

Volume 42 Number 1

GAS and ELECTRIC NEWS

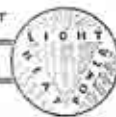
Published by
The Rochester Gas & Electric Corporation

ESTABLISHED 1907

THE BUILDER

BACK of the beating hammer
By which the steel is wrought;
Back of the workshop's clamor
The seeker may find the Thought,
The thought that is ever master
Of iron and steam and steel
That arises above disaster
And tramples it under heel!
The drudge may fret and tinker
Or labor with lusty blows,
But back of him stands the Thinker,
The clear-eyed man who knows;
For into each plow or saber,
Each piece and part and whole
Must go the brains of Labor
Which gives the work a soul!
Might of the roaring boiler,
Force of the engine's thrust,
Strength of the sweating toiler,
Greatly in these we trust.
But back of them stands the Schemer
The Thinker who drives things thru
Back of the job—the Dreamer
Who's making the dream come true!

—Selected.



Campaign on Water Heaters

WHEN you consider time, convenience, satisfaction and cleanliness your home is not complete without an automatic water heater. And you can not afford to be without one in view of the special inducements now being offered in the sales campaign featuring the Pittsburgh Monarch Water Heater (automatic storage type).

There is a five-year guarantee given with each Pittsburgh Monarch water heater, and the special offer includes the connection of the heater without charge. Therefore, without spending one penny, you can have a Pittsburgh Monarch Gas Storage Water Heater installed in your home.

You will be proud to possess such a heater. It always looks immaculate because it is finished in beautiful lustrous enamel. It is as easy to clean as your porcelain table top, or your

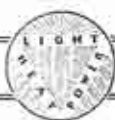
gas or electric refrigerator. Inside it there is always an abundant supply of clean, hot water. No more waiting for the water to get hot for dish washing or other purposes! Just turn on the water faucet and enjoy this wonderful hot water service instantly!

The entire family will enjoy a Pittsburgh Monarch. Getting the children ready for school is only one of the routine tasks that will become simplified because of a plentiful supply of ever-hot water. Also, doing the dishes, the cleaning and so many other household chores lose their somber aspect when lots of good hot water is always instantly available.

Ask our employees about this special offer, come in, write or telephone to our Domestic Sales Department, Main Floor, Gas and Electric Building, 89 East Avenue, telephone Main 3960. You may never again get quite such a good offer as this one.



The word "Hot" on your faucet means what it says when there is a Pittsburgh Monarch Automatic Heater behind it. Ask employees about special campaign now going on, call in at the Gas and Electric Building, or telephone Main 3960. Find out about special offer, including no down payment, 30 months to pay and allowance for your old equipment.



Sales Promotion Meeting for Managers of the Associated Gas and Electric System Held at Rochester

GENERAL sales promotion throughout the extensive system of the Associated Gas and Electric Company was the theme of a two-day get-together meeting held on Monday and Tuesday, September 16 and 17 at the Assembly Room of the Gas and Electric Building, at 89 East Avenue. Approximately one hundred General Managers, Commercial Managers, officials and other employees of the Associated organization were in attendance at the sessions, which provided much useful food for thought in connection with the general policy of sales campaigns to be inaugurated in the future.

The topics presented in papers and addresses and the discussions which followed them generated real interest. The subjects considered were varied, and the lessons brought out were constructive and of a character which may be applied to almost any type of campaign, be it electric refrigeration, water heaters, gas house heating or sales of smaller equipment.

Mr. Cadle Presides First Day

Mr. Charles L. Cadle, General Manager of the Rochester Gas and Electric Corporation, presided at the first day's session and opened the

meeting. He told us of his disappointment that, because of other important engagements, Mr. John I. Mange, President of the Associated Gas & Electric Company, was unable to be with us. Following announcements concerning plans made for the entertainment of delegates, Mr. Cadle introduced Mr. Robert M.



SANFORD J. MAGEE

Vice-President and General Manager of the Associated Gas and Electric Company, who spoke at the opening session.

Searle, President of the Rochester Gas and Electric Corporation, who welcomed the guests to Rochester, and Mr. S. J. Magee, Vice-President and General Manager of the Associated Gas and Electric Company, was next introduced. Mr. Magee's remarks were friendly and inspirational. He said that while the Associated organization numbered more than 20,000 employees scattered about various parts of the country, their progress was watched with interest by officials at Associated headquarters. He mentioned the Company's very successful Debenture campaign and implied that it reflected good leadership, Company spirit and hard work. Mr. Magee said that if nothing more were accomplished in the meetings than a welding together in a stronger bond of helpful friendship, the various sections represented, the time and money expended would be exceedingly worth while for all concerned.



First Session Devoted to Analysis of Plans for an Intensive Refrigeration Campaign

The feature of the first session was the consideration of plans for an intensive refrigeration campaign for all of the Associated Gas and Electric properties. The first address was given by Mr. P. B. Zimmerman, Sales Manager of the Refrigeration Division of the General Electric Company, Cleveland, Ohio. Mr. Zimmerman brought to us refrigeration facts which it has taken years of study and research to discover. He covered the subject both from its economic and its more romantic sales angles, even looked into the future and drew a glowing picture of what may be accomplished toward constructive public service through the continuation of the phenomenal growth which the industry has registered during the past year or two. He did not overlook the load building possibilities which electric refrigeration makes possible, nor the better load factor which is inher-

ent in it. Safe temperature standards, wholesomeness of foods, the preservation of better general health and scores of other pertinent issues were discussed ably by Mr. Zimmerman. His remarks should be an inspiration to anyone contemplating participation in a refrigeration sales campaign, for he spoke with the authority of one who knows his subject.

Georgia Sales Campaign Reviewed

Mr. Carl Brown, Assistant Merchandising Manager of the Georgia Power Company, next reviewed his experiences in what is said to be one of the most successful refrigeration sales campaigns ever held in this country. He was an interesting speaker, who fairly bubbled over with enthusiasm for his subject. He covered quite in detail the high-spots of his recent Georgia campaign, covering the types of advertising utilized, the handling of the sales personnel and stressed the lessons which the campaign had



A part of the Rochester Gas Furnace exhibit in the Assembly Room, showing how gas house heating lends itself to the cleaning up and beautification of basement.



taught his Company. The generating of loyalty, company spirit, Mr. Brown told us, was one of the most essential factors in any campaign. He also mentioned the importance of "pep" meetings, and showed how they can be made to bring a team from mediocrity to success in sales results. The discussions aroused by Mr. Brown's talk and his answers to queries were very helpful and, altogether, electric refrigeration sales campaigns under his masterful handling appeared to be something romantic, interesting and assured of satisfactory results providing certain essential factors were not overlooked. His remarks surely impressed and encouraged all those who look forward to similar campaigns in the near future.

This Company's Refrigeration Campaign Analyzed by Mr. Taillie

Mr. Harry Taillie, Assistant Manager of Domestic Sales of the Rochester Gas and Electric Corporation next told of the Company's recent refrigeration sales campaign. Mr. Taillie detailed the similarities and differences marking the Georgia and the Rochester campaigns. He called attention to the interesting exhibits which had been prepared as part of the adornment of the Assembly Room. These exhibits showed the varied advertising and publicity features which had been worked out in our campaign. He stressed the desirability of featuring one specific type of refrigeration in order to make more forcible the resultant, unified appeal and spoke of the importance of window displays and other features which back up the

routine sales appeal generated by varied other factors. The education or instruction of employees in salesmanship was also commented on by Mr. Taillie, who covered his subject quite thoroughly and interestingly.

The Proposed Refrigeration Campaign Throughout Associated Organization

This subject was ably handled by Mr. L. D. West, Vice-President of the J. G. White Management Corporation, and Vice-President of W. S. Barstow and Company, under whose supervision the refrigeration campaign of the Associated organization is to be launched. Mr. West, who is an advertising executive known throughout this country presented his plans for the coming campaign. He emphasized the important issues and voiced his confidence in the ability of those who will carry out his plans, and said that he was assured that the results would be all that he expected them to be. Under the guidance of a man of Mr. West's ability and broad experience the campaign mentioned is sure to become another successful event in the Associated's long list of successful accomplishments. In closing, Mr. West also spoke of the tremendous value which is bound to accrue through the inspirational Rochester meetings and the friendships which they have made possible, all of which will tend to weld the organization together in a more cohesive unit of accomplishment.

The discussions during the morning session were led by Mr. J. R. English, Commercial Manager of the Pennsylvania Electric Company, Johnstown, Pennsylvania; Mr. F. M. Houston, New Business Manager of the New York State Electric and Gas Corpora-



tion, Oneonta, N. Y., and Mr. Wm. Keay, General Sales Manager of the New England Gas and Electric Association, Cambridge, Mass.

Mr. Searle, who added much to the morning session by his pertinent, spontaneous reviews of some of the facts considered by various speakers, closed the morning session. He emphasized the importance of load building and the necessity for coordinated effort. In his concluding remarks Mr. Searle, with characteristic manner and use of "pat" illustrations, stressed the point that while the detail involved must have due consideration, the real meat of the problem is to get busy and sell.

Following the afternoon trips the first day climaxed its varied features with a dinner held at the Oak Hill Country Club, at 6:30 P.M.



President Robert M. Searle, who attended the sessions.

Mr. Searle, with characteristic manner and use of "pat" illustrations, stressed the point that while the detail involved must have due consideration, the real meat of the problem is to get busy and sell.

Following the afternoon trips the first day climaxed its varied features with a dinner held at the Oak Hill Country Club, at 6:30 P.M.



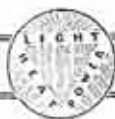
A corner of the Assembly Room showing some of the gas and electric ranges which were on display.

Vice-President Russell Presides at Second Day's Session

In the absence of Daniel Starch, Director of the Associated Gas and Electric Company, Vice-President Russell introduced Mr. J. Waldron Hargitt, assistant to Dr. Starch, who spoke on "Advertising." Mr. Hargitt presented by means of slides a few of the Associated's recent advertisements. They were created to inspire a desire for water heaters through the psychology of cleanliness which they incorporated, and were planned as preliminary to water heater campaigns. Mr. Hargitt answered numerous questions relating to advertising and asked for criticisms of the advertisements.

Mr. C. A. Greenidge Discusses Utility Changes

Mr. C. A. Greenidge, Chief Engineer of the J. G. White Management Corporation, affectionately called "Pop," at the beginning of the forenoon session of the second day briefly discussed the profound economic changes now taking place in the public utility industry, with especial refer-



ence to recent mergers. Mr. Greenidge emphasized that the opportunities of the utilities and their responsibilities to the public are continually increasing, and that the Associated system intended to live up to both. He also spoke of the "grief" which the Associated personnel had had to bear in accommodating themselves to the rapid progress which had been made. He said, however, that the transition had been made with credit to all concerned and referred to the well known and historic phrase of Lord Nelson, "England Expects Every Man to do His Duty." "That," he said "is what the Associated Management expects from all of us."

At the close of his remarks, Mr. Greenidge thanked the Management for the way in which the delegates had been entertained and voiced his appreciation for the general excellence of the sessions.

Gas House Heating

This topic was ably handled by Mr. John Allington, Industrial Engineer, Rochester Gas and Electric Corporation. He went into the subject from a period marking the Company's first experiences with gas house heating and carried it through down to the present time when more than 500 such

installations are in successful use here. During his talk, Mr. Allington called attention to the Rochester Gas Furnace, distributed by the Company, the units of which and the completed jobs were on display in the Assembly Room.

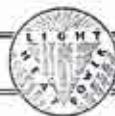
Mr. E. E. Lindburg, New Business Manager of the Gas Utilities Corporation, of Cleveland, also spoke on gas house heating and illustrated his talk with lantern slides showing the type of equipment handled in Cleveland. Both of these speakers presented a host of information and led up to a very interesting talk and analysis of charts featuring gas house heating problems and the economies involved which was given by Mr. Joseph P. Haftenkamp, Assistant General Manager of the Company.

General Industrial and Commercial Uses of Gas

Mr. Hall Henry, Vice-President of the Gas Utilities Corporation, of Columbus, Ohio, made this subject one of lively interest. He was an enthusiastic booster for the use of gas throughout a broad field with which he was amply familiar. His peppy talk also created interesting discussions and led up quite naturally to a consideration



One side of the Assembly Room was given over to an exhibit of the various items of advertising and publicity which entered into the Company's recent campaign on automatic refrigeration, in which nearly one thousand gas and electric refrigerators were sold. Further information concerning this campaign may be had upon request.



of "Automatic Water Heating," which was the subject allotted to Mr. L. Weis, General Manager of the Metropolitan Edison Company, of Easton, Pennsylvania. This important subject, which is one of the important ones as it has a great bearing upon public health, sanitation and the satisfaction of home life, with Mr. Weis as its champion was ably presented. Following Mr. Weis' talk, Mr. Hall Henry led a lively discussion of the high-spots which Mr. Weis had brought out.

