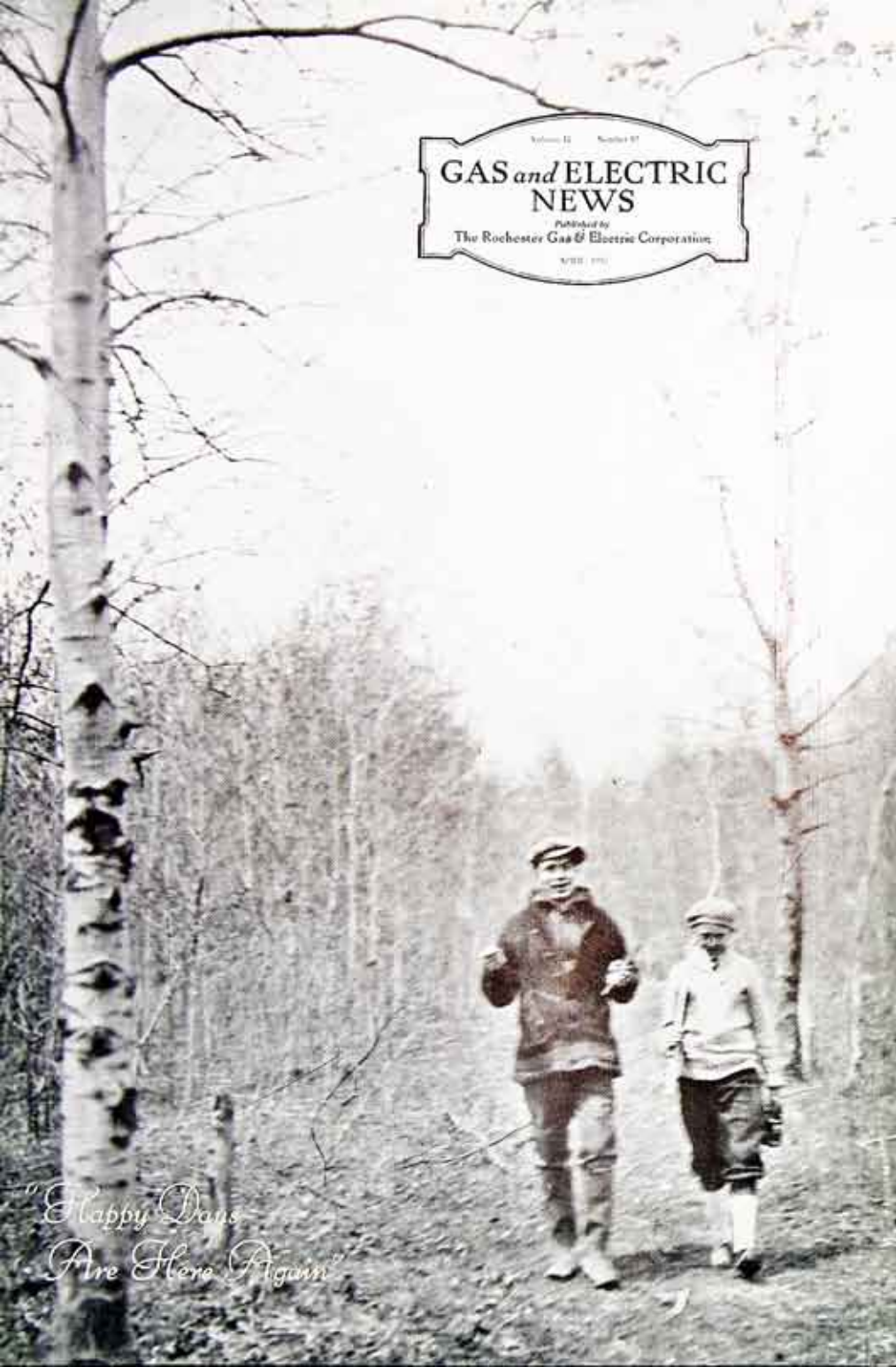


Volume 12 Number 97

GAS and ELECTRIC NEWS

Published by
The Rochester Gas & Electric Corporation

MAY 1910



*"Happy Days
Are Here Again"*



Look Who's Here!—April

By MIRZA FRENCH MACKAY

er

WHO is this but April coming down the lane,
Weeping in the sunshine, laughing in the rain?
Flaunting pussy willows, smiling through her tears—
April, winsome April, sweetheart of the years.

Who but careless April spills the violets,
Promises a primrose day, smiles — and then forgets?
Who but naughty April, looking very arch,
In a solemn domino masquerades as March.

For her very frailty April's very dear—
April, tricky pixy, jester of the year!
Who could but forgive her—April, in the rain,
With a pink umbrella, coming down the lane?



In Genesee Valley Park,
Rochester, N. Y.



The General Electric Prize Refrigerator Flies High



ON SATURDAY afternoon, April 11, there landed at the Municipal Airport a large Fairchild plane containing a model G-55 General Electric refrigerator. This refrigerator had been safely transported from Schenectady in this unusual way, as one of the 'stunts' connected with the 1930 Refrigeration Jubilee, now in progress. With the plane was a motion picture operator and the necessary equipment for filming scenes to be a part of a motion picture presentation detailing the high-spots of this six-weeks refrigeration campaign.

The operator, who had been landed at an earlier hour by the same Fairchild plane, was all 'set' for the plane's second landing, with its cargo consisting of the prize refrigerator, which is to be given to the person winning the refrigeration

slogan contest, General Manager Charles L. Cadle and Clarence Wheeler, President of the Wheeler-Consler Corporation.

A large concourse of people were on hand to enjoy the occasion which had been advertised in local newspapers featuring the contest and the Jubilee. Messrs. Cadle and Haftenkamp, Joseph P. MacSweeney, Superintendent of Domestic Sales, Harry Taillie, Jubilee Manager and Clarence Wheeler, were given the opportunity to do a bit of acting, with the huge plane as a background. Mr. Cadle was leading man, with Mr. Haftenkamp constituting an efficient understudy. All of the 'stars' did their stuff quite well, considering the fact that they had had no previous coaching. The crowd seemed to think that it was great fun, and as a publicity stunt the landing of the first air-minded refrigerator on the local air field evidently was 'good medicine.'



Left to right, Messrs. Joseph P. Haftenkamp, Assistant General Manager, Joseph P. MacSweeney, Manager Domestic Sales Department, and General Manager Charles L. Cadle, at the Airport during the festivities. Mr. Cadle had just stepped out of the large Fairchild plane after having had a nice ride with the prize refrigerator. He is telling the others what a lot of prospects he could visualize as he soared over Rochester and vicinity.



A part of the large crowd of employees and others who were on hand at the Municipal Airport to welcome the air-minded G. E. Refrigerator as it landed in Rochester after its flight from Schenectady.

The coveted G-55, which is worth \$280 was all dolled up in pink ribbons and seemed not a bit stage-struck. This wonderful machine will find a home somewhere in Rochester or vicinity. Its eventual owner is the person who successfully constructs the slogan, which was sealed within this refrigerator at the Schenectady plant of the General Electric Company, from words supplied through various sources, at the rate of one each week, throughout the extent of the campaign. Details of this contest have been published in the newspapers. Further information may be had by any-

one through calling at the Gas and Electric Building for a pamphlet descriptive of the contest, or writing or telephoning for it. The telephone number is Main 3960.

Following the movie 'shots' the G-55 on a nifty, decorated truck, formed the nucleus of a parade downtown to the Gas and Electric Building, where it was placed in the Company's large salesroom. This refrigerator is being exhibited in one of the large East Avenue display windows, all of which feature the 1930 Refrigeration Jubilee. Be sure to come and see it. Then step inside the build-



Taking the G-55 from the plane just before the parade was started downtown to the Gas and Electric Building, where it was placed in the sales room. Inside this Prize Refrigerator, remains the answer to the Refrigeration Slogan Contest, sealed tightly in place.



A movie man accompanied the Prize Refrigerator from Schenectady to Rochester and was kept busy 'snapping' for a talkie film which will feature the high-spots of the 1930 Refrigeration Jubilee. He is also seen 'shooting' some action as the refrigerator was carried into the Gas and Electric Building.

ing and look over the other G.E. models, as well as the various models of Frigidaire and Electrolux refrigerators, all of which are being featured during the campaign. The special terms are only \$10 down, the balance payable in thirty regular monthly payments. There is a refrigerator on our sales floor that will just fit the requirements of your home and your pocket-book. Now is the time

to buy it. You will never get quite such a wonderful opportunity again. Payments run as low as \$5.75 per month. Order your refrigerator now, before the rush comes, for it is expected that at least 1,148 refrigerators will be placed in the homes of residents of Rochester and vicinity before May 31.

