



Geneva13

a zine of the local

#15



31
a line of the local

#15



the pizza issue

This issue is about Cam's.

Well, not exactly. This issue is about pizza.

People are passionate about pizza. Doug's father, for example, has extremely specific expectations about what a slice of pizza should be. Those expectations were formed about the time that Brooklyn lost the Dodgers. If a pizza doesn't live up to this mythical tomato pie from his past, he sighs deeply, pours salt on it, and starts ripping off the cheese. He's particular about his pizza and our experience is that he is not alone.

There is currently a feud going on out West between a number of punk bands over which are better: tacos or pizzas. This isn't a debate I can really get involved in. I mean, why choose? A few months ago, I had tacos in San Antonio. They were some of the best things I've ever put in my mouth. I ate my face off, went for seconds and would have gone back for thirds to fifths, but I didn't want to embarrass myself in front of newfound friends. But as good as they were, I would never forsake pizzas for tacos, or vice versa. I mean, pizzas are an ideal delivery system. Put whatever you want on top of a delicious crust, make sure you got enough tomato sauce, cheese and grease, and you are good to go. How could that possibly ever get old?

In this issue we included two pizza recipes, a couple of articles that wax poetic about pizzas, and a lot of personal testimonials about what Doug euphemistically called "Vitamin P" (and to the overly-cranky respondent who indignantly pointed out that there is no such thing as Vitamin P: Thank you, we didn't realize we were being too subtle).

But really, this issue isn't about pizza. It's about Cam's New York Pizzeria. For over twenty years, Sam and Rita have been running their little pizzeria on Exchange Street (and they started working there over thirty years ago). The walls are decorated with photo collages of customers assembled over the years. If you aren't up there, you probably know somebody who is. On the counter, for the past three years, there has been a donation jar for Jeremy Lathey, a volunteer firefighter (third generation) who was seriously injured when the car he was working on exploded. The donation jar has been sitting out with articles updating Jeremy's status clipped to it. Just a few days after our interview with Sam and Rita, Jeremy passed on after his long brave struggle. That donation jar not only raised a significant amount of money for Jeremy's treatment, but it also kept Jeremy active in our thoughts.

But, of course, if you are from Geneva you know very well who Jeremy Lathey is and you most certainly know about Cam's. It seems ridiculous to even introduce it. But not all of our readers are from Geneva, so there is a good chance you might not understand what Cam's is and what Cam's means to the city of Geneva. If our readers were exclusively from Geneva, we could have opened and closed with the one sentence introduction "This issue is about Cam's" and everyone would probably both know what we meant and understand why it's significant. And we could have just moved on.

But, of course, this issue isn't really about Cam's either. Because, when you get down to it, there is more to Cam's than just Cam's. In fact, there is not another single business, institution or establishment in Geneva for which we could have written that single sentence introduction and everyone would have understood what we were talking about. I am willing to bet that if you are a Geneva resident and are old enough to read these words, you know exactly what Cam's is and have eaten a slice of pizza from there.

You see, I have this theory. I believe there are only two public places in Geneva in which almost all of its residents intersect: the Post Office and Cam's. Everybody knows the Post Office and probably has to set foot in there on a somewhat regular basis (if only to bask in the awesome cheerfulness of Myra).

You can't say that about any other establishment in Geneva. We certainly don't all shop at the same place. The Wegmans, Tops, and Madias clientele rarely overlap and hardly ever intermingle. Lots of us may go to church, but we most certainly aren't go-

Details, Details

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Cover photo and pizza bite flip-book photos by Kevin Dunn

Published by Geneva13 Press

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ing to the same one. As issue #2 of this zine illustrated, we get our hair cut at radically different places, largely determined by our race and economic status. We drink in very different bars and eat in different restaurants. There are a number of bars and restaurants in this town that I have never even set foot in. And I drink and eat out a lot. A lot. Outside of the Post Office, there isn't another single establishment that pulls together such a wide array of Genevans -- except for Cam's.

Almost all of Geneva walks through their front door. You can sit in one of the booths and watch the politicians, clergy, drug dealers, cops, doctors, teachers, lawyers, students, unemployed, and everyone else you can think of come in for a slice. They'll be black, Hispanic, Caucasian, Asian, or a wonderful mix of the above. They'll be from as wide an economic spectrum as we've got here in Geneva. Doug remembers the time he bought a homeless wanderer a slice at Cam's. He was biking by the lake and he saw the guy with a sign asking for money on 5 & 20. He stopped and told the guy that he wouldn't give him money, but he would buy him a slice of pizza from Cam's. The homeless guy had been wandering for some years. He liked the pizza. (And he didn't sigh deeply or pour salt on it.)

Whenever you walk into Cam's, you are pretty much guaranteed to be greeted with a wide diversity of customers. It isn't unusual to find the Mayor sitting in a booth munching away on his slice while next to him are four unemployed high school drop-outs. There isn't another place in Geneva where such a vast array of the community comes together.

And if they aren't coming to Cam's, then Cam's goes to them. As our discussions with the delivery drivers indicate, Cam's goes to every corner of this city: in terms of physical geography, but also across Geneva's class and racial landscape. Because of that, there probably isn't a better establishment to reflect the diversity of city.

Which isn't to say that Cam's is one nice, happy melting pot. We might all be eating a similar slice, but that doesn't mean we are actually spending the time to get to know each other in there (well, OK, chances are that the Mayor is doing that because he is just that kind of guy). Geneva is a deeply divided city; divided along a lot of vectors, most notably race and class. Cam's doesn't erase those divisions. But nowhere else do those divisions come in such close proximity. Nowhere else in Geneva can you sit and bear witness to the existence of so many Genevas.

So, this issue isn't about Cam's. Like every issue, it's about Geneva: all of them. ★

Editor's Note: We put out comment cards in Cam's over a two week period, to get your thoughts on Cam's, Vitamin P and Geneva. We quoted your cards next to the pizza slice photos in the interview with Sam and Rita, on pages 40, 51, and on the back cover. Thanks!

industrial age

the horizon
shimmering
shimmering shimmering
and beyond
out of sight
the factories
idle –
quiet –
silent –

they came from
beyond the horizon
beyond the shimmering
numberless men
out of the
vast land

brickmakers
bricklayers
builders
laborers
and factorymen

they created
the factories
and filled them
with lights
sounds
and the residue
of a million toils

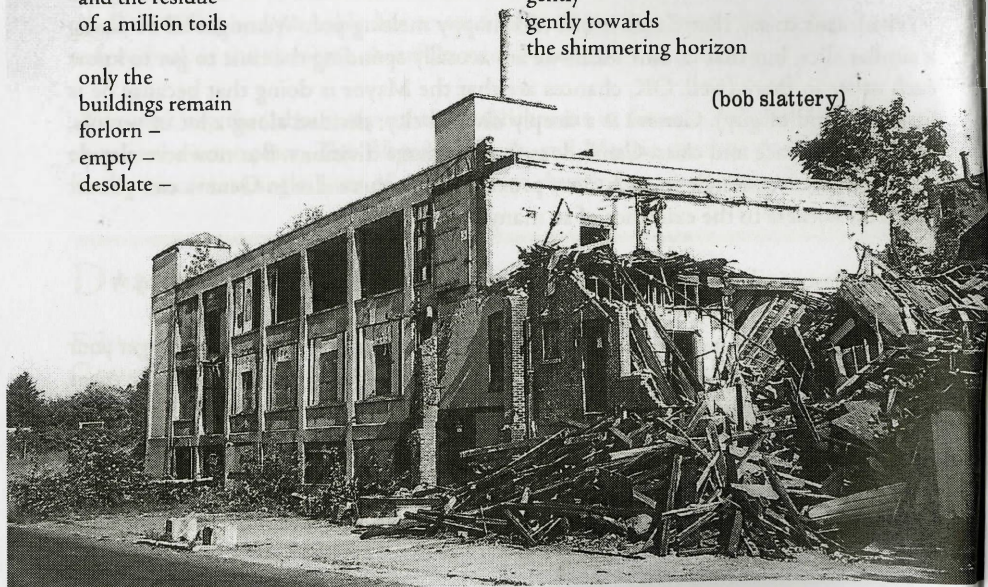
only the
buildings remain
forlorn –
empty –
desolate –

– crumbling stacks
– rotten beams
– cracked foundations
once busy rooms
– long silent
those who toiled
– long dead
the families
– long gone

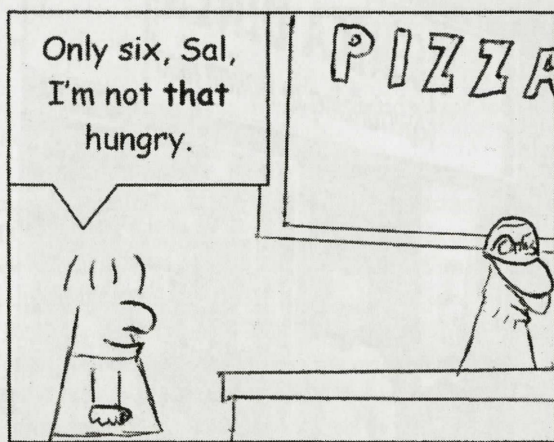
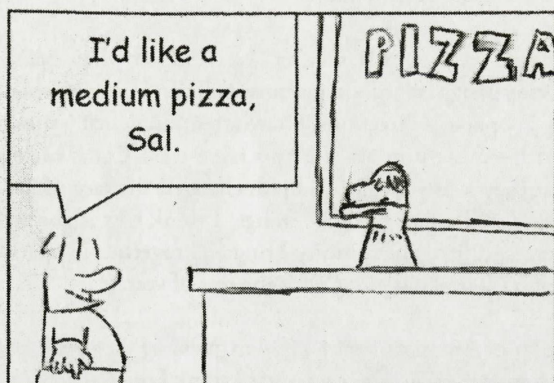
only the
buildings remain
standing in testament
to an agotime
of pride
and importance
but now idle
so long idle

now the everwind
pushes and flows
gently
gently gently
through the
empty rooms
out the
broken windows
pushing and flowing
gently
gently towards
the shimmering horizon

(bob slattery)



Days of Yore
By Seamus Hogan



torrey park pizza

john marks

I'm looking forward to reading this issue so I can find out what the heck it's about. As befits a 'zine, "writing assignments" are given verbally and usually when Kevin or Doug and I are walking in opposite directions. I have attention deficit issues on my best days, and all I retained from the proposal for this issue was, "Cam's makes the best pizza in Geneva." What they said was, "Sylvia Plath changed the face of feminist literature." Actually, they never said either of those things. I think this is about Geneva's shared fondness for pizza and how that affinity brings us together in spaces and ways that other things do not. I'll find out along with the rest of you.

Ninety-six percent of Americans eat pizza. I'm guessing Geneva is right there, if not a little higher. How and where do you eat yours? I think I missed Kevin's and Doug's idea about pizza and place because I'm pickup or delivery, all the way. I like my pizza with minimal eye contact (but a generous tip for the driver)—then share it with friends at home. Pizza's very communal for me, but I like to determine with whom I'm communing, what music's playing, etc. (Breakfast, on the other hand, tastes much better to me when eaten in a diner with total strangers...focus, John, back to pizza.)

Being me, I started out with a quick (and probably inaccurate) Internet search on pizza. The earliest recorded civilizations baked flat bread, with or without leavening, and smeared it with some form of fat and herbs to make it more appetizing. Tomato





sauce didn't show up on Italian pizza (the modern standard) until the late 1700s, tomatoes being native to the Americas and not appearing in Europe until the 1500s. Two "true" styles emerged in 19th-century Italy: Marinara (tomato, olive oil, oregano and garlic), and Margherita (basil leaves, mozzarella cheese, and tomatoes). The latter was a tribute to the colors of the Italian flag, created by a baker in honor of a visit by Queen Margherita. Pizza was a cheap meal for workers and was sold on the streets; the food didn't merit its own sit-down restaurants until around 1830. That last fact made me feel like my grab-it-and-go attitude toward pizza is rooted in history rather than anti-social tendencies.

Italians came to Geneva in the 1890s. Given the well-documented American disdain for foreigners and their foods, pizza probably stayed in Torrey Park, where the Italians lived, for a number of decades.

In 2000, Gerry Acquilano shared his memory of, and recipe for, "Torrey Park" pizza that was made in the neighborhood of his youth:

"Take an ordinary pizza shell, one that is refrigerated rather than frozen. Spread on a thin layer of Don Pepino pizza sauce, sprinkle on a little oregano and some ground pepper, and pop it into a 400 degree oven for about 15 minutes or until the crust is golden on the bottom. Remove it, and set it aside to cool a bit. This is when you sprinkle on the Romano grated cheese. This is the true and original 'Torrey Park' pizza. Of course, you could add pepperoni, etc., but the original was made this way and this way only....The pizza was as good cold as warm. I remember it well as an after school snack, and I carried many pieces to school with me as well."

Gerry recalled that D'Aurizio's Bakery on Avenue E sold Torrey Park pizza every morning; Bagels and Cakes continues to sell it.

