

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

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Photo by
W. E. Hughes

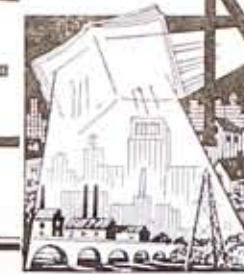
Nature is the art of God.

—Sir Thomas Brown.

.. Builders ..

"To each is given a bag of tools
A shapeless mass and a book of rules,
And each must make, ere life has flown,
A stumbling block or a stepping stone.
Isn't it strange that princes and kings,
And clowns that caper in sawdust rings
And common folks like you and me
Are builders of eternity."

— Selected



Lest We Forget

WHAT have I done." For this excellent poster, and the fine spirit of assistance to the driving public which backs it up, we are indebted to the "Highway Safety Campaign" sponsored by Charles A. Hartnett, Commissioner of Motor Vehicles, State of New York, and his local representative, Mr. James M. Mangan, Bureau of Motor Vehicles.

Thousands of persons pass this big billboard poster (located on the north side of Broad Street, just east of Fitch Street) every day. Others are scattered about New York State, all doing mute yet effective missionary work for safe driving.

Being careless isn't intentional; rather, it is being thoughtless, or perhaps selfish or irresponsible. "I really didn't hit you intentionally" said a fair motorist to her victim, who

replied: "Well, what have you got that bumper on your car for if you aren't aiming to hit someone?"

We have many other bits of humor concerning automobile accidents, but we can't get away from the seriousness of the situation when we reflect that more than 35,000 persons were killed by automobiles last year, with more than a million others seriously injured.

A motorist said to a pedestrian whose foot he had injured "What, five thousand dollars for a broken foot? My dear fellow, I'm no millionaire." And the irate pedestrian replied "Maybe you ain't—but I'm no centipede, either." All of us need all the arms and legs we have, and should respect those of others by driving carefully.

It is encouraging to know that fewer

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Let this fine poster etch its message into your mind—Lest You Forget. For this excellent roadside sermon we are indebted to Commissioner of Motor Vehicles Charles A. Hartnett, whose state-wide "Highway Safety Campaign" is doing much to cut down preventable automobile accidents. Decide now that you shall never have to say "What Have I Done."



The representatives of the Home Service Department last year visited a total of eight thousand local housewives, telling them the interesting story of "Better Light, Better Sight." This constructive Company activity is being continued this year. In the illustration, left to right, are Marion Rossney cast in the role of a housewife, and Ione Mettler, Home Service representative.

The Housewife's Friend

Reported by ESTHER KNOWLES, Home Service Department

LAST year a total of eight thousand housewives of Rochester were visited by a group of young women from the Company's Home Service Department, and were told the interesting story of "Better Light, Better Sight." These young women were cooperative students at Mechanics Institute and their routine consisted of a month of study at the Institute followed alternately throughout the year by a month's activity in the Home Service Department under the tutelage of Miss Helen Smith.

This August, eighteen new students were employed to pursue the same cooperative undertaking. They replace students who were graduated or who chose a different field of training. In conjunction with the young women remaining from last year, they are carrying on the lighting survey which was so well begun a year ago.

A total of twenty-eight young women students carry on this appreciated service. Fourteen of them go to school while the other fourteen work for the Company. At the end of the month, the fourteen who went to school the preceding month return to the Company for another month's lighting survey work, and the other fourteen go back to school, and so it goes throughout the year.

Since many of these young women are meeting the world of business for the first time, their Company training includes educational talks arranged by the Personnel Department. These talks include various and diversified Company activities, and are presented by President Herman Russell, Vice-President and General Manager Joseph P. Haftenkamp and other officers, as well as heads of departments and individual members of the Industrial Department.

Home Service representatives are taken on trips through various Com-

pany stations, and the Electrical Testing Laboratory. At the end of their instruction they are able to appreciate the extent and importance of the diversified work of the organization of which they become a part, and get in tune with that spirit of loyalty and pride which is characteristic of the employees of the Company.

Home Service representatives are specifically trained in Home Lighting. They are taught how the eye functions, and the important part which light plays in the use and conservation of eyesight. This knowledge they apply to the problems relating to the use of light in the home. With the aid of a modern Sight-Meter, they make studies in local homes of the proper placing, correct shading and adequate wattage necessary for portable lamps.



Home work seems to be a pleasant task when the children have an I. E. S. Student Lamp. In the picture are Master Lovette Davis and Miss Elaine Schmitt, whose Daddy is Mr. Frank Schmitt, Rate and Contract Department.

The importance of general illumination is also stressed. Suggestions are made as to means available for getting the best possible light from installed lamps and fixtures, and studies made of the new lamps now on the market. These Home Service representatives always keep in mind the three prime principles of good lighting: sufficient light for visual tasks, absence of glare, and absence of contrast which is so often overlooked.

On the ninth of September the first group of new cooperative students began their work of calling upon Rochester housewives in their homes. Their success has been tremendous. Their recommendations for adequate lighting have been very graciously and kindly received, and their friendliness and enthusiasm has won them a ready welcome into homes.

This year's activities seem to reflect the good work done by Home Service representatives last year, as well as the beneficial results of the publicity and advertising which the Company has pursued throughout the year, in co-

operation with the Rochester Electrical Association and local electrical dealers, in connection with the problems of Better Light Better Sight.

Each representative in this constructive work has her own specific territory to cover. Eventually one of these young women will get to your home. Many calls are made each day, and an average of five home lighting surveys are turned in each day by each representative.

Another activity of the Home Service Department is the follow-up work done by four steady employees, who visit homes subsequent to purchases of ranges, refrigerators and other gas or electric appliances. This quartet also follows up sales made by Rochester electrical dealers under the Low Cost Purchase Plan. Their calls make housewives feel that the Company and the other dealers have a real interest in the buyer, one not engendered merely by any motives of profits from sales.

These four follow-up representatives give operating instructions in con-

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One of the two groups of Home Service representatives which, under the supervision of Miss Helen Smith, Home Service director, are acquainting Rochester housewives with the important factors connected with home lighting. From left to right they are, back row, The Misses Dorothy Tanner, Catherine Garvey, Alice Andersen, Gladys Pfomer, Roberta Leek, Jane Scott and Julia Mattison. Front row, Marion Curtis, Naomi Batchelder, Lucy Ceserano, Mona Stevens, Barbara Chalker and Marion Stout.

GENERAL



INFORMATION

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

	Aug. 31, 1935	Aug. 31, 1934	Increase
Electric...	129,681	128,437	1,244
Gas.....	110,030	109,278	752
Steam...	306	309	3*
Total..	240,017	238,024	1,993

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

	Electric	Gas	Steam	Total	Incr.
1925	76,924	92,657	145	169,726	
1926	86,665	96,555	199	183,419	13,693
1927	95,103	100,805	272	196,180	12,761
1928	103,193	105,113	317	208,623	12,443
1929	114,417	108,889	323	223,629	15,006
1930	118,053	109,349	340	227,742	4,113
1931	120,763	109,853	337	230,953	3,211
1932	126,993	109,221	329	236,543	5,590
1933	126,805	108,392	316	235,513	1,030*
1934	128,437	109,278	309	238,024	2,511
1935	129,681	110,030	306	240,017	1,993

Incr. in	Electric	Gas	Steam	Total	Incr.
10 Yrs.	52,757	17,373	161	70,291	70,291

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	
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 August 1935	Month of August 1934	Increase
KWH Generated—Steam.....	4,571,753	6,372,873	1,801,120*
KWH Generated—Hydro.....	13,917,097	5,932,947	7,984,150
KWH Purchased.....	14,232,253	18,411,218	4,178,965*
M Lbs. Commercial Steam Produced.....	38,182	34,255	3,927
MCF Coal Gas Made.....	327,555	339,686	12,131*
Tons Steam Coal Used.....	8,360	10,433	2,073*
Tons Gas Coal Used.....	29,370	29,846	476*
Tons Coke Made.....	19,443	19,678	235*

