

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

November, 1934

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NOVEMBER

The melancholy days are come, the saddest of the year,
Of wailing winds, and naked woods, and meadows brown
and sere.

Heaped in the hollows of the grove, the autumn leaves
lie dead;

They rustle to the eddying gust, and to the rabbit's tread;

The robbin and the wren are flown, and from the shrubs
the jay,

And from the wood-top calls the crow through all the
gloomy day.

—WILLIAM CULLEN BRYANT



GAS & ELECTRIC NEWS

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Hunting With a Dog, a Gun and a Graflex

HAVE you seen a football player lunge forward to make a tackle? This, sage heads tell us, is a demonstration of the springing instinct. Ages ago, our primitive ancestors sprang and lunged at their foes, at the game they needed for sustenance. We of today still retain vestiges of this instinct. Hunting, fishing, sports, all bring out this old urge.

Thousands of hunters in Rochester and vicinity have of late gotten up earlier than usual to go hunting. The pheasant has been the piece-de-resistance of this hunting urge. We asked Mr. Fred Seidell and his dog "Fly" to take us on for an afternoon's hunting recently. The picture on the front cover is a result of this experience.

Have you ever followed a hunter and his dog about? Have you ever tried to get a picture of a nervous hound or pointer, on a chilly day, when the sun just wouldn't shine when the right opportunity came for a picture? If you haven't, you haven't missed much. It's just plain work; but, after all, it has its compensating moments.

We were out to get a picture, not to shoot pheasants. Therefore, we "muffed" two good chances to get a "bird." The last one came when we were all "set" to go home. We had removed the shells from the gun and as we were right near a home, we never dreamed a pheasant might be lurking there. Just as the last shell was ejected, however, we took only two steps towards the car when a big cock pheasant zoomed into the air. That was quite a disappointment.

The other chance came when we

were in deep grass, the gun was on safety, largely so that the photographer wouldn't be shot in cold blood in the excitement of the moment. So, that bird also got away. But we did get a picture, which is some compensation.

"Fly" is a college dog. In the winter she is sent to Florida where she is taken out regularly and trained in quail hunting. She learns what a good doggie ought to know about hunting. She will cover just so many paces, back and forth, in advance of her master. She obeys his commands. However, she is still a bit too ambi-

(Continued on
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Who couldn't have good hunting, with such a nice dog to put the birds on the "spot"? The photo, taken by Arthur Underwood, shows "Spot" (in the center) and at his right, his master, Charles Shaw; at his left Norman Schuth, a friend. Every dog has his day. We hope "Spot" likes the publicity.

Highway Lighting Decreases Hazards

"Careful analysis of figures recently submitted have convinced me conclusively that adequate lighting properly applied to the streets and highways of New York State would prevent at least one-quarter of the motor vehicle accidents which occur at night." Statement of Commissioner Charles A. Harnett, of the Motor Vehicle Bureau of New York State, in the New York Herald Tribune, under date of July 22, 1934.

VERY recently three persons lost their lives in an unfortunate accident on a nearby country road. A car and a buggy crashed on an unlighted highway. After these accidents there always comes a public weighing of the factors involved. Could the accident have been prevented? If so, how?

In this instance, the motorist and those with him allege that there was no tail light on the buggy. What a small thing, a tail light, to stand between human beings and life itself. Yet, this is true. Such a light may be one's main salvation and protection under such circumstances.

How easy it can be to hit a pedestrian walking along the side of the road, every motorist knows. Constant

vigilance is always necessary. But what if this vigilance is temporarily denied, as may happen to any ordinarily careful driver?

Death stalks unlighted public highways. Few persons will deny this. We wonder if pedestrians realize in what danger they are. With all due regard for them, they sometimes seem to place the burden of the responsibility upon the driver of a motor vehicle. Too often, they take for granted that he is always competent, always sober and never for a moment preoccupied with those frequent lapses of mental vigilance and alertness which can spell doom.

Public safety depends upon the cooperation of both driver and pedestrian. Without a doubt one of the



Three persons were killed in this accident which occurred at night on an unlighted highway. Tests show an average of 2 fatalities per 100,000 of population during daylight periods in summer months, in 46 American cities surveyed; dark periods during winter months show five fatalities per 100,000 of population where illumination is poor, and a continual decrease in fatalities as illumination is improved.



Photographs showing (try and see him) a man walking at right side of the road on an un-illuminated highway, with the lights from an approaching car blinding the driver of the car approaching the pedestrian.

largest factors is adequate illumination of streets and highways. Here are some figures which bear out this supposition:

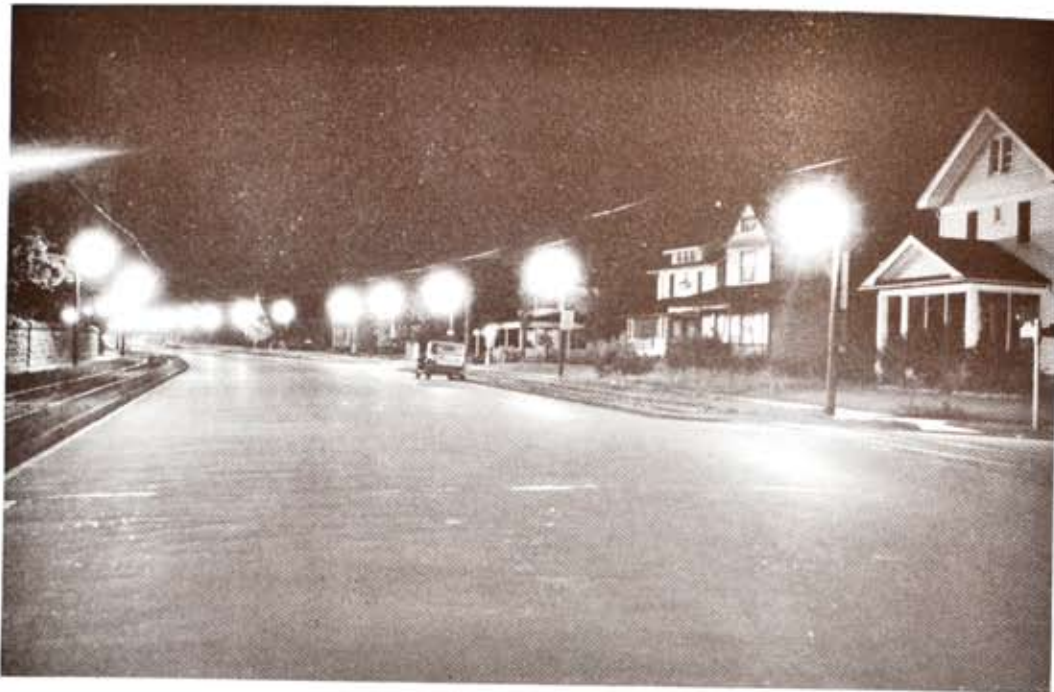
The Travelers Insurance Company in a broad safety survey found that twenty-two cities, by increasing street lighting costs \$0.093 per capita, or a total of \$1,429,321, for 1931 and 1932 decreased automobile fatalities during

hours of darkness by 23.8 per cent which represents an economic saving of \$31,833,000, or \$2.07 per capita.

The same company also found that twenty cities which decreased street lighting budgets for the same two years by a total of \$1,101,389, a decreased cost per capita of \$0.19, had an increase of 7.4 per cent in automobile fatalities during hours of darkness,



The same pedestrian on an illuminated highway, the highway lighting helping appreciably to make the pedestrian more visible to the motorist approaching him. In each instance photographs were taken on a rainy night.



Lake Avenue Boulevard at night. Here, good lighting helps to insure a higher factor of safety for pedestrians and motorists alike. The Travelers Insurance Company estimates that the economic loss through insufficient lighting, winter over summer months, to be \$201,534,000 per year for the United States, a sum which that company says might be saved through adequate street lighting.

representing an excess economic cost of \$3,888,000, or \$0.69 per capita. Which do you think was the wiser plan?

