



VOLUME 14 NUMBER 1

GAS and ELECTRIC NEWS

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The Rochester Gas & Electric Corporation

MARCH 1957

*March Day
In Long Meadow*

Spring "Has a Way" About Her



What delights us more in the Spring is more a sensation than an appearance, more a hope than any visible reality. There is something in the softness of the air, in the lengthening of the days, in the very sounds and odors of the sweet time, that caresses us and consoles us after the rigorous weeks of winter.

—HAMERTON.

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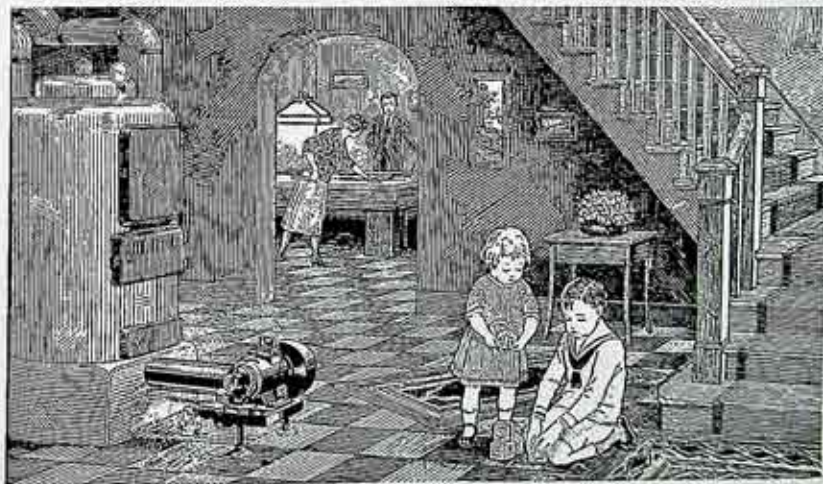
Oil Burners in Domestic Heating

The use of electricity or gas in the control of automatic oil burning equipment is one of the reasons for the growing popularity and reliability of modern heating methods, using oil as fuel. We believe that oil burning in connection with heating practice is developing rapidly; that its many excellent features are worthy of mention in our Magazine, because of the numerous time and labor-saving advantages they effect, and the general satisfaction and happiness they are capable of bringing into domestic spheres.

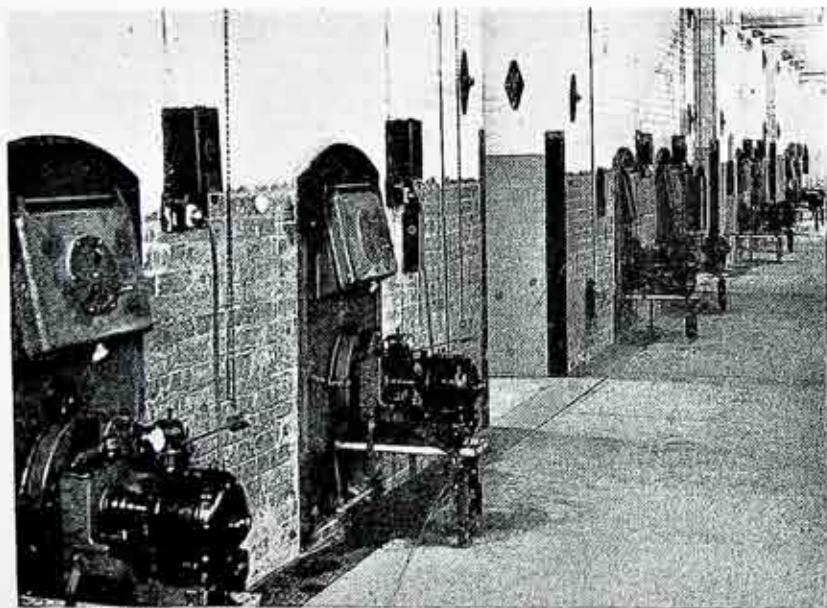
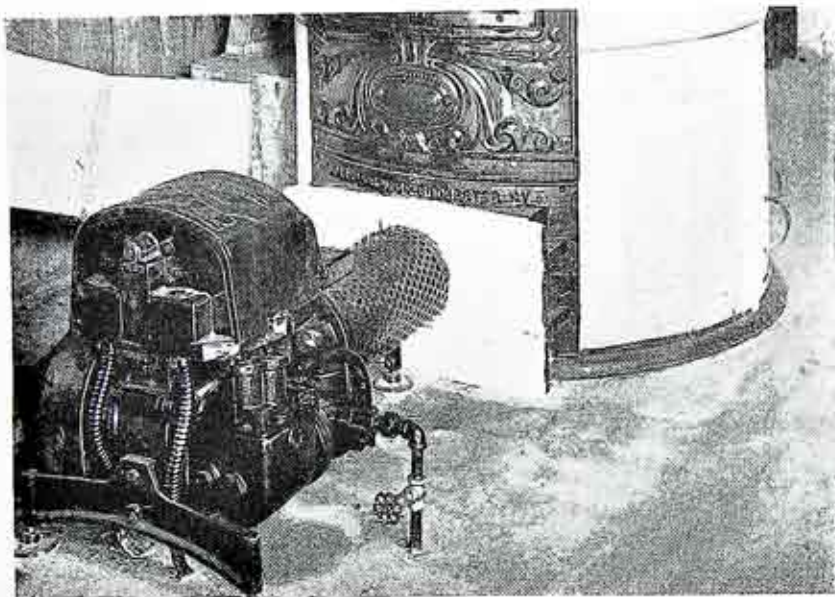
DOMESTIC heating has changed greatly with the introduction of modern automatic heating systems. Most of the inconveniences of operating coal furnaces, whether for hot air, steam, or hot water heat are eliminated through the use of the gas house heating and the domestic oil burner, which are two of the chief modern methods of furnishing automatic heat. In this article we

will consider the subject of oil burning and detail some of the methods employed in units sold in this city.

The old method of shoveling coal from the bin into the fire, teasing the coals along to give more heat, shaking the grates, storing and carrying out dusty ashes and littering one's home and yard with them is no longer necessary. The nature, automatic operation and the more complete combustion of the fuel possible in the oil burner elimi-



Through the use of domestic oil burners, the basement may be transformed into a living room. This would not be possible under old methods of heating, with its dust and litter.



Top: An installation of the Socony Arrow Oil Burner. Bottom: A series of installations of industrial oil burners in the Shredded Wheat factory, Niagara Falls, N. Y. The oil burner is used extensively in industry as well as in the domestic sphere.

nate these chores; the cellar is made a cleaner and a more desirable place and in many instances, where oil burners have been installed, the basement has been made into a play room for the children or a billiard or reading room for the older folks. In place of the familiar coal supply, there is now a large oil storage tank, often built within the walls of the former coal bin. In some installations this is not necessary, for the storage tank is buried in the yard. There are no ashes and consequently no ash cans occupying any portion of the premises, for whatever waste products result are carried out through the chimney.

The automatic control of temperature in oil burning installations, by means of a thermostat placed in the living quarters of the house and adjustable to heat requirements, eliminates the irregularity of heat incident to coal burning furnaces. Whether in the midst of mild weather or during a raging blizzard, the temperature is kept as desired, by merely setting the arrow on the thermostat; the burner does the rest. This removes numerous tasks such as shoveling coal, operating the draft chains and banking and shaking the fire.

Numerous types of burner installations approved by the National Board of Fire Underwriters are manufac-

tured today, which are similar in principle but vary somewhat in construction, each having special features distinguishing it from the others. They all serve one basic function, however, that of breaking up the fuel oil into fine particles—known as atomization—and mixing it with air to facilitate efficient combustion and adequate heating.

Qualities of Fuel Used

The same quality of oil may be used by practically all burners. It is known as fuel oil and is obtained from crude oils of paraffin and asphaltic base. There are three grades of oil adaptable to the type of burners used. They are: kerosene distillate, distillate fuel oil, and light fuel oil. The important qualities to be considered in selecting the oil to use in any particular burner are, specific gravity; flash point; viscosity; percent of water, solid matter, sulphur content, and the heating value. However, the oil is usually specified for each burner, more attention being paid to the specific gravity than to the other qualities. A gravity varying between 24 degrees and 38 degrees, Baume, is most commonly specified.

The oil burner assembly consists of several essential parts and to follow the course of the oil as it passes through

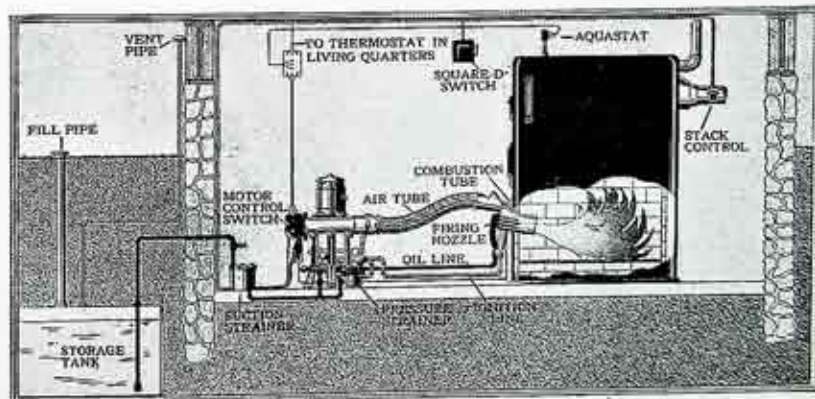


Diagram of a typical installation of the Wayne Oil Burner.

these parts let us begin with the oil storage tank. This is either placed in the yard adjoining the house or in the basement. In the former case the tank is of large capacity, buried below the depth of the frost penetration, either on a higher or lower elevation than the burner itself. When it is placed within the cellar, it has a maximum capacity of about two hundred and fifty gallons as prescribed by the National Board of Fire Underwriters; and from either location the oil may be pumped to the burner or permitted to flow to it by gravity. Usually, when the storage tank is placed in the yard, a vacuum system or pump system is installed to force the oil to the burner. And when the tank is placed in the cellar, one system is generally used as much as the other. Some installations employ a small auxiliary tank to which the oil is pumped from the main tank and from which it flows by gravity to the burner. As the oil passes into the

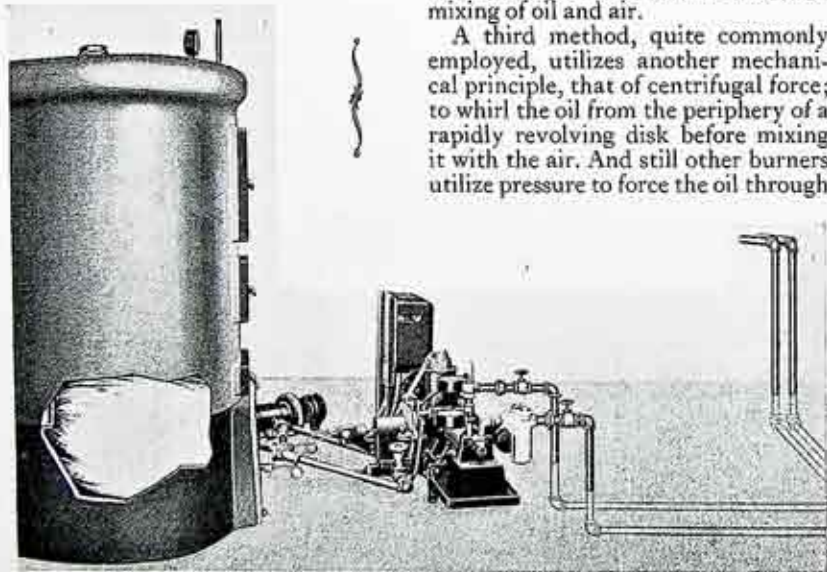
burner, it is thoroughly strained and subjected to other cleansing processes to prevent any foreign matter from getting into the combustion chamber.

Atomization

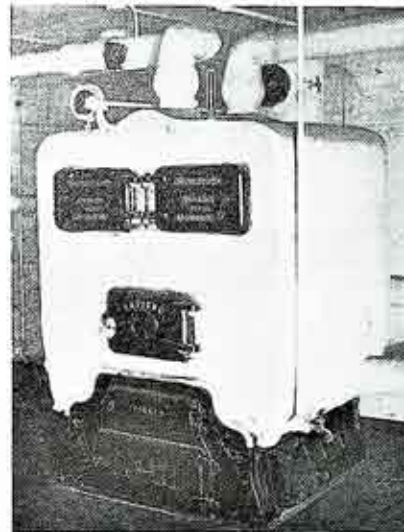
The atomization of the oil is accomplished in one of several ways, the most common method being that of separating it into microscopic particles by means of air pressure. In this method the air and oil are drawn to a common nozzle, by means of an electric fan and pump. At the nozzle the air is caused to strike the oil as it surges from the small nozzle orifice at a sharp angle and with great pressure. The mixture of air and oil thus effected is then blown into the combustion chamber, ready for ignition.

