



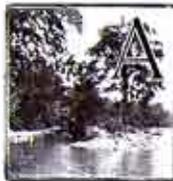
GAS AND ELECTRIC NEWS

Rochester Gas and Electric Corporation

January, 1930

Vol. 17 - No. 7

Nature's Wealth



DEWDROP is changed to a diamond
By a sunbeam gone astray;
A waterfall turned to silver
While dashing on its way.

The leaves on the trees in Autumn
Turn to the purest gold;
The sunlight on snowdrifts in winter
Make bright gems manifold.

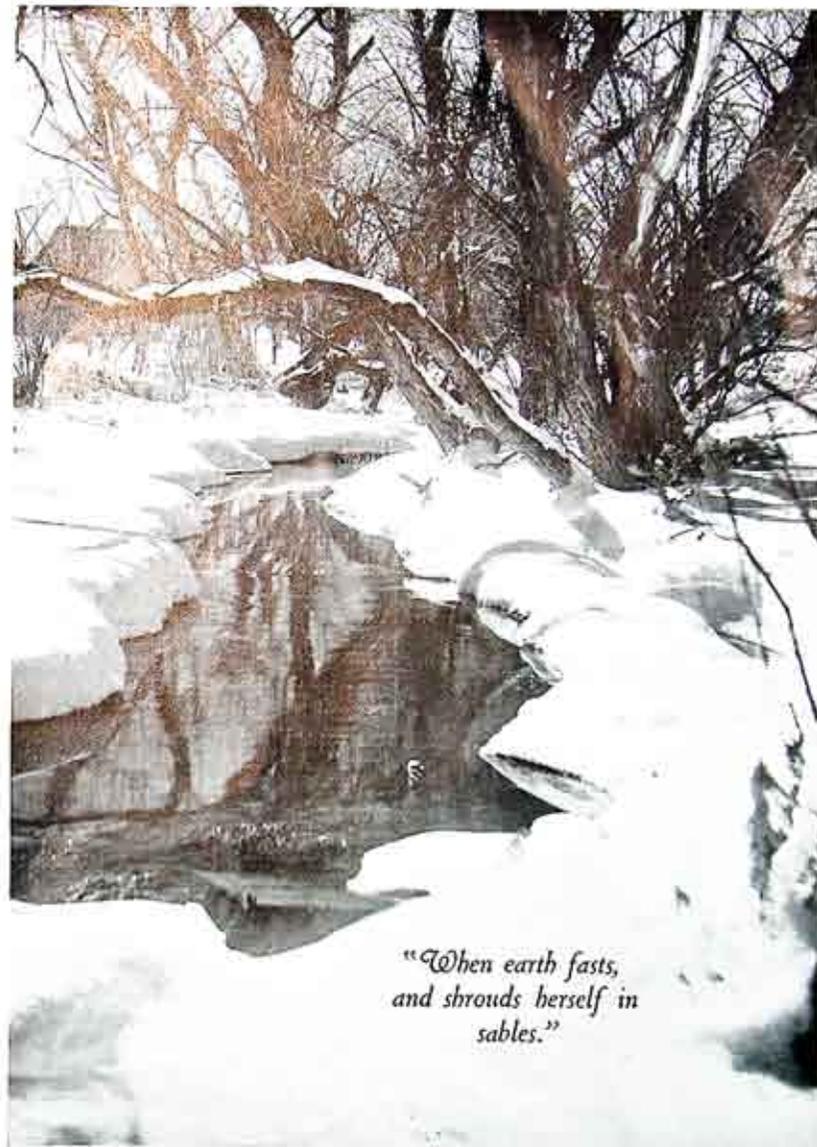
Each snow-covered mountain and hill top
Wears a sparkling diadem;
Crystal lakes are formed by moonlight
In each frozen valley and glen.

Each season is rich in beauty,
Free for the purest soul;
And those who seek these riches
Have surely a heavenly goal.

—Grant Tinker.



Maplewood Park, Rochester, N. Y.



*"When earth fasts,
and shrouds herself in
sables."*



Christmas Illumination An Inspirational Seasonal Demonstration

ROCHESTER has long been known as one of the best lighted cities in this country. As over 60% of Rochester's citizens own their own homes, it is not strange that these homes should also glow with bright lights at Christmas time, for pride of ownership enters into the equation to such a large degree. People like to "doll up" their own homes in festive or gala

attire, and Rochesterians for years have featured Yuletide illumination in quantity and quality to coincide with the excellent lighting of their streets and public places.

Pioneers in Christmas Lighting

Many Rochesterians are pioneers in this delightful custom. Yearly they have added to their Christmas lighting equipment, subsequently storing it away for next year's use; at least, this is our impression from having talked with many persons. Last year, we complimented a home owner upon his Christmas lighting, and he said to us: "Just wait until next year, I'll show you something real classy." And this season, that particular man's home featured the exhibit shown in one of our pictures, the inspirational creation showing the camels and the wise men on their journey to Bethlehem. Rochesterians take great pride in this seasonal lighting activity. Throughout the entire Christmas week, thousands of automobiles traverse Rochester nightly, their occupants inspecting the beautiful sights which are to be seen in practically every part of the town.

The Practice Growing

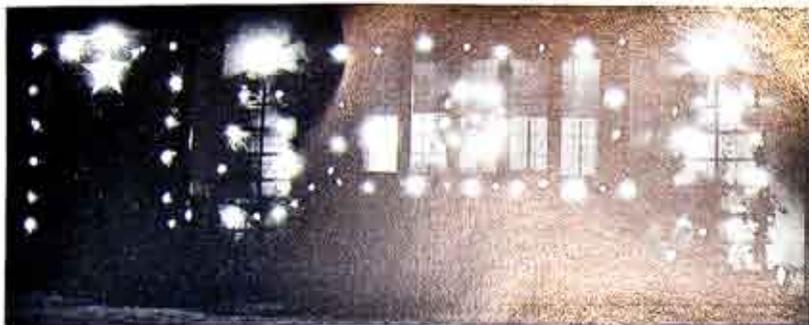
Eight or ten years ago, this holiday lighting custom was more or less con-



Top: "The Three Wise Men," creation of Mr. Otto Hack, an artistic conception which drew thousands of visitors to his home, 1811 Culter Road. Bottom: Attractive illuminated doorway to the home of Mr. Wm. E. Maloney, 509 Winton Road.



Top: Home of Mr. Elmer Roblin, 485 Seneca Parkway. Center: A Boscawen Holiday illumination display at the home of Mr. Clarence A. Conant, 219 Browncroft Boulevard. Bottom: This display was planned, constructed and installed by Mr. L. Tullinger, 71 Empire Boulevard.



This is how the home of Mr. Carl W. Siebenschen, 158 Inglewood Drive, looked last Monday week.

*Integrated Kilowatt-hour Demand for Electricity
During Month of December*

	Dec. 7	Sat., Dec. 14	Stores Open Sat., Dec. 21	Xmas Eve, Dec. 24	Sat., Dec. 28	Dec. 31	Total
6 to 7 P. M.	67,340	65,380	66,260	71,950	64,200	69,510	67,000
7 to 8 P. M.	63,010	62,400	63,390	68,910	62,510	66,290	64,920
8 to 9 P. M.	60,770	57,600	59,230	65,050	59,010	61,100	56,910
9 to 10 P. M.	55,750	52,910	56,500	59,150	52,280	55,040	53,220
10 to 11 P. M.	47,610	46,840	48,610	53,300	45,970	48,140	46,210
11 to 12 P. M.	37,650	35,730	38,220	45,930	37,170	41,700	37,330

fined to certain favored sections, but now it has spread generally over the entire city. Some of Rochester's holiday lighting contributions are quite preten-

tious, but it seems as though almost every home owner at least goes in for some humble yet effective display in his windows, on shrubs fronting his home



The plan of illuminating one's home grounds is one which is gaining favor each year. Shown above are, right, the home of Mr. Wm. J. Naylor, 1658 Highland Avenue, and, left, the home of Mr. Frederick J. Odenbach, 1648 Highland Avenue.



A bright front entrance provides a wonderful vehicle for Christmas illumination. Of late years, the tendency has been noted not to stop with the doorway, but to spread the illumination over other portions of the home and grounds. The home shown here is that of Mr. Wm. Sigel, 137 Inglewood Drive.

or in some other connection which his fancy or imagination dictates. Surely, such lighting helps to disseminate the spirit of good will and Christmas cheer. It comprises a fine civic asset, and is an unmistakable evidence of public spirit.

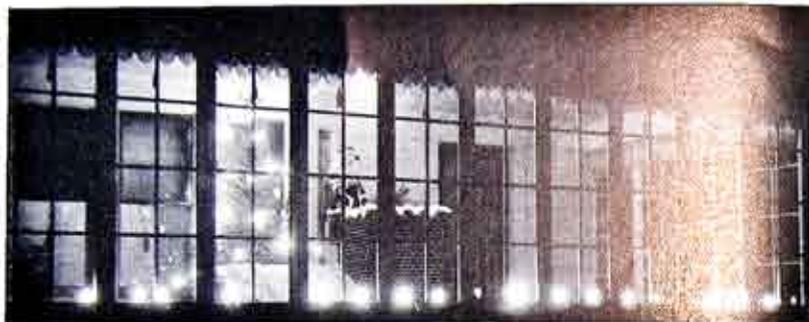
Candles Supplanted by Electric Lamps

Perhaps Rochester's enthusiasm for holiday lighting is somewhat premised upon an earlier custom, which was originated here many years ago, when Mr. J. H. Stedman, now deceased, inaugurated and popularized the custom of placing lighted candles in the windows of homes on Christmas night. The use of electric lamps, which eliminate a fire hazard, in place of candles, and the spreading of the custom to include their use not only on Christmas eve but also through the entire Yuletide Week, is perhaps a natural growth of this beautiful practice. Each year, the grave of Mr. Stedman at Mount Hope Cemetery is illuminated by candles lighted there by persons whose pleasure it is thus to honor the one whose enthusiasm for Christmas lighting as a spiritual gesture was a pioneering demonstration.

