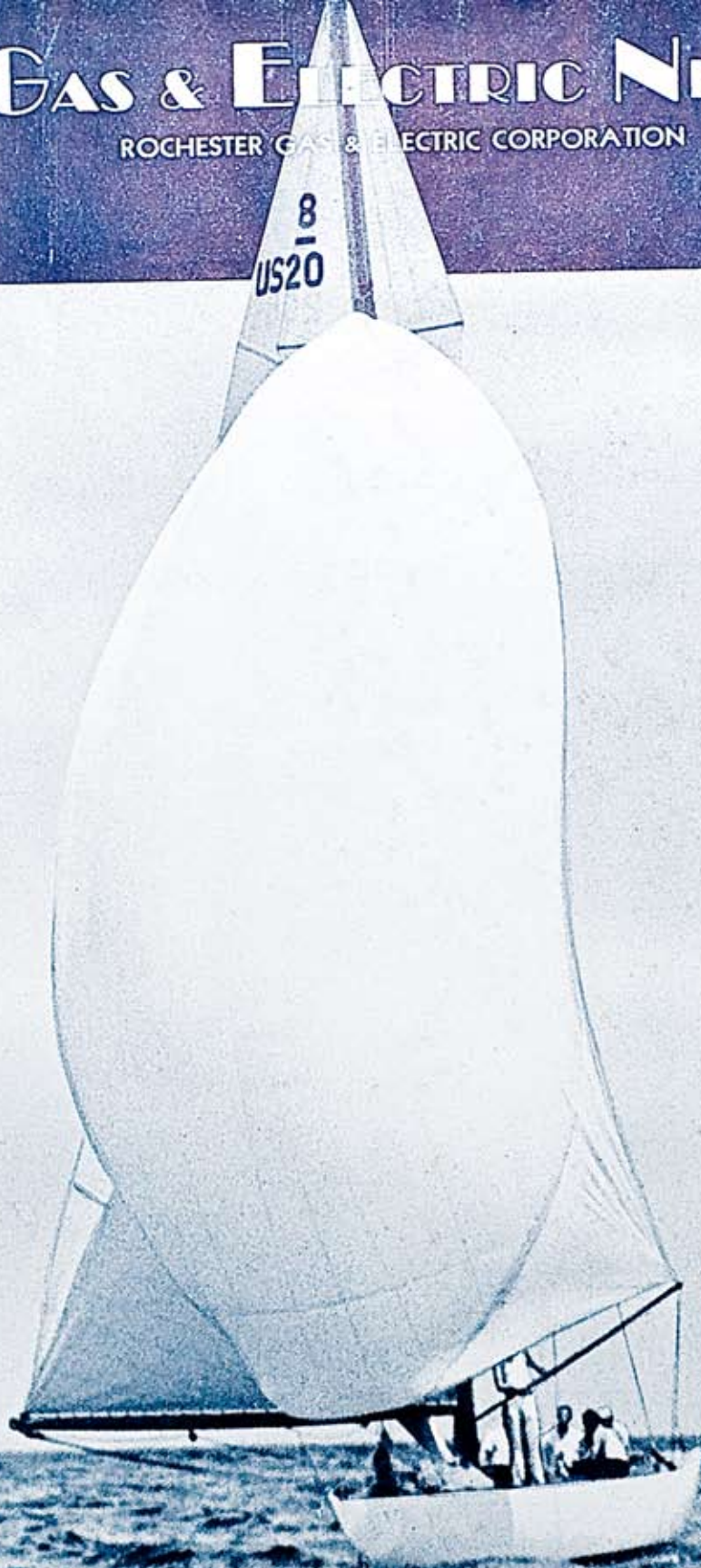


GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

July 1937

Vol. 21 • No. 6



Sailing, off Charlotte, Lake Ontario

Be a "Go-Getter"



"All things come to the other
fellow, if you sit down
and wait"



"Down on the Farm"—Taken with a Brownie No. 2. Send in
"Snaps" of Your Vacation.

ROCHESTER
R G AND E NEWS

Published by The Rochester

Vol. 21—No. 6



Gas & Electric Corporation

JULY, 1937

Rochester a Beauty Spot

FEW cities offer as fine facilities for the everyday enjoyment of life and the pursuit of health and happiness as Rochester does. Rochesterians may easily find, even on their vacations, many places which suffer by comparison with the "Flower City."

This reminds us of the New Yorker who died and went to heaven. When St. Peter asked him how he liked the pearly gates and the streets of gold, the New Yorker frowned and said "Well, it doesn't compare with Coney Island."

Rochester has nearly two thousand

acres of parks, equipped to provide good bathing, golfing, hiking, fine drives and a maximum of outdoor sports for both summer and winter. During these hot days an observer may well see how much our parks and public pools, our beaches, golf links, ball diamonds, etc., mean to our population. Surely, real estate men do not have to ballyhoo Rochester property as property in many parts of the country has to be touted. It speaks for itself.

A prospective lot buyer was being shown some very parched land in the

(Continued on Page 559)



Golfing at Durand-Eastman Park. Almost 2,000 acres of public parks abounding with beautiful streams, golf links, bathing beaches, bridle paths, athletic and recreation as well as picnic grounds put Rochester on the map of public appreciation. With all these facilities for pleasure, health and happiness there also comes unusual natural beauty which make Rochester shine as one of nature's diamonds in the rough.

Have You Visited Caneadea Dam?

IF you haven't visited the Caneadea Dam, better drive up there this summer. People who live at some distance away from this beautiful spot are frequently lured there by publicity put out by the Socony organization. One page ad in the Saturday Evening Post some time ago featured this section with the heading "Romance Calls you to the Genesee Country, in Central New York," and invites motorists to "Explore the land of lore and legend."

Folks who live near at hand often take our beauty spots for granted and let the far away tourists do most of the heavy traveling. Travelers from afar gaze entranced at the wonderful dam which is able to store one billion, five hundred million cubic feet of water, form a lake one mile long, capture and store turbulent flood waters of the capricious tributary of the

Genesee River and turn them into a useful purpose.

The Caneadea Dam sector is a high-spot of beauty. It is also one of the highest spots physically speaking. For instance, the Pocono Mountains rise 1200 feet above sea level; the elevation at the Barge Canal harbor is 512, and that of Lake Ontario at Charlotte, 230 feet, while at Caneadea the elevation rises to 1440 feet. This gives ample "head" to the waters as they are released from the dam and dispatched for hydraulic purposes to Rochester, located a distance of eighty miles away.

The Genesee is often called a "flashy" river. Usually quiet and self composed, it has potentialities for rapid rising and no mean powers of destruction. The Caneadea Dam helps greatly to lend a sense of security to inhabitants of the great Genesee



Part of the lake formed at Caneadea Dam by the impounding of the waters of the upper Genesee Valley and Caneadea Creek and its tributaries. Fishing is good here and cottages are for rent at reasonable prices.



Top: Upper side of the Caneadea Dam in spring time when the water is high. This impounding of water helps as a flood control measure and water is dispatched from here to be used in the hydroelectric plants at Rochester. Bottom: Scene at the dam when the ice was melting in early spring.



From photographs taken one Sunday at the Caneadea Dam. People stop here at the picnic grounds for a pleasant day. One sees motorists from all over the state and often travelers from many other states who come here to enjoy this beauty spot.

Valley, whose homes formerly were frequently threatened by the dangers of flood.

Let us reprint herewith the little story that Socony told about the Caneadea section in their interesting monthly magazine which is available throughout the greater part of the United States:

Prehistoric Lake Restored by Dam

"Restored—a prehistoric lake! Sounds strange doesn't it? But we mean just that. Thanks to the Rochester Gas and Electric Corporation, Rushford Lake, in Allegany County (E-11 on your Socony map of New York) between Rushford and Caneadea, has regained its former picturesque loveliness.

"A large dam has been built across Caneadea Gorge at the confluence of Caneadea and Rushford Creeks, forming a lake of 576 acres of sky-blue water at an altitude of 1440 feet.

"Incidentally, an entire village was removed on account of the lake. But

it is hard to believe as you skim over the water in a motor boat, or drop a line into the lake's cool depths for bass or trout.

