

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

September, 1935

Vol. 19 • No. 8



*Autumn's "Yellow, Mellow,
Ripened Days."*

—Will Carleton.

Nature's Way



IT IS GOOD for any man to be alone with nature and himself, or with a friend who knows when silence is more sociable than talk, "In the wilderness alone, there where nature worships God". . . .

—Sydney Smith



Photo by Curran Russell, Manistee, Mich., brother of President Herman Russell

Summer Folding Her Tents Introduces Us to Autumn

COOLER, shorter days, a tendency toward overcast skies and many other well known seasonal signs, are some of the ways Nature takes to remind us that Summer is leaving us and that the golden Autumn is slowly but surely taking its place.

Harvest fields have given over their yield of grain, and throughout the countryside regimented shocks of corn, like a host of Indian tepees, suggest a poetical folding up of Summer's tents as she prepares to leave for parts unknown.

We who live in the temperate zone have much for which to thank Mother Nature. In this climate, she gives us a variety of slow-motion changes of her physical wardrobe. There is a delightful "breathing spell" between each of her four seasons we enjoy. We glide smoothly from one season to another, much like the quiet shifting of gears in a modern motor car. We feel no disconcerting shock at these seasonal gear-shiftings. Before we realize one season has passed, another one is already with us. *(Continued on Page 246)*



Summer sings her swan song. Throughout the countryside regimented shocks of corn, like a host of Indian tepees, suggest a poetical folding up of Summer's tents, as she prepares to leave for parts unknown, leaving Autumn to console us with her lavish display of charm and color.

Radio Listeners Vote Overwhelmingly to Continue State Trooper Dramas

ARTHUR P. KELLY

FRANKLY, when we asked our listeners to tell us whether they wanted the Thursday evening broadcasts of State Trooper dramas over WHAM to continue, we expected a favorable response but not even the most optimistic of us looked for such an overwhelmingly affirmative vote.

Out of more than 600 letters received only one suggested a change and the writer of that communication, who happens to be a crooner, suggested himself as the substitute. It is a fair assumption that the lone dissenter was at least slightly prejudiced so the verdict was practically unanimous.

Fred W. Fisher, the R. G. and E. radio spokesman, in making the announcement over the air, told listeners that the Trooper Dramas had been on the air for a year and that the Company wished to find out whether they still retained their popularity or

whether the public preferred some other type of program.

Next morning the responses began to pour in. They came by telephone, mail and personal delivery. All carried the same appeal: "Please don't discontinue the Trooper Dramas."

Here are just a few excerpts out of hundreds of messages received:—They're the best thing on the air.—The whole family listens to them.—They serve a great public purpose in acquainting the people with the magnificent work which the troopers are doing.—We wouldn't miss a single Thursday night.—The neighbors come over and listen with us.—The children love them. Etc.

One man wrote that he has a radio in his car and was taking some friends to a movie fifteen miles away. They tuned in the Trooper Drama on the way but got to the theatre before it was finished. Although they risked

THANK YOU!

THE ROCHESTER GAS & ELECTRIC CORPORATION is deeply appreciative of the interest which you have manifested in its radio programs. Your letter urging that the Thursday evening broadcasts of State Trooper dramas be continued has been received and you will be glad to learn that the response in favor of such continuance was so overwhelming that these programs will not be changed, except, insofar as it is possible to make them even better.

May we suggest that you also make a practice of tuning in our other programs which are scheduled as follows:

W H E C — Monday (9:30) and Wednesday (8:00) Evenings G. & E. TWINS

W H A M — Tuesday and Saturday mornings, 11:15 to 11:30, "OLD MAN SUNSHINE"

We shall welcome suggestions from you in regard to improvement of any of our programs.

Cordially,

Herman Russell, President



Here is a "Trooper" group in action, showing at the right musical director of Station WHAM, Charles Siverson, behind the baton. The four persons grouped around the microphones are, left to right, Molly Taggart, Phil Van Tassell, Sergeant Harold Kemp, Pittsford Outpost of the N. Y. State Troopers, private Michael Forte and Hazel Cowles.

the chance of getting a seat, and the movie was one of the season's hits, they remained in the car until the drama had been concluded. Another chap said that his family, all ardent fishermen, were in camp all summer but no matter how good the fish were biting they dropped all their lines when the Trooper Drama went on the air. A group of invalided war veterans at the government hospital at Bath begged that no change be made in the program because of the pleasure which they derived from the police stories.

One woman with a sense of humor wrote that she loved the State Trooper dramas because

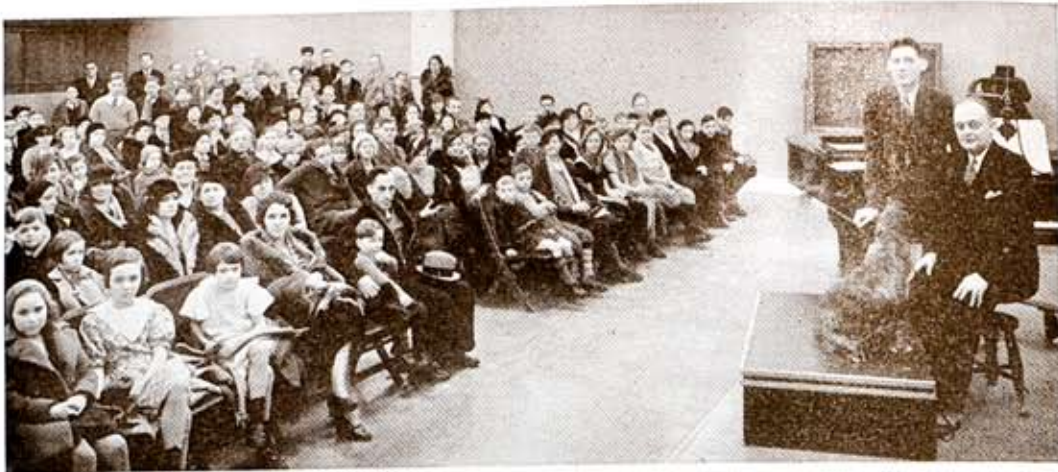
they helped to soothe the pain of the monthly gas bill. Confidentially, however, she informed us that her gas bill gives her less pain than any of her other household bills.

The Company is deeply appreciative of the nice things said about it in many of the



Thelma Hoesterey, Mr. Kelly's secretary, whose spontaneous smile reflects the spirit of appreciation expressed in the avalanch of letters received from radio fans who said, in substance: "Keep up those Trooper True Stories, we like 'em."

Shown above is the "thank you" card sent out by President Herman Russell to each one of the hundreds of persons who sent in letters of appreciation for the true "Trooper" dramas broadcast over Station WHAM. In consideration of the wishes of the host of radio listeners who enjoy these programs, of which the letters comprise a fair cross-section, the Thursday evening broadcast will be continued.



Saturday morning audience of boys and girls who came to see "Old Man Sunshine" alias Bob Pierce, and his radio dog "Bozo." Bring your young people to see this inspirational program any Tuesday or Saturday morning. At the right are "Old Man Sunshine" and "Bozo" with announcer "Ken" Loyson of Station WHAM who completes this unusually harmonious radio trio.

letters and every listener who wrote in has been sent a card of thanks by President Herman Russell. Letters came from points as far distant as Bridgeport, West Va. and Hingham, Mass.

Some of our correspondents praise the Company for the way in which it has been exposing the attempts of politicians to divert attention from

the enormous cost of government by misrepresenting the cost of electricity, which is a tiny item per family indeed in comparison. "Personally, I get a big kick out of what you have to say regarding the government's ridiculous attacks on utilities," wrote an Advertising Manager of one of New York States popular newspapers.



Some of the persons who help to make Company programs over Station WHAM interesting and realistic. Shown above are, left to right, Ken Loyson at the wind machine; Jack Lee, production manager; Art Austin; William Fay, general manager at the "Mike"; Allen Sisson; Ruth Berensten and Gene Lane, familiar as "Hank" in the well-known "Hank and Herb" broadcasts.



