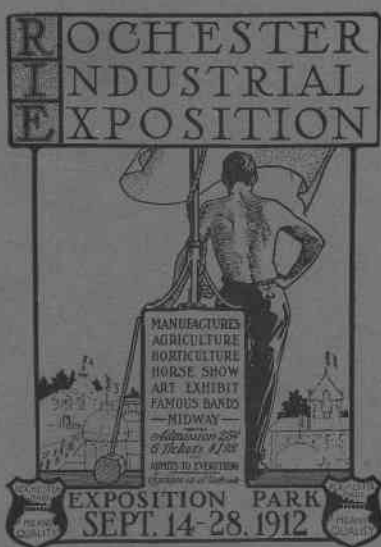
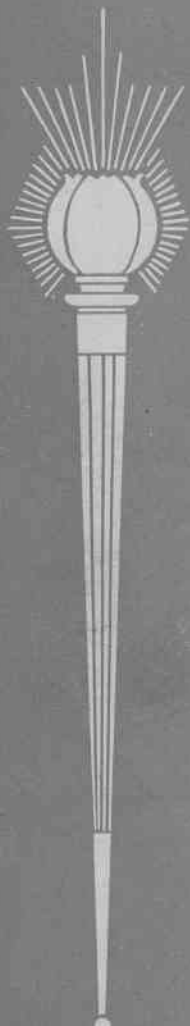
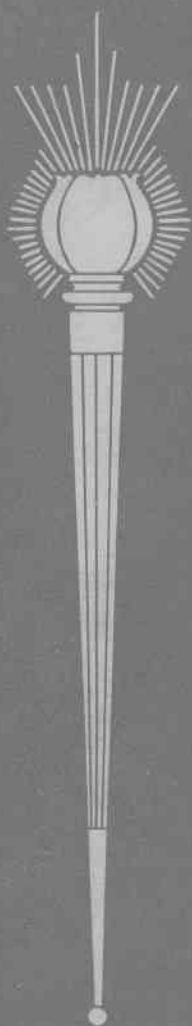


GAS AND ELECTRIC NEWS



SEPTEMBER, 1912

Published monthly by the
ROCHESTER RAILWAY AND LIGHT CO.

ROCHESTER, N. Y.

For the Information of Its Employees

GAS AND ELECTRIC NEWS

PUBLISHED MONTHLY

By the Rochester Railway & Light Company, for the information of its employees. Free to all Employees.

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Vol. 1

SEPTEMBER, 1912

No. 5

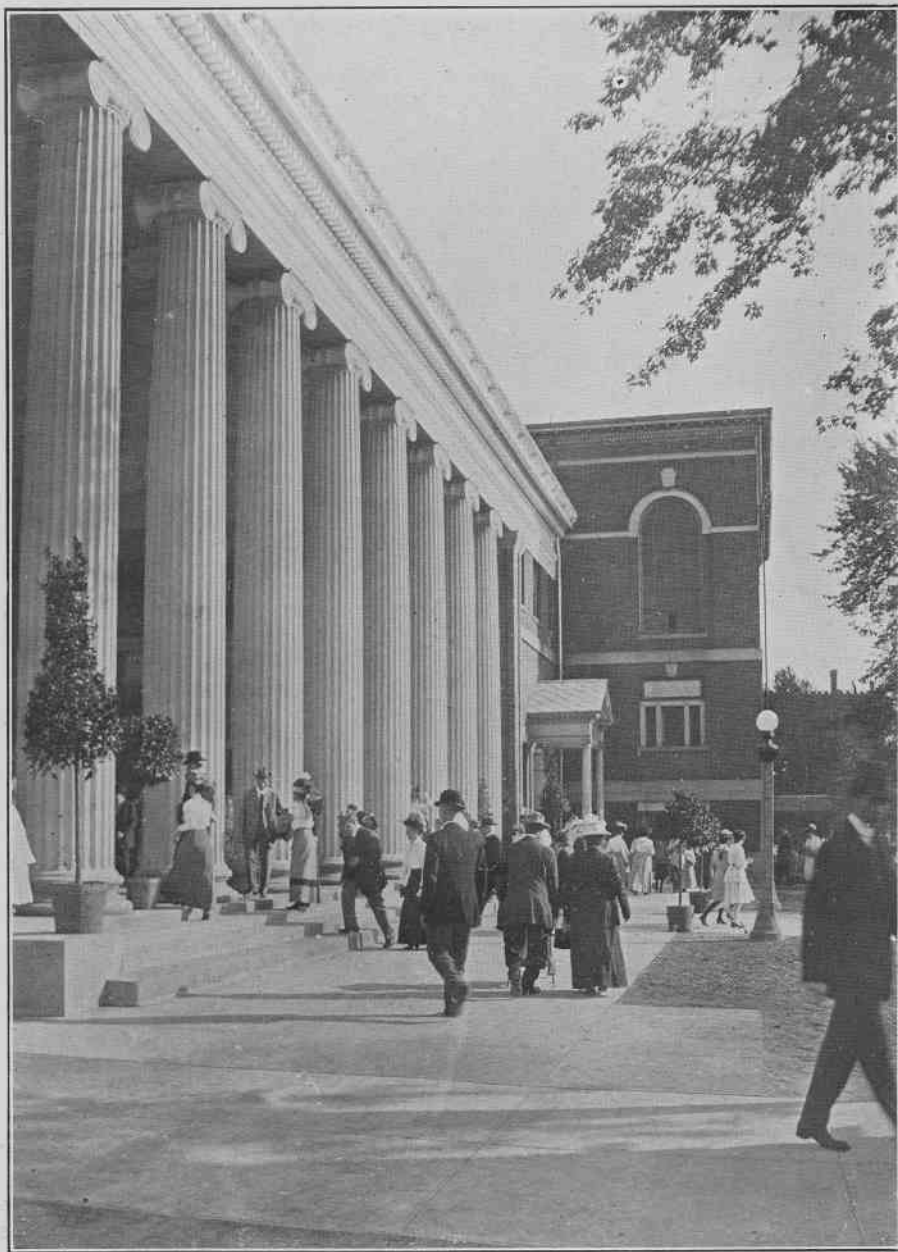
The Rochester Industrial Exposition

Almost every article used by mankind will be on exhibition at the Fifth Annual Rochester Industrial Exposition, which will be held at Exposition Park September 14 to 28. The exposition will include exhibits from every important line of industrial activity—the most highly developed scientific appliances, such as the microscope, spectroscope, telescope, myriad ranged photographic appliances down to the most common and familiar of utensils. There will be seen the latest devices for labor-saving in house, office and factory; the newest things for the adornment of the person or of the home; everything from automobiles, pianos, dental appliances, drugs and groceries to the simplest things found in a department store. Every phase of electric and steam engineering will be on exhibition—in fact, there will be practically all the products that contribute to the comfort and convenience of mankind. These are a few of the features which will make the coming industrial exposition a place of wonderment for the last two weeks in September.

