



GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

Vol. 18 • No. 1

June

"A Carpet of Snow
So Richly Spread"

Perspective...

As you look far down long the railroad track,
An' you scratch yo' crown an' yo' brains you rack,
"By gum" you say, "How dat train don' gwine
To make her way whar de two rails jine?"

'Long comes de train, but it don't appear
To bodder de brains of de engineer;
An' den you find, on nearer sight,
Dat de rails don't jine an' de track's all right.

Jes so we all, in de future far,
See de track grow small, "How we gwine pass dar?"
But we 'proach de place, an' it wider seem,
An' we fin' dar's room for a ten-mule team.



—Selected.



We take this
belated opportunity
to wish you all a very
Happy New Year



The R. G. and E. Camera Club held its first hike during December, and the pictures shown above were among the "shots" of the afternoon. Club officers are: President, Howard Harding; Vice President, Helen Smith; Secretary, Floyd Mason; Treasurer, Edith Holdgate. Program Chairmen are Arthur Underwood and Willis E. Hughes. Outdoor activities are in charge of Jake Felbam and Landis Smith. The Advisory Committee consists of Messrs. Herman Russell, F. W. Fisher and Dr. Wightman.

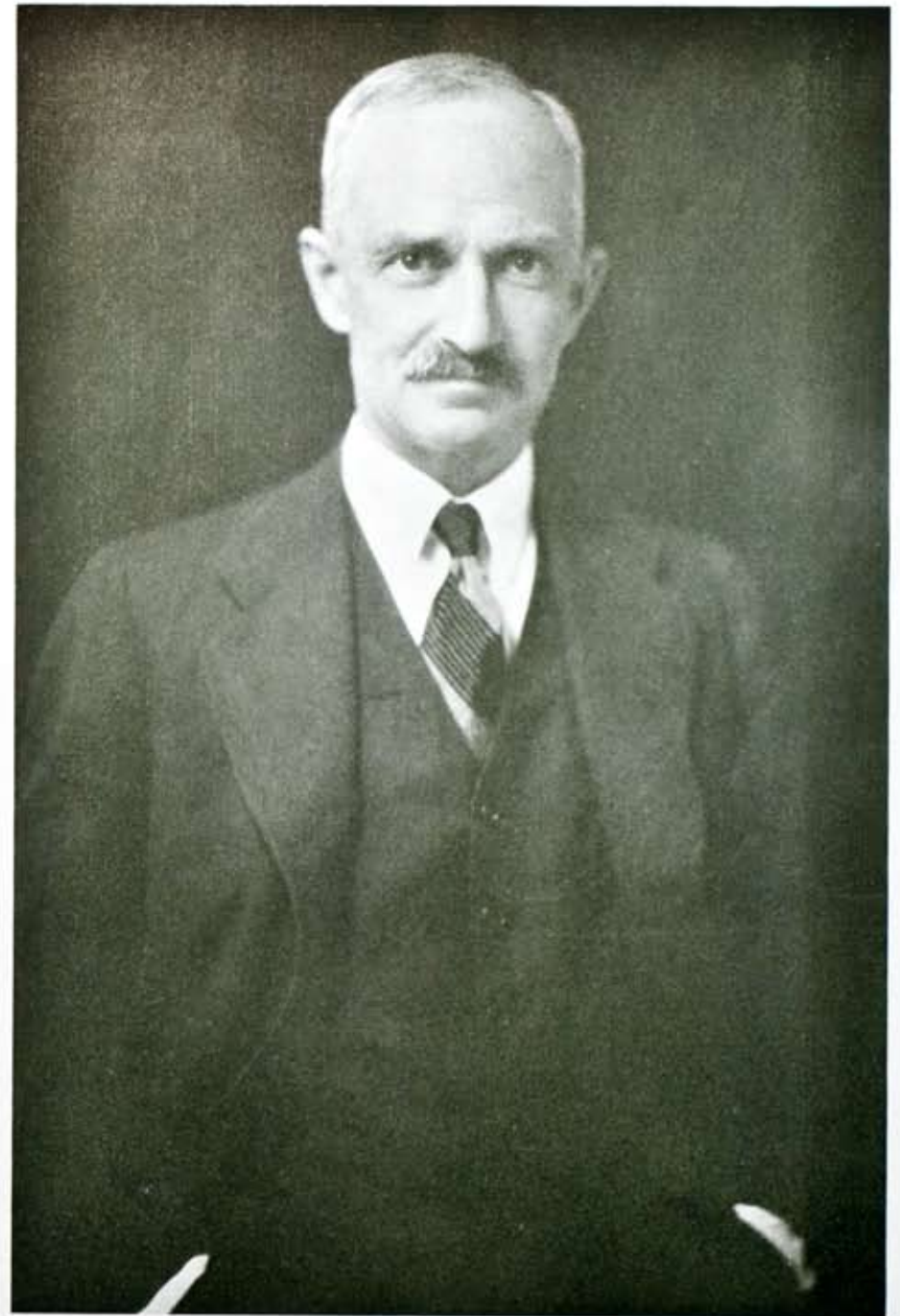
To Employees, Stockholders and Customers:

With this number the Rochester Gas and Electric Magazine resumes publication after a lapse of three and one-half years. The problems confronting the utility industry at this time are many and complex. The magazine offers a valuable medium of exchange of information as between the many Company departments and its two thousand employees. It serves to keep us closer in touch with one another, gives to all a better and more complete picture of what is happening in a Company whose operations are so varied and extensive that it is often difficult to know what is going on in our midst. The more each one of us knows about our Company and the work and problems of other departments, the easier and more efficient our own work becomes and the better we are able to further the Company's interests and those of the people of the community in which we live.

It is important also that those whom we serve and those who are financially interested in the Company—our customers and our stockholders—know as much of the Company, its operation and the problems confronting it as possible. Through knowledge comes understanding. The greatest obstacle we have to overcome is lack of knowledge of our policies, our operations, our purposes. We have nothing that we wish to conceal from the public—our operations are an open book. We welcome the suggestions of all in an endeavor to improve our methods and public relations. This magazine is one way we have of getting and keeping in closer touch with you. We need the whole-hearted support of every employee, the co-operation of every stockholder and the intelligent interest of every consumer.

I believe the magazine will be a valuable means towards this end. That is the reason for resuming publication.

Herman Russell



HERMAN RUSSELL
PRESIDENT
ROCHESTER GAS & ELECTRIC CORPORATION

whose message to Employees, Stockholders and Customers in connection with the return of Gas and Electric News should be read by all employees and friends of the Company

GAS & ELECTRIC NEWS

Published by The Rochester



Gas & Electric Corporation

Vol. 18—No. 1

February, 1934



ELLIOTT 34

Howdy, folks, this is Gas and Electric News. I've been away for a spell and have a lot of visitin' to do to get acquainted with you all again. I thought I'd never get around that "corner" back yonder, but I made it and I'm sure glad to be back in your homes again. If there's anything you think I ought to know about what's going on, just send it to Gas and Electric News, Third Floor, Gas and Electric Building. I'll be seein' ya again next month. So long for now.

