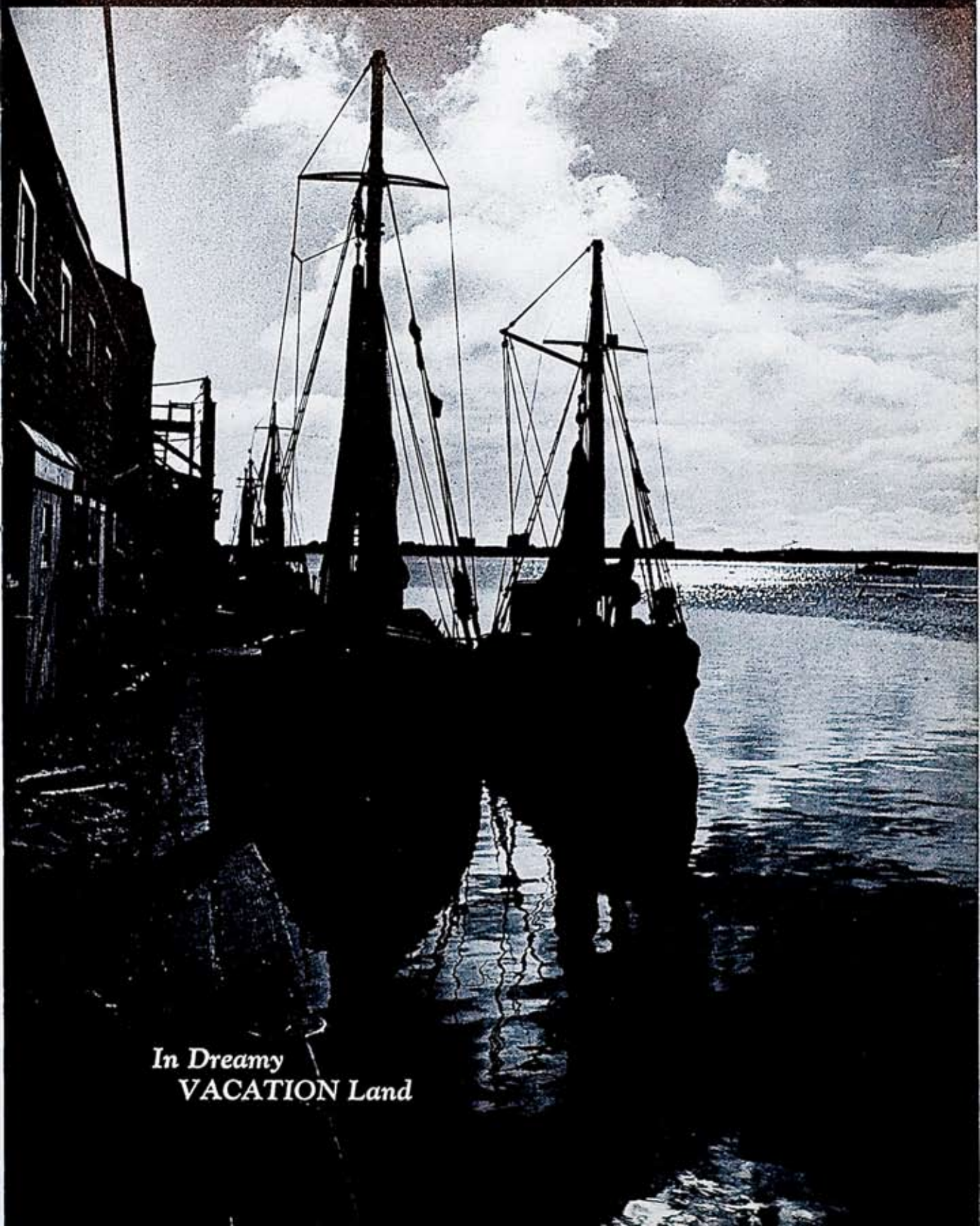


GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

June 1937

Vol. 21 • No. 5



*In Dreamy
VACATION Land*

A Good Idea!

When I quit this mortal shore,
An' mosey 'round the earth no more,
Don't weep, don't sigh, don't sob—
I may have struck a better job.

Don't go and buy a large bouquet,
For which you'll find it hard to pay,
Don't mope around and feel all blue,
I may be better off than you.

Don't tell folks I was a saint,
Or any old thing that I ain't,
If you have "jam" like that to spread,
Please hand it out before I'm dead.

If you have roses, bless your soul,
Just pin one in my button-hole
While I'm alive, and well, today,
Don't wait till I have "gone away."

— Author Unknown



Crabapple Trees in Durand-Eastman Park

ROCHESTER R G AND E NEWS

Published by The Rochester

Vol. 21—No. 5



Gas & Electric Corporation

JUNE, 1937

All Aboard for Vacation Make It a SAFE One!

DREAMY vacation days stretch out before us. Many persons have waited weeks for this auspicious occasion. Some have literally dreamed of these days and planned to make them red letter days. But—have you planned to make SAFETY the watchword of your trip?

An automobile is a wonderful thing. Yet, it has potentialities not unlike those of any dangerous instrument of destruction. Don't let us mar the keen edge of your vacation expectations. We do not wish to scare you, that is, not too much.

Certain effective advertising methods include so called Scare advertising. Perhaps we can scare you just enough so that you will promise yourself to be careful each and every day you are on your trip. If so, we shall not mind being called a bogey-man.

We called up Fremont Chester, safety director of the Chamber of Commerce and asked: "If you were giving your best friend a bit of advice just before he went away on a motoring vacation, what would you say, in three small doses?"

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If you want something to "shoot at" in the way of vacation fishing prowess, take a look at these beauties. This is a fish story without words, the kind we would like you to tell us when you get back from your vacation trip. Oh yes, we almost forgot. Don't rock the boat!

Mr. and Mrs. J. C. Collins Celebrate Golden Wedding Anniversary

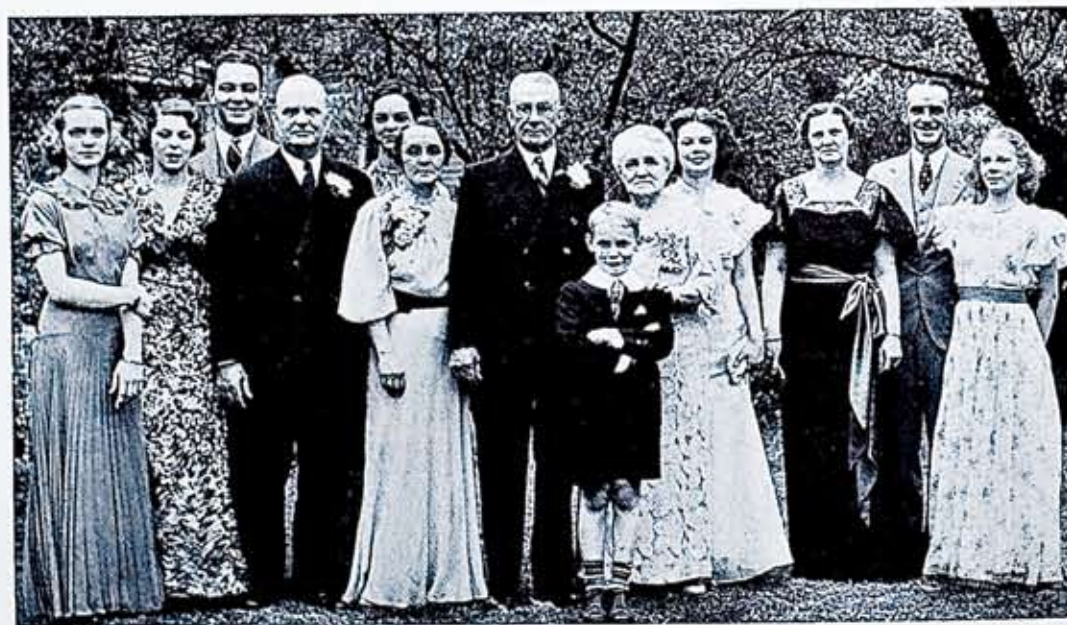
WE often speak of our large, happy R. G. and E. family. Sometimes we are able, with photographs, to break down this big family into smaller family groups which show cross sections of officers or employees and their family circles. We are fortunate in having this month an excellent group picture taken recently at the golden wedding anniversary of Mr. and Mrs. Joseph C. Collins. It shows Mr. and Mrs. Collins, their son and daughter and their children, all of whom helped them to have a very happy time upon this delightful occasion, for happiness is registered upon every face.

Mr. Joseph C. Collins, Treasurer and Assistant Secretary of the Company, came with the Company thirty years ago. If we were not fearful of his good-natured wrath, we, along with hundreds of other associates of his could

say some pretty nice things about him. Suffice it to say that he never would tolerate such publicity on our part. We think, however, that the picture tells its own story of happy family life, and we'll just let it go at that.

Mr. Collins, who is lovingly known quite generally as "J. C." is first of all a good citizen. Public spirited to a high degree, he embodies those personal traits which express themselves in good citizenship. From this hypothesis it becomes easy to appreciate what men of his character and calibre mean when they are identified for years with a large organization like ours in an official capacity.

Mr. Collins has always been a devout churchman, and for years has been an enthusiastic Rotarian. We shall not mention all the clubs and organizations he has become identified with. He is a trustee of the Monroe



Happy family group featuring Mr. and Mrs. J. C. Collins, their son and daughter and their immediate families. Photograph was taken at their recent golden wedding anniversary. Left to right they are: Virginia Ann Cadle, Mrs. Virginia Erdle Cadle, Jack C. Cadle, John A. Cadle, Mrs. John A. Cadle, Mr. J. C. Collins, Master C. Collins Cadle, Mrs. J. C. Collins, Betty Jean Collins, Mrs. Lewis C. Collins, Mr. Lewis C. Collins and Virginia Lou Collins.

Avenue Methodist Church and for many years has taught the well known Collins class there.

The first job Mr. Collins had in Rochester was when he was sent here from Philadelphia by the E. W. Clark and Company organization to systematize the accounting system of the Rochester Railway Company, in 1904. The Clark organization had purchased the railway and lighting interests here and later combined them under the name, Rochester Railway and Light Company.

