

# GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

August, 1938

Vol. 22 • No. 7



all  
a  
dit  
the  
open

ONTARIO BEACH PARK





## How Do You Do?

\* \*

A little bit of philosophy which warns us that our health is not entirely a personal matter.

\* \*

You owe to the business that employs you Loyalty, the Sense of Personal Responsibility, Promptness, Good Nature, the best Team Work Possible, a Scheme of Living that keeps your health as an asset to the business that claims your time, for your health belongs not exclusively to you but also to all the demands of life that are made upon you.

—The Louis-Allis Messenger

# ROCHESTER RG AND E NEWS

Published by The Rochester

Vol. 22—No. 7



Gas & Electric Corporation

AUGUST, 1938

## The Bluebird of Happiness

A MAN said to us the other day "My wife and I spent the greater part of a week driving through the mountains and along the Atlantic coast, but the three best days of our vacation were spent right here at home." That remark doubtless strikes harmonious chord with most of us, for the bluebird of vacation happiness is frequently roosting on our own doorstep.

No matter where you live, home-sweet-home is a great place. When your home town is situated as Rochester is, few distant places hold their allure for you for more than a week or two. And when you get back from being away, vacationing, you can keep right on having fun in Rochester's great storehouse of outdoor health and happiness.

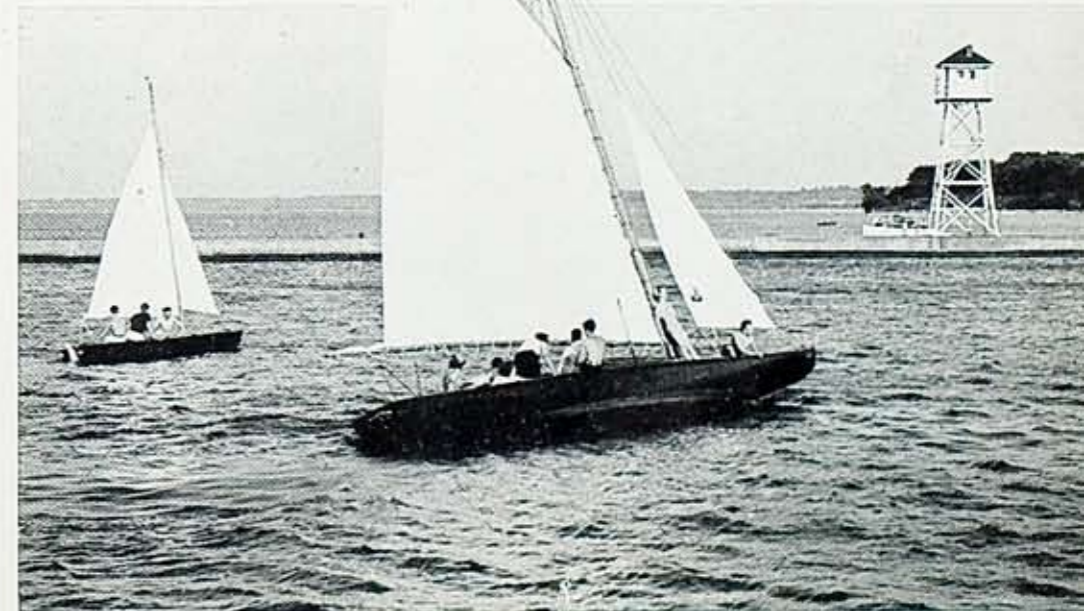
To most of us, each and every weekend is a vacation. Right here in our own bailiwick, Rochester, Monroe County, we can be pretty choosy about our sports, pastimes and pleasures. There is

practically nothing in the way of recreation that can't be found, easily and quickly, and much of this pleasure is available at little or no cost.

City and county park systems provide recreation in varied form for practically everyone. One fine thing in this connection is that one doesn't have to go very far to find a place to swim, golf, sail, play tennis, ride, hike, fish or to do many other things depending upon the bent of our hobbies and avocations.

A total of 1777 acres of lakeside, riverside and other parks are in Rochester alone, providing release and relief from hot weather for thousands of families each day in summer time. Monroe County parks are also extremely popular. This year the latter already have set an attendance record, more than 16,000 persons having visited their beaches, pools and picnic grounds on one recent Sunday, an innovation being free swimming lessons.

Sailing up the harbor of Charlotte to the Rochester Yacht Club, after an afternoon's air-conditioning in the great open spaces.





## East Avenue's New Lights An Aid to Traffic

FRANK SCHMITT, *Street Lighting Engineer*

The City of Rochester has always been a pioneer in good street lighting. Its officials have ever been willing to make necessary lighting surveys, study lighting conditions and progress and then make the necessary moves to insure safe, adequate lighting for the citizens of Rochester.

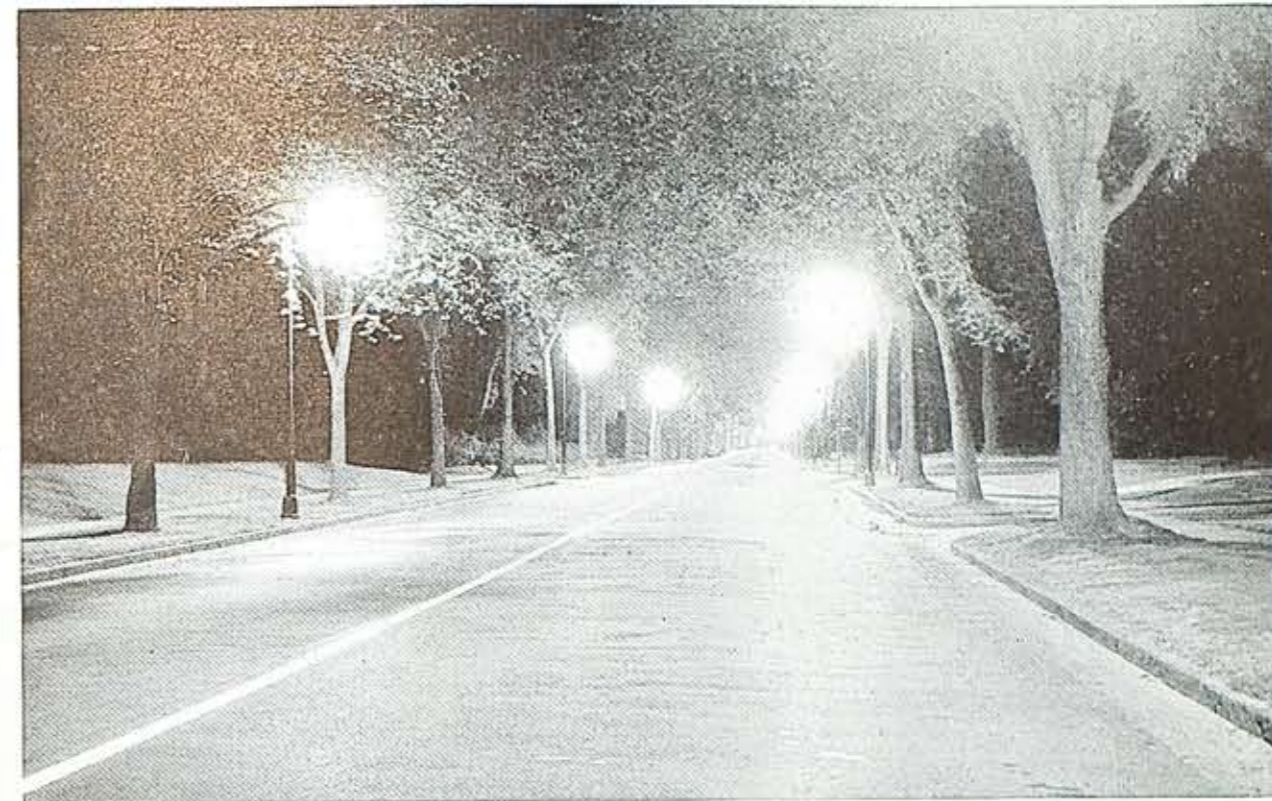
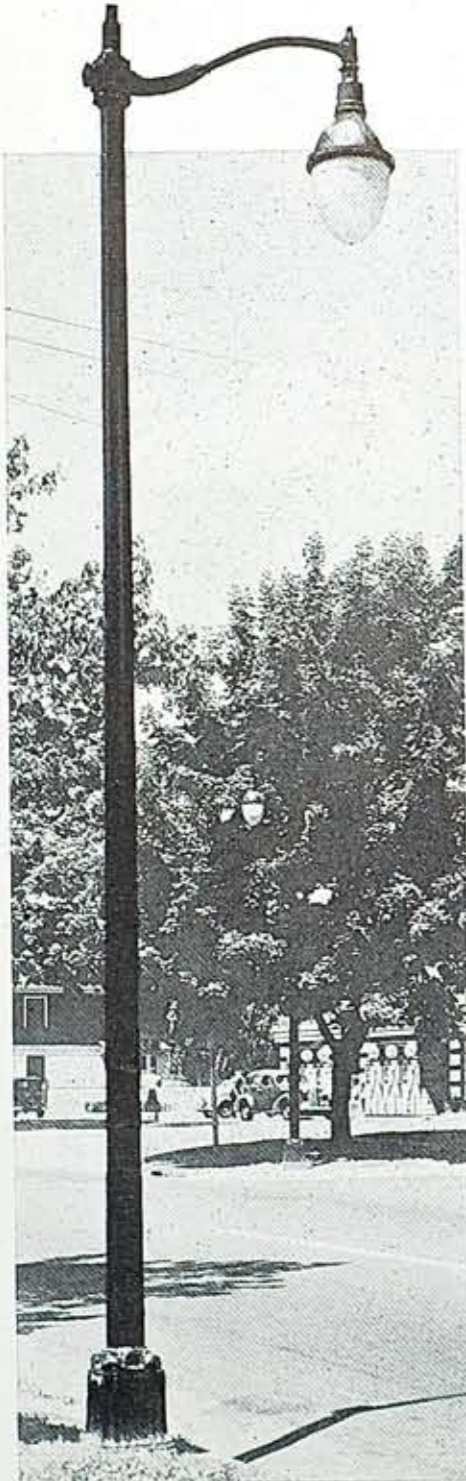
The following article by Mr. Schmitt, street lighting engineer of this Company, together with the pictures of the new installations, indicate Rochester's most recent effort to keep abreast of, if not a bit in advance of the best that science and engineering affords today in—GOOD LIGHTING.

