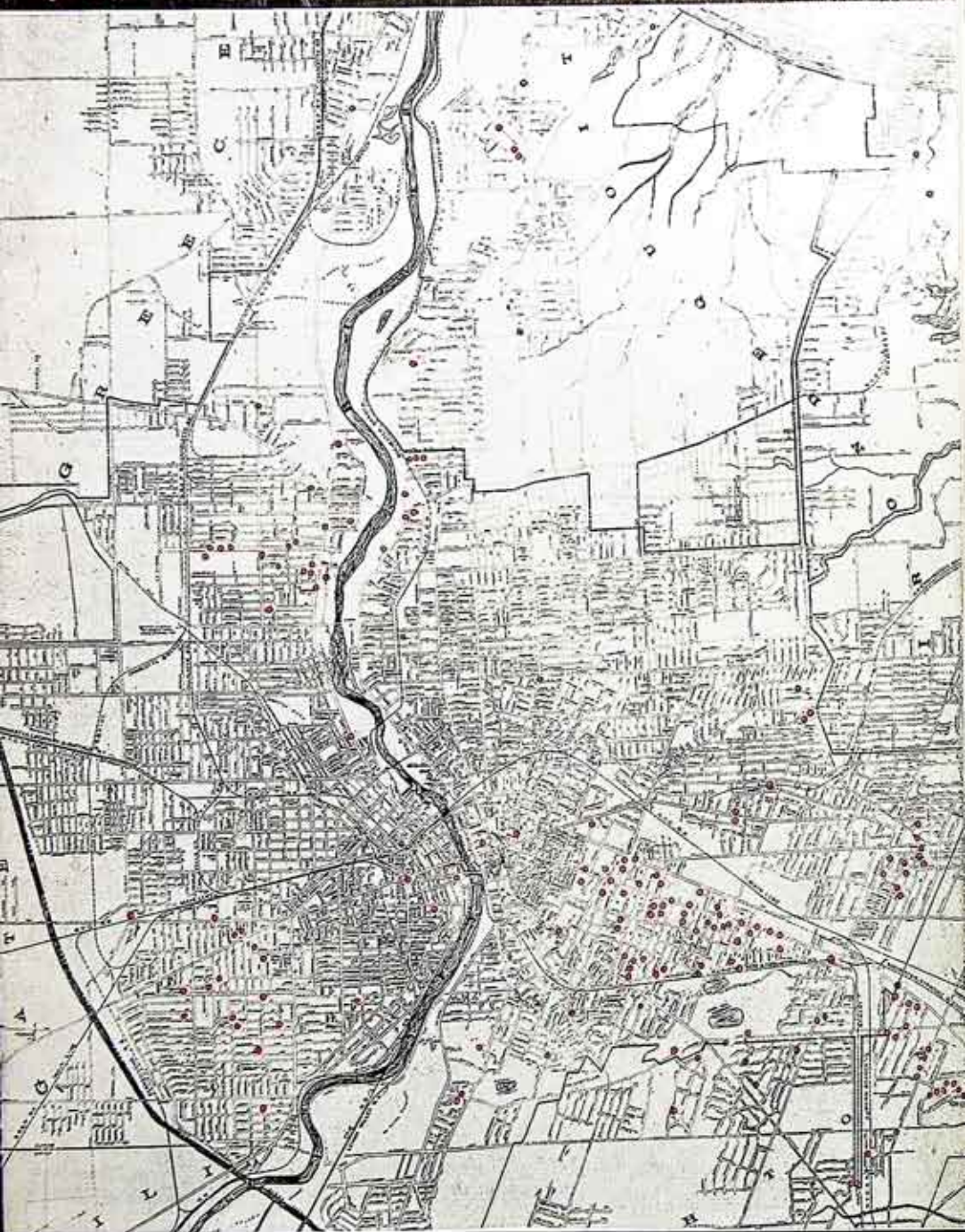


# GAS and ELECTRIC NEWS

September

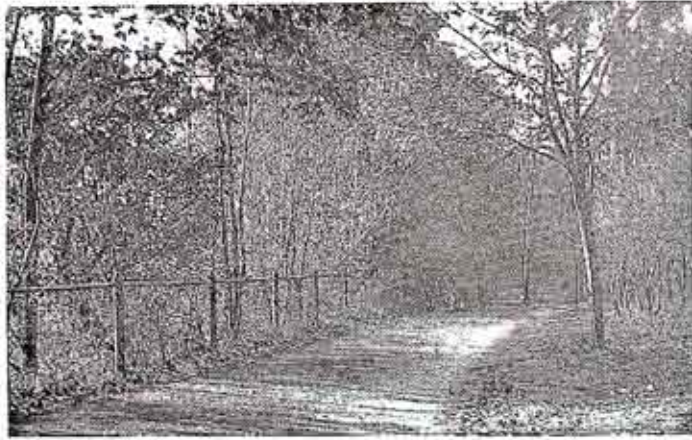
ROCHESTER GAS & ELECTRIC CORPORATION

1926



GAS FURNACE NUMBER

NO. 3



Yellow, mellow, ripened days,  
 Sheltered in a golden coating;  
 O'er the dreamy listless haze,  
 White and dainty cloudlets floating;  
 Winking at the blushing trees,  
 And the sombre, furrowed fallow;  
 Smiling at the airy ease  
 Of the southward flying swallow.  
 Sweet and smiling are thy ways,  
 Beauteous, golden Autumn days.

—Will Carleton

# GAS AND ELECTRIC NEWS

*Published by the Rochester Gas and Electric Corporation*

Vol. 15

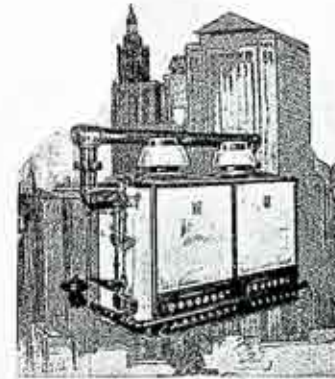
SEPTEMBER, 1927

No. 3

## Gas For House Heating Increases Responsibilities of Utilities

**I**t is estimated that the manufactured gas industry of America, during the next ten years, will add two billion dollars worth of equipment and extensions to its present capitalization of four billions. The above fact is not alone indicative

remarkable achievement, in view of the readjustment from a lighting to a heating service which has taken place since the advent of the electric light. Considering that one-fourth of the country's supply of manufactured gas is consumed in industrial plants, and that three-fourths of the supply finds its way into domestic avenues of consumption, it is obvious that the industry's growth has been notably aided by the successful efforts of gas companies in finding new and diversified uses for their product.



*One-fourth of the manufactured gas output is used in industrial plants, three-fourths in the homes of the country.*

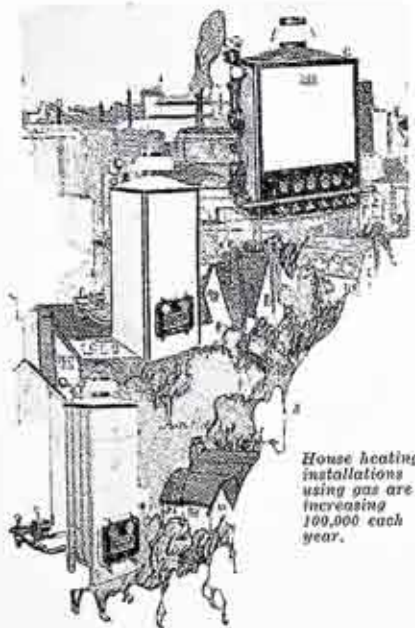
The house heating service alone offers a tremendous field for expansion in the gas industry because it is automatic, requires little or no attention, and at the same time eliminates the dirt and grime of solid fuels. Experts declare that, with a further education of the public to this superior method of heating, the entire house heating business is destined to be served by gas. According to the American Gas Association, house-heating installations using gas for

of an almost inconceivable number of dollars, but of a more important and directly pertinent fact: the greatly increasing use of gas for house heating and industrial purposes.

In a statement dealing with the strong position of the gas industry from the point of view of the investor in securities, Mr. John Moody, eminent financial authority, says that the uninterrupted growth of the gas industry for more than two decades is a

*Hook up your home to an inexhaustible supply of fuel. Heat with gas.*





House heating installations using gas are increasing 100,000 each year.

heating are increasing at the rate of about 100,000 per year throughout the country. This modern method of heating is also winning out on an economic basis, according to Alexander B. Macbeth, president of the Association. More and more persons of but moderate means are coming to realize that there are certain economies that can be obtained only with gas.



With gas as fuel, your basement becomes an attractive place capable of serving the entire family.

"A study of temperature charts shows that temperatures vary considerably in most sections of the country," says Mr. Macbeth. "In a certain city it may be 10 below zero on January 5, and 32 above the next day. The user of a gas-fired heating plant with thermostatic control rests assured that gas is being used only in proportion to fluctuations of the weather.

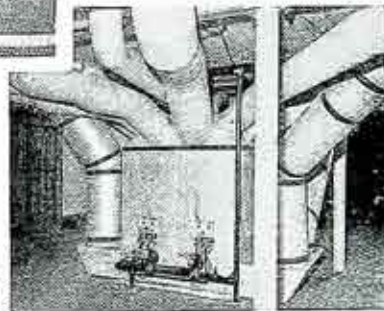
"On a cold day the furnace will consume more gas than on a warmer day, but only sufficient gas will be used to keep the house at 70 degrees, or any other temperature desired. The automatic control turns off the gas when this 70 degrees is reached, and no fuel is used until the house temperature begins to fall a trifle. Then the gas goes on automatically and brings the desired heat, only to cease functioning when it has accomplished its work. Crude fuels mean waste, regardless of care taken to economize."

And so, with the passing of the ordinary furnace and with the applauded entrance of the modern gas-heating installation, the cellar dies, unmourned. Cellars are speedily passing away here in Rochester, as the number of homes heated by gas increases at the rate of one hundred per cent. each year. Succeeding the drab, unattractive shrine of accumulated rubbish, the place formerly overlooked



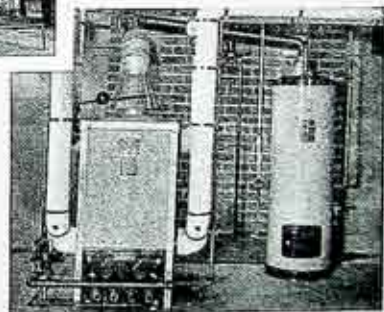
Residence of Mr. Rudolph Siebert

Installation of Gas Furnace in Mr. Siebert's home is shown on the right.



Model Home built by Democrat & Chronicle.

In this Model Home the Gas Boiler solves the heating problem.



by architects, is the basement and utility floor, where there are no longer fuel bins, ashes, and other enemies of cleanliness, but where there are now billiard tables, motion picture rooms, dens, workshops, gymnasiums or other



*In Chicago, where gas is used very largely for house heating, a change of one degree in temperature causes a variation of 1,000,000 cu. ft. in the daily output of gas.*

features without number which may be enjoyed by the entire family.

Under this new scheme of things, the basement assumes the character of the other rooms in the home. It is a place to live in, not one to visit occasionally for an unpleasant task, such as shoveling fuel into the rapacious mouth of a furnace, or removing numerous cans of dusty ashes.

The installation of a gas heating system in one's home marks the passing of the necessity for endless other 'chores' which formerly taxed the patience and energy of father, mother and the children alike. Now, gas does all this work, or rather eliminates it entirely. And the entire home is cleaner and more attractive and livable because of this change. The wear-and-tear on furniture, rugs, wall paper, woodwork and other things is cut to a pleasing minimum, all of which may be credited to gas heating.

And when one figures carefully the many savings made in time, energy, actual money, and credits a fair margin for enhanced satisfaction increased health and all-around dependability,

flexibility and economy in heating, gas as fuel proves itself to be without a peer. It is the modern methods of heating and stands on equal terms in public esteem with other services backed by public utilities today.