In turn, Mr. Collins became (1905) secretary and assistant treasurer of the Rochester Railway Company. Upon the consolidation of the Rochester Railway Company, the Rochester and Sodus Bay Railway Company and the Rochester and Eastern Rapid Railway Company into the New York State Railways, in 1909, Mr. Collins was appointed secretary and auditor of the combined organizations. In 1913 he became general auditor of the New York State Railways, and later that same year he became its assistant treasurer. In 1925, Mr. Collins was appointed treasurer of the Rochester Gas and Electric Corporation, and on February 21, 1931 he was appointed assistant secretary.

Chose Utility Field

Mr. Collins's life has ever been identified with utility work. Before coming to Rochester he served as an accountant for the Norfolk and Western Railroad and as assistant secretary with the Camden and Suburban Railway and the E. W. Clark Company. He was also instrumental in a consulting capacity in the rehabilitation of the Newport News and Old Point Railway and Electric Light Company, and the Frederick Maryland Railway, Electric Light and Power Company.

It is quite a "spell" to say the least since young Joseph C. Collins, back in Philadelphia, performed well the duties of cash boy, in the large depart-

ment store of John Wanamaker; or since he went to the Pierce College of Business there and took up accounting; but it doesn't seem very long to "J. C." because his life has always been so busy and so interesting, and because he has always found time to encourage others by sharing with them of his talents, his means and his experience. In this life story, as brief as we have told it, there is a lesson for every boy who finishes high school or college today. Get into a good line, then stick to it until success comes by virtue of ability; make friends and be a good friend, and you will be able to smile and get a sizeable "kick" out of life and not from it.

67,438 People Can't be Wrong

"Rochester Hospital News," the instructive and interesting publication of the Rochester Hospital Service Corporation, in a recent issue gave 67,438 as the then total membership of the organization's service. A total of 3,000 of these persons were added during the month. This shows how well the people of Rochester are supporting this fine undertaking.

The months of April and March were peak months in hospitalization, as no less than 394 subscribers and dependents were admitted as patients during April alone.

It is surely a grand and glorious feeling to know that in the event of needed hospital care for yourself or members of your immediate family, your membership in the Rochester Hospital Service Corporation is your key to hospital care and attention.

No employee can afford not to have this protection. If by any chance you are not a member eligible for this service, by all means consult your foreman for further information.

If You're Proud of Your Business Let Your Customers In on It

CLINTON B. COLE, *Engineer Industrial Department*

OUT Chili Avenue, near the intersection of Lozier Street, you will find a man truly happy at his work. This man is a baker by the name of John J. Plant. He is happy because he has adopted a philosophy for business which makes his work a pleasure. Briefly, his philosophy in regard to work, as stated by him, is this: "As long as I am required to work a high percentage of the hours that I am 'up and doing,' I want to have the best of equipment so that my work will be easy and pleasant. Then I can make baked goods of which I am proud, and my working hours will give me more happiness than the few hours I have away from business."

In keeping with this philosophy Mr.

Plant completely revamped and modernized his store and bake shop early this year. He included in his program a new bake oven, window lighting, store lighting of good intensity, and the removal of the usual partition which closes off the bake shop from the store.

Formerly Mr. Plant had used a conventional type of oven, built in the day when the neighborhood baker was chiefly concerned with the baking of bread goods. This oven was heavily built, fired with solid fuel, and not capable of baking the wide variety of baked goods required of the retail bakery today. The old oven was replaced with a modern gas oven, insulated, thermostatically controlled, and built in two entirely independent compartments, giving the baker the advantage of two complete ovens for baking at different temperatures at the same time. The new oven bakes the entire line of goods thoroughly, from high-ratio cakes at 275°F., to pies at 500°F., with an appealing color and an excellent texture. In short, it develops the high quality ingredients of the formula into a masterpiece of baked goods. Mr. Plant has become an enthusiastic booster of gas ovens for bakers. He says that he only wishes that he had purchased a gas oven years ago. As to costs, Mr. Plant finds that

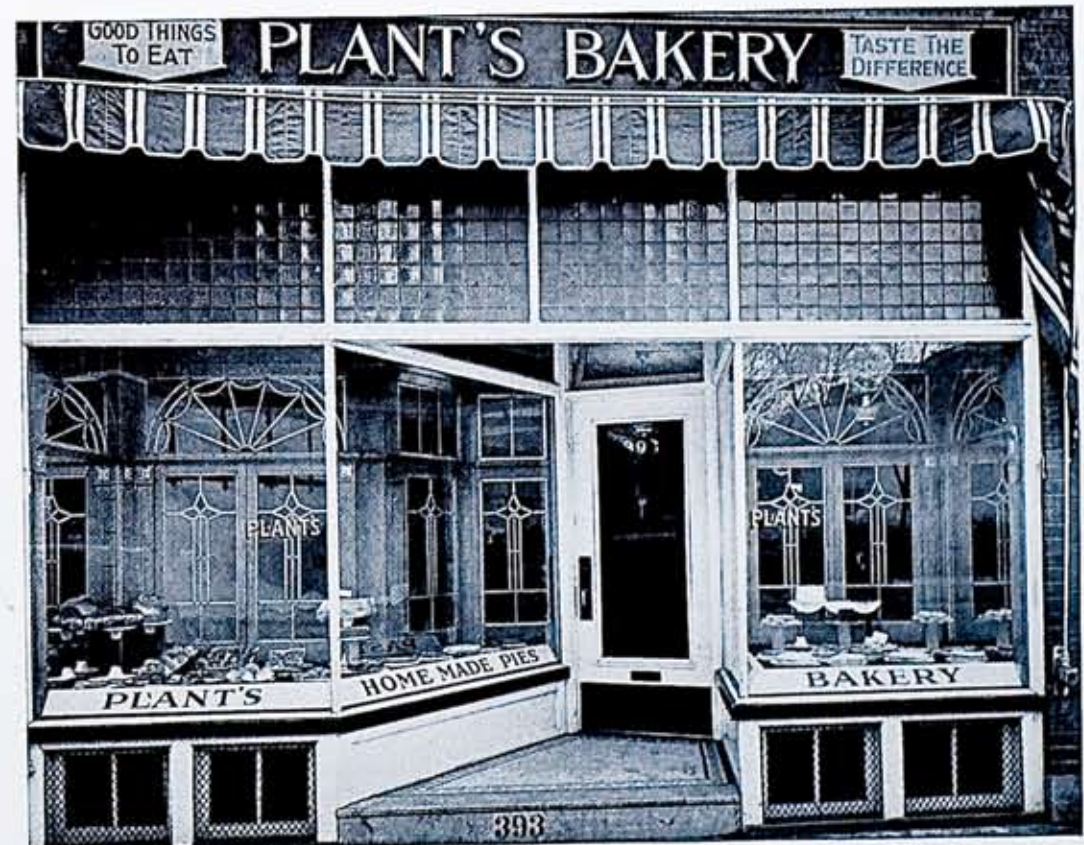
(Continued on Page 513)



Viola Beideck with some of the nice cookies featured at the Plant Bakery.



Notice the display opening in the rear partition of this John J. Plant bakery. It permits customers to see through into the bake shop, inspect the equipment and see how scrupulously clean it is at all times. This feature along with good lighting has increased the business at this bakery by 40%.



Exterior of the Plant's Bakery, 393 Chili Avenue. Inside and out this bakery is clean, attractive and uses the most up-to-date equipment. Customers enjoy trading here because they like the product and because they can see them in process of preparation through the display opening in the bake shop.

JOIN THE HOST OF HAPPY FAMILIES

who **SAVE** with **AUTOMATIC REFRIGERATORS**

- Thousands and thousands of people use automatic refrigerators. They are about as convenient, so reliable, so safe, so hygienic, and so efficient as anything else in the kitchen. They will give you the same convenience and savings you get in your car and home.
- Enjoy the same convenience and savings you get in your car and home.

Are YOU prepared for ICE-CUBE SEASON?

- Hot days and sweltering nights are on the way. But half the families in the city—half the people you know—will do away with their old-fashioned, old-fashioned refrigerators and get the new, modern, automatic refrigerators. These new refrigerators really pay for themselves in dollars and cents savings on food bills, savings in time, savings in energy, and savings in health protection.
- Come in and see the new models. Learn how amazingly little they cost to buy and operate. Find out how they pay for themselves in the money they save.

ELECTROLUX GENERAL ELECTRIC FRIGIDAIRE Automatic Refrigerators

As **\$5 DOWN**
low as
36 Months to Pay

ROCHESTER GAS & ELECTRIC CORP.
Main 3960
89 East Avenue

MODERNIZE YOUR KITCHEN

GLAMOUR COMES TO THE KITCHEN!

NEW COOKING DELIGHTS will be yours with a glamorous 1937 GAS RANGE

- In the latest Hollywood productions and in hundreds of thousands of homes all over the country, the strikingly beautiful, amazing new 1937 gas ranges are giving new glamour, new fun, and new life to the kitchen.
- You're getting the latest in kitchen equipment.

TAKE A TIP FROM HOLLYWOOD!

Glorify your Kitchen

With a Glamorous 1937 **GAS RANGE!**

As cooking may do, we are unequalled in striking speed, economy, and cooking results. The new 1937 gas ranges are featured in the latest Hollywood pictures and are the newest and most modern lighting simmers, burners, and new do 17" to 30" more cooking on the new automatic controls cook exactly what you want. New tall, spatter-free, stainless steel, and new stainless steel. Come in and learn about the new 1937 gas range.

1937 MAGIC CHIEF GAS RANGES as low as \$2 a Month \$5 DOWN

There's nothing like **GAS** for cooking!

A part of a utility's obligation to the public is to indicate through its advertising and publicity efforts ways and means for making life more enjoyable through the utilization of gas and electric appliances and equipment. The next step is to make possible the purchase of these things without financial hardship. In this work, the Company has the enthusiastic support and cooperation of the electrical dealers in the territory it serves.

