.

Mr. Wilbur R. Seidel, Chief Clerk of the Consumers Accounting Department, and Mrs. Seidel, accompanied by Mr. Harold Scheck of the Auditing Department and Mrs. Scheck, took Mr. Seidel's new Oldsmobile and motored to Gettysburg. They visited the battlefield and cemetery there, and then proceeded on to Washington, Mt. Vernon, and Arlington Cemetery. The return trip was by way of Baltimore, Atlantic City and New York. The party came through the new Holland Tunnel from Jersey City to New York. Mr. Seidel says that an interesting incident of the trip took place on the Jersey side of the tunnel when he was held up, the first car in a long line of traffic, to permit Governor Alfred E. Smith and his party to pass directly in front of them. Leaving New York they came up the East Side of the River, crossing at Bear Mountain Bridge and returning to Rochester by way of Binghamton.

Mr. Fred S. Raines, of the Power Billing Department, spent two weeks at his lake shore estate, Thendara Cottage, on Canandaigua Lake. Mr. Raines spent his time in boating and golfing and obtained a pleasant rest with plenty of recreation and amusement.

Miss Amy Smith, of the Power Billing Department, spent two weeks recently with friends in Detroit. She enjoyed a stay at Cass Lake and saw the Ford Balloon races held at the Ford Airport.

Miss Iva Manning, of the Appliance Department, took a week's vacation period recently and motored to Seneca Lake, Niagara Falls and several places in Canada. She also visited the Adirondack Mountain region before returning.

Miss Velva McVea, of the Appliance Department, recently spent a week with relatives in Sharon, Pennsylvania and Youngstown, Ohio. She motored

through the states of New York, Pennsylvania and Ohio and had a very nice time visiting friends in the two cities.

Miss Edith Bork of the Purchasing Department, has left the employ of the Company to attend the fall session at Houghton College. Miss Bork is in her sophomore year and is taking a Bachelor of Arts course majoring in liberal arts.

Mr. Phillip Thomas, of the Industrial Sales Department, together with Mrs. Thomas and their little daughter and a party of friends spent two weeks camping on Cache Lake in Algonquin Park, Ontario, Canada, recently. The party enjoyed canoeing, hiking, fishing and swimming, and returned much refreshed after their sojourn with mother nature.

Mr. Thomas Goodwin, Watchman at the Main Office, spent a recent vacation in company with his son, Thomas, and his daughter-in-law. They motored to Toronto to visit friends, and coming back, stopped off at Niagara Falls. A few days spent with friends in Buffalo was also enjoyed by the party before returning home.

Mr. Walter J. Consler and Miss Helen Smith of the Company participated in the program of the Twenty-Fourth Annual Convention of the Empire State Gas and Electric Association which was held at Saranac Inn at Upper Saranac Lake, New York, September 20th and 21st. Mr. Consler, who is chairman of the Electric Meter Section, spoke on "The Meter Tester" while Miss Smith, Chairman of the Women's Section, gave an address entitled "Sell the Girls the Value of the Service."

Miss Helen Garvey, of the Stores Record Department, acted as one of the four bridesmaids at the wedding of her sister which was held at the Immaculate Conception Church, in Plymouth Avenue, on August 16. The bridal party consisted of twelve persons. The bride wore a gown of duchess

lace over white satin, while the bridesmaids wore pastel shades of orchid and pink taffeta, bouffant style, and carried bouquets of old fashioned flowers. A wedding breakfast was served at the Brooklea Country Club. Prenuptial events included several showers, one of them, a kitchen shower, being given by Miss Garvey.

Miss Lois C. Tompkins of the Employment Department, traveling about 2,400 miles over Lakes Erie, St. Clair, Huron and Michigan, recently enjoyed a vacation from her work. The Great Lakes trip also included beautiful little places along the St. Clair River and Georgian Bay. Miss Tompkins was accompanied by her parents and grandmother, and what with good eats and good times, together with the new places that every day's dawn brought, she had a very wonderful rest period.

Mr. F. E. Lyon with his son, Kenneth and Mr. and Mrs. Du Rocher, this summer motored to Kansas City, where they visited at the home of Mr. Lyon's daughter, Mrs. Prarie. The 1160 miles of the journey were ac-



Little Jean Elizabeth Glenn, 18-months-old daughter of Mr. and Mrs. Fred Glenn.

completed in three days. The illustration shows a breakfast party Kenneth and his father enjoyed one Sunday morning, at Swope Park, Kansas City.