Holiday lighting, it would appear, is worth all it costs to all concerned, including the Company's contribution of electricity to light the innumerable municipal Christmas trees which beautify various parts of Rochester and the special illumination of its large office building. Special holiday lighting means much



Effective combination of home illumination with that of a convenient Christmas tree in the front yard, at the home of Mr. Oscar B. Spiebler, 533 Seneca Parkway. When the entire home was in a blaze of light, this display was one to demand attention.



A new idea (that of having special Christmas lighting on Christmas tree and Santa Claus inside of built-in porch. Notice Santa and the chimney, the creation of Mr. N. Ritzenthaler, 70 Laurens Road.



Mr. Salvatore Cusimino, 211 Bronneroff Boulevard, the entrance to whose home fairly radiated Christmas cheer and reflected it down the walk leading to it. Mr. Cusimino also had some artistic lighting on trees and shrubs, on his front lawn.

to children and adults alike. In effect and possibilities, its uplift may be likened to that engendered by a beautiful poem, a soul-stirring song or any other product or demonstration planned to arouse ones better self to an appreciation for the aesthetic or spiritual forces, which in the hum-drum of life we sometimes overlook. Christmas lighting is an index of the spiritual acceleration which the true Christmas spirit brings forth. As such, it will doubtless remain with us as an essential part of our Yuletide celebrations.

Demand of Holiday Season Analyzed

As a matter of interest, we analyzed the generating daily load charts in an attempt to gauge the amount of electricity which Rochester utilized on Christmas Eve over and above what was required on the Saturday night preceding Christmas. It seemed reasonable to compare a



This type of illumination, at the home of Mr. Porter A. Wilson, 30 Wiltshire Road, lends itself to the simplification of Christmas lighting problems, yet was wonderfully effective and delightful to see.



This ceiling was entirely home-prepared, by Mr. George Holzwarth, who drove fifteen miles into the country to get an old-fashioned cutter. He placed it on his side porch, and in it was a cozy-poly Santa Claus (extreme right). Mr. Holzwarth has even more pretentious ambitions for next year.

Saturday night with a Christmas Eve, for on Saturday and Christmas Eve alike conditions of utilization throughout a city are most similar. This analysis shows that between 7 and 12 P. M. on these nights, on an average, Christmas Eve required 7,236 kw. hrs. of electricity per hour more than did the Saturday night preceding. This at least indicates the trend of Christmas illumination, for each hour between 7 and 12 P. M. on Christmas Eve showed consistent increases in electric utilization over the same comparative hours on the Saturday night just preceding, as well as over other Saturday nights in December and on New Years Eve. Obviously, most of this additional current went into the beautification of homes, Christmas trees and the external premises of consumers in Rochester.

A part of the well-planned exhibit of Mr. Eugene Bardale, 85 Inglewood Drive, whose attic windows were also alight with a huge Christmas star not to be seen here.



(Turn over)



Another Bronneroff home. Two beautiful pine trees lend a decided Yuletide atmosphere and show their welcome to a home cheerfully warmed by floods of yellow light.



Combination of direct and indirect lighting for the Christmas and New Year season, at the Angellus Bakery, on Field Street.

When one considers the keen enjoyment which the added illumination at Christmas Eve makes possible for thousands of persons, it would appear that its cost is comparatively slight. Our illustrations will indicate something of the artistry which some of Rochester's Christmas lighting exhibits this year brought forth, and these photographs were taken of displays in various parts of Rochester and were not confined to any one particular section.

Lighting Peak on Christmas Eve

With all the added lighting utilized on Christmas Eve, when the high peak of the year always comes, the Company's System Operating Department during the entire evening received not one single report of failure of the Company's lines to "deliver the goods". This record of efficiency immediately following a very devastating sleet storm, is something to warm the hearts of all employees and officers of the Company. Part of this is due to the regular check-up of electric distribution lines and equipment which is made each Fall, and the steps which were subsequently taken to remedy any obvious weak spots. These inspections were made at night when the residential

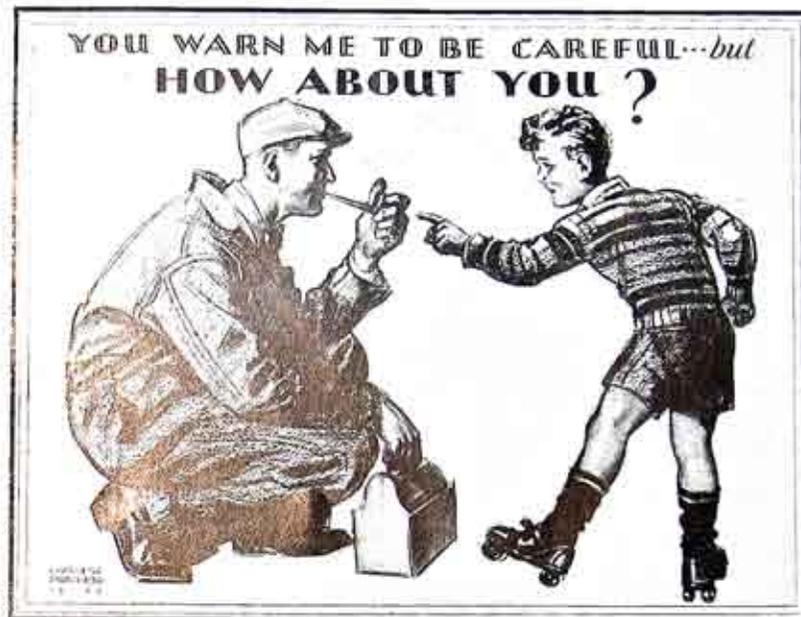


Santa Claus sitting pretty, and jovially smiling at the thousands of folks who greeted with delight the Holiday lighting display of Mr. Peter J. Nolan, 135 Ingleswood Drive.

load is on, and required the services of four skilled inspectors for a period of one month.

Sleet Storm a Deterrent

In closing, we might say that the Christmas illumination this season was doubtless a bit less general than last year, probably due to the fact that the sleet storm which wrought such havoc throughout the country did its best to demoralize conditions in Rochester. Many persons were obviously discouraged in their Yuletide lighting aspirations because of these negative factors. In this connection, however, the Company came through the trouble with much less grief than other cities, because of the adequate construction of its lines and the excellent condition in which they are maintained. An added constructive factor is the large amount of underground lines upon which Rochester prides itself, lines which laugh at sleet storms and comprise a safeguard to the public in the event of possible temperamental demonstrations of Mother Nature.



Drawing Courtesy Utica Mutual Insurance Co.

IN a family we know about, the children have been taught to watch out for trains whenever a railroad track is crossed by the family automobile.

¶ This Dad talks about safety with his children, and they often check up on him to see that he takes his own safety medicine, practices his own precepts.

¶ Make safety a regular topic for family discussion.

THE PRESERVATION OF THE FAMILY CIRCLE
DEPENDS UPON THE COMBINED CAREFUL-
NESS OF ALL ITS MEMBERS.



Winter can be a charming beauty or she can be an unbending heart. The recent sleet storm, with all its havoc, had its artistic moments. Top and bottom pictures were taken in Maplewood Park, where shackled, shivering trees await a bit at the smile of Old Sol, who occasionally poked his face through skies which for some days were generally gray.



To Be Well—Be Temperate

Laura Bradfield, R. N.



ANGELO PATRE has said, "We may strive to acquire merit in the eyes of good men but unless health is in us, the merit is scant. Health is spiritual as well as physical. There can be little of it unless body and spirit alike are whole. Let us have health first, all else will be added."

Certainly very little can be accomplished in any field without health. We are given so many opportunities to learn how to keep well these days that it seems as if it must be our own fault if we fail to have healthy bodies. A well known doctor has said, "You cannot learn what you do not practice," so practice health rules. That it pays, health workers are already finding out in Rochester. This community is becoming health conscious. It is realizing that "an ounce of prevention is worth a pound of cure".

The rules are simple. Get sufficient sleep, bathe frequently, eat proper food, not just meat, potatoes, coffee and white bread, but milk, eggs, vegetables, graham bread and butter. Drink a glass or two of water before breakfast, one at 11 A. M. and another at 4 P. M., another two hours after the evening meal. Six glasses of water a day should be the minimum. Walk out of doors all that you can. Walking puts you in a state of exercise with every tissue working in its normal way. It increases physical and mental tone, stimulates the appetite and braces up the whole body. When you walk swing along with toes straight ahead, not with toes turned out. Indians were wise walkers; they toed in and could walk all day without tiring. Physicians who have examined habitual walkers in their later years have observed that walking is a life enriching habit.

Have a doctor's examination yearly. Be sure that your teeth and tonsils are in

healthy condition. It is well known, now, that infections arise in teeth and tonsils that cause rheumatism and heart trouble. The prime object of a physical examination is to detect indications of disease in the incipient stages when remedial measures can be put into effect. Remember, it is easier to keep well than to get well.

A great many years ago, way back in the fourteenth century, a little book was written by a man who was ninety-one years old, a man who had outlived his generation and who wished to help others by telling them what methods he had used to keep healthy and well. His name was Cornaro. His book, which is still read by physicians, is called "La Vita Sabrie" — The Temperate Life. Moderation and tranquility was the doctrine he taught and he lived to be 99.

If Cornaro could live to be 99, by practicing the few laws he himself had worked out in a generation where so little was known of hygiene and the poisons, we should live healthy and happy to ripe old age. That is the vision, the star to which we hitch our chariot.



Miss Laura Bradfield, R. N., who helps in Keep Company employees on the job instead of on the sick list. Read what she says about maintaining good health.



Sleet Storm Puts Lines and Services To Heroic Test

Once in a decade or so, Mother Nature takes delight in impressing mere men with the fact that she can conjure up combinations of weather that can grip us helplessly in her icy grasp. Having demonstrated her power, she again assumes her more normal role, and engineers, linemen, officers of the Company, employees and the public in general have a sense of relief that the ordeal was not even worse. Rochester came through the unparalleled sleet storm of recent date much better than did some cities and towns in the storm zone. Mr. Campbell's article gives some of the high-spots of interest in the story of how the Company combated Nature's icy onslaught, largely through the medium of well-constructed and excellently maintained distribution lines. How normal service was finally effected, comprises a tribute to the employees who had a part in that heroic struggle against discouraging odds.

