

# GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

February, 1936

Vol. 20 • No. 1





## *A Good Idea*

Wouldn't this old world be better  
If the folks we meet would say,  
"I know something good about you!"  
And treat us just that way?

Wouldn't life be lots more happy  
If the good that's in us all  
Were the only things about us  
That folks bothered to recall?

Wouldn't it be nice to practice  
That fine way of thinking, too;  
You know something good about me,  
I know something good about you?

— *Selected*



## An Old-Fashioned Winter

**T**HIS winter's generous supply of snow brings to mind old-fashioned winters and the beautiful poem, "Snowbound" by John Greenleaf Whittier. A snow crystal, falling upon one's coat sleeve on a cold winter's day, seems very beautiful and helpless. When millions of billions of them join forces, however, they demonstrate how helpless man is in the face of Nature. And, like finger-prints, no two of them have ever been found to be quite alike.

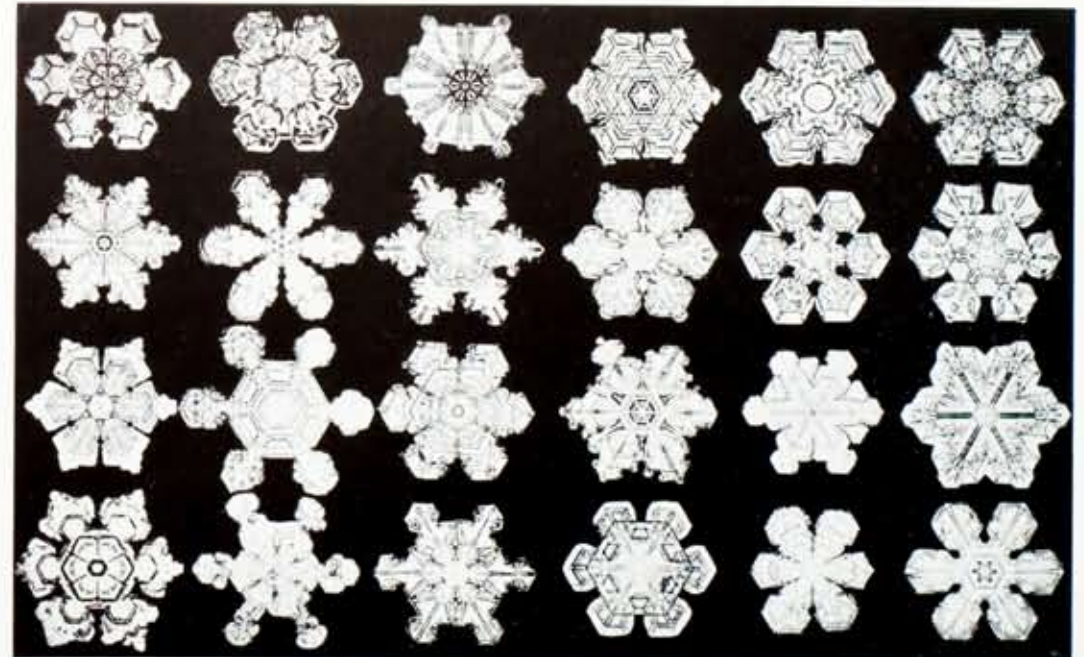
Snow performs many services. It protects Mother Earth and combats the ravages of Jack Frost, who is heartless when unopposed. Snow brings water which the earth needs; it en-

riches land, protects crops; makes work easier for lumbermen and farmers by providing easy sledding. But snow also brings its hardships, when over plentiful, to both man and beasts.

Snow is sometimes referred to as "the beautiful." But when it piles up and causes transportation difficulties, less complimentary adjectives are used to characterize it. Especially in these days of automobiles do we seem to have turned against snow a bit. Anything that impedes the usual facility of motor traffic is frowned upon.

Snow is always present in the upper regions, over all the earth, even in the

*(Continued on page 22)*



*Snow crystals from the photographic collection of Mr. W. A. Bentley, Jericho, Vermont. Mr. Bentley spent a half century at this work and his large book, "Snow Crystals and Designs" is a masterpiece in this unusual field. Like thumb-prints, no two snow crystals have ever been found to be just alike.*



## Employees Lamp Carton Campaign Selling Activity for February

THE future is going to be brighter, literally speaking. Because of the February activity of employees and dealers homes are going to have more and better light. It is only necessary to look back at the lamp carton campaign of February, 1931 to prove these facts.

Five years ago the outlook for the entire country was not so good. Even then people didn't skimp much on home lighting which today is recognized as one of the important things connected with home safety, comfort and health.

Five years ago the lamp carton sold and distributed by employees for cash commissions and bonus points contained 2 40-watt lamps, 3 60-watt lamps and 1 75-watt lamp, a total of

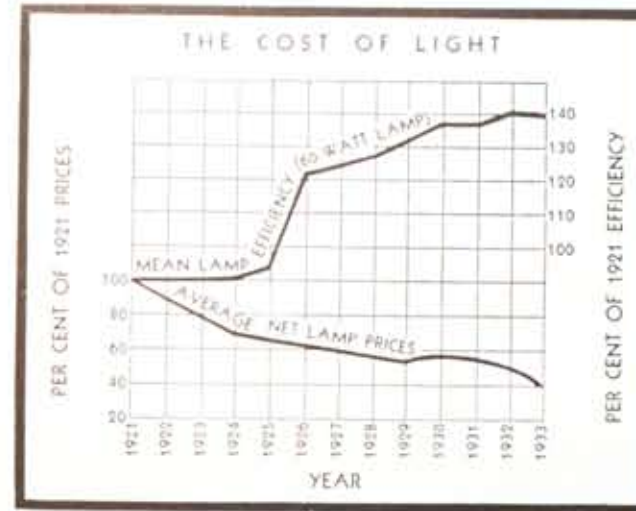
335 watts. The carton being featured this month contains 3 40-watt lamps, 2 60-watt lamps and 1 100-watt lamp, totaling 340 watts.

The present campaign ought to be even more successful than the one held five years ago because of these facts: electric rates are substantially lower than they were then, manufacturers are putting out lamps which are considerably better than lamps were five years ago, and the net cost to the purchaser for all this over-plus is 95 cents as compared to the \$1.22 charged for standard cartons in the former campaign, a saving of 22% on lamps alone.

It isn't necessary for employees to read snappy ads in national magazines or local papers to find a way to "earn big money in your spare time." Here



These men made especially good selling records during the past four months and are commended for their hard building efforts. Their commissions totaled \$391.75 and represent a fine cash start on their 1936 vacation budgets. Left to right, they are, front: O. Marshall, Floyd Hyland and James Titus. Back row: Thomas Kennedy, G. Wilkins, G. Rapp, and W. Struble.



Lamp bulbs are cheaper in the face of upward trends in labor and material costs. Since 1921 the efficiency of G. E. Mazda lamps has risen steadily. For each dollar now spent for bulbs you receive much more in lighting efficiency and get a sturdier, more compact and better looking lamp. Replace the "duds." An empty socket may mean an unnecessary accident.

is how the selling situation looks so far as lamp carton sales are concerned.

### Cash for Sparetime Work

Employees who really do a good job of selling receive many rewards. When but a single carton is sold the cash commission is 10 cents, with one bonus point earned. But suppose an employee goes out and sells 100 cartons, which is not at all a difficult thing to do, he earns \$10 in commissions, plus \$25 in bonus points (the bonus points increase in cash value with increased sales) plus \$5 as an incidental cash prize all of which totals \$40. And don't forget the fine Duro-lite pearl pencil which is awarded to all employees selling fifty or more cartons.

There are also team captain prizes, weekly prizes and major prizes which add zest to the campaign. We expect to be able to report great success for this campaign in a following issue. This campaign only accentuates the thought that plenty of spare time cash can be made by almost any employee. Many of them are cashing-in regularly. If you haven't gotten into the habit of making extra money we suggest that you look into the matter.

Read on page 6 what President Russell has to say about employees'

sales. Then resolve to participate to a larger degree in this worth while work for the ensuing year. A little consistent effort along this line will go a long way towards financing your 1936 vacation.

