

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

November, 1936

Vol. 20 - No. 10

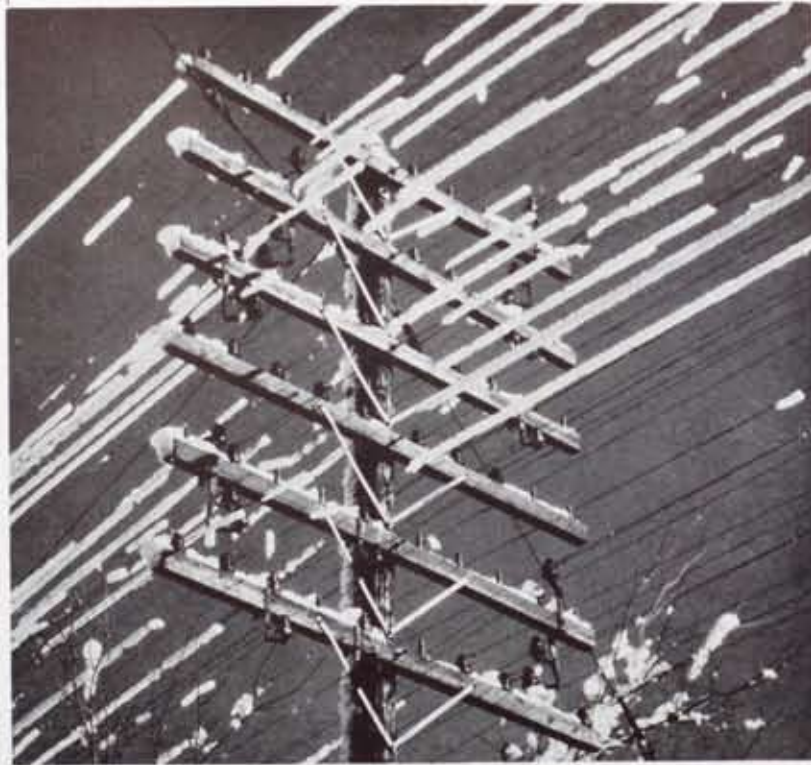


The Beauties of Nature
Continually Remind Us
To Be THANKFUL ...

No Wonder!

"No sun—no moon—no morn—no noon,
No dawn—no dusk—no proper time of day,
No warmth—no cheerfulness—no healthful ease,
No road, no street, no t'other side the way,
No comfortable feel in any member—
No shade, no shine, no butterflies, no bees,
No fruits, no flowers, no leaves, no birds,
November!"

—Selected



—Paul Davis

ROCHESTER RIDGE AND GENESEE NEWS

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Vol. 20—No. 10

Gas & Electric Corporation

NOVEMBER, 1936

"The Melancholy Days are Here The Saddest of the Year"

WHAT a hunter will see when he hasn't his gun with him. The same thing occurs with photographers who leave their Kodaks home on the piano. We like to drag the camera along with us on all trips and as general practice. Nature has a way of smiling at us, photographically, at unexpected moments when we may least expect it.

A famous New York photographer came to Rochester to get a picture of the new Veterans Memorial Bridge, located at Ridge Road and the lower Genesee River gorge. He studied the

picture for days and it was fully a week before he got nature in just the right pose to back up the beauty of the bridge. When he got it, however, it was a masterpiece. It was reproduced in rotograveur sections of newspapers throughout the entire United States and comprised a work of photographic art which brought him a compensation comparable to that of a very fine painting.

A picture you miss today will never turn up again. Nature may give you another pose tomorrow, but it never

(Continued on page 333)



The season's first snow from a picture taken along the highway between Bushnell's Basin and Victor. The sombre November sky contrasts nicely with the white of the snow on the distant hill top. This scene seems to reflect the spirit of the little poem on the opposite page, which is also illustrated by a photograph taken of the year's first snowstorm, and shows how easily Mother Nature can combine her forces to start trouble for utility company's transmission lines.

Mr. Russell Made President of American Gas Association

ARTHUR KELLY

WITH Herman Russell elected to be its president and with some of the outstanding papers of its sessions contributed by R. G. and E. men, the eighteenth annual convention of the American Gas Association held at Atlantic City October 25th to 29th, bore a distinct Rochester imprint. The unanimous election of Mr. Russell was hailed by the entire gathering of more than 5,000 representatives as a deserved tribute to an executive who has worked so untiringly and effectively to further the interests of the gas industry. In announcing Mr. Russell's election the retiring president, L. B. Denning of Texas, declared that he was the ideal man to direct the affairs of the A. G. A. for the next year, because it will be devoted largely to development of the national advertising campaign, which Mr. Russell was the prime leader in inaugurating.

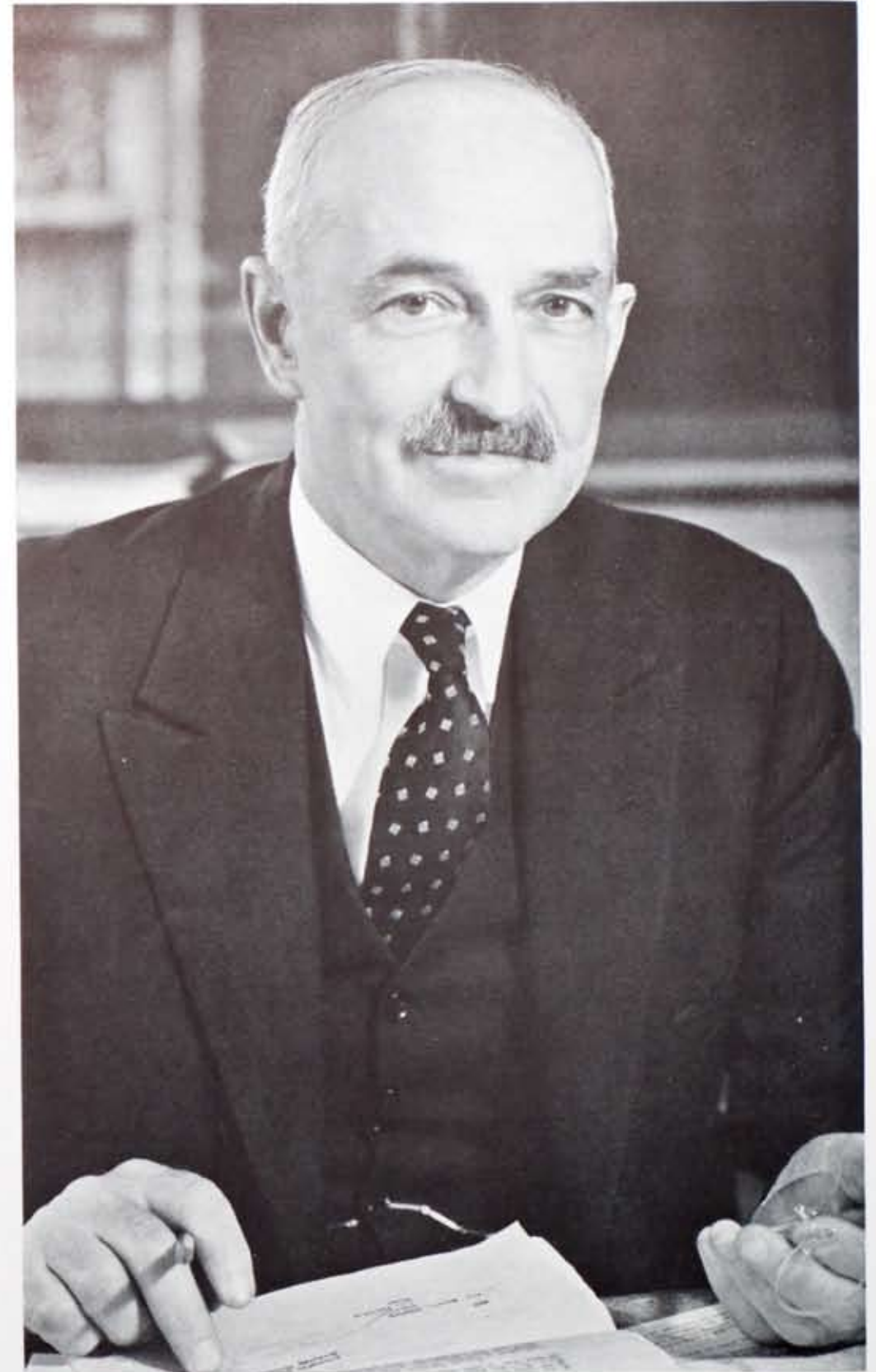
In addition to honoring Mr. Russell the convention acclaimed the addresses of two Company executives as among

the important contributions to the sessions. Superintendent of Gas Manufacture, A. M. Beebe's paper on "The Economics of Energy Distribution" was given front page display in the Atlantic City and Philadelphia newspapers and was also picked up by the Associated Press and flashed around the country. Vice-President Joseph P. Haftenkamp's provocative talk, entitled "Are You Telling P?" jolted the delegates out of any attitude of complacency and created such a stir that he was deluged with requests for copies. Two other Rochester men were on the formal program. Leo J. Sullivan, engineer of the Industrial Department, contributed an interesting paper on "What Factors Should Govern Decision of Gas Companies in Purchasing or Building Industrial Gas Equipment?" and Louis Shnidman, Director of the Chemical Laboratory, served as chairman of the session conducted by the Technical Committee. Various other Company representatives took part in the discussions.

The general attitude of the convention was one of determination to go out and fight for the share of the business that by all the laws of economics belongs to the gas industry.

