



Volume 17 Number 11

**GAS and ELECTRIC  
NEWS**

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*May in  
Highland Park*



## Special Notice to Our Readers

**IF** HEARD a story about an Irishman who was called upon to inform the wife of a dear friend and fellow-worker that her husband had been killed while on duty. The emissary of sadness called upon the woman in question, hemmed and hawed, then asked about her husband's insurance. "When does your insurance collector come around," asked the Irishman. "Sure, an' he's due today," replied the unsuspecting woman. "Well," replied her interrogator, "when he calls today, you can laugh in his face."

You will be imagining by this time that we have something up our sleeve to "spring" on you. And you are right. All we are doing right now is editorially hemming and hawing before breaking the news to you. And now that you are real inquisitive, let us say that next month you will not receive Gas and Electric News. In fact, if you are strong enough to stand it, we might now inform you that this is the final issue of our Magazine.

We wish to thank our many friends and readers for their interest and helpfulness throughout the past years during which we have published Gas and Electric News. We have come to look

upon you as real friends. Your words of appreciation, your constructive criticisms, all have been of great interest and assistance to us. We have always tried to interest you and to keep you informed as to your Company, its employees and the physical properties in which you have invested portions of your income. We have had a wonderful time together.

The growth, expansion and progress of this Company, however, as a part of the widespread Associated System, now requires a magazine that will be more inclusive, and broader in its sphere of influence. And in the same breath in which we say au revoir, let us commend to you our good friend, the Associated Magazine. It will carry on in a bigger and a better way than we could have done. In it the Rochester District will have ample representation. Therefore, we shall keep in touch with our old friends, employees, stockholders and the business organizations of Rochester and vicinity. We shall wish to tell our broadening group of readers about you, in the Associated Magazine, which we know you will be glad to receive from now on in place of Gas and Electric News.



*There is an asset in our business life not represented on the books. It finds expression in being a part of the success of others.*

—Selected.





## Service of 278 Years Represented in Records of Six Rochester "Old Timers"

HOW old is an "Old Timer"? Judging from the smiles which have been featured of late on the faces of Company employees, such a person may be old in point of age or years of faithful service but delightfully young in spirits. It is true that the receipt of the Associated service emblems has been a high-spot in the lives of all those who have earned them, especially the old timers, a group of whom are shown in an accompanying picture.

### They All Like 'Em

An employee said to us recently, "I got quite a kick out of getting my ten-year emblem. If I had qualified for one of the diamond studded ones I guess I would have thought I was the Prince of Wales." We asked the forty-five year men how they liked their emblems and what they said, to the accompaniment of glistening eyes, was sufficient to indicate that Company loyalty is something that grows with service.

### Good Old Days Not So Hot

If there is any employee who feels that his lot is hard in these modern days, such a one should talk to some of the old timers. Mr. Thomas Yawger, who grew up with the Company and who has been employed by it for forty-two years, had this to say: "In the old days, we worked twelve hours a day, seven days a week and had no vacations, Sundays or holidays." Contrast that to the excellent conditions which prevail today! In the Gay Eighties, Mr. Yawger told us, telephones were not used because they were too expensive. All transportation then was by horse-drawn vehicle. Altogether, it was a more stolid and much less colorful period judged by the standards of today. Just so you don't overlook it, let us remind you that we are living in quite a delightful period, and this remark applies to the possibilities offered for promoting satisfaction either in work or play.



Employees in the Rochester District whose service records total 278 years. From left to right they are, from row below, Edward Sharkey, 36 years; J. W. Ingersoll, 36 years; John Black, 45 years; Patrick J. Casey, 45 years, and, back row, right, Frank J. Grover, 38 years; William White, 46 years; Charles Spahn, 47 years, pensioned, not in picture. The emblem for Mr. Harry C. Wilson, 45 years' service, deceased, was presented to Mrs. Wilson by Miss Bradford, Company Nurse.



## Rochester Employees Who Have Worked 25 Years or More for the Company

### FORTY-FIVE YEARS

Station 5	Wheelman	3-1-82
Station 5	Repairman	2-4-84
Subway	Stockkeeper	11-2-82
Pensioned		1883
Machine Shop	Shop Foreman	10-'84
Station 3	Watch Foreman	4-1885

### FORTY YEARS

Station 5	Wheelman	4-5-85
West Station	Asst. Oven Foreman	8-10-85
Street Lighting	Repairman	8-30-86
Domestic Sales	Manager	6-'89
System Operation	System Operator	9-'89
Street Lighting	Trimmer	10-8-88
Street Lighting	Repairman	1890
Electric Maintenance	Maintenance Man	3-1890
Station 9	Janitor	4-1887
Electric	General Supt.	11-15-88

### THIRTY-FIVE YEARS

Contract	Supervisor	2-4-93
Station 4	Foreman	4-1-94
Subway	Superintendent	1895
Service	Clerk	8-11-91
Pensioned	(deceased)	1894
Station 3	Chief Station Eng.	11-'91
Subway	Sub. Foreman	4-'94
Station 34	Foreman	11-2-92
Street Lighting	Lamp Changer	4-5-93
Underground	Cable Splicer	5-1-92
Elec. Dist. Const.	Foreman-Rt. of Way	1894
Station 3	Load Dispatcher	2-'92
Electric Maintenance	Battery Man	9-'94
Station 2	Wheelman	1-1894
Station 5	Asst. Supt.	7-'95
Electric Maintenance	Asst. Supt.	5-1895
Underground	Cable Splicer	9-1-92
Elec. Dist. Office	Inspector	5-9-94
Station 3	1st Tur. Op.	1894
Cons. Bkkg.	Superv., Balancing	5-'92

### THIRTY YEARS

Line	Groundman	1900
Station 3	Watch Eng.	4-'99
Station 4	2nd S. B. Oper.	7-'99
Station 3	Valve Inspector	8-23-97
Station 3	Head Boiler Oper.	5-'96
Pensioned		6-'95
Gas Street	Clerk	6-3-96
Steam Dist.	Steam Fitter	9-'97
Station 3	Watchman	3-1890
Pensioned		4-'96
Line	Inspector	1896
Station 3	Au. Engineer	7-1898
Street Lighting	Repairman	7-6-97



Mera, Frank  
Miller, Charles W.  
Morrow, Thomas  
Noyes, B. E.  
Rhodes, Thomas L.  
Sheehan, Dennis  
VanEpps, Bernard  
Yackel, Almon F.  
Yatteau, Frank A.

West Station	Lab. Asst.	8-1-97
Electric Maintenance	Superintendent	9-'97
Station 4	Millwright	3-'00
Station 6	Station Supt.	1-'98
Gas Shop	Blow-out Man	4-18-97
West Station	Crusher, Oper.	11-'98
Underground	Helper	1900
Underground	Cable Splicer	1-3-96
Service	Clerk	6-'96

### TWENTY-FIVE YEARS

Adams, John A.

Gas Shop	Meter Setter	1-5-05
(Since been terminated)		
Genl. Const.	Asst. Stockkeeper	9-15-01
Station 3	Stoker Repairman	1903
Elec. Dist. Office	Inspector	8-1902
Domestic Sales	Salesman	4-13-04
East Station	Lt. Oil Plant Oper.	1903
West Station	Labor Foreman	1904
Steam Dist.	Welder	3-1903
West Station	Foreman	2-2-09
Station 3 Swbld.	Supt. Load Despatch	1-1901
Pensioned		4-23-04
Management	Treasurer	7-1-04
Elec. Dist.	Superintendent	12-26-00
West Station	Utility Man	11-15-02
Gas Street	Caulker	1905
East Station	Shift Foreman	9-28-03
East Station	Shift Foreman	7-15-01
Station 4	S. B. Operator	12-1902
Auditing	Clerk	8-15-09
Station 5	S. B. Operator	11-8-04
Pensioned		11-1904
Station 3 S. B.	Load Despatcher	6-1903
Station 1	Station Supt.	1903
East Station	Mechanic	7-13-02
Gas Street	Superintendent	4-1-05
Genl. Const.	Handyman	8-1904
Station 5	Foreman	5-7-01
Subway	Foreman	5-12-01
Station 2	Foreman	3-28-03
Genl. Const.	Outside Const. Foreman	11-19-02
Station 3 S. B.	Load Despatcher	9-1903
Street Lighting	Repairman	8-21-02
Gas Shop	Janitor	4-1-04
West Station	Asst. Oven Foreman	10-12-03
Coke Sales & Trans.	Mgr. & Supert.	11-30-03
Transportation	Asst. Supt.	4-1905
Pensioned		9-1901
Steam Dist.	Steam-fitter	1905
Street Lighting	Repairman	5-1-00
Pensioned		1901
Station 3	Boiler Room Foreman	12-8-01
Auditing	Bookkeeper	1-1-04
Management	Gen. Auditor	9-1-04
Station 4	1st S. B. Oper.	10-1902
Electric Maintenance	Supt. of Maint.	7-1904
Management	Asst. Treasurer	3-1-05
Gas Street	Leak Foreman	6-1904
East Station	Liquid Purif. Oper.	11-25-03
Power Plant Maint.	Boiler Washer	1903
Cons. Bkkg.	Supv., Billing	5-1902
Cons. Bkkg.	Comptroller	2-1904

Ayen, Charles  
Basel, Fred  
Boddy, A. H.  
Brown, John  
Brown, Patsy  
Camelio, Charles  
Cantabene, Anthony  
Carroll, Edward P.  
Close, Robert F.  
Coleman, Eugene  
Collins, J. C.  
Conslar, Walter J.  
Davis, Burt T.  
Debarno, D.  
Donovan, Dennis  
Donovan, Michael  
Eaton, Herbert  
Ernst, George L.  
Fitzenberger, Henry C.  
Francis, Alexander  
Friday, Ernest E.  
Geimer, F. Wm.  
Gunther, Fred  
Hoddick, V. C.  
Hoffman, Charles E.  
Howell, George W.  
Jennejohn, John F.  
Ketchum, Horace  
Lamey, A. H.  
Love, George A.  
McElwain, William  
McHugh, Michael  
Meller, Michael  
Miller, V. A.  
Nash, T. H.  
O'Leary, J. J.  
Penny, Frederick  
Price, Samuel  
Rich, F.  
Riley, James M.  
Sage, Wilmer E.  
Scobell, Ernest C.  
Sheldon, Charles  
Smith, William J.  
Tucker, Charles A.  
Vellozzi, John  
Yakey, Edward A.  
Yodkiewicz, Anthony  
Baker, Alice M.  
Whyley, Eva J.



Center, diamond-studded gold emblem received by each of the employees shown in the group picture on a previous page. At right and left, respectively, are illustrations of other types of emblems presented to more than 1,200 employees in Rochester and vicinity.

### Employees in Districts Adjacent to Rochester With Service Records of 25 yrs. or over

<b>FORTY YEARS</b>	
Edson W. Partrick	Lockport
<b>THIRTY-FIVE YEARS</b>	
John W. Dursling	Lockport
Edward Parmele	Canandaigua
<b>THIRTY YEARS</b>	
Robert B. McIlveen	Lockport
John J. McDonald	Lockport
Wm. Van Alstyne	Lockport
<b>TWENTY-FIVE YEARS</b>	
Roy H. Buchanan	Lockport
C. O. Mason	Wolcott
P. J. Hilliard	Canandaigua

### 1208 Emblems for Rochester Division

The Employment Department has been supervising the giving out of the emblems for Rochester, Lockport, Lancaster, Canandaigua, E. Rochester, Fair-

port, Hilton, Wolcott, Sodus, Brockport and Caledonia. President Herman Russell and General Manager Cadle have been personally presenting the emblems of employees who have been with the Company for thirty years or over.

