

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

January, 1936

Vol. 19 » No. 12



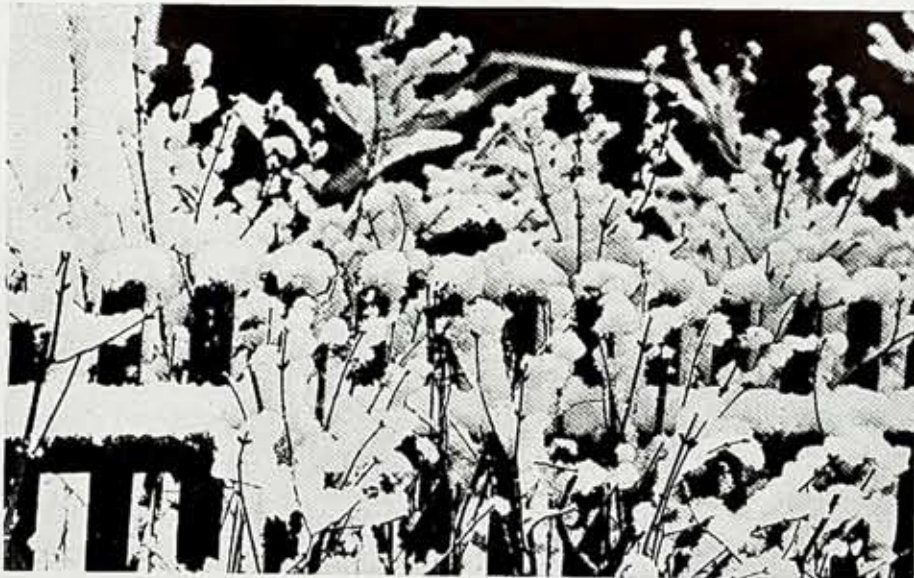
*Winter's Snow-jeweled
Splendor of Silence*

HAPPINESS



The happiest people I have ever known have been those who have fought through some great sorrow in life and have achieved philosophy as the price of their sufferings and the reward of their victory. Theirs was the calm after the storm. Little worries ceased to trouble them and they were freed from fears and apprehensions, because they knew they had the courage to endure. They accepted whatever came to them with thankfulness for the good, without whines for the bad. They put all thoughts of envy from them, and so they possessed their souls in serenity.

— Stevenson



A Snowy Mantle as Fair as Lily Leaves

ROCHESTER

R G AND E NEWS

Published by The Rochester

Vol. 19—No. 12



Gas & Electric Corporation

JANUARY, 1936

In the Spirit of Friendship

IT'S always fair weather when good fellows get together." And it is the same, or even more so, when the "good fellows" happen to be vivacious girls from the Friendship Social Center. What a good time they had just before Christmas when they were entertained by the women of the Women's Chorus, at a party held on the Sixth Floor.

"Old Man Sunshine" and "Bozo" together with Ken Loysen helped to create a perfect party atmosphere. William Hudson, chorus director, with the aid of a bit of plain and fancy padding made a dandy Santa Claus and

presented presents to all the little girls present.

The presents consisted of warm apparel, a red stocking full of confections and oranges. Miss Davis, from the Friendship Center assisted Santa Claus. On the committee for arrangements the following women served: Mary Martin, president, was assisted by Pearl Dailey, general chairman, and Doris Rice, Frances Anderson, Mildred Wood, Doris Aitkin, Agnes Niedermaier, Edna Robertson, and Frances Cameron.

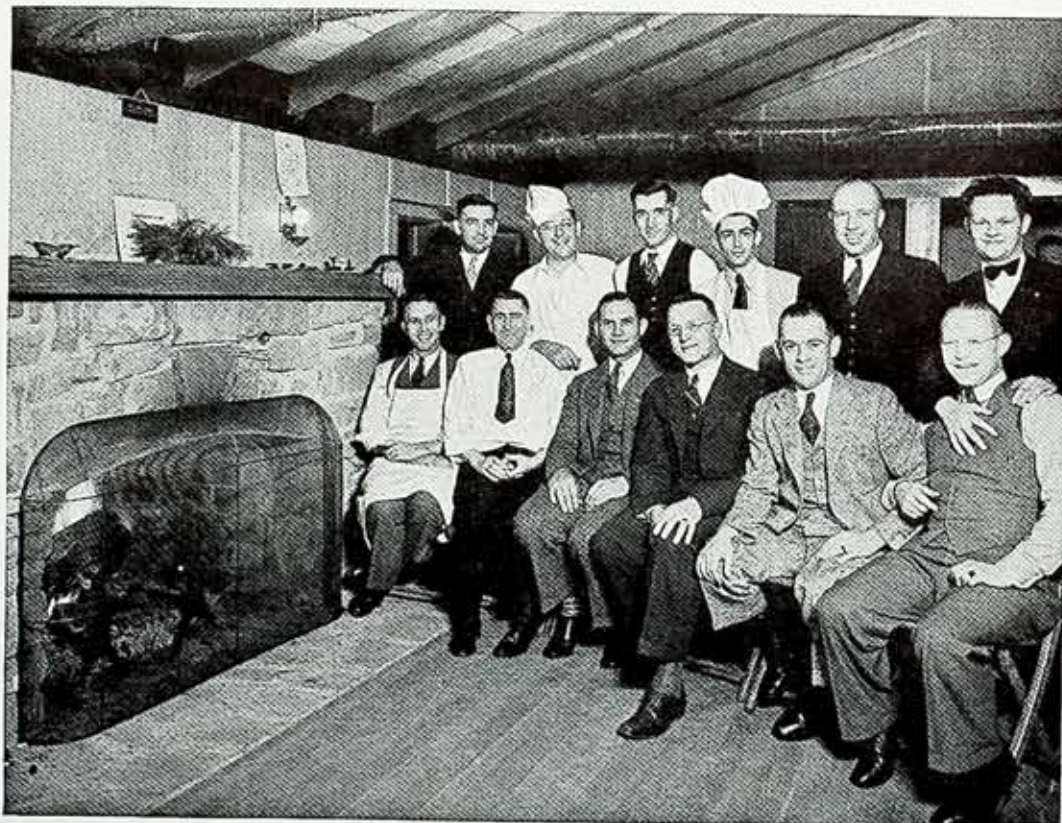


On December 17, the Women's Chorus entertained a group of girls from the Friendship Social Center, at the Assembly Hall, Sixth Floor. "Old Man Sunshine" and Ken Loysen helped to keep up the amusement tempo. In the back row are seen some of the women who engineered the festivities, also Santa Claus in the person of William Hudson (the one with the Father Time hirsute adornment) who gave out the presents.

Genesee Valley Employees Seek Name for Their Cabin

THE Rochester District has its famed "Chiselers Camp" and now the Genesee Valley employees, not to be outdistanced, have their "Cabin" on Wiscoy Creek. The Cabin was fittingly initiated at ceremonies in which a group of Rochester employees participated some weeks ago. It was a terrible, foggy night but a goodly crowd was there, including President Herman Russell and Vice-President and General Manager Jos. P. Haftenkamp. The "Cabin" (Hollis Young tells us) is an outgrowth of an incentive built up in the minds of Genesee Valley employees who have long wanted a "Chiselers Camp" of their own.

"Chiselers Camp" is an intriguing name. It stands for lots of fun and good times. And now that the "Cabin" is functioning, the Genesee Valley employees are racking their brains for a name as alluring and captivating as "Chiselers Camp." If you have a name that you think is "hot" send it in. The "Cabin" is a building thirty-four by twenty-four feet in extent and will easily house from fifty to sixty persons (if they're not too dignified). As our pictures show the interior is rustic and has an air of out-door-ness. And the framework, literally speaking, goes back to the old hoss and buggy days. Yes, Sir, the joists, studs,



These men from the Genesee Country know how to build a cozy cabin. This picture was taken at the "house warming" in which a number of employees from the Rochester District participated. If you can think of a good name for such a fine cabin, send it in, as Hollis Young and his cohorts are racking their brains for a name that will possess the captivating euphemism and hale-fellow-well-met qualities of Rochester's "Chiselers Camp."



This is a drawing of the Cabin in the Valley (hoo, hoo) built and owned by the employees of the Genesee Valley District. It is along Wiscoy Creek, near a dam and swimming is provided in summer time. It is one of the finest cabins (by a dam-site) we know about.

and plates were garnered from an old livery stable bought as a nucleus for the "Cabin." Perhaps a good name might be "The Livery Stable." It surely sounds as dignified as "Chiselers Camp" and has an air of piracy about it. But that's just a starter. Now, you think of one.

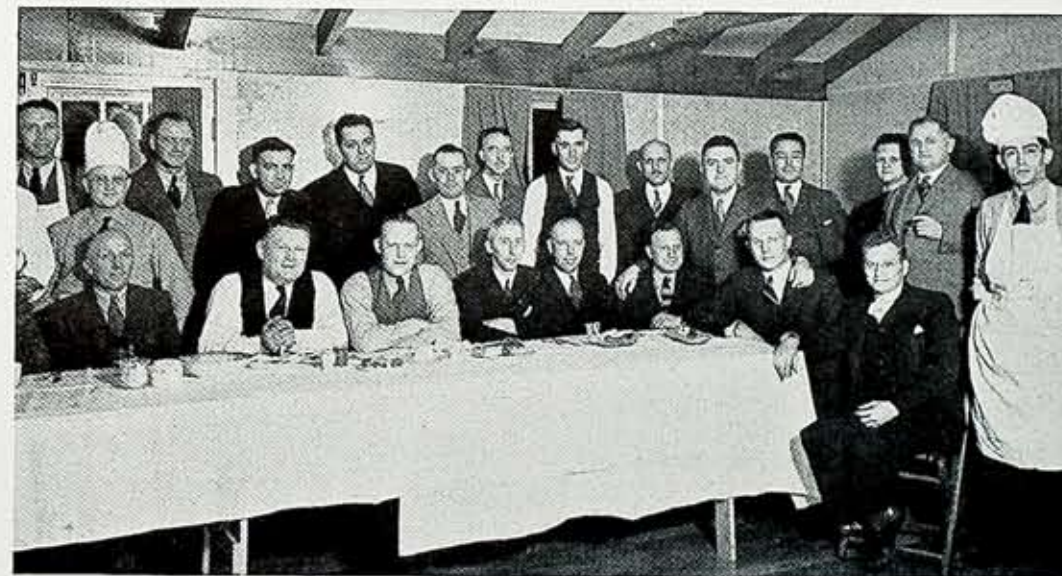
Employees Joint Owners

The "Cabin" cost about a thousand "bucks." The money needed was loaned without interest by Hollis Young, district manager, and is being repaid in easy installments by em-

ployees, on the basis of salary received. And mind you, the "Cabin" really belongs to the employees of the Genesee Valley District. Any employee may reserve it for a specified night and entertain his friends and relatives there if he wishes, or "throw" a birthday or anniversary party for "the wife" upon occasion. A date book is kept to facilitate bookings and prevent misunderstandings.