(Continued from Page 510)

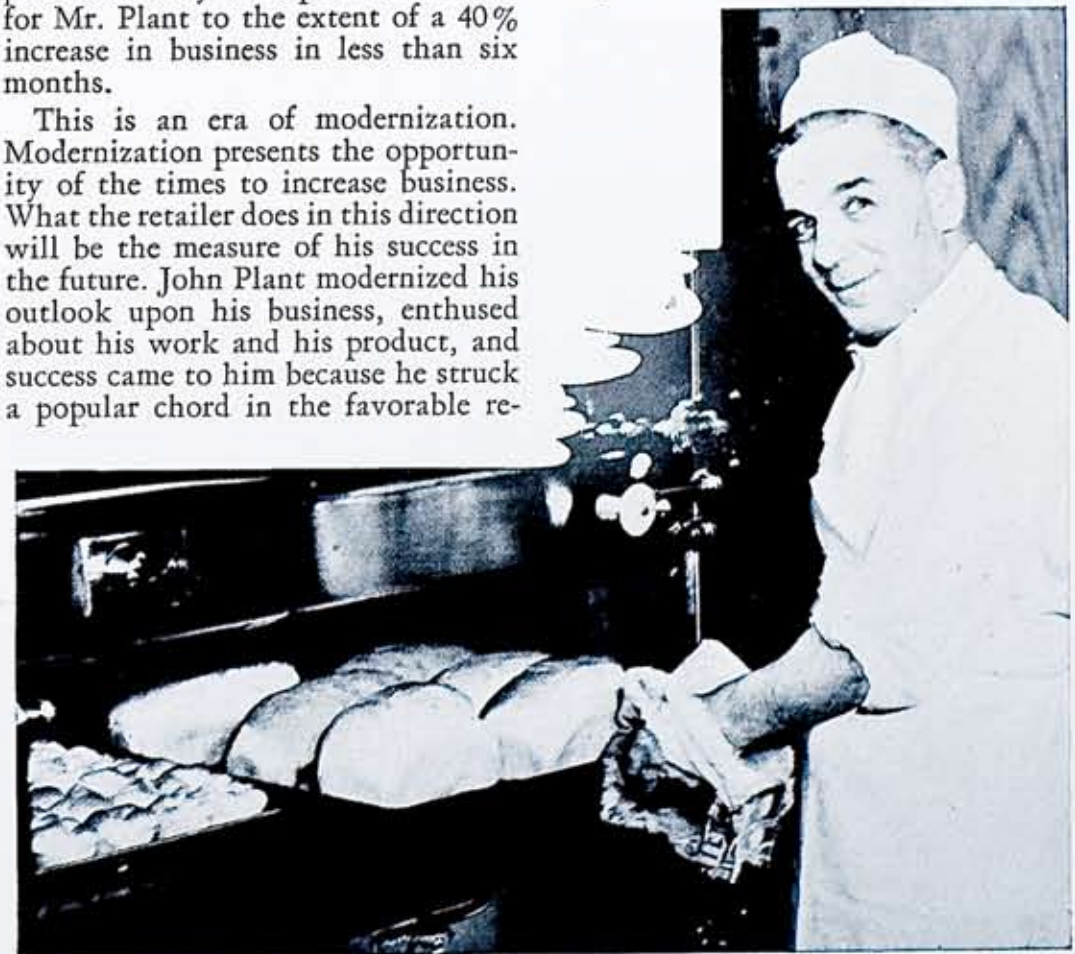
his gas costs for baking are less than 1¼% of the gross amount of his sales.

Mr. Plant also added a bit of showmanship to his modernization activities. The thought, "Why not bake before the public?" occurred to him and he did away with the solid partition separating the store and shop. He changed the working hours so that oven-fresh hot baked goods would flow from the oven to the store through the entire shopping day. The open or display shop is a constant reminder to the trade that "We are proud of the ingredients we use; we are proud of the cleanliness of our shop; we want you to know your baker." These reminders create most favorable impressions. They have produced results for Mr. Plant to the extent of a 40% increase in business in less than six months.

This is an era of modernization. Modernization presents the opportunity of the times to increase business. What the retailer does in this direction will be the measure of his success in the future. John Plant modernized his outlook upon his business, enthused about his work and his product, and success came to him because he struck a popular chord in the favorable re-

actions of his customers. He was so sure of his ability to please his customers, not only with his cakes, cookies and other goodies, but also with his beautiful store and his baking methods, that he put himself and his employees "on the spot" so to speak. Nothing is done in the Plant bakery behind closed doors. Every bit of baking action, and food preparation is performed out in the open. And folks like to see it. They enjoy knowing first hand how clean everything is, and how good a baker Mr. Plant really is.

"Open Shop" baking is here to stay because it is a step in the direction of greater customer confidence and approbation. Mr. Plant will be remembered as one of its pioneers in the Flower City.



Mr. John J. Plant, proprietor of the "Display" shop bakery, who has increased his business 40% through using progressive modern methods.

"Let's Go Places and See Things" Summer Cry of Modern Motorist

LESTER TWICHELL, *Engineer*
Industrial Department

TWO Billion Dollar Business each year is being done by the gasoline filling stations spread throughout the land. A rather new and rapidly growing business it is, built up on our urge to go places as we please and in a hurry. During this period of rapid expansion the gas station has in most instances changed its character from a mere filling station to a service station. In addition to collecting state and federal taxes, selling gasoline and oil, and otherwise servicing the car, the owner of the modern service station concerns him-

self with providing personal conveniences for his patrons.

In providing services for both automobile and driver, the gas and electricity supplied by this company are very important allies of the service station operator. Gas is used to maintain a supply of hot water for car washing and to remove the grime of the road from the travellers themselves. In many instances in this area gas heat is used to provide trouble-free warmth to the station building during the cooler months.

Electricity is used to pump the



Koetter and Sayre service station, 1086 Clinton Avenue North. Modern stations do about half of their business at night, under artificial light. After dark, as well as in daylight, progressive stations know they must appear attractive, clean and inviting.

gasoline, supply compressed air for tires and lubrication equipment, as well as light up the grease and wash racks, office and wash-rooms, pumps, signs, building exterior and driveways.

Half Your Sales are Made at Night

In many stations over half of their sales are made under artificial light. The progressive station operator sees to it that his station is made to appear attractive after darkness falls. A well-lighted station continually hands out an alluring invitation to stop and buy. More than that, a properly lighted station stands out more at night because of its contrast with dark surroundings than it does in the daytime. This night advertising carries over to the daytime trade. Proof of this was made by a large chain of stations who experimented with the effect of alternately lowering and raising the lighting level of their stations. They found that with the lowered lighting *both* night and day sales fell off 30%.

Many of our local service stations have recognized the value of this advertising and have modernized their lighting accordingly. Others are planning to do so. One of the large established chains has specifically set aside a large sum this year for the addition of better lighting to many of its stations in this territory. This action results partially from a comprehensive wiring and lighting survey made of these stations over a year ago by the members of our Lighting Service Department. This same service may be had by all customers in our territory.

The Parade is On

All America is going places this summer! Let's join them, and as you stop to refresh your car and yourself note what sort of a place you select. We are sure you will find the answer as to why good money is being spent to modernize filling stations into service stations.



Socony gas service station, Andrews Street and Clinton Avenue North. Good lighting brings more daytime business as well as more night time trade. Gas and electricity are business allies much appreciated by this type of business.

Two Million Americans Never Saw an Elephant!

THAT'S why the circus will come back next year. "Same old stuff," says you. Same old animals. Same old stunts. Same old ballyhoo. Maybe a few new frills, but mainly the same old circus you saw when you were a kid. All right! All right! But every business man should be compelled by law to see the circus every year because of the Great Advertising Truth taught therein.

For the same old elephant walks around, but between the time that you saw the elephant walk around this year, and time when you'll see the elephant walk around next year, two million new Americans will have arrived in this funny old world. AND that is why, year after year, the elephant walks around.

Each year brings throngs of new citizens who never saw an elephant. Who never tasted Kellogg's Corn Flakes nor ate Bond Bread. Who don't even know who operates the oldest retail store here or which jewelry store has been serving New Orleans home owners for three generations. They're starting right from scratch.

Every year two million babies are born. Every year one million boys reach the girl-crazy age and start shaving the down off their chins for the benefit of a million young women suddenly become acutely clothes-and-cosmetic-conscious.

AND each year, in spite of everything, two million young folks up and get married and start new homes. Every day in every year new people



Tired circus horses at 6.30 o'clock on a recent circus morning in Rochester. Horses, trappings, gilt and glamour, clowns, wild animals, cowboys and the psychology of crowds—all go to make a circus of universal appeal to old and young.

become interested in ads of diamond rings, electric refrigerators, twin beds, plumber's friends, lawn mowers, baby carriages, high hats and evening gowns. Yesterday they weren't interested. Today they are. Tomorrow other people will be.

That's why it pays to keep on advertising, and advertising, and advertising. The market is not static, but changing. You're not advertising to a grandstand, but to a parade always on the move, continually bringing new eyes over your ads.

Good advertising of good merchandise never loses its pull. Even if to you your message seems so familiar as to be trite, to some readers it will be News with a capital N.

The girl going away to college is just as excited about finding things to wear as was her grandmother on a similar occasion. To the boy who has made up his mind to pop the question next Sunday night, your ad about diamond rings may be the most interesting item in the newspaper. There are stores advertising in New Orleans today who were advertising when Martin Van Buren was president. To some readers these ads are "old Stuff,"

but to others they are as interesting as is an elephant to a kid who never saw one.

The circus will return, gay and noisy and flamboyant. Throngs of kids will stare with goggle-eyed wonder at that strange new animal, the elephant. Older folks who never saw a circus before will conceal their astonishment beneath an air of sophistication. They'll betray themselves with loud laughter when the clowns crack jokes that Noah told the animals in the ark. Is it possible that some people never heard those jokes before? Quite so—and it's even more possible that a lot of people who OUGHT to know more about your store DON'T.

So the elephant walks around, serenely confident that among every blase group that says: "That's just an elephant," some eager voice will cry: "So THAT'S an elephant!" His benign wisdom seems to apprehend the fact that every year brings two million new Americans who never saw an elephant. The only way to deny these truths is to say, "There ain't no such animal as an elephant."

—from *New Orleans Time Picayune*

Every year a fresh crop of youngsters get to the stage where they have just GOT to see the circus. What to us oldsters is "old stuff" is a brand new experience to the little folks. That's why the circus will always be with us.



An Automatic Oscillograph

ERNEST K. HUNTINGTON

Superintendent Electric Maintenance Department

THE degree of civilization which a country has reached is said to be best shown by the importance which its people place on the use and measurement of TIME. First attempts to divide a day into equal parts, progressed with man's desire to accomplish certain work in a certain TIME. Our radio programs are timed to the second. Aeroplanes, trains, ocean liners must meet exact schedules. And our present day requirements also include information on what takes place in very short intervals of time. Motion picture cameras have been developed capable of taking pictures up to 2000 per second. They are able to show us, when projected at a normal speed of 16 per second, how machines fail under test. The race horse which wins by a nose no longer

depends on the judge's eye, for an enlargement of the motion picture film eliminates all errors.

