

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

February 1937

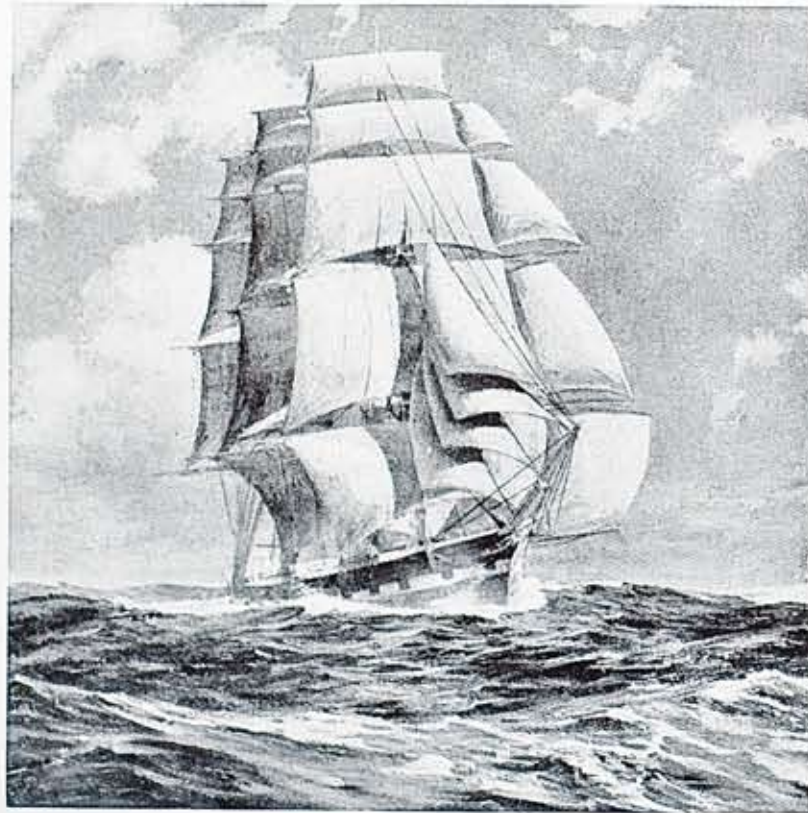
Vol. 21 • No. 1



It's the Way You Look at Things

One ship drives East and another drives West
With the selfsame winds that blow,
'Tis the set of the sails,
And not the gales,
Which tell us the way to go.
Like the winds of the sea are the ways of fate;
As we journey along thru life,
'Tis the set of the soul
That decides its goal,
And not the calm or the strife.

— Ella Wheeler Wilcox



Home on the Range or Spotlighting Gas Ranges

HOME on the Range" is a beautiful song. When it first came out a housewife said she didn't like it because it always took her back to her somber kitchen; but that was before the advertising campaign of the American Gas Association began to "Spotlight" gas ranges.

Today, in almost any women's magazine, in the movies, in newspaper features and scores of other national mediums, the modern gas range is getting, quite rightfully, its place in the sun.

Miss Modern Gas Range is no longer the "ugly duckling." She is finding out what it feels like to be a Cinderella and have the acclaim of feminine "fans" as well as the praise of mere males.

And why shouldn't she? Modern gas ranges have great eye appeal, beauty of line, mechanical perfection amounting to range "personality" and scores of other virtues including clock control, automatic ignition, evenness of heat distribution and other hidden attributes brought out only by the series of 529 separate tests required before such a gas range receives the A. G. A. seal of approval.

The American public is becoming more gas-minded. Gas kitchens are growing in number and gas equipment is taking on a pulchritude hitherto associated only with electrical equipment.

Most of this new popularity or

appreciation for gas ranges is due to the healthful publicity and advertising campaign waged by the American Gas Association, which has raised them to the "spot" in public appreciation they deserve, through a series of "beauty treatments" which make them "click."

And when it comes to performance the gas range of today easily exemplifies the old saying "Handsome is that handsome does."



Part of the Sunday dinner prepared on a modern insulated gas range in the home of a Company employee. A large roast of lamb was roasted in an open pan and browned nicely, without basting or supervision. While the roast was cooking, green peas and beets cooked in the same oven, in casserole dishes. Ask our Home Service Department for new ideas and new recipes to try on your gas range.

"Bank Deposits"

RAYMOND F. LEINEN, *Executive Vice-President*
Lincoln-Alliance Bank & Trust Company

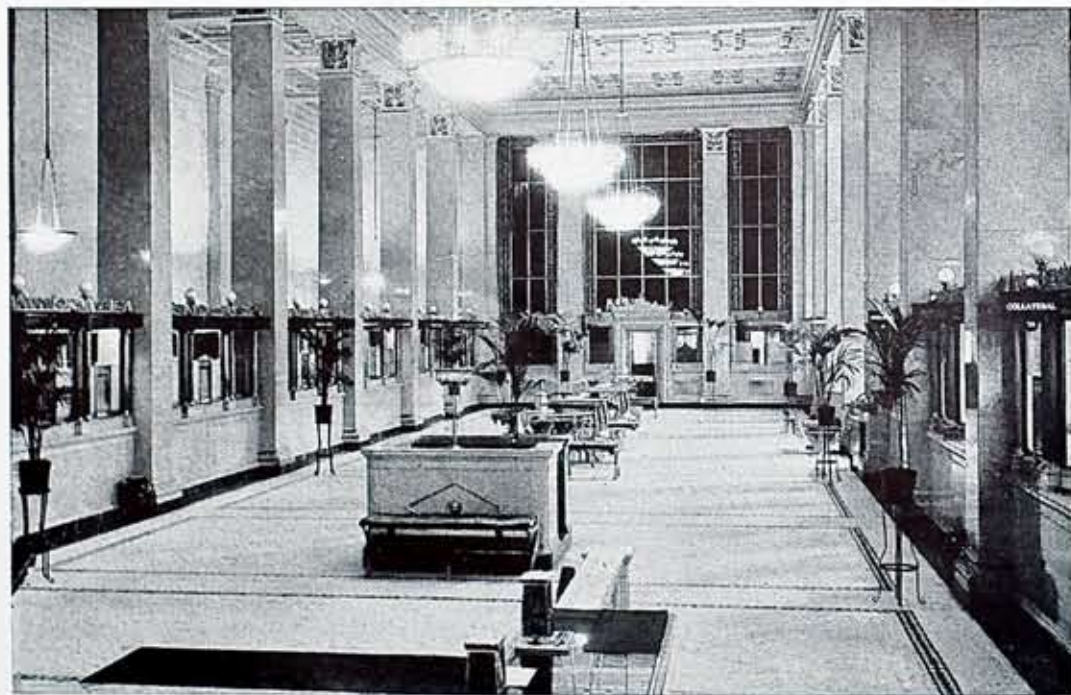
BANK DEPOSITS" is a simple phrase often heard. A definition of it is not so simple, however.

The average individual when questioned would have a simple definition of the term "bank deposit." He would probably say it was "money in the bank." From this angle as a creditor of a bank that answer is correct and reasonably based upon the premise that he had at some time delivered money to a bank and trustingly accepted in return a receipt for it with the bank's assurance that it would at any time in the future return the money to him or to his order, that is, to someone he might designate in writing over his signature.

Just what had this depositor surrendered to the bank? Actually nothing of very great intrinsic value. For the most part it consisted of bits of

paper some artistically printed and others merely written upon. They had come to him in the ordinary course of his day's business either for services that he had performed for others or for goods that he had sold to others. This would be a rather whimsical process if it were not for one thing. That is, his confidence that someone else would accept the paper from him at its face value.

Now, before we go further let us determine what money is. Broadly speaking it may be anything of value which can be readily exchanged. Such a description may not be academic, but is practical, nevertheless. Money takes various forms. One form is our national currency which for the larger part consists of printed pieces of paper indicating by the terms on their faces that the government (a recognized



General view of the beautiful interior of the Lincoln-Alliance Bank and Trust Company Main Branch, Main Street East, Rochester, N. Y.

authority) is (1) holding silver which it will deliver to the bearer on demand at a fixed value, (2) holding gold for the bearer at a fixed value which it will not deliver to him, or (3) that it is just a government promise to pay to the bearer a given number of dollars. At any rate, all currency is an obligation of the government to pay and that is commonly called a debt. A second form is bank deposits, which are by common usage represented by written orders over the signature of the depositor instructing a bank to pay all or part of the bank's indebtedness in dollars to the depositor, or his order. Bank deposits are therefore bank debt.

Promises to Pay

There are other forms of money, but these two heretofore mentioned finance the bulk of the flow of industry and commerce. Both are debt—the government promises to pay and the bank promises to pay.

Therefore money is debt.

So far as bank deposits are concerned proof of this fact may be had by ascertaining what it is that a bank relies on to pay its debts. The asset side of the bank's statement consists almost entirely of debts of others to it. Someone must pay the bank in order for the bank to pay. Consequently a bank is a reservoir of debt in motion and a banker is a dealer in debt.

An essential quality in all money is confidence in its exchange value. Therefore the banker whose deposit obligations represent money to the people must so conduct his bank's affairs that the value of his debt, which is money, shall be unimpaired. If by carelessness, ignorance or fraud he loses the confidence of his depositors in the value of his debt they will rid themselves of it. If they rid themselves of it faster than he can rid himself of the debt of others to him the process is distressing and may cause him to suspend payment of his debts. Whereupon representatives of constituted (govern-

ment) authority take over his business to be liquidated holding him responsible for the propriety of his administration of it nevertheless. The result is painful to all concerned.

Here several reasonable questions may arise. What is a bank? Why does anyone want to operate a bank?

A bank is an institution primarily for the custody, loan, exchange, or issue of money, and for facilitating the transmission of funds by drafts or bills of exchange. In our country banking may not be publicly carried on unless the state has authorized it to do so. These three elements are necessary to the existence of a bank:

1. The desire by a group of interested founders to serve the people and industry in a public financial capacity for a profit or a loss. It must be backed up by the investment of a reasonable amount of capital which shall be subordinate to all other debts. It must also provide adequate management.
2. The approval of the state to the arrangement and permission, referred

(Continued on Page 428)



Mr. Raymond F. Leinen, Executive Vice-President, Lincoln-Alliance Bank and Trust Company.

