

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

August, 1935

Vol. 19 - No. 7



In Letchworth Park

—Underwood

QUIT WORRYING

*The hardest work you ever do
Is worrying about it;
What makes an hour resemble two
Is worrying about it!
The time goes mighty slow when
You sit and sigh and sigh again,
And think of work ahead, and then
Keep worrying about it.
Just buckle up and buckle in—
Quit worrying about it.
By work, not worry, you will win—
Quit worrying about it.
A task is easy, once begun;
It has its labor and its fun;
So grab a hold and do it, son—
Quit worrying about it.*

—Exchange



ROCHESTER R G AND NEWS

Published by The Rochester

Vol. 19—No. 7

Gas & Electric Corporation

AUGUST, 1935

Refrigeration Sales Soaring

ELECTRIC refrigeration sales show an increase of 63.95 percent for the first seven months of 1935. This figure comprises Company refrigeration sales made in Rochester and other Company districts, and in money value represents the difference between \$144,863.18 total refrigeration sales for 1935, and, \$85,354.32 for 1934.

This increase in business indicates that hundreds of homes are taking ad-

vantage of the excellent terms offered through the New Low Cost Purchase Plan, which makes it possible for homes of modest means to easily avail themselves of the many assets of automatic refrigeration.

This new plan is also being featured by most of Rochester's representative dealers, and was made possible through the cooperation of the Company and

(Continued on Page 212)



The New Lincoln-Alliance Purchase Plan in which this Company cooperates, is being featured in all of that bank's six branches in Rochester. The display presents various automatic refrigerators, and an explanatory display card and a folder that is handed out to patrons, gives the details of this low cost plan, which makes it possible for homes of modest means to own and easily pay for a modern refrigerator. This progressive plan is sanctioned by local electrical dealers and the Electrical Association of Rochester.

R. G. and E. Softball Team Making Fine Record

ANYONE who hasn't kept pace with the strides softball, sometimes called "indoor," has made this season, should visit Kodak Park during any of the many games played there, nights, under the fine new electrical illumination which was sponsored by the Kodak Park Athletic Association. As many as 4,000 persons have paid a dime each to see the local softball talent in action there on one night alone.

Electrical illumination surely extends the enjoyment of sports into evening hours, making them of greater benefit to thousands who otherwise would be unable to enjoy them. Many games in the twilight leagues are now being played at Kodak Park, and next

season will doubtless see other illuminated diamonds.

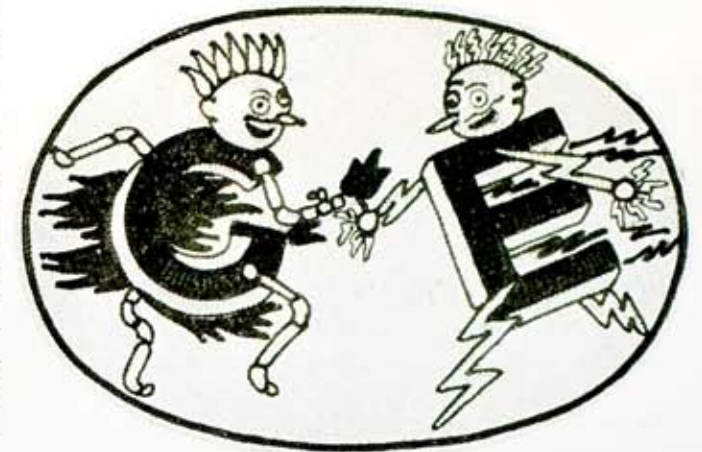
President Herman Russell, always interested in employees activities, lent his influence when he was approached in connection with the possibility of having the Company enter a team in the Industrial League. The optimistic prediction that the Company had much good baseball material has been borne out by the fine record made thus far, which is tabulated herewith.

In no game has pitcher Clem Herr allowed more than 4 hits or 2 runs, which is surely high-class hurling. He has been given excellent support by a fast infield and an outfield that is equally as good. Pitcher Herr has a record of strikeouts as follows in the

nine games played, 11 victims being his favorite number, here they are 11, 7, 11, 6, 11, 11, 7, 8, 12.

When it comes to hitting in the pinches McGrath, DeSmith, Hildebrandt and Knope! can be depended upon and the other players follow their example with exceptional batting averages. Catcher Mike Kwapitch is an old timer, seasoned, dependable and smart, and in the outfield, Bill Marks is as good as any in these parts. Johnny Bloom is sure fire at third base, and fast on the bases. Lacagnina has played consistently fine ball and so has Voelker, while Rene DeSmith, manager, knows how to direct the attack, always playing shrewd, smart baseball.

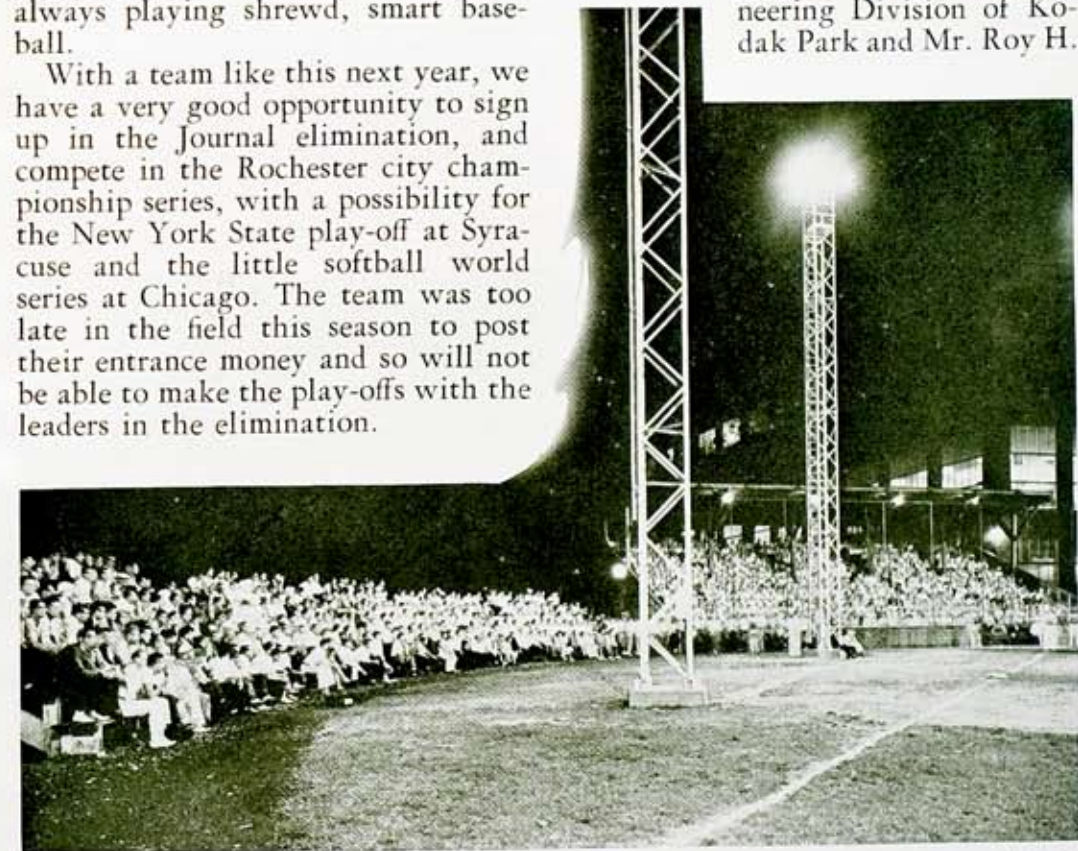
With a team like this next year, we have a very good opportunity to sign up in the Journal elimination, and compete in the Rochester city championship series, with a possibility for the New York State play-off at Syracuse and the little softball world series at Chicago. The team was too late in the field this season to post their entrance money and so will not be able to make the play-offs with the leaders in the elimination.



This is the "Gas and Electric Twins" insignia which adorns the backs of the players' suits. They are worked in black and white on a white background, with red worked in at various points. According to the record, the "Twins" like their baseball, and must be very good mascots.

A Word About the Lights

The lighting at Kodak Park was engineered by the Engineering Division of Kodak Park and Mr. Roy H.



A little closer up on some of the thousands which get a great "kick" out of softball. The lighting installation at the Kodak Park Field was supervised by Mr. Roy Weston, Industrial Department.



The R. G. and E. "indoor" or softball team, from left to right they are, back row: Lacagnina, Marks, Kwapitch, Voelker, Hildebrandt and Myers. Front row: Knope, Herr, Bloom, DeSmith and McGrath. Thus far, this team has played nine games, of which they have won 7, tied 1, and lost one.

RECORD OF GAMES PLAYED

June 14	R. G. and E.	8	Siebert Stove	2
June 28	R. G. and E.	7	Taylor Instrument	1
July 5	R. G. and E.	10	Camera Works	0
July 16	R. G. and E.	12	Esso Colonial Beacon	2
July 19	R. G. and E.	1	Sampson's	2
July 26	R. G. and E.	9	Bastian Brothers	1
July 31	R. G. and E.	2	Reed Glass	2
August 2	R. G. and E.	3	(ten innings, game called on account of darkness)	
August 8	R. G. and E.	11	Yawman and Erbe	0
			Esso Colonial Beacon	1

Weston of the Industrial Department. The flood lights are the product of Krouse Hinds, Syracuse, N. Y. There are seven 60-foot steel towers, installed by Kodak, with a total of 38 1500-watt lamps operated at 10% over voltage to secure the required lighting intensity. The total load is 57 Kw.

