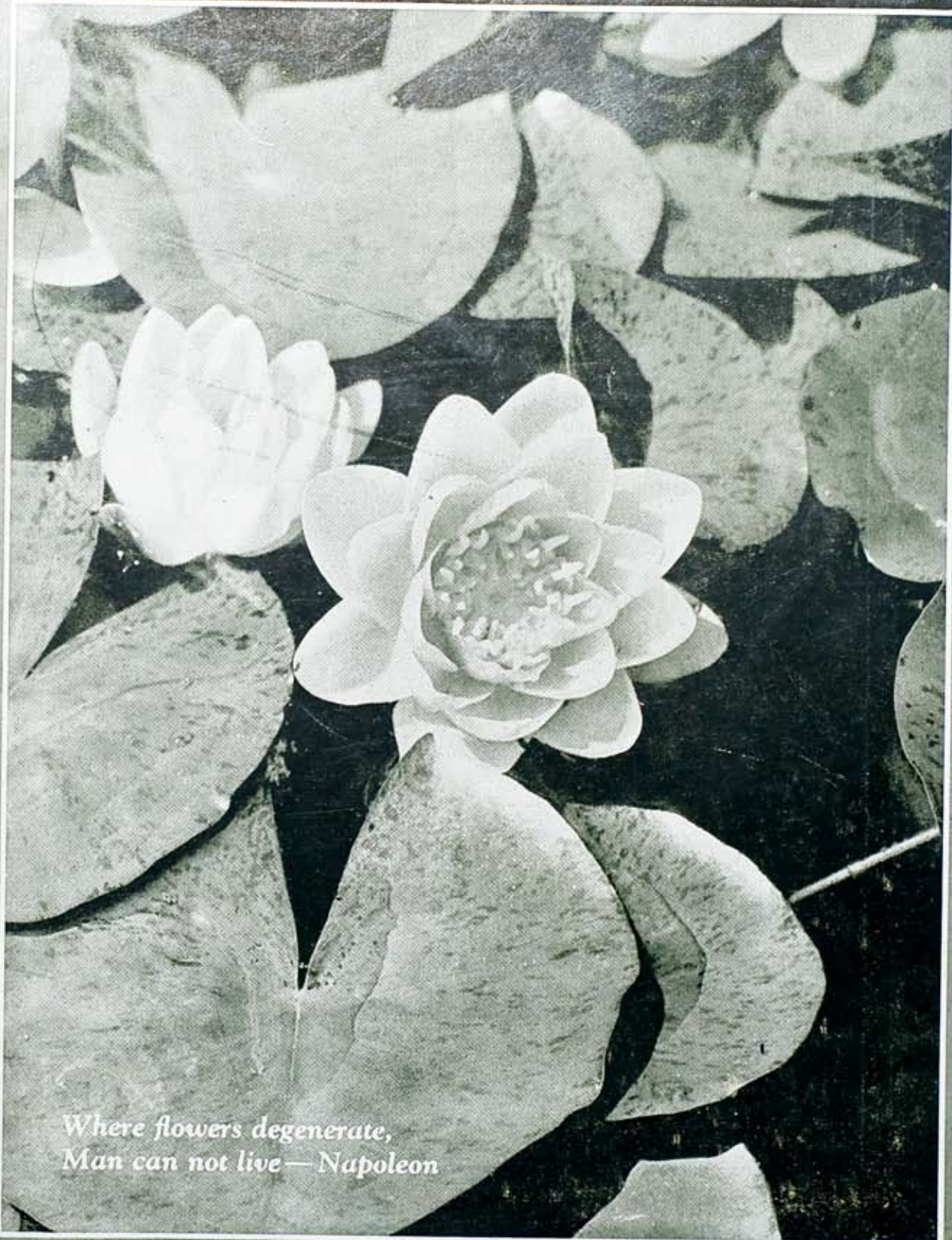


# GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

July, 1936

Vol. 20 • No. 6



*Where flowers degenerate,  
Man can not live—Napoleon*





## Getting the Low-Down

I've got a letter, Parson, from my son  
 away out West,  
 An' my ol' heart is heavy as an anvil  
 in my breast.  
 His letters come so seldom that I some-  
 how sort of knowed  
 That Billy was a trampin' on a mighty  
 rocky road,  
 But never once imagined he would bow  
 my head in shame,  
 An' in the dust'd waller his ol' daddy's  
 honored name.  
 He writes from out in Hilltown, and the  
 story's mighty short;  
 I just can't tell his mother; it'll break  
 her poor ol' heart;  
 An' so I reckon, Parson, you might break  
 the news to her . . .  
 Bill's in the Legislature, but he doesn't  
 say whut fer."

— Selected

## Keeping Close to Nature

**N**APOLEON said "Where flow-  
 ers degenerate, man can not  
 live." Men from almost every  
 epoch and period of time have had  
 some appreciation for beauty. Nature,  
 the Alma Mater of us all, puts beauty  
 in our path, often in crude forms, and  
 trusts that we will work with her to  
 further perfect it.

We heard about a man who was  
 very proud of his garden. It was a  
 masterpiece and not a weed was in  
 sight. Vegetables and flowers were  
 growing in it and to see this garden  
 one might think that weeds and pests  
 had entirely side-stepped it.

"The Lord has given you a wonder-  
 ful garden," a friend said to this gar-  
 dener, "Not a weed, not a bug. You  
 are indeed fortunate." The gardener  
 scratched his head and replied, rather  
 scornfully "Say, old timer, you should  
 have seen that garden before I pitched  
 in and gave the Lord a lift."

Gardens do something for us. Through them we begin to understand the philosophy of life which Nature spreads before us, like a huge blue-print, throughout all her domain. One must work hard to have a fine garden. Bugs are no respecter of persons, the rain "falls on the just and the unjust" and weeds, well, they don't care whether you are saint or sinner.

Gardens bring us closer to Nature. It is what the poet calls "communion with the Omnipotent." Gardens also bring out the "weeds" in our bodies, charley-horses, callouses and lame backs. But when the lettuce is ready for salads, along with the radishes, tomatoes and cucumbers; when the sweet corn is luscious on the cob and when the weeds, after many a battle, sort of give up and give in to YOU, you have demonstrated the supremacy of mind over matter; you feel that you

(Continued on Page 191)



*Having a garden to work in is almost like having a vacation. It keeps us in the out-of-doors, stimulates our interest and enthusiasm, and rewards us for our efforts. When one is working in his garden he forgets his cares and worries and communes with Nature.*



## Rochester Spot-Light Radio Program Discontinued for Summer

THE studio lights flicker a warning, the red and white illuminated sign in the sound-proof control room flashes "Station on the Air." Everybody is silent but Clete Lockner, who in his animated way begins his formality of radio announcing: "Again, tonight, we bring you the Rochester Spot-Light program, brought to you by the Rochester Gas and Electric Corporation, etc., etc." and the Wednesday evening broadcast is on the air.

Arthur Kelly can heave a sigh of relief. The discontinuance of this program for the summer, at least, frees him from his search for budding Rochester entertainers, whose talents have perhaps never been smiled upon by fate or "Lady Luck." If these programs did nothing else, they offered opportunity to many young persons, who will look back upon their experience with thankfulness. Who knows, some future-greats of radio may have been Com-

pany guests on the air during the past few weeks.

Choral organizations were also given radio debuts, and many people in Rochester's civic and community spot-light were asked to comment upon their very interesting occupations or callings, in interviews with Arthur Kelly, who had the program in charge.

Persons who sit at home listening to radio programs seldom stop to think about the hard work and application required to make them interesting to the listener. Practice periods for persons and organizations appearing on the Spot-Light programs were held at the WHEC studios immediately preceding the program. Everything goes like clock-work only the practice period is not "on the air."

It was exciting indeed to be at a practice session and see how the efficient staff of Station WHEC carries on. In the control room sits Nick



Sylvester Novelli, pianist for the R. G. and E. Chorus, who played on the Spot-Light program over Station WHEC. Sylvester featured a sustaining program over Station WHAM for some time, and frequently appears locally in solo work.



