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VOL.—22  
NO.—5





## There's Music in the Air



There's music in the rustling of the leaves,  
There's beauty in the swaying of the flowers,  
There's nothing in a book, like the tinkling of a brook  
As it glides between its grassy summer bowers.

There's beauty in the perfume of the rose,  
There's music in the buzzing of the bee,  
There's beauty in the sight, of the silent stars at night  
If we only have the eyes to look and see.

— Selected

## "An Apple a Day Keeps the Doctor Away"

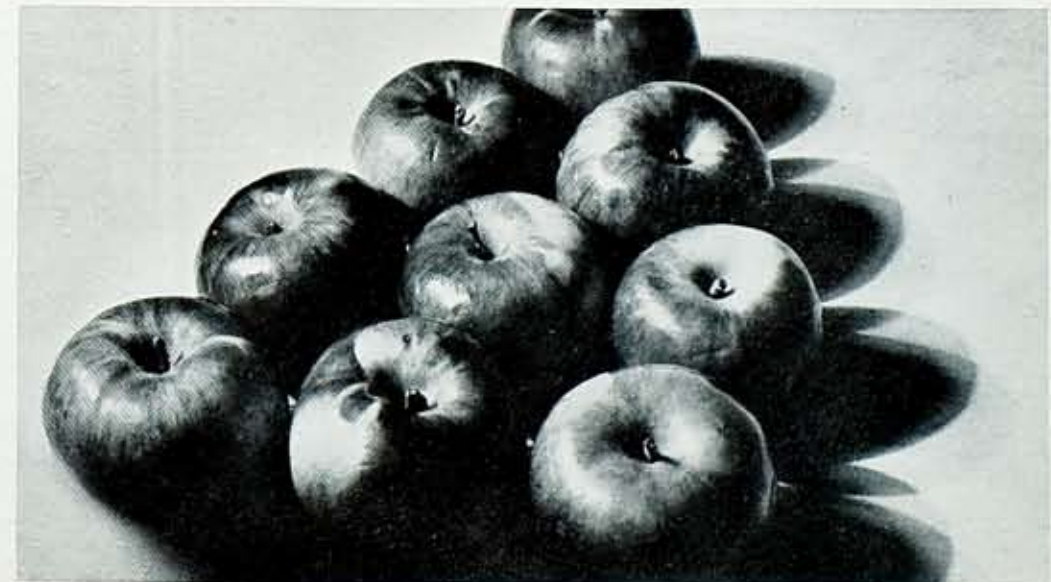
APPLES are fast becoming more of a regular item of family food. This is because of numerous very good reasons: The apple product today is receiving scientific attention from agricultural colleges, growers, horticulturists and others in a long line of interested apple boosters. From the planting of the tree to the final marketing of the crop great pains are taken to insure apples of good size, beautiful appearance and of unblemished quality. It is interesting to know that two Company products, R. G. and E. Ammonium Sulphate and Flotation Paste Sulphur, are doing yeoman service in helping to solve some of the problems which have always confronted apple growers. In so doing, these products are generating much good will for the Company and bringing about a fine appreciation for its

efforts to make the path of the fruit grower easier and more profitable.

About 220 million bushels of apples are grown in this country yearly. This is sufficient to give each family a quota of only two bushels each. Because of the better quality of apples now being produced, together with greater attention being paid to packaging and marketing this quota will doubtless soar greatly during the coming years.

One of the large apple growers in this section is Mr. Ernest R. Clark, of Spencerport. His quality apples, colorful and appealing in Christmas baskets, have done much to increase the local demand for quality fruit. Clark apples are shipped also to far-away places, including Honolulu, Oregon, and even into Idaho, itself a bang-up apple state. Many folks even order their next year's supply in advance, so eager are

R. G. and E.  
Ammonium  
Sulphate and  
Flotation  
Sulphur Paste  
make possible  
luscious,  
colorful apples,  
free from  
blemish.





they to be sure their hankering for the Ernest R. Clark brand will be assuaged from year to year.

Mr. Clark, retired head of East High School's English Dept., is well known in this section and in many parts of this country as well as abroad. His success in building up a fine fruit farm is due to painstaking care and attention to the varied detail involved. He cultivates fifty-five acres along the Ridge Road, just east of Parma Corners. Of these, forty-five are devoted to apples (forty-seven different varieties); seven to cherries and three to peaches.

Mr. Clark is enthusiastic about the Company's Ammonium Sulphate for use as a fertilizer, and its Flotation Sulphur Paste as a fungicide. In another section of this article we quote his praise for these Company products

to which he attributes much of his success in producing apples so free from blemish that people marvel at such consistent good quality.

Mr. Clark explained that the Sulphate of Ammonium aids in growing strong, virile trees which put forth long, broad leaves. The leaves, which are the lungs, or breathing apparatus of the trees, absorb from the air and the sunshine the elements which promote healthful growth. The Flotation Sulphur Paste, used as fungicide, protects the growing fruit from scabs and fungus ravages, thereby producing fine quality apples, free from the blemishes which make second class fruit and impede brisk sale.

The use of these two Company products is not confined to apple culture. They are in demand for use as

In the Clark apple orchard this spring, where 47 different varieties are cultivated on 55 acres of ground. Through the use of Ammonium Sulphate and Flotation Sulphur Paste there is prospect of a fine crop for the fourth consecutive year.



Mr. Ernest R. Clark, retired professor and orchardist, who can recite Shakespeare from memory by the hour. Mr. Clark, however, would say with poet Joyce Kilmer: "I think that I shall never see a poem lovely as a tree," especially his young apple trees in spring-time.

fertilizer and fungicide, respectively, for many other fruits, shrubs, roses, plants, lawns, etc. Mr. Clark remarked that one of the fine points of the R. G. and E. fungicide much appreciated by the grower is that the Flotation Sulphur Paste is of such excellent quality, and of so fine a grain that throughout his entire spring spraying his men have never yet had to stop to clean a spray nozzle or screen. This is a distinct advantage.

One of our pictures shows the new liquid purification thionizer, at East Station, which with two others there are used in the production of Flotation Sulphur Paste as a by-product of gas manufacture. It is interesting to note that in making manufactured gas cleaner and better, we also produce a product which is highly effective in the production of beautiful, luscious apples, free from disfigurements and with "that school girl complexion."

A total of 80,000 gallons of Thylox solution is circulated through this tower each hour. In continuous cir-

ulation, this solution is sprayed downward through an upward surge of gas. Hydrogen Sulphide is absorbed from the gas in this purification process and carried off through the solution, the process being termed "scrubbing." The solution is pumped

#### Mr. Clark's Testimonial for Two Company Products

MY ORCHARD bore a heavy crop of apples in 1935, a fair crop in 1936, 600 bushels to the acre in 1937, and the pictures show the prospect for 1938. This continuous and phenomenal production, the owner attributes to the use of R. G. and E. Sulphate of Ammonia as a fertilizer, and R. G. and E. Flotation Paste Sulphur as a fungicide.

ERNEST R. CLARK





Bubbling mass of solution at East Station Thionizer's top, where sulphur is released into the circular space and run off into a nearby building.

to the actifiers in the tower's top and the sulphur is there separated and run off into a nearby building, where it is put through a filter press.

In a recently constructed building near the tower the sulphur is then given a chemical analysis, after which it is run through a paddling machine until its grain and texture are of the correct consistency. Thoroughness in this operation has much to do with keeping spray nozzles free from clogging when the product is used by the farmer or fruit grower. The sulphur is here barreled for delivery.

R. G. and E. Flotation Sulphur Paste is purchased by many farmers and orchardists who drive their trucks to

East Station for it. This season a truck has come all the way from Allen Orchards, Fairhaven, Vt., for several loads. It has been shipped to many states including Virginia, Michigan, Ohio and others. Local demand, however, will no doubt soon require most of our output, even under the increased production probable for another year.

Experts seem to agree, Mr. Clark told us, that this Company fungicide provides all the stops or barriers provided by lime sulphur, yet is free from the dangers of leaf burning. This is a forward step toward safer methods and a more continuous crop of quality apples from year to year.

Another view of the Thionizer tower, showing pipe through which the released sulphur is transported to the building nearby where it is put through a filter press.



## Dealers' Electric Show In Genesee Valley District

By GEORGE E. ALDRICH

THE electric show held at Bolivar in the afternoons and evenings of April 18, 19 and 20 we feel was very much of a success. Have talked with the four electric dealers and the Empire Gas about it and they also feel that it was very successful from many angles and will stimulate sales of electric refrigerators. Too, it showed people in the vicinity of Bolivar that all the modern appliances can be purchased locally without going to Olean or other larger places.

