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A REGULAR MAN

By GEO. FLAUM

LORD, let me live like a Regular Man,
With Regular friends and true;
Let me play the game on a Regular plan,
And play that way all through;
Let me win or lose with a Regular smile
And never be known to whine,
For that is a "Regular Fellow's" style
And I want to make it mine!
Oh, give me a Regular chance in life,
The same as the rest I pray,
And give me a Regular girl for a wife,
To help me along the way.

Let us know the lot of humanity,
Its Regular woes and joys,
And raise a Regular family
Of Regular girls and boys!
Let me live to a Regular, ripe old age,
With Regular snow-white hair,
Having done my labor and earned my wage,
And played my game for fair;
And so, at last, when the people scan
My face on its peaceful bier,
They'll say, "Well, he was a Regular Man"
And drop a Regular tear!



HIGHLAND PARK IN
HOLIDAY GARB





JOHN I. MANGE

President of the Associated Gas and Electric Company

MR. JOHN I. MANGE, President of the Associated Gas and Electric Company, whose seasonal greetings to us appear on the opposite page, has been connected with the Associated organization during nearly his entire public utility career. One of his first jobs after graduating from Tufts College was that of assisting in the construction of the Harwick Power Plant, in Otsego County, New York, now served by the New York State Electric Corporation. Later, he was Superintendent of the gas and electric property at Plattsburg, N. Y., and in 1912, he became a member of the Associated Gas and Electric System, was subsequently elected its Vice President and General Manager and, in 1922, became its President. Mr. Mange is also Vice President of the J. G. White Management Corporation and is a fine example of the traditional fitness of Associated executives for their important work. We are happy to present him to our hundreds of readers, for whom President Mange's enthusiastic expressions of seasonal good-will will be a source of inspiration.

GREETING

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To be given the honor of writing the 1929 Christmas Greeting for your magazine is a very great pleasure, because it gives me an opportunity to tell every one of you, individually, how much I appreciate the candid, helpful loyalty and cooperation you have manifested during the short time you have been a part of the Associated System. Such allegiance as you have shown is a pledge of good-will that creates in me implicit faith that lasting benefits for our great system will continue to come out of your splendid organization.

Most sincerely I wish you a very Merry Christmas and all good things for the New Year.

A handwritten signature in cursive script that reads "J. I. Mange".

President, Associated Gas and Electric Co.



Graflex Adds Interest to Photographic Pastime

THE unusual interest which was created by the Graflex display in a Company show window during the Rochester Exposition and Horse Show Week, last Fall, is striking proof of the appeal which fine pictures have for everybody. And when the Folmer-Graflex Corporation capitalized this picture lure and augmented it by an unusual and highly instructive display of the actual workings of the Graflex focusing device, a combination was developed which stopped most of the passers-by. A view of the Folmer Graflex attention-getting window is shown below.

The Graflex camera has to its credit some of the most unusual and attention-compelling pictures ever taken. Due to the construction of the Graflex, with its focal-plane shutter and its full-size, normal focusing feature, the range of possibilities is manifold. Photographing speeds from one-thousandth of a second down to any length time-exposure gives this unusual instrument command of every requirement of photography.

The window was arranged to show the various Graflex and Graphic cameras themselves, besides beautiful art views, sports scenes, and a portrait of a fat little baby in his birthday clothes. A greatly enlarged model of the Graflex itself, one side cut away to show how the image, reflected on the ground glass screen, is seen through the focusing hood, was a cleverly conceived display. The subject focused upon was a life-size doll holding a balloon, and the same subject was reproduced within the model, first on a 45-degree angle, representing the reflecting mirror in the actual instrument, and then on the ground glass at the bottom of the hood.

This effective display was so simply constructed that even the casual passerby could understand at once how the subject, actual film size and right side up, is visible to the Graflex operator right up to the instant of exposure.

No camera expert is needed to see why there is not the slightest guesswork in photography with a Graflex. You see exactly what the lens will see.



A Rochester industry, the Folmer-Graflex Corporation, does much to make the pastime of photography a more interesting and comprehensive one. Producing a camera that makes possible the taking of excellent speed pictures as well as portraits, landscapes, etc., with a "right-side-up" image always visible of what is being taken, is one of the Graflex features. Above is shown the Graflex window display featured during the Exposition Horse Show, last Fall, in one of the Company's East Avenue windows.



An exciting moment recorded with a Graflex. Nothing seems to be too fast or too exciting for Graflex, which for some time has been regularly used in obtaining many of the illustrations used in Gas and Electric News.

Human eye and camera eye are as one. Such definiteness means accurate focusing and centering of the subject.

At the left of the display was one of the Graflex Corporation's highly prized pictures—a portrait study of two French Fox Hounds which took the well-known photographer, H. Armstrong Roberts, of Philadelphia, four hours of patience to secure. Of this, Mr. Roberts said:

"To those who have never tried to photograph dogs, especially hounds, the accompanying picture may not ap-

pear as any particular achievement, yet it was one of the most trying problems I ever had with a camera, and I have photographed hundreds of dogs, under all sorts of conditions.

"These animals are French Fox Hounds, father and son, timid creatures even in the presence of their master, weighing about ninety pounds apiece, with a commanding stature and dignity, provided their timidity is overcome.

"To obtain the arrangement and composition of this picture, to record the character and dignity of the hounds, to get them at the instant when their muzzles were closed, to get them both with alert, interested and natural expressions, unrestrained by a leash, and with the light striking them in a manner that would yield the desired modeling—that was the problem which required four hours of patient persistence, and tireless quiver on the part of the man, and a Graflex to finally record it."

Try a Graflex. They're 'great'!



This fine little family were caught in an instant of spontaneous mirth. It may not be a work of art, but it at least registers happiness, the spirit of youth. Graflex helps you to get pictures of animals, children, friends that are not too posy. When the psychological moment comes and your picture is ready, Graflex never fails, but records it just as it is, and just as you want it.



Ventilation for Homes

Progress in the field of construction has included advances in the process of ventilation, which today receives the attention it deserves, at least in office buildings and industrial plants. Whether similar progress has been made in home ventilation is open to debate. Read what Mr. Taylor has to say about his study of this problem.

FRANK C. TAYLOR

FOR several years progressive concerns have supplied through ventilating ducts fresh filtered air to office buildings, and in addition correct temperature has been automatically maintained by thermostats. At the present time many concerns are buying central station steam service to get rid of the dirt and trouble caused by local boiler plants.

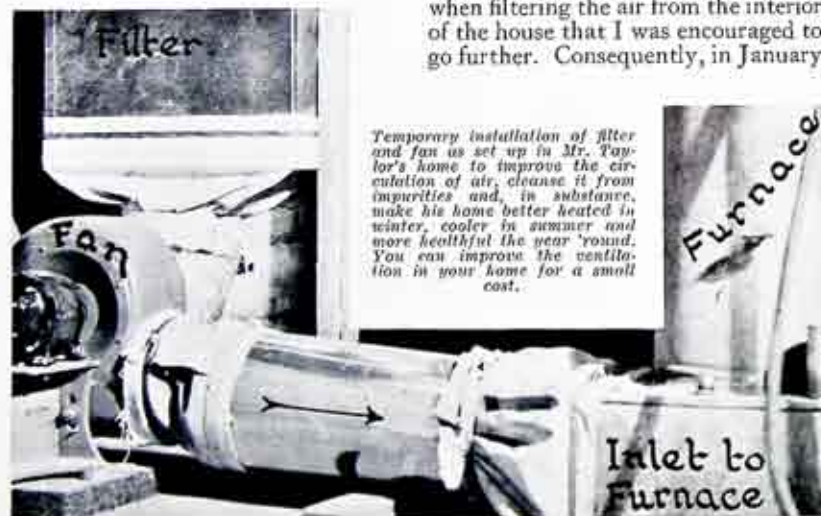
With the knowledge of all the comforts and conveniences that have been supplied to office workers, it is only logical to ask what is being done to improve the air conditions in the home?

In the home effort is now being made to install thermostats for the control of temperature. Gas househeating installations are being made to get rid of the dust, dirt and inconvenience of

coal-fired furnaces, but only recently has any attempt been made to supply clean air to the home. One manufacturer, The Carrier Company, has incorporated a type of filter in its gas-fired hot air furnace, but further than this no particular effort has been made to sell the idea of clean filtered air to the home owner.

With the idea that a forced ventilation system in conjunction with a hot air furnace, using a filter, would be of value in the home, I installed last fall in one of the cold air returns of my hot air furnace a No. 1/0 Sirocco Utility Blower with a home-made filter equipped with a paper filter made by the National Air Filters, Inc.