Speaker after speaker asserted that the gas industry has been too passive in its resistance to electrical competition and that it is now time to wage an aggressive battle to establish the advantages and economy of gas for cooking, water heating, house heating and refrigeration. A gas kitchen, it was pointed out, can be just as modern and just as beautiful as an electric kitchen, in addition to providing better results at lower cost. The mission of the national advertising

(Continued on page 533)



Mr. Herman Russell, president of the Rochester Gas and Electric Corporation, whose recent inauguration as president of the American Gas Association was heralded by the press of this country. Mr. Russell is considered the ideal person to direct the national advertising campaign of the Association which is now under way.



Company President Herman Russell (right) receiving the gavel as the new president of the American Gas Association, from former A. G. A. president L. B. Denning, of Texas.

Developing District Steam Service

LANDIS SHAW SMITH

GROWING steadily throughout the years, public approval and acceptance of district steam service is now definitely being accelerated by advertising and education in other forms of so-called automatic heating. Without printed advertising district heating has slowly been selling its users and prospects on its advantages. One outstanding and unexcelled advantage is that heat is delivered "ready to use"—no boiler, stack, coal, ashes or other similar factor need be put up with or provided.

Additional and new steam customers added to the Company's steam distribution system in 1936, up to the present time, amount to over 20, with total requirements of over 60,000,000 pounds of steam per year. This is equivalent to

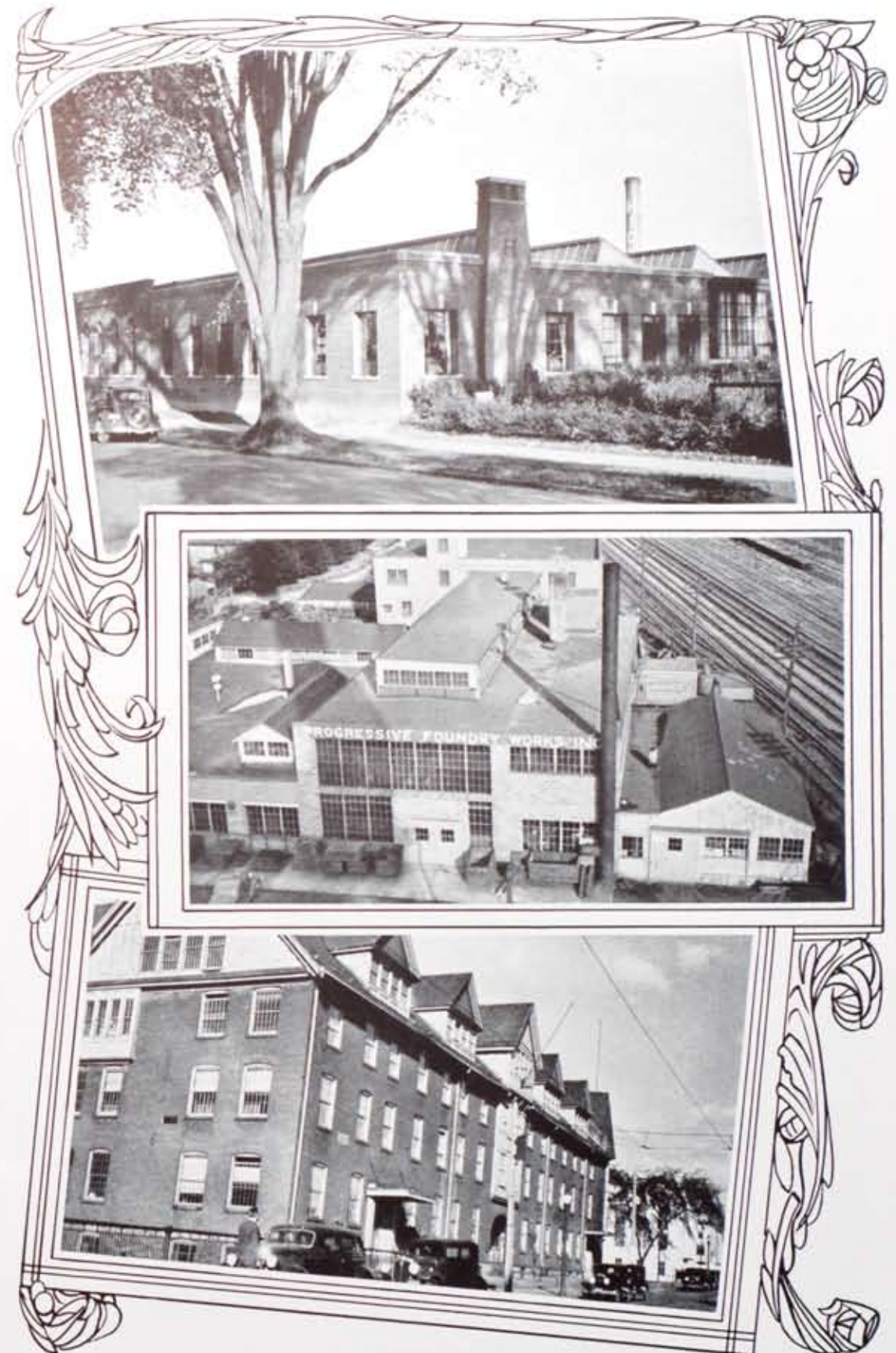
the burning of about 4,600 tons of coal, a part of which will now be burned in this Company's larger, more modern and more efficient plants to the benefit of everyone thru greater cleanliness in the community.

Our illustrations show four of these new steam customers—the Rundel Building, (Rochester's magnificent new library building which will excite your admiration and encourage your use of free educational facilities); the Hickok Mfg. Co. (belt, suspender and buckle makers to the nation, whose plant is being served from a branch main off the new and rapidly growing Aplo (Bond Clothing to you) steam main; the City Hall Annex (once a hard collar factory and now in this

(Continued on Page 314)



Rundel Memorial Library "snapped" from the west end of the Court Street bridge. Such a beautiful edifice, housing as it does thousands of beautiful books and works of art, MUST be kept scrupulously clean. Steam heating makes this job easy as it eliminates boiler, stack, coal and ashes and brings heat to the building—tailor made and "Ready to Use."



Steam heating has an all-around, diversified appeal to business and industry. It saves space formerly occupied by private heating plants and gives a maximum of CLEANLINESS, a big factor in many businesses. Here are three diversified classifications of steam heating customers: Top, The Hickok Manufacturing Company; center, The Progressive Foundry and bottom, the City Hall Annex on Court Street. These customers all appreciate "Ready to Use" steam.

The Story of the Development of Electric Utilities of Rochester

THOMAS H. YAWGER

(Continued from last issue)

Mr. Yawger's article on the history of the development of the electrical utilities of Rochester, begun in the August issue, will be concluded in the December issue. Written by a pioneer in the electric field, who grew up with the industry, it comprises a welcome and needed addition to the industrial history of this city. If you desire extra copies of any issue we shall be glad to send them to you. Make your request to Gas and Electric News, Gas and Electric Building, 89 East Avenue, Rochester, N. Y.

Complexities of Systems

The foregoing more or less chronological recital may give the reader somewhat of an idea of the complexities and confusion arising from the attempt to supply a universal electric service to the people of Rochester and vicinity, by a diversity of interests and systems of generation and distribution.

The first step in clearing the situation was taken in August, 1892, by the consolidation of the three companies then operating,—viz., The Brush, Edison and Rochester companies into the R. G. and E. Co. This consolidation immediately stopped the duplica-

tion of effort of these three companies and the simplification of generation and distribution systems was facilitated by enabling the coordination and unification of equipment, pole lines, motors and appliances. This enabled growth in the domestic, commercial and power utilization fields to expand in a uniform manner. The obsolete and inefficient plants were discontinued and new improvements in the generating and distributing system were introduced as the art progressed.

Records and Load Dispatching

These three companies each had their own methods of accounting,



Scene in the power load dispatcher's office at Station Three. From left to right are shown chief load dispatcher S. S. Summers, and dispatchers Harold McDonald and George Love. In this office continuous calculations are made for the disposition of the load between stations. The load dispatcher predicts tomorrow's load requirements today and makes necessary plans for procuring the necessary generating capacity, apportioning the load between steam, hydraulic and Niagara power as circumstances of weather and demand indicate.

station and distribution records and this necessitated the origin of uniform methods of operating procedure. The load on generators and feeders were recorded in station log books in amperes. As recording wattmeters had not as yet been developed, it was necessary to obtain the real load to multiply the amperes by the volts to get the kilowatts. As this was a tedious method to be used every half hour, slide rules were furnished and switchboard operators instructed in their use. The first combined station diagrams were calculated and plotted by this method in 1894.

A system of maps and records and station and distribution load dispatching was inaugurated, one which has evolved thru the successive changes and growth into the present efficient and alert methods.

Employees' Magazine

By and with the advice and assistance of John Dennis, Editor of the Democrat and Chronicle in 1893 the employees, without other help, started

a monthly company magazine named "The Station." A number of interesting articles were contributed by employees. This endeavor was abandoned after six issues were printed, on account of the expense to the employees interested. Several years later the magazine was revived and under the name of "Gas and Electric News." The monthly issues are eagerly awaited and read with interest and instruction by employees and public who are on the mailing list.

This 1892 consolidation, combined with the continuous lowering of the rates which was impossible under the duplication of capital and organizations, soon made the use of electricity general. But, alas for uniformity! The other companies, as before mentioned, which entered the field between 1892 and 1900, each with a different system, and the complexities and confusion of previous years was resumed. But before any great amount of construction was completed these companies were purchased and merged into the present company.



Corner of the line dispatchers office at Andrews Street, with system operator Edward Schleuter (right) and dispatcher Howe Kieffer ready for any emergency. In the background is the large wall map of a part of the distribution system on which a visual record is kept of activities on the system. Orders emanate here for line switching, general check up work and service restoration activities.

