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HOW ABOUT IT?

*If you were busy being kind,
Before you knew it, you would find
You'd soon forget to think 'twas true
That someone was unkind to you.*

*If you were busy being glad,
And cheering people who are sad,
Although your heart might ache a bit
You'd soon forget to notice it.*

*If you were busy being good,
And doing just the best you could,
You'd not have time to blame some man,
Who's doing just the best he can.*

*If you were busy being true,
To what you know you ought to do,
You'd be so busy you'd forget,
The blunders of the folks you've met.*

—SELECTED



Photo by W. E. Hughes

A Word for the Little White School House

A HOST of this country's outstanding men and women, persons who have contributed bounteously to the fabric of its business, social, political and educational life once pursued their readin', writin' and 'rithmetic in some little cross-roads red or white school house. Of late, we have, as a people, almost shed tears over the passing of these smaller institutions of learning. Sometimes we have almost forgotten that they still exist. However, there are still thousands of them and when we visited some of them recently, they seemed to be doing very well indeed.

Henry Ford in his Dearborn museum has perpetuated for posterity this spirit

of the "little red school house." It looked some time ago as though they, like the American Indian, were assuredly on the toboggan and would soon be practically extinct. To be sure, consolidations of school systems in many localities have brought practically the entire student population into one fine, large, modern and efficient central school building. But the little red and white school houses are still fighting a good fight; still providing American boys and girls with their first rudiments of education.

These humble institutions of learning (and the next time you motor through the country, just give them

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Miss Tosch, teacher in the Chase District, Pittsford, and her little flock of "future-greats." Much of the foundation for the character and intelligence of men and women of tomorrow is being formed in just such little red or white school houses, scattered throughout this country.

Home, Sweet Home and the Better Housing Program

THERE'S No Place Like Home" runs the old refrain of that famous song which will never be forgotten as long as there are homes in this country. When we talk about home, we strike a harmonious chord in the hearts of almost every person. People work for homes, sacrifice for homes and fight for their homes. Home is the nucleus of the spirit of this or any other country. And when a measure is suggested which will benefit the home—that is news for everyone, good news.

Right now, in every corner of the United States, local Better Housing Program committees and local banks and other institutions, as well as business concerns and fraternal and civic organizations are working to further the constructive policies of the National Housing Act. This program makes it possible for home owners to reconstruct, modernize or otherwise improve their properties, at the same

time directly helping to return idle men to work in the building industry and other allied activities.

It is a well-known fact that property has gotten rather "down at the heel." It needs repairs badly. One survey covering 640,830 homes, indicates that 377,574 need repairs badly. In one city surveyed where 8,459 homes were investigated in this connection, over 6,000 of them were over forty years old. Of these 2,541 had no tubs or showers; 684 had no electricity or gas; 1,062 were without indoor toilets and 3,402 had no central heating plant. All these needs can be financed through the provisions of the National Housing Act providing certain reasonable requirements are met.

The same need for repairs, improvements or renovations applies to the industries, factories, plants, apartment houses and farm properties of the country. They sadly need attention. This can be arranged for. The financing



Farm, village and city property, homes, industries, factories, plants and apartment houses in need of improvements, all come under the provisions of the Better Housing Program, which is putting men back to work in the building trades as well as in many lines of manufacturing directly or indirectly associated with this plan to accelerate business. Any banker or business man can tell you about it.



A housing survey covering 640,830 homes, indicated that 377,574 needed repair. Of 25,000 houses surveyed in another section, 9,778 had no tubs nor showers, 7,630 had no electricity or gas, and 6,400 had no running water. The Better Housing program is helping to finance these improvements, at small cost, over a long period of time.

of the expense involved is a part of the National Housing Act. Your local bank is back of this plan and will gladly tell you all about it, whether you be a home owner or a manufacturer or business man needing financial aid in this connection.

Perhaps you need a new garage, an extra bedroom, new home conveniences, a new heating plant. Perhaps your roof leaks, your store front needs repairs, your farm property or home needs painting? Now you have a general idea what this is all about. The Better Housing Program can assist you to get these things. Look into this matter NOW. Consult any bank or financial institution or ask your employer about it.

This money is not Government money. It is not emergency, distress or relief money. It is private credit insured by the United States Government. The Government undertakes no work. All money spent and all work done is handled privately through normal channels in local communities. This plan has been tested in over a hundred communities. It works. Ample time is given for repayment of loans, often from one to three or even five years in extreme cases. The cost for this is very reasonable. Look into it. See your banker or ask your employer. Give your home a "break." Doll it up a bit. Help to return men to work, to stimulate manufacturing and to bring a further return of prosperity.



The Better Housing program is helping to bring greater home happiness through financing needed home improvements. This money is not Government money. Neither is it emergency, relief or distress money. All work done is handled privately through normal, local channels in your community.

Public Ownership Suffers Worst Defeat in History

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THE hurricane of votes in the Ontario elections, which swept out of office the government sponsoring the world's largest publicly-owned power enterprise, probably tolled the knell of future growth of public ownership in the United States as well as in Canada. Most certainly the centers in the U. S. A. which have been considering the adoption of publicly-owned power systems would be well advised to take heed of the recent emphatic denouncement by Ontario of public-ownership administration.

The main issue in the provincial elections was the administration of power affairs under the Ontario Hydro-Electric Power Commission. The Conservative government, which created and developed the enterprise over a period of twenty-four years, sought re-election to office largely on its public-ownership record. The Liberal party was pledged to a policy of "Clean up Hydro" and promised sweeping investigations into Ontario's power affairs which have for years been under severe criticism from the public and the press.



In the provincial elections, the Liberal party was pledged to a "Clean up Hydro" policy, and promised sweeping investigations into Ontario's power affairs which have for years been under severe criticism from public and press.

The results of the elections of June 19th established new records in Ontario's political history. When the debacle was over it was found that the Conservative government, in defending Hydro's administration, had lost all but 17 constituencies out of 90 and would have been annihilated but for the fact that the opposition-vote was split from two to five ways in each of the 17 constituencies carried. Thus public ownership proved to be the Conservative government's Frankenstein monster. The Liberal party, under its "Clean up Hydro" banner, was victorious in winning no less than 65 seats.

Hydro Dismissals

With such a mandate from the electors, our new premier, the Honorable Mitchell F. Hepburn, lost no time in living up to his pre-election promises. The remaining Hydro-Electric Power Commissioner was promptly released from office and the Hydro Chairman only escaped similar dismissal by resigning the day before the new government took office. The newly-appointed H. E. P. Commission is undoubtedly the most desirable ever appointed to that office. T. Stewart Lyon, a former editor of the Toronto Globe, as chairman, along with Honourable Arthur W. Roebuck, Attorney General and Honourable T. B. McQuesten, minister of highways, as commissioners, constitute the brilliant and confidence-inspiring personnel.

Within twenty-four hours after the new commission took over administration, Hydro's Chief Engineer and the General Solicitor were discharged. This was expected as the Liberal leader had stated from the platform during the election campaign that the Hydro Commissioners had better "pack their bags."



Building Operations Stopped

Ominous and disturbing news quickly followed. The new Hydro Chairman publicly announced that "in view of the Commission's finances as revealed today and the necessity for economy and the exercise of care in the public interest," all work on the power commission's new \$1,400,000 office building—on which costly construction had been under way for several months—must cease immediately. The people of Ontario had been led to believe that Hydro was in a splendid financial condition and such a statement, reflecting on their \$400,000,000 power system, caused much concern.

Power Alleged to be Sold at Heavy Losses

Chairman Lyon backed up his statement by showing that the former H. E. P. Commission had actually been selling power at heavy losses and particularly so in regard to the City of Toronto. He showed the present cost per horse-power per annum to be \$30.80 to the municipality, this price having been reached after continual increases from the rate of \$14.50 paid when the power was furnished by the Niagara plants which were so efficiently developed under private ownership and were later purchased by the Provincial Commission.

Hydro's Niagara Development a Costly Venture

In fact it was the original cheap private-ownership power from Niagara Falls which was held up as bait by Hydro advocates to lead the public

into that notorious orgy of squandering at least \$77,000,000—some authorities say \$140,000,000—on Hydro's Niagara development, known as the Queenston-Chippawa plant, which under private ownership management would have been completed for probably \$30,000,000 or less. Much of the now disclosed losses and advancing rates are part of the inevitable penalty which must be paid for our succumbing to the illusion that mixing politics into power and calling it "Public Ownership" meant efficient development of our great water-power resources.

Enlightened Public Versus Public-ownership Tactics

The salient reason why the world's foremost example of the application of public-ownership principles should meet with such a reversal of public opinion is that the citizens have become too enlightened on power matters to be any longer misled by propaganda which is aimed at the aggrandizement of Hydro for political purposes.