The sheet of paper through which 115 cu. ft. of air per minute was filtered twelve hours a day became so filled with black dirt in 360 hours' operation when filtering the air from the interior of the house that I was encouraged to go further. Consequently, in January



Temporary installation of filter and fan as set up in Mr. Taylor's home to improve the circulation of air, cleanse it from impurities and, in substance, make his home better heated in winter, cooler in summer and more healthful the year 'round. You can improve the ventilation in your home for a small cost.



Section of (left) filter paper after one month's operation as compared with (right) a section of the clean filter paper. This dust and dirt is present in most homes, in the air, but filtering extracts it and in the process the home becomes better ventilated.

I installed a No. 1 1/2 Sirocco blower with a capacity of 460 cu. ft. per minute against 1/4" static pressure. This was driven by 1/8 HP motor and was used in conjunction with a Unit National Air Filter with a 16 sq. ft. of paper surface.

This fan and filter I placed between the hot air furnace and the cold air return. The inlet to the fan is so arranged that by suitable dampers air may be taken from the outdoors or the house through the return duct.

I found that when the air was taken from the house the filter paper became so filled with dust and fine particles of carbon that a replacement of the paper was advisable after six weeks of operation.

During the past summer months I have operated the fan and filter 24 hours a day, drawing air from the outdoors and delivering it through the registers on the first floor of the house. I found that the house was decidedly cooler with the fan in operation and during the evening the house cooled off much more rapidly.

In winter, owing to the increased circulation of air from the furnace

caused by the blower, the house heated better and with less fuel burned. The 30% increased circulation increased the efficiency of my hot air furnace and made it possible to keep the house warmer in the coldest weather, which could only be done with difficulty without the fan in operation.

The fan running 24 hours a day used 72 KWH a month at the cost of \$2.88 on the 4c rate for electricity. As a result of the operation of the fan and filter, the house was better heated in winter and was cooler in summer. Clean air was supplied from the registers, both winter and summer, and fuel was saved in winter. All this and more at the cost of electricity under \$3.00 a month and the cost of paper refills for the filter of 20c for a complete renewal.

With thousands of homes excellent prospects for a system giving clean air to the home through the hot air furnace pipes, it is my belief that central stations, manufacturers of blowers, motors and filters should get to work and sell the idea of clean air to the home owner as has been done in the case of office buildings.



Details of Mr. Taylor's installation, from which he obtained some interesting data bearing upon home ventilation.



Fun in Company Files

Like the wives of employees of certain Company departments could read some of the specifications for orders that pass regularly through the Purchasing Department, they might turn up their eyes in wonder. For instance, one order recently read: to straightening one bonnet, so much, the time spent and the cost being given. Sounds like material for a divorce, doesn't it? But in reality, it was only an item in the routine work of maintaining certain types of valves.

Upper legs; lower and upper jaws; rubber feet are still more items specified on Purchasing Department orders. While they appear to be orders for spare parts for the human anatomy, they are but ordinary equipment needed in various departments and have nothing to do with murders, gang wars or bootleggers.

There are scores of other peculiar items that pass through from time to time. They usually cause a good laugh for new employees who have not been initiated to the thousands and thousands of diversified items of equipment which a large utility uses regularly. Believe it or not, one order mentioned worms, and it was in the

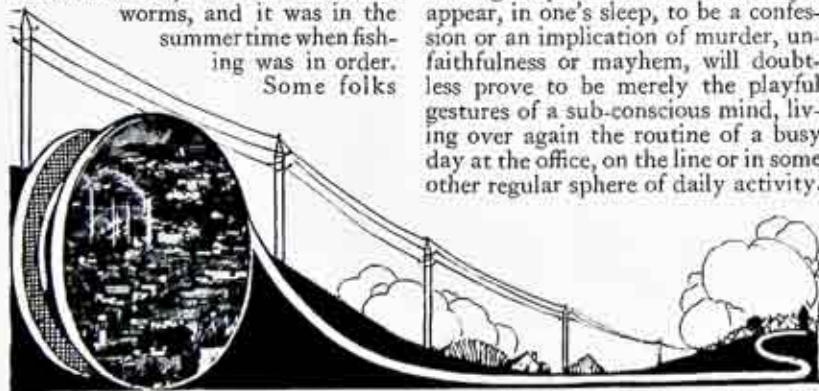
summer time when fishing was in order.

Some folks

might have taken it for granted that the person ordering worms was planning for his vacation. Instead, they were needed for important machines, and were of the steel variety.

Suppose you were a green, new employee and you ran across this one: three dead men. What a nightmare you might have. The Purchasing Department is no place for a nervous person to work in, it appears. Rubber policemen, dolleys, wrists, teeth, fingers and scores of other strange items of hardware or equipment used in electrical construction or engineering work, sound to most of us like the rantings of a blood-thirsty demon in a mystery story, but each item comprises a needed part in the big show put on by a utility in maintaining its service to the public.

Wives of persons employed in the Purchasing Department and in the Electrical Distribution, Line and Engineering Departments should not jump at conclusions when their husbands talk in their sleep and mention any of the items spoken of above. A ready alibi awaits them in the card index files of the Stores Record or Purchasing Departments. What might appear, in one's sleep, to be a confession or an implication of murder, unfaithfulness or mayhem, will doubtless prove to be merely the playful gestures of a sub-conscious mind, living over again the routine of a busy day at the office, on the line or in some other regular sphere of daily activity.



Last year the Associated Gas and Electric Company appropriated \$50,000,000 for new plants, lines and betterments to its service.



Five Minutes a Day Pays for Electric Service

THE average unskilled laborer now works four hours a day to pay for food for his family and less than ten minutes for lighting his home, says M. Luckiesh, Director of the Lighting Research Laboratory of the National Lamp Works and author of a number of books on illumination.

"In 1879," Dr. Luckiesh continues, "when the first electric filament lamps were produced, all artificial light was obtained from open flames. If the unskilled laborer at that time had used as much light, obtained from gas flames, as is now used in the average American home, which is still far from adequately illuminated, it would have cost him 2½ hours of labor per day. If he had used tallow candles to obtain the same amount of light he would have had to work 24 hours each day to pay his lighting bill. He earned \$1.43 per day at that time, compared with \$3.20 per day now. When we take into account the much lower purchasing power of money now the decrease in cost of light is even more striking.

"Twenty years ago the cost of a 40-watt lamp was 27 per cent of the total cost of the lamp and the energy it consumed throughout a life of 1,000 hours. Now the cost of this lamp is only 8 per cent of the total cost of lamp and energy during its average entire

life. Obviously, the cost of a 40-watt tungsten lamp is not one-tenth as important as its luminous efficiency.

"The average family now spends less than 7 cents per day for electric lighting. It should spend nearly three times as much, at the present average rate for energy, in order to enjoy convenient and adequate utilitarian lighting. If the average unskilled laborer receives 40 cents per hour, it is obvious that his lighting would cost him ten minutes labor per day if he used as much artificial light as is used in the average home. But he does not, therefore, he works less than ten minutes a day to provide artificial light for his home. Assuming that the workman who now spends the average amount for electric lighting receives 80 cents per hour, then he pays only five minutes labor each day for light in his home.

"A recent survey shows that 47 per cent of the families in this country have an average annual income of \$2,550. Since they spend about 1 per cent of this amount for lighting their homes, they also work about five minutes a day to pay their lighting bills. Surely the convenience, utility and psychological value of better lighting in the home is worth more than the earnings of five minutes per day for half the families in this country."





Fifty Years of Fishing and Studying Fish

THERE is something about fishing that ministers to us. It makes us feel the heart throbs of Mother Nature, puts us in a cheerful, magnanimous frame of mind and adds both to our health and our moral nature just as the poem details which we have presented.

While fishing to most persons is merely a pastime, to Mr. James Annin, of Caledonia, fishing has been a vocation, a life work. He has specialized mostly on trout and probably knows more about their habits and the science



of trout fishing and propagation than any living man. His contributions to the art covering the past fifty or more years have carried him into many states in this country, as well as to England and other foreign places. He is recognized as an authority in these matters, though he would never admit it to you and me. He is a genius in a very unusual calling, and modesty is a virtue which always seems to go along with genius.

