

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

November, 1935

Vol. 19 • No. 10



"A Brotherhood of Venerable Trees!"
Wardsworth

LOVELINESS

There's music in the rustling of the leaves,
There's beauty in the swaying of the flowers,
There's nothing in a book,
Like the tinkling of a brook,
As it glides between its grassy summer bowers.

There's beauty in the perfume of the rose,
There's music in the buzzing of the bee,
There's beauty in the sight,
Of the silent stars by night,
If we only have the eyes to look and see.

— Selected



Swans in Mendon Ponds Park
Loveliness needs not the foreign aid of ornament, but is when unadorned,
adorned the most—Thompson

America Speaks

ARMISTICE Day gave us many spirited speeches and amalgamated public sentiment against war. We Americans talk a very good neutrality, and many of us really mean it, at least those of us who have nothing to sell on a rising war-scare market.

Our neutrality in the World War, before we became participants, was to the financial tune of ten billions of dollars of war goods profits. Will our neutrality in the next war have the same accompaniment?

Sherman said "War is Hell." Thousands of persons in America know this from personal experience. To the younger generation, however, who must supply the cannon-fodder for the battles of the future, the idea of war may have its glamorous side. Nifty uniforms, martial music, the chance to fight for one's country—these are the things which youth sees through its rose-colored glasses.

If we can't prevent wars by fear, by

depicting the gruesome side of conflict, or by preaching the brotherhood of man, perhaps we can help to do so by more constructive methods. Perhaps we can get farther on the way toward universal peace by showing what war expenditures prevent us from having as rewards for being smart enough to avoid war. Here are some figures:

The money spent by all nations for the destructive purposes of the World War amounted to four hundred billion dollars. Can you imagine what we might have done with that money?

We could have built a \$2,500 house, furnished it with \$1,000 worth of furniture, placed it in the middle of five acres of land worth \$100 an acre, and given this estate outright to each and every family in the United States, Canada, Australia, Wales, Ireland, Scotland, France, Belgium, Germany and Russia.

We could have given to each city of 2,000 inhabitants or over, in each

(Continued on Page 299)



Martial music, tramping feet, the beat of drum, nifty uniforms and a chance to fight for one's country. It sounds a bit glamorous, when you are marching off to war. But how about the trip back home, perhaps merely as a "little brass tag" which Dr. Edward Guest so feelingly dramatized in a recent broadcast. War is idiotic. Isn't it time we stripped away the alleged glamor and began to see it as it really is. Let's not forget about it until Armistice Day, next year, but keep striving everlastingly for PEACE and all it can mean to us.

Carl Ayen Likes to Do Things That "Can't be Done"

SOMEbody said it couldn't be done" says a time worn platitude, and then the poem goes on to give honorable mention to the fellow who went right ahead and did it. We wish to do as much for Carl Ayen, Electrolux (gas) refrigerator service and installation expert. Just tell Carl a thing is impossible and he'll reply: "It can't be done?—sez you." Then he figures it out, and when he's all done with it—it's as simple as a, b, c and you wonder why the heck you didn't think of it first.

Carl figured out how to feature an Electrolux unit, enclosed in glass, at the Company's Exposition exhibit a



This is Carl Ayen, who doesn't shy at tough assignments. Carl swears by ELECTROLUX, and even spent a part of his vacation at the factory.

few years ago. He found the solution after factory experts and engineers had tried and failed. The answer was the simple matter of leaving just a bit of air space between the glass of the enclosure at certain points; after that the unit maintained its frosty coat even in warmly heated exhibition rooms. This exhibition unit has since been used all over the country. Incidentally, the Electrolux people gave Carl plenty of credit for his ingenuity.

Recently, Mr. Alexander Beebee, Superintendent of the Gas Department, and Mr. Vincent Hoddick, Superintendent of the Gas Street Department, conceived the idea of a glass door for use in displaying the inside of the Electrolux refrigerator on our Main Floor show room. This, it was found, had never been done before and offered numerous problems. After finding that no one else had tried out this stunt, Messrs Beebee and Hoddick said "There's another job for Carl Ayen."

And Carl found the solution, as you will see by looking over the illustration accompanying this article or observing the Electrolux refrigerator from which the photograph was made on the Main Floor. Mr. Ayen by using two thicknesses of glass, with the proper air space between them, and through the use of insulating materials at the proper places, adapted his idea to one of the regular Electrolux doors, cut away to receive it. And now this automatic gas refrigerator keeps right on maintaining its even temperature, even with its fancy show window front.

This idea attracts visitors to our refrigerator display. They like the looks of the well kept foods, crisp and colorful inside the refrigerator. One

(Continued on Page 307)

Will Paul Redfern be Found and Brought Back to Civilization?

MUCH is being written and surmized as to the lost Rochester flyer, Paul Redfern. Is he alive? Will it be possible to find him and bring him back to civilization? Was he seriously crippled in his possible forced landing? Is he being held against his will by savage tribes? These and many other queries by their constant bobbing up, have lent an atmosphere of mysterious interest to this unsolved case.

Paul Redfern took off from Brunswick, Georgia, nine years ago, on a projected nonstop trip to Rio de Janeiro. He never was heard from since that time, although his family and friends in Rochester have never quite given up hope. The airplane Redfern used was a Stimson Detrouiter, a picture of which is presented herewith, through the courtesy of Mr. Harlan Cooper, District Manager at Hilton.



This is the Stimson Detrouiter 'plane in which Paul Redfern took off from Brunswick, Georgia, for Rio de Janeiro, nine years ago. The photograph was taken by Mr. Harlan Cooper, at the Detroit Stimson factory, just before Paul Redfern started on his fateful trip. Persistent rumors has it that his 'plane landed on a level, sandy "savannah" on a jungle island in Dutch Guiana.

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

	Sept. 30, 1935	Sept. 30, 1934	Increase
Electric...	129,876	128,532	1,344
Gas.....	110,159	109,436	723
Steam....	306	305	1
Total...	240,341	238,273	2,068

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

	Electric	Gas	Steam	Total	Incr.
1925	77,995	93,254	160	171,409	
1926	87,598	97,194	230	185,022	13,613
1927	95,789	101,399	278	197,466	12,444
1928	103,873	105,816	308	209,997	12,531
1929	114,935	109,262	327	224,524	14,527
1930	118,438	109,491	336	228,265	3,741
1931	120,985	109,977	338	231,300	3,035
1932	127,028	109,204	322	236,554	5,254
1933	127,105	108,617	308	236,030	524*
1934	128,532	109,436	305	238,273	2,243
1935	129,876	110,159	306	240,341	2,068

Incr. in	10 Yrs.	51,881	16,905	146	68,932	68,932
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Net Increase in Consumer's Meters by Months

	1932	1933	1934	1935
January....	203*	258*	54*	16*
February... (1)	247	86*	86*	55*
March..... (2)	5,818	460*	93*	55
April.....	24	128	266	206
May.....	259*	134	366	281
June.....	136*	94	332	314
July.....	55*	7*	172	233
August.....	58	132	281	153
September..	11	517	249	324
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 September 1935	Month of September 1934	Increase
KWH Generated—Steam.....	7,553,784	6,586,536	967,248
KWH Generated—Hydro.....	10,191,415	6,240,728	3,950,687
KWH Purchased.....	16,378,590	18,677,618	2,299,028*
M Lbs. Commercial Steam Produced.....	55,498	43,970	11,528
MCF Coal Gas Made.....	365,073	379,378	14,305*
Tons Steam Coal Used.....	12,606	11,034	1,572
Tons Gas Coal Used.....	32,151	32,553	402*
Tons Coke Made.....	21,239	23,516	2,277*

	Sept. 30, 1935	Sept. 30, 1934	Increase
Number of Employees.....	2,376	2,354	22
Amount of Payroll—Mo. Ended.....	\$ 374,540	\$ 362,874	\$ 11,666
Amount of Payroll—Yr. Ended.....	\$4,234,913	\$3,976,760	\$258,153
Miles of Underground Duct.....	2,032	2,028	4
Miles of Underground Line.....	3,001	3,002	1*
Miles of Overhead Line.....	8,237	8,172	65
Miles of Gas Main.....	823	817	6
No. of Street Arc Lamps.....	1,395	1,395	—
No. of Mazda Street and Traffic Lamps.....	25,969	25,553	416
Total Number of Street Lamps.....	27,364	26,948	416

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for September, 1935

Receipts		Disbursements	
Balance 1st of month.....	\$12,088.26	Sick Benefits.....	\$ 929.76
Dues and Fees—Members.....	890.34	Accident Off-Duty Benefits.....	99.93
Dues and Fees—Company.....	890.34	Family Sickness.....	59.10
Rochester Hospital Service Plan—		Medical Examiner.....	24.00
Members.....	638.70	Nurse's Expense.....	100.00
Company.....	331.20	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	969.90
Investments.....	102.75	Balance end of month.....	12,758.90
Total.....	\$14,941.59	Total.....	\$14,941.59
Membership September 30, 1935.....	2,179	Membership September 30, 1934.....	2,151