### 1151 in Rochester

A total of 1208 emblems have already been given out, 1151 of them having been presented to employees in Rochester, and 57 to employees in other districts. Rochester had a total of six employees who had been in Company service for forty-five years. They are shown in an accompanying photograph. Lockport division had one employee, Mr. Edson W. Partrick, who has a service record of forty years. Mr. Partrick's emblem was presented to him on the evening of June 4, at Lockport, by President Herman Russell, Mr. Connette making the presentations to the other fourteen employees whose records run from thirty-five to fifteen years.



## Making Saving a Habit

**W** E ALL have heard of the fellow who began saving for a rainy day—and the next day it rained. Altogether too many of us are rainy day savers. We put a little money away, only to use it at the first suggestion of grey skies or financial showers. And when the rain is over and the sunshine comes, bringing with it unusual opportunities for investment or buying, our bank roll is so flat that it can be of no great service to us.

There is a group of Company employees, however, about one hundred in number, who have made saving a habit, an accomplishment. With them it is almost a fine art. Our group picture shows

a number of these consistent savers, who have been using the Company's pay-roll deduction plan for a period of over seven years. All of these persons are what might be called charter members of this plan. And if they could tell you what a source of satisfaction it has been to them, you too would be enthusiastic about it.

The pay-roll deduction plan was inaugurated in January, 1924. It was and still is a cooperative activity carried on by the Company and the Rochester Savings Bank, whose representative in this service is Mr. H. F. Peck, of the Industrial Department.

Having a specified sum deducted weekly or monthly from one's pay is



The Company's pay-roll deduction savings plan was inaugurated in December, 1923, with 21 accounts aggregating \$176. The gross amount of money deposited to date is nearly \$95,000, the aggregate amount to the credit of employee-savers now being \$15,500. All of the men and women shown above have been consistent savers since the plan was introduced. From left to right they are: Messrs. Rudolph A. Hoffmister, Fay Cotanch, Wesley Struble; front row, the Misses Carolyn Roth, Aita E. Manninge, Helen L. Buell and Fredericka J. Warren.



surely an easy way to begin saving. When, with the passing of the months and years, the amount saved begins to take on ample proportions, then it is that one really comes to appreciate the value of thrift. What a satisfaction it is to know that the rainy day hardships as well as the sunny day opportunities can easily be financed without worry or embarrassment.

Some of our employees have financed the building of their homes through the money saved in the pay-roll deduction plan. Many persons have been enabled through this saving to take advantage of investment opportunities that have suddenly opened up, and all of them agree that saving is one of the most constructive and beneficial habits or virtues that they know of. Any employee who has not yet tried out this saving plan should "give it a whirl." Just ask the head of your department about it, or speak to Mr. Frederick Hodgson, Paymaster, Miss Mabel Kramer, in the Pay-roll Department, or any of the men or women who

are utilizing this easy means to cultivate habits of saving.

The gross amount of money deposited to date by Company employees totals \$92,295.57 and the aggregate amount to the credit of all R. G. and E. employee's accounts is approximately \$15,500. Many employees started out with weekly savings as low as twenty-five cents per week. It would surprise you, however, to know what some of them now have to their credit in the bank or in property or other investments because of the thrift habits which they so humbly began. From a small group of only ten, the total number of employees who utilize the pay-roll deduction plan is now more than one hundred.

Practically everyone knows the constructive results to be obtained through regularity in saving. These results, however, can never materialize unless we actually start saving. Having this done for us automatically is the simplest and most satisfactory means of accomplishing our savings ambitions.



Mr. H. F. Peck, of the Industrial Department of the Rochester Savings Bank, well known to Company savers, who is always ready to hand out a little ready cash to tide over a "rainy day" or to invest in something worthwhile.



## "Honor Where Honor is Due"

RODERICK D. DONALDSON

*The following interesting talk was given by Mr. Donaldson, of the J. G. White Management and the Utility Management Corporations, at meetings held on May 13 and 14, at Johnstown and Clearfield, Pennsylvania. These meetings were held to honor members of the Pennsylvania Electric Company and to present to them Inzul medals and certificates for life saving. Mr. R. D. Jones, of the Metropolitan Edison Division and Mr. Frederick W. Fisher also spoke before these two groups. The presentation of the medals and certificates was made by Mr. P. H. Harris, of Johnstown.*



FEW days ago Mr. Harris and Mr. Boyle asked me to come here tonight and meet a representative number of the Pennsylvania Electric men and women. I told him that would be splendid but what was the meeting to be all about? It was with very evident pride and satisfaction that both Mr. Harris and Mr. Boyle told me in detail what had taken place some months ago, and that the meeting was to give "honor where honor was due."

The whole idea of this meeting appeals to me as it must to any one of us here tonight who analyzes the real importance of this meeting. First, we are here tonight to honor an individual who not only knew how to save the life of a fellow human being but stuck to that heroic job until it was successfully completed. Second, we are here tonight as a group, all working for the same purpose, the welfare of the group as a whole and the welfare of each individual in the group.



It is the welfare of the group as a whole and the welfare of each individual in the group which is of particular interest to me. When talking over different matters with Mr. Harris, and about this meeting with him and Mr. Boyle it was this phase which has stuck in my mind. I was struck with the fact that irrespective of the many different matters which Mr. Harris has to handle as General Manager of the Central Division he puts the fact of group and individual welfare first. In my different talks with Mr. Harris I have been more and more reminded of a visit I made some years ago to Mr. Field, General Superintendent of the South Works of the Illinois Steel Corporation. I went to Mr. Field seeking information on rolling mills, particularly electric driven rolling mills.

After talking with Mr. Field a few minutes I started to ask him questions regarding motor driven reversing mills. He stated that he knew nothing about this apparatus, but had available someone who did. He then asked Mr. So and So to come to his office and I spent the morning with this Department Head. He took me around the plant, showing me the different rolling mills and described in great detail the mechanical and electrical features of this apparatus. I soon learned that this gentleman knew all there was to know about electrically driven rolling mills.

After lunch I again went to Mr. Field's office and started asking him questions about steam driven rolling mills. He again stated that he did not

know much about this apparatus, but had someone who did. He introduced me to another gentleman with whom I spent the afternoon visiting the plant and examining the steam driven rolling mills. I found that this Department Head knew all there was to know about this apparatus and soon had me lost in discussing the relation of steam pressures, valve cut-offs and fly-wheels effect.

Later in the afternoon I returned to Mr. Field's office and after thanking him for making available to me a vast deal of information on rolling mills he made a statement that I don't think I will ever forget. Mr. Field said, "You will probably think it very queer that I profess to know nothing about the most important pieces of machinery in my plant, but I want to tell you that I have done a complete job when I have taken care of the three important phases of my job, namely, first, the welfare of the 10,000 people who work in this plant. Second, the production of a certain tonnage of steel. Third, the cost of that production. In connection with these three important jobs I go on the theory that every private in this organization has a Field Marshall's baton in his knapsack. Following out that theory I have as Department Heads men who know, or are supposed to know, all about their particular jobs. I know enough about the steel business to know when they are handling their jobs properly, and any improper or inefficient handling of these jobs shows up in reports which come to my desk. It is only when such inefficiency appears that I go into details with the Department Head of the workings of his Department." I would like to have you bear in mind that this conver-

sation took place 15 or 16 years ago. I have always felt that Mr. Field put in a very few words the ideal of perfect management. The fact that he put the welfare of his 10,000 men as the first of his jobs greatly impressed me.

Furthermore, the fact that he respected the ability of his Department Heads and went on the theory that every individual had the opportunity of showing his ability without being interfered with and harassed by detailed supervision of his boss appealed to me as the last word in perfect management.

In discussing numerous different matters with Mr. Harris, and in talking over this meeting with Mr. Harris and Mr. Boyle my conversation with Mr. Field of 16 years ago was brought vividly to mind. I was impressed with the fact that Mr. Harris has in effect in the Central Division exactly the same type of management that Mr. Field built up in a section of the steel industry years ago. In making this comparison between Mr. Harris' management and Mr. Field's management I went a step further and made a like comparison with the Associated System as a whole. Again I found the same ideas being worked out in the Associated System as I found in the South Works of the Illinois Steel Corporation.

Of necessity the Associated System, operating in more than half the States of the Union, must modify and enlarge





upon Mr. Field's type of management. In our Associated System we have a centralized office composed of our Executive Officers and our Department Heads. Now we do not try to gather all of these Department Heads under one roof for the reason that it is not necessary, nor is it economical. For this reason we happen to have certain Department Heads in Ithaca, others in Reading, and very recently others in Rochester. This just happens to be the present location of these Department Heads. The day may come when some of our Department Heads will be located in Johnstown or Erie or Cambridge, or some point in the south.

Outside of our Executive Officers and Department Heads we have our Group General Managers, of whom there are 16, covering the territory from Prince Edward Island, the most northeasterly populated section of the American Continent, down south to Florida, and west on the American Continent to Arizona, and across the Pacific to Manila. These 16 Group Managers have the tremendous job of caring for the welfare of over 20,000 employees, or producing a Public Utility commodity at a cost and selling that commodity under fair conditions to everyone concerned.

Now, our Department Heads correspond with the men I met in the South Works of the Illinois Steel Corporation who knew all there was to know about their particular job. These men with their complete knowledge of a branch of utility work are of inestimable value to the boss, the Group General Manager. In this respect we have an exact parallel with the method of management pursued by the South Works of the Illinois Steel Corporation.

This meeting tonight clearly demonstrates that Mr. Harris, like Mr. Field, puts first the welfare of the men of this Central Division.

In different talks with Mr. Harris I find that he in his management dupli-

cates one of the cardinal policies of the Associated System as a whole, namely, "Every private has a Field Marshall's baton in his knapsack." I wish you could know even better than you do the Executive Officers of the Associated System. Nowhere among that group can you find any silk-hatted, silk-ribbon bespectacled, pearl gray spatted individuals, but rather do you find men who have been privates and who are welcoming the opportunity for all of us to make more of ourselves and our job.

In this connection I would like to leave with you the ideal that all of us play an important part in this great organization known as the Associated System, and that the underlying fundamental objective of our organization is—"The welfare of the group as a whole, and the welfare of each individual in the group."

### Mr. Benson Addresses Editors

MR. Hobart Benson, of Dr. Starch and Staff, recently gave an interesting address before the members of the Western New York Publishers Association assembled at the Rochester Hotel. Mr. Benson was well fortified with figures and data showing the value of Associated advertising, not only to the utility but also to the villages and towns, the industries and individuals served by the Associated System. Mr. Benson in conclusion said: "Utility advertising benefits more than the particular department advertised at the time. Appliance advertising creates a familiarity with the Company which establishes confidence that the securities offered are sound. Security advertising, on the other hand, has its value to the commercial department. The prospective appliance purchaser must know that the Company could only sell dependable appliances. Without advertising, it would probably have been impossible to make successful use of the Company's employees as salesmen in various campaigns.



## Tuberculosis and Health Association Honors Mr. MacSweeney



At the annual meeting of the Rochester membership of the Tuberculosis and Health Association held May 20th, Joseph P. MacSweeney, charter member of the Association and for twelve years Chairman of the Publicity and Health Education Committee, was unanimously elected Chairman of the Rochester Committee of the Association. The election of Mr. MacSweeney was a deserved acknowledgment of his invaluable service for the Association.

State Health Commissioner, Dr. Thomas Parran, Jr., who was present on this notable occasion, called attention to the fact that although splendid progress had been made in the prevention of disease there is much remaining to be done.