Frederick W. Fisher, Manager of Personnel and Public Relations Department, who presents each week a brief Company message to the radio listeners on the Trooper Program.

The value of the Trooper programs in the building of character



Cartoon by employee Leonard Elliott which expresses visually some of the reasons why the State Trooper programs are to be continued, and illustrates some of the incidents mentioned in letters as mentioned in Mr. Kelly's article. There's no age limit to the "Trooper" programs. Old and young enjoy them, and many a task has to await the completion of this interesting half hour.

was emphasized by a "fan" who is President of the New York State Alumni Association, Young People's Branch, of the W. C. T. U.

"I have found from my own experience as a teacher," said the letter in part, "that the boys especially enjoy your dramas and at the same time are made to realize that crime does not pay. The Y. P. B. is a group of young people who believe that one of the greatest tasks to be accomplished today is the building of character. Your programs, I believe, will help much along this line."

The radio programs of this Company are not designed merely to furnish entertainment. Radio is an advertising medium, the same as newspapers, magazines or billboards. To hold its readers a newspaper must get out an interesting sheet. To hold its audience radio must provide an entertaining program.

W H E C

Wednesdays and Fridays
7:45 to 8:00 P. M.

Rochester's most popular harmonizers

THE G. & E. TWINS

Don Brown and Pat Devine in fifteen minutes of delightful melody.

W H A M

Tuesday and Saturday Mornings
11:15 to 11:30

The housewife's favorite program

OLD MAN SUNSHINE

Friendly Philosophy, Wit and Song

W H A M

Thursday Evenings—7:30 to 8:00
Entertainment for the Whole Family

**N. Y. STATE
TROOPER DRAMAS**

Actual Cases from the Files of the
State Police

Presented by Professional Cast

The more popular the program the larger the audience and the greater value the sponsor gets for the money



The R. G. and E. Harmonizing Twins Don Brown and Pat Devine, who have made many staunch radio friends since they have been appearing on Company programs over Station WHEC.



Sergeant Harold Kemp, Pittsford Outpost, N. Y. State Troopers, left, with Jack Lee, production manager of Station WHAM.

he invests in radio advertising. It is apparent from the response to our announcement that the Troopers' program has a large and interested audience and, so long as that audience remains interested, it would be folly for the sponsor to change the type of appeal.

In the enthusiasm over the Trooper Dramas the fact that the Company sponsors two other popular programs must not be overlooked. Each has its own wide following. Bob Pierce, better known as "Old Man Sunshine" is on the air over WHAM every Tuesday and Saturday morning with a quarter hour of fun, philosophy and song. Don Brown and Miss Pat Devine, the G. and E. Twins, who are already established as the city's favorite harmonizers, hold forth Monday and Wednesday evenings over WHEC. Beginning October 1st their schedule will probably be changed to Wednesday and Friday evenings at 8:00 o'clock.

R. G. and E. Domestic Salesmen Enjoy Week-End at Nela Park

FOLKS used to say that the willing horse gets all the work, but nowadays we know that he also gets an occasional extra helping of oats. We don't wish to compare our go-getting salesmen with horses, or to imply that they are vegetarians, but we do want to tell you about the fine trip these men had, recently, all because they put a little extra effort into their selling job.

Through the kindness of the General Electric organization, each man who qualified by getting 10 points in the recent G. E. Refrigeration campaign, was asked to be the guest of the G. E. Company at Nela Park, Cleveland, Ohio. Supervisors were required to make 20 points each. Practically every salesman and every supervisor "made the grade," each point, practically speaking, representing one refrigerator sale.

The trip was by motor bus to Buffalo, then by steamship to Cleveland. The men arrived there early Sunday morning, and many of them immediately went to church, after which they joined their fellows at the Nela Park camp, which occupies about twenty

acres. Every salesman and a buddy had a tent of their own, and in between the other social activities, entertainment and school sessions, there was tennis, swimming, golf and baseball.

Evenings, a three-hour show, in which every man present took some part, was a "scream." George Doherty was master of ceremonies and got especially good cooperation from Don Kresser and Johnny Purtell, who always please the customers, in dancing singing and comedy presentations, with Johnny "knocking 'em dead" with his dippy ditties and Don showing his heels and tonsils in professional style.

Company salesmen were accompanied by Frank Houston, Manager Domestic Sales; Jack Sharkey, General Supervisor of salesmen; Andrew Furstoss, Supervisor of electric sales; Frank Wentworth, Supervisor of gas sales, and the supervisors of the various sales groups. Messers "Buck" Farmer and "Bill" Hill, represented the local G. E. group on the trip.

Besides making an intensive trip through various Nela Park depart-

(Continued on Page 246)



These are the men who had such a fine time over a recent week-end, visiting the Nela Park laboratories and playgrounds of the General Electric Company at Cleveland, Ohio. They took two Greyhound busses to Buffalo, then went by water the rest of the way. Jack Sharkey is not in the picture.

Voltage Regulation on Electric Distribution Lines

Utilities and their employees, in pursuing their routine daily work, have ever made generous contributions to the development of the electric art. Resourcefulness, ingenuity and vision have been and always will be requisites in this important field. The following article, in a typically modest way, treats of certain developments in this type of engineering which were contributed by the Company's Electrical Distribution Engineering Department.

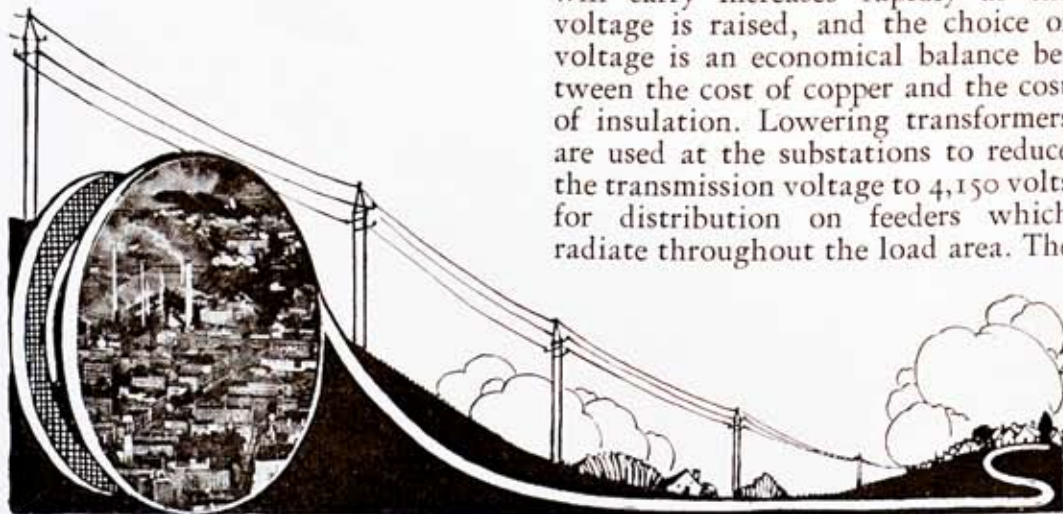
By A. B. JAQUITH

ELECTRIC service must be continuous and of the proper pressure or voltage within reasonable limits to meet the ever more exacting demands of our growing electric business.

