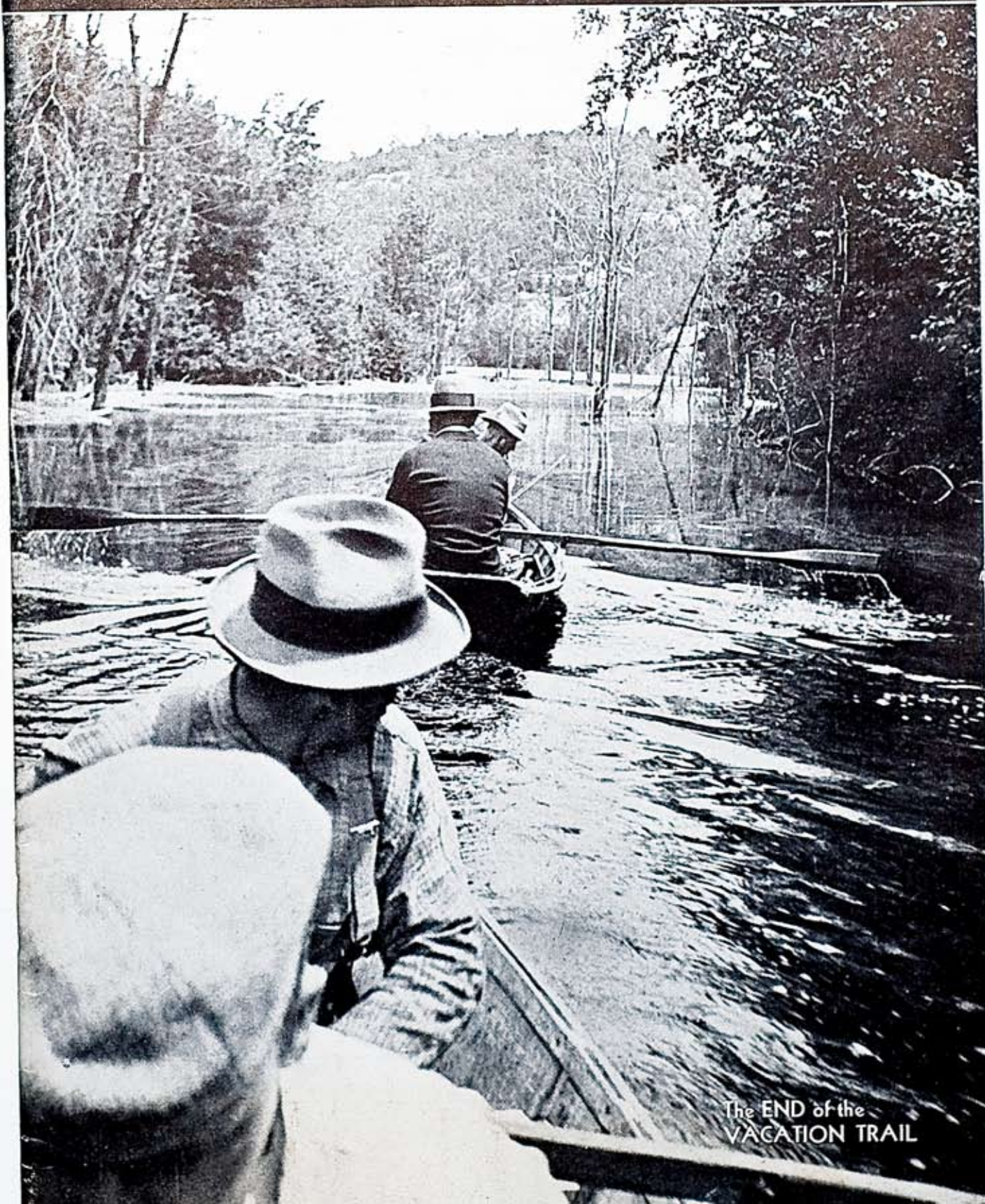


GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

September, 1937

Vol. 21 • No. 8



The END of the
VACATION TRAIL

Enjoyment

No enjoyment, however inconsiderable, is confined to the present moment. A man is happier for life from having made one agreeable tour, or lived for any length of time with pleasant people, or enjoyed any considerable interval of innocent pleasure.

— *Johnson Gas News*



Along the Schroon River. Vacation Photo, Bruce Thompson

ROCHESTER R G & E NEWS

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Vol. 21—No. 8



Gas & Electric Corporation

SEPTEMBER, 1937

Say It With Flowers

TONY Penello of Station Three believes in the fine old slogan of the organization of florists: "Say it with Flowers." Tony had a time of it, however, trying to make a success of the new flower garden at Station Three. He was given carte blanche in the matter by Fred Close, who told him to make the kind of a garden he has in his own home, and Tony sure loves flowers.

Tony got a nice garden started. It sure looked good. Then construction activities made it necessary to move the garden. Again flowers bloomed in a new location, and Tony's heart

swelled with pride and a rather gloomy spot was made to bloom with fragrant shrubs and flowers. But the worst was yet to come.

Yes, you guessed it; the pressure of Station Three's huge construction program made the flower garden space needed for other purposes. Sadly, Tony gathered up his flowers and made his third exodus into a new wilderness. With newly added flower recruits and with a lot of patient care, Tony nursed the drooping blossoms back to health and beauty. When you go down to Station Three, notice the fine flower bed

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Anthony Penello, with some of his beautiful flowers at Station Three. Tony had to move his flower beds three different times to keep out of the way of construction work at this busy plant. Tony says it with flowers, even though the "breaks" he got were enough to discourage less zealous flower lovers.



A view of opening night at Shortsville softball diamond, from a photograph taken on top of a nearby hill. More than 400 automobiles were lined up around the diamond, and over 2000 persons attended the opening.

Softball at Shortsville, N. Y.

GLENN FRANKE, *Engineer, Industrial Dep't.*

SOFTBALL teams have been sponsored for some years by the business men of Shortsville, N. Y. Mr. Stoddard, furniture man and

Philco dealer, arranged to have the Philco organization supply jerseys for this year's team; and Mr. Aldrich, who operates an I. G. A. store got his organization to back another team. The Papec Company also has a fine team. In this combination of teams, an effort is made to distribute the best players among the three teams, to make for better games.

The teams were organized into a league by Frank Galvin, who scheduled games with Manchester, Newark, Palmyra and other towns in the vicinity. Several games are played each week.

In the past, darkness has stopped many an interesting game and interfered with the schedule; also disappointed the fine showing of "fans" who regularly have followed this league. Therefore it was thought advisable to light the town park, where games were held and where band concerts regularly are scheduled, carnivals hold forth and firemen's and Legion field days occur.

The park was lighted by seventeen 1500-watt lamps in aluminum reflectors, with a special process (Alsak)



Mayor Frank Sweeney threw the first ball. He was a prime mover in getting the lighting financed and John Gilligan has the interest of the young people of Shortsville at heart.



The Philco team and the Delco Appliance team had the honor of playing the first game on the newly lighted field. About every night in the week a good game, a band concert or some other activity is on tap at the town park, where the lighted field, which is also available for day hard ball games, is located.

finish. This furnishes 46,500 candlepower to the field. The lighting was designed so that the poles supporting the floodlights would not interfere with the playing of regulation baseball on the same field.

The poles and line equipment were set by the Company's line crews in the Canandaigua district. Bud Farnsworth, Shortsville electrician, wired the service entrance and control equipment located on the main floor of



A small section of the large crowd of over two thousand persons who were on hand to see the game and help initiate the newly lighted field.



The Shortsville High School Band, a well trained and colorful unit, made a fine showing in the parade and went through some maneuvers on the field before the game.

the band stand, nearby the field. To economize on the installation the Shortsville street superintendent dug the necessary holes for installing the 50-foot and 70-foot poles. As a result it was possible to provide more floodlights which improve playing conditions on the field.

The field has been in use almost every night all summer, with league games being scheduled Monday, Wednesday and Friday nights. On Tuesday

nights the Shortsville Boy Scouts play the Manchester Boy Scouts, and on Thursday night there are contests between local ball teams, plus a band concert.

On opening night there were 540 automobiles on the field, and an attendance of over 2500 persons. Even the regular average attendance is well over 1400 "fans." Visiting teams have been very enthusiastic over the light-

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The Turner-Schrader Post Band of the American Legion provided music for the occasion and participated in the parade to the grounds.