The exposition management made special efforts this year to get manufacturing process exhibits, and it is announced that the din and whirr of

revolving wheels, shafts, shuttles and bars will be heard on every side. The working exhibits will include a large wood carving plant, a model stamping works, a wicker furniture shop, a model cement plant, the production of fabrics, a shoemaking plant, manufacturing of rubbers, model laundry processes, the turning of aluminum wares, the making of cloth covered buttons, the making of brooms, optical lens grinding, sewing of furs, candy making, and a score of other equally interesting exhibits. It will be an assembling of the industrial resources of this section which will be of intensely fascinating, educational and absorbing interest, revealing many industrial secrets and methods of production.

The Rochester Railway & Light Co. appreciates the fact that what benefits its employees, benefits the Company; it realizes that the Industrial Exposition is a great boon to the City of Rochester, and therefore what benefits the city, benefits the Company. The Fourth Annual Exposition last year was the first to be held in Exposition Park, and our Company gave it cordial support. The Exposition was a great success, and it spells growth, development and a greater Rochester. This Com-



THE PERISTYLE AT ENTRANCE TO EXPOSITION PARK.

pany will have a large exhibit at the 1912 Exposition, showing some of the latest appliances in electricity, gas and engineering lines.

The announcements already made by the Exposition management indicate that the coming exposition will be on a broader and more highly organized plan than that of last year. One of the most important new features is the Agricultural-Horticultural Department. Liberal prizes are offered for the best exhibits, and it is safe to say that there will be a splendid display of the products of the farm and orchard, one which will be a credit to the rich agricultural community which surrounds Rochester.

A horse show is another new feature. Although the Genesee Valley, for generations, has been famous for its blooded horses, there has never been a horse show in Rochester. It is bound to be an event of unusual interest, as many horses are coming from other cities in this country and

Canada. The hunters and jumpers will make the show spectacular.

The display of oil, water color and pastel paintings and sculpture by the most famous artists of the day will also be a leading feature. A new art gallery has been provided for the exhibition.

Arthur Pryor's famous band will give concerts afternoon and evening the first week, beginning September 16; Creatore and his wonderful Italian band, which played at the Exposition last year, will give concerts the second week of the exposition. The fireworks displays will be even more elaborate than last year, and will be given every night. The open air attractions and those in the tents will be entertaining and wholesome.

The City's Centennial Celebration will be held September 16 in connection with the exposition. The carnival and parade are to be magnificent, and a pageant is promised such as Rochester has never seen.

Management Desires Employees to Abandon Use of Telephone "Hello"

One of our most representative business men recently criticised the use of the word "Hello" by our people in responding to telephone calls.

Please see Bell Telephone circulars on this proposition recently distributed throughout the Company.

Hereafter our operators will answer calls with the words, "Railway and Light speaking," and it is the wish of the management that department heads instruct the people in their departments to answer either "Gas Shop speaking," "Line Department speaking," "This is the Gas Shop," "This is the Line Department," or "Mr. Jones speaking," as may seem to be the more desirable in any particular case.

The use of the word "Hello" is really a waste of time and should be discontinued in our telephone conversations.

The Company's Electric Sign Advertising

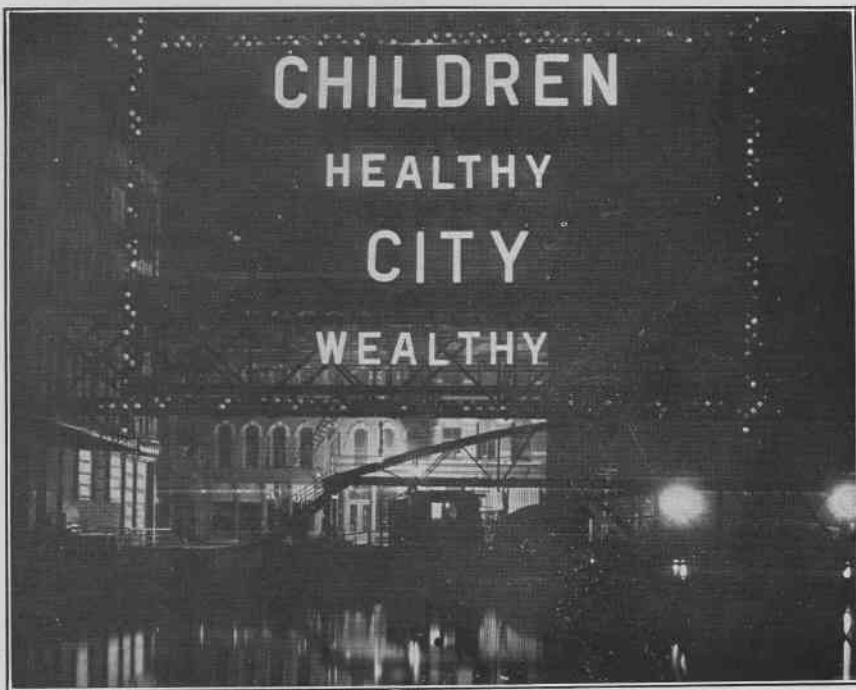
By L. W. LAYMAN



This Company has, at the present time, seven electric signs for advertising its business. The accompanying illustrations give some idea of the general appearance,

but of course cannot convey the artistic effect in detail.

by the operation of a switch the red or green effect may be produced. The color change is made from time to time in order to give a different appearance to the sign. The cross-irons of the frame are so arranged that letters of 2-ft. or 4-ft., or even larger, may be used. The connection of the letters is made to the bus bars, which are enclosed in five



NO. 1—UNIQUE FIELD DAY SLOGAN PERFORMING HELPFUL SERVICE AT THE AQUEDUCT.

Illustration No. 1: Shows electric sign installed on the Aqueduct bridge erected for the purpose of carrying feed wires across the canal. The border of the sign is red and green, produced by the use of, approximately, 700 color shades. The lamps to which the shades are attached are wired alternately so that

boxes extending the width of the sign. Each set of bus bars is connected to a low voltage transformer, which in turn is connected to the switch in cut-out box. By the above arrangement the wording and bordering of the sign can be completely changed in a few hours.

Illustration No. 2: Shows sign

located on the roof of No. 6 Station. The frame work of this sign is similar in construction to the sign shown in illustration No. 1, with the exception that the cross angle irons may be moved up or down to take any size letter. The connection and transformer arrangements are also very similar to the other sign. The border contains a spiral at each corner. These spirals are connected and operated by a flasher, one lamp to the finger of each flasher, which constitutes a total of 52 fingers. Red color shades are used on the lamps in the spiral, which produces the effect of four sign lamps at the start, increasing in number until the spiral is complete; then the rest of the border, which is green, is switched on all at once by the flasher, then all off, and repeat the operation, which gives a very pleasing and attractive effect. In the two signs mentioned above 5-watt, 13-volt Mazda sign lamps are used.

