

Volume 19 Number 6
**GAS and ELECTRIC
NEWS**
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*Breezing Along in the Breeze
Off Summerville, Lake Ontario*

GROWING SMILES

A smile is quite a funny thing,
It wrinkles up your face,
And when it's gone you never find
Its secret hiding place.

But far more wonderful it is,
To see what smiles can do,
You smile at one, he smiles at you
And so one smile makes two.

He smiled at someone since you smiled,
And that someone smiled back,
And that one smiles until in truth,
You fail in keeping track.

Now since a smile can do great good
By cheering hearts of care,
Let's smile and smile and not forget
That smiles go everywhere.

— Selected



Rochester's Watering Places

If you don't believe Rochester citizens appreciate her summer resorts and bathing facilities, here are a few figures kindly donated by the Park Department, through the courtesy of Miss G. O. Hartnett. Over 3,500 persons cooled off in Genesee Valley Park pool one day during July. At the Seneca Park pool, a 2,000-person day is not unusual.

Down at Ontario Beach Park, Charlotte, more than 3,400 persons frequently make use of the locker facilities in one day, while the total number of persons using the beach runs into better than 8,000 on good days, with

somewhat fewer bathers enjoying the facilities of Durand-Eastman Park.

One way to keep physical and mental poise during hot weather is to keep cool. Rochester has been rather provident to its citizens in the matter of outdoor park, recreation and bathing facilities. At one time it might have been considered that we were over-parked. Trips to Rochester's parks during these muggy days will disclose, however, that Rochesterians are making ample use of these health-giving features, which go to make happier, healthier and sturdier citizens, or a fine investment in public health.



Small family and social groups like this dot Rochester beaches these fine days and nights. This picture was taken at Ontario Beach one recent afternoon, when approximately 9,000 persons were enjoying nature's air and water cooling system.

Rural Group Wins Sweepstakes

THE Sweepstakes event participated in by all sales groups in the electric division for the past four months was recently finished, with the Rural group, under the supervision of supervisor George Puddington, nosing out other contenders.

Salesmen were horses and supervisors were the jockeys, and what a race it was. First one jockey, then another went into the lead, while "the stands cheered." Every ounce of effort counted; every call; every sales talk and, of course, every sale.

Down the stretch they thundered, with 40, 50, 60 and 70 per cent of quota; still they pounded onward. Jockey Kresser riding horse "Broom High Legs" (for every horse had a name associated with modern refrigeration features); jockey Graham, on horse "Lifetime Porcelain;" jockey Burnett on "Cold Control;" jockey McGinness mounted on "Quick Freeze;" jockey McCleave on "Sliding Shelves" and finally jockey Pudding-

ton horse "sealed-in Unit" all thundered down the home-stretch, neck and neck. It was a fine race.

But someone had to win. It was that fast-riding horseman, George Puddington, who forced his steed to the limit to win that big horse-shoe shown on page 165. The number goes up; pay your bets, folks, the farm horse wins the great Sweepstakes event with an earned percentage of quota of 108%. Nice work boys; and we mean all of you.

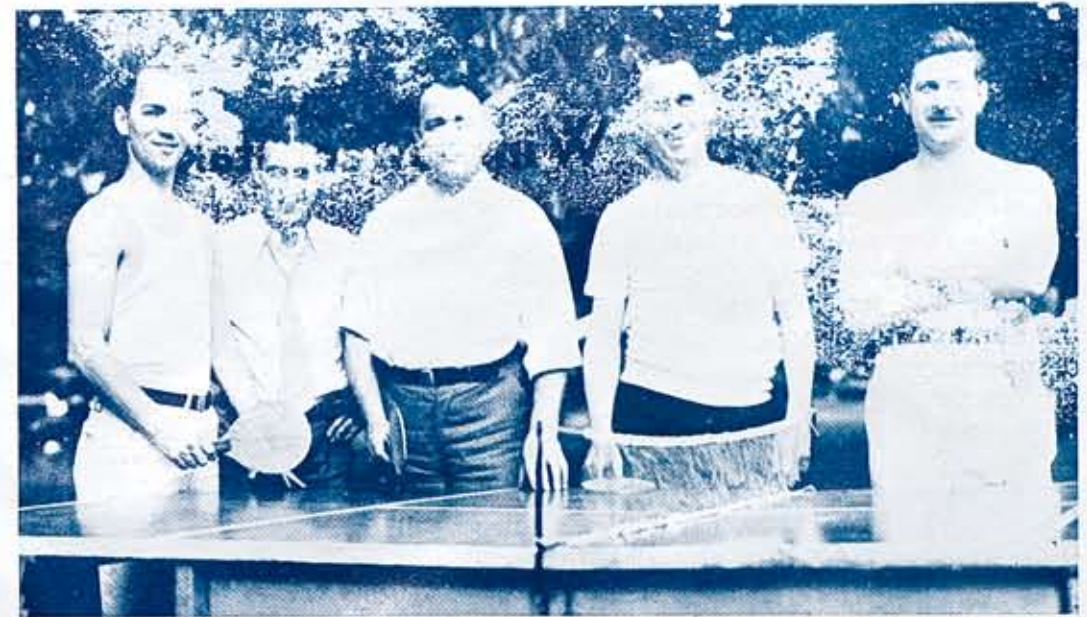
Finals in the Sweepstakes

	Quota	Sold	% of Quota
Puddington	90	99	110
Kresser	90	86	95.5
Burnett	90	72	80
McCleave	90	70	77.7
McGinness	90	68	75.5
Graham	90	63	70
Doherty	120	90	75

In the Sweepstakes, the following are the three high men: Ray Erness 27 refrigerators; W. J. Attridge, 22 refrigerators; Johnny Purtell, 21 refrigerators. This race was run under the



Group of electric salesmen and supervisors hovering about the race track on which the progress of the various "horses" was shown in the recent "Sweepstakes" sales event. Position of horses on the track changed daily, with progress in sales effort. It was an exciting derby.



Versatile salesmen even play ping-pong at recent Chiselers Camp picnic. Left to right, the salesmen shown are Don Galloway, Ernest Battle, "Scotty" Graham, John McGinness and George Puddington. The last three men are supervisors.

general supervision of general sales supervisor John Sharkey, and supervisor of electric sales, Andrew Furstoss, both of whom deserve credit for the fine enthusiasm they managed to inject into this unique race, and the fine spirit of competition which their supervisors and salesmen gave them.

Picnics Give Salesmen Time Out for Recreation

Both the electric group, under Andy Furstoss, and the gas group, under "Pete" Wentworth (Frank, if you want to be correct) enjoyed picnics at the Chiseler's Camp recently.

There were athletic events, races,



The winning group, which won the Good Luck Horse-shoe in the sales Sweepstakes. They are the Rural salesmen, who gained 110 per cent of their quota, and from left to right they are: Back row, William Nichols, George Janes, Ray Strickland and Johnny Purtell. Front row: William Hynes, George Puddington (supervisor) and Clark Luddington.

ROCHESTER

WHERE CIVIC PRIDE PREDOMINATES

ROCHESTER
WHERE CIVIC PRIDE PREDOMINATES

Study these pictures and you will understand why Rochester is Proud of its Street Lighting and Electric Distribution System.

(PHOTOS TAKEN IN 1938-1939)

Rochester

Toronto

Rochester's Underground System Costs 5 Times as Much as an Overhead System

Recent window display of the Rochester Gas and Electric Corporation comparing, by means of photographs, various Toronto business and residential sections with Rochester streets of the same class, and bringing out Rochester's freedom from unsightly overhead distribution poles and wires, Rochester's street lighting and underground distribution system for electric wires and cables is one of the finest in the country. It is a factor in greater safety, better electric service and a more beautiful city.

baseball games, table tennis, cards and many other diversions to quiet nerves made taut by intensive selling activities.

After a day of outdoor activities, the big "feed" put on in the evening was thoroughly enjoyed by all. And if you think salesmen can't develop healthy appetites, you should have seen them. These men play and eat as hard as they sell; and that's fair enough.

Next Sales Event

The next big event for which all electric salesmen are trying right now, is the trip to NELA Park, as guests of the General Electric Company and "Buck" Farmer. Every salesman is trying his hardest to gain 10 points, substantially ten refrigerators, in order to "cinch" the trip. Each sales supervisor has his quota for the men under him, and this event means plenty of sales, and lots of hard work, but it's worth the reward that waits at the end of the competition for those who "make good."