This annual meeting was conducted in cooperation with the newly organized Public Health Committee of the Med-

ical Society, County of Monroe, and the Public Health Council of the Rochester Chamber of Commerce. Because of the activities of the Medical Society it will be possible for the Association to discontinue its active standing committees, and to give further attention to the development of a co-ordinated program of tuberculosis prevention.

Last year the Rochester Committee workers gave information to 98,651 different persons, and served 776 preschool age children, 28,830 boys and girls in school, 1,000 families of tuberculous patients, 107 convalescent patients; also all physicians, nurses, social workers and others. Workers held 172 clinics, gave 923 medical examinations, made 2,065 home, institutional and school visits, attended 182 meetings, gave 123 educational movie showings and 264 morning health inspections.



The presentation by Mr. J. P. MacSweeney to Bishop O'Hara of a beautifully engraved scroll containing one of the 40,000 pastoral letters sent out to Catholic parents of preschool age children throughout the Diocese of Rochester. In the picture from the left are: Dr. Albert Kauter, president of the Association; Bishop O'Hara; Dr. Walter A. Callahan, president of the Medical Society of Monroe County; holding Arlene Deutschheim, a protected child selected to represent the child health service of the Association; Joseph P. MacSweeney, newly elected chairman of the Rochester Committee of the Association; State Health Commissioner Thomas Parran, Jr., M. D., of Albany, holding Mary Deutschheim.



## General Railway Signal Annexes A New Industry

**D**URING the World War grey iron foundries, like other industries, were crowded with work to their full capacities. Notwithstanding the new foundries and additions to the old ones which were built, the supply of grey iron castings could not meet the huge demand which developed like a mushroom over night.

Many mechanical parts which were ordinarily made in grey iron, had to be redesigned for manufacture by other processes such as sheet metal stamping, electric and acetylene welding processes.

When the war terminated and this abnormal activity ceased there became an aching void in iron foundries because these newly developed processes con-

tinued to produce many of those parts which were formerly made in grey iron.

This condition was keenly felt by the foundry industry of the General Railway Signal Company on the west side of the city. To alleviate the situation, they have virtually brought a new industry to Rochester. It is, in reality, an industry within an industry, for the production of electric steel castings and low carbon steel castings. This industry, operating as part of their large foundry consists of an electric steel furnace, an electric annealing furnace, a chemical laboratory, a physical laboratory and a substation where the electric current is controlled for operation of the furnaces. This new industry has involved a heavy expenditure on the part of the Signal Company.



Electric furnace in operation at the plant of the General Railway Signal Company which brought a new industry to Rochester for the production of electric steel castings and low carbon steel castings.



For the past two years they have been large purchasers of such castings for use in Car Retarder Installations and Automatic Train Control Systems which have been in demand for several years.

Now this material is being produced in Rochester by Rochester labor.

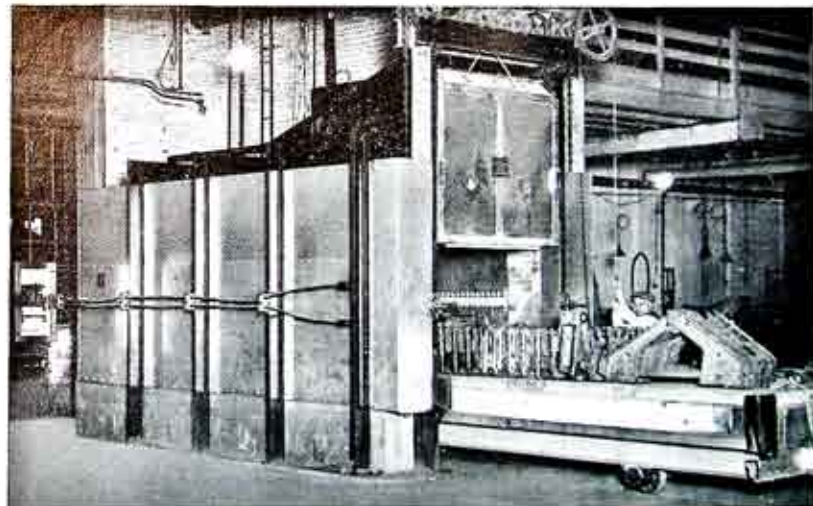
The electric steel furnace has a capacity of 2000 pounds per hour. The metal is melted by electric current furnished by Rochester Gas and Electric Corporation. When the molten metal is of the correct temperature, as determined by instruments known as "pyrometers", made by the Taylor Instrument Company, it is poured into ladles from which it is then poured into sand moulds. These moulds are used to produce castings into definite shapes. As several castings are made in the same mould and joined to each other they are cut apart by acetylene torches. The castings are then placed on a large brick-lined car of seven-ton capacity which is rolled into an electric annealing furnace. In this furnace, the only one of its kind in the city of Rochester, the castings are heated

to 1650 degrees Fahrenheit and normalized in the air. By this process the castings are annealed either for easy machining or heat treated to bring out the desired physical requirements.

The success of such processes depends entirely on the technical supervision and the facilities of a chemical and a physical laboratory. A chemical analysis is made of each furnace heat which determines the carbon content of the material for the next heat in the electric furnace. The physical laboratory tests a bar from each heat to determine if the tensile strength, the elongation and hardness of the material are satisfactory. On this information the determination is made as to the correct annealing necessary for each casting.

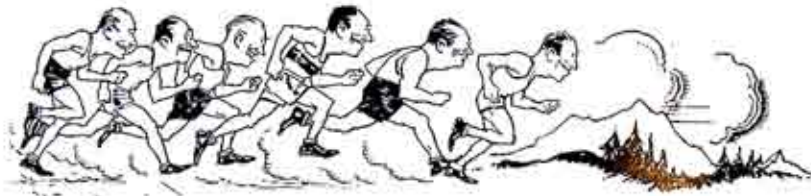
These scientific facilities and expert supervision result in a uniform high grade steel product which is on a par with the G. R. S. grey iron castings produced for twenty years.

In addition to supplying their own requirements, they furnish such materials to Rochester manufacturers.



Electric annealing furnace at General Railway Signal plant. New foundry equipment added also includes the electric steel furnace, chemical laboratory, physical laboratory, and an electric sub-station.





## Refrigeration Jubilee Ends Successfully

ALL'S well that ends well is an adage that applies to almost everything, even refrigerator campaigns. But it's over, and the results obtained are such as to justify the confidence of those persons who constantly maintained that Rochester would "come across". It was not an easy job, not by any means. And there were many times when it appeared that we would have to bow to defeat. We can, however, still hold up our heads and enjoy the satisfaction that comes from successfully completing a difficult task.

### 1518 Refrigerators Sold

The Rochester District, including Rochester, Wolcott, Sodus, Canandaigua, East Rochester, Hilton, Lancaster and Lockport obtained a total of 132.2% of quota, the total number of refrigerators sold in these towns being 1518, or 367 more than the quota of 1148.

### Anxious Moments

There were many anxious moments, perhaps we should say hours or days, when it seemed as though old man quota had us jinxed. But the combined concern of the Management, Jubilee Manager Harry Taillie, the team captains and all interested workers combined to turn alarm into activity. More sales was the result, and quota was

reached and left safely behind. What a relief that was.

### Credit Where Credit Is Due

While we can not adequately credit all persons whose activities and enthusiasm directly or indirectly helped to put the campaign over—so many names would such a list contain—we can give a tabulation containing the names of the leading regular salesmen and employee salesmen and team captains.

### Leading Employee Salesmen

Ray Myers	.....team 10	58 sales
M. B. Brown	.....team 12	24 sales
J. J. Spellman	.....team 3	17 sales
Bert Yeomans	.....team 12	15 sales
Geo. Doherty	.....team 10	12 sales

### Leading Regular Salesmen

W. J. Hill	.....team 13	63 sales
H. Hopkins	.....team 13	59 sales
D. R. Toole	.....team 14	56 sales
A. Furstoss	.....team 17	44 sales
C. J. Lessten	.....team 19	30 sales
W. R. Hynes	.....team 16	27 sales
P. B. Wicks	.....team 13	23 sales
J. Tapley	.....team 18	20 sales
J. Hurley	.....team 15	18 sales
G. Hodgson	.....team 20	14 sales



How the Teams Stacked Up	19 Lessten	.....	45
The records made by the various teams are shown below:	15 Hurley	.....	43
	18 Tapley	.....	41
	20 Hughes	.....	30

### EMPLOYEE SALESMEN

Team No.	Captain	Sales
10	MacSweeney	127
12	Lundgaard	105
2	C. Miller	50
1	Schleuter	32
11	Newman	29
11	Harrington	30
5	Spellman	23
7	Coyne	20
8	Eilers	11
6	McNamara	11
4	Bruce	5
9	Lamey	5

### REGULAR SALESMEN

Team No.	Captain	Sales
13	Clark	154
14	Kramer	75
17	Furstoss	63
16	Hines	46

## Some Jubilee Features

Features of the Jubilee were the activities of regular salesmen and employee salesmen; a 'stunt' activity comprised of building a bridge in the display windows of the Company, each sale represented by a brick; special educational sales meetings for all salesmen, in which employees could qualify to receive regular commissions; the bringing of a large G-55 General Electric machine from Schnectady to Rochester via airplane, the refrigerator to be used as a special prize in a refrigeration slogan contest, and other special features.

Exclusive of some of the refrigerators which were sold to employees, the total number of the various makes sold is: General Electric 1,008; Electrolux 147; Frigidaire 123.



Group of team captains and regular salesmen taken at one of the morning pep meetings.



## Jubilee Banquet

Employees or heads of departments were in charge of employees teams and saw that the prospects were worked. Regular salesmen also were divided into teams, in each case every team having a number. The result of the activities of all teams were chalked up daily on large bulletin boards in all departments so that each team always knew just where it stood in the race for honors and commissions, prizes, etc.

The leading team of employee salesmen sold a total of 130 boxes; the next in order sold 105 and the third 50 boxes, the first two teams beating their quotas by more than 100% to spare.

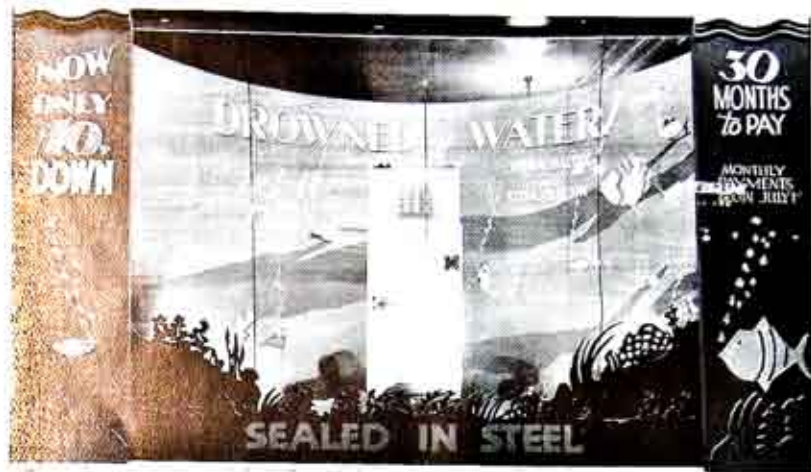
On Thursday, June 12, the Rochester Gas and Electric Corporation held a banquet at which employees and regular salesmen were honored for their fine work. A number of hundreds of dollars were presented by the management to employees and a wonderful evening of song, eats and enthusiasm was enjoyed by the more than 300 persons, each of whom sold a machine during the campaign. Mr. Dave Harvard was master of ceremonies and, as usual, did a nice job. It was a wonderful evening, what with roast Long Island duck and other delicacies.