There is a definite relation between fatalities and lighting. The Travelers survey further shows that in forty-six American cities, with a total population of more than 25,000,000 persons, there was an increase of 392 fatal and 10,177 non-fatal accidents that were attributable to inadequate street lighting. The Travelers organization estimates that the economic loss from insufficient light, winter over summer, to be \$201,534,000 per year for the United States, a sum which might be saved with adequate street lighting.

It can definitely be proved that traffic accidents decrease as street lighting is improved. Daylight periods during summer months in forty-six American cities showed less than two fatalities per 100,000 of population. The dark periods during winter months shows approximately five fatalities per 100,000 of population where illum-

ination is poor, and a continual decrease in fatalities as the illumination is improved.

To return to our original topic, a report made by Osborne A. Mitchell, editor of *Electrical News and Engineering* says that half the rural highway accidents occurring after dark are due to the driver's not being able to see clearly; that although fewer cars travel at night, the fatalities are heavier than during the daytime, and that darkness, or inadequate illumination, is one of the greatest hazards and is responsible for more accidents and more deaths on out highways than perhaps any other factor. This report covers the traffic accidents in the Province of Ontario.

Wherever one goes where there are automobiles and public highways, whether it be in the United States, Canada or foreign countries, the experience seems to be the same, that highway and street lighting of an adequate nature is necessary to the maintenance of high standards of safety, and eventually pays big dividends.

WOMAN KILLED, EIGHT OTHERS HURT IN TRAFFIC ACCIDENTS

POLICE OFFICER INJURED IN COLLISION
Run down by a taxicab, a woman was dead today and eight other persons were on the traffic hospital as a result of a crash drive on Lake Avenue. The driver, Erwin Sherman, 27, of 7 Thomas Street, was arrested on the spot.

Baby's Death Starts Action for Damages
Father of Crash Victim Gets Right to Sue
H. Keith Dean, 24, of 2081 Dewey Avenue, yesterday was granted limited powers of administration by Surrogate Joseph M. ...

CLEAR TEACHER IN AUTO DEATH
A teacher who was killed in a crash drive on Lake Avenue ...

4 OTHERS HURT IN TRAFFIC MISHAPS
Circumstances surrounding the accident in which Charles ...

SETTLEMENT MADE IN AUTO CRASH SUIT
Settlement for \$1,250 of death ...

MOTHER, SON DIE IN CRASH
A 30-year-old son, John ...

CHIEF ON TRIAL IN FATAL CRASH
LOCKPORT
William E. ...

WOMAN HURT IN AUTO CRASH FIGHTS DEATH
Buffalo Pair in Dansville Hospital—Funeral Set For Nurse Killed

CRASH DRIVER NABBED AFTER LONG PURSUIT
Chased several blocks by a ...

Car Passenger Hurt By Headon Collision
Injured in a ...

Truck Overtaken In Scotts
Injured in a ...

2 GIRLS KILLED ON HALLOWEEN LARK

WOMAN FELLEDED BY TAXI HERE DIES OF HURTS
Fataally injured when struck by a taxicab, Mrs. Hermine ...

Woman Pedestrian Killed By Taxi in Lake Avenue

30 MOTORISTS LOSE LICENSE TO DRIVE CAR
Death Misses Third Young Merrymaker, Driver Freed

DRUNKEN DRIVER LOSES LICENSE
John E. Hickey, 24, of 7 Woodside Street, was convicted by Judge James P. O'Connell in City Court today on a charge of driving while intoxicated, following a trial.

30 MOTORISTS LOSE LICENSE TO DRIVE CAR
29 Suspensions Also Announced in Area Of Rochester

If, like Will Rogers, you didn't know anything about traffic accidents excepting what you read in the "papers, you would know and realize a plenty. So far this year, 33 persons have been killed in Rochester alone. Many tragedies have happened on highways leading to Rochester, where absence of highway lighting has been a contributing cause. Even though you be the best driver in the country, you can easily be a puppet of fate when on dark, rainy nights, you pass approaching cars on unlighted highways.

Better Light—Better Sight

WALTER McKIE, *Lighting Engineer*

HUMAN resources, eyesight, energy, health, yes even life, are daily sacrificed through lack of a proper knowledge of seeing. The world has made great progress in lengthening the average years of life through the study of the human anatomy and research in the field of hygiene, medicine and surgery, yet the sense of sight, through which most of our knowledge is gained, has received little or no attention until very recent years. True we have long known how to correct eye defects by the application of lenses for eye glasses but until recently lacked sufficient knowledge concerning the care of the eyes properly to conserve vision.



Frances McShea, Home Service Department, demonstrates the sight-meter to Mrs. Ernest Fechner, Lake Crest Road. Call Main 3960, ask for this department and arrange for a check-up of your home lighting intensities, without cost to you.

Our eyes in the process of evolution have been trained for long distance seeing out-of-doors, under the high intensities of daylight. Civilization, as it has progressed through the ages, has made it necessary for enlightened man to move indoors with his work and all sorts of tasks have been created for our eyes to do under conditions vastly different than those nature intended.

In moving indoors, man in his ignorance has sacrificed two very important provisions of nature. He left the ultra-violet rays outdoors; those health-giving rays of the sun which are so beneficial in providing Vitamine D to our body for bone building, for teeth and for building up our resistance to ward off diseases. The lighting of interiors for the future must embody these important rays as a substitute for sunlight if we find it impossible to spend a great deal of our time out-of-doors, exposed to the sun's rays. Mankind also left high-intensity day-

light outdoors, and in its place he substituted low-intensity artificial light. We could see, of course, under the newly created conditions but at what a cost in health and well-being. Defective vision, because of these and other handicaps, has increased at an alarming rate due to constant eye strain from trying to see.

It is unfortunate that our eyes cannot

or at least do not always notify us when we misuse them. If we cut or burn ourselves we are immediately conscious of danger and withdraw from that hazard. The only method our eyes have of telling us they are being abused, however, is through some sympathetic disorder such as headache, fatigue, or nervousness. Unless we heed such warnings we are quite sure to suffer permanent injury to the eye.

The important question is this; how easily, quickly and comfortably we can see rather than can we see. One can see in moonlight, yet no one would attempt to read or operate an industrial machine under such conditions; yet we have not advanced beyond the moonlight stage with artificial light. Under daylight we can take a picture with a camera which is sharp in every detail. To do the same at night we must use powerful flash lights for the same purpose. The eye isn't so much different than the camera for under daylight we relax, assume a comfortable position and do our tasks with ease. When night comes with its low intensity artificial light we tense our bodies,



This little device shows whether your lighting is good or if it is causing you to strain or abuse your eyes. It is being used by the Company to help you make sure your lighting is of an intensity required for doing a proper job of "seeing."

frown, get our eyes close to our work and assume all sorts of awkward positions while trying to see. No wonder that eye defects are increasing, or that children are retarded in their process of obtaining knowledge; no wonder that old people find it difficult to hold a position. Higher intensity



A Better Light, Better Sight window display calling attention to the importance of knowing whether or not your home lighting is adequate for the requirements of proper "seeing." This occupied a Company display window during the recent Lighting School held on the Sixth Floor.

artificial light will do much to reduce eye strain and the physical and mental ills incident to it.

It is not only a matter of eye strain, however; it is a case of using up a great deal of unnecessary nervous energy as well. We spend a day working around the yard, hiking or enjoying some other form of physical exercise; we tire, certainly, but not in the same manner as when we use our eyes to see under wrong lighting. After the fatigue of physical exercise out-of-doors we rest well and arise feeling invigorated, while fatigue as a result of eye strain produces a nervousness and a toxic condition which cause restless slumber, and arise the following morning, still somewhat tired, to begin another day's work. Proper lighting will do much to eliminate such conditions.