Miss Helen Smith Presents the Woman's Viewpoint

Miss Helen Smith, Home Service Director, Rochester Gas and Electric Corporation, was introduced by Mr. Russell and injected new angles into the discussion. She gave what might be called the feminine slant to some of the things which the previous discussions had evoked. Her remarks were remote from any engineering viewpoint. They implied that what women want to know about is not how an appliance is constructed, not how well it is made, but what it will do to help emancipate her from unnecessary labor.

The Insulated Gas Range

The many excellent features the insulated gas

range were accentuated by Mr. I. T. Haddock, Vice-President and General Manager of the Worcester Gas Light Company, of Worcester, Mass. His subject evoked some comparisons of the gas with the electric range and led to spirited discussions conducted by Messrs. F. E. Drake, Gas Engineer, Associated Gas and Electric Company, and Hall Henry.

Necessity for Electric Range Campaigns

Mr. F. M. Houston, New Business Manager, New York State Electric Corporation, Oneonta, N. Y., gave a very interesting talk on the necessity for an electric range campaign. It brought forth many constructive features which have been learned by his Company in actual campaigns of this kind, where electric ranges have been sold successfully throughout a large territory where gas is not available. Cost, Mr. Houston said, however, is no deterrent. He said in substance that people will purchase electric ranges on merit alone, if they are properly told of the many delightful features which electric ranges incorporate. He also emphasized the importance of selling the employees of ones Company on the products which it handles, so that they will all become boosters, not only in sales campaigns but also through-



On the Assembly Room stage was reproduced one of the exhibits which attracted thousands of persons to the Company's appealing refrigeration window displays during the refrigeration campaign, last July.



out the entire year. Additional interesting facts connected with sales of electric ranges were presented in a discussion which was conducted by Messrs. Wm. Keay, J. R. English, and L. Weis.

The Relation of Steam Heating to the Industrial Electric Load

This subject, as handled by Mr. E. L. Wilder, Manager of Industrial Sales, Rochester Gas and Electric Corporation, with its discussion later on by Mr. F. B. Hoff, Vice-President of the Pennsylvania Electric Company, Johnstown, Penna., turned attention to still another product and service of utilities. Mr. Wilder sketched the Rochester steam situation and gave a comprehensive history of the Company's steam generation and distribution activity. He explained the Company's policy and practice in handling typical steam installations, both large and small and showed the relation of steam heating to the industrial electric load. It was quite a romantic picture, full of helpful information especially to representatives of other smaller organizations who may not as yet have been confronted with

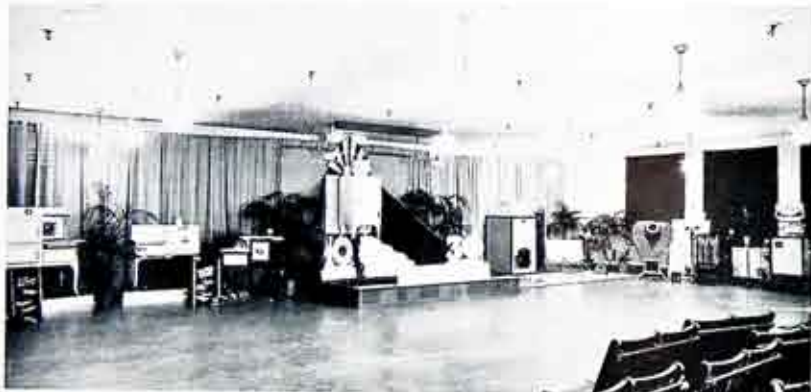
the necessity for fully considering this important subject. Mr. Wilder's remarks were interspersed with data having a bearing upon the topic.

Luncheon, Afternoon Trips

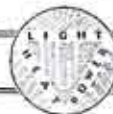
After Mr. Russell had thanked all present for their enthusiastic interest in all the subjects presented during the two days meeting, Mr. F. M. Houston, of Oneonta, in a few gracious words asked for a rising vote of thanks in appreciation for what the Management had done to make the meetings so thoroughly enjoyable. With this, the sessions were over and luncheon was in order, at the Rochester Club.

This convention is the first of its kind to be held in which this Company has participated. It was of genuine interest and benefit to all in the Company who attended, many of whom have expressed the wish that the constructive assets which such get-togethers generate may be pyramided in others of the kind. We all met many new associates from many different states and we found them to be excellent company. Through

(Concluded on page 104)



General view of the Assembly Room on the Sixth Floor of the Gas and Electric Building, where the sessions were held. Associated Gas and Electric Managers from many states gathered here for an inspirational sales promotion convention that will be productive of much constructive good throughout the coming months.



Drawing Courtesy Utica Mutual Insurance Co.

REMEMBER to think "safety" each day!

It is as much a part of your responsibility as your routine work.

Safety should originate in one's mind and express itself in safe, outward reactions. When this is done, safety becomes second-nature, something the mind considers so important that it seldom forgets to be on guard for hazards.

Think "Safety" and You Will Exemplify Safety



Exposition Reveals Cross Section of Rochester's Varied Activities

THE nineteenth annual show of the Rochester Industrial Exposition held at Rochester's Exposition Park was, as usual, a great success. Viewed from the standpoint of paid admissions, which is perhaps the best test of how the big show was supported by the public, it was considered an unusually satisfactory epoch in the Exposition's history.

The total attendance for the week was 126,150 persons, the largest in eight years, the last day's crowd beating any previous record for Saturday. This excellent record more than backed up the anticipations of Mr. William B. Boothby, General Manager of the Exposition who, on opening day, passed over the keys of the Exposition grounds to Mayor Joseph C. Wilson, who unlocked the gates.

Assisting in the opening ceremonies of the exposition, which is representative of Rochester's commercial, industrial, civic and social life were the following persons: Messrs. Elmer E. Fairchild, President of the Exposition; Fred F. Miller, Vice President; E. L. Baghold, Secretary and R. C. Kates, Herbert B. Cash, and Carl W. Hallauer of the Executive Committee.

The exposition comprised a kaleidoscopic, colorful and visual presentation of the component parts which go to make up Rochester's civic, industrial and social well being. Persons who attended were interested, amused, entertained and could easily obtain through observation of the exhibits a picture of the progress made during the past year in local industrial fields. It would take weeks of visiting around, inspecting plants and prod-



Salesmen were on hand at the Company's booths to explain the operation of any of the equipment exhibited which, this year, comprised gas and electric ranges, water heaters and refrigerators.



Main Entrance to the Exposition grounds on Phelps Avenue. This year the indicators clicked off a total of 126,150 Exposition visitors during the week, which is the largest total attendance in eight years.

ucts, to approximate this picture which a visit or two to the Exposition made possible. As a sales accelerator only, the exposition is worth much to exhibitors and is of fully as much utility to persons who need and will eventually buy many of the articles, products or services featured.

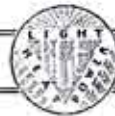
For some years, the Company has featured at the Exposition educational exhibits planned to make consumers more familiar with its varied services and products. In this connection, the ground has been quite effectively covered, thousands of customers getting a fairly comprehensive idea of the effort, equipment and money required in making their dealings with the Company satisfactory. This season, however, the Company's booths presented a domestic merchandising display of equipment which comprise essential elements in the satisfaction and

happiness of home life, both rural and city. The chief items in this display were gas and electric ranges, water heaters and refrigerators, all built into an interesting sales picture.

Modern in Appeal

The setting for this display was modern in appeal rather than modernistic. In it, numerous light-ornaments were to be seen in adaptation of modern lighting usage. There were diffused lighting effects, artistic, colorful ornaments and specialties which formed a pleasing background for the equipment featured in the exhibit proper. Some of these were loaned by the Barber-Donovan Company of Rochester, others were obtained in New York City, a few of them

At the Horse Show in the \$1,000 stake for jumpers, there were nine prizes, and nine different mounts succeeded in clearing the final bar. This accentuates the calibre of the horses which are brought to the Rochester show.





having been imported from France. The light-ornaments shown were such as are being much used in home decoration and will be featured in demonstrations during the coming year by the Home Service Department.

Exhibit Design Well Worked Out

The Company exhibit as a whole was one well able to attract attention from afar as one came down the aisle. It also had the added virtue of being able to hold that initial attention in the artistic appeal and the general interest generated by a closer study of its various parts.

Debenture Campaign Featured

Prominently located electric signs called attention to the recent customer ownership campaign and a few of the 35,787 6% Debentures sold in Rochester and vicinity were sold to exposition visitors by the salesmen present at the booths.

The Exhibit a Company Designed and Constructed Product

The exhibit was planned and designed under the supervision of Mr.

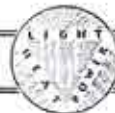
A. C. Rissberger, Mr. Clarence Ocorr and Miss Helen Smith, after some weeks of careful study. The actual construction and painting of the exhibit was the work of the Company's General Construction Department.

Exposition Not Unlike County Fair

There is an appeal to Rochester's Exposition not unlike that to be found at a successful County or State fair. Besides the instructive, interesting and educational exhibits of hundreds of Rochester manufacturers, there are those of most of its important civic and municipal organizations, whose work does so much to maintain satisfactory and healthful physical and mental well being as an asset to consistent progress and prosperity. Then, there are scores of other attractions for old and young, chief among them being the Horse Show, touted as one of the very best in the country; Creator's Band, which played daily; the state championship "Barnyard Golf" or quoit pitching contests; the Dog Show; Baby Show; Safe Drivers' Parade; Laughter Lane, once called the Midway; Horticultural Exhibits; Art Exhibit; Fireworks each night; drills by the famous Toronto Regiment of



A corner in the art exhibition at the Exposition which features paintings of local artists and also those of many distinguished artists which have been loaned for the occasion.



Just one of the numerous Exposition buildings in which yearly are shown Rochester's varied products, together with many interesting features connected with their manufacture and utility.

400 men; and concerts by its band numerous free attractions and, as a special feature for this year, an excellent Aircraft Exhibit occupying one of the largest buildings.

The Aircraft Exhibit

The aircraft exhibit received its share of attention. Most of the present popular designs in aircraft were represented on the floor. Among them was a Cunningham-Hall plane, one of Rochester's most recently added products.

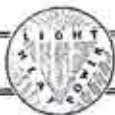
The collection of planes at the exposition comprised an attraction which both in extent and variety

helped to show to many persons the real importance and significance of flying as it is considered today.

Another high-spot in the aircraft exhibit was an exhibit of toy or model planes constructed by Rochester boys in a competition inaugurated by the exposition management. These small planes had been so painstakingly constructed by Rochester's juvenile flying fans that the judges had no little work in finally selecting the prize winners.

Credit for the high class calibre of the aircraft exhibit goes to the Aviation Committee of the Rochester





Chamber of Commerce, whose good work in obtaining such a comprehensive lineup of exhibitors was supervised by Mr. Roger DeWolf, Chairman of the committee.

The Horse Show

Rochester's Exposition Horse Show for years has been a feature which has called here the best known horsemen and horses to be found in the United States and Canada. The Genesee Valley has always furnished its share of blooded horses, and it seems fitting that Rochester should become headquarters for blue-blood equine events.

There is an interest in horse shows which is not entirely confined to persons who own and breed horses. Almost every man, woman or child loves horses and delights in watching them go through their varied events in the exposition arena. This feature of the Exposition is one that has become increasingly popular with each successive show. It is something that aircraft or any other ultra modern invention will probably never eliminate.

There were scores of different equine events, and all of them were unusually well contested. In one jumping event there were nine prizes, and nine different mounts succeeded in scaling the bar, making what is probably a record for such a competition. This was in the \$1,000 stake for jumpers, and merely accentuates the calibre of the horses entered at the show.

Good Weather

The weather generally was very satisfactory this year and, altogether, the exposition may be considered unusually successful. It may be assumed that it accelerated business, afforded many hours of wholesome enjoyment for thousands of folks in Rochester and vicinity and comprised an event which on the whole served to speed up the industrial, social and civic pulse of this community.

New Industrial Uses Open Vast and Fertile Field For Quick Heat

STEADY growth and increasing use of gas and the development of widely interconnected supply systems are predicted by Roger W. Babson, eminent economist, in a recent syndicated article.