New Complication

After this last consolidation and the task of coordination and unification was completed, it was thought advisable and economical in 1905 to contract for the purchase of a certain amount of 25 cycle Niagara power to be used only for street railway operation and a small amount of power load, because the 25 cycle system was inferior to the 60 cycle for lighting purposes. It is interesting to state that the 25 cycle method of electrical distribution is now being gradually replaced by the standard 60 cycle system.

The extension of the Niagara Power system from the Falls to Syracuse, N. Y., was an electrical engineering feat that was closely observed by the entire industry, as well as by residents along the route.

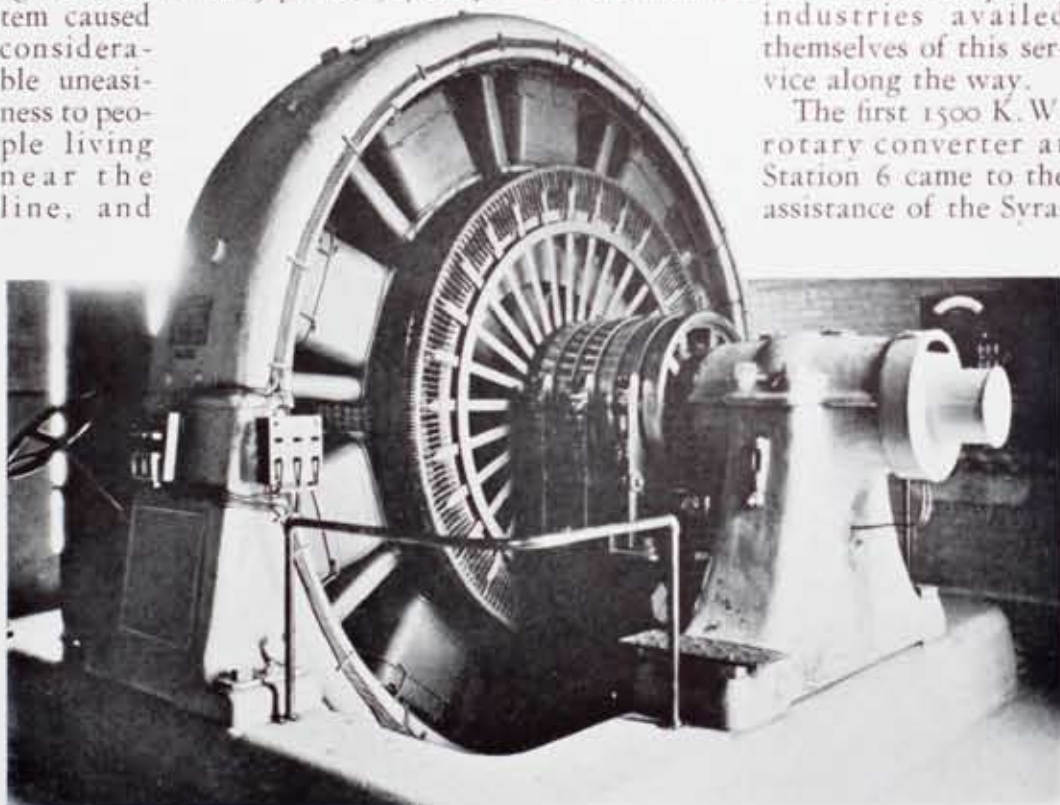
Early Fears

The proposed extremely high voltage of a 60,000 volt 3-phase 25 cycle system caused considerable uneasiness to people living near the line, and

the officers of this company had several interviews from neighborhood committees who were in fear that in passing by or under transmission lines they would be swept away by its force. These fears were, of course, groundless.

The Rochester connection to this Niagara system was made at Mortimer, N. Y., one and one-quarter miles south of City line, and two 60,000 volts branches run to Station 33 erected at South Park and Elmwood Avenue. Three 1,000 K.W. transformers with necessary switching equipment were installed and underground cables with reduced voltage carried to Station 6 at S. Water St., where a 1500 K.W. railway rotary converter was used to supply trolley power and 11,000 volts overhead transmission line was run from Station 33 on the western outskirts of the city to the plant of the Lake Ontario Water Co. Several power industries availed themselves of this service along the way.

The first 1500 K. W. rotary converter at Station 6 came to the assistance of the Syra-



One of the Company's first 1500-Kw rotary converters for transforming 25-cycle Niagara current into 500-volts D.C. current for railway power requirements. It is still in operation at Station 33, near the Strong Memorial Hospital at the western extremity of Elmwood Avenue.

cuse Street Railway Co., which depended entirely on the Niagara connection for power supply under the following circumstances:

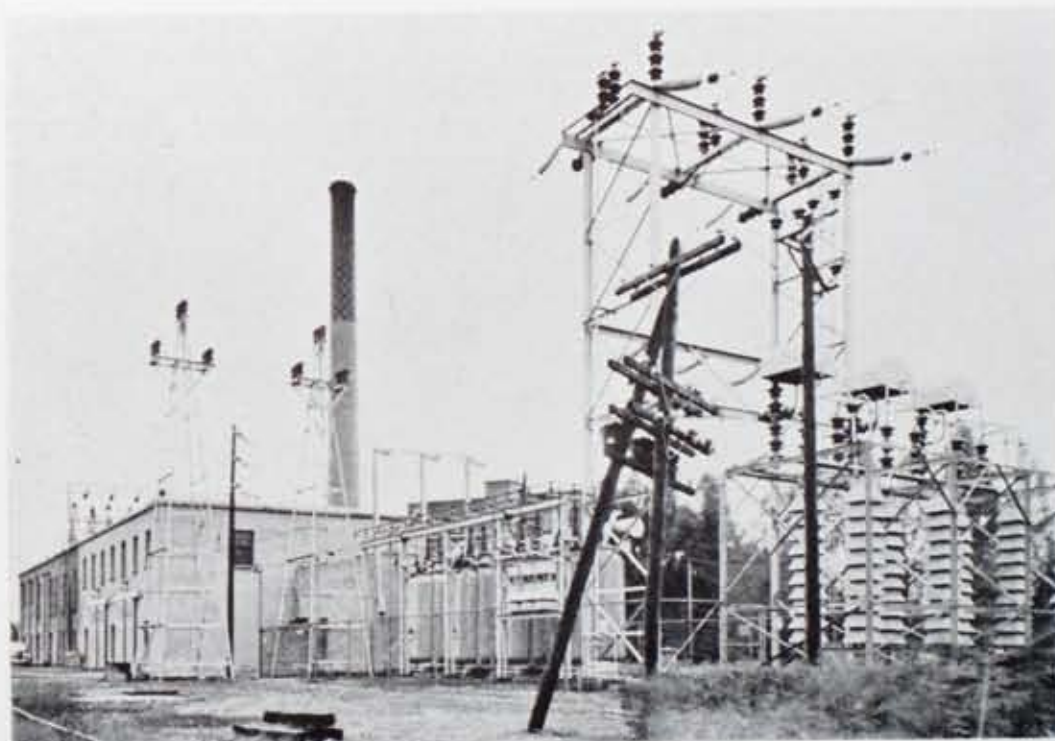
In 1909 an ice jam in lower Niagara River raised the water to such an extent that the Niagara plant was submerged and put entirely out of business. A call for power assistance from Syracuse was accommodated by the only means available, which was to reverse the functions of this rotary converter; that is, by connecting the 500 volt direct current end to D.C. bus supplied by local plants the machine would run and turn out 11,000 volts, 3-phase current. This 3-phase current was delivered to Station 33, there raised by transformers to 60,000 volts and transmitted to Syracuse. Running a rotary converter in this manner is a very difficult and unstable operation. A short circuit or overload on the A.C. side is liable to speed up the machine

to destruction. However, by careful watching power was delivered up to the capacity of rotary until the Niagara service was resumed.

Without the consolidation of these numerous companies and unification of system it is easy to imagine the expense, trouble and irritation the citizens of Rochester would have to undergo to adapt the numerous lamps and appliances that are used today and could only be operated from a special type of current.

In the late "nineties" there were the following types of current supply for Rochester:

- 9.5 and 10 Amperes | Arc circuits for commercial and street lighting supplied by Brush, Western, Wood, Thompson, Houston and Weston arc dynamos.
- 5.5 Amperes—Multiple A.C. open arc lights



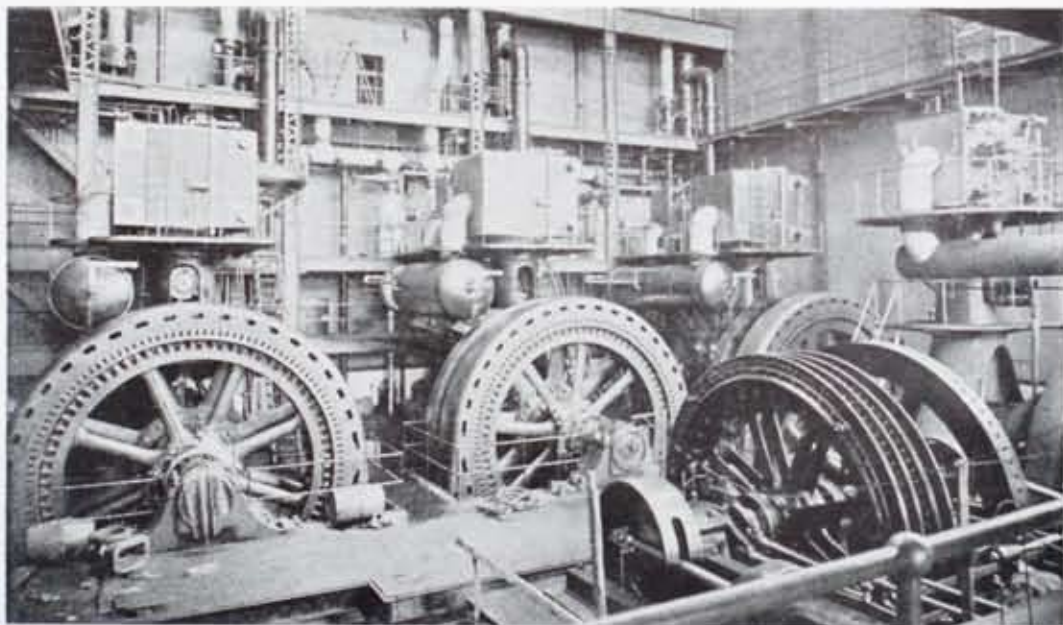
Station Thirty-Three, Elmwood Avenue, showing some of the incoming Niagara Power lines with their lowering transformers and lightning arrestors. At this station two Niagara lines are received; one is a 110,000-volt, 60-cycle line and the other a 60,000-volt, 25-cycle line. This Niagara power is transformed into lower voltage for general use to supplement Company generation in emergencies.