Joe Dernherr, Times Union cameraman, answers Art Kelly's question by saying: "If I could have my wish, I'd like to be one of those big-shots I've interviewed and, believe it or not, have someone take MY picture." Joe got his wish.

Pagliari, station manager, with the operator. They can see the studio and the artists through the glass windows of their sound-proof vantage point.

Clete Lockner is at the microphone, waiting for the high-sign from Nick, whose eagle eye watches everything. Clete, who has been watching the big studio clock is all set to go and when the station gets the "air" he launches into his opening announcement, following which the famous Street Brothers play the Spot-Light's xylophone theme song.

After this, Mr. Lockner marshals the spot-light talent as it appears on the program which eventually leads up to Arthur Kelly's interview with some Rochester personage. Gordon Baldwin, organist, is a big factor in the fine work of Station WHEC, and Messers Pagliara, Lockner and Baldwin make a studio staff which is hard to beat, anywhere.

The Company takes pleasure in thanking these men, together with all

others having a part in the program presentations, for their excellent work. Clock-work is the phrase which describes the studio's fine technique. And what a thrill they get when Nick Pagliara comes out looking at his

(Continued on Page 191)



### "Rochester Spotlight"

A NEW RADIO PROGRAM

W.H.E.C. Tonight 8:30 to 9:00

Featuring Rochester Talent



#### ROCHESTER ITALIAN OPERATIC CLUB

Folk Songs and Gems from Grand Opera.



#### Intimate Interview With HENRY W. CLUNE

Popular Columnist of The Democrat & Chronicle



#### ANNA YURKIW

Winner of Scholarship at recent Inter-High Chorus Concert at Metropolitan Opera House.



#### STREET BROTHERS

(Bill and Stan)

Rochester's Premier Xylophonists

ED QUIRY Piano Wizard      Gordon Baldwin Organ Maestro



#### WILSON FITCH

Big-Voiced Baritone

SPONSORED BY

ROCHESTER GAS & ELECTRIC CORP.

People in Rochester's Spotlight were consistently featured in the Spot-Light programs, as well as budding artists and entertainers who were given their "spot" on the air waves and a possible lift toward success.



## Spot-Light Radio Program

(Continued from Page 189)

watch and says "Boys, we hit it right on the nose, with only a second to spare."

Among the choral organizations that have appeared on the Rochester Spot-Light Program are: Rochester Italian Chorus; Knights of Columbus Chorus; Rochester Male Chorus; Damascus Chanters; Polish Echo Choir; Ukrainian Choir; Teutonia-Liederteufel; Rochester Jewish Choir; R. G. and E. Men's Chorus; R. G. and E. Women's Chorus.

Commentators who were heard included: Henry W. Clune, columnist of the Democrat & Chronicle; Al Sigl, news broadcaster of the Times-Union; Joe Durnherr, press photographer; Jack Tucker, Rochester's outstanding golfer; Roy Elliott, city editor Democrat & Chronicle; Ruth Chamberlain, Society Editor Times-Union; Edward Schlueter, chief line operator for the R. G. and E.; William R. Corris, local theatrical impresario; J. Allan Doyle, executive secretary of the Rochester Convention and Publicity Bureau and Elliott Cushing, Sports Editor of the Democrat & Chronicle.

Rochester soloists, many of them making their debuts included: Wilson Fitch, baritone; Geraldine Traver, contralto; Anna Yurkiw, winner of a vocal scholarship in New York high school competition; Edward Preadore, violinist; Willard DeMarse, imitator; Bill and Stanley Street, xylophonists; Millard Taylor, violinist; George Watts, baritone; Sylvester Novelli, pianist; Mary Piliter, crooner; Saxe Smith, saxophonist; Betty Brown, soprano; Joseph Cummings, basso; Edna Cooley and Harry Watts, two-piano team; Bradley Bloom, 13 year-old singer; Claude Voorhees, lyric tenor, Eileen Malone, harpist; Tommy Weir, tenor; Susan Tompkins Quiry, violinist; Edward Quiry, pianist; J. Gordon Baldwin, organist.

## Beware of Too Much Sun

SUNBURN results from the exposure of the skin to the direct or reflected rays of the sun. It is a real burn, warn the health specialists of the Metropolitan Life Insurance Company, and therefore may have serious or even fatal results if a large area is involved. Prevention, as regards sunburn, is worth far more than cure.

The sun's rays are most intense during the months of May, June, July, and August, and the hours of the day during which the sun's rays are strongest are from 10 a. m. to 4 p. m. Exposure should be brief, then, between 10 a. m. and 4 p. m. until the skin resistance has been built up somewhat and until tanning has begun and the danger from severe burn safeguarded. By the time you notice a slight reddening of the skin in the middle of the day you may already be severely burned. Earlier in the morning and later in the afternoon the margin of safety is greater. A safe rule is to be exposed to the sun for only a few minutes the first few times, so that the danger of a burn is reduced and the skin tolerance is learned.

A few of the after-effects of severe sunburn are: sunstroke; painful discomfort, necessitating treatment in bed; stomach and intestinal disorders; headache and fever.

## Keeping Close to Nature

(Continued from Page 187)

are kin to Nature, if even only a second cousin; you have benefited mentally, physically and spiritually and you have begun to see that Mother Nature doesn't ever spoil you with her wares, but that she looks upon you as a partner. And, after all, a fifty-fifty proposition is pretty good investment in any field of activity, especially when your dividends are paid in flowers, vegetables and an enhanced spiritual outlook.



Top, Rochester Male Chorus, with Heinrich Jacobson conducting, singing over the Spot-Light hour. Conductor Jacobson is the writer of that famous song "Tobacco is a Dirty Weed." The last singer on the right is Councilman John Hart, who is a fine bass singer. Center, the Street Brothers, from the Eastman School, whose xylophone duets are so popular. Bottom, left, Willard DeMarse, entertainer, former Charlotte High School boy; right, Geraldine Travers, contralto soloist.



## R. G. and E. Softball Team Making Name for Itself

**T**HIS year's R. G. and E. softball team is perhaps the finest ball team the Company ever boasted. With such pitchers as Pete Versprelle and Clem Herr, backed up by a decidedly first-class infield and outfield, they are "going places."

This team is entered in the Rochester Industrial League, which has behind it fifteen consecutive years of baseball, most of which have been under the leadership of league president H. P. Gardiner, of the B. and O. Railroad, and W. H. Calver, Taylor Instrument Company.

The teams entered in the Rochester Industrial League are as follows:

- R. G. & E. Corp.
- Samson-United Corp.
- Camera Works, Eastman Kodak Co.



Eddie Voelker rounding third base in the game with Vogt Manufacturing Company, which the R. G. and E. team won by a score of 8 to 2.

- Yawman & Erbe Mfg. Co.
- Siebert Stove Co.
- Vogt Manufacturing Co.
- Wollensak Optical Co.
- Ritter Dental Co.
- Delco Appliance Corp.
- Reed Glass Co.
- Folmer Graflex Co.
- Dep't. Pub. Works—Motor Division
- General Railway Signal Co.
- Taylor Instrument Co.

The 1936 season opened Wednesday, May 20, at Number Ten Gas Holder, Searle Park. Our first competitor was the Wollensak Optical team. The score was R. G. and E. 10, Wollensak, 2. Throughout the season thus far, and it is two-thirds gone, the R. G. and E. team has had many thrilling wins. A tabulation of the standings of the teams is given below.

### Mr. Haftenkamp Pitches

At this first game, Vice-President and General Manager Joseph P. Haftenkamp tossed up the first ball. He was assisted by league President Gardiner, L. F. Schlueter, of the Wollensak Optical Company and secretary-treasurer of the league, W. H. Calver, of the Taylor Instrument Company.

