

# GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

May 1937

Vol. 21 • No. 4



*Are You Ready for  
The Ice Cube Season?*



# YOUTH



NOT A TIME OF LIFE  
BUT A STATE OF  
MIND!



*Presented through the  
Courtesy of the  
Massachusetts Mutual  
Life Insurance Company*



**Y**OUTH is not a time of life—it is a state of mind. It is not a matter of red lips and supple knees; it is a temper of the will, a quality of the imagination, a vigor of the emotions; it is a freshness of the deep springs of life. Youth means a temperamental predominance of courage over timidity, of the appetite of adventure over love of ease. Nobody grows old by merely living a number of years; people grow old only by deserting their ideals. Years wrinkle the skin; to give up enthusiasm wrinkles the soul. . . . Worry, doubt, self-distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit back to dust. Whether seventy or sixteen, there is in every being's heart the love of wonder, the sweet amazement at the stars and starlike things and thoughts, the undaunted challenge of events, the unfailing child-like appetite for what next, and the joy and the game of life. . . . You are as young as your faith, as young as your self-confidence, as old as your despair. In that central place of your heart there is a wireless station; so long as it receives messages of beauty, hope, cheer, courage, grandeur, and power, from the earth, from men and from the Infinite, so long are you young. . . . When the wires are all down and all the central place of your heart is covered with the snows of pessimism and the ice of cynicism, then are you grown old indeed—and may God have mercy on your soul.

## Twenty-five Thousand See Windsor Model Home

**S**OMETHING new in model homes was the Windsor gas home recently on display on Boulevard Drive, off lower Lake Avenue. This home, which was replete with modern gas devices and appliances was actually inspected by a total of more than twenty-five thousand Rochesterians. On some Sundays during the month in which it was open to the public, more than five thousand persons walked through it and received telling impressions as to what a modern home can be.

This Windsor home was designed by architect Howard E. Stone. It contains gas home heating; Electrolux (gas) refrigeration, as shown on our cover picture; has a gas Disposal unit for eliminating garbage, gas water heating and many other gas appliances, plus numerous electric appliances such as dishwasher, mixer, electric washer, etc.

Model homes get over to the public in an interesting manner the strides made in gas and electrical fields in the

*(Continued on Page 489)*

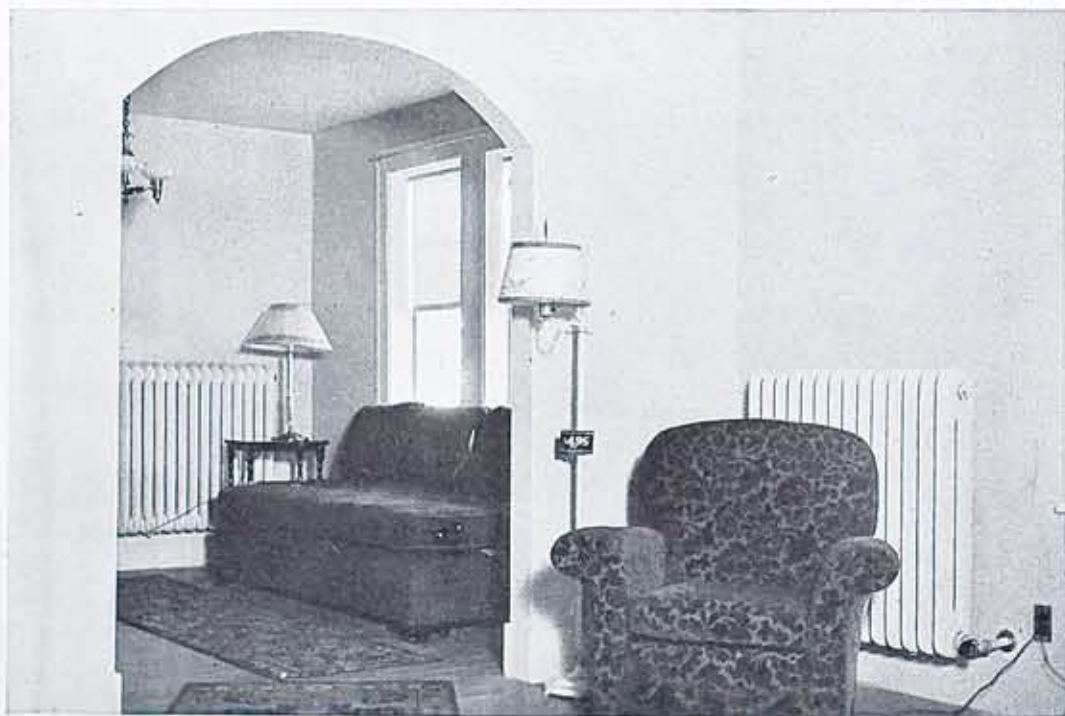


The Windsor model home, one of Rochester's first gas homes to be thus featured. It is equipped with gas home heating, Electrolux (gas) refrigeration, automatic gas water heating, has a gas disposal unit besides all of the modern electric appliances of the day. The cover picture shows a corner in the kitchen, where the 1937 Electrolux holds forth.





This Hilton apartment house was formerly the old church shown on the opposite page. Services were held in the church until 1920. Recently it was sold to Mr. John Floyd, who has made it very desirable as an apartment home.



Corner of one of the apartments. A house warming by the Leah Chapter, O. E. S., with dinner and bridge party officially opened the new apartment house. Mrs. Harlan Cooper was on the arrangements committee. A basement play room for apartment guests is being planned by Mr. Floyd.

## Old Hilton Church Becomes Modern Apartment House

**T**HE First Baptist Church of Parma was organized in 1809. Services were held at the homes of parishioners, however, until the first church was built in 1830. At this time Hilton was a secluded spot, practically all forests, with a few Indian trails, mostly extending east and west. There were Indians in this section at that time, mostly friendly.

In 1821, about the time of the completion of the Erie Canal, there was an influx of settlers in the vicinity of Hilton. The school houses of those days were small and inadequate for the numbers of persons who wished to attend religious services. Therefore, the First Baptist Church organization raised sufficient funds to build the first church (1830). This church burned down in 1877, and was superseded by the church shown in the illustration on this page.

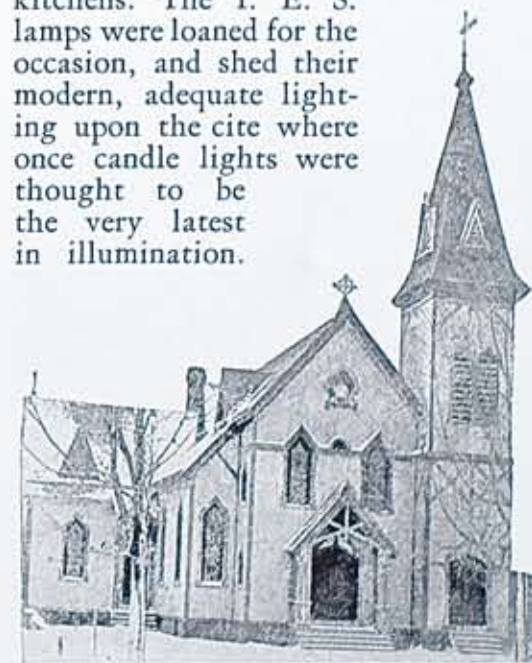
After serving the good people of Hilton for many years a new church was built on a different site. The old church was sold some months ago to Mr. John Floyd, of the Eastman Kodak Company, who has made it into a modern apartment house. This apartment house as our illustration shows, still retains something of its ecclesiastical exterior. Inside, where parishioners worshipped for so many years, one finds apartment homes, furnished with the modern conveniences.

What a contrast to the olden days of hardship the picture of modern day convenience presents. In the early days of the First Baptist Church of Hilton when meetings were held in homes, a pastor was able to earn but from \$10 to \$15 and \$18 per year for part time work. In 1823, this salary had reached \$50 for part time service, but by 1843 the society voted to pay pastor C.

Kingsley \$300 a year and the use of the parsonage for one year's salary. And that was a lot of money in those days, when an acre of land brought (as a matter of record) but two dollars.

Those pioneering days laid the foundation for much that we have that is fine in our lives today. The hardships of the early settlers contrasts against our comparative ease of life and comfortable financial outlook today. Dense forests have given way to good roads, and pedestrian or horse transportation to automobile traffic. Time marches on!

"At the house warming for the new apartment, the Order of Eastern Star, Leah Chapter, featured a dinner and bridge party. This gave guests an opportunity to inspect the new apartment home, see its fine modern lighting and attractive rooms and modern kitchens. The I. E. S. lamps were loaned for the occasion, and shed their modern, adequate lighting upon the cite where once candle lights were thought to be the very latest in illumination.



This church, erected in 1878, was reconstructed and turned into the modern apartment house shown on the opposite page.





Modern signs call attention to YOU and YOUR PRODUCT, night and day, and keep you on the map of public appreciation, good will and business.