If you have not considered the merits of gas house heating and desire to know more about it, let us send to you additional information concerning them. Our Industrial Sales Department will gladly prepare estimates covering your specific requirements in this connection, without obligation on your part. All this is but a part of the Company's service to the general public. Address your inquiry to The Rochester Gas and Electric Corporation, 89 East Avenue, or telephone Main 3960, and ask to be connected with the Industrial Sales Department.

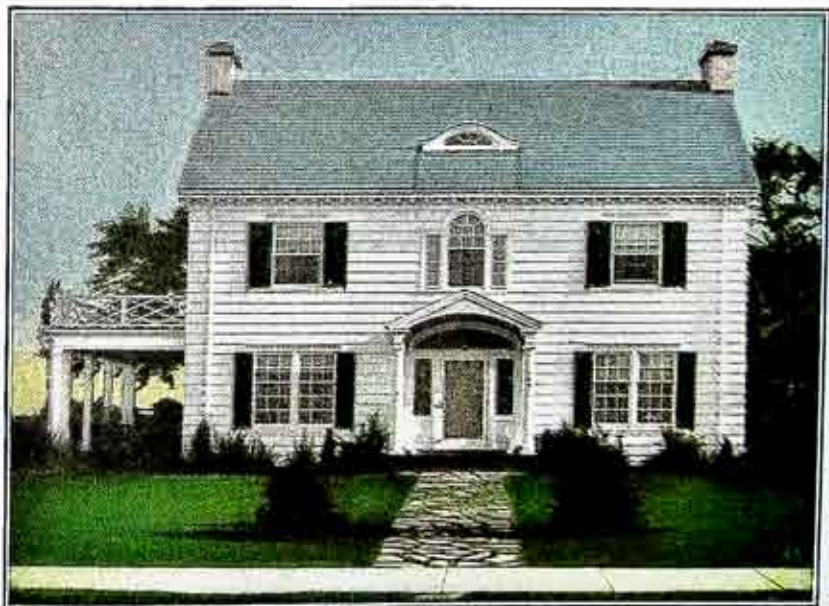
#### Mr. Roeser Elected to N.E.L.A. League Council

Mr. Edward A. Roeser, Sales Engineer of this Company, was elected a representative at large to the League Council of the National Electric Light Association. Mr. Roeser was one of the men elected by caucuses representing the thirteen geographic sections of the United States and Canada to serve in the League Council for the coming year.

The caucuses were held at the conference of the National Electric Light Association on Association Island, Henderson Harbor, New York. The conference this year was presided over by J. E. North, chairman of the League Council, and opened with a flag address by Walter Drey, general manager of Forbes Magazine. Morning and evening meetings for three days were devoted to the discussion of the practical problems of the league. Discussion of the experience of the many leagues now using the "red seal" plan disclosed the confidence of the leagues in the fundamental value of this method of stimulating a higher standard of adequacy in house wiring.



*Home of Mr. Clarence Wheeler, 57 Dorchester Road, which is heated by a gas-fired hot water system. This is one of the many Rochester gas-heated homes, featured at the Company's exhibit, in colored transparencies, at the recent Rochester Industrial Exposition.*



*Residence of Mr. Rudolph Seibert, 109 Sandringham Road. Another one of Rochester's more than 200 gas-heated homes featured in the Company's recent Exposition exhibit. This home is heated by a gas-fired warm air installation.*

## Gas Heating Featured at the Company's 1927 Exposition Exhibit

**F**OLLOWING its policy of acquainting the public with services that will enhance the enjoyment of home life, the Company this year featured at the Rochester Industrial Exposition an exhibit having a gas heating installation as its nucleus. The gas furnace shown was in actual operation, and engineers from the Industrial Sales Department were on duty throughout each day of the Exposition to answer questions and otherwise acquaint the public with the details of gas heating for the home.

The attractive basement in which the installation was set up, demonstrated the economies of space which this modern heating method makes possible. With dusty fuel bins and ash cans eliminated, this modern basement appeared charming and attractive. To some persons, it might have seemed that the results obtained were almost "too good to be true," but the basement of any home can be made to be just as clean and useful, with gas as fuel.

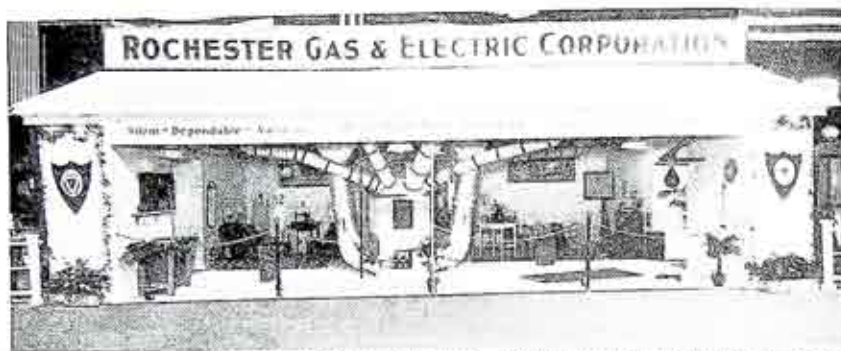
The typical gas heating installation, operating without noise, odor or dust, seemed not a bit out of place in a setting composed of a collection of cozy, incidental exhibits illustrating how modern basements may be made to produce real happiness for all members of the household. Flanking the gas furnace on either side were, respectively, a children's play room and a home gymnasium, a "comfy" rest or utility room and a boy's workshop. Each of these features helped to transform what used to be called the cellar or furnace room into what appeared to be more like a "den." In fact, this reconstructed cellar had all the appearances of other rooms in a home. It was dignified, but not "stiff." It seemed quite good enough in which to actually "live," and enjoy oneself.

On the four external walls of the exhibit proper, opportunity was taken to present various incidental exhibits related to the Company's gas heating efforts in this community.

Various types of heating systems, in all of which gas is commonly used as fuel, were on display, as well as gas



North side of the Company's Exposition exhibit which illustrated graphically and in detail some of the advantages accruing from heating homes by gas. Thirty-two colored transparencies of Rochester gas-heated homes were featured in this portion of the exhibit.

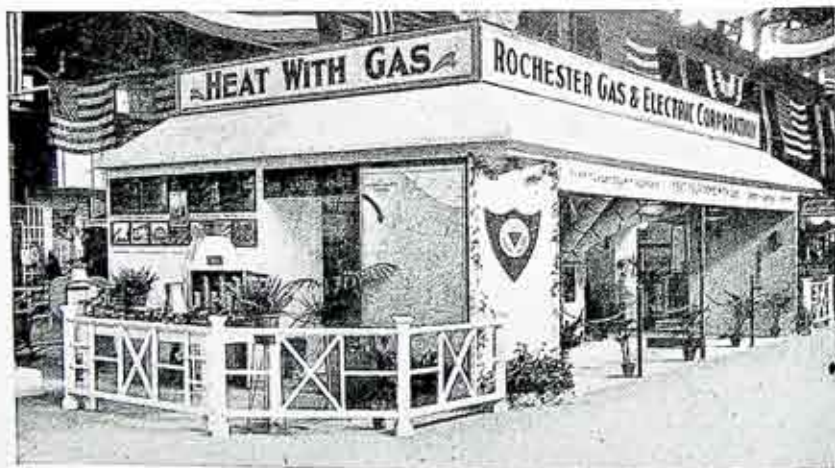


General view of south side of the exhibit, with workshop and play room on left and right side, respectively, of gas heating installation. This is typical of how any basement may be made to look, where gas is used for heating.

burners and other varied equipment utilized in the modern heating method. And there was an abundance of informative signs used in calling attention to the equipment shown. These signs were planned with care and helped to tell a more or less descriptive story as one observed the various parts of the exhibit, all of which were thus connected in continuity to the major theme presented, that of gas heating for homes.

Two large maps of Rochester, one on either end of the exhibit proper,

gave the actual location of the Company's present gas house heating customers, the homes being marked on the map by small circles of bright red transparent paper back of which powerful lights shone to add brightness. The colorful transparencies and the bright red markers helped to draw attention to other items shown which are of necessity more prosaic but none the less interesting to persons who really wish to know about gas heating.

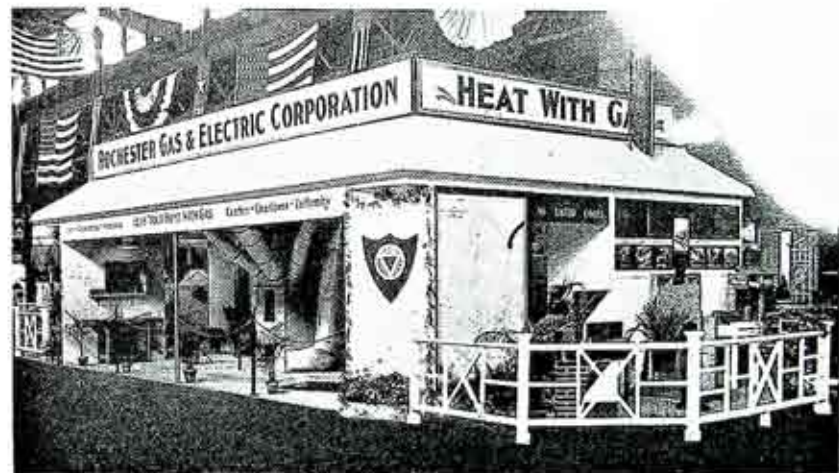


Glass transparencies on both ends and the north side of the exhibit, displayed in colors forty-four of the houses in Rochester which are heated by gas. Eight larger transparencies depicted actual installations made by this Company.

On one end of the exhibit proper, a display of various insulating mediums in use today accentuated the great utility of insulation in keeping homes warm in winter and cool in summer. Insulation is vitally relevant to the subject of house heating, it was borne out, because of the economies it effects in heating energy. It helps to bring gas heating within the reach of persons who, without these economies, might decide that this modern system is prohibitive for them. An attend-

herewith. The white, scintillating canopy which superimposed the exhibit was designed to represent a snow covered roof and by contrast add to the cheerful, warm atmosphere which the basement layout presented.

The recent exhibit, substantially, was planned to stimulate a more general interest in gas heating through demonstrating numerous ways in which human comfort and satisfaction and all-around home enjoyment are multiplied in gas heated homes.



The rosy possibilities of a basement containing a gas installation instead of a coal furnace and the incidental bins and dirt were shown accurately in the 1927 exhibit. The cleanliness and compactness of a gas furnace permits making the former cellar "liveable" in many diverse ways.

ant was also on hand during the exhibit to inform persons concerning the merits of insulation.

Adjacent to the insulation section, was a display of colored photographs showing numerous Rochester vegetable and flower gardens and lawns which have benefited through the use of the Company's byproduct, Rochester Sulphate of Ammonia. This display included also a sample of grass sod which demonstrated what a superior fertilizer this product really is.

The general appearance of the 1927 exhibit may be better appreciated by a study of the illustrations shown

The many virtues of gas heating were further accentuated in an illustrated booklet given out during the week to all interested persons.

A booklet will be sent to any person interested in gas heating, upon request, and the Industrial Sales Department will gladly submit estimates covering the operating cost of heating your home by gas fuel, without obligation on your part, upon inspecting your premises to determine the conditions surrounding them.

Miss Helen Smith, Supervisor of the Home Service Department, and her capable assistants had charge of the basement furnishings and the



At the east end of the exhibit, several of the many types of insulation materials were exhibited, and the way in which insulation is built into walls and ceilings of homes was made plain. Emphasis was placed upon insulation because of its valuable aid in conserving heat and lowering the cost of house heating by gas.



At both ends of the exhibit large maps of the city were erected which showed the exact location of homes in Rochester now profiting by gas heating. Over two hundred illuminated red dots represented each gas-heated house. A gas burner assembly is shown in the foreground.

collection and arrangement of the varied items used in making them such an attractive example of what modern basements may really become. Other departments which lent valuable assistance in the planning and construction of the exhibit are mentioned herewith: General Construction Department, construction and painting of the booth.

Installation of the gas furnace was done by Thomas W. Woodward & Company, Contractors, supervised by Mr. K. B. Smith, Industrial Sales Department.