The majority of the people who attended seemed to be of the type that took much interest in looking over the many different makes and models of appliances. Many of the prominent citizens of the Village of Bolivar informed me that they thought it one of the grandest shows ever held in the village and much good will would be gained.

Every person attending registered and there was a drawing each night from the registration box. The first and second night \$7.50 in cash was given as a door prize as well as two merchandise prizes each night donated by the exhibitors and the last night \$25.00 in cash was awarded to the holder of the lucky ticket and two more merchandise prizes. The cash awards happened to go to people that were very much in need of money and the crowd was very satisfied to have these people win.

Monday, the first day of the show, was very rainy and we felt the crowd would be small but found that 175 had registered. Tuesday, the second day, 227 registered and the final day 253 registered, making the total registration 755 and there were probably about 100 that attended that did not register.

The following information was gathered from the registration cards after the show.

151 people registered that do not have automatic refrigeration.

162 people registered that do have automatic refrigeration.

26 people have refrigerators from 1-3 years old.

17 people have refrigerators from 4-8 years old.

9 people have refrigerators from 9-15 years old.

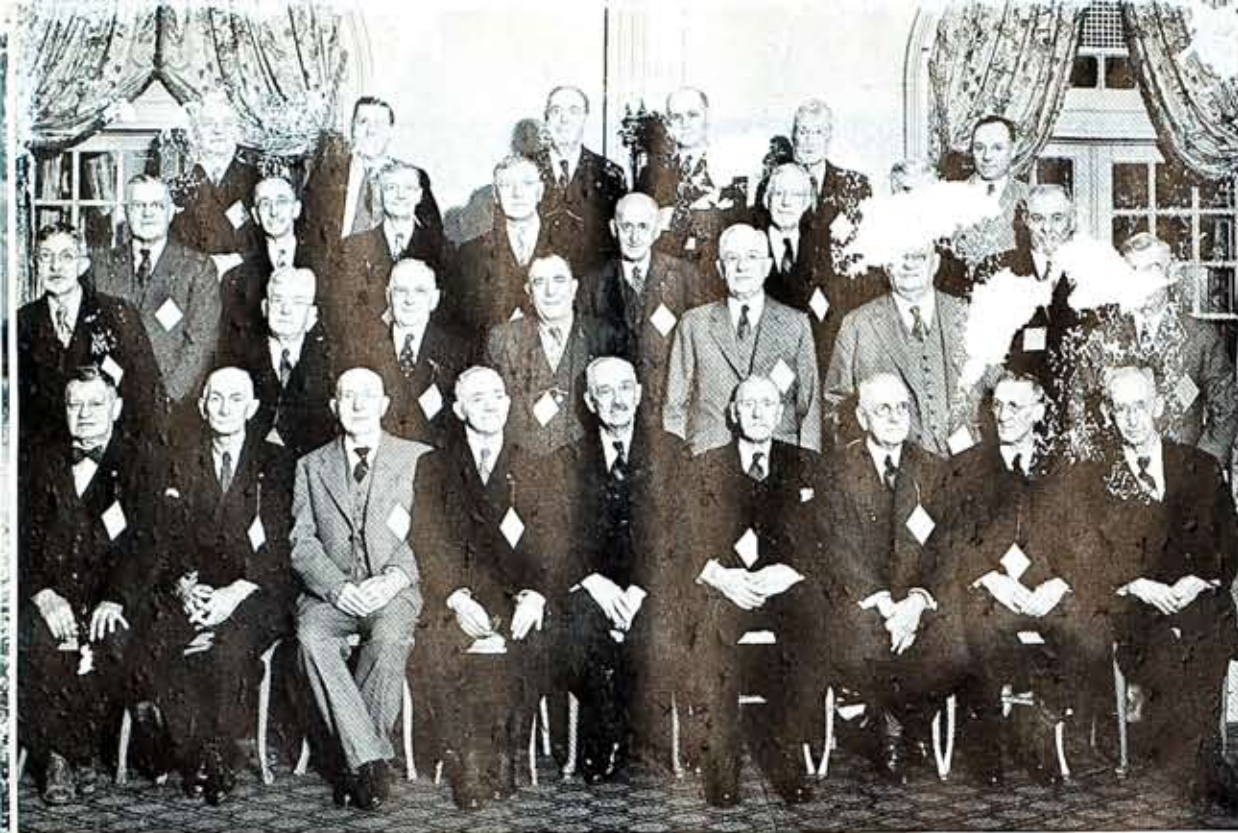
The list of 151 that do not have refrigerators are being covered by a direct canvass of their homes and, if not more than 10% buy, the show will be well worth the effort.

The dealers cooperating were as follows:

F. A. Loop & Son  
Frank Stimson  
Empire Gas  
Thomas Electric Shop  
Cook Electric Shop  
Rochester Gas and Electric Corp.  
Norge Appliances  
G. E. Appliances  
Complete Gas Kitchen  
Fairbanks-Morse  
Crosley Refrigerators  
Stromberg-Carlson Radios  
Thor Ironer  
Kelvinator Refrigerators  
Westinghouse Ranges  
Blackstone Washers and Ironers

A six-day bicycle race is looked upon as the most grueling of all tests of muscular energy, yet electricity is so cheap that for 77 cents you can buy as much power as a rider would generate pedaling night and day without stops for six days. The General Electric Company proved it in tests made during the recent Madison Square Garden six-day race.





1451 years of continuous service represented by these 32 charter members of the R. G. and E. Pioneers' Club. Left to right they are: Seated, Chas. Geimer, Frank Mertz, Patrick Casey, George Mabee, President Herman Russell, Jos. Richard, Thos. Yawger, Leonard Begy, Wm. Wilcox (guest). Row 2: Geo. Newman, John McCurn, Chas. Gardiner, Jos. Drexel, Jos. P. MacSweeney, Wm. White, John Logan. Row 3: Horace Ketchum, Glenn Knight, Burwell Noyes, Harry Warren, Ossian Close, Michael Hall, Patrick Drumm, Michael Frana. Top Row: Jacob Lauth, Geo. Dengler, Thos. Rhodes, Harry Gould, Chas. McGovern, Chas. Love. Charter Members not in picture are: Mrs. Annie Denio, John Hilbert. Thos. Christie and Frank Yatteau.

## R. G. and E. Pioneers' Club Inaugurated April Twenty-seventh

By ARTHUR KELLY

WITH a total of 1451 years of aggregate service to their credit a group of employees met at the Rochester Club on April 27th and organized the R. G. and E. Pioneers Club. Membership in this club is open only to men and women who have completed forty years of continuous service with the R. G. and E. Only four of the thirty-two charter members were absent from the organization meeting: Messrs. Thomas H. Christie, John G. Hilbert, Frank A. Yatteau and Mrs. Annie C. Denio.

The constitution of the Pioneers Club provides that the President of the Rochester Gas and Electric Corporation shall be its honorary president, so Mr. Herman Russell called the meeting to order and presided until

Thomas H. Yawger was chosen as first president of the new organization. Mr. Russell voiced the Company's appreciation for the years of faithful service rendered by the Pioneers and said that not only the company, but the whole community, owed them a debt of gratitude for the contribution they had made to the development of Rochester.

When Mr. Yawger took the chair he called upon a number of those attending for reminiscences and many interesting experiences of the old days were related. Present day working hours, conditions and equipment make operations seem like play to the old timers, they said. They thought nothing of working 12 hours a day and seven days a week, with none of the

marvelous scientific aid which have been appearing during the last two decades.

In addition to Mr. Yawger as president the following officers were chosen to serve during the first year: First vice-president, William H. White; second vice-president, Patrick J. Drumm; third vice-president, George E. Mabee; secretary, Joseph P. MacSweeney; Treasurer, Harry P. Gould.

Hardly had the ink dried on the Pioneer's new charter when sorrow touched the ranks of the new organization. Joseph V. Richard, 30 Wolf Street, who attended the dinner and derived keen enjoyment from it, died a week later. The following 31 remain as charter members, the date indicating the year they entered Company employ: Leonard V. Begy (1894), Patrick J. Casey (1885), Mrs. Annie C. Denio (1892), Thomas H. Christie (1895), Ossian G. Close (1891), George A. Dengler (1897), Joseph Drexel (1896), Patrick J. Drumm (1891), Michael Frana (1894), Charles T. Gardiner

(1892), Charles J. Geimer (1893), Harry P. Gould (1893), Michael Hall (1892), John G. Hilbert (1891), Horace S. Ketchum (1894), Glenn I. Knight (1892), Jacob Lauth (1887), John J. Logan (1896), Charles W. Love (1894), George E. Mabee (1887), Joseph P. MacSweeney (1889), John W. McCurn (1897), Charles P. McGovern (1888), Frank L. Merz (1897), George B. Newman (1890), Burwell E. Noyes (1898), Thomas L. Rhodes (1897), Harry Warren (1892), William H. White (1884), Frank A. Yatteau (1896) and Thomas H. Yawger (1888).