## Electric Signs Promote Business And Produce Good Will

JAMES THANNEY, *Industrial Department*

ADVERTISING is the most important consideration given when it comes to merchandising a new product or establishing a new location and illuminated signs are accepted as one of the best mediums in promotional advertising. The modern sign equipped with Neon tubing in the various color combinations together with modern backgrounds, excite ad-

miration and command attention, and the working out of intricate motifs in action is so simple and beautiful, that any program of advertising would be incomplete if not given this consideration.

Directing day and night attention to a product, institution or retail establishment in such an effective manner is most general and with light intensity becoming more pronounced the merchants and industrialists avail themselves of all these progressive advantages.

The year of 1936 was exceptional. There were erected in Rochester's downtown and outlying sections, 486 signs with a total consumption of 1,650,000 Kilowatt Hours, or a 48% increase in current consumption for signs, which should be a convincing argument of the importance of the electric sign. Merchants say that these signs bring a real acceleration in their business and help to pyramid profits.

Electrically illuminated signs are considered workers. There is no medium that returns such good results in all forms of goodwill. They keep you and your business location constantly



Electric signs give nationally known trademarks a forceful impetus, after dark, and send your message burning into the attention of the public.



Central Chevrolet's new building, which is designed to make the most of a modern sign motif. The name "Chevrolet" and the electric clock are bullseyes you just can't escape.

before the people, and designate your products in the most effective manner.

All important retail establishments make use of the small direction sign, and signs called attention getters, also the window silhouette, of which 1200 were placed in 1936, in addition to other signs. Bill boards are now using Neon in clocks, thermometers and other attractive designs making them much more effective than before and there is no telling where the progress of light and color in this form will end.

There was a time when electric signs were merely an adjunct to a business, something that was bought partly because some sign salesman did the missionary work and sold a customer on the idea. Today, electric signs are figured in as a regular part of the

business itself, at least by progressive merchants and dealers.

When a building is designed today, plans are made for its electrical adornment, for flood lighting and for electric signs designed to keep that particular business before the public night as well as day. Electric signs have come into their own. Not merely do they help sell products, but they also help to present a business or industry in a pleasing "light" to all the thousands who pass by.

Electric signs in all the glory of their modern design are really a part of the personality or character of products and businesses. They are the smiles of business which make folks feel like dropping in and getting acquainted, and this is the first step in good selling.

Electric signs are a part of the "personality" of your building or store.



Sign designers know how to attract customers to your place and product. Combined with good lighting, signs lead the way to bigger, better and a more harmonious business and show your goods in the attractive atmosphere of warm visibility.



## Lieutenant Doud's Riding Class Intrigues Men and Women Employees

SONGS and poems have been written about the horse, that fine animal high up in the I. Q. of quadrupeds which is one of man's best friends. A verbal tribute to the horse is the expression "horse-sense" which is so often found in the conversation of human beings. The horse is one of the big factors in the progress of man; its help aided man to rise above the handicaps of his early existence, to till the soil, and travel from place to place throughout the varied stages of his evolution.

Shakespeare put these words into the mouth of one of his regal characters: "A horse, a horse, my kingdom for a horse." There may have been a time when a good horse was worth a king's ransom. Today, however, even though the horse is thought by many to be on the "way out" horses are

still in demand, perhaps not so much as a beast of burden as a mute companion and friend during recreational periods.

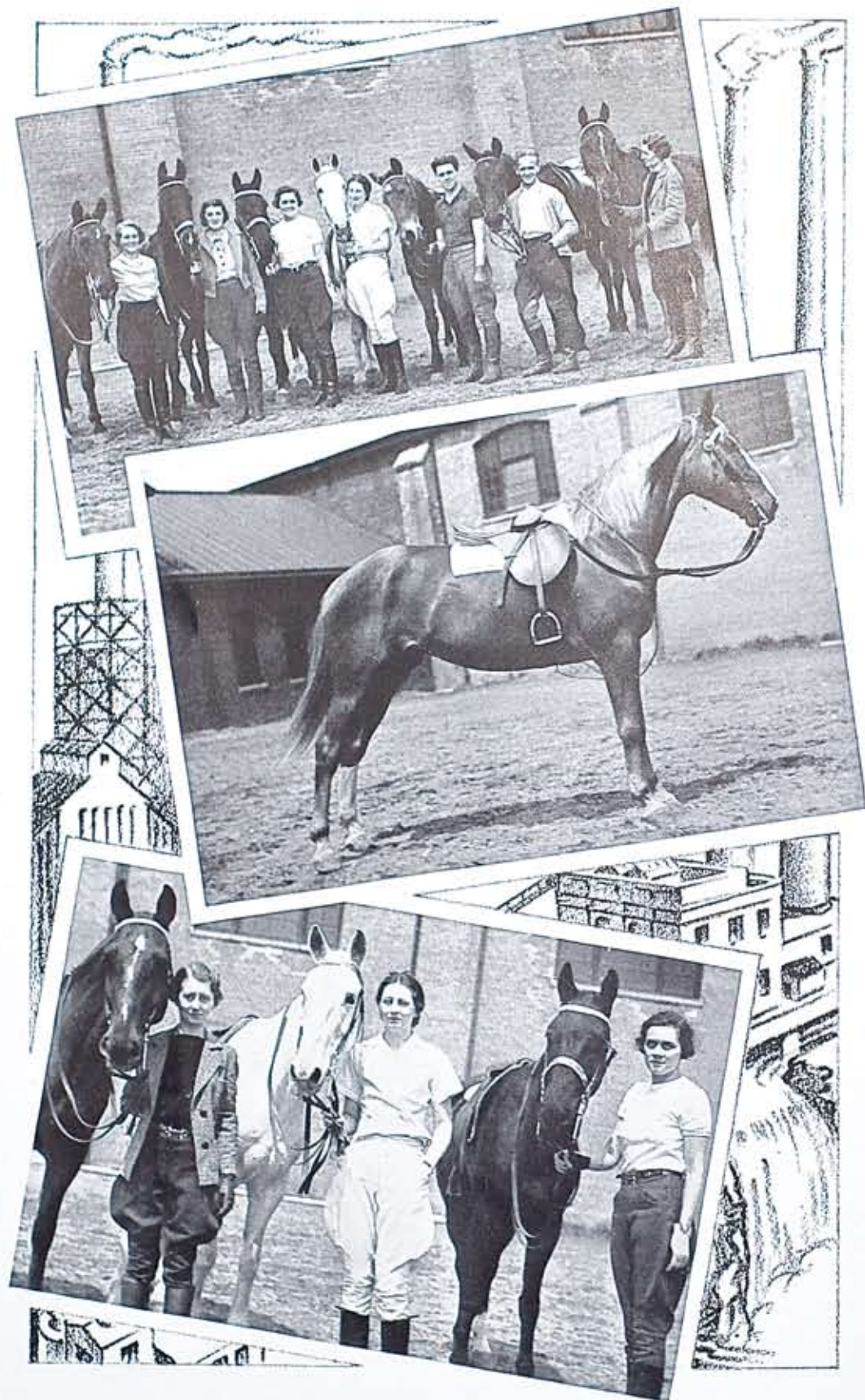
Thanks to the cooperation of Troop F and the 121st U. S. Cavalry Armory, on Culver Road, horses are made available for riding classes and for individual use to those who enjoy riding. Lieutenant Al H. Doud, of Andrews Street, for some months has conducted a riding class for women employees. This class was recently opened to men employees and plans are even now being made to make next fall a banner riding season.

Lieutenant Doud has known and understood horses since boyhood. He is an experienced rider and a good

(Continued on Page 489)



Members of the riding class waiting for their horses to be brought out by Sergeant Harry Rosenberg, alias "Rosy" and his men at Troop F, 121st Cavalry Armory. From left to right they are: Raymond Bauer, Lora Yendes, Lieutenant Alfred Doud (instructor), Lois Tompkins, Laura Morrill, Catharine Deveney, Helen Schoen and Kenneth Plotter.



Top: All ready for the riding lesson. Employees lined up to receive instruction in equitation from Lieutenant Alfred Doud, who is employed in the Line Construction Department. Center: This is "Maribelle" Lieutenant Doud's charger. Bottom: Left to right, Helen Schoen with "Jiggs," Catharine Deveney, with "Smokey" and Laura Morrill with "Watcheye."