Many of the men have been to NELA Park before. They know what a fine host the General Electric Company is, and so competition is rife. We wouldn't

- "Please," "pardon me," "yes, sir," and the like are expressions which may seem unimportant at times.

- But have you ever noticed how you miss them when they are left out?

- In any organization a courteous attitude towards customers and business associates is a very noticeable evidence of good business standards.

- Everybody likes to patronize and advertise the business in which courtesy and consideration of others is esteemed to be an essential part of every business transaction.

- People just naturally assume that if the individuals in an organization are high grade the service is bound to be.

—Phil. Elec. Co.

be surprised if every group sends a salesman on this three-day trip made possible through the interest and cooperation of the Gould-Farmer organization, which has a way of encouraging salesmen to work hard for rewards that are surely worth plugging for. Next month we shall show you a photo of the salesmen who managed to "make the grade." Until then, here's hoping.



The sales force puts on a few foot races, just to keep in trim. From left to right these go-getters are Messers Marston, Graham, Robinson and Dirks; and it sure was a close race.

Results of the "Old Gas and Electric Bill" Contest

F. B. BURNETT, Rate and Contract Dept.

WITH the view of obtaining as complete a history as possible of the gas and electric rates charged prior to January 1, 1916 in the City of Rochester, the "Old Gas and Electric Bill" Contest was held from April 28th to May 6th. That many a missing gap in the Company's rate history is now filled can best be judged from the fact that some three hundred and fifty customers submitted about eight hundred bills (600 of them gas) for cash awards which totalled \$77.50, and were distributed to ten winners as follows: 4—\$10 firsts, 3—\$7.50 seconds and 3—\$5 thirds.

The bills submitted, helped picture the growth of the present organization from its beginning in 1848 as The Rochester Gas Light Company. The

oldest gas bill, September 1, 1850, issued by the Gas Light Company was entered by an employee, Mr. Charles S. Jennings, who was awarded the fourth (special) 1st prize.

On the next oldest bill (November 15, 1864-January 19, 1865) in addition to the rate, two other items of particular interest stand out—a U. S. Government tax of 20c per "M" which was "struck off" if the bill was paid on time, and a charge for 2 quarts of glycerine!

These days of High Cost of Living have nothing on The Good Old Days insofar as gas and electric rates were concerned. Gas in those days was billed at the rate of \$4.00 per thousand cubic feet, compared to the present general rate of \$1.00 and less per



From left to right are shown Mr. R. E. Ginna, Manager of the Rate and Contract Department, handing the check for first prize for the oldest gas bill received in the contest to Mrs. N. D. McDowell. Next in order are, Mrs. Joseph C. Baglin, who earned a first prize for the oldest electric bill, and Mr. Charles Jennings, who won the special employee award for the oldest gas bill.

The Company wishes
to thank the public
for its interest in the
"Old Gas and Electric
Bill" Contest



At the right is the oldest bill of the 800 old gas and electric bills presented by 300 customers of the Company in the contest. It was the offering of Mr. Charles Jennings, and received the special employee award.

Bill presented,
A. Lomb. U. Bank
To the Gas and Electric Co.
Register No. *24*
Premises, *Buff St.*
For Gas consumed from *Sept 1* to *Dec 1* 1850
State of Meter at this date, *10000*
Less do. at last settlement, *7357*
Consumption, *2,700* at \$4.00 } \$10.80
per 1000 ft. } .524
Less 5 per cent. discount for prompt payment, . . . \$
Due, \$10.26
Received Payment, *G. W. Parsons Sept 10 1916*

thousand cubic feet; and meters were read and bills issued once every three months. Then, and for quite some time

after when billed monthly under reduced rates, few bills were found with consumptions over 1,000 cubic feet. In



Prize winners photographed as they came in for their winning checks. From left to right, back row, are shown: Mrs. James Brooks (2nd prize, oldest combination bill), Mrs. Emerson, who received check for Mrs. F. M. Stuchfield (2nd prize for oldest gas bill), Mrs. N. D. McDowell (1st prize for oldest gas bill), Miss Meyer (3rd prize for oldest combination bill), Mrs. Jos. C. Baglin (1st prize for oldest electric bill), Mrs. O. A. Partenope (3rd prize for oldest gas bill) and Mr. John Hart (2nd prize for oldest electric bill). Front Row: H. A. Weitzman, R. E. Ginna (Manager) and Chas. Jennings of the Rate and Contract Dept.

Rochester, N. Y., May 30, 1896

To *Mr. C. B. Tommas*
 To Rochester Gas and Electric Co., Dr.

Electric Current from April _____, 1896, to May _____ 1896.

Lighting	
Motor Power <i>Fan Season 1896</i>	18.00
NET	
	\$ 18.00

Paid June 4 1896.

C. B. Tommas Collector.

ELECTRIC DEPARTMENT,
OFFICE OF MUMFORD STREET,
OFFICE HOURS FROM 8 A. M. TO 4 P. M.

This oldest electric bill went back only to 1896, although electric service has been available since the late "eighties." It specifies: Electricity for the "fan season," 1896.

those days gas was a luxury, today it is a necessary service.

The oldest electric bill was for \$18.00 for the "Fan season, 1896" although electric service had been available since the late 80's. The next oldest bill (November 30, 1898) was at the rate of 14c per kilowatt-hour; later bills showed this rate reduced to 12c, then

8c until today the average domestic rate is about 5 1/2c per kilowatt-hour.

The combination electric and gas bills (one bill for both services) were first issued in 1915; the three oldest of these bills were all within a week of each other—November 12, 16 and 18.

The finding of old bills was a matter of only a few moments for some, while

ROCHESTER RAILWAY AND LIGHT COMPANY

THIS BILL RENDERED **NOV. 12 1915** NET AMOUNT ACCEPTED IF PAID ON OR BEFORE **NOV. 26 1915**

GAS

Meter Reading, Nov.	✓	160.00
Meter Reading, Oct.	✓	151.00
Registration		2.00

ELECTRIC

Meter Reading, Nov.	✓	378
Meter Reading, Oct.	✓	359
Registration		19

Constant *17*
 Kw. Hrs. Consumed *19* @ *8* Cents

Consumer Charge _____
 Option Charge @ \$1.00 per Month _____
 Rated Demand KW. @ _____ per KW.

Peak Demand _____ Kilowatts
 Off Peak Demand _____ Kilowatts
 Night Demand _____ Kilowatts

Gas .21
 Electric .02
 Total .19

C. E. COOK,
 259 SHERWOOD AVE. *ck #777*

Failure to Receive Bill Does Not Entitle Consumer to Net Rate. Remittances by mail cannot be accepted at net rate if postmarked later than date specified above.

This is the oldest bill turned in for a combination gas and electric service, these combination bills originating during the year 1915. The three oldest of these bills submitted were all within one week of each other, or November 12, 16 and 18.

others spent hours in their search. The Family Bible in several instances was the hiding place—in one case the bill had served as a marker for years; more than one old trunk was thoroughly searched, recipe books (the backs of bills had recipes written on them), old magazines, old letters and files brought to light not only old bills but many interesting and amusing and long-forgotten memories.

Many reasons for having saved the bills were offered by customers who participated in the contest; one man tacked them all in a row on an old board in the attic—it helped decorate the place, another keeps a collection of old bills, one youngster read the contest advertisement to his mother and curiosity prompted her to search among a bunch of old family pictures, one gas bill was saved because it was the first one in the neighborhood, another bill brought recollections of the first days of one man's marriage for he had saved the bill as the first one ever paid by himself.

One family uses their old gas bills to prove that their home has been lived in by four generations; to another family the old bills served as a record or history of all the homes lived in.



"We are the Tiny Twins of the Budget Family"

In searching for the bills several customers found old gas and electric deposit receipts which they promptly redeemed and so were repaid for their interest in the contest.

THE COVER

Our cover for this month is by Mr. Arthur Underwood, who has had pictures hung in the best salons of this country. Mr. Underwood is a contributor to American Photography and Photo Era. The cover scene shows KATHEA II, one of the fine boats of the Rochester Yacht Club, owned by Phil. and Sherm. Farnham.

OFFICE AND WORKS ON MUMFORD STREET AND GENESSEE RIVER.

Page *15* *D. G. Kilmore*
 To ROCHESTER GAS LIGHT CO., Dr.