Industrial Lighting Progresses

L. C. TWICHELL, *Lighting Division, Industrial Department*

THE average artificial lighting level in the factories of the United States is but slightly over three foot-candles. This is extremely low when one considers that scientific data proves that ordinary production work is benefited by increasing lighting levels up to thirty foot-candles. For some close work and inspection jobs intensities of several hundred foot-candles are helpful. Bearing out this scientific data, there are many high level installations in various parts of the country and they are more than paying their way. The automobile industry has led, with some excellent installations. Certainly this progressive and highly competitive industry would not make such generous use of lighting unless there are benefits to be derived.

Why should the average American industry tolerate the low seeing levels that exist? The answer is fairly clear. It is only within the last four or five years that the new scientific approach to lighting and seeing has been developed. During that period, industry has been in the throes of the worst depression in history. The main benefit of better lighting, that of speeding production, was of little interest when there was little production. And furthermore, anything involving capital investment and greater operating cost, no matter how beneficial, in most cases received very little consideration during this period. Fortunately that condition is now pretty much a matter of history.

Evidence is now at hand indicating



Work must be perfect to pass inspection at Marriotts French Dry Cleaning Works, Inc., 31 River-view Place. There is 25 foot-candles of light on the steam press "shoes" and 45 foot-candles in the left rear corner of the room shown, where hand pressing and spotting is done.

that the seeds of lighting information sowed during the depression years are now beginning to bear fruit. Pictures of recent industrial lighting installations in Rochester illustrate the tendency. A successful start means much, but the greater field of widespread application still lies ahead.

What are some of the advantages of good factory lighting? The following advantages have proved themselves by scientific test in the laboratory and by many actual applications in industry.

Advantages

1. **Speed of vision is increased with improved lighting. This brings about an increased production and a decrease in accidents.**
2. **Seeing is made easier. This means less spoilage of material as well as decreased fatigue for workers.**

3. **Plant atmosphere is improved. This results in improved alertness of employees and a reduction in turnover.**
4. **Older employees benefited. Good lighting improves the seeing ability of older and usually more valuable workers, even more than it does that of younger employees with good eyesight.**

With all these beneficial results, it would seem that industry could well afford to spend money for good lighting. Though deeply concerned with production costs in general, the average plant executive has very little knowledge of what his lighting cost is. The combined cost of light, heat and power is generally carried on the books as one item. Lacking the proper cost data, it is not surprising to find executives walking about a plant turning out a 60-Watt lamp glowing in the



Small section of Bastian Brothers plant, 1600 Clinton Avenue North, all of which is being relighted with 200-watt Glassteel diffusers on eight-foot centers, producing 18 foot-candles of light at the working plane. This is supplemented by local lighting on the machines.

darkness, just because a workman was not using it at the moment. Lighting should be considered as a production tool and its benefits weighed against its cost.

In general, the operating cost of a 25 to 30 foot-candle level installation will amount to only 2% of the payroll cost of the people working under this lighting.

All data which has come to our knowledge indicates that the increase in efficiency of workers due to good lighting is considerably in excess of 2%.

New Light Sources

The development of high efficiency, gaseous tube light sources, particularly the high intensity mercury lamp, has created interest in the field of industry. There is no question but what these new sources will have an important part in the lighting picture. Over-enthusiasm, however, has led to some rather extravagant claims for some of these sources. The best test data at the present time is that human beings can see about as well under a definite level of Mazda light as they can under the same level of mercury or sodium vapor light.

The true value of the high intensity mercury lamps is in their high light output.

The light output of a 400-Watt mercury lamp is about the same in lumen value as a 750-Watt Mazda lamp. This saving in current cost is partially or wholly offset, depending on the particular power rate, by the present high cost of the mercury lamp. Where work is being done on shiny machine parts, a blue-white light such as may be obtained with a mixture of Mazda and mercury light is a help in reducing the reflected glare from the polished parts.

In the past, architects have exercised considerable ingenuity and increased building costs by designing a building to admit as much daylight as possible. It is interesting to take a light meter and measure how small is

the quantity of daylight getting into parts of these buildings. It is also interesting to notice how much space is wasted in some industrial plants in an attempt to get workers near the window. It is only when the full economics of the building situation are studied, do we find such things as windowless buildings being built. Then we find fully controlled light, and not the disturbing glare of direct sunlight or the depressed lighting of a passing cloud.

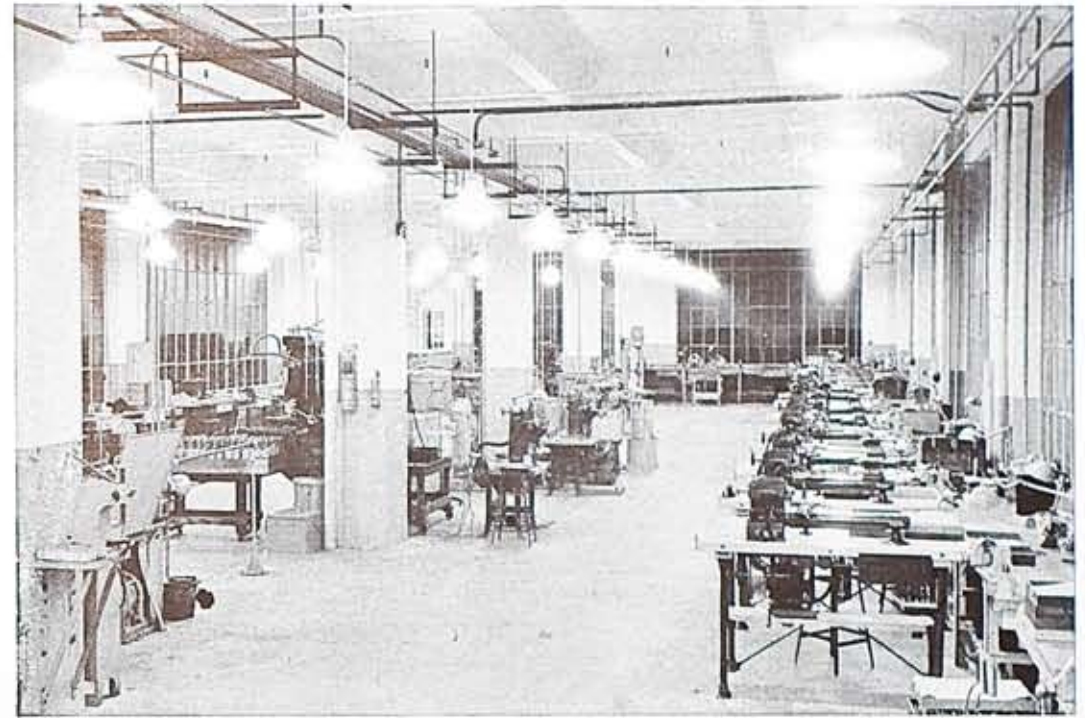
While prognostications are dangerous, it will be surprising if at the end of the next five years the average industrial lighting level is not raised to 4 or 5 times its present three foot-candles. Possibly then we may say that factory lighting is becoming a competitor with daylight instead of with darkness.

Rochester Club Again Elects Mr. Scobell President

Mr. Ernest C. Scobell, Company Vice-President in Charge of Finance, and Comptroller, has again been elected to the presidency of the Rochester Club. This will be Mr. Scobell's third year as Club leader.

Having had two "sample" years to go by, the Club Directors' 1937 choice amounts to a strong vote of confidence in Mr. Scobell's social and executive prowess. The Club is very close to Mr. Scobell's heart. In fact, it amounts to being a very interesting hobby, but one which is being made to pay fine dividends in social intercourse and real pleasure for hundreds of Rochesterians.