Soil Sterilization in Greenhouses

LUCAS CAPLE, *Industrial Department*

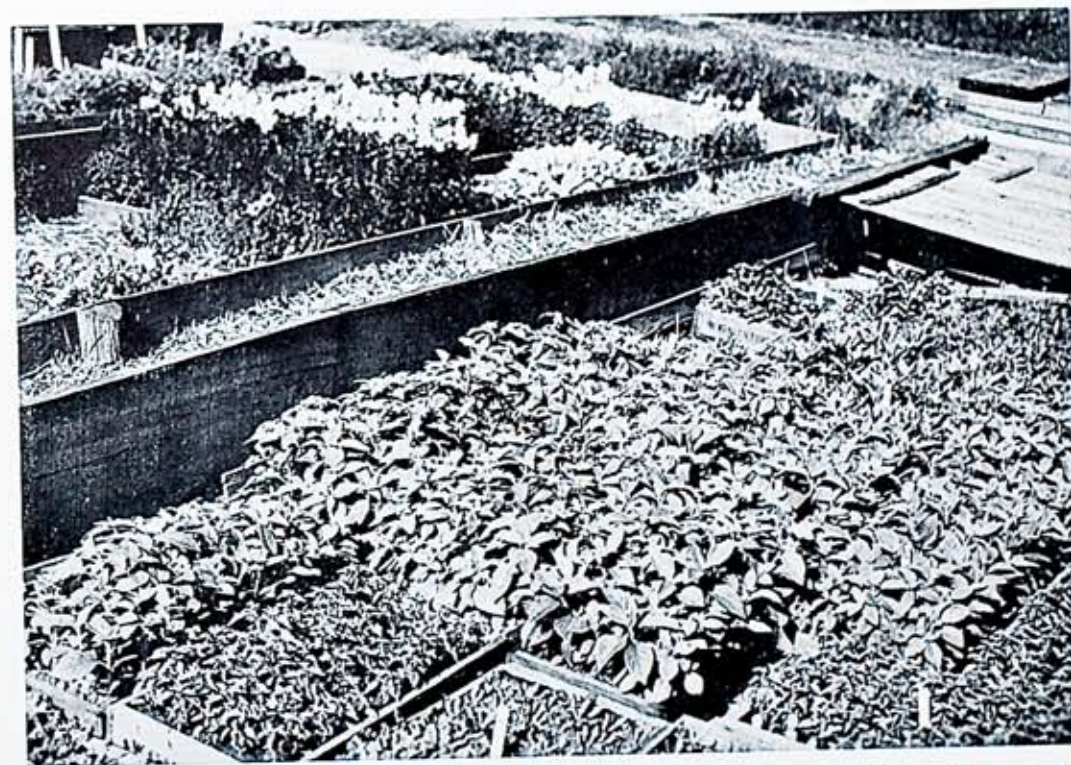
THIS Spring, considerable experimental work was undertaken to determine the value of soil sterilization in greenhouses, in cooperation with greenhouse owners and the Monroe County Farm Bureau.

Many harmful bacteria are present in soils which cause small seedlings to damp off and die. It is also desirable to get rid of the weed seeds that are present which cause much work and trouble later on if not checked. To rid the soil of these harmful bacteria and weed seeds it is necessary to heat the soil to be used for planting to about 180° F. and keep it at that temperature for several hours.

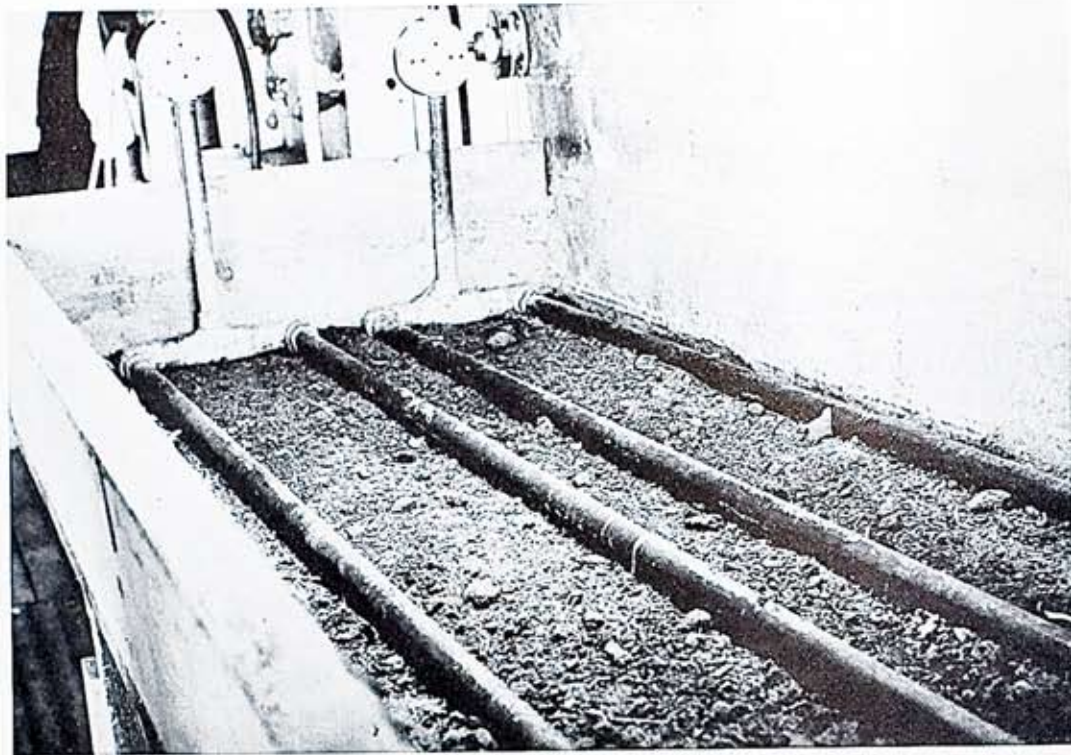
William Galentine, a florist on Long Pond Road, Greece, had a real prob-

lem on his hands. He had contracted to grow about 1600 flats of flowering plants for a large wholesale house. When Mr. Galentine heard what soil sterilizing would do he was much interested, as it was necessary for him to save as many plants and as much labor as possible in order to make a profit.

Electrically sterilizing the soil was quite simple. The heating units shown herewith were covered about 8 inches deep by the soil to be sterilized. Over the soil (which was well soaked with water) a sheet of galvanized iron was placed to keep the steam in the soil as much as possible. Old blankets covered this to keep down the heat losses. With this arrangement it was



Plants grown under electric sterilization are free from weeds and disease and especially sturdy. Above is shown some of the plants grown at the Galentine greenhouse last spring.



Pipes containing the electrical wiring in the sterilization layout. These are covered with the soil insuring ample warmth for speedy growth without the liabilities of weeds or disease.



Another flat of plants from the Galentine farm. Without sterilization plants are usually quite weedy and also heir to certain diseases which sterilization eliminates.

possible to make two or three heats of the soil per day. After the soil was sterilized it was dumped in a large pile where it cooled off before using.

The results of this work were obvious at all stages, from seedlings to full grown plants. All plants survived, since there was no damping off and only occasionally a weed could be seen. The saving in labor by not having to weed these flats more than paid for the cost of sterilizing, beside making a more attractive flat to display.

Growers Enthusiastic

Later about 400 flats were grown without sterilized soil. In this case many of the plants were killed by damping off and the weeds grew profusely. Other growers who used this same equipment reported that the results they obtained were excellent. These growers are very enthusiastic, saying that for soil sterilization electricity permits more flexibility than steam, at about the same cost or even less.

WM. F. GALENTINE

Florist

Cor. Long Pond and Mill Roads, Greece

R. F. D. 4

ROCHESTER, N. Y.

Rochester Gas and Electric Co.

Sterilizing the soil as you recommended with electric soil sterilizing units enabled me to grow 1600 flats of flowering plants without extra help. I had no trouble with damping off and it was not necessary to do any weeding. And much better plants. The amount of labor saved in weeding alone more than paid for the small amount of electricity used.

WM. GALENTINE



This is a flat of plants from another greenhouse where sterilization is not used. It indicates pictorially how much time is saved in weeding alone when electrical sterilization is used.

Mr. Haftenkamp New President Of Empire State G & E Association

ARTHUR KELLY

VICE-President Joseph P. Haftenkamp was elected president of the Empire State Gas and Electric Association at its annual meeting in September and presided over the sessions of the 1937 convention held at Saranac September 16th and 17th. President Herman Russell was one of the speakers at this convention and Robert E. Ginna was chairman of the entertainment committee.

Mr. Haftenkamp should be popular with the women following his address before the Maryland Utilities Associa-

tion meeting at Ocean City, Maryland on September 11th last. He told the assembled gas executives that women in the home were entitled to enjoy shorter working hours just as much as men in store, office or factory. "The trend of the times," said Mr. Haftenkamp, "is towards a shorter working day for the housewife and utilities should actively promote that trend."

"We should publicize aggressively the fact that gas and electric service, and the use of gas and electric appliances, are the most potent of all time and labor-savers," said Mr. Haftenkamp, "and that no housewife can enjoy a substantial measure of relief from burdensome household chores unless she makes full use of this service and of these appliance-servants. We should keep constantly before the public mind the fact that we supply a retinue of servants who will work diligently and cheaply in every home."



Vice-President Joseph P. Haftenkamp, who was recently made President of the Empire State Gas and Electric Association.