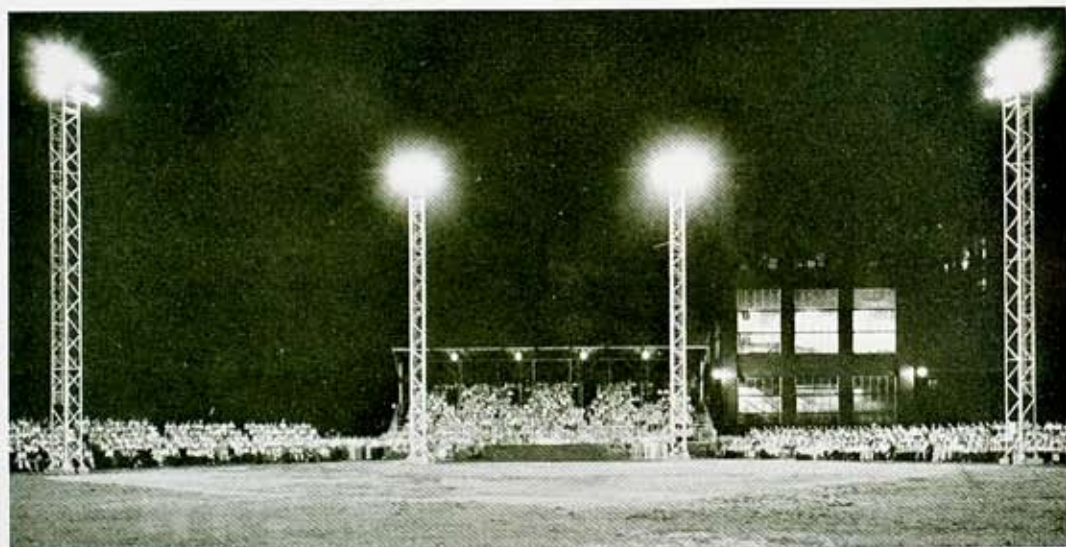
The illumination provides approximately 25 to 30 foot-candles of lighting for the infield, and 15 foot-candles for the outfield, which is substantially about one-half that afforded at the Rochester Red Wing outdoor park, yet entirely adequate for indoor baseball. The infield illumination is about the same as that obtained in the offices

throughout the Gas and Electric Building.

Support the R. G. and E. Team

There are still a number of games to be played in the Industrial League, and employees are urged to come out and see the Company team in action. Games are played each week, and notices of the dates and places at which the games will be played will be found each week on the Company's bulletin boards. Each team posted a \$12 entrance fee at the beginning of the season, which is to be used in featuring a banquet for all concerned at the end of the season. Come to these games

(Continued on Page 212)



As many as 5,000 persons have crowded into the Kodak Park indoor field to see games in the Journal elimination contests. Night games make it possible for persons who find it difficult to see day games to enjoy the thrills of baseball. Attendance records show how popular are the "lights" in Rochester's first large softball playing stadium.

Newly Elected Voting Trustees, Directors, Executive Committee and Officers of the Rochester Gas and Electric Corporation



VOTING TRUSTEES

- Raymond N. Ball
- Fred C. Goodwin
- Charles M. Travis
- Herbert J. Winn

DIRECTORS

- | | |
|------------------------|---------------------|
| Raymond N. Ball | Herman Russell |
| John P. Boylan | Charles W. Smith |
| Frederick S. Burroughs | Daniel Starch |
| M. Herbert Eisenhart | Raymond L. Thompson |
| Fred C. Goodwin | Walter L. Todd |
| Sanford J. Magee | Charles M. Travis |
| J. Craig Powers | Herbert J. Winn |
- Edward G. Miner, *Chairman*

EXECUTIVE COMMITTEE

- | | |
|------------------------|------------------------------------|
| Raymond N. Ball | Sanford J. Magee, <i>Alternate</i> |
| John P. Boylan | Edward G. Miner |
| Frederick S. Burroughs | Herman Russell |
- Fred. C. Goodwin, *Chairman*

OFFICERS

- | | |
|------------------------|--|
| Herman Russell | <i>President</i> |
| Joseph P. Haftenkamp | <i>Vice-Pres. in Chg. of Operations</i> |
| Ernest C. Scobell | <i>Vice-Pres. in Chg. of Finance and Comptroller</i> |
| Frederick S. Burroughs | <i>Vice-President</i> |
| *E. T. Edmonds | <i>Vice-President</i> |
| Frederick H. Patterson | <i>Secretary and Asst. Comptroller</i> |
| Joseph C. Collins | <i>Treasurer and Asst. Secretary</i> |
| Joseph F. McKenna | <i>Asst. Secretary</i> |
| A. E. Koch | <i>Asst. Treasurer</i> |
| Charles A. Tucker | <i>Asst. Treasurer</i> |
| E. Weinberger | <i>Asst. Treasurer</i> |
| Harold W. Nichols | <i>Auditor</i> |

(*) For signing stock certificates, notes, bonds, etc., only.

Playing Safe with Service

Little things sometimes cause more or less serious electrical interruptions. This article tells how a boy's kite which broke away from him, landed on an electric line between poles and caused a hazard to service which required a number of men working for over an hour to eliminate. These incidents the public seldom hears about, yet they are a regular part of the live concern of the Company to prevent trouble through proper maintenance and inspection.

EVERY so often, we wander "back stage" through some particular highway or byway of Company activity, to see what transpires behind the scenes. One evening we chanced to be in the Line Operating Department at Andrews Street, sometimes called the dispatcher's office. The men were busy answering telephone calls, contacting night trouble men, dispatching orders and receiving calls from customers relative to service. It was a busy place.

Finally, one of the dispatchers turned down a key on a switchboard, handed us a 'phone and said "Listen in." What we heard was something like this: "Hamilton Bailey talking. I'm at Float Bridge. I just closed Line Number 72 and opened line Number 45. What next?" The dispatcher, in

this case Ralph Crittenden, replied "O. K. 'Ham.' Now you can close 41 and open 73. Don't get stuck in the mud." And so it went for about an hour. Lines were opened, others closed; reporting linemen kept us in touch with what they had done, out there in the dark. We wondered what it was all about, and asked chief line operator Edwin Schlueter what was the occasion for all this switching of power from one line to another. Back of what he said was a story of utility operation. A simple but gratifying story of how this Company used a line gang, a force of dispatchers and an hour or more of time, for what purpose? To prevent a possible interruption of electrical service in a sector of Monroe and Wayne Counties, east of Rochester.

And what caused all this activity,



One of the nerve centers of the electrical distribution system, the office of the Line Operation Department. During a heavy storm, here is where the forces are marshalled which keep the wheels of industry turning, and home lights burning. From left to right are shown Messers Albert Koehler and Edward Schlueter (chief line operator). On the far side of the table are Messers Bert Hammond and James Miller facing them.



Lineman Hamilton Bailey telephoning from the Company's private telephone box at substation No. 43. Trouble men keep in constant telephonic communication with the Line Operation Department, so that they may be dispatched without delay to clear up trouble of an emergency nature.

this considerable expenditure of time and money? Nothing more than a small boy's kite, which had landed on a power line near substation Number 43. Possibly nothing at all would have happened had that kite been left right where it was. If so, all that time and labor might have been saved. But the kite had a cloth "tail." If it rained, the cloth might become impregnated with moisture and "short" across the wires. And although the Weather Man said

Schools are teaching boys the danger which lies in using wire for kite string or on the kite's tail. They teach them not to fly their kites near power lines, both for their own safety and because it is a hazard to continuous service. These boys know all about this and believe in "Safety First." They are, left to right, Raymond Harkshaw, Leonard Harkshaw and Leonard Mattice.

"Fair and Warmer" the Company wasn't going to take any chances. It was playing safe with its customers' service.

It would be altogether too complicated to attempt to show just how this small section of line was isolated so that the men could retrieve the kite from its resting place, with wires "dead." It had to be done so as not to interfere with service on lines extending to Williamson, Webster, Ontario, Sodus, Marion and other points. Through the mediary of duplicate lines which safeguard just such situations, as well as other much more serious ones, all this was accomplished easily and safely, thanks to the fine service of the modern telephone system.

