

Volume 16 Number 2

# GAS and ELECTRIC NEWS

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*Spring, Along the  
Ridge Road*



## The Friend Who Stands By

WHEN trouble comes your soul to try,  
You love the friend who just stands by.  
Perhaps there's nothing he can do;  
The thing is strictly up to you,  
For there are troubles all your own,  
And paths the soul must tread alone;  
Times when love can't smooth the road,  
Nor friendship lift the heavy load.

But just to feel you have a friend,  
Who will stand by until the end;  
Whose sympathy through all endures,  
Whose warm handclasp is always yours.  
It helps somehow to pull you through,  
Although there's nothing he can do;  
And so with fervent heart we cry,  
"God bless the friend who just stands by."

—Selected.

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## Electricity a Social Stabilizer

**T**HOREAU once wrote: "A feeble writer and without genius must have what he thinks a great theme . . . but a genius, a Shakespeare, for instance, would make the history of his parish more interesting than another's history of the world."

The story of contemporary times is being written daily, and underlying this story is the great motif, electricity; a theme great enough to inspire even feeble writers.

Without electricity, the story of the present day would be little different from that of past golden ages in which man has proved his genius. Electricity, however, supplies the structure upon which has been built most of the engineering and mechanical accomplishments of today.

Electricity, also, is a basic factor in moulding the social structure of modern times. By making home life more satisfactory and enjoyable through its many obvious services, electricity comprises a wholesome modern influence.

Empires of the past are known to have fallen, partly at least, through the disintegration of the social structure, the nucleus of which is happy homes. The widespread utilization of electricity in the home sphere today offers a formidable resistance to a modern repetition of the social faults which wrecked past democracies.

Modern homes are fully as attractive as most of the competitive agencies which tend to pull young men and women, and even parents, away from the home sphere. Bright lights, radio, telephones, victrolas and other factors of warmth, cheer, entertainment, amusement and culture are made possible through modern genius plus electrical energy.

If Shakespeare were alive today, we doubt not that much of his genius would be expressed in dilating upon the many constructive contributions of electricity to domestic felicity and we feel sure his pen would make the history of a modern home fully as interesting as any history of the world yet written.



## Retail Merchants' Council Active In Chamber Work

*This article tells of the work of the Retail Merchants' Council of the Rochester Chamber of Commerce, how it helps to create unity and understanding among retail merchants, and how it works for the benefit of the public, whose interests as well as those of merchants are considered.*

**T**HE appellation "Associated Retailers" describes, probably better than anything else, the Retail Merchants' Council of the Rochester Chamber of Commerce. The Council can do only what the Retailers agree to do and its Executive Committee has no power of compulsion. Shall the stores observe a Saturday half-holiday in summer? The Executive Committee can recommend such action and those stores who wish can enter the agreement. Suggestion, persuasion, conference, discussion: these are the methods, and the only methods, which the Council can employ to obtain action.

The Council, therefore, represents the unity of purpose of Rochester retail merchants to improve business conditions in Rochester and vicinity and to increase mutual understanding and friendship among those engaged in retail businesses.

The problem of the merchants of the country is made more acute by the fact that all the data which are available with retail distributors and the Council office is accumulating in the confusion thus made available together with information gained through studies of local conditions. Through group meetings and surveys, and through circular letters, much of this data is made available for the use of the Rochester retail merchant, and there is a growing use of the office files by the merchants.

Co-operative merchandising events are planned by the Council, such as "Dollar Day," "Rochester Products Week" (in cooperation with the New Industries Bureau), "Early Christmas Shopping," "Spring Opening," etc. In order to stimulate the Christmas spirit in Rochester and attract people from surrounding territory, the cooperative street decoration was planned for the holiday season and the successful prosecution of the plan has added to the reputation of Rochester. Residential Rochester and business Rochester are thus united in



*The holiday decorations project sponsored by the Retail Merchants' Council finds work far and near with Rochester supporters.*



*Rochester is the third city in New York State and has a population of 325,200. Within a radius of fifty miles Rochester reaches a population of over 700,000 persons, many of whom occasionally come to Rochester to shop, though the bulk of up-state buying is doubtless done locally, in "home" stores. One object of the work of the Chamber of Commerce is to maintain harmonious relations between local retailers and to extend every aid to rural merchants, all of which is expressed in a greater satisfaction to city and country buyers as well.*



*Top: Looking eastward on Main Street, at the Four Corners. Bottom: Looking west on Main Street from South Water Street. Rochester is considered one of the best lighted cities in the world. Its beauty, industries, institutions and schools and colleges bring thousands of visitors yearly. Back of Rochester's progress is a live Chamber of Commerce which for years has been a great factor in its continuous development.*

a beautiful evidence that this city gives due consideration to the spirit of good-will.

With the extension of credit business it became very evident to progressive merchants a few years ago that a merchant-owned credit bureau should be organized as part of the Retail Merchants Council. Therefore the Council organized such a bureau almost two years ago in the belief that a mutual bureau could and would give service superior to any service otherwise obtainable in the accumulation and reporting of credit information. The experience of a very large number of cities has been borne out by Rochester's experience, and the Council Credit Bureau is now rendering a service such as can be furnished only with the active co-operation of its member stores. Extensions of this service are being planned and will be put in operation as rapidly as finances will permit.

Last year a revised plan of organization was adopted by the Council so that more of the Council work will be conducted in and through group committees, instead of by the Executive Committee, though final action on any subject which represents the attitude of the merchants as a whole has to be taken by the Executive Committee.

Trade groups are now functioning in the Council for the furniture dealers, truck tire dealers, and sporting goods dealers. These groups are studying problems peculiar to their own lines of business and are working out problems in a way that has already been improving business conditions. The Council is also working with the market gardeners, florists, grocers, hucksters, etc., in a study of the conditions at the Public Market and in the formulation of plans for the improvement of this market.

The Council has had occasion from time to time to give careful consideration to the legislation by the city, the state, and the nation, which directly affects retail business. It is now securing information in regard to city street traffic and parking in order that the merchants may reach a definite conclusion and take a united stand on its regulation. This problem not only has a direct relation to the convenience of the automobilist, but also directly affects the merchant, for the more difficult it is for the motorist to get into and out of the city, the more cars and who wish to hurry away the merchandise purchased.

If the State Industrial Commission adopts proposed rules for construction



Section of downtown Rochester which is one of its traffic or transportation centers. Within a radius of a quarter of a mile, thousands of shoppers daily as well as tons of products are handled through the utility of the new industrial railroad and subway connecting five railroads, trolley and interurban cars and motor buses whose regular schedules connect Rochester with outside towns and cities.

and alteration of mercantile establishments, the indications are that the cost to Rochester business will run well up into the millions of dollars without materially increasing the element of safety to shoppers or employees in the stores. If this opinion of these rules is substantiated by the careful survey that is now being made, the Council will undoubtedly obtain the cooperation of the merchants of the city in securing such changes in the proposed rules as will make applications more reasonable.

The retail merchants of Rochester (and of every city) are finding that the automobile has changed conditions for them. The limits of the metropolitan area are not now the boundary lines of the city, for shoppers can travel a hundred miles in an automobile more easily than they could travel ten miles in a horse-drawn vehicle. Therefore the large stores of the "downtown district" are able to extend their service into a very much wider area and the people who otherwise would be denied the privilege are able to avail themselves of this service.

The value of this easy access of the town dweller to the city store is greater than is sometimes realized by the small town merchant, and the benefit to that small town merchant has frequently been overlooked by

him. Not many years ago the inhabitants of the small town could be recognized easily in the city because of the difference in dress; city styles had not penetrated even to near-by towns. The town merchant, therefore, had no demand for the variety of style or quality of merchandise which now he recognizes as a necessary part of his stock. But there has grown up a competition between metropolitan areas which formerly was unknown, and Rochester is in competition as a shopping center, not merely with Buffalo and Syracuse, but also, in a very real way, with New York and Chicago.

That many millions of dollars go from the Rochester district to New York and Chicago mail order houses annually indicates only one phase of this competition. Therefore the merchants of Rochester, through the Council, are planning a progressive campaign through which they expect to save to the Rochester district the business which now goes, or which otherwise might go, further afield. The interdependence of all within this district should more fully be recognized. The city has tremendous need for the prosperous towns, cities and farm lands which are within the Rochester metropolitan area, and this entire district has great need of a metropolis like Rochester.



Looking south on North Street, from the University Avenue extension which affords a business street paralleling Main Street and is an aid in expediting traffic. Sibley's and McCurdy's loom in the distance. This street is one of the radial thoroughfares leading to Rochester's shopping center. Street cars are becoming more and more important as mediums of transportation for shoppers who do not wish to bother with the inconvenience of parking in the downtown section.