A 500-kw, 2-phase, 2200-volt, 60-cycle motor generator for transforming A.C. to the 3-wire D.C. system. This set was included in the purchase of the Municipal Gas and Electric Company in 1902. Until recently it was in use at Station Four.

- 5.5 Amperes—Multiple D.C. enclosed arc lights
 - 7.5 Amperes—Series A.C. enclosed arc lights
 - 7.5 Amperes—Series D.C. enclosed arc lights
 - 4 Amperes—Series D.C. Titanium arc lights
 - 4 Amperes—Multiple Series D.C. 1200 Volt Incandescent street lights
 - 9.5 Amperes—Series D.C. Incandescent street lights
 - 7.5 Amperes—Series D.C. and A.C. Incandescent street lights
 - 1,100 Volts, 133 Cycles A.C. Single Phase
 - 2,200 Volts, 120 Cycles A.C. Single Phase
 - 2,200 Volts, 60 Cycles A.C. Two Phase
- 2,400/4,150 Volts, 60 Cycles A.C. Three Phase
 500 Volts, Direct Current Generation for Power Currents
 500 Volts, Direct Current Generation for Street Railway
 120/240 Volts, Direct Current Generation for Light and Power (Edison System)

Mr. Yawger's article will be completed in our next issue. If you would like the complete series of articles (which may be available soon) please write your request to "Gas and Electric News," 89 East Avenue, Rochester, N. Y.



The last of the reciprocating engines. These Southwark units, until about 1910, in regular operation at Station Three, drove some 1360-Kw Stanley generators. In the space shown a total of 5000-Kw was developed. In the same space, with modern units of advanced design, present turbines make possible a total generating capacity of 60,000-Kw.

GENERAL INFORMATION

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

	Sept. 30, 1936	Sept. 30, 1935	Increase
Electric	132,450	129,876	2,574
Gas	110,061	110,159	98*
Steam	315	306	9
Total	242,826	240,341	2,485

Net Increase in Consumer's Meters by Months

	1933	1934	1935	1936
January	258*	54*	16*	329*
February	86*	86*	55*	451*
March	460*	93*	55	182*
April	128	266	206	318
May	134	366	281	540
June	94	332	314	506
July	7*	172	233	562
August	132	281	153	433
September	517	249	324	581
October	318	203	211	
November	281	191	121	
December	211	179	175	

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

	Electric	Gas	Steam	Total	Incr.
1926	87,598	97,194	230	185,022	
1927	95,789	101,399	278	197,466	12,444
1928	103,873	105,816	308	209,997	12,531
1929	114,935	109,262	327	224,524	14,527
1930	118,438	109,491	336	228,265	3,741
1931	120,985	109,977	338	231,300	3,035
1932	127,028	109,204	322	236,554	5,254
1933	127,105	108,617	308	236,030	524*
1934	128,532	109,436	305	238,273	2,243
1935	129,876	110,159	306	240,341	2,068
1936	132,450	110,061	315	242,826	2,485
Incr. in 10 Yrs.	44,852	12,867	85	57,804	57,804

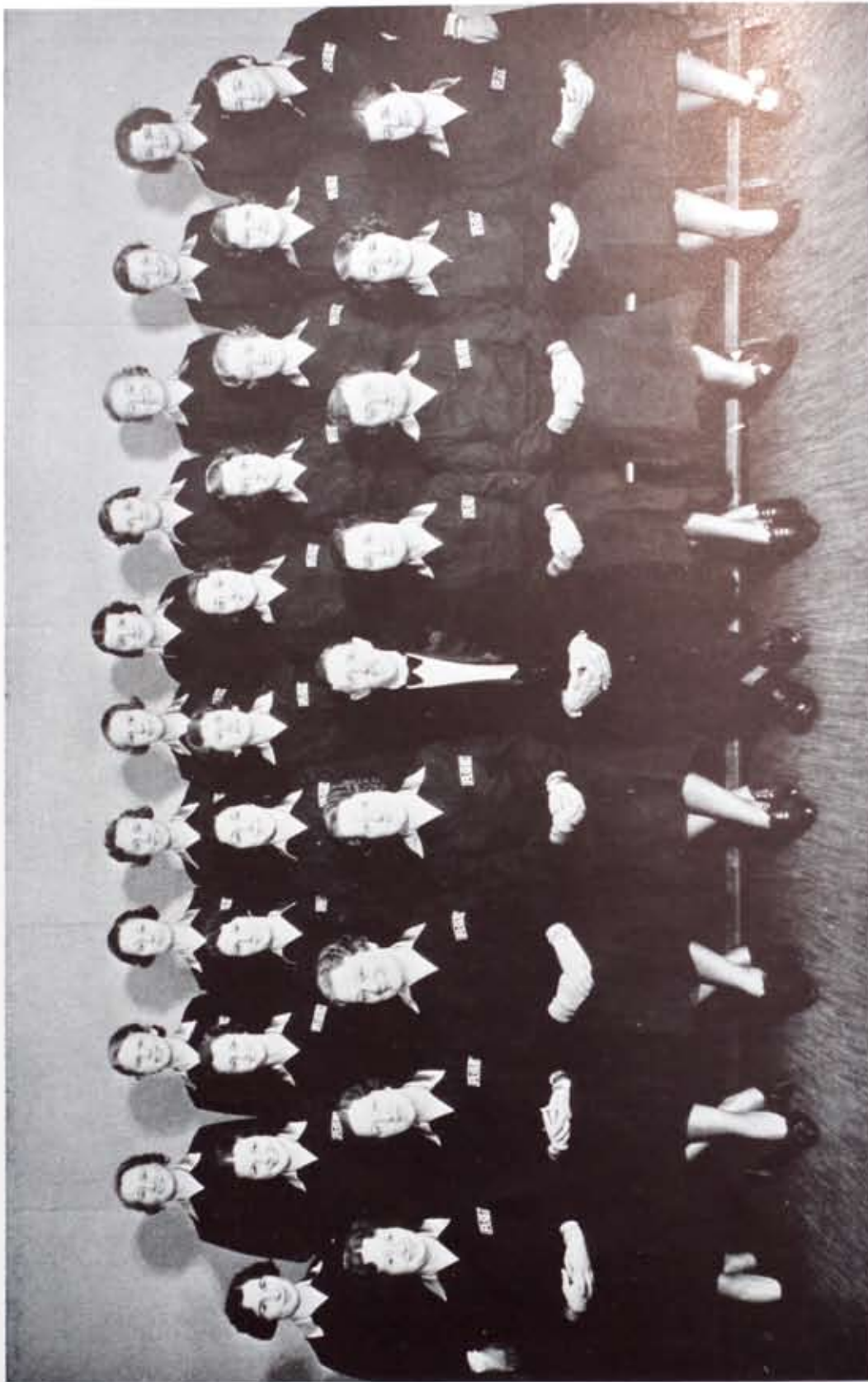
	Month of Sept., 1936	Month of Sept., 1935	Increase
KWH Generated—Steam	21,218,641	7,553,784	13,664,857
KWH Generated—Hydro	7,631,570	10,191,415	2,559,845*
KWH Purchased	7,993,367	16,378,590	8,385,223*
M Lbs. Commercial Steam Produced	50,540	55,498	4,958*
MCF Coal Gas Made	380,657	365,073	15,584
Tons Steam Coal Used	20,997	12,606	8,391
Tons Gas Coal Used	32,614	32,151	463
Tons Coke Made	22,178	21,239	939
Number of Employees	2,488	2,376	112
Amount of Payroll—Mo. Ended	\$ 405,096	\$ 374,540	\$ 30,556
Amount of Payroll—Yr. Ended	\$4,594,879	\$4,234,913	\$359,966
Miles of Underground Duct	2,038	2,032	6
Miles of Underground Line	3,022	3,001	21
Miles of Overhead Line	8,662	8,238	424
Miles of Gas Main	837	823	14
No. of Street Arc Lamps	1,396	1,395	1
No. of Mazda Street and Traffic Lamps	26,362	25,969	393
Total Number of Street Lamps	27,758	27,364	394

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for September, 1936

Receipts		Disbursements	
Balance 1st of Month	\$5,143.76	Sick Benefits	\$1,071.99
Dues and Fees—Members	900.78	Accident Off-Duty Benefits	116.15
Dues and Fees—Company	900.78	Family Sickness	0.00
Rochester Hospital Service Plan—Members	811.14	Medical Examiner	3.00
Company	405.76	Nurse's Expense	100.00
Interest on Bank Balances and Investments	402.75	Payment to Rochester Hospital Service Corporation	1,216.90
Total	8,564.97	Balance end of month	6,056.93
E. B. A. Membership September 30, 1936	2,208	Total	\$8,564.97
Members participating in Rochester Hospital Service Plan Sept. 30, 1936	1,279	E. B. A. Membership September 30, 1935	2,179



The 1936-1937 edition of the R. G. and E. Women's Chorus. Although handicapped in the early season through a loss of nine of last year's group, the vacancies have been filled to the satisfaction of director William Hudson and the chorus is busy filling engagements, making trips to and from concerts via Greyhound Busses. The singers are, left to right: back row, Lois Tompkins, Dorothy Wallman, Margaret Hunnewell, Alvera Schuder, Beatrice Streicher, Lora Yendes, Dorotha Dake, Doris Fink, Mildred DeWolf; Second row, Vera Bennett, Freda McAdams, Marie Bysink, Bertha Hegeman, Ann Leela, Harriet Fauth, Evelyn Herring, Grace Rockwood, Kathryn Robena, Lucille Kier; Front row; Frances Cameron, Anita Swarthout, Edna Robertson, Margaret Morris, William H. Hudson (conductor), Laura Merritt, Frances Anderson, Mary Powers and Mildred Wood.

