


# Gas and Electric News

Rochester Gas and Electric Corporation

March 1929

Volume 10  
Number 3



*I wonder if the sap is stirring yet,  
If wintry birds are dreaming of a mate,  
If frozen snowdrops feel as yet the sun,  
And crocus fires are kindling one by one.*

—ROSETTI.



## Success

**S**UCCESS 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.

*The Kansas Teacher.*

# GAS AND ELECTRIC NEWS

*Published by The Rochester Gas and Electric Corporation*

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No. 9

## Orgies of Spring House Cleaning Banished by Electricity

**T**ODAY, housewives do their Spring house-cleaning in easy daily installments. Homes are clean every day. Housework is now actually enjoyed, for gas and electricity have banished the old drudgery formerly connected with it.

Women delight in being absolute master of these powerful and useful forces which are so docile, obedient and faithful. Their keenest delight, however, comes with that wholesome, spick-and-span atmosphere that characterizes electrically cleaned homes.

This delightful cleanliness formerly was possible only after days of back-breaking Spring house-cleaning. Electrical servants now easily maintain this standard of wholesomeness, through the judicious use of a small amount of time, regularly.

Spring or Fall no longer mean house-cleaning orgies. In homes where electricity is used, the atmosphere of the Spring-cleaned home lingers throughout the entire year. What a wholesome, homey atmosphere it is!

Spring is here! Enjoy it! Let gas and electricity do the hard work!



*In Grandma's day, house cleaning was an orgy of hard work that generally culminated in the perfect enjoyment of the first Spring slaps and had its "hangover" amid the beautiful days of Fall. But why bring that up? The illustration shows an old-time kitchen, part of a Company exhibit at a Rochester Industrial Exposition. Modern kitchens will be more fully appreciated after this electrified one has been studied.*



## Mr. Russell Reviews Work of "Chamber" For Year 1928

Following precedent, Vice-President Heyman Russell who in January retired as President of the Rochester Chamber of Commerce, sketched in Rochester Commerce issue of January 29, some of the Chamber's outstanding activities for 1928. As this article may be of general interest, we are reprinting it below. It details some of Rochester's industrial development projects and considers some of the problems connected with their attainment as the Chamber's services extend into varied fields.

**N**O one can serve as an officer of the Chamber and especially as its President, without having impressed upon him the fact that the activities of the Rochester Chamber extend beyond the ordinary fields of business and industry into almost every activity that affects our city.

### Evidence of Growth

Quietly and almost without realization on our part, the Chamber has grown to meet the demands which have been made upon it. Twenty years ago the Chamber had a total membership of about 500 and was housed on one floor of the old Chamber of Commerce Building, with a staff consisting of our former Secretary and two assistants. Today we are in this magnificent building with a membership of 4,222, a staff of 25, and committees and councils of 1,700 active workers.



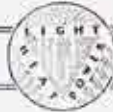
Mr. Frederick S. Miller, who succeeded Mr. Russell as President of the Chamber.

The executive load and management of an institution of this size and scope has grown so heavy that it was recognized by the officers more than a year ago that provision must be made for broadening the executive staff, and the suggestion was made that this could be best accomplished by creating the office of Executive Vice-President. In order to carefully try out this plan, the office has been created by resolution. Later if the change operates as it is anticipated, the By-Laws can be changed, if advisable, to meet the situation. I am happy to say that the new office is filled by the man who has so ably steered the Chamber over the past twenty years—Mr. Roland B. Woodward. Mr. Maurice Esser will step into the position left vacant by Mr. Woodward's promotion—that of General Secretary.

### Activities of 1929

Very briefly I would like to comment upon some of the important activities and accomplishments of the various committees and councils of the Chamber this past year.

The work of the New Industries Bureau, now known as the Industrial Development Bureau, is of vital importance to this community. The growth and prosperity of our city and much of the surrounding territory is either directly or indirectly dependent upon the growth and prosperity of our industries. New industries are important, but more important is the growth and success of those—large and small—already located within our midst.



The Bureau has co-operated during the year with the Industrial Development Corporation and the results are encouraging. Some 15 new industries have located in Rochester during 1928, and with the aid of the Development Corporation, others already here have been assisted financially and in other ways. Several industries have left Rochester and located elsewhere. None of these have gone without a careful study and analysis of their situation, often covering a period of months. Every effort has been made to retain these industries and only when the executives of the Finance Corporation have become convinced that there was little prospect of their success, or consolidations and other economic reasons necessitated their removal, have these industries been allowed to go. The Bureau and the Corporation have an obligation to the community, not only to secure new industries and to aid those already located here, but also not to invest or influence the people of Rochester to invest in the stock of companies that are not likely to succeed. The competition for industries by vari-



Mr. Herman Russell, who was President of the Rochester Chamber of Commerce for the year 1928.

ous cities and different sections of the country today is so keen that it has become a common practice for industry, which from one cause or another are in financial difficulties, so-called



The Rochester Chamber of Commerce is housed in a building second to few, if any, in the country. The illustration shows the lounge, part of the mezzanine and the end of the main dining room at the top of the grand stairway. The Chamber's membership now is well over 4,000 persons, nearly 1,000 of whom were secured during the December drive for new members.



The home of the Rochester Chamber of Commerce, said to be the most complete building of its kind in the world.

sick industries, to seek a new location where communities, in their anxiety to secure a "new industry," are willing to go beyond the limits of sound business and present the new industry with bonuses or additional capital not warranted by the facts.

I cannot pass over this matter of industrial development without calling your attention to the unfavorable competitive position in which industries of New York State are placed as against those of neighboring states and more remote sections, in those items of costs which they are subject to as a result of State laws relating to Workmen's Compensation, hours of labor, working conditions, and Industrial Code Regulations. A recent survey of the National Industrial Conference Board shows that in legislation of this type New York State is far in advance of any other state and that the handicap thereby placed upon our industries is a very serious one. Regardless of the merits or necessity of these acts, they should not be carried to such extremes that industry and business generally are at a disadvantage as compared with their competitors in other states. Last year the New York State Legislature was in session 66 days. In that period 1,538 bills were introduced in the Senate and 1,853 in the Assembly.

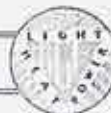
1,447 of these bills either directly or indirectly affected business and industry and 48 of them had to do directly with Workmen's Compensation, all in the direction of increasing the compensation costs. Amendments to the Workmen's Compensation Act from 1914 to 1926 increased the cost 48 per cent and the present cost is about 50 millions. Changes made in 1926 added four millions and if all the compensation bills introduced in 1926 had passed, it is estimated that there would have been added 30 millions.

#### Another Aspect

Another very serious aspect of the workings of the present Compensation Law is that there is a rapidly increasing class of men who, because of physical disability or age, are a poor insurance risk and so are unable to find employment. Many of these men are capable workmen and, unless some relief is secured, every industrial community in the State will be faced with the social problem of taking care of them. A more liberal interpretation of the law or an amendment to the Act which will relieve industry from the added hazard incurred by hiring these men, should be made at once. The industrial legislation situation is well summed up in a report of the Committee of the Chambers of the State appointed to analyze the effects of this legislation.

As having an important bearing upon the industrial situation of our State, I cannot refrain from calling your attention to the fact that the net State indebtedness in 1927 was \$244,294,000 or \$21.50 per capita. It was \$19.81 in 1926 and \$17.91 in 1918. City and County indebtedness have shown even greater increases.

Are we spending our money wisely and where it will do the most good?