	Aug. 31, 1935	Aug. 31, 1934	Increase
Number of Employees.....	2,381	2,368	13
Amount of Payroll—Mo. Ended.....	\$ 361,437	\$ 361,104	\$ 333
Amount of Payroll—Yr. Ended.....	\$4,223,247	\$3,913,491	\$309,756
Miles of Underground Duct.....	2,032	2,027	5
Miles of Underground Line.....	3,001	3,000	1
Miles of Overhead Line.....	8,227	8,164	63
Miles of Gas Main.....	823	817	6
No. of Street Arc Lamps.....	1,395	1,395	—
No. of Mazda Street and Traffic Lamps.....	25,991	25,549	442
Total Number of Street Lamps.....	27,386	26,944	442

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for August, 1935

Receipts		Disbursements	
Balance 1st of month.....	\$11,606.49	Sick Benefits.....	\$ 1,073.68
Dues—Members.....	851.72	Accident Off-Duty Benefits.....	63.99
Dues—Company.....	851.72	Expense of Nurse.....	100.00
Fees—Members.....	.50	Miscellaneous.....	60.00
Fees—Company.....	.50	Balance end of month.....	12,088.26
Miscellaneous.....	75.00		
Total.....	\$13,385.93	Total.....	\$13,385.93
Membership August 31, 1935.....	2,181	Membership August 31, 1934.....	2,147

Local Pheasant Raising Experiment Boosts State Conservation Program

HUNTING and fishing are avocations which have a strong appeal to those who enjoy the great outdoors. Last year in Monroe County more than 22,000 persons paid for hunting and fishing licences. While we still have to go to the Mountains or to Canada to satisfy our fishing ideals, pheasant hunting, even in these parts, is one of the pastimes to which hunters yearly look forward and keenly appreciate.

Back of all this hunting and fishing lies the plan of conservation, so ably pursued by the State of New York Conservation Department, under Commissioner Lithgow Osborne. Streams

and forests must be protected, fish planted and game replenished. It was with the enthusiastic cooperation of the State that a group of Rochester sportsmen carried on the experiment in pheasant raising which we shall tell about in this article. First, however, just a few words about hunting and game in general.

Game birds have a mission in the scheme of nature. They prey upon insects and perform a service to farmers and to the public. But for them, the country would soon be overrun with insects and not a leaf would remain on a tree. These benefactors among the birds are grouse, woodcock, quail,



Section of the enclosure in which the baby pheasants were raised at the old Davis Mill. They were brought from the downy, fluffy stage to the feathery state by Mr. Lucas Caple, who was nurse, councillor, dietitian and big brother to the flock. Lucas may be seen over in the far corner giving some of his wards a lecture on the necessity of a balanced ration.



Mr. James Conolly of Charlotte and his two fine hunting dogs.

waterfowl, shore birds, pheasants and others.

The smaller birds, many of them, are harder to raise and were more sought after by hunters until the pheasant was imported, more or less as "shock troops" to protect them and provide fine hunting. Pheasants, however, breed rather prolifically. A hen pheasant produces as many as eighty eggs per year, and perhaps hatches 85% of them. The stock or strain, however, runs out in time. New blood is needed. Therefore, the State

A fine bird, who was "shot" and lived to tell his friends about it, and perhaps boast just a bit of his fast get-away. The ammunition was only film, which was a break for Mr. Pheasant. State interest in hunting insures fair sport, with the necessary emphasis placed upon the matter of conservation.



sees to it that this element in the conserving of pheasant life is attended to.

Were it not for hunters, we might be overrun with pheasants. Many farmers would go on record and say that they are a "pesky nuisance." Still, they really do save the farmer much in the long run. And as the pheasant, introduced from abroad, got used to his new American surroundings he became, through adaptation, shrewder and more cunning. Formerly pheasants used to immediately rise in the air upon being flushed, providing even a poor marksman with an easy shot. Nowadays, these birds run along the ground, play a game of hide and seek with the hunter and then flush and level off and fly. Each year they seem to learn more about hunters and get wiser in ways and means of "foxing" him.

In New York State alone, about a million pheasants were shot last year, about 35,000 of them in Monroe County. With poor crops and tough winters, the birds of late have had rather bad years, and the ranks, vitality already lowered through lack of fresh stock over a long period of time, needed new blood. This is where our story fits into the scheme of conservation and the excellent work of the State Conservation Dept. at Albany; in cooperation with local sportsmen.



The Davis Mill, on Brown's Race, scene of the successful experiment in raising hundreds of pheasants indoors, without access to outdoor runs or sunshine.

A group of Company employees and officials, all enthusiastic sportsmen, realizing that new pheasant blood was needed hereabouts, contacted the state department. They learned that no restocking had been done for about five years. Through the Genesee Conservation League, a development of the former Isaak Walton League, they besought and obtained the enthusiastic support of the Conservation Department at Albany in a plan to hatch eggs furnished by two state hatcheries, one at Brownsville, N. Y., and the other at the N. Y. S. Wild Game Farm, Ithaca, N. Y.

Interested farm groups consented to the restocking of a prospective total of 5,000 pheasants, to be released in Monroe County south of the New York Central. The State did not have facilities adequate for producing these pheasant chicks, so it was decided to farm out the eggs the State furnished among local farmers and sportsmen.

The State's requirements as to hatching, brooding and rearing equipment and facilities was such that few could "make the grade" and it was finally decided to hatch the eggs at Macedon

in available electric incubators and to rear the entire lot at the Company's Davis Mill building on the corner of Platt Street and Brown's Race. Mr. Lucas Caple, who has had ample experience with electrical incubators and brooders, was selected to take personal charge of the work at hand. Only the highest type of modern electrical equipment was used in this experiment.

Electrical Incubation

For the first 19 or 20 days the eggs remained in the large 16,000 egg capacity Petersime electrical incubator of Mr. Arthur Briggs, Macedon, N. Y. The final few days before hatching out, the eggs were kept in the Buffalo incubator of Mr. Thomas Baker, also of Macedon. The incubation process was much the same as that required for baby chicks. Proper temperatures were maintained, the eggs were turned regularly, proper moisture was supplied and altogether the process was scientifically correct in detail.

The tabulation on page 267 tells the story of the success obtained in incubation and brooding.

If you had never had a few thousand temperamental chick pheasants on your hands, you don't know what a lot of attention they require. They are just about like so many babies. They must be kept warm, kept busy and provided with a scientific ration which will grow healthy, sturdy and well feathered chicks.

Fine Feathers, Fine Birds

"Fine feathers make fine birds" is no idle statement. Birds which do not get an adequate diet develop troubles which prevent proper feathering out, faulty bone development and a host of chick ailments which make "culls" instead of sturdy mature birds. Poor feathering is apt to be reflected in later inability to fly properly and make a good "get away." These pheasants, however, feathered so well that within five weeks the male birds could easily

Eggs Received	Eggs Infertile	Eggs Hatched	Chicks Loss	Chicks Released
1690	68	1230	405	825
750	51	493	109	384
1200	215	742	353	389
3640	334	2465	867	1598