At home in his soft bed, just about the time all this happened, somewhere in Rochester, was a small boy, sleeping peacefully. He may have been dreaming of a new, bigger and better kite that

(Continued on Page 212)



Rochester Gas & Electric Corporation
SYSTEM OPERATION DEPARTMENT
SWITCHING ORDER

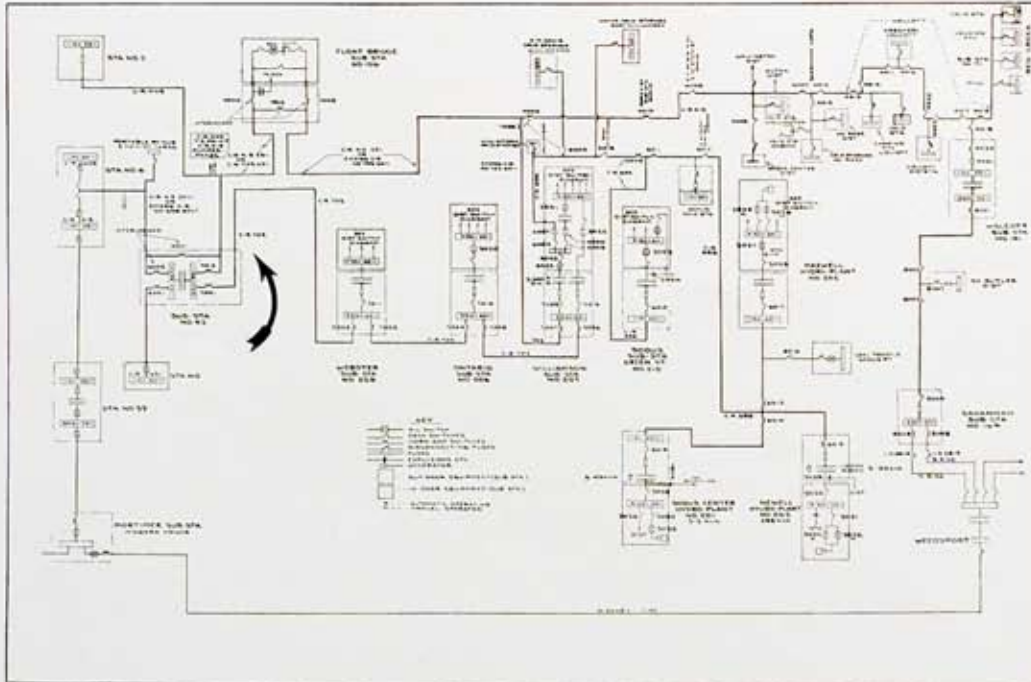
Sheet #1

All operations must be performed in the order listed below.
Full System Operator or Station must call System Operator for final order immediately before performing any of the operations.
System Operator must be notified immediately upon completion of each switching operation.
Perform Switching - Dept. *Williamoff* Mon. *Wayne Co.* 8:30 P.M. 8/2/24

No.	OPERATION	TIME	STATUS	REMARKS
1	Check 20 cycle transmission system at Station - Monroe and Sablot - (Don't leave place)	8:30 P.M.	OK	
2	Close 42-1000 - Close switch 7112-7113 8:30 P.M. (The 42-1000 is 11 minutes)	8:30 P.M.	OK	
3	Williamoff - Open switch 7112-7113	8:30 P.M.	OK	
4	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
5	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
6	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
7	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
8	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
9	Close 42-1000 - Close 7112-7113	8:30 P.M.	OK	
10	Williamoff	8:30 P.M.	OK	

Order Issued by *E. Bray* - Approved by *Roger C. ...*
Order Executed by *E. Bray*
Remarks: *See sheet #2*

Above is shown in miniature detail the record required in connection with the line switching operation mentioned in this article. Every operation must be painstakingly recorded; the open and closing of switches, the checking of transmission systems and other items, all in the interest of good service and safe operation.



The arrow above indicates the portion of the line which had to be isolated before the work of removing the kite from the wires could be accomplished. While this was being done, service as usual was enjoyed by Company customers through a shunting of electrical current to other lines extending throughout Monroe and Wayne Counties. The diagram above, greatly reduced, is a layout of the Company's distribution lines extending from Rochester and Mortimer throughout Wayne County, as far as Weedsport, Savannah and Wolcott.

R. G. and E. Radio-Grams

*

Radio Talk by
Frederick W. Fisher on State Trooper Program, WHAM
Thursday, August 8

In previous broadcasts I have stated that you get a greater return from the money you spend for electricity than from practically anything else you buy. An easy way to make a convincing demonstration of this fact for yourself is to compare various kinds of electrical service with purchases that are ordinarily made by every family.

For instance, the price of one ice cream soda will operate an electric flatiron one hour a week for five weeks. The penny you drop into a weighing machine will run your vacuum cleaner one and one half hours. A single street car fare will keep an electric fan going for more than twenty-four hours. You can operate an electric refrigerator two days and nights for the cost of one pack of cigarettes.

You can make eight slices of toast every morning for thirty days for the ten cents you pay for a loaf of bread. You can keep your radio going continuously from now until midnight for the price of a single yeastcake. A three-cent stamp will pay for burning two 50-watt lamps for six hours. The tax of five cents which you pay on one gallon of gasoline will run an electric dishwasher half an hour every day for ten days.

The lady of the house can run her washing machine three hours for less than she pays for a bar of laundry soap. The nickel you spend for an ice cream cone will operate an electric clock for twenty days.

While gas does not provide the variety of service that you get from electricity it is just as dependable and just as economical in those services which it does perform. For instance, the price of one paper of pins will supply enough gas to cook five full meals for two persons.

And the penny you pay for one box of matches will heat four gallons of water in a gas water heater. These simple illustrations, I am sure, will visualize for you in a most effective manner the exceedingly small place which the cost of gas and electricity occupy in the average family budget.

Less Than Three Cents a Day For Hospital Care

Company employees are being given the opportunity to subscribe for the wonderful new service of the Rochester Hospital Service Corporation, which insures hospital care for a worker, his wife and children for an investment of but a few cents per day. This plan has been endorsed by Company management as well as the directors of the Employees Benefit Association, and the accompanying article was written to help familiarize employees with the many benefits which the plan offers for such a small financial outlay.

IN Japan, it is said, people pay doctors to keep them well. In this country many agencies combine to help maintain excellent standards of public health, at little or no cost to those who benefit. The American public is extremely conscious of its health today, so much so that it seems that we almost take it for granted and sometimes fail to provide for that "rainy day" when we may inadvertently have to receive hospital attention.

Just as people often find that, when it rains, their umbrella has been left at home, or, they have no umbrella at all, so in sickness or injury we find that its unfortunate arrival has not been planned for in our household budgets.

The Rochester Hospital Service Corporation now provides us with a plan which offers us just the "umbrella" we need in times of unforeseen emerg-



One big factor in the recovery of hospital cases is peace of mind. The new plan, by eliminating financial worries, will be a stimulus toward regaining normal health and happiness.

ency. Its cost is so little that it is within the reach of every working person. Actually less than 3 cents per day is required to eliminate this hospital bugaboo from our minds. It would seem, that like the Japanese, we have finally discovered a means whereby we can substantially invest this small amount to help keep ourselves out of hospitals, for it is because large numbers of persons avail themselves of this plan that it becomes possible to make it apply to all those who wish to avail themselves of it. In this respect, it has humanitarian and social aspects which further commend it to us.

Few persons ever expect to be ill. Nevertheless in Rochester last year 34,144 persons actually did receive care from seven Rochester hospitals. All these were bed patients, and the average hospital stay was but 11 days per patient.

The Rochester Hospital Service Corporation's coverage of a total of 21 days hospital care, per subscriber, as a maximum, would therefore seem to be entirely adequate. And when your doctor says you need hospitalization, this is what you receive as a subscriber to the plan: bed and board in semi-private accommodations, professional service of resident staff, general nursing service, operating and delivery room service including anaesthesia, laboratory and pathological service inclusive when ordered by the attending physician, physiotherapy when ordered by the attending physician, customary drugs and dressings, ambulance service within city limits and electro-

cardiograms, basal metabolism tests and blood chemistry examinations.

These services, some of them, may seem very remote and uninteresting to you now, but how necessary they are when needed, and how costly when you are not protected by a service like that now being provided by the Rochester Hospital Service Corporation.

The service has been worked out on a non-profit basis, and its officers and directors serve without pay. It covers hospital bills only and your doctor and any private nursing is your personal responsibility. You and your doctor may choose any hospital which has joined the Rochester Hospital Service, and ten or more employed persons may join as subscriber groups, the age limit at present being up to age sixty-five.

Without red tape and at the extremely low cost of sixty-five cents per month, an E. B. A. member, for instance, without financial investigation or physical examination except as to certify that to the best of his or her knowledge he is in normal health, may become a subscriber, the monthly pay-



The basis of all social ideas is to bring security to all members of the family, as well as freedom from needless worries. The new plan helps the entire family to enjoy greater mental and physical well-being.

ments (one-half of which the Management has generously agreed to pay) being deducted from your pay envelope.

Dependents are also eligible to the plan as follows: the following persons



Of course, YOU don't expect to have to go to a hospital. Few persons ever do. When that time comes, however, it is nice to know that the necessary hospital care and attention awaits you, and that you have paid for it through payroll deductions costing you but a few cents per day.



who live with the subscriber and who are entirely supported by subscriber (a) wife (b) husband (c) unmarried minors who are not self supporting, who are eligible until they attain the age of 21, or, prior thereto marry or become self supporting.

This plan has been endorsed by the Medical Society of the County of Monroe, by other important professional or lay groups, and similar plans have been endorsed by the American Hospital Association. The New York State Insurance Law was amended to permit this plan and the present rates to be charged have been approved by the State Department of Insurance.

The participating hospitals are: Genesee Hospital, Highland Hospital, Park Avenue Hospital, Rochester General Hospital, St. Mary's and Strong Memorial Hospitals. Rates below.

	Month	Year
Subscriber.....	\$.65	\$7.80
First dependent (husband and wife).....	.35	4.20
Dependent children (all).....	.30	3.60
Total.....	\$1.30	\$15.60

*Company pays half.

An indication as to the appreciation of employees for the Rochester Hospital Service Corporation plan was recently gained when, following a talk relative to its many features, given by employment manager William C. Gosnell, who is one of the directors of the organization, one employee group of 74 persons, without exception, wanted to subscribe. The head of your department will give you additional information, and as an employee of the Rochester Gas and Electric Corporation you will have an opportunity to subscribe, providing you are an E. B. A. member.

Board of Directors of the Rochester Hospital Service Corporation follows.