Another means of atomization which employs air pressure, causes the oil to drip into a strong current of air and to be thrown against sharp-edged pieces of metal, known as keys, and the walls of a metal chamber, thus accomplishing the same thorough mixing of oil and air.

A third method, quite commonly employed, utilizes another mechanical principle, that of centrifugal force; to whirl the oil from the periphery of a rapidly revolving disk before mixing it with the air. And still other burners utilize pressure to force the oil through



A typical assembly of the Combustion Fuel Oil Burner, showing the location of the unit on the basement floor, before the furnace. The cut-out portion of the furnace indicates the combustion chamber in this type of oil burner lay-out.



Installation of the A. B. C. oil burner in the home of Mrs. A. M. Webster, 57 Ambrose Street. In this specific burner, the unit is completely enclosed within the walls of the furnace.

a tiny orifice in the nozzle and accomplish atomization. All these methods of atomization apparently accomplish the desired result and are in general use today.

A greater oil burner efficiency is brought about however, by a number of different devices, such as air cooling systems for the motor; oil traps to collect the unatomized oil and prevent carbonization and safety valves to prevent possible leakage.

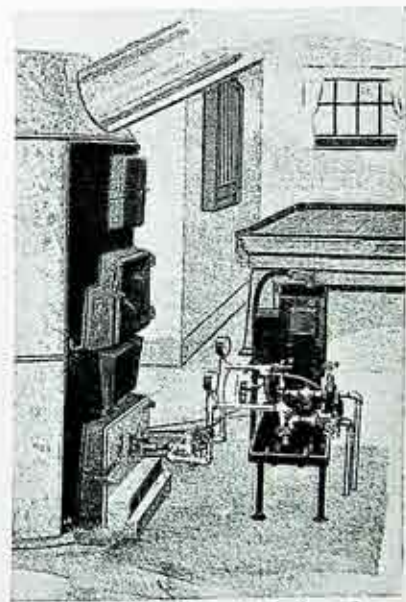
Fuel Oil Content and Ignition

Most fuel oils contain a large percentage of carbon, a much smaller amount of hydrogen, the remainder consisting of nitrogen, oxygen, and sulphur. Within the combustion chamber, the carbon, hydrogen, and sulphur of the oil unite with the oxygen of the air to produce heat, the waste products being blown off by the excess air. Theoretically the waste products of the combustion are negligible, but practice has proven that with the present types of combustion chamber

complete combustion is not yet attained.

In oil burning, ignition is produced through the use of either gas or electricity. When gas alone is used, a pilot light serves to ignite the mixture. This light usually burns during the whole heating season and in case of accidental extinction, the burner ceases. In many types of burners, ignition is produced by firing an electric spark within the mixture, the firing being either continuous or intermittent; in the latter case the electrodes are withdrawn from the flame after ignition. When the firing is continuous, however, there is a constant spark during the entire operation period, the electrodes being of a substance not easily carbonized, or burned away.

A combination of gas and electricity is utilized in another method of ignition, an electric spark igniting the gas and, in turn, the mixture. Both



Think of the many assets in cleanliness characteristic to oil burning. Through it, basements become attractive portions of the home, places to be enjoyed by the entire family.

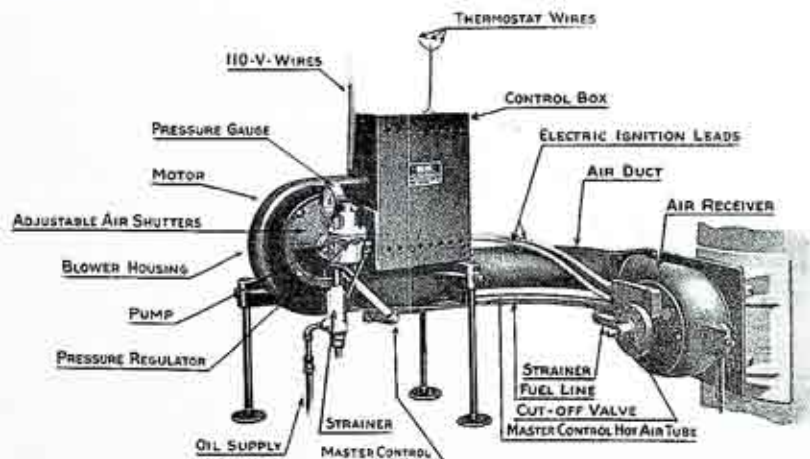


Diagram of the Electrol oil burner unit, which uses a constant electric spark for ignition, a special feature in this particular unit.

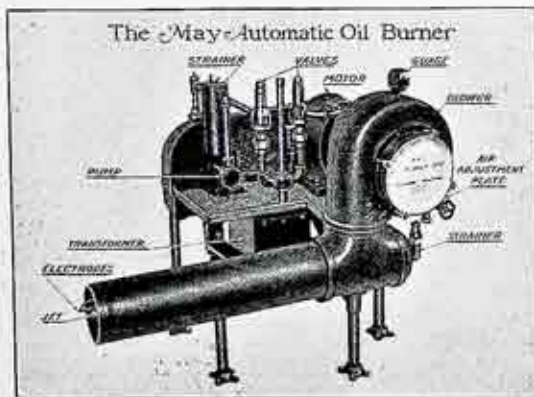
the gas supply and the electric current are shut off automatically when ignition is accomplished, and all of these methods of ignition are protected by safety devices which cause the burners to cease operation when the ignition does not function.

Practically all oil burners are easily adaptable to furnaces already in use by merely removing the grates, building up a brick pot on the base of the furnace setting for the combustion chamber and making other minor alterations. The burner is placed either below the combustion chamber,

on the floor before the ash pit, or is attached to the firing door of the furnace, the position depending on its type. In all cases the fuel is burned in suspension, allowing greater access to the air, thus creating better combustion and diminishing the waste products. In some installations, the nozzle is tilted on a negative angle to prevent scoring the furnace. Still other burners have a combustion chamber as an essential part of the unit.

A survey taken in the United States among persons using oil burning equipment, indicates that the most appreciated features obtained through its use

are the following: the greater cleanliness it makes possible in the cellar, in the yard and throughout the entire home because of the absence of ashes, dust and litter; the additional space made possible in the basement, which may advantageously be used for many obvious purposes, and the great saving in labor and the storing of fuel which the



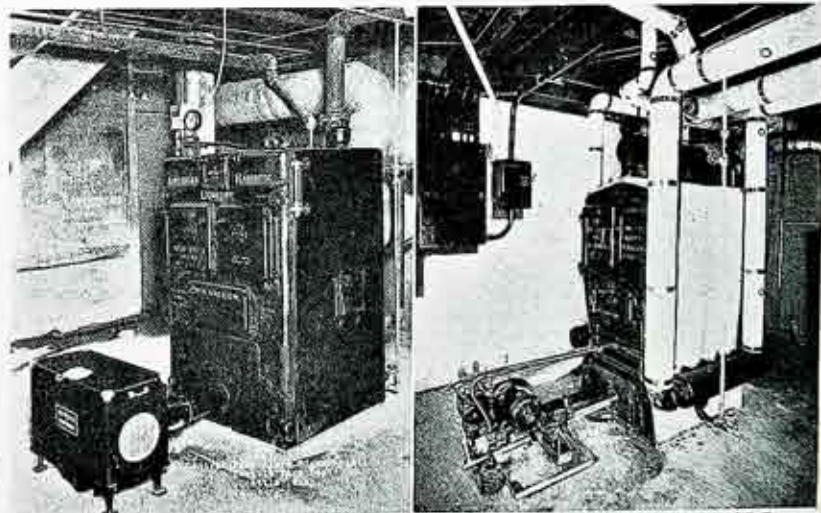
use of oil burning equipment effect. These constructive assets which oil burning offers are considered well worth the additional cost over less attractive heating methods. Either in oil burning installations or in the case of the gas furnace which The Company distributes, the initial cost of the installation as well as the cost of operation is higher. But the added features obtained are considered to be justified on the ground of the many obvious assets which the modern methods offer over any of the older ones. The fact that over fourteen types of oil burning equipment are being sold

today in Rochester indicates that the public thinks well of them. Each year sees more and more installations made, and the enthusiasm with which they are being received in Rochester homes shows that the public quite largely has come to consider them a worth-while investment.

Tabulated below is a list of Rochester firms handling oil burning equipment. These firms are equipped to give good service in such installations and all of them will be glad to supply to interested persons, printed matter or personal advice pertaining to the units they distribute.

ROCHESTER FIRMS HANDLING OIL BURNING UNITS

Name of Unit	Sold by	Address
A.B.C.	L. W. Sage and Company	229 East Avenue
Combustion Fuel	John C. Nugent	318 Terminal Bldg.
Electrol	The Howe and Bassett Company	840 University Ave.
Hart	Hart-Rochester Co.	208 East Avenue
Kleen-Heat	Harry D. Fuller	243 East Avenue
Quiet May	The Lawson and Kautz Company	1792 East Avenue
Nokol	L. A. Edwards	Hotel Richford
Nu-Way	Arensmeier, Warnock and Zahndt.	114 Monroe Ave.
Penberthy	E. H. Eaton and Son	521 East Main St.
Ray Rotary	William C. Barber	600 East Main St.
Arrow	The Socony Burner Corp.	19 South Avenue
Summerheat	John S. Nugent	318 Terminal Bldg.
Sword	The Mott Electric Co.	89 East Avenue
Wayne	The Rochester Oil Heating and Refrigerating Company	227 East Avenue
Williams Oilomatic	Oil Burner Engineering Co.	183 East Avenue



Left, an installation of the Hart Oil Burner, a completely enclosed unit. Right, Nokol Oil Burner installation in the home of Mr. I. W. Steele, Pelham Road, Rochester, N. Y.

Public vs. Private Development of Water Power

FREDERICK W. FISHER

An address before The Women's Democratic Club of Rochester. Mr. Fisher is a member of the Public Speaking Committee of The National Electric Light Association and The New York State Committee on Public Utility Information.

The invitation to address your body is appreciated by me personally, and in behalf of the Company which I represent. Inasmuch as I have the honor of speaking to a political organization, and in view of the political prominence which the subject of water power development has very recently received, I propose to confine my remarks to certain political considerations in this connection, with which, in my judgment, you should be familiar.

Locate the necessary background, it seems wise to define briefly the science of water power engineering. Water is able to do work by reason of its fluidity and weight, and the weight of the water can become effective only through a difference of level, that is where the water flows from a higher to a lower elevation. Natural conditions which provide this difference in level can be improved by the construction of dams which not only increase the height from which the water will fall and thus add to the power, but store up in the basin back of the dam surplus water for future needs. As industry is today organized, the development of water power is in general practicable only through the use of electricity, whereby the power can be transmitted to localities which are remote from the water-fall. The conversion of the power of falling water into electrical energy is accomplished by conducting the water through suitable channels to water wheels. The water in falling, turns these wheels which are themselves connected to electrical generators and the power so generated is, after necessary transformations which are required to regulate it so that it can be commercially handled, made available for the needs of industry.

The magnitude of the problem is indicated by noting that there are eight million horsepower of water power now installed in the United States, with an additional two million under development. There is yet undeveloped about fifty-five million horsepower available for 50% of the time or thirty-five million horsepower available for 90% of the time. To be of value to industry an equal amount of steam standby will be necessary. The electrical industry, through which most of the developed water power is utilized has in it today an investment of seven billion dollars. In Rochester there is an investment in water power of about eight million dollars.

Industry requires steady power, and the variable flow of streams must therefore be regulated by storage dams or the power output must be supplemented by steam generated energy, or both. In all of these processes there is required the exercise of the physical and mathematical sciences, together with the art of finance, the complex problems of business and politics. Before any water power can be developed, expert engineering judgment is required, based upon mathematical calculations of the highest order, to ascertain the cost of the project and the market for the power when generated, the methods of finance and operation. These are not speculative fields, as the mathematical sciences permit a very close calculation of all the physical elements entering into the problem, and the accumulated statistics and knowledge on population, business, and finance in the hands of experts permit of an almost equally close analysis of the business elements entering into any water power development and show almost conclusively whether any

projected development is economically wise. Thus the science of water power engineering is a business problem, into which the abilities of trained experts in the engineering, legal, financial, and business professions are blended to secure success.

The application of the foregoing has been of immense practical importance in the upbuilding of this nation because under wise governmental regulation the development of private initiative has been encouraged, and this has made it possible for men of ability, vision, sagacity and experience, to utilize flowing water both for their indi-



vidual profit and for the profit of the public. It is obvious that water power development on a commercial scale requires the investment of enormous sums of money which can be secured and profitably handled only through organizations of magnitude. There has thus been built up under the laws of the land, which have protected alike the investor, the operator and the user, many successful water power developments, and each one of the operations entering into each of these developments have been conducted on the same principles of bargain and sale upon which all other business has been conducted. Due to the fact that the development of water power in large units has by virtue of economic necessities of generation, transmission and distribution, certain monopolistic features, such developments as have been utilized by public utilities naturally require State regulation. This is because the age-old principle of competition which in non-monopolistic industry is a regulator, introduces in connection with public utility operation, a ruinous and unnecessary duplication of equipment for which the public has to pay.