In addition to providing higher in-

tensity we must consider other important factors. First, the question of glare which is substantially any unusually bright light in the field of vision. No one dares to look at the sun because the glare is temporarily blinding. Nature has provided protection for the eye against this glare of the sun through giving us eyelids and by setting the eyes back into the head. These protective measures of nature, however, are not equally effective against artificial light, therefore, we must use other precautions in the form of shades. Every bulb should be shaded so as not to allow the bulb to shine either directly or indirectly into our eyes.

Contrasts of illumination should not be too severe. Daylight provides a combination of light and soft shadows for eye comfort. The same should be



Mr. Robert Huse finds the new Illuminating Engineering Society type of reading and study lamp a great aid in getting his High School home-work done without unnecessary eye-strain. This lamp provides freedom from glare, adequate illumination upon close-up work and general illumination sufficient to prevent eye shock when looking out and away from what one is doing.



The old-type study lamp permitted too great contrasts of illumination, with its accompanying shock to the eyes, and often used a wattage much too small to provide an adequate amount of lighting for the work to be done without eye-strain.



November Display on the Main Floor featured by the Rochester Electrical Association. Here, thousands of persons got acquainted with the new I. E. S. study and reading lamps, saw a Sight-meter in operation and got a better idea as to what constitutes proper illumination.

followed in artificial light. We should have enough light to perform our task with ease and a low general intensity throughout the rest of the room. The harsh contrast that usually exists between our brightly lighted working areas and the areas surrounding it cause the eyes to readjust themselves, shift gears so to speak, every time they glance out into the darkened parts of the room, which they do frequently without our being aware of it.

The eyes are not accurate instruments with which to measure light when we desire to know if we really have enough light with which to see properly. We can't do this any more accurately than we can guess temperatures, weight or distance. An accurate device known as a sight meter, however, will give you a positive check on your lighting conditions. If you will make use of this instrument, one of which will be brought to your home upon request to the Home Service Dept., you will be able to obtain proper seeing conditions.

In addition to our own personal welfare and happiness we should not lose sight of the welfare of others. In these days many lives are unnecessarily lost on our streets and highways. Why? Because the driver of a car cannot see pedestrians walking on the roads due to the lack of light or the blinding glare of an approaching car which is temporarily blinding and does not permit the driver to see properly. If we are to continue our advancement along the lines of human welfare we are grossly negligent in our responsibilities to ourselves and to our fellow human beings as long as we fail to provide proper lighting along our highways. We all must awaken to our full responsibility as human seeing machines and in the interest of advancing civilization and our own welfare we must not overlook the highly important problem of light, for seeing; light which will make it possible for us to see easily, quickly, comfortably and accurately.



Study tasks become a pleasure when the children are provided ample illumination. Eyes are precious things. They should not be abused, and need not be if we take advantage of the modern services offered us along the lines of such activities as the Better Light, Better Sight campaign which has been running for some weeks.

DEATH TAKES W. ROY McCANNE

A DIRECTOR OF THE
COMPANY



W. ROY McCANNE
PRESIDENT, STROMBERG-CARLSON
TELEPHONE MFG. CO.

IT WAS a real shock to Rochesterians to learn of the sudden death of Mr. W. Roy McCanne, president and general manager of the Stromberg Carlson Telephone and Manufacturing Company. . . . Mr. McCanne came to Rochester in 1906, and was made secretary of the Stromberg Company in 1907. Except for a short period with the Eastman Kodak Company, his interest has always been connected with the development of the telephone and the radio.

In 1914, he was named general manager of the Stromberg Company, and was elevated to its presidency in 1924, succeeding George W. Todd, who was made chairman of the board. As a result of Mr. McCanne's ability and foresight, the Stromberg Company expanded into the field of radio, and became a leader in that line. . . . During the world war, Mr. McCanne was one of the three members on Rochester's community labor board. He was also chairman of the signalling apparatus committee, appointed by the war industries board, and was division chairman of the committeemen on all of Rochester's Liberty Loan drives.

Mr. McCanne's ability attracted national attention when he was made, with Mr. Fred D. Williams of Indianapolis, a joint member of President Roosevelt's industrial control program relative to the radio industry. His message to Washington in this connection was read by Senator Borah in defending his anti-trust amendment to the measure.

Mr. McCanne was always active in the work of the Rochester Chamber of Commerce, and he was president of that organization in 1921. For some years he has been a director of the Rochester Gas and Electric Corporation and of the Rochester Trust and Safe Deposit Company. He was a member of the Genesee Valley and Rochester Clubs; Country Club, and Oak Hill Country Club; a member of the Rochester Historical Society and the Automobile Club of Rochester; the First Baptist Church and the John R. Lawrence Lodge, F. and A. M. . . . Mr. McCanne is survived by his wife, Minnie Lee McCanne; a son, Lee McCanne and two grandchildren, Roy and Sallie McCanne of this city; his mother, Mrs. Alice McCanne, of Cairo, Mo. and a brother, Oval McCanne, of St. Louis.

W. Roy McCanne gave to this city the very best his fine personality and character possessed. He was a valuable asset to the directorate of the Company, which he served without stint. He was a friend of the people and his name will be emblazoned on the records of Rochester as one of its outstanding citizens. He was a real man.

GAS and ELECTRIC « NEWS »

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

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Material may be copied if credit is given

VOL. 19 NOVEMBER, 1934 No. 10

Unlighted Highways

THINK over your friends, and numbers of them will stand out as tried and true, having stuck through thick and thin; when the going was tough and when the skies were blue. Such persons are assuredly not the "fair weather friends" we sometimes hear about.

These men and women who have been so constant in their friendship are the types of persons who make unusually good citizens. They have "what it takes" to do anything worth while.

By a very round-about way we are leading up to safe driving. The kind of people we have been calling to your attention quite generally make good drivers. They have a "heart" for the other fellow, for children, even dumb animals; they wouldn't run over a

chicken in the road—just for a lark. They aren't built that way.

Now, our narrative takes another "slant." Granted we have good people and safe drivers. So far, so good. It makes a pretty good set-up for safety. However, there seems to be what the fortune teller would call "a tall dark man" entering upon this scene; he is the villain; his name is "Unlighted Highways."

You have read the 'papers of late. You have shuddered at reading of the deaths of little children, older persons and others, so many of these accidents taking place on highways that are tough barriers for even these good, safe-driving persons we have mentioned. It seems that even when a driver is sober, sane, careful and solicitous for the life and limb of others—he can do a lot of damage on such hazardous highways, because when passing a car coming toward him at night, he just can't see pedestrians on the roadside.

On the next page is an editorial which appeared in the Rochester Journal and Post Express, a 'paper which editorially has seen the shadow of this "tall dark man" on the highways of this section. Read it over. Think it over. What can we do about making highways safer?

One thing is sure; many of the accidents resulting in deaths of late hereabouts would never have occurred upon lighted highways. If we say much more, some persons may accuse us of promoting business for the Company, the business of lighting; but, if there was a dangerous maniac hovering about the vicinity where your children go to school, would you hesitate to broadcast publicity which might result in his capture and incarceration? You would not! Well, we are just as eagerly trying to lay low this "tall dark man" in whose shadow lurks death. His name is "unlighted highways."

A Tragedy of Darkness

DIFFERENT reasons may be ascribed for the accident in which two little girls were killed by an automobile in Titus Avenue on Hallowe'en—a pathetic tragedy that has clouded other lives.

Blinding headlights . . . a thick mist falling.

But behind the contributing causes is the surprising fact that this congested highway traveled by vehicles and pedestrians has no street lights to guide through abysmal darkness at night.

There is a cinder path only part of the way.

Irondequoit is a country town with a population larger than that of a great many cities, yet such streets as Titus Avenue and St. Paul Boulevard are as dark as narrow country lanes.

No wonder shocking accidents occur there.

After a series of fatal accidents, preparations had been made to light St. Paul Boulevard, but economies which were imposed by the depression caused a delay in carrying out plans.

The Board of Supervisors recently renewed a contract with the Rochester Gas and Electric Corporation to continue lights on other highways entering the city equipped for them.