Came from Fishing Antecedents

Mr. Annin was born in Boston and in 1852 his parents moved to Le Roy, N. Y. The elder Annin was a great fisherman and like many fishermen in those days, he tied his own flies. His three sons therefore came naturally by their love of the sport. In the older days they fished for the mere love of it, and for the meat which the wild, native trout provided. James, however, became especially proficient. As a young fisherman he was wont to hie himself to the trout brooks, which abounded near his home. There he observed many kinds of trout in their native habitat and came to understand them. He watched the varied and multifarious flies which hatched out during different months in the changing seasons. He noted their color and conformation, how

Mr. James Annin, probably the oldest active fisherman in America. He has been a member of one American fishing organization for over fifty years, was a contemporary of Seth Green, and is an outstanding American authority on trout fishing and culture.



Out Fishing

A feller isn't thinkin' mean
Out fishin';
His thoughts are mostly good and clean
Out fishin'.
He does not knock his fellowmen,
Or harbor any grudges then;
A feller's at his finest when
Out fishin'.

A feller's glad to be a friend,
Out fishin'!
A helpin' hand he'll always lend
Out fishin'.
The brotherhood of rod and line
An' sky and stream is always fine;
Men come real close to God's design
Out fishin'.

A feller isn't plotting schemes,
Out fishin'.
He's only busy with his dreams
Out fishin'.
His livery is a coat of tan,
A feller's always mostly man,
His creed—to do the best he can,
Out fishin'.

—Selected.



they lit up on the streams. He found out which ones satisfied the finicky appetites of the trout at various seasons of the year. But he went farther than this, he followed the biological changes which took place in producing a squirmy, colorful fly from larvae which hatched out from eggs layed the previous season at the bottom of the stream. During warm weather he found these eggs floated down streams in the current until the larvae became transformed into tasty beautiful bits of feathery flies, all ready for some trout to lunge for.

As a sequel to this, Mr. Annin observed Marse Trout's technique. He discovered the angles at which flies float or light upon the stream, tip-

turned positions of the flies which appeal most strongly to trout, something most of us would never think of. In short, Mr. Annin, early in life learned the science of trout fishing, from the larvae to the fly, and from the cast to the struggle and the eventual landing of Mr. Trout, safe in the wicker basket. Patience to him became a virtue.



Tasty Dinners of Wild Trout

Years ago, people came from miles around to Annin's Grove to enjoy the tasty wild trout dinners which the Annins provided. Procuring these fish fell mostly to the lot of James. He often had to fish hours at night to keep up with the demand for trout dinners, but he never failed to provide enough fish. Persons of note came from Buffalo and other places by train, from Rochester by train and tally-ho to enjoy these delectable wild trout dinners. As the country grew, more persons became interested in trout fishing, there was a keen demand for rods, lines, flies, reels and other fishing paraphernalia and sportsmen naturally gravitated to Mr. Annin for such equipment, for his prowess was well known.

At first Mr. Annin made most of the rods and flies he found such a ready market for. Later on, he was assisted in this work by his sons who, just as he had done before them, came naturally by the work and liked it. Their rods and flies have been in brisk demand by fishermen who wanted the best, for many years. This demand, however, became so great that they



were not able to satisfy it with their own hand made product. Instead, they began to handle equipment purchased in England, the best that can be obtained anywhere. This was necessitated largely because of the demands for the services of Mr. Annin and his sons in various parts of this country in the installation of fish hatching equipment, the planning of trout streams on large estates or reserves and their advice along these and kindred lines.

An Improvement on Nature

Mr. James Annin and his pioneering contemporary in the early days of fish propagation, Seth Green, discovered many secrets about trout which had never been written up in books. In those days there were few if any treatises on such subjects. What they learned, however, has been added to the world's store of knowledge, thanks to their good sportsmanship and specialized scientific contributions.

Mr. Annin has developed a scientific system for fish propagation which nets 85% to 90% hatching efficiency,

as compared to about 10% which Mother Nature herself provides in the natural streams hereabouts. The encroachment of civilization, the natural growth of numbers of enthusiastic fishermen and the decrease in the favorable conditions for propagation which the great outdoors today provides have been some of the primary reasons for the development of private and State hatcheries.

The Annin Fish Hatchery

The Annin hatchery is ideally located on Spring Creek, which is fed from crystal springs the temperature of whose waters varies but slightly throughout the year, averaging from 48 to 51 degrees. This comparatively warm, running water actually cuts down the required hatching period for in many hatcheries the water used is so much colder that the hatching or incubation period averages around 125 instead of from 55 to 60 days which is the rule at the Annin hatchery.

Thousands of eggs are stripped from the brood fish onto trays, from 8,000 to 10,000 eggs comprising a tray full.



The Annin home, to which for years fishermen have come for trout flies, tackle and good advice. This fine home is something of a monument to a lifetime of pioneering effort in an unusual field of endeavor. In its charming, natural setting it is a fitting home for a man whose years of fishing have ingrained in him those virtues which come with life in the open, studying the book of Nature.



The trays are then placed in hatching troughs through which continually runs pure spring water. During all this time, great care is taken to remove any dirt or filth that might contaminate the eggs or cause the growth of fungus. Bad eggs are carefully removed and the embryonic fish are given every chance to grow into healthy fry. It is a painstaking job, for absolute cleanliness is necessary.

The Hatching Process

During the incubation period appears what is termed the sack state. Then each tiny, evolving fish is fed from a sack to which it is attached and as it lies dormant in a group or mass comprising thousands of other fish it absorbs the sustenance which the sack supplies. These masses remain at the bottom of the troughs until the tiny fish are strong enough to disengage themselves and swim to the surface, the sack state lasting for about 28 to 35 days, during which time constant watchfulness on the part of attendants is necessary to remove the

dead fish or eggs, eliminate fungus growth and to prevent the suffocation of the live fish through their natural tendency to group together. The lively fry now demand food which is given to them six or eight times a day in the form of ground pig's liver mixed with water and other carefully prepared fish foods.

As the fish grow they require more room, have to be thinned out and, finally, they are graduated from the inside kindergarten into the more spacious outdoor runs or ponds where they develop rapidly into fingerlings and yearlings ready for sale to replenish the trout streams of many estates or private fishing clubs in this country.

Brown and brook trout hatched in the Fall or early winter are ready for shipping in the Spring or early Summer. Rainbow trout follow a later schedule, and some of the fish from each variety are held over each year and carefully selected for breeding.



The Annin trout stream with the hatchery showing in the right distance, where trout fry, fingerlings and larger specimens are grown for shipment to private estates, fishing clubs and others. Specially constructed trucks deliver these fish or eggs to hundreds of customers within a radius of 300 miles of Caledonia, N. Y., and eggs are shipped as far away as Australia and many other foreign countries.



Deliveries Mostly by Truck

Trucks with specially constructed bodies are used to deliver most of the Annin fish product. These trucks operate over a radius of about 400 square miles, the prices for the fish including a reasonable charge for safe transportation. Some fish are shipped as far as Australia and other countries by express and boat, in specially pre-



Mr. and Mrs. James Annin, of Caledonia, N. Y. Being the life partner of a man who has been "fishing" all his life she thinks has not been without its romance and beauty for: "The brotherhood of rod and line, and sky and stream is always fine, man come real close to God's design, out fishin'."

pared containers. Fish shipped to distant places are prepared for shipment about 45 days after the stripping process, when they are in the eyed stage, when the eyes are just beginning to show themselves. In insulated, iced containers they continue their evolution and are just about ready for a square meal of liver when they arrive at their destination.

Yearling brook trout shipped in April run from 4.5 to 6 inches in length and bring a price of approximately \$110. per thousand. In the fry stage, these fish are sold for about \$10. per thousand. Some fishermen who own trout brooks on private estates and some private fishing clubs are more than willing to pay much greater prices for fish which are more mature, which will soon develop into material for a snappy session of trout casting.

Mr. Annin Visits England

Some years ago, Mr. Annin was asked to visit England and to take over with him and introduce there black bass on the estate of Lord Amherst. While he was in Merry England he received the keys of the city from the Lord Mayor of London, visited the House of Commons and was treated royally as an authority on fishing. This was a real tribute to Mr. Annin.

Contemporary of Seth Green

Mr. Annin for some years was a contemporary of Seth Green, another famed American ichthyologist and disciple of the art of fishing and fish propagation, whose reputation spread throughout this and other countries. Among Mr. Annin's pioneering accomplishments or contributions may be numbered the importing of

the first brown trout eggs into this country, and the introduction of rainbow and brown trout into New Brunswick, Nova Scotia and numerous estates in this country.

Mr. Annin Reminisces

Mr. Annin, who personifies the type of person extolled in our introductory poem, is a delightful gentleman. He is brim full of interesting anecdotes and human interest happenings which have generously colored his career. We can tell but a few of them herewith. He pays tribute to fishermen generally when he says that in fifty years in the sale of fishing equipment to all kinds and types of persons, he has had but two bad accounts.

