

Volume 20 Number 7

# GAS and ELECTRIC NEWS

Published by  
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AUGUST 1936





## SEA-FEVER

*Poem by John Masefield, famed English poet, which is equally famous as a song. It is in the repertoire of the R. G. and E. Men's Chorus.*

I must down to the seas again,  
To the lonely sea, and the sky,  
And all I ask is a tall ship,  
And a star to steer her by,  
And the wheel's kick, and the wind's song,  
and the white sail's shaking,  
And a grey mist on the sea's face,  
And a grey dawn breaking.

I must down to the seas again,  
For the call of the running tide,  
Is a wild call, and a clear call,  
That MAY not be denied.  
And all I ask is a windy day  
With the white clouds flying,  
And the flung spray, and the blown spume,  
And the sea gulls crying.

I must down to the seas again,  
To the vagrant gypsy life,  
To the gull's way, and the whale's way,  
Where the wind's like a whetted knife.  
And all I ask is a merry yarn,  
From a laughing fellow-rover,  
And a quiet sleep, and a sweet dream,  
When the long trick's over.

— John Masefield



# ROCHESTER R G AND E NEWS

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Vol. 20—No. 7



Gas & Electric Corporation

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## There's a Picture Ahead

ONE indication of returning good times has been the increasing activity of Rochester's biggest and internationally appreciated industry, the Eastman Kodak Company. Photographic products, Kodaks, film, motion picture paraphernalia—all play such an important part in industry and business today.

When it comes to vacation time, what an asset a good picture story of it really is. Some persons still think that they must have expensive apparatus to get good pictures. We have noticed, however, that where speed is not a factor, even the family Brownie box camera is a thoroughly good picture taking outfit.

What a Brownie can do brings to

mind a fine poem which we are presenting here:

*A craven hung along the battle's edge,  
And thought, "Had I a sword of keener  
steel—  
That blue blade that the king's son bears—  
But this blunt thing—!"  
And lowering, crept away and left the field.*

*Then came the king's son, wounded, sore  
bestead  
And weaponless, and saw the broken sword,  
And ran and snatched it, and with a  
battle shout  
Lifted afresh he bewed his enemy down,  
And saved a great cause that heroic day.*

—EDWARD ROWLAND SILL

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*This picture and the one on our cover was taken by a Brownie box camera, or should we say KODAK. The article on this page tells about it. Be sure and save us some photographs of YOUR vacation.*



## R. G. and E. Men's Chorus Sings at Association Island

AS a well earned reward for their application during the past year, the R. G. and E. Men's Chorus were guests of the General Electric Company and the Gould-Farmer Company, Inc., G. E. distributors, at Association Island. The outing extended over two days, July 26 and 27.

Association Island is off Henderson Harbor, a delightful, isolated spot in the foothills of the Mountains. The trip was by Greyhound bus, with launches transporting the men from Henderson Harbor to the Island.

### Millionaires for a Day

To most of us it seemed as though we had entered upon that fantastic sphere sometimes called Utopia. We didn't need money, everything required for amusement, diversion and sustenance was provided. If a fellow wanted to send a post card home, well, they wouldn't even let him buy a postage stamp. You just dropped the card in the Association Island Post Office.

Under the excellent driving of Mr. Fred Green, Greyhound driver, the bus trip was a delight. The meals were top-notch and there were pastimes galore to fit the particular idiosyncrasies of the men. Some fished, some played golf, others enjoyed bathing. Besides, there were shuffle board, tennis, and an outdoor show each day, from New York, talent of the very best.

Primarily, the trip was made to present the Chorus in a concert before the three-hundred-and-fifty or more G. E. distributors who were at Camp Merchandise in convention. The concert was given in "Town Hall" a place well known to many who have

been guests at Association Island. The numbers were received with enthusiasm. They included chorus numbers, a piano solo by Sylvester Novelli, tenor solo by Tommy Weir and the R. G. and E. Hill Billies.

Upon getting home, many of the men found themselves inclined to forget to pay for a soda, a cigar or a lunch. For two days money was so unnecessary that it just got to be a habit. One of the greatly appreciated offerings at the Island was the band concerts of the famous Seventh Regiment Band, of New York, under the leadership of Major John Bowles. The band gave a final serenade to the chorus before it left the Island on Monday night.

The singers were given a souvenir program as a memento of the occasion. It was made possible by the generosity of the Gould-Farmer Company, Inc., of Syracuse. Mr. Farmer spent a lot of time with the men and his solicitation for them resulted in his being voted in to be an honorary member of the chorus.

### Treated Like Kings

The General Electric official personnel at the Island treated the chorus in Princely style. Every General Electric employee was courtesy personified. Altogether, it was a trip never to be forgotten, one for which every member of the chorus say "Thanks a Million" and that includes everybody who had anything to do with the planning or consummation of the outing.

### Fast Work

Three blood transfusions were necessary to save a patient's life at a hospital. A brawny young Scotchman offered his blood. The patient gave him \$50 for the first pint, \$25 for the second pint—but the third time he had so much Scotch blood in him that he only said "Thank you."



Association Island views. 1—Air-conditioned and water cooled. 2—Frankie and Tiny. 3—Launching one swell time. 4—Robbie enjoys himself. 5—Not bad for tenors and barytones. 6—Fred Green, Greyhound impresario, resting his nerves. 7—Kid O'Brien tackles Kid Pluto-crat, Chet DuPont. 8—An oversize foursome. 9—Schmirty cultivates the President. 10—Fishing de-luxe. 11—Tommy Weir shows 'em how. 12—The life of Reilly. 13—The Association Island Elm. 14—Lucky horse-shoes. 15—Sylvester Novelli warms up. 16—Ain't we got fun.



## "Golden Glow" Highway Lighting Installed on St. Paul Boulevard

J. P. HAFTENKAMP

The turning on for the first time of the new St. Paul Boulevard sodium-vapor lights was a gala event. People from all over town, and from Irondequoit and St. Paul Street and neighboring streets in particular, swarmed the roadside. There were ceremonies, festivities, a parade and the "Path of Gold" surely got away to a fine start. Our pictures tell the story as seen by the eye of the camera.

WITH the installation of the newest and most modern highway lighting system in St. Paul Boulevard, Monroe County takes a pronounced step forward in the promotion of safety for both motorists and pedestrians. The installation, which was recently completed, is the largest of its kind in the United States, surpassing in size the installation on the West Coast, located on a 2.9 mile stretch of highway between Tacoma and Fort Lewis, and consisting of 66 sodium units. The St. Paul Boulevard project, with its 105 golden-hued sodium-vapor lamps marks the first extensive use of sodium lighting in a residential area where unusual road and traffic conditions demand the most effective methods of highway illumination.