Nor is it entirely in the matter of new legislation that industry and business are menaced. They are being continually annoyed and put to unnecessary expense by an impractical or arbitrary interpretation and enforcement of present laws, particularly the labor laws and Workmen's Compensation laws, and, even more burdensome, has been the application of the rules known as the Industrial Code, promulgated and administered by the State Industrial Board. These codes have the effect of law, and by intentions are severe, but subject to variation on application to the Board. In theory this is fine but when the application of these codes is in the hands of a deputy, an industry can be severely penalized. An important function of the State Department of Labor and the Industrial Board should be to impress constantly upon their staffs the fact that in the public interest the attitude of each and every official should not only be fair but helpful.

The Rochester Chamber of Commerce years ago recognized the seriousness of this problem and saw how menacing to our existing industries and what

a deterrent to the establishment of new industries in our State such legislation could be, and from that time on, this Chamber has put the weight of its influence against this destructive and obstructive trend. We have given closer attention to legislation at Albany than any other Chamber; our work has been systematic and intelligent.

#### State Wide Effort

The Chambers of Commerce throughout the State have become concerned about the serious problem presented by our industrial situation, the effect upon industries already established here, and the increased difficulty of obtaining new industries, due in too large measure to our restrictive, regulatory legislation. I am glad that the Rochester Chamber of Commerce took a prominent and helpful part in bringing the facts in the matter before the other Chambers of the State as well as a prominent part in the deliberation and planning which resulted in action. This year these Chambers throughout the State, with special co-operation from the Chamber of Commerce of the State of New York, have undertaken

(Concluded on Page 325)



Modern business is accelerated through associations or personal contacts. The Rochester Chamber of Commerce provides an excellent place for the consummation of mutually beneficial personal and business relationships which help to make business and industry something besides an impediment daily grind.



## Electricity—The Farmer's Friend

IT'S a far cry back to the days when Thomas Gray in his *Elegy of a Country Church Yard* wrote:

*The curfew tolls the knell of parting day,  
The lowing herd winds slowly o'er the lea,  
The ploughman homeward plods his weary way  
And leaves the world to darkness, and to me.*

What a beautiful verse that is! How delightfully melancholy! Persons who sometimes imagine that their surroundings are a bit prosaic, that their lot is hard, or perhaps that their life seems to lack punch and pep ought to read the verse quoted above as an antidote for their neurasthenia.



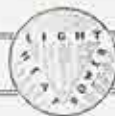
The electric milking machine replaces a hired man for every fifty cows. Not only are cows milked, but they are also groomed and clipped by electrical devices, all of which makes for shorter hours of work, a much cleaner milk supply, and contented cows.

The combination of lethargy and quiet despair, fatigue and lack of life that Gray has injected into this verse probably fitted quite well into the slow, pastoral life of the period and the community he thus featured. Doubtless there are just such scenes to be found today, but one seldom runs across them. The world no longer moves in that funereal tempo, rural sections not excepted.

### Better Conditions for Man and Beast

In the first place, no ploughman today has to work until nine o'clock, the time when the curfew bell was generally sounded in Merry England. Also, the lowing herd gallops home to its scientifically prepared rations at more nearly three-thirty P. M., nowadays. The reason the cows hurry along is because clean, airy stables; wholesome water and food, and an electric massage or cleaning with a vacuum cleaner awaits them. Modern cows have life a lot easier than did the ploughman of Gray's day in Merry England. And when the electric milking machine has finished its work and the wholesome milk supply has been electrically aerated and placed in the electric refrigerator to await shipment, the cows can have the rest of the day to themselves, with nothing to do but eat, drink and be merry or chew their cuds.

But what of the ploughman of today? The chances are that he has been spending the afternoon shooting



back and forth across a twenty-acre lot chauffing a modern iron horse. He and his tractor have done more in that period of time than Gray's ploughman could have done in perhaps a week. And when quitting time comes 'round he just rides his trackless trolley home again, or gets there via the Flivver route. At any rate he is not all tired out; he does not have to plod and he doesn't wish to have anyone leave the world to darkness and to him. He has other plans.

The picture of the ploughman and of the herd today is a much more joyful one. It is a picture of satisfaction that does not stop vibrating on this modern movie of life until it has expressed itself in factors that affect for the better even the citizens of the distant city. And back of it as one of the principal motivating factors is that wonderful product, electrical energy.

Electricity does many things on farms today that help to make farm life interesting and satisfactory. It is making farm life enjoyable for all who participate in it.

While the lowing herd of today has its classy stables, running water, its huge pantry or silo of electrically prepared ensilage, the farmer as well as

his good wife and children find electric service almost a cureall for that ennui which in a past generation all but stifled real interest in farm pursuits. Throughout the day electricity is one of the most dependable hired men imaginable. It pumps, grinds, saws, cleans, dusts, and is a mechanical jack of all trades. It assists in the housework, the preparation of the meals, in the dairy work. It frees the stables and farm buildings from lantern hazards; brightens the home whenever artificial illumination is needed and in hundreds of ways makes farm life a pleasurable pursuit, one that today appeals enthusiastically to young persons who are beginning to realize that farming is again coming into its own.

Today no curfew tolls the knell of parting day. At sunset, folks now have sufficient energy and enthusiasm to enjoy the beauty that a glorious sunset radiates. And when Old Sol quits for the day, one merely presses buttons and begins life anew. How



A stage in the transition from manual to mechanical or electric farm power. New York State, with 50,000 electrified farms, leads in farm use of electricity, 25% of its farms being electrified. The national average for all states is but 8%. Today, farming is not the dismal grind it was when Thomas Gray wrote his picture poem of a plodding and pessimistic rural life.



enjoyable the so-called dark hours can be made nowadays! After supper there are the radio with its market reports, news, a great variety of music and other educational and cultural features. There is no end of good books and magazines and bedtime, even for the farmer, is now apt to be not nine o'clock but eleven o'clock or later when



There are now 10,000 miles of rural service lines in New York State, constructed at a cost of over \$30,000,000. With electricity at ten cents per kw-hr, a farmer can operate milking machines for about 5 cents per hour; water pumps for 4 cents; washing machines for 2.25 cents; refrigerators for 1.25 cents, and cement elevators for 1.50 cents.

the home clock is synchronized with Arlington time over the radio. Directly or indirectly electricity is helping to change the entire aspect of rural life. And as electric lines are constructed into rural sections, highways are being lighted, hazards of motoring are being eliminated, property values are being enhanced and there is seemingly no end to the constructive benefits in which rural communities now participate.

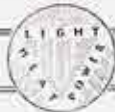
As we intimated in another paragraph this brightening of farm life by electricity and the many modern devices which utilize it, together with the economies it effects, all have an influence upon the lives of the city dweller. But for this he goes back to the farm which electricity has so greatly aided, farming doubtless would have continued its slump. But the downward trend of the farming curve has been changed. It is now on a crescendo. And with happy farm homes, prosperous farmers and the impetus given to farming which an enthusiasm for and an enjoyment in such pursuits engenders this country will not need to worry about its staple articles of

food supply, such a large portion of which emanate from the farm.



Drawing Courtesy Ulva Mutual Insurance Co.

TODAY your children left for school, happy and care free. "Good bye, Dad, I'll see you tonight," they shouted to you. ☞ But, accidents happen, and, although it always seems to be some one's else children, Carelessness is no respecter of persons! ☞ In playing the game of safety, we must look out for the safety of all children; yours, mine, and the "other fellow's". It is a cooperative proposition. ☞ If we always drove carefully there would be few homes in which children might not continue to say, with confidence, "Good bye, Dad, I'll see you tonight."



## Simplified Purchasing

**D**ON'T laugh! It may sound a bit "fishy," but what would you do if you were a purchasing agent and your boss made out a requisition for two second-hand railroad bridges. You might get a headache over that one, or think that the boss had gone "nutty," but just suppose another requisition should come through urgently requesting a half-dozen fresh ostrich eggs, a second-hand hearse or an Australian boomerang? What a brain storm you would have. How you would fume and fuss and begin to doubt your sanity, that is, unless you were a member of the Purchasing Agents Association of Rochester, or any other live city.