A Nation's Courage Rewarded

AMERICA doubtless can lay claim to more first class plain and fancy whistlers than any country on the map. The proof is simple. For many depressing years Americans have been "Whistling" in the dark" to keep up their spirits. This whistling, in most cases, has been a mere psychological sugar pill, but how it has helped to keep us from giving in completely to the Big Bad Wolf of Depression which stormed our national doormat.

Because of this indomitable spirit of never-say-die, and the traditional courage of the American people; because of their confidence in American institutions and leadership to eventually shake off a national economic and industrial catastrophe; because of these and many other factors America has finally emerged from one of the most persistent and painful depressions it has yet encountered.

The "Corner" Passed

What exceptional whistlers we became. When things were darkest, we were sure we could see in the dim, drab future that "Corner" or turn in our luck which we so much desired. That corner, however, proved many, many times to be a mirage, and not the miracle we all so much coveted. Most important, however, is the fact that we kept right on whistling, and hoping, and praying, and trying.

This nation of professional whistlers has finally been rewarded. The terrible specter of the depression has unmistakably been counted "out". We hope he has been licked so badly that he will not soon return.

We are glad that in the first issue of the revived Gas and Electric News, we can point with pride to definite improvement in Rochester business. Among the items of increase for 1933 over 1932 for the months of September, October and November are increases in passenger car sales of 75%; average factory payrolls 19% and freight car loadings 11%.

During the past few days optimistic reports have come from such representative Rochester firms as the Bausch & Lomb Optical Company, the Gleason Works, the J. Cunningham Son & Company, the Pfaudler Company, Stromberg-Carlson Telephone Manufacturing Co. and others. Substantial orders have been received for world-famed Rochester products of quality, more employees are being put back to work and the wheels of industry are again beginning to hum.

Accelerating business is already calling men from welfare jobs to their accustomed work. What a happy day it is for them. Before long we shall be able to maintain a normal, wholesome morale without the aid of this national whistling exercise. Good old WORK, the best tonic a man or woman ever took, will soon have us all busy enough to forget troubles—past or present. Happy days are here again, and how we are going to enjoy them.



W

Old Man River Cast as Villain in Melodramatic River Epic

The illustrations will help to round out the "between the lines" part of the story presented below, a story of a fight to the finish with Old Man River. This epic tussel with the elements accentuated the loyalty of our employees, the flexibility of our operating units, the value of good telephone service, and many other factors. Nothing just like it ever happened to us before, yet, it could come again next week. While we make that last remark we have our fingers respectfully "crossed".

MANY dramatic and tragic things happen in utility operation which never appear in the papers, and which are not reflected in next month's gas and electric bills. They comprise the occurrences which, to Company officials and employees, are merely details in line of service. While the City sleeps, employees safeguard your electric supply and frequently undergo great hardships and hazards in order that the public may have its morning toast and coffee, its usual trolley ride to work and even work itself.

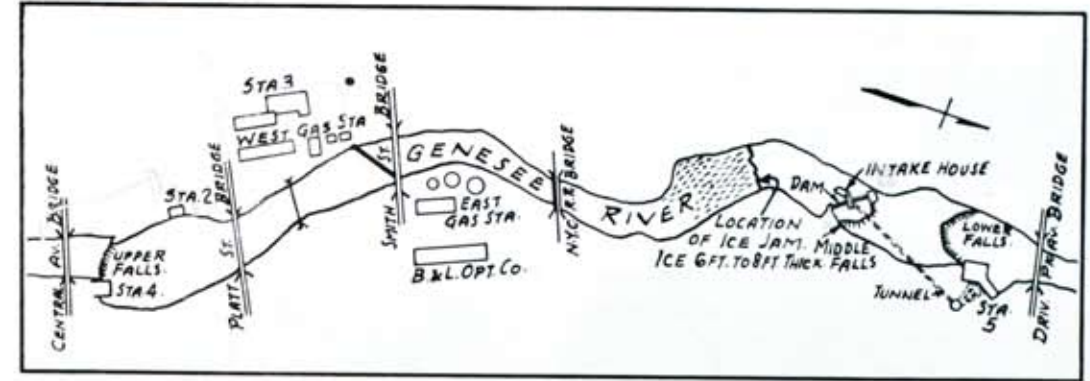
Broadcast Over WHAM

This episode in Company history, however, possesses so many dramatic angles that it is worth telling again, even though you heard it over the Company's broadcasting period from Station WHAM on Tuesday evening, January 9.

The usually placid Genesee River jumped out of its accustomed character on January 2, and became a rip-roaring demon on trouble bent. Zero weather a week before this incident froze the ice in the lower river above Station 5 Headgates to several feet in depth. The



Looking south from the intake house at the Headgates of Station Five, showing east side of the Genesee River pond packed with ice. Ice in this pond usually goes out before the upper river ice arrives. This year, it was thick and well anchored to the shore and pond bottom, therefore comprising one of the reasons for the ice jam, which formed just beyond the curve in the river.



Free-hand drawing, not to scale, but which shows some of the Company properties mentioned in this article. The terrain covered is from Central Avenue bridge, extreme left, to the Lower Falls, extreme right. It is equivalent to a birds-eye view, looking west from the top of the Bausch & Lomb plant, North St. Paul Street.

heavy all-night rain of January 1 sent a torrent of water down stream from the Genesee Valley. When the thick ice in the lower river held fast, anchored to river bed and shores, trouble was in store. Rising temperatures aggravated conditions.

Ice Jam Forms

Ice began flowing over Court Street Dam with the high water and caused a huge ice jam to form in the river be-

tween the Headgates and the R., W. and O. Railroad bridge just north of West Gas Station and Bausch & Lomb's. The unprecedented high water rose until it reached a height of sixteen feet at the Upper Falls and began coming in the doors at Station 2, just south of the West Gas Station. This is the way matters stood when our telephone rang on the morning of January 2 and George Howell, Superintendent of Station 5,



Companion picture to one on opposite page, showing west half of the river just after the ice jam was broken and the flow ice began to come down stream. Much of this ice jammed the intake racks, preventing water entering the huge tunnel waiting to conduct it to Station 5, at the Lower Falls.

said, "If you want to see the biggest pile of ice you ever witnessed, hurry down to the Headgates and bring your camera." The illustrations herewith will speak for themselves.

Like a Chess Game

At the Headgates various executives of the Electric Department, who were on the job early, had a force of men doping out the situation. Like chess players, they were trying continually to check-mate Old Man River, to plan the best "next move". And Old Man River just kept roll-roll-rolling along. The Crisis came when high water made it apparent that Station 2 would be flooded out unless something was done at once. The answer to this problem was forthcoming. It was the right answer. Had it not been, we would not be as anxious to publish this story. Let it be said, however, that because of the training, executive ability, courage and loyalty of everyone concerned in this equation, the City had service as usual throughout this or-

deal with the exception of a small shut down of service to a few industrial customers for a period of only thirteen minutes.

