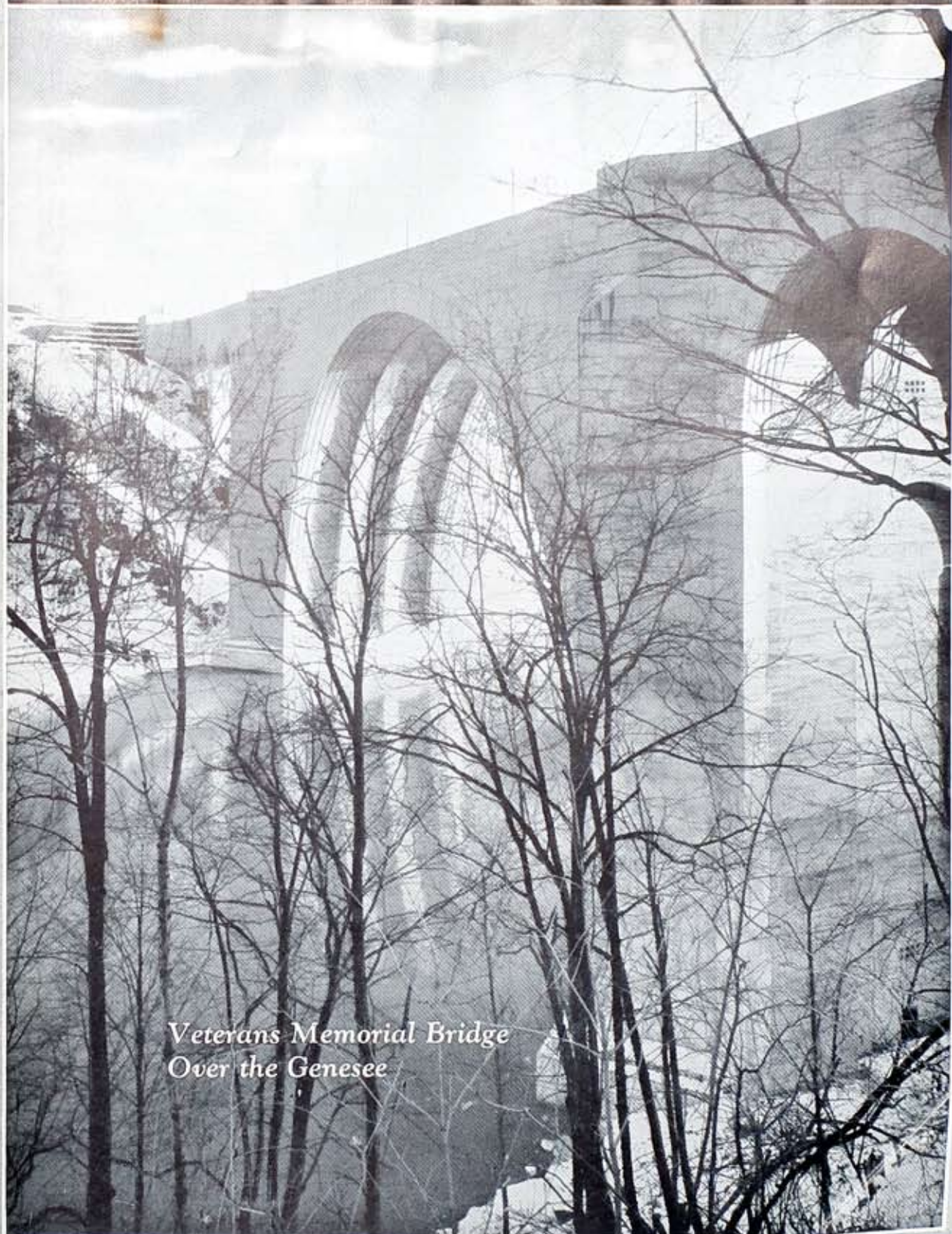


GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

March, 1935

Vol. 19 • No. 2



*Veterans Memorial Bridge
Over the Genesee*



HERE'S TO MARCH

Ah, passing few are they who speak,
 Wild, stormy month! in praise of thee;
 Yet, though thy winds are loud and bleak,
 Thou art a welcome month to me.

For, thou, to northern lands, again
 The glad and glorious sun dost bring,
 And thou hast joined the gentle train
 And wears't the gentle name of Spring.

—Bryant

In Praise of March The Mischievous Month

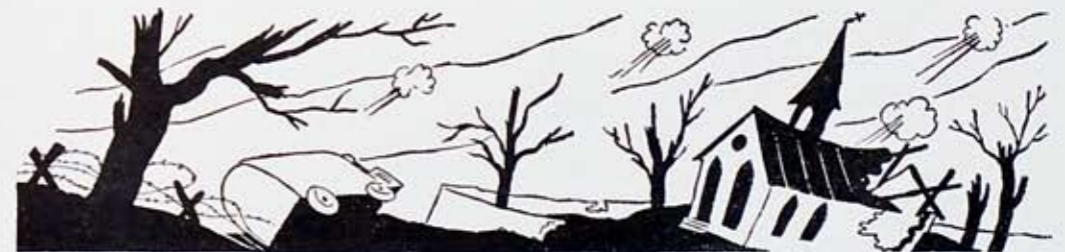
FOLLOWING the cold dreariness of winter, which really doesn't seem nearly as drab as it used to seem some years ago, comes the rollicking wind-blown month of March. March, the boisterous month, seems to us something like a mischievous boy who has obtained possession of a huge wind machine, and takes delight in using it to the annoyance of persons who do not understand the psychology of this bad boy of the calendar.

"Wild as a March Hare" characterizes this month. It comes in like a lion and goes out like a lamb, or the reverse if it so chooses. No matter how rough March gets, we can forgive its idiosyncrasies. We know that, as Helen Hunt Jackson wrote, ". . . Thou art kind-hearted, spite of ugly looks and threats, and, out of sight, art nursing April's violets."

Literally, March brings us all sorts of weather, good, bad and indifferent. She runs the entire gamut of nature's emotions. Incidentally, she is master

of ceremonies for winter's swan song, the last stand of Jack Frost and his hoary band. We can take the worst March brings us with a smile, because we realize that this rough fellow is only introducing May, that budding beauty who seems often loath to appear until Old Sol himself has decidedly put an end to March's horse-play.

So, time marches on. Each month seems to be cast in some special character part. March is the comedian, the smart-aleck, always trying to "get our goat" yet withal a hale fellow well met, who likes to play tricks upon us and shouts with glee to see your hat blowing down the street. March fools us most by never being quite the same, a consistent fickleness which endears us to him. And even the pussy-willows try to come out in time to say hello and good bye to March, whose very name, alone of all the months, gives a vivid idea of the action which we may expect from "Old Man March."



March, the mischievous month, comes in like a lion and goes out like a lamb, or vice versa. It is master of ceremonies for Winter's swan song, and is the official announcer for Spring. March is delightfully deceitful, never quite the same, but always welcome, for — back of its temperamental outbursts it is "Kind hearted, spite of ugly looks and threats, and, out of sight, is nursing April's Violets."

Conservation of School Children's Eyes

DR. A. C. SNELL

Chairman, Subcommittee on the Care of Eye Defects, Medical Society of the County of Monroe

The following article will be of special interest to parents, teachers, and all other persons interested in eyesight conservation. It originally was broadcast as a radio talk, over Station WHAM, by Dr. A. C. Snell, on Sunday evening, January 20, 1935. If you should wish to have an extra copy of this article, write to Gas and Electric News, 89 East Ave., and a copy of this issue will be sent to you.

THIS talk has been prepared with the specific desire to aid parents to understand better how they may act wisely in helping to preserve the vision of their children. We are speaking directly to them. Naturally all parents are interested in preserving good vision for their children. They know that a child with defective vision is handicapped from the beginning to the end of his life. They realize that good vision plays an important part in doing daily school tasks and may influence their future success and happiness through life.