The "Cabin" provides fun and frolic in winter and adds swimming

(Continued on Page 359)



Here are some of the Rochester aggregation, and a few of the Valleyites, who drove many miles through a worse than "London" fog to be in at the cabin's opening. It was a very enjoyable occasion, the dinner being something to remember with watering mouths. It takes a lot of living, as Eddie Guest said, to make a home. The same philosophy applies to a cabin, which has to ring to the speech and laughter of human beings before it quite becomes a foster home.

GENERAL INFORMATION



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

	Nov. 30, 1935	Nov. 30, 1934	Increase
Electric...	130,250	128,731	1,519
Gas.....	110,106	109,622	484
Steam....	317	314	3
Total..	240,673	238,667	2,006

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

	Electric	Gas	Steam	Total	Incr.
1925	80,138	94,166	160	174,464	
1926	89,363	97,915	230	187,508	13,044
1927	98,617	102,446	278	201,341	13,833
1928	105,164	106,527	308	211,999	10,658
1929	115,804	109,332	327	225,463	13,464
1930	119,089	109,453	344	228,886	3,423
1931	121,260	109,529	340	231,129	2,243
1932	126,896	108,867	329	236,092	4,963
1933	127,511	108,805	313	236,629	537
1934	128,731	109,622	314	238,667	2,038
1935	130,250	110,106	317	240,673	2,006

Incr. in	10 Yrs.	50,112	15,940	157	66,209	66,209
----------	---------	--------	--------	-----	--------	--------

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	

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

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

	Month of November 1935	Month of November 1934	Increase
KWH Generated—Steam.....	6,502,396	3,245,106	3,257,290
KWH Generated—Hydro.....	13,001,969	12,087,585	914,384
KWH Purchased.....	15,822,874	16,472,420	649,564*
M Lbs. Commercial Steam Produced.....	106,600	123,196	16,596*
MCF Coal Gas Made.....	388,338	456,595	68,257*
Tons Steam Coal Used.....	14,077	11,634	2,443
Tons Gas Coal Used.....	33,369	38,764	5,395*
Tons Coke Made.....	21,904	25,670	3,766*
	Nov. 30, 1935	Nov. 30, 1934	Increase
Number of Employees.....	2,405	2,314	91
Amount of Payroll—Mo. Ended.....	\$ 356,148	\$ 342,221	\$ 13,927
Amount of Payroll—Yr. Ended.....	\$4,254,956	\$4,060,599	\$194,357
Miles of Underground Duct.....	2,033	2,028	5
Miles of Underground Line.....	3,001	3,002	1*
Miles of Overhead Line.....	8,284	8,188	96
Miles of Gas Main.....	825	819	6
No. of Street Arc Lamps.....	1,395	1,395	—
No. of Mazda Street and Traffic Lamps.....	25,992	25,954	38
Total Number of Street Lamps.....	27,387	27,349	38

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for November, 1935

Receipts		Disbursements	
Balance 1st of month.....	\$13,195.05	Sick Benefits.....	\$ 980.84
Dues and Fees—Members.....	874.86	Accident Off-Duty Benefits.....	122.63
Dues and Fees—Company.....	874.86	Family Sickness.....	
Rochester Hospital Service Plan—		Medical Examiner.....	3.00
Members.....	694.19	Nurse's Expense.....	100.00
Company.....	359.36	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,053.55
Investments.....		Balance end of month.....	13,738.30
Total.....	\$15,998.32	Total.....	\$15,998.32
Membership November 30, 1935.....	2,179	Membership November 30, 1934.....	2,157



Genesee Valley Employees

(Continued from Page 357)

during the summer months. All employees had some part in preparing this place for use. Messers George Aldrich and Edward De Groff built the fireplace, a work of art. Herman Salzer, of Bolivar, fashioned the rustic wooden fixtures. Harlan Strahan did the outside grading. Clyde Vedder made the rustic tables. Clyde Ostrum managed the electrical wiring and Bruce McCahan, of the Rochester General Construction Department, who happened to be working at Wiscoy last summer for a few weeks on the dam, constructed the concrete water reservoir which receives water from a hillside spring and comprises the cabin's water supply, conducted through pipes extending down the hillside. The women employees made the curtains and provided other feminine touches.

How About a Name

So much for the "Cabin" by the dam-site. It will bring plenty of happiness and Company spirit in years to come as it serves employees of the Genesee District with judicious amounts of helpful and enjoyable social contacts and outdoor as well as indoor enjoyment. It will do all this just a bit better if some intriguing name is found with which to characterize what it stands for and label it unmistakably in terms of broad, colorful interpretation. Have you thought of a suitable name yet? Well, get going; let's see how good you are.

Modern Methods

"I suppose you will miss your boy while he is at college?"
 "Yep," replied Farmer Corntassel, "I dunno what I'll do without him. He got the live stock so they won't move unless he gives 'em the college yell, an' I can't remember it."
 —The Quill

Good Manager

"My idea of an understanding wife is one who has the pork chops ready when you come in from fishing."

"Better Light Better Sight" At the R. B. I.

CONSERVE your sight," the admonition being given continuously by physicians and oculists is being put into practice at the Rochester Business Institute where it is the aim of officials to furnish the students with daylight or its nearest equivalent.

Accordingly new lights have been installed in one of the largest class rooms where students hold classes requiring close application of sight. All class rooms are equipped with outside windows, at least two walls being all windows. However, on unusually dark days, like many of the best illuminated offices when Old Sol is on the job, they are dark when he is loafing. To offset this, the school asked the Company to solve the lighting problem.

With twenty-six new attractive lamps, the young people intent on their reports and ledgers, are now given the best illumination that science and modern engineering is able to furnish. With this modern equipment, it is observed that even on the darkest day, the students have plenty of light for their tasks. It is the object of the school to offer the students the same environment as that furnished by the most up-to-date office building. Lighting, school officials believe, is one of the most important considerations.

Hold Em Yale

He came home from lodge meeting one night last month and found a light burning in the sitting room.

"Who's in there?" he asked his wife.
 "Why Lizzie has company," she informed him.

Half an hour later the head of the house walked by the front door, which was slightly ajar, and glimpsed his daughter seated on the lap of a stalwart youth.

"Umph," he grunted drawing upon his knowledge of high finance, "a holding company!"

The Company's Retirement Plan

J. B. WARREN

FROM the employee standpoint, the installation of the Retirement Plan on January 1, 1933, must be considered as one of the greatest forward steps ever taken by the Company.

For a number of years previous to the adoption of the Plan, President Herman Russell and the Board of Directors were aware of the need for a

pension plan which would as nearly as possible insure the financial security of every employee of this Company who had reached the normal age of retirement.

Such a plan was required to supersede an informal pension plan, which had been in effect for many years, through which employees actually incapacitated by the infirmities of age had been retired. For these employees a monthly pension was allowed, at the discretion of the Management, based on the employee's length of service, his position and pay, when pensioned and his financial circumstances.

While it was known that a formal retirement plan was desirable, the outstanding, and hitherto seemingly insurmountable obstacle, was that the amount of money involved was of very large proportions. Preliminary studies over a number of years had indicated that it would be very difficult to finance a practical and adequate plan. In the early fall of 1932, however, President Russell resolved that, provided it lay within his power to bring it about, the Management and Directors would give the employees of the Company an adequate Pension Plan as a Christmas present. As a result, Mr. F. W. Fisher and Mr. A. C. Rissberger spent a considerable portion of the succeeding months in consultation with pension actuaries, particularly Brown and Crosby, Inc., as consultants, insurance company experts, legal advisers and others in studying the problem. They prepared many figures and charts showing the amounts required to finance various plans, taking into consideration the numerous actuarial and employment factors involved, and finally succeeded in perfecting a plan which appealed to the Management and Directors as being adequate and sound, and possible to finance over a term of years.



Facsimile of the group insurance certificate which helps to spell security for 2,178 employees of the Company. Its provisions offer features which help to stabilize employment and bring greater happiness into daily effort.

President Herman Russell Assures Employees That Their Status as Company Pensioners is not to be Affected Through the Operation of the Recently Enacted Federal Social Security Law

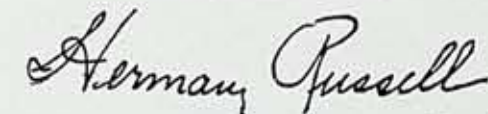
To All Employees:

The Federal Social Security Bill recently enacted into law provides among other things an Old Age Industrial Pension financed by joint contributions from employers and employees. Insofar as the employees of this Company are concerned, this Plan does not provide a pension equal to the pension to be paid under the present Company's Plan. However, the pension to be received upon retirement by Company employees will be the same after the Federal plan becomes operative as it is now because the Company will continue to operate its own pension plan on a modified basis and in cooperation with the Federal Plan so as to make up through the modified Company plan, the difference in the amount of pension provided under its present plan and the pension to be provided under the Federal Plan.

Your status upon retirement on pension will thus be the same insofar as the amount of pension you will receive, although a portion of your pension may be paid to you through the Government, and the balance through the Metropolitan Life Insurance Company.

Employees will continue to make the same pension contributions to the Company. The Company will pay to the Government that portion of the employees' contributions, together with its own contributions required to meet the Federal Pension tax, and will pay the balance of the employee contributions together with its own further contributions as may be necessary to secure the total pension as at present, to the Insurance Company, as is now the case.

Very truly yours,



President

Copy of letter sent to all employees under date of Aug. 20, 1935

While there is a tremendous amount of intricate mathematical analysis required in the detailed development of a pension plan, the fundamental principles are fairly simple. The calculations are based upon the assumptions that employees will be retired at an advanced age, in our case at age 65 for men and 60 for women, and will receive in monthly pension payments, technically called retirement benefits, a percentage of wages from retirement until death. The pension to be paid must come from a reserve of money accumulated before the pension payments begin. Such reserves are usually built up by setting money aside at compound interest for pension purposes over a period of years. This reserve will be depleted by the amount of the pension payments and will be increased by the interest earned on the decreasing balance. Statistics show that on the average a man will live between 11 and 12 years from age 65. The reserve on the average must spread over that period. Those who die under the average will leave reserves accumulated out of Company contributions to provide for those who live longer than the average, but in every case all of an employee's personal contributions, with interest, are returned to him either in pension payments or as

a death benefit to his beneficiary. The amount of reserve to be provided depends upon the amount of pension to be paid, and this in turn depends upon the wages, length of service, age, and sex of the employee.