Edward A. Scheibe, first President of the Purchasing Agents Association of Rochester.

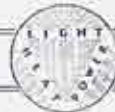
These examples are unusual, we appreciate, but it seems that there is hardly an article, product or preparation in existence that may not be found, somewhere. No matter how foolish a thing may appear, how outlandish or unnecessary—someone has use for it, and wants it. It is one of the services of the Purchasing Agents Association, to find out quickly and satisfactorily where these things may be hiding, what they cost, how many of them can be obtained.

The things we have mentioned were all actually needed. They were items requisitioned by industrial organizations, colleges or individuals, and each item was actually obtained within an unusually reasonable period of time, thanks to suggestions from the "other fellow," and the research bureau of the national association.

### The Other Fellow Can Help You

The other fellow can help you! This short sentence comprises one of the evident planks in the cooperative platform of the Purchasing Agents Association of Rochester. Getting together for the purpose of mutual helpfulness, quite naturally is the justification underlying this organization.

This Association was organized as a branch of the National Purchasing Agents Association in September, 1914. At that time, Mr. Edgar A. Scheibe, Purchasing Agent of the Bausch and Lomb Optical Company, was one of twenty-five men selected from various parts of the country to meet in New York City. This get-together resulted in the organization of a National Association and became the inspiration as well for local associations throughout the country. Substantially, it was a war time need. Having found out so conclusively that the



other fellow really can help out, a fact conclusively demonstrated during the war in collecting needed data concerning hundreds of products and materials, these associations have survived. Today most every live city has one. And the work they are doing results in the saving of thousands of dollars in money and time yearly, through good buying.

### Organized in 1914

Mr. Scheibe, as the Rochester representative at the initial national gathering at first was skeptical of the results to be obtained from such associations. He was, however, soon disillusioned. Sitting next to him, at New York, was Mr. F. G. Idler, Purchasing Agent for the Prudential Insurance Company. What need can an Insurance Company have for a purchasing agent, thought Mr. Scheibe. His mental question was answered when Mr. Idler told of the carloads of glassware, watches, jewelry and other articles that company used regularly as premiums offered to its agents and stockholders. He learned that other carloads of carbon and print-



Rapid transportation service is an essential item in the progress of industry.



ing paper were required by large insurance companies almost weekly.

### Purchasing Agents Everywhere

Every large organization, whatever its line of work, needs a purchasing agent. This includes universities and colleges, municipalities, industries, libraries and others.

In his conversation with Mr. Idler, Mr. Scheibe learned that the production of a certain kind of colored paper,



Officers and Directors of the Association for 1928: Top row, Messrs. F. H. Gruniger (secretly resigned), W. W. Irwin, H. G. Stellwagen. Bottom row, Forrest W. Hagerman, Secretary; Joseph E. Gore, First Vice President; Harry E. Watson, President; Orval Titus, Second Vice President; Cary R. Ostermiller, Treasurer. Directors Frank Hollister and A. M. Anderson are not in the group.



which was made at that time only in Germany, was likely to be curtailed or actually discontinued due to the shutting off of the German product. Mr. Idler advised Mr. Scheibe to get in touch with his Rochester office and take immediate steps to procure through the Alling and Cory Company an adequate supply of this paper, which is an essential in the preparation of the lenses made at the Bausch and Lomb plant. This one instance of how the other fellow can help, resulted in a saving to the Bausch and Lomb Company of over \$2,800. But for this chance and fortunate meeting, in the first Purchasing Agents Association, the Bausch and Lomb Company might have been seriously handicapped in its essential war time production of lenses and other products.

#### Research Service for Buyers

The National Purchasing Agents Association renders a valuable service to all its subsidiary local associations. When a purchasing agent suddenly is confronted with the necessity for ob-



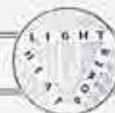
*Whether it is ostrich eggs, boomerangs or eagle feathers, you can find what you want easily through the service of the Purchasing Agents Association of Rochester and the research service of the National Association.*

taining products or materials with which he is unfamiliar, articles which actually may be hard to locate and obtain, the national association comes to the rescue. It operates in New York City a research bureau, has access to the patent records in the New York Library and keeps always in touch with the Department of Commerce, at Washington. Thus, it is able to trace down quickly the names and locations of firms or individuals who can supply almost any product.

#### A Boomerang in 72 Hours

It just happened that a Rochesterian for some time had been trying to procure an Australian boomerang. Where could he find one, thought the gentleman in question. He was told of the National Association and its varied services. A member of the local organization telegraphed to New York for information and within seventy-two hours the boomerang was in Rochester. This is just an isolated, colorful instance of how the other fellow can help and how successful the Association's research bureau functions. Of course, every member of the Association is the "other fellow" to everyone but himself.

In such instances as this, a purchasing agent can obtain often, in less than an hour's time, information which might otherwise require years of experience to learn. With hundreds of purchasing agents in all parts of the



country buying products of a greatly varied nature, this swapping of experiences locally, and through the parent association, is mutually beneficial to all members and to the companies which these members represent.

#### Mr. Scheibe First President

Mr. Scheibe, the organizer and first President of the Purchasing Agents Association of Rochester, served for two yearly terms. He is called the "Daddy" of the local Association and has consistently stuck to the job he so well began. He was instrumental in forming the course in Purchasing and Storing, a yearly educational item in the curriculum of the Central Y. M. C. A., and has served as instructor for three years. This particular course was written by five leading purchasing agents of the National Purchasing Agents Association and has been beneficial to many thousands of men and women all over this country who are in or expect to enter this field.

#### Territory

The Rochester membership includes the names of men representing business organizations in Rochester and vicinity, including those from Corning, Dansville, Mr. Morris, Geneva, Ithaca, Elmira, Palmyra, Wayland, Montour Falls, Clifton Springs, Industry, Painted Post, Retsof, Batavia and Auburn. The regular monthly meetings are held in the Powers Hotel and are attended by approximately 70 to 80 members at each session. Plant visitations, the discussion of the ethics and principles of purchasing, and the co-operation and friendship of the purchasing agents of this section are some of the things membership in the association brings.

Mr. Edgar R. Crofts, Chief Engineer of the Company and formerly its Purchasing Agent, was President of the local association during 1923, and Mr. Ormrod Titus, the Company's present Purchasing Agent, is now the Association's Second Vice President.



*A corner in the Company's Service Building, showing a few of the thousands of items that have to be kept in stock, which have to be ordered by the Purchasing Agent. During just one hour the Company bought over 2,000 carloads of materials, including coal. Some of the items were: over a million feet of wire and a half million feet of cable, 25 carloads of steel and iron pipe, 2,000 gallons of paint, 15 carloads of steel, 120 pairs of rubber boots, 100 tons of sulphuric acid and other things without end.*





## GAS AND ELECTRIC NEWS

ROCHESTER GAS AND ELECTRIC CORPORATION  
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VOL. 16 MARCH, 1929 No. 9

## Solid Silver

**W**HILE rummaging through the silver drawer, a little girl ran across an old spoon. It was light and frail and had something about it that reminded one of a period long since passed. This old spoon, notwithstanding its down on the heel appearance, appeared to be an aristocrat. It was shapely. It shone with the sheen that only solid silver possesses. Engraved on its handle were the words "Phoebe Ann." It was fragile, a relic of days that exist only in the memory of this little girl's grandma and her grandma before her, but it seemed to have a mute message. Why can't old relics talk to us!

