

Volume 11 Number 1

GAS and ELECTRIC NEWS

Published by
The Rochester Gas & Electric Corporation

NOVEMBER



*Radios Help to
Make Homes Happier*

Be Master of Your Fate

A CRAVEN hung along the battle's edge,
And thought, "Had I a sword of keener steel—
That blue blade that the King's son bears—but this
Blunt thing—!"
And lowering crept away and left the field.
Then came the king's son, wounded, sore bestead
And weaponless, and saw the broken sword,
And ran and snatched it, and with battle shout
Lifted afresh he hewed his enemy down,
And saved a great cause that heroic day.

—EDWARD ROWLAND SILL.

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VOL. 15

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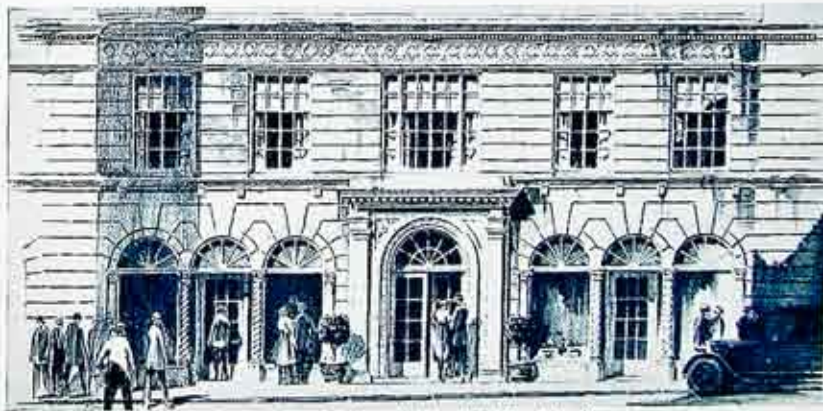
No.

Station WHAM

APPRECIATION for art and music has ever been a fundamental factor in the development of culture, and radio broadcasting today is, making possible, perhaps more than any other educational medium, a general appreciation of this fact. Radio programs bring into home life and enjoyment a wealth of musical and artistic accomplishment. They serve to make home more self-sufficient. No longer is it necessary to leave one's fireside to hear of artists, scientists, lecturers or other talent whose efforts formerly could be enjoyed only through spending handsome fees and making a journey to theatre or other public place. Radio brings into the home sphere, for an expenditure that is inconsiderate, a host of good things in which the

entire family may delight. Radio is serving to bring the entire world closer together in art, music, education and culture and is considered to be a great contributing factor in the promulgation of world peace.

These things being true, it is not strange that Rochester, which is the home of the renowned Eastman Theatre and School of Music, the Greater University of Rochester and many other nationally known institutions and products of quality should also qualify as the home of one of this country's foremost broadcasting stations. This substantially what station WHAM, operated by the Stromberg-Carlson Telephone Manufacturing Company has set as its broadcasting ideal. Present results indicate that this ideal will be attained.



Stromberg-Carlson Studios, Station WHAM, at the Sagamore



Scenes at the Stromberg-Carlson studios, in The Sagamore: Top, Artists' Foyer; Center, Concert Studios, and Bottom, Ladies' Lounge.

WHAM'S Broadcasting Ideals

The Stromberg-Carlson Telephone Manufacturing Company wants to give to Rochesterians and the entire country within its radius of operation the best possible to be had in radio entertainment. It is spending thousands of dollars to this end, and our mission in this article is to present to our readers a fairly complete visual picture of Rochester's super-power broadcasting station. We wish to take our readers behind the scenes and show to them some of the interesting factors entering into the operation of station WHAM, whose equipment and facilities are second to few stations in the United States.

Station WHAM is one of the twenty-five foremost broadcasting stations in this country. Its programs include the creations of a very efficient staff, plus the features comprised by the regular and special contributions of the Eastman Symphony Orchestra, the Eastman Philharmonic Orchestra and individual and group presentations by teachers and students of the

Eastman School of Music. The station also is associated with the Blue Network of the National Broadcasting Company and the General Electric Company's excellent New York State Network. It also presents programs of quality furnished by a varied classification of Rochester talent.

As one sits at home, listening to the efforts of these entertainers as broadcast by station WHAM, but slight conception is to be gained of the detailed plans, complex equipment or the trained personnel which makes the finished product of this station so enjoyable to thousands of persons. Let us tell you about them, that you may have a greater appreciation for the effort spent by Rochester's super-power broadcasting station in making your home life more enjoyable. The artistic and musical programs broadcast comprise regular station features as well as contributions sponsored by Rochester industries and organizations which recognize the potency of radio broadcasting as a medium for building good-will.

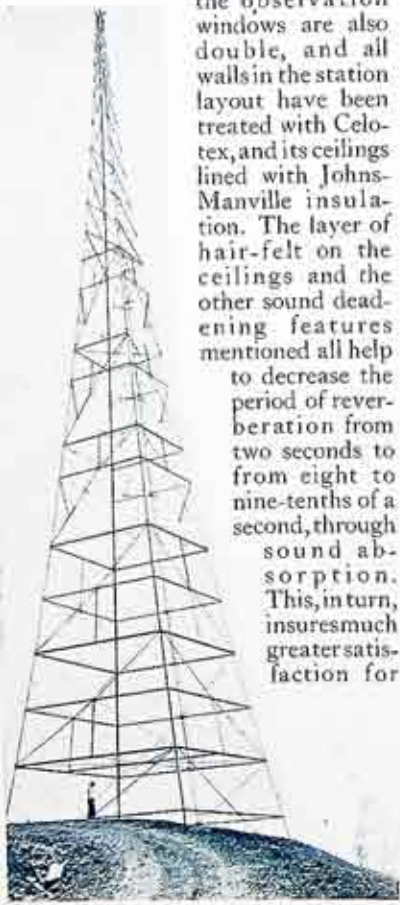


The Company's "Vagabonds," a quartette which presents "Musical Vistas" over Station WHAM, every Wednesday evening.

The Sagamore Studios

Station WHAM'S offices and main studios occupy about 3,000 square feet of space in the new addition of The Sagamore, on East Avenue. This addition was constructed in accordance with specifications prepared by the Stromberg-Carlson Company. In it have been incorporated sound proofing and acoustical treatment which lend much added satisfaction to the programs presented. The walls of the two fine studios in The Sagamore have

double partitions; the observation windows are also double, and all walls in the station layout have been treated with Celotex, and its ceilings lined with Johns-Manville insulation. The layer of hair-felt on the ceilings and the other sound deadening features mentioned all help to decrease the period of reverberation from two seconds to from eight to nine-tenths of a second, through sound absorption. This, in turn, insures much greater satisfaction for



One of the two 225-foot towers at Victor.

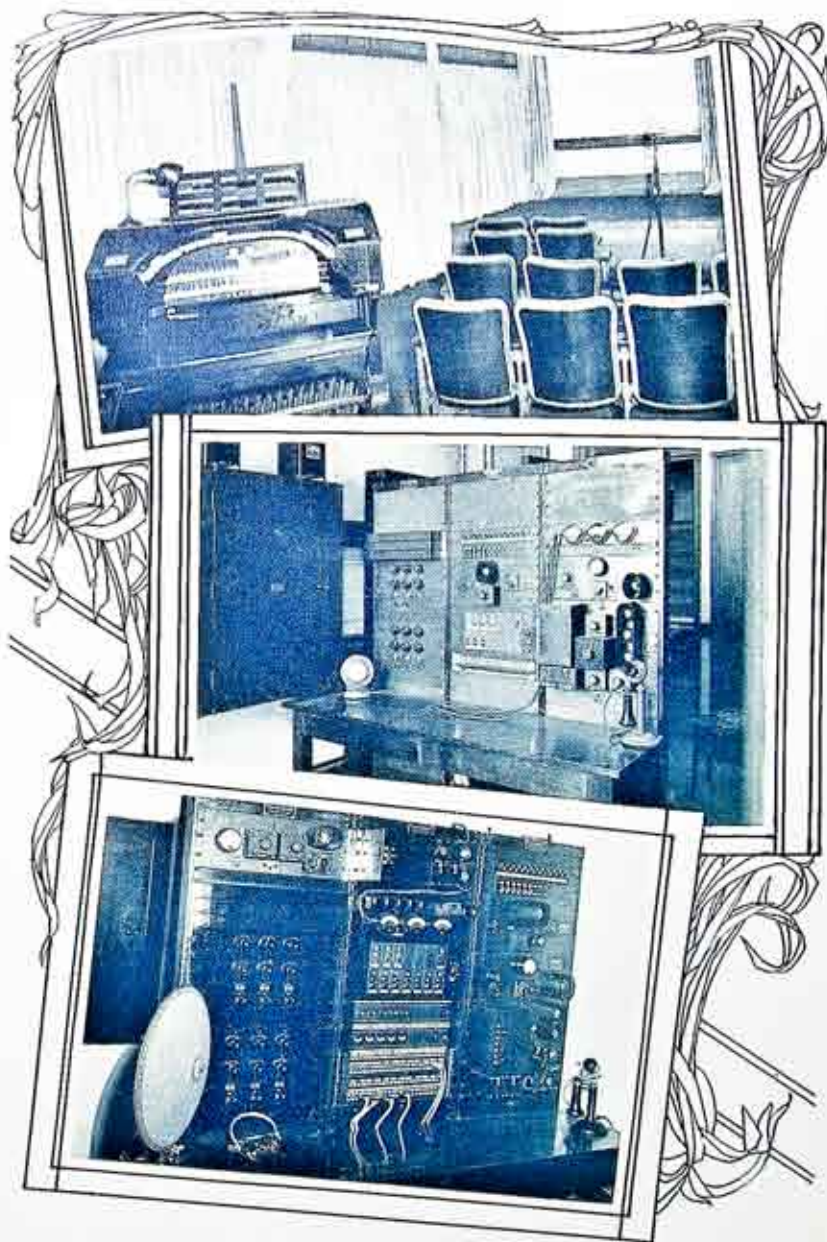
radio listeners-in, through the elimination of unnecessary noises.

