

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

July, 1938

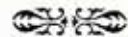
Vol. 22 - No. 6



In the fertile **GENESEE COUNTRY**



~ ~ FRIENDS ~ ~



A friend is like an old song grown sweeter with the years,
 A friend is one who shares our joys and wipes away our tears;
 A friend will look for goodness in everything we do,
 A friend is one who knows our faults, yet finds our virtues too;
 A friend will share a crust of bread, or help to lift a load—
 Happy are we who find a few good friends along the road.

—Selected

ROCHESTER RG AND E NEWS

Published by The Rochester

Vol. 22—No. 6



Gas & Electric Corporation

JULY, 1938

Make SAFE DRIVING a Part of Your Religion

THE old American game of trying to "Keep up with the Joneses" isn't so bad, but it's pretty tough when you try to pass 'em on a curve. A police traffic officer rode up town with us the other morning. He bemoaned the extra hard work, extra effort and added time required by the new police order about motoring accidents. Motorcycle officers and traffic policemen sure have to pay heavily for the carelessness of drivers. It's a wonder more motorists don't "have a heart" for these men whom they are wont to look upon as "snoopers" rather than as guardians of the public welfare and safety.

"If every driver would only use plain horse sense" the officer remarked, "there would be no necessity for these crusades. Why can't folks be decent in this connection." And how right he is. If every one of us were to be picked up for speeding or careless driving today, how very careful we would be for some weeks to come. We can all be careful if we but give thought to that one prin-

cipal ingredient of the product, safety, which is—just plain common sense.

Why not look upon public safety not as something that is being "put over" on us by a lot of "Cops" (we know our friend will excuse the use of this term in this connection) but as a matter of moral obligation. If we have any religion at all it should include the full realization that we ARE our brothers keeper, that the lives of men, women, and little children depend upon how seriously and how kindly we take to the matter of public safety.

Fathers and mothers should have a pretty good realization of the driving habits of their children who use cars; this subject might well be made a domestic crusade in every such home.

It is said that lightning never strikes twice in the same place; as the old colored man said "No, Boss, it done don't, fer dat place ain't dere no mo'." Neither can a life be brought back when taken away through your driving care-

(Continued on Page 177)

A "Cop's" job is no cinch. Don't make it any harder by your careless driving. Save lives by your CAREFUL DRIVING and watch out for children during vacation time.

"What have I done"

HIGHWAY SAFETY CAMPAIGN
 Sponsored by
 CHARLES A. HARNETT
 Commissioner of Motor Vehicles
 STATE OF NEW YORK



Top: Panorama of the Belvidere Farms, in the Genesee Country. Poultry houses are shown at the left. The farm-electric needs of Genesee Country farms receive the careful attention of our farm service representative.



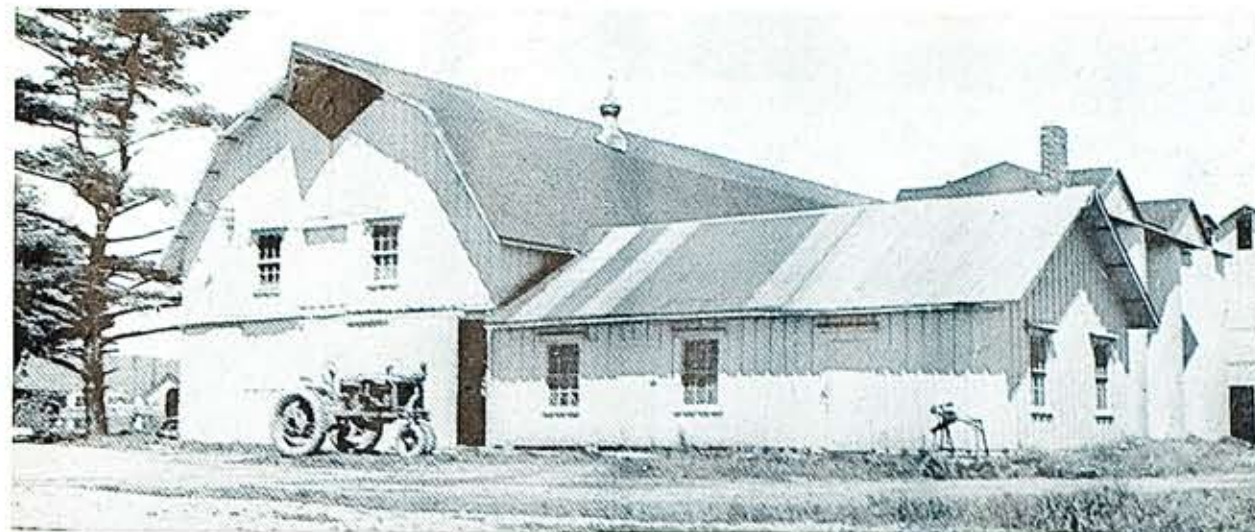
Where electricity is conducted to the Belvidere Farms from a pole line recently built, which brings current from the transmission line along the main road to the transformer on the above pole.



Main brooder house of the poultry section, Belvidere Farms, where the panel board is located through which electricity is directed to various sections of the farm layout.



A pole line brings electricity to the individual poultry and brooder houses. Forty-one electric brooders were sold in this territory last year, through Russell Parker's efforts.



Electricity serves the Belvidere Farms through about 250 outlets to provide for silo filling, feed grinding, hay hoisting, poultry lighting, etc. Wiring layouts were made to accommodate the addition of possible future equipment without the necessity for rewiring, or the danger of overloading.

Farm Service in the Valley of the Genesee

RUSSELL G. PARKER, *Genesee Valley District*

THE water that flows through Rochester on its way to the lake once fell as rain on the farms that make a patchwork over the beautiful hills and fertile valleys of the Genesee country. The Rochester Gas and Electric Corporation serves electricity to many of the farms in the Genesee Valley district.

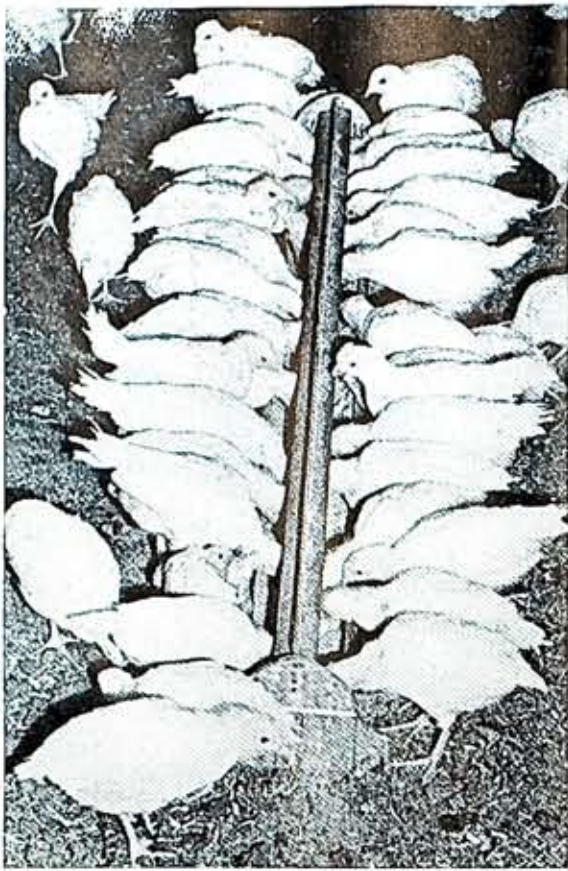
Traveling from Genesee and on through Mt. Morris the broad fields of sweet corn, spinach, peas, asparagus, and beans show that this territory is under the influence of the canning factory. From Mt. Morris to Nunda one sees more and more cows. The agricultural industry here centers around the milk receiving plant at Nunda, and embraces the surrounding hamlets of Dalton, Hunt, and Oakland. Surely every farmstead has its small flock of chickens, but dairy farming predominates. From Nunda to Portage and on up the river to Fillmore field crops are the farmers mainstay. Northwest of Fillmore lie Pike and Bliss in Wyoming County, in the potato country.

As one travels on south along the river he passes through small villages and hamlets—Caneadea, Belfast, Belmont, and Friendship—all agricultural communities primarily serving the farm families around them. On to Richburg and Bolivar brings us into the oil fields. Farming here has been largely crowded

out by the oil industry. The Rochester Gas and Electric Corporation electric lines extend through this territory right to the Pennsylvania-New York State line.

On June 15, 1937, Russell G. Parker was transferred from the Rochester office to Fillmore to become the District representative of the Farm Service Division of the Industrial Sales department. The purpose of this work is to promote the use of electricity for farm use. This is largely an educational program to acquaint the farmers with the value and economy of electric service. It is known that farm customers will purchase and install electric equipment for farm modernization only after they are educated to the profit and convenience possible from its use.

Under this Company's farm-equipment-dealers-cooperative plan it is the intention to cooperate with the local dealers in selling the farmers electrical equipment. The Farm Service Representative does no direct selling of equipment, but assists the dealers in promoting sales and in any way possible. Contacting the dealers of the territory revealed the fact that much of the farm electrical equipment was not being handled by local dealers. Very little active selling was being done in this line. The first work to be done was to acquaint the dealers with our cooper-



A few of the 1,000 certified white leghorn pullets at the farm of Mr. Leverett Slusser, Pike, N. Y. Company farm service work is carried on in cooperation with that of County Farm Bureaus.