## Tip From Woodpecker Shows Up Defective Boom

**T**HROUGHOUT the properties of the Company safety inspections are regularly carried on and are a great factor in the detection of unsafe equipment and the discouragement of hazardous practices. But once in a while something accidentally happens to show up a defect which might easily have escaped the eyes of persons looking for just such conditions.

An instance of this nature occurred last Fall in connection with the use of one of the Company's thirty-five-foot booms, which was being operated with a mast, on a guy derrick.

This boom appeared to be perfectly able to perform the strenuous work for which it had been regularly used by the General Construction Department. In fact, just before its "deceit-

fulness" was discovered it had been utilized in lifting more than six-ton stones in the construction of a vault at Riverdale Cemetery, on a job for which it had been loaned to the Rochester Carling Company.

After the work had been completed, however, while the boom was being at work on the job, the workmen became interested in the persistence of a woodpecker which had been "hanging around" the job for some time. He seemed to have something on his mind.

It was discovered that Mr. Woodpecker was not merely attempting to scrape their acquaintance, and ultimately it was found that he had an economic interest in the boom. This led to the detection of a small hole in the boom's exterior, which the bird had evidently made as a preliminary survey; his bird sense told him that



One of the special trucks utilized by Mr. Lamey's men in their varied work, much of which is in connection with the moving or lifting of heavy materials and equipment. This truck body was designed and built by the General Construction Department.

there were grubs, worms or other delicacies on the inside of that boom. Being a "go getter" he used his head and went after them. And he certainly raised havoc with the boom's interior at that point.

The facts were presented to Mr. Lamey, who had the boom sawed in two after discovering that it was apparently dangerous equipment. The photographs show what was found. The aggressive red-headed woodpecker had voluntarily hired himself out to the Company as an inspector without pay, except for the goodies he pilfered from the Company's boom. And his work was entirely satisfactory.

Mr. Lamey says that a woodpecker has something on a human being when it comes to inspecting booms, at least wooden ones. He would like to engage this feathery expert for the rest of the year to detect by his uncanny bird sense other equipment of this nature in which grubs may be insidiously operating.

Both Mr. Lamey and Mr. Hughes, the Company's Safety Engineer, agree, however, that the above mentioned incident shows the great superiority

of iron derricks over those constructed of timber. And as long as the Company has booms of the wooden variety, they will be given an especially good "once over" after this demonstration by Mr. Woodpecker.



The boom was sawed in two just above the "family" entrance, to which Mr. Charles Ayen is pointing. Mr. John Baker, right, is indicating the woodpecker's "pantry," or the danger zone in the decaying boom.



Mr. "AF" Lamey, General Foreman, General Construction Department, who suggests that the woodpecker be presented with a safety medal, providing someone can catch him.



Illustration Courtesy United Mutual Insurance Co.

*Don't disappoint that boy of yours who is so confident of your ability to play square with safety. His future largely depends upon the intelligence you display in side-stepping accident hazards.*

## Some Advantages of the Red Seal Plan of Wiring Homes

**E**VERY house built today not only should be wired for electricity, but wired in such a way that electrical conveniences can be used with comfort and ease. For half a century, however, the American public has been cheerfully building and buying half wired houses, not realizing the deficiency in their electrical service because they had nothing better with which to compare it.

In 1923, George Austin of Toronto, formulated the first workable plan to combat these long standing conditions, a plan which insured the home owner adequacy in electrical service. Two years later the Society for Electrical Development took over the rights for this plan in the United States and began licensing local organizations to cooperate under their copyrights. This plan, now known as the Red Seal Plan of Wiring, has spread rapidly, until, at the present time, it is in active use all over the country, from New York to California.

The Electrical League of Rochester started its Red Seal work in 1925 and since that time it has progressed remarkably until now there are listed in and about Rochester, almost 500 houses which are wired according to Red Seal specifications.

In October, 1926, the city of Rochester led all other cities in the United States in Red Seal achievement. And now, at the close of 1927, we look back over a splendid year. At no time has Rochester fallen below its own standard nor the record of any other city in the country and at this time has twice as many Red Seal homes, proportionate to its population, as has Pittsburgh or Detroit, its closest competitors.

Briefly, the Red Seal Plan of Wiring is a free service, offered by the Society for Electrical Development through the Electrical League, whereby adequate wiring for satisfactory lighting in the home as well as for the convenience and comfort derived from electrical appliances may be enjoyed by every home owner.

*(Continued on Page 294)*



Recent Electrical League display window at the Company's new office building, 89 East Avenue.

## Meeting of Women's Section

**M**ISS HELEN A. SMITH, director of the Company's Home Service Department was elected chairman of the Women's Section of the Empire State Gas and Electric Association at its annual convention at Briarcliff Lodge, Briarcliff Manor, New York on April 13th. Miss Smith has played an important part in the development of the organization of the Women's Section. She was elected vice-president at its first annual meeting in 1925 and since 1926 has been chairman of District 7, and as such a member of the Managing Committee. She spoke at the convention.

Other delegates to the convention from the Company were the Misses Katherine Price, Transfer Agent; Edna Crocker, Home Service Department and May F. Crowley, Auditing Department.

Miss Smith said that the aim of Home Service Department is to convince every woman of the value of electricity so that she will use it more freely. In order to obtain this objective women must be taught to use and appreciate electric service in their homes. The woman who likes to come down town is reached thru cooking lessons and lamp shade classes in Home Service Departments; and the "club woman" is reached thru demonstrations at club meetings, churches, home bureaus, and before parent-teacher groups.

Dr. Ruby Green Smith, Associate State Leader, New York State College of Home Economics, Cornell University, whose work brings her in constant contact with the women in rural homes told what needs to be done for these women. The necessity of creating in the farm housewife a desire for electricity and electrical appliances

was emphasized. Miss Elizabeth Sweeney, Chairman, Committee on Electricity in the Farm Home, told what the larger utility companies are doing to create this desire.

Mrs. Christine Frederick, Director, Applecroft Home Experimental Station, recounting her experiences in England and France in connection with her interest in modern house-keeping contrasted conditions there with the many comforts and luxuries which we enjoy in our homes and just take for granted, and stated that the difference is due in great part to the national unified program of our Gas and Electric Companies.

Mr. Frank Smith, Chairman, Public Speaking Committee, N. Y. State Committee on Public Utility Information, illustrated by means of the tremendous educational work done on throughout the State relative to telling the story of utilities to the public.

Mr. F. W. Fisher, Director of Public Relations of the Rochester Gas and Electric Corporation, in the closing address of the convention struck a note of idealism in his talk entitled "Keeping in Step." He spoke of the sense of pride and accomplishment that comes from "keeping in step" in the figurative "Big Parade" of the gas and electric industry as it marches steadily forward. His emphasis on what the industry can do and does do for society convinced his hearers that they all had a place in the line, however small or unimportant their jobs may seem to them, and that it means a great deal to be a part of an organization which contributes to the artistic and beautiful, provides release from drudgery, and makes such a large contribution to the civilization of today and tomorrow.

## Rochester, A City of Promise Fulfilled

**R**OCHESTER, NEW YORK, has fulfilled its promise. The prophetic pens which a century ago envisioned a commanding position for the City of the Genesee were not misled by idle inspiration. For the word pictures of gifted and far-seeing men have been transferred into a tangible and vivid reality such as comes to crown too few passionate prophecies. The phantasy has become the fact and the dream has become the delight of those who live in what was only the mental image of their forebears.

Situated upon the banks of the beautiful Genesee River, the center of a wonderfully rich and productive country, and the great blue waters of Lake Ontario stretching out from its northern boundaries, Rochester has lured the best of men and inspired them to greater things. The development in a sense has been only a reflection of Nature's bounteous gift—a tribute to the stimulus of beauty.

And today the Flower City—the Contented City, the City of Homes, the Kodak City, the Power City, or call it what you will—with a population of 325,200, stands twenty-second in the entire country, commanding respect for its industries, its commerce, its educational facilities, its aesthetic interests and its solicitude for the health of its residents. In 1,700 manufacturing establishments from which are turned out 325 different commodities more than \$200,000,000 is invested, and an annual wage of \$110,000,000 is paid. Its artistic aspirations and achievements have stimulated even those communities which it can never hope to approach numerically.

DR. JOHN H. FINLEY, Editor of New York Times and former Commissioner of Education of State of N. Y., has this to say about Rochester: "Whatever she (Rochester) does, she does in the best way. America has no better example of a progressive, loyal, happy community to show the world."