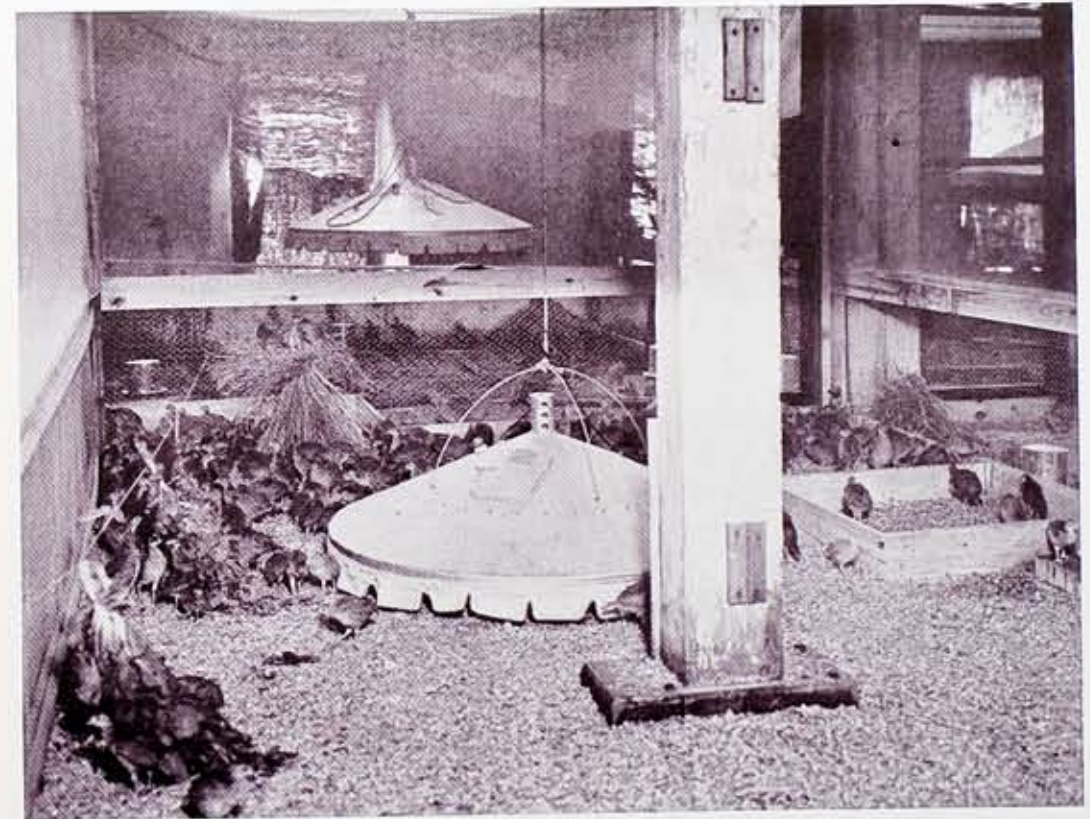
be selected, and hunters who encounter any of these home-grown birds this Fall will have to be especially quick on the trigger.

Baby pheasants, like baby chicks, are highly cannibalistic. They will pick away at a feather fault or physical blemish until the entire flock turns renegade and finishes the unfortunate victim. Only five of these particular baby pheasants were lost through cannibalism, an unusually high record of attainment. Mr. Caple brought shocks of grain into each of the brooding quarters in which the chicks could hide away and begin to develop that pheasant cunning which is so typical of these birds. They picked away at

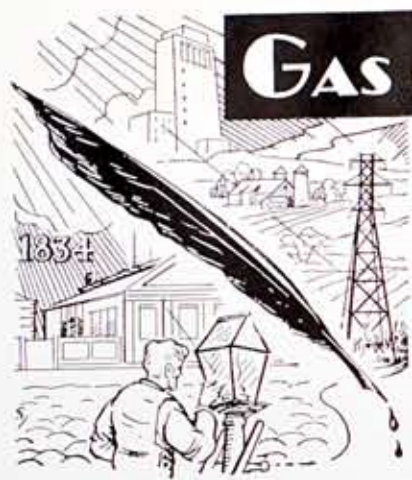
the grain and the green lettuce and other vegetables which were hung up for them and, with good feeding, were kept so busy that they had little time for mischief. Keeping them happy, contented and well fed was a great factor in their steady progress.

A description of the quarters in which the birds were raised is given in captions under the illustrations. A unique feature of this entire experiment is the fact that the birds spent their entire babyhood under highly artificial conditions. They had no real sunshine, no outdoor runs and lived, substantially, under apartment house conditions until they were, at five

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Another corner of the pheasant quarters at the Davis Mill. Electric hovers carried on the work of healthful progress so well begun by electrical incubators; electric lights made up for lack of natural sunshine and especial attention to feeding, exercise and morale (keeping the little birds happy and active) combined to produce healthy, active birds. Note the wheat shocks brought in by Mr. Caple to provide natural cover for the birds.



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*

Opportunity

ONE of the interesting things about an amateur program such as that put on by Major Bowes' is the surprising amount of real talent it brings forth from hiding. We get used to the surprise and amazement which follows an excellent performance from a young lyric tenor who, it comes out in the interview with the Major, has been working as a bus-boy in a restaurant.

This program is full of human interest. Two young men one Sunday make a big "hit" with their concertinas, instruments seldom heard today, and the Major asks them "Who taught you?" They reply "Our father, who used to play in the old country." Next week Dad himself appears at the special invitation of Major Bowes; and if the boys were good, Dad is a "knockout."

It seems to make little difference on these programs what a boy or a girl or an older person plays or does. If it is merely making sweet music vibrate

from an old saw, or appealing, tremolo emanations rise from a cigar-box fiddle; if they do it with the confidence and ability of one whose very soul is in his work, the audience, as well as the radio listeners seem to recognize the skilled hand of genius when it appears.

The confidence of some of these youngsters is wonderful to behold. They even tell the Major they think they have unusual ability; then they go out and actually show that they have; and the audience is a pretty fair judge of all this.

Such confidence reminds us of one of Babe Ruth's famous demonstrations while about to bat in a well remembered World's Series game at Chicago. The Babe went to the plate, dusted it off, took a few hitch holds of his uniform to assure his muscles ample play, then motioned to the stands and the thousands of fans there that he was going to hit a home run. Next he stepped up to the plate again and—HIT a home run.

We are glad for these young people, and older ones as well, who are making good, getting out of the rut into which hard times placed them and getting started on the road to ultimate success, thanks to Major Bowes and the fine organization he represents. All of this seems to show that genius may smolder and even seem to dis-

appear for a time, but that it can not be stifled entirely nor lose its identity completely even in a lowly bus-boy's uniform. For this, the world ought to be profusely thankful.

Making Words Count

ALMOST everyone is called upon from time to time to make a speech. It may be as a member of a committee, at one's lodge or church, in a parent-teacher's meeting or at a political or community affair. When we refer to public speaking, we mean talking to a group of more than four or five persons; anything under that is considered merely conversation.

Public speaking has been referred to as heightened conversation, and volumes have been written about how to talk in public, interestingly. Back of every talk, however, are the words, phrases and ideas which hold it together. Without due thought given to the writing of a talk, and without a framework, well worked out, it is very apt to fall flat.

Like anything else, public speaking has certain formulas, both as to the material used and its delivery is concerned, although many excellent speakers break most of the rules generally applied in textbooks; they "put it across" notwithstanding, and usually it is because their material is so interesting, and its attention power so strong that listeners overlook such matters as stance, dress, and diverting mannerisms which would kill a less well prepared speech.

Abraham Lincoln was ungainly. He looked anything but prepossessing on the platform; but he swayed his hearers by his oratory and the extreme color and interest of the material he used. He was a keen student of the Bible, therefore many of his talks took on the aspect of biblical parables, and were full of human interest. He painted