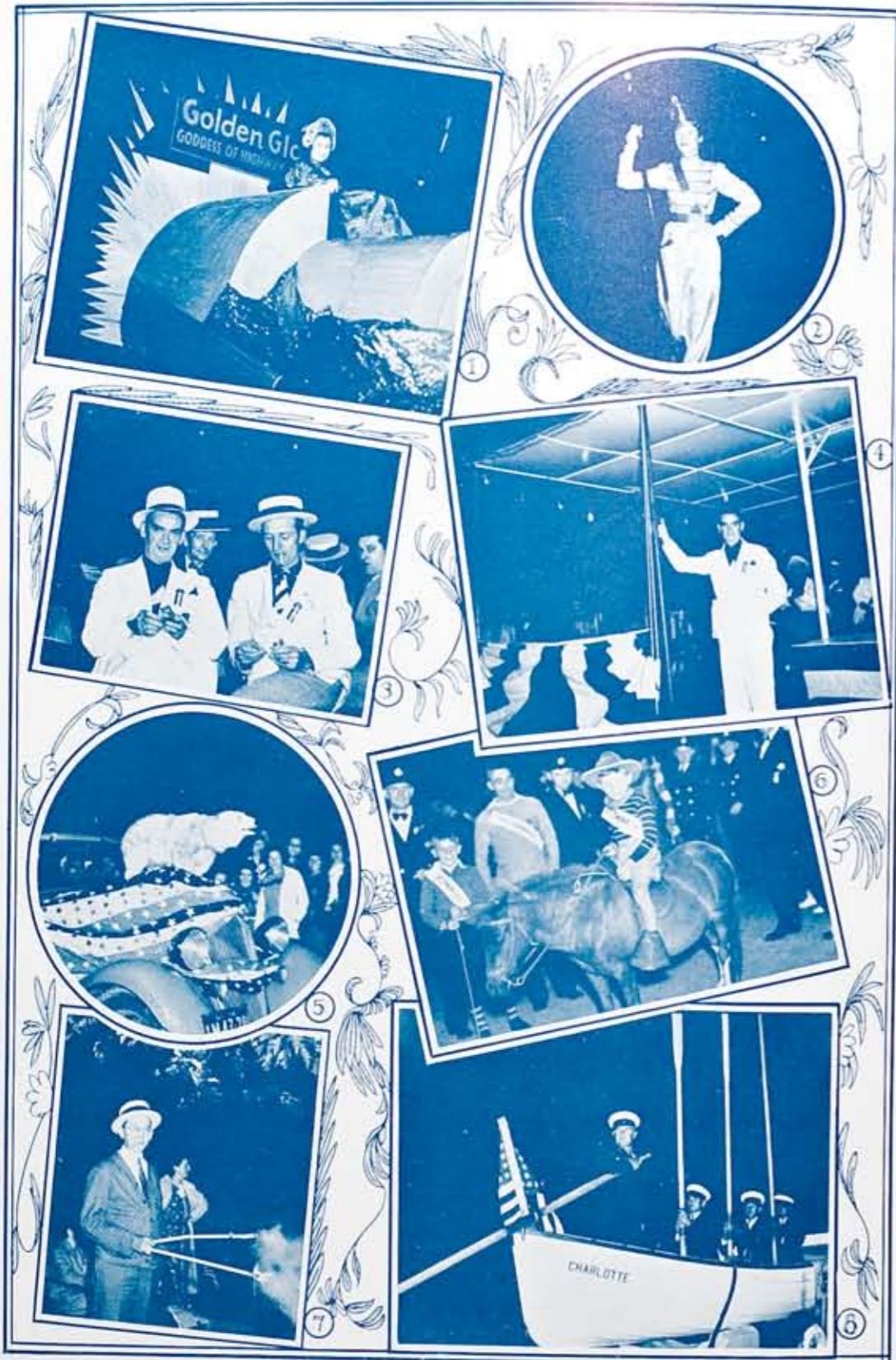
The installation was authorized by

the Board of Supervisors, after extensive study of its Good Roads Committee, in cooperation with the Rochester Gas and Electric Corporation. St. Paul Boulevard, carrying a heavy flow of traffic to Lake Ontario, and scene of several serious motor accidents, was chosen for the first permanent local installation of this new type of highway lighting. The decision was influenced by a demonstration of sodium-vapor lamps on the recently opened University Avenue Extension, running from Blossom Road to East Avenue, and which occasioned wide-spread favorable comment from both safety groups and the general public. The demonstration consisted of fourteen sodium-vapor lamps, easily recognized by the soft, golden-orange color and emphasized the need and

(Continued on Page 234)



View of the Company's float in the parade. It utilized one of the new lighting fixtures together with a colorful design typifying power. The Goddess of Highway Lighting enthroned on the dias, was Miss Mary MacPherson.



1—Miss Myrtle Reisig, 4274 St. Paul Boulevard, who was a "Goddess" for a night atop the R. G. and E. float, the "Golden Glow." 2—What's a parade without a drum-major. She is Winifred Hudson, of the British Legion Junior Band. 3—Irondequoit and Greece supervisors talk it over. Thos. E. Broderick and Gordon A. Howe dignified the ceremonies. 4—Mr. Broderick turns the switch that brought forth the "Golden Glow" of light, amidst the acclaim of thousands of light "fans." 5—White City's float. It was a "bear." 6—Little Tommy Naylor at the carnival festivities. 7—Frank Smith, boulevard resident, had his own fire works. 8—Charlotte Coast Guard float plowed through the sea of golden light.



## Trooper Drama Broadcast Wins National Radio-Award

*A combination of fine acting, excellent stories to portray, the best that music can afford and excellent direction—these are some of the factors which helped bring a national radio-award of excellence to the Company. This news will not surprise the thousands of listeners who have found the "Trooper" dramas from true life to be "tops" in their radio curriculum.*

At the recent convention of the Advertising Federation of America, held in Boston, the State Trooper radio program sponsored by the R. G. and E. was declared to be one of the outstanding programs sponsored by any utility and the Rochester Gas and Electric Corporation was awarded a handsomely engraved certificate attesting that distinction.

The competition, in which practically every utility company using radio, was entered, was held under the direction of the Public Utilities Advertising Association, which is a section of the Advertising Federation of America.

Included among the judges was Powell Crosley, Jr., President of the Crosley Radio Corporation of Cincinnati.

In a letter to President Herman Russell informing him of the award the chairman of the contest committee said: "You are to be congratulated as the competition in the 1936 contest was severe and the judges were extraordinarily exacting. Practically every utility of consequence was entered."

Credit for the excellence of the State Trooper broadcasts goes to the Troopers themselves for their fine cooperation; to Wayne Shoemaker, the able script writer who dramatizes the actual cases taken from Trooper files; Jack Lee, production manager for WHAM who stages the presentations; the talented cast of local actors who play the various roles; general manager William Fay, announcer, and Charles Siverson and his excellent orchestra.

### Arthur Kelly Speaks

Joseph P. MacSweeney and Arthur P. Kelly represented the Company at the convention and brought home the award of excellence. Mr. Kelly was one of the speakers in a radio symposium which occupied one of the sessions, taking as his theme: "How utilities can use radio effectively."

A dinner guest in a Virginia home was telling his host how to prepare ham that would be even better than the famous Virginia ham.

Guest: "Place the ham in a deep pan and the first day soak it in a bottle of rye whiskey and let it cook a while. The second day add a bottle of Jamaica rum, and the third day a bottle of port wine and the fourth day a bottle of Bourbon."

Host (turning to the colored cook): "What do you think of that?"

Negro Cook: "Ah don't know 'bout de ham, but it sho' sounds like mighty fine gravy."



Major John A. Warner, Superintendent of the New York State Police, whose headquarters are at Albany.

State of New York  
EXECUTIVE DEPARTMENT  
Division of State Police  
Albany

July 8, 1936

Mr. Arthur P. Kelly  
Rochester Gas & Electric Corp.  
Rochester, N. Y.

My dear Mr. Kelly:

I was delighted to learn that State Trooper Program which is sponsored by the Rochester Gas and Electric Corporation, over Station WHAM, won the award of excellence at the recent convention of the Advertising Federation of America.

I have followed with much interest the State Trooper Program. To my mind it has been a splendid thing to acquaint the people in the western part of the State with the various activities of the force and has certainly brought them nearer to many thousands of people.

Thanking you for your interest,

Yours very cordially,  
John A. Warner  
Division of State Police  
John A. Warner, Supt.



We broke one of the photographic "Ten Commandments" and told these members of Station WHAM's studio staff to look right at the camera. We wanted you to see them, face to face, and here they are. Left to right are: Jack Lee, production manager and director of the "Trooper" radio dramas; Birdsell Holley; Wm. Fay, General Manager; Tom Murray; Allen Sisson; Gene Lane; Mary Louise Taggart; Arthur Austin; Phil. Van Tassell; Jack Bartash and Hazel Cowles.



# The Story of the Development of Electric Utilities of Rochester

THOMAS H. YAWGER

THE two most colorful eras in American history are the pioneering and electrical ages. In the pioneering era our forefathers, by dint of toil, hardship, and sacrifice, conquered the wilderness. They opened the pathway to civilization. They made possible the development of this nation into the most progressive and enlightened of all nations. They set the stage for the creation of a system of industrial accomplishment that has been the envy of every other country on the globe.

The electrical age found ready and waiting a land, a people and an opportunity. Electrical genius, like the wand of a mighty magician, touched with its beneficent influence the home, the farm, and the factory. It worked new miracles. It brought light into darkness. It lifted the burdens of millions of people. It gave new and vital impetus to industrial progress. It wrought amazing accomplishments and marvelous economies in manufacturing fields. It gave to the American home the highest standard of living since the dawn of civilization.

## Grew Up with the Electrical Age

Some people may facetiously hint that I personally date back to the days of those early settlers who hewed cities out of forests, I cannot claim any direct association with that stage of America's development. However, I grew up with the electrical age and have been an active participant in it almost from that October day in 1879 when Thoms Alva Edison gave to the world its first incandescent electric lamp. I have lived with it ever since and in this series of articles I propose to sketch something of the background of the development of electric utilities in Rochester. My chronicle will not be an autobiographical story. I shall not relate my own personal experiences. Rather, will it be a detached story of men and events concerned with the foundation and growth of the present electrical system of the Rochester Gas and Electric Corporation.



The electrical age, the local beginning of which Mr. Yawger writes about in this article, found ready and waiting a land, a people and an opportunity. It lifted the burdens of the people and brought a new and better standard of living that was to mark America as the land where even humble homes could generally enjoy blessings heretofore associated only with the fiction of Aladdin and his lamp.

ELECTRICITY first became available as a light source to the people of Rochester by the initiative and courage of a few business men willing to invest their money in this new method of furnishing light for general distribution from a central station.

This article deals with the promotion, the corporate, and financial aspects as they relate to the time of the practical and technical work in forming the foundation of present modern and efficient electrical system of the Rochester Gas and Electric Company.

## Water Power

As the water power of the Genesee River had a great influence on the development of the electrical industry in Rochester, an outline of the way in which the river flow of the Genesee River was divided will be described.