The first stage in the successful doping out of this situation was to open the sector gates at the Headgates, releasing an avalanche of pent up flood water. This broke the jam, but it flooded the intake tunnel racks and put Station 5 out of business. Station 5 had been carrying the lion's share of the electric load because the condenser pits at Station 3, above the ice jam and just south of the West Gas Works in the highest water zone, had been compelled to cease operations. The two main generating plants were now "out" and 60% of the total Rochester electric load was transferred through interconnection to the Niagara line.

Day and Night Job

Tireless employees fought the ice all day long and well along toward midnight. Every available man was pressed



The Headgates rack house, where Company employees from various departments were pressed into service to free the tunnel intake racks. With long-handled grappling hooks, these men are shown hooking out the tons of ice and debris collected in the racks at either side of the long building, thus making it possible for water again to enter the intake to the huge underground tunnel which conducts it 1,500 feet underground to the turbines at Station Five.



Another view of the ice jammed in at the top of the sector gates, shown below, after the ice jam upstream gave way and released the tons of pent up water which rushed downstream like an avalanche. An all-time high water mark was set upstream, north of the Upper Falls, the water reaching a height of sixteen feet at Station 2 where it began rushing into the station doors and windows.



One of the Station Five Headgate sector gates which was opened soon after this picture was taken to help release the flood water and thus help to break the huge ice jam above. Old Man River kept scores of employees busy doping out the proper "next move". It was not unlike a game of chess, but eventually, the river lost.



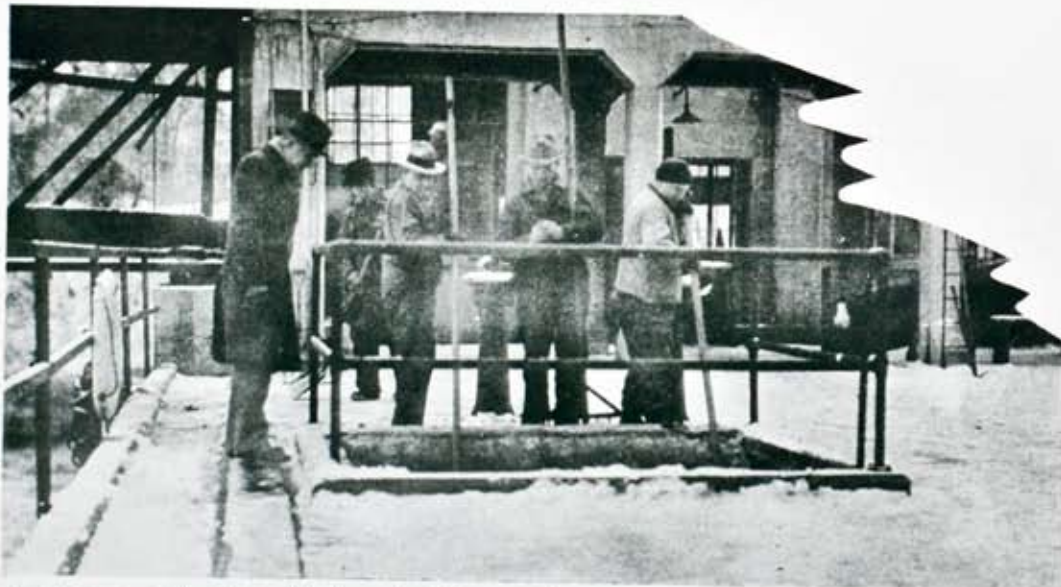
Mr. Andrew E. Johnson at one of the sector gate controls which operate the mechanism which opens the gates when it is desired to spill water over the dam.

into service that day to clear the racks, or filters through which the water enters a huge tunnel conducting it to the tur-

bines at Station 5. This tunnel is 22 feet in diameter and 1,500 feet long and extends underground from the Headgates to the Lower Falls of the Genesee. These racks were blocked with tons and tons of ice and debris. One of our illustrations shows the rack house where the men are grappling for the ice cakes and pulling them out of the racks with long poled grappling hooks.

Never-Say-Die Spirit

This battle was a tough one. The men stuck to their posts, however, with a never-say-die spirit. They were fed on the job. They worked for hours and hours and finally were rewarded by seeing the water again rushing through the gates on its way to the huge Station 5 turbines. The Old Man River had at last been "licked". Whether he comes back for more will possibly be another story. We know, however, that as he went limping away, down stream, he cast a last furtive glance toward the group of stout-hearted men that had vanquished him and said under his breath, "This R. G. and E. bunch is a tough one to pick a fight with. They sure can 'take' it."



A scene just outside the big Headgates Rack House, where employees using long grappling poles attempt to free from ice and debris the fine screen sector gate operating intake. The Control house is visible in the background.

where this new equipment will pay for itself in from eighteen to twenty-four months, depending on the type and amount of cooking being done. The heavy insulation puts the heat into the cooking and not into the kitchen.

Pay Big Dividends

The automatic oven heat control makes it possible to do the roasting and baking at a temperature best suited for the particular job you wish to do, eliminating the human element with the least gas possible. These new ranges will pay greater dividends to the user than any other investment I know of in the hotel and restaurant business.



Insulated Gas Ranges cost but a trifle more than obsolete models but in most cases will pay for themselves in less than a year's time.

The Nunn Brass Works Uses Modern Lighting

One of the recent lighting jobs of the Industrial Sales Department is that of the Nunn Brass Works, 17 Wentworth Street. Glass Steel Diffusers consisting

of porcelain enameled reflectors above the glass globes enclosing the lamps give an almost shadowless light. The installation was in charge of Mr. Dean Johnson.



The modern lighting of the Nunn Brass Works gives an almost shadowless light, making this place literally a daylight factory. Such lighting cuts down spoilage, increases efficiency and production and makes a big "hit" with employees who are freed from the annoyances of eyestrain.

Service of Song Added to Company Products

AFTER the world was created, the Almighty separated it into the sea and the land and eventually populated it with the birds of the air and the beasts of the field. Doubtless the Creator realized what a place song was to have in our lives. His very creatures sing to us from the branches overhead and inspire us with a desire to emulate them. The lark, nightingale and the canary are but three of our most famed songsters. Few human beings, however, ever reach the nightingale stage, notwithstanding the invitation of a popular song, "Let all Sing Like the Birdies Sing."

Music a Universal Language

Human beings generally have a keen appreciation for music, harmony, rhythm. Some of us have to take our music vicar-

iously and get what pleasure we can from listening to others. Many of us, however, just "Love to Sing". Into this classification fall the members of the Rochester Gas and Electric Male Chorus.

Organized Three Years Ago

This chorus was organized about three years ago by Director Frank Houston and President Willis E. Hughes. The first season was a difficult one with problems of organization and training. The perseverance and never-say-die spirit of the officers and members of the Chorus, however, coupled with the skillful training they received, began to take effect. Practice periods each week rounded out voices that needed strengthening and eventually a semblance of real harmony began to assert itself; members im-



Members of the R. G. and E. Male Chorus, left to right, back row: Messrs. Scabill, McGregor, C. Brown, Pike, H. Brown, Dupont, Hill, Favese; Middle row: Weir, Millard, Lewis, Kress, Mason, Prothero, Robinson, Close, Dorkey; Front row: Coyne, Secretary; C. O'Brien, Vice President; Houston, Director; Miss Horner, pianist; Taillie, Assistant Director; Hahn, Librarian, and Hudson. Members not in picture: Messrs. Hughes, President; Stevens, Noble, Blatchley and Smith.

proved in reading and, finally, the results obtained were such that confidence was inspired and numerous requests came in for the services of the Chorus.