**S**IXTY Arc Lamps were installed along East Avenue in September, 1912, and additions of single lamps from year to year finally brought the total to 75 Arcs and 3 Incandescent Lamps.

The illumination afforded by this system of lighting served to light the way for the cutter races in the winters of yesteryear and up to the present time have done a creditable job of lighting for motorists.

Increased traffic with higher speeds has, as we are all aware, resulted in a mounting list of accidents the majority of which occurred after dark. Records from the Rochester Police Department show that from 1931 through 1937 there were a total of 294 reported accidents on East Avenue of which 6 were fatal. Of this number, the "after dark" summary showed 56.4% or 166 accidents with 4, or 67%, of the fatalities occurring at night. A thorough study of the traffic problem by City officials and other interested organizations brought many suggestions, and resulted in the adoption of a plan for added control through signals, and center lane marking, the third and most obvious remedy was to increase visibility since the dark hours with only a fraction of daytime

One of the new fixtures which add grace and beauty to the aesthetic aspect of East Avenue. Tall and graceful, the standards serve without being the least bit obtrusive.



The type of excellent lighting afforded by the new installation of General Electric luminaires and Union Metal Poles. Closer spacing of poles and added height, together with a farther projection of the lamps outward from the curb, afford for the new installation more than 50% increase in efficiency over the conventional type of lighting unit employing a lamp of equal size.

traffic showed the greatest percentage of accidents.

Since the Fall of 1935 various methods of lighting have been studied, samples were installed, and recommendations prepared by lighting specialists of some of the outstanding electric and manufacturing companies. A final decision was reached in March of this year and orders were placed for 135 Union Metal Poles and General Electric luminaires. The luminaires represent the new technique of lighting, that is the shading of the light source beams which are directed downward through the medium of a new reflecting material known as Alzac aluminum, a highly polished metal developed recently by the Aluminum Company of America.

The poles are modern in design with a square ornamental base, fluted shaft and ornamental bracket for pendant mounting.

Sizes of lamps employed are 600 and 1000 candlepower intensity as compared to an approximate rating of 1250 candlepower for the Arc lamp. The larger size lamps are to be used from Alexander to Goodman Streets as a tapering off from

the twin arcs in the downtown business district. From Goodman to Probert Street, 600 candlepower lamps will be used and again from the Auburn Railroad to the City Line. The commercial district between Probert Street and the Auburn Railroad will be lighted by 1000 candlepower lamps.

The arc lamps were spaced about 170 feet apart in a staggered arrangement and represented a total of approximately 95,800 candlepower. The new lighting units will have an average spacing of 100 feet with a staggered arrangement and will total approximately 97,800 candlepower. This increase probably appears trivial in figures, but the results will dissipate any figurative comparisons. Where the arc lamp spread light in nearly a complete luminous circle from ground to sky, the new lamps are so designed to direct all light downward to the pavement. Scientific tests show more than 50% increase of efficiency over the conventional type of lighting unit employing a lamp of equal size.

Another very important factor is the closer spacing and height at which the

(Finished on Page 213)



## Certified Performance Range Campaign Opens Throughout National Arena

**D**URING the recent presidency of Herman Russell in the American Gas Association, impetus was given to new trends and new potentialities for gas and for gas ranges and other equipment. Partly at least as a result of this developing new impetus for gas as fuel, and the resultant glorification of gas ranges and other equipment, has come the "CP" Range, which is to be featured in the campaign soon to start. More will be said of this campaign in our next issue. However, this activity is perhaps the biggest promotional feature ever undertaken by the gas industry, one that will stimulate more business, bring more economical and more efficient gas ranges into American homes, and bring the popularity of the gas range up to the glamor sphere it well deserves.

Many fine new features have been added to the modern gas range during the past few years. However, never till now, have all these and other modern features been presented in any one gas range as a certified fact. Performance is a sure, certified thing today. This fact will be brought out during the 1938 Old Range Round-up, which starts on August 22 and runs for 4 weeks.

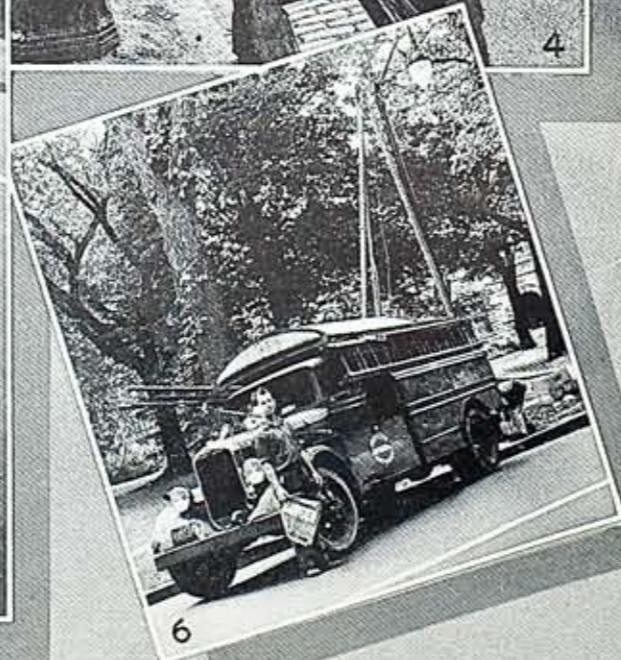
Building a CP gas range is an engineering matter. Definite standards were worked out by the American Gas Association and followed in 22 specific requirements, all placed on recognized CP ranges. These points and features will be brought forth in publicity and advertising and extolled by salesmen during the campaign. There will be special events and special gifts for housewives during the campaign, and local dealers will display their CP gas ranges on the Main Floor of the Gas and Electric Building.

This CP gas range idea is being fos-

tered by utilities and dealers throughout the country. Mr. Houston visited other companies in the state as advance man for the campaign. He gave talks and built up interest in the activity. He worked in collaboration with Mr. Alan P. Tappan, chairman of the sales management committee of the domestic gas range division of the association of gas appliance and equipment manufacturers, who is also co-chairman of the joint committee. These two men collaborated in an interesting magazine article relating to the campaign which appeared in the July 7, issue of "Gas Age," as well as in "Gas Appliance Merchandising."



Frank M. Houston is chairman of the Domestic Range Committee of the American Gas Association's commercial section, as well as chairman of the joint committee on the Certified Performance Range.



Picture story of the installation (see opposite page): 1—Messrs Mike Kelly, M. Shears and Fred Yackel pulling in some of the cable. 2—Melvin Bruman demonstrates new type lamp and reflector which projects more of the lighting downward. 3—Norman McKay making connections at base of a pole. 4—Messrs G. Lumley, L. Turner and F. Connellan painting a pole. 5—Messrs M. Kelly, G. Lumley and J. Kay fitting lamp and reflector to pole. 6—Company truck hoisting pole and lamp into place.



## R. G. & E. Golf Tournament Takes Place at Lake Shore

SATURDAY, July 23, was a beautiful day, balmy and bright but not too hot. It brought together at the Lake Shore Golf Club's links more than 50 utilitarian golfers who tee'd off amid an atmosphere of fraternity and good cheer. Each year sees new faces among the R. G. and E. aggregation, but the old ones still keep coming to show their year's improvement and to keep the duffers from getting too cocky.

Charles McKenna, Jr., son of the popular Oak Hill pro, was crowned the new R. G. and E. golf champion. "Chubbie" dethroned our popular 1937 champion, Charles Hoffmeier, shooting a 76. Jim Dick, of General Maintenance, and George Shanley, of Gas House Heating, tied for second honors with a pair of 80's. A sweepstakes was held in connection with the tournament and the following persons were reported winners:

### CLASS A

Low Gross—C. McKenna.

Low Net—H. F. Hall, Early Dey, Robert Spellman, James Dick, John Clark, Jos. Strub, W. Howe Kiefer.



Three presidents and a vice-president, hold a meetin' at Lake Shore and concentrate on golf. Left to right: President Charles Winslow Smith (Sherwood Shoe Co.), President Herman Russell (R. G. and E.), President John P. Boylan (Roch. Telephone Corp.) and Vice-President Joseph P. Haftenkamp — just before the tee-off.

### CLASS B

Low Net—I. Lundgaard, L. Begy, J. B. Warren, C. Cole, W. McKie, Frank Schmitt, Chas. Benham, Jr.

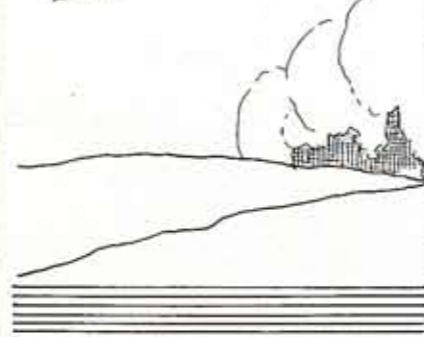
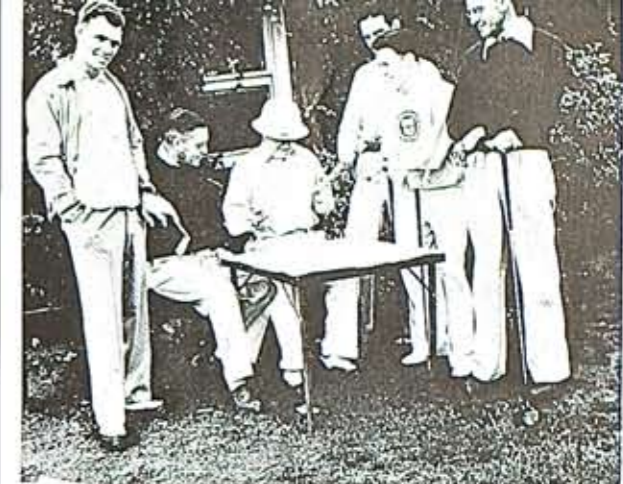
The team that will play the Rochester Telephone Corporation's employees for the Utilities Championship of Rochester on August 27, will be composed of the thirty low gross scorers.

Here are a few of the highlights of the Company tournament:

The amazing reversal of form displayed by Ivar Lundgaard. The bizarre, but effective putting stance of vice-president Joseph Haftenkamp. The eighty-mile trip of Geneseo Jimmy Donohoe and Charlie Gleason which failed to net them even a golf ball, but got them "front page" in the GAS AND ELECTRIC NEWS pictures.