Appropriate calculations involving these factors for all the employees indicated; first, the amount which the Company could afford to allow for that portion of the pension based upon past service for those employees who had been with the Company prior to the adoption of the Plan and for whom no reserves had been built up (obviously the cost of such past service credits would have to be borne by the Company); second, the amount of the additional payments on the part of the Company together with the amount of the contributions on the part of the employees which would be required to provide that portion of the pension benefit based upon service after January 1, 1933; third, the best method, all things considered, for financing the Plan on a sound actuarial basis.

The annual retirement benefits, payable monthly, were set at 1% of the wages for the year 1931 as an annual basis for each year of continuous serv-



The Pension Committee appointed by President Russell, and Mr. Warren as Mr. Scobell's assistant on Pension Accounting. From left to right are President Herman Russell (chairman), vice-president and comptroller, Ernest C. Scobell (secretary); vice-president and general manager Joseph P. Haftenkamp; personnel director Frederick W. Fisher; J. Burton Warren and Thomas H. Yawger, superintendent of the electric department.



The Company's pension plan helps to smooth the way for the ship of life. It means less storm and strife and a maximum of fair weather sailing, with happy landings when the journey is done.

ice prior to the installation of the Plan, plus 2% of the actual wages for each year of continuous service after the installation of the Plan.

The Plan offers an option whereby a pensioner may elect to receive a smaller pension than normally due him, and of securing, after his death, to and for the lifetime of his beneficiary, an equal amount of pension.

Since no part of the reserve required for past service had been accumulated, the practical arrangement was for the Company to build it up over a period of time. The Company therefore decided to contribute \$20,000 per month for this purpose and for pension benefits to accrue after January 1, 1933, provided the employees would contribute 5% of their yearly salary toward the latter benefit. On this basis pensions could be met as called for in the Plan (excepting that retirements be restricted until January 1, 1938) and the reserve required for pensions, based on service prior to the installation of the Plan would be accumulated by 1953.

The Plan as thus outlined was submitted to the employees on a voluntary basis, with an overwhelmingly favorable response. Ultimately a contract was entered into with the Metropoli-

tan Life Insurance Company for the administration of the Plan.

The details concerning the administration of the Plan and its various provisions were issued to all employees in a booklet of Rules and Regulations and a certificate defining each employee's rights and obligations under the Plan was issued to each employee by the Insurance Company.

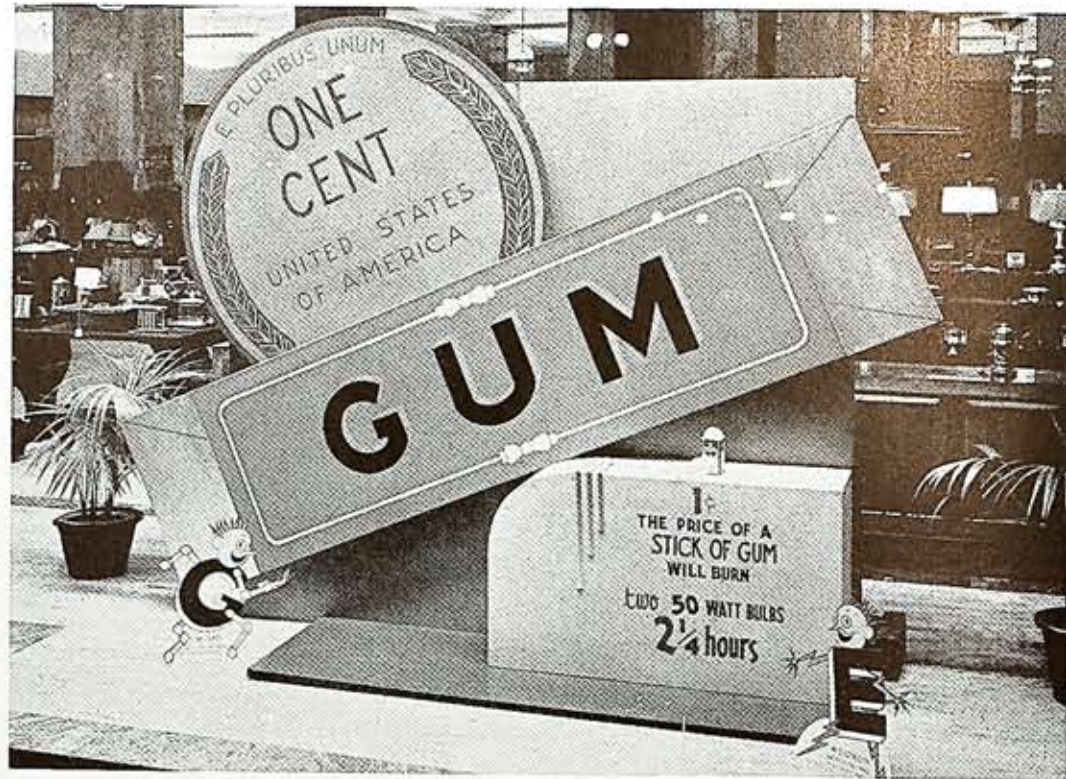
When the Retirement Plan went into effect January 1, 1933, there were in the employ of the Company 59 persons who were beyond retirement age, 117 who would reach retirement age within five years after the adoption of the Plan, and 579 who had been with the Company fifteen years or more, and who had special rights under the Plan.

After the Plan had been in effect a year and a half, it became possible for the Company to provide for an earlier accumulation of the reserve required for service prior to the installation of the Plan than was possible when the Plan was adopted. Accordingly, as of July 1, 1934, the Directors authorized a contribution of \$500,000 in a lump sum, in addition to the payments already made (which at that time had a

(Continued on Page 365)



Company service emblem enlarged many times for reproduction. This emblem is a badge of honor greatly cherished by those who have earned it. It is presented to employees after ten years of service. Each succeeding five year period brings a new pin, with an additional five-year service marker.



Two Gas and Electric window displays which feature two widely divergent services of gas and electricity. Seldom has a window received the public attention given by thousands of interested lookers to the Bausch and Lomb model glass plant. This display was besieged almost continuously, day and night. The gas used by the Bausch and Lomb plant in one month would supply the needs of a city of 40,000 population for the same period.

value of about \$306,000) and an increase in the monthly contributions to \$30,000.

These substantial contributions made it possible to negotiate a new contract with the Insurance Company, which would change the plan of purchasing annuities from the old one which provided for the purchase of them at retirement age out of the reserves which had been accumulated, to the plan which provides for the purchase of annuities as fast as money is available. This in substance means that the Insurance Company controls, in accordance with the Pension Contract, the reserves as fast as they are built up, and is a much more satisfactory arrangement. Under this plan the retirement annuities for all employees past retirement age will be purchased in full, and a substantial portion of the retirement annuity for those employees under retirement age, with 15 years or more of service will also be purchased. It is expected that all reserves required for pensions based on service prior to the installation of the Plan will be accumulated by 1942.

Under the new Plan the method of employee contributions was also changed from a flat 5% of pay to a fixed monthly rate, with a corresponding change in the annuity from the flat 2% of pay to a fixed monthly rate. These changes save considerable time and labor, not only in our Payroll Department but also in keeping the Insur-

ance Company records, and make a difference of not more than 25c per month in the contributions made by any employee. Over a period of years the contributions will average 5% and the corresponding benefit will average 2% of pay.

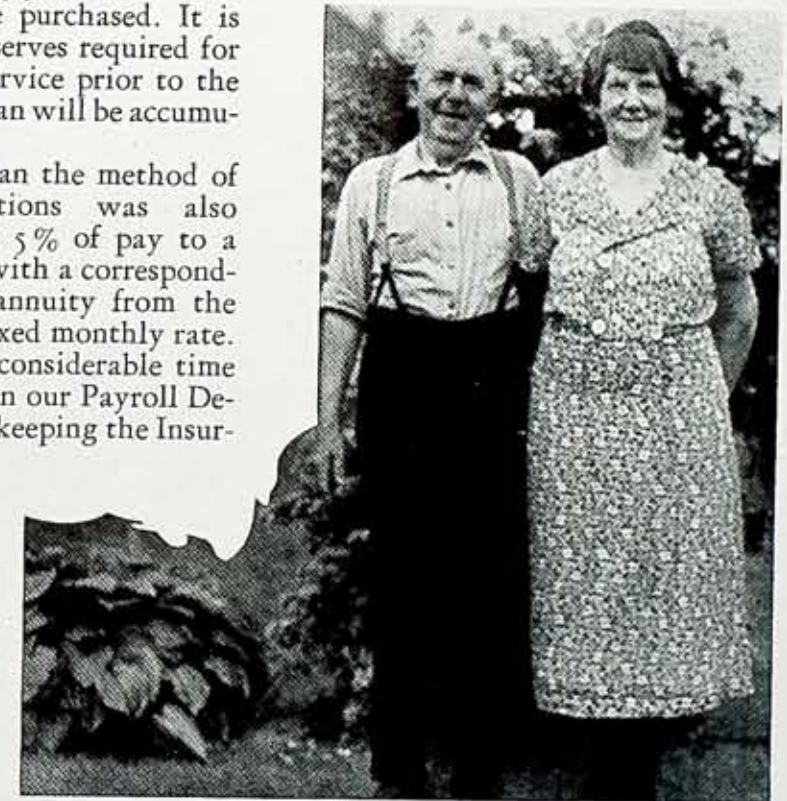
The Plan as revised was unanimously approved by the employees who had subscribed originally. About 98% of the eligible employees are now subscribers.

The Plan is administered by the Retirement Committee composed of President Herman Russell, Vice-Presidents Jas. P. Haftenkamp and E. C. Scobell; Messrs. F. W. Fisher and T. H. Yawger. Mr. Russell is Chairman, and Mr. Scobell, Secretary. The writer handles the detailed work of the Committee.

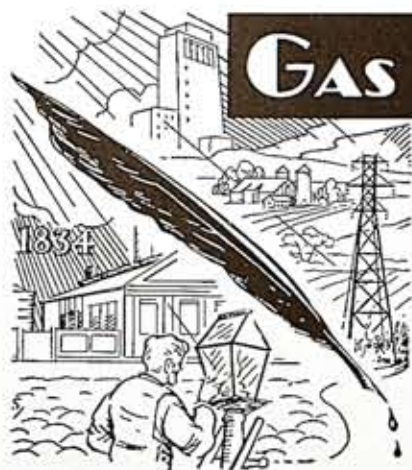
The history of the cases which have presented themselves for action has

(Continued on Page 374)

The Retirement Pension Plan offers years of happy living after the years of active work are over. It brings more sunshine into the sunset years of life.



Mr. and Mrs. Patrick J. Casey, 87 Wimbleton Road, who get a great "kick" out of life and have many words of praise for the Retirement Pension Plan. Mr. Casey was retired in September, 1933, after forty-eight years of faithful service.