An appreciated factor in the progress of the Chorus has been the keen interest and enthusiasm of the President of our Company, who is an honorary member. Through his invitation the Chorus first sang over Station WHAM in the "On Wings of Song" weekly R. G. and E. musical program. Even though our "Feathered Friends" can still out-nightingale us in harmony, we can, thanks to Mr. Russell, run them a good second in the matter of personal appearance. We refer to our new uniforms of blue flannel, with their snappy R. G. and E. pocket emblems. If "Clothes Make the Man" they surely help to put him in the psychology of song.

Busy Spreading Harmony

Thus far the R. G. and E. Male Chorus has rendered programs at Geneseo, Geneva, Lockport, Lancaster and sung locally for Station WHAM, the Thursday

Aid Charity Bazaar at the Rochester Club, the Boosters Meeting at the Rochester Club, the Cook Circle at the Y. M. C. A. on Gibbs Street and at the Company's Christmas party which featured President Russell's Sunshine Fund, for which more than \$250 was raised to be spent to make sick people happier. The last two appearances were before the Sodus Masonic Lodge and at the Lincoln, N. Y., Baptist Church.

The Chorus has many future dates booked. Besides the personal "kick" members get from singing, the Chorus will unquestionably generate much good will for the Company, whose ideal is to bring greater happiness and satisfaction to its thousands of customers through the service it renders the community. And now, to those products of Power, Heat and Light, let us add still another Company service—the service of SONG, a product which the world can always use.

The Women's Chorus has been singing about one year. We shall tell you more about them in a later issue.



Members of the R. G. and E. Women's Chorus, left to right, back row, the Misses McAdam, Martin, (Mrs.) Yanko, F. Smith, Hering, H. Smith, Moore, Bouche, Fredricks, Yendes and Mrs. Napier. Center row, left to right, the Misses Tompkins, Neidemeyer, Honneywell, Millar, Amalia, Caldwell, Cole, Robena, Stickney, Cameron and Waltuck. Front row, left to right, the Misses Rodak, Shippey, Rice, Rockwood, Frank Houston (Director), (Mrs.) Spindler and the Misses Bowman, Crocker, and Horner, Pianist.

Employee Load Building Activity

Report for 5 Months Period—August 1st to December 30th, 1933.
Number of weeks, 22.

	Total Sales in Dollars	Total Estimated Annual Revenue	Total Appliance Prospects Received	Yearly Quota in Bonus Points	Bonus Points Secured to Date	% of Yearly Quota
Canandaigua	\$ 5,465.67	\$ 3,612.55	213	700	1,257	179.6
Genesee Valley	2,610.36	1,338.10	287	1,400	521	37.2
Sodus	1,831.38	704.46	194	600	246	41.0
Wolcott	556.05	319.50	63	300	238	79.3
Total Rural Districts—Rochester (East)	\$10,463.46	\$ 5,974.61	757	3,000	2,262	75.4
Roch. incl.	67,267.16	28,444.22	1,715	12,425	8,503	68.4
Total R. G. & E. Districts	\$77,730.62	\$34,418.83	2,472	15,425	10,765	69.7

The following twenty-three Rochester teams have secured the necessary proportion of their year's quota in bonus points (42.3% of yearly quota) for the period of from August 1st to December 30th, covering 5 months or 22 weeks:

Team No.	Captain	Department
1	L. East	Gas Distribution.
2	C. Schlenker	Gas Shop.
4	F. Pfluke	West Gas Station.
5	H. King	West Gas Station.
6	W. Spears	West Gas Station.
7	F. Valenza	West Gas Station.
8	L. Bowman	East Gas Station.
15	J. Schenk	Steam Distribution.
18	R. F. Close	Station No. 3 (Steam Generation).
19	G. Knight	Station No. 3 (Electric Generation).
20	Wm. White	General Maintenance (Shops).
21	J. Baker	General Maintenance (Tool Room).
22	H. Nichols	Auditing.
23	P. J. Miller	Auditing.
24	W. Seidel	Consumers Bookkeeping.
25	R. B. Fulton	Consumers Bookkeeping.
26	H. J. Hill	Consumers Bookkeeping.
28	J. G. Ross	Service and Telephone.
29	W. J. Marks	Coke Sales.
30	T. H. Nash	Transportation.
31	I. Lundgaard	{ Engineering—Personnel— Industrial Sales.
33	J. F. Sharkey	{ Treasury—Office Maintenance— Home Service and Domestic Sales.
34	W. N. Kearns	East Rochester Office.

Of the above teams, the following have secured their entire year's quota (100% or over) at the end of the first five months: Captains C. Schlenker, J. Baker, W. Seidel, R. B. Fulton, W. J. Marks, I. Lundgaard, J. F. Sharkey, W. N. Kearns, and V. A. Miller, Major of the Sixth Brigade.

The "R. G. & E. Load Builders"

Report for month of December (5 weeks) and period from August 1st to January 30th, 1933. Number of weeks, 22.

Team Number and Captain	Quota for Dec	Points Secured Dec.	% Quota Dec.	Quota for Year	Points to Date	% of Yearly Quota
1. L. East	58	54	93.1	600	368	61.3
2. C. Schlenker	75	220	293.3	725	812	112.0
3. E. J. Crane	87	37	42.5	900	205	22.7
1ST BRIGADE—MAJ. V. HODDICK	220	311	141.3	2225	1385	62.2
4. F. Pfluke	12	24	200.0	125	75	60.0
5. H. King	12	28	233.3	125	77	61.6
6. W. Spears	12	21	175.0	125	63	50.4
7. F. Valenza	12	28	233.3	125	59	47.2
8. L. Bowman	10	13	130.0	100	55	55.0
9. G. Calderwood	10	6	60.0	100	41	41.0
2ND BRIGADE—MAJ. R. KRUGER	68	120	176.4	700	370	52.8
MCF DIV.—GEN. A. M. BEEBEE	288	431	149.6	2925	1755	60.0
10. E. Schlueter	26	30	115.3	250	52	20.8
11. G. Swartout	16	25	156.2	150	53	35.3
12. G. Fiedler	17	5	29.4	175	65	37.1
13. A. Gosselin	67	46	68.6	700	126	18.0
14. C. W. Miller	87	34	39.1	900	138	15.3
15. J. Schenk	12	27	225.0	125	124	99.2
3RD BRIGADE—MAJ. C. G. DURFEE	225	167	74.2	2300	558	24.2
16. D. Bruce	16	20	125.0	150	62	41.3
17. R. McComber	12	7	58.3	125	39	31.2
18. R. F. Close	16	50	312.5	150	125	83.3
19. G. Knight	12	47	391.6	125	120	96.0
20. Wm. White	10	42	420.0	100	69	69.0
21. J. Baker	10	106	1060.0	100	132	132.0
4TH BRIGADE—MAJ. I. E. POWELL	76	272	357.9	750	547	73.0
KWH DIV.—GEN. E. R. CROFTS	301	439	145.8	3050	1105	36.2
22. H. Nichols	16	34	212.5	150	88	58.6
23. P. J. Miller	16	28	175.0	150	131	87.3
24. W. Seidel	16	39	243.7	150	153	102.0
25. R. B. Fulton	16	36	225.0	150	185	123.3
26. H. J. Hill	16	18	112.5	150	95	63.3
27. L. Newman	160	185	115.6	1650	328	19.8
28. J. G. Ross	67	94	140.3	700	627	89.5
5TH BRIGADE—MAJ. F. H. PATTERSON	307	434	141.3	3100	1607	51.8
29. W. J. Marks	36	48	133.3	375	435	116.0
30. T. H. Nash	58	170	293.1	600	441	73.5
31. I. Lundgaard	77	243	315.5	800	1123	140.4
32. J. Schnorr	45	32	71.1	450	118	26.2
33. J. F. Sharkey	96	289	301.0	1000	1787	178.7
34. W. N. Kearns	12	8	66.6	125	132	105.6
6TH BRIGADE—MAJ. A. V. MILLER	324	790	243.8	3350	4036	120.4
MO DIV.—GEN. E. C. SCOBEL	631	1224	193.9	6450	5643	87.4
TOTAL ROCHESTER DISTRICT	1220	2094	171.6	12425	8503	68.4