Then there was Gordon Ross' inglorious swat at the first tee, a psychological handicap which he gloriously overcame later on in his game. And the forty-foot putt for a par of secretary Frederick Patterson, in this the first tournament of his golfing existence. "Chub" McKenna's eagle 3 on the 18th.

(Continued on page 213)



Tees from the Tournament: Upper left, Livingston Begy and W. T. Keen (Rochester) pair it off with Jimmy Donohoe and C. E. Gleason (Geneseo Valley). Upper right: Art Kelly, seated, signs 'em up. Winner Chubby McKenna is first in line at the left. Second row, left: Clint Cole, Baird Robinson, Frank Schmitt and Richard Coddington await their turn at the tee. Second row, right: Messers Shanley, Fitzpatrick, McKenna and Welch. Center: Richard Coddington in good form. Bottom, left, waiting for their turn at "bat." standing: Wadsworth, Myers, Dick, Ross, Strub, Gerow; sitting: Keen, Adams, Shepard, Hoffmeier, Palmer. Bottom, right: F. H. Patterson watches Earl Dey sign up, as Ivar Lundgaard just manages to keep himself incognito.



## Canandaigua Community Holds Electric and Gas Exposition

PHILIP THOMAS, *Manager Canandaigua District*

THE Canandaigua Community Electric and Gas Exposition was held at Roseland Park on Wednesday and Thursday, May 25 and 26, 1938. This Exposition afforded an excellent opportunity for the people of this area to see and learn how tasks in the home and on the farm can be accomplished economically and conveniently with the servants, Electricity and Gas. The show hours were from 1 to 11 P. M. During the two days of the show the total attendance reached the five thousand mark.

The success of the show might well be attributed to three items: Publicity, Cooperation, and an outstanding Program. In the matter of publicity, much credit should go to the Rochester newspaper, as well as papers of the community. Through their efforts articles dealing with the high lights of the Exposition were prepared and published. Their personnel also aided in arranging for the publication of news items where they were released in advance of the show. Many other details

were suggested by the Publicity Committee and were arranged for and carried out, such as sending a personal letter to every doctor in the area calling his attention to eyesight conservation and how it would be a feature at the Exposition.

After the idea was conceived to hold a combined electric and gas exposition and the use of Roseland Park for those two days had been arranged through the courtesy of Mr. William Muar, ideas developed rapidly, the possibilities and the inherent problems, grew by leaps and bounds. Among the first things that had to be done was to form a committee set-up. The executive committee was composed of two Rochester Gas & Electric employees, one dealer, and the head of the County Farm Bureau. This committee formed five more committees: Farm exhibit committee; domestic exhibit committee; program committee; sub-program committee for farm and home events; and a publicity committee. The detailed membership for these totalled forty-five men

and women, chosen from the area in Ontario County, as well as the College of Agriculture at Ithaca, and the City of Rochester.

One of the unique and outstanding features of this exposition was that it was largely educational. The exposition building proper was divided into two parts:

Phil Thomas, extreme right, talks it over with Tom Cougevan and Walter McKie, while Dick Slauer, of the Westinghouse Lamp Division and Ray Wells, Canandaigua office manager listen in.

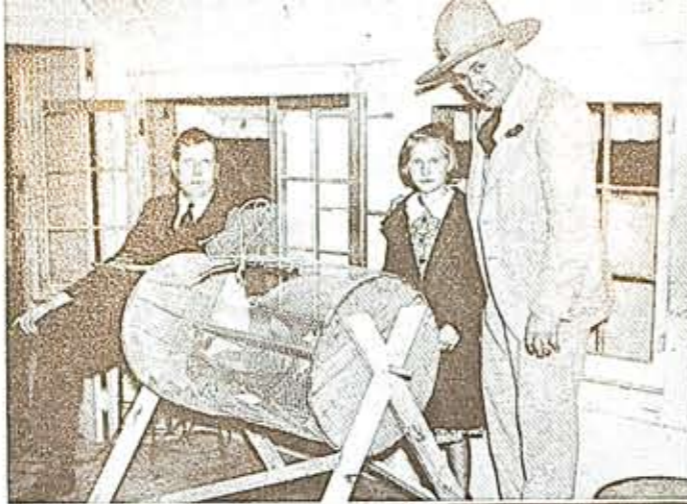


Top, farm kitchen set up for the farm exhibit by the Home Bureau. This kitchen looks pretty "swell" yet it is not beyond the means of the average farm home, when planned properly. Bottom, section of the merchandise display promoted by the dealers of Canandaigua and vicinity, who entered wholeheartedly into the exposition.





Manager of the Canandaigua branch, Phil Thomas, assisted by Leonard Geyer and the little girl, prepare to draw the winning ticket in the prize refrigerator drawing.



Log cutting contest on "the island" float. It drew throngs of interested spectators and the competing teams were made up of local "talent."



Professor Turner, Cornell University, explains the matter of motor protection through circuit breakers and talks about farm wiring and other interesting topics related to the use of electricity on the farm.



This group of interested farming people is listening to a professor from the Cornell Agricultural College as they are taken through the farm exhibit. They learned much of interest relative to the time and labor saving virtues of electricity when put to work as the farm's "chore boy."



This is the domestic sales booth arranged by M. Carlton Wadsworth, Canandaigua office, whose handiwork is also to be noted in the picture below.



One side of the farm exhibit created in cooperation with the dealers from the Canandaigua sector. It contained a complete collection of farm-electric helps.



Another view of the farm exhibit, which is said to be the most complete ever shown anywhere in New York State before a farm group. This exhibit does great credit to resourcefulness of those who planned it.





Left to right, Carl Jeerings, farm service supervisor; Morriss Gallet, Anaconda Copper Company, who talked on farm wiring, and Ivar Lundgaard, manager of the Industrial Department, whose talk on the future of electricity in farming climaxed the big show.

One part housing the domestic exhibit, constructed and manned by the dealers of domestic appliances; and the other part, the rural exhibit, constructed through the cooperation of all interested parties was manned and attended by leaders in Farm and Home Bureaus, 4-H Clubs, Granges, Board of Supervisors, and the College of Agriculture at Ithaca. There were eighteen dealers participating in the rural exhibit and twelve dealers participating in the domestic exhibit.

The location at Roseland Park on the beautiful waters of Canandaigua Lake afforded an ideal spot for the people of the Canandaigua area to come, relax, and to enjoy the fine entertainment which added recreation to the educational value of the show. There were sixteen talks on general subjects of major interest given from the auditorium stage by speakers of high caliber from both local and distant points—as far as New York City, Buffalo and Pittsburgh. The events on the Lake stage, which contributed greatly to

Section of the large group of persons who listened to the various talks which were presented at "Roseland Park" on the shore of Canandaigua Lake, near Canandaigua.



the popularity of the program, were given by the Canandaigua Academy and Shortsville High School Bands; the Manchester High School Mixed Chorus and Glee Club; by the drill teams of Granges in Ontario County; the presentation of "The Death Ray and Lights of Tomorrow" by R. G. Slauer of New York City; and last but far from least, the popular log sawing contest open to anyone and conducted under the auspices of the Farm and Home Bureau.

Judging by the response from the participating dealers, the show should be termed a success. Dealers have stated definitely that orders have been received and other interest displayed in the purchase of convenience appliances now and in the future which can be traced to the Exposition. The Farm and Home Bureaus and other agencies throughout the region feel that in the presentation of this subject "How Electricity Aids the Farmer" specialists from the College of Agriculture stimulated interest which will only be satisfied by the farmers actually utilizing electricity as a servant on the farm. Many farmers, for the first time, realized the variety of uses electricity can be put on the farm.

All men are equal; it is not birth, but virtue alone, that makes the difference.  
—Voltaire

## R. G. & E. Golf Tournament

(Continued from Page 206)

Captain Kelly's pathetic alibis for his failure to qualify for the Telephone Corporation match, and the early birds, Tom Cougevan and "Waddy" Wadsworth, arising at daylight down in Canandaigua to beat the Rochester boys to the first tee.

Other highlights were the bargain golf of Ralph Crittenden, Andy Furstoss and Tom Carlisle—99 marked down from 100. Auditor Harold Nichol's loss of his first time at golf since 1932.

Three R. G. and E. directors (President Herman Russell, President John P. Boylan, of the Rochester Telephone Corporation and President Charles Winslow Smith, of the Sherwood Shoe Company) discovering that directing a big corporation is a cinch compared to directing the flight of a golf ball.

The following is a complete list of scores:

	Gross	Hcp.	Net
H. F. Hall.....	84	19	65
Robert Spelman.....	84	16	68
Earl Dey.....	87	19	68
James Dick.....	80	11	69
John Clark.....	87	18	69
W. Howe Kiefer.....	83	13	70
Joseph Strub.....	87	17	70
Charles Hoffmeier.....	81	10	71
Harold Nichols.....	91	19	72
Charles McKenna, Jr... 76	2	74	
George Shanley.....	80	6	74
Frank Houston.....	87	13	74
J. Gordon Ross.....	91	17	74
Wilbur Seidel.....	91	17	74
Tom Cougevan.....	92	18	74
Joseph Fitzpatrick.....	86	11	75
Don Kresser.....	90	15	75
Ray Myers.....	94	19	75
Jack Welsh.....	83	7	76
Herman Russell.....	92	16	76
Sydney Alling.....	91	14	77
Edward C. Adams.....	96	19	77
Charles W. Smith.....	96	19	77
Marlin Shepard.....	90	12	78
Charles Scholl.....	89	10	79
Leo East.....	94	15	79
M. C. Wadsworth.....	93	13	80
R. Norbert Gerow.....	96	15	81
Ralph Crittenden.....	99	18	81
Thomas Carlisle.....	99	18	81

	Gross	Hcp.	Net
George Palmer.....	91	9	81
James Donohue.....	93	11	82
Richard Coddington... 105	12	93	
Ivar Lundgaard.....	97	33	64
J. B. Warren.....	91	25	66
Livingston Begy.....	96	30	66
Walter McKie.....	92	22	69
Grover Boyce.....	90	20	70
Clinton B. Cole.....	93	22	71
Charles Benham, Jr.... 98	26	72	
Frank Schmitt.....	102	30	72
J. Cooper.....	93	20	73
Arthur P. Kelly.....	98	25	73
John P. Boylan.....	98	25	73
James Slavin.....	98	25	73
E. B. Robinson.....	108	35	73
J. P. Haftenkamp.....	94	20	74
Fred Patterson.....	111	35	76
Elmer Villnow.....	98	21	77
William Weaver.....	107	30	77
Andy Furstoss.....	99	20	79
Edward Wilder.....	105	26	79
Walter T. Keen.....	107	28	79
C. E. Gleason.....	102	21	81
Robert Carr.....	110	22	88

## East Avenue's New Lights

(Continued from Page 203)

new units will be suspended. The arc lamps were barely 15 feet above the pavement and mounted at the curb, while the new lamps will be 20 feet above the pavement and project several feet over the pavement.