# "Favorite Appliance" Contest

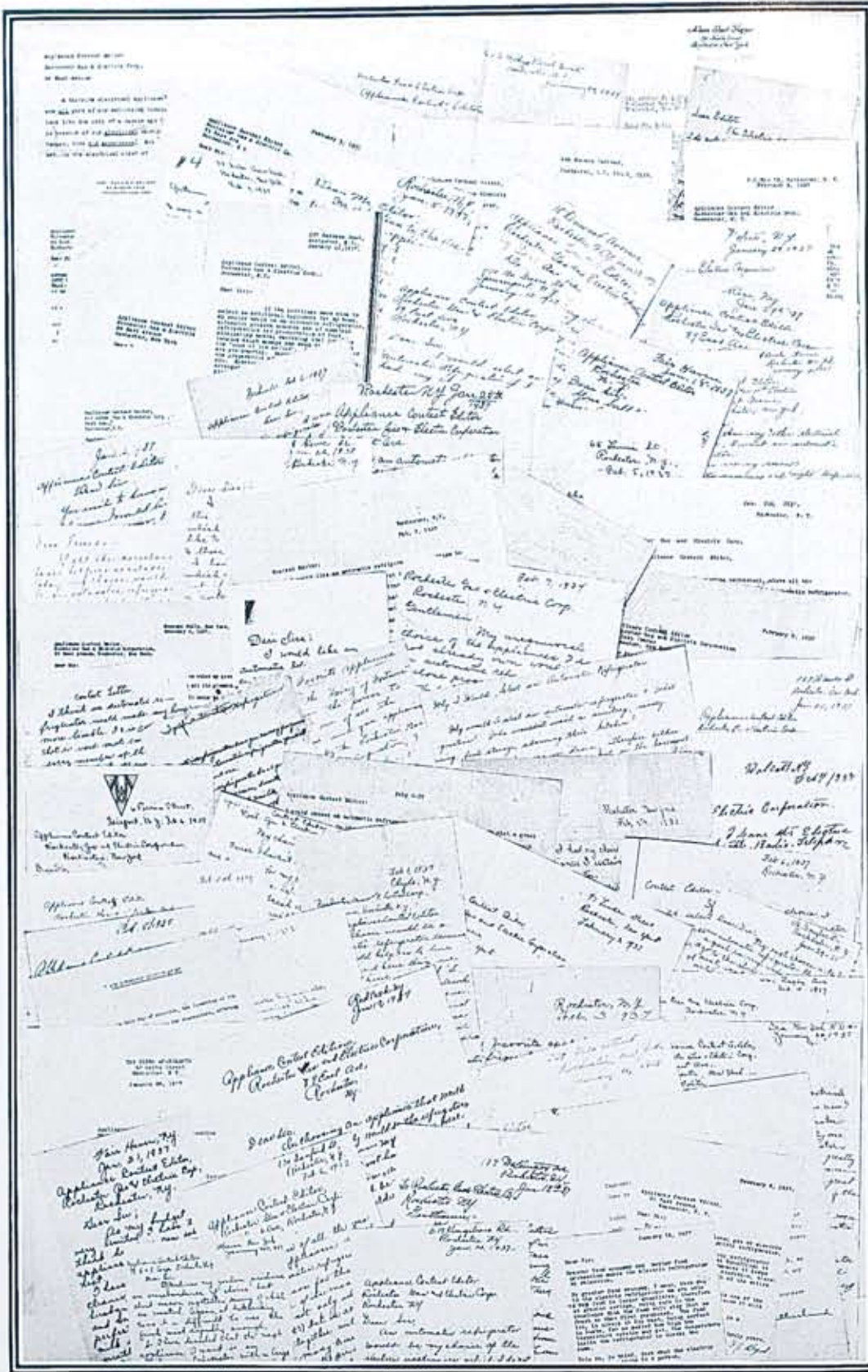
THE Company takes this opportunity to thank all those who competed in its recent "Favorite Appliance Contest." Nearly a thousand letters were received from women who specified which gas or electric appliance they would prefer to have in their homes in addition to those they now own. Such fine letters they were that the judges had to work many hours to select the winners of the cash prizes awarded.

After careful consideration the judges decided the winners to be as follows: First prize, \$25—Mrs. Cyril F. Hopper, 121 North Street; Second Prize, \$15—Elsie Trimby, 49 Melrose Street; Third prize, \$10—Mrs. Louise Buchan, 37 Furlong Street; Fourth prize, \$5—Mrs. H. B. McKay, 38 Lake View Park.

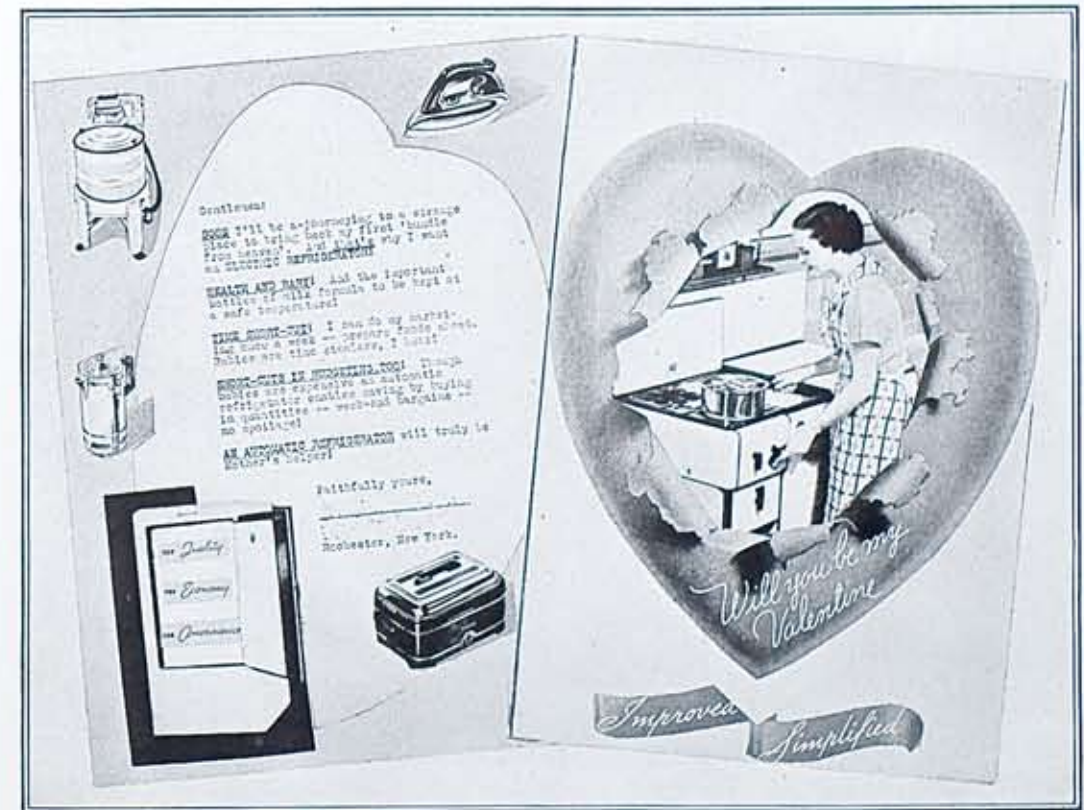
Judges in the contest were: Walter Brown, Rochester Journal and Post Express; Neal Murphy, Rochester Times Union, and Samuel Schwartz, Rochester Democrat and Chronicle. The judges are the advertising managers of their respective papers, and our thanks is due them for the many hours of their time required to scrutinize each entry and select the winners.

The letters received were on a high plane and indicated a commendable familiarity with the advantages to be derived from modern appliances.

It may now be said that by far most of the women entrants wished for a modern automatic refrigerator, with ranges, washing machines, water heaters, and other appliances trailing along about on an even basis.



Nearly a thousand interesting letters were received in the Company's "Favorite appliance" contest, for cash prizes. Much ingenuity and artistic appreciation were shown, and the judges, all of whom were advertising managers of local newspapers, spent many hours selecting the final winners. In the appreciation for modern appliances, the automatic refrigerator had a good lead over all others, with ranges and water heaters next in line.



Two of the artistic layouts presented in the "Favorite appliance" contest. These exhibits, which were in color, comprised paste-ups of clippings from current advertising and promotional layouts appearing in recent national magazines and sales literature.



## Vice-President Joseph P. Haftenkamp Turns on the Gas in New Boiler

**Y**OU have heard about torch singers and torch dancers, but have you ever heard about torch lighters. In the picture, on next page, vice-president Joseph P. Haftenkamp is shown in the act of turning on the gas ignition torch to light the powdered fuel burners of the new number two boiler, installed at Station Three the first of the year.

The circular tube shown extending downward from Mr. Haftenkamp's hand, is the one through which the finely powdered or pulverized coal is conveyed by air pressure to the big boiler, to be consumed by its four burners. To ignite the coal the gas torch is lighted by an electrical lighter and the fuel begins to burn.