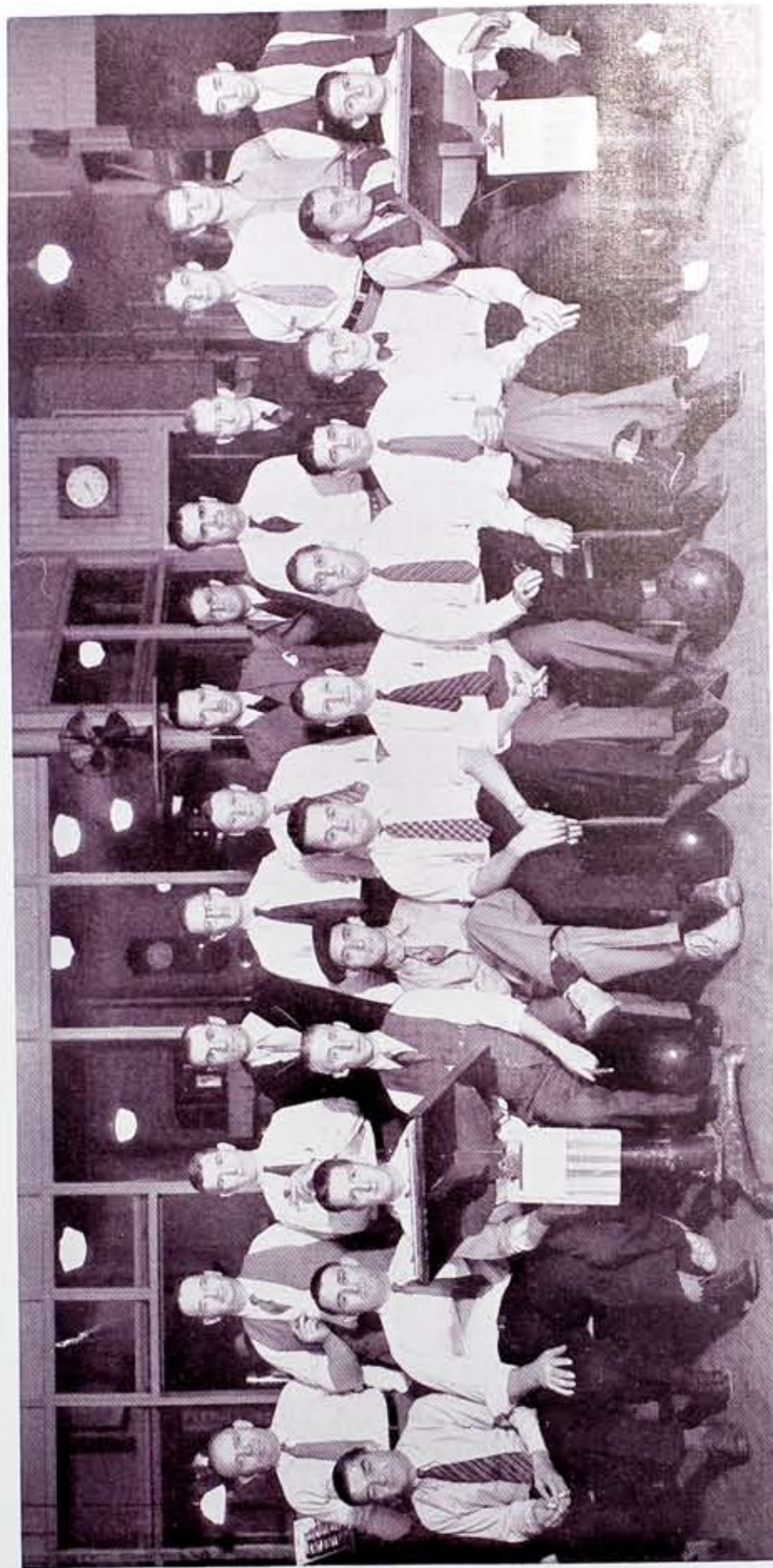
pictures in the minds of his hearers, his colors being beautiful thoughts and the words which he martialed with such infinite skill.

Napoleon could gain and keep the attention of thousands for long periods of time. His personal appearance alone could not have done it, but the power of his words was hypnotic. He knew what to say. His speeches were powerful in attention value. The study of the speeches and writings of great men in history are pregnant with ideas for budding public speakers.

Occasionally we run across some masterpiece of contemporary speaking which "rings the bell." We present one here as a fine example of making words count. It is a brief speech made by an official of the National Cash Register Company some time ago. He was a salesmanager and wanted his salesmen to come across with a greater volume of business. He didn't bore them with a long, tedious harrangue. He spoke briefly and to the point, with an effectiveness which only skilled preparation can insure. What he said is quoted in the following paragraph.

"You men who get the orders are the chaps who are supposed to keep the smoke coming out of the factory chimney. The volume of smoke emitted from our chimney during the past two summer months hasn't been large enough to darken the landscape to any extent. Now that the dog days are over and the business revival season has begun, we are addressing to you a short, sharp request on the subject: 'We want more smoke.'"

The next time you have to lend your influence to some worthy project through the medium of the spoken word, remember this simple, yet masterful little talk about the chimneys. Learn to make words count through applying this formula of attention power through the use of human interest material coupled with simple phraseology. Learn to make words count.



The first group of R. G. and E. bowlers who were present at the opening of the year's bowling activities at Elm Hall, on October 1. These men represent four teams from various departments. From left to right they are: Messrs Kennedy, Ernst, Bruce, Mahoy, Stebbins, Lumley, Howe, Yeakel, Wittman, Coddington, Sale, Voelker and Doyle, Sitting, Messrs O'Dell, Cahill, Deans, Weaver, Sanders, Neuffer, Galen, Fichtner, Winterroth, Klick, Kieffer, Knoppe.

R. G. and E. Bowling Season Gets Under Way at Elm Hall

ANOTHER enthusiastic season of bowling was forecast by the large aggregation of employees who came out for the recent get-together business meeting held in September. The following officers were elected for the year: President, George Galen; vice-president, Max Wohlgenuth; secretary, Howard Stebbins and treasurer, Howe Kieffer.

The Company league has entered eight teams in the industrial league. There were enough other enthusiasts to make at least three other teams, but it was impossible to make room for them because of the shortness of time available. Next year, however, preparations will doubtless be made to take care of them.

Most of the old-timers of previous years were on hand, including Carl Winterroth, who led the league last season in bowling proficiency; Herman Fichtner, who led him a merry chase to first place honors; Benny Cahill, Frank Kennedy, Howe Kieffer and others, all of whom are dangerous contenders in any league.

It is safe to say that the R. G. and E. League will furnish some strong material for the State and National qualifying rounds which follow the ending of the regular season each year. The playing will be accelerated by a small cash prize offered each week for high man, no player being eligible for this prize for more than one week. When the twenty-one weeks' of regular weekly bowling has ended, on March 3 next, the usual two-man tournament will again be held, in which the season's averages play a part in the matching for this competition.

From the forty men regularly enrolled on the five teams representing the Company, some high class bowling may well be expected. These men have

had the experience and seasoning, and are especially strong on enthusiasm and regular attendance. Some of the teams have been strengthened by a shifting of bowlers from team to team. Messrs Fichtner and Cahill have been transferred to the banners of the Line Department, having temporarily at least been placed there from the Electrical Distribution team. Carl Miller, who didn't bowl last year because of the hours of his work, will be an addition to the coming team of the General Construction Department, and Fred Eggert will add no little impetus to the Storehouse team.

Even if a lineman or electrical distribution man is unable to make the bowling night because of unforeseen emergencies, the game will go on without a break. There are ample "rovers" or utility men always on hand, waiting and anxious for a

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Visit Elm Bowling Hall any Tuesday night from 7:30 P. M. on and see some of these bowling behemoths do their stuff.

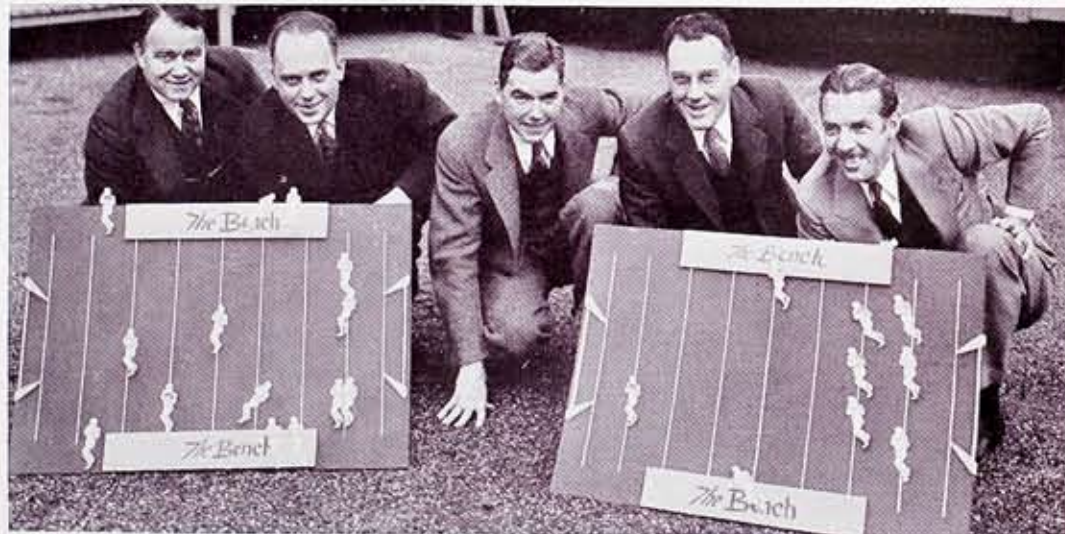
The Company's Selling Activities Assume Aspect of Interesting Game

If you will stop to reflect, you will realize that many of the things you have purchased for the home were "sold" to you. True it is that all of us frequently make up our own minds that we've just got to have a new refrigerator, electric washer, ironer or sweeper and do so quite voluntarily. The mission of salesmen is not to high-pressure prospects into buying, nor to create new desires for them. The desire is usually present, thanks to advertising and because almost everyone appreciates the real utility of, for instance, modern gas and electrical devices and appliances for the home.