**YOUR EYESIGHT**

IS  
**FAR MORE VALUABLE THAN GOLD OR GEMS**

**PROTECT IT WITH SCIENTIFICALLY CORRECT LIGHTING**

Help avoid tired eyes, headache and eyestrain. Give your eyes plenty of good light. With reduced electric rates and better lamps for less money, good lighting is more than ever—  
**A GOOD INVESTMENT.**




## To All Employees

*I have been going over the R. G. and E. Load Builders report for the year 1935. I find that 1,043 employees turned in a total of 8,571 prospects, resulting in 2,131 sales of a value of \$333,616.94. This compares with 6,755 prospects and 1,609 sales of a value of \$240,425.35 in 1934.*

*The improvement is encouraging, but I believe we can do a still better job in 1936. There are approximately 2,300 employees. It would seem that at least 75%, or 1,700, should turn in one or more prospects each week, and every employee should during the month turn in some prospects. Your Company needs very much the added revenue from sales this year. Expenses are increasing and rates have been reduced; service must be maintained; wages and employee organization kept intact. Fortunately, business is better, but I need the help of every employee in two ways: first, a continuation of the careful, conscientious application to his or her job, doing the very best he can, with a constant effort to cut out waste and improve efficiency; second, a whole-hearted, determined effort to increase sales by bringing in sales prospects.*

*To the captains, who are in close contact with those in their departments, falls the burden of doing the job. Your example and your leadership means success.*



President

EMPLOYEES WHO HAVE EARNED 25 OR MORE BONUS POINTS

## R. G. and E. LOAD BUILDERS

*Bonus Points and Cash Awards Earned by Employees During August, September, October, and November, 1935*

Employee	No. Points	Rate	Amount	Employee	No. Points	Rate	Amount
G. Wilkins	255	25	\$ 63.75	O. Ulrich	60	20	\$ 12.00
F. Hegehorn	60	20	12.00	J. Croston	63	20	12.60
A. Bocci	64	20	12.80	V. C. Hoddick	87	25	21.75
C. C. Clark	37	15	5.55	Geo. Harris	75	20	15.00
Martin Quinn	86	25	21.50	Lloyd Nellis	79	25	19.75
E. Stetzenmeyer	60	20	12.00	Thos. Reddy	33	15	4.95
J. C. Monahan	33	15	4.95	Walter Gray	30	15	4.50
E. Sweeting	121	25	30.25	J. Mathews	77	25	19.25
A. Walker	69	20	13.80	E. Carroll	40	15	6.00
G. C. Zimmer	28	15	4.20	F. Reus	35	15	5.25
E. Buggie	60	20	12.00	T. Coroni	30	15	4.50
J. J. Casey	75	20	15.00	H. Phalen	26	15	3.90
M. Loos	25	15	3.75	L. Bowman	51	20	10.20
J. Titus	165	25	41.25	M. Eilers	30	15	4.50
A. A. Wittig	39	15	5.85	J. Lacagnina	63	20	12.60
C. Benham	72	20	14.40	C. Fish	28	15	4.20
C. Cole	66	20	13.20	L. Martin	109	25	27.25
E. Halpin	62	20	12.40	F. Fry	93	25	23.25
J. D. Johnson	68	20	13.60	R. Pockett	63	20	12.60
L. C. Kimpal	33	15	4.95	Eugene Smith	37	15	5.55
I. Lundgaard	78	25	19.50	J. Trapolino	124	25	31.00
O. Marshall	145	25	36.25	L. E. Turner	39	15	5.85
R. D. Pike	80	25	20.00	C. Boone	60	20	12.00
Jas. Thaney	113	25	28.25	H. J. Eckerson	31	15	4.65
A. Veness	76	25	19.00	L. Cross	31	15	4.65
C. Jeerings	36	15	5.40	J. Schenk	43	15	6.45
Willis Hughes	63	20	12.60	S. Springer	29	15	4.35
C. Royce	62	20	12.40	H. Beatty	30	15	4.50
B. Carreo	48	15	7.20	G. C. Carlin	31	15	4.65
E. J. Letson	28	15	4.20	R. F. Close	76	25	19.00
C. McIntosh	60	20	12.00	F. Gillis	62	20	12.40
Miss M. Corris	40	15	6.00	I. McChesney	35	15	5.25
C. Wittman	68	20	13.60	G. B. Histed	37	15	5.55
Miss C. Horn	56	20	11.20	E. R. Crofts	62	20	12.40
Miss M. Iggledon	46	15	6.90	Geo. Sackett	30	15	4.50
Miss L. Kopp	397	25	99.25	A. Fauth	66	20	13.20
Miss I. Mettler	77	25	19.25	K. Chapman	105	25	26.25
Miss M. Moore	55	20	11.00	H. J. Culliton	30	15	4.50
Miss J. Scott	114	25	28.50	R. B. Fulton	26	15	3.90
Miss F. Sparks	45	15	6.75	Mrs. M. Hacker	37	15	5.55
G. Doherty	79	25	19.75	Floyd Hyland	348	25	87.00
R. Erness	76	25	19.00	G. Lindsay	142	25	35.50
W. A. Lewis	62	20	12.40	F. Marsh	67	20	13.40
W. G. McKie	41	15	6.15	S. Moll	45	15	6.75
Miss A. Murray	25	15	3.75	G. Rapp	175	25	43.75
Miss M. Pratt	55	20	11.00	H. Ringelstein	33	15	4.95
Mrs. E. Robertson	69	20	13.80	P. J. VanLaer	80	25	20.00
J. F. Sharkey	30	15	4.50	H. Waite	141	25	35.25
F. A. Stevens	29	15	4.35	M. DeSmith	83	25	20.75
Miss M. Brockmyre	60	20	12.00	T. Kennedy	203	25	50.75
J. H. Cooper (Hilton)	52	20	10.40	J. McGraw	47	15	7.05
F. Guenett	60	20	12.00	Leon Newman	92	25	23.00
J. Minnamon	60	20	12.00	Wesley Struble	441	25	110.25
J. Purtell	60	20	12.00				

Total of 109 employees . . . 8332 points . . . \$1,832.90

Read President Russell's message to employees on page 6. Get the LOAD BUILDING Habit, boost business and help to finance your 1936 vacation.



## Equipment and Material Show and Informashow Set Records

THE outlook for building and construction activities for 1936 is good if interest in new developments in industrial equipment and construction materials is taken as a criterion. The attendance at the show featuring these items broke all attendance records. The show was held in the auditorium on the Sixth Floor of the Gas and Electric Building on January 20, 21, and 22, and was sponsored by the Electrical Association of Rochester.

The Informashow, an annual activity of the Purchasing Agents Association of Rochester, which was held at the Sagamore on January 22, also attracted more interested spectators than ever before. Consensus of opinion seemed to indicate that electricians,

purchasing agents, builders, contractors, architects, engineers and even the general public who attended seemed to sense better times ahead.

The construction and materials show as well as the Informashow, it is said, were both notable for the new developments featured in both materials and equipment. During the depression when business was off, the progressive manufacturers of this country didn't stagnate. They put their research men and engineers to work developing better methods, more efficient materials and equipment. Today, these items are ready for marketing and will express themselves in terms of greater satisfaction as well as increased efficiencies in a widespread field of utilization.

(Turn to page 10)



The Wiring Committee of the Electrical Association, which sponsored the recent Construction Equipment and Materials Show. From left to right, they are, front row: Edward Kramer, secretary of the Electrical Association; T. T. Benz, chairman of the wiring committee; George Shaffer, General Electric Company. Second row: Ralph Whitford, Regua Electric and Supply Company; Bernard McDonald, New York Fire Underwriters, and Reginald Meagher, Rochester Gas and Electric Corporation.



One end of the display on the Sixth Floor of the Gas and Electric Building. At the right is shown a model school room equipped with automatic equipment utilizing an "electric eye" or Weston photo-electric cell, to turn on the electric lights when daylight illumination becomes too feeble for proper seeing.



Exhibit of the Company at the Informashow, in charge of Walter McKie. It featured some of the important factors of good lighting and showed how light is measured in your home to make sure that it comes up to the requirements set by modern lighting standards. A Company service provides homes, without charge, with a lighting check-up carried out by representatives of the Home Service Department.



### The Equipment and Materials Show

Primarily, this show had as its objective the promotion of better wiring practice, with the accent on more adequate as well as safer methods, materials and equipment. It is the only show of its kind to be held in New York State and attracted exhibitors of national importance. Below is given a list of the organizations which sent representatives and exhibits to show and demonstrate their products:

**Exhibitors**—Appleton Electric Co., Arrow-Hart and Hegeman Elec. Co., Benjamin Electric Co., Bussman Mfg. Company, Crouse-Hinds Co., Cutler-Hammer Co., Economy Fuse Co., G. and W. Electric Spec. Co., General Electric Co., Harvey-Hubbel, Inc., National Electric Prod., Inc., Pass and Seymour, Inc., Sangamo Electric Co., J. Leo Scanlon Co., Henry Schiefer Elec. Co., Simplex Wire and Cable Co., Square "D" Company, U. S. Electric Motors, Inc., Ward-Leonard Elec. Co., Westinghouse Elec. and Mfg. Co., Weston Electric Inst. Co.

### Speaking Each Evening

Each evening talks were given which covered a wide field of interest for persons interested in electrical equipment, safe practices and building and construction activities. Below is

given a list of the speakers and the subjects they presented.

8 P. M.—Jan. 20—Chief Frank V. Gallagher, Rochester Fire Department, Subject—"Good Wiring and Fire Prevention." R. E. Murphy, Sales Manager I-T-E Circuit Breaker Co. Subject—"Breakers as Applied to Industrial and Commercial Use." Burnham Cogswell, Sales Eng., General Electric Company, Subject—"Motor Control."