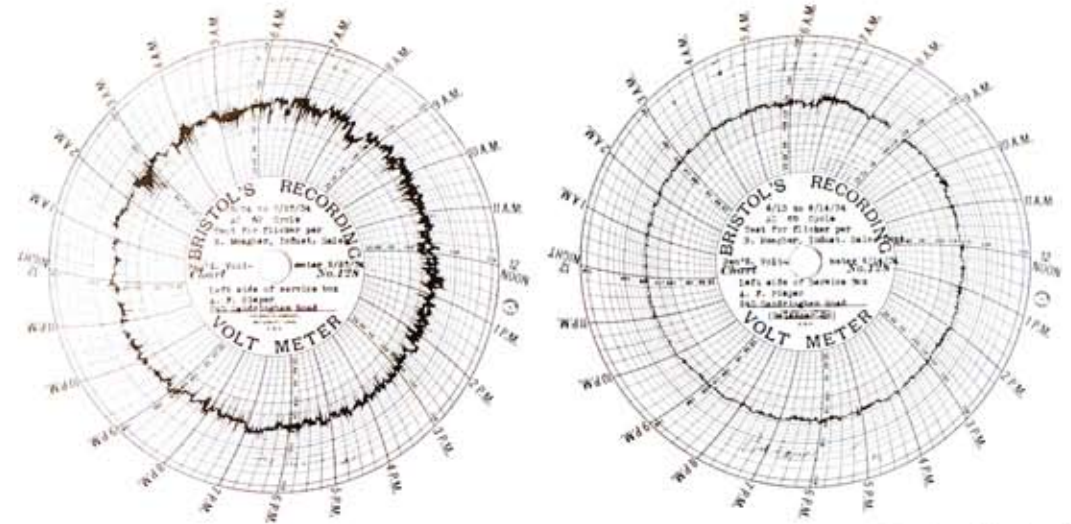
All electrical apparatus is designed to operate at a definite voltage and if the voltage is allowed to vary from this rating beyond reasonable limits the apparatus either will not operate in a satisfactory and efficient manner or it will be damaged. The light output and life of the mazda lamp depends on the lamp socket voltage and the best operation is an economical balance between lamp life and light emission. This voltage is between 116 and 124 volts for 120-volt lamps. The starting torque and the heating of

parts of motors depends upon the terminal voltage and manufacturers design motors to furnish full load without overheating and to start satisfactorily if the terminal voltage does not vary over ten per cent from their name plate rating. Similarly the operation of all electrical apparatus from the radio in the home to the large furnace in the factory depends on satisfactory voltage.

Electric power goes through several stages from the generating station to the residential customer. The transmission lines, which are mainly 11,000-volt underground cables, carry power from the generating stations to substations near the center of load areas. High voltage transmission is economical, as the amount of power a cable will carry increases rapidly as the voltage is raised, and the choice of voltage is an economical balance between the cost of copper and the cost of insulation. Lowering transformers are used at the substations to reduce the transmission voltage to 4,150 volts for distribution on feeders which radiate throughout the load area. The



Serving electricity to Rochester and vicinity is a problem demanding much from the distribution engineer who helps to keep the total electric investment in a flexible state so that it can be easily adapted to the load changes that are sure to come. He must keep informed so that his Company will be among the first to take advantage of new developments which will increase service factors as well as decrease the costs of distribution.



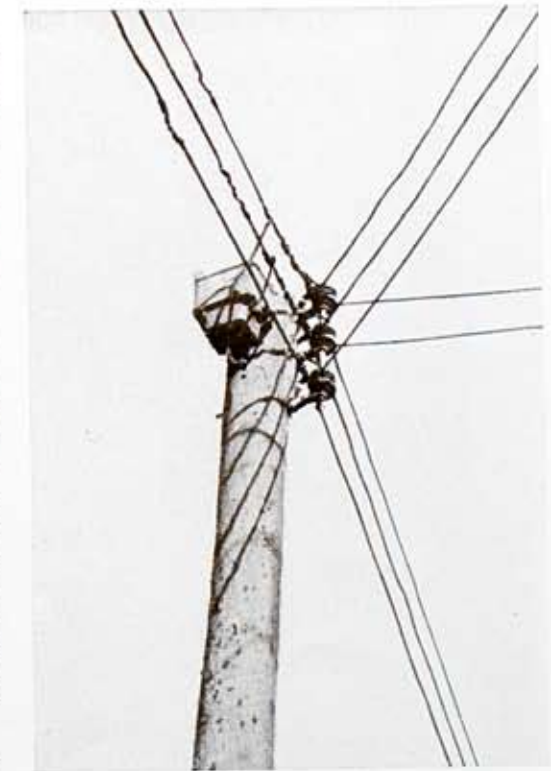
At the left is shown a recording voltmeter record of voltage fluctuations before the installation of the auto-transformer. This fluctuation causes the flickering of lamps under unfavorable voltage conditions, something which can be eliminated nicely by the auto-transformer as shown in the recording voltmeter record at the right.

distribution voltage is determined by the economy of equipment and the reliability and the safety of operation. As the normal service voltage to ground, is 120 volts, the primary feeder voltage must be reduced again by transformers. These transformers are called distribution transformers and the low voltage lines are called secondaries. The usual construction in Rochester is underground 4,150-volt feeders, and distribution transformers with overhead secondaries on small poles along rear lot lines.

There is a loss of voltage in every step in this path. This loss varies with the time of day and the season of the year as the electric load changes, and the voltage drop varies in different sections of the city depending upon the distance from the generating plant and the substation respectively. For these reasons, to assure every customer proper voltage, the path of the electric current must be carefully supervised all the way from the generator to the customer. Let us follow this path:

At the generator there are regulators which automatically control the generator voltage, supplying a steady voltage for the large industrial cus-

tomers fed from the high voltage transmission system, and a base voltage from which all other adjustments



A typical auto-transformer installation. They are weather proof and satisfactory for outdoor mounting. They help to maintain steady voltage and reduce voltage "dips" or flickers due to the starting of motors on lighting circuits.



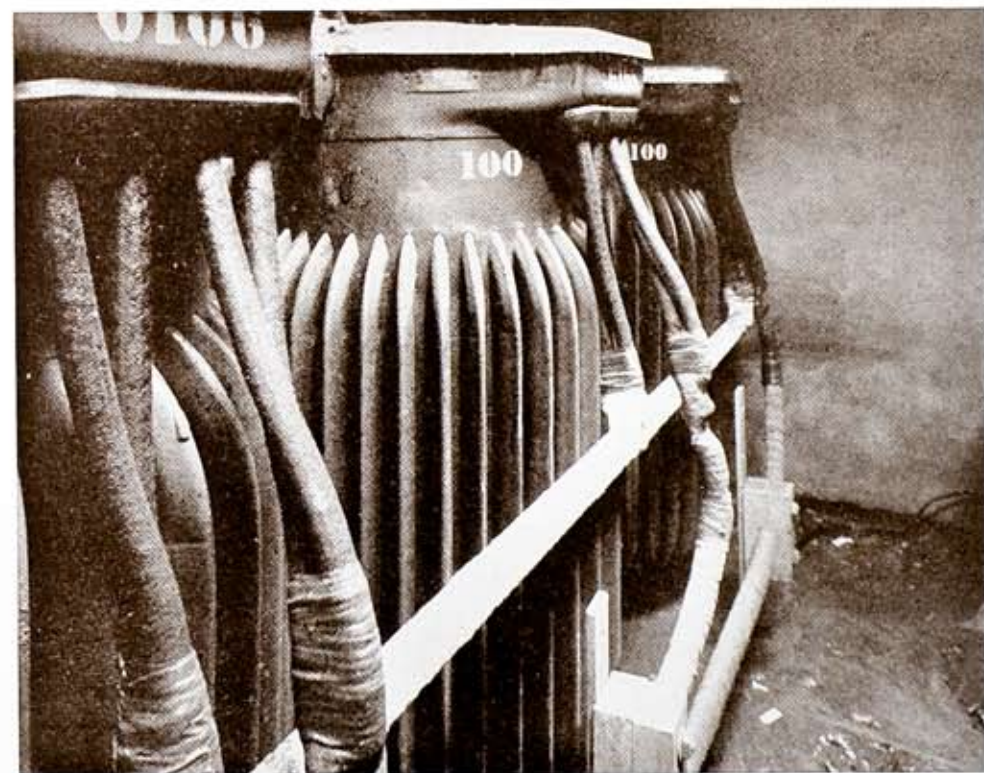
Typical downtown Rochester view showing a pleasing absence of overhead lines or poles or transformers. The usual construction here is underground 4,150-volt feeders and distribution transformers and secondaries.



Scene typical of Toronto's distribution system, with overhead poles and wires which are especially noticeable to persons who have lived for some years in a city where no such array of physical equipment clutters the downtown area. Underground construction costs a lot more, but most persons think it is well worth it in factors of safety and service.