If no Company employee or regular salesman has approached you in connection with this special offer, telephone or write the Company and a salesman

will visit you. Better still, come in and see for yourself the wonderful refrigerators from which you may select one for YOUR HOME.



Mr. Fred Harvey, District Sales Manager, General Electric Company, who was in Rochester to supervise the taking of the motion pictures, and Mr. L. M. Kroger, the camera man.

Rochester Gas and Electric Corporation Prize Plant Contest

MONTH OF MARCH, 1930

LISTED below are the ratings of the Prize Plant Committee for the month of March. There was no decided change in the conditions of most of the properties. It is the feeling of the Inspection Committee that a general improvement could be made by the majority of the plants.

Properties	This Month	Last Month
1. Station 35.....	87.5	86.5
2. Store House.....	86.5	86.
3. Station 1.....	86.5	86.
4. Station 8.....	85.5	83.8
5. General Construction Shops.....	84.5	84.
6. Garages, Front Street, Brown's Race Coke Weigh House.....	83.5	83.
7. Electric Distribution.....	83.5	83.5
8. Station 3.....	83.	83.
9. Station 5.....	83.	83.
10. Gas Distribution.....	83.	83.
11. Pole Manufacturing Plant.....	83.	83.
12. Domestic Sales.....	82.5	82.
13. West Gas Works.....	82.	81.
14. Station 33.....	82.	81.
15. Station 2.....	81.5	81.
16. Steam Distribution.....	81.	81.
17. Station 34.....	81.	80.
18. Station 6.....	81.	81.
19. East Station.....	80.5	80.5
20. Station 4.....	79.5	79.
21. Blossom Road.....	79.	82.
22. Motor Department.....	79.	80.
23. Stations 26, 36, 37, 38 and 109-R.....	78.4	75.4
24. Station 9.....	77.	74.

PRIZE PLANT COMMITTEE

W. E. HUGHES, *Chairman*
W. C. GOSNELL
JOHN CLARK





First Heavy Artillery Fired In 1930 Refrigeration Jubilee



ON FRIDAY evening, April 11, at Columbus Hall was held the employees mass-meeting in connection with the 1930 Refrigeration Jubilee. It was a sure-fire meeting, and was attended by approximately 500 employees, their wives and sweethearts. Mr. Charles L. Cadle, General Manager, acted as general chairman and introduced as speakers the following men: Mr. B. M. Fast, New Business Manager of the Associated Gas and Electric Company of New York; Mr. Ellsworth Gilbert, Director of Educational Publicity of the Frigidaire Corporation, Dayton, Ohio; Mr. P. B. Zimmerman, Sales Manager, General Electric Refrigeration Division, Cleveland, Ohio; Jubilee Manager, Mr. Harry Taillie, and President of the Company, Mr. Herman Russell.

Mr. Fast Explains What Campaign Means to the System

Mr. Fast presented many interesting figures relating to the service of the As-

sociated System in 24 states, 4 provinces of Canada and the Philippine Islands. He said that it was the salesmanship of Mr. Cadle, who sold the idea of the 1930 Refrigeration Jubilee to the Associated Management, that comprised the real reason for the system-wide campaign. Mr. Fast also spoke in glowing terms of the Company's last year's refrigeration campaign, the success of which was the forerunner of the present campaign. He told what this campaign meant throughout the System which comprised over 1,000,000 customers, 20,000 employees, 700 regular salesmen and 180 retail stores.

Mr. Gilbert's Talk

Mr. Gilbert went somewhat into the history of methods used for cooling or preserving foods, through the centuries to the present period with its delightful efficient automatic refrigerators. He stressed the fact that almost everything we do, work for or idealize is for our homes, that refrigeration is doing her-

culean work in maintaining good health in our homes. He said that no longer do we have to sell the need for refrigeration, for almost every person appreciates its value. With three of the most outstanding refrigerators of the world at our disposal, Mr. Gilbert said, the success with which we carry out our plans in the present campaign seems to be assured. Mr. Gilbert complimented our Company upon its excellent management and the spirit of our personnel, and accentuated the great value of every employee doing his best to 'dig up' good prospects and bring them in to the sales rooms to see what we have to offer in the way of refrigeration for the most attractive terms ever yet featured by a utility.

Talking Pictures, Music

Interspersed between the speeches were talkies and music. "Sealed in Steel" detailed the trials and tribulations of a General Electric refrigerator which was purposely much abused, just to see how much it would stand. Evidently there is almost no limit to their ability to stand up under any possi-

ble handicap which a home owner ever could impose upon them. A comedy feature also helped to amuse and entertain.

Mr. Cadle Adds a Bit of Comedy

In the picture, a G. E. refrigerator was shown being ducked into the canal at Schenectady after having been the center of a conflagration and other demoralizing stunts. Mr. Cadle, following this scene, remarked that he now knew what the Barge Canal had been built for. Following Mr. Fast's remarks in which he told of the great lake to be formed at the Saluda Dam, Columbia, South Carolina, a lake the boundaries of which comprise more than 800 miles, Mr. Cadle asserted that Mr. Fast's remarks were a bit unfortunate. The reason, he said, was the fact that President Herman Russell would now probably apply for a job

down there, where he could fish every day, and the Company would lose one of its best men.



Typical 'pre' and instruction meeting held for the benefit of regular salesmen and employee salesmen during the special sales period featuring refrigeration to employees, and preparatory to the 1930 Refrigeration Jubilee activity.



A part of the large group of employees, who attended the mass meeting in Columbus Hall, which was held as a preliminary to the 1930 Refrigeration Jubilee. General Manager Cadle was Chairman, and the speakers and their messages are mentioned in the accompanying article. There were speeches, acts, talkies and refreshments.





Mr. Zimmerman Pleases As Usual

We are always glad to hear from Mr. P. B. Zimmerman, Sales Manager, General Electric Refrigeration Division, Cleveland, Ohio. His remarks are always entertaining and of educational value. He mentioned the complexity of the utility business. "As soon as we finish one task" he said "There is an-



The nifty G. E. Refrigerator, model G-35, spick and span in white enamel and garnished with pink ribbons, attracted much attention at the airport and during its ride downtown on a special track.

other one waiting for us." In this connection, he spoke of the enthusiasm of our Management for the new refrigeration campaign, of how well organized we were, and of our fortunate situation in having so many old-timers among our employee-salesmen and regular salesmen. He said that in his opinion, no other utility ever had so much to offer the public at such reasonable terms as those characterizing our present campaign.

Mr. Zimmerman said that one of our major problems was to get our share of our customer's spending dollar. He then drew a word picture of just what utilities have to offer for the dollar they get. He traced the history of the acceptance of most modern time, labor and drudgery saving devices and equipment, and

indicated that most of this progress had been built by the utilities which first presented these things to the public. He went somewhat into the psychology of selling and said "Selling is the big job. We must take responsibility and like it. Ninety percent of the refrigerators sold last year were sold outside the stores and show rooms, in the abstract, by live salesmen." He further said that the food bill of the average family ran about \$600 to \$700 and that 10% of this could be saved by refrigeration, to say nothing of the great value to all the family in better health. "We must be experts," Mr. Zimmerman said, "We must have confidence or we lose." He next expressed his great confidence in the ability of all of us to come through this campaign with flying colors.

Harry Taillie Explains Campaign

Jubilee Manager Harry Taillie explained the details of the campaign which by now are familiar to all employees. He mentioned the cryptic letters B. R. R. B. which, being interpreted means

Build Ridge Road Bridge, and told why an element of play had been interjected into the campaign. Mr. Taillie gave some figures indicating what it was necessary for the Rochester Division to do to keep well up with its quota and to sell a total of 1,148 refrigerators during the campaign. He also mentioned some of the costs of the campaign, including advertising, publicity, prizes, etc.