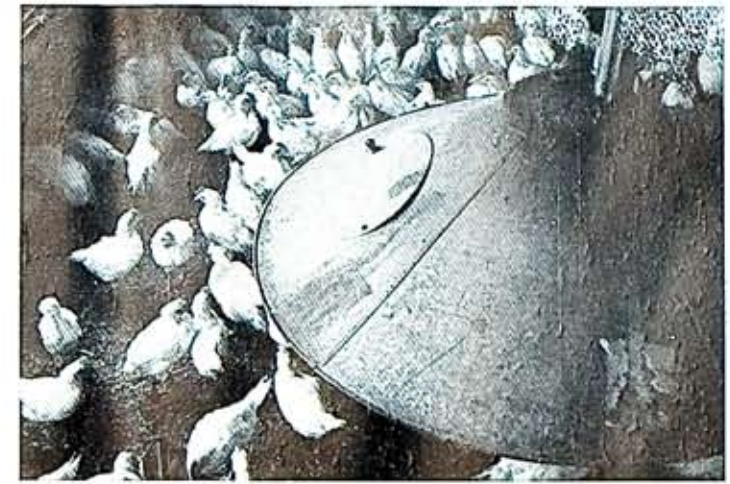
and to determine what electrical equipment would be applicable for use on these farms. A survey was accomplished by segregating the farm customers by means of the coding used in the meter books. The meter readers were then called upon to give information of the farms, where they read the meters, relative to the type of farming carried on by the various customers. This method afforded a quick survey of the existing farming—the extent that electrical equipment was being used in farming operations, and provided a valuable basis as to what equipment should be promoted in the territory. A tabulation of the survey shows that 322 of the 1011 customers coded as farms were not engaged in farming. 36 of those farming were part time operators. 187 of the farm customers had electric water systems. 103 farms had dairies of more than 20 cows, 242 had from 10 to 20 cows, and 160 had dairies of less than 10 cows. 21 of the dairy farms had milk coolers, and 73 had electric powered milking machines. The poultry industry of the district was found to consist of 7 large poultry farms. 139 farms had flocks of more than 100 chickens, and 207 had less than 100 chickens. Only six farmers were using electric brooders.

During the past year the following farm equipment has been purchased and installed by the customers of the district: 30 water systems, 15 milking machines, 41 brooders, 6 milk coolers,

ative plan—to show the dealers that a market existed and to them how to sell the equipment that was not being sold. The larger job then loomed of creating the demand for this equipment through the farmers. Prospects for farm electrical equipment are turned over to dealers and followed up by the Farm Service Representative to see that the purchaser is satisfied with the equipment that he bought and that it is doing the job for which he purchased it.

One of the first undertakings was to become acquainted with the territory,

This is the bachelors' quarters at the Leverett Slusser farm. Cockerels are segregated and fattened for the choice broiler market, while pullets are carefully brought to maturity to make modern egg-laying "machines."



and 20 miscellaneous applications of electricity of light, heat, and power. This business represents an estimated annual revenue to the Company of \$1,062.50.

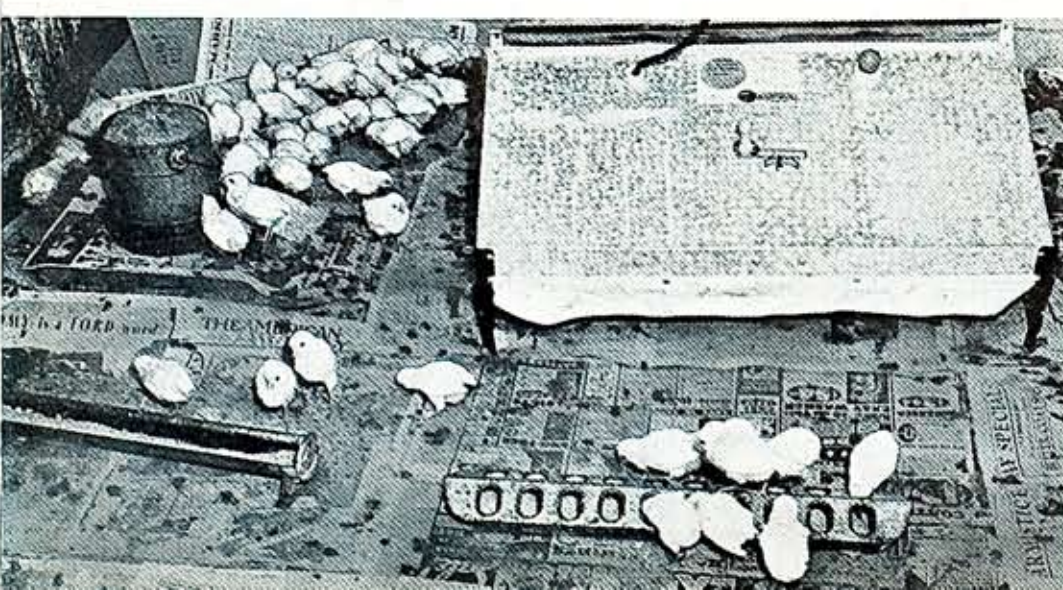
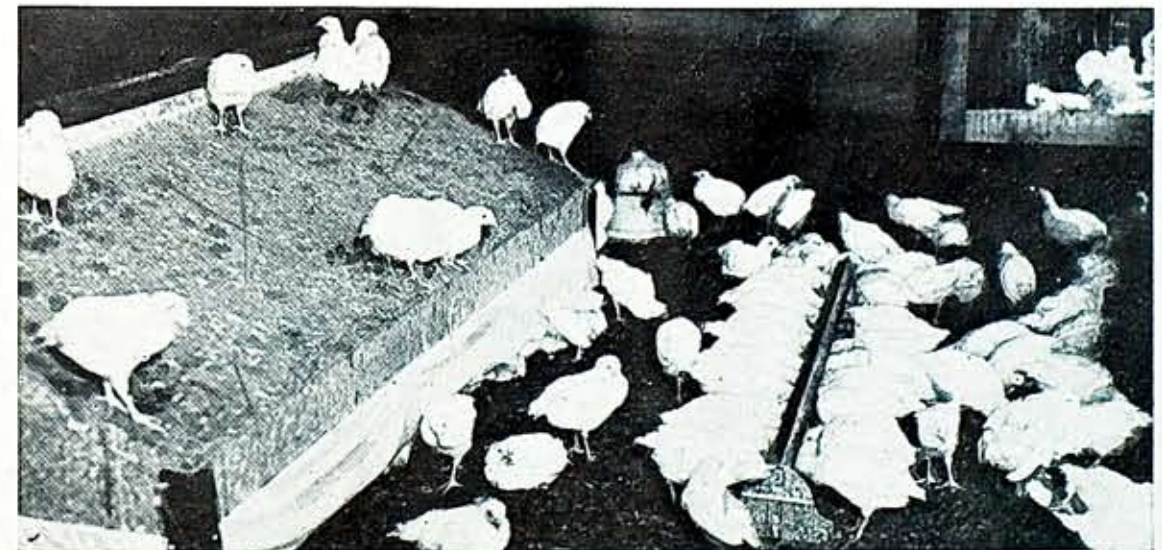
Probably the most important angle followed in the effort to build the farm electric load of the territory is that of personal farm calls. In this way the Farm Service Representative is able to discuss with the farmer his electrical needs—the value of electric service—the practicability of installing additional electric equipment—wiring requirements, and how electric service can be utilized to make his business more profitable by saving time, labor, and enable him to produce better products for his market at less expense. Farmers have expressed a keen appreciation of this service. The diversity of their business does not allow them to become electricians, or to keep informed of the rapid developments in farm electric equipment and its applications. They

want dependable information on what type of equipment will best fit their requirements—where is the best place to purchase the equipment—about how much will the equipment cost—what will be its cost of operation. The farmers of this territory are convinced of the convenience and economy of electric service. The problem of the Farm Service Representative is one of studying the farmers needs, and convincing him that the use of the electric equipment recommended will better his farm operations and that this investment in the equipment is sound and that it will pay him dividends.

Three hundred copies of the magazine "Electricity on the Farm" go each month to a selected list of farm customers. This magazine carries into their homes stories of farm families who are utilizing electricity to better their farm business, and to improve rural living. Favorable comments from readers of

Chicks are quite temperamental. They expect to be kept nice and warm and to be fed a good balanced ration. It is only through scientific feeding, hovering and care that the poultry business is kept on a paying basis.

This is a small electric brooder suitable for use with small flocks of chicks, and is part of the poultry equipment at the farm of M. J. Doud. Electric hovers provide heat enough to keep chicks from exterminating themselves through the habit of piling up in corners, when cold.



this magazine are frequently heard. Farm families are glad of this opportunity to learn of new uses and applications of electric service.

During the winter months educational programs relative to the application of electricity to farming and farm homes were presented to twelve granges. A total of 625 persons attended these programs. The General Electric Company talking film "Bill Howard R. F. D." was presented along with a demonstration and talk on home lighting by Miss Catherine Benjamin, the District Home Service Representative, and a discussion of the cost and application of electricity in farming by Russell G. Parker, District Farm Service Representative. These programs were well received throughout the entire district.

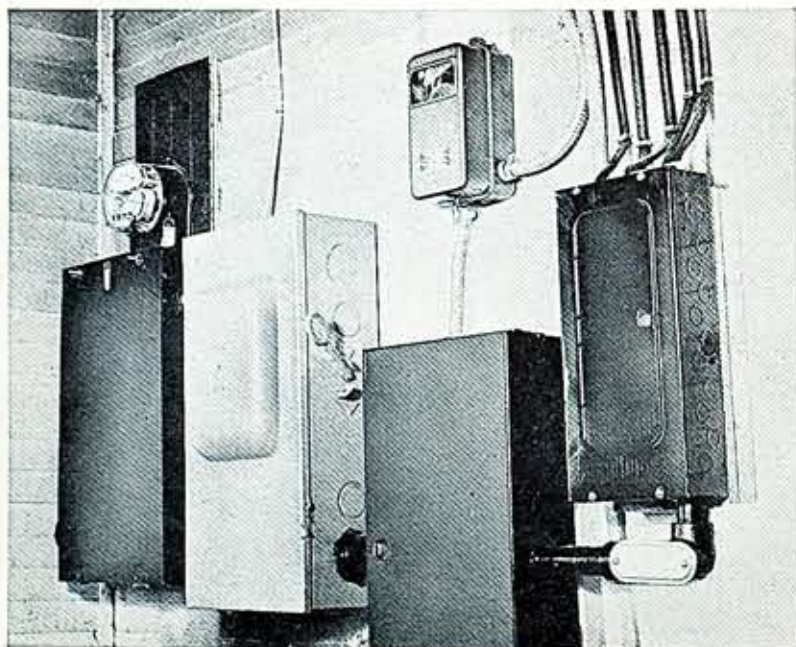
In all the farm service work carried on in the district, an effort is made to work in cooperation with that carried on by the County Farm Bureau organizations. A display and demonstration of electrical equipment was set up at the annual field day of the Allegany County Farm and Home Bureau at Eggleston Park last summer. A two day school for the farmers was conducted jointly in Belmont by the Farm Service Representatives of the Rochester Gas and Electric Corporation, and the Niagara, Lockport and Ontario Power Company, and by the Allegany County

Farm Bureau for the purpose of informing the farmers of the needs of adequate wiring and of the developments in farm electrical equipment.