Safety First. "Help us to Prevent Accidents" is still a good slogan. The special manhole safety entrance shown above as installed on the Clinton Avenue vault helps to do just this. When men are working in this vault, red and white safety flags are hung from the safety entrance.



This is the equipment in distribution transformers which occupies the network transformer vault underneath the manhole shown just above in the other picture. This vault is underneath the sidewalk on Clinton Avenue South, just north of the Seneca Hotel.

can be calculated. From two to ten feeders radiate from a substation depending on the load in the station's district. Each feeder has three feeder regulators to compensate for the voltage drop in its three phases. The regulators are set and adjusted to automatically maintain a constant voltage at the center of load of the feeder irrespective of loading conditions. For most feeders the voltage maintained corresponds to 123 volts on the secondary to partly compensate for the distribution transformer and secondary drop. The setting of the regulators is carefully checked each year and often more frequently to make sure that they are kept in step with changing load conditions.

When the load increases to a point where correct voltage can no longer be held on the feeder, existing feeders must be rearranged or a new feeder installed to handle the increase. To take care of load growth, the fast moving electrical industry has brought out a factory made substation to operate with other units as a primary network unit. This promises to change the principle of distribution of electric power in urban areas from a radial feeder to a network system because it increases the reliability and the flexibility of the system. The Rochester Gas and Electric Company has installed its first unit of this type on Ridge Road West.

Voltage Drop Kept Down

The voltage drop in the secondary must be kept below 5 volts, so the customer's lamps will always operate within proper limits. When the voltage drop becomes excessive due to increase in the customer's load, expenditures must be made for wire, cable, manholes, transformers, etc., to meet the demands on the secondary system. Thus system capacity may be governed more by voltage drop than by current which the equipment carries.

In order to make the increase in load due to appliance sales profitable, new facilities must be installed according to sound engineering practice. The original lines were built to serve a lighting load when no one could foresee the many tasks electricity can do. Refrigeration, electric cooking, automatic stoking, indirect lighting and now air conditioning, together with innumerable minor uses, have made some very exacting demands upon secondary lines. For example, many secondary lines are of adequate capacity for the loads imposed, yet customers complain of flickering lights due to the starting and operation of fractional horsepower motors on appliances.

Much of System Underground

For years the Rochester Gas and Electric Corp. pursued at great expense a policy of installing primary feeders and transformers underground and secondaries along rear lot lines on short poles where they would be as inconspicuous as possible, in order to do their share toward beautifying the city. This type of construction is expensive to rearrange compared with overhead construction in streets as is used in many cities. With the latter type of construction the transformers can be relocated to reduce the length of secondary runs for almost nothing compared to the cost of rearranging underground construction. To increase the size of the secondary conductors, although expensive, would be of little use as the trouble is caused by a low power factor current. For example, if No. 2 copper is replaced by No. 4/0, increasing the conductor expense by 300%, the reduction of light flicker would be less than 40%. If some new means were not found to adapt these underground lines to the new conditions, the public spirit of the company would have cost an additional heavy capital outlay.

One new means found by the Electric Distribution Engineering Department is the auto-transformer, which when installed on the end of secondary lines furnishes 240 volt transmission for 120 volt currents thus reducing the voltage drop from four to six times depending on the size of the secondary neutral wires. As no manufacturing company made auto-transformers designed either electrically or mechanically for this purpose, discarded line transformers were repaired and refitted for experimental installations. These proved to be such a success and aroused so much interest that now at least two electrical manufacturing companies are competing for this business. Our Company now has about a hundred auto-transformers on its many lines, saving the Company many dollars in capital investment over former conventional construction.



Scene on East Avenue near the Rochester Club, Rochester, N. Y., showing ornamental lighting poles carrying lamps served by underground distribution system.



Toronto street scene showing overhead distribution system and transformers mounted on poles, with small lighting units, or lamps barely noticeable.

The electric load has grown by leaps and bounds in the last decade even through five years of depression and nothing seems more certain than that it has many years of rugged growth ahead. The problem of the distribution engineer is to keep the millions of dollars of distribution investment, in our company over 60% of the total electric investment, in a flexible state so it can easily be adapted to the load changes that are sure to come; and to keep informed so his Company can be among the first of the industry to take advantage of new developments to increase the service and decrease the expense of the distribution of electric power.

It is not the revolution that destroys the machinery, but the friction. Co-operative service is the oil that lubricates any worth while venture, turning resistance into progress.

G. and E. Twins Furnish Motif for Company's 1935 Expo Display

THE Rochester public has become quite familiar with the Tiny Twins of the Budget Family, Gas and Electricity, whose alphabetical bodies have of late been featured in all Company advertising and publicity. It was but natural, therefore, that the Company's 1935 Rochester Industrial Exposition display should be built around these Tiny Twins, whose work is to free us from drudgery and care and to give us added hours for other constructive purposes.

The display was a colorful one and made use of both the pull of color and the attraction of mechanically moved units of which the Tiny Twins were essentially the leading factors. The exhibit comprised a central unit, flanked on either side by a supporting

unit, altogether making a three-fold, yet harmonious ensemble which we shall describe in brief.

The central portion showed at one side the imaginary home of Mr. and Mrs. Rochester, the characters who have featured recent Company advertisements of a cartoon type. From their home, tiny mechanical figures representing these two characters moved on a hidden track from their home to the "Tiny Twin Employment Agency" at the other end of the central layout, supposedly to employ these Tiny Twins to do the bulk of the family's "chores," odd jobs, lighting, heating, etc.

Following action shows the Twins, mechanically actuated with arms swinging and legs moving, leaving

the agency carrying various gas and electric appliances in their arms and after crossing the stage, entering the home of Mr. and Mrs. Rochester to "do their stuff."

The left side of the display was given over to the display of gas appliances, the Electrolux (gas) refrigerator, gas range and automatic gas water heater. The right side featured electrical devices and equipment, such as electric refrigerator, electric range and electric water heater, the Twins occupying vantage points on each side and displaying messages telling what a lot of work they can do for even one cent.

At the top of the central unit, surmounting (in large letters) the words

Let GAS and ELECTRICITY, the "Tiny Twins" of the Budget Family, Do More Work for You

Rochester Gas and Electric, a huge thirty-six inch "penny" rolled along from one side to the other between large profile figures of the Twins, G occupying a position at the left end of the large sign and E being located at the right end. In the center, but underneath this top unit was a large chart showing what a small portion of the family budget actually goes for gas and electricity. Another chart in the display at the left side showed graphically how the cost of electricity has remained on practically an even keel for years, while the cost of other commodities entering into the cost of living has soared up into a mountainous peak of increased costs.

One of the factors of the aesthetic appeal which dominated the exhibit was the modern ornamental or pattern lighting which flashed on and off various combinations of colors and helped, together



General View of the Company's 1935 display at the Rochester Industrial Exposition. The portion shown above was devoted to a presentation of gas appliances (right side). On the left is a graphic introduction to the Budget Family, showing the small comparative amount of the family dollar spent for gas and electricity.

Under the large Company name is the Tiny Twin Employment Agency (left) into which Mr. and Mrs. Rochester (animated dolls) walk from their comfy little bungalow at the right, supposedly to hire the services of the characters G and E, the Tiny Twins of the Budget Family, who appear later in the mechanical action bearing various gas and electric appliances, with a placard indicating how reasonably they may be operated.



A closer-up of the gas side of the display in which was shown some of the modern gas appliances which help to reduce household tasks to a minimum. They were personalized by cardboard cut-outs of G and E, the Tiny Twins, bearing data showing how reasonably they work, day in and day out, for all who call upon them for their constructive services.

with the rolling "penny" and the moving figures to impel attention from both children and adult persons.

Another feature, much appreciated by the children, was the Tiny Twin Tops which were given out to the youngsters by young women from the Home Service Department. Key men from the Company's organization were present to answer questions and ex-

plain any of the details of the exhibit which caused queries in the minds of onlookers.