Mr. Russell Gives Us His Blessing

President Russell's remarks were a sort of requiem. As he put it, he had to turn out the lights and lock up the house after all the other speakers had finished. Mr. Russell tried to tell a story, but gave it up as a bad job. He began with these remarks, "Have you ever heard of the



story about the fellow who took his girl for a buggy ride?" Well, judging from the applause, everyone present had either heard that particular story or one something like it, so Mr. Russell began picking on Mr. Cadle a bit. He mentioned the fact that certain men were being offered job in the talkies and might eventually become motion picture actors at Hollywood. Most everyone knew that he was referring to Mr. Cadle, who is to play a part in the talking picture being prepared by the General Electric organization featuring the high-spots of our 1930 Refrigeration Jubilee.

Mr. Russell concluded by flaunting his challenge to Mr. Key of the New Bedford district. He said that he was confident that with the support he had here, Rochester would be able to sell more than any other two districts excepting the combinations of the New Bedford and Pennsylvania districts. The challenge has been prepared and upon the outcome of the sales showings of these two districts depends a grand dinner for twenty-five employees of the Rochester or the New Bedford district, whichever wins out in the final analysis. Work hard and see if you can not earn a place at this dinner, as one of Mr. Russell's first twenty-five star salesmen.

160 Refrigerators Sold to Employees

During the special offer to employees extending from March 1 to April 10, a total of 160 refrigerators was sold to Company employees. It is expected that during the present campaign this total will be increased to 200 refrigerators.

Sales Meetings in Progress

The sales meetings for employees continue to attract large numbers of employee-sales and regular salesmen and on April 15, most of them were 'all set' waiting for the word 'go'. Just watch the sales come in.

Work Hard

Employees should read and re-read their refrigeration prospectus. Be sure you fully understand how much you can earn in commissions, special prizes and worthwhile experience during the 1930 Jubilee. Keep in touch with your team captain. Try to beat out your opponents. Talk refrigeration to your friends. Sell them a General Electric, a Frigidaire or an Electrolux. Your Company is banking on your efforts, your loyalty and your sales. Do not disappoint it or yourself by not doing all you can to put this job over. Consistent effort will do it.



Miss Helga Smith, Home Service Director, addressing a meeting of wives of employees. These women were instructed in the operation and service of G. E. Electrolux and Frigidaire refrigerators and as a result are capable of being enthusiastic supporters of their husbands' efforts during the 1930 Refrigeration Jubilee. Ice cream and cakes were served.



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 Account'g
JEWELL SIMPSON.....Gas Manufacture
WILLIAM H. SPEARS.....Gas Manufacture
GEORGE B. HISTED.....General Construction
GUY A. CHADDOCK.....Station 3
E. H. STEIN.....Garage

Material may be copied if credit is given

VOL. 17 APRIL, 1930 No. 10

Modes

WE HEAR much of styles and modes today, it seems more so than ever before. Perhaps, humanity is year by year becoming more fastidious. Yet, there are some things which change not, even with the times.

Has it ever occurred to you that although the length of the skirts of contemporary womanhood rises and falls with the vogue, like the ebbing and flowing of the tide of a restless ocean, yet, the Statue of Liberty, on Bedloes Isle still manages to attract and impress us even though garbed in her original and modest flowing garments.

Then, there are the many masterpieces of art featuring the Madonna. Here again, dress, style, vogue or whatever you choose to call it has been made secondary to art. And so it is with the creations of the old masters. They were done hundreds of years ago, many of them, yet they are still invincible in their appeal, and that appeal has little or nothing to do with sex or clothing. They

manage to hold their own in this age when so much stress is laid on garb. Most of the outstanding paintings and sculptures of modern times or of antiquity have been anything but fastidious representations. Yet should any one of us today attempt to pull away from the herd on matters of dress or personal appearance we would be neatly ostracised, or 'kidded' without mercy.

It is all right for the subject of a Da Vinci to have been dressed as fantastically as contemporary times demanded. Even today, when we observe such a picture we do not jeer or make fun of the style or personal adornment displayed. There is something deeper than dress that demands our tributes. It is usually the character that the artist has succeeded in portraying on the face of his subject.

Styles do sway us today. We can not get away from that fact. And perhaps it is, after all, a good thing. When there was little for men and women to wear but home-spun, home made clothing, leather moccasins and coon skin caps, the art of dress was of secondary importance. Later, however, when industries began to develop textiles, shoes, hats, collars and neckties, everyone apparently welcomed the change from the semi-primitive to the more elite modes of personal adornment. This gave people the inspiration to inject more individuality into dress, to wear the things which became them and pleased others as well as themselves.

Sometimes it appears that styles or modes created by a few of the monarchs of fastidiousness keep humanity in subjection by dictating what we shall wear, even when we are not entirely in harmony with the idea. Here again, common sense, common usage and a little rebellion manage in time to bring what seems to be the impossible in dress down to a revised product which is quite generally acceptable to the herd. This is the way in which the world finds what it actually likes. But we never seem quite



satisfied. We keep changing our dress along with the constant changes which take place in every human activity. This is a part of what we call progress.

Hoop skirts and bustles were all the rage, not so many years ago. But they have had their day. So it is with many other experiments in dress. The best has a way of reappearing, in cycles. We come back to try again vogues which once were discarded, and in the shuffle the things which are too grotesque, which will not withstand the test of time are laid aside forever.

But some things never change, never so adaptable to vogues or styles. One of these is virtue. Others are integrity, honesty, loyalty, love and ambition. These will forever remain unchangeable. They need no garnishing, no furbelows, no silk or satin trimmings and no advertising. Like the Statue of Liberty or the head of a Madonna, they demand our respect always. Throughout the ages men and women have always been able to recognize the virtues because they have always looked the same, dressed in a plain but inspirational garb that time has not been able to change or disguise.

Have You Sold One?



WHILE going into a Main Street bank one day recently, our entrance was noticeably impeded by a small boy, who waved a lone newspaper in his tiny hands. He fairly flaunted it at us in his endeavor to make a sale. We would have forgotten the incident, doubtless, had it not been for another meeting with this tiny chap.

When we came out, we heard a shrill voice shouting down the street to an older newsy. What it said was "I've sold one, I've sold one." And as the novice newsy shouted these words, his face fairly beamed with satisfaction, and in his

hands he clasped the coveted three cents which proved his right to the title of salesman.

This incident so impressed itself upon our mind that we have thought of it many times since. It seems to recur to us as we consider the 1930 Refrigeration Jubilee, now in progress. How many of us already have been able to say, "I've sold one?" How happy will hundreds of employees be in this campaign at making their first sale, and how joyful, at having demonstrated the fact that, actually—WE CAN SELL.

Having sold the first one, we shall not stop but shall continue in the worthwhile effort until we have placed one, two, three or perhaps many more refrigerators in the homes of friends who, when they begin fully to realize the virtues of automatic refrigeration will thank us for having been more or less insistent in our sales effort.

After we have shouted our first cry of victory, "I've sold one," we shall be quite elated. Even then we shall begin, theoretically at least, to fondle in our minds that commission check which is going to be as welcome to us as was the newsy's share of that three cents.

Salesmanship is interesting work. We know of an insurance man who, when he wants a new automobile or radio or some other article, just goes out and sells some more insurance. It is his financial safety valve. He knows that when he needs money, he can go and get it.

Every Company employee can do the same. We all need something or other for ourselves, our families or the home. Why not go out and earn it—selling refrigeration. If we try hard, our incomes will be materially increased, our trips to the old bank will have added interest, our bank balance will take a decided lease on life and through our spare-time industry we shall have become better salesmen, better employees, for we shall have demonstrated that if we can SELL ONE we can sell others. Let's hop to it!



Successful Year of Bowling Ends With Bountiful Banquet

THE same old spirit which has marked the past season's course of the Interdepartmental bowling league, was evident at the recent banquet which climaxed six months of high tension bowling. The banquet was held at the club rooms of the Rochester Mannerchoir, and with chicken as the *piece de resistance*, every bowler present made a 'strike' when the chef made known the fact that soup was on.

Just to watch this feast from the side lines, or perhaps we should say to 'listen in' was a revelation as to the capacity for food which Company pin men possess. During the occasional lulls which punctuated the varied courses, President of the League, Mr. Ernest Barth, managed to get in a few well chosen words of appreciation for all those who had helped to make the year's bowling the best ever in the league's history.