THEODORE C. BRIGGS - - - - - President	
SOL HEUMANN - - - - - Vice-President	
SWAYNE P. GOODENOUGH - - - - - Treasurer	
PAUL R. TAYLOR - - - - - Secretary	
Sol J. Appelbaum, M.D.	Joseph MacSweeney
Rabbi Philip S. Bernstein	Most Rev. Edward Mooney
David Crockett	Christopher G. Parnall, M.D.
Nathaniel W. Faxon, M.D.	John B. Pike
B. Emmett Finucane	Dean Quimby
Raymond E. Foster	Mrs. Harper Sibley
Mrs. E. Harry Gilman	Mrs. E. A. Stebbins
James Gleason	Vilas G. Swan
William C. Gosnell	Raymond L. Thompson
Edward Harris	W. Douglas Ward, M.D.
David B. Jewett, M.D.	Fred J. Weider

SHERMAN D. MEECH, Director

GENERAL INFORMATION



Net Increase in Consumer's Meters for Year Ending June 30, 1935

	June 30, 1935	June 30, 1934	Increase
Electric.....	129,374	128,171	1,203
Gas.....	109,951	109,088	863
Steam.....	306	312	6*
Total.....	239,631	237,571	2,060

Statement of Consumer's Meters by Departments as of June 30, 1935

	Electric	Gas	Steam	Total	Incr.
1925	75,249	91,897	145	167,291	
1926	85,212	95,788	199	181,199	13,908
1927	93,698	99,517	272	193,487	12,288
1928	102,134	104,116	317	206,567	13,080
1929	112,704	108,160	323	221,187	14,620
1930	117,490	109,226	349	227,065	5,878
1931	120,333	109,730	341	230,404	3,339
1932	126,927	109,284	329	236,540	6,136
1933	126,647	108,425	316	235,388	1,152*
1934	128,171	109,088	312	237,571	2,183
1935	129,374	109,951	306	239,631	2,060

Incr. in 10 Yrs.	54,125	18,054	161	72,340	72,340
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Net Increase in Consumer's Meters by Months

	1932	1933	1934	1935
January.....	203*	258*	54*	16*
February.....	(1) 247	86*	86*	55*
March.....	(2) 5,818	460*	93*	55
April.....	24	128	266	206
May.....	259*	134	366	281
June.....	136*	94	332	314
July.....	55*	7*	172	
August.....	58	132	281	
September.....	11	517	249	
October.....	169*	318	203	
November.....	293*	281	191	
December.....	256*	211	179	

(1) Includes 650 Meters of former Brockport Gas Light Co.
 (2) Includes 4,900 meters of former Lake Ontario Power Corp.

	Month of June 1935	Month of June 1934	Increase
KWH Generated—Steam.....	3,378,486	3,732,968	354,482*
KWH Generated—Hydro.....	12,837,305	8,181,692	4,655,613
KWH Purchased.....	14,466,624	16,709,957	2,243,333*
M Lbs. Commercial Steam Produced.....	46,973	42,389	4,584
MCF Coal Gas Made.....	364,387	364,948	561*
Tons Steam Coal Used.....	8,071	7,509	562
Tons Gas Coal Used.....	33,537	31,728	1,809
Tons Coke Made.....	22,219	23,075	856*

	June 30, 1935	June 30, 1934	Increase
Number of Employees.....	2,336	2,314	22
Amount of Payroll—Mo. Ended.....	\$ 362,139	\$ 346,421	\$ 15,718
Amount of Payroll—Yr. Ended.....	\$4,211,255	\$3,815,322	\$395,933
Miles of Underground Duct.....	2,031	2,027	4
Miles of Underground Line.....	3,000	3,000	—
Miles of Overhead Line.....	8,222	8,152	70
Miles of Gas Main.....	820	817	3
No. of Street Arc Lamps.....	1,395	1,395	—
No. of Mazda Street and Traffic Lamps.....	26,010	25,439	571
Total Number of Street Lamps.....	27,405	26,834	571

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for June, 1935

Receipts		Disbursements	
Balance 1st of month.....	\$10,045.49	Sick Benefits.....	\$ 756.73
Dues—Members.....	850.45	Accident Off-Duty Benefits.....	119.99
Dues—Company.....	850.54	Expense of Nurse.....	202.50
Fees—Members.....	8.50	Miscellaneous.....	35.50
Fees—Company.....	8.50	Balance end of month.....	10,859.01
Miscellaneous.....	210.25		
Total.....	\$11,973.73	Total.....	\$11,973.73
Membership June 30, 1935.....	2,139	Membership June 30, 1934.....	2,050

Rochester, N.Y. July 10, 1935

Alice Reetz
1720 Clinton Ave. North

To **HIGHLAND HOSPITAL, Dr.**
South Avenue at Bellevue Drive

Account of *Self*

From 6/29/35	AM P.M. 1935	to 7/10/35	AM P.M. 1935	Rate 4.50	49.50
Board of Nurse, Day	1935	to 1935			
" " Night	1935	to 1935			15.00
Operating Room					
X-Ray					5.00
Ambulance					
Delivery Room					
Prescriptions					
Extras					
Laboratory Charge					5.00
Total					74.50

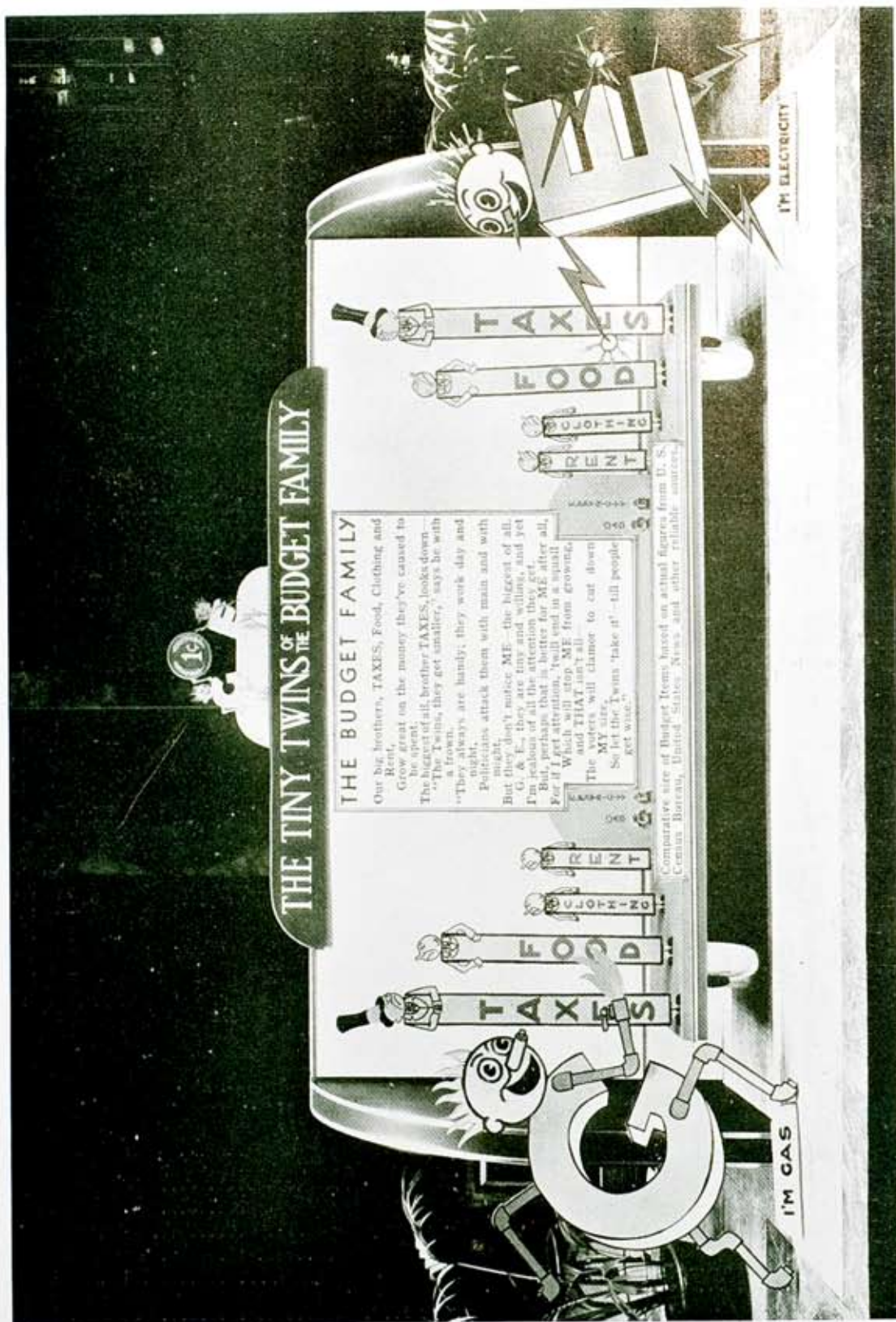
Credits

Bills Payable each Week in Advance

Balance Due

PAID JUL 10 1935

Here is the simple story of the first hospital case under the new plan. This young woman received a receipted bill for \$74.50 covering a tonsillectomy, and all it cost her in real money was her first month's payment of 65 cents.