It is difficult to give deserved credit to all persons who combined to make the creation, designing, building, installation and operation of this display a success. It was an effort which received the combined enthusiastic attention of the Management, the Per-



Close up of the Tiny Twin Employment Agency (left) and the bungalow home of the characters Mr. and Mrs. Rochester, who have been featured in recent Company advertising. A large 36-inch "penny" rolling between the large cut-out G and E, at the top of the display, provided action sufficient to attract attention and challenge the interest of spectators.

sonnel Department, Rate and Contract Department, Advertising Department, and the Industrial and Domestic Sales Departments.

The preparation and actual construction of the settings and the mechanical work was done by the very efficient workers of Mr. William White, East Station Machine Shop, and the General Construction Department force of Mr. George Histed and his aids, Messers Fred Blakesley, Leo Brazil, Joseph Shaner, and numerous others, all of whom worked many hours to make the display a smooth running attraction.

Ultimate success of the artistry and the aesthetic appeal of the exhibit depended to a large degree upon those factors which make a window display stop the public and make them want to see more of it. This important activity received the undivided attention of Mr. Raymond Clark, and his assistant, Mr. Clarence Ocorr, of the Window Display Department. They stayed with the growing display hours at a time, working with the construction force night and day until all the preliminary details were cleared up and the whole unit was working like clock-work.

A venture of this kind means hundreds of hours of work by a small army of skilled artisans and employees. It is, however, worth while if, when the week is over, it seems to have been justified on the grounds of familiarizing the public with the economical service which may be theirs, for such a small comparative cost, in helping to make life for them a more happy and satisfactory experience through the dependable, constructive services of Gas and Electricity, the Tiny Twins of the Budget Family.

The Lot of Monopolies

WHY will people raise the roof about gas, electric light, and telephone bills, even though the amount involved is relatively trifling? That question is raised by a recent writer in an eastern daily newspaper.

"The same people will blow in ten times as much money on radios, golf, automobile tires, gasoline, hats, shoes, silk stockings, tenth-of-a-cent bridge, and never whimper publicly.

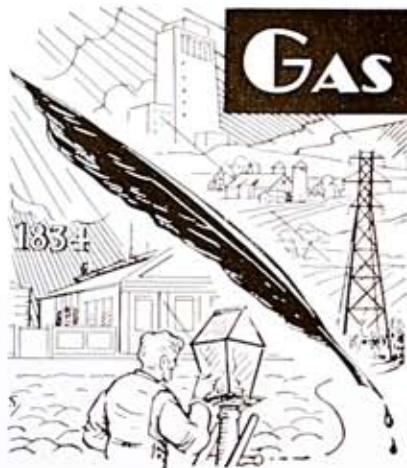
"The answer, of course, is that the public utilities are monopolies," says

(Continued on Page 246)



Electric section of the display, back of which a graphic chart indicated how electricity for years has kept down to a low level in the face of pyramiding rising costs of other products entering into the cost of living. Placards reminded onlookers how easy it now is, through the New Low Cost Purchase Plan, to provide one's home with needed time and labor saving appliances.

GAS & ELECTRIC NEWS



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GEORGE PUDDINGTON	<i>Domestic Sales</i>
VIRGINIA WOLVERTON	<i>Gas Manufacturing</i>

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

HERMAN RUSSELL *Honorary Editor*
FLOYD MASON *Editor*

Tempo

WE recently looked over an old musty scrap-book which had been the prized possession of a certain grandma, when she was a little girl. The "gems of thought" which grandma selected are still excellent. The same wholesome philosophy of life runs through them which we prize today, but one thing stands out as typical of the olden days; that is the extreme length of the poems, dissertations, funeral notices and other contributions.

There are poems which run on for fourteen verses, songs which roll on and on in the same lengthy manner. Apparently they were written by persons who were not worrying about the mere passing of time. Above all else, they were unhurried.

Obituaries give all the harrowing details of the final illness, the thoughts of the sick person concerning the hereafter, and recount the virtues of the deceased in a manner which leaves little to the imagination.

The tempo of life today is high-speed, like modern motors and mechanical contraptions generally. The human machine seems to have kept pace with the acceleration which science and invention has brought into methods of overcoming distance, transmitting sound, transporting people and products. Comparing the old with the new in literary efforts is much like placing a horse and buggy beside a tri-motor plane.

Perhaps humanity and its philosophy of life have not changed so much as the tempo or manner in which those thoughts are expressed. Today everything is crystallized or boiled down to a kernel of thought, which may be read on the run. Instead of fourteen verses of poetry, we of today say it in one or two, and the same thing goes for many other endeavors.

Today, with much more time to spend, every person seems less and less inclined to listen to "long stories" whether it be from the pulpit, over the radio or on the street. We speak in a jargon of diminutives and contractions which would be Greek to grandmas of the old order. Perhaps modern slang is making us all a bit lazy mentally. Perhaps our tempo of phraseology, for instance, has reached the limit of brevity and will soon swing back to more studied, literary expression.

What would your great-grandma do with such expressions as "hoky doak" — "nertz" — and scores of other modern nifties of expression. She might think they were cute, once she understood them and realized how easily they seem to express our thoughts and emotions in hectic circumstances; but it is a fact that we use such expressions rather than think out more appropriate and more cultural replies, and that we are losing something fine, which enriched the cultural life of our forebears, when we let this modern trend toward brevity dominate us.

It's perfectly O. K. to "make it snappy," "step on the gas" and otherwise keep in tune with the tempo of today, within certain limits. However, with all the added hours of leisure which are ours today, some effort should be given to restoring at least a portion of the purity of expression which belonged to the olden days, before slang, along with its many useful contributions, popularized an abracadabra of pigeon-English which permits us to converse by formula, without thought, and to reply to a friend's affirmations with the much favored modern expression "You said a mouthful."

Immortality

ALMOST everyone at times likes to discuss immortality, and why shouldn't we. It has been a topic for argument throughout the centuries. It seems that whenever human beings reach a spot in life when immortality seems the only answer to their problem of happiness, then this topic becomes paramount.

We have talked with clergymen, geologists, scientists and many others, including that often mentioned "man of the street" about immortality. We have received many different answers. But, after all, no other person can answer this question for you or for me,

although we like to have other individuals bolster up our own opinions. If they don't agree with us, we just say they are queer.

Almost all primitive peoples have planned for a hereafter. Perhaps, some will say, that's why they are primitive; they haven't had facts to deal with. Still, there is something beautiful about the Red Man's confidence in a "Happy hunting ground," the "Walhalla" of the Norwegians and the storied contributions of mythology, throughout all of which a strong urge, at least, is evident toward a life hereafter.

Mary Pickford has made some interesting contributions to this topic in recent magazine articles. Her philosophy is plausible. Here again, her belief is greatly strengthened by a real desire for what she believes, her longing to again be with friends and relatives who have passed on.

There is a suggestion of immortality in many incidents in real life today. For instance, a woman of means at death left a fund to be used as a perpetual nucleus for the education of young people. For years and years to come, the influence of this charitable woman will live and be expressed in life through the boys and girls whom she has educated. Even if this were to be carried on forever, that kind of immortality would scarcely satisfy most persons. It is too indirect.

The influence of individuals surely lives on after their mortal bodies have disappeared. Years, even centuries can not obliterate this form of relative immortality, as history proves. But, most of us wish to live not alone in the world of thoughts, in the spiritual realm, but in material form, as in the only kind of life we ever knew about, where we live and breathe and have our being. Perhaps our trouble is that we are too human. Some things must be taken for granted, discerned spiritually rather than in terms of mere mortality. *(See next page)*

It is, to be sure, hard to believe in things that cannot be proved. It was difficult for Columbus to make folks believe that the world wasn't flat; it would have been a stretch of the imagination for your great-grandfather to have believed in the possibility of his great-grandson's ever flying through the air, or talking around the world, in the radio or many other of the things which today are commonplace. But, as you say, that is different. Well, is it so different after all.