The Pioneers Club will gather from time to time for social sessions and will hold its annual meeting each January. It is the only group in Rochester that requires forty years of service for membership, which makes it quite an exclusive organization.

To reach a port, we must sail, sometimes with the wind and sometimes against it, but we must sail, and not drift, nor lie at anchor.

—Oliver Wendell Holmes

R. G. and E. Riding Club's banquet. Left to right are, back: Orville Tenant, Fred Henry, Chas. MacQueen, Carl Winkler, Don LePine, Raymond Bauer, Clarence Ward, Robert Manuel, Milt Robinson, Wright Hodges, Edgar Letson, Howard Savage. Second Row: Helen Vrla, Roberta Cardwell, Dorothy Jordan, Virginia MacQueen, Lois Tompkins, Helen McQuay, June Kraft, Ruth Muhs, Dorothy Wallman, Ruth Haftenkamp, Irene Winkler, Mr. and Mrs. J. P. Haftenkamp. Seated: Faith Lord, Dolores McAvoy, Laura Morrill, Helen Schoen, Alice Baker and Geraldine Flowerday.





## American Standard of Living Superior to European

By GERARD SWOPE

In *Atlantic Monthly* of March, 1938

In the course of a recent trip to Europe, Mr. Swope, President of the General Electric Company, made some swift comparisons of the standards of living on the Continent and in the United States. His notes seemed so pertinent that the *Atlantic* asked for the privilege of printing them without delay.—The Editor.

CONDITIONS in England are good. Business is prosperous, large in volume and profitable in operation. There is no social unrest, no acute labor troubles. The work week is 47 hours, and rates of pay are more or less stabilized. Taxes are high, but the budget is balanced. Changes in fiscal and industrial policy have been made gradually over a long period of years and are generally accepted by all.

Across the Channel, in France, radical changes were made in rates of pay and hours of work (40 hours per week), which industry was not able to absorb so rapidly. As a result, costs rose, consumption fell, and unemployment grew, with an accompanying social unrest which has not been allayed, and in consequence industrial

activity has not been resumed. Since I was there, there has been a distinct movement to modify the original decrees, both in length of work week and in rates of pay.

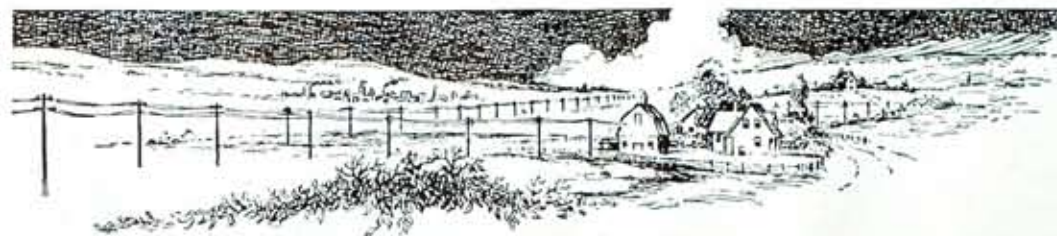
Elsewhere in Europe, even in the discussions of the Interantional Labor Board at Geneva, there is practically no agitation for a shorter work week, which throughout Europe, with the exception of France, is 47 hours and longer.

Here in the United States, over a period of time and particularly recently, we have made rapid changes in the reduction of the work week and increased rates of pay, which industry has been able to absorb through the simplification of designs, better methods and greater mechanization of industry, and the ingenuity of management. Changes in a complex and far-flung organization must be made gradually, if they are to be absorbed without increasing costs and selling prices. As an example of our progress, in the short space of my own active working life there have been great changes. When I started work in 1895, our work week was 56 hours at 12½ cents an hour, or \$7.00 a week. Today a young man of about the same grade would work 40 hours (25 per cent less) and receive 70 cents an hour, or almost six times as much. The General Electric Company went to a five-day week in 1931, for both offices and factories. Incidentally, the Exchange in England is on a five-day week.

The wages and hours bill now being



Unemployment insurance and the stabilization of industry is one of the big jobs to be accomplished today.



considered by Congress would not affect the hours or the wage rates of any employee in any large industrial establishment, such as the General Electric Company. But it would affect these matters radically, and too rigidly, in certain sections and in smaller companies. The administration of such a law would be costly—indeed I doubt if it would be possible to administer it fairly and with efficiency.

Every country in Europe has what we know as a Social Security law, but these laws are all on a contributory basis, with contributions by the government, the employer, and the employee.

I believe in unemployment insurance, as I have testified, but I prefer a contributory system in this country, with both the employer and the employee participating, and I believe particularly in the encouragement of industry to stabilize or guarantee employment, as much more important. Both these factors—contributions by employer and employee, and the encouragement of stabilization of employment—are present in the laws of some of our states, but unfortunately neither is present in the laws of the State of New York.

I also believe in old-age pensions. We have a Federal system, which is on a contributory basis, fifty-fifty between employer and employee. I am a member of the Senate's Advisory Council, appointed as a result of Senator Vandenberg's questions, to consider amendments to the law. I think the law can be broadened with advantage, to cover employees of educational and philanthropic institutions not now covered, domestic servants, and to a certain

extent agricultural workers; and I think the law can be simplified and modified in other respects also. It has been declared constitutional, and I am not one of those who think that it will be repealed, but it may be amended.

When in Europe, of course I was interested in the living standards in the different countries that I visited, as compared with those in the United States. These are difficult, if not impossible, to compare on a monetary basis, as the currencies of some of the foreign countries are either partially or completely subject to exchange restric-



We of the U. S. can purchase a kilowatt-hour of electrical energy for an average of 3.6 minutes of work, as compared with from 12 to 43 minutes required in European countries.



tions, so a comparison of this character would result in no valid conclusions. Therefore I made a study of how long an average workman, in certain industries, would have to toil to pay for a year's shelter (rent)—not a uniform standard of shelter, but shelter. The number and size of rooms, and the conveniences offered, vary greatly in different countries, especially when compared with our own; but the important thing is the length of time a workman has to toil to provide shelter for his family for a year, no matter what that shelter may be; and this shows no great variation.

The following tabulation shows the number of months a man must work in the eight countries I visited, and the United States, to pay for his year's rent, and the percentage of his year's income this rent represents.

Country No.	Number of months' work required to pay year's rent	Percentage of year's income
1	2.1	18
2	2.6	22
3	2.8	23
4	2.2	18
5	3.2	27
6	3.9	33
7	3.2	27
8	2.5	21
United States	2.2	18

In the United States, therefore, a man works 2.2 months (representing about 18 per cent of a year's income) to provide for a year's rent; in European countries the time varies from two to four months (representing from 18 per cent to 33 per cent of a year's earnings).

Clothing was too varied, it seemed to me, to make any valid comparisons; but on the principal articles of food, such as milk, eggs, bread, butter, and beef (not that these articles of diet are used to the same extent by the families of workmen in different countries, but in all the countries these staples are used in varying degrees), a comparison could be made to show the varying cost in hours of work to procure these five important food items.



Electric refrigeration, so generally enjoyed in this country, is more of a luxury in European countries, where it takes so much longer to pay for a refrigerator, in hours worked, than it does here.

Country No.	Number of hours' work required to purchase a unit of five food items
1	4.9
2	7.2
3	4.25
4	6.1
5	5.0
6	4.6
7	6.2
8	7.3
United States	1.7

In the United States, therefore, to purchase a unit of these five items, a man must work 1.7 hours, while in the country which is nearest in this regard a man must work 4¼ hours, or two and one-half times as long, and in one country a man must work over 7 hours, or more than four times as long.

But a startling contrast between conditions in other countries and our own is seen in the way people travel to work. In our country, one of the problems in our factory towns is to provide fields for parking the automobiles of thousands of workmen. In Europe they have no such problem, as the workmen use bicycles, which are much more easily stored, or they use

the tramways, or walk. As a matter of fact, in no other country but the United States, from the standpoint of earnings, can a workman afford to buy a new car, even of the lowest cost.