WALTER J. CONSLER

LIt is not often that it rains while the temperature hovers below freezing, but on Tuesday morning, December 17th, that was the combination of weather that Nature was doling out in Rochester and vicinity. This rain continued throughout Wednesday and Thursday and ice formed on wires and trees, reaching a maximum of about

1 3/4 inches of ice on No. 6 wire by Wednesday evening.

When Jack Frost turned all outdoors into a huge refrigerating plant, glazing the landscape with heavy sleet and forming ice on everything visible, it is to be expected that there is trouble in store for a power and lighting company. And so it materialized. The trouble on the distribution system began about 6:00 P. M., Tuesday evening. Between that time and midnight, eight primary wires and six street lighting circuit wires burned down due to ice-coated limbs of trees falling across them. A large number of secondary wires were also down and men were kept busy removing limbs off from Company wires.

On Wednesday, after midnight, trouble calls came in faster than it was humanly possible to care for them, even though every available man was pressed into service. At this time, practically all circuits running outside of Rochester on the main highways were reported out of commission. These circuits were cut clear at the first break outside the city, the portion of the line extending into the country being left dead.

Replacing Wires

Practically all of Thursday was spent clearing lines that were reported alive and down in the streets, the only wires



A drizzly rain with temperature hovering below freezing was the basic cause of most of the trouble.



Showing a vertical measurement of 1 3/4 inches of ice on No. 4 aluminum covered steel wire.

to be replaced being those controlling service to large blocks of customers. In some cases these were replaced two or three times during the day, as they frequently burned down again shortly after replacement. Many circuits of the 4150 volt distribution system which had been interrupted by breaking wires or burning, were ordered by the System Operator to be switched to other circuits which were in operation. This was done by means of switches located on poles and in manholes.

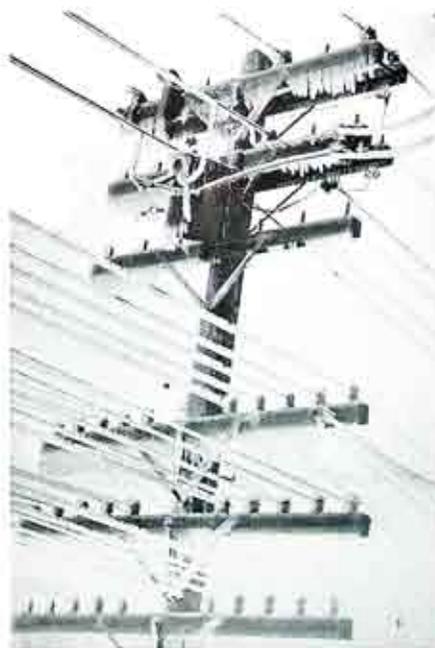
Friday, work was begun replacing wires which were cut clear or burned down. By Sunday night practically all wires in Rochester and along the main thoroughfares had been placed back in service, the only community being left without electric service being Adams Basin. This community, as well as customers on all side lines extending from main highways were enjoying normal service by Tuesday night.

Thursday night, all street lighting circuits having any large amount of overhead wires on them were ordered "held" and were not switched in at the stations. This was done to safeguard the public and our linemen. Few of these circuits would have operated had an attempt been made to do so, many of the wires being either down or crossed with distribution circuits. Attempting to put such lighting circuits in service at that time would have caused much needless trouble. Altogether, a total of 67 street lighting circuits were thus "held". On Saturday,

however, at 3 A. M., all of these circuits were tested out. Twenty-three of them tested O. K. and were started up. The bulk of them had been repaired by the following day and were cut in that evening.

Transmission Lines Stand Test

The Company's transmission lines were little affected by the storm. The 3,300-volt line to Canandaigua tripped out once or twice at the station, but im-



Studies showed that when ice formed and portions were set up the downward pointing icicles turned completely upside down as shown in this picture, and pointed upward instead.



mediately went back in again. The 33-kv line supplying the Lake Ontario Power Corporation was in trouble several times, but in all cases but one the trouble did not originate with the Company's equipment. The 11-kv line to Hilton was down four times. The tie-lines between Station 42 and East Rochester were out of service twice due to limbs of trees on the wires, which caused a total interruption to service at East Rochester of but one hour and fifteen minutes. Some of the freedom from interruption which transmission lines experienced was because of their comparative immunity from falling trees and limbs. Quite generally they extend through more open country, the majority of them being on private right-of-ways where trees are either removed or regularly trimmed as a matter of maintenance. Other factors were adequate construction, standardized equipment and rigid inspection.

Telephone Service Missed

The lack of telephone service throughout the countryside accentuated the great

value of communication as an aid to normal operation. Not being able to communicate through this usual means made it necessary to spend much time and effort dispatching messengers between the System Operator's Office and the villages effected.

The System Operating Department during the period of the storm was a beehive of excitement.

Its atmosphere was one of intense activity. It was the headquarters for trouble calls, where important decisions had to be made and made quickly and carefully.

From here men were dispatched on their arduous work, customers were reassured, councils of war were held to combat as efficiently and quickly as was humanly possible the devastation which the elements were piling up on lines groaning and writhing under the burdens imposed by sleet, ice and falling trees and limbs. And while "trouble shooting" was the watch word, equal consideration had to be given to matters of safety to linemen and the public for many hazards were involved.

Analysis of Trouble Calls
Something of the activity in the System Operating Department can be gauged from an analysis of the calls received there during the storm. These calls included cases of distribution wires down, fallen trees or limbs on wires, service

wires down, service wires broken off at the homes of customers and a few "no light" calls. After Wednesday telephone service was "dead" in all outlying districts, otherwise the number of calls would have been much greater. As shown by the following figures, which possibly include some duplication, the peak of telephone calls detailing trouble came on Thursday:

Trouble Calls Received At System Operating Department

Tuesday, December	17th	109 calls
Wednesday, "	18th	396 "
Thursday, "	19th	1461 "
Friday, "	20th	964 "
Saturday, "	21st	404 "
Sunday, "	22nd	115 "
Monday, "	23rd	196 "
Tuesday, "	24th	153 "
Wednesday, "	25th	50 "

Most of Trouble From Falling Trees

Practically all of the Company's trouble during the sleet storm was due to the weight of the ice on trees either breaking down the trees or causing limbs to sag so low as to lay across wires, causing them to burn down. Only thirteen poles

were broken, these being poles used jointly by the Company and the Rochester Telephone Company.

The work of replacing wires was extremely dangerous because of the slippery, sleety covering over all poles, cross-arms, etc., there being nearly an inch of ice to contend with.

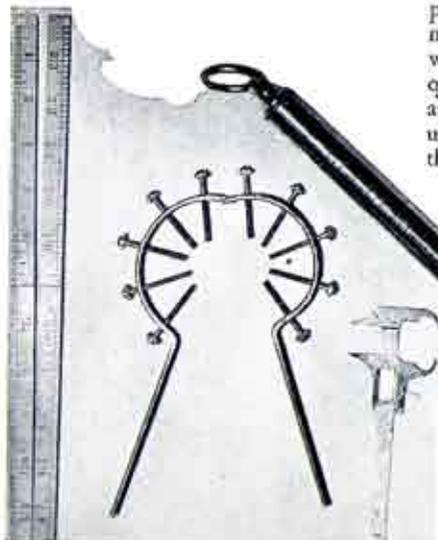
The tremendous weight of ice which formed on wires caused them, where they were burned down in a section, to slacken back, in some cases several sections. This was due either to the breaking off of



Chill Avenue, west of Barge Canal. Excellent construction and maintenance enabled Company lines to stand stresses and strains which at first would seem impossible.



Thickness gauge being used to keep track of ice formation and final disintegration of the ice on wires.



Tools used in obtaining glaze storm measurements by Mr. Harvey Klumb, of the Electric Laboratory.



An especially useful instrument in gathering data concerning ice formation on wires, the contour gauge.



the cross-arm pins or the wires slipping through the tie wires. Trouble of this nature naturally took much longer to repair as it involved the reconstruction of several sections in addition to the one which had burned down. In this connection, nineteen transformers burned out because of short-circuited secondaries and had to be replaced.

240 Men on Job

A total of 215 men were kept busy out on the lines getting conditions back to normal, and 25 men assisted in the work carried on in the System Operating Department. These included the troubleshooters and operators from the System Operating Section, men from the Line and Underground Section and others from the Electric



It was again demonstrated that underground lines can laugh at sleet storms, and Rochester has perhaps a greater proportion of them than most cities have.



Experimental station on top of Electric Laboratory roof. Last concentrating ley formation on wires are regularly

Meter, Street Lighting, Record Keeping, Electric Distribution Engineering, Electric Distribution Offices, Right-of-way, and Dispatchers, all being sections of the Electric Distribution Department, Transportation and Industrial Sales Departments, and Telephone Department. The wonderful cooperation shown by officials, department heads and employees was something to be remembered and counted for much in keeping afloat in the flood of trouble that piled up so quickly.

All contractors who do construction work for the Company also had all their available men on the job. Four linemen from the Syracuse Lighting Company, three linemen from the Associated Gas and Electric Company's Ithaca division, as well as two from its Susquehanna and two from its Sayre, Pennsylvania divisions assisted in the eventual restoration of service.

Electric Operating Division Renders Valuable Aid

Operators from the Company's Electric Operating Division were stationed at all of the automatic sub-stations throughout the period of the trouble, and a number of them were kept continually in reserve for switching opera-



tions at all of the other minor sub-stations. These men were of great assistance in bringing about normal service conditions in the shortest possible time.