Under our present educational system, during school years, the demand on eye sight in book work and black-

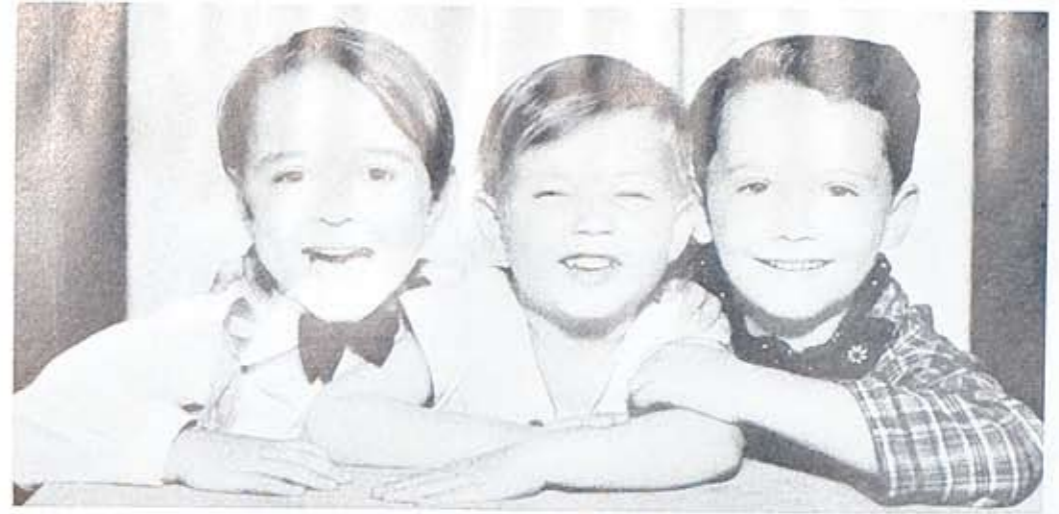
board work is continuous. In later life the demands made on good vision in industrial, mechanical and professional life are tremendous and even in the pursuit of our pleasures the demand for good vision is insistent. For example, good vision is required to secure a license to operate an automobile or airplane, to play tennis or golf, and one can not enjoy the movies with poor vision.

The state of New York, and other states as well, has recognized the tremendous importance to its future citizens of good vision. This state has shown its interest by placing on its statute books laws requiring the yearly testing of all school children's eyes so that any defects in vision may be discovered at an early age when most defects can be corrected and permanent loss of vision prevented. In compliance with the laws of this state, yearly tests of vision are made and parents are given a note of warning when defects of vision are found.

It has been assumed that parents would follow the advice contained in the warning note which states that the parents should consult with their family physician in regard to the properly trained specialist for the complete examination of the child's eyes, for treatment, and for the use of glasses when these are necessary. Attention is called to the fact that the school physician only advises of possible eye defects, and that cooperation on the part of parents is necessary in order to find out exactly what is the real trouble and the best treatment. Cooperation



A child with defective vision is handicapped from the beginning to the end of life. All parents will be interested in reading this article by Dr. A. C. Snell



"Parents realize" Dr. Snell says, "That good vision plays an important part in doing daily school tasks and may influence the future success and happiness of their children throughout life."

consists in having the child's eyes properly examined by an eye physician of the parents' own choice and then in seeing to it that the advice is followed and glasses worn when ordered.

From recent data, serious defects of vision have been found in more than a thousand of Rochester's school children whose parents failed to cooperate, although they had received several warning notices of such eye defects. A large percentage of these children have suffered considerable loss in their visual powers, and their school progress has been held back.

It is important for all parents to understand how good vision may be preserved and how defective vision may be made good. There are three important conditions which materially aid in preserving good vision in school

children. These are: good light, good print, and good health. The first two may be obtained at will and at little cost. Science and industry have provided us with very excellent light so that there is no excuse today to risk or ruin one's sight because of poor light. The best light is that which is sufficient to make the contrast between the black print and the space between the letters stand out clearly and sharply. The light should be without shadows, without glare, and without flicker. The proper amount of light is that obtained from a 60 watt frosted bulb placed 16 to 20 inches away from the printed page. A 100 watt lamp is required when the lamp bulb is 2½ to 3 feet away. All light should fall on the printed page and not into the eyes directly.



Even in the pursuit of pleasure, the demand for good vision is insistent.

This is accomplished by proper position and shading, the light being so placed that it falls from above or slightly behind and over the left shoulder. One sees by reflected light, that is, by that which comes from the printed page. Light which falls directly in the eye exhausts or uses up and tires out our retinal strength, causing eye strain.

The second important condition for the preservation of good vision is good print. Fortunately much attention has been given to this subject during the past 25 years and today there is little or no criticism of the print in our text books. The print used in school books is good and properly adapted to the various grades in school, but many books read by school children out of school are badly printed. See to it that your children read only books well printed with type not too small.

The third condition for maintaining good vision is first in importance and can not be bought. This is *good health*. Good health refers to good general bodily health as well as to good eye health. And the one depends to a very large extent upon the other. With good general health, one nearly always starts out at least with good eyes, and poor

health generally means poor sight. Therefore, in order to preserve good vision in normal eyes, it is most important to keep strong and well and to correct all general health defects.

The eye is a marvelously delicate and a most complex organ, being able to take twelve to fourteen perfect pictures every second and to send on the complete pictures for the brain to interpret. This requires precision and a perfectly working organism. In order to get good pictures, the eyes, like the camera, must be in focus, and, further, the transmitting apparatus must be working efficiently.

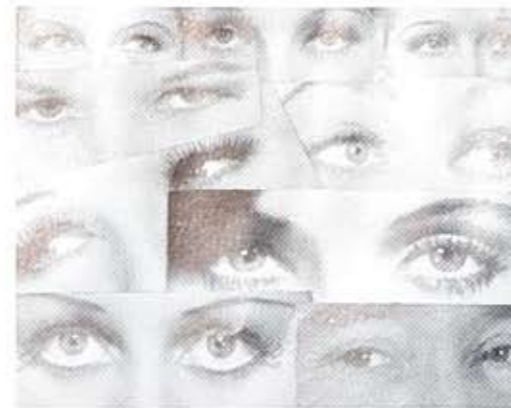
If it is important to have good light, good print and good health, in order to preserve good vision in normal eyes, it is even more important that these conditions should be met when the eye has some defect. Fortunately about 80% of school children in the lower grades have normal eyes, and only 20% defective vision. These defects generally lie in a faulty focus which can usually be corrected by glasses, by treatment, or by correcting health defects. It can be easily understood that if the eye is out of focus, due to its structure or shape or imperfect function, good or perfect pictures can not be



Good light, good print and good health go hand in hand. Good light is without shadows and glare, and without flicker, and is sufficient to make the contrast between the black print and the white spaces stand out clearly and sharply.



Poor posture is often caused by a child having to bend forward in an attempt to read under poor print or poor lighting conditions. School books, quite generally, are well printed, but many books read at home by children are not, and this is a hazard parents should prevent.



Eyes have been called the "windows of the soul." They are the lenses of the human "camera" the perfection of whose pictures depend upon good vision.

made on the retina. Blurred, distorted or imperfect pictures cause confusion, strain, and nervous upset. Therefore, it is of the utmost importance to make the eye focus the print or other images clearly and without too great effort. With an eye out of focus, good light, good print, and an otherwise healthy eye can not produce good vision. The child who is compelled daily to use his eyes with defective vision not only undermines his health but runs a real risk of damaging his already defective eyes. Since glasses and proper treatment can correct most of these defects, these corrections should be made before permanent damage is done.

The strain and pull on the eye in its efforts to overcome these defects commonly results in two harmful changes in the eye itself. First, the ocular muscles are often thrown out of balance, and second, the eye is stretched out of shape. In the first instance, the child becomes cross-eyed or wall-eyed, and when this condition remains too long, it often causes the vision in one eye to fail. A vicious cycle this, first, a continuous strain, second, a crossing or turn-

ing of the eyes, and then the partial or nearly complete loss of vision in the turned eye.

The second condition, the stretching out of shape of the eye ball, which very often takes place from the straining of defective eyes, is near sightedness, a condition in which distant objects can not be seen distinctly. In the stretching process, the eyeball becomes too long or deep and this may cause damage to the delicate structures within the eye resulting in some permanent, incurable loss of vision. Under these conditions, there is again established a vicious cycle: first, a severe straining of ocular structures, second, a stretching or giving away of ocular walls, third, near sightedness, and finally some damage to delicate nerve tissue with partial loss of vision.

Both of these conditions, cross-eyes and near sightedness, can, to a very large extent, be prevented, or if found and cared for early, they can be corrected. Only rarely are children born with cross-eyes and they are never born near sighted. The early correction of these conditions will prevent serious complication or loss of vision.

In addition to the possible changes that eye strain may cause in the eye itself this strain combined with poor vision has a bad mental effect. The child who can see the print of his



Parents should see that their children are provided with proper reading facilities. Proper light, approximately, is that obtained from a 60 watt frosted bulb placed 16 to 20 inches away from the printed page. All light should fall on the printed page and not into the eyes directly.



Many school children are assigned tasks which are absolutely impossible for their poor eyes to perform. This was revealed in records of eye examinations provided indigent school children, through a wise and benevolent provision of the City Council and the cooperation of the Health Bureau.

books or blackboard work only imperfectly, or with much effort soon gets tired, loses his interest and gets discouraged because he can not get his lessons as quickly as his companions. He does not understand why. He is often thought to be stupid, or lazy, or indifferent, or all three combined. It is no wonder that these children soon hate school and become backward or problem children. Yet many, but not all, of these apparently backward children have defective vision and most of these defects can be corrected by proper glasses and the removal of other health defects.