The Crane Company loaned for the exhibit some of the gas boilers used and gave assistance in demonstrating them during the Exposition. The entire booth was constructed

and painted by the Company's General Construction Department, and its Gas Distribution Department aided in connection with the gas furnace installation.

Insulation products shown at the booth by representatives of the companies handling them locally were, Celotex, Flax-Linum, Insulite and Armstrong Corkboard.

The 1927 exhibit was designed by Mr. A. C. Rissberger, Assistant Director of Public Relations, and was assembled under his supervision. In this work Mr. Rissberger received the hearty cooperation of numerous departments and employees, not mentioned above, in incidental details connected with the working out of his plan.

## Mr. J. F. Clark Describes Survey Findings in Magazine Article

**K**EEPING Up With Jonesville" is the title of an article recently printed in the Saturday Evening Post and written by Mr. John F. Clark, secretary of the Rochester Industrial Development Corporation and a member of the Rochester Gas and Electric Corporation's Industrial Sales Department. Mr. Clark's article discusses the right and wrong methods which have been used in other cities to attract new industries and furnishes, therefore, a topic of timely interest to all Americans.

Mr. Clark, who is a native of Chicago and a graduate of the University of Michigan, where he specialized in electrical engineering, came to Rochester eleven years ago and, about two years ago, his services were lent by this company to the public in order that he might make a careful survey of industrial development work in

forty cities of the United States, twenty of which cities he visited in person. All this activity was brought forth by a number of Rochester business men who became interested in the state of the city's industrial health.

In discussing city advertising in his article in the Post, Mr. Clark says: "A curious and unexpected by-product of city advertising is the effect it has at home. Nothing rallies local pride and *esprit de corps* more. A man always will be proud of his own if given the opportunity, and there is a peculiar gratification in the thought that all the nation is reading of the importance and the vigor of the community of which you are a part. It is next best to seeing your own name in big print. I suspect that the internal good will it builds is more important even than the external."

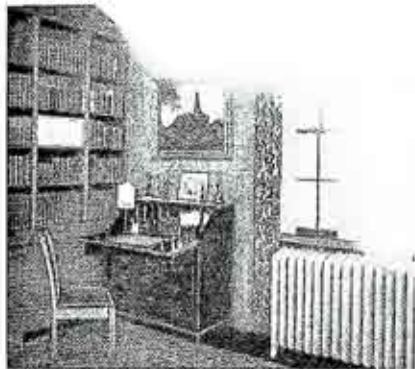
## The Company's Part in Advancing House Heating by Gas

ACCORDING to Harry C. Abell, president of the National Power and Light Company and former president of the American Gas Association, "five years ago the manufacturer of gas-fired house-heating appliances concentrated in the natural-gas territories; now he sells most of his output in the manufactured-gas sections. Heating of houses is becoming an increasingly important factor of every gas company's business."

In the outlook for house heating business, the gas industry has as its most powerful friend the public itself. The American love of comfort and convenience is proving the trump card of the gas industry. The recent almost perennial coal strikes have particularly brought before the public the question of burning fuels other than coal. And the great advantage that gas house heating has brought with it in the form of automatic control and the elimination of the human element is probably its shining virtue in the eyes of the public.

When gas was first used for house heating purposes in the natural gas fields where it was very cheap, it was burned in ordinary coal furnaces and boilers. This, obviously, was a de-

cidely wasteful method, but the rate was so low that it was still cheaper than burning coal. And this slight gas rate was the cause of failure. The

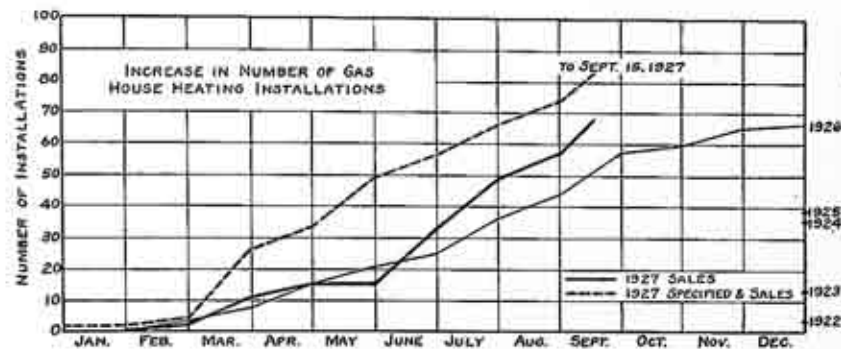


Gas is used in any type of heating system.

number of users increased so rapidly that the wells could not produce enough on cold days and gas heating of houses in the natural gas fields was largely abandoned because of the unsatisfactory character of the service. The development of more economical burners and more efficient appliances has led to a new future for heating with natural gas in some fields and has been a big factor in the development of the use of manufactured gas for heating.

There is no cause for fear of shortage in the use of gas for house heating, for, as the demand grows, the gas manufacturing plants are enlarged, or more efficient methods are employed so that the supply is always adequate and the quality of service always improving. A ton of coal could be delivered in your cellar twenty-three

years ago for \$5.00 per ton. This was equivalent to 25,000 to 30,000 cubic

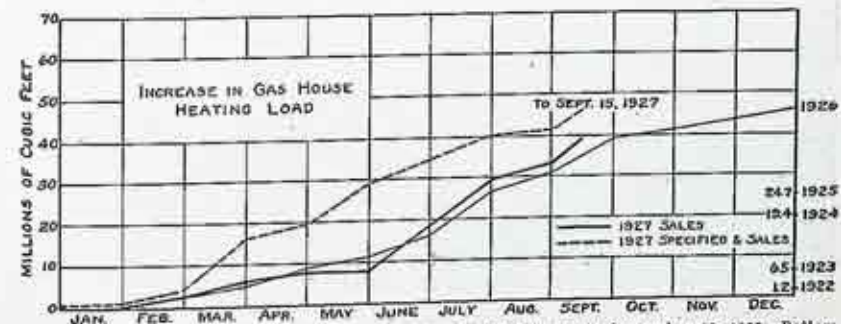


feet of manufactured gas, which at 95 cents per 1,000 would cost \$23.75 to \$28.50. Obviously, it was out of the question to use gas when coal was so cheap. Today that same ton of coal would cost around \$15.00 and for house-heating purposes the cost of gas used in heating homes has decreased. This change in comparative costs has made it practical to use manufactured gas to replace coal.

The first gas-house-heating installation made by the Rochester Gas and Electric Corporation was a hot water boiler sold to Mr. Herbert B. Cash of 591 Wellington Avenue. The installation consisted merely of the water temperature control such as is used on any coal-fired boiler. During the same winter an experimental warm air furnace was installed in the home of President Robert M. Searle by the Company's heating engineers.

Several experimental jobs were also installed on Company property during that year. These furnaces were all designed by engineers of this Company.

In the Winter of 1922-1923, Mr. John B. Allington, Heating Engineer, made a trip to the West, where he studied the heating business and the types of furnaces being used in Denver and Pacific Coast cities. Feeling that the corrosive action of the flue gases would seriously affect the hot air furnaces then on the market, the Company developed a new furnace, which was the second gas furnace installed in the home of Mr. Searle. Aside from the humidifier, which is a Rochester development, this furnace was practically the same as the Gasco Furnace of Portland, Oregon. Later, an improved flue construction was developed for this furnace and its manu-



Top cut: Increase in the Company's house heating installations up to September 15, 1927. Bottom cut: Increase in the Company's gas heating load for the same period.



facture was turned over to the Clark, Cadle, Harmon Corporation.

The present Rochester Gas Furnace is manufactured by the Progressive Foundry Works, Incorporated, of 192 Mill Street. Its manufacture was begun in September, 1926, and during the past year further development has increased its capacity. Its efficiency is now up to the highest practical limit, 80 per cent.

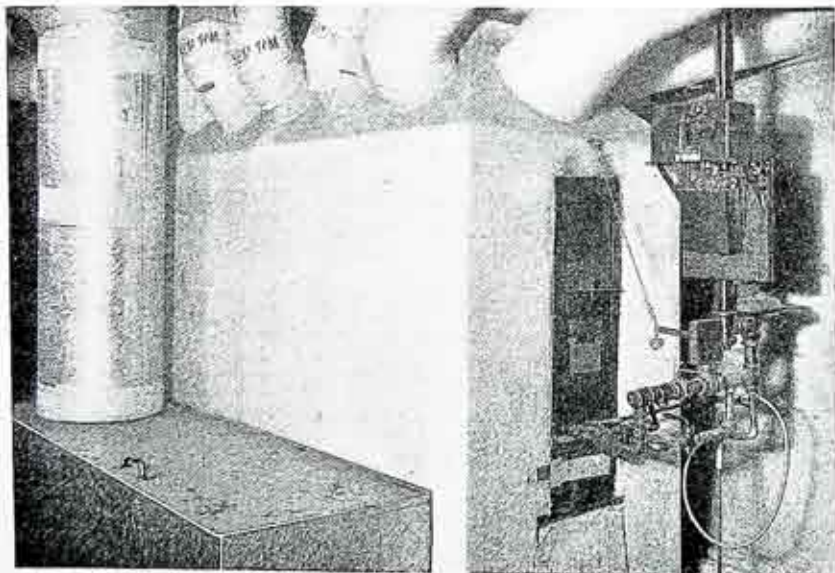
Boilers sold by this Company in making its installations are the products of the American Radiator Company and Bryant Heater and Manufacturing Company.

In the past, hot air systems have fallen from favor largely because of faulty installations and there are few coal-fired hot air systems now installed in which proper provision has been made for return circulation. Outside or cellar air is largely used and return circulation from the rooms is nearly always inadequate even when installed. In all of our gas fired hot

air installations returns from the rooms have been installed having a capacity equal to the total hot air output of the furnace.

There are two hundred and thirty gas-heating installations in Rochester. Ninety-three of these are of the warm air type, nine are steam boilers, and seventeen are vapor heating plants. The remaining installations are hot water systems. All jobs are fully automatic and are absolutely protected against accident by the extinguished pilot light feature.

Unquestionably, gas makes possible a perfect heating system for the home. It feeds the fuel automatically, keeps the house at any desired temperature automatically and is clean, convenient, reliable and sanitary to a degree never before known. It is the final realization of an automatic system that gives even, comfortable, never-failing heat without human thought, care or effort.

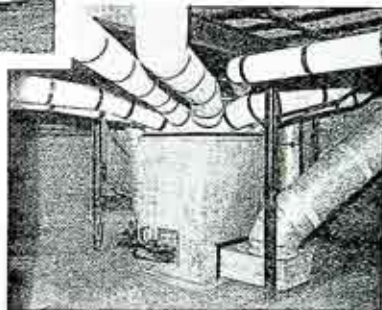


While the Company was busy perfecting a type of gas furnace that would have the highest possible efficiency, the experimental warm air furnace shown above was installed in the home of President Robert M. Searle. Several similar installations were made on Company property for research purposes. These furnaces were all designed by engineers of this Company.



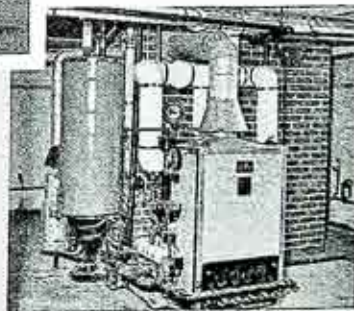
Residence of Mr. C. G. Lanni.

At the right, installation of Gas Furnace in the home of Mr. Lanni.



Residence of Mr. T. F. Brennan

Gas Boiler recently installed in the home shown above.



## "Now is the Winter of Our Discontent Made Glorious Summer"

*House heating is no longer a problem to annoy you. Rather, it has developed into a simple, automatic process in which the home owner is only an interested spectator.*

*Join the ranks of over two hundred home owners in Rochester and vicinity whose homes are heated by gas. Look forward to winter with keen delight. Be able to say with them, in the words of the immortal Shakespeare: "Now is the Winter of our Discontent Made Glorious Summer."*



As many of our mammals crawl into their dugouts to hibernate, so do human beings substantially crawl into the home nest for the winter. And the adequacy with which the home is heated has a great deal to do with our health and happiness for over two hundred days of the year.