"Geologists say that some 50,000 years ago such a lake existed, but that constant erosion wore away the rock in the gorge, releasing the waters. There is evidence of this in the interesting rock formations filled with shell and plant impressions, and in the scenic shore line.

"Caneadea Gorge in its pristine beauty is worth seeing. Through it the overflow from the lake finds its way to the Genesee River.

"The boating, fishing and bathing are free, and it certainly is an inviting place for an outing with sparkling springs to quench your thirst and innumerable birds, including canaries."

Romance calls you to the Genesee Country. Enjoy its glamorous beauty this summer. Take your family along and explore its fertile valleys and thriving hamlets. A good place to start in is at Caneadea Dam.



Section of lower side of the Caneadea Dam, across the top of which there is a walk from which delightful views may be had up and down stream.

R. G. & E. Team Takes Lead in Fast Major Softball League

UNDER the leadership of Ray Myers, manager, and Rene De Smith, field captain, the Gas and Electric softball team (Industrial League champions last year with a record of 14 wins and 2 losses) got into the local softball limelight by defeating the excellent Kodak team by a score of 2 to 1.

Since writing the story which follows, R. G. and E. softballers met Daws Drugs at Kodak Park and trimmed them to the tune of 1 and 0. It was a hot game to watch. Pete Versprille was stingy with hits, allowing but three to seven garnered by the gas and electric men off Daws. Johnny Bloom got two hits and each of the following men one each: Lockwood, Voelker, Bauer, McGrath and Heintz. Heintz got on with a nice two-bagger, scored on Bloom's single after finding third when Bauer was tagged out at home plate. Versprille got out of three bad spots. Three times the bases were loaded, but each time Pete managed to hurl his rise ball effectively.

As we go to press the R. G. & E. team wins from Bausch & Lomb by 1 to 0, and are now alone in first place. "Red Marks" phenomenal catches and timely single featured. Pete Versprille pitched a great game, allowing but 3 hits and Stevens' two bagger in the sixth was a thriller.

Playing in this high-pressure Industrial League are some of the very fastest teams in this country. Among them are Kodak Park, Bausch and Lomb, Daw Drugs, Speedy's, Mandell Drugs and R. G. and E. The R. G. and E. team in the fifteen games already played have helped to entertain a total of more than 18,000 softball "fans."

Due to shifts and organization setbacks the team got under way slowly

this year. The first half of the season, just ended, showed a total of four wins and seven losses. It is hoped that the second half will be consistently better, for, after all, the team is able to play bang-up ball. This record is surely not bad for the team's first season in major softball circles, in the fastest league in the United States or the world.

All respect is due Shifty Gears, Joe Manilla and all the boys on the Kodak team. They are good sports and good fighters and usually play a type of ball that is dangerous every minute. Even a world champion can't win every game. It must get almost tiresome to have to lead the procession as consistently as Kodak has up to this time. However, the fine competition other teams are giving Kodak is all good for the health of the league and for the "fans" who thereby are assured of excellent entertainment at every game.

Highlights of the big game: Pete Versprille pitched a 4-hit game, struck out 8 men. Mike Kwapich made a peach of a "shoestring" catch that had every one of the hundreds of spectators applauding like mad men when this brought in the winning R. G. and E. run. Mike also made a phenomenal catch of a fly ball in the last inning when Kodak threatened to score again for a tie. Eddie Heintz's sterling performance behind the bat, and Lefty Stevens good work around first base also helped a lot to keep Kodak on the defensive. Every player did all possible to help his team to win.

Shining lights were Johnny Bloom at second, George McGrath at short, Eddie Lockwood at third, Eddie Voelker as rover, Red Marks in left field and Ned Bauer in center field. Safe hits off Shifty Gears were made

by Mike Kwapich, Red Marks, Eddie Lockwood, George McGrath, and Lefty Stevens. In justice to Shifty Gears, let us say that this is the first time we have ever been able to chronicle such an honorable mention of hits off the stalwart Shifty.

Kodak had difficulty hitting Pete Versprille's rise ball. He fanned a goodly number of the Kodak sluggers who know that when Pete's ball is working it is as hard to hit as a moving train with a toy balloon. The R. G. and E. team expects to play some exhibition games out of town soon, and will compete in the tournament in August which will decide the state championship team which will go to the national tournament in Chicago the early part of September. Here's wishing the boys good luck and good playing.

Mr. Cadle Passes Away

CHARLES L. Cadle, aged fifty-eight, who is well remembered as an executive of this Company, passed away recently in Binghamton, N. Y., where he had lived since his appointment as president of the New York State Electric and Gas Company, in 1932. Previous to that time he had spent two years in an executive capacity in the New York offices of the Associated Gas and Electric Corporation. He is survived by his wife; two brothers, William P. Cadle and John A. Cadle, both of Cleveland, Ohio, and two sisters, Mrs. Howard Bundy and Mrs. Dr. Thos. Moore, of Wiloughby, Ohio.

Born in Mentor, Ohio, Mr. Cadle received his early education there and in Cleveland. In 1904 he was graduated from the Case School of Applied Science, in Cleveland, with an engineering degree. He was a good student and prominent in athletics and all student social activities. His name will live long in the traditions of his college, for which he did much.

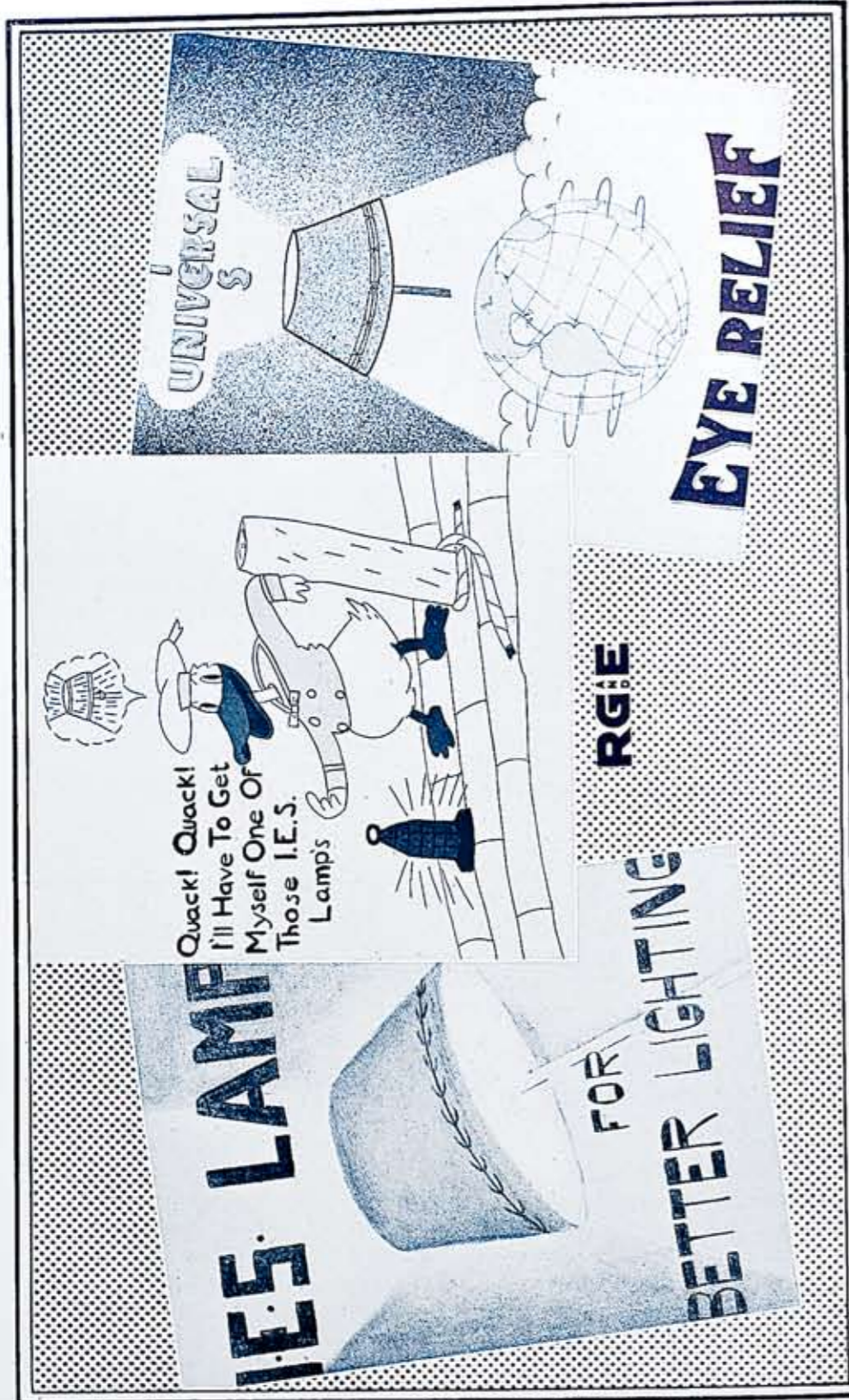
Mr. Cadle's first job was with the Cleveland Railway Company. About two years later, he became General Manager of the Electric Railway Improvement Company, a position which he resigned when he came to Rochester as Electrical Engineer for the New York State Railways. In 1917 he became that Company's Chief Engineer.

