

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

August, 1937

Vol. 21 - No. 7



The Abundance of
NATURE'S O'erflowing Fields



A CONTINUED STORY

THE LIFE OF EVERY MAN IS A DIARY
IN WHICH HE MEANS TO WRITE
ONE STORY AND WRITES ANOTHER,
AND HIS HUMBLEST HOUR IS WHEN
HE COMPARES THE VOLUME AS IT IS
WITH WHAT HE HOPED TO MAKE IT.

— J. M. BARRIE —

The Summer Build-Up

SUMMER finds us building-up for the siege of winter. Winter, to most persons, is a natural let-down from the healthful state of outdoor life we find it so easy to pursue during the friendlier months. Winter air-conditioning in homes is helping to create better general health because it provides, indoors, fresh, pure, wholesome and clean air.

Let us make the most of these fine days. They are tonic. Thackeray realized this when he wrote: "Man subsists more upon air than upon his meat

and drink; but no one can exist for an hour without a copious supply of air."

An Arabian proverb says: "He who has health has hope, and he who has hope has everything." Perhaps this is one reason why Rochesterians enjoy such fine public health. How thankful we should be that we are provided with so many parks, beaches, playgrounds and other delightful spots where we can aerate and air-condition ourselves, and build up for the winter let-down which is almost sure to come.



The great outdoors is a storehouse of health. Fresh air is the wealth all can enjoy, and health is its passport. It is our duty to keep healthful, for, as Voltaire once said: "The fate of a nation has often depended upon the good or bad digestion of a prime minister."

Rochester Gas and Electric Corporation

(as of August 25, 1937)

The present Voting Trustees, Directors, Executive Committee and Officers of this Corporation are as follows:

VOTING TRUSTEES (Appointed July 15, 1932)

Raymond N. Ball
 Fred. C. Goodwin
 Charles M. Travis
 Edward G. Miner

DIRECTORS (Elected Annual Meeting—June 2, 1937)

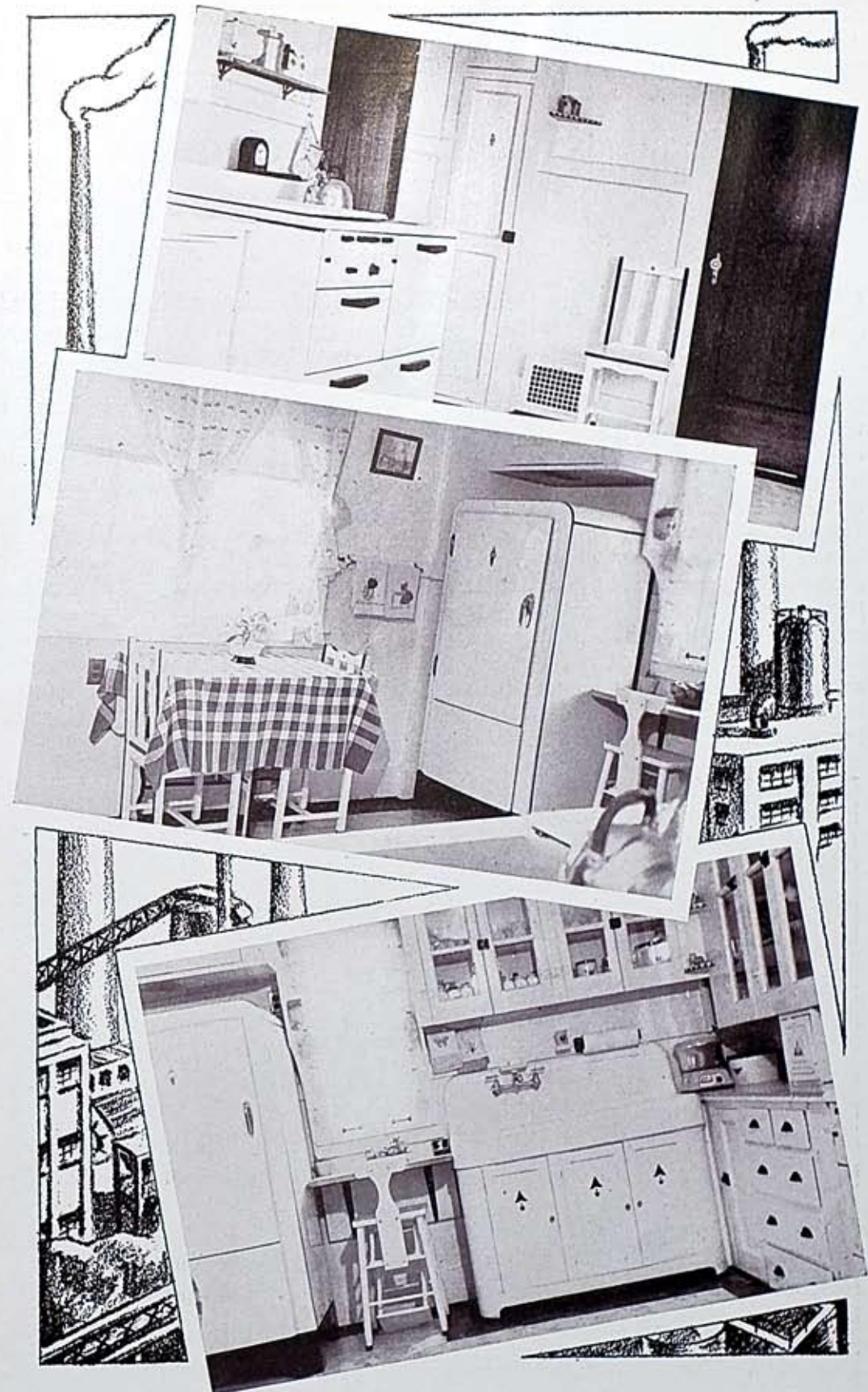
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John P. Boylan	Herman Russell
Frederick S. Burroughs	Charles W. Smith
M. Herbert Eisenhart	Daniel Starch
Fred. C. Goodwin	Raymond L. Thompson
Frederic H. Hill	Walter L. Todd
Sanford J. Magee	Edward G. Miner, Chairman

EXECUTIVE COMMITTEE (Appointed June 23, 1937)

Raymond N. Ball	Sanford J. Magee, Alternate
John P. Boylan	Edward G. Miner
Frederick S. Burroughs	Herman Russell
Fred. C. Goodwin, Chairman	

OFFICERS (Elected or Appointed June 23, 1937)

Herman Russell	President
Joseph P. Haftenkamp	Vice-Pres. in chg. of Operations
Ernest C. Scobell	Vice-Pres. in chg. of Finance and Comptroller
Sanford J. Magee	Vice-President
Frederick H. Patterson	Secretary and Asst. Comptroller
Joseph C. Collins	Treasurer and Asst. Secretary
Joseph F. McKenna	Asst. Secretary
Charles A. Tucker	Asst. Treasurer
E. Weinberger	Asst. Treasurer
Harold W. Nichols	Auditor



Company employees to a large degree practice what they preach about modernized homes and kitchens. They believe in it and they do it. This shows three views in the recently modernized kitchen of Mr. and Mrs. Walter Payne. Mrs. Payne designed and planned this layout, with the cooperation of Helen Smith and the Home Modernization Department.

Rochester Building Activities Hit High Peak

HOWARD HILL

SUBURBAN Rochester for the last few years has enjoyed a great deal of activity in new home building. Virtually every approach to the city passes near or through one or more of these developments. It is interesting to watch pasture land transformed into lawns and gardens, streets and sidewalks. One is impressed with the "Hominess" of the new types of homes. A great many new ideas of construction are being worked into these new homes all with a view to combining architectural beauty with efficient operation. All the designers keep one eye on the heating costs and make wide use of the various insulating materials. The next simple step is