Direct service letters and advertising are utilized to get certain bits of information to the farmers. Timely service letters in the form of personal messages are sent to selected lists of farmers regarding specific information on a particular type of equipment that it is felt will be of interest to these customers. Advertisements are run at varying intervals in the local weekly newspapers and in the Farm and Home Bureau News monthly magazines.

From the survey previously mentioned lists were made up of those farm customers who did not have water systems. This list was sent to pump manufacturers. During the winter these people received descriptive literature on automatic electric water systems. Likewise dairy farmers who did not have milking machines received literature from manufacturers of milking machine equipment.

Up until a year ago there were only six farmers in the Genesee district using electric brooders. It was difficult for a farmer to find anyone who knew anything about their operation, to get information on reliable types of brooders, or to learn where one could be purchased. Within the past four months 41 electric brooders were purchased and



Panel board at the Belvidere Farms, a new customer in the Genesee Country. Adequate wiring was included for electric motor, ten electric brooders, poultry lighting and general farm and dairy use. At left is the automatic clock to regulate poultry lighting, get them up early and keep them "scratching" late.



Lucille and Charles Hasler, Nunda, are hoping to get electricity on their farm before long. They sure would appreciate an electric milking machine to milk their flock of twenty-two cows. Lucille says "Heck, cows don't give milk; ya gotta take it away from 'em" and we guess she's right.

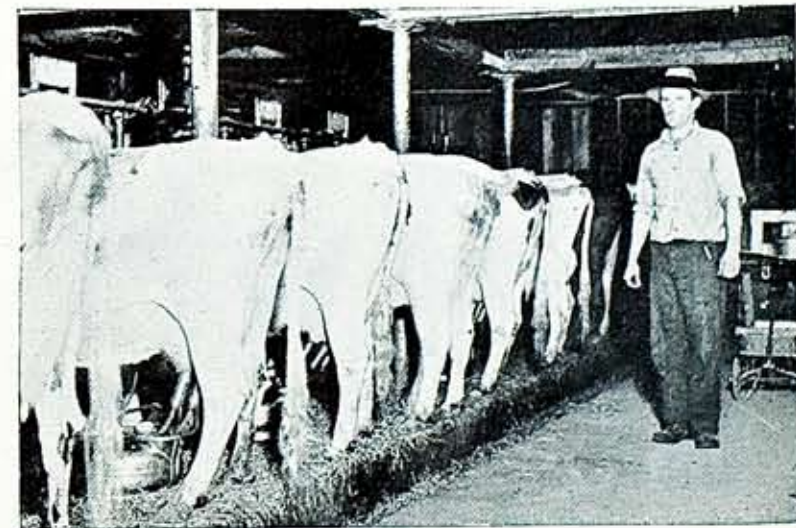
installed by the customers throughout the district.

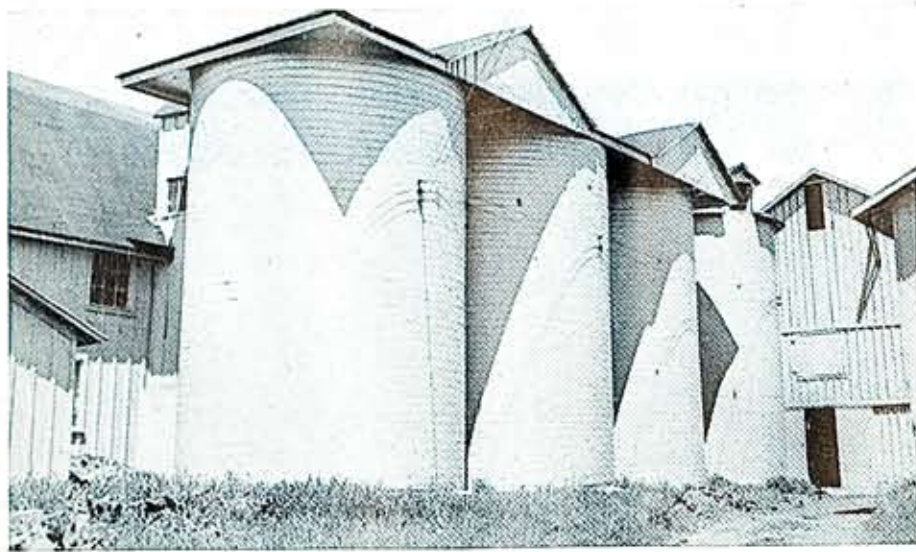
It may be noted from the figures in the survey shown above that poultry in the territory consists mainly of small farm flocks. There is no poultry section. However, the total number of chickens in the district makes the poultry business significant from the angle of building farm electric load.

As cold weather set in last fall personal calls were made on farmers where there was any indication that poultry was being raised. The object of these calls was to interest these farmers in using electrically heated poultry water

warmers designed to keep the water in the poultry drinking fountains from freezing. At the same time the question of electric brooders was brought up and discussed. Literature on electric brooding was left at the places where there was any interest shown in electric brooding. An advertisement recommending electricity as the modern method of brooding chicks was inserted in the local weekly newspapers. A service letter, with enclosed descriptive leaflets, describing poultry water warmers and brooders was sent to every farmer that the survey showed was raising chickens. Early in February a

On this modern dairy farm electric milking machines are used. They save much time, the farmer and his men like them, the cows like them and they take the old curse off "milking time." A radio keeps the cows chewing contentedly, as the farm hands stand by to change over the machines.





A 1400 acre dairy, poultry, and grain farm uses these bovine "pantrys" or silos to keep ensilage fit for Bossy's taste. This year, for the first time, they will be filled electrically. What a "break" that is for the hired men.

representative of distributing organization that handled an electric brooder was called into the territory. Four days were spent with this representative in calling on prospective purchasers of electric brooders and prospective brooder dealers. On one two day trip this agent placed 21 electric brooders in the territory. Arrangements were made with five dealers to sell electric brooders. Prospects were turned over to these dealers. On frequent subsequent calls difficulties in selling brooders were ironed out. Where requested the farm service representative went out with the dealer and assisted in closing the sales.

Two brooder dealers are typical. One of these was an electrician who also sold and installed water systems. His understanding of electricity and the value of adequate wiring helped him in developing into an excellent brooder dealer. His eight brooder installations have given him valuable advertising for his selling another year, as well as valuable advertising for electric brooding. The other dealer is a farmer who was interested in installing an electric brooder. He expressed an interest in selling brooders, and through cooperative efforts ten electric brooders were added to the rural electric lines. On one farm eight electric brooders were used to brood 2900 chicks with a mortality loss of about 1%. Every brooder installation that came to the attention of the farm service representative was followed up to see that it was properly installed and to make sure that its operation was

thoroughly understood. Electric brooding has been enthusiastically accepted throughout the district, and in spite of the fact that this is not a poultry farming area, the prospects of an even greater number of brooder installations next year is very good.

Dairying is by far the most extensive farming enterprise carried on in the district. The application of electricity to dairy farming is largely built up around the production of high quality milk. That is, in preventing the development of bacterial growth in the milk by the use of electric milk coolers, water heaters for scalding milk utensils, and electrically heated dairy utensil steam sterilizers. However, this territory lies largely outside of the Rochester, Buffalo, and New York City milk sheds. As a result the milk market of this area is classified as Grade B. That is, the milk produced in this area is largely processed into cheese, powdered milk, butter, and evaporated milk. Consequently the price paid for milk is considerably less than that paid to producers in Grade A market areas. A considerable percentage of the milk produced in the district is delivered to ten or more locally operated cheese factories. Health requirements for milk sanitation are not as rigid here as in the Grade A markets. Bacterial content is much more liberal. Milk produced for the milk plants is required to be cooled to only 60° F. and on most farms the abundant supply of cold spring or well water adequately takes care of the milk cooling requirements. However, dairy

farmers are interested in electric equipment for milking, water supply for the drinking cups, for grinding feed, and silo filling.

Another service extended to the farmers by the farm service representative is that of wiring recommendations. An example that illustrates this service is that of the Belvidere Farms. This farm comprises 1400 acres. It is situated in the geometric center of Allegany county. This farm is devoted to pure bred dairy cattle, chickens, and grain crops. Early in the year application was made to the Company to extend our electric lines about three quarters of a mile to provide electric service to this farm. Arrangements for extending the line were made, and assistance was offered in laying out a suggested wiring plan for the farm buildings. The need of adequate service capacity, the convenient location of outlets, and feeder wire size were explained. A suggested wiring plan was drawn up and followed throughout the wiring. A service of 200 ampere capacity was installed as the heart of the wiring system. There are a total of approximately 250 outlets. Wiring facilities were provided for the use of a 7½ Hp. portable farm motor for silo filling, feed grinding, hay hoisting,

and wood sawing. Poultry lighting with a suitable automatic clock was installed. Adequate wiring was included for the use of ten electric brooders. Convenience outlets were installed in the poultry houses for the use of poultry water warmers. The manager of this farm is very much pleased with the wiring job, and said that he was very glad that the wiring was planned and laid out before the wiring job was started. Practically any electrical equipment that will be needed on this farm can now be added without the necessity of rewiring or the danger of overloading the wiring system.