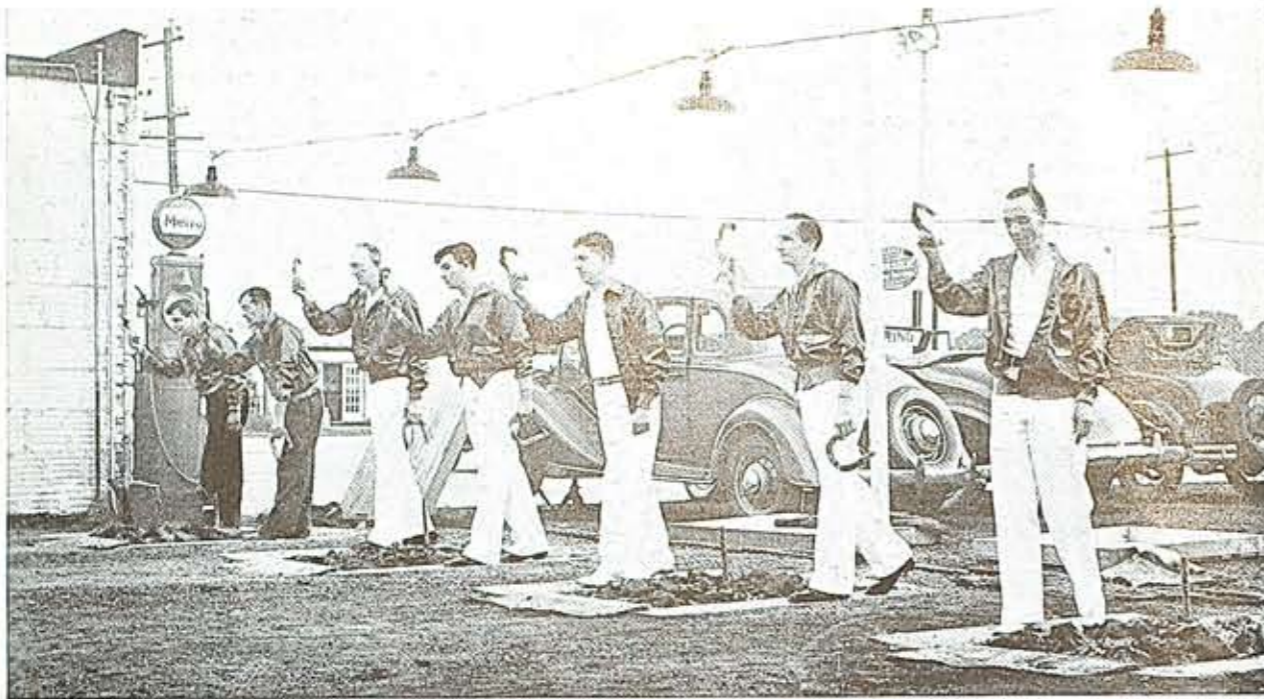
Future traffic increases and the possibility of a demand for higher intensities of illumination have been considered in the new installation. More than double the light now planned can readily be furnished without materially changing the system as is now being installed.

## For Adults Only

(Continued from Page 217)

older folks needed a good talking to. No offense meant; but can't we manage somehow to act more like adults and less like the youngsters we so often condemn at the slightest provocation? Of course we can. And as it is a very hot day—court's adjourned.





One end of the "Slim's" Garage horse-shoe courts. Lighting installation was planned by Floyd Owen, Industrial Department. At extreme right is Emil Schneider, Line Maintenance Department, who is president and originator of the club.

## Calling All Horse-Shoe Pitchers

DAVE SWIFT

**A**MONG other sports activities Company employees are actively engaged in horse-shoe pitching.

The picture of the Smyles Drive Horse-Shoe Club which is now sponsored by Slim's Garage, was snapped recently on the site of their five new courts at the rear of Slim's Garage, corner of Empire Blvd. and Cliffordale Park. In the front row are Emil Schneider, president of the Underground Department, David Swift of the Auditing Department, secretary and treasurer of the Club.

In the spring of 1935, Emil Schneider opened a single horse-shoe court on a vacant lot adjacent to his home on Smyles Drive, Irondequoit, for the use of himself and his friends. So much interest was created by this one court, that in the spring of 1936, Schneider and a few of his Smyles Drive neighbors, Andrew Miller, Kenneth Fuoco, Rex Car, Oscar Schmeer and Joseph Boden organized a club with about 12 members, calling it the Smyles Drive Horse-Shoe Club, with Kenneth Fuoco, Presi-

dent and Oscar Schmeer, Secretary and Treasurer.

Their first club season was very successful, the club holding several matches with teams from Rochester and vicinity. The membership increased steadily and the season was closed with a big inter-club tournament, with prizes for the winners being donated by the local merchants and spectators.

New officers were elected for the 1937 season, Andrew Miller, President and David Swift, Secretary-Treasurer. The club then had about 25 members and the season, with many match games, was very successful. Early in July a family picnic was held at Pine Haven Picnic Grounds and a very good time was enjoyed by all. The season was finally concluded with another inter-club tournament, with prizes for all participants, these prizes also being donated by the local merchants and friends.

Early in 1938, the club elected Emil Schneider as President and re-elected David Swift as Secretary-Treasurer. An intensive campaign for pitching timber

was inaugurated at once and the club now has about 40 active members, more than 25 of whom are on the pitching staff.

The club now has three five man teams, A, B and C. The A team members are all capable of tossing 50% or more ringers, with Stanley White, 1937 City Champion, as top pitcher. Also the A team carries Glenn Sly, formerly with the St. Paul Exempts, Roy Nitzman and Kenneth Simmons, formerly with the Park Side Club. The members of the other teams are in the 25 to 50% ringer class, several eligible for the A team.

Since the 1938, season's opening, Decoration Day, the club has played seven matches with such teams as the Lincoln Park Club, Rochester Club, Brockport Club and the Charlotte Lakeside Club. The Smyles Club has won 2 of these 7 matches, losing the others by close scores. June 28th, Lincoln Park

Club's A team defeated the Smyles A team, 13-12, on the Lincoln Park Courts, in a hotly contested match.

Also, Stanley White gave an interesting exhibition of trick pitching during the lull between games at one of the above matches, and he promises to give more of these exhibitions. The club has several matches scheduled for the near future and spectators are always welcome. The courts are open every evening till 11 P. M.

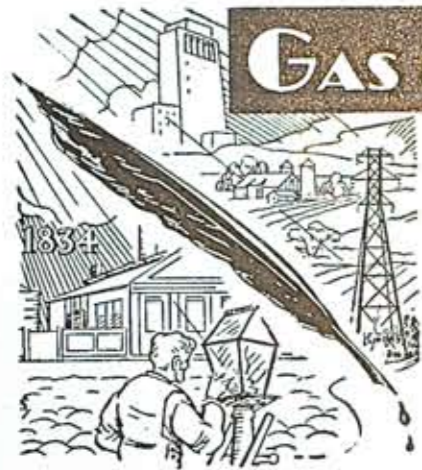
The Club's pitching teams are now equipped with bright new uniforms, red cap, red and gold jackets, white shirts and trousers with proper insignia, also the club is proud to state that they have the five best illuminated courts in Monroe County, 14 lights drawing 2000 watts per hour.

The officers and members of the club are now busy planning a larger and better family picnic to be held some Sunday in the near future.

Smyles Drive Horse-Shoe Club. They burn the midnight "oil" in the form of electric illumination often for four or five hours per night. Left to right they are: seated, Messers Fuoco, Simmons, Commissioner Link (referee), Swift (secretary), Schneider (president), Judge Partridge, of Irondequoit, Schmeer and Butz. Standing, Messers Dumrese, Abraham, Pryor, Miller, Young and Dault. Not in picture: Messers Nitzman, Carr and "Slim" Kemp.







# GAS & ELECTRIC NEWS

## Department Correspondence Staff

LANDIS S. SMITH . . . . .	Industrial Sales
JAMES NOLAN . . . . .	Consumer's Accounting
ESTHER MOORE . . . . .	Electric Distribution
CATHERINE O'ROURKE . . . . .	Canandaigua
GUY CHADDOCK . . . . .	Station 3
HOLLIS YOUNG . . . . .	Genesee Valley
GEORGE PUDDINGTON . . . . .	Domestic Sales
VIRGINIA WOLVERTON . . . . .	Gas Manufacturing
JOS. ATTRIDGE . . . . .	Line Department
RALPH MASON . . . . .	Lake Shore Dist.
HENRY MACGREGOR . . . . .	Steam Div.

PERSONNEL AND PUBLIC RELATIONS DEP'T  
 ROCHESTER GAS AND ELECTRIC CORPORATION  
 89 East Avenue, Rochester, N. Y.  
 JULY, 1938  
 HERMAN RUSSELL . . . . . *Honorary Editor*  
 FLOYD MASON . . . . . *Editor*

## Hot Weather "Blues"

SONGS have been written about almost everything else; why not try the "Hot Weather Blues?" Hot days have a way of undermining our poise, our dignity and our nervous system. This was brought forcibly to our attention one day recently when we were doing a bit of forced shopping in a large department store about 4:30 in the afternoon.

We noticed how tired and all-gone many of the clerks looked. Most of the shoppers, doubtless including ourselves, had the same woe-begone, seventh-inning-stretch appearance; just as though it were taking a lot of perseverance to barely keep going. Had we realized how tired we all looked, we doubtless would have perked up a bit, just for appearances.

When we were nearly through the long aisle of the store which led to outdoors, and more stifling heat, we passed a beauty goods counter. All at once the scene seemed to change. The woman who was demonstrating some kind of a facial cream was all animation. She was painstakingly cleaning her rather beautiful face, patting, rubbing and massaging it and applying the

skin food. She was doubtless as tired and worn out as anyone else in that store, but she didn't look it. Then we remembered. Of course, it was her business to look good; to sell beauty products; to be animated and to register happiness. And, believe it or not, she was succeeding in perking up the large circle of women who were listening to her. They, too, were registering a noticeably animated interest in her work.