The concert studio, the largest of the two rooms in The Sagamore studios, is of modern Colonial decoration and its walls are lined with water-colored panels outlined in plaster stiles. The smaller, auxiliary studio, from which the concerts presented by the Company's Musical Vista Quartette are broadcast, is done in Old English; its panels are set in half timber beaming and its quiet dignity is increased by casement windows. The Foyer and offices of the Station are in charming harmony with The Sagamore Lounge and present an expanse of beautiful and restful furnishings for visitors and artists awaiting call on the WHAM programs.

Control Board and Amplifying Equipment

The station's main control board and its associated amplifying equipment is also located in The Sagamore, adjacent to the studios and offices. Its broadcasting pick-up circuits from different points in the city, the cable connecting the station with various points at the Eastman Theatre and School of Music, the toll line connections with the Blue Network of the National Broadcasting Company and the General Electric Company's New York State Chain all center at this one point. From it, the station's programs are fed over its own private telephone lines, furnished by the Rochester Telephone Corporation, to the transmitter located eighteen miles away in Victor township. At Victor, the power is greatly amplified before the program is sent out on the air to WHAM'S large radio audience.

Persons who listen-in to WHAM'S programs, therefore, receive them after they have been picked up by the microphones in the Sagamore Studios, The Eastman School of Music or Theatre or some other point where



Station WHAM: Top, Organ Studio, Eastman Theatre and School of Music Building; Center, Speech Input and Control Board installed in the Eastman School of Music; Bottom, Main Speech Input and Central Point of Control at The Sagamore Studios.

they originate; after they have been properly 'mixed,' or blended by the Sagamore staff and, finally, bolstered up by additional power amplification at the Victor power station.

Studio Equipment and Features

At The Sagamore studios, there is in effect an artists call system whereby an announcer may have his announcement of the next number transferred audibly to the artists awaiting in the adjoining studio. This enables the artist to be in readiness when his number is announced and is but one of many incidental items combining to facilitate dispatch in broadcasting.

The technical staff at the Station is also able to control or properly blend the efforts of the artists through the utility of a mixing panel. This electrical equipment enables the operatives to 'mix' or blend various voices or instruments, much as one would

mix colors to get a particular shade of tint, into a pleasing, harmonious effect. Should one singer in a duet or quartette possess greater volume, or should his voice carry stronger than those of his associates, or vice versa, the discrepancy may be electrically regulated at will by the members of the studio staff, who are listening to the program and therefore know just how it is being received by other listeners-in.

Eastman School of Music and Theatre Equipment

Many of Station WHAM'S programs originate in the Eastman School of Music or Theatre. To adequately handle these 'pick-up' points, 21 microphone circuits are installed at various points in the Eastman buildings, any one or six of which can be used at the same time. Theoretically, it is possible to broadcast synchron-

ously the work of separate groups of artists or musicians, each group operating in a different studio. For instance, if the leaders of two orchestras could by some means keep "in time" with each other, their combined musical efforts could easily be broadcast from the Station as a unified concert number. Or, were it physically possible, a singer might be 'picked-up' on a microphone located on the stage at Kilbourne Hall, his accompaniment being played and 'picked-up' from any other point in the Eastman Theatre or School of Music where a microphone circuit is located. This result could be obtained by the announcer through the manipulating of a switchboard.

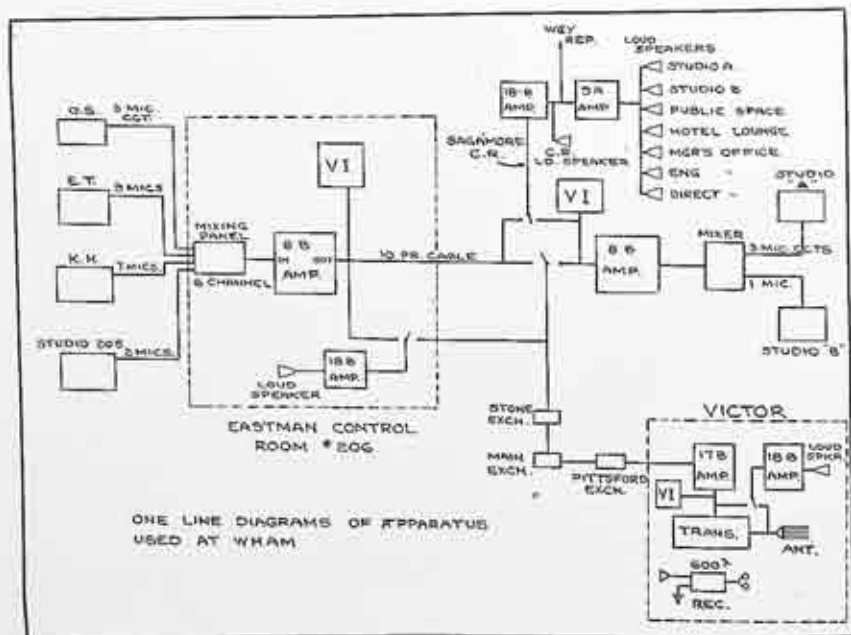
Through the permanent speech input equipment installed in Room 206 in the Eastman School of Music, programs may be received from the Eastman Theatre orchestra or stage; Kilbourne Hall, where many of Rochester's best musical events are held; the organ studio, or Room 205 in the Eastman School of Music, which has also been converted into a studio. The location of the 21 microphone circuits referred to above are as follows: Eastman Theatre, 8; Kilbourne Hall, 7; organ studio, 3; Room 205, three.

Such an elaborate pick-up layout for theatre and studio programs permits Station WHAM to present to its radio audience any type of Eastman program. With the combined facilities of the Station and the excellent cooperation of the officials of the Eastman Theatre and School of Music, WHAM is

capable of broadcasting radio programs of an especially high quality, programs that are helping to increase Rochester's fame as a musical center.

WHAM'S Victor Layout

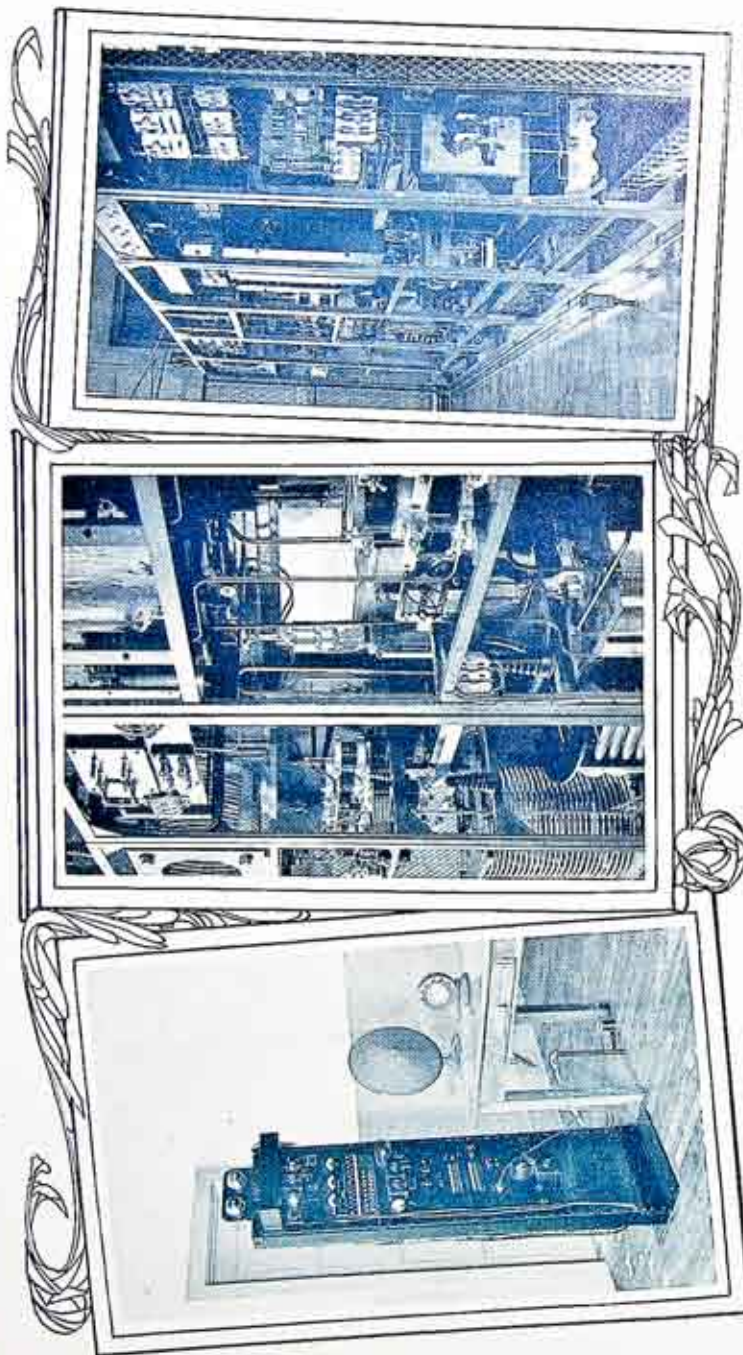
On the summit of Phillips Hill, midway between Victor and Mendon, is located the power station and the transmitting equipment of Station WHAM. At this point, the programs are received over private telephone wires from the Station's Saga-