Undoubtedly the form of strategy which has gained the most support for our provincial power enterprise—and which incidentally has been the greatest hocus-pocus ever inflicted upon our citizens—is that of selling electrical



Low rates available under a private-ownership power utility enables Hamilton to become the "Industrial City of Canada." Under public-ownership industrial power rates in this city increased so greatly that some manufacturers considered moving to the Province of Quebec to obtain cheaper power or to abandon Hydro and install Diesel engines.



Provincial power enterprise worked the hocus-pocus of selling electrical service to householders at a fraction of its cost, and placing the resultant loss upon the commercial and industrial power consumers, a loss which eventually came back to householders in added costs included in the selling prices of commodities.

service at a fraction of its cost to householders and placing the resultant losses upon commercial and industrial power consumers who have no alternative but to pass those same losses back onto the householders in the form of overhead costs included in the selling prices of commodities. Thus our domestic lighting consumers are humbugged into supporting Hydro and the political objective is achieved by keeping the apparent cost of electrical service to the masses at an extremely low rate and letting the indirect costs be what they may, so long as they are too complex in their ramifications to be detected by the average citizen.

During the recent election campaign, the H. E. P. Commission published a costly booklet in which Hydro went to great pains to paint a very rose picture of its public-ownership administration and went to greater pains to vilify private-ownership in the United States. The irony of the Hydro booklet is that, while it is supposed to be in protest against so-called private-ownership propaganda in Ontario, the same booklet is so written and distributed as to be used as public-ownership propaganda in practically every state of the Union.

On numerous occasions in the past, and even a few months ago, Hydro

has caused to be published very misleading comparisons of domestic-consumer rates in effect in Ontario cities on the Hydro system and in the U. S. A. cities under private ownership rates. This propaganda is being widely used against the privately-owned utilities in our neighboring country. It is only necessary to know a few of the facts, which Hydro's comparisons did not show, to have the misrepresentation become obvious. These facts—in addition to the rate manipulation already described—are:

(1) It is impossible to calculate the exact amounts which Hydro's domestic consumers pay for service. The actual amounts are probably two or three times the published rates.

(2) Taxes are not included in Ontario's rates.

(3) It is obviously unreasonable to credit public-ownership administration for lower rates in cities using power from hydro-electric plants when compared with private-ownership administration in cities using power from steam generation.

(4) Hydro's domestic rates in Toronto are frequently compared with those in American cities, but nothing is said about the fact that in making this city's domestic rates low, our city-owned street railway, paying over \$1,000,000 per year for power from Hydro, is charged a rate at least 50%



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The Ontario Government subsidizes Hydro in order to reduce rates to rural consumers. The Government pays 50% of all costs of primary and secondary transmission lines in rural districts and has paid Hydro \$9,998,124.19 to the end of the year 1933.

higher than is charged for similar service in those same cities under private-ownership.

(5) Hydro's inferior 25 cycle current is compared with the superior 60 cycle and direct current furnished under private ownership in the United States and in Quebec cities.

(6) The Ontario Government subsidizes Hydro in order to reduce rates to rural consumers. The Government pays 50 per cent of all costs of primary and secondary transmission lines in rural districts and has paid Hydro \$9,998,124.19 to the end of 1933.

(7) That it was largely due to the low rates of a private-ownership power utility which enabled Hamilton to develop into the "Industrial City of Canada" and that, since the private-ownership utility was purchased and placed under Ontario's public-ownership administration, the industrial power rates are being so greatly increased that some of the manufacturers are considering moving to the province of Quebec to obtain cheaper power or else abandoning Hydro and installing Deisel engines. In addition Hamilton's industries are faced with an expenditure of about one million dollars in being compelled to make a retrogressive step by discontinuing the use of 60 cycle current—originally supplied by the private-ownership utility—in order to standardize their power equipment with Hydro's 25 cycle system.

The Outlook

Activities to date of the Hepburn government and the new H. E. P. Commission strongly indicate that Ontario's great power enterprise will now be as efficiently administrated and the rights of all classes as equitably

considered as is possible under the fundamental principles of public ownership. There is no likelihood, however, that the public will ever see Hydro's rate-structure established on a basis equitable to all classes. Such a revision would immediately dispel the illusion which represents public-ownership administration as superior to that of private ownership. Our domestic rates—the standard by which the masses judge Hydro in comparison with other power utilities—would be doubled or trebled if that Hydro service were made directly self-sustaining. The political hazards are such that we shall probably continue under the misleading and indirect system of collecting from our householders a large portion of their domestic lighting costs through Ontario's industry and commerce.

Our new government has taken over a situation best described by the proverb, "He who rides a tiger dare not dismount."



The author of this article, Mr. E. A. Lowry, in summing up declares that "Our new government has taken over a situation best described by the proverb "He who rides a tiger dare not dismount."

Lighting Sales Institute Promotes Selling Enthusiasm

IN cooperation with this Company, the incandescent lamp department of the General Electric Company held a sales institute at the Gas and Electric Building September 18 to 21. The sessions were devoted to commercial and industrial lighting talks and demonstrations and to others on home lighting. Meetings were held simultaneously on the Sixth Floor and in the Home Service Department. Mr. Ivar Lundgaard, Mgr. Industrial Sales, was General Chairman, and various Company executives acted as chairmen of sessions as follows: Frank C. Taylor, Frank Houston and Harry Taillie.

President Herman Russell and Vice-President Joseph Haftenkamp addressed the two groups and talks were also given by Miss Helen Smith, director of the Home Service Department; Miss Lillian Eddy of Nela Park; Mr. E. F. Strong, Empire Division Manager; Messers J. P. Ditchman,

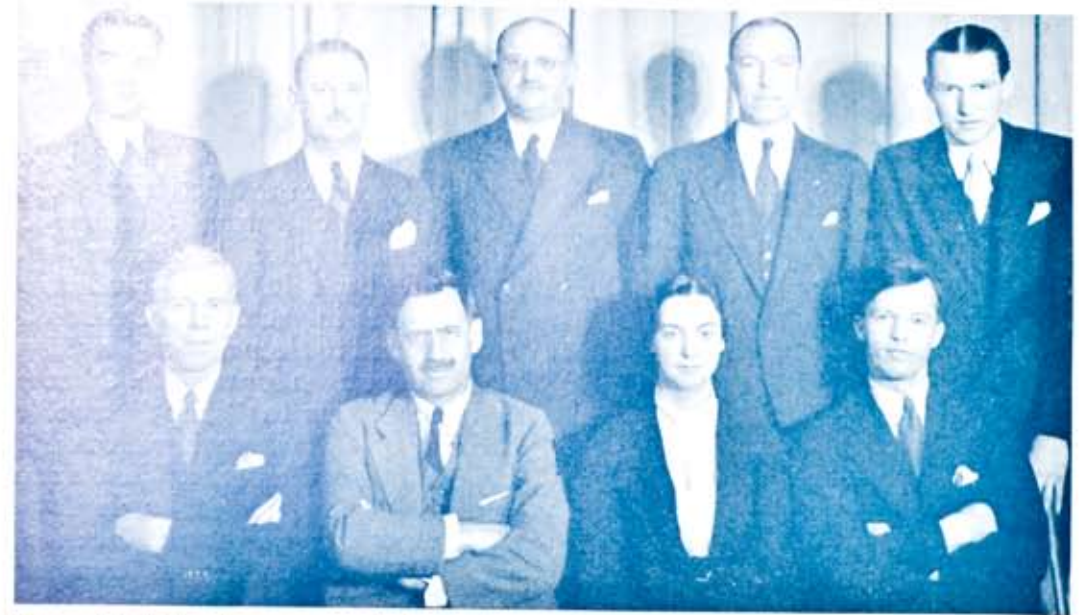
C. E. Weitz and O. P. Anderson, Nela Park; Mr. E. H. Robinson, Empire Division.

A group of lighting engineers from the Industrial Sales Department presented a sales skit at one of the morning sessions, most of the talks and demonstrations accentuating the sales angle of modern lighting. The information presented was not only educational and instructive, but of a nature to inspire salesmen, engineers and electrical contractors and dealers to new enthusiasm for selling modern lighting.

The registration in the home lighting course totaled 74 persons, and that in the commercial and industrial lighting course 92 persons. The quality of the instruction and the demonstrations were of a high calibre and covered a wide range of modern lighting problems. Some of the subjects were as follows: "The Science of Seeing;" "What every Salesman Should Know;"



The Lighting Institute or Sales School presented talks, demonstrations and actual sales instruction in commercial and industrial lighting and home lighting. This group is shown on the Sixth Floor, during one of the home lighting sessions addressed by Miss Lillian Eddy, of Nela Park.