Modern Gas Ranges Give Housewives a "Break"

Radio Talk by FRED W. FISHER, State Trooper Program
Thursday, September 19, 1935, WHAM

WHILE it may seem a bit strange to talk about kitchens to the man of the house this brief chat is addressed primarily to him. On the average a woman spends about sixty-five per cent of her working hours in the kitchen. The kitchen is her workshop and she should be provided with good tools. How long would a man put up with inefficient, and out-of-date equipment in his daily occupation? Why, if the average man had to spend one week in the kitchen and put up with the inconveniences that so many wives have to endure, he'd completely modernize it and make it what it should be—one of the most pleasant rooms in the home—instead of being more or less of a housewife's prison. Do you invite your friends into your kitchen? Or, is it just a place of drudgery—where an ugly-looking, old-fashioned range chains the housewife to long hours of toil? The range is the most important thing in the kitchen. Old style ranges are wasteful; they cost more to operate and too frequently they cook the cook instead of the roast. The new gas ranges help to make the kitchen a place of pride and beauty. They are simple to operate. They make it easier to prepare better and cheaper meals. Automatic heat regulation and clock control do away with the necessity of hanging over the oven. Insulation keeps the heat in the oven instead of making the kitchen take on the

temperature of a blast furnace. You can put your meal in the oven, set the automatic controls and forget about it, while you devote yourself to other pursuits. The new gas ranges are beautiful in design. They'll make any housewife happier in her kitchen. Don't force your wife, Mr. Rochester, to continue to fuss for long hours over the preparation of meals. Give her the equipment that you would want if your sphere were the kitchen. Food prices may be high but the cost of cooking is lower with a new modern gas range. You can cook a meal for two persons for one cent. Look over the many attractive designs and models in our East Avenue salesrooms, or visit any dealer. The new low cost purchase plan, with a small sum down and a long time to complete payments, makes it easy for any family to own one. Get a new gas range. Thank you.



Yes, this is a gas range, a colorful, modern one of the table top type. It makes it easy to prepare better and cheaper meals. The smiling young lady is Miss Esther Shippy, of the Coke Sales Department.

Salesmen on Forty-Yard Line When Pittsburgh Trounces Army

BEING a salesman isn't all tough going. There are times when these go-getters can forget their dotted lines and sales resistances and just enjoy life. So it was with about two dozen of the Company's Frigidaire and Easy washer and ironer salesmen who watched, along with about 68,000 other football fans, while the Pittsburgh Panthers blasted through the Army lines to a 29 to 6 victory.

These salesmen, through consistent salesmanship and hard plugging, earned their chance to visit the "smoky city" on Saturday November 10. Each of these men sold at least eight Frigidaire refrigerators or 15 washer or ironer Points within a specified period preceding the trip. They started from the Buffalo and Ohio depot on Friday evening, crawling out of their Pullmans about 7 A.M. next morning.

Taxicabs took them to the Penn Athletic Club where breakfast was served. Following a morning seeing the sights, luncheon was served at 11:30 A.M. after which the entire group left for the big Coliseum, where thrills aplenty were in store for them, if you don't believe it, read the following from the Sunday D. and C.

LaRue Shows How

"LaRue, a hip-shaking halfback (Pitt) and swift as the wind, gave the howling thousands one of their greatest thrills. On a weak-sided reverse, concealing the ball behind him, he rounded his left flank and flashed 75 yards down the sideline for his second touchdown. It was a brilliant run in which he eluded two Army safety men near the goal line." LaRue made a total of three touchdowns, and had another that was disallowed. What



All aboard for Pittsburgh and the big Pitt-Army football game. The men in the above picture back row, left to right, are: Messers Frank Houston, Manager Domestic Sales, Dreisbach, Doherty, Weisberg, Hazo, R. Toole, Vice-President and General Manager Jos. P. Haftenkamp, Martin, Sharkey (General Supervisor of Salesmen). Front row, Messers Monahan, McGinness, Erness, Geyer and Robinson.

an example he set for go-getting. The inspiration of this fine game will last long in the minds of these men. Probably all of them will be trying to be LaRues for the next few weeks.

These men made the trip, thanks to a little sales collaboration between the Domestic Sales Department and the Chapin Owen Company (Frigidaire Distributors): Messers Dickson, Greene, Erness, C. Toole, Puddington, Geyer, Dreisbach, R. Toole (these Toole boys are good), Swartwood, Robinson, Nichols, Wheeler, Stott, Monahan, Leutweiler, Herbert, Kresser, Martin, McGinness, Burnett, Van Kleeck, Doherty, Luddington and Satler.

Lamp Activity

A barrage of salesmen swarmed over the Northwest Section and told housewives about the new I. E. S. "Better Light Better Sight" lamps. After a week or so of this intensive introduction of Better Sight lamps, six salesmen were left in that territory to

do intensive educational work for these modern lamps.

The headquarters for this activity is the store opened by the Company at 1492 Dewey Avenue, in charge of Mr. John McGinness, assisted by Miss Verna Parmelee of the Home Service Department. Salesmen leave invitations at homes suggesting that a visit be made to the fine display featured at the store. People are taking kindly to the new lamps which give more and better light than ordinary lamps. The publicity given to "Better Light Better Sight" by the representatives of the Home Service Department over the past year has done much to show people that their home lighting may be under par.

These young women have conducted lighting tests with a Sight-Meter in hundreds of homes and given suggestions as to lighting improvements. Many of these homes now find the I. E. S. lamps to be a great factor in improving seeing conditions. Mr. William Hynes, of the Domestic Sales Department, sold a lamp to Mrs. S.



Second half of the picture, showing more Pittsburgh-bound salesmen. Back row, left to right: Messers C. Toole, Kresser, Stott, Swartwood, Burnett, Leutweiler, Furstoss (General Supervisor, Electric Salesmen), Puddington, Nichols, Elliott, Luddington. Front row: Messers Herbert, Sattler, Van Kleeck and Dickson.

Masters, whose picture is shown in this article. Mr. Hynes later went back to check up on how Mrs. Masters liked her new lamp. She was overjoyed and permitted us to come down and take her picture, which speaks for itself. Mrs. Masters said that for some time she has been without sight in one eye and has not been able to thread a needle for five years, although she finds great comfort in sewing and doing fancy work. With her new I. E. S. lamp she can easily see to manage the needle threading. She is indeed happy; and so is Mr. Hynes. He says "It's great to sell something that you know is going to make people happier." We think he has hit just the right chord in sales idealism.

Easy Washer Sales

Among the salesman who went to Pittsburgh were six Easy washer and ironer salesmen, whose record of sales for the past few weeks has been outstanding. Fifteen sales points were required of each salesman to insure the

trip to Pittsburgh. Here is their record.

Name	Points
Swartwood	26.5
Herbert	23
Sattler	22.5
Van Kleek	22.5
Robinson	18.5

This group of salesmen was the second highest in sales volume for the month of September in the electric group, and would have been first but for the outstanding sales of thirty-two Frigidaire refrigerators by supervisor James Burnett in a competitive group.

The Easy washer and ironer salesmen work under supervisor Henry Dickson, and are sure going places. To be specific, their recent quota for qualifying for the Pittsburgh trip was 60 units. They actually sold between September 9 and November 7 a total of 97 units for a dollar and cents total of \$6,900. Most of these men have been with the Company for a long time, and their records are indicative of a consistently efficient sales progress.



The EASY Electric washer and ironer squad which has been making a fine sales record for some months. From left to right they are, supervisor Harry Dickson, Jack Sattler, H. Herbert, W. Swartwood, Arthur Robinson and K. Van Kleek.

Artificial Sunlight is Aid to School Children

Artificial sunlight for undernourished and physically inefficient school children has been adopted as equipment in many schools in different parts of the country. Mercury vapor lamps installed in the school room are designed to give artificially the health-building vita-rays of natural sunshine.

These rays have been found beneficial to children whose health was being undermined by heart trouble, digestive cases, arrested tuberculosis, and other ailments that affect the vitality of a child, reports the New Jersey Public Utility Information Committee. The daily routine of these schools includes building-up processes such as rest periods and milk twice daily. By the use of sunshine lamps the children may study, eat and sleep in sun-rays, regardless of the weather.

Will Paul Redfern be Found?

(Continued from Page 293)

son. Mr. and Mrs. Cooper were visiting the factory at that time. While there, they were shown about by Mr. Stimson, who pointed with pride to the Stimson Detrouer shown in our illustration, the Redfern 'plane.

Did this 'plane with its lone passenger in that Stimson 4-passenger machine crash somewhere between Georgia and the mainland of South America, or, did it zoom down from the clouds in the wilderness somewhere near its prospected destination, possibly from lack of gasoline? If Paul Redfern is still alive, it would seem that some good fairy must have watched over him during these long nine years. If he is brought back to civilization, what a story he will have to tell the world. Here's hoping that the persistent rumors of his being alive will ultimately result in a search which will locate him and restore him to his family and friends.