The farm service program has been in operation in the Genesee district for one year. It has been well received by the farmers and the farm equipment dealers.

SAFE DRIVING

(Continued from Page 169)

lessness. So, why not resolve to be one who will drive as carefully as though you received a ticket yesterday, and don't want another one for a long, long time; or as sanely as you would drive were you motoring through your own neighborhood where YOUR children or YOUR home folks were apt to be.

Trumbull electric brooder used by Don Wolcott, Canandaigua, N. Y. Mr. Wolcott works in the bank but gets a lot of pleasure and some little profit from raising chicks—electrically.



Moulding Character at the Genesee Institute

Non-sectarian settlement which provides healthful environment, training and recreation for boys and girls, uses Home Service Department recipes in its cooking school for adults and helps to train young Americans for better citizenship as well as for better places in life.

JUST after lunch time one afternoon recently, we dropped in at the Genesee Institute Settlement House, corner of North Union Street and Central Park. In the large gymnasium there we were shown a group of from fifty to sixty boys and girls spread out in recumbent positions on the floor in a huge circle. They were having their rest period, and looked like little chicks in circle formation underneath the hover of an electrical brooder. Silence was strictly observed. The room was darkened and cool, and assistants of Miss Helen MacSweeney, director of the Institute, were nearby, keeping a watchful eye over the scene.

The Genesee Institute Settlement House is one of the four settlements supported by the Rochester Community

Chest. Originally, it was inaugurated by Mr. J. Adam Craig as a boys' club. Of later years it has been enlarged in scope to include classes for both boys and girls, as well as classes in cooking, dramatics and other activities for adults in the Central Park Section and is a branch of the Social Action Division of the Rochester Catholic Charities. Rev. Joseph Vogt is director of the division.

In densely populated city sections, such organizations are playing an important role in building or moulding character through recreation and education. Especially during vacation time is the work of the Genesee Institute so obviously needed and worth while, although it maintains regular schedules of classes throughout the entire year.

Dramatic group at Genesee Institute or settlement house: back row, left to right: Mary Russo, Jos. LaLoggia, Russel Russo, Russel Pernace, Peter Geraci, Vincent DeLeila, Ann Genco and Lucy Pelligrino. Front: Mildred Maurino, Marion Lombardo, Mufaldo Bonadino and Jessie Polizzo. Mr. Joseph Pedulla is director of dramatics.



Mary Russo, (left) member of adult evening cooking class, presents Miss Helen MacSweeney, director of Genesee Settlement House, with a floral tribute from members of the class at the recent close of that activity for the summer.



What boys and girls do during their spare time has an important bearing upon their happiness and usefulness throughout their entire life. Miss MacSweeney and her able assistants keep youngsters busy at the Genesee Institute doing the things they like to do, such as handicraft, making artificial flowers, simple wood work, cooking and other activities similar in nature to those prescribed for boy and girl scouts.

Recreation, games and play periods are compulsory, as is the shower bath once a day at this time of year. The children are separated into boy and girl groups small enough in number to be effectively

supervised by the workers. Basketball, baseball, volleyball and other sports are featured under the able supervision

Champ basketball aggregation at the Genesee Settlement House, where body building goes hand in hand with the training of the mind and the faculties. Left to right are: Joe Napoli, Phil Guardia, Patsy LaGuardia, Nick DeCeasar, John LaLoggia.





Some of the members of night cooking class taught by Miss Helen MacSweeney, who makes use of a course of instruction furnished by the Company's home service department. Left to right in the picture are: Mary Russo, Mufaldo Bonadino, Helen MacSweeney (director), Helen Molinari, Lucy Pelligrino and Mary Maurino.

of Mr. Francis Minella, Boys' Instructor. Leagues are formed and the spirit of clean competition is strong. There is an outside recreation yard used during the pleasant months to supplement the inside gymnasium.

Instructors at the Genesee Institute are well qualified to teach and supervise its activities. New Era school graduates in the recreational and cultural divisions are on the staff, as well as workers who qualify through the National Youth Association. The atmosphere is clean and wholesome, as well as the surroundings. A recent survey of social conditions indicated that this atmosphere and the teaching and precept fostered by the Institute has helped appreciably to improve the mental attitude of the underprivileged children in this section of Rochester during the past five years.

The Genesee Institute receives fine cooperation from other social organizations and workers, from business men

of the vicinity and from Principal George Taylor, of public school Number 27 in that sector. In turn, the Institute helps to raise the standard of youthful citizenship among the boys and girls who attend No. 27 and other schools, and teaches the value of fair play, good citizenship and a wholesome mind in a clean, well kept body.

The neighborhood sponsoring committee is composed of Principal George Taylor, Francis Minella, Dr. Anthony Bondi, George De Forest, Rev. Albert Simonetti, and Miss Helen MacSweeney as chairman.

Because of its daily contacts with families the Settlement is of service to the case working agencies in the community. It is frequently called to assist the worker in securing a helpful interpretation of individual families and at the same time help the family to better understand the problems of the case worker. Other agencies dealing

(Continued on Page 189)

GENERAL INFORMATION

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

	May 31, 1938	May 31, 1937	Increase
Electric...	137,394	134,567	2,827
Gas.....	114,048	111,031	3,017
Steam.....	326	333	7*
Total...	251,768	245,931	5,837

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

	Electric	Gas	Steam	Total	Incr.
1928	101,553	103,759	315	205,627	
1929	112,128	107,651	322	220,101	14,474
1930	117,257	109,237	348	226,842	6,741
1931	120,030	109,595	342	229,967	3,125
1932	126,985	109,361	330	236,676	6,709
1933	126,633	108,345	316	235,294	1,382*
1934	127,993	108,934	312	237,239	1,945
1935	129,214	109,797	306	239,317	2,078
1936	131,148	109,279	317	240,744	1,427
1937	134,567	111,031	333	245,931	5,187
1938	137,394	114,048	326	251,768	5,837

Incr. in 10 Yrs.	Electric	Gas	Steam	Total	Incr.
	35,841	10,289	11	46,141	46,141

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	
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 May, 1938	Month of May, 1937	Increase
KWH Generated—Steam.....	10,615,380	5,605,975	5,009,405
KWH Generated—Hydro.....	19,721,869	26,788,944	7,067,075*
KWH Purchased.....	4,966,114	2,995,033	1,971,081
M Lbs. Commercial Steam Produced.....	75,202	90,407	15,205*
MCF Coal Gas Made.....	350,508	398,796	48,288*
Tons Steam Coal Used.....	11,797	10,294	1,503
Tons Gas Coal Used.....	30,234	33,235	3,001*
Tons Coke Made.....	20,559	21,795	1,236*
MCF Natural Gas Used—Station 9.....	15,770		15,770

	May 31, 1938	May 31, 1937	Increase
Number of Employees.....	2,496	2,497	1*
Amount of Payroll—Mo. Ended.....	\$ 414,403	\$ 401,463	\$ 12,940
Amount of Payroll—Yr. Ended.....	\$5,022,254	\$4,681,034	\$341,220
Miles of Underground Duct.....	2,052	2,048	4
Miles of Underground Line.....	3,065	3,031	34
Miles of Overhead Line.....	9,858	9,371	487
Miles of Gas Main.....	907	860	47
No. of Arc Street Lamps.....	1,354	1,403	49*
No. of Incandescent Street Lamps.....	24,346	24,087	259
No. of Traffic Signal and Fire Alarm Units.....	1,275	1,237	38

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for May, 1938

Receipts		Disbursements	
Balance 1st of Month.....	\$ 8,967.91	Sick Benefits.....	\$ 2,336.57
Dues and Fees—Members.....	973.15	Accident Off-Duty Benefits.....	31.81
Dues and Fees—Company.....	1,946.30	Family Sickness.....	18.86
Rochester Hospital Service Plan—		Medical Examiner.....	9.00
Members.....	1,042.02	Nurse's Expense.....	100.00
Company.....	514.88	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,556.90
Investments.....	0.00	Balance End of Month.....	9,391.12
Total.....	\$13,444.26	Total.....	\$13,444.26
E. B. A. Membership May 31, 1938.....	2,328	E. B. A. Membership May 31, 1937.....	2,212
Members participating in Rochester Hospital Service Plan May 31, 1938, 1,619; May 31, 1937, 1,381			

Over 36,000 Persons Enter Rochester Hospitals Yearly

Every 24 hours, 100 persons have to go to some Rochester hospital. How fortunate were those who were protected by membership in the Rochester Hospital Service Corporation. We have 1,466 subscribers for this service.

Without question every Company employee should be protected by membership in this service. Few persons are prepared financially when circumstances compel hospital attention. It is a grand and glorious feeling to know that YOU and YOUR FAMILY can enjoy this service for less than five cents per day.

If you are not a member, ask your foreman about the plan, or—send inquiry to the Employment Department, in care of Wm. Gosnell.

DO you enjoy your vacation each year? Of course you do. How would you like it if you had to forego that two-weeks rest period because, well, there was sickness, or an operation, or an accident in the family for which you were not prepared and your vacation money soon went for medical attention and hospital bills.

This need never happen in your home. If you are enrolled in the Rochester Hospital Service, all worries in that direction may well be forgotten. If you know of any Company employee who is not so enrolled you will be doing him a great favor by subjecting him to a little "missionary work" along that line.

Through the suggestion of Mr. William Gosnell, who with Mr. Joseph P. MacSweeney is a director of the Rochester Hospital Service Corporation, we present below some actual Company cases, hospitalized during the past year. For this data we are in debt to Kathleen G. Weston, Assistant Director of the Service. Be sure and read each and every one of these cases,

and remember that 459 Company claims using 3084 days, or an average stay of 8.4 days per claim, were taken care of up to December 1, 1937; a total of 3,430 persons (employees and their families) received coverage. The R. H. S. C.'s payments to hospitals for these claims have amounted to \$20,731.00:

This man subscribed to the Insurance on September 1, 1935 in the \$1.30 per month group. Neither he nor his wife had had any hospital illness up to this time, and yet within the past year, both the subscriber and his wife have been hospitalized their full twenty-one days for a total amount of \$173.75.