Premises *Manuon H. Block*

State of Meter	<i>Jan 19</i>	1865	<i>3400</i>
Less do	<i>Apr 15</i>	1864	<i>3200</i>
Amount consumed		<i>200</i>	at \$4.00 per 1000 Ft. \$ <i>.80</i>
U. S. Gov't Tax			20 cts do _____
The Tax will be struck off from this Bill if paid on or before <i>10th</i> \$ _____			
<i>Oct 29th 1915</i> <i>\$ 1.60</i>			

OFFICE HOURS, FROM 8 O'CLOCK, A. M., TO 4 O'CLOCK P. M.

This oldest gas bill, presented by Mrs. N. D. McDowell, dates back to Civil War days. It reveals a 20-cent per thousand Government tax on gas which was "struck off" if the bill was paid on time.

Rochester's Fine New Pools Have Under-Water Lighting

R. J. MEAGHER, *Industrial Department*

Rochester recently opened to the public two new pools at Genesee Valley Park and one new pool at Seneca Park, which contain the modern feature of under-water as well as overhead lighting. The use of these fine pools is therefore extended to evening hours, and new safety and enchantment is added to this healthful, invigorating pastime, thanks to the City Fathers. These pools are free to children daily between 10 A.M. and 5 P.M. From 5 P.M. to 10 P.M. they are available for adults, at a nominal charge per person. One recent hot evening, 471 individuals paid to disport themselves in the Genesee Valley pool alone, which is a fair criterion of the popularity of these pools, which are as fine as any to be found in this country.

VISIT the new City pools at Genesee Valley Park and Seneca Park any day or evening and you will find hundreds of happy people having the time of their lives. Parents will appreciate what the City of Rochester has done to insure safety as well as cleanliness of the water at these ultra-modern pools.

New Safety Features

The new safety feature, under-water lighting, makes it possible for the four life guards, seated on raised platforms at either end of the pools and others at the sides to see clearly to the bottom

of the pool even at its deepest part, so that there is no chance for a child to become lost in the water, day or night. The under water lighting makes it possible for the joys of bathing to be extended into evening hours, with a consequent increase in the number of persons who may participate in this outdoor sport on rush days and nights, when the temperature soars into the nineties.

Cleanliness Factors

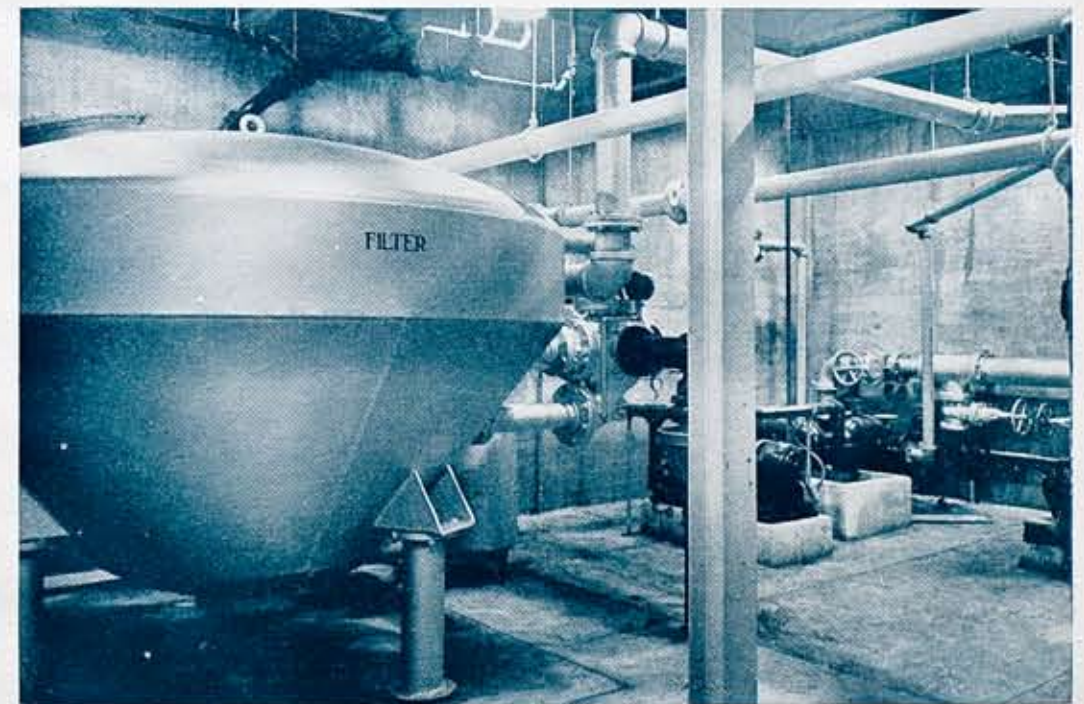
Cleanliness is made possible through the use of efficient, modern filters and the ammonia-chlorine process for the



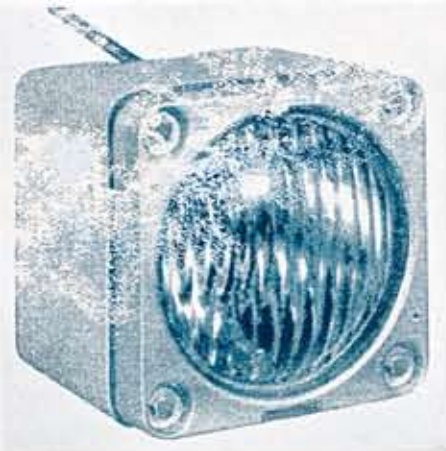
Afternoon scene at the Seneca Park pool, which in dimensions and equipment is identical with the two pools at Genesee Valley Park. These pools are watched over night and day by life guards, and the overhead and under-water lighting, makes it impossible for a bather to become lost in the water at night.



One of the pools at Genesee Valley Park. Up until 5 P.M. one pool is used for girls and one for boys, and after five, bathing is enjoyed by men and women for a very nominal fee. The pool above is shown with both overhead and under-water lights on.



One of the large filters which insure cleanliness of the water. It is used in conjunction with the ammonia-chlorine process for water sterilization, the mixing of these two gases forming "chloramines" in the circulation system, which are little effected by the oxidizing effect of the sun, to which outdoor pools are subject. Before entering the pools, bathers are subject to sprays of hypochloride and receive foot contact with this cleansing solution on the way to their "dip" in the pool.



Type of Aqualux under-water lights used in the pools at Genesee Valley and Seneca Parks, in what is termed "set niche" lighting, the lights being submerged.

sterilization of water. The mixing of these two gases in the circulation system forms what is known as chloraminis. These chloraminis, while slightly less active than disinfectants or chlorine alone, are much more stable, a property which is admirable for outdoor pools subject to the oxidizing effect of the sun.

The cleansing of the water is a continuous process, continuing even after the pools are closed at night.

Each bather, upon entering the bath house, passes through a foot-bath and spray of hypo-chloride on the way to the pool. This is a general cleanliness precaution and eliminates the possi-

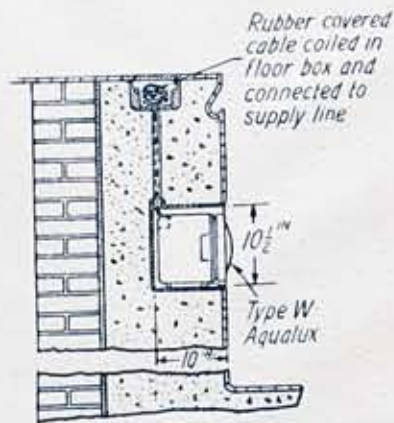
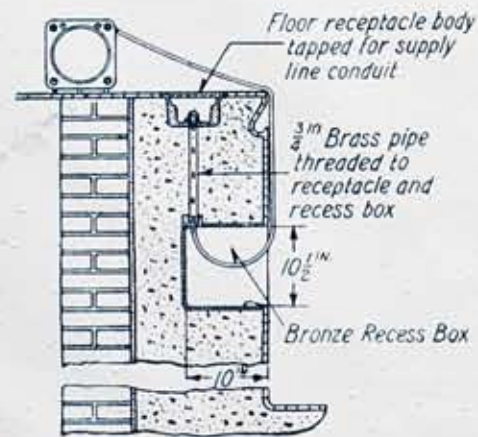
bility of contracting "athletes foot." There is an electric vacuum cleaner which cleanses the sides and bottom of the pools even when they are filled with water. In fact, everything in the way of equipment at these pools is electrically operated.