There were originally five dams across the river,—viz., State Dam at Brooks Ave., Court St., Central Ave., Hasting St., Brink of Lower Falls. These dams diverted the river flow respectively into the Erie Canal feeder at Brooks Ave., into the Johnson and Seymour Race on the east and the Carroll and Fitzhugh Race on the west side of river at Court St., into the Brown's Race on the west side and the East Race on the east side at Central Ave., into the Genesee Paper Mill Race on west side of river at Hastings St., and into the Hydraulic Power Co. Race operating the compressed air plant on the east side at the brink of Lower Falls.

These six races each had a different method of proportioning water between the individual owners, according to the number of rights or as

originally designated. "Run of stone," that is the number of mill stones that could be operated from each owner's share of water. This run-of-stone rating led to continuous litigation among the share owners until finally the Supreme Court, being burdened with so many cases, appointed three "officers of the court," or as now designated, "Commissioners of Race" for each race with full authority to apportion, regulate, assess and operate in all matters pertaining to each race. The different set of Commissioners worked out a solution for each race as follows:

The Johnson and Seymour Race was divided into 19 first rights and 32½ second, third and fourth rights, the fourth rights being first deprived of water when the river flow decreased to a certain amount, and then the 3rd and 2nd progressively as flow still further decreased, leaving only the nineteen first rights for division of water when flow reached a low of 150 cubic feet second, this division being accomplished by width of opening to fore-bay allowed from race and by raising the sills by means of mechanism attached to same.

## Carroll and Fitzhugh Race

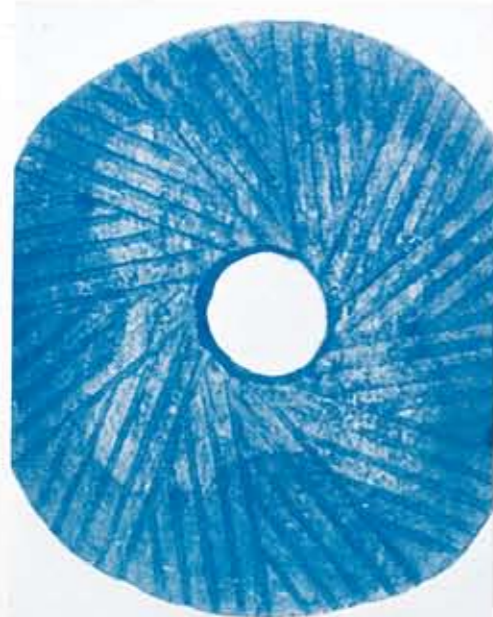
The Carroll and Fitzhugh Race was divided into 76 first rights, each right being 12 inches in width and sills all of the same elevation. The Brown's Race was divided into 80 first rights of 7½ inches in width and sill elevation graduated to the longer hydraulic gradient on this race. The East Race opening on the river and sill elevation was calculated to allow one-half of river flow under all conditions. The Paper Mill Race and the Compressed Air Company Race each had total river flow at all stages of flow.

Mr. Yawger's article on the history of the development of the electrical utilities of Rochester will run in Gas and Electric News for the next four or five issues. Written by a pioneer in the electric field, who grew up with the industry, it will comprise a welcome and needed addition to the industrial history of this city. Watch for this story each issue, and if you desire extra copies of any issue we shall be glad to send them to you. Make your request to Gas and Electric News, Gas and Electric Building, 89 East Avenue, Rochester, N. Y.









Mill stone from one of Rochester's first grist mills. Early industries used large amounts of power in relation to the number of men employed, as compared to today's efficiency.

Water St.—the present location of Station 4.

This power company was transmitting mechanical power—the only known method at this time—by means of a long wrought iron shaft extending from the plant to near Andrews St. and served a number of buildings with mechanical power for their various industries along this street. This shaft was connected thru pulleys and vertical rope drive to water wheels located 90 feet below the brink of the Upper Falls. These water wheels are still operating (July, 1936) but instead of mechanical power, are driving electric generators.

Later the property was purchased and additional equipment added and at the time of the consolidation in August, 1892, there were in operation 4 Leffel 450 H.P.—2 Poole and Hunt 800 H.P. water wheels, driving, besides the power shaft, 10 Weston 20 K.W. arc dynamos—1-500 volt 500 light (35 KW) Weston D.C. generator for incandescent lighting—2 Western Electric 50 K.W. arc dynamos.

In 1884 this company experimented with a 500 light 500 volts Weston D.C. generator for incandescent lighting, (each lamp being of only 50 volts, it required that 10 lights be run in series in one circuit) and obtained some business with the following flat rates:

For each 16 c.p. carbon incandescent lamp purchased by customer. . . . . \$6.00 per month

Same lamp furnished by company . . . . . \$10.00 per month

#### Second Central Station

The following year, in July, 1881, a second electric company was formed by:

Geo. E. Jennings  
Frederick Cook

G. C. Buell  
J. W. Martin

all of Rochester, N. Y., and incorporated under the name of the Brush Electric Light Company, with a capital stock of \$100,000.00. This company selected the arc lamp and dynamo invented by Charles Brush and manufactured in Cleveland, Ohio. One 40 light dynamo and lamps, wires, etc., were ordered and dynamo installed in building owned by Arthur C. Smith on N. Water St. with a lease of 6 months for room and with power derived from a steam engine receiving steam from boiler in same building.

#### Station 15 Erected

In the meantime lease with privilege to purchase was made with the Ellwanger and Barry interests for property and water power on west side of River at the Middle Falls. (Later entire property and water rights on this race were purchased and electric station Number 15 was erected). This property consisted, at that time, of an old saw mill receiving water from paper mill race, with a head of 29 feet.

The saw mill building and water wheel were rearranged for driving dynamos, of which six (6) fifty (50) light machines were required to take care of load.

#### Annual Statement—January 1883

Amount of capital stock . . . . .	\$100,000.00
Amount paid in . . . . .	100,000.00
Total indebtedness . . . . .	19,084.00

The need for still *more* and still *more capital* to increase plant capacity was rather discouraging to some of the directors and a resolution to sell the company to other interests was lost by vote of 5 to 3. Another resolution to purchase property and water rights on the east side of River at the Lower Falls, belonging to a compressed air company, was carried and property and water rights—the present Station 5—was purchased.

#### Fantastic Undertaking

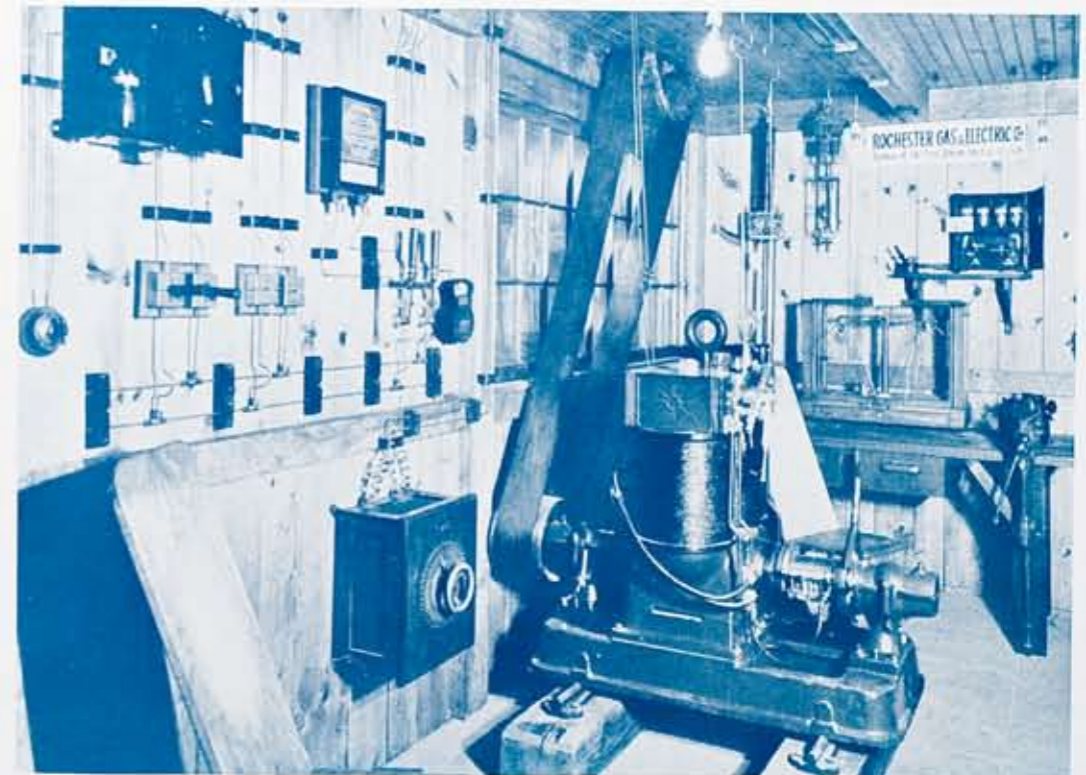
This compressed air company was promoted just before the possibilities of electricity were apparent, the idea being to lay pipe up the river bank from the plant to St. Paul St. and supply air to compressed air motors

for the propulsion of street cars which also carried a storage tank supposedly large enough for one round trip.