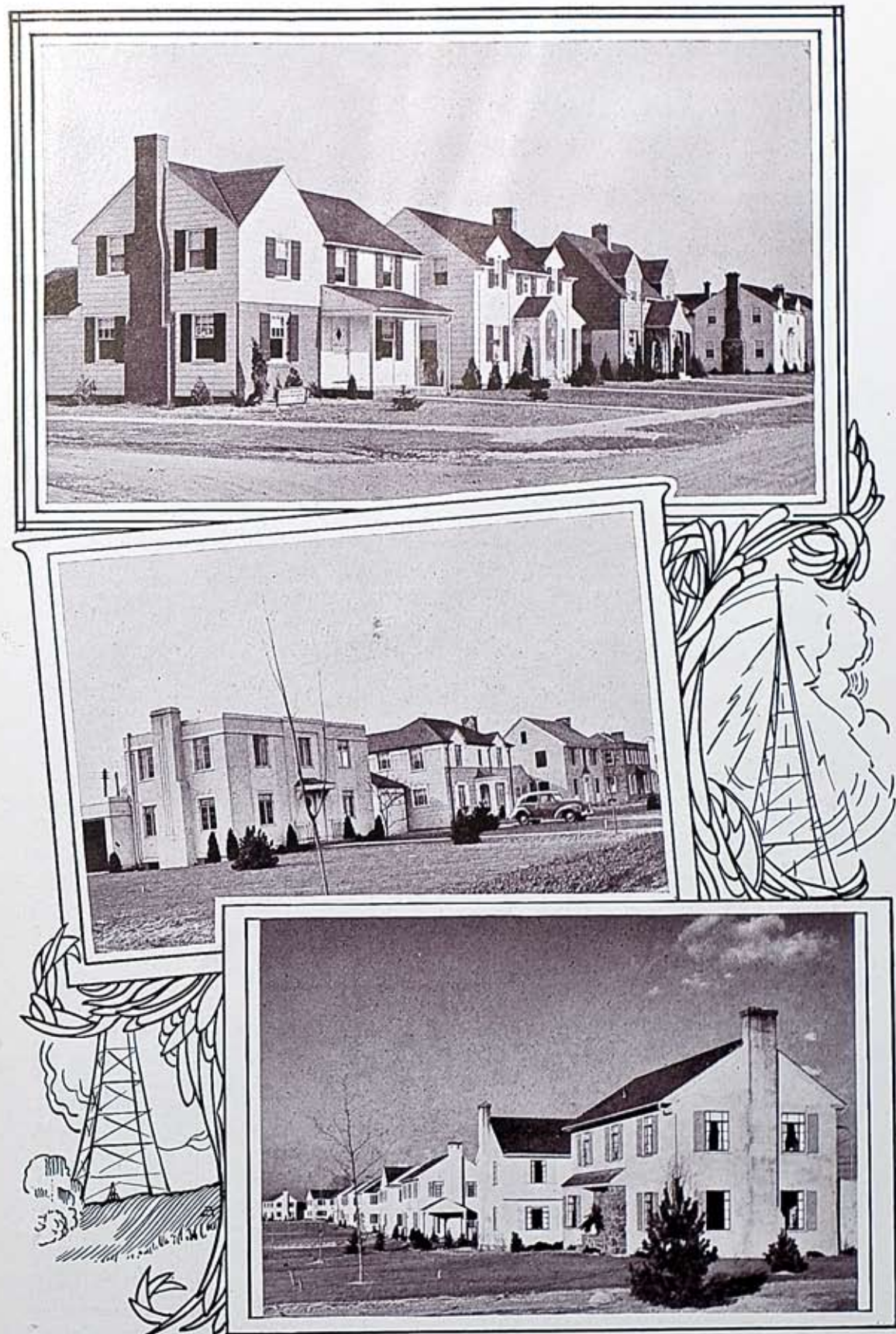
automatic heating and homes designed for any type of automatic heating are a potential market for gas house heating.

New homes call for new styles in lighting, cooking and water heating equipment and all this means new load for the company, for the homes vacated by these new home owners are sooner or later occupied by others, the cycle ending with a new customer on the lines. It is interesting to note the results in one tract. What was three years ago a waste meadow is now a neighborhood of 42 homes beautifully lawned and shrubbed. These homes are modern in every respect. They do,

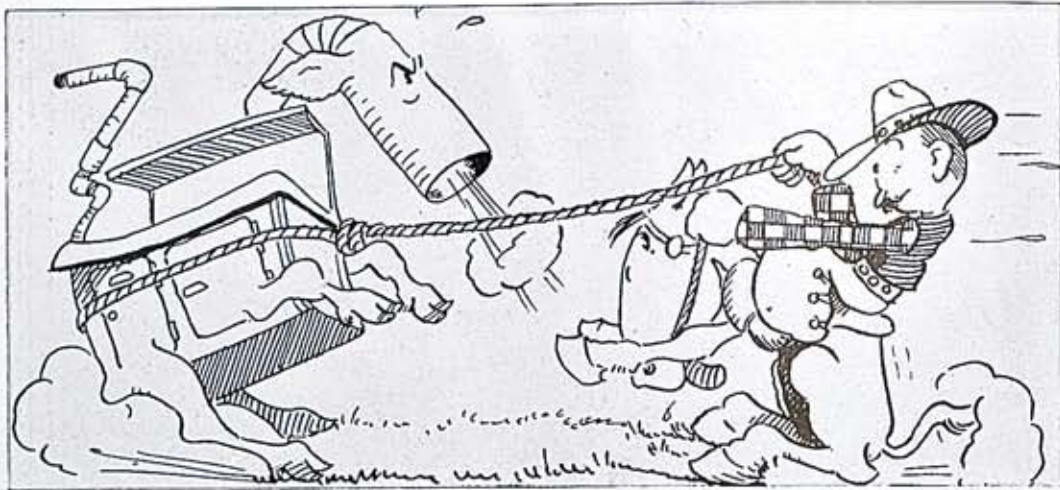
(Continued on Page 589)



Modernized home kitchen in the residence of Mrs. A. Klee, Maplewood Avenue. You too can have an up-to-date kitchen in your home. Our home modernization department will be happy to help you design it and plan it, without cost for this service.



Rochester has always had a large proportion of citizens who owned their own homes. Building activities for the first five months of 1937 was the highest since 1931. Single house construction advanced 104% above that period for 1936. Shown above are homes in three recent subdivisions: Top, Rogers Estates, St. Paul Boulevard; center, Monroe Avenue Estates; bottom, McFarlin Farms, Elmwood Avenue, North.

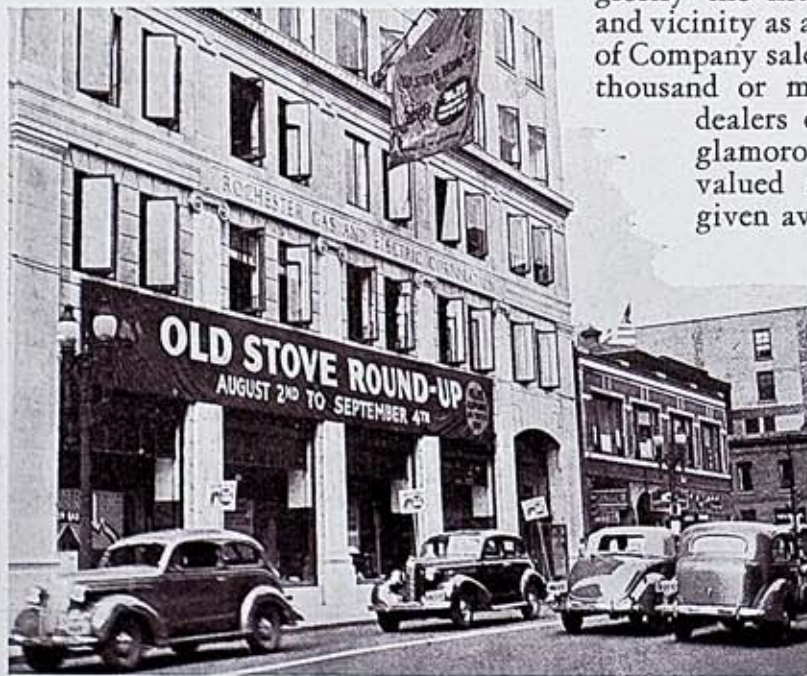


"Old Range Round-Up" Serves to Make Rochester *New* Range-Conscious

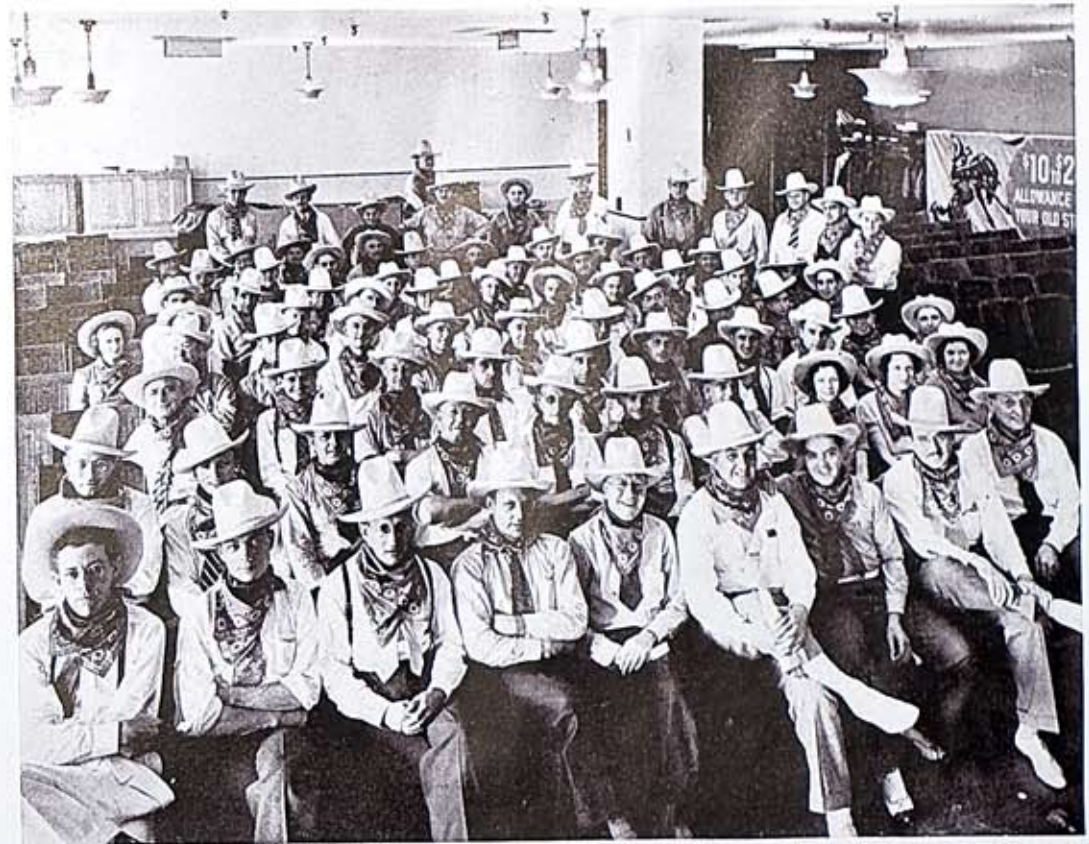
DURING August this Company's intensive "Old Range Round-Up" presented a varied and telling story of the all around utility of the modern, automatic gas range. Most persons within the territory served by Company lines received through advertising, publicity, the

"Old Range Round-Up" parade, car cards, truck cards and sales messages, range demonstrations, etc., impressions regarding modern ranges which will be to their advantage in the months to come.