Russell Sunshine Fund Boosted at Employee Party

ONE of the largest parties held during 1933 was the Christmas Party enjoyed by Company employees at the Andrews Street Offices. This enjoyable social function gave our employees a first opportunity to demonstrate the harmonious high-spots of the combined men's and women's choruses. Selections were sung by each group, as well as by the combined, augmented chorus comprising more than fifty voices. The large audience showed their enthusiastic appreciation by generous applause.

Company Nurse Speaks

Miss Laura Bradfield, Company nurse, gave a very delightful story presentation of the origin of the Russell Sunshine Fund, which she is instrumental in dispensing, in her capacity as Company nurse and friend of all employees. This fund yearly brings happiness to scores of Company employees who are visited by sickness or hardship.

"Flowers for the living" might be a fit slogan for expressing the ideal of the Russell Sunshine Fund. Doing people good, while they are alive to appreciate it and thrill to it, is the sum and substance of what the fund stands for. And then, instead of flowers it might be candy, groceries, medicine, cigars or even (don't laugh) chewing tobacco which might be the thing which would bring someone their biggest joy and happiness. Miss Bradfield covered all this in a delightfully interesting way.

The augmented chorus was invited to lend their voices and their enthusiasm to form a nucleus of interest and entertainment for this Christmas Party. Employees and their families and friends purchased tickets and a "nest egg" of more than \$250 was thus made available, which was turned over to the fund.

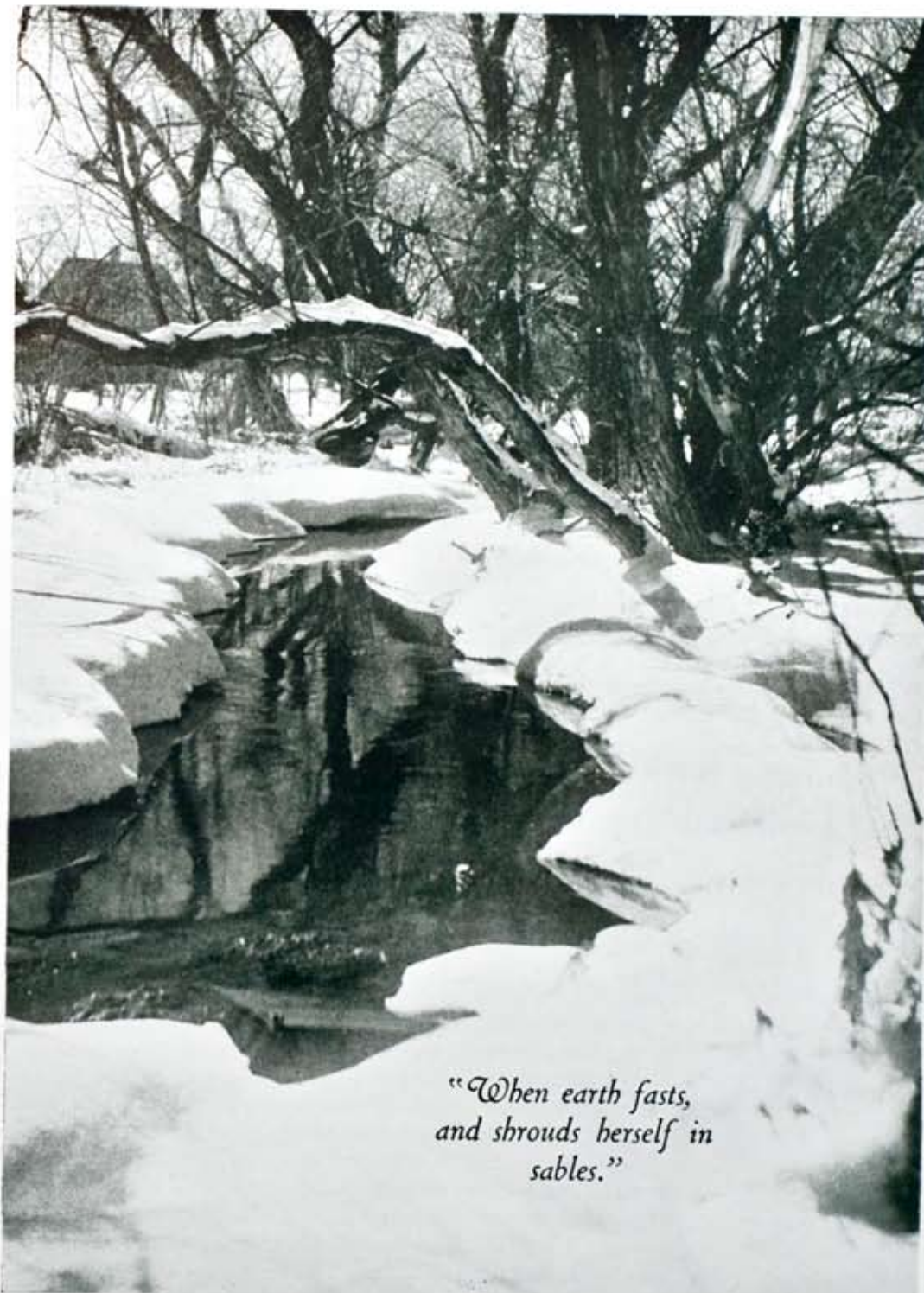
President Russell was quite elated at this unexpected donation. He thanked us for our efforts and told many humorous, human-interest stories touching upon the fund and what it made possible in the way of ameliorating the stresses of sickness and sorrow. One story concerned magnanimous bridge partners who get a "kick" out of losing to Mr. Russell whose winnings are always donated to this fund. Although the Sunshine Fund received substantial impetus, we do hope that Mr. Russell's bridge game will continue to be up to "past performances".