THIRD ANNUAL CONSTRUCTION AND MATERIALS SHOW

Coming October 26, 27 and 28

SHOWING products of 23 national manufacturers . . . new wiring materials, equipment . . . recent developments in distribution . . . right and wrong methods of wiring, etc.

Of Special interest to engineers, maintenance men, builders, contractors. Public also invited. No admission charge.

LOCATION—Auditorium
Gas and Electric Building

Committee: T. T. Benz (chairman), R. J. Meagher, B. A. McDons, Jack Whitford, George Schaffer.

It Is a Pleasure to Shop in the "Frances Kitchens"

By H. V. RICKNER, *Industrial Department*

MANY Rochester merchants believe this to be the ideal time to modernize their shops and thus offer greater appeal to the buying public. One of the most recent of these modernized shops is "Frances Kitchens," a bakery and delicatessen located at 1454 Monroe Avenue. No effort was spared by the owners of this store to make it one of the most inviting shops in its field.

When it is realized that more than 80% of all our impressions are gained through the eyes, the merchant who

contemplates dressing up his store must give careful attention to the lighting effects if the desired results, increased sales, are to be obtained.

Those who enter "Frances Kitchens" new store are greeted first by a bright and cheerful atmosphere which readily puts them in a happy buying mood. Directional lines inlaid in the floor linoleum suggest that you walk closer to the well lighted cases and inspect the wide variety of "goodies" displayed. A friendly salesgirl will

(Continued on Page 620)



When a customer enters this place he is greeted with a smile, well lighted cases containing attractive food products. When he leaves, the cash register has no mercenary ring as it sounds out his purchase, for—it's old time clang is superceded by the soft, mellow tones of musical chimes. They seem to say "Thank you for calling, won't you please come back again, soon."

Do You Know How to Sleep on a Windy Night?

This interesting radio story-sermon was presented on May 24, over the Columbia Broadcasting System, by the Ford Motor Company, in the Ford Sunday Evening Hour. It was written by Mr. W. J. Cameron. Mr. C. M. Bernhardt, General Sales Manager, of the Ford Motor Company, has graciously given us permission to reprint this story in Gas and Electric News, for which we thank both him and the Ford Motor Company. This is a fine story for children. Pass it along to some boy or girl to read.

THERE is a part of our audience on the radio every Sunday night and in the hall tonight that we feel should be recognized. I mean our very young listeners—the children. Besides the high school chorus of the Edison Institute at Dearborn, there are here with us the smaller pupils from the primary grades of the other schools in Greenfield Historical Village who have stretched their bedtime a little to come and look on. So we shall just dedicate this talk to them. They make a capital audience, as I have sometimes proved in morning chapel, when they contribute their part to the address, in question or answer or comment. Often what they say is really the best of all that is said—as you who really know children will readily agree; but unfortunately we cannot have one of our refreshing conversations with them tonight. Instead I shall try to tell them and all our other young listeners—and young-minded older listeners—a story.

The Hiring Fair

This story, boys and girls, is about a boy who knew how to sleep on a windy night. You will say, "That isn't much—anyone can sleep on a windy night!"—but this is different. It happened some years ago in a land far across the sea, where most of the people are farmers. And once a year the farmers and the young men and women who work for them go to a fair—they call it a hiring fair—and strike a bargain for the next year, what work they shall do and how much they shall be paid. It is the only holiday away from home they have, all the year round—

this hiring fair—so you may think how they look forward to it.

Now it happened that Farmer White was very much dissatisfied with a man who worked for him on his farm, so he set out for the fair to hire another man. And when he came to the fair he saw the gay tents and booths, and the flags, and heard the merry music; he saw the dancing bear, and the Punch and Judy show, and the gypsy camp, and the merry-go-round (only they called it by another name), and the baker's stall where sweet cakes were sold, and all the farmers and farmers' wives and the dairy maids and the strong young farm workers walking up and down—until he be-thought him about the business that had brought him there—the hiring of a new farm man; so he began to look around for one. As he walked about he saw a young hobbledoy (if you don't know what that means, look it up in the dictionary) an awkward, gawky young man—and stopped him. "Well, young fellow," said Farmer White, "and what is your name?" "John, sir." "And what do you do?" "I work on a farm, sir." "Do you know anything at all about farming?" "Yes, sir." "What do you know?" "If you please, sir, I know how to sleep on a windy night." "You what?" "I know how to sleep on a windy night, sir." "Well, that's no great recommendation," said Farmer White, "most of my men can do that only too well now!"

So Farmer White walked the fair and talked to this one and that, but he found no farm helper that suited

him. And he met John again, asked him the same question and got the same strange answer. There was something in the boy's honest eyes he liked, something behind what he said that interested him. But he wasn't willing to hire a boy whose only boast was that he could sleep on a windy night. And he made the rounds of the fair again, and late in the afternoon saw John still waiting to be hired. He quickly made up his mind, walked over to John and said, "You are certainly a curious kind of farm hand, but come along to my farm and we'll see what you can do."

The Wind Wakes Up

John worked away for several weeks, not much noticed—and that isn't a bad sign, either. When anything is working well it isn't much noticed. And then one night the wind woke up. It gathered itself in great gusts on the hills, and sent the clouds scurrying across the sky, and roared

through the forest, and hammered against buildings, and tore at the hay stacks, and howled down the chimneys, and when Farmer White heard it, he sat straight up in bed. He knew that wind. Many a time it had wrenched doors off his barns, and scattered his hay and bowled over his chicken coops. So he jumped out of bed and shouted for John. Now, John was sleeping in the attic. "John!" the farmer called, but never an answer. "John!" he shouted louder than the wind, but no word from John. So the farmer bounded up to the attic and shook John, and shook him—"Now, John my lad, get up; the wind's taking everything." But John lay like a log—he never moved.

So Farmer White rushed out into the wild night, expecting to see everything tumbled about. But he found the stable doors safely fastened, and the horses safely tethered, and the windows firmly locked, and the cattle all snug

(Continued Next Page Column 2)



Windy nights have no terror for the farmer who keeps his place ship-shape, as this story brings out so nicely. Be sure and read it, every word of it. It brings a lesson for young folks, as well as for older folks who are young-minded.

National President of Sons of St. George

JAMES E. Skinner, of the Collection Department, was recently installed as grand, national president of the Sons of St. George, bringing another important executive office to Rochester. The election took place at the convention of the organization which was held in the Hotel Seneca, in the presence of two hundred and fifty delegates from all over this country.

The convention lasted for three days. The peak of the social activities came with the president's reception and dance, at which more than seven hundred persons were present. Guests of honor were Mayor and Mrs. Stanton and Sir Gerald Campbell, British Consul General, of New York City, who is also a member of the order. Sir Gerald assisted in the induction of Mr. Skinner into the office, which has jurisdiction over twenty-seven lodges, comprising some two thousand members.

The local lodge, in which Mr. Skinner had earned his way through every "chair" to become State president, was organized in 1886, has a membership of three hundred. The lodge is for persons of British birth or descent, which makes it available to large sections of the American people, so many of whose forbears were of British origin. The organization, however, was born in Scranton, Pennsylvania.

James has been an employee of the Company many years. He has always been active in employee activities, especially baseball. For some years he was one of our official "umps" at the R. G. and E. softball league games, before they entered the major division. He is a "go-getter" and very enthusiastic in things which challenge his interest. We know that he will bring further honors to the organization which has placed so much confidence



James E. Skinner

in his ability as a leader by honoring him with the important job of national "skipper."

Like a good umpire, Jimmy, always called his strikes and balls fair and square. The year ahead of him will demand much of him as an arbiter and a leader. We feel sure he will handle all "close decisions" well and that he will be in there on every play, calling them as he sees them.

Do You Know How to Sleep

(Continued from Page 613)

in their stalls. He found the stack yard intact—the stacks well roped and the ropes well pegged. He found the pigsty secure and the chicken coops firm—and the wind tearing fiercely around them all the time. Then Farmer White laughed out loud—it came to him all of a sudden just what John had meant. Do you know what he meant?

Thank you for listening, and maybe you will tell us just what John meant by saying he knew how to sleep on a windy night.

Twenty-seven Years Drilling Holes

HOW would you like to do the same work for twenty-seven years? Fred Miller of the former Arc Lamp Department, now called Line Operation Department, has been engaged in preparing service boxes for installations in stores, schools, churches and other places for over twenty-seven years. Furthermore, Freddy still, as always, gets a big thrill out of his work, and pursues it with vim and enthusiasm which is almost unbelievable.

Routine But Interesting

Freddy has handled thousands and thousands of service boxes, and prepared them for use, using inspectors' notes as specifications for the necessary machining of the boxes. One would think he would just naturally shy at merely looking at such an endless procession of big black boxes, extending back over so many years. But it's all interesting to Freddy.

Mr. Miller's job brings out an interesting point. There are many other such employees whose work seldom if ever brings them into the limelight of publicity. They work day in and day out on fairly prosaic jobs. This type of work, however, as Mr. Thomas Yawger has so frequently said, is important and those who do it well are valuable, if little known, cogs in the great wheel of service.