Country No.	Number of months' work required to purchase an automobile
1	18.0
2	20.2
3	8.5
4	12.1
5	10.5
6	14.8
7	24.0
8	22.5
United States	4.5

In the United States, on the average, it requires 4½ months' work to pay for an automobile, and in the nearest European country a man must work 8½ months for it, and in one country 24 months, or two years. These figures themselves show how impossible it would be for a workman in those countries to buy a car, even on a time-installment plan, as it would be worn out before he could pay for it.

Another article in general use in the United States is the electric refrigerator.

Country No.	Number of months' work required to purchase an electric refrigerator
1	2.5
2	2.9
3	2.4
4	2.4
5	2.7
6	3.0
7	7.3
8	6.3
United States	1.0

For a radio set, the figures are as follows:—

Country No.	Number of months' work required to purchase a radio set
1	.9
2	.5
3	.5
4	.8
5	.4
6	1.5
7	.8
8	.9
United States	.2

Interestingly enough, on radio the question of government policy is involved, because certain governments

have said that simple low-priced sets must be furnished to all citizens in order that everyone may listen to the words of the officials. Therefore the prices of radios in those particular countries are much lower, in comparison with prices on most other articles.

Finally I take a unit of small cost, one which adds greatly to the comfort and convenience of living—the use of electricity. Electric supply in Europe is sometimes in the hands of private enterprise, sometimes in the hands of the municipality, and sometimes in the hands of the state. Here, then, is a comparison of the length of time a man must work to purchase a kilowatt-hour of energy—that is, sufficient energy to light twenty fifty-watt incandescent lamps for one hour, or the equivalent.

Country No.	Number of minutes' work required to purchase one kilowatt-hour of energy
1	24.0
2	30.0
3	18.0
4	18.0
5	18.0
6	12.0
7	30.0
8	43.0
United States	3.6

(Continued on Page 152)



The use of electrical appliances has done much to make American homes so free from the drudgeries which still are common to many foreign homes.



## Kitchen Style Show Uses Employee Models

EVERY afternoon during the first week of the recent R. G. and E. range campaign there was held a kitchen style show. Featured in the show were current fashions in kitchen equipment, modern gas ranges, refrigerators, cooking utensils, kitchen and table linens, china and glassware, morning and afternoon dresses.

The color scheme chosen was suggestive of spring and it formed a delightful background for the shining white appliances. The back wall was painted daffodil yellow and the dropped ceiling over the cabinets was aquamarine. It was suggested that this

color might have been used for the walls enclosing the breakfast nook. The table and chairs were painted a soft azalea pink. The cast included Mrs. Fashion Right, played by Verna Parmelee, and her afternoon guests played by Pearl Dailey, Marion Rossney, and Bertha Sherman. The commenting was done by Esther Knowles.

The show opened with Mrs. Fashion Right in a charming yellow, flowered house-coat placing her breakfast in the oven so that it might be merrily cooking along while she was dressing. She appeared later in house-dress and

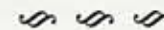
R. G. and E. women in style show. Left to right they are: Esther Knowles, Bertha Sherman, Marion Rossney, Verna Parmelee and Pearle Dailey. Current fashions in kitchen equipment, linen, china, glassware, as well as in morning and afternoon dresses were shown.



Scene in the basement of the R. G. and E. Building, showing the interested gathering of housewives who came to learn about how the well-equipped kitchen looks today, and how the modern housewife appears when she "dolls up" to match her new gas range or refrigerator.

apron to prepare lunch and refreshments for the afternoon game of bridge. Later all the guests came out to the kitchen so that their attractive afternoon dresses could be seen.

The colorful china and linen used for the table settings was loaned by Sibleys. The white metal cabinets in the kitchen were used through the courtesy of the Whitehead Metal Corporation. On Tuesday and Wednesday following the fashion show, Irene Muntz gave the regular weekly demonstration.



He is a benefactor of mankind who contracts the great rules of life into short sentences, that may be easily impressed on the memory, and so recur habitually to the mind.

—Johnson

## Re-elected to The Legal Aid Society

The old saying "Three Times and Out" doesn't apply to Mr. Joseph P. MacSweeney's executive relations with the Rochester Legal Aid Society. He was recently re-elected to be its president for still another year, making it eight consecutive times as chief executive officer. Mr. MacSweeney has also been a director of the society since its incorporation in 1921.

Mr. MacSweeney's contributions to a varied array of activities in the interest of community welfare, include directorships in the following organizations: Rochester Hospital Service Corporation; Rochester Better Business Bureau; director, as well as vice-president and chairman of the Rochester executive committee of the Tuberculosis and Health Association. In the latter organization, he has served as a director for over twenty-five years.





# GAS & ELECTRIC NEWS

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VIRGINIA WOLVERTON	Gas Manufacturing
RALPH MASON	Lake Shore Dist.
HOLLIS YOUNG	Genesee Valley

ROCHESTER GAS AND ELECTRIC CORPORATION  
 89 East Avenue, Rochester, N. Y.  
 JUNE, 1938  
 HERMAN RUSSELL . . . . . *Honorary Editor*  
 FLOYD MASON . . . . . *Editor*

## Radio Riddles

WE all remember former New York State Governor Al Smith's famous pronunciation of the word radio. He called it raa-dio. We all laughed loudly about it until some college professor said that the Knight of the Brown Derby possibly was right.

We still receive many challenges via the air waves. What are we doing about it? Radio announcers are doing much to teach us proper pronunciation, although we may not always enjoy being taught.

Ever since we were in short trousers we have associated a bunch of beautiful flowers with the word bouquet, pronounced bo-kay. It was quite a shock to us when announcers on a glamorous beauty cream program called this word boo-kay. We just didn't like it and still use the old-fashioned, common usage pronunciation. When we try to say boo-kay, it seems that we are becoming over fastidious, stilted and up-stage. Still, we must admit we haven't taken the time to look up this word in a good dictionary.

The other evening another announcer used the word a-loom-nus. We have always thought this word was a-lum-nus, but the disciple of radio is doubtless correct. Do YOU know whether or not he is? That is one of the thousands of challenges literally flung in our faces by radio.

Wouldn't it be a fine hobby to accept these challenges and do something about it? We are doubtless perfectly correct in maintaining our American pronunciation of certain foreign words, and may be excused for tardily accepting pronunciations of words which are still well-rooted in the soil of American common usage; but in all probability we should as good Americans know our mother tongue and its words more perfectly. Words are interesting things. A good dictionary is a fine cultural asset to any home. Perhaps we ought to dust it off and cultivate it more enthusiastically and get the young folks in the home to get on speaking terms with it. Who knows, perhaps that budding linguist in your home may some day be a famous radio announcer . . . or should we have said raa-dio?

What the world needs most today are new ideas—new things to make jobs to put men to work. One of these days we are going to discover some new fundamental facts which will keep us industrially busy for years.

—C. F. Kettering

# ROCHESTER GAS AND ELECTRIC NEWS

## Pressure

WE dropped into a large business place recently to see the man in charge. His face was worried with perplexity. He was giving orders to a small army of workers in short, staccato sentences punctuated with a noticeable barking brevity. This man is well liked by his associates, who realize that things have to hum when the pressure is on.

"I feel terrible" the executive remarked as we came in and passed the time of day. "I've had a hectic morning and everything seems to have gone haywire." He then became a bit self-recriminatory, and in line with the trend the conversation had taken, we banteringly asked him if he had high blood pressure. "Heck no" he responded with his usual good nature asserting itself, "I just go up in the air."

"I admire folks" he continued "Who can 'take it' when the heat is on. I wish I could; but I guess there's nothing wrong with me that a good vacation won't cure."

Try as we will not to, we all "go up in the air" upon occasion. Usually it doesn't do any good and leaves us with a sense of futility at having "gone off the handle." This destructive tendency, Dale Carnegie might tell us, is very much like what he says about criticism of the negative kind. It really doesn't do any good and actually helps to defeat us in our effort to make friends and influence people—and get work done.

There is a sense of futility that comes with interruptions, with time having to be taken out to do trivial but seemingly necessary little things when bigger things are pressing; with seeing the day pass by without our prospected day's objectives gained, and with having routine activities pile up into a kind of a "log jam" which we will have to begin picking away at tomorrow, worse luck.

In the "good old days" when a person became jumpy and lethargic, with tendencies pointing towards the aforementioned aerial calisthenics, mother or grandma used to fetch out the family cure-all—sulphur and molasses. Nowadays, little is heard of that old cure-all. Perhaps it is because we now have a safety-valve in a fine yearly vacation, which usually has the effect of getting us back on the ground with both feet.