Government versus Private Control

The proposition has been from time to time seriously advanced, and in some instances tried out, that the principle of private initiative which has been proven economically wise in the development of American industry, should be discarded in connection with public utilities and that in its stead the principle of governmental operation should be substituted. Notwithstanding the experiments of mankind in this direction throughout the world, many of which are today in operation, the principle of the governmental operation of business is economically unsound, except in certain special instances having to do with the regulation of the health and safety of the people. Examples of these are the post office, the police, fire and water supply departments of municipalities.

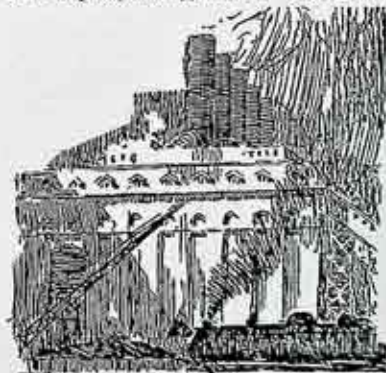
In the first place, experience has proven that it is impossible under any principle of the government selection of employees, among which the elective and civil service systems are the best, to build up as efficient a business organization as can be built up under private operation. Private control inevitably tends toward the elimination of the incompetent to a much greater degree than does governmental operation. The red tape with which it is necessary to conduct governmental operations handicaps the initiative of the executive, with the result that economies resulting from business opportunities and invention which mean vast sums of money in the way of savings are not produced under governmental operations as they are produced under private.

In private work, before expenditures are made, it is not only necessary for the engineers who are making the proposals to convince the Managements of their merit but it is also necessary to convince the financiers who are to

provide the money. Such estimates and analyses must therefore be made with the greatest possible accuracy and care because in water power operations the amounts involved are very large and if the proposed economy and profit does not materialize the business will be bankrupt. The same is not the case in governmental operations as it has been comparatively easy on projects which have been under estimated, to go back to the tax payers for more funds. In this connection certain figures with reference to the experience of the State of New York are pertinent.

"From statement of George W. Aldridge to New York State Governor Black filed August 13, 1898, in connection with the Canal Investigating Commission of 1898. (From Rafer's Hydrology of New York, p. 742.)

Erie Canal, original estimate...	\$4,926,738.00
Actual Cost.....	7,143,789.00
Erie Canal, enlargement est....	23,402,863.00
Actual cost.....	32,008,851.00
Oswego Canal, estimates.....	227,000.00
Actual cost.....	565,437.00
Oswego Canal, enlargement est.	1,926,339.00
Actual cost.....	2,511,992.00
Champlain Canal Engineers' est.	871,000.00
Actual cost.....	1,746,062.00
Black River, engineers' est....	1,068,437.00
Actual cost.....	3,157,296.00
Hoosic Tunnel engineers' est....	1,948,557.00
Actual cost.....	20,241,842.41
Manchester ship canal engineers' estimates.....	26,000,000.00
Actual cost.....	67,351,105.00
Chicago drainage canal, engineers' estimates.....	12,000,000.00
Already expended (1898).....	27,303,216.00
Estimate to complete.....	10,358,436.94
Hudson River improvement, original estimate, U. S. Army engineers.....	2,000,000.00
Estimate to complete after \$2,000,000 had been expended	2,600,000.00
State Capitol, Albany, estimate	4,000,000.00
State Capitol, Albany, cost....	24,000,000.00



There is only one case on record where the cost is within the estimate which has come to my attention, namely, one of the state buildings in Albany, built by a Rochester Contractor, Mr. Ford. The cost generally runs anywhere beyond half again as much as the estimate. The Ontario Hydro-Electric Commission's original application for authority and funds for building their Queenston plant states that the cost would be about \$10,000,000. Messrs. Murray & Flood found that over \$56,000,000 had been spent up to the Fall of 1921 and that the work was a long way from completion. Rochester, Minnesota, voted \$350,000, based on engineers' "estimates" for the construction of an electric plant; it cost over a million. Cleveland was to get a complete lighting plant, capable of serving the entire city for \$2,000,000; over \$6,000,000 has been spent and the plant does less than a quarter of the lighting of the city. Innumerable other instances could be cited.

A modern instance of fallacious reasoning is contained in the recent proposals to create a Giant Power System in the State of Pennsylvania, upon an unsound engineering basis and without provision for the utilization of the existing property now devoted to the public service in the electrical industry.

The actual operating experience of government in business in connection with the utilization of electricity in this country may be briefly indicated by an analysis made two years ago which showed that over two hundred and eighty towns and cities in this country had either wholly or partially abandoned the municipal operation of their electrical properties and by the further statement that many so-called municipally operated electrical properties do not generate their own power but purchase the same from private companies for distribution.

Municipal Operation Increases Taxes

The contention that public operation of utilities can be accomplished more cheaply than private operation because the public operation does not pay taxes, is a fallacy because the amounts which would be collected from the privately operated plant must in the case of the publicly operated plant come out of general taxes. In the privately operated plants only those who use the service pay the taxes in the rate while in the publicly operated plant everybody

pays the taxes which means that the tax rate on other property than the municipal plant must be increased.

"The average city tax rate in 1921, as shown by the United States Census in cities over 30,000 having municipal plants doing commercial business was \$19.31. The average city tax rate for the non-municipal plant cities nearest in population to the above was \$15.50.

"Exempting a municipal plant from taxation necessarily means that the taxrate on other property must be increased."

"Public utility companies of the United States are paying taxes which total nearly \$400,000,000 a year to city, county, state and federal treasuries, says the New York State Committee on Public Utility Information.

"In 1924, the last year for which complete figures are available, the utilities paid in taxes \$384,500,000. Increased business and rising tax rate will put this year's total at four hundred million dollars or more.

"The 1924 figure was distributed approximately as follows:

Electric light and power cos.	\$145,000,000
Electric Railways	90,000,000
Telephone companies	77,000,000
Manufactured gas companies	40,000,000
Natural gas companies	24,000,000
Water companies (estimated)	8,500,000

"New York, the largest consumer of public utility service among the states, pays the largest taxes. It is estimated that the gas and electric companies of the Empire State will this year pay taxes amounting to thirty million dollars. This is about ten per cent of their gross revenue."

The experience of the federal government in the operation of the railroads of the country during the war is a matter of common knowledge, and after making due allowances for the unusual conditions and emergencies and admitting that such operation was a war-time necessity, it is the fact that the railroads were finally returned to their owners with deficits running into millions of dollars. Certainly the advocates of the policy of government ownership of utilities had an opportunity in this instance to demonstrate the merits, if any, of their ideas. It is further the fact that the people of Canada are by no means unanimous in their attitude toward the government owned railroads of that Dominion, and the experience of other nations in this particular is not encouraging.

These principles have been recognized by many of the ablest men of these and other countries. For example—John Spargo, long considered the brains of the Socialist group in America, and generally recognized as a profound and accurate thinker, recently wrote these words:

"As a means of attaining the greatest advantage, governmental ownership and operation of railroads, telegraphs, telephones and similar public utilities now appears to me to be in-

herently inferior to the new type of enterprise we are so rapidly developing, characterized by popular ownership, representative management and social regulation."

Vice President Charles G. Dawes, when controller of the United States Currency, said — "Municipal ownership, say the demagogues, means ownership of the public utilities by the public, and their operation at cost in the interest of the public. This definition is false.

"What municipal ownership means is ownership by the public, but operation by the political faction in control for the sole benefit of the party leaders and their henchmen, without regard to public interest and with total disregard for the sanctity of the public treasury.

"Public operation, wherever it has been tried, has meant political operation, and political operation has always been and will always be fatal to the interests of the public."

Undertaking too Great at Present

The Chief Executive of the Empire State, Governor Smith, in a recent debate with Congressman Mills on the hundred million dollar bond issue which was submitted to the people during the last election, derided the ability of the government to conduct business economically.

"Among other things, he said: 'The Chairman of the Real Estate Board said tonight that, naturally, real estate owners were interested in this because the interest is raised from taxation and real property bears its large share, and all that. I would like to have the Real Estate Association of the State of New York employ a few expert accountants who could begin to figure up for the Real Estate Board the waste and the extravagance that has grown out of the 'Pay as you go' plan as we have carried it on. Why, you only have to appeal to just ordinary intelligence and ordinary common sense to understand the waste there is in letting half-constructed buildings lie idle all over the State for a period—of a year? Why no—for a period of ten years. Why is it that a private corporation in New York will be able to put a building on the site of Madison Square Garden inside of seven months? The State of New York cannot do anything in seven months. It cannot build a prison in ten years. Why? Because it never has any money to do it with. And again:

"I make the statement that after the first of May when we make the new lease for the Board of Estate and Control, the state engineer and surveyor and the State Comptroller, the state's rent bill will be in excess of a million dollars a year. Doesn't it look like a joke for the great, powerful and wealthy state of New York to be spending a million dollars a year for rent? The rent is not even the worst part of it. Look at the disorganization of the State's business. The public offices in Albany are spread out from New Scotland Avenue to the Union Depot. And let me say this that if any private organization in

the State of New York crowded its employees in, the way the state is doing it, the department of health would be after them. The State of New York is getting away with it because it is the sovereignty and upon the theory that the king can do no wrong.

"The Department of Education, through the Commissioner, certified to me and to the State Architect that the state's educational institutions are about 60% of what they ought to be. Now we have got to stop this talk about education. Of recent years education has been a campaign issue. Everybody

is for it—in October. It makes a great talking point. But when the time comes to step up to the doctor's office and make good in January, February and March, there is nobody does it."

And again: "For educational institutions of the State it is certified by the Department of Education and the State Architect that we require \$8,500,000; for the institutions for the blind and the deaf we need \$1,500,000. The Rochester School for the Deaf is the greatest indictment of popular democratic government that you could find any place. It is the mercy and the providence of Almighty God Himself, nothing that the State has done, that has kept it standing there, a wooden building, entirely made of wood, heated by a single stove in the basement. Some night some awful catastrophe will wake up the conscience and the heart and the spirit of New York and they will want to know why that continued for so long. It should be torn down and a new modern, up-to-date institution built in its place.

Congressman Mills in this debate had this to say with reference to the proposed bond issue and the pay-as-you-go policy which was criticized by the Governor: "Now, let us get one thing perfectly straight at the outset. This is not a proposition to authorize the legislature to borrow \$100,000,000 to spend for these purposes that the Governor has enumerated, whether it is his program or anybody else's. This is a proposition to allow the legislature to borrow \$100,000,000 to spend any way it sees fit. It need not spend a nickel for anything that has been mentioned here tonight, and this program that the Governor has enumerated is not binding on the Governor, is not binding on the next legislature, and certainly won't be binding on the legislature five years hence. Let us get something else perfectly clear at the start. There is nothing in the present constitution which compels us to follow the 'Pay-as-you-go' policy. We can finance everything mentioned here tonight by going under the

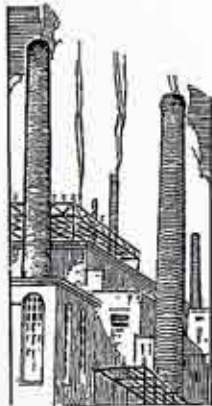


present constitution, provided we do two things first, tell the people what we are going to borrow for, then get their permission to borrow it."

Now from these quotations is it not a reasonable deduction that the state has had and will have all it can do under either Republican or Democratic control, to handle economically the work to which it is now committed, without embarking on any water power development program involving enormous unestimated costs.

England's Example

We sometimes look to England as an example of what can and should be done by virtue of the many experiments in the governmental control of utilities which have there been made. In this connection the Progressive Labor World of Philadelphia, one of the strongest union labor papers in the country, said editorially, in suggesting to its readers that they go slow on the Giant Power proposition in Pennsylvania, among other things, as follows:



"Britain is pushing over a Giant Power program. Lord Weir is chairman of the program. He is a practical Scot. Even he is against far-fetched parts of the proposed radical program. He earnestly urges that England's electrical development scheme be kept out of the hands of the central government. It is asserted the dead hand of State control has kept England back twenty years in electrical development. Private enterprise has made Finland and Shanghai sweep by John Bull in electrical progress.

"Lord Rothermore, powerful Britisher just returned home from America, says, 'The economic welfare of the United States is based on its progressive policies in electrical power.'

"Private initiative has made power cheaper in Philadelphia, Chicago, and other cities than power costs to the Britisher. Meddling and muddling of state control is responsible for the condition in London.

"America has become great because private enterprise gets a full and free field.

"Premier Baldwin is forced to carry into Parliament for a subsidy the nationwide monopoly power scheme with State guaranty.