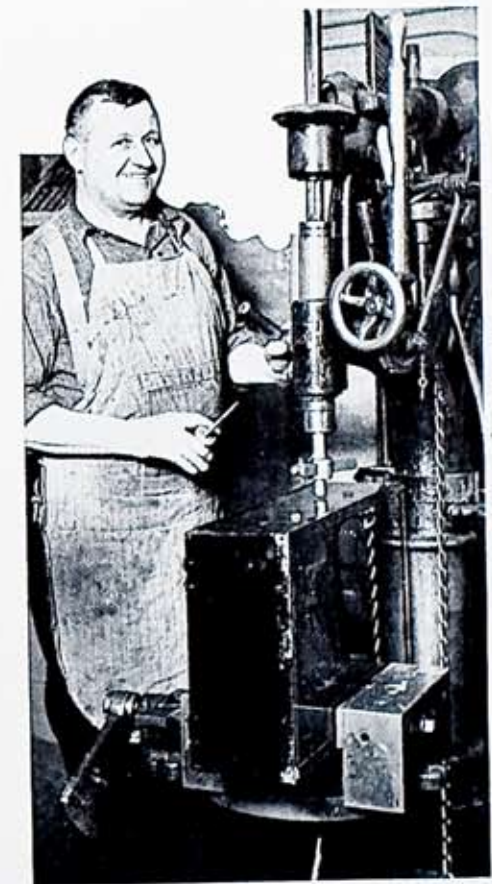
Some men just couldn't stand the tedium of doing the same task for a quarter-century. Fred Miller is proud of the fact that he can "take it," do it well and like it. His smiling face indicates that he is happy in his work. After all, nothing ever bores a happy man; so—bring on those big black boxes. Freddy will put them through their routine and have a swell time doing so.

Softball Illumination at Shortsville, N. Y.

(Continued from Page 606)

ing and the "fans" testify that the best brand of softball is played there regularly.

The cost of the installation was generously paid by the Town Fathers of Shortsville. In a regular town board meeting it was underwritten. These wise men appreciate the necessity for keeping townspeople interested in good clean sports, in keeping the boys and girls at home evenings. The money they subscribed, we feel, will pay them big dividends in town spirit, progress, clean sport and village morale.



Fred Miller has performed this rather prosaic, but nevertheless, important job routine for over a quarter-century. Yes, he likes it.

Rochester Host to A. C. S. On Twenty-fifth Anniversary

ROCHESTER is used to entertaining large numbers of visitors. She took, however, special pleasure in being host city to the American Chemical Society on its fifty-fifth anniversary fall meeting, held here from September 6 to 10.

These chemists do things very painstakingly. Therefore the plans for the convention were designed and carried out something like a formula. Many local persons and Company employees had a part in this activity as well as in the deliberations of the meetings. Among those who presented papers were Louis Shnidman, director of research, whose contribution was on "History of Chemistry;" and Frank Henry, director of Station Three laboratory, who spoke on "Petroleum Chemistry."

The chairman of the committee for the 94th meeting of the Society was M. Herbert Eisenhart, who, with president Herman Russell was a mem-

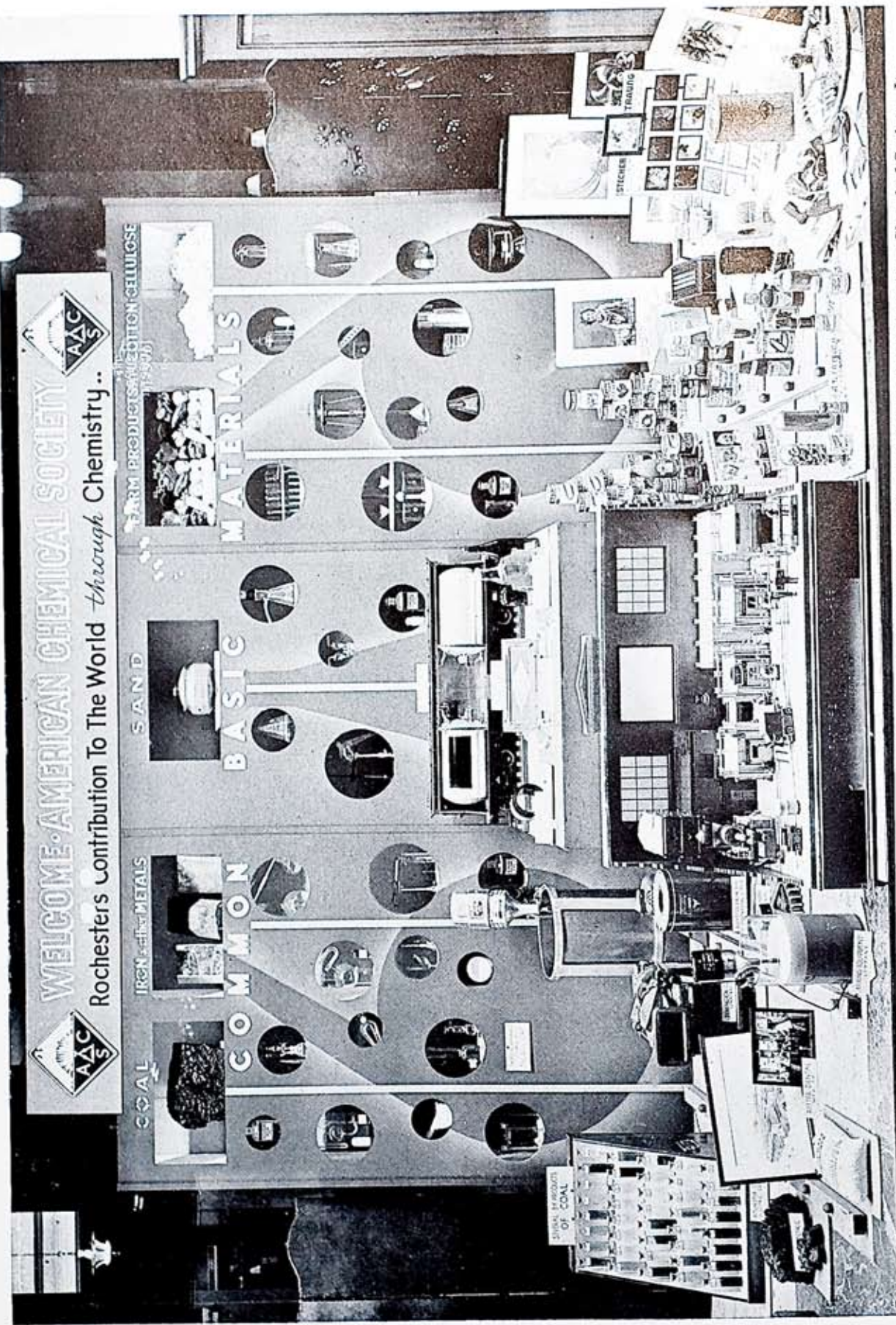
ber of the finance committee. The following men acted on committees as indicated: Alexander M. Beebee, chairman of trips committee; Linn Bowman, Louis Shnidman and Jesse Yeaw also served on this committee. Frank Henry was a member of the meeting places committee. Ray Clark and his assistants did some nice work in special lighting and display and scores of other Rochesterians did yeoman work to make the convention of interest to the guests and their wives, among them the radio committee composed of William Fahy, chairman; Jack Lee and Charles Siverson.

Upwards of two thousand members and their wives attended the banquet at the Oak Hill Country Club on Thursday evening. On this occasion a concert was given by the R. G. and E. Male Chorus, some of whose members acted as ushers and distributed a special program prepared for the event.

(Continued on Page 620)



Old and young folks enjoyed the special chemistry window. Most of the time so many persons were standing by the window that we couldn't even get a "snap" of it.



This window display was the center of interest for thousands who saw it during the week of the convention of the American Chemical Society. It was alive with action and presented many of Rochester's outstanding contributions to the world, through chemistry.

Five Rochester Salesmen Earn National Awards

FOUR salesmen from the Domestic Sales water heater division recently qualified for gold medals and cash awards in the "Golden Faucet Contest" sponsored by nineteen of this country's best known manufacturers of gas water heaters. These Rochester men are: William J. Brown, W. Mackie, A. Abbatt and J. P. Walsh. This is an especially fine record inasmuch as but twenty-eight salesmen in the entire country qualified for this honor, and four of them are on the roster of director of domestic sales Frank Houston, working under the immediate supervision of Frank A. (Pete) Wentworth.

This contest has run for five of its six months' duration. To qualify for gold medals, each winner had to be a monthly winner for five consecutive months. The first month's winners received bronze medals, plus ten dollars; three month's consecutive winners got

a silver medal, plus additional ten dollar bills, and five-time winners receive the gold medal together with a total of five earned ten-dollar bills.