Here's wishing you all a very happy vacation, which is always a happy landing place for that up-in-the-air feeling.

## Originality

THE Great Advertising Man and I, in another city on a business matter, had a couple of hours to kill and so wandered into a movie. As usual, there was a short picture following the feature. This "short" was unusual in that one of the actors talked to the audience directly, as if we were in the scene. Beyond that, it had no particular merit.

Afterward, discussing the show, I expressed the opinion that the "short" was rather poor.

"Sure it was poor," snorted the Great Advertising Man, "but I enjoyed it more than the feature. The feature was well done, but the plot was cut to the same pattern as a dozen others I've seen lately. The "short" was at least original—and I'd rather see something poor and original, than good and commonplace."

"I don't know why most people think it's so hard to be original," the G. A. M. went on plaintively. "It is a common idea that originality is the result of inspiration. The average person thinks that only a genius can be truly creative."

"That's all wrong, of course. Everybody has the power to create and originate. The trouble is that most



people are too lazy to think far enough. They haven't the energy to follow a line of thought or a series of experiments until they arrive at an original conclusion.

"The only great creative minds are those which have an infinite capacity for plain, hard work. Edison, for instance, worked practically every waking hour, and did very little sleeping. Great writers do their work over and over again until it is perfect. Great doctors and scientists must make and discard hundreds or even thousands of experiments before they accomplish their purpose.

"Of course, men whose business is creating, train their minds to think creatively. They learn how to take advantage of every facility to shorten their work. Even so, they work far harder than most of us are willing to do.

"So when I see something that is commonplace, that lacks the spark of originality, I know that someone has been afraid of work."

—Clement Comments

### American Standard of Living

(Continued from Page 147)

In the United States a man must toil 3.6 minutes to provide for one kilowatt-hour of energy; in the nearest European country he must work 12 minutes, or over three times as long, and in one country he must work 43 minutes, or twelve times as long. In this country, generally, the development and distribution of electrical energy have been in private hands, and the problem of making it available to more and more millions of homes has been given constant study, so that now over 22,000,000 homes are electrically connected. The increase in use and the resulting conveniences are apparent on every hand.

The comparative figures on incandescent lamps are of interest:

Country No.	Number of hours' work required to purchase an incandescent lamp
1.....	1.8
" " 2.....	2.5
" " 3.....	1.3
" " 4.....	1.2
" " 5.....	1.4
" " 6.....	2.4
" " 7.....	3.4
" " 8.....	2.0
United States.....	.2

These are sufficient indications, from the standpoint of the workingman, that if we do not endeavor to make progress too rapidly we may have faith in the future.

### Dramatic Club Nearing End of its Season

The R. G. and E. Dramatic Club has had a very successful season. It has played before twelve different audiences, one of which was perhaps the largest audience ever enjoyed by a local amateur group.

This was its presentation of the "Rafferty Racket" at Edgerton Park Auditorium, where it played to a group of 950 persons in the Nelly McElroy benefit performance. This one show was instrumental in taking in over \$1,250. The money was used in connection with dispensing the McElroy fund, which includes financing the expenses of underprivileged girls to summer vacation camps, a very worthy activity.

James Nolan and Stanley Allen, of the Company group, have both been appearing with other theatrical groups here. They were "farmed out" to take parts in performances put on by the First Baptist group of players, the Y. M. C. A.-Y. W. C. A. group and the Highland Hospital Alumni theatrical group.

The activities of the R. G. and E. dramatic group have been confined to furnishing amusement and entertainment for worthy organizations attempting to raise money to carry on worth while activities.

## GENERAL INFORMATION

### Net Increase in Consumer's Meters for Year Ending March 31

	Mar. 31, 1938	Mar. 31, 1937	Increase
Electric.....	136,792	133,889	2,903
Gas.....	112,856	110,504	2,352
Steam.....	328	328	0
Total.....	249,976	244,721	5,255

### Statement of Consumer's Meters by Departments as of March 31

	Electric	Gas	Steam	Total	Incr.
1928	100,455	103,055	315	203,825	
1929	111,385	107,010	322	218,717	14,892
1930	116,676	108,912	349	225,937	7,220
1931	119,631	109,273	341	229,245	3,308
1932	127,134	109,443	334	236,911	7,666
1933	126,547	108,162	323	235,032	1,879*
1934	127,701	108,590	316	236,607	1,575
1935	129,001	109,522	307	238,830	2,223
1936	130,675	108,892	319	239,886	1,056
1937	133,889	110,504	328	244,721	4,835
1938	136,792	112,856	328	249,976	5,255
Incr. in 10 Yrs.	36,337	9,801	13	46,151	46,151

### 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	
May.....	281	540	740	
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	

	Month of March, 1938	Month of March, 1937	Increase
KWH Generated—Steam.....	8,231,214	12,634,843	4,403,629*
KWH Generated—Hydro.....	23,068,399	16,100,567	6,967,832
KWH Purchased.....	2,913,358	5,447,234	2,533,876*
M Lbs. Commercial Steam Produced.....	158,604	174,020	15,416*
MCF Coal Gas Made.....	388,086	409,967	21,881*
Tons Steam Coal Used.....	12,815	20,363	7,548*
Tons Gas Coal Used.....	32,950	33,714	764*
Tons Coke Made.....	22,406	23,062	656*
	March 31, 1938	March 31, 1937	Increase
Number of Employees.....	2,510	2,443	67
Amount of Payroll—Mo. Ended.....	\$ 386,853	\$ 360,936	\$ 25,917
Amount of Payroll—Yr. Ended.....	\$4,997,938	\$4,650,463	\$347,475
Miles of Underground Duct.....	2,051	2,046	5
Miles of Underground Line.....	3,054	3,025	29
Miles of Overhead Line.....	9,842	9,261	581
Miles of Gas Main.....	907	858	49
No. of Street Arc Lamps.....	1,397	1,397	
No. of Mazda Street and Traffic Lamps.....	26,690	26,382	308
Total Number of Street Lamps.....	28,087	27,779	308

\*Denotes Decrease

## EMPLOYEES' BENEVOLENT ASSOCIATION

### Cash Statement for March, 1938

Receipts		Disbursements	
Balance 1st of Month.....	\$ 8,238.49	Sick Benefits.....	\$ 2,186.94
Dues and Fees—Members.....	961.63	Accident Off-Duty Benefits.....	184.54
Dues and Fees—Company.....	1,923.26	Family Sickness.....	0.00
Rochester Hospital Service Plan—Members.....	1,009.09	Medical Examiner.....	0.00
Company.....	498.56	Nurse's Expense.....	100.00
Interest on Bank Balances and Investments.....	400.75	Payment to Rochester Hospital Service Corporation.....	1,507.65
Total.....	\$13,031.78	Balance End of Month.....	9,088.65
		Total.....	\$13,031.78
E. B. A. Membership Mar. 31, 1938.....	2,328	E. B. A. Membership Mar. 31, 1937.....	2,208
Members participating in Rochester Hospital Service Plan Mar. 31, 1937, 1,360; Mar. 31, 1938, 1,589			



Malt house of the  
Genesee Brewing  
Company, at  
Sodus Point.  
Original building  
was erected in  
1881.

## The Sodus Point Malt House — a New Electric Customer

By FRANK C. TAYLOR, Industrial Department

**N**EARLY two years ago the Genesee Brewing Company of Rochester purchased the old Parson's Malt House at Sodus Point—a large six story stone building which was erected in 1881 for use as a Malt House.

The Malt House is located on Sodus

Bay adjacent to the present Pennsylvania Railroad Coal Dock, and when originally built was provided with a pier and storage bin for the barley brought by ship from Canada.

For some years after 1881 the Parson's Malt House prospered until the United States placed a duty on Canadian Barley, so high that they could not successfully compete with other manufacturers and the Malt House was forced to close. For years the old building remained vacant except for use for a few years as a storage warehouse.

It is amazing to realize that this large building with cut stone walls 30 inches thick at the first floor was built in 1881 by local men with only the crudest mechanical aids.

The cut stone was obtained from the quarry at Calciana, South of Sodus; Portland cement in barrels was imported from England; and the heavy 12" x 12" wood columns and sturdy beams and flooring were obtained from local saw mills.