"Premier Baldwin points out to his fellow citizens the methods by which electrical energy is generated and distributed cheaply on a large scale in America, where private enterprise is encouraged rather than forced to grapple with pseudo political economists."

Distrust of Private Regulation

The probabilities are that considerable of the present agitation in favor of governmentally owned and operated water power arises from the distrust with which certain recent Hydro-electric combinations are being viewed by the general public. Due to operating economies which may be brought about, by interconnection, there is an increasing tendency toward consolidation of electric power interests. These economies result largely from the ability to divert energy which might be wasted in one community where there was excess water or steam generating capacity without the electrical load to utilize it, to some other community where the load existed without the water power, due either to the lack of rainfall or pondage. There is naturally some jealousy by any government of a nation wide or state wide organization which it does not itself make and control, and this jealousy has been heightened by the name inaptly chosen for this consolidation movement, viz., Super-Power, which is not calculated to allay prejudice. Under such circumstances the question of Public versus Private Management tends to become one of sentiment rather than business, although as I have shown you State management costs more than private management, or has involved higher rates or has been given up by communities which have tried it.

That this situation is clearly seen by at least one editorial writer is indicated by the following quotation from the Rochester Journal and Post Express of February 10th, 1926—"The fight to stop the Van Sweringen Brothers in their plan to combine several railroads is foolish interference; railroads competing waste enormous sums of money in overhead, soliciting business, etc. The public, not the stockholders, must pay the bill.

"The bigger the concern the better. And since public officials, obedient to the power that selects them, confess that they are not sufficiently honest or capable to run railroads for the people, the wise course is to let private owners combine to their hearts' content and cut costs.

"If the people haven't brains and intelligence enough to watch a few big railroad combinations, they certainly won't have intelligence enough to watch five hundred little combinations."

There is the further element of distrust toward regulation which is frequently expressed. This results in the proposal to jump from the frying pan into the fire, on fallacious reasoning, or with no reasoning at all, but the mere assumption that the government through its Public Service Commission is unable to legislate industrial combinations to the people's best advantage, but can take over and operate these agencies itself. It is certainly contrary to the business experience of the ages to give to any individual or organization increased re-

sponsibilities until the individual or organization has proven itself competent to handle the responsibilities with which it has already been entrusted. This distrust of our recognized governmental regulating bodies, seems to me unwarranted and unwise, and a loss of faith not in these bodies alone, but in the principles of democratic government themselves.

No discussion of this nature would be complete without a reference to the work of the Ontario - Hydro Electric Commission, of Canada, which has been and is frequently pointed out as the one big outstanding example of the success of governmental operation of public utilities. This enterprise has been subjected to the most painstaking examination and investigation. The Hydro is, in the language of a distinguished economist of Toronto, the late James Mavor, "Much larger than its promoters ever dreamed of; it is a great deal larger than they can manage. In point of fact the Hydro cannot be controlled; it controls both its own officials and the Government." Judged by either American or Canadian business standards the Hydro enterprise has not been conducted in a financially solvent manner. That portion of the Commission's work about which the man in the street hears most is the fact that it furnishes electricity to household consumers in Toronto for 2c per K.W.H., whereas the same service in Rochester is furnished for 8c per K.W.H., and the reason for this is that the domestic consumer who is furnished at 2c per K.W.H. is carried at a loss, the difference being made up in the rate charged to Industry, also the very great difference in the character of service rendered. An analysis of the finances of the Toronto Municipal Commission shows that if the items of interest, taxes, steam stand-by and maintenance of underground construction applicable to Rochester were applied, the production cost of electricity of the two cities would be practically the same. While the power supply at the generating stations of the Hydro plants at Niagara Falls is practically continuous, due to the lake storage water, the customers of the Hydro are served by over-head lines without steam stand-by to take care of interruptions on these lines, due to storms. The result is that Canadian industry is not only paying more for its power than industry in this country but is subjected to very expensive operating delays. Workers in Toronto lost over \$3,000,000 in wages in one year due to

shut-downs of the Toronto Municipal system which secures its power from the Ontario Hydro-Electric Commission, according to estimates made by a member of the Commission.

A part of this failure of service is due to the almost exclusively used over-head system. The streets of Toronto are full of unsightly poles which also constitute an accident hazard to inhabitants. Toronto is at the present time contemplating the installation of a steam stand-by station to cost several millions of dollars.

In this connection the following quotations from the Smithsonian Institute Report of Mr. Weyer are of major interest—"The gigantic public ownership enterprise of the Hydro-Electric Power Commission involving many millions was brought into being by a slogan-made public opinion stressing power at cost. In discussing power at cost the following questions were obviously not understood by the Ontario public:

"Merely having service at cost is not enough. The important thing is who pays the cost? The particular consumer who uses the service? Is service sold below cost to one group and the losses made up on another class of consumers? Does part of the cost come out of the general public treasury? For 'At cost' may mean 'at cost of the public.'

Reasons for Lower Rates

"Domestic consumers in Ontario are served at lower rates than domestic consumers in the United States for the following reasons:

1. The facing of the true cost situation, and making each group of consumers pay for what they get, which is the practice in the privately owned—but State regulated—plants in the United States, is completely ignored in Ontario.

2. In Ontario, the domestic consumers are given lower rates than the true cost situation warrants because the votes of the domestic consumers are needed to carry the bond issues that must be approved from time to time in order to make the needed extensions to the governmentally owned plant. This must, of course, result in the Ontario domestic consumers, as a class, being carried at a loss.

3. Serving the Ontario domestic consumers below cost may be good 'vote getting' but it is unsound economics. While this naturally results in a lower domestic rate, it has worked out in Ontario that the industrial rate is higher than it would be if the domestic consumers



were kept on a true cost basis, and, of course, this tends to retard industrial development.

In comment on this policy of vote-getting viz., 'Robbing Peter to Pay Paul,' it should be noted that industry, and this includes small stores, must have power as cheap as its neighbors in order to sell its goods, otherwise labor must leave regardless of the prices received for farm products. It is a matter of common knowledge that Canadian young men are coming to the United States from the territory supplied by the Hydro—Why?

4. Exempting the governmentally owned property from taxation makes it possible to make lower rates to the consumers by an amount equal to the amount saved in taxes. But the amount saved in taxes by the consumers is lost by the public generally and must be made up some other way. As many of the domestic consumers are not direct tax payers, this fictitious saving is reflected in higher rents and living costs, and, as a whole, results in discrimination because it means that property owners generally must pay higher taxes in order to make up the advantage gained by consumers of electric service from a governmentally owned plant. In the United States, about 10 cents of the public's dollar paid for electric service goes to taxes.

5. Expenditures of the Hydro-Electric Power Commission of Ontario, amounting to \$3,440,322, have been paid out of the Province treasury and not from income derived from power consumers. This contribution from the public treasury, of course, makes low rates possible but the public foots the bill.

A Canadian Royal Commission was appointed in 1922 to investigate Governmentally Owned Hydro-electric Systems in Ontario, Canada. Among other things it had to say, was—"We desire to emphasize what appears to be an outstanding feature of this as of other undertakings of the Commission, namely, that estimates prepared by the Engineers of the Commission and submitted to municipalities contemplating entering into contracts with the Commission are almost invariably higher in respect of power loads required and lower as to the cost of power than are respectively the actual power consumed and the actual price charged after contracts have been made.

"The Hydro System was introduced in Dunnville in 1916 and 1917 to replace a privately-owned system. The price quoted was \$27.77 per horsepower. That was understood to be the maximum figure and the price now is \$50.00. I think we are paying too much for power. \$27.77 is what the people understood was to be the price."

This is the old story told us time after time by representatives of various Hydro municipalities of low estimates, and a high cost as compared with the estimates.

Also—"No Government should accept with confidence estimates prepared by a promoter of a scheme seeking support, even though the

promoter may be a public body. If the estimate for the Queenston-Chippewa Development instead of being submitted to outside engineers years after the work was begun, had been submitted to them in the first instance, the Government would have at once found out that it was unsound and could not be relied upon. If it had kept in touch with the work through a representative of its own, who would from month to month have compared actual costs of the work done with the estimates submitted, it would have learned of the increases in cost long before they were brought to its attention by the Commission."

With reference to taxes—"The complaint that the operations of the Commission are specially favored in respect to taxation as compared with those of private companies was definitely brought to our attention by officials of the Ottawa Electric Company, who appeared before us at one of our public hearings. The City of Ottawa exemplifies, perhaps most clearly, the possibility of discrimination arising in respect of the present method of taxing the works of the Commission. As stated in our report on the Ottawa System, the Commission is supplying power to the municipality in the same manner as it supplies other centres throughout the Province. In addition, however, the Ottawa Electric Company, a company that has long established, is providing a similar service to a great number of consumers within the municipality, yet the private company must pay all taxes applicable to its operation."

Economy Sacrificed

The comment to be made in this connection is the question—"Which is operating more cheaply: the Ottawa Electric Company or the Hydro?"

Now two final Canadian quotations and I am done, lest I unduly tax your patience. I referred to the late James Mavor, Emeritus Professor of Political Economy in the University of Toronto, who said—"Whatever the future may have in store for the Hydro, it encounters at this moment a sharp rate crisis. The rates for domestic use and even for street lighting must be revised upwards and the users of the future must be called upon to pay not merely a price which will cover the cost of the electricity they use but must also cover a portion of the cost of the electricity used by them or by their predecessors during the past few years. This crisis is pressing hard upon the Hydro Commission at the present moment. How they will deal with it remains to be seen, but the sooner they seat themselves on the stool of repentance and admit that all their estimates of the cost of construction of their plant and of the cost of power were wildly astray, the better for the credit of the Province."

And—"The general conclusions are irresistible that the Hydro-Electric System of Ontario has been inexpertly managed from the

beginning and that the aims of its management have been political and not economical in the strict sense. Indeed, the economical interests of the Province have been sacrificed to the political ambition of a small number of municipal and provincial politicians. These politicians have led the province into an expenditure which may yet turn out to be ruinous and have in doing so upset the political system of the Province. By means of cajolery and electioneering management not lacking in cunning, the Hydro Party has altered the political character of the Province, has inflicted a serious blow to spontaneous industrial action within it and has contributed towards driving industry and intelligent organization either into the Province of Quebec or across the line into the United States.

Certain interests today propose the further development of the water power at Niagara Falls and of the St. Lawrence River by the State. The development of the St. Lawrence is still under investigation by a joint commission composed of representatives of the United States and Canada. This development has for its preliminary purpose the improvement of navigation, which would necessarily create a considerable amount of water power, the bulk of which would belong to Canada. The final report of this commission is expected to be issued next April. The further economic development of water powers in the Niagara and in the St. Lawrence depends upon the various factors of cost and market, each of which must be determined independently. The State's interest in either of these rivers can be adequately preserved through developments made by private interests by leases under the present water power law, known as the Miller Act. The state is not required to go into the water business in order to protect itself, because it can command, in connection with any leases, the services of the same high-grade advisory engineers which private companies are able to employ and so guard itself against the execution of leases which do not protect the state's full interests.

Private Ownership Best

In addition to the statements with reference to the fallacy that governmental control of water power is wise, it is further to be noted that the government does not function efficiently in merchandising and that it injects political uncertainties into financing, development, and personnel. It does not furnish incentive for individual ambition, and does create unnecessarily large payrolls.

Government ownership differs from government regulation only by offering a change in management, and it cannot confer additional benefit upon users of electric service except by selling the service below cost and taking the difference out of the public treasury. No political machine ever has or ever will transcend human nature, and if we as a people are incapable of properly regulating certain private

businesses of a monopolistic character, we certainly are incapable of operating them ourselves through public servants except at increased cost.

Government ownership is hostile to the spirit of the United States and its institutions. The logical outcome of government ownership of water power will be government ownership of other public utilities and then in due time, government ownership of the facilities for providing the necessities of human life—food, clothing shelter, etc. We may as well look the facts fairly in the face.

Let the Chief of Government draw the moral. The President in his message made this reference to Muscle Shoals—"If anything were needed to demonstrate the almost utter incapacity of the National Government to deal directly with an industrial and commercial problem it has been provided by our experience with this property. We have expended vast fortunes, we have taxed everybody, but we are unable to secure results which benefit anybody."

Those who are committed to private operation of water power do not wish to be understood to be apostles of unreasonable conservatism because it has been through their initiative, resourcefulness, courage and willingness to take a chance that water power development has reached its present importance and contributes so much to the welfare of society. On the other hand, their contention is that the history, motives, and possibilities for both good and evil in the governmental ownership and development of water power should be analyzed dispassionately and in contrast with what has actually taken place under private initiative, realizing that this is not a question of party politics as the evils or benefits, whatever they may be, are common to all political parties and systems. In the words of the late President Harding, we believe in "More business in government and less government in business." In other words, the private interests which have built up, with the help of state regulation, a system of

power development which functions as efficiently and as honestly as any enterprise can be expected to function until human nature has reached a higher plane of development, adheres to the Scriptural maxim, "Prove all things—hold fast to that which is good."