Man seems to attain to almost anything that he has imagination enough to envision. And who are we to say that anything is impossible, even immortality. It seems rather foolish for anyone to waste too much time trying to throw cold water on things which "can't be proved." It is a foregone conclusion that human beings, before long, will be able to live, scientists tell us, at least one hundred and eighty years. That, of course, is merely a drop in the bucket when it is immortality that we are aiming for. However, a belief in life after death is a great tonic for humanity. It is nice to be able to consider it at least as a possibility. Without this outlook, life is shorn of a certain virility and sparkle which human beings need.

We may think we are pretty smart. But "There are more things in heaven and earth, Horatio, than there are in your philosophy." Most of us are too much like the man who saw his first giraffe. He looked at it and remarked, with frown "There ain't no such animal." Perhaps you still think he was right. If you do, it's O. K. with us; we've had our fling at immortality.

The Lot of Monopolies

(Continued from Page 243)

the writer, who is quoted by the New Jersey Public Utility Information Committee. "Customers are denied any choice. They must take what is offered at the rate that is fixed. The service of

the utility may be excellent, but since there is no comparable service by which to judge it, the users curse the slightest imperfection and shriek when one month's bill exceeds another by fifty cents."

R. G. & E. Domestic Salesmen

(Continued from Page 233)

ments, where much of an educational nature was gleaned as to modern ranges, refrigerators and other appliances (with talks given by various executives in charge) the entertainment included a fine talk given by Mr. P. B. Zimmerman, G. E. executive, which was of especial interest to salesmen. Many of the men were glad of the opportunity to renew acquaintances with Fred Harvey, Paul Dow, Bob Brogan, "Mike" Sweeney and others, and altogether it was a very enjoyable experience, well worth the hard work done to make it possible, and we still think that the "willing horse" had the best of the argument, in this instance the General Electric organization providing the extra feed of oats.

Summer Folding Her Tents

(Continued from Page 227)

Spring and Summer have unfolded their "bag of tricks" for us. Now, Autumn begins the tightening up process which will continue until Winter has Nature in its icy grip.

Mark Twain once said: "Let us endeavor so to live that when we come to die even the undertaker will be sorry." And we, who bury Summer in a shroud of Autumn leaves, feel that way toward Summer, which brought to us so many happy experiences in the great outdoors.

So long, Summer. We are sorry to see you go. We know that you aren't really dead, but that you have merely left us for a while. Until your smiling face again appears, we wish you bon voyage.

GENERAL



INFORMATION

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

	July 31, 1935	July 31, 1934	Increase
Electric ...	129,505	128,285	1,220
Gas	110,053	109,149	904
Steam	306	309	3*
Total ...	239,864	237,743	2,121

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

	Electric	Gas	Steam	Total	Incr.
1925	76,095	92,279	145	168,519	
1926	85,924	96,097	199	182,220	13,701
1927	94,262	100,059	272	194,593	12,373
1928	102,648	104,581	317	207,546	12,953
1929	113,995	108,568	323	222,886	15,340
1930	117,720	109,238	347	227,305	4,419
1931	120,549	109,762	340	230,651	3,346
1932	126,958	109,198	329	236,485	5,834
1933	126,667	108,398	316	235,381	1,104*
1934	128,285	109,149	309	237,743	2,362
1935	129,505	110,053	306	239,864	2,121

Incr. in	Electric	Gas	Steam	Total	Incr.
10 Yrs.	53,410	17,774	161	71,345	71,345

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	
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 July 1935	Month of July 1934	Increase
KWH Generated—Steam	2,745,198	5,643,528	2,898,330*
KWH Generated—Hydro	15,610,359	6,411,182	9,199,177
KWH Purchased	12,590,332	17,200,859	4,610,527*
M Lbs. Commercial Steam Produced	36,321.0	32,651.5	3,669.5
MCF Coal Gas Made	315,659.0	333,443.0	17,784.0*
Tons Steam Coal Used	6,898.8	8,915.3	2,016.5*
Tons Gas Coal Used	28,037	29,385	1,348*
Tons Coke Made	18,669	19,478	809

	July 31, 1935	July 31, 1934	Increase
Number of Employees	2,370	2,334	36
Amount of Payroll—Mo. Ended	\$ 365,336	\$ 353,677	\$ 11,659
Amount of Payroll—Yr. Ended	\$4,222,914	\$3,874,767	\$348,147
Miles of Underground Duct	2,032	2,027	5
Miles of Underground Line	3,000	3,000	—
Miles of Overhead Line	8,228	8,163	65
Miles of Gas Main	821	817	4
No. of Street Arc Lamps	1,395	1,395	—
No. of Mazda Street and Traffic Lamps	26,024	25,506	518
Total Number of Street Lamps	27,419	26,901	518

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for July, 1935

Receipts		Disbursements	
Balance 1st of month	\$10,859.01	Sick Benefits	\$ 797.27
Dues—Members	851.36	Accident Off-Duty Benefits	111.17
Dues—Company	851.27	Expense of Nurse	100.00
Fees—Members	6.00	Miscellaneous	3.00
Fees—Company	6.00	Family sickness	55.71
Miscellaneous	100.00	Balance end of month	11,606.49
Total	\$12,673.64	Total	\$12,673.64
Membership July 31, 1935	2,148	Membership July 31, 1934	2,066



Miss Clara Cameron and her sisters toured 2,400 miles through Maine on her recent vacation, staying one week at Bar Harbor and vicinity. She said it was one of the best vacations she ever had, and that she greatly enjoyed Acadia National Park, which is the only national park on the eastern sea coast.

Mr. Ernest W. Bruns recently added the painting of houses to his many other accomplishments. His home is taking on a spic-and-span appearance, thanks to his artistic bent and plenty of good hard work.

Mr. Arthur P. Kelly recently vacationed in Forest Hills and Jones Beach, Long Island. While there he had the pleasure of shaking hands with Jack Dempsey, who is just another celebrity added to Mr. Kelly's long list of "who's-who-ers."

Among West Station news briefs, we learn that Miss Ruth Vogt spent part of her vacation at Saranac Lake, and that Miss Ruth Gibbons recently returned from a visit among friends and relatives in Schenectady and McConnellsville.

Trips to Mars grow nearer to the realm of possibility when one thinks that the feat of crossing the ocean has been reduced from the hazardous six to eight weeks to a matter of five days, and we would not be surprised to learn that some of our more venturesome

fellow-workers will cross the ocean by aeroplane in the near future. Miss Anne Howe completed the journey from New York to Le Havre in five days, via the new French liner, the "Normandie." She spent six weeks in Europe, and one notices how her eyes just sparkle when she commences to tell of her experiences abroad, so what more evidence of a time well-spent could we have. Reading her itinerary we find that she arrived in Le Havre, went to Paris, Paris to Nice, then to Genoa, Rome, Assisi, Florence, Venice, Milan, Montreux, Mayence, Amsterdam, London, Dublin, Killarney, Cork, Cobh, and then home. She says that Italy pleased her most of all. The weather was so perfect, the people were so friendly, and the scenery was gorgeous.

Miss Virginia Wolverton, who is to be Gas and Electric News' new news representative at West Station, has returned from a very delightful Great Lakes' cruise on the S.S. "SeandBee."

Howard Harding and family spent their annual vacation at Troutberg which must be nearly perfect as they go back year after year, and always report an enjoyable diversion from the regular routine. Mr. Harding had ample opportunity to devote to his favorite hobbies, reading, photography, hiking, and swimming.

Lena Osterhoudt took a week's trip through the Adirondack and Green Mountains.

The three photographers, Arthur Underwood, Joe Deprez and Gus Dawes, spent a grand two weeks in the Adirondacks around Lake Placid, hiking, swimming, and taking pictures. They have promised some unusually fine pictures taken with infra red lens for this magazine.

On her vacation, Florence Burkard of the Storehouse office took many enjoyable short trips, visiting Buffalo, Syracuse, Niagara Falls and Ontario, Canada. Kay Faragher, of this department, spent two weeks visiting her cousin in Toronto, where she was royally entertained and spent many happy hours dining, dancing and making most of vacation days.

Norman Davidson has been entransferred to work in the Industrial Steam Service Department. Norm is president of the Industrial Department's social committee and goes to his new work with ample engineering experience as well as valuable experience in customer contact activities gained in recent rate analysis work.