### Record of Teams

Teams Record with Season two-thirds gone—			
Gas & Electric	10	Wollensak Optical	2
Gas & Electric	8	Vogt Mfg.	2
Gas & Electric	1	Yawman & Erbe	2
Gas & Electric	16	Siebert Stove	0
Gas & Electric	1	Gen. Rwy. Signal	0
Gas & Electric	2	Camera Wks.	0
Gas & Electric	5	Samson-United	0
Gas & Electric	9	Wollensak Optical	0
Gas & Electric	7	Vogt Mfg.	0

### A Fine Record

Here are some of the high-spots of the team's accomplishments: six straight shut-outs; opponents have not

scored over two runs in any game, or obtained more than five hits in any game. Pitchers Pete Versprelle and Clem Herr have things pretty well under control, as the results indicate. Company "fans" are even now thinking about the possibility of winning the silver cup to be presented to the winner of the League's title, and the players are beginning to dream about the banquet which comes at the end of the season, in September.

### Batting Averages

Batting averages to date (7 20 36) 1st ten men:	
Red Marks	.550
Eddie Voelker	.429
Mike Lacagnina	.353
John Bloom	.296
Mike Kwapich	.294
Walt Hildebrandt	.280
Red Rhodes	.278
Geo. McGrath	.240
Pete Versprelle	.240
Clem Herr	.200
Team Batting Average	.288
Team Fielding Average	.953

### Players

The players are, Clem Herr, pitcher. Pete Versprelle, pitcher. Mike Kwapich, catcher. Walt Hildebrandt, first base. Eddie Voelker, second base. Johnny Bloom, third base, also captain. George McGrath, short-stop. "Red" Marks, left field. "Red" Rhodes, center field. Mike Lacagnina, right field. Elmer Knope, catcher and infielder. Joe DePrez, outfielder. Mallory Loos, catcher. Rene DeSmith, manager. Ray Myers, co-manager. Ted Adams, outfielder. Elmer Niermeyer, infielder. Joe Klick, outfielder.

### Championship Tournament

The R. G. and E. team is entered in the Journal-American Softball Championship Tournament, which will be played under the lights at Kodak Park field later on. The winner of this tournament will compete in the New York State Tournament for the right to represent New York State in national championship competition at Chicago, Illinois, next fall.

Among the interesting games yet to be played, outside the regular schedule, is that to be played at Auburn, against the Auburn prison team, on August 23.



R. G. and E. Softball team. Back row, left to right: Al. Niermeyer; Joe Deprez; Milton Klick; Alexander Beebe; Pete Versprelle; Clem Herr; Walt Hildebrandt; Mike Kwapich and Mike Lacagnina. Front row: Ray Myers; Eddie Voelker; George McGrath; John Bloom; Rene DeSmith; Elmer Knope and Ted Adams. The two "Reds" not in the picture: "Red" Marks and "Red" Rhodes, also Mallory Loos.



## Night Time is Play Time

LESTER C. TWICHELL, *Supervisor  
Lighting Division, Industrial Department*

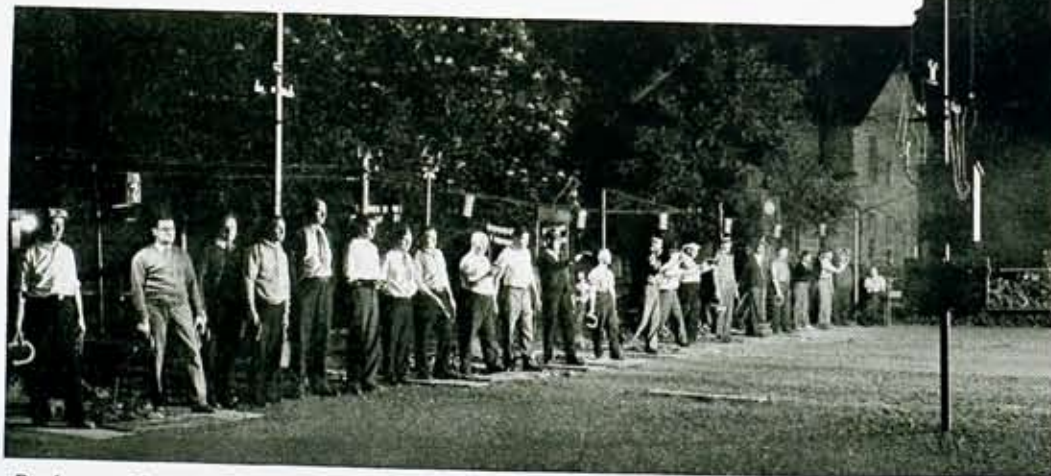
THE use of floodlighting is becoming a large factor in increasing the hours available for outdoor recreation. Improving business keeps many people closer to the job during the day, with the result that evenings and week-ends are the only time left for them to enjoy their favorite sports. In this climate, summers are much too short. The extension of the hours for healthful outdoor recreation is not only in the general public interest but is in some cases becoming a commercially profitable business.

### Tennis at Night

The latest addition to the night sports activity is the installation of 6 lighted tennis courts opposite the Airport on Scottsville Road. These courts, known as the Olympic Tennis Courts, are lighted by a total of 24 1500-watt floodlights. The courts are covered with a special resilient asphalt surface which is comfortable to the feet and at the same time results in a fast game. Mr. Schuler, the operator, reports

business very good for the first few nights of operation. A very nominal fee is charged for the use of the courts, with racquets and balls furnished if desired. A large, well lighted golf driving range and an archery range have been operated under the same management for several years. The total connected lighting load of the Olympic Park is now 55,000 watts.

Another place that has become a very popular summer night spot is Willow Point Park on Drake Road, West Webster, overlooking Irondequoit Bay. This season, Mr. Evert J. DeNeve, the owner, is adding a lighted golf driving range, lighted badminton courts, and additional shuffle courts to the existing tennis, miniature golf, bowling, archery, horseshoe pitching, etc. Mr. Bruce Thompson of the Lighting Service Division cooperated with Mr. DeNeve in laying out the new lighting as well as an entirely new wiring installation. The



Rochester Horseshoe Club, South Avenue and Crittenden Boulevard. These men work days and play nights. Lighted pitching courts open every night. President is Lewis Zorn, treasurer Edward Brennan. Membership fee is \$3 with dues \$1 per month. City champ, Stanley White; County champ, Doug. Watson, and State champ, Robert Brown all are members of this club. Electric lighting makes outdoor sports and pastimes possible at night, when working people can enjoy them.



Snap-shot taken from press box on top of Red Wing Stadium, Rochester, N. Y. Night games, under the "arcs" have brought pleasure to many thousands of fans this season. Over 45,000 persons (total for three consecutive nights, recently) were here to root for the Rochester Red Wings, who seem to be "going places."