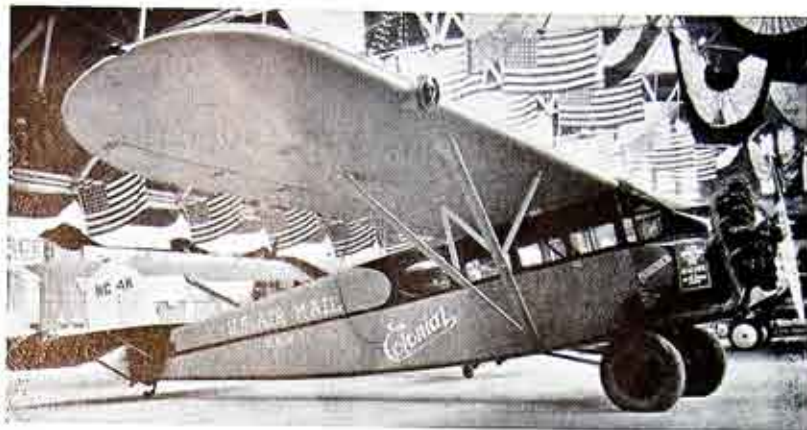
"Gas was first in the field of public utilities. When electric light and power came on the scene pessimists said it sounded the death knell of the gas industry. No such thing has happened. Instead of lighting by gas, people began cooking and heating water by gas; then industries requiring heat in convenient form found gas best suited to their purposes and began using it in huge quantities; and lately an increasing number of people are using it for home heating," says Mr. Babson, who is quoted by the New Jersey Public Utility Information Committee.

"Today there are some 20,000 new uses for gas which were unknown fifteen years ago. Growing complexity of manufacturing and chemical processes, nearly all of which require heat at some stage, have multiplied the gas requirements of industry many fold.

"A few years hence we shall have a few tremendously large super-gas combines corresponding to the present electric power combinations.

"Recent development upset the old theory that it is impossible to transport gas by pipe line over long distances on an economical basis. A number of progressive companies have built and are building pipe lines interconnecting gas systems wide distances apart. Some of these lines extend for 1,000 miles or more."

—Utility News.



Top, One large building was devoted to aircraft, the exhibit being sponsored by the Aviation Committee of the Rochester Chamber of Commerce, of which Mr. Roger D. DeWolf is Chairman. Center, Central portion of Company exhibit featuring gas and electric refrigerators and the 6% DeWolf's of the Associated Gas and Electric Company. Bottom, Barnyard Golf, or horseshoe pitching contests, featuring New York State's championship pitchers, were especially exciting this year.



Rochester Division Way Over the Top in Debenture Campaign

"The Associated Gas and Electric System campaign in Rochester and Central New York came to a close Saturday night, Sept. 14. On that day sales of the Associated Gas and Electric Company 6% debentures in Rochester, Elmira, Geneva, Auburn, Seneca Falls and Lockport aggregated \$1,114,200. This was the largest day's business of straight sales for cash involving no exchanges ever secured in any campaign in the past seven years, during which sales of securities to customers have been going on.

During the entire campaign of a little over three weeks, \$6,015,500 of securities were sold in total. It is generally considered that a security dealer who can sell \$1,000,000 of any single issue of securities at retail is doing well, and, therefore, the sale by the Associated System Customer Ownership Department of over \$6,000,000 in a single campaign in a small portion of its territory in New York state may be regarded as another evidence of the increasing confidence of the public in public utility securities, and of the ability of public utility companies to finance their requirements locally in the communities in which they serve.

Since January 1st the Customer Ownership Department and employees generally of the Associated System

have disposed of over \$42,000,000 of Associated securities, principally the 6% convertible debentures. Of this over \$26,500,000 were for cash, and the balance of over \$15,000,000 were exchanges for underlying securities made through the medium of employees of the company in the territory served by the Associated System.

Independent of the Customer Ownership Department activities, over \$185,000,000 of underlying securities have been exchanged for securities of the Associated Gas and Electric Company, since Sept. 1, 1928, bringing the total value of underlying securities exchanged during the period to over \$200,000,000."

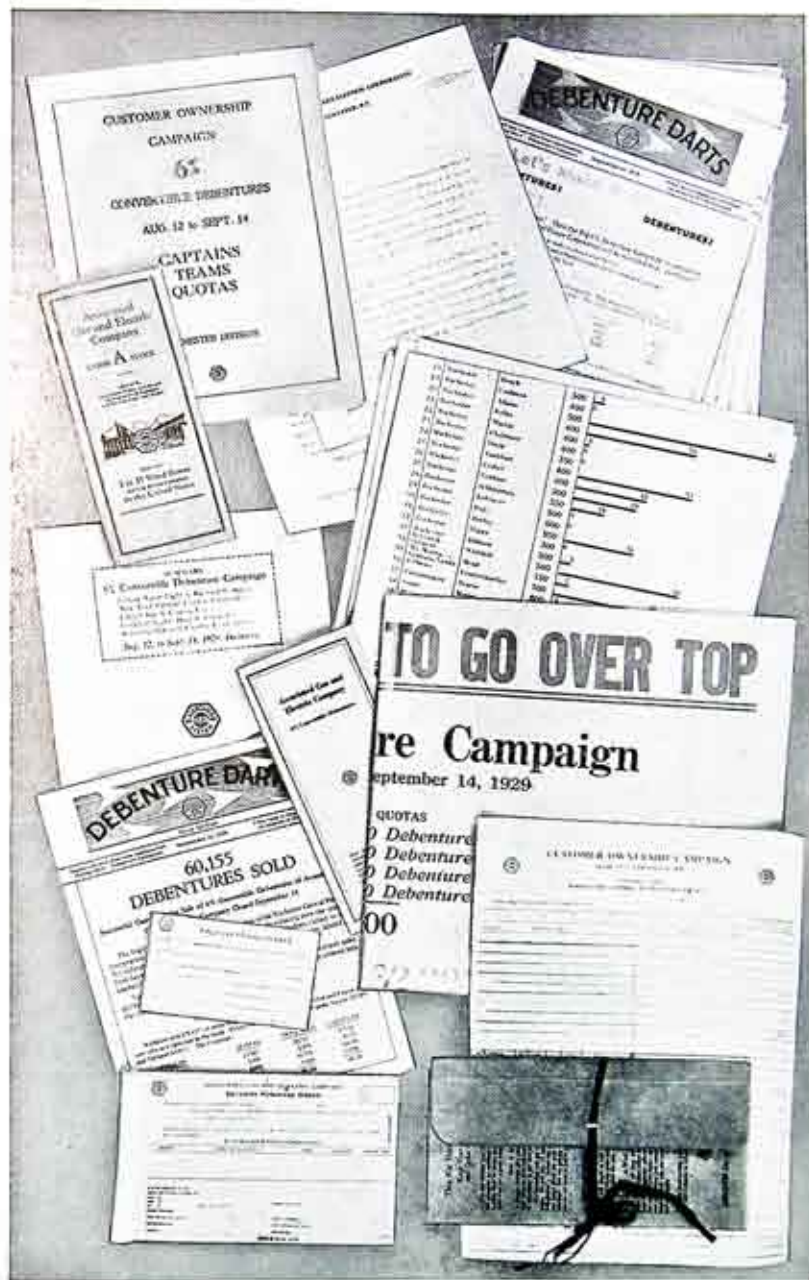
The foregoing information appeared in a Rochester paper in connection with the campaign.

In the midst of the recent month's customer ownership campaign, when Rochester was temporarily trailing one of the other divisions, Mr. Russell wrote a nice letter for distribution to all of our employees. In the last paragraph of that letter he said: "We are now a part of the Associated Gas and Electric System, and their securities are our securities. Let's go to work for the campaign and put over the quota with the loyalty and enthusiasm that we have shown in all of our efforts to make Rochester territory always a leader."

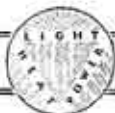
The employees answer to Mr. Russell was not in the form of a letter, but we believe it pleased him as well as Mr. Searle, Mr. Cadle and Mr. Haftenkamp, more than anything we might have done at that time to assure him of our loyalty and support. The real answer to Mr. Russell's Deben-



A total of 5,900 new customer-owners in the Rochester Division alone will now receive their regular quarterly dividends on the 6% Debentures.



Some of the many items of publicity, information or instruction used in the campaign.



ture S.O.S. is comprised in the final reports of the campaign. It shows that Rochester not only heard his call but actually did something about it, for Rochester flew over the top, going fast, with a record of 170.40 per cent of its quota, with 35,787 debentures sold in its territory.

Versatility seems to be one of the virtues of Associated employees. Here in Rochester we are beginning to feel the urge toward that same goal. Not long ago, employees became refrigeration salesmen and helped to put over a unique sales campaign. Many of them attended the classes of instruction and learned much about selling. Subsequently they actually qualified as regular salesmen, sold machines and earned tidy sums for their efforts. In addition to this, they learned much about gas and electric refrigeration.

Regular Campaigners

Just now, employees are saturated with much knowledge concerning stocks and debentures. Quite generally they no longer have to take a back seat when the subject of the conversation shifts to securities. What a wonderful and paying way this is in which to broaden ones knowledge.



These are the team captains, who made such generally satisfactory sales units out of their team members, many of whom had never before engaged in any sales activity.

Every Employee a Salesman

Every good employee is potentially a salesman. Enlarging ones sales knowledge and smoothing out his technique of selling is one of the greatest assets of the past, glorious debenture or customer ownership campaign. Employees who perhaps never before sold anything, and thought they couldn't sell, went out and earned from twenty-five to two or three hundred dollars selling 6% Debentures.

One instance of this kind comes to mind. A foreman, with the aid of a team captain, finally secured a customer's order for ten debentures. The check was to be called for the following day. The foreman went to get it, but the customer had changed his mind, thought he would not buy. The foreman told us he immediately began to sweat. He literally sweat beads of perspiration. But he never gave up. He waded right in, forgot himself in his enthusiasm and actually sold the prospect all over again and got the check. He was a physical wreck when he returned to team headquarters. But this is what he said: "Well, I've got my second wind; I'm not afraid of anyone now, and I'm going out and clean up." This man



Center, Mr. E. F. Snyder, Campaign Manager, and his staff; left, Mr. O. F. Shollenberger, and right, Mr. Ernest Ellis.

did this and became one of the high men on his team. It is confidence and loyalty and Company spirit which makes such records possible, and there are scores of such instances recorded in the campaign just ended.

All Teams Acquit Themselves With Honor

The accompanying tabulated statistics show that each of the forty team captains received the hearty support of his team members. It is a record to be proud of and reflects the ability of the team captains as well as the hard work of the employees who worked so effectively with them. The eight leading teams in our division, teams number 16, 1, 2, 26, 10, 12, 27 and 8 all went over the top for over 200% of quota, the first three being 531.00, 396.16 and 277.83 per cent of quota, and there are scores of other teams which nearly doubled their quotas.

Linemen Clean Up

Overhead and underground linemen have never been listed anywhere, so far as we can learn, as proficient salesmen. We think, however, that it is chiefly because they have never been called upon to sell anything. A record of 521% of quota is surely an indica-

tion of what our linemen can do in a pinch, with an O'Malley at their head. How they did sell debentures! One lineman was supervising the installation of a rear lot line pole. The men had just slicked up the premises, leaving it spick-and-span as it had been before. The man of the house sauntered out and commented upon the



Mr. U. E. Beach, Supervisor of the Public Ownership Department of the Associated Gas and Electric Company, who was pleased with the very successful outcome of the campaign.



excellence of the job just completed. "Well," said the lineman, perhaps you would like to invest some of your funds in the securities of an organization which does things that way?" To make a long story short, this customer purchased quite a large block of 6% Debentures. A set-up, you may say; everything favorable for the sale! Perhaps, but just remember that it was the resourcefulness of the employee that actually made the sale possible. Contacts, especially good ones such as this, do count in salesmanship, but the salesman always has to be ready for such times and most of our employee-salesmen thought, talked and dreamed bonds for a whole month. Their combined performance, when analyzed, simmers down to a nucleus of hard work.

Salesmanship That Paid Salesmen Good Dividends

The fact that \$71,574 is being distributed to employees in the Rochester division, in commissions, is a commentary on whether or not those employees consider that their time

was well spent. Surely, everyone who worked was well paid for the time and energy he expended. What employees are going to do with the money they made would make a very interesting story.

Advertising Helped to Stimulate Interest

The very excellent advertising sent into our territory by Dr. Daniel Starch, Director and Advertising expert of the Associated organization, surely assisted greatly in creating a desire for the 6% Debentures. In one instance, a customer who frankly admitted that he was not sure just what they were called, said over the telephone to Mr. C. R. Purdy that he wanted some of them, anyway. He came in and bought some of the debentures and will doubtless purchase some more. This man had read about them in the newspaper advertisements, and they had "sold" him.