In 1936, fifty-five years after the building was erected and after years with no heat or attention, it was surprising to see how little the ravages of

Soaked barley is spread to a depth of from 16 to 20 inches and allowed to remain 12 to 24 hours in the "couching" stage. It is next spread thinly and evenly over the floor for about four days.

time had affected the building. True the roof had to be recovered—about 150 wood columns had to be replaced due to rot or excessive checking, but all in all the men of Sodus had builded well.

Mr. Louis A. Wehle, President of the Genesee, after an extensive investigation abroad, decided to use the English system of preparing malt because he was convinced that this method gives the best product. So again the old Parson's Malt House is used to produce malt by the same system used in the same building in 1881. There undoubtedly are some folks still living in Sodus who might say, "There's one case where it has been found that you can't improve on the way we used to do it. The old English method is best."

Malt is barley which has been allowed to germinate under controlled conditions and then at just the right time the germination of the barley is

stopped by drying in a current of hot air in a kiln.

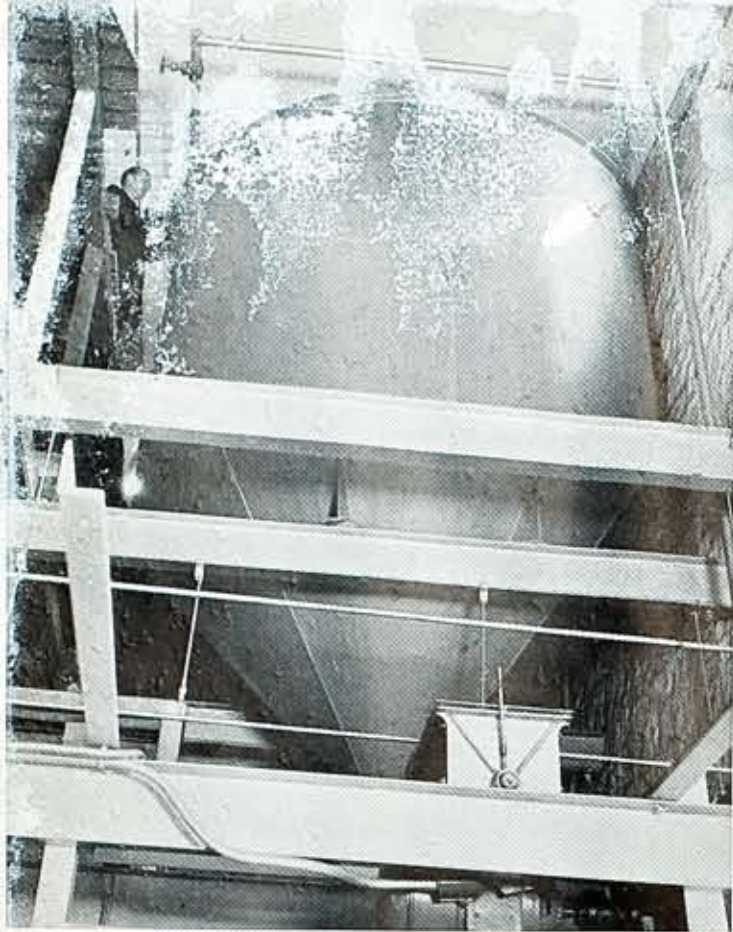
The value of malt is due to the mysterious enzymes which are secreted during the germination of the barley. Enzymes act on starches and proteins and convert them into simpler compounds, such as crystalline sugar, maltose, glucose, and gummy maltodextrins, all of which are soluble in water. Nature for the growing barley grain, before it can get food from the ground through its roots, has provided a storehouse. The enzymes act to digest or convert the starchy food which forms the nourishment to the germ or sprout.

Man has learned from nature what the mysterious enzymes will do and has found that barley malt is ideal for the manufacture of beer and ale. The Genesee Company uses no other cereal than barley malt in the brewing of its beer, because the work of nature in the barley malt cannot be duplicated by

Just one of the six large malting floors at the Sodus Point malt house of the Genesee Brewing Company, where barley is made into malt for beverage use. The barley shown has to be turned or shoveled over at regular intervals. About 200,000 bushels of barley will be used the first year, requiring the production of approximately 5,000 acres of land.







One of the huge tanks into which the barley is run for soaking or steeping for two or three days. Water is changed at 12-hour intervals, or "tides."

perature. This step in the process is called the "No. 2 Floor." The next step is to thin the pile and allow the barley to partially dry and then to heap it up in readiness for drying in the kiln. Drying or curing requires a maximum temperature of approximately 200° F. and takes approximately four days.

You now see that to germinate the grain it is soaked in water and then kept cool and moist until the correct point is reached when germination is stopped by heating and drying in the kiln. The rootlets are next removed by machinery and the original barley is now barley malt. The entire process may take 16 days from the beginning of the soaking to the end of the drying period.

Large storage capacity is required for barley and malt because barley of the best malting quality must be purchased when the price is favorable and because this barley grain must be aged or sweated before it can be used for malting. Also the malt from the kiln must be cured or aged for some time before it is in the best condition to use for brewing.

The rebuilding and equipping of this Malt House was completed a few months ago and now they are producing malt of the best quality for use by the Genesee Brewing Company. It is estimated that during the first year 200,000 bushels of barley will be used, requiring for production approximately 5000 acres. The farmers in the locality have been encouraged to grow the type of barley required and it is the hope of the Genesee Company that a large amount of this barley may be produced locally.

When the barley has been properly soaked, it is spread evenly over the floor to a depth of 16" to 20" and allowed to remain for 12 to 24 hours. This is called "Couching." The next step is to spread the barley thinly and evenly over the floor where it stays for approximately four days. This, according to the English tradition, is the "Young Floor or No. 1 Piece."

Next great care has to be taken that the barley doesn't become too dry; hence it has to be sprinkled and turned to insure uniform moisture and tem-



### "If We're Late Don't Blame Me"

Nine hundred and sixty-three people had different ideas as to what the lady pictured above was saying. Prizes of \$15, \$10 and \$5 were offered for the best answers in ten words or less and that number of entries was received. The judges gave first prize to Mrs. Lois Booth of 51 Avlaon Drive. Mrs. Booth apparently assumes that somewhere in the distance Friend Husband is bawling the lady out for taking so much time to dress. However, Wife declines to assume the blame but places it where it belongs—on the inadequate hot water system.

Mrs. Booth's prize-winning entry was: "If we're late, don't blame me! Get an automatic water heater!"

In these words she not only diagnosed the trouble but suggested the remedy and the picture, with her caption, makes an excellent advertisement in itself for automatic hot water service.

### Industrial Wiring Program Wins Success

This was the title of a magazine article by R. J. Meagher, of the Industrial Department, which appeared in the March issue of "Electric Light and Power." The article tells of the efforts of the Company to sell the idea of adequate wiring to the managers and superintendents of the industrial and commercial houses in Rochester.

The plan of this campaign is detailed, together with the steps taken to help customers to appreciate the necessity of planning for the future when wiring jobs are done. Mr. Meagher stresses the fine cooperation he has received from engineers and electrical contractors, architects and others in his efforts to carry out Mr. Lundgaard's ideals for adequate wiring and satisfactory service and assisting customers to fully appreciate the assets which come with an appreciation of the higher standards of adequate wiring.

### Rochester Men at State Gas Meeting

About one hundred gas engineers and department heads attended the annual operating group meeting of the Empire State Gas and Electric Association at the Recreation Centre of the Central Hudson Gas and Electric Corporation, at Rifton, N. Y., on April 22nd. Mr. Fred J. Pfluke, Assistant Engineer, West Gas Station, read one of the principal technical papers on "More Saleable Coke Per Ton of Coal." Other Company men at the meeting were: Linn B. Bowman Assistant Engineer; Edward J. Crane, General Foreman, and Chester Schlenker, Foreman.





Arthur Loveny, of West Station, has been spending some days at Newport News, Virginia, in connection with rendering expert advice relating to the repairs to some large gas holders owned by a Virginia utility company. Mr. Loveny is a specialist in this connection and is occasionally loaned to other organizations in need of his services.

It is seldom that we have the pleasure of presenting four generations in a gas and electric family. Our accompanying picture, however, shows such a genealogical quartet. They are, from left to right: George L. Ernst, for thirty-five years an employee of the Company, who recently celebrated his eightieth birthday; Ray Ernst, his son, also a long time Company employee; Mrs. A. Mura, daughter of Ray Ernst, and Albert Raymond, her

three months old son, who hopes some day to follow his great grandpa.