The coming of winter, nowadays, has few of the worries and hardships with which our ancestors of the preceding generation were beset. The ingenuity of man, combined with the natural resources which he has learned to control, have fulfilled the words of Shakespeare, "Now is the Winter of our Discontent Made Glorious Summer."

Few of the poets of the past, however, with all their imaginative genius, succeeded in injecting much but coldness, cheerlessness, frigidity and an element of despair into the reign of winter.

How differently may we who live in the present generation look upon the approach of winter. Comfortably enshrined in homes that fairly radiate with warmth and cheerfulness, we may defy King Winter. In the parlance of the day, we emphatically tell him "Where to get off."

While Winter may rage and storm outside, in our homes the glorious atmosphere of Summer prevails. And one of the most invulnerable barriers to Winter's advances is Gas Heating.

It will maintain Summer temperatures and cheer in your home automatically, silently and efficiently. It will do this at a reasonable cost, without dust, odor, work or worry.

Hundreds of users of gas heating appreciate what it means to pass through a Summer unworried by the necessity for getting in the winter's supply of coal, or the possibility of being deprived of that supply through coal strikes or shortages.

Money that formerly would be required to purchase coal may be left in the bank, "working" for you. Fuel bills are paid monthly, after the gas has been consumed.

Persons who heat their homes the modern way also appreciate the assurance that results in knowing that their supply of gas, as fuel, is practically unlimited; that they are hooked up to the source of supply through distribution lines and service mains connected to the gas holders of their local gas and electric company. And these are but a few of the many assets accruing to those who heat with gas.

What a joy it is to know that no longer will any member of the household have to make countless trips to the basement to shovel coal into the ravenous mouth of the furnace, or regularly remove the accumulation of ashes. Instead, mother and the children, no longer janitors or chore boys, may increase or decrease the temperature of the home by merely setting a thermostatic control.

This automatic control may be set to give an unvarying temperature throughout the day and night for weeks running, or it may be adjusted, before retiring, to provide added warmth at a given time the following morning, when the family "gets up."

There are no chains to raise or lower, therefore there is no worry or misgiving when away from home, wondering if everybody forgot to pull the right chain or shut the furnace door; whether the house will burn down or the water pipes will freeze up.

Not only is there adequate heat, with gas as fuel, but the amount of moisture is also automatically regulated, and constant relative humidity is maintained. Being able to obtain a consistently even degree of heat of the proper humidity results in successfully combating the ravages of seasonal colds.

It makes every heat unit "come across" with astonishing efficiency. And what a transformation takes place in the basement, when gas is the heating medium. It is made a place of which to be proud. Its cleanliness and attraction, the absence of coal bin

and ash cans, raises it to the rank of other rooms in the home. And the banishment of dust and dirt from the basement has its effect upon the remainder of the home. It materially cuts down the wear and tear upon rugs, furniture, fixtures, painting and wall paper, resulting in an appreciable saving in effort, annoyance and money.

Hook up your home to the gas holders of your local power, lighting and heating utility. "Pass the buck" to experts who know the heating science from A to Z; revel in the healthful, adequate, inexhaustible and automatically controlled heating system and the free inspection service that comes with gas as fuel.

Let your home be immaculate from basement to garret; have absolute, not comparative cleanliness. Make a den, a study, playroom or gymnasium, or install a shower bath where the old coal bin has held forth. Paint the walls, lay down a rug, "doll it up" and use it.

Automatically heating your home by gas, and not by guess, will make it possible for you, to actually control the climate in your home. It brings to



Bryant Heater and Manufacturing Company use this picture to illustrate one of the many possible uses of a basement made clean and livable by gas heating.

you and every member of your household, throughout the heating season, the healthful, cheering balminess of Summer.

You, Mr. Home Owner, or any member of your household may be the *weather man*. Summer days may be made to linger at your will inside the home nest. The prognostication is ever "Fair and Warmer." And, impossible as it may seem to you, all the assets of gas heating may be yours for a cost that is astonishingly low when an analysis is made of savings effected in time, money and satisfaction, in added cleanliness, health and well being.

The use of insulating materials in

home building helps to bring gas heating within the financial range of persons who, otherwise, might assume it to be prohibitive. Insulation, by preventing the wasteful transference of heat or cold through the walls of a structure, assures a highly economical utilization of gas.

Home was ever a wonderful place, but gas heating will endow it with a charm never before realized. Permit company engineers to submit estimates and data covering your specific requirements in home heating.

Heat with gas and be able to say, in the words of the immortal Shakespeare, "Now is the Winter of our Discontent Made Glorious Summer."

## Railroad Man's "Waving" is Business—Not Pleasure

**A**N interesting sidelight on one phase of the railroad business is divulged in the following article reprinted from the *New York Central Lines Magazine*.

"How friendly all these railroad men are," said the young woman on the observation platform of the Empire State Express. "At least ten have waved at me in the last five minutes."

Although she did not know it, the young tourist was the target of one of the oldest railroad jokes. It long has been the pastime of trainmen to watch unsuspecting passengers wave back in response to what they think are friendly greetings.

If you are a signalman in a lonely tower and the Empire State Express comes along, you do two things. First you press a little button four times, which tells the man in the next tower the Empire is passing your station. Then you watch the train, particularly its running gear, for any defects. If the train is without trouble you

raise and lower your arm as the last car passes. A brakeman sits in the last car, looking for your signal.

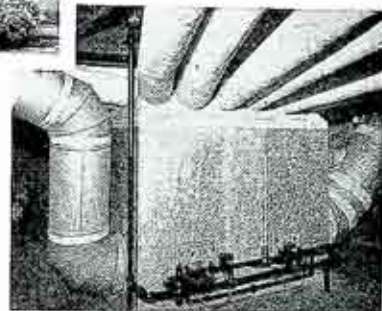
On a busy stretch of track as many as a dozen railroad men will wave at your train in a mile. Ride in the observation car of the Empire between Albany and Syracuse some day, over the busy Mohawk Division, and try to count all the waving arms you see. On such a line a dangerous condition in a moving train cannot remain undetected long.

At night the signalling is impressive. One of the most interesting "waving" sections is between Schenectady and Amsterdam, where every night, about dark, the westbound sections of the Century tear past the eastbound Empire. Brakemen standing on the observation cars of the New York Central's fastest trains, passing each other at a relative speed of perhaps 150 miles an hour, examine each other's trains and swing their lanterns as the limiteds draw rapidly apart.—*Albany Evening News*.



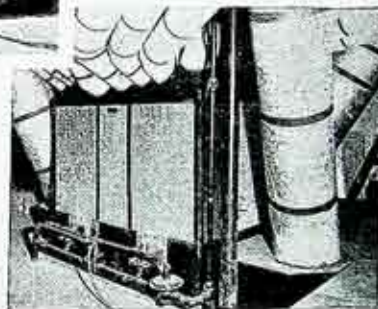
Residence of  
Mr. E. J. Botler.

At the right, shows Gas  
Furnace installation in Mr.  
Botler's home.



Residence of  
Mr. Q. W. Booth.

Installation of Gas Furnace  
in Mr. Booth's home.



## Rochester-Made Products Week

ROCHESTER-MADE products will occupy the center, sides and entire stage the week of October 17th. Through the combined efforts of the New Industries Bureau of the Rochester Chamber of Commerce and the Retail Merchants Council of the same organization, "Rochester Made Products Week" will be held Oct. 17 to 22.

George Dietrich, Joseph P. MacSweeney, James Ely, Herbert W. Bramley, and Gilbert J. C. McCurdy form a committee to represent the two Bureaus in making arrangements that will assure the success of this movement which, according to widespread opinion, is an important step toward the industrial development of Rochester through popularization of Rochester products.

It is not unusual to find manufacturers, retailers and consumers in other sections of the country who know Rochester products better than do the residents of Rochester, those interested in the movement contend.

The movement has been undertaken by the two Chamber Bureaus because of the very nature of the work of the Chamber. The purpose of the Chamber of Commerce dictates that it "foster the trade and commerce of the city of Rochester" and "promote a more enlarged and friendly intercourse between merchants." This was the purpose stressed at the first organization meeting held in 1887, and the civic enterprises in which the Chamber has been the leader since that time have been innumerable.

### Mr. DeWolf Vice-Chairman of N.E.L.A. Committee

ACCEPTANCE of an appointment as vice chairman of the Prime Movers Committee of the Engineering National Section, National Electric Light Association, has been made by

Roger D. DeWolf, Ass't Superintendent of the electric department. Mr. DeWolf was formerly secretary of the Prime Movers Committee, an office he had held continuously since 1916, with the exception of the two years he spent from 1917 to 1919 as an officer in command of an engineering division of the Naval Militia. As vice-chairman of the Prime Movers Committee, Mr. DeWolf is incidentally chairman of the Editing Committee. He has always contributed a great deal of effort to various engineering associations, local, state and national. He is a member of the American Institute of Electrical Engineering, American Society of Mechanical Engineers, American Society of Heating and Ventilating Engineers, and the Rochester Engineering Society.

### An Appreciation

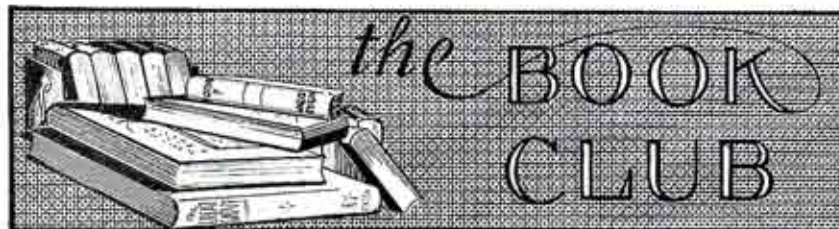
The following letter of thanks to officers and employees of this Company for the assistance extended Mechanics Institute in preparing its Exposition exhibit, was sent Mr. Herman Russell, Vice-President of the Gas and Electric Corporation, by J. A. Randall, president of Mechanics Institute:

Dear Mr. Russell:

To you and your associates I desire to express in behalf of the Institute hearty thanks for the cooperation you gave us in making a success of our Exposition program.

Everyone has agreed that it was our most successful year and we know that your loan of a Gas Range and Servel Refrigerator to the Home Economics Department, and your loan of a Flue Gas Testing Machine and three of your student employees to the Industrial Arts Department helped materially, and also helped maintain the spirit of our organization in a very substantial way.

Very truly yours,  
J. A. RANDALL, *President.*



MISS Gertrude Herdle, director of the Memorial Art Gallery, addressed thirty-three members of the Book Club on realistic and interpretive art, following the first fall meeting of the club on September 15th. Before the address by Miss Herdle, the members held a business meeting and luncheon in the Home Service Department, the luncheon being prepared and served under the direction of Miss Irene Muntz. At this meeting the members renewed their membership by each placing a book of recent publication in the hands of Miss Frances Cameron, Librarian.

Directly after the luncheon, the club members removed to the Memorial Art Gallery to hear Miss Herdle. Her talk interested the book club members greatly, and it was made vivid by the many pieces of statuary, pictures, and tapestries, to which Miss Herdle made direct reference as a means of illustrating her points.

"We," by Colonel Charles Lindbergh, is a book which will probably have a marked effect on aviation. Colonel Lindbergh tells of his boyhood, his transatlantic flight, and his views on the future of aviation. His book will influence aviation because he clearly shows the reason for so many accidents. He points out what some of us fail to realize, that many aeroplane accidents are minor but are featured by the newspapers. It is true that stunt flights often end disastrously, but it is also true that the percentage of deaths from ordinary very low.

Aviation or aeronautics is a field concerning which there is much speculation, but comparatively little knowledge. This book by the popular hero of America and the world casts much light on the subject.—*E. Jeanette Hull.*

### BOOK CLUB PROGRAM FOR NEXT TWO MONTHS

October—Luncheon Meeting. Speaker, Mrs. Frank Crouch, President of the Book Review Section, Women's City Club.

November—Luncheon Meeting. Speaker, Miss Lynda Gale Lyon, a poet living in Rochester.