In 1921, he was appointed Superintendent of Public Works of New York State. This appointment marked the first time an engineer or public utility man had served in that capacity. Mr. Cadle returned to Rochester in 1923 as Consulting Engineer for the Rochester Gas and Electric Corporation and in April, 1924, he became its Assistant General Manager.

On April 13, 1927, Mr. Cadle was appointed to be General Manager of the Rochester Gas and Electric Corporation, following action taken by the directors of the Company at a meeting in New York, and on October 1, 1930, he was again promoted, becoming General Manager of all Associated Gas and Electric properties in New York State, the position he held at his death.

The Alaskan glacier that threatens to wipe out a highway and a roadhouse in the Delta River Valley hasn't much on what the housewives of America could produce in their own kitchens during the course of a year.

Conservatively estimated, the more than 9,000,000 electric refrigerators in use in the United States could produce 304,165,450 cubic feet of ice in a year. A bit of geometric calculation discloses this would be sufficient for a glacier more than 2,000 feet wide, 3,000 feet long and 50 feet high.



Some of the fine posters turned in at the Lake Shore I. E. S. Lamp Poster contest. Many unusual "slants" were brought out, but all posters showed a commendable knowledge of what good lighting means to health and happiness.

Lake Shore District Conducts I. E. S. Lamp Poster Contest

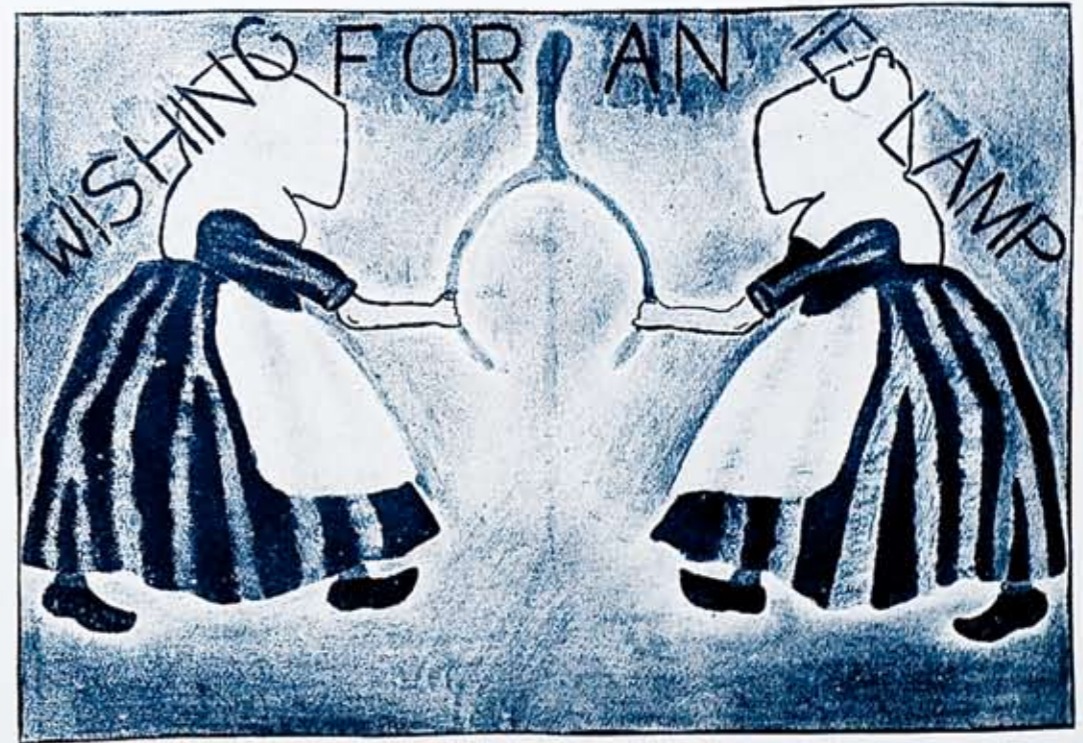
RALPH MASON, Sales Supervisor, Lake Shore District

AT the ordinary baseball game ardent "fans" often shout to the umpire upon a close decision "Get yourself a pair of glasses." Down in Williamson recently when the home team was apparently getting the short end of a close decision, one of the high school boys bellowed forth "Go buy yourself an I. E. S. lamp." This indicates how I. E. S. Lamp-minded students and even parents and teachers became as a result of the recent poster contest sponsored by this Company in the Wolcott and the Williamson Central High Schools.

A total of seventy-five fine posters were turned in by students at the Williamson school and forty from the

Wolcott school. The general run of these posters was of a high artistic calibre, and many of them were excellent. Fine cooperation was received from parents and from teachers in the art classes, and too much can not be said of the ability and the enthusiasm of the contestants.

Prizes were offered for the posters showing the greatest artistic feeling, originality of design, copy and advertising value. Many new and refreshing advertising angles were presented in these posters. In one, the cartoon character "Popeye" was admonished to use an I. E. S. Lamp, the better to see his spinach. Even the "Three little pigs" were portrayed going to market



Another fine poster. There are models of the I. E. S. Lamp constructed of light, durable but inexpensive materials, so as to permit their sale for a price well within the most humble home budget. Wishing, however, is perhaps the first step in getting something we want real badly.

to buy one of these lamps, and there were scores of other poster angles which indicated originality and an ability to adapt selling facts and data to the problem of visual presentation.

The Williamson posters were assembled at the Grange Hall. Parents, teachers and contestants, following a brief talk by Ralph Mason and a motion picture "Home making with light" awaited the awarding of the prizes. The same method prevailed at Wolcott, where the presentation took place in a Church annex, which had been rented for the occasion. At this meeting Walter McKie gave a talk on I. E. S. Lamps. In both cases the posters were on display and attracted no little interest.

First prize winners were: Williamson, first prize (\$5) Arthur Morrison. Wolcott, First Prize, Fred Betts. Fred Betts, the youngest contestant, is but eleven years of age. Most of the other contestants were of high school age.

Judges in the contest were: Wolcott, Mrs. Walker Heric and Walter Mc-

Kie. In Williamson they were, Mrs. Raymond Cooper, Mrs. Stanley Fairbanks and Mrs. Charles Brassler. The art teachers in Williamson and Wolcott, respectively, Messers James Rathker and Clayton Fowler lent their experience and abilities to the excellent running of the contest. The judges and the art teachers received each an I. E. S. floor lamp as a small token of their wonderful assistance.

This poster contest was in no way supposed to be a selling activity. Its chief function, according to Walter McKie, was to indicate the importance of proper lighting to the job of seeing, in order to reduce eyestrain, headache, etc., and their accompanying ill effects upon our health. A few parents, however, did come in after the contest and ask for "Those lamps the children have been writing about." This shows that there is always an increment of wholesome advertising value in any constructive publicity effort.

VACATION PICTURES: We would appreciate receiving vacation pictures from our readers. Send interesting pictures to GAS AND ELECTRIC NEWS, third floor, Gas and Electric Building. We would appreciate a little note telling about the picture and how you spent your vacation this year.

It Still Holds Good

"With malice towards none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and for his widow and his orphan—to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations."

—Abraham Lincoln



Even Donald Duck is quite familiar with the benefits derived from I. E. S. Lamps, thanks to Lake Shore District students.