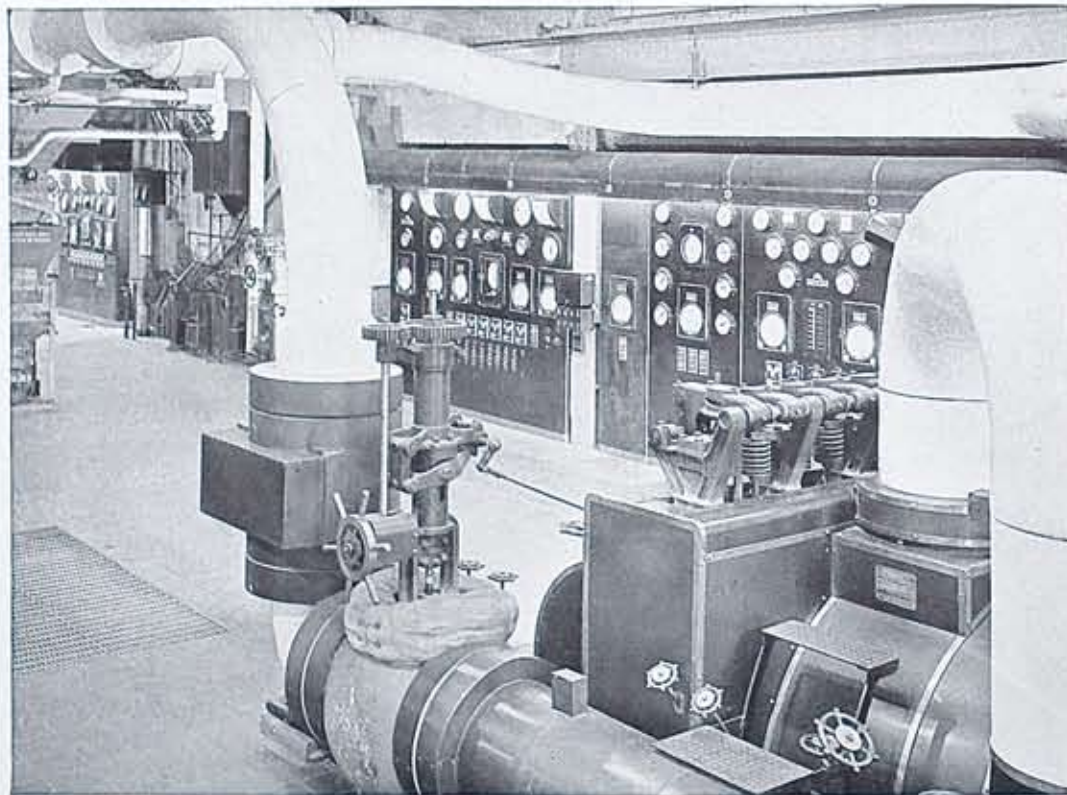
This new boiler is the second of four planned for Station Three, in the plan

to make it a highly modernized high pressure station. The third boiler is being installed now, and the fourth will be put in next year.

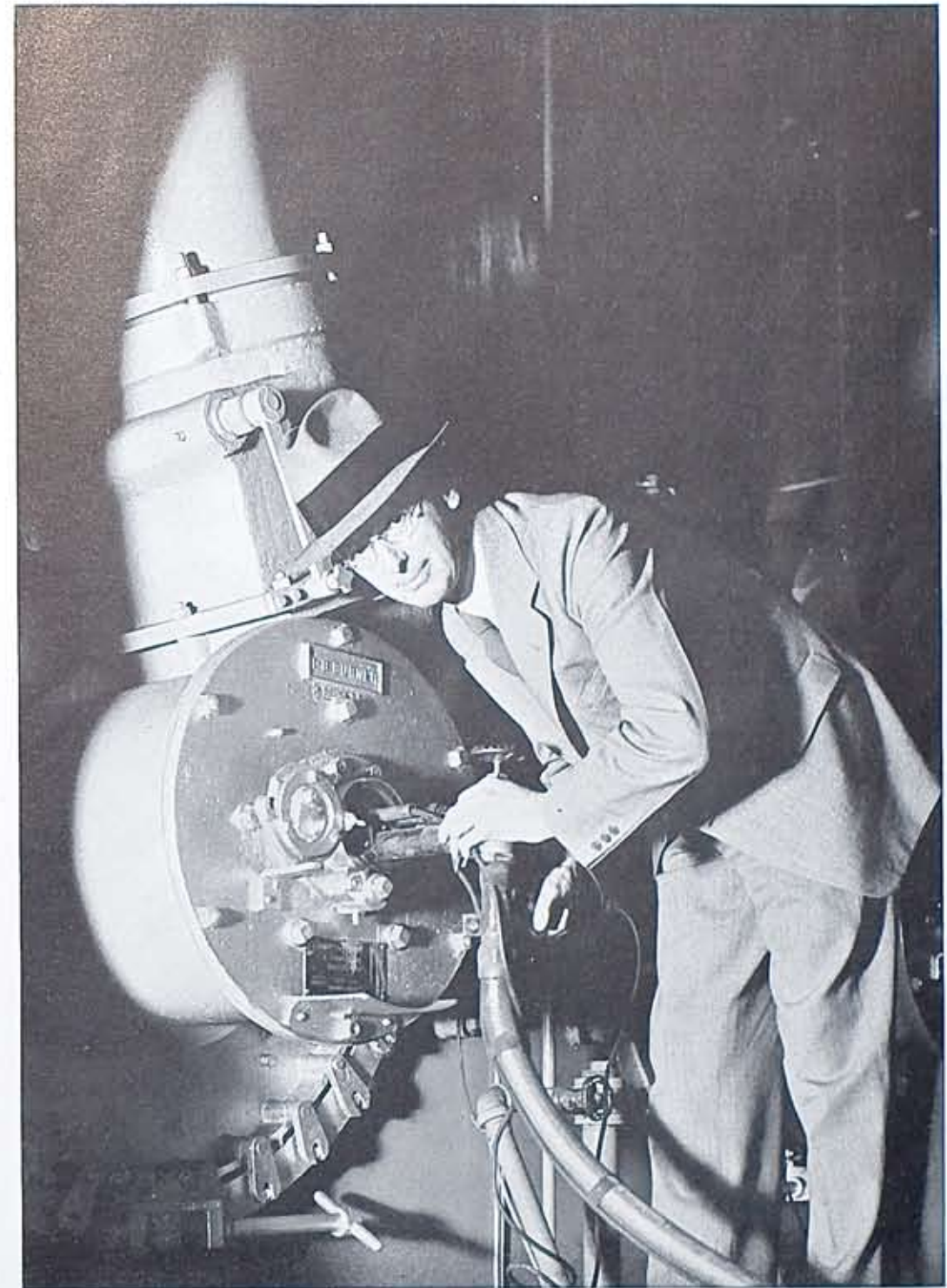
It will surprise most persons unfamiliar with modern boiler capacities, to learn that each of these boilers is capable of burning twelve tons of coal per hour, and will evaporate one hundred and twenty tons of water per hour. Just imagine such a stream of water if you can. This water produces steam which passes through the turbines at Station Three to generate electricity.

Station Three is capable of handling the Company's entire electric load if need be. An electric load of 95,000 kw. is anticipated by this Fall, of which 20,000 kw. may be handled by the

*(Continued on Page 492)*



Small section of operating floor, Station Three extension. The mammoth boilers, which extend from floor to floor of this large station are in the section occupying the left distance, where ignition points, such as shown on the opposite page, are located and where the powdered fuel feeding the great boilers may be ignited.



Vice-President Joseph P. Haftenkamp turns on the gas ignition torch to light the powdered fuel burners in the new Number Two boiler, Station Three Extension. Powdered fuel (coal) is fed to the boiler through tubes, one of which Mr. Haftenkamp's hand is resting upon. This boiler is capable of burning twelve tons of powdered fuel per hour, and will evaporate 120 tons of water per hour.



# GENERAL INFORMATION

NATHAN FRANCIS, M D  
346 SO GOODMAN STREET  
ROCHESTER, NEW YORK

## Net Increase in Consumer's Meters for Year Ending March

	Mar. 31, 1937	Mar. 31, 1936	Increase
Electric..	133,889	130,675	3,214
Gas.....	110,504	108,892	1,612
Steam...	328	319	9
Total..	244,721	239,886	4,835

## 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	
May.....	366	281	540	
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 March

	Electric	Gas	Steam	Total	Incr.
1927	91,523	98,027	268	189,818	
1928	100,455	103,055	315	203,825	14,007
1929	111,385	107,010	322	218,717	14,892
1930	116,676	108,912	349	225,937	7,220
1931	119,631	109,273	341	229,245	3,308
1932	127,134	109,443	334	236,911	7,666
1933	126,547	108,162	323	235,032	1,879*
1934	127,701	108,590	316	236,607	1,575
1935	129,001	109,522	307	238,830	2,223
1936	130,675	108,892	319	239,886	1,056
1937	133,889	110,504	328	244,721	4,835
Incr. in					
10 Yrs. 42,366	12,477	60	54,903	54,903	

	Month of March, 1937	Month of March, 1936	Increase
KWH Generated—Steam.....	12,634,843	6,260,663	6,374,180
KWH Generated—Hydro.....	16,100,567	23,003,742	6,903,175*
KWH Purchased.....	5,447,234	2,240,410	3,206,824
M Lbs. Commercial Steam Produced.....	174,020	164,037	9,983
MCF Coal Gas Made.....	409,967	431,342	21,375*
Tons Steam Coal Used.....	20,362	14,531	5,831
Tons Gas Coal Used.....	33,714	37,732	4,018*
Tons Coke Made.....	23,062	25,658	2,596*