This man was taken to the hospital very suddenly for an acute operation. He had to remain in the hospital sixteen days and received credit for the full amount of the bill which was \$117.45.

Subscriber left Rochester for a vacation and was suddenly taken ill and hospitalization became necessary. This man received twenty-eight days hospital care due to the fact that Hospital Insurance pays \$6.00 per day on out-of-town claims. Therefore, his premium of \$.65 per month saved \$168.00 in this instance.

This subscriber took out the insurance for his family, and since then, two children have had the advantage of hospitalization during their illnesses; one child having a tonsillectomy being in the hospital one day, and the other child having had a mastoid operation and receiving \$52.50 credit on the hospital bill.

YOU SHOULD BE A MEMBER of the Rochester Hospital Service Corporation. If you are not one of the 1,466 Company employees who have already joined, you owe it to yourself and to your family to do so as soon as possible. Ask your foreman about this fine service, or get in touch with Mr. William Gosnell, Employment Department, Gas and Electric Building.



Our patient is William Weaver, who was recently rushed to the General Hospital for an emergency appendectomy. In the picture with Mr. Weaver are Miss Mary Brennan, contact representative of the Rochester Hospital Service Corporation and nurse Mrs. Loveland. Sign up for this service and be ready for emergencies of sickness or accident when they come.

This subscriber took out the insurance on the first of the month, and on the fifth became actually ill. He was enrolled in the Plan only four days and received hospital benefits in the amount of \$40.00.

This man took out the insurance for his wife and child and himself. Since the date of his contract, the wife and child have been hospitalized once, and the subscriber twice, and it has saved the man several hundred dollars.

The hospitals have reported that during February and March, pneumonia is most prevalent. During this time, two cases from the Rochester Gas and Electric Company were hospitalized for this condition. Both subscribers were very grateful to have been members of the Hospital Insurance Plan as they were able to get the best of care and have all their special medications taken care of at that time. In one of these cases, the man was grateful not only for receiving the best of care, but also for the fact that by receiving hospitalization for his condition, he reduced the danger of infecting the other members of his family.

Another interesting case was that of an employee who lives with her mother who is a semi-invalid. This girl was stricken with a very hard attack of the grippe which was followed by an intestinal infection. This

young lady was very grateful to have her hospital insurance, as her illness did not burden her invalid mother, and she was able to return to work sooner than she had anticipated because of the fine care which she received at the hospital. The bill which hospital insurance paid for this subscriber was \$107.75.

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R. G. and E. Chorus Emulate The "Minute Men" of Lexington

IN 1776, down from the hills, up from the valleys, across rivers and through the brush came the "Minute Men" in defense of their country. One recent Thursday, in this year of 1938 (according to recent Rochester press releases) down from electric poles, up from out of manholes, and out of travelling cranes, automobiles and out of busy offices came members of the R. G. and E. Male Chorus to "pinch hit" for their chief, Mr. Herman Russell, when circumstances quite beyond his control prevented his appearing as scheduled speaker before the Rochester Ad Club.

W. E. Hughes, chorus prexy, delayed a trip to New York to get in touch with chorus personnel; telephones hummed, personal calls were made, and soon after the Ad Club sang its special "Howdy-doo-de" welcome song, president Edward Harrison introduced the chorus and director Frank Houston, and the men went into immediate action.

Unlike the "Minute Men" they used ballads instead of bullets, and soon had the situation well in hand, just like the marines. The Ad Club gave us a fine

barrage of encores; there was no mistaking their sincerity and the glowing spirit of their appreciation. Not since the A. G. A. convention at Cleveland have we had such a rousing, hand-clapping, he-man welcoming.

One gentleman came up after the show and remarked, "I'd rather hear that than grand opera, Gosh, it was fine." Scores of others said that they hadn't dreamed that the R. G. and E. Chorus had such a finely trained group of men; and more than a few persons said, that from appearances, the singers had just as much fun and pleasure as the audience did.

Tommy Weir "knocked 'em cold" with his Irish airs. Sylvester Novelli had them on their seats with his piano presentations, and Art Kelly, a former president of Ad Club, let loose a brand of blarney which Ad Clubbers delight to hear, chock full of harmonious humor.

Glenn Morrow, Ad Club president, was bold enough to state that another visit from the chorus at some future time would be delightfully welcome, and added his appreciation for the work of the men. We were very sorry that



Cross-section of Chorus singing (candidly) before the Ad Club. Left to right are: Chas. Prothero, Henry MacGregor, Clete Kress, Paul Miller, Bill O'Brien, DeWitt Pike and Elmer Smith.

Letter From Ad Club Secretary Glenn Morrow

June 9, 1938

Dear Floyd:—

No cloud ever had a brighter lining than the one which descended suddenly upon the Rochester Ad Club early this morning. It was unfortunate, of course, that we were not able to hear Mr. Russell speak at our meeting this noon, but extremely fortunate for us that he was able to send in his stead twenty-nine such competent substitutes.

The program which our members enjoyed from your Male Chorus this noon was one of the best things we have had in many months. We are sincerely grateful to you all for coming to the meeting and for entertaining us so skillfully. We hope, that now that you have learned the way to the Ad Club, we may be able a year or so from now to persuade you to come back for another performance.

Sincerely yours,
GLENN C. MORROW,
Executive Secretary

Mr. Russell could not be there to present his very interesting and enlightening topic "Who do I work for," or that provisions were not available for him to listen in to the program, the introductions to which were so full of reference to his fine organization and to his progressive contributions as its president.

There was no doubt in the minds of all the chorus members as to "Who do I work for." Each and every man Jack of them was doing his very best for "The Chief" and while he couldn't see and hear it, but will have to go mostly by what he read in the 'papers, he'll be glad to know that his "Minute Men" had such a glorious half-hour.

Attention is the stuff that memory is made of, and memory is accumulated genius.
—Lowell

Preaching vs. Practicing

A Communist agitator rode into Hyde Park, and, after leaning his bicycle against the railing, mounted a soap box and proceeded to address the crowd.

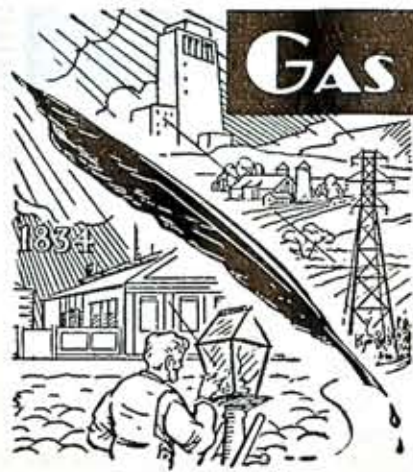
"If your family is hungry," he shouted, "raid a shop and take food for them, and don't care what anybody says. If your wife hasn't got a coat, pick the best fur coat you can see, and ignore the consequences!"

After several more minutes in this strain, he dismounted from his soap box, and his next words were:

"Where's the scoundrel who took my bike?"

"I hold the maxim no less applicable to public than to private affairs, that honesty is always the best policy."

—George Washington



GAS & ELECTRIC NEWS

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

JULY, 1938

HERMAN RUSSELL *Honorary Editor*
FLOYD MASON *Editor*

Illusion?

WE were deep in the enjoyment of that fine motion picture "Robin Hood." The action was fast and interesting. It held us quite breathless for a time. The well presented color throughout the picture seemed to add depth to the perspective. We were so thoroughly wrapped in the picture story that we actually leaned way forward in our seat. What a picture!

Then, a vagrant thought struck us. It hit us unawares. Before we realized it we were again sitting back in our seat, oblivious of the picture's passing sequence. Our mind was far away from "Robin Hood" at least for a split second or more. What had caused this interruption in our interest?

A revolutionary little thought had wedged its way into our mind. It boldly asserted: "That isn't Robin Hood you are watching so intently, and those men in that motely array of colored clothing aren't his crew. Neither are those domineering, finely arrayed gentry who wage war on Robin Hood real aristocrats of the kingdom of Prince John. It's just a lot

of "apple sauce." Those are synthetic historical personages. That wood is probably somewhere near Hollywood. The magnificent castle is merely a stage property, and those bows and arrows may have been purchased from Sears and Roebuck.

We were quite flabbergasted for a moment. In due time, however, perhaps it wasn't more than a few seconds in reality, we were again lost in the dramatized story of "Robin Hood"; but the ruthless little split-second thought pursued us next day. It acted somewhat as an unwanted mental "hang-over" to mock us just a bit as we still maintained that "Robin Hood" was a fine picture.

Yes, it is of course, just a picture; but anything that can hold us breathless, make us forget all care and perplexity for a time and fill our minds with beautiful scenes garnished with a fairly well worked out picture of right, in the final analysis, overcoming wrong as presented by a fine, though synthetic, array of historical characters—is serving a mighty good purpose.

There is always some little elf of a thought that challenges our beliefs and our credulity in life. There are also pessimistic people who, often unknowingly, help to establish doubts in our minds as to many of the fine things in life. Life itself, some folks would have us believe, is just a terrific struggle against unbeatable odds; but we like to believe in the domination

ROCHESTER GAS AND ELECTRIC NEWS

of right, justice, idealism if you please; we like to enjoy fairy stories, too, even though we realize that they may be the figments and fantasies of some human story teller's brain.

Life is full of Robin Hoods, Friar Tucks, Lady Marions, Prince Johns and Richards Cour de Lion. Some are real and many are fictitious, synthetic; but altogether they present before us a delightful panorama of existence. And so we say, scallions to those elfish vagrant and villainous little thoughts which would make us take life too literally and thereby rob us of the glitter and the glamour of a reasonable enjoyment in the fine art of "make believe."

