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Up to 34" x 66½" Opening
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INSTALLATIONS ARRANGED
F.H.A. Terms — 6 Mo. Deferred Plan
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145 College Ave. Call DAILY GR 3-5340
Corner of North Goodman • Plenty of Free Parking
BASEMENT UNITS $4.95
STORM AND SCREEN each
UP TO 32"x14"

This Week

With Our Advertisers

By FRANK J. GIBLIN

This business of almost everyone being a specialist in one field these days is somewhat of a headache to one who was reared in the old "General Practitioner" school. Maybe it's because my dad was a GP in medicine and fought as effectually through Boston's smallpox epidemic and polio and diptheria outbreaks as he did in bringing children into the world, setting broken limbs, clearing complexions, calming nerves and settling his patients' family disputes. Of course I am probably wrong but I think that the old days when a man who could twist a screwdriver could equally well swing a sledgehammer, were happier days for one's peace of mind at least.

There are some humorous twists to this highly specialized era we're living in, one I had occasion to run into last week. The loan bank and I surprised my wife with a combination electric automatic washer and a gas dryer which we purchased from the Rochester Gas and Electric Company. A day was set for installation. It so happened that on the same day some little adustment was needed on the water-feed to our gas refrigerator's ice maker and the pilot light in our gas furnace went out. Never in your born days would you expect to witness such a parade of specialists visiting one man's home!

First the "installers" arrived with the washing and drying machine for the basement. That was all they could do, just install it, another man would come later to make it run. Pretty soon the next man came and he turned out to be the one who could fix the electric washer portion of the gadget so it would operate and he did so.

"There will be another man here soon to get the dryer started Mam", he told the Mrs. consolingly," you should be all set this afternoon".

"But who will show me how to run it?" my wife added, "I'm all for doing a washing right now!"

"There's a lady who does that . . . but you'd better make an appointment", he replied with a disarming smile.

As soon as he left by the back door, the front doorbell rang and it proved to be the ice-maker adjuster for the water department of our gas refrigerator.

Shortly afterward the gas turner-oner for the gas section of the refrigerator came out by mistake in orders . . . he was sorry but he didn't know a thing about the gas dryer down cellar that my wife wanted turned on, but he would tell the gas turner-oner for the gas section of the washer dryer to visit us. Mrs. G asked him as long as he was in the gas department, couldn't he fix the pilot light in the gas furnace.

"No, I am sorry", he replied with a patient smile, "that is another department altogether . . . I'm sure there will be a man here soon to turn it on for you".

He must have been clairvoyant because, as he walked out, the gas furnace pilot light man walked in!

We never met such courteous men. I dropped in at various times during the day. Always a different man doing something different, but very pleasantly I must say. After a while you began to marvel at the organization of such manpower. What a system they must have!

Finally, toward dusk, everything was in readines and all had been attended to by the army of specialists. My entire family descended into the cellar to watch my wife proudly push the buttons. It operated fine until she put in too much soap powder and the dang thing shut off.

I tested the fuse. I pushed and pulled all the gadgets I could see to no avail. At last, around 8 p.m. I phoned the gas company emergency.

Even the after-hours emergency crews have their specialists and I was finally connected with "George" in the gas division of the automatic dryer department, who could properly instruct me over the phone. It was quite simple, all I had to do was press a button underneath a lower panel and presto, it started up again.

At ten o'clock we called it a day . . . no washing done to be sure . . . but everything worked fine and dandy, thanks to the specialists.

★ ★ ★

Which puts me in mind of a story told of the married man who went to a physchiatrist with the complaint that his wife thought she was an electric refrigerator.

"You don't say" said the mental specialist, "how does her malady affect you?" "Well doctor", the man explained, "we get along all right but I can't get to sleep nights because she sleeps with her mouth open and that little light inside keeps me awake!"

Perhaps you know that the newspaper business has its array of specialists today too . . . especially, one might say, in the advertising departments of the large dailies and many widely-circulated weeklies. There are only a few General Practioners left, those who have been trained over the years to double in many now-specialized departments; layout, copy, typography, art, news, public relations, sales promotion, photography. The Catholic Courier Journal has two or three of these "old boys" available if you want assistance on your merchandising problems. Just call BAker 5-6210. We're all GP's in advertising. The only thing we specialize in here is Courtesy.

★ ★ ★

I know I should be writing something about our National Home Week number coming up on September 27th, but thinking of specialists I can't help dwelling on a man I know in the automobile business, Jack Foster, used car manager for Wheeler Buick. Without fear of contradiction, there's a man whom I would judge as the greatest used car specialist in town. He will tell you to the last million how much General Motors cleared in profit last year to net the customary 10% of the gross and how this affects used car trends. He will prove to you how stupid anyone is to get into the automobile business and remain in it. He will explain how a dealership is lucky to net $30 per unit profit on new car sales due to trade-in allowances. He will stagger you with the amount of bookwork and auditing necessary to know day-by-day how much you stand to lose at the close of each day . . . or maybe make a little. He knows to the penny the newest auction prices on any used car you can name.

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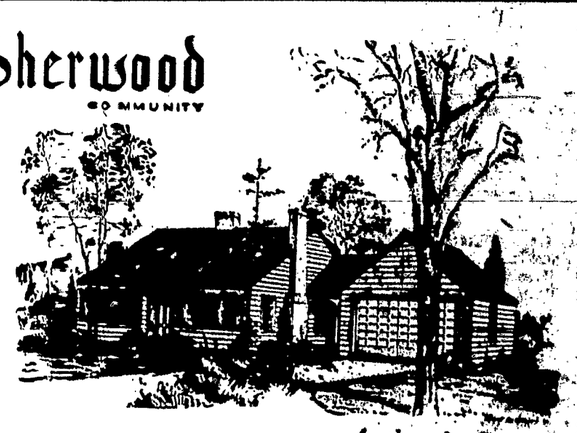

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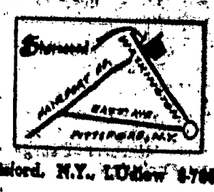

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