Group which played active part in the sessions and the preparation and planning of the school, left to right, back row, Messers C. E. Weitz, Nela Park; Earl D. Snyder, local representative General Electric Company; Harry Huff, assistant manager Empire Division; E. H. Robinson, and F. H. Reese, property men. Front, O. P. Anderson, Nela Park, director of the institute; Ivan Lundgaard, Manager Industrial Sales, general chairman; Lillian Eddy, Nela Park home lighting expert; J. P. Ditchman, Nela Park.

"Mazda Lamps and Their Characteristics;" "Recent Lamp Developments;" "The Cost of Light;" "Applying the Science of Seeing in the Home;" "The Selection and Placing of Portable Lamps;" "What should the Merchant Buy;" "Practice session in selling the

science of seeing to architects, school boards and industrial managers;" "Lighting Fixtures for the Home;" "A Complete Home Lighting Demonstration" and "Typical Problems and Their Solution."

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Meetings were held simultaneously on the Sixth Floor and in the Home Service Department. This group comprises Company employees, electrical jobbers and contractors in attendance at one of the commercial lighting sessions addressed by Messers O. P. Anderson, E. H. Robinson, C. E. Weitz.

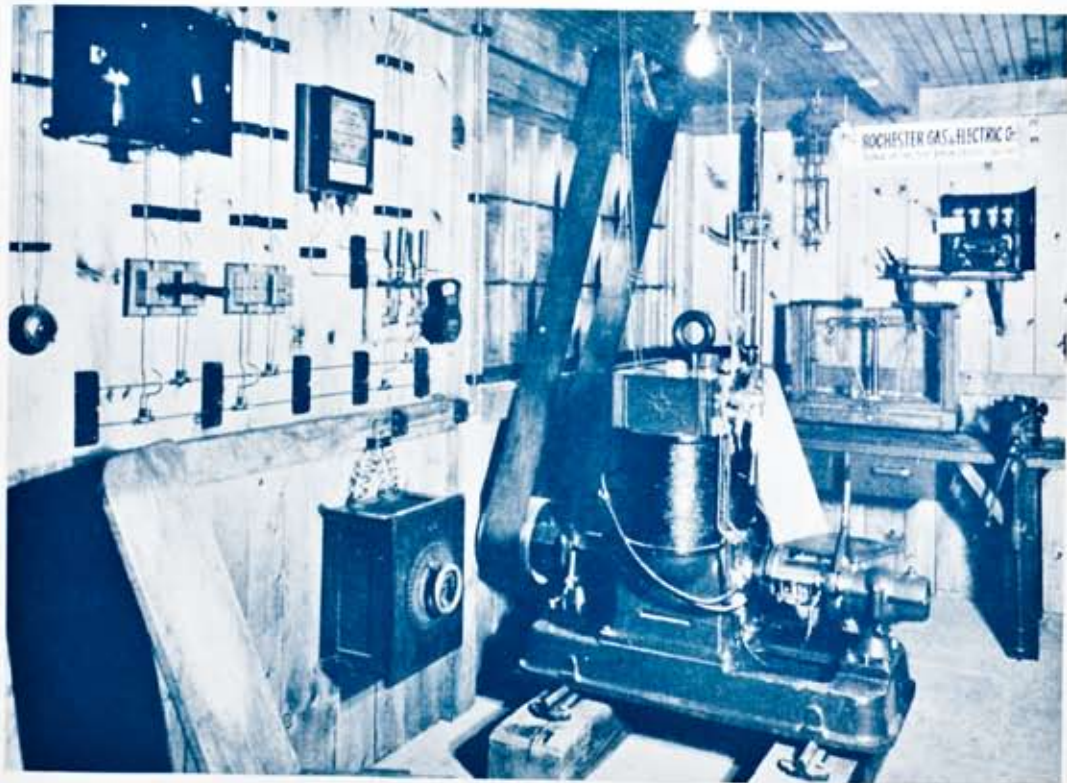
The Company's Exhibit at Rochester's Centennial

THE Company's display at the recent Rochester Centennial celebration was in part a look into the past, a picture from the old service album of Company operations and service. As a matter of record we are reproducing some of the high spots of this display in accompanying engravings. These include a view of the air-conditioned living room, the anti-thesis of the historical features presented, which lent a modern touch to utility operation and by contrast indicated a phase of the advancement of the electrical art.

The nucleus of the historical exhibit was a reproduction of the Company's first electric station, which was the

headquarters for the office, meter reading, line and operating force. It was only a small place, but it was the Company back in those pioneering days. It was in such a place that Mr. Yawger used to sleep nights, keeping a weather eye open for trouble. Often he was roused out to "shoot" trouble, hooking up a Company horse to make a trip out into the night. What a contrast to the present with an employee force of over 2,500 men and women and a fleet of automobiles to transport service men to distant points in a hustle when trouble comes.

Inside the old electric plant was shown the first Edison electric generating plant with plant accessories and



Interior of Company's first electric station as reconstructed for the Centennial. Prominent in the illustration is one of the old Edison bi-polar generator, formerly called a dynamo. Through the windows in the left distance could be seen a vista of the Genesee River from which this early machine received its impetus through being belted to a water-wheel.



One side of the beautiful air-conditioned rest room and lounge provided at the Centennial by the Company for the benefit of visitors. Thousands of persons dropped in here to relax, smoke and cool off.

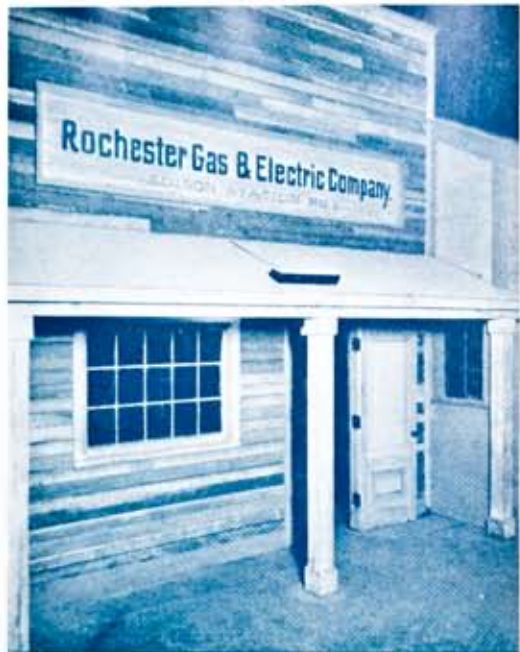
devices for the distribution and utilization of electric current prevalent in early days. An Edison bi-polar generator, formerly called a dynamo, was shown belted to a pulley which used to be driven by a water wheel on the Genesee River. Through a window backing the exhibit could be seen a vista of landscape, with its overhead wires carried by poles silhouetted against a reproduction of the Genesee as it flowed through that section of Rochester, cross-arms spotted with wires carrying power to some of Rochester's first industrial and domestic users of electricity.

Inside the old station an early chemical meter was shown. It consisted of electrolytic glass cells in which zinc plates were immersed in dilute sulphuric acid. The current or amperes used by a customer passed through cells with plates as terminals. The

current acting on the plates caused a passage of metal from the positive to the negative terminal, the same as in silver plating, for instance.

These plates used to be weighed with delicately balanced scales before and after being put into use. The current consumed was then calculated by the use of scientifically calibrated tables. The old open arc





Exterior of Company's first electric station as reconstructed for the Centennial.

lamps, small motors used years ago, line tools, incandescent lamps with switches and wiring, ammeters and other interesting historical exhibits of the early period were also on display, with Company employees on hand to explain their use to visitors.

An illustrated folder "Blazing the Trail" was prepared for distribution to interested persons at the Centennial. It gives the historical background underlying Rochester's progress and the part the Company was able to contribute to the industrial and community growth through its service as a utility providing gas and electricity and other products. This folder goes into the historical step-by-step growth of Company plants and services and is amply illustrated with drawings and halftones. If you did not receive one of these descriptive folders, one will be sent to you upon

request to GAS AND ELECTRIC NEWS. People are usually quite interested in knowing about what is sometimes called the "good old days." However, they also appreciate and understand what is taking place today. After all, our lives are cast in the present scene. Therefore, unusual interest was demonstrated in our Air-Conditioned living room, located in building five. From a distance this exhibit presented a delightfully artistic structure of classical lines. It seemed to welcome people and courted further acquaintance. Once inside, a colorful picture met ones eyes. Here was a spacious living room, equipped with the most modern equipment available today. Easy chairs, davenport, floor lamps, turkish rugs all seemed to say "Sit down a while and rest." It is no exaggeration that literally thousands of persons accepted this implied invitation as well as the personally expressed invitation of Company attendants and did just that.