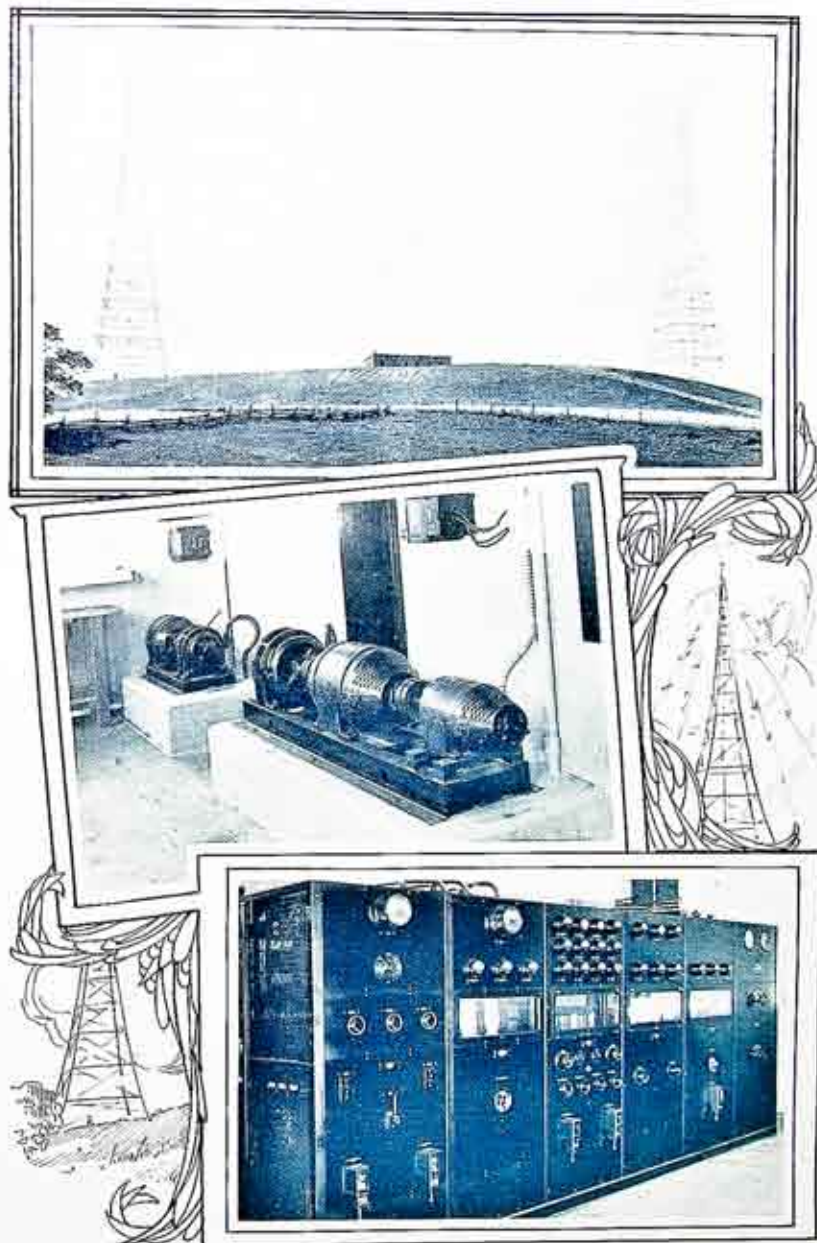
Key: O. S.—Organ Studio, E. T.—Eastman Theater, K. H.—Kilbourn Hall, V. I.—Volume Indicator, Studios "A" and "B"—At the Sagamore.



The Old English Studio of WHAM at The Sagamore, from which the Company's "Musical Vista" programs are broadcast.



WHAM's Victor Layout: Left, speech input at Victor Power Station; center, Close-up of water-cooled, 5 K. W., Power Amp.; right, view of 5,000-Watt Transmitter Control Panel.



WHAM's Victor Layout: Top, Power Station, on Phillips Hill, Victor, N. Y., from the South; the Towers are 275 feet in height and are illuminated at night; center, Motor Generator Set, and, bottom, 5-K. W. Transmitter Control Panels.

more studios, amplified greatly, then sent out into the atmosphere through the medium of a vertical cage antenna supported by two giant towers, 225 feet in height, located 400 feet apart. These towers are visible for miles on the skyline and are impressively flood-lighted at night by powerful lamps diffusing electric illumination upward from each corner of the tower's base. In the near future, it is expected that these towers will bear on their peaks electrical warning beacons especially designed to prevent possible accidents to passing aeroplanes.

To equip this power station and transmitting equipment according to the most advanced practice necessitated the expenditure of a small fortune, for broadcasting's greatest single operating expense is its transmitter. At Victor, there has been installed the very latest 5,000-watt Western Electric transmitter. It occupies a room 25 feet square. Adjacent, is another room in which is installed a complete water cooling system which keeps the huge water-cooled tubes at an even temperature, winter or summer, regardless of weather conditions. The huge motor-generator sets, which supply high voltage current for the transmitter occupies another large room especially constructed to house this equipment. The Victor power station requires a 35 K.W. electrical service which is furnished by the company's Canandaigua Line.

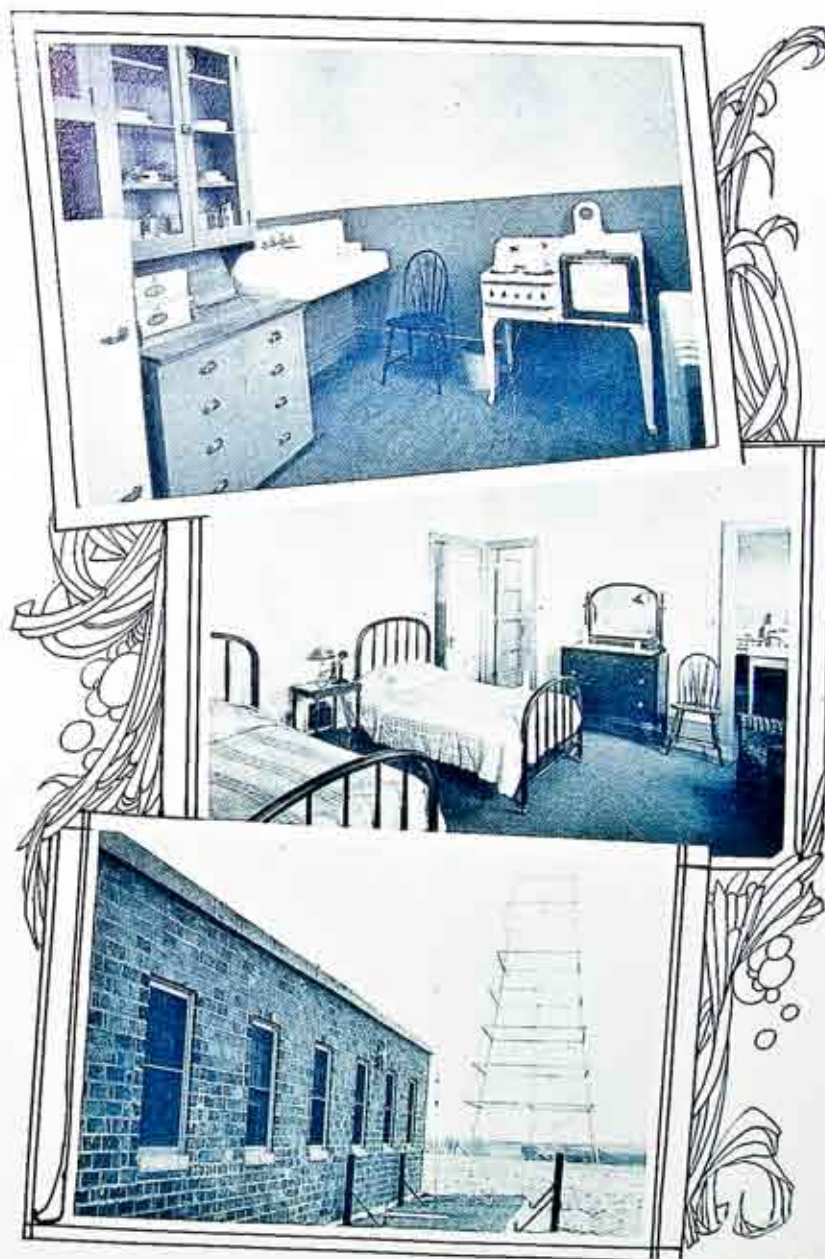
Because it is often necessary, especially in the winter time, to have operators at the transmitting station twenty-four hours per day, the Stromberg-Carlson Company has given every consideration to their comfort. Complete living quarters have been installed, electrically equipped in every detail. They include a double bedroom, a kitchenette, a bathroom

with shower, a complete water and sewage system and a hot water system. The kitchenette is a model up-to-date kitchen equipment and includes an electric range and an electric refrigerator. An oil burner furnishes heat.

Commercial Programs

Radio programs are being used today by many industrial and manufacturing concerns as well as by utilities and other business organizations as a means of securing good-will. The mission of all advertising mediums is, substantially, to keep the name of a product, a company or its service before the public. Some large organizations, like the Maxwell-House Company, which broadcasts the Maxwell-House-Hour, spend thousands of dollars an evening in this manner, utilizing a concert orchestra numbering scores of high-priced musicians. In this connection, Station WHAM is regularly presenting to its large radio audience at an enormous expense its Thursday Evening Stromberg-Carlson Hour, a Blue Chain feature. This delightful hour of music begins at 8 P.M. and features the orchestra of the famed Rosario Bourdon, of New York City. One of the functions of a broadcasting station, therefore, is to handle the requirements of industries for this modern advertising or good-will service.