Every person who had a part in the ordeal which the sleet storm imposed deserves great credit. The work was extremely dangerous. Climbing the ice-covered poles and working under such rigid conditions required nerve, brain and brawn. Much ingenuity was exhibited by linemen and those supervising their efforts in finding safe methods to utilize in climbing poles and doing much other unpleasant and disagreeable work. Gallons of coffee were consumed by these workers, night and day, in an effort to keep thawed out sufficiently to make work reasonably possible. It was a real test, not only of linemanship but also of physical endurance, one, however, which found the men equal to the emergency. They came through with flying colors. No serious accidents marred the almost perfect record of achievement and devotion to duty which marked this battle with the elements, which assumed the nature of an epic in Company operation.

The Public Stands By

One other fact stands out. It is the grace and fortitude with which the general public, our customers, encouraged us and expressed their confidence that we were doing all that possibly could be done to fight our way out of an almost overpowering onslaught of discouraging conditions. Many persons offered their hospitality to linemen working in their immediate vicinity, fed them coffee and a bite to eat and otherwise demonstrated their friendliness. Altogether, it was an experience which tried officers and employees of the Company and the public alike. But if "All's Well That Ends Well", perhaps we ought to be satisfied. We hope, however, that we shall not have another such demonstration from Mother Nature and Jack Frost for some years to come.

If it does come, however, perhaps the Company will be in even better condition than ever before to combat it, for extensive studies were made by the Electric Laboratory of conditions characteristic of the recent sleet storm and they will prove valuable as well as interesting.



What spray from Lake Ontario did to a guy wire, still it held up. One thing the sleet storm did was to make possible the collection of much useful data by the Electric Laboratory.



GAS AND ELECTRIC NEWS

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

FLOYD MASON - - - - - Editor

Department Correspondence Staff

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VOL. 17 JANUARY, 1930 No. 7

What's In a Name?



ROSE by any other name would be as sweet, it is said, but we have often doubted this statement. To call a rose a cabbage, to us would rob it of much of its sweetness and appeal.

Numerologists tell us that the names of individuals, also, are substantially their trade-marks. Our names, they assure us, fit us perfectly, just as we believe the name rose is just the right name for that wonderful flower.

If your name is John Smith, therefore, no other name will suffice. That cognomen is actually built into your personality. It is a part of you.

Even though we are not over fond of our surname, and many of us would like to have had a different "handle", it is a part of our life's label and we should try to make it stand for the very best in human conduct, quality, dependability and usefulness.

Our names actually are our trade-marks. They represent us to the world at large. Manufacturers spend years and no end of money bringing the name of a reliable product into the sunshine of public favor. Human beings spend years, even entire lives, doing the same for the human products which their names represent. We can rise no higher, however, than those qualities and virtues which come to be associated with our names.

John Smith is either a good citizen, a kind father or husband and a reliable worker, or he is not. His trade-mark, John Smith, either helps to popularize him and makes him respected and honored among his fellows, or brands him as an inferior human package or product.

The world is apt to think of us as a human product hooked up to a proper name. We either make good or lose out in its estimation as we stand for something of tried-and-true value, or become one of the many persons in their human catalog whose names have not yet become synonymous with the best.

Instead of utilizing all the good slogans on inanimate products which, for instance, represent "The skin you love to touch," or "That school girl complexion," why should not human beings use some of the psychology of advertising on themselves? Plain John Jones might then become "The man you'd like to meet," Bill Smith, "The best friend a man ever had," or Henry White, "The salesman who satisfies."

Let's think of ourselves this year less as an individual and more as a product striving to attain to public confidence through bona fide merit. We ought to be as zealous of our names and what they are to represent as manufacturers are of trade names which stand for good breakfast foods, cigarettes, razor blades, chewing gum or radios. We might emulate the Stromberg-Carlson Company and perfect ourselves so that when our names are mentioned folks will be inclined to say of us, what that company

justifiably says of its radios, "There's nothing finer."

If you wish to make the year 1930 just a bit different, why not become your own advertising manager. See that you have a reliable human product, then push it for all you are worth. Select a snappy slogan, one which characterizes the kind of a person you wish your name to represent, and then—live up to that slogan.

How's Your Heart?



FELLOW remarked to us recently that when his car failed to hit on all its alleged cylinders, he didn't care much whether he oiled or greased or washed it.

On the contrary, he said that when the motor purrs perfectly, and responds to every emergency, then he begins to feel like dolling up the car a bit, washing it, polishing the body and fenders and making the rest of the car harmonize with the heart of it, the motor.

A person whose heart is sad, unless he be a martyr, finds it difficult to get a thrill out of life. He loses his normally keen interest in almost everything from his appearance to his work. But just change his condition in life sufficiently to send the warm blood of happiness coursing rhythmically through his veins and see what happens to him. The transformation is quite complete, unless he be hopelessly established in the rut of discouragement.

The spirit with which we view the world at large, and especially that portion of it which confronts us daily has a great bearing upon our happiness and that of those whose lives we come in contact with. The Holiday season brings a glow of added interest in life to all of us. How can we capitalize upon it and keep it with us during the remainder of

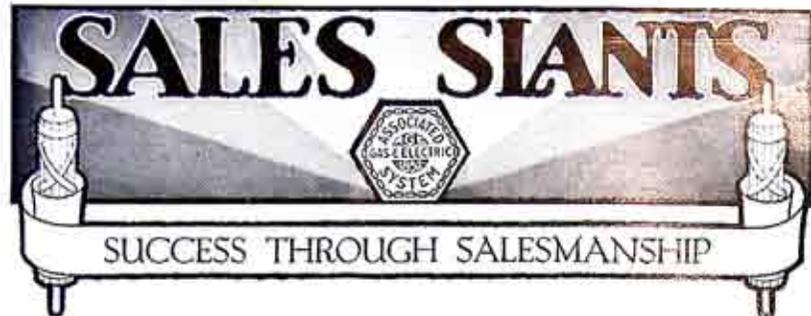
the new year? Keeping our hearts right would seem to be one way to do this.

Perhaps no one can be happy all the time. Perhaps no one wants to. A little sadness now and then may well be the yardstick by which we may measure the comparative happiness which we manage to experience most of the time. There is said to be a bright side to all things. Cultivating it is one method of keeping this old physical motor of ours sweetly running.

Quite naturally, we all are susceptible to external forces. We miss the sunshine, frown at or with gray skies, our spirits rise and fall with the caprices of old Sol or Mother Nature. Yet, way down underneath it all, rain or shine, is that old heart of ours. It is capable of smiling at discouragement, battling its way through obstacles that depress us and rising above the handicaps which circumstances place in our way.

If we could only manage consistently to do this, we would need fewer holidays like Christmas, New Years, Thanksgiving day and others to remind us of our many blessings and responsibilities. We would be thankful every day, radiate the spirit of Christmas irrespective of season and have fewer resolutions to make at the new year.

Are you blue? Then get that other cylinder working. Are you discouraged? Then step on the gas of enthusiasm. Are you down in the mouth? Then try grooming the old human motor with a dose of optimism, step on the gas of happiness and your old heart will knock 'em off as sweetly as the old bus does when you find it the most delightful. With the old motor running smoothly, the coming year can have few discouragements which you can not pass by, hitting on all cylinders. The skies of 1930 will then radiate the sunshine of satisfaction, and the "Happy New Year" wishes of your friends will be something besides hackneyed expressions of seasonal felicitation—believe it or not.



Looking Into 1930 With Greater Confidence

HAPPY NEW YEAR" is still ringing in our ears. What will 1930 actually bring us? After talking with Assistant General Manager Haftenkamp and looking over the 1930 sales budget there was no doubt in our mind as to what the Company expects for 1930 in the way of new business. Getting new business, new customers, being successful salesmen for the Company and its wares are ways in which we can all help to materialize this optimistic program. Doing so will bring added happiness, satisfaction and revenue to Company and employees alike.

Budgeting our expected new business is surely a business-like manner in which to begin what we hope will actually become one of the best years we have ever had. A total of \$1,255,452.00 is what 1930 gas and electric merchandise sales are expected to bring in. Of this, \$779,055.00 represents electric and \$291,397 gas sales. \$185,000.00 will be underwritten by local electrical dealers associated with the Rochester Electrical League through that organization's progressive activities. Merchandise thus sold will be financed by the Company, making possible especially attractive terms to the public.

Domestic and Industrial Business

The Domestic and Industrial Sales Departments, it is expected, will sell elec-

tric merchandise totaling \$779,055.00. Their programs include the prospective selling of the following units: 260 electric ranges, 1,100 electric refrigerators, 750 vacuum cleaners, 1,050 electric washers, 35 electric water heaters, 50 commercial refrigerator units, and many other miscellaneous appliances. Taking it for granted that the above sales materialize, there will be added to the Company's electric load 1,869,475 kw. hrs. of electricity, and a total added yearly revenue of approximately \$94,659.00.

Gas appliances expected to be sold this year are as follows: 150 house heating units, 1,000 instantaneous and storage water heaters, 600 tank gas water heaters, 300 Radiantfire gas heaters, 750 domestic gas ranges, 200 gas refrigerators and other items not mentioned.

The total revenue added in sales of merchandise utilizing gas, which it is planned to sell during 1930, including house heating, will add a total yearly load of 168,605,000 cubic feet when the program is successfully carried out, and the added yearly revenue from these sales will be \$147,625.00.

Commercial and Industrial Lighting

Commercial and industrial lighting installations, according to the 1930 sales budget, will add a connected load of 2,000 kilowatts, or 2,800,000 kw. hrs. yearly. This will mean \$72,800.00 in increased revenue from this source and

require the addition of 175 new lighting customers.

Industrial Power Sales

Industrial electric power sales will add a connected load of 8,000 kilowatts, or 10,000,000 kw. hrs. annually, which will increase the Company's annual revenue by a total of \$260,000.00, and necessitate the procuring of 400 customers for new or additional loads.

Industrial Gas

Industrial gas sales forecast in the budget call for 150 new customers or additional loads for present; an estimated load of 90,000,000 cubic feet of gas annually, and an increase revenue of \$70,000.00 per year.