8 P. M.—Jan. 21—A. F. Matson, Chemical Eng., Underwriters Laboratories, Chicago, Subject—"Explosion Proof Wiring-Equipment." George C. Richards, Chief, Wiring Cable Division, National Electrical Mfrs. Ass'n, Subject—"Forty Years of Development Building Wires."

8 P. M.—Jan. 22—H. L. McGee, Sales Engineer, Westinghouse Electric and Mfg. Co. Subject—"New Developments in Control Equipment." H. J. Klumb, Director of Testing Laboratory, Rochester Gas and Electric Corporation, Subject—"Demonstration of Heat Losses on Power and Light Circuits."

### New Equipment Featured

Among the host of items featured at the show were the following which indicate the broad field of equipment being manufactured to increase the general satisfaction in the use of electrical energy: Measuring light through the use of the Weston foot-candle meter, and smoke alarms by the same type of smoke measuring device; Varidrive electrical motors, giving a



Another view of the extensive display of materials and equipment related to better wiring practice, with the accent on better as well as safer methods. This is the only show of its kind held in New York State and attracted exhibitors of national importance.

thousand speeds at the turn of a wheel; types of insulated cable in general use; vapor proof safety lighting equipment; General Electric modernization electrical products; no-tamperable protective fuses; types of all-rubber electrical cords; theft-proof cable assembly; self-actuated reclosing circuit breakers; theatre lighting Vitrohm dimmers; automatic lighting for school rooms through use of the "electric eye" and scores of other modern electrical features now available for general use.

### Excellent Publicity

All Rochester newspapers cooperated in fine style to publicize the show. Columns of articles and numerous illustrations helped in no uncertain terms to bring the show to the attention of the general public. After explaining some of the features to be staged and inviting the public to attend, an editorial in the Rochester Journal and Post Express had this to say "All who are engaged in planning construction should learn what is up-to-date in order to give property owners the benefit of the latest electrical inventions and improve-

ments—for new houses and old." This show is bound to improve the general calibre of equipment and materials which will find their way sooner or later into the homes and industries of this section.

## The Informashow

The Informashow exhibits completely filled all the available floor space on the Sagamore roof garden. Its mission was to get together the seller and the buyer, to introduce new machines for offices and industries, new processes and working exhibits. Competent men were on hand to supervise each exhibit and explain products to interested spectators.

One of the many worth while demonstrations was that showing the use of the electric eye as a safety sentinel on machinery. As soon as the hand or any part of the body of the machines' operator gets in the danger

(Continued on Page 22)



Miss Jane Raines, Mailing Department, operating the switches which turn on a varied array of lighting combinations for this miniature stage, complete in every detail. The proper functioning of such an elaborate system of lighting depends to a large degree upon the reliability of the materials and equipment put into them. The show featured many improvements in lighting equipment which were of great value to all persons connected with this important field of activity.



# GENERAL INFORMATION



## Net Increase in Consumer's Meters for year Ending December 31, 1935

	Dec. 31, 1935	Dec. 31, 1934	Increase
Electric	130,470	128,882	1,588
Gas	110,059	109,651	408
Steam	319	313	6
<b>Total</b>	<b>240,848</b>	<b>238,846</b>	<b>2,002</b>

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

	Electric	Gas	Steam	Total	Incr.
1925	81,063	94,484	175	175,722	
1926	90,160	97,889	288	188,337	12,615
1927	99,328	102,782	321	202,431	14,094
1928	105,651	106,803	319	212,773	10,342
1929	116,157	109,259	346	225,762	12,989
1930	119,455	109,375	349	229,179	3,417
1931	121,358	109,367	341	231,049	1,870
1932	126,875	108,636	325	235,836	4,787
1933	127,704	108,822	314	236,840	1,004
1934	128,882	109,651	313	238,846	2,006
1935	130,470	110,059	319	240,848	2,002

Incr. in 10 Yrs.	49,407	15,575	144	65,126	65,126
------------------	--------	--------	-----	--------	--------

## Net Increase in Consumer's Meters by Months

	1932	1933	1934	1935
January	203*	258*	54*	16*
February	(1) 247	86*	86*	55*
March	(2) 5,818	460*	93*	55
April	24	128	266	206
May	259*	134	366	281
June	136*	94	332	314
July	55*	7*	172	233
August	58	132	281	153
September	11	517	249	324
October	169*	318	203	211
November	293*	281	191	121
December	256*	211	179	175

(1) Includes 650 Meters of former Brockport Gas Light Co.

(2) Includes 4,900 Meters of former Lake Ontario Power Corp.

	Month of December 1935	Month of December 1934	Increase
KWH Generated—Steam	4,342,178	2,582,917	1,759,261
KWH Generated—Hydro	16,107,719	14,455,047	1,652,672
KWH Purchased	13,737,856	15,982,685	2,244,829*
M Lbs. Commercial Steam Produced	165,558	156,404	9,154
MCF Coal Gas Made	386,483	438,386	51,903*
Tons Steam Coal Used	15,531	12,533	2,998
Tons Gas Coal Used	33,471	36,406	2,935*
Tons Coke Made	21,943	24,100	2,157*
	Dec. 31, 1935	Dec. 31, 1934	Increase
Number of Employees	2,400	2,288	112
Amount of Payroll—Mo. Ended	\$ 376,007	\$ 350,500	\$ 25,507
Amount of Payroll—Yr. Ended	\$4,280,463	\$4,107,337	\$173,126
Miles of Underground Duct	2,034	2,029	5
Miles of Underground Line	3,003	3,003	—
Miles of Overhead Line	8,306	8,191	115
Miles of Gas Main	825	819	6
No. of Street Arc Lamps	1,395	1,395	—
No. of Mazda Street and Traffic Lamps	26,028	25,966	62
Total Number of Street Lamps	27,423	27,361	62

\*Denotes Decrease

## EMPLOYEES' BENEVOLENT ASSOCIATION

### Cash Statement for December, 1935

Receipts		Disbursements	
Balance 1st of month	\$13,738.30	Sick Benefits	\$ 913.39
Dues and Fees—Members	879.08	Accident Off-Duty Benefits	107.77
Dues and Fees—Company	879.08	Family Sickness	15.00
Rochester Hospital Service Plan—Members	705.50	Medical Examiner	1.50
Company	364.80	Nurse's Expense	100.00
Interest on Bank Balances and Investments	210.25	Payment to Rochester Hospital Service Corporation	1,070.30
<b>Total</b>	<b>\$16,777.01</b>	Balance and of month	14,569.05
Membership December 31, 1935	2,176	<b>Total</b>	<b>\$16,777.01</b>
		Membership December 31, 1934	2,137



# Snow on a Roof is More than Poetry

YES, there is something poetic about snow, even on a roof. We heard a true story about some folks who wanted to send out some Christmas cards of their home. They decided they would wait until a good snowfall and have a picture taken. They waited, but were doomed to disappointment.

The snow which fell on the roof of this beautiful house melted about as fast as it fell. Getting a snowy-roof picture was out of the question. So, these people paid an artist a fine fee to be a synthetic Jack Frost and cover the roof with artificial snow, a-la-brush and palette.

The story doesn't end here. These people got to noticing roofs. They observed that some were snow-covered, others as bone dry as in summer time. Then, just by chance, a salesman from a firm which manufactures insulation which can be blown into your home came along. He heard the story

about the Christmas card and showed them how they could have an almost perpetual covering of winter snow on the roof of their domicile, and the cost was not too "rough."

"Sold" said the man of the house. "Great" responded his better-half and, we interject with story book technique—they lived happily ever after. But this is a true story. And they were happier and much more comfortable. They had more and better heat after their home was insulated, and it cost them less, much less for fuel.

Since hearing this incident we, too, have gotten into the habit of observing roofs. It is almost a nuisance how we glare at them nowadays. When we see a bald-headed roof which might have been adorned by a beautiful mantle of snow, we reflect, "It costs that home owner plenty to burn up all the beautiful snow crystals which waft their way down to his roof, 's too bad, 's too bad." (Continued on Page 23)



If snow melts from your roof almost as fast as it falls, you are a good prospect for home insulation. Whether it is a home or a gas or electric range, insulation keeps the heat where it belongs, and brings a lot more COMFORT into home-sweet-home.



## R. G. and E. Puts Snappy Team In Local Basketball League

*The R. G. and E. Basketball team, whose pictures appeared in the rotogravure section of the Democrat and Chronicle on Sunday, February 8, are leading all teams in the industrial sector. They will doubtless enter play-offs with other top-notch local and nearby teams at the end of the season. Visit our games. See Bulletin boards for game announcements. Come out, boost for your team and enjoy an hour or so of dancing.*

THE Company basketball team won its opener from Webster town team just before Christmas at C. Y. M. A. hall. The score at the half-time was rather one-sided (19 to 4 in favor of R. G. and E.) so the second string of players was placed in action during the second half. The final score was 29 to 19. The Webster team, which plays in the Lake Shore League, made a very good appearance but couldn't get through the R. G. and E. defense often enough to make them dangerous.