Water Sports at Night

Under-water and over-head lighting takes away the fear which many people have of night bathing. Every movement in and out of the water may be followed. This makes possible programs of water sports, at night, when more people can come to see them. Modern pool lighting really doubles the utility of city pools, and makes them of service to citizens throughout their entire open period.

These pools also make it unnecessary for people living long distances from the lakeside or bay resorts to bear the brunt of terrific summertime traffic in order to enjoy the pleasures of bathing. These new pools comprise neighborhood bathing resorts, whose utility is fast receiving the commendation of persons who can reach them by a short walk or drive from their homes.

Altogether the pools comprise a wonderful civic investment in public well-being. If you don't think so, just hover around any afternoon or evening in the vicinity of these pools while



These two illustrations show the manner in which the lamps are installed so that they may be drawn above the water for servicing. For re-lamping it is necessary only to draw the lamps out of their niche and above the water as illustrated in the drawing at the left.



Attractive entrance to the Genesee Valley pools, one of which is located at either side of the main building housing lockers and other properties.



Young women enjoying the pool at Genesee Valley Park on a recent afternoon. In the upper left-hand corner you will see a young woman who has just jumped from a spring-board, and nearly bounced out of our picture.



One of the pools showing the under-water lighting turned on, with the overhead lighting off, to show the intensity of the under-water illumination which is sufficient to follow a swimmer from one end of the tank to the other.



These pools mean much in added health, happiness and real sport to the children of Rochester, who have the run of the pools afternoons. The pools comprise neighborhood joy-spots which are bound to pay big dividends in public welfare as well as in factors related to healthful civic growth.

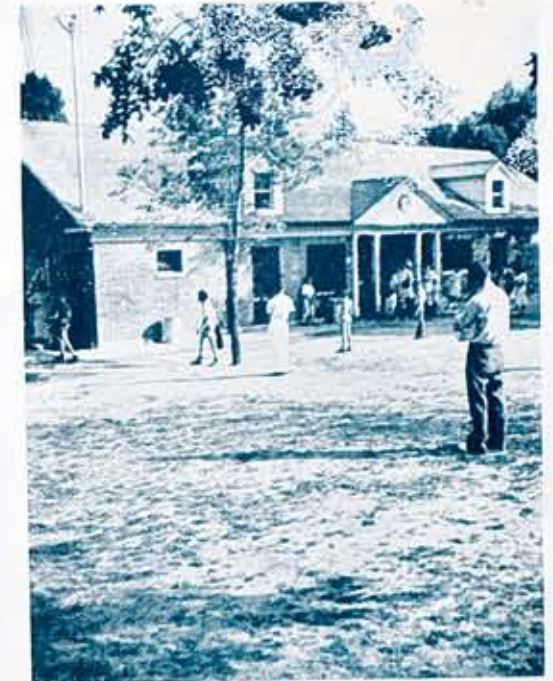
hundreds of persons are bathing, and listen to the conversation.

Others Like Them

The three pools mentioned in this article are being given the once-over by officials from many cities throughout. The way in which the pools have been designed, their accessories, equipment, lighting, etc., seem to have reached a high peak in pool perfection. This neighborhood pool idea is something which is bound to grow in the appreciation of officials who want to give citizens the very best "break" possible for the dollars they spend for public pools. The idea has been used for a long time in Germany and other European countries, where huge pools are available to the public almost every afternoon and evening in the week, to great public advantage in matters of cleanliness and general athletic and health factors.

The plans for the new pools were prepared by the City's Division of Engineering, Department of Public Works under the direction of Thomas J. Morrison, Commissioner of Public Works, and William H. Roberts, engineer. The actual construction and

labor comprised a TERA project under Francis H. Carroll, Chief Engineer, and Charles H. Hoffman, Supervisor of Construction.



Another view of the entrance to the Genesee Valley pools, which are located, as is the Seneca Park pool, in the midst of a charming wooded grove, a part of the park system, where many people come to spend the afternoon and, after a picnic lunch, enjoy an afternoon's relaxation while the children disport themselves in the wholesome waters of the pool.

GENERAL INFORMATION

Genesee Valley Park—Two Pools Swimming Pools—Floodlighting Overhead and Under-water

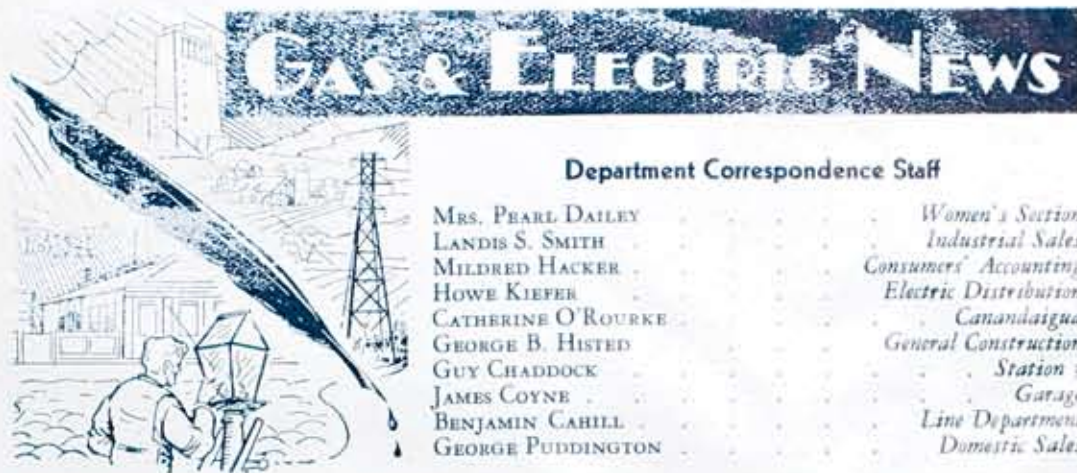
Pool Length, 105 Ft.—Pool Width, 45 Ft.—Depth of Pool, 3 Ft. 6 In. to 9 Ft. 6 In.—Under-water Floodlighting, Wet Nich—Type of Unit, Westinghouse Aqualux WS-8—Bronze—Number of Units, 14 Rectilinear Spread Lens, Shallow End, 12 Rectilinear Tilting Spread Lens, Deep End—Location of Units, Along two sides and deep end—Spacing of Units, 8 Ft. to 9 Ft. Deep end, 3 Ft. 11 In. to 6 Ft. 5 In. Below Level, 10 Ft. to 11 Ft. Shallow End, 21 In. Below Level—Lamps, 250 W. 115 V. G30 Fld. Lt. Clear Mazda.

Overhead Floodlighting

Type of Units, Westinghouse CAG—14 No. 348536 Diffusing Lens Slip Fitter Mounting—Number of Units, 8—Location of Units, Along two sides—Spacing of Units, 44 Ft.—Mounting Height of Units, 25 Ft. to Center Line of Unit above ground—Poles, 4 In. Heavy Steel Pipe, 28 Ft. 9 In. Long, 5 Ft. in ground.

Lamps are 500-watt, 120-volt—PS 40, clear Mazdas and the total lighting for overhead and under-water lights totals 11 Kw.

The equipment at the Seneca Pool is identical with those of the two pools at Genesee Valley Park.



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General Construction
Station &
Garage
Line Department
Domestic Sales

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

HERMAN RUSSELL *Honorary Editor*
 FLOYD MASON *Editor*

Courage

It takes a lot of real courage to be even an amateur or semi-pro baseball player. This was made especially clear to us at a recent game in the Municipal League. One of the players was "enjoying" a batting slump, and discovered, no doubt, how unkind baseball "fans" can be, even to a player who usually clouts 'em out in fine fashion.

The wonder is that more players do not give up, or give vent to feelings which must pull them down tremendously when folks who come to see a game, and perhaps spend a dime on the collection, razz them so unmercifully.

How would you like to be working under the mental strain which baseball players work under? How would you feel if every person in your office or business group tantalized you and made slurring remarks every time you failed to do precisely the right thing?

The crowd at a baseball game is perhaps a fair cross-section of the various types of persons which go to

make up what we call humanity. Some of them are fair, courteous, willing to give you a "break" when you fall into a slump; others are critical, unfair, lacking in sportsmanship and always ready to get out the "hook" when a fellow human being slips a bit.

We have seen many baseball players go into slumps which carry them down into the depths of despair. We have also seen them come gloriously out of them, probably better all-around players because of the discipline which a reasonable amount of failure brings in its wake.