It's hard to say when pizza moved off the reservation and became popular with the rest of Geneva. Nationally, pizza gained popularity after World War II when soldiers returned from Europe with a taste for it. Photos in the Geneva Historical Society indicate a goodly number of Italian-American restaurants in the 1950s, where pizza may have been served. A menu for the Round Jug on North Street, owned by Mike and Ralph Calabrese, included pizza, but only "after 8 p.m."; it may have been relegated to snack status. Rocky Venuti's Tavern on Exchange Street had an early pizzeria sign and a separate take-out area in the bar. The modern all-ages pizzeria—sans alcohol and dedicated to take-out and delivery—seems to have begun in earnest in Geneva in the 1970s. My strongest Geneva pizza memory is of Pontillo's on Hamilton Street in the fall of 1975. My father, brother, and I went there after a night football game, and it seemed like everyone from three counties was there. Maybe I am turning into a curmudgeon—communing with strangers over pizza seemed more fun back then. ★



(photos courtesy of Geneva Historical Society)

john's homemade pizza dough

(for all you curmudgeons out there)

This is fast and cheap, has a real yeast flavor without a lot of waiting around for the dough to rise. I don't measure the flour and this is one of those recipes where you "mix it until it feels right".

- 1 packet dry yeast
- 1 ½ cups very warm water (too hot & it will kill the yeast)
- 5 – 6 cups of flour
- Pinch of salt

Following the packet directions, prepare the yeast in one cup of very warm water. Put a cup or two of flour and a little salt in a large bowl. (Unless you have to be sodium-free, the salt really makes the dough better.) Add the yeast and mix until it's wet and spongy, add a little more flour if you need to but don't get it too dry. Add the remaining ½ cup warm water, stir, then add flour a bit at a time until the dough's no longer sticky and forms a ball. Lay out wax paper with a little flour, put the dough on it and knead it 10 – 12 times. Let it rest for about five minutes (it should be showing signs of life), then form it into crust. This makes two thin crust pizzas – a 10" round and a 13" x 9" sheet are the pans I have – but do what you want. I bake them at 400 degrees for about 30 minutes, but keep an eye on them.

k-d-'s tofu pizza crust

(for all you bean-huggers out there)

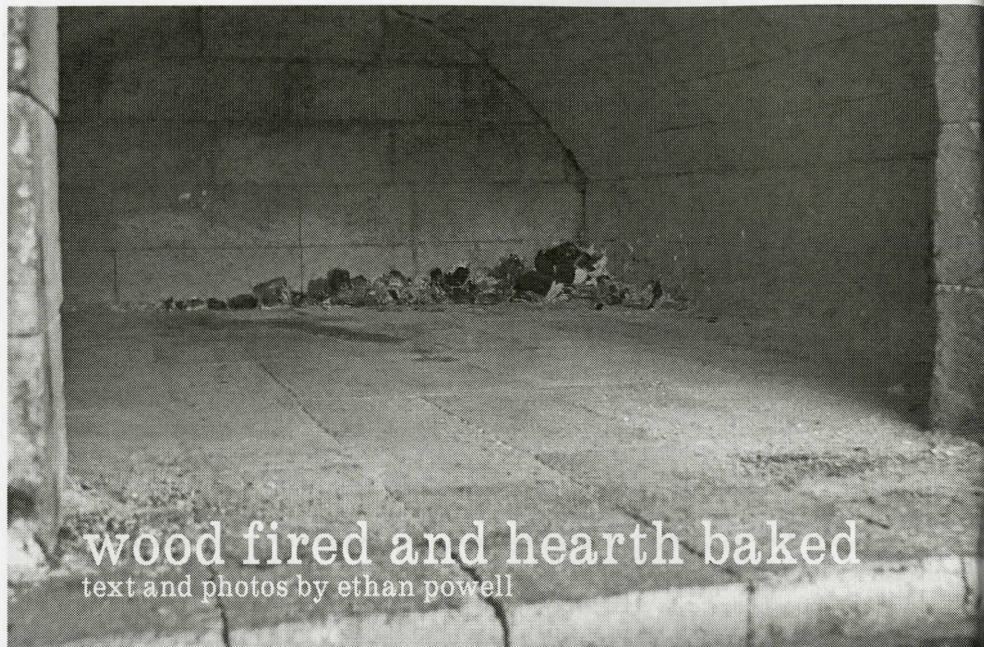
Put in a blender and mix until smooth:

- 1 block of tofu
- 2 eggs
- 2-3 Tablespoons of olive oil

In a separate bowl, mix:

- 1 ½ - 2 cups flour
- 2 ½ tsp. baking powder
- 1 tsp salt

Pour the blended tofu mixture into the bowl with the flour and mix well. Oil your hands and press the dough into a well-oiled tray until you reach desired thickness. Add sauce, toppings and cheese. Bake at 375 for 40 minutes.



wood fired and hearth baked

text and photos by ethan powell

Inside the oven, it's a raging inferno, and outside it's not much better. The truth is, that it is mid-summer. And my uncle, standing surrounded by ten close friends and family members, and dressed in a flour-stained t-shirt, is making pizza. He works quickly, stretching the dough directly on a long-handled wooden peel, which has been first sprinkled with cornmeal. He narrates this business, giving instructions and casual advice for the smaller members of the crowd, which most typically are my cousin's children. He's hoping I'm sure that they'll begin making their own pizza at some point, but for now, they leave it to him.

The adults step up to the long plastic folding table we use for such affairs, and try to emulate his long-accustomed hands. It is not easy. Flour covers almost everything in sight, and what is not covered in flour, seems to be dusted liberally with cornmeal, or smeared with sauce. It's messy, and hot, and totally and completely enjoyable. The smell of wood smoke is mixed with the smell of roasting meats, toasting cheeses and caramelizing vegetables. Most notable to me, after many days and nights of being in the bakery, is the distinct earthy, yeasty tones of hearth baked bread. Or, as in this particular case, crust.

Like many tales of good things, this tale too starts from the ground up, and over time develops into something beautiful and rewarding. You see, the pizza we enjoyed on the summer night I have in mind, was not out of my uncle's restaurant grade, but still household-sized oven. It was in fact baked in the old fashioned way, in a big brick bread oven. His oven is something near two tons of solid ceramic mass. It has a very special, almost elemental way of absorbing and releasing heat, resulting in a near mystical flavor that is hard, if not impossible to reproduce.

For centuries, this is how bread, and then pizza, has been made. In this case however, the family has only enjoyed its tasty offerings it for about two years. In truth, my uncle does nothing in a small way. People who know him well, know that he puts his heart and soul into everything that he does, or he doesn't do it at all. This is why we love him, and also what makes my aunt crazy. But, you can't always get what you want, just ask the Stones. Where this is all going, is the oven. Two years ago, it was a relatively barren patch of ground across the gravel driveway from his house. There was an apple tree near this patch, but that's another story.

Anyhow, Uncle Bob, as he is known to me, had been thinking about building a brick bread oven for almost as long as I have known him, which is not an inconsiderable time. Finally, after he retired a few years ago, he decided on a plan, and then began the build. The plan it turns out, was sent to him by an ex-pat Slovakian itinerant builder, living in Australia. It seems that this fellow apparently makes his living by building custom ovens for people, and recording the builds on DVD. As it turns out, he is happy to send you this DVD for a small donation, or some clothes, or a well traveled case of anchovies. Alright, I'm not sure about the anchovies, but hey, he seems pretty flexible about his method of payment.

The build really began when a cement truck, which was pouring a foundation further down the road, happened to have just enough left over cement to pour the oven's foundation as well. This happy coincidence continued, when I ventured out one fine spring morning, to find my uncle about to set the first course of bricks. So naturally, I, as something of a curious builder myself, volunteered to help him set this first course. I know nothing of masonry, except the very basics. Happily, UB on the other hand, had already done the research, and some other projects besides, so we set to work. The first two courses took most of the day, but were celebrated mightily with cold beer, and pronounced straight and true with modern construction tools. In order to preserve a lengthier tale from arising here, I will abbreviate the rest for you. Other courses of bricks were laid, and the hearth was built on top of these. From there, the oven vault proper was erected, and then insulated with a vermiculite and concrete mixture, which provides excellent insulation, I can assure you. Following that, other courses of bricks were installed to complete the stone structure of the oven. Upon finishing the masonry work, my uncle acquired some lovely rough-sawn black walnut roof beams, taken from a tree that met with a curious set of circumstances. A roof was constructed on top of these hefty beams, and then tiled with slates, of a beautiful reddish hue, which were salvaged from another house somewhere out in the lovely hamlet of Hall. In sum total, it took near a whole spring and summer, working six hours a day, nearly every day.

The result of these endeavors is nothing less than amazing. It is a solid thing, of rough and rugged beauty. It is not unlike its builder, in that it stands in its surroundings, next to a garden, and quietly goes about the business of improving the lives of others. It also consequently, makes quite possibly some of the best pizza around. The good news about my uncle's oven is, that unlike Wolfgang Puck's pizza joint in California, due respect to the Chef of course, that you can get your pizza hot, close by, and if you want,

you can cook it yourself. Most unlike Puck's place is that, if you show up with decent wine, cold beer and a topping of your choice, you generally get jumped to the head of the line.

When it really comes down to it, homemade, wood-fired pizza, from a big brick oven is just plain good food. If you don't believe me, or have never had it, ask one of the folks that flock to the "Pizza on the Patio" events out at Billsboro Winery during the warmer months. These events are always packed, and winery owners Kim and Vinny Aliperti, along with their staff, do a great job hosting the masses. Rune Hilt and Giulietta Racciatti, of Red Dove Tavern fame, can be found slinging pizzas in and out of the brick oven at Billsboro as fast as they can. Despite how it looks from the patio, this work is not easy. Finding the oven's "sweet spot" which will bake the crust without scorching it, is difficult at best. Keep in mind, while they're stretching dough, moving pizzas around and dealing with winery guests, they also have to manage the fire. After all, the oven doesn't get all its heat solely from his tasty Moroccan spice blends.

The truth is, that it also takes time. Even at its peak, the oven can only manage one or two pizzas at once. Multiply this by an average of four minutes' cooking time per pizza, around forty individual orders, and you can do the math. What I'm really getting at here is this. Wood-fired pizza is about as good as it gets. But, just like Uncle Bob's oven, good things are worth the wait. If you plan on eating deliciously with my uncle,



or more easily out at Billsboro, then enjoy that cooking time. Have a glass of wine, or some excellent sausage and some olives. Make conversation. Relax and enjoy the music of the crickets, or the guy with the accordion. Linger, and be patient. Coals, dough, sauce, cheese and people, are all best given time to develop. ★





sam crisanti and rita halpin, co-owners of cam's new york pizzeria

interview and photos by k-d- and doug reilly

We met with Sam Crisanti and Rita Halpin on a Monday morning. They are brother and sister. Even though it was three hours to opening, the place was surprisingly busy, and it was obvious that the place revolved around them. They looked surprisingly lifelike up close...usually we see them framed in the pizza making window, at a bit of a distance, concentrating on the endless lines of tomato pies.

How did you get into the pizza business?

S: *Her father. [laughs]*

R: *Our father. Where Gallaghers is, used to be Wylie J's and that was my brother's bar, Cris, my oldest brother. My father used to help out during the day and tend bar, he was retired. Cam had just opened up and he was moving everything in, and he needed help moving in the ovens, and my father came down, and all the guys came down to help Cam. Well, my father being full-blooded Italian and Cam being full-blooded Italian, he met their family and got to talking to them. Meanwhile, I had just graduated from Geneseo, so I was putting my resumes out for broadcasting, public relations and all that. And I had one interview where I bombed. I totally choked. I mean really choked. And I was still looking for a job. My father said to me, "You know, there's that new guy just opened up a pizzeria, he needs help, he doesn't know anybody, why don't you go down there and get a part time job." So Cam opened up on July 2nd, 1980. I started working July 8th, 1980 and I've been here ever since.*

S: *And it was a blessing for me. Because she didn't want to make donuts with me at Tops...*

R: He was the manager of Tops' bakery here in Geneva and while I started here, I was working there as well, I was making donuts in the middle of the night and then coming here and making pizzas. So after two weeks I said "I have to make a choice" and I went with pizza.

Sam, how did you go from making donuts at Tops to making pizza here?

S: It was four years later, actually it was three, in 1983, I was expecting my third child and at the same time we needed a little extra money, so I started working part time here. I'd leave and go right up there and work and after a couple of months here, Cam made me an offer which I couldn't accept right away, and after the third child was born, about a year later, we were settled with that, I made the switch. So I've been here full time since '86.

Can we take a step back...who is Cam?

R: His name is Carmelo Calascibetta.

Whoa.