As we go to press, it looks as though a thousand shiny, new gas ranges will glorify the kitchens of Rochester and vicinity as a result of the efforts of Company salesmen, with another thousand or more sold by other dealers of this section. Six glamorous, new gas ranges valued at \$125 each were given away in a letter contest to women who satisfied the judges of their superiority in writing best letters on "Why I want a modern gas range." Their names were printed in advertise-



The Gas and Electric Building was "dolled up" for the occasion, inside and out.



Top: Company local and district salesmen, at their first sales school and pep meeting. They donned cowboy habiliments and got into the spirit of the campaign. Bottom: One aisle in the reconstructed main floor of the Gas and Electric Building. Local range dealers were here assigned booths in which to display the ranges they sell.



Superintendent of the Gas Department, Alexander M. Beebee, is so sure folks need new modern gas ranges that he took especial delight in taking a "crack" at some of the oldest of the turned in ranges.

ments run in Rochester papers on Thursday, August 12.

Basis for the need of educating the public in the many assets of the modern gas range was found in a survey conducted by the Company some time ago. It indicated that 92% of the families interviewed use ranges which were purchased ten years ago, before the outstanding present features had been brought forth. Such ranges are without today's effective insulation, oven heat control or modern top burners. This condition, it was thought, may be due to lack of proper education in this matter by the Company and other dealers. The "Old Range Round-

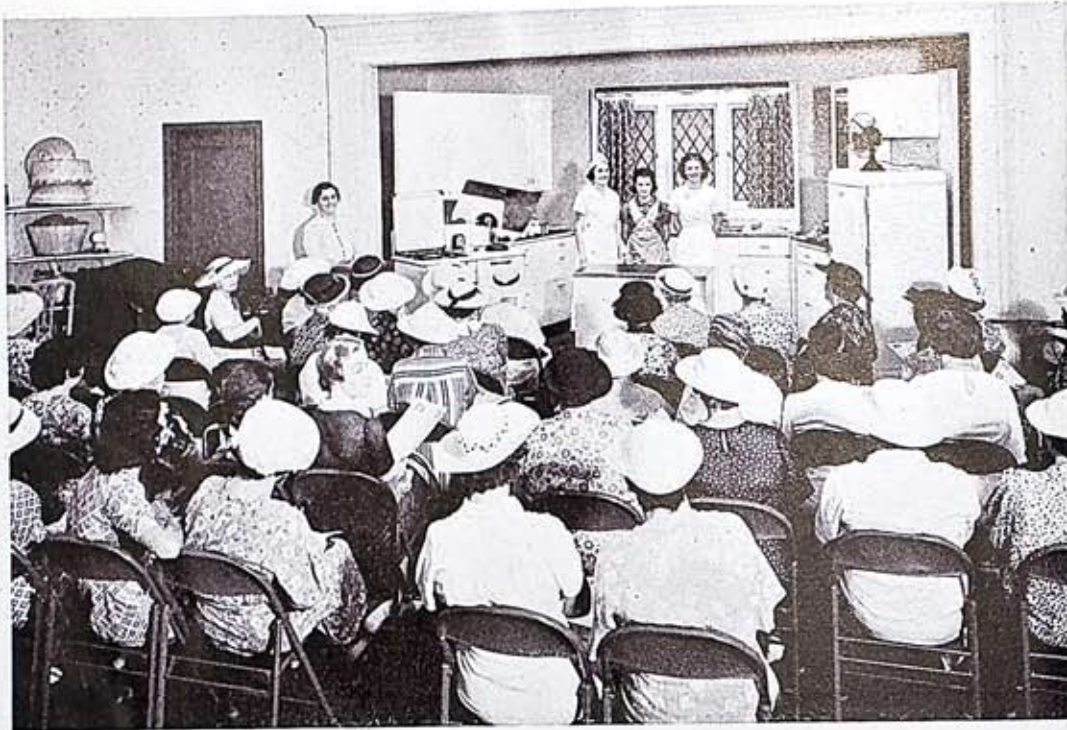
The parade was a high-spot in the lives of thousands of children. Even the Indians got a big "kick" out of it.



Local chefs from prominent hotels and clubs demonstrated how to prepare good food on modern gas ranges. John Appel, of the Rochester Club, is shown at an evening meeting. Beside him stands Frank Houston, manager of the Domestic Sales.



There were crowds each evening of the first week, which was "Rodeo Week." Much free instruction was the reward for attendance. The glamorous new ranges on exhibition on the main floor received much adoration from the women, who became thoroughly aware of the fine points which have been built into the modern range.



Three attractive Four-H girls showed how to bake cherry pie and other goodies before very enthusiastic evening audiences.



At one of the evening meetings during "Rodeo Week" an enthusiastic audience greatly enjoyed the music featured by the famous "Hill Billy Band" from Lockport, N. Y.

A collage of various promotional advertisements for the "Old Stove Round-Up" event, organized by Rochester Gas & Electric Corporation. The ads are arranged in a scattered, overlapping fashion.

- LAST CHANCE TO WIN!**: \$125 GAS RANGE Absolutely Free! at our OLD STOVE ROUND-UP.
- TONIGHT AT 8!**: LAST CHANCE TO MEET THE FAMOUS MYSTERY CHEF IN PERSON! OLD STOVE ROUND-UP.
- TOMORROW LAST DAY**: YOU MAY WIN A MODERN 1937 \$125.00 GAS RANGE FREE! OLD STOVE ROUND-UP.
- Beat the Heat!**: COOK IN COOL COMFORT ON A MODERN INSULATED GAS RANGE! '10 TO '20 ALLOWANCE for your old stove during our OLD STOVE ROUND-UP.
- Don't miss the Fun!**: ROCHESTER'S GREATEST OLD STOVE ROUND-UP begins MONDAY, AUGUST 2nd. COWBOYS - BAND - 25,000 FREE BALLOONS! Fun for Everybody!
- ROCHESTER'S GREATEST OLD STOVE ROUND-UP**: begins MONDAY, AUGUST 2nd. COWBOYS - BAND - 25,000 FREE BALLOONS! Fun for Everybody!
- MEET THE FAMOUS Mystery Chef**: IN PERSON! WEDNESDAY and THURSDAY in our OLD STOVE ROUND-UP.
- THOUSANDS OF OLD STOVES** are heading for the LAST ROUND-UP '10 TO '20 ALLOWANCE for your old stove and the purchase of a NEW 1937 GAS RANGE!
- We're giving away 6 \$125.00 NEW 1937 GAS RANGES** DURING WEEK OF AUG. 3 to AUG. 7. OLD STOVE ROUND-UP! FREE KITCHEN TONGS OF 100 USES in every home who registers at 89 East Ave.
- Save 10 to 20** ON A MODERN, GLAMOROUS COOL-COOKING GAS RANGE! in our Great OLD STOVE ROUND-UP.

Some of the numerous advertisements which called attention to the "Old Range Round-Up" and what it meant to housewives who are interested in modern cookery. Car cards, truck cards, radio announcements and direct mail supplemented in the publicity drive.



One of the floats in the parade was loaded with old ranges, going to their last round-up, after having been replaced by shiny, new automatic gas ranges with all their up-to-date features which make cooking and baking easier and more efficient.

Up" provided an opportunity to remedy this situation.

Preliminary activities to the Round-Up were sales training programs for salesmen and supervisors, sales meetings and demonstrations and the showing of an educational range film. Mr. E. B. Nichols, of the American Stove Company, assisted in presenting sales information at the school for salesmen, and a build-up to the campaign was given by Mr. Frank Houston, manager of domestic sales. Others active in the preliminary program were: L. C. Ginn, American Stove Company; Chas. Merriman of the Glenwood Range Company; I. W. Hefly, American Stove Company; William McDonald, Glenwood Range Company, and Rochester range dealers who cooperated in the activity.

The opening "shot" was "Rodeo Week" during which the Gas and Electric Building was open house for dealers and the public alike. Rochester dealers were given space on the Main Floor to display their ranges to the public. The building was suitably emblazoned with banners broadcasting the event; the main floor was partitioned off to provide stalls for the

dealers; a host of varied and glamorous ranges were displayed and the crowds which attended seemed to get quite a "kick" out of them. Many were the words of adoration these beautiful ranges received. It was really a beauty show for Miss Modern Gas Range.

On the opening day, Monday, August 2, came the parade, something new in sales circles, with its floats, band, cowboys and Indians, its decorated cars and its thousands of free balloons for children all along the line of march, approximately thirty miles of Rochester streets. Playgrounds were visited, and literally thousands of children got quite a thrill from the excitement and the balloons, which they never seem to tire of receiving. The paraders were fed at noon at Exposition Park grounds, where the Indians and the cowboys put on a war dance, pictures were taken and a good time had by all.

A special feature of the week was the attendance of the "Mystery Chef" on Wednesday and Thursday nights. The Rochester chefs who put on demonstrations, together with their specialties were: Mr. John Jungling, pastry chef of the Odenbach, who showed

how to decorate a cake. Mr. Louis Johnson, chef at the Sagamore, demonstrated how to prepare filet of Sole Cardinal. Mr. Joseph Pacifico, chef-steward at the Seneca Hotel, prepared Coquille of chicken with mushrooms and burnt almonds glace. Mr. Albert Rohde, chef of the Powers Hotel, made crepe suzette, and Mr. John Appel, chef, Rochester Club, featured lobster a la Newburg. Irene Muntz gave interesting demonstrations two nights, and three 4-H girls gave out some of their secrets on how to prepare a cherry pie.