Vice-President Haftenkamp Bags His First Bear

JOURNEYING three hundred and thirty miles to Tamachango Lake, a point sixty miles north of Ottawa a party of Rochesterians demonstrated their qualification for the "dead Eye Dick" class of huntsmen. It was a case of boom, boom, boom and a two hundred pound bear and two fine bucks were casualties. These men came, saw and conquered. In the week's hunt they fired but three shots and bagged a trophy with each shot. After that no deer or bear ventured within sight of them. A fine record, eh what?

In the party were Vice-President Joseph P. Haftenkamp, "Hap" Ward, of the General Electric Company, Bill Hughes, Johnny Baker, Vick Hoddick and Baird Robinson. Guides placed them a half mile apart near the rim of a mountain top, "so you no shoot each other" he said, with a shrug. Each man had his own position and was told to stay there until called for later. Then the guides, acting as beaters, did their stuff.

Deer Expected, Bear Came

Deer were anticipated by all the men, little thought being given to the possibility of bear so early in the season. As Mr. Haftenkamp was ruminating about this and that, alert to all possibilities, a big black bear walked right into his sector about two hundred and seventy feet away. Putting his rifle to his shoulder, Mr. Haftenkamp drew a "bead" on bruin. He knew where he ought to hit him but didn't quite expect the perfect shot he made. The rifle cracked forth and the big bad bear was dead, shot through an especially vulnerable spot back of the shoulder.

It was a perfect shot and bruin never knew what hit him. Bears are hard to kill. Often they put up quite a battle

and have to be shot two or three times before they give up the ghost. When the men heard the shot they went to a vantage point higher up on the mountain and saw the green flag Mr. Haftenkamp had raised on a pole. Johnny Baker was first to arrive.

He found Mr. Haftenkamp's face wreathed in smiles. To Johnny he said "Just look behind that log over there and see if you see what I see." Johnny did so and, sure enough, there was the bear. After that, Mr. Haftenkamp believed it himself.

Johnny and Baird Robinson had all

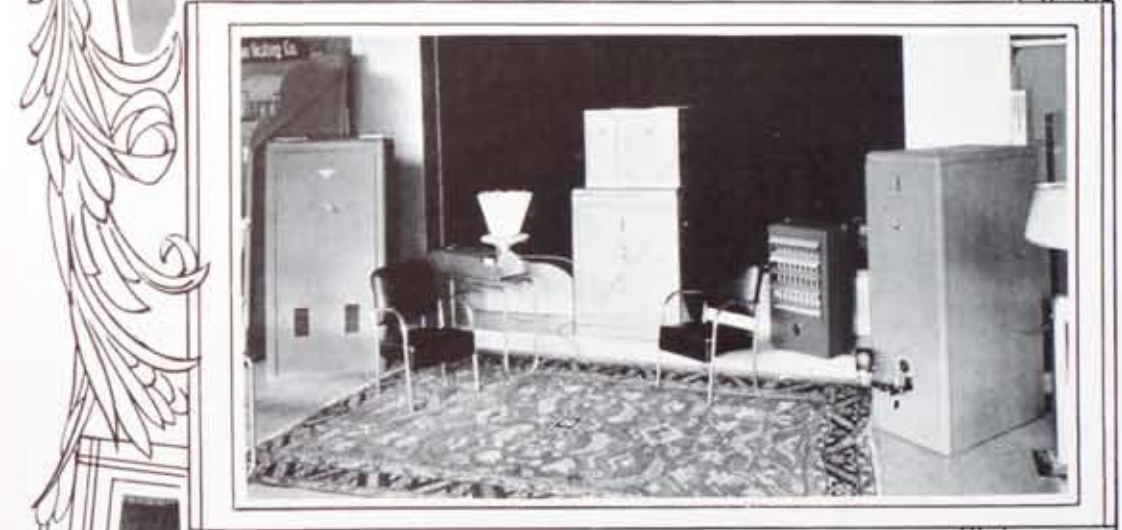
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Fine big two hundred pound black bear shot by Vice-President Joseph P. Haftenkamp on his recent hunting trip up in the Ottawa country. The bear was hit just back of the shoulder in an especially vulnerable spot. In the words of a popular expression "he never knew what struck him."

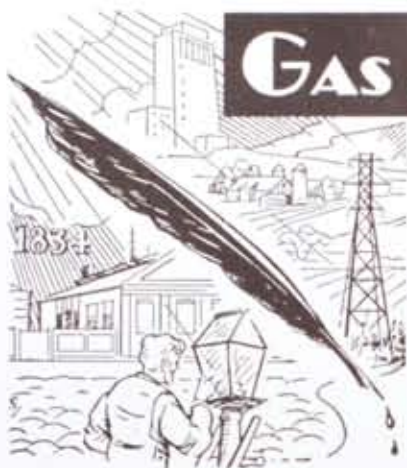


The Electrical Show recently held at Edgerton Park was a great success. Its stimulating effect upon business is vouched for by leaders in the electrical appliance business in this section. The show presented to the public the latest developments in the electrical accessory and appliance field and comprised an educational exhibit much appreciated by the general public which showed its appreciation by its record attendance.



The Company exhibits covered industrial and home lighting, merchandising and appliance features, highway lighting, rural service activities, home heating, and a model electrical kitchen in collaboration with Better Homes and Gardens Magazine. Assisting Edward Kramer, Electrical Association Secretary, in planning the Show were: J. A. Royce, Frank Houston, T. T. Benz, Frank Beaucaire, H. C. Ward, Harold Weisberg, Jack Whitford, Elmer Raithel, Herman Marquardt, and H. Lyman Hart.

GAS & ELECTRIC NEWS



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

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

Let There Be Light

WE recently spent a morning driving about the rural district with one of our lighting engineers, taking pictures at some of the smaller rural schools. We learned many new facts about modern lighting and returned from the trip much impressed with the fine work our men are doing to make school tasks happier for teachers and pupils.

An unsolicited remark of a teacher in casual conversation inspired this editorial. She said: "Since we installed the new lighting I have noticed that my pupils learn faster, they take more interest in their work and are happier."

We might stop right here and let our readers draw their own conclusions about the benefits of good lighting in schools from that teacher's endorsement, but this trip brought out many other angles, some of which we shall attempt to set forth.

The wife of a rural trustee, to whom we had taken some pictures of the new lighting, remarked that a mother had

told her that her small son seemed to be doing much better in his school work since they moved to this well lighted school.

Then we discovered that these rural folks were real proud of their new school lights. A schoolmaster in one district found that when he got home at night from school and read his evening paper, the home lights seemed inadequate. The new lights installed at the school had set up a standard of illumination which he thought should be adopted at his home. He purchased a couple of the fine I. E. S. Lamps which are bringing enjoyment and reading happiness to all the family.

In many of these rural schools are held evening meetings of the Parent-Teachers Association and often a monthly get-together meeting for parents and children, with the added drawing power of entertainment and refreshments. The modern lighting made quite a general appeal to these parents.

When Company salesmen from the domestic sales department came into the neighborhood featuring I. E. S. Lamps, many of them were sold. The practice is to leave a lamp for a week and then remove it unless the prospect wishes to buy it. The popularity of the school lights combined with an educational sales talk and a lighting survey with a Light-Meter in the home,

made it possible to secure enthusiastic boosters for good lighting in a large proportion of these rural homes. The use of these fine lamps in doing home work and for other home reading tasks received a virile acceleration from modern lighting originally installed in the school rooms. The work of salesmen later on became much easier because of it.

This type of selling is of the highest order. It almost amounts to a good product selling itself after the first ice has been broken. It would be difficult indeed to remove one of these I. E. S. Lamps from any of the homes after folks have discovered its benefits during that first week's trial.

A school lighting survey recently released informs us that it costs the public about \$100 per year to educate grammar school pupils and about \$180 per year in the case of high school pupils. Boards of education and school trustees are coming to realize that good lighting speeds up the educational cycle. Pupils get through faster and with better marks when they study under adequate lighting; also, the morale and discipline is better and there is greater efficiency all along the line.

Better Lighted Schools

It was a surprise to us to learn that many of our rural schools are as well or better lighted than some of the larger city schools. Where lighting is inadequate steps are being taken to improve it. Lighting is generally recognized today as being a big factor in educational circles. Our lighting men are well received because it is recognized they have something to offer which comprises a fine investment for public money and is equally beneficial in the home sphere.

More and more the public is coming to know that our Company, in common with other essential utilities, is not merely selling power, heat, lighting and other necessities; our services

bring benefits which are being transmitted into life itself, into factors which bring not only satisfied customers but customers who are our friends and good neighbors because of this modern type of selling which is mutually beneficial to both buyer and seller.