A baby boy was born on August 15 to Mrs. Anne Messenger, sister of the Misses Belle and Marion Waltuck of the General Construction Office. The youngster is a lusty little chap, weighing 7½ pounds at birth.

Miss Elizabeth Bauman, of the General Construction Office, recently spent her vacation motoring through Northern New York and Canada in company with her parents and brother.

She visited the 1000 Islands, Lake George, Saranac Lake,



"The oldest ship afloat". The Constitution was snapped in Charlotte Harbor by Mr. Arthur Underwood of the Auditing Department during its recent visit.



Sunday Morning Breakfast in Swope Park, Kansas City, was just one item in the vacation of Mr. F. K. Lunn. His son, Kenneth, took the photo which shows, left to right, Mrs. Prarie, his sister, and his father, Mr. Lunn.

Lake Placid and Ausable Chasm. The party drove up Lake Champlain to Canada. The two weeks spent motoring through wonderful scenery, mountain climbing and fishing in Canadian Lakes is a trip which Miss Bauman will long remember.

Miss Claire Elsheimer, of the General Construction Office, spent part of her recent vacation at Brantingham Lake in the Adirondacks. From there she motored through the Cherry Valley and the Berkshire Mountains to New Haven, Connecticut, with her girl friend. Miss Elsheimer says that the "Little Switzerland" of the Cherry Valley is a thrill which she will never forget, the scenery rivaling anything she has ever seen.

Miss Evelyn Biedeck, of the General Construction Office, spent a pleasant vacation recently at her home. She got a nice long rest besides visiting at Sodus Point for several days with side trips to see friends and relatives at South Byron and Niagara Falls.

The marriage of Miss Mildred Berg, of the Treasury Department, to Mr. Julius Stein, District Manager for the Company at Geneseo, was

solemnized at Salem Evangelical Church in Franklin Street at 5:00 o'clock on the evening of September 26. Before her marriage Miss Berg was tendered a luncheon in the Home Service Department by thirty-three of her friends and associates in the Company. It was a very pretty affair with table decorations in colored lights and flowers and with pink candles in glass holders spaced at intervals between the guests. A huge basket of flowers, a gift of Mr. Charles Tucker with whom Miss Berg worked for several years, added to the attractiveness of the table. Miss Berg was presented by her friends at the luncheon with a walnut tea wagon and a Japanese china set. The Pine Tree Tea Room served the luncheon. Mr. and Mrs. Stein will reside in Geneseo.

Mr. W. Fisher of the Industrial Sales Department, spent his vacation this year with relatives in Detroit, and thereabouts.

The Misses Alma Munding and Ethel Fuller spent two delightful weeks at Fourth Lake recently. They stopped at the Neodack Hotel, and spent happy hours, swimming, boating, dancing and golfing. On the way to the Lake Miss Fuller stopped at McKeever to see her uncle, and on the return trip both young women stopped at Syracuse to visit friends.

Mr. Frederick Fisher recently received a post card from Mr. Al. Greenberg, whom many Company employees will remember. Mr. Greenberg at that time was at Houston, Texas, covering the Democratic National Convention as photographer for a News Service. Mr. Greenberg's work takes him all over this country and must afford plenty of thrills and a lot of real enjoyment.

Miss Elizabeth Richmond, of the Order Department, enjoyed a pleasant vacation in Cincinnati, Ohio, visiting at the home of Mr. and Mrs. John Miller and daughter, Miss Dorothy Miller, all formerly of Rochester.

Mrs. Jessie Cary Grange, of the Home Service Department, enjoyed two pleasant and restful weeks this summer at Beau Mauris, Muskoka Lakes, Canada, where she was the guest of Mrs. Irving, of Pittsburgh. The Irving summer home is on Fairholn Island, a beautiful spot, and be-



Mr. Ray Myers and his little daughter, Lorraine, stop in a beauty spot to be photographed by Mrs. Myers.

side motor boating, fishing, tennis and golf, Mrs. Grange must have assimilated many beautiful mental pictures for use later in some of her artistic creations.

Mr. Howard Harding and family enjoyed a very restful vacation this year on the shores of Lake Ontario, at Troutberg. Besides swimming and boating, the Hardings spent many happy hours pitching "horse shoes," reading, resting and eating. This looks to us like a pretty good combination, one capable of serving the inner and the outer man as well.

Mr. and Mrs. Charles Kling spent a delightful vacation this year motoring to Pennsylvania, where they enjoyed visits with friends and relatives.