Illustration No. 3: Shows a sign on the front of our office building. The displays featured on this sign are changed usually about once a week. At the present time we are using carbon sign lamps. The letter connections are made to bus bars enclosed in a metal box extending the full width of the office.

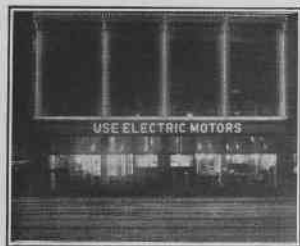
Illustration No. 4: This shows a small sign located on the opposite side of the bridge from that shown in the first illustration. This is also a changeable sign and has a red

fancy border. It is used mostly for short worded ads, such as "Get a Gas Range;" or, "Use Electric Fans." We carry a stock of about 200 skeleton letters of two sizes; namely, 4-ft. and 30-inch letters.



NO. 2.

Illustration No. 5: Shows a non-changeable sign installed on roof of pump house on Favor Street. It is our intention to rent the two large changeable signs from time to time to consumers who wish to use electric advertising but who do not care to put money into a sign of sufficient size, or who are not in a locality where a sign of this kind can be installed on their buildings. This latter arrangement is beneficial to us in two ways: the sign advertises the electric sign business for us, and we get a revenue from the sale of the current to the firm or individual renting the sign.



NO. 3.



NO. 4.



NO. 5.

A Trip to Holland

By L. J. VON DAM



A few months ago it was my good fortune to visit Holland, where my parents are still residing in the old home. Accompanied by my wife I sailed from New York on the Holland-American liner "Potsdam." The departure of a big ocean steamer is a most interesting sight, and when the last moment came we stood on the deck watching the officers and crew making final preparations for the beginning of the voyage. All was bustle and excitement on the deck, which was crowded with friends and relatives who had come to bid "bon voyage" to our fellow passengers.

Suddenly we heard three hoarse blasts of the steamer's whistle, while one of the officers shouted "Everyone for the shore." Then we heard the captain's command from the bridge "cast off," and the great ship throbbed beneath our feet with the whirl of her huge engines beginning to move. The "Potsdam" was soon out in mid stream with her nose pointed seawards. In a few hours we had left far behind us the towering skyscrapers that line the waterfront of New York's wonderful and busy harbor. The "Potsdam" carried only twenty-six cabin passengers, with whom we very soon became acquainted.

There were many conveniences and comforts to make life pleasant on board ship. There was a smoking room for gentlemen, a parlor for the ladies, a library and writing room, and a spacious promenade deck for walking and outdoor games. The ship's orchestra also played two concerts each day.

At Sandy Hook the pilot left the

ship. We were now on the broad bosom of the Atlantic with not a sight of land anywhere. On the way across, we passed a number of steamers, and on the last day we saw a beautiful sailing ship with all sails set. The vessel presented a wonderful effect on the distant horizon. As we looked at that sailing vessel we thought of the past, when voyages across the Atlantic took six or seven weeks.

Electricity plays an important part in the operation of a big ocean liner. The electric current not only illuminated the "Potsdam" but it was also used for such useful purposes as peeling potatoes and washing dishes. The water-tight compartments and the ship's fire fighting apparatus were also operated by electricity. The last day of the voyage came and we had not yet sighted the Scilly Islands. Shortly after midnight I came up on deck and saw the famous Lizard Light casting out its warning beams from a point on the British coast. In a few hours we arrived at Boulogne, France, which is a part of call for all Holland-American liners. As we entered the beautiful harbor, the ship's band played the French national hymn, "The Marseillaise."

From Boulogne the "Potsdam" proceeded to the Hook of Holland, the final point of a delightful voyage. Very soon our ship was tied up at her dock and after the usual customs' examination of baggage we took train for my home town where my parents were anxiously awaiting our coming. Only those who have been separated from parents for years can realize what a happy reunion ours was when the train pulled in and we clasped our happy parents once more to our heart.

(To be continued)

The Camera Man's Impression of the Picnic



These Young Engineers Are Acrobats



A Happy Bunch from Room 10.



Arrival of Charles the Great.



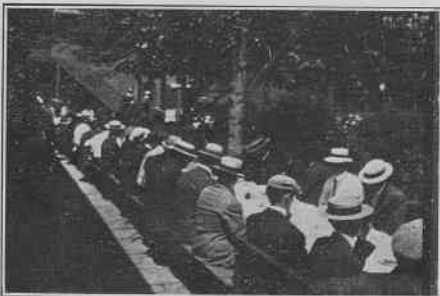
The Boys Are Always Where the Pretty Girls Are.



These Girls Were Enjoying the Grounds.



What It Cost To Be Popular.



The Crowd Was Always Willing To Be Fed.



Having a Quiet Chat in a Shady Nook.

How a Record is Kept of Street Lights

By FRANK YATTEAU



Back in the days of verbal orders, our records seldom agreed with those of the city's bookkeeping department on the number of street lights in service from one month to another, with the result that the rendering of bills was often delayed and payment of same further delayed. When the contract of July, 1907, went into effect, Mr. Putnam of the City Engineering Department and our Mr. Jennings got together and prepared a triplicate card index record from which it is hard for anything to "get away," hence our bills are now accurate, rendered promptly and paid as promptly as bills of other consumers.

In compliance with letters from the City Engineer to Mr. Yawger, orders are issued by our Order Clerk to install, move, change or remove lamps as requested therein. These orders are forwarded to our various departments, viz: line, underground, arc lamp departments, etc., which may have a part in the necessary construction of same. On the completion of the work a representative of the City Engineering Department and one from the Arc Lamp Department take accurate measurement, etc., of each lamp and report same on the completed order. Mr. Yawger then makes acknowledgment to the City Engineer's letter, stating that lamps were installed on the various streets as ordered, giving locations and measurements of same. Copies are forwarded then to the drafting department, the arc lamp department and to Mr. Jennings.

The drafting department then makes three cards for each lamp of the color signifying the class to

which the lamp belongs, giving circuit number, measurement, date installed, etc. The location of the lamp is also plotted on a large city map and additional installations on the circuit to which it is connected noted on the circuit record. These cards are forwarded to Mr. Jennings' office where they are numbered. Each set of cards (representing one lamp) get the same number, the first set starting at the next number to where it stopped the previous month. One card is forwarded to the City Engineering Department, one to our arc lamp department and one retained at the main office. These cards are scrutinized at all points and if anything wrong is observed it is rectified at once, or if O. K., filed.