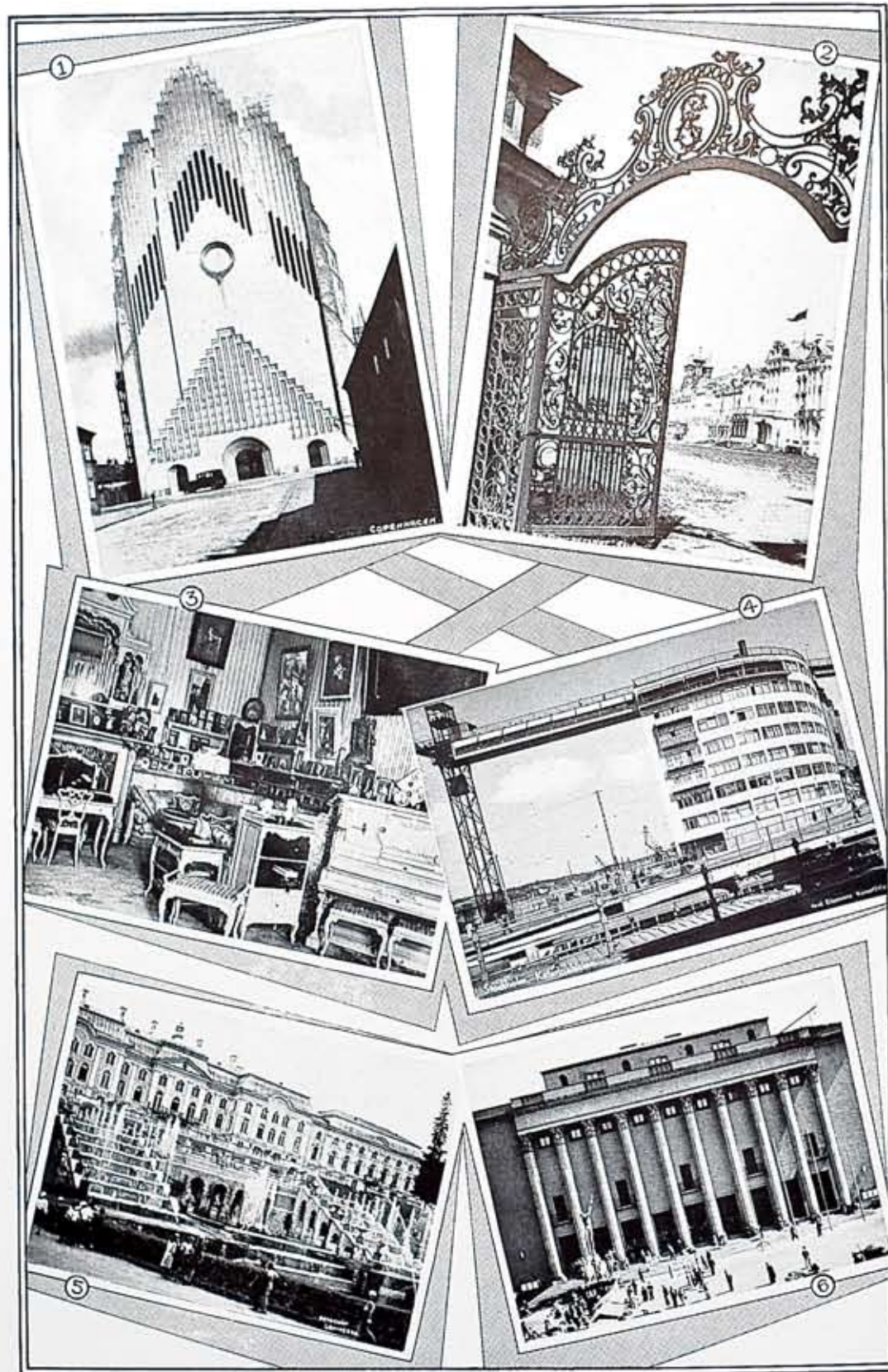
The enthusiasm of a go-getting president is bound to be reflected in the success and progress of a club in maintaining its ideals. In this excellent undertaking Mr. Scobell is ably helped by Mr. Carl S. Hallauer, as first vice-president; Mr. Sol Heumann, as second vice-president; Mr. George R. Raines, as secretary and Mr. Eugene O. Roeser as treasurer.



Top, room at the Hawk Eye Works of the Eastman Kodak Company, St. Paul Street, one of the five floors of the new building all of which are lighted with 300-watt Glassteel diffusers giving a comfortable lighting level of 25 foot-candles. Part of the old building had previously been relighted with a similar system.



Bottom, Assembly floor at the Gleason Works, 1000 University Avenue, lighted to a level of 15 foot-candles. This is produced by Cooper-Hewitt fixtures, combining a 275-watt mercury tube with four 100-watt Mazda lamps. The resulting light color approaches that of daylight.



Scenes along Miss Gordon's Viking Cruise: 1—The organ church, Copenhagen. 2—Catherine's Palace, near Leningrad. 3—Czarina's room, Alexander Palace, Detskoye Selo. 4—A modern apartment house, Stockholm. 5—Peterhof Castle, Leningrad. 6—Music Hall, Stockholm.

Marjorie Gordon's Travel Trip Covered 12,000 Miles in 42 Days

A DELIGHTFUL Viking Vacation Cruise on the motorliner "Kungsholm," was enjoyed by Marjorie Gordon last summer. This 12,000 mile cruise covered a remarkable itinerary in 42 days, making 18 ports, visiting a great many fjords, and a four-day visit to Russia.

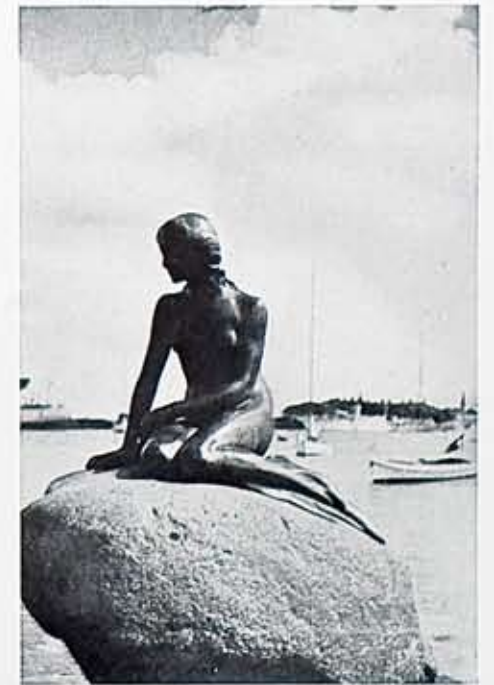
In Iceland, at the capital city, Reykjavik, women washed their clothes outdoors in the hot springs, which are abundant there, and the men indulged in the game of "glima" which was worth watching and attracted many tourists. This game is played by two men, one grasping the other by a narrow strap fastened about one thigh and the opposite hip, trying to toss him so that he touches the platform with anything but hands or feet. This seems to constitute a fall and the man is out. It is the oldest national sport in the world.

City of Reykjavik

Reykjavik is a charming modern city of 26,500 people, with electric lights, smart stores, macadamized streets, a splendid six-story hotel and a movie theatre. Its homes are not pretentious, but comfortable structures, in which concrete prevails rather than wood, and the roofs are of corrugated iron. In the summer each little house has its gay garden or flower box. Its citizens are hospitable and friendly but a little shy. Socially the island and its people are well advanced. Illiteracy is practically unknown. Justice is swift, and, as a result, crime is negligible. Iceland has no army and no navy—and has no unemployment. Its people are pure-blooded descendants of the Vikings—tall, blonde, handsome, cultured. Occasionally the women may be seen in their national dress. The language has retained its purity for more than a thousand years.

After leaving Iceland, the next stop was Hammerfest, in Norway, which is the most northerly town in the world. It has a population of 3,500, most of whom are engaged in fishing or other maritime pursuits.

The next sail was a short one to the North Cape to see the Midnight Sun. This was, indeed, one of the highspots for Marjorie, and the object of the trip for many. The passengers were very fortunate in being able to see the sun four nights in succession. The Cape, itself, is a slate-covered promontory, which for centuries inspired the imagination of poets. It stands like a sullen sentinel over the Arctic drop of a thousand feet into the ocean below. The flat-topped summit is reached by a zig-zag, well-cut path. The tourists, as they made this rather difficult climb resembled a tropical procession of leaf-



Beautiful mermaid statue (character from Anderson's fairy tales) in the harbor, at Langelinie, Copenhagen.

cutting ants. After the top was reached there was a hike of about a mile across to the opposite side of this island. Then the Sun! And what a sight! (Imagine being able to read at midnight by the light of the sun!)

Leaving the North Cape, the ship made full steam ahead to enter the first beautiful fjord of the journey, Lyngenfjord. At Lyngen, a cheery, woodland village, a visit was made to a nearby Lapp colony, where members of this strange nomadic race live in cone-shaped huts and tend their herds of semi-wild reindeer. Marjorie, however, wasn't very enthusiastic about the Lapps themselves. It is said that their clothes are sewn on them and are not removed until they wear out.

Holandsfjord, where the Svartisen glacier is located, was now visited. This blue-ice glacier is the third largest in Europe, and reaches to the water's edge. Here, for the entertainment of the Kungsholm passengers, a herd of reindeer swam out almost to the ship and back.

So, in succession came Trondheim, one-time capital of Norway, noted for

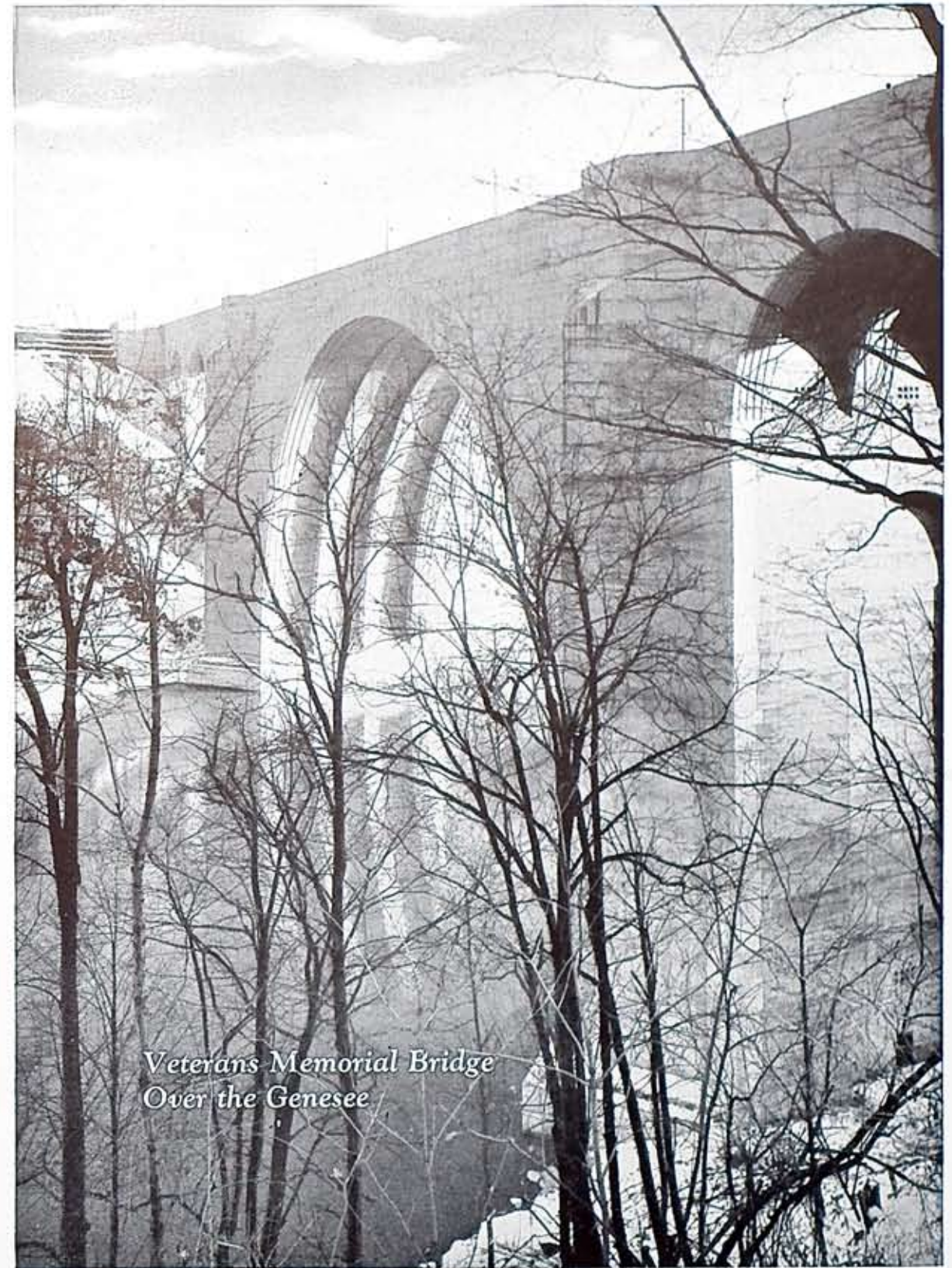
her white palace built of wood, her old streets where square water cisterns still stand and her two-storied houses roofed with dark colored tiles—Aandalsnaes, where a marvelous rail trip was taken. From the train could be enjoyed the gorgeous and magnificent view of the Romsdalshorn and the valley scenery of the romantic Romsdalsfjord. At the head of the Geirangerfjord is Merok, a wistful, sun-steeped little village which, at first glimpse, looks like a water-color painted by some artist. This trimly attired town is the terminus of a mountain road which looks over a valley and Geiranger basin, skirts the silvery spray of innumerable waterfalls and winds its tortuous way to a ravine, a defiant crag which overhangs a wild gorge 6,000 feet below and provides a panorama of unequalled loveliness. On the top of the mountain beside a little lake, coffee and Norwegian pastry were served to the passengers.