It should also act to light these streets.

The community sincerely sympathizes with the bereaved families of the children who were killed while walking on their way to a party.

But such accidents will happen—they are the kind that must be expected at intervals—until lights are installed.

(Roch. Journal, Nov. 2, 1934)

Adaptation

Friend: "Whom does your little son look like?"
Happy Father: "His eyes are mine, the nose is the wife's, and his voice, I think, he got from our auto horn."

Applause

WE are listening to a humorous radio program. The jokes are funny, the intervening music is excellent. Even the mistrels laugh at their own jokes in a way that seems to be spontaneous and not forced. Yet, we don't warm-up to this program over much, we who are listening-in in our comfortable, soft-lighted living room. Something isn't just right.

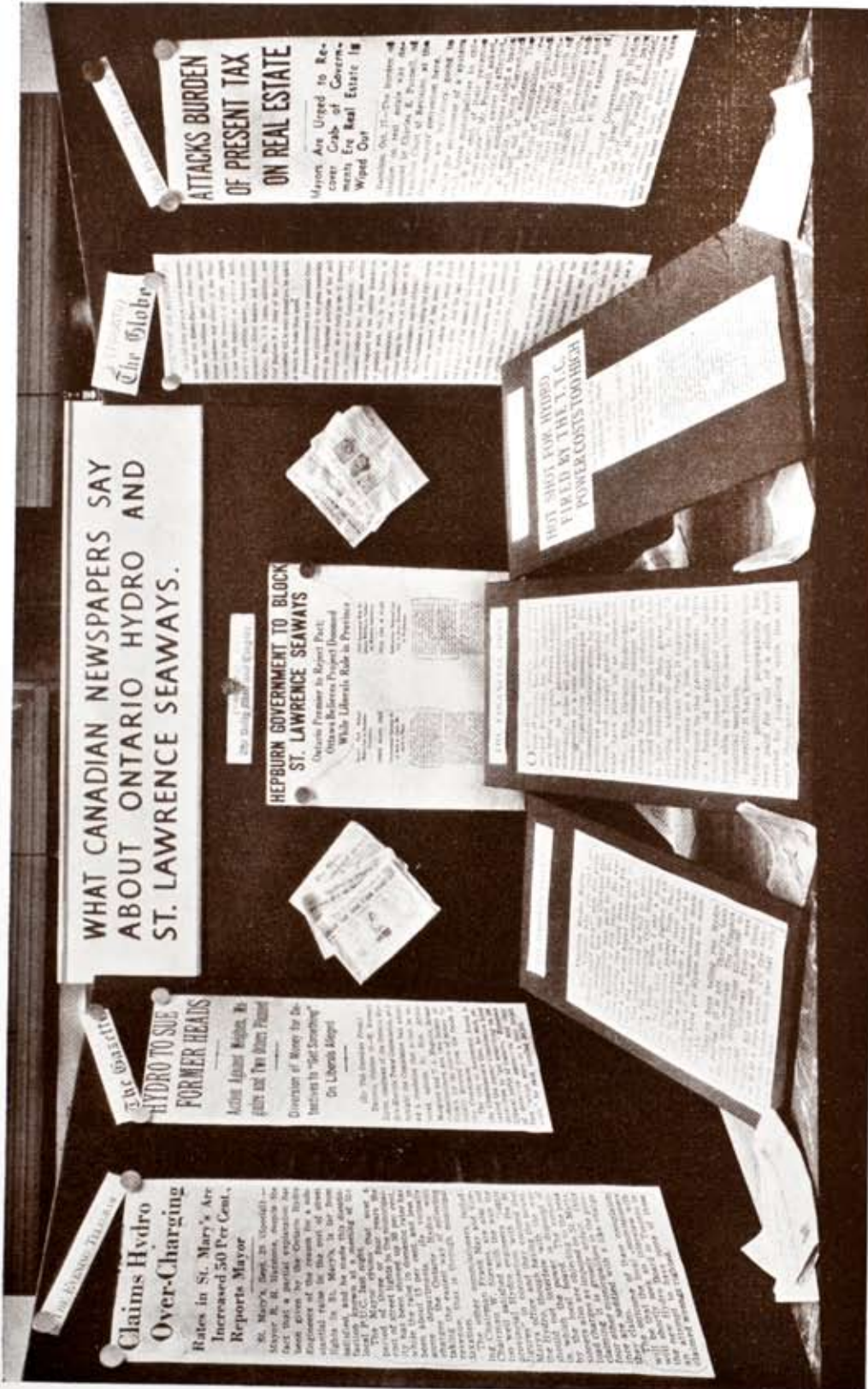
Another well-known program holds our attention this night. Same kind of good jokes, same good minstrels and end men, same set-up. When a comedy climax comes, however, a big listening audience at the point where the broadcast originates howls its approval; it is a stampede of rippling, thunderous applause. And we all laugh in harmonious acquiescence. "Gee, that's a peach of a program" we remark, almost collectively.

While we assuredly, many of us, are getting to be introverts so far as humor is concerned, we do enjoy the psychological something that overcomes us when we "hear" a big crowd enjoying themselves. The minstrels, the end-men, the announcer—all seem to do just a bit better job when salved on by the inspiration of applause.

Some persons don't get much applause; some do not like it overmuch. On the whole, however, applause, commendation, a pat on the back, a nice word of approval—all are tonics which no one should be deprived of. The world and all the people in it are better for these things which are possible for all of us to pass out so easily, if we only remember to do it.

Try it out on your friends, the folks at home, even on the casual stranger you contact. Try and find something for which he or she can be commended. Some persons there may be who will misconstrue your motives and, like the printer who "pied" the type and turned applause into "applesauce"

(Continued on Page 316)



One of the Company's East Avenue windows, consisting of actual blown-up newspaper clippings from the Canadian press, relative to the Ontario Hydro-electric System and the St. Lawrence Seaways. It attracted lots of attention and gave people a much different understanding of the Canadian viewpoint of these two important topics than most of them had gained from a perusal of the general run of propaganda distributed on this side of the border.



*Autumn wins you best by this, its muse
Appeal to sympathy for its decay,*
ROBERT BROWNING

Autumn takes its last stand against the "muscling-in" of Old Man Winter. Rochester's beauty spots will soon be covered with mantles of snow, whose artistry will help dispel the cold austerity of the frigid months.

Mr. B. E. Finucane, R. G. and E. Director Succeeds Father on Bank Directorate

"If you want to get a job done, take it to a busy man." This old-time philosophy still proves itself, even in these high-pressure days. As an example, we are proud to point, editorially, to Mr. B. E. Finucane, president and assistant treasurer of the Thomas W. Finucane Corporation, vice-president of the Westinghouse Electrical Supply Company, a director of the Rochester Gas and Electric Corporation and recently elected a director of the Lincoln-Alliance Bank and Trust Company where he succeeds his father, Thomas W. Finucane, recently deceased.



For five years, soon after he was out of school, Mr. B. E. Finucane was employed by the Company at Andrews Street. Later, he obtained valuable business experience in various Rochester industries and has become one of Rochester's outstanding citizens and business men.

Mr. Finucane is a Rochester product. He graduated from East High School, then attended Andover Academy, after which he returned to Rochester and has since been identified with most of Rochester's worth-while civic and financial activities.

His first job was in the car service department of the old Buffalo, Rochester and Pittsburgh Railway, where he assimilated useful knowledge relating to railroad transportation. Next, he identified himself with the Rochester Gas and Electric Corporation in the days when that company was doing heroic and pioneering work in connection with placing power and lighting wires underground. Mr. Finucane worked in the Underground department as an associate of Mr. Thomas H. Cristy, who still holds forth in that department.

Mr. Finucane, in type, is the genial, friendly, easy-to-meet business man. He has so many "board" meetings and other activities to attend that to get a "visit" with him one has either to catch him "on the fly" or make advanced reservations. When the interview comes, however, it is well worth the waiting. He chuckled when he told us about the big Rochester flood, some twenty-odd years ago, when one morning he rowed to work down Front Street and took some Kodak "shots" on the way, which he still prizes.