"There seems to be a finer grain, an innate honesty in real sportsmen" said Mr. Annin. He thinks it is something



akin to the love of flowers, dumb animals, beautiful scenery and other human interests cultivated along the paths of nature. And while he said this, he slowly puffed away on his cigar and looked out across his beautiful estate, his eyes sparkling with enthusiasm for the vocation which it has been his pleasure to make both a remunerative business and a delightful pastime.

The Love of the Sport

Mr. Annin believes that fishing is a science, especially trout fishing. "Some folks never will learn it," he said, "Others, however, take to it naturally. They love it, and to such persons it is always something more than a fad."

Once, Mr. Annin was called to New York to have a conference with the president of a certain Trust Company. The banker was extremely busy calling in some loans during a temporary financial flurry. His secretary informed Mr. Annin that the banker

probably would not be able to see him. Just then the door opened and the financier saw his old fisherman friend. "Come on in Annin," he said. Then the flurries and exasperations of business were forgotten as they talked, not about high finance, but 'just fishin', while other notables in the ante room waited for their high-pressure interviews.

The Banker Who Visited the Aquarium

When a captain of industry or finance or any other type of high-pressure executive is exasperated with perplexing problems, Mr. Annin said in substance, a trip to a trout stream will do more for him than medicine. He then told of a banker in New York who used to steal away from his offices and visit the New York Aquarium whenever he felt that business was getting the best of his nerves. He said it soothed him just to watch those fish swimming quietly and peacefully about, reminding him of happy hours



The old Annin home, where Mr. James Annin spent a good share of the first fifty years of his fishing and fish studying activities—and they say that the first fifty years is the hardest. In this home were born the Annin boys, who are associated with their father in their unique service to fishermen and in studies which have become a part of this country's knowledge of fish and fishing.



spent in the outdoors, fishing. Then, refreshed in spirit, he would go back to Wall Street and 'dig in' again.

Showing Mr. Annin a check for \$790,000 one day, this banker said, "If this were yours Annin, what would you do with it?" "Well," said Mr. Annin, "I guess I would go fishin' and visit every trout stream in the world." With a lifetime of fishing he has never tired of it, and never will.

The Fishing Parson

Mr. Annin told a story about a certain fishing parson he once knew. He was often to be found along the brooks, and somewhere along the stream his horse and chaise waited for him. A deacon, whom we will call Deacon Brown, one day followed along a stream looking for the parson. He knew he'd be there, somewhere. He said Sister so-and-so was very sick and the services of the pastor were needed. Finally, the parson was found. Before going, however, he said to Mr. Annin, "Gosh, the fish are just beginnin' to get hungry. I'll leave my rod right here for I'll be back. She isn't going to die." And we'll bet that he was a better parson because he had his regular 'innings' with Mother Nature, on the trout stream. "A man isn't thinkin' mean, out fishin'."

A Fisherman's Paradise

Mr. Annin's home is in a wooded paradise. It is situated adjacent to a babbling trout brook. There is a hatchery nearby and the atmosphere is decidedly one of peacefulness and quiet urbanity. It is approached through a winding roadway leading through a wooded section.



Coming upon the beautiful home, built there something as a monument to a life-time of pioneering effort in an unusual field of endeavor, it is stately and grand, and grey. It seems a fitting home for a man whose years of fishing have ingrained in him those virtues which come with life in the open, studying the book of nature.

We are reminded of an old saying, which goes something like this: "If a man builds a better mouse trap than anyone else, the roadway to his home will become a beaten trail, even though it leads through a tangled forest."

For years folks have beaten a trail to Mr. Annin's home. They found out years ago that he either made or handled the best equipment to be had for those who are in earnest about fishing. Besides they always had an enjoyable visit there.

Mr. Annin, who is now 84 years old is indeed fortunate. With him, live his wife, who is 76 years of age and his two sons who have for years been associated with him in his unique fishing service. Fishing, and the associations it has afforded Mr. Annin with both the humble lovers of the sport and men of national repute, has been a thing of romance, yet one of material character. He says he has gained much from the kind of folks one meets, 'out fishin', and we know that he has contributed to others from his rich storehouse of human interest appeal.

Mr. Annin's advice to amateur fishermen would doubtless be to treat fishing as a science, an art, something to spend years in reaching its goal of proficiency. "One must love it," he says, "not just engage in it as a fad, a pastime." His experience also teaches us that almost any calling may be raised to the pinnacle of an art, one that will bring with it not only sustenance, pleasure and happiness, but also a large measure of respect, dignity and fame.



Christmas Tree Road
Highland Park

With about two thousand acres of public parks, Rochester is able to genuinely interest its citizens, both winter and summer. Delightful spots where one may play golf, hike, swim, picnic or motor along broad expanses of river or lake, make summer time truly attractive. Winter, also, has its seasonal features, such as coasting, skating, skiing and many other outdoor sports and pastimes. Winter or summer, Rochesterians may delight in happy outdoor life amid surroundings which comprise an unusual aesthetic asset.



GAS AND ELECTRIC NEWS

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

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VOL. 17 DECEMBER, 1929 No. 6

Are You Poised?

TAKING defeat, discouragement, reverses or even minor set-backs with a smile has always been considered a virtue of which much has been said in song and story. Even out of the sphere of novels and dramas we occasionally run across instances where ordinary folks, pursuing their humble callings, exemplify or fail to measure up to the requirements of that master accomplishment, poise.

Poise sometimes may be simply acting, a superficial shamming well done so as effectively to cover up our true inward feelings, often in moments when we are not proud of them. True poise, however, is doubtless a more comprehensive and masterful demonstration, one which comprises a normal reaction of perfect confidence and physical coordination over the attacks of sudden emotions which we inherently seek to conceal.

Some persons seem to possess poise simply because they are thick skinned. Their nervous systems are comparatively immune to shocks which to other persons would cause embarrassment. Sensitive persons, however, whose temperaments and nervous systems are alert to all that goes on about them find it more difficult to assume that air of sangfroid which they admire in others. To them, poise is something always sought for but apparently never fully attained to. The attainment of poise, for them, is really an accomplishment of the highest order. But what has all this pallaver to do with ordinary life? Perhaps just a little illustration will serve to bring this out.

There are many persons, who often hesitate to visit a haberdashers, for instance, to select a suit, a hat or other article of wearing apparel simply because they find it difficult to make a dignified exit when they discover that the articles shown them by clerks fail to please. Usually the clerk is beyond reproach up to the point when he discovers that we have not decided to purchase. Then, his smile seems literally to faint away; his manner becomes noticeably cold, his eyes lose their sparkle of interest in us and frequently he appears to become almost unfriendly. What has happened, we reflect.

The answer is this, he has lost his poise; he forgets that he may be making a bad impression upon someone who would try his wares again, at some future time if he would only be a good loser, turn it all off with a smile, ask us to call again and thereby leave us with a good impression of himself, his employer and the store where he earns his salary. But he "fans out" as they say in baseball. He starts jerkily putting away the things he has been showing us and we leave, rather painfully, wishing that we could find more clerks or salesmen who could take a sales defeat after the manner



used by heroes in books, who retain their poise and good sportsmanship under all conditions. Of course there are many salespersons who can do this. It is only the exception to the rule who makes our shopping anything but a pleasant experience.

Keeping a stiff upper lip, maintaining our smile, being a good loser after we have tried our best to please and seem to have failed, is a matter of poise. It is also self control, balance, a sense of proportion and many other things, and is well worth striving for.

The Top Shelf

TALCUM powder in many different forms is used today for numerous purposes, the least of which is its general demand to make more intriguing, theoretically at least, the faces of womankind. Men also use it after shaving and it is a component part of powders prepared to relieve foot soreness and many other juvenile and adult afflictions.

To most of us, these preparations are purchased on the strength of some trade name signifying that they have been prepared by an organization in which we have confidence. Price also enters into the equation and we have often wondered how there could be such a great variation in price between the endless assortment of talcum toilet products found on sale.

A salesman told us recently that there is a good reason for this. He explained that when talcum powders are made, there is an interesting process which tests the product and separates the best from the good and the ordinary grades. This process includes towering passages through which the powder, after having been refined, is dropped.

The impact of landing at the base of this pit further disintegrates the

powder, which subsequently rises. It passes, in its rise, many benches so arranged as to catch it when it eventually settles. These benches, therefore, represent various stages in the refinement of this product. The best flies clear to the topmost bench, the other grades settle to rest on numerous other benches lower in the field of perfection. We never dreamed that so much trouble was taken to bring powder to its ultimate in purity and usefulness for personal use.