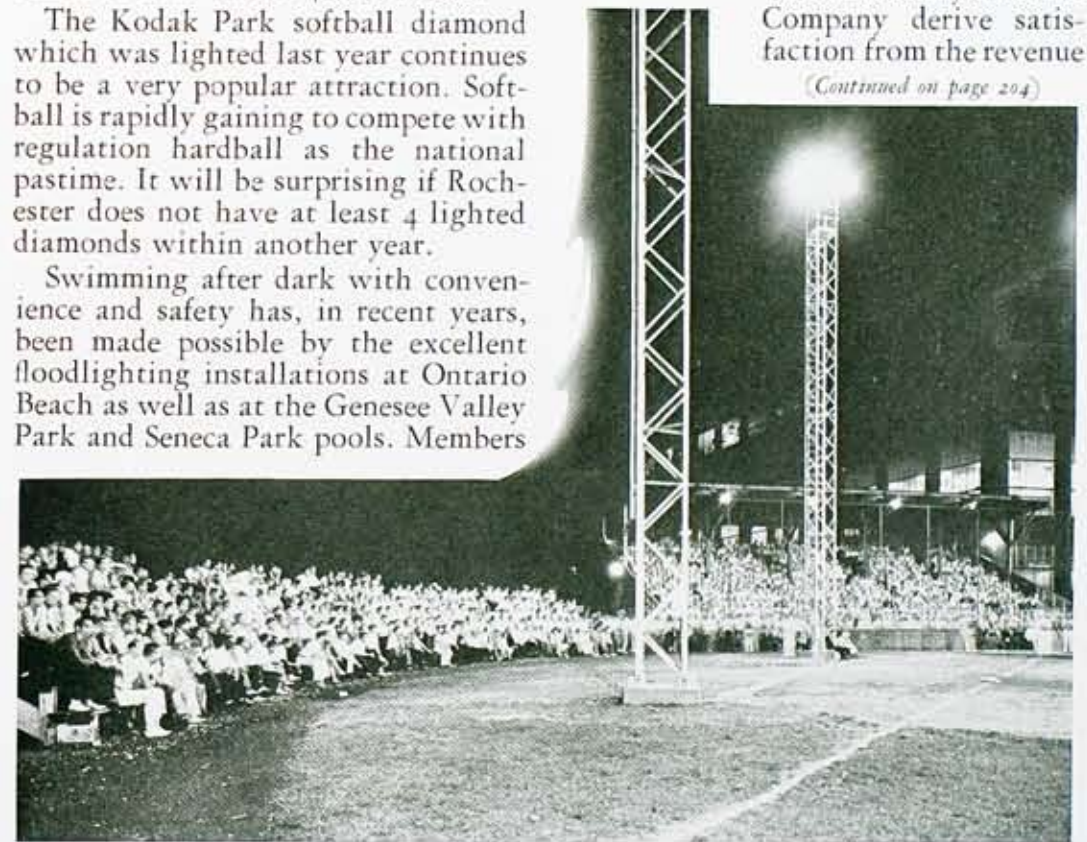
Willow Point slogan is "The setting of the sun is the beginning of your fun." The lighting load at this recreation center is now about 40,000 watts.

The Kodak Park softball diamond which was lighted last year continues to be a very popular attraction. Softball is rapidly gaining to compete with regulation hardball as the national pastime. It will be surprising if Rochester does not have at least 4 lighted diamonds within another year.

Swimming after dark with convenience and safety has, in recent years, been made possible by the excellent floodlighting installations at Ontario Beach as well as at the Genesee Valley Park and Seneca Park pools. Members

of the Lighting Service Division of the Industrial Department played a large part in the design of all these installations. Not only does the Company derive satisfaction from the revenue

*(Continued on page 204)*



Softball is "packing them in" by the thousands at Kodak Park. The opportunity to play these games at night is a high-spot in night-time entertainment, out in the fresh air. Here, Pete Versprelle, pitcher for the R. G. and E. industrial league team, recently got the first no-hit game in the league's play-offs. He struck out 15 men in seven innings while making his no-hit record



## Home Service in Canandaigua Increases Sales

IN May 1935, the Company decided to establish home service departments in three Company districts and Miss Evelyn Hunt was assigned to Canandaigua. Her job was to call on all customers who purchased major gas or electrical appliances and instruct them in the most efficient use of the appliances.

In addition to the instruction, Miss Hunt also checks the appliance to see if it is working properly. If necessary she adjusts the top burners and the oven regulator of gas ranges and changes the regulators of electric refrigerators. She does not consider her work completed until she is sure that the appliance is right and the customer is not only satisfied but well pleased with her purchase.

In some cases this requires many calls, in others only one is necessary.

During the seasons when fewer sales of appliances are made Miss Hunt spends her time making appliance surveys and lighting surveys, also selling I. E. S. lamps.

It soon became evident that there was a decided need to have some space where appliances could be demonstrated to prospective buyers and where educational and promotional activities could be carried on to stimulate interest in modern cookery. This meant as model a kitchen as was possible with the space available in the basement at a minimum cost.

Phil Thomas as usual was equal to this emergency and organized a work-  
bee among the employees in the



Home Service Department at the Canandaigua offices of the Company. This room contains a very attractive modern kitchen, and is capable of caring for an audience of fifty. Here are dramatized for housewives, the many services of the Company and suggestions given for home making, cookery, canning, etc.

Canandaigua District to revamp the basement. The merchants became interested and they asked to cooperate. The Lisk Company supplied samples of the many kitchen utensils manufactured in Canandaigua. The Robeson Rochester Corp. provided cutlery and different merchants in Canandaigua all did their part.

Today the home service has a room 20 feet wide by 40 feet long with a very attractive and workable kitchen across one end and space for 50 chairs facing the kitchen. In April, demonstrations were started. One afternoon and evening a week Miss Edna Crocker and Miss Evelyn Hunt conducted the demonstrations under the direction of Miss Helen A. Smith.

### Sales Stimulated

The demonstrations have been discontinued during the summer months until September. At these demonstrations, attendance averaged about 15 to 25 people at each session and each time new customers were included. This activity was a real help to the Sales Department as it brought about sales and also showed the value of modern appliances and cookery to the customer.

Competitive dealers and their wives were entertained at a pre-view before the cooking classes started. The dealers have cooperated by having Miss Hunt call on customers and give demonstration service on their appliances. This service has created a cooperative feeling between the Canandaigua office and dealers.

The Home Service room has not only served these purposes for the Company but has also been used for sales meetings and for outside community activities such as scouts meetings, etc.

In May of 1936, another Home Service activity was started which was the Rural Line Extension Contracts. For the past month, one day a week has been spent by Miss Evelyn Hunt and

Mr. Schuyler Baldwin in visiting the new rural customers. Their object was to introduce them properly to R. G. and E. services, such as uses of electrical appliances on the farm, home lighting surveys, and the using of electrical appliances in the home. By this assistance, they can start their customers in the right direction by showing them what good electrical lighting means and develop in them a real appreciation for electricity. It also shows them how inexpensive electricity is to use.

They are planning in the future to spend more time on this particular work in order to catch up with the line extension construction.

Therefore to sum it up the Home Service Department has helped greatly by increasing sales, dramatizing the services offered by the Company and by creating good will with competitive dealers. The Home Service Department has helped these pathways and pointed the way toward a higher standard of living.



One of the functions of the Home Service Department is to see that customers get the greatest possible satisfaction from their use of gas and electrical appliances.



## GENERAL INFORMATION

### Net Increase in Consumer's Meters for Year Ending May 31, 1936

	May 31, 1936	May 31, 1935	Increase
Electric	131,148	129,214	1,934
Gas	109,279	109,797	518*
Steam	317	306	11
<b>Total</b>	<b>240,744</b>	<b>239,317</b>	<b>1,427</b>

### Statement of Consumer's Meters by Departments as of May 31, 1936

	Electric	Gas	Steam	Total	Incr.
1926	84,437	95,450	198	180,085	
1927	93,010	99,081	268	192,359	12,274
1928	101,553	103,759	315	205,627	13,268
1929	112,128	107,651	322	220,101	14,474
1930	117,257	109,237	348	226,842	6,741
1931	120,030	109,595	342	229,967	3,125
1932	126,985	109,361	330	236,676	6,709
1933	126,633	108,345	316	235,294	1,382*
1934	127,993	108,934	312	237,239	1,945
1935	129,214	109,797	306	239,317	2,078
1936	131,148	109,279	317	240,744	1,427

Incr. in	10 Yrs.	46,711	13,829	119	60,659	60,659
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### Net Increase in Consumer's Meters by Months

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

	Month of May 1936	Month of May 1935	Increase
KWH Generated—Steam	6,641,564	610,135	6,031,429
KWH Generated—Hydro	19,071,610	20,796,208	1,724,598*
KWH Purchased	5,762,976	7,278,377	1,515,401
M Lbs. Commercial Steam Produced	71,294	85,621	14,327*
MCF Coal Gas Made	362,422	369,355	6,933*
Tons Steam Coal Used	9,914	7,146	2,768
Tons Gas Coal Used	32,587	32,266	321
Tons Coke Made	22,159	21,726	433
	May 31, 1936	May 31, 1935	Increase
Number of Employees	2,449	2,322	127
Amount of Payroll—Mo. Ended	\$ 378,544	\$ 344,248	\$ 34,296
Amount of Payroll—Yr. Ended	\$4,451,986	\$4,195,537	\$256,449
Miles of Underground Duct	2,037	2,031	6
Miles of Underground Line	3,004	2,999	5
Miles of Overhead Line	8,397	8,218	179
Miles of Gas Main	826	820	6
No. of Street Arc Lamps	1,395	1,395	
No. of Mazda Street and Traffic Lamps	26,136	25,972	164
Total Number of Street Lamps	27,531	27,367	164