America Speaks

(Continued from Page 291)

country named, a five-million-dollar library and a ten-million-dollar university.

Out of what was left we could have set aside a sum at five per cent that would provide a \$1,000 yearly salary for an army of 125,000 nurses, and another army of 125,000 teachers.

War seems idiotic. When are we going to "wise up" to that fact? When may we expect to generate enough international intelligence to keep this stream of gold, which wars cost, flowing into peacetime channels?

America's stand on this matter in the present world crisis can well set a precedent which will influence the peace of the world for years to come.



Now she can thread a needle.

A new I. E. S. Better Light Better Sight lamp brings great satisfaction to Mrs. S. Masters. It enables her for the first time in some years to thread a needle without eyestrain.

Hundreds of Boys and Girls Enter Christmas Gift Contest

THE Western Union Company left at the homes of all Company customers contest blanks featuring the "Christmas Gift for Mother" Contest, open to boys and girls under 18 years of age. On these blanks are return postcards, to be filled in by the person entering the contest and sent or brought to the Company or one of its branch offices.

On the back of this card the boy or girl specifies which of the prizes he would prefer should he be fortunate enough to win. Prizes in the major or grand prize division include the choice of an electric refrigerator, electric range, electric washing machine or electric ironer. Secondary prizes include mixers, chafing dishes, floor lamps, electric cooker and many others. The general prizes are equally attractive and worth while and in all a total of 115 prizes will be given to 115 different boys and girls.

Entries came in rapidly and the boys and girls are showing much artistic ability in cutting out the

miniature lamps, pasting them on where they think they belong and coloring the entire layout attractively. In doing this they are guided by the six rules for safe seeing which they must read before filling in the blanks. Thus they are learning much about better lighting as are the parents, who are permitted to assist children in their efforts.

All entries must be in the hands of the Company before 5 P.M. on December 2, 1935. The winners will be announced just before Christmas. Here is a fine opportunity for any boy or girl under eighteen years of age to try for a nice Christmas gift for mother.

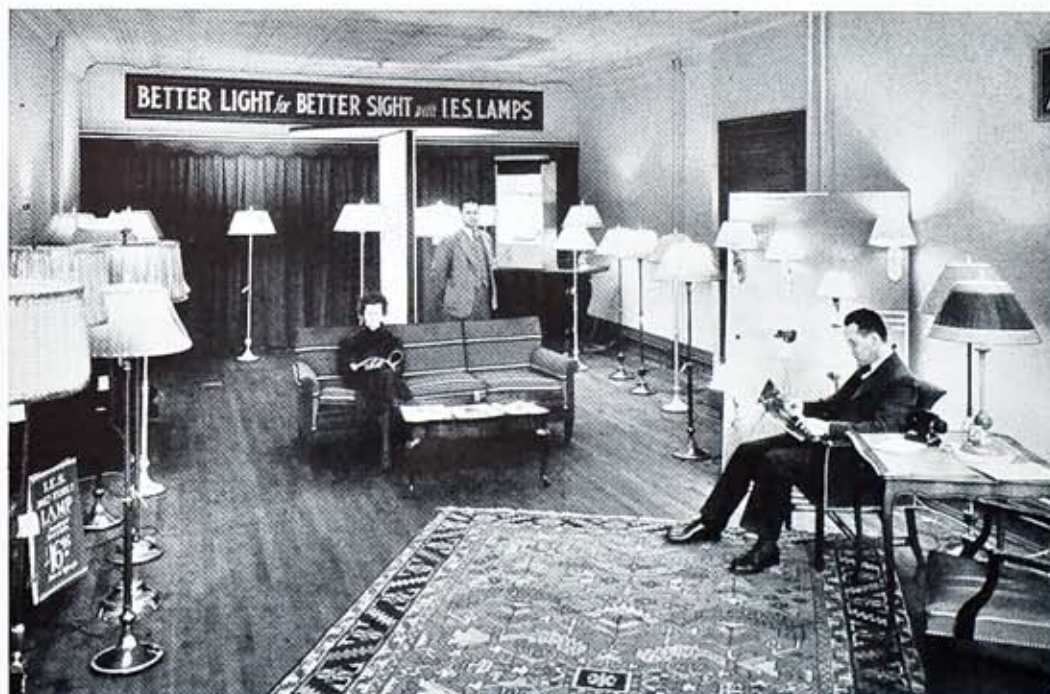
Children of employees are not eligible for this particular contest. However, a contest of the same nature has been inaugurated for them. It looks to us as though Santa Claus was going to receive some pretty fine assistance from this contest in placing at least 230 dandy Christmas gifts in the homes of the people of Rochester and vicinity.



Some of the many colorful models of I.E.S. Lamps on the Main Floor. Evidently many persons are buying these Better Light Better Sight lamps for Christmas gifts, as this department is a very busy one these days.



One of the window displays showing the Grand Prizes in the Christmas Gift Contest open for boys and girls under eighteen years of age. A total of 230 fine prizes will be given to winning boy and girl contestants, whose cut-out and colored entries are adjudged the best by the judges. Prizes will be given out just before Christmas.



Branch I.E.S. Lamp store being run by the Company at 1493 Dewey Avenue. The store is in charge of Mr. John McGinness, assisted by Miss Verna Parmelee of the Home Service Department (seated, at left). Andrew Furstoss, supervisor of electric salesmen is standing in the background.



Soon, perhaps all too soon for many of us, the fields will be covered with the snowy mantle of winter. So, let us take a final look at November, a picture from the Genesee Country. Read what Mr. R. H. Stoddard said about "The sunset of the year: The misty earth below is wan and drear. The baying winds chase all the leaves away. As cruel hounds pursue the trembling deer—it is a solemn time, the Sunset of the Year."

R. G. & E. Male Chorus Gets Into Circulation

THE Company's Male Chorus opened its fourth season with a very successful concert at Fairport M. E. Church on Friday evening, October 25th. The performance was sponsored by the Unity Class of that church of which Roy Briggs of the Cashier's Department is president.

The popularity of the Male Chorus grows with each succeeding year. There are now so many demands for appearances of this employees' singing group that it is impossible to fill all of them. More than twenty concerts have already been arranged for this season and scheduled dates run into next May.

The Schedule of Dates Follows:

- Oct. 25—Fairport M. E. Church.
- Oct. 30—East Bloomfield High School.
- Nov. 7—Shortsville High School.
- Nov. 14—Webster High School.
- Nov. 20—Central Presbyterian Church, Rochester.
- Dec. 4—Rotary Club, Mt. Morris.
- Dec. 11—Rochester Y. M. C. A.
- Jan. 8—Men's Society, Our Lady of Good Counsel Church.
- Jan. 15—Sea Breeze Volunteer Firemen's Association.
- Jan. 22—Men's Brotherhood, Trinity Lutheran Church.
- Jan. 29—Philathea Class of Baptist Church, East Rochester.
- Feb. 5—Irondequoit Grange.
- Feb. 12—Bethany Church, Rochester.
- Feb. 19—Centenary Methodist Church, Brighton.
- Feb. 26—Exempt Firemen's Association, Irondequoit.
- March 5—Penfield Parent-Teachers' Association.
- March 18—Rushford Community Club.
- April 2—Baptist Ladies Aid of Wolcott.
- May 7—Philathea Class of Presbyterian Church, Fairhaven.

In a later issue we shall present pictures of the 1935-36 chorus, together with those of the new amplified

Hill Billies and the newly inaugurated saxophone sextette which had its premier at the opening concert at Fairport.

The concerts recently given at the East Bloomfield High School and at the Shortsville High School were very well attended in spite of inclement weather. In all of the concerts thus far there has been in evidence a very cordial reception, with enthusiastic applause for the various numbers.

Other concerts, for which the definite dates have not yet been assigned include Lincoln Grange at Lincoln, N. Y.; Iola, Canandaigua and Friendship.

Mr. Frank Houston again conducts the Chorus and specialties will include the ever-popular Hill Billies and a new feature, a Saxophone Quartet.

Goodie, Goodie

Neighbor (looking over garden fence): "Have your bees done well this year, Brown?"

Brown: "Well, they haven't given much honey, but they have stung my mother-in-law twice."

Mr. John Grant Bailey Earns Flying License

IN days gone by, young men were sometimes characterized by their elders as being "high flyers," and the term was not always complimentary. Nowadays, youth is aiming high literally speaking and, best of all, is making the grade.

The spirit of youth has much to challenge it today and the exuberance which sometimes, in the past, was translated into questionable avocations, today is given over to constructive activities which make for better citizenship and a higher pinnacle in life.