Mr. Woodward Points to Rochester Gains

WE ARE indebted to Mr. Roland B. Woodward, Executive Vice-President of the Rochester Chamber of Commerce, for the following authentic data indicating that Rochester, without question, has rounded the much mentioned "Corner" and is plodding away into the sun of a brighter day.

Mr. Woodward's figures cover the three months of September, October and November as compared with the corresponding three months of the previous year.

	Sept., 1932	Oct., 1932	Nov., 1932	% increase
Passenger car sales	976	1,706		+75
Factory payrolls (Average weekly)	\$572,000	\$678,000		+19
Freight car loadings	33,036	36,675		+11
Business electricity sales (K. W. H.)	35,065,670	37,763,579		+ 8
Paid newspaper advertising lineage	6,403,723	6,945,441		+ 9
Volume checks cashed	\$273,898,302	\$281,542,685		+ 3
Weighted index Rochester business	61.2	63.3		+ 3



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

This photograph and the one on our front cover were taken by Mr. J. F. Barker, Assistant Superintendent of Rochester Schools, whose beautiful photography is well known to the readers of Gas and Electric News.

GAS and ELECTRIC « NEWS »

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

HERMAN RUSSELL - - - - - Editor
FLOYD MASON - - - - - Associate Editor

Department Correspondence Staff

PEARL V. COLE - - - - - Women's Section
LANDIS S. SMITH - - - - - Industrial Sales
MILDRED HACKER - - - - - Consumers Accounting
HOWE KIEFER - - - - - Electric Distribution
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GEORGE B. HISTED - - - - - General Construction
GUY CHADDOCK - - - - - Station 3
JAMES COYNE - - - - - Garage
BENJAMIN CAHILL - - - - - Line Department

Material may be copied if credit is given

VOL. 18 FEBRUARY, 1934 No. 1

New Glory for Christmas Trees



DRIVING along the street on a recent morning, we noticed a large green ash wagon on its way to the City dump. The morning was cloudy and overcast; there was no snow in sight; even the ash men seemed a bit depressed, and for a moment we, too, caught the spirit of gloom that seemed to permeate the atmosphere. Why?

Was it just the weather, the lack of sunshine to high-light the surroundings and paint a ray of cheerfulness on the drab, muddy scene; or, was it just another "Blue Monday" come to test our courage before we had gotten into the

spirit of life's routine? No, it was none of these!

What was it then that caused a stabbing flicker of sorrow to rush over us and fill our heart with misgiving on the first day of the New Year? Perhaps you have already guessed.

The lone ash wagon ambling along the street on the way to the last resting place of its bulky load, was filled to overflowing with cast-away CHRISTMAS trees. Every year, as regularly as Christmas comes and goes, comes also the rise and fall of the Christmas tree. For a week it is the center of attraction; it holds the domestic spotlight; it could tell happy tales of childish laughter, youthful happiness and parental pride. But it is only "King for a Day" so to speak.

Deserves Better End

Garnished in its gadgets of gilt and silver, emblazoned with colorful electric lights and festooned with tinsel—all this can not save the regal Christmas Tree from the ignominy of—the City dump. Therefore, we pause to shed a tear for all these cast off Christmas trees. While they were with us they did yeoman service and we shall not soon forget their friendly mission. The gifts which they proudly flaunted will live after them, and we salute their passing with the old soldiers' parting tribute "Hail, and Farewell."

Old Christmas trees, however, are destined for a more dignified passing. The Twelfth Night Festival inaugurated in Rochester two years ago by Mr. George M. Haushalter, generated much sentiment in favor of the burning of old Christmas trees at public ceremonies. The limbs are piled in a huge pyre and burned in a blaze of final glory. The trunks are given to the poor for fuel. This year at least two such ceremonies were conducted, one at Cobbs' Hill and another at Genesee Valley Park. These Yuletide obsequies were in charge of a committee comprising Messrs. Patrick Slavin, Director of Parks; Jack Mer-

chant, president of the 19th Ward Business Men's Association, and Calvin C. Laney, retired director of parks.

Boy and Girl Scouts graced the occasion, thousands watched reverently while Tannebaum lighted the scene, Inter-High School bands rendered special music, taps were sounded and the setting sun looked down upon a scene of human interest which paid excellent tribute to many hundreds of our old Christmas trees. Long live this excellent custom. May more and more trees be saved from the City dump as the years go by.

Painting Up for the New Year

FOR no good reason at all this slogan of a paint manufacturer persists in hammering away at our mind: "Save the Surface and You Save All." What a real good slogan that is. If you wish to preserve your physical properties, it shouts in a loud voice to us—"Paint Up."

Well, if you "paint up" what happens? "My property is safeguarded from the havoc of the elements, and is caused to look much more inviting and prosperous" you answer. Surely, that is a good investment for any person.

These and many other similar thoughts play hide-and-seek inside the bony framework of our cranium, just as thoughts have a way of doing in yours. And while we are in this mood, walking down Main Street, a constant procession of human beings is passing as we wend our way onward. The faces of these people begin to work on us. Some are happy faces; many are a bit sorrowful; numbers of them possess the quiet dignity of mature years, the faces of men and women who have passed through the glamorous period of life and may be getting a bit cynical. Faces, faces, faces.

Then, the familiar slogan repeats itself mentally, like an encore: "Save the Surface and You Save All." What does this mean when we hook-up the two thoughts we have presented? Faces really are surfaces, the surfaces of the most important part of our external human architecture. Sometimes we let our faces assume the woebegone appearance of an old house that badly needs painting. Often, there is very good reason for it, but we don't need to let it become a habit. The world needs smiles. Smiles, within reason, are a business as well as a personal asset.

Even if your face isn't as young as it used to be, an occasional smile will make it look better. Even an old barn can be transformed by a good coat of paint and a happy smile is the best sort of paint for these "maps" of ours. Let's paint up for the New Year. "Save the Surface and You Save All." And, after all, it takes twice as many muscles to pull a frown as it does to smile—why work overtime?

Speed Depends Upon Pressure

Most of us do not know how much speed we can develop, either physically or mentally, until we are put to a test.

An old black man who had spent many years in a wheel chair wanted to go on one last coon hunt before he died. So he and his grandchildren, accompanied by several dogs, started out.

Hardly had they penetrated the swamps when they met a bear. All turned tails and ran, leaving grandpap to his fate.

As they came panting into the yard they called, "Oh, mammy, mammy, grandpap done got et up by a b'ar!"

"Foolishment what you' speaks, chillen. Yo' grandpap done come in ten minutes ago wid de dogs!"

OBITUARY



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

The tragic passing of Mr. Nelson Hacker and Mr. Edward Herr was a shock to their hosts of friends in the Company. Both of these young men for many years served the Company faithfully and well. Their amiable dispositions and their ability to make friends endeared them to all. It is with great regret that Gas and Electric News officially notes their deaths in the magazine in which their names have appeared so many times in past years in happy associations. Their passing is all the more deplorable in that it occurred on one of their excursions into the realm of the Great Outdoors, which they loved so well. Sportsmen in every sense of the word, these young men have left with us a memory rich in example which time can never entirely obliterate.