A group of men at East Station recently enjoyed a week-end of smelt fishing at Canandaigua Lake. They and their wives were guests of Mr. and Mrs. Clarence Coykendall, at their cottage. The following were present: Mr. and Mrs. Norton Howard; Mr. and Mrs. Simon Gronendaal; Mr. and Mrs. Frank Smith; Mr. and Mrs. Henry DeRoller and Mr. and Mrs. Clarence Ackerman.

The smelt is a small fish and is caught by means of nets in the creeks in the neighborhood of the lake. The men line and attack in formation, each with his net. Simon Gronendaal, who led the procession, nearly catapulted all the others in the water when he fell into a sink hole. The smelts were fried crisp, like French fried potatoes and eaten with great gusto, a treat many of the guests never had enjoyed before.

Mr. and Mrs. Emmanuel Buono are the proud parents of a fine baby boy, who has been named Emmanuel, Jr., in honor of his Dad. Mr. Buono works at East Station.

Four generations of the family of Ernst. From left to right they are: George Ernst (who recently celebrated his 80th birthday) holding his grandson Albert Raymond Mura, Ray Ernst, and his daughter, Mrs. Mura.

## Women's Chorus Dinner

The annual dinner of the Women's Chorus was held on the evening of May 12, at Oak Hill Country Club, in the "Early American Room." A delightful chicken dinner was enjoyed, after which Bingo was played.

Prizes were won by Ruth Coddington and Mildred Wood, Doris Horner and Bertha Hageman. Following the dinner a plaque containing the picture of the chorus, together with a word of appreciation for the efforts of the chorus conductor, William Hudson, was presented to him. It was inscribed with the autographs of the entire membership of the chorus. The new officers of the organization recently elected for 1938 are:

President.....	Mary Powers
Vice-President.....	Mildred Wood
Secretary.....	Lois Tompkins
Treasurer.....	Lora Porter
Librarian.....	Doris Fink
Publicity Chairman.....	Frances Cameron
Social Chairman.....	Ruth Coddington
Transportation Chairman.....	Grace Rockwood
Members of the Social Committee	Lucille Cason, Dorothy Wallman

Mr. and Mrs. Julius Hoesterey, Sr., of Avenue A, have announced the engagement of their daughter, Thelma, to Alfred C. Goetz, son of Mrs. Hannah Goetz, Long Acre Road.

Scene in the "Early American" room at the Oak Hill Country Club, where the Womens' Chorus held its annual banquet recently. From left to right the people in the picture below are: Back row, Mrs. William Hudson, Margaret Niblick, Grace Rockwood, Laura Morrill, Doris Horner, Edna Robertson, Doris Fink, Evelyn Herring. Middle row, Frances Cameron, Luella Marsh, Harriet Fauth, Lucille Cason, Bertha Hageman, Elvira Schueler, Frances Anderson. First Row, Ann Leela, Mildred Wood, Dorothy Wallman, William Hudson, Lois Tompkins, Ruth Coddington.

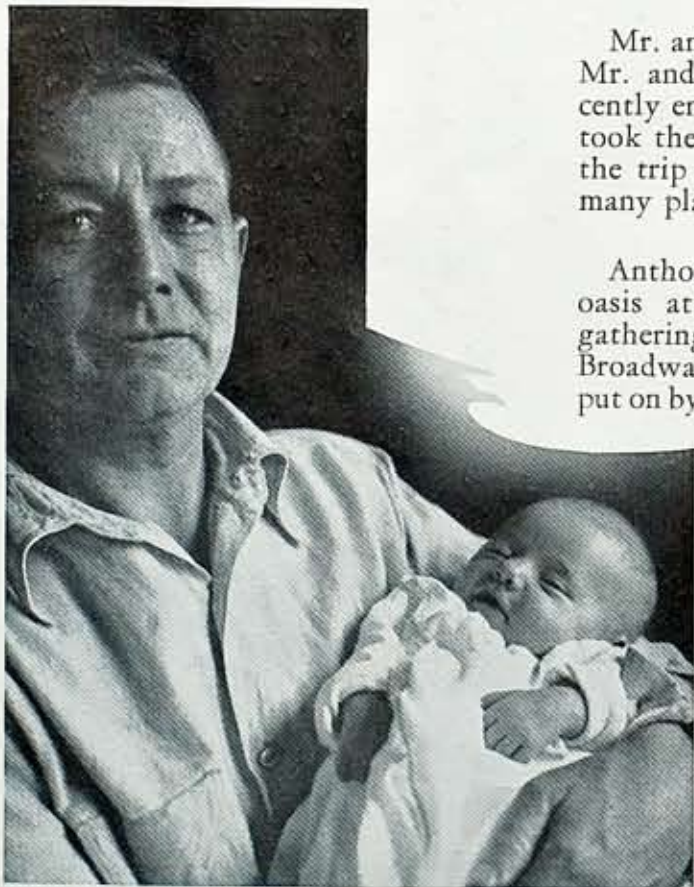




William Spears, of West Station, has also joined the "Grandads Club." Evidence is shown herewith in the picture presenting Billy and his little granddaughter, Denise Harold, now over eight weeks old. She was born at St. Mary's hospital on March 26, at 8.40 P. M., and weighed 7 pounds, 13 ounces.

After leaving the hospital, little Denise and her mother spent two weeks at the Spears home, getting acquainted with her grandma and grandpa. Her Dad had quite a time getting grandpa to give her up, but grandpa's are like that.

Sydney Alling was recently made vice-chairman of the golf committee of the Rochester Ad Club, for its 1938 activities. Sydney will do a fine job, and withal get a great kick out of it, for he swings a powerful putter.



Grandpa Billy Spears, of West Station, and his little granddaughter, Denise Harold, who came to town on March 26.

It seems natural and very nice to again have with us our old friends in the Company Messers E. L. (Doc) Wilder and Homer (Deff) Deffenbaugh. Welcome home.

Helen Schoen was recently afternoon custodian of a fine little Angora kitten, presented to her by Bob Baschnagel for Helen's Aunt. Helen, with her usual versatility, filed the kitty away in her waste paper basket for the day. At noon she visited Grant's store and purchased a tiny bottle with a nipple attached. Then, in the parlance of the poker game, she "fed the kitty."

The tabby was duly presented in fine condition, and has been christened "Ginger." Helen has a way with dumb animals, if you don't believe it, ask her dog "Boots." She also seems to know how to make friends and influence people; for references: see "Ginger."

Mr. and Mrs. Herman Russell, with Mr. and Mrs. Alexander Beebe, recently enjoyed a motoring trip which took them as far as New Orleans. On the trip down and back they visited many places of great interest.

Anthony Furstoss was master of the oasis at the recent Musa Caravan gathering, at the Philco studios, 228 Broadway. The occasion was the party put on by commander Frank Beaucaire.

A program of entertainment was enjoyed and luncheon was served.



Virginia Sacco, daughter of Mr. and Mrs. Michael Sacco, 25 Walnut Street, doing a little "swing" music on her accordion. Virginia plays with great expression and sticks mostly to classical renditions.

Virginia Sacco, daughter of Mr. and Mrs. Michael Sacco, of 25 Walnut Street, has been taking accordion lessons for about a year and is progressing nicely. The picture shows her doing a little improvising, on her recent birthday.

Virginia is the eldest of three children and is fourteen years old and her teacher is Michael Vestole. Her sisters are Mary, aged seven and Theresa, aged twelve. Mr. Sacco is employed at West Station and has been with the Company for the past thirteen years.

Bert Lewis, of Andrews Street, former national president of the Radio Service Association, was recently elected president of the newly formed Radio Technician's Guild of Rochester.

Hamilton King, who is quite a sportsman and enjoys fishing, hunting and now picture taking in the great outdoors, visited the recent Sportsman's Show. While seeing the sights he stopped to pet a young doe which was on display and the deer little thing took a hunk right out of Ham's middle finger-tip. Ham still loves the great outdoors, but is a bit more wary of those meek little animals.

Miss Frances Murphy, who has been employed in the Canandaigua office for some time, was married recently to Mr. M. Augustine Foley. The ceremony was performed in the rectory of St. Patrick's Church, Canandaigua, with the Rev. J. Norman Margrett, cousin of the bridegroom, officiating.

The wedding breakfast was held at Krebs in Skaneateles, after which the bride and groom departed for a trip throughout the east. Prenuptial events included a luncheon at The Canandaigua, given by the Misses Katherine Coyle and Catherine O'Rourke.



Carl Johnson, manager of the R. G. and E. basketball team, with Carl (Bud) Jr., who sure seems to be a "chip off the old block" for he has his Daddy's winning ways, and wins count, in basketball or life itself.