The Kungsholm trailed the lanes of the Baltic and dropped anchor at the island of Gotland where Visby, the

(Continued on Page 429)



Marjorie Gordon hit the cool spots on her recent vacation. She visited Iceland, Cape North, the Norwegian Fjords, Gotland, Leningrad, Helsingfors, Stockholm, Copenhagen and Gothenburg. Up in this Lapland country, Nature provides the air-conditioning and does a good job.



*Veterans Memorial Bridge
Over the Genesee*

No matter how ornery the ground hog might be, it won't be long now before Spring comes to Rochester and vicinity. Spring and summer brings us glories of natural beauty few cities enjoy in such abundance as Rochesterians do. The Veterans Memorial Bridge is a beauty spot on the lower Genesee River which easily reflects the milder aspects of Spring.

R. G. & E. Teams Do Phenomenal Bowling

On January 26 the Electrical Distribution bowling team rolled the highest total ever bowled in a Company team. This record would suffice to win most any tournament ever conducted locally.

Two records of eleven years standing fell when the team scored 3184 for its three games to set a record in that event. This set the local bowling "fans" talking plenty, and the newspapers gave the boys plenty of acclaim for the phenomenal score.

Led by Carl Winterroth's excellent 737 (which was also a record breaker in our league) the other members bowled as follows: Howe Kieffer 644, Chick Sale 600, Neuffer 597, Klick 596. The team's score is unusually high even for professional bowling and is very rare for an industrial company's league, where the bowling is done entirely for the fun of it.

The R. G. and E. Bowling League will end its season the middle of March with a tournament for 2-men teams. Following this the annual banquet will be held at the Chiselers Camp. A new wrinkle will be established by the club in inaugurating at that time a winter clam bake; and perhaps this will be still another record to add to the season's laurels.

WEEKLY STANDING FEB. 15, 1937

Team	Won	Lost	%
1. Electric Dist.....	46	11	.807
2. Office Maint.....	42	15	.737
3. Office.....	37	20	.649
4. Electric Sta.....	36	21	.632
5. Gen. Construction.	34	23	.596
6. Line Dept.....	30	27	.526
7. Gas Dist.....	21	36	.368
8. Tool Room.....	21	36	.368
9. Steam Dept.....	20	37	.351
10. Storehouse.....	20	37	.351
11. Order Dept.....	18	39	.316
12. Appliance Serv....	17	40	.298

TEAM

High 1 Game—Elec. Dist.—1102
High 3 Games—Elec. Dist.—3184

INDIVIDUAL

High 1 Game—Kieffer—299
High 3 Games—Winterroth—737

INDIVIDUAL AVERAGES Employees Who Have Bowled in 50% of Scheduled Games

Name	Games	Ave.
1. Bloom.....	54	201-28
2. Winterroth.....	57	198-42
3. Bond.....	54	196-32
4. Kieffer.....	51	192-13
5. C. Miller.....	57	190-30
6. Schipper.....	57	186-15
7. Swoszowski.....	54	185-41
8. Sales.....	57	185- 5
9. Wittman.....	37	184-24
10. Cahill.....	54	182-46
11. Heinzle.....	42	182-25
12. Knope.....	54	182-21
13. Fichtner.....	51	181-21
14. Schoenherr.....	54	181- 6
15. Galen.....	42	180-20
16. Klick.....	57	179-55
17. Fogarty.....	33	179-16
18. Davis.....	27	179- 7
19. Neuffer.....	51	178-23
20. Kwapich.....	54	177-17
21. Voelker.....	57	176-54
22. Baker.....	42	176- 5
23. Lee.....	51	175-43
24. Kramer.....	49	175- 7
25. Begy.....	57	174-16
26. Young.....	51	173-45
27. Ernst.....	57	173-33
28. Bruns.....	54	173-10
29. Adams.....	54	173- 2
30. Weaver.....	48	172-34
31. H. Miller.....	54	172-20
32. Symonds.....	53	172- 3
33. Versprille.....	54	171-43
34. Kopp.....	57	171-20
35. Pink.....	57	170-38
36. Cotanch.....	57	170-27
37. Hall.....	57	170-18
38. Stebbins.....	54	170-11
39. Howe.....	52	169-41
40. McDonald.....	47	169-34
41. Sanders.....	54	169-21
42. Myers.....	30	169-14
43. De Prez.....	35	169-11
44. J. Skinner.....	54	169-11
45. Bruce.....	57	169- 9
46. Nichols.....	20	169—
47. Cooper.....	53	167-38
48. Deans.....	54	167-22
49. Smith.....	57	166-52
50. Trapolino.....	57	166-42
51. Russell.....	42	166- 1
52. Kress.....	49	165-11
53. Lumley.....	57	163- 4
54. Rieger.....	57	162-55
55. Jennejohn.....	57	162-17
56. Sailer.....	51	162-14
57. E. Skinner.....	33	161-24
58. Wiemer.....	35	161-10
59. Schnorr.....	51	160-37
60. Mallon.....	35	159- 7
61. Mahoney.....	50	158-40
62. Govern.....	53	154-52
63. Warney.....	50	152-49
64. Croston.....	48	152-33

Steam Department Has Bowling Party

The members of the Steam Department enjoyed a bowling party on the evening of January 20, at the Muhs alleys. The members of the department were divided into opposing teams and worked up no end of rivalry, in fact they were operating under the recreational slogan "full steam ahead."

A lack of phenomenal scores didn't impede the spirit of the occasion, but everyone had a real good time. Scoring honors for the evening went to Howard Beattie with a score of 265.

Ivan E. Powell showed the novices how bowling is really done and came through with a pretty fast ball. Lunch was served after appetites were sufficiently whetted by the bowling activity. Following this an impromptu entertainment took place, with Glen Allen taking charge of the piano accompaniments.

Bob Fogarty, Bill O'Brien and Clete Kress entertained with songs and dances, with Bob Fogarty exhibiting a versatility that quite astonished his pals. The party was engineered by a committee composed of Bill O'Brien and Henry Simonds.

Turkey Dinner

Mike Conroys' Pine Tree Inn on Ridge Road W. was the meeting place of the Industrial Department's members and their wives on Thursday evening, January 28. Forty-eight hungry folks sat down to a delicious turkey dinner, with servings large enough to satisfy even Leon Kimpal. After a desert of fresh strawberry shortcake a half hour of movies, expertly presented by the Social Committee's President, Norm Davidson, gave an excellent opportunity for the sumptuous dinners to digest. Dancing to the excellent music of the Swing Masters was enjoyed by all.

Second Floor Bowling Party

Thirty employees of the Second Floor, Main Office, recently held a stag supper and bowling party.

At the supper table a number of all time highs were established in the amount of food a person can stow away at any one setting. It was a delicious roast beef dinner served at 6:30 P. M.

The bowling, which started at 8:00 P. M. and lasted until 12:00 M. was of such a nature that all of the fellows participating will long remember.

A guest by the name of Frederick G. Waite, Manager of the Retail Credit Bureau, took high single game honors with a beautiful 234 and Frank Twombly Plum was not too far behind with 215.