Carl Johnson, team manager, feels right at home in this sphere. He has handled numerous local semi-pro organizations and knows what it's all about. He will give a good accounting of his team's efforts. Charlie McTurk, assistant manager, is also an experienced "hand." Howard Stebbins, secretary, has filled this position on so many Company teams (bowling, baseball, hockey, basketball) that he can appraise and audit these athletic facts and figures almost in his sleep.

### The Team

Walter Hildebrandt, team captain, is well known in local sporting circles. He has played on most of the good semi-pro teams including the Laureltons, Stars, East High School team, R. B. I., Darrow School of Business and others. He plays either as guard or forward.

Nelson Sengle, forward, has played in many teams with Walter for a period of more than four years. He is seasoned and one of the best "sharpshooters" in the league. Al Neirmeyer, guard, played with West High School

and was one of the best guards Mechanics Institute had in some years.

"Red" Rhodes is another local star. He played on the Cook Academy team when it won its national championship. He plays forward. "Red" is a familiar face in local semi-pro athletics and has won fame as a baseball player. He puts all he has in the game, and usually it is quite enough to make things "hot" for opponents.

### Yakel Takes Up Hockey

Walter Yakel is also a first string player but resigned to play hockey, and Pete Pero, center, is an excellent ball handler, with plenty of experience. Mike Lacagnina is one of the fastest players in the league. He is shifty, and an excellent shot. Elmer Knope, the smallest member of the team, has "fireworks" enough for a man twice his size. He gets in and through where a bigger player would come to grief and is therefore an asset in a "pinch" when goals aren't coming fast enough. Charley Phillips formerly played with R. B. I., K. of C., and Mechanics Institute and is a dependable factor on any team.

### Visit the Games

A number of automobiles full of Company spectators followed the team to Geneseo at a recent game in which the R. G. and E. team was beaten by a rather close margin. Following the game they all drove back to Rochester and, with appetites whetted by the trip, visited a spaghetti emporium and enjoyed a fine feed. This extra-social addenda to the game was steered by

Miss Margaret Settle, who can always tell you where the next game is to be played.

A recent addition to the team is that of Dick Fitzpatrick, a former captain of the University of Syracuse basketballers. He is a center of unusual ability and like his team-mates Neirmeyer, Pero and Sengle stands over six feet in his socks. Outside of two games played on successive nights before the team got into its stride, the R. G. and E. basketballers have won 7 out of 10 games played. The following tabulation shows the games played up to February 8.

### Record of Games

R. G. and E. 29	Webster	20
R. G. and E. 32	Pittsford	39
R. G. and E. 15	Geneseo	28
R. G. and E. 38	Erie Social	23
R. G. and E. 27	Camera Works	19
R. G. and E. 35	Sodus	25
R. G. and E. 50	Kodak Office	41
R. G. and E. 35	Pittsford	25
R. G. and E. 288	Opponents	244

The team at first had difficulty in getting regular practice because of lack of practice hall, but since it has had regular sessions with the R. B. I. team in their hall, steady improvement has been made.

Dancing is enjoyed after the games and more and more employees are getting the habit of attending the games. Watch for bulletin board announcements of games and if no one asks you to buy a ticket, come anyway. For information about games call Howard Stebbins, secretary, Fourth Floor.

On Saturday night, February 1, the Company team got back at Pittsford for a former trimming, and went through them to the tune of 35 to 25, before a nice crowd in the Knights of Columbus Building. Including this game, high scorers are Rhodes 62 points, Neiermeyer 57, Sengel 55, Hildebrand 50, Pero 38 and Lacagnina 34.

### Gimme

She was calm and collected when she asked her husband for money.



*The Rochester Gas and Electric basketball team, which is going places in the local industrial athletic field. From left to right, they are: back row, Messrs "Red" Rhodes, Charles Phillips, Al Neirmeyer, Pat Fitzpatrick, George Pero and Mike Lacagnina. Front row, Charles McTurk, Nelson Sengle, Carl Johnson, Walter Hildebrandt and Elmer Knope. The halos around the heads of Rhodes and Lacagnina are merely to explain their over-sized photos, which had to be inserted in the group because they were not present when the picture was taken.*



## Seeing America First

**S**LOWLY but surely Mr. and Mrs. Dailey (Pearle and Jack) are seeing America first. Already they have covered quite some ground (and water) as follows: They have been as far north as the Gaspé Peninsula, east to the Atlantic coast and as far south as Havana, Cuba and west as far as Chicago (out where the West begins). All this they have managed on vacation periods, with little expense.

Mrs. Dailey keeps a delightful scrap-book which would intrigue any seeker after vacation atmosphere. It has been the means of "steering" at least three other Company employees in what they afterward admitted was just the "right direction" for a fine vacation without any financial headaches. If you haven't seen Pearl's scrap-book, do so at your earliest opportunity. Four pictures from it are presented on the opposite page.

When you ask the Daileys how they do it for so little in real money they reply: "Oh, we stop at tourist places (here's a fine list to stop at if you are going that way), get up early, travel not too fast to see things, go to bed early at night and eat one big meal per day and, boy, how good it tastes when you haven't been 'piecing' all day or stuffing with hot dogs." They plan their trips to cover the important places consistently.

Last summer the Daileys, with Miss Evelyn Cross as co-partner had one of the best vacations yet enjoyed. They drove through the South, stopping at Shenandoah Caverns, crossing the Natural Bridge in Virginia, passing through Winston-Salem to Bainbridge, Georgia, where they got first hand information in cotton picking in the land of "Old Black Joe;" they went through a cotton gin (well, not really; they watched the cotton go through), picked peanuts off the vines (they grow like potatoes, you know), ob-

served how turpentine is extracted from trees, et cetera.

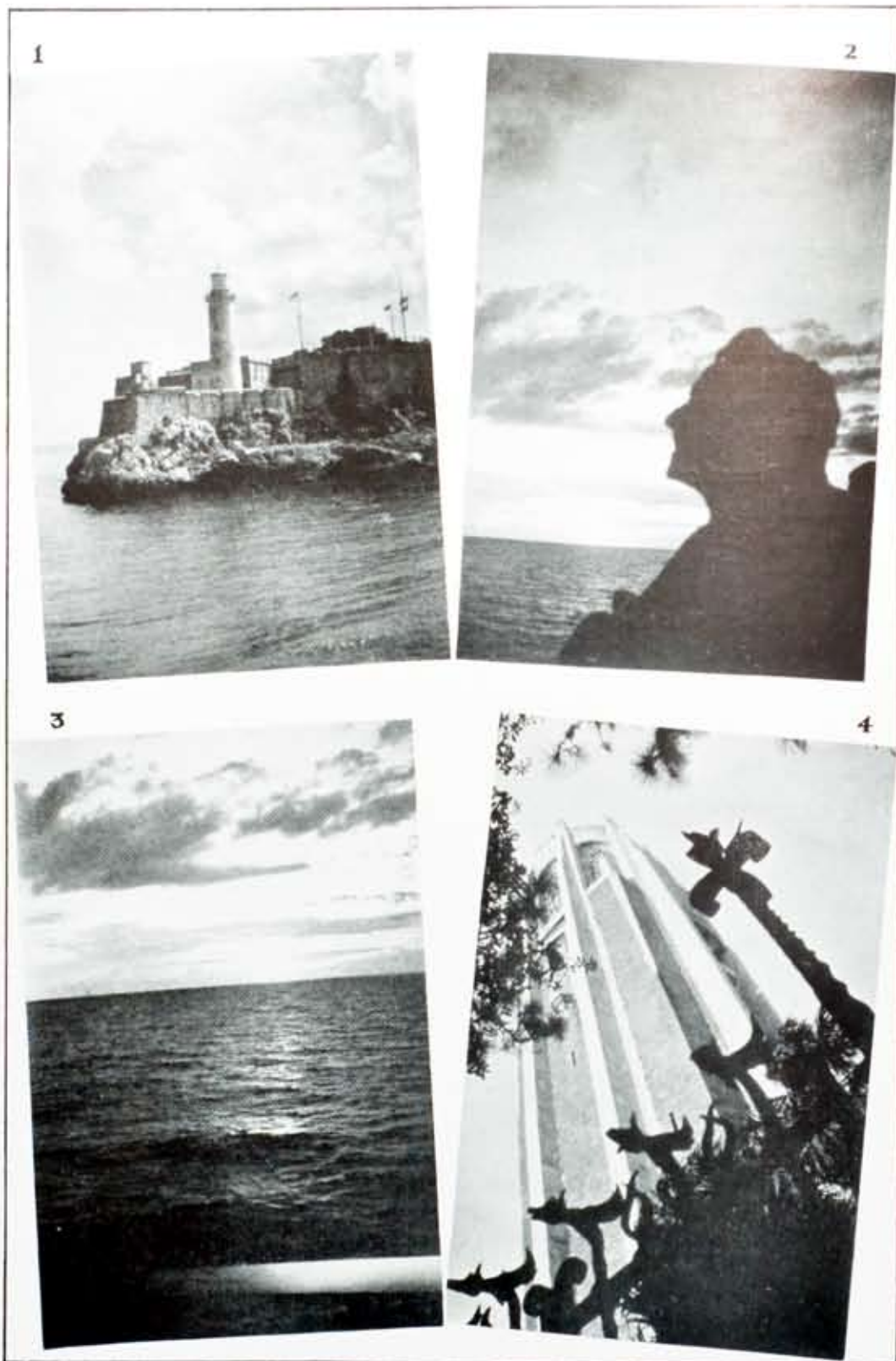
On the south-bound trip the Daileys had with them, also, Edward and Virginia Zachert, nephew and niece of Miss Adeline Zachert, Company Librarian, at whose home they had been visiting and studying for some weeks. The Zacherts disembarked at Bainbridge, Georgia, and the Daileys and Miss Cross continued onward to glimpse St. Augustine, the oldest city in the United States where they drank from the Fountain of Youth. Thence they went down the coast, enjoyed swimming at Daytona Beach with the city clerk and his wife and then, at Miami, took train down the Keys to Key West, where they took boat for Cuba.