GENERAL INFORMATION

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

	May 31, 1937	May 31, 1936	Increase
Electric....	134,567	131,148	3,419
Gas.....	111,031	109,279	1,752
Steam.....	333	317	16
Total....	245,931	240,744	5,187

Net Increase in Consumer's Meters by Months

	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	
July.....	172	233	562	
August.....	281	153	433	
September....	249	324	581	
October.....	203	211	585	
November....	191	121	456	
December....	179	175	350	

Statement of Consumer's Meters by Departments as of May 31

	Electric	Gas	Steam	Total	Incr.
1927	93,010	99,081	268	192,359	
1928	101,353	103,759	315	205,627	13,268
1929	112,128	107,651	322	220,101	14,474
1930	117,257	109,237	348	226,842	6,741
1931	120,030	109,595	342	229,967	3,125
1932	126,985	109,361	330	236,676	6,709
1933	126,633	108,345	316	235,294	1,382*
1934	127,993	108,934	312	237,239	1,945
1935	129,214	109,797	306	239,317	2,078
1936	131,148	109,279	317	240,744	1,427
1937	134,567	111,031	333	245,931	5,187

Incr. in
10 Yrs. 41,557 11,950 65 53,572 53,572

	Month of May, 1937	Month of May, 1936	Increase
KWH Generated—Steam.....	5,605,975	6,641,564	1,035,589*
KWH Generated—Hydro.....	26,788,944	19,071,610	7,717,334
KWH Purchased.....	2,995,033	5,762,976	2,767,943*
M Lbs. Commercial Steam Produced.....	90,407	71,295	19,112
MCF Coal Gas Made.....	398,796	362,422	36,374
Tons Steam Coal Used.....	10,294	9,914	380
Tons Gas Coal Used.....	33,235	32,587	648
Tons Coke Made.....	21,795	22,159	364*

	May 31, 1937	May 31, 1936	Increase
Number of Employees.....	2,497	2,449	48
Amount of Payroll—Mo. Ended.....	\$ 401,463	\$ 378,544	\$ 22,919
Amount of Payroll—Yr. Ended.....	\$4,681,034	\$4,451,986	\$229,048
Miles of Underground Duct.....	2,048	2,037	11
Miles of Underground Line.....	3,031	3,004	27
Miles of Overhead Line.....	10,005	8,397	1,608
Miles of Gas Main.....	860	826	34
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,424	26,136	288
Total Number of Street Lamps.....	27,821	27,531	290

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for May, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$5,135.77	Sick Benefits.....	\$1,193.34
Dues and Fees—Members.....	908.15	Accident Off-Duty Benefits.....	38.39
Dues and Fees—Company.....	908.15	Family Sickness.....	0.00
Rochester Hospital Service Plan—Members.....	884.53	Medical Examiner.....	1.50
Company.....	438.72	Nurse's Expense.....	100.00
Interest on Bank Balances and Investments.....	0.00	Payment to Rochester Hospital Service Corporation.....	1,323.25
Total.....	\$8,275.32	Balance end of month.....	5,618.84
		Total.....	\$8,275.32

E. B. A. Membership May 31, 1937.....2,212 E. B. A. Membership May 31, 1936.....2,191
Members participating in Rochester Hospital Service Plan May 31, 1937, 1,381; May 31, 1936, 1,214



Williamson's Central School band, led by Mr. John Cummings, on way to Firemen's Park, where the first game was recently held under the new lights.

Williamson "Goes to Town" For Night Softball Games

FLOYD OWEN, *Lighting Service Department*

So he stuck out his chin
And with a bit of a grin
He tackled the job
That couldn't be done
AND HE DID IT . . .

—Edgar Guest

NO other proverb or saying could better describe the spirit and perseverance with which a certain small group of townspeople, and later the entire community, tackled the problem of securing enough funds and cooperation to install in the baseball plot in Firemen's Park, a lighting installation for night softball games. This is now the only installation of its kind along the Ridge Road between Rochester and Oswego. Let us look into the background of this project which finally resulted in the realization of the dreams of Williamson's progressive townsfolk.

Last year Williamson's town ball team, the Orphix, played several night games at Newark, N. Y., under the lights and came to the conclusion that night softball was both practical and profitable, besides being fine fun and great entertainment. They determined then that Williamson, though a much smaller community, could benefit greatly if it had a similar installation. One of the principal advantages of night games is that it enables farmers located several miles away to get to the games without sacrificing time from the daily routine of farm work, particularly during the summer season.

The desire to have their own ball diamond equipped for night ball became firmly rooted in the minds of many of the Williamson players. The result was that a ways-and-means committee was formed as the first move to investigate the possibilities of bringing night softball to Williamson.

Lots of Enthusiasm

For two or three weeks this committee talked up the idea to everyone they met and uncovered some genuine enthusiasm for the project. At the same time they uncovered some skepticism among many who advanced the opinion that it would be too big a proposition for the younger element to swing; but all the younger element wanted for the time being was the moral support of the community. They had, however, more than that, for many offers of help were received from varied sources. The proprietor of an ice cream parlor who was a graduate electrical engineer offered his services to do the necessary wiring. Another offer was received to assist in the setting of the large 40 foot poles. The committee of three with some other help dug the 8-foot holes for the poles, sticking to the job in spite of



Picture taken at dusk as the people of Williamson and vicinity were streaming in to see the game. More than one thousand attended.

many a blister and kink in the back; but let's get back to the story.

Having secured the moral support of the community and offers of assistance, the next thing was to find out what was needed and how much it would cost. The committee contacted the Sodus Office of the Rochester Gas and Electric Corporation and were subsequently supplied with a layout, list of materials, and costs, and then the

real work began of raising the necessary funds.

The following events are an exemplification of that old saying: Help comes to those who help themselves. In this case the help came in the form of a traveling promoter, who hailed into town at just the right time to supply the fund-raising idea for the project. In short, this Promoter proposed to run a Goodwill Contest sponsored by the town merchants, with various prizes to be offered for the contestants, first prize being \$400 in cash, second prize a bedroom suite, with various other smaller prizes.

The Contest

Here is how this Contest was conducted. First, eight merchants in town



Attorney J. Willis Barrett, standing, gave a five minute talk in which he thanked all who participated (practically the entire town) in the activities which made possible the financing of the lighting installation. Other town officials are seen in the draped box.



Supervisor Gerard H. Moll sure had something on that first ball he pitched in.

were prevailed upon to kick in something over \$200 each into the fund to provide prizes, pay for advertising and printing of votes, and to pay the promoter's fee. Orchids to these merchants who showed their community

spirit by entering into this rather fantastic scheme which would ordinarily be given a wide berth, even though the merchants stood a chance to get all their investment back and some more besides. The mechanics of the scheme were as follows: A purchase is made from one of the sponsoring merchants, and a corresponding number of votes is received which could be cast for your favorite candidate. Or, if you wanted to work for your candidate, you could solicit business merchants and receive votes according to the amount of business you secured. Even the public school boys and girls could help their candidate win by bringing in old storage batteries, automobile tires and tubes, old iron, papers, rags, or anything that could be sold for junk.

As the contest progressed it became evident to many a Dad that he would have to lock up that anaemic spare tire on the family car or it would be turned in for votes. An enthusiastic farmer "fan" was prevailed upon to shingle his house a year ahead of time, so that votes could be secured in return for the sale of the shingles. Enough feed was sold to some public spirited farmers by contest workers to feed their live stock for two years so that additional votes could be had. These are just a few of the things done



The famous Kretz Girls softball champs trimmed the Imperial Girls team in the first game. Later the Williamson town boys beat the Newark team 8 to 1, which was a fine way to show Williamson-ites that their team could play night ball with the best of them.



Massed bands suddenly stopped playing, a bugle called out in staccato notes and "Old Glory" rose to the top of the flagpole just as the new lights in Firemen's Park blazed forth their message of wholesome sport, under the lights.

by enthusiastic contest workers in support of their candidate.