The main office also keeps a record book in which the dates of the installations or removals are kept in rotation and numbered. For lamps that are taken out another series of numbers is maintained called "out numbers." Each month's bill for street lighting is made out from the record book and checked against the cards. As each class has a separate series of "in" numbers and "out" numbers, the highest number of each class, less the highest "out" number, gives the balance of actual number of lamps in service. As there are fourteen classes under our new contract with the city (and liable to be more) this system is of more value than before.

It may be interesting to know the balances taken August 1, 1912:

- Class A—(Single Underground) Arc, 803.
- Class B—(Double Underground) Arc, 577.
- Class C—(Single Overhead) Arc, 2,678.
- Class D—(Overhead Inc. Lamps), 577.
- Class E—(Underground Inc. Lamps), 626.
- Class F—(New Lamps to be installed.)
- Class G—(New Lamps to be installed.)
- Class H—(New Lamps to be installed.)
- Class I—(New Lamps to be installed.)

Class J—(New Lamps to be installed.)
 Class K—(Underground Inc. 200 Watt), 6.
 Class L—(Ornamental 5 Light Posts), 16.
 Class M—(Ornamental Light Posts), none as yet installed.)
 Class N—(New Lamps being installed.)

In consideration of the number of details connected with installing, reporting, recording and billing the city's lights on or about the 6th or 7th of the month, passing the city's elaborate checking system and getting our check on the 15th, and sometimes sooner, it certainly is "going some."

The Truth at Last

I am the greatest criminal in history.

I have killed more men than have fallen in all the wars of the world.

I have turned men into brutes.

I have made millions of homes unhappy.

I have transformed many ambitious youths into hopeless parasites.

I make smooth the downward path for countless millions.

I destroy the weak and weaken the strong.

I make the wise man a fool and trample the fool into his folly.

I ensnare the innocent.

The abandoned wife knows me; the hungry children know me; the parents, whose child has bowed their gray heads in sorrow, know me.

I have ruined millions, and shall ruin millions more.

I AM ALCOHOL.

—Minneapolis Tribune.

Power by Wireless

Berlin—A Heligenstadt electrical engineer, Franz Doering, asserts that he has discovered a method of transmitting light and power by wireless over great distances. He says the wireless currents are not dangerous.

The Best Hour

"Get down on the floor here, daddy,
 Get down on the floor and play,"

And that is the song my baby

Sings to me at close of day.

"Get down on the floor and tumble,

Get down with me, daddy, do;

Get down on the floor now, daddy,

Me 'ants to sit down on you."

Then overboard goes the paper,

And down on the floor goes dad;

And onto him clammers baby,

And baby is more than glad;

And daddy's a horse and wagon,

Or daddy's a ship at sea,

And rolls with a little baby

As happy as she can be.

Yea, rolls with the babe and tum-
 bles,

And grumbles, and haws, and
 gees,

And always a dimpled baby

With rounded and dimpled knees

Sits perched aloft unfearing,

And laughing with childish glee

As the daddy ship goes tossing

And tumbling across the sea.

And, oh, but that ship is careful;

The waves may foam and curl,

But never the ship goes plunging

Too much for the baby girl,

And never the horse gets fractious,

Or plunges or jumps aside

So much as to mar the pleasure

Of the wee little girl astride.

Oh, good is the hour of gloaming,

When labor is put aside

And daddy becomes a horsey

A wee little girl may ride;

Or daddy becomes a plunging

Big ship on the stormy seas,

And is guided and captained onward

By a baby with dimpled knees.

Let your friends be many but your
 confidants few.

Told at Forty

(Anonymous)

Things look different at forty. I know, for I am writing this on my fortieth birthday.

Life isn't any more serious than it ever was—perhaps less so; it is nothing like as much of a problem; it is more comfortable.

You see, I am an employe—one of the millions who get pay from somebody or somebody else.

I have always been an employe, and suppose always shall be.

Somehow, there doesn't seem to be enough employing to do for all of us to have a chance at it.

And, besides, most of us don't know enough to do employing, yet nine-tenths of us feel that we are superior to the men who pay us, and we criticise their methods and their action.

Not openly—more's the pity; the average employer would be glad to hear decent criticisms, decently made.

We sneak. We tell the other fellows and our friends outside, how "slow" and "mean" the boss is.

When I began to work I didn't see any of these things quite this way—didn't see some of them this way at all.

Of course I wasn't forty then. But I was on the way to it.

So are you, my brother—unless you have reached or passed it.

I have had three jobs since my

twenty-first birthday—four, seven and eight years.

Left the first one to go to the second, and the second to go to the third; and am still at the third.

To do better each time? No, to do worse, from a money standpoint.

But to apply some of these things I learned in the previous job.

I did get my wages increased occasionally while at the first two jobs.

But I wouldn't have gotten a worth-while promotion in a thousand years.

Why? Don't ask me—just read over again the first part of this talk.

Eleven years to learn something—not much even then—of my duty as an employe.

And—I also learned not to lay any particular stress on my employer's duty to me. Because he really doesn't owe me any duty—unless my conduct and my work are such as to impose an obligation upon him, in which event he'll be glad to "square" up.

Is that a new one? It was to me—once. But I'm fixed in it now.

I have said that I am an employe. And yet I have spent the last eight years working for myself.

Just as surely as though I owned a business.

How? By doing the best I know for my employer, every minute of my working day.

It's easy—when you get into it.

MY BEST FRIEND is one who
knows me, and yet likes me.

Some of Our Veteran Workers



JOHN BLACK.
Line Department—26 years' service.



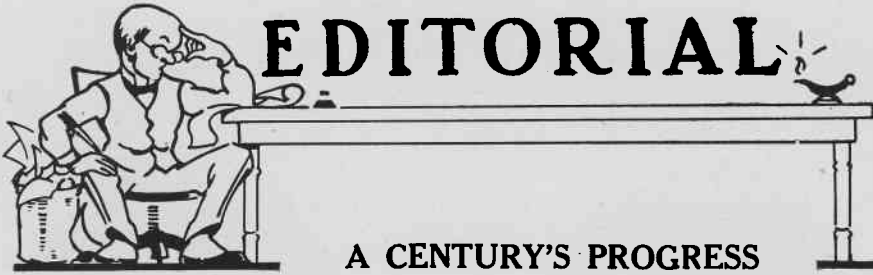
ADAM ZIEGLER.
No. 5 Station—21 years' service.



WILLIAM WILCOX.
No. 3 Station—20 years' service



PATRICK CLINTON.
No. 3 Station—20 years' service.