"In those days" remarked Mr. Finucane, "We were almost always at the office by 6.30 A. M. and kept at it throughout what today would be considered a pretty long day." Mr. Finucane, while a son of well-to-do parents, has always chosen to make his own career and never relied upon the business "breaks" which he could so

easily have had. He has fought his way to the top as assuredly as any poor boy has who has made equal "gains" in the arena of life.

The Finucane offices are on the twelfth floor of the Lincoln-Alliance Building. There is a beautiful view of Rochester from this vantage point; and we feel quite sure that Mr. B. E. Finucane's character and personality are mirrored in the scene which he looks out upon Spring, Summer, Fall and Winter. When it is "fair and warmer" he gets an aesthetic "kick" out of it; when it is stormy and "rough" he can take it, too, and still retain the unruffled poise which is one of his strong characteristics.

What an ideal man Mr. Finucane is to be a director of our Company! It is men like this who help to retain the ideals for which the R. G. and E. has long been known. It is difficult not to

enthusiasm about such men. However, we almost hesitate to "parade" his accomplishments; he just wouldn't like it. It is only fair, however, to narrate that he was appointed by Mayor Charles Stanton to be vice-chairman of the Rochester Centennial Committee; that he was chairman of the citizen's committee for the national G. A. R. encampment held here last summer; that he is a member-at-large of the state judicial council, member of the Buffalo Regional Labor Board, treasurer of the Genesee Hospital, vice-president of the Rochester Boy Scouts, director of the Provident Loan Society and of the Reynolds Library. He is also a member of the Genesee Valley Club, Knights of Columbus, Rochester Gun Club and other organizations. He is especially valuable to the Company because of his long association with electrical activities, being from 1913 to



Aeroplane view of a section of Rochester showing the Genesee Gorge between Platt Street bridge and the N. Y. C. Railroad bridge, with Smith Street bridge near the center. Kodak office building is in the center foreground; east of it are to be seen the chimneys of Station 5 and the West Station Gas manufacturing plant. Below Smith Street bridge are the gas holders of East Station, the Bausch and Lomb Company.

1930 the head of the Rochester Electrical Supply Company, which he founded, and being retained as vice-president when that organization was acquired by the Westinghouse Company, in 1930.

We are glad for the busy men who "find time" to be directors of the Company. A man with the very diversified interests of Mr. B. E. Finucane, who, to use a fraternity phrase, is so generally "rushed" by other businesses and societies, does us honor by the faithful and efficient service which he renders as a Company director.

Emergency Service

Sudden emergencies afford the supreme tests of efficiency. Nowhere do they come to us with as great an impelling force and vital interest as in the home. Sudden illness at midnight is a dread thing. But the telephone is there to summon the doctor and save valuable minutes. Gas is there for boiling water to sterilize instruments and electric light to illuminate his labor. Hot and cold water are available at the turn of a faucet. Every service that might help in such a crisis is ready and waiting.

But these important contributions to modern necessity and comfort are not there by chance, remarks the New Jersey Public Utility Information Committee. Behind every form of public service is a responsible company, manned by workers who place duty above all else and to whom super-service is all in the day's work. Day and night these men and women are alert that your service may not fail you at the time when it may be needed the most, and seldom does it fail. That is efficiency.

HUNTING

(Continued from Page 299)

tious. She wants to work too hard. This hunting urge brings us out into the fields. We enjoy the opportunities it offers to commune with Nature. It provides needed exercise, an abundance of thrills. It is a surcease from the every-day cares of life and teaches its lessons in good sportsmanship. Primitive man spent all his time hunting for something to eat. Today, we hunt infrequently, by comparison, yet the old urge is still there, even though we can drop in at the corner market and get a porterhouse steak whenever we want one. We are still primitive in spots, and seem to enjoy it immensely, even if we hunt only with a Graflex.

APPLAUSE

(Continued from Page 311)

think you are just "kidding" them; but don't be discouraged because of this. There is a lot more pleasure in the theatre of life for those persons who aren't afraid to loosen up and enthuse about the virtues of "the other fellow" who also will benefit from your applause; and a little judicious hand-clapping will warm the old blood and make even you feel that life is not a cold proposition, but something to enthuse about.

Oh, Deer!

"I had a most enjoyable trip in the Adirondack woods," said the new minister. "The first day I shot a fine buck."

"Did you win, parson?"

Safety Means:

S ecurity for my family.
A dvantages to my children.
F ortune instead of misfortune.
E njoyment of life.
T houghtfulness for others.
Y ears of life for me.

A Real Utility Man

Quick work on the part of Mr. Harlan Cooper helped to save a silo full of ensilage at the farm of Mr. Frank Butcher, at Hilton, recently. Two silos had been filled, when one of them began to bulge forth, breaking the supporting bands of iron at the bottom. Before the bulging could extend to the point of letting in outside air, which would have spoiled the entire supply of juicy fodder in this "cow's pantry" (for the benefit of those who never lived on a farm) Mr. Cooper had arrived with heavy guy wire and had saved the day for two score or more contented cows, who otherwise might have later become very discontented. The cracks were sealed with tar. Rural utility men have to be real "utility" men. After it was all over, Mr. Butcher expressed his thanks, and the moo-cows in the pasture chewed their cuds with a bit more gusto as they thought of all that fine fodder which had been saved for next winter's mastication.

Voice With a Smile Takes Time Out

MRS. Vera Rosenhauer recently entertained the following members of the telephone department at her home, Park Road, Sea Breeze: Laura Morrill, Viola Kingsbury, Gladys Morrin, Nelly Huddy, and Bessie Wittman. A tasty luncheon climaxed an evening of cards and other entertainment. We hear Bessie Wittman was a bit late arriving—she had the "wrong number." And when the conversation lagged, the host would say "Number please" and all the folks would begin talking in unison, just like trying to beat the other girl to the telephone plug. They sure had a dandy time and tried to forget their high-pressure telephone technique; but

when one of the girls spilled a bit of coffee on the table cloth, what do you suppose she said? You might know—"Excuse it please." When it came time to go home, one of the guests went to the telephone to call her boy friend and central pulled a fast one on her; she might have recognized this kindred "voice with a smile" and wanted to give her a bit of a "burn." The magic words she used we feel sure you have all heard before. They were these: "The li-on is bu-sy."

Another Fish That "Got Away"

Another fish story, about a big one who again got away, but in a rather unusual manner. Messers Carl Jeerings and Lucas Caple with others spent a summer week-end at Roundaxe Lake. Carl caught a dandy trout while fishing all by himself off a dam. A stranger appeared and remarked "A little bit small, isn't it?" Carl didn't have a rule to measure it, and the stranger said it ought to measure eighteen inches long. "Better let me hide it away in the bushes" continued the stranger, and Carl, who was literally on the "spot" watched him carry it off into the shrubbery and leave it. Later on, when Carl told the story to the others it provoked a "horse laugh." They said he'd been victimized, not by the usual city "slicker" but by a country bumpkin. "Maybe I was easy" says Carl, but "What would you have done?" They searched the bushes subsequently but found no fish, all this after Carl had learned that fifteen inches is the minimum instead of eighteen. "It's tougher when they 'get away' that way" Carl remarked, "Guess I'll have to read up a bit."

Welcome!

"And as I stepped off the train I was met by a squad of detectives."

"Ah! P'lice to meetcha, eh?"

Geneseo Hears Male Chorus

THE Men's Chorus opened its 1934-35 musical season with an initial concert at the hall of St. Mary's church, North Street, Geneseo, N. Y. Arrangements for the dinner, which preceded the concert, were made by Mr. James Donohue, of the Company's Geneseo office, and the Rev. Father Stephan Byrne, pastor of the church.