	Mar. 31, 1937	Mar. 31, 1936	Increase
Number of Employees.....	2,443	2,432	11
Amount of Payroll—Mo. Ended.....	\$ 360,936	\$ 372,903	\$ 11,967*
Amount of Payroll—Yr. Ended.....	\$4,650,463	\$4,392,590	\$257,873
Miles of Underground Duct.....	2,046	2,037	9
Miles of Underground Line.....	3,026	3,003	23
Miles of Overhead Line.....	9,261	8,365	896
Miles of Gas Main.....	858	826	32
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,382	26,129	253
Total Number of Street Lamps.....	27,779	27,524	255

\*Denotes Decrease

## EMPLOYEES' BENEVOLENT ASSOCIATION

### Cash Statement for March, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$4,573.78	Sick Benefits.....	\$1,704.34
Dues and Fees—Members.....	898.82	Accident Off-Duty Benefits.....	93.43
Dues and Fees—Company.....	898.82	Family Sickness.....	0.00
Rochester Hospital Service Plan—		Medical Examiner.....	6.00
Members.....	860.47	Nurse's Expense.....	100.00
Company.....	428.48	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,288.95
Investments.....	400.75	Balance end of Month.....	4,868.40
Total.....	\$8,061.12	Total.....	\$8,061.12
E. B. A. Membership March 31, 1937.....	2,208	E. B. A. Membership March 31, 1936.....	2,178
Members participating in Rochester Hospital Service Plan Mar. 31, 1937, 1360; Mar. 31, 1936, 1,182			

Mr. H. Russell, President  
Rochester Gas and Electric Corp.  
Rochester, New York

March 22, 1937

Dear Mr. Russell:

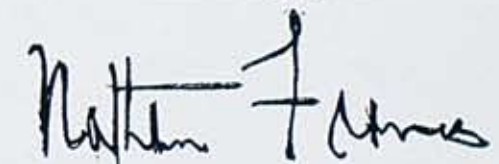
I wish to take this opportunity to congratulate the Rochester Gas and Electric Corporation on the splendid piece of social work that it is doing relative to pensioning its faithful employees.

I have reference to Mr. Thomas Ward who even though incapacitated at times he stuck loyally to his appointed work and carried on. Of recent days he had hoped that he could retire on a pension because of his age and incapacity due to the chronic asthmatic condition from which he was suffering. His wish was granted as soon as the Company was aware of his condition and he was immediately placed on a liberal pension adequate enough for the necessities as well as small luxuries which every man is entitled to in the sunset of his life.

The effect of the pension upon Mr. Ward's outlook on life is remarkable. A month before the pension was granted he had nothing to look forward to. He was confined to his bed with pneumonia and he said to me that he would never be able to go back to work again and would have to lose everything. And then when everything looked blackest the Rochester Gas and Electric Corporation did not forget a loyal employee and had granted the liberal means for him to carry on sans worry, with happy life ahead.

I congratulate your Company again for your social mindedness.

Sincerely yours,



Surely, no caption is needed under this fine letter from Dr. Francis. We know, however, that we are voicing the sincere feeling of every employee when we say that our excellent pension plan is a bulwark which adds zest and happiness to our work through creating a mental sense of security for the future.



## Three Musketeers of Loadbuilding

ARTHUR KELLY

WHEN John James Ingalls, the noted English poet wrote that opportunity knocked once at every man's door he had never heard of the R. G. and E. load-building activity. If Mr. Ingalls were alive today he'd revise his famous poem and have opportunity camping on the door-step the year around, instead of tapping lightly at the gate only once in a life-time. And Mr. Ingalls would summon as his chief witnesses three members of Leon Newman's load-building team—Wesley Struble, Marine DeSmith and Albert Yerns.

These three "go-getting" meter-readers embraced Old Man Opportunity so tightly that they have shaken more than \$1,700 out of his pockets in the last four years and eight months. Messers. Struble, DeSmith and Yerns take full advantage of the opportunity that is presented to every employee of the Company to cash in on commission, bonuses and prizes offered for

appliance sales. Mr. Struble tops the list with extra earnings of \$820.67 in the period named. Mr. DeSmith earned \$490.67 and Mr. Yerns, \$417.61.

All of us can use more money. We may need it to pay for painting the house, buying a new car or financing a summer vacation for the family. One way to get it without going much out of our way is to persuade friends and acquaintances to purchase various labor-saving appliances.

A reading of hundreds of letters received in a recent appliance contest shows that there is a desire on the part of everybody to enjoy the comfort and convenience of modern appliances. Of course, not every family can afford to have them all, but most families can add at least one appliance to their present possessions. All that is needed is for somebody to do a bit of urging, and employees can do this urging in their daily contacts.

We know what our friends need in



Three members of Leon Newman's go-getting load building team. They have consistently made Old Man Opportunity "come across" thereby earning fitting financial rewards for their selling activities. From left to right they are: Wesley Struble, Marine DeSmith and Albert Yerns.

the way of gas and electric appliances. A diplomatic suggestion now and then will often place the prospect in the proper mood to sign the order. Some of us are a bit timid about pushing sales. We have the impression that we may be "annoying" our friends but that is the last thing we need fear. In reality we are doing them a good turn. The friend who is placed in a buying mood through our persuasion will usually thank us for our suggestion afterward, and declare that he never knew how he got along without the particular appliance.

### Model Home

(Continued from Page 475)

interest of the home owner. Nowadays, even the color schemes, wall paper, painting and decorations, curtains and the incidental ornaments are more or less dictated by experts in that line.

The use of bright colors, dainty furnishings and fabrics which yesterday would have been thought to be impossible, are today being shown in all their glory, thanks to gas home heating. Air conditioning and filtering have made possible a new vogue in home decoration through eliminating the old enemies, dirt and grime. As a result, color is on a long wanted "spree" in these new homes.

Color is seen everywhere else, lots of it, why not in the modern home? This is an era of color. Even the "movies" have had to work out new color techniques because of new adaptations of color to motion pictures. The national advertising seen in the large magazines runs rife with color. Even the automobile manufacturers find that they must have ample color variety to suit the trade.

The use of modern lighting, which every new home features, is another reason for using good taste in color harmonies. And so it goes; there are so many things to think of when planning a new home.

### Riding Classes

(Continued from page 481)

teacher. He conducts classes at the armory every week for Company employees, and the cost per person, including the use of a good cavalry horse is but seventy cents for two hours. Instruction is given in the rudiments of horsemanship, called equitation. The lessons consume about fifteen minutes each session, after which riding is enjoyed.

Full information concerning the classes may be had from Lieutenant Doud, at Andrews Street, or from Lora Yendes, Payroll Department, or Laura Morrill, telephone service board, third floor. The regular classes will be discontinued in June, but it is desired to enroll as many employees as possible at this time for next fall's activity. If you are interested, consult any of the three above mentioned persons or any member of the class, the members of which are: Helen Schoen, Lollie Morrill, Lois Tompkins, Ray Bauer, Ken Piotter, Laura Yendes, Kay Deveney, Betty McLarty, Janet Maccon.

### Company Bowlers Roll in Women's National Congress

THE Women's International Bowling Congress, held recently in Rochester, was one of the most outstanding in the history of that organization. In attendance, gallery interest and bowling proficiency, all records were broken. The national organization was prolific in its thanks to Rochester as host city, to the newspapers for their fine support and to the people and the bowlers of Rochester for all they did to make the congress a success.

Among the five hundred and thirty-one teams enrolled in the events, two hundred and fifty teams were from Rochester and vicinity. Other teams

(Continued on page 490)



were here from most of the large cities of the country, and most states in the union were represented.

Among the Company women who bowled in the contests were the following: Beulah Boyce, Eleanor Burger, Eleanor Dreschler, Evelyn Beideck, Frances Cameron, Laura Morrill, Violet Richter and Evelyn Walsh. Eleanor Burger and Frances Cameron were captains in the "booster" league contests, and on April 29 led their respective teams through to an almost tie finish.

Some of the \$16,188 of prize money remained right here in Rochester, whose women bowlers were able to demonstrate that they could hold their own with other high class teams.

The interest of employees in sports and athletic activities carried on during the year in various Company teams, prepares them for the showdown which such contests as the Women's International Bowling Congress presents. The same holds true to the activities of our proficient men bowlers and of our baseball teams. In all of these branches Company talent has demonstrated its high calibre and helped to bring an increment of constructive good will to this company.

## Women's Chorus Dinner

ON Tuesday, May 11, the Women's Chorus held its annual dinner, which this year was combined with a farewell for Vera Bennett, who has now become a full fledged home maker. It was a very enjoyable turkey dinner, after which singing and dancing were enjoyed, together with some special numbers by the Old Heidelberg orchestra.

Vera Bennett has been with the Company for fourteen years, the last six of which have been in the Power Billing Department. She has sung in the chorus for three years and was one of the musical radioettes featured in chorus concerts.

After the dinner Vera's associates presented her with numerous suitable gifts of a varied nature which will come in handy when she undertakes the steady job of housewife. On the day of her departure she also received gifts of a fine mirror and a tea table from the employees of the Power Billing Department. If singing helps to lighten home cares, we are sure Mrs. Bennett, with all her chorus experience, will find life one long, sweet song.