The following method of compressing air at this plant was ingenious but not very efficient: Two vertical 5-foot penstocks 92 feet high were connected from Race to a long horizontal 5-foot pipe at foot of falls and by alternating the filling and emptying the vertical penstocks with water the horizontal pipe was calculated to accumulate enough compressed air to supply power for a number of street cars.

This undertaking was abandoned shortly after starting due to inefficiency of method and lack of storage capacity on cars. Only enough air to propel car from Driving Park Ave. to the Rome, Watertown and Ogdensburg R. R. crossing on St. Paul St. (approximately  $\frac{3}{4}$  mile) could be stored on the one and only car that reached this point.

(To be continued in our September issue)



The Company's electric Station Number One, formerly located on Edison Street, Rochester, N. Y. This is from a photograph of the reconstructed station as used in the Company exhibit at Rochester's Centennial Exhibit in 1934.



## Howie Kiefer Crowned Company Golf King

WHEN Howie Kiefer won the recent Company golf tournament, at the Midvale Country Club on August 8, we began trying to get a photograph of him. Howie was on vacation and, (you guessed it) was playing golf practically all the daylight hours. Mrs. Kiefer told us that he had gone away that certain morning to some little town near Rochester where there was a "sporty nine-hole course."

"Well, we shall come around tomorrow and try again" we said. With



Howie Kiefer, dispatcher in the Line Operation Department, who copped first prize honors in the tournament which was keenly contested. It showed what a lot of golfing talent the Company has, from officials to rank-and-file.

an amiable smile Mrs. Kiefer advised us "You sure better make it early." So you see what a good golfer's wife has to put up with.

We never did get Howie's picture. We just borrowed an old one and took him bodily from a photographic four-some he had been "snapped" with up in the Mountains a couple of summers ago. Oh Yes, we did find the Company's champ golfer home the morning we went to borrow the photograph from Mrs. Kiefer. Howie really was at home. And the only reason for this was that he had a "charlie horse" in his back and favored it a bit that morning.

"Are you staying in today?" we asked him. "No-sir-ee" replied Howie. "I'm off for the links, pronto, I'll show that 'Charlie Horse' it can't spoil my fun, not on my vacation."

### The Following Report of the Tournament was Written by Art Kelly

Howie Kiefer, genial dispatcher of the Line Operating Department, is the new R. G. and E. golf champion. "Howie" dethroned Vice-President Joseph P. Haftenkamp in the annual company tournament held at Midvale Country Club on Saturday, August 8. Fifty-nine golfers turned out and the wail over three-putted greens as they chalked up their scores was sadder than a taxpayer's future. Scores ranged all the way from Kiefer's fine 82 to Walter Paine's disastrous 127.

Kiefer was "hot" going out, clicking off a smart 37, but slipped to a 45 on the incoming nine. His low gross score won him an electric clock and three golf balls. Second low gross showed a tie between Charles Hoffmeier and James Dick with 83's while President Herman Russell crowded the

leaders with an 84. There was a triple tie for low net in class A with Mr. Russell, R. G. Miller and Joseph Strub sharing the honors.

In Class B (those with handicaps of 20 or more), Don Kresser and C. Luitweiler tied for low gross with a pair of 93's. Clinton Cole, with 94-24=70 carried off low net in this division.

### Lots of "Ties" Plenty of Prizes

Because of the great number of ties it was decided to give special prizes only to the winners of low gross and low net in each class and to award a golf ball to every other entrant who turned in a score. The committee in charge of the tournament, consisting of Ivar Lundgaard, chairman, J. Gordon Ross and Art Kelly acknowledged with gratitude donations of prizes from "Hap" Ward, "Buck" Farmer, Jack Royce and Ed Hubbs.



A post-mortem on the foursome results. These four Company directors were regularly entered in the competition. From left to right they are: Herbert J. Winn, president and treasurer of Taylor Instrument Company; Charles Winslow Smith, treasurer of the Sherwood Shoe Company; Herman Russell, president of the R. G. and E. Corporation and John P. Boylan, president of the Rochester Telephone Corporation.

## Nation's Food Loss Cut by Artificial Cooling

MECHANICAL refrigeration has greatly reduced for the people of the United States the annual loss that results from spoiled food. When it is considered that about seventy-five per cent of all of our food is perishable, the problem of food preservation becomes an important one, comments the New Jersey Public Utility Information Committee.

Right here in this State the value of artificial refrigeration is very evident. New Jersey residents can have fruits and vegetables the whole year round, fresh from the South or West. Meats and other perishable foods are brought to us in perfect condition from the middle or far West.

See our new gas heating equipment at the Rochester Industrial Exposition.



**"Golden Glow" Highway Lighting**

(Continued from Page 223)

value of proper highway lighting, particularly in view of the fact that more than half of the highway fatalities occur during the hours of darkness with only a quarter of the day-time traffic volume.

A semi-ornamental underground-fed standard or lamp pole was selected. With the exception of two short sections of the Boulevard where trolley tracks prohibit poles at the curb line, the entire installation will be independent of existing overhead facilities.

There was no question as to the need for lighting the Boulevard. The heavy traffic, past accidents, the unusual trolley track problem—all spoke for the need. Lighting by auto headlamps is insufficient and unscientific and in cases of glare from oncoming headlights the job of proper seeing is often impossible.

Safety campaigns directed to public education, and enforcement of traffic regulations, together with better roads and improved automobile design, have proved effective in helping to reduce day-time accidents, despite increased traffic volume and speed. They have had little or no effect, however, on the night traffic accident rate.

The rising tide of night accidents emphasizes the need for highway lighting. An analysis of "before and after" results on lighted roads indicates that adequate highway lighting decreased night accidents as high as 50%, and the cost of this lighting was only a little more than 5% of the original cost of the highways.

In the United States there were 37,000 deaths from automobile accidents in 1935. In addition there were 105,000 cases of permanent disability and 1,180,000 cases of temporary disability, all growing out of traffic accidents. In New York State alone last year there were 2,917 automobile fatalities, of which number 1,607 or

55 per cent, occurred during the hours of darkness. If proper highway lighting can decrease night traffic accidents 50 per cent, as tests made in various locations have demonstrated, certainly there is no safety factor that can be as economically and as effectively utilized as adequate lighting of main highways.

Highway lighting not only promotes safety by helping to prevent accidents, but also reduces strain on the eyes and brain, which means increased seeing comfort.

The motoring public pays an enormous sum of money for its yearly accident total, to say nothing of the lives lost. National figures by insurance companies and safety organizations along with studies by various state motor vehicle bureaus have revealed a death and disability toll, due to night driving, which has eclipsed, for a corresponding period, the casualty rate of our American forces during the World War.

The University Avenue extension safety lighting demonstration clearly showed, and the St. Paul installation will further demonstrate, that sodium lighting increases safety by providing adequate, glareless, illumination for quick vision and is particularly effective in bad weather.

Monroe County has a right to be proud of such a forward step in making highway lighting mean safer roads and safer driving.

**Correction**

A school teacher, after examination of the pupils in her class by the school nurse, wrote the following note to the parents of a certain little boy:

"Your boy, Charles, shows signs of astigmatism. Will you please investigate and take steps to correct it."

The next morning she received a reply from the boy's father who wrote:

"I don't exactly understand what Charlie has done, but I have walloped him tonight and you can wallop him tomorrow. That ought to help some."

**GENERAL INFORMATION**

*Net Increase in Consumer's Meters for Year Ending June 30, 1936*

	June 30, 1936	June 30, 1935	Increase
Electric	131,481	129,374	2,107
Gas	109,454	109,951	497*
Steam	315	306	9
<b>Total</b>	<b>241,250</b>	<b>239,631</b>	<b>1,619</b>

*Statement of Consumer's Meters by Departments as of June 30, 1936*

	Electric	Gas	Steam	Total	Incr.
1926	85,212	95,788	199	181,199	
1927	93,698	99,517	272	193,487	12,288
1928	102,134	104,116	317	206,567	13,080
1929	112,704	108,160	323	221,187	14,620
1930	117,490	109,226	349	227,065	5,878
1931	120,333	109,730	341	230,404	3,339
1932	126,927	109,284	329	236,540	6,136
1933	126,647	108,425	316	235,388	1,152*
1934	128,171	109,088	312	237,571	2,183
1935	129,374	109,951	306	239,631	2,060
1936	131,481	109,454	315	241,250	1,619

Incr. in  
10 Yrs. 46,269 13,666 116 60,051 60,051

*Net Increase in Consumer's Meters by Months*

	1933	1934	1935	1936
January	258*	54*	16*	329*
February	86*	86*	55*	451*
March	460*	93*	55	182*
April	128	266	206	318
May	134	366	281	540
June	94	332	314	506
July	7*	172	233	
August	132	281	153	
September	517	249	324	
October	318	203	211	
November	281	191	121	
December	211	179	175	