Upsets

THE football season has brought many upsets. "To the victor goes the spoils" still holds good, perhaps too much so, in our modern philosophy. While a good close game takes some of the sting from defeat, nevertheless the attitude of too many of us toward a loser leaves much to be desired from the standpoint of good sportsmanship.

The survival of the fittest is a law of nature which shows up weaknesses while producing fine specimens to carry on the brunt of the battle into new fields of progress and evolution. The study of biology is a story full of defeats which have had their humble part in building up types which can survive the tremendous obstacles nature sets up in front of her goal line.

In football, also, defeats are material from which future victories are made. This year's team may be a "flop" but from its defeat may come a better team next year. The trouble with most of us is that we live too much in the present. We want our teams to win this year. Perhaps the hardest thing we have to learn is to be good losers.

Some day, someone may develop a rating scheme which will make football defeats less of a "sack cloth and ashes" experience for losing colleges and their alumnae. It has even been suggested that yardage gained and not touchdowns (some have tried this out) be made the important high-spot. A team does frequently win when it seems to be outclassed, through utilizing the so-called "razzle dazzle" tactics of smart, tricky plays. Most

fans, however, would doubtless go on record as joining the army of emotional beings who shout from bleachers and side lines "We want a touchdown."

Many colleges are being criticized for not producing winning teams. It is said that they are not willing to hold forth the lure of financial compensation to young players who are casting about for a future college football berth. We sometimes feel that there should be rewards for these young men who devote so much of their time on the field and training table for the ultimate amusement of their fellow students and the public. Just how can a boy who has inadequate funds but is a cracker-jack of a football player do all this practicing and still have time to study—unless the college helps him financially?

This is a moot question and much will be heard about it for years to come. It appears to us, however, that a victory piled up by a so-called subsidizing college with a football squad of from fifty to sixty men over a small college which has but a comparative handful of players, is not much to crow about. Nevertheless, the little college with the big spirit often turns the trick, and David- and Goliath-like annihilates the bigger one in a much touted "upset."

It is always such a wonderful feeling to be a winner. Yet, defeat teaches us perhaps much that we need to learn. Both seem to have a place in our lives. In all this discussion we sometimes lose sight of one big compensating factor, the factor of good sportsmanship. We believe most good athletes learn gracefully to "take it" when defeat comes. If the general public which pays for their high-priced seats and gets their football vicariously, or shouts praises and criticisms from their easy chair ringside radio vantage point would be as good a loser, an "upset" would cease to be the tragic thing it often is today.

Men's Chorus Sings at Fair Haven

THE R. G. and E. Men's Chorus recently made its second appearance at the Congregational (federated) Church at Fair Haven. It was the night of the season's first snow storm and the storm slowed down the singers so that most of them were a bit tardy in appearing at the bountiful chicken supper provided by the ladies of the church.

Despite the bad night the church was crowded. The pastor in introducing the chorus thanked the singers and the Company for their kindness in coming so far on such a night to sing. The proceeds from the concert are to go toward the painting fund.

While the chorus was singing "Send out thy light" the electric lights flashed off and then on again two different times as heavy snow required an instantaneous switching operation. Graydon Curtis, district manager, and Ralph Mason, district sales supervisor, both missed a heart beat until they knew that all was well and that the words of the famous song were not to be taken literally by unfriendly elements in the season's first heavy snow storm.

During the previous week the chorus sang at Ontario. The Rev. Elbert Merriam introduced the singers to the audience after asking for a raise of hands from all persons who regularly heard the "Trooper Drama" broadcasts over Station WHAM. Nearly every hand went up.

He then said that the chorus represented the same company which made the delightful weekly true Trooper Dramas possible. This was also a second appearance of the Male Chorus at this church.

The money taken in at the Ontario concert is to be used for heating the church this winter.

"The Melancholy Days are here The Saddest of the Year"

(Continued from page 315)

seems as beautiful as that one you lost.

We wanted a picture of November, one that would fortify pictorially the little verse on the inside Cover. While driving through the country following the day of this season's first snowstorm, we passed by a vista which just seemed to shout NOVEMBER. So, we backed up and got it.

It was taken with panchromatic film and a K-2 filter which adds to the somber darkness of November skies which contrast so nicely with the white snow seen on the distant hill top. It is not a beautiful picture, but it seems to reflect the spirit of these melancholy November days.

Won't you dust off your camera and watch out for some of the fine pictures which are assuredly ahead in the winter days to come. Don't tell us about that nice one which "got away." Be ready for it when it comes. Photography is a fine pastime and should not be laid aside with the sunny days of summer. Get Mother Nature in all her moods. She's a great pal. These may be the melancholy days, and saddest of the year; but to a staunch photographic "fan" their pictorial appeal equals the balmy days of Summer and Fall.

Mr. Russell Made President of American Gas Association

(Continued from page 316)

campaign will be to make the public conscious of this fact.

Gas, it was stated at one of the sessions, has in the past played a sort of Cinderella role, sitting in her rags and tatters in the ashes in front of the fire, while electricity has been symbolized by her two glamorous step-sisters, who get all dolled up, marcelled, manicured and perfumed, and step out to hit the high spots. It is now time to apply the Cinderella moral, it was argued, and to array Gas in smart

finery, give her a dash of sex appeal and let her go out and capture the Prince, who in this case symbolizes popular approval and public acceptance.

The national advertising campaign, it was stressed throughout the convention, can only provide the background for the nation-wide promotional drive. It is up to the local companies to fill in the foreground by tying in with the national campaign through aggressive local campaigns. A series of regional meetings, to cover the entire country, is planned for the purpose of stimulating local participation and the first of these was held in Rochester November 12th, and attended by representatives of gas companies from all over Central and Western New York.

A company may spread itself over the whole world . . . may employ one hundred thousand men . . . yet the average person will form his judgment of the company through his contact with one individual. Every member of an organization who in any capacity comes in contact with the public is a salesman . . . the impression he makes is an advertisement, good or bad.

From "SELL" distributed by the Rochester Times Union.



"No gasman is going to track on my clean Linoleum."
Thanks to Cartoonist Fred Neher.

Steam Service

(Continued from page 318)

age of more freedom in dress, if in nothing else, a buzzing hive of City governmental activities) and the Progressive Foundry (a customer who temporarily tried out an other type of heating but who is now back "in the fold" using our "clean, convenient, dependable and more economical steam service").

Among the other new steam customers are "as usual, of course, 100% of the new buildings in our steam territory." This only means three relatively small buildings right now but with increasing building activity our number of customers is bound to rise.

The steam business has also benefited from the general increase in business activity thruout the City. The clothing companies, laundries, and canning factories, as well as other industries, are all using increasing amounts of the Company's steam.

The enlarged and rebuilt new store of Weis & Fisher on South Clinton Ave., as well as the ever growing National Clothing Co., and the inspiring St. Luke's Church are now also using steam service.

Appeals to Building Owners

Steam service appeals so favorably to building owners, operators and tenants who hear about it so that we receive numerous requests for steam for properties located in all parts of Rochester, and occasionally even outside of the City limits. To prospective customers located at relatively long distances from our existing mains, we must reluctantly and definitely say "No service is available." However, we are often able to be of assistance in such cases by giving the prospect useful suggestions concerning the operation of their present heating and industrial steam plants.

So—from libraries to foundries and from churches to plumbing supply

shops, steam service thru its generally acknowledged advantages is steadily becoming of more service to owners, to tenants and to this community.

Vice-President Haftenkamp Bags His First Bear

(Continued from page 327)

they could do getting the trophy down the mountain; and what a celebration all the men had when they got back to camp. Shooting one's first bear is something like crossing the equator for the first time, or getting a shot in one at golf; it's a grand and glorious experience for a hunter, especially when he hits a vital spot the first shot.

Baird Robinson later shot a deer as did one of the guides. Bill Hughes "shot" some very nice pictures which add visual verification to the event. It was a virile week in the wilds, with good weather, fine food and a half of a French-Canadian's house to live in. All these men, with the exception of Johnny Baker are in the two hundred pound or over class, ringside. Baird, who lifts the beam at two hundred and ten, said it was just his luck to draw Vick Hoddick for a sleeping partner. Vick goes about two hundred and forty in his stocking feet and Baird had a tough time keeping enough covers on him to stay warm.

As for Mr. Haftenkamp, he could well have slept out of doors. The thought of that bear skin together with the friendly pats on the back his fellow hunters gave him was enough to keep him steamed up for the entire week.

We reproduce a picture of the bear and his nemesis. Hap Ward showed it to us and said, with a twinkle in his eye, "Joe is the one with the smile on his face."

Sergeant: "Did you shave this morning, Jones?"

Recruit: "Yes, sir."

Sergeant: "Well, next time try standing a bit closer to the razor."

Women's Chorus

LISTEN! The horn from the Greyhound Bus is calling the R. G. and E. Women's Chorus to another busy season of concerts in Rochester and vicinity. William H. Hudson, the Conductor has been directing and training the chorus members two months in anticipation of the work ahead.

The following new numbers, selected by Miss Anita Swarthout and Mr. Hudson, have been arranged for the new programs:

A Dream Boat Passes By—Lemere

Amaryllis—Parlow

An Old Violin—Fisher

Blow, Blow, Thou Winter Wind—Arne-Shelly

In a Japanese Garden—Gibb

In a Persian Market—Ketelbey

The Grapevine Swing—Gibb

A new feature of presenting a guest artist at concerts is proving a popular idea. The sponsoring organization selects an outstanding musician in the community to fill that role. To date, two guest artists have been presented, Mr. Phillip Kaufman, Bartione, Director of Music in East Bloomfield High School, and a graduate of the Eastman School; and Miss Margaret Talbot, accomplished pianist, Musical Instructor in the Naples High School.

Miss Frances Cameron,
Rochester, N. Y.