Both Mr. Houston and Mr. Wentworth are especially proud of these men who have reached "tops" in national recognition. According to the record, the average gold medal winner has been selling automatic gas water heaters for from two to four years. He has won in other national contests, has sold at least 120 water heaters thus far for 1937, and intends to sell forty or more before the contest closes.

High Calibre

A fine sample of the Rochester selling calibre is William J. Brown, who has been selling for the Company for 34 years. Mr. Brown is perhaps our oldest salesman in line of service and for many years worked with Mr. J. P. MacSweeney at the old Company headquarters on Clinton Avenue.



Domestic salesmen and supervisors as "snapped" during the recent anniversary celebration of Electrolux gas refrigerator. These men have a regular morning session each day before starting out.



Hundreds of outmoded gas ranges taken in during the "Old Range Round-Up" were taken for a "ride" to this junk pile at the Ambrose Street Yards. Where they once served, most of them for many years faithfully and well, homes now have shiny, bright, glamorous new automatic gas ranges, with heat control and modern insulation to match a kitchen rejuvenation which means happier days for all the family, especially wife or mother.

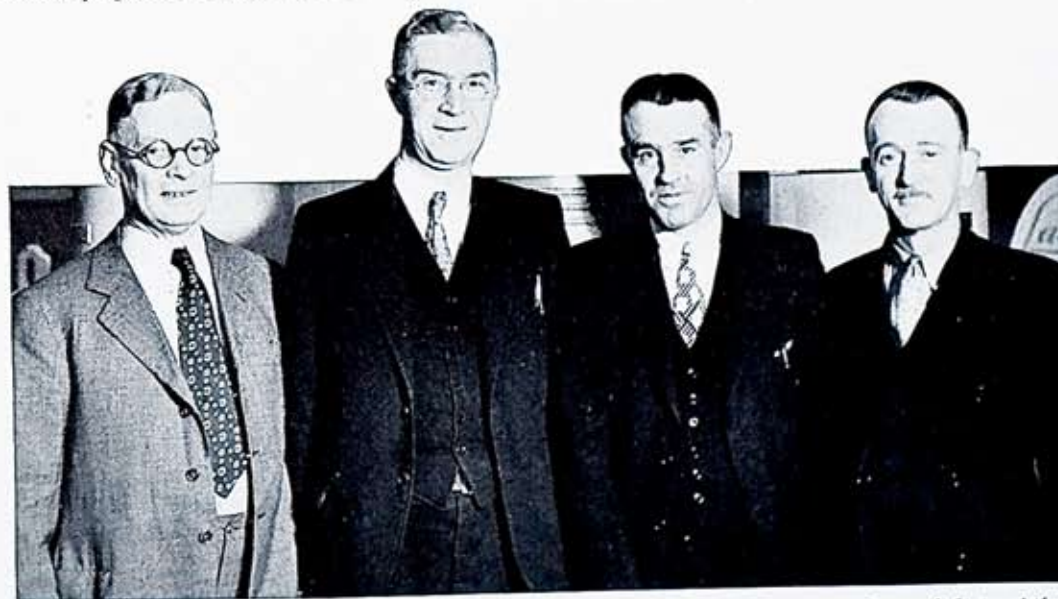
Other two and three-time winners throughout our territory may qualify for additional cash prizes and national commendation before the contest closes its six-month's duration. Rochester and district salesmen who have already made the grade (the contest is graded as to total numbers of meters in various sections) are as follows:

Other Winners in "Golden Faucet" Contest

J. Whittman, M. H. Green, J. Scott, J. Richards, R. L. Horn, J. Schleyer, R. Hill, D. Rodgers, E. Polizzi, H. Morley, J. Heinzle, M. Grewer, Victor

Kennedy, F. Schlottman, C. Gangloff, I. Hobby, C. T. Grigg.

The "Golden Faucet" Contest is no high pressure activity. The sales being made are "sticking" because people are being sold comfort, convenience and economy. Modern equipment is excellent and will give satisfaction for many years. To get down to brass tacks, it is said that about ninety-five per cent of the failures of a device are due to lack of proper selling. Company salesmen realize this and are putting them in "for keeps" which speaks well for their ability and their supervision.



Five-time winners in the national "Golden Faucet" water heater campaign. From left to right are: William J. Brown, A. Abbatt, W. Mackie and J. P. Walsh. Their gold medals climax five consecutive months of outstanding sales effort, winning a total of five ten-dollar bills for each salesman.

It is very encouraging to report that general sales supervisor Jack Sharkey states that business is good. He says that more than 350 water heaters were placed during August, and that the quota of 400 for September is assured. Mr. Sharkey says that this is especially fine work as the water heater activity followed along with the unusual activity in gas ranges which placed more than 2,000 modern, automatic gas ranges in Rochester and vicinity during the month of August. One of our salesmen, Clifford Barkley, himself sold a total of 47 gas ranges last month. This indicates the calibre of the men who are carrying on the selling along the Company's extensive sales frontier. It shows that business is good and that people have money to spend for the conveniences of life, providing they are presented in the true light of home assets, and time and labor savers which will bring added happiness into every day living.

Rochester Host to A. C. S.

(Continued from Page 617)

Scores of Rochester plants were visited by the guests. At some of these places special features of entertainment had been arranged. From the casual bits of conversation overheard during the week, and from the special words of appreciation so kindly offered for publication by many of the guests, the week was one which will go down in the annals of the Society as a banner gathering, as a quarter-century anniversary should be. Rochester also gained much from the good will and the constructive publicity which will be broadcast by word of mouth by these fine people, whose impressions of our city and its people, plants and products will long last.

The deliberations of the convention received wide newspaper publicity throughout the country and abroad. The nation-wide radio hook-up sent out over Station WHAM and the

National Broadcasting Company further publicized events and personalities and literally gave the world a radio picture of some of the high-spots of this body of scientists whose work is doing so much to enhance the lives, health and happiness of all of us, directly or indirectly, today.

It Is a Pleasure to Shop

(Continued from Page 611)

greet you with a winsome smile and will offer suggestions in food purchasing which will be valuable in making your next meal a great success.

While your purchases are being wrapped, your eyes will glance at the case tops where a shadow box sign will bring you the store's message of the day. You turn to leave and the salesgirl rings up the sale, but instead of hearing the harsh "clang" of an old-fashioned cash register you will be ushered out by the soft mellow tone of musical chimes which seem to say, "We appreciate your visit. Won't you please come back soon."

Say It With Flowers

(Continued from page 603)

just outside the main entrance. Now that fall has come Tony Penello will not have to worry about a fourth move for his flowery friends. Jack Frost will soon be master of the situation.

Tony says he still believes in saying it with flowers, but he admits that this summer's experience was more like stuttering and that the slogan should be: "Sss, Sss, Say it with Flowers."

Musical Mugs

The top sergeant sang out just before the company was dismissed: "All those fond of music step two paces forward."

With visions of a soft job in the regimental band, half a dozen men stepped out.

The sergeant growled: "Now then, you six mugs get busy and carry that piano up to the top floor of the quarters."

GENERAL INFORMATION

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

	July 31, 1937	July 31, 1936	Increase
Electric....	135,274	131,812	3,462
Gas.....	111,681	109,685	1,996
Steam.....	332	315	17
Total....	247,287	241,812	5,475

Net Increase in Consumer's Meters by Months

	1934	1935	1936	1937
January.....	54*	16*	329*	253
February.....	86*	55*	451*	173
March.....	93*	55	182*	78
April.....	266	206	318	470
May.....	366	281	540	740
June.....	332	314	506	753
July.....	172	233	562	603
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 July 31

	Electric	Gas	Steam	Total	Incr.
1927	94,262	100,059	272	194,593	
1928	102,648	104,581	317	207,546	12,953
1929	113,995	108,568	323	222,886	15,340
1930	117,720	109,238	347	227,305	4,419
1931	120,549	109,762	340	230,651	3,346
1932	126,958	109,198	329	236,485	5,834
1933	126,667	108,398	316	235,381	1,104*
1934	128,285	109,149	309	237,743	2,362
1935	129,505	110,053	306	239,864	2,121
1936	131,812	109,685	315	241,812	1,948
1937	135,274	111,681	332	247,287	5,475
Incr. in 10 Yrs.	41,012	11,622	60	52,694	52,694

	Month of July, 1937	Month of July, 1936	Increase
KWH Generated—Steam.....	18,723,064	14,024,652	4,698,412
KWH Generated—Hydro.....	14,754,504	5,660,121	9,094,383
KWH Purchased.....	2,723,918	13,421,537	10,697,619*
M Lbs. Commercial Steam Produced.....	42,745	38,057	4,688
MCF Coal Gas Made.....	343,913	356,487	12,574*
Tons Steam Coal Used.....	14,641	14,090	551
Tons Gas Coal Used.....	28,813	32,363	3,550*
Tons Coke Made.....	18,912	22,007	3,095*