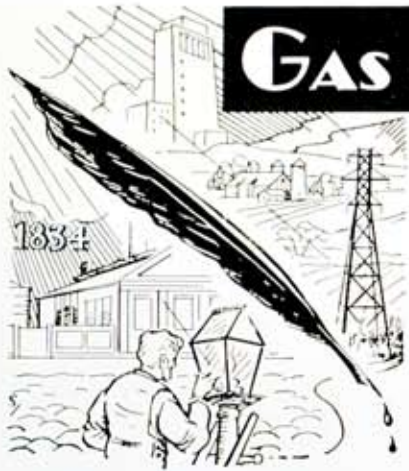


Recent window display in windows of Gas and Electric Building. The vertical figures at either side of the poem show the comparative size of budget items based upon actual figures from the U. S. Census Bureau, the United States News and other reliable sources.



A beautiful landscape in Mendon Ponds Park, which is fast becoming one of the most visited parks near Rochester. Public picnic grounds and swimming is available.

GAS & ELECTRIC NEWS



Department Correspondence Staff

MRS. PEARL DAILEY	Women's Section
LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumers' Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canandaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
BENJAMIN CAHILL	Line Department
GEORGE PUDDINGTON	Domestic Sales

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

HERMAN RUSSELL Honorary Editor
FLOYD MASON Editor

On the Fence

WE shall never forget a statement made by a sound business man some years ago, when a friend admitted to him that he was "on the fence" so far as a certain public matter was concerned. "You can not, as a public spirited individual, stay on the fence" he said, "All of us have to make decisions and align ourselves with one side or the other."

This has always seemed to us to be good logic. We must take cognizance of community, national and international matters that concern humanity and not be straddlers, side-stepping these issues. Yet, how difficult it is today, with all our newspapers, magazines, radio broadcasts and other disseminating mediums, including books, to find out just where we wish to stand on matters, political, social, and otherwise.

We recently read a book on Germany and the conditions alleged to be prevalent there today. It was a sorry picture of persecution and brutality. Yet,

people returning from Germany have painted a much happier picture of German progress, which discounts much that this book implied.

We read at least ten books concerning contemporary conditions in Russia, have listened to numerous lecturers on the same general topic and have perused numerous articles in national magazines, still we don't quite know on which side of the fence we are in this matter—there's so much to be read in support of each side.

Perhaps we are getting to be a straddler, however, we are quite willing to be fair on all these questions, and charitable to both sides of the issue until we can "make up our mind" to be on this side or the other side of the fence.

What is propaganda, and what is gospel truth; what is bally-hoo and what enthusiastic advertising sincerity; when have people "axes to grind" and when are they unselfishly interested in a proposition, a policy or a person. These things will always demand our intelligence and best judgment.

The easiest way to stay off the fence might be either to be a dyed-in-the-wool party man, come what may; or to decide to be pro this or pro that, without bothering to read the other side of the question, or, to become discouraged and say "What the heck,

Knock a Home Run With Strike Three

FOR a baseball player to throw down his bat in disgust and walk away from home plate because the umpire calls "Strike One" on him seems utterly ridiculous and silly, doesn't it? Of course it does.

But a baseball player would say that it is equally silly for a salesman to stop trying to sell when the buyer "calls strike one on him." The big thing to remember is that you can knock a home run on the third strike, if you keep on trying.

Recently a salesman came in with a big contract from a large company. His sales manager knew that competition had been keen for this business. He asked the salesman how he got the order. The salesman answered, "I took all three strikes."

What he meant was that he was turned down cold on the first two calls. Then the salesman went back to his office and studied out a new approach, and prepared a lot of new facts that emphasized certain qualities of his produce he had formerly neglected to emphasize. When the new facts were brought to the buyer's attention he closed the order.

You cannot always expect to hit the ball with the first strike. That's why you should never fail to "take all three strikes" with a buyer before you give up. And what's more—try just as hard on the third strike as the first.

Every time you start in to face a buyer, think of him as the pitcher on the opposing nine. He's going to throw you some trick balls, some "ins," "outs," "curves, spitballs, or whatever he can." If you miss the first one, remember that he may not be able to duplicate it again—or that, having struck at one, you are better able to gauge the second—or the third.

—Tips and Topics

this question is getting too complex, I guess I'll be 'agin' everything."

Public spirited Americans, however, will keep on trying to find the "right answers" to all the issues which inject themselves into life today. There may be times when they'll do a little honest straddling until the balance of the scales of their best judgment swings down to one side or the other.

No, we can't long remain "on the fence." We must make decisions, and being alert to the public pulse, reading and digesting all we can relative to the pros and cons of issues at stake, is one good way to escape the stigma which sooner or later attaches itself to persons who just can't make up their minds which way they ought to jump.

"Calling Card of Friend"

AN effort to bring the human equation into the gas bill was recently promulgated by the Bridgeton Gas Light Company. The Company terms the monthly gas bill "The Calling Card of a Friend."

"The next time you see your gas bill, stop a moment to think about what you have received for the amount you are asked to pay. Compare the comfort, convenience, and leisure time you have bought with the price of anything else you purchase.

"You will find that gas is the least expensive thing you buy—and the most valuable. Should you decide that this is not true in your particular case, then you may be sure you are not allowing the Great American Servant to do all it can for you.

"Let it show you the joys of completely automatic hot water. Let it provide perfect automatic cooking—a cool kitchen and hours more time for recreation. Let it show you the way to the most silent, the swiftest, and most satisfactory automatic refrigeration in the wide world. Then you will agree that your monthly gas bill is indeed the Calling Card of a Friend."

R. G. & E. Softball Team

(Continued from Page 198)

and help your team to cop first place honors, a mark at which they are now shooting with commendable success.

League Officials

The officials of the Industrial League are: President, Mr. Gardiner, Baltimore and Ohio Railroad; Secretary-Treasurer, W. H. Calver, Taylor Instrument Companies; each team provides an umpire for each game, the official Company umpire being William Weaver, with Jim Skinner and Arthur Underwood officiating in his absence. Howard Stebbins has acted as official score keeper and business manager. Credit is due Mr. Johnny Baker for the manner in which he and his men have maintained the Blossom Road Holder diamond, at Searle Park, at which many of the games are played.

Playing Safe with Service

(Continued from Page 201)

he was to fashion tomorrow. Neither this small boy, nor his parents downstairs reading by the ample light of the geni or electricity, never dreamed that one runaway kite could cause so many men to work so diligently for over one hour. And that is the tale of a kite that found out that the Rochester Gas and Electric Corporation, as Andrew H. Brown might say "Don't mess with trouble" at least, not when a good hour's work by skilled hands can obviate the possibility of two minutes of darkness in your home or mine.

You turn a valve or press a button, and utility service begins to work for you. All the slaves of all the previous years of life would not work so well, nor could any other agency today work so economically.

In terms of convenience, labor-saving and human happiness, the value of utility service cannot be calculated. It can only be appreciated when you try to think what life would be without it.

Refrigeration Sales Soaring

(Continued from Page 195)

the Lincoln-Alliance Bank. Terms are as low as \$5.00 down, with three years to complete payment, and monthly payments as little as \$2.42.

In considering this healthy increase in sales, other constructive factors should not be lost sight of. Among them, the following stand out: The increased health and happiness of the families in whose homes these modern refrigerators have been placed, and the actual saving in dollars and cents which modern refrigeration makes possible.

Conservative estimates show that automatic refrigeration is able to save the average family a total of about \$9.75 per month, through making possible savings in food spoilage, quantity buying when prices are right and many other constructive factors.

Boomerang

He: "Here's the candy—sweets to the sweet."

She: "Thank you. May I pass you the nuts?"

A Fisherman's Dream

I went fishin' t'other day,
Did I ketch 'em, I should say,
Down where gleamin' waters swish,
Where there's always lots of fish.

Got ter thinkin' "Wots the use,
"Who's got such a good excuse,
"Fer nosin' round and findin' out,
"What Ike Walton wrote about."

Got my pole, then got my bait,
Gosh, I couldn't hardly wait,
Until the fish begun ter bite,
Takin' lure clean out of sight.

Ketch em? Well I guess I did,
Til the sun had almost hid,
From the spot I like ter fish,
Down where gleamin' waters swish.

Musky, Pike and Perch an' Bass,
Lay in piles upon the grass,
Had to go and git the dray,
Ter haul that pile of fish away.

Gosh all fish-hooks, I feel sore,
Ain't never goin' ter bed no more,
That's what I call plain, downright mean—
That whole shebang was just a dream.

—Author unknown.

Good Posture

STAND straight and sit straight for good looks, for health and for self-confidence. Begin early to teach your children to carry themselves well, so that they will grow into strong, straight, well-built men and women.

Correct posture helps the organs of the body do their work properly, with less wasted effort. It is a sign of self respect and plays an important part in winning the respect of others. The sloucher is likely to be a person who looks upon himself as a failure. His posture may unconsciously reflect his own poor opinion of himself and pass this opinion on to others.

To stand correctly, stand as tall as possible without rising on the toes—head up, chin in, shoulders held erect, chest out, spine as straight as possible, arms hanging naturally at the side, abdomen in, knees straight without strain, heels two to four inches apart, and toes pointing straight ahead. Health specialists of the Metropolitan Life Insurance Company suggest this easy way to take the correct position: Stand with your back to a wall, with the head, hips and shoulders touching the wall, and the heels one to four inches away.

In sitting, bend from the hips and not from the middle of the back or shoulders. The body and head should be held in a straight line.

Chairs should allow the feet to rest sparely on the floor, and chair backs should fit and support the curves of the body. Desks and work-tables should be just high enough so that the forearms and hands may rest upon them without the shoulders being hunched up. If the correct posture is taken, the head will be erect, the arms will have support, the chest will expand easily, the shoulders will be on a level, and the back will be straight.