Phoebe Ann. How quaint it sounds today. And how old-fashioned would this lady of the spoon appear to us could she be here to talk with us. How shocked she doubtless would be at the frankness and sophistication of the young people of this generation. And

even though Phoebe Ann actually were one of our relatives, to introduce her now among even our best friends, would be quite an ordeal.

We can hear some of the young ladies saying: "Isn't she a scream; what funny clothes; and just look at those curls, but isn't she a dear." And the spoon lady would be just as much shocked at the bobbed heads, the ever-displayed knees and the rouged lips of the young women of modern times. But we imagine she might also be charitable and remark, "Well, is that really the way you girls dress today, or are you just having a rehearsal of some sort." We can go this far, but we actually hate to think of leaving Phoebe Ann amid a crowd of modern sophisticates. Should she see them puffing on their fags, we are afraid the shock would be altogether too much for her, even though she was a good sport in her day and even chewed gum upon occasion.

Times have changed since grandma was a girl. And people have changed along with them. Religion has evolved, science has raced ahead, standards of morality have shifted, frankness has displaced false modesty, there are more mediums for making happiness a possibility for all classes of persons, the spirit of youth seems to dominate, and it seems as though folks just don't get old as fast as they did years ago.

Phoebe Ann, we feel almost sure, never caused her parents much trouble. She was a wonderful girl and had her share of beaux. Holding hands in her day was as thrilling as the much mentioned petting of today. Church sociables, husking and other bees and amateur theatricals were the high lights of Phoebe Ann's day, and young people managed to have good times even as they do today though the mediums and the tempo vary greatly.

We imagine we never shall get far comparing today with yesterday, or Phoebe Ann with her female descend-

ants of modernity. We of today have to live in the present, to solve the problems which it ever brings forth to challenge the ratty viewpoints which we may have carried over from earlier days.

Sometimes we find persons comparing Phoebe Anns with the daughters of today and occasionally to the discredit of the modern miss. But that is not quite fair. We like to think that the little girl who ran across this old spoon is not so very different from her ancestor whom she never saw. Like the old spoon itself, both of them may be credited with a certain amount of solid silver. Perhaps, after all, they are not more different than this frail antique spoon is from the more substantial spoons among which it finds itself in the silver drawer.

## Big Values in Little Things

**T**AKE care of the pennies and the dollars will take care of themselves," runs a familiar old adage. It seems to be an equally well established axiom that a reputation for doing little things well is a fairly accurate measure of one's character, or his ability to cope with larger problems. So few of us ever have opportunities to shine in a big way, to demand first page attention, that of necessity our friends as well as the world at large judge us by how we perform the trivial, commonplace things with which life confronts us.

Large and small business organizations and utilities as well as persons, are judged in the eyes of the public by how they do or fail to do comparatively insignificant things. And just as a person warms at the complimentary remarks of a disinterested acquaintance

for something he has done well, so do the employees of an organization feel the satisfaction that is generated when the company they work for comes up for favorable mention.

While seated at luncheon recently at the Ad Club, a gentleman remarked to the group at our table; "I was driving out Monroe Avenue this morning and just ahead of me was one of the large coke trucks of the Rochester Gas and Electric Corporation. As the heavy load rose and fell with the irregularities of the street, I could not help observing how clean the chassis was. Even the portions ordinarily not seen, the under parts of the huge springs, were almost immaculate. The entire truck was clean and bright and I turned to the gentleman who was riding with me and said, 'that's the way the Rochester Gas and Electric Corporation does things.'"

Had this coke truck been only partly clean, had only the body been well scrubbed and free from accumulations of dirt the gentleman probably never would have enthused about the Company. In that event, the incident never would have been mentioned; as when a well-groomed person fails to clean the heels of his shoes, no occasion for favorable mention would have arisen because of appreciation for the big importance of little things.

In our contacts with the public many occasions arise for us to exemplify the big values which accompany the doing of trivial things well. We may answer the queries of a customer over the service counter or in casual conversation in public, and be letter perfect in our information; but unless we create a feeling of friendliness for the Company, of its willingness to serve well and impartially, we have failed to shine the heels of our Company shoes; we have failed to clean the chassis of our trucks; we have failed to do necessary little things well.

(Continued on Next Page)





Take care of the little things and the big things will take care of themselves. There seems to be added virtue connected with the recognition of the importance of trivialities. Little things are more human because everyone is acquainted with them. Little things comprise in composite form the major portion of the activities and reactions of most persons throughout life. Big things are nothing more than climaxes made possible by the consistent growth arising from doing small things well.

We should never feel above any of the little things that opportunity places in our way. Little things are thrown at us by fate or luck, whichever we choose to believe, to test us out and to become factors either in our progress or our failures. And just as this gentleman who followed in the wake of one of the Company's coke trucks was impressed by a small detail, so are you and I and the Company we work for measured in the estimations of others by whether or not we have performed with unswerving virtue numerous trivial things which may count either for or against us.

### No Pictures Needed

EVERY once in a while in the course of a day's work we run across one of those jobs that is always cropping up—always bothering us—and always being pushed aside or put in tomorrow's file. Then we are reminded of the old Civil War story about a division of one of the armies that was halted at a river.

The general in charge sent for his chief engineer, an old-fashioned, blunt, capable road builder.

"Jim," he asked, "how long will it take to throw a bridge across the river that will carry artillery?"

Jim ran his fingers through his hair and considered the matter seriously.

"Three days, General," he said. "Good," said the General. "Go to the head draftsman and have him make up the drawings right away."

At the end of the three days the General sent for the engineer, hardly hoping that the bridge could be finished so soon.

"How's the work, Jim?" he asked. "Bridge is made," said Jim, "but them pictures ain't done yet. If you don't have to wait for them, you can march across."—*The Hartford Agent.*

### Such Is Fame

SEVERAL years ago, Firestone, Ford, Edison and Burroughs were touring through West Virginia. A light on their car went bad, and they stopped at a little crossroads store in the Buckhannan section. Mr. Ford went into the store and said:

"What kind of automobile lights do you have?"

"Edison," replied the merchant. "I'll take one," said Ford; "and by the way, you may be interested to know that Mr. Edison is in my car."

"So?" said the merchant. When the light was put in, it was found that a new tire was needed, and Ford went into the store and asked what kind of tires the merchant had.

"Firestone," was the reply. "By the way, you may be interested to know that Mr. Firestone is out there in my car, and that I am Mr. Ford—Henry Ford."

"So?" said the merchant, and let drive a long squirt of tobacco juice against the wall.

While the merchant was putting on the tire, Burroughs, who had white whiskers, leaned out of the car and said, "Good morning, sir."

The merchant looked up at him with a grin full of sarcasm and said:

"If you try to tell me that you are Santa Claus, I'll be damned if I don't crown you with this wrench."



### Mr. Russell Reviews Work of "Chamber" For Year 1928

(Continued from Page 315)

a legislative information service so that henceforth every organization like ours in the State will be kept informed of what measures affecting industry are being introduced into the legislature. I look for this first practical co-operative undertaking on the part of Chambers of Commerce throughout the State to have far-reaching results.

Time will not permit me to do more than touch upon the work of various other Chamber committees.

Needless to say, an efficient executive staff and a tireless, enthusiastic personnel, are required and my year's experience as President has demonstrated to me time and again that the Rochester Chamber has all of these—plus.

### Who Is Your Beneficiary Under E. B. A.

THIS is a question you may not have given thought since you took out your E. B. A. insurance: "Who is your beneficiary?" We do not want you to tell us, but we ask you to think about this matter, and to be sure in your own mind that the person designated on your insurance policy is the proper one.

We bring this matter to your attention at the suggestion of the Contract Department which is frequently a spectator to the inconvenience caused employees through their failure to properly name their beneficiary or to change it, possibly after marriage, or subsequent to some other contingency.