	Month of June 1936	Month of June 1935	Increase
KWH Generated—Steam	10,487,306	3,378,486	7,108,820
KWH Generated—Hydro	11,272,286	12,837,305	1,565,019*
KWH Purchased	11,711,928	14,466,624	2,754,696*
M Lbs. Commercial Steam Produced	51,607	46,973	4,634
MCF Coal Gas Made	377,090	364,387	12,703
Tons Steam Coal Used	12,295	8,070	4,225
Tons Gas Coal Used	34,703	33,537	1,166
Tons Coke Made	23,755	22,219	1,536

	June 30, 1936	June 30, 1935	Increase
Number of Employees	2,465	2,336	129
Amount of Payroll—Mo. Ended	\$ 412,412	\$ 362,139	\$ 50,273
Amount of Payroll—Yr. Ended	\$4,502,258	\$4,211,255	\$291,003
Miles of Underground Duct	2,037	2,031	6
Miles of Underground Line	3,007	3,000	7
Miles of Overhead Line	8,442	8,223	219
Miles of Gas Main	827	820	7
No. of Street Arc Lamps	1,395	1,395	—
No. of Mazda Street and Traffic Lamps	26,179	26,010	169
Total Number of Street Lamps	27,574	27,405	169

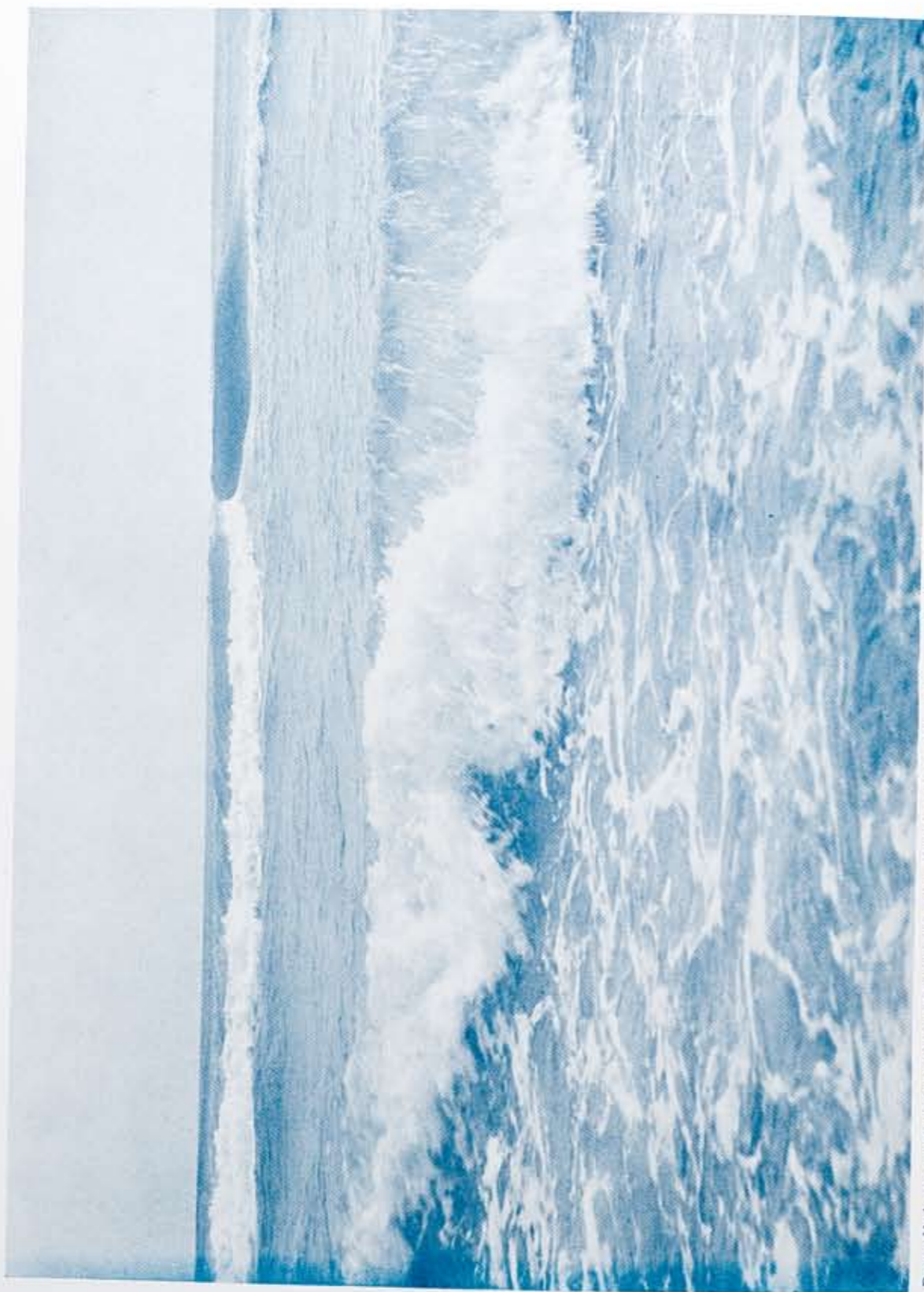
\*Denotes Decrease

**EMPLOYEES' BENEVOLENT ASSOCIATION**

*Cash Statement for June, 1936*

<i>Receipts</i>		<i>Disbursements</i>	
Balance 1st of month	\$18,888.68	Sick Benefits	\$ 1,137.01
Dues and Fees—Members	900.06	Accident Off-Duty Benefits	30.43
Dues and Fees—Company	900.06	Family Sickness	0.00
Rochester Hospital Service Plan—Members	761.02	Medical Examiner	1.50
Company	388.48	Nurse's Expense	100.00
Interest on Bank Balances and Investments	310.24	Payment to Rochester Hospital Service Corporation	1,149.40
<b>Total</b>	<b>\$22,148.54</b>	Purchase of R. G. and E. Corp. Gen'l. Mtg. Series F 4% Bonds Plus Accrued Interest	15,625.00
E. B. A. Membership June 30, 1936	2,188	Balance end of month	4,105.20
Members participating in Rochester Hospital Service Plan June 30, 1936	1,214	<b>Total</b>	<b>\$22,148.54</b>
		E. B. A. Membership June 30, 1935	2,139





Beautiful sea-scapes taken some time ago by Mrs. Herman Russell while vacationing in New England. It reminds one of what Alexander Smith said about the sea: "The garrulous sea is talking to the shore; let us go down and hear the graybeard's speech." Save us some vacation pictures for Gas and Electric News.

## Ability Recognized

ALEXANDER M. Beebee, general superintendent of the Gas Department of the Company, recently was elected to the board of trustees of East Side Savings Bank.

Mr. Beebee entered the employ of the Rochester Gas and Electric Corporation in 1916. Four years later, during which he had been steadily advanced, he became assistant superintendent of gas manufacturing. In 1927 he was made superintendent of gas distribution and manufacturing and in 1929 assumed his present duties of general superintendent. He is a graduate of Cornell University from which he received degrees of mechanical engineer and electrical engineer and where he was a prominent athlete.

Recognition has come to Mr. Beebee throughout the country as an expert in the field of natural gas and he has served as chairman of the gas division of the Empire State Gas and Electric Association, of the house heating committee of the American Gas Association, and of the carbonization committee of the American Gas Association.

Mr. Beebee's club affiliations include the Rochester Engineering Society, the Society of the Genesee, American Chemical Society, Conservation League, Chamber of Commerce, Oak Hill Country Club, Automobile Club, University Club, Cornell Club and Sigma Nu Fraternity.

## There's a Picture Ahead

(Continued from Page 219)

We present on our cover a fine picture taken with a Brownie. This picture, with others shown in this issue, were snapped on a sailing trip across Lake Ontario and up to the Bay of Quinte by Messers Walter Brown, of the Rochester Journal and Post Express; Fred Lindtner, of the Sears Roe-

buck Company, and Gilbert Barber, of the Chamberlain Rubber Company. The sailboat shown is the "Rogue."

These sailors set their compass at three points east of north, the "Rogue" nosed into the wind and in eight hours had crossed the Lake, a distance of about fifty miles, to Presque-Isle. On the four-day trip many pictures were taken and they all turned out wonderfully well. Some of them are masterpieces, we think.

So, don't let your Brownie gather dust. Use it. At least take a Kodak on your vacation, carry one on your week-end trips, have it ready for that "Picture Ahead" which is bound to come. Learn to enlarge your small pictures. Get the thrill of being able to get those dramatic poster effects which size lends. If you haven't been able to get the particular kind of more expensive Kodak you eventually will buy—use your Brownie. It just loves to go places and do things with you.