Sidney Alling spent a large portion of his vacation golfing, he and his family visiting with friends at Fourth Lake.

Lois Consaul, Stores Record Department, spent a week of her vacation in New York City visiting old friends, formerly from Rochester. After a dandy visit in the big city, Miss Consaul was glad to get back in the homey atmosphere of Lake View Park.

Charles Benham and family have been enjoying some delightful days at their cottage on Lake Ontario.

Miss Lois Tompkins is very fond of boat trips, and usually you will find that she has spent at least part of her vacation "on water." This year she took the steamship "Octorara" from Buffalo to Detroit, where she stayed at the Statler Hotel, and returned on the "Juanita." She enjoyed her trip immensely, and we imagine she is now planning her next "sail."

Mr. and Mrs. James Nolan on July 28 welcomed at their home a fine baby boy, James, Jr., who weighed seven pounds. He will make a fine companion for his baby sister, Anne, who is now well past her third year.



This is the beautiful room in which the Treaty of Versailles was signed in 1919. The picture was contributed by Miss Anne Howe who recently returned from a European trip.

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.

The mother of Mrs. Laura Bradfield Russell died on September 6, at her home, 42 Edgeland Avenue, from which funeral services were held on Monday, September 9. Beside her daughter, Mrs. Bradfield is survived by her husband, Mr. Alfred J. Bradfield and by one son, Charles A. Bradfield, of Pleasantville, N. Y. Burial in Mt. Hope Cemetery.

Mrs. Mary E. Houston, mother of Mr. Frank Houston, Manager of the Domestic Sales Department, passed away at her home in Pittsburgh, Pennsylvania on August 27, after a brief illness. Mrs. Houston was 81 years of age, and had many interests in life, always having been active in the constructive community life of her home city.

Mrs. Genevieve D. Marsh, mother of Mr. Fred Marsh, died recently at her home in East Rochester after an extensive illness. Burial was made at Brookside Cemetery, Shortsville, N. Y. Besides her son, Mrs. Marsh is survived by her husband, Mr. William J. Marsh, a daughter, Mrs. Harold E. Ferrin and six grandchildren. Services were in charge of Rev. Alex. MacKenzie, with Rev. Albert Clark assisting.

Mr. Dominico Ricigiliano of the Gas Street Department died August 20. He was 82 years old and had worked for the Company since 1906 as a Laborer in the Gas Street Department. He leaves his wife, and two grown children. Interment was made in Holy Sepulchre Cemetery.

Martin A. Naylor of the Electric Maintenance Department died August 19. Burial was made at Holy Sepulchre Cemetery. Mr. Naylor leaves his wife and two children.

Miss Louise Amish received a nice letter from Mr. and Mrs. Charles Tucker who are now touring in Europe. From Paris, Mr. Tucker writes that they had a fine trip across, the sea being like glass all way over. Neither one of them were a bit seasick.

They visited numerous places in Paris and lunched at a few of the sidewalk cafes, which they found teeming with human interest. Food is very high right now in Paris, at least double what it is in Rochester. A good cigar costs about fifty-six cents, and cigarettes sell for the same.

The Tuckers' next stop was to be Brussels, Belgium, to visit the exposition. From there they plan to go to Amsterdam, Holland, then through Germany. On September 21, when Mr. Tucker reaches his 80th birthday, the combined ages of this traveling couple will be 160 years.

Charles Rawnsley, East Rochester, his wife and son Donald, enjoyed a nice motoring trip to the Cape Cod section recently. They visited Plymouth Rock and many other historical spots, spending some time inspecting Col. Green's wonderful museum of old whaling relics, ships and whaling paraphernalia. Such a vacation comprises the best kind of a geography lesson for both old and young persons.

Mrs. Emma Wage and her daughter, Florence Virginia Wage, spent a delightful week at Red Dock cottage on Canandaigua Lake. Florence mastered the art of paddling her own canoe, and her mother the difficult accomplishment of being a calm and collected canoe passenger, even in choppy weather.

Mr. A. T. Veness accompanied by Dr. Van Horn of this city, spent a few days fishing in Canada at Green Lake and other spots. Among their catch was a fine ten-pound salmon which is shown on the page of vacation pictures presented in this issue. This big salmon was the feature of a fish dinner enjoyed by the families of both men upon their return to Rochester.



This is Bobby Bradler, little son of the former Miss Emma Herbst. Bobby is now almost eight months old.

Mr. and Mrs. William G. Fluker, recently spent a week at the home of Mrs. Fluker's mother, Mrs. Jennie Stanton, of Bayonne, N. J. This visit marked the reunion of Mrs. Fluker and her mother, after a separation of twenty-one years. Friends and relatives in Bayonne and vicinity gave the Rochester visitors a very entertaining week, with parties and trips galore.

New York seems to draw many Rochesterians within its walls at vacation-time. Although Mr. E. B. Robinson has had a fine summer at a cottage in White City, he says he thoroughly enjoys a trip to New York. When he was there recently he went on a touring expedition, and the high spots were a trip through Rockefeller Center and through the News Museum. Another trip took him to Reading, Penna., where he attended a business meeting and then tried out the Pennsylvania golf links, but he reports that the turf is the same there as anywhere—just as easy to uproot.

Vincent D. Mitchell, that vivacious and loquacious young Benedict of the Industrial Department, has been demonstrating his versatility by temporarily forsaking his electric rate application work to act as interpreter. He demonstrated his linguistic abilities recently in French and Italian interpretations for the Company. He is said also to have a good working knowledge of Spanish, his qualifications running the entire gamut between the romance, latin and profane spheres.

Mr. William Speers enjoyed a fine fishing trip in Canada and caught so many fish that he made good use of his trusty trailer in transporting them to the good old U. S. A. Billy made quite a hit with many of his friends by featuring fish dinners, by way of proving his piscatorial proclivities. One of them weighed over eighteen pounds (the fish, we mean).

Miss Marjorie Gordon spent a delightful vacation in the Adirondack Mountains, staying one week at Fourth Lake, and the rest of the time motoring.



Bert Lewis, Jr., is being consoled by his dog "Pompi" after the failure of the Boy Scout organization to make their expected Washington trip.

Mary Martin spent a week at Star Lake and Lake Placid in the Adirondacks.

Marie DeGraff spent a week at Keuka Lake. She enjoyed swimming and boating, and a much needed rest.

Fourth Lake was vacation land for Mr. and Mrs. H. W. Nichols and their children, Harold Jr., and Winola.

The "telephone board and service board" enjoyed a picnic at Charlotte recently. Following a bountiful picnic dinner, games and cards were enjoyed, with sporadic rides on the merry-go-round.

"Old Sol" certainly punished this summer, although Mr. Paul Miller says he tried everything to prevent the ruddy complexion with which he returned to the office recently, but when he told us that he, Mrs. Miller, and daughter, Miss Eloine Miller, spent their vacation at Sandy Beach, Ocean City, we understood the situation perfectly.

Maryland Curran, of the Cashiers Department, enjoyed a boat trip to Montreal, where she visited its many places of historic interest. She also spent a few days in Massachusetts and Saratoga.



This is a picture depicting the good time had by all at a house party at Conesus Lake. Front row, left to right, Kay Sweeney, Alvina Kier, Mae Hebbard, Ada Plane, Kate Smith, Virginia Marsh. Back row, Dick O'Connor, Larry Donovan, Bud Sullivan, Les Whiting, Eleanor Emens, and Lee Richter.

Mr. and Mrs. Frank Taylor and family recently took an 1800-mile motoring trip to the Mountains, and climbed St. Regis and old Poka-moonshine. They made rather intimate acquaintances with numerous peaks in the Green and White Mountains, Mount Morris, White Face and Mount Washington, stopping at Tucker Lake and riding over some of the new roads recently opened in this charming section.

Miss Marion Corris, Cashiers Department, enjoyed a delightful cruise through the Great Lakes, going as far as Duluth. On the return trip the boat was laid up for five hours while the crew "enjoyed" a brief strike at Port Arthur, Ontario. The passengers, to while the time away, marched miles around the decks, accompanied by bagpipes, and participated in community singing. Finally, the men came back on the job, due, perhaps, to the "pipes" shrill appeal, a-la-the Pied Piper of Hamelin.

