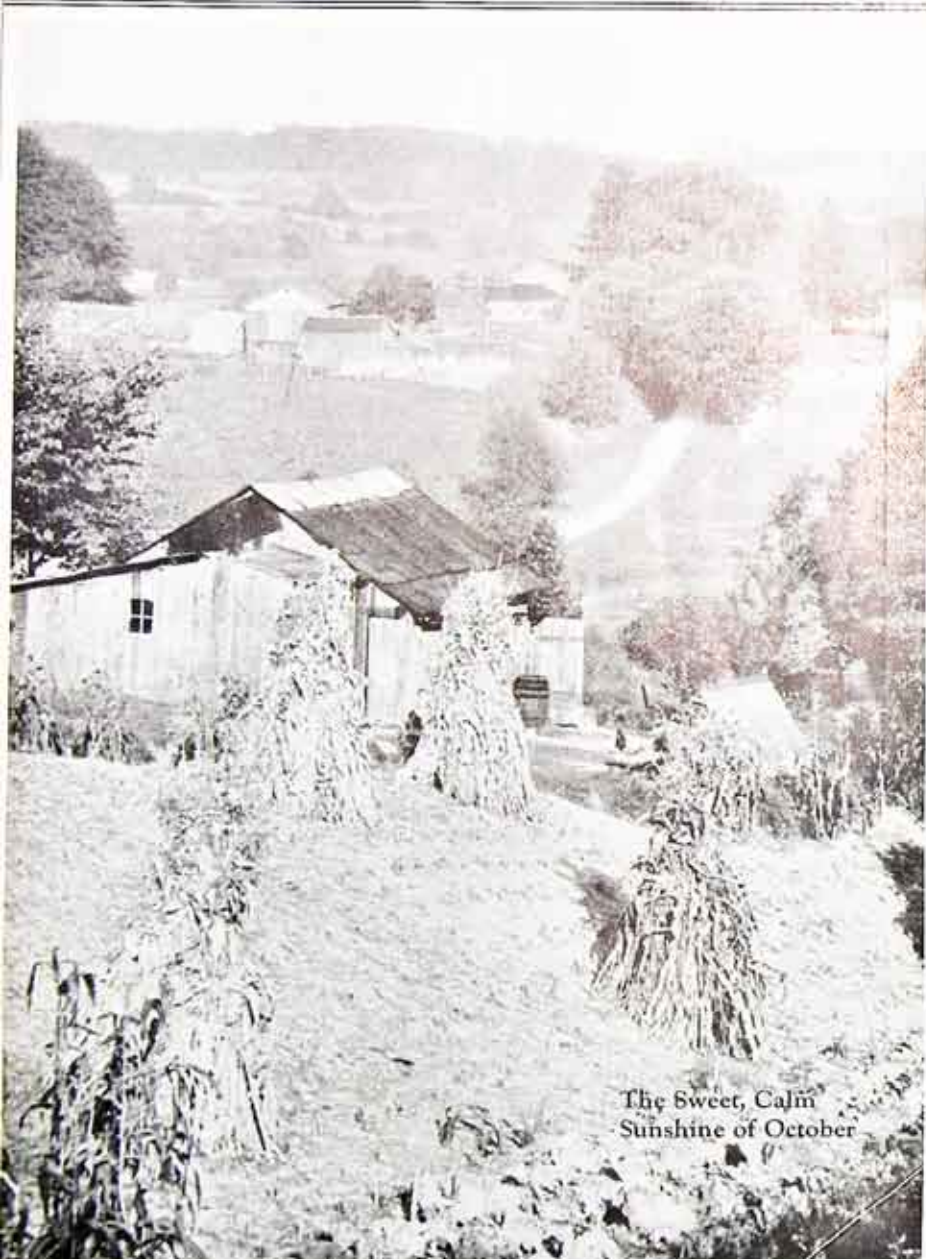


Gas and Electric News

Rochester Gas and Electric Corporation

October, 1929

Vol. 17—No. 4



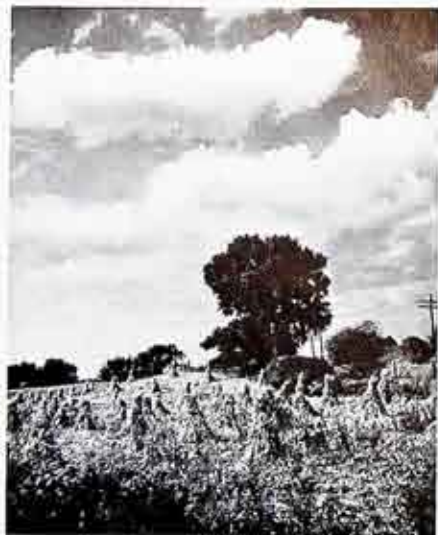
The Sweet, Calm
Sunshine of October



Autumn

A HAZE on the far horizon,
The infinite, tender sky,
The ripe, rich tint of the cornfields,
And the wild geese sailing high,—
And all over upland and lowland
The charm of the goldenrod,—
Some of us call it Autumn,
And others call it God.

—William Herbert Carruth.



Electricity and Rural Progress

ACCORDING to a recent report of the New York State Committee on rural electrification, rural electrification in New York State has increased 56 per cent within the past three years. In 1926, 30,600 farms were using electric utility service, while now more than 47,800 farms are connected with electric lines. This total comprises about 26 per cent of all farms in the state, and puts New York second only to California in number of electrified farms.

"Electric service at reasonable rates is the greatest need of the modern farmer, since there is nothing that will add more to his profits and to his standards of living," said Mr. R. W. Dunlap, Assistant Secretary of Agriculture, in a recent address. This is a statement, we believe, in which all farm people who have tried out electricity will concur.

On 126 farms in New York selected in 1926 for a two-year study, by the New York State College of agriculture, it was found that the use of electricity increased during that period by a total of 59 per cent. Increasing use of electricity was made

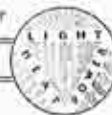
for the operation of milking machines, pumping water, artificial lighting in hen houses to promote increased laying, illumination of homes and barns, milk cooling and for the operation of other types of refrigerating plants, electric irons, sweepers and many other appliances, and radios.

The farmer is coming into his own, and he appreciates it more than anyone else can. What electric light and power are doing for him and his family, however, comprises a national asset in which obviously all of us will participate. It means a more coordinated national citizenship, a pulling down of barriers which have impeded prosperity in rural districts when cities have rejoiced in the greater prosperity which the general utilization of electricity brings.

A bigger and better future is in store for this country, and electricity will play a major role in creating a more favorable balance between cities and rural communities in respect to the constructive benefits which electrification produces for human welfare, and community, state and national progress.



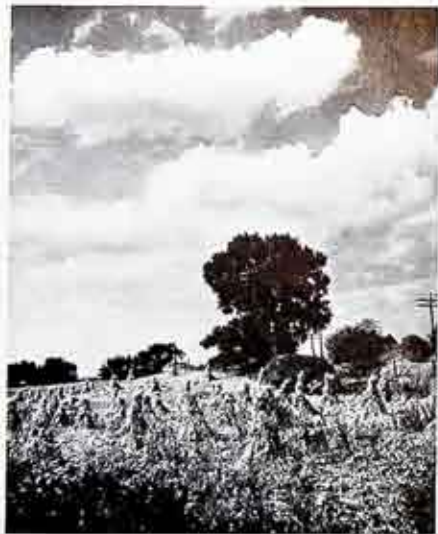
New York State farms are second only to California in the use of electricity. A total of 47,800 farms, or 26% of the farms of the state, now use electricity service, the greatest need of the modern farmer.



Autumn

A HAZE on the far horizon,
The infinite, tender sky,
The ripe, rich tint of the cornfields,
And the wild geese sailing high,—
And all over upland and lowland
The charm of the goldenrod,—
Some of us call it Autumn,
And others call it God.

—William Herbert Carruth.



Electricity and Rural Progress

ACCORDING to a recent report of the New York State Committee on rural electrification, rural electrification in New York State has increased 56 per cent within the past three years. In 1926, 30,600 farms were using electric utility service, while now more than 47,800 farms are connected with electric lines. This total comprises about 26 per cent of all farms in the state, and puts New York second only to California in number of electrified farms.

"Electric service at reasonable rates is the greatest need of the modern farmer, since there is nothing that will add more to his profits and to his standards of living," said Mr. R. W. Dunlap, Assistant Secretary of Agriculture, in a recent address. This is a statement, we believe, in which all farm people who have tried out electricity will concur.

On 126 farms in New York selected in 1926 for a two-year study, by the New York State College of agriculture, it was found that the use of electricity increased during that period by a total of 59 per cent. Increasing use of electricity was made

for the operation of milking machines, pumping water, artificial lighting in hen houses to promote increased laying, illumination of homes and barns, milk cooling and for the operation of other types of refrigerating plants, electric irons, sweepers and many other appliances, and radios.

The farmer is coming into his own, and he appreciates it more than anyone else can. What electric light and power are doing for him and his family, however, comprises a national asset in which obviously all of us will participate. It means a more coordinated national citizenship, a pulling down of barriers which have impeded prosperity in rural districts when cities have rejoiced in the greater prosperity which the general utilization of electricity brings.

A bigger and better future is in store for this country, and electricity will play a major role in creating a more favorable balance between cities and rural communities in respect to the constructive benefits which electrification produces for human welfare, and community, state and national progress.



New York State farms are second only to California in the use of electricity. A total of 47,800 farms, or 26% of the farms of the state, now use electricity service, the greatest need of the modern farmer.



The Golden Age of Opportunity Is Here

Returning again to grammar school, high school or college or possibly availing themselves of some of Rochester's excellent night school courses, many young men and women have again been confronted with the problem of their future. To these young people we wish to bring the philosophy and advice of Mr. Fisher which is incorporated in this article. It has been published in Rochester Commerce and, as a radio talk was presented under the auspices of the Rochester Chamber of Commerce over Station WHEC. We believe it has in it encouragement for ambitious young persons, and are therefore bringing it to the attention of our readers, in the schools and homes of Rochester and vicinity.

FREDERICK W. FISHER

IF I were to be asked, "What are the young man's chances today?" I would answer with the seriousness which the reply deserves, "Never better."

Let me try very briefly to prove this answer to you.

When I was a much younger man I used to hear from older people of "the good old days," and I remember studying in school about "the Golden Age." Now, after many years of business life as a personal background added to the perspective of what I know about history, I am satisfied that the "good old days" and the "Golden Age" are here.

It is trite, but true, that we are living in a wonderful era, an era in which the frontier of knowledge is being rapidly extended. The material achievements in every field of human activity, especially scientific, stagger the imagination. The vast aggregations of capital which represent tools

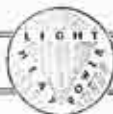
of production and the human organizations utilizing these tools of production, familiar examples of which are the Ford and the Eastman plants, place within the reach of almost everyone comforts and luxuries unheard of only a few years ago. These agencies furnish opportunities for the young man of today in greater number than the world has ever seen before.

Many Opportunities

Modern business needs, and will continue to need, men from all professions, and every type of skilled and unskilled worker. I believe the development of our country will continue in the future even faster than in the recent past. Our natural resources, our climate, the temper of our people, our system of government and our commanding situation in world affairs all support such a belief. In the development which lies ahead still larger aggregations of capital will be necessary, with



We are living in a wonderful era in which the frontier of knowledge is being rapidly extended. Vast capital representing the tools of production and the human organizations utilizing these tools, place within the reach of almost everyone comforts and luxuries unheard of only a few years ago. These agencies furnish to the young man of today opportunities in greater number and importance than the world has ever seen before.



still larger human organizations. In these organizations of the future there will be, I am satisfied, myriads of opportunities.