Looking northward from Barge Canal Harbor toward a section of Rochester's growing skyline. The Subway and Industrial Railroad connecting Ave. other Railroads is in the middle distance. Rochester is the third city in New York State and is a wonderful place in which to live and work.

## President Searle's Views on Outside Audits

**L**N the financial and accounting reports broadcast in these times it will be noted that the practice of employing professional auditors to make periodical reviews and audits of the affairs of the public utility company is growing rapidly. This commendable course is a natural corollary to the responsibilities lying heavily on the management to account properly for and conserve the increasingly large values in their custody. The expansion of the gas and electric business in these modern days has been phenomenal economically and the aspects of its accounting and financial departments have become stupendous. Into the years of the post-war period have been crowded tremendous problems of construction and operation in a feverish struggle to keep ahead of the demands of an unprecedented industrial, mercantile and civic development. Coupled with these problems is the ever present necessity of sound and practical accounting as a proper basis on which to predicate the imperative financial plan to provide for the expansion requirements.

In American practice the usual procedure in writing the by-laws of a corporation is to vest the responsibility of the whole conduct of the business in the president. He in turn must depend upon an organization of his own choice to carry out the poli-

cies on which depend the success of the business.

This is the scheme of things that makes a thorough and independent review of the organization's acts imperative, because with officers of varying degrees of ability and efficiency, errors of judgment or procedure and even fraud may creep in to unduly hamper the structure. With the Auditing Department of the New York Central Railroad, which is one of the largest in the country, is a perfect example of a well-organized and efficient department. The department is headed by Mr. W. C. Wishart, Comptroller of the New York Central Railroad, and is composed of several divisions. The department is organized on a basis of functional departments, and is headed by Mr. Wishart, who is assisted by Mr. S. W. Byrne, Chief Examiner in Charge, and Mr. L. E. Eustace, Chief Examiner in Charge. The department is organized on a basis of functional departments, and is headed by Mr. Wishart, who is assisted by Mr. S. W. Byrne, Chief Examiner in Charge, and Mr. L. E. Eustace, Chief Examiner in Charge. The department is organized on a basis of functional departments, and is headed by Mr. Wishart, who is assisted by Mr. S. W. Byrne, Chief Examiner in Charge, and Mr. L. E. Eustace, Chief Examiner in Charge.



W. C. Wishart, Comptroller of the New York Central Railroad

department operations, calling for review by independent investigators.

The outside auditor brings to the organization a wealth of experience in diverse lines and applies it to the problems in review. Coming as the accredited representative of the stockholders or owners, and respected for his knowledge of business matters, his suggestions carry conviction and make the officials and employees eager to accept and inaugurate the revisions looking to greater safety, efficiency and economy in the handling of the values entrusted to them.

In the year 1925, this Company was subjected to a review and audit of its affairs by the auditing corps of the New York Central Lines, under

the direction of Mr. W. C. Wishart, Comptroller. The field force was supervised by Mr. E. A. Clancy. A very comprehensive check of funds and procedures was undertaken, carried to a conclusion and reported in detail to the management.

This year, a similar audit was undertaken by Mr. O. H. Herring, who has succeeded Mr. Clancy in the field work. He was ably assisted by Messrs Hall, Riordan, Stoughton and Byrne.

A review of the procedure which was followed by the Auditing Corps in this assignment is unnecessary, except to state that in addition to the usual counting of cash, reconciling of bank balances and certifying to the correctness of funds and other assets appearing on the Balance Sheet, excellent constructive work was done in examining into departmental expenditures and management. This was helpful to all concerned and proved productive of greater alertness and enthusiasm which effected better results. In brief, organizations have a tendency to settle down in their complacency and honestly believe the system perfect and above improvement. It needs an outside viewpoint and constructive criticism occasion-

ally to lend new impetus to the force. The attitude of the department heads and employees on the one hand, and that of the auditors on the other, should be one of mutual helpfulness and co-operation. The plan is not designed to catch individuals in mistakes and create trouble for them, but rather to correct inaccuracies before they develop into more serious proportions. Naturally it is the desire of the Management that the system function in accordance with the best practices, because mistakes are costly. This is but another means of attaining the desired result.

Among the suggestions offered was one respecting the appointment by the General Auditor of one or two trained accountants to carry out a continuous plan of spot-checking the various departmental operations. This task, in addition to proving the accuracy of assets and liabilities and accounting for revenue and expenditures in general, will extend to reviewing the work of departments to ascertain whether correct procedure is being followed and whether good management obtains. Diplomacy and co-operation must be adopted in these relations with the department heads



Members of the Rochester Auditing Corps of the New York Central Railroad. From left to right, Messrs. H. R. Sloughton; O. H. Herring, Examiner in Charge; S. W. Byrne; L. E. Eustace and F. M. Hall.



and the effort will have, without doubt, a fruitful result.

As the physical body, according to the best medical advice, should in these modern times of stress be carefully examined periodically to determine its correct health status, so should the corporation be subjected to critical analysis, and defects in management and operation corrected. The examinations by the New York Central Auditors have proven very helpful to the various operating departments.

### Red Seal Plan

(Continued from Page 389)

This Red Seal Plan has worked. It has worked because it is simple, direct, and definite, and because it offers something of value to the home owner, the electrical contractor and to the investment builder. To those who build their own homes it gives a carefully planned, simple lay-out of an electrical installation which will provide them with an entirely satisfactory electrical equipment without extravagance. To the buyer, a Red Seal on a house assures him that, as far as electrical convenience goes, he is going to get his money's worth. To the builder, it offers an excellent talking-point when he sells his house, for the official O.K. of the Electrical League is positive assurance of an up-to-date electrical installation.

### Rochester Engineer Commends Bengas as Superior Motor Fuel

THE superiority of the Company's motor fuel, Bengas, over other brands of motor fuel is told in a letter from Mr. A. F. Esler, Engineer of the T. H. Green Electric Company, Inc., of this city, received recently by Mr.

Charles L. Cadle, General Manager of the Company.

Mr. Esler writes: "There is an old saying that 'the proof of the pudding is in the eating.' Three years ago, after a discussion, I decided to use Bengas made by your Company. During this time I have used approximately 2,000 gallons, driven 47,000 miles, have had valves in my motor ground twice and am using the same spark plugs and piston rings."

Mr. Esler's experience is identical with that of the many consumers of Bengas. The Company's claim that it "starts easier—goes farther" is substantiated, not only by its own experience in operating a fleet of 252 motor trucks and cars, but by the numbers of satisfied motorists who are Bengas customers.

### Women's Ad Club Honors Mr. Fisher

MR. Frederick W. Fisher, Director of Public Relations, appeared before the Women's Ad Club on April 11, at The Sagamore. His subject was "Public Relations," an activity that is intimately connected with advertising work. Mr. Fisher in his talk mentioned the great value of a proper understanding of the fundamentals of public relations in telephone communication, especially its virtues when used by operators of a company to help create feelings of confidence, good-will and satisfaction. Mr. Fisher believes that the voice with a smile as introduced by the telephone organization is as necessary as the glad hand of personal contact in public relations work and that both back up service, which is after all the backbone of any effort to please the public. He was introduced by the Club's new President, Mrs. Zora Saunders and was given a warm welcome by about seventy-five women of the organization.

## Becomes Chairman of Central's Executive Committee



MR. ALBERT H. HARRIS, a Director of the Company, became Chairman of the Executive Committee of the New York Central Railroad on April 12 when he was promoted to the position by action of the Board of Directors. The Board voted at the meeting to discontinue the office of Chairman of the Board, heretofore filled by former United States Senator, Chauncey M. Depew, who died April 5.

It was also voted by the Directors to change the name of the Finance Committee of the Board to the Executive Committee. Mr. Harris, Vice-President, Finance and Corporate relations, New York Central Lines, thus became chairman of the Executive Committee.

Mr. Harris was born in Rochester July 4, 1861. He was graduated from the University of Rochester with an A.B. in 1881, and later studied at the Columbia Law School in New York City. After his admission to the bar he practiced in the Rochester office of his father.

Being a Rochester product, Rochester is especially proud of Mr. Harris. His contributions to Rochester's civic and industrial life and his achievements as lawyer and expert railroad financier are nationally known. Our loss in his removal to the "Big Town," how-

ever, was justified by his greater sphere of service.