An example of this modern trend is Mr. John Grant Bailey, son of Mr. H. G. Bailey, operator at Company Station 34. This young man, on Octo-

(Continued on Page 307)

Business Men and Officials Banquet in New Boiler

ARTHUR KELLY

It is not enough for a progressive utility to keep merely abreast of the needs of the community it serves. It must anticipate growth in demand and be prepared to meet it the moment it arrives. If service is to be kept at the high level that usually marks the operation of privately owned utilities, a company must be able to gauge fairly accurately the demands that are to be made upon its facilities and it must continually invest more money in plants and equipment so that there shall not be the slightest interruption in service at any time.

In line with this policy the Rochester Gas and Electric Corporation has just completed construction of a new high pressure and high temperature steam electric generating plant at

Station 3, located at Brown's Race and Platt Street. This new plant, which utilizes the most modern methods and equipment in the science of steam generation, was dedicated on November 7th in the presence of a large delegation of city and county officials, presidents of civic clubs, directors of the Company and representatives of the press.

Although this new steam plant, with its gigantic boiler capable of generating 250,000 pounds of steam per hour and developing 21,000 kilowatts, will not be in operation for several weeks, it was decided to hold the dedication exercises before the fires were lit so that the guests might see the inside of the boiler.

A novel feature was the serving of

light refreshments by Fred Odenbach right in the huge combustion chamber itself. In a few weeks this furnace will bear a realistic resemblance to the popular conception of the infernal regions, with temperatures rising well over 700 degrees. To enter the furnace the guests had to slide through an improvised chute, and early comers had plenty of fun watching dignified business men come sprawling in on their hands and knees. Following the luncheon the guests were taken on a tour of inspection of the million dollar plant, made necessary by the growing power demands of Rochester and vicinity.

City Officials Present

Among the city officials who were present were City Manager Harold W. Baker, Commissioner of Public Safety Walter P. Cox, City Engineer Morgan D. Hayes and Councilmen John Hart and Lester Rapp. Dr. Meyer Jacobstein of the Journal and L. R. Blanchard of

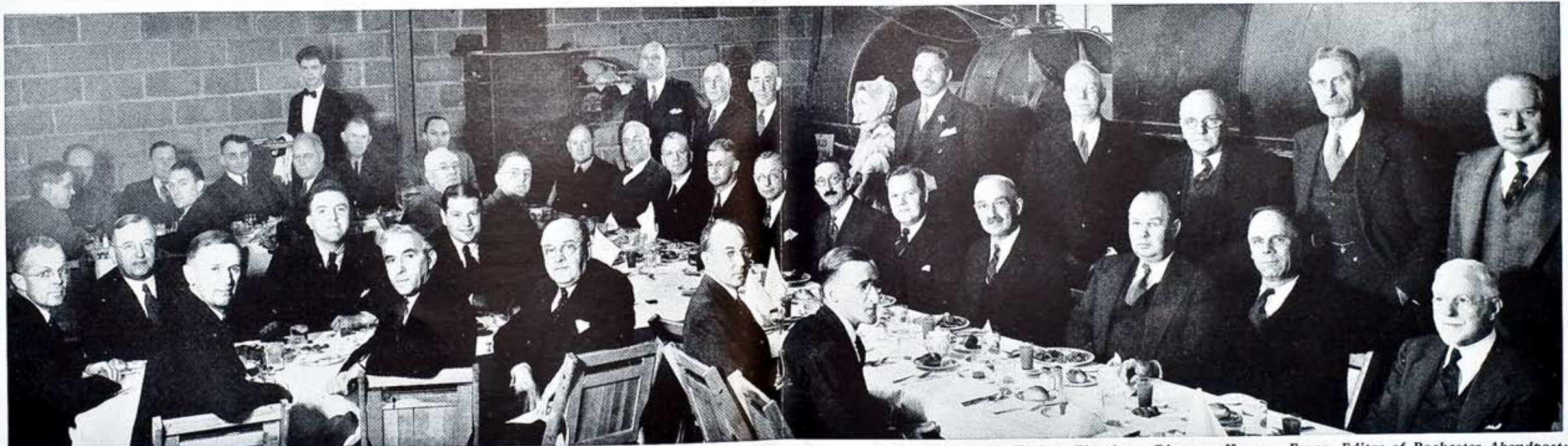
the Democrat and Chronicle headed the press delegation.

The new boiler is 85 feet and 10 inches in overall height and is of the bent tube type, with 1200 tubes, having a total length of five and one-half miles. The furnace will consume approximately \$1,000 worth of pulverized coal per day under full load. It is hoped that when the plant is in actual operation, opportunity will be found to give the general public an opportunity to inspect it.

President Herman Russell and Superintendent of the Electric Department E. R. Crofts explained the details of construction to the guests. Mr. Crofts told the visitors that a major share of the credit for the speedy construction of the new generating plant was due to Ivan E. Powell, Ralph McCumber and Paul Rombaut.

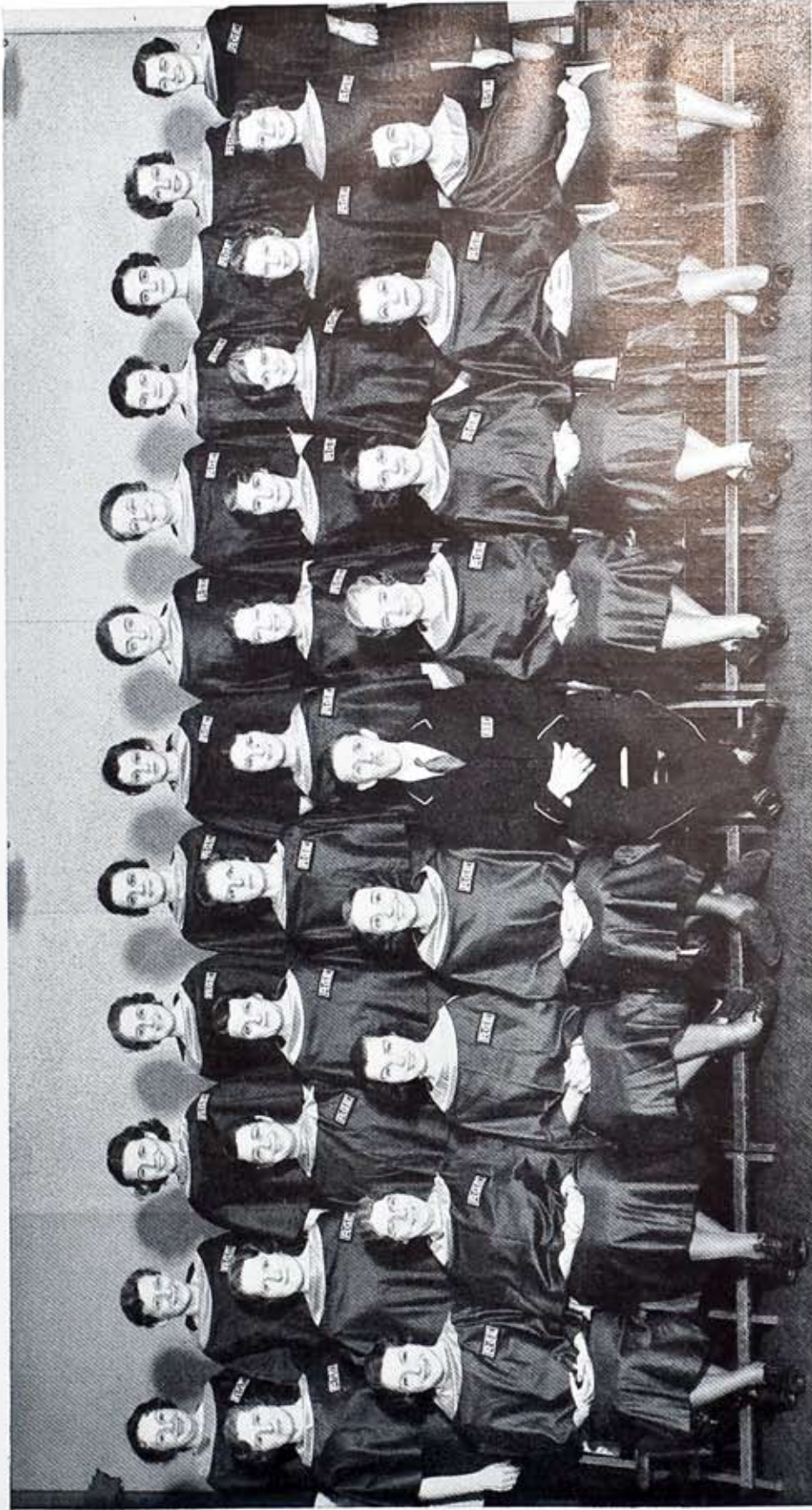
A feature that aroused unusual interest was the dust and smoke elimination system which represents the

(Continued on Page 307)



Getting these men into the new furnace was almost as difficult as kissing the blarney stone. They were shunted through the fire door through an improvised chute, in which they reclined, or went through on hands and knees. Acceptances were received from the following well-known Rochesterians: A. G. Anderson, Rochester Journal; John F. Ancona, engineer; Raymond N. Ball, director; Harold W. Baker, City Manager; Joseph Biben, Jewish Ledger; Florus R. Baxter, President Rochester Automobile Club; Mercer Brugler, Rochester Association of Credit Men; Walter P. Cox, Comm.