Free Kitchen Tongs

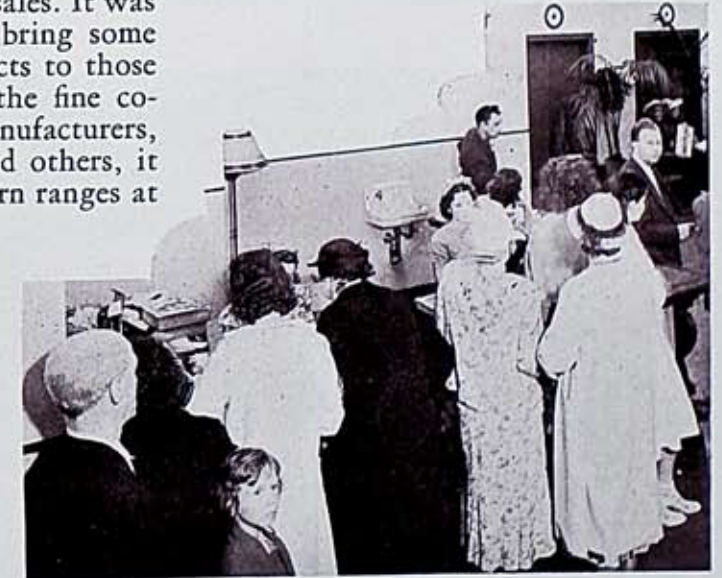
Women who registered during "Rodeo Week" received free a set of handy kitchen tongs which have so many uses. A total of more than 12,000 tongs were given out to women registrants. There was entertainment and educational instruction in the use of modern ranges every night during the week. One of the special events in the program was the appearance one night of the famous Lockport Hill Billy Band, which rendered a program which was enthusiastically received by the large attendance.

The "Old Range Round-Up" was not a mere promotion for sales. It was planned and executed to bring some real range and cookery facts to those who attended. Through the fine cooperation of the range manufacturers, the local range dealers and others, it was arranged to sell modern ranges at a special price during the month. Besides this, an extra bonus of from \$10 to \$20 was given on all old ranges turned in on new ones, depending upon the price of the new range. No down payments were required, easy financing through the Lincoln-Alliance plan was arranged by Mr. Ernest Scobell, and very

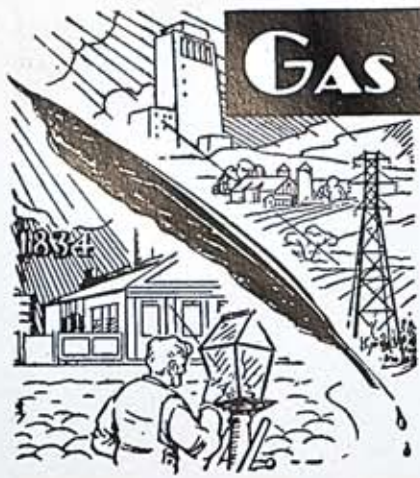
attractive terms were available. In this way, persons who turned out to the demonstrations and otherwise patronized the Round-Up actually received some worth while dividends, whether or not they purchased new ranges or not.

Missionary Work

Selling time and labor saving appliances is something like selling life insurance. In either case the salesman or the organization must keep on doing things to attract the attention of the buyer. This is really missionary work, so called. A salesman of any sort finds it rather hard sledding today; yet he has to keep on, to make a living and to exercise the ideal he has regarding salesmanship. Many homes there are who will later give thanks that someone called their attention to the advantages of modern cooking, on a modern gas range, during this unusual "Old Range Round-Up." A thousand or more such homes would pretty well repay those who worked so hard during this month for the long hours and the enthusiastic effort they put into it.



Women registering at the basement tables and receiving their gift of the handy kitchen tongs.



GAS & ELECTRIC NEWS

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MILDRED HACKER	Consumer's Accounting
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CATHERINE O'ROURKE	Canandaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
GEORGE PUDDINGTON	Domestic Sales
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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*

Artistry

FROM the "Copperweld" magazine we got this bit of philosophy: "One of the major charms in an artistic creation is the absence of evidence of hard work; we dislike the sight or suggestion of strain, struggle, and weariness." How true this is. Many of you must have had this thought before although few of us have ever said so in words.

People who do not know anything about art, advertising, or design, do know when a thing pleases them. They like it, but could not perhaps tell just why they like it. It is largely because the thing is so well balanced, so pleasing to the eye, so vibrant with lack of disharmonies that it exemplifies the absence of the evidence of hard work by its simplicity.

An artist may work over a painting for weeks before he is satisfied that it has that certain something that will make it appeal to people; a writer oftentimes writes and rewrites a story until he is fairly sick of it; yet he is

often rewarded for his scrutinizing pains by a literary masterpiece no one can deny. Real art, true literary skill, in fact many things in life, reach the pinnacle of acclaim only when, after many false or over-complex starts, and lots of hard work, the key to success is found wrapped in the garment of simplicity; simple words, simple methods, and unpretentious technique.

Simplicity is said to be the last thing great persons attain to. For years, perhaps, they write, and draw, and create vehicles which fairly breathe complexity, verbosity, ungainliness, strain, struggle, and weariness. There comes a day, however, when all truly great creators of artistic things realize that simplicity is the heart of creative greatness. Isn't it too bad that we human beings can not learn this important lesson earlier in life.

This philosophy squares up with that old saying "Easy does it" for after all, the easiest, simplest, least complex way of doing anything is the best and most appealing way to do it. This puts into the hands of all of us the potentialities of creative attainment, and accords to every person talents he never dreamed he had. How do we work out this equation? Simply by enjoying our work more, and making it appear to be a real pleasure rather than a complex problem.

Charles Hoffmeier Wins Golf Honors

CHARLES Hoffmeier of the Meter Reading Department is the new R. G. and E. golf champion. Charlie shot a smart 79 over the hills and vales of Midvale Country Club in the Company tournament Saturday, July 24. He was the only man of 59 players who broke 80. W. Howe Kiefer of the Line Operating Department had second low gross score with an 83. Low Gross in Class "B" was won by Leon Kimpal of Industrial Sales Department who shot a 91 and Low Net in the same Class was won by J. B. Warren, Pension Department, with 94-28-66. Low Net in Class "A" was a tie between Lewis E. Neary of the Order Department with 86-16-70 and Edward C. Adams of the Meter Reading Department with 89-19-70.

Sixteen prizes of golf balls, ranging from three for the best scores down to one were awarded, eight in each



Golf "Champ" Charles Hoffmeier

classification. John P. Boylan, President of the Rochester Telephone Corporation, and a Director of the R. G. and E., managed to squeeze into the prize winning circle with a net of 72.

Gross scores under 100 were as follows:

Charles Hoffmeier	79
W. Howe Kiefer	83
Lewis E. Neary	86
James Dick	87
Joseph Fitzpatrick	88
Edward C. Adams	89
J. H. Donohoe	89
F. M. Houston	89
V. Miller	90
P. E. Thomas	90
Joseph W. Strub	90
Walter A. Yackel	91
Leon Kimpal	91
Tom Cougevan	92
John Clark	92
Charles Mackie	92
Henry Coleman, Jr.	92
Walter McKie	92
J. F. Sharkey	93
H. W. Nichols	94
Norbert Sailer	94
H. F. Hall	94
Leo East	94
J. B. Warren	94
Clinton B. Cole	94
W. Seidel	95
Herman Russell	95
R. Norbert Gerow	95
A. Howland	95
James I. McVittie	95
Jim Casey	96
Marlin W. Shepard	96
Don Kresser	96
Ralph Crittenden	97
M. C. Wadsworth	97
John Boylan	97
Charles W. Smith	98
J. Gordon Ross	98
R. E. Ginna	98

R. G. & E. Golfers Again Defeat Telephone Team

Although they gave away 67 strokes to their utility brethren the R. G. and E. golfers defeated the Rochester Telephone Company team for the second consecutive year at Midvale on Saturday morning, August 14th. The Nassau scoring system, which is based on

three points for each match, was used and the final score for 42 pairs was: R. G. and E., 79; Rochester Telephone, 47. Four members of the Telephone team failed to appear and their opponents were each entitled to claim three points for the default but generously refused to accept them. Every one of the forty-six men registered for the R. G. and E. team was ready on the first tee, a fine example of company loyalty.

Lowest gross score was 82, which was turned in by one R. G. and E. player, Jack Welsh of the House Heating Division and three Telephone men, Paul Woock, G. Goodrich and T. Gaudette. Next low grosses for the R. G. and E. team were Charles Hoffmeier's 85 and three 87's contributed by James Dick, A. T. Veness and H. Coleman, Jr. President John P. Boylan of the Telephone company enjoyed a little consolation from the match when he took all three points from Vice-President Joseph P. Haftenkamp. The latter, however, was smart enough to select the correct net for the "blind bogie" which he shared with Walter McKie and James Dick, all of whom had the winning net of 75, drawn from the hat by Vice-President Frank Byrne of the Telephone company.

Ignorance breeds monsters to fill up all the vacancies of the soul that are unoccupied by the verities of knowledge. He who dethrones the idea of law, bids chaos welcome in its stead.

—Horace Mann

Dove of Peace

Walter Payne, of the Gas Distribution Department, told us about a dove which seems to have solved the housing problem in a unique way. Walter had occasion to visit an electric manhole which is suspended from the Smith Street bridge, some distance

from its western end, where some electric distribution men were working, pulling a cable through into the manhole from a pole which had been broken by a motorist.

When the men took off the manhole cover to go down into the manhole, they noticed a pigeon calmly sitting on her nest on a ledge in the manhole, directly underneath the bridge's sidewalk. Such an unusual location for a nest rather surprised them.