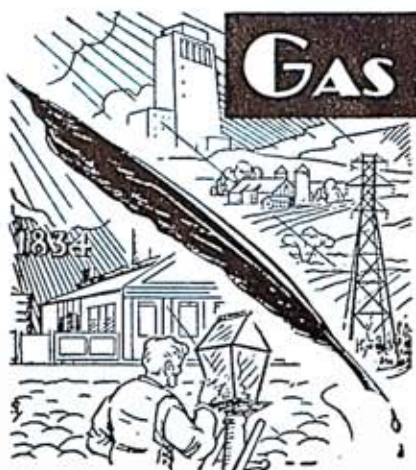
	July 31, 1937	July 31, 1936	Increase
Number of Employees.....	2,545	2,487	58
Amount of Payroll—Mo. Ended.....	\$ 405,787	\$ 394,823	\$ 10,964
Amount of Payroll—Yr. Ended.....	\$4,701,626	\$4,531,745	\$169,881
Miles of Underground Duct.....	2,049	2,037	12
Miles of Underground Line.....	3,033	3,003	30
Miles of Overhead Line.....	10,049	8,504	1,545
Miles of Gas Main.....	883	829	54
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,472	26,223	249
Total Number of Street Lamps.....	27,869	27,618	251

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for July, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$6,383.26	Sick Benefits.....	\$ 922.74
Dues and Fees—Members.....	917.42	Accident Off-Duty Benefits.....	136.28
Dues and Fees—Company.....	917.42	Family Sickness.....	0.00
Rochesser Hospital Service Plan—		Medical Examiner.....	0.00
Members.....	886.57	Nurse's Expense.....	100.00
Company.....	439.68	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,326.25
Investments.....	22.55	Balance end of Month.....	7,081.63
Total.....	\$9,566.90	Total.....	\$9,566.90
E. B. A. Membership July 31, 1937.....	2,201	E. B. A. Membership July 31, 1936.....	2,184
Members participating in Rochesser Hospital Service plan July 31, 1937, 1,395; July 31, 1936, 1,228			



GAS & ELECTRIC NEWS

Department Correspondence Staff

LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumer's Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canandaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
GEORGE PUDDINGTON	Domestic Sales
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*

Corn Stalks

SOME years ago we used to wonder why it was that we couldn't get striking pictures of corn shocks, boldly outlined against an autumn sky and presenting a poster-like appearance. What we wanted was imposing close-ups, with photographic values still retained in the corn shocks vanishing in the distance.

It wasn't until some years of trying that we learned that in photography, as in poetry, song and writing, a so-called poetic licence is taken in the creation of good art, good photography and good creative work in other lines.

A photograph that just came to us in the mail, a beautiful autumn scene with corn shocks and clouds, reminded us of the point we are accentuating: In order to get striking effects, liberty must be taken with the settings; poetic licence must often be called upon and things be set up to suit the requirements of the picture.

Farmers, we have learned, seldom set up their corn shocks so that they make the kind of a picture we want; they set them too far apart. We must make our own set-up, like a stage manager shifting scenes. Then, our picture becomes easy to get.

Human beings have to take many of their own set-ups. A salesman usually has to call evenings to get husband and wife together before he can, for instance, sell them a washing machine or a refrigerator; much marshalling of human factors must be done before decisive points can be gotten over and minds be made ready for propositions; and much publicising, advertising and "missionary work" must be released as ground work for the clinching process which has been carefully prepared to follow.

Life is just full of corn shocks which are altogether too far apart. Human beings learn in time to arrange them to suit the requirements of varied conditions. Things in this life seldom marshal themselves into the routine and conformation which forms what we sometimes call a "natural." After all is said and done, each one of us is a set-up man, a human scene shifter, trying our best to make the picture of life as imposing and as striking a one as we visualize it in our moments of idealism.

This Changing Age

WEBBER and Fields, old time kings of minstrelsy, the funny comedians of the past, made a little slap-stick comedy go a long ways. They depended a lot upon their funny costumes, their German dialect and their irrepressible antics to put across their act. How different is the present-day style of radio and theatrical comedy! This difference also is noticeable in other things today.

Years ago, comedians could use the same jokes for two or three years; yet, crowds came to hear them again and again and never tired of them. Today, radio comedians must have a different "line" every time they participate in a radio presentation, which is often two or three nights a week.

The big weekly broadcasts featuring Eddie Cantor, and others in this class keep the "gag" man extremely busy. The jokes today may be fundamentally the same, but they must have a new twist to them to get over. The life of a comedian nowadays is extremely hard work compared to those who years ago made one script do for an entire season or longer.

This change of pace which characterizes modern times also applies to the work of physicians, engineers and is quite characteristic of the endeavors of a long line of important work today.

There was a time when an engineer was considered more of a surveyor than perhaps anything else; when this great country was being plotted and blue-printed, when the early railroads were in the process of construction and when there was almost a routine for the activities of the ordinary engineer.

Today, progress along the lines of manufacture, invention, research, the construction of great hydroelectric projects, the building of skyscrapers, mammoth bridges, automobiles, airplanes and a myriad other things demand a maximum from the engineering

talent of the world. This great field has, like others, become greatly specialized and a man is no longer just an engineer, but has become an engineering specialist along some preferred line. No engineer could possibly keep abreast of all the engineering activities being carried on today.

Doctors are also quite noticeably specialists. A general practitioner sends his difficult eye, ear, nose and throat cases to a physician who is "tops" in that work; surgeons also specialize in various complications involving the human anatomy; there are children's specialists, bone specialists and many others. Today we live in an age of specialism, which is doubtless well for the health and well-being of all of us.

The recent convention here of the American Chemical Society brought out some of the wonderful special research being done by chemical engineers. This work is really adding years to our life as well as life to our years. What a wonderful period this is in which to live. Our expectancy of life is lengthening and we are being made conscious of the fact that an all-wise provision for creation, coupled with the collaboration of scientific research has much yet in store for us along the general plan of making this life fuller, more enjoyable and more pregnant with opportunities for each one of us to increase our humble contributions to the sum total of benefactions to this changing age.

OUR CANDID COVER

This snapshot was taken some summers ago by Arthur C. Rissberger, personnel and public relations dep't., who can't be seen. First man in line is Baird Robinson. Others in picture (somewhere) are Dorsey Granning, Vick Hoddick and guides. A. C. R. took this candid "shot" without rocking the boat. This may be the first time some of the men have seen the picture.



Gertrude Rinker spent her vacation on the Great Lakes. She embarked at Buffalo, sailed over Lake Erie, through the Soo, Lake St. Claire and Lakes Michigan, Huron and Superior. Stops were made at interesting spots along the itinerary.

Mr. and Mrs. Paul Miller, with their daughter Eloine and Mrs. Thomas Mercer, of Bridgeton, New Jersey, spent a delightful vacation this summer in the south. For ten days they circled the state of Virginia, visiting places of great historic interest. They stopped at Washington, Richmond, Annapolis, Williamsburg, the reconstructed city of historic interest, Norfolk and other cities.

They drove over the famous scenic route, the "Sky Line Drive," in the glorious Shenandoah Valley and National Park, also visiting Monticello, Fredericksburg and other southern cities famed for their beauty and historic memories.

Miss Eloine Miller has just gone back to the University of Rochester for her third year.

Byron Zimmer, with a party of friends which included his sister Maude, recently made a motoring tour through the south. They visited Gettysburg, Washington, Richmond, Williamsburg, Charlottesville, Monticello and rode over the "Sky Line Drive." On the way home they came by way of Williamsport, where they visited friends there.

Byron says that one interesting commentary on southern touring is the road markers, each with its keyed numerals, which dot the highways calling attention to battles or other historic interest. One may literally "Read as he runs" by referring to a tourists' guide in which these numerals refer to paragraphs explaining what happened at each particular spot.

Mabel Worthy, with her husband and a party including Margaret Wood and Phillip Gropp, spent one week recently touring through the Mountains, stopping at Lake Placid and Lake Saranac. For their second week's vacation Margaret and Phillip motored to Detroit with Phillip's parents. They greatly enjoyed visits at the Ford plant and at the Ford Museum and Zoo.

Margaret Lennon accompanied her niece, Frances McLaughlin and friends enjoyed a motoring trip to Boston, Cape Cod and other places in the New England States. They were on the cape during the extreme hot weather and found it a delightful spot.

Frank Millard and family spent a week at Cleveland. While there they availed themselves of the opportunity to visit the Great Lakes Exposition, which closed recently.

Mr. and Mrs. Cleo Pickard and family spent a few days this fall visiting relatives in Ontario, Canada.

J. Harlan Cooper, district manager of the Hilton office was recently made district deputy grand master of the F. and A. M. He was inducted into office at Utica, N. Y. His territory is the first Monroe district, comprising part of Monroe County, where he will make official visits to a total of fifteen lodges, eight of which are in Rochester. Harlan spent his vacation at Cape Vincent and easily got his quota of fine black bass.

