

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

March, 1934

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• N A T U R E •

There is religion
In everything around us —
A calm and holy religion,
In the unbreathing things
of Nature,
Which man would do well
to imitate.

—RUSKIN



GAS & ELECTRIC NEWS

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A Record Sports Season

ALONG with the havoc a record-breaking cold winter has brought, is a high-spot furnished by Mother Nature which has brought real joy to the young people of Rochester. This is the record-breaking number of days on which skating, tobogganning, skeeing and other sports could be enjoyed.

Following a number of years during which there was scarcely any skating or sliding to be had until nearly Spring, this favor of the elements in providing a suitable stage setting for outdoor activities might well characterize this season as a young people's paradise.

Dame Nature seems to have hooked up with the N. R. A. in furnishing a "Sportsman's Code." And how she has stuck to the letter and spirit of that code is now history.

Whether it be sun-spots or a swinging back of the cycle to colder, snow-

ier and more blustery winters, youth has enjoyed it. The rest of us have had to like it. If, perchance, you feel like casting your vote against the return of the "Old Fashioned Winters," don't commit yourself until you have consulted your sons and daughters or your neighbor's children. They are quite likely to imply that you are getting old and can't "take it." Perhaps the best thing to do about it is to get out and enjoy outdoor sports yourself.

The pictures on our front cover were taken in Eastman-Durand Park on a day when the temperature hovered at fifteen degrees below zero. These modern Jacks and Jills are, from left to right William Tiernan, William Reiss, Mary Reiss, Pauline Mason and Virginia Reiss. They join with a host of other Rochester boys and girls in giving thanks for a sporting winter.



Sunday Afternoon at Genesee Valley Park skating rink. This picture was taken soon after dinner. Later, hundreds of additional skaters were on hand to show that they could "take" their skating joyously at 10 degrees below zero. Such enthusiasm was a factor in deciding the City Fathers to keep the rinks open as long as the "Weather Man" permits.

R. G. & E. Dramatic Club Scores Initial Success

ANOTHER Company activity has scored a triumphant success. It is the Rochester Gas and Electric Dramatic Club, which pleased a capacity audience in the Sixth Floor auditorium on the evening of January 22. Two plays were presented under the general direction of Raymond Clark. The casts of both plays were composed of Company young men and women, whose performances plainly demonstrated that they had worked hard and enthusiastically in preparation for their first appearance.

"The Turn of the Road," a play in one act, written by Alberta Ann Wilson, was first presented. In it the following employees took part: Eleanor Lesczinski, Edgar Royce Letson, Raymond V. Clark, Virginia Knowles,

Roy Decker and Charles Shippey. Betty Purchase directed this offering, with Raymond Clark as assistant director; Dorothy Helen Millar, stage manager; Agnes Niedermaier, property manager and Wilber Geiger, make-up man. Between the plays, selections were rendered by the R. G. and E. Women's Chorus, directed by Mr. Frank Houston.

In this second play of two acts, directed by W. Leonard Champion, assisted by Freda McAdam, the following cast participated: Margaret Caldwell, Elizabeth Bauman, Wesley Streitl, Arthur L. Rockman, Bernard E. Sherman and Mary Martin. The stage managing, property managing and make-up were ably handled by the following persons, respectively: Lillian A. Ward, Dorothy S. Lovick and



Scene from the "Promised Land" showing from left to right Elizabeth Bauman; Mary Martin; Bernard E. Sherman; Margaret Caldwell (sitting) and Wesley Streitl. This play was directed by Leonard Champion and Freda McAdam.



"The Turn in the Road" was directed by Betty Purchase and Raymond V. Clark. Shown in the picture are, left to right, Roy Decker; Charles Shippey; Agnes Niedermaier (posing for Virginia Knowles); Leonard Champion (posing for Raymond V. Clark); Eleanor Lesczinski and Edgar Royce Letson. Miss Knowles and Mr. Clark could not be present when this picture was taken.

Eleanor Drechsler. This play was from the pen of Mr. Horace William Robinson. The Sixth Floor auditorium looked like a real "Little Theatre." The color scheme, lighting and properties in general were well selected to put over the types of plays shown. It was quite a revelation in demonstrating the varied types of talent which can be drawn upon for Company activities of this nature. Those who were responsible for this aspect of the performance

are: design and creation of the lighting, Raymond V. Clark and Helen Smith assisted by Edgar Royce Letson, Eva Brandt and Clarence Clark. The stage settings were constructed by the General Maintenance Department, and the lighting was designed and installed by Floyd Owen, in collaboration with Leeland Franke, with incidental assistance from Messers John Clark and Landis S. Smith. It is expected other plays will be presented.



The "set" used in "The Promised Land," which with the other stage properties used was constructed by the General Maintenance Department. The lighting was planned and installed by Floyd Owen in collaboration with Leeland Franke, with incidental ideas and assistance from Messers John Clark and Landis S. Smith.

Stockholders and Employees Versus Unfair Utility Legislation

Messrs. J. P. Hafstrenkamp, Vice-President; R. E. Ginna, Rate Department head, and Attorney Earl Dey, appeared before a special legislative committee in Albany recently to protest against several proposed Utility measures which are unfair and, therefore, destructive of stockholder and employee interests and, in the last analysis, against even the public interest which they were ostensibly drawn to conserve. Mr. Ginna acted as spokesman. What he said is given in detail in the following article which is both interesting and informative as well as convincing.

THE Rochester Gas and Electric Corporation recently informed the Legislative committee considering utility