Do not fail to check up on this matter, for your own good. In doing this, a visit or telephone call to the Contract Department on the Fourth Floor may be necessary.

### Telephone Tips

FEW persons would greet a friend at their front door, then excuse themselves and disappear to be gone for two or three minutes, while their friend cooled his heels at the threshold. But, how often do we display equal discourtesy by permitting friends to dangle at the end of the telephone line while we look up data or information which they have requested.

Perhaps we think it will take but an instant to get it, but how many times our seconds become tedious moments.

With most of us, moments count. All day long we are trying to keep up with the mass of details that our work brings us to accomplish. Therefore, every time we are compelled to wait needlessly comprises a sacrifice of time that we can ill afford to make.

We should consider that although the Company has 36 central lines, and that there are at least 300 positions in use on the switchboard regularly, there is a total of 7,500 telephone calls coming through even on quiet days. This total mounts on unusually busy days and holidays. Therefore, when we tie up a wire, and at the same time waste moments that we could use to much better advantage, we are failing to be efficient employees.

How much better it would be if we were careful to avoid doing such things. Why not begin now to anticipate such contingencies. When we can not complete a call quickly, but have to obtain additional information for the person calling, let us get into the good habit of asking them for their number and stating that we will call them as soon as the information can be prepared. Doing this will speed business relations, relieve congestion on telephone lines, assist the operators to give better service and please everyone concerned. Let's try it out!



## Are You Gregarious?

**T**HE Darrow-Wiggam debate held some time since at the Knights of Columbus Hall featured the pros and cons of heredity versus environment as builders of character, success, etc., etc. While Messrs. Darrow and Wiggam were stopping at The Sagamore they attracted no little attention. It seemed, however, that most persons were just a bit afraid of them. Seldom would one see anyone in conversation with either of them, although everyone in the Sagamore lobby seemed to be pointing these gentlemen out to their friends.

Messrs. Darrow and Wiggam, it appeared, greatly enjoyed talking with each other on the afternoon just preceding their debate. They appeared like old friends doing a little shadow boxing as an appreciated preliminary for the lobbyites. Perhaps they are too good friends to succeed in injecting sufficient ferocity into a debate to please the average audience, which goes to such lectures partly to see literary blood spilled in quantities.

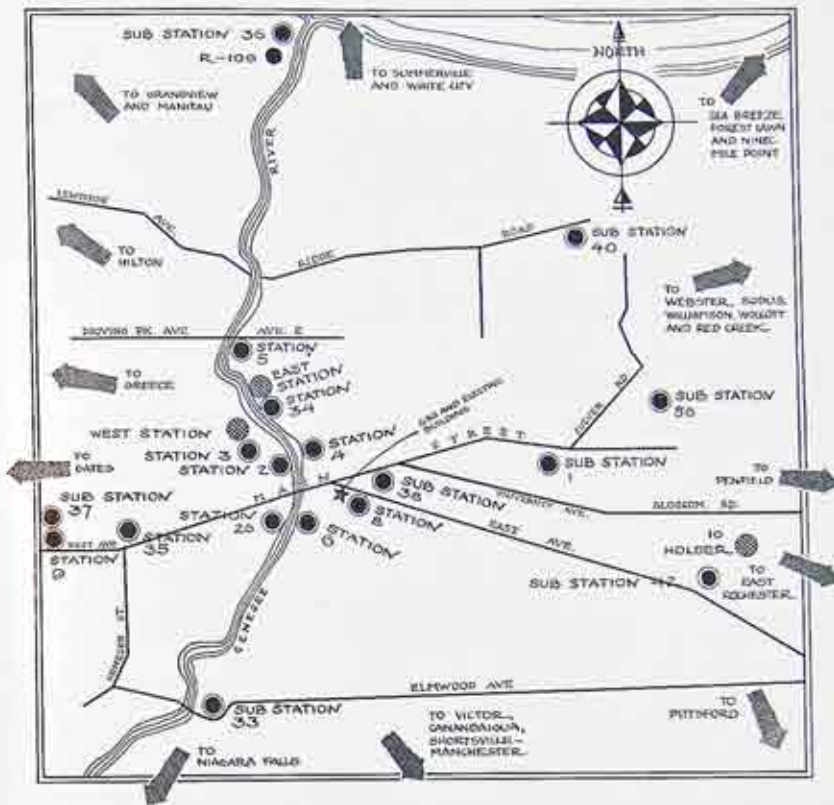
Differing from most persons, Mr. Ray Davis, Company Cashier, stepped up to Mr. Darrow in the Sagamore ticker room, where Mr. Darrow was coolly observing the ebb and flow of various securities, and engaged him in conversation. Ray found Mr. Darrow an unusually interesting person, one who seemed quite delighted to have a stranger in a strange land help to assist him out of the fog of boredom which lobby loitering engenders.

Mr. Darrow seems to be a person who gets a lot out of his environment, wherever he may be. His great confidence in the constructive value of environment is doubtless due in part to the impressions gathered throughout an interesting and busy life. He likes to lecture because lecturing is closely

akin to certain phases of legal work. One finds it easy to believe that Mr. Darrow's great success in his life's work is largely because of his putting it ahead of almost everything else. His interest in securities as well as in many other things seems to be but temporal, and always secondary to his professional activities. He would buy or sell a security on the advice of a good friend, and his confidence in his friends would appear to be of more real interest and value to him than any possible loss or gain financially.

Mr. Davis found Mr. Darrow to be a very human person, a good natured, big hearted fellow who apparently is always trying to glean something useful from any environment in which he finds himself. It is perhaps Mr. Darrow's mastership of psychology, his ability to read human nature and his readiness to listen to the other fellow which have been factors in his national popularity, both professionally and otherwise. His willingness to lecture in Rochester or any other city for a fee that is surely diminutive compared to his usual legal fees indicates the fact that he must have some mission in life and in debates he has denied that life has a mission—besides the mere acquiring of money.

Mr. Davis's intimate glimpse of Mr. Darrow carries with it a suggestion of value. It is this, that whenever opportunity offers it we should not hesitate to scrape an acquaintance with persons of note. There is much to be gained from contact with them and, more than likely, they will feel that they also have gained something from the association. Besides, it is apt to make a stranger in your city feel at home if you approach him on the grounds of hospitality and treat him more as a friend and less as an impersonal figure in the public world.



### Principal Local Properties of the Rochester Gas and Electric Corporation

*Arrows indicate direction in which lines extend to out-of-town properties*

Station 1	Lighten Avenue	Substation
Station 2	Brown's Race	Hydraulic Station
Station 3	Foot of Mill Street	Steam Generating and Substation
Station 4	Central Avenue	Hydraulic and Substation
Station 5	Driving Park Avenue Bridges	Hydro Generating and Substation
Station 6	South Water Street	Hydraulic Generating and Substation
Station 8	Lawn Street	Steam Generating and Substation
Station 9	Lincoln Park	Steam Generating Station
Station 26	Aqueduct Street	Automatic Hydroelectric Station
Station 33	Elmwood Avenue	Substation
Station 34	Smith Street	Steam Heating and Substation
Station 35	Litchfield Street	Steam Generating and Substation
Station 36	Charlotte Boulevard	Substation
Station 37	Lincoln Park	Substation
Station 38	Swan Street	Substation
Station 40	Ridge Rd., near Culver	Substation
Station 42	Rockwood St., at N.Y.C.	Substation
West Station Gas Manufacturing Plant		Falls Street
East Station Gas Manufacturing Plant		East end of South Street
No. 10 Gas Holder		Searle Park, Blossom Road