The utilization of these opportunities will depend, I firmly believe, upon the exercise of the same qualities of honesty, capability and application which the business world today demands. There will, I believe, always be unemployment, dissatisfaction and failure, much of which will be deserved. There will, I believe, always be an element of chance entering into many lives, just as the weather enters into the success or failure of the farmer's crop. However, with an increase in the number of opportunities and a reduction of the chance element through greater knowledge, the probability of failure for the individual is lessened.

I repeat, we are now enjoying the "Golden Age of Opportunity" in material things. The standard of living was never so high as it is today. The young man of today has thousands of occupations into which he can enter that were unknown a few years ago—occupations with bright future prospects. A familiar example is that of the automobile service and filling stations. Thus while mass production through the use of machinery has in many cases displaced workers, other occupations have sprung up and absorbed them. This is especially true of Rochester, which, more than almost any other city, has diversified industries.

It is true that every young man cannot become President of the United States or the director of a big corporation. Every young man can, however, I firmly believe, work himself into a

Almost every school boy, theoretically at least, has dreams on the presidential chair. All can not reach this goal, yet any one of them can work himself into a position proportional to his ability.

The realm of scientific invention has given the world thousands of new lines of business activity, in all of which young men of intelligence are needed.



position proportional to his ability. While I am not supposed to preach, it is only fair to say that my observation of life has satisfied me that many fail to utilize their own ability, or, in other words, do not live up to what they have in them or the opportunities which come to them.

This "Golden Age," more than any other, realizes, I believe, the scriptural saying that "The Laborer is worthy of his hire." More and more consideration is daily given to the welfare of the employee in business. The opportunity to acquire knowledge is knocking at every door. Successful men are trying to help others to become successful.

"Do your best, and your future is secure."





New Disability Feature of Employees' Benevolent Association

THAT most employees realize the worth of the services and protection available to them through the Employees Benevolent Association, is seen when it is known that of a total of 2,340 employees, 2,008 of them have become members. That is a good record. It is, however, not as good as it ought to be, for there are still more than three hundred employees who are outside the fold of participation in this benevolent undertaking.

Every Company employee really ought to be a member. The organization was planned for all and all should participate in its very excellent services, which also are most economical. Let us tell you what it means to just one unfortunate employee, whose outlook on life would be entirely different than it is had she not some years ago joined the E. B. A.

This young woman had worked for the Company for something over three years when she was taken ill. She failed to improve following this illness

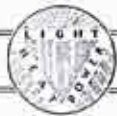
and was sent to the Mountains for treatment, later returning to Rochester, where she has been receiving excellent treatment at Iola.

During this time, she regularly received her weekly disability payments as a sick employee under the provisions of the E. B. A., until she had received a total of \$350. At this time, Mr. Alex S. Scobell, agent of the Aetna Insurance Company, visited her and told her about a new feature which the Aetna Company had recently inaugurated as a regular item in its service.

It was found that she was entitled to a cash payment under this plan, and to make a long story short, this young woman soon received her check for \$1,000, much to her surprise and satisfaction. It was paid to her under the provisions of a new disability clause which states that following disability of six month's duration, if such disability will presumably during life prevent the insured from pursuing any occupation for wages or profit, such member shall be deemed to be totally and permanently disabled within the

FULL SETTLEMENT CHECK	No. S 168906	\$ 1000 ⁰⁰ / ₁₀₀
	ETNA LIFE INSURANCE COMPANY,	
	HARTFORD, CONN. OCT. 5, 1929.	
	PAY TO THE ORDER OF	
	EXACTLY <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> DOLLARS <input type="checkbox"/> <input type="checkbox"/> CTS	
	IN FULL SETTLEMENT OF ALL CLAIMS UNDER POLICY NO. <u>87</u> , Sub No. <u>978</u> , TO THE FIRST NATIONAL BANK, NEW YORK.	

This is the first check to be received by an employee under the new disability feature of E. B. A. service. It represents the cash payment due as a result of disability which will presumably for life prevent the insured from pursuing her occupation for wages. This disability feature automatically becomes a regular part of the policy of every employee enjoying E. B. A. service.



Mrs. Jacob Bohren, who was presented a check for \$1,000 following the death of her husband, a former employee of the Company. Of this total amount, \$500 is paid by the Company and \$500 by the Aetna Insurance Company, which last year increased the total amount of E. B. A. premiums from \$600 to \$1,000. Are you and your family protected through an E. B. A. membership? If not, talk it over with your foreman, or get in touch with Mr. Gould at the Main Office.

meaning of the policy, providing the member shall be under the age of sixty years. In this case, payment is made of the principal sum for which the member is insured, and the insuring company waives any further payment of premiums. This young woman is the first E. B. A. member to receive the benefits of this added feature which is now a regular disability provision covering every person in the E. B. A. It is not the most pleasant outlook, at best, to be permanently disabled. None of us ever expect to be; neither did the member we have mentioned. How much worse it would be, however, were one entirely without funds in such a dire necessity. This E. B. A. member has at all times had the best advice and treatment the Company could give her, as any sick or disabled employee receives. She has had regu-

lar attention from our visiting nurse, Miss Laura Bradfield, and as her care at Iola is paid for by the Rochester Community Chest, she manages to confront her difficulties with a brave smile. Is it strange, then, that she is a booster for the E. B. A.?

Under these favorable conditions, and with the optimistic outlook which reasonable freedom from financial worry generates, a patient has a chance to recover, which otherwise would be improbable.

The E. B. A. offers its members something today for a trifling cost which tomorrow or next year may be considered almost invaluable. It is a reasonable freedom from the black discouragement which comes with sickness; death, or disability; a chance to manage a smile during periods of morbidity when money, care and atten-



tion and a fighting chance to win out over almost overpowering odds, often depends upon whether or not one has or has not become a member in the organization which his Company has planned to help him.

Under the E. B. A. a Company employee can carry a policy of \$1,000, plus the \$400 paid by the Company in the event of death, for little more than ninety cents per month. With assessment for death benefits, over a period of five years, figures show that an employee can carry this insurance of \$1,400 for approximately \$1.02 per month. In addition to this a member is assured of at least part of his weekly salary up to a certain maximum, the attention of a visiting nurse, and this new permanent disability privilege which is added automatically without additional cost.

Through good management, the officers of the E. B. A. have, during the past few years, been able to substantially increase the benefits of the Association. In this they have received the unqualified cooperation of the Aetna Life Insurance Company. Where can an employee get more service in sickness, more or better insurance for anywhere near the figure that is possible under the E. B. A.? The same service elsewhere would easily cost one at least three times as much!

We advise anyone who has not become an E. B. A. member to look into the proposition. Ask your foreman about it, or consult any of the officers of this Company or its employees, most of whom are members. But do not neglect it. It is an investment that will bring real satisfaction in freedom from worry in times when nothing, not even friendships, can take the place of an insurance policy costing a few cents a day, which also incorporates provisions for part-time salary, visiting nursing service and permanent disability features.

It is your duty to yourself to become a member of the E. B. A. Part of its cost is paid for by the Company. Many of its economical features accruing are a result of the excellent management of the Association by your associates who comprise its board of directors.

Importance of Gas in Industry

DURING the past fifteen years, the use of gas in industrial processes has increased more than 500%, so that today, if gas were to be suddenly dispensed with in American industry, it would throw 300,000 mechanics out of work. Estimates as to the number of processes in which gas is used in some way run as high as 20,000.

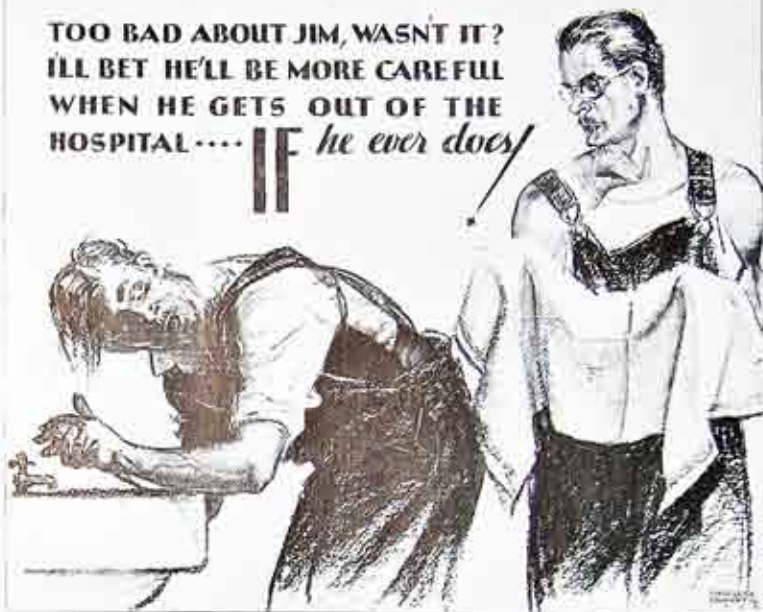
Automobile manufacturers are among the largest users with 75% of all heat treatment of metals being done with gas. It is used extensively for forging, galvanizing and cutting metals; hardening and tempering of steel; lead and silver refining; glass-making; metal melting; lumber drying; bread baking; processing of cloth, etc. About 90% of the drying of lacquered and lithographed sheets of tinfoil, an important process in the manufacture of tin cans and decorated containers, is now done with gas.

Among the advantages claimed for gas in manufacturing is flexibility in handling, cleanliness, freedom from smoke pollution of the atmosphere, accurate control of heat, and saving in investment of heat-producing apparatus. Recent developments in the use of gas indicate that in addition to the expansion in its use for heat purposes, there will be a large expansion in the use of gas to produce cooling effects where needed.

—Utility News.



TOO BAD ABOUT JIM, WASN'T IT?
I'LL BET HE'LL BE MORE CAREFUL
WHEN HE GETS OUT OF THE
HOSPITAL.... *IF he ever does!*



Drawing Courtesy Utica Mutual Insurance Co.

WHEN our friends gather 'round and say, "Too bad about Jim, isn't it? It's too late, then to sidestep that accident. § Accidents strike like lightning. They take us when we are off our guard, when we are tired, worried, or just plain careless. § Make safety such a part of yourself that, even when you are scarcely conscious of it, you will automatically react properly to the challenge of hazards. § Give some part of each passing day to the consideration of safety.

Don't wait till you find yourself in a hospital.



Rochester Enjoys Limelight of National Publicity



ROCHESTER recently came into the limelight of some very favorable national publicity. It was at the Eighteenth Annual Congress of the National Safety Council at Chicago. At this time Rochester was awarded the safety banner for which cities throughout this country had been keenly competing, a banner which signifies that its holder is a city which has most effectively cut down the tragic fatalities common to cities as a result of the operation of automobiles. The period throughout which this safe-driving contest ran was from August 31, 1928, to August 31, 1929, the basis of the awards being as follows: For each consecutive day that a city was free from a fatality in connection with motor vehicle operation, times the city's population, gave a total number in man-days; this total was planned to represent the city's record or rating in the contest.

Under this plan, Rochester with a record of sixty-two calendar days

without a fatality, totaled a man-day rating of 20,348,400, this figure being the product of the sixty-two days of perfect driving times Rochester's population. Rochester's record was more than 2,000,000 man-days ahead of its nearest competitor, Baltimore, which has twenty-two consecutive days free from any fatality and a total of 18,268,800 man-days. Louisville was next, with a total of 49 perfect driving days and a man-day record of 16,140,600.

What Safe Driving Means

While there may be an element of luck entering into such contests, it is more easily believed that the combined effects of Rochester's various agencies, cooperating with greater safety as a goal, have earned a meritorious record. Perhaps safety just happens, sometimes, just as accidents are said to happen; but the fact remains that when members of the Police Department, Sheriff's Office, Motor Vehicle Bureau and hundreds of truck drivers, superintendents of delivery systems, motorists, citizens and members and officials of the Rochester Safety Council are keyed up to a fuller realization of the economic and human-

itarian assets of safe driving, then, the safety problem assumes the complexion of a scientific demonstration.