The recent sudden death of Mr. Howard Smith, of the Collection Department brought sorrow to his many associates and friends. The funeral services were conducted from the Corbett funeral parlors, Lake Avenue.

PERSONALS



An attendant said to a famous film actress, "There's a bunch of people waiting outside to see you. Among them is a Bishop who says he married you some time ago." A bit puzzled, the lady of

the silver screen responded, "Gee! I'm practically certain I never married a Bishop."

We, also, are a bit puzzled when we attempt to pick up the story of our Company social life, editorially dropped three and one-half years ago. Many interesting and some tragic things have happened in the meantime. The best we can do is to get a fresh start.

From this time on we shall carry on as usual, in the meantime seeking out some fresh correspondents (don't get us wrong) who have a nose for news and who can help us to ferret out interesting things concerning you, and you and you.

Don't be bashful. If you have news items for your magazine, please send them in. If you don't, we'll be hot on your trail. For many of the items we have corraled this month, credit is given to Miss Pearl Cole, who will assist us in obtaining items from the Main Office. Names of other correspondents will be emblazoned on our mast-head in due time.

Mrs. Rosalie Bridgeman, of Westland Avenue, recently was hostess to the members of the typing department of the auditing division. The spaghetti dinner provided proved to be a Grand Slam with everyone. So well-fed were the happy guests that everyone was quite content to play his best game of bridge, in comparative silence. That's one way to cut down the disconcerting small talk; feed 'em first.

If you had any "wrong numbers" on January 12 it might have been because the women of the Telephone Department were still thinking about the wonderful time they had the evening before at the home of Miss Nelly Huddie. The bridge and the games were greatly enjoyed, and the luncheon Miss Huddy provided was of a quality to cultivate that "Voice with a Smile" spirit.

As Walter Winchell would say, "It's a boy, Bernard Junior, at the home of Mr. and Mrs. Bernard Sherman." Mr.



"It won't be long now."

Sherman is a member of the Tabulating Department, and Mrs. Sherman is the former Lavinia Skinner, one of Mr. McKay's ex-mailing department helpers.

Even though Phil Thomas moved to Canandaigua, the stork had no difficulty in finding his new home and depositing there a fine baby girl, Mary Alison. Mr. Thomas is District Manager at Canandaigua, and not so far away but that most of his friends could personally congratulate him and Mrs. Thomas on this happy event.

The stork is quite a wise old bird. He seems to have an appreciation for balance. In order to keep the male-female birth rate on an even keel, he brought

baby girls to the homes of Mr. and Mrs. Wilbur Geiger and Mr. and Mrs. Chester Boyce, and a baby boy to the home of Mr. and Mrs. Carl Jeerings, thus making our record for this issue: three boys and three girls. Mrs. Geiger will be remembered as the former Margaret Goodwin, of the Consumers Bookkeeping Department.

A brand-new Rochesterian is Master James Perkins, recently born to Mr. and Mrs. Philip Perkins, Mrs. Perkins being the former Evelyn Van Zandt, of the Industrial Sales Department.

One of the reasons Christmas was so pleasant to folks in the Stores Record, Purchasing, Traffic and Consumers' Bookkeeping Departments was because they filled baskets, provided clothing, and dressed dolls for the poor.

A riotous success was made of the Grab-Bag doings of several departments, among which were the Industrial Sales, Mailing, Consumers Bookkeeping, Payroll, and Auditing.

Now we know that a woman really can keep a secret. Miss Alice Smallridge



Some of the members of the Camera Club, who lined up at a recent hike in Maplewood Park to take the picture of the fellow who took this picture of them. From left to right, they are: Ralph Bishop, Mildred De Wolf, Edith Holdgate, Joe Deprez, Morris Huntington and Owen Feltham.

of the Consumers' Bookkeeping Department "put one over" on her many friends and kept the secret for some weeks. We are glad to congratulate her and wish her much future happiness as Mrs. Warren Stickney.

The Brook-lea Country Club was the scene of a charming wedding breakfast and reception last October when Miss Irene Mura, of the Electrical Distribution Department, became the bride of Mr. Alfred R. Bolger.

It seems as though romance never felt the depression at all. In talking with employees we have run across weddings galore. Apparently the stork had no difficulty in finding his way around that "Corner" which had everybody else scared. Doesn't this show that the good old world rolls merrily along in spite of hard times. But how glad we all are that the new era of normalcy is already well on its way toward better times for all.

Two days before Christmas Miss Ruth Frazier of the Collection Department was married to Mr. William Gorlitz. What a fine Christmas for this happy pair. A large reception and wedding



Hor—ses, hor—ses and a few good riders. From left to right the young women are Margaret Brockmyre, Alice Spindler, Mildred DeWolf, Laura Morrill and Gladys Marvin, and—what a lucky horse.

dinner was held at the home of the bride.



Miss Edna Crocker conducted a baking demonstration recently at the newly opened Brockport offices. Brockport housewives are now trying out many new recipes.

Send in news concerning parties and other events in your department or homes to Floyd Mason, Third Floor. Perhaps he can arrange to photograph some of these social activities for Gas and Electric News.

Practically all of the employees of the Industrial Sales Department attended the wedding of Mr. Dewitt Pike, of that department, to Miss Jane Adams. The bride and groom sailed for Bermuda for their honeymoon and are now at home at 59 Antlers Drive.

Two young people of the Service Department, Miss Eunice Pitcher and Mr. Edward Robena stepped down the aisle of the Church of the Epiphany a couple of days before Santa Claus' arrival and said their "I-do-s". Cupid did a wonderful business around Christmas time, especially around the Gas and Electric building. Looks like "Happy Days are Here Again".

Miss Evelyn Maubohm of the Consumers' Bookkeeping Department became the charming bride of Mr. Bernard Hyde recently, at the Grace Lutheran Church. The wedding dinner was held at the Blarneystone Inn, Webster. They are now at home on Merchants Road.

Another Thanksgiving wedding was that of Miss Doris Read, of the Collection Department, whose new name is Mrs. Raymond Spall. They were married by the Rev. Father O'Rorke and the

wedding breakfast was at the home of the bride, Island Cottage. The Honeymoon will be officially held next Summer at vacation time when an extended fishing trip will materialize.