## AUDITING

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

	Jan. 31, 1929	1928	Increase
Gas.....	106,915	102,876	4,039
Electric.....	110,197	99,662	10,535
Steam.....	319	321	*2
Total.....	217,431	202,859	14,572

### Statement of Consumers by Department as of January 31, 1929

	Gas	Electric	Steam	Total	Incr.
1922.....	81627	40838	104	122569	6401
1923.....	84395	49536	115	134046	11477
1924.....	87294	60137	110	147541	13495
1925.....	90469	71246	143	161858	14317
1926.....	94658	81532	184	176374	14516
1927.....	97836	90600	258	188694	12320
1928.....	102876	99662	321	202859	14165
1929.....	106915	110197	319	217431	14572
Incr. in 10 years	27988	81249	244	109481	109481

### Net Increase in Consumers by Months

	1927	1928	1929
Incr. in January.....	357	428	*4658
Incr. in February.....	512	439	
Incr. in March.....	612	527	
Incr. in April.....	1271	890	
Incr. in May.....	1270	912	
Incr. in June.....	1128	940	
Incr. in July.....	1106	979	
Incr. in August.....	1587	1077	
Incr. in September.....	1286	1374	
Incr. in October.....	1168	1111	
Incr. in November.....	2707	891	
Incr. in December.....	1090	774	

\*Includes: Companies merged Jan. 2, 1929

Genesee Val. Pr. Co.....	2,010
Mt. Morris Ill. Co.....	907
Genesee Gas Lt. Co.....	718
Hilton El. Lt. Pr. Ht. Co.....	314
Cooper Elec. Corp.....	376
Total.....	4,325

	Month of Jan. 1929	Jan. 1928	Increase
Amount of Pay Roll.....	\$341,477.24	\$352,610.88	*\$11,163.64
K.W.H. Generated—Steam.....	10,765,110	5,825,929	4,939,181
K.W.H. Generated—Hydro.....	20,049,400	23,081,980	*3,032,580
K.W.H. Purchased.....	3,575,436	3,480,434	95,002
M. Cu. Ft. Coal Gas Made.....	307,853	302,123	5,730
M. Cu. Ft. Water Gas Made.....	107,213	85,259	21,954
M. Cu. Ft. Gas Purchased.....	4,574	None	4,574
Tons Steam Coal Used.....	21,538	17,656	3,882
Tons Gas Coal Used.....	25,054	25,504	*450
Gallons Gas Oil Used.....	349,108	245,442	103,666
Tons Coke Made.....	17,180	17,359	*179
Gallons Benzene Made.....	48,237	74,960	*26,723

\*Denotes Decrease

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

Balance 1st of Month.....	\$17,456.08
Dues—Members.....	1,642.36
Dues—Company.....	1,642.36
Fees—Members—Company.....	ca. 12.00
Assmt. No. 106, 107, 110, 113, 116, 118, 121 126—Members.....	10.00
Assmt. No. 107, 110, 116, 118, 121, 126—Company.....	9.50
Members Add. Life Insurance.....	495.13
Misc. Revenue.....	38.56
Total Receipts.....	3,861.91
Total Receipts plus Balance.....	21,317.99

### Disbursements

Sick Benefits.....	2,692.37
Accident Off Duty Benefits.....	206.16
Accident On Duty Benefits.....	89.74
Death Benefit No. 126.....	400.00
Rental Safe Deposit Box.....	10.00
Expense of Nurse Dec. 1928.....	114.40
Group Life Insurance.....	5,854.32
Medical Examiner's Expense.....	4.50
Members Add. Life Insurance.....	880.63
Sickness in Family.....	8.29
2 Shares R. G. & F. Stock 6% Prof.....	204.00
Total Payments.....	10,464.41
Balance on Hand.....	10,853.58

### Membership

Date	No.
Members, Jan. 31, 1929.....	2016
Affiliated, Feb. 1929.....	15
Terminated, Feb. 1929.....	19
Loss.....	4
Membership, Feb. 28, 1929.....	2012

### Miscellaneous Data

Miles of Gas Mains.....	753	706	47
Miles of Overhead Lines.....	4886	4084	802
Miles of Underg'd Lines.....	2655	2483	172
Miles of Subway Duct.....	1791	1717	74
No. Street Arc Lamps.....	1486	1430	56
No. Street Mazda Lamps.....	19151	17853	1298
Total No. Street Lamps.....	20637	19283	1354
Number Employees.....	2255	2353	*98



"Books are the food of youth, the delight of old age; the ornament of prosperity; the refuge and comfort of adversity; a delight at home, and no hindrance abroad; companions at night, in travelling, in the country."—CICERO.

### Annual Meeting of Book Club

THE annual business meeting and election of officers of the Rochester Gas & Electric Book Club was held at the monthly luncheon meeting on March 7th. The following officers and chairmen of committees were elected for the coming year:

President, Miss Margaret Settle; Vice-President, Miss Mabel Esley; Secretary, Miss Lillian Diner; Treasurer, Miss Lauretta Murray; Membership, Miss Frances Cameron; Librarian, Miss Dorothy; Editor, Mrs. Edith McCallum; Book-of-the-Month, Miss Jeannette Hull; Literary Representative, Miss Frances Cameron.

The retiring president, Miss Jeannette Hull of the Pay Roll Department, expressed her appreciation of the fine spirit of cooperation which she had received from her Executive Committee and members of the club.

The new president, Miss Margaret Settle of the claim department, in referring to the future, aroused much interest in the development of new plans for the ensuing year.

It was announced that among the new books were: "The World I Saw," by Anne Shannon Monroe; "The Village Doctor," by Sheila Kaye-

Smith; "Music at Midnight," by Muriel Draper; "Silver Slippers," by Temple Bailey; "Magic Island," by W. B. Seabrook; "God's Country," by Ralph D. Barton; "The Art of Thinking," by Ernest Dimmet; "The World Does Move," by Booth Tarkington; "Mareca-Maria," by Sophie Kerr.

Books are the record of all the knowledge, all the great thoughts and ideas, all the discoveries, all the adventures and achievements of the human race through all ages. If you love and know good books, you can live in the society of the best minds not only of your own time but of all time. Consider what you have in any well chosen library—even though small. You have the results of the learning and wisdom of the wisest and wittiest men that have lived in all countries during two thousand years. You have the company of the great creative geniuses, the great philosophers, the great thinkers along all lines, the master spirits who have labored to put the best of themselves in their books. You will never know what it is to be bored if you have learned to enjoy and appreciate good literature.

Good books are like good friends. Make new ones, but do not fail to keep in touch with the old ones. Good books make us happier, more contented. They add to our character by feeding us a literary ration which we may balance to suit our own peculiar tastes or requirements.



## OBITUARY PERSONALS



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. Helen L. Quetchenbach, wife of Thomas Quetchenbach who for many years has been an employee of the Motor Department, died recently at the family home, 801 Seward Street. Besides her husband, Mrs. Quetchenbach leaves two small children, Harold and Francis, aged eight and nine respectively.

Mr. Dalos Sidman, father of Mr. Edward Sidman, Meter Reading Department, died on February 1, at his home, 190 Ravine Avenue. He is survived by his wife, Mrs. Lora E. Sidman and four sons.

Mrs. Ernest Breffe, after a year's illness, died on January 28, at the family residence on Lee Road, interment being made at Riverside Cemetery. Mr. Breffe is employed in the Auditing Department.

The death of Mr. Fred Biehler occurred on February 2, at a sanitarium at Honeoye Falls where he had been for a short time. The funeral was held from the home of his daughter, Mrs. Frank J. Gress, 500 Plymouth Avenue. Mr. Biehler was an employee at Station 3, and had been living at the Elks Club.