20,000 New Uses for Gas Benefit Industry

By BERNARD J. MULLANEY

Vice President, Peoples Gas Light and Coke Co., Chicago

DURING the last decade the manufactured gas industry of the United States more than doubled its sales. In 1915 they were 204,000,000,000 cubic feet; in 1925 they exceeded 421,000,000,000 cubic feet.

This was the industry's answer to predictions that its death warrant had been written by the general acceptance of the electric light in place of gas illumination.

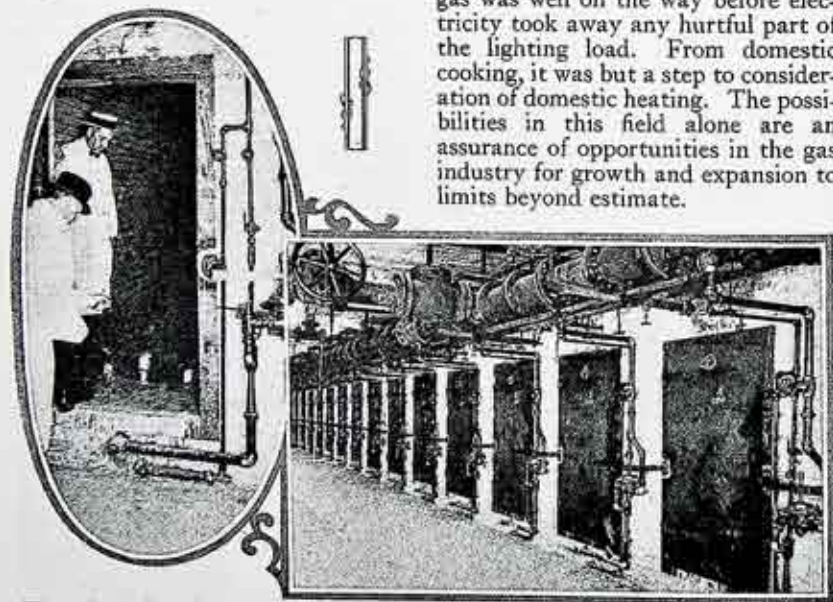
Sales of gas for illuminating purposes, before the day of the electric light, were the mainstay of the gas business. When electricity gave the

congenital crape hangers an excuse for moaning, there were leaders who said, "We are selling heat in its most usable form. Wherever heat is required, there is our market."

Following this reasoning, an aggressive sales policy increased the consumption of gas in fields where it was already a proved success. Scientific research developed new uses.

The industry's attitude towards its product changed. When gas was used for illumination, its quality was measured in candle power. Now it is rated by its heat content measured in British thermal units.

Absorption of the cooking load for gas was well on the way before electricity took away any hurtful part of the lighting load. From domestic cooking, it was but a step to consideration of domestic heating. The possibilities in this field alone are an assurance of opportunities in the gas industry for growth and expansion to limits beyond estimate.



Where the smoking process is hurried by the use of gas. The largest gas-fired sausage smoke house in the world.

NEARLY HALF OUR POPULATION IS SERVED BY GAS

Some idea of the predominant position of the gas industry in the domestic field is obtained from the figures compiled by the American Gas Association. These show that approximately 52,000,000 persons in the United States are served by gas through the use of 9,800,000 stoves, 3,400,000 water heaters, 4,400,000 space heaters and multiplying numbers of central house-heating installations. This is desirable and profitable business, increasing steadily as new customers at the rate of about 400,000 a year are being added to service mains.

The domestic use of gas increases from year to year as the population increases, and to this should be added a steadily increased per capita consumption, as the cleanliness, economy and dependability of this essential fuel is better appreciated by the American people.

What of the future domestic load of gas companies? Will it be developed along existing lines—stoves, space heaters, water heaters, incinerators, and such like—or will the industry strike out into newer fields of utilization?

The answer is that the industry will spare no effort in building up its present domestic load, and, in addition, will take full advantage of the possibilities existing in house heating, house cooling and refrigeration. Only one is an innovation—housecooling. The gas industry already has a substantial househeating load and the development of the use of gas for household refrigeration has been going on for several years.

Consider househeating. Since 1919, sales of gas-fired househeating appliances have increased more than 2,000 per cent. One manufacturer alone reports annual sales of 50,000 units, which, for that company, is an increase of 6,000 per cent over 1919.

The latest figures show that installations of gas-fired househeating units are being made at the rate of about 100,000 a year. One of the best selling arguments in favor of the gas-heated home is that the basement or cellar, formerly given over to coal,



Bernard J. Mullaney, Vice-President, Peoples Gas Light and Coke Co., Chicago.

ashes, wood and a large coal furnace, can, with a gas-fired unit, be made into a playroom for the children, or a billiard room, thus adding a new room to the home.

The introduction of house heating on a huge scale, without a compensating load would bring with it engineering problems of a serious nature. It is this situation which has caused the gas engineer to investigate other fields, notably refrigeration and artificial cooling of homes.

At the present time there are two types of gas-fired refrigerating machines. These are the adsorption and absorption types. Both work equally well with gas fuel, the operation being noiseless and the cost of maintenance and upkeep being low enough to make their use practicable in the average home. Gas-fired ice machines are

for sale by gas companies and there is a steadily growing demand for them.

Coincident with the merchandising of gas-fired refrigeration comes the announcement that, with the employment of better building methods, especially as applied in proper insulation, the time is at hand when the American people will give serious thought to the matter of having their homes artificially cooled in summer.

GAS WILL COOL THE HOMES OF THE FUTURE

One engineer who is a specialist on gas refrigeration says that homes in a few years will use gas as an ideal cooling agent in summer as they use it for a heating medium during winter. "Here," he says, "is a potential load which, when added to the load built up by gas-fired refrigerating, will offset the heavy househeating peaks and put the gas industry in a position where it can give the public all the gas it needs, and at the same time keep the temperature of homes at about 68 degrees the year around, as recommended by doctors and health officials."

Many believe in a coming era of effective conservation of all natural resources. They foresee the time, not only when oil will be reserved for purposes of transportation by land and sea and air, but also when the burning of raw fuel of any kind, including coal, will be forbidden. They believe the necessity for conservation, together with the growing sense of the economic waste and the loss of health and efficiency as a result of smoke, will result in prohibition of the burning of coal by the individual. Then there is the enormous waste of potential efficiency when coal is burned in the raw state for direct heating or for steam making. The burning of gaseous fuel for all processes in which heat is required is an eventuality frequently predicted.

As late as 1910, only five per cent of the total output of gas was used for industrial and commercial purposes. Today the ratio is upwards of 25 per cent, and rapidly increasing. During the last ten years the consumption of gas in manufacturing plants has increased 1000 per cent.

A few years ago, gas engineers were proud to announce that their product was used in 1,000 different heating applications. Recently, the list was revised to include 5,000 uses, and the latest estimate is from an English engineer who says that more than 21,000 trade processes are now being carried out with the aid of gas.

SIX ADVANTAGES OF GAS THAT MAKES FUTURE SECURE

What advantages does gas offer? Briefly, they are as follows:

Improvement in quality, and economy in manufacture of the product, owing to perfect heat control.

Marked increase in production.

Fuel storage space eliminated.

Elimination of capital tied up in fuel investment.

Elimination of smoke and of the nuisance of ash removal.

Better working conditions for industrial employes and increased manpower efficiency.

Consider the significance of this industrial heating load from the financial side. The average domestic customer uses gas only about two hours out of the twenty-four. In contrast to this, commercial and industrial gas consumers, such as hotels, bakeries, newspapers, the ceramic, steel and automobile industries use gas from eight to twelve hours a day, and in some cases during the entire twenty-four hours.

In other words, the industrial load is a fairly constant one, free from peaks, and seldom necessitates the maintenance of expensive reserve equipment. A typical industrial gas installation will consume as much gas in one day as 500 average homes.



Cereal roaster that uses 1,500,000 cubic feet of gas per month.

Pie machine that makes 27,000 pies per night, using gas.

In illustrating the superior profit possibilities of industrial gas, one engineer uses as an example, a company which desires to increase its gross income from the sale of gas by \$500,000 a year. To get this income from new domestic customers, he says, would require the addition of 20,000 customers to the lines with an investment of about \$2,500,000 for plant, mains, services and meters. To get the same income from new industrial customers would require the addition of only 140 customers of average size with an investment of less than \$1,000,000 for plant, mains, services and meters. Obviously, the overhead on 140 industrial customers is considerably less than that on 20,000 domestic customers.

NEW CAPITAL REQUIREMENTS WELL CARED FOR

The growing popularity of gas company securities and the extension of customer ownership activities have served to place the industry in a

secure position so far as its needs for new capital are concerned.

In his annual review of the industry, issued recently, H. C. Abell of New York, president of the American Gas Association, said:

"The investor need not be told how steadily the securities of manufactured gas companies have gained public attention and attained public favor. As a matter of fact, their rise in value has been in excess of the average market situation. This is, of course, due to the fact that until recent times the investing public was not so well informed upon the status and possibilities of the gas industry as upon the present and potential values of certain other stocks and bonds."

Mr. Abell pointed out that very little money has ever been lost in the gas business, even by the owners of common stocks of the smaller companies.

"In the entire North American territory at this time," he said, "the



Treating railroad hardware.

Sewing machine parts being treated in battery of furnaces.

number of receiverships in the gas industry does not exceed four, involving a total capitalization of only \$558,600, and total meters of only 3,232 as against more than 10,000,000 in active service.

"It must always be borne in mind that the rise in the value of gas securities has at no time been sudden but steady and gradual, depending not so much upon activity and speculation as upon more widely diffused knowledge of the essential soundness and stability of the industry. With this knowledge has come the succession of court decisions tending towards establishment of fair and reasonable bases of valuation of utility property."

During the next ten years it is estimated, on the basis of past demands, that the gas industry will require \$2,000,000,000 of new money to meet growing demands for service.

Despite the progress made by the industry in the last one hundred years, conservative leaders believe that gas as the future fuel of the nation is only in its infancy.

GAS INDUSTRY STANDS HIGH IN HEATING FIELD

According to a recent estimate, American homes consume annually 65,000,000 tons of bituminous and 70,000,000 tons of anthracite coal. It is believed that one-fourth of this could be supplanted economically by gas, the total amount needed for this purpose being one thousand billion cubic feet, or nearly two and one-half times the present combined yearly sales of gas companies.

On the other hand, there is the gradual depletion of natural gas reserves, and the certainty that manufactured gas must provide the substitute where it has not already done so. Gas men who have given the subject careful study believe it reasonable to assume that within the next ten years manufactured gas will supersede as much as twenty per cent

of the present supply of natural gas in the ten states east of the Mississippi River that have this fuel.

In the last analysis, nothing is burned until it has first been converted totally or partially into a gas. It is logical that the conversion should be accomplished scientifically instead of by the present method of burning coal.

The repetition of coal strikes, the outlawing of smoke, the demand of the modern housewife for the essential labor-saving service of utility companies, the advent of insulated homes and the growing necessity on the part of large fuel users for an absolutely dependable fuel service—these are a few of the developments which are bringing to the gas companies of America the largest volume of business in their history.—*Reprinted from the Bankers' Monthly.*

Our Cover Picture for March

FOR our cover picture this month we are indebted to Mr. James F. Barker, Assistant Superintendent of Rochester's School System. Mr. Barker takes keen delight in photography and the many interesting processes connected with this artistic pastime. His ability to separate the beautiful in nature from the commonplace and to compose it into a delightful visual product is evident in his photographic efforts.

Mr. Barker knows his chemistry thoroughly, has an adequate knowledge, also, of plates, film, filters, screens and lenses as well as of the effects to be produced through a skillful selection of printing papers. He does all the incidental work connected with the processes involved in this "hobby" and, best of all, makes excellent use of many of his photographs in local school work.

Activities of the Book Club

EVER since the days of the early nomadic tribes, men have been assembling themselves in groups for some common purpose. In days of old that bond of unity stood for reasons of defense or again it may have been established for the sake of conquest. Psychologists tell us that another reason is our tendency to become gregarious, in other words to seek out our fellow men.

Our Book Club is designed to encourage more extensive reading and worthwhile discussion for the girls in our Company who are interested in good books. Like the wandering tribes we have drifted together to defend our interest in worthwhile books. But more than that we have a goal which tends toward friendship. Let's check up and see how nearly we approach the standards which we have set for the Book Club.

THE HEART OF EMERSON'S JOURNALS by Bliss Perry is an excellent book to be picked up and read during leisure hours. It was Emerson's resource for recreation during his free time, and he has characteristically called these observations on life his "savings bank."

His refreshing philosophy compels constructive thought as the reader moves from page to page of keen reflection on events and their attendant personalities. When we first start reading in the "Journals," Emerson is only a young man of nineteen, not so much engrossed in his work at Harvard that he excludes comment on the current events which are culminating about the country's great political leaders.