\*Denotes Decrease

## EMPLOYEES' BENEVOLENT ASSOCIATION

### Cash Statement for May 31, 1936

Receipts		Disbursements	
Balance 1st of month	\$14,097.09	Sick Benefits	\$ 1,272.47
Dues and Fees—Members	886.67	Accident Off-Duty Benefits	109.28
Dues and Fees—Company	886.67	Family Sickness	0.00
Rochester Hospital Service Plan—Members	754.39	Medical Examiner	0.00
Company	384.96	Nurse's Expense	100.00
Interest on Bank Balances and Investments	100.00	Payment to Rochester Hospital Service Corporation	1,139.35
4000 Roch. Ry. & Lt. Cons.		Balance end of month	18,888.68
Mortgage Bond Redeemed	4,400.00		
	\$21,509.78		\$21,509.78
E. B. A. Membership May 31, 1936	2,191	E. B. A. Membership May 31, 1935	2,136
Member Subscribers to Rochester Hospital Service Plan May 31, 1936	1,203		

## New Suggestions for Home Canning

IRENE Muntz of the Home Service Department has been doing some experiments in canning and drying vegetables and fruits. This is of particular interest to most housewives this year because of the advancing prices of food. Next winter will probably see us paying still higher prices for all foods, therefore, many women are planning to counteract a higher budget by preparing a larger amount of canned fruits and vegetables than they usually do.

If the price of potatoes is high, we will have to use more rice and macaroni and things of that kind. In such a case we will be able to relieve the monotony by using pickled beets, carrots, beans or onions.

### Pickled Vegetables

Cook vegetables until nearly tender. Cover vegetables with spiced vinegar and simmer 15 minutes. Pack vegetables into hot clean jars, cover to within an inch of the top with spiced vinegar and partially seal jars. Process jars 20 minutes in hot water or 45 minutes in a 275° oven.

### Spiced Vinegar

1 quart vinegar  
1½ cup sugar  
2 sticks cinnamon

1 teaspoon whole cloves  
2 tablespoon mustard seeds  
1 teaspoon all spice

Mix vinegar and sugar. Add spices tied in a bag and boil for 5 minutes. Let spices stand in vinegar until used. The children will appreciate jam or jelly on their bread instead of plain bread and butter. If all the jelly glasses are in use at this time of the year, concentrated fruit juices can be put in jars and made into jelly during the winter.

### Fruit Juice

Cover fruit with water and bring to a temperature of 170°F. This is not

boiling. Turn the gas flame low and heat through, stirring often. Pour into a jelly bag and allow juice to drip. Pour the juice into hot clean jars, partially seal and place in a 275°F. oven for 20 minutes. Complete the seal and the juice is ready to use at any time during the winter.

### Dried Fruits and Vegetables

Corn, peas, lima beans, apples, peaches and prunes may be dried instead of canned. This will save on the use of jars. Wash vegetables and fruits and prepare as for ordinary cooking. Cover the racks in the oven with muslin. Be sure not to have the cloth near the sides or back of the oven lining. Spread the fruit or vegetables on the cloth. Heat oven to 250°F. and leaves 3 to 5 hours. This time does not make an expensive product because the temperature is low and not much gas is used. Miss Muntz found that she could dry 5 quarts of peas for 6 cents of gas.

Soup vegetables can be canned now and be ready for the addition of meat, stock and onions.

### Soup Mixture

4 cups tomatoes  
1 cup diced carrots  
1 cup peas

1 cup lima beans  
1 cup diced celery  
2 teaspoons salt

Mix vegetables and salt. Pack in hot clean jars and partially seal. Process in hot water bath 1½ hours or 3 hours in a 275°F. oven, then complete seal.

Many other recipes are ready for distribution in the Home Service Department including Apple Pectin, Carrot and Orange Marmalade, Bar-le-Duc, Chili Sauce and Tomato Juice. Telephone for your copy or stop in and talk to Miss Muntz. If you want any special recipe she will try to find it for you.



## Radiograms From the Troopers' Drama Broadcast

*It may be a surprise to many persons to learn that they do not get "free" heating of water heated some of the year by their furnace or range coils. The following radio brief presented by Frederick W. Fisher over Station WHAM recently will indicate the utility and economy of using modern methods of water heating. This is the time of year when an automatic gas water heater is especially desirable and useful, when hot water, easily available, can do so much to make hot weather tasks easier for the housewife; when a hot bath, followed by a cooling shower brings an exhilaration which adds a glow of animation to life itself; when the women of the family can use hot water as an important part of the beauty and health treatments so much in vogue. Read what Mr. Fisher has to say on this timely topic.*

SUMMER time is the time for outdoor recreation or pleasant work in flower and vegetable gardens. Summer temperatures induce perspiration while labor with spade, trowel, or lawnmower, brings an accumulation of grime. All of these things create a large demand for hot water and thus it is that in the summer, especially, the owner of the old-fashioned hot water coil system grows annoyed and fretful, when he has to trot down stairs to light a tank, and then wait for a sufficient supply of water to be heated.

"Many people are of the opinion that a hot-water coil in the furnace provides free hot water during the winter months. However, this belief has been proved to be a fallacy. Two large universities recently announced the result of surveys, which showed that one-fifth of all the coal burned is used to heat the coil in the furnace, in order to provide hot water during seven or eight months of the year.

"In the average family this represents a cost of approximately \$24 and, if you add to this, the additional cost of heating water by some other means during the summer months, you will find by comparison that you are paying practically as much money for an inadequate system as it would cost you

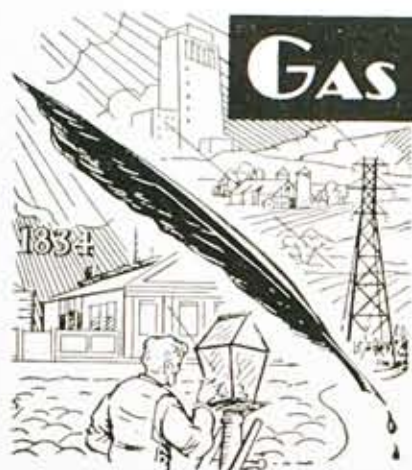
to have an all-year-round automatic hot water service. You also know, if you are a furnace coil user, that there are frequent occasions when the water is not hot, or the tank supply has been exhausted by someone else in the family, so that you have to wait. With an automatic gas water heater you have all the hot water you want whenever you want it.

"An automatic heater provides a twenty-four hour service. An ever ready supply of hot water makes household duties easier and pleasanter. It is an aid to health and beauty. The lady of the house can enjoy simple and inexpensive beauty treatments, using the hot towel and ice cube method. A warm bath and change of clothes at the end of a humid day refreshes and cools us and soothes tired muscles and jaded nerves. Keeping children clean helps to keep them healthy. Hot water, available at all times, will promote the comfort and well-being of any family and once you have enjoyed its advantages you would never be without it. Now is the time to have an automatic gas water heater installed in your home. Upon investigation, you may be surprised to learn, how comparatively cheap such equipment really is."



*How do you feel today? If you are a bit downcast, or sorrowful or suffer from summertime ennui, just look at this picture. It will soothe you. Listen to what a student of Nature has to say about beauty: "The contemplation of beauty in nature, art, literature or human character, diffuses through our being a soothing and subtle joy, by which the heart's anxious and aching cares are softly SMILED AWAY."—Whipple.*





# GAS & ELECTRIC NEWS

## Department Correspondence Staff

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LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumer's Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canadaigua
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*

## Soliloquy

WE are sitting in the "bleachers" at Kodak Park watching an interesting night softball game, under the fine lights. What great sport this is to folks who work daytime and have to get most of their amusement nights or week-ends, much of it vicariously, as we are doing.