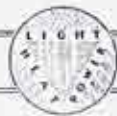
The mother of Mr. Alfred Doud, of the Andrews Street offices, died recently, leaving three sons, Alfred, Arthur and William Doud. The funeral services were held from the home, 48 Rosedale Street, and burial was made at Mt. Hope.

Miss Anita M. Fowler, of 327 Garson Avenue, recently became the bride of Mr. Gordon L. Bangs. The honeymoon trip included visits to Washington, D. C., and other eastern cities. Upon their return, the newlyweds established their home in this city, at 151 Alpha Street.

Mr. Walter C. Taylor and Mr. Olin Le Roy were recently transferred from the Electric Meter Department to the Operating Division of the Electric Department. These young men are fourth year students in the Mechanics Institute Co-operative course.



Old City Hall, Praha, Czechoslovakia, showing in distance Hussite Church, built in the Fourteenth Century. Photo used by courtesy of Mr. Pergler, who visited our company some months ago.



Mr. Joseph P. MacSweeney recently delivered a paper before the Hardware Dealers of New York State assembled in convention at Exposition Park. The subject of the paper, "Why we Merchandise Gas and Electric Appliances," was suggested by the committees representing the state association, and brought out the essential reasons why power, heating and lighting utilities in general and the Company in particular consider it necessary to continue in the competitive field of gas and electric appliance merchandising.

Miss Mona Pratt, of the Domestic Sales Department, recently spent a number of days at New York and Atlantic City. She made the young women of the department almost envious of her by her postcard descriptions of the balmy breezes and good shows she was enjoying. Then, to pacify them, she sent them a big box of salt sea taffy which, as yet, none of them have touched. The reason for this is not pique, but because, during lent, taffy and other candies are being proscribed; but just imagine the scrimmage which will occur when lent goes out and taffy bans are banished!

Besides being a creator of snappy and artistic window displays, Mr. Ray Clark upon occasion qualifies as a director of amateur dramatic performances. He recently directed the presentation of "A Southern Cinderella" which was given for two nights at the Greece Baptist Church. Ray smiled when, upon interrogation, he admitted that the entire cast was feminine.

Miss Carrie F. Day has returned from a three month's trip to Southern California, where she visited friends. Going by way of the Santa Fe, and returning via the Southern Pacific, Miss Day enjoyed the change of



Mrs. S. E. Byler of Santa Anna, California, and Miss Carrie F. Day enjoying life at Long Beach, on the Pacific Coast, where Miss Day recently spent a delightful vacation.

of scene which such a trip brings. Of course, she visited Hollywood, the Grand Canyon, Pasadena, Redlands, Catalina Islands and many other delightful spots and brought back some excellent photographs to show to her friends.

Messrs. Charles L. Cadle and Homer Deffenbaugh recently attended the meeting of the Committee on Electric Rates, of the American Gas Association, in New York, and Mr. Arthur C. Rissberger was in attendance upon the Association's conference of the Film Committee, which was held on the same date.

Following a fire in the basement of an East Rochester grocery store, on February 18, a man was found overcome with fumes from the conflagration. As firemen brought the victim from the basement, Messrs. Peter Con-



Get out your Kodak, for vacation time and scenes like this one are just around the corner.



nelan, of the Line Department and Peter Carlin, of the Meter Department appeared on the scene. They at once began prone pressure, spelling each other that no valuable seconds might be lost. Following a period of twenty minutes of prone pressure, the victim regained his senses and began to breathe. Although an ambulance had been summoned and eventually arrived on the scene, the prompt attention given to the victim by Messrs. Connellan and Carlin was largely responsible for saving his life, it is said.

Mrs. Ashley, formerly Rhea Templeton, recently visited her many friends in the Gas and Electric Building. Living on a farm and being the mother of a fine baby seem to agree with Mrs. Ashley, whose smile has not diminished, but rather exceeds its status quo, so to speak.



In the glorious Genesee Country, a study in highlights and shadows, by Mr. Arthur S. Whitebeck.

Miss Dorothy Dake, of the Library, was recently appointed chairman of the dramatic committee of the Rochester District of the Epworth League. Miss Dake succeeds Mr. Harvey Lannin, of the Adjustors Department. Proof of Miss Dake's ability to handle this important commission was recently forthcoming, when an enthusiastic audience proclaimed "The Sophomore," the first dramatic offering planned by Miss Dake, to be a first rate amateur production. It was presented at the Spencer Ripley Methodist Church, Friday evening, March first. The cast included fifteen young people, among them being Miss Dake, Miss Frances Cameron and Mr. Harvey Lannin, all of this Company.

Mrs. Ernest A. Barth was general chairman of arrangements in connection with the Child Guild Institute which was held recently at the Chamber of Commerce, under the auspices of the Rochester Home Bureau and the Monroe County Home Bureau organizations.

Mr. A. C. Vogelsang, of Station 3 Office, who is better known as "Grandpa" to his many friends there, has been spending a delightful winter season at St. Petersburg, Florida. Big league



baseball and fishing vied with each other in helping Mr. Vogelsang to enjoy the recent months during which most of us up north have been snappily sidestepping Jack Frost. "Grandpa" will return shortly, when the sun begins to shine on both sides of the fence.

One of the dependable signs of an early Spring is comprised in the fact that almost all of the men in the Investment Department are daily asking Mr. William Gosnell when he is expecting to open up his cottage at the lake. They have offered to help him paint the cottage or do varied and sundry tasks over week-ends, and the urge of springtime is strongly in evidence. We hope their primitive impulses are not playing tricks with their imaginations. However, it might not be a bad idea to get out the old fish pole and tackle and get it in shape for an early fishing season.

There seem to be numerous early vacations this year. Mr. S. Clark Seeley, of the Service Department, and Mrs. Seeley recently returned from Bermuda, where the sun is warm and the temperature does not take a nose dive every day. They had a wonderful trip and a pleasant stay on the island.

Mr. Floyd Owen, of the Industrial Sales Department, spent the period between February 10 and 16 at the winter conference held at the Edison Lighting Institute, Harrison, N. J. This conference comprised a school of instruction which was attended by representatives from utilities from various states, and featured illuminating design, with special reference to architectural problems.

Messrs. Gordon Ross, Harry Culliton and Frank Houlihan attended the convention of New York State Credit Men, which was held at the Pennsylvania Hotel, New York, February 18 and 19. Mr. Ross was prepared with a nifty response to the welcome which

was to have been given by Mayor Jimmy Walker or some of his aides; but neither the burgomeister nor his assistants could make the date, and Gordon's speech died an ignominious death.

Mr. Norman Prince, for some years in charge of the Company's Chemical Laboratory, has left the Company's



Little Jane Davis, 20-months-old daughter of Mr. and Mrs. C. V. Davis, 58 Hillendale Street.

employ to become a member of the firm of the Wamblau Corporation of this city, manufacturers of oils, paints and varnishes. Mr. Prince will become technical director of the organization. Mr. Louis Schneidman, who has been associated with the Technical Laboratory for a number of years, has been placed in charge of the work for which Mr. Prince was formerly responsible.

Mr. Patrick J. Drumm, who had upon four different occasions experienced the acceleration of spirits that accompanies grandfather-hood, recently added a fifth grandchild to his list. It is little Ann Corine, daughter of Dr. and Mrs. Jerald Drumm, and although she is the tiniest drumm, she is said to be able to make her share of whoopee.



Miss Mae Ludlow and the Toastmaster she won, which speaks for itself.

Miss Mae Ludlow is seen here with the Toastmaster she won recently because of her proven salesmanship in a sales contest which ran from December 1 to 25. Golden toast that actually pops out upon one's breakfast plate, with automatic precision, is now being enjoyed in many Rochester homes, partly because of the enthusiasm generated for Toastmasters in this contest.