They found Havana a most glamorous spot. After a week-end there they all felt just like a "Latin from Manhattan." To this day they all have a great

*(Continued on Page 25)*



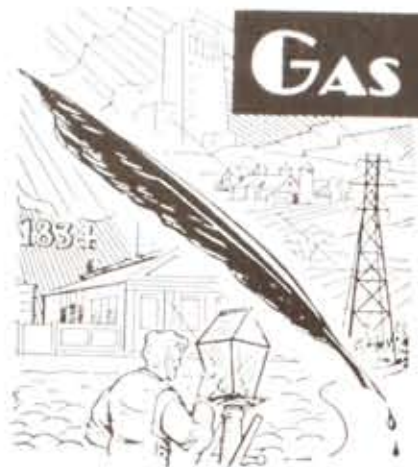
*Vacation Land will soon be calling you. If you want some good suggestions for a trip, see Mrs. Jack Dailey, Third Floor, and look over her excellent scrap book of past vacation motoring trips, with possible stopping places enroute.*



*Photos taken by Mr. and Mrs. Jack Dailey on their southern vacation trip. 1—Morro Castle, port of Cuba. 2—Silhouette of Miss Evelyn Cross taken on shipboard somewhere on the Gulf of Mexico, at twilight. 3—Pictorial view of the Atlantic from the steamship "P. and O." 4—Mrs. Dailey gets the famous Bok Tower in a futuristic mood.*



# GAS & ELECTRIC NEWS



## Department Correspondence Staff

EVELYN CROSS  
LANDIS S. SMITH  
MILDRED HACKER  
HOWE KIETER  
CATHERINE O'ROURKE  
GEORGE B. HESTED  
GUY CHADDOCK  
JAMES COYNE  
GEORGE PUDDINGTON  
VIRGINIA WOLVERTON  
RALPH MASON

Woman's Section  
Industrial Sales  
Consumers' Accounting  
Electric Distribution  
Canandaigua  
General Construction  
Station &  
Garage  
Domestic Sales  
Gas Manufacturing  
Lake Shore Dist.

ROCHESTER GAS AND ELECTRIC CORPORATION  
89 EAST AVENUE, ROCHESTER, N. Y.

HERMAN RUSSELL . . . . . *Honorary Editor*  
FLOYD MASON . . . . . *Editor*  
EDITH HOLDGATE . . . . . *Associate Editor*

## Now is the Time

**N**OW is the time for all good people to come to the aid of their country." No, we are not going to launch into a political harangue. We merely wish mentally to italicize that little word NOW.

The past, outside its many memories and constructive pointers, is gone, for keeps; the future with its many unknown quantities lies ahead, but the present is here "in person."

Sometime we should like to go to a movie show and enjoy only what we paid our money to see that particular visit. We'd like to eliminate the long drawn out flashers, featuring what is to be shown next week or next month and, without distraction, revel in the picture that is there NOW.

These bally-hoos of future events, interesting as they are, often offer more in anticipation than they do when actually met later on in realization. They seem to minimize the present and always hold forth the future as the chief lure for movie-going

persons. The current picture appears merely to be made of something which happens to be on tap and loses its glamour because it is consistently sublimated and soft pedaled.

This is advertising, of course, and has some justification. Still, it can and is being overdone in neighborhood theatres. Many persons would prefer to spend less time at a movie. They would like to cut out the future-feature hullabaloo and see a picture, then go home and perhaps have an extra hour or so to read a book or do something else to their liking.

Both retrospection and anticipation are important factors. In between them, however, comes the all important period NOW, the present, which is substantially the only time we have in which to do anything about life.

And so we maintain that NOW is the time, and that yesterday and tomorrow, important as they are, should not be permitted to become too "up stage" and fool us all just a bit by "stealing the show" from that feature actor, Mr. N-O-W. He always has something fine to offer if we will but give him the spotlight of our attention.

*"A fellow owes me \$100.  
"And won't he pay it?"  
"He won't even worry about it!"*

## How About YOU?

**A** MAN stood on the third floor elevator corridor waiting for the car. He had pressed the button but was left waiting as a couple of elevators rushed past. He mumbled to himself and was quite exasperated. Finally, he rang again and a car stopped for him on its upward trip.

We got into a car going down at the same time, and the operator made this remark "I'll bet he was burning up. He wanted to go up but he rang "down." I wonder why so many persons do that and then curse us for leaving them at the post?"

We have found ourself having such "brain storms" upon occasion. Perhaps you, too, have done so. It is something like calling for a telephone number which you don't really want at all, mostly because you call that number so often that it is always in the upper area of your consciousness.

One day we heard a man on the Main Floor ask for central and then call for Main 3960. Sounds foolish, doesn't it? Still, we all have such mental lapses when we are preoccupied.

This tendency to do the wrong thing causes embarrassment as well as many accidents and much misunderstanding. Often, we will swear that we did no such thing, which places innocent persons "on the spot."

Waiting at a red fire alarm light for it to turn green may be a harmless pastime. But when a person thoughtlessly jumps a light, because he is in a mental fog—that is serious. We all need to check up on ourselves a bit. When such thoughtlessness goes too far it is dangerous, if not criminal.

The Safety First Movement is ever trying to help us to develop a seaworthy safety consciousness. Read the safety signs and slogans you see about the building and plants, on billboards

and at intersections. If you let them sink into your mental processes they will aid you to keep on the safe side of life's hazards. Strike up a reading acquaintance with bulletin board safety material. It's a fine thing to do, even though you think it is all old stuff to you.

## Good Samaritans

**W**HILE driving to work one morning we noticed the lights of an approaching car flash on and off a number of times. Then we discovered that our headlights were on. We got the signal sent so kindly by a total stranger, a friend of the road. His kindness may have saved us from the exasperation coincident with a run-down battery, later that blizzardy day.

Another morning, while waiting for a green light at an intersection, still another strange driver tooted his horn, leaned out his car window and frantically motioned us to turn right instead of proceeding up Lake Avenue boulevard. Again we took the kindly hint. Later we learned that about fifteen cars were stalled on Cherry Road Hill in the glaring roadway, waiting for the sand wagon to release them from Winter's icy grasp.

It is nice to know that there still prevails in this high-tension world a fine fraternity of kindly souls who take time to do us a good turn. In these examples of fellowship, human nature stands vindicated from the implication of self interest. These drivers showed themselves to be Good Samaritans, who were not satisfied to walk by "on the other side."

A good deed done without thought of possible reward from the recipient strengthens our belief in the brotherhood of man. "Am I my brother's keeper" was asked by a biblical character hundreds of years ago. Today,

*(Continued on Page 23)*



## R. G. and E. Male Chorus Elects Officers for 1936

THE officers of the R. G. and E. Male Chorus for the year 1936 are as follows: President, W. E. Hughes; Vice-President, William O'Brien; Secretary, Henry McDonald; Librarian, Ossian Close; Treasurer, Harold Noble; Sup't Transportation, Leonard Hahn; and Director, Frank Houston. The election of officers marks the mid-season period of chorus activity and retained the incumbent officers with the exception of the secretary.

### *Singing Over Five Years*

This season thus far has been the most successful in the five years of chorus history. The men have become better sight readers; songs are learned much quicker than in the earlier days as a consequence and voices have improved with the months of constant practicing and regular singing. Perhaps, for this reason in part, audiences have been even more responsive than ever before, which of itself would tend to encourage the men to still better performance. This season, fifteen concerts have been given before a combined audience of more than 4,600 persons.