GAS & ELECTRIC NEWS

Department Correspondence Staff

EVELYN CROSS	Women's Section
LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumers' Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canandaigua
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 HOLDGATE *Associate Editor*

The Installment Plan

A GREAT man passes on. He leaves behind him the memory of what he has done. His fine intellect passes on with this corporeal body. What a loss to the world.

A great musician dies, and with him his wonderful ability. A renowned poet, composer, statesman follows the way of all men, and with them is buried their physical potentialities for accomplishment in their varied lines of endeavor. How much would we not give to have these accomplishments bequeathed to us, were such a thing possible?

Every man and woman, however, must hoe his own row; fight his own battles; earn his own accomplishments. Others may help and inspire us, but we ourselves must be the sculptors of our lives, the creators of our accomplishments.

No one can hypnotize us into being a great pianist. No one can put in for us the hours of practicing which made a Paderewski. He had to do it. You

and I can not buy the brains someone else has built up and have them installed into our craniums.

When a master of finance goes on into another sphere, how nice it would be if we could inherit his ability to make money, accomplish good. But this can never be. We must work out our own salvation.

It is perhaps a very homely thought to reflect that all this greatness has been the result of what we today call the "installment plan." So much down and so much every day until results are assured.

Paderewski paid for his well-earned fame, with installment purchases from the bank of life and they weren't always "easy payments." Andrew Carnegie bought his ability through hours of painstaking effort. Abraham Lincoln burned the midnight oil to perfect his natural abilities. These men and thousands of others who have earned fame and used it to help mankind built up their powers of accomplishment through consistently using the installment idea. They kept their mental credit good and life never denied them the things they were willing to work for along the line of intellectual accomplishment.

We once saw a sign on a New England bank. It read "Buy a thousand dollars on the installment plan." Any young man or old man or woman today

can do this by consistent saving. Any one of us can also add to our ability to accomplish what we idealize in others simply by buying it on the installment plan—so much consistent effort "down" and so much every day until the goal looms nearer and nearer as our well-spent time finally brings it within our grasp.

What do you wish to buy this year? Many things come high. Are they worth the heavy "payments" required? This little poem may help you to decide:

You are the fellow who has to decide,
Whether you'll do it or toss it aside;
You are the fellow who makes up your mind
Whether you'll lead or will linger behind—
Whether you'll try for the goal that's afar
Or be contented to stay where you are.
Take or leave it; there's something to do!
Just think it over—it's all up to YOU.

It's a New Year

THAT Happy New Year you celebrated just a few days ago is still an infant. Can you imagine the baby new year arriving at the clock of life—right on the dot, at the very stroke of twelve, while the old year (the gentleman with the scythe and whiskers) stands there all "set" to punch his time card for the last time?

The two, the old and the new, seem to look each other over, each with just a bit of disdain. Says the old year "Well, I'm glad to see you here on time. You might have gotten here a few minutes early so that we could chat a bit. You've got a lot to learn, but you will have to get most of it by hard knocks, like I did." All this transpires while the two of them are busy ringing in and ringing out.

"What's that terrific noise?" asks the new year. "Oh, that's just a lot of noisy people wishing you well in your prospective journey" responds the old year. Whistles, bells, gunfire, shouts and claxons here break in upon the dialogue for a full minute. When the

din is over, the new year who has been a bit frightened by it all, begins to resume the conversation; he wants to ask the dignified old gentleman with the scythe a few more questions but, alas, he has disappeared.

The little new year stands there a pitiful figure; young, inexperienced, frightened, and all alone. He appears much like an amateur public speaker trying to overcome his fright at a large audience. After a bit he straightens back his shoulders, pushes out his tiny chin and looks defiantly out into the world about him. His fears have gone, he is ready to speak; what can he have to tell us?

"Ladies and gentlemen" begins the tiny new year in a strong but youthful voice which is little more than a squeak, "I entered your midst with fear and trembling for I am inexperienced with the ways of the world. Father Time left me without a word of warning. You, who remain with me must bear with me until I can get going. I'm young, but in our family a year means a lot. You will be surprised how much I can accomplish in, say three or four months. With all your help we can make this old world hum with greater happiness and prosperity." Here the new year pauses to clear his throat.

"I feel a strange, powerful force all about me" the new year continues. "This uplifting force fortified me when I first stood before you quivering with fear. I felt it first when I heard that mighty chorus of 'Happy New Years' which reverberated 'round the world at the stroke of twelve. A generous welcome I call it and thanks for your well wishing. I shall do my best for the world, but something seems to tell me that you folks have got to do most of the actual work ahead, for, after all, I am only the time keeper."

Quite a bit of water has already gone over the dam of 1936 since this inter-

(Continued on Page 373)



These Rochester boys and girls all won prizes in the "Better Sight Christmas Gift Contest." They came to the Sixth Floor one Saturday morning to receive their prizes. While they were there, they heard "Old Man Sunshine" and "Bozo" the radio dog.



These are the judges in the contest. From left to right, back row, they are: Mr. O. L. Angevine, Secretary of the Engineering Society; Mr. Joseph Biben, Publisher; Mr. Edward Kramer, Secretary of the Electrical Association. Front row: Miss M. Lush, Art Director, Board of Education; Mrs. J. M. Foley, member of the Eyesight Conservation Committee, County of Monroe, and Mr. Clifford Ulp, Director of Art, Mechanics Institute.

Christmas Gift Contest Winners Picked from 2,000 Entrants

WALTER MCKIE, *Lighting Engineer, Domestic Sales*

THE judges in the Better Sight Christmas Gift Contest recently put in many hours of painstaking effort selecting the winners from among the more than 2,000 entrants (boys and girls under 18 years of age) who had sent in completed contest blanks. A few hundred other boys and girls asked for entry blanks but failed to send in their completed efforts. The judges were: Mrs. J. M. Foley, member of the Eyesight Conservation Committee; Miss M. Lush, Art Director, Board of Education; Mr. O. L. Angevine, Secretary of the Rochester Engineering Society; Mr. Joseph Biben, Publisher; Mr. Edward Kramer, Secretary of the Electrical Association and Mr. Clifford Ulp, Art Director of Mechanics Institute, and Storrs Barrows, Architect.

Plan of Contest

Boys and girls under eighteen were sent entry blanks, a part of each blank being a return postal card to be sent back announcing the entrance of the boy or girl in the contest, and specifying which of the prizes in the major, secondary or general divisions they would prefer should they become a winner. The remainder of the large contest sheet comprised a layout of a home's interior and showed various rooms of the house, with incidental furnishings. After studying the lighting information given on the blank, entrants were required to cut out miniature lamps (printed on the sheet) and spot and paste them into proper positions on the sheet. When this was done, the entire layout was colored by the contestant.

The judging was based on the knowledge shown in placing the lamps where they would be most beneficial

from a lighting and eye conservation standpoint, upon the intelligence indicated in using proper wattages, and upon the neatness and skill shown in the pasting, spotting and coloring. The prize winners in the main contest as well as in the contest run especially for Company employee's children are shown herewith.

Winners in Contest for Employees' Children

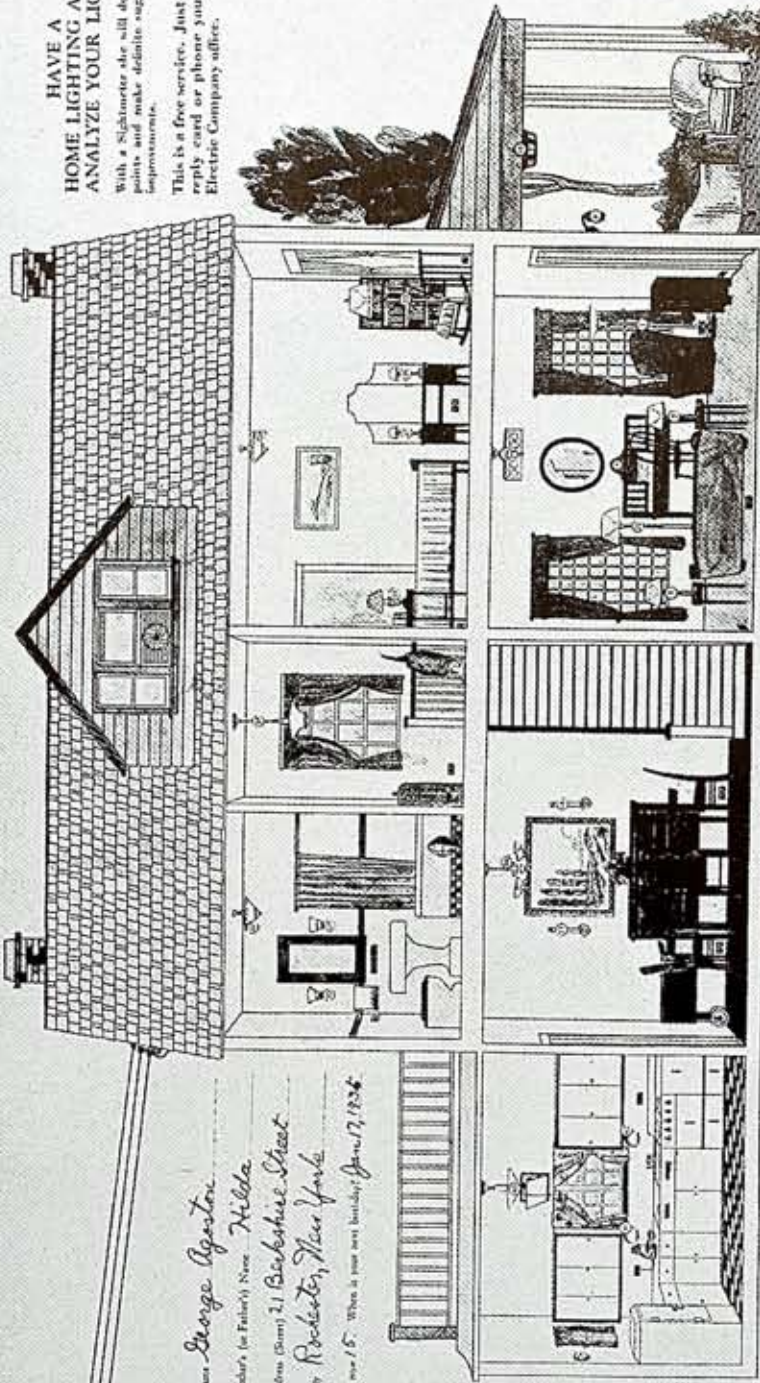
The winners in this contest were as follows: First Prize, Dorothy Caple, who won an electric ironer. Second Prize, Edna May Aitken, who won an urn set, and Third Prize, Mary Catherine Doherty, who won a fine I. E. S. lamp.