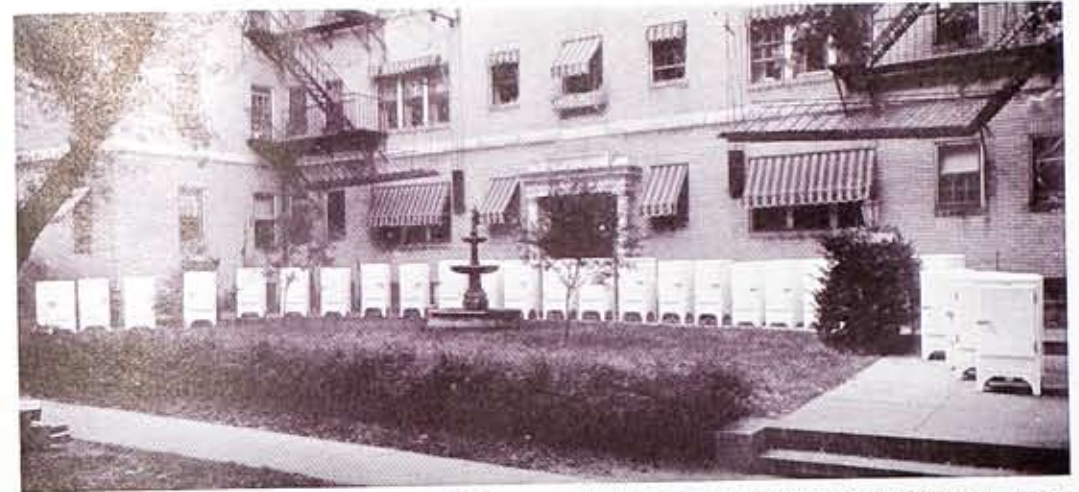
Men and women today, however, are so occupied with the business of life and the many interests it brings that they have to be reminded of some of their wants. That's where salesmen come in. Salesmen make contacts, discover these wants, then present their products in a straightforward way. Even salesmen have to be re-

mindful, from time to time, and otherwise made to appreciate the fact that many homes which need and can afford modern appliances are still without them. This accelerating process comes under the general head of sales promotion, without which business eventually would level off, then take a decided nose-dive.

One of the rewards for good sales work now being participated in by Company salesmen is a very seasonal "Football Game" contest promoted by the Chapin Company (Frigidaire distributors) and this Company. As a reward for making eight points in salesmanship (selling eight refrigerators) any salesman becomes eligible for a free trip to the Pitt-Army football game to be played in Pittsburgh on November 9. Right now the salesmen are bucking that old line of sales resistance, which is especially obstinate this time of year, and are leaving no stone unturned in their effort to be



Back of the football game selling contest are these shrewd, hard hitting sales supervisors. If their salesmen do a good job, the supervisors also get a chance to go to that Pitt-Army scrap. From left to right they are: Supervisors "Scotty" Graham, Harold McCleave, James Burnett, John McGinness, Don Kresser and (not in picture) George Puddington. The position of each man in the contest is shown daily on the pasteboard "field of honor," each space representing one of the eight refrigerators required to "make the grade" for the Pittsburgh trip.



A few of the thirty-two refrigerators sold in one order by sales supervisor James Burnett. They are lined up as delivered at the Colby-Park apartment house on Park Avenue.

on the sidelines for this much-touted game. The trip includes transportation, "eats" and a good seat in the arena. Many of the men have already "made the grade" and others are fighting with true football spirit to make enough sales yardage to qualify. Each sales supervisor whose men obtain at least twenty-five points is also eligible for the trip, and you can bet they're all trying.

What's the Name, Please?

Perhaps you have noticed the name-tags of salesmen on duty on the Main Floor. The idea seems to have some interesting slants. If you were looking at a refrigerator and were, as a prospect, taking up quite a bit of the salesman's time, you would appreciate knowing his name; you'd hate to ask him what it was, naturally, and conversation would stifle a bit. Now, a prospect merely shoots a side glance at the salesman and says, mentally "Mr. Jones, Mr. Jones; he is being very nice to me and I'll remember him when I come in again" or something to that effect.

Knowing a salesperson's name puts the prospect at greater ease, for prospects like to observe the humanities of life; so, Mr. Prospect says "Mr. Jones, can you tell me about what my family can save by using a modern, automatic

refrigerator?" and right away the conversation has a spark of friendliness about it. That's what salesmanship needs more of.

Load Builders Hit High Spots

The final report, for the water heater activity participated in by employees was a source of great satisfaction to everyone. Harry Taillie showed us his final sheet which indicated that 387 water heaters of the automatic, mod-



Selling is a game in which each salesman has to learn how to carry the ball, punt, pass, buck the line of opposition and beat it around the end of obstacles for gains. Sales contests arouse our sense of combativeness through providing opportunities for clean, wholesome competition.

ern variety had been sold during the four week period.

We reproduce a tabulation which speaks for itself. Among the employees who gained more than 100% of their quota, some of whom made surprising records, are the following, whose percentage of quota reached 250% or higher:

Crane 600%, Valenza 414%, King 400%, Baker 333%, Close, Spears, Pfluke 314%, Thomas, Schenk 300%, Schlenker 250%.

General Alexander Beebe's Division won first place honors with 318.6% of their quota, his Majors Hoddick and Kruger gaining 317.4% and 319.4% respectively.

James Burnett Sells String of 32 Frigidaires

Supervisor James Burnett recently set a fine example for his active sales

group when he sold a total of thirty-two Frigidaires to a Rochester apartment house owner. These new refrigerators went into the Colby-Park Apartment, 1223 Park Avenue.

Rural Sales Group Shines

George Puddington's group of suburban sellers came in for their share of publicity when they finished first from among the five major properties of the Associated System, and third in the entire group. This record was made in the Midsummer campaign and only goes to show that George has a group of go-getters who can make the grade no matter what season it is, for they are going "hot guns" the year 'round.

In this group of men, besides supervisor Puddington are: Messers Bill Hynes, Johnny Purtell, Clark Luddington, Bill Nichols and Ray Strickland.

R. G. and E. LOADBUILDERS

Final report of the employees' water heater sales campaign, which ended during the week of August 27.

Team No.	Captain	Quota	Heaters Sold to Date	% Quota to Date	Team No.	Captain	Quota	Heaters Sold to Date	% Quota to Date
MCF (GAS) DIVISION—GENERAL BEEBEE									
1—East		6	7	116.6	4—Pfluke		7	22	314.2
2—Schlenker		6	15	250.0	5—King		7	28	400.0
3—Crane		6	36	600.0	6—Spears		7	22	314.2
Canandaigua—Thomas		5	15	300.0	7—Valenza		7	29	414.2
1ST BRIGADE—									
Major Hoddick		23	73	317.4	8—Bowman		4	8	200.0
KWH (ELECTRIC) DIVISION—GENERAL CROFTS									
10—Schlueter		5	4	80.0	9—Calderwood		4	6	150.0
11—Swartout		6	7	116.6	2ND BRIGADE—				
12—Fiedler		5	1	20.0	Major Kruger		36	115	319.4
13—Gosselin		6	6	100.0	16—Bruce		8	8	100.0
14—Huntington		6	10	166.6	17—McCumber		6	9	150.0
15—Schenk		5	15	300.0	18—Close		7	22	314.2
3RD BRIGADE—									
Major Durfee		33	43	130.2	19—Knight		7	6	85.7
MO (MAIN OFFICE) DIVISION—GENERAL SCOBELL									
22—Nichols		4	1	25.0	20—White		6	12	200.0
23—P. Miller		4	1	25.0	21—Baker		6	20	333.3
24—Seidel		5	1	20.0	4TH BRIGADE				
25—Fulton		5	5	100.0	Major Powell		40	77	192.5
26—Hill		5	3	60.0	29—Marks		7	7	100.0
27—Newman		6	6	100.0	30—Nash		10	11	110.0
28—Ross		5	0	—	31—Lundgaard		10	19	190.0
5TH BRIGADE									
Major Patterson		34	17	50.0	32—Schnorr		7	4	57.1
6TH BRIGADE—									
Major V. A. Miller		51	62	121.5	33—Sharkey		15	20	133.3
					34—Kearns		2	1	50.0

The Chiselers' Camp was the scene of the recent sauerkraut supper enjoyed by Frank Wentworth and Andy Furstoss hungry gas and electric salesmen. The "feed" which has got to be good when these mile-plugging salesmen get into action, was prepared by "Pete" Wentworth and Frank Monahan. It was a symphony of success from the first olive to the last piece of luscious apple pie (with snappy cheese).