Man Invests Life's Savings in 6% Debentures

A member of the winning Rochester team sold \$15,000 worth of debentures



One of the excellent window displays which were so effectively used in the large display windows of the Gas and Electric Building.



The collage includes several pieces of advertising material:

- Invest in a Growing Business:** A brochure with an illustration of a factory and a power plant.
- A Letter to You!** A document with a hand holding a pen, suggesting a letter or brochure.
- Record of Achievement:** A chart showing a rising trend, with a table of data below it. The table lists various metrics and their values.
- A Sound 6% Investment:** A document with a map of the United States and text describing the investment opportunity.
- Associated Gas and Electric System:** A large map of the United States with the text 'ASSOCIATED GAS & ELECTRIC SYSTEM' overlaid.
- Serving 1 in 31 Wired Homes:** A document with a map of the United States and text describing the company's service area.
- A Good Investment Yielding 6% Year In and Out:** A document with an illustration of a family and text describing the investment.
- She Made An Associated Investment After All:** A document with an illustration of a woman and text describing the investment.

At the bottom of the collage, the text reads: "Rochester Gas and Electric Corporation" and "Rochester, New York".

Samples of the advertising released during the campaign which was a big factor in creating a desire for ownership in the properties of the Associated Gas and Electric Company.



to a Rochesterian who is about to retire from public service. He is employed in public service work, and the \$15,000 represents his life's savings. He considers that he has secured a gilt-edged investment, and he has been looking about with investment in mind for some time. Hundreds of other instances are to be found where the public exhibited the greatest confidence in the securities which our Company stood sponsor for. If the Company said it was O. K. they were satisfied to buy it. This reflects the great satisfaction with which Rochester Gas and Electric 6% Preferred Stock has always been received here. To be called upon to change it over into the 6% Debentures of the Associated was at first hard for many who had received their dividends regularly for many years. But a large proportion of them made the change. It was an added pleasure during the campaign to meet these people, and to explain to them that the Associated securities were just as safe and just as

attractive as the ones they were loath to part with. We are now a part of the Associated Gas and Electric System, as Mr. Russell said, and their securities are our securities.

It was a lot of fun, this customer ownership campaign, and during it 5,960 persons bought the 6% Debentures, became part-owners in our properties and will therefore be a bit more interested in us than they were before.

We cannot relate all of the interesting human factors entering into the campaign. It is safe to say, however, that there were enough of them to make it a very interesting experience as well as a pleasant and profitable one. In this, all employees will concur.

Over \$3,578,000 represents the actual amount handled in cash payments on debentures. Thousands of dollars worth of this went through the hands of employee-salesmen who collected it from far and near, without a slip. One employee who works a rural section was handed \$2,600. in cash for twenty-six debentures. The same employee sold ten debentures to a rural teacher, who gave him her savings bank book with a written order for \$1,100.00. "Bring me the extra hundred dollars next time you come out this way," she said, "I'm a little short of money." Needless to say, this employee delivered the hundred the very next day.

It is instances of this kind, however, which indicate the confidence which our consumers have not only in our securities, but also in our employees. It is a condition which has taken some years to bring about, and back of it is the shadow of fair treatment, courtesy and good service.

Some Youthful Stockholders

A man purchased eight debentures of an employee. While the sales talk was progressing, his young son of four-



teen years asked his Dad if he could not also invest his savings of \$300. in the same securities. Both father and mother agreed that it was just the thing to do. This small block of stock has possibilities for becoming an ever-growing nest egg, which some day will greatly assist this young man to help finance his college education. There are still other instances, many of them, where children, some of them Rochester newsboys, purchased debentures for the very same reason. Some of these bonds will be paid for out of the earnings made from selling papers. For such ambitious young people, the purchase of bonds becomes an attractive savings account, just as it does for hundreds of other persons who have purchased them on the time payment plan.

Some Worked Both Night and Day

One man in our Coke Delivery Department was called to the telephone late one night. It was nearly twelve o'clock. A coke driver was on the line. He said: "Jim, you've got to come down here and help me complete this sale. I'm stuck for lack of sufficient knowledge about the bonds to answer some of my prospect's questions." Far from being annoyed, Jimmy

got on the job. The sale was made and everybody was happy. That is the spirit that overcame reasonable sales resistance and turned the old campaign into a successful project.

Good Organization Behind the Campaign

There must be an efficient organization behind every sales promotion enterprise. There was such a one behind the 6% Debenture campaign. The first inspiration to sell bonds was generated at an employees mass-meeting which was held in the Knights of Columbus Auditorium just preceding the campaign's opening. Members of the Management were there, also Mr. O. E. Wasser, Assistant Treasurer and Comptroller of the Associated Gas and Electric Company, and the Rev. Clinton Wunder, pastor of the Baptist Temple. Mr. Cadle officiated and introduced Mr. Wasser, who gave us a comprehensive picture of the Associated's financial set-up, with special reference to information which would be valuable to us in the forthcoming campaign. It was an enthusiastic gathering.

Mr. Wunder gave an inspirational talk on salesmanship, there was music and refreshments.

(Continued on next page)



Go-getter Line Department team, Rochester Division, who sold their way to a victory which included the \$500.00 prize offered for the team selling the largest per cent of its quota.



Mr. D. A. O'Malley, whose Line team came out on top among the teams of the Rochester Division, with a total of 531 per cent of its quota.

Final Honor Roll 6% Debenture Campaign in Rochester Division

ROCHESTER		Team No.	Team No.
Team No.			
1	Robt. L. Derby	4	C. R. Purdy
1	Mabel Perry	4	Irene Kress
1	Cecelia M. Byrne	4	Herman Russell
1	Marion Corris	4	E. C. Scoble
1	Geo. C. Zimmer	4	N. L. Crawley
1	Walter Ernisse	4	W. L. Weaver
1	Laura Amstler	4	Stanley Cady
1	Jesse L. Palmer	4	J. P. Haftenkamp
1	W. J. Marks	4	Clara Cameron
1	A. E. Becker	4	C. L. Cadle
1	Gertrude Shippy	5	LeRoy Holden
1	Rose Marie Shiro	5	E. A. Cravath
1	B. C. Fladd	6	E. R. Crofts
1	Catherine F. Lapp	6	Howard Harding
1	V. A. Miller	6	T. J. Meagher
1	C. L. Briggs	6	Wm. Whitney
1	F. G. Hafner, Jr.	6	Paul Rombaut
1	W. C. Hackett	7	R. M. McQuaid
1	Edw. T. Sweeting	7	Philip F. Stephens
1	Alma Munding	7	Chas. J. Hoffman, Jr.
1	Henry McIlravy	7	C. C. Cooman
1	S. Converse	8	Samuel S. Landon
1	J. C. Monahan	8	Doris Horner
1	Ethel Fuller	8	A. S. Whitbeck
1	R. L. Davis	8	D. E. Chamberlain
1	F. Hodgson	8	Lewis H. Kelly
1	John McGraw	8	Frank J. Schmitt
2	C. H. Timmerman	8	Wm. J. Neary, Jr.
2	J. G. Ross	8	Fred W. Haines
2	C. McCombs	8	Leon C. Shaver
2	H. J. Cullleton	9	C. R. Winterroth
2	Arthur Morrell	9	F. A. Worthington
2	Ralph B. Gray	9	Chas. Shaw
2	L. C. Meier	9	W. B. Kenyon
2	W. W. Richardson	9	John L. Logan
2	Y. A. Yatteau	10	H. Fichtner
2	A. Noffke	10	H. J. Hammond
2	R. M. Farnham	10	M. J. Kelly
2	G. Baker	10	L. G. Sullivan
2	James S. Skinner	10	Lloyd Windsor
2	W. Guyette	10	J. D. Butzer
2	C. Johnson	10	C. Kellogg
2	E. F. Gosnell	10	B. L. Cahill
2	C. A. Erbach	10	Geo. B. Swarthout
2	R. C. True	10	Harry Miller
3	John K. Loux	10	Geo. Sanders
3	John F. Sharkey	10	Carl Johnson
3	Jas. H. Thaney	10	K. G. Brauner
3	P. E. Comboy	10	F. W. Pierce
3	Chas. J. Lesten	10	C. Harter
3	Sylvia Wheeler	11	W. H. Deans
3	Chas. Mott	11	W. J. Consler
3	H. McCrease	11	A. H. Boddy
3	W. J. Hill	11	J. H. Cooper
3	Jos. P. MacSweeney	11	Margaret Bridgeman
3	E. E. Van Notten	11	Andrew Brostrom
3	John W. Brown	11	J. E. Cooper
3	Mrs. M. Church	11	Irene Murz
		11	Bert Haskins
		12	Wm. Bellor

Final Honor Roll—Continued

ROCHESTER—Cont'd		Team No.	BOLIVAR	
Team No.				Team No.
18	A. F. Gosselin	26	I. E. Marriott	34
18	Herman Muller	26	C. H. Rauhe	34
18	Franklin A. Gabel	26	Herman Salzer	34
18	Charles McTurck	26	Robert N. Kingsley	34
18	Gordon Merz	26	Earl Blackwell	34
18	Emmet Hanna	27	Genevieve Williams	34
18	Julia Newbrand	27	Maude Maxon	34
18	H. A. Brown	27		
18	Stanley Empey	27		
18	Arthur Walton	27		
19	W. Howe Kiefer	27		
19	Clarence Ryan	27		
19	Ernest Shewman	27		
19	Clarence W. Grey	27		
19	W. McElwain	28		
19	R. T. Crittenden	28		
19	James K. Finnegan	28		
19	Frank Perkins	29		
20	Chas. W. Love	29		
20	C. W. Miller	29		
20	Martin Naylor	29		
20	H. H. Gunn	29		
20	Marvin Winter	29		
20	Richard H. Bolin	29		
20	R. R. Vela	29		
20	Wm. J. Smith	29		
20	Chas. W. Love	29		
21	J. B. Vogelsang	29		
21	Arthur Patterson	30		
21	John Kramer	30		
22	V. C. Hoddich	30		
22	John Manion	30		
22	Ed. J. Crane	30		
22	Frank Lux	30		
22	Adelaide Geen	30		
22	John Velozzi	30		
22	Marie Bruns	30		
23	Thos. Reddy	31		
23	Carl J. Hoffman	31		
23	Walter E. Gray	31		
23	Walter Gargan	31		
23	W. Wilkins	31		
23	Geo. W. Harris	31		
23	Chester Schlenker	31		
23	Thomas Merlo	31		
24	E. J. Spelline	31		
24	Lynn Sawyer	32		
24	Benj. DeMay	32		
24	Aug. F. Crombach	32		
25	Jeremiah O'Connor	32		
25	Thomas H. Nash	32		
25	J. W. Stein	32		
25	Alfred E. Wittig	33		
25	George Knight	33		
25	Joseph Greible	33		
26	Wm. McKay	33		
26	J. J. Casey	33		

MT. MORRIS	
	Team No.
H. L. Conklin	35
Wm. Carlisle	35
Glen Jackson	35
T. E. Burnard	35

FILLMORE	
	Team No.
Raymond Wells	36
H. C. Young	36
G. E. Aldrich	36
Antonio Midey	36
Chas. E. Gleason	36
Clyde B. Ostrum	36
A. A. Field	36
Balford Mills	36

CANANDAIGUA	
	Team No.
T. M. Cougevan	37
Catherine O'Rourke	37
Katherine Coyle	37
Mildred Standish	37
Chas. J. Cowan	37
Arthur Frere	37
Victor Kennedy	37
Wm. S. Mills	37
Howard J. Clawson	37
A. M. Jacobs	37

SODUS	
	Team No.
G. S. Reeves	38
M. E. Quinn	38
Leslie Martin	38
May H. Haws	38
Alice C. Wilson	38
Hazel K. Granger	38
Bert Fry	38

WOLCOTT	
	Team No.
Lester Everts	39
W. E. Parson	39
W. H. Miner	39
R. H. Mason	39
G. G. Curtis	39

E. ROCHESTER	
	Team No.
Wilfred Kearns	40
A. E. Whittleton	40
Peter Connellan	40



The Management through letters to employees and customers greatly helped to keep up interest in the campaign. Also, the Debenture Darts regularly sent out from Ithaca, inspired us with the spirit of keen competition and urged us on to do our best from day to day. The team captains, all experienced security salesmen and affable gentlemen, were also a credit to the Associated's ability to pick the types of persons best suited for such a campaign. Campaign Manager, Mr. "Red" Snyder, (he told us not to call him by any other name) used great judgment in distributing his captains. The men who assisted him in his strenuous work throughout the campaign, Messrs. Ernest Ellis, and F. O. Schollenberger, worked tirelessly for the success of the project. Mr. Snyder's force handled any difficulties which arose between teams as well as the preparation of the daily reports and their printing, some of the attractive window displays featuring the campaign and all the other routine which helped to make the campaign run smoothly. The regular pep meetings for team captains were also conducted by this department.