(Continued on Page 372)



Here is the winner of the grand prize, Mr. George Agostin (left) with Mr. Walter McKie, who conducted the contest in collaboration with Mr. Frank Houston, Manager of Domestic Sales.

HAVE A HOME LIGHTING ADVISER ANALYZE YOUR LIGHTING
With a Sightingmeter she will detect danger points and make definite suggestions for improvements.
This is a free service. Just check the reply card or phone your nearest Electric Company office.



Your Name *George Agoston*
Your Mother's (or Father's) Name *Hilda*
Your Address (Room) *21 Berkshire Street*
or *Rochester, New York*
Your age *15* When is your next birthday? *Jan. 17, 1926*

CORRECT POSITION PLUS RIGHT LIGHT PROTECTS EYESIGHT

Correct lighting here good
provides for reading hours
possibly enough light for book.

Lighting too close... eyes
strain... head aches.

Lighting too high... glare
shadows... eyes strain.

Lighting too low... shadows
on face... eyes strain.

Lighting too far... eyes
strain... head aches.

This is the prize entry of Mr. George Agoston, age fifteen years, who resides at 21 Berkshire Street. George decided to take a fine electric refrigerator as his choice of the various appliances offered as grand prize. His spotting-in of the lamps and the wattages designated was considered especially noteworthy. His exhibit was unusually well-colored, a fine harmony characterizing his choice of tints and colors.

PRIZE WINNERS

R. G. & E. Christmas Gift Contest

FIRST PRIZE
GEORGE AGOSTON, 15 years old, 21 Berkshire Street

SECONDARY PRIZES

- Alyce Madden, 58 Owea St., Rochester, 9 years.
- Verna Fink, 54 Bly Street, Rochester, 17 years.
- Richard Schmer, 63 Pardee St., Rochester, 5 years.
- Richard Smith, 77 Pershing Dr., Rochester, 14 years.
- Marcella Schnorr, 318 Remington St., Rochester, 12 years.
- Margaret Harris, R. F. D. No. 1, East Rochester, 18 years.
- Grace Mills, 41 Trafalgar St., Rochester, 16 years.
- Shirley Titus, 3444 Lake Ave., Rochester, 7 years.
- Warren B. Chester, 232 Ave. A, Rochester, 9 years.
- Ralph Van Graafeiland, 1388 Clinton Ave. No., Rochester, 11 years.
- Olive Bennett, 61 Arch St., Rochester, 10 years.
- Jimmy Somerville, 114 Somershire Dr., Rochester, 8 years.
- Lorraine Leys, 21 Elmcroft Rd., Rochester, 8 years.
- Doris Mae Klafehn, North Greece, New York, 6 years.
- Jean Margaret Benham, 96 Castlebar Rd., Rochester, 13 years.

GENERAL PRIZES

- Angelina Montalbano, 121 Griffith St., Rochester, 13 years.
- Elmer Adams, Washington St., Adams Basin, N. Y., 6 years.
- Billy P. Oppel, Buffalo Rd., Coldwater, N. Y., 7 years.
- Richard Johnson, 4 Adwen Place, Rochester, 8 years.
- Donald Wetlaufer, 125 Columbia Ave., Rochester, 9 years.
- Donna Laidlaw, 699 Park Ave., Rochester, 10 years.
- Shirley Ann Tilley, 32 Pershing Dr., Rochester, 11 years.
- Donald B. Miller, 3459 Lake Ave., Rochester, 12 years.
- Constance Bishop, 840 Genesee St., Rochester, 12 years.
- Leora Krause, 241 North Greece Rd., Hilton, N. Y., 13 years.
- Barbara Ann Smith, Atlantic Ave., Macedon, N. Y., 5 years.
- Mary E. Mills, 41 Trafalgar St., Rochester, 12 years.
- Norma Weiland, 2569 Mt. Read Blvd., Rochester, 11 years.
- Arline Cello, 203 Marlborough Rd., Rochester, 10 years.
- Dorothy W. Butterfield, 66 Bakerdale Rd., Rochester, 9 years.
- Ray Steiner, 128 Morrill Street, Rochester, 8 years.
- Maria Ostendorf, 139 Westland Ave., Rochester, 7 years.
- Donald Smith, 137 Colonial Rd., Rochester, 6 years.
- Stephen Star Williams, 4 Stoutenburg Rd., Pittsford, N. Y., 5 years.
- Stephen Mikel, 10 Woodford St., Rochester, 16 years.
- Jean Cope, 40 Mona St., Rochester, 17 years.
- Alfonse Salamone, 29 Hillcrest St., Rochester, 16 years.
- Angeline Marino, 102 Glide St., Rochester, 15 years.
- Bud Magin, 183 Campbell Pk., Rochester, 15 years.
- Betty Jane Stiles, 215 So. St. Regis Drive, Rochester, 14 years.
- Oscar K. Johnson, Jr., 72 Richland St., Rochester, 13 years.
- Geraldine Holland, 178 Sunset St., Rochester, 12 years.
- Alvin Boss, 84 Westwood Drive, 11 years.
- Franklin Puff, 24 Rugraff St., Rochester, 10 years.
- Eleanor Curran, 60 Dunbar St., Rochester, 9 years.
- Patricia Ann Clement, 33 Pauckner St., Irondequoit, N. Y., 8 years.
- Margaret LaDuke, 52 Mill Rd., Rochester, 17 years.
- Ferne Alt, 118 Northview Ter., Rochester, 16 years.
- Robert Wagner, 793 Harvard St., Rochester, 15 years.
- Mary Louise McAllister, 4247 East Ave., Rochester, 14 years.
- Eleanor Smith, 282 Ames St., Rochester, 13 years.
- Marie A. Leinberger, 429 Bernard St., Rochester, 14 years.
- Olive Rothschild, 145 Saranac St., Rochester, 15 years.
- Marjory Sturdy, 19 Seneca Pk. Circle, Rochester, 16 years.
- John Castle, Jr., 138 Dorchester Rd., Rochester, 17 years.
- Vincent Hefner, 324 Roycroft Drive, Rochester, 8 years.
- Jean Craue, 54 Bernard St., Rochester, 9 years.
- Paul Walker, 81 Saranac St., Rochester, 10 years.
- Mary Jeanne Meyer, 283 Inglewood Dr., Rochester, 11 years.
- Mary Elizabeth Carcelli, 495 Electric Ave., Rochester, 12 years.
- Alfred Krebel, West Webster, N. Y., 13 years.
- Martin Schnorr, 318 Remington St., Rochester, 14 years.
- Robert Thompson, 26 Grandview Ter., Rochester, 15 years.
- Edith May Vollbracht, 232 West Avenue, East Rochester, N. Y., 12 years.
- Carol Miller, 3459 Lake Ave., Rochester, 6 years.
- Harold Friedman, 42 Dale St., Rochester, 7 years.
- Virginia Fischer, 18 Alexis St., Rochester, 16 years.
- Mary Jane McAllister, 4247 East Ave., Rochester, 15 years.
- Richard Dunn, 47 Raleigh St., Rochester, 14 years.
- Lee Mariou Linhof, 220 Meigs St., Rochester, 13 years.
- Laurain Henthorn, 48 Lenox St., Rochester, 10 years.
- Margaret L. McArthur, 168 Eastman Ave., Rochester, 17 years.
- David Driscoll, 124 Millbank St., Rochester, 11 years.
- Jack and Alan Elliott, 184 Castlebar Rd., Rochester, 12 and 6 years.
- Robert Williams, 218 Berlin St., Rochester, 18 years.

JUDGES

- MR. CLIFFORD ULP, Art Director Mechanics Institute
- MRS. J. M. FOLEY, Rochester and Monroe Co. Eye Conservation Com.
- MISS LUSH, Art Supervisor Board of Education
- MR. STORRS BARROWS, Architect
- MR. O. L. ANGEVINE, Secretary Rochester Engineering Societies
- MR. EDW. KRAMER, Secretary Rochester Electric Association
- MR. JOE BIBEN, Publisher

We wish to express our appreciation to the hundreds of boys and girls who did such excellent work in this contest

Christmas Gift Contest Winners

Information Disseminated

Eyesight conservation has been coming to the fore for some years. During the last year this topic has jumped by leaps and bounds into public acceptance. Colleges, schools, civic organizations and others have focussed attention upon this important work, among them being the Eyesight Conservation Committee of the County of Monroe, and others. The contest sponsored by the Company, by disseminating much valuable lighting information into the homes of Rochester and vicinity made an excellent contribution to eyesight conservation, one that will remain in the minds of children and parents for years to come as a reminder that eyesight is a most valuable gift, and that it must not be abused either through ignorance or indifference to the matter.

Total of 115 Prizes

The contest as a whole comprised really three contests: one for boys and girls in Rochester and vicinity; one contest for children of employees and

another for boys and girls living in the rural territories.

The 115 prizes were distributed as follows: 76 prizes for the Rochester District, 1 grand prize, 15 secondary prizes and 60 general prizes; for Canandaigua District: 13 prizes, 1 grand prize, 3 secondary and 9 general; for Genesee Valley District, 13 prizes, and for the Sodus-Wolcott section, 13 prizes.

Rural Districts Prize Winners

CANANDAIGUA

First Prize—Anna McMillan, Canandaigua.
Secondary—Francis McKenna, Canandaigua; Barbara Mason, Holcomb; Dorothy Ann Scott, Canandaigua.
General—Jean Cotton, Victor; Donald Eagley, Manchester; Benjamin H. Steves, Canandaigua; John Joyce, Canandaigua; Richard Steinbaugh, Canandaigua; Verna C. Miller, Holcomb; Betsy Hill, Victor; Raymond Hall, Shortsville; Florence Cliff, Canandaigua.

LAKE SHORE TERRITORY

First Prize—Charles Converse, Rose.
Secondary—Lloyd Partridge, Fair Haven; Lois Hospers, Ontario Center; Marjorie Austin, Sodus.
General—Carroll Dudley, Jr., Meridian; James Myers, Sodus; Esther Luffman, Wolcott; Dorothy Leona Clause, North Rose; Lila Meeker, Ontario; Thea Crafoot, South Butler; Oliver Bruno, East Williamson; Evelyn Corey, Cato; Adair Carpenter, Sodus.

GENESEE VALLEY TERRITORY

First Prize—Josephine Rees, Fillmore.
Secondary—Gail Farwell, Belmont; Marion Rees, Fillmore; Clark D. Tucker, Caneadea.
General—Maurice Wiles, Fillmore; Phillip DePuy, Nunda; Marilyn Marie York, Houghton; Margaret Galton, Nunda; Marion Wood, Nunda; Helen Jackson, Nunda; Richard Miess, Belmont; Malcolm Claffin, Bolivar; Naomi Irwin, Bolivar.