Mr. Santo Cruppi, one of Frank Wentworth's gas salesmen, who won national honors in the country-wide A. G. A. gas range sales competition.

Electric Group Distributes Famous I. E. S. Lamps

ABOUT two dozen salesmen in the electric group, under the supervision of Jack Sharkey, General Sales Supervisor, and Andrew Furstoss, Supervisor of the electric salesmen, are working in cooperation with Walter McKie, Lighting Engineer, on the sale of the famous I. E. S. lamps, sometimes called the "Better Light Better Sight" lamps.

These salesmen are visiting all homes in a specific section of Rochester, viz.: the Tenth Ward north of Driving Park Avenue and west of Lake Avenue.

They introduce the I. E. S. Study and Table Lamps, explain the importance of proper lighting to good health and eye conservation and gladly leave a lamp overnight for trial providing a sale is not made "on the spot."

These lamps are attractive and come (Continued on Page 279)



Here are Tom Whitmore's heavy-hitting gas salesmen and the loving cup they won for outstanding sales feats last month (September). Any of the five gas groups winning the cup three months in succession can keep it, and these men say it is as good as "in the bag" for them. From left to right the men are salesmen Cruppi, Scialdone, Goldberg, Herr, Tom Whitmore (supervisor), Richards, Barclay and Mackey.

Women's Chorus Elect Officers

THE R. G. and E. Women's Chorus recently held their first fall business meeting. The business session preceded a clam bake which was held at the Chiseler's Club, up the Genesee River.

The "bake" and all that went with it was a masterpiece of the culinary art and was prepared by Julius Schenk, Bill O'Brien and Jimmy Coyne. Kathryn Robena and Doris Wright directed the program of games and entertainment which enlivened the occasion.

During the evening the following officers were elected for the coming year: President, Mary Martin; Secretary, Kathryn Robena; Treasurer, Grace Rockwood; Choral Librarian, Evelyn Herring; Pianist, Doris Horner; Chairman of Publicity, Frances Cameron.

Owing to pressure of business and his inability to handle more than the male chorus activity, Mr. Frank Houston, who had directed the women's chorus since its inauguration, will be succeeded by one of his apt pupils, Mr. William Hudson. Miss Helen Smith will be Assistant Director.

The R. G. and E. Women's Chorus is open for a reasonable number of singing engagements during the year. Requests for their services may be made through Mr. Arthur Kelly, of the Personnel Department, or to any of the officers.

R. G. and E. Bowling Season

(Continued from Page 273)

chance to throw that big "pill." For instance, Russell Howe is one of these free lances, who upon brief notice before any game usually makes it a point to cancel less exciting engagements to play on any team needing his fine brand of bowling support.

Bowling is something like golf; it

"gets" you, and few indoor sports have the appeal which it possesses. It combines fine exercise with stiff competition, and gives a man an opportunity to test his skill, poise and physical and mental coordination with others. Here is a tabulation of the various teams comprising the R. G. and E. League:

Officers and Members of Teams

OFFICE, Captain, Len Wittman. George Galen, "where's Elmer" Knope, Edward Voelker, Howard Stebbins.

ELECTRIC DISTRIBUTION, Captain, Carl Winterroth. Howe Kiefer, Joe Klick, William Neuffer, "Chick" Sale.

ELECTRIC STATIONS, Captain, Douglas Bruce. Fred O'Dell, George Ernst, William Weaver, Frank Kennedy, Ernie Friday.

LINE DEPARTMENT, Captain, Herman Fichtner. Benny Cahill, Bill Deans, George Landers, George Lumley.

GENERAL CONSTRUCTION, Captain, Max Wohlgemuth. Joseph Schoenherr, Carl Miller, Len Cooper, Jerry Mahoney.

AS of September first, 1,046 members of the Company's Employees Benevolent Association subscribed to the Rochester Hospitalization Plan. Including the 1,211 dependents of employees, a total of 2,257 persons are now protected under the plan, details of which were recently given in this magazine.

The first case to be hospitalized from among these employee-dependent subscribers was Miss Margaret Grove, daughter of Mr. George Grove of the West Station Gas Manufacturing plant. The hospital bill, which Mr. Grove would otherwise have had to pay, was taken care of by the Rochester Hospital Service Corporation, in accordance with the generous provisions available to all subscribers when that "rainy day" comes, which few of us ever expect or are able to anticipate, and we find ourselves in need of hospital care and attention.

President Herman Russell Receives National Honor

AT the recent Seventeenth Annual Convention of the American Gas Association held in Chicago, Mr. Herman Russell, President of this Company, was made Vice-President of the American Gas Association. His election follows years of enthusiastic interest in the Association in which he has been for some years a director, as well as chairman of various committees in the technical section.

At the convention, Mr. Alexander M. Beebe, Superintendent of Gas Manufacture, presented an extensive and detailed paper on "The Economies of Securing the House Heating Load."

In attendance at the convention besides President Russell and Mr. Beebe, were: Mr. Robert Ginna, Manager of the Rate and Contract Department; Mr. Frank Houston, Manager Domestic Sales; Mr. Leo East, Assistant Superintendent of Gas Distribution; Mr. Ivar Lundgaard, Manager Industrial Department; Mr. F. H. Patterson, Secretary and Assistant Comptroller; Mr. Wilbur Seidel, Chief Clerk Consumers Bookkeeping Department, and Miss Helen Smith, Manager Home Service Department, who gave a brief skit at the Home Service section on "House Heating Sales Promotion."

Mr. Russell was also named chairman of the A. G. A. committee on national advertising.

Electric Group Distributes Lamps

(Continued from Page 277)

in so many colors and designs that they make an instantaneous appeal to housewives. They fill a long felt want for lamps that have eye appeal combined with scientific factors backed by the name of the Illuminating Engineering Society of America.

Salesmen in Lamp Activity

John B. Carroll, J. F. Burnett (supervisor), Chas. F. Minnamon, Raymond Toole, Ray G. Hill, James A. Greene, William R. Hynes, George E. Puddington (supervisor), James A. Graham, Charles F. Geyer, Johnny Purtell, Raymond B. Dreisback, Cameron Luitweiler, William Attridge, Harold W. McCleave (supervisor), William Marks, Jr., Charles A. Dirks, Richard Rhodes, Raymond Strickland, David Rawlins, William Trimble, George James, Russell Weaver, John McGinness (supervisor), Conrad Tool, Donald Kresser (supervisor), John Martin, Clark Ludington, William Lemma, John A. Donahue, William Nichol, Richard Baron, James Brooks, Rudolph Kay, Arden Wheeler.

Lamp Store for Dewey Section

If you are in the Dewey Avenue section, visit the bright spot in the neighborhood, the R. G. and E. lamp display or "Better Light Better Sight" lamps, at 1493 Dewey Avenue, in the Ester Block. The store is in charge of supervisor John McGinness, who is being assisted by representatives from the Home Service Department.

Lest We Forget

(Continued from Page 259)

boys and girls were killed last year by automobiles, although the toll of life was heavy in other designations. Perhaps some of this improvement was because many of us were impressed by this fine billboard poster "What have I done." What a sermon it is. Let it etch itself into your mind—Lest You Forget.