Mr. John B. Highmoor, of the Meter Reading Department, spent part of his vacation in Buffalo, visiting his mother. An incident of the other part, was a motor trip to Syracuse, on a load of furniture. He said he felt like Yankee Doodle, but he enjoyed it.

Mr. Alfred Osborne, of East Station, was married recently to Miss Bessie Stewart. The ceremony took place at the bride's home, 374 Alexander Street. The happy newlyweds spent two weeks at Atlantic City, Philadelphia and other points in the East, and are now at home at Braddock's Heights, their summer home.

Mr. Jack Latson and his daughter Margaret, took a motoring trip recently to the New England States. They drove to Bangor, Maine, a distance of 723 miles in 2 days. Most of their vacation was spent at the home of relatives where, among other interesting pastimes, digging clams



Back to school again; and such nice weather to be out of doors. Perhaps you have an interesting photo for use in the Magazine.

and steaming them on the Atlantic shore was one of the most enjoyable. Stops were made at Bar Harbor and Old Orchard, the popular taking off point for transatlantic flights.

Mr. Joseph Drexel, of Station 3, recently spent his vacation on a motor trip to New York City and Montreal. He was accompanied by Mrs. Drexel, his son, John Drexel of the Coke Bins, and his daughter-in-law to be, Miss Marie Frisch.

Miss Margaret Gailey, who has been assisting in the Public Relations Department, has returned to Boston University for the coming term. Miss Gailey is a sophomore at Boston U., and is specializing in Social Service. She intends to graduate with the degree of Bachelor of Religious Education.

A clam bake at which members of the Purchasing, Stores Record and Traffic Departments were in attendance was held September 29, at Meadowcroft, home of Mr. and Mrs. Edgar R. Crofts at Long Meadow, Pittsford. Every member of the party thoroughly enjoyed himself or herself and voted Meadowcroft an ideal place for a party.

The following young people of the Company enjoyed a house party outing at Long Point, Conesus Lake, over the Labor Day week-end: Mr. Norman Stott, Purchasing Department, the Misses Edith Bork, Purchasing; Ruth Walker and Nora Snetsinger, Consumers Bookkeeping Department; and Mary Brockmyre, Domestic Sales Department.

A vacation party including Miss Esther Noelke and Mr. Elmer Lerch enjoyed one week at a cottage at Conesus Lake, followed by a motoring trip to Montreal and other places in Canada. A stop at the Thousand Islands, on the way back, plus an enjoyable ride along the beautiful St. Lawrence concluded the vacation.

Mr. James Meylor, of Station 35, spent a week recently with relatives at Watertown and Northern New York.



Don't forget Gas & Electric News. Send in copies of your vacation photos.

Mr. Fred B. Odell, of Station 35, with Mrs. Odell and their son Frederick has returned from an extended motoring trip through Ohio. Mr. Odell and family also spent some time at Norwalk and Chaska Beach, on Lake Erie.

Mr. William White, of East Station, spent the second week of his vacation at Wolf's Island, Brown's Bay, Canada, near Kingston. The fishing was good and Mr. White got his share, from the fishing motor-boat, which accommodated eight fishermen.

Mr. John Ryan, of East Station, enjoyed the races at Fort Erie, recently, and spent a couple of days with friends in Buffalo.

Mr. Fred Gunther, East Station, entertained a group of his associates recently at a card party, held at his summer cottage, Crescent Beach, Lake Ontario.

Mr. Sam Owen's recently left the Company as an employee at East Station, and has taken up new work at Columbus, Ohio.

Mr. Martin Roeloff, of East Station, recently motored to various points in Pennsylvania, Atlantic City, New York,

and continued into Canada, visiting Montreal and other places.

Mr. Hugh Flynn, of Station 35, motored to Syracuse recently to spend a few days with relatives and friends in the Salt City.

Mr. Andrew Ehrstein spent the larger part of his vacation visiting Canada, stopping for nearly two weeks with friends in Montreal.

Mr. Arthur Miller, of Station 35, stayed quietly at home for his vacation this year with the exception of numerous day trips to interesting places in this vicinity.

Mr. George Thrall, Station 35, recently visited friends in Detroit.

Mr. Walter Schultz spent his vacation in Rochester, one of its high spots being a stag party given to a bachelor friend who soon will become a bridegroom.

Mr. Gordon Calderwood recently motored to Boston and Springfield, Mass., spending two weeks in that vicinity with friends and relatives.



Fisherman's cottage, Cape Cod, from vacation photo taken by Miss Bradfield.



Fumes and Flashes



HIGH HATTING HIM

City Banker (visiting the farm)—"I suppose that's the hired man?"