One hundred years ago the territory upon which Rochester now stands was part of the domain of the Seneca Indians whose chief, at that time, was the famous Red Jacket. On September 16, 1812, the pioneers, Rochester, Carroll and Fitzhugh settled here and the combined constructive genius of these hardy, brainy men laid the foundations, so to speak, of this beautiful city, known throughout the length and breadth of our country as the "City of Homes." How much we owe to the foresight and patient persistence of the original pioneers it would be impossible for us to estimate but this

we do know, that we owe them a debt of love and gratitude limited only by our capacity for loving and being grateful. On the sixteenth of this month Rochester will celebrate the one hundredth anniversary of the coming of Rochester, Carroll and Fitzhugh, with exercises befitting so great an event in the city's history. Let us, one and all, enter into the spirit of the occasion and let each vie with the other in an effort to make Centennial Day not only an event in our own lives but one that will mark an important page in the history of our fair city.

Tony Donatto---Hero

The following little story of heroism and self-sacrifice will, we trust, prove of interest to many of our fellow employes, especially those who claim sunny Italy as their birthplace. One day not long ago, Tony Donatto, an Italian laborer, was working upon the tracks of the New York, New Haven & Hartford railroad when he heard the warning given that a fast express train was approaching. Tony jumped away, but

immediately went back to remove a tie that had been carelessly left on the tracks, and which would have wrecked the train with a probable heavy loss of life. The act cost the man his life and deprived his family of his support. We take pleasure in echoing the statement of the New Haven Journal that "The name of Tony Donatto belongs on a page by itself in the history of brave deeds."

True heroism, which is nothing more than the highest devotion to duty, knows neither race, color nor nationality. It is the spontaneous act of a noble heart, and noble hearts

are found the world over. May the noble example of Tony Donatto-Hero prove inspiring, not only to his own countrymen, but to all who read this story.

A Suggestion

If, when delivering gas or electric bills, you make sure you leave the bill at the right address you'll save much of the time spent by the men at the information counter making out new bills and, what is much

more important, you'll obviate the necessity of trying to give to the customer a reason, satisfactory to him, why he cannot obtain his discount. Do your part to help the Company keep its friends, boys.

"Centennial Day" a Holiday for You

All our readers will be pleased to know that "Centennial Day," Monday, September 16, will be a holiday for the employees of this Company.

It is good once in a while to show gratitude to those who have helped us in the work we have to do. Accordingly we wish herewith to express our sincere thanks, not only to our contributing editors, but to many others of our fellow employees who have done more than a little to fill the pages of this magazine with interesting articles and news. Everybody in each department is very good to us, and so we feel much encouraged and very grateful.

Contributors will please bear in mind that all articles should be submitted in typewritten form whenever possible. It's easier for us and easier for the printers.

One of the star features of the magnificent parade to take place "Centennial Day," September 16, will be a beautiful float representing the Railway and Light Company. It will depict the pioneers standing by the falls of the Genesee, seeing in a vision the great city which was to rise in the future on that spot. Messrs. Yawger, Lundgaard, Parker and MacSweeney are the men who have charge of the plans for our Company's float and we know they have a delightful surprise in store for all.

An Irishman, landing in an English port, happened to jostle a dandy Frenchman. The man, considering himself insulted, presented his card to the Irishman, saying:

"I am at your service, sir."

The astonished Irishman replied:

"In that case you had better carry my luggage up to the hotel."

Molasses vs. Vinegar

By J. C. PARKER



I never could remember whether it was Tom Sawyer or Huck Finn that had the job of whitewashing the fence, and got the other boys in the neighborhood to do the job by selling out the concession and making them feel that it was a privilege to do the job; but I do know that Mark Twain was wise to human nature in the telling of the tale. How do I know it? Well, I remember the way that the thing used to be done with me in my boyhood days, and I suppose it is the same thing that any mother who gets along easily with her youngsters will tell you she practices. My Dad was a shipbuilder, and every now and then a wagon used to appear from the shipyard, loaded with scrap ends of deck beams, which made fine ammunition for the kitchen stove (that was before Frank Hellen practiced in Detroit, hence the gas range had not been got). I was usually told that there was great fun in store for me; that a bunch of those nice square blocks had been dumped in the woodshed, and that I would have a perfectly fine time building them up into a neat pile in competition with my brother, to see which one could do his end of the job better. We youngsters would work like Trojans until supper time, filling our hands with splinters, and doing an amount of work that all sorts of compulsion would not have driven us to. I suppose the threat of a rod might have got us to do the job in a perfunctory sort of a way, and very grudgingly and very slowly. All of which has just this bearing on our work: that we are all of us youngsters grown up, and some

of us not very much grown up at that. So when a customer or somebody else in the concern really ought to do something, instead of "You have got to do so and so," we might just as well make a game of it, if we will, in which the other fellow has a part to play in co-operation with us.

If a customer phones in and wants a service connection in his house, there is no use in telling him, "You will have to come into the office and drop ten beans, and be examined by a committee on credentials to find out whether we are willing to trust our meter in your possession," when we can ask him, "Sir, would it be convenient for you to step into the office this afternoon and sign an application card, so that we can the quicker give you the service that you want?" In the latter case we are putting ourselves out by letting him come in and see us in order to get his wants satisfied. In the former we are laying a burden of compulsion on him.

I believe one of the reasons why we of the Railway and Light Company are such a happy bunch, is that a man in one department won't go to a man in another department and say, "I have got to have so and so by such and such a time. Now, damn you, get busy and give it to me, or there will be the deuce to pay." We seem to have the faculty, on the other hand, of going to the other fellow and telling him our troubles, and asking if he can see any way of helping us out. Whereupon he has a magnanimous feeling in a kind heart, of adding to his already heavy duties, this extra duty of helping a fellow worker.

We can always catch more flies with molasses than with vinegar, and it is very interesting to notice

that the molasses jug is considerably larger than the vinegar cruet, if we take time to find out where the molasses jug really is.

London Will Soon Be Horseless

Six years ago the city of London, the seat of the greatest street traffic in the world, used 450,000 horses, says a statistician. This number has fallen off and to-day 110,000 horses are used. This is all due to the introduction and continued use of the power wagon in transportation. Nothing but the economy of the motor truck has wrought such a great change in the traffic conditions.

Down With the Horse

The following figures were compiled recently by one of the electric vehicle journals: During the last five years the cost of oats has increased 16 per cent, the cost of hay 24 per cent, and the cost of horses 100 per cent. Within this period the cost of electric vehicles has decreased remarkably and the efficiency of the electric truck has increased 25 per cent.

Just Jokes

William S.—“I’m not fond of the stage, Violet, but I hear your father on the stairs, and I think I had better go before the foot lights.”

Lundgaard—“A Tungsten lamp reminds me of a lover’s quarrel.”

Parker—“How is that?”

Lundgaard—“A little jar interferes with the spark.”

Brown—“Do you know of anything a man can do in order to live a hundred years?”

Doud—“Certainly. He’s only to keep on breathing.”