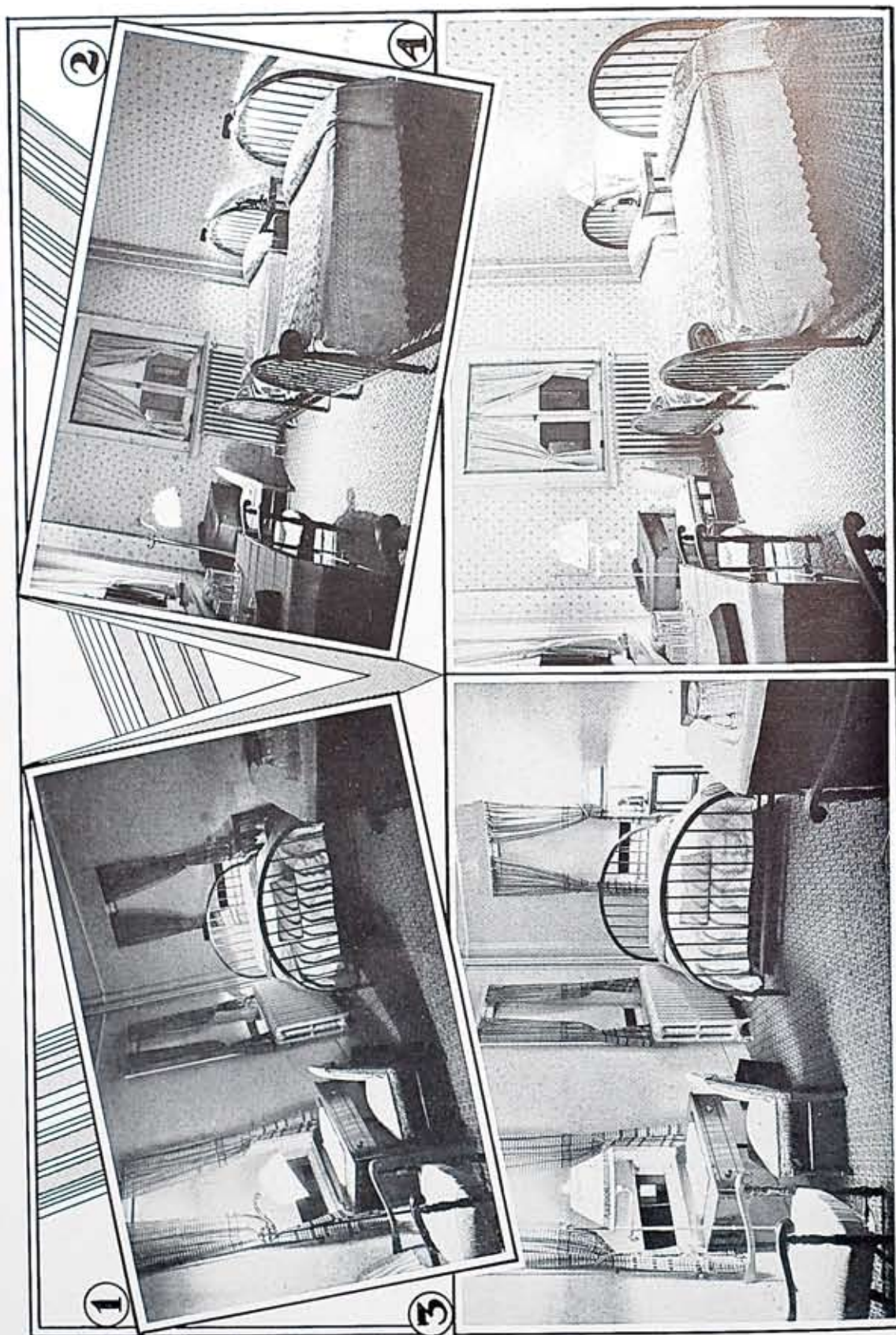
Ralph Short lived up to his moniker and took all honors for low single game with a total of 62 for 10 frames. Team honors were divided between Jim Nolan's "Jim Jams" and Harold Waite's "waiters." All arrangement and Master of Ceremony honors went to Fred Marsh.

Christen New Hall

The R. G. and E. Womens Chorus recently took part in the dedicatory services connected with the opening of Victor's fine new town hall. Phil Thomas, Canandaigua District Manager, in a brief speech congratulated the people of Victor on their accomplishment in building the new edifice, and introduced the chorus.

A special feature was a vocal solo by the voice teacher at the Victor High School, Miss Elizabeth D. Shearer, guest soloist. Besides chorus numbers, other features were a solo with mandolin accompaniment by Mildred De Wolf, the singing of the Harmony Trio and the Radioettes, all chorus groups.

Proceeds from the concert are to be used for improvements at the Victor High School and in special equipment for the Town Hall.



1 and 2—Single and double rooms at the Cadillac Hotel, Rochester, N. Y., under old lighting conditions. 3 and 4—Same rooms after I. E. S. Lamps were installed by Manager A. W. Callin.

Cadillac Installs I. E. S. Lamps

THE "Better Light Better Sight" movement has been under way for many months. Thousands of homes have installed I. E. S. lamps to bring greater eye comfort, ease of seeing and enhanced health and happiness to members of the family circle. And now hotels and other public places are beginning to "see the light."

Hotel managers and others dealing with the public now recognize the fact that if harsh shadows and other seeing obstacles are eliminated in the homes of the country, they should take the hint and follow suit. I. E. S. lamps may now be numbered among those factors which make a hotel take on a "homey" atmosphere.

Mr. A. W. Callin, who manages the Cadillac Hotel in Rochester for Colonel Kenneth C. Townson, recently installed the first lot of I. E. S. lamps in that hostelry. Forty-two of these fine lamps went in one afternoon recently. The Cadillac is the Rochester unit in the Grenoble chain of hotels, eighteen in number. In speaking of the installation Mr. Callin said: "Repeated requests from the salesmen staying at the Cadillac Hotel, for better light to make easier the task of making out lengthy sales reports, necessitated a change in our lighting system."

"This change after serious consideration was accomplished by the installation of I. E. S. lamps. The consensus of opinion to date is that we have not only overcome our poor lighting conditions, but have also enhanced the appearance of our rooms with these fine looking lamps."

One salesman, a transient who had never stopped at the Cadillac Hotel before, arrived the afternoon on which the lamps were installed. He was enthusiastic about them, and had this to say, voluntarily and unsolicited: "The

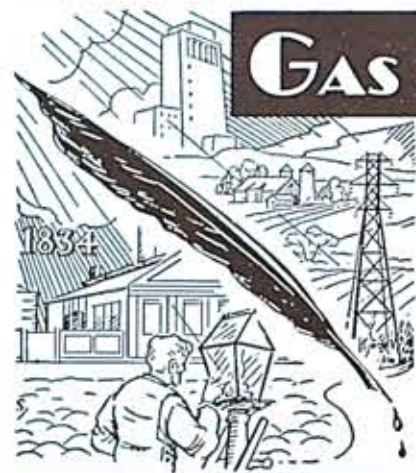
I. E. S. lamps made me feel very much at home at the Cadillac. Making out my reports became a much easier task and, take it from me, whenever I am in Rochester, the Cadillac is going to be my home."

Manager Callin was "sold" on I. E. S. lamps by a Company employee who had noticed the dim light Mr. Callin had on his desk. This employee brought an I. E. S. lamp to the hotel and put it on Mr. Callin's desk with the request that he try it out. This started the ball rolling and now Mr. Callin is an enthusiastic I. E. S. lamp booster.

Better Light means Better Sight, wherever it is used. It also means better health, quieter nerves and a lot more satisfaction in all seeing tasks. The excellent selling job which the "Better Light Better Sight" movement has done in homes has hastened the acceptance of better lighting generally; and hotels are finding that anything that makes life on the road, that transient existence away from home and friends HAPPIER, is something to use for Better Business.



Cadillac Hotel, Rochester, N. Y., unit in the Grenoble chain of eighteen hotels.



GAS & ELECTRIC NEWS

Department Correspondence Staff

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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*

Good Will

ONE of our heating experts was called in to consult with the officials of a large industry which needed greater heating efficiency. It appeared that they were favorable to a modern gas heating installation. This did not transpire however and the old plant is still in operation, but has taken on a new lease of life.

This engineer found out that some rather simple changes would make it possible for the old plant to continue in fairly economical service for some time to come. The ventilating equipment was revamped, incoming air was pulled across heating pipes and the night ventilation was cut down (when no persons were working) to a minimum which saved fuel, yet amply fulfilled State requirements.

The officials were quite pleased with the results obtained. One of them said that at some future time changes in the plant would necessitate a more modern heating installation and voiced his hearty approval of Company ser-

vice, with the remark that the Company would be called in when that time arrived.

Some persons still have the erroneous idea that a utility is always out to sell something. They do not quite realize that service is our highest ideal and that mere selling is subordinate.

Another one of our men was presenting a survey to a group of business men who composed a committee to act on a certain public project. One of these men remarked to the Company representative "You are from the Rochester Gas and Electric Company aren't you?" "Yes, I am" replied the engineer. "Then you're down here to sell us gas or electricity" the business man answered.

The Company representative laid all his cards on the table. He told these men that they were not going to be high-pressured. That they would be made familiar with all the engineering factors entering into the project and that theirs would be the final judgment; if improvements were needed the survey, which the Company made without charge, would indicate it, or otherwise.

This Company operates essentially like a good physician, who prescribes medicine when it is needed for the ills of his patient. In the case last mentioned all of the "patients" (even the man who was a bit critical at first) ac-

cepted the survey of this engineer, and the "medicine" prescribed is giving excellent results.

In the final analysis, every employee of this Company has potentialities for building increased good will for it. This is being done to a pleasing degree by a host of employees who have become imbued with the ideals of Company service; men and women who enjoy their work because it includes a pleasing increment of unselfish service in behalf of persons whose lives, generally speaking, are made happier because of the services we have to offer, and the things we have to sell.

Just a Story

WE were talking with an old gentleman who used to be very friendly with the Englishman who for many years drove a carriage for George Eastman and his sister. He told us about how this Englishman tried for nine years to get time off to visit his friends and relatives in the old country, and finally got his wish, quite unexpectedly.

The coachman would say: "Mr. Eastman, I'd like to take the summer off and visit Merry England to see my parents and brothers and sisters." Mr. Eastman would just shake his head, and the conversation was over—for that year.

The next year, and the next until eight years had elapsed this request and the accompanying head shaking occurred. The ninth year the coachman had just about decided he wouldn't make the request. He had perhaps become inured to the thought that, well, after all, he could manage to keep on living even if he did not make that trip over 'ome.

This eighth year, however, Mr. Eastman, possibly wondering if he had discouraged his good coachman relative to the trip, approached him one

day and said: "Robinson, here is my check for five hundred dollars. I should like you to take that trip to England."