R: And they called him Cam. His history was, he was from the Utica area and his family moved to Ontario and he went to MCCC for business and he always wanted to open up a pizzeria...you know Hamilton College? That's where he learned. He learned from John Labarro there and that's his style of pizza, and Cam always wanted his own pizzeria but his father says "No, I want you to go to college," so he went for two years for MCCC and did a paper on opening a pizzeria and did all the leg work for this one. So that's what he did.

That was this pizzeria here?

R: This was the original Cam's pizzeria.

And how many Cam's are there now?

R: I'd have to go online and count. [We did. It's 13!]

R: But at the same time, when I was being trained here, his brother Tony, who was like 14-15, he was helping Cam out too, so in 1982 they opened up one in Ontario, where his brother lived. I moved there and lived with Cam's family. I worked during the day when Tony was in high school and then he would come and work at night until he graduated. And then, on my 25th birthday, we opened up the one in Penn Yan, and that was going to be mine, so Cam was running Geneva, his brother had the one in Ontario and I was running Penn Yan. Then Cam decided I should come back to Geneva because it was my home town, so I came to Geneva, Cam went to Penn Yan, and then Sam came on board...

S: And then I went to Penn Yan.

R: And I stayed in Geneva.

Is Cam still working?

R: Cam owns the franchise...this is the only one that we own. We bought the whole thing, building, the name, everything.

When did that happen?

R: 19...

S: 19...91.

R: Before that we franchised it, in 1987, from Cam, right?

S: 1988.

R: 1988 we franchised it from Cam, and then in 1991 we bought it outright. Now, since then he's never sold outright to anybody else, it's all under a franchise. So his brother has eastern New York, Cam has western New York. They're separate, but it's all under the same Cam's name.

And you decided not to change the name?

R: It was established. We always thought we'd change it to...Sam's Pizzarita, so we'd have both of us in there, but we kept it as Cam's. Actually, Cam never actually called it Cam's—it was New York Pizzeria, then Cam's New York Pizzeria, and now he's dropped the New York, it's just Cam's Pizzeria. But we've kept Cam's New York Pizzeria.

Have you been to the other Cam's Pizzerias since, and is the pizza the same in all the places?

R: It's the same recipe...you want to explain it? [Sam has a great smile on his face]. You can tell I'm the dominant one here...[laughs]

S: It's the same recipe, but...we pretty much kept it original. Where he's experimented, we haven't changed the flour, or the cheese, the pepperoni, the sauce. We'll have people go to different Cam's, and they'll say "How come it tastes different?" Can't really explain it other than the flour. [laughs]

R: And the water, and the ovens. All the ovens are different as well, and what temperature you cook it at. It's been the same here for 31 years, so why change it?

S: Right.

And you've been in this space for 31 years. How has downtown changed around you?

R: It's a lot safer than it was way back. You have to remember it was the 1980s, we had kids that would be out there doing the...what did they used to call that?

Moonwalk?

R: No...the breakdancing, they would go and get refrigerator boxes from Discount Appliances, put them out on the sidewalks and just...breakdance. And you had a lot of loitering and, I mean, it was fun stuff, but there was bad stuff too, and that's all changed. Bars, the cinema being closed down here, that was a big change for us because you had those matinees on the weekends and evening shows.

S: There's still kids hanging out but it's not...not like it used to be.

R: Downtown is a friendlier place, but we really miss the cinema being down here.

S: I'm not sure, but at least on this half of the block there's not as many families, full-fledged families, that live upstairs. We've never rented out our upstairs. Our main reason for that would be this would be their front yard and we're not...against them using their front yard, but if you've got people hanging out out there, blocking doorways and stuff. So we just kept

"Cam's is the go to—there are plenty of places to eat around town but what is better than walking in getting a greasy slice at any time—look at the photos on the wall, have some small talk, drink a super sugary soda. Places like this are staple to a home."



it and used it for ourselves but overall, I think there's less the actual families hanging out...

Over the years, as native Genevans, how has Geneva itself changed? You touched on downtown, but in a wider sense what have you noticed? Is it a healthier community than it was, or is it worse off?

R: I think we're better. I was on city council for four years and I represented downtown because I lived in the fifth ward. It was the hardest four years of my life. Thank God there are people out there that like politics. Not me. Doing that and then being on the Business Improvement District for years, I was really into a lot of meetings about downtown. And then it took me awhile afterwards, because I said 'I have to step back and just take care of the business.' Through the years I have seen downtown go from a scary place — people were afraid, it had a very bad reputation. Now, I don't see that at all. I really don't. I think it is a friendlier place. Less

vacant storefronts. There is a younger vibe to it now.

S: I think the whole city overall is more, how would you say it, diverse overall. It used to be all the minority and lower income would be downtown that way. But now everybody is spread out and mixed together, I think that is better. I'm sure there are still problems, but there are the neighborhood groups trying to work within each neighborhood to get things started. I think things have gotten better.

R: You know, you're all in it together. All the businesses downtown are all trying to make it and you're all fighting with the malls and you're all fighting with the big chains. You are all in it together, so you all appreciate it and everybody helps each other out downtown. It is like a big family down here. It is kind of nice.

I used to remember that Downy Flake used to be across the street. We'd be closing up at night — we used to be open until



2 o'clock every single night, and on Saturdays until 3 – and the woman at Downy Flake would come in early in the morning as we'd be closing up. We'd bring her over the leftover slices, and she'd give us the first batch of doughnuts that were not right. So we had a little trade-off. We'd get the nice hot fresh broken doughnuts and she'd get our leftover slices.

In the 31 years you've been running the pizzeria, what was the hardest period you went through?

R: End of the '80s beginning of the '90s.

S: Yeah, right around '90-91, we noticed things weren't going...actually it was part personal because our father was going through an ordeal so we weren't paying as much attention and...

R: He had cancer, he was sick...

S: It was that and for some reason things just weren't going well. So we made a deci-

sion, let's change the place. We shut down for what a month, five weeks? We gutted the place, rearranged everything, redid it, tried to make it more...efficient for us back there and we got rid of the juke box and pinball machines and changed the way we did things.

That was around the time you bought it, right?

R: Yeah, it was like a big change. We have pictures in here that we show. If you look on the "Memories" down there it shows the old pizzeria as compared to the new—like, there used to be a stage here. This used to be Christiansen Music. You had all the pegboards up here where he used to hang the instruments. So we took all that off, took the stage out, redid the whole front. We did the whole façade, it was all different. Back here we made it more user-friendly for us, put in an extra oven, because we needed that—we figured the faster we cooked the stuff, the more it would go out. We totally rehailed



it, and it was a big change. We made it our own.

Did that also involve change of staff, too? Did you hire new people?

S: Yeah, it was mostly new people

R: We had a turnover.

S: Some of them are still here.

In your 31 years here, how many people do you think you've employed?

R: Wow. Let me tell ya, it's hard. And Hobart, too. But yeah, over the years, who knows? There's been tons. This has been a lot of kids' first job. And don't ask me how many pizzas we've made, either. It's not like McDonald's. I couldn't tell you.

How many generations of Geneva high school kids?

S: I know of at least three, but there's probably more, where the people started here when they were in high school, and then we had their kids work for us while they were in high school.

Wow.

R: Yeah, we've had those second generations. And even the people that work here, that have been here, their kids have also worked here, before they've gone on. All of our nieces and nephews started here, and they have all gone on to college, and gone onto their own careers.

Anybody stayed in the pizza business?

S: Unfortunately, no. We had hopes for a couple, but they went on to ...

Is that something you worry about for the future of this place? Do you think about what'll happen eventually, and where it will go?

R: Yeah, all the time!

S: We wished it would stay in the family, but if we decided to get out, I don't think there's anybody in the family that would take over. We're hoping that somebody who has been with us might be able to continue it on.

R: Like another family business, because it's been a part of our family for so long, we would wish that one of the young people here now that have taken an interest might want it to be their family business. Keep it here. But who knows?

Are you guys thinking about leaving any time soon?

S: I've just gone down to part-time and that's mainly because I had too many things going on.

That's one of my questions, because being back there making pizzas over and over again, that must be hard on the body. I mean, i know you're out right now. So—how does that affect the body?

R: We alternate between surgeries, it's the truth. We actually take turns. In fact, this last time, we actually had to go to a neurologist, to see who won. Because we were both diagnosed with the same thing, and it was a matter of, who needs to have theirs done first? I went first, now he's going.

Specifically, what are the problems that 30 years of making pizza causes?

S: Well, you're on your feet all the time, so it affects your back, knees, hips, the arms. Her shoulder. My arms are starting up now. It really takes a toll on the

body. Of course, we've always been working managers, so we would do the lugging of supplies. We would never ask anybody to do anything that we wouldn't do, and we show that by example. So we've inflicted that upon ourselves a little bit, too. *[laughs]*

R:*[laughing]* Yeah, we never were smart. We didn't really delegate as much. It was almost like your own child: we were very hard to give it up. The only time we actually really gave it up a little was when his daughter graduated from Fredonia and she came in as a manager. Then, it was like, "Yeah, we've got family there at night." It was always usually me during the day, Sam at night. There was always an owner on the premises, always. And then we realized, you know, you've got to start delegating.

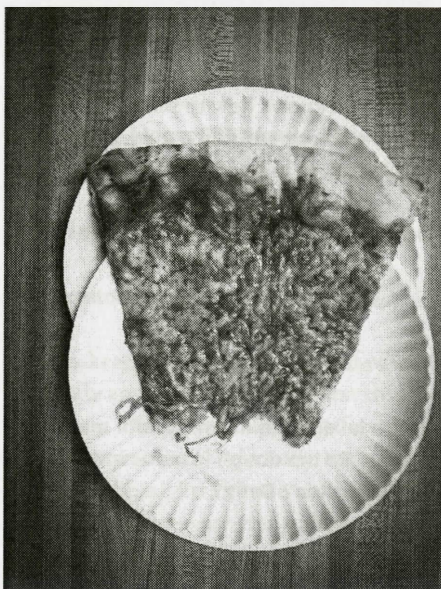
How many hours do you think you put in?

R: It fluctuates, but I'm still anywhere from 45 to 50. But there have been times when we've both had work to 60 or 70 hours a week. When people call in, or there's sickness, or you just have that time of year when everybody decides they're all going to leave, what are you going to do?

S: The past few of years I've cut back to about 30.

When I was in high school my first job was in a pizza restaurant, and I was in the kitchen, and I did everything but make the pizzas, because the owners refused to let anyone else make the pizzas, because it was a special recipe. Is that true here, or do you have to train someone to make the pizza?

"I've been living in Brooklyn for the past 2 years and no pizza is better. I just got back to Geneva today & I stopped at Cam's before going to see my grandma Dot...shh! don't tell!"



R: We train them. And if we don't train them, we let the people we have trained that we know what they're doing, we let them train them. But it's almost like, learn all the other jobs, and once you...

[An employee interrupts with the news that someone's relative needs to go to the emergency room.]

R: Excuse me. [to employee] Are you going to be okay? You want them to drive you? Do you want them to drive both of you? Are you sure?

Just another day at the pizzeria, huh?

S: Yeah, well. Part of it. You just figure everybody is family. But as far as pizzas go, to answer your question, I have a hard time giving that up. I can do everything in here, but that's where I am the most comfortable. I find I have a hard time training people. I can't slow down, can't tell people what to do. It's easier for me just to do it.

Are there certain things in the pizza-making process that you're very particular about?

S: Yeah, I like to have an even crust all the way through, and if you don't handle the dough the right way—you guys have probably experienced it when you've been in here—then it's really thin in the middle, then it gets thick, then thin again. I call it the spare tire pizza. Yeah, that's what hard for me, trying to show someone how to get it so it's even.

How long does it take to train someone to make a pizza?

S: It takes a little time. You can basically teach anybody how to do it in a few days, but to get it—I don't want to say perfect—but to get it to a point where they're good at it, and the speed is there, I'd say they'd have to be doing it continuously for about a month. I mean, there's times when you know you're going to be busy, like if you're covered for activities outside

like for Cruising Night, let's say, you've got to have somebody who's been here for years, and knows how to pick up the pace and be able to coordinate everything in their head, to keep orders going out.

Do you make the dough in-house?

S: Yes we do.

[Rita returns]

We're talking the mechanics of making pizzas. So the dough is made in-house. So how often? Daily?

R: Several times a day, depending on the day. Beginning of the week, not as much, because it's not as busy. But it's always freshly made, every day, sometimes four or five times a day.

How many people do you employ in a given day? How many employees do you have?

R: [gets a timesheet out, and counts] 26. Twenty-six employees on the books right now. On Fridays during dinner hour, at 5 o'clock there will be 10 people working inside and three drivers, so we have 13 people working on a shift.

What do you look for when you're hiring? You've got such a wide range of employees—you've got Alison who's been here for over 25 years, and then high school kids in their first job.

R: Trust me, it's hard.