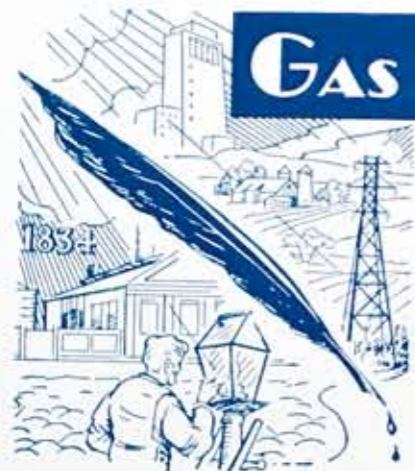
## Rains Red Wine

Recently in France natives of Dinan were startled and puzzled by a curious phenomenon—the heavens let loose a shower of what looked and tasted exactly like wine. Inhabitants took pails and containers of all sorts and collected quantities of the "rain." It had a kick and tasted like the real thing. Some of the natives, however, were worried about the stange phenomenon and one of them, a local druggist, set about trying to explain it. The druggist found that the unique rain contained alcohol, fruit juices and traces of sugar. A member of the French Association of Biological Pharmacists, Georges Rodillon, said that minute bits of fruit containing sugar had undoubtedly been transported by heavy winds during the rainy season and, during the period spent in the air, had undergone fermentation.

—from *Argosy Magazine*



# GAS & ELECTRIC NEWS



## Department Correspondence Staff

EVELYN CROSS	Women's Section
LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumer's Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Ganandaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
GEORGE PUDDINGTON	Domestic Sales
VIRGINIA WOLVERTON	Gas Manufacturing
RALPH MASON	Lake Shore Dist.

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

HERMAN RUSSELL . . . . . *Honorary Editor*  
FLOYD MASON . . . . . *Editor*  
EDITH H. WILSON . . . . . *Associate Editor*

## Security

GETTING news for our magazine is a pleasurable task. Yet, it was not always as easy a one as it has eventually become. We can remember about fifteen years ago, when news gathering seemed quite a difficult undertaking.

In those days we were new to the Company, and all of its employees were practically strangers to us. In the intervening years we have literally grown-up, industrially, with hundreds of fellow-employees who today fall in the category of old friends. Practically all of them exhibit a genuine interest in their Company's magazine and accord its representatives the finest cooperation in regard to news items, personals and other matters.

We often call ourselves a big family. How true this is. When a young man or young woman of the Company marries; when children are born to employees' families; when the young people graduate from High School, go away to college, or have some honor

accorded to them; when employees go on vacations or feature social events—all these items are news, not in an impersonal sense but news having the pull of strong Company ties of association, friendship and mutual regard.

Today, employees even send news to us, call us on the telephone, ask us to drop in for an interview and otherwise make this work of news gathering something to stir the cockles of one's heart. Through it all runs the thread of enduring Company traditions.

One of these fine traditions is the zeal with which outsiders in the community seek to find openings here for their sons and daughters. "The Gas and Electric Corporation is a fine place for a boy or a girl to work" is the substance of what so many parents tell us. And so it is. And there is a justifiable satisfaction in the realization that each one of us is a partner or stockholder in this idealistic set-up. Good wages, fair treatment and wonderful association are some of the dividends we earn.

In getting a personal item recently in one department, we learned that a young woman was to leave our employ following her marriage. She had been with the Company for ten years. Another young woman recently left to take up her duties in her new home

after a service record of fourteen years. This induced us to inquire as to the service records of the other young women in the department. We discovered that the youngest employee in terms of employment had been there three years, and the service records of the nine young women in the department combine to total eighty-seven years.

This department is a fair cross-section of many other departments. Our employees "stick." They know and appreciate the value of that word which is being talked about so much today, around which new legislation is being created, that wonderfully important word—SECURITY.

## Keeping Up-to-Date

WHILE sitting at a baseball game under the "arcs" one night, we had the privilege of conversing with two boys of about fifteen years of age, who sat next to us. They are Alexander Costa, of 81 Greenleaf Street, and William Schulze, of 29 Elton Street. It was the night before the new St. Paul Boulevard sodium-vapor lights were turned on.

The boys began talking about sodium lights. We wondered where they had ever heard about them, and how they could talk so intelligently about them. "We read an article about them in a science magazine, as an assignment from our teacher at Number 31 School" said Alexander.

From these boys we learned things about sodium lighting that we didn't know before. Their knowledge of them exemplifies the value of intelligent reading, and the guiding power of teachers in that connection.

The guidance which young people get in school today can easily result in a thirst for the better kind of reading, the kind that helps to keep one abreast of the times in matters of science, current events, political economy and many other subjects.

When Benjamin Franklin coaxed electricity from the skies with the brass key tied to the tail of his kite, it must have been weeks before children, or even adults of those days heard about it. Nowadays—you can read about today's happenings in tomorrow's paper, read it in one of our many good magazines or hear about it from your teacher in school.

With this modern set-up, the youth of today is bound to mature, mentally, at an earlier age than did boys and girls of the past generation. Their opinions, therefore, can be of no little value in getting a "slant" on public opinion, what people like or dislike and other reactions which are of great value to advertisers of nationally sold products.

Radio programs, more and more, are being created to bring selling messages to children in the home, to young people as well as adults. From all appearances it looks as though youth is really marching on to a constructive spot in the affairs of today, one which youth has earned through a dignified appraisal of present day conditions and through intelligent reading and the influence of our excellent schools.

## Sleeping Helps Memory

Recent tests at Cornell University proved that if a person goes to sleep immediately after memorizing certain kinds of material perfectly, he will recall more clearly and relearn more easily this material after a lapse of twenty-four hours. If he waits a few hours after committing the material to memory before he goes to sleep, he is not apt to retain so much of it.

—from *Argosy Magazine*

## Bully

"Now, girls," said the restaurant manager to the waitresses, "I want you all to look your best today. Add a dash of powder and take a bit more care with your hair."

"Something special?"

"No. The beef's tough."





Virginia Brooks, who recently left the Company, was honored at a party given by her associates in the Consumers Bookkeeping Department. Miss Brooks has been with the Company for over eight years. At the luncheon, which was attended by forty girl associates of Miss Brooks, she was presented with a silk Moire robe and a Yardley set.

On Saturday, June 27, at 5:30 o'clock P. M., Roy Frederick Decker was married to Hermina Helma Liepold, at the Emmanuel Lutheran Church, Thurston Road, by the Rev. Frederick Ressig. The Canaga fund of the Second Floor was called into use and the newlyweds were presented with a fine floor lamp as a token of appreciation from their Company friends. Following the wedding Mr. and Mrs. Decker went on an extended trip through the east, visiting at the Thousand Islands, various points in the New England States and New York City. They are now at home at 36 Ellicott Street.

Mrs. William N. Whitney and Miss Virginia M. Wolverton of West Station recently motored through the Adirondacks, stopping at Dart's Camp, and Saranac Inn.

On a recent Saturday, Mrs. Irene Bolger of the Electric Distribution Department entertained at luncheon and Contract Bridge Miss Gertrude Rinker, Miss Esther Moore and Mrs. Emma Wage. The prize was a salad set of the new Vitrock ware and Mrs. Wage was the fortunate winner.

Miss Doris Rice, daughter of Mr. and Mrs. Charles Rice of Woodbine Avenue, was married to Edgar Gilbert, son of Mr. and Mrs. Delbert Donahue, of Syracuse, on May 30, 1936, at St. Peter's Church. The Rev. Jerome Kates officiated. The bride carried orchids and lillies of the valley. Miss Elizabeth Aitken and Miss Florence Smith were bridesmaids, and Fred Rice, brother of the bride, was best man. A wedding breakfast followed the ceremony at Maggs' for a party of forty-five guests. Mr. and Mrs. Gilbert will reside in Syracuse, N. Y.

Landis Shaw Smith and family recently visited for a few days at the former home of Mrs. Smith, at Muskegon, Michigan. They made the trip via automobile and baggage trailer. Lake Michigan was so cold that thousands of would-be bathers hovered about the shore in the heat of the day. So, the Smiths and their relatives took a cottage for a few days at Twin Lakes. While in Michigan, Mr. Smith, with Emory Powell, attended the convention of the National District Heating Association, at Grand Rapids, Michigan.

Rose Shiro Lando, Coke Sales Department, is about to take up her residence in Corning, N. Y., where her husband is employed. She has been in this department for eight years and will be greatly missed by her associates in the department, most of whom have worked with her during all that time.

On Sunday, July 17, Merton Taylor and Harvey Lannon were hosts to the Manley Class, at Crescent Beach. Forty-one men and women sat down to dinner. This class was organized at the old First Methodist church and its members have remained with the class for some years, even after the consolidation with the Asbury M. E. church. A guest from the Company was Frances Cameron. Mr. and Mrs. Clarence Higgins and Mr. and Mrs. Mason Clapp were in charge of the arrangements. Mr. Higgins is the assistant to the president of the Lincoln-Alliance Bank.

Carl Sorenson of Station Six has just returned from a vacation spent at Keuka Lake. Carl went prepared this year to back up his tall fish stories with actual photographs. We expect to show you some of them later on.



Mrs. Robert Ginna and her little daughter, Margretta.

George Johnson, of Station Eight, has a unique way of catching rats. His technique differs decidedly from that of the Pied Piper of Hamelin, and operates without the benefit of music. George looked out the station window one morning and saw a rat playing about the yard, with a neighboring dog as looker-on. George went down and poked around, the dog registering keen delight in the activity. Suddenly the rat disappeared. Next, George felt a wriggling in his trouser leg. It was the rat. He had caught him but didn't quite know what to do with him. After a bad moment or two of mental agony, George and his pals freed him from the rodent. "Well," said George, "that's one way to catch a rat."