At the beginning of the campaign good-sized buttons bearing the cryptic

letters B. R. R. B. were presented to employees. As they wore them about the city, the curiosity of their friends and acquaintances got the better of them and everyone wanted to know what the letters stood for. Of course they were told that they meant "Build Ridge Road Bridge." The Ridge Road bridge is being built by the city of Rochester across the Genesee River. Therefore, the taking of these letters for such a timely slogan struck a popular chord. Wearing these prospects was sure to bring forth prospects for purchases. It was a good stunt.

As the sales came in daily, the Ridge Road Bridge in the windows grew likewise. Folks watched for added bricks daily. The display was attractive and colorful. Backing up this stunt were a series of cartoons prepared weekly for mailing to employees. They kept them informed as to what was taking place, boosted or mildly rebuked them according as the sales materialized or failed to materialize sufficiently to keep up to Old Man Quota.

One of the high-spots in the campaign was the showing of the Lockport, N. Y., and the Lancaster-Depew, N. Y., districts, which went over the top for 132.2 and 230.8 percent of quota, respectively. Rochester City went over to the tune of 130.7 which is very good considering that the Company last year



One of the delightful windows which brought thousands of persons weekly to view the interesting displays which featured the Refrigeration Jubilee.

sold a total of almost 1,000 automatic refrigerators in a similar campaign.

Campaigns of this nature surely interest the employees in what their Company has to offer. Whether it be refrigerators, bonds or stocks or gas or electric ranges the employees learn much about their Company and the products they distribute. Of course, not every employee is a salesman, but from a group of nearly 3,000 employees it may be expected that a goodly number of excellent salesmen will be developed in any one campaign. Multiply these campaigns by yearly or seasonal efforts and you are building up a potential reserve to fill the growing sales requirements of the Company.

Campaigns help to popularize any product. When they are held by a utility, the other merchandisers in the community come in for their share of the rewards to be obtained from a large advertising program. The utility leads the way. During this last Refrigeration Jubilee, the popularity of automatic refrigeration has been heralded from the

advertising and publicity house-tops of this section of the country. Taken as a whole, throughout the entire Associated System, the Refrigeration Jubilee helped thousands of persons finally to make up their minds to avail themselves of modern refrigeration. That is something. These new customers will never regret this move. They and their families will more and more come to appreciate what they may expect in the way of better health and happiness through modern refrigeration. Campaigns are not at all selfish. Like life insurance, or other things, we have to be sold on refrigeration as on scores of products and services. Few of us would ever get these products as early as we should and could, were it not for someone putting a little pressure to bear on us—through salesmanship. Judged by this as well as from a purely sales standpoint, the Rochester Campaign was entirely successful to the Company and to the Public as well, and all concerned benefited.

(1916-17)



When the G-55 General Electric refrigerator in the display window was opened up to reveal the key slogan in the refrigeration slogan contest, The G-55 was won by Mr. Thomas Love, 151 Brookdale Street, who sent in the first correct slogan. Mr. Love's letter was opened in the display window, before the gaze of many interested persons.



This is the window that commanded attention. Ridge Road Bridge a few days after construction began.

### Some of the High-Spots

During the recent Refrigeration Jubilee, the Associated System sold 13,741 refrigerators, thereby obtaining 367.1 percent of its quota of 6,447. A total of \$42,000 was given out to employees in commissions. Refrigerators sold amounted to what corresponds to new business totaling \$3,500,000 and the revenue received in gas and electricity over a period of one year will approximate \$375,000. Exclusive of the Lancaster group, 315 Rochester Division employees sold 497 refrigerators. In Rochester, employees purchased a total of 185 refrigerators for their own homes. There were 175 cash sales. A total of 108 Rochester employees earned 125 prizes totaling \$1,092. Three District Managers in Rochester District earned a total of \$150. Twenty-two regular salesmen earned 42 prizes amounting to \$1,048. Wasn't that worth while? Ask any of the successful salesmen and see what they say about it.

### Lockport Celebrates with Chicken Supper

President Herman Russell and General Manager Charles L. Cadle motored to Lockport recently to help District Manager T. W. Connette and his super salesmen celebrate their outstanding victory in the Refrigeration Jubilee. Lockport made 210.5 per cent of quota, headed the Rochester District and finished ninth in the entire system. That's something to make whoopee about, and that is just what they did at Lockport.

Along with the celebration, President Russell officially presented to Mr. Edson W. Partrick his Associated emblem earned for having been in the service for a period of forty years. Mr. Partrick's fellow-employees certainly gave him a generous 'hand' and made him feel that he was truly honored.

The tables were set for about one hundred and sixty-two persons. Toy balloons and other colorful and noise-making accessories were at hand and, altogether, it was a gay time. Following the chicken dinner, District Man-



ager T. W. Connette congratulated his workers upon their excellent showing and in turn introduced President Russell, General Manager Cadle and the others at the speakers table who were: Messrs. J. C. Miller, W. J. Whiteside, H. L. Wagner, J. A. Noble, and Ernest Barth.

### \$300 In Cash Prizes

More than \$300 in cash prizes were distributed during the evening, and orders given for other prizes which were available at the dinner. Music was rendered by some of the young women of the Lockport offices and, according to all reports, it made a big hit. Following Mr. Russell's words of congratulation and his presentation of Mr. Partrick's emblem, Mr. Cadle made a few remarks and the others at the speakers table were introduced, Mr. Barth taking the opportunity to challenge Lockport bowlers to a match to be played next Fall.

Mr. Connette in one breath congratulated his workers for what they had just accomplished in the Refrigeration Jubilee and told them about the gas range campaign in which they are soon

to be asked to assist. It looks like no rest for the ambitious at Lockport. Another feature of the evening was the presentation by Mr. Russell of the Prize Plant Pennant, which was won for the month of May by the Lockport pumping station. Congratulations, Lockport.

### Mr. Castle Made Superintendent of Station 3

In a letter recently sent out by Mr. R. D. Wolf, Assistant Superintendent of the Electric Department, the information was given that Mr. Kendall B. Castle, Jr., had been appointed Acting Superintendent of Station 3.

Mr. DeWolf further stated in his letter that: "The co-operation of all employees with Mr. Castle in further improving the economy of operation of this plant will help to raise our standing among the other plants in the Associated System. And while we haven't the most up-to-date plant, we can have a standard of operation of this plant second to none in its class."



Attractive display of Frigidare machines in one of the front windows.



## 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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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 MAY, 1930 No. 11

## Cruising Along

**S**PEED, speed and more speed. Speed without necessity. Down, down goes the accelerator. The gas fairly rushes through the carburetor. Cylinders rise and fall. On goes the car. Suddenly, the speed slackens. Danger ahead, Slam, squeak and squeal. The brakes are applied. The car slows down jerkily. Why can't that old fogey get out of our way.

And following in our wake is that other motorist whom we passed some distance back. What has our speed availed us, isn't it just a habit after all?

Most of us like the thrill which sudden acceleration brings. We like at times to 'burn up the road.' But we discover that unless the road is fairly clear ahead, we get just as far in a given length of time if we just keep cruising along.

The economical operation of automobiles depends largely upon a reasonable coordination of brakes, gears and accel-

erator. Bursts of speed with subsequent and unnecessary retarding of momentum through the application of brakes, obviously brings unnecessary strains upon the mechanism of a car, wastes gasoline and, often, human nervous energy.

Modern life is keyed up in much the same manner. Altogether too many persons live as they drive their automobiles. To them life is a hectic, nerve-racking journey, with too many jerky stops and starts. Instead of just cruising along enjoying the many beauties of life, folks fill their days with spurts of unnecessary speed, nervous outbursts of energy many of which could be eliminated.

Every once in a while, however, we run across some person who seems to have fathomed life's continuity enigma. Such a person, with no evident loss of poise or time seems to be making the most of every moment. He gets work done without the grief of screeching temperamental brakes. What a gift it is in these days of speeded-up activity, how worthwhile such an attribute really is.

Airplanes, automobiles and other machines have their estimated safe and sane cruising speeds. At these speeds, they can be operated a maximum number of hours with great efficiency. To drive them at speeds greatly in excess of their average rating or capacity is to add to the expense of operation, cut down the normal life of the machine and hasten its entrance into the machine shop for needed repairs.

There is much more to an automobile journey than just getting to one's destination. Likewise, there is infinitely more to life than merely rushing through it. In either case, unnecessary speed is mostly a bad habit.

In business life, each one of us has a personal, normal speed rating to which our physical bodies and our nervous temperaments are adjusted. When we find that we are driving the human mechanism carelessly or too fast, we should pause to consider the penalties

of over acceleration. Perhaps we have been trying to 'burn up the road' when it would have been more in the interest of progress had we just been cruising along.

## Following Directions



**A**MAN we know purchased a tube of ointment which had been highly recommended for a skin rash. Upon opening the package at his home he was surprised to find that no descriptive literature or directions accompanied the remedy. Immediately he lost faith in it, even though it had been praised by his friend.

Half hearted, however, he tried it out, but the rash continued. He continued to use it for some time with no better success. Eventually he visited a pharmacist and secured another remedy. This one had ample directions on the tube and a folder which optimistically related the benefits which might be expected from its use.

Immediately after using the second remedy the rash began to abate. Soon it had disappeared entirely. We told this person that he had substantially cured himself, that after reading the optimistic directions he had short-circuited all the morbid, mental resistances which doctors tell us frequently impede recovery from ailments, trivial or serious.

It is true that we are prone to be influenced by the printed ballyhoo which accompanies so-called patent medicines. This corresponds to the enthusiasm of a barker, who gets people all worked up in front of his midway show. He talks his customers into a climax of expectancy, then the ticket chopper gets busy. "Right this way to the big show" says the barker. A few "come-on" customers start the procession and many other folks follow right in. The show, usually, is seldom as good as it has been touted to

be, but who would ever buy a ticket for such a performance were he not almost hypnotized into it by the ballyhoo artist.

Likewise, few persons would purchase patent remedies if manufacturers stopped advertising them or failed to include with the package voluble and optimistic directions detailing their alleged potency. It is thus with many other things.

Part of the allurements of sending away for mail order articles is comprised in the fact that we like to pore over catalogs as well as we do over directions extolling the benefits of remedies. We delight in having products described to us in minute detail in print and picture, to have them paraded before our eyes and our imaginations. Often the sales effect is better than when an inferior sales person attempts to personally interest us in the same product.

Few things can be popularized today without sales effort, advertising, publicity, appeals in color, photograveur, lithography or printing, all of which correspond in spirit to the ballyhoo of the fakir or the directions on a home remedy. Much of this ballyhoo may be hokum, yet we require a certain amount of it to help us make up our minds about purchasing products.

It takes constant advertising reiteration to create in the minds of prospective buyers the value of even excellent products. Then, after we are sold on the proposition, it requires continued advertising to keep us sold, lest we change over to other products which happen to be better advertised, whose ballyhoo is more intriguing to our imaginations.

What a lot of money it does cost to help the world make up its mind about the thousands of articles which today compete for favor in the American home. What a force advertising is. But what a lot of fun it is to read the 'directions,' sales literature, publicity and propaganda which comprises the ballyhoo of the products we are more or less desirous of acquiring.