Public Safety; M. Herbert Eisenhart, Director; Herman Ferno, Editor of Rochester Abendpost; Fred C. Goodwin, Director; Morgan D. Hayes, City Engineer; Meyer Jacobstein, publisher Rochester Journal; Floyd King, Democrat and Chronicle; Edw. P. Loeser, Rochester Monarch Club; Thomas H. O'Connor, Catholic Courier; J. E. Silverstein, Councilman; John M. Swan, Lions Club; R. L. Thompson, Director; Walter L. Todd, Director; Charles E. Welch, Times Union; Herbert J. Winn, Director and Roland B. Woodward, Chamber of Commerce.



Members of the R. G. and E. Women's Chorus, left to right: Back row: The Misses Frances Cameron, Pearl Dailey, Dorothy Millare, Doris Rice, Laura Morrill, Marie Boyink, Frances Anderson, Edna Robertson, Annabelle Brough, Sadie Robena, Ann Fardette, Mildred Wood, Middle row: Alice Barth, Margaret Morris, Alvina Kier, Lora Yendes, Florence Smith, Bertha Hegeman, Anita Swarthout, Mary Powers, Dorothy Aiken, Dorothy Wallman, Lois Tompkins, Front row: Freda McAdams, Doris Horner, Mary Martin, Evelyn Hering, Mr. William Hudson, Director; Kathryn Robena, Grace Rockwood, Agnes Niedermaier, Marion Drons. The following members were absent at the time the picture was taken: Helen Smith, Assistant Director; Florence Sparks, Vera Bennett and Miriam Waltuch.

Women's Chorus News

LIKE bards of old, who journeyed here and there with songs of gladness for their audiences, the Women's Chorus is embarking on a singing tour.

The first stopping place will be the Victor Methodist Church, November 21st, then the Spencerport High School, December 5th, and next they will visit the Presbyterian Church at Canandaigua, December 10th.

Equipped with cheerful and melodious voices, the girls will sing many favorite numbers, and also will present several specialty skits.

After a rest during the holiday season, the trip will be extended to other churches and similar benefit organizations.

Any employees connected with interested outside organizations will be able to find out about Chorus Concert engagements either from Mr. Arthur Kelly of the Public Relations Department, or Mr. William Hudson, the Director.

Business Men and Officials Banquet in New Boiler

(Continued from Page 305)

most advanced method in dealing with this problem. The Cottrell Process of Electrical Precipitation of suspended matter has been installed and can take care of 100,000 feet of flue gas per minute. It employs an electrical potential of 70,000 volts and will remove upwards of ninety per cent of the dust and fly ash in the waste gases leaving the boiler.

On the day following the official dedication the Industrial Management Council of the Chamber of Commerce, including many superintendents of large local industrial plants were the guests of A. M. Beebe on a tour of inspection of both the new electric generating plant and the gas plant.

Mr. Bailey Earns Flying License

(Continued from Page 303)

ber 2, received his private license which entitles him to fly an airplane and carry passengers.

Young Mr. Bailey, who is but 18 years of age, has been receiving instructions in flying from Ray P. Hylan, of the Hylan Flying Service, in which he enrolled some weeks ago. He made his solo flight last Spring after only five hours of instruction. He has since been building up solo hours, and now has about sixty of them to his credit.

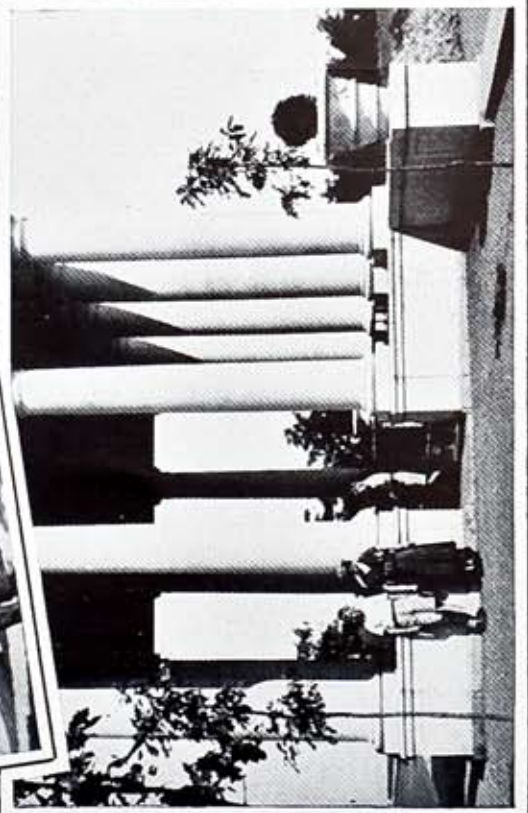
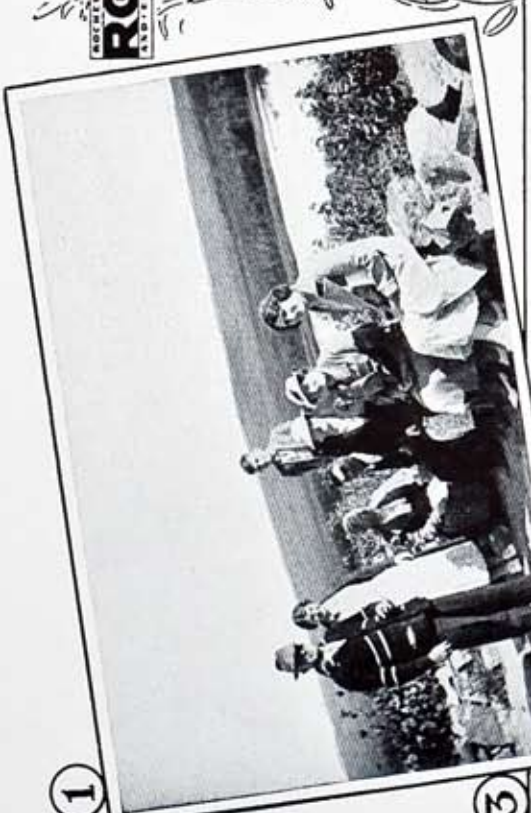
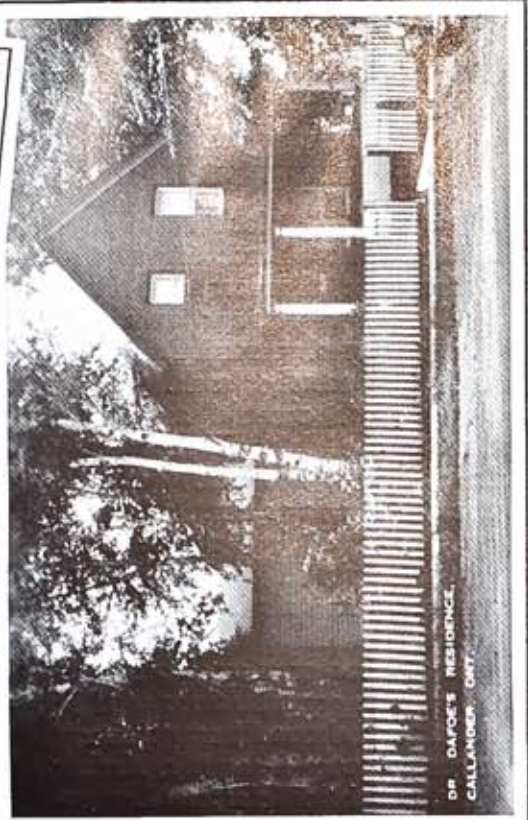
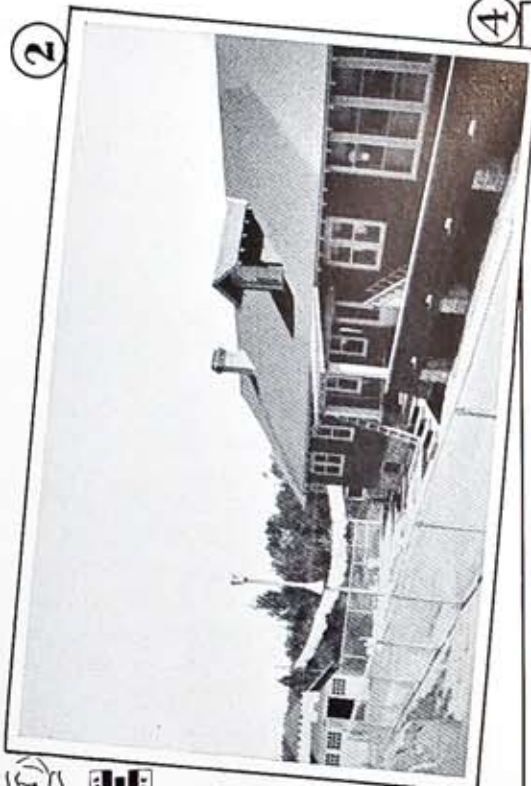
Getting one's license, for a birdman, is not unlike being graduated from the nest in the apple tree, for our feathered friends; and now that John Grant Bailey has his air bearings, has received his wings and, literally, become a full fledged high flyer—we wish him happy landings.