The lighting effects were such as to provide soft, adequate illumination without any suggestion of glare. It was modern to the minute and doubtless got across to visitors the importance of lighting today, its flexibility, beauty and the effect of good lighting can have upon health and mental attitude.

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The outside of the air-conditioned room presented a classical appearance. There were ample entrances on either side of this structure to facilitate handling of the crowds on busy days.

GENERAL INFORMATION



Net Increase in Consumer's Meters for Year Ending August 31, 1934

	Aug. 31, 1934	Aug. 31, 1933	Increase
Electric...	128,437	126,805	1,632
Gas	109,278	108,392	886
Steam.....	309	316	7*
Total.....	238,024	235,513	2,511

Statement of Consumer's Meters by Departments as of August 31st

	Electric	Gas	Steam	Total	Increase
1924	66,528	89,259	110	155,897	
1925	76,924	92,657	145	169,726	13,829
1926	86,665	96,555	199	183,419	13,693
1927	95,103	100,805	272	196,180	12,761
1928	103,193	105,113	317	208,623	12,443
1929	114,417	108,889	323	223,629	15,006
1930	118,053	109,349	340	227,742	4,113
1931	120,763	109,853	337	230,953	3,211
1932	126,993	109,221	329	236,543	5,590
1933	126,805	108,392	316	235,513	1,030*
1934	128,437	109,278	309	238,024	2,511
Incr. in 10 Yrs.	61,909	20,019	199	82,127	82,127

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	
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 August 1934	Month of August 1933	Increase
KWH Generated—Steam.....	6,372,873	3,475,299	2,897,574
KWH Generated—Hydro.....	5,932,947	8,323,180	2,390,233*
KWH Purchased.....	18,411,218	16,480,539	1,930,679
M Lbs. Commercial Steam Produced.....	34,255	35,936	1,681*
MCF Coal Gas Made.....	339,686	322,500	17,186
Tons Steam Coal Used.....	10,433	7,181	3,252
Tons Gas Coal Used.....	29,846	27,608	2,238
Tons Coke Made.....	19,678	18,505	1,173
	Aug. 31, 1934	Aug. 31, 1933	Increase
Number of Employees.....	2,368	2,144	224
Amount of Payroll—Month Ended.....	\$ 361,104	\$ 322,379	\$ 38,725
Amount of Payroll—Year Ended.....	\$3,913,491	\$3,445,775	\$ 467,716
Miles of Underground Duct.....	2,027	2,025	2
Miles of Underground Line.....	3,003	3,003	—
Miles of Overhead Line.....	8,164	8,088	76
Miles of Gas Main.....	817	816	1
No. of Street Arc Lamps.....	1,395	1,393	2
No. of Mazda Street and Traffic Lamps.....	25,549	26,150	601*
Total Number of Street Lamps.....	26,944	27,543	599*

*Denotes Decrease

EMPLOYEES BENEVOLENT ASSOCIATION

Cash Statement for August, 1934

Receipts		Disbursements	
Balance 1st of Month.....	\$8,178.52	Sick Benefits.....	\$ 942.84
Dues—Members.....	811.51	Accident Off-Duty Benefits.....	262.81
Dues—Company.....	811.51	Expense of Nurse.....	128.28
Fees—Members.....	19.00	Miscellaneous.....	55.28
Fees—Company.....	19.00	Balance end of Month.....	8,450.33
Miscellaneous.....			
Total.....	\$9,839.54	Total.....	\$9,839.54

Membership August 31, 1934 ... 2,147

Membership August 31, 1933 ... 1,809

Mr. and Mrs. Charles A. Tucker Near Their Sixtieth Anniversary

MR. Charles A. Tucker, assistant treasurer of the Company, and Mrs. Tucker on October 29 will celebrate their sixtieth wedding anniversary. Mr. Tucker's interesting business career and ideal married life are an inspiration to his many friends. It is especially so to his associates in the Company, many of whom have known him during all of the twenty-nine years he has been a highly trusted and efficient executive.

Mr. Tucker started in his business career when he was but fifteen years of age. He formed a partnership with a man about forty years his senior, in the printing business in Syracuse. They bought a business for \$16,000, paying as down payment the sum of \$2,000. With a debt of \$14,000 this unique pair

got to work. They just had to make a go of it. And go it did. In two years the business was so successful that they sold out and Mr. Tucker's share realized on the investment was a number of thousands of dollars.

For fourteen years following this good start, Mr. Tucker owned and edited a country newspaper, the Mohawk Independent. He also acted as correspondent for other newspapers among them the Albany, Utica and New York papers. This early experience provided a fine all-around background for Mr. Tucker's career that was to follow, and gave him a broad viewpoint on life.

Before he was thirty years of age, Mr. Tucker had spent about fourteen years of his life working night and



The Company's assistant treasurer, Mr. Charles A. Tucker, and Mrs. Tucker who on October 29 celebrate their sixtieth wedding anniversary.

day, getting his start. He was married when he was nineteen, to Miss Ella C. Hines, of Brewerton, N. Y., who was destined to bring great happiness into his life for years and years to come. Having a wife and a home of his own impressed Mr. Tucker with the thought that home really should be a place to spend happy hours, not merely a place to eat and sleep as had been his custom when doing newspaper work. So, he turned over a new leaf, and has stuck to it ever since. He made his home his chief hobby in life; he made the most of the companionship Mrs. Tucker brought him. And as the story goes "They lived happily ever after."

Mr. Tucker says he has been a married man for so long that he really can't remember when he wasn't married. After he sold out his newspaper business, he and Mrs. Tucker traveled for a time and later he associated himself with the Syracuse Electric Light and Power Company, remaining there for ten years. Subsequently he followed utility work in positions with the New Haven Gas Light Company and as treasurer of the LaClede Gas Light Company of St. Louis. In March, 1905 he became an employee of this Company and the following year he was elected Secretary and appointed ass't Treasurer. For many years he has often been referred to as the "Watchdog of the Treasury."

Those who know Mrs. Tucker find it easy to understand why it is that his marital existence has been so full of inspiration. Today she is as buoyant and full of life as many persons half her age. She was seventy-nine in July and Mr. Tucker reached the same age on the twenty-first of September. He jokingly says that this entitles him to be "boss" half the year with Mrs. Tucker holding the reins the other half. It must be an ideal arrangement, judging by the serenity and happiness of their home life.

Mr. and Mrs. Tucker have no children, but they are godfather and god-

mother of a host of young people in their neighborhood. They enjoy having children about them and the Tucker home is a mecca for boys and girls who look upon Mr. and Mrs. Tucker as boon companions. The Tucker garden is also one of their outstanding hobbies. They both love flowers and spend hours cultivating them, which is just another indication of how they get a lot out of what the poet calls "The small sweet things of life."

The Company is fortunate in having had for twenty-nine years past an executive of the all-around ability and diplomacy of Mr. Tucker. He helped to guide it in its formative period and has always stuck to the ship, even when the sailing was rough. We take this opportunity to congratulate Mr. and Mrs. Tucker upon their sixty years of married life. Ten years ago, upon their fiftieth wedding anniversary, GAS AND ELECTRIC NEWS had this to say: "We wish for Mr. and Mrs. Tucker many years of continued health and usefulness." Let's repeat that same wish now and, as they say in bridge—redouble it.

Try This Some Day When Your Wife's Away

THERE'S a joke about an Englishman who tried to repeat over 'ome a witticism he had heard in America. It went like this. A large orchardist when asked by the Englishman what he did with all the apples replied "We eat, what we can, and what we can't eat, we can." After he fully understood the joke the Englishman had a big laugh. "I'll 'ave to tell that over 'ome when I return" he said.

When he got over 'ome he could scarcely wait to spring it on someone. He began this way. "Over in the States, by jove, I encountered a jolly farmer who raised apples no end. When

I asked 'im what he did with the bloody lot of them he replied "Well, we eat what we can, and what we can't eat we put down in fruit jars." And after having a good laugh himself, the Englishman finished with "Ripping, isn't it?" But he wondered why he alone saw the point.

We have in this Company, an official who dearly loves to putter around the kitchen. He's a great cook and is usually on hand at department picnics to broil the steaks, etc. Recently when his wife went away for a day, he stayed home and canned quart after quart of peaches and made some delicious jelly. And our informer says that it's "swell jell" as well as peachy peaches. He had some of them. And so, if your wife hasn't had good luck with the canning this year or if there are other things still to be canned, there's just this to be done about it. Either call up Miss Helen Smith of the Home Service Department or this Company official, who is also an expert. His name is . . . it just slips our mind right now; we may think of it later.