Farmer (who has visited banks)—"No, that's our vice-president in charge of cows."—*Selected.*

SCHOOL AGAIN

A teacher was giving his class a lecture on charity. "Willie," he said, "if I saw a boy beating a donkey, and stopped him from doing so, what virtue should I be showing?"

Willie (promptly)—"Brotherly love."—*Selected.*

MORE TRUTH THAN POETRY

Wife (who has caught her husband squandering a penny on a fortune-telling machine)—"I'm! So you're to have a beautiful and charming wife, are you? Not while I'm alive, Horace—not while I'm alive."—*Selected.*

LIFE

Life is like a deck of cards. When you are in love it is hearts. When you are engaged, it is diamonds; when you are married, it is clubs; and when you die, it is spades.—*Selected.*

A MIXED MENU

A June bride asked her husband to copy the radio cooking recipe one morning. The husband did his best, but got two stations at once. One was broadcasting the morning exercises and the other one the recipe. This is what he got:

"Hands on hips, place one cup of flour on the shoulders, raise knees and depress toes and wash thoroughly in one-half cup of milk. In four counts raise and lower the legs and mash two hard-boiled eggs in a sieve. Repeat six times.

Inhale one-half teaspoonful of baking powder, and one cup of flour. Breathe naturally, exhale, and sift.

Attention! Jump to a squatting position and bend whites of eggs backward and forward over the head and in four counts make a stiff dough that will stretch at the waist. Lie flat on the floor and roll into a marble the size of a walnut. Hop to a standstill and boil in water, but do not boil to a gallop afterward. In ten minutes remove from the fire and dry with a towel. Breathe naturally and dress in warm flannels, and serve with fish soup."—*Selected.*

ENCOURAGING

Patient—"Doctor, how are my chances?"

Doctor—"Oh, pretty good, but I wouldn't start reading any continued stories."—*Selected.*

LEARNING TO ADD

Teacher—"If there were Mr. Jones, Mrs. Jones and the baby, how many were there?"

Johnny—"There were two and one to carry."—*Selected.*

JUST LIKE THEM

She—"If I should die what should you do?"

He—"Oh, the same as you would do yourself."

She—"You wretch! I have always suspected it."—*Selected.*

CAUSE ENOUGH

"Thankful! What have I got to be thankful for? I can't pay my bills."

"Then, man alive, be thankful you are not one of your creditors."—*Selected.*

FOUND EMPLOYMENT

Will—"What's become of the pet woodpecker you used to have?"

Bill—"I sold him to an antique furniture dealer, and he's got the poor thing working 18 hours a day making worm holes in tables."—*Selected.*

MAMMA, WILL YOU BE GOOD?

There was a fearful crash as the train struck the car. A few seconds later, Mr. and Mrs. Pizzens crawled out of the wreckage. Mrs. Pizzens opened her mouth to say something, but her husband stopped her:

"Never mind talking," he snapped; "I got my end of the car across. You were driving the back seat and if you let it get hit it's no fault of mine!"—*Selected.*

RATHER RIDE A "BRONCH"

Jack Westfahl, flying farmer of Ogallala, Neb., needed a "separator man" in a hurry, so he jumped into his plane and in three hours was in Omaha, a distance of about 300 miles, to find the man he needed.

Twelve men were offered the job before one was found brave enough to go flying back to Ogallala.—*Selected.*

THIS IS NOT APPLE SAUCE

A boy gave an apple core to a horse standing at the curb, whereupon the driver said: "That's the first apple my horse has had this year."

"That so?" replied the boy. "I'll bet he tasted it all the way to his tail."—True story, from L. A. Nichols, Palmyra.

Limitations

WHEN grandma came to visit us
She viewed with keen delight
My various appliances
For making housework light.

Each time she showed astonishment
I showed her one more way
Whereby a modern mother's life
Can be a holiday.

But when Bud acted otherwise
From what I would have planned
The dear soul questioned with a smile,
"Is spanking done by hand?"

—Alice Crowell Hoffman.





The Few

THE easy roads are crowded
And the level roads are jammed;
The pleasant little rivers
With the drifting folks are crammed.
But off yonder where it's rocky
Where you get a better view,
You will find the ranks are thinning
And the travelers are few.

Where the going's smooth and pleasant
You will always find the throng,
For the many, more's the pity,
Seem to like to drift along.
But the steeps that call for courage,
And the task that's hard to do,
In the end result in glory
For the never-wavering few.

—Selected.