Other Factors

Other factors combining to bring success were: key mens' meetings;

team meetings; employees meetings; letters sent to all Company customers telling them of the approaching campaign; team pep letters; office, and window displays and street car advertising; campaign bulletins; varied progressive sales reports; prospect cards and other expedients, including various prizes offered and telephone cut-out reminders, all of which helped to keep employees on the alert. Some of these exhibits are shown in an illustration appearing on page 91.

Everybody Happy

The Management of the Company and the officials of the Associated organization have no "corner" on the general happiness which resulted from the successful culmination of the campaign. We all participate in this uplifting feeling. Employees feel that again they have proven themselves worthy of the confidence placed in them by those who bore the responsibility for the campaign. It has made us all realize that we can be of increased utility to our Company. We are ready and anxious to try still other fields of salesmanship.

With such a spirit we hope to qualify as regular boosters in any venture which our Company may call upon us to assist in.



Another Rochester window display used to feature the 6% Debentures during the campaign.

Record of Rochester Division in Customer Ownership Campaign

July 31, 1929

CAPTAIN	No.	Quota	Cash Sales		Par. Day	Pay. To Date	Sales To Date	% of Quota
			Day	To Date				
L. K. Dichter.....	1	600	178	1597	99	(2) 780*	396.16	277.83
J. A. Fletcher.....	2	600	260	1299	109	(3) 368*	277.83	189.28
F. H. Lerch.....	3	700	151	980	66	345	189.28	101.00
H. F. Bartlett.....	4	700	128	527	37	180	101.00	38.60
W. T. Hines.....	5	500	9	113	14	80	38.60	83.20
D. Nosler.....	6	500	34	196	45	220	83.20	78.40
F. Rowe.....	7	500	31	246	17	146	78.40	201.50
H. G. Maess.....	8	600	79	763	58	(8) 446*	201.50	70.71
J. F. Wood.....	9	700	85	378	32	117	70.71	268.00
F. Isaacson.....	10	700	174	1473	75	(5) 403*	268.00	148.00
A. C. Hill.....	11	600	46	362	121	888	148.00	240.43
W. M. Freeman.....	12	700	505	1506	20	(6) 177	240.43	137.43
C. E. Schake.....	13	700	72	834	7	128	137.43	193.50
A. T. Swenson.....	14	600	104	802	77	359	193.50	153.80
W. H. Lillie.....	15	500	95	584	58	185	153.80	531.00
D. A. O'Malley.....	16	300	139	940	167	(1) 653*	531.00	197.00
N. T. Slater.....	17	400	57	586	81	202	197.00	180.80
W. E. Roach.....	18	500	61	621	50	283	180.80	145.75
E. J. Cashman.....	19	400	117	369	69	214	145.75	170.00
S. R. Adams.....	20	500	23	524	43	326	170.00	99.50
N. P. LeGendre.....	21	400	14	174	43	224	99.50	123.75
W. F. Martin.....	22	400	59	257	83	238	123.75	157.50
H. A. Clairmont.....	23	400	25	487	14	143	157.50	104.57
D. W. Doyle.....	24	350	106	238	21	128	104.57	137.50
A. W. Lockhart.....	25	400	7	336	20	214	137.50	271.00
J. J. Croker.....	26	400	87	601	97	(4) 483*	271.00	238.66
A. C. Graham.....	27	300	93	479	20	(7) 237*	238.66	129.43
C. Schlingman.....	28	350	8	306	34	147	129.43	156.20
C. C. Kefauver.....	29	500	74	374	104	407	156.20	95.16
R. S. Hall.....	30	600	182	392	48	179	95.16	126.18
E. J. Reilley.....	31	550	30	557	31	137	126.18	123.33
W. M. Higgs.....	32	300	5	271	6	99	123.33	132.33
S. S. Johnson.....	33	300	42	299	21	98	132.33	171.26
Total.....		16,550	3080	19471	1787	8872	171.26	
Bolivar and Belmont								
S. Whitfield.....	34	500	46	398	8	253	130.20	
Mt. Morris, Geneseo and Nunda								
A. Mead.....	35	750	41	340	26	148	65.06	
Fillmore								
J. Fenstermacher.....	36	700	68	851	22	147	142.57	
Canandaigua								
E. W. Bearse.....	37	800	93	506	38	172	84.75	
Sodus								
B. F. Moyer.....	38	600	170	1031	10	97	188.00	
Wolcott								
G. Thorne.....	39	500	52	544	51	288	166.40	
E. Rochester and Fairport								
G. A. Miller.....	40	600	51	246	6	91	56.16	
Misc. Sales in Div.....			234	1707	79	625	—	
Rochester Div. Total.....		21,000	3835	25094	2027	10693	170.41	



GAS AND ELECTRIC NEWS

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

FLOYD MASON - - - - - Editor

Department Correspondence Staff

PHILIP E. THOMAS - - - - - Industrial Sales
JOSEPH P. MACSWEENEY - - - Domestic Sales
KENNETH MACDONALD - Consumers Accounting
HENRY A. DAVIS - - - - - Electric Distribution
WILLIAM H. SPEARS - - - - - Gas Manufacture
GEORGE B. HISTED - - - - - General Construction
GUY A. CHADDOCK - - - - - Station 3
E. H. STEIN - - - - - Garage

Material may be copied provided credit is given

VOL. 17 SEPTEMBER, 1929 No. 3

Putting On the Finish- ing Touches

WE have often wondered at the ways of some barbers we have met. They give us a perfectly good shave and hair cut, then proceed to do the fancy work around the back of our neck and the sides of our head with a barbaric old razor that scrapes and scratches us to mortification. Why can't they finish the job with a good blade and leave us one hundred per cent satisfied?

Better barbers, and there are many of them, do the job right, from beginning to end. They have learned that it takes so little to spoil an otherwise excellent tonsorial operation. That's why they are better barbers.

Whether we are barbers, stenographers, engineers, salesmen or what not there comes times when we can slight

our work ever so little and imagine that we are getting away with something. Whether we do or not, however, we oftentimes never find out.

There are some persons who candidly tell us of our errors, slight or otherwise; others who condone them gracefully and not a few who seem satisfied with our efforts but walk away with carefully disguised feelings. They feel much like we do when the barber scrapes our neck with a rasping razor; he has perhaps given us a ninety per cent job, but how that other ten percent hurts! So it is with many of the things we have to do in our routine work, or in association with our friends and the public.

Tardiness in performing a mission, even though we do it well, dulls the edge of the appreciation such a deed might so easily effect. Doing a slight favor, unless done whole-heartedly, spontaneously and directly often causes us to lose out in the esteem of even our best friends. Writing an otherwise excellent letter, but misspelling a word or two or failing to balance it nicely on the page so that its full beauty is obviously inhibited is still another of the seemingly trifling things which keep a stenographer in the class with ordinary persons.

We shall never appreciate the importance of such things unless we consider them occasionally; perhaps we ought to say—daily. We must keep the edge of our sensibilities sharpened to such trivialities and allot to them the attention which they merit.

Whether we shall remain a mere barber or become a tonsorial artist; just one of the stenographers, or someone's private secretary; a mere acquaintance or a trusted friend; merely one of the employees or a potential departmental head depends, of course, upon many contingencies. Chief among them, however, is our ability to cut down the destructive inroads of those little failures which may be



figured in from five to ten per cent on the sum total of an otherwise satisfactory job or effort.

Our efforts, like those of the barber we have mentioned, may be ninety per cent satisfactory—a very good average. But how that destructive ten per cent can hurt us! Learning to conquer that elusive, yet not insurmountable handicap, is one of the details that should challenge our attention.

When a Feller Needs a Friend



A ROUGH and ready teamster stopped at an intersection and pulled up his team to await an opportunity to cross over from a side street into the denser traffic of a main thoroughfare. His truck was heavily loaded and the team seemed restless. He looked up and down, but couldn't get a break. Everyone seemed to ignore him, and there were no traffic lights at this point to help him.

Finally a motorist came along who deliberately slowed down and motioned the truck driver to proceed across the street in front of him. He did it unostentatiously, as though he had all the time in the world and a lost moment or two made not the least difference.

The driver took his cue and the lumbering vehicle soon was on its way down the street. As he passed by in front of the motorist who had given him this consideration, he shouted a hearty "Thanks Buddy?" and the wholehearted smile which lightened up his countenance was something to remember. The motorist smiled, too, and we could not help noticing the bond of spontaneous good will which

seemed to pass between the two, like something truly magnetic.

On this same day, at another busier and more complex intersection, we observed still another inspiring scene. A young man and his wife were trying to get through traffic with a baby carriage in which were two worried youngsters. The parents appeared perplexed. The picture made us think of Briggs and his wonderful cartoon series, "When a Feller Needs a Friend."

After quite an exasperating period of waiting, starting and stopping, the young couple seemed almost to lose heart. Just then, a young man came driving through. He also seemed possessed of altruistic instincts and was apparently willing to consider someone besides himself. He put out his hand, slowed down and stopped dead still. Then he smilingly beckoned the father and mother and their little brood to try it again.

This time they made it and, of course, there were smiles again where before there had been registered only frowns and discouragement. Again we noticed the bond of true good-will which passed between persons who perhaps never before had seen each other and possible may never again. But the inspiration which we got from these two pictures from real life will ever be a challenge to us always to try and consider the difficulties of the other fellow, even in traffic.

It seems too bad to spoil an otherwise pleasant story, but while the young motorist stopped traffic to let that little caravan go by, the air was raucous with the din of honking horns set in operation by other motorists who seemed to think that a lost second or two was something they never could make up. What a delusion.

Why is it that, collectively we human beings often register such distasteful characteristics? We seem to

(See next page)



When a Fellow Needs a Friend

(Continued from page 103)

forget that our wives and our children are also at the mercy of the driving public many times a day and that we would like to have them get a fair 'break.' One way to help to insure this happy condition is to always seriously consider the rights of others, especially those who obviously are 'up against it.'

Doing a good deed for someone whom you know never will pat you on the back for it; being fair, generous, considerate and magnanimous for the very love of doing it—these are true virtues, free from all the clap-trap and gilt that often makes us attempt to bargain for the good-will and esteem of friends instead of earning it.

There is a fraternity composed of persons who do not even know each other. The pass word is "unselfishness" and the only regalia required is the smiles which come as just rewards for thoughtful consideration. There is no waiting list in this fraternity and there is plenty of opportunity for each one of us to affiliate in its good work. Let's take the next opportunity to become an active member. It may appear at the very next street intersection and then, let's join up for life.

Sales Promotion Meeting

(Continued from page 82)

meeting them, we have gained a broader picture of the Associated's huge organization. With such men at the helm in important departments, we feel that we are in excellent company, company that challenges us to do our very best to support the Associated Gas and Electric Company in its well-laid plans for the future.

After all is said and done, Mr. Magee's remarks come back to us. The element of friendship, association with our remote fellow employees stands out as one of the big things accom-

plished in the two-day sessions. With such a pleasant atmosphere, the subject matter presented, the addresses, the discussions and all the other "shop talk" which developed, all are bound to translate themselves into enthusiastic, successful effort. Upon such foundations only are large organizations united in the spirit that never brooks defeat.

Better Lamps, More Light For Less Money

WHILE we associate the great improvements in the efficiency of the lamp with the substitution of the tungsten and gas-filled lamps for the old carbon type, it is interesting to note the great economies that have been brought about during the last eight years. Beginning with 1920 and ending with 1927 the cost of light to United States consumers decreased from \$6.92 per million lumen hours to \$4.71 or 32 percent.

During this period consumers paid 7 billion dollars for light. If no economies had been made during this period that quantity of light would have cost 9 billion dollars. Therefore the value of the economies made during this period was 2 billion dollars, totaled as follows:

200 million dollars or 11 percent from lower lamp prices;

500 million dollars or 25 percent from lower current prices;

1300 million dollars or 64 percent from the higher efficiency of the lamps.

The total value of lamp sales during this period was less than 640 million dollars. In other words, the value of the economies made since 1920 was nearly two and a half times the price charged for the lamps. This is certainly a striking example of the dividends which may be earned for the public through the scientific cooperative development of an industry.