Miss Gertrude Herdle, director of Memorial Art Gallery, who addressed members of the Book Club at their first fall meeting.

# GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION  
89 East Avenue, Rochester, N. Y.

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Public Relations Department

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VOL. 15 SEPTEMBER, 1927 No. 3

## Beginning Right



**A** YOUNG man recently told us how he was encouraged early in life to save portions of his earnings, regularly. Upon the death of his mother, he left school and got a job, with the intention of helping his father with the financial burden which the new scheme of things seemed to create. The father, however, refused to accept his offer of assistance, but told the boy he would be quite satisfied if he would deposit four dollars per week in an account at a loan association.

This practice of saving regularly resulted in forming other habits of thrift, and after this young man had worked into a fairly remunerative position and was contemplating matrimony, his savings amounted to over sixteen hundred dollars.

With this "nest egg," he invested in a home in a good section, just before real estate values increased, following the world war and, today,

he is "sitting pretty." He still continues to save, regularly; he says he just can't help it, for the habit was established long ago and it is no longer an effort for him to do so. But let us tell you more about him.

Having left school to go to work, the young man realized the value of further education. Therefore, he went to night school and completed his High School studies, and he has since taken other courses that have helped greatly in fitting him for a better position.

This fellow is not a miser, neither is he a "book worm." He is a "regular fellow" and is bound to progress. He now has a nice little family and takes good care of it. And he does it, apparently, so easily; he never seems to have any financial worries. We wondered how he did it, until he told of his early training in thrift. Surely, he is to be commended, but his father, who started him on the right track, deserves lots of credit, also. Perhaps this father's example comprises a good one for many of us, who have children, to follow.

Most parents desire their children to be saving, but perhaps few of them see it through as they should. There are many sporadic attempts to encourage children to save. The schools in cooperation with banks, are doing a commendable work for the young people of today. It is along the proper channel and is yielding excellent results.

Loan associations are also desirable mediums for encouraging thrift. They will accept trivial sums, weekly, and they pay good dividends. They exact a small penalty for failure to deposit with regularity, and that is not a bad idea. The one big thing they accomplish is to make a saving a serious, dignified performance. A boy or girl bringing in ten to fifty cents per week receives as much attention and gets just as much service as a man does who is paying off a loan

the association has given him on his home.

There are scores of excellent banks and loan associations in every city. They should be considered seriously by parents when programs of saving are being planned for their children. These organizations appreciate, perhaps more than the average father and mother does, the necessity for early in life engendering habits of thrift in the minds of children, for they have seen so many glowing examples of what it can do.

Some parents have started their children right by creating a job about the home, and paying children for doing this work, then making sure that the money is deposited regularly in a savings account. After this habit of saving has been formed it will generally express itself in a continuation of this constructive effort, without parental supervision.

We imagine that the father of the young man mentioned above gets big dividends in satisfaction out of what he did for his son as it is expressed in his happy, prosperous life today. And after all, what could be more delightful than to have ones son say, when he is about to take the young lady of his heart to the altar, "Well, Dad, I've got enough cash to make a good start in life; thanks to your training, I started right." What father would not get a man-sized thrill out of that?

## Clearing With "The Boss"



**E**VERYONE in the industrial world has some person or persons, or group of individuals to whom he has to report the progress of his work. This process of "clearing," however, is nothing more than a high type of co-operation between the various stratas of an organization, all members of which, theoretically at

least, are striving for some ultimate, worth while purpose.

It is difficult to find any organization or company whose purpose is not closely connected with the welfare of humanity. Most industries today are in business, not merely to make money, but rather to secure a reasonable financial return on services which make life more pleasant for persons who need their products.

Competition is so keen that large profits are almost a thing of the past. Many businesses are run substantially on a cost plus plan, with competent executives ever striving to keep down the costs. And skilled artisans, mechanics and employees quite generally are all helping to effect a greater industrial efficiency. Also, modern labor saving machines and devices are serving to multiply production, decrease overhead costs and thereby give the public high class products at a minimum cost.

But whatever sphere one occupies in this scheme of things he will discover that some supervision over his work is required. Even the product of an automatic machine, electrically operated, has to be carefully inspected. Whether it turns out gears, bolts, screws, or what not, a deviation of one thousandth of an inch is often sufficient to render the product unfit for satisfactory use. And the human factor in business or industry is just as apt to "slip." Human effort also requires inspection and will until man reaches perfection.

The process of "clearing" with ones superiors supplies this requisite inspection and obviates the necessity for carrying alone unnecessary loads of responsibility.

This clearing process is really an enjoyable one, when we come to appreciate its virtues. One outstanding thing it does is to eliminate the possibility of wasting much effort carrying out plans that are basically wrong and thus having to do the entire job over

again. A consultation with "the boss" before a task is started, or at other times when unforeseen obstacles arise, will result in much economy of time and effort.

Supervision is an expensive item in the business and industrial world today, and competent employees, alert to their responsibilities, help to cut down this item to a reasonable minimum. Few workers, however, will ever progress to a point where "clearing" with their superiors will be considered unnecessary.

Find a man who does not have to "clear" with someone, and we will show you a person who is not doing anything much worth while. The Presi-

dent of all large corporations has to report to his board of directors; the highest executive in this country, the President of the United States has to "clear" with public opinion, the composite desires of all of us. And from the day laborer to the highest paid executive, everyone has some delegated source for the proper checking up of his efforts.

Checking up on ourselves keeps us humble, makes us more efficient, gives us needed assurance, saves needless worry and results in making us more harmonious and effective units in the plan of our organization to serve the public efficiently and well.

## Mr. Wunder Discusses Corporations

UNDER the heading, "The Corporations," Mr. Clinton Wunder, pastor of the Baptist Temple, wrote the following paragraphs recently in his column, "Life as I See It," which is printed in the Democrat and Chronicle each Sunday.

"I can remember within fifteen years hearing the hoarse voice of the street corner orator hurling his epithets against "the corporations," "the privileged interests" and there was a time when he was largely correct. But the "trust" has come to be trusted. Something has happened. Mr. Average Citizen was depicted in cartoons as a man with a derby and a meek look, a diminutive figure ever suffering from the giants of oppression. He used to be outside the corporation. Today he is inside. Now he holds stock and receives dividend checks.

"He knows that he owns his telephone, that the click of his gas meter spells profits for him; that the tele-

graph wires earn dollars for him; that the pork he eats brings interest checks to thousands of stock holders; that even the much hammered railroads and also the great motion picture companies are in large part owned by stenographers, clerks, widows, grocers, school teachers and preachers.

"Of course we complain. It is a good thing to do so. Complaint brings progress, makes stagnation and graft difficult, keeps the public utility on its toes. But also we appreciate our telephone, our convenient gas, electricity and steam and the street car that takes us here and there.

"The complexities and demands of a modern world require large combinations in the service of fuel, messages, milk, ice, etc. Transportation, safe and speedy, is a necessity. The more the common people buy into these utilities the better service they will get. It is all to the good."



New Business			
Net Increase in Consumers in Year			
Ending July 31, 1927			
	July 31, 1927	1926	Incr.
Gas.....	100,059	96,097	3,962
Electric.....	94,262	85,924	8,338
Steam.....	272	199	73
	194,593	182,220	12,373

### Statement of Consumers by Departments as of July 30, 1927

July 30	Gas	Elec.	Steam	Total	Incr
1917....	77476	26813	49	104338	
1918....	79173	28616	55	107844	3506
1919....	78807	29775	75	108657	813
1920....	80840	32949	75	113864	5207
1921....	81037	37342	84	118463	4599
1922....	82834	44605	105	127544	9081
1923....	85478	54263	117	139858	12314
1924....	88824	65640	110	154574	14716
1925....	92279	76095	145	168519	13945
1926....	96097	85924	199	182220	13701
1927....	100059	94262	272	194593	12373
Incr. in					
10 years	22583	67449	223	90255	90255

### 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	1199	
Incr. in September..	1683	1603	
Incr. in October.....	1591	1444	
Incr. in November..	1464	1042	
Incr. in December..	1258	829	

	Mo. of July 1927	July 1926	Increase
Amount of Pay Roll.....	\$362,268.18	\$335,575.88	\$26,692.30
K.W.H. Generated Steam.....	11,827,939	10,011,700	1,816,239
K.W.H. Generated Hydro.....	9,492,730	9,091,330	401,400
K.W.H. Purchased.....	5,447,365	5,345,105	102,260
M. Cu. Ft. of Coal Gas Made.....	278,809	216,778	62,031
M. Cu. Ft. of Water Gas Made.....	36,918	98,952	*62,014
Tons Steam Coal used.....	16,138	13,525	2,613
Tons Gas Coal used.....	23,378	20,125	3,253
Gallons Gas Oil used.....	90,779	186,066	*95,287
Tons of Coke Made.....	15,894	13,678	2,216
Gallons Bengas Made.....	83,300	94,202	*10,902

\*Denotes Decrease

Miscellaneous Data			
	Jul. 31, '27	'26	Incr.
Miles of Gas Mains.....	663	628	35
Miles of Overhead Lines..	3857	3592	265
Mi. of Underg'nd Cable..	2245	2037	208
Miles of Subway Duct...	1638	1504	134
No. of Street Arc Lamps..	1135	971	164
No. of St. Mazda Lamps..	16831	14854	1977
Total No. of St. Lamps..	17966	15825	2141
Number of Employees....	2176	2161	15

E. B. A. for August, 1927	
Balance 1st of Month.....	\$13,272.82
Dues—Members.....	1,569.47
Dues—Company.....	1,569.47
Fees—Members.....	65.00
Fees—Company.....	65.00
Assmt. No. 97—Members.....	464.25
Assmt. No. 97—Company.....	464.25
Members' Add. Life Insurance....	382.65
Misc. Revenue.....	40.00
Total Receipts.....	\$ 4,620.09
Total Receipts plus Balance....	\$17,892.91

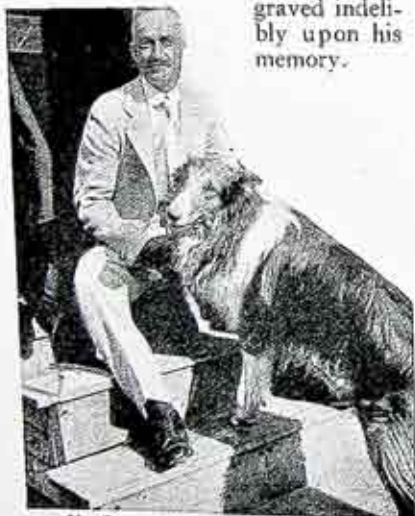
Disbursements	
Sick Benefits.....	\$ 1,135.96
Accident Off Duty Benefits.....	15.00
Accident On Duty Benefits.....	50.78
Death Benefit No. 97.....	400.00
Death Benefit No. 98.....	400.00
Group Life Insurance.....	5,269.04
Medical Examiner's Expense.....	4.50
Members' Add. Life Insurance....	793.51
Expense of Nurse for Month of July, 1927.....	125.83
Total Payments.....	\$ 8,194.62
Balance on Hand.....	\$ 9,698.29

Membership	
Date	No.
Members July 31, 1927.....	1909
Affiliated August 1927.....	47
Terminated August 1927.....	28
Loss or Gain.....	19
Membership August 31, 1927.....	1928

## Mr. Russell Enjoys a Fishing Vacation

ONE of the more pleasant duties connected with the editing of our magazine is the telling of the vacation activities of Company employees and it seems to be characteristic of all of us that we are glad to know how the "other fellow" amuses himself during these yearly play spells. And for this reason, among others, we feel sure that our readers will be interested in knowing that Mr. Herman Russell, our Senior Vice-President, had a very pleasurable vacation this year, at his former home, in Manistee, Michigan.

To those of us who know of Mr. Russell's prowess as a tennis player, a golfer or a fisherman, it will be no surprise to learn that he spent his vacation almost entirely in the open. And the place he chose for his vacation activities was the scene of his boyhood, amid the natural surroundings that have been engraved indelibly upon his memory.