Mr. Harris went to the New York Central Lines as Vice-President and general counsel for the lines west in 1906. In 1914, after the consolidation of the Lake Shore & Michigan Southern with the New York Central & Hudson River Railroad forming the New York Central Railroad, Mr. Harris became vice-president and general counsel for the entire system. He has also been a Vice-President of the Michigan Central Railroad from December 5, 1906; Vice-President of the Cleveland, Cincinnati, Chicago & St. Louis Railroad from December 12, 1906; and is a Vice-President of the Pittsburg & Lake Erie Railroad.



Mr. Albert H. Harris

On January 28, 1920 Mr. Harris became a Director of the New York Central Railroad, and is a Director of nearly seventy-five subsidiary companies of the New York Central Lines. He became a Director of the Rochester Gas and Electric Corporation on January 20, 1925.

Dr. Rush Rhees in introducing Mr. Harris at the Chamber of Commerce once said: "There is no honor you can bestow upon him that would equal the esteem in which he is held by his associates of the New York Central." Mr. Harris' recent honor bears out the truth of Mr. Rhees statement. We wish him continued success.



**T**HE annual business meeting and election of officers of the Book Club took place after the monthly luncheon in the Home Service Department on March 15th. Twenty-five members were present. The following officers and chairmen of committees were elected for the coming year:

President, Miss E. Jeannette Hull; Vice-President, Mrs. Emma Wage; Secretary, Miss Carrie Baird; Treasurer, Miss Caroline Prue; Literary Representative; Miss Frances Cameron; Editor, Miss May F. Crowley; Library, Miss Mabel Esley; Membership, Miss Loretta Murray; Member-of-the-Month, Miss Grace Fraser; Luncheon, Miss Irene Muntz.

As a desire to become more conversant with current events was expressed by some of the girls, a special committee was appointed to introduce topics of general interest at future luncheons. This Current Events Committee consists of Miss Kathryn McIntyre, Chairman, Miss Muriel D. Metcalf and Mrs. Maryland Curran.

Miss Kathryn McIntyre of the Consumers Bookkeeping Department, who enjoyed a Christmas vacation trip to Bermuda, gave a resume of her experiences both enroute and on the Island. One unique feature of the Island was of especial interest to us as employees of a gas and electric company—the limited use of electricity. Hotels have electricity generated from their own power plants. If they have more than they can use, they sell it to their neighbors at 25¢ per K. W. H.

Street lighting is accomplished by means of a friendly moon and cheery lights from the hotel windows. When the latter go out they are replaced by the old-fashioned lantern or a flashlight. This fact was brought home to Miss McIntyre very fittingly Christmas Eve, when, coming out of church after attending the midnight service, she found the world pitched in darkness. Of a sudden masses of mental images came flooding upon her, proached by one of the angels who guided her in safety in the storm by means of a flashlight.

Immediately after adjourning the Librarians were surrounded with girls eager to draw out of the twenty-five new books which were on display during the luncheon.

"Deluge," by S. Fowler Wright, the April Book-of-the-Month presents the eternal triangle in the most unusual surroundings and solves the problem in a most unusual manner. It will hold the interest of the reader to its climax.

The whole world suffers a tremendous earthquake and the oceans rise. Continents disappear under the water and life is almost obliterated. Only a handful of people survive on the one isolated spot left of England. Life has to begin again on a primitive basis, complicated by modern surroundings. Just how the man and the two women, with whom the story is chiefly concerned, solve their problem, is for the reader to discover at the very end.

## Batter Up

**T**HE members of the Company's inter-department baseball league held a meeting on April 18, at the Main Office for the purpose of organizing for the present baseball season. Everyone seemed enthusiastic over the prospects and many of the details connected with the league's 1928 operations were threshed out.

The league will comprise six teams from the following departments: Electric Distribution, Gas Manufacturing, General Construction, Electric Meter, Meter Reading and Main Office.

The schedule planned consists of a total of forty-five games, each team meeting each other team in the league three times. This should

The season will start on Tuesday, May 1, and will continue full-blast until Friday, August 10, one game to be played on each Tuesday, Wednesday and Friday evenings, games to start at 5.45 P.

M. The league was fortunate in securing the



"Right in the Old Groove."

diamond at Searle Park, Blossom Road Holder, for these three evenings during the season, as this diamond is yearly becoming more and more popular in amateur baseball circles.

Company employees are urged to begin to talk baseball and to become boosters for the teams which represent their immediate departments. Baseball is lots of fun, for players and spectators alike. It gets us out in the open and helps to keep us young and healthful through the acceleration it gives to us, both physically and mentally.

Try for your team! Perhaps you are a 'dark horse' whose playing is capable of boosting your team's average. Don't be bashful, get into the game and help. And if you do not want to play, then do your share through encouraging the fellows who do. This year, the competition will be keener than ever before, because of the baseball talent that already has been developed in this league.

The officers for the 1928 inter-department baseball league are as follows: President, Willis E. Hughes; Vice President, Alexander M. Beebe; Secretary, Howard Stebbins; and Treasurer, Roy Briggs.



G'mon, Put One Over."



Jimmy Skinner our Baseball Arbiter

afford plenty of amusement for all concerned during the next few months.

# GAS AND ELECTRIC NEWS

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

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KENNETH PRATT - - - - - Associate Editor  
Public Relations Department

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VOL. 15 APRIL, 1928 NO. 10

## Getting Acquainted With Yourself

**H**OW do you get along with yourself?

Perhaps you never have given this question serious consideration. It is, however a topic that has received the attention of many persons.

Kipling tells of encountering on the streets of India, natives who seemed entirely lost in self analysis or introspection. One could stick pins into them without arousing them from their thoughts.

In India, such self analysis is encouraged. Persons who lose themselves in self hypnosis or introspection are never annoyed; rather, they are looked upon as pilgrims in a worthwhile mental or spiritual experiment.

Most of us, however, are too busy to get really acquainted with ourselves. We think that we know all about "us," but how seldom do we

actually give our minds over to cultivating ourselves, or becoming intimately acquainted with the being whom our friends know as you and me.

During the day when we are at work and surrounded by other persons, life is brim full of action. There is little time, then, to be alone with our thoughts. When we find ourselves at home, however, all alone, just how do we get along with ourselves?

Can we sit down in an easy chair and enjoy our own company; get a kick out of a book, radio, music, the victrola or numerous other things? Or do we find that we bore ourselves, that we must have many external applications of amusement, excitement or other stimuli, to aid in making life seem worth while?

One ought never to lose sight of the fact that neither should a person's own company irk him. It is a very interesting, even to himself, occupation if given a fair chance.

Like certain men of business might find it beneficial to take a day into conference occasionally with a thorough introspection because they are acquainted with our real personalities.

If we did this, perhaps we might not only find ourselves in a good company but also discover some of our own flaws, which others see but which we have not discerned because we don't really know ourselves as well as we should.

## In Haste

**D**O you remember when folks used to scribble "in haste" as a postscript to their personal or business letters? It was a most prevalent custom, some years ago but seldom is resorted to today. That practice is comparable to the use of false fronts as architectural fixtures along the tops of any small town's Main Street buildings a generation ago.

Writing, "in haste," does not excuse a careless or poorly written letter, and false fronts no longer fool the public. Today, great stress is laid upon the necessity for thoughtful attention to all the details of business or personal activities, letters included.

The present generation is prone to do its best and then stand by it, without resorting to stereotyped excuses for failure to do better. It has found out that no one ever believed that the words "in haste" were effective in excusing a half-hearted attempt at anything.

The flourishes in the writing of other days are also passe now. They went out along with gingerbread architecture and furnishings. Today, the world wants action, sincerity and efficiency, all qualities that have helped to make the word service something besides a popular, hackneyed expression.

## Reflections



**PHOTOGRAPHER** finds it difficult indeed to get a satisfactory photograph of a downtown window display during the hours when the sun is shining brightly. It is because a myriad of futuristic reflections, like the cubes and prisms effected in the *neuvo* art of today, spread themselves over the plate glass and prevent the lens from picking up the desired detail.

Such reflections are very interesting. In themselves, they compromise a study in angles and refraction of light, and mirror in a phantom manner buildings across the street; but this only perplexes the photographer, who is interested primarily in getting a clear, detailed picture of the contents of the windows.

The photographer, therefore, often has to return for his photograph. He comes back when the sun has sunk

in the late afternoon, or selects a day when its mischievous rays are restrained by an overcast sky. He is well paid for his extra effort, however, for the picture he eventually gets is free from the disconcerting reflections that spoil a true photographic rendering of his subject.

Reflections harass a photographer, for many, obvious reasons. He can see them when persons untrained in observing them would not. Just study a large show window sometime when sunlight is playing upon it. Forget for a moment that you are looking into a show window, and merely try to visualize all the reflections that are mirrored upon it. Then, only, will you appreciate how they can spoil a picture.