And if you have more prunes than you really can use, well, just eat what you can, and what you can't eat—put down in fruit jars. Now that we know that a Company official can "can," well, candidly, we're gonna try canning ourselves. If any of you men want to try it out, we still think you ought to follow strictly in the steps of our Company canner and—wait until the wife isn't home, just in case you get as mixed up with your canning as did the bally Englishman with his canning joke.

R. G. & E. Male Chorus Resumes Practice

The R. G. and E. Male Chorus is rehearsing regularly in anticipation of an active season of singing. It took a rehearsal or two to get the cob-webs out of voices which had done little singing, except perhaps "Singin' in the bath-tub" since last Spring.

A number of new faces, or perhaps we should say voices, put in their appearance and enthusiasm runs high. The men are keen for that first concert which is "just around the corner" now. Requests for the chorus have been coming in for some time and Secretary James Coyne is still making dates for future appearances.

President Willis Hughes and Vice-President William O'Brien as well as the other officers of the chorus will function until mid-season, until the chorus gets into its stride, after which there will be an election of officers for another year.

Director Frank Houston has divided the chorus into groups of four or five men each, with each group under the direction of a leader. This it is thought will aid in teaching the men the large number of new songs which have to be learned. Miss Doris Horner is back from her European vacation and occupies her usual position at the keyboard. It looks like a harmonious beginning for another fine season.

Cracksman—I cut through the outer door with an oxyacetylene torch and then used dynamite.
Judge—Two years! Wait a minute—could you get a clinker out of my furnace for me?

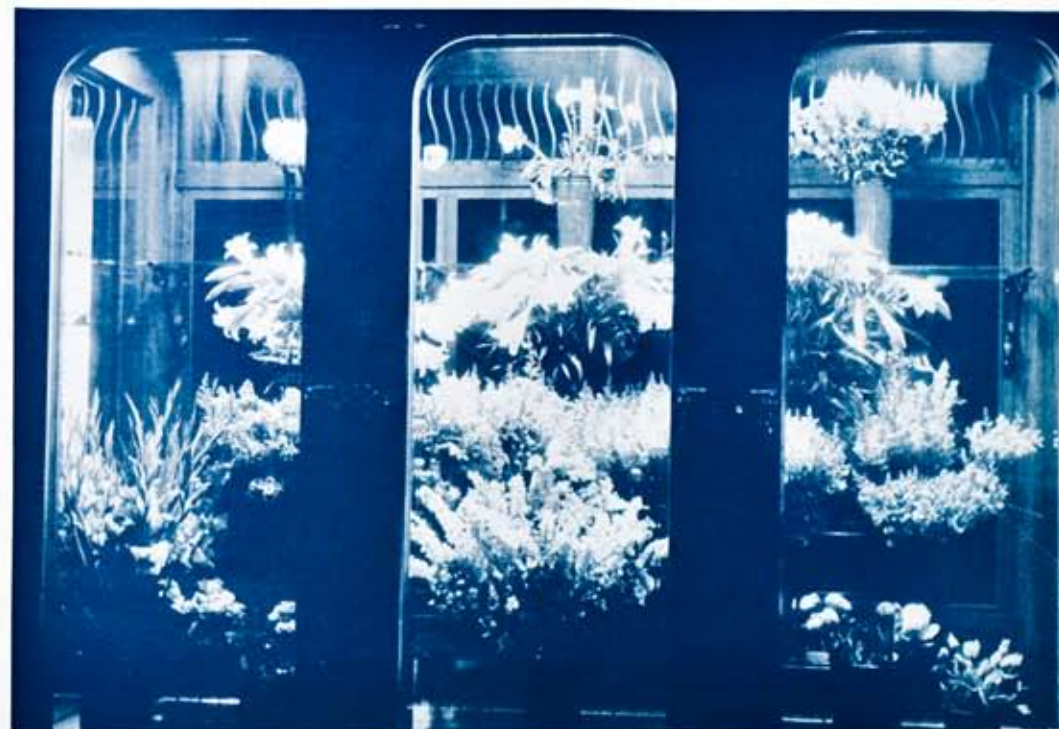
● *Perhaps you need a new garage, an extra bedroom, new home conveniences, a new heating plant. Perhaps your roof leaks, your store front needs repairs, your farm property or home needs painting? Now you have a general idea what this is all about. The Better Housing Program can assist you to get these things. Look into this matter NOW. Consult any bank or financial institution or ask your employer about it.*

Refrigeration for Storing and Displaying Cut Flowers

R. DEWITT PIKE, *Author*

A RECENT installation at the Charles A. Stark Florist Co. illustrates the use of modern Servel refrigeration equipment in storing and displaying cut flowers. Fresh cut flowers are placed in a refrigerated storage room held at a constant temperature of 42° and for a period of 24 hours they are allowed to soak up moisture. This conditioning process makes them firm and more lasting. They are then transferred to a refrigerated display case where at a temperature of 45° with relative humidities near 90%, they are kept fresh and saleable for many days.

Modern refrigeration systems are capable of maintaining proper temperatures, constant temperatures, and high, relative humidities—the three major requirements for the flower storage. With this equipment the florist is able to deliver to your home beautiful varieties of cut flowers and dainty corsages the year round. When these flowers are received you also may keep them in perfect condition until needed by placing them in their original wrappings on the top shelf (the warmest location) of your own electric refrigerator.



Proper electric refrigeration makes it possible for each delicate flower to retain its fragrant beauty, its original color and its usual attractiveness. The above Servel installation is in the establishment of Mr. Charles A. Stark, florist, Clinton Avenue North, Rochester.

GAS and ELECTRIC
« NEWS »

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

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VOL. 19 OCTOBER, 1934 No. 9

Don't Wait For It

It used to be said that old dame opportunity knocks at your door but once, and the inference was this, woe betide you if you were not at home to welcome her with open arms. But who wants to lounge around waiting? We think that the modern version of this old fable includes the belief that opportunity is out in the world roaming around, waiting for us to recognize her and cultivate further acquaintance. Today, she almost has to be kidnapped.

This line of thought brings to mind batters who always wait for the pitcher to put the ball in the old "groove." But how many hits and home runs do you think have been garnered by smart batters who step up and wallop the old ball when it isn't even close to the plate? We'll wager it

is done by a host of players, whose batting averages are records of real achievement.

Life doesn't often give us a perfect set-up. We have to make some of the "breaks" ourselves.

We used to believe with Elbert Hubbard that if you made the world's best mouse trap, even though you lived in a dense forest, people would wear a well-beaten trail to your very door.

This may have been true once, but it doesn't hold today. There are lots of fine mouse traps, automobiles, breakfast foods, radios, et cetera, being turned out in progressive plants. Even the best of them don't bring buyers to storm your factory. You've got to advertise if you expect to get your share of the business.

Our modern business psychology is getting farther and farther away from that of the past. Opportunity doesn't call on us, we have to go out and drag her in; we no longer expect the "breaks," we go out and make our own. And so, if you've been in the habit of waiting for that old ball to come to you, straight over the home plate, just try stepping up on one that doesn't look so hot. There's a greater thrill in a healthy hit and an occasional home-run than there is in patiently waiting for a perfect set-up or getting a "walk" on balls.

Day Dreams

DAY dreaming. What is it? Perhaps it is a trait characteristic of middle age, a temporary mental lapse lasting sometimes for only a fraction of a second; but lots can happen in that fraction of a second, especially if one is driving an automobile. Day dreaming has often been associated with the air castles built by small boys dreaming over their lessons in school, or looking out

the window, thinking of fishin' or something else more alluring than studies.

Perhaps we don't mean day dreaming at all, but whatever it is we want to talk about it for a moment. Here's an example. Week after week a person gets off the street car at night near his home, walks a half block, then proceeds down his street to his own home. He could do it in the dark, because he knows every step. Then, one night, for some unknown reason and while in a mental funk of some kind, he walks past his usual turning-in point and gets half a block away before he "wakes up." He has been, shall we say, day dreaming.

Just the other night a fellow told me he washed his hands in the kitchen sink, an act he performs scores of times a week, but instead of proceeding over to the family towel as he always had done since he can remember, he walked straight across in the opposite direction to the kitchen door, wet hands and all.

A friend told me recently about his having sat in his car looking straight ahead at the green signal light, day dreaming; he proceeded to wake up and move onward only after a terrible hoking of horns aroused him from his lethargy. Personally, we know of other drivers who have told us about passing red signal lights without even seeing them, and would not have thought anything about it had not their wives or other passengers in the car "bawled them out" for it. Why do we do such things?