If this dinner is any criterion, the coming season will be one to anticipate with great joy. It was a feast fit for a king. There was a tomato and lettuce salad; pickles, radishes and celery; fresh ham a-la-Virginia, potatoes and gravy, harvard beets, mashed squash, coffee and apple pie garnished with an abundance of whipped cream.

Father Byrne turned over the honor of master of ceremonies to Mr. Donohue, who narrated some extremely funny stories, some of them in the Italian dialect. The meal was very well served by a group of ladies of the church, who saw to it that there were plenty of second helpings for those who could "take" them.

President of the chorus, Willis E. Hughes, expressed the appreciation of the chorus for the fine hospitality shown and director Frank Houston spoke in brief.

The concert was very well received, and the applause was spontaneous and enthusiastic. Solos were rendered by Gus Farese, Frank Stevens and Tommy Wier, and a new feature, the Rochester Hill Billies did "The Man on the Flying Trapeze" with "variations." The Hill Billies comprise Messers Ted Drum, guitar; Paul Miller, combination guitar and mouth-organ; Henry Dickson, banjo, and Charles Wier, who sang the solo. These men were in humorous costumes and wore the ultra-fashionable moustache of the gay nineties.

Poor Lighting Costly

Improper and inadequate industrial lighting is costing the nation about one and one-half billions of dollars a year in accidents, according to the National Safety Council. A similar deficiency in street illumination adds about \$200,000,000 to that bill every year, which costs more per capita than the actual cost of the lighting itself.

The Council also declared that one-third of the nation's annual lighting bill could be saved by means of soap and water, light-colored walls, and proper reflectors. In other words, light-colored walls kept clean would provide more efficient reflection, which, properly directed, would result in an annual saving of several hundred millions of dollars.

Men's Chorus Dates

- 10-25-34 St. Mary's Church
Geneseo, N. Y.
- 11- 7-34 1st Methodist Church
Victor, N. Y.
- 11-16-34 Presbyterian Church
Caledonia, N. Y.
- 11-20-34 Baptist Church
Clifton, N. Y.
- 12- 5-34 Boy Scout Troup—Harding
School, Gates, N. Y.
- 12-12-34 St. Paul's Church
Rochester, N. Y.
- 1- 9-35 Kiwanis Club
Brockport, N. Y.
- 1-23-35 Senior High Class
E. Henrietta, N. Y.
- 2- 7-35 Grange
Chili, N. Y.
- 2-13-35 Presbyterian Church
Wolcott, N. Y.
(Tentative Date)
- 2-20-35 Presbyterian Church
Webster, N. Y.
- 3- 4-35 Chamber of Commerce
Hilton, N. Y.
- 3-12-35 Volunteer Fire Department
Geneseo, N. Y.
(Tentative Date)

GENERAL



INFORMATION

Net Increase in Consumer's Meters for Year Ending September 30, 1934

	Sept. 30, 1934	Sept. 30, 1933	Increase
Electric..	128,532	127,105	1,427
Gas.....	109,436	108,617	819
Steam....	305	308	3*
Total..	238,273	236,030	2,243

Statement of Consumer's Meters by Departments as of September 30th

	Electric	Gas	Steam	Total	Incr.
1924	67,498	89,846	125	157,469	
1925	77,995	93,254	160	171,409	13,940
1926	87,598	97,194	230	185,022	13,613
1927	95,789	101,399	278	197,466	12,444
1928	103,873	105,816	308	209,997	12,531
1929	114,935	109,262	327	224,524	14,527
1930	118,438	109,491	336	228,265	3,741
1931	120,985	109,977	338	231,300	3,035
1932	127,028	109,204	322	236,554	5,254
1933	127,105	108,617	308	236,030	524*
1934	128,532	109,436	305	238,273	2,243

Incr. in	Electric	Gas	Steam	Total	Incr.
10 Yrs.	61,034	19,590	180	80,804	80,804

Net Increase in Consumers' Meters by Months

	1931	1932	1933	1934
January.....	95*	203*	258*	54*
February.....	265 (1)	247	86*	86*
March.....	104* (2)	5,818	460*	93*
April.....	252	24	128	266
May.....	470	259*	134	366
June.....	437	136*	94	332
July.....	247	55*	7*	172
August.....	302	58	132	281
September.....	347	11	517	249
October.....	1*	169*	318	
November.....	170*	293*	281	
December.....	80*	256*	211	

(1) Includes 650 meters of former Brockport Gas Light Co.

(2) Includes 4,900 meters of former Lake Ontario Power Corp.

	Month of Sept. 1934	Month of Sept. 1933	Increase
KWH Generated—Steam.....	6,586,536	2,610,597	3,975,939
KWH Generated—Hydro.....	6,240,728	9,855,559	3,614,831*
KWH Purchased.....	18,677,618	15,490,504	3,187,114
M Lbs. Commercial Steam Produced.....	43,970	41,650	2,320
MCF Coal Gas Made.....	379,378	354,403	24,975
Tons Steam Coal Used.....	11,034	6,594	4,440
Tons Gas Coal Used.....	32,553	29,372	3,181
Tons Coke Made.....	23,516	19,753	3,763
	Sept. 30, 1934	Sept. 30, 1933	Increase
Number of Employees.....	2,354	2,177	177
Amount of Payroll—Month Ended.....	\$ 362,874	\$ 299,606	\$ 63,268
Amount of Payroll—Year Ended.....	\$3,976,760	\$3,467,977	\$ 508,783
Miles of Underground Duct.....	2,028	2,025	3
Miles of Underground Line.....	3,002	3,004	2*
Miles of Overhead Line.....	8,172	8,088	84
Miles of Gas Main.....	817	816	1
No. of Street Arc Lamps.....	1,395	1,393	2
No. of Mazda Street and Traffic Lamps.....	25,553	25,987	434*
Total Number of Street Lamps.....	26,948	27,380	432*

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for September, 1934

Receipts		Disbursements	
Balance 1st of Month.....	\$ 8,450.33	Sick Benefits.....	\$ 1,020.00
Dues—Members.....	824.47	Accident Off-Duty Benefits.....	300.25
Dues—Company.....	824.47	Expense of Nurse.....	128.28
Fees—Members.....	41.00	Miscellaneous.....	3.06
Fees—Company.....	41.00	Balance end of Month.....	8,823.68
Miscellaneous.....	94.00		
Total.....	\$10,275.27	Total.....	\$10,275.27
Membership September 30, 1934.....	2,151	Membership September 30, 1933.....	1,816

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.

Mrs. Mary Gosselin, mother of Arthur Gosselin, died on August 28, at the home of her son, 386 Birr Street. She was eighty-four years old. Services were held at the home and at the Lake Avenue Baptist church, by the Rev. Betz, and burial was made at Mount Hope.

The death of the mother of Mr. William Carlin, of the Electrical Meter Department, occurred recently at her home in Gates. Funeral services were solemnized at the family home and interment was made at Holy Sepulchre.

PERSONALS



Miss Doris Hickok, of the Electrical Meter Department, on October 30, announced her engagement to Mr. Roy E. Keppler of this city.

Mr. and Mrs. William B. Fluker recently visited Chicago and other mid-western cities, motoring via the scenic route through Canada.

Mallory Loos attended one of the world's series baseball games at Detroit in company with Gabriel Paul, secretary of the Rochester Red Wings organization. Mallory and Mr. Paul were formerly the first mascots of the Rochester team when it was managed by George Stallings. They stopped at the Book Cadillac hotel where the teams were put up and had the opportunity of meeting most of the players,

umpires and officials of both teams. Miss Lois Tompkins recently visited New York on the second week of her vacation and divided her time between shopping, seeing some theatrical performances and sight-seeing.

Mrs. Maribell Rogers recently visited her sister in Chicago, Miss Ruth Erickson, who was formerly an employee of the Rate and Contract Department.

Mr. and Mrs. Elmer Robinson celebrated their twenty-fifty wedding anniversary on November 3, at their home at 1130 Bennington Drive. We extend to them the sincere good wishes of our large Gas and Electric family. Mr. Robinson is employed at Station 3.