Hotel and Restaurant Business

Hotel and restaurant business for the year is expected to add 100 new customers, 14,000,000 cubic feet of gas per year, and bring a yearly increase in revenue of \$13,000.00.

House Heating

The year's activity in house heating is planned to total 150 new installations, an annual added load of 95,000,000 cubic feet of gas and a revenue of \$75,000 yearly.

It Looks Like a Big Year, It's Got To Be!

The sales job we have introduced above appears quite formidable. But

with all hands at the wheel, and every employee a salesman—it can be done. Employees surely appreciate what the Company has done for them in giving them reduced rates on merchandise. That item alone represents a great saving to all of us. In addition to this saving, each one of us can from time to time earn extra money by turning in prospects for the sale of a sweeper, a gas or an electric range, a refrigerator or something else. This activity will aid our Company to make good on its proposed sales budget and will also bring many welcome dollars into the pockets of employees. Cooperation, mutual assistance toward the goal of progress and prosperity seems to be the watchword.

Each month in GAS AND ELECTRIC NEWS we shall keep our readers informed through "Sales Slants" just what is going on, how we are progressing, what unusual sales have been made, how employees and salesmen are doing their bit and many other brief, concise items calculated to enthuse and cheer us on our way toward the goal the Company has set for 1930 sales.

If you have any news items for "Sales Slants" please tell us about them. And do not be surprised if we pester you a bit from time to time in our search for readable, constructive sales data or personal items associated with this subject. The year 1930 is barely begun. Resolve to make it a good one, both for the Company and for yourself—through successful salesmanship.





Rochester and Lake Ontario Water Co.

RALPH VERLA

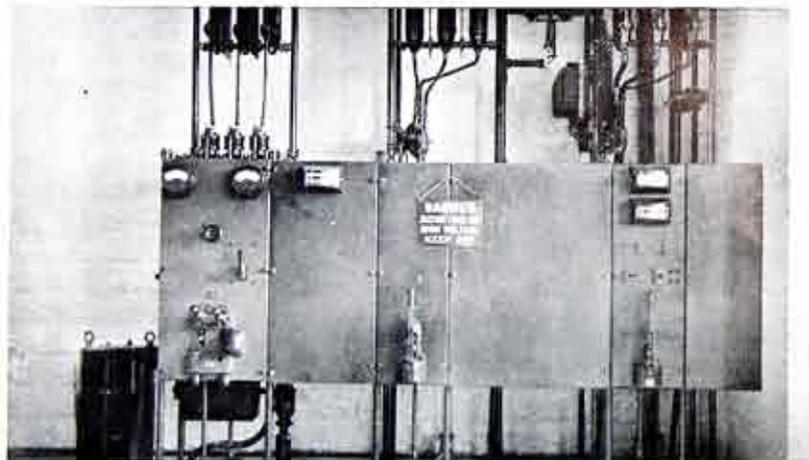
LAST summer, the Rochester and Lake Ontario Pumping Station was seriously threatened with a shortage of pumping equipment. In order to obviate this possibility and insure its customers an adequate supply of water at all times it has added to its equipment a centrifugal pump, capable of delivering 6,500,000 gallons of water against a head of 500 feet every 24 hours.

In serving the water company, the Rochester Gas and Electric Corporation furnishes power at 11,000 volts, 25 cycle, for the old pumping equipment and this is stepped down through transformers to the required 389 volts for the pump motors, and to 110 volts for lights in the building. Power for the new pumping equipment is supplied at 11,000 volts, 60 cycle and is stepped down through transformers to 2,300 volts, the voltage required by the new motor. Hav-

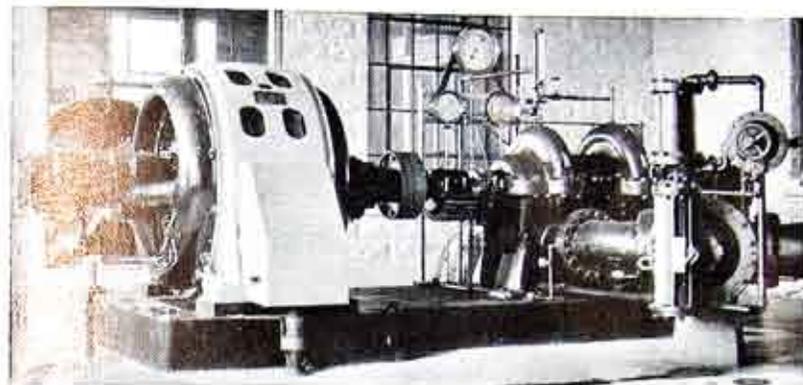
ing both a 25 and 60 cycle supply available, the water company is well guarded against failure of electric power.

The 11,000 volt, 60 cycle lines are tapped off circuits 626 and 637 on Greenleaf Road and are carried on poles to the pumping station, the longest span being across the pond back of the station, a distance of 400 feet. The span is supported at each side of the pond by an H pole frame 45 feet high, with a maximum sag of 5 feet, the size of the wire being No. 10-A. C. S. R. One-fourth-inch stranded steel wire is used for ground protection.

The 11,000 volt, 60 cycle oil circuit breakers are type FK-51, erected on a special steel frame, the frame being built according to engineering specifications. The oil circuit breakers are manually operated through type HB-1 lever handles on a switch-board panel, and are protected with instantaneous overload tripping relays. This switching equipment



Switchboard at the plant of the Rochester and Lake Ontario Water Company, showing incoming 2,500-volt line, right, and, left, starting panel for 800-h. p. 2,500-volt motor.



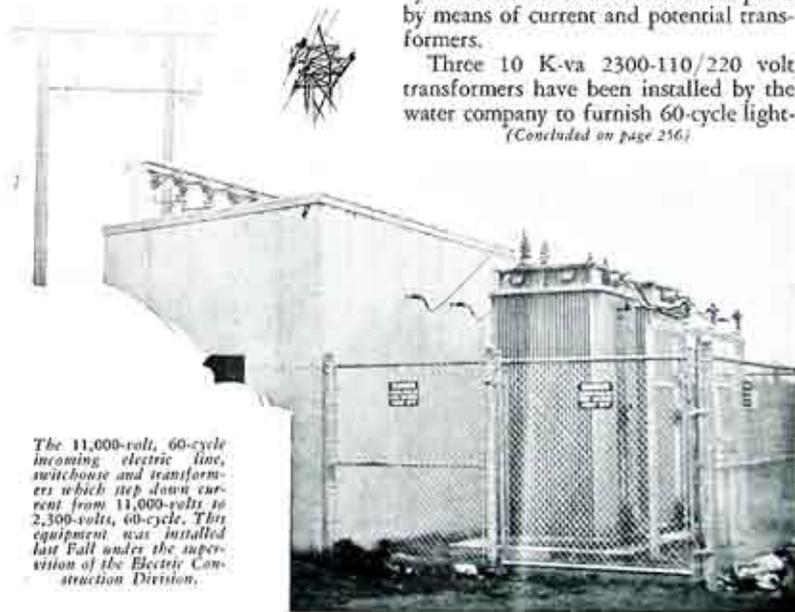
The 800-h. p. synchronous motor and centrifugal pump with a capacity of 6,000,000 gallons of water per hour against a head of 500 feet. This equipment helps to keep certain sections of Rochester supplied with pure water for drinking and other household purposes.

is located in a corrugated steel building as shown in an accompanying photograph.

Just outside the switching building on a concrete slab are two 11,000/2,300 volt transformers, open delta connected

on the primary and secondary. The secondary side of the transformer feeds the 2,300 volt bus in the pumping station through an underground cable, disconnecting switches and an oil circuit breaker. The power taken off the bus by the customer is metered at this point by means of current and potential transformers.

Three 10 K-va 2300-110/220 volt transformers have been installed by the water company to furnish 60-cycle light-
(Concluded on page 256.)



The 11,000-volt, 60-cycle incoming electric line, switchhouse and transformers which step down current from 11,000-volts to 2,300-volts, 60-cycle. This equipment was installed last Fall under the supervision of the Electric Construction Division.



Rochester Gas and Electric Bowling League Going Strong

ERNEST BARTH

THE bowling season is more than half over and the enthusiasm of the teams is still at a high pitch. When I say teams, I mean all teams, not just the leaders. In both leagues there are several teams which are mathematically out of the running so far as first place is concerned. However, the members of these teams are still "in there" fighting every Wednesday even-



ing and we are sure that they'll continue to be there until the last game has been rolled.

While on the subject of fighting, we are confident that almost everyone, in any walk of life, likes a good clean fight. However, there are still a few persons who feel that such a fight is "no go" unless their side wins. This minority type of person evaluates his pleasure almost entirely on his standing in the "won and lost" column. He frequently forgets that the support of the tail end team is

vitaly necessary to the maintenance of any league, that without it his team couldn't head the list. We feel that participation in the Rochester Gas and Electric Bowling League should prove a distinct value to such a person as it will bring him into close competitive contact with those who enjoy a clean fight for its own sake, who give credit to the other team when it wins, and who don't crow too loud when their side is victorious. We are glad to say that our League is made up almost entirely from persons of the latter type.

Aside from the love of competition there are two other vital reasons for the existence of our bowling league, as we see it. In the first place, this Corporation is such a large one that many of us have little or no idea what the other fellow is doing or what type of chap he is, even though we may at times have occasion to talk to him over the telephone on business. Sports of any kind help to widen our list of acquaintances among Company employees. This results in a much better general understanding of the other fellow's problems, his job, his outlook and gives us a good idea of the type of employee that this corporation wants, and has on its pay roll. Instead of knowing "so and so's" voice only over the telephone, bowling in the league gives us a better chance to meet him and find out what "sort of bird" he is. And many times we are more than agreeably surprised. This social contact is bound to improve Company morale.

Lastly, there is the question of exercise for its own sake. Many employees do get considerable physical exercise through their regular work. This is not true of the average office person whose



work is at best rather confining. Some of these office workers can get their exercise at the Y. M. C. A., the R. A. C., by fishing, etc. Many of them can't. Bowling fills a real need for these men as we all should fully appreciate the value of a certain amount of exercise at regular intervals.