Top bench powder is pure enough for use as face powder; other grades are good enough for still other uses or are further refined and put through still other tests; but, the best proves itself by its ability to soar above the inferior and earn itself a place at the top, where quality dominates.

This simple test for powder helps us to appreciate good talcum products and makes it easier for us to understand why one grade should cost appreciably more than another. It also helps us to realize that in all products, as in all human activities, standards have been erected to separate the best from the good, and the good from the commonplace.

Rising to the occasion is a phrase we think of. Another one is, climbing to the top of the ladder. To do these things, human beings also have to go through a refining process. Sometimes the process is one comprising many drops, numerous upward struggles and, finally, an aerie soaring into the realm for which we have prepared ourselves.

If we can reach one of the topmost benches, we shall be a better human product, more able to be of service and worthy of a higher compensation. This refining process is often a grinding, mechanical task which includes educational preparation, idealism, ambition and hard work. But we usually land where we belong, like the powder we have spoken of.

Mr. Russell Honored at Testimonial Dinner

ON the evening of Monday, December 16, at the Oak Hill Country Club, Mr. Herman Russell, our new President, was honored by a group of his associates at a testimonial dinner. At the speakers' table sat Officers Herman Russell, Chas. L. Cadle, Jos. P. Haftenkamp, J. C. Collins, C. A. Tucker, E. C. Scobell, F. H. Patterson, Norman E. Crowley, and Howard L. Reichart, and Directors Daniel M. Beach, Thos. W. Finucane and Libanus M. Todd. Mr. Cadle was toastmaster.

Mr. Dave Harvard, who was songmaster, immediately got the group into a happy humor by his inimitable patter, and all joined heartily in singing the special parodies and popular songs which had been prepared to toast and roast Mr. Russell. The Bastianelli Trio played during the dinner, and violin solos were rendered by Miss Virginia Majewski, accompanied by Miss Victoria Franzen, both of the Eastman School of Music.

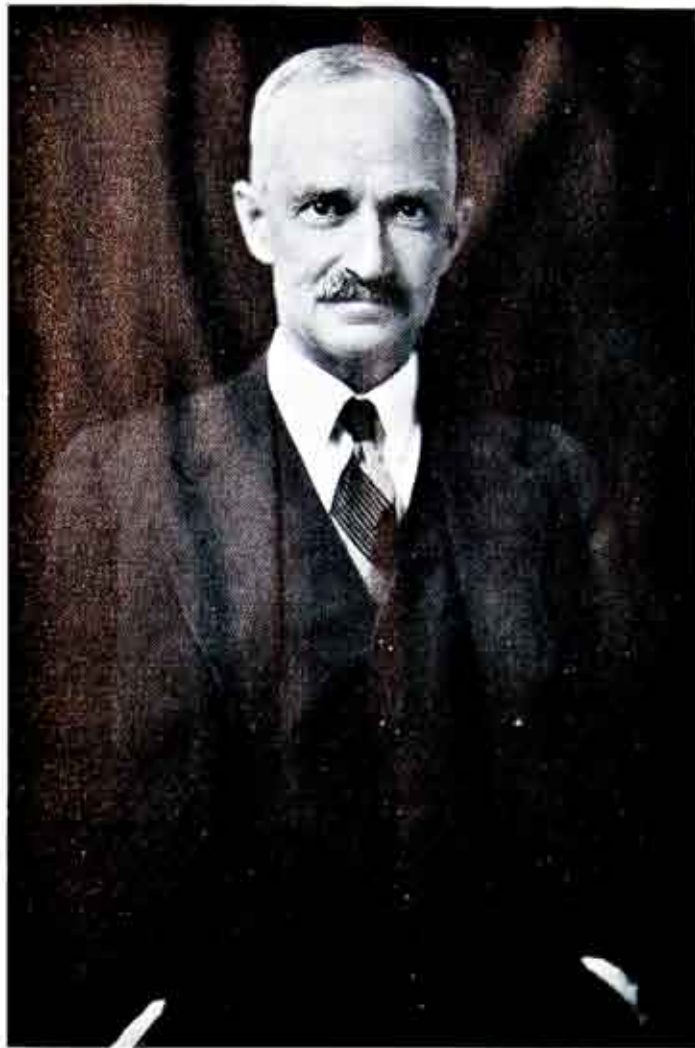
Following the excellent dinner, Mr. Cadle introduced Mr. Thomas Finucane, who has been a director of the Company for over 25 years. Mr. Finucane's brief but interesting talk was followed by one in a reminiscent vein from Mr. Daniel M. Beach, who harked back into the older days and presented many interesting word pictures of especial interest to the many old-timers present. Substantially, he traced the history of the Company through the years in which he has been associated with it as legal adviser and Director. His talk was both interesting and instructive.

Mr. Beach spoke of the excellent qualities of all former Presidents of the Company. He said that Mr. Russell combined them all in one person. These qualities, he asserted, are balance, forcefulness, charity, loyalty, love of his fellow men, and what he said was the noblest gift of Heaven, moderation. He mentioned Mr. Russell's out-door hobbies as developers of peace and contentment, attitudes of mind which produce clear thinking and gird him for his arduous duties. Mr. Beach paid a glowing tribute to Mrs. Russell's fine qualities as an inspirational wife and mother. He was followed by Mr. Libanus M. Todd, whose words were also subtly humorous. He gave us an insight into the workings of a Board of Directors and like all other speakers congratulated Mr. Russell and spoke of his great admiration for him and the Company.

As a climax to a delightful evening, Mr. Wm. White, Superintendent, East Station, made a very appealing and fitting speech of presentation and handed to Mr. Russell the Vacheron-Constantin watch which his associates had purchased as a memento of their regard and esteem.

Mr. Russell then held our interest for a few moments in his response, which was a masterpiece of after-dinner speaking. He said he had been looking around, wondering who this person could be who was being so highly eulogized. He said the dinner really was a testimonial to all faithful employees, whose efforts have been responsible for the success of the Company throughout the years. He mentioned our new relationship in the great Associated System and said he knew that all of us would carry on with the same spirit of loyalty "To which," he said, "I owe what I am and what I have been able to do." Concluding, he said, "You have ably demonstrated your ability to bring success in the past, and I am sure that you will continue to do so. We know of no other way of doing business."

Present upon this occasion, among more than one hundred of the older employees, were the following women employees and wives of officers: Mrs. Russel, Mrs. Cadle, Mrs. Haftenkamp, Mrs. Collins, Mrs. Tucker, Mrs. Scobell, Mrs. Patterson, Mrs. Reichart, Miss Price, Miss Howe, Miss Gean and Miss Smith.



MR. HERMAN RUSSELL.

Our new President, who has risen in the ranks through the following positions: Assistant Superintendent of Gas plant, 1905; Superintendent of Gas plant from 1906 to 1914; Assistant General Manager, 1914; General Manager, 1919; Vice President and General Manager, 1922, and on December 6, 1929, Mr. Russell became President.



Factory Illumination Problems As Solved by Michaels, Stern and Company

The goal of artificial lighting is daylight illumination, yet the average industrial plant is still far from that goal. Rochester has many exceedingly well-lighted plants, one of which is illustrated in this article. The manifold benefits to be had from adequately lighted plants are here enumerated and are borne out by the experience of Michaels, Stern and Company which demonstrates the advantages of utilizing the best equipment that modern illuminating engineers have developed.

LELAND K. FRANKE



THE management of Michaels, Stern and Company leaves no stone unturned to improve the quality of its product and to enable the workmen more easily to maintain that quality.

Its appreciation of the value of proper lighting, in this regard, is shown by the installation of glassteel diffusers in the off-pressing department of one of its plants. The efforts of this progressive management materially assist it in doing its share to better the quality of products for which Rochester is already well known.

The manufacture of clothing is representative of one of the country's important industries. It is not surprising, therefore, to find in use many and varied modern machines which have been developed to promote manufacturing efficiency. In a large majority of operations encountered, shadows cast by machine parts or operators may be extremely annoying and objectionable. This is especially true where work is being done on dark or mixed shades of material.

These troublesome effects are emphasized, first by the common

practice of installing lights here and there, entirely forgetting that plant efficiency is an all-important factor; second, by the tendency that is ever present to utilize a small number of relatively large lamps, rather than a great number of smaller units because of the reduced wiring cost; and third, by the directional effect of daylight entering windows with southern and western exposures. In view of these facts it is necessary to exercise particular care in designing a lighting installation so that the distribution and intensity of light adequately meets the requirements.