Dear Miss Cameron:

The Welcome Class of the Congregational Church of East Bloomfield wishes to thank the Women's Chorus of the Rochester Gas and Electric again, for coming to us on the evening of October 29th, and for the splendid concert you rendered. As a result of your efforts, we realized about twenty-five dollars.

It was a real pleasure to meet so many of your group, and we hope that you can arrange to come to E. Bloomfield again.

We wish you the happiest of seasons. Very gratefully,
Grace C. Stapley, Prog. Ch.

Observing These "Don'ts" Will Cut Down Gas Bill

Home service departments of the gas companies in New Jersey are still engaged in demonstrating to home owners the proper way to use gas for cooking and heating. Much of the heat available in the use of manufactured gas is wasted by improper utilization in the home, particularly in the kitchen, and considerable saving may be effected by observing the following "Don'ts" given by the New Jersey Public Utility Information Committee.

Don't light gas under a cooking utensil until ready to proceed with the cooking and don't leave it lighted when finished. Don't keep burner turned up high when water has begun to boil. Don't heat more water than is needed. Don't leave cooking utensils uncovered. Don't let burners get clogged with grease. Don't waste hot water through leaky faucets or careless closing of faucets. Don't let the insulation on hot water tanks fall off or become impaired.

Costly Experiment

At the club a member said that a person could not enjoy or even distinguish between drinks in the dark. Another member, a Scotsman, offered to bet that, blindfolded, he could name any drink given him.

The bet was accepted. The member was blindfolded, and the test began. He sampled drink after drink, and named every one correctly until the taker was in despair.

"Try him with water," whispered a member, and the hint was taken.

Sip—smack—sip—ashake of the head. "I canna' just mind the name o' this," said the blindfolded one, "but I mind tastin' it when I was a wee ladie!"

"It's going to be a real battle of wits, I tell you," said the sophomore member of the debating team.

"How brave of you," said his roommate, "to go unarmed."

—Brooklyn Daily Eagle



This issue contains some belated vacation personal news which it was impossible to get into our last issue. Please pardon the delay which was unavoidable because of the great number of employees who enjoyed interesting vacations.

Mr. and Mrs. Reginald Meagher and their children Dorothy and Jim, spent two delightful weeks at Goose Bay, near Alexandria Bay. "Reggy" said he let the rest of the family carry away fishing honors while he rested. Mrs. Meagher caught one fine big lake trout.

Robert Baschnagel spent two weeks at Fort Totten, Long Island, as a guest of our "Uncle Sam." Robert is a first lieutenant in the Reserve Officers Corps. The time was mostly taken up studying tactical problems.

Alfred T. Veness, with Dr. D. M. Van Horn, spent a week at Beverly Lake, Canada. As usual these two "Vans" had excellent fishing success and kept their guide busy caring for their fishing requirements and cooking the catch to satisfy their ample appetites. They brought a nice assortment of fish home with them.

Norman Davidson and family spent a quiet vacation at Iron Mountain, Michigan, visiting at the home of Norman's parents.

Arlene Fuller and Evelyn Perkins took a bus trip to New York City and took in some of the latest shows.

Edward Kendricks, of the Power Billing Department, and Mrs. Kendricks recently motored to New York where they spent a few days sight-seeing and going to some of the current theatrical performances.

Wesley Struble and a party of friends spent two weeks fishing in the Rio chain of lakes. The fishing was excellent and fine catches were made each day.

Herbert Clark has been doing a very fine job of painting on his home during his spare moments and expects to have it done before many days.

Rudy Hoffmeier and wife motored to the Thousand Islands for their vacation and stopped at Alexandria Bay and Chippewa Bay, spending their time enjoying the entertainment these places offer to vacationists.

The Chiseler's Camp was the scene of the Clam Bake held recently by the Industrial Department. Lucas Caple and his Dad, who is noted for clam bakes, prepared the food for the hungry engineers and their wives. Russell Howe did special duty in arranging the "bake" in collaboration with the general social committee.

Mr. and Mrs. Rene De Smith and Mr. and Mrs. George Wendke recently attended the races at Saratoga Springs, where their favorites proved to be also-rans.

Triple Celebration

Celia O'Brien spent a part of her vacation in the Mountains and the remainder at various interesting spots in and around Rochester. Helen Sell and a party of four other persons motored through the New England States, covering a total of more than seventeen hundred miles.

Kathryn McIntyre's vacation was spent mostly golfing. She gives credit to Charles Collins, pro at the Genesee Valley Course, for helping her cut down her scores through his capable instruction.

Sam Lo Temple, Gas Street Department, recently received a medal and meritorious award from the Rochester Safety Council for his good work in saving the life of a swimmer last Summer through administering resuscitation.

The Jolly Farmer Inn, Avon, N. Y., on Sunday October 4, was the scene of a triple celebration. A surprise birthday dinner in honor of Miss Marcella Darby, sister of Mrs. William McNamara, was combined with the celebration of the recent marriage of Mr. and Mrs. Lawrence Voellenger, daughter and son-in-law of Mr. McNamara, and the twentieth wedding anniversary of Mr. and Mrs. McNamara.

The oblong festive board held covers for sixteen guests. It was tastefully adorned with a center piece of white chrysanthemums, two seven-branched candelabra, golden yellow chrysanthemums and autumn leaves sprinkled with bitter-sweet.

The guests were: Mr. and Mrs. Lawrence Voellenger, Arline, Lawr-



Mr. and Mrs. Albert Bellenger, center, who were married in Christ Church, East Avenue, on October 10. With them are, at the left, Mr. Charles Harter, best man, and right, Miss Annabelle Brough. The ceremony was performed by the Rev. Charles Carver. Following a reception at the home of the bride, 19 Epworth Street, Mr. and Mrs. Bellenger started out on their honeymoon which was spent in Washington, D. C., and other eastern cities. Mrs. Bellenger, is the former Sadie Robena, Electrical Distribution Department and Mr. Bellenger is employed in the Addressograph Department.

ence, Junior and Donald Voellenger, Mr. and Mrs. Paul McNamara and their daughter Ruth; Mr. and Mrs. Julius Fedreau and their daughters Rita and Gloria, and Miss Jane Egan.

The colorful birthday cake was decorated with pink and white roses and rosebuds and Lillies of the Valley. Mr. McNamara is employed by the General Maintenance Department and was most pleasantly surprised as were the other honored guests. In the later evening refreshments were served at the McNamara home with a beautiful wedding cake.

Leata Neer became the bride of Howard Smith in a beautiful late summer wedding, the ceremony being performed by the Reverend Dr. Crossland, pastor of the Asbury Methodist Church. Following an extended honeymoon, the newly-weds took up their new home in New York City, where the bridegroom is employed. Among the numerous pre-nuptial events in honor of the bride was a luncheon given by the young women of the Payroll Department, at Ye Old Time Tavern.

Among the delightful vacations we have not yet tabulated were those of Mr. Charles Shakeshaft and family and Mr. and Mrs. Harold Weatherby. They selected the New England states as vacation land and enjoyed themselves partaking of the many features this beautiful section offers.

The wedding of Helen Gorton and Norman Schuth took place at 4 o'clock on September 26th at St. Luke's Lutheran Church, with the Rev. William Trebert officiating. Mr. and Mrs. Schuth went to Louisville, Kentucky, on their wedding trip and are now at home to their friends at 1340 Lake Avenue. The Auditing Department presented Norman with an electric toastmaster, and a gift consisting of sherbets and goblets were given him by the Inventory Department.

Mr. and Mrs. Arthur Underwood and family vacationed at Eagle Bay. They were delightfully surprised to find there some other Rochesterians: Mr. and Mrs. Frank A. Wentworth, Mr. Harold McCleave and Miss Margery DeLaney, formerly of this Company. They enjoyed much hiking, some fishing and climbed both Bald and Eagle Mountains.

Recently, Evelyn Cassidy and Irene Kress thoroughly enjoyed themselves during their vacation spent at Atlantic City and other points in the East.

William Killip, Meter Reading Department, recently spent a week at Clear Lake with his family. Another week was enjoyed at the Bay of Farms on the St. Lawrence, where he found the fishing to be very good. Walter Guyett and Mrs. Guyett spent the week-end with them at Clear Lake, and Walter landed a fine eight and one-half pound wall-eyed Pike.

Frank Holahan, Walter Guyett and William Killip have been spending their week-ends fishing. A number of Saturdays were spent at the Niagara River and the fishing was not so good. Frank says he has packed his pole away in moth balls and his fishing companions have already turned their attention to hunting, which is the next thing on the current sporting calendar.

Dorothy M. Wallman has been going places and doing things lately, as she spent a very delightful week in September motoring through the New England States, visiting Boston, many of the nearby historical places, and then spent some time in Portland, Maine. On the way back they toured up through the White Mountains, and all in all it was a very beautiful trip as the foliage was just beginning to turn into the beautiful autumn colors. Dorothy also visited in Hornell lately, and attended a "formal" which we understand was enjoyed very much.

Mrs. Clara Forrest of the Tabulating Department left the employ of the Company Friday, October 23, and her friends presented her with a lamp and chair as a parting gift. She has been with the Company for nearly nine years.

Mildred Magin, of the Payroll Department along with two girl friends gave themselves a very special treat by going on a conducted tour to Washington, D. C. They stayed at the Raleigh Hotel, and went sight seeing every day. Moments were precious, and all filled to capacity, as in the short time they were there they visited Arlington, Mt. Vernon, Alexandria, Annapolis, Congressional Library, The Capitol, Lincoln Memorial, The White House, and the Bureau of engraving and printing. Had they received some sizable free samples at this last place they might have gone further, but as it is Mildred and her friends had a very enjoyable time.