Contest Brings Many Assets

Contests come and contests go, and many of them do little but amuse those who participate in them. The "Better Sight Christmas Gift Contest" however, was one in which any reasonable person might easily enthuse. The reasons are very simple. The contest promoted the artistic sensibilities of boys and girls; it comprised a sort of race in which they matched their skill and intelligence with other boys and girls; it gave them an opportunity to test their manual dexterity through the use of scissors and paints and to display their sense of proportion, neatness and color; but most essential was the knowledge of lighting which each and every boy or girl must have absorbed.



Children enjoyed working on the contest and learned much about good lighting. Here is Miss Carol Fanger and Mr. Gerard Schmitt coloring a layout.

A Rose by Any Other Name

A Company telephone operator runs across many amusing incidents which can't well be repeated, mostly because it would appear to be making fun of a customer. That, of course, is farthest from our desire, and we mention this one mostly to educate folks into better ways of doing things. Said a woman who called recently "Every time I turn on the gas it smells." Shakespeare said "A rose by any other name would be as sweet." And gas would be a bit "smelly" even though we called it eau-de-carbona. When lighting the gas, have the match or implement of combustion in readiness; don't turn on the gas and then look for a match. An even better way to avoid any waste of gas is to install an automatic lighter on your gas range, or, when you buy a new one see that it comes equipped with this modern device which housewives find so handy to use. The cost of the matches used for one year in many homes would go a long way toward paying for an automatic lighter.

It's a New Year

(Continued from Page 367)

view with the little new year. We started him out in a blaze of glory. He was obviously happy at his mighty welcome. Already he is swinging his scythe rhythmically as the seconds, minutes, hours and weeks pass by. Let's not disappoint this stripling; let us all do our very best for him. When, next New Year, he goes to the old clock to punch out, while still another year rings in, may he be able to say with great gusto "Those folks sure kept their word with me; when they acclaimed me with their Happy New Year shouts they sure meant it. It HAS been a happy year and I almost envy this youngster who is here to take my place, the little rascal."

It is such knowledge, we trust, which will make "Better Sight" an increasingly important and beneficial human factor during the next generation.

We hereby express our sincere appreciation for the efforts of all who helped to make the "Better Sight Christmas Gift Contest" one which will leave its imprint of better health and happiness in the homes of Rochester and vicinity.

Women's Chorus News

LOOK, there is a bus full of eager and happy young women. They are off, they are passing through the busy streets of Rochester, on and out to the eastern section, striking the Victor-Canandaigua Road, and now they stop in front of the Victor Methodist Church. Inside, an appreciative audience of nearly 100 welcome them, and listen to their fine musical program.

They're off again, traveling west this time to Spencerport High School. Again, the girls are welcomed by a fine appreciative audience. How they travel, this time, they're eastward bound to Canandaigua. An audience of nearly 150 gives a royal and cordial welcome to the singers.

Lets stop and listen to the concert. They are singing some of the favorite melodies: "Sympathy," waltz from "Firefly;" "Allah's Holiday;" "Sylvia;" "Big Brown Bear;" "Winter Lullaby;" "Bridal Chorus" from Cowen's "Rose Maiden;" "The Sleigh;" "Carmena;" and "Swing Along." Bertha Hegeman of the Brighton Reformed Church Choir sings several solos, and Mildred DeWolf gives a vocal and guitar selection. In keeping with the Christmas Spirit, the Chorus again sings a medley of Christmas Carols written in a new arrangement by the Director Mr. William Hudson, having a chime accompaniment played by Miss Helen Smith, the Assistant Director.

Christmas Party Boosts "Sunshine Fund"

SUNSHINE comes in two varieties, the kind Nature provides and the synthetic type which emanates from human hearts which are motivated by a desire to disseminate happiness. There was plenty of the latter at the third annual Christmas Sunshine Fund party held on December 23 at the Columbus auditorium.

As a result of the fine work done by all departments in selling tickets for this concert, a total of nearly \$475 in cash has been turned over to President Herman Russell to be used in the fine work which the fund makes possible. This money will bring sunshine into the hearts and homes of many persons during the year. It takes so little, often, to make people happy. Some little remembrance when sickness keeps one home; an unexpected box of candy; some cigars; a book to read or some edible nick-nack to touch just the right "spot." Such cases need just the kind of sunshine this R. G. and E. fund makes possible. Most of this fund is dispensed by Company nurse Helen Thompson, who supercedes Mrs. Laura Bradfield Russell, who inaugurated the "Sunshine" activity.

Columbus Hall was well filled with employees and their friends, who first listened to some welcoming remarks by President Russell who was introduced by Mr. Frederick W. Fisher. Mr. Russell briefly stated the purpose and some of the achievements of the fund and thanked employees for their interest in promoting its future possibilities.

Selections were rendered by the Women's Chorus, the Male Chorus, by "Old Man Sunshine" assisted by Bozo and Ken. Loysen, by the R. G. and E. Hill Billies, and the Gas and Electric Twins, Pat Devine and Don Brown. Dancing followed.

The Company's Retirement Plan

(Continued from Page 365)

been one of uniform pleasure and appreciation on the part of these employees. The Retirement Committee has retired those employees whose physical condition has been such as to require such action, and has retained on the job those employees who desired to continue to work after retirement age and were qualified to do so.

It has been a source of wonder and enlightenment to the writer to see the efforts, on the part of the Retirement Committee, to secure for the employees of the Company, every possible benefit, and to realize the consideration and esteem accorded every employee by the Management in its dealings with them.

Up to the present time one woman and twenty-one men have retired under the Plan, of whom three have died.

The retirement security is of course the major appeal of the Plan. However, every dollar of employee contribution, with interest compounded, is returned in case of termination or death. Better to be chosen in case of termination, however, is the provision whereby the employee contributions can be left with the Insurance Company to purchase for him a personal annuity. As shown by the copy of President Russell's letter on page 361, the status of employees as pensioners will not be affected by the Federal Social Security Law recently enacted.

These Changing Times

Frederick William Wile, internationally known publicist and radio commentator, recently met a celebrated foreign visitor, who had not been in the United States for ten years. Mr. Wile asked: "What change in America impresses you most?"

"Well," the visitor replied instantly, "if I had walked down Broadway in 1924 with a bottle of whiskey and a ten-dollar gold piece, I'd have been arrested for having the whiskey. Now I'd be arrested for having the gold piece."



Mr. and Mrs. Norman Eckrich and Mr. and Mrs. Charles Richter enjoyed a dandy motoring vacation last Fall to the "Sunny South." Here are some of the pictures they took. The top picture shows a share-cropper and some of his children in the land of "Old Black Joe." Middle view presents Mr. and Mrs. Richter "sitting pretty" in a field of cotton. Last two views show, left, Mr. Richter and Mr. Eckrich (both meter readers for the Company) and, right, Mrs. Eckrich and Mrs. Richter, respectively.



Bill Neary, Line Operation Department, appreciates the new type telephone receivers recently introduced in that department. It comes in especially handy these days when there is a noted acceleration in construction activities due to the increased numbers of rural citizens who have decided to sign up for electric service. This French type of telephone receiver frees one hand for writing and is considered a great asset to general efficiency.

Mr. A. B. Jaquith recently spent a few days at his former home in Schuylerville, N. Y., and ate Thanksgiving dinner with his parents.

Mrs. Bessie Crum is conducting classes in business english in the Library and is making this work very interesting to a class of about ten young women of the Company.

Miss Mary McLaughlin recently enjoyed a wonderful visit with her sisters in New York. While there she attended the Mark Twain dinner, saw the Army-Notre Dame football game and visited some of the best shows and night clubs. She sent through the R. C. A. building at Rockefeller Center, Radio City, and enjoyed a few of the national broadcasts originating there. While away, she met Jack Dempsey and Jimmy Durante and saw Al. Smith and Herbert Hoover at the football game.

Mrs. Herman Russell entertained the members of the Personnel and Public Relations Department at dinner, Thursday evening, December 19. The small tables looked very beautiful as one entered the room, each having a lovely bouquet of red carnations. Messrs. W. E. Hughes and Arthur C. Rissberger were the chefs, who cooked the sizzling steaks over a charcoal brazier, and they were pronounced the best ever by several of the guests. After dinner much fun was had playing the new game, Monopoly, and all too soon it was time to wish our genial host and hostess Goodnight and a Merry Christmas.

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 in token of the club's appreciation for Harry's work as president last year.

Mr. and Mrs. Mark Eilers have a little daughter, born December 8th, at 5:30 P. M., at the General Hospital. Little Jane Marie weighed 8 lbs. 1 oz. at birth, and is gaining rapidly. She came in time to celebrate Christmas at home. Her daddy is an engineer at West Station.

As a reward for good work a group of fifteen Boy Scouts from Fillmore Troop were taken on a trip through Station 33, Station 3 and Station 5 recently. The West Station Gas plant was also visited. Scoutmaster Ivar Swanson of the Genesee District Line Maintenance Department, the troop's scoutmaster, arranged the trip and personally conducted his boys through the itinerary.

Mr. Ansel Young, one of the sons of district manager Hollis Young, of Fillmore, was one of the boys making the trip.

Ethel Boris, Power Billing Department, saw New York for the first time over Thanksgiving holiday. She motored down with her husband and near relatives, and was quite excited over the night club life she visited, but also enjoyed some of the real cultured side of New York.

Mr. Haeg of the Rate Contract Department, was down to New York and Brooklyn for a weeks vacation, visiting relatives and friends.

Commander Floyd Owen and Vice-Commander Landis Smith helped Memorial Post of the American Legion, Monroe County's largest unit, to put on a very successful holiday party on the Sagamore Hotel Roof. Over 275 members and guests enjoyed a varied program of entertainment and dancing, and received gifts from Santa Claus. Special lighting effects added greatly to the attractiveness of the rooms and an extra good time resulted.

Mr. Harold I. Shakeshaft, formerly a member of this Company, has been appointed manager of the Staten Island Edison Corporation.

This is Mr. Richard Kruger, Superintendent of West Station, and his son Dick, who are seen "on location" in Timagami, Canada, during their late Fall vacation.

Mr. and Mrs. Hugh Dewey (Flora Common, former secretary to Mr. Scobell) are the proud parents of a baby daughter, born December 6, and who weighed 7 lbs. 13 oz.

Miss Katherine Price, Transfer Agent, spent a few days in New York visiting members of her family. She stayed at the Savoy-Plaza, and is particularly enthusiastic about the three plays which she saw while there, which were "Jubilee," "Pride and Prejudice," and "First Lady."

Miss Helen Smith has just returned from a trip to Bermuda. Although the boat seemed filled to capacity when it left New York, a quick disappearing act took place not long after the ship was at sea, and only a mere handful appeared at breakfast the next morning. Winter at sea can be rather upsetting, but Helen said it was O. K. with her. She enjoyed Bermuda immensely, and only wished that she had had more time to spend there.