That little thought persisted in sticking in our memory. It was virile enough to come to mind just now as we were cogitating about what to write for a hot weather editorial. Crystallized, the thought is this: We can all look happy, alive, animated, healthful and satisfied with life and all its accessories provided we make it a business proposition with ourselves. After all, we are all of us in the beauty business to a certain extent. We all wish to look as well as possible and to create good impressions, even in hot weather; and how much more careful we might be about registering the right facial expressions could we but see how terribly we look some days.

### Habitual

When you come right down to brass tacks, the sort of a "map" we have and the kind of facial expression we wear as a routine day in and day out practice is largely a matter of habit. It is possibly just as easy to register interest, animation, satisfaction and even happiness as it is to go 'round looking like the last rose of summer.

Faces do not belong to individuals alone. They are a part of the "scenery" of any community and as such may be classified as assets or liabilities. There is no better tonic than a pleasant expression, and it works both ways, for the smiler and the smilee. This reminds us of a little poem about smiles which we would like to repeat. Think of it some time when it is hard to smile, and things persist in going awry. Here it is:

When the weather suits you not, try smiling.  
 When you're coffee isn't hot, try smiling.  
 When your neighbors don't do right,  
 When your relatives all fight,  
 Sure it's hard, but then you might—try smiling.  
 Doesn't change the things, of course, just smiling.  
 But it cannot make them worse—just smiling.  
 And it seems to help your case, brightens up a gloomy place,  
 Then—it sort of rests your face—just smiling.

## For Adults Only

WE teach boxing to our young men so that they will learn how to think quickly, protect themselves and utilize the ingredients of fair play and good sportsmanship in their recipe of life. We let them play football to strengthen their bodies and give them the ability to "take it" and not lose their tempers, which is also a virtue taught in the art of self defense. We teach our young people to be chivalrous, public spirited and unselfish and to register poise, physical and mental, under trying circumstances. We do, or attempt to do all this, yet many adults fail miserably to demonstrate the very virtues we expect in the young of this generation.

When you are boxing you can't afford to "get sore" when the other fellow clips you on the "beezer." Neither can a youngster resort to mayhem and

assassination (as they say in football jargon) whenever an opposing player tackles with a spirit little short of brutal. No, good athletes fight back according to the rules. If they are caught doing anything else they are penalized and lose cast with the booing "fans." An athlete must observe the golden rule of fair play. How many of us do this in everyday life?

A fellow motorist fails to respond fast enough for us when we blow our horn for passing. What do we do, sometimes at least. We worry and fret and then give the car the gun and say to ourselves "I'll teach that guy a lesson," then cut in so fast and so close that the air fairly bristles with the brimstone of clashing temperaments. Yes, we do those things. We show too much temperament on the road. We are often unfair to organized driving, as it were. We put too much venom into our driving actions. We fail to set the kind of an example we ought to set for our young people.

Many, many accidents are purely accidents of clashing temperaments, drivers' mix-ups in which neither side will give an inch, nor budge from his own ideas of selfish superiority. And how many times do we take it as a personal affront and a challenge when some other driver attempts to get past us on the road? We act as though we, and we alone, had the right to be first and foremost. Thus, we often speed up and go way beyond safety limits just to keep ahead. Later on we may feel a bit remorseful and sorry for what we did, but usually rationalize ourselves back to self esteem.

There are lots of other things most of us adults do which do not reflect the seasoning which ought to come with maturity. But how willing are we to jump on the youngsters whenever they go astray in their driving experiences. We have written this editorial only after talking with a number of adults on the matter. They all agreed that we

(Continued on Page 213)



# GENERAL INFORMATION

### Net Increase in Consumer's Meters for Year Ending June 30

	June 30, 1938	June 30, 1937	Increase
Electric.....	137,659	134,901	2,758
Gas.....	114,313	111,451	2,862
Steam.....	328	332	4*
Total.....	252,300	246,684	5,616

### Statement of Consumer's Meters by Departments as of June 30

	Electric	Gas	Steam	Total	Incr.
1928	102,134	104,116	317	206,567	
1929	112,704	108,160	323	221,187	14,620
1930	117,490	109,226	349	227,065	5,878
1931	120,333	109,730	341	230,404	3,339
1932	126,927	109,284	329	236,540	6,136
1933	126,647	108,425	316	235,388	1,152*
1934	128,171	109,088	312	237,571	2,183
1935	129,374	109,951	306	239,631	2,060
1936	131,481	109,454	315	241,250	1,619
1937	134,901	111,451	332	246,684	5,434
1938	137,659	114,313	328	252,300	5,616

Incr. in 10 Yrs.	35,525	10,197	11	45,733	45,733
------------------	--------	--------	----	--------	--------

### Net Increase in Consumer's Meters by Months

	1935	1936	1937	1938
January.....	16*	329*	253	15
February.....	55*	451*	173	134
March.....	55	182*	78	189
April.....	206	318	470	1,146†
May.....	281	540	740	646
June.....	314	506	753	532
July.....	233	562	603	
August.....	153	433	363	
September.....	324	581	696	
October.....	211	585	511	
November.....	121	456	447	
December.....	175	350	334	

†Includes 622 gas meters added to lines upon acquisition of three small gas properties.

	Month of June, 1938	Month of June, 1937	Increase
KWH Generated—Steam.....	16,609,331	12,583,213	4,026,118
KWH Generated—Hydro.....	15,614,833	22,456,895	6,842,062*
KWH Purchased.....	2,514,728	2,425,640	89,088
M Lbs. Commercial Steam Produced.....	47,500	56,717	9,217*
MCF Coal Gas Made.....	339,089	385,273	46,184*
Tons Steam Coal Used.....	13,641	12,010	1,631
Tons Gas Coal Used.....	30,085	32,383	2,298*
Tons Coke Made.....	20,458	21,210	752*
MCF Natural Gas Used—Station 9.....	11,858		11,858
	June 30, 1938	June 30, 1937	Increase
Number of Employees.....	2,520	2,525	5*
Amount of Payroll—Mo. Ended.....	\$ 413,151	\$ 410,127	\$ 3,024
Amount of Payroll—Yr. Ended.....	\$4,921,067	\$4,553,179	\$367,888
Miles of Underground Duct.....	2,053	2,048	5
Miles of Underground Line.....	3,066	3,032	34
Miles of Overhead Line.....	9,872	9,393	479
Miles of Gas Main.....	908	876	32
No. of Arc Street Lamps.....	1,354	1,403	49*
No. of Incandescent Street Lamps.....	24,372	24,093	279
No. of Traffic Signal and Fire Alarm Units.....	1,284	1,233	51

\*Denotes Decrease

## EMPLOYEES' BENEVOLENT ASSOCIATION

### Cash Statement for June, 1938

Receipts		Disbursements	
Balance 1st of Month.....	\$ 9,391.12	Sick Benefits.....	\$ 2,034.16
Dues and Fees—Members.....	969.76	Accident Off-Duty Benefits.....	18.55
Dues and Fees—Company.....	1,939.52	Family Sickness.....	1.50
Rochester Hospital Service Plan—		Medical Examiner.....	0.00
Members.....	1,050.97	Nurse's Expense.....	100.00
Company.....	518.08	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,569.05
Investments.....	218.92	Balance End of Month.....	10,365.11
Total.....	\$14,088.37	Total.....	\$14,088.37
E. B. A. Membership June 30, 1938.....	2,333	E. B. A. Membership June 30, 1937.....	2,206
Members participating in Rochester Hospital Service Plan June 30, 1938, 1,639; June 30, 1937, 1,374			

## Adaptation in Nature

EVEN the birds are getting wise to the benefits of electricity. But as yet they haven't learned that they must not "fly their kites" around high tension wires. A nice Robin Redbreast, while flying with a piece of string in her mouth at Station 37, received an electrical shock when the string, which was wet, contacted circuit number 655, on the 11,000-volt, 60-cycle line to the T. H. Symington plant.

Frank Dorkey came along and noticed the bird, which acted as though it had just received the count of ten. Frank, who is a nature lover, picked up the robin and saw that it still lived. Remembering the old slogan "A bird in the hand is worth two in the bush" Frank started in to give it some refined prone pressure resuscitation.

His efforts were rewarded, and the robin in a half hour was able to sit up and look with longing eyes toward the nest it had been building nearby, for which the fatal string had been intended. While the robin demonstrated its ability to "take it" it will probably steer clear of high tension lines in the future.

In giving resuscitation, Mr. Dorkey placed a twig in the robin's mouth to keep it open, then gently rubbed its breast until signs of life appeared. The twig kept the robin's beak open so that it could breathe and it was not removed until the bird was able to fly away under its usual bird-power.

This little bird will doubtless tell many other birds of the dangers of climbing power line poles, flying kites with wet string or wire tails around high tension lines. And if some little boys and girls who are sometimes wont to do these things happen to read this story, we hope they will benefit by the incident.

The above incident reminds us of an animal resuscitation case two or three years ago. Martin Liederthall, of the Gas Distribution Department, resusci-

tated a fine collie dog which had become asphyxiated, and he received much commendation in the press and in magazines for his humane act. Martin was rewarded by a gift of a fine Collie puppy from an interested breeder of pedigreed dogs.

We expect that when Frank Dorkey next visits Station 37, he may be greeted with an enthusiastic "tweet, tweet" from this mother robin, which in bird language means thank you. As her brood looks on from a safe distance, we can imagine her giving them a lecture on the benefits of prone pressure and how to avoid the necessity for its use.

## Listening In at Andrews Street

William McElwain, old-timer of the Line Department, reminiscing a bit reminded us that thirty-six years ago the Company had forty-one men trimming carbons on the then new Brush electric lamps. That was way back when—the northern city line began at Ridgeway Avenue, near where the present Riviera Theatre is now located.

John McGurn spoke up and said a word about the "good old days." He recalled the time, also thirty-six years ago, when Mr. McElwain was highly commended for helping a small boy across a busy street during a "traffic rush" (horses and buggies were then about as dangerous, folks thought, as are automobiles now). For his thoughtfulness, Mr. McElwain received a fine letter of commendation from the president of the Company.