These are very simple illustrations, but they get over the idea. It is dangerous to day dream and may imperil our lives or those of others. We have many jokes about the absent-minded professors. They give us a chuckle. But it isn't funny when our absent-mindedness sets up hazards which can bring injury or death in their wake. But what can we do about it?

We can try to be alert at all times

excepting upon those occasions when we sit down in our easy chairs and actually indulge ourselves in a bit of harmless day dreaming. Our modern existence demands alertness, attention to business. On the street, the highway, going in and out of elevators, almost everywhere we need to have our mind upon what we are doing.

There is something intriguing about this introspection, day dreaming, absent-mindedness or whatever you wish to call it. It seems to tend to "grow" on us, if we cultivate it. There are many persons who actually can self-hypnotize themselves and lose their identity for a time through a mental attitude the first stages of which is day dreaming.

It has recently been found that the largest primary factor in automobile accidents is the mental attitude of the driver. Perhaps most of us can curb this tendency to mental lapses which is so productive of destructive results. It is something for us to think about.

Balance

THERE is a certain balance in life which makes for mental and physical poise. Some persons seem to have this wonderful accomplishment by natural endowment. Others have to strive for it. It seems to be a fine appreciation for the fitness of things. It is well worth cultivating.

It is wonderful to have an appreciation for orderliness, cleanliness, neatness and many other good things; but it is very possible to carry this virtue to the point of "fussiness."

Housewives could carry this idea to such extremes that they would be on needles and pins when friends visit their homes. They might be so afraid that home orderliness would be upset that they would heave a sigh of relief when visitors make their exit. Apparently the chairs, rugs, lamps and

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The Little White School House

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the "once over") look bright and chipper. Generally they are well-painted, well heated and at least more care than formerly has been given to good lighting and ventilation. The teachers are capable and, like a rural physician or clergyman, they are more or less of a social force in the communities they serve.

Motor busses, good highways and the modern trend toward consolidation makes it expedient in many townships to combine all educational forces into one central effort. It will take some years, however, before this consolidation which eliminates the tiny school houses is completed.

It is nice to feel that even the children in the remote rural sections still have a fine expectancy for becoming outstanding citizens. A boy who is attending one of these small schools now may some day be president of the United States. Who knows? In the meantime, teachers are "carrying on," teaching as high as six grades in one room; boys and girls are learning to concentrate and study their lessons under these more or less adverse conditions. Much of the success of that, however, is in ones learning to conform to existing conditions. At least, it is being done, and the young people who come from these remote little schools to higher institutions of learning are still of a very commendable scholastic calibre. The little white school house is "holding its own." It is still too early to cry about them.

Lighting Sales Institute

(Continued from Page 275)

It is one thing to know your line and quite another to be able to present it favorably to customers or prospects. Lighting is no exception. Engineers admit their proneness to stick too closely to fundamentals and to tech-

nical presentations. The sales school, through the highly qualified lighting experts from the General Electric Company, presented effective sales promotion ideas in talks and demonstrations which make the selling of light an interesting thing, something which can be of real service to individuals, homes and plants where lighting could be used to so much greater satisfaction and effectiveness.

People are awakening to the idea that lighting means a lot in their lives.

BALANCE

(Continued from Page 285)

other home accessories in a small minority of homes are placed by blueprint. They must be "just so," each and every one of them on its allotted "spot."

We can feel for people who carry routine to the point of seeming mania. It was something of this attitude in people which kept the old-fashioned parlor a place, not to use and enjoy, but one to trot out only for weddings, funerals and important social affairs.

Of course, there is the other extreme, where one lets things "go" and doesn't worry a bit about appearances. Either extreme is difficult to understand. But somewhere in between there is a balance, where most persons can find happiness and satisfaction. It is the half-way people who get the most pleasure from life, and in so doing bring a greater increment of joy to those with whom they come in contact.

This half way point is something like the temperate zone we used to read about in our geographies; neither too hot nor too cold, but just fine for year 'round living and all-around accomplishment, and a balanced existence.

A strange feature of the grade crossing situation is that the railroad companies seem bent upon keeping us all from being killed, while we don't seem to mind whether we are or not.

Signs Along the Way

SIGNS of the times. Bert Lewis showed us a photograph he had taken of a roadside sign reading "Free Kittens." Another employee tells about a sign he saw stating "Honey, one hundred feet ahead;" when he got a bit farther he saw some bee hives, also a colored mammy totin' a basket along the roadside. And to go from the facetious to the serious, Miss Margaret Bridgemansent us a note quoting a roadside sign she saw which enjoined "The best safety device is a careful driver." And here's one we all can take to advantage, not literally, but just as a passing reminder. It was used by some organization as a warning sign just before motorists reached a bad railroad crossing; it smacks of cigarette advertising and boldly challenged "Try our locomotives, they satisfy." This reminds us of the crossing signs down east which make a rather fine distinction from local crossing sign verbiage. They warn motorists as follows "Railroad crossing, look out for the engine." So far as we are concerned, we'll look out for both of 'em. And here's just one more roadside sign story. A man told us about his very small son who had a habit of using the expression "cripes" whatever that means. At least it is a mild form of profanity indulged in by less courageous souls who find the need for a colorful epithet upon occasion, one that hasn't too much fire and brimstone in it. The father was quite disgusted. It was "cripes" this and "cripes" that. One day while the family was on vacation motoring way out through Iowa, they passed a big red barn on the end of which was emblazoned in large letters "John Cripes." "Aha" chirped this Dad to his small son "So this is the guy you've been talking about."

Centennial Exhibit

(Continued from Page 278)

On extremely hot days this living room was like an oasis in a desert. People enjoyed the cool comfort of the air-conditioning which the Company had planned into this exhibit for the benefit of its customers and friends. The air was alive. It was gently agitated and had movement. It was pure, clean, cool and wholesome. No doubt hundreds of persons got their first real appreciation for this modern service which electricity makes possible in homes, offices, plants and public buildings. They now know what air-conditioning really can mean in comfort and renewed vitality. Persons suffering from hay fever perhaps got the greatest real satisfaction in this room. Almost immediate relief is often noticeable in this atmosphere which is delightfully free from pollen and dust; but we didn't start out to give a sales talk.

The Company is naturally pleased at the appreciation visitors expressed for its efforts in behalf of the Centennial celebration. Its modern living room with air-conditioning seemed to be just the type of an exhibit to express the spirit of Company service, a spirit which means, substantially, promoting through the distribution of Company products greater health and happiness in homes and greater progress in business and industry. Its historical exhibit helped by contrast to indicate just now far both Rochester and the Company alike had traveled down the years towards today's comforts, conveniences and accomplishments.

On the Dotted Line

The salesman's son went to the zoo and stood before the spotted leopard's cage. After studying the animal closely for several minutes he asked his mother:

"Mama, is that the dotted lion that daddy is always talking about?"

OBITUARY



WITH the utmost regret we announce the following deaths. To the bereaved families we extend the deep sympathy of the Officers and Employees of the Company.

Mr. Patrick McCabe died recently at his home, 42 Roseland Street, aged sixty-three years. He had been an employee of the Company for thirty-six years. Mr. McCabe leaves a wife and four children. Interment was made at Holy Sepulchre.

PERSONALS



Miss Emma Augenstein recently motored through Virginia, visiting the endless cavern, the natural bridge, the Gettysburg battle grounds and also stopping at Mt. Vernon and Washington.

Miss Hattie Neuhriel recently visited friends in Pennsylvania and enjoyed a few days at Atlantic City.

Mr. and Mrs. Roy Briggs enjoyed a restful vacation at a cottage on Canandaigua Lake.

Miss "Sis" Byrne enjoyed a restful week at Conesus Lake recently.

Mr. and Mrs. Ray Davis spent their vacation motoring through the Mountains. They stopped for a visit with friends at Toronto on the return trip.

Miss Maryland Curran recently visited Fort Ticonderoga and other points on the Mohawk Trail, stopping at Saratoga Springs to visit relatives.

Miss Mabel Perry motored to Chicago again in August and said she enjoyed the fair more this year than she did last.

Miss Marion Corris had a delightful two-weeks vacation motoring with friends through the Green and White Mountains. She stopped off at Stone Ledge, on Winnepesaukee Lake and at Center Harbor, New Hampshire.

Mrs. Irene Sanderson is happy when she is driving her car. She often gets in and makes a non-stop trip to Toronto or some other equally distant point for the week-end. Recently she visited her sister in Washington, D. C., taking numerous short trips while in the south for two weeks.