Approximately twenty-five hundred persons are enjoying the sport. Looking about us we notice that there is a generous sprinkling of men and women who are wearing glasses. We remove our own glasses to clean them from dust which has accumulated during the day. At this juncture an exciting play takes place, there is plenty of action—but we miss most of it. Why? Because without these visual crutches we so depend upon, which we must wear for the rest of our lives, we can see very little.

Reading a score card without our glasses is absolutely impossible. Even the big score board across the field is just a blur. Not a single player can

we distinguish. It seems to be a different world, without our glasses, one which is all topsy-turvy and out of focus. What if we had to go through life this way?

With a final, brisk rub we get back into this harness of metal and prisms and again feel the caressing touch of the bows against our ears. Thus adorned, our old world of interest, glamor, excitement and good vision comes back to us. Our soul offers up a fleeting prayer for science which has made it possible for so many millions of us more or less "cockeyed" folks to overcome handicaps of impaired seeing and go on living with eyes seemingly as good as new, even though they are, without glasses, very low in the scale of physical perfection.

### Makes Life Happier

We shall not go farther with the thousands of applications we could bring up to show you the myriad ways in which science and invention help to make life happy and interesting for persons handicapped in reference to one or more physical functions. While we are in the mood, however, let's give three cheers for the men and women who are working in the field of scientific study, research and their many applications to human life.

Our own electrical industry is full of these human helps. That is one

reason why working for a Company like ours has an added thrill: because each Company employee can feel that his humble but necessary efforts, week in and week out, comprise something of a contribution to making life happier and more interesting for thousands of our fellow human beings.

## "Cum Laude"

IN these days following recent graduation exercises in schools and colleges, the Latin expression "Cum Laude" slips easily into our vocabulary. It means praiseworthy, with honor. And we feel like voting a "cum laude" to a young man who recently came to the Third Floor to see us on a very unusual mission.

One morning, Armand Lannutti, 230 West Chesnut Street, East Rochester, a young man of about sixteen years, came in and said: "My brother and I are caddies at the Irondequoit Golf Club. This morning while looking for a stray golf ball we came upon a mother pheasant which had evidently been killed by a mowing machine. Nearby, were three baby pheasants. We have them in a basket down in our 'Flivver.'"

We were a bit flabbergasted for a moment. What had this to do with the Rochester Gas and Electric Corporation, we thought. Our mental fog was broken when Armand spoke up and said "Is this the place where they had all those Pheasant chicks in the window?" Then, everything was clear and plain. We realized this as we caught the kindly gleam in Armand's eyes.

Standing before us was a humanitarian of the first degree. Armand Lannutti, humanitarian. How had we missed it. Here was a boy who, with his small brother had driven in without thought of reward to find a home for three pheasant waifs. He was due the consideration which always must be granted to personages whose con-

duct raises them above the sphere of the commonplace.

We were very busy, but we dropped everything to help Armand fulfill his mission. He was sent to Ray Myers' department in the basement, and finally to William Weaver, who is a sort of father confessor to the flock of pheasant chicks now being reared at the Davis Building.

Here ends our story, but not our responsibility. We are going to see that Armand and his brother receive a copy of GAS AND ELECTRIC NEWS with this simple write-up. We trust that our humble words of praise for these young men will help to repay them for their time and trouble. Such human attributes as they have demonstrated, we anticipate, may well lead them to an honored place in society. May they continue to merit the cum laudes of the world, and we know they will after such a fine beginning in the field of humanitarianism.

## "The Path of Gold"

MR. Thomas Yawger, who has a fine sense of the psychology of words, heard someone speak of the experimental section of sodium lights, installed some time ago along the University Avenue extension, as "those yellow lights." Yellow, as the color of a summer cravat or a ladies gown may be indeed pleasing and sense-tickling. Yellow, however, has other not so complimentary modern interpretations. It is a word that has come to be associated with a lack of gumption and virility in the he-man phraseology of the day. Besides, the new lights are not yellow.

Mr. Yawger, for years a personage sought by newspaper reporters for bits of colorful news, scratched his head, pulled away at his ever present pipe, and wrote down on a piece of scratch paper: "The Path of Gold." "That's what it really is" said he. "It is a golden glow of light that



illuminates without glare, makes seeing easier and driving much safer." Thereupon was born a fine bit of bibliography which will go down through the years as a colorful, virile and newsy characterizations of sodium lighting.

Mr. Yawger's brain child was not to die aborning. Local newspapers heard about it. Citizens of Irondequoit began wearing coat lapel badges bearing the words, "Dedicating Path of Gold Lighting," in anticipation of the official opening of the new lighting installation along St. Paul Boulevard, the longest of its class in the whole United States. And now the General Electric Company is using the term in their publicity relative to "Path of Gold" lighting and will doubtless incorporate it into their catalogs, folders and scientific articles.

"The Path of Gold." How infinitely better it sounds than "Those Yellow Lights." In his unassuming way, Mr. Yawger should get a dignified but none the less potent thrill every time he meets up with that fine expression during the years to come. It only goes to show that after you have developed something that means a lot to humanity, such as these fine new lights, you must also help to publicize that thing with suitable, expressive words and phrases to help get the idea and the potential usefulness of the thing "over" to the public.

We think it was Shakespeare who said that "A rose by any other name would be as sweet." But no matter how sweet a rose may be, it never would quite be a rose to us if it were to be called, for instance, skunk's cabbage, spinach or poison ivy. So here's to the "Path of Gold." May it lead us into newer and safer paths of driving to the glory of the organization and the men who helped to develop it and bring it forth in these days when highways have become hazards for both motorist and pedestrian, especially if not adequately lighted.

## How Well Do You Know Your Company

PLAY this fascinating quiz game and find out how much you know about the business of your own Company. There are no prizes; it is merely a test of your own knowledge. Try answering the questions below and then turn to Page 207 to check yourself:

1. A ton of coal, used in the process of making gas, makes available for sale:  
(1)—One ton of coke (2)—One-half ton  
(3)—One-quarter ton
2. The average domestic gas bill in the City of Rochester is:  
(1)—6 cents per day (2)—12 cents per day  
(3)—9 cents per day
3. The by-products made as a result of gas manufacturing operations yield a revenue which is:  
(1)—Clear profit  
(2)—A credit against cost of making gas.
4. The Company as a result of its operations is allowed to earn a reasonable rate of return only on:  
(1)—The stocks and bonds which have been issued by the company;  
(2)—The actual value of property used and useful in the service irrespective of what stocks may have been sold;  
(3)—What some company may have paid former holders of stock for control.
5. The average number of telephone calls handled daily at the Andrews Street Switchboard is:  
(1)—7,000 (2)—3,000 (3)—9,000
6. How many bills may a customer pay each calendar year at net after discount period has expired:  
(1)—None (2)—Three (3)—One
7. The average house can be heated with gas at a cost:  
(1)—50 per cent more than coal  
(2)—100 per cent more than coal  
(3)—Same as coal
8. When an employe is hired does the employment department or the department head make the choice, or both?
9. Do all new employes have to be examined for physical defects?
10. Under the Company pension plan must you lose your contributions if you leave the employ of the Company?

Answers on Page 207

## Night Time is Play Time

(Continued from page 195)

resulting from the use of this flood-lighting in its Off-Peak Hours, but also from the indirect contribution to added enjoyment, safety, and health of the people of Rochester.

## The Living Memorial to Edison

ANNUAL Scholar Grants to 100 young men and women of special aptitude in science and invention are being planned as a "living memorial" to Thomas Edison by The Thomas Alva Edison Foundation. A national campaign, under the leadership of Owen D. Young, National Chairman, is now being conducted to raise funds for the fulfillment of this objective.