The human mind is a mental show window upon which is reflected all that transpires before our eyes and much that never actually occurs except in our imaginations, in reflections or day-dreams.

Mental reflections often are as beautiful, or more so, than the fantastic renderings of sunlight upon plate glass, or the rippling moonlight upon water. They supply us with interesting thoughts and often elevate and inspire us to commendable action. But when we have a specific mental picture to compose, extraneous reflections handicap us.

With a shock, we frequently realize that we are getting nowhere with our task; that external reflections are leading us far afield. Sometimes, we actually are lost in reflection and would find it difficult indeed to "cash in" should someone offer us a penny for our thoughts.

The sunlight of imagination often reflects fantastic high-lights and shadows upon the show windows of our minds. With futuristic patterns it plays havoc with our ability to concentrate upon a specific line of thought. The real picture we want is spoiled by incidental reflections.

## Office Team Wins Bowling Honors

THE Interdepartmental bowling league season ended on Tuesday, March 27, with a banquet at the Rochester Maennerchor, on St. Paul Street. One hundred and twenty-eight league members were present to enjoy the eats and entertainment afforded, or thirty-three more persons than attended the banquet marking the close of the 1926 season.

Enthusiasm ran higher this year than during any preceding season, and figures show that the talent is yearly getting better and better. The grand average per game for the entire season was 169, or five points more than that of last year.

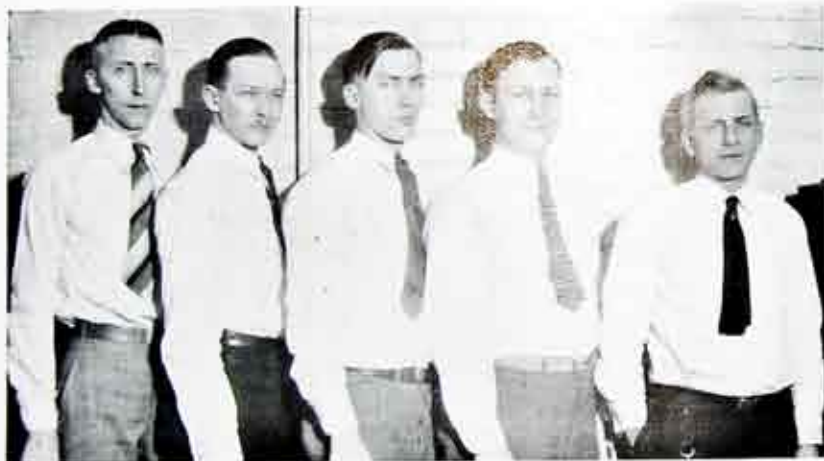
One out of every eight games rolled this year averaged over 200 points, and this also shows a gain over last year's efforts which netted a 200 point game only once out of every ten games played.

While the banquet officially marked the social closing of the bowling season, the real testing time in deciding first place honors occurred during the

final moments of play at The Genesee Bowling Hall. Excitement reached its peak when the Office and Electric Distribution teams went into a tie for first position. In the play-off the Office team was victorious.

At the banquet an enthusiastic rising vote of thanks was given Vice-President Russell, following the announcement that he had entered a Company bowling team in the New York State Bowling tournament which this year was held in Rochester. This team was composed of Messrs. Steele, Davis, Winterrath, Kennedy and Fichtner. Another team, composed of Messrs. Adams, O'Dell, Kwapich, Adams and ... entered the tournament on their own initiative.

Other ... at the banquet, in addition to the ... duck dinner, were the ... of engraved silver ... to the members of the ... the amusement afforded by the ... and short talks by ... Ernest C. Scobell and Andrew S. ... Dowell.



Members of the Office Team, season's winners. Left in right then are Messrs. Bill Weaver, Howard Stebbins, Mike Kwapich, George Galen and Ray Davis.

## Team Standings

Team	Won	Lost	Percent	Team Ave
*Office	49	14	.778	891
*Elec. Distribution	49	14	.778	882
Elec. Stations	41	22	.651	884
Gas Manufacturing	38	25	.603	869
Gen'l Construction	24	39	.381	820
Gas Distribution	18	45	.286	822
Storehouse	17	46	.270	807
Transportation	16	47	.254	777

\*These two teams tied for 1st place and rolled one game to decide the winner, the Office winning the roll-off.

## Leaders in Special Events

High Team 3 Game Total—2921—Electric Stations.

High Team Single Game—1044—Gas Manufacturing.

High Individual 3 Game Total—675—Hauser.

High Individual Single Game—278—Kennedy.

## Individual Averages of Players

Name	No. of Games	Ave.	Total Pins	High Game	High 3 Game Total
Steele	60	191.92	11,515	257	649
Davis	63	190.19	11,982	246	654
Winterrath	54	189.65	10,241	234	656
Kennedy	56	189.09	10,589	278	657
Hauser	60	185.82	11,149	247	675
Friday	42	183.90	7,724	236	612
O'Dell	57	179.51	10,232	231	597
Fichtner	59	179.36	10,582	253	631
Kiefer	63	179.00	11,277	245	613
Kwapich	63	178.21	11,227	232	604
Stebbins	60	177.83	10,670	233	622
Davidson	48	177.08	8,500	223	580
Weaver	63	176.46	11,117	244	597
C. V. Miller	63	174.89	11,018	224	593
Nichols	45	174.38	7,847	226	617
Kruger	56	172.41	9,655	234	591
Casey	36	171.22	6,164	227	616
Galen	57	171.21	9,759	217	619
Pierce	56	171.13	9,583	224	609
Phelan	54	171.02	9,235	232	592
Harrington	38	170.34	6,473	212	585
C. Miller	48	169.48	8,130	237	567
Edgar	43	168.63	7,251	232	578
Spears	50	168.28	8,414	222	539
Wohlgemuth	49	167.16	8,191	217	564
Bruce	48	165.92	7,964	223	560
Stewart	55	165.45	9,100	237	582
Adams	56	165.41	9,263	244	639
Kaseman	31	164.87	5,111	227	558
Pink	39	162.97	6,356	224	580
Skinner	33	161.48	5,329	204	547
Barth	50	161.22	8,061	207	521
Kennison	42	159.43	6,696	209	556
McDonald	38	157.84	5,998	208	527
Kling	59	157.45	9,289	237	576
Jennjohn	51	157.08	8,011	233	515
Durice	58	156.88	9,099	195	525
Baeckman	57	156.55	8,923	212	575
Spall	53	156.02	8,269	217	573
Palmer	57	155.21	8,847	257	580
Levey	35	150.09	5,253	195	508
Wiemer	42	147.17	6,181	186	507



### New Business

#### Net Increase in Consumers for Year Ending February 29, 1928

	Feb. 29, 1928	Feb. 28, 1927	Incr.
Gas.....	102,928	97,873	5,055
Electric.....	100,049	91,075	8,974
Steam.....	321	258	63

Total.....	203,298	189,206	14,092
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### Statement of Consumers by Departments as of February 29, 1928

	Gas	Elec.	Steam	Total	Incr.
1918....	78596	27945	51	106592	
1919....	78392	29018	75	107485	893
1920....	79954	31431	75	111460	3975
1921....	80869	35246	81	116196	4736
1922....	81639	41309	104	123052	6856
1923....	84396	50207	115	134718	11666
1924....	87420	60877	117	148414	13696
1925....	90332	71824	143	162299	13885
1926....	94776	82147	184	177107	14808
1927....	97873	91075	258	189206	12099
1928....	102928	100049	321	203298	14092

Incr. in				
10 years	24332	72104	270	96706

### Net Increase in Consumers by Months

	1926	1927	1928
Incr. in January....	652	357	428
Incr. in February....	733	512	439
Incr. in March.....	729	612	
Incr. in April.....	1083	1271	
Incr. in May.....	1166	1270	
Incr. in June.....	1114	1128	
Incr. in July.....	1021	1106	
Incr. in Aug. st....	1199	1587	
Incr. in September....	1603	1286	

### Miscellaneous Data

	Feb. 29, 1928	Feb. 28, 1927	Incr.
Miles of Gas Main.....	702	652	50
Miles of Overhead Lines.....	4232	3680	552