The editor of an enterprising journal in a mining town called the day after the wedding. The bride’s mother met him at the door. “Good morning, Mrs. Brown,” smiled the editor. “I have called to get some of the details of the wedding.” “O, pshaw! That’s too bad!” replied the matron in dismay. “They’re all gone. You ought to have come last night. They ate up every scrap.”

Are These Your Sentiments?

“I am not working for such and such a company, I am working for me, U. S. and Company. Every time I do a new piece of work I have learned just that much more. Every time I tackle a hard proposition and master it I am that much better a man. It matters little to me that I may not be appreciated, I may not be earning all the compensation I am entitled to and I may be doing things that are not expected of me but I know this—and you can’t take it away from me—that every lick I put in is for me, every move I make in the right direction makes for a bigger development for me. And, after all, since the universe is ruled by selfishness I am going to continue to do everything I can to make me a better man for myself.”



Hope everybody had an enjoyable vacation.

Boost the service of this Company by always being courteous.

The eagle is a good bird for soaring, but the hen has done more for the advancement of civilization.

Read the wishes of the management on the use of the word "Hello" in the Company's telephone service.

Shakespeare saw what was coming when he wrote: "We must take the current when it serves, or lose our ventures."

Every man should keep a fair sized cemetery in which to bury the faults of his friends.—Henry Ward Beecher.

Don't forget that the Directors' room in our main office is supplied with magazines which may be of service to you.

Even though some one gives us the materials, it is our part to use them wisely. Lay an iron bar east and west, it is not magnetized. Lay it north and south and it is.

A Pasadena woman died recently from the effects of swallowing a small electric light bulb. That should silence the advocates of a light diet.

Am I tickled to win the prize? Well, I guess; and the kids will be jest crazy 'bout it. It wouldn't be no fun 'less there was some one else to be glad and help enjoy. I tell you "fun in livin' is jest cheerful givin'."

The king is the man who can! That is the individual that attains to the highest degree of success in any walk of life is the one who overcomes whatever may stand in the way, and reaches the goal for which he is striving, in spite of obstacles.

A card in a Boston electric power station reads: "To touch these wires means instant death! Anyone failing to respect this warning will be prosecuted and fined." It would be decidedly interesting to know the verdict rendered on the first case successfully prosecuted. We might even be willing to pay the fine.

Stick!

Men fail—because they begin something.

Men succeed—because they finish a definite thing.

Stick! That is the first law of winning.

Mistakes may mark you back. Men may misjudge you. The half-way spirit may tempt you. The fight may tire you.

But to win—push the thing through, finish it—

Stick!



N. E. L. A. Meetings Tuesdays Hereafter

The regular meeting of the Executive Committee of Company Branch N. E. L. A. was held in the Directors' room, Tuesday, August 20, the following members being present: J. P. MacSweeney, J. P. Haftenkamp, A. S. MacDowell, F. W. Fisher and W. T. Nolan.

On motion of Mr. Fisher, seconded by Mr. Haftenkamp, it was decided that the Executive Committee make up two lists of names of nominations of officers for the coming year, and that these lists, printed on a card, be sent to each member with a request to indicate his preference by an X mark after each name, and that a blank space also be provided on the card, so that if any member desires to substitute any other name he might do so.

On motion of Mr. MacDowell, seconded by Mr. Fisher, it was decided to change the time of meeting from Thursday to Tuesday evenings hereafter, and the next regular meeting will therefore be held on Tuesday evening, September 3, 1912. The meeting is called earlier in the month than usual because a number of our representatives will be attending the Edison convention the following week.

It was also decided that at our next regular meeting on September 3 that we have a lecture given on the history of Rochester by one of the members of the Historical Society.

It was also decided to have refreshments after the meeting. There being no other business, the meeting adjourned.

The N. E. L. A. meetings will be held in future on the first Tuesday evening of each month, instead of the first Thursday.

Next N. E. L. A. meeting will be held on Tuesday evening, September 3. Every member should make an effort to be present.

The Friday morning meetings will be resumed Friday, September 6. These meetings are unusually instructive and profitable, therefore those privileged to attend them should try and be present at all the weekly sessions.

The minister was addressing the Sunday School. "Children, I want to talk to you for a few moments about one of the most wonderful, one of the most important organs in the whole world," he said. "What is it that throbs away, beats away, never stopping, never ceasing, whether you wake or sleep, night or day, week in and week out, year in and year out, without any volition on your part, hidden away in the depths, as it were unseen by you, throbbing, throbbing, throbbing rhythmically all your life long?" During this pause for oratorical effect, a small voice was heard: "I know. It's the gas-meter."



Gas Shop a Training School for Policemen

The gas shop is becoming quite a training school for policemen and firemen, five of Mr. Haddock's young men having graduated into both city departments within the past year. The two latest are Benjamin Betts and John Weiner, who received appointments as patrolmen on August 1, when they donned uniforms for the first time, beginning night duty same date.

Mr. Betts has been employed in the complaint department for five years, while Mr. Werner has been with the meter department for the same period. Both have left our Company with the kindest wishes of their fellow employees who were associated with them in the gas shop. We extend to Messrs. Betts and Werner congratulations on their appointment to one of the best police departments in the country.

Patrolman Betts is now located at the University Avenue Station, while Patrolman Werner is at the Bronson Avenue precinct. We hope the new officers will always be kindly disposed when they meet any of the boys going home "in the wee sma' hours."

To-day is here for all who choose to use it. To-morrow is the day when idlers work and fools reform and mortal men lay hold on heaven.

Big Tunnel Job

Superintendent Frank Hellen, assisted by Foreman Frank Rich and a force of men are busy carrying on the construction of a tunnel extending 600 feet from No. 3 Station, through Factory Street, and under State Street to convey both steam and electric power to all the Eastman buildings, including the new sixteen-story office building. The tunnel, which is a difficult and complicated job, is being constructed about 12 feet under the surface of the roadway, and itself will be 5 feet wide by 4½ feet high.

While making the excavation the workmen came across an old abandoned sewer about half a century old. Antonio Rossi, one of the laborers engaged on the job, received a scare when he slipped into the old sewer.

The tunnel must be completed ready to supply power by September 15, which is rather short time for such a big undertaking. In the hands, however, of Mr. Hellen and his capable assistant, Frank Rich, the job is bound to be finished on time.

President George D. Roper, of the Eclipse Gas Stove Company, Rockford, Ill., paid the editorial sanctum a visit on August 1. Mr. Roper entertained us so well that we'd like him to come again.

ELECTRIC DEPARTMENT



New sheet metal lockers have taken the place of wooden ones at No. 2 Station.

Engineer Elsworth is installing a new 6-inch steam pipe between Stations 2 and 3.

A new door has been built over the rocks, and various repairs made to the penstock at No. 2 Station.