Probably the biggest thing in baseball, reasonable playing ability being taken for granted, is courage, the emotional balance which never looks upon defeat or failure as anything but a temporary thing. A player who can take abuse, censure and the scathing remarks of baseball "fans" with a grain of salt, and smile through it to his great glory and honor is a fellow who can also "take it" from life.

Thousand upon thousands of young men are learning, from the sand lot gangs to the semi-pro estate, that courage is one of life's greatest virtues; that it is no great disgrace to "poke out" occasionally or to drop an easy "fly" at a critical point in the game. As long as we are human, mistakes will creep in, but our courage main-

tains for us an emotional safety valve which keeps us ever in the game, trying valiantly, come what may, to do the very best we can, even when the "fans" in this game of life turn their thumbs down and want to send us to the showers.

The Circus

We visited the Big Show when it came to town recently, arriving at the circus grounds early in the morning as the army of men, horses, tractors and other specialized circus equipment was in full motion setting up the circus properties.

In the slow-motion which detail affords, we saw the huge tents take form from out of a seemingly exasperating mass of poles, ropes, humanity and machinery. Every man had his specific job to do, and the entire undertaking progressed like clock work.

This preliminary part of the circus activity seems like a tremendous undertaking to most of us; yet, it shows what organization can do, and how men working in harmony, with all friction eliminated, can accomplish seeming wonders.

The problems which each one of us must meet from day to day are something like that circus activity. When it seems that details are piling up in a manner threatening to "swamp" us, it is refreshing to remember that we can lick the situation if we take one thing at a time and see it through.

Most of us doubtless was some time worrying about our ability to get things done. Even when we don't really worry, there is often a subconscious concern over the slowness with which our tasks are being eliminated.

One fine way to cut down this worry over work when it begins to pile up and bother us is to organize our resources, divide the tasks into workman-like parts, tackle the first job and

get it done, then get a "kick" from chalking it off the list as we go enthusiastically to the next one.

Every day's work is composed of a conglomeration of tasks, which appear much less formidable when organized. Perhaps we can take a tip from the circus people and eliminate the disrupting factors which lack of purpose and organization breed, as well as the mental friction which they engender. This will provide a constructive rhythm or spirit for work-a-day tasks, not unlike that fascinating rhythm of harmonious effort displayed by a gang of burly circus negroes as they go about the job of driving into the ground a large tent stake, each man, in perfect timing, taking his sledge hammer stroke as the big stake is driven home into the resisting ground.

Work in Harmony

A SUCCESSFUL executive once said, "One of the most valuable things that I ever learned was to work in harmony with men whose personality and views I do not like. Too many people carry their private likes and dislikes into the business world."

On many of the old French cathedrals a visitor will notice all sorts of hideous animals carved in stone. These are always on the exterior of the building. The mediaeval builders intended them to represent man's personal dislikes and prejudices, to be left outside the church if he would worship inside in peace.

The small man often carries his personal friendships and animosities into his business, but a well-disciplined man leaves such things outside the office door. For the sake of a common cause, he learns to pull together with men and women who may have personal views with which he does not agree. — Source unknown



The twenty employees of the Rochester Gas and Electric Corporation shown above have a combined total service record of 927 years with the Company. Their names and years of service follow. Left to right, front row: Thomas H. Christie (40), Michael Friana (41), John Black (50), Frank Grover, oldest service record — died July 19 (53 years), William White (51), Joseph V. Richards (45), Charles McGovern (47), Middle Row, Thomas Yawger (47), Joseph P. MacSweeney (46), Ossian Close (44), Glen Knight (48), Charles Love (41), Leonard Begg (44), Charles Gardner (43), Back Row, Harry P. Gould (42), William J. Sutherland (42), Edward Parmele (42), Patrick J. Drumm (44), Harry Warren (43), and Chas. Geimer (42).

The First Fifty Years are the Hardest

HOW many times have you said just that, in a joking way? Perhaps, after all, this is true, but if you were to ask the twenty-one employees who have completed from forty to as high as fifty-three years of service with the Company, they would tell you that there was a lot of real pleasure and satisfaction mixed in with the hard work. Every one of them seem to feel quite sure that it doesn't seem that they are nearing the half-century mark in service attainment.

These pioneering employees were recently honored in Friday morning assembly by being presented their service pins by President Herman Russell. This group consisted of twenty men and one woman employee, all of whom were present for the ceremony but Mrs. A. C. Denio, (43 years) who was on her vacation. (See opposite page.)

In Retrospect

When one thinks back forty and fifty years in the utility business and compares the "good old days" with the present time, much is discovered to indicate that pioneering does exact its tribute. Then,

Company employees worked about twelve hours a day and often seven days a week, and there were no vacations. There were no precedents to follow in the early electric activity. Each department of the infant industry had to work out its own problems. The present success of the Company shows that these pioneering employees must have done their work well indeed, for their hard work, resourcefulness and ingenuity is part of the foundation upon which later successes were built.

In those early days there were no engineering courses in the colleges, no technical journals to lend their aid to utilities groping for the right answer to thousands of complex questions; the work was hard and the pay was small, but what a contribution in zeal and stick-to-itiveness these "old timers" made. This was true of the industry in general. It seemed to be a part of the budding new activity that was

(Continued on Page 183)

Smiling Florence Haim (who has just come to work for the Company) pins a fifty-year service emblem on Mr. Frank Grover (53 years with the Company) as President Herman Russell smiles his approval. We are sorry indeed to announce the death of Mr. Grover, which occurred since this article was sent to the printer.



GENERAL



INFORMATION

Net Increase in Consumer's Meters for Year Ending May 31, 1935

	May 31, 1935	May 31, 1934	Increase
Electric	128,314	127,993	1,221
Gas	108,797	108,934	863
Steam	306	312	6*
Total	237,317	237,239	2,078

Statement of Consumer's Meters by Departments as of May 31, 1935

	Electric	Gas	Steam	Total	Increase
1925	74,430	91,441	144	166,015	
1926	84,437	95,450	198	180,085	14,070
1927	93,010	99,081	268	192,359	12,274
1928	101,553	103,759	315	205,627	13,268
1929	112,128	107,651	322	220,101	14,474
1930	117,257	109,237	348	226,842	6,741
1931	120,030	109,595	342	229,967	3,125
1932	126,985	109,361	330	236,676	6,709
1933	126,633	108,345	316	235,294	1,382*
1934	127,993	108,934	312	237,239	1,945
1935	129,214	109,797	306	239,317	2,078

Incr. in	10 Yrs.	54,784	18,356	162	73,302	73,302
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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	
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 May 1935	Month of May 1934	Increase
KWH Generated—Steam	610,135	1,491,455	811,302*
KWH Generated—Hydro	20,796,208	12,926,447	7,869,761
KWH Purchased	7,278,377	12,754,507	5,476,130*
M Lbs. Commercial Steam Produced	85,621	68,872	16,749
MCF Coal Gas Made	396,355	383,968	12,387
Tons Steam Coal Used	7,146	6,988	158
Tons Gas Coal Used	32,265	32,668	403*
Tons Coke Made	21,726	21,674	52
	May 31, 1935	May 31, 1934	Increase
Number of Employees	2,322	2,270	52
Amount of Payroll—Mo. Ended	\$ 344,248	\$ 339,375	\$ 4,873
Amount of Payroll—Yr. Ended	\$4,195,537	\$3,758,246	\$437,291
Miles of Underground Duct	2,031	2,026	5
Miles of Underground Line	2,999	3,001	2*
Miles of Overhead Line	8,217	8,145	72
Miles of Gas Main	820	816	4
No. of Street Arc Lamps	1,395	1,395	—
No. of Mazda Street and Traffic Lamps	25,972	25,475	497
Total Number of Street Lamps	27,367	26,870	497

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for May, 1935

Receipts		Disbursements	
Balance 1st of month	\$ 9,395.06	Sick Benefits	\$ 956.13
Dues—Members	849.99	Accident Off-Duty Benefits	93.92
Dues—Company	849.99	Expense of Nurse	0.00
Fees—Members	1.00	Miscellaneous	1.50
Fees—Company	1.00	Balance end of month	10,045.49
Miscellaneous	0.00		
Total	\$11,097.04	Total	\$11,097.04
Membership May 31, 1935	2,136	Membership May 31, 1934	1,944



WHAM Trooper Dramas

Thursdays . . 7:30 P. M.