Mr. Fred Close, Superintendent at Station Three, with Mrs. Close spent fourteen days at Cranberry Lake. They fished, motored, played bridge and climbed to the top of Bear Mountain, on the way down viewing five deer which had stopped at a stream to drink. Mr. Close was born in the timber section of Michigan. He knows how to hew logs to the queen's taste. He surprised one of the natives with this almost lost art and helped him finish some logs for a building. Thereby he made a friend who initiated him into the mysteries of where the best lake trout could be found, which up to that happy moment had been practically a secret.

Miss Mae Hebbard and her mother spent their vacation visiting relatives in Springfield, Massachusetts. On the trip home they stopped at Howe Caverns and greatly enjoyed that wonderful demonstration of Mother Nature.

Mr. and Mrs. Andrew Furstoss are very happy over the recent arrival of a ten-pound baby boy, Ronald Francis.

Mr. Edward King and family motored to various points in Canada, camping out along the way in tents. They stopped at Saranac Lake and St. Annes and spent some happy hours climbing up mountains and fishing.

Mr. Harlan Cooper, of Hilton, recently gave a talk before the Hilton Chamber of Commerce. His remarks were relative to his colorful experiences during the world war as a flyer and his subsequent experiences barnstorming with one of the old army "Jennies" in which he gave exhibition flights. Incidentally, Mr. Cooper was one of the first flyers to make use of the local municipal flying field as a pilot.

Upon his recent retirement from active Company service, after thirty-eight years as an employee, Mr. Julius Fitch was presented a smoking jacket by his associates in the gas distribution offices. Mr. Cal Brown made the presentation.

Jack Ellis recently did something akin to a golfer's getting a "hole in one." Jack got two birds with one stone, or perhaps we ought to say shell. Those pheasants ought to know that they can't go 'round in pairs when Jack's in the bush.

Don Bentz spent a week deer hunting

in the Mountain region and claims he didn't even get hit. The Bentz larder boasted venison for a few delightful days after his return.

Mr. Mike Ryan boosted the milk campaign by going on a temporary crackers and milk diet. He reports no diminution of his usual vim and vigor.

Mr. Donald Howell of Wolcott was recently married to Miss Mildred Cahoon, the ceremony being performed by the Rev. Clark of Caledonia, N. Y. Following a reception, the bride and groom departed for a honeymoon to be spent in and around New York.

Mr. and Mrs. Ralph Mason, of Wolcott, recently motored to Ann Arbor, where their son, Maurice, has returned to his studies in the University of Michigan.

Mr. and Mrs. George Dougherty, Miss Mary Brockmyre and Mr. Norman Stott attended the Chicago Worlds Fair for one week. On the return trip, which was by automobile, they stopped at Notre Dame University.



Officers of the R. G. and E. Dramatic Club. Back row, from left to right, Leonard Champion, President; Clarence Clark, Social Chairman; Betty Purchase, Program Chairman; Harvey Lannin, Advertiser; Raymond Clark, Advisory Board; Helen Smith, Advisory Board; Dorothy Lovick, Secretary-Treasurer; Pearle Dailey, Advisory Board; Kathleen Yockel, Historian.

Mr. W. F. Dewey has been appointed to succeed Mr. W. N. Whitney, deceased, to be in charge of gas engineering, in the Engineering Department.

Miss Edna Crocker and Miss Nelly Huddy recently spent a number of days at the camp of Miss Crocker's brother, at Laurel Lake, Jacksonville, Vermont. This is in the vicinity of the home of Miss Crocker's mother, at North Adams.

Mr. William Manhart was married to Miss Grace Zimmer on September 29. Following a reception for friends and relatives of the bride and groom, they left for Washington on their honeymoon. They are now at home at Ambrose Street, Rochester, N. Y.



Helen Schoen, right, is in a terrible "fix." We think she's fainted, or, is that a mask she has on. But, don't worry. Turn to page 325 and see how nice a ghost really can be.

Bridge—by the Genesee

A most exclusive bridge club was formed some time ago; It meets each day at lunch time, as soon as whistles blow;

It's members are four damsels, as happy as can be, Who toil down in the Gas House, beside the Genesee.

Now, when this club's in session, these damsels struggle hard,

With all their wit and wisdom, to play the proper card. And when three games are finished, they total up the score.

The winner wins a trophy from Woolworth's Ten Cent Store!

The "kibitzers" are many; but favorite of the lot, Is good old "Uncle Billy" Spears, who's always on the spot

To offer his suggestions with that helpful way about him;

The damsels often wonder what they would do without him!

And now my tale is finished; I find I must depart; I leave you, Gentle Reader, with friendship in my heart; I merely want to say this: a happy group are we, Who work down in the Gas House, where flows the Genesee!

—Virginia M. Wolverton, West Station

The electric meter clam bake at the Chiselers' camp was just one big sandwich of feed and frolic. It is called the best ever had by the department. Singing and cards were a relief after the "clams and calories" had been stowed away. The meter men insisted upon solos by the Messers Elmer Smith and Howard Brown, two of the men who are members of the R. G. and E. Male Chorus; and they sang, even though it "hurt." Did you every try to sing after a good "bake?"

Mr. and Mrs. Earl French spent part of their vacation this season at Toronto, Canada.

The North Woods Inn was the final vacation destination of Miss Winifred Sleep, who enjoyed a number of days there during her recent motoring trip—up no'th.

Mr. and Mrs. Frank Spindler, both employees of the Company, enjoyed a fine rest this Fall at Cranberry Lake. Going and coming, they motored through delightful mountain scenery.

Miss Margaret Reynolds of the Coke Sales Department, with two of her girl friends, recently spent her vacation at Atlantic City, where, an anonymous communication tells us, she had her fill of chicken a-la-King. After all, we ought to have just what we want to eat on vacations, even if it is chicken a-la-King, which is doubtless more of a delicacy at the seashore than sea food.

There was a lively time at the home of Mr. and Mrs. Merton Taylor on the evening of November first, Hallowe'en, when their sons Bryce and David entertained some of their little friends. The children were so full of pranks that even the photographer had a hard time keeping them still for just a tiny few seconds. We show them on this page as they were when they had removed their Hallowe'en masks and were ready for the fine "eats" which Mrs. Taylor had prepared.

Mr. Owen Feltham during his vacation made a circuit of the baseball

cities and attended games in Baltimore, Washington, St. Louis, Columbus, Cleveland, Toledo, and other towns, a unique vacation which marks him as a "fan" extraordinary.

Mr. and Mrs. Howard Brown spent some of their vacation on the Gaspe Peninsula, visiting Montreal, Quebec and other cities, coming home by way of Maine and the "Mountains," altogether a wonderful trip via automobile.

While at her cottage on Conesus Lake, Miss Ada Green entertained the Contract Bridge Club, among the guests being Helen Wiesner, Mr. and Mrs. Frank Sisca, James Kiggins, Mr. and Mrs. James Cooley and Anthony Holdrich.

Mr. and Mrs. Walter Paine recently visited at Indian Neck, on the Atlantic coast near Long Island Sound, and later visited relatives at Ludlow, Mass. Vacation activities numbered digging for little neck clams, and hiking with "Jiggs," the Paine's cocker spaniel who also enjoyed the trip.



Bryce and David Taylor, sons of Mr. and Mrs. Merton Taylor entertain at a Hallowe'en party. Left to right, back row, are shown: David Taylor, Dorothy Bartholomeu, Peggy and Betty Schlitzer (twins), Jean Doris Jepson, Phyllis Roberts and Leonard Mackey. Front row: Billy Rayhill, Bob Elwell, George Taylor, Marion Stacy, Virginia Fraser, Gilmore McKee (son of Walter McKee, Industrial Sales) and Bryce Tylor.

Vacation memories. Scene at Lake Placid, taken by Miss Ruth Vogt, last summer. How about a nice picture from YOU?