# AUDITING

## New Business Net Increase in Consumers for Year Ending March 31, 1930

	March 31, 1930	1929	Increase
Gas	108,912	107,010	1,902
Electric	116,676	111,385	5,291
Steam	349	322	27
<b>Total</b>	<b>225,937</b>	<b>218,717</b>	<b>7,220</b>

## Statement of Consumers by Department as of March 31

	Gas	Electric	Steam	Total	Incr.
1920	80013	31713	75	111801	
1921	80732	35574	81	116387	4586
1922	81724	41875	104	123701	7314
1923	84244	50948	117	135309	11608
1924	87495	61763	110	149368	14059
1925	90503	72572	144	163219	13851
1926	94916	82722	198	177836	14617
1927	98027	91523	268	189818	11982
1928	103055	100455	315	203825	14007
1929	107010	111385	322	218717	14892
1930	108912	116676	349	225937	7220

Incr. in 10 yrs. 28899 84963 274 114136 114136

## Net Increase in Consumers by Months

	1928	1929	1930
Increase in Jan.	428(1)	4658	103
Increase in Feb.	439	291	20
Increase in Mar.	527(2)	995	71
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	

(1) Includes meters of former

Geneseo Co.	718
Gen. Val. Pr.	2010
Mr. Morris Illum.	907
Hilton Co.	314
Cooper Co.	376
<b>Total</b>	<b>4325</b>

(2) Nunda Co. 651

## Miscellaneous Data

	Mar. 31, 1930	Mar. 31, 1929	Incr.
Miles of Gas Mains	778	752	26
Miles of Overh'd Line	6226	4884	1342
Miles Undergr'd Line	2666	2656	10
Miles of Subway Duct	1918	1878	40
No. of St. Arc Lamps	1534	1486	48
No. of Mazda Street and Traffic Lamps	23447	21069	2378
Total No. St. Lamps	24981	22555	2426
Number of Employees	2367	2788	79

## E. B. A. for April, 1930

Balance 1st of Month	< 9,501.63
Dues—Members	1,705.97
Dues—Company	1,705.97
Fees—Members	21.00
Fees—Company	21.00
Assmt. No. 131, 134, 136, 139	
142, 145, 148—Members	497.75
Assmt. No. 131, 134, 136, 139	
142, 145, 148—Company	497.75
Int. on Bk. Bal. & Investment	234.50
Misc. Revenue	45.00
Receipts for Month	4,746.94
Receipts plus Balance	14,248.57

## Disbursements

Sick Benefits	\$ 1,953.27
Accident Off Duty Benefits	53.62
Accident On Duty Benefits	86.93
Death Benefits Nos. 149, 148	
150	1,200.00
Group Life Insurance	29.67
Medical Examiner's Expense	3.00
Expense of Nurse for Jan. and Feb., 1930	219.80
Total Payments for Month	3,546.29
Balance on Hand	10,702.28

## Membership

Members, March 31, 1930	2,065
Affiliated, April, 1930	21
Terminated April, 1930	18
Gain	3
Membership, April 30, 1930	2068

## Month of Mar. 1930

	Mar. 1930	Mar. 1929	Increase
Amount of Payroll	\$356,791.60	\$333,109.85	\$23,681.75
K.W.H. Generated Steam	4,807,957	4,406,520	401,437
K.W.H. Generated Hydro	25,041,269	24,173,528	867,941
K.W.H. Purchased	1,383,051	2,611,256	*1,228,185
M.C.F. Coal Gas Made	280,738	282,707	*1,969
M.C.F. Water Gas Made	127,957	81,892	46,065
M.C.F. Gas Purchased	4,410	3,883	527
Tons Steam Coal Used	15,715	13,036	2,679
Tons Gas Coal Used	22,073	22,170	*97
Gallons of Gas Oil Used	380,655	224,621	156,034
Tons Coke Made	15,312	15,076	236
Gallons Bengas Made	37,426	43,387	*961

\*Denotes Decrease



**A PRECIOUS LOAD!!!**  
**FRAGILE! VERY VALUABLE!**  
**HANDLE WITH CARE!**



Drawing Courtesy Ullico Mutual Insurance Co.

*Careful Days Are Happy Days*

Vacation, good roads, a vibrant car, sunshine and blue skies—a chance to get out into the open and get one's fill of wholesome, fresh air.

*Drive carefully, Dad! You have a precious load. Keep those smiles continually registering.*

THESE ARE THE HAPPY DAYS. LET NOTHING MAR THEM, NOR SPOIL YOUR RECORD OF CONSISTENT SAFETY—FOR ALL THE FAMILY.



## Rochester Real Estate Board— A Factor in City Building



NE of the many arguments used to encourage new manufacturers to come to Rochester is that which states that approximately 60% of Rochester's citizens own their own homes. This is said to be about the largest percentage of home owners to be found in any city in this country. It indicates that in this City of Homes, men and women are to be found who take perhaps more than ordinary interest in their home-town, the industries which it houses, and in the industrial and civic activities sponsored generally.

It requires little imagination to impress one with the fact that home owners, as a class, are apt to be not only more public spirited than average, but also that they make unusually satisfactory employees. This is true because such persons are actually rooted in their home-towns through the responsibilities and opportunities which come with own-

ership of real estate. They are stable, reliable and have a greater interest in the progress of their home city than many other persons who would find it easier to pack up and fly away to another town should they become dissatisfied.

Whether a person actually owns real estate in Rochester or lives in a rented house, however, the service of the Real Estate Board of Rochester comprises a constructive asset which has much to do with civic as well as industrial and domestic conditions. This is true because real estate activities, to everyone living in a city, are directly or indirectly linked up to the general progress or lack of it which manifests itself in hundreds of obvious ways.

The Real Estate Board of Rochester has been functioning for a period of over twenty years. Its activities have been factors in Rochester's pleasing progress. Never before, however, has this



1. Establishing a code of ethics among realtors primarily for the protection of the general public.
2. Establishing uniform rates of commission on the sale of real and personal property.
3. Formulating and using standard sale, exchange and option contracts.
4. Conducting educational course in the Fundamentals of Land Economics and Modern Real Estate Practice.
5. Publishing in Rochester papers weekly lessons on real estate.
6. Conducting annually a Better Homes and Building Exposition.
7. Conducting 100% Multiple Listing Service.
8. Furnishing unbiased and authoritative appraisals on real property for city, county and individual property owners.
9. Maintaining for members' use a modern, complete library (over 200 volumes) maps, charts, plans, statistics and the latest volumes on all phases of real estate practice.
10. Has active Legislation and Taxation Committee, cooperating with city, county, state and national officials on all legal measures affecting real estate (reviewing some 300 bills introduced in the State Legislature yearly).

11. An active and constructive committee, working on city improvement and planning, conferring frequently with the Municipal Research Bureau and the Bureau of Survey.
12. A consulting service to members on legal problems affecting real estate.
13. Cooperating with other Real Estate Boards, through the National Association, in having removed stamp tax on deeds and mortgages and brought about a very satisfactory revision of the Federal profit tax on mortgages.
14. Cooperating with the Better Business Bureau and the Investors' Protective Committee of the Chamber of Commerce.
15. Conducting a yearly housing survey.
16. Conducting a yearly traffic count.
17. Supports and contributes to the New Industries Bureau of the Chamber of Commerce in the interest of bringing new industries to Rochester.
18. Member of the New York State Association of Real Estate Boards with executive offices in Albany, New York.
19. Member of the National Association of Real Estate Boards with headquarters in Chicago, who maintain a bureau of research at Washington, D. C.
20. Has an Arbitration Committee that settles and adjusts disputes and differences be-



A strikingly symph, a mental, and Norristone balustrade make this garden beautiful and desirable. From an exhibit of the Real Estate Board of Rochester at the Better Homes and Building Exposition.



Here's the nursery and playroom, a bright, sunny place, spacious and comfortable, where the children can romp and play to their heart's content. Photograph is reproduction of the exhibit at the Women's City Club at the Better Homes and Building Exposition of the Real Estate Board of Rochester.



The desire to own a home is strong in most persons.

Board been quite as active or quite as successful in its manifold work as during the past few years. New problems have come up with the fast-growing Rochester. New responsibilities have arisen with them until, today, the Real Estate Board of Rochester has been recognized as one of the outstanding organizations contributing to Rochester's healthful growth. Its work is related to almost every civic undertaking.

As an indication of the confidence which is generally being placed in the activities of the Board, we might mention the fact that its Legislation and Taxation Committee last year was honored in having County authorities ask it to draw up a bill for presentation to the Legislature attempting to govern the collection of unpaid taxes for the county. This came as a result of that Committee's excellent work in effecting the passage of amendments to the License Law, the Lien Law and other legislation approved by the State Association. This Committee was also influential in killing several bills which, in its opinion, were damaging to the real estate owners in Rochester.

**Activities of the Board**

Some idea of the far-reaching sphere of the Real Estate Board of Rochester will be gleaned from reading the following paragraphs detailing some of the outstanding activities which it sponsors substantially in the interest of the public welfare.

**Officers for 1930  
REAL ESTATE BOARD OF  
ROCHESTER, N. Y. INC.**

**OFFICERS**

- President*  
JOSEPH F. ENGEL  
*Vice-Presidents*  
HARRY H. GARFIELD      JOHN D. TIGHE  
ERNEST G. PARMELUE  
CHARLES M. DISPENZA, *Secretary*  
LEON P. CLARKE, *Treasurer*  
HARRY A. SCHWEID, *Assistant Treasurer*  
W. ROY WOLF, *Executive Secretary*

**BOARD OF DIRECTORS**

- |                  |                 |
|------------------|-----------------|
| J. J. CARMICHAEL | J. E. GOUTRIN   |
| LEON P. CLARKE   | CHAS. F. HOWE   |
| C. M. DISPENZA   | E. G. PARMELUE  |
| FRANK A. DRUMM   | C. C. SHULTS    |
| JOS. F. ENGEL    | LESTER P. SLADE |
| H. H. GARFIELD   | JOHN D. TIGHE   |

**BOARD COUNSEL**

ERWIN E. SHUTT—E. REED SHUTT

**BOARD HEADQUARTERS**

212-213 Wilder Bldg.      Phone 567



JOSEPH F. ENGEL  
*President of the Real Estate Board of Rochester.*



The work of the Real Estate Board of Rochester is to assist in the process of buying or selling a home.

two Board members, their clients and the public without expense or publicity.

Developing a property owners division which will elect its officers from its members and which will have the fullest support and assistance of the executive office. Members of this division will be guided by a representation of active membership and receive the cooperation and assistance of the State and National Associations of Real Estate Boards.

**Growth of the Organization**

The Rochester Real Estate Board has grown in twenty years from a handful of men to an organization whose personnel represents the outstanding real estate talent of this City.

The more than a hundred incorporated concerns and individuals comprising the Board have an established prestige, as well as years of experience and a large clientele and are well equipped to render to Rochester and its citizens the highest grade of real estate service.

**No More Gypping of the Public**

With such a group backing up and influencing real estate activities in Rochester, it is no wonder that this city is held to be delightfully free from some of the schemes which are resorted to in some sections in selling property and transacting other kindred business. The costs incident to real estate transactions, also, have been standardized in Rochester to a pleasing degree, and both in human effort and the money involved such transactions so far as Rochester is con-

cerned have been reduced to their most pleasing and satisfactory possibilities.

**A Few High Spots of 1929**

The Civic Improvement and Planning Committee last year in conferring with members of the Municipal Research Bureau, City officials and planners, assisted in determining the best procedure in municipal government and planning. Many of the Board's suggestions and plans have been adopted with a pleasing saving to the municipality.

**Promoting Better Markets**

The Board's promotion of a Betterment of Market Campaign disseminated news pertaining to real estate only. It had the full cooperation of local newspapers and did much to interest the public in home owning. This campaign involved an expense to the Board of approximately \$5,000.