In children, eye strain is insidious, that is, children in the majority of cases do not have severe symptoms. They are not conscious themselves of any eye trouble. Headache or eye tire

is seldom complained of. Eye strain may be discovered by a combination of some of the following symptoms or signs: red eyes, watery eyes, cross-eyes, squinting or scowling, awkward tilting or twisting of the head, holding the book near to the eyes, sensitiveness to light, nervousness, inattention, lack of concentration, subnormal sharpness of vision. This later sign is the best guide, but usually this requires testing, such as is given by the school nurse or physician.

Since the opening of the Rochester schools this fall, through a wise, intelligent, and benevolent provision of our City Council, 1210 indigent school children, who were found by the Health Bureau to have defective vision or other eye symptoms and who could not be examined in the free hospital clinics, have been examined by eye physicians in their private offices. The records of the eye examinations of these 1,210 school children reveal some very astonishing and humiliating facts. It shows that 1,100, or 91%, of these children have been sadly neglected. These children have been assigned daily school tasks which were absolutely impossible for their poor eyes to perform. Largely as a result of the strain forced on them in attempting to do the daily school work, the eye sight of more than half (583 out of 1,100) of these children now have some degree of impairment of vision which can not now be corrected by glasses or cured by any method of treatment. In most of these cases, parents failed to

(Concluded on Page 55)



Few things in life can be done well and enthusiastically without good vision.

R. G. and E. Bowling Season to Climax with Banquet

ONE of the best bowling years ever experienced comes to an end for the R. G. and E. Bowling League. More men have turned out this year than ever before. Enthusiasm ran high, records were broken and now all is done but the shouting and the prizes, which will soon be competed for.

A two-man tournament will be staged on March 19, in which the high and low men will be matched together. What fun that will be. Then, on

March 26, will come the annual banquet and the distribution of prizes won.

Next issue we shall present some team pictures and detail the prize winning list and other high-lights of the season's activities, including some thumb-nail characterizations of some of our bowling "champs" who have attracted city-wide notice. Below are tabulated the seasons standings and the winners in the "high" game play-offs, which were won this year only after strong competition.

SEASON STANDING

Weekly Standing, Mar. 5, 1935

Team	Won	Lost	Percent
Electric Distribution	56	7	
Office	44	19	
Office Maintenance	39	24	
Electric Stations	31	32	
Order Department	28	35	
General Construction	25	38	
Storehouse	17	46	
Line Department	12	51	

High Single Team Game Electric Distribution, 1085
High 3 Games Team Electric Distribution, 2984
High Individual Game Carl Winterroth, 257
High Individual 3 Games Harry Russell, 680

INDIVIDUAL AVERAGES

Name	No. Games	Average	Name	No. Games	Average
1. Winterroth	62	196.84	Weaver	44	173.18
Fichtner	63	192.90	Mahoney	52	171.61
Bloom	54	191.89	Deans	63	171.22
Sales	63	189.75	25. Sherman	63	171.03
5. Davis	46	187.07	Sanders	63	170.21
Kiefer	51	185.82	Beggy	47	169.89
Kennedy	63	185.36	Friday	30	169.47
Cahill	63	183.65	Schneiter	63	168.73
Wittman	63	183.06	30. Miller	63	168.24
10. Schipper	63	182.60	Adams	57	167.88
Galen	60	182.27	Baker	63	167.30
Neuffer	42	180.23	Bruce	63	166.48
Cotanch	63	179.52	Ernst	57	164.67
Stebbins	57	178.07	35. Howe	52	164.61
15. Skinner	58	177.84	Lumley	63	163.13
Voelker	63	177.43	Stewart	41	162.24
Pink	56	176.89	Bruns	57	161.07
Russell	63	175.05	Wiemer	48	160.54
Knoppe	63	174.08	40. Connellan	54	159.76
20. Schoenherr	58	173.74	Kopp	60	159.13
O'Dell	51	173.65	Wohlgenuth	50	156.90
			DeRoushie	58	138.33

Observe New Traffic Ordinances and Live Longer and Happier

WALTER COX, *Commissioner of Public Safety*

In a letter to Vice-President Ernest C. Scobell, Mr. George Donahue, Secretary of the Automobile Club of Rochester, asked that the following article be publicized in our magazine. In it, Commissioner of Public Safety Walter Cox explains the operation of the new Traffic Violations Bureau. Commissioner Cox and Mr. Donahue ask the cooperation of all citizens in this new ordinance, and it is quite plain that City Officials mean business. They expect each one of us to carefully observe the requirements of this measure, which was planned in the interest of the common good.

ON February 11th the City Council adopted amendments to the Traffic Ordinance relative to parking of automobiles, busses and other vehicles on our city streets.

In establishing the new Traffic Violations Bureau in the Police Bureau, it is the aim of the Council to have all violators of motor vehicles ordinances appear at the bureau and pay a suitable fine without being held under arrest, and all to receive the same punishment and none to receive favoritism.

Under the old system of tagging cars, a violator was ordered to appear at the Traffic Bureau within twenty-four hours and make his excuse for the violation. Very rarely was he ever sent to Police Court and fined. Under the regulations of the new ordinance, he

will be summoned to appear within forty-eight hours at the new Traffic Violations Bureau, which will be located at headquarters building, 137 Exchange Street, thereby waiving appearance in court, and his, or her, case will be taken care of by the clerk in charge of the bureau. Under the terms of the ordinance, the violator will be fined one dollar for the first offense, one dollar for the second offense, two dollars for the third offense, and if he be brought in the fourth time within the calendar year, he will be compelled to go before the judge in Criminal Court.

A great deal of study and consideration has been given to this method of punishing traffic law violators. The administration feels that 95% of our

motorists are conscientious and obey the traffic laws. The other 5% are the ones who are constant violators and are the ones who make all the trouble and cause traffic delays. We are interested and anxious to move traffic for the benefit of all motorists, and if a reasonable time limit is provided for motorists to park their cars, there would be room for every one to conveniently park, but the drivers who abuse the privilege—I mean the ones who think only of themselves, the ones who find a space and probably park there half the day, yes, and even all day—these are the drivers we want to punish.

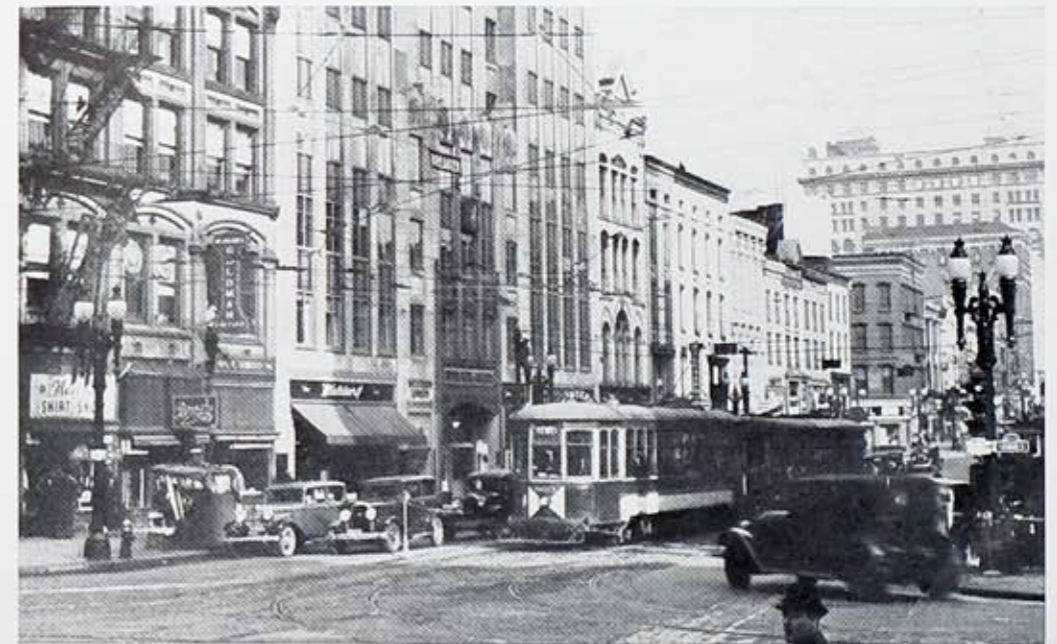
I am of the opinion that after this system is inaugurated and the public becomes aware of what the law means, within a reasonable length of time, the public will be satisfied that a great step has been taken to clean up a good share of our traffic problems. I want, at this time, to ask every owner and driver of an automobile or truck to co-operate with us. We dislike to make it a hardship for any one or to hurt any one's pocketbook, and we will not be com-

pelled to, if you will all obey the laws. This system of taking to task the motorist who constantly violate traffic laws is now in operation in other cities of the state, and I have been advised that it has made a great improvement in the cities where it has been adopted.

Some of the violations covered by the new ordinance are: parking without lights after the prescribed hours, failure to come to a dead stop at arterial streets, passing red lights, overtime parking, and other minor traffic violations.