Mr. and Mrs. Irving Breitung spent a week's vacation this Fall at Conesus Lake.

Shown below is little Patricia M. Begy, a year and one-half old, granddaughter of Mr. Leonard V. Begy, Sr., of Station 4, and daughter of Mr. Livingston Begy of the Maintenance Department. Patricia has a baby brother who already answers to the name of Leonard V. Begy, third, who is now six months old and weighs nineteen pounds. He is hoping that Santa Claus will bring some photographs of him so he can show us all what a fine boy he really is.



This is Miss Patricia M. Begy, fine little daughter of Mr. Leonard V. Begy of Station 4. Did you ever see a "dream" walking?

Among the employees of the Auditing Department who visited the final weeks of the Chicago Fair were the Misses Marie Fredericks, Florence Bauchle, Leata Neer and Gertrude Rinker. Miss Neer also visited the Crown Point jail where John Dillinger made his spectacular escape and the House of David, at Benton Harbor, the only place in the world where you can't find a single safety razor.

Miss Marie Fredericks and Mrs. Rosalie Bridgeman were recent hostesses at bridge parties held in their homes on Shepard Street and Westland Avenue, respectively. Mrs. Bridgeman enjoyed her vacation this year with friends who motored to Cape Cod, then on along the coast of Maine to Bangor, coming home through the Mountains just in time to enjoy Nature's colorful fashion show, when leaf vied with leaf to demonstrate "What the best-dressed trees are wearing."

Mr. Elmer Knope spent his vacation motoring about New York State delving into points of interest which make 'York state famous.

The Auditing Department held its annual clam bake on September 20, at the Chiseler's Camp, that Mecca of employee high jinks and social intercourse. While auditing work isn't an activity to tear down tissue and create the ravenous appetites incident to some other Company work, nevertheless, everything of an edible nature in sight, excepting the clam shells, disappeared in record time. Mr. Charlie Shakeshaft, as usual, was chef. He did

his chafing so well that there is a strong movement on foot for two 'bakes a year instead of just one.

Mr. Irvin A. MacChesney used to be one of the fistic "champs" in the U. S. Navy. "Mac" can take it, on the chin or anywhere else. He recently went pheasant shooting and one of the party got a bird which fell in a stream where the dog would not retrieve it. While others scanned the horizon as look-outs, "Mac" removed his clothing and dove in the cold stream, walking through the season's first snow to do so, and "got" the bird. The fellows with him say the spectacle was a "knockout" so, score another victory for "Mac."

Jimmy Donohoe of the Genesee office once ran a store in an Italian section. One day a woman came in and said in broken English "Me want ona dish fulla holes." "What the heck" thought Jim, can she mean. He tried bringing out a milk strainer, various

kinds of funnels and other things that had holes in 'em, but to no avail. Finally, in desperation, the woman tried again; "We want ona dish fulla holes—maka water go tru, maka macaroni stop." Now, Mr. Donohue speaks Italian fairly well and it is a great asset to him in his work. He can even say colander, if necessary, in Italian.

Mr. and Mrs. Alfred Wittig recently motored to Detroit, taking their son, William back to his studies in Detroit College where he is in his second year.

Mr. and Mrs. Walter Derling recently visited friends at Williamsport, Wilkes-Barre and Glen Alden, Pennsylvania. While in the mining region, they went down into a coal mine and, believe it or not, walked back. The elevators for passengers operate only when coal is not being run, but Walter says the walk to the surface is so gradual that one hardly realizes that he is going "up."



They're not afraid of Hallowe'en ghosts, not really; that is, after the disguise is removed. Shown above are the Misses Helen Schoen, Florence Turner, Ruth Hetzler and Helen Heindl. You'll admit that Florence makes a charming "spook."



Fumes and Flashes

selected



Attention, Crooners!

First Cannibal: "What's that strange noise in your stomach?"

Second Cannibal: "I had a crooner for dinner."

Couldn't Take It!

Mary had a little lamb
Given by a friend to keep—
It followed her around until
It died from loss of sleep.

Thanks-giving

The Bore: "I passed by your place yesterday."

The Bored: "Thanks, awfully!"

Circumstantial Evidence

"Oh, mother, there's a murderer in the basement!"

"Foolish child! What makes you think so?"

"I just heard the gardener tell the butler, 'We might as well kill the other one.'"

But—Don't Write Any Letters!

Preaching safety is like making love to a young widow; you just can't overdo it.

It's Great—But

I have a car
It never skids
It never breaks down
It never gets a puncture
It never gets overheated
It never falters on steep grades
It never gets in a collision or accident.
I wish to goodness I could start it.

One Discordant Note

It was a wonderful wedding. The girl was as sweet as any girl who ever lived, but modern. As she walked up the aisle on her father's arm, her lips tightly tilted at the corners in a happy smile, she was a picture of modest beauty. Her filmy wedding gown and gossamer veil floated around her fair blonde head like a halo. She was as nearly an angel as girls get to be in this world. At the altar as she passed from her father, the man she had always loved, to the man to whom she would devote the rest of her life, her dainty slipper touched a potted lily resting on the floor and turned it over. Smiling again, she turned to the dear old pastor waiting at the chancel, and said:

"That was a h— of a place to put a lily."

Helpful Hints to Golfers

Take a rubber snake along when you go out to play golf, and if you have trouble getting out of a sand trap you can hold the snake up and holler to the other players that you finally killed it.

The Kick-off!

Mule in the barnyard, lazy and sick.
Boy with a pin on the end of a stick.
Boy jabbed mule, mule gave a lurch—
Services Monday at M. E. Church.

Don't Be An Ass!

When a vehicle zipped by in the old days, it meant that some horse was feeling his oats—not that some ass was feeling his rye.

The Same Old Bunk

Interviewer: "Do you believe that the younger generation is on the road to perdition?"

Octogenarian: "Yes, sir; I've believed that for nigh onto 60 years!"

For Colds—Try R-E-M!

There was a young lady named Astor,
Whose clothes fitted her like a plaster,
When she happened to sneeze
She felt a cold breeze
And she knew she had met with disaster.

Hold 'Em, Yale!

It was a good many years ago that Deacon Silo took his wife to the races.

Just as the horses were lining up at the barrier, Mrs. Silo grasped the deacon nervously by the arm and in a voice which was filled with emotion asked him for a safety pin, meanwhile grabbing frantically after something that seemed to be slipping.

Just then the starter shouted, "They're off!"
And Mrs. Silo fainted.

Burned His Bridges

A charming wife of a French diplomat had never thoroughly mastered the English language.

She was urging an American officer to attend a dinner, the invitation to which he had already declined. The lady insisted that he must go, but the young officer said that he had burned his bridges behind him.

The lady misunderstood the word. "That will be all right," she explained. "I'll lend you a pair of my husband's."

«A PRAYER»

Give me a good digestion, Lord,
And also something to digest;
Give me a healthy body, Lord,
And sense to keep it at its best.

Give me a healthy mind, good Lord,
To keep the good and pure in sight,
Which seeing sin is not appalled,
But finds a way to set it right.

Give me a mind that is not bored,
That does not whimper, whine or sigh,
Don't let me worry overmuch
About the fussy thing called I.

Give me a sense of humor, Lord,
Give me grace to see a joke,
To get some happiness from life
And pass it on to other folk.

—Selected



Photo by W. E. Hughes

THANKSGIVING

We think of Thanksgiving in harvest time—
In the yielding, gathering, golden time;
When the sky is fringed with a hazy mist,
And the blushing maples by frost lip kissed,
When the barns are full with the harvest cheer,
And the crowning, thankful day draws near.

We think of Thanksgiving at resting time—
The circle completed is but a chime
In the song of life, in the lives of men;
We harvest the toils of our years, and then
We wait at the gate of the King's highway,
For the dawn of our soul's Thanksgiving day.

—ROSE HARTWICK THORPE



Season's First Snow, Sunday, October 28, Near Avon, N. Y.