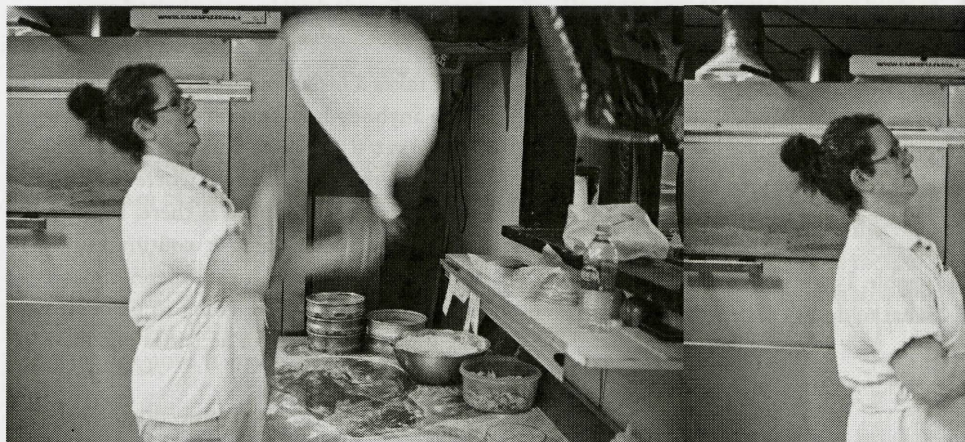
S: For me, I just don't base it on how I feel, I try and talk to them, see whether or not they'll be a fit. And if you have somebody who is fumbling around and stuff, just in the interview—

R: —can't look you in the eye when you're asking questions, then you know—

S: —you have to wonder, are they going to be handle being up front with a customer, how are they going to react to somebody. But then you have to also look: maybe they'll be a real good, hard worker. You can keep them in back. So I look for different things.

Are there different positions? People who work the front and the back, or does everybody do a little bit of everything?

R: We like everyone do to a little bit of everything, but it's also according to their age. If you're 18 you can do anything here, but if you're under 18, you're very limited.



You won't go anywhere near the fryers, we won't let you near the slicer. So we usually keep those as the counter/phone people. Maybe make a sub. Then you have the people who are very shy, and who don't want to do the phone or the counter, they would rather be cooks. So we usually keep those in the back.

S: Like I'm sure you've noticed, I'd rather be in the back than up front.

R: So would I! You know, I've been there, done it, seen it all. And that's another thing too that we added: the window so people would see us making the pizzas. If you're ever in here, and you see that there's a kid in here and Sammy and I are back there making pizzas, we'll be throwing it up in the air. It's not that we're showing off, we do it for the little kids, because they're like "woooooah!" And that's what we teach anyone who's been here for awhile: throw the dough, for the kids!

When I was growing up in Long Island, I remember really clearly going to the pizzeria to see Sam the Pizza Man. I still go "wow!"

R: But as far as specific jobs, there are some people that do come here and say, "I have pizza experience, I really like making

pizzas." But others, we would rather just train them from day one, our way.

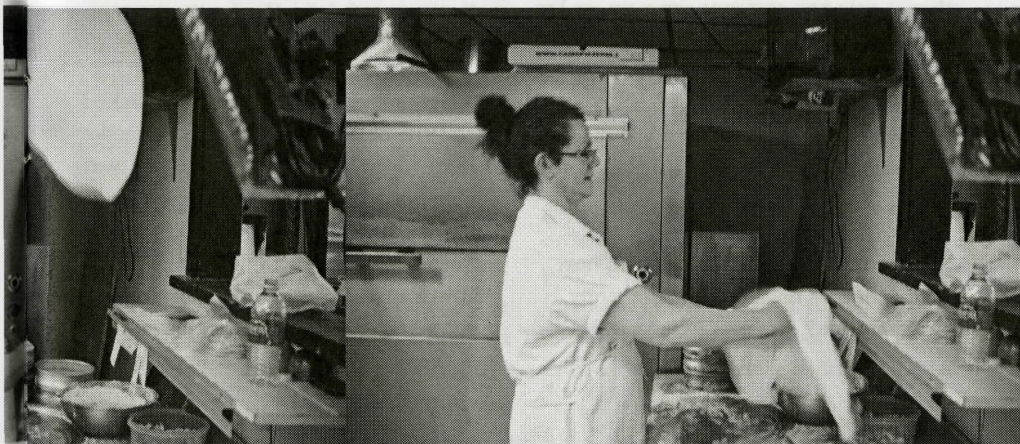
What's the biggest challenge of running the restaurant?

R: People.

The customers or the staff?

R: No, keeping the people, the staff. When anybody applies for a job, the first thing I do is say, "Okay, you're applying for a pizzeria, do you know when my busy times are? It's the nights, it's the weekends, it's the dinner hour—are you willing to work those hours? Because if you're not, why are you here?" Basically, just coming right out and saying it. "You're a young person don't you want to be out? You're going to be working those hours. I'm telling you right now, there is no day shift available, those are for the older people that have been here for years, and we do all the prep work." And then, it's either, "Yes, I want the job," or "No, I don't." So that's the hardest part, is getting the people to work the weekends.

How much turnover is there? In a month, say, how many people do you hire or have to let go, or they leave?



S: On a monthly basis, it's hard to say, but in the last year, we've had a lot of people come in, and a lot of people go out. In fact, we hired a manager, what, a year and a half?

R: Year and a half.

S: A year and a half ago, but last Saturday was his last day. He's going on to open his own pizzeria. Here you're grooming him to be a manager, to take over, and then you have to start over.

How often do you have to let people go?

R: We hire them on a three-week probationary period, and they know that up front. First week more or less you're shadowing somebody, a little hands-on; second week is all hands-on and somebody's shadowing you; third week, you're on it by yourself. And after the third week, we know if you're going to work out, and you're going to know if you like it enough to stay. So we always tell people right off the bat: "Three weeks, and then we'll sit down and go over it." And that usually works. And you see the warning signs when they start calling in, or they start coming in late, and you know, "I better start looking for someone else, because I know this one's on their way out. Either they're going to quit, not show up, or I'm going to ask them to leave." So, then you just know.

S: We've learned some hard lessons over the years, so we've become a little less tolerant.

We were talking about this earlier, how many couples have come together by working here?

R: We've had three couples. The first couple was Blanche and Tom. They are married with two kids now, but they met here. The next couple was Kelly and Carl. He was a driver, she worked inside. They're married and they just had their first child. And now Dave and Monica, they knew each other but they worked here and started dating each other. Now they've been together for four or five years. So we've had three couples.

What are your biggest regrets, either specifically in Cam's or in the larger, kind of career-wise?

S: I guess the biggest regret as far as business goes, I think we both regret that we were never able to expand our—I mean, Cam's has expanded—but not our little piece of Cam's. Not to say it's out of the question, but we've tried a few times.

You mean, to open other shops?

S: Yes. In fact, in Penn Yan, we were a week away from setting up a time to sign papers to buy it. It was supposed to be a turn-key thing. But I happened to pay a visit one day, and all the employees were gone. So, they said that was part of the deal, the employees would stay.

They had closed it in advance?

S: They never closed it, we just backed out of the deal. Because we had to make sure this kept running, because this was our source, this is our stable to keep if we wanted to expand. We tried grooming other people to be a manager here, so that we can move on. We'd just get to that point where we thought they were okay, and they'd just decide that it wasn't for

"Geneva punx likes cam pizza."



them. So we kind of just settled back and said, okay, let's just keep this going, and put everything into it. I think that's the only thing for me anyway, I regret: that we couldn't expand it.

R: Yeah. Personally-wise? Well, I went to college. Originally I was going to be a teacher, and then I just didn't think I should be a teacher. So I never did what I went to college for.

Which was Communications?

R: Well I went to school to be an English high school teacher, but I had so many credits for English I just got a B.A. in English. But meanwhile, what I really wanted to do was be Darren Stevens on *Bewitched*. I always wanted to write advertising. I wanted to write the slogans, and do all that kind of stuff. So I continued with Speech Communications. And then I got a minor in Public Relations, and I really wanted to go and be in the background of broadcasting, TV or radio or whatever. And then like I said, I bombed my very first interview, and I sat there with the director, and he says, "Okay," and

he took off his baseball cap and he says, "Sell it to me." "Uh, uh, uh," I choked. And I said, Well, I'm going to go do something else. And I always liked working with my hands, so I came here. But I regret... I don't know. Personally, both of us have had a lot of sacrifices. I mean, after 31 years, we get one week off a year. One week. And we work every weekend. And that one week we actually have to close so we can do it. We have to close the business for one week so that we can have a vacation.

What do you do in that week?

R: Let me just tell you, that one week? You closed on Sunday, but that doesn't mean you leave on Sunday night, because on Monday you've got to make sure everything is closed down. Then you don't come back to open up on Monday. You've got to come in on Saturday to get all your order in, you've got to start doing all your prep so that you can open on Monday. People say, "Oh you own your own business, you're your own boss." That has its drawbacks. You sacrifice a lot. A lot.



THIS IS A DRAMA FREE ZONE

Looking around, the photographs on the walls, the memories, the things you sponsor in schools. That must be great, the kind of community feedback that you get. Because you get so many people coming through here. Does that sustain you? Or is that just part of the job?

R: Are you kidding? We were excited that you guys even thought of us. I mean yeah, it's like a little pat on the back. When somebody notices something you've done, it's like a pat on the back. The best compliment we ever got was from a customer that said, "We love Cam's. They are accommodating." If you notice, we don't really advertise that much. We don't have coupons out there. Our only coupon is the kids, who have fundraisers. We have a schedule for the kids: like for the Geneva High School, for their drug-free party, they will sell their own coupons. We give it to them at a really big discount, but they have to make the coupons, sell the coupons. We sell it to them dirt-cheap, and the people turn them in. Whoever doesn't turn in their coupon, that money just went right to those kids, because we don't handle any of the money. The kids sell it. And there's different groups, whether it be the hockey team, the Boy Scouts, the Girl Scouts. Nothing overlaps, and that's it. So we don't compete with the kids trying to make money for their fundraisers. It's always for the kids. Even when the schools order, there's an automatic discount for the kids, because it's about the kids. It's our way of giving back. Because it is a kid-

based food, and it's our way of giving back and helping out. Like the teachers at the schools, if they want to have a party for the kids, they know they can come here and get a discount, because it's for them, and we do it for the fundraisers. And like you said: they're going to grow up on it, they're going to remember, and then their kids are going to grow up on it, so it's just a constant. That's our best advertising, I guess.

S: That's about all the advertising we do, is just to support programs. Somebody's having a dinner, we'll advertise that. As far as newspaper ... We did radio for a while, but that just fell through the cracks. And you know, it never hurt the business not having it, so why continue it?

The stereotypical pizza maker, pizza thrower is a guy. The guy tossing the pizza up in the air. How has it been, especially in the early years, being a woman?

R: I think there are more women here making pizzas. I was the first woman at Cam's. Hell, I was the first employee, so his first employee was a woman. Cathy makes pizzas, and she's been here for 23 years. She started making pizzas with Sammy in Penn Yan. We have more women here who make pizzas. My night manager Paula is a woman. She is following me, they call her 'Baby Rita.' And Cam has a couple of women who run his stores.

I know for the longest time you guys have the jug out there for Jeremy Lathey. What is the connection there?

R: He was dating Robin's daughter for a short time. They were good friends. When we would do festivals and set up outside to sell pizza, he would always help out. He came in almost every day for lunch. And when his accident happened, Sam and I said we would put a jug out there until he could come in and get his own slice. So it has been out there for four years.

Can you tell us a little bit about who your customers are? Is there a typical customer? What are the different kinds of clientele that you have?

R: *[Laughing]* You name it, they're in here.

S: It's everything. It's as diverse as Geneva is, with the population. You get them all.

R: It's the neighborhood. It's the people who live here. At any given time, you can have a tenant, a lawyer, a city official, a banker, a family, I mean, anybody. The schoolkids.

S: Maintenance workers, factory workers...

R: Yeah, they're all in here. You get them running in, and thank god the people that work here during the day know everybody's order. You could be at that front door, and we know what your order is, Cathy will probably have it in the oven, by the time you get to the counter, all she's got to do is take your money. And we know what day of the week certain people are going to be in. You have your regulars, and if they don't call, we get nervous and we call them. *[laughter]*

There have been a couple: two weeks they went without calling, and we asked their niece, "Is there something wrong with your uncle?" And she goes, "Yeah, he was in the hospital, how did you know?" Because he always orders, every Saturday afternoon he orders, and he hadn't been ordering. He's a special case, where he would just call and leave the money there, and my driver would have to go in and pick it up, because he was handicapped. But we were concerned, so...

S: We have a lot of people who, like she's saying, are just so regular. That's why I hated it when we had the computer. I'm not a techie-type person, so I hated the change. I would yell and scream at her all the time, because the computer doesn't show the name. I would be making pizzas on a Friday night, and I'd see all those orders in front of me, handwritten, and I'd see the name, and then I'd know so-and-so's got a thin pizza. And if it didn't say "thin" I'd make them call them up, because I just got so that ...