Station WHAM in addition to its own Station features, carries on a successful industrial or commercial broadcasting service. The 'pulling power' of Station WHAM might be of interest to our readers. It is estimated that there are one and one-half million radio receivers in the territory served by Station WHAM. Figuring five persons to a receiver, this Station reaches a potential audience of ap-



WHAM's Victor Layout: Top, the Kitchenette which is equipped with electric range and electric refrigeration; center, the Living room-bed room, and, bottom, rear view of WHAM's transmitter building, on Phillips Hill, showing antenna lead-in and insulator.

proximately 7,500,000 persons daily. Some conception of this number of persons may be gained when we mention the fact that about 200,000 persons viewed the Dempsey-Tunney prize fight, at Chicago. Visualize a radio audience numbering 37 times the Chicago crowd and one will realize just how large an audience WHAM has to please.

Studio Practice

WHAM realizes its responsibilities and attempts to give to the listening public consistently high-class programs. The creations of the Station staff are subjected to criticism and are rehearsed before going on the 'air'; the contributions of the Eastman organization are broadcast after endless practice under the eyes of teacher-artists, and all commercial programs are required to be 'put on' in the studio at least twice before being sent out over Station WHAM.



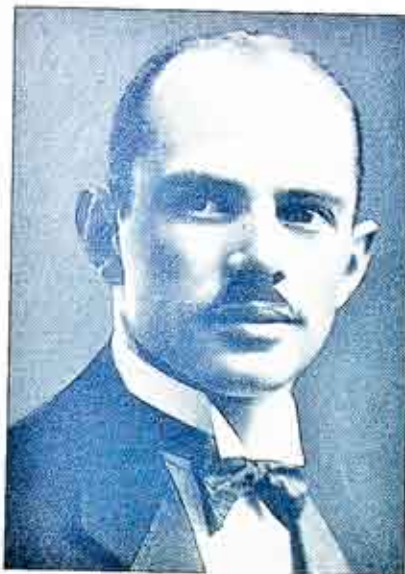
Ernest E. Chappell, Manager of Station WHAM.

Sauntering into the Station one morning, we were attracted by music. Walking over to the main studio we observed a sight that will linger long in our memory, especially as we listen-in to music from Station WHAM.

Emmanuel Balaban was at the piano. At his right were a dozen or more musicians playing stringed and reed instruments. Bernard Kaun was directing and Richard Halilley was singing a selection from an Italian Opera. Everyone in the room was in abbreviated attire, with coats off and sleeves rolled up. And how they did play and sing. Every man put his very best into what he did. Balaban bent forward over the keys, closely watching both the director and the orchestra. Kaun directed as if his very life depended upon it, and Halilley sang with an inspiration that seemed must transmit itself in some indefinable way to everyone who was listening-in to the program.

We asked what particular program was being broadcast at that time and Chappell, the Station's genial Manager, informed us that what we had seen and heard was not a broadcast but merely a rehearsal for one of the numbers of a program that was soon to be put 'on the air' by the Bausch & Lomb Optical Company of Rochester.

What a lot of excellent music and inspiration gone to waste, we soliloquised, but, upon second thought, we reflected that if it were not for the high quality that WHAM sets for its programs, it could never have attained its present



A. B. Chamberlain, Chief Engineer WHAM

excellent reputation in the radio world in so short a time. Rehearsals such as we observed that morning, are a necessary part of WHAM'S plan to insure the consistent excellence of its programs and, what every radio fan appreciates, dispatch in presentation.

WHAM'S first program broadcast over its new 5000-watt equipment took place September 1, 1927. It consisted of a three-hour historical musical review, "Rochester Yesterday and Today." This was divided into four parts, the first concerned with "The Valley of the Genesee," the second with "The Old Erie," the third, "The Gay Nineties," and the fourth, "The Flower City," the Rochester of today in which the new WHAM now takes its place.

Station Staff

Mr. Ernest E. Chappell is Manager of Station WHAM and has as his assisting staff for production and studio work the following persons: Messrs. Donald H. Clark, Program Director

and Chief Announcer; Frank Warren, Continuity Writer and Announcer; Francis W. Reynolds, News Bureau Director and Announcer.

The technical staff includes A. B. Chamberlain, Chief Broadcast Engineer; J. J. Long, Transmitter Engineer; Homer DeWitt, Assistant Transmitter Engineer; K. J. Gardner, Chief Control Room Operator; and F. W. Kelly, and P. S. Hendricks, Assistant Control Room Operators, and assistants in both the studio and transmitter departments of the studios, stenographers and a Studio Hostess.

All of these evidences of an artistically and technically complete broadcasting station point to a job well done by the Stromberg-Carlson Telephone Manufacturing Company and indicate that the time has arrived for Rochester to be recognized as one of the leading broadcasting cities in this country.



Donald H. Clark, Program Director

Former City Engineer Visits Boyhood Home in New England

RESIDENT Robert M. Searle, who is always on the alert for a good human interest story, especially that kind which has to do with successful men, recently tipped us off to one which forms the basis of this article. He learned that Mr. Edwin A. Fisher, whose biography appeared in this magazine in the issue of January, 1927, was planning a motoring trip to his boyhood home, in Massachusetts; that he was to visit his uncle, Mr. Augustus J. Fisher, who at the age of ninety-one years, is still in excellent health and maintains his respected position in the community, as President of the Orange, Mass., Savings Bank.

How many of us may hope to live to visit, at the age of 80 years, an uncle who has passed his nintieth milestone. This was the delightful experience of Mr. Edwin A. Fisher,

whose son, Mr. Edwin H. Fisher, accompanied him on the trip and took the photographs which illustrate this article.

The drive through the Berkshires, along the Mohawk Trail, was an enjoyable feature of the trip as the foliage was in the height of its Autumn glory. At Greenfield, Mass., Mr. Fisher visited the block in which at one time he maintained an office; and from Orange, the objective of the trip, a side trip was made to Royalston, also in Massachusetts, to the farm on which Mr. Fisher lived when a small boy. One of the illustrations herewith shows the old home on this farm where Mr. Fisher lived over seventy years ago.

Visits Scene of Early Life

When a mere lad, as was detailed in the biography spoken of above, Mr. Fisher acted as janitor, bell ringer,



The old Fisher homestead at West Royalston, Mass., in which Mr. Edwin A. Fisher lived over seventy years ago and which he visited during his recent trip down East.

wood chopper and fireman and did other 'chores' in a small country church, in Massachusetts. Others wanted the job, even at five dollars a year, which was not to be sneezed at in those days. But, Mr. Fisher secured it. He did it so well that he earned quite a name for himself as an industrious, dependable lad. The old wood-burning stove always was well supplied with logs; the Wednesday



Mr. Edwin A. Fisher who, on December 20, 1926, completed thirty-three years of public service in Rochester.

evening prayer meeting bell was always rung on time, and the quaint old church was ever spick and span, clean enough to please a New England housewife.

It was Mr. Fisher's pleasure to visit the site of this old church, upon which another structure subsequently was built. He also returned to the school in which he taught, in 1867. The climax of the trip however, was the visit with his elderly uncle, Mr. Augustus J. Fisher, at Orange.

Mr. Augustus Fisher was born at West Royalston, Mass., in 1836, and has been a lifelong resident of that

Orange Savings Bank, of which Mr. Augustus Fisher has been President for some years.



immediate section. He located in Orange in 1859, and later entered the drygoods business. In 1874 he built the house that has been his home for nearly sixty years. For some years he has been the President of the Orange Savings Bank and even now at the age of ninety-one regularly visits Boston in connection with his banking activities. He may be found daily at his desk in the bank and is still active in its affairs. He is the type of rugged New Englander so many of which have helped to make New England



Mr. Augustus J. Fisher, uncle of Mr. Edwin A. Fisher, is President of a bank at ninety-one years of age, and is hale and hearty.

famous for its men of outstanding ability and character. On the occasion of his nintieth birthday, Mr. Augustus Fisher was tendered a dinner by the citizens of Orange, who hailed him as 'The grand old man of Orange.'

After a very satisfying visit with his uncle and the renewing of old acquaintances in various places where he once worked, studied, taught school or pursued his engineering activities before coming to Rochester, Mr. Edwin A. Fisher and his son motored from Orange to Albany. Enroute they also visited Westfield, where the senior Fisher lived for several years, and Springfield where, in 1877, he was engineer in charge of the construction of the West End Bridge over the Connecticut River. Some of the places visited figured in the floods which devastated such an extensive territory in that part of the country recently.



Royalston Center High School, where Mr. E. A. Fisher taught in 1867.

Mr. Walter S. Burch Leaves Company

MR. Walter S. Burch recently resigned from the Engineering Department of this Company to assume duties with the Schiefer Electric Company, Inc., as head of the department in charge of circuit breaker application for substations and generating stations. Mr. Burch terminated fifteen years of service with the Company, entering this organization in 1912 after five years with the General Electric Company at Schenectady.

In his new capacity Mr. Burch will devote his time largely to work on application of circuit breakers. He will be in charge of the department which makes recommendations of design and type of equipment for customers.

Mr. Burch is a native son of Wyoming and a graduate of the University of North Dakota. He is a past president of the Rochester Engineering Society and numbers among his other club affiliations: Rochester Section A. I. E. E.; American Electro-Chemical Society; Rochester Section, American Chemical Society; and Rochester Chamber of Commerce.

Best wishes for continued success in his new line of endeavor are heartily given Mr. Burch by officers and employees of this Company.

Mr. Hughes Receives Appointment

MR. Willis E. Hughes, Safety Engineer, recently received a communication from Mr. William J. Gorman, Secretary of the Technical Advisory Board of Associated Industries, stating that he had been appointed to be a member of the Technical Advisory Board. In this capacity, Mr. Hughes will succeed Mr. Franklin J. Howes, who on December first took up his new work as Public Utility Expert with the Prudential Life Insurance Company.