Likewise in the electrical field, we greatly need information as to just what took place during a disturbance, and whether the protective equipment operated properly to clear the trouble. However it is not possible to determine when an electrical machine, switch or cable is going to fail. Therefore, we cannot set up test equipment to record this data. Also, due to the fact that such disturbances usually last only fractions of a second, it is only a chance that we may catch a reading on any meter during the trouble. It is therefore necessary to have some means of making a photographic record of the desired information by means of an instrument which starts auto-

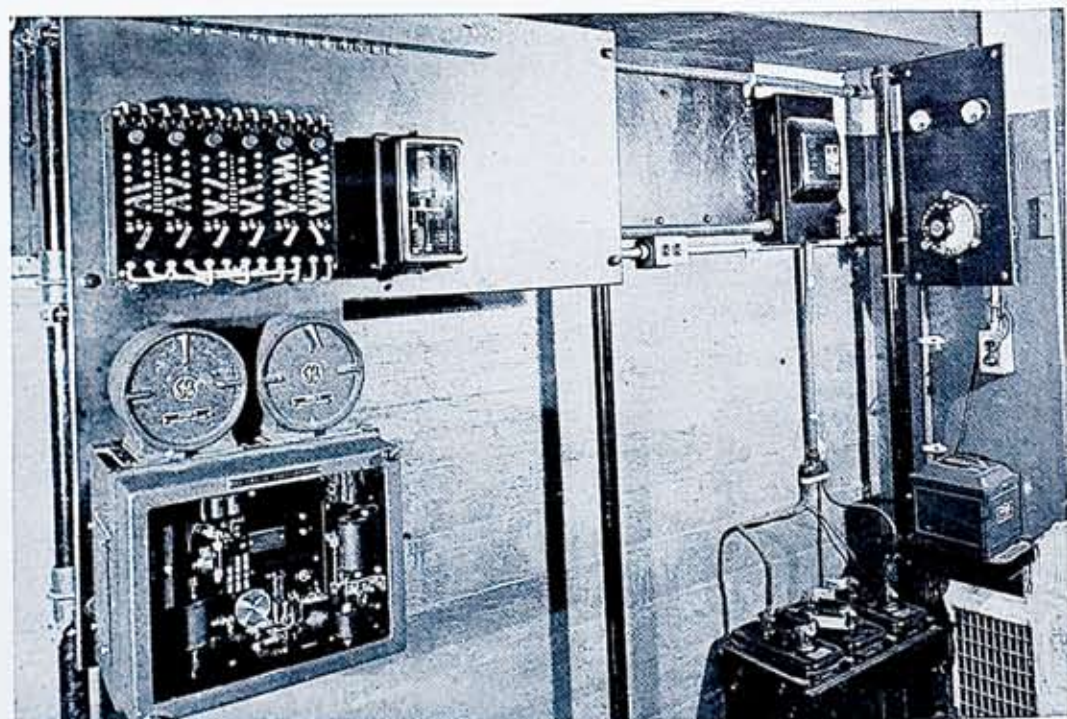
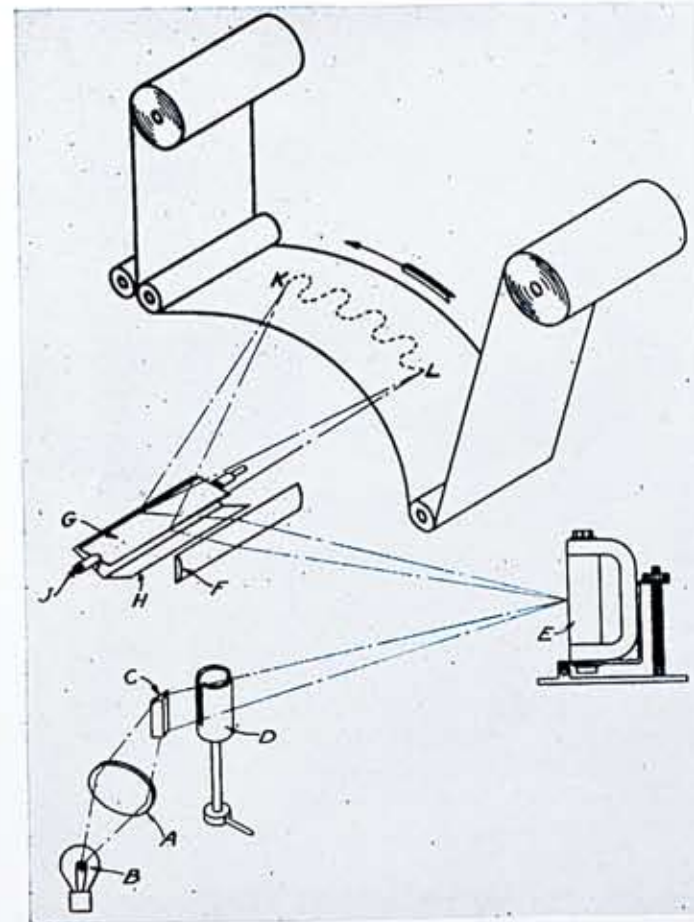


Fig. 1: Light proof room on the second gallery of Station 5, showing oscillograph (lower left) with its two magazines holding sensitized paper sufficient for one hundred records.

Fig. 2: Schematic diagram of the optical system of the oscillograph, explanation of which will be found in the text.



matically the instant trouble occurs on the system. Such an instrument is known as an automatic oscillograph, or one which records "graphically" the "oscillations," such as voltage or current waves, of an alternating current system.

This Company purchased an automatic oscillograph about two years ago and since that time we have obtained records of 123 disturbances on the system. The instrument is installed in a light proof room on the second gallery at Station 5, as shown in Fig. 1. The oscillograph is here shown, at the lower left of the panel, with its two magazines which will hold a 200-ft. roll of sensitized paper, which is sufficient for 100 records. Above the oscillograph is shown the variable resistors and the low voltage starting relays, and at the right is the storage battery which is used for this purpose alone. Also located in this room is the equipment for developing the records as they are taken from the instrument.

In Figure 2 is shown a schematic diagram of the optical system of the oscillograph. Light coming from the lamp at B is directed thru the lense A and prism C, thence thru the slot D, which determines the width of beam, and on to the vibrating mirror of the galvanometer, E. When the starting relays operate, the mirror G is tilted in a clockwise direction carrying with it the shutter vane H, allowing a spot of light to fall on the sensitized paper

at K. As the mirror continues to rotate, the spot of light is advanced from K to L. While the spot of light is moving from K to L, the record paper is itself started in motion in the direction of the arrow, so that after the spot reaches its final position L, the record is continued by the movement of the paper itself. By this means it is possible to obtain a record of the transient voltage and current values within a 1/2 cycle, or 1/120 of a second, after the fault occurs.

The record of a system disturbance is continued for two seconds when the instrument automatically stops if conditions have returned to normal. If, however, the disturbance has not cleared the system, the instrument will continue to operate until normal conditions have been established or until the paper runs out.

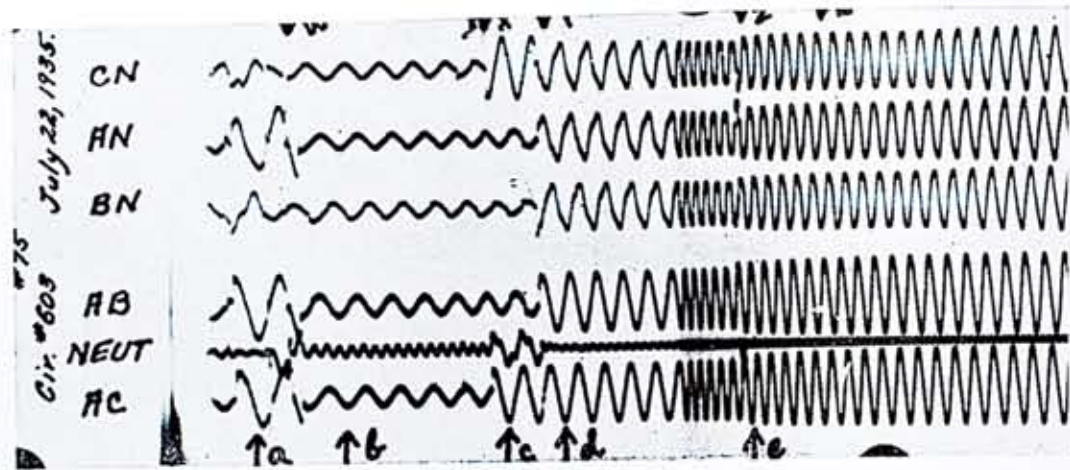


Fig. 3: Part of an oscillograph record. It is of a fault which occurred on the 11,000-volt tie line, between Stations 6 and 1. A record appears here for each of the six galvanometers.

In Fig. 3 is shown a part of an oscillograph record. This particular record is that of a fault which occurred on the 11,000-volt tie line 603, between Station 6 and Station 1. It will be noted that there are six records on the film, one from each of the six galvanometers. The top three record phase to neutral voltages; the 4th and 6th, the phase to phase voltages, and the 5th, the current flowing in the neutral of the 11,000-volt system. At the right hand side of the record is shown the voltage and current after the disturbance has cleared and system conditions have returned to normal. Starting at the left hand side of the

record we see that C phase to neutral voltage is much lower than the other two while a little later (at b) the trouble developed into a three phase fault which caused the phase to phase voltage, as indicated by records AB and AC, to drop to 3500 and 3000 volts respectively. This condition existed for $5\frac{1}{2}$ cycles (W to Z) when the arc broke on C phase to neutral and the fault continued as 2 phase to ground for 2 cycles. At the point Y, the circuit breaker at the Station 6 end of the tie line opened so that the system voltage as indicated at (d) rose to 7900 volts. Following this the fault current had to flow out to Station 1 and back to

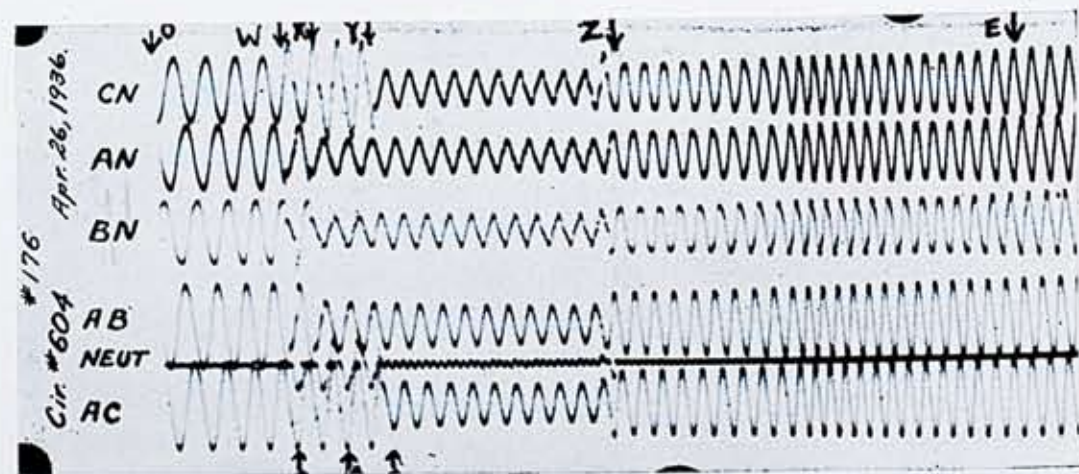


Fig. 4: Record of another tie line disturbance. At point Y, the trouble developed into a three-phase fault which is cleared by both breakers opening at point Z.

the fault near Station 6. At 11 cycles later, at the point Z, the breaker opened at Station 1, thus clearing the fault and allowing the system to return to normal.