	Mo. of Feb. 1928	Mo. of Feb. 1927	Increase
Amount of Payroll.....	\$334,955.16	\$311,620.07	\$23,335.09
K.W.H. Generated—Steam.....	8,102,910	9,467,990	*1,365,080
K.W.H. Generated—Hydro.....	20,404,237	15,100,550	5,303,687
K.W.H. Purchased.....	3,815,256	5,886,688	*2,071,432
M. Cu. ft. of Coal Gas Made.....	303,563	300,951	2,612
M. Cu. ft. of Water Gas Made.....	92,800	83,134	9,666
Tons of Steam Coal used.....	20,888	20,123	765
Tons of Gas Coal used.....	25,854	27,720	*1,866
Gallons Gas Oil used.....	264,410	109,310	155,100
Tons Coke Made.....	17,621	18,851	*1,230
Gallons Bengas Made.....	57,644	65,100	*7,456

\*Denotes Decrease

Miles of Underground			
Cable.....	2492	2190	302
Miles of Subway Duct.....	1734	1610	124
No. of Street Arc Lamps.....	1430	1061	369
No. of St. Mazda Lamps.....	17901	15964	1937
Total No. of St. Lamps.....	19331	17025	2306
Number of Employees.....	2324	2228	96

### E. B. A. for March, 1928

Balance 1st of Month.....	\$14,417.95
Dues—Members.....	1,652.18
Dues—Company.....	1,652.18
Fees—Members.....	4.00
Fees—Company.....	4.00
Assmt. No. 97—Members.....	.25
Assmt. No. 99—Members.....	.25
Assmt. No. 102—Members.....	481.25
Assmt. No. 103—Members.....	.25
Assmt. No. 104—Members.....	.25
Assmt. No. 102.....	481.25
Int. on Bk. Balances.....	501.75
Members' Assoc. Expenses.....	15.38
Misc. Receipts.....	15.00
Total Receipts.....	4,807.99
Total Receipts plus Balance.....	\$19,225.94

Deductions	
Sick Benefits.....	1,782.05
Accident On Duty Benefits.....	65.32
Accident On Duty Benefits.....	51.24
Death Benefit No. 103.....	225.00
Family Sickness.....	4.28
Medical Examiner's Expense.....	6.00
Expense of Nurse, Jan., 1928.....	113.34
E. B. A. Fees Collected in Error.....	4.00
Total Payments.....	2,251.23
Balance on Hand.....	\$16,974.71

Membership	
Date	No.
Members Feb. 29, 1928.....	1978
Affiliated March, 1928.....	68
Terminated March, 1928.....	16
Gain.....	52
Membership March 31, 1928.....	2030

	Mo. of Feb. 1928	Mo. of Feb. 1927	Increase
Amount of Payroll.....	\$334,955.16	\$311,620.07	\$23,335.09
K.W.H. Generated—Steam.....	8,102,910	9,467,990	*1,365,080
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Gallons Gas Oil used.....	264,410	109,310	155,100
Tons Coke Made.....	17,621	18,851	*1,230
Gallons Bengas Made.....	57,644	65,100	*7,456

\*Denotes Decrease

## Girls' Basketball Team Makes Impressive Showing

UNDER the able management and coaching tactics of Mr. Ralph Flood of the Record Drafting Department, the girls' basketball team made a very worth-while showing during the first season of its existence. Playing a schedule of eleven hard games, the aggregate scores show that the girls won 155 points as against 172 for their opponents.

Of the eleven games played, R. G. & E. girls won five, losing, for the most part by very small margins, one game to last season's city champions, Court Highland, two games to Camera Works, one game to Kodak, one game to the Kayos and one game to the Spencerport Town Team. They defeated the Kayos in three games

and the Amalgamated Clothing in two games. Miss Evelyn Gravelle and Miss "Peg" Biedekapp ran a close race for scoring honors, Miss Biedekapp being high with 36 points for the season, while Miss Gravelle scored 32 for second place.

The personnel of the team is made up of the Misses Francis DeBerger, Evelyn Gravelle, Ina Blakeley, Alice Church, Ruth Marcott, "Peg" Biedekapp, Elma Spindler, Naomi Blakeley.

With the impressive showing made this past season, the team expects more girls out next season, and are hoping to develop a team that will walk off with first honors in the City's industrial competition for girls' basketball teams.



Members of the Girls' Basketball team. From left to right, The Misses Francis DeBerger, Evelyn Gravelle, Ina Blakeley, Alice Church (Manager), Ruth Marcott, "Peg" Biedekapp (Captain) and Elma Spindler.

## OBITUARY



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

Mrs. Elizabeth Owens Stebbins, mother of Mr. Charles D. Owens of the Domestic Sales Department, died on March 26. Funeral services were held at the residence, 906 Garson Avenue, March 29, with interment in Mt. Hope Cemetery.

Mrs. Anna Drumm, wife of Mr. Patrick J. Drumm, chief engineer at Station 3, died at her home, 656 Lake Avenue, on March 26. Funeral services were held at Sacred Heart Church on March 29, with interment in Holy Sepulcher Cemetery.

Mr. Stanley L. Burne, Foreman in the Gas Street Department, died on Easter Sunday, April 8, at his home, 119 Scottsville Road. The funeral services were held at the home, with burial at Mt. Hope Cemetery. Mrs. Burne survives him.

The father of Mr. William Lannagan of the General Construction Department died recently at the family home.

## PERSONALS



At the last meeting of the Edo Bridge Club, composed of girls from the Electric Distribution Office, which was held at the home of Mrs. Carl Winterroth, 733 Woodbine Avenue, prizes were won by the Misses Irene Mura, Grace Johnstone, and Jewell Simpson.

Members of the Edo Bridge Club of the Electric Distribution Office are

planning on celebrating the first anniversary of the organization of the Club early in May.

A farewell party was given to Miss Thelma Rice of the Electric Distribution Office recently. Miss Rice leaves the Company to enter the Highland Hospital School of Nursing, and she is followed by the well wishes, not only of her many personal friends in the Company, but by those of the entire organization, which is always glad to congratulate anyone entering upon a life of service.

Miss Kay Green and Mrs. Marie Harry of the General Construction Department are going in strong for the artistic life. Each of them is painting dinner sets of over 100 pieces. The decorations are very elaborate, and the ladies are expending much effort on them.

Mr. Michael Ryan and Mr. E. A. Stein, both of the Transportation Department, are having an argument over a bet laid recently. It seems that Mr. Ryan claims to have bet Mr. Stein that the plane would land on this side of the Atlantic, while Mr. Stein's contention is that they should have landed in New York. Apparently the best means of settling the dispute will be by arbitration.

The boys of the Motor Department are running off a checker tournament, during their noon hour. The contest is close, with Mr. Frank Vogler and Mr. Price Palmer leading the field.

Mr. Charles Sova of the Transportation Department, who is lieutenant of Company 1, Brighton Fire Department, gave a party for members of the Department at his home in Holloway Road, Brighton, April 21. Thirty-one guests partook of Mr. Sova's hospitality.

Mr. Edward King, of Mr. Lamey's Tool Room enjoyed quite a thrill recently when the intense wind blew the top off his Ford when he was coming to work.

After wandering around for three long years Mr. Lloyd Blatchley of the General Construction Department has at last settled down to a desk all his own. He now has a private office on the Balcony of the General Construction Office. The girls are expecting him to rehearse the balcony scene from Romeo and Juliet any day now.

Mr. Hayes Evans, foreman of the Coke Delivery Department, recently gave a party at his home, 615 Post Avenue, in honor of Mr. Victor Miller, of Montreal, and formerly Manager of Coke Sales for the Company. "Vick's" favorite card game, Red Dog, and an excellent repast, were features of the entertainment.

Mr. Richard Henry, of West Station, purchased a new home recently, at 231 Thorndyke Road, Summer-ville. The men of the coke bins enjoyed a rousing house-warming party there, recently, and presented Mr. and Mrs. Henry with a bridge lamp, which was greatly appreciated.

Mr. Paul Miller, of the Accounting Department, recently purchased a new Chevrolet car.

Miss Elma Spindler, of the Auditing Department, recently spent the week-end in Buffalo and Niagara Falls. Miss Spindler was much impressed with the electric illumination of the Falls, which she says was quite spectacular with the ice reflecting the glow of the huge batteries of spotlights trained upon them every night.

Miss Mabel Esley, of the Stock Transfer Department, was initiated into the Order Eastern Star at Lyons, New York, recently. Miss Esley's mother is District Deputy Grand Matron of the Order in the Wayne District.

Miss Elizabeth Bauman, of the General Construction office, saved a part of her last summer's vacation, and was therefore able to spend Easter week in Washington and Annapolis. She made the trip to the Capitol City by motor.



East Station has its charms; the General Construction offices, for instance. The young women shown above are, left to right: Mrs. Marie Harry, the Misses Belle Waltuck, Clara Elshieser, Kay Green, Evelyn Biederk, Marian Waltuck and Midge Garrison.