—Utility News.



Light's Golden Jubilee

THE Golden Jubilee of Light. What is it all about? Substantially, all of the festivities you have read about lately in this connection have been planned to do homage to Thomas A. Edison. In its small way, this article is added to the thousands of other ones and to the speeches and demonstrations which have been planned, all in honor of the world's greatest wizard of electricity.

Not often are we permitted to thus honor so great a personage while he is still with us, in the flesh. Too many times our plaudits materialize as an echo of words which might better have been said before death has intervened, and our honors have been bestowed with the reverent spirit of a requiem.

This is the year of the Golden Jubilee of Light. October twenty-first, 1929, will be the fiftieth birthday of the incandescent lamp. It is an occasion to challenge a busy world to pause and fervently express its heartfelt thanks to Mr. Edison for all the constructive things he has accomplished during the past half century to make life for us more pleasant and satisfactory.

With the electric lamp, Edison also gave to us the nucleus of the miraculous network of power-bearing wires that now covers the land, like a blanket which insulates us against unnecessary toil, hardship, inconvenience and worry. His basic patents have been the foundation upon which has been built the structure of our domestic, industrial and national progress and prosperity. In store, home and factory the whirring electric equipment and devices which he conceived do thousands of tasks. The miraculous spirit of electricity which he learned how to control and put to work is conducted

through unseen paths to our homes and places of business. It lights our streets and highways, runs our trolleys, elevators, machines and makes life for us safer and more enjoyable and is a major factor in the financial success which rewards our hours of labor.

Thomas A. Edison lives, yet he is immortal. He will never die for we shall ever be reminded of him in the monument which he has built for himself, a monument of benefactions which nothing can ever obliterate. Edison is standing at our elbows a hundred times each day. While other heroes required centuries to make themselves indispensable to us, Thomas A. Edison accomplished this feat in a lifetime.

Many of these things which we view as ultra-modern, Mr. Edison conceived years ago. Now that we can see his accomplishments in their proper light, we thank him and acclaim him an international hero and benefactor.



The Wizard of Menlo Park.

AUDITING

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

	July 30, 1929	1928	Incr.
Gas.....	108,568	104,581	3,987
Electric.....	113,995	102,648	11,347
Steam.....	323	317	6

Total..... 222,886 207,546 15,340

Statement of Consumers by Departments as of July 31, 1929

	Gas	Elec.	Steam	Total	Incr.
1919....	78807	29775	75	108657	
1920....	80840	32949	75	113864	5207
1921....	81037	37342	84	118463	4599
1922....	82834	44605	105	127544	9081
1923....	85478	54263	117	139858	12314
1924....	88824	65640	110	154574	14716
1925....	92279	76095	145	168519	13945
1926....	96097	85924	199	182220	13701
1927....	100059	94262	272	194593	12373
1928....	104581	102648	317	207546	12953
1929....	108568	113995	323	222886	15340

Incr. in 10 years 29761 84220 248 114229 114229

Net Increase in Consumers by Months

	1927	1928	1929
Incr. in January....	357	428	(1) 4658
Incr. in February....	512	439	291
Incr. in March.....	612	527	(2) 995
Incr. in April.....	1271	890	800
Incr. in May.....	1270	912	584
Incr. in June.....	1128	940	1086
Incr. in July.....	1106	979	1699
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	

(1) Includes meters of Companies merged Jan. 1.
(2) Includes meters of former Nunda El. Co.

Miscellaneous Data

	July 31, 1929	1928	Incr.
Miles of Gas Mains.....	766	717	49
Miles of Overhead Lines...	4938	4675	263
Miles of Underground Lines	2704	2579	125
Miles of Subway Duct.....	1892	1760	132

No. of Street Arc Lamps....	1491	1463	28
No. of Mazda Street and Traffic Lamps.....	22301	19623	2678
Total No. of Street Lamps..	23792	21086	2706
Number of Employees.....	2356	2331	25

E. B. A. for August, 1929

Balance 1st of Month.....	\$16,272.33
Dues—Members.....	1,648.92
Dues—Company.....	1,648.92
Fees—Members.....	23.00
Fees—Company.....	23.00
Assmt. No. 121—Members.....	.25
Assmt. No. 126—Members.....	.50
Assmt. No. 129—Members.....	1.50
Assmt. No. 131—Members.....	3.25
Assmt. No. 121—Company.....	.25
Assmt. No. 126—Company.....	.50
Assmt. No. 129—Company.....	1.50
Assmt. No. 131—Company.....	3.25
Int. on Bk. Bal. and Investments	78.17
Members' Add. Life Insurance.....	492.64
Total Receipts.....	3,925.65

Total Receipts plus Balance.... \$20,197.98

Disbursements

Sick Benefits.....	\$ 929.85
Accident Off Duty Benefits.....	51.07
Accident On Duty Benefits.....	58.74
Death Benefit No. 134....	\$400.00
Death Benefit No. 135....	400.00
Death Benefit No. 136....	200.00
Group Life Insurance.....	9,458.20
Medical Examiner's Expense.....	6.00
Members' Add. Life Insurance.....	911.30
Expense of Nurse for June, 1929....	119.45
6% Debentures of Associated Gas and Electric Co.....	2,000.00
Total Payments.....	14,534.61

Balance on Hand..... \$5,663.37

Membership

Members July 31, 1929.....	2008
Affiliated August, 1929.....	21
Terminated August, 1929.....	14
Gain.....	7
Membership August 31, 1929.....	2015

	Month of July 1929	July 1928	Increase
Amount of Payroll.....	\$369,515.13	\$354,569.06	\$14,946.07
K.W.H. Generated—Steam.....	16,637,680	7,958,600	8,679,080
K.W.H. Generated—Hydro.....	11,876,450	17,851,050	*5,974,600
K.W.H. Purchased.....	3,580,375	3,650,032	*69,657
M. cu. ft. Coal Gas Made.....	302,715	301,467	1,248
M. cu. ft. Water Gas Made.....	49,940	32,645	17,295
M. cu. ft. Gas Purchased.....	5,352		5,352
Tons Steam Coal Used.....	19,451	11,583	7,868
Tons Gas Coal Used.....	23,566	24,250	*684
Gallons Gas Oil Used.....	137,154	80,584	56,570
Tons Coke Made.....	16,025	16,476	*451
Gallons Bengas Made.....	55,486	31,897	23,589

*Denotes Decrease



Bowlers Are Ready to Pry Off Lid Wednesday, October 9th

IN past years there have always been a number of employees who were unable to bowl in the League due to the fact that there were only eight teams. In the spring of 1928 two additional teams sought admission into the League and were accepted, only to find that inability to hire ten alleys anywhere in the city made it impossible for them to participate. Early this summer the question of additional teams was again brought up, it being hoped to get twelve teams in all. As a matter of fact six new teams sent in their proposed lineups.

During the latter part of August a meeting of the officers and team captains was held and new officers were elected as follows:

President, Ernest A. Barth; Vice President, Charles Miller, Jr.; Secretary, Howard Stebbins; Treasurer, George Galen; Asst. Treasurer, Howard Kiefer.

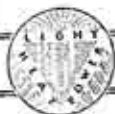
At the next meeting, held a few weeks later, it was decided that a fourteen team schedule would be unwieldy and that it would be well to accept two other teams who had in the interim presented themselves. Thus the League as now constituted consists of the following sixteen teams: *Original League and Captains*—Electric Stations, E. Friday; Electric Distribution, Herman Fichtner; Office, Ray L. Davis; Gas Manufacturing, Carl Miller; General Construction, Max Wohl-

gemuth; Storehouse, Charles Wiemer; Gas Distribution, W. Spall; Transportation, C. Kling. *New Group and Captains*—Chemical Laboratory, W. Fischer; Electrical Distribution Engineering, R. M. Lee; Electric Meter, C. E. McTurk; Engineering, Carl Cooman; Industrial Sales, Wm. Bassett; Meter Reading, T. Kennedy; Office Maintenance, R. L. Myers; Steam Distribution, C. Helfer.

Bowling the sixteen teams as one group would have required a 30 week schedule. Consequently it was decided to let last year's teams bowl in one group and the new teams in another group, thus permitting of the regular 21 week schedule. At the end of the year the final standing of the teams will be ascertained by bowling those of one group against those of the other group in some manner to be determined later on.

The season starts on Wednesday evening, October 9th at the Genesee Alleys. Fouls will be called as was the case last year and the individual bowlers will join the A. B. C. by paying twenty-five cents each at the beginning of the season. All high scores will then be eligible for submission to the A. B. C. so that the bowler will get his medal. The same goes for high team scores, etc.

Judging from the way many of the teams have been turning out for practice matches to date, this is going to be a real bowling year. The boys are all ready. Let's go!



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:

Eva Fouquet Neuer, sister of Mr. Leo Fouquet died recently leaving her husband, Edward Neuer; one son, Edward Neuer, Jr.; two daughters, Muriel and Elaine Neuer, her father, one sister and five brothers. Funeral services were held from 25 La Force Street and from St. Michael's Church.

Mr. Thomas Kearns, a former employee of the Gas Shop Department, died recently at Iola Sanitarium. He is survived by his wife, Elizabeth Morgan Kearns; three sons, Thomas, James and Joseph; four daughters and one grandchild. Funeral services were held from the family home, 24 Bloomfield Place, and from Blessed Sacrament Church. Interment was made in Holy Sepulchre Cemetery.

PERSONALS



Miss Roma Ort on August tenth became the bride of Mr. William Edgar. The wedding ceremony was performed at the Central Church by the Rev. Sherman Havens. Following a reception for the bride and groom, the newlyweds left on an extended motoring trip through the Mountains, and are now at home to their many friends at 468 Lake Avenue. Among the pre-

nuptial events in honor of the bride were variety showers given by Miss Mary Cornwell and Miss Margaret Ort. Mrs. Edgar, we are glad to state, remains with the Company as an employee of the Coke Sales Department.

Miss Mary Cornwell spent her vacation with friends and relatives at Penn Yan and enjoyed many happy hours swimming, sailing and riding in speed boats on Keuka Lake.

Miss Marie Smith recently spent one week at Cleveland, visiting her sister who entertained her royally and gave a bridge party in her honor before her departure for Rochester.

Mrs. Catherine Lapp on a recent week-end visited Palmyra where she was entertained at the home of Mrs. Edward Waters, formerly Miss Carrie Baird, of the Coke Sales Department. During her vacation, Mrs. Lapp also enjoyed the horse races at Fort Erie and motored to Toronto.

The Service and Collection Department employees one Saturday afternoon recently held a picnic at the home of Mr. Charles Timmerman, at 18 Surrey Street. The entertainment consisted of an extensive program of athletic games, followed by a dinner that is still being spoken of with superlative expressions of appreciation. The games, also, were not soon forgotten because of the many "Charley Horses" which they brought forth. Music was furnished by Messrs. Miller, Johnson and Timmerman, consisting of piano and vocal selections which helped to round out a wonderful afternoon of pleasure.

Miss Anna Leila, of the Industrial Sales Department, enjoyed a very pleasant vacation with friends and relatives at Syracuse and vicinity.

On his vacation, Mr. Edward Marth, of the Industrial Sales Department, spent a few days in Toronto with friends. One of his most pleasant diversions was sailing.



Mr. Hayes Evans, Mrs. Evans and their two children Merton and Jean, recently spent a wonderful vacation at Log Cabin Point, Honeoye Lake. What a name that is to conjure up vacation possibilities. Fishing was good and they all had a most delightful season of happiness.

Mr. and Mrs. James Casey recently celebrated their fifth wedding anniversary. It was a very happy occasion, marred only by the absence of Zip, their little Scotch Terrier, who recently died. Zip was one of the family and his loss is keenly felt.

Mrs. Jessie Cary Grange enjoyed her vacation this year at the summer cottage of her parents, at Morton, N. Y. She enjoyed swimming, fishing, gardening and a great variety of other outdoor activities. Such a pleasant experience, together with the very satisfactory social life she enjoyed with her parents and her many friends should suffice, we think, to store up in Mrs. Grange's mentality a host of happy memories. From them, she will be able to draw frequently and happily during the coming weeks when she finds herself racking her brain for ideas to use in her creative work. Vacations have a way of paying us dividends, long after we have "spent" or invested the happy hours which comprise them.

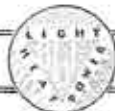
Mr. Marvin Winter recently received from Captain W. O. Reeder, of the U. S. Signal Corps, a very pleasing communication in which Mr. Winter's recent work with the Corps was spoken of. Captain Reeder said: "Lieutenant Winter's services were wholly satisfactory and I wish to especially commend his energy, loyalty and unfailing good humor under all circumstances." It looks as though they set up and take notice when "Winter comes."