Keen Competition

A study of the tabulation will convince one that the competition between the teams and the individual bowlers was unusually keen, that among our Company bowlers there are men who could shine in almost any amateur bowling circles. Just imagine ten men leading the league with a difference of but ten points in averages between high and low man for the year. Further stretch your imagination and reflect that while Johnny Bloom scored high man for the year with 187.71, Herman Fichtner made him hop to it for his laurels by earning second position with 187.65. If Herman, during the six months of the season, had only managed to cop an additional five pins, he could have made Johnny romp in a close second. It was a hot race from beginning to end, and the attendance for the season was remarkable, no man apparently being willing to skip a game and thus be a party to handicapping his



Winners in the American Division, Interdepartmental Bowling, R. G. and E. League. Left to right, Messrs. Fay Cotanch, Rudy Hoffmeyer, Floyd Hixson, Mike Kwapach, Simon Fitzgerald, Tom Kennedy and Masine De Smith.



National Distribution team, winners in National Division, Gas and Electric League, Interdepartmental Bowling. From left to right the bowlers are: Messrs. Herman Fichtner, Howie Kiefer, Carl Winterroth, Lorry Pierce, Benny Cahill and Otto Davidson.

team for a moment. Just scan the averages and see for yourself what enthusiastic bowling effort can accomplish.

Eight New Teams Last Year

Last year, eight new teams were added to the league. This speaks louder than 'applesauce' for the league's management and the many benefits which interdepartmental indoor sports can boast of. The Meter Readers, in the league for the first year, copped first position in the American League, and deserve great credit. There is a live bunch of employees. Whatever they go into, they make themselves felt and heard. Their Company spirit is second to no other department.

In the National League, composed of older teams in the league, the Electric Distribution men short-circuited the ambitions of all other contesting teams. They are 'hot stuff'. Only 48 points in team averages, however, separated the electricians from the meter readers, and next year these two teams will doubtless be pitted against each other in the same league, along with others which have proved their metal. That will make next year's activities all the more interesting

by placing teams of the same calibre together, all down the line.

We Take On Ithaca

President Barth last year inaugurated a series of competitive contests between the Ithaca offices and the Company. The first was played at Ithaca, and the second at Rochester. In each instance Company bowlers showed their supremacy, although Ithaca demonstrated herself as an excellent opponent and was voted by common consent to be a sportsman extraordinary.

In the Ithaca games, Rochester's stars were Herman Fichtner and Chas. Miller (Station 1) who for 3 games rolled respectively 590 and 588 against Ithaca's two high men, Messrs. Curchin and Merritt, who rolled 572 and 545, in the number 1 team. The Rochester second team also won at Ithaca, Dick Lee rolling 552 and Messrs. Weaver and Friday tying at 494. Malley and Brophy, of Ithaca, carried off honors for their team with 520 and 510, respectively. Scores at Ithaca, first team, Rochester 2,672, Ithaca 2,571; second team Rochester 2,477, Ithaca 2,464.



In the Rochester matches, Company bowlers won the first team contest 2,652 to Ithaca's 2,527. In this game Howe Kiefer went wild with a score of 652, making incidental records of 224, 191 and 237. How Howie did hit 'em. Winterroth and Fichtner followed second and third with scores of 524 and 523, respectively. Burritt and Merritt, the euphonious and alliterative Ithaca pin-masters in this game showed their prowess by earning 578 and 546, respectively, but could not overcome Kiefer's phenomenal pin pushing. The scores will show you just how the land lays so far as this game is concerned. In the second team contest, Miller and Stebbins for Rochester showed their supremacy and assisted their team to win out, 2,551 against 2,289 for the denizens of the hill country, far above Cayuga's waters.

This series of contests fused together these two important units in the Associated System and demonstrated a fine spirit of camaraderie which will be further capitalized upon next season.

Prize Winners

The prize winners to cop the coveted cash awards made possible by President Herman Russell, are listed below. It is safe to say that this money was an excellent investment, for every Company bowler worked hard for honorable mention and appreciated Mr. Russell's generous backing up of this sport, which has done so much to keep so large a number of employees interested in furthering the cause of interdepartmental sociability. Our bowlers have earned an honored place in local bowling circles and have demonstrated the utility of Company athletics as constructive elements in wholesome, satisfaction-building competitive effort.

TEAM COMPETITION

NATIONAL				Team Avg.
Won	Lost	pt.		
Elec. Dist.	57	6	.905	891
Office	43	20	.683	850
Gas Mfg.	36	27	.572	840
Gas Dist.	35	28	.556	825
Gen. Const.	26	37	.413	786
Elec. Stations	20	45	.317	799
Transportation	19	44	.302	796
Storehouse	16	47	.254	751

AMERICAN				Team Avg.
Won	Lost	pt.		
Meter Reading	53	10	.841	843
Office Maint.	46	17	.730	814
Elec. Dist. Eng.	40	23	.635	812
Steam Dist.	33	30	.524	801
Elec. Meter Engineering	31	32	.492	781
Ind. Sales	29	34	.461	769
Chem. Lab.	11	52	.175	715
	9	54	.143	714

SPECIAL EVENTS

High Team 5 Game Total—2996	Electric Distribution:
High Team Single Game—1042	Office
High Individual 5 Game Total—681	H. Fichtner
High Individual Single Game—256	R. Davis

Average of First Twenty Persons having Bowled 50% of Scheduled Games

	Games	Avg.
Bloom	55	187.71
Fichtner	59	187.63
Harrison	48	183.95
R. Davis	48	182.37
Galen	44	181.36
Winterroth	57	180.63
Cahill	51	179.90
Carl Miller	53	178.39
Weaver	46	177.58
Friday	60	177.45
Kiefer	53	176.56
C. V. Miller	63	176.22
O. Davidson	46	176.02
Fitzgerald	51	174.69
Adams	63	174.68
Phelan	48	173.18
Salé	60	173.10
Lee	63	172.62
Pierce	56	171.94
Edgar	54	171.33

A short sprint, a slide, and down glides the ball along the groove—for a 'strike.' You can sell refrigerators just like that, fellows. Put the same old 'pep' into your sales talk. Slam into this Refrigeration Jubilee and get your share of 'strikes.' Show 'em how a good athlete can SELL. Atta Boy!

AUDITING

New Business
Net Increase in Consumers for Year
Ending February 28, 1930

	Feb. 28, 1930	1929	Incr.
Gas	109,004	106,974	2,030
Electric	116,516	110,429	6,087
Steam	346	319	27
Total	225,866	217,722	8,144

Statement of Consumers by Departments as of February 28,

	Gas	Electric	Steam	Total	Incr.
1930	79954	31431	75	111460	
1929	80869	35246	81	116196	4736
1928	81659	41309	104	123052	6856
1927	84396	50207	115	134718	11666
1926	87420	60877	117	148414	13696
1925	90352	71824	145	162299	13885
1924	94776	82147	184	177107	14808
1923	97873	91075	258	189206	12099
1922	102928	100049	321	203298	14092
1921	106974	110429	319	217722	14424
1920	109004	116516	346	225866	8144

Incr. in 10 yrs. 29050 85085 271 114406 114406

Net Increase in Consumers by Months

	1928	1929	1930
Increase in Jan.	428	*4658	103
Increase in Feb.	439	291	20
Increase in Mar.	527	1995	
Increase in Apr.	890	800	
Increase in May	912	584	
Increase in June	940	1086	
Increase in July	979	1699	
Increase in Aug.	1077	743	
Increase in Sept.	1374	895	
Increase in Oct.	1111	639	
Increase in Nov.	891	300	
Increase in Dec.	774	280	

*Includes Meters of former Genesee Co.
Genesee Val. Pwr. 2010
Mt. Morris Ill. 907
Hilton Co. 314
Cooper Co. 376

†Nunda Co. 4325 651

Miscellaneous Data

	Feb. 28, 1930	1929	Incr.
Miles of Gas Mains	778	752	26
Miles of Overh'd Line	6203	4856	1347
Miles Undergr'd Line	2661	2654	7
Miles of Subway Duct	1918	1878	40
No. of St. Arc Lamps	1534	1486	48
No. of Mazda Street and Traffic Lamps	23596	21060	2536
Total No. St. Lamps	24950	22546	2384
Number of Employees	2347	2288	59