Mr. Archie Davis recently motored to Chicago and St. Louis, later visiting friends in Kentucky. While in Chicago, Mr. and Mrs. Davis met Christopher Helfer and Mrs. Helfer, who were on their way to visit Mrs. Helfer's parents. After using their extensive camping equipment one night, Mr. Davis packed it up and decided to save himself the bother of packing and repacking it daily. The remainder of the trip they stopped at tourist camps.

Mr. Albert Crimmens recently visited friends in Canada, making the trip to Cobourg on the Ontario Number Two.

Mr. and Mrs. J. W. Nichols, accompanied by Mr. and Mrs. John Nichols, spent two weeks in camp at Loon Lake. Fishing wasn't so good this year, but they had a very enjoyable vacation nevertheless. During the last week in camp they were joined by Mr. and Mrs. Harold Nichols which makes this item sound just a bit like the discussion of the currency problem. No matter what you think about the scarcity of gold, there's still plenty of Nichols.

Miss Virginia M. Wolverton spent a week visiting friends at Jamestown, N. Y.

The West Station Superintendent's office is fairly well isolated so that the four women employees seldom get outside for noon luncheon. On stormy days they enjoy a foursome of bridge

with prizes 'n' everything. The daily prize is from the five-and-ten and is Wool-worth the money. About once every week or two they have a more expensive prize worth at least "two bits." Urged on by these rewards and coached upon occasion by Mr. William Spears, this gas house bridge club, as they call it, is playing a pretty classy game of bridge. Club members are Mrs. Jas. W. Nichols, Mrs. Ruth Vogt, Miss Ruth Gibbons and Miss Virginia Wolverton.

Mrs. Ruth Vogt returned from her vacation in the Saranac Lake region shortly after Labor Day. She augurs an early winter from the fact that the leaves on the trees in that section were already beginning to take on the beautiful colors. This means that winter is just around the corner, to which autumn seems to reply, rather sadly "And is my face red."

Mr. Michael Lacagnina and his brother Joseph enjoyed a fine camping vacation at Watkins Glen. They were accompanied by two boy friends.

Mr. Frank Merz, who spent his vacation a couple of years ago as guest of his brother in California, has recently been returning the honor and showing his brother the high-spots of Rochester and vicinity.

The marriage of Mr. Harold Diamond to Miss Mary Doris Townsend was solemnized on August 28, at Geneva, N. Y., by the Rev. Hassinger, at St. Peters Church. Following the ceremony which was attended by a group of friends of the bride and groom, Mr. and Mrs. Diamond departed on their honeymoon motoring trip to New York. They are now at home at 969 Garson Avenue. Mr. Diamond for many years has been employed at the coke bins.



The R. G. & E. Dramatic Club recently enjoyed a steak roast at the Chiseler's Camp. The members shown in the picture are: Back Row, left to right, "Champ" Clarence Clark, Ray Clark, Harvey Lanin, Edward Burwitt, Arthur Rockman, Edgar Letson. 2nd Row, left to right, Leonard Champion, Mrs. Harvey Lanin, Mrs. Ray Clark, Mrs. Wilbur Geiger, Miss Dorothy Lovick, Mrs. Pearle Cole Dailey, Wilbur Geiger, Bernard Sherman. 1st Row, left to right, Mrs. Bernard Sherman, Miss Leora Danby, Miss Doris Rice, Miss Jane Raines, Miss Dorothy-Helen Millar, Miss Mary Martin. Mrs. Leonard Champion, Miss Mildred Wood.

Mr. and Mrs. Fred Gillis with a party of friends motored through the Mountains recently. One of the interesting sights they enjoyed, aside from the natural beauties of the trip, was their inspection of the Ashokan Dam, which impounds water which comprises part of the supply of New York City. Stops were made at Blue Mt. Lake and Saratoga Springs.



Scene on Canandaigua Lake, a snap-shot from the Kodak of Mr. Bert Lewis. Why not send us some of YOURS?

The annual clam bake of the Coke Bins office force was held at Island Cottage Saturday, September 29. After a bounteous "bake" which included broth, steamed clams, celery, radishes, corn, Irish and sweet potatoes, fish and broilers, the lethargy of conflicting calories was dissipated in playing baseball and other field and athletic sports.

Mr. and Mrs. Lee Scott enjoyed part of their vacation at Atlantic City and the remainder in and about the Thousand Islands.



Scene in the Mountains taken by Mr. Frank A. Wentworth on his recent vacation trip.

Mr. Patrick Drumm and wife spent two days at the Syracuse Fair and were impressed by the performance of an exhibition pacer which paced one mile without a driver. Later they visited the Mountains, stopping at Saranac Lake and Watertown.

Mr. Arthur Rissberger, son of Mr. and Mrs. Arthur C. Rissberger, was recently honored by being elected editor in chief of the Madison Mirror, the official student publication of the Madison Junior-Senior High School. This honor is one of the highly prized rewards for scholarship and constructive effort done in furthering the progress of varied student and school activities.

Mr. and Mrs. LeRoy Hageman announce the birth of a baby girl, Janet Ruth, who weighed seven pounds and thirteen ounces and started out in life with two lower front teeth, which is something for any baby to coo about.

Mr. Thomas McQuay and family enjoyed a week recently at Rideau River and spent a few days visiting relatives at Clinton, fifty miles north of Belleville. Mr. McQuay had his fling with big and small mouth bass and came home with enough vacation enthusiasm to last him until next season.

Born to Mr. and Mrs. Frederick B. Walters, a son named Frederick B. Walters, Jr. Little Frederick arrived on August 6 and made himself right "at home."

Mr. and Mrs. Edmund Kwapich on September 13 became the parents of a baby boy, introduced by Mr. Stork as Thomas E. Kwapich.

Miss Ann Leela played tennis, swam and danced her way through a dandy vacation recently at Lake Titus, near Malone, N. Y.

Mr. and Mrs. Landis S. Smith and family enjoyed their vacation in the vicinity of Mount Marcy, camping out. They hiked and climbed mountains (we've lost track of how many times they've climbed Mount Marcy thus far) and cultivated the varied moods of Mother Nature. Both Mr. and Mrs. Smith are members of the Genesee Valley Hiking Club.

Miss Helen Schoen spent one week at the Thousand Islands and another week at Watoma Beach on her recent vacation.

Miss Helen Noyes, daughter of Mr. and Mrs. Burwell Noyes of Glenwood Avenue, on September 29 became the bride of Mr. Earl Burch, the ceremony being performed at six P. M. at the Grace M. E. Church.

Mr. George McGrath, of the Coke Bins, is one of the popular semi-pro baseball players of the past season. George played good ball with the Eggleston team which copped first place honors in the local semi-pro league. His nifty batting and fielding helped to win many a hard fought fray. George is one of the youngest players in semi-pro ball in this section and has a fine future in his favorite sport.

Mr. Carl Cooman was one of a party of four who spent their vacation in camping out at the Mountains. They climbed Mount Marcy and swam in Lake Tear of the Clouds, the highest body of water in New York State.

Mr. F. W. Fisher and family enjoyed a recent vacation along the northern shore of Lake Ontario, stopping at interesting points in an extended motor-ing trip.

Miss Edith Holdgate recently spent three days at Toronto where she visited friends and attended the Toronto Exposition. Her vacation trip also included stops at various places in Ohio.

Mr. and Mrs. William Fisher spent an interesting two weeks vacation visiting at the home of Mr. Fisher's sister in Orange, New Jersey. They also enjoyed a shopping trip to New York and visited Radio City and other interesting places.

Miss Mildred DeWolf recently visited her home in Rome, N. Y., where she renewed many old acquaintances and enjoyed a delightful vacation.

Miss Helen Dimmick motored through the Mountains on her vacation, stopping at many delightful spots along the way.



One of the beautiful scenes Harry Taillie and family viewed daily at Canandaigua Lake. It is a vista seen from the porch of the Taillie cottage.



Miss Marie La Porte, daughter of Mr. and Mrs. James La Porte, and her dog "Spitz" at the La Porte cottage, Gannanoqua.

Gordon Bangs and wife, and Mr. and Mrs. George Gleason recently spent one week at Forest Echo Lodge, Canada, one hundred miles north of Toronto. Hiking and tennis were main items on their recreational roster.

You who may have sometimes wished to be on an island away from the cares of the world, where you could just rest and enjoy nature, may well envy the vacation of Mr. and Mrs. Fred Miller. They were guests on a one-acre island on Otter Lake, where salmon trout have no biting inhibitions, where nature is herself and there was a man Firday to do all the chores.

Mr. Edward Letson forgot his blue prints long enough to enjoy a fine trip to the Chicago Fair.