## Clarence E. Moore Honored

CLARENCE E. Moore, Special Man, employed in the Order Division of the Service Department, retired February 25, 1938, with a record of thirty years faithful service to this Company.

A testimonial dinner, attended by fifty-four of his friends, was given in Mr. Moore's honor on this date in the "Brass Rail Lodge." Mrs. Moore, seated on her husband's right, was presented with a corsage of red roses and her smile throughout the evening reflected her pleasure in seeing her husband surrounded by so many sincere friends.

After an excellent dinner, interspersed with singing, J. Gordon Ross, Wilbur Seidel, and E. W. Merredew paid tribute to Mr. Moore and spoke briefly of his long service in the gas and electric industry, most of which was in the employ of our own Company. Ossian Close and Chester Dupont, both members of the Men's Chorus, rendered solos, and Mr. Moore was presented with an I. E. S. floor

lamp and other tokens from his friends and the Second Floor's Conaga Fund.

Most impressive of all, was the spontaneous chorus "And he's a jolly good fellow," started almost simultaneously by everyone as they walked toward Mr. Moore to shake hands after the dinner was over.

Everett Pierce, who has been transferred from the Canandaigua office to the Fixed Capital Department in Rochester, was guest of honor at a farewell dinner at the Webster Hotel recently. Theodore Avery acted as master of ceremonies and guests were Mr. S. H. Cady, Mr. Ray Marvin and Mr. Bert Freeman.

Miss Loretta Smith of the Canandaigua office was one of three members of the Canandaigua Archery Club who participated in a tournament of the Lowery Archery Federation held in Williamsville Sunday. Miss Smith was also on the committee for the Canandaigua Hobby Show held this month.

This picture was left out of a previous issue through an oversight. It was taken at the dinner given in honor of Clarence E. Moore, who recently was retired from active service. The dinner was held at the "Brass Rail," and fifty-four friends and associates gathered to pay homage to Mr. Moore and his wife, who was also a guest of honor.



Gus Farese, bass soloist with the Men's Chorus, and his family, are greatly appreciative of the thoughtfulness of chorus members in coming in a body to pay their last respects to Mr. Farese's father, recently deceased. The men stopped in at the Farese home following one of their concerts on the evening preceding the funeral.

The Spencer Ripley Players presented a comedy, "The Wings of the Morning," on Thursday and Friday evenings, April 28 and 29, at Culver and Parsells Avenues. It was sponsored by the missionary societies, and directed by Vera Gibbs Virkus. Russell Cooper was cast in the part of David Banning, a surgeon, and Mrs. Cooper played the part of Bendetta, the daughter of a fruit seller. There were fifteen persons in the cast. Leeland Franke supervised the lighting effects which added much to a fine production.

Clinton Cole, chairman of the Wholesale Baking Committee of the American Gas Association, took an active part in the recent bakers convention, which was held in the Seneca Hotel.

Lois Tompkins and Dorothy Dake recently enjoyed a very pleasant trip to New York City, where they enjoyed seeing and hearing the opera "Otello" and some good shows.

Vice-President Joseph P. Haftenkamp, together with Rochester's Mayor Lester B. Rapp, Harold Roettger, vice-president of the Rochester ball club, and Earl Manley, secretary to the Mayor, had charge of arrangements connected with a recent luncheon given the local "Red Wings." Mr. Haftenkamp was chairman of the committee. The luncheon was given the players by the Rochester Convention and Publicity Bureau and the mayors of the towns in this section.

## OBITUARY



WITH the utmost regret we announce the following deaths. To the bereaved families we extend the deep sympathy of the Officers and Employees of the Company.

Joseph Richards, former Company lineman, retired since November, 1937, died recently at his home, 30 Wolff Street, aged 77 years. He was a member of the newly organized Pioneer Club, and had served the Company faithfully for 47 years. He was also a member of the Holy Name Society of Holy Apostle's Church, where solemn requiem mass was celebrated in his honor. Burial was made at Holy Sepulchre Cemetery.

Genara Farese, father of Augustus Farese, died on Monday, May 2. He is survived by his wife, Fortana Elizabeth Farese; two sons, Augustine and Raymond, four daughters and 11 grandchildren. Funeral services were held from the late home, 18 Sherman Street, and at St. Anthony's Church, and burial was made in Holy Sepulchre Cemetery.

Clarence C. Clark passed away at his home, 29 Epping Way, Brighton, on April 24. For some years he had been employed on the Main Floor. Mr. Clark leaves his wife, Evelyn M. Clark; one daughter, Mrs. Sydney Crosier, both of Brighton; his mother, Mrs. Laura Clark, and one brother, James Clark, of Belleville, N. J. Prayer service was held at Frear's Funeral Home, with the Rev. George E. Ulp officiating. Interment was at Red Bank, N. J.





#### A LONG REST

Traveler: "When I was in England I saw a bed twenty feet long."

Friend: "That sounds like a lot of bunk to me."

#### COME AND GET IT!

He may live without books,—what is knowledge but grieving?

He may live without hope,—what is hope but deceiving?

He may live without love,—what is passion but pining?

But where is the man that can live without dining?

#### BACK TO THE SOIL

"What's that I smell?" inquired the lady from the city as she sniffed the country air.

"That's fertilizer," answered the farmer.

"For the land's sake!"

"Yes, ma'am."

#### SO THAT'S IT

It seems that near the end of the fortieth day the Ark hit against the protruding top of an electric light pole, which poked a hole in the bow. Noah sent his pet dog down and the dog, to stop the leak, poked his nose in the hole, which is the reason that dogs' noses are always cold. But the dog soon became tired, so Mrs. Noah went down and put her foot in the hole, which is the reason women always have cold feet.

Finally, however, as the water kept coming in a little, Noah himself went down and sat on the hole, which is the reason that men always stand with their backs to a fire.

#### COMA-CAL

Woman: "Without her, man would be a savage."

Woman, without her man, would be a savage.

#### THIRD DOWN, TWO TO GO

"Now," said the youth, after getting his father seated at the football game, "you'll see more excitement for two dollars than you ever saw before."

"I don't know," replied the old gent. "That's what my marriage license cost."

#### HIT OR MISS

Rastus: "Brothaw President, we needs a cuspidor."

President of the Eight-Ball Club: "That's a good idea. I appoints Brother Brown as cuspidor."

#### STUCK-O!

"Do you understand this building-loan scheme?"

"Sure! They build you a house and you pay so much a month. By the time you are thoroughly dissatisfied with the place, it's yours."

#### JUST THE GUY

"I want a reliable chauffeur who takes no risks," said the would-be-employer.

"I'm your man, sir," replied the applicant. "Can I have my salary in advance?"

#### TOUGH GOING

Two old settlers, both bachelors, were sitting in a cabin in the backwoods. The conversation finally drifted around to cooking. Said one:

"I got me a cookery book once, but all the recipes were impossible. Every darned one o' them began with: 'Take a clean dish.'"

#### BROTHERS UNDER THE SKIN

A young man, knocked down by an auto, was rushed to a hospital. As a result of shock, he didn't know his identity or where he lived. So they examined his clothes. The socks were marked "N. F."; the belt buckle bore the initial "L," and his underwear had "Ryan" sewn on it.

"Well," said the doctor, "we're making some progress. He's a fraternity man."

#### JUST PLAIN "NUTS"

Customer: "I want a can of consecrated lye."

Druggist: "You mean concentrated lye?"

Customer: "It does nutmeg any difference, though I must have what I camphor. What does it sulphur?"

Druggist: "Thirteen scents. I never cinnamon with such wit."

Customer: "And yet I ammonia novice."



Flowers  
Speak  
a  
Universal  
Language



## Straight from the Shoulder!

A little more kindness, a little less creed;  
A little more giving, a little less greed;  
A little more smile, a little less frown;  
A little less kicking a man when he's down;  
A little more "we," a little less "I";  
A little more laugh, a little less cry;  
A little more flowers on the pathway of life,  
And fewer on graves, at the end of the strife.

— *Cipseo News*





# Everything Seems to Work Out All Right!

Because it rains when we wish it wouldn't,  
Because men do what they often shouldn't  
Because crops fail, and plans go wrong—  
Some of us grumble the whole day long.  
But, somehow, in spite of the care and doubt,  
It seems at last that things work out.

So bend to your trouble and meet your care,  
For the clouds must break, and the sky grow fair.  
Let the rain come down as it must and will,  
But keep on working and hoping still,  
For in spite of the grumblers who stand about,  
Somehow, it seems all things work out.

— *Selected*

Sailing  
on  
Lake  
Ontario