In closing, we desire to call attention to the fact that a meeting of the team captains and League Officers was held on Friday, January 9th, at 4:30, in the main office building. All the new teams were represented as well as one of the old teams. There were several things up for discussion, among them the following:

1. The question of rearranging the teams in the two leagues next season.
2. What alleys do we want to reserve for next year?
3. How should the prize money be split this year? Mr. Russell has allotted the same sum as last year and there are twice the number of teams to participate.
4. Do we want a banquet this spring, and when and where should it be held?

5. Do we want to roll a series of "home and home" matches with the Ithaca bowlers? If so, how should they be arranged?

Due to the small attendance at this meeting, as shown by the attached picture (no notice was sent out to the effect that the camera man was going to be present) no binding action could be taken but it is hoped that these matters can be decided upon at a meeting to be held at 7:30 P. M. Wednesday, January 22nd, at the Genesee Alleys.

For those who do not see the team standings elsewhere, the following list may prove of interest as representing the status up to and including the games bowled January 15th.

	AMERICAN	Won	Lost
Meter Reading	32	7	
Office, Main	26	13	
Electric Distribution Engineering	26	13	
Electric Meter	23	16	
Steam Distribution	23	16	
Engineering	17	22	
Industrial Sales	4	35	
Chemical Laboratory	3	36	
	NATIONAL	Won	Lost
Electric Distribution	54	5	
Office	29	10	
Gas Distribution	21	18	
Gas Manufacturing	20	19	
General Construction	17	22	
Electric Station	17	22	
Transportation	11	28	
Storehouse	9	30	



Teams' captains and officers of Bowling League present at recent meeting held in Assembly Hall. From left to right, back row, they are: Messrs Harold Donovan, Chem. Laboratory; Chris. Hilfer, Steam Distribution; Carl Coonan, Engineering; Don Moody, Storehouse; and front row: Ray Myers, Office Maintenance; Tom Kennedy, Meter Readers; Dick Lee, Elec. Dist., Engineering; Ernest Barth, League President; Howard Stebbins, Secretary and Ray Davis, captain of Office Team.



Rochester and Lake Ontario

(Continued from page 253)

ing for the entire plant instead of 25-cycle, and to supply new 220-volt small motors.

The new pump is driven by an 800 H. P., 2200-volt synchronous motor, with a direct-connected exciter. The starting equipment for the motor, consisting of a compensator and starting and running oil switches, is located at the 2300 volt bus, at some distance from the motor. The switches are manually operated, and the motor is protected by both overload and undervoltage tripping devices.

This new pump and the 60 cycle electrical equipment were installed this Fall under the supervision of the Company's Electric Construction Division. The new equipment is working satisfactorily and comprises a safeguard against a possible lack of adequate water supply in a large section of Rochester's northern environs and some of the city proper. With ample pumping equipment, and duplicate electric lines, both 25 and 60 cycle, there is little chance that the Rochester and Lake Ontario Water Company will be unable to serve well and continuously the thousands of persons who depend upon it for one of the greatest of everyday necessities, good, pure water.

Resolution on Death of Mr. Searle

Mr. Herman Russell,
President,
Rochester Gas & Electric Corp.,
Rochester, N. Y.
Dear Mr. Russell:

At the last meeting of the Executive Committee the following minute and resolution in regard to the death of your late President was unanimously adopted.

The sudden death on November 13, 1929, of Robert M. Searle, President of the Rochester Gas & Electric Corporation, removed one of

the leaders of the gas and electric industry of New York State. The loss to the industry is great, as well as to his immediate associates and his innumerable friends and admirers.

Since its organization Mr. Searle had taken an active part and a keen interest in the affairs of this Association. He served as a member of the Executive Committee from 1906 to 1909; as Vice President from 1909 to 1911, and as President from 1911 to 1912. He was a believer in co-operative effort and gave to association work his whole-hearted support. This Association and the industry to which he devoted his life, were greatly benefited by his progressive ideas, his broad-minded policies, his vision, his honesty, his frankness and his sterling character.

RESOLVED, That the Executive Committee of the Empire State Gas and Electric Association hereby records the personal loss to its members, occasioned by the death of Mr. Searle and its sympathy for his immediate associates who have lost an inspiring leader and a loved friend.

Very truly yours,

C. H. B. CHAPIN,
Secretary.

This is but one of the scores of resolutions passed by state and national bodies following Mr. Searle's demise.

Mr. Taillie Made V. P. of Kiwanis

Mr. Harry Taillie was recently elected Vice President of the Kiwanis Club. Mr. Taillie is a member of the Kiwanis Glee Club, a member of the Program Committee and as Vice President supervises and directs the work of certain committees. Mr. William Gosnell, who is also a member of Kiwanis, is a member of the Club's committee on public affairs.

AUDITING

New Business Net Increase in Consumers for Year Ending November 30, 1929

	Nov. 30, 1929	1928	Increase
Gas	109,332	106,527	2,805
Electric	115,804	105,164	10,640
Steam	327	308	19
Total	225,463	211,999	13,464

Statement of Consumers by Department as of November 30, 1929

Year	Gas	Electric	Steam	Total	Incr.
1919	79665	30717	75	110455	
1920	81227	34359	75	115661	5206
1921	81500	39586	100	121186	5525
1922	84138	47846	108	132112	10926
1923	89875	58354	117	148346	13234
1924	10595	69693	125	160413	15067
1925	94166	80138	160	174464	14051
1926	97915	89563	230	187508	13044
1927	102446	98617	278	201341	13835
1928	106527	105164	308	211999	10658
1929	109332	115804	327	225463	13464
Incr. in 10 yrs.	29669	85087	252	115008	115008

Net Increase in Consumers by Months

	1927	1928	1929
Increase in Jan.	357	428	*4658
Increase in Feb.	312	439	291
Increase in Mar.	612	527	†995
Increase in Apr.	1271	890	800
Increase in May	1270	912	584
Increase in June	1128	940	1806
Increase in July	1106	979	1699
Increase in Aug.	1587	1077	743
Increase in Sept.	1286	1374	895
Increase in Oct.	1168	1111	639
Increase in Nov.	2707	891	300
Increase in Dec.	1090	774	

*Includes meters of former Geneseo Co.	718
Geneseo Val. Pr.	2010
Mr. M. Illum.	907
Hilton Co.	314
Cooper Co.	376
	4,325
†Nunda Co.	651

Miscellaneous Data

	Nov. 30, 1929	1928	Incr.
Miles of Gas Main	778	742	36
Miles of Overhead Line	6296	4733	1563
Miles of Underground Line	2774	2629	145
Miles of Subway Duct No. of Street Arc Lamps	1918	1787	131
No. of Mazda Street and Traffic Lamps	1493	1485	8
Total No. of Street Lamps	23055	19152	3903
Number of Employees	24548	20637	3911
	2319	2260	59

E. B. A. for December, 1929

Balance 1st of Month	\$12,164.97
Dues—Members	1,647.45
Dues—Company	1,647.45
Fees—Members	19.00
Fees—Company	19.00
Assmt. Nos. 134, 136—Members	1.75
Assmt. No. 139—Company	4.90
Int. on Bk. Bal. and Investments	459.00
Group Life Insurance	10.12
Total Receipts	4,785.48
Total Receipts plus Balance	16,950.45

Disbursements

Sick Benefits	\$ 1,182.14
Accident Off Duty Benefits	516.54
Accident On Duty Benefits	41.57
Medical Examiner's Expense	6.00
Total Payments	1,546.25
Balance on Hand	15,404.20

Membership

	Date	No.
Members, Nov. 30, 1929		2,027
Affiliated, Dec., 1929		27
Terminated, Dec., 1929		8
Gain		19
Membership, Dec. 31, 1929		2,046

	Month of Nov. 1929	Nov. 1928	Increase
Amount of Payroll	\$350,024.03	\$355,519.05	\$14,504.98
K.W.H. Generated Steam	21,652,730	14,765,890	6,886,840
K.W.H. Generated Hydro	12,970,060	14,835,760	* 1,865,700
K.W.H. Purchased	961,055	4,147,726	* 3,186,675
M.C.F. Coal Gas Made	304,758	306,789	* 2,031
M.C.F. Water Gas Made	108,574	90,794	17,780
M.C.F. Gas Purchased	4,980		4,980
Tons Steam Coal Used	28,418	22,413	6,005
Tons Gas Coal Used	24,521	24,847	* 326
Gallons Gas Oil Used	341,670	254,092	87,578
Tons Coke Made	16,674	16,929	* 255
Gallons Bengas Made	50,441	41,898	8,543

*Denotes Decrease



OBITUARY PERSONALS



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

Mr. Frank Dusenberry, for some years an employee of the Company at Station 3, died recently. The funeral services, held from his home in Sea Breeze, were in charge of the Rev. Wilson, the pallbearers being Mr. Dusenberry's former associates at Station 3. Burial was made at Spencerport, N. Y.

The father of Miss Agnes Cowan, of Station 3, died on New Year's day, at his home, 25 Raines Park. Following funeral services at the home, burial was made at Riverside Cemetery.

The mother of Mr. D. E. VanArsdale, of the Industrial Sales Department, died on January 8, at Castile, N. Y., aged 81 years. She is survived by six children, twelve grandchildren and one great-grandchild. Funeral services were held from her late home in Castile.

Mrs. August Amish, mother of Miss Louise Amish, of the Treasury Department, passed away on December 23, at her home, 356 Grand Avenue. Burial was made at Mount Hope. Mrs. Amish leaves her husband, a son, Elmer, and her daughter, Louise.

The father of Mr. Bert Hammond, of Andrews Street, died recently at Adams Basin, following a long illness, and was buried at Riverside Cemetery on Saturday, January 11.

On December 28, the father of Mr. Herman Fichtner, of Andrews Street, died at his home, 56 Weld Street. Funeral services were held from the home and he was interred at Mount Hope Cemetery, on January 31.

Miss Agnes Clazy, of the Consumers Ledger Department, sang a special solo in a musical program at the First M. E. Church under the direction of Mr. Theodore Fitch, Professor of Music at the Rochester University.