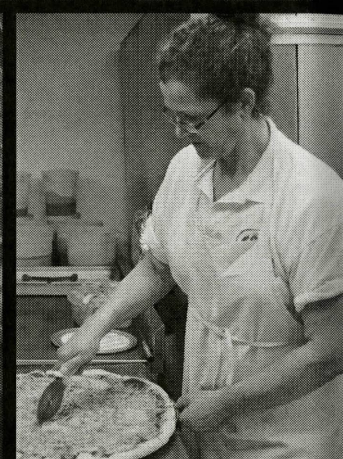
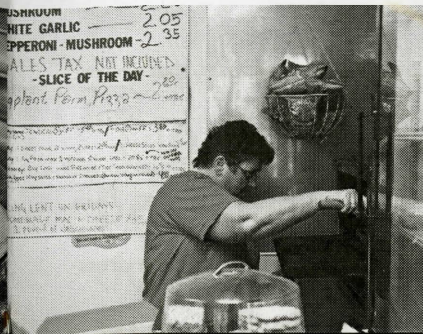
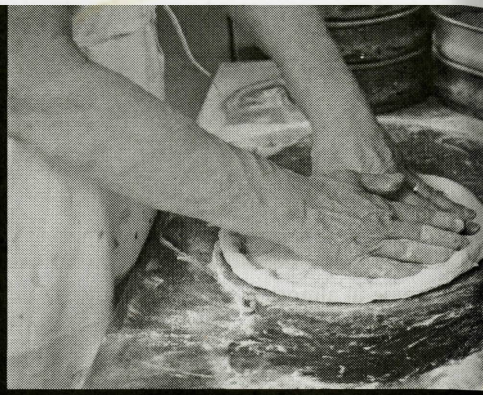
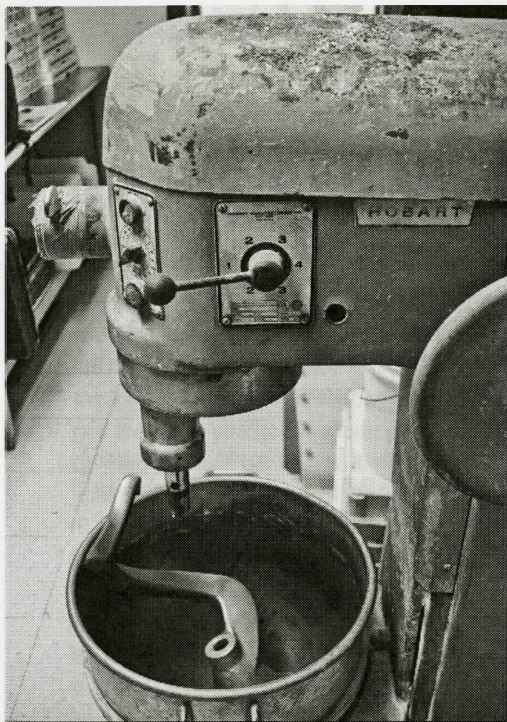
R: Now we're making orders, we don't know who they're for. So sometimes there's mistakes, because we know how they like their food.

Are people particular about their pizza?

S: Some people.

R: A lot of people that always eat slices, when they get a pizza, they're like, "hmm, this doesn't taste the same."

S: We had one customer, he has passed on, an older gentleman, and he would call, and the only person who could make his pizza was her *[points to Rita]*. It took a long time before he would trust me. She had to prove that she showed me how to make it, then he started letting me do it.



R: We'll tell people, if you want your pizza like the slices, whenever you order, just say you want it thin like the slices. And we'll just make it thinner, and cook it a little longer, because slices are reheated. That's the whole key, it's crunchy. Our dough will never be crispy, that's just the style of our dough. It's meant to be folded.

So the official way of eating your pizza is the fold?

R: It's supposed to be. That's the New York Style, hold all that grease in there. Because it is the cheese. Our cheese is the most expensive thing that we have here: it's ridiculous. But we've never changed it. Always been that top brand.

What's it called?

R: It's Grande, and it's out of Wisconsin.

S: And they regulate their cheese so much that they only have one supplier that has rights to an area. So we can get it out of Utica, but if somebody's carrying it in Rochester, they might not be able to deliver it to us.

R: But yeah, you're supposed to fold it, supposed to have the grease drip down your arms.

Do you observe some odd pizza-eating habits in the restaurant?

R: Oh, a few of them, I'm telling you. It's an art form out there with the slices. There's the napkins. People have got to get the napkins and blot the grease, am I right?

They blot the grease from the top of the pizza?

S: I know, that's the best part, that's where all the flavor is! [laughter]

R: Yep, they use like three napkins to get all the oil off the top of the slice. Then they put their spices on it. And then they get either a blue cheese or a ranch dressing and ... dip it in.

Whaaaaat??

R: You didn't hear about that? Oh my gosh, that started when people would always order pizza and wings, and they didn't eat the crusts of the pizza, and they realized, there's leftover blue cheese, or there's leftover wing sauce, and these leftover crusts to dip. And we make our own blue cheese. We have a lot of blue cheese cups we have to fill because of that. But now they're turning into ranch. The young kids like ranch better than blue cheese, for some reason.

Over 30 years, how have people's tastes changed? Have there been fads?

S: White garlic.

R: Yeah, white garlic.

S: It's caught on a lot.

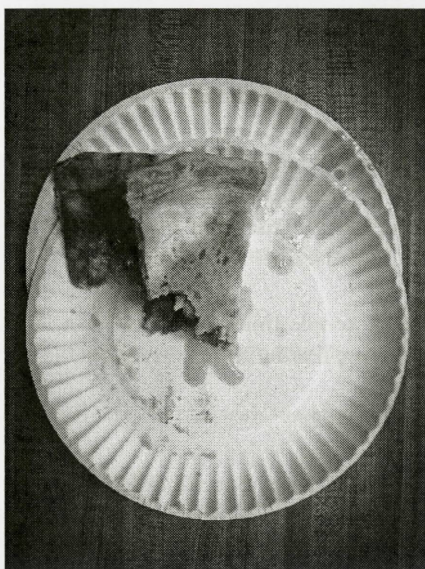
When did white garlic pizza start?

S: We had it all the time, but it wasn't a big seller.

R: What did not take off here in Geneva, which we didn't really promote, was the breakfast pizza. It's big with Cam in Rochester. In fact they open at 7 o'clock in the morning, because it's such a big thing with the offices and stuff, but we never...

And what ... I am scared to ask ... comes

"I love cams because the odor is with me all day... its a sense of being home."



on a breakfast pizza? Cornflakes? Oatmeal?

R: Oh no—you put butter on the dough—as a sauce. Then you put, if you want a veggie one, or bacon, ham, sausage, then you put the cheese on it, and then you scramble up the eggs and pour it on the top, and it bakes right on it, and it's sort of like an omelette, on a pizza, and it's really, really good!

S: Omelizza.

R: It's called omelizza, because it's like an omelette. But I make it a slice of the day once in a while. And people do order if they know we have it, but we've never really fully brought it in.

S: I couldn't make it from where I made it on the pizza peel: by the time I got to the oven, eggs dripping all over the place [laughter].

R: A lot of people are ordering chicken on pizza now. We've noticed the chicken. People love buffalo chicken, chicken parm pizza, or grilled chicken on pizza. Chicken

has really taken off. Not too many people ordering anchovies.

S: It used to just be pepperoni, pepperoni mushroom, but now it's.... I make the one where it's the cheeseburger and fries. There's a place in Phelps, I think, that advertised that: it was one of their better ones, too. We've put pasta on pizza.

R: Yes, we make spaghetti and meatball pizza. We were in Laguardia Airport, and I went to a little pizza thing in the airport, and it was ziti and meatball pizza, and I said, "Oh, I've gotta do this." And we brought it back here. We have it every time for the Musselman, because they like to carb up the runners. So we always have that for them.

Did the low-carb diet craze hit you at all? How do you deal with that?

R: Yeah, the sub sales dropped. The pizza didn't.

S: We sold a lot of thinner pizzas.

Are you always watching other pizzerias and getting ideas/inspiration?

R: Oh, yeah. My husband laughs at me: every time we go out, it's always to another pizzeria. I just want to see what's out there, you know? What's new?

S: A couple times a year call it a food fest—we'll order from everybody.

In Geneva?

R: In Geneva. But we order the same thing, and we order from us too, without them knowing it's for us.

S: Just to compare, and see what... Because when you get a large from one place, and a large from here. We've always said our pizzas are too big for the box. Well, okay, we're charging \$10, they're charging \$7. Put those two side-by-side, and see what your 7 is and see what your 10 is. So we do that ourselves, just to make sure.

R: Yeah, we'll order like a large ½ pepperoni, a whole Italian sub, and an order of wings. And then we'll compare the size, the quality, the price. But most of the time, if you get a pizza and you can shake the box and hear something moving, it's not ours. I think our medium is everybody's large. But we also have our extra-large, which is almost like our slice pie: it's huge.

S: I think it's funny when somebody calls and complains, "My pizza was folded over." And I'm like, "Well, it's probably because we made it too big... And you're complaining because..." [laughs]

R: You got more for your money!

Is it possible for you to enjoy someone else's pizza, or do you always think of your own.

S: I crave Pizza Hut once in a while.

R: And I always liked Alice's, because that's what we grew up on. Like, sometimes I'll make a shell of our dough, and bring it home, and I'll put the canned Don Pepino's sauce on it, and I'll put canned mushrooms on it, because that's what I grew up on. It wasn't the hand-tossed, it was a shell pizza. So I always want that flavor from my childhood. So every once in a while, like when we were closed for vacation, I wouldn't feel uncomfortable ordering it and having it delivered. I'm sure this is going to be a question, but if it's not, I'll give you a question about professional courtesy with the other pizzerias in town?

That was going to be a question.

S: Our mixer broke one night. Actually, somebody cleaned it and got it waterlogged, so it wouldn't start. [laughter]. So we called Mark's up, he said, sure. We brought all our stuff up there, used their mixer, brought it back here.

R: And I went up there the next day, to thank them, and made the chocolate chip cookies I make here to sell, and brought them all up there, and they were loving it. Whenever Rich, who runs Mark's, is downtown at the Post Office, we say Hi, and what's going on. We've always had open communication with Ciccino's, Consentino's—Uncle Joe's. Like when we're closed, and we tell you to hit the local people, and Consentinos are local.

S: They all live around the corner from me, so.

R: They live on the same street with Sam, and Sam's kids babysat for their kids. We've known each other: Louie will come in here, and we'll go in there. So yeah, we have no problem. I have no problem going into Uncle Joe's and sitting down, having dinner. I have no problem going into Nonna's. And they have no problem coming in here. Just professional courtesy. In fact, when I got married, Sam went over to Uncle Joe's to use their mixer to make the icing for my wedding cake. We have good relationships with everybody here. Geneva has all different kinds of pizzas, and there's a pizza for everybody's likes and dislikes. I just ask that you don't bring it into here!

S: And they do it!

R: And that's why we have that sign here. People cannot believe I have that sign there, but the kids just think it's one big food court, and that you can bring anything you want into here, because there's tables. So they'll bring in, like, Chinese and Mark's pizza. And then they'll say, well, we need a straw. And then they use your knives and your forks and your napkins, and use your bathroom, and they don't buy a single thing from us. So at some point, that cost is going to get put on to our customers, and we don't need to do that. So we're very polite about it: we'll say, you know, you bought it somewhere else, can you eat it there? But if there's a family, and the adults are having Chinese and the kids want pizza, I don't sell Chinese, you're welcome to bring it in. Just don't bring in pizza. That's all I ask. Don't bring in somebody else's pizza, it's kind of like a slap in the face.

What's your favorite kind of pizza, just cheese? Or ...

S: Extra pepperoni, extra sauce, extra cheese, and a lot of extra spices. I've got part of my family hooked on it, and they get mad when I'm not around and they can't have it.

R: I'm anchovies, sausage, onions...

S: [*whispers*] Anchovies! [*shudders*]

R: I love anchovies.

So, do you guys ever dream about pizzas?

R: Oh gosh, I've dreamt of pizzas going by on a conveyor belt, and I can't cut them fast enough. And it's usually after a Super Bowl Sunday, because it's just wild on Super Bowl Sunday. But yeah, I've had dreams.

S: Yeah, my wife laughs at this: I say "check the oven."

In the middle of the night?

R: [*laughing*] In the middle of the night, yeah.

S: Yeah. I used to do that with donuts too. I am a baker, so...

What's the funniest story that you can remember here?

S: I don't know, it's more gross than funny to me.

We'll take that.

S: It was back when we were open till 2 in the morning, 3 on the weekends, and two college students came in, they were real drunk. They ordered five slices, and they were sitting in that booth. You could see the kid sitting there, just bobbing and bobbing, and tipping. So I took the trash can over, put it next to him, I go, "Sure you're okay, you want to leave, go out and get some air?" "Nooooooo, I'm fiiiiine." And you see him bobbing and bobbing, and his friend is sitting across from him, just eating his pizza. All of a sudden, the guy just lets loose. I ran over, grabbed him, put his head in the trash can, but it went all over the pizza tray and the pizza. So I carried the guy out, set him outside, so he could get some air. I come back in, I go, "Here, let me get that tray and clear the table off." The kid goes, "Hold on," and picks up the slices and starts eating.