"Yes," spoke up Mr. McElwain, "They posted the letter on the bulletin board and did I get a razzing for a week. All the rough and ready men on the line department called me 'kid snatcher,' 'nurse' and other such names." So it seems that boys were boys even in those halcyon days of the turning century, and a hero's lot then, as now, was well sprinkled with crackling wise-cracks.





Jack Hellis recently purchased a "kicker" or motor boat, in other words. The motor boat whimsy has struck many at Andrews and Front Streets. Numbered among the recent seagoing doodle-kickers are the following employees: Jack Hellis, Myron Russell, and Al Styles. Irving Breitung some time ago sold his "Patsy the Second" a very fast motor boat and purchased a cabin cruiser.

Edward Schleuter recently bought a 26-foot cabin cruiser from up in the Thousand Islands section. He was assisted by the following crew in bringing it safely into the port of Charlotte: Messers Bob Pockett, Don Bintz, Irving Breitung. It was pretty rough sailing, but Captain Eddie charted a true course down the center of Lake Ontario. The first night the sailors slept on the boat, at Cape Vincent. When they got to Charlotte they found it difficult to find their "land legs," so much choppy weather had they encountered.

Frank Lux, who is usually very fastidious as to dress, appeared at work one morning wearing one black shoe and one white shoe. Some thought Frank was attempting to inaugurate a new vogue in summer footwear. However, it appeared otherwise. While getting ready to ride his favorite steed at a riding academy, the horse inadvertently stepped on one of Frank's feet, which next day wore the white soft shoe of distress, or surrender to the vagaries of lady luck.

Irene Bolger, Bertha Wegeman, Esther Moore and Sadie Bellenger gave a combination dinner party and variety shower at the Blarneystone Inn, in honor of their associate, Annabelle Brough. Miss Brough some time ago, became the bride of Mr. George Dawson. Another event in honor of the bride was a party held at Ye Olde Farm, where twenty young women from the electrical distribution offices met to congratulate the bride-to-be on May 2. Many fine and useful gifts were presented, and an excellent dinner was served.

Don Hurlbert says it can't be a "glorious fourth" of July when your finger gets in a jam with a firecracker. Don and Mrs. Hurlbert spent a week in Canada soon after Fourth of July, which he says helped to get the anti-toxin out of his system.

Frank Henry, believe it or not, usually spends at least part of his vacation attending some chemical convention or other. This year he expects to go to Milwaukee for the annual convention of the American Chemical Society. This is something like the umpire who spent his vacation attending a ball game.

Eunice Robena and Mary Lesczinski enjoyed a week's motoring trip through the New England states. They stopped at Plymouth Rock, spent four days at Salisbury Beach, Salisbury, Mass., and drove as far south as Cape Cod.



Little Mary Ann Hargather, dandy little daughter of Mr. Paul Hargather of the Traffic Department. She passed her second birthday on June 9.

We literally ran into Virginia Clark, who formerly worked in the Domestic Sales Department, on Main Street. She thanked us for the copies of GAS AND ELECTRIC NEWS she still receives and spoke in glowing words of her delight in thus being able to keep in touch with old friends and associates. Virginia is now with the Rochester Telephone Corporation. She was very sincere in saying that two finer places to work could, in her estimation, never be found.

Mary Taylor, daughter of Mr. and Mrs. Frank Taylor, who will be a senior at the University of Rochester this fall, will major in psychology. Mary is an eaglet scout, an authorized Red Cross life saver and has spent a number of summers at Camp Beechwood, Sodus Girl Scout summer camp, as supervisor.

These are just a few of the qualifications which enabled Mary to receive an appointment from the New York Herald Tribune to be a councillor at Camp Loomis, near Liberty, N. Y. There, she works with underprivileged girls from New York City's congested sections, who are guests during the summer of the Tribune, and beneficiaries of its "fresh air" fund. Mary's camp specialty is teaching the girls the rudimentary steps in dramatics. All this will help her toward her goal, which, following graduation, will be in the field of child psychology.

Phyllis Briggs, Mailing Department, spent a recent week-end at Sodus Bay, with school friends, all members of the Sigma Delta Chi sorority.

Bill York and his parents enjoyed a very interesting and educational motoring trip to New York City. They spent a few days there seeing the usual sights which they enjoyed immensely.



Domestic salesmen hit it up in the three-legged race, at their annual picnic at the Chiselers' Camp. They put this same spirit into getting prospects.



Mr. and Mrs. Bob Carreo spent a nice vacation in and about Kennebunkport, Maine. They did a lot of golfing, which is one of Bob's chief diversions, and even might be called his hobby.

Howard Sargent of Front Street has gained quite a reputation as a car painter. He has done a number of them for fellow employees during off-time periods. Howard recently spent one week's vacation at home and expects to visit Canada for the second week, later on.

The Misses Marion Radell and Jeanette Macon had a very enjoyable vacation. They motored to the mountains and daily visited places of interest easily reached by automobile from their vacation headquarters. Among the most interesting side trips was that to the Howe Caverns, that beauty spot with the air-conditioning plant furnished by good old Mother Nature.

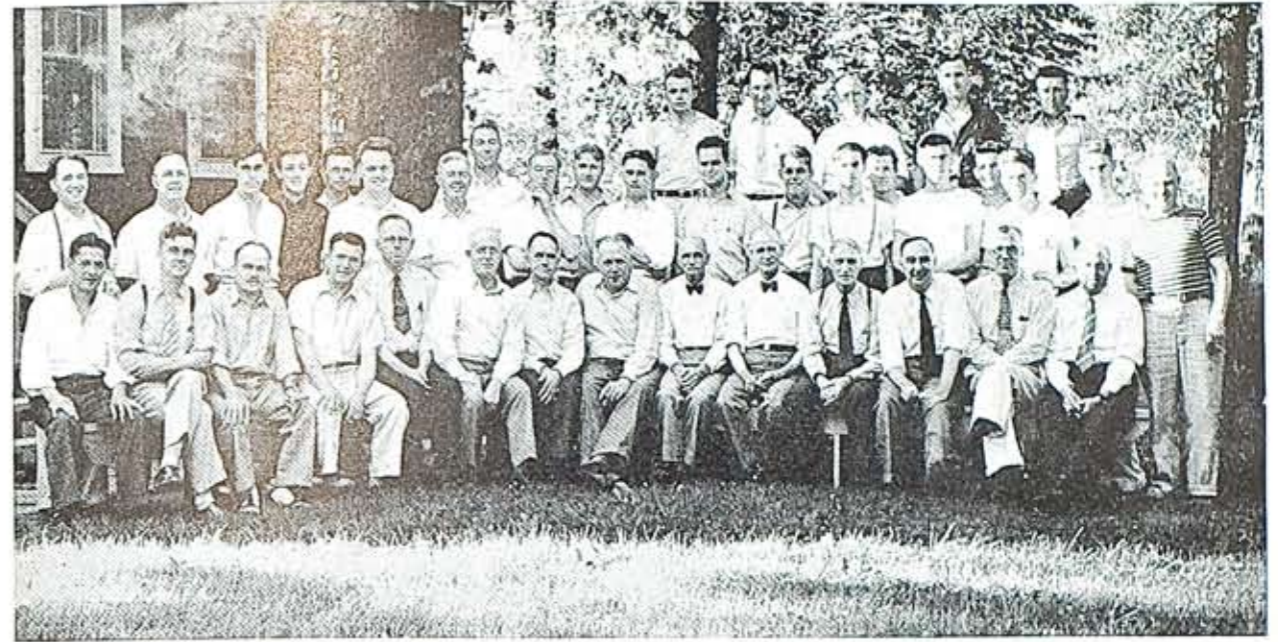
Mr. and Mrs. Guy Chaddock and family recently enjoyed a motoring-boating holiday up along the St. Lawrence River. They travel with motor boat and tents, and cooking equipment and their peregrinations (its nice to use a big word once in a while) might well be called the Gypsy "swing."

Old Forge, Blue Mountain Lake, Indian Lake, Lake George, Fort Ticonderoga, Ausable Chasm, Lake Champlain, Alexandria Bay, the Thousand Islands and a galaxy of other delightful mountain and lake vacation spots were among the places visited by the party of Sylvester Novelli and Velora Noble.

Sylvester had ample opportunity to try his luck as official tour photographer and got about fifty nice "shots." He is so enthused over his first adventure into photography that he is taking it on as a sure 'nough hobby.

Mr. and Mrs. Herbert Titus spent a number of vacation days recently at Long Island.

On her 4th birthday, little Patty Morris, daughter of Mr. and Mrs. Edwin Morris, 19 Rodenbeck Place, cuts her little friends a piece of cake. Left to right, front row are: Peggy Kaiser, Judy Wunder, Patty Morris, Mikey Morris and Don Barnes. Back row: Barbara Dick, Frank Wunder, Joan Dick, Lois Ann Meisenzahl, Jimmy Morris and Donnie Di Francisco.



Group of employees at the Chiselers' Camp upon the occasion of the annual picnic of the Electric Meter Department. The pictures on this page were taken by Owen Feltham.

The Electric Meter Department and the Electric Laboratory held their annual picnic at the Chiseler's Camp on Saturday, July 9. A fine program of games and athletic events was run off.

A feature of the picnic was the presentation of a purse of thirty dollars to Link Holdridge, recently retired, by Arthur Gosselin, department head, who represented Mr. Holdridge's associates at Andrews and Front Streets.

Mr. Holdridge has been continuously employed at the Electric Meter Department for the past twenty-seven years. His specific work was testing polyphase meters, but he had the reputation of being a man who was extremely handy at the numerous odd jobs which come up around a large meter shop.

Despite his seventy-seven years of age Mr. Holdridge stepped out like a youngster at the picnic, which he will never forget. As a special memento, Owen Feltham prepared an artistic book of picnic pictures for Mr. Holdridge. This book will be inscribed by all members of the department and will form an excellent book of memories for Mr. Holdridge's personal file.

A cottage at Troutburg was the vacation headquarters of Mr. and Mrs. George Tobin and family, including Charles Tobin of the Addressograph Department. For a whole week George didn't pump a gallon of gas, nor use any for that matter, but just swam and rested. George has pumped Bengas at the Front Street station for so many years that for the first few days at the cottage, whenever he looked out at the expanse of Lake Ontario, all he could think of was—gasoline.