Perhaps the pigeon thought someone had come to collect the rent. At least she seemed a bit upset, but was loath to leave. After eyeing the men up and down, and scolding a bit in pigeon-english, the little bird ducked through a crevice and flew away.

The men were quite as upset as the little bird. They thought it tough to have to disturb her, but business is business. They were very careful not to touch the eggs in the nest and worked especially carefully. "We gave her every consideration" they said, which is indeed fair enough.

Just as we have city folks and country folks, so today we have city pigeons and their country cousins of the feathered variety. No country bird would choose such a nest; it would be frightened away by the terrific racket of hundreds of passing cars and wagons thundering over the bridge daily. But the more sophisticated city birds are used to all that.

And even though this prospective mother pigeon, who is expecting a feathery "bundle from pigeon heaven" is a rank squatter, poaching on Company property, we don't think President Herman Russell will want to dispossess her.

A little link in an enormous chain, viewed its small size, and often would complain, "What use am I?" And so, it fell apart, and breaking, split the whole great mass in twain.

—Stanton Coblenz

Eddie Voelker is National "Champ"

THE recent Braddock-Lewis fight brings to mind a national champion who works for the Company in the Addressograph Department. He is Eddie Voelker, national knot tying champ of the Boy Scouts of America. It can not be said that Eddie, like some of the champs in fisticuffs, has not been "fighting" these few years since he became eighteen years old, and thus ineligible for national competition. He still ties a mean knot and is willing to meet all comers. However, the record of 12.5 seconds for tying nine knots still stands in Scout records. Some day some Scout will beat it, but in the meantime Eddie Voelker's national record prevails.

Eddie is one of our R. G. and E. softball players. He plays second base or rover, and does it well. And he can hit. In other words, he often ties the pitcher up in one of his knots. Eddie himself got tied up about a year ago when he married a nice young woman from Leicester, N. Y. That is one knot he will never be able to master, notwithstanding his prowess with the timber hitch, half hitches, the slip knot, clove hitch, bow line, square knot, weaver's knot, fisherman's knot and the sheep shank. Eddie says that when the lover's knot gets a half-nelson around your heart, nothing can unravel it. That suits Eddie.

Before Eddie got married he played rover. Afterwards, Mrs. V. said he ought to settle down, so he took up his baseball duties at second base, and is no longer a rover. He has tied more knots than the marrying parson of Gretna Green. When we asked the "champ" if he felt just a bit proud of his knot tying prowess he smiled and remarked "Well, you've got me tied now, but—I have gotten quite a kick out of it; you see I just can 'knot' tell a lie." And we let it go at that.

Building Activities

(Continued from Page 574)

however, lack many of the services that our company can render. In spite of that, over a six month period there was delivered to these 42 home owners a monthly average of 125,000 cu. ft. of gas and 8,400 k.w.h. of electricity or 3,000 cu. ft. of gas and 200 k.w.h. of electricity per home. The electric load is good. The gas load leaves a great deal to be desired, but the prospects for improvement are bright.

Remember that this is one of the smaller developments. This situation is multiplied many times both in and out of the city and the answer for our Company is, "New Load."

To the home owner, this means the utilization of gas and electricity and the services which go with them in ever increasing ways. It means more contentment, more happiness and more time saved from the drudgery of home tasks and put into the enjoyment of things every woman likes to do. The utility must keep up with, yes even break ground for, the progress expressed in this acceleration of the building industry. It must get in its mains and conduits and street lights and anticipate these other construction activities which follow.

A Case of "High Hat"

At the breakfast table George was relating to his wife an incident that occurred at the lodge the previous night. The president of the order offered a silk hat to the brother who could truthfully say that during his married life he had never kissed any woman but his own wife. "And would you believe it, Mary, no one stood up?" "George," his wife said, "why didn't you stand up?" "Well," he replied, "I was going to dear, but you know how funny I look in a silk hat."

Caneadea Dam Caretaker Genesee Country Booster

BE sure to take that trip to Caneadea Dam. The entire family will enjoy the beauty of the spot, as well as the view of and from the large dam. Folks from great distances think it is worth traveling miles to see. We who live here within a reasonable trip of it, many of us, never yet have been there. Plan a picnic there. You will find ample picnic tables and plenty of the finest and coldest water you ever drank for making lemonade or to swallow "straight." Take a boat trip around the lake. Fish if you want to. If you have the time, look up Mr. Thomas Russell, caretaker at the dam, who lives in the house "under the hill" approaching the dam. You will find him to be good company.

Mr. Russell told us that there have been so many deer at the dam that they have almost become a "dam" nuisance. He says they will appear at the base of the dam in herds, sometimes. When he throws something at them, they scamper up the terrific grade of the gorge bed in an unbelievable manner.

Mr. Russell owns quite a bit of property in this section and is promoting the Genesee Country in his own good way. He thinks it is a fine place to live. Though past seventy-five he keeps in fine physical condition going up and down the steep stairs from the gorge top to the dam and below to the dam's base. Last year the bridge connecting the lower dam to the gate house was washed away in high water and Mr. Russell used to climb down the steep banks to it by means of a rope. This would be quite some physical stunt for even a young man.

When he gets his daily "chores" done at the dam, Mr. Russell spends hours, evenings, reading. One of his preferences is "Physical Culture Maga-

zine" edited by Bernarr McFadden, who also knows how to keep young. The other favorite is (is our face red) GAS AND ELECTRIC NEWS. Mr. Russell has saved them for months and months and has made a fine scrap book from some of the nicer things we have published.

Much of this we learned as we walked up the "dam" steps (over a hundred of 'em) behind Mr. Russell. He had our camera and insisted that we go unencumbered. And at that, we almost had to grab his coat-tails and tell him for the love o' Mike to go a little slower.

That's what living in the Genesee Country does for a man as we see it in the example of physical fitness set by Mr. Thomas Russell. So, don't forget to visit Caneadea Dam. You can soak in a lot of oxygen, beauty and (if you walk up those stairs too rapidly) "charley-horses" in an afternoon.

A Few Openings in Women's Chorus

The Women's Chorus of the R. G. and E. will resume rehearsals on Tuesday Afternoon, Sept. 7, at 4:00 P. M., on the sixth floor, in preparation for the coming concert season. Fifteen engagements have been tentatively set for the Chorus through the Publicity Committee, under the supervision of Frances Cameron. Plans for the new season include a complete change in programs as well as increased choral activity.

The Chorus cordially welcomes the application of any woman connected with the Company to join it's ranks, the only qualification necessary being a fair knowledge of music and ability to sing. Applications for membership should be made before Sept. 1, to Mrs. Frances Andersen, President, or William Hudson, Conductor.

GENERAL INFORMATION

	June 30, 1937	June 30, 1936	Increase
Electric....	134,901	131,481	3,420
Gas.....	111,451	109,454	1,997
Steam.....	332	315	17
Total....	246,684	241,250	5,434

	1934	1935	1936	1937
January.....	54*	16*	329*	253
February.....	86*	55*	451*	173
March.....	93*	55	182*	78
April.....	266	206	318	470
May.....	366	281	540	740
June.....	332	314	506	753
July.....	172	233	562	
August.....	281	153	433	
September....	249	324	581	
October.....	203	211	585	
November....	191	121	456	
December.....	179	175	350	

	Electric	Gas	Steam	Total	Incr.
1927	93,698	99,517	272	193,487	
1928	102,134	104,116	317	206,567	13,080
1929	112,704	108,160	323	221,187	14,620
1930	117,490	109,226	349	227,065	5,878
1932	120,333	109,730	341	230,404	3,339
1932	126,927	109,284	329	236,540	6,136
1933	126,647	108,425	316	235,388	1,152*
1934	128,171	109,088	312	237,571	2,183
1935	129,374	109,951	306	239,631	2,060
1936	131,481	109,454	315	241,250	1,619
1937	134,901	111,451	332	246,684	5,434
Incr. in 10 Yrs.	41,203	11,934	60	53,197	53,197

	Month of June, 1937	Month of June, 1936	Increase
KWH Generated—Steam.....	12,583,213	10,487,306	2,095,907
KWH Generated—Hydro.....	22,456,895	11,272,286	11,184,609
KWH Purchased.....	2,425,640	11,711,928	9,286,288*
M Lbs. Commercial Steam Produced.....	56,717	51,607	5,110
MCF Coal Gas Made.....	385,273	377,090	8,183
Tons Steam Coal Used.....	12,010	12,295	285*
Tons Gas Coal Used.....	32,383	34,703	2,320*
Tons Coke Made.....	21,210	23,755	2,545*

	June 30, 1937	June 30, 1936	Increase
Number of Employees.....	2,525	2,465	60
Amount of Payroll—Mo. Ended.....	\$ 422,038	\$ 412,412	\$ 9,626
Amount of Payroll—Yr. Ended.....	\$4,690,661	\$4,502,258	\$188,403
Miles of Underground Duct.....	2,048	2,037	11
Miles of Underground Line.....	3,032	3,007	25
Miles of Overhead Line.....	10,028	8,442	1,586
Miles of Gas Main.....	876	826	50
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,441	26,179	262
Total Number of Street Lamps.....	27,838	27,574	264

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for June, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$5,618.84	Sick Benefits.....	\$1,036.30
Dues and Fees—Members.....	903.03	Accident Off-Duty Benefits.....	115.09
Dues and Fees—Company.....	903.03	Family Sickness.....	0.00
Rochester Hospital Service Plan—		Medical Examiner.....	7.50
Members.....	891.53	Nurse's Expense.....	100.00
Company.....	441.92	Payment to Rochester Hospital	
Investment on Bank Balances and		Service Corporation.....	1,333.45
Investments.....	217.25	Balance end of Month.....	6,383.26
Total.....	\$8,975.60	Total.....	\$8,975.60
E. B. A. Membership June 30, 1937.....	2,206	E. B. A. Membership June 30, 1936.....	2,188
Members participating in Rochester Hospital Service plan June 30, 1937, 1,374; June 30, 1936, 1,222			



Arlene Fuller, Helen Thompson, Rosalie Bridgeman and Marion Rossney recently motored to Ocean City where they spent an enjoyable week swimming, resting and enjoying the delights of this fine watering place.