[All groan.]

S: I go, "You did not just do that." I mean, everybody else back there was laughing, and I was just like, you're kidding me. That was a highlight for me.

Yeah, that's hard to top. I don't know if you're going to want to publish that, though, because there are going to be people eating their pizza, and reading Geneva13 in here: that could be a dangerous comment.

S: There's been a lot. Especially the frat guys, during, what do they call it?

R: Rush.

S: Rush. They come in and order wings. They started this years ago. I think Sigma Chi started it. They would come in

ahead of time, tell us they were having the thing where they had to go through the bars. And they had to come here, and they wanted the wings as hot as we could make them. So naturally, I accommodate. But this stuff looks sick: I don't know how anybody could eat it. But they had to eat it and not have anything to drink, no napkins or anything. And in the wintertime is when they do it. One guy had a tray, his lips were burning so bad, he went out, got a pile of snow on the tray, brought it in and stuck his face in it to try and cool his lips down.

R: It was funny. We took pictures of that.

S: In fact, see that picture? Bottom left? See that guy with the red face? That's where they're doing it. I mean, they're dying.

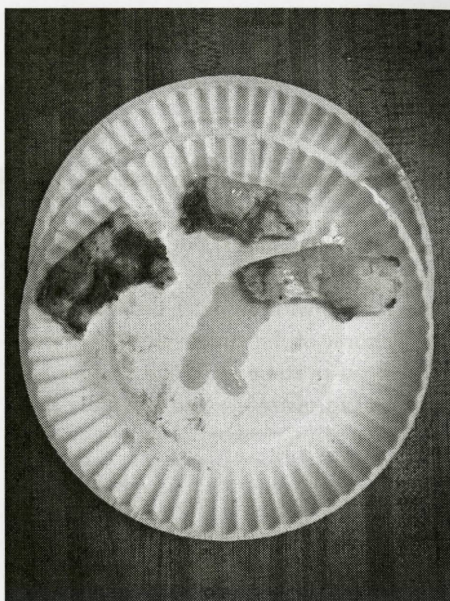
How often do you change those photos?

R: We used to do it all the time, but we just stopped.

S: It was something my daughter was doing when she worked here.

R: A lot of people come in now, and say, "Oh, look, that was when I was a little kid." In the "Memories" we tried to capture it all. We've had employees here that are gone now, that have passed away. We have Gym Class Heroes, Travis McCoy over there. He used to come in here all the time, he'd be mentoring at the Boys and Girls Club, and it was just like a way of life. Right before their very first tour, they were going to Japan, they came in for their final slices. He had Milo and all that. And they still come in! With Ra Ra Riot, and

"I've been coming to this place since I was a youngster playing hockey back in 88. I moved away for twenty years. This was...the place to come when I visited family. Every friend I introduced loved it. It's one of my most favorite memories of this town."



all. And Travis still comes in with all of his friends, and he buys for everybody in here, and always donates.

So yeah, over the years, we've had lots of laughs. The best is when Hobart has their alumni weekend and the alumni come back, and they still see Sam or I here? And it's funny, but after all the years, with all the employees we've had, all the people that have been here over the years? How can you remember everybody's name? But they'll come in and say, "We're class of '87." And we're [weakly] "Yeahhhh."

How has it been to be working together for 30 years? You grew up together and now you're slinging pizza together?

R: It is our biggest accomplishment. You want to hear the real story? [to Sam] Can I tell them?

S: [sighs] No. [chuckles]

R: I'm going to tell them anyway, because people say I have issues. I'm going to tell you what my issue is. I was born on St Patrick's Day in 1958. My first birthday? He was there. He is only 11 months and two days younger than me. So on my first birthday, when I'm supposed to be the center of attention, we had a one-month old baby taking away my attention. [laughter] We've been to high school together, everything together. His wife was my friend in high school.

S: OK, before you go on. The reason I was there was because our parents just weren't happy with the product they had. [laughter]

R: We've always been very close. In my opinion, our best accomplishment is that we have remained family and have been together for as many hours a day that you have to work together.

S: We've had our moments.

R: Oh yeah! Like anybody would, but for the most part we are brother and sister first and partners second.

Are there other brothers or sisters?

R: There are six of us. Boy, girl, boy, girl, boy, girl. I'm smack-dab in the middle, that I share with an older brother. I am the epitome of the middle child. He's the baby brother, so he got it bad because he has two older brothers and two older sisters.

S: I always got beat up. [laughter] Or scratched up. I still get it [laughter]

Are the other four in the pizza business at all?

R: They all do their own thing.

S: Actually two of our brothers are partners. They have their own jobs: one does the paperwork, the other one is the major project person.

What is your favorite part about owning a pizzeria, if you had to say one thing?

R: One thing? For me it is like I always have a big kitchen at my disposal. I don't even bake at home anymore. I just come down here and do my baking. For holidays or weddings or whatever, I got that big oven and I just do all the cookies at once. Or if we had graduation parties in the family. The family always knew they could count on the pizzeria. Whether it be for the food, the money that you needed, or anything. This always took care of our family. We have a big family and all our brothers and sisters stayed in Geneva and raised their families here, so there are multitudes of Crisantis in this

town. [turns to Sam] Did I take yours? You just like to have your pizza whenever you want it. [laughs]

S: Actually for me, it is the little kids. I just like playing with them. They'll be sitting there and I'll be making dough and playing peek-a-boo with them. Or I'll come out here and mess with them. Or call them back there and have them help me.

R: He is good about that. He'll invite the kids to come over here and help make a pizza. Just tell me what goes on it next. The kids think they made it.

S: Especially if it is for them.

R: I mean, we can talk forever about our pizzeria, it's like our life. It is. It is our life.

★

The Swansons

k-d-

i just changed my
Facebook status to support
the victims of Japan's
tsunami.

yeah, whatever.



Well, i think it is important to
show victims of natural disasters
that we care.

By changing your
stupid Facebook status?



Well, what are
you doing?

Nothing. This
is God's pay-
back for
Pearl Harbor.

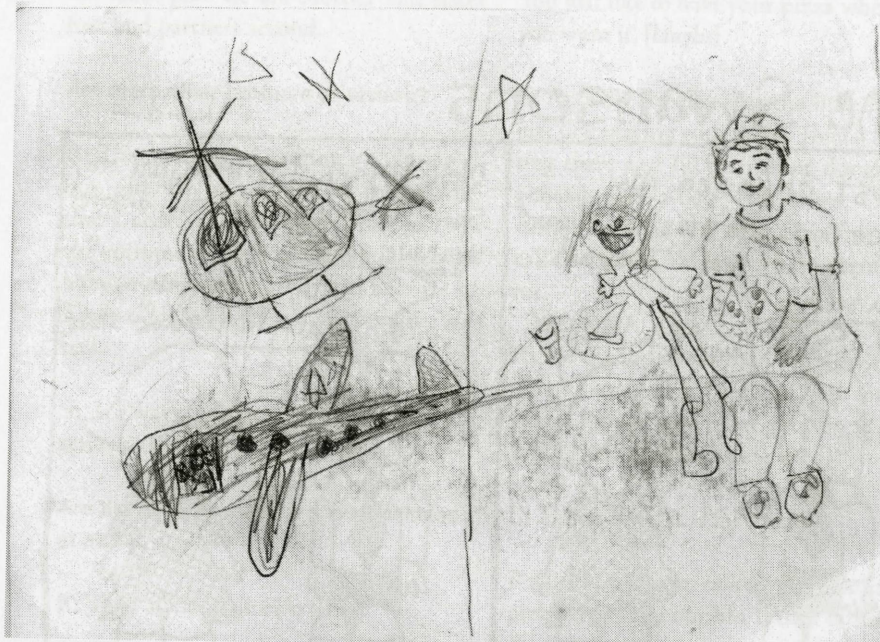


You scare me.

1

Oh shut up,
and go watch
more of your
disaster porn.





Please help us with

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Here are some questions to get you thinking (answer all or none, be creative):

What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What's your favorite Cam's memory? What do you love about the place? How does Cam's represent Geneva? Fee free to write more on the back (or draw). Also, you can sign your name or be anonymous.

Please place a drop of pizza oil above and put this card in the box on the counter.

⑤ A food.
④ perfection..

Having
⑤ pizza

④ Giving my little girls "pizza bones" (crusts) to trethe on.

Anna

⑤ Because I eat it a lot
④ A sweet, salty, sour bitter. It's got it all. plus it has a handle.

⑤ It was so much pizza

④ Its democratic appeal...

SKRM The words "few slices are ready."

⑤ It makes me feel good

④ It builds my waistline

⑤ It says "hello!"

④ It proves we have what NYC has, too perfect slice

sweet violets

From high atop his regular stool at his usual fusty bar,
he scanned the scenic view of mediocrity
and took his time to settle
on his latest midnight pleasure.

She peered through strands of golden flax
and caught his pensive stare.
A whisper of a curtsy
was his invitation home...

The melancholy gaze of his delicate strumpet
gave him solace when it changed to desperate hope
as the shreds of the moment he spent in her company
rained into her ruby rug.

(ann pettit)

Well, what usually happens is it starts on the phone when out of habit a person taking the order will say, "OK, well it should be there in about 40, 45 minutes," so they think they've got all this time. And if I'm quick and so is the person making the food, I'm apt to show up as much as 25 minutes early depending on what it is. So if they've figured into their plan that they've got time to walk over to the wherever to hit the ATM, I can arrive and A) find nobody home, or B) find somebody home that didn't even know anybody had ordered food, much less have the money for it, or C) know the food is coming but can only tell me I'm going to have to wait until so and so gets back.

And then you just have to sit and wait?

Well, it depends on whether I have other orders that are near enough where it makes sense to leave and come back. It's something you just deal with.

And how do customers normally treat you?

Well, they love our food so they're always very happy to see me. *[laughs]*

That's a good answer. Do people often get frustrated in terms of you either coming too early or too late?



Not so much. I think most of them who've been customers for awhile understand that the food is well worth the wait. They also understand that, I'm assuming they understand, that during the day there are people with scheduled lunch breaks at their job and we have to make sure they get it when they have a chance to eat it. So if we know somebody's at home with a little time on their hands, we're going to have to accommodate them after those other people. And they're pretty cool as a rule.

Did you use to deliver at night, or you've always done the day?

Well, when I first started there would be occasions that would arise, somebody called and said they were going to be an hour late for some reason. I learned in a hurry, especially in the cold weather when it gets dark and the steam from the hot food is clouding up the windows, that it wasn't any fun at all *[laughs]* to be wandering around looking for what would turn out, for example, to be an even numbered house on what should be the odd side of the street. And believe me, there are places like that in this city. *[laughs]* I've found them all. But that hasn't happened in quite a long time. *[Pulls back in front of Cams to pick up next delivery]*.

**[Back in the car for the next delivery]
Your car must kind of function as your office then?**

Oh, yeah.

Does it smell like pizza all the time?

Except when it smells like wings! *[laughter]*

You must have put massive amounts of miles on it.

Well, the Malibu has over 161,000 miles on it right now.

How many cars have you gone through in this job?

Five I think.

Wow.

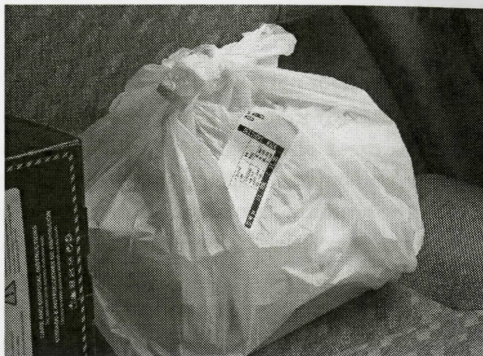
Well, let's put it this way, some have lasted longer than others.

What have the challenges been delivering pizzas over the years?

Oh, well, weather is one of those things that can really mess thing up. I'm not a hat person so when it starts raining, I've got an umbrella. And I've found the perfect answer to getting in and out of the car with an umbrella, get the kind that you can automatically push up and push down. It's only a one-hand operation, so you can still carry the food. *[laughs]*

But have there been many cases of slipping on the ice and dropping a pizza?

Some. Actually I slipped on the ice and really did some damage to myself because I didn't drop the pizza. I was trying so hard to keep it level and in the air that it really wrenched something in my shoulder blades, which the simple act of holding the change bag in front of me to make somebody's change felt like torture. But, I don't know. I can't really complain about the physical aspects of this job because it's like a free workout. I don't have to do any extra exercise or pay a gym membership. I'm going all the time. And sometimes it's



like a diet: I've got a car full of food and I'm not getting a chance to eat. *[laughs]*

Do you eat a lot of pizza though?