"Yes" or "No" or "Mebbe So"

IN a book we recently read a character said this: "You are the only promoter I ever knew who could take 'No' for an answer." This struck us as decidedly interesting, because in many of the story books, motion pictures, slogans and other business and social philosophy of the past and the present, the key-note has consistently been one decidedly aloof from any deviation from the "do or die" spirit. Our ideals have been fashioned perhaps all too strenuously, around story book characters who always "got their man" or their wish or always forced issues on the "never lose" plan.

Down in our hearts, however, most of us have come to mistrust that type of individual who always must win; have his way; always succeed; always be on the right side and always flaunt the idea or the ideal that one must never give in, or never fraternize with the idea of arbitration.

Strong-mindedness doesn't always mean righteousness. Most of us are wrong in our assumptions at least once in a while. Today, we have learned men on both sides of political, social

and philosophical "fences." We also find astute lawyers and political economists of world-wide repute at odds concerning the leading questions of our day, and—whom are we to believe?

Study, think and read as we will, we find ourselves today frequently pondering the question "Which side is right, the affirmative or the negative?" While we do want to take sides, indentify ourselves with one or the other and not straddle a crooked fence, we discover that even "our side" of a proposition isn't always right.

Courage, fortitude and bravery under fire are virtues associated not only with winning armies. They are fully as much identified with those who go down to defeat in a losing cause. Sometimes these battles never should have been fought. There are times when we have to know when to fight and when to run away.

Saying "No" seems to most of us too much like running away. It puts us on the "spot" where unthinking folks can doubt our courage and virility; yet, "No" is so frequently the right answer; even on those numerous occasions when "Yes" seems to beckon us with beautiful mirages of promise. And how much better off many persons would be had their friends and family had what it takes to say "No" to them instead of "Yes" on certain decisive occasions.

MAKE GOOD

When the battle breaks against you and the crowd forgets to cheer.
When the Anvil Chorus echoes with the essence of a jeer;
When the knockers start their panning in the knocker's nimble way,
With a rap for all your errors and jush upon your play—
There is one quick answer ready that will nail them on the wing;
There is one reply forthcoming that will wipe away the sting;
There is one elastic come-back that will hold them, as it should—
MAKE GOOD!
—Grantland Rice in "Nuggets."



Mr. M. Herbert Eisenhart
President of the Bausch and
Lomb Optical Company and
a Director of this Company
Nominated to Trusteeship
in Princeton University . . .

With no little pride we take occasion, from time to time, to tell our readers of the continuing successes of the men who comprise the directorate of the Rochester Gas and Electric Corporation. These men exemplify the highest Rochester traditions in public service and community progress. It is with pleasure that we present to you a thumb-nail sketch of Director M. Herbert Eisenhart:

MHERBERT EISENHART graduated at Princeton University in 1905 and the Massachusetts Institute of Technology in 1907. He entered industry as a chemist with the Eastman Kodak Company in 1908. In 1911, he was made assistant superintendent of Kodak Park and two years later became superintendent.

In 1917, Mr. Eisenhart left Kodak Park to become general superintendent of the Bausch & Lomb Optical Company. His foresight, zeal, and flair for organization, at this critical war period, won the recognition of higher officials and in 1926 he was made vice-president and assistant general manager. Three years later he became general manager, retaining his vice-presidency, and in 1935 he was elevated to the presidency.

His interests are not confined to industrial pursuits. Despite the responsibility which he carries, he somehow finds time for many outside activities. Youth is one of his main interests and he has long served as chairman of Region Two, Boy Scouts of America, Rochester Council.

As a director and member of the Executive Committee of The Mechanics Institute of Rochester, he

has fostered the education of youth in the mechanical arts which was begun by Captain Henry Lomb, a founder of Bausch & Lomb.

Mr. Eisenhart was recently made a trustee of his Alma Mater, Princeton University, and is also a trustee of the University of Rochester, a member of the corporation of M. I. T., and holds directorships in the Rochester Gas and Electric Corporation, The Security Trust Company, Rochester Savings Bank and the Rochester Chamber of Commerce. He is also a director of the National Association of Manufacturers and a member of the United States Chamber of Commerce.

He is popular with associates and employees of Bausch & Lomb where his knowledge, modesty, and warm interest in the welfare of others is well known to the lowliest in the ranks.

An active participant in employee groups, one of his liveliest interests is the annual party given to The Early Settlers Club, when employees who have served the Company twenty-five years are admitted to membership. Old employees who have served the company fifty years or more are especially his pride, representing, as they do, a lifetime of loyalty to the Company and its aims.

Company Advertising Wins National Commendation

National commendation in the guise of an award of excellence was given Company advertising recently at the annual convention of the Public Utilities Advertising Association, at Detroit, Michigan. Mr. Joseph P. MacSweeney, advertising manager, and Mr. Arthur Kelly, Personnel and Public Relations Department, were in attendance and received the award for the Company.

The awards were presented for excellence in merchandise newspaper advertising, both gas and electric copy, and for electric window display. Copies of advertisements together with photographs of window displays were prepared for the competition and sent to the committee some time previous to the convention, so that the judges could select the winning exhibits and awards to be made during convention week.

The judges in the "Better Copy" division under which these awards were made, comprised nationally known advertising men, publishers, industrialists, artists, magazine editors and others qualified to judge both window display and advertising copy, layouts and displays.

More than sixty different utility companies were represented in the activity.

Genesee Settlement House

(Continued from Page 180)

with children realize the importance of character-building work, and in a great many cases refer individual children to a settlement house, such as the Genesee Institute.

As we visited at the Institute and saw the boys and girls so interested in doing all the constructive and body and mind building things we have mentioned, we could not help but think of a little jingle we learned when we were but a child. It goes like this: "What are little

girls made out of, what are little girls made out of; sugar and spice and everything nice—that's what little girls are made out of." Then there was a jingle for little boys, and one also for bad boys and bad girls as the reader may well remember.

Today, as always, there is a sprinkling of bad little boys and bad little girls in almost every community. It has been discovered, however, that they are not really bad, but just full of life and spirit which have to be directed and moulded into good citizenship and happy living.

Today, boys and girls are literally "made up" of those things which they reflect and absorb during the formative period of their youth. Thanks to the Genesee Institute and other similar organizations, the development of the citizens of tomorrow is not left to blind chance, but is based upon a course of sensible, efficient training, under the leadership of qualified, interested teachers.

Lighting Activity Receives Honorable Mention

The Industrial Department, Lighting Division, recently received an honorable mention for lighting accomplishments projected during 1937. It was in connection with the Augustus G. Curtis award, and the exhibit comprised photographs of some of the outstanding lighting jobs installed during the year.

The Company exhibit was displayed at Atlantic City, together with exhibits from many other utility organizations, at the national convention of the Edison Institute. Sidney Alling, of the Industrial Department, was a delegate to this convention from this Company.

Announcement of the award came to Lester Twichell following the convention, in a letter from Mr. Darwin Curtis, president of Curtis Lighting, whose father, now deceased, inaugurated and endowed the award in the interest of better lighting.



Arthur Underwood recently won two medals and a loving cup and received awards of excellence for his photographic entries in the competition of the Rochester Camera Club. Arthur has recently sent photographic entries to Paris; S. Shields, England; Bombay, India and to New York City and a dozen or more other cities in this country. The latter were in connection with the competition of the International Exhibitions.

Miss Annabelle Brough, of the Electric Distribution Office, and George E. Dawson of Wichita, Kansas, were married May 28 in a ceremony performed in the home of the officiating clergyman, the Rev. Sinclair Tebo, pastor of East Side Presbyterian Church. The bride was gowned in an ensemble of powder blue and navy accessories and wore a corsage of orchids, gardenias and lilies of the valley. She was attended by Miss Phyllis Shaffer, who wore a gown of navy blue and dusty pink accessories and a corsage of pink roses and lilies of the valley. Donald Pillsbury was best man.

Following a dinner party in the Hotel Onondaga, Syracuse, Ensign and Mrs. Dawson left on a trip through the New England States and the Adirondacks. They will be at home after June 15 at 193 Merchants Road.

Parties in honor of the bride were given prior to her marriage by Mrs. Jean McKenna, Mrs. Dorothy Brough, Miss Shaffer, Miss Marie White, Mrs. Donald Pillsbury, Miss Helen Gislason, Miss Birdie Waite and Miss Jane Simp-

son, Mrs. Albert Bellenger, Mrs. Alfred Bolger, Mrs. Willis Hegeman, Miss Esther Moore, and her office associates.

James Coyne was "ringmaster" for the day at the recent outing of Musa Caravan, which was held at Willow Point Park. He supervised a day of sports and pleasures in the extensive "play day" activities, which were enjoyed by hundreds of Alhambrans.

On Saturday, June 25, Thelma Hoesterey, of the Personnel and Public Relations Department, was married to Mr. Alfred C. Goetz, of Longacre Road. The Rev. F. R. Knubel performed the ceremony in the Church of the Reformation, which was beautifully decorated with gladiolus and blue delphinium set against a background of lovely palms.

The bride was gowned in a princess frock of ivory satin, and was given in marriage by her father, Mr. Julius Hoesterey, Sr., of Avenue A. The maid of honor was the bride's sister, Miss Elsie Hoesterey, who wore a mazié gown of silk linen. The bridesmaids were Miss Evelyn Hoesterey, also a sister of the bride, and Miss Mildred Meisch were similarly gowned in frocks of powder blue. All attendants carried bouquets of pale yellow shasta daisies and cornflowers and wore large leghorn hats.

Mr. George Thiem was best man. Ushers were Lester Wilson and George Swanson. The mother of the bride, Mrs. Julius Hoesterey, Sr., was gowned in a floral print. The bridegroom's mother,



Barbara Ann, little daughter of Mr. and Mrs. Fred Scavone.

Mrs. Hanna Goetz, wore blue lace with white accessories.