De Frine Wins

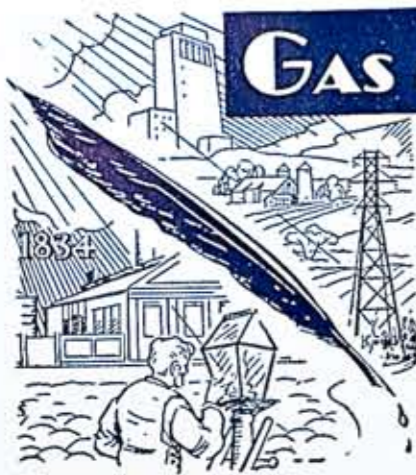
You have surmised by now, of course, that the candidate advanced by

the baseball committee won the Contest. He did. Mr. Harold DeFrine, a Williamson High School student, with a high scholastic standing, a young man active in all school activities and

(Continued on Page 559)



A section of the stands which were packed on all sides of the diamond with old folks and young folks, laborers, professional men, farmers, business people and children. And how they enjoyed seeing their team win its first night game!



GAS & ELECTRIC NEWS

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

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

A Radio Gadget

OH, how I hate to get up in the morning" runs the refrain in an old song which is still popular because it strikes a responsive chord in the mental processes of all human beings. When a fellow wakes up on Sunday morning, and could nicely lay abed a few hours, he can't sleep. Many other mornings during the week he'd like a little extra "beauty sleep" but time will not permit.

For centuries man has tried various methods of being awakened mornings. Monarchs have had slaves tickle their feet, for instance; the lark has done his part to provide a more esthetic eye-opener for sleepy-heads; the rooster's raucous cock-a-doodle-doo has gotten the goats of vast multitudes of light sleepers who object to premature awakenings, and the family alarm clock, with all its blatant bally-hoo has done its part to get folks to work on time.

Modern psychology has taught us many new wrinkles. It has objected to

the noisome methods used to produce wakefulness. Psychology has suggested more musical alarms and has sought to cut down the nervous shock type of awakers. And now radio provides (and certain electric clocks do the same thing) a gadget to wake a person up in a very delightful manner. One is merely harmonized into consciousness by music from his favorite radio station.

Some readers may object to all this on the ground that it will have a tendency to soften the human race and, if you please, make sissies of us. They may further loudly assert that a boisterous alarm clock was good enough for their fathers and grandfathers and therefore quite good enough for them. If we were to give them an argument it would be that all noises are known to be hard on the human nervous system, especially when they break in upon that delightful period known as sleep, and sever us too ruthlessly from our contacts with the "land of dreams."

FOOTPRINTS OF SMILES

Emotions leave unmistakable traces. After the hair is white and the eyes have lost their lustre, we can see written on the face, the story of loving self-sacrifice, of courage, of constant cheerfulness. And these other things which leave as definite traces—anger, jealousy and suspicion. What will the world find on your face by and by? Will it see the traces of the unlovely ungenerous moods or the "Footprints of Smiles?"

—Author Unknown

Some Little Bug Will Get You, Some Day

Thoughts while watching an ELECTRACIDE lamp lure insect pests to their doom in our back yard, that ingenious electrical device which "gets" that little bug before he can get you.

SOME little bug will get you, sometime." So runs the refrain in a funny old song which shows us the dangers that beset us human beings through germs, bacteria and other hazards which lurk in hidden and unseen places. Good health and well being, it appears, is paid for only by constant vigilance in hygiene, proper living and safe practices.

Human beings, however, are not the only ones who fall heir to this liability. Every parasite is preyed upon by some other parasite; all animals are the natural prey of some other boogeyman of animal life. Sometimes it is through sheer greater strength and brawn that they are laid low, other times it may be as the victims of minute and microscopical organisms which undermine them and sap strength almost unknowingly, working on the skin or in the blood stream. Even plant life, as is well known, is not free from this havoc which blights and kills.

Anything which annoys us or preys upon us, often with destructive potentialities, we are likely to call a scourge and a pest, for instance, mosquitoes, bugs and an endless variety of other things. Yet, practically all of them have a useful mission in the scheme of nature. In maintaining a reasonable balance of the useful pests, germs, bacteria or what have you, nature often plays one against the other. Generally speaking, each and every group of them, even including the highest branch of life, or homo sapiens, has to work out its own salvation. It is substantially a case of the survival of the fittest.

Animals life works through instinct, some are even automatons, slightly below the instinct stage. Human

beings, however, make use of intelligence and those vestiges of instinct which still remain as throw-overs from earlier stages of progression. It is all quite complicated, yet, on the surface of things, we, as human beings, go about our every day life quite unconcerned about the infinity of biological detail which underlies our motives, our actions and our very life.

It is well we do not think too much in an introspective microscopic way. It would disconcert us, for instance, to see all the bacteria there are on almost everything we eat. Scientific research, medical progress and engineering development show us how to live, with-in reason, happily and healthfully and safely. After all is said and done, it is quite a fine world we are living in notwithstanding the potentialities of bugs, bacteria, hazards and havoc.

Courage vs. Carelessness

It takes courage to fight against physical dangers which are bigger and stronger than we are, but it merely takes care and concern to combat those lesser scourges which are often fully as lethal, yet seem insignificant in importance because they are, perhaps, merely microscopic. Failure to sterilize a small scratch may be as big a hazard to life as changing seats in a canoe in a dangerous stream, or washing windows ten stories up without a life belt.

Fear of these destructive entities which more or less infest our lives may be eliminated through a brand of courage which first understands dangers and then safeguards against them by intelligently combating them through the use of all the ways and means available and at our disposal. Life is not sweeter because of these dangers, but rather in spite of them.

"Some little bug will get you, some day." Oh yeah! You better tell those little bugs to watch out. We know about most of them and science is helping us to make life quite miserable for them and happier for us.

Graduates From Buffalo Medical College

THE story of Augustine J. Tranello is perhaps little different from that of other young folks in the R. G. and E. family circle. Augustine is the son of Mr. and Mrs. Thomas Tranello, of 11 Santee Street. His father began work with the Company twenty-one years ago as a laborer at West Station, later on becoming a coke handler. To use an anticlimax, let us tell you at the start that Augustine was recently graduated from the University of Buffalo medical college with the degree of M.D.

Steady employment for the elder Tranello, together with thrift, ambition and the cooperation of the entire Tranello family, eight in number,



Dr. Augustine J. Tranello, M.D., son of Thomas Tranello of West Station.

helped to make Augustine's fine record possible. Coupled with this was the noteworthy ambition of the parents and of Augustine himself to make something worth while of his natural abilities. Back of all such stories is the economic security to which all of us in this big industrial family naturally fall heir.

Augustine thought at first he wanted to be a musician and teach violin. He did this for a while. Then he decided to become a physician. He believed that as a physician he could accomplish more for humanity than he could as a musician. One of his prized possessions is a fine violin, valued at upwards of two hundred dollars, which he still loves to play.

Following his early education in Rochester schools, Augustine entered Hobart College, where he was graduated after four years of study with a Ph.D. degree. Then followed the four years in medical college, eight long years. Now, Augustine is interne for a year at the Memorial Hospital, in Syracuse, N. Y. Following this he will doubtless hang out his "shingle" in Rochester.

The world may have lost another Kreisler when Augustine decided to enter the medical field, who knows. At any rate, there was great rejoicing at 11 Santee Street when all the family gathered 'round to inspect Augustine's most recent "sheep skin." The latin words perhaps meant more to them, who are of the latin origin, than they would to most of us. They all deserve much credit for the part each and every one of them played in helping their big brother to reach his goal. What excellent dividends for such a commendable, cooperative undertaking.

Mrs. Tranello brought the picture to us one morning recently. When we asked her if she were not proud of such a worthy son, her black eyes glistened and she simply said "Yes, he's a good boy." And if we were

privileged to ask Augustine we are sure he would reply "My mother and Dad are sure fine folks." The parents are strong in their praise of the Company for which the elder Tranello has worked since 1918 in a humble though honorable capacity. "Where else could we have done this," he said, "than in America."

New Books in the Company Library

SOME very excellent books have been added to the Company Library. They are books you will be hearing about in circles where people keep well informed. Here is a brief introduction to some of these books:

TECHNIQUE OF MARKETING RESEARCH—This was prepared by the committee on marketing research technique of the American Marketing Society. It gives a definite presentation of the scientific approach, written to meet the needs of both business men and students of marketing.

This book covers the entire field of research as applied to the problems that commonly arise in connection with marketing policies, products, the market itself, and with ways and means of reaching it.