When you turn on your radio and get all "set" for another Trooper Drama, over Station WHAM, you hear the voice of announcer William Fay, introducing the Company's radio spokesman, Mr. Frederick W. Fisher. Mr. Fisher introduces interesting bits of information into his informal, inductive talks. From time to time we shall present some of these thumb-nail talks, of a matter of general interest. The following was presented on Thursday evening, June 27.

In previous radio chats I have told you how Gas and Electricity, the Tiny Twins of the budget family, at a cost of but a few cents a day, do the work of many servants in furnishing light and entertainment. Tonight I shall discuss briefly another phase of living, in which these miracle workers have taken over a service, that once required many hands to perform, namely the part that hot water plays in the daily life of any home.

"In ancient Roman days wealthy families had their marble baths. Water was drawn from reservoirs or cisterns atop the homes. Then it had to be warmed in copper vessels over furnaces, or drawn through heated tiles. Numerous servants were employed to perform these tasks. When the water was poured into the sunken bath, beautiful slave girls perfumed and scented it. There may be some who sigh for a return of that particular part of the ceremony, but after all it would be rather an expensive proposition today, to engage a bevy of beautiful girls to prepare the bath. With all this "share the wealth" agitation, there would probably be few who could afford it. Today, however, there is no labor or delay while water is heated.

"With an automatic water heater in your home, you simply turn a faucet, and have hot water whenever you want it. An abundant and ready supply of hot water is one of the strongest allies of good health. Successful business men find the daily bath a real asset, and hot water for shaving an absolute necessity. Women regard it as

an indispensable aid in the performance of household tasks, and the conservation of health and loveliness. Instantly available hot water for bathing, and for such daily tasks as washing clothes and dishes, preparing food and cleaning, elevates our civilization above that of all of our predecessors. Through the wizardry of gas and electricity, hot water is available to you, at a cost so low that no family need be deprived of its manifold blessings.

"Thank you all."

The First Fifty Years

(Continued from Page 181)

to transform the business, industrial and domestic life of the people of this country.

These pioneering employees of the Company would tell you that, with all the discouragements and hard-knocks of the pioneering period, the attraction or romance which followed in its wake more than made up for the hard work, and that they are still enthusiastically committed to the high ideals of utility service which have ever been a part of the industry.

The man at his work! There is nothing finer. I have seen men homely, uncouth and awkward when "dressed up" who were superb when at work.

—Hubbard

Initiative is doing the right thing without being told.



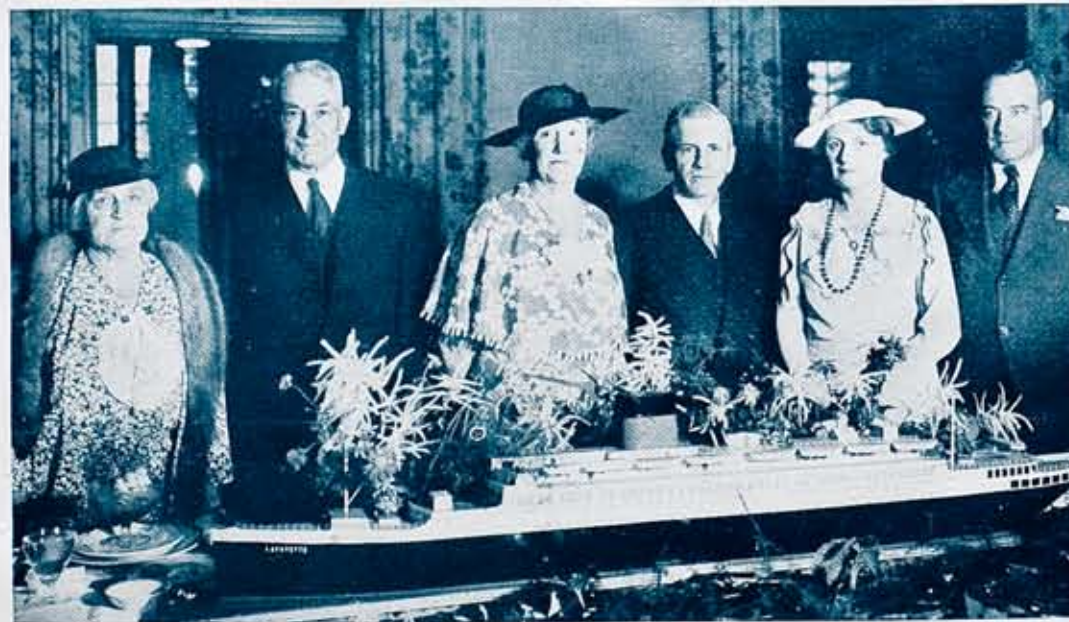
Bon Voyage

A DINNER party at the Oak Hill Country Club was held recently for Mr. and Mrs. Ray Davis, in anticipation of their forthcoming trip to Merry England. Forty guests were seated around a dinner table handsomely decorated and including a large miniature model of an ocean liner. Place cards were hand painted by Miss Maryland Curran, and the favors were baggage tags.

Mable Perry sang, and Roy Hodgson

played a trombone solo, accompanied by Mr. Dodd. Mr. Ernest Scobell acted as master of ceremonies. He called attention to the fact that Mrs. Davis was revisiting her old home after an absence of thirty years, and that Mr. Davis, who had never been to England, was going along as exhibit number one, because his English relatives had never had the pleasure of meeting him.

Mr. and Mrs. Davis leave from Montreal, via the steamship Duchess of Bedford the last of July, for a two-months stay and expect to motor



Mr. and Mrs. Ray Davis were the center of attraction at this dinner party at Oak Hill Country Club. In the center are Mr. and Mrs. Ray Davis, on the left, Mr. and Mrs. J. C. Collins, and on the right, Mr. and Mrs. E. C. Scobell.

through England and France. Ray says that one of the pleasures he expects to have is to find out for himself what there is to this Yorkshire Pudding, and may go so far as to flirt with a few of England's pork pies.

MILLER-MOODY

The wedding of Miss Dorothy E. Miller, daughter of Mr. and Mrs. Erle L. Miller of Kilbourn Rd. and Donald S. Moody, son of Mrs. Allen Lewis of Hazelwood Terrace, took place on Saturday afternoon June 29th at the home of the bride's parents. The bride wore a gown of white mousseline de soie with matching cap and carried a muff of gardenias.

Miss Allison Miller, sister of the bride was maid of honor. Her gown was blue mousseline de soie and she carried a muff of sweet peas and blue delphenium.

Among the many prenuptial events was a steak dinner given for the bride at the Chiseler's Camp by the employees of the Purchasing, Traffic and

Stores Records Department, and a kitchen shower given by her bridge club at the home of Mrs. Margaret Morris. The Stores Record's Department presented her with rock crystal goblets and sherbets, and the Purchasing and Traffic Departments a silver vegetable dish.

Mr. and Mrs. Moody are now at home at 166 Shepard Ave., Kenmore, N. Y.

ROYLE-MILLER

Miss Marion Royle became the bride of Mr. George Miller on June 15, at the Central Presbyterian Church. The Rev. Raymond Kistler performed the ceremony. Following a wedding dinner and reception at the bride's home, Mr. and Mrs. Miller departed for a short wedding trip. They are now at home to their friends at 516 Thurston Road. One of the many social events preceding Miss Royle's marriage was a shower given by Miss Mabel Cramer and Mrs. Morrell at Miss Cramer's home, 23 Alcazat Street.



Many lovely shower gifts recently decorated the desk of Miss Dorothy E. Miller (fourth girl from left, front row) which were given by her associates of the Stores Record, Purchasing, and Traffic Departments.

The girls in the Auditing Department gave a farewell dinner party for Alice Spindler at the "Old Heidelberg Restaurant," June 26. There were eighteen present. Mrs. Spindler received some lovely gifts, among which were a traveling bag presented by the men in the Auditing Department, and silk things from the girls.

DRONS-GILES

Marian Giles of the Credit Department and Charles Drons of the Order Department were married on July 4, at 9 A.M., at Blessed Sacrament Church. The Rev. Emmett Magee performed the ceremony, after which a wedding dinner was held at "Pinehurst," Pittsford, with a reception following at the home of the bride and groom. The couple went to Cape May, N. J., on their wedding trip. Among the pre-nuptial events were, a variety shower given by their office associates at Mickles Grill; a dinner at the Peacock Room and Theatre Party by Mrs. Bessie Crum; and showers given by friends, including Mrs. Gertrude Moore, Mrs. Joseph Rogers, Miss Kathryn Rogers, Miss Mabel Deisenroth, and Miss Marion Schnorr.