W. Myers, of the Ricker Manufacturing Company, is at present repairing the water wheels at Stations 3 and 4.

Mr. Yawger reports that the work of installing the new ornamental lights on East Avenue is rapidly being pushed forward.

While workmen were cleaning out the race at No. 4 Station last month they found a purse containing a few coins, and the remains of some "greenbacks" that had been turned into pulp.

The scheme of beautifying Rochester by the installation of ornamental lights on the residence streets continues. Kenilworth Terrace, Prince Street and Alexander Street are now equipped with the new Mazda lamps on concrete poles.

The new lights are arousing much favorable comment in other cities.

Stations 5 and 15, which are located on each side of the Lower Falls, are now connected by four high

power cables, which are suspended across the river gorge from two high poles. The cables weigh about 2,500 pounds and have a span of 600 feet. They will be used to equalize the output of current from Stations 5 and 15, and will bring about a greater efficiency in the service of these two big power plants.

A Clever Sewage Plan

Engineer Sidney Alling drew up the plans for carrying the new sewer across the Genesee River at a point below the Flower City Brewing Company's plant. According to Mr. Alling's plans, the feat will be accomplished by means of coffer dams, constructed outward from the bank of the river. Engineer Alling is to be congratulated on the clever way in which he solved one of the most difficult problems of the new sewage disposal system.

Draeger Pulmotor Ordered

The management has given an order for a Draeger Pulmotor outfit, which is declared to be a wonderful device for producing artificial respiration. This remarkable device, it is said, has been the means of resuscitating many persons who have been the victims of electric shocks, gas poisoning, and other forms of suffocation.

When the pulmotor arrives here, it will be placed at the disposal of the hospitals and of physicians who may wish to use it.

Engineer Putnam Goes to China

We regret to announce the resignation from our Company's engineering staff of Engineer Joseph F. Putnam, who has accepted a position as professor of physics at St. John's University, Shanghai, China.

Mr. Putnam, who is a son of Assistant City Engineer Putnam, has made a host of friends for himself during the several years he has been connected with our Company.

Mr. Putnam will be accompanied to his distant post by Mrs. Putnam, and to both we extend our best wishes for a safe journey. Later we'd like a few of "Joe's" written impressions of China for this magazine.

Forest Lawn, the pretty lake resort, is to have a new electric lighting system, consisting of six lamps.

Thirty-six new Mazda lights, mounted on concrete poles, have been installed in Seneca Parkway. This is the longest residence thoroughfare in the city equipped with the new ornamental lights, with which the residents are much pleased.

Vehicle Lights Sick Room

Two physicians of Indianapolis, Ind., are making use of the batteries in their electric vehicles for operating electric lamps in the bedrooms of patients which are inadequately lighted. An outlet is provided on the vehicle where a cable can be plugged in and run through a door or window to the room of the patient. The physician carries a lamp and shade fastened around his neck, and a hand lamp is also included in the circuit. This scheme has been found very convenient where localized illumination is required for an examination in poorly lighted rooms.

"Ad" Club Magazine Bright and Clever

We have received a copy of the Rochester "Ad" Club's new publication, "Advertising Life." It is a twenty-four page booklet, cleverly and artistically gotten up, and contains a number of articles by prominent local "ad" men on the various phases of advertising. One unsigned contribution, "The Physiology of An Advertisement," contains a lot of valuable pointers. The new publication is a fine specimen of the printer's art.

May it live long and prove helpful to the members of Rochester's splendid and progressive organization of advertising men.

Express Company Prefers Electrics

In New York City the American Express Company has for a long time been a constant user of electric vehicles in its transportation system. An announcement coming from the East recently indicates that these machines have met with the company's business requirements, and it has placed an order with the Baker Motor Vehicle Company for fifty machines of various sizes. This move by a concern demanding exacting and high grade service from its equipment is another indication that the day of the horse is passing and that the electric vehicle is gradually becoming the first choice as a city transportation medium.

You cannot keep others from guessing if you continue talking.

If you lose an hour in the morning, you may have to spend the balance of the day looking for it.

True happiness leaves no reactions. The mind is at rest with itself and the consciousness is filled with the joy of living.



Miss Rogan has returned from her vacation.

Miss Belknap spent an enjoyable two weeks' vacation, beginning August 12.

Irving Milow, of the fixture sales-room, spent his vacation touring the nearby counties on a wheel.

Foreman F. C. Alcott, of the underground department, spent his vacation at Fourth Lake, N. Y.

Engineer Lundgaard is in Chicago investigating the industrial development methods of Commonwealth Edison Company.

Certainly the stork has been busy this past month. Mrs. Lamey, wife of Foreman Lamey, gave birth to a ten-pound girl August 1. Best congratulations.

Stanley Empy, of Electric Meter Department, spent his vacation in Caron Place, Canada, and while there suffered a bad attack of heart trouble.

Miss Irene Messner, of the Electric Meter Department, spent part of her vacation in Toronto, and while there broke the hearts of two handsome Toronto young men.

Have you heard the latest fad—the ankle watch? No longer any use for not closing the joints on time! Blame this joke on the Commercial department.

W. S. Clark, of the stock room, who is a National Guardsman, is just

recovering from the effects of poison ivy, caught during the annual encampment in Connecticut.

Two of the boys in Mr. Nolan's department each received postcards the other day from "Anna." Jerry and Walter are now trying to find out who their unknown admirer is.

We congratulate S. J. Goldberg, of the Commercial Department, on the arrival of a fine baby girl, born August 20. This is the third visit of the stork to Mr. Goldberg's home.

Paymaster William Gosnell has bought a new house on Dewey Avenue, the deal being made in exchange for his cottage in Rustic Street. "Bill" says his family is growing so large he had to get a bigger house for them.

Fish to the right of us; fish to the left of us; fish all around us. Everybody up here is a disciple of Isaac Walton. I am one of the faithful at present.—J. J. Skuse.

Evidently our genial John is spending his vacation in a fish market

James Coyle, of No. 4 Station, is receiving congratulations on the birth of a fourteen-pound baby girl, who arrived August 6. "Jimmie" is one good fellow, and mother and babe have our best wishes. We'll shake "Jimmie's" hand next time we meet.

"Ed" Gosnell spends his annual vacation in the Adirondacks. Each year when "Smiling Ed" comes back he sends back a box to his friends in the mountains. Asked about it, "Ed" says: "Oh, just a little lubrication for stiff joints, that's all." We've got writer's cramp, "Ed." Send us down a box of that lubrication!

Messrs. J. T. Hutchings, J. C. Colins, K. A. Shick, J. C. Parker, T. H. Yawger, J. B. Eaton, C. G. Durfee, C. S. Jennings, F. H. Patterson, A. S. McDowell, H. O. Stewart, H. C. Marquardt and L. W. Layman will attend the convention of Edison Illuminating Companies to be held at Hot Springs, Va., September 9 to 12.