The exacting feature of this ordinance will be that the Comptroller of the city will be sent a copy of the summons and the Violations Bureau will have to account for every tag that has been issued. There will be positively no fixing and, in this way, there will be no partiality shown to any one.

It is humiliating to nearly every one to appear in Police Court and we do not want to make it necessary for any one to go there, and with this thought in mind, this new traffic violations ordinance has been adopted.



Electric lights instead of gas lights; trolleys instead of horse cars, and automobiles where, in the good old days, horses and buggies held forth. It is the automobile which has brought us many problems in traffic regulation. All public-spirited citizens will wish to support the new traffic ordinances, which are discussed in the accompanying article.



Little need for parking regulations in these days, when hitching posts and watering troughs were the vogue, and "Old Dobbin" had his day. This picture shows the very same section of Main Street (looking east from the Four Corners) as that presented on the opposite page.

Miss Crocker Teaches Women How To Get a "Kick" Out of Cooking

THROUGHOUT the ages, food and eating have been considered highly important. The Cave Man spent practically all his time hunting for family sustenance. As various culinary arts have been developed, less time has been required in hunting and preparing food, but food, today, is still an outstanding topic of conversation, and a mighty factor in health and happiness.

Samuel Johnson said "For a man seldom thinks with more earnestness of anything than he does of his dinner." Lord Lytton was inspired to remark "Oh hour, of all hours, the most blessed upon earth; the blessed

hour of our dinners." A certain Dr. Wolcot had his ideas about the importance of food, and once said "The turnpike road to people's hearts I find lies through their mouths, or I mistake mankind." Even Lord Byron, in a facetious mood, wrote "All human history attests that happiness for man, the hungry sinner, ever since Eve ate apples, much depends on dinner." A slightly different note was struck by Cervantes, who stated "The proof of the pudding is in the eating." This brings us to our text, so to speak.

There are meals (and meals). Much depends upon the cook, whose artistry

THE MAIN TOPIC OF CONVERSATION



Cartoon sent in by Mrs. Alma V. Rogers, of Spencerport, whose letter reproduced on the opposite page expresses here appreciation for the cooking demonstrations conducted by Miss Edna Crocker, at Spencerport, N. Y. The Company's purpose in these demonstrations is to familiarize women with modern methods of cooking and home making, and to help them to get the greatest possible enjoyment and satisfaction from the use of Company products.

Floral Designs

H. E. ROGERS

Choice Plants

SPENCERPORT, N. Y.

PHONE 67

January 29, 1935.

Miss Edna Crocker,
Rochester Gas & Electric Corp.,
Rochester, N. Y.

Dear Miss Crocker:

A few weeks ago my husband asked me if I were going to the cooking school that afternoon and immediately thinking of a dozen more interesting things to do, I answered, "No." He acted rather disappointed, so after thinking it over I decided to waste the afternoon and go just to please him.

I went, I saw and I was conquered. I never dreamed that a food demonstrator could have such a charming personality and be able to present facts concerning food in such an interesting and entertaining manner. I was thrilled with the idea of making such tasty things to eat and when I left the class I purchased the necessary articles and prepared the oven meal for our dinner that night. It was a great success and we have had the apple gingerbread two and three times each week ever since, by request.

The children who are three and five years are so excited each time when I return, to know what new dish I am going to prepare that it is almost like Christmas or a birthday around our house. The younger one, who has been ill for the past few days and hasn't felt much like eating asked this morning if I wouldn't make some ice cream like I had at cooking school.

I few nights ago while at a party I told one of my friends that the most interesting thing I had done during the week was to attend the cooking school on Wednesday and my husband who overheard the remark said to this friend, "Don't you go? You should. It's great stuff."

I want you to know that I greatly enjoy your demonstrations and hope that there will be many more of them. My first thought was to write to the company but I feared that you might not hear about it and I hope that you get as much "kick" out of this letter and the enclosed cartoon as I do out of your demonstrations.

Sincerely yours,

Alma V. Rogers

and efficiency can either make or mar those fine harbingers of health, happiness and satisfaction, those daily meals, which we sometimes refer to as "the three squares." The nice letter on page 45 from Mrs. Alma V. Rogers, and the accompanying cartoon which she also sent us, indicate the esteem in which the work of Miss Edna Crocker, of our Domestic Sales department, is held by one who has tried out her culinary curriculum. After all, its real purpose is to try to make sure that people get the greatest satisfaction from the use of the Company's products and the appliances which use them.

Miss Crocker for some time has been featuring demonstrations in cooking and the use of appliances at both Brockport and Spencerport. The Brockport sessions are held each Thursday afternoon at the Brockport offices, and the Spencerport meetings are held every Wednesday afternoon at the store of the Spencer Hardware.

Miss Crocker helps to make the fine art of cooking, with all its ramifications, easier and more delightful. She

tells women how to get the most out of her range and other appliances, gives out tested recipes and follows through to see that results are obtained. These meetings are really lots of fun. We have been to some of them and can swear that the atmosphere contained not only the delightful perfume of good things to eat, but a certain camaraderie, which Miss Crocker's personality seems always able to create.

Yes, throughout the ages, cooking has been an intriguing subject. It is none the less so today, when women enjoy emancipation from scores of burdens which once was their lot. Their freedom from the drudgery which so long characterized the culinary activity marks a modern high-spot in progress, a mark which Miss Crocker is doing much to raise to even a higher "high." After once learning Miss Crocker's technique, a housewife has slight need for saying, with Shakespeare, "Sit down and feed, and welcome to our table" for, her method is an invitation in itself, the best kind of an invitation, the anticipation of wholesome, tasty food.



Miss Edna Crocker demonstrating the fine points of a modern gas range in a cooking demonstration held at the Brockport offices of the Company. These meetings are held each Thursday afternoon at Brockport, and each Wednesday afternoon at the Spencer Hardware store, Spencerport, N. Y.

GENERAL



INFORMATION

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

	Jan. 31, 1935	Jan. 31, 1934	Increase
Electric....	128,934	127,695	1,239
Gas.....	109,582	108,777	805
Steam.....	314	314	—
Total....	238,830	236,786	2,044

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

	Electric	Gas	Steam	Total	Incr.
1925	71,246	90,469	143	161,858	
1926	81,532	94,658	184	176,374	14,516
1927	90,600	97,836	258	188,694	12,320
1928	99,662	102,876	321	202,859	14,165
1929	110,197	106,915	319	217,431	14,572
1930	116,395	109,131	346	225,872	8,441
1931	119,476	109,261	347	229,084	3,212
1932	121,262	109,243	341	230,846	1,762
1933	126,826	108,430	322	235,578	4,732
1934	127,695	108,777	314	236,786	1,208
1935	128,934	109,582	314	238,830	2,044

Incr. in	Electric	Gas	Steam	Total	Incr.
10 Yrs.	57,688	19,113	171	76,972	76,972

Net Increase in Consumers' Meters by Months

	1932	1933	1934	1935
January....	203*	258*	54*	16*
February... (1)	247	86*	85*	
March..... (2)	5,815	460*	93*	
April.....	24	128	266	
May.....	259*	134	366	
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 January, 1935	Month of January, 1934	Increase
KWH Generated—Steam.....	2,913,801	2,380,505	533,296
KWH Generated—Hydro.....	16,386,915	19,718,898	3,331,983*
KWH Purchased.....	13,840,695	8,919,565	4,921,130
M Lbs. Commercial Steam Produced.....	193,086	180,282	12,804
MCF Coal Gas Made.....	426,466	416,167	10,299
Tons Steam Coal Used.....	14,256	13,233	1,023
Tons Gas Coal Used.....	36,165	36,352	187*
Tons Coke Made.....	23,978	24,294	316*
	Jan. 31, 1935	Jan. 31, 1934	Increase
Number of Employees.....	2,275	2,180	95
Amount of Payroll—Mo. Ended.....	\$ 354,382	\$ 316,014	\$ 38,368
Amount of Payroll—Yr. Ended.....	\$4,145,705	\$3,568,934	\$576,771
Miles of Underground Duct.....	2,032	2,026	6
Miles of Underground Line.....	3,008	3,006	2
Miles of Overhead Line.....	8,192	8,111	81
Miles of Gas Main.....	820	816	4
No. of Street Arc Lamps.....	1,395	1,396	1*
No. of Mazda Street and Traffic Lamps.....	25,974	25,681	293
Total Number of Street Lamps.....	27,369	27,077	292

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for January, 1935

Receipts		Disbursements	
Balance 1st of month.....	\$10,176.40	Sick Benefits.....	\$ 1,666.54
Dues—Members.....	845.11	Accident Off-Duty Benefits.....	120.09
Dues—Company.....	845.11	Expense of Nurse.....	135.00
Fees—Members.....		Miscellaneous.....	1.50
Fees—Company.....		Balance end of month.....	10,043.49
Miscellaneous.....	100.00	Total.....	\$11,966.62
Total.....	\$11,966.62	Total.....	\$11,966.62

Membership January 31, 1935....2,127

Membership January 31, 1934....1,838



To all who have been waiting for Spring, greetings, his comrades honor him with a salvo of guns, while a brother intones the final salute "Hail, and Farewell." So it is with King Winter; he's dead, and we also say "Hail, and Farewell." You, who have tears to shed for Winter, form in a line at the left; others grab your golf clubs and fishing rods and get ready to enjoy what Tennyson called "The boyhood of the year." Photo by Charles E. Barker.