While this coachman was in London he was one day coming down Piccadilly, enjoying the sights, when, much to his consternation he noticed a cab coming down the street in which sat George Eastman and Mr. Strong. The coachman was so excited that he couldn't even manage to shout "hello" to Mr. Eastman. He "kicked himself" mentally many times after that day for not doing so.

When the coachman arrived back in Rochester he reported to Mr. Eastman who asked him all about his trip, what he saw and other things. "Mr. Eastman" said the driver, "one day when I was walking down Piccadilly I saw you and Mr. Strong riding along in a hack." "You did" almost shouted Mr. Eastman, then continued, "Well why didn't you shout at us, stop us." Then he added rather sadly, "What a wonderful thing it would have been to have had you show us about London, your old home town."

There isn't any moral to this story; well, hardly any. By stretching a point we might suggest that if one becomes too good a coachman he may find it difficult to get to the old country. And it strikes us that we might learn from the lesson taught by the coach man's silence, when an old friend was passing by, that perhaps no difference in social status, no inferiority complexes or mistaken ideals should ever prevent us from saying "Hello" when we see a friend, especially when both are far away from their usual habitat.

Friendship, even the friendship between the aristocrat and his menial, may be as fine as that between these hail-fellow-well-met friends, who not only shout their hellos but also want to stop and slap you on the back. Friendship is an institution that knows no national boundaries and can thrive any place where the human heart throbs.

Bank Deposits

(Continued from Page 413)

to as a charter, to do a banking business.

3. Confidence by the people in the first and second of these elements sufficiently great to allow them to entrust their money to the bank for safety, yield or service.

All of these elements are necessary to the successful operation of a bank. Without the first or second it cannot live.

A bank enjoys its existence at the pleasure of the state which is the people. Those placed in authoritative state positions by the people for the proper supervision of banking have for their guidance properly enacted laws. In addition experience has built up certain common sense rules relative to banking. One of them is that capital funds shall be in proper ratio to deposits. The commonly accepted minimum ratio is now 1 to 10, that is, that the owners of the bank shall have at the risk of the business at least one dollar of their own for every ten dollars that it owes depositors. Without the third element—deposits by the public—a bank is no more than an investment Trust. To be a bank it must have this third element also.

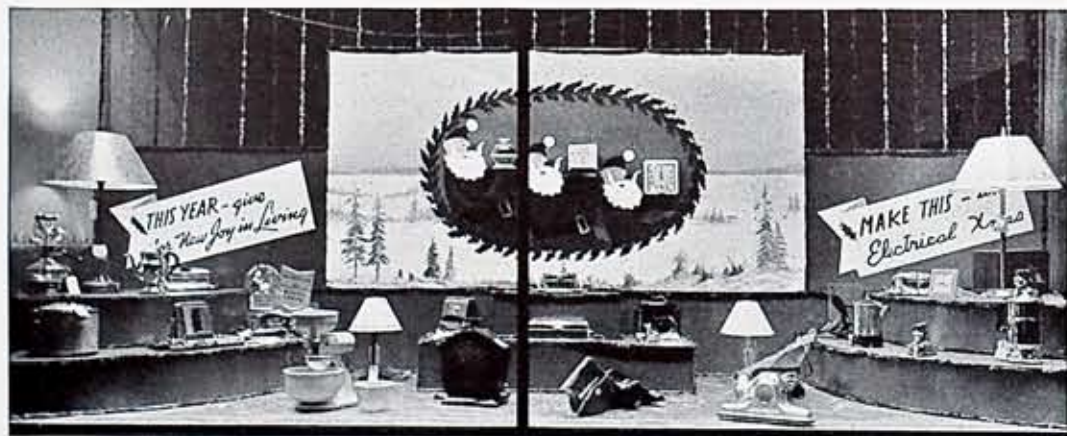
The value therefore of a bank to its

founders, its depositors, to industry and the state seems to be in its ability to:

1. Issue a deposit currency (customers checks) to facilitate the flow of commerce and industry.
2. Provide a reservoir of money (Thrift).

This discussion of deposits, money and banking while somewhat lengthy is intended to indicate that primarily bankers are public servants. Today, banks are independent in ownership only, from all other angles they are subject to regulations by the state in regard to the conduct of their affairs and responsibility of their administration.

We bankers have upon us pretty largely the responsibility collectively of providing in large measure an adequate currency with which to carry on a major portion of the nation's industry. We bankers must keep faith with our depositors by keeping our debt to them sound—that is the prime objective of bank management. We also have a second, a lesser objective which is a responsibility to our owners to provide a return upon their investment of money, and confidence in us. Bank management's problem is to see that these two objectives can be met harmoniously and justly.



Mt. Morris display window which attracted lots of attention at Holiday time. It was a credit to Bob Weir and Herbert Conklin and others who had a part in its creation. The Christmas motif was painted by Harry Williams, well known throughout the Genesee Country for his artistic efforts.

Marjorie Gordon's Travel Trip

(Continued from Page 420)

city of "ruins and roses," having staged many a religious war, is now a peaceful city. At every step can be seen masterpieces of Gothic architecture, monasteries grown mellow with age, stained glass windows over-run with flowers and climbing ivy.

Overlooking the Gulf of Finland, stands the mediaeval city of Tallinn (formerly Reval), capital of Estonia. It is a fortified seaport town famous for military exploits of Swedish and Danish kings, Teutonic knights and Russian czars.

Leningrad was next visited. Marjorie said she could have sold every stitch of clothing on her back to the envious Russian girls (but she didn't). They were simply fascinated with her shoes and stockings and she became a little afraid that she never would get back to the boat with them. Although there were a few hardships endured in both Leningrad and Moscow (mineral water was used by the passengers for drinking, bathing and for cleaning the teeth) it was well worth the inconvenience and annoyance. The sumptuous palaces, the imperial summer estates still watch in ghost-like silence the workings of a new regime. The home of the last czarist family was visited. This made a lasting impression. The Russian love for music and gayety and dancing still persists. The journey to Moscow by train was a real experience. The impressive black and red marble tomb of Nicolai Lenin was opened for the first time in many a day that the Kungsholm party might view his remains. Before returning to the ship in Leningrad luncheon was served by the ship's stewards on the portico of Catherine the Great's Palace. Marjorie was much amused by the method used to enter Russia by some of the boys of the orchestra. They had no passports, no visas, so they took portions of menus, insurance policies, etc., attached their pictures thereto,

used Russian coins to stamp them and wrote "Wash. D. C." below. The Russian immigration officers accepted them as passports. Had one of these Russians been able to read English these men would still be reclining in some pesky Russian prison or perhaps have been shot at sight.

Finland was a great relief after this Russian experience. This country, belonging to Russia before the war, is now independent. It is a fine, clean, hustling little country, working out its own destiny. Helsingfors is a very modern city, with her wide streets and gay open-air cafes, summer gardens and strikingly modern architecture; two of these buildings are listed among the great modern architectural achievements, the Railway Station and the Parliament (or Diet) Building.

After Stockholm, "the Venice of the North," built upon intersecting waterways which give the effect of canals, another city of architectural marvels, quaint restaurants, open-air cafes with a tang of Paris—came Denmark's capital, Copenhagen. Its boulevards are crowded with a bicycle-riding population (and woe be unto the man who injures anyone on a bicycle!). The drive along the "Danish Riviera" to the famous Castle, where Hamlet saw his ghost, is one of rare beauty, and there are many picturesque estates and a profusion of flowers. Copenhagen is an excellent place to buy Danish pottery. This, of course, is known as Hans Andersen's land. Gothenburg was the last stop. Sweden's busiest seaport town was built by Dutch architects to the taste of Gustavus Adolphus in 1617. A delicious luncheon was served the passengers at a magnificent garden restaurant, facing an open lagoon. When the Kungsholm motored out of the harbor en route to New York, a farewell glimpse could be had of Alfsborg Fortress with its square watchtower peering through the dusk. No more land until the "White Swan" glided into New York, nine days later.

GENERAL INFORMATION

Net Increase in Consumer's Meters for Year Ending December 31st

	Dec. 31, 1936	Dec. 31, 1935	Increase
Electric.....	133,520	130,470	3,050
Gas.....	110,368	110,059	309
Steam.....	329	319	10
Total.....	244,217	240,848	3,369

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	585
November....	281	191	121	456
December.....	211	179	175	350

Statement of Consumer's Meters by Departments as of December 31st

	Electric	Gas	Steam	Total	Incr.
1926	90,160	97,889	288	188,337	
1927	99,328	102,782	321	202,431	14,094
1928	105,651	106,803	319	212,773	10,342
1929	116,157	109,259	346	225,762	12,989
1930	119,455	109,375	349	229,179	3,417
1931	121,358	109,367	341	231,049	1,870
1932	126,875	108,636	325	235,836	4,787
1933	127,704	108,822	314	236,840	1,004
1934	128,882	109,651	313	238,846	2,006
1935	130,470	110,059	319	240,848	2,002
1936	133,520	110,368	329	244,217	3,369

Incr. in	10 Yrs.	12,479	41	55,880	55,880
10 Yrs.	43,360	12,479	41	55,880	55,880

	Month of Dec. 1936	Month of Dec. 1935	Increase
KWH Generated—Steam.....	12,888,160	4,342,178	8,545,982
KWH Generated—Hydro.....	14,138,487	16,107,719	1,969,232*
KWH Purchased.....	8,462,467	13,737,856	5,275,389*
M Lbs. Commercial Steam Produced.....	181,060	165,558	15,502
MCF Coal Gas Made.....	436,304	386,483	49,821
Tons Steam Coal Used.....	18,910	15,531	3,379
Tons Gas Coal Used.....	38,001	33,471	4,530
Tons Coke Made.....	26,438	21,943	4,495
	Dec. 31, 1936	Dec. 31, 1935	Increase
Number of Employees.....	2,451	2,400	51
Amount of Payroll—Mo. Ended.....	\$ 391,124	\$ 376,007	\$ 15,117
Amount of Payroll—Yr. Ended.....	4,656,179	4,280,463	375,716
Miles of Underground Duct.....	2,039	2,034	5
Miles of Underground Line.....	3,026	3,003	23
Miles of Overhead Line.....	9,086	8,306	780
Miles of Gas Main.....	853	825	28
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,343	26,028	315
Total Number of Street Lamps.....	27,740	27,423	317