No, not as much as I used to. In the beginning I was, "Wow, great, I've got access to this pizza all the time. Isn't that wonderful?" But the novelty wears off and you start to realize, oh yeah, it's white flour. Our cheese is white milk mozzarella. So, you can't get away with that for very long.

So you've been doing this for what, almost 25 years now?

It's 25 years on the 26th of October.

Do you have any funny stories about being chased by dogs or things like that?

No, I've never been chased by dogs. The most interesting stories you probably don't want to print.

Like what?

Back in the day it used to be a lot easier to just enter the dorms and frat houses and whatever. Wherever we need to go up to their rooms, there were times when they weren't exactly dressed for my arrival but I don't think we need to tell that story.

Does that happen often, people come

to the door not particularly prepared for your visit?

Well sometimes you'll catch somebody who's running from the shower covered with towels and bathrobes. Again, it's because they were informed that I'd be there in 40 or 45 minutes, and I show up in 15 or 20. Oops, sorry. They "lied" to you. I'm here now. [laughs] [Pulls up in front of the apartment] This has been a rather dull delivery day but it just got more interesting. I left my change bag back at the restaurant.

Oh, no.

Still, you know what? This order is only 10 minutes old. So they are not even going to know I'm late because of one thing. If I go to the door and find out that I don't need change, fine. But if I do, then it gets too complicated. [Turns Rita's car around and starts back to Cams] We're just going to get it. If I were in my car I'd have my purse, I could probably come up the change. But not today because we're going to take this dull and boring day and turn it into something much more challenging. [laughs] Because for all I know, there could be a bunch of new orders stacking up behind this little glitch.

Does that happen often that you'll forget something, like half the order or some bags?

Sometimes it's a soda or I will grab the wrong soda. Or somebody will tell me an order is done when it is not. See, we do something in the day that they don't do at night. We used to do it for everybody and now it's mainly something that I demand because I'm used to it and I think it really makes the job easier. And they're all say-

ing well, if you got glasses you wouldn't care. [laughs] We've switched to the computer so the food has these little bitty labels. Now, if I've got a car full of food and I have to peer inside these dark hot bags and read the tiny little info on these tiny little labels, it takes me a lot longer, where the code that we use with a big magic marker...say there's an order that's multiple parts. So you've got a plastic bag or two full of stuff, you've got a pizza box, or two or three full of stuff, and they all get coded. Those preparing the food talk amongst themselves and decide what the code will be.

It's usually the pizza person who marks these things and then passes the information on to whoever is working the sub station and fryers. So say I've got a five part order, they'll pick A for somebody's name on the order, or G for Geneva Hospital. Anyway, at a glance, because it's this BIG now and it's bright red, I don't have to think hard. I know that the 3A is not the same thing as the 3L because it's all right there, big, bold and in my face, and it really speeds things up. I think they must go nuts at night.

But see, the problem is we've had night people that start their shifts early some days, instead of starting at five they'll start at three or four. So I'll have an hour or two wondering if the person who's working the fryer station, when they tell me that the order is ready, if they're actually accurate because they haven't had a discussion with somebody making a pizza for that order because at night they don't bother with that. They just rely on the computer-generated stickers.

So I think probably at night it happens to them a lot more because they don't

use this system. Most of the night people have come along since we got on the computer. It's been, I don't know, maybe two years now. You'd have to ask somebody who's more certain. I lose track of time. But for myself, I would insist on it always for everybody because I think it makes a big difference. Somebody says, "You're order's up," and away you go, and sometimes if it's busy you just can't get into that computer. And there's more drivers on in the evenings, so you're trying to get on the computer, you're trying to get your hands on the hot bag you need, you're trying to decide who's going where with what. Room for errors!

So I know if it were me, I wouldn't always have time to fully read the printouts from the computer. And you know what, this car is bigger than mine. [laughs] Doesn't turn on a dime.

So are there certain deliveries you like doing more than others?

Well, yeah, the lighter ones. [laughter] It's like everything else, there are some people you just have a rapport with and it's always a good time. Some people it's all about just getting their food in the door, and they'll be polite and that'll be that but there won't be any exchange of pleasantries or, "How was your whatever last weekend?" or any of that. So, some are more personal, some are less so [Runs into Cams to get change bag and quickly returns].

So we were talking about the car earlier as your traveling office. Have you had problems with ever getting a speeding ticket, or a parking ticket, or any fender benders, anything like that?

Well, I get warnings more than I get tickets. And I have a saying, I don't hit things, things hit me. [laughter] Yeah, I can remember once a guy backing out of one of those diagonal parking spaces hit my car. If you're on the wrong side of a van or a truck, you can't see what's coming. So I've adapted to that pretty well. I figure out which store window to find the reflection in. So it's not been a big problem for me overall.

Do you dream about pizza?

Pardon me?

Do you dream about pizzas and delivering pizzas?

Not at all. That's one of the reasons I'm still at this job. It's like, you don't take your work home with you unless it's a hunger issue.

That's amazing that you're not dreaming about, oh, I've got to go down to so and so place.

No, it's really not about that at all. Most of the time I will have NPR on, one station or another, so my mind will be occupied with something up here [points to her head] and pizza's down here [points to the seat and laughs]

In an average day, do you think you spend more time in the car with the orders than waiting in Cam's, or it's about 50/50?

No, there are some days I cannot get to my side work. I'm supposed to do the slicing of whatever needs to be sliced, whether it's shredding the lettuce on the slicer or doing the deli meats or what have you.

Sometimes I have to rely on the people in the kitchen to get around to that and fit it in because it isn't as if I can plug the slicer into my cigarette lighter and do that while I'm driving. And I almost never get to the sink to wash dishes, although today, I will probably have to do some of that. [Pulls up to the apartment again] Does this look familiar?

It does.

[*Laughing*] Well, let's see here. No idea how her clock is set. In my car it's 25, 26 minutes fast. [*laughing*] I'm notoriously tardy.

That's not a good characteristic to have for a delivery person. [*laughter*]

Well, I'm not tardy once I get to work [Gets out to deliver pizza and returns].

Did they need change?

[*Whispering*] No. Figures!

So how has Geneva changed in your 25 years of delivering pizza? You must have seen a lot of things come and go and changes over the years.

Well, I've watched them resurface a lot of streets. I have to say, I think we need a "buy five cars, get one free" program [*laughs*] I'm sure hitting all these various and sundry lumps, bumps, potholes, etc., have sent me to the garage enough times where if there were a car fairy, I'd like to wake up some morning and find one in my driveway with a big bow on it. But I don't know, I'm not from Geneva so I didn't have any knowledge of what it was like here really. I don't know that it's really much different. When I was living in Auburn, and renting my house in Water-

loo, and working here in Geneva, I was in three counties everyday. [*laughs*] People said, "Well, why are you still doing that job and commuting from Auburn?" Well, it's a job I enjoy because I'm more about what I don't like in a job than [*laughing*] what I do like in a job. I don't like boredom and I don't like being cooped up. And then I had my rental property and I figured if I was lured back in this direction everyday, I could keep an eye on it. And if a tenant called me in Geneva at work and said they had an issue, I could easily stop on my way back in the other direction.

You asked me a question, how has it changed, and I've never even given it any thought. It's like your parents would go away on a trip for a week, and they'd come back and say, "My, how you've grown." And we didn't grow any faster than we would ordinarily but when you see something everyday, it's like a wallpaper, it's like a screensaver. I may not remember all the names, but almost all the faces are familiar. It's a great town for smiles.

What's your favorite thing about the job?

Keeping stimulated. On a busy day, the orders come in in a certain order, and some of them will be pre orders, some of them demand a certain time or a certain window, and then other ones have to be fit in. So it's the combination of getting timing right and the logistics of what else can you do in the minutes you have left in between. Somebody did a study of London cab drivers to see if their jobs kept their brains active enough where they saw a lower incidence of Alzheimer's, and they decided that it did. So, I figure I'm not a cab driver but I'm doing a lot of the same processes. So, [*whispering*] let's hope that works. ★

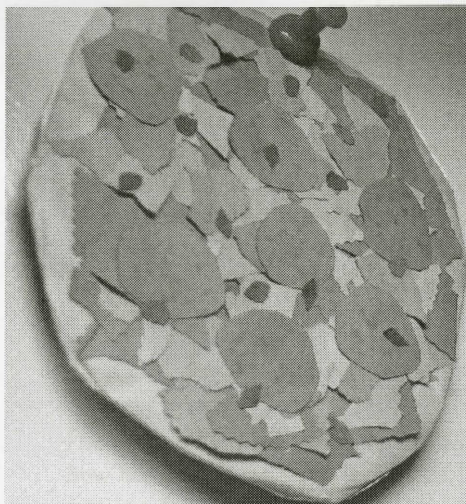
a request

Endlessness of solitude,
stay a whisper's breadth away.
Linger there in quiet

while I keep watch by his side
and still the moment.

Then, when lightness befalls him
and time escapes him,
I will go with you.

(ann pettit)



cam's memories

kathy collins

Cam's New York Pizzeria was truly a one of a kind place to work. With a cheerful staff and passionate owners, it is truly one of the best run and most friendly places in Geneva. I was very glad to be able to be part of the business as a delivery driver.

Growing up in Geneva, I didn't necessarily see all parts of town and meet all different kinds of people. However, delivering pizza, I saw whole parts of Geneva that I didn't know existed, and was greeted by faces I have never seen.

I was terribly nervous to start this job because I was afraid I was going to get lost. So I immediately got a GPS to make sure I got where I had to go as quickly as I could. Yup, I have lived here 24 years and I used the GPS for the year and a half I worked there. My friends who worked with me always made fun of me but I always said better safe than sorry.

My second day on the job, my car began to overheat. I kept calling my dad in a horrible panic, "Well, I mean the thermometer keeps going up and down. Do you think it's because the dashboard is

broken? Do you think the car is going to blow up? I have pizza I have to get places!!!!" "Kathy," he said "I wouldn't worry about it." It was a nerve-wracking shift that landed me in Sheridan Park, my car in smoke. I was certain I would be fired. Of course, it was something for us all to laugh at, especially at my paranoia. I was able to borrow a car to finish my shift.

My second week on the job; I locked my keys IN the car at Seneca Foods. Again I was certain I would get fired, but was welcomed back to the store with laughter.

I really enjoyed delivering to houses where there were kids. They would be so excited. "The pizza man is here. The pizza man is here!!!" And their mother or father would say "Honey, shhhh that's a girl." I also had a 7 year old insist that he could sign his mother's credit card slip. It was very hard to let him down on that.

Overall I had a great experience at Cam's, and would work for them again anytime. I got to know Geneva in a whole new light! ★

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geneva13 #15 the pizza issue

Geneva is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):

What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What's your favorite *Cosmo's* memory? What do you love about the place? How does *Cosmo's* represent Geneva? Feel free to write more on the back (or draw). Also, you can sign your name or be anonymous.

Ever since I can remember, Cami's has always been a great place to sit down and enjoy quality pizza. To me, they have no competition. Cami's is the best!!

Please help us win
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Genova it is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Genova, like all our other stories)? We want your views on the place, the pie, the people.

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What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What's your favorite Cam's memory? What do you love about the place? How does Cam's represent Geneva? Feel free to write more on the back (or draw). Also, you can sign your name or be anonymous.

The chocolate brownies had to many good memories to pick a favorite. The pizza melts in your mouth, the people are fun to be around. which I think are always or come think of as good. Macadamia Pies

Please help us win
Geneva13 #15 the pizza issue

Geneva is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

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1) I heard about Corin in a gym class hours ago
I heard about Corin here as well.

2) Kevin P. is the person I met.

3) Corin saved my life.

Geneva13 #15 the pizza issue

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Pizza is... Cam's!! plain + simple. No other pizza plc. tops.
Cam's NY of Geneva!

to good because it's thin, crunchy, the sauce is perfect
not too thick, not too sweet, not too much that it
clings slides off sauce will like another place I know!

Please help us with
Geneva 13 #15 the pizza issue

Groenev 33 is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):

What is *piena*, really? Why is it so good? What rule does Vitamin P play in your life? What's your favorite Cam's memory? What do you love about the place? How does Cam's represent General? For free to write more on the back (or draw). Also, you can sign your name or be anonymous.



Geneva13 #15 the pizza issue

Geneva 13 is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):

What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What's your favorite Cam's memory? What do you love about the place? How does Cam's represent Geneva? Feel free to write more on the back (or draw). Also, you can sign your name or be anonymous.

The slices are HUGE
Genera HUGE!

Geneva13 #15 the pizza issue

Geneva is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):

What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What's your favorite Cam's memory? What do you love about the place? How does Cam's represent Genent? Feel free to write more on the back (or draw). Also, you can sign your name or be anonymous.



if I could be pregnant
with cam's I would be

Geneva13 #15 the pizza issue

Geneva is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):
 What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What
 is your favorite Com's memory? What do you love about the place? How does Com's represent
 Geneva? Feel free to write more on the back (or draw). Also, you can sign your name or be
 anonymous.