E. B. A. for March, 1930

Balance 1st of Month	\$ 7,591.84
Dues—Members	1,700.80
Dues—Company	1,700.80
Fees—Members	19.00
Fees—Company	19.00
Assmt. Nos. 134, 136, 139, 142, 145—Members	494.00
Assmt. Nos. 134, 136, 139, 142, 145—Company	494.00
Int. on Bk. Bal. & Investments	504.00
Members' Add. Life Insurance	4.87
Receipts for Month	4,956.97
Receipts plus Balance	12,548.81

Disbursements

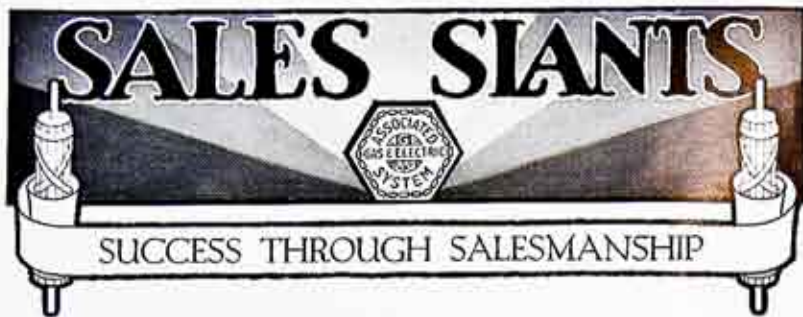
Sick Benefits	\$ 1,871.26
Accident Off Duty Benefits	112.43
Accident On Duty Benefits	52.59
Death Benefit No. 145	200.00
Death Benefit No. 146	400.00
Death Benefit No. 147	400.00
Group Life Insurance	4.90
Medical Examiner's Expense	6.00
Total Payments for Month	3,047.18
Balance on Hand	9,501.65

Membership

Members, Feb. 28, 1930	2,059
Affiliated, March, 1930	20
Terminated, March, 1930	14
Gain	6
Membership, March 31, 1930	2,065

	Month of Feb. 1930	Feb. 1929	Increase
Amount of Payroll	\$342,632.18	\$322,127.26	\$20,504.92
K.W.H. Generated Steam	11,032,273	14,740,510	*3,708,237
K.W.H. Generated Hydro.	20,270,697	15,422,800	4,847,897
K.W.H. Purchased	2,430,854	3,240,893	*810,039
M.C.F. Coal Gas Made	307,465	309,078	*1,613
M.C.F. Water Gas Made	156,275	112,754	23,521
M.C.F. Gas Purchased	5,078	5,185	*107
Tons Steam Coal Used	25,169	26,636	*1,467
Tons Gas Coal Used	24,640	24,985	*345
Gallons Gas Oil Used	419,141	329,785	89,356
Tons Coke Made	16,755	16,987	*232
Gallons Bengas Made	55,652	67,246	*11,594

*Denotes Decrease



Feeding the "Inner Man" At Church Sociables

Providing a warm, tasty luncheon for varied church functions is one way in which to keep members interested and provides a means of raising a little extra money upon occasion. Last year the Brick Church Institute purchased a complete new kitchen and refrigeration equipment totaling \$2,620, and the Church of the Reformation invested \$1,599, in the same type of equipment. Their experience throughout the year bears out the supposition that churches find it worth while to keep up with other institutions and organizations in appealing to the public palate on festive social occasions.

Harold and Elmer "Clean Up" with Cleaners!

In the sales carnival on electric cleaners, which ran between February 24 and April 5, a total of 124 cleaners were sold. The two leading salesmen in this contest were Harold McLease, who sold 47, and Elmer Doody, who sold 37. By his good work Mr. McLease qualified for first prize, \$20 for having sold the greatest percent of sales in excess of quota, and a special prize of \$10 for selling the greatest number of hand cleaners and attachments. Mr. Doody won second prize, \$15, for being the salesman to make the second greatest number of sales in excess of his quota.

Banks Like 'em

The First National Bank of Rochester recently purchased \$40,000 of the 4 1/2's of '53, of the Associated Electric Company, a subsidiary of the Associated Gas and Electric Company. The Lincoln Alliance Bank of Rochester purchased \$80,000 of the same securities and the Alliance National Bank of Lyons invested \$5,000 in them, the latter sales having been made by Mr. Walter Young.

Every Day, Ray is Getting Better 'n Better!

Mr. Ray Myers, Building Manager, on April 21, turned in four orders for refrigerators totaling \$1,210.00 all in cash. This was after he had taken the breath away from all of us by announcing that he had previously sold a total of 20 G. E. refrigerators to one man, Mr. Willis N. Britton, Real Estate dealer. These refrigerators are to be delivered as fast as houses are completed. Mr. Stubbs, Mr. Britton's sales manager, states that he knows that the installation of these refrigerators is going to pep up the sale of Britton real estate and homes. Other salesmen might follow Ray's example and discover some wholesale prospects of this kind. This large sale was absolutely 'cold turkey' for Mr. Myers. He just dug it up out of his resourcefulness. There are other such prospects, many of them. Go out and get one!



Spring might not seem to be a good time to sell sun lamps, yet Mr. Frank Monahan sold 12 of them during the first half of April. If all Springs were like this one, we'd all have G. E. Sun-lamps, and get our sunshine in regular doses, irrespective of weather conditions.

Sun Rays, Weather Or Not

From March 25 to April 18, three salesmen in the Domestic Sales Department sold a total of 69 refrigerators. Mr. Wm. Hynes sold 24, Mr. Wm. Hill 20 and Mr. David Toole 22. Mr. J. P. MacSweeney also reports that one of Mr. H. J. Seavey's men Mr. Charles Lessten, sold 8 refrigerators during the week of April 14, and Mr. H. Cullinan, a new man, sold 5. There are 54 salesmen in the refrigeration division of the Domestic Sales Department, many of them new men. Upon the records they make during the refrigeration campaign depends largely whether or not they remain as regular salesmen, an honor they are all working hard to merit.

Jimmy Coyne, Salesman

Jimmy Coyne, Transportation Department, is a busy man. He 'closes' many of the refrigeration sales, prospects for which are turned over to him by drivers. Recently, Mr. Edward Unger gave Jimmy a good live prospect and he went right out after it. It wasn't too easy, and three or four visits were required. But Jimmy made the grade. He sold this prospect, who operates a restaurant, a refrigeration unit the cost price of which totaled over \$1,400.

A \$690 unit was at first considered, but Mr. Coyne explained that this size would be too small for the real needs. That is good salesmanship. Know your stuff. Ascertain your prospects require-

REFRIGERATION JUBILEE 1930 PURCHASES BY EMPLOYEES DURING PERIOD MARCH 10 TO APRIL 10 Final Results

Place	Team	Capt.	Purchases
1st	No. 12	I. Lundgaard	24
2nd	No. 2	C. W. Miller	20
2nd	No. 5	M. Eilers	20
2nd	No. 10	J. P. MacSweeney	20
3rd	No. 3	J. Spelman	19
4th	No. 1	E. Schleuter	15
5th	No. 7	J. Coyne	10
6th	No. 4	B. Noyes	9
6th	No. 8	E. Harrington	9
7th	No. 11	L. Newman	8
8th	No. 6	M. McNamara	7
9th	No. 9	A. Lamey	3

TOTAL PURCHASES
ROCHESTER DISTRICT-164
Rochester Gas & Electric Corporation

ments, then sell him what he ought to have. We are now in the midst of our 1930 Refrigeration Jubilee. There are hundreds of good prospects who have not yet been approached. Why not try a little concentrated salesmanship. Earn enough commissions to finance your 1930 vacation.

Rochester Lags in Refrigeration Jubilee

As we go to press, Rochester Division, thanks to Lancaster and Lockport, has 30.7 percent of its quota in the 1930 Refrigeration Jubilee. Rochester herself, however, lags behind with 22.1 percent of quota when she should have 27.5.

In their order the eight districts to date stand as follows: Lancaster, Lockport, Wolcott, Canandaigua, Rochester, Sodus, E. Rochester and Hilton. And, believe it or not, right now we are in last position among the Associated properties contesting in the Jubilee. Not so hot!

But we can win. We're not used to playing 'second fiddle' in any contest. Let's find our stride and keep it. Go get a sale today.