Webster, Monroe, Adams and others who figure prominently in the political regime come in for their share of

Emersonian comment. We enjoyed the incident of the boating scene in which the youth of the country in a small rowboat were about to run into the bald head of President Adams as he was taking his daily constitutional in the Potomac.

Of religion Emerson has a great deal to say. His impromptu discussions range from bad preaching to sublime prayer.

A very fine way to acquire an ability to write and speak English well is to read the authors who exercise the full meaning of the English language.

Among the new members who have just joined the Book Club are, Caroline Prue of the Treasury Department, Dorothy Wheeler in Public Relations, and Kathryn Farragher located at the Storehouse.

Miss Macumber Suggests a Good Book

If you want a thrilling journey, girls, read the Library book, "The Royal Road to Romance" by Richard Halliburton. He writes in such a clear, forceful style that you feel you are climbing the Matterhorn at the risk of your life, seeing the Taj Mahal by moonlight, climbing Mt. Fuji in midwinter when every part of it is covered with ice, facing a cobra just ready to strike and experiencing many more adventures.

Through the book runs a vein of humor which adds greatly to the interest of the story. Altogether it is a fascinating tale.

—MOLLIE L. MACUMBER,
of the Treasury Department

GAS AND ELECTRIC NEWS

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VOL. 14 MARCH, 1927 No. 9

Using Our "Breaks"

*Never despair of a child. The one you weep
the most for at the mercy seat may fill the
heart with the sweetest joys.—T. L. CUYLER.*

TEACHING small children to deport themselves as parents would have them, save some of their pennies, keep their hands and face clean and do scores of other things in which it is desired that they become habitual, is no small problem. It involves perseverance, patience, diplomacy, friendliness, wisdom and, perhaps above all, resourcefulness.

It seems to be an unending task, one which is rewarded slowly. But, occasionally, circumstance offers an opening wedge and, quite accidentally, some good "break" does more to set the child on the right road than anything the parent may have been able to accomplish through careful effort.

We were recently told of such an incident, the beneficial results of which were so satisfactory that it would seem worth narrating herewith.

The parents of three small children had tried faithfully to encourage them to save at least something from the total number of pennies they earned or were given each week. The children were shown how to keep a cash account, and at the end of each week parents and children held a dignified 'conference' to check up on results obtained.

The two boys, aged about nine and eleven years, consistently had something to show on the balance side of the account; and the parents made much of the practice of beginning each week with a clean, new page, at the top of which this balance represented a substantial juvenile 'nest egg.' As the balance grew, the boys began to see some advantages for having been thrifty, and were encouraged to keep it up. But, alas, the little girl never had a balance to enthuse about. She was a little spendthrift, and it didn't seem to worry her a bit. She accounted for all expenditures, but when it came to saving—she was weekly a "total loss."

One Sunday, however, just before the weekly 'conference,' Janet discovered that inside the lining of her purse there was one lone penny. She was quite overjoyed, and immediately had it all spent, in her mind at least; but her mother, to whom she had told the good news, had a bright idea. She said: "Janet, how wonderful! now you can write the word, balance, on the top of your new page and across from it show that you have actually saved something."

The little girl was pleased. Now she was progressing, even if slowly, she must have reflected. And with studied but impressive dignity, father and mother and the two small brothers, through the utility of concerted and prearranged diplomacy fanned the small flame of pride and made Miss Janet feel that she had done something extremely worth while. And of course she had.

Perhaps we who are parents should strive harder to recognize the many occasions that transpire, giving us the delightful chance to commend our children. In the multiplicity of childish performances which seem to merit our censure we probably overlook many golden opportunities for leading them instead of attempting to drive them into commendable habits or actions. These opportunities are what we might call good "breaks," and if we utilize them to advantage they will help wonderfully in establishing a child in commendable habits.

Thoughts

*Thought is the wind, knowledge the sail, and
mankind the vessel.—SELECTED.*

DOES it not seem remarkable that an organ like the human brain is capable of functioning continuously, throughout life in normal persons, one might say without adjustment. It is never entirely at rest—even in sleep it functions, just how much no one really knows—and is always on guard, ready to advise us, warn us, discipline us and generally to lead us and supervise our every action.

The human brain occupies a comparatively small space, yet it contains everything we have ever experienced, known, seen, heard or felt, including the infinity of things we have read. It is the perpetual inventory of human experience, the headquarters of our ego, our intelligence, all of our impulses. And intensive introspection and analysis lead us nowhere when we attempt to fathom its wonderful powers.

Does our brain lead us, or is there something else within us all that dictates to our brain? Or is there another, an exterior influence, which impels us to do differently than our brain apparently gives us the freedom to

do? If so, what is it; is it character, soul, or the expression of infinite supervision? No one can prove conclusively any of these hypotheses to us. And after much reflection, we still find ourselves again face to face with the age old problems of life, equipped in common with all normal human beings, with a body, an identity, a sphere of operation, work to do and, most of us believe, a mission in life. And why should we worry about apparently unfathomable mysteries? It would seem that too much attention to them is but 'time out' in the game of life, which requires our every effort.

This very minute we are all thinking about something. You, who are reading this line of type, may be miles away in thought, while your eyes scan these words. Yet, you can make your brain concentrate upon them if you choose to. And isn't that proof enough that we, as individuals, may feed our brain almost anything we choose to nourish or poison it with? And that thought is the only excuse for this rather incoherent exposition; you will remember that "Thoughts" is the title or heading of this editorial. Is it not quite wonderful to know that we can select our thoughts.

Persons whom we would emulate, whose success we would like to duplicate have, without question, specialized in mental dietetics. They have consistently, or to at least a pleasing degree, kept their intellects comparatively free from worthless, destructive mental fodder. And this does not mean all work and no play.

But we should work when we work, and play when we play. And it is fully as important that we do not overlook the play part. A well-balanced mental diet is essential to progress, and today the world offers, more than ever before, a varied selection of things to do see, hear and absorb. Is it not, we repeat, a very wonderful thing to reflect upon that we may 'take our pick'?

Financial Campaign of Chamber Goes Over the Top

THE intensive efforts of The Rochester Chamber of Commerce, under the leadership of Mr. Edward A. Halblieb, President, have been recently focused upon the work of financing the Chamber's New Industries Bureau and The Industrial Development Corporation, a detached organization which was formed to promote the work of the Bureau itself.

Two active leaders in this important work are The Company's Vice-President and General Manager, Herman Russell and its Assistant General Manager, Charles L. Cadle. Mr. Russell is Vice-President of the Rochester Chamber of Commerce, and President of The Industrial Development Corporation; and Mr. Cadle is Chairman of the Chamber's Convention



Mr. Herman Russell, Vice President and General Manager of The Company, who is also a Vice President of the Rochester Chamber of Commerce and President of the Industrial Development Corporation.

and Publicity Bureau, and Chairman of the Campaign Finance Committee of The New Business Bureau.

The Rochester Industrial Development Corporation is capitalized at a half million dollars, and its mission is to lend constructive assistance to present Rochester industries and to bring to this City other industries of the type best calculated to thrive here and become an asset to a city of its high class.

The officers of the Industrial Development Corporation are as follows:

President, Mr. Herman Russell; First Vice-President, Mr. Thomas E. Lannin, President of The Lincoln-Alliance Bank; Second Vice-President, Mr. Elmer Roblin, of the Sibley, Lindsay and Curr Company; Third Vice-President, Mr. James E. McKelvey; Treasurer, Mr. William T. McCaffery, President of The National Bank of Rochester; Secretary, Mr. John F. Clark, Industrial Engineer, of The Rochester Gas and Electric Corporation; Assistant Secretary, Mr. Eugene Roesser, and Assistant Treasurer, Mr. S. Clarence Steele, of Sage, Wolcott and Steele.

Mr. McKelvey, former President of The old American Woodworking Machinery Company, as well as The Yates-American Machine Company, is General Manager of The Industrial Corporation, and its Executive Committee will include Messrs. Thomas E. Lannin, Albert A. Hopeman, George R. Raines, Elmer Roblin, John F. Boylan, Carl S. Potter, S. C. Steele and Roland B. Woodward.

After articles of incorporation and by-laws were adopted at the meeting of the incorporators, a Directors meeting was conducted at which Officers and Executive Committees were elected. It was decided at this meeting to finance the funds required by the Corporation through the sale of stock, simultaneously with the campaign for funds conducted for the New Industries Bureau of The Chamber. The National Bank of Rochester was named as depository for the funds of the Corporation.

The Rochester Industrial Development Corporation purposes to assist in locating in Rochester and vicinity industries and business enterprises, and to aid present and future organizations of this type in their operation, management, organization or re-organization and development, as well as to do a general auditing and accounting of business incidental thereto.

This broad purpose will include the making and contracting to make engineering studies, plans and specifications of and for industries, and to superintend the construction of industrial buildings; to buy and sell mortgages or to lease land and buildings; to subscribe for, purchase, acquire, hold and dispose of stocks, bonds and other evidences of indebtedness of any corporation, association or individual; to do and to perform, or cause to be done and performed any and all acts or things incidental to or included in the above power.

The New Industries Bureau and The Industrial Development Corporation will work together for the obvious common civic interests incident to the specific activities of each organization. But the two units will be operated independently of each other.

The New Industries Bureau, with Mr. Ernest Veigel as Secretary, will



Assistant General Manager Charles L. Cadle is Chairman of the Chamber's Convention and Publicity Bureau and Chairman of the Campaign Finance Committee of the New Business Bureau.

remain an activity of the Rochester Chamber of Commerce, while the Development Corporation is a corporation in its own name, having a separate charter, and is entirely independent of The Chamber of Commerce.

Obviously, The New Industries Bureau will attempt to attract industries to this City, its mission being



Rochester is in reality the gateway of industrial and educational opportunity. The activities of the New Industries Bureau of the Chamber of Commerce, together with the development program planned by the Industrial Development Corporation will do much to add to her steady progress.

chiefly one of broadcasting the merits of Rochester as an industrial center. The Industrial Development Corporation, however, will endeavor to work out the problems connected with the actual establishment of new industries in Rochester, or to render assistance to industries already here.

The New Industries Bureau, though hardly three months old, has been successful in landing three new enterprises for Rochester.

Officers of the New Business Bureau

Mr. George Dietrich of the George Dietrich Company, is chairman of the executive committee of the New Industries Bureau. H. W. Bramley of Sibley, Lindsay & Curr Company is vice-chairman. Other members of the executive committee, who also serve as chairmen of sub-committees, are: Messrs. F. S. Thomas, Lincoln-Alliance Bank; W. Earl Weller of Hevener & Weller, H. C. Ward, General Electric Company, and C. L. Cadle, Rochester Gas and Electric Corporation; Messrs. Roland B. Woodward, secretary of the Chamber of Commerce, and Ernest Veigle, manager of the bureau, are staff executives. Other members of the Bureau are Messrs. H. E. Ackley, Roy C. Bradstreet, John F. Clark, Charles R. Dalton, John G. Elbs, James Ely, George C. Ford, B. Forman, W. W. Foster, George R. Fuller, H. H. Garfield, Roy R. Hadsell, James F. Hamilton, Sol Heumann, S. Rae Hickok, Clarence Higgins, Albert A. Hopeman, Roy Kates, Thomas E. Lannin, E. G. Miner, Mayor Martin B. O'Neil, Carl S. Potter, William Pugh, George R. Raines, Elmer Roblin, Eugene C. Roeser, Herman

Russell, Edgar A. Scheibe, William J. Simpson, E. L. Stapleton, Lester P. Slade, Leroy E. Snyder, Karle T. Soule, Fred S. Todd, John C. Tulloch, R. P. Van Zandt.

Mr. Cadle will serve as chairman of the finance campaign committee of the New Industries Bureau, and Mr. H. W. Bramley of Sibley, Lindsay & Curr Company is vice-chairman. Other members of this committee are Messrs. E. Boller, J. P. Boylan, R. C. Bradstreet, Fred D. Budd, John F. Clark, George Dietrich, John G. Elbs, B. Forman, Julius E. Hansen, Sol Heumann, S. Rae Hickok, Roy Kates, Thomas E. Lannin, Gilbert J. C. McCurdy, Edward G. Miner, Carl Nixon, Fred Odenbach, Carl Potter, William Pugh, Eugene Roeser, Herman Russell, William J. Simpson, Lester Slade, Simon Stein, Frank S. Thomas, Edward Weter.

On Tuesday, Wednesday and Thursday, March 22, 23 and 24, a successful campaign was conducted to finance the work of the New Industries Bureau for 1927, and to sell capital stock of the Rochester Industrial Development Corporation. One hundred of the city's busiest business men made personal calls on their fellow citizens to obtain these funds, over \$300,000 being obtained during the first three days.

Objects of the campaign were: To raise \$30,000 for promotional work of the New Industries Bureau for 1927 and to raise a revolving fund of a minimum of \$300,000 through the sale of capital stock from its \$500,000



Rochester's noteworthy history, assets, institutions and people guarantees her continued progress.

issue of the Rochester Industrial Development Corporation for use in aiding Rochester industries and desirable new industries.