Michaels, Stern and Company has installed what might be termed a system of localized general illumination, employing a hanging height corresponding approximately to that used for general illumination. The units are spaced eight feet apart in the row and adjacent rows are ten feet apart, with the lighting units located with respect to the working position.

The glassteel diffuser unit was selected as best fulfilling the lighting requirements of the off-pressing shop. It consists, essentially, of a porcelain reflector and glass diffusing globe, and thus combines the good qualities of both types of lighting. In addition, openings in the top of the reflector allow light to be thrown upward to dispel shadows above the reflector. This elimination of darkness above the reflectors, plus thorough diffusion of the light, and the use of a 150-watt



lamp in a reflector designed for a 200 watt lamp, cuts the direct reflected glare to the lowest degree. Diffusion relaxes the strain on the muscles of the eye, allows more light to enter, and improves the ability of the worker to see.

On bright days the room is illuminated with high intensity daylight, and white screens are used to break up the direct rays of the sun and diffuse the light to some extent. The directional effect of the daylight, however, due to being admitted on but two sides of the room, requires the use of good artificial illumination to produce adequate, uniform light, even on a clear day.

The improved lighting arrangement at Michaels, Stern and Company enables the operator more easily to maintain the quality of the product for he is able to detect glossy spots or other objectionable factors which he could not do under former conditions. As a result, the percentage of coats returned for repressing after inspection has been greatly reduced.

The effects of good lighting are also apparent in the healthful, buoyant spirits of the operators. Formerly, operators often complained of headaches and eyestrain, making it necessary to go home at three or four o'clock in the afternoon. This condition resulted in an economic loss; first, to the operator, due to loss of time, and, second, to the Company through having a valuable machine standing idle.

With a reasonable investment, the value of the Child Street Plant has been increased by enabling it to produce greater quantities of clothing of a higher quality than formerly was possible. The workers no longer lose time due to sickness caused by eyestrain, and they are more cheerful while working and less fatigued when the day's work is finished.

Michaels, Stern and Company appreciates the fact that good lighting helps to render continuous and satisfactory efforts of skilled workers. It strengthens morale and assists in putting real value in Value-First Clothes.



An off-pressing department of Michaels, Stern & Company, a striking example of adequate modern illumination.

AUDITING

New Business Net Increase in Consumers for Year Ending October 31, 1929

	Oct. 31, 1929	1928	Increase
Gas	109,464	106,192	3,272
Electric	115,372	104,608	10,764
Steam	327	308	19
Total	225,163	211,108	14,055

Statement of Consumers by Department as of October 31, 1929

	Gas	Electric	Steam	Total	Incr.
1919	79471	30469	75	110015	
1920	81149	33976	75	115200	5185
1921	81327	39025	100	120452	5252
1922	83891	46927	108	130926	10474
1923	86512	57304	108	143924	12998
1924	90306	68644	125	159075	15151
1925	93749	79091	160	173000	13925
1926	97711	88525	230	186466	13466
1927	101935	96421	278	198634	12168
1928	106192	104608	308	211108	12474
1929	109464	115372	327	225163	14055
Incr. in 10 yrs.	29993	84903	252	115148	115148

Net Increase in Consumers by Months

	1927	1928	1929
Increase in Jan.	357	428	(1) 4658
Increase in Feb.	512	439	291
Increase in Mar.	612	527	(2) 995
Increase in Apr.	1271	890	800
Increase in May	1270	912	584
Increase in June	1128	940	1086
Increase in July	1106	979	1699
Increase in Aug.	1587	1077	743
Increase in Sept.	1286	1374	895
Increase in Oct.	1168	1111	639
Increase in Nov.	2707	891	
Increase in Dec.	1090	774	

¹ Includes meters of former Genesee Co.	718
Gen. Valley	2010
Mt. Morris Ill.	907
Hilton Co.	314
Cooper Co.	376
	4325

(2) Nunda Co. 651

Miscellaneous Data

	Oct. 31, 1929	1928	Incr.
Miles of Gas Main	776	733	43
Miles of Overhead Line	6286	4722	1564
Miles of Underg'd Line	2761	2615	146
Miles of Subway Duct.	1908	1777	131
No. Street Arc Lamps	1493	1485	8
No. Mazda Street and Traffic	22612	20143	2469
Total No. Street Lamps	24105	21628	2477
Number of Employees	2350	2286	64

E. B. A. for November, 1929

Balance 1st of Month	\$11,344.82
Dues—Members	1,663.75
Dues—Company	1,663.75
Fees—Members	18.00
Fees—Company	18.00
Assmt. No. 131—Members	1.25
Assmt. No. 134—Members	2.25
Assmt. No. 136—Members	4.25
Assmt. No. 131—Company	1.25
Assmt. No. 134—Company	2.25
Assmt. No. 136—Company	4.25
Members' Add. Life Insurance	2.52
Misc. Revenue	6.22
Total Receipts	3,387.74
Total Receipts plus Balance	14,732.56

Disbursements

Sick Benefits	1,083.98
Accident Off Duty Benefits	359.11
Accident On Duty Benefits	61.87
Death Benefit No. 138	400.00
Death Benefit No. 139	400.00
Group Life Insurance	142.61
Medical Examiner's Expense	6.00
Members' Add. Life Insurance	2.52
Expense of Nurse—Sept. 1929	109.50
Proof of Death	2.00
Total Payments	2,567.59
Balance on Hand	12,164.97

Membership

Date	No.
Members, Oct. 31, 1929	2031
Affiliated, Nov. 1929	19
Terminated, Nov. 1929	23
Loss	4
Membership, Nov. 30, 1929	2027

	Month of Oct. 1929	Oct. 1928	Increase
Amount of Payroll	\$367,093.19	\$349,420.48	\$17,672.71
K.W.H. Generated Steam	23,520,200	19,965,540	3,554,660
K.W.H. Generated Hydro	11,777,971	9,129,840	2,648,131
K.W.H. Purchased	1,117,485	4,461,225	*3,343,740
M.C.F. Coal Gas Made	296,162	302,684	*6,522
M.C.F. Water Gas Made	100,435	79,120	21,315
M.C.F. Gas Purchased	5,403		5,403
Tons Steam Coal used	28,446	24,336	4,110
Tons Gas Coal used	23,679	24,241	*562
Gallons Gas Oil used	326,920	232,600	94,320
Tons Coke made	17,493	16,505	988
Gallons Bengas Made	56,318	35,357	20,961

*Denotes Decrease

Rochester Gas and Electric Corporation Prize Plant Contest

November, 1929

THE November plant inspection gives all but three of the properties a 90% or better rating. The Storehouse and Station 1 are tied for the month at 98 while Station 35 is rated 97.9. Under the rules of the contest the Storehouse properties move into first place with Stations 1 and 35, respectively, in second and third places. Several other plants are crowding the leaders and the December inspection should show a very close race if the improvement in plants, noted each month so far, continues.

Property Name	This Month Rating	Last Month Rating	Average Rating to Date
1. Storehouse, Pole Storage and Ambrose Street	98.	97.3	93.7
2. Station 1	98.	98.	96.4
3. Station 35	97.9	97.3	92.8
4. Blossom Road Holder	96.7	96.	92.3
5. Station 5	96.5	95.5	93.2
6. Station 33	96.5	96.	92.3
7. Station 34	96.	94.	89.5
8. West Gas Station	95.	95.	90.5
9. Station 3	95.	95.	88.1
10. Gas Distribution Department	95.	93.5	90.1
11. Station 6	93.8	92.5	91.8
12. Station 8	93.5	92.2	86.5
13. Motor Department	93.	92.	88.9
14. Stations 26, 36, 37, 38 and 109-R	92.5	91.	87.6
15. General Construction Department	92.	88.5	86.2
16. Garages—Front St., Brown's Race and Coke Weigh House	92.	90.	86.9
17. Station 4	92.	90.	88.7
18. Station 9	91.2	91.2	89.5
19. Steam Distribution Department	90.	90.	86.4
20. Pole Manufacturing Plant	90.	88.5	86.7
21. Station 2	90.	88.5	81.7
22. Domestic Sales	89.5	83.	80.6
23. East Gas Station	88.	88.	87.
24. Electric Distribution Department	88.	88.	82.9

PRIZE PLANT CONTEST COMMITTEE

W. E. HUGHES, *Chairman*
E. L. WILDER
W. C. GOSNELL



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. John Stark, formerly Miss Rita Martin, of the Service Department, died recently at her home, on List Avenue. She left the Company's employ about one year ago, following more than five years of faithful services, and her passing is a deep sorrow to her many former associates.