Dynamite Levels Chimney On Historic Penfield Landmark

IN A RECENT balmy Saturday morning a reverberating blast rang through the picturesque valley of Irondequoit Creek in the village of Penfield. And as a small cloud of smoke raised itself lazily skyward, scores of persons watched intently as the large chimney on the former property of the Lawless Paper Company toppled majestically forward, held itself intact until its base crumpled, then fell with a resounding thud, becoming but a mass of scattered bricks.

This chimney was only about ten years old. Its construction marked a stage in the development of the Lawless paper industry on the pioneer site where the Lawless Company branch of continued with the old cared thereon, Mr. David T. ceased, in had already period of site originally

purchased by a Mr. Livingstone, during a period antedating the settlement of the village of Rochester. Mr. Livingstone, it is said, was a relative of one of the original signers of the Declaration of Independence.

The old Lawless paper mill property was purchased by the Company some time in 1925 and is now being cleaned up so as to fit more aesthetically into the beauty which nature has created all about it. Following the destruction of the mill property by fire, the chimney only remained as a reminder of the pioneering effort of David T. Lawless, an old settler in Penfield village, as a result of whose industry three paper industries now are in active production in Rochester and vicinity. They are the Genesee Paper Mills, Scottsville; The Lawless Brothers Paper Mills, East Rochester, and The Paper Mill Supply Company, North Water Street, Rochester.

A visit to Penfield brings to mind recollections of former days, when that village gave promise of some day being a thriving city. Its location on Irondequoit Creek attracted there pioneers who built grist mills, distilleries and saw mills and lived bountifully upon the fish and



One minute a stately stack, next a mass of debris. That's what a little well-placed dynamite can do. All this was cleaned up so that the Company's property here may harmonize with the surroundings. Near this site is a public park and the grounds of the Penfield Rod and Gun Club.

game which the section provided. Twenty years before Henry Skinner, of Genesee, bought a quarter-acre lot from Colonel Rochester on the present site of the Powers Building for \$200 and built thereon a log cabin, Caleb Hopkins, in 1794 had built his log cabin home in Penfield, its first abode, on the banks of Irondequoit Creek. Nearby was Tryon Town, another settlement which bade well to outshine the settlement soon to be founded by Colonel Rochester on the banks of the Genesee River.

The greater possibilities of the water power of the Genesee River, however, was to be the lure which was to attract to Rochester and its more immediate vicinity settlers who but for Colonel Rochester might have been quite satisfied with the delightful natural beauty and resources of Tryon Town, Penfield, Fallston, Kings Landing, Hanfords Landing and other pioneering developments.

It is a fact, however, that Penfield at one time was one of the strong runners-up for industrial supremacy in this section. Today it retains many of the picturesque attributes which first commended it to settlers. On the banks of Irondequoit Creek adjacent to the Company's property in Penfield, there is an attractive public camping grounds, also the site of the Penfield Rod and Gun Club. The razing of the old Lawless Paper Company property and the dismantling of the lone chimney will serve to further commend this locale to nature lovers and sportsmen, as well as townspeople.

The process of razing the chimney was carefully planned by the Company's Engineering and General Construction departments. Holes to receive dynamite were drilled into the concrete base of the chimney, on a slant, so that the chimney would be dropped toward Irondequoit Creek, away from the roadway and the houses alongside it. Watchers with red flags were placed to hold back traffic while the charge was exploded electrically. In the space of but a few moments the task was completed and traffic resumed. Following its slicking up, this old site will again resume its more or less virgin aspect. Grass will grow up where for years the sound of churning water wheels or the puffing of steam punctuated the progress of an industry. Old Irondequoit Creek, however, babbles on as usual, all unmindful of the changes which time effects.

A light blast, then quietly and gracefully the stack crumpled like the mast of a stately ship, and crashed to the ground.



Left, Large stack at the site of the old Lawless Paper Company's plant, Penfield, now Company property, which was dynamited down by the General Construction Department. Right, One of the watchers who held back traffic on the highway while the stack was being raised.



OBITUARY



WITH the utmost regret we announce the following death. To the bereaved family we extend the deep sympathy of the Officers and Employees of the Company:

Mr. James E. East, father of Mr. Leo East, died recently while engaged in his duties at the Gleason Works, where he had been employed for 26 years. Funeral services were held from the home, Rev. Orrin Baker officiating. The Floral Arch Lodge of Odd Fellows conducted the services at the Palmyra Cemetery where interment was made.

PERSONALS



Mr. Fred Marsh and his little nephew, Milton Jay Firrin, whom he nick-named "Tory", a contraction of torpedo, because he was born on the Grand and Glorious Fourth of July.

We understand that the recent show given by the Mask and Wig Club of the University of Pennsylvania, owes its success in no little measure to the work of Messrs. Louis Sutherland and Charles Benham of the Industrial Sales Department, who if the number of employees rumored to have seen the play is correct, sold just about half the house. Among those we actually saw there are Messrs. John Durfee of the Employment Department, Harvey Lannin of the Adjustor's Department, David Corry, Service Department, and Jack Sumner of the Industrial Sales Department. The two last mentioned men attended a dance given for the Wig Club at Oak Hill Country Club, after the show.

Miss Alice Baker has been obliged to obtain a leave of absence on account of the illness of her mother. We trust, however, through her care and attention, her mother will gain in health, and that Miss Baker will soon be back with us again.

Mr. J. Gordon Ross, Manager of the Service Department, recently returned from Chicago where he had been in attendance at a meeting of the Executive Board of National Credit Men's Association.

The golf aspirants in the Engineering Department have started dusting off the McGregors and Spaulings, washing off dirty Kro-Flites, and Blue-Dots, tearing holes in dilapidated hats to give them the proper atmosphere and in general getting ready to swoop down on the poor old golf courses as soon as enough water dries up to permit wading. Jim McConnell, E. Tierney, Al Fox—whom rumor has it is an embryo Horton Smith—and "Dee" Di Miceli comprise just one of the foursomes waiting on the whim of Madame Spring.

Messrs. Merton Taylor and William S. Fisher, formerly of the Industrial Sales Department, have been transferred to the Statistical Department, to work under the supervision of Mr. Homer Deffenbaugh.



Miss Shirley Jackson, whose Daddy is one of our Engineers, lives down near the Lake and is looking for warm weather so she can have a swim at Charlotte.

At the recent third annual semi-formal Easter dance of the Rochester Undergraduate Club of Niagara University, held at the Seneca Hotel, the names of Mr. and Mrs. William J. Marks appeared among those announced as hosts and hostesses by Mr. Charles J. Welch, chairman of the dance committee.

Mr. Kenneth Arthurton, formerly of the Third Floor Mailing Department, and one of Mr. McKee's boys, recently left the Company to pursue bucolic activities on a farm in Macedon. Kenneth was given a sort of "shower" by his boy and girl associates upon departure. He received numerous useful presents such as shirts, ties, etc., and left quite inspired by visions of life on the farm. His aspirations were short lived, however, for no sooner had he learned how to milk the cows than the farmer sold his farm. Kenneth then accepted an invitation to be a guest of a friend on a motor trip to New York. Here again Lady Luck played him a dirty trick. While he was atop one of New York's skyscrapers, a

vagrant zephyr playfully snatched off Kenneth's brand new fedora and wafted it to the seven winds. He took it all quite good naturedly, however, and his letters have greatly amused his former associates on the third floor. Kenneth likes the soil and is looking for another "good" farm job, as he wants to grow big and strong, out in the wide open spaces. We wish him luck.

Mr. Ted Smith, of the Engineering Department, recently returned after having been incapacitated for the better part of a month. Given a little sunshine with reasonable regularity, he will soon be as fit as any other person in the vast army of healthy Smiths.

Mr. Merton G. Taylor, of the Industrial Sales Department, spent a few days in Atlantic City, recuperating from a recent illness.



This young man seems to be happy in the anticipation of forthcoming events. From the far-away look in his smiling eyes, we imagine he is looking forward just a few weeks to his visit to his grandparents, Mr. and Mrs. J. C. Collins, and his aunt and uncle, Mr. and Mrs. Charles L. Galle. He is Master Clarence Collins Cagle, son of Mr. and Mrs. Tobie A. Cagle, of Springfield, Ohio.