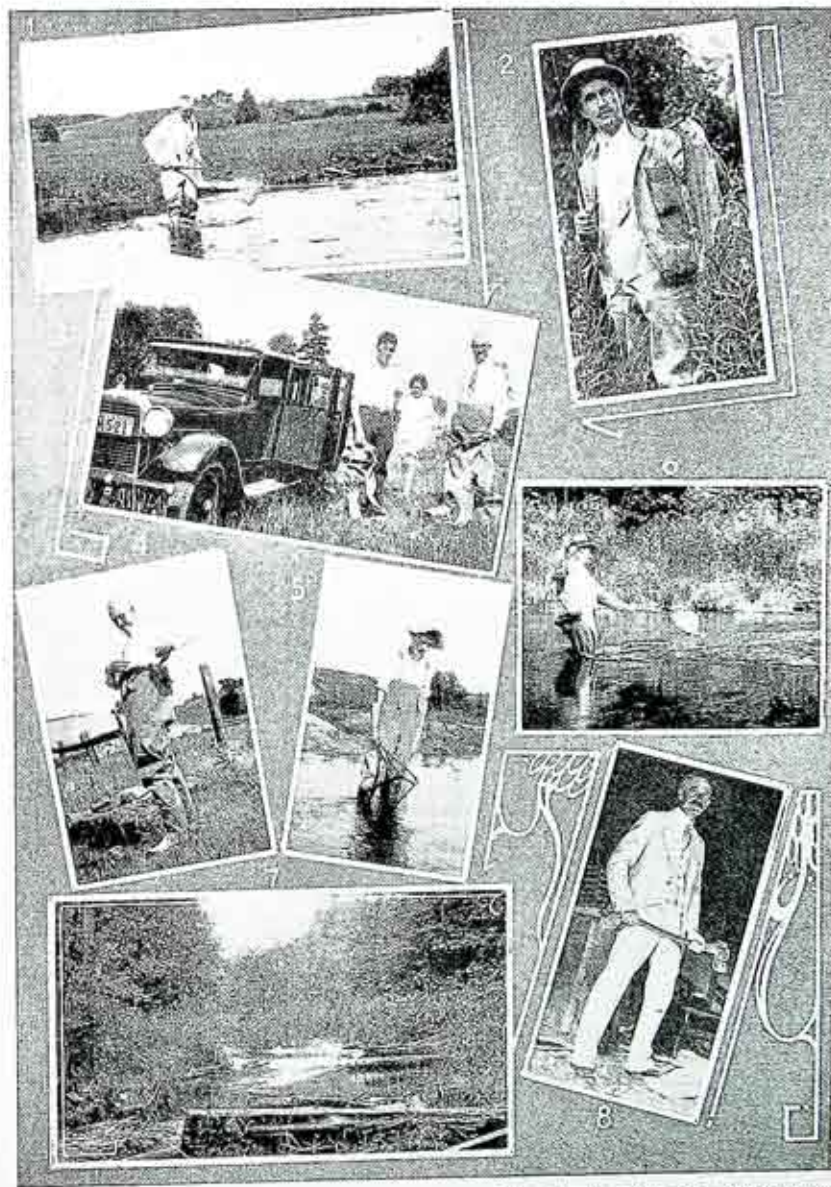
Mr. Russell and his old friend, Zuck.

Therefore, Mr. Russell's vacation was doubly enjoyable because of the many associations which the Manistee country holds for him, as well as for the opportunity it gave him to meet again many of the friends and relatives there whom, from necessity, he sees but infrequently.

While "The Boss" gets an occasional day's fishing hereabouts, and usually lands the largest fish caught by the party, such intermittent trips don't begin to satisfy his fishing desires. And so he has to inhibit them over the greater portion of the summer season until his Manistee trip again materializes. Then, he indulges in nothing less than an orgy of unadulterated fishing activity.

He and his party whip the trout streams for miles around Manistee, and if they want fish of other varieties, they know right where to look for them. And we take it for granted that there is not a fishing place in that section that failed to discover that Herman Russell was home for vacation. We can even imagine old Mrs. Fish warning her offspring to lay low, in deep water, or under the protective shade of overhanging banks, till "that Russell boy" decides that he's had enough and calls it a day.

In order to keep his casting arm in condition, Mr. Russell, as one of our photographs shows, frequently visited the old wood shed and engaged in the pastime of woodsplitting. In this connection we might state that Mr. Russell's early life in Michigan was intimately associated with the lumber industry. His love for the great outdoors springs from a youthful, personal contact with nature in her rough-and-ready moods. Mr. Russell puts the same dash and zip into tennis,



1, Getting Bait; 2, A Fair Sample; 3, Edwin, Ann and Mr. Russell getting into fishing togs; 4, Waders are indispensable; 5, Edwin helps to keep "Dad" supplied; 6, The Exciting Moment; 7, Scenic beauty adds zest to fishing; 8, "The Boss" keeps his fishing arm in practice.

golf or fishing that he does into his business activities, and his athletic proclivities are important adjuncts in his plan to keep himself physically fit for his important work as a major Company executive.

All persons who have seen Mr. Russell swing down the street, with his typical athletic stride, may well imagine what a "game fish" he is when it comes to striding up a turbulent trout stream, swathed in rubber boots. Such work requires strength and stamina, as well as no little skill as a balancing artist. And we understand that he can take the "tuck" out of most strong men in this connection. We imagine that Mr. Frederick Fisher, who accompanied Mr. Russell on his vacation trip, and took these "snapshots," could substantiate this fact.

Mrs. Russell and the children, Edwin and Ann, were in the party, and we imagine that they all had just as

much sport as "Dad" did. But the one person who perhaps got the biggest thrill from this wonderful vacation, we judge, was Grandma Russell, Mr. Russell's mother.

Grandma didn't go fishing, but we'll bet she enjoyed herself to the utmost—just visiting, or in the realization that everyone was having such a wonderful time.

### An Interesting Vacation

A VACATION whose atmosphere was not unlike the "movie" picture, "Down to the Sea in Ships," was enjoyed recently by the Company's Visiting Nurse, Miss Laura Bradfield, and her friend, Miss Elizabeth Copeland, Visiting Nurse at the Eastman Kodak Company. Miss Bradfield motored as far as North Truro, Mass., the trip taking the vacationing nurses through the beautiful Berkshires and much other entrancing country. They divided their time between North Truro, Cape Cod, near Provincetown, and some other New England towns.

At New Bedford, the Misses Bradfield and Copeland were taken back in memory to the days of "Moby Dick," when they boarded the old whaler "Charles W. Morgan," which is anchored there as a last remnant of romantic days that are gone forever. The bunks have been left just as they were, years ago, when the old whaler entered port for the last time, and the rest of the ship, Miss Bradfield said, seems to emanate an atmosphere of romance.

There were separate bunks for the six harpooners, who used to live a bit better than ordinary sailors because of the strenuous demands of their perilous task. And the Captain of this old ship had installed a compass on the ceiling above his bed, so that he might follow the course the ship was taking at any period of the night, with the aid of a whale oil lamp.



Posted; and such a nice place to fish.

Colonel Green, who owns the ship and has trained attendants to show it to visitors, has spent large amounts of money in preserving this old relic in its proper atmosphere, true to the old life that used to be. And it is surmised that the Government may take it over and make it a national exhibit.

Another diversion the vacationists enjoyed was that of observing a mackerel "catch," as passengers on a fishing "smack," which later transferred its hundreds of beautiful fish to a large boat whose destination was the Boston market. Other items that helped to qualify this wonderful vacation were fair weather, beautiful scenery, huge appetites with lots of good things to eat, salt water swimming and not the least suggestion of motor or tire trouble.

### Executives Visit Caneadea

Executives and members of the Board of Directors of the Rochester Gas and Electric Corporation gleaned first hand information on the progress of the \$2,000,000 Caneadea dam, now under construction, through an inspection trip they made to Caneadea recently.

The following made the trip: Mr. Robert M. Searle, President; Mr. Herman Russell, Vice President; Mr. W. M. Kernan, Vice President; Mr. Edward G. Miner, Vice President; Mr. C. L. Cadle, General Manager; Mr. Libanus M. Todd, Director; Mr. E. G. Miner, Jr.; Mr. Edward Todd; Mr. N. E. Gordon; Mr. E. C. Scobell, General Auditor; Mr. Frederick Patterson, Auditor; Mr. Edwin Crofts, Chief Engineer; Failey Gannett; Mr. Howard Riker, Secretary of the Mohawk Valley Power Company.

## The Trains and the Flood

"GOOD for Thought," a booklet published by the New York Central Lines, recently printed, among other interesting paragraphs, an editorial taken from the Nashville (Tenn.) "Banner." In our turn, we feel this tribute to the behavior of the trainmen, entitled "Heroes," well worth reprinting below:

### HEROES

"When the story of the fearful floods in the Mississippi Valley is written a number of the most inspiring and remarkable chapters will be those concerning the activities of the men who work for the railroads that traverse the inundated areas. With no apparent thought that they were doing

anything more than their plain duty, enginemen, conductors, brakemen, switchmen and all the rest performed miracles in the task of rescue and relief. There is no way of telling precisely how many lives the railroads have saved but certainly the number would run up into tens of thousands. Under ordinary conditions the operation of trains involves danger and calls for skill, courage and fidelity; but when the tracks are submerged for as much as a score of miles in a single stretch the task becomes one of almost inconceivable difficulty. The tribute to the trainmen may be summed up by saying that not a single passenger train met disaster in all the flooded area."



## Main Office 1927 Ball Champs

WITH a record of nine victories and two defeats, the Main Office baseball team was declared champion in the Company's interdepartmental league, on August 19, while the Electric Distribution nine was runner-up with seven victories and four defeats. The Meter Reader and Electric Meter teams were tied for third place with six victories and six defeats each, while the Transportation representatives held cellar honors.

The league was the most successful the Company has had from a standpoint of interest by the players and keenness of competition. Almost one hundred players took part in the games during the year, and the whole season was characterized by the struggle between four teams for first honors. The championship issue was not settled until the last week of playing when the Electric Meter team eliminated the Electric Distribution team

from championship hopes by serving them a defeat, just after the Meter Readers had risen to chivalric heights to trounce the Main Office, chief contenders at that time, and opened the way for the latter's downfall. This unexpected defeat of the runner-up team removed the necessity for playing the last scheduled game between the Office and Electric Distribution teams which would have been the crucial game of the year.

Aside from the consistent playing of the Office and Electric Distribution teams, the feature of the season was the meteoric rise of the Meter Readers who finished the season with a string of five straight victories, notching a win over each team in the league in so doing and jumping from fifth place to third. At the end of the season this team was playing far better baseball than any other team in the league, but unfortunately for their

"pennant" hopes they had started too late.

Fifteen players of the winning team were awarded miniature gold plated baseballs, which may be seen hanging from their watch chains. Umpire James Skinner was also awarded one for his excellent work during the season.

As is the case with every championship team, the winners were blessed with a large and excellent pitching staff, and this probably is the secret of its success. No matter how good the fielders are, if the pitcher allows the batter to hit the ball where they "aren't," their ability is of little avail. And "Art" Underwood, Ray Myers, and Elmer Knope usually kept the ball placed within reach of the fielders. With these three twirlers, who together furnish a great variety of delivery, the Main Office team was well fortified against batting attacks. They were not the best pitchers in the league, but their ability coupled with their number offset the onslaughts of any other staff. "Gus" Knowles of

the Meter Readers was most effective but did not have the relief support that the Main Office pitchers had.

Much credit must be given to the stellar infield which performed for the Electric Meter team, and which was broken up by the injury to Ed Miller, who incidentally was captain. Elmer Smith at first base, Clark at second, Miller at short and Neuffer at third formed a fast snappy combination that kept the team in the heat of the fight until the last. Doubtless much more would have been accomplished had not Miller received an injury which removed him from the game when the season was two-thirds over.