Mr. Judson Jennings, father of Mr. Charles Jennings, of the Power Billing Department, died on December 3, at his home in Danby, N. Y. Funeral services were conducted from his late home, with burial at Danby.

PERSONALS



Mr. John Butser and Mr. Bert Hammond on a recent hunting trip to Conesus Lake saw a flock of over two hundred wild geese, flying high. "What is that a sign of?" asked John. "It's a sign that we don't have wild goose for Thanksgiving dinner," said Bert. "they're flying too darn high for anything but aircraft guns."

Mr. Bert Hammond of the Andrews Street offices has in his possession a black and gold Rochester Engineering Society pin, which may belong to some one in the Company. If you have lost such a pin, get in touch with Mr.

Hammond, who will be glad to turn it over to its owner.

Messrs. Henry Davis, Walter Kenyon, Walter Paine and Edwin Steinman recently enjoyed a few days of duck hunting at Long Lake. They bagged sixteen ducks, some of which, Henry insists, were caught only because they were young and unsophisticated. When not hunting, Henry whiled the time away fishing, catching three pike weighing twelve pounds one rainy forenoon.

Mr. Fred Haines visited Schenectady recently to attend the University of Rochester-Union College football game. Messrs. Dick Lee and Walter Kenyon went to Ithaca for the Cornell-Princeton game, and Amos Jaquith was an interested spectator at Union-Hobart game, at Schenectady.

Mr. George Fiedler and Mr. Walter Kenyon attended a meeting of the Rural Lines Committee of the Empire State Gas and Electric Association which was held at Watertown, on November 7 and 8. Mr. Fiedler, who is Chairman of the Rural Lines Committee, also attended the annual meeting of the Committee which was later held at Briar Cliff Manor, and presented an extensive report covering some of the work accomplished during the past year.

Mr. Kenneth Loysen, baritone, of the Andrews Street offices, is now soloist in the Company's 'On Wings of Song' presentations over Station WHAM. Mr. Loysen received his musical education in Rochester and has been singing in Rochester's leading churches for more than ten years. He qualified in the finals of the local audition tests over Station WHAM and is considered one of Rochester's foremost young singers. He sang before the recent convention of Radio Engineers at their dinner in the Sagamore roof garden, the program being broadcast over Station WHAM in the Company's regular weekly broadcast.



Mr. George Fiedler and Mr. Lester Twitchell recently visited at Greenburgh, on the Lincoln Highway, thirty miles east of Pittsburgh, where they inspected the outdoor substation equipment of the Railway and Industrial Engineering Company.

Mr. Harold Marsh, who recently became a Benedict, again got his name in the favorable news of the day by turning in the fire alarm which summoned Rochester fire departments to the conflagration which did extensive damage to the home of Mr. R. T. French, on Beach Avenue. But for Mr. Marsh's timely action, the results might have been much more serious.

Mr. William Shears was one of a party of five hunters which recently shot one 10-point and one 8-point buck, in the Mountains, near McKeever.

Miss Eileen Heuer attended a college dance held at Hobart College, Geneva, on Thanksgiving eve. She spent two days enjoying seasonal festivities there and had a very enjoyable time.

Mr. Harry Miller is driving to and from his home in East Henrietta in his new Dodge-six.

Mr. Albert Doud recently attended a military horse show which was held in Toronto. He was the official delegate from Rochester, acting in his capacity as Second Lieutenant in the 121st Cavalry, stationed here.

Mrs. H. S. Waite, of the Telephone Switchboard, and Mr. Waite recently motored to Fort Erie, where they attended the wedding of a cousin of Mr. Waite.

Miss Gertrude Rinker, of the Auditing Department, recently spent five days in New York. She stopped at the Commodore Hotel, enjoyed a few of the latest theatrical performances and did some of her Christmas shopping. Among the shows she saw were 'Bitter Sweet', at the Ziegfeld, and Eddie Cantor's 'Making Whoopee' at the New Amsterdam. Upon her return to Rochester, she spent a few days with relatives at Victor, where she enjoyed a quiet time visiting and resting.

Mr. Donald Chamberlain, who is a graduate of Syracuse University, accompanied by Mr. James McConnell motored to the Salt City to attend the football game between Syracuse and Colgate.

Scene at recent dinner and entertainment held in Sixth Floor Auditorium by members of the Service Department.





Miss Alerthe Brown, of the Engineering Department, was among a party of young people who visited Syracuse to attend the Syracuse-Colgate football game. A delightful social time was enjoyed, the party being guests of the Alumni Secretary of Syracuse University.

Mr. Kenneth Matthews and Mrs. Matthews spent their vacation this Fall visiting Mr. Matthews' aunt, at York Beach, Maine. Their activities there were planned to make the most of the daylight hours in the enjoyment of sailing, fishing and other close-to-nature vacation pursuits.

Mr. Carl Cooman gave a talk before the Rochester Engineering Society on Friday evening, December 6, at the Sagamore Hotel. His subject was 'Modern Safety Methods Used in Spillway Dam Design.'



Mr. and Mrs. Homer C. Deffenbaugh take a turn on the Board Walk, Atlantic City.

Miss Doris Horner on her vacation motored to Luzerne Villa, in the foothills of the Adirondacks, on the Hudson River. She enjoyed numerous trips into the Mountains, visits to Saratoga Springs, Fort Ticonderoga and other places of interest.

Mr. Frants Melchoir, of the Engineering Department, was born in Denmark and lived for ten years in Norway. Whenever it begins to snow here, Mr. Melchoir, who is an expert skier and jumper, begins to have visions of possible happy hours at Durand-Eastman Park pursuing his favorite pastime. He says that in his former home, skier-runners travel at a rate of 35 miles per hour and many of them make jumps of more than 150 feet. One of his positions in Norway was with a business organization located in a valley, between the mountains. And as he lived high up on one of them, he used to ski regularly to his work, every morning. Of course, getting back home again at night is another story. But why bring that up?

Mr. Thomas W. Atterbury recently attended the Power Show, which was held in New York, and came home enthused with the many interesting things which that show yearly brings out in the way of scientific invention and mechanical progress.

Mr. and Mrs. Edgar C. Crofts motored to Syracuse for the Syracuse-Colgate football game.

Mr. Reginald Meagher, who recently was transferred from the Engineering to the Industrial Sales Department, spent four days during the latter part of November at the National Lamp Works of the General Electric Company, at Nela Park Cleveland.

Mr. Thorold 'Ted' Smith, of the Engineering Department, was an interested onlooker at the Lafayette-Lehigh football game which was contested in the Quaker City.



Mr. Raymond Van Wuyckhuysse, of the Service Department, enjoyed a late Fall vacation into the Sunny South. He visited many interesting cities, including New York and Washington, motored through the Shenandoah Valley and drove more than seventeen hundred miles. He was accompanied on the trip by his mother and his aunt.

Mr. Arthur Morrell recently became a Commissioner of Deeds, and has been extremely busy during his spare moments assisting his friends on the Main Floor in putting the finishing touches of red tape to the process of annexing new number plates for the coming year.

Mr. Norman Eckrich demonstrates the voice with a smile when he is at work at the Telephone Service Switchboard. However, when he is functioning in the capacity of star fullback of the Invincibles, well known local football eleven, he wears a grim frown that says, 'They shall not pass.' Norman had a very successful season and came through without any broken bones, so Thanksgiving day meant a lot to him besides just turkey and cranberries.

Miss Marion Rossney and mother, of Spruce Avenue, recently entertained relatives from Fort Ethan Allen, Vermont.

'Engaging Janet' was the name of a dramatic skit which was presented by some of the young women of the Company, at the Bridge Party held by the Women's Section, on the Sixth Floor of the Gas and Electric Building, on Friday evening, December 6. The cast included the following persons: the Misses Esther Noelke, Dorothy Garland, Alma Munding, Gertrude Shippy, Muriel Metcalf, Marion Giles and Esther Shippy, all of whom did excellent work in bringing out the entertaining possibilities of this comedy production.

Mrs. Carrie Waters, formerly Miss Carrie Baird, of the Coke Sales Department, recently became the mother of a baby boy, named Hugh Richard Waters. Mrs. Waters now resides in Palmyra, N. Y.

Mr. Ralph Hughson, of the Telephone Service Department, enjoyed Thanksgiving day at the home of his brother, at Canandaigua, N. Y., and enjoyed meeting may old friends.