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for December, 1936

Receipts		Disbursements	
Balance 1st of month.....	\$6,437.07	Sick Benefits.....	\$1,301.89
Dues and Fees—Members.....	890.15	Accident Off-Duty Benefits.....	69.48
Dues and Fees—Company.....	890.15	Family Sickness.....	0.00
Rochester Hospital Service Plan—		Medical Examiner.....	0.00
Members.....	823.25	Nurse's Expense.....	100.00
Company.....	411.20	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,234.45
Investments.....	208.25	Balance end of month.....	6,954.25
Total.....	\$9,660.07	Total.....	\$9,660.07
E. B. A. Membership Dec. 31, 1936.....	2,194	E. B. A. Membership Dec. 31, 1935.....	2,179
Members participating in Rochester Hospital Service Plan Dec. 31, 1936, 1,316; Dec. 31, 1935, 1,160			

Leon E. Jackson Appointed R. G. & E. Dramatic Club New Property Engineer Aids Girl Scout Troop

Leon E. Jackson has been made Property Engineer of the Company, which position has just been created so that certain property records may be accurately compiled and made more readily available for Company use. Mr. Jackson's duties will be (1) Keeping records for the identification of all real property or property rights whether owned in fee or held by easement, lease, rental or otherwise, (2) Keeping records for the purpose of fire and other insurance. All losses to property incurred through fire or other element must be reported to the Property Engineer immediately. In keeping the above records they will be maintained so as to segregate all property as to the Company District and Division and as to County, Municipality and Tax District.

Lincoln's Advice

When Abraham Lincoln was a poor young lawyer, he would never undertake a lawsuit in which he felt that his client was in the wrong. In one instance he refused to take a case because he was unwilling to become a trouble-maker.

Lincoln told his client: "Yes, I can doubtless win your case for you. I can distress a widowed mother and her six fatherless children, and thereby get you \$600, to which you seem to have a legal claim. But in spite of the letter of the law this money seems to me rightfully to belong to the woman and her children. You must remember that some things are legally right which are not morally right.

"I will not take your case; but I will give you a little advice for which I shall charge nothing. You seem to be an able and energetic man. I advise you to make \$600 some other way."

On the evening of February 5, at Ridgewood School, the R. G. and E. Dramatic Club presented "The Rafferty Racket" for the benefit of Girl Scout Troop No. 70. It is a melodrama in three acts and was greatly appreciated by an audience of about two hundred parents and students of the school.

The program of the evening featured a bit of Gas and Electric atmosphere with this statement, "Nothing of equal convenience and equal value is purchased as cheaply as gas and electric service." This may have had an uplifting effect upon the cast of the play, for they proceeded to put on an excellent show. The principal of the school, Mr. Earl Nash, thanked the employees for their kindness in giving of their time and talents, and spoke some very kind words regarding the service and spirit of the Company. He said that the Girl Scout organization was a character building undertaking and that the Company, through extending the services of its fine group of young dramatic enthusiasts, was actually assisting in this worth while effort.

In the cast were the following employees: Eleanor Burger, John Sherman, Tillie O'Laskey, Wm. S. Fisher, James V. Nolan, Eleanor Drechsler, Fred Bellenger, Kathleen Callahan, Betty McLarty, Mary Leszinski, Charles Shippy.

The proceeds of the evening will go far toward making possible the Girl Scout program for 1937 at the Ridgewood School.

The direction of the play was by E. Royce Letson. Stanley Allen was stage manager, and Leone Wightman was assistant stage manager.



Born to Mr. and Mrs. R. Dewitt Pike, on January 15, a fine baby girl, Jean Elaine Pike. We received a report from our correspondent in the Industrial Department on January 16 saying that mother and child, also Daddy were doing nicely. Since that time little Jean Elaine has been growing by leaps and bounds and will be quite a young lady when the first warm Spring days roll 'round.

Adeline B. Zachert, librarian, was chairman of the annual international relations dinner for the Rochester Business and Professional Women's Club which was held at the Sagamore. At this dinner Mr. John Brown, author and world traveler spoke on "Europe Today." Miss Zachert is chairman of the international relations committee of the Club, and was in charge of this yearly meeting.



This is Robert John McGraw, little son of Mr. and Mrs. Thomas J. McGraw of 56 Kiwanis Road.

The recent birthday of Esther Moore, of Andrews Street, was celebrated when a group of her associates gave her a luncheon at Brownies Marble Grill. The occasion was heralded with beautiful flowers and a few brief speeches representing the best wishes of those present who were: Sally Bellenger, Annabelle Brough, Josephine Lander and Irene Bolger.

A delightful boat trip to Bermuda and Cuba was the vacation enjoyed recently by Mildred Van Zandt Pillsbury, her husband, Mr. Don Pillsbury, and a party of Rochesterians composed of Dorothy Van Zandt, Betty Kelley and Ruth Sheret. The trip took them away from wintry winds into the land of sunshine. Dancing in the moonlight on the boat just a few hours out of New York was one of the greatly enjoyed features. Mildred was fortunate in winning twenty-four dollars in a boat lottery. Havana was seen thoroughly, an automobile being hired for a couple of days for the purpose. All of the historical and human interest sights were seen and enjoyed, and when the party got back to New York a visit was made to Radio City and other interesting places.

Good Selling

Fred Wood, Sodus section salesman, keeps his clientele thoroughly sold. We recently saw a letter written to Mr. Wood by one of his customers which said: "Mr. Blank (real name not given here) from our village looked over our electrical set-up, admired the new range and remarked that his wife would doubtless like one. He asked questions about the automatic water heater, too. We enjoy the range and appreciate the abundant hot water we have at all times."

When your customers work for you this way it surely shows a fine spirit, one that represents the finest type of good selling.

A Sunday social page recently carried an excellent picture of Miss Harriett Lundgaard, daughter of Mr. and Mrs. Ivar Lundgaard of Castlebar Road. Miss Lundgaard is a scholarship student at Wellesley College, and was director of the play "Barn Swallows" given recently by the Wellesley dramatic association.

Rollin Farnham lives in the neighborhood of the Riviera Theatre and is a regular attendant there. One evening before the Holidays he was fortunate in winning a fine insulated gas range there as a door prize. His luck didn't stop there, however, for he went to a church fair and won a fine chicken to cook in his range. And Dame Fortune, in a parting burst of generosity, next brought him a dandy blanket and a box of candy as remembrances from various other pre-holiday bazaars and fairs he and Mrs. Farnham attended.

Mrs. John Clark was a member of the committee on arrangements for the recent annual banquet and reunion of the Hatton Class, of the Asbury First M. E. Church. The banquet was held at the Rochester Hotel. Mabel Perry had charge of the singing.

Mr. and Mrs. William Weaver assisted in the arrangements for the very successful new year's party featured at the Locust Hill Country Club.



One of the nice memories of the waning old year 1936 was the Holiday party held in the Industrial Department. It was a lively party, even the Christmas tree couldn't keep still but kept going 'round and 'round, all showered in colorful changing lights. It takes the engineers to put over a real Christmas party.

Adeline Zackert, Chairman of the International Relations Committee of the Rochester Business and Professional Women's Club, was recently pictured in the Times-Union with the numerous dolls from foreign lands which the students of School 43 had received in exchange with foreign students. This interesting exhibit was shown at the annual International Relations Dinner held Tuesday, Evening, February 2, at the Sagamore Hotel.

Mr. and Mrs. Charles Bauer announced the engagement of their daughter, Irene, to Oliver Stiewe. Irene received her very lovely diamond New Year's Eve, the anniversary of their first date together. Miss Bauer is employed in the Rate and Contract Department.

Memories of many happy hunting and fishing expeditions were recalled at the get-together hunting dinner held on the evening of January 28, at the Cabin of the Genesee Valley employees, at Wiscoy, N. Y. The dinner was originated by George Aldrich, who was host to his fellow hunters, all of whom have hunted together at

various times in the Adirondack region. As might be expected, "tall" stories were in order. Following a tasty repast, cards were enjoyed.

Mr. and Mrs. Fred H. Moore have announced the engagement of their daughter Charlotte, of the Rate and Contract Department, to Mr. Edward Carroll, of the Billing Department.

Mr. and Mrs. James H. Thaney recently enjoyed the recent straw ride and country dance featured at the Brook-Lea Country Club. The camera man of a local newspaper caught them in a pleasing pose as they tripped the light fantastic in an old-fashioned square set. Don't get us wrong, however; James and Mrs. Thaney are as much at home in the modern dances, and the old-fashioned numbers were merely a part of a unique Saturday evening gala night.

Frank Ashdown, with his family, is enjoying a vacation in the Sunny South. He postcards from Sanford, Florida, that the recent broadcast of the R. G. and E. Men's Chorus reached that point in fine shape, over Station WHAM.



This picture, which is continued on the opposite page, shows the group of employees which recently honored Mr. Angus McKie upon his retirement as head of the Second Floor Mailing Department.

Mailing Department Honors Mr. MacKay

The young people of the Mailing Department formed the nucleus of the group of officers and employees who honored Mr. Angus MacKay on Thursday evening, January 28, at the Culver Arms. Mr. MacKay recently retired after being with the Company for twenty-eight years, twelve of which have been as supervisor of the boys and girls in Mailing Department work.

Mr. MacKay is in his seventy-seventh year, but is indeed young in spirit. Much of his life's work and incidental outside activity has been in association with young people. In the Company alone he has seen hundreds of boys and girls pass through the Mailing Department into other branches of work. One of Mr. MacKay's finest memories will be the remembrance of this small army of young people, many of them now married, who have so generally made such commendable records for themselves.