In the pioneering days of the chorus members of the audience would often remark, following a program, "I never dreamed that I would hear a program of this fine calibre. It is too bad we didn't get more people out." After five years and more of public appearances, the name "R. G. and E. Male Chorus" has a much stronger appeal. The thousands who have enjoyed this singing have done excellent missionary work. Today, audiences are prepared to hear really good music and are not disappointed.

The chorus members get quite a "kick" out of the introductions which are usually done by interested officers

of the organization before which the chorus sings. Frequently it is a minister of the church, and ministers seem to have quite a well developed sense of humor. These introductions sometimes take the place of or supplement those performed so well by Arthur Kelly, who is a past master at getting an audience properly warmed up to sit back, relax, and enjoy an evening of singing to the utmost.

At a recent church concert the minister told a funny story, then remarked that the Company must have a fine tradition of happiness and good cheer, judging from the smiling faces of the singers. If they could smile on such a dark and stormy night, well, it must be a habit. Then he remarked, "I imagine that the R. G. and E. Corporation wants us to sing when we turn on the gas and electricity, the range or the home lights, and to keep on singing as we get added enjoyment and happiness from the services they bring us." Then he facetiously presented Mr. Houston with the remark, "Mr. Houston, who hails from Houston, Texas." And what a concert the men gave that night.

### *Appreciative Audiences*

A man in a recent audience told us "Well, that music will add just five years to my life," and he said it as though he meant it. Such things do count and help to make the chorus feel that they are doing something worth while.

Another minister epitomized the chorus as follows: "Like Caesar's army, they came, they sang, they conquered, and if it wasn't such a blizzardy night we would never let them go without just one more song." He got his song as well as a big "hand"

from the men. As he acknowledged the extra song, and after the congregation had done a fine job of applauding, the minister made a final announcement. He said "Folks, I know you all want these men back here again. I'll tell you a little secret—use all the gas and electricity you can." That brought the house down.

And so it goes. A big corporation through singing employees brings greater harmony into its relations with the public, which comes to recognize something which is no secret to us. It is this: utilities and their employees, after all, are "just folks" as Eddy Guest would say; folks who want to help other folks by their business services and their service of song.

## O. K. Genesee

A TOTAL of thirty-one employees out of a possible forty-five in the Genesee District have purchased modern electric ranges during the recent special Holiday sale. Much to his surprise, Mr. Hollis Young, district manager, found a cash prize and a flock of bonus points waiting for him when he attended a recent Friday Morning meeting.

"Our employees have been preaching the advantages of modern electric ranges for some weeks" Mr. Young said, "And this proves that they practice what they preach." This fine sales record is all the more noteworthy when it is known that there are a few unmarried employees in the district who, as yet, have no possible use for a range. Well, this is leap year. Perhaps by next January Hollis can report a perfect hundred percent.

### *Business is Business*

Abie (who had cornered a burglar in his living room): "Hands up or I will shoot!"  
Quickwitted Burglar: "Five for de gat."  
Abie: "Sold!"

## Service

THIS customer is a business man and lives down in the northern end of the twenty-third ward. He happened to be at home on this particular Saturday when his wife told him something was the matter with the hot water heater. There was no question about it for the young shiek of the family had just tried to get enough hot water to take a bath, and couldn't—and what a "squawk" he made, even as you and I when (perhaps once or twice a year or less) we don't have hot water at our beck and call at a second's notice.

"Call up the gas company" said father. This was done by the woman of the house, who was immediately connected with the Company switchboard. All she said was "There seems to be something wrong with our water heater." After a brief pause for switching, a voice answered her thus: "We will send someone right down."

Dad was doing some odd jobs about the cellar and almost before he could count ten, it seemed, the gas man was ringing the back door bell. The wife said that actually it was just twenty minutes by the clock on her new gas range; she happened to glance at it while she was telephoning from the handy kitchen 'phone.

The gas man came in and made one simple adjustment and everything was O. K. The fountain of youth was again restored; the young man had his bath; sister didn't kick when she had to wash the luncheon dishes; father was tickled because he had had visions of expensive repairs to the heater and mother simply remarked "For the first time in my life I now realize what the word SERVICE really means."

In this equation the following factors played a part: The telephone switchboard operator who first got the call, the service switchboard employee who switched it to the gas distribution department and the em-



ployee of that department who relayed the call to another outside man who was somewhere near the source of the trouble. And all this was done just like a national radio hook-up, without a hitch.

We wonder if government operation of business would be able, or even willing to try to tie this particular kind of service. It takes a big family of happy workers, endowed with the spirit of helpful cooperation to accomplish this kind of service; men and women who want to please those who count on them for just this kind of support by doing their work in a way that will bring a glow of pride that a job has been done well and—promptly.

### An Old-Fashioned Winter

*(Continued from Page 3)*

tropical zones. This line of perpetual snow varies in height. At 70 degrees it is about 1,000 feet above sea level and at 60 degrees over 5,000 feet; on the equator it is at least 16,000 feet in altitude. It is only the good grace of Nature which prevents us from being overwhelmed by this encroaching aerial bombardment of snow, and for this we are thankful.

The snow crystals shown are from thousands of photo-microscopic views taken at Jericho, Vermont, by Mr. W. A. Bentley, who spent half a century collecting them. Mr. Bentley worked out in a cold shed, collecting these crystals on a black board. To get them under his lens he used a fine feather to push them around into position. If you want to try your patience, just try coaxing a tiny snow crystal to "look pleasant, please" while you take its portrait.

There are millions upon millions of different designs of snow crystals, most of them being six-sided. They always seem to have intrigued man. As early as 1555 the Archbishop of Rome tried collecting snow crystal designs on crude wood-cuts, which are still to be

seen in museums. Photography, however, made it possible to do a real job of analyzing snow crystals. If you wish to see more of these fine photographs, visit the Rochester Central Library and ask to see Mr. Bentley's book "Snow Crystals and Designs."

### The Informashow

*(Continued from Page 11)*

zone where mutilation might be the cost of carelessness, the electric eye shuts off the power to the machine, thereby safeguarding human life and limb.

It is safe to say that a show of this kind pays big dividends to purchasing agents in time and effort saved through presenting in one place the modern equipment which they may have need for in their businesses in weeks to come. Many of the Rochester manufacturers were represented at the Informashow, to the tune of thirty-five exhibitors, many of them being national advertisers.

The speakers at the Informashow were Mr. Maurice Esser, Assistant Secretary of the Rochester Chamber of Commerce, who spoke on "Taxes, Prices, and Purchasing Power," and Dr. David Friday, whose subject was "Where Are We Now?"

Mr. E. Baird Robinson, Company Purchasing Agent and Vice-President of the Rochester Purchasing Agent's Ass'n, was chairman of the Informashow. Assisting him in this work were Messrs W. T. Roach, Eastman Kodak Company; Curtis Hart, Taylor Instruments Company and B. F. Ewell, Rochester Lead Works.

### Famous Last Words

Traveling Man: "Waitress, all I want for breakfast this morning is two soft boiled eggs, a cup of coffee and a few kind words."

The waitress returned with his order whereupon the traveling man said: "Well, here are the eggs and the coffee, but where are the kind words?"

Waitress: "Don't eat them eggs."

## Eye Conservation Pledge

for SCHOOL CHILDREN

"I WILL"

- 1 Avoid eye hazards such as fireworks, firearms, and air rifles, or pointed instruments.
- 2 Refrain from throwing darts, arrows, sand, snowballs or stones where they might strike other people's eyes.
- 3 Avoid infection through using public towels.
- 4 Read with my back to the light—no glare—no shadows—good light.
- 5 Urge my parents to have my eyes examined regularly.

*This pledge was signed by hundreds of Rochester School Children who are being taught the importance of Good Lighting as related to proper seeing.*

### Snow on a Roof is More than Poetry

*(Continued from Page 13)*

Snow on the roof is more than poetry. It means, usually, that the home heat is not getting up through the attic floors, that it is not being dissipated by the encroaching fingers of Jack Frost, and that his home is being heated without too serious heat losses. Practically all modern homes being built today are insulated to bring more warmth for less cost in winter and less heat in summer, with pure fresh air available through air conditioning all the year 'round. Such homes spell more happiness and satisfaction as well as better health and less worry whether the Weather Man says "Clear and colder" or "Fair and Warmer."

### Seeing America First

*(Continued from Page 17)*

"yen" to return to the land of man-vana. Driving through Florida to the Everglades, they encountered the famous Bok Tower at Lake Wales and rode in glass-bottomed boats at Silver Springs. New Orleans intrigued them with its historical romance, its quaintness and color.

The Daileys hint that Sunny Mexico might comprise an excellent addition to their continuing travelog and add to their store of travel culture. It would be just their luck to get there when an interesting revolution is popping. What a "scrap" that would make for the old scrap-book.