Carl Ayen Likes to Do Things

(Continued from Page 292)

doesn't have to open the door to see how interestingly efficient the inside of an Electrolux really is. And who knows, some day glass doors may be a regular feature on automatic refrigerators; and don't say it can't be done as a regular feature or, if you do, don't let Carl Ayen hear you.

Mr. Ayen told us some interesting things about Electrolux. One of them was that since the Company began handling them in 1926, more than 1,150 of them have been put into use in Rochester and vicinity. "And will you believe it" said Carl, "Not a one of them has been discontinued to date." That is what we call a pretty fine record of performance. And as we said those same words to Carl, he gave us a poke and replied "Pretty fine is it; man, that's perfect."



Send in some of your vacation pictures. Pictures 1, 2, and 4 were taken by Mr. William Clare, Station 3 construction office, on his vacation trip when he was accompanied by Mrs. Clare and his son Billy. 1—The Clare party and friends on one of the outlooks overlooking the Ottawa River, near Collander. 2—The Dionne hospital. 3—Plymouth Rock. 4—The Dr. Dajfoe residence, Collander, Ontario.

ROCHESTER GAS AND ELECTRIC RGE AND ELECTRIC

Mr. Patterson's Son Honored At Cornell University

Mr. John Patterson, son of Mr. and Mrs. Frederick H. Patterson, recently received high honor at Cornell University, where he is supplementing his four year course in chemical engineering by special work in the chemical field. Mr. Patterson, who was an honor student at the Rochester East High School, from which he was graduate in 1931 continued his education at Cornell and was graduated in the chemical engineering course last June.

The much prized honor comprised election into the Tau Beta Pi society, which is comparable to qualifying for Phi Beta Kappa in the Arts course. This distinction comes to few, and requires unusual scholarship attainment. In addition to this its merit is also based upon a live interest and accomplishment in varied other student activities.



Mr. John Patterson, who was recently elected into the Tau Beta Pi honorary society at Cornell University.

Scholarship alone, these days, is not sufficient to merit Tau Beta Pi. Qualifications are also demanded which include personal characteristics which combine to make for leadership, interest in student affairs, athletic and social qualifications and a well-rounded personality quite distinct from the extreme "bookish" type.

We join the friends of Mr. and Mrs. Patterson in congratulating them upon the excellent record of their son.

Happy Birthday

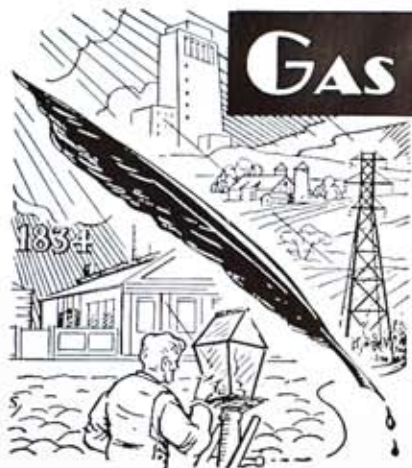
Vice-President Ernest Scobell as president of the Rochester Club has been rather busy with plans for the seventy-fifth anniversary of that pioneering Rochester organization and the diamond jubilee which recently was featured.

This club was organized for the purpose of stimulating social intercourse among its members, and has kept the spirit and letter of these fine ideals for a quarter-century. It is one of the few pioneering clubs which has kept going throughout the years, thanks to a fine esprit de corps among its members and the leadership of a long line of unusually capable and public spirited presidents, among whom the names of Mr. William Baush, Whiting B. Morse and Mr. H. F. Atwood, three of the living past presidents, stand out as excellent samples.

Throughout the years, the Rochester Club has contributed much to the social and industrial progress of this community through its generous contributions toward good citizenship.

A day's work is a day's work, neither more nor less, and the man who does it needs a day's sustenance, a night's repose, and due leisure, whether he be painter or ploughman.

—Bernard Shaw



GAS & ELECTRIC NEWS

Department Correspondence Staff

EVELYN CROSS	Women's Section
LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumers' Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canadaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
BENJAMIN CAHILL	Line Department
GEORGE PUDDINGTON	Domestic Sales
VIRGINIA WOLVERTON	Gas Manufacturing

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

HERMAN RUSSELL *Honorary Editor*
FLOYD MASON *Editor*

What is News?

EVERY month we try to visit employees in far-flung Company departments, to get the "low down" in current news, vital statistics, weddings and social activities. These visits are wonderful things and turn up no end of material. They cement friendships and make it easier to get news from folks who almost always say, when interrogated, "I just can't think of anything of interest." Just stop and visit for a while, however, and facts begin to "pop" like corn on a hot griddle.

"Say" asks someone, "Are you going to put Dolores' appendix in the magazine?" "No" we remark, "They only go in books." Then we explain that while it seems a bit cruel, we do not make news of accidents, sickness, trouble, misfortune or even operations. You can imagine how you'd feel to open your magazine and read page after page of sick news. It would kinda "pull you down" after a month or two.

The Company tries to take good care of its sick and injured, and when they come back to work we try to tell you "How they're doin'" by narrating incidents from their constructive, social and employee life; by telling you about their parties, their vacations, their accomplishments, et cetera.

Unlike a daily newspaper which uses "All the news that's fit to print" GAS AND ELECTRIC NEWS stops quite a bit short of that ambitious program. We run into some dandy "stories" that have to remain unheralded and unsung. For instance, some person enthusiastically comes up to us with a "scoop" of news. "Did you hear about Joe?" he asks; "Joe went on a trip in Jim's motor boat along with Hank and Irving. They landed along the Lake and had to take their shoes off to pull the boat through the narrows into the bay. Joe didn't do any pulling; he just took charge of the shoes. He 'parked' them in a good safe place to pick 'em up on the trip back. And when they came back it was dark and Joe couldn't find where he'd put the shoes, so all the fellows had to go home barefooted." What a temptation that story is for any editor.

Then, there's the oft occurring incident of someone, sometimes a rather dignified personality, who happens to have the misfortune to fall out of the boat while fishing; or an item about

the young man who has been married about a year who is seen by another employee wheeling his sister's baby carriage down the street; people sometimes wonder why we edit these "interesting" stories to the point of exclusion. Mostly, it is because printing them would make someone feel bad, or hold them up to ridicule.

And so Dolores' appendix rests in peace; and Joe won't be "kidded to death by 'the boys';" and the dignity of middle age remains unruffled; and a youth's romance remains an inspiration, not an aggravation. And so goes it, as they say in German. But don't get discouraged. We still want news. Our editorial nose itches for it; but we can't plant it too ruthlessly in the intimate holy-of-holies of other persons. Even so, we can have lots of fun. We'll see you next month. Save us a bit of news.

On Getting Old

GOSH, Bill," said my friend, "we're getting old, aren't we?" The reason for his sudden exclamation was his wife's amused remark that their high school daughter had acquired a boy friend.

After due consideration, I had to admit that the years were piling up. And the admission brought a decidedly unpleasant feeling—and some rather heavy thinking.

When is a man old? A boy of twenty would probably think that I am old—or at least decidedly middle-aged. Yet a man of sixty would consider me a mere youngster. So far as other people are concerned, then, a man's age is a matter of viewpoint.

I thought of men I knew. Some are old in years, but young in mind. They are still enthusiastic, still energetic, still looking forward. Some of the young men I know are really old. They have grown satisfied with life, fallen into a rut, "settled down." And with other men the reverse is true.

Many men feel that advancing years will dull their ability to think. Jack London, famous author, was so afraid of this that he employed a young man named Sinclair Lewis to write plots for him. These he held in reserve for the time when age would rob him of his creative powers—but he never used them.

Scientists say that a man's ability to learn is greatest at twenty-three to thirty. But, they also say that, for the next twenty years, his learning power decreases only about 15 per cent. So no man can blame increasing years for his failure to keep his mind fertile with new knowledge. His accumulated experience far more than offsets the slight slowing up in mental agility.

Many of the world's great men have continued their work after passing their allotted "three score years and ten." Titian, great painter; Bismarck, Goethe, Gladstone and countless others of the historically famous did some of their best work in their last years. Consider our own great men of the present day. Think of the jurists, scientists, doctors, statesmen, artists who have grown old in years, but are still doing wonderful things. Great men never grow old.

When is a man old? A man is never old until his mind stops growing—and that may be anywhere from nineteen to ninety.