Testimonial Dinner for Mr. Howes

MR. Franklin J. Howes, the Company's Consulting Engineer, was honored at a Testimonial Dinner held on Thursday evening, November 26, at the Rochester Club. About sixty of Mr. Howes' friends and associates assembled to wish him Godspeed in a new executive position which takes him to Newark, N. J., where on December first, he assumed his duties as Public Utility Expert for the Prudential Insurance Company.

Mr. Howes' fitness for his new work was implied by a folder-place card prepared for the dinner. It bore on its front cover Prudential's familiar trademark, above which was the prophetic expression: "Added Strength for Gibraltar." The remaining space on the folder detailed facts connected with Mr. Howes' eighteen years of service with the Company and presented the program for the evening together with the names of the persons who were present.

Mr. Frederick W. Fisher, who was Toastmaster, called upon the following persons for remarks: Messers Herman Russell, E. A. Crockett, Roger D. DeWolf, E. A. Fisher, all of Rochester, and John Connors, of Mt. Morris. Anticipating a little good-natured 'kidding' when Mr. Fisher called upon Mr. DeWolf for a few words concerning Mr. Howes, the latter warned those present that he had his lawyer with him, meaning Mr. Connors, who has been closely associated with Mr. Howes, in Company work in the Genesee County.

During the dinner, Mr. Russell presented Mr. Howes with a beautiful banjo clock, a gift from his friends present. It seemed to be just the appropriate gift judging from the evidences of appreciation registered by Mr. Howes, who gracefully received it.

To Mr. Howes' associates and friends, it is gratifying to know that his field of service is being broadened to one which is national in scope. We unite to wish him well in his recently accepted engineering and executive assignment, and we like to feel that his work will often bring him to Rochester, where always there will be a hearty welcome.

Mr. Howes' outstanding services as Engineer for the Company have ever borne the stamp of an expert, whose investigations and reports, as well as his technical and executive performances could at all times be relied upon as the sincere expressions of a competent technician and a cultured gentleman. He contributed untiring effort as one of the pioneers in establishing the now recognized economic possibilities in the hydroelectric development of the Genesee Country, notably at Caneada and Mt. Morris.



Franklin J. Howes, who is now Public Utility Expert for the Prudential Insurance Company.

SOUTHERN PACIFIC LINES
DINING CAR SERVICE

LOYALTY OF EMPLOYEES

ONE OF the many reasons for the success with which American railroads have advanced unerringly for the past decade is the loyalty and intelligence of their personnel. It seems as though to them the high standards of railroad service are a matter of course. One's sympathy and pride in the work of a railroad is not confined to the immediate service, coupled with a nation with the refined and better company price.

Quite recently, the members of the Southern Pacific Railway, in their own minds, have made a mark for themselves through their performance. While such a high standard of service has been maintained, the loyalty and cooperation of their employees are more of an appreciation and interest in their specific field.

—From the Rochester (N. Y.) Gas and Electric News

Broad Policy of Rochester Utility Shown in Refrigeration Issue of Company Magazine

A recent issue of the *Gas and Electric News* is devoted entirely to the industry's largest market, the refrigeration business. It is a broad and comprehensive survey of the industry, and one that will be of great interest to all those who are connected with it. The issue is a valuable contribution to the knowledge of the industry, and one that will be of great interest to all those who are connected with it.

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HOTEL MANX



MANX BLDG. CORP. 100 N. W. 10th St. ST. LOUIS, MO.

March 18 '27

Dear Sirs:
The enclosed will interest you as I do. I hope we are on the downward track but under slow motion. Will have time in a week and the next real stop will be the Grand Canyon, I wish it lower still. Good wishes from H. L. Fairchild.

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White traveling in California last Spring, Professor Fairchild noticed an excerpt from *Gas and Electric News*. It appeared on the cover list of a Southern Pacific dining car. This particular excerpt was also reprinted by numerous publications in various parts of this country, and the same may be said of many of the articles that were a part of the Refrigeration Number, of the issue of August, 1926.

Company Publication Travels Far



WHILE traveling through the far West early last Spring, Professor Fairchild, author of the geological articles appearing in *Gas and Electric News*, was surprised and rather pleased to come across an excerpt from this publication. He was ordering his luncheon on a dining car of the Southern Pacific Lines and was traveling between Los Angeles and San Francisco when he came across it.

ceived by the Company asking for specific issues of the magazine or that certain names be placed upon its mailing list. Letters of appreciation for articles written by Company employees have been received recently from England, South America, Korea and other far-away places. In most instances, we have been asked for permission to reprint articles and to use the photographs or cuts.

The excerpt was one from an editorial, "Transportation," which appeared in the Transportation Number of *Gas and Electric News*, March, 1926. It has to do with the loyalty of railroad employees and has been quite widely used by railroad and transportation publications.

The Transportation Number was used as a reference work on railroads by the High Schools of Rochester; and in the Electrical Refrigeration Number, the Company secured much favorable publicity through its broad policy in boosting the refrigeration units handled by all Rochester dealers.

President Searle, who read the kind letter Professor Fairchild wrote to us in connection with the incident, suggested that a few words be said in our magazine concerning it. In substance, Mr. Searle's thought is that we never can tell just how far any constructive word or deed may possibly go in effecting good will.

Articles from *Gas and Electric News*, telling of the more or less interesting processes of Company operation and service, or of other activities related to our industry, are quite frequently reprinted in many of the country's popular technical magazines and trade journals. And a point Mr. Searle would accentuate is this: that in preparing material for this magazine, Company employees are unquestionably helping to disseminate educational knowledge, as well as to create interest in the power, lighting and heating industry.

Gas and Electric News is especially indebted to Mr. Searle for his active part in the selection of articles to be prepared for it. It was Mr. Searle who suggested the Transportation Number, the Red Seal Number, and the Refrigeration Number and many other recent features of our magazine. He is continually thinking of this publication in terms of possible service to others. It is therefore with a sense of real satisfaction, that we receive from time to time messages of appreciation for this publication the policy of which he and the other officers of the Company are so keenly interested in directing.

The same service is rendered in a slightly different aspect through the personal news that employees and regular correspondents help to secure for the magazine, and the photographs which they send in.

Within the past year, more than two hundred letters have been re-

The real purpose of this article is to visualize to all those who contribute to make the Company Magazine a success, the fact that their efforts are worth while; that in common with hundreds of other magazines of this character, *Gas and Electric News* has potential possibilities for accomplishing constructive good.



Shown above are some of the numerous letters received by the Company in commendation of its broad refrigeration policy. These letters were incidental to the special Refrigeration Number issue of August, 1926. Copies of this issue have been sent by request to individuals and organizations all over the country.



*"At Christmas play, and make good cheer,
For Christmas comes but once a year."*

Sandburg's "Abraham Lincoln" Current Book of the Month

THE current "Book-of-the-Month" is a one-volume edition of Carl Sandburg's "Abraham Lincoln." The opportunity of adding this book to our permanent library is too enticing to be missed. Few of us felt that we could afford the luxury of owning Carl Sandburg's Abraham Lincoln when it was published in two volumes for ten dollars.

A short time ago the Book-of-the-Month Club was informed by Mr. Sandburg's publisher that he contemplated abridging his book for publication in one volume, and he desired to know whether this revised edition could be considered by the Selection Committee. The Committee finally decided to consider it as so many of their subscribers had been unable to secure the book because of its high price. When the vote of the judges came in it was found that the selection was unanimous. This abridged edition contains the original plates and all of the important half tone illustrations. John Drinkwater, the English dramatist, says of Sandburg and his book "It is indeed not unlikely that he will be found to have given the world the first great American epic."

The new extremely low price of \$3.00 has been made possible because of the large printing due to the Book-of-the-Month order. Isn't it gratifying to know that the G. R. & E. Book Club, by its membership in the Book-of-the-Month Club, has helped to make it possible for most any book-lover to own this splendid book?

MAY F. CROWLEY

*"There is no Frigate like a book,
To take us lands away,
Nor any charger like a page
Of prancing poetry."*

Miss Linda Lyon Addresses Book Club

Miss Linda Gale Lyon read some of her verses to the Book Club at the November luncheon. She has been writing poetry since childhood. Recently she collected all her poems and edited them to use as a birthday gift for her mother. She very kindly gave the Book Club an autographed copy of these which are entitled "June's Verses." Some of the interesting ones she read are "To a Firefly," "The Girl in the Looking-Glass," "The Magic Shears" and "On the East Avenue Bus."

Miss Lyon sketched for us some interesting experiences in her recent trip to the Orient. She is a charming young woman and her unaffected manner and delightful sense of humor added much to our enjoyment.

GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION
89 EAST AVENUE, ROCHESTER, N. Y.

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VOL. 15 NOVEMBER, 1927 No. 5

Treasures

WHAT a thrill mothers used to get, at least once a year, when we all pitched in to help swing a house-cleaning orgy of exasperating pulling and hauling, moving and replacing, carpet beating, dusting and window washing chores.

Only a mother could get a thrill out of such an experience, and forget the temporary inconvenience and incidental hardship, through the visualized mental picture of a spick-and-span home that was to result.

Can you remember the old tack pullers, and the spiffy contraptions that had a magazine full of tacks which might be driven home in the old ingrain carpet merely by operating a ramrod-like vertical driver. That was the last word in carpet tacking and saved many a hammered finger and aching back—when it worked.

We used to replevin Dad's Sunday horsewhip, from the old 'canopy top'

and use it to whip the carpet. That was a tough job. But the 'kids' got a kick out of playing Indian and running through the tent-like carpet as it hung from mother's clothesline.