Messrs. Lamey, Graning and Bowman, all Tool Room fishermen of experience, spent a week recently at Attu

Lake, Canada. The lake was so rough, due to a relentless nor'wester which lasted the entire week, that they could only fish in a cove. They got plenty of huge bullheads and jack perch, but to them this is not real fishing. They longed to match wits with the big fellows which the gale protected. However, they had fish for each meal and brought plenty of them back. They also spent many hours exploring the neighborhood, studying the geology of the section and making conjectures as to the antiquity of scores of deserted log cabins in the vicinity of their camp. This, after all, was quite a unique vacation.

Miss Ruth Hoftenkamp, daughter of Mr. and Mrs. Joseph P. Hoftenkamp, who believes in keeping cool and comfy during hot weather.





The annual sausage roast of the Auditing Department was held on Saturday afternoon, September 7, at Ellison Park. Preceding the roast, an interesting program of sports was run off in which the following persons were prize winners: Time race, Miss Gertrude Rinker; spark plug race, Mr. Mr. Bernard Rehberg; horseshoe pitching contest, resulted in an unbroken tie in which no decision was made; balloon race, Annette Goldstone, and baseball game between competing teams was also a tie, with the score 66 to 66, Carl Cole acting as umpire. The eats were varied and tasty and included hot dogs, potato salad, pickles, coffee and rolls, pop, friedcakes and baked beans. Fifty-five employees of the department were in attendance to enjoy the happy occasion, and the record of the day's events was recorded on film by Mr. Arthur Underwood.

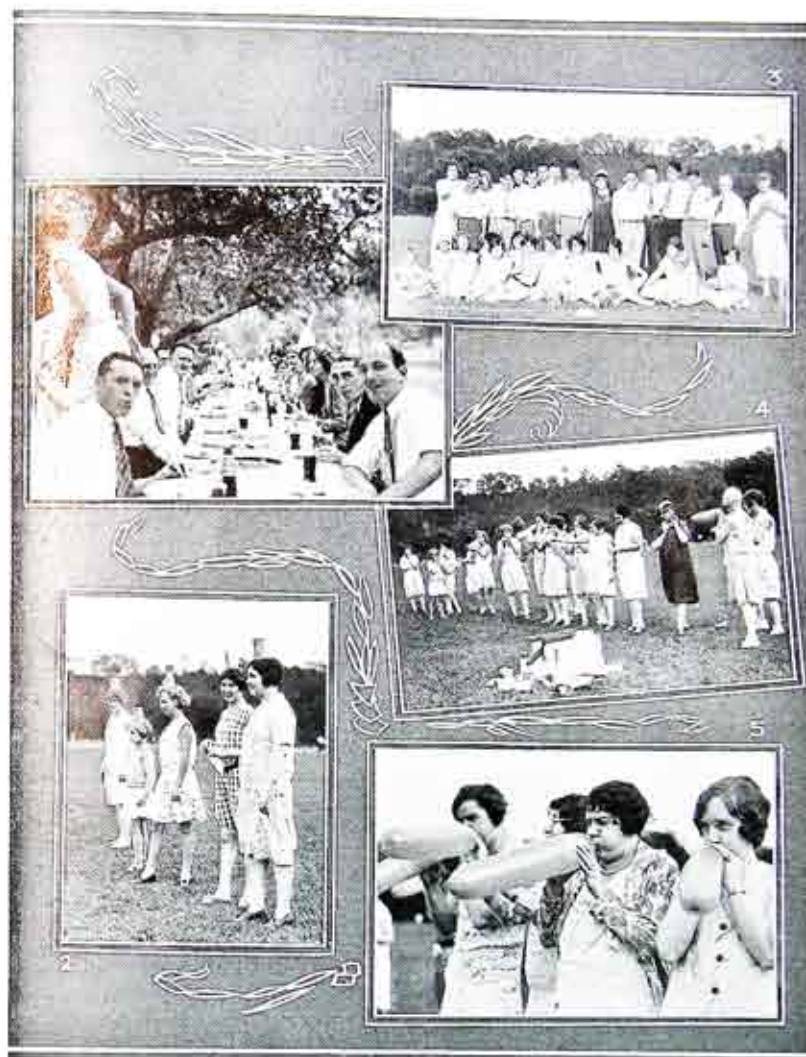
Miss Grace DeBraal, daughter of Mr. and Mrs. C. DeBraal of 232 Greeley Street was married to Mr. James B. Seaman, on August 3. The ceremony was performed at the Cen-

tral Presbyterian Church by the Rev. Sherman Havens. The bride wore a gown of venice blue with hat to match and carried pink tea roses and orange blossoms. Miss Iva Seaman, sister of the groom, of Elmira, was bridesmaid and Mr. Wm. Christ, of Elmgrove, was best man. Following the ceremony a reception was held for the newlyweds at the bride's home, after which they started out on their motoring honeymoon. The trip was by automobile to Albany, with a boat trip down the Hudson River to New York and other points, and a motor tour through the mountains. Mr. and Mrs. Seaman are now at home to their friends at 565 Monroe Avenue. Pre-nuptial events in the bride's honor were: a personal shower by Ruth S. Geyer; a variety shower given by Mrs. Wm. Christ; bridge party by Miss Anna Sage and a variety shower by the bride's associates in the Consumers Bookkeeping Department.

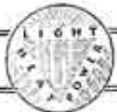
Mrs. Emma Wage and her daughter, Miss Florence Virginia Wage, recently spent a restful week at Springside Inn, on Owasco Lake.



Just one of the many happy occasions that featured the vacation of General Manager Herman Russell and family, at his old home, Manistee, Michigan. Shown in the picture, which was taken by Mr. Frederick W. Fisher, are: Left to right, Grandma Russell; Mrs. Herman Russell; Mr. Curry Russell; Miss Anna Russell, daughter of Mr. and Mrs. Herman Russell; Miss Marian Thomas; Mrs. Curry Russell and Mr. Herman Russell.



Scenes of the annual hot dog barbecue of the Auditing Department, at Ellison Park. Scene 1: dogs to the right of them, dogs to the left of them, hot dogs, rolled and thundered, and there were plenty of "trimmings". Fig. 2, a test of poise following the gustatorial exercises in which hot dogs comprised a delectable ballast. Fig. 3, the roll call, following the dinner, held just to be sure no one passed out through having inadvertently been bitten by an angry hot dog. Fig. 4, deep breathing exercises, not unlike sighs of satisfaction, helped to bring back the old "pep" after the lethargy that often follows luncheon. Fig. 5, just a tip (to men only), if your wife talks too much, just buy her a big balloon.



Mr. Harvey Klumbe, who is the father of so many brilliant ideas in the radio field, on Tuesday, August 13, became the father of a fine baby boy. Little Walter Francis came to town on the eve of Mrs. Klumbe's birthday and we imagine there will be a big synchronized party each year for both of them sometime between the thirteenth and fourteenth of August. Speaking in his accustomed radio vernacular, Harvey would doubtless say that his new son and heir possesses unusual volume, makes his wants known with exceptional tone fidelity and that for the first few days fading was noticed only when Master Walter chose to sleep, all of which means that he is a pretty fine boy.

Miss Esther Schaubert spent one week recently at Niagara Falls, where she enjoyed a very pleasant visit with Mrs. Hatch, formerly Miss Azele Rife, of the Consumers Bookkeeping Department.

Mr. Walter Taylor spent two delightful weeks at Camp Whip-Poor-Will, on the Black River. Among the pleasant features of his vacation was his climb to the top of Bald Mountain, from which he took some excellent photographic views.

Mr. Champ Clark, with Mrs. Clark and their daughter Beulah, enjoyed two weeks vacation at Conesus Lake, fishing, bathing and speed boating.



Some vacation water nymphs sunning themselves on the bleak but beautiful breakwater, at Provincetown, Mass. From left to right they are: The Misses Clayton and Miss Price, of New York, and Miss Laura Bradfield, Company Nurse, right foreground. The photo was taken by Miss Elizabeth Copeland, of the Eastman Kodak Company.



Beautiful mountain landscape taken by Mr. Walter Taylor, of the Electric Generation Operation Department.

Miss Vivian Phillips and her Mother recently visited Erie and other Pennsylvania cities as the guest of relatives.

Mrs. Helen Laybourn, with her children Lewis, Helen and Marie Louise, made the most of her two weeks vacation at their cottage, at Conesus Lake, where the children yearly spend their summer vacation period enjoying a happy outdoor existence.

Mr. and Mrs. Joseph P. MacSweeney recently accompanied Mr. and Mrs. Hamlet A. Smyth and their son Ross on an interesting motor trip along the Susquehanna and Sullivan Trails, bordering the territory which is of especial historic interest at this time because of centennial festivities recently held there. Three days spent in the enjoyment of wonderful highways, gorgeous scenery and excellent company, with numerous stops at places of interest were high spots of the trip. The return was by way of the Lackawanna Trail. Mr. MacSweeney also lowered his golf record at Brooklea Country Club.



Mr. and Mrs. Willard J. DeWolf recently announced the birth of a son, named Robert Roy, who was born on August 10, and weighed in at seven and three-fourth pounds. We welcome Robert to our happy industrial family.

Miss Laura Bradfield, Company Nurse, managed to get her patients in sufficiently good spirits and health so that she was able to spend two delightful weeks of vacation, down East. Of course, Miss Bradfield again went down to the sea, to Cape Cod and Provincetown, where some of her happiest former vacations have been spent. With Miss Bradfield was Miss Elizabeth Copeland, of the Eastman Kodak Company, whose vacation likes and dislikes seem so nicely to coincide with hers. The trip was delightful, especially those portions of it leading through the Adirondack and the White Mountains, and the quaint Boston and other New England sections. Swimming, golfing, boating and hiking were daily pastimes which were enjoyed to the fullest in the tang of the sea air.

Messrs. Richard Kruger and Willis E. Hughes recently motored to the Tamagami Forest Reserve, Canada, where they had more than 8,000 square miles of virgin nature to match their wits against, fishing and enjoying the spectacle of wild game in their native haunts.

Miss Madge Flynn, of the Purchasing Department, spent her vacation at Cleveland and witnessed the national air races held there. She also visited the Ford plant and discovered how they make a lady out of Lizzie, which is far from being a secret.

Mr. Charles Royce for his vacation this season enjoyed an extended motoring trip which included visits to various Canadian cities.

Mr. Ernest F. Ryan this season enjoyed the first vacation he has had in

twenty-seven years. Before coming with the Company Mr. Ryan was engaged in agricultural pursuits and other work which carried with it no yearly play spell. He is greatly appreciative of the week's time off with pay which he earned this year as an employee of the Company. The urge of the soil still seems to pull Mr. Ryan, however, for he spent the first two days hoeing potatoes and thinning apples at the farm of Dr. Palmer. Following this bucolic workout, he visited Belmont, Bath, Hornell and Cuba, spending three days with Mr. Fred Brundage at Belmont and visiting the Steuben County Farmers Picnic. After a delightful visit among old acquaintances, Mr. Ryan motored to Rochester with friends.

Mr. Goodrich, who has charge of the basement vault, spent a delightful vacation at the home of his daughter, at Conesus Lake.



Miss Marie Louise Laybourn demonstrating the sunny smile which comes with a whole summer's vacation at Conesus Lake. She is the daughter of Mrs. Helen Laybourn, of the Domestic Sales Department.



Mr. William Richardson, of the Application Department, spent a happy week with his aunt and uncle at Presque Isle Point, Ontario. Following this he motored with friends through Kimberley Valley on the Blue Water Highway and visited Lake Huron and Georgian Bay.

Mr. William S. Fisher and his mother, Mrs. I. J. Fisher, recently motored to West Orange, N. J., where they were guests of their sister and daughter, Mrs. O. W. Telfair. While in that vicinity, Mr. Fisher made numerous motoring trips to New York and other places and greatly enjoyed seeing the festivities marking the recent mooring of the Graf Zeppelin, following its historic world flight.

Mr. and Mrs. Roy Weston recently motored to New York, Atlantic City, Washington, and other cities on their vacation.



Artistic snapshot of Upper Falls and Railroad Bridge, Letchworth Park, taken by M. B. Exposcheid, of the Motor Department.

Mr. Floyd Owen spent most of his vacation this year working about his new home on Mayflower Street, and taking varied side trips to interesting places in this vicinity.