PYRAMIDS OF POWER, By M. L. Ramsay. An account of the utility conflict from 1912 to date. The pages are studded with the names of men prominent in politics and business. The great commanders in the power sphere and the staff operators behind the lines, the protagonists, the propagandists are portrayed and analyzed. This is the story of Insull's rise and fall, of Roosevelt's rise, and the wars over electric power, past, present and to come.

SELLING MRS. CONSUMER, By Mrs. Christine Frederick. An intensive study

of the consumer. It is the result of many years of work, both in advising women and in writing household articles and books for them, and in advising manufacturers and distributors on how to serve consumers. This is of especial interest to retailers, distributors and advertising-minded persons.

MIDDLETOWN IN TRANSITION, By Robert S. Lynd and Helen Merrill Lynd. A full, scientific study of an inland city, showing in detail the urgent and complex problems of American life, religion, social and educational activities, commercial practices and policies, boom and depression theories, city politics, community beliefs—all are reviewed carefully and the wealth of new findings is set forth in a closely knit narrative. Here is midland America as it faces an uncertain future.

Take advantage of the opportunity your Company Library offers to keep abreast of the times, to be up-to-date in your reading.

HIGH COST OF SICKNESS

Sickness costs the people of the United States \$10,000,000,000 a year, or one-ninth of the nation's annual income. The average family pays out \$100 each year for the treatment of disease. Annual loss to business and industry from physical disability of workers totals \$2,000,000,000, while the loss through postponable deaths is estimated at \$6,000,000,000.

Only about 22,000,000 of our people are in full vigor, 39,000,000 are in fair health, while 48,000,000 are physically imperfect. One-fortieth of our population is constantly ill to the extent of being bedridden. For each death per year there are two sick persons throughout the year.—Floyd W. Parsons.

Electrolux Serves Ten Years

THE Company began selling Electrolux (gas) refrigerators back in 1927, ten years ago. At that time, Mr. George Reinhart purchased one of the very first Electrolux refrigerators the Company sold. This refrigerator has seen much harder service than it would receive in an ordinary home. It is used in a cafe and restaurant at 510 Portland Avenue, in the northern clothing district and has had a very busy and active career, and is still going strong.

After talking to Mrs. Reinhart, we stepped over and interviewed the ten-year-old Electrolux and took its picture with Mrs. Reinhart standing by



Mrs. George Reinhart and the Electrolux refrigerator which has served the Reinhart cafe faithfully for ten years. It is still "going strong" and is good for many more years of service.

it. All it said was: "I thank everybody for the fine things they've said about me. No, I don't feel ten years old. The service man tells me my pulse is as strong as ever; I eat good, in fact I'm always well filled and, honest to goodness, I think I'm good for many more birthdays."

This year is the tenth anniversary of Electrolux. Special sales activities have been promoted in Rochester and throughout the country. From January to June this year the domestic sales sold approximately one hundred and fifty 1937 Electroluxes. This compares to about eighty sold during the same period last year.

Mr. and Mrs. Reinhart are not unlike most persons when it comes to refrigeration. They operate a business which requires that plenty of nice wholesome food be always ready for meals, lunches and "snacks." They find that the Electrolux is dependable, always on the job, costs little to operate and wears like iron because it has no moving parts to wear out.

Having no moving parts there is no friction; no noise. Thus, Electrolux gives you year 'round food protection, economically, offers everything any other refrigerator does and gives you besides the features of silence and long life.

During one of the Company's recent radio broadcasts over Station WHAM, the Reinharts were featured in the Company message to listeners, as presented by Mr. Frederick W. Fisher. We take pleasure in using Mr. Fisher's last sentence in again expressing our congratulations to Mr. and Mrs. Reinhart in this the tenth anniversary of their much appreciated Electrolux: "We congratulate both Mr. and Mrs. Reinhart and the makers of Electrolux; the former for their good judgment in selecting it, and the latter for the sturdy qualities which they built into it."

Williamson Softball

(Continued from Page 553)

well known in the community, consented to become the candidate for the baseball committee and turn over to the committee the needed funds if he won the first prize. In the contest "VOTE FOR DEFRINE AND LIGHTS" was the slogan. Plus consistent hard work and enthusiasm, it finally won the contest and dropped \$400 into the Baseball Committee's Treasury. Having seen demonstrated such genuine enthusiasm for night ball the Committee had little difficulty in raising \$200 more which was needed for the installation of the lights.

June 11th was set for the opening game, and the efforts of those in charge of the festivities were rewarded with a beautiful day and a warm evening. A thousand spectators poured through the gates to witness the opening game between the Williamson Town Team and the Newark Elks, preceded by a game between the Famous Kretz Girls and the Rochester Imperial Girls. In the men's game the Williamson Town Team trounced the Newarkites 8 to 1, which formed a proper ending to this much worked for project. The Central School Band furnished music during the game. Attorney J. Willis Barrett paid tribute in an address before the game to all those who had contributed in any way to the project which he said would prove a source of pleasure to the Community in general.

The Williamson Lighting Committee, consisting of Mr. S. J. DuBurck, Mr. W. E. Horton, and Mr. James S. Dunning, can well be proud of their accomplishment. And now almost any evening if you travel down the Ridge Road toward Williamson, you will see a fine halo over Firemen's Field Park. There you will, if you stop, see the town team, some church or Sunday school or one of the other numerous teams representing some community

organization playing bang-up softball, to the great pleasure and amusement of the fine people of Williamson and vicinity. This halo, which marks the spot where night baseball was born in Williamson, is symbolic of the fine community spirit which made the venture possible. This spirit, which is already permeating other towns in this and surrounding counties, due to the favorable comment it has inspired, represents a pioneering adventure in community life, one which helps to keep the young people well entertained at home, besides providing a fine brand of healthful sport for folks who have to take their baseball vicariously.

Rochester Beauty

(Continued from Page 539)

west. The real estate man was trying to make the best of the occasion. His sales talk makes us still prefer Rochester and appreciate her bountiful potentialities. What the real estate man said was this "All this country needs is fresh air and good water." To this, the prospect replied "Say Mister, that's all hell needs."

Every week-end, in fact almost every day sees many of us, Rochesterians by the thousands, enjoying what is substantially a vacation spell, playing at the parks and beaches, enjoying wonderful motor trips in Rochester and vicinity, breathing fresh air and drinking pure water, all assets which with many others Rochester provides for her citizens.

Rochester is a fine place to live. How thankful we should be that we are living in one of the garden spots of the world, believe it or not. And we could say much more. We could talk about the Genesee Country, the Finger Lake region and our suburban parks. All of them flank Rochester with a beauty not unlike her own, beauty which brings here yearly, especially during the vacation season, visitors from every state in the Union.



You can't get careless with literary allusions in the R. G. AND E. NEWS. Its readers are too smart, as Art Kelly discovered two issues back. Art referred to John James Ingalls as the "famous English poet" and the magazine was hardly off the press before Judge Arthur E. Sutherland had him on the phone and was setting him right. Ingalls was not an English poet but an American statesman, who represented the State of Kansas in the United States Senate from 1873 to 1890. He was better known for his oratory than his poetry. Mr. Kelly has agreed to recite Ingalls' poem "Opportunity," on the Court House steps at high noon some Saturday as a penance for his error.

Arthur Robinson, Domestic Sales, recently won national honors in Electrolux refrigerator sales. He works in the group supervised by Joe Brooks.

The homes of two Company Line Maintenance Department men were high spots of happiness recently when the never tiring stork brought a boy and a girl baby, respectively, to the homes of Mr. and Mrs. Lloyd Windsor and Mr. and Mrs. William Deans. John Arthur Windsor is the brand new son at 207 Fairfax Road, and he tipped the scales at just eight pounds and one ounce. Over at 277 Ravenwood Avenue little William Deans, Jr., weighed in at six pounds, fourteen ounces.

Mr. and Mrs. Jack Schuchman, members of the Rochester Canoe Club, are enjoying the boat races held each Sunday morning by the club on Irondequoit Bay. In recent races Jack has been official timer, assisting Commodore Dr. Edward V. Schlottman, who was starter in the events.