The memorial is sponsored by the nation's leading industries which owe their origin to Edison's genius, as the gift of the American people to partially repay the great debt which they owe the inventor whose genius did so much to establish and develop modern industry. Cooperating in what is to be the greatest national effort of its kind are electric light and power companies, electric manufacturers, motion picture, radio, communications and a score of other businesses.

The plan is not limited to the usual standards of scholarship awards, but is intended to carry out the idea which Mr. Edison himself originated in the first Edison Scholarship contest shortly before his death. He said, "I want to bring unusual youth and unusual opportunity together." It is in this spirit that The Foundation hopes to encourage and develop young genius so that the work which Mr. Edison began shall go on through the years, and that there may be no lack of trained scientific leadership.

It is the purpose of The Foundation to develop unusual scientific or inventive ability wherever it is found. Youth who show unusual talent at the bench or lathe will have an equal opportunity to develop their abilities as those who show great promise in college and industrial research laboratories. Each grant will be for a specific purpose and the amount and length of tenure will

be sufficient for the accomplishment of that purpose.

The grants will be made available wherever the recipient may be, but it is expected that the money will be used in all cases to secure the best possible facilities and research counsel in the field in which the Scholar is working. This may mean that he will continue in his present position and with his present facilities, or it may mean that he will enter a scientific school or research laboratory.

No one recognized more than did Mr. Edison the importance of industry's continuing need for youth specially trained in scientific research and invention. A number of years ago he declared: "The business concern that is not on the lookout for the right kind of man is not modern. There is an immense shortage, which is getting more serious every day, as science discovers new phenomena."

Although Edison lacked formal education, he realized the great importance of training the youth who were to carry on the work which he was doing. The very vastness and complexity of the field of scientific knowledge makes it impossible for young men and women to gain their familiarity with it as did Edison who literally grew up with modern science. Specialized training is therefore essential and it is this need which The Foundation hopes to satisfy through giving to science and industry a constant stream of trained youth.

Candidates for the Scholar Grants will be nominated by industry and educational institutions in each State, and these will meet with those from other states in regional competitions.

The memorial will also include the perpetuation of the Edison "Tower of Light" and the erection of a suitable memorial building to house some of the mementos of Edison's work.



## Utility Service as Interpreted by President Russell

*Preliminary to a recent State Trooper Drama over Station WHAM, Mr. Frederick W. Fisher, Director of Public Relations, gave a resume of an article on utility service written by President Herman Russell for a utility magazine. Mr. Fisher's remarks are quoted herewith and give Mr. Russell's beliefs regarding that great big little word—SERVICE.*

"SERVICE," says Mr. Russell, means delivering to the home, office, store, or factory continuous and adequate supplies of gas and electricity, of satisfactory quality and in a satisfactory manner—at a price fair to the customer, employee and investor. The Company must stand ready at all times to deliver a uniform product, satisfactory and constant as to quality, and of adequate quantity.

### Modern Plants

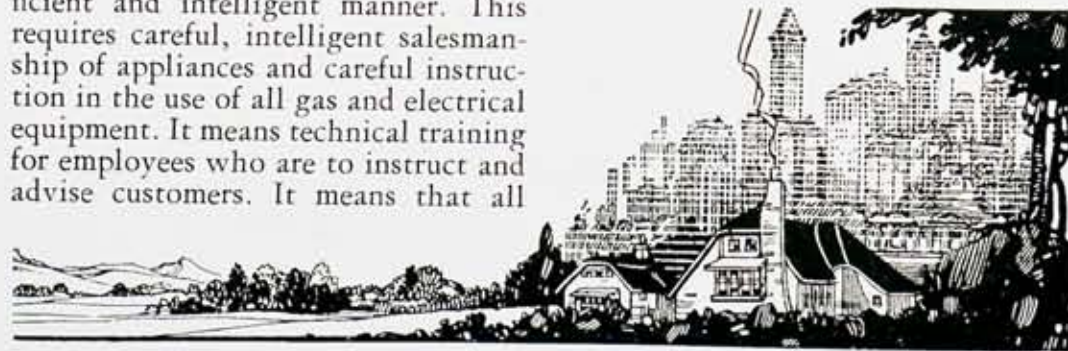
This requires modern plants and distribution systems of ample capacity and reliability to meet the maximum and varying demands of each customer separately, as well as all customers collectively. The operating personnel must be highly trained and ready at all times to meet the emergencies that continually arise. Further, the products must be delivered in a satisfactory manner, which means that customers must be shown how to use gas and electricity in their homes and places of business in a manner that will enable them to derive the maximum benefit at minimum cost. Service, therefore, means more than the mere delivery of a product—it means helping each customer to use the product in an efficient and intelligent manner. This requires careful, intelligent salesmanship of appliances and careful instruction in the use of all gas and electrical equipment. It means technical training for employees who are to instruct and advise customers. It means that all

Company contacts with the public—meter-reading, rendering of bills, collection of accounts—answering complaints, requests for information—and all other contacts must be handled promptly and courteously. Good service means that all of the above shall be done at a fair price. A fair price means that the rate charged should be such as will permit the Company to render this kind of service and still pay fair wages to its employees; provide for a reasonable return to investors and permit the setting up of a reasonable reserve for those "rainy days" that affect all businesses. The rate must be as low as possible, and still permit the Company to maintain its property in good condition.

### Low Rates Encourage Use

Every wise utility management desires to lower rates as much as can possibly be done and still render satisfactory service, because low rates encourage use and forestall competition. The history of the business shows an unbroken succession of rate reductions over a long period of years.

In concluding his service creed, President Russell goes a step farther.



He believes it to be the duty and obligation of a public utility to take an active part in all community and civic undertakings to support those enterprises that are regarded as essential to the prosperity and welfare of the community in which it does business, and to tell the complete and truthful story of its activities upon every proper occasion.

The actual performance of this creed means that through a suitable organization, each detail of operation making up the composite whole, receives in proper proportion, the requisite expenditure of time, money and human energy required. Each link in the chain of service must be forged strong enough to carry its individual load.

In subscribing to this creed Mr. Russell puts it into practice, in the firm belief with Emerson; that what the Company does, speaks louder than what it says.

## Company Golf Tournament at Midvale—August 8th

THE R. G. and E. annual golf tournament will be staged at Midvale Country Club on Saturday morning, August 8th. It is open to all male employees of the Company. Last year's tournament was won by Vice-President Haftenkamp who surprised everybody including himself, by shooting an 84.

All competitors will have an equal chance for net prizes. Entrants will be divided into A and B classes. Class "A" will have low gross and low net prizes for winners whose handicaps are under 20. Class "B" will have similar awards for those with handicaps of 20 or more.

The entry fee is \$1.25 of which \$1.00 goes for greens fees and 25 cents for prize money. All entries must be in the hands of the Committee not later than Wednesday, August 5th in order that foursomes may be made up and starting

times assigned. Entries must be accompanied by the fee of \$1.25. The committee in charge is composed of Ivar Lundgaard, Chairman; J. Gordon Ross and Arthur P. Kelly. The first foursome will tee off at 8:00 A. M.

## Primitive Man Had Advantage

THE cave man who played hide-and-seek with dinosaurs and other prehistoric animals had at least one advantage over most of us living today. Insofar as can be learned, his eyes usually remained keen and clear until a ripe old age. Perhaps that is because he did no reading or other close eye work.

Modern man, with his books, newspapers, and desk work, pays a severe penalty for the hard use which modern civilization demands of his eyes. Statistics show that of all people past fifty, more than three fourths suffer from defective vision.

The observance of three simple rules will do much to prevent abuse of the eyes. The first is to refuse to read fine print or look at small objects for long periods at a time. The second is to have the eyes examined regularly by a reputable eyesight specialist. The third is to make sure that there is ample lighting wherever close eyework is done. Then we will at least compensate in some measure for the burdens imposed by our present-day civilization.