W. ROY WOLF  
*Executive Secretary of the Real Estate Board of Rochester.*



### Six Appraisal Divisions

The Board maintains six appraisal divisions for the appraisal of properties classified as follows: central, industrial, outlying commercial, subdivision, residential and farm. This activity comprises an unbiased and just appraisal service, whose decisions are never questioned. Last year, several millions of dollars of appraisal work was done for the City, County and the general public. A feature of this work is the fact that every appraisal is now reviewed by the entire membership of the Appraisal Committee, thus insuring adequate, equitable decisions as to the value of all properties coming before the Board. This service, which is to be had for a nominal fee, constitutes with its certificate signed and sealed by the Real Estate Board of Rochester, a statement of the market value of your property which can not be disputed.

### Value of Organization

Disputes and dissensions among Realtors which might have a destructive effect upon real estate transactions are practically unknown in Rochester. This is largely because of the work of the Arbitration Committee of the Board which handles all such matters. No dispute or controversy of Board members has ever yet had to be referred for settlement to a court of law. This represents a real lesson in cooperation and proves the value of organization and organized effort in behalf of a common cause.



Helping hands to get just the home they have dreamed of is a function of the Real Estate Board at Rochester.

### Post Office and Harbor Committee

These committees of the Board in co-operation with other agencies have done effective work in bringing about the favorable consideration of Government officials for the proposed new Rochester Post Office and Port of Rochester.

### Better Homes and Buildings Exposition

This activity of the Real Estate Board of Rochester, through its two annual Expositions, has made the ownership of homes and the betterment of home design a more attractive proposition. The profits earned through these Expositions are used to promote the progress of the real estate profession and for the betterment of local conditions related to home ownership.

### Traffic Survey

With the cooperation of the Rochester Engineering Society each year the Board conducts a traffic survey which has been of no little value to the City. In this work, the Boy Scout organization assisted in gathering data which was compiled into usable information for the benefit of Board members and other organizations which are equipped to use it.

### Property Owners Division

The inauguration of a Property Owners Division last year helped to stimulate a consciousness on the part of realty holders in Board activities and an appreciation of their position in connection with the tax burden. More than 500 citizens are now members of this Division, whose activities are planned to bring to all property owners a more adequate appreciation of their duties and responsibilities as owners of real estate.

This activity surely is a move in the right direction.



### Advantages of Multiple Listing

Multiple listing is the modern method of offering to the public the combined listings of all properties being offered for sale in the offices of all Realtors in the City. Only one commission is paid.



The Real Estate Board of Rochester has dignified the term "Realtor" and offers the public services which are factors in fostering community well-being.

This system greatly cuts down the cost and time required for an owner to sell a piece of property through making known to all Realtors, within 48 hours, the details connected with the property. Multiple listing pools all this information in the central office of the Board, to the mutual advantage of all concerned. It makes real estate more salable and attractive, and gives the property owner better service by providing more clients and quicker sales.

This plan is simple. The property owners lists his property with his Realtor, for sale or exchange. This Realtor then sends a copy of the listing to the Board's central office, within 48 hours. From there it is duplicated and broadcast to over 500 salesmen and executives in 130 different offices. In few if any other business is it possible to set in motion in so short a time such a comprehensive sales organization with so little effort.

Under this plan, the Realtor making the original listing receives all offers and presents them to the owner. He is always responsible to the owner. Under the old plan of promiscuous listing, no one broker could be held responsible, and this one feature alone accentuates the value of multiple listing, which also is carried on with a far greater amount of advertising and concentrated effort in behalf of those desiring to sell or exchange real estate.

### Member of National Association

The Real Estate Board of Rochester is a member of both the National and the New York State Association of Real Estate Boards. It is proudly asserted by all Board members that the term "Realtor" and they always spell it with a capital R. is not to be confused with "real estate agent." The contributions of the Board over many years have elevated the real estate profession to a position of importance. Rochester Realtors have the confidence of the public and religiously adhere to the code of ethics adopted by the National Association, whose name is a pledge, and its authorized use by a real estate broker is a guarantee of integrity and efficient service.

Therefore, if you want to buy or sell real estate, deal with a "Realtor." The only real estate brokers in Rochester entitled to use the word "Realtor," are members of the Real Estate Board of Rochester, Inc. So it looks as though the real estate business in the City of Homes is in the hands of an organization well equipped to render real service, all of which should encourage and promote the ownership of homes to a still larger percentage of our citizens here in this city where conditions generally are so in this city by the Genesee, where quality dominates.

### State Association Activities

The Rochester Board is the only board outside of the Long Island Real Estate Board that has been awarded the achievement trophy and banner for rendering the greatest service to the community and cooperating with the State and National Associations. This award is presented each year by the State Association through its executive vice-president and consists of a beautiful banner, suitably marked, and a testimonial given to the executive secretary. Last year, Mr. W. Roy Wolf, executive secretary, received a piece of statuary in connection with the award.





Colorful Spanish scenes painted by artist Walter Schwere and his four assistants make Old Spain a delightful treat for the eyes. Above stairs shows passway leading from main dining room to the balcony. Let us be misled, let us inform you that there is really no arch at the sight, it is but a realistic representation, so true a life, however, that one wants to walk right through it.



## Rochester's New Restaurant Has the Atmosphere of Old Spain

**A**LMOST as good as a vacation is the estimate which many persons have placed upon a visit to Laube's Old Spain Restaurant, which recently opened at 11 East Avenue. To sit in this colorful hostelry and drink in its beautiful surroundings, is to forget for a time the press of business and let one's imagination play upon a visual representation of Sunny Spain.

The main dining room assumes the characteristics of a Spanish patio, with a balcony in the background fairly beckoning one to get better acquainted with its hidden hospitality. The transformation from the usual dining room aspect is quite complete. Restful tints, subdued indirect lighting, Spanish scenes painted in water colors, and the studied artistry of old timbers all have their appeal to one's sense of Castilian beauty.

In such a setting, appetites are accelerated and the food served by Spanish

Senores or Senioritas dressed in appropriate costumes, further adds to the enjoyment of this unique Rochester Restaurant.

### Sixteen Works of Art

Wherever one sits in the patio or on the balcony, he is made conscious of the pleasing exhibition of art which challenges scrutiny. Sixteen delightful offerings in water colors, by artist Walter Schwere and his four assistants, all of them representing actual Spanish landscapes or other subjects, required more than one month to complete. Old Spanish lighting, torriers and other effects serve to keep one substantially in the realm of Sunny Spain. The lighting has been so planned that either the sunny aspect of noonday, siesta time, or the more subdued beauties of sunset may be conjured up.

In the balcony, windows painted on the walls, look out upon restful landscapes and pastorals. So effective is the



Old Spain Restaurant, of the Laube Chain of restaurants, which recently opened its doors to the public at 11 East Avenue, Rochester. Over \$3,500, represents the Company's sale of modern kitchen and restaurant equipment for this eatery which, inside and out, breathes the atmosphere of Sunny Spain.



The balcony in Old Spain Restaurant. Spanish landscapes painted on the walls of the room, framed in window casings, gives one the impression that he is really looking outdoors into the yellow Spanish sun-light. Electric conveyors transport food, dishes, etc. to and from the balcony and electricity operated ventilating system changes the air every two minutes.

illusion that one seems not to reflect that what he sees is only the creation of an artist's imagination. And candlesticks portrayed upon make-believe bric-a-brac appear so realistic as to have inspired wagers upon the part of patrons during the restaurant's opening day festivities.

#### Well Named

Old Spain seems to be the proper name for this restaurant. It seems that it must have been in use for years, although it is but days old. There is a studied carelessness which characterizes doors which refuse to shut tight in the conventional manner, but swing ajar as though through many years of use. Beams of old wood from Spain have been further antiquified through a process of sand blasting which lends a weather beaten appearance that breathes the languor of the land of manana, where nothing is done today which can be put off til tomorrow. Old Spain is a dandy place in which to relax. And if the Torador song were to be played, we feel almost sure that patrons would begin asking where they might secure tickets for the national bull fight.

#### Gas and Electric Features

Old Spain restaurant, antique as it appears to be, is right up to the minute so far as its modern equipment is concerned. Its kitchen is a revelation of the modern art of making the preparation of wholesome food a speedy and satisfactory activity. Most of the gas and electric equipment used in the preparation of foods, as well as the mechanical aids to serving them, were installed by the Company. More than \$3,500. represented the Company's sale of such modern appliances and equipment to the Laube Company, including gas ranges, broilers, dish washers, steam tables, steam boilers and steam jacketed kettles, etc.

#### Refrigeration Keeps Food Right

There are three built-in electrical refrigerators in Old Spain, one for vegetables, one for pastry and one for meats. There are two large refrigerators, with isolated plants, located in the kitchen, one used especially for fruits. Therefore, there is no possibility of tainting of foods, vegetables or fruits and all food supplies are maintained in healthful con-



dition at all times. A refrigeration system also cools all the water used for drinking purposes.

#### Ventilation Supplied Electrically With a 36-inch Duct

An electrically operated fan, located on the roof supplies pure fresh air to the dining room, the supply being completely changed every two minutes. Fresh air is similarly supplied to the kitchen and the bakery, where all the baked goods used at Old Spain are prepared.

#### No Trouble Getting Toast

A commercial toaster with an electric motor makes it possible to keep almost an unending supply of delicious toast on the way to hungry diners. There is no long waiting, either, for this modern toaster is able to automatically supply more than 200 slices per hour.

#### Ample Feeding Capacity

A total of 600 persons can be served in Old Spain every two hours, and this

total can be increased to 400 persons per hour during rush hours when customers do not remain so long at the tables.

#### Electric Conveyors

The dishes are raised to the balcony and from the bakery to the kitchen or balcony by an electric conveyor. The electric dish washer is of a capacity making it possible to send the complete layout of dishes through the system in five minutes, all ready to be used again. Electric equipment in the bakery includes an automatic roll warmer for rolls, muffins or buns, which maintains these foods in just the proper condition to be crisp, warm and delicious at all times.

#### Nothing Overlooked In Planning

Old Spain is the sixth restaurant in the Laube chain of restaurants. In its planning nothing has been overlooked in the way of gas and electric equipment or lighting. It embodies all the tried-out features of the other Laube restaurants,



The lighting of Old Spain was so planned that there may be obtained by the mere manipulation of switches, the sunny aspect of noonday, dusk tones, or the more subdued lights of sunset. Lighting is direct, indirect and semi-indirect and the wiring and outlets are sufficiently adequate to permit almost any desired combination of illumination at will.



with some others that are entirely new. A force of eighty persons is required to maintain Old Spain's service ideals for its customers, and the artistic surroundings, the soft lighting and the fresh air are incidental features which make the enjoyment of tasty, home-prepared foods, delightful indeed.

The architect for Old Spain was Mr. Charles A. Carpenter, of Rochester. The electrical equipment was installed by the Laube Electrical Company of this city. The lighting was designed and worked out by Mr. Fred Laube, of the Laube Electric Company; the artist, Mr. Walter Schwert, and Mr. Reginald J. Meagher, Lighting Engineer, of this Company. The selection of the kitchen equipment toward the attention of Mr. Bert Youmans, also of the Company's Industrial Sales Department. Stewart and Benner was the contractor. There is an ample supply of lighting outlets to approximately almost any desired lighting effect through the many illusions of the direct, indirect and semi-indirect features installed. Altogether, Old Spain comprises an artistic and pleasing contribution to Rochester's list of restaurants, and seems

to be enjoying the favorable comments of hundreds of persons daily. With other new fronts along East Avenue, it has helped to give a metropolitan aspect to this Rochester thoroughfare, which is fast becoming an outstanding business street.