In Figure 4 we see a similar record of a disturbance on tie line 604, between Station 6 and Station 33, except that in this case the record was started by some transient condition which apparently cleared before the record began but re-occurred at the point W, some $4\frac{1}{2}$ cycles later. On this record we see at the point Y the trouble has developed into a 3-phase fault which is cleared by both breakers opening at the point Z.

As indicated by these records it is possible to analyze a transient disturbance which exists only a fraction of a second, to study the cause of such a disturbance and frequently to prevent its recurrence. Thus we see that it is possible, by means of such a device as the oscillograph, to increase our knowledge of what happens in intervals of time too short to be seen and moreover to appreciate more fully the value of time, which is so important a factor in analyzing disturbances.

All Aboard for Vacation

(Continued from page 507)

And this is what Mr. Chester told us: "See that your car is in good mechanical condition at all times . . . this includes good rubber on your tires; drive moderately at all times; obey all traffic rules and regulations."

We could go into great detail as to what all of us ought to do, or ought not to do; but these three injunctions, if obeyed, will go a long way toward bringing us back safe and sound. In all friendliness and without any thought of preaching, we make these three simple suggestions. After all, if we didn't care what happened to you we wouldn't ever have brought up this subject. Goodbye, and good luck, the kind that comes with plain driving sense.

Little Girl Gets Lost In G. and E. Building

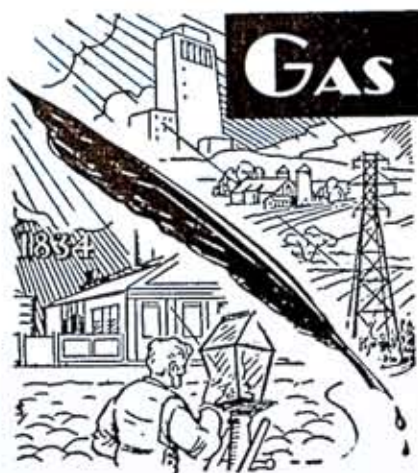
A practical demonstration of the value of an "Information Department," such as was recently inaugurated on the Main Floor Lobby of the Gas and Electric Building, was had recently, one Saturday morning. A little girl, the daughter of Mr. and Mrs. Edwin S. Oakes, 135 Trafalgar Street, got separated from her father on the way out of the building.

As the two passed through the elevator lobby the little girl got on an elevator thinking that her father was with her. Instead, her escort was Mr. Joseph P. MacSweeney, who took the elevator at that particular time, the father going straight through into East Avenue. Mr. MacSweeney consoled the little girl, and turned her over to Ruth Brierly, third floor Mailing Department. Ruth got her name and found out that the lost child knew her own telephone number. Miss Brierly then called the home and the maid said that Mrs. Oakes was at the dentist's in the Granite Building.

The father had called the mother at the dentist's office and Mrs. Oakes had called our Main Floor where Messers Carl Wittman and Gordon Ross began making inquiries which finally led them to call Miss Brierly, who had been visiting various floors in search of the little girl's Dad.

Finally Daddy came to the Third Floor and got his little girl, who was very glad to see him. This little incident shows how nice it now is to have a central headquarters in the Gas and Electric Building where various things can clear, and where information can be given of visitors to our building.

One fine way to maintain goodwill is to make it easy for persons to find who or what they want with the least possible time or bother, thus eliminating unnecessary friction or cause for complaint, with helpful service.



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*

Engineering Service

COMPANY engineers play an invaluable part in helping customers to get the specific gas or electrical device or equipment they need in their particular business. This advice is free to the customer and is a part of the Company's service.

One nice thing about such advice is that it is free from any pecuniary implications. The engineer has no axes to grind. All he wants is for the customer to be satisfied with his purchase and to be able to use it effectively in his business. Naturally, this kind of service promotes the use and sale of the products the Company distributes, gas, electricity or steam, and also makes sales of equipment for many other industries.

In conversing with one of our engineers we ran across an incident which shows up one of the bugbears of the selling game. It also indicates how effective an engineer may be in helping to keep a thing SOLD.

A distributor had sold a piece of

equipment. A contract had been signed for the equipment and it was in actual use and apparently doing a good job. The buyer, however, being only "luke warm" on his purchase, or not thoroughly sold, wanted the installation removed.

The buyer registered dissatisfaction with the equipment. He said it increased his fuel bill. He also had numerous other faults to find with it. However, the salesman who sold the equipment knew that the device was working well and actually saving the customer money. But the customer wouldn't listen to the salesman.

And here is where the engineer comes in. He was asked to try to show this buyer where he was wrong, and to prove to him that the device was doing everything it was intended to do. To make a long story short, the engineer did just that. He thoroughly resold this device to the customer, who now sees that he would have been cutting off his nose to spite his face had he let the distributor remove the equipment which he needs and which is paying dividends in real savings.

I have told you of the man who always put on his spectacles when about to eat cherries, in order that the fruit might look larger and more tempting. In like manner I always make the most of my enjoyments, and, though I do not cast my eyes away from troubles, I pack them into as small a compass as I can for myself, and never let them annoy others.
—Robert Southey

Publicity with News Value

MANY times persons wish a newspaper to print miscellaneous information about some function of their lodge, their church or some other social unit. And quite as often the editor will remark "We would like to use this but it has no real news value for our readers." Anything that has no news value is merely free publicity. No newspaper could long exist if it continually gave out free publicity, irrespective of the factor of news value.

Readers demand interest whether it be a newspaper or any other medium going to the public. But how can news value or interest be injected into your story or article? This question has often been asked of us. Some folks find it difficult to understand what news value, human interest is. For the benefit of just such persons and for the general interest of our readers we reprint below a short story which appeared in the Memphis Press-Scimitar. It had to do with an official of the Investors Syndicate, whose house organ later used it to show how branch managers could obtain constructive publicity by giving newspapers a story which bristled with reader interest. Here it is:

A. L. (Len) Cohen is going to be a little more cautious about giving young men pep talks in the future—after the experience he had the other day.

Mr. Cohen, agency manager for the Investors Syndicate, likes boys, and he takes a special interest in encouraging those who show business ability and thrift and salesmanship. That's why he and little Frank White, pupil at St. Mary's School, are pals.

Frank sells magazines—Liberty. He and Mr. Cohen got acquainted one day when Frank walked into the Investors Syndicate office and went bustling up to Mr. Cohen's desk.

"Pardon me, sir, but I'm selling Liberty, and on page 16 is an article that will interest you. I know because I read it myself. It alone is worth more than a nickel. You get all the other stories and articles free."

Mr. Cohen knew, of course, that it was just a little salesmanship speech Frank had learned, but he was impressed by the youngster's personality and pep and neatness. He was a little business go-getter—and no doubt about it. So Mr. Cohen became one of Frank's steady customers, and he gave Frank formal introductions to others who became customers.

The other day Mr. Cohen was out at Clover Farm Dairy visiting Martin Zook when a young Liberty salesman walked in. There was nothing brisk nor peppy about him, and his appearance was anything but business-like. One pants leg was down and his shirt tail was almost out.

"Want to buy a Liberty, mister?" he asked. That was all. No sales talk.

"Son," Mr. Cohen said, "that's not the way to sell anything. You make it too easy to say no. I buy Liberties from a young man named Frank White, and you don't see Frank walk up to a prospect and ask if he wants to buy a Liberty and let it go at that. He tells me something about what the magazine has in it—he gets me interested, makes me think it's a big bargain for a nickel."

"Yessir," the indifferent young salesman replied. "I know Frank. He's third in our contest."

"Aha!" said Mr. Cohen. "There you are! See? He knows how to sell. Wouldn't you like to be third?"

"Nossir."

"You wouldn't?" Mr. Cohen asked in astonishment. "Why not?"

"I'm second."

Apologies to Eldon Roark, editor of "Strolling" Column, Memphis Press Scimitar.