### Following is the Standing of the Teams

	Won	Lost	Percent
Main Office . . . . .	9	2	.818
Electric Distribution	7	4	.636
Meter Readers . . . . .	6	6	.500
Electric Meter . . . . .	6	6	.500
Transportation . . . . .	1	11	.083



The Main Office baseball team, winner of first place in the Company League; left to right, standing: James McConnell, Edmund Kwapick, Fred Glenn, Leslie Redshaw, Ray Meyers, Norman Luther, Francis Green, Arthur Underwood; kneeling: Elmer Knope, Thomas Goodman, Lawrence Gill, Ted Adams, and Joseph Tropolino. Rufus Hedges is missing.



Electric Distribution ball team, second in league standings; left to right, standing: Alfred Doud, Howe Kiefer, Herman Fichtner, James Cooper, William Neary; kneeling: Irving Kimmel, Leon Atkinson, Bernard Cahill and Carl Johnson.

## PERSONALS



Mr. Augustus Haap, Superintendent of Station 35, minded not the fall of rain every day of his two weeks' vacation, and covered 1,100 miles during his tour through the Adirondack Mountains. Traveling with his family, Mr. Haap came upon many attractive vistas, particularly at Starr Lake where he stayed longest.

Mr. Michael J. Meylor, of Station 35, spent one week of his vacation motoring to Watertown where he visited his father.

Mr. Andrew Ehrstein, of Station 35, with Mrs. Ehrstein and his son's wife, passed two weeks in motoring into Canada and into the west of this country. One of the stops made was at Detroit, the Automobile City, where, availing himself of an ideal environment, he drove his car into a repair shop and had the valves ground.

Mr. Fred B. Odell, of Station 35, spent his two weeks' vacation in Rochester, and utilized a good part of the time by pitching quoits, his favorite pastime and one at which he is really expert.

Mr. George Thrall, of Station 35, visited his relatives in Detroit, Michigan, during his vacation.



Mr. John Bourne, of West Station, and his family halted while motoring through the Blue Mountains, Oregon, to pose for this picture.

Considered one of the most prolific motorists at Station 35 because he has added 13,000 miles to his speedometer since February, Mr. Arthur Miller, a member of the night shift, motored to Kentucky on his vacation. Mrs. Miller shared his enjoyment of the Blue Grass Country.

Mr. Hugh Flynn, of Station 35, covered a distance of 1,300 miles on his vacation tour, visiting the White Mountains and Vermont, and returning by way of the Adirondacks.

Mr. Charles Sprague motored to Boston and passed over 1,500 miles of roads during his two weeks' vacation. He returned to Rochester by way of the Adirondacks.

Miss May Crowley, of the Auditing Department, recently visited her old home town which is close to Boston. Many old friends and acquaintances of school days greeted her.

Mr. Donald Cameron, of the Industrial Sales Department, passed his vacation motoring with his family to Erie, Pittsburgh and nearby places.

Miss Dorothy Miller, of the Stores Record Department, spent her vacation visiting a friend at Fourth Lake, Adirondack Mountains.

The Edo Club, of the Andrews Street Offices, recently enjoyed a dinner at Odenbachs, followed by a theatre party at the Lyceum Theatre, where its members saw Fred Stone and his daughter in *Criss-Cross*. Those present upon this occasion were: the Misses Katherine Chidsey, Lois Consaul, Grace Johnstone, Esther Moore, Irene Mura, Thelma Rice, Clarice Stothard and Mildred VanZandt.

From the Industrial Sales Department, Miss Anna Leila went vacation bound to New York. There she visited friends and inspected all the

famed points of interest with which New York abounds.

Miss Charlotte Rehe, supply typist at Andrews Street, has returned to the Ithaca School of Physical Education, where she took up her second year's instruction in physical culture work. She plans to teach this subject upon her graduation from school, but looks forward to returning to the Company next season, during her vacation period.

Mrs. Darling, of Andrews Street, spent one week of her vacation at Sunbury, Penna., the other week being divided between her cottage at Lake Bluff, on Lake Ontario, near Sodus, and visits to friends at Utica and other places. While at Lake Bluff she gave a house party to some of her Rochester friends.

Mr. and Mrs. Walter Consler recently entertained the personnel of Mr. Consler's department at a "hot dog" roast and bridge party, at the Consler home, on the East Side. About thirty-five persons were present to enjoy the occasion. Among the special guests were Mr. and Mrs. Charles Durfee and Miss Dorothy Durfee, and Mr. and Mrs. Arthur Gosselin. The Misses Stothard and Chidsey won first and second prizes, respectively, at bridge.

Mrs. Rose Fichtner, formerly Miss Rose Jensen, entertained the young women of the Electric Distribution Department, at her home on Wilmot Street, on the evening of Wednesday, September seventh. An enjoyable program of games, and a tasty luncheon were enjoyed by all.

Miss Abbie Crimmins, of the Record Drafting Department, spent an interesting vacation this

year on a farm near Canandaigua. While with friends there, she was royally entertained and enjoyed numerous motoring trips throughout the beautiful Naples valley.

Mr. Ralph Flood was a member of a party of fourteen young men which recently enjoyed an extended fishing trip at Loughboro Lake and Salmon Lake. The fishing was good, Ralph says, and helped materially in cutting down the cost of living for one delightful week.

Mr. Lewis Kelly recently spent two weeks at home. He made numerous pilgrimages to various county fairs in this section, among them being those held at Brockport, Batavia and Hornell. Mr. Kelly gets a great "kick" out of horse racing and "followed the ponies" a bit while away. Although his family was out of town for most of the two weeks, the neighbors made sure that he had good "eats," apparently not appreciating the fact that he knows how to get up a nifty "square" meal upon occasion.

Mr. Walter E. Payne recently enjoyed two weeks aboard the S. S. Humphreys, as a radio operator, first class, in the Naval Reserves. A pleasant vacation was thus combined with sea duty aboard one of Uncle Sam's wonderful seagoing craft.

Mr. Dorsey Granning dealt with big and obstinate fish on his vacation at



A Fall view. Looking southwest from the roof of the Gas and Electric Building.



Miss Laura Bradfield, Company Nurse, snapped the bounding surf in action off the Atlantic Coast, during her recent vacation.

Beverly Lake and Delta, Canada. Mr. Granning, with his two brothers, Kenneth and Elmer, caught some large fish and lost some valuable tackle, thirty-five big-mouthed bass and sixty-two northern pike being among their catches. Many of the bass weighed over five pounds and several of the pike sent the scales to six and a half pounds. The Grannings used lines that tested to twenty-eight pounds, and were favored with good weather throughout their stay. They lost eight plugs to huge fish that took them and disappeared, on one morning alone.

Mr. Richard Brown, of the Steam Distribution Department at Front Street, accompanied by Mrs. Brown, recently enjoyed a motor-ing vacation to points of interest throughout New York State.

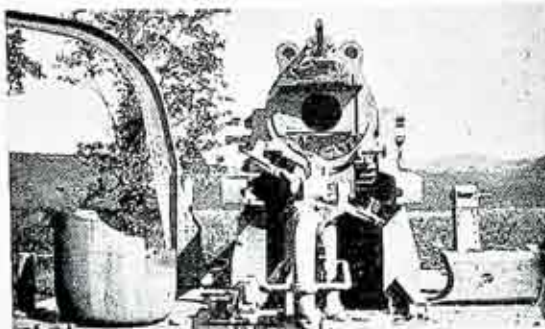
Mr. Leo "Dutch" Kline, with Mrs. Kline, passed two weeks visiting Toronto and Rideau, east of Kingston. Mr. Kline had the good fortune to encounter gullible fish during his vacation and returned with many excellent and indubitable samples.

Mr. J. B. Vogelsang, of Station 3, accompanied by Mrs. Vogelsang and his parents, made a two weeks stay at a cottage on Canandaigua Lake.

Mr. Charles Candee, Foreman at West Station, recently returned from a fishing trip spent in various sections of the Muskoka Lake and Lake of Bays region, Canada. He visited Haliburton, Meaford, Peterboro, Collingwood and other places and caught quantities of

lake trout, having especially good luck at Haliburton. Much gas was burned, the party one evening driving 175 miles after 6 P. M. to get to a favored fishing location.

Mr. Norman Prince, Superintendent of the Company's Research Laboratory, along with twenty other Rochester chemists, attended the recent Fall meeting of the American Chemical Society at Detroit. Papers prepared by members were read before the various divisions and sections of the society during the first half of the week that the meeting occupied. The final days of the meeting were given over to excursions through the various industrial plants in the vicinity.



During the World War the Germans lost this mighty engine of destruction in an American charge. It now resides at West Point where Mr. Lorne Fulton snapped it.

Mr. Emerson D. Broadwell, formerly of the Testing Department of General Electric, recently entered the employ of the Company as an electrical draftsman.

After working during the summer months in Central Station Steam Department, designing steam lines, Mr. Elston G. Yaeger has returned to his duties in East High School where he is instructor in mechanical drafting.

Mr. William May recently enjoyed a two weeks' vacation, one week of which he passed in Rochester, and the remaining week at Grand View Beach with Mrs. May.

Mr. Eugene Brennan, of the Line Department, was a member of the crew of the "Safara," Rochester Yacht Club Class R Boat, when she sailed across Lake Ontario to Kingston to enter the International Regatta. "Safara" came in third in the Lipton Cup Race. Mr. Brennan, with Mrs.

Brennan, who sailed to Kingston by lake steamer, enjoyed the stay in Canada.

Mr. James H. Miller, of the Assistant Operator's Office, recently vacationed at Chippewa Bay on the St. Lawrence River.

Mr. Frank McDonough and Mr. Joseph Attridge combined on a motor duet, the high notes of which were visits to Ontario and Quebec.

Mr. Charles Kling, of the Transportation Department, with Mrs. Kling, recently took a week's motor trip through Pennsylvania, visiting on the way, Scranton, Wilkes-Barre and Reading. They side-tracked into Delaware where they visited friends in Wilmington.

Miss Irene Mura, of the Electric Distribution and Operation Department, recently joined friends on a week's motor trip to two famous places, Gettysburg and Valley Forge.



Miss Edna Louise Specht, daughter of Mr. Frederick W. Specht, Engineering Department of Station 3, invited friends to watch her light five candles on her birthday cake September 2nd. Standing, left to right LaVerne Sherman, Georgia Mattison, Joe Howell, June Cricge, Austin Evans, Arline Fletcher, Donald Emens, Hilda Parks; seated, Kay Dagan, Susanne Shepard, Edna Louise Specht, Marjory Shepard, Mary Comes.



Two boats of the Rochester Yacht Club "R" Fleet returning to moorings in the Yacht Club Basin after a trophy race off Summerville pier.

The Edo Club recently tendered a farewell party to Miss Eleanor Collins who left the Company's employ to take a library course at Hiram College. The party included bridge and the presentation of a desk lamp to Miss Collins. At bridge, Miss Grace Johnstone won first prize and Miss Lois Consaul was awarded the booby prize.

Mrs. Ruth Vogt has left the Gas Manufacturing Department, and is now concerning herself with domestic duties at her new home on Bakerdale Road.

Miss Frances Van Loan, of the Telephone Department, passed her vacation at Ontario, New York, at her home.

Mr. Carl Klinzing, of the Drafting Department, recently motored to Wisconsin for a two weeks' vacation with friends. His companion on the trip was Mr. Carl Rich.

Industrial Sales Department members held a clam-bake at the Caple

Cottage on Canadaigua Lake, September 17th. An efficient and far-seeing committee took every precaution that the members of the Department should have no trouble finding the Caple Cottage. Detailed instructions were given on the announcements of the bake sent out, and a map was drawn and copies made of it, showing the exact route to be followed by those attending the bake. A baseball game was the feature of the afternoon entertainment, Art Reeves and John Clark captaining the opposing teams.

Mr. Jack Shield, of the Assistant Operators' Department, and Mr. Charles Feeley, of the same department, were recent visitors to New York.

Mr. Al. Koehler recently toured through the mountain region in the eastern part of New York State.

Mr. John McLeod passed two pleasant weeks touring through Canada.

Mr. Lester Tuttle recently made a week's visit to Warsaw to see his father and mother.

Mr. and Mrs. Herman Fichtner had the grand sport of fishing in mind when they went recently to Skillton Lodge in the Adirondack Mountains where they passed ten days at piscatorial pursuits.