### Salesman's Soliloquy

To keep the old time...  
 Needs...  
 Be sure you get...  
 On this...  
 It means...  
 If the...  
 So get the...  
 Electrical...  
 Keep up the...  
 Part...  
 Tell...  
 With...  
 We...  
 Get...  
 It...  
 To...  
 Get...  
 With...  
 All...  
 It...  
 The...  
 The...





## Research Laboratory Makes Atoms Do Their Stuff

**H**AVE you ever looked through a magnifying glass at a flea circus and watched a tiny flea drawing a microscopic buggy? Marvelous, you thought! But that never did anything to accelerate the cause of scientific research, or to assist mankind to a higher degree of satisfaction with life.

A scientific process has been put into use at the research laboratories of the Rochester Gas and Electric Corporation, however, which puts the flea circus to scorn for outright, awe-inspiring interest. In it, atoms instead of fleas are made to do their stuff, in a kind of a chemical circus. They jump about when their ring master, heat, agitates them. They change their position with relation to each other in such a way as to form a new material of which much is expected.

### How It Came About

Until two years ago gas contained an impurity, cyanogen, which had a corrosive effect upon meters and pipe lines. It also contained another impurity, hydrogen sulphide, which was removed from the gas by the iron oxide process.

In order to secure a gas free from all impurities, the Rochester Gas and Electric Company installed one of the very first liquid purification plants in this country. In this process, both cyanogen and hydrogen sulphide were removed. In it, however, an expenditure of \$20,000 per year was required to eliminate the cyanogen through the use of sodium carbonate. During the process, the hydrogen sulphide combined with the sodium carbonate and formed a compound, which could later be revived. But when the cyanogen combined with the sodium carbonate, the action was non-reversible

and formed a compound sodium-thiocyanate which was difficult to dispose of. The atoms had not yet been taught to do their sitting-up exercises.

In revivifying the hydrogen sulphide solution for re-use, free sulphur was deposited, a substance which has some value as an insecticide. In spite of this fact, however, an adequate market for it has not yet been developed, and the Company was producing about five tons per day.

### New Purifying Method

Through information obtained some months ago from Dr. Frederick W.



Sperr, research director of the Koppers Company, of Pittsburgh, the Company learned of a new purifying process which had been tried in Germany. It consisted in removing cyanogen by washing gas with ammonia liquor and sulphur.

The Rochester Company already had an adequate supply of ammonia liquor (a by-product of making gas from coal) as well as an excess of sulphur and therefore gave the new purifying method a trial, which resulted in practically the complete removal of cyanogen from the gas and thereby caused as well the elimination of the sodium thio-cyanite, previously wasted in the liquid purification process. This reduced the amount of soda used in the liquid purification process by an amount totaling \$20,000 a year.



In the removal of the cyanogen with ammonia liquor and sulphur, a compound called ammonium thio-cyanite was formed. When concentrated, this material forms a rocky, crystal-like substance which is the raw material from which a product similar to bakelite has been developed by the Koppers laboratories.

The heating of the ammonium cyanite in an autoclave forms thiourea. This is where the atoms perform such magical tricks and actually transform themselves into a new material, though permitting no change in themselves, merely a rearrangement. Adding formaldehyde to thiourea produces the new resinous product which has received so much attention at the Koppers experimental laboratories. It is similar, but superior to bakelite and seems to have almost unlimited possibilities.

The new product—it has not been named yet—is non-inflammable, can be made in any color, or made transparent. This is an advantage over bakelite which can be made only in dark colors; it is equal to bakelite in machining and moulding qualities and in dialectic strength, but is more resistant to acids and alkalis and is stronger at higher temperatures, and will pass ultra-violet rays.

### Fireproof

Because of its fireproof qualities, it is expected that the new

substance will be used extensively for interior trim, window frames and other products which are desired in particular colors. One shipping company which has lines in the tropics is already using it to coat ship fittings to prevent corrosion. It can be used as a substitute for bakelite in radio construction, telephones, industrial fittings, instruments and in many other connections.

### Benefits Mankind and Saves Money in Purification of Gas

Discovering that atoms can be made to perform so as to transform a waste product into one which will benefit mankind and save thousands of dollars in the purification of manufactured gas is an outstanding contribution. It reflects the discernment and vision of the Rochester company, which enacted one of the initial scenes in this industrial tableau, as well as the specialized ability of the Koppers Company to follow through and actually develop the product into some of its component possibilities.

It is too bad we cannot see the atoms work for us. It would be even more amusing that a flea circus. Perhaps, however, it is sufficient that we are able to enjoy the benefits and the economies brought forth by the new product which their agility and industry, spurred on by man's indefatigable search for better methods has made possible.



*Candlestick made from this thio-urea and, right, some of the ammonium thio-cyanate, a Company by-product from which thio-urea is made.*



## OBITUARY



Mr. Vandy was a member of Genesee Falls Lodge, No. 507, F. and A. M. Interment was held in Mt. Hope Cemetery.

## PERSONALS



The wedding of Miss Esther Noelke, of the Domestic Sales Department, daughter of Mr. and Mrs. John C. Noelke of Mulberry Street, and Mr. Elmer H. Lerch, of the Investment Department, son of Mr. and Mrs. Phillip Lerch of Pioneer Street, took place recently in the Emmanuel Reformed Church. Reverend F. H. Diehm performed the ceremony.

The bride, who was given in marriage by her father, wore a gown of white point d'esprit over white princess satin and her veil of tulle was caught with a cluster of orange blossoms. She carried an old fashioned bouquet of white sweet peas and lillies of the valley.

Mrs. Albert Bremer, sister of the bride, was matron of honor. She wore a gown of green point d'esprit and carried a bouquet of yellow roses and snapdragons. The bridesmaids were Miss Loretha Yerger, who wore coral flowered net and Miss Letha Van Gilder, who wore blue flowered net and carried bouquets of roses and snapdragons.

Mr. Albert Bramer was best man, and the ushers were Messrs. Edward Vick and Merton Raymond.

Following the ceremony a dinner was served at the Rochester Club to members of the bridal party and the immediate families, followed by a reception at the home of the bride. Mr. and Mrs. Lerch left on a trip to New York, Atlantic City and Washington. They will make their home in this city.

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:

The mother of Miss Alice Baker passed away recently and the funeral services were held from the home, 69 Appleton Street, with burial at Mount Hope.

The mother of Messrs. Joseph and Charles Schnorr died on June 5, at the family home, 17 Kappel Place. Mrs. Schnorr is survived by her husband, her two sons, two sisters, three brothers and one grandchild. Funeral services were held from the home and from St. Michael's Church.

Mr. James P. Doyle, who had been in the employ of this company for thirty-five years, died at his home on March 3, 1930. He is survived by two sons, James B., and Frank A.; and by six daughters, Mrs. Charles E. Hague, Kathryn, Helen, Sarah, Agnes, and Gertrude Doyle. Mr. Doyle came to Rochester in 1879 from New York City where he had been in the employ of J. Pierpont Morgan. After a brief association with Woodbury Morse & Company, he entered the employ of the Rochester Gas and Electric Corporation, remaining with the Company until his death. Mr. Doyle was a member of the Eleven O'clock Club of the Order of Elks.

Through oversight, we have previously failed to mention the death of Mr. Charles Vandy, whose funeral was held some time ago from his home in 59 Hillendale Street. Mr. Vandy is survived by his wife, Mrs. Elsie Vandy, one son Robert, one sister, Mrs. Charles Wallace of Buffalo, and his parents, Mr. and Mrs. B. A. Vandy of this city.



Here's a "ducky" little news taken at the farm of Mrs. Benlah Boyce.

Mr. Kendall B. Castle recently received by mail a very interesting souvenir of the last transoceanic air voyage of the Graf Zeppelin. It was a letter which had been sent out from Rochester by Mr. Castle's father, Kendall B. Castle, well known Rochester lawyer. The letter bore one of the special \$2.50 stamps issued for the occasion by the United States Government. From Rochester it was transported to New York by train. Next, it went by boat to Germany where it was taken aboard the Graf Zeppelin and thence went by air to South America and, finally, to New York again.

Mrs. Pearl Winfield, Meter Reading Department, who has been with the Company for six years, has left its employ to spend her entire attention to home making. Upon her departure Mrs. Winfield, at a dinner in her honor at the Marigold, was presented with a traveling bag and numerous accessories and was given a rousing farewell by her many friends.

Mr. Elmer Lerch, Investment Department, recently completed a course in the Ithaca Training School for customer ownership salesmen.

Miss Helen Smith, Home Service Director, recently spoke before the members of the Home Lighting Course at the National Lamp Works of the General Electric Company, Harrison, N. J. Miss Smith's subject was: "Contacts with Architect, Speculative Builder and Contractor". Present at the school sessions was Miss Margaret De Laney, who gave an interesting account of the week's course at one of our Friday morning meetings for heads of departments.

Mr. Arthur Underwood of the Auditing Department recently garnered a prize for himself in a photo competition. Art's picture "Western Boy" was awarded first prize in a contest sponsored by the 'Photo Era' magazine.

Mr. Ormrod Titus, for some years purchasing agent at Rochester, has been promoted to become general manager of the Western Division, New York State Electric and Gas Association, at Lancaster, near Buffalo, N. Y. Mr. Titus is a graduate of Yale University and came to Rochester to work for the Rochester Gas and Electric Corporation in 1919.



"The Western Boy" just seems to exude the idea of sage and pine. This photo of Mr. Underwood's won first prize in a competition sponsored by Photo-Era.



Raymond Clark, cooling off after six "bat" weeks of window display planning during the Refrigeration Jubilee.

ing the ceremony and the best wishes of friends, Mr. and Mrs. McEneaney departed for a western tour which included an extensive motoring itinerary and a boat trip on the Great Lakes. They are now at home to friends at 179 Kingsboro Road.

We offer our congratulations to Mr. Harvey J. Klumbe, Assistant Superintendent of the Electric Meter Department, who was elected Chairman of the Rochester Section, American Institute of Electrical Engineers, at their annual meeting held recently in Kilbourne Hall, Eastman School of Music. Mr. Klumbe has been a quite active member of the organization and his election to this post is due recognition of his efforts in its interests.

Mrs. Hattie Garis, Purchasing Department, recently enjoyed one week's vacation visiting relatives at New York and Point Pleasant, N. J. One of the interesting side trips taken by Mrs. Garis and her husband, who accompanied her, was a visit to Philadelphia. Here they inspected the Betsy Ross House, the Quaker House, Independence Hall and many other places of historical interest.

"The Scheming Six" was the title of a comedy in one act and two scenes which recently was presented at the Church of the Master, on lower Lake Avenue. In the cast, Miss Dorothy Wheeler had a prominent part as Miss Martha Elliott, Headmistress of the Pinchill School for Girls. The presentation was directed by Vera Gibbs Virkus. Her talent as a director and the excellent work of the entire cast resulted in an entertainment that was greatly appreciated by a large audience which entirely filled the new hall of the church. Proceeds from the entertainment will be devoted to the purchase of equipment for the Primary Department of the Sunday School.

Mr. Clarence Latimer of Andrews Street has been gaining a few laurels in the field of orchestration. Mr. Latimer has an orchestra that is known as Bert Latimer's Vagabonds. Recently in a contest staged at the Riviera Theatre, Bert's carefree musician's came away with a silver loving cup, indicative of first prize. Along with this Bert's band earned thereby the right to broadcast over Station WHEC. In fact they have already given two Saturday afternoon Children's Parties from the stage of the Riviera Theatre. Good luck, Bert.