### Good Samaritans

*(Continued from Page 19)*

many persons ponder the same query, still wondering. These two friendly knights of the road demonstrated that they are not Pharisees. You just can't keep men like that from trying to help out "When a feller needs a friend." Their example makes us all feel more like going out and "doing likewise."

## APPRECIATES PENSION

Rochester, Jan. 27, 1936

Gentlemen:

I will find no better time than now to express my appreciation and thanks for the prompt action and the very generous pension you have seen fit to allow me. I always knew I was working for a large company but I did not realize the officers had the welfare of the employees so much at heart. Things like this makes one wonder if what we sometimes thought our best was really half good enough. Thanking you again,

JAMES W. CRECH





Harry Taillie has an incentive to boost for an early Spring. He recently received from his associates in the Rochester Sales Managers Club a fine fishing rod and reel. With the assistance of a few other persons, piscatorially inclined, Harry tried out his gift recently in the parlor, just to get the feel of it. The gift was a token of the club's appreciation for Harry's work as president last year.

In the Christmas issue of the Thrift Advocate, published by the Rochester Savings Bank, appeared a prize story written by Marilyn Van Kleek. Miss Van Kleek is a pupil at West High School and is a daughter of Mr. K. W. Van Kleek of the Domestic Sales Department. The story, entitled "Aunt Emma Comes to Town" received first prize in this contest and brought a cash reward to Miss Van Kleek of \$15.00. She was highly complimented by her teachers and the bank officials for the high standard of her story, which was the feature article in the Advocate during the recent Yuletide issue.

Roy Dresibach, one of the hard hitting electric salesmen, who plays lead in the Saxophone Quartet of the Male Chorus, is being congratulated upon his fine sales work and his promotion to the position of supervisor.

William Hynes spent Christmas and New Years entertaining his sons who came from Washington to eat turkey with Dad.

St. Johns Norway Church in Toronto, Canada, was the scene of a lovely wedding when Miss Evelyn M. Morell daughter of Mr. and Mrs. John Morell of Nunda became the bride of Joseph W. Leedham, son of Mr. and Mrs. Christopher Leedham of Toronto, Dec. 31.

The church was decorated with holly, poinsettias and evergreen and the ceremony was performed by Canon Baynes Reed before an altar banked with white chrysanthemums.

The bride wore a gown of jewel blue transparent velvet and matching turban and a shoulder bouquet of butterfly roses and lilies of the valley.

The attendants were Mr. and Mrs. Reginald Key of Toronto. Mr. and Mrs. Leedham will live in Toronto.

Frank Wentworth, who still answers to the nickname "Pete" upon occasion, says his salesmen are now in high gear after getting well warmed up in sales work during a successful January. If they can keep warm in such a January as we had, they are bound to accelerate in speed as the sun, week by week, becomes less "up stage" from now on.

Richard Rhodes, athlete extraordinary, sells refrigerators daytimes and keeps in ye fettle for his fine contributions to the R. G. and E. basketball team. "Red" Rhodes, if he sells half as well as he plays baseball, basketball and many other sports, will prove to be a valuable addition to Mr. Houston's go-getters.

There's nothing like having a good nurse in the family. Miss Dorothy Graham, daughter of James "Scotty" Graham of the Domestic Sales Department, recently passed entrance examinations for Mt. Sinai Hospital in New York. She expects to enter into active training work some time this month.

Miss Georgia Harradine is now in charge of bookkeeping at the Hilton office and has taken the place of Mrs. Cooper, who is now devoting all of her time to home.



Mrs. Clarence J. Stillson, the former Pauline DeBerger. Second Floor Collection Department, one of our charming winter brides.



Nature's icy fortifications along Lake Ontario, near Sodus, with Fred Ashdown and Leo Pearsall acting nonchalant in the face of Jack Frost's frigid advances.

There is a son and heir out at the home of Mr. and Mrs. D. J. Dronkers, 175 Rosewood Terrace. It is none other than Master Daniel J. Dronkers, Jr., who was born on January 11, 1936, in the wee sma' hours of the morning, 1:40 A. M. Daniel J., Jr., who weighed 10½ pounds, is greatly appreciated by his little sister, Mary, aged 9 years, as well as his happy parents.

Another winter baby, born on January 4, 1936, is George Graydon Curtis, Jr., little son of district manager and Mrs. Graydon Curtis, of Wolcott. George Graydon, Jr., took no chances with rural snowbanks and impassable roads and made his worldly debut at the Rochester General Hospital.

Messers Arthur Underwood and Owen Feltham recently took some photographic "shots" at the Main Office which were incorporated into some films to be shown to groups by the Public Relations Department. The photography was excellent.



Mr. Cosimo Marafino is working on a model five-propeller replica of the S.S. Normandy, which he says will soon be finished. Mr. Marafino's model of the S.S. Roma some months ago caused much interest when it reposed in one of the Company's big display windows. The Normandy will be electrically lighted. Building ships is Cosimo's hobby. He doesn't have to wait for his ship to "come in" he just goes ahead and makes one.

Some years ago Mr. Frank Bentley, of the Storehouse, presented some relatives in the country with a hen turkey and a dozen or more baby turkeys. This year, Frank and his family enjoyed Christmas at the farm near Livonia where some of the antecedents of this turkey investment provided the piece-de-resistance of a fine Christmas dinner. That is something like casting your bread on the water—it eventually returns to you.

Miss Helen Wiesner on September 28 was married to Mr. James Kiggins at St. Ambrose Church, Empire Boulevard, the ceremony being performed by the Rev. Father Haggerty. For their honeymoon, Mr. and Mrs. Kiggins motored to Canada and the New England states.



*Frederick Bruce Saddock, son of Mr. and Mrs. Fred Saddock. Frederick Bruce just passed his fourteenth month.*

"One of my biggest thrills in seventeen years." Thus Landis Shaw Smith, of our Industrial Department, described a part of his recent trip to Philadelphia and New York City. Landis drove to New York and Philadelphia through part of our recent snow storms (about 900 miles in all), hiked 20 or 30 miles about the City (including two shows, two night clubs and a party in Greenwich Village), brought his mother back with him and the biggest thrill of all, piloted an Army aeroplane for an hour (about 100 miles) up over Mitchell Field, one of the Army's large finely equipped fields on Long Island. Although Landis flew during the war and has about 400 flying hours to his credit and has been up in commercial planes many times since, this was his first flight as his own pilot since war days. Although naturally "rusty" on the controls, he enjoyed the ride immensely and hopes to be able to repeat the experience at more frequent intervals in the future.

The Black and White grill was the scene of a recent spaghetti party, with Mr. Frank Lux cast in the role of host. It was a great dinner, with Frank Siska acting as chef, and how he can cook spaghetti. Games were played, and in the bridge tournament, the young women of the Gas Street Department won from the men in a closely contested series.

Mr. Dick Comins purchased a dollars worth of tickets on the Moose Terraplane raffle. Then he got forty cents worth more. The forty cents came through and won the car and Dick believes that Lady Luck gave him a fine "break" at this bazaar.

Mr. John Logan has made a very attractive ring out of his thirty-five year service pin, the first ring he ever wore, he says, and he flashes it at you much like a young feller showing you his first jackknife. Ring or pin, thirty-five years fine service is something to enthuse about.

Miss Catherine Price received a nice letter from Jessie C. Grange, who resides with her parents in Kendall, N. Y. Miss Grange fairly bubbles over with enthusiasm for "rural rythm" and says that what with her digging, canning, and storing provisions, she imagines her ancestors must have been of the squirrel family. She makes one's mouth water with suggestions of smoked hams, the goodies stored in her freezing locker at the cold storage plant, of strawberries, sweet and sour cherries, blackberries and other out of season eatables available for winter consumption, thanks to refrigeration. After reading the epistle, a familiar old expression came immediately to mind, it was this: "This is the life."

Philip Perkins, gas sales supervisor, had trouble starting his car until he got his new 1936 license plates. Since then, everything is O. K. Phil thinks the "bus" had inferiority complex worrying over the February first deadline for tardy drivers.

Robert W. Baschnagel, one of the newer members of the Industrial Sales Department, was married to Miss Dorothea Lauterbach, on Saturday, December 28, by the Rev. Paul M. Schroder, at the home of the bride, 236 Sanford St. After the ceremony the happy couple left on a short trip to Boston, and are now at home to friends at 166 Merriman Street. The day before the ceremony, Mr. Baschnagel was surprised to find his desk daintily decorated for the festive occasion by members of his department.

Mr. and Mrs. Harold Kinde of the West Lake Road have announced the engagement of their daughter, Elsie, to Mr. Granger Green, rural representative for the Company.

The betrothal of Miss Eunice Swart to Mr. Theodore Inderlied of this city has been announced by her parents, Mr. and Mrs. B. F. Swart of 415 Linden St.