Rochester's fine record, therefore, seems to demonstrate that safe driving is bound to bear fruits which will express themselves in rewards in which the entire public will benefit. Let us briefly analyze what such benefits would be, were other cities to equal the Rochester record.

Safe Driving Benefits May be Measured in Specific Ways

Speaking before the first public safety session at the Chicago Congress of the National Safety Council, Mr. A. V. Hall, chairman of the Safety Committee of the automotive and Equipment Association, said in substance: "If Rochester's safety record for the first eight months of 1929 had been equalled by the other cities of this country, 18,000 lives would have been saved, 750,000 other persons would not have been injured in accidents, and a total economic waste of \$600,000,000 would likewise have been rendered unnecessary. Life, which can

not be restored, may not be figured in dollars and cents; neither can its saving be properly evaluated, but think of even the economic saving which safe driving represents! What branch of public-spirited effort can possibly pay us bigger dividends than that comprised in consistently trying to be safe and sane drivers?"

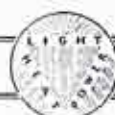
Mr. Hall also said that carefully worked out figures covering motor vehicle accidents prove that every time one person is killed, forty-five others are injured, that there are four hundred accidents to each fatality, comprising an economic waste of \$32,000. Is it any wonder that the National Safety Council and its local councils in almost every city throughout this country are earnestly striving to educate the public to a fuller appreciation of the true values to be derived from safe practices and safe driving?

Safety, a Habit and a Virtue

Personal safety depends largely upon how we take care of ourselves. There are, however, other factors entering into the equation, some of which



Members of Rochester Safety Council's Executive Committee, who were present when the banner was formally turned over to the Council, from left to right in the foregoing picture are: Robert J. Menzie, Frederick G. Cheekam, Harry S. Moody, Elmer K. Smith, Russell Marron, Roger DeWolf, Roland B. Woodward, executive vice president of the Chamber of Commerce; Joseph Lillich, Police Chief Andrew J. Kavanagh, A. E. Denn, President Frederick S. Miller of the Chamber of Commerce, James G. Norton, George E. Roe, president of Rochester Safety Council; Charles H. Thompson, Fremont Chester, secretary of Rochester Safety Council; William G. Deaner and Fred E. Welch.





we can not always control. Sometimes we get into danger zones where our own safety depends much upon the good judgment, skill, deportment and the safety principles of the "other fellow." The work of the Rochester Safety Council of the Chamber of Commerce, a branch of the national organization, is one of the important activities of the Chamber. Its work includes well-planned safety campaigns in Rochester schools, work which has been carried on for over fifteen years; educational safety contacts through regular safety meetings with one hundred and sixty-two Rochester business organizations using motor vehicles, and over fourteen hundred drivers of such vehicles; cooperative safety meetings for delivery superintendents in this city, and general safety activities featuring talks, motion pictures and other helpful features, all planned in the general interest of public and personal safety.



These fatality meters, which are changed monthly, constantly remind Rochester motorists of their obligation to be careful. They are located on street corners throughout the city, and are the silent policemen of safety.

The Chamber's safety program has the support of Rochester's representative business, industrial, civic and municipal organizations, as well as others including employers, employees, teachers, clergymen, firemen, policemen and city and county officials. The Chamber meetings have succeeded in aligning on the side of safe practices a very broad and comprehensive cross-section of our citizenry, not excepting the boys and girls who perhaps first learn of its great importance in their school work.

All of these persons, therefore, will rejoice in knowing that Rochester's comprehensive safety program has succeeded in building up for Rochester a record of which the entire country is proud. Folks are talking about Rochester in almost every state. They are saying that Rochester has done extremely well in a noble, worthwhile demonstration in safe driving, and we shall have also to say, safe walking. Pedestrians also had something to do with this fine record, they side-stepped fatalities, we shall have to admit, theoretically at least, through using their increasing sense of safety, that sixth sense which nature is urging us to build up through a slowly-working process of adaptation, and safety education.

Every person who tried to be careful this year has a right to get in on the inspiration which Rochester's wonderful safe driving record makes possible. Especially should all drivers of motor vehicles thrill at this nationally appreciated performance in safety. It is a record which over eight hundred newspapers broadcast and



which forty-two safety editorials featured, and the good word has not stopped ringing yet.

The coveted banner, which is shown herewith, was received at Chicago by Mr. Fremont Chester, Secretary of the Rochester Safety Council of the local Chamber of Commerce. Back of this banner and all it represents, Mr. Chester's effective good work looms. Supporting him in the Council's great work are the persons whose names appear on the next two pages. Their efforts on committees are indispensable to the progress of Rochester's safety ideals.

On behalf of the Chamber of Commerce and its Safety Council, we take liberty herewith to express their appreciation to all persons and organizations who worked with them during the year to help in maintaining in Rochester a safe driving record which

was good enough to win a national banner in competition with the leading other cities of this country. We trust that this banner, which will be dispatched to various points for observation during the year, will help, together with the publicity which has also been aroused, to maintain in Rochester a continuing and ever increasing appreciation for public and personal safety. If this should happen, perhaps we can keep up the good work and keep on being one of the safest cities in this country.

The inter-city safety contest was inaugurated by the Automotive and Equipment Association in cooperation with the National Safety Council. The former is a national organization of automotive equipment, including over nine hundred manufacturers, and operates in five hundred cities, with contacts with one hundred and thirty



Playgrounds, which are considered oases of safety for juveniles, have their safety ideals and competitions. Shown above in a scene connected with the presentation of Rochester Safety Council banner to a Rochester playground. Mr. C. W. Phillips, President of the Council for 1928, is seen at the right of the banner. Standing next to him is Mr. Chester Lecky, Director of Rochester playgrounds, and at the extreme left is Mr. Fremont Chester, Secretary of the Rochester Safety Council.



thousand garages in this country, which service the country's twenty-six million automobiles.

**Motor Equipment Association
Members in Rochester**

Chapin-Owen, Inc., 205-213 St. Paul St.; Thos. J. Northway, Inc., 100 Exchange St.; S. B. Roby Co., 208-214 South Avenue; Flower City Specialty Co., 250 Mill St.; Kellogg Mfg. Co., 97 Humboldt St., North East Electric Co., 378 Lyell Avenue; F. A. Smith Mfg. Co., Inc., 187 North Water St.; Vogt Manufacturing Corp., 100 Fernwood Avenue.

**Executive Committee, Rochester
Safety Council for Year 1929**

GEORGE E. ROE, Standard Oil Co. of New York, *Chairman*
ROGER DEWOLF, Rochester Gas & Electric Corp., *First Vice-Chairman*
LEON R. BROWN, New York State Railways, *Second Vice-Chairman*

FRED E. WELSH, American Railway Express Co., *Third Vice-Chairman*
HARRY J. BAREHAM, Barcham & McFarland
CURTIS W. BARKER, Director of Police
ROBERT M. BRUCE, Rochester Telephone Corp.
FRED D. BUDD, Monroe County Sheriff
FRED G. CHEETHAM, Travelers' Insurance Co.
GEORGE D. DAGER, New York Central Railroad
CHARLES R. DALTON, Rochester Municipal Research Bureau
A. K. DEAN, American Laundry Machinery Co.
W. G. DEANER, Rochester Packing Co.
GEORGE DIETRICH, George Dietrich Insurance Co.
JAMES P. B. DEFFEY, Duff Powers, Inc.
WILLIAM FAY, Strathin Wigham
R. C. HANDS, Eastman Kodak Co.
CHARLES J. HOOPER, Vacuum Oil Co.
W. E. HUGHES, Rochester Gas & Electric Corp.
ANDREW J. KAVANAUGH, Chief of Police
OSCAR W. KUOLT, Council of Social Agencies
JOSEPH LILLICH, Rochester Telephone Corp.
JOHN T. MCGUIRE, Struthin-Wigham-Carlson Telephone Mfg. Co.
W. ARTHUR MCKINNEY, Boy Scouts of America, 80 N. Water St.
JAMES M. MANGAN, New York State Motor Vehicle Bureau
RUSSELL MARRON, Utica Mutual Ins. Co.



No one would wilfully endanger the life of a child through careless driving. The safety work sponsored by the Safety Council and other organizations helps to establish in the minds of drivers a fuller appreciation of the all-around economic and humanitarian values comprised in consistently careful driving.



Safety is a co-operative effort of many agencies in Rochester, from the Mayor down through the Police Department, Sheriff's office, Motor Vehicle Bureau and the public generally. The above illustration shows a group of safety boosters at the 1928 Rochester Exposition when the banner shown was presented to the group winner in the Safe Drivers Contest. From left to right the men shown are: Commissioner of Public Safety, George J. Nier; Director of Police, C. N. Barker; T. W. Phillips, President Rochester Safety Council; Police Chief, Andrew J. Kavanaugh, and Mayor Wilson.

ROBERT J. MENZIE, Rochester Auto Dealers' Association
GEORGE J. NIER, Commissioner of Public Safety
JAMES G. NORTON, Aetna Life Insurance Co.
WELLINGTON POTTER, Travelers' Insurance Co.
A. C. RISSBERGER, Rochester Gas & Electric Co.
ARTHUR I. WILDER, City Judge
FRED ZOAN, Rochester Texticals Co.

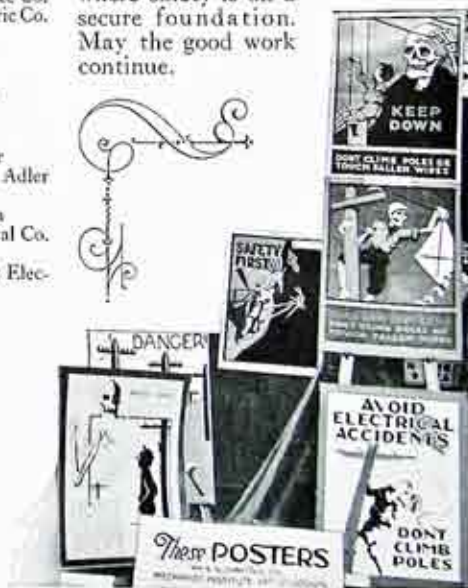
**Past Presidents of Rochester
Safety Council**

CYRUS W. PHILLIPS, U. S. Commissioner
WILLIAM C. HUSSEY, Levy Bros. & Adler Rochester, Inc.
HERMAN J. NORTON, Board of Education
HARRY S. MOODY, Bausch & Lomb Optical Co.
C. H. THOMPSON, Eastman Kodak Co.
FREDERICK W. FISHER, Rochester Gas & Electric Corp.

The record Rochester made during the past year, thanks to the cooperation of many agencies and individuals, is gratifying. It is not surprising,

Safety work in Rochester schools is on a firm basis, the education of the young persons in this important activity being considered a basic safety enterprise. The illustration shows a group of safety posters presented in a prize competition sponsored some time ago by the Company, the posters being the work of some of Rochester's youthful artists.

however, that a City of Homes, one where quality dominates, should also maintain an excellent record as a city where safety is on a secure foundation. May the good work continue.





GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION
89 East Avenue, Rochester, N. Y.

FLOYD MASON Editor

Department Correspondence Staff

PHILIP E. THOMAS Industrial Sales
JOSEPH P. MACSWEENEY Domestic Sales
KENNETH MACDONALD Consumers Accounting
HENRY A. DAVIS Electric Distribution
WILLIAM H. SPEARS Gas Manufacture
GEORGE B. HISTED General Construction
GUY A. CHADDOCK Station 3
E. H. STEIN Garage

Material may be copied provided credit is given

VOL. 17 OCTOBER, 1929 No. 4

Cheer Up, Winter is Coming!