GALA ENTERTAINMENT AND DANCE by
R.G. & E. EMPLOYEES

Spring Frolic

COLUMBUS AUDITORIUM ...
... CHESTNUT & LAWN STREETS
THURSDAY EVENING
APRIL 4th
8:15
7 ACTS - 7
For EMPLOYEES and THEIR FRIENDS

FLORADORA SEXTETTE
R.G. & E. WOMEN'S CHORUS
Goes Back to the GAY NINETIES

R.G. & E. DRAMATIC CLUB
Sh-hh - MYSTERY, Romance, THRILLS!

ROCHESTER'S RADIO FAVORITE
"OLD MAN SUNSHINE" and his TALKING DOG BOZO

16-BEAUTIFULL AERIALISTS-16

STARS of the RADIO and SCREEN
IMPERSONATED BY LOCAL TALENT

GIRLS on the FLYING TRAPEZES

R.G. & E. MALE CHORUS
THE ONLY CELESTIAL MUSIC this SIDE of HEAVEN • THE ONLY LEFT-HANDED DIRECTOR IN CAPTIVITY

DANCING to the JOLLY RHYTHM of BILL HUDSON'S REGALLIERS

P.S.-TICKETS 25¢ ON SALE IN ALL DEPARTMENTS

Right this way, ladies and gentlemen, for the Big Show. Entertainment, singing and dancing. Bring your family and your friends and neighbors. It's a lot of show for "two bits." Members of the committees are: Executive Committee, Arthur P. Kelly, chairman; Vincent Hoddick, Walter J. Conser, Helen Smith, Bertha Bowman, Frank M. Houston. Tickets: V. C. Hoddick, chairman; Edna Crocker, vice-chairman; Johnny Baker, treasurer. Reception: Herman Russell, chairman; J. P. Haftenkamp, vice-chairman; and department heads. Decorations: Ray Clark, chairman. Dancing: Bertha Bowman, chairman. Ushers and Floor: Walter J. Conser. Programs: Frank M. Houston, Helen Smith, Arthur Kelly. Posters, Leonard Elliott and Publicity, Floyd Mason.

GAS & ELECTRIC NEWS



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

HERMAN RUSSELL *Honorary Editor*
FLOYD MASON *Editor*

Fade-Outs

THERE used to be an expression which went: "They do it in the Movies." This is often brought to mind when, at some crucial climax in a picture, the author or the directors wish to leave many things to your imagination. How easy it is, at such times, to side-step fathoming the tangle resulting from many complicated situations, and merely use the dissolving fade-out.

Fade-outs have become institutions in the movies. They taper-off a climax in a most beautiful effect; they remove the rough edges from what otherwise would be a too literal and, photographically, a much too definite or detailed ending of a scene. This vague, soft, halo effect which fade-outs bequeath us, leave us many problems to solve. It gilds over the harrowing details written between the lines of the story; it leaves the villain to be punished for his wickedness, deleting even the sordid details which a book often gives; and, finally, it leaves the hero

and the heroine to live life happily ever after.

In real life, however, we can't go into a fade-out when some trying situation arises. We can't fade away into the realm of the imagination, for instance, when the landlord calls for the month's rent; we have to "come across" or have some excellent reason for not doing so.

Should we be embroiled in an automobile accident and perhaps bump into some fellow citizen's new automobile fender, we can not escape the rage and the tongue lashing of a riled motorist by the fade-out method. It just can't be done, outside the movies.

How many occasions there are when we should like very much to vanish into thin air, disappear, vamoose. Sometimes it is because of fear; often it is merely because we don't like to be annoyed. This is impressed upon us when we pass by a group of people rubber-necking at developments while a policeman or traffic officer tries to handle the situation when two motorists tell their respective sides following a collision. "Glad it's not me" we chuckle as, like the bad Samaritan, we pass along on the "other side."

In this issue, on page 42, there is an article written by Commissioner of Public Safety Walter Cox, regarding the new traffic regulations. It seems very definite and assured that the City

now means business, that there can and will be no more "fixing" of traffic violations. All good citizens will wish to obey these regulations to the letter and avoid trouble and embarrassment. When you get a tag, hereafter, it will mean that you just can't fade-out of it; it might be done in the movies, but not in real life. Let us help to make Rochester a safer place both for motorists and pedestrians alike, and assist in eliminating any unnecessary traffic complications.

Grooves!

HUMAN beings quite easily and naturally slide into what we sometimes call ruts, or grooves. Even mechanical things do this. While a groove is at times just the thing to insure easy, consistent and dependable operation, especially as relates to machinery, the human mechanism has also to be able easily and gracefully to take up new ideas, fresh viewpoints and pioneering principles. When we permit ourselves to become too mechanical in our activities and mental processes, the ruts formed often keep us from progressing.

A very simple thing called this to our attention. The home shades are practically always kept at the same height, downstairs. Seldom, even at night are they drawn down. On dark days we attempt to raise them up so as to permit more light to enter the room. It's quite a job. They just don't seem able to get out of that groove they have been in so long.

We operate our automobile quite consistently at the same rate of speed. Even the accelerator seems to stick nicely into this easy-going rut we have made by a succession of months of operation, the right foot pressed down at practically the same point and with the same pressure. We have to press real hard to get out of that groove, when higher speeds are wanted.

The Company's radio trouble men

came across another example of grooves or ruts. Trouble of many weeks standing baffled them. Finally, a factory man happened upon the solution of the case. The radio's owner operated his set day in and day out on a local station, with the volume always fairly high. The carbon volume control developed a mechanical groove, at the sides of which carbon particles set up a "short" which caused the baffling noises.

Many of us have "set" ideas, ideals, opinions, viewpoints, from which we find it difficult to budge. We have a lot of respect for persons whose likes and dislikes can be catalogued and depended upon to remain the same, ad infinitum. On the other hand (perhaps we should say the left wing) we have considerable appreciation for the courage of those who are willing to admit that a groove need not necessarily be a grave in which they should repose forever; persons who are willing to make a few justifiable mistakes in order to find the best place or angle from which the multitudinous detail of life can best be appraised.

Perhaps we have to keep on going from one slight groove to another, as time and conditions alter situations. Like a soldier working his way toward some specific objective, we go from shell-hole to shell-hole, hoping thus to avoid the hazards which life places in our paths. We live in an age in which it is no longer proscribed for a person to change his opinions or his political preferences, almost overnight. Grooves are fine things, at times, still the difference between a groove and a grave, figuratively speaking, is only a matter of depth, and who wants to go to any kind of a grave prematurely.

Great industries are not built up by getting the best of someone else, but by giving goods and services that are worth more to your customers than the amount they pay you in return.

—Lumber Cooperator

WEIGH ~ BOTH ~ SIDES

ONLY A PROMISE

THE POWER AUTHORITY OF NEW YORK HOPES TO GIVE YOU ALL-ELECTRIC SERVICE FOR—

LIGHTING APPLIANCES
COOKING
REFRIGERATION
WATER HEATING

\$8.62
PER MONTH

YOU WOULD HAVE TO **BUY** THE GAS EQUIPMENT AND BUY AN ELECTRIC RANGE & WATER HEATER.

THE FIRST MONTHLY PAYMENT IS \$1.00 FOR THE FIRST TWO MONTHS.

YOU NOW HAVE

COMBINED GAS and ELECTRIC SERVICE FOR—

LIGHTING APPLIANCES
COOKING GAS
REFRIGERATION GAS
WATER HEATING GAS

\$7.86
PER MONTH

WITHOUT THE NECESSITY OF BUYING GAS EQUIPMENT OR BUYING AN ELECTRIC REFRIGERATOR OR ELECTRIC WATER HEATER.

DON'T BE MISLED,
JUDGE FOR YOURSELF!

PROPOSED ALL-ELECTRIC POWER AUTHORITY SERVICE

\$8.62
PER MONTH

PRESENT GAS & ELECTRIC SERVICE

\$7.86
PER MONTH



Chorus Eats Meal Cooked in Electric Kitchen

THE R. G. and E. Male Chorus has had some dandy "eats" in the past three years it has been singing throughout the countryside adjacent to Rochester. On a recent concert at Wolcott, the men had an opportunity (while they were sharpening up their appetites for dinner) to see an electric kitchen in operation. This kitchen is at the Wolcott Presbyterian Church, the basement of which is nicely equipped with club rooms and the kitchen.