GENERAL INFORMATION

Net Increase in Consumers' Meters for Year Ending April 30				Net Increase in Consumers' Meters by Months					
	Apr. 30, 1937	Apr. 30, 1936	Increase	1934	1935	1936	1937		
Electric....	134,205	130,902	3,303	January.....	54*	16*	329*	253	
Gas.....	110,656	108,985	1,671	February.....	86*	55*	451*	173	
Steam.....	330	317	13	March.....	93*	55	182*	78	
Total....	245,191	240,204	4,987	April.....	266	206	318	470	
Statement of Consumers' Meters by Departments as of April 30				May.....	366	281	540		
	Electric	Gas	Steam	Total	Incr.	June.....	332	314	506
1927	92,319	98,502	268	191,089		July.....	172	233	562
1928	101,004	103,396	315	204,715	13,626	August.....	281	153	433
1929	111,852	107,343	322	219,517	14,802	September....	249	324	581
1930	116,989	108,989	348	226,326	6,809	October.....	203	211	585
1931	119,709	109,446	342	229,497	3,171	November....	191	121	456
1932	127,129	109,474	332	236,935	7,438	December.....	179	175	350
1933	126,621	108,217	322	235,160	1,775*				
1934	127,833	108,727	313	236,873	1,713				
1935	129,096	109,635	305	239,036	2,163				
1936	130,902	108,985	317	240,204	1,168				
1937	134,205	110,656	330	245,191	4,987				
Incr. in									
10 Yrs. 41,886	12,154	62	54,102	54,102					

	Month of April, 1937	Month of April, 1936	Increase
KWH Generated—Steam.....	5,863,431	3,370,449	2,492,982
KWH Generated—Hydro.....	26,721,026	26,089,084	631,942
KWH Purchased.....	3,307,787	3,333,367	25,580*
M Lbs. Commercial Steam Produced.....	154,597	131,875	22,722
MCF Coal Gas Made.....	423,053	414,075	8,978
Tons Steam Coal Used.....	13,470	11,951	1,519
Tons Gas Coal Used.....	35,239	35,759	520*
Tons Coke Made.....	24,120	24,316	196*
	Apr. 30, 1937	Apr. 30, 1936	Increase
Number of Employees.....	2,478	2,434	44
Amount of Payroll—Mo. Ended.....	\$ 389,970	\$ 382,318	\$ 7,652
Amount of Payroll—Yr. Ended.....	\$4,658,116	\$4,417,690	\$240,426
Miles of Underground Duct.....	2,046	2,037	9
Miles of Underground Line.....	3,029	3,002	27
Miles of Overhead Line.....	9,966	8,378	1,588
Miles of Gas Main.....	858	826	32
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,403	26,130	273
Total Number of Street Lamps.....	27,800	27,525	275

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for April, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$4,868.40	Sick Benefits.....	\$1,358.50
Dues and Fees—Members.....	908.21	Accident Off-Duty Benefits.....	84.55
Dues and Fees—Company.....	908.21	Family Sickness.....	0.00
Rochester Hospital Service Plan—		Medical Examiner.....	6.00
Members.....	876.00	Nurse's Expense.....	100.00
Company.....	435.20	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,311.22
Investments.....	0.00	Balance end of month.....	5,135.77
Total.....	\$7,996.02	Total.....	\$7,996.02
E. B. A. Membership April 30, 1937.....	2,209	E. B. A. Membership April 30, 1936.....	2,190
Members participating in Rochester Hospital Service Plan Apr. 30, 1937, 1,371; Apr. 30, 1936, 1,203			

Mr. and Mrs. John Martin Attend the Coronation

At the game they sat very near to where the King and Queen of England were seated. Mr. and Mrs. John Martin, parents of John Martin, of the Domestic Sales Department, and Mrs. Mary Martin Sheehan, went to England to visit friends and to attend the coronation ceremonies in London. We read a very interesting letter from them, which was just full of color and interest. They landed in Southampton, where they were met by friends. Their first thrill was at being present at the soccer cup finals at Wembley. Mr. Martin, especially, is a great sports fan. At this game, Mr. Martin said there were more than 93,000 persons, whose community singing aroused his great admiration.

The Martins stayed in Preston, which is but five hours train ride from London. They left Preston for London at 10.45 P. M. and arrived in the great city at 3.15 A. M. The crowd was immense, with millions of persons milling about for favored positions for the parade. Mr. Martin's party finally landed near the Mall, where they remained till the parade passed.

Mr. Martin recounted the great spectacle, which he described as something that might have materialized from a fairy book. The colors of the greatly diversified aggregation of troops, their arms and accoutrements, the great bands and the colorful banners, all made a show that Mr. Martin thought would be difficult for any other nation quite to duplicate.

After the coronation Mr. and Mrs. Martin continued their visiting and will be home some time in July, after what they say is the very best vacation they have ever enjoyed, partly of course because it took them back—home, to places they knew when young folks in Merry England.

Gordon Ross Receives National Honor

Gordon Ross, who is in charge of this company's Service Department, and the new president of the National Retail Credit Association, was one of the prime movers in that association's twenty-fifth anniversary convention which was held this month in Spokane, Washington. Gordon has been very active in local credit circles for many years and was responsible in large measure for the convention of the association held in Rochester two years ago, which has been called one of the very best ever held anywhere.

Mr. Ross was elected a director of the national association at the Rochester convention, and was made first vice-president last year at the June convention in Omaha, Nebraska. He was at that time chairman of the convention committee and president of the local association of credit men. It was no surprise to Gordon's friends when he returned from Spokane with a new honor, that of having been elected president of the national association. He was also one of the speakers.

This is an honor Mr. Ross deserves for the hard work and enthusiasm he has put into his credit activities. He is well qualified to lead the national association to new and greater accomplishments, all of which will have a very beneficial effect upon business in general. The activities of the National Retail Credit Association, together with those local associations of credit men all over the country associated with it, are important in that they keep business healthful through maintaining adequate credit channels which encourage trade, yet protect and safeguard the buyer.

*Drive Carefully
and Get Home Safely*

Store Front Exhibit

The Sixth Floor was the scene of an interesting display of model store fronts one day recently. This display was created for the Pittsburgh Plate Glass Company and is to be shown at about seventy-five of the largest cities in the country. Rochester is the fifty-fourth city to see the display.

The model stores and fronts show how luminous fronts may be made to attract more business and keep your place of business on the map of attention. Engraved invitations were sent out to about two hundred Rochester merchants, architects and contractors, most of whom availed themselves of this opportunity to see what good lighting and attractive store fronts mean to business.

Art Kelly Wins Stromberg Radio

Arthur Kelly spoke before the recent Convention of the New York State Telephone Association held at the Seneca Hotel. Mr. John Boylan, president of the Rochester Telephone Corporation and a director of this Company, has been president of the Association for the past five years, and was recently again re-elected.

Art's remarks were facetious and, if possible, even better than usual, partly because he had the previous day won a fifty dollar Stromberg-Carlson radio (than which there is nothing finer) in a golf tournament sponsored for the association convention by the Stromberg-Carlson Company.

Playing along with Mr. Kelly were Messrs John Boylan, Frank Byrne and J. Carson. Numbers were drawn in the blind net score contest. Art, as a guest of the association chose last draw and got a 37. Out on the course the Kelly ire rose high as Art missed a fairly easy put and received a razzing. But that failure properly to put, really put Art out in the running, in fact the

winning, for 37 was the lucky number. And even though four golfers had that lucky number, Art again courted lady luck and won in the drawing off of the four way tie. There's sure "Somethin' 'bout the Irish," as a modern song has it, and the Kellys shure have plenty of luck in the pinches.

Male Chorus Goes "Through" College

IT was an enthusiastic audience which greeted the Male Chorus on its appearance at Keuka College on the evening of May 19. Moreover, it was one which has a fine appreciation for music. The reception the chorus received was perhaps the most enthusiastic of its entire year to date.

The trip was especially interesting for the singers, too. Each man was seated with one of the teachers at the college, at dinner. This bit of camaraderie with the pedagogical side of a college was greatly enjoyed. James Yost, Gas Manufacturing Department, had the good fortune to be seated beside the president's wife, Mrs. J. Hillis Miller. It just happened that both of them came from below the "Mason Dixon Line" which added a fine touch to the conversation.

Keuka "Songbirds" Sing

During the excellent dinner, the "songbirds" of Keuka College, who have won recent honors in collegiate singing circles, favored with a few selections. They demonstrated that not only have they fine voices, but that these voices have been trained to a fine point of perfection. An added attraction for Harry Taillie was meeting his daughter Marjorie, who is a student at Keuka.

Cal Brown and Schuyler Baldwin got a mention in the fine welcome accorded the chorus by director of public relations, Bertram L. Hughes, by their bold foray on Keuka Lake, in college

canoes, to get atmosphere for the "Viking Song"; and Bert Lewis also made "first page" in these remarks. Bert sat next to Mr. Hughes, who discovered that, after many years of searching, he had at last found another "Bertram L." All this helped to get the men in prime emotional condition to do their best.

It was interesting singing to an audience of women; there were but a sprinkling of men. The feminine psychology of humor was demonstrated to perfection. The Chorus feels sure it knows what type of numbers will please the feminine risibilities. This indeed was a lesson in applied psychology. We reproduce below a nice letter written by Bertram L. Hughes concerning the concert:

Letter From Keuka's Director of Public Relations

Letter from Director of Public Relations of Keuka College, to the director of the R. G. and E. Male Chorus, relative to recent concert

"On behalf of the college I want you to know how profoundly grateful and appreciative we all are for the splendid performance rendered here last night by you and your Male Chorus. It was a success from beginning to end and one that will remain indelibly impressed upon the entire personnel of Keuka College and its friends who attended.

"It was an excellent thing that you included numbers of your program that had the right lightness of touch, humor and fun, for it served as a tonic to a student body and faculty that faces the next day and the week following the final examinations of the year.

"Your organization succeeded admirably in its mission of establishing goodwill, but I believe that it went a great deal further last night and created an intangible something that seemed to electrify the auditorium. Never have I heard a more appreciative audience, never a finer men's glee club. May I add that our teacher of voice, Grace Wynne Tapley, of Geneva, declared that it was the finest men's glee club she had ever heard in her life. You did a good job with the baton and drew a tremendous lot from your chorus.

"I should like to single out for special mention Tommy Weir, Sylvester Bovelli, the Saxophone Quartette and the Hill Billies, but wish to say that every man in the outfit was a credit to the organization . . ."

Women's Section Party

The Women's Section party at the Chiselers Camp was a delightful one, up to the par that is always expected from this live organization. There seems to be no end of good talent. Let us mention some of it.

With Doris Fink as pianist, Ruth Bantleon sang two numbers "By the Waters of Minnetonka" and "Press Thy Cheek Against Mine Own." William Hudson and his harmony trio, Mary Powers, Mildred Wood and Freda McAdam, rendered some snappy, harmonious tunes of late vintage. Jean Kehr did some nifty tap dancing, all garbed out in a fetching red military costume.

Helen Smith was mistress of ceremonies, and kept things humming in fine style. A feature of the evening was the presentation of a colored film on Bermuda, by Mr. Grinnell, of the Kalbfleisch agency.

The committee in charge of the event was: Marion Thiem, Thelma Hoesterey, Alice Longbine, Marie Fredericks, Harriet Kipp (all these "cooks" on the food committee didn't spoil the broth). Mary McLaughlin had charge of the transportation and Louise Amish was treasurer.