William Shears, lineman, started it all. He bought one of those English hunting caps with earlaps which tie down under the chin in stormy weather. Then, all the other linemen, it seems, followed his example. Perhaps you have noticed the new head piece. Some of them are in snappy colors, and they look real Sherlock-Holmesy. Lorry Picnic says that linemen now resemble the Czar's Black Hussars. When it comes to setting styles, Bill is the Monsieur Worth of Andrews Street. There's one thing



This is Edward, Rover and Charles Hammond, respectively, who help to keep the home of Mr. and Mrs. Herbert J. Hammond free from ennui. Mr. Hammond is a 'champ' debutante salesman from Andrews Street and the picture was taken at his cottage, Conesus Lake, which is called Forest Home.



certain, however, there will be no more wildly protruding ears among Company linemen, but you'll have to speak loud to get their attention.

We congratulated Mr. Charles Shaw, of Andrews Street, upon the safe return to his home of "Buddy", his wonderful little Llewellyn Setter, which strayed away and was gone for some days. "I'm glad you got him back," we said. Then someone else chimed in, "And so are we. Charley had the police, the Fire Department and all the line gangs and employees looking for his dog, and he wasn't good for anything until 'Buddy' was found." This is really a tribute to Mr. Shaw, to "Buddy" and to all who helped indirectly to locate him. What is there about a cute little dog that makes us turn things upside down to find out what's happened to him?

Mr. Norman Brink, of Andrews Street, was recently promoted from Private to Corporal in the Second Battalion, Headquarters Company, 108th Infantry.

Santa Claus himself must have smiled at the unique Christmas tree prepared by the employees of the Record Drafting Department, the noon before Christmas. It surely was modernistic. The decorations included stripings of bright red and green cloth, old neckties, discarded insulators and lighting bulbs, etc. It was emblematic of the electrical industry and registered a "shocking" contrast to the stereotyped idea of Christmas trees in general. Each employee purchased a ten-cent present for the tree and they were distributed impartially by number, so that everyone fared very well. Much amusement was caused by the humor set loose when the presents were drawn, and even though the tree was prepared in the rush of the last minute, much Christmas spirit was generated and everyone was made happy. Mr. Ralph Flood was delegated, also by the raffle method, to

be Santa Claus, and he proved to be a good number.

We are sorry to have overlooked detailing the marriage on October 22 of Mr. Albert Bramer to Miss Edna Noelke. The wedding ceremony was solemnized at the Emanuel Reformed Church by the Rev. Fred Dean and the Rev. A. A. Roeder. Miss Esther Noelke, sister of the bride, was bridesmaid, and Mr. Elmer Lerch was best man. Following the ceremony, a wedding dinner was served at the Sagamore Hotel, following which a reception was held at the home of the bride, on Mulberry Street. Mr. and Mrs. Bramer spent a two-weeks honeymoon at New York, Boston and other down East points and are now at home to their friends at the St. Paul Courts apartments, 1564 St. Paul Street.

On Saturday, January 18, Miss Dolores Halling became the bride of Mr. Ward Wilbur. The ceremony was per-



A Christmas tree that surprised Santa Claus. It was prepared in "just a few minutes" by a man at the Record Drafting Department, but realized its equitable share of Christmas cheer.



formed at St. Boniface Church, by the Rev. Father Boppel. Mr. and Mrs. Wilbur will reside at 310 Driving Park Avenue. The bridesmaid was Miss Alice Wilbur, sister of the bridegroom, and the best man was Mr. Robert Elmer. Mr. and Mrs. Wilbur will forego a wedding trip until next summer, when they will combine it with their vacations. Among the prenuptial events in honor of the bride were a shower given by Miss Mabel Ryan, and a dinner given by Miss Halling's associates, at Chinaland.

Miss Irene Mura had a wonderful vacation last Fall that we failed to mention. She was a member of a party which motored to Louisville, Kentucky, to attend the American Legion convention. Her glimpse of the Sunny South was one she will long remember.



Master William George Stein, prominent juvenile citizen of Genesee, N. Y. He is three months old, weighs 16 pounds, 12 ounces in his stocking feet and is the sunshine in the home of district manager and Mrs. Julius W. Stein.

Mr. Frank Merz, who has been an employee of the Company for thirty-four years, has gone to California to spend two months with friends in San Francisco.

Mr. William S. Fisher acted as interlocutor at a minstrel show which was produced two nights in succession at the Cornhill Methodist Church. A show has to be good to repeat, so we take it that "Bill" put his stuff across in good shape.

Mrs. Donald Smith, wife of Mr. Donald Smith of the Industrial Sales Department, who was a student at the Eastman School of Music, rendered a very delightful vocal solo at a recent Epworth League service at the First M. E. Church.

Fourth Floor Frolic

On December 18, employees of the Fourth Floor and their wives gathered after work in the Assembly Hall, about ninety in number, to enjoy a social evening, dinner and entertainment. The dinner was served by the Pine Tree Tea Room and consisted of chicken pie, scalloped potatoes, cabbage salad, pumpkin pie, mince pie and many other viands. After listening to Amos and Andy, via radio, songs were sung. Then came the piece de resistance of the entertainment, singing, dancing and a comedy, entitled "Sketches of the early 80's". Eight living pictures were shown from the old family album, one of which is reproduced herewith. It was a "knock-out" according to popular opinion. Among the delightful numbers featured were: Piano solo, Mildred Stebbins; Dutch dance, Altheada Delano, Jeanne Marsielje; Syncopated buck dance, Swanne River soft shoe dance, Kathryn Kehr; Irish jig, Jeanne Kehr, and other specialties. Master John Tagg also assisted in the dance numbers. The dancing acts were in charge of Miss Kathryn Kehr, daughter of Mr. Fred Kehr, and she was assisted by some of her dancing pupils whose names we have mentioned.



Mrs. Herman Fichtner recently gave a bridge party at her home, Fair Oaks Avenue, Roselawn. Among those to enjoy the occasion were the Misses Lois Consaul, Jewell Simpson, Ruth Frank, Esther Moore, Eileen Heuer and Mrs. May Darling. Miss Heuer won the first prize, consisting of colored glassware, and Mrs. Darling carried off the booby prize.

Miss Dorothy Marks, of the Appliance Department, recently announced her engagement to Mr. Lawrence J. Monaghan.

Mr. Harry Miller and some of his friends gave a very successful dance at the Masonic Temple, Summerville, on Friday evening, January 10. Music was furnished by the Dukes Orchestra and a merry group of young people were in attendance. Mr. Miller is planning another dance for Friday evening, January 31, at the same place and invites his friends to be present.



They helped to entertain Sixth Floor employees on December 18. Left to right they are: Jeanne Kehr, Altheada De Lana, Kathryn Kehr, dancing instructor who furnished the act, John Tagg and Jeanne Marsielje.



Mr. D. Talerico, of the Domestic Sales Department, it was recently announced by the Gainaday Electric Company, won one of the two cash prizes offered by that Company to the two salesmen of Gainaday electric washers who made the best sales records from June 1 to December 31, 1929. With a total of 93 washers sold in that period, Mr. Talerico qualified for the second prize of \$50.00. As this competition was national in scope, Mr. Talerico has brought honor not only to himself but also to the Company, whose salesmen have demonstrated consistently that they are as wide-awake and efficient a group of go-getters as may be found anywhere throughout this country.

"Look who's here" heralds an attractive illustrated announcement sent out recently by Mr. and Mrs. Raymond Noffke, announcing the arrival at their home of an eight-pound baby boy, on December 30, 1929. The newest Noffke has been named William Kenneth, and his popularity has proven to be so overwhelming as to result in quite a rest for the Noffke

radio. Mr. Noffke, however, who is a meter reader, says that even with the radio quiescent there is still plenty of music about the house, only it doesn't have to be turned on, for little William is always ready to oblige with a juvenile solo or two; and how that boy can sing!

Mr. George Knight, of the Garage, again bursts into print. While smoking some Christmas cigars and enjoying his radio he noticed some decidedly ambitious static which seemed not to come from the radio. When it began to get hot, he knew it wasn't static. Rushing into his kitchen he found that a lively blaze had started, but soon had it under control. George lost his shoes, vest and socks which had reposed in the fire zone. Although the sox were "hot" George doesn't think they started the blaze. The damage was not great, but unfortunately included Mr. Knight's shoes, vest and socks, some of which Santa Claus had kindly arranged to replace.

Joyce Elaine is the name of a fine baby girl born on Dec. 6 to Mr. and Mrs. Charles Timmermann, Surrey Street.



One of the many scenes from the family album as presented at party of Auditing group, recently, in Assembly Hall. The cast, left to right, is: Ana Searle, Evelyn Cowan, Fred Kehr, Alice Spindler, William Santa Claus Weaver, Edith McCollum and Gordon Lord.



E. D. O. Party

On December 8, the women of the Electric Distribution Offices held a Christmas party in the Assembly Room at the Electric Meter Department. Miniature electric lines served as table decorations, favors being in the form of Santa Clauses and candy bags. The entertainment, among other things, featured a bow-wow scene. The action was laid about "Joe's Place", as the swinging doors of the pet Volstead thirst emporium indicated. Various young women impersonated characters which they have come to know about in the Front Street and Rescue Mission sector, and the comedy was fast and furious. If laughter is an asset to the enjoyment of a good dinner, all appetites were subtly raised to a high peak of capacity, and the feast which a caterer had provided was thoroughly enjoyed. Miss Lois Consaul supervised the work of the entertainment committee and Miss Irene Mura was Santa Claus. The only male guests were Superinten-

dents Charles Durfee, Sidney Alling, Walter Consler, Arthur C. Gosselin, and Inspectors Al. Boddy, Frank Weeks and Andy Brostrom. The party was well timed, as that night the sleet storm appeared so that any festivities planned for the following week would have just been "out of luck".