Leonard B. Geyer, a member of the Sales Department of the Canandaigua district, and Miss Mildred C. Harned, daughter of Mrs. Charles Harned of Curlew Street, Rochester, were married at Holy Rosary Church, Rochester, Saturday, January 30th. Mrs. Geyer was a member of the office force of the Travelers Insurance Company in Rochester. They will live on the West Lake Road, Canandaigua.

Grace Rockwood and a group of friends recently had the privilege of inspecting Station WHEC's new broadcasting station.

Philip E. Thomas, Canandaigua manager, was in charge of arrangements for the recent dinner at the Canandaigua Hotel, at which Mr. Edmund La Rose, of the Bausch and Lomb Company, spoke on the topic "Budget Control for Industry." The occasion was the annual meeting of the Canandaigua Chamber of Commerce. Guest groups present were members of the Exchange Club and the Rotary Club.



Mr. Ernest C. Scobell was toastmaster of this occasion and toasts were offered by Mr. Frederick Patterson, Mrs. Edna Crocker Robertson and Ray Black. Miss Marjorie Gordon was in charge of arrangements.

Mrs. Ivar Lundgaard and Mrs. Landis S. Smith made reports at the February meeting of the League of Women Voters at the Gannett House on February 15. Mrs. Lundgaard gave a report on "Foreign Policies" of the United States as regards neutrality legislation. Mrs. Smith discussed the topic "Food and Drug Legislation" for the Consumers Group, of which she is chairman.

The Stores Record and Traffic Departments gave a nice farewell party for Lillian Diner on the evening of January 26, at the Rochester Turn Verein. About twenty-six guests were present. Turkey and steak dinners were featured, with dancing and an all 'round good time. Lillian received many gifts along with the best wishes of her associates.

On Sunday, January 14, Miss Diner became the bride of Mr. Charles Giller. The ceremony was performed by Rabbi Berman at the home of the bride, 875 Joseph Avenue, before a large group of friends and relatives.

Following a wedding dinner and reception the bride and groom departed for a honeymoon to be spent in New York and Bermuda. Upon their return they will reside in Buffalo, N. Y.

The marriage of Harold McCleave to Margaret DeLaney was solemnized just before the holidays at the Brick Presbyterian Church, by the Reverend Dr. Gutelius. The bridegroom and Matron of Honor were Mr. and Mrs. Frank A. Wentworth.

Following the ceremony and a reception to a group of intimate friends, a wedding dinner was enjoyed at the Rochester Club. Mr. and Mrs. McCleave spent their honeymoon in New York, Pennsylvania and the Middle West. They are now at home to their many friends at 1583 Main Street East.

Mr. and Mrs. Fred Jeerings, parents of Carl Jeerings, were recently honored at a neighborhood gathering held in the Jeerings' home, in Walworth, N. Y. More than half a hundred neighbors and friends gathered together to pay their respect to this couple on the seventieth birthday of Mr. Jeerings. Mr. Jeerings for about half a century has been carpenter and handy man, always ready to help his neighbors with their building and mending problems. Many of the guests testified to his all around friendship and utility in words of praise. A big birthday cake featured the repast which was followed by games, entertainment and a few reels of comedy "movies."



Bridge over the Ohio River connecting Coventry, Kentucky with Cincinnati from a photo taken by Bert Lewis on his vacation last season. This bridge was pretty well doused with flood water during the recent floods.

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.

Margaret Hodgson, aged 85 years, mother of Frederick Hodgson, died at the home of her daughter, Mrs. Harry Lee Watson, on January 12. Surviving her are two daughters, two sons and three grandchildren. Funeral services were held from 15 Tracy Street, Rochester, N. Y., with Dr. G. Charles Weaver officiating. Interment was made Greenvale Cemetery, Fairport, N. Y.

On Tuesday, February 2, Winifred Burgin died, at 82 Manhattan Street. She leaves a brother, James Burgin and several nieces and nephews. The funeral was held from the home at 8:30 A. M. and from St. Mary's Church at 9 A. M. Interment was at St. Michaels' Cemetery, Livonia, N. Y.

Henry C. F. Gawer passed away on January 21, leaving to mourn his loss his wife, a daughter, his mother, one brother and three sisters. Funeral services were held from the Miller Funeral Home, with interment at Mount Hope Cemetery. Mr. Gawer was employed in the General Maintenance Department.

Elizabeth Aitkin died very suddenly on January 20. For ten years she had been a member of the Consumers Book-keeping Department. Miss Aitkin is

survived by her parents and two sisters. Funeral services were conducted at Christs Episcopal Church, with the Rev. Father Charles Carver officiating. Burial was at Riverside Cemetery.

John E. Meagher, of the Coke Sales Department, passed away on February 10, leaving to mourn his loss one daughter, two sons, a sister, two brothers. Mass was celebrated at St. Mary's Church and interment was made at Holy Sepulchre Cemetery.

Bert Van Wie passed away on February 6, at Bath, N. Y., following an operation he underwent at Holiday time. Mr. Van Wie had lived in this city at 46 Hancock Street. Surviving him are his widow, Mrs. Florence B. Van Wie, and a sister, Mrs. Julia Serris, of Howard, N. Y.

John J. Culhane died on January 25 at St. Mary's Hospital. Mr. Culhane, who was employed in the Traffic Department, leaves a daughter, Mrs. Frank Springstead, one son, J. Vincent Fitton, four brothers and a sister. Services were held from 1411 Lake Avenue and from Lady Chapel, St. Patrick's Cathedral. Interment was made in the family lot, Holy Sepulchre Cemetery.

Robert Scheerd, Genesee Valley District lineman, died recently, at East Koy. Funeral services were held from the home of his grandparents, Mr. and Mrs. Wm. Dowd. Linemen from the district acted as bearers and carried their associate to his last resting place, at East Koy Cemetery. Reverend Miller, of Warsaw, officiated. The deceased leaves his mother and a sister. The bearers were Messers Strahan, Brigham, Swanson, Koplér, Woller and Lafferty.



What-tha Heck!

"If I had known that tunnel was so long I would have kissed you."

"Gosh, wasn't that you?"

Must Be a Hitch To It

Of course it doesn't interest us, but what we would like to know is—who gives the bride away in Scotland?

Mind Reader

"I know what's passing in your mind," said the maiden. "I know, too, why you are calling here night after night, appropriating my time to yourself and keeping other nice young men away. You want me to marry you, don't you?"

"I—I do!" gasped the astonished young man.
"I thought so. Very well, I will."

Circumstantial Evidence

The shades of night were falling fast,
When for a kiss he asked her.
She must have answered yes, because
The shades came down much faster.

Wrong Girl

"I'd like to kiss you until you hollered 'Stop!'"

"Well, I guss you picked the wrong girl this time."

"You mean you wouldn't let me kiss you?"
"No, I mean I wouldn't holler 'Stop!'"

A young lady went into the drug stores
"Have you any Lifebuoy?" she asked.

"Set the pace, lady," said the young drug clerk, "set the pace."

"Home on the Range"

City Girl: "And I suppose at dusk, when the sun is stealing over the Rockies in purple splendor, you cowboys are huddled around the campfire broiling venison and listening to the weird, eerie, unnatural howling of the coyotes."

Rattlesnake Gus: "Well, ma'am, not ezzackly. Usually we go inside and listen to Amos 'n' Andy."

Hemmed In

Jerry, too full of good cheer, leaned against a lamp post of concrete and walked around the post several times, then in tones of horror said: "Great Scott, I'm walled in."

A Woodshed Offence

"You must be pretty strong," said Willie, aged six, to the pretty young widow who had come to call on his mother.

"Strong? What makes you think so?"

"Daddy said you can wrap any man in town around your little finger."

OK, "POP"

The most popular after-dinner speaker is father, when he says: "Well, let's all go to the movies."

My Mistake

"Buy a Christmas tree, lady, buy a tree and make the kiddies happy."

"Sir! I have no children."

"My mistake, lady; buy some nice mistletoe!"

Quite Safe

"Tom," said Bill, as he caught up with him on the way back to the hunting lodge, "are the rest of the men out of the woods yet?"

"Yes."

"And are the six of them quite safe?"

"Yes, quite safe," said Tom.

"Then," said Bill, his chest swelling, "I've shot a deer."

Even As You and I

Little Girl: "What happens to Santa Claus after he hands out all the presents, sis?"

Big Sister: "He's left holding the bag!"

Directions

"Where is the manager's office?"

"Follow the passage until you come to the sign 'No admittance.' Go upstairs until you come to the sign 'Keep out.' Follow the corridor till you see the sign 'Silence,' then yell for him."

Not Very Orthodox

Teacher: "Does your father pray, Susie?"

Susie: "Yes, teacher. When we sat down to supper last night the first thing he said was, 'Good Lord! We've got beans again!'"

Right

The teacher was giving the youngsters a mental drill. "Now, Bobby, tell me which month has 28 days in it."

Bobby had forgotten. After a moment he had the answer, "They all have."

ABRAHAM LINCOLN



*M*EN will imitate and admire his unmoved firmness, his inflexible conscience for the right; and yet his gentleness, as tender as a woman's, his moderation of spirit, which not all the heat of party could inflame, nor all the jars and disturbances of this country shake out of its place: I swear you to an emulation of his justice, his moderation, and his mercy.

— Henry Ward Beecher



M · A · R · C · H



Slayer of the winter, art thou here again?

O welcome, thou that bring'st the summer night!

The bitter wind makes not thy victory vain,

Now will we mock thee for thy faint blue sky.

Welcome, O March! whose kindly days and dry

Make April ready for the throstle's song,

Thou first redresser of the winter's wrong!

Yea, welcome, March! and though I die ere June

Yet for the hope of life I give thee praise,

Striving to swell the burden of the tune

That even now I hear thy brown birds raise,

Unmindful of the past or coming days;

Who sing: "O joy! a new year is begun:

What happiness to look upon the sun!"

— *Selected*