It was a fine time the members of the Women's Chorus had recently at Old Heidelberg. The occasion was the annual party of the chorus combined with a farewell fest to Vera Bennett, a member of the chorus for some years.



Men and women who keep the wheels turning. Members of the Coke Sales Department: left to right, lower picture, (back row) Evelyn Ryan, Dean Caple, Victor A. Miller, manager, Wm. J. Marks, assistant manager, Muriel Metcalf. Front row, Ethel Fuller, Catherine Lapp, Esther Shippy, Marie Schiro, Roma Edgar. Upper picture, back row, Fred Hafner, L. Arthur Skipper, Leon Lynch, George Zimmer, Raymond Witzel, Martin Schaff. Middle row, Frank Wagner, Leon Nunn, Adolph Becker, John Meagher, Fay Vary, Edwin Bloom, George Abbott, William Hackett, Edward Sweeting. Front row, John Monahan, Harry Mackie, Burton Fladd, Albert Walker, Walter Ernisse, Frank Howell and George Steinbrecher.



**1** STOP FOOD LOSSES  
ELECTRIGLUX  
GAS REFRIGERATOR

**2** ECONOMY  
Gas is the most economical of all cooking fuels... the reason is instant heat and a flame that you can adjust in top burners or oven to exactly the amount of heat you want

**3** 100 RENTS  
AN Automatic GAS WATER HEATER  
BATHING IS MADE QUICK AND EASY WITH AUTOMATIC HOT WATER

**4** FOR SOLID COMFORT ON CHILLY DAYS  
GET A Gas RADIANTFIRE  
MANY STYLES to CHOOSE FROM  
PRICED from \$125 up

One way this Company attempts to show its customers the dollars and cents values and the health and happiness values in the products it sells. Advertising and displays help to increase sales. This results in economies, through mass production and lessened selling costs, which can be handed on to the buyer. The four human reactions appealed to in the above East Avenue displays are thrift or saving, economy or efficiency, health and comfort.

## Catherine McIntyre Visits South America

Catherine McIntyre recently returned from an extended ocean trip which took her as far as Peru, South America. From New York she sailed the Atlantic and visited the Panama Canal, Cuba, Hayti and many other interesting and historical places.

One of the high spots of the trip was her stop over at Trujillo (pronounced true-heel) where is located extensive ruins of the former Inca civilization, a picture of which is shown herewith. The Incas developed a civilization that might surprise many of us today, were we to study their history and progress. The ruins, which are literally covered with inscriptions, date back to a period 600 years B. C.

This phenomenon caused the Incas to construct mile after mile of irrigation systems to bring water to them from the mountain districts. This vast irrigation system is to be seen intact, there today, one of the monuments to

Inca ingenuity. The trip took about seven weeks and was over the Grace Line, and traversed sections of the Atlantic and Pacific Oceans, the Caribbean Sea and took her through the Panama Canal.

## Turns on Gas in New Boiler

(Continued from Page 484)

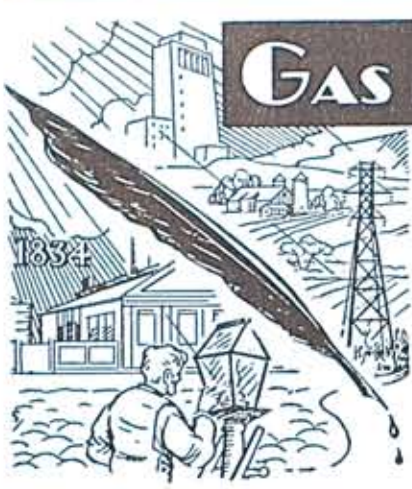
hydraulic stations, leaving the balance of the load, or 75% of it, to be accounted for by Station Three and its new boilers during that time of the year.

The combined operation of the four boilers at Station Three, when they are all installed, will develop 1,000,000 pounds of steam, and will use 400 tons of coal per hour, while the boilers will require 400 tons of water per hour. Part of the efficiency of these modern boilers, which are designed to use pulverized coal, is that they can be quickly put into operation, and as quickly released from operation when they are not needed. This flexibility helps also to safeguard continuous service.



Picture taken by Catherine McIntyre on her recent extended ocean trip. Shown above are the well preserved ruins of a former Inca civilization dating back to 600 B. C. No rain ever falls in this section, which circumstance lends itself to an unusual facility of Nature to preserve valuable historic relics practically intact.





# GAS & ELECTRIC NEWS

## Department Correspondence Staff

ELEANOR BURGER . . . . .	Women's Section
LANDIS S. SMITH . . . . .	Industrial Sales
MILDRED HACKER . . . . .	Consumer's Accounting
HOWE KIEFER . . . . .	Electric Distribution
CATHERINE O'ROURKE . . . . .	Canada/Algonia
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VIRGINIA WOLVERTON . . . . .	Gas Manufacturing
RALPH MASON . . . . .	Lake Shore Dist.

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

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

## Gas and Electric News As a Globe Trotter

**G**AS AND ELECTRIC NEWS gets into many far away places. On its mailing list are the names of readers in foreign lands to whom the magazine has been sent at the request of friends or relatives in America who are regular readers of the Company magazine. Some others are stockholders in the Company who are engaged in activities which require them to live abroad. To these persons GAS AND ELECTRIC NEWS comes monthly, literally as a friendly emissary from home, bringing with it a picture of what we here in Rochester and vicinity are doing.

A letter recently received from Mr. Cecil Hobbs, from the American Baptist Mission, Henzada, Burma, reads as follows: "How I do enjoy the "News" which you send to me every month. I enjoy the magazine especially from the standpoint of the fine pictures, the good jokes and the articles. So, while we are way out

here in Burma, we enjoy the "News" with the many there in Rochester and New York State. Thank you so much for sending it."

The most recent request to receive GAS AND ELECTRIC NEWS came a few days ago from a gentleman who is director of the Engineering Reference Library, 942 Chukiang Road, Nanking, China. This was a request for the last three GAS AND ELECTRIC NEWS Year Books.

One morning during April GAS AND ELECTRIC NEWS had a personal call from Mr. Wm. Holt Harris, of New York, who was on his way to see his father, who is employed by a utility in Auckland, New Zealand. Mr. Harris had stopped off in Rochester to hear one of Rochester's famous Philharmonic concerts, directed by Jose Iturbi. At his request we sent a copy of GAS AND ELECTRIC NEWS scurrying off to New Zealand, to show the Senior Harris a typographical picture of how we do things here in the "States" and Rochester in particular.

Your Company magazine is quite sophisticated. It sure travels about the world and helps to give a good impression, we hope, of us Americans and the Company we work for. If the magazine were only a magic carpet, we would hop right on and travel about with it. What a fine time we could have rubbing shoulders with

folks who read it in the more than seven thousand homes, industries, utilities, libraries and other places where it is a regular visitor each month, and where it is considered a real "friend of the family."

## It Might Have Been Y-O-U

**H**AVE you ever stopped to reflect just how lucky you may have been so far as accidents are concerned? But perhaps we should not use that word, lucky. Anyone that can consistently keep out of trouble, avoid injuring or killing people or damaging property, deserves to be considered an emissary of safety, who uses his head instead of just his horn and his brakes.

Accidents, even the trivial ones, are sure embarrassing. When the difficulty is not merely a fender or a bumper, but a person is hurt or injured, the trouble pyramids. It is well to think about this safety question before, rather than after the accident occurs. A little time spent by every driver, each day, giving thought to the tremendous assets which safety can bring, would doubtless be a wonderful thing for the Safety First movement.

That is what must be done if the accident toll is effectively cut down. We must think safety as a regular daily program, not just once in a while. Safety must be lived, every day and almost every moment. Any lapse from this program means plenty of trouble.

We saw a man the other day picking up a dog his automobile had killed. This accident may not have been that man's fault, but the sight was an object lesson for us. That dog might have been a child who got in the way with fatal results. There isn't enough money in the world to compensate for loss of life, needless loss of life, from careless driving or "jay walk-ing."

Yes, all of us have been lucky. The man picking up that dog, or some

child, might easily have been you or me. All those names in the paper, almost daily, of persons who have run into traffic difficulties, accidents; were they careless, did they suffer a mental lapse from the principles of safety, or were they just unfortunate people who couldn't avoid the difficulties they got into? Any one of them might easily have been one of us.

The general public never quite knows the real facts. The grist of accidents is turned out yearly in our courts and the blame is not always laid to an individual. Often it is merely an "accident." But each and every one of us know when we have erred from the path of perfect safety and when we have played the game as it ought to be played. The real court is our own hearts, and the true judge who sits on these cases is our own conscience. Let's keep it clean from the stigma of recrimination which comes with the thought that "I could have prevented that accident if I had been paying strict attention to my driving."

In closing we offer a toast to that host of drivers who drive day in and day out and keep consistently out of trouble. You can't tell us it is luck. And now we give you the man or woman who has seriously resolved that so far as is humanly possible, they are going to keep their safety slate CLEAN.