Mr. and Mrs. Leon Jackson and daughter Shirley, with Mrs. Vina Woolsey, recently enjoyed a gypsy tour at the Thousand Islands and through the Adirondack, Green and White Mountains. A few days were spent with friends in Greene, N. Y., on the return trip. A happy combination of fine weather and beautiful scenery helped to make this a very enjoyable vacation trip.

William Clare recently returned from Canada with his wife and family, after spending a fine fishing and visiting vacation with relatives about one hundred miles north of Ottawa, Ontario. On the trip, the Clares couldn't resist again going to visit the famous Dionne quintuplets, at Calendar, Ontario. Bill says he has lived in construction shacks (at Station Three and other points) so long during the process of building operations that he finds himself scrutinizing all the shacks and cabins along the itinerary of his vacation trips.

Wilbur Mitchell of Station Three, with his wife and little daughter spent a fine vacation with friends, in Clayton, N. Y. Wilbur had an opportunity to indulge in his favorite pastime, fishing, and made some very good catches.

Jesse Berry, engineer at Station Three, spent one week at home resting and one week at Detroit, Michigan, where he attended the Shrine Convention.

Grover Carlan, boiler room engineer at Station Three, has maps and data regarding the delightful motoring trip to the Smoky Mountain region, along the Little Tennessee River. Should you be anticipating a trip to this region, Grover would be glad to give you the "dope." Along the scenic loop, one traverses a roadway through a deep canyon, then rises mile after mile to an eminence from which five mountains, all of which are more than a mile in height, can be seen, some in Tennessee and others in North Carolina. One day Mr. and Mrs. Carlan were there it was raining on one side as they looked

down a mile into Tennessee, and on the other side in North Carolina, it was bright sunshine.

The name of Mr. and Mrs. Donald Howell's second daughter, born about three months ago, is Sue Ann. Her little sister, Felicity, is sure having a big time helping take care of her. Don is a salesman working out of the Wolcott office.

A nice father's day card came to Ralph Mason, of Wolcott, from his son Maurice, who is seeing the world with Uncle Sam, on the battleship New York. Maurice sent the card from the mouth of the Elba River, Germany. From there he took a shore leave of nine days and visited Kiel and the great German naval yards, later going into central Germany to see the industrial section, thence back to the New York and on to the Madeira Islands.

Harry Bommele and family recently returned from a motoring vacation trip to various places of interest including the Pocono Mountain region, the Blue Mountains and various industrial centers. Harry, who is a machinist at Station Three, while at Patterson, N. J., went through the plant of the Public Service Company of New Jersey. On the trip he also visited the Ford plant at Detroit and the huge power plant of the Canadian Hydro Company at Niagara Falls. The Bommeles drove nearly two thousand miles in two weeks of wonderful vacationing.

Winfield Van Horn, of Station Three, spent his vacation recently in Findlay, Ohio, with friends and relatives. Mrs. Van Horn accompanied him. While there they enjoyed seeing the festivities in connection with the golden anniversary of the discovering of gas wells in Findlay. A wonderful pageant "Golden Sands" brought out how the discovery of the golden oil followed that of the gas when the gas flow ceased. This brought wealth and industrial independence to the section. Colonel Findlay, the man who founded the city, built a fort there in the early days to protect the natives from Indians. A chorus of five hundred voices was heard one evening in a large stadium and the entire week was full of anniversary activities, pageants, sports, parades and other festivities.

William Marks and Lon Walden spent a recent week-end at Cape Vincent where they each got their quota of fine black bass.

Mr. and Mrs. Albert Bramer and Mr. and Mrs. Elmer Lerch spent a few days recently vacationing at Eagle Lake, sixty miles north of Kingston, Ontario.

When you like to "Watch the Fords go by" you will possibly see Frank Smith, of East Station machine shop, pass along in his new automobile. He adds one more to that long procession which if extended in a straight line would make a heck of a lot of cars. Major Bowes please note.

Bill Schafer, of the Blacksmith Shop, with Carl and William Schafer, spent a nice vacation in and about the Thousand Islands. Believe it or not, they camped right next to a cemetery, which may be why they lost three big ones.

James Dick and Mrs. Dick attended the yacht races off Bar Harbor and enjoyed them immensely. James is layout man at East Station.

Thomas Irwin, of East Station, upon his recent retirement, was presented with a beautiful gold watch by his associates there. His nick-name has always been "O-K-O" for everything was always OKO with him and that was his constantly used expression of perpetual optimism. Thomas was utility foreman. He also received cuff links and belt buckle to keep the watch company.

A card from Clara Elsheimer postmarked somewhere in New England states "Having a fine time." What more can a vacation bring?

Little Sally Ann Schoenherr, daughter of Mr. and Mrs. Joseph Schoenherr, celebrated her fourth birthday on July 27 with a dandy party. Many of her little friends were present. Guests were Mr. and Mrs. James Coyne, with their children, Patricia and Catherine.

Harold Huls of Station Three, with his wife and daughter, enjoyed a fine motoring vacation to the Smoky Mountain section of the south. They visited Tennessee, North and South Carolina and traversed the famous scenic routes which make this section a lure to tourists all over this country.

Charles Prothero and Andy Brostrom had a fine season of fishing recently at Sodus Bay. Andy instructed Charles in the use of his famous "Swedish" spoon which took honors from the Prothero plugs in catching some fine pickerel.

"Scientific glimpses into the future" was the topic of the talks given recently by Louis Shnidman before the Rochester Ad Club and the Lions Club.

While away in the west being made president of the National Credit Association, Gordon Ross received many auxiliary honors. At Mandan, North Dakota, the train stopped for delegates to witness a Sioux war dance. Colonel Welch was master of ceremonies and introduced Gordon to the tribe. Gordon danced with some of the squaws, a great honor, and was initiated into the tribe with the Indian name of "Gray Eagle," a name selected for its appropriate meaning: big leader or fighting chief.

Mrs. Herman Russell entertained 16 former associates at a delightful luncheon and bridge party recently. The lucky prize-winners were Rheba Wilbur, Emma Wage, Elizabeth Sweeney and Mrs. Ament.

Emma Wage and Winnifred Jones spent a week in Canada at Georgian Bay, where they had a splendid time taking in all the water and land sports offered them in this playground area.

Marie Miller Boyink was matron of honor at the wedding of her friend, Virginia Walter, to Donald F. Dutcher, of this Company. The ceremony was performed by the Reverend Robert E. Brown of the Spencer Ripley Methodist Church. Following the ceremony a wedding breakfast was served to the bridal party and friends, after which Mr. and Mrs. Dutcher left on a motor trip to the mid-west. They are now at home at 30 Riverside Street.



Helen E. Fluker, with her doll, Sally Ann Fluker. Helen is the granddaughter of Wm. G. Fluker, of the Garage.

June Straube, a new employee at East Station, general construction office, finds her new work very agreeable. She is quite observing, too. We asked her how many steps there were from the top of the landing by Bausch and Lomb's to the construction office, and she promptly replied "One hundred and forty, and it is a nice reducing workout, twice a day."

Jane Raines, East Station, spent her vacation at home, catching up on visits to friends in and about Rochester, and sleeping a lot. "It's the best vacation I ever had" she said.

Martin Huey, East Station, spent a few days at Canadice Lake, fishing. He and his small son caught some very nice pickerel.

Simon Gronendaal, East Station, with his wife, son, daughter and son-in-law, spent a nice vacation at Delta, Ontario, Canada. "Catch any fish?" we asked him. "Well," he replied, "do you want me to tell the truth?" Then he mentioned a four-pound fish he got, saying that for a vacation story he could easily have stretched it to an eight-pounder, it pulled so hard.

Theodore McCann, Chemical Laboratory, spent one week at home on the farm, in Morton, N. Y., studying and reading. He has been ten years with the Company. Theodore is going through the Niagara University Extension, via the night route, which means plenty of studying during off hours.

Ray Rissler, his wife and son Raymond Jr., spent their vacation visiting in Washington, Philadelphia and Atlantic City. They greatly enjoyed the ocean bathing.

Mr. and Mrs. William White spent their vacation this year on a delightful boat trip which took them up the St. Lawrence River as far as Saguenay. They were much impressed with the beautiful, rugged scenery viewed while going through capes Trinity and Eternity, on one of which, hundreds of feet up and cut from virgin rock, is a statue of the Virgin Mary. This is illuminated by a powerful spot-light on the ship and makes a truly impressive sight at night. The meals were excellent, and a complete program of games, sports and fun enlivened the trip which was spent aboard ship in its entirety. Mr. and Mrs. White were honored with seats at the captain's table!

Al. Lamey, impressario of Lamey's famous tool room (we ought to call him Albert, but no one would know who we meant) recently returned from Oak Point near Goose Bay, where he and Mrs. Lamey and their daughter had an interesting fishing vacation. Oak Point is along the St. Lawrence where fish grow to alluring sizes. Just as a sample Mr. Lamey caught one that weighed eleven pounds, this year beating out Mrs. Lamey, a proficient fisherwoman who usually wins the fishing honors.