Mr. Ranlet Miner has been transferred to the Cashiers Department and Mr. Henry Marks from the Cashiers Department to that of the Industrial Sales.

Mr. Walter Young, who sells securities, recently demonstrated that the big fish up at Mud Lake, in the St. Lawrence region, are not secure even when they are protected with acres of fairly thick ice. He returned

from a vacation there with his wife and a party of friends recently. The finny trophies he brought back in the form of numerous fat pickerel were ample evidence of his fishermanship.

Miss Gertrude Shippey recently entertained the saleswomen of the Main Floor, at a sauerkraut dinner at her home on Troup Street. According to the consensus of opinion among the persons who were present upon this occasion, sauerkraut is getting to be one of our national dishes. When garnished with the omnipresent wiener it is almost irresistible, and can hold its own any day with chicken a la King in any company.

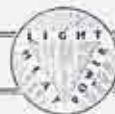
Mr. Edwin Wilder, Manager of the Industrial Sales Department, recently visited Chicago where he attended the meeting of the Management Committee, industrial section, of the American Gas Association.

Mr. Dean De Long, for some years engaged in the relay maintenance work, recently left the employ of the Company to become a foreman in the plant of the General Button Company.

Mr. Frederick W. Fisher spoke before the Rochester Real Estate Board at one of its recent noon luncheons. His talk related to the influence of gas and electricity upon the general prosperity of this country, and included some data which indicated the high place which American workers and industries have earned in world progress.

Mr. Henry Marks recently spent a week-end at Saratoga Springs.

Just as the Saturday noon whistles were blowing, on February 2, a baby boy, named Frank, was born to Mr. and Mrs. George Gales. He shouted lustily as if to keep up his courage amid the Saturday din, then made himself right at home and is now a regular boarder. Little Frank will easily remember his birthday, which coincided with ground hog day.



Going south with President and Mrs. Coolidge on their last extended trip before President Hoover's inauguration was the pleasant task of Mr. Harry Greenberg, who will be remembered by many employees of the Company as a former associate. Mr. Greenberg, who frequently postcards friends here, from alluring places where he has been assigned duty as a newsreel photographer, recently wrote to Mr. Frederick W. Fisher from St. Petersburg. Photographically recording for those of us who rely upon newspapers to keep us in touch with the comings and goings of the great and near great at Washington is the interesting job of Mr. Greenberg, who remembers us pleasantly and reads about us lesser statelites regularly in his copy of *Gas and Electric News*.

About the first of the new year, Mr. Ray Myers was placed in charge of the maintenance and operation of the Gas and Electric Building, with supervision over the men employed in this work, and the equipment including elevator maintenance and service. As

opposed to the mechanical end of building supervision, Mr. William Weaver has charge of rentals and the responsibilities connected with dealing with tenants.

Mr. Henry Genthner, of Station 3, was married to Miss Elsie Renaud of this city, on Thursday, January 17. The ceremony was conducted by the Reverend Paul Stratton at the Westminster Presbyterian Church. Mr. Genthner's associates, in honor of his becoming a Benedict, honored him at a dinner at West Manor, and a theatre party at the Keith-Albee Palace. They also presented him with an electric waffle iron. Mr. Genthner last Spring completed his training in one of the Co-operative courses at Mechanics Institute, after having graduated from High School in the regular night school classes, finishing three year's work in two years. To further prepare himself for work in the Relay Division, Mr. Genthner has taken a leave of absence from the Company to spend one year in training at the plants of the General Electric Company, at Schenectady.



A portion of the happy group of employees who attended a mid winter party held on the sixth floor by the Consumers Bookkeeping Department.



## Fumes & Flashes



### CARBON COPY

First Darkey—"What fo' yo' name yo' baby 'Electricity,' Moses?"

Second Darkey—"Well, mah name am Mose, and mah wife's name am Dinah, and if Dinah-mose don't make electricity, what does dey make?"—Selected.

### CANDOR

Lady—"My husband is a deceitful wretch. Last night he pretended to believe me when he knew I was lying to him."—Selected.

### A CURSE

"Drink," said the Irish preacher, "is the greatest curse of the country. It makes ye quarrel with yer neighbors. It makes ye shoot at yer landlord. And it makes ye miss him."—Selected.

### ANTIQUE

"I just met your aunt. Was she in the ark?"  
"No—of course not!"  
"Well, how did she keep from being drowned?"—Selected.

### WILLIE HOW COULD YOU

Here lies the body of Willie Brace,  
He sure was one fine fella.  
He said in his sleep, "I love you, Grace,"  
But—his wife's name was Stella!

### STOP, THEN GO!

"When we reach that bend in the road I'm going to kiss you."  
"Isn't that going a bit too far?"—Selected.

### THE ORIGIN

A sultan at odds with his harem  
Thought of a way he could scare 'em;  
He caught him a mouse  
Which he freed in the house,  
Thus starting the first harem scarem.  
—Selected.

### IN COLD BLOOD

He had choked her—  
She was dead—there could be no doubt about that. He had listened to her dying gasp. Now she was cold—cold as the hand of death. Yet in his anger he was not convinced. Furiously he kicked her. To his amazement she gasped, sputtered and began to hum softly.  
"Just a little patience is all it takes, John," remarked his wife from the rear seat.—Selected.

### TICKLISH PROPOSITION

"Is Nora there?"  
"No, she isn't."  
"Do you know where I can get hold of her?"  
"I couldn't tell you; the boys say she is awfully ticklish."—Selected.

### GRANDMA SCORES ONE

Granddaughter (being lectured)—"I seem to have heard that the girls of your period 'set their caps' at men."  
Disapproving Grandmother—"But not their knee-caps."—Selected.

### GOOD OLD DOC

First Urchin—"Dr. Smith brought our baby."  
Second Urchin—"We take from him, too."—Selected.

### FAIR AND WARMER

Two colored boys were arguing about who was the thinner of the two.  
Sam—"You is so thin, you ma could use yo fo a window."  
Rastus—"Dat's nothing, child, yo is so thin yo ma could give yo grape-juice and use yo for a thermometer."—Selected.

### MISLEADING

"Doctor, my eyes are bothering me a bit; see what you can do for me in the way of glasses."  
"Take a seat, sir. And now tell me what kind you've been wearing."  
"None, I've never worn glasses in my life. Never needed 'em before."  
"Indeed! You will pardon my mistake, but I judge from the mark on the bridge of your nose that you—"  
"Oh! That mark? I got that from drinking home brew out of fruit jars."—Selected.

### FOR MEN ONLY

Son—"Did Edison really make the first talking machine, Dad?"  
Dad—"No son, the first one was made in the Garden of Eden, but Edison made the first one that could be shut off."—Selected.

### REASONABLE ENUF

"By the way, Chappy, don't worry any more about that dollar you owe me."  
"Why? Don't you want it?"  
"Not that, but there's no use both of us worrying about it."—Selected.

## Speak Gently

Speak gently in this world of ours,  
Where clouds oversweep the sky,  
And sweetest flowers and fairest forms  
Are ever first to die.

Where friendship changes and the ties  
That bind fond hearts are riven,  
Mild, soothing words, are like the stars  
That light the glorious heaven.

There are enough of tears on earth,  
Enough of toil and care,  
And even the lightest heart has much  
To suffer and to bear.

Speak gently, then, and win the smiles  
Back to a shadowed face,  
And bid the clouded brow resume  
Its fresh and youthful grace.

Mrs. A. B. Crosby.





## "Doctor Sleep"

“ ”

Oh, you who give new lives for old,  
Who heal and never ask for gold,  
Kind Sleep, receive and make afresh  
This flagging mind and weary flesh.  
O, steep my soul in seas of dew  
And make me clean and brave and new.

—Selected.