*Members of the Rate and Contract Department who honored Mrs. Lawrence Callaghan, who recently left the Company's employ, at a party held at the Old Town Tavern. In the group are, left to right, front: Thelma Dys, Irene Bauer, Harry Gould, Mrs. Janet Callaghan, Robert Ginna, Mary Powers and Frances Cameron. Back row: Otto Haegge, Frank Schmitt, Mrs. Evelyn Kasiner, Harry Weitzman, Ruth Frank, Foster Burnett, Kathryn Jones and Jack Schuchman.*



Wanted: Someone who knows how to make and manipulate puppets in a Marionette Show. Please see Helen Smith.

Mrs. Eva Robinson of the Stores Records Dept. entertained at dinner and bridge on Sunday evening, December 29th at her home, 441 Pullman Ave. It was the annual Christmas Bridge and Grab-Bag Party. The guests were Margaret Morris, Dorothy Fisher, Mildred Magin, Helen Garvey, Lois Consaul, Eunice Swart, Vera Kingsbury and Evelyn Cross.

**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.**

Archibald C. Osler, a member of the Domestic Sales Department, died January 1. He is survived by his wife, and one married daughter. Funeral services were held at the home, and burial was made in Riverside Cemetery.

Mrs. Eva J. Davis, mother of Mr. Ray Davis, Cashier, passed away January 24 at her home in South Butler. Burial services were held at the home, and interment made at Clyde.

Mrs. Jessie Russell Morey, wife of Mr. Frederick E. Morey of the Auditing Department, died January 8. She is survived by her husband, three daughters, one son, and six grandchildren. Funeral services were held at the home, and interment made in Webster Rural Cemetery.

Mrs. Harriet J. Cowan, mother of Miss Agnes H. Cowan, passed away January 17. She is survived by two daughters, one son, and three grandchildren. Services were held from Korn's Funeral Home, and interment made in Riverside Cemetery.

William Attridge, who works for supervisor of electric sales John McGinness, was high salesman for 1935 in General Electric Refrigerator Sales. As a partial reward for his excellent work Mr. Attridge enjoyed four days at the Cleveland factories as a guest of General Electric where he was entertained like a king.

James Titus and Harry Robinson recently purchased new electric ranges. They are among the total of about two hundred employees who have recently purchased gas or electric ranges. If you want to know the advantages of modern ranges, a host of Company employees can tell you their many advantages. The liberal attitude of the Company has made a nucleus of satisfied users whose enthusiasm is bound to accelerate range sales. After all, what is a better advertisement for anything than a satisfied user?

Mr. and Mrs. Russell and Mr. Yawger attended the meeting of the Association of Edison Illuminating Companies at Boca Raton Club, Florida. One of the principal speakers was Owen D. Young, who talked on "The Broad Aspects of the Business." The weather was fine for swimming, golfing and other sports and Mrs. Russell was initiated into the high-tension lures of sea fishing. She caught two fine sail fish weighing 70 and 60 pounds and each measuring more than seven feet long. The Boca Raton Club is half way between Palm Beach and Miami.

Mr. Arthur Rissberger, Jr., a student at the University of Michigan, and Mr. Harold Harding, a student at Cornell University, came home for Christmas and New Years.

Miss Elaine Forsythe, daughter of Mr. and Mrs. Joe Forsythe, recently danced at the party given by Mrs. Miller for her pupils and their parents at Exposition Park. Elaine was the youngest dancer on the program.

There is a suggestion of Christmas time in the name of little Carol Ann Helfer, born to Mr. and Mrs. Richard Helfer on December 31. Just a few hours later and Carol would have been a New Year's baby and probably would have had her picture in the paper. As it was, she got plenty of publicity and brought her parents a very Happy New Year.

Miss Florence Marion Gosselin, daughter of Mr. and Mrs. Arthur F. Gosselin, was married to Mr. James Kirkbright some weeks ago and we take this opportunity of presenting this information to our readers although it is a bit late. It was a quiet service performed at Ye Olde Farm by the Rev. Dr. John Laird in the presence of the immediate families.

The holiday season brought forth the following engagements. Mr. and Mrs. Charles Allen Rice recently announced the engagement of their daughter, Miss Doris Rice, to Mr. Edgar Gilbert. The engagement of

Miss Paula Dolores Muhs to Mr. Edward Kurrasch was announced recently by her parents, Mr. and Mrs. William Muhs. And here is still another. It is the engagement of Miss Lillian Kemp, daughter of Mr. and Mrs. Frank Kemp, to Mr. Joseph Fennessey.

The wedding of Miss Winnifred Sleep and Mr. Joseph F. Jones took place at the Rectory of Corpus Christi Church on Friday, January 10, 1936. The bride wore a gown of dark red velvet with a shoulder spray of yellow roses. Mrs. Jones was the recipient of many lovely gifts from her friends in the department, including a set of dishes, and a floor lamp. Miss Elma Spindler gave a variety shower, and a kitchen shower was given by members of the bride's bridge club. Mr. and Mrs. Jones are now residing at 91 Adams Street.

Mrs. A. Wood announced the engagement of her daughter Miss Margaret Wood to Philip Gropp, both of the Auditing Department.



Group at Industrial Sales party. Left to right, Mrs. Kay Smith, as a Southern Belle; Carl Winkler, a "Jim Dandy;" Landis S. Smith, a Punchinello with a "punch" and Ann Leela, who put a modern interpretation upon Horace Greely's out-dated advice to "Go West, young woman "Go West."





**Oh-ayeh!**

Epitaph: "Here Lies an Artist, All Dressed Up and No Place to Go."

**You Flatter Me**

Suitor: "Do you think your father would consent to my marrying you?"

The Lady: "He might. Father's so eccentric."

**You're Telling Me?**

"Where did I come from?" asked the rose-bud.  
"The stalk brought you," answered the rose.

**Half and Half**

The true worth of a man lies about half-way between what his wife thinks of him and what his mother thinks of him.

**That's Friendship**

Jones picked up the daily paper and was astonished by seeing an announcement of his death in an accident. He immediately rang up a friend.

"Bill," said he, "have you seen the notice of my death in this morning's paper?"

"Yes," replied Bill, "where are you speaking from?"

**A Hand You'll Like to Hold**

Last night I held a little hand  
So dainty and so neat  
I thought my heart would surely burst  
So wildly did it beat.  
No other hand e'er held so tight  
Could greater gladness bring  
Than one I held last night, it was—  
Four Aces and a King.

Pat and Mike were detailed for scout duty overseas. The commanding officer ordered them to conceal themselves in a cow's hide and pretend to graze over toward the German trenches. Pat was given the front legs and Mike the hind legs.

All went well until Pat received a prod from his buddy.

"Come on, let's get out of here," hissed Mike.  
"What's the matter?" inquired Pat.

"Matter!" snorted Mike. "Sure an' here comes two Germans with a milk pail!"

**The Way with Wimmen**

A woman's fondest wish is to be weighed and found wanting.

**Stop Your S'Kidding**

Bill Muffet said  
His car couldn't skid.  
This monument shows  
That it could and did.

**Run Down but Game**

Safety hint—Two months after he had run over a girl, a motorist married her. If this sort of thing were made compulsory there would be less reckless driving.

**Unconstitutional**

The congressman's wife sat up in bed, a startled look on her face. "Jim," she whispered, "there's a robber in the house."

"Impossible," was her husband's sleepy reply.  
"In the Senate, yes, but in the House, never."

**Who Interrupted You?**

Father: "Yes, my boy, I'm a self-made man."  
Son: "Gee, pop, that's what I like about you. You always take the blame for everything."

**And Proud of It**

The foreman looked the applicant for work up and down.

"Are you a mechanic?" he asked.  
"No, sorr," was the reply. "O'm a McCarthy."

**Ain't it the Truth**

"Yes, my friends," said the theological lecturer, "some admire Moses who instituted the old law; some Paul, who spread the new. But, after all, which character in the Bible has had the largest following?"

Voice from the rear: "Ananias."

**It Gets 'Em**

Judge: "This lady says you tried to speak to her at the station."

Salesman: "It was a mistake. I was looking for my friend's sister, whom I had never seen before, but who has been described to me as a handsome blonde with classic features, fine complexion, perfect figure, beautifully dressed, and—"

Witness: "I don't care to prosecute the gentleman. Anyone might have made the same mistake."

*Facials...*

When you do someone a favor,  
But your "face" is cold and grim,  
You've subtracted from the value  
Of the thing you do for him.

Even though you have to fail him,  
You can minimize the blow,  
If you tell him you are sorry,  
An' just smile when you say "No."

We can all be beauty experts,  
"Lifting" faces as we go,  
By throwing smiles at people  
When it's "Yes" or if it's "No."

—Floyd Mason







Snow

Here, delicate snow stars of the cloud  
Come floating, down in airy play,  
Like spangles dropped from the  
glistening crowd,  
That whiten by night the Milky Way.

— *James Cullen Bryant*