WITH the shortening of the days and the cooling of the earth, nature tries to compensate us with a change in scene for our curtailed hours of sunshine and life in the open. She dazzles our eyes with a riot of pleasing autumn colors, as though she were trying to tell us, "Cheer up, Fall is here and Winter is coming; but why cry about it, is it not all wonderful?"

Life in many balmy climes is tiringly uniform, so free from change as to bring with it a tedium that affects one's nerves. It is said that protracted periods of sunshine and drought produce a nervous tension, especially in persons who are not well, which is broken only by rainy seasons which follow them. Sometimes, it appears,

these unpleasant rainy periods are inadvertently the safety valves which assist in producing better spirits for entire communities. This happens in what are usually touted as being the garden spots of the world, places where it is advertised, the sun shines every day of the year. Sunshine, however, can be overdone.

What real beauty would there be to a fine painting if we should attempt to extract from it the shadows, leaving only the glaring high-lights! It needs both to be entirely pleasing, just as human beings need periods of both sunshine and shadow, heat and cold, to be at their best over long periods of time.

Life in this climate is anything but tedious. Our seasons are well marked, giving us many pleasing transformations of nature. We enjoy all of them. And as the beautiful summer dies, an autumn possessing rare attraction is ushered in. Then, when the wintry winds have shorn autumn of its beauty, Jack Frost appears. The first snow scurries about. We take up life again a bit less as denizens of the outdoors, and become more thankful for well-built homes, cheerful artificial illumination, glowing hearth fires, good books and interesting friends. We have had our biggest annual dose of sunshine, but the grayer skies of winter are far from being cheerless.

Winter also has its sunshine, even though it be more austere than the intimate sunshine of our rollicking summer days. Winter has its specific outdoor sports, its bracing air and the beauties which appear with downfalls of fluffy snow. The artistry of Mother Nature is to be seen in each one of our changing seasons, each of which ministers to us in its own peculiar way.

Some of us believe we would like to have summer linger with us longer. Many children think that winter is the season to be preferred, and both spring

and fall have their boosters. It is doubtless true, however, that we need all of them in building up our well-rounded resistance to the natural ravages of time. Together, they broaden the exercise of a wide range of emotions, make us hardy plants instead of hot-house flowers, contribute to our resourcefulness and make us better all-around physical and mental entities.

Persons never would have sung morbid songs about winter if they always had had electricity in their homes. Winter, once called, even by poets, a season of cheerless desolation, today is fully as attractive to most of us as any other time of year. There is something wonderful about winter, and this is true partly because, electricity which we can control, easily takes the place

of Old Sol, who is never to be entirely depended upon. Its good cheer is available night or day. It compensates us for any vindictive frown of tempestuous winter.

Let winter come. No longer do we have to go to bed after early candle light to keep warm. Electricity has raised winter a big notch in our estimations because of the sunshine it brings to us in our homes, on our streets and in our offices. Winter is no longer a king to be kow-towed to. Winter is a genial, dignified and sedate season. One which years ago needed a press-agent to popularize him in public esteem. Electricity has done that and, today, winter has almost as many friends as any other of the less boisterous seasons.

The Importance of Standardization

A person who was unfamiliar with the printing business wished to send out some four-page pamphlets. He knew about the size he wished it to be, but thought that particular size would not fit into an ordinary mailing envelope after being symmetrically folded, and as he was particular about the impression he had planned them to make, he looked up a good printer and asked him a few questions.

The printer explained to him about the various standard-sized sheets in which printing paper is to be had, selected one that would fit into the scheme of the proposed folder and, furthermore, told him the number of a United States Government stamped envelope that would receive it properly.

It was quite a revelation to the man seeking information to hear that sheet sizes and envelopes are carefully standardized, that there is apparently

just the right size to satisfy almost any specification. Therefore, it is seldom necessary to resort to a special trimming operation, which means both a waste of valuable time and material, provided one knows what he wants and does not insist upon some arbitrary freak dimension that is not to be found in regular paper stock.

This sets us thinking about the great economic value of standardization. What a wise provision it is, not only in printing but in almost every other line of industry and the trades. And while we can not expect to be familiar with the inside information connected with the application of this principle in every business, we can always find a specialist, a man who knows his line thoroughly, who will set us on the right track as part of his service to us when we are in need of his specific product. Let's not be afraid to ask questions.



AUDITING

New Business Net Increase in Consumers for Year Ending August 31, 1929

	Aug. 31, 1929	1928	Increase
Gas.....	108,889	105,113	3,776
Electric.....	114,417	103,193	11,224
Steam.....	323	317	6
Total.....	223,629	208,623	15,006

Statement of Consumers by Depart- ments as of August 31, 1929

	Gas	Electric	Steam	Total	Incr.
1919.....	79032	29966	75	109073	
1920.....	80911	33280	75	114266	5193
1921.....	81095	37862	84	119041	4775
1922.....	83088	45286	105	128479	9438
1923.....	85662	55125	117	140904	12425
1924.....	89259	66528	110	155897	14993
1925.....	92657	76924	145	169726	13829
1926.....	96555	86665	199	183419	13693
1927.....	100805	95103	272	196180	12761
1928.....	105113	103623	317	208623	12443
1929.....	108889	114417	323	223629	15006
Incr. in 10 years.....	29857	84451	248	114556	114556

Net Increase in Consumers by Months

	1927	1928	1929
Incr. in January.....	357	428 (1)	4658
Incr. in February.....	512	439	291
Incr. in March.....	612	527 (2)	995
Incr. in April.....	1271	890	800
Incr. in May.....	1270	912	584
Incr. in June.....	1128	940	1086
Incr. in July.....	1106	979	1659
Incr. in August.....	1587	1077	743
Incr. in September.....	1286	1374	
Incr. in October.....	1168	1111	
Incr. in November.....	2707	891	
Incr. in December.....	1090	774	

(1) Includes meters of former:

Genesee Co.....	718
Mt. Morris Co.....	907
Gen. Val. Co.....	2010
Hilton Co.....	314
Cooper Co.....	376

(2) Nunda Co.....

	Month of August 1929	August 1928	Increase
Amount of Payroll.....	\$363,009.08	\$353,476.68	\$9,532.40
K.W.H. Generated Steam.....	21,046,400	14,497,400	6,549,000
K.H.W. Generated Hydro.....	9,125,310	13,606,529	*4,481,219
K.W.H. Purchased.....	3,630,538	3,960,354	*329,816
M.C.F. Coal Gas Made.....	308,855	311,090	*2,235
M.C.F. Water Gas Made.....	56,398	33,197	23,201
M.C.F. Gas Purchased.....	5,946		5,946
Tons Steam Coal Used.....	22,373	16,989	5,384
Tons Gas Coal Used.....	24,353	25,010	*657
Gallons Gas Oil Used.....	158,152	83,712	74,440
Tons Coke Made.....	16,614	17,005	*391
Gallons Bengas Made.....	52,692	34,250	18,442

*Denotes Decrease.

Miscellaneous Data

	Aug. 31, 1929	1928	Incr.
Miles of Gas Mains.....	772	722	50
Miles of Overhead Line.....	4955	4694	261
Miles of Underg'd Line.....	2720	2589	131
Miles of Subway Duct.....	1899	1763	136
No. Street Arc Lamps.....	1491	1463	28
No. Mazda Street and Traffic Lamps.....	22391	19831	2560
Total No. Street Lamps.....	23882	21314	2568
Number Employees.....	2358	2322	36

E. B. A. for September, 1929

Balance 1st of Month.....	\$ 5,663.37
Dues—Members.....	1,687.04
Dues—Company.....	1,687.04
Fees—Members.....	20.00
Fees—Company.....	20.00
Assmt. No. 129—Members.....	.50
Assmt. No. 131—Members.....	1.25
Assmt. No. 134—Members.....	486.00
Assmt. No. 136—Members.....	.25
Assmt. No. 129—Company.....	.50
Assmt. No. 131—Company.....	1.25
Assmt. No. 134—Company.....	486.00
Assmt. No. 136—Company.....	.25
Int. on Bk. Bal. & Investments.....	429.00
Group Life Insurance.....	55.67
Members' Add. Life Insurance.....	10.27
Total Receipts.....	4,885.02
Total Receipts plus Balance.....	\$10,548.39

Disbursements

Sick Benefits.....	\$ 1,124.57
Accident Off Duty Benefits.....	48.00
Accident On Duty Benefits.....	88.91
Death Benefit No. 136.....	200.00
Group Life Insurance.....	
Medical Examiner's Expense.....	1.50
Member's Add. Life Insurance.....	
Expense of Nurse for July.....	120.17
Proof of Death Certificate.....	1.00
Total Payments.....	1,584.15
Balance on Hand.....	\$ 8,964.24

Membership

	Date	No.
Members, Aug. 31, 1929.....		2015
Affiliated, Sept., 1929.....		31
Terminated, Sept., 1929.....		21
Gain.....		10
Membership, Sept. 30, 1929.....		2025



"He who loveth a book will never want
a faithful friend, a wholesome counsel-
a cheerful companion, or an effect-
a comforter."—BARROW.

Luncheon Meeting of Book Club



LARGE number of mem-
bers and their friends turn-
ed out to the luncheon
meeting of the Book Club
held on April 4th in the
Knights of Columbus dining room.
This being the first of the season's
meetings, the Committee were pleased
to have as guest speaker the Rev.
Courteney James.

Mr. James reviewed several books
briefly and proved of real help to the
members in selecting new books for
the coming term, as well as providing
a delightful half-hour. In his mention
of recent war novels, he spoke favor-
ably of "Journey's End," one of the
outstanding plays of the past season
in New York which was also included
in the list of attractions at the Lyceum
this fall.

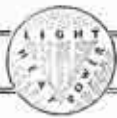
"All Quiet on the Western Front,"
by Eric Remarque, the book which
has taken the world by storm, received
its share of praise, and is proudly dis-
played as our August Book-of-the-
Month. Two other war books men-
tioned were "Storms of Steel" and
Ernest Hemingway's "Farewell to
Arms."

His criticisms of "The Field of Honor,"
the last book of Donn Byrne, and

New Books On Book Club Shelves

<i>Burning Beauty</i>	Bailey, Temple
<i>The Laughing Queen</i>	Barrington, E.
<i>The Black Camel</i>	Bingers, Earl D.
<i>The Field of Honor</i>	Byrne, Donn
<i>Adventures of an African Slave Trader</i>	Canat, Theodore
<i>Her Son's Wife</i>	Canfield, Dorothy
<i>Roper's Row</i>	Deeping, Warwick
<i>Whiteoaks of Talna</i>	DeLaRoche, Mazo
<i>The Art of Thinking</i>	Dimmet, Ernest
<i>Stranger Fidelities</i>	Eiker, Mathilde
<i>The Galaxy</i>	Ertz, Susan
<i>Another Day</i>	Farnol, Jeffrey
<i>Hide in the Dark</i>	Hart, Frances Noyes
<i>Farewell to Arms</i>	Hemingway, Ernest
<i>The Uncertain Trumpet</i>	Hutchinson, A. S. M.
<i>Thieves' Night</i>	Keeler, Harry Stephen
<i>Jim, The Conqueror</i>	Kyne, Peter B.
<i>Blair's Attie</i>	Lincoln, Joseph and Freeman
<i>Early Candlelight</i>	Lovelace, Maud Hart
<i>On Mediterranean Shores</i>	Ludwig, Emil
<i>The Merivales</i>	McCutcheon, George Barr
<i>The Bruiser</i>	McKenna, Edward
<i>The Man Without Mercy</i>	Merrell, Concordia
<i>Splendour of God</i>	Morrow, Honore Willise
<i>Red Silence</i>	Norris, Kathleen
<i>Johnny Reb</i>	Oehmler, Marie Conway
<i>The Young May Moon</i>	Ostenso, Martha
<i>Married Money</i>	Powel, Harford, Jr.
<i>The Six Mrs. Greenes</i>	Rea, Lorna
<i>All Quiet on the Western Front</i>	Remarque, Eric
<i>Ultimo Thule</i>	Richardson, Henry Handel
<i>The Listening Post</i>	Richmond, Grace S.
<i>The Unkissed Bride</i>	Ruck, Berta
<i>The Omnibus of Crime</i>	Sawyers, Dorothy
<i>Hans Frost</i>	Walpole, Hugh

"They Stooped to Folly" by Ellen
Glasgow were both clever and humor-
ous and added immeasurably to their
attraction. Altogether, it was an in-
spiring lunch-hour for all lovers of
good reading and entertainment.