Metropolitan Life Insurance Company
One Madison Avenue, New York City

Send in News

WHEN we are looking for news for the Magazine, folks often tell us: "Well, I did have something for you the other day, but I just can't remember what it was."

In order to make it easier for you to conserve such news items, and to provide a constant reminder to strengthen that "nose for news" attitude, we have prepared some handy pads with sheets similar to the one shown below in reduced size.

These pads have been sent out to heads of departments, and others, and the results obtained from them have been very pleasing. Even President Herman Russell sent us a brief resume of his vacation (please read message below).

We think President Russell has set a fine example for others in this connection, and we can assure you that his contribution was entirely voluntary. We ask employees generally to make use of these publicity pads. If you have not received one, call GAS AND ELECTRIC NEWS on the telephone and one will be sent to you.

ROCHESTER
RGE AND ELECTRIC NEWS
Published by The Rochester Gas & Electric Corporation

Spent 7 weeks, visiting
Mother & Brother at Marquette
front fishing for sea creature!
As usual all the biggest ones
got away. Deer were very
plentiful and many seen
U.S. Gov. has established very
large National Forest in Marquette
and a young country. H. Russell

TELL US ABOUT IT . . . That party, vacation,
social event. Send us photos of you, your family,
beautiful scenes, etc. If you have a STORY for Gas
& Electric News, send it in or call Floyd Mason,
Third Floor, Gas & Electric Building.

Mr. Russell Receives National Honor

A recent release of the American Gas Association, gave out the information that Mr. Herman Russell, President of the Rochester Gas and Electric Corporation, had been nominated Vice-President of the American Gas Association. The elections are to be held at the Association's convention which will take place in Chicago during the week of October 14.

Mr. L. B. Denning, of Dallas, Texas, was nominated for the Association's presidency; Mr. J. F. Rooney, assistant to the vice-president of the Consolidated Gas Company of New York, was nominated for treasurer.

Mr. Haftenkamp R. G. & E. Golf Champ

VICE-President Joseph P. Haftenkamp is the R. G. and E. golf champion for 1935. Over the rolling terrain of Locust Hill Country Club Mr. Haftenkamp shot his best score of the season, an 84, to carry off low gross honors in a field of fifty divot diggers. Only six players were able to break ninety, boundaries and traps bringing grief to many of the contestants while Lake Nesbit, guarding the approach to No. 11 green, was the grave for a flock of golf balls. Scores under 90 were turned in by Mr. Haftenkamp, Jimmie Casey, 87; C. H. Woodbury, 87; Jim Minnamon, 87; Frank Houston and Charles Hoffmeier, 88. Nineties were scored by President Herman Russell, Ham King, Lew Neary and Dean Johnson.

Leaders in the two groups were as follows: Class A—Low Gross, Haften-

kamp, 84; Low Net, Woodbury, 87-17-70; Class B—Low Gross, Minnamon, 87; Low Net, Johnson, 90-22-68.

Other net scores:

Class "A"—Charles Hoffmeier, 74; C. R. Winterroth, 74; Ralph Crittenden, 75; Herman Russell, 75; Frank Houston, 75; Lew Neary, 76; James Dick, 77; Jim Casey, 78; H. C. King, 79; Ray Strickland, 79; Sidney Alling, 80; Marlin Shepard, 80; John Clark, 85; H. T. Hall, 88.

Class "B"—C. C. Luitweiler, 71; R. Norbert Gerow, 72; Wilbur Seidel, 74; J. B. Warren, 74; Burton Cragg, 75; Conrad Toole, 75; R. E. Ginna, 76; DeForest Melching, 76; Donald Kresser, 77; Edward Adams, 78; Leon Kimpal, 78; J. F. Sharkey, 79; Ray Myers, 80; Arthur Kelly, 82; A. Furstoss, 83; Frank Schmitt, 83; L. Caple, 85; Charles Benham, 86; I. Lundgaard, 87; Walter Keen, 88; Thomas Kennedy, 88; Leslie Sale, 89; W. Weaver, 89; Edward Miller, 90; F. A. Wentworth, 81; Charles Shaft, 100; R. B. Cooper, 110.

The tournament was played on Saturday, August 17th.

Gas Progress

LAST year for the first time since 1930 the manufactured gas industry in the United States showed an increase in sales, in revenue and in number of customers. Sales of gas totalled 363,000,000,000 cubic feet which was an increase of 6.9 per cent over 1933. The gross revenue, while larger than in 1933, was slightly more than one per cent larger.

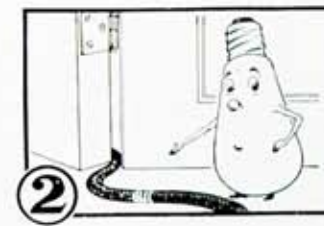
The industry served 10,000,000 customers last year, reports the New Jersey Public Utility Information Committee. These customers represented towns and cities with a combined population of approximately sixty million. The investment in both manufactured and natural gas at the end of 1934 was placed at \$4,800,000,000.

HOW TO SAFEGUARD ELECTRIC SERVICE IN THE HOME

Observe These Simple Safety Rules



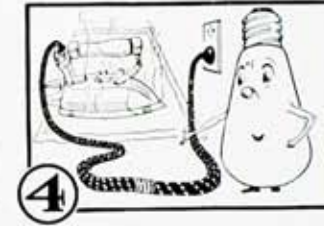
1. NEVER RUN CORDS UNDER RUGS
They become worn too quickly.



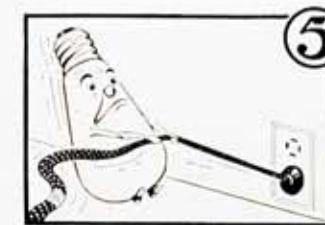
2. DO NOT PLACE CORDS IN DOOR JAMS
Squeezing like this breaks the protective covering.



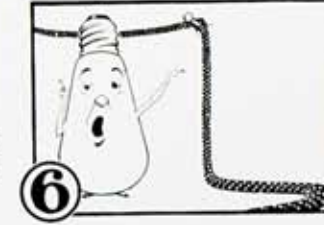
3. CORDS SHOULD NEVER BE RUN OVER RADIATORS OR STEAM PIPES
Insist on approved cords made for use in damp places and where contact with metal is likely to occur.



4. NEVER LEAVE HEATING APPLIANCES CONNECTED WHEN NOT IN USE
Fire is too frequently caused this way.



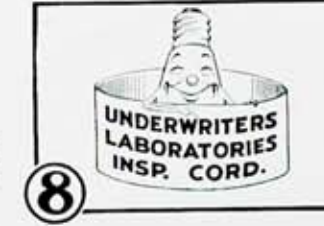
5. DO NOT DISCONNECT APPLIANCES BY PULLING ON THE CORD
This loosens the connections and is a frequent cause of trouble.



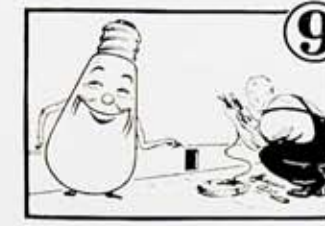
6. CORDS SHOULD NEVER BE USED AS A SUBSTITUTE FOR PERMANENT AND PROPERLY INSTALLED WIRING



7. CORDS SHOULD BE EXAMINED REGULARLY
Worn out cords should be replaced immediately to prevent short circuits.



8. INSIST ON APPROVED LABELED CORD WITH APPLIANCES, LAMPS, AND CORD ATTACHMENTS
They wear longer and are safe.



9. BE SURE TO HAVE ALL ELECTRICAL REPAIRS AND WIRING MADE BY A COMPETENT ELECTRICAL CONTRACTOR



10. HAVE ALL WIRING INSPECTED BY AN ELECTRICAL INSPECTOR
This is your assurance that the work is properly installed and will give better service under safe conditions.



Mr. Carl Cooman has returned to work after a leave of absence to attend Cornell University, where he did special work in Hydraulic Engineering, and obtained the degree of Master of Civil Engineering. He is the first holder of the Fellowship in Hydraulic Engineering, established by Mr. E. H. Hooker, former native of Rochester. Mr. Cooman was kept very busy, but enjoyed the work immensely.

Paul Rombaut is still temporarily away from his desk on the 5th floor, on account of working on the Station 3 Extension.

Miss Doris Horner attended the National Convention of the American Guild of Organists in New York City during the week of June 24th. There were numerous affairs arranged for the members and the concerts given at the various hotels, churches and schools, were especially gratifying and worth while.

Messers Ernest C. Scobell, Bill Hughes, Johnny Baker, Jim Carmichael and "Hap" Ward recently enjoyed a fishing expedition to Cape Vincent, where they angled for small-mouth bass. When Mr. Scobell was a boy, he used to know all the good places down Cape Vincent way, where he was born and brought up.

Mr. and Mrs. Wm. Fisher motored to Detroit over the "Fourth" to visit Mr. Fisher's brother.

Bruce Thompson has been transferred from the Billing Department to the Lighting Division of the Industrial Sales Department.

Mr. and Mrs. Arthur Morrell spent the week of July 22 at their cottage at Honeoye Lake and were successful in catching some very nice fish.

MITCHELL-BAKER

The wedding of Miss Margaret Frances Baker and Vincent D. Mitchell, son of Rev. and Mrs. Antonio S. Di Micheli of Schenectady, took place at 4 P.M., July 10, at the home of the bride. The ceremony was performed by Rev. Andrew Gillies, pastor of the Third Presbyterian Church. The couple left on an extended motor trip through the South. They will reside at 579 Post Avenue.