The women of the church seemed to get quite a "kick" out of preparing the meal, which surely was a work of culinary art. The kitchen is well laid out and has an electric range and numerous other electric appliances, including an electric dish washer. No matter how fast the dirty dishes come back to the kitchen (and when a hundred or more are being served in "shifts" there's quite a steady stream of them) the modern washer and dryer is able to handle the situation.

The dinner for the chorus was prepared by a committee headed by Mrs. Dr. Houston, President of the Ladies Aid Society of the church. The singers did ample justice to this excellent meal, which was especially appreciated after the fairly long drive from Rochester to Wolcott. In the audience on this occasion were fifty men and women from North Rose, who had won their admissions to the concert through the good work they did in a membership drive. President Herman Russell also made the trip.

The chorus recently has sung to enthusiastic audiences at the Webster Presbyterian Church, Chili Grange, before the veterans at the Canandaigua Veterans Hospital, at the Hilton High School (auspices of the Hilton Chamber of Commerce) and at Geneseo (auspices of the Geneseo Volunteer Fire Department).

Vacation Memories

HERRN and Frau Edward A. Roeser" reads the address on a letter received by Mr. and Mrs. Edward A. Roeser recently. The letter was from Herr F. Kruse, Commodore of the Hamburg-American fleet, who is sailing around the world on the "Resolute" and was in Spain when he mailed the letter, which expressed his thanks for the appreciation expressed by Mr. and Mrs. Roeser for the fine work of Commander Kruse and his crew in the rescue of the shipwrecked Norwegian ship "Sisto."

While the Europa, a sister ship, stood by with searchlights lighting up the tempestuous scene, Commander Kruse and his crew of the steamship New York made the thrilling rescue. No lives were lost. On the "Europa" while this thrilling scene was being enacted, were Mr. and Mrs. Frank Gannett of this city. Following the rescue, and as a small reward for his fine work and courageous handling of the situation, Commander Kruse was selected to take the "Resolute" on a winter trip around the globe.

Mr. and Mrs. Roeser were passengers on the "New York" on their voyage to Germany last summer. They got very well acquainted with Commodore Kruse and his son, and sat at their table. When they arrived at Hamburg, they were guests at the Kruse home. And now Mr. Roeser and the younger Kruse correspond with each other, the former writing his letters in German and the latter in English.

If you have faith, preach it; if you have doubts, bury them; if you have joy, share it; if you have sorrow, bear it. Find the bright side of things and help others to get sight of it also. This is the only and surest way to be cheerful and happy.

—Lumber Cooperator

Company Employee Takes Winter Vacation in Clouds

MR. Karl Kohl, Auditing Department, recently treated himself to a fine transcontinental air jaunt which was just full of interest. Karl first flew to New York, then hopped a plane for Los Angeles. He traveled on American Air Lines, Transcontinental and Western, and United Air Lines.

The trip to Los Angeles took about eighteen hours, and when he got there the temperature was about 83 degrees Fahrenheit; oranges were selling for seven dozen for twenty-five cents, and after resting a bit, Karl flew over the city on a sight-seeing open air "bus." He was up in "the air" most of the time.

On these large air liners, passengers are taken, one at a time, into the large

cockpit and told how the huge ships are operated, being permitted to inspect the equipment and ask questions. Automatic piloting devices are in quite general use now, and most of the ships have both a pilot and a co-pilot, as well as a stewardess.

The trip back East was faster by about two hours or better, because of the prevailing winds. Over Arizona, Mr. Kohl saw from the air a most beautiful sunset, with the mountains and the desert melting into a blaze of glorious colors as the sun took a slow nose-dive into the Pacific Ocean. Karl thinks it is just too bad our best poets, most of whom have passed on, couldn't have lived to describe such scenes, from the air. Here's a real assignment for the poets of today, who must be



This is the type of Transcontinental and Western Airlines plane in which Mr. Karl Kohl, Auditing Department, spent much of the time during his recent winter vacation, from coast to coast and return. Mr. Kohl traveled more than five thousand miles through the air "with the greatest of ease." Part of the time the huge Douglas Luxury Airliner soared up above the clouds to avoid wintry snow squalls. Karl found all the air liners in which he flew capable of providing comfort, convenience and safety, and says the service, quite consistently, is of a very "high" order.

air-minded if they're going to be modern Shakespeares.

Some of the way home, the ship was flown way up above the clouds to escape fogs and snow; some time was lost waiting for suitable weather for passenger flying, but, Mr. Kohl is very enthusiastic over the way modern airlines are organized and conducted, and has much to say about the courtesy and all around efficiency of the personnel. The trip, one way, is approximately 2,607 miles, and is a fine lesson in geography. The stops on the transcontinental trip are as follows: (from New York) Pittsburgh, Kansas City, Albuquerque, and Los Angeles.

If you are thinking about taking an air trip next summer, see Karl, the Will Rogers of the R. G. and E. for further information.

Eye Conservation

(Continued from Page 40)

heed the warning notices of school nurses. To this extent, the responsibility for these conditions rests on the parents.

If all children could have their eyes thoroughly examined before six years of age, early eye defects would be discovered and many ocular complications prevented, provided the proper treatment was then followed.

Tonight, an especial appeal is made to all parents who have received a warning notice of probable defects in vision to have the eyes of their children properly examined. Prevent eye strain by seeing to it that children use proper light and good print, and that the children wear glasses when recommended. Follow the doctor's advice and do all you can to keep the children in good health. If this is done, eye sight can be preserved, and most natural defects, often trivial at first, can be overcome and serious complications prevented.

The parents of Mrs. Helen Hunt, Mr. and Mrs. Edward Williams, of Leicester, N. Y., entertained recently upon the occasion of their thirty-fifth wedding anniversary. A group of twenty-five guests enlivened the evening and presented Mr. and Mrs. Williams with a new radio.

Mrs. Eunice Robena, second floor, was a delegate to the recent Y. W. C. A. mid-winter conference held at Jamestown, N. Y.

WARNING TO KITE FLYERS

NOW that the kite flying season has rolled around again the warning to children and parents that the sport involves the threat of injury or worse unless kites are properly made and carefully flown is repeated. These safety-first rules are offered:

Do not use kites with metal ribs.

Do not use wire or tinsel twine. Use only cotton string. And don't forget that a wet cord is a conductor of electricity and will cause as much trouble as wire if brought into contact with electric lines.

Do not fly your kite near power, trolley or telephone wires or near high-tension transmission towers. Do not let it go over radio aerials.

Do not let your kite get away from you. Serious injury to yourself and extensive damage to property are likely if you do.

Do not attempt to climb poles to release kites entangled in wires or to free them by throwing stones at them.

Do not run across streets or public highways while flying a kite.

—Public Service

OBITUARY



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

Mrs. Ethel Berstein Loeb passed away after a long illness, on Friday, February first. Death came at the Strong Memorial Hospital, following a valiant and courageous fight for life extending over eleven months. Mrs. Loeb was formerly an employee of the Auditing Department. Besides her husband, Mr. Sol G. Loeb, Mrs. Loeb left her parents, Mr. and Mrs. Louis Bernstein, of 2 Riverbank Place. Blood transfusions enthusiastically offered by scores of Mrs. Loeb's associates over the past months, ultimately could not prevail over the encroachment of a rare form of anaemia, which attracted wide interest in medical circles. She was buried at Wad Hakolel Cemetery, Brittain Road.

William Knowles, employed for the past twenty-four years at East Station, died on February 4, at his home, 94 Locust Street. Funeral services were held Thursday, February 7, at the home, with burial at Riverside Cemetery. Mr. Knowles leaves his wife, Ellen and two sisters, Mrs. Isabel Took, and Mrs. Edward Bradshaw of Lancashire, England.

Mr. Almon F. Yackel, employed for thirty-nine years as a cable splicer in the line maintenance department, died on February 16, at his home, 35 Copeland Street. He had been employed by the Company since his seventeenth birthday. Mr. Yackel leaves his wife, Johanna; three sons Walter, Frederick and Herbert; a daughter, Mrs. Helen Williamson; three grandchildren, a

brother and a sister. Services were held from the home, the Rev. F. R. Knubel officiating. Services at the grave were under the auspices of Corinthian Temple Lodge.

LETSON-FISHER—Mr. Erwin J. Letson, basement stock room, was married to Miss Ella Fisher on February 14, at the parsonage of the Trinity Evangelical Church, the Rev. Karl G. Haas performing the ceremony. Mr. and Mrs. Letson enjoyed a short western trip and are now at home at Mount Read Boulevard preliminary to going into their own home in June. Among the prenuptial events were a party given by Mr. and Mrs. George Letson. The wedding supper was at the Forest House and was participated in by about twenty friends of the bride and groom.