Walter Chambers, of Station Three, with Mrs. Chambers spent two fine weeks vacationing at Seneca Lake, near Dresden. While there they entertained some of their Rochester friends over the week-ends. Fishing was good and Walter landed some fine lake trout, the largest of which was over ten pounds.

Charles Cowan of the Canandaigua Office spent his vacation this year at Provincetown, Massachusetts, where he enjoyed the great natural beauty of that section, and visited many historic places of great interest.

Raymond O. Wells, Canandaigua Office manager, spent a very enjoyable week recently visiting with friends and relatives in Fillmore, Oran and Almond, N. Y.

Frank Schmitt is rather proud of the new radio wave reflectors recently installed on the four main streets of Hilton, N. Y. They provide much better lighting than the old installation as they are more modern in design and afford 400 candle power instead of 200 candle power per light. The village of Hilton has signed a new lighting contract and the place has taken on a much brighter aspect at night.

The marriage of Henry MacGregor of the Steam Department, to Miss Elsie Tackabury of Rochester, took place on August 28. The ceremony was performed at Trinity Lutheran Church

by the pastor, Reverend H. C. Erbes. Following a reception for friends of the families, the bride and groom left for a vacation honeymoon which was spent in the New England States.

Henry is a member of the R. G. and E. Male Chorus. He plays the bag pipes upon occasion and has a very harmonious outlook on life. One of the pre-nuptial events in his honor was a dinner at the Chiselers Camp given him by chorus members. Chorus president W. E. Hughes, with fitting ceremony, presented "Mac" with various electrical gifts, tributes of the appreciation of his singing associates.

Eddie Morris of the Steam Department, and Mrs. Morris of the Payroll Department, have returned from a trip to Boston. While there they visited at the home of Mrs. Gertrude Shippey Moore, formerly of the Coke Sales Department. They had a very pleasant trip and greatly enjoyed their stay with Gertrude and her husband, both of whom were formerly employed at the main office.



This fine boy is the son of Mr. and Mrs. Daniel J. Dronkers. Daniel J., Junior, is twenty months old and has his Dad's winning smile.

Floyd Owen and Bruce Thompson and their families spent their vacation this year up at Schroon River, a very delightful place to fish, swim and enjoy the great outdoors. Schroon River is near Bolton Landing, where the vacationers had spent vacations in previous years. While there they added one more mountain to the list of those climbed and accounted for. Swede Mountain was the height scaled on this trip. The entire party got quite a "kick" out of the boat Bruce built for the occasion. It was duly christened and came up to all of Bruce's engineering expectations.

Jimmy Mallon went to bat recently on the Main Floor and made quite a "hit" with persons who are employed there. A care-free and mischievous bat had been sailing about there to the discomfiture of all, especially the women. Jimmy got a long pole and fastened a small bag or net at its end and began casting for Mr. Bat. It was a love game for some time, with the bat getting an occasional advantage. Finally, with one mighty sweep, Jimmy made a bat in one and the game was over. Ray Meyers is thinking of signing up Jimmy for pinch-hitter on next year's softball team. He says that

with an ordinary club and the usual conditions, Jim should be able to hit even Shifty Gears.

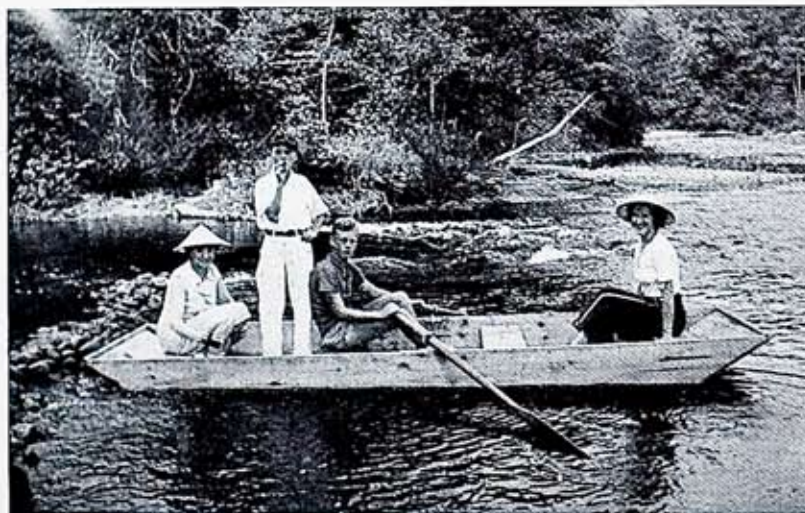
Mr. Yawger showed us an interesting postcard received from Mr. and Mrs. Russell while they were out west on vacation, at Seattle, Washington. It told of the fine salmon which Mrs. Russell had caught while fishing in the Columbia River, where she and Mr. Russell had gone, as a side trip from the American Gas Association meeting.

Mr. Yawger, knowing Mrs. Russell's reluctance to boast of her piscatorial skill, says that we can only judge her latest catch from her previous, unaided battle with a forty-pound sailfish off the Florida coast last winter.

Virginia Wage has finished her summer's work at the office, and is now attending Cortland State Normal School, where she is doing her sophomore work, majoring in the Physical Educational Course.

Charlotte Moore and Edward Carrol were married in the Rectory of Sacred Heart Church, September 4. A honeymoon was spent in Cleveland, where they visited the Cleveland Fair. They are now at home at 1362 Dewey Ave.

Mr. and Mrs. James Burnett, with Mr. and Mrs. Norman Stott recently attended the national air races held in Cleveland, Ohio. They also attended the last few days of the Great Lakes Exposition.



This is the boat Bruce Thompson made for his vacation. From left to right in the boat are: Mrs. Floyd Owen, Raymond and Gerald Owen and Mrs. Bruce Thompson. The picture was taken at Schroon River.

Mr. and Mrs. James F. Burnett, of Little Rock, Arkansas, spent two weeks visiting at the new home of Mr. and Mrs. James Burnett, Jr., of Brighton. The visitors were taken for numerous short trips in and around Rochester, and went home with a very fine impression of our brand of scenery and hospitality.

Early in September Mabel Patchen of the Wolcott Office spent a very enjoyable week-end on a fishing trip to Black Lake. To one who spends so much of her time in a small office searching for illusory figures and making reports, sitting in a boat out in the wide open spaces is surely a delightful experience. Mabel had her share of fisherman's luck and came home all rested up and tanned to a nice brown, and with enough ultra violet rays stored up to last her till Christmas time.

Dorothy Gage of the Wolcott Office spent her vacation seeing the sights, historical and otherwise, in the city of Philadelphia. She also visited Atlantic City, New York, and, as a variation from routine vacation practice, she took part in a local talent Parent-Teachers Association play.

On September fourth the linemen from the Lake Shore district enjoyed themselves at a dinner held at Lotus Lodge, on beautiful Sodus Bay. As their guest they had Graydon Curtis, district manager. A very fine program was carried out in the afternoon, with horse-shoe pitching, sports, etc. The weather man, these linemen found, couldn't be controlled as easily as the lines they handle so easily, and so it rained. This drove them inside where they played cards, which all enjoyed. The men have caught the party virus and want another one, soon, perhaps a clambake.



This is Norman Davidson, Jr., and Edward Roeser's canine pal, "Jerry," as snapped near the Davidson cottage at East Manitou.

Elizabeth Baumann, of East Station, on August 21 became the bride of Alexander Ducat, formerly an employee of the General Maintenance Department. The ceremony was performed at four o'clock at the Church of the Reformation, by the Reverend Fred R. Knubel. After the ceremony a reception and dinner was held for the bride and groom and their immediate friends at 143 Dartmouth Street.

One of the nice gifts received by the bride was a complete set of rock crystal, a gift from her associates in the department.

From Sam Landon, Engineering Department, came a picturesque postcard showing the Summit Circle, a beautiful spot atop Cadillac Mountain, Mt. Desert Island, Maine. While up that way, Sam caught a fine big cod. "When I saw it coming up over the side of the boat," he wrote, "I was overwhelmed." Mr. Landon and party visited many interesting places in Maine and other New England states.

Eddie Schipper, who operates one of the R. G. and E. "lifts" and whose philosophy of life is quite a "kick" to many of his riding public, spent his vacation, or part of it fishing in a very hot sun; part of it was also spent just as this little poem relates. The poem was contributed by Eddie's sympathetic associates. Here it is:

There was a young fella named Eddie,
Whose limbs got a little bit reddy,
For he fished in the sun,
Till his props were well done,
And spent his vacation in beddie.

Irene Stickney had a very restful vacation this year at Conesus Lake. She fished a bit, read a lot and enjoyed the invigorating exercise which boating brings. Her mother, Mrs. J. M. Stickney, and her brother, Edward L. Stickney were in the party.



This is Walter Chambers, Station Three, with some of the fine Seneca Lake trout he caught on vacation, weighing about ten pounds each.