Mr. and Mrs. Charles Drons

KASEMAN-KEATING

The wedding of Miss Lucille M. Kaseman, daughter of Mr. and Mrs. Joseph Kaseman of Fountain Street, and Joseph Keating, son of Mr. and Mrs. William Keating of Kenwood Ave., took place Saturday morning, June 1st, at the Blessed Sacrament Church.

The bride wore a white crepe dress and large white organdy hat, and carried a bridal bouquet. The maid of honor, Miss Mary McMahon wore blue organdy and carried yellow roses.

The bride and groom were presented with an Urn Set and Cocktail Set by the Stores Records Department and an Electric Clock by the Purchasing and Traffic Departments.

After an extended motor trip thru New York State the couple took up residence at 10 Gardiner Ave.

We wish to welcome Miss Helene Thompson, R.N., to our Company's ranks, as Visiting Nurse. Miss Thompson is a graduate of the General Hospital. For the last eight years she has been employed by Yawman and Erbe in the capacity of Company nurse. At the present time Miss Thompson is being kept very busy arranging her new office on the Seventh Floor of the Main Building. This new First Aid Room will be complete in all respects, and will be appreciated by those employees who will need its services. If you have not already met Miss Thompson go up to Room 703 and make yourself known to her. She is anxious to know the big G. and E. family as quickly as possible, and to help them in any way she can.

On June 21, Mr. and Mrs. R. F. Close celebrated their thirtieth wedding anniversary. The high-spot of the day was an anniversary party at Old Heidelberg, where they were honored by a group of their friends. Mr. Close has been an employee of the Company for thirty-three years.

Mr. Arthur Kelly seems to be delighted with his new office on the Seventh Floor, although he says it won't be complete until they put a porter at the door all dressed up in red coat and lots of brass buttons. Mr. Kelly who is publicity representative for the Company, in the Personnel and Public Relations Department, is assisting in promoting, among other things, some of the new radio and newspaper advertising sponsored by the Company.

STATT-ROBINSON

The wedding of Miss Eva Statt, daughter of Mrs. Rose Statt of Kingsley Rd., and Herbert Robinson, son of Mr. and Mrs. Charles Robinson of Pullman Ave., took place on Saturday morning, May 18th, at the Sacred Heart Church.

The bride wore a navy blue sheer crepe suit and powder blue felt hat. Her bouquet was of yellow roses and lillies of the valley. Mrs. Wilson Statt, sister-in-law of the bride was maid of honor. Her gown was of navy and pink crepe with matching pink hat. The corsage was of pink rose buds.

After a motor trip through New York State Mr. and Mrs. Robinson took up residence at 441 Pullman Ave. Among the many pre-nuptial events given for the bride was a personal shower given by her bridge club at the home of Miss Mildred Magin. The Stores Records Department presented her with a floor lamp and oriental table mat, and the Purchasing and Traffic Departments with an egg cooker set.

Rheba L. Wilbur entertained several of the girls from the office at her cottage, Shore Acres, Lake Ontario, Wednesday, July 10th. A delicious supper was served, and boating or swimming was enjoyed throughout the evening.

Miss Lillian Fay spent her vacation in Canada. She has promised us some pictures of her trip for the next issue.

FULTON-HICKOK

Miss Doris Hickok and Roy Elder Fulton were married on June 15, at 4 P.M., in the Lake Avenue Baptist Church by the Rev. Whitney S. K. Yeaple, D.D. The bride wore a gown of white satin entrain with tulle veil, trimmed with orange blossoms, and carried a shower bouquet of white roses and lilies of the valley. Following the ceremony a reception and buffet supper was served at the home of the bride's uncle and aunt, Mr. and Mrs. R. Rae Hickok of Dorchester Road.

Pre-nuptial events were given by Mrs. Walter Bullock, Mrs. Floyd Wheeler, Mrs. George Robie, Mrs. Edward Schlosser, the bride's bridge club, the Misses Hazel Kepple and Marguerite Lent Koop, Mrs. Gordon Brown, and a dinner party and variety shower by the Electric Distribution girls at Ye Old House on Alexander Street.

Mr. and Mrs. Fulton left on a trip to the Thousand Islands, Montreal, and Adirondacks, and upon their return will reside at the Fitzhugh Court Apartments on South Fitzhugh Street.



No, these are not men from Mars or some other far-away planet, they are friends of Mr. Harry Dickson (Harry is there, too; try and find him) on a recent cruise along inland waterways, in their "Mickey Mouse" disguises.

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. Frank Grover, oldest employee in line of service, died on July 19, at the Park Avenue Hospital. Just a short time ago, Mr. Grover, who had been a trusted and efficient employee of the Company for fifty-three years, received his long-time service emblem from President Herman Russell at a Friday morning meeting held to do honor to the Company's oldest employees in line of service. For over half a century Mr. Grover had worked at Station Five as a wheelman, during all this period being on a night shift. He leaves to mourn his loss three sisters and two brothers. Funeral services were held from Peters Undertaking Parlors on Monday, July 22, with burial at Mt. Hope Cemetery. Mr. Grover was seventy-three years of age.

Mr. Charles W. Miller of the Electric Maintenance Department died at his home, 196 Woodbine Avenue, June 25, 1935. Mr. Miller had been with the Company 39 years, and had worked his way up from helper to be in charge of the Electric Maintenance Dept. He became very expert in his line, and developed several devices for testing and adjusting equipment which have been adopted by the industry in general. He did everything in a whole-hearted way, taking a keen interest in social and civic affairs of the city. He was the twice exalted Ruler of the Rochester Lodge of Elks, and active in political life in the 19th Ward. He was a candidate for supervisor in the Republican primary in 1927, member of the Chamber of Commerce, and various other civic and national organizations. Mr. Miller is survived by his widow, Mrs. Mary Thon Miller, three daughters, Miss Marion Miller, Mrs. Robert Marriott, and Mrs. Frank

Kanzler; a son, Charles Miller, Jr., four sisters, and a grandson.

Mr. Henry M. Buell, father of Miss Helen Buell of the Stores Records Department, died June 30 at his home, 339 Magnolia Street. Interment was made at Mt. Hope Cemetery.

Miss Virginia Agnes Logan, daughter of John J. Logan of the Line Maintenance Department, was drowned while swimming in Tonawanda Creek. Miss Logan was graduated from Our Lady of Mercy High School, and also from St. Ambrose School. Surviving are her parents, a sister, Miss Mary Elizabeth Logan; and two brothers, John J. Jr., and Lawrence D. Logan. Funeral services were conducted in the home and in St. Ambrose Church. Burial was made in Holy Sepulchre Cemetery.

The mother of Mr. E. A. Faulstich of the Purchasing Department died recently, at her home, 40 Harris St. Burial was made in Mt. Hope Cemetery. She is survived by her son, E. A. Faulstich, one daughter, Mrs. Charles Schroedel, and one granddaughter, Ruth Faulstich. Mrs. Faulstich had been a member of Memorial Presbyterian Church for 50 years, of which fact she was very proud.

Book Club Party

A VERY enjoyable evening was spent at the Chiselers' Camp recently by the members of the Book Club and their friends. The Chinese influence predominated both in the menu and in the entertainment. A very delicious Chow Mein dinner was the first order of the evening, after which the annual election of officers took place. The following officers were elected for the ensuing year: Miss Miriam Waltuck, President; Miss Doris Rice, Vice-President; Miss Louise

Amish, Treasurer, Mrs. Mabel Worthy, Secretary, Mrs. Rosalie Bridgeman and Irene Stickney, Book of the Month Committee; Mrs. Pearle Dailey, Membership Committee.

The retiring President, Miss Evelyn Cross, presided, and plans were discussed for the succeeding meetings. After the business meeting a short play entitled "The Laundry Ticket" by Dorothy Lovick, was realistically performed before an appreciative audience. The stars of the production were: Louise Magin, Ann Fardette, Edith Dambra, Winifred Sleep, and Sally Buff. The rest of the evening was spent in playing bridge, ping pong, and other table games.

The opening Book Club event of next season will be held in September, with the Stores Record and Purchasing Department in charge. This is the time for all those who enjoy reading the best books of the season and pleasant social activities to join this worth while Club. Any Book Club member in your department will be glad to talk with you about the Club, or contact Mrs. Pearle Dailey, Membership Chairman.