How happy we should be today because house-cleaning can be accomplished in easy, daily installments, thanks to modern electrical devices. We are also more sensible, today, in our home-furnishing tastes. Dust-catching brick-a-brack, what-nots and other fol-de-rols are passe, for which we may bless a greater general appreciation for what is really beautiful, artistic and sanitary.

As long as there are children in the home, however, there always will be the problem of what to throw out and what to conserve when we revert to early training and start in to 'clean up' the house. Frequently, adults discover that they were about to burn up some miscellaneous collection of apparent rubbish, only to be informed by other members of the family that it is truly valuable according to the estimation of a child's fancy. And this happens in almost every family, upon occasion.

A mother recently told us of such an instance. The exhibit in question was a collection of worn old paper dolls, from Sunday papers. There were scores of them; they had been hidden away for some years and were dusty and disheveled. A piece of grocery string, yellow with age, held the sheaf together and they looked anything but valuable. Still, they were dear to the heart of a small boy, who has long since gotten through playing with dolls of any description. And here is the story.

A very small boy, some years ago tossed about on a sick bed, hovering between life and death. A crisis was expected soon. Everything possible was being done to stimulate even the smallest spark of interest in the heart of the child who was apathetic to anything or anyone around him. Noth-

ing aroused him from his lethargy, at least nothing had until his Grandmother clipped from the Sunday newspaper some beautiful miniature paper dolls, decorated in bright colors.

The youngster was immediately attracted by them and began to fondle them. He fumbled them over time and again and kept them constantly with him. He actually smiled at them; the crisis came and passed, and the little fellow finally got well. He seemed to realize that the paper dolls had something to do with his regaining a hold upon life and he has always guarded them, as one of his choice treasures. He hid them away, one day, some years later, possibly a bit ashamed to be seen associating with dolls. When he discovered, however, that they were about to be discarded into the realm of forgotten things, he came to their rescue in a very chivalrous manner.

Of course they were saved. They doubtless will be kept for years longer. To you and me they might be nothing but a drab little bundle of worn out clippings, tied up with a cheap little fragment of grocery string. But to a certain young man they are still 'treasures.'

We have no more old-time house-cleaning orgies today. For this, we feel sure, modern youngsters are as thankful as are their parents who can remember what they were like from past experience. But homes in which there are children do get littered up quite frequently, nevertheless. Some of this apparent 'junk' that we see laying about, however, often proves to be the treasured possessions of the youngsters in the home. We would like to throw it all out and 'clean house' at frequent intervals, yet we must have some respect for the idiosyncrasies of youth. Better have a bit of litter about our homes than to ride rough-shod over the formative expressions of juvenile fancy which seem to depend upon apparently use-

less exhibits of trash for their sustenance.

A wornout toy; a lens from a broken bulls-eye lantern globe; a few pieces of varicolored string; a pretty pebble; an old jackknife or two; a broken doll's head; a few old school report cards that happen to have commendable marks on them and scores of other childish 'treasures' seem to find their way into the living room every now and then. They do not add to the aesthetic appearance of the home, and children possibly may be taught to find more appropriate places for them; but treasures they are, nevertheless, and we might just as well recognize them as such.

Some day, when the little folks are grown up, the house will be immaculately clean and presentable to visitors at all times. How much would we not give, then, for a brief return to the old days when the house seemed to be a 'sight' because of childish 'treasures' that have long since been outgrown and forgotten.

Good, Bad and Indifferent

MOST everything we do falls within the three classifications: good, bad or indifferent. When a person does anything real well he naturally likes to have the whole world know about it; for we all have a bit of ego in our make-up. When his efforts, however, are mediocre or actually 'punk,' he is not so enthusiastic about publicity and generally tries to forestall it. This brings to mind an incident told us some time ago by an executive of a large organization.

One day, following his usual practice, the executive took a sheaf of commendatory letters to the 'boss' who happened to be the president of the concern. Upon reading them, the president remarked: "These letters surely are encouraging, but why don't

you bring me some of the other kind once in a while?"

It is true, nevertheless, that our boss, whoever he may be, is entitled to know about the mistakes we make as well as the commendable things we do. Generally, he finds it out anyway. Is it not the better part of valor, therefore, to keep 'in touch' and let him have the bitter along with the sweet?

What a terrible thing it would be if everyone always yes'ed us, spread the salve on in liberal libations and never mentioned our many shortcomings? How soon the old fighting instinct inherent in all of us would pall, resulting in an apathy toward constructive progress which would rob us of much inspiration for greater accomplishments.

We should not be ashamed of mistakes we make after having tried our best. Even such mistakes have a constructive mission in our training. The hardest mistakes to 'swallow' are the ones that result from indifference, and confessing to our superiors should materially help us to cut such mistakes to a pleasing minimum.

In our associations with our friends, likewise, we should seek criticism as well as commendation and return it in kind, truthfully, though diplomatically. We should not mistake yes-ing for a kindness, but recognize it for what it is—a lack of moral courage to tell the truth in a helpful, friendly way.

A true friend is one who knows all about us, yet likes us in spite of it. A real 'boss' is much the same sort of a fellow; he knows we are not perfect and is willing and anxious to help us to improve.

Mr. Cadle Presides

MR. CHARLES L. CADLE, General Manager of the Company, presided at the final afternoon session of the Management Division of the American Society of Mechanical Engineers in Convention in Roch-

ester October 26-27. At this session papers were read on plant location by Mr. Tyler S. Rogers, former manager of the Ballinger Company; Mr. Emmett B. Carter, consulting engineer for the Tannin Corporation of New York City, and Mr. Charles P. Wood, of the Lockwood-Green Company, New York City.

In an informal discussion of Rochester's efforts to get new industries, Mr. John F. Clark, a member of the Industrial Sales Department of this Company and Secretary of the Rochester Industrial Development Corporation, said the plan here was modeled after that in effect in Baltimore. A corporation was formed to finance worthy industrial projects, and more particularly to aid established industries and promote a general healthy industrial growth.

Mr. Clark told of the work done in aiding industries in Fort Wayne, Chicago, St. Louis, Memphis, New Orleans, and Florida cities, where he said a determined effort is being made to build up industry so the state will not have to depend for prosperity on tourists. He discussed the development of the cotton industry in the Carolinas, and showed that the South generally is changing from an agrarian to an industrial section. But to the present, the South is depending too much on cotton industries, he said.

The convention was the first of the Management Division of the Society, and brought two hundred engineers to Rochester from all over the country. The meeting was arranged by the Rochester section of the society co-operating with the Rochester Engineering Society. Three members of this Company's Engineering Department were members of the committee in charge, Mr. Howard Harding, Mr. Thomas W. Atterbury and Mr. William Schell. Mr. Harding was chairman of the local section until last spring, when he tendered his resignation.



New Business			
Net Increase in Consumers in Year			
Ending Sept. 30, 1927			
	Sept. 30, 1927	1926	Incr.
Gas	101,399	97,194	4,205
Electric	95,789	87,598	8,191
Steam	278	230	48
Total	197,466	185,022	12,444

Statement of Consumers by Departments as of Sept. 30, 1927					
	Gas	Electric	Steam	Total	Incr.
1917	78277	27233	51	105561	
1918	79096	28823	55	107974	2413
1919	79276	30192	75	109543	1569
1920	81011	33583	75	114669	5126
1921	81194	38394	84	119672	5003
1922	83473	46074	108	129655	9983
1923	86049	56108	108	142265	12610
1924	89846	67498	125	157469	15204
1925	93254	77995	160	171409	13940
1926	97194	87598	230	185022	13613
1927	101399	95789	278	197466	12444
Incr. in 10 years	23122	68556	227	91905	91905

Net Increase in Consumers by Months			
	1925	1926	1927
Incr. in January	300	652	357
Incr. in February	441	733	512
Incr. in March	920	729	612
Incr. in April	1438	1083	1271
Incr. in May	1358	1166	1270
Incr. in June	1276	1114	1128
Incr. in July	1228	1021	1106
Incr. in August	1207	1159	1587
Incr. in September	1683	1603	1286
Incr. in October	1591	1444	
Incr. in November	1464	1042	
Incr. in December	1258	829	

Amount of Payroll	\$361,644.76	\$327,889.94	\$33,754.82
K.W.H. Generated Steam	17,887,100	12,670,463	5,216,637
K.W.H. Generated Hydro	7,277,720	10,115,630	*2,837,910
K.W.H. Purchased	4,949,469	5,793,608	*844,139
M. Cu. Ft. of Coal Gas Made	309,320	295,803	13,517
M. Cu. Ft. of Water Gas Made	83,615	99,536	*15,921
Tons of Steam Coal Used	21,402	16,789	4,613
Tons of Gas Coal Used	23,527	27,529	*4,002
Gallons Gas Oil	255,827	228,856	26,971
Tons of Coke Made	17,830	18,722	*892
Gallons Bengas Made	79,550	88,546	*8,996

*Denotes Decrease.

Miscellaneous Data			
	Sept. 30, 1927	1926	Incr.
Miles of Gas Mains	670	638	32
Miles of Overhead Lines	3892	3616	276
Miles of Underg'd Cable	2313	2072	241
Miles of Subway Duct	1649	1525	124
No. of Street Arc Lamps	1179	957	222
No. Street Mazda Lamps	17382	15213	2169
Total No. Street Lamps	18561	16170	2391
Number of Employees	2350	2179	171

E. B. A. for October, 1927	
Balance 1st of Month	\$12,526.37
Dues—Members	1,606.74
Dues—Company	1,606.74
Fees—Members	36.00
Fees—Company	36.00
Assmt. No. 97—Members	.75
Assmt. No. 97—Company	.75
Group Life Insurance	18.75
Members' Add. Life Insurance	9.35
Miscellaneous Revenue	16.71
Total Receipts	3,331.79
Total Receipts plus Balance	15,858.16

Disbursements	
Sick Benefits	\$ 884.53
Accident Off Duty Benefits	134.92
Accident On Duty Benefits	105.55
Death Benefit No. 99	400.00
Dth. Benefit dues collected in error	6.54
Medical Examiner's Expense	6.00
Expense of Nurse for Aug. 1927	75.83
Total Payments	1,613.37
Balance on Hand	14,244.79

Membership	
Date	No.
Members, Sept. 30, 1927	1926
Affiliated Oct. 1927	41
Terminated Oct. 1927	19
Gain	22
Membership Oct. 31, 1927	1948

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:

Morris Clark, father of Mr. Raymond Clark, of the Domestic Sales Department, died on Nov. 18, at the family home on the Ridge Road, on his seventy-fifth birthday. He leaves, besides his son Raymond, his wife Adele B. Clark, and another son, Louis M. Clark.