Mr. Fred Eggert is a collector of loud speakers. He has them from almost every period or stage of their development. His right hand man is Mr. Ray Bitzke, who acts as inspector and diagnostician. Ray is quite an artist himself and is said to make the music come out sweet, no matter how sour it went in.

The indoor baseball team from Mr. Lamey's Tool Room will have to be watched this year by other teams which have their eyes on the league laurels. This team recently defeated the Meter Readers in a practice game at Searle Park. The score is said to have been 12 and 0. Johnny Baker featured with many spectacular stabs and hits during the practice period but lost his ambition when the game was called. The battery for the Lamey team was Walter Bond, catcher, and Leon White, pitcher.

Miss Dorothy M. Dake of the Public Relations Department is plan-

ning on spending an early vacation in Chicago, where she will visit relatives. She says that she is quite optimistic about the trip, and has been much encouraged by the result of the recent primary elections held there.

Miss Kathryn MacIntyre of Consumer's Ledger Department spent her vacation in Bermuda this year. Miss MacIntyre reports that the limestone houses, against a background of gorgeous green foliage, on the island made a very inspiring picture. She says that the natives apparently do not worry much about what happens on in the outside world, and that the five day old paper reaches them they are perfectly satisfied with the news. Commenting on conditions here, she says that radios on the boats are a scarce article, not that the hotels being thus equipped. Miss MacIntyre proved to be a good swimmer, eating every meal on the beach.



Pressing a button on your desk at the Gas and Electric Building brings one of these smiling boys or girls to you. We pressed a lever on the Graflex and got all their smiles together. From left to right, the smile owners are: back row, Ethel Wilkins, Ruth LaFosse, Ruth Kowars, Mr. August McKen, Supervisor of Mailing Department group located on the third floor; Alice Hall; Paula Muhs; Anna Rodak, and Clara Schwan. Front row, Philip Gropp; Robert Fichtner; Kenneth Weidenbauer; Norbert Kuhn; Mr. Leach, and Arthur Wood.



This is Lady Pauline, whose master is Mr. Charles Sora of the Garage. Lady Pauline is mother to ten little police dogs as beautiful as herself.

An eight and one-half pound baby boy was born to Mr. and Mrs. Dick Hopkins on Thursday, April 12, at their home, 492 Colvin Street. Mr. Hopkins, who is employed at West Station, passed around the cigars in honor of the occasion and his smile was just a bit wider because his son and heir arrived ahead of Friday, the 13th.

Messrs. William Speers, Linn Bowman, of West Station, and R. Fullreader, of East Station, attended the convention of the Empire State Gas and Electric Association at Briarcliff Manor.

Mr. Hamilton Clark King, of West Station, recently overhauled his car and gave it a coat of new paint and all he needs now is some good weather and a vacation period.

Mr. Fred Pfluke was one of those persons who waited for the new Ford. Fred is still waiting but hopes to get it in time for vacation, though he may have to postpone his vacation.

The B. B. Club of the Electric Distribution Office gave a party in honor of the birthday of their treasurer, Miss Ruth Frank, at the home of

Miss Marion Shelden, 65 Kingston Street, recently. They presented Miss Frank with a woven bag. The next meeting of the Club will be held at the home of Miss Janet Strachen, 71 Prince Street.

Mr. Richard H. Brown, of the Steam Division, gave a party at his home in Irondequoit and the following men were present to partake of Mr. Brown's personally prepared ham and cabbage: Messrs. I. E. Powell, E. G. Powell, Julius Schenck, J. B. Vogelsang, L. Crass, W. Krapp, V. Brown, H. Simmons, F. Boyer, G. Johnson and Dr. Daniels. After dinner, the party was transferred to the new See Breeze bowling alleys, where the competition was keen between teams captained by Messrs. Schenck and Vogelsang, respectively. Mr. I. E. Powell was high man for the losers and Mr. Vogelsang for the winning team.

Mr. F. J. Boyer, inspector in the Steam Distribution Department, in walking through Atlas Street recently, noticed a fire at the Seely Furniture and Upholstery plant. He turned in an alarm and Battalion Chief Keegan and his men, using two water lines, put out the conflagration. It would seem that Mr. Boyer is a fire inspector as well as a steam inspector.

Miss Lillian Bastian of the Industrial Sales Department has returned from a leave of absence.



"Buster," another member of Mr. Sora's canine family. He is a good watchdog as this pose seems to indicate.



Runners-up in the Interdepartmental Bowling League tournament. From left to right: Messrs. Benjamin Cahill, Lorrin Prince, Carl Wintbush, Horro Kiefer and Herman Finney. These men were tied with the Office team for first place and it required a special roll to decide the winner.

Mr. Norman F. Prince, Laboratory Director, is a regular tenor soloist at the First M. E. Church. Mr. Prince sang "The Palms" on April first, and

greatly pleased the congregation with his rendition of "Hallelujah" on Easter Sunday.

Miss Mabel Perry, of the Soldiers Department, is directing the choir of the First Baptist Church at the airport.

Miss Adelyn Eubank, of the Claims Department, has resigned her position on account of the illness of her mother. Miss Margaret Settle is taking her place in Mr. Royce's office.

Little Caroline Joanna Smith—"another Smith girl"—arrived in Rochester on April 2. Mr. and Mrs. Landis S. Smith, the proud parents, have introduced the new sister to Walton and Kathleen, who are already talking about teaching her to swim in the old swimming hole at the Smith "Farm Camp."

The girls of the General Construction Office are planning a May walk, with breakfast in the woods some bright morning. They are enthusiastic about the advance of spring, contending that there is nothing more beautiful in nature than the early sunrise through the opening leaves and budding flowers on a May morning.

Mr. Frank Harm, of the General Construction Department, recently



The Business Branch of the Rochester Public Library, typifying educational power, set off by a foreground of rushing, potential hydraulic power; but, alas, most of this hydraulic power was wasted because it came faster than it could be utilized, thus accentuating the value of river control.

placed on the market a device he invented which should become quite a good seller, chiefly because it is useful. It is a circulator, electrically operated, which forces hot water through every radiator in one's home or building almost as quickly as one can say Jack Robinson. Mr. Harm's invention has met the approval of engineers and heating experts and is now being produced in a local plant. It is compact, easily installed and is guaranteed to pep up a heating system which has developed anemia or arterio sclerosis.

Joan Elaine, a baby daughter, was born to Mr. and Mrs. Germain Titus, April first. Mr. Titus, observing the time honored custom, passed out cigars to the boys of the Transportation Department.

Mr. Harold F. Bartlett of 5 Buffard Road, of the Investment Department, has joined the sales group at the local offices of Bonbright and Company, Inc., in the Lincoln Alliance Bank Building, according to an announcement made recently at the New York home office. The company handles investment securities. Mr. Bartlett was graduated from the University of Rochester in 1923, and at that time became associated with the Rochester office of the Guaranty Company of New York. After a year and a half with that firm he went to the Gas and Electric office in East Avenue, where he has been employed until taking the new position.

Mr. Ernest A. Barth, Company Employment Manager and a Columbia graduate in the class of '14 is heading a committee in charge of the organization of a Columbia University Alumni Club in Rochester. The Club becomes the 27th alumni club, and will be supported by about 150 alumni in Rochester, besides several score of others in the immediate vicinity.

Mr. C. W. Miller, Superintendent of the Motor Department, was feted

recently at a dinner in his honor attended by 600 members of the Rochester Lodge of Elks and their guests at the Hotel Seneca. Mr. Miller has been Exalted Ruler of the Rochester Lodge for two terms. Great tribute was paid him by the speakers of the evening for the splendid work he accomplished in the order during his tenure of this office.

The young women of the Coke Sales Department find it difficult at times not to cast covert glances streetward, especially during those days when the high winds were cutting antics on East Avenue. The large show windows, giving such a free and unobstructed view of outdoors also makes it possible for them to know just what the weather is each noon or night before they start for lunch or home and whether or not they must take an umbrella with them. The department has been rushed with spring orders for Guaranteed Coke and everyone has been exceedingly busy.



This little girl is not saving her prayers, but picking the first spring wildflowers. It is Pauline Mason gathering a nosegay to put on her teacher's desk. Do you remember when you used to delight in doing the same thing?



Miss Madaline Holahan of the Transportation Department gave a grocery shower in honor of the marriage of Mr. James Coyne and Miss Helen LaBorie at her home recently. The employees of the Transportation Office were present. Bridge and a luncheon were enjoyed.