The R. G. and E. Bridge Club held a very successful Christmas Party on the 6th Floor, December 16. A delicious light supper was served, and then the bridge playing commenced immediately. The prize winners were Lillian Diner, first prize, Advanced Class, and Mary Martin, first prize, Beginners' Class. Mrs. Wage informs us that her funds were sadly depleted on account of this affair, and only hopes that the class keeps in session long enough so that she can collect enough nickles to make up the slight deficit in club accounts.

Miss Mildred G. Van Zandt on Thanksgiving Day became the bride of Mr. Donald Pillsbury at the parsonage of the Lutheran Emmanuel Church on Thurston Road. The ceremony was performed by the Rev. Fred E. Reissig. Their honeymoon comprised an extended 4,000-mile motoring trip through the sunny south. They are now at home at 81 Thurston Road.



This is Robert John McGraw looking at the world through rose colored glasses. He weighs twenty pounds, ringside, and makes life happy for his parents, Mr. and Mrs. Thomas J. McGraw.

On Thanksgiving Eve, Miss Dolores Youngblodt was married to Mr. Fred Schaller of this city, at Spencerport. In the wedding party were Mercedes Schaller, bridesmaid, and Hugo Schaller, best man. Following the ceremony receptions were held for the new couple at the homes of the bride's parents and the groom's parents. An extended honeymoon will be taken in conjunction with next summer's vacation. Mr. and Mrs. Schaller are residing temporarily at 103 Reservoir Avenue.

Mr. Burton Crittenden, 954 Dewey Avenue, wishes to express his sincere appreciation for the thoughtfulness of his many friends in the Company, and especially for the happiness and cheer brought to him by the Sunshine Fund and those who administer it.

William Brownlee must be a good hunter, or a lucky one. He succeeded in getting a fine deer on his Pennsylvania hunting trip, without the aid of snow for tracking. He was accompanied by his brother.

Mr. Ernest Huntington participated in doling out Christmas cheer through the many baskets delivered to needy families by the young people in the high school group of which he is in charge at the Westminster Presbyterian Church.

Mr. William Sutherland has been quite busy supervising the putting on the line of the new turbine at Station 3.

Mr. Bert Hammond and his sons Edward and Charles enjoyed a session of skating at the eastern widewaters on Christmas morning. Mr. and Mrs. Hammond have a well-balanced family; two boys and two girls: Lucile, Charles, Gertrude and Edward. Their ages respectively are 19, 17, 15 and 13 which is a very harmonious and rhythmic sequence any way you figure it.



You can teach a young dog new tricks. Leave it to William G. and Joy Whitney, children of Mrs. William Whitney of West Station. "Prince," their canine comrade, knows he is "one of the family."

On December 30, Mr. and Mrs. Herman Russell entertained the Bridge Club at dinner and bridge. Rosalie Bridgeman of the Advanced Bridge Class was the winner of a lovely glass candy dish, and Faith Lord in the Beginners' Class won a beautiful deck of cards. Betty MacLarty and Mildred Wood were the winners of boxes of candy for having the largest individual scores for the evening. The booby prize winners wish to remain unheralded and unsung, but to add that they appreciated the lovely handkerchiefs which were awarded to them as consolation prizes. Every one expressed the sentiment "A grand time was had by all."

Mr. Patrick Nugent tells us that he has been with the Company for

twenty-eight years, "on the same work, and has never tired of it. He was testing a big grandpa gas meter in the gas meter shop when we encountered him and he showed us how accurate gas meters are, even more so than a good watch. Mr. Nugent says that he has been off duty from indisposition only three months in all these twenty-eight years. He believes that working around gas has a tonic effect and his ruddy appearance seems to bear out that statement.

Being born on December 28, 1934, was a bit of a "gyp" thinks little Howard Vragel, Jr., who came into this world over a year ago just after Santa Claus had made his yearly trip. Howard more than made up for his deficiency this year and Christmas brought him most of the things he wanted. Howard has a baby sister, Barbara, two years old and between them they made things hum on Christmas day.

Margaret Ann, the little nine-months old daughter of Mr. and Mrs. Michael Ryan, enjoyed her first Christmas this season.

Mr. Earl Dennis is "Maestro" of the Jericho Hill Billies, a musical organization of the local Jericho I.O.O.F. lodge. Earl plays the violin. For the past few weeks Earl has been engaged in inventory operations in the Genesee Valley district.

Spring fashions are showing in display windows, so we present a summer picture, just to be in style. These men are, left to right: John Hart, Grover Lockwood, William Kolb, Frank Simons, and Frank Testa, all of East Station.



Seen at the recent basketball game at which the R. G. and E. team trounced Webster town team 29 to 19: Mr. and Mrs. Ray Smith; Mr. and Mrs. Charles Fisher; Joe Attridge, Ralph Crittenden, Mrs. Rosenbauer, Mr. and Mrs. Pearl Dailey, Mallory Loos, Richard Bartlett, Ray Hilfiker, Clarence Gray, Ray Myers, Thelma Hoesterey, Evelyn Beideck, Emory Powell, Mr. and Mrs. Carl Johnson, and Mr. and Mrs. Howard Stebbins.

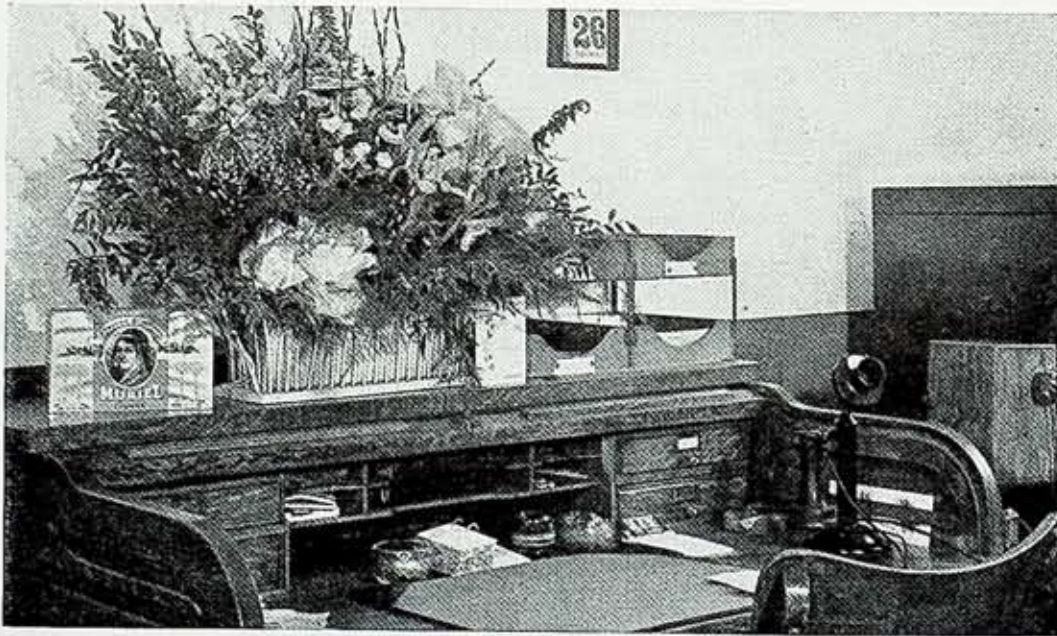
Mr. and Mrs. George Harris and Mr. Henry Freudenvoll spent Thanksgiving at the home of Mr. Harris' sister, in Canada, where they were royally entertained.

Christmas was unusually merry for Messers Frank Sisca and Ralph Seaman at whose homes "packages from heaven" came during recent weeks. Patricia Ann Sisca thinks it just fine to be a part of the Christmas cheer, as does Craig Dean Seaman, who also believes in Santa Claus. For the proud Pappas and Mammias it was the best Christmas ever.

Mr. Tom Plante has a fine start on a souvenir postal collection. Every member of the Gas Street Department who has been on vacation of recent weeks has sent him an unsigned card from somewhere or other. Tom is busy checking up on these "culprits" and promises to get even next vacation.

Don't be astonished if your new gas or electric range performs perfectly. It is the business of Mr. Bill Wolfe and Mr. Joe Hohman to see that they do. They check up each range that is sold and have it percolating to perfection before it leaves the Storehouse.

Mr. John Kaiser in October was married to Miss Marie Krieg, at St. Frances Xavier Church, by the Rev. Father Kunze. Miss A. Kiehl was maid of honor and Mr. Lloyd Wood was best man. In the wedding party were Miss Rita Krieg, sister of the bride and Miss Rosalie Kaiser, sister of the groom. Mr. and Mrs. Kaiser are at home at 26 High Street.



Thirty-five years of Company service for Walter Consler (assistant superintendent of electric distribution) did not go unnoticed by his associates at Andrews Street. This is the way his desk looked when he came back from lunch. Photo by Owen Feltham.

WITH the utmost regret we announce the following deaths. To the bereaved families we extend the deep sympathy of the Officers and Employees of the Company.

Mr. Arthur Earl, employed in the Transportation Department since April, 1930, died on December first, 1935. He is survived by Mrs. Earl and two children. Funeral services were held at Mattles Undertaking Parlors and burial was made in Mt. Hope Cemetery.

Mr. Albert Schmitt, father of Mr. Frank Schmitt of the Rate and Contract Department, died recently at his home, 77 Sander Street. Mr. Schmitt was seventy-two years of age. He is survived by his wife, Catherine, four children, eleven grandchildren, two brothers and one sister. Funeral services were held from the home and from St. Francis Xavier Church.

Mr. Patrick W. Mahoney, who for some time has been on pension, died on December 31. Mr. Mahoney is survived by his two daughters. Funeral services were held at Corpus Christi Church and burial was made at Holy Sepulchre Cemetery.

Mr. Charles D. Owens, one of the older employees of West Station died on December 2. Mr. Owens had been with the Company's employ at that station since April, 1909. He is survived by his wife, one brother and one sister. Funeral services were held at St. Andrews Church.