Eames—In this city, Sunday morning, Nov. 6, 1927, Gertrude Price Eames, of 92 Shepard Street. She is survived by one son, Richard Eames; her mother, Mrs. Robert Price; her sisters, Misses Katherine of this Company, Marion and Muriel Price, and Mrs. H. H. Covell, of this city, Miss Mabel Price, of Albany, Miss Helen and Marguerite Price, of New York city, Mrs. Charles Hounsell, of Hood River, Oregon, and Mrs. Leon H. Griggs, of Fair Haven, N. Y.; her brother, Wilfred Meeson Price, of New York City.

PERSONALS



Miss Emma Augustine, of the Cashiers Department, recently visited Cleveland where she attended the convention of the Merchants Musical Association.

Miss Marion Corris spent her vacation this Fall enjoying a motoring trip to New England. One of the interesting

places visited was Marblehead, the birthplace of the United States Navy. It was at Marblehead that General Washington and his intrepid band of soldiers, aided by the fishermen of that town, crossed the Delaware and safely escaped from the British after the disastrous battle of Long Island to an immortal victory at Trenton. Marblehead and other places visited by Miss Corris are full of interest and her trip will remain as a delightful personal contact with some of the most memorable pages of American history.

Messrs. Ray Davis, 'Teddy' Herr and 'Bill' McCarthy are still conjecturing about that wild pitch that caused so much comment in the recent world series baseball game in New York. Because of the appreciated offices of Mr. Norman Crowley, they had reserved seats directly back of the catcher's box and therefore had a wonderful opportunity to see what a big league pitcher can do in the way of wierd curves that perplex such batters as Gehrig and Babe Ruth. Mr. Davis thinks that it was a case of cross signals and not a wild pitch or a pass ball, but has temporarily forgotten about baseball in lieu of the Fall hunting season. Ray's shots are nothing like Miljus's famous curves, but reach their mark with precision, whether it be a pheasant, a rabbit or a buck. He follows the seasons around, and finds interest in sport of all kinds. If you don't believe it, just start an argument with him over the fine points or leaders in any sporting pastime and see how long you can hold out against his uncanny ability to memorize such data.

The engagement of Miss Esther Noelke, of the Domestic Sales Department, to Mr. Elmer Lerch, Assistant Purchasing Agent, was announced recently on the occasion of a party given in Miss Noelke's honor by her sister, Miss Edna Noelke, at 151 Mulberry Street.

Mr. Arthur Morrell recently made a flying trip to Syracuse to assist in putting on third degree work for the American Order of Sons of St. George. He was assisted by Messrs. James E. Skinner, of the Order Department, and Fred Duckett, of the Meter Reading Department. Mr. Morrell is a Past President of the order and is now Inside Sentinel; Mr. Duckett is Outside Sentinel, and Mr. Skinner is Degree Master.

Mr. Bert Yeomans and Mr. Russell Howe recently visited New York to inspect the latest modern equipment used in hotels and restaurants.

Mrs. Bessie Crum recently visited at the home of Mr. Crum, in Pennsylvania. One of the interesting incidents of a quiet visit was the inspection of a 'haunted house,' which has gained quite a reputation in that vicinity as a thrill raiser. She did not see the ghost walk, however, and still thinks that they are the creation of human imagination.

Mr. Charles Timmerman recently towed home the automobile of his

friend, Mr. Harold Cox, from Weedsport, N. Y. Charles had difficulty in keeping ahead of Harold's automobile. He says that it seemed to pick up speed every time it passed a gasoline station.

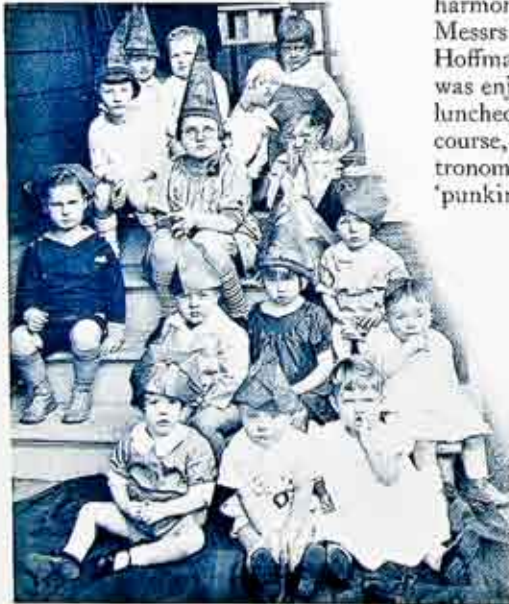
A card party was given by Mr. Herbert Ringelstein, at his home on Mapledale Street, for the following men of the Main Floor: Messrs. Harry Culliton, Frank Nolte, Rowland Farnham, Lewis Sweikhart, James Nolan, Frank Houlihan, Carl Wittman and Harry Miller. Weiners, coffee and doughnuts were served during the evening. Harry Culliton began the evening by holding up his host, upon arrival, with the aid of a mask and a cap pistol. It is said, however, that he went home a bit short of 'change' nevertheless. Messrs. Farnham and Houlihan carried off the financial honors either because of luck or good playing and everyone shared alike in the excellent time afforded by Mr. and Mrs. Ringelstein.



Company employees seeing America first, at Cananda. From left to right they are: Miss Louise Amish, Miss Mildred Buckman, Mr. Norman Crowley, Miss Anna Howe, Mr. Ferdinand Freitag, The Misses Flora Common, Aletha Brown, Rhea Wilbur and Grace Fraser, Mrs. A. S. Whitbeck and Mr. Whitbeck, Mrs. Edwin R. Crofts and Mr. Crofts. The photograph was taken by Mr. Eastman, of the Industrial Sales Department.

Mr. Elmer Forest spent part of his vacation this Fall at East Manitow and the rest of it in short trips about Rochester, including a stay of a number of days at Conesus Lake. Elmer took it for granted that the fishing was poor, as evinced by public opinion, and spent most of his time in the delightful realization that he had nothing important to do.

Master Robert B. Taylor, little son of Mr. and Mrs. Merton Taylor, celebrated his second birthday on October 6, at the Taylor home, 122 Arnett Boulevard. On that auspicious occasion Robert surrounded himself with some of his playmates at a delightful party. The little folks were fed in true birthday style, with a dandy birthday cake that would make your eyes glisten; games were enjoyed and to cap the climax a group photograph was taken which is reproduced herewith. Among the group is Hugh and Bruce McNamee, relatives of Robert from Boston, Mass.



Master Robert B. Taylor, center figure in front row, has a party in celebration of his second birthday.

Mr. Burch Honored at Farewell Party

On October 31, at a special Hallowe'en-Farewell party, at the home of Chief Engineer Edwin C. Crofts, at Meadowcroft, au revoir was said to Mr. Walter S. Burch, who recently left the Company's Engineering Department.

Mr. Burch's former associates presented him with a beautiful gold watch and chain as a slight memento of their esteem for him. The presentation speech was made by Mr. Howard Harding, in words that were sincere and well chosen. Mr. Burch will undertake his new work with the feeling that he has many true friends in the Company, many of whom have been his associates for some years past.

During the evening, games were played; selections were given by the Engineering Department's orchestra; harmonica numbers were offered by Messrs. Carl Klinzing and Charles Hoffman, Jr., dancing to radio music was enjoyed by all, and a Hallowe'en luncheon was served including, of course, such delightful seasonal gastronomic products as sweet cider and 'punkin' pie.

Miss Alethe Brown was Chairman of the General Committee for the party and was assisted by the following persons: Miss Doris Horner; Messrs. Otto Fichtner, Nelson J. Young, Carl Klinzing and James McConnell.

Mr. Ralph Hughson, on Saturday, November 19, visited his parents at their home in Phelps and his brother, who resides in Geneva, N. Y.

Mr. Fred E. Wilson, of the Electric Distribution Department, and Mrs. Wilson recently visited Ann Arbor, Mr. Wilson's Alma Mater. They saw Michigan trim Ohio State at football, made a circuit of Lake Erie and numerous stops along the way, including Cleveland, Toledo, Detroit and St. Thomas, Ontario.

Mr. Paul Nash motored to Boston to eat 'turkey dinner' with his parents.

Messrs. Lester Twitchell and Joseph Pratt, Electric Distribution Department, journeyed to Boston, where they were entertained by the parents of Mr. Twitchell, at a bountiful New England Thanksgiving dinner.

Messrs. Dick Lee, Amos Jaquith and Walter Kenyon were interested spectators at the recent Cornell-Princeton football game, at Ithaca.

Engineering Department Organizes Orchestra

The impromptu orchestra gotten together by the Engineering Department to play at the dinner tendered to Mr. Burch, at the home of Mr. Edward C. Crofts, bids fair to become a permanent Company institution. Its personnel is as follows, to date: pianist, Miss Doris Horner; banjo, Mr. Norman S. Odell; banjo-mandolin, Mr. Nelson J. Young; traps, Mr. Reginald Meigher; mandolins, Mr. W. L. Thomas and Mr. W. W. Simonds.