The Misses Frances Cameron and Thelma Hoesterey collaborated in a linen and kitchen shower in honor of Edith Holdgate, and her fiance, Mr. Hugh Wilson, on the evening of July 29, at the home of Miss Cameron, 345 Beach Avenue.

Following an excellent dinner, at which President and Mrs. Herman Russell were guests of honor, employees of the Public Relations Department and friends enjoyed a happy evening. Many useful gifts were presented Miss Holdgate, the most imposing of which was a Hostess set. Frederick W. Fisher, manager of the department, presented the gifts, among which was a miniature rolling pin, in an interestingly humorous manner.

Mr. and Mrs. J. Harlan Cooper, with Mr. and Mrs. Frank Randall spent one week at Thirteenth Lake. They fished in Blue Mountain Lake and climbed 3,595 feet up into the clouds, plus a one hundred foot fire watch tower. The climb took about two hours, and they were ready for a good repast when they got down to normal again.



Grace Rockwood and Laura Morrill, of the Telephone Department, spent several days recently hiking in the beautiful country around Bloomfield, N. Y. They visited at the home of relatives, on a farm, and had a lot of fun riding the potato cultivator and getting acquainted with other features of farm life.

Dorothy Paula Muhs, daughter of Mr. and Mrs. William Muhs of Conkey Avenue, was married to Edward J. Kurrasch of this city, recently. The ceremony was performed by the Reverend Herbert E. Plehn, at St. Mathews's Evangelical Church. The bride was attended by her sister, Miss Amy Muhs, and Miss Marion Kramer, niece of the bride, was flower girl. On their return from a motoring trip to Washington, D. C., and other eastern cities, Mr. and Mrs. Kurrasch took up their residence at 67 Eiffel Place, where they are at home to their many friends.

Gertrude Shippy Moore, who now resides in Arlington, Mass., recently became the mother of a fine baby boy, named Terry, who has auburn curls. His aunt, Miss Esther Shippy, recently visited them at Arlington, and swam in the Atlantic Ocean for the first time.

Evelyn Ryan recently enjoyed a nice visit to New York City and other places in the East.



Thelma Dys, right, and Mildred Baart starting out on their motoring vacation throughout the east



The three little Peper, children of Mr. and Mrs. Harold Peper

Harold Peper just made us a visit, bringing with him a picture of his three children, which are shown above. Harold has been with the Company for seven years, and is a switchboard operator at Station 4. The children are, left to right, Robert, aged eight; Dorothy, aged eleven months, and Alice, who is now over two years old. Surely, they are the "Three Little Peper."

Charles Hague, third floor statistician, came in one noon after having seen the East Avenue display window featuring the baby pheasants. It was about the time Mr. Angus McKay was breaking in a new crew of boys and girls in the third floor Mailing Department. "Why are the chicks in the window like Mac's boys and girls" asked Mr. Hague. We gave up and he continued, "Because, there's a new one every day and they run around like the chicks in the window."

Jack Sharkey, General Sales Supervisor, with his family spent a wonderful vacation at his cottage at Grand View Beach. One of Jack's favorite vacation pastimes was outboard-motoring.

Andy Furstoss, supervisor of electric Sales, took his family to Fourth Lake, in the Adirondacks for their annual vacation. The fish didn't bite to suit, but there were plenty of pastimes to enjoy, including swimming, which were thoroughly appreciated.

The Purchasing, Traffic and Stores Records Departments staged a very enjoyable outing at Willow Point on Wednesday evening, June 24th. The program of the evening, which followed a delicious steak dinner, consisted of tennis, golf, shuffleboard, and other games followed by dancing.

Helen Garvey, of the Stores Records Department, recently returned from a very enjoyable trip to the Adirondack Mountains where she was a guest at the Rocky Point Inn, Fourth Lake.

The Women's Section activities were successfully brought to a close for the summer season on Monday evening, June 22nd when eighty-five girls participated in an outdoor picnic at Helen Smith's home at Forest Lawn.

The enormous meal consumed did not deter the girls from vocalizing in a song-fest, and producing such melodious sounds that the Reserves were called out at Forest Lawn to discover where the beautiful music was coming from. The remainder of the evening was spent in games, and dancing.

The Rochester Women had the pleasure of entertaining Rochester Gas and Electric women employees from the various district offices. Those who attended came from the East Rochester, Canandaigua, Wolcott, Sodus and Fillmore offices.

## Women's Chorus Entertained

Recently the singing troubadours motored east to the vicinity of Victor and then were escorted by foot to a cozy little camp nestled in the hills. Mr. and Mrs. William Hudson, our genial hosts, welcomed their guests in true rustic fashion.

Following an afternoon of hiking, marksmanship lessons, and sun basking, the group partook of a delicious outdoor picnic supper. Alvina Kier, Social Chairman with her committee of Mary Powers, Grace Rockwood, Doris Aiken and Dorothy Wallman were in charge of the arrangements.

Emil Schreiner, the barnyard golf impresario from Smiles Drive, Irondequoit, has a fine lighted two-court pitching layout in his back yard. It is the headquarters for the Smiles Drive Horseshoe Club which is turning out some fine pitchers. Soon some of the best are to compete for honors with other Rochester pitchers at the Rochester Horseshoe Club, Mount Hope Avenue.

From Blamkenberghe, Holland, came a postcard from Dan Dronkers, who has been visiting his mother, whom he had not seen for some years. Mrs. Dronkers stayed at home to take care of little Dan Junior, who is about six months old.



This picture by Gordon Calderwood of East Station might be called "At home abroad." It shows the Alps Mountains as they appeared last winter at East Station. If you are still confused a bit, let us explain. Gordon saw a pile of material used in the gas purifiers, in contour reminding him of a mountain range. The snow lying upon them, and the peculiar lighting of the setting sun completed the illusion. Isn't it nice? Why go abroad when you (if you have an eye for beauty) can find the Alps in your own back yard. These synthetic Alps, by the way, were fifteen feet high.



Mr. Edward Schofield of the Industrial Department has been appointed manager of the Company's House Heating Service Department. Mr. Mr. Schofield's ample experience in the Gas Shop and Industrial Departments will be reflected in terms of genuine satisfaction to the Company's hundreds of house heating customers.

Following fifteen years of practical experience in the Gas Shop Department and house heating activities, Mr. William Jarvis has been promoted to assistant manager of the House Heating Service Department. He is associated with Mr. Edward Schofield, at Andrews Street.

Thomas Irwin, employed for the past twenty-three years in the Gas Manufacturing Department at East Station, went to New York and saw the Schmeling-Lewis fight. He also visited friends in Baltimore, Maryland, staying with his sister.



Einez Janet Geiger, daughter of Mr. and Mrs. Wilbur Geiger, and granddaughter of Cecil Goodwin. Janet was a bit worried. Her dolly was sick.

## Mailing Picnic at the Smiths' Shack

THE ninth annual picnic of the Mailing Department was held this year, as usual, at the Smiths' Shack, Bushnell's Basin. It was a social combination in which Troop Six, Boy Scout organization also participated.

The Mailing Department, with prexy Angus MacKay (we spelled it right this time) is getting to be quite an institution. About fifty boys and girls, present and former employees under Mr. MacKay were present. Many of them have graduated to higher spheres in the Company, but seldom do they miss a picnic in June, at the Smiths' Shack Smiths.

The baseball game ended in a score of 6 to 7 in favor of the Mailing Department. The string chewing contest brought forth much excellent talent. It resulted in a tie between three young married couples, none of which could out-chew the others. Other events were: dart throwing, swimming in the dammed creek pool (not meant to be profane) balloon treasure hunt, roller coaster (narrow gauge) a June walk and other enjoyable events.

The main event was an approximate ten-round bout, with Kid Calories in this corner and everybody else in a big circle or bread line nearby. The food was excellent, and Kid Calories won by a knockout in the solar plexus. Even a slight pain in the "tummy" could not dampen the ardor of the assembled guests, and after picnic supper games and stunts were played about the big camp fire, and songs were sung. Foremost among the games was "midnight sardines." You really must play it sometime.

Jimmy Pollock of Station Six spent his vacation at upper Back Bay, Canada. While it was a fishing trip, it gave him some time to renew old friendships with many of his boyhood friends.

Edward DeGraff, maintenance man at Mt. Morris has a motor boat on the upper Genesee River. Recently, he was able to be of great assistance during an unfortunate accident in which a Rochester woman fell down the Highbanks to an isolated place where it was very difficult for rescuers to get. Mr. DeGraff and his boat made it possible for a rescue party to eventually raise the victim to a vantage point above, by using ropes. George Haywood, deputy sheriff and also editor of the Mt. Morris Enterprise, was in charge.

Mrs. Winifred Sleep Jones' recent fishing exploit should tend to quiet those of her associates who like to taunt her about her fishing proclivities. Recently, Mrs. Jones caught a three-pound pickerel at Mendon Ponds which measured nearly twenty-four inches in length. Mrs. Jones and her husband recently returned from a fine vacation spent in the east. They took an extended trip on the Hudson River and visited friends in Albany and Catskill, N. Y.