Jess Yaw, with his daughter and his mother, spent more time than they planned to spend at Nantucket Island, near Cape Cod. While there a ship strike broke out and isolated them there. Food became scarce and very high in price. Now, if you want to make Jess jump up, all you have to do is to say "sit-down." The strike was settled in a little over a week.

John Neil and Paul Princeham, Mechanics Institute cooperative students working part time at the chemical laboratory, are in their second year and like their work very much.

Donna Hart, three year old daughter of Mr. and Mrs. Don Hart, recently was juvenile hostess to twelve of her little boy and girl friends, at a dandy birthday party.

Philip Cronk, East Station, who at one time was a guide in the Boonville hunting haunts, where he was born, plans to spend some time there this fall hunting deer. His father was the last survivor of the war of 1812, and lived to be one hundred and five years old. Mr. Cronk is sixty-nine and as chipper as a young buck.

Mr. and Mrs. Fred Blakeslee motored to the Alexandria Bay region, where they visited with friends and relatives. Fred was born up north in that section. One day was spent at Henderson Harbor Hotel, a delightful place to stop.



Anita Swarthout, enthusiastic Book Club member, takes her reading along on her vacation and uses a boat for her library.

Francis Pellett and wife, visited New York at the home of Mrs. Pellett's aunt, who is a teacher. They enjoyed seeing the Stoopnagel and Budd broadcast.

How news travels. We read the following in the "Current News" house organ of the Philadelphia Electric Company: "A frantic bride called the Rochester Gas and Electric Corporation to complain that her new refrigerator 'freezes ice cubes too fast.' Sales supervisor Jack Sharkey rushed an electrician to the scene. He found ice cubes piled in every available pan, scattered all over the kitchen floor. 'I thought I had to take them out as soon as they froze' the bride told the electrician."

Fred Saddock and family spent a delightful week's vacation at Rainbow Lake. Fred was much pleased to land, among others, two fine fish, each weighing over five pounds.

Eagles Mere, Pennsylvania, situated on a beautiful lake topping a mountain, was the vacation headquarters of Louise Amish and her friends, the Misses Gosnell and Laurel. Rhododendron beautified the landscape for miles around to add charm to the setting, and water sports, concerts, motion pictures and card parties lent a nice diversification, as well as lots of fun. Some very fine vacation "movies" were taken, which is an ideal way to make a vacation last a long time, also permitting it to be shared with the folks at home.

Mr. and Mrs. William Hynes recently spent a delightful vacation in Washington, D. C. While there they were royally entertained by their four sons who are in business there. The sons are Andrew, William, Bernard and John, and all of them are engaged in the electrical appliance field or allied activities. Mr. and Mrs. Hynes saw most of the high-spots of Washington and vicinity. Mr. Hynes, like the postman on vacation who took a walk every day, spent no little time inspecting the model electric farm, which he said is "right up his alley" as he is one of our rural salesman working daily in farming communities. He got many up-to-date ideas on modern farming which he will be able to pass along to his "constituents." This indicates the fact we all know is true, that a faithful employee is always working for his Company, even when he is on his vacation.

William Hudson and family are now residing in their country home, at Holcombe, N. Y. So many concerts given before rural audiences by the Women's Chorus gave Bill the idea that country life is the thing, so he purchased a comfy home on an acre of ground where he can raise many of the staple articles of food most of us have to buy in tin cans most of the year. Bill has a fine garden and is anticipating getting a goat and some chickens. Little Jimmy thinks



Little Larry Rickner demonstrates how to keep cool on a hot day, and—it works, besides saving carfare to the lake. He is the little son of Mr. and Mrs. Harold Rickner.

life in Holcombe is just the thing. Bill knows everybody out there already. When driving out that way, drop in and see the maestro, anyone will tell you where he lives.

Out at 52 Indiana Street, Mr. and Mrs. Don Smith are very happy in the recent arrival of a fine little son, whom they have named Loran Robert.

The Reverend Joseph Dawes, father of Augustus Dawes, has recently been visiting at the latter's home. This is Mr. Dawes second trip to America. In England the Rev. Dawes is one of a group of preachers who cover a circuit of nineteen churches, an idea which is somewhat new to this country. Sunday, July 11, he preached at the Lake Avenue Methodist Church, as guest speaker.

The Steam Department held a steak roast recently at the Chiselers Camp. Henry Symonds was chairman of the arranging committee. Cooks were Julius Schenk and Bill O'Brien, and general utility helpers were Jack Phillips and Henry MacGregor.

The ball game between the Station Three steam fitters and the Front Street section, was won by Station Three, captained by Johnny (I've got it) Kramer. The horse-shoe pitching contest was won by Pete Cross and Herb Morgan; Morgan was born with a horse-shoe in his hand, they say.

Picnic features were: Eddie Morris, the only man who could start the power lawn mower, gave a demonstration; Dave Carter and his hill billies, Glen Allen, the piano virtuoso and Jimmy



This is Janet Fauth, a daughter of Mr. and Mrs. Adolph Fauth. Photo was taken on the Fauth vacation at the Wm. Gosnell cottage, Canandaigua Lake.

Pritchard, the fire-eating trap drummer. Card games filled out the evening for those not musically minded.

Percy Tanner, service man at the Wolcott office, with Mrs. Tanner has returned from a nice trip to Modoc, Canada. They were accompanied to Canada by his mother, who has been visting at the Tanner home for a few weeks. Percy reports that the bass fishing in that neck of the woods was very good.

Louis Dahlheim, Gas Distribution Department, has a fine flower garden. Recently he called us to say he had a phenomenon in his back yard. It was a shrub growing through a brick, believe it or not. We soaked it up to see how the phenomenon "worked" and lo and behold there was a nice round hole through which the roots had poked themselves. Thus, another "freak of nature" went hay-wire.

Helen Garvey of the Stores Record Department enjoyed a nice vacation recently at Crescent Beach. While she was there she was host to the members of the department who came down for a swim and a steak roast.

Hattie Garis with her husband and some friends spent a delightful week recently at Robin Hood, Maine.

The Industrial Department enjoyed a nice picnic recently which comprised a trip to Cobourg on the Ontario Number Two. About fifty persons took advantage of the opportunity to have a good time partly on Lake Ontario and partly at the picnic grounds at Cobourg. Games of various kinds suitable for playing on deck had been planned by the social committee. Russell Howe was master of ceremonies. A fine buffet dinner was enjoyed on deck on the return trip. Mrs. Edward Roeser won first prize in the nail driving contest, with Miss Adeline Zachert a close

second; Jack Spanagel and Leo Sullivan demonstrated superior deftness with needle and thread to win a prize; Mrs. Leo Sullivan won the horse race, and Mrs. Harold Rickner won the honors in the picture puzzle game.

A cottage on Canandaigua Lake was the scene of the recent picnic of the R. G. and E. Riding Club. Swimming was one of the most enjoyed events of the afternoon, followed by a steak roast, with Lieutenant Al. Doud acting as chef.

Mr. and Mrs. Adolph A. Fauth, with their daughter Harriet, of the Payroll Department, and Janet, who is shown in the picture above, spent a very restful vacation at Canandaigua Lake. They stayed at the cottage of William Gosnell for one week and had but one rainy day. The Gosnell cottage is located at Nihawauka Beach.

Catherine Jones, of the Rate and Contract Department, spent two delightful weeks visiting at the home of her sister in Detroit, Michigan.

Helen Garvey was maid of honor at the recent marriage of her sister Lucille to Joseph O'Kane Hallinan. The ceremony was performed at the Immaculate Conception Church by the Right Reverend Msgr. Joseph Cameron.

Linden Cross of the Steam Division, with Mrs. Cross recently motored through the New England states for a very restful vacation. They enjoyed many historic and picturesque places including Au Sable Chasm, Fort Ticonderoga and the numerous mountain high-spots encountered.

Henry Boudrez of East Station has returned from a delightful 2-months visit with his brother and other relatives in Belgium. Henry says that conditions are very good over there. He found little difficulty in living quite well on a dollar a day, American money, at some of the better hotels.

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.

John H. Keady, died July 25. He was employed at West Station, and has been with the Company since November, 1917. He leaves his wife, one son, his mother, five brothers and three sisters to mourn his loss. Funeral services were held at Holy Cross Church, Ovid, burial at Holy Cross Cemetery.

Richard H. Bolin passed away July 29. He was an employee of the Electric Maintenance Department since September, 1915. He is survived by two sons, two sisters and one brother. Funeral services were held at the Church of the Sacred Heart, and burial in Holy Sepulchre Cemetery.

James C. Conley entered into rest, July 29. He was in the employ of the Company since April, 1899, and worked at Station 3. He leaves one daughter and one brother. Funeral services were held at Holy Rosary Church, and interment in Holy Sepulchre Cemetery.

Christopher D. Donovan died suddenly July 31. He was employed at East Station and has been with the Company since April, 1935. He is survived by his parents, two sisters and three brothers. Funeral services were held at the Immaculate Conception Church, and interment at Holy Sepulchre Cemetery.

Thomas Trapani entered into rest suddenly, August 8. He was a pensioned employee. He worked for the Company from July 1914 to January, 1937 at East Station. He leaves one son, three daughters, and three brothers. Funeral services held at St. Anthony of Padua, and burial was made at Holy Sepulchre Cemetery.

Lynn Bowman, with Mrs. Bowman and their daughters Mary Alice and Linda Margaret, recently spent their vacation at Eagle Bay, near Fourth Lake. They enjoyed a delightful rest and all came back feeling fit as a fiddle.