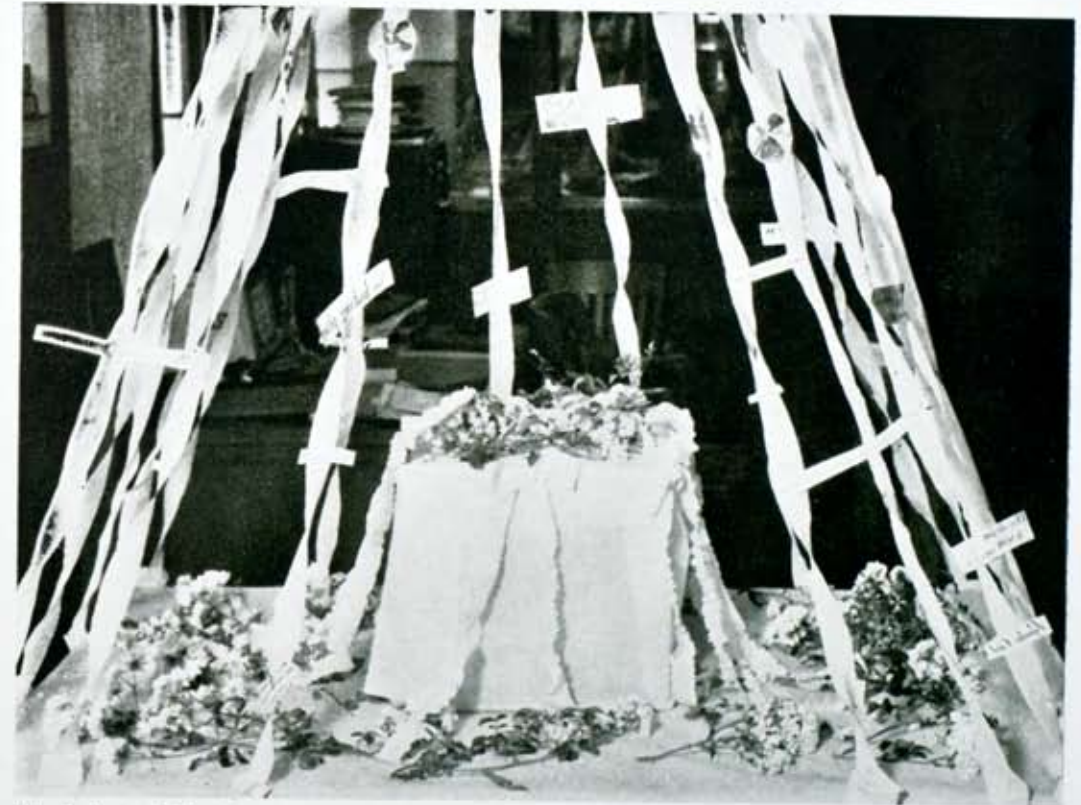
A more recent wedding was that of Miss Grace Wandergem, of the Consumers' Bookkeeping Department, to Mr. Clarence Woodley, at Salem Church. A reception and dinner followed at Shorthills Manor.

Mrs. Rosalie Bridgeman of the Auditing Department recently entertained the following young women at dinner and bridge, at her home, 111 Westland Avenue: Marie Fredericks, Irene Stickney, Florence Bauchle and Alice Spindler.

Mrs. Anna Wallman Marshall entertained her sister-in-law, Miss Florence Marshall, from New York City, during the Holidays.

The Payroll Department enjoyed a New Year's party at the Chrissey's Tea Room, 232 Chili Avenue. Dinner was served directly after work. During the evening bridge was played and Miss Alice Longbine told fortunes. Miss Margaret Caldwell won first honors at bridge, Miss Marie Hennessey won second prize and Miss Ruth Dryer got the consolation, directly after which she made a New Year's resolution to win more first prizes for 1934.

Mr. Ossian Close (Ossie to you of the Service Department) celebrated his forty-second year as an employee of the Company. Mr. Close, as his friends know, is still a young man. He keeps busy doing interesting things and has never had time to worry. He sings in a church choir, plays villain in amateur dramatics (the last time we saw him act he was a



The Industrial Sales Department never lets an opportunity pass to celebrate birthdays, weddings and other social events affecting its employees. This picture was taken just before Miss Dorothy Shakeshaft became the bride of Mr. William Fisher, both department employees. The little slip of paper pinned to the ribbons bore trite sayings of special interest to the bride and groom. Let us know when you are having a party in your department.

sheriff, gol dern ya, and did it well) and he is also one of the basso profundos in the R. G. and E. Male Chorus. Already he has covetous eyes on a fifty-year service pin.

The young women of the Coke Sales Department held a Christmas party at the home of Miss Roma Edgar, Illinois Street. A delightful Holiday meal with suitable trimmings was served, followed by games and a present for everyone.

Mrs. Nelson Parker, who was Miss Marie Smith of the Coke Sales Department, entertained her former associates recently at her home on Earl Street.

The altos and second altos, or the famous "bass" section of the Female Chorus, enjoyed a harmonious singfest and Kaffee-Klatch at the home of Miss Helen Smith one Saturday afternoon recently.



Mr. Hollis Young, our genial District Manager at Fillmore, N. Y., who is going to send us some snappy items from his section for the next issue.

Lost, strayed, or stolen: One good winter that has cold enough Saturdays for ice skating and other winter sports. If found, please notify Freda VanVoorhis one day ahead of time in order for her to make arrangements for transportation, etc. If the weather remains as balmy as it is now, Marie Meaney will be sending out notices to continue the very active Bicycling Club which lists a membership of more than 60 girls.

Join the Book Club

Hello there Folkes! And a How Dee-do. Here's the Book-Club a-greeting you. We'd like to tell you of our Good Books, To be read at night, in your favorite nooks.

"Fault of Angels" is a gossipy thing; And have you read "No Second Spring"? If you like horses, read "Sleepy Black" Or there's "Gowns by Roberta" for a tasty snack.

We've plenty of books, as well, for men. There's "Memoirs of a Spy" by a Mr. Snowden. And "Anthony Adverse" should go quite well, And fellows, don't miss the story "Green Hell!"

There's the "Pardine Case" for a bit of mystery, Or "Only Yesterday" if you crave some history, We have a "Miss Bishop" and a "Mrs. Barry", We have "Two Black Sheep" and "Grand Canary."

In fact, we could tell you good books galore, But space won't permit us to write any more— So Folkesies, we ask you to just get in the line

In the Library, to see them, from 8:30 'till 9!

DOROTHY S. LOVICK,

Assistant Book-Club Librarian.

The Women's Contract Bridge Class is entering its fourth month of study and practice under the able leadership of Mr. John Clark, with a membership of about 25 and an average attendance of about 15. As Emerson enjoins us, "We have hitched our wagon to a star!"

How About It?

*If YOU want to work for the kind of a firm
Like the kind of a firm you like,
You needn't slip your clothes in a grip
And start on a long, long hike;
You'll only find what you've left behind.
For there's nothing that's really new,
It's a knock at yourself when you knock your firm,
It isn't your firm—it's you.*

*Good firms are not made by the men afraid
Lest someone else gets ahead,
When everyone works and nobody shirks,
You can raise a firm from the dead.
And if while you make your personal stake
Your neighbor can make one too,
Your firm will be what you want to see—
It isn't your firm—it's you.*

—Selected.



COURTESY

COURTESY is the one medium of exchange which is accepted at par by the best people of every country on the globe. It is sentiment cloaked in reasonable and business-like expression—the embellishment that adds tone and harmony to matter-of-fact routine—the oil which lubricates the machine of commercial good-fellowship and promotes the smooth running of the many units in an organization. Courtesy radiates a spirit of good feeling that we are not working entirely for what we get out of work in a material way—but for the pleasure of polite transaction and friendly association as well. Life is not too short and we are never too busy to be courteous, for courtesy is the outward expression of an inward consideration for others.

—Selected.