Mr. Albert Osborne, formerly of the Paint Shop, is now doing interior decoration work with Albert Stewart, General Construction Department. Mr. Osborne was host to some of his associates on a recent week-end, the festivities being held at Mr. Osborne's cottage at Braddock Heights. Among those present to enjoy cards and "eats" were the following men: Messers Ruhlback, Rogalsky, Osborne, Hodge, Berry, Wilkes, Stewart, Begy and Jennejohn. The Osborne cottage is a delightful place. It is equipped with automatic refrigeration and has a built-in garage. Mr. Osborne made quite a "hit" not only as a host but also as a chef.

Mr. and Mrs. William Seward, accompanied by Mr. and Mrs. Harry Miller, on a recent week-end drove thirty miles north of Hamilton, Ontario to the Seward camp to enjoy fishing through the ice. They had all the fish they could eat, but were unfortunately snowed-in for two or three days, being finally plowed out by a neighboring farmer.

A fine baby boy, named Howard Junior, was born on December 28 to Mr. and Mrs. Howard Vragel. Mr. Vragel is employed in the gas meter shop.

Mr. and Mrs. William Fisher took advantage of the Washington's Birthday week-end, with its extra day's vacation, to motor to New York. They were entertained by Mr. Fisher's sister, at West Orange, N. J.

Mr. and Mrs. Leon Wittman spent the Washington's Birthday week-end in Syracuse visiting at the home of Mrs. Wittman's parents.

Miss Marion Royle, of the Auditing Department, recently announced her engagement to Mr. George Miller of this city.

Mrs. Hattie Garis, Stores Records Department, with Mr. Garis, recently motored to New York and New Jersey to enjoy a few days visiting at her former home, near Far Rockaway.

Miss Marion Corris, Cashiers Department, recently visited New York with a party of friends and spent one week getting up-to-date on the "Big City." They visited Radio City, which entranced them, and went to the top of the Empire State Building. They also inspected the fine Riverside Cathedral and heard the Rev. Emerson Fosdick preach. This cathedral, they discovered, has a kitchen, gymnasiums and class rooms on its fortieth story and is a veritable bee-hive of educational and social interest. The wonderful chimes in the tower, reached through climbing a spiral staircase above the fortieth floor, also came in for its share of the visitors' attention. While in the tower they listened to a lecture on chimes. Before coming home Miss Corris and her friends saw some good shows, including: "The Great Waltz," "Evergreen" and "Life Begins at Eight Forty."



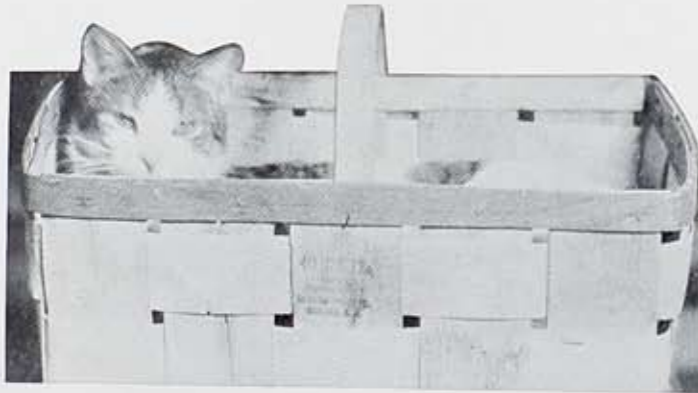
The three little girls shown herewith are the daughters of Mr. and Mrs. Herman Somers. Mr. Somers is an employee of the Line Department. There's always enough for a party at this home, and the photograph shows one in actual progress. These little girls are as happy and as healthy as can be. The trophies shown are first prizes in good health for the years 1932 and 1933 at the Rochester Industrial Exposition. The names of these children are: Shirley, two and one-half years old; Marion, four years, and Dorothy, five years.

Mr. Reginald Meagher, chairman of the Engineer's Post Squadron, Sons of American Legion, recently completed the charter of over fifty members of sons of local legionnaires. This is said to be one of the largest charters in this state. Mr. Meagher has working with him in this new undertaking of amalgamating these "chips of the old block" into an enthusiastic organization, the following men: Messers Alfred R. Bolger, George L. Quirk, Eldred H. Walker and Rudolph F. Illig. The ages of the boys in the Engineer's Post Squadron range from three to twenty, with an average of between nine and ten.

Among the honor students at Madison Junior High School is Miss Jean Wentworth, daughter of Mr. Frank A. Wentworth of the Domestic Sales Department.

Among the Company employees who enjoy the services offered at the 121st Cavalry Armory on Culver Road, are the following: The Misses Evelyn Herring, Lora Yendes, Gladys Morrin, Laura Morrill and Lois Tompkins. They have been riding some of the armory's fine mounts each Tuesday evening under the instruction of Sergeant C. Bohrer.

Mr. James Clark, son of Mr. and Mrs. Herbert Clark, is one of the budding athletes at Charlotte High School. "Jimmy" is a comer and did fine work last season on both the baseball and the basketball teams. He was one of



This is "Smith," Pauline Mason's cat, convalescing from a recent illness. "Smithy" as a kitten, was a gift from Landis S. Smith, therefore the monicker.

the guests honored recently when the basketball team finished its season and was dined at the Dutch Mill, Dewey Avenue.

Not many years ago, to the average person, Florida was merely a distant state, just a place to study about in one's geography. Nowadays, it is accessible to anyone who has a "flivver" and is considered no more of a trip than was a "century" run on one's bike, in the gay 'nineties. Two Company employees, following a vacation in Florida last year repeated this year. They are Messers Max Rieber and John McLarty, Gas Street Department. With a group of friends, each drove to Florida recently, had a wonderful time and came home singing that popular ditty "Pardon my Southern Accent."

Congratulations to Mr. and Mrs. Ted Vick, who recently became parents of a fine baby daughter. Ted, once a popular member of the Gas Street group, is now superintendent of the Gas Department, New York State Electric and Gas Company, Cortland, N. Y.

Mr. William E. Beuthling is chairman of the entertainment committee for a play to be put on early in May by the St. John's Evangelical Lutheran Church, featuring the "Emanon" Players.

These fine pre-Spring days, to Miss Lillian Fay, portend happy days of riding soon to come at Mendon Ponds Park. The cavalry stable stationed there afford fine mounts, and the riding trails are hard to beat, anywhere, even in Toronto, where Miss Fay drove three times last summer, just to enjoy her particular pastime.

Street Department Gas Holds Valentine Party

THE Gas Street Department enjoyed its annual party at the Chiselers' Camp on the evening of February 18. Amid St. Valentine's Day decorations, the poems written about each member of the department by the poet laureate, Ray Hilficker, had a decided "my valentine" punch. Everyone was "roasted" and praised, all in fun, and at no time was poet Hilficker in actual bodily danger because these "gas people" can take it.

Chef "Vick" Hoddick provided an excellent dinner featuring baked Virginia ham and all the other accessories which only a Hoddick could think of. After dinner no one was allowed to seek a cozy corner and succumb to physical ennui or somnolence; festivities started immediately, in great variety. Mr. Sam Landon, aided by a blackboard, told illustrated mystery stories, each with a diagram and a crime problem to solve. When everyone was on edge, dancing and singing was in order. Carl Ayen was song leader, Rosario Merlo entertained with piano accordion music, and Mrs. F. Smith played the accompaniments. The prize for enjoying the dinner with the greatest gusto went to Mrs. Cooley; Mr. Chester Schlenker, in a poetic effort described it thus: "When it comes to eating ham, Mrs. Cooley is one what am" (The Society of Rochester poets please note). The Misses Geen and Wiesner were in charge of the St. Valentine's Day decorations. Selah.

Miss Marie Fredericks entertained at bridge, at her home at 50 Shepard Street, the guests being the following members of the Auction Bridge Club: Rosalie Bridgeman, Marie Fredericks, Alice Longbein, Marie Hennessy and Alice Spindler.

Mr. Arthur Rockman on his recent twenty-sixth Birthday was host at a party given at the Laurelton Fire hall. More than seventy couples were present to enjoy dancing and a light luncheon which followed, among them many employees of the Company.

Mrs. Frank Schultz recently announced the engagement of her daughter, Miss Lillian Schultz, to Mr. Clyde Latson. It is planned that the wedding will be solemnized on April 20.

Mr. Milton Robinson, second floor, recently entertained friends from Geneva and Border City.



One of the most popular ladies in the United States, Miss Liberty, of Bedloe's Isle, from a vacation photograph taken by Miss Winifred Sleep. Miss Liberty receives as much adoration as any girl we've ever heard about and she hasn't had a new dress in years. She never had her hair "bobbed" nor "waved" and keeps her poise in all sorts of stormy weather. She's a grand old girl.