James LaPorte, of Andrews Street, with his family recently had a very fine vacation trip. It took them up to Montreal and vicinity, and back home by way of Toronto, Niagara Falls and Buffalo. They visited St. Anne's and St. Joseph's shrines, and while in Montreal went aboard the ocean liner "Duchess of Bedford," and enjoyed exploring its various decks and saloons.

Arthur S. Kingsbury, of the Transportation Department, with his wife, Viola Kingsbury, of the Andrews Street telephone switchboard, spent a delightful vacation in and around Kingston, Ontario. They enjoyed visits with relatives and Art got in a few days of very good fishing. He caught seventeen nice fish, including seven bass none of which weighed less than four pounds.

Florence Russell again chose Bar Harbor, Maine, as the ideal vacation spot. With her aunt, Mrs. E. Lyman Low, she spent an enjoyable two weeks there this summer.

In early September Marie DeGraff became the bride of Charles Allen Phillips, Jr. The ceremony was performed by the Reverend Anthony Luidens, pastor of the Brighton Reformed Church, at the Green Gables, before a fireplace decorated with tall white tapers and baskets of flowers.

The bride was given in marriage by her father, Mr. Jacob DeGraff, of Brighton. The bride was attended by her sister, Herbert DeGraff, a brother, was best man, and Margaret Phillips, sister of the bridegroom, played the wedding march.

Dinner was served to thirty guests at Green Gables. After a trip throughout the east, Mr. and Mrs. Phillips are now at home to their friends at 12 Sumner Park.

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.

Lucy Ella Lannin, mother of Harvey B. Lannin and Mrs. Merton G. Taylor, died on September 8, at her home, 306 Sherwood Avenue. Funeral services were held from the home and interment was made at Riverside Cemetery. Mrs. Lannin leaves her husband, three daughters and three sons.

Cameron C. Luitwieler, employed in the Domestic Sales Department since December, 1934, died August 20. He is survived by his wife, mother, and two aunts. Funeral services were held at the home. Burial in Mt. Hope Cemetery.

George Histed, Sr., uncle of George Histed of the General Maintenance Department, died recently. He was of Revolutionary soldiering stock and was a close friend of the famous fighter, John L. Sullivan. Funeral services were at the home, with burial at Mount Hope Cemetery.

The mother of Helen M. Dimick died on September 22, at her home, 6 Woodrow Street. Services were held from the home of a daughter, Mrs. W. I. Miller, 595 Seneca Parkway. Mrs. Dimick is survived by four daughters, one brother, six grandchildren and four great-grandchildren.

Fred Close, Station Three, with Mrs. Close, spent a nice vacation visiting friends and relatives in the mid-west. Fred enjoyed seeing his sister who lives in Findlay, Ohio, and also made stops at Detroit and Chicago. At Chicago, he attended the convention of the Universal Craftsmen's Council of Engineers, whose deliberations were held at the Stevens Hotel.

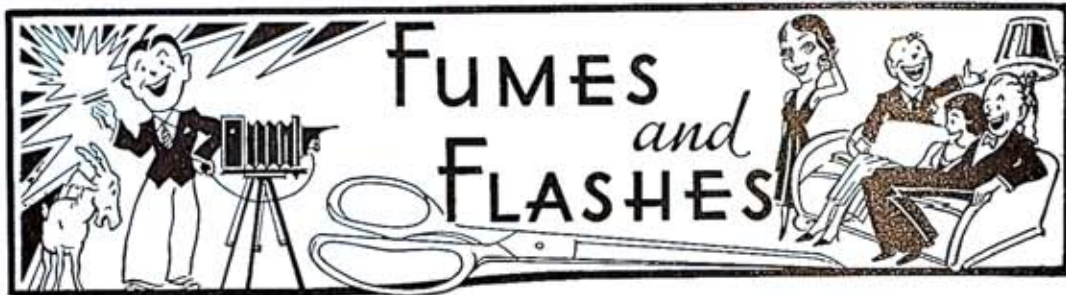
Mr. and Mrs. Sam Springer were in attendance at the convention of the Universal Craftsmen's Council of Engineers, held at the Stevens Hotel in Chicago. While there they had the pleasure of the company of Mr. and Mrs. Fred Close, who were also in the windy city.

Richard Brown of the Steam Department has returned from a fine vacation spent in Maine. While there he was able to pep up his form in tennis to the point where he was a member of the winning doubles team, and runner-up in the singles tournament. This competition was held at Lake Maranacook.

Helen A. Lindberg, of the Fourth Floor, daughter of Mr. and Mrs. William Lindberg of Sheffield, was recently married to George Seabrook, of Rochester. The ceremony was solemnized in the parsonage of the Free Methodist Church, at Jamestown, N. Y. The officiating clergyman was the Reverend B. N. Miner. The couple was attended by Mr. and Mrs. Milton Lindberg, of Salamanca, N. Y.

The bride was attired in peach lace with peach and white accessories, and carried a bouquet of roses and lilies. A wedding dinner was served at the home of the bride's parents to members of immediate families.

Following a wedding trip through the New England states, they now reside at 316 Electric Avenue, Rochester, N. Y.



No Pedestrians

Stranger: "Did you see a pedestrian pass here?"

Native: "No. I've been workin' here all afternoon, and not a thing has come by 'ceptin' one solitary man, an' he was trampin' on foot."

You First

Kelley and Cohen were having dinner together. Cohen helped himself to the larger fish and Kelley said:

Kelley: "Fine manner ye have, Cohen. If I had reached out first I'd have taken the smaller fish."

Cohen: "Vell, you've got it, haven't you?"

Gangway!

First Father: "I don't know what to do about my son. He wants to be a racing motorist."

Second Father: "Well, whatever you do, don't stand in his way."

If at First, Etc.!

"My husband is a second story man."

"You don't say!"

"Yes, his first story never fools me."

Observing

The Scandinavian had just returned to the city delighted with the way his new car withstood the trials and tribulations of the trip.

"How are the roads, Hans?"

"Vell, dis guy Lincoln was uh great engineer, but dat Frenchman De Tour he vas no road builder at all."

Top Hole

English Visitor to Canada for the first time, on seeing an Indian chief, said: "White Man glad to see Red Man. Hope Red Man feels top-hole this morning."

The Chief turned and shouted to some Indians nearby:

"Hey, come over and listen to this bozo, he's good."

Leave it to Granny

She was wandering round the local museum with her grandson when they came to the usual statue of Venus de Milo, with half an arm missing on one side and the whole arm cut away on the other. "There ye are, my lad," pronounced the old lady, wagging her finger toward the youngster. "That's what comes o' bitin' your finger nails!"

Tight Spot

They laughed when I came on the stage in my glove-tight shorts, but when I bent over they split.

Stretching It

"Can I trust him?"

"Why, he's so crooked that the wool he pulls over your eyes is half cotton."

Here, Here

Then there's the young gob who had a rabbit tattooed on his bosom—so he'd have hare on his chest.

Hold 'Em Yale!

When you're speaking football lingo,

Little Gaga's in a fog;

She thinks the Rooting Section

Is the front end of a hog.

Squaring Off

Customer (having a rough shave): "I say, barber, have you got another razor?"

Barber: "Yes, why?"

Customer: "I want to defend myself."

W. P. A. Project

One of the men spoke: "I dug this hole where I was told to and began to put the dirt back like I was supposed to. But all the dirt won't go back in. What'll I do?"

For a long while the supervisor pondered the problem. Then: "I have it. There's only one thing to do. You'll have to dig the hole deeper."

A Little Chink

The traveller has registered on a cold winter night at a second rate hotel and gone to his room. Shortly thereafter he phoned the clerk to complain that there was a little chink in the wall.

"What do you expect for a dollar, Mister," came the exasperated reply, "Fu Manchu?"

Faith, Hope and—Charity

Little Susie had been naughty and her mother suggested that she might do a little praying. She decided to try it, and this is what she said that night before she went to sleep:

"Dear God, I know I'm a bad little girl, and I wish you would help me to be better, and if at first you don't succeed, try, try again."

Howdy, Stranger!

≈

Life is like a journey taken on a train,
With a different passenger at each window pane,
I may sit beside you all the journey through,
Or I may sit elsewhere, never knowing you;
But if kindly fate decree, I sit by your side,
Let's be pleasant travelers—its so short a ride.

—Selected



Arthur Underwood and "Buddy" His Son; from Vacation Snap-shot

Common Cents

A big silver dollar, and a little brown cent,
Rolling along together they went,
Rolling along the smooth sidewalk,
When the dollar remarked—for the dollar can talk:

You poor little cent, you cheap little mite,
I'm bigger and more than twice as bright,
I'm worth more than you a hundred fold,
And written on me in letters bold,
Is the motto drawn from the pious creed,
"In God we trust," which all can read.

Yes, I know: said the cent,
I'm a cheap little mite, and I know
I'm not big, nor good, nor bright,
And yet, said the cent, with a meek little sigh—
You don't go to Church as often as I.

—From "*Pepper and Salt*"



Mountain Scene from Vacation of Owen Feltham