A dinner at Oak Hill followed the wedding, after which a reception was held at the home of the bride's parents. Among out of town guests were Mrs. G. J. Braun and Major Braun, of Los Angeles and Miss Olinda Roettger, of St. Louis. The honeymoon was spent in the New England States.

Esther Moore of the Electric Distribution Office entertained at a luncheon and contract bridge party on Saturday June 25th. Among those present were Gertrude Rinker, Emma Wage and Irene Bolger. Prize was won by Gertrude Rinker.

Edward Schlueter and his men of the Andrews Street dispatching office were interestingly written up recently by Howard Hosmer, in the Rochester Times-Union. If you did not read this column, get the Times-Union of June 22 and turn to Mr. Hosmer's "It's This Way" column.

Leonard Hahn, member of the R. G. and E. Men's Chorus, and for many

years an active worker in the Knights of Columbus Chorus, was recently elected to be president of the latter organization.

We show below a picture of Ralph Burger and his little daughter, Carol Ann, who has passed her seventh month of life and thinks it is just fine. Ralph has to go to work about four o'clock in the morning and his work comprises arc light trimming. Little Carol Ann wakes up about that time in the morning and so, besides her other myriad virtues, she has replaced her Daddy's alarm clock, as an "eye-opener."

Philip E. Thomas, Canandaigua district manager and secretary of the Canandaigua Chamber of Commerce, recently attended the meeting of the Finger Lake Association, at Bath, N. Y. The purpose of the meeting was to plan exhibits for the World's Fair to be held next year in New York City.

Mr. and Mrs. Walter Keen visited their daughter, who is a senior at St. Lawrence University, before she returned for vacation.



Ralph Burger and Carol, his little daughter, nearly eight months old.



A big moment at the recent annual picnic party of the R. G. and E. Men's Chorus at the Chiselers Camp. The steak dinner, as always, succeeded in keeping everyone quiet for a goodly season. Vice-President Ernest Scobell was a guest of honor.

Steam Division Steak Roast

The Steam Division held its second steak roast at the Chiselers Camp on June 23. Julius Schenck and Bill O'Brien were selected to do the cooking, assisted by those peerless helpers, Fred Penny and Henry Symonds.

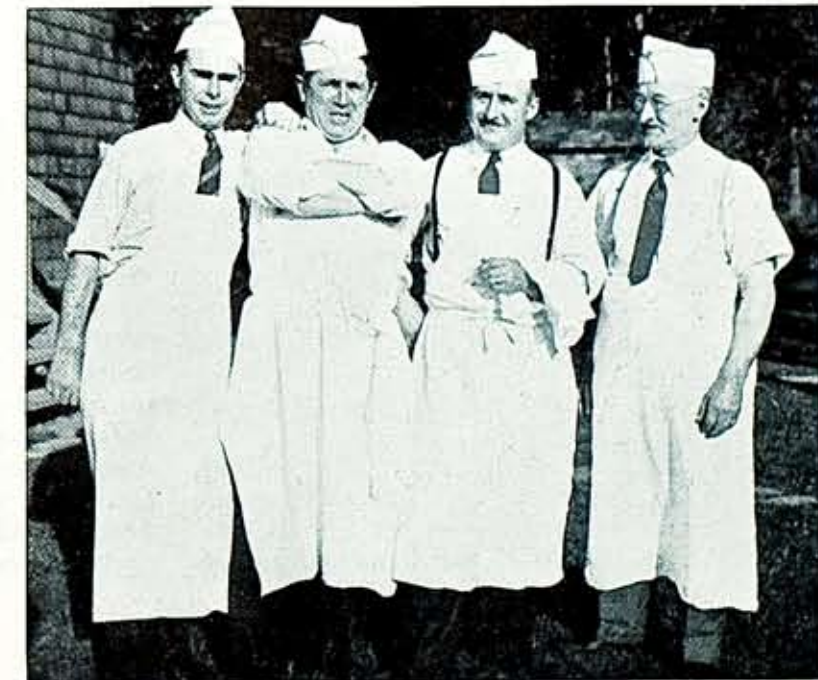
Entertainment was furnished by Glen Allen and Dave Carter, assisted by Jack Phillips and John Cantabene, who sang vocal solos. Guests included Norman Davidson, who took some movies of the afternoon's fun, and Alfred Veness, another camera man, who rendered able assistance.

Horse-shoe pitching and various card games were indulged in during the afternoon and evening, and due to the extreme good weather a most enjoyable time was enjoyed by all present.

A worthy dividend on past pleasures was enjoyed when Herb Morgan showed some movies which were taken at the previous outing. The embryo actors were quite pleased with their antics but as yet none of them have signified their intention to leave for Hollywood.

Landis S. Smith attended the annual convention of the National District Heating Association, of which he is a former president, which was held at Baltimore, during the week of June 26.

Too many chefs didn't spoil the broth at the recent steam division picnic, mostly because they are all good chefs. Left to right in picture are Messers Symonds, O'Brien, Schenck and Penny.



Miss Harriet Lundgaard recently received some very nice comment from Henry Clune, in his "Seen and Heard" column in the Democrat and Chronicle. Mr. Clune called attention to the excellency of a brief literary article relating to Cobbs Hill, which he had read in the Wellesley College Review. The article was by Miss Lundgaard, daughter of Mr. and Mrs. Ivar Lundgaard, who is a Wellesley student, now home on vacation.

Mr. and Mrs. Leo Sullivan and their son John, who is home from Cornell University on vacation, recently visited the Riviera Theatre to see that epic picture "Tom Sawyer." Leo purchased three tickets and handed one to Jack. Inadvertently he was handing him a check for \$25 for that is what that particular ticket drew in a cash prize that evening.

Jack is expecting to get a new Kodak with the money, and still thinks that "Tom Sawyer" is one of his favorite books, and pictures too. While others just saw that pirate gold, Jack, to all practical purposes, got a "cut" of it.

The morale of an organization is not built from the bottom up—it filters from the top down.

—F. W. Nichol

William Hudson, Power Billing Department, was a delegate to the recent firemen's convention held at Pittsford for two days. He represented the Victor Fire Department and took part in the business deliberations. Arthur Morrell, another "fire-eater" from the Company, was recently elected to the board of directors of the Brighton Fire Department for one year. He also attended the last day of the convention.

Mrs. Harriett E. Rockwood, 508 Merchants Road, has announced the engagement of her daughter, Grace Rockwood of the Telephone Service Department, to Mr. David Bishop, of the Industrial Department. David is the son of Mr. and Mrs. F. J. Bishop, of 462 Parsells Avenue.

Leo Sullivan and Frank Henry attended the recent reunion of the class of 1913 of Cornell University, which was held at Ithaca. It was the largest turnout ever recorded for the class. Former Cornell president, Jacob Gould Schurman, addressed the gathering. Leo was in charge of transportation for the reunion.

The Industrial Department held its

annual picnic at Willow Grove, Webster. A delicious Virginia ham dinner was served to a group of about sixty persons. The facilities of the park, such as shuffleboard, miniature golf and other diversions helped keep everyone interestingly busy. A golf game was featured between Russell Howe and John Clark, being won by John with a final phenomenal hole in one. Motion pictures of the picnic activities were taken by Norman Davidson for showing at a future gathering of the department.

Mr. and Mrs. Floyd Mason, of 100 Lake Crest Road, recently took their son, Gardiner, to Plattsburg, N. Y., where he will spend six weeks at Reserve Officers Military Training Camp. After his course of training there, Gardiner will return to Syracuse University for four weeks of summer school, before beginning his final year's work at that college. Mr. and Mrs. Mason continued on through the New England states and down through Boston, and as far as Cape Cod before turning homeward during a week of vacation, which comprised 1500 miles in five days and was substantially a kaleidoscopic geography lesson.



"Hold that line" said the photographer when this picture of the linemen's picnic and field day was taken. For an afternoon these men forgot line trouble and maintenance and put everything they had into a grand and glorious good time.

Linemen Hold High-Jinks

It was a great time which the Line Operation and Refrigeration Department had recently at their annual picnic at the Chiselers Camp. These men are used to the great outdoors, are rugged and hardy; therefore, they play hard and eat hard and both contingencies were well handled at their yearly get-together.

Carl Johnson was in charge of sports and saw that every prize winner received a suitable reward for his prowess. In the ball game, the Line Operation Department aggregation won from the refrigeration men. The linemen went way out to Hilton to get their "champ" pitcher, "Cannon Ball" Fleming, who throws a sixty-cycle pellet. Howe Kieffer was umpire, inasmuch as there was no golf game. Howe was much worried about the failure of the two teams to replace their divots. Johnny Sheehan, at third base, played a perfect game.

Bert Lewis rigged up a public address system which was the cause of much humor and hilarity, especially as utilized by "Dad" Howard and his big boy

"Sonny Boy" Bill Howard; and Clarence Grey held some "curbstone" interviews. Mr. Russell showed the men how to throw the weights and proved himself adept at dodging in the egg throwing contest. The tug-of-war was won by the "Trouble Shooters." Ed Klick won the Shot Put, Tommy Carlisle and Bert Perry the Horse-Shoe Tournament, and Tommy Clarke and Dick Comins the Egg Throwing Contest.

Mr. Crofts was an unofficial master of ceremonies and kept the men pretty well "pepped up" by his comments and wise-cracks, especially during the baseball game. Mr. Thomas Yawger was a guest of honor. The picnic dinner was a great success and was served under the supervision of Clarence Gray and his "whitecaps," which included Bill Hughes, who is getting to be a culinary expert and food diagnostician of the highest calibre.

Flag Day will always have special significance for Mr. and Mrs. Lester Twichell and their newly arrived daughter, Jane Eleanor, who came to town with colors flying on that day.

Mr. Paul Bestor, Jr., son of Mr. Paul Bestor of the Meter Reading Department, is a student at St. Bernard's Seminary. Recently he was train-bearer for Bishop John Collins, of Liberia, at ceremonies held at Aquinas Institute, where Pontifical Mass was held before 3,000 students. The ceremony opened the Catholic Students' Mission Crusade.