A Life-Conserving Organization



AS one of the forty-seven agencies participating in the successful twelfth annual campaign of the Rochester Community Chest, the Tuberculosis and Health Association was given space in one of the Company's East Avenue store windows to display one feature of its cooperative service to the parents and children of residents of Rochester.

Appealing Health Messages

"Have a periodic health examination"—"Exercise out-of-doors"—"Eat nutritious food"—"Drink milk"—"Drink plenty of water"—"Wash your hands before you eat"—are among the messages of appeal that the Tuberculosis and Health Association last year broadcast to 135,525 persons of whom more than 30,477 were children. All ages were served—from Baby John to Grandfather Dominic.

Listed among those aided were 795 children examined by physicians and

visited by nurses of the Public Health Nursing Association in the preschool health examination service of the Association. More than 32,229 persons were urged to have an annual health examination; 474 mothers and fathers were urged to have their preschool age children immediately protected against diphtheria through the use of toxin antitoxin; 386 active cases of tuberculosis were given counsel and advice. According to those responsible for the direction of the health promotion campaign in this County, there is no more effective agency for giving information than the public and parochial schools. Last year Association workers showed educational motion pictures to 56,122 Rochester citizens of whom 30,000 were school children. Special health instruction in ways to prevent common colds, nutrition, good posture, etc., was given to 22,902 children in 41 different schools. In addition demonstrations were conducted, exhibits displayed, and literature distributed.

In the occupational therapy service 205 convalescent persons were aided in their recovery through instruction

given by Association workers at the Industrial Workshops at 14 Charlotte Street; at the County Hospital, and in the homes of bedridden patients. Audiences which totalled 56,122 different persons saw health films on correct posture, care of teeth, prevention of tuberculosis.

What a wonderful investment this is in civic welfare!



What is more worth while than trying to give children a good start in health!



The Association's Committee in Rochester's Parochial Schools last year. From left to right, they are: back row, Mr. Joseph P. MacSweeney, who has served as Chairman of the Publicity and Health Education Committee for over twelve years; Mr. Raymond Greenman, Secretary of the Association; Rev. Father J. E. Gafel; Miss Helen Kinney and Mr. Roy Benson. Front row, Louise Struchan, Children's Health Director, National Tuberculosis Association; Frances Dolan, Rev. Fathers A. A. Hughes and John F. Bappel.

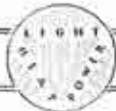
Child Health Day

The observance of Child Health Day on May first was fittingly observed by the Association in a meeting addressed by Dr. Albert D. Kaiser, President, and attended by the Commissioner of Public Safety, members of the Board of Education, Bishop John Francis O'Hern, social workers, and interested citizens. By unanimous vote the twelve years service of Mr. Joseph P. MacSweeney as Chairman of the Publicity and Health Education Committee was fittingly recognized in his election as Association Vice-President. As a charter member of the Rochester Tuberculosis Committee in 1917 the service of Mr. MacSweeney in the anti-tuberculosis cause in this City covers a most interesting period of growth and accomplishment. At that time, before the formation of the War Chest, the Committee was financed by the annual sale of Christmas Seals—a practice which is now carried on outside of the city limits in order to provide funds to carry on the Association service in the work of the County Health Committee for the twenty townships of the County outside of Rochester.

During this period the public support of this work has more than doubled, so that through the aid of the Rochester Community Chest and the Seal Sale the Association last year had an available fund of \$46,739.00 to expend. The services of the Association are largely educational, and at the same time aimed to meet specific needs. (Continued on next page)



Transforming usefulness into happiness is one of the missions of the Association.



During the War the Association served as the tuberculosis division of the Health Bureau, and in 1920 co-operated in the establishment of the Public Health Nursing Association to serve the health needs of tuberculosis as well as all other indigent sick patients confined to their homes. During this time also, the Association demonstrated to the County Tuberculosis Sanatorium authorities the value of an occupational therapy service for convalescent patients, and a County follow-up Nurse, so that the County employed these workers. The Association then co-operated in securing public support for the splendid program of Sanatorium expansion to meet the needs of the County.

Industrial Workshops

After five years of independent maintenance the Curative Workshop two years ago became a division of the Industrial Workshops, now located at 14 Charlotte Street. Here convalescent persons receive training for useful occupation, and are placed in industry through the co-operation of the State Bureau of Rehabilitation.

In carrying out in practice the established principles recommended by the Medical Society of the County of Monroe, a demonstration periodic health examination clinic was main-

tained for several years, and now a medical consultation and follow-up service is maintained for active cases of tuberculosis not being served by any other agency; an educational service places posters and literature in the hands of industrial employes and store workers, and through an Information Bureau special attention is given to enquiries regarding clinic and sanatorium service. Through this Department contact is made between the individual citizen needing aid and the agency prepared to be of service.

Unusual Activity in Parochial Schools

The Association has been particularly active in the thirty-two parochial schools of the City and County. Beginning in 1920 with the conduct of nutrition classes and the sponsoring of periodic health examinations the service was changed in 1924 to provide a modified health education program. In 1925 an intensive program was undertaken in one school with particular emphasis on the improvement of health habits among all the children. To stimulate further interest the use of motion pictures as educational aides was adopted, and wherever requested pictures on tuberculosis and diphtheria prevention, care of the teeth, posture, and nutrition were shown. Each May first during these years Child Health



The Association's Executive Committee utilizes the specialized talents of physicians, priests, teachers, business executives and city and state officials. Shown above are, left to right, Messrs Theodore A. Zornow, the Right Reverend Francis J. O'Hern, Dr. Charles J. Lenhart and Dr. Albert D. Kaiser. Other members of the Committee are shown on the opposite page.



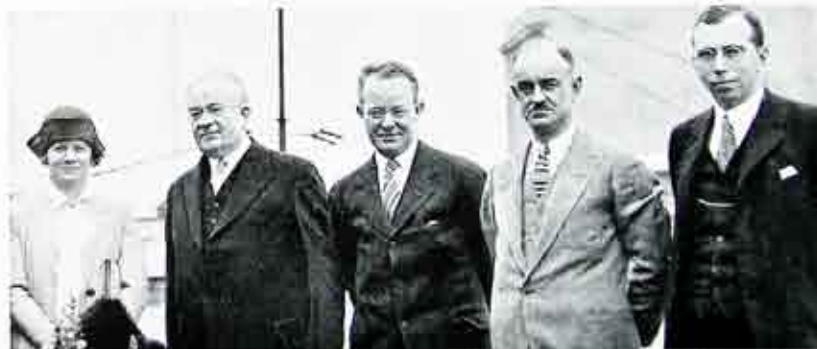
Display in one of the Company's windows during the twelfth annual Community Chest campaign, presenting an appeal in behalf of the Association's work.

Day was observed. Special entertainments of health clowns, marionettes, Sturdy and Sturdette, health poster and slogan contest, health composition contest, Modern Health Crusade tournament were among the featured events which were attended by children's audiences of from one to five thousand. That this work has been successful can be judged from the findings of tests held from time to time.

Health Tests

For example, in a recent test on observance of good health habits during a single day by boys and girls in a school who had carried out the Asso-

ciation program it was found that in the day previous to the test 98.8 had slept with windows open, 98.7 had had a tub bath during the week previous, 83% had eaten fruit a day previous, 78% ate some other vegetable than potatoes, and 70% drank milk. When one considers that the milk drinking had replaced the use of tea and coffee, and that through daily morning health inspection cleanliness had become a requisite of school attendance, and that children were brushing their teeth every day and making a daily effort to improve their posture, it can be well said that the school teacher is directly influencing the conduct of her



Other members of the Association's Executive Committee. They are, left to right, Mrs. Lillian Jones; Mr. Joseph P. MacSweeney, now Vice President of the Association; Dr. Wm. A. Sawyer; Mr. Herman J. Norton, and Dr. Rufus B. Crain.



pupils in the interests of their future welfare.

Reviewing this period of growing interest culminating in the inclusion of health teaching on teacher institute programs, we find that the Association has rendered increasing service to the class room teacher. School authorities now recognize that the school

can and should advance the welfare of the whole child physically as well as mentally. These authorities seek medical counsel and advice, and welcome the assistance of supplementary aides. Perhaps the best judgment on the Modern Health Crusade was rendered by a thirteen year old boy who wrote as follows:

"If you walk around the streets of your city you will notice that some people are sickly and have very thin, puny faces, on the other hand you will notice that some people are strong and well-built. The children of the parochial schools owe their sincere thanks to the Tuberculosis and Health Association for showing the two wonderful plays that were exhibited in our hall. The first and best play was about a boy and a girl who did not wish to join the 'Health Crusade.' After an exciting night with Merlin, the magician of King Arthur's court, the children were glad to join the 'Crusade' and they became one of the best scholars. The other play was about a little girl whose name was Clara, she neglected her teeth and became a foe of all the good children. After she had her teeth fixed she was a friend of all.

"I am sure after these wonderful examples of health, we all wish to fight the dragon of life. To fight the dragons we must eat nourishing foods such as milk, vegetables, and fruit. Wash hands before each meal because they carry germs. We must also try to follow the 'Health Rules' in school and out, such as holding the handkerchief before the nose when sneezing, and also keeping the pencils out of the mouth because they carry germs at the tip."

Moral—"Money can buy riches, but money cannot buy health."

Surely, service in the work of public health provides public-spirited citizens with glowing opportunities to make life happier and more wholesome for thousands of persons in this City.

Dr. Albert D. Kaiser Honors Mr. MacSweeney

To Friends of the Association:

NO one connected with the Tuberculosis and Health Association of Rochester and Monroe County has contributed more to its usefulness during the past twelve years than Mr. Joseph P. MacSweeney. He was one of the charter members of the Rochester Tuberculosis Committee in 1917 and played an important part in shaping the early policies of the organization.

Health education efforts have greatly contributed toward the decline in the death rate from tuberculosis, for the control of this disease is due, in a large measure, to increased knowledge on the part of the general public. During the entire period of Association history Mr. MacSweeney has served as chairman of the Publicity and Health Education Committee responsible for the health education program of the Association in the Public and Parochial Schools, and through all the media of the daily and weekly press radio, billboard and street car advertising, and all other channels of public appeal. As a layman he has recognized the value and need of medical counsel in the affairs of the Association, and has been active in conferences with officials of the County Tuberculosis Sanatorium and the County Medical Society. His service to the Association has been fittingly acknowledged in his recent election as Vice President.

We hope for his continued interest and leadership.

(Signed) ALBERT D. KAISER, M. D.
Association President.

Rochester Gas and Electric Corporation Prize Plant Contest

August 31, 1929

THE third report of standings in the Prize Plant Contest shows eight locations with a rating of 90% or above. Station No. 1 is the winner for the month of August with the Storehouse properties and Station No. 35 second and third, respectively. The August standings are as follows.