The first hurried rehearsal was held at the home of Mr. Norman Odell and a later one at the home of Miss Horner, on Comfort Street. So pleasing was the progress made by the orchestra's first appearance that it is encouraged to keep up the good work, and we are hoping that more of the employees of the Company will have an opportunity perhaps soon, to hear this first Company orchestra to be attempted in some years, after it has 'practiced up' just a bit more.

Mr. Gordon Ross, Superintendent of the Service Department, got his share of pheasants this Fall. Unlike many hunters, he has no special hunting grounds, but seems to easily get his birds wherever he may go.

Mrs. Russell Howe, of the Service Department, recently gave a bridge party at her home, 1124 Garson



Miss Gloria Jane Underhill in a pose that was accepted by the Eastman Kodak Company as good enough to use for advertising purposes. Gloria will be four in February. Her Daddy is Mr. George T. Underhill, Adjustment Dept.

Avenue. On that particular day, Mrs. Howe found upon her return from lunch that some one had left on her desk two delicious pies. Quite naturally, she had hard work getting them out of the department unmolested. She later discovered that the mother of a girl friend had donated them as a special attraction for the bridge luncheon.

Mr. S. Clark Seelye visited Chicago recently to attend the Accounting Section of the convention of the American Gas Association.

Mr. Herbert W. Ringelstein was married on October first to Miss Ruth M. Hause. The wedding ceremony was performed by the Rev. E. E. Rife, in the presence of over three hundred guests assembled at the Calvary Evangelical Church, at Culver Road and Melville Street. The newly weds, following the ceremony and subsequent festivities, motored on their honeymoon to Washington, D. C., and various points in West Virginia. They are now at home to their friends at 20 Mapledale Street.



In the Genesee Country. Photograph by Mr. Carl Cooman, Engineering Department.

Miss Irene Stickney, Mr. Francis Green and Mr. Harvey Lannin recently served on a special committee in connection with the service held at the Lake Avenue Baptist Church, on Friday, November 18, in the Rochester and the World Christian Movement. On this occasion, more than eighteen hundred young persons were present to listen to inspired addresses by two world famous speakers, Messrs. Stanley High and Reinhold Neibuhr.

The mother of Miss Rita Martin, of the Order Department, recently announced the engagement of Miss Martin to Mr. John Stark. The announcement was made at a party given at Miss Martin's home, at 497 Colvin Street.

Mrs. Mary McCombs, formerly Miss Mary Nolan, of the Order Department, recently became the mother of a charming baby boy, whose name is Robert Jarvis McCombs. Robert's daddy, Mr. Clifford McCombs, is now employed in the Order Department, as a Special Man.

Mr. Harold Kelly, of the Order Department, has a fine new Hudson automobile with which he has been making the most of some very delightful Fall week-ends.

Mr. Harry Miller visited Syracuse on the occasion of the recent Syracuse-Colgate football game.

Mr. Homer C. Deffenbaugh, Company Statistician, attended the A.G.A. convention at Chicago and submitted the report of the Sub-committee on Load Characteristics, of which he is Chairman.

Mr. Frank Lampman, of the Carpenter Shop, gave a Hallowe'en party to some of his friends at his home. In addition to the usual Hallowe'en edibles, Mr. Lampman provided some very delicious noiseless clam chowder which made the hit of the evening, it is said.

Mr. James Whipple has moved to his new seven-acre farm and expects to spend the coming winter inventing a machine that will do most of the chores while he spends part of his time experimenting in the raising of poodles, which is his chief hobby.

Some of Dorsey Graning's associates at the General Construction Department were recently 'kidding' him about his prowess as a fisherman as detailed in a recent issue. In reply, Dorsey stated that fish would eventually become extinct were it not for the fact that he is a good sport and goes fishing but once or twice a year.

Mr. Robert Carreo, of the Lamp Department, recently spent one week



Photographic study by Miss Margaret Bridgeman. The scene is near Shamokin, Pa., and might be described by Pope's: "No gale disturbs the trees, nor aspen leaves confess the gentle breeze."

at Detroit, part of the trip being by boat, on the Greater Buffalo, from the Windy City to the headquarters of 'the New Ford.'

Miss Letha Van Gelder, of the Domestic Sales Department, on November 3, gave a bridge party to a group of her friends, at her home, 257 Terrace Park.

Mr. Tony De Tucci, Labor Foreman, says that his bird dog will point a sea gull or flush a canary if he does not feed him for a period of several days running. Perhaps that explains Mr. De Tucci's consistent good luck on several pheasant hunting days.

Mr. Lewis Boss, while pheasant hunting recently in the Genesee Country, demonstrated his ability as a crack-shot. It is said that any bird that comes within possible range of his gun is just merely committing suicide.

Mr. Ralph Bond is sporting a new leather coat and is said to be looking with distaste upon the mild Fall weather this vicinity has enjoyed recently.

Mr. Jack E. Graham, of the Record Drafting Department, accompanied by his parents spent one week fishing

at Bob's Lake. The name of this lake may have something to do with its ability to supply good fishing. At any rate, the old bobbers on the fishlines were worked overtime responding to the voracious appetites of the fish. Norman's father, Mr. Wm. J. Graham, is employed in the Right of Way Department.

Mr. Alden Hoyt, formerly an employee of the Company's Industrial Sales Department, who some time ago resigned to take up work at Richmond, Virginia, recently added a fine baby girl to his family. She is held to be a real treasure by both Mr. and Mrs. Hoyt and will be a wonderful playmate for the two little Hoyts, both boys, in their home in Dixie Land.

Mr. Lucas Caple, of the Industrial Sales Department, who read a paper on the Company's Rural Service work, before the North Atlantic Section of the American Society of Agricultural Engineers, was made chairman of its nominating committee.



Vacation photograph by Miss Laura Bradfield, which reminds us of: "I must down to the seas again, to the lovely sea and the sky; and all I ask is a tall ship and a star to steer her by."



Fumes and Flashes



ON ITS LAST LEGS

Landlady—"Isn't this good chicken?"
Boarder—"It may have been morally, but physically it's a wreck."—Selected.

RUFF STUFF

Alicia—"Why are you off of Egbert?"
Bernicia—"The dumbbell—when I told him I wanted a course dinner he ordered bran muffins."—Selected.

SWEET ADELIN

Officer—"Here, you must accompany me."
Inebriate—"A'right. Whatcha gonna shing?"—Selected.

SNAPPY BUT CLEAN

Beneath the spreading chestnut tree
The smith works like the deuce,
For now he's selling gasoline,
Hot dogs and orange juice!—Selected.

THE BIG PARADE

Schubert had a horse named Sarah,
Rode her in the big parade,
When the brass band started playing
Schubert's Sarah neighed.—Selected.

A SELLING PLAN

Salesman—"What terms would you prefer?"
Customer—"Oh, I think I'll take it on the wrestling plan—a dollar down, and the rest cash-as-cash-can."—Selected.

WANTED MONEY'S WORTH

Guest in Hotel—"There are two mice fighting up here in my room."
Room Clerk—"How much are you paying for your room?"
Guest in Hotel—"One dollar."
Room Clerk—"What do you expect for a dollar, a bull fight?"—Selected.

TOO LATE

Country Policeman (at scene of murder)—
"You can't come in here."
Reporter—"But I've been sent to do the murder."
Policeman—"Well, you're too late; the murder's been done."—Selected.

PLENTY OF ROOM

She sat on the steps at eventide, enjoying the balmy air; He came and asked, "May I sit at your side?" And she gave him a vacant stair."—Selected.

SHOULD HAVE KNOWN BETTER

Blackstone—"Did your wife accept you the first time you proposed?"
Webster—"No; I have only myself to blame!"—Selected.

IT'S ALL IN THE TOUCH

Dear Dir. @
Just bought a collapsible typewriter. They are simple to operate., if you just remember there is a separate shift key for Caps and Figures. This is the first letter I've written on this machine; & turns out work neatly and Speedily. M

348: \$. @:3.
MERVIN L. LANE.
—Selected.

DECORATIONS

Architect—"And at the front of the building will be three beautiful doorways."
Client—"But one will be quite enough."
Architect—"To be sure, but you can paint 'Use Other Door' on two of them."—Selected.

CURTAIN

Stage Manager—"Lower that curtain and hurry up about it!"
Stage Hand—"But the act is only half over."
Stage Manager—"Lower it, you fool; one of the living statutes has the hiccoughs!"—Selected.

OVERSTUDY

Sandy Junior—"Ye promised to gie me saxpence if I was top boy at school. I've been top boy for two weeks running."
Sandy Senior (reluctantly)—"Well, here's a shilling, but ye must give up studying so hard—it's not good for ye!"—Selected.

PLEASE, TEACHER

She was still rather new at driving a car and a little bit confused in traffic. Down Broadway she forgot to stop soon enough at the signal and shot out into the middle of the street.
Pompously the traffic officer bore down upon her.
"Didn't you see me hold up my hand?" he shouted fiercely.
The culprit gasped a breathless "Yes."
"Didn't you know that when I held up my hand it meant Stop?"
"No sir; I'm just a school teacher," she said, in a timid, mouse-like voice, "and when you raised your hand like that I thought you wanted to ask a question."—Selected.

*If I pride myself
on anything it is
because I have a
smile that children
love.*

—NATHANIEL HAWTHORNE.



Opportunity

*THEY do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake, and rise to fight and win.*

*Wail not for precious chances passed away,
Weep not for golden ages on the wane!
Each night I burn the records of the day—
At sunrise every soul is born again!*

—WALTER MALONE.