New Business

Net Increase in Consumers in Year Ending January 31, 1927			
	Jan. 31, 1927	1926	Incr.
Gas.....	97,836	94,658	3,178
Electric.....	90,600	81,532	9,068
Steam.....	258	184	74
Total.....	188,694	176,374	12,320

Statement of Consumers by Departments as of January 31st

	Jan. 31	Gas	Electric	Steam	Total	Incr.
1921.....	81095	34992	81	116168	4954	
1922.....	81627	40838	104	122569	6401	
1923.....	84395	49536	115	134046	11477	
1924.....	87294	60137	110	147541	13495	
1925.....	90469	71246	143	161858	14317	
1926.....	94658	81532	184	176374	14516	
1927.....	97836	90600	258	188694	12320	

Incr. in 10 years 22019 65104 215 87338 87338

Net Increase in Consumers by Months

Incr. in June.....	1276	1114
Incr. in July.....	1228	1021
Incr. in August.....	1207	1199
Incr. in September.....	1683	1603
Incr. in October.....	1591	1444
Incr. in November.....	1464	1042
Incr. in December.....	1258	829

Miscellaneous Data

	Jan. 31, 1927	1926	Incr.
Miles of Gas Main.....	624	614	10
Miles of Overhead Line.....	3680	3533	147
Miles of Underg'd Cable.....	2184	1893	291
Miles of Subway Duct.....	1581	1356	225
No. of Street Arc Lamps.....	1084	1006	78
No. Street Mazda Lamps.....	16347	14179	2168
Total No. Street Lamps.....	17431	15185	2246
Number Employees.....	2219	1978	241

	Mo. of Jan. 1927	Jan. 1926	Increase
Amount of Payroll.....	\$329,807.65	\$291,590.16	\$38,217.49
K.W.H. Generated—Steam.....	11,507,296	9,525,004	1,982,292
K.W.H. Generated—Hydro.....	13,239,990	11,986,197	1,253,793
K.W.H. Purchased.....	5,583,087	5,572,178	10,909
M. Cu. Ft. Coal Gas Made.....	301,333	162,262	139,071
M. Cu. Ft. Water Gas Made.....	79,747	184,178	*104,431
Tons Steam Coal Used.....	21,320	20,395	925
Tons Gas Coal Used.....	28,328	15,785	12,543
Gallons Gas Oil Used.....	113,892	562,354	*448,472
Tons Coke Made.....	19,276	10,785	8,491
Gallons Bengas Made.....	71,200	67,400	3,800

*Denotes Decrease

Electrical Refrigeration Data as of March 1, 1927

Horse-power in electric refrigeration on lines up to Dec. 1, 1926.....	8,594 H.P.
Added between Dec. 1, 1926 and March 1, 1927.....	892 H.P.
Total Horse-power on lines to March 1, 1927.....	9,486 H.P.

E. B. A. for February, 1927

Balance 1st of Month.....	\$14,300.26
Dues—Members.....	1,437.69
Dues—Company.....	1,437.69
Fees—Members.....	22.00
Fees—Company.....	22.00
Assmt. No. 86—Members.....	.50
Assmt. No. 88—Members.....	.25
Assmt. No. 91—Members.....	1.50
Assmt. No. 86—Company.....	.50
Assmt. No. 88—Company.....	.25
Assmt. No. 91—Company.....	1.50
Int. on Bk. Bal. and Investments.....	142.50
Members' Add. Life Insurance.....	344.02
Misc. Revenue.....	43.85
Total Receipts.....	3,454.25
Total Receipts plus Balance.....	17,754.51

Disbursements

Sick Benefits.....	\$ 1,858.96
Accident Off Duty Benefits.....	86.01
Accident On Duty Benefits.....	48.54
Group Life Insurance.....	5,063.26
Medical Examiner's Expense.....	7.50
Members' Add. Life Insurance.....	782.78
Total Payments.....	7,847.05
Balance on Hand.....	9,907.46

Membership

Date	No.
Members Jan. 31, 1927.....	1737
Affiliated Mo. of Feb. 1927.....	17
Terminated Mo. of Feb. 1927.....	11
Gain.....	6
Membership Feb. 28, 1927.....	1743

Stock Sales for February, 1927

	Subscribers	Shares
Total to February 1, 1927.....	6,086	101,738

N. Y. State Committee on Public Utility Information Meets Here



ON Friday, March 11, the Committee on School Activities, of The New York State Committee on Public Utility Information, met in the Public Relations Department, the meeting being presided over by Mr. Frederick W. Fisher, Chairman. Jointly with this meeting, was held the meeting of the Public Speaking Committee of the same organization, of which Mr. Fisher is also a member, the activities and aims of the two committees having much in common.

Shortly after having been called together at 10 o'clock, the various members of the two committees mentioned above, together with some of the members of the Managing Committee of The Gas Section, of which Mr. E. L. Wilder is Chairman, motored to the Jefferson Junior High School, where they heard an address delivered to the students of that school by Mr. C. M. Ripley, of The General Electric Company.

Following the school program at Jefferson Junior, the combined groups were guests of The Company, at a noon luncheon at The Rochester Club. After luncheon, the members of the committees repaired again to Mr. Fisher's office, where important committee business was transacted.

Many members of the committees stayed in Rochester for the evening dinner meeting of The Rochester Electrical League, following which Mr. Ripley gave an illustrated address on Europe. This meeting was also held at The Rochester Club.

The Committee on School Activities is greatly interested in the promotion of public utility lectures or addresses before High Schools, and

Mr. Ripley's address at Jefferson Junior gave members of the Committee an opportunity to note the reaction of a few hundred Rochester students to such a talk. The students were attentive, and seemed thoroughly to enjoy Mr. Ripley's remarks as well as the slides which were shown with them. The Committee members, in return, were given a taste of what High School students can do in the way of varied entertainment, features on their program being the Boys' Band, an instrumental trio and some first-class gymnastics, all of which was thoroughly enjoyed and displayed the varied training made possible at this thoroughly modern Junior High School.

During the course of the afternoon session, Mr. Fisher made a report of the Rochester Committee on Public and Municipal Utility Information, of which he is chairman, and told the group that the Public Utility Text Book would be ready for use in Rochester schools next Fall.

Committee members from out of town who were present at this combined meeting were: Messrs. Uhlig, Obermeyer, Anderson, Vincent, Jackson, Doering, Pitney, Regan, Crone, Tattersall, Palmer, Coleman and Miss Agnes MacDonald. The following persons were guests of the Committee: Messrs B. M. Fast, Associated Gas and Electric Company; C. L. Harold, Brooklyn Edison Company; John Costello, Niagara, Lockport and Ontario Power Company and Messrs. Powell, Simonds and Ward, respectively, representative of The Koppers Company, Principal of Jefferson Junior High School and Local Manager of The General Electric Company.

Finch to Talk on N. Y. State Waterways and Water Power

NEW York State Waterways and Water Power," will be the subject of an address to be given by Mr. Roy G. Finch, former State Engineer, at the annual dinner at The Engineering, Architectural and Technical Societies of Rochester, on Saturday, April 23, at 6.30 P. M.

The dinner meeting will be held in the Assembly Hall of The Rochester Chamber of Commerce. Mr. Finch's wide training and experience in connection with the development of New York State waterways specially qualifies him to discuss this timely subject.

The speaker will give an exposition of the advantages and disadvantages connected with the St. Lawrence Project in comparison with the All-American Project. He will tell something of the navigation situation in New York State and show how citizens of the state will benefit by the utilization of the streams for power as well as for navigation purposes. He will describe somewhat in detail the plans that have been outlined for the development of the St. Lawrence.

Mr. Finch is a graduate of the Rensselaer Polytechnic Institute. Upon graduation, he engaged in railroad work for two years, then entered the employ of the State Engineering De-

partment in 1908, as a leveler. In succeeding years, he held the position of Assistant Engineer and Division Engineer, subsequently becoming Deputy State Engineer. He resigned in 1922 and engaged in private practice.

In the Fall of 1924, he was elected State Engineer, serving the following two years in that position. Reorganization of the State departments effected during that administration, eliminated the position of State Engineer, so that he has now returned to private practice. He has been recently retained for special service in connection with litigation in connection with the Chicago drainage canal.

He is a member of the Board of Supervisors of

Westchester County. This Board has been making a comprehensive plan for highway and parkway construction in that county involving an expenditure of fifteen million dollars. During the years, 1925 and 1926, he was the engineering member of the New York State Water Power Commission, which was responsible for the report on the St. Lawrence Development Plan.

Tickets for this dinner are now available and anyone interested is welcome to attend.



ROY G. FINCH

OBITUARY



WITH the utmost regret we announce the following deaths. To the bereaved families we extend the deep sympathy of the officers and employees of the Company:

Mrs. Lucy Thrall, mother of Mr. George G. Thrall, of Station 35, died on February 2, 1927, at her home on Union Road, Spencerport, N.Y. The funeral services were held from the home of Mr. Thrall, at 52 Judson Street, interment being at Mt. Hope Cemetery.

Mr. Arthur Doane, an employee of Mr. Lamey's Tool Room, died recently. Mr. Doane was a faithful and efficient employee and the loss of his cheerful presence will be greatly missed by those with whom he was in daily contact in The Company. He is survived by Mrs. Doane. The funeral services were held at Elmira, N. Y., and interment was made there.

Mr. George Banks, one of the oldest employees of The Company, died on February 11, 1927, following a long period of illness. For 43 years, Mr. Banks had been a faithful employee of The Company and had earned the respect and friendship of all who knew him by his quiet, unassuming demeanor, characteristics which could not hide the sterling qualities which were fundamentally a part of him. For many years Mr. Banks was Superintendent of The Company's Store House and handled well the many details of this important department. He is survived by two sons, George C. and Frank L. and his daughter Mrs. Lorraine Kelly. The funeral services were held from Mr. Bank's former home, on 190 Dartmouth Street, being conducted by Yonnonidio lodge,

No. 163 F. and A. M. Interment was made at Riverside, the bearers being employees of The Storehouse.

PERSONALS



Born to Mr. and Mrs. Homer H. Edwards, on January 2, 1927, a fine baby boy, named Homer Harter Edwards. Homer was born on the eighth birthday of his little sister and she will appreciate having him to play with. Mr. Edwards is an employee of Station 33.

A surprise party was given Mrs. Catherine Lapp on her birthday anniversary, February 10, 1926, by her mother, at the latter's home on 49 Inglewood Drive. All the young women of the Coke Sales Department were guests.

Mr. Harry Gun, who left The Company's employ two years ago to become a Sergeant in The Motor Vehicle Department, New York State division, has returned to the Motor Department.

Mr. Patrick J. O'Neill, Superintendent of Station 3, following his yearly custom, sent St. Patrick Day cards to many of his friends. The sentiment on the cards bore evidence of having been selected with thoughtfulness, for it sounded just like P. J. It read: "The harp that hangs in ancient halls could sound no sweeter lay, than all the tender, happy dreams, that I wish you today."

There's a "budding artist," somewhere in West Station, who gave expression to this rare composition recently. Surely, this is a work of "Art". His last name, however, is omitted for obvious reasons.



HELLO KID.
THIS IS ART.

Mr. Charles Lerkins was recently made an inspector in The Company's Motor Department at Front Street.

Miss Templeton Gets a Good Send-off

Miss Rhena Templeton was married on February 12, 1927, to Mr. Harry O. Ashley at Byron, N.Y. After spending their honeymoon in Iliou, N.Y., Mr. and Mrs. Ashley are now making their home at Byron, where Mr. Ashley is engaged in business. Mrs. Ashley had been in the employ of the company for a period of seven years, the last five being in the capacity of secretary to Mr. Thomas Yawger, in the Electric Department. Previous to this, Mrs. Ashley was employed in the Stenographic Department. Her many friends in the company wish her every success and happiness.

Previous to her marriage, Miss Templeton was honored at a variety

shower held in the rooms of The Service Department, about thirty-five of her associates being present. Two large tables were adorned with delicious, tasty goodies. And following the luncheon, festive games were played, the final number being the "Shower Scene," in which Miss Templeton was the heroine. Seated under an elaborate umbrella, she received numerous sealed parcels and, lastly, a beautiful Martha Washington sewing cabinet.

On January 19, Miss Templeton was given a handkerchief shower at the home of Mrs. Francis Fritz, formerly Miss Marjorie Dagg, at her home at 783 Glide Street. At this shower were the following women from The Company: The Misses Florence Russell, Katherine Price, Clara Cameron, Irene Stickney and Mildred Buckman. Many interesting games were played, Miss Russell winning the principal prize, after which a delightful repast was served.