Property Name	This Month Rating	Last Month Rating	Average Rating to Date
1. Station 1.....	98.	95.3	94.8
2. Store House, Pole Storage & Ambrose Street.....	94.	90.8	90.6
3. Station 35.....	93.	90.6	86.5
4. Station 5.....	92.5	91.	90.8
5. Station 6.....	91.3	91.3	90.9
6. Gas Distribution.....	91.	87.6	86.9
7. Station 33.....	90.5	89.3	88.9
8. Blossom Road Holder.....	90.	87.3	89.6
9. Stations 26, 36, 37, 38 and 109-R.....	89.4	86.6	84.
10. West Station.....	89.3	88.5	87.9
11. Station 8.....	89.	81.	81.3
12. Motor Department.....	89.	87.5	86.5
13. Station 3.....	88.	82.	81.9
14. Station 4.....	88.	87.	87.
15. Pole Manufacturing Plant.....	87.	84.3	84.4
16. Station 34.....	87.	87.	86.6
17. Garages, Front Street, Brown's Race and Coke Weigh House.....	86.6	82.6	83.9
18. Station 9.....	86.1	89.6	86.4
19. East Gas Station.....	86.	86.	85.6
20. Steam Distribution.....	86.	85.6	83.5
21. General Construction Shops.....	84.7	83.8	84.2
22. Domestic Sales, Shops and Service.....	81.	73.9	76.4
23. Electric Distribution Shops, Storage and Test Rooms.....	80.	74.4	79.6
24. Station 2.....	77.	77.	76.9

PRIZE PLANT CONTEST COMMITTEE

W. E. HUGHES, *Chairman*
W. C. GOSNELL
E. L. WILDER



Office and Electric Distribution in Final Baseball Struggle

THE Gas and Electric Baseball League climaxed to an exciting finish on Saturday afternoon, September 28, at Searle Park, when the Office team won a 2 to 0 victory from the Electric Distribution team. It was a smashing, nerve racking game. It kept the players continually on their toes and the general excitement generated succeeded in keeping the spectators warmed up in the face of the first cool gestures of fall. It was what we should call a "blinger."

While Electric Distribution finally lost, that team put up a tight game and from the start seemed to have just as good a chance to cop a victory as the Office team. Both Myers and Yackel, pitchers for Office and Electric Distribution, respectively, pitched good ball, four hits being tallied off Myers and three off Yackel.

A Tight Game

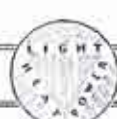
The breaks, however, seemed to be about equally divided, the game being decided on straight baseball merits alone. Both teams indulged in six errors.

Yackel, up to the fifth inning, in one-two-three order, retired the Office hitters, permitting nary a player to land on first base. In the fifth inning, Bassett got as far as second, and Adams died on first, and in the sixth Kress reached third to no avail. Kwapich made second in the seventh inning but the failure of Office to hit left him there.

In the eighth, however, Myers drew a base on balls, went to second on Kress' sacrifice and reached third as Bloom made first on his mishandled grounder. Thus, with one out, and men of third and first, the stage was all set for what proved to be the winning and only runs of the game.



The victorious Office Team, left to right they are, back row: Henry Murky, Elmer Knope, Milton Robinson, Fred Adams, John Bloom. Front row: Norman Luther, William Weaver, Bill Bassett and Roy Myers. Messrs. Kress and Kwapich not in picture.



The next play surprised by being a passed ball through the catcher, on which Myers scored home plate and Bloom went to second. Bloom then was sent home on a nice single by Weaver, who was caught at second as he tried to stretch the hit into a double. Knope grounded out to close the inning. No runs were made in the ninth, although Luther reached second and Adams first.

Nothing exciting happened for Electric Distribution until the fourth inning, when Winterroth, who made two of that team's four hits, singled to gain first and tried to stretch the hit and was out at second. Connellan then got as far as third, and Sanders to second before the third out was made. In the fifth, there were possibilities for some fireworks, but it did not materialize. Deans gained second and was put out at third; Clark suffered likewise at second, Yackel got to second and Johnson's out closed the inning. During the next four innings, lack of timely hits and good slinging by Myers prevented Electric Distribution from advancing anyone farther than first base, and the old ball game again went to the Office team, which last year also copped the season's honors.

Leaders Run Neck and Neck

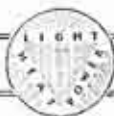
Up to August 12, Electric Distribution had lost but one game, an excellent record. In the following two games, however, which were play-offs of postponed games, they lost each one. During the same period, the Office team, which had lost two games during the season, also played off a postponed game, and won it. This left these two leading teams tied, 11 won and 3 lost, and it was this tie which was played off at Searle Park as we have mentioned above.

The Motor Department team also has a very good record and it, as well as the team representing the Meter Reading Department have closely trailed the leaders quite consistently. They have played many close games with the two foremost teams and are always to be reckoned with. They did, however, have some bad breaks late in the season through loss of pitchers and players.

Each team in the league showed flashes of fine baseball during the season. Lack of facilities to practice, however, and lack of perfect organiza-



The Electric Distribution Team which made the Office "step" to beat them. Left to right: Chase, Shean, Wm. Deans, Carl Winterroth, Wm. Shears, Luke Kimmel, Fred Randall, Melvin Rowman, Benjamin Cahill, Geo. Saunders, Frank Conwellan, Walter Yackel and Carl Johnson, Team Manager



tion in individual teams is a factor which hits some of them harder than others. Some of these difficulties will be straightened out next year.

While it is, of course, thrilling to be "champs," it is safe to say that each team had its just share of the fun which baseball games always bring forth. Each individual departmental baseball organization is to be congratulated on its interest in the league and the wholesome fun which its participation in the competition made possible.

Standing of the Teams

Team	Won	Lost	%
Electric Distribution.....	11	3	.786
Office.....	11	3	.786
Motor Department.....	10	4	.715
Electric Meter.....	7	7	.500
Meter Reading.....	6	8	.429
Gas Distribution.....	5	9	.357
Gas Manufacture.....	3	11	.214
Electric Operation.....	3	11	.214

Much of the success of the league has been because of the interest of its officers. Those who participated last season in this capacity are as follows:

League Officers

President, Willis E. Hughes; Vice-Presidents, Alex Beebe and Lorry Pierce; Treasurer, Roy Briggs, and Secretary, Howard Stebbins.

The Gas and Electric Baseball League played from May 13, to August 16. In winning the season's honors by giving a final trimming to the Electric Distribution team, the Office team thereby tallied its third consecutive year as winner of the pennant. It is interesting to note, also, that for these same three years, the Electric Distribution team has been runner-up, and made Office play, and play hard to cop the final honors.

Imagine My Surprise

"IMAGINE my surprise" wrote a person signed J. W. to Mr. Carol Sibley's interesting column, "Rochester, Day by Day" in the Rochester *Journal and Post Express* recently, "When I received three two-cent stamps from the Rochester Gas and Electric Corporation as over payment of a bill, but imagine my amazement when, a few days later, I received a check for \$1.40 as a discount on a coke purchase."

It is not surprising to those of us who have observed it happen often before, that a customer of a utility should receive what is merely his just due. It is not splitting a hair to be honest, it is not unusual, it is not even exciting to the bookkeepers and others of the clerical force who are called upon, in the course of their routine work, to return to a consumer what actually is his. It is more in the nature of a tribute to modern business ethics and bookkeeping, which seldom today overlook such instances. It is, however, always a pleasure for all concerned, when even an insignificant amount of cash has to be sent back to the place where it really belongs, after it has inadvertently been accepted in error, or through a possible misconception as to the exact application of a rate or a circumstance.

We could tell some interesting stories in this connection. Some of them would detail how checks for larger amounts have been mailed to customers following the finding of a trivial error in his favor which over a period of years has amounted to a substantial sum. Others might tell how a consumer leaving the city has been mailed, much to his surprise, a check including his refund of the cash he had deposited with the Company many years ago in securing his meter installation, at a time when he had not as yet established his credit as a citizen of this



city. With the accrued interest, some of these checks have amounted to fairly appreciable sums. Their coming, unsolicited after the customer had perhaps moved to another city and had forgotten all about the deposit he made years before, usually has brought a very appreciative letter from the person receiving the check.

Many times, the decision of an executive of the Company has resulted in a refund check being sent to a customer, after some decision made by a subordinate has been found slightly inadequate. Large or small, few if any of these rather unusual instances escape the routine checking and red tape of modern bookkeeping methods.

Most of the bookkeeping, checking and comparing required in utility operation today is done by electrically operated machines. They tell no lies, but check without error no matter what the result proves to be. Of course, there is the human element in the equation, which supervises all these activities. There is also the Management, which is ever keen to see that the customer gets his just due. And we might say that they are human enough to get just as big a thrill as any man of the street would when some customer is good enough to express his appreciation over what he considers judicious treatment.

It used to be said that a utility had no soul. Today, however, practically every large utility's operation and service is based upon the supposition that the customer is usually right until the reverse is proven and that, above all things, he must be treated fairly and honestly in all dealings, large or small. A utility is always striving to eliminate mistakes, both in figures and in human performance, but when a mistake is made a utility is as eager as any honest person is to see that the mistake is rectified, even though it be the mere mailing of three two-cent stamps to a customer.

"Booze" Was a Good Old Dog

MR. Robert M. Searle, President of the Company, stated some time since in an address at the Rochester Chamber of Commerce that in his estimation prohibition was largely responsible for the increased general prosperity of this country. Mr. Searle has consistently been a dry, though he never obtrudes his opinions on others who may differ with him. Knowing Mr. Searle to have been staunchly aligned on the side of temperance, we were surprised to hear one of our old-timers, who has known Mr. Searle since he came with the Company in 1906, make the statement given below.

Mr. Charles Ayen, our informer, had this to say when we were visiting with him recently. He said: "The first time I saw Mr. Searle, he was walking across Andrews Street bridge, and he had Booze with him. In fact, he was seldom without Booze in those days."

We were just coming to Mr. Searle's assistance with protestations of his known dryness, when Mr. Ayen continued: "Yes, Booze was a fine dog." From Mr. Ayen's description we should imagine he was about the homliest bull dog then in captivity, but he thought a lot of Mr. Searle and his affection was reciprocated.

We are glad to know that what at first blush appeared to be a colored person in Mr. Searle's 'dry' wood pile proved to be a dog, whose memory we thus honor. We trust Mr. Searle will pardon us for bringing up this Booze question, but we are glad that he stands vindicated in his status quo Volstead.

Here is a law that never varies. No man is bigger than those he hates. When you outgrow them you stop hating them.

—DULUTH HERALD.



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 death of Miss Marion Streicher occurred recently and funeral services were held from her home, 340 Rosewood Terrace. Miss Streicher leaves her parents, Mr. and Mrs. Edward Streicher; two brothers, Elmer and Richard and a sister, Miss Beatrice Streicher. Burial was made at Holy Sepulchre, following services at St. Ambrose Church.

Mr. John Lewis, the father of Mrs. Martha Davis, died recently at his home in Le Roy, N. Y., aged sixty-six years, and burial was made at the family plot at Le Roy. Mr. Lewis left his wife, two sisters in Detroit, Michigan, and his daughter, Mrs. Davis.

Mrs. Bianca Di Miceli, wife of the Rev. Antonio Di Micelo, and mother of Mr. Vitale Di Mitali, died recently and her funeral was held from the family home, 369 University Avenue. Besides her husband and son, the deceased leaves two daughters, Teresa and Joan, her father, one brother and one sister.

PERSONALS



Miss Gertrude Crosier is enjoying life as a member of the household of her brother, at his new home in Rose-lawn.

Miss Helen Buell recently motored along the Susquehanna Trail, stopping at numerous interesting places, including Gettysburg, and a five-day visit at Washington. Her description of the beauty of this trail at this season of the year, would inspire anyone to make the trip which can be accomplished over a week-end.