Lids off to the lad out on the golf course who struck a new high in sangfroid recently. He was teeing off at the first hole, and about three four-somes were waiting for him. At the first stroke, which had a world of power behind it, he missed the ball completely. The waiting crowd shifted on its feet. Once more he got into position and once more he missed the teed ball. This happened four times. The crowd was embarrassed, but not so the chap with the club. With an engaging smile, he turned on them all. "Tough course," he remarked.

The Lord Chief Justice of England recently said that the greater part of his judicial time was spent investigating collisions between propelled vehicles, each on its own side of the road, each sounding its horn and each stationary.





Lillian Mary Kemp, of the fourth floor, recently became the bride of Mr. Joseph Fennessy, of Eastman Avenue. The ceremony was performed by the Reverend Robert H. Fennessy, brother of the bridegroom. Present in the sanctuary were the Right Reverend Msgr. George V. Burns, pastor of the Sacred Heart Church.

The bride wore a gown of white satin and was given in marriage by her father. Kathryn Cornell and Elva Morey were bridesmaids and wore gowns similar to that of the matron of honor, Mrs. A. Farrington Gunnison, sister of the bride.

Pre-nuptial events were given by Jeanette Scrimgeour, Kathryn Cornell, Gladys Jenkins and the office associates of Mrs. Fennessy. Following the ceremony dinner was served to the bridal party and immediate friends at the Ye Olde Farm. Following a reception in the evening, the bride and groom left for Washington, D. C., and southern states. They are now at home to their friends at 1393 Lake Avenue.

Coronation day will always be remembered as a red letter day in the lives of Mr. and Mrs. Fred Marsh and their little daughter, who was born on that auspicious date. In honor of the day, little Miss Marsh was named Elizabeth. She has already started her reign in the Marsh family. May it be a long one, filled with happiness. Mrs. Marsh, it will be remembered, was the former Virginia Coffey.

B. Alfred Thomas, lighting division of the Industrial Sales Department, on April 24 was married to Miss Louise Arneke, of Binghamton. The ceremony was performed in the Third Presbyterian Church by the Reverend Andrew Gillies. Following a honeymoon spent in the Mountains and the Thousand Islands, Mr. and Mrs. Thomas returned to make their home at 14 Portsmouth Terrace. The Industrial Department at a festive occasion just prior to Mr. Thomas' going away presented him with a beautiful toaster set and percolator.

The first party to be held at the revamped Chisler's Camp this year was that in honor of Oren Marshall, who has taken up new work at Erie, Pennsylvania. The farewells were said to Oren and an eulogy was read by H. V. Rickner which covered the high spots of Mr. Marshall's life very interestingly. A fine steak dinner was served, the steaks being broiled by Wm. Stockman, a professional chef. During the festivities Mr. Marshall was presented with a traveling bag, following which cards were enjoyed.

Donald P. Kelly, son of Mr. and Mrs. Arthur P. Kelly of 187 Fair Oaks Avenue, was recently honored by being one of the six Syracuse University law students elected to the law school's honor society "The Devil's Own." Mr. Kelly some time ago was named to represent the College of Law in the Senate, the governing student body at the University.

On May first, at four o'clock in the afternoon at our Mother of Sorrows Church, Gerald Aldred, of West Station, was married to Florence Quinlan. After their honeymoon, Mr. and Mrs. Aldred will make their home at 317 Steko Avenue, where they are now at home to their friends.

The Vivamore Nursery School at 40 Landing Road was the scene of a delightful birthday party one recent Saturday morning. The hostess was little Margretta Ginna, the five-year-old daughter of Mr. and Mrs. Robert E. Ginna of Dorchester Road, and the guests were thirty or more members of the class.

Robert Carreo, of the Front Street Lamp Department, was married to

Miss Agnes Mae Niedermaier, of the second floor, on Saturday April 24. The ceremony was performed by the Reverend F. W. Stauder at the Holy Redeemer Church before an altar banked with palms and spring flowers. The bride carried calla lillies, and wore a gold cross worn by her mother on her wedding day as well as the wedding ring which had been her grandmother's. Dean Carreo, brother of the groom, of Essexfield, N. J., was best man and the ushers were Vincent O'Brien and Ray Hilfiker. The matron of honor was Mrs. Vincent O'Brien, sister of the bride.

Pre-nuptial events included those given by Betty Purchase, Mrs. Sylvester Muller, Florence Meyer, Mac Belle Philp, Mrs. Vincent O'Brien, Mrs. Mildred Hacker, Mrs. R. Lee Wooster, and the Misses Eleanor Dreschler, Veronica Murphy, Betty Purchase and Marion Thiem.

Following their honeymoon to New York and Washington, Mr. and Mrs. Carreo took up their residence at 2290 Culver Road.

Mr. and Mrs. Carl Miller recently returned from a two-week trip to Florida, by automobile. They had a wonderful time and got home just about when Mother Nature began giving us some tolerable weather up no'th. Mr. Miller is employed at East Station.



These are just a few of the little folks who had such a good time at Margretta Ginna's birthday party, at Vivamore Nursery School. Margretta is center, front row, and is five years old.





One side of ingenious, folded mailing piece received by Mr. Thomas Yawger from his sister, Miss Elsie Yawger, travelling abroad. The opposite side bears the message. It was mailed from Nippo, Japan, and was in colors.

Each year at Westminster College, New Wilmington, Pennsylvania, the mother of a Junior student is selected to give the Mothers' Day address to the college. This year this honor was delegated to Mrs. Frank Houston, whose daughter, Estelle Houston, is finishing her Junior year at the school. Mrs. Houston's address was on the topic "Mothers, today and yesterday." She sketched the importance of mothers throughout the years and narrated their contributions to society from time immemorial to the present day.

Orrin Marshall, who has been in the power division of the Industrial Department for the past seven years, has been transferred to Erie, Pennsylvania. Mr. Marshall will be in charge of the Industrial Department of the Associated organization in that city. On the tenth of May the men of the Industrial Department gave a stag party at the Chiseler's Camp in honor of Mr. Marshall. Mr. Marshall's many friends in the Company wish him success and happiness in his new work.

Thomas Yawger recently received an interesting letter from his sister, Miss Elsie Yawger, of Union Springs, who is on a round-the-world voyage. It tells of her thrill at viewing the great wall of China and having a rickshaw ride. The little shops of the artisans, on the quaint shopping streets were a source of delight, and she said that the tiny Tibetan puppies were adorable. Miss Yawger encountered some rough sea weather and was unable to disembark at one or two points until the storm subsided, and was stranded on land by the elements on another occasion. The gorgeous scenery and interesting sights made up for these difficulties, for the tone of Miss Yawger's letter is one of keen enjoyment for this wonderful trip which she, as a former normal training school teacher, will especially be able to appreciate.

Gerald Aldred and Florence Quinlan were married on Saturday, May 1st, at 4 o'clock, at Our Mother of Sorrows Church. Mr. and Mrs. Aldred will reside at 317 Steko Avenue.

On Thursday, April 29th, the West Station office wore a festive appearance. A long table was laid in the Engineers' Office, and nineteen guests were gathered to enjoy a most delicious luncheon. It was a double celebration. The luncheon was given in honor of Gerald Aldred who was to be married on May 1st, and of Mrs. Ruth Moore, in honor of her birthday. There was a birthday cake with candles and pink frosting, and a wedding cake decorated with a little bride and groom and tiny doves. Mr. Aldred was presented with a beautiful coffee set and also a hostess tray from his friends at West Station, with their good wishes for success and happiness.

Among the guests were Messers. A. M. Beebe, Fred Pfluke, William Spears, Hamilton King, Frank Valenza, Linn Bowman, Gordon Calderwood, Edward Button, Mark Eilers, Frank Merz, James Davis, Michael Lacagnina, Joe Lacagnina, Donald Hart, Gerald Aldred, Mrs. W. N. Whitney, Mrs. Ruth Moore, Mrs. Ruth Vogt, and Miss Virginia Wolverton.

Mr. and Mrs. George Johnson are the happy parents of a son and heir. Master Johnson's name is Frederic C. and he came to town on April 5, 1937. Mr. Johnson is superintendent of Station Eight.



Left, alligator farm scene, St. Augustine and, right, Mildred Buckman and Doris Horner "snapped" at Lake Worth, West Palm Beach, on their recent trip south.



### Lighting Conference

Frank Schmitt, Jack Schuchman and Earl Clark attended the recent conference on highway lighting which was held at Nela Park, under the auspices of the General Electric Company. Lighting men were there from as far as Sydney, Australia, from Canada and from every state in the Union.

Various types of lighting were discussed, such as incandescent, sodium and mercury vapor. One night the delegates were taken on a one hundred and eighty-three mile inspection trip, viewing sample installations of modern highway lighting.

In scope of material covered, in attendance and general interest, Mr. Schmitt said this conference was the best he was ever privileged to attend, and great credit is due to General Electric for the efficient handling of the conference.

President Herman Russell recently gave a talk before the sessions of the Indiana Gas Association, his paper being "Economics of the Domestic Load and Consumer Research." As a gas man of years standing and as the president of the American Gas Association, Mr. Russell is in demand as a speaker on topics of current interest to the gas industry. Mr. Robert Ginna also was present at the meeting and lead the discussion following Mr. Russell's paper.