It was nice to have so many out of town women of the Company present. Those who were present from the district offices: Dorothy Gage, Mabel Patchen, Marian Olmstead, Hazel Granger, Muriel Burlee, Catherine Benjamin, Mrs. Hollis Young, Carmelita Kelly, Catherine O'Rourke, Evelyn Hunt, Maud Thomas, Louella Smith, Frances Murphy and Aileen Laidlaw.

A recent college graduate applied in the local butcher shop for a job. The butcher looked him over carefully and then said: "We need an energetic young man to run the slicing machine. Have you ever had any experience?"

"I used to play golf."



Edwin L. Spanagel recently attended a meeting of the industrial gas section of the American Gas Association which was held in Chicago.

Richard E. Kruger, chairman of the gas production conference of the American Gas Association, and Fred Pfluke, who presented a paper on coke sizes at the conference, are featured along with others in illustrations appearing on page 235 of the American Gas Association Monthly. The Production Conference meetings were held in New York City, May 24, 25 and 26.

Nelly Huddy and Bessie Wittman recently spent ten delightful days vacationing in and about Atlantic City.

Muriel Metcalf recently enjoyed a two week's trip to Havana, where she got quite a thrill from the foreign aspect of her surroundings. She visited many intensely interesting places and greatly enjoyed the boat trip.

Esther Shippy and Catherine Lapp are spending a couple of weeks in Boston as the guests of Mrs. Gertrude Shippy Moore. They have planned some shore dinners and visits to many of the historical spots dotting that section.

Phil McDowell, of Station 6, is contemplating a vacation in the South, renewing old friendships below the Mason-Dixon Line.

Landis S. Smith, Norman Davidson and Louis Shnidman attended the 28th annual convention of the National District Heating Association, which was held in Detroit, May 25 to 28. Landis, as chairman of the educational committee, gave his report for the year and Louis contributed a paper on "Limitations of the present methods of determining the purity of steam." Norman Davidson flew out and back.

There will be fireworks at the Smiths' Shack on July Fourth. Present and past members of the Mailing Department, their families and friends, are invited to be present. There will be baseball and horseshoes at 3 o'clock and onward, swimming (bring your suit), and a picnic supper from 5.30 to 7 P. M. The fireworks will begin at about dark and last until the last bit of powder sputters off into the atmosphere around Railroad Mills. Bring your own food and fireworks and wear some old clothes.

Mrs. William Edgar with a party of friends recently visited New York City. They saw a baseball game between the New York Yankees and the Philadelphia Athletics, visited Radio City and saw some of the new shows.

Marie Schiro recently visited her sister, Mrs. Rose Marie Lando, who resides in Corning, N. Y. Mrs. Lando is a former member of the Coke Sales Department.

Vacation time brings new friends and new experiences to most of us. An example of this was the recent trip of Lois Tompkins and Dorothy Dake to North Industry, Ohio, where they renewed acquaintance with Mr. and Mrs. W. S. Henry, whom they met on their extended vacation trip and voyage last year.

Mary McLaughlin, transportation office, recently qualified for her driver's license. She says that all she needs now is a car to have a grand vacation.

Dave Hodgson, son of Mr. and Mrs. Fred Hodgson, is home for the summer vacation from the Philadelphia School of Osteopathy. He is working this summer in the Credit Posting Department, having had previous experience in this department as a night employee some months ago.

On Saturday June 12, Norman Brink, of Andrews Street, was married to Miss Edna Zahlamn, daughter of Mr. and Mrs. R. Zahlman, of 13 Carl Street. Reverend Schrader of the Salem Evangelical Church performed the ceremony, after which there was a reception to immediate friends of both families at the bride's home. The bride and groom left Rochester for a motoring trip to the Adirondack Mountains. Lake Champlain and Saratoga. They will reside at 1151 Bay Street, their new home.

The Industrial Department's social committee is planning its picnic for the middle of July. It will be a combination picnic and lake cruise to Cobourg, Ontario. The noon meal will be served in the ship's dining saloon, and in the evening a buffet lunch will be enjoyed on deck. Music, dancing and a program of deck games is planned for members of the department and their families and it is expected most department employees will plan to be on deck.

Marjorie Gordon motored along the famous Allegheny Mountain Trail into New York City, and visited with her father in New York.

Sarah Blair, of the Cashiers Department, spent a few days in Elmira recently, and had a very enjoyable time visiting among friends.

Mabel Perry sang at the Rose Tea and Musicale held recently at the Mt. Morris Methodist Church. Doris Horner was her accompanist, and her program consisted of the "Blind Girl's Song" from the Opera, La Geaconda, and "Marguerite" from Faust.

Marian Corris attended a House Party in the Adirondack Mountains over the Decoration Holiday, and enjoyed the trip and party very much.

Mabel Perry and Doris Horner motored to Flint and Lansing, Michigan, to visit relatives whom they had not seen for some time.



Norman Gruschow, son of Mr. and Mrs. C. Gruschow (the former Marjorie Pinkerton, Consumers Bookkeeping Department). Norman is over one and one-half years old and lives with his parents in Syracuse, N. Y.



Members of the committee of arrangements for the recent Music Festival of the Women's Chorus, held at Brick Church Institute. From left to right they are: Lois Tompkins, Evelyn Hering, Frances Anderson, Freda McAdam and Mildred Wood.

Mr. Warrant Wagoner, son of Mr. and Mrs. Mark Wagoner, was married to Miss Alice Lenhard, of this city on Saturday, April 5. The ceremony was performed at the rectory of the Holy Family Church by the Rev. Father Gefell. Following a reception, Mr. and Mrs. Wagoner left on a motoring vacation to Old Forge and other places in the Mountains.

Miss Adeline Zachert was a recent guest of Miss Melissa Bingeman, of the Chamber of Commerce, at her summer cottage at the lake.

Mildred DeWolf recently left the Company's employ to return to her home in Rome, N. Y. On the day she was to leave she received news of the death of her father. Mildred's associates in the Industrial Department gave a dinner in her honor at Old Spain, and presented her with an easy chair as a memento of their esteem.

The Contract Bridge Club was entertained on Saturday afternoon, June 5, by the Misses Marie Fredericks and Alma Spindler, at the Avon Inn. A very fine dinner was served to the following members: Helen Thompson, Arlene Fuller, Mabel Richter, Marian Miller, Rosalie Bridgeman, Ann Howe, Edith Wilson, Lois Consaul, Marian Rossney and Dorothy Fisher. Dorothy won first prize in the bridge play, with Ann Howe qualifying for second prize, and Marian Rossney, third prize.

Albert Koehler, who is a dispatcher at Andrews Street, carries his liking for electricity into his spare time pastimes. Recently he has been trying to get some good photographs of lightning flashes, with his Kodak. Incidentally, he might get some good ideas in dispatching from Thor, the god of thunder and lightning, which he could put into everyday practice. You know, Ben Franklin did.

Gus Dawes' father, Joseph Dawes of Boldon, Newcastle, England, is spending two months vacation in this country visiting his children's families in Rochester and West Virginia. Gus says he is having a hard time keeping track of his father as he is out every night visiting with numerous friends.

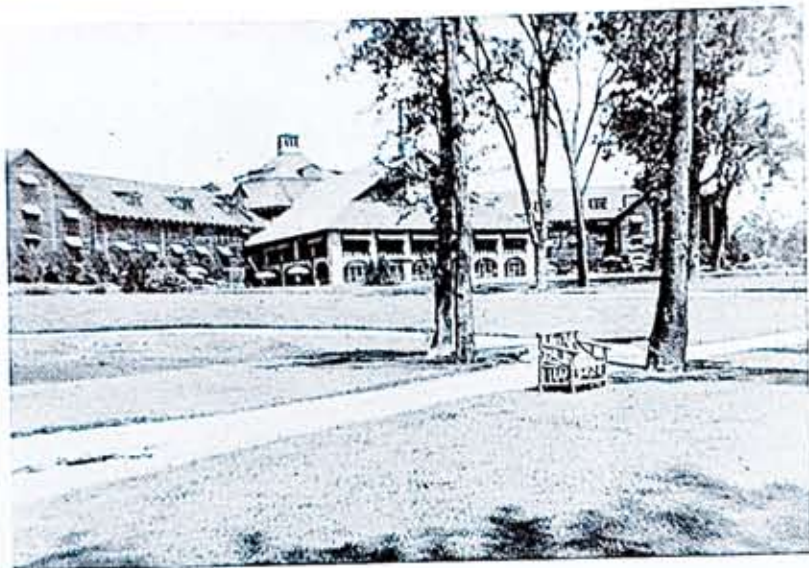
Herbert J. Fry is a great lover of horses. His steed "Talisman," whose picture is shown below, has been shown at the Brookside Club and the Rochester Country Club in the three-gaited classes. At present he is kept at the Leigh farm in Fairport and is being driven occasionally to cart. Herbert is getting him ready to show in combination classes soon. "Talisman," called "Sonny" for short, is as sound as a dollar and has a disposition hard to equal.

Mildred Lee and Elsie Grundman, both of Webster, N. Y., who are employed in the Mailing Department, are members of the Kretz Girls famous soft ball team. On Friday evening, June 11, they played in the games which initiated Williamson's new lighted baseball field, at Firemen's Park. They helped the Kretz Girls win before a crowd of about fifteen hundred baseball fans.

Lucas Caple is chairman of the entertainment committee of the Parent Teachers Association of School Number 52. The excellent attendance at Parent Teacher functions during the year is proof of his good work. At one of the recent meetings, more than five hundred parents and friends turned out to hear the special attraction for the month, which was the R. G. and E. Women's Chorus.



Herbert J. Fry on "Talisman," whose nickname is "Sonny." They have great times together. "Talisman" is a seven year old chesnut gelding. He stands fifteen and one-half hands high and weighs about nine hundred pounds.



The Seigniory Club, Canada, from a photo taken by Margaret Bridgeman. Remember your Magazine with photos of your vacation.

Margaret Bridgeman, who is a member of the Rochester Zonta Club, spent the Decoration Day week-end with a party of Rochester Zontians who drove to the Chateau Seigniory, forty-five miles from Ottawa, Canada. At the Seigniory Club they were guests of the Ottawa and Montreal Zonta Clubs. A wonderful time was had by thirty-three Rochester Zontians and the ten Rochester guests in this beautiful country. Canadian hospitality was par excellent.