Helen Mary Thibault is the name of a wonderful little girl who was born to Mr. and Mrs. Frank J. Thibault, on September 30, at 61 Turpin Street. Mr. Thibault is employed in the Meter Reading Department.

Mr. Edmund Marth, who is a member of the Rochester Yacht Club, was a member of a party of yachtsmen who recently sailed the Iroquois Number Two across Lake Ontario. The party started on a Wednesday morning and made the trip over in less than six hours. They sailed up the Bay of Quinte and stopped at Belleville, sailing back Friday. It was a rather cold trip, but very enjoyable and had its exciting moments. Coming back they encountered a snow storm and some very rough weather, which gave them opportunities to test their seamanship.

Mr. and Mrs. Charles Haig recently travelled more than two thousand miles on an interesting motor bus trip. Their itinerary, from New York, led across Delaware, through Bethlehem, Lancaster, Gettysburg, along the Shenandoah Valley, through the Grotto country and the Natural Bridge, and the Trail of the Lonesome Pine. They visited the home of Thomas Jefferson, at Charlottesville, Virginia; Richmond, Fredericksburg; Mt. Vernon, where they inspected the old home of George Washington; Baltimore; Williamstown; Valley Forge; Winchester, which was captured and recaptured seventy-two times during the Civil War, four times in one day, and Lexington, Kentucky, where the tomb of Lee is located. The trip filled seven days with delightful experiences, many



Mr. Frank L. Crandall, in charge of Third Floor Mailing. Mr. Crandall is in love with his work, delights in reading good poems and books and says that life continually gets more and more interesting each year of his life. The photo is by Miss Ethel Miller.

of them bringing to mind decisive happenings in both the Revolutionary and the Civil War. Guides, who reviewed these interesting facts for the travelers, kept one's interest always alert; the meals and the hotel accommodations furnished were excellent, and Mr. and Mrs. Haig had nothing to do but just enjoy themselves. This trip of historical interest leads through beautiful country, the roads were fine and altogether the motoring vacation was one to be remembered for years to come.

Mr. Fay Cotanch, the lanky right fielder of the Meter Readers baseball team, is one of the acknowledged jesters of that department. One day recently a young lady passed in front of him and said, "Pardon Me." And Fay, just to be different than most folks, replied, "Well, you'll have to see the Governor." Fay provided

loads of fun for the fans at every baseball game in which he played this season, and no meter reading festivity is complete without him in the role of chief jester.

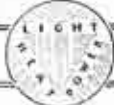
Messrs Rene De Smith, Fay Cotanch and Simon Fitzgerald, sometimes called Simon the Great for his prowess as a bowler, recently purchased new bowling balls and are rolling them regularly in an attempt to get the squeaks out of them, as they call it.

Mr. Ray Patton spent a delightful vacation with friends in New York and Atlantic City.

Mr. Leon Newman, Mrs. Newman and their daughter Katherine spent two delightful weeks camping at Toughanock State Park, near Ithaca. While in that section they visited Lucifer Falls, at Enfield and obtained some excellent photographs.



Ladies and gentlemen, meet Miss Joan Elain Titus, daughter of Mr. and Mrs. Germain Titus, of 84 Minnesota Street. This interesting snap-shot was taken by Mr. W. G. Ficker, of the Transportation Department.



Mr. Francis McCorry attended the recent Notre Dame-Navy football game at Baltimore. He says there were 69,999 persons there besides himself and that they all seemed to be getting their money's worth. He sent a post-card to Mr. "Hank" Sicker, showing a monument erected to some famous Irish regiment in the Civil War. On the card he wrote: "Where were the Dutch in this battle?" These meter readers are incorrigible.

Miss Francine Gass, of the Meter Reading Department, sometimes called the twin sister of Miss Electric, recently visited relatives at Syracuse and Mexico, N. Y.

Mr. E. R. Warren, better known as Dick Warren of the Industrial Sales Department, has taken a leave of absence from the Company's employ and on the twenty-fifth of October started with Mrs. Warren and their children

Richard and Eugene, for Minneapolis, where he is to become a member of the industrial department of the Northern States Power Company. Out where the West begins, where the hand clasp's a little stronger, etc., is where Dick is going, and we trust that he will find his new surroundings entirely as he has idealized them. If he doesn't, we hope he will come right back again to Rochester, where his many friends will surely miss him.

Mr. and Mrs. Floyd Hyland recently became the parents of a little daughter. After much careful thought, they decided to name little Miss Hyland, good one for a sweet Hyland lassie.

Miss Lucille Pugsley was recently transferred from the Investment Department to the Industrial Sales Department.

Miss Gertrude Rotmans recently spent two weeks vacationing at Oneida Lake and the Thousand Islands, being one of a party of four young women who greatly enjoyed the outdoor activities to be had at these wonderful vacation spots. Miss Rotmans also greatly enjoyed a recent week-end trip along the Susquehanna Trail, which was bright with its Autumn colors.

Mr. and Mrs. Al. Koehler, accompanied by another couple this Fall enjoyed a vacation in the Mountains, in the vicinity of Lake Rideau, and Crow Lake. Fishing was good and the camping trip was greatly enjoyed. Before their return, they had the exciting experience of viewing a forest fire, which was all the more appreciated because it was not too near to cause them any personal anxiety.

Miss Violet Payne, on September 21, became the bride of Mr. Charles Richter, the wedding ceremony being performed by the Rev. J. Middleton, at the parsonage, on Inglewood Drive. Following the marriage ceremony a wedding dinner was served at the Green Lantern Inn, and this was fol-



Young men who have designs on the Presidential chair will be interested in this reproduction from a photo taken by Miss Mary Wallman, showing the Capitol at Washington.



lowed by a reception for the bride and groom at the bride's home, on Champlain Street, about one hundred friends being present. Among the prenuptial events in honor of the bride, were four showers, one of which was given by her associates in the Consumers Book-keeping Department.

The marriage of Miss Doris Longley to Mr. James Mets was solemnized on October 26, by the Rev. Mr. Yeaple, at the Lake Avenue Baptist Church. Following a honeymoon trip to Florida, the bride and groom took up their residence in this city. In honor of the bride, her associates in the Appliance Department presented her with many useful gifts, at a variety shower which was held on the Sixth Floor.

Mr. Fred Lovick and family spent their vacation this year at Montreal and Toronto, Canada.

Mr. Nicholas J. Wetzel, of the Meter Reading Department, accompanied his brother recently on a motoring trip to Kansas City, Mo.

Mrs. Pearl Winfield's vacation this year took her to the coast of Maine on a motoring trip. Mrs. Winfield and her husband visited many cities in the East and in the New England States and Canada.

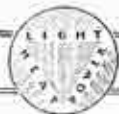
Mr. and Mrs. William Gosnell recently enjoyed a motoring vacation which took them as far as Montreal, Canada. While in Canada, they visited the Notre Dame Cathedral, Mount Royal, Quebec, the shrine at St. Anne de Beaupre and on the return trip they motored through Maine, Vermont, New Hampshire and stopped off in Boston, New York, Atlantic City and Ithaca, where they stayed over night and enjoyed a visit with their daughter, Miss Helen Gosnell, who is taking a course in home economics at Cornell University.

Miss Loretta Murray, of the Meter Reading Department, takes the prize for candor. She does not hesitate to say that she had a "terrible" vacation this year. It rained every day. She said, however, with a smile that belied any regrets, that she did manage to make the best of it. She stayed at home, accomplished a great deal, and had a wonderful rest. She finally admitted that "terrible" was not just the right word, after all.

Miss Margaret Settle; Mrs. Paul Goettle, who was Miss Margaret Teagarden; Miss Catherine O'Brien and Miss Settle's mother, Mrs. Helen Settle comprised a happy party which



Some of Mr. MacSweeney's go-getter salesmen. During July and August they sold 181 Gainaday Electric Washers, 37 more than their allotted quota. From left to right these gentlemen are: D. Talerico, who made 42 sales; Wm. Busnip, 31 sales; Arthur Male, supervisor of sales; Patrick Conboy, 21 sales; John Loux, 25 sales; Fred Redshaw, 11 sales, and Wm. Holgate, 25 sales. Nineteen sales were made at the Main Office. Beating quotas is apparently no bugaboo for these men.



recently motored to Portland, Maine. They drove through the Mountains, stopping at many interesting places, and enjoyed nearly fourteen hundred miles of delightful scenery during the week's trip. On the return trip, they stopped at Hartford for one day.

Mr. and Mrs. Frank Houlihan and their daughter, Miss Jean Houlihan, spent two delightful weeks at a Summer hotel at Fourth Lake on their recent vacation. Trips to Bear Mountain and many other wonderful places, tennis, swimming, fishing and numerous special social activities kept them busy having a good time. Miss Jean especially appreciated the riding, which is a feature to be had at Fourth Lake.

Every Monday night, fifteen meter readers gather at Oxford Hall, on Clinton Avenue North, and choose up for a lively bowling match. If there are any other teams in the Company who wish to get a bit of practice, they



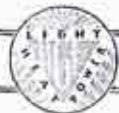
This is Miss Lorraine Grace Pierce, the wonderful little daughter of Mr. and Mrs. Lorry Pierce, of Scottsville Road. She is now over seven months old and looks at the world through rose colored glasses.

should get in touch with Mr. Leon Newman, of the Meter Reading Department, and arrange for a match.

An addition to our large Gas and Electric family that we have thus far overlooked was the arrival of a fine baby girl, on March 13, at the home of Mr. and Mrs. Lorry Pierce, 157 Scottsville Road. The little Miss was named Lorraine Grace and we almost know that thirteen is going to be her lucky number, judging from the way she is thriving. She takes her name jointly from mother and dad.

The following employees attended the annual convention of the American Gas Association, which was held from October 14 to 18, at the Auditorium, Atlantic City: Vice-President Herman Russell; Mr. J. P. Haftenkamp, who is a member of the Manufacturing Committee; Mr. F. H. Patterson, who is Chairman of the Association's Accounting Section; Mr. A. C. Rissberger, Chairman of the Educational Committee; Mr. Raymond Clark, member of the Window Trimming Committee; Mr. V. A. Miller, member of the Coke Committee; Mr. Edwin L. Wilder, member of the Industrial Committee; Mr. John B. Allington, member of the Research Committee; Mr. L. F. Schnidman, member of the Chemical Committee; Mr. Frederick Pfluke, member of the Carbonization Committee; Mr. Joseph P. MacSweeney; Mr. Thomas Cougevan; Mr. Homer C. Deffenbaugh, member of Rate Committee; Mr. Wilbur Seidel; Mr. Richard E. Kruger; Mr. V. C. Hoddick; Mr. Bert B. Yeomans; Mr. Russell Howe; Mr. Leo Sullivan; Mr. Lewis W. Sutherland; Mr. Clinton Cole; Mr. J. W. Brown and Miss Helen Smith. Among the interesting booths at the convention was that of the Associated Gas and Electric Company, which was visited by the members of the Rochester delegation.

Mr. Fred Marsh recently hitchhiked to Chicago, where he visited



relatives and spent a number of days looking over the Windy City. He started out on Friday noon, and it was Friday the 13th of September, but luck was with him for he reached Chicago on Sunday morning, September the 15th. Mr. Marsh found motorists very agreeable and willing to give him a lift, many of them telling him that they gave him a thorough once-over before accepting him as company and "baggage." But a hitch-hiker also has to be careful who rides with. His longest hitch was his ride from Akron direct into Chicago, a distance of 425 miles. Other hitches were of much shorter duration. On one of them, the motorist who gave him a lift had some dynamite in his car. Fred

also spent time helping to get a motorist on the road again following an accident. His return trip was via a Greyhound bus, which made the distance in one and one-half days. Among his interesting side trips in Chicago during his two weeks vacation, Mr. Marsh said, was a visit to the large store of Marshall Field and Company where he saw, among other things, a huge fur storage holding over twelve million dollars worth of furs from every state in the Union. Mr. Marsh also visited Armours, Swifts and Libbys packing plants, and was quite keen about his stroll in Maxwell Street, which is the heart of Chicago's Ghetto.