The Housewife's Friend

(Continued from Page 262)

nection with the use of various appliances; make sure that they are giving satisfaction and that they are performing as they should; they gladly give advice as to preparation of meals, test oven and refrigerator temperatures and in general attempt to get the housewife started right when she purchases some new gas or electrical device for her home.



Mr. W. A. Lewis, Domestic Sales Department, became a grandfather twice within six months. On May 10, Kathleen J. Lewis was born to Mr. and Mrs. Vernon Lewis, and on September 10, Waldo A. Lewis, third, was born to Mr. and Mrs. Waldo A. Lewis.

The members of the Mapping Records Department and their families held a Clam Bake Saturday afternoon, September 14th, at Carl Winterroth's Cottage on Conesus Lake. An enjoyable afternoon of fun and games was topped off in the evening with an equally enjoyable repast of clams, chicken, corn, etc., prepared under the able direction of Chef Earl Dennis and male assistants.

WOMEN'S SECTION ACTIVITIES

The Women's Section Activities have started this year with a fine turnout. The interests of the R. G. and E. girls are greatly varied, as can be seen by glancing at the questionnaires returned by them, which list twelve principal classes being formed. We have Contract Bridge, under the very able leadership of Mr. John Clark, holding forth on Monday nights with a bigger class than ever. Gym and swimming at both the Y. W. C. A. and the K. of C. are going over with a bang. Then we have the ever-popular Bowling, Tap Dancing, Bicycling, Horseback Riding, Dramatics, Chorus, and Business English groups which all

vie with one another on drawing the greatest number. If you have not already joined one or more of these activities, it is not too late—fall in line, and make your winter healthier and happier by doing the things you like to do.

SCOTCH-AMERICAN WEDDING AT SALTCOATS, SCOTLAND

Mr. Charles F. Geyer, Jr., and Miss Janet McDiarmid Rorie were married at St. Cuthbert's Church, Ardrossan Parish, Saltcoats, Scotland, August 31st. Miss Rorie was five years resident in the States and it was her wish to have the wedding ceremony performed among her "ain folk." After the wedding a reception at the Town Hall followed, at which there were sixty guests for dinner and dancing. The Toastmaster was Mr. Brown, of West Kilbride, who gave the first toast which was followed by toasts from several guests from all parts of the country. After a wedding trip in Scotland the happy couple sailed back to America on the R. M. S. "Antonia," and are now at home to friends at 83 Salisbury Street. Mr. Geyer is a salesman in the Domestic Sales Department.

Agnes Niedermaier spent one week at Saratoga Springs. She attended the Master Painters and Decorators Convention.

Vernona Murphy of the Consumers Accounting Department, spent her vacation at the Stevens House, Lake Placid.

Miss Jeanette Seitz of the Appliance Department was recently married to Robert Barr, by the Rev. Walter Krumweide, at Grace Lutheran Church.

Swimming and fishing at Canadice Lake were the main pleasures enjoyed by Reba Godfrey of the Appliance Department, on her recent vacation.

Mr. and Mrs. Harold Kelly spent two weeks visiting places of interest in Canada, among which a trip to St. Anne's Shrine was especially pleasing.

The girls at West Station entertained at a luncheon on Thursday, October 3rd, in honor of Miss Ruth Gibbons, whose marriage to Mr. Leslie Moore took place on October 7th. The guests were seated at a long table which was laid in the Engineers' Office, and the decorations were carried out in pink and white. (You wouldn't have recognized the Gas House!) Miss Gibbons was presented with a Sunbeam Mix Master from her many friends at West Station. Our best wishes go with it, Ruthie!



It was a fine party held recently at West Station in honor of the former Miss Ruth Gibbons, who recently became Mrs. Leslie Moore. In the picture, left to right are, front row: Fred Pfluke, Lin Bowman, William Speers, Ruth Gibbons (now Mrs. Leslie Moore), Jerald Aldred, Richard Kruger, Mrs. William Whitney. Back row: Fred Walden (of the Barrett Company), Michael Lacagnina, Margaret Nichols, Harry Hollis, Mrs. Ruth Vogt, Frank Merz, Frank Valenza, Virginia Wolverton and Mark Eilers.

Representatives of the Industrial Department, nobly assisted by a few other men from the Rochester Gas and Electric Corporation and by the Heatmaster men (nearly 100%) recently enjoyed a luscious clam bake at Caple's Cottage, Canandaigua Lake. The Caples' certainly know how to cook 'em, in a real old fashioned pit and everyone had all they could eat. With perfect fall weather the other feature of the day was the goofiest ball game that it has ever been our pleasure to participate in! At one time the Heatmaster Gang had no less than two nines in the field by actual count, but the Industrial Department won.

Mr. and Mrs. James Burnett recently entertained Mr. Burnett's parents, Mr. and Mrs. James Burnett, Sr., of Little Rock, Arkansas. One of the high-spots of the visit was a trip to New York City, by automobile, and a visit to many interesting places in the East.

Mr. and Mrs. Leo Sullivan and sons, Donald and John, went to Fish Creek State Park, in the Adirondacks, for the sixth year in succession, which is proof of how much they enjoy the life there.



This is the kind of pictures we want you to send in to Gas and Electric News. Vacation pictures, snapshots of your family, the family pets, beautiful scenes, almost anything that has interest and photographic merit. Shown above are: 1, Patricia and Leonard V. Begy, children of Leonard L. Begy, Maintenance Department; 2, Pal, beautiful dog of Walter A. Studier, Electric Meter; Herman Fichtner and H. Everson, who with their wives vacationed at various Canadian lakes; Betsy Ross house, Philadelphia, taken by Mr. and Mrs. Harlan Cooper, of Hilton; E. T. Vaness and his ten-pound vacation salmon and 6, Loon Lake, near Wayland, N. Y., in the Genesee Valley Country.

SMITH-GUERIN

The marriage of Miss Charlotte Smith and Mr. Gerald B. Guerin took place Tuesday morning, September 17, at Holy Rosary Church, Rev. Joseph McDonnell officiating. The bride was dressed in rust colored velvet with hat to match, and carried bronze chrysanthemums. The wedding breakfast was served at Blarney Stone Inn, after which a reception was held at the same place. After a short wedding trip, Mr. and Mrs. Guerin are now at home at 23 Tracy Street.

Create better mouse traps, fly swatters or even quintuplets, and folks will beat a well-worn path to your primeval domicile. Agnes Cowan was among the appreciative audience of persons from all over this country, which recently was given an audience with the Dionne Quintuplets, at Callender, Ontario. She met (over the Dionne front yard fence) Cecile, Yvonne, Marie, Emily and Annette, also their father and mother. The "Quins" were presented at a time, and it was not permitted to see them all at once.

BOWMAN-HEGEMAN

Miss Bertha Bowman and Willis John Hegeman were united in marriage in the Brighton Reformed Church on Saturday, September 7, at 4 o'clock, with the Rev. Anthony Luidens officiating. The bride wore a gown of white satin entrain with hat to match and carried a bouquet of white gladiolas and white roses. After a short trip to the Adirondack Mountains, Mr. and Mrs. Hegeman are now making their home at 80 Amsterdam Road. Showers were given by Mrs. Thomas Bowman, Mrs. E. Mosher, Mrs. Sidney Bowman, Mrs. W. J. Hegeman, and Mrs. Caroline DeHollander. Mrs. Mae Darling and Miss Ruth Koehler entertained at a Picnic Supper and shower for the office associates of the bride. Mrs. Alfred Boger entertained at a shower and cocktail party.

GIBBONS-MOORE

The marriage of Miss Ruth Gibbons of West Station and Mr. Leslie Moore took place Monday afternoon, October 7th, at the home of Miss Jessie Munn, in Meigs Street. The ceremony was performed by the Rev. Robert J. Drysdale, pastor of Mt. Hor Presbyterian Church. Mrs. James W. Nichols, formerly of West Station was Matron of Honor, and Mr. Clarence Moore, brother of the bridegroom was best man. After the ceremony, Mr. and Mrs. Moore left for a motor trip, and upon their return, will reside in Lehigh Station Road, East Henrietta.

Ray Shippy's cottage at Crescent Beach was the scene of a picnic supper enjoyed by the women of the Coke Sales Department. From this department we learn of the marriage of Miss Rowena Sutfin to Mr. Lester Collier, at Louisville, Kentucky.