Ether Doris of the Power Plant Department, and her husband, celebrated the "Fourth" in vacation, through Kenne Valley, Lake Placid, and Saranac Lake, where they enjoyed excellent weather for swimming and tennis.

Francine Brown spent the first few days of her vacation in the mountains, then she and her husband went to Cape Vincent where they did some game fishing.

Mr. and Mrs. Eddie Kendricks are celebrating their wedding anniversary this month. We wish them luck, and many more. They spent a week of their vacation in Vermont, where Eddie tried his hand at fishing and was quite successful. He sure has a nice coat of tan.

Louis Neary of the Order Department, Arthur Rockman of the Tabulating, Marline Shepard of the Meter Reading Department, and their friends, Leslie Schreiber and Marc Porter spent a pleasant week at Myrtle Beach, Milford, Conn.

Mrs. Mabel Worthy and her husband motored through the New England States on their recent vacation.



Some of the members of the Auditing Department who attended the Department Picnic at the Chiselers' Camp recently.



A Dash of Scotch

Scotch Gangster: "Na, then, laddie, ye'd better pay up, or I'll be takin' ye for a walk!"

Never No More

Young Wife: "Aren't you the same man that I gave some biscuits last week?"

Tramp: "No, Mum, and the doctor says I never will be again."

Tough Spot

"Judge," cried the prisoner in the dock, "have I got to be tried by a woman jury?"

"Be quiet," whispered his counsel.

"I won't be quiet! Judge, I can't even fool my own wife, let alone 12 strange women. I'm guilty."

Business is Business

Cohen was in a taxi when something went wrong with the works and the car sped along at terrific speed.

"Vat's de matter? Vat's de matter?" he shouted.

"I've lost control of the car," returned the driver. "I can't stop her."

"Vell, for heaven's sake," cried Cohen, "turn off de meter, anyway."

Bad Start

Young lawyer, seeing his first customer at the door and wishing to make an impression, picks up receiver of telephone: "Yes, I am glad I won your law suit. Yes, your deal for \$10,000. It will go good." (Looking up suddenly): "Now, what for you, sir?"

Customer: "I've come to connect your telephone."

Who Goes There?

The young recruit was the victim of so many practical jokes that he doubted all men and their motives. One night, while he was on guard, the figure of one of the officers loomed up in the darkness.

"Who goes there?" he challenged.

"Major Moses," replied the officer.

The recruit scented a joke.

"Glad to meet you, Moses," he said cheerfully. "Advance and give the ten commandments."

Confession

"What is your worst sin?"

"Vanity—I stand in front of my mirror for hours admiring my beauty."

"That's not vanity—that's imagination."

Modernization

"Now, boys," said the teacher, "tell me the signs of the zodiac. You first, Thomas."

"Taurus, the bull."

"Right. Now you, Harold, another one."

"Cancer, the crab."

"Right again. And now it's your turn, Albert."

The boy looked puzzled, hesitated a moment, and then blurted out: "Mickey, the mouse."

Learning Young

Robert, if you are always very kind and polite to all your playmates, what will they think of you?"

"Some of 'em would think they could lick me."

Neither Does He Spin

Willie: "Pa, what's a parasite?"

His pa: "A parasite, son, is a man who walks through a revolving door without doing his share of the pushing!"

Installment Plan

Question: "Will you please tell me what I have to pay for a marriage license?"

Answer: "Five dollars down and your entire wages each week for the rest of your life."

Try Lux

The war department is reported to be testing a bullet-proof shirt, which it is claimed, will stop a bullet from five paces. The REAL test, however, will come when it is sent to the laundry.

Home on the Range

Moses was in the war. At every explosion he strove for the rear line. His colonel talked to him thus:

"You shouldn't be afraid, Moses. Why, what if you do die. Heaven's your home."

"Yassuh, ah knows. But ah ain't home-sick."

On the Spot

Willie was being measured for his first made-to-order suit of clothes. "Do you want the shoulders padded, my little man," inquired the tailor.

"Naw," said Willie, "pad the pants."

Nice Guy

"I saw the doctor you told me to see."

"Did you tell him I sent you?"

"Yes, I did."

"What did he say?"

"He asked me to pay in advance."

Contentment

FROM THE CLEVELAND PLAIN DEALER



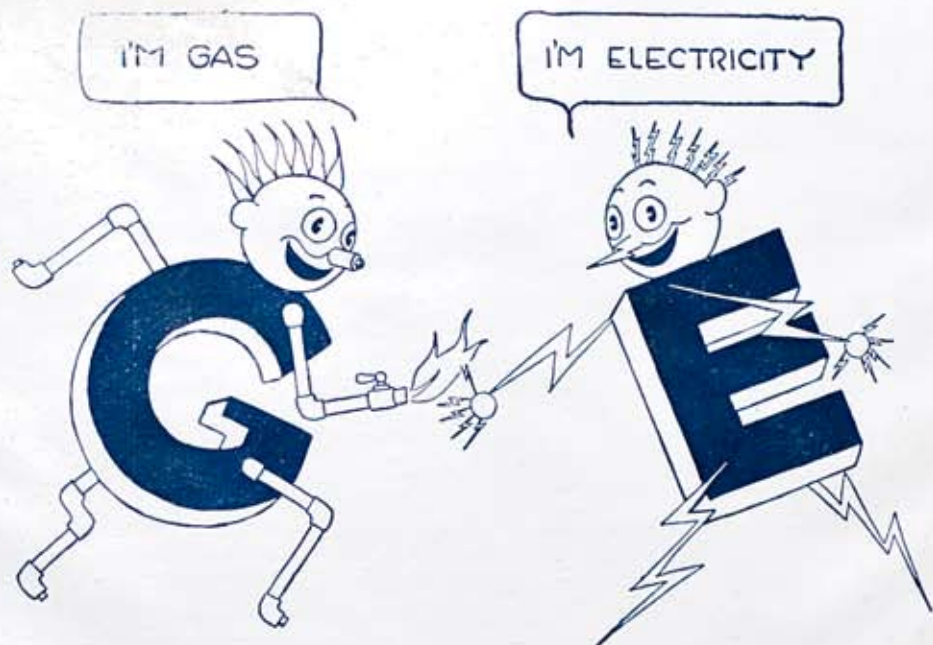
*Contentment is the cricket's chirp,
The kitten's purr,
The wagging tail of hound or cur;
The crackling log,
The song-bird's lay,
The welcome home at close of day;
The twilight lull,
The setting sun,
And knowledge of a work well done.*

—EDNA BARRETT



Introducing...

The Tiny Twins of the Budget Family



The Budget Family

Our big brothers, TAXES, Food, Clothing and Rent,
Grow great on the money they've caused to be spent.

The biggest of all, brother TAXES, looks down—

"The 'Twins, they get smaller," says he with a frown.

"They always are handy; they work day and night,
Politicians attack them with main and with might,
But they don't notice ME—the biggest of all.

G. & E., they are tiny and willing, and yet
I'm jealous of all the attention they get.

But, perhaps that is better for ME after all,
For if I get attention, 'twill end in a squall

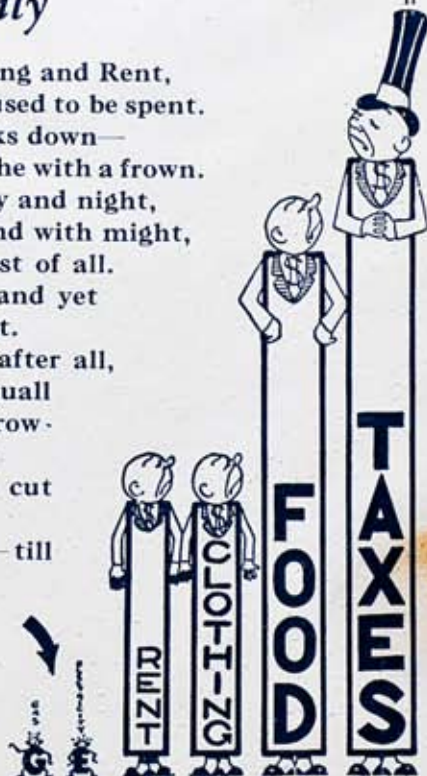
Which will stop ME from grow-
ing, and THAT isn't all—

The voters will clamor to cut
down MY size,

So let the Twins 'take it'—till
people get wise."



THE BUDGET FAMILY



THE BUDGET FAMILY