Alice Spindler gave a very enjoyable party and picnic dinner at her home, 29 Epping Way, to her former associates in the Auditing Department, on August 13. A delicious repast was

served in the garden which was attractively lighted with Japanese lanterns. Various amusements kept the guests busy and highly entertained.

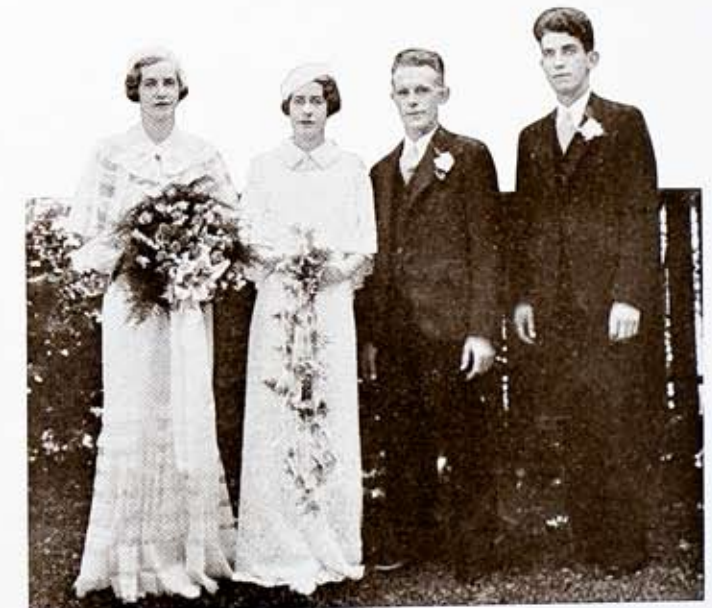
First, a wheel barrow contest tested the strength and skill of all the young women present. Then, bridge and other games were enjoyed. A special attraction was the impersonations given by Alice Longbine, which brought to the surface some of her hidden talents. Dancing some of the intricate modern dances provided lots of fun and exercise.

It was a grand party and even the mosquitoes thought it was too good to miss, so they came along and brought their families with them, but they couldn't break up the party.

At a very pretty wedding ceremony on Saturday, July 27, at SS. Peter and Paul's Church, Miss Leona Letson became the bride of Paul Hargather. She wore a gown of white Venetian lace with a cape of lace, trimmed in mousseline de soie, and a turban of Venetian lace and tulle. She carried a white prayer book with a shower bouquet of orchids and lilies of the valley. Following the ceremony a wedding breakfast was served at Oak Hill Country Club. Mr. and Mrs. Hargather left on a motor trip through the Adirondacks and Canada, and are now residing at 284 Brown Street. The girls of the Transportation Department gave a Theatre Party and dinner at the Seneca Hotel in honor of the bride to be.



In the center are Mr. and Mrs. Hargather and at the left is Dorothy Letson, the bride's sister. Mr. E. Royce Letson is at the extreme right.



Mr. and Mrs. Burt Yeoman, Mr. and Mrs. Floyd Owen and sons, Gerald and Raymond, spent their vacation at Canandaigua Lake. Daily dips in the lake, fishing, reading, and "just resting" on the spacious cottage lawn under the immense shade trees, coupled with perfect weather, made for one of the most delightful and restful vacations they have ever had.

Miss Ann Leela vacationed at Asbury Park, N. J., and also visited her home in Oswego.

On Tuesday, August 27, at 11 A. M., Mr. Lewis Smith of the East Avenue Car Dispatcher's Office, was married to Miss Dorothy Nash, in the rectory of the Immaculate Conception Church, Plymouth Avenue. Father Wise officiated.

Following a wedding breakfast at the Green Gables, Oxford Street, Mr. and Mrs. Smith took leave of their friends and departed for a honeymoon spent motoring through the East. They visited Washington and the White House, saw some of the famous battlefields of Virginia, the home of General Lee and many other interesting places. Upon their return they took up their residence at 995 Genesee Street.



If You Call That Living
"Slain Man" Plays Jewsharp to Show Fiancee He Lives.

—Headline in the Evening World

*'Twas in a restaurant they met,
Romeo and Juliet;
He had no cash,
to pay the debt,
So Rome-owed
What Juli-et.*

Try This on Your Vacation

SPECIAL INSTRUCTIONS FOR INNER-SPRING MATTRESSES. For the first six weeks sleep on it continuously at the same time turning regularly.

—Directions that came with a mail order mattress.

While things pile up at the office, eh?

Up to Date

Restaurant Patron (crossly): "Waiter, what are those black specks in my milk?"

Waiter: "I dunno, suh—unless dey's some ob dem vitamins dey's talkin' so much about."

Scotch Telegram

"Bruises hurt erased afford erected analysis hurt two infectious dead."

Here's the "translation:"

"Bruce is hurt, he raced a Ford, he wrecked it; and Alice is hurt, too; in fact she is dead."

Boulder-Dam!

He: "I know I'm only a little pebble in your life."

She: "You might stand a better chance if you were a little boulder."

Presence of Mind

Fred Call, a national forest fire guard, recently saved a giant tree by crawling into the hollow part, which was aflame, and cutting away the burning wood. First he chopped the tree down.

—Fort Worth (Tex.) Press.

Fishing Philosophy

A big man like you might be better occupied than in cruelly catching little fish

Perhaps you're right. But if this fish had kept his mouth shut he wouldn't be here.

Confidential

"I can't see what keeps you women from freezing."

"You aren't supposed to, big boy."

Who's Who

"Are you engaged to him?"
"Yes," answered the prudent girl.
"But I have requested time to verify reports on his title and fortune."

"That is not an engagement. That is an option."

Paging Shakespeare

Husband (after the theater): "But, dear, what did you object to?"

Wife: "Why, the idea of you bellowing 'Author! Author!' at a Shakespearean drama!"

Try "Flit"

Abraham Lincoln was resting in a hotel lobby. As usual, the village dudes had congregated there and one bolder than the rest, remarked:

"Mr. Lincoln, your speech was good, but there were some points quite beyond my reach."

Lincoln looked up and chuckled: "I'm sorry for you; I once had a dog that had the same trouble with fleas."

Bad Shape

"There's only one thing worse than trying to shave with a razor after the wife has sharpened a pencil with it."

"And what's that?"

"Trying to write with the pencil."

Shrewd

A Georgia farmer sat barefooted on the steps of his tumble-down shack, smoking a corncob pipe. A stranger stopped for a drink of water.

"How is your cotton coming on?" asked the newcomer.

"Ain't got none," said the cracker.

"Didn't you plant any?"

"Nope, 'fraid of boll weevils."

"Well, how is your corn?"

"Didn't plant none; 'fraid there wasn't going to be no rain."

The visitor was abashed, but cheerful still. "Well, how are your potatoes?"

"Ain't got none; scairt o' potato bugs."

"Really, what did you plant?" asked the stranger.

"Nothin', I just played safe."



"Frisk" English Setter formerly owned by H. C. "Hap" Ward.
Photo by W. E. Hughes

Buying Loyalty

*You can't buy loyalty, they say,
I bought it, though, this very day;
You can't buy friendship, firm and true,
I bought sincerest friendship, too;
And truth and kindness I got,
And happiness, Oh, such a lot!
So many joyous hours to be
Were sold with that commodity.
I bought a life of simple faith,
And love that will be mine till death,
And two brown eyes that I could see
Would not be long in knowing me.
I bought protection. Bought a guard
Right now and ever afterward.
Buy human friendship? maybe not!
You see it was a dog I bought.*

—Selected

Pass It Along



*When a bit of sunshine hits ye,
After passing of a cloud,
When a fit of laughter gits ye
And yer spine is feelin' proud,
Don't forget to up and fling it
At a soul that's feelin' blue,
For the minit that ye sling it
It's a boomerang to you.*

—Capt. Jack Crawford