Mr. W. H. Young and daughter, Miss Dora Young, returned to Fillmore May first from their winter home at St. Petersburg, Florida. Miss Beulah Young, who has been studying at the Junior College in St. Petersburg, returned about June first.

Victor Fritz was a guest at the commencement exercises at the State University of North Carolina, at Raleigh, where his nephew, Fritz Wagar, of Nunda, received the degree of Civil Engineer. On the trip he visited White Sulphur Springs, Richmond, Chapel Hill, Duke University, Washington, Arlington, Annapolis and other points of interest.

Wilson Kapler and Cora Steadman, of Fillmore, were married recently at Fillmore, by the Reverend Wass, of the Methodist Church. After a trip to the Finger Lake region, they are at home at Hume, N. Y. Mr. Kapler is employed in the Refrigeration Service Department.

Howard Harding was recently elected to the office of treasurer of the Rochester Engineering Society.

"Don't be a goose" is an expression often used to restrain human beings from doing silly things. Being a goose, however, is not such a tough life, according to Oscar, the tame goose who really enjoys life to the utmost in the family of Frank Schmitt. Oscar is really one of the family. He jabbars away to the children and finds their companionship just "ducky." There are three little Schmitts: Elaine, who is nine; Gerard, eleven and Don, twelve. Oscar is only ten weeks old, but Frank says he is smart for his age.

Warren V. Cameron, brother of Frances Cameron, recently culminated a long and intensive educational program with his graduation from Harvard Law College. Mr. Cameron won most of the coveted honors at Lima, at the Genesee Wesleyan Seminary, including the history and English awards and the B. A. Rich Latin award, and qualified for a scholarship of one year to Harvard. Before pursuing his law work at Harvard, Mr. Cameron spent three years at Oberlin taking up special work. At this college he qualified for the coveted Phi Beta Kappa key.

Sidney Drummond, of the Gas Department, is doing very nice work in a commercial art class at the Press Art School. His Prof tells us that Sidney has some real ability along this line and is greatly enjoying his work, which he pursues in his spare time hours.

Mr. and Mrs. Herman Russell won the low net prize in the Scotch foursome played at Oak Hill Country Club on July 5th. This is a form of golf competition in which the players use the same ball, taking alternate strokes. President and Mrs. Russell stroked the pill so accurately that they came in with a net score of 59 for the eighteen holes and carried off half a dozen golf balls as a reward.

Harvey J. Klumb, assistant superintendent of electrical distribution, was listed as one of the speakers who addressed high school graduates of Rochester and vicinity at the second annual institute of vocational information run by the Democrat and Chronicle. Mr. Klumb covered the electrical field as a possibility for careers. The sessions were held at the Chamber of Commerce, over a two-day period.



It's just "ducky" thinks Oscar, pet duck of the Frank Schmitt family, 211 Spruce Avenue, to have such a nice pal as Elaine to fuss over him.



Ruth Eleanor Bantleon, daughter of Mr. and Mrs. Herbert G. Bantleon of Grand Avenue, was recently engaged to David Snell Hodgson, son of Mr. and Mrs. Frederick H. Hodgson.

Russell B. Cooper made the front page of "Main Street Flashes" a snappy Associated sales sheet. Russell was one of the top "Mainstreeters" who demonstrated outstanding sales ability in store lighting activities. Besides getting his picture in the paper, he won the tidy sum of twenty-five dollars. Three nice lighting pictures from the Industrial Department files also appeared in the publication.

Les Martin, Webster electric maintenance man, kept bachelor's hall recently while his family enjoyed a week at Canandaigua Lake. Les is on twenty-four hour duty and just couldn't get away. He'll have his vacation with his family later.

Rollin Farnham could write a book on the psychology of luck. When he is going good he can pick winners with the greatest of ease. It must be a gift. And his luck comes in bunches, for instance: He recently read in the "Tenth Ward Courier" that for no reason at all he could have his suit pressed, free, at the Society Cleaning Company. Next, he went to the Riviera Theatre and won a fine large mirror, playing Bango. He started to walk the half mile home when he was again lucky; his wife and daughter came along with a car, hollered to him and took him in, glass and all. Over that week-end, at Hemlock Lake, Rollin caught three fine big pickerel, when everyone else couldn't even get a "nibble." Mr. Farnham just received his twenty-five year service pin and says it seems more like five years to him. We imagine Rollin's prescription for luck is to just keep smiling, whatever comes. And in his case, at least, it sure seems to work.

At 5 o'clock, Saturday afternoon, July 3, Eleanor Burger became the bride of William Norwood, of White-stone, New York. After a short wedding trip to New York and Connecticut, the happy couple will start house-keeping at 1203 147th Street, White-stone, Long Island. The members of the Personnel Department gave Eleanor a gift of table silver which was attractively arranged in a huge fire-cracker, to match the 4th of July red, white, and blue decorations which adorned Eleanor's desk the day she left the Company.

Margaret Settle, Lois Tompkins, and Edith Wilson, held a shower in her honor at Edith's apartment where a tasty supper was served to eighteen guests, after which Eleanor was presented with many useful and lovely gifts. Emma Wage entertained at her home, in Eleanor's honor, members of the Fourth Floor Departments who had worked with her during the past few years.

Mr. and Mrs. Edgar Gilbert are the happy parents of a son, born on June 12. Mrs. Gilbert was formerly Doris Rice, of the Collection Department, whose home is now in Syracuse, N. Y.

Arline Fuller of the Power Billing Department, who is a senior at the Niagara University Extension Division, got through with flying colors. She received three "A's" in her accounting subjects.

Ruth Coddington, daughter of Mr. and Mrs. Clinton Coddington, recently was graduated from Monroe Senior High School. She is employed during the summer in the third floor Mailing Department where she formerly worked under Mr. McKay. Ruth is anticipating entering a Rochester hospital to train for a degree in nursing this fall.

John Donohue, formerly gas salesman in Harold McClese's group, is now supervisor of gas range sales under Frank Wentworth. William Mackie has also been made a supervisor in the gas range activity. Mr. Mackie some time ago won national selling honors and received a fine cash prize from the American Gas Association.

Mabel Jasper in the Consumers Accounting Department left the employ of the Company on June 4, after having been a faithful employee for more than eight years. As a parting gift from her Company friends and associates, Mabel was presented with a fine coffee table and lamp.

Born to Mr. and Mrs. Harry Weitzman, 58 Windemere Road, a fine baby daughter, named Marcia. Harry had thought he was "out of the red" but little Marcia features beautiful red

hair which nicely matches that of her little sister, Gloria (Pat) who is now upwards of five years old. Marcia is strictly up-to-date. Harry says she is equipped with two-lung power, has free squealing and removable seat covers and is truly a deluxe edition. The parents value little Marcia at upwards of a million, par value; therefore, being in the "red" again doesn't matter for the new daughter will more than "liquidate" the situation.

Mr. and Mrs. James Burnett have purchased a home on the Henrietta-Brighton town line road, near Pittsford. They are busy making gardens and otherwise getting the fine feel of "Home Sweet Home," that wonderful experience which comes with the thought that one little spot on this great earth belongs entirely to YOU. James, who is from Arkansas, easily assumes the role of gentleman farmer.



Gordon Ross, new president of the National Credit Association, found some pretty nice floral tributes awaiting him when he recently returned from the national convention, at Spokane, Washington. They were the gift of the Service Department of which Gordon is manager.

Ann Kruppenbacker of the Collection Department recently became the bride of Mr. Charles Evans Weber at the Friends Church. Following the wedding ceremony a reception was given for the immediate relatives, after which Mr. and Mrs. Weber departed on their honeymoon in the west, by automobile. Prenuptial events included a shower given by the women of the Consumers Accounting Department, at the Century Sweet Shoppe. At this party the bride to be was presented with a fine radio.

Mr. and Mrs. Norman Stott recently returned from their honeymoon spent in and around Washington, D. C. Upon their return they were presented with many beautiful gifts from associates and friends. Among these gifts was a purse of fifty dollars presented to them by the men of the Domestic Sales Department. Among the festivities given in honor of the bride upon her return was a party at the home of Mona Pratt, Vick Park B. Mr. and Mrs. Stott are now at home to their friends at 1225 Park Avenue.