Mr. and Mrs. Paul Longyear, of 228 West Hickory Street, East Rochester, are receiving congratulations upon the birth of a daughter on July 8. The young lady's name is to be Judith Ann. She has one brother, Edward, aged ten. Mr. Longyear has been employed in the East Rochester office for several years.



Mr. Arthur Gosselin (left) presents a purse of cash to Link Holdridge, recently retired, as an expression of respect and esteem from Mr. Holdridge's fellow employees of many years.



## Women's Chorus Picnic at Hudson Home

MARY POWERS

The Women's Chorus were entertained royally one Tuesday evening, recently, at a delightful picnic by Director and Mrs. Hudson. "Hots" were roasted over a grill outdoors, and Mrs. Hudson's delicious homemade cake and coffee were also served. Bill proved that he is just as clever with a hot-dog fork as he is with a baton. He never dropped a "hot."

After everyone was filled to capacity, chairs were brought out on the lawn (we ate standing up, so's we could eat more) and the entertainment started, which consisted of a "Peanut Race" between Bill Hudson and Lucille Cason which never took place. (Bill couldn't talk Lucille into it!) and a "Telephone Pole Climb" by Evelyn Hering under the eye of the candid camera. If you've never seen a Telephone Pole Climb, you've really missed something—especially a la Hering.

The guest of Honor for the evening was Mr. Charlie McCarthy. Imagine Charlie McCarthy among a bevy of



Clarence Grey (left) as a Colonial trooper in the recent Fort Schuyler pageant. He is quartermaster in the post of Veterans of Foreign Wars.

beautiful girls?? Well, Charlie did say that it wasn't unlike Hollywood, but he had a fine time, anyway. By the way, Lora Porter "fetched" him. Lora is the newly-elected Treasurer of the Chorus, but that isn't why Charlie goes for Lora. No sir, he likes her for herself alone.

Upon the arrival of that familiar phenomenon called "Darkness," the girls adjourned to the house where music and cards were enjoyed for the rest of the evening; and the girls wish to take this opportunity of giving an extra vote of thanks to Bill and Wanda Hudson for a "better-than-ever-before" time.

Miss Dorothy Grey, daughter of Mr. and Mrs. Clarence Grey, who was graduated from Indian Landing Grammar School in June.

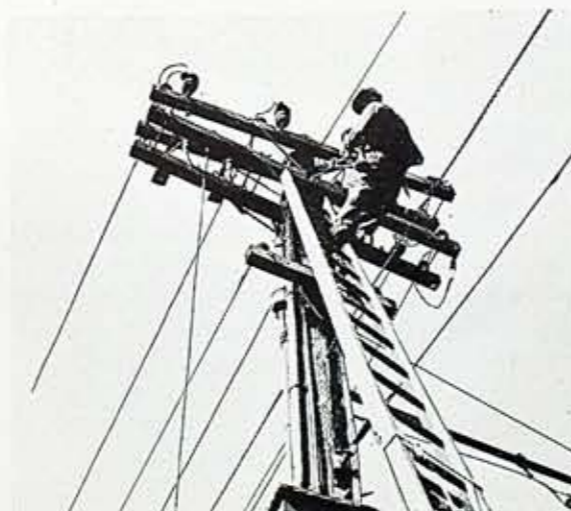


Clarence W. Grey was one of the Colonial troopers in the recent historical pageant featuring Fort Schuyler, at Ellison Park. Clarence is quartermaster in the Indian Landing Post, Veterans of Foreign Wars, and acted as one of the garrison of the fort. The post has a membership in the Rochester Historical Society and contributed men to help out in making this event realistic as well as historically correct.

Mr. Thomas Morris, and Eddie Morris, his son, were recently delegates from the Knights of St. John to the convention of that organization held in Philadelphia. They took the two Mrs. Morris' along with them and after convention hours saw some of the interesting spots of Philadelphia, historic and otherwise, including the navy yards.

Jimmy Clark, not so long ago one of our third floor mail boys, is planning to enter the University of Alabama this fall. Jim is a graduate of Charlotte High School and expects to take up chemical engineering. At present he is doing nice work in the Gas Street Department office, where he will be missed a lot.

Coming to work one morning we encountered Bert Covert and George Wyckoff at work on the lightning arrestors of the 4150-volt line, at Stone Road and Lake Avenue Boulevard. We stopped to pass the time of day and took a "snap" of George atop a pole "doing his stuff," which isn't any "snap." If you don't believe it, try dangling yourself from the peak of a forty-foot pole, harnessed up with a safety belt, with the sun beating down on you at 80 degrees in the shade. It's all in the day's work for these men, however, who are as at home on a pole as a squirrel in a treetop.



Four generations. Mrs. Walter Miller; her father, Wm. Ghysel, and his mother, Mrs. Janette Ghysel (80 years old) holding grandson, little Harvey Miller.



Mr. and Mrs. Frank (Pete) Wentworth recently spent a week in St. Albans, Vermont, visiting at the home of Mrs. Wentworth's brother, Mr. Charles Bray. While there they toured portions of the Green Mountains, inspected Smuggler's Notch, took some boat trips on Lake Champlain and had a good time generally.

When they returned to Rochester, Mrs. Bray, with Mrs. Paul Caise, her daughter, came along with them for a ten-day visit at the Wentworth home, 25 Kemphurts Street.

Graydon Curtis, district manager of the Lake Shore District, just finished a term as president of the Wolcott Rotary Club. Graydon had a very successful year. One of the very unusual records he left for posterity in the guise of forthcoming presidents to shoot at was that of having had a perfect 100% attendance record at 42 of the 52 weekly meetings held during the year. Other Rotary clubs please notice.

George Wyckoff atop a pole at Lake Avenue and Stone Road, silhouetted against the sky like a blackbird on a rail fence. He is seen working on the 4150-volt line's lightning arrestors.





Dinner Party Given by Catherine Robena, at her home, 686 Woodbine Avenue, for Grace Rockwood, whose marriage took place the 13th of August. From left to right in the picture are Laura Morrill, Eunice Robena, Marge Simpson, Pearl Dailey, Grace Rockwood, Catherine Robena (hostess), Bessie Wittman, Elvira Schuler and Sally Robena.

Ruth Koehler and Vera Augenstein, of the Electric Distribution Department, with a group of friends took a boat trip to Toronto where they spent a very entertaining week-end.

They made a tour of the Royal York Hotel and Casa Loma Castle and got quite a thrill seeing our own Rochester Red Wings take the Toronto Leafs. After a final trip to Sunnyside, the Atlantic City of Ontario, they embarked for home, tired but happy.

Lucille Cason, Tabulating Department, with her mother visited friends and relatives at Rice Lake, sixty miles from Toronto. While in Canada they visited some large industrial plants in Toronto, among them a large leather manufacturing plant.

Arthur Morrell, with Mrs. Morrell, spent a number of days at the Thousand Islands and vicinity. Art, who is an enthusiastic member of the Brighton Fire Department, kept his weather eye peeled while going through the mountains; a forest fire wouldn't have a ghost of a chance while Art was anywhere about.

Dorothy Gage, of the Wolcott office, spent her first week of vacation at home, resting, swimming, fishing and trying to figure out just where to go on her second week which is in prospect. There are a lot of fine recreation spots down Wolcott way, so that a vrey nice vacation may be had at home, sweet home.

Howard Ellsworth, Wolcott lineman, in common with all linemen is ever looking for "trouble" along our lines. He had a little of his own recently in the shape of a "short circuited" appendix, and was taken to an Auburn hospital. Howard says it's better than being in jail, even though the confinement is tough on a fellow used to all-weather tempo out in the wide open spaces.

Cy Cooley says that Frank Henry ought to go good on those tricky golf courses with their many gushing streams and rivulets up around Malone and Ogdensburg. Frank, Cy claims, being the expert aqua pura purification man at Station Three, would be perfectly at home with all those "water hazards."

Grace McCormack and Norah Hennehan, who was for some years employed in our Engineering Department, were guests of Doris Horner on a recent motoring trip. They enjoyed a week-end seeing interesting sights in southern New York and northern Pennsylvania. The Allegany State Park, sometimes called the Grand Canyon of Pennsylvania, was just one of the delightful spots encountered. Four other state parks were on their itinerary.

Mr. and Mrs. George Coleman, with their boys Allan and Don, motored to the mountains for a week's vacation during July. They stopped at Cranberry Lake, Rackett Lake and other good fishing spots in that vicinity and got some good hauls of rainbow trout and smaller pan fish. Old Forge, Saranac Lake and other beautiful resorts were visited.

Upon their return home, Allan and Don, with some of their boy friends, camped for a week at Churchville State Park, and did some more fishing.

Joseph Julius Attridge, Line Department, gets around a lot and knows most of the men in the Line Department and sees them right along. Joseph is going to aid us in keeping an editorial line on these trouble-shooters and electric distribution men so far as magazine news is concerned. They are a difficult lot to contact, but from now on Joe is going to be our outside contact man. O. K. Joe, contact.

Clinton Cole was a member of the annual picnic committee of the Hobart alumni association, and aided in preparations for the 1938 picnic which was held at the Newport House.

Eleanor Finn, with a party of friends, spent a vacation period motoring to Quebec and other parts of the north. They visited a number of shrines along the way and enjoyed the quaintness of this large Canadian province, whose metropolis, the city of Quebec, was also on their itinerary.

Mr. and Mrs. Cecil Goodwin motored to Flint, Michigan, taking back to her home there Mrs. Wilbur Geiger and her little daughter Janet who had been visiting at the Goodwin home for a few weeks. The Goodwins visited in Flint for about a week, then returned to Rochester via the Canadian route and Toronto, motoring 450 miles the last day of their journey.

Landis S. Smith was author of a very instructive article entitled "stand up and speak" which appeared in a recent number of "The Foreman" which is the official publication of the National Association of Foremen. The article tells of Mr. Smith's association with speaking classes both in the Company and at the Mechanics Institute, and details some very good pointers for folks who may feel they lack what it takes to "stand up and speak."

Ruth Riker, of the Purchasing Department, recently attended a tea at the University of Rochester which was held in honor of retiring dean of the women's college, Miss Helen Bragdon.

The Misses Pinkerton and Bloom, Payroll Department, for two weeks enjoyed the bracing air of Georgian Bay and vicinity. They spent happy hours swimming, hiking and boating.

**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.

Frederick E. Morey, for 29 years an employee of the Auditing Department, died July 16, shortly following his retirement from active duty. Funeral services were held from his former home, Ridge Road East, Webster, N. Y. Mr. Morey left three daughters, one son and six grandchildren. Burial was made in Webster Rural Cemetery.