—Clement Comments

Simple Things

*My Ma ain't much fer poetry,
Y' can't call her well read,
She gits a "kick" from simple things,
Like—clean sheets on the bed.*

*She puts 'em on so tenderly,
Beneath the clean, white spread,
There's poetry in seein' Ma
Put clean sheets on the bed.*

*An' when I go to bed at night,
An' all my prayers are said,
I thank the good Lord fer my Ma,
An'—clean sheets on my bed.*



Miss Thelma Hoestery of the Public Relations Department spent two weeks at Fort Sheridan recently. She decided to make the trip by aeroplane, and came back with the conviction that this is the only way to travel in these modern times. She was royally entertained at this military post by her hostess, Miss True Merrill, the daughter of General Dana T. Merrill, Commanding Officer, and envies the continued round of parties, horseback riding, and other sports which she enjoys.

Two members of the Auditing Department helped to boost the vital statistics recently, and are they proud pappas. We mean Messers Leon Wittman and Joseph Meagher. Perhaps you have noticed their smiles. To be specific, little Miss Ann Marie Wittman came to town on June 2, and is now quite a big girl. Janet Marcia is the name of little Miss Meagher, and she was born on October 2.

Mr. and Mrs. Charles Schnorr are among the latest of the Gas and Electric family to be honored by the stork, which brought them little Janet Marie on August 28, weight six pounds, thirteen ounces.

Politeness is like an air cushion. There may be nothing in it, but it eases our jolts.

Mrs. Joseph P. Haftenkamp, of Dorchester Road, is the general chairman of the six-week duplicate bridge tournament which recently began at the Oak Hill Country Club. With Mrs. Haftenkamp at its helm, this tournament is bound to bring pleasure to the large number of club members and their friends who have planned to participate in it.

Mr. Joseph P. MacSweeney was again reelected chairman of the Rochester Committee of the Tuberculosis and Health Association of Rochester and Monroe County, at its seventeenth annual meeting held at the Rochester Chamber of Commerce.

Miss Alethe Brown tells us about a man who had just finished a concrete sidewalk in front of his home. A big dog came along and ran straight through the newly poured concrete, leaving tell-tale footmarks. The gentleman was furious. He threw some nearby sticks at the flying dog, cussing loudly as he missed his mark. A neighbor who had not seen the first part of this little comedy, remarked "I take it you don't like dogs," to which the gentleman, who had now regained a bit of his usual composure, replied "Yes I do, in the abstract, but not in the concrete."

Howard Hill's tropical fish are having the time of their lives. When cool weather made it necessary for the Hills to give up their cottage at Crescent Beach and move to Mount Morris (their new home will not be done for a few weeks) the fish were given a place of honor in Mr. William Weaver's office. They like the steady warmth of the Gas and Electric Building, and say that the tropics have nothing on friend Bill for real hospitality. Of course, Bill lets them do about as they please, as long as they don't make too much noise.

The R. G. and E. Male Chorus misses the smiling face and dulcet voice of Mr. James Coyne, who is giving his vocal chords a vacation this season. Jimmy has an ambition to finish his college work and obtain a degree. He is therefore attending evening sessions at the Niagara University, Knights of Columbus Building.

Mr. Arthur Rissberger, Jr., son of Mr. and Mrs. Arthur C. Rissberger, who was an honor student at the Madison High School, where he was graduated last June, is now attending the University of Michigan, at Ann Arbor.

Miss Virginia Roworth is a new member of the Domestic Sales Department, working in the Home Lighting Section. She also has another job—she is the new pianist for the Male Chorus, and is an added attraction on their program by playing piano solos.

The Cashiers were entertained by Miss Hattie Neuhreil on October 23 at her home. A delicious dinner was served—everything from soup to nuts—and the latter part of the evening was spent in playing games, the winners of which received some very appropriate prizes.



The women of the Cashier's Department always have a Hollowe'en party. This year it was at the home of Sarah Blair, who is, left to right, first in line in the back row. Next in order are Ada Edgcombe, Cecelia Byrne, Emma Augenstein, Irene Sanderson and Emma Galen. In the front row, are Maryland Curran, Edith Van Graffen, Marion Corris, Hattie Neuhreil, Georgia Finnerty and Bertha Ellsworth.

Miss Mary Brockmyre, accompanied by her mother, drove to New York recently and spend two delightful weeks seeing the sights of the "Big City." She was there when the earthquake rumbled over this part of the country, but never noticed the "shock" what with the noises of the metropolis. She did, however, hear the noise of the gun fire when "Dutch Shultz" was, in the language of the underworld, "bumped off" one morning. Miss Brockmyre's hotel was near the corner drugstore and barbershop where the shooting took place. Miss Brockmyre and her mother attended most of the new shows, visited the Hayden Planetarium, saw the Palmolive radio broadcast at Radio City and visited many other places of interest.

Earl Harrington, of the Gas Street Department, is in charge of the entertainment committee of the Men's Club of the church of "Our Lady of Good Counsel" which recently put on an athletic evening which included amateur boxing and wrestling contests.



This is Clarence William Grey, "Billy" for short, whose trusty pop-gun and unerring aim are the bane of bold birds that pilfer the farmers' corn. Billy's Daddy is a line operator.

Old Clothes Masquerade Dance

ON the evening of Friday, October 25, at the Chiseler's Club, the Industrial Department had one of its most enjoyable parties. Due to the Hallowe'en atmosphere created by the decorations and produced by the hilarious costumes worn by the boys and girls attending, the party "mixed" right from the start. Don't get us wrong folks, it wasn't a wet party, far from it—the most potent drink (in evidence) being sweet cider. The real inspiration (besides the guests of the group) was the music by Peter Laurini's orchestra.

Costume prizes were awarded to Mr. and Mrs. Ted Spanagel for their perfect impersonation of an immigrant couple—they were real, living replicas of the costume dolls you see in some store windows. Prizes for the best disguises were given to Helen Schoen for her old-time spinster costume and to Carl Winkler for his sporty Jewish costume.

Guests present included: Lundgaards, Taylors, Davidsons, Smiths (2 varieties), Allings, Meaghers, Owens, Coopers, Westons, Kimpals, Rickners, Stells, Castles, Sullivans, Fishers, Thomases, Messers Schofield, Al Thomas, and the Misses Leela, Benson, Settle, Beidick and Roberts.

The Committee (Davidson and Mrs. Davidson, L. S. Smith, Schoen and Leela) were pleased at the way this party went off, and you should be pleased at the excellent financial result. We request your suggestions for future affairs.

Those attending were obviously well pleased: by the orchestra, by the costumes, by the "Company" and by the ample and luscious eats provided for the midnight repast.

Norman Stott says there's no place like home for a vacation, so his home town, Skaneateles, New York, welcomed him recently on his two weeks' vacation.

Mrs. Catherine Lapp entertained at a dinner party and shower for Miss Meaney, on November 6. The table was decorated with a miniature bride and groom and tall ivory candles, and the hostess presented the bride-to-be with a corsage of sweetheart roses.

Mr. Sydney M. Alling recently won the Metal Arts emblem golf trophy in keen competition among fellow Ad-Clubbers. He was crowned king of this yearly Ad-Club activity at a recent Thursday noon gathering. Sydney was a favorite-to-win from the start and came through with consistent scores to win this much coveted honor.

Mr. F. M. Chapin of the Auditing Department, and Mrs. Chapin, recently spent a week in Washington, and made a thorough "inspection" of the many new government buildings there.

Coke Sales Parties

The women of the Coke Sales Department have enjoyed numerous social events of late, among them being a Saturday afternoon steak dinner at the home of John Monahan, Payne Beach. Games were played and a special event was the trip on the lake in Mr. Monahan's boat "Donnie."

Another enjoyable occasion was the clam bake held at the cottage of Harry Mackie, at Summerville. A special vote of thanks was given Mrs. Sweeting and Mrs. Mackie for the delicious food served at the 'bake.

Gertrude Moore gave a delightful variety shower at her home on October 14 for Marie Meaney, as one of the events preceding Miss Meaney's forthcoming marriage. Miss Moore, who has left to make her home in Buffalo, was entertained at Old Spain, at a farewell dinner given by her associates in the department.



These young women keep very busy doing clerical work in connection with the sale of R. G. and E. Guaranteed Coke. When they have a party a good time is guaranteed for all present. From left to right they are, back row: Esther Shippy, Ethel Fuller, Rose Schiro, Catherine Lapp, Evelyn Ryan. Front row, Muriel Metcalf, Marie Meaney, Roma Edgar and Margaret Reynolds.

Miss Norma E. Deering, of Winnipeg, Manitoba, recently was the guest for a month of Mrs. Merton G. Taylor, Miss Deering was here for her month's vacation and took occasion to get acquainted with many Rochester industries while sight-seeing here. Miss Deering and Mrs. Taylor visited the Reed Glass Works, the Bausch and Lomb plant and various others.

Miss Adelaide Murray went to Eagles' Bay, Lake Placid, Saranac Lake, and Ausable Chasm on her recent vacation, and she returned quite browned and rested.