Mr. Charles Timmerman and two of his friends are making plans to build the first light parasol monoplane to be constructed in Rochester. They are to get their motor of the Heth-Henderson Company of Chicago, and will themselves do all of the construction or assembling work required. This should satisfy Charles' well known interest in aviation and give him a satisfactory relief from his more arduous singing engagements.

Mr. C. J. McEneaney, of the Investment Department, was recently married to Miss Lois Jiles of this city. Follow-



On Monday, June 2, the Investment Department began the new month by selling \$16,900.00 in Associated bonds. This activity in Associated securities follows an exceedingly good record of sales for May, which bear the preceding month's record by a matter of approximately 40%.

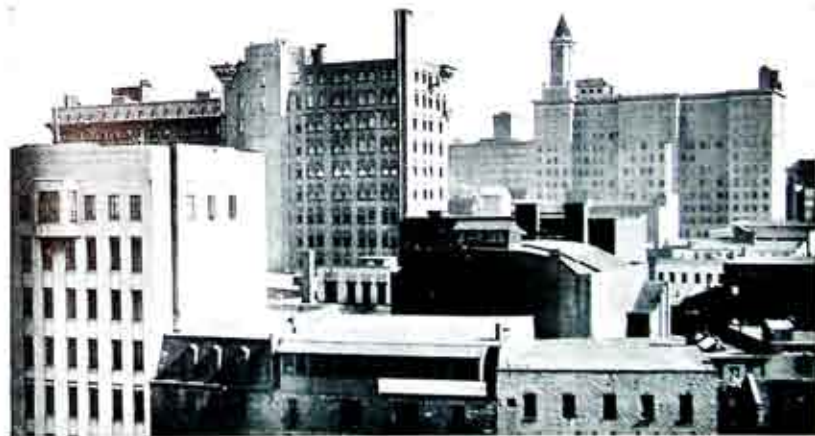
Mr. Frederick W. Fisher, Manager Personnel and Public Relations, is busy with his new work which includes in its scope the requirements of the Associated Organization in its entirety. Among other activities, Mr. Fisher is engaged in making studies and surveys relative to co-operative courses and varied other educational features furnished by colleges and universities in Associated territory. Mr. Fisher's headquarters will continue to be Rochester.

Mr. Edwin F. Russell, son of President Herman Russell of the Rochester Gas and Electric Corporation, is making a name for himself out at Ann Arbor, University of Michigan. Edwin is 19 years of age and is a sophomore. At Evanston, Illinois, recently, in the Big Ten meet, he finished second in the quarter mile dash and was on the Michigan relay team which won first place

honors. Mr. Russell was awarded his coveted "M" a short time ago. He is a member of the Phi Sigma Kappa fraternity, and was recently elected to the "Triangles". While at the Rochester Monroe Junior High School Edwin was manager of the soccer team, president of the Hi-Y Society, president of the students council, manager of the baseball team and a member of the National Honor Society. It looks as though he was made of the same "stuff" which has made his Dad city tennis "champ" some years back and later an outstanding personage in Rochester's industrial, civic and community life.

Mr. Edgar B. Robinson, former assistant purchasing agent at Rochester, and a graduate of the Rochester University, has been made Rochester Purchasing Agent. Mr. Robinson succeeds Mr. Ormrod Titus.

One of the happy events marking the departure of Mr. and Mrs. Edward L. Wilder and family from Rochester to their New York home, was a dinner dance given in their honor by Mr. and Mrs. Roger De Wolf and Mr. and Mrs. Aiden L. Covill. It was held at the Monroe Golf Club on June 14.



Part of Rochester's growing skyline from west bank of Genesee River. The Security Trust Building is in the foreground, with the new Lincoln-Alliance Bank Building dominating the right side of the picture.



MR. Charles Mott started with the Company 22 years ago. His position was stove blacker in the Gas Street Department and he earned \$9 per week; think of it! He had just come in from a farm, where there was lots of hard work to do such as every farming person is acquainted with. Blacking stoves seemed not so hard to Mr. Mott after the endless requirements of farm routine with its early and late hours. Therefore, he was happy and contented. He polished gas stoves and ranges with a vengeance. Later, he did outside work, drilling furnaces for hot water connections.

When the Gas Improvement Service was inaugurated in 1921, Mr. Mott was one of the original crew who worked regularly to maintain the gas ranges and other equipment of customers in apple pie condition. In 1924, a similar serv-

ice was inaugurated for domestic electrical customers, the men who performed this work being called Service Improvement Inspectors. Mr. Mott has since been continuously in this work. He was kept at it when, about two years ago, the rest of the crew were discontinued, and for the last two years he has been the whole "show". He has covered Rochester — times, looking for minor repairs to make to customers' equipment, making adjustment to burners, selling lamps, etc., he knows gas and electric appliances just like Trader Horn knew his pots, pans and kettles and housewives came to know him equally well.

With the final discontinuance of Mr. Mott in Service Improvement work, he will again return to the Gas Street Department where, twenty-two years ago, Mr. Hoddick said to him, "Mr. Mott, have you got a pair of overalls?" The past twenty-two years in the outdoors have been very enjoyable ones, Mr. Mott said, and judging from a photograph he showed us, he looks younger than he did when he first came in from the farm. Part of this may be due to the fact that the long black mustachios which he sported in the olden days for many years has ceased to be an identifying physical land-mark.

Mr. Carl Wittman, cashier at the Rochester Offices, recently became a hero. While at the Calumet Canoe Club, on the Genesee River, he heard the screams of a young woman who, with two young men, had become imperiled in an overturned canoe in mid-stream. Mr. Wittman rushed to a canoe at the river bank, and as no paddles were available there, he grabbed a piece of board fence and used it in hastily getting to the three persons who were hanging on to their overturned canoe. Carl succeeded in reassuring them, gave them hope, and finally pulled them all to shore amidst the cheers of hundreds of motorists who looked on with much horn honking from the riverside boulevard.



Spotting still after 22 years of service, Mr. Charles Mott seems just as chipper as when lumbering draft horses and bicyclists constituted the dangers to pedestrians.



ward. Carl was written up heavily in all local papers, but took his new-found fame with dignified modesty. Since this publicity, Carl has been besieged by hundreds of insurance agents, real estate dealers and by almost every class of salesman at large, all of whom tried to sell him something. Such is the price of fame.

President Herman Russell has just completed one year as President of the Rochester Civic Improvement Association. This organization is sponsored by public spirited citizens interested in promoting the new City Plan. Mr. Russell was organizer and first president of the Association and he now becomes a member of the Executive Committee. Mr. Edward G. Miner, Vice President of the Rochester Gas and Electric Corporation, and President of the Pfaudler Company, was elected Vice President of the organization.

Mr. J. R. Ramsay, District Manager of the Associated properties at Lancaster and Depew, was recently given full charge of the Mechanicsville territory. In view of the greater size of this district, the change is a deserved promotion. Congratulations, Mr. Ramsey.

## No Ice To-day

DOWN the street the ice wagons ramble,  
But my wife heeds not their call;  
For she has no further dealings  
With the ice man brave and tall.  
He may sell his wares to others,  
For within our kitchen bright,  
We've installed refrigeration  
In a box of gleaming white!

Nevermore you'll hear me grumble  
Of the food that goes to waste;  
For our automatic ice box  
Keeps it pleasing to the taste;  
Nothing ever spoils or sours;  
Everything is fresh and sweet;  
And the little trays of ice cubes  
Make our home life quite complete!

Thought at first I'd never buy it;  
Seemed like quite a bit to spend  
On an automatic ice box;  
But it's paid me in the end;  
Very little cost to run it,  
And I'm telling you today,  
If you use refrigeration  
You will find that it will pay!

VIRGINIA M. WOLVERTON,  
West Station



Nature arrayed in her most beautiful garments, along Darka Creek in the springtime. The picture shows a depth of photographic beauty possible only through the aid of a filter.



SELECTED

# FUMES AND FLASHES



## POOR SMITH!

Silas—"There goes Hi Smith. Hi ain't the man he used to be."

Zeke—"No, and gol darn him, he never was."

## HELP YOURSELF!

Sweet Young Thing—"Is this the weather bureau?"

W. B. Man—"Yes, marn. What can I do for you?"

Sweet Young Thing—"How about a shower tonight?"

W. B. Man—"It's all right with me. If you need it, take it."

## GET IT OVER!

If you have something to say—say it!

Boil it down until it simmers,

Polish it until it glimmers;

If you have anything to say,

Don't take half a day—

Say it!

## MILES O' SMILES

A certain salesman was proposing to his best girl.

"And, Sweetheart," he finished, "I'll lay my whole fortune at your feet."

"It isn't a very big fortune," she reminded him.

"I know, dear," he replied, "but it'll look awful big besides your little feet!"

He got the job.

## STATECRAFT AT HOME.

First Suburbanite—"We are getting up a league of nations in our suburb. Have you heard about it?"

Second Suburbanite—"No, what is it, a straw vote?"

First Suburbanite—"No, it's an agreement between those who are planning a garden this year and those who are planning to keep chickens."

## THAT'S THE BIRD!

"He drove straight to his goal," fervently spoke the orator. "He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?" He paused for effect. "A truck driver," came a knowing voice from the rear.

## SAND BLASTING!

One balmy night recently a beautiful young girl sat on the sands at the bathing beach. Her bashful swain was by her side. She cuddled close to him and laid her head on his stalwart shoulder, but it brought no result, except that he stealthily kissed her hair, of which she was unaware. She looked wistfully, and looking up at him with soulful eyes, whispered in a voice husky with emotion, "Kiss me."

"I can't," he managed to articulate, "some sand got into my mouth."

"Then swallow it, boy, swallow it," she snapped. "If ever anybody needed sand you certainly are the guy."

## AIN'T THAT SOMETHING!

Whereas, Yesterday is dead, and

Whereas, Tomorrow does not exist; be it therefore

Resolved, That Today is the time fraught with golden opportunities.

## MY STARS!

The new night-watchman at the observatory was watching some one using the big telescope. Just then a star fell. "Begorra," he said to himself, "that felly-sure is a crack shot."

## DETECTIVE.

The stout lady on the scale was eagerly watched by two small boys.

The lady dropped in her cent, but the machine was out of order and only registered 75 pounds.

"Good night, Bill," gasped one of the youngsters in amazement. "She's hollow!"

## A TOAST

Jolly the fellow who's down today,

Give him a smile for his sorrow,

For this old world has a funny way,

And you may be down tomorrow.

## YOU!

I honk, stop, then let in the clutch,

With caution somewhat overmuch

And watchfulness alert, I start,

Just as across the street you dart

Jaywalking or jayrunning, you

Not warning me, jump into view;

My heart leaps nimbly to my throat,

Believe me, sir, you get my goat.

In panic, I jam on the brakes,

Why can't you look, for goodness sakes!



# Think!

er

IT'S a little thing to do,  
Just to think,  
Anyone, no matter who,  
Ought to think.  
Take a little time each day  
From the minutes thrown away,  
Spare it from your work or play,  
Stop and think.  
You will find that those who fail,  
Do not think.  
Those who find themselves in jail,  
Do not think.  
Half the trouble that we see,  
Trouble brewed for you and me,  
Probably would never be  
If we'd think!

—Selected.





## Life's Sweetness

es

*There isn't much to life but this:  
A baby's smile, a woman's kiss,  
A book, a pipe, a fire, a friend,  
And just a little cash to spend.*

—Selected.