Irving McChesney attended the recent meeting of the American Society of Mechanical Engineers, held at Detroit. He is a member of a group which is seeking to bring this convention to Rochester for its convention next year.

Carl Cooman was the recent designer of a very interesting suspension bridge which transports the Company's gas lines across the Barge Canal along the western extremity of Rochester. Carl will tell us about this job in a future article in this magazine.

The latest edition of the "Genesee Valley Buyer," the magazine of the Rochester Purchasing Agents Association, contains a nice picture of the organization's present officers. Prominent in the group is Baird Robinson, Company purchasing agent, who is president of the association and a member of the editorial staff of the excellent magazine.

The 1937 Rochester Community Chest drive went over with a bang. The men and women responsible for this fine showing, the best in some years, are to be congratulated upon their fine work. Prominent in the campaign was Alexander M. Beebee, who was chairman of one of the eight districts in the drive. Excellent work in the campaign was done by the group captained by Harry Weitzman, whose team earned 115.4% of its quota.

Fine records were also made by the teams captained by Ivar Lundgaard, J. Seward Summers, Wm. S. Vincent and Clifford Carpenter, working in cooperation with Mr. Beebee. The percentage of quota in this division reached the mark of a 100.8 and Mr. Beebee is enthusiastic about the fine support he received from all who helped accomplish this excellent result.

The Industrial Department recently held its annual election, and the following employees were elected to serve on the social committee for the coming year. New members of the committee are Helen Schoen, Leon Kimpal and Alfred T. Veness. With this trio will also serve Harold V. Rickner, president; F. Russell Howe, treasurer; and Mildred DeWolf. Helen Schoen is secretary of the committee. The retiring members of the social committee of last year are Norman Davidson, who was president; Dorothy Fisher, former secretary and De Witt Pike, former treasurer.

New members of the Industrial Department are C. A. Whiteman, who formerly worked for the Erie Lighting Company, who is taking the place of Oren Marshall in electric power activities, and Jerald Troy, graduate of the University of Rochester, who is working with Edward Roeser in rate change work.

Russell Cooper, Floyd Owen and Roy Weston attended the advanced lighting course held recently at Nela Park, Cleveland. This interesting course planned by the General Electric Company for lighting engineers is a valuable asset to these men who daily come in touch with new lighting problems. Keeping up-to-date in the specialized fields of Company activities is the fundamental purpose of attendance at these sessions which electrical manufacturers provide for utility men and electrical dealers.

On Tuesday, May 18, Mr. and Mrs.

J. C. Collins celebrated their golden wedding anniversary. They had lots of good help in making the event a delightfully happy one. Surrounded by their large family of immediate relatives, all of whom dropped in to express felicitations, they were all "set" to be happy indeed.

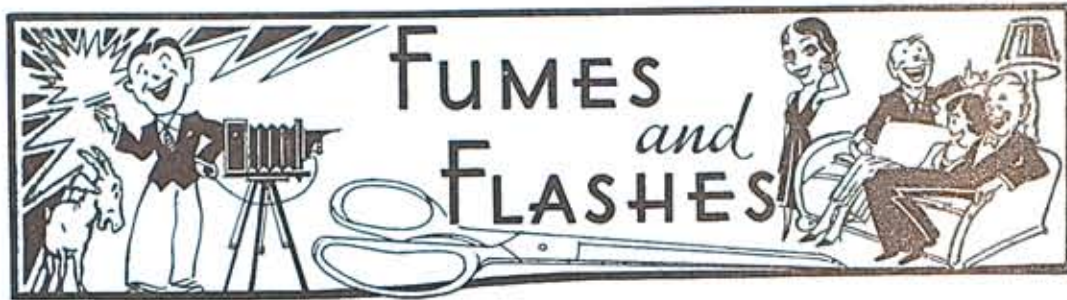
Gus Dawes and Eddie Schipper, knights of the elevator, used a bit of ingenuity in selecting a fitting gift for Mr. and Mrs. J. C. Collins upon the occasion of their recent golden wedding anniversary. Gus and Eddie, with fitting ceremony presented Mr. Collins with a bowl of gold fish which caused no end of interesting comment by the scores who saw this unique gift.

About four o'clock, however, things began to happen in real earnest. A tea from four to six was an event which brought to the Collins home on Goodman Street scores of friends and business associates of Mr. Collins, as well as mutual friends of both of them.



Members of the R. G. and E. Dramatic Club, who recently presented the "Rafferty Racket" at St. George's Hall, lower Lake Avenue and Stutson Street, before an appreciative audience from the congregation of the Lake Avenue Methodist Church. From left to right the players are: Front row, Eleanor Dreschler, Kathleen Callahan, Jack Sherman, Mary Leszczinski and Bill Fisher. Back row, James Nolan, Fred Bellinger, Betty McLarty, Tillie O'Lasky, Charles Skippy and Eleanor Burger.





### College Spirit

Prof.: "This is the stadium."  
 Visitor: "Fine! Now take us through the curriculum. They say you have a fine one here."

### Hoot Mon, Let's Go

Scotch Gent: "My lad, are you to be my caddy?"  
 Caddy: "Yes, sir."  
 S. Gent: "And how are you at finding lost balls?"  
 Caddy: "Very good, sir."  
 S. Gent: "Well, look around and find one so we can start the game."

### Speed

Amateur: "Are these hollyhocks quick growers?"  
 Salesman: "I should say so: you just plant the seeds and jump clear!"

### A Little Practice

Wife: "What's the idea of poking the broom in the baby's face this morning?"  
 Hubby: "I just wanted to get him used to kissing his grandfather."

### Elevating

Man in Elevator: "Fourth floor please."  
 Elevator Man: "Here you are, son."  
 Man in Elevator: "How dare you call me son, you're not my father!"  
 Elevator Man: "Well, I brought you up, didn't I?"

### Contented Cow

A farmer was trying hard to fill out a railway company claim sheet for a cow that had been killed on the track. He came down to the last item: "Disposition of the carcass." After puzzling over the question for some time, he wrote: "Kind and gentle."

### You Tell 'Em, I Stutter

Jones was sitting with his wife behind a plam on a hotel veranda late one night when a young man and a girl came and sat down on a bench near them. The young man began to tell the girl how pretty and lovable he thought she was. Hidden behind the palm, Mrs. Jones whispered to her husband.  
 "Oh, John, he doesn't know we're here, and he's going to propose. Whistle and warn him."  
 "What for?" said Jones. "Nobody whistled to warn me."

### Anticipated

Co-ed: "Will your people be surprised when you graduate this month?"  
 Senior: "No, they've been expecting it for several years."

### Wise Counsel

Two ears and but a single tongue;  
 By Nature's Law to man belong.  
 The Lesson she would teach is clear—  
 Repeat but half of what you hear.

### Static?

We are very curious to know what goes on at the broadcasting stations that makes people laugh so hard at the comedians.

### Good Mixer

"Are you a doctor?" asked a young lady stepping into a drug store.  
 "Naw," replied the boy behind the service counter, "I'm just a fizzician."

### Color Line

Little David: "Oh, mother, here's a little green snake."  
 Mother: "Well, stay right away from it. It may be just as dangerous as a ripe one."

### Harmony

Junior: "The harmonica you gave me was the best present I ever got."  
 Uncle: "I'm glad to hear that."  
 Junior: "Yes, mother gives me a quarter a week not to play it."

### No Wonder

Banker: "I have figured out what is wrong with this country."  
 Broker: "What is it?"  
 Banker: "We are trying to run this country with only one vice-president."

### Fore!

The wedding was the most fashionable of the season. The bridegroom had no visible means of support save his father, who was rich. When that part of the ceremony was reached where he had to repeat "With all my worldly goods I thee endow," his father whispered loud enough to be heard all over the church:  
 "My word! There go his golf clubs."

## First Aid to June Husbands

*Advice on how to handle your new wife  
 ELECTRICALLY, believe it or not, and—  
 isn't electricity grand!*

If she talks too long—Interrupter.  
 If she wants to be an angel—Transformer.  
 If she is picking your pockets—Detector.  
 If she will meet you half way—Receiver.  
 If she gets too excited—Controller.  
 If she goes up in the air—Condenser.  
 If she wants chocolates—Feeder.  
 If she sings inharmoniously—Tuner.  
 If she is a poor cook—Discharger.  
 If she is too fat—Reducer.  
 If she is wrong—Rectifier.  
 If she gossips too much—Regulator.  
 If she becomes upset—Reverser.





*By Douglas Malloch*

Unless you work your garden  
You can't expect a rose,  
The poorest little pansy flow'r  
Or anything that grows.  
Unless you work a little  
But little you will win,  
For all that's worth the having  
comes  
To those who toil and spin.

Unless you work your garden  
You can't expect to reap  
The things that are the beautiful,  
Or friends that you can keep.  
Unless you love a little  
And kindly say and do,  
The rose of life will be for some,  
The weeds of life for you.

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