A son, Ardean Lewis, was born to Mr. and Mrs. Raymond C. Wells, at Memorial Hospital, Canandaigua, N. Y., on May 26. Mr. Lewis is office manager of the Canandaigua district offices.

Loretta E. Smith, of the Canandaigua office, spent the recent Memorial Day week-end holiday in New York City. Mrs. Maude Thomas, also of that office, went to Toronto, Canada, for the week-end.

Theodore Avery and Everett Pierce, of Canandaigua, recently returned from a very enjoyable camping trip to the Adirondack Mountains.

In celebration of the approaching wedding of Florence Durnan, the Payroll Department planned a picnic which was held in Genesee Valley Park, on Tuesday June 8. A satisfying picnic lunch of hot dogs, pickles, sandwiches, salads, cake, coffee and other things was greatly in demand after games and bicycle riding had been indulged in. Everyone had a jolly time and the event was a fitting au revoir to Miss Durnan, whose future husband had a difficult time getting her away from the party.

The Oak Hill Country Club was the scene of the annual dinner of the Contract Bridge Club, on Wednesday evening May 26. The dinner, as usual, was excellent, and following it bridge was played. John Clark, the club's instructor, was presented with a Jim Thompson golf club and some golf balls as a small token of the appreciation of the members for his good work. In the bridge playing Mabel Richter won first prize; Mrs. Herman Russell, second; and Helen Thompson, third. Retiring officers Dorothy Fisher, secretary, and Lois Consaul, treasurer, were presented with beautiful corsages.

Jule F. Kastner, of the Steam Division, on Thursday, May 27, was married to Miss Laura Fincher, daughter of Mr. and Mrs. Fred W. Fincher, of Chili Avenue. The ceremony was performed by the Reverend George Middleton, at the Cavalry Baptist Church, at 4:30 P. M. Following a dinner and a reception held at Spring Brook Inn, Caledonia, Mr. and Mrs. Kastner left by motor for Canada. Upon their return they will make their home at 472 Chili Avenue.

A little daughter, Barbara Beath Harry, was born to Mr. and Mrs. Chester Harry on May 13, 1937, at the General Hospital. Little Barbara weighed in at five pounds and looks like a champion, says her Daddy who is employed at West Station.

Katherine Coyne is the euphonius name of a nice little girl the stork delivered to the home of Mr. and Mrs. James Coyne, 1157 Genesee Park Boulevard, on April 22. Katherine brings the Coyne family to a happy foursome, and is a dandy companion for little Patricia Coyne, now aged six years.

John Clark says that he flew through the air with the greatest of ease on his recent business flight from Washington to New York, New York to Chicago and Chicago to Rochester. He has a great admiration for the service given on the transcontinental flyers. He enjoyed an honest to goodness dinner served in the clouds. The piece-de-resistance was a three-part dessert which capped a fitting culinary climax on a very tasty and well served dinner. Mr. Clark's mission was in connection with a power contract for the Cavite (Philippine Islands) Navy Yard, and the inspection of model homes and kitchens as charmingly built in Chicago. For the latter he had nothing but praise and came home with lots of usable ideas.

H. L. Coleman of Geneva, New York, is a new member of the Personnel and Public Relations Department, and at present his duties will be in connection with the pension work of this department. Mr. Coleman recently was graduated from Hobart College.

Edward Schleuter and Bob Pocker have been trying their luck at Sandy Lake and Fairhaven. They got good catches in both places and came home with pan fish aplenty.

The cast of the R. G. and E. Dramatic Club held a picnic and dinner at the Chiselers Club on Thursday, June 10. Bill Fisher and James Nolan prepared the steaks and the entire cast starred in the very enjoyable repast. When it came to the dessert, there were many encores and the culinary department found it necessary to answer numerous curtain calls.

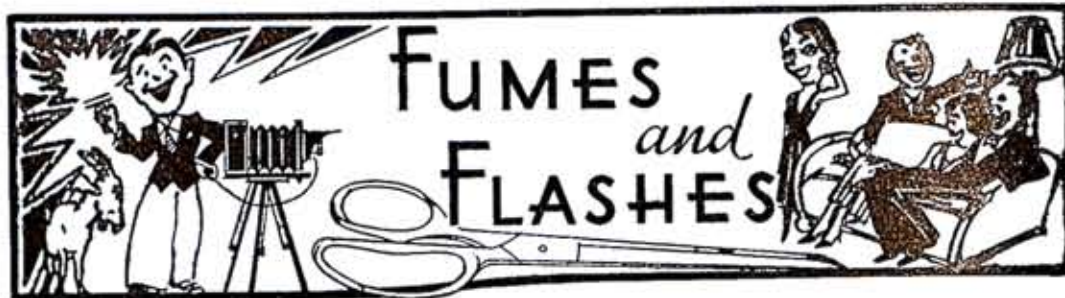
OBITUARY



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.

George H. Decker died May 21 at Strong Memorial Hospital. He has been employed in the Company since December, 1924. He is survived by his wife, Hazel W., and one son, his mother, one sister, and two brothers.

Peter Connellan, employed as lineman at East Rochester entered into rest Tuesday, June 8. Mr. Connellan has been with the Company since July, 1914. He leaves his wife, Mary, three sons, three daughters, five sisters and two brothers. Funeral was held from the home and St. Jerome's Church. Interment in Holy Sepulchre Cemetery.



Nautical Nausea

She: "You remind me of the ocean."
 He: "Wild, romantic, restless—?"
 She: "No, you just make me sick."

Swing It!

"Well, I think I'll put the motion before the house," said the chorus girl as she danced out onto the stage.

2-Reeler

Mrs. Blupe: "Did you see the Smith twins?"
 Blupe: "Yes."
 The Mrs.: "Don't you think the boy is a picture of his father?"
 Blupe: "I sure do—and the girl is a talky of her mother."

Encore

"The other night I went to an amateur theatrical performance, then went home and had a terrible dream."
 "What did you dream?"
 "I dreamt I went to it again."

The Real Patriots

A woman attended a lecture on the Pilgrim Fathers. At the end of the lecture she said: "We have heard a lot about the Pilgrim Fathers. What about the Pilgrim Mothers who had to put up with the Pilgrim Fathers?"

Ecclesiastical Candor

The minister was contemplating the new baby. "Well, now that you have seen him," said the fond mother, "who do you think he is like?"
 The guest looked at the child for a moment and said: "Well, of course, intelligence has not yet dawned in his face, but he is wonderfully like both of you."

To the Letter

"He threw his slippers at me and told me to go to the devil," sobbed the unhappy daughter.
 "You did right by coming home to me," answered the mother.

You're Tellin' I?

Employer: "My boy, I started out of college on the theory that the world had an opening for me."
 Office Boy: "And you found it, sir?"
 Employer: "I did. In fact, I'm in the hole right now."

Shifty

Shoemaker: "This is the first complaint we have ever had about this make of shoe. Didn't they fit you?"

MacIntosh: "Aye, they fit me all right, but they're a wee bit tight for my brother on the night shift."

Hole-Proof Selling

"These stockings are the very latest patterns, fast colors, hole-proof, won't shrink, priced far lower than elsewhere, and a very good yarn."
 "Yes, and you tell it well."

The Candid Kid

"Thank you so much," said a woman to a laboring man who had given her his seat in a street car. "That was very kind of you."

"Not at all, ma'm, not at all," protested the man. "I know some men don't give up their seats to anyone except pretty girls, but looks don't make any difference to me."

Take It Easy

Speed Fiend (as he slowed down a bit): "Whee! Don't you feel glad you're alive?"
 Timid Passenger: "Glad isn't the word. I'm amazed."

Business First

Doctor: "There goes the only woman I ever loved."
 Nurse: "Why don't you marry her?"
 Doctor: "I can't afford to. She's my best patient."

Engineering Project

The wife of a statistician persuaded her husband to stay at home one Saturday afternoon and spend the time with his three small and energetic children. He was quite willing to do this as he said he wanted a chance to do some reading. When his wife returned home she was handed a paper on which her husband had set down these facts:

Dried tears—9 times.
 Tied shoes—13 times.
 Served water—18 times.
 Toy balloons purchased—3 per child.
 Average life of balloon—12 seconds.
 Cautioned children not to cross street—21 times.
 Children insisted on crossing street—21 times.
 Number of Saturdays father will do this again—0.

The Brook of Knowledge

When the swivel chair ain't fittin'
 'N my face won't bend a grin,
 'N I don't like what I'm gittin'
 Then, brother, I begin
 To packin' my belongin's
 'N testin' out the twine,
 For I've got that annual longin'
 For that fishin' hole o' mine.

There's a shady pool a nestlin'
 In the shelter of a tree
 Where the stream is quiet, restin'
 On its mad rush to the sea.
 'N somewhere in that basin
 Is a finny, fat old boy
 That for two years I been chasin'
 'N he'll leap and splash with joy.

I'll try him with a spinner,
 'N a grass-bug bye'n bye.
 Then with spoon I'll tempt the sinner
 Or perhaps a big deer-fly.
 When I've concluded with a shrug
 The rascal must be gone
 He'll do a leap 'n hit my bug,
 'N boy! The battle's on!

The world is gone. There's just a pool
 'N life 'n him 'n me,
 'N down he goes 'n takes the spool,
 Then up again with glee.
 I'll tire him out. He'll want to quit!
 I'll reel him closer—closer—
 But will I get him in the kit?
 By the ghost of Izaak—No Sir!

That old boy ain't been to college,
 But he teaches things to me
 From the silver Brook of Knowledge,
 Where you're what you want to be.
 And I hope I never land him,
 That old finny, speckled sage,
 'N the best wish I can hand him's
 That we both die of old age.

— Phil Braniff, Joplin Supply Co.

Good Timber

The tree that never had to fight
For sun and sky and air and light,
That stood out in the open plain,
And always got its share of rain,
Never became a forest king
But lived and died a scrubby thing.

The man who never had to toil,
Who never had to win his share,
Of sun and sky and light and air,
Never became a manly man
But lived and died as he began.

Good timber does not grow in ease;
The stronger wind, the tougher trees.
The farther sky, the greater length;
The more the storm, the more the strength;
By sun and cold, by rain and snows,
In tree or man good timber grows.

Where thickest stands the forest growth
We find the patriarchs of both,
And they hold converse with the stars
Whose broken branches show the scars
Of many winds and much of strife—
This is the common law of life.

— *Selected*