"'Taint a Gonna Rain No More" for the erstwhile Miss Rhena Templeton. She got all "caught up" on showers just before her recent marriage, and now it's nothing but blue skies. At this rainless shower, left to right, are: Mrs. Clara Price; The Misses Kathryn Robena, Mildred Berg, Rhoda Kimmell and Miss Templeton; Mrs. Frances Fritz, and The Misses Clara Cameron, Dorothy Shakeshaft and Edna Crocker.

Mr. Burwell Noyes—yes, this is our own 'Bert'—accompanied by his son, Mr. Edwin Noyes, has returned from a quite remarkable long distance tour of the Sunny South. The Messrs. Noyes visited the home of Bert's father and sister, in Kissimmee, (pronounced Kis-si-mee), Florida, a very wonderful place in which to spend a vacation, especially in the winter time. The roads, throughout the trip, were found to be very good, excepting for the washboard roughness encountered in Georgia, which Bert claims are tough on 'Flivver' tourists.



Vacation time is almost here again. The Misses Alma Munding, left, and Ethel Fuller, right, enjoyed themselves last season at Coney Island, and actually did go in the surf.

Therefore, he found it hard to maintain the delightful exuberance of that old familiar martial song, "Marching Through Georgia." He believes Sherman's remark about war, must have been (inspired?) after just such a shaking up in an army wagon. Thousands of miles without a puncture, balmy air, a delightful visit and the attraction of new country are a few of the assets of the trip which were thoroughly enjoyed.

Miss Dorothy Wheeler, of the Public Relations Department, was a member of a group of young women which spent a week-end in Syracuse during February. The Salt City had much of interest to offer them, and they got lost only once.

Mr. William Hodge, of The General Construction Department, was married to Miss Elizabeth Blyth, of this City, on January 21, 1927, the ceremony being performed by the Rev. Mr. Cober, of The Genesee Baptist Church. After a honeymoon spent in the East, Mr. and Mrs. Hodge took up their residence at No. 590 West Main Street, where they are now at home to their friends.

Mr. J. Seward Summers, formerly of The New York State Department of Engineering, and until recently engineer in charge of The Western Division, is now employed by The Company. Mr. Summers is working with Mr. Roger D. DeWolf, Assistant Superintendent of the Electric Department.

Miss Margaret Jacobs, formerly an employee of the Consumer's Bookkeeping Department, was recently married to Mr. Elmer Simon, of this City. The ceremony was held at Shore Acres, the home of the bride's mother. Mr. Simon is a student at the Eastman

School of Music, and so the honeymoon trip of the newly-weds was postponed till next summer. Among the prenuptial events in honor of the bride was a luncheon given by the young women of the Cashiers' Department, at The Coffee Shop.

The young women in the Consumers' Bookkeeping Department have formed a bowling club, which plays every Wednesday night at the Elm Bowling Hall. Two teams have been formed and have interesting times playing against each other. The teams are composed of the following young women: The Misses Doris Longley, Iva Manning, Madeline Stehle, Olive Werthman, Clara Lindeman, and Mrs. Mary Tracy, Mrs. Mildred



Oul where the West begins. A snapshot taken at East Rosebud Lake, Montana, by Miss Vera Frederick while on her 1926 vacation.

Hacker, Mrs. Viola Plant, and Mrs. Laura Bauman.

Mr. James Whipple, dog fancier and kennel expert of Mr. Lamey's Tool Room, says he has developed a new species that can go eight days on two dog biscuits and, furthermore, barks in a whisper. We should think this type very suitable for dwellers in congested sections, and flats. Mr. Whipple gets—or at least asks—fifty bucks for them before their eyes are open. In this case it is the first cost rather than the up-keep that is hard to take.

Women Shoot Baskets

Probably inspired by the success of the Rochester Gas and Electric basketball team, the young women in the company are forming a team, and already have a large number interested. Practices have been held weekly under the tutelage of Miss Naomi Blakely and games will be scheduled soon. The girls will play according to the same rules by which the men are governed. Those who have been coming out to practices and show promise of making good players are the Misses Alice Church, Ruth Marcott, Ruth Hoff, Violet Payne, Ina Blakely, Alma Spindler, Arline Fuller, Orpha Blakely, Reba Strouse, and Verna Pierce.

Mr. Joseph Schnorr was recently appointed to take over the supervision of the Company's Storehouse, at Front Street. Mr. Schnorr, or 'Joe,' as most of us prefer to call him, is thoroughly familiar with the detail of this work, having served a faithful apprenticeship since a small boy, in the Stores Record, Storehouse and Traffic branches of the Purchasing Department. His

appointment is considered well merited, and is an example of what a young man may attain to in Company spheres through intelligence, attention to business and a desire to progress through the medium of well directed



The above view is from the vacation snapshot collection of The Misses Mattie O'Brien and Bertha Sauers, who last vacation motored to Maine. The scene is typical of the rugged Atlantic Coast.



Scene in Trudent, N. Y., sent to us by Mr. Clarence O'Coir, who is sojourning there for a few weeks. "Clary" always did have an eye for beauty.

ambition. Mr. Schnorr succeeds Mr. George Banks, deceased, whose place he had been taking during his recent illness.

Mr. Edward King is back at his regular work in the General Construction Department after a sojourn of several months in the Adirondacks.

Mr. Stanley Cady, commander of the Engineers' Post of the American Legion, entertained his group of Legionnaires on Wednesday evening, March 16th, with a film showing of the construction of the Rochester Subway. This is of special interest to engineers, and was thoroughly enjoyed. The Company's Kodascope was utilized in projecting the film story.

Mr. Frank Harm, for some time identified with

the Ferro-Construction Company's operations, as a Company inspector, is now located at Mr. Lamey's Tool Room, and is field engineer under the supervision of the General Construction Department.

Mr. Leon Kimpal has a sweet tooth and asked The Home Service Department for a fudge recipe that could be depended upon to satisfy. Miss Smith requisitioned Miss Irene Muntz, culinary expert, and the following tells the results obtained. Leon has become famous in his neighborhood as a fudge maker par excellence.

Making the Fudge

Fudge is just the nicest candy
One can eat.

Irene Muntz invented one kind,—
Smooth and sweet.

With this recipe right handy
Leon made a batch of candy
All the neighbors thought it dandy—
Ask his street!

LEON WROTE HOME SERVICE, promptly
And said this;
"Your recipe has gained me fame,—
As well as bliss.

As a 'fudger' I've renown,
They line up,—can't turn them down,
For those creamy squares of brown,—

Thank You Miss!

—Jessie Cary Grange.



Leon will tell you the recipe, or you may get it of the Home Service Department.

Messrs. Edward Shapland and Fred Odell, of The Motor Department, are planning to make the most of the coming golfing season. They both are expert with the Scotch 'shal-laley,' and Mr. Shapland is an instructor at The Genesee Valley Golf Club.

At its first April session, the Rochester Fraternal Order of Elks is again to induct into office as its Exalted Ruler, Mr. Charles Miller, Superintendent of the Motor Department. Being elected to this important leadership for the second time, is an honor of which Mr. Miller may well be proud. It comes, however, as a fitting reward for the constructive work he accomplished during his previous term in the same capacity.

Dr. Wing and Mr. Allan Cunningham of the Boston Consolidated Gas Company visited this company early in February, on an inspection tour of the gas and electric companies of this state. They hoped to make a comparison of the companies visited with those of their own state, inasmuch as the Massachusetts Legislature has passed a bill to investigate the gas and electric companies of Massachusetts.

Miss Sullivan, traveling representative of The Sunbeam Ironer, was tendered a dinner recently at the home of Mrs. Margaret Delaney, at 20 Howell Street. The dinner was followed by a theatre party, at the Eastman Theatre and the combined festivities were enjoyed by the following employees of The Company's Domestic Sales Department: The Misses Letha Van Gelder, Esther Noellke, Mrs. Emily Hoffman, Mrs. Celia Dennis.

Mr. Frank Harm, of Mr. Lamey's Tool Room, is a member of the Citizens Revolver Association, which defeated in a pistol shooting contest the team representing Troop F, 101st Cavalry, on March 3, at the State Armory. The score was 896 to 821.

Mr. William F. Dean, supervisor of Whirl-dry washing machine sales in the Domestic Sales Department, recently entertained the following salesmen at a dinner held at The Osburn House: Messrs. Arthur Male, Fred Redshaw, John Loux, David Babock, Arthur Crecely and Arthur Hirschman, of the Whirl-dry Washer Company.



One's vacation lasts a long time if a Kodak is taken along to get visual "snatches" of it. This scene was taken by Mr. Kenneth MacDonald last vacation; it is somewhere on the road to Fourth Lake.



Fumes and Flashes



POETICAL SYMPATHY

A son at college wrote to his father:
"No mon, no fun, your son."
The father answered:
"How sad, too bad, your dad."

—Selected.

STINGIEST PERSON

"The stingiest person I know tries to cut down on his electric light bill by buying small bulbs for the electric light sockets and then using a magnifying glass while reading."

—Selected.

WATCH THE PAPERS

First Burglar—"Come on! Let's figure up and see how much we made on this haul."
"Shucks! I'm tired. Let's wait and look in the morning papers."—Selected.

MODERN VERSION

"Ethel," said the bishop, "You seem to be a very bright little girl; can you repeat a verse from the Bible?"
"I'll say I can."
"Well, my dear, let us have it."
"The Lord is my Shepherd—I should worry."—Selected.

FULL MOON

I saw the moon last night,
So full, so very full;
She staggered down the sky,
A lovely lady in distress,
And as she waved good-by,
She stubbed a silver slippered toe
Against the curbstone
Of the Milky Way.

—Selected.

OUR SHORT STORY

Mrs. Jones went into the butcher's with a neat brown-paper parcel and said sweetly:
"I wonder if you would be so kind as to weigh this parcel for me?"
"Delighted," replied the butcher; "no trouble at all, I assure you... It's a good three and a half pounds."
"Thank you," said Mrs. Jones, as she walked out of the shop; "that parcel contains the bones you sent me in last week's roast."—Selected.

THE PUBLIC SERVANT

Stranger: What's your line?
Bootlegger: I'm in the public utility game.
Stranger: How's that?
Bootlegger: Oh, I help to keep the public lit up.

CO-OPERATION

EVERYBODY ON THE JOB
Mother's in the kitchen
Washing out the bottles;
Sister's in the pantry
Taking off the labels;
Father's in the cellar
Mixing up the hops;
Johnny's on the front porch
Watching for the cops.—Selected.

THOUGHTFUL OBSERVATION

Absent-minded Prof. P. D. Smith had left his berth in the sleeper to find a drink of ice water and was hopelessly lost in the middle of the aisle. It was about midnight, and the train was speeding through the country.
"Don't you remember the number of your berth?" asked the conductor.
"I'm—er—afraid not," was the reply.
"Well, haven't you any idea where it was?"
"Why, up—oh, yes, to be sure!"

The professor brightened up perceptibly, "I did notice at one time this afternoon that the windows looked out upon a little lake!"
—Selected.

OPTIMISM

Our idea of an optimist is the man who begins a cross-word puzzle with a fountain pen.—Life.

"Nola, will you marry me?"
"Doug, I must tell you I'm a somnambulist."
"That's all right—you can go to your church and I'll go to mine."—Selected.

NEVER RIGHT

He (after long argument)—"I wonder what would happen if you and I ever agreed on anything?"
She—"I'd be wrong."—Selected.

LEAVE IT TO FATHER

It was at a fashionable wedding. The bridegroom had no visible means of support save his father, who was rich. When he came to the stage of the service where he had to repeat:
"With all my worldly goods, I thee endow!" his father said in a whisper that could be heard all over the church: "Heavens! There goes his bicycle!"—Selected.

ALMOST

"Will you marry me?"
"No!" said she.
They lived happily ever after.—Selected.

Luck

YOU may call it luck if you wish to, but luck is a fickle jade,
And never by luck does a lazy man come into the skill of a trade;
And never by luck does an artist paint or a wise man wisdom learn,
For the thing called luck by the foolish tongues is the thing that the brave must earn.

You may call it luck if you wish to, but luck never fashions a dream,
Never sinks a well where oil runs deep or bridges a mountain stream,
And luck never plays with a lazy man or a careless man or a fool,
'Tis the man who fishes the most who takes the big fish from the pool.

You may call it luck if you wish to, but luck never paints a scene,
Never writes a book or a song to sing, never thinks of a new machine;
It may whisper a hint to a thinking man or a man who will dare to try,
But the man who won't or the man who can't, good luck goes dancing by.

You may call it luck if you wish to, but the man who wins the game
By a lucky stroke or a lucky break has been fighting just the same;
And whether it's oil, or gold or art, or catching a bass or pike,
If it's luck you want you must put yourself in the place where luck can strike.

—Author Unknown.

The Human Touch



IS the human touch in
the world that counts,
The touch of your hand
and mine;
It is worth far more to the fainting
soul
Than shelter, or bread, or wine;
For shelter is gone when the night
is o'er,
And bread lasts but for a day;
But the sound of the voice, and the
touch of the hand
Lives on in the soul always.

—*Selected.*