Even the modern baby enjoys vacations in this day and age. Miss Barbara Fravel, four months old daughter of Mr. and Mrs. Dale Fravel, went on a twelve hundred mile motoring vacation with her parents. Of course, the doctor said it was O. K. Little Barbara in her hammock in the tonneau slept

all through Pennsylvania and New Jersey and failed to appreciate the beauties of the "Little Switzerland of America" through which she later passed. She even missed the sights of Atlantic City and Washington, but when she gets to studying geography, some day, she can tell teacher she was there.

Mr. and Mrs. William B. Clare and their children Madeline and Billy recently visited friends and relatives one hundred miles north of Ottawa, Canada. They stopped in the little town of Corbell, where the Dionne quintuplets hold the limelight, but could not get to see them. Mr. Clare tells us that the food of these five famous infants is kept pure and wholesome in an Electrolux gas refrigerator. Thanks for the ad, Bill.

Mrs. Myrtle Bender, gas distribution office, recently won a new Ford de luxe sedan, the grand prize offered at a contest sponsored by the church of Our Lady of Good Council. She was so elated that she decided to spend her vacation at home, riding around until that new bus gets properly broken in. Mrs. Bender, who purchased five ten-cent tickets, one of which won the prize, considers she got her money's worth. Unlike the Scotchman in the story who won a car under the same circumstances, she didn't ask for a rebate on the other four tickets.

Miss Dorothy Dake recently visited the Chicago Fair. Although it rained every day she was there she had a fine time. She visited the N. B. C. broadcasting station, except for Radio City, the largest station in the country, and went for a fast ride with one of Barney Oldfield's "hell drivers" on the fair's speedway.

Mr. and Mrs. LeRoy Hageman are the parents of a newly arrived baby girl, Janet Ruth, born on September 11. Mrs. Hageman formerly was Margaret Spencer of the Gas Distribution Department.

Recent visitors at the Chicago Fair were Mr. and Mrs. Frank Sisca and the Misses Frances Cooley and Helen Wiesner.

Mr. Raymond Hilficker spent one week visiting his sister at her farm at Red Hook, N. Y. Ray didn't mind pitching hay or milking the cows, but when it came to digging potatoes he said "Let me do something else and let the fellow that planted those 'spuds' dig 'em—he knows where to find 'em."

Mrs. Mary Wallman Marshall accompanied her husband on a fishing trip to Black Lake.

Mr. and Mrs. Cal Brown and their sons Murray and Ronald recently spent a week visiting Mr. Brown's mother at his old home in Yale, Michigan. Mr. Brown had the pleasure of renewing acquaintances with a number of his former college associates at Detroit, who were also home on vacation.

Mr. and Mrs. Chester Schlenker enjoyed a fine vacation at Trout Lake and Miss Ada Green, also of the Gas Distribution Office, spent two delightful weeks at Conesus Lake.

Mr. Wesley Streitle spent a two week's vacation aboard the destroyer Tatnall, as a guest of Uncle Sam. Mr.

Streitle is a member of the U. S. Naval Reserves. He boarded the ship at New York for the cruise which included battle practice with three-inch guns. Stops were made at Hampton Roads, the naval base, and at Annapolis, where opportunity was given to see the naval academy and Mr. Streitle enjoyed a three-day leave at Baltimore.

Mr. and Mrs. Walter E. Clark and family (the family comprises Donald James, born on June 2) spent their vacation visiting relatives in Bellfonte, Pennsylvania and motoring through parts of Canada.

Mr. Albert Lamey, accompanied by his wife and daughter Doris, enjoyed their vacation in a cottage along the St. Lawrence River. Mr. Lamey spent two weeks fishing in a section where fish are fish, where a year or so ago the prize fish of Canada was caught. Mr. Lamey had a season's bet with his wife that he would catch the biggest fish. He claims that she won on a technicality. Mrs. Lamey landed the biggest one, but his biggest one got away. Good work, Mrs. Lamey, you'll have to get that other big one next season.

Mr. William Hodge and family enjoyed a delightful vacation recently at Conesus Lake.



Canadian park scene, Ottawa, Canada, taken by Mr. Leonard Hahn, East Avenue car dispatcher, and imported for Gas and Electric News. Save us some of your nice pictures and send them in for next issue.



Fumes and Flashes

selected



Soup's On!

Caller: "Won't you walk as far as the street car with me, Tommy?"

Tommy (aged seven): "I can't."

Caller: "Why not?"

Tommy: "Cause we're gonna have dinner as soon as you go."

Cow-ard

A young city girl was vacationing in the country and became friendly with a farmer boy. One evening as they were strolling across a pasture they saw a cow and calf rubbing noses in the accepted bovine fashion.

"Ah," said the farmer boy, "that sight makes me want to do the same."

"Well, go ahead," said the girl, "It's your cow."

In Black and White

A woman inquired of a Negro porter the time of the train to Chicago. She then went to a white man and asked him.

The porter went to the white man afterwards and said, with a smile, "Perhaps she will believe it, now she has got it in black and white."

Every Little Bit Helps

Lecturer (in a loud voice): "I venture to assert there isn't a man in this audience who has ever done anything to prevent the destruction of our vast forests."

Man in audience (timidly): "I've shot woodpeckers."

One Dollar—Ringside

Guest in Hotel—"There are two mice fighting up here in my room."

Room Clerk—"How much are you paying for your room?"

Guest in Hotel: "One dollar."

Room Clerk: "What do you expect for a dollar, a bull fight?"

Make up Your Mind, Lady!

A chap was rattling along a country road in his flivver when he overtook a girl who was crying. He stopped and asked if he could help her.

"Yes," she said, "please give me a lift. I was in a Lincoln car with a man and he tried to kiss me and when I wouldn't he told me to get out and walk."

"All right jump in," said the stranger. "he girl sat in the rear seat and the car jumped and jerked along. Finally she could stand it no longer, and, leaning over, tapped her benefactor on the shoulder. "I'm sorry, but you'll have to let me out," she said. "I'd rather be kissed in a Lincoln than shaken to pieces in a Ford."

Live and Learn

A father said, "Now, son, start saving the pennies and put them in this yellow box, and when you get five pennies give them to me and I'll give you a nickel and you can put that in this blue box; then, when you get five nickels give them to me and I'll give you a quarter, and you can put it in this red box."

Seventeen years later the boy discovered that the red box was the gas meter.

Or Collections

A minister consented to preach during his vacation in the country at an Episcopal church. When he arrived at the church on Sunday morning the sexton welcomed him and said: "Do you wish to wear a surplice, sir?"

"Brother," replied the minister, "I am a Methodist. What do I know about surplices? All I know about is deficits."

A Fish Story

A fisherman got such a reputation for stretching the truth that he bought a pair of scales and insisted on weighing every fish he caught in the presence of a witness. One day a doctor borrowed the fisherman's scales to weigh a new-born baby. The baby weighed forty-seven pounds!

Long Spell?

Judge (in traffic court): "I'll let you off with a fine this time, but another day I'll send you to jail."

Driver: "Sort of a weather forecast, eh, Judge?"

Judge: "What do you mean?"

Driver: "Fine today—cooler tomorrow."

Ba! Bhah!

"Willie Hick listened attentively one day to the story of the lamb that was eaten by the wolf."

"You see, Willie," said his mother, "if the lamb had remained in the fold, where it belonged, it would never have been devoured by the wicked, cruel wolf, would it?"

"No," said Willie thoughtfully, "we would have had it for dinner."

Not Serious

An old gentleman was crossing a busy corner when a huge police dog dashed into him and bowled him over. The next instant an Austin skidded around the corner, bumped him, inflicting more severe bruises.

Bystanders assisted him to his feet, and some one asked him if the dog had hurt him.

"Not exactly," he replied, "it was the tin can tied to his tail that did the most damage."

PUT OR TAKE!

Some fellows stay right in the rut,

While others head the throng.

All men may be born equal, but

They don't stay that way long.

There is many a man, with a gallant air,

Goes galloping to the fray;

But the valuable man is the man who's there

When the smoke has cleared away.

Some "don't get nuthin' out of life."

But when their whines begin

We often can remind them that

They don't put nothin' in.

—AUTHOR UNKNOWN



Highlights

Author Unknown

What's the use o' havin' skies that smile at you
If there wasn't ever clouds to hide the blue?

What's the use o' seeing grins that make you glad
If there wasn't faces somewhere that are sad?

Kind o' looks like sickness comin' for a spell
Makes folks all the gladder for the time they're well.

An' I know that posies seem a sight more sweet
Bloomin' up through rag-weeds at a feller's feet.

So it must be Nature
Makes days dark and blue,
Just so things will glitter
When the sun burst through.



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