Camus is so great I have to make up a word to describe it. That word is scripturalescent!

Please help us with:

Senava 13 #15 the pizza issue

Geneva is doing its next issue on pizza. The food. The institution. The way of life. And nothing says pizza in G-town like Cam's. Can you help us build our story about Cam's (which is really the story of Geneva, like all our other stories)? We want your views on the place, the pie, the people.

Here are some questions to get you thinking (answer all or none, be creative):

What is pizza, really? Why is it so good? What role does Vitamin P play in your life? What was your favorite Cain's memory? What do you love about the place? How does Cain's represent General? Feel free to write more on the back (or draw). Also, you can sign your name or be

you know you have a great place & great people when you have had a business be in business for over 25 years! Great Job

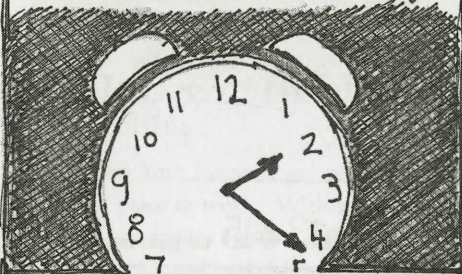
Q. 74. Ex. 12.

tales of glee

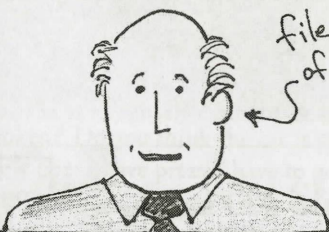
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3/11

I decided that whoever invented DAYLIGHT Savings TIME was evil and deserved a serious Wedgie.

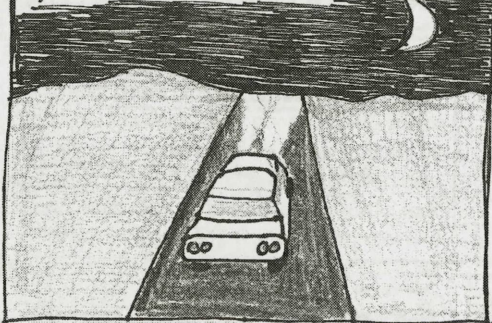


So I went online and found out his name is Phil and he lives in Salt Lake City.

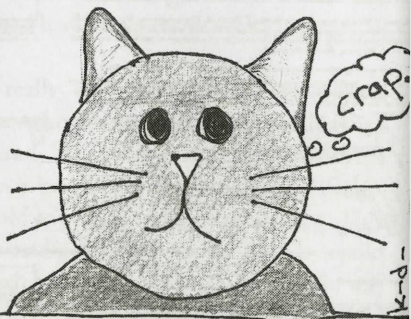


file photo of phil.

So I put on a pair of adult diapers and drove straight through the night in order to surprise Phil at home.



But the line for delivering wedgies was too long. So I just lobbed my diaper at his cat.



PUNKATRONOMY, THE CITY OF GENEVA, AND
THE FINGER LAKES INSTITUTE PRESENT

the
second
Friday

(monthly)

STAR PARTY



at Geneva's Pocket Parks

Every second Friday of the month, come spend a little time under the night and learn about your universe, guided by local amateur astronomers. This spring and summer we'll be moving the star party around to different pocket parks in Geneva so everyone has a chance. For the Spring/Summer schedule of star parties and locations, see www.punkastronomy.com

Every Second Friday of the Month
free and open to the public
skies permitting

details and weather updates at
www.punkastronomy.com



(photo by annie greenwood)

i've seen dynamite on the street

matt werts

Just a few wordy suggestions this time out, a couple favorites from last year and a couple new things that I'm obsessing over. I don't know what it means that my obsessions are: soft French stuff, pagan-symbolized Danish hardcore, raw goofballs covering sugary pop-rock, and nearly impenetrable spoken word with space noise attached. I've also been listening to Chico Hamilton's *El Exigente* (CRAZY STUFF), Miles Davis' *Nefertiti*, and an LP of Modern Lovers demos. Oh and the new Chain and the Gang LP, the new Silk Flowers LP, the Metal Fingers *Special Herbs Box Set* (on vinyl!), Earth's *Angels of Darkness*, *Demons of Light 1*, the *Atlantic Rhythm and Blues: 1947-1974* box set, and a *50 Great Country Stars* box set (from the early 60s!). I'm just barfing up a playlist here, but seriously, when people ask me what kind of music I listen to, I have no idea what to say. Does anyone? Anyway, more rambling:

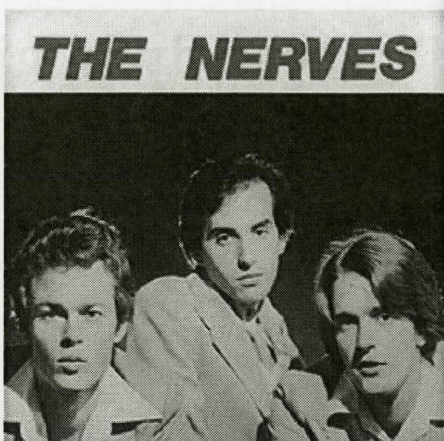
Jane Birkin - *Di Doo Dah* (Light In The Attic)

This was my favorite record of 2010 -- a subtle French pop record by the actress/musician Jane Birkin, originally released in Europe in 1973 and finally made available in North America last year via the fantastic Light In The Attic label. It's important to give Jean-Claude Vannier and Serge Gainsbourg due credit for the arrangements, song-writing, and production, for the soft grooves and orchestral swells and folkie guitars. But the record truly belongs to Birkin. She sings like she's singing to herself, just walking down the street, stopping at a market to pick up vegetables. Often she seems to *breathe* as much as sing. When she says the word "BANG" in "Kawasaki", she says it like "BONG", all breath, just a brief gust of air. And she says it at the end of lines like "I'm part of a suburban gang/it's motto is bang!" and "I have on my tongue/the taste of risk and blood/and my heart goes/bang!" (thank you LITA, for including translated English lyrics). She's ballsy and fun over music that's charming and sweet, music that's Nick Drake-ish at times, and then like a Faces record turned down low at others. It's an understated rebel sound. She dances next to a pinball machine, drinks cokes, races her motorcycle at 200 miles an hour, blows up condoms into balloons, dreams of hitching rides with anonymous truckers ("the big-armed brutes/those gorillas don't scare me"), seduces men on a Banana Boat. There's casual vulgarity and sexuality, and confusion and playfulness, and malaise. Between the moments when she reads quietly on the subway or looks through old photos, wondering, or half-lamenting that she has the "mannerisms of a tomboy", she has her head held high and she's up for anything.

Under The Covers, Vol. 2: A Tribute to Paul Collins, Peter Case, and Jack Lee (Volar)

The short-hand title for this record is the "Nerves Tribute Comp", although it's a bit more than that. It's 18 bands covering the songs of Paul Collins, Peter Case, and Jack Lee, best known as members of the mid-70s power-pop greats The Nerves, and later bands like The Breakaways, The Beat, and The Plimsouls. You know that Blondie song "Hanging On The Telephone"? That's a Nerves song. But you don't even need to

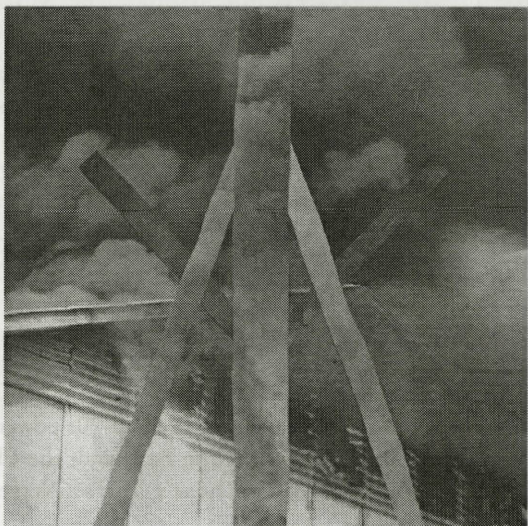
know all that. This is one of those no-brainer awesome compilations that just rules from start to finish. Every song is short, fun, and CATCHY CATCHY CATCHY. Among the many highlights: Personal & The Pizzas doing the gently positive "Any Day Now" (is it just me or are they only getting better??); Audacity and Ratas Del Vaticano's raucous versions of "Why Am I Lonely" and "Are You Famous", respectively; Davila 666's all-Spanish "Hanging..."; White Fence's spacey take on "Gimme Some Time" (White Fence's new LP --



the groovy, incoherent, quasi-religious *Is Growing Faith* -- is also worth a listen). Le Face turns "Paper Dolls" into a creepy, sinister Cramps-esque freakout -- not bad for a song that, in its original form, sounds a little like the Friends theme song. If you're wary of buying a record full of lesser-known and lesser-known garage punks, I guess that's understandable. The worst that could happen, though, is you'll have these songs stuck in your head forever (did I mention it's insanely CATCHY?).

Ice Age - *New Brigade* (Escho)

If you were looking in the right places, you may have seen the video for the title track from *New Brigade*. It includes switchblades, fire, mock pagan rituals, nature, pink smoke, a spiral staircase in a garden, bong hits through hood-masks, and the band performing in a dingy room. It's like an Odd Future video aimed at obscure black metal tape hunters and Boyd Rice fans. But what I keep thinking about Ice Age is that maybe they're this generation's Lifetime or Husker Du -- unexpected melodic punkers rooted in much harsher sounds. Is this a new *Hello Bastards* or *Metal Circus*? Looking at the layout and lyric booklet, you might expect a Total Abuse thing, raging dirt-core with severe unrelenting psych issues for about 25 minutes. Which would be fine, but there's something else going on here, and it's way more accessible. The guitars can be clanky and noisy, but the songs can be anthemic and fresh and (I feel like I've used this word too many times in this column) CATCHY. It's ragged and crafted, downbeat and cryptic lyri-



cally and hard not to listen to on repeat. And these dudes are only like 17. Also, right now you may have to pay import prices (Escho Records, like Ice Age, operates out of Denmark), but a stateside release from Dais Records should be available shortly.

Jet Fueled Horses - *Dead Astronauts* (Zeitgeists)

Max G. Morton has been on a tear lately. The author of *Indestructible Wolves of the Apocalypse Junkyard* and *Looking For The Magic* has been releasing a seemingly endless stream of short-fiction/memoir zines and downloadable mixtapes in the past year (not to mention his noise tape collaboration with Jason Wood, released under the name Trampling The Cross Underfoot), all of them excellent and mind-expanding. Now there's Jet Fueled Horses, a collaboration with F. Sean Martin. It's hard to describe what *Dead Astronauts* is. A musical spoken word record? An experimental audio book? The music is hypnotic downer electronics and, at times, early hip-hop beats. Samples from films (one from Jonathan Kaplan's classic *Over The Edge*) and who knows what else pop up between spoken segments by Morton and a female voice (Alessandra De Benedetti maybe?). For those who've read Morton's work, the subject matter and language are what you'd expect: wolves, black hole youth, life on the absolute margins of reality. For those unfamiliar with Morton's work, he can seem almost like a new beatnik, lots of swirling free-associative code-talk, or like Bukowski if he'd come of age to the sounds of Alice Cooper and Slade and Void, if he owned Agnostic Front and Belle & Sebastian records. The explicit detail of his obsessions -- arcades, drugs, '70 and '80s arcana, Traci Lords, voodoo, mysterious women, karate, skinhead violence, etc. -- isn't totally here, but you can sense it. Plenty of darkness and grime, some adult content for sure. But maybe the biggest shock is just how listenable this is. ★

Matt Werts eats Cam's pizza during his lunch break.



*The Luxury of Perfectly
Fitting Underwear*



ATHENA
UNDERWEAR
FOR WOMEN AND CHILDREN

J. W. Smith Dry Goods Co.
GENEVA, N. Y.

(photo courtesy of Stomping Grounds)

Why Geneva13?

Because 12 and 14 wear matching shirts, shoes with velcro instead of laces, and baseball hats turned backwards. Because 13 wears a skirt on top of her jeans and a Motorhead t-shirt she shoplifted. Because we have a theory #13 is the most commonly unoccupied PO Box in the US. Because, at one time, we compiled a list of Genevas in the US, and, alphabetically speaking, ours was number 13. We've since found more, but reserve the right to not change the name of our zine.

Geneva13: End-Matter Manifesto

Geneva13 is a quarterly, do-it-yourself, not-for-profit, independent, collective venture that promotes people's creative expression as they construct their identities and communities. It is a love song to this town of ours, and we want as many people as we can get to work on the lyrics.

Geneva13's goal is to present the community with a variety of points of view. We invite submissions, but we also ask people for interviews. We transcribe those conversations, and we let the interviewees read them over to make sure they are comfortable with what they said and how they said it.

Geneva13 interviews are not short because conversations are not short. You can't learn much from soundbites or quotes taken out of context. The truth is in the details, what people say, and how they say it. Understanding is built on a commitment to really listen to one another.





If I could be pregnant
with cam's I would be.

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