Mr. George Swarthout and Mr. E. A. Stein of the Motor Department are in a competition to determine who can grow the best roses. They have each purchased a dozen rose bushes and are bending every effort to getting out the first blooms.

Mr. Jack Hollis, Jr., of the Transportation Department, has purchased a new year round home on Huntington Street, Sea Breeze.

Mr. George Knight of the Transportation Department is sharpening up his fish hooks in preparation for the coming fishing season at Crabberry Pond, where he has a summer home. He has rebuilt the cottage, adding a fireplace and an enclosed veranda which surrounds the house. The boys of the Transportation Department are waiting for the fishing season to open to pay him a visit.

Mrs. Marion E. Campbell of the Mailing Department left the employ of the Company recently to live in Syracuse, where her husband is now employed.



New home of Mr. William G. Walker, of the Garage, of 25 Van Dyck Avenue, Sea Breeze.

Mr. Homer C. Deffenbamy, of Industrial Sales Department, and Mr. Leo East, of Gas Shop Office, were on the program of speakers at the Empire State Gas and Electric Association Convention at Hotel Waldorf, New York. Mr. Deffenbamy's speech was entitled "Test on Cameroville Motors," and Mr. East spoke on "Installation and Maintenance of 'Shut Offs' on Gas Distribution Systems."

Miss Clara Cameron, of the Stenographic Department, is doing the secretarial work of Mr. Alexander Beebe, Superintendent of Gas Manufacture. Miss Cameron was formerly active in this capacity for Mr. Frank Howes, whose office Mr. Beebe now occupies.

Miss Margaret Delaney, of the Appliance Department, has returned to her duties after six weeks absence during which she underwent an operation at the Genesee Hospital. Miss Sarah Blair, of the Cashiers Department, is also back.



Safe on first—but very, very close; and that's what makes baseball so attractive.

Miss A. G. Place, of the Purchasing Department, attended the recent convention of the Y. W. C. A. at Sacramento, California, as the Rochester representative of the Association.

Miss Edna Crocker and Miss Irene Muntz of the Home Service Department participated in the recent Prudence Penny Food Demonstration held on the fifth floor of the Rochester American-Evening Journal building.

Mr. John B. Allington, of the Industrial Sales Department, attended the recent meeting of the New York Research Committee of the American Gas Association held in New York City.

The engagement of Miss Lucille Park of the Coke Sales Department, to Mr. Wesley Miller of 25 Austin Street was announced recently by Miss Park's mother. The marriage will take place in June.

The engagement of Miss Gertrude Clark to Mr. George Thompson of the

Auditing Department was recently announced. They are to be married on April 30, at St. Paul's Church of this city, and will probably motor to Atlantic City on their honeymoon.

Mr. William Hahle, of the Paint Shop, recently moved into his new home on Chili Avenue.

Mr. and Mrs. Edward Pink recently entertained the members of the General Construction Bowling team, and their wives. Among those present were Mr. and Mrs. W. P. Hughes, Mr. and Mrs. A. Stewart, Mr. and Mrs. P. R. Hall, Mr. and Mrs. Max Wohlgenuth, and Mr. and Mrs. R. Vanderwall. Music, card playing and dancing, climaxed by a tasty luncheon helped to round out a very pleasant evening for all present.

It seems quite natural again to see about the Paint Shop the two Steves: Messrs. Steve Pearson and Steve Cahill, who were absent for some time through incapacitation.



Members of the R. R. Club of Electric Distribution Office, as they appeared at their recent baby party, held at the home of Betty Tibbils, 3763 Lake Avenue. Left to right, the Misses Hannah McKnight, Betty Tibbils, Helen Mink, Ruth Frank, Blanche Sisson, Margaret Spencer, Marion Skeldan, Bertha Rowman, Janet Strickman and Jean McKnight, whose birthday was celebrated upon this occasion.



# Fumes and Flashes



## A TOUGH BREAK

Ed—"I guess you've been out with worse looking fellows than I am, haven't you?"

No answer.

Ed—"I say, I guess you've been out with worse looking fellows than I am, haven't you?"

Co-ed—"I heard you the first time. I was just trying to think."—*Selected.*

## HOW KUM!

"Ah sho got a problem on ma huns," said Raatus. "Doctah done tell me ah got t' eat lots o' chicken, an' den he says ah dass' go out no mo' nights."—*Selected.*

## VOCATIONAL

"And now, children," said the school teacher, "since we've finished the lesson in public speaking for the benefit of those who may become Trans-Atlantic aviators, we shall devote an hour to public speaking to train you for the presidency."—*Selected.*

## AMBITIOUS

Edison, with all his inventions was a piker compared to the ambitious young photographer who advertised: "Your baby, if you have one, can be enlarged, tinted and framed for \$8.97."—*Selected.*

## DO YOU KNOW HIM?

"He drove straight to his goal," fervently spoke the orator. "He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?" He paused for effect. "A truck driver," came a knowing voice from the rear.—*Selected.*

## THE REASON

"You're moving again?"

"Yes; the neighbors have seen all my wife's hats."—*Selected.*

## SUCH MUSIC

"And what in France," asked a friend, "did you enjoy the most?"

"Well, I think," said the lady, "it was the French pheasants singing the Mayonnaise."—*Selected.*

## SLIGHT MISUNDERSTANDING

Mistress—"Bridget, it always seems to me that the crankiest mistresses get the best cooks."

Cook—"Ah, go on wid your blarney."

—*Selected.*

## SOME PRINTER

"May I print a kiss on your lips?" I said, And she nodded her sweet permission.

So we went to press and, I rather guess, We printed a full edition.

"One edition is hardly enough,"

Said she, with a charming pout, So again on the press the form was placed, And we got some extras out.

—*Selected.*

## NOT SO NICE

Summer Hotel Flapper—"What only you here. Where have all the nice boys gone?"

He (bitingly)—"They've gone stuffing with all the nice girls."—*Selected.*

## TOO MUCH REMIND

"What has become of the executive and train of cars I gave you for Christmas?" asked father.

"All gone, papa," said the daughter. "We have been playing government on the ship."—*Selected.*

## LANGUETTY PRIMATE

"How longed at me when I spoke to the natives in England—any longer than I speak with some Scotch?"—*Selected.*

## S.S.S.H!

"My friend," said the doctor, "you are suffering from a chronic complaint."

"I know it, but please lower your voice. She's in the next room."—*Selected.*

## NOTHING ELSE BUT

"Are you laughing at me?" demanded the irate professor of his class.

"No," came the answer in chorus.

"Well," insisted the professor, "what else is there in the room to laugh at?"

—*Selected.*

## NO EASY MARK

Johnny, aged six, was told he had to go to the hospital to have his tonsils removed, and his mother was bolstering up his morale.

"I'll be brave an' do jest what they tell me, Ma," Johnny promised, "but I betcha they don't palm off no cryin' baby on me like they did when you was in the hospital."—*Selected.*

## SOME PARTY

"I hear you gave a party last night, old chap. What was it to celebrate?"

"It was for my wife. It was the 10th anniversary of her 30th birthday."—*Selected.*

## Where the West Begins

OUT where the boosting's a little stronger,  
Out where the hair grows a little longer;  
Where the talk is loud and runs to boast,  
And to press your pants is a crime, almost;  
Where the laugh is loud and the manners rude,  
And to shave your neck marks a man a dude—  
That's where the West begins.

But—where does the East begin?

Where the streams are shallower and the hills are flat,  
And a man is judged by his coat and hat;  
Where the women boss, and the menfolk think  
That toast is food and tea is a drink;  
Where the men use powder and the wrist watch ticks,  
And everyone else but themselves are hicks;  
That's where the East begins.

Now East is East and West is West,

They each have some bad and they each have some best;  
For it isn't a matter of lines on a map  
That makes a guy regular or makes him a sap.  
The folks out West may run to brag,  
And the knees of their pants may sort of sag;  
But there's many a guy in the boundless West  
With a heart as staunch as his leather vest.  
And there's many a guy in the East, by heck,  
Who presses his pants and shaves his neck,  
Who's got good nerve and a gilt edged soul—  
If he does mess around with a finger bowl.

—Col. C. G. Thompson, in *Wall Street Journal*, New York.

*It's the Way  
You Do It*

**I**F advice we would convey,  
There's a time we should convey it:  
If we've but a word to say,  
There's a tone in which to say it.

Oft unknowingly, the tongue  
Touches on a chord so aching  
That a word or accent wrong  
Pains the heart almost to breaking.

Many a tear of wounded pride,  
Many a fault of human blindness,  
Has been soothed or turned aside  
By a quiet voice of kindness.

—*Selected.*