John L. Cantabene of the Steam Distribution Department was married to Miss Mary Agnes Palumbo on Saturday morning, July 20th, at 9 o'clock, in Our Lady Chapel, St. Patrick's Cathedral. After the ceremony the couple left on a trip to Washington, D. C., New York, and other points. They are now at home at 526 Glide Street.

STUBBS-MAHON

Miss Marjorie Stubbs became the bride of Mr. O. Leonard Mahon on June 29, at St. Monica's Rectory, the ceremony being performed by Father Hartmann. A wedding breakfast was held at "The Old Farm," after which the couple left for a trip to Big Moose Lake in the Adirondacks. Mr. and Mrs. Mahon are at home to their friends at 809 Arnett Blvd. A lovely set of dishes and silver were presented to the bride by her co-workers in the Payroll and Auditing Departments. Mrs. Mabel Worthy and Mrs. Ruth Dryer also gave a shower in honor of the bride.

Mr. Howard Hill and family are living at Crescent Beach for the summer. Mr. Hill expects to occupy his new home in the Fall, located in the new McFarlin Tract, Brighton.

Eleanor Staub, formerly Eleanor Lesczinski, of the Order Department, left the employ of the Company, July 10th. Her many friends throughout the Company will miss her. She was presented with a compact as a parting gift.

Rosalie Bridgman held a very successful bridge luncheon at her home on Westland Avenue, Saturday afternoon and evening, June 29. Her guests were Mable Cramer, Marie Fredericks, Alice Longbine, Marion Royle Miller, Edith Holdgate, Marion Rossney and Agusta Hennik. The first prize was won by Mabel Cramer, second prize by Marie Fredericks, and third by Rosalie Bridgman.

Miss Margaret Hunnewell and her mother spent an enjoyable vacation in the vicinity of Lake Chataqua.

When a person returns from vacation, he seldom feels much like a hero, what with diminishing bank roll and the return to daily routine staring him in the face. Mr. Charles Richter, however, who forsook his meter reading dials and gadgets for a trip to the Thousand Islands, deserves a hero's commendation for his rescue of a small boy from the waters of the St. Lawrence River. It may be that fate does have something to do with our selection of vacation spots. At least one small boy thinks so, with gratitude to Mr. Richter.



We hope the smiles of this lovely bride, Mrs. O. L. Mahon, formerly Miss Marjorie Stubbs, are a forerunner of a long happy married life. From left to right are: Mr. J. Mahon, brother of the bridegroom, Mr. and Mrs. O. L. Mahon, and Mrs. Ruth Dryer, bridesmaid.

BUDDING ARTIST

Miss Ruth Haftenkamp, daughter of Vice-President and Mrs. Joseph Haftenkamp, sat in her daddy's office one recent Saturday morning waiting for him to get his desk cleaned up. "Two by Four" as Mr. Haftenkamp has nicknamed her, might have become uneasy at the delay, but she had something more constructive to do. She took her father's desk pen and a piece of paper and created the design for a magazine cover reproduced on this page. We think it is pretty nice. It indicates a budding originality, especially pleasing because it was impromptu. It also shows that this young lady, like her Daddy, makes the most of her spare moments. For such persons, life will always be interesting, because it is

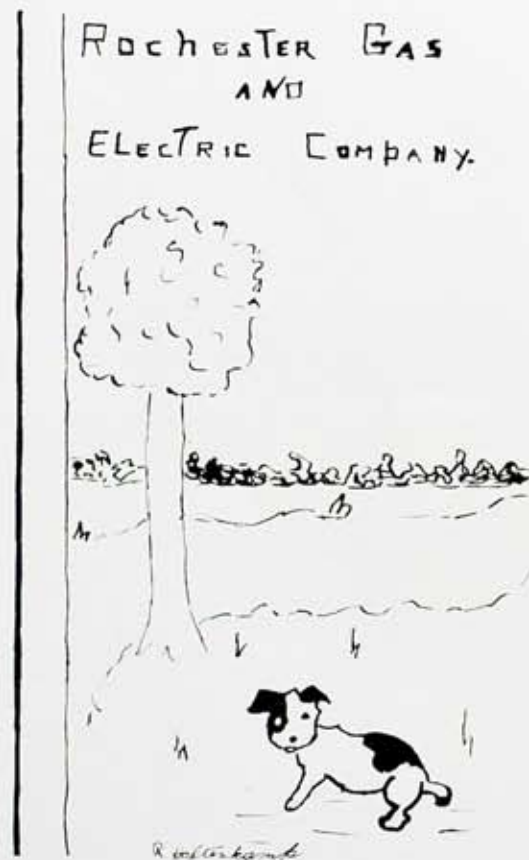


Lots of girls can scribble, but Ruth Haftenkamp, shown above, can really draw. When she makes a dog, well, doggone it, it's a dog, and no mistake. See design on first column.

never boresome, with so many interesting things to do even on a hot Saturday morning.

Figures, figures and more figures; currency, dollars and cents, gas and electric bills and then—more figures. That is a short description of the Cashiers' Department. And with all the picnics that department has had this summer, and the "eats" and fresh air to boost appetites, well—it is a bit tough on "figures." Part of this is due to the excellent food provided, a good sample of which was that in evidence at the recent picnic held at the home of Irene Sanderson, at Point Pleasant. Oh, well, who wants to be thin and have to take Cod Liver oil?

Mr. and Mrs. Roy Briggs and family spent a delightful vacation at Canandaigua Lake. Roy caught some nice fish, but lost his biggest "prospect" because he didn't bring his landing net



This is the impromptu design for Gas and Electric News which Miss Ruth Haftenkamp made while waiting for her Daddy. Note the wistful expression on the dog.

along. About the time his vacation was over, Roy says he commenced to understand upon what days the bass wanted bugs, what days they insisted upon minnows, and also when those special occasions arose when they were content with mere worms.

Miss Maryland Curran of the Cashiers Department has returned from a very wonderful lake cruise to Montreal and other interesting places in Canada.

Mr. and Mrs. Roy Davis motored to Montreal on July thirty-first, where they began the first leg of their ocean trip to England, France and other European points. They took passage on the S.S. Dutchess of Bedford, embarking from the Canadian Pacific pier. They will return in October.

Two employees of the Chemical Laboratory are proud fathers of recently born baby boys. Gerald Foster Pellett was born to Mr. and Mrs. Francis B. Pellett on June 28, at their home in Webster, and on July 8, Mr. and Mrs. Frank Thompson, of Crawford Street, Rochester, welcomed to their home little Bruce Harwin Thompson.

The cabin at Ellison Park was the scene of the Credit and Collection Department's picnic, on August 7. Fol-

lowing supper at 5:45 P.M., with Messers Frank Nolte and C. Johnson in the role of "chief cooks and bottle washers," the evening's festivities were inaugurated with a Treasure Hunt. Gordon Ross and Frank Nolte were the lucky finders. It seemed that the eagle eye of Mr. Ross had x-ray penetration for treasure trove.

In the sports contests, Mr. and Mrs. Fred Marsh, the newly-weds, won the belt race; a ball throwing contest featured the prowess of Virginia Brooks and John McConnell, and the baseball game, in which several of the girls took part with the men, was a deadlock at 7 all.

From 7:30 P.M. on cards were played in the cabin. It is rumored that Mr. Seidell's south-paw pitching in the baseball game deserves the attention of the R. G. and E. baseball scout, who should also give Harry Culliton a good once-over as prospective second baseman.

Mr. Samuel Banner recently "took Florida by storm" so he says. He was dined and entertained at all the emporiums along the coast. The only thing he didn't acquire was a southern accent.

Mr. Dan Dronkers was among the local salesmen whose sales record



Here is the group of men and women who honored Mr. and Mrs. Charles A. Tucker at a recent picnic at the summer home of Mr. and Mrs. Joseph C. Collins. Mr. and Mrs. Tucker are seventh and eighth, respectively, left to right, in the front row, with Mr. and Mrs. Collins next to them at the right. Mrs. Tucker recently passed her eightieth birthday, and Mr. Tucker will be the same age in September. They are now motoring with friends in Europe, and having a wonderful time.

earned him the right to take the Great Lakes Cruise as a guest of the Philco organization. The four-day cruise was punctuated with a fine program of games, sports and stunts. Mr. Dronkers was on the winning tug-of-war team and now is joint-owner in a silver cup. One of the high-spots of the trip was the welcome given the Philco cruisers by Escanaba, and its Mayor, Carl J. Sawyers.

Mr. E. W. Bruns, Superintendent of the Stores Department, and Mrs. Bruns, are the proud parents of a baby girl, born on Memorial Day. The baby has been named Audrey Marie.

Mr. Albert Walker of the Coke Sales Department entertained the girls of that Department at a yachting party on Capt. Frear's yacht "The Maromar" Friday evening June 15th. It takes a yachting party to make those girls sing and they surely enjoyed it.

The girls of the Coke Sales Department were entertained by Muriel Metcalf at her home, 49 Milton St., Saturday afternoon June 22. A delicious dinner was served in the garden. Movies were taken of all the sports. Prizes were given to the winners of croquet and archery, and also to the winner of a very clever amateur show in which each girl took part.

Miss Katharine Price spent a few days in Poughkeepsie, New York, visiting her nephew. She had a very pleasant trip, and is especially keen about some of the prize-winning collie dogs which are her nephew's hobby.

Mr. and Mrs. Bert Yeomans motored to Grand Rapids over the "Fourth" to visit Mr. Yeomans' brother.