The Chamber of Commerce outing to Geneva was a most enjoyable affair, 110 autos loaded with 425 guests taking part. The entertainment and acquaintance committee of the Chamber worked hard to make the outing a success, and it was a big success. Mr. Searle led the procession in his new car and, believe us, that was some auto parade.

Charles H. Graham, of the Electric Meter Department, was married to Miss Ellen M. Dunbar on August 26. None of Charley's relatives or friends knew anything of the affair until the bride and groom had left for their honeymoon trip to Detroit. Naturally they were all mad at Charley, and so they asked us to publish this wedding notice. Mr. and Mrs. Graham, permit us to wish you both a long and happy life together.

Commissioner Martin S. Decker, of the Public Service Commission, has appointed Mr. Searle a member of the committee of the National Civic Federation. On that committee it will be Mr. Searle's function to assist in drawing up a new model law for the regulation of gas and electric service corporations throughout the country. We congratulate Mr. Searle on this important appointment, for which he is well qualified.

Frank Hubbard of the gas meter shop welcomed a ten-pound baby boy, August 10. Frank will now have to convert his go-cart into a

tandem, because this is not the first baby. Congratulations, Frank!

"Hoddy" Ketchum of No. 2 Station spent his vacation fishing at the bay. Foreman Rees, referring to "Hoddy's" trip, says: "We all looked for a fine dinner, but we didn't even see enough to feed the young kittens at the station."

The Song of Pa Dowd's Shirt

The laundry failed to send some,
The two he bought were small,
He lost others on the street car,
Which left him none at all;
Yet we saw him at the pic-nic
With a shirt on, that we'll swear,
And we're wondering where he got it
And echo's answering, where?

Life

A little rue, a little holly,
A little mirth and melancholy,
A little fun, a little folly,
And that is life.

A little gall, a little honey,
A little home, a little money,
Days too cloudy, days too sunny,
And that is life.

A little rest, a little labor,
A friend or two, a kindly neighbor,
The organ's dirge, the tilt of labor,
And that is life.

A little hope, a little prayer
That we shall find the next world fair,
That when we die some one will care,
And that is life.

A certain tramp was so democratically opposed to anything suggesting a king that he refused to wear a crown in his hat.



AMONG OUR EXCHANGES

Young Men for Industrial Fields

There is a strong demand for young men who understand the art of annealing steel, tempering steel, hardening steel, heating rivets, etc., etc., etc., and who would wish thoroughly to acquaint themselves with a practical and thorough knowledge of gas-heated industrial appliances, the field for which is simply enormous.

There has been great difficulty in finding young men with sufficient aptness mechanically to take up and thoroughly master the art of the industrial use of gas.

If there are young men in the industry who understand the gas side of the proposition or who are acquainted with the tool-room side and who would desire to learn the practical side of industrial appliances heated by gas, we are at liberty to say that certain manufacturers of these appliances stand ready to give free instruction in order that the individual may find himself equipped with a practical knowledge and thus become enabled to take position with any gas corporation, as in charge of industrial fuel appliances.

Here is a proposition that asks no money, simply a willingness, a desire and a thoughtful, sincere purpose, on the part of the individual.—Gas Industry.

Nothing New Here

"I see by the paper," said the studious appearing man, "that they have discovered copper in Ireland."

"Begorra, that's nothing much," replied the Hibernian addressed, "they've had Irish coppers on the police force here many years."—Gas Arc.

Electric Signs Sell Real Estate

Electric signs for the exploitation and sale of real estate—especially that of the better class—are conceded now to be quite successful. Their chief merit, perhaps, is their striking novelty and their insistence, so to speak.

In Louisville recently several large and handsome signs were erected and immediately justified the investment by attracting inquiries and eventually purchasers. The field is still broad and fertile.

It must be remembered that the electric sign used for this and many other purposes may be removed from place to place; its lettering may be changed at will, and its advertising value enhanced by an appeal to a different element and section of the city with each such move. Moreover, the sign is as good a salesman at night as it is in the daytime—which is not the case with the familiar boards in general use now.—Electric St. Louis.

U. S. Prohibits Gasoline Delivery for Dressed Meats

Recently a butcher in New York's East Side district telephoned the wholesaler regarding a delay in the delivery of his supplies. He was informed of a new Government regulation, under the Pure Food Law, prohibiting the delivery of dressed meats with gasoline trucks. The firm, as a result, had to call into service a number of horse-drawn vehicles and was considerably behind in its orders.

The law recognizes the harm done to provisions and perishable food products by smoke and odor and has accordingly placed a ban on deliveries with this type of vehicle.

One little piece of change in the pocket is worth two in the weather.

A Word to Drivers of Vehicles

In these days, when so much criticism is heard of wilful violations of the city traffic ordinances, it is an absolute necessity that drivers of Company vehicles obey, both in letter and spirit, the rules of the road and speed limitations set forth in such ordinances, all of which are designed to protect human life and property. It might be well at this time to remind you, boys, that the careless driver brings adverse criticism not

only upon himself but upon the Company he serves, as well. Needless to say, the management feels such criticism keenly, and we, therefore, feel it is only necessary to appeal to your loyalty to the Company in order to insure careful compliance with the rules and regulations laid down for drivers of vehicles. Eternal vigilance is the price of safety, fellows; therefore let us be eternally vigilant.

Co-Operation

"Each day it becomes more and more apparent that all questions in this country must be settled at the bar of public opinion. If our laws regulating large business concerns provide for proper and complete publicity, so that the labor of a concern will know what it is doing, so that the stockholders will know what is being done, and the public will have as much information as either, many of our present difficulties will disappear. In place of publicity being an element of weakness to a business concern, it will be an element of strength.

"If, as many of us believe, co-operation in business must take and is taking the place of ruinous competition; if it is better for capital, it must be better for consumer and better for labor. I believe that he who thinks the problem out, taking information from all sides, will be forced to the conclusion that the principle of co-operation must largely take the place of competition and that co-operation in its healthiest, most useful form, can be much more effectively practiced by great corporations than small companies or firms."
—George W. Perkins.

To cast a weight farthest; to vault a bar highest; to stick a bull downward between the shoulder blades, clean to the heart—these things command applause. To live a considered life; to do a good job to-day and a better one to-morrow; to meet your brother every time you meet anybody; to stand with your feet in the inevitable muck of convention and suck with your nostrils the high

air of sane idealism—these things justify a man to his own conscience and before every decent tribunal. It is a man's business to be strong and to be trained. Man is his own devil. When he is strong enough to whip himself all other enemies are as straw, and may be laid flat by the push of a knuckle.—Richard Wightman.