This is the life. It shows a quiet moment in the birthday party given for Master Bob Taylor at his home, 122 Arnett Boulevard.



Mrs. Roma Edgar, of the Coke Sales Department, on November 22, gave a bridge party at her home, 468 Lake Avenue. Among those present to enjoy Mrs. Edgar's hospitality were the following young women from the Company: the Misses Mary Cornwall, Muriel Metcalf, Marie Smith, Alma Munding, Ethel Fuller, and Mrs. Naomi Blakley Smith. A tasty luncheon was served following the bridge games at which Mrs. Hill won first prize, which was a china elephant.

Mrs. Margaret DeLaney was hostess to a group of her associates at a steak roast which was recently held at her home, 316 Hayward Avenue. The success of the affair belied the old saying "Too many cooks spoil the broth", for everyone assisted in preparing the feast, still it is said to have

This smiling youngster seems to remind us of the Fish Fire Company's interesting display ad, "Time to Retire." But Miss Betty Jane Bruik is not retiring, she's all set for a big day's playing in the snow.



been par excellent. Those who enjoyed the occasion were: Miss Letha Van Gelder, Mrs. Jessie Judd, Miss Esther Noelke, Miss May Ludlow, and Mrs. Celia Dennis and her children, Dorothy and Patricia.

Mr. Ranlet Miner made a hurry-up trip to the recent Yale-Harvard football game which was held at Cambridge and enjoyed a very pleasant and exciting time, and enjoyed meeting many of his old college friends.

Mr. Ray Davis spent Thanksgiving day with his mother, at his old home in South Butler.

Messrs. George Swarthout and Clarence Grey recently enjoyed a few days of duck hunting at Mr. Swarthout's cottage, at Port Bay, Lake Ontario. They bagged more than twenty-five ducks during the week and had a wonderful 'feed' when their wives came down over the week-end to cook for them. Mr. Grey kept some of his ducks three weeks in his General Electric refrigerator, serving them for his Thanksgiving dinner.

In the wee small hours of Wednesday, November 27, little Miss Ann Bartlett made her appearance in Rochester to gladden the hearts of Mr. and Mrs. Harold Bartlett, whose Thanksgiving day must have been a delightful one. Next Thanksgiving, they'll have to order a bit larger turkey.



With thoughts for removed from gas house-heating Mr. John Allington promenades with Mrs. Allington between sessions of Atlantic City Convention of G. E. A.



Cornell Students Inspect Properties

A large group of Seniors of the Cornell Students' Chapter and members of the Rochester Engineering Society on Tuesday, November 12, made an inspection of various Company properties. The trip was under the auspices of the Rochester Section of the American Society of Civil Engineers.

The Cornell students were met at the Erie Railroad station and immediately shown the large sector dam located in the Genesee River at that point. Following this they were taken in automobiles to the following places: The Times-Union newspaper plant, at Exchange and Broad; the new University of Rochester; through the new Rochester Subway and luncheon was served at the Sagamore. Mr. E. A. Fisher, Rochester's former City and Consulting Engineer was the guest speaker at the luncheon meeting.

During the afternoon the party inspected the site of the proposed new Smith Street bridge; visited the Company's West Station Gas Manufacturing plant, the Coke Ovens, Station 5 and spent some time at the model of the Mt. Morris dam, which was put through its interesting paces at old Station 15.

An interesting booklet of photographs, data, blueprints and general information concerning the places visited was presented to each guest with the compliments of the Company. This booklet was so well received that additional copies of it have had to be prepared to fulfill the demand for it which was subsequently made by students and others. Altogether the trips and the meetings were very enjoyable and the Engineering Department deserves credit for the able manner in which it handled the details involved.

It may truthfully be said that Mr. Alfred Fox is recovering from a recent trip to New York, where he was dispossessed of his tonsils, at his home.

Mr. and Mrs. Edwin H. Sanford were entertained for Thanksgiving dinner at the home of their son, George Sanford and family, Van Ess Avenue, Greece, N. Y.

Birthdays do not go unnoticed on the Main Floor. Miss Nita MacArthur recently received the congratulations of her associates in the Service Department as well as numerous birthday cards, one of which was in the form of an insurance policy purported to assure her 365 days of happiness and contentment. We trust this policy will be continued for life, and never be lapsed through the failure of old dame happiness to continue doing her stuff.



Get out your kodaks, folks, and show us what you can do. This fine photo was taken by Clarence O'Carroll.



FUMES AND FLASHES



NO FOOLIN'

A colored boy was strolling through a cemetery reading the inscriptions on the tombstones. He came to one which read, "Not dead, but sleeping."

Scratching his head, the negro remarked: "He sure ain't foolin' nobody but hisself."

SPECIAL PRESENTATION

"Rastus, I understand that you have become the father of twins. Have you named them yet?"

"Yessuh, Ah done call the fust one Adagio Allegro, and Ah'm go'n' t' call the second one Encore."

"Musical names, all right. But why do you call the second one Encore?"

"Well, suh, you see, he wasn't on the program at all."

LITTLE THINGS

"It's the little things in life that tell," said the co-ed as she yanked her kid brother from under the sofa.

ALL SET

A spinster went to have her picture taken and the photographer noticed her tying a piece of clothes line around the bottom of her skirt.

"What's the idea of that?" he asked. "Can't take your picture that way."

"You can't fool me, young man," said the old girl. "I know you see me upside down in that camera!"

THE STATUS QUO

Playing over an Irish links, a coleric colonel lost his ball and accused his caddie of having stolen it. When, a moment later, it was found, the golfer began an apology. "Arrah, nivir mind at all," said the boy, "you thought Oi was a thafe, and Oi thought you was a gentleman, an' begorra, we both made a mistake."

WHA'S WHA IN HADES

Little Jane was severely reprimanded by her mother for saying "devil."

The following Sunday when the little miss returned from Sunday school her mother asked: "What was the lesson about today?"

"Why, mother," said Jane. "It was about our Lord being tempted by— by— by—the gentleman that keeps hell."

WORDS OF WISDOM

A girl with cotton stockings never sees a mouse.

TRICKY

The villagers, listening to a show band, understood everything except the trombone, so they asked the opinion of the oldest settler. He watched the player a while and exclaimed: "Don't notice him, there's a trick in it; he ain't really swallering it."

"COMING IN FINE"

The doctor's little daughter had strayed into his surgery, and was watching, wide-eyed, as he tested the heart and lungs of a patient. Suddenly she spoke:

"Getting any new stations, daddy?"

IT'S AN ILL WIND, ETC.

Half an inch, half an inch,

Half an inch shorter,

The skirts are the same on Mother and Daughter.

When the wind blows, both of them show

Half an inch, half an inch, more than they oughter.

AN EYE FOR BUSINESS

Farmer: "I see you've reduced the fine for speeding from \$10 to \$5."

Country Judge: "Yes, the cusses were beginning to slow up."

THERE ARE FEW SUCH

Query in a Wisconsin newspaper health column is, "Can a girl do anything about an unattractive knee?"

Not a thing but grin and bare it.

SOPHISTICATED

The teacher was testing the knowledge of the kindergarten class. Slapping a half dollar on the desk, she said sharply, "What is that?"

Instantly a voice from the back row, "Taille!"

OR THE SAHARA

A real estate salesman of Arizona had just finished describing the glorious opportunities of that part of the country. "All Arizona needs to become the garden spot of the world," he said, "is good people and water."

"Huh!" replied the prospect. "That's all hell needs."

WATCHFUL WAITING

Traveler—"Who's the close-mouthed individual over in the corner? He hasn't spoken for ten minutes."

Village Wit—"Hy Blackmore! He ain't close-mouthed. He's jest waitin, till Pete comes back with the spittoon."



SUCCESS

SUCCESS is speaking words of praise,
In cheering other people's ways,
In doing just the best you can
With every task and every plan.
It's silence when your speech would hurt,
Politeness when your neighbor's curt;
It's deafness when the scandal flows
And sympathy with others' woes;
It's loyalty when duty calls,
It's courage when disaster falls,
It's patience when the hours are long,
It's found in laughter and in song,
It's in the silent time of prayer,
In happiness and in despair,
In all of life, and nothing less,
We find the thing we call success.

—Selected



The Man That's Wanted

By WALT MASON



*The failures of life sit around and complain
The gods haven't treated them white;
They've lost their umbrellas whenever it rains,
And they haven't their lanterns at night;
Men tire of failures who fill with their sighs
The air of their own neighborhoods;
There's a man who is treated with love-lighted eyes
He's the man who delivers the goods.*