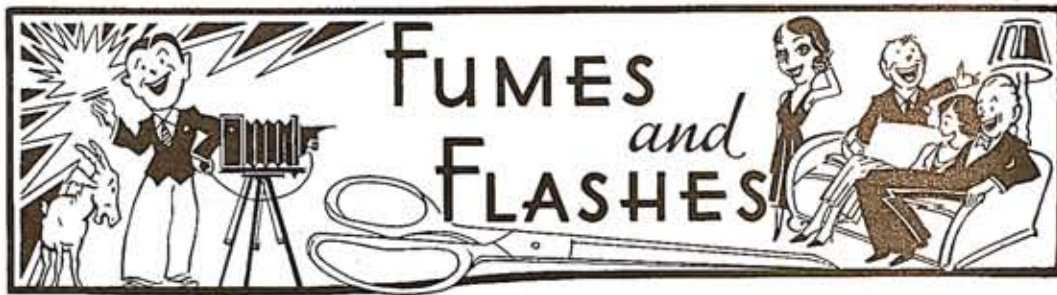
Benjamin E. Streitle, the father of Wesley Streitle of the Coke Bins Department, died December 5, at his home, 371 Avondale Road, Irondequoit. He is survived by his wife, one son, five daughters, three sisters and eight grandchildren. Funeral services were held at Bethel Tabernacle, with Rev. McKee officiating. Interment at Irondequoit Cemetery.

We came across Mr. Gardner Pratt at Andrews Street overhauling an electric refrigerator that had a small blemish on its interior enamel. Gardner says that the Company sent the owner another refrigerator, even though the defect was almost microscopic. He contacts many customers and is one of the "starters" who start the electric mechanism after refrigerators have been installed in homes. Mr. Pratt says that he gets a "kick" out of trying to give the customer a better understanding of the particular thing he has purchased and that this is the one thing which usually seems to make the customer happy. This is a fine ideal, which we believe most employees follow.

Mr. Kenneth Shields has been transferred to the Line Operation Department office at Andrews Street.



This is Janet Ruth Hegeman, 15 months old daughter of Mr. and Mrs. LeRoy C. Hegeman. She was having such a dandy party she didn't want to stop even to have her picture taken. Janet's Daddy is employed at East Station and her Mother was formerly Margaret Spencer, of the Gas Distribution Department.



FUMES and FLASHES

Better Mouse Traps

A Scotchman has just invented a mouse trap that kills the mouse before it has a chance to eat the cheese.

Murder Will Out

She: "Where in the world did you get that horrible necktie?"

He: "The laugh's on you. You gave it to me last Christmas."

Seein' Stars

Registrar: "Have you been married before, Madam? And if so, to whom?"

Film Star: "What's the big idea? Memory test?"

Pie a-la-Paste

"Did you enjoy your dinner, sir?" asked the solicitous restaurant proprietor.

"Yes, except the dessert. That was terrible."

"Did you have the plum tart or lemon pie?"

"I don't know. It tasted like glue!"

"Ah, it was the plum tart. The lemon pie tastes like paste."

Gone But Not Forgotten

The new fashions say that the feminine waist line has disappeared again. But it's dollars to doughnuts the boys will find it.

Balancing the Budget

"Are you saving any money since you started your budget system?"

"Sure. By the time we have balanced it up every evening it's too late to go anywhere."

Skip It

Wife: "I can read you like a book."

Hubby: "Then why don't you? You skip over what you don't like in a book and linger over it in me."

Righto

Traffic at the busy corner was tied-up in what seemed a hopeless knot. Three hundred impatient motor horns blended with the tweet-tweet of the cop's whistle and confusion was worse confounded. At length the big sergeant arrived to untangle the mess, and as the stream began to flow again he turned to the officer on duty and asked:

"What in Sam Hill caused all this, anyway?"

"One o' them women drivers, Sarge. She signaled as if she wanted to turn to the right, and then danged if she didn't actually turn that way!"

For Cryin' Out Loud

Excited Young Father: "Quick! Tell me! Is it a boy?"

Nurse: "Well, the one in the middle is."

Snow and Colder

First Little Boy: "I forgot to ask you to my picnic party tomorrow."

Second Little Boy: "Too late now, I've prayed for a blizzard."

Hold the Phone

Office Boy (nervously): "Please, sir, I think you're wanted on the 'phone."

Employer: "You think! What's the good of thinking?"

"Well, sir, the voice at the other end said, 'Hello, is that you, you old idiot!'"

A Grand Slam

"Is your wife home?"

"Naw," replied Finkle, "she's out with a bunch of prize fighters."

"Prize fighters" exclaimed Finkle.

"Yes," replied Finkle, "she went to a bridge party."

Birds of a Feather

"I shall put you fellows in the same room," said the host. "you'll have a comfortable night. It has a feather bed."

At two o'clock in the morning one of the guests awoke his companion.

"Change places with me," he groaned. "It's my turn to lie on the feather."

If some bright genius only would

Invent a brand new story

For married men who stay out late

He'd pave his way to glory.

Dirty But Clean

Grocer: "A thief entered my store last night and took everything but a box of soap."

Judge: "The dirty crook."

From the time of your birth

Till you ride in a hearse

There's nothing that happens

But might have been worse.

Put Her Foot in It

"What's wrong, Henry?" asked his wife.

"My razor," boomed the voice from within the bathroom. "It doesn't cut at all."

"Don't be silly. Your beard can't be tougher than the lineoleum!"

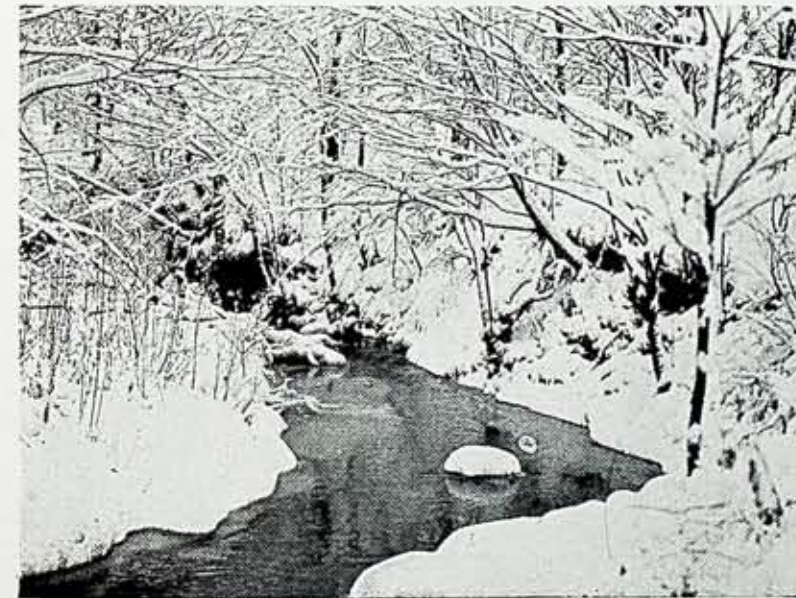
The Dietarian Rebels

Fat I am and fat I'll be,
No more dieting for me;
I like chow that offers fun,
That makes the gastric juices run.

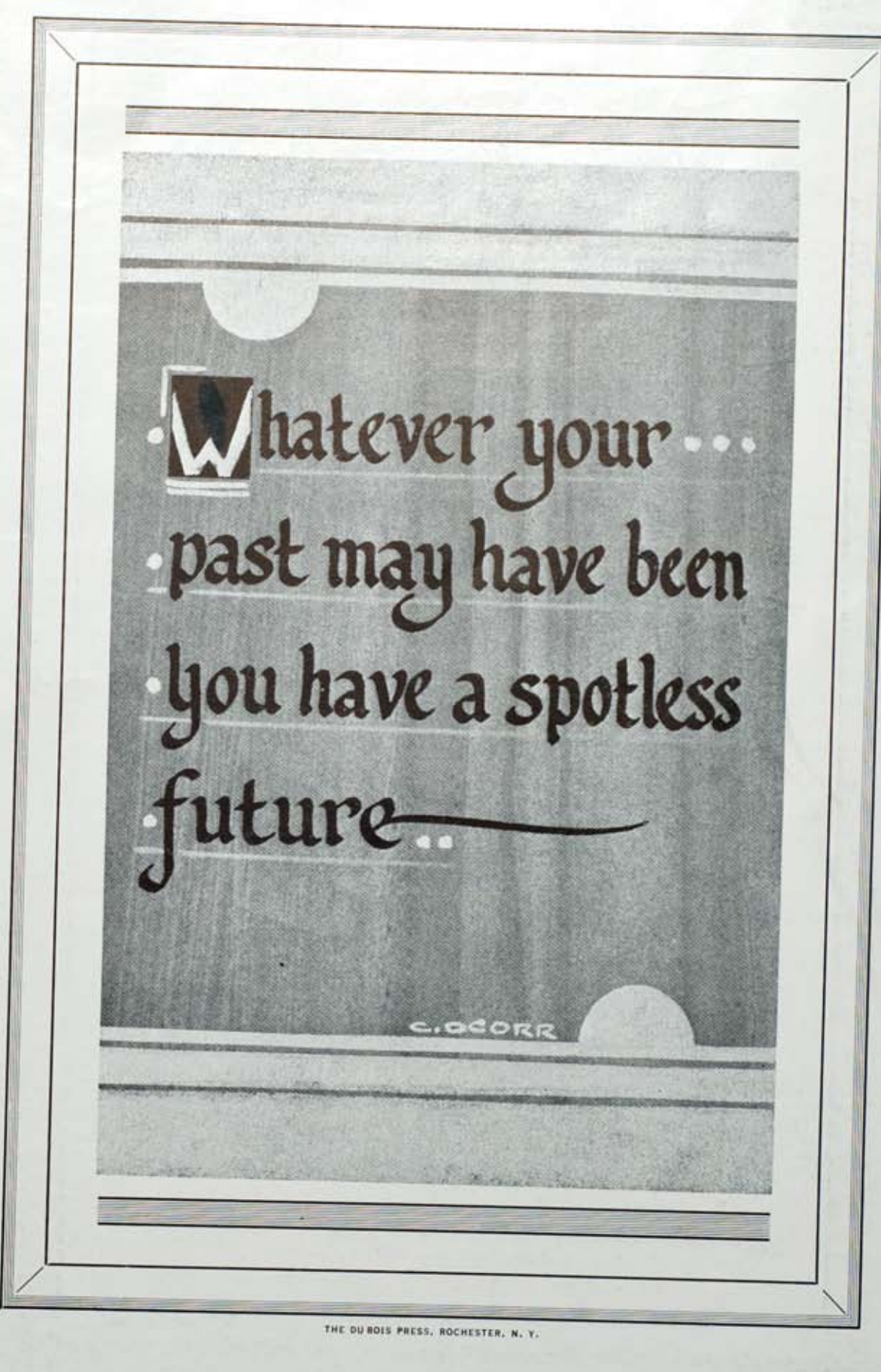
I crave large and juicy steaks,
Sausages and buckwheat cakes,
Biscuits hot and luscious hams,
Champagne sauce and candied yams.

I like all unhealthy things;
Let the thought of health take wings.
Clash the cymbals, beat the drum;
Diabetes, here I come!

— Alaska Sentinel



Silent and soft, and slow, descends the snow



• **W**hatever your ...
• past may have been
• you have a spotless
• future ..

C. CORR