Doris Hickok Fulton enjoyed an especially interesting vacation this year. Accompanied by her husband, she drove way out to Snowflake, Arizona, to visit his mother and father. With them, they went to the famous Petrified Forest, the Painted Desert famous in the Zane Gray stories, and the Grand Canyon by way of Flagstaff. They had an opportunity to see many of the places Zane Gray has written so interestingly about, which lent an added thrill to the experience.

This was Mrs. Fulton's first trip to the West. It was especially a happy one because it reunited Mr. Fulton with his father whom he had not seen since he was a little boy one and one-half years old. This sounds like a real Zane Gray story.

Ralph G. Ekstam, of Dr. Starch and Staff, New York, who visits us about

once a month and has many friends in the Company, is the father of a fine baby boy, Ralph, Jr. It just happened that the doctor of the Ekstam family is associated with the Doctors Hospital, New York, where the children of many movie stars are brought by the kindly stork. Perhaps this early environment will register with Ralph, Jr., who knows. He may become a second Robert Mantell. His Dad says it's O. K. so long as he doesn't become a crooner and that seems to be one of his accomplishments to date.

In the presence of a small circle of intimate friends, Miss Edith Evelyn Holdgate, daughter of Albert William Holdgate of Wallasey, Cheshire, England, became the bride of Hugh Harper Wilson of South Goodman Street, the son of the late Dr. and Mrs. Sydney S. Wilson of Nebraska City, Neb.

The Rev. Andrew Gillies, pastor of Third Presbyterian Church officiated at the informal ceremony which took place in the church on August 16, at 1 p. m. Bridal vows were taken before an altar banked with colorful pink and blue summer garden flowers.

Mr. and Mrs. Wilson left for Bar Harbor, Maine. Upon their return, they will be at home after Sept. 1 at 1011 University Avenue.

Entered into rest Sunday afternoon at his home, 650 Wilkens St., Paris R. Lyvers, father of Mrs. James J. Clark. He also leaves his widow, Mrs. Laura H. Lyvers; Mr. Lyvers was for 24 years captain of attendants at New York Central Station.

Funeral was from the home on Wednesday afternoon, July 22, 1936, at 2:30 o'clock., and interment was made at Mt. Hope Cemetery, Rev. Augustus E. Bennett officiating.





A girl admires the tone of a bachelor's voice when there is a ring in it.

#### For Golf

Shorts are ideal for golf, says a fashion writer. Any way you figure it, you go around in less.

#### Static

1st Yegg: "I need glasses."  
2nd Yegg: "What makes you think so?"  
1st Yegg: "Well, I was twirling the knob of a safe last night and a dance orchestra began to play."

#### Bothers His Conscience

A revival service was being held, and one of the partners in a fuel concern had joined the church. He tried to get his partner to do likewise.

"I can't do it, John," replied the partner, when his insistence became irksome. "Who'll do the weighin' if I join?"

#### Going West

And then there was the little girl who signed her arithmetic paper "Mae West" because she done 'em wrong.

#### Done Enough Already

Elmer, aged thirteen, was puzzled over the girl problem and discussed it with his pal, Joe.

"I've walked to school with her three times," he told Joe, "and carried her books. I bought her ice-cream sodas twice. Now do you think I ought to kiss her?"

"Naw, you don't need to," Joe decided, after a moment of deep thought. "You've done enough for that girl already."

#### Likee Jokee?

A guest at a banquet took pains to make himself agreeable to a Chinaman sitting next to him.

Somewhat at a loss for small talk he ventured, after the first course, to inquire, "Likee soupee?"

There was no reply except a genial beam. After the next course he followed up his first opening with "Likee fisbee?" This evoked a still more genial beam.

Later in the evening the visitor from the Far East responded to a toast in perfect English.

On resuming his seat he asked his discomfited neighbor, "Likee speechee?"

#### Too True

Maid: "Madam, the installment man is here again."

Madam: "Tell him to have a chair."

#### Foresight

Sometimes it is advisable to begin love letters: "My dear sweetheart and gentlemen of the jury."

#### Could "Take" It

"He was a man who had indeed suffered much," says a country paper, in a short obituary notice; "he had been a subscriber to this paper since its first number."

#### Ain't It True

The cooing stops with the honeymoon—but the billing goes on forever.

#### Justification

A man arrested for shooting a stork was released when it was discovered that he was the father of twenty-five children.

#### Happy Birthday?

Once upon a time there was a little Aberdeen boy, and all he got on his birthday was a day older.

#### First Aid

Exacting Husband: "This steak tastes queer."  
His Young Wife: "I don't understand it, dear. I did burn it a little, but I rubbed vaseline on it right away."

#### Diplomacy

It was the regular business meeting of the colored Sons of I Will Arise, and they had just finished the program proper when the chairman said:

"Now dat concludes de bizness paht of ouah program, but if dey is anybuddy heah what has any new bizness to bring up or any moshuns to make, now is de time fo' dem."

Loud and clear from the back of the hall came a voice:

"Mistuh Chayman, Ah makes a moshun dat Sam Jackson am a dirty, low-down, sneakin' chicken-thief."

Down in front a wild-eyed darkey of middle size bounded to his feet, glared around the room and demanded:

"Who make dat moshun dat Ah'm a dirty, low-down, chicken-thief?"

In the back of the room a huge, black, evil-eyed, scar-faced darkey rose slowly to his feet and cast those menacing eyes on Sam Johnson.

"Ah makes dat moshun," he thundered.

"Mistuh Chayman," said Sam Jackson, "Ah seckunds dat moshun."

## Once Upon a Time



Once upon a time I planned to be  
An artist of celebrity.  
A song I thought to write one day,  
And all the world would homage pay.  
I longed to write a noted book,  
But what I did was—learn to cook.  
For life with simple tasks is filled,  
And I have done, not what I willed,  
Yet when I see boys' hungry eyes  
I'm glad I make good apple pies.

—Elizabeth Thomas



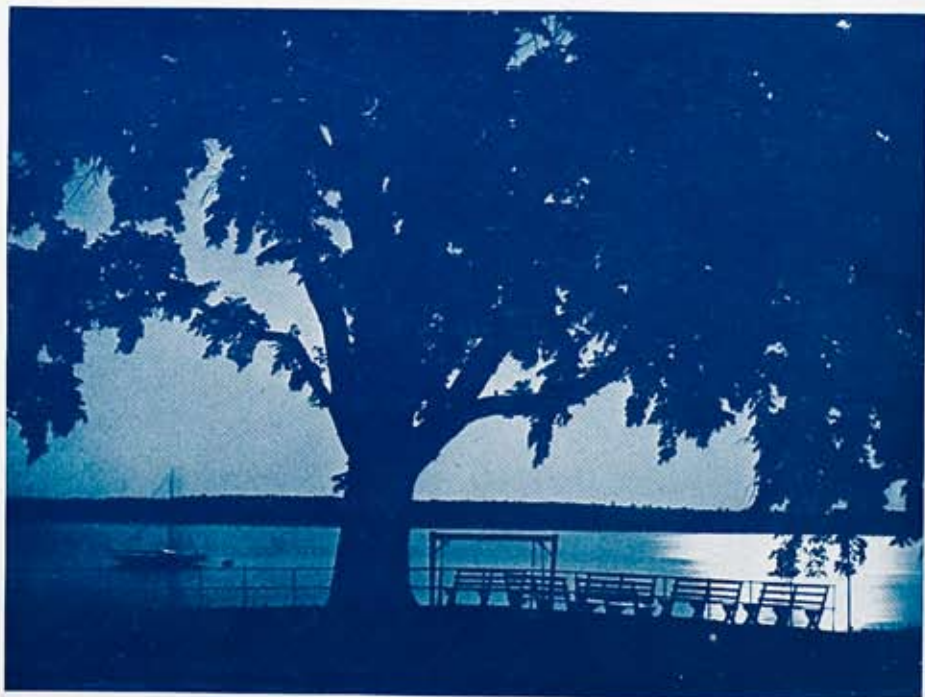


# TREES

*Joyce Kilmer's famous poem lives on. Eighteen years after his death on the battle-field of Ourcq, "Trees" continues to captivate and enthrall us. In Joyce Kilmer's memory, more than 3,000 acres of timberland, in the Blue Ridge Mountains of North Carolina, were recently set apart by the Government. A plaque, set in a boulder, was recently dedicated to him. This timberland will be known as the Joyce Kilmer Memorial Forest.*

I think that I shall never see  
A poem lovely as a tree.  
A tree whose hungry mouth is prest  
Against the earth's sweet flowing  
breast;  
A tree that looks at God all day,  
And lifts her leafy arms to play;  
A tree that may in summer wear  
A nest of robins in her hair;  
Upon whose bosom snow has lain;  
Who intimately lives with rain.  
Poems are made by fools like me,  
But only God can make a tree.

— *Joyce Kilmer*



*Under the Big Elm at Association Island*