James LaPorte Directs Minstrels

Mr. "Jimmy" La Porte recently managed a very successful minstrel show and concert held at the hall of the Church of the Ascension, on lower Lake Avenue. The hall was packed. Following a number of weeks of rehearsal, the various numbers proceeded very smoothly and got big "hands." Mr. La Porte, who works at the Storehouse, is an old-time singer and show man. His rich tenor voice was in great demand way back when the old Bijou Dream movie house ornamented Main Street. Jimmy thrilled the early motion picture audiences with his fine rendering of love songs and ballads, to the visual accompaniment of colored slides and the music of a lone piano. He sure "knocked 'em cold" in those days" and still trills a very good lyric tenor, but prefers to direct others, who are just starting out.

Among the Company employees who assisted Mr. La Porte and his organization to corral a few shekels for needed church funds,



Mrs. George Lindsay, from a vacation Kodak picture taken along the Atlantic Coast, by Mr. Lindsay, who says the title of the picture might be "Rugged Individualism." Mother Nature supplied the setting and stage properties.

were: Mr. "Bill" Hudson and his musical Regadiers; Paul Smith and his harp-guitar (chin, chi, chin-chow, chow, chow, me no likee 'Merican man, he no likee mee); Leonard Hahn, tenor soloist, who sang, "I'll Take You Home Again, Kathleen;" Elmer Smith, the Webster Nightingale and Gus Farese, guitar.

Mr. Ernest Schneider, of the Gas Shop, recently entertained a group of his friends at his cottage on Honeoye Lake, where fishing through the ice was "enjoyed" with the temperature hovering around 10 degrees below zero. Plenty of pickerel and perch were to be had for the "bobbing." After this trip, Mr. Schneider says he doesn't blame Admiral Byrd for hurrying back home to warmer weather.

Mr. and Mrs. William Bellor are the parents of a nine-pound baby boy, born on February 24, at 186 Dorsey Road. Little William is greatly appreciated by his two little sisters, Patricia, aged 2, and Mirle, aged 4, and his father and mother are delighted with their first baby boy.

Among the consistent skaters in the Company is Miss Julia Neubrand, who skates regularly at the eastern wide-waters. She was recently much interested in a demonstration of modern skating put on by that Olympic champion, Miss Kit Kline, who was attended by her two nieces, who are also of championship calibre and "copped" prizes offered in skating events at Glen Haven.

The Contract Bridge Club meets every other Thursday at the Belvidere for dinner and bridge. This group of young women seek to put into practice the technique and theory gained from their attendance at the instructive sessions provided by teachers Mr. Russell and Mr. John Clark. At the last dinner meeting the following were in attendance: The Misses Marie Fredericks, Mable Kramer, Marion Roylle, Ann Howe, Alce Longbein, Rosalie Bridgeman and Marion Rossney.

Miss Eleanor Lesczinski was one of the speakers against the provisions of the St. Lawrence Waterway at a recent Sunday afternoon Y. M. C. A. Forum. This question was discussed, pro and con, and was in the nature of a debate, but opportunity was not given for rebuttals. This Forum weekly discusses important questions in the public mind today, and at another of its recent sessions, Mr. Frederick W. Fisher, head of the Company's Personnel Department, spoke on the same subject.

BROCKMYRE-BURNETT — Miss Margaret Brockmyre, of the Auditing Department, was married on February 28 to Mr. James F. Burnett, Jr., a sales supervisor of the Domestic Sales Department. Mr. and Mrs. Burnett are now at home at The Colby-Park, on Park Avenue. Mr. Burnett is from Arkansas, and anticipates taking Mrs. Burnett to his former home on a continued honeymoon during the summer vacation. Mrs. Burnett's desk was nicely decorated to welcome her return to the department, and she received gifts of linen and crystal ware from her associates. On March 21, she was given a variety shower, planned by Kathrine Robena and Alice Spindler, at the home of Miss Robena. Following a luncheon and bridge, useful household and personal gifts were presented which will long remind her of the esteem in which she is held by her associates on the Fourth Floor.

Mr. Edward Crane entertained the following men at his home, 2 Devon Road, recently: Messers Dick Hoddick, Leo East, Walter Paine, Owen Smith Frank Lux, Ray Hilficker, Frank Sisca, Ralph Scaman and Sam Langdon. Sauerkraut and pig's knuckles were the "order of the day" a dish which always intrigues the group of epicures mentioned above. Mrs. Crane was voted a "champ" provider. After dinner, Mr. Crane's new gas heating plant was duly inspected by these gas men, after which cards were played until—well, we won't go into that. Walter Paine and Gilbert Kohlmeier carried off most of the prizes (toward which the other gentlemen kindly and generously contributed).

The Misses Petty MacLarty and Doris Rinker are quite ardent horse-women and are often to be seen riding at 121st Cavalry, Troop F.



This is "Bob" small brother of Joseph De Prez, who caught him unawares with his vest-pocket Kodak as March winds put a few waves in his hair.



Fumes and Flashes

selected



O-Ky, 'Arry!

A Londoner speaks over the telephone.
"Yes, this is Mr. 'Arrison. What you can't hear me? This is Mr. 'Arrison—haich, hay, two hars, a hi, a hiss, a ho, and a hen."

Just One Thing

The ocean voyager said that he was so sea sick he didn't know what to do, but he soon found out.

Don't You Hear Dem Bells!

Rastus (after a narrow escape at a railroad crossing): "Whaffa yo' blow yo' ho'n? 'At ain't gwine do yo' no good."

Sambo: "Boy, 'at wa'n't my ho'n. 'At was Gabriel's."

I's Regusted!

"Bredren," said the colored preacher, "you have come to pray for rain. Bredren, de foundation of religion am faith. Whar is yo' faith. You comes to pray foh rain and not one of you brings his umbrella."

Song of the March Winds

Legs to the right of us,
Legs to the left of us,
Legs in front of us,
How they display them!
On they go trippingly,
Daintily and skippingly,
Frost that bits nippingly
Does not dismay them.
Straight legs and bandy ones,
Bum legs and dandy ones,
Awkward and handy ones,
Flirt with the breezes;
Round legs and flatter ones,
Thin legs and fatter ones—
Especially the latter ones
Showing their knees.
Knock-kneed and bony ones,
Real legs and phony ones,
Silk covered tony ones,
Second to none.
Straight and distorted ones,
Mates and ill-sorted ones,
Home and imported ones—
Ain't we got fun?

Sounds Reasonable

"Good morning, sir. I'm a bond salesman."
"That's all right, my good fellow. Here's a half dollar—go buy yourself a square meal."

Biology Scores!

"I'm a bit in doubt as to what to call my mother-in-law. You see, my own mother is living and it doesn't seem right to me to call my wife's mother, 'Mother.'"

"That's easy," the friend replied, "I was up against the same thing. The first year I addressed her as 'Say,' after that I called her 'Grandma.'"

Got a Kick Out of His Job

"What has become of that hired man you got from the city?"

"Ah, he used to be a chauffeur and one day he crawled under a mule to see why it wouldn't go."

Replace Divots

"That reminds me," said the man who watched the steam shovel at work. "I'm to play golf tomorrow afternoon."

For Better or Worse!

"A wife is a person who sees an empty parking space after you pass it."

Nothin' Else But!

Judge: "Do you wish to marry again if you receive a divorce?"

Liza: "Ah should say not. Ah wants to be withdrawn from circulation."

No Doubt About it!

Through a mistake on the part of the entertainment committee, a hula-hula dancer was hired to dance at a church festival. When her act began the scandalized minister hurriedly sought the chairman of the committee.

"I think," he said severely, "that that dancer is out of place."

"It looks like it," returned the chairman, "but that's just the way she's dancing."

"Mr.—Er—Ah—"

In one of the Government's Western reservations the leading Indian chief had taken a tourist under his personal guidance and was showing him around. "There's Standing Bull over there," he said.

"What a funny name!" gurgled the traveler.

"And Laughing Waters."

"I'll die!"

"And Loping Wolf."

"Ho, ho! Stop! You're killing me!"

"And this is my wife. Sally, I want you to meet Mr. . . . Mr. . . ."

"Yanisheffski."

Try Helpin'

I like to think that through the years
I've sometimes helped to dry the tears
That lay a-glitterin' on the cheek
Of someone jest a little weak.

I like to think, in bed at night,
I've helped to start another right
By pointin' out the way to go,
All unassumin' like, ye know;

It's good to tug, an' have the feel
Of helpin' with the mired wheel,
The liftin' here, the urg'in' there
On someone's overload o' care.

Jes' makin' life an easier race,
The world a little brighter place,
I like to think someone'll be
A little better fer knowin' me.

— G. W. MacNurlen
in Psychology





Nature's Ways

He is not old, who looks on barren boughs
And sees the hidden beauty of returning Spring.
He is not old, whose ears can hear the vows
Of love that wild birds whisper, when they sing.
But he is old, no matter what his years,
Whose heart is not attuned to Nature's ways;
Whose eyes are blinded, and whose deafened ears
Keep him in hibernation, all his days.

—Vaida Stewart Montgomery