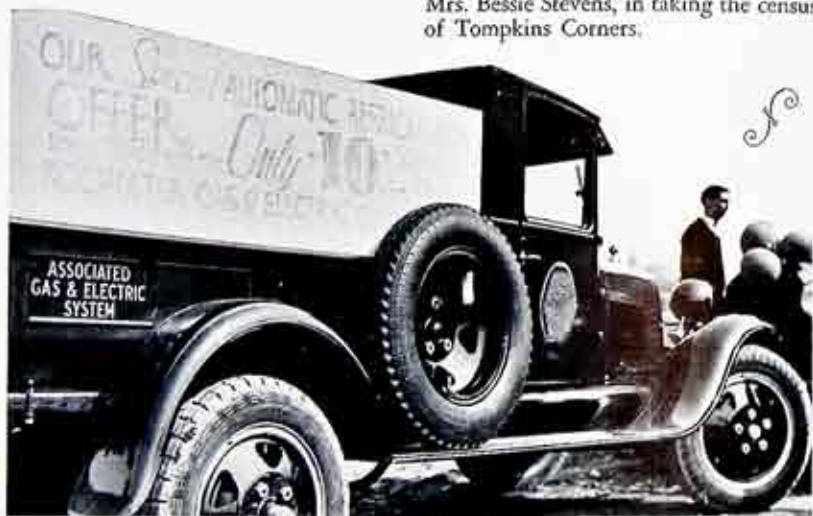


Some old timers in the Gas Shop Department, from a photo taken about 20 years ago. Driving the horse is Mr. Geo. "Shorty" Williams, of Front Street.

Mr. Jack Barry and George Lumley, landscape gardening artists, have been working under the supervision of Mr. Jack Logan, dolling up Company properties for summer. Their work consists in seeding, sodding, rolling, planting shrubs and otherwise making substations and other properties appear at their best. Later on we intend to show our

readers some photographs illustrating what has been accomplished by Mr. Logan and his men.

Miss Marian Jiles, Main Floor, received a beautiful wrist watch on the occasion of her recent birthday. Who gave it to her, or how old she is are details our correspondent was unable to ascertain. But why resort to methods used by Mrs. Bessie Stevens, in taking the census of Tompkins Corners.



One of the snappy red trucks which was used in connection with the transportation of the G-55 from the Municipal Airport to the Gas and Electric Building, recently. This Prize Refrigerator will become the property of the winner of the Prize Slogan Puzzle Contest.



Pause, ladies and gentlemen, to note the illustration herewith which shows Mr. Edwin Howard Sanford, of the Main Floor, as he appeared about forty years ago, when power to run our street cars was generated by oats instead of electricity and the measure of this energy was horse-power instead of kilowatt hours. The scene shows Mr. Sanford just after he had negotiated the turntable out at Otis Station, on Lyell Avenue, and had headed Old Dobbin for home. The trip back to town was always faster than that out, says Mr. Sanford, such was the lure of oats at the city end of the line. This car is one of the original one-man cars, and the conductor used to drive the steel, collect the fares and entertain the customers. 'Pop' as Mr. Sanford is known to most of us, is still in the conducting business. On the Main Floor he conducts Company customers about, helps to make them feel at home and, as in day of yore, has a smile for everybody. If you ask us, we think he looks younger now than he did forty years ago. Mr. Sanford says he is not so 'crazy about horses' as he once was but as for fishing, well, it is still his favorite pastime.

Messrs. E. A. Cravath, Edgar Letson and Frank Melchior, of the Engineering Department, for some time have been busy taking field notes in connection with a survey of all Company properties, including photographs. They began with the Lake Ontario Power Company, and have also included in their work thus far properties in the Genesee Valley Power Company, in Livingston, Allegany and Wyoming Counties.

Mr. Edward Bourassi, of the Telephone Order Board, recently bought a dandy little doggie. Like Amos, of radio fame, he is fond of animals and took an especial 'shine' to a little canine that was brought in to the Main Floor one day by his master. We hope Edward's new pet likes music, and does not howl when he hears his master's violin. Mr. Bourassi for some time was a member of the Eastman Philharmonic Orchestra, subsequently traveling with a musical organization for some months.

Mr. Clarence A. Johnson, Main Floor, is the proud pappa of a dandy baby girl, Inez Grace, and his usual broad smile is just a bit more expansive than ever. Mr. and Mrs. Johnson live at 77 Delmar Street.



Believe it or not—this is Mr. 'Pop' Sanford, of the Main Floor, who was a conductor in the days when oats took the place of electricity, and keeping on schedule was a matter of pulling on the reins instead of rotating a rheostat.



Miss Margery Gordon, Fourth Floor Mailing, left us during the latter part of winter and, taking ship at New York, departed for a month's play spell. The greater part of this time was spent on board the S. S. Duchess of Bedford, or sight-seeing at the various ports which the ship touched. Miss Gordon's itinerary included visits at San Juan, Porto Rico; Hamilton, Bermuda; Fort de France, Martinique; Bridgetown, Barbados; Port of Spain, Trinidad; La Guira and Caracas, Venezuela; Curacao; Cristobal, Panama, where she flew across the canal from Balboa to Cristobal; Kingston, Jamaica; Port au Prince; Havana, Cuba and Nassau. It was a delightful experience, what with a wonderful ship, congenial company, glorious weather and a constant panorama of interesting places to visit, each one so different from the others in its people, customs and language.

Mr. Arthur Creceley, District Sales Supervisor for Gainaday Electric washers, recently visited at the home of Bill Basnip. Next to Bill's residence there is a riding academy and Art was induced to go riding. Not having been brought up on a farm, Mr. Creceley doesn't know



Miss LaVerne Stark, poised for a snappy game of tennis, which she thinks is a great ' racket.'

the ways of horses, how to start and stop them. It is not surprising, therefore, that when his spirited equine got hitting frantically on all fours, Art was perplexed. He wanted the horse to stop, but as there were no handy levers or throttles he knew not what procedure to follow. Therefore, he kept saying "Hold 'em, boy. Hold 'em boy!" Perhaps he'd heard of whoa, and giddap, but he couldn't think of these commands, and the more he shouted "Hold 'em boy," the faster the horse ran. He'd be running yet, or awfully out of breath, were it not for Bill, who saved the day by giving Art the password, Whoa, the use of which stopped said horse as well as Art, in his prancing proflivities.

The men of the Telephone Service Board have decided to grow mustaches. At least they are going to try it out for one month's time, and if the effect is pleasing, the fluffy appendages will be continued.

Mrs. Jack Berry recently went to England, where she is visiting at the homes of her brothers and sisters, at Newtons Abbot, Devonshire. Being a bachelor, according to Mr. Berry, is not exactly 'the berries' but he is compensated by the fact that Mrs. Berry is having such a good time in Merry England.

Miss Ada Gutridge, who has been on a leave of absence for the past year, has returned to the Tabulating, where she was warmly welcomed by her many friends and associates.

Thursday Evening, May 18, at The Sagamore. Joint meeting of the Rochester Section American Society of Electrical Engineers, the Rochester Institute of Radio Engineers and the Rochester Engineering Society. Speaker, Dr. F. L. Hunt, Engineer in sound development work for the Bell Telephone Company, of New York City. Dr. Hunt will talk on "Recording and reproducing sound pictures." Talk will be illustrated by lantern slides and all-talking pictures. You are cordially invited to be present.



Members of the Investment Department, who recently enjoyed a banquet at the Rochester. To be precise, it was one of the social get-togethers of the Invest-a-Club. The only bonds in evidence this particular evening were: the bonds of good fellowship which pay such excellent dividends in this department whose work is supervised by Mr. W. C. Gosnell, with the assistance of Mr. Walter Young.

Among the Company young women who enjoy bowling are the Misses Lavinia Skinner, Elva Morey and Eleanor Döbler who frequently reach for a bowling ball instead of a sweet during their lunch periods. They bowl at the Columbus bowling alleys and perform quite creditably, their recent scores, in the order in which their names appear, were 120, 149 and 159.

Mr. Herbert Ringelstein was called to the service counter some days ago by one of his associates. "Herb" he said, "Someone to see you." Herbert patted down his hair a bit and appeared with his characteristic smile, ready for business. A man greeted him and began conversation as though he was an old friend. And so he was. It was Mr. Ringelstein's father, who had shaved off his mustache, which he had not been without for many years. Even his son did not know him, and Mr. Ringelstein Sr., had a good laugh at the expense of 'Herb.'