Members of the Industrial Sales Department followed maps like the above and easily reached the Caple Cottage where their clam bake was held. Being engineers, they had blueprints to work from.

Mr. George Fiedler, of the Electric Distribution Department, motored to Philadelphia and New York, spending a week there with his mother. In commenting on his vacation he places the greatest emphasis on the scenery he viewed.

Mr. Kenneth Shields passed a two weeks' vacation at his home, indulging in numberless games of tennis and short motor trips.

The engagement of Miss Gertrude Shippy, of the Coke Sales Department, and Mr. Roy C. Wilder was announced at a bridge party given by Mrs. Clarence Mott of Eastland Avenue recently. Miss Shippy's home is on Eastland Avenue, and Mr. Wilder's home is on Princeton Street.

Members of the Purchasing and Stores Record Departments held their first annual clam-bake at Meadows Croft, Mr. E. R. Crofts' home in Long Meadow. Various games were played during the afternoon, a prize being awarded each winner. These prizes were presented while the bake was being served by Messrs. Tuty and Stein, of the Line and Transportation Departments respectively. The even-

ing was passed in dancing and playing games. Among the seventy persons present were Mr. and Mrs. Herman Russell. Mr. Val Weining was general chairman of the committee in charge of the affair, Mrs. Edgar R. Crofts was hostess, and Mrs. Ormond Titus, Miss Helen Buell, and Miss Alethe Brown, headed the reception, sports and dancing committees, respectively.

Miss Lucille Bryan, of the Electric Distribution Department, spent two weeks at that favorite vacation spot of many Rochesterians, Thousand Island Park.

Mr. Russell Howe, of the Industrial Sales Department, pulled his fishing line out of the waters of Grass River 169 times during his vacation fishing trip, with squirming fish on the hook each time. He caught 167 bullheads and two pickerel. There must have been several hundred other times, if the law of averages works around Pottsdam, when Mr. Howe's line came out of the water with nothing more ornamental than a hook on its end. Albeit, he did well.



Members and friends of the Purchasing and Stores Record Departments grouped before Mr. E. R. Crofts' home in Long Meadow, where they assembled recently for a clam bake and outing. Mr. Val Weining was chairman of the affair, and Misses Titus, Buell and Brown headed three of the committees.

Eighty-six persons journeyed to Caneadea recently on a trip of inspection conducted by the Engineering Department. The group motored out to the location and spent the day studying the progress made at the dam and viewing the new highways which have been relocated in the vicinity of Caneadea. A picnic lunch was served to the visitors at noon at the Commissary.

Miss Florence LeRoy, of the Engineering Department, recently spent two weeks at Sodus where she indulged in summer sports.

Mr. and Mrs. T. W. Atterbury, of the Engineering Department, went for vacation diversion to a popular resort, Glen Island, Bay of Quinte. Making the trip by lake steamer, Mr.



The little daughter of Mr. Bertram L. Lewis who won a beauty contest recently and has a silver cup to show for it.

and Mrs. Atterbury enjoyed two weeks spending a good many hours in sailing on a 65-foot yawl of eighteen tons. They report excellent fishing in the bay, and a keen interest on the part of the vacationists in bowling on the green of Glenn Island.

Professor W. H. Hook, a member of the Mechanical Engineering Department of Cornell University, has returned to the University after spending the summer doing special steam distribution work and economic research for this Company.

Miss Virginia Mindnich, of the Electric Distribution Department, recently enjoyed a week-end trip with friends which included stops in Buffalo and Niagara Falls.

Miss Eileen Heuer, of the Electric Distribution Department, made a short stay with friends over Labor Day at the Thousand Islands, where her principal diversion was boating. Miss Heuer also entertained friends recently at a birthday anniversary party at 2017 East Main. Refreshments followed a long session of bridge at which Miss Lois Consaul was most successful. Miss Betty Tibbles won second prize and Miss Charlotte Rabe received the booby prize.

Mr. and Mrs. Alvin R. Mason celebrated their tenth wedding anniversary by touring by auto to Skaneateles, Syracuse, Buffalo and Toronto. Mr. Richard Kaseman passed a two weeks' vacation in motoring to various surrounding places of interest with friends.

Mr. Carl Miller, Gas Manufacturing Department, is champion at the game of horseshoes at West Station. He recently enjoyed two weeks' vacation during which he made trips to Buffalo and Niagara Falls.

Members of the Order Department were present at a sausage roast and dance given by Miss Louise Hamm at her home in Hamlin. Among those present were, Mr. and Mrs. Edward Schleuter, Mr. and Mrs. John Miller,

Mr. Frank Lux, Mrs. Bessie Wittman, Mr. and Mrs. Roy Makey, Miss Nellie Huddy, Mr. and Mrs. George Bilger. All of the above are Rochesterians, so Buffalo was represented by Mr. and Mrs. Bert Hilts and Mr. Charles Peterson.

Mr. and Mrs. Kenneth Loysen visited the recent Toronto Fair and finished a two weeks' vacation with touring by auto, stopping at Milbrook, Ontario, to visit friends. Mr. Loysen is a member of the Electric Distribution Department.

Mr. Philip Stephens, of the Engineering Department, returned recently to Verona, New York, the scene of his boyhood, to spend two weeks with his father and mother. He browsed about the farm, fished without any other result than a good deal of experience, and attended the Sesquicentennial Celebration of the Battle of Oriskany, and the Battle of Fort Stanwick. Both of these celebrations were elaborate and very effective, 100,000 persons being present at the detailed reconstruction of the Battle of Fort Stanwick.

Mr. Angus McKay, Superintendent of Mailing Department, in the course of a two weeks' vacation tour, visited Utica, Syracuse and Auburn. He and his family were also the guests of Mr. William Dick at Canandaigua Lake, where they frequently traveled over the lake by motor launch.



Holding these five fine fish are Mr. Dorsey Granning and his brothers, Elmer and Kenneth.



Leaning against the huge Balanced Rock on Bald Mountain, Adirondacks, are the Misses Esther Payne and Jeanetta Hull.

Miss Carrie Feasel, of West Station, traveled to Michigan during her vacation and visited relatives in Detroit. On her return she went to Cleveland, Ohio, to see friends.

The marriage of Miss Beulah Latson, of the Consumers Bookkeeping Department, and Mr. Lewis Boyce, was solemnized August 29th at the Baptist Temple, with the Rev. L. Foster Wood officiating. A year ago Miss Latson won a Rochester beauty contest and consequently a trip to New York. Mr. Lewis Grim was best man at the wedding, Miss May Hart was maid of honor, and the Misses Madeline and Adeline Boyce were bridesmaids.

The marriage of Miss Edna M. Carl, 63 Lewiston Avenue, and Mr. Gerald Baker, of the Application Department, was solemnized at Erie, Pa., Saturday, September 3rd.

The Telephone Department tendered a farewell party to Miss Nellie Huddy, Chief Operator, who was recently transferred to the Home Service Department, at the home of Mrs. Bessie Wittman, 573 Chili Avenue. Members of the department who attended are: Miss Frances Van Loan, Mrs. Irene Kleinhaus, Mrs. Viola Kingsbury, Mrs. Wittman, Miss Evelyn Graddell, Mrs. Anne Guyney and Miss Margaret Huddy.



## Fumes and Flashes



### THE PARKOMANIC

"What was that noise I heard in your husband's room last night?"

"Poor John had a dream that he was in his car in town and he was moving his bed around from place to place so that he wouldn't be breaking the law by parking too long in one place."

—Selected.

### DIRECT IMPRESSION

It was lunch hour, and Pat had gone home without his coat. His two buddies, deciding to play a joke on him, drew the features of a donkey on his coat. In due time Pat returned and scowled at the chalked coat.

"What's wrong?" inquired one of the culprits indifferently.

"Nothing," replied Pat, "only I'd like to know which one of yez wiped yer face on my coat."—Selected.

### GLORY'S GRAVEYARD

Office Boy: "My brother has a gold medal for running five miles, an' one for ten miles; a silver medal for swimming; two cups for wrestling, an' badges for boxing an' rowing."

"He must be a wonderful athlete."

"He's no athlete at all. He keeps a pawnshop."—Selected.

### A CALAMITY

American (at Scottish football game): "Why don't they start? They ought to have kicked off half an hour ago."

Scotsman: "Aye, something serious has happened."

American: "Not a player taken off ill?"

Scotsman: "No, worse than that. They canna find the penny they tossed up wi'."—Selected.

### LICKED

"I hear that your divorced wife has made up her mind to marry a struggling young lawyer."

"Well, if Margaret has made up her mind he might as well cease struggling."—Selected.

### CAPACITY

Clerk—"This is the finest cigarette lighter on the market, madam."

Young Thing—"It certainly looks cute. How many cigarettes does it light to the gallon?"—Selected.

### A FAST TURN-OVER

The laziest woman in the world is the one who puts popcorn in her pancakes so they'll turn over by themselves.

### BRIGHT BOY

Teacher—"It gives me great pleasure to mark you 85 on your examination."

Jimmy—"Why not make it 100 and give yourself a real thrill?"—Selected.

### THE GIFT OF DRAMA

A farmer's wife shipped a crate of eggs to a wholesale house in a city, but before doing so she wrote on one of them:

"I got a penny for this egg. What did you pay for it?"

She added her name and address.

A year later she received an answer. It was written on a highly embellished stationery of an actor.

"My dear madam," he wrote, "while playing the part of Hamlet, recently, I received your egg for nothing."—Selected.

### ALL GONE

First cannibal: "Too late for dinner?"

Second cannibal: "Yep. Everybody's eaten."—Selected.

### COMPROMISE

"I think, George," said Mrs. Binks to her husband, "I'll ask the people next door to have dinner with us on Sunday."

"Why?" asked the husband.

"Well, the butcher left their meat here by mistake, and it seems only fair."—Selected.

### LOVE AND LETTERS

"Miss Lipstick," said the Boss apologetically, "I would suggest that you do not write letters to your young man during office hours. Smith and Jones report that we sent them love and kisses instead of the tar and axle grease they ordered."—Selected.

### A CLASH

"Sir, how about this little bill?"

"What about the little bill?"

"This is Pay-What-You-Owe Week."

"I am observing Extension-of-Credit Week."—Selected.

### A CIRCUIT CLOUT

"I played golf yesterday for the first time."

"How did you make out?"

"Fine! Made a home run right at the start. I batted the ball into the tall grass in left field and ran around the entire course before they found it."—Selected.

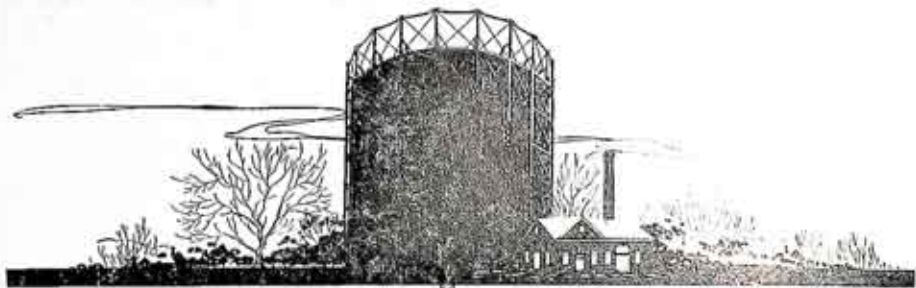


## Deliverance

I never knew a night so black,  
 Light failed to follow on its track.  
 I never knew a storm so gray  
 It failed to have its clearing day.  
 I never knew such bleak despair  
 That there was not a rift, somewhere.  
 I never knew an hour so drear,  
 Love could not fill it full of cheer!

—Selected.





## *Each Gas Furnace Installation Should be Figured Individually*

DIFFERENCES in location, exposure, type of wall construction, insulation, number of windows, kind and location of such heat distributing units as registers or radiators, all have so much to do with the capacity of the furnace that our engineers cannot give you any estimate as to the operating cost of heating your home by gas fuel until they have inspected your premises and determined the conditions surrounding them. This service, however, is yours to command at any time and without any obligation on your part.

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*Call, write or telephone for complete data*  
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