Mr. and Mrs. John Hegeman. Mrs. Hegeman was Miss Bertha Bowman before her marriage to Mr. Hegeman on September 7.

Miss Evelyn Beideck spent part of her vacation at Conesus Lake, and the other half at White Lake. She also attended the Horse Race at Stanford Park, and when she returned she found friends at home from Alabama, and she was kept very happily busy showing them all around Rochester.

Miss Helen Garvey and Miss Dorothy Lovick motored through the Adirondacks and the northern part of New York State. They brought back some fine pictures of Ausable Chasm.

The girls of the Tabulating Department recently held a picnic at Ellison Park. They played baseball and bridge, but most of the time was spent eating the fine food they brought to the feast.

Thelma Dys and Irene Bauer rented a cottage at Canandaigua for a week, after which Thelma went on a trip to New York and New Jersey.

Bernard Suerman and family spent a week at Keuka Lake. He enjoyed surf board riding, swimming and fishing. It was his first experience at surf board riding, and he said it was a thrill of a lifetime.

Miss Helen Schoen spent a month at Wautoma Beach, New York.

Mr. and Mrs. William S. Fisher toured the White Mountains, and then followed the coast road down to New Jersey where they stayed at Seaside Park for a few days, after which they went to West Orange to visit relatives.

The Transportation Department recently held a "hot dog" roast at the camp of Miss McLaughlin at Durand-Eastman Park. The guest of honor was Miss Doris Rinker who was formerly a member of this Department. All had a very fine time, and hope to be invited again sometime.



Scene from "Farm Life," a very funny skit put on at the recent Chiseler's Camp clam bake held for the Fourth Floor. The artists, left to right, are, back row, Oliver Steinman, Alice Spindler, and Parson Harold Nichols; second row, seated, William Weaver, Irene Stickney, Mrs. Richter (formerly Mabel Cramer) and Alice Longbein. First row, seated, Fred Kehr, Mrs. Miller (formerly Marion Royale), Dorothy Pinkerton, Peggy Wood and Charles Shakeshaft.



Meet little Miss Dorothy Marie Van Auken, daughter of Mr. and Mrs. Stewart Van Auken. Her Daddy works in the Coke Truck Garage.

Mr. and Mrs. Frank Taylor and son, Carter, spent two weeks touring in the White Mountains and Adirondacks. They spent quite a good portion of their time hiking up St. Regis, Mt. Morris, and Pokamoonshine Mountains. They took the auto road along Mt. White Face, travelled through the White Mountains, and went up Mt. Washington on the Cogwheel. They particularly enjoyed a visit to Coolidge's birthplace at Plymouth and other points of interest in the life of Coolidge. Altogether they travelled 1800 miles, stopping at tourist homes which in all instances were very satisfactory. Mr. Taylor said "No tire trouble—Mohawk Tires. No auto trouble—six-year old Buick."

Mr. Harry Culliton spent the major portion of his vacation improving his golf, at the Genesee Valley Park links.

Miss Mary Powers and Miss Janet Little went to Chicago for their vacation. They stayed at an apartment hotel near the lake, and enjoyed swimming and sight-seeing, and said that they were well pleased with their choice of Chicago for vacationing.

Mr. and Mrs. Ray L. Davis have returned from their two-month vacation in England. They made the return trip on the "Duchess of York," arriving at Montreal on September 28. The travelers found England an enchanting land, and they motored hundreds of miles covering the beauty spots. Eight days were spent in London.

Mr. and Mrs. Earl Burch, 40 Ranier Street, became the parents of a fine baby girl on August 22, when little Miss Nancy Ellen Burch "came to town." This blessed event made grandparents of Mr. and Mrs. Burwell Noyes of Glenwood Avenue (this is our Burt) and Mr. and Mrs. Charles Burch, of Springfield Avenue.

Mr. Charles Shakeshaft, of the Auditing Department, Mrs. Shakeshaft and their daughter Helen, recently returned from a week spent touring through the Adirondacks, Berkshires, and the Green and White Mountains.



This is Ruth Ellen Clark, ten years old, and Howard Clark, three years, children of Mr. Edward Clark, line operator. They just returned from seeing the Dionne Quintuplets, at Collander, Ontario.



Maybe It's Tired

History Lecturer: "Can any of you tell me what makes the Tower of Pisa lean?"

Corpulent Lady: "I don't know, or I'd take some myself."

Signals On

We know a former hockey player who now uses his old shin-guards when he plays bridge with his wife.

Hooked

Mrs. Grubb (after a tiff): "When I married you I didn't know you were such a coward. I thought you were a brave man."

Mr. Grubb: "So did everybody else."

And Dust Off the Bible

Daughter: "The preacher just 'phoned and said he was coming to call this afternoon."

Mother: "Gracious, we must make an impression; give baby the hymn book to play with."

"Proof" Enuj

Custom Official at the Canadian border (producing bottle): "I thought you said there was nothing in your bag but wearing apparel. What's this?"

The Mrs.: "Oh—er—that's my husband's night cap!"

A Tip for the Waitress

Mistress: "Mary, when you wait at table tonight for my guests, please don't wear any jewelry."

Maid: "I have nothing valuable, ma'am, but thank you for the warning."

Pioneers of Piety

A minister was horrified one Sunday to see a boy in the gallery of the church pelting his hearers in the pews below with horse chestnuts.

As the good man looked up, the boy cried out: "You 'ten to your preaching, mister, I'll keep them awake!"

Just a Drap o' Scotch

We always will believe that ten nights in a barroom is just the story of a Scotchman waiting for somebody to buy him a drink.

Plain as A-B-C

He: "Wish that I could revise the alphabet."

She: "What for?"

He: "So's to put U and I closer together."

The Battle of Life

"Here, old man, buy a ticket for the fight. You'll see more excitement for \$2 than you ever did in your life."

"Is that so—\$2 is all I paid for my marriage license."

She Kneads the Dough

Mrs. Newlywed: "I cook and bake for you, and what do I get? Nothing."

Mr. Newlywed: "You're lucky. I get indigestion."

Another "Pep Talk"

Customer: "You sold me a car about two weeks ago."

Salesman: "How do you like it?"

Customer: "I want you to tell me everything you said about the car all over again. I'm getting discouraged."

And Don't Break 'Em

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

"Who goes there?" he challenged.

"Major Moses," replied the officer.

The recruit scented a joke.

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

Sink or Swim

Rastus, out in a boat with his best girl, Mandy, had been teasing for a kiss, but she refused again and again. Finally he became desperate.

"Mandy," he threatened, "effen you don't lemme kiss yo' I'se gwine to upset dis here boat."

Getting home, Mandy told her mother all about it.

"An' did you let de gemman kiss you?" her mother asked.

"Well, did youall see anything in de paper dis mawnin' 'bout two niggahs drownin'?"

Please Omit Flowers

A very modern employer has ordered the following notice to be posted in his business premises:

"Any workman desiring to attend the funeral of a near relative must notify the foreman before ten a.m., on the day of the game."

Strange but True

Love that is hoarded, molds at last
 Until we know some day
 The only thing we ever have
 Is what we give away.
 And kindness that is never used
 But hidden all alone
 Will slowly harden till it is
 As hard as any stone.
 It is the things we always hold
 That we will lose some day;
 The only things we ever keep
 Are what we give away.

—Louis Ginsberg



The granary of Nature is always GIVING
 And always seed enough is left to care for the needs of next year.

Smile Awhile

NOTHING on earth can smile but man! Gems may flash reflected light; but what is a diamond flash compared with an eyeflash? Flowers cannot smile; this is a charm that even they cannot claim. It is the prerogative of man; it is the color which love wears, and cheerfulness, and joy—these three. It is a light in the window of the face, by which the heart signifies it is at home and waiting. A face that cannot smile is like a bud that cannot blossom, and dries up on the stalk. Laughter is day, and sobriety is night, and a smile is the twilight that hovers gently between both—more bewitching than either.

✻

Henry Ward Beecher



A smile is like the twilight that hovers between day and night . . . Scene of West Henrietta Road, overlooking Rush Valley