Thelma Dys, of the Rate and Contract Department, with her girl friend Mildred Baart, enjoyed a week's vacation at Asbury Park, New Jersey. Many cultural features are afforded at this watering place which they greatly enjoyed, including some very fine organ recitals and other musical presentations. They did much hiking and swimming and also visited some friends.

Anita Swarthroat accompanied by her mother, her sister Virginia and Leone Wightman of the Purchasing Department enjoyed a fine vacation at Otter Lake, where they had a cottage for one week. Boating, fishing and hiking were enjoyed. One day they drove nearly two hundred miles to see the Blue Mountain section. On the trip they encountered the large boulder which marks the spot where former president Theodore Roosevelt was passing at the moment the late president William McKinley was killed. The plaque lists the names of the three men who got Roosevelt back to the railroad station in horse drawn conveyances. "Corky" Anita's cocker spaniel also had a great time.

At the Cobourg Picnic, the water was fine, but not for long, at Cobourg when Clint Cole, Leo Sullivan and Leon Kimpal went in for a little water cooling. They had just one "duck" when the car ferry's whistle blew a warning blast and the men scampered for shore and shorts. It was only the fifteen minute whistle, not the five, so they think they were jipped just a bit.

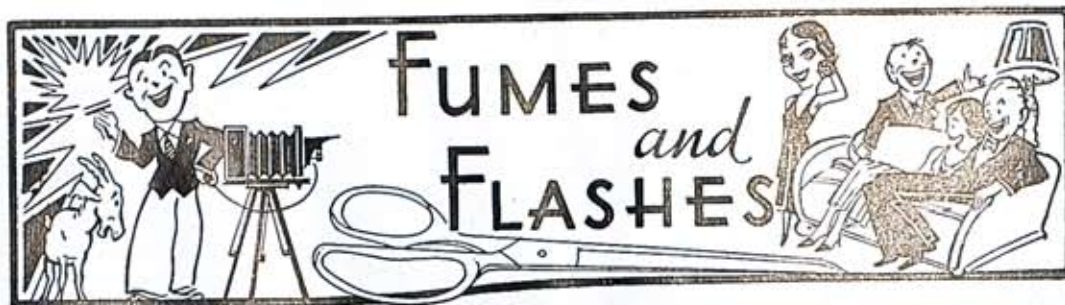
Jerry Streb said he didn't go away for a vacation this year. "You know" said Jerry: "I thought I needed a rest, so I stayed home."

Charles Tobin, Addressograph Department, recently motored to the south. Eddie Voelker, who toured the "skyline trail" last year, five thousand feet over beautiful Virginia, sold Charles on the idea, and he was well satisfied.

Gordon Vragel recently drove to New York with a boy friend. They spent four days seeing the sights, including the Empire State Building, Radio City, and visited the Normandy which was in port.

Louis Boss spent a week recently fishing at Honeoye Lake. When it comes to fishing, Louis lets the fish know who's boss.

Jack Marcellus of Station Three recently spent a number of days with friends and relatives in Toronto and Montreal.



We can't understand how the ant acquired such a reputation for being so industrious. Nearly all we ever saw were on a picnic.

Chronic Complaint

The old chiseler limped painfully up to the bar in an attitude of dejection.

"What's the matter?" asked a friend. "Have an accident?"

"No," replied the chiseler, "I've just had an attack of the yoors."

"What's yoors?" he wanted to know.

"I'll take straight whiskey, thanks."

Tip Top

Airman (after landing in a tree): "I was trying to make a new record."

Farmer: "You did. You're the first man to climb down that tree before climbing up it."

Stumped

"Oh, yes," said the pilot of the steamboat, "I've been on this river so long I know where every stump is."

Just then the boat struck a stump which shook it from stem to stern.

"There," he continued, "that's one of them now."

Armed Neutrality

"Ah wins."

"What yuh got?"

"Three aces."

"No, yuh don't. Ah wins."

"What yuh got?"

"Two eights and a razor."

"Yuh sho' do. How cum yuh so lucky?"

Sound Your A

Some high school girls were practicing the anthem for the Sunday morning service. They lacked breath when they came to the long "A-a-a-men."

The leader, a highly trained musician, said: "Now, girls, if you don't hold that 'A' so long you will have more time for the 'men'."

Roughly Speaking

Golfer (far off in the rough): "Say, caddy, why do you keep looking at your watch?"

Caddy: "It isn't a watch, sir; it's a compass."

Honesty by Request

"Aren't your neighbors honest, Sambo?"

"Yassir, dey is."

"Then why do you keep that loaded shotgun near your hen coop?"

"Dat's to keep 'em honest."

Still Life

In moonshine districts, where the whiskey looks like water and is drunk like water, strange ideas prevail as to what intoxication really is. In a village one Sunday afternoon a man lay in the broiling sun, in the middle of the road, with an empty bottle by his side.

"He's drunk; lock him up," the sheriff said. But a woman interposed hastily.

"No, he ain't drunk," she said. "I jest seen his fingers move."

Color-Scheming

Garage Attendant: "What kind of gasoline do you want?"

Lady Motorist: "I think I'll have it out of that blue pump to match the car."

Two Strikes and Out

A proud parent called up the newspaper and reported the birth of twins. The girl at the news desk didn't quite catch the message over the phone. "Will you repeat that?" she asked.

"Not if I can help it," was the reply.

Well, Well

Store Manager: "What do you mean by arguing with that customer? Don't you know our rule? The customer is always right."

Floorwalker: "I know it. But he insisted that he was wrong."

Close Shave

A big buck Indian had just ordered a ham sandwich at a drug counter and was peering between the slices of bread when he turned and said to the waiter, "Ugh, you slice 'em ham?" The waiter replied, "Yes, I sliced the ham." "Ugh," grunted the Indian, "you dam near miss 'im."

Slight Misunderstanding

An English farmer was sitting outside his house trying a finger exercise which he had been told would drive rheumatism from his ancient digits. A passerby approached him.

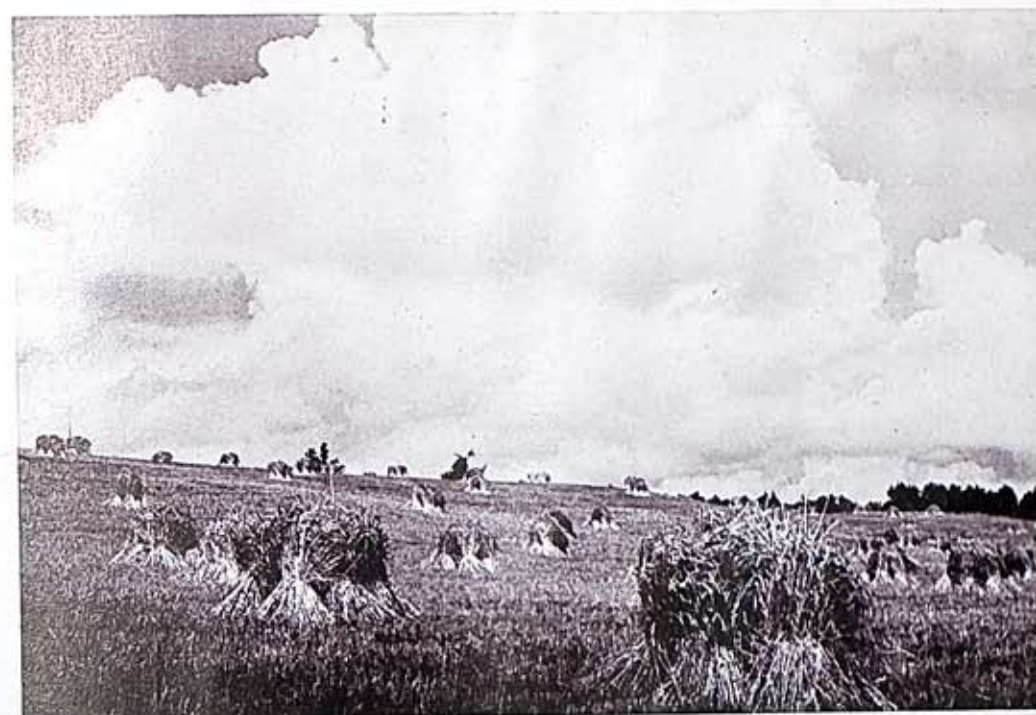
Noticing the old man's gesticulations, the stranger concluded that he was a deaf-mute. Drawing a piece of paper from his pocket he wrote: "I want a quart of milk."

The farmer read it and got the milk.

"How much?" wrote the stranger.

The farmer held up six fingers.

The man handed him sixpence, and as he started down the path heard the farmer call to his wife: "Mary, I've just sold a quart of that sour milk to a dummy."



Cottage Door

By Daniel J. O'Connor

When the day slips into twilight
I forsake the busy street
In the disappearing sky light
There's a promise of retreat.

Through my cottage door come voices
Of the youngsters at their play
And my heart within rejoices
As I greet the close of day.

Still an hour remains for racing
'Ere the sandman pays a call
Mary Ann soon has me chasing
Her elusive rubber ball.

After dinner comes a story
Then a softly whispered prayer
And we somehow sense the glory
Of a benediction there.

Thus a busy day is ended
And we add to mem'ry's store
Bits of fragrance softly blended
Which have blessed our cottage door.

Try Smiling!

When the weather suits you not, try smiling,
When your coffee isn't hot, try smiling,
When your neighbors don't do right,
When your relatives all fight,
Sure, it's hard, but then you might,

TRY SMILING

DOESn't change the things, of course, just smiling,
But, it cannot make them worse, just smiling,
And it seems to help your case,
Brightens up a gloomy place,
Then—it sorta rests your face,

JUST SMILING

— Selected