Mr. A. C. "Grandpa" Vogelsang, and Mrs. Vogelsang are now on their way to St. Petersburg, Florida, where they will again spend the winter

months. Mr. Vogelsang drove his own car and was expecting greatly to enjoy the trip which is now quite a familiar trail to him. He and Mrs. Vogelsang have many friends in St. Petersburg, and returning there is just like going back home.

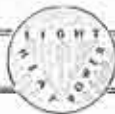
The twins shown herewith are the children of Mr. and Mrs. Charles McTurk. Having their pictures taken didn't mean a thing to them; they did-



If one cute baby is lots of fun, two must be twice as much. That's what Mr. Charles McTurk thinks. He has a wonderful time playing with Jack and Jean, shown above, and they seem to think that he's all right, too.

n't seem to realize that all of our big industrial family was going to see the result, and so they just acted natural, as infants will, and paid no attention to the photographer when he told them to watch for a little birdie. They acted as though they even thought he was "Cukoo." But here they are and their names are Jack and Jean and they are a couple of dandies. Jack is on the left. If you can tell them apart you're a good one. When born on Aug. 13, they weighed five pounds each, and Dad says they were one hundred per cent "talkie," to use a movie expression.

Miss Marion A. Corris, recently enjoyed what appears to have been a perfect motoring trip through the Adirondack, Catskill, Green and White Mountains. She was a member of a party of four persons, one of whom,



Mrs. Arthur Jameson, did the driving. Miss Corris said of her trip, "I had never been through New England before, so the quaint covered bridges and lovely old homes and their antiques, in their proper settings, were very interesting to me. We visited a wonderful home in old Deerfield, which is two hundred years old. One hundred years ago, the owner purchased a lottery ticket for fifty cents and was fortunate enough to win five thousand dollars which was no small sum of money in those days. He spent the money in restoring this old home, sending to France for the wall paper which is still on the walls of the parlor, a fine picture of Napoleon being featured on the landscape scene of the paper." The trip was one of unadulterated enjoyment, for Miss Corris said that the party travelled over fourteen hundred miles without a mishap.

Mr. Joseph Giebel, of the Bengas Station, otherwise termed Bengas Beach, some time since managed to have the Automobile Club place Niagara Falls signs at Front Street and Central Avenue, pointing the way to the proper direction. Previous to this hundreds of tourists stopped daily to ask for directions to the Honeymoon Trail. Joe got so he just used to shout to them: "First left, first right, three red lights down and turn to the left." Now, he has a little peace and is enjoying it.

Miss Evelyn Pink, of 209 Sherman St., daughter of Mr. and Mrs.

Edward G. Pink became the bride of Mr. Carl P. Kopp, of 48 Sherman St., on Saturday, September 14, at four o'clock, the ceremony being performed by the Rev. J. Otto Reller, pastor of Trinity Evangelical Church.



Messrs. George B. Moody, left, and William Mattice, right, who hold down heavy-weight honors in the Pole Yard and Structural Construction Department, respectively. When they get together during a work hour, everything goes by the board hold. It's the way of discouraging unnecessary evaluation (see Webster) and furnishes plenty of fuel for their respective routes.

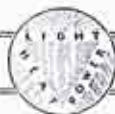
The bride's home was decorated for the occasion with pink roses and gladiolas and the marriage took place under a bank of palms and ferns adorned with flowers. The bride wore a gown of georgette trimmed with pearl beads. Her veil was of white tulle, with a silver band, and was trimmed with orange blossoms, and she carried a bouquet of pink roses.

The Maid of Honor and Best Man were, respectively, Mrs. Myrtle Wettlauer and Mr. William Wettlauer. Mrs. Wettlauer wore a gown of pink georgette trimmed with lace and a silver band decorated with pink roses. The bride's mother wore a gown of black satin trimmed with lace collar, and wore a shoulder bouquet of orchids. The wedding march was played by Mrs. W. Fettig.

The wedding dinner was served at The Marigold, followed by a reception at the bride's home. Out of town guests were Mrs. Elmer P. Hutter, Brooklyn, N.Y.; Mr. and Mrs. Carl Kopp and family, St. Johnsville, N.Y.;



"Pal", the playful collie pet of Miss Cherie DeJohn. "Pal" knows his stuff, and knows that he knows it as you can tell from his confident expression.



Mr. and Mrs. Julius F. Grandons, Dolgeville, N.Y., and Miss Eva Freislich, Rome, N.Y.

Pre-nuptial events in the bride's honor were: a kitchen shower by Mrs. Emma Howland; a dinner by Mrs. Myrtle Wettlauer; a variety shower by Mrs. Frank Whyer and one by the bride's associates in the Electric Meter Department.

Following the wedding reception, the bride and groom left on a honeymoon which was spent in New York and Atlantic City.

Meter Reader's Joy

METER readers get very hungry. Their work in the outdoors and their strenuous days of walking, climbing up and down stairs, side-stepping hazards hidden in dark passages and trying to dodge the family dog, all enter into this matter of appetite. Those men can eat, there's no question about it. They eat well every day in the year, but there is one special day when they all gather together, appetites and all, and pay homage to the ability of Leon Newman as a "champeen" roaster of perfect port-erhouses.

Leon has run steak roasts for the Meter Reading Department regularly for some years. He has trained worthy assistants to help him and he has all the necessary equipment to make the affair a sort of professional culinary handicap. The only handicap is one's inability to eat as much as someone else, for there is always plenty.

As usual, the steak roast was held at the Sours farm, on Brooks Avenue, out where the wide open spaces begin to get wider and wider; where there is lots of room to play ball and run races; and these meter readers can "step." They are trained down to the limit all the time. Therefore, their events are always interesting, and fast, but the

steak roast is only one of the events. The races this year were won by the following men: Hooligan Race; Francis McCorry, Jarvis Sleight; 100 Yard Dash: Wesley Struble, Marine De Smith; Ball Throwing: Edwin Kwapich, James McGraw; Balloon Race: Henry Sicker, Rudy Hoffmeier; Ball Throwing, for accuracy: Henry Van Zandt, Wesley Struble; Baby Race: Clarence Ragan, Rudy Hoffmeier. The baseball game was won by the single men, score 5 to 3; Captain of the single men's team, Fay Cotanch; Married men's team, Floyd Hegedorn. Paul R. Bestor was chairman of the steak roast committee, and he was assisted by Messrs Clinton H. Turrell and James Kennedy. Prizes were given in all events, which were run off under the supervision of Mr. Wesley Killip. It was a grand time, an afternoon without a yawn, and one just full of food, frolic, and whoopee.



Beautiful Walking Glen, from a photograph taken by Mr. Lorne Fulton, of the Main Office.



SELECTED

FUMES AND FLASHES



BLACK AND WHITE

"What's the matter, Rastus, you seem as mad as a wet hen?"

"Well, why shouldn't I be? The doctor what operated on me for pendericitus went and sewed me up wif white thread."

YOU SAID IT, MISTER!

Commercial Traveler: "My lad, that's a fine looking goat you are driving. Can he haul more than one?" "Sure thing," the lad replied; "sometimes three of us kids ride behind him." "Strong, isn't he?" "Yep, but since we've got used to him we don't mind that."

STARTING YOUNG

Ma—I want to speak to you about Junior. He doesn't like to work and gets that Jones boy to do everything for him. I don't want to have a lazy, good-for-nothing son."

Pa—Lazy? My stars! He shows executive ability.—Everybody's Magazine.

THE NIGHT WAY

Rufus was proudly sporting a new shirt when a friend asked: "How many yards do it take to make a shirt like dat one, Rufus?"

"Well, sah," replied Rufus, "Ah got two shirts like this out'n one yard last night."

BREAKING IT GENTLY

Murphy had been careless in handling the blasting powder in the quarry and Duffy had been deputed to break the news gently to the widow.

"Mrs. Murphy," said he, "isn't it today the fellow calls for the weekly payment for Murphy's life assurance?"

"It is," answered Mrs. Murphy.

"Well, now, a word in your ear," said Duffy. "Sure ye can snap your fingers at the fellow today."

NO SELL—NO BUY

Two knights of the road were walking along the railroad tracks and found a bottle of white mule. One took a drink and passed it to the other. And so forth until the bottle was empty.

After a while one puffed out his chest and said, "You know, Bill, tomorrow I'm going to buy this railroad. I'm going to buy all the railroads in the country, all the automobiles, all the steamships—everything. What do you think of that?"

Bill looked at his companion, disparagingly and replied, "Impossible, can't do it."

"Why not?"

"I won't sell!"

TRAIN MUST BE LATE

Passenger—"Why are we so late?"

The Porter—"Well, Sah de train in front is behind, and we was behind before besides."

QUITE LARGE

"What size bank is the one you work in?"

"Well, it takes a good story two weeks to get from the president back to the president."

WHY WORRY

The neighbor of a man noted for his extreme thrift saw him coming down the road one week day dressed in his Sunday clothes.

"What's up, Cy?" he called out. "Why the glad rags?"

"Haven't you heard the news?"

"News! What news?"

"Triplets!"

"Oh, and you're celebratin'—?"

"No, but what the heck's the use tryin' to be economical now."

SALES RESISTANCE

A beautiful young lady boarded the street car.

"Oi, lady," pleaded Ginsberg of Ginsberg, Ginsberg and Ginsberg, Incorporated, "please don't sit underneath my advertisement!"

SLOW

The clock struck nine. I looked at Kate,
Whose lips were luscious red.

"At quarter after nine I mean

To steal a kiss," I said,

She cast a roguish glance at me,

And then she whispered low,

"Don't mind that stupid clock, my dear;

It's fifteen minutes slow."

EMOTION

A man was discovered by his wife one night standing over his baby's crib. Silently she watched him. As he stood looking down at the sleeping infant, she saw in his face a mixture of emotions—rapture, doubt, admiration, despair, ecstasy, incredulity. Touched and wondering alike at this unusual parental attitude and the conflicting emotions, the wife with eyes glistening arose and slipped her arms around him.

"A penny for your thoughts," she said, in a voice tremulous with tenderness.

Startled into consciousness, he blurted them out:

"For the life of me, I can't see how anybody can make a crib like that for three forty-nine!"



IF your nose is close
To the grindstone rough,
And you hold it down
There long enough,
In time you'll say
There's no such thing
As brooks that babble
And birds that sing.
These three will all
Your world compose:
Just You, the Stone,
And your darned old Nose.

—Selected.

The Art of Losing



LORD, when I'm being trimmed at golf
Or bridge or what the game may be,
When all my shots are slightly off,
Please make a gentleman of me!
Teach me to fight to hold my place,
But let me loose with decent grace.

Lord, when it's not my day to win,
Let me not whimper or complain;
Teach me, at least, to keep my grin,
Although my very best in vain.
Let me not curse my luck or wail,
Oh, teach my spirit how to fail!

Lord, when the odds against me lie,
Whatever goal it is I seek,
Let me look failure in the eye
And still be kindly when I speak.
Not victory alone I choose,
Teach me, Good Master, how to loose.

Lord, when defeat is mine to bear
Let not my spirit be cast down;
Protect me from a gloomy air,
And save me from the churlish frown.
And since it is an art to lose,
That art, before all else I'd choose.

Lord, when at last the
score is known,
Let those with whom
I've shared the sport
Tell no ill temper I have
shown,
Or make of me a poor
report.
Hard fighter? Yes, and
blow for blow,
But not too keen for vic-
tory, though.

—Selected.