On October 5 Dorothy Louise Suhr was married to George J. Elmer of the Credit Posting Department. Dorothy was becomingly attired in blue velvet and carried a bouquet of pink roses. The ceremony was performed in St. Paul's Evangelical Church, with the Rev. Elmer Hoener officiating. After a honeymoon spent in New York City, Mr. and Mrs. Elmer will be at home to their friends at 31 Werner Park.

Mrs. Maribel Rogers, a former employee in the Rate and Contract Department, entertained some of her friends at a delightful luncheon party recently. The guests were Irene Bauer, Thelma Dys, Evelyn Kasiner, Janet Callaghan and Mary Powers. It was an especially merry party as it was the first time the group had been together since Mrs. Rogers and Mrs. Callaghan resigned from the Company last year to become busy housewives.



Virginia Veness, daughter of Mr. and Mrs. Alfred T. Veness, recently entertained some of her friends at a Hallowe'en party held at her home. Following the dinner, the party went to the Midvale County Club for dancing. From left to right they are, back row: Tommy Barth, Ted Shepard, Jean Veaven, Dick Shepard, Douglas Anderson. Bottom row: Bill Wardin, Mary Anderson, Virginia Veness, Patricia Sundre and Nancy Hallauer.

OBITUARY



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.

Morrison Hollis, father of Harry Hollis of West Station passed away on October 29, after a long illness. Funeral services were held from the Bender Brothers funeral parlors, with burial at Mount Hope Cemetery.

Eugene A. Stein, for some years our correspondent in the transportation Department, died suddenly on November 8. He had been with the Company for twenty years. He leaves his wife, Louise M. Stein; a son, policeman James Stein, and a brother Frank. Funeral services were held from the home and in Corpus Christi Church, with burial at Holy Sepulchre Cemetery.

Jason Prouty, master mechanic at West Station, passed away on October 18. Mr. Prouty had been an honored employee of the Company since 1918 and had risen to the position of master mechanic from that of electrician. He leaves his wife, Helen Beebee Prouty; his mother, Mrs. Frederick O. Prouty; two daughters, Doris and Katharine; two sisters, Mrs. Alfred Moses of DuBois, Pennsylvania; and Mrs. Eugene Weller, of Rochester; and one brother, Lawrence Prouty, of Penn Yan. Mr. Prouty was a member of the Emmanuel Baptist Church of this city.

Funeral services were held from the home, 390 Hillside Avenue, the Rev. Osgoode McDonald officiating. Burial was made at Riverside Cemetery.

Ten members of the Genesee Valley Hiking Club under the leadership of Landis S. Smith recently visited the Caneadea Dam and Rushford Lake. Their hostess, Miss Carmelita Kelley, is well known to our Genesee Valley readers as an employee of our Fillmore office. The hikers stayed overnight at Caneadea, at the Kelley House where the home-cooked food and congenial accommodations were enjoyed by all.

A delightful picnic luncheon was served by Mr. and Mrs. Harry T. Mackie at their cottage on Lake Ontario, October 3, to thirty members of the Coke Sales Department.

Book Club Visits Library

ABOUT fifty Book Club members and their friends had the pleasure of inspecting the new Rundel Memorial Library on Tuesday evening, October 26th, after dining together at the "Century Sweet" on Clinton Ave. Arrangements for the evening were made by Evelyn Cross, Secretary.

Miss Taylor of the Library Staff gave several interesting book reviews on five of the new books which she thought were very good. They were:

An American Odyssey, Victor Heiser
After All, Clarence Day
Gaily the Troubadour, Arthur Guiterman
Being Little in Cambridge, E. H. Abbot
Under Green Apple Boughs, Lucille Grehene

The book reviews were given in the auditorium. The color scheme of this lovely room is lemon yellow and blue. Ceiling and floor is constructed of materials that make the room practically noiseless.

Mr. McGlashan conducted the tour, after which all members were allowed to browse through the rooms as long as they wished.

Barbara Agnes Scavone, age 21 months, daughter of Fred Scavone, popular elevator operator, who is ever so proud of her. Fred says she loves to play games with her daddy. She also has demonstrated a great liking for Shirley Temple. When her Grandmother took her to see Shirley act recently, she clapped her hands with glee, and wanted to see her more and more. Barbara Agnes is also the granddaughter of James Scavone, who is employed in the General Maintenance Department.

Maurice Mason, son of Mr. and Mrs. Ralph Mason of Wolcott, is now a Second Lieutenant in the U. S. Marine Corps, stationed at the Philadelphia Navy Yards. Last summer, Maurice was graduated with an A.B. degree from the School of Education, University of Michigan, at Ann Arbor.

Among the recently elected officers of Musa Caravan, Order of the Al-

hambra, is John F. Sharkey who was made sentinel of the desert at the annual meeting held in the Sagamore Hotel.

Georgia Harradine of the Hilton office recently enjoyed a week-end trip to Collander, Ontario. With a party of friends she visited the Dionne Quintuplets.

Margaret Settle, with her mother and a party of friends, recently motored to East Orange, New Jersey, for a pleasant stay at the home of her brother. Margaret visited New York City, saw Radio City and visited several plays and had the pleasure of seeing and hearing presidential candidate Alfred M. Landon.

Mrs. Leslie Moore, of West Station, and Mr. Moore, recently enjoyed a most interesting motor trip through the South, visiting Muscle Shoals, Alabama, and Mammoth Cave, Kentucky.



These men are smiling in anticipation of the fun trip they had to attend the convention of the American Gas Association at Atlantic City. They were among the party of more than twenty salesmen in the gas division whose sales entitled them to this holiday sponsored by national manufacturers of gas appliances. Left to right they are: Santo Cruppi, leading gas appliance salesman; Frank A. Wentworth, Director of Gas Sales, and William Mackie, "champ" water heater salesman.



Nine Lives Lost

Tired Mother: "Don't ask so many questions. Don't you know that curiosity once killed a cat?"

Little Guy: "What did the cat want to know?"

East Meets West

The young lady from the East was spending her holiday on a ranch in Wyoming. One day she noticed a cowboy coiling a long rope, so she inquired, "What do you use that rope for?"

"I use it to catch cows with, ma'am," replied the man.

"Well," persisted the guest, "what do you use for bait?"

Ho! Hum!

The somewhat pompous head of a large department store was passing through the packing room one day when he saw a boy lounging against a wood box, whistling cheerfully. The chief stopped and looked at him.

"How much do you get a week?" he barked.

"Five dollars."

"Then here's a week's pay—get out."

When the boy had departed, the boss turned to one of his subordinates.

"When did we hire that boy?" he demanded.

"We never hired him," came the astonishing answer. "He just brought in a package from another firm."

That's Tellin' 'Em

"Don't you approve of tight skirts?"

"No, I think women should let liquor alone."

The Naked Truth

"You've sure got to give that man credit. He started life as a barefooted boy."

"I wasn't born with shoes on, either."

Are You Tellin' I?

Our girl saw a picture of the Leaning Tower of Pisa the other day. "Well, the fellow who built that silo was drunk," said she.

Father Knows Best

Wife: "Goodness, George, this isn't our baby. This is the wrong carriage."

Hubby: "Shut up! This is a better buggy."

Dangerous Dan M'Grobe

A bunch of germs were hitting it up

In the bronchial saloon;

Two bugs on the edge of the larynx

Were jazzing a rag-time tune.

Back in the teeth, in a solo game,

Sat dangerous Ack-Kerchoo;

And watching his pulse was his light of love—

The lady known as Flu.

What, No Adenoids?

Author: This play is about rheumatism, flat feet and halitosis.

Producer: Good grief, what's the big idea?

Author: Well, didn't you tell me to put everything I've got into it?

Economic Royalist

Curiosity: "Did you give your wife that little lecture on economy you talked about?"

Domesticity: "Yes."

Curiosity: "Any results?"

Domesticity: "I've got to give up smoking."

"Must" Legislation

Salty: "The girl I marry must have a sense of humor."

Sweetie: "Don't worry, she will have."

A Little Germ-an

Little Gretchen: "Come in and see our baby."

Man: "Thank you, but I will wait until your mother is better."

Little Gretchen: "You needn't be afraid. It's not catching."

No Miracle Men

Vacationist: "Any big men born here?"

Dare County Native: "Nope. Not very progressive round here; best we kin do is babies. Different in the city, I 'spose."

Aye?

In a Scotch village, a cobbler, a strict teetotaler, was passing a local saloon just as the saloon-keeper was assisting a customer off the premises.

"Here, John," called the grog dispenser, "ye might gie this chap an airm tae his hoose."

"Na, na!" replied the cobbler. "Ye should dae as I dae when I've feenished a guide job—put it in the show window."

Indian Summer

Sandwiched in between the seasons
Of the winter and the fall,
There's a hazy, lazy, dreamy time
That makes a "hit" with all.

It's good old Indian Summer
And it doesn't stay here long;
It acts just like a tonic
And fills the heart with song.

But there's something sad about it,
Though its beauty holds us fast,
It's advance agent for winter,
Crying "Summer's gone, at last."

—Floyd Mason



—Charles Barker

"If I Were You . . ."

"If I were you, and you were I,"
Each day we hear that time-worn cry;
"If I were you, I wouldn't go"
"If you were I, perhaps you'd know . . ."
But have you stopped to realize,
Or does it come as a surprise?
That if, to make reality,
Each switched his personality,
And you were I, and I were you,
You'd find you like the things I do!

The traits you find so wrong, in me,
Would then impress you differently;
And all the little things you do
Would be my tricks—if I were you.
I'd make the same mistakes as you,
As I re-act, so would you, too;
How can we say what we would do
If you were I, and I were you?
As we were born, so must we die,
For you are you, and I am I.

— *Selected*