The members of the Mapping Records Department and their families held a Clam Bake recently at Carl Winterroth's Cottage on Conesus Lake. An enjoyable afternoon of fun and games was topped off in the evening with an equally fine repast of clams, chicken, corn, etc., prepared by Chef Earl Dennis and his helpers.



Group at a recent party at Carl Winterroth's cottage, Conesus Lake, enjoyed by members of the Record Drafting Department and their "folks." Back row, left to right: Mrs. Leonard Ellicott, Mrs. Earl Dennis, Mrs. Carl Winterroth, Mrs. Robert Mahoney, Mrs. Alvin Mason, Mrs. John Stothard, Robert Mahoney. Front row, Galen Tucker, Earl Dennis, Carol Winterroth, John Stothard, Alvin Mason, Carl Winterroth. Picture from a flash photo by Leonard Elliott.

Telephone Switchboard Group Hold Sauer Kraut Supper

The Chiselers Camp was the scene of another fine party when the members of the Telephone Switchboard Department held a Sauer Kraut Dinner there, October 23. Mae Hebbard, Bessie Wittman and Mrs. Harold Simpson were the renowned cooks, and Grace Rockwood was the very able General Chairman. Dancing and games were enjoyed throughout the evening, and the singing was kept at a merry pace, with Mr. Gordon Ross surprising everyone with his ability as accompanist.

New York City was the spot chosen by Miss Mona Pratt for her two weeks' vacation. She saw many of the latest theatre performances, including "Anything Goes" and "At Home and Abroad," and thoroughly enjoyed her trip.

I See by the Paper

In a recent Sunday paper were shown the photographs of the leaders of the Memorial Post of the American Legion for the present year. Among the group of the post's officers was Mr. Floyd Owen, who has the distinction and honor of having been elected to the important post of Commander. Mr. Owens was assistant marshal, first division, in the Armistice Day Parade.

The Salesmanager's Club of the Chamber of Commerce is launching a membership drive. The team leaders were shown in the Sunday Democrat and Chronicle of November 10. Among the nine captains is Harry Taillie, assistant manager, Domestic Sales Department.

Other employees who were in the newspaper limelight are Mr. Reginald J. Meagher, who is division chief in charge of the Armistice Night reunion held by the first division society of the American Legion. Mr. Meagher's war record was given, with a note referring to his citation. He is finance officer of the Engineers' Post, American Legion, and county chairman of the newly organized Sons of the American Legion, in the inauguration of which he did pioneering work.

Among the men behind the Armistice Day patriotic exercises held in Rochester, who directed and planned the various ceremonies in honor of the day, were Mr. William Weaver. The picture of this executive committee comprising thirteen well known Rochesterians appeared on the special American Legion page of the Democrat and Chronicle of November 10.

Miss Winifred Sleep recently spent a week vacationing in Buffalo. While there she enjoyed a visit with friends and attended the opening of the new J. N. Adams store.

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 M. Donovan, an employee of the Company since March, 1919, died October 20, 1935. He was employed for the last two years in the Collection Department, and previously at West Station and the Domestic Sales Departments. He is survived by his widow, Mrs. Cora Donovan. Funeral services were held at his home 1193 Genesee St., and burial was made at Fruitland, N. Y.

Charles G. Fleckenstein, of the Service Department died November 8, after an illness of over two years. Mr. Fleckenstein leaves his parents and one brother. Burial was made November 11 in Mt. Hope Cemetery.

On Tuesday, November 5, death came to Mr. Ralph Bond, for twenty-six years an employee of this Company, the last eighteen being as an employee of the General Maintenance Department. Mr. Bond was fifty-five years of age. Funeral services were held from the family home, 31 Garden Drive. Mr. Bond leaves his wife, three sisters and one brother; and two sons, Charles W. and Waldemar C., who is employed at Station 33. Interment was made in Mount Hope.

Mr. Henry Thomas Sugden, for many years general foreman at East Station, died on October 29, 1935. Mr. Sugden had been a faithful employee of the Company for twenty-nine years, and came to the gas department after having had a broad experience in gas manufacture in Canada and the United States. Mr. Sugden leaves his wife Elizabeth; three children, Mrs. Elizabeth Stokes, of Detroit; Mrs. Eunice Farnan, of Rochester and Thomas Sugden, of Windsor, Ontario. Burial was made at Holy Sepulchre.



—And Hard to Digest

Tommy: "Why is an after dinner speech called a toast?"
Dad: "Because it is usually so dry, my son."

Supple, to Say the Least!

"Which do you think is the best acrobat, Houdini, or Donald Ogden Stuart's hero, who mounted his horse and galloped off in all directions?"

"Neither. What about Robinson Crusoe? It says here, 'after he had finished his meal he lit up his pipe and sat down on his chest.'"

Now You Ask One!

"Why do you weep over the sorrows of people in whom you have no interest when you go to the theatre?" asked the man.

"I don't know," replied the woman. "Why do you cheer wildly when a man with whom you are not acquainted slides into second base?"

OH! I SEE

Professor: "Your pneumatic contrivance has ceased to function."

Motorist: "Er—what?"

Professor: "I say, your tubular air container has lost its rotundity."

Motorist: "I don't quite—"

Professor: "The cylindrical apparatus which supports your vehicle is no longer inflated."

Motorist: "But—"

Professor: "The elastic fabric surrounding the circular frame whose successive revolutions bear you onward in space has not retained its pristine roundness."

Small boy: "Hey, Mister, you got a flat tire."

BARGAIN

A friend was showing a Scotsman round his cutlery factory. "Here's a souvenir for you, Mac," he said, when the visit was over, and handed him a pocket-knife. "But," he added, "You'll have to give me a penny for it, so it cannot cut our friendship."

With some reluctance the Scot searched his pockets and at last produced a nickel.

"Have ye got change?" he asked, anxiously.

"Sorry," replied his friend. "I'm afraid I haven't."

Mac thought for a minute. "Then ye can just gie me four more knives," he said.

It's Often So

"I always speak well of Smith."
"He doesn't speak well of you."
"Well, maybe we are both mistaken."

A Bit Slow

Guide: "This castle has stood for 600 years. Not a stone has been touched, nothing altered, nothing replaced."

Visitor: "Um, they must have the same landlord we have."

Mean Guy

"It's scandalous to charge us \$10 for towing the car only three or four miles."

"Never mind, dear, he's earning it; I've got my brakes on."

Good Knight

The shades of night were falling fast,
When for a kiss he asked her.
She must have answered yes, because
The shades came down much faster.

Pants

It was one of mother's busiest days. Her small son, who had been playing outside, came in with his pants torn. His mother helped him change to another pair but in an hour or so he was back, his pants torn again.

"You go right upstairs, remove your pants and mend them yourself," his mother ordered.

Some time later, she thought of him and went upstairs to see how he was getting on. The torn pants were lying on a chair but there was no sign of Johnnie. Returning downstairs, she noticed that the door to the cellar, usually closed, was open, and she called down, loudly and sternly, "Are you running around down there without your pants on?"

A deep voice answered, "No, madam, I'm reading the gas meter."

That's Better

A stranger applied at the police station for a lodging, and when asked his name, replied that it was Smith.

"Give me your real name," he was ordered.
"Well," said the applicant, "put me down as William Shakespeare."

"That's better," the officer told him. "You can't bluff me with that Smith stuff."

Philosophical

"Father," said little Eric, "what is a diplomat?"

"A diplomat," replied father, "is a man who remembers a woman's birthday, but forgets her age."

The "Bridge" of Sighs

Who led, Miss Brown, is that your ace?
And, tell me, have you seen the lace
That's selling down at Smith and Dart's?
I sure forgot that she trumps hearts;
It is the most exquisite shade—
Good Gracious, haven't you a spade?
Is it my play, well, what was led?
Do you know you can now get thread
For only four cents—Smith's is best;
And right here chime in all the rest—
—What's trump, My Dear?

This, I am sure's, the leading spade,
My Dear, I thought the Jack was played.
Oh well, that makes two points for you;
Did you say that new dress was blue?
What shall I lead? Oh, did you trump?
Say, have you heard about the bump
That Irene's boy got on his head?
My, isn't that a lovely spread;
Did I take that last trick? Dear me,
And, here, strike in the other three—
—What's Trump, My Dear?

—Selected



Did Diet Do It?



Methuselah ate what he found on his plate
And never, as people, do now
Did he note the amount of the calorie count
He ate it because it was chow.

He was never disturbed as at dinner
He sat destroying a roast or a pie
To think it was lacking in granular fat
Or a couple of vitamins shy.

He cheerfully chewed every mouthful of food
Untroubled by worries or fears
Lest his health might be hurt by some fancy dessert,
And he lived over 900 years!

—Selected



When interviewed in Seneca Park, Mr. Squirrel said "As for me, I prefer a diet of *hickoria ovata*, which, of course, is NUTS to you."