# FUMES and FLASHES

**A Nag, a Bone and a Hunk of Hay**  
He: "How do you feel after your ride on that horse?"  
She: "Gosh! I never thought anything filled with hay could be so hard!"

**Two-Thirty Plenty**  
Chinese patient (on telephone): "Doctor what time you fixee teeth for me?"  
Doc: "Two-thirty—all right?"  
Chinese: "Yes, tooth hurty, all right, but what time you fixee?"

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

**Testi-money-al**  
"To what do you attribute your great age?" asked the city visitor of Grandpa Eben Hoskins.  
"I can't say yit," answered Grandpa cautiously. "There's several o' them testimonial fellers a-dickerin' with me."

**Seein' Stars**  
A high school girl, seated next to a famous astronomer at a dinner party, struck up a conversation with him by asking, "What do you do in life?"  
He replied, "I study astronomy."  
"Dear me," said the girl. "I finished astronomy last year."

**Ladies Note**  
Quiggle—"Why is it that you women always insist on having the last word?"  
Mrs. Quiggle—"We don't. The only reason we get it is that we always have a dozen arguments left when you stupid men are all run out."

**Baffling**  
She had spent a full hour instructing her third grade class in some of the wonders of nature, and just by way of a clincher she said: "Isn't it wonderful how little chickens get out of their shells?" One little eight year old lad, quite practical, quizzed back: "What gets me is how they get in!"

She: "I hear that the chief of police is going to try to stop necking."  
He: "I should think he would—a man of his age!"

**Wandering**  
"I want to consult you about my husband's feet."  
"But, madam, I'm a preacher, not a chiropodist."  
"That's why I want to consult you. His feet have gone astray."

**Life-like**  
A mighty king was stricken with a strange malady, for which the physicians could find no remedy. A soothsayer told him that if he wore the shirt of a happy man, he would recover. With fresh hope, the king ordered the country searched for his happiest subject—but alas! when they found him, he had no shirt!

**Two of a Kind**  
An egoist is a girl who persists in talking about herself when you want to tell her how wonderful you are.

**Just Curious**  
Boss: "What do you want? I fired you two weeks ago."  
Office Boy: "I came back to see if you're still in business."

**Settled**  
Ephraim: "Did you know dat Jonah was three days in de stomach of a whale?"  
Rastus: "Dat ain't much. Mah uncle was longer dan dat in de stomach of a alligator."  
Ephraim: "Yo' don' say! How long?"  
Rastus: "He's dere yit!"

**U Tell 'Em**  
Woman learning to drive: "But I don't know what to do!"  
Her husband: "Just imagine that I'm driving."

**Ministerial Tact**  
A minister was known by a few of his parishoners to be fond of Cherry Brandy and one of them in a mischievous frame of mind offered to present him with a bottle on condition that it was fully acknowledged in the next issue of the Church Magazine. The offer was promptly accepted and in due course the notice appear in the magazine: "The Vicar thanks Mr. McTavish for his gift of fruit and spirit in which it was given."

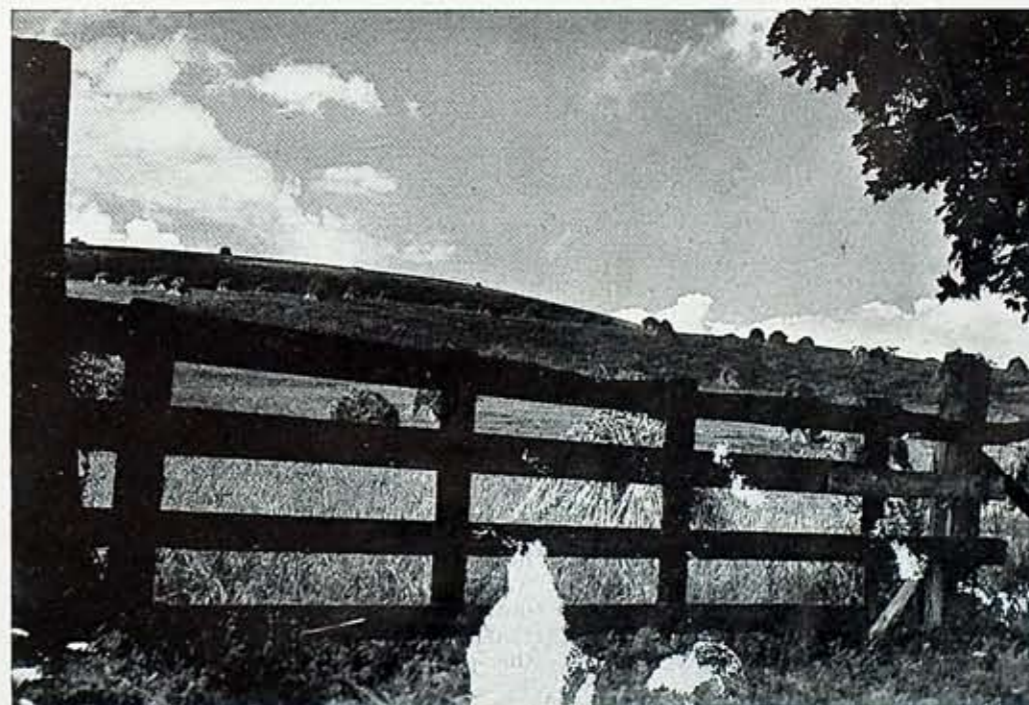
# JUST AROUND

Around the corner, I have a friend,  
To visit him, I oft intend,  
Yet days go by and weeks rush on,  
And before I know it, a year is gone.  
And I never see my old friend's face,  
For life is a swift and terrible race;  
He knows I like him just as well  
As in the days when I rang his bell  
And he rang mine. We were younger then,  
And now we are busy, tired men—  
Tired with playing a foolish game,  
Tired of trying to make a name.

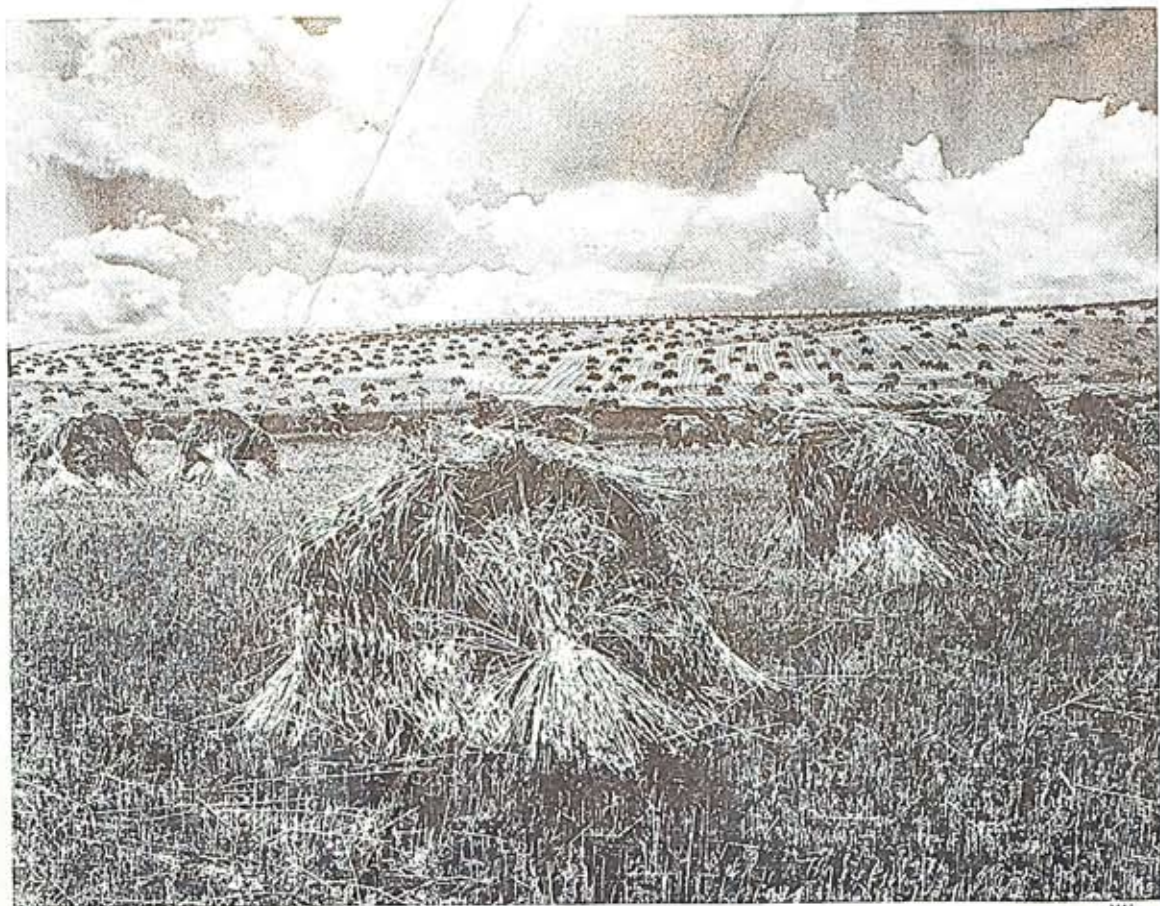
"Tomorrow, say, I will call on Jim,  
Just to let him know I'm thinking of him."  
But tomorrow comes—and tomorrow goes,  
And the distance between us grows, and grows;  
Around the corner, yet miles away.  
"Here's a message, Sir." Jim died today!  
And that's what we get—and deserve—in the end,  
Around the corner, a vanished friend.

—Charles Hanson Towne

T  
H  
E  
C  
O  
R  
N  
E  
R







« « Playing the Game » »

Whatever the game, and whatever the odds,  
The winning is all up to you;  
For it isn't the score, and it isn't the prize,  
That counts when the playing is through!  
In the great game of Life, it's the purpose to win,  
And the courage to fight to the end,  
That determines for you what degree of success  
Will be scored to your credit, my friend.

The best you can do may not be quite enough  
To defeat your opponent today;  
But you never can lose, and you never can fail,  
If you "put all you've got" in your play;  
And the greatest reward that your efforts can bring  
Is the fact that you stood to the test—  
That you played a clean game, and you fought a good fight,  
And you always were doing your best!

—Stewart Warnerite