Leon Newman and Otto Haege are both committeemen in the Boy Scout organization and took part in arrangements and work connected with the

recent Camporee, at Mendon Ponds Park. Mr. Haege is chairman of the committee at the Mt. Hor Church, and Leon is associated with the St. Boniface Church group.

Edward Robena was chief assistant in first aid work at the Camporee, going with the contingent from Epiphany Church, where he is first aid director. Other employees who are chairmen and assisted in this big scout activity are: George Swarthout, St. Thomas Church group; Lee Franke, Spencer Ripley church, and Fred Walters, who is in the sea scout branch. Owen Feltham assisted in the Camporee activities of the troop from the Lake Avenue Baptist Church.

The sales department of the Lake Shore District enjoyed a picnic recently at Fairhaven State Park, on Lake Ontario. The wives and families of the men were present, and Mr. and Mrs. Graydon Curtis were guests of honor. Everyone brought their own picnic eggs, sandwiches and other goodies, but Marion Olmstead, home service representative at Wolcott, cooked hot dogs and hamburgers for the group. She was ably assisted by chefs Don Howell and Frank Ashdown. Softball, bathing and visiting were highly enjoyed.



This is the group of men from West Station who recently enjoyed a fine outing at the Chiselers Camp. They had a nice time even though the weather man spurned them and Old Sol failed to give them a perfect day.

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 Black, aged 79 years, died June 28. He was an employee of Station 5, and had been with the Company since April 5, 1885. He is survived by five daughters and seven grandchildren. Funeral services were held at the home and burial was made at Mt. Hope Cemetery.

George Gregory McIntyre, brother of Kathryn McIntyre of the Consumers Bookkeeping Department, passed away on June 14. Funeral services were held at the Immaculate Conception church on June 16 and interment was made at Holy Sepulchre cemetery. Mr. McIntyre is survived by his wife, Elizabeth Hobson McIntyre, a brother, Francis X. McIntyre and his sister Kathryn.

Daniel Golding, father of Katherine Golding, Consumers Bookkeeping Department, died on June 9. Mr. Golding was a former Rochester police sergeant. Rev. Philip Golding, a son, celebrated Requiem High Mass, assisted by another son, Rev. Eugene Golding as deacon. Final absolution was given by Archbishop Edward Mooney. Honorary bearers were members of the Police Benevolent Association and final blessing at the grave was given by Father Golding.

Miss Mary and Miss Frances Cameron of Beach Avenue entertained recently for their sister Mrs. William F. Goldsmith and Mr. Goldsmith of Fairport who celebrated their second wedding anniversary.

Among the guests were Mr. and Mrs. James Cameron, Mr. and Mrs. Charles Cameron, Mr. and Mrs. Seneca Foote of Fairport, Mr. and Mrs. Lyle Casson, Mr. and Mrs. Arthur Kurtz, Mr. and Mrs. Richard I. Barker, Jr., Mr. and Mrs. Reginald Westbrook, Mr. and Mrs. Richard Smith, and Mrs. Anna Plane and her son Charles.

Elmer Smith, engineer in the Electric Maintenance Department, attended the summer conference of the American Institute of Electrical Engineers which was held from June 21 to 25 in the Hotel Schroeder, Milwaukee, Wisconsin. Clarence was especially interested in the talk of president A. M. MacCutcheon on "The engineer of tomorrow." "The engineer and his relation to government" by Dr. Vannevar Bush, was also very good. Inspection trips were enjoyed to the Cutler-Hammer plant and the Allis-Chalmers plant, where the delegates were well entertained and interested. The trip to the Schlitz Brewery, by general approval, was also a high-spot of interest as it detailed how good beer is manufactured from the best grains to be obtained in this country. On the return trip Clarence stopped at Chicago for a conference at the Commonwealth Edison Company.

The sales force of the Lake Shore district recently went in a group to see a night softball game, on the newly lighted diamond at Firemens' Park.

Mr. George Reeves, office manager at Sodus, accompanied by Mrs. Reeves, recently enjoyed a fine cruise to Bermuda.



Information Please

It's nothing much to think of—
But every now and then
I wonder where M. Gandhi
Carries his fountain pen.

Yes, They're Peculiar

A man who had had a Chinese cook for years
decided to raise the man's wages.
At the end of the month the Chinaman re-
ceived his extra money.
"Why you pay me more?" he asked.
"Because you have been such a good cook,"
replied the boss, with a smile.
"Oh!" replied the cook thoughtfully. "Then
you have been swindling me for years, eh?"

Two Strikes Already

A Negro boxer was to fight a heavyweight
champion. When he reached the ring it was
noticed that he hung back.
"It's all right, Sam," said his manager. "Just
say to yourself, 'I'm going to beat him,' and
you'll win."
"That's no good," replied Sam. "I know what
a liar I am."

You Said a Mouthful, Gus

"The best reducing exercise," says Gus the
Gas Man, "is to shake the head violently from
side to side when offered a second helping."

Look Out Below

Chemistry Professor: "Jones, what does
 HNO_3 signify?"
Cadet Jones: "Well, ah, er'r—I've got it right
on the tip of my tongue, sir."
Chemistry Professor: "Well, you'd better spit
it out. It's nitric acid."

What Next?

A man took out insurance against twins. We
suppose that is what the agents call a double
indemnity policy.

Dine and Dance

Porky: "How did Alice enjoy her date with
Bill last night?"
Snorky: "Humiliated beyond measure. When
he began eating his soup, five couples got up and
began dancing."

Right on the Nose!

In the old days if you wanted a horse to stand
still, you tied him to a hitching post. Nowadays
all you have to do is place a bet on him.

Test

You can tell when a woman isn't afraid of her
husband. She doesn't mind showing him the
fender she crushed on his new car.

So That's it

Professor: "Who was Homer?"
Student: "That's the guy Babe Ruth made
famous."

Wrong Again, Pop

"Alexander," said Mrs. Snooks, sweetly, "do
you remember what day this is?"
"Of course, my dear," replied Mr. Snooks,
pretending to have remembered all the time. "It
is our wedding anniversary."
"It is no such thing," answered Mrs. Snooks
icily. "It is the day you promised to nail the
leg on that old kitchen table."

An Easy Out

Teacher: "Now, Janey, can you give me
Napoleon's nationality?"
Janey: "Course I can."
Teacher: "Yes, that's correct."

Not Really?

He took her hand in his and gazed proudly at
the engagement ring he had placed on her finger
only three days before.
"Did your friends admire it?" he inquired,
tenderly.
"They did more than that," she replied. "Two
of them recognized it."

Insult to Injury

A Scot was engaged in an argument with a
conductor as to whether the fare was 25 or 30
cents. Finally the disgusted conductor picked up
the Scotsman's suitcase and tossed it off the train,
just as they passed over a bridge. It landed with
a splash.
"Mon," screamed Sandy, "isn't it enough to
try and overcharge me, but now you try to
drown my little boy."

Caught With the Goods

For hours Peter Mild had paced back and
forth in the corridor of the maternity hospital;
but at last all in, he sat down on a chair and
fell fast asleep. A nurse, hastening by, dropped
a pan with a terrific clatter, and quickly scooping
it up, sped out of sight. At the same moment a
door opened, and a nurse emerged, holding a
bouncing baby up for the startled Peter's in-
spection.
Simultaneously, a door on the opposite side
of the corridor was thrown open and an angry
doctor glared out to see what had caused that
infernal clatter.

"WHO did that?" hissed the doctor.

"W-hy," stammered the only-partly-awake
Peter, still gaping at his first-born, "I understand
that I did!"



In days gone past the farmers task
Was one of sweat and toil
From early morn to late at night
He worked upon the soil.

His tasks were many, his pleasures few
Until the day when he,
Equipped his farm from house to barn
With **ELECTRICITY**.

Now he can sleep late every morn
His tasks of course are few,
He simply presses buttons
When there's any work to do.

So, no longer can the city folks
Call the farmer "Hick,"
He's now a "country gentleman,"
ELECTRICITY did the trick.

*Drawing and Poem by Paul R. Bestor, R. G. and E.
Meter Reading Department*

RECIPE

We cannot all be famous—
If we were, 'twould cheapen fame;
We cannot all be rich enough
To give ourselves a name.
We cannot all expect to be
Distinguished from the rest,
But some reward is certain
For the man who does his best.

— *Selected*