Signs of Spring are pussy willows on the desks of the Misses Mildred Van Zandt and Ruth Nobles, at Front Street, and two new rope swings in the front yard of Mr. Irving Breitung, at Sea Breeze. There being little if any skating or coasting, Mr. Breitung decided that swings were in order for his youngsters. Perhaps the weather man will swing into line and decide to let an early Spring give the merry ha-ha to a faint-hearted Winter.

Mr. Charles B. Daly on December 18th was commissioned First Lieutenant in Company E, 108th Infantry. This honor came to Mr. Daly following more than five years of enthusiastic service in the National Guard.



Cast of "Engaging Janet", a playlet produced before the Women's Section recently in the Assembly Hall. All get-together and bridge party. The young women, believe it or not, are really Marion Jiles, Alma Manding, Gertrude Shippy, Esther Nocker, Mabel Metcalf, Ruth Metcalf and Esther Shippy.



On the afternoon of December 24, the employees of the Consumers Bookkeeping Department, just before closing time, made merry around a Christmas tree which had been prepared for the occasion on the Second Floor. Presents were exchanged in a grab-bag, and the department presented gifts to Messrs. Wilbur Seifell, R. B. Fulton and Harold G. Noble. Mr. Ralph Short was Santa Claus.

On December 20, Miss Velva McVea, of the Consumers Bookkeeping Department, announced her engagement to Mr. R. Lee Wooster.

On December 24, the General Construction Office held a Christmas party at the East Station offices. The dinner was served by Wegmans, and was top notch. Featured in it were grape fruit, roast pork and dressing, mashed potatoes, shrimp salad, olives, pickles, pumpkin pie, coffee and rolls. Mr. Crofts, as Santa Claus, distributed the humorous grab-bag prizes to all present. Besides the regular employees of the department the following persons enjoyed the occasion: Mrs. Crofts, Mrs. Histed, Mrs. Lamey, Mrs. Bramer, Mrs. Brazil.

Mrs. James Coyne, formerly Miss Helen LaBorie of the Transportation Office, recently entertained her former associates at a bridge party at her home.

Miss Belle Waltuck, on December 27, announced her engagement to Mr. Jack Raskind and gave out invitations to her engagement dinner which was set for January 26.

Mr. Raymond Rissler, of the Chemical Laboratory, with his wife and son, recently spent two weeks visiting at the home of his parents in Washington, D. C.

Mr. Louis Shnidman, in charge of the Chemical Laboratory, recently attended the A. G. A. Chemical Committee meeting which was held at that organization's headquarters, 420 Lexington Avenue, New York. While there, he visited the Seaboard plant of the Koppers Company, and the Astoria plant of the Consolidated Gas Company, at Hunts Point.

Twenty-six men of the steam division, Station 3, on December 28, enjoyed a bowling party at Sea Breeze. When it comes to bowling, these men have plenty of steam.

Mr. Johnny Baker recently personally conducted a party of three young women from East Station to the top of the new gas holder located there. According to the Misses Elizabeth Baumann and Belle and Mariam Waltuck the view from that vantage point is quite wonderful, and Lake Ontario looms up like a next door neighbor.



Scene at the General Construction offices, on December 24, when a delightful Christmas party was enjoyed. Read above what they had to eat and you will understand why it is that they appear to be quite satisfied with life.



Mr. Richard Egbert, son of Mr. and Mrs. Fred Egbert. He has aspirations to emulate George Washington. Just to be different, however, he decided to shave the cherry tree, which made a big bit with Daddy.

Mr. Fred Baetzel, of Station 3, celebrated his birthday recently at his home on Kemphurst Road, where he entertained some of his associates at cards and a luncheon.

Richard Kaseman officiated as Santa Claus at a Christmas party held in the Superintendent's office at West Station. A grab bag provided a modest present for all in attendance, Richard's present being a flaming tie which as yet he has not been seen to wear. We wonder what becomes of these loud Christmas ties. Perhaps they'll "come in" some day and make the grade, just as suspenders have done.

Mr. Guy Chaddock recently became a member of the royal order of Irondequoiters, when he took up his residence in that lakeside town, at 127 Cedarwood Avenue.

Mr. Winfield Van Horn, of Station 3 Office, spent a recent week-end in Westfield, Mass. He was accom-

panied on the motor trip by Mr. Roy Weller, Instructor at Mechanics Institute, whose parents reside at Westfield.

Mr. Charles Silva, of the Garage, is one of Brighton's duly authorized Constables. When you drive through his bailiwick, have a care, have a care. If you don't, he's apt to have your car. Mr. Silva has done some good work in a few recent burglaries in his sector—don't get us wrong—and is spending some of his spare moments reading Sherlock Holmes. "The needle, Watson!"

Miss Mettie Joy Smith, daughter of Mr. Frank X. Smith, of Station 3, on December 27, celebrated her fourth birthday. The Smith home at 440 Carter Street was all "dolled" up for the occasion and twenty-five children had "bids" to the festivities. Of course, they all had a wonderful time, especially Miss Mettie, who had every right to do so because her middle name is Joy.

Mr. Tom Ward, of Station 3, became grandfather for the fourth time on December 26, when little Richard Earl Ward, son of Mr. and Mrs. Earl Ward, came to town. With two grandsons and two granddaughters, it is no wonder that Grandpa Ward's eyes sparkle.

Mr. Malcom Wooster, of the Record Drafting Department, has been promoted from Corporal to Sergeant, in Company G, Second Battalion, 108th Infantry.

Mr. Frank Henry, of the Chemical Laboratory, recently spent two days at Detroit, attending the Chemical Committee of the N. E. L. A.



Pauline Mason's pal, Snowball. Snowball boxes a bit, and quite enjoys an occasional game of hide-and-seek. He's just a cat, no special society and his mother was jet black and to it he sometimes when he returns from a foraging expedition.



SELECTED

FUMES AND FLASHES



BROAD-MINDED

A young gentleman and young lady were going to be married, but due to a misunderstanding it was necessary to postpone the wedding. One evening the couple were talking over affairs and she said, "But dear, I can't marry you."

And he replied, "Well, I can't understand, why?"

"Well, I have been putting it off for a long time,—but, O I can't tell you."

"But you must tell me honey, I demand an answer."

"Well, if I must tell you, I am a Somnambulist."

"Well, sweetheart, that won't make any difference, you go to your church and I'll go to mine."

SCOTCH BANK

A banker called his oldest employee and said to him: "Smith, you have been our employee now for 25 years. To mark our appreciation of this you will henceforth be addressed as MR. Smith."

HE GOT THE IDEA

A mountain school teacher corrected a boy who had said, "I ain't gwine thar."

"That's no way to talk. Listen:

"I am not going there; thou are not going there; he is not going there; we are not going there; you are not going there; they are not going there. Do you get the idea?"

"Yessur. They ain't nobody gwine!"

EFFECTIVE

The head of a large business house bought a number of those "Do it now" signs and hung them up around his offices. When, after the first few days of these signs, the business man counted up the results, he found that the cashier had skipped out with \$20,000, the head bookkeeper had eloped with the stenographer, three clerks had asked for a raise in salary, and the office boy had lit out for the West to become a highwayman.

SALES RESISTANCE

A beautiful young lady boarded the street car.

"Oj, lady," pleaded Ginsberg of Ginsberg, Ginsberg and Ginsberg, Incorporated, "please don't sit underneath my advertisement!"

IT HAPPENS IN ENGLAND

The stranger was asking a lot of questions concerning the village and the oldest inhabitant was doing his best to answer them.

"And how about the water supply? What precautions do you take against infection?"

"Well first o' all we boils it, zur."

"Good."

"An' then we filters it."

"An' then zur, we drinks beer!"

EMOTION

A man was discovered by his wife one night standing over his baby's crib. Silently she watched him. As he stood looking down at the sleeping infant, she saw in his face a mixture of emotions—rapture, doubt, admiration, despair, ecstasy, incredulity. Touched and wondering alike at this emotions, she wife with eyes glistening arose and slipped her arms around him.

"A penny for your thoughts," she said, in a voice tremulous with tenderness.

"Startled into consciousness, he blurted them out:

"For the life of me, I can't see how anybody can make a crib like that for three forty-nine!"

THEN CAME THE END

"So Henry is dead. What were the poor man's last words?"

"As near as we can recollect, the last thing we heard him say was, 'This sure tastes like real stuff.'"

SLOW

The clock struck nine. I looked at Kate, Whose lips were luscious red.

"At quarter after nine I mean

To steal a kiss," I said,

She cast a roguish glance at me,

And then she whispered low,

"Don't mind that stupid clock, my dear;

It's fifteen minutes slow."

MAD DOG?

Alkali Ike—What happened to the tender-foot stranger wot was here last week?

Texas Pete—Poor feller. The second mornin' he wuz here, he wuz brushin' his teeth with some of that foamy tooth paste and one of the boys thought he had hydrophoby an' shot him.

THE LUCKY ONES

☆ ☆

The people on the billboards,
They have a lot of fun;
They smoke a certain cigarette
And all their goals are won.
They never fret or worry,
They're always bright and gay,
They use the right electric range
And work becomes as play.

The people on the billboards
Wear everlasting smiles,
They always pick a tire that lasts
Some 20,000 miles;
They always choose a tobacco
That cannot bite the tongue,
Or soap that keeps a woman's face
Perpetually young.

I'm glad that on the billboards
Life is thus full and free,
Because along the public roads
There's little else to see;
And how it gives one courage
'Mid punctures, sand and rocks,
To find one may achieve success
By careful choice of socks.

—Selected.



NOW

IF there's love within your heart,
Say it now.
If a truth you could impart,
Say it now.
All the world needs love and cheer,
Just a smile may dry a tear,
Or a word may lessen fear:
Say it now!

If a kind act comes your way,
Do it now.
Not tomorrow, but today;
Do it now.
For the days pass swiftly—yet
What we might do—we forget,
Then remembering—regret!
Do it now!

Love and kindness cost us naught,
Give it now.
Words of praise, a loving thought,
Give it now.
As we go along life's way,
Let us share the good we may—
For we only have today!
Give it now!

—Isla P. Richardson.