Miss Dorothy Shakeshaft, together with her parents and her brother, Mr. Harold Shakeshaft and his family, recently enjoyed a motoring trip to the Adirondack Mountains, Thousand Islands and other delightful spots in New York's vacation country.

Miss Ruth Kouwe during her recent vacation spent two days in Canandaigua with relatives. They must have been two crowded days of pleasure, for she said she spent the rest of her vacation at home, resting.

Mr. and Mrs. Arthur C. Rissberger, with their children, Junior, Jean and Frederick, motored to Michigan for their vacation and were highly entertained by their many relatives and friends. One of the enjoyable features of the vacation was a family reunion at which they met many of their old acquaintances. Following this, mid-western hospitality took its course and they were showered with many invitations to visit various homes.

Mr. Ernest Barth spent two weeks recently at Camp Oak Opening, Saugatuck, Michigan, where an excellent golf course afforded him much enjoyment. Mrs. Barth and their children, Betty Jean and Bobbie, had been spending some weeks with relatives at the Camp, and after a very enjoyable season of rest and recreation there with them, Mr. Barth brought them back to Rochester.

Mr. Teddy Adams, of the Addressograph Department, said that his vacation this year was mostly a period of rest interspersed with numerous visits to local golf courses, where he succeeded, for once at least, in getting his fill of his favorite pastime.

Mr. Gerald Baker spent a happy vacation with his parents at their cottage, at Lake Ontario.



Mr. Raymond Clark at Atlantic City. You got away as far as Philadelphia, where he received a telegram to return and surprise trimming the "Zeppelin Window". He returned to the sea, however, and started in just where he had left off having a good time.

Mr. "Pop" Sanford was recently appointed a member of the Finance Committee of the Grand Commandery, Knights of Malta, at its sessions held in Buffalo.

Mr. William W. Richardson recently spent two weeks in Northern Ontario on a motoring trip which included a visit with his parents at their home at Fergus, Ontario.

Mr. Karl Erbach recently motored to various cities in Canada, where he greatly enjoyed a restful, outdoor vacation.

Mr. Jack Sumner, of the Industrial Sales Department, who journeyed all the way to Truro, Nova Scotia, for his vacation, which was spent with his parents there. He also had the pleasure of seeing his sister, Miss Emma E. Sumner, who had come from Texas for the happy reunion. Jack looks as though he had just said: "James, you may have the rest of the afternoon to yourself."



The Misses Marie Meaney and Letha Van Gelder were members of a small party which recently motored to New York and other cities and finished a delightful vacation at a cottage at Conesus Lake.

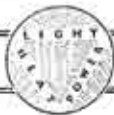
Mr. and Mrs. Roy Briggs and their children, Phyllis and Paul, recently motored through the Mountains, camping along the way when the weather was favorable. They had a wonderful, roaming, gypsy life, for a whole week.

Mrs. Marceline Church, with Mr. Church and their children Thomas and Teresa, spent a few happy days vacationing on a farm, with relatives in Oxford, N. Y. Their vacation trip also included stops with friends at Syracuse and Utica.

Mr. and Mrs. Frank Nollte spent their vacation recently visiting friends at Syracuse and Hornell.

Mr. Kenneth MacDonald was all "set" for his vacation when some of the principal parts of his automobile decided to have a vacation also. Kenneth spent three days and a portion of his vacation "stake" reviving his machine, then made the most of the remainder of his vacation enjoying golfing at various golf courses.

Mr. Charles Timmerman, with Mrs. Timmerman and his parents recently motored to Cross Lakes, near Jordan, N. Y.



Clams and Comedy at Meadowcroft

ALL clam bakes are lots of fun, but the kind that the Four-in-One Club put on at Meadowcroft, the home of Mr. and Mrs. E. R. Crofts, are just about perfect. This is the consensus of opinion among all those who were fortunate enough to be present at the third annual "bake," which was held on Saturday afternoon, September 21.

The Four-in-Hand Club comprises the Company's Purchasing, Stores Record, Storehouse Office and Traffic Departments. When the employees of these departments, their wives and husbands and sweethearts are gathered together, as happens two or three times a year, a good time is assured. Learning how to play, for adults, is sometimes a difficult problem, but these folks have learned how to perfection.

In days of old, jesters were hired to keep up the merriment. The Four-in-One Club, however, has another scheme. It is to invite to their festivities Mr. Russell and Mr. Cadle. With these gentlemen present, no party ever goes "flat," they just won't let it.

This last function was extremely well planned by General Chairman V. L. Weining, and his Vice Chairman, Mrs. Hattie Garis. And, of course, the smil-

ing faces of the host and hostess, Mr. and Mrs. Edgar C. Crofts always act like magic in making everyone feel perfectly at home. Combine these features with the beauties of Meadowcroft, the Croft manor, the gay spirits of all persons who know what to expect at Meadowcroft and a wonderful time is bound to materialize.

We wonder why such a function is called a clam bake, when clams are merely a small item among scores of other things which go to make up a happy afternoon, including broilers, fish, sweet corn, sweet potatoes, olives, celery, radishes, coffee and rolls, etc. And those are merely items planned for internal well-being. Along with them came games, quoit pitching, bridge, sports and dancing, all well fitted into a delightful conglomeration of diversified pleasure appeal.

The "bake" coincided with Mr. Russell's birthday and, quite naturally, he asked if he were not to receive a present. Mr. Crofts, nothing daunted, came across with an interesting looking bottle whose label, "Black Horse" seemed to have the power to make mouths water. Mr. Cadle saw to it that Mr. Russell was provided with a bottle opener, and open'er he did. Mr. Cadle had the first drink, and it was beautiful, sparkling water so we think the name "Black Horse" was a misnomer. But Mr. Russell had a present, to say the least.

Mr. Cadle led the singing at dinner, and the only song he didn't inject lots of pep into was, "Little Gypsy Sweetheart." He's going to learn that for the next

time. He and Mr. Russell were teamed in the wheelbarrow race which ended in a "dutch pile." Mr. Cadle insisted he wanted another partner. "I have to look at Herman all day" he said. Then, Mr. Russell returned the compliment by saying that Carl Cadle was too rough, he ought to be playing football. And so it went, all afternoon and well into the evening. Even then, these two jesters showed no signs of being tired, but kept up their good-natured banter to the amusement of all present.

Sometimes we have an especially good meal that pleases us. Other times we see good show that caters to some other part of our nature. But a clam-bake at Meadowcroft is one of those special attractions which has its appeal for the entire physical and mental system, inside and out. It is a kaleidoscopic performance combining amusement, entertainment, mental and physical sustenance, comedy, physical exercise and social intercourse. What more could one expect at a clam bake. And we still wonder why such a delightful event is called by such an unassuming cognomen.

Mrs. Beulah Boyce enjoyed a varied vacation including a trip to Cleveland, visits at the home of friends at Fredonia, N. Y., and with her sister at Silver Lake, climaxing the two week's play spell at a cottage at Canandaigua Lake, where fishing and swimming were daily enjoyed.

Photo taken by Mrs. Beulah Boyce, through a window glass at the top of the Terminal Tower, 788 feet in the air, at Detroit. It was a hazy day, but the glass seemed to act as a light filter, giving an unusually clear view, despite the atmospheric handicap.



Mrs. Malvina Clark, with her husband and her mother recently returned from a motor trip to Lexington, Kentucky where they visited relatives. They stopped at many cities, including Youngstown and Cincinnati, Ohio; Covington, Kentucky, and Wheeling, West Virginia. While in the South, they saw Man of War, the famous race horse, and attended the races at Covington where there is located the first race track built in this country. It was a delightful tour, free from trouble of any sort and just crowded full of pleasurable experiences.

One of the reasons for Miss Cherie De John's winsome smile is Pal, her little canine friend who is shown herewith. Pal would have liked to have Cherie pose with him, but as she had to take the picture, he sat for it with good grace as the illustration shows. Miss De John is employed in the Order Entry Department, and her Daddy, Mr. James De John, is a member of the Company's Gas Dispatching Department.

Mr. Dean Caple and Mr. Jack Wahl recently enjoyed a fishing expedition to Long Pond. Dean did the rowing, and Jack the casting, but although they fished both sides and the center of the pond, the fish didn't seem to know they were there. Dean seems to have a good alibi, but Jack, who guaranteed to get the fish, seems merely to have been practising casting.





SELECTED

FUMES AND FLASHES



QUICK RESULTS

Flossie—"Is horse-back riding helping Miss Stout to reduce?"

Fleecy—"Yes, she began to fall off right away."

VERY POOR

Lady—"Doesn't that little boy swear terribly?"

Urchin—"Yes'm he sure does. He don't put any expression into it at all."

SHOP TALK

First Barber—"What makes you so late?"

Second Barber—"I was shaving myself, and before I realized it I talked myself into a haircut and a shampoo."

TECH-KNEEQUE

He—"Don't you like the way I love?"

She—"No. Why can't you love me like the knight of old?"

He—"Get out! How'd you like to sit on a cast iron knee?"

YOU TELL HIM, I STUTTER

Sailor—"P-p-p-p-p-p"

Captain—"Well, sing it if you can not say it."

Sailor—"Should old acquaintance be forgot and never brought to mind—the bloomin' cook's fell overboard and is twenty miles behind."

HOT STUFF

Two moonshiners were discussing the merits and strength of their products.

"Ah makes mah liker so strong," declared one, "dat when yo' drinks it, yo' can done smell de cornfield whar dat corn was grown."

"Humph! Nigger, dat sin't nothin'," was the contemptuous comeback. "Ah spilled a few draps of mah liker on mah wife's pansy patch an' dem pansies dun turned tuh tiger lilies, yas, sah."

THESE COLORFUL DAYS

She—"What would you do if I should cry?"

He—"I'd hang out a sign, 'Wet Paint.'"

GANGWAY!

"Oh John," screamed the excited woman driver, "the car is running away."

"Can't you stop it?" asked her worried husband.

"No."

"Well, then, see if you can't hit something cheap."

SATISFIED

Customer—"That chicken I bought yesterday had no wishbone."

Dealer—"He was a happy and contented chicken, ma'am, and had nothing to wish for."

NO COVER CHARGE

Said a bald-headed man to a waitress bold:

"See here, young woman, my wif's cold!"

She scornfully answered, "I can't help that;

If the blamed thing's chilly, put on your hat."

NUFF SED

Jones—"Have you seen one of those instruments that can tell when a man is lying?"

Smith—"Seen one? Heck, I married one!"

SHOO FLY!

A little fellow left in charge of his tiny brother called out: "Mother, won't you please speak to baby? He's sitting on the flypaper and there's a lot of flies waiting to get on."

LOOKING 'EM OVER

Shipwrecked Sailor—"Why does that big cannibal look at us so intently?"

His Companion (cheerfully)—"I expect he's the food inspector."

A BUM WAVE

"Well, my wife has divorced me."

"And I remember the time when she used to wave her hand to you every morning when you left the house."

"Well, you see, it wasn't a permanent wave."

GRANNY WAS WISE

The girl friend collects antiques, and recently she acquired a horsehair chair, whereupon she discovered immediately why her grandmother always wore six petticoats.

THE BARGAINING INSTINCT

Teacher—"What is the interest on a thousand dollars for one year at two per cent. . . .

Ikey, pay attention!"

Ikey—"For two per cent I'm not interested."

MY WORD!

Suave Auto Salesman—"It runs so smoothly you can't feel it, so quietly you can't hear it, has such perfect ignition you can't smell it, and as for speed—you can't see it."

Londoner—"My word! How do you know the bally thing is there?"

Bridge Players We Have Met

"MISS BROWN, is that your ace?—
Oh, say, have you seen the lace
Selling now at Brown & Dart's?
I forgot that she trumps hearts—
And the most exquisite shade—
Gracious! haven't you a spade?
Is it my play? What was led?—
Do you know you can get thread,
Only four cents—John Smith's best?
Just here chime in all the rest—
"What's the trump?"

"This, I think, the leading spade.
Oh, I thought the jack was played."
"Well that makes two points for you."
"One for us, did you say, Sue?"
"How can that be? Did you trump?—
Have you heard about the bump
Lizzie's boy had on his head?—
Isn't that a lovely spread?—
Did I take that trick? Dear me!
Here strike in the other three—
"What's the trump?"

—Selected.



S E R E N I T Y



IF you can drive through crowds and never falter,
And miss pedestrians by an inch or two;
If you can wear a smile that will not alter
When speeding trucks lurch right into you;
If you can see the offside mudguard crumple
And greet the man who did it with a grin;
If you can stand the strain without a grumble,
Then you're a better man than I am,
Gunda Din!

—Selected.