## How Well Do You Know Your Company?

(Continued from Page 204)

### ANSWERS

- |        |        |
|--------|--------|
| 1. (2) | 5. (1) |
| 2. (3) | 6. (3) |
| 3. (2) | 7. (1) |
| 4. (2) |        |

8. The employment department certifies a list of qualified applicants from which the department head makes a choice.
9. Yes.
10. No. The employee gets back all that he or she actually put in, plus interest. If an employee dies the money goes to the beneficiary.





Kathleen Yockel of the Consumers Accounting Department, recently became the bride of Charles Bauer at a beautiful ceremony performed at the Immaculate Conception church, by the Rev. Father F. Wise. A wedding breakfast was held at Green Gables. Friends in her department presented Mrs. Bauer with a fine taffeta bed spread and a dinner set. Mr. and Mrs. Bauer are at home to friends at 1471 Lake Avenue.



This is Miss Donna Hart, who was two years old on July 20. Her Daddy works at West Station. What a little Sweetheart she is.

### Home from College

Quite a host of sons and daughters of R. G. and E. employees are home from colleges and schools these days, working at summer jobs or enjoying the many summer sports and interests which Rochester offers to young people. Among those we know are:

Eugene J. Thaney, son of James Thaney of the Industrial Sales Department, who was graduated from Holy Cross College, Pre-law course, and who expects to take the Law Course at Harvard University this Fall.

Estelle Houston, daughter of Mr. and Mrs. Frank M. Houston, has just completed her sophomore year at Westminster College, New Wilmington, Penna. She is the third generation to attend Westminster, and will be the thirty-seventh Houston to graduate from there.

Donald P. Kelly is taking the law course at Syracuse University, and a few weeks ago was elected to the Louis Marshall Honorary Law Society. He was graduated from Syracuse University in 1935.

Arthur C. Rissberger, Jr., has completed his first year at Michigan, in the Engineering Course, and is now spending the summer at the Rissberger Camp on Conesus Lake.



Three dirt farmers the drouth didn't scare out. They are, left to right, Dean, Everett and George Henry, children of Mr. and Mrs. Ray Strickland.

There is a new resident down at Walworth, N. Y., where a fine baby girl, Alice May, was born to Mr. and Mrs. Walter Kenyon. The stork, undismayed by the hot weather, gave very good weight for Alice May weighed over eight pounds. She will be greatly appreciated by her little brother, Jack, aged four years.

Jane Raines, supervisor, third floor mailing, recently enjoyed a quiet vacation at home. Jane said that she emulated Rip Van Winkle and just slept and slept.

Members of the Industrial Sales Department and their families enjoyed a fine picnic recently at Willow Point Park. After a busy afternoon of miniature golf, shuffle board, tennis, horse-shoe pitching, table tennis and other sports, eighty-three persons sat down to a delicious supper, served by Mrs. DeNeve and her attractive assistants.

"Colonel" Rickner and his assistants Grub and Entertainment, who were dubbed the "Gas and Electric Twins," are to be congratulated on staging such a very successful party. Norman Davidson is chairman of the social committee of the group, and also deserves commendation for his part in the good time.



These men won first and second prizes in the Domestic Salesmen's gorgeous grin Contest. These smiles help make sales and, left to right, they are owned by Adolph Furstoss and Clark Luddington.

Samuel Lo Temple, Gas Street Department, was able to use his knowledge of prone-pressure resuscitation to excellent advantage in helping to save a life recently at Conesus Lake. A Geneseo youth, learning to swim, lost consciousness before he was rescued at Long Point. He was George Clark, eighteen, and was rescued by Mac McGuire, Elmira, and Roger Brairton, 205 Richard Street. Mr. Lo Temple administered the artificial respiration and stayed with the swimmer till the State Troopers arrived with an inhalator.

Fifty members of the Canandaigua Exchange Club recently were guests of the Company at a plant inspection trip. These men started out with a visit to the library of the new University of Rochester, on River Campus. Then they were taken to various Company plants, after which they enjoyed a fine steak dinner served by employees of the Company. This event took place at the "Chiselers Camp" where games and athletic sports enlivened the occasion.

Erwin Morris, Steam Division, is enjoying his new Pontiac, and he and Mrs. Morris are anticipating a fine motoring vacation this year.





**Smell a Rat?**

"Oh, Mr. Jones," cried the landlady. "I've seen a large rat in the pantry—what shall I do?"  
The boarder looked up from his paper. "Shut the door," he returned, "and let it starve to death!"

**Don't Rush Me**

Suitor: "I wish to marry your daughter, sir."  
Dad: "Do you drink young man?"  
Suitor: "Thanks a lot, but let's settle this other thing first."

—Philadelphia Inquirer

**Address Unknown**

An Irishman was visiting a cemetery and saw a tombstone inscription which read:

"As I am now, so you must be,  
Prepare thyself to follow me."

He pulled a blue pencil from his pocket and underneath it wrote:

"To follow you I won't consent,  
For who knows where in heck you went."

**You Asked for It**

A woman entered the palatial office of the busy film director.

"P-please, sir—" she began.

"Cut out all that," snapped the director testily. "What's your specialty? Let's hear you sing."

The woman nervously cleared her throat and struggled through a verse of Annie Laurie.

"Stop! Stop!" cried the director. "That's awful! You can't sing!"

"I never said I could," replied the woman. "I just came here to clean out the office."

**Fifty Fifty**

A general and a colonel were walking down the street. They met many privates, and each time the colonel would salute he would mutter, "The same to you."

The general's curiosity soon got the better of him, and he asked:

"Why do you always say that?"

The colonel answered:

"I was once a private and I know what they are thinking."

**Keep Trying!**

The right angle of success is the "Try Angle."

**This One from England**

Old Gentleman (ignorant of nationality of his neighbor): "A deplorable sign of the times is the way the English language is being polluted by the alarming inroads of American slang. Do you not agree?"

His Neighbor: "You sure said a mouthful, mister."

**Bad Turn**

"How's your wife getting along with her driving?"

"She took a turn for the worse last week."

**Salesman at Nela Park**

Aunt Maria, a Negro cook specializing in molasses cookies, was asked to give her recipe. "It's an easy one," she replied. "Ah takes a cup of flour, more or less, and ah adds two gullups of molasses."

"But," interrupted her questioner, "what are gullups?"

"Why, honey, don't you-all know? When you has a jug of molasses and turn it up the molasses says, 'Gullup,' runs a little more, then says, 'Gullup,' again. Well, ah takes two of those."

**Sold**

She (reading sign over box office): "Oh, Phil, it says, 'Entire Balcony, 25c.'"

Phil: "What of it?"

She: "Let's get it so we can be all alone."

**What Fun**

"Well, how do you find married life?"

"Great fun—my wife cooks and I guess what the dish is."

**On the Sightseeing Bus**

"Hold onto your hats, we're going through the canyons of lower Broadway, and it's windy. Now, we're turning into Wall Street; hold onto your shirts."

**Cat-astrophe!**

"Gus, dear," said the bootlegger's bride, "I wish you wouldn't spill any more of your goods around the barn."

"What's the matter, babe?" inquired her fond husband. "Was they any cops snoopin' around?"

"No, but the cat was. And it nearly killed two of the neighbors' police dogs."

Just Do It... and Smile

What good did it do—to be grouchy today?  
Did your surliness drive any troubles away?  
Did you cover more ground than you usually do?  
Because of the grouch that you carried with you?  
If not, what's the use of a grouch or a frown,  
If it won't smooth a path or a grim trouble drown?  
If it doesn't assist you, it isn't worth while,  
Your work may be hard, but just do it—and smile.

— Author Unknown



"The End of Honeymoon Trail"... Niagara Falls





## ... Happiness ...

*H*appiness is just a bubble  
That comes floating on the air;  
Many times I thought I held it,  
When I looked, it wasn't there!  
It's elusive as a Siren  
And uncertain as can be,  
For just when I'm sure I've caught it  
It has flown away from me.  
Just enjoy it while it courts you,  
Do not grasp it for your own  
Or you'll find as I have, often,  
That the bubble, then, has flown.

— *Bonnie M. Krauss*