Mr. Ivar A. Lundgaard, son of Mr. and Mrs. Ivar Lundgaard, left on July 2, from Montreal, for a six-weeks visit at the home of his uncle, in Norway. He embarked on the "Idefjord," a grain freighter, and was bidden bon voyage by his parents, who took him to Montreal via automobile.

Ivar will visit Oslo and Lillehammer and other cities and towns in Norway, and is looking forward to seeing for the first time some of his father's people; to enjoying Norway's wonderful scenery, and to picking up a reasonable knowledge of the language of that country. He will return in time to begin his second year at the University of Rochester.

Mr. and Mrs. Gordon Ross were honored guests at the recent annual convention of the National Retail Credit Association, which was held in the William Penn Hotel, Pittsburgh, Pennsylvania. They occupied the special president's suite at this fine hotel. This meeting culminated Gordon's year's work as president of the association.

As a mark of their appreciation for Gordon's efficient efforts as national president for the past year, the association presented him with a specially inscribed desk set. The large Rochester delegation received the prize for the city sending the most delegates to the convention. Harry Culliton was present in the Rochester group and greatly enjoyed the deliberations and the social program afforded.

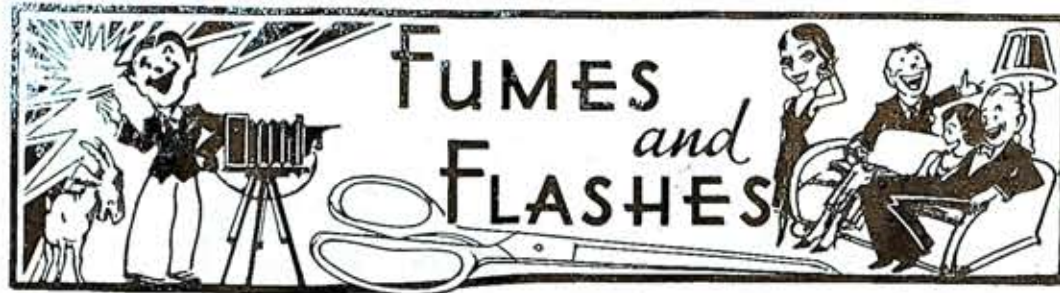
President Herman Russell recently announced that William F. Dewey had been given supervision of the General Maintenance Department. George Histed, who has been in charge of that work for some years has been transferred to the Engineering Department at the Main Office.

The Domestic Sales Department held a barbecue picnic on the evening of June 16, at the Chiselers Club. The barbecue was in charge of Andy Furstoss, assisted by Frank Monahan. Following dinner games were played and a social time enjoyed.

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.

Andrew W. Ehrstein died on May 20, leaving his wife, Elizabeth Fritz Ehrstein; two sons, Joseph and Leo; one daughter, Mrs. Gertrude Sankel and two sisters, both of Buffalo. Funeral services were held from the home, 444 Westfield Street and at the church of Our Lady of Good Council. Burial was made at Holy Sepulchre. Mr. Ehrstein was an employee of Station 35.

William McNamara, for many years a Company employee, died at his home in Avon, on April 6. He leaves his wife, Mary Darby McNamara; two sons, Paul D. of Rochester, and Thomas, of Milwaukee; three daughters, Mrs. Alice Willman, Mrs. Lawrence Voellinger and Mrs. Julius Ferdeau, of Rochester; one sister and one brother, and eight grandchildren. Funeral was held from St. Agnes Church, with solemn high mass celebrated by Rev. Father H. J. Doerbecker, of Geneseo, assisted by Fathers Grasso, of Mt. Morris, and Schnab, of Leicester. Mr. McNamara was a devout catholic and a brilliant student and was noted for his generosity and public spiritedness. Interment was in St. Agnes cemetery.



Got His Goat

Angry Man: "Why did you tax me \$8.00 for my goat?"

Tax Adjuster: "Well, keep him out of the street. The law says, 'For private possessions bounding and a-butting on public property, \$2.00 a running foot.'"

Seasonal

Swaying slightly, he halted in front of an enormous stuffed tarpon in a glass case.

He stared at it for a minute or two in silence. Then he said: "The fella who caught—hic—that fish is a—hic—liar."

June Brides Attention

"This pie is burnt to a cinder. Didn't you cook to instructions?"

"No, it's my own cremation."

Hands Up

And in the old days a bad man would go around with niches in his gun handle, instead of in his fenders.

Something to Wear

"I see where a Chicago man proposes that a badge be given every person who pays all of his taxes promptly."

"Huh! A barrel would be more appropriate."

Fair Offer

Suitor: "I would like to marry your daughter."

Business Man: "Well, sir, you can leave your name and address, and if nothing better turns up, we can notify you."

To Be Exact

A big scientist mentioned somethin' about the Ozark Mountains bein' fifteen billion years old. Aunt Pudey spoke up and says: "I beg your pardon, Professor, the Ozark Mountains are fifteen billion and twenty-six years old."

The scientist was surprised that she could have such accurate knowledge and he says: "How do you arrive at those figures?"

Aunt Pudey says: "Well, it was twenty-six years ago when I was going to school that I read they were fifteen billion years old then."

Silly, Isn't It?

"You're a carpenter. What's the easiest way to make a Venetian Blind?"

Carpenter: "Stick your finger in his eye."

Going Too Far

Our latest experiment in botany proved that if you cross a Wall-flower with Four Roses you'll get a daisy.

Saye You

Mikhail: "You look positively beautiful tonight."

Elsie: "Oh, you flatterer!"

Mikhail: "No, it's true. I had to look twice before I recognized you."

Eye Opener

Some girls close their eyes when you kiss them and others close yours.

Camera—Action

"Did they take an X-ray photo of your wife's jaw at the hospital?"

"They tried to, but they got a moving picture."

Rural Free Delivery

A Kansas farmer stopped at a bank to see if he could get a loan on his farm.

"It might be arranged," said the banker. "I'll drive out with you and appraise it."

"You don't need to bother," said the farmer, noticing a huge cloud of dust rolling up the road. "Here it comes now."

Not Permanent

Thickly, he muttered, "Lady, you are undoubtedly the ugliest woman I ever saw."

She replied sharply, "And you are undoubtedly the drunkest man I ever saw."

He quickly answered, "Yes, but mine will wear off."

Fore

The Reverend Wm. Hallock, assistant lodge chaplain, went to Lake Shore to play a round of golf. As Reverend Bill was ready to tee off a stranger approached and said: "If you don't mind, I would like to play around with you."

"Fine," said Reverend Bill, who did not divulge his profession. After nine holes, Reverend Bill allowed he had enough for the day and, shaking hands, remarked that perhaps they would play together again, sometime.

"How about Sunday," said the stranger. "Sorry," said Reverend Bill, "but that's the only day I work."

"What a helluva job you've got," said the stranger.

—Elks House News



Vacation Photo by Arthur Underwood

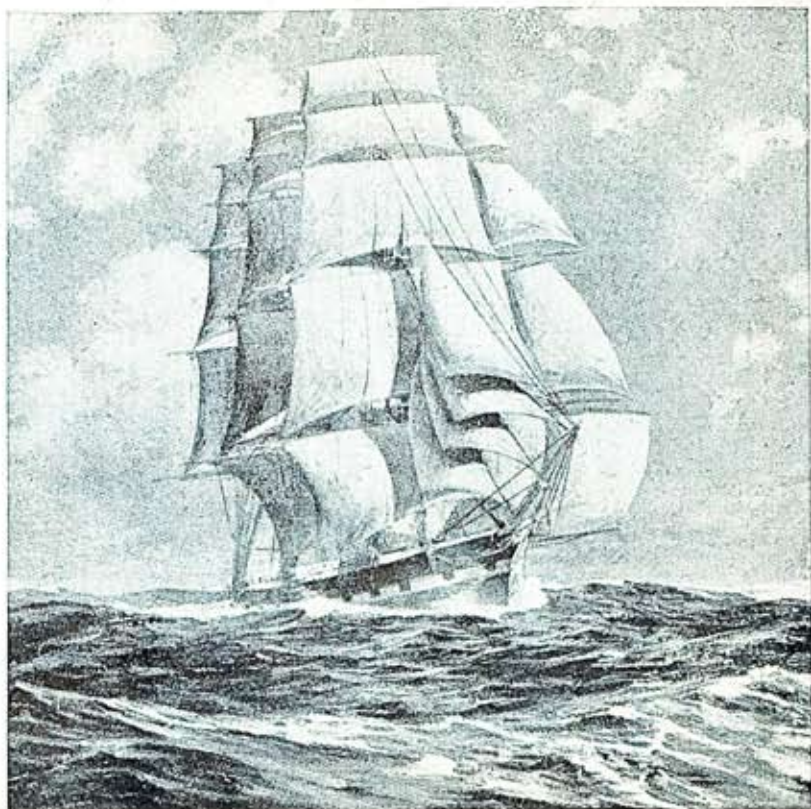
The Night Before Pay-Day



'Twas the night before pay-day, and all through my jeans
I hunted in vain for the ways and the means,
Not a quarter was stirring, not even a jit;
The kale was off duty, the green-backs had quit.
Forward, turn forward, O Time, in Thy flight,
And make it tomorrow—just for to-night. . . .

—Selected . . . Poem sent in by
W. H. Daly, Station Two

To
the One
Who
Follows
After



Here is a toast I want to drink to a fellow I'll never know,
To the fellow who's going to take my place when it's time
for me to go.

I've wondered what kind of a chap he'll be and wished I
could take his hand

Just to whisper, "I wish you well, old man," in a way that
he'd understand.

I'd like to give him a cheering word that I've longed at
times to hear.

I'd like to give him a helping hand when never a friend
seems near.

I've learned my lesson by sheer hard work, and I wish I
could pass it on

To the fellow who'll take my place some day, some day
when I am gone.

— Author unknown . . . Contributed by
Henry E. Kirstein, 917 Temple Building