Mr. and Mrs. Davis E. Van Arsdale motored to New York on July 6th and spent the week-end with their daughter, Jane, who is taking post-graduate work at Columbia University this summer. On account of the flooded area in central New York State, they found it necessary to detour via Williamsport, Galeton, Penna., and

Wellsville, N. Y., in order to return to Rochester. They saw a great deal of high water but encountered no great difficulty en route.

On his return from a very pleasant visit with relatives in Philadelphia over July 4th, Mr. Charles Benham, Jr., was detained in Sayre, due to the flood. He was due in Rochester Monday but had to remain in the south yards of the Pennsylvania Railroad in Sayre until 4:30 Monday, then was re-routed through Wilkes-Barre to Buffalo, arriving in Rochester Tuesday, 8:00 A.M. Mr. Benham's only disappointment was that he failed to see any of the flooded area.

Another good time was had by members of this department at an annual picnic held Wednesday afternoon, June 26, at Willow Point Park, Webster. Tennis, Miniature Golf, Baseball, Shuffle Board, Ping Pong, Horse Shoe Pitching, Archery, and Dancing were indulged in. A delicious hot luncheon was served to seventy-one people.

Skipper K. B. Castle, Jr., entertained three different groups on the sail-boat "The Shadow" within the last few weeks.

Lillian Diner spent a few days in Atlantic City. She reports a wonderful time, and had the unique experience of having a special bus chartered for her from Atlantic City to Rochester. She said she was the only passenger, and enjoyed the trip home very much.

Fred Eggert has been presented with a solid gold badge in honor of his eight years' service as Fire Chief of the West Brighton Fire Department. He was elected chief eight years ago, and has been re-elected seven times since then. He also is very proud father of another son, named Fred, Jr.

Gertrude Rockman said Goodbye to her fellow employees at 11:30 the other day to start on her vacation to Oneonta. She arrived at the bus, and was told that the flood was very bad around

Oneonta, but she went and took a seat in the bus. The more she dwelt on the possibility of spending her vacation in muddy waters the less she liked it, so she suddenly stepped out of the bus and returned to the office, much to the surprise of her associates when they came back from lunch and saw her working as usual at her desk.

If you should see a young woman in a red hat jumping about the grandstand at the Red Wing Baseball Park, and yelling "Come on Tommy," it is probably Leone Wightman, getting some of her red hot baseball enthusiasm out of her system.

Dorothy Lovick recently received a new tennis racket as a gift for being a bridesmaid and her tennis partners, as well as her opponents, are wondering which would be best, lengthening the courts, or raising the clouds several feet.

Rollin Farnham and Mrs. Farnham spent a very pleasant vacation at their son's cottage on Conesus Lake. Fishing and bathing were the main pastimes.

Miss Grace Rockwood of the Telephone Service Department has been

loaned to Andrews Street Telephone Department for two months, during the vacation period.

Mrs. Hattie Garis spent her vacation visiting relatives and friends in New York and Asbury Park. The only thing she missed was her golf, as she didn't get a chance to play one game.

A nice invitation came from Captain Marvin M. Winters, commanding officer at the headquarters of the 24th Company Civilian Conservation Corps, Castile, N. Y., to see that fine camp in operation. The most opportune time for visits are Wednesdays at 4 P.M., when the weekly inspection is held, or on Sundays, when the camp is open for inspection. Mr. Winters will be glad to welcome friends and associates at these times, and the hospitality includes a camp feed, for which, however, notification in advance should be made so that arrangements can be planned.

Ora W. Allen of the Order Department married Dorothy Keller, Thursday evening, July 11, at the Rectory of the Christian Church. The Rev. Wm. A. McGlure performed the ceremony.



Scene at the "shower" given to Mr. and Mrs. Fred Marsh, just before they became sedate married people. There was a gala air at this delightful social function which set a new "high" in high jinks. The party was held at the Lotus Tea Room, East Avenue.



Literally Speaking

Al: "My wife has been nursing a grouch all week."

Hal: "Been laid up, have you?"

I Saw Him First

"What was the cause of the collision at that corner today?"

"Two motorists after the same pedestrian."

Regularity

Helen: "Does your husband exercise regularly?"

Bess: "Why, yes; last week he was out six nights running."

The Water's Fine

"How did you get on with Jeanette?"

"I started off well. I said I was knee deep in love with her."

"What was her reaction to that?"

"She promised to put me on her wading list."

Nice Haul

A Utica man went fishing in the Adirondacks. He landed a big northern pike, the biggest he had ever caught. Almost crazy with joy, he telegraphed his wife:

"I've got one, weighs seven pounds and is a beauty."

The following was the answer he got: "So have I; weighs ten pounds. Not a beauty—looks like you. Come home."

Just Like that

A young naval student was being put through the paces by an old sea captain.

"What would you do if a sudden storm sprang up on the starboard?"

"Throw out an anchor, sir."

"What would you do if another storm sprang up aft?"

"Throw out another anchor, sir."

"And if a terrible storm sprang up forward, what would you do?"

"Throw out another anchor."

"Hold on," said the captain, "where are you getting all your anchors from?"

"From the same place you're getting your storms, sir."

A Jolly Job

"The party of the first part," dictated the lawyer, "agrees with the party of the second part."

"I'm gonna like this job," said the new stenog, "it's all about parties."

Dare You To

Spinster: "So the waiter says to me, How would you like your rice?"

Friend: "Yes, dearie, go on."

Spinster: "So, I says, wistfully, thrown at me."

Can't Fool Will

A piano manufacturer tried to get a testimonial from Will Rogers for his pianos. Rogers, who never endorses any product unless he really believes in it, wrote this letter to the piano firm:

"Dear Sirs: I guess your pianos are the best I ever leaned against. Yours truly, Will Rogers."

Skip It

Mrs. Bunk: "I caught your daughter kissing the iceman this morning."

Mr. Bunk: "Good heavens! Wasting time on him when we owe the grocer fifty dollars!"

Then the Fun Began

A youngster asked his father how wars began. "Well," said his father, "suppose America quarreled with England, and—" "But," interrupted the mother, "America must not quarrel with England." "I know," he answered, "but I am taking a hypothetical instance." "You are misleading the child," said mother. "No, I am not," he answered. "Yes, you are." "I tell you I am not! It's outrageous—" "All right, Dad," said the boy, "Don't get excited. I think I know how wars begin."

Doggone Good Shot

Three friends staying with a farmer were given guns and three dogs for a day's shooting. After a few hours one of them returned. Said the farmer: "Had a good morning? I suppose you have come back for more ammunition?"

"No," he answered, "I've come for some more dogs."

SIMPLE THINGS

*I sing a song of simple things,
Of gold as bright as any king's,
Of hollyhocks, of cooing doves—
Of things that Nature knows and loves.
I sing a song of carefree days,
Of tramps afoot o'er wandering ways,
O'er meadows flecked with daisies' gold—
Of quiet beauty of the world.
I sing a song of peaceful nights,
Of cricket note and fire-fly's light,
Of sighing leaves on glistening lime,
Of happy lovers' trysting time.
Oh, none can tell the joy life brings,
If one can cherish simple things.*

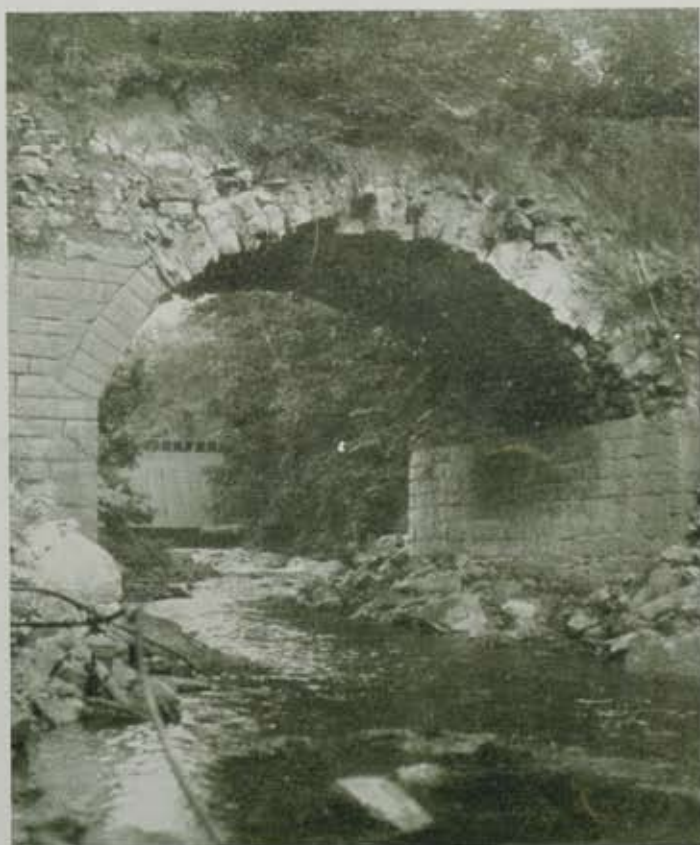
—Sallie Graham Stice in "Psychology"



A Nation's Builders

*Not gold, but only men can make
A people great and strong—
Men who, for truth and honor's sake,
Stand fast and suffer long.
Brave men, who work while others sleep,
Who dare while others fly—
They build a nation's pillars deep
And lift them to the sky.*

—Ralph Waldo Emerson.



*Rustic brick bridge on unused highway, along discarded
Telephone Road, Avon, N. Y.*