The youngest member of the Steam Sales Department was signed up recently on an important contract. Miss Lila Irene Tennant, formerly of Canada, and Mr. Carl Winkler, formerly of Newark, N. J., at the bride's Rochester home, 236 West High Terrace, in the presence of members of both families and friends from the Steam Sales Department. The Reverend George L. Middleton officiated. Following a bounteous wedding supper,

the happy couple left on an extended automobile trip, the itinerary of which included visits at New York, Washington, Baltimore and Atlantic City. Mr. and Mrs. Winkler are now at home to their many friends at 236 West High Terrace.



Introducing to our large industrial family—Mr. and Mrs. Carl Winkler, now at home to their friends at 236 West High Terrace.



Mr. Hamilton Bailey early this spring had a baptism of oil while engaged in his routine duties in the System Operating Department. While working about a pole, while the ground was covered with a thin layer of snow, Mr. Bailey fell into an oil pit and was all but submerged. So complete was his dousing that he had to have a complete new layout of clothing. If you have noticed how smooth 'Ham' seems to work these days, and have wondered about it, don't ponder over it longer. His oiling would seem to settle that point for, judging from a popular radio program, a little oil is good for almost anything, and Mr. Bailey, far from getting a little got a great plenty. This, however, is all in a day's work for these outside line and underground men. They are rough and ready and smile at troubles that perplex most of us.

Mr. Charles Weimer, Yardman and traffic officer at the Front Street yards, whether you have noticed it or not, is doing a nice piece of work at this busy

place. He keeps moving every minute, straightening out traffic troubles, moving cars, filling in spaces, clearing up parking spots and otherwise making Front Street yards a more convenient and satisfactory place for the many motorists who have to use it daily. Mr. Weimer takes a lot of pride in his work. He moves about so quietly and unobtrusively that one is hardly conscious of his presence. Just remember to take a look at this yard some evening about 5:00 or 5:30 o'clock, and see how spiffy the new red trucks look when lined up like fire apparatus by Mr. Weimer, in his attempt to make use of every foot of parking space with the greatest possible efficiency and time saving for all concerned.

Messrs. Arthur Morrell and Ora Allen recently motored to Buffalo and Niagara Falls to satisfy an outbreak of wanderlust or Spring fever. The trip served as a Spring tonic and, Art says, eliminated the lassitude which Spring has a way of inflicting upon most of us.



Evidences of Spring along the old Indian Trail, Maplewood Park. If you've never taken this picturesque walk, do so this year. You'll surely enjoy it.



The end of the Honeymoon Trail. Don't misconstrue our meaning, though. We mean the temporary, not permanent, terminal of thousands of wedding tours during the matrimonial 'season' and the place where the bridegroom's superlative adjectives in appreciation for this masterpiece of Mother Nature, actually reminds the bride that, after all, she has a temporary rival in this adorable cataract, Niagara Falls.

Mr. Vladimir Pakshwer, electrical engineer of 'Industrial Power' a magazine of Moscow, Russia, and Professor Louis Ginter, of the Leningrad Polytechnic Institute, chief engineer of the power department of Leningrad, recently visited the Engineering, the Electric and Steam departments of the Company. These engineers will be in charge of the design of extensive steam power plants in their respective cities and are in America looking for constructive ideas. Mr. Phillip Stevens, of the Engineering Department, assisted in showing these gentlemen about Company properties while they were guests of the Company.

Mr. Clinton Heitsman as a pastime has seriously taken up the raising of rabbits, specializing on the Chinchilla variety as one of the best for fur bearing purposes. He started with about eighteen rabbits which he installed in a former 'hot dog' stand, which has been changed over to suit requirements. If

you have wondered what became of all the superfluous 'hot' stands in the country, here is a clue for you. Seriously speaking, it seems to us that what this country needs is more rabbits and less 'dogs', and as for gasoline stations, well, you figure that one out.

EMPLOYEES now selling refrigeration should not overlook the HEALTH phase in sales talks. Is anything more valuable to human beings than GOOD HEALTH? Of course not! Sell your friends refrigerators! They will be happier and healthier and will later thank you for your trouble.



SELECTED

FUMES AND FLASHES



DO-RA-ME!

When a man tells you "He got his auto for a song," it means that he gave several notes for it.

BET ON BUNNY

A Scotchman with a friend went to the dog races for the first time. After watching a couple of races, he said he was going to the betting sheds to place a bet.

"What dog are you going to bet on?" said the friend.

"I'm nae goin' to bet on the dogs," replied the Scotchman—"I'm goin' to bet on the rabbit."

OZONE!

Late at night a gentleman rolled out of the door of an exclusive night club and blinked up at the stars. "Gracious!" he exclaimed to the fancily-dressed doorman, "What is that strange odor around here?"

"That, sir," said the doorman, "is fresh air."

NO DOUBT ABOUT IT!

Through a mistake on the part of the entertainment committee, a hula-hula dancer was hired to dance at a church festival. When her act began the scandalized minister hurriedly sought the chairman of the committee.

"I think," he said severely, "that that dancer is out of place."

"It looks like it," returned the chairman, "but that's just the way she's dancing."

OH WHY SHOULD THE SPIRIT OF MORTAL BE PROUD

"Are you the man who made that long drive from the last tee?"

"Yes, sisee, I'm the man." (Proudly.)

"Are you sure it was you?"

"Yep, certain. Pretty, wasn't it—270 yards." (More proudly.)

"Well, you owe me for a new windshield and a rear window."

TROUBLE BREWING!

Judge (after charging jury); "Is there any question that anyone would like to ask before considering the evidence?"

Juror—"A couple of us would like to know if the defendant boiled the malt one or two hours and how does he keep the yeast out?"

NAUTICAL NOTE

She—"You remind me of the ocean."

He—"Wild, romantic, restless—"

She—"No, you just make me sick."

DYNAMIC

"She has a very magnetic personality."

"She ought to have; everything she has on is charged."

A Jewish gentleman boarded a train with his small son, and handed the conductor a single fare. "Why how old is that boy?" asked the man.

"Four."

"Well he certainly looks more than four years old."

"Vell, am I responsible if he voices."

FRIGID AIR!

He—"I'm going to speak to your father now. And what shall I tell him?"

She—"Well, he'll want to know what you work at—by the way, what do you do?"

He—"I'm selling electric refrigerators now."

She—"Perhaps you'd better not mention that. Father drives an ice wagon."

CHEERIO!

Customer—"To what do you owe your extraordinary success as a house-to-house salesman?"

Salesman—"To the first five words, I utter when a woman opens the door—"Miss, is your mother in'?"

OH, DEER!

"I had a most enjoyable trip in the Adirondack woods this summer," said the new minister. "The first day I shot a buck."

"Did you win, parson?"

HE-O-HE

She (sotto voce)—"George, dear, it's a burglar!"

He—"Sh-h, don't move, maybe he can get that window up; it's the one we haven't been able to open since the painters left."

OH, TEACHER!

St. Peter—"Who's there?"

Voice Without—"It is I."

Peter—"Get out of here. We don't want any more school teachers."



THE little switches in my home
Are truly friends to me,
A touch on one—and there is light
Where darkness used to be.

Another little switch controls
My heart's most cheery glow;
And one does duty every time
My washer starts to go.

I touch another switch and feel
My fan's cool, bracing air;
And one I touch when I would have
A warm blast dry my hair.

And there's a switch that operates
The pad that warms my bed;
And one that gives me current when
I want to toast my bread.

I know that everyone who reads
My tribute will agree,
The little switches in my home
Are truly friends to me.

—Selected.

RICHES



I WANT to be rich, not as princes and kings,
I want to own friendships wherever I go.
I want to be rich in the knowledge of things,
I want to be able to pay what I owe.
To the friend who's in sorrow, just over the way,
I want to have something of comfort to say.

I want to have faith for my own round of care,
And strength for the task I must face with the day.
I'd like to have courage to do and to dare,
And walk as a man every mile of the way.
I'd like to be one of the wise men and kind
Whose riches are all of the heart and the mind.

Gold doesn't answer the questions which come
When pale grief has taken the loved one away.
In the presence of sorrow the full purse is dumb,
Then is the rich man who knows what to say.
Lord, make me wise, so that men shall rejoice
In the grip of my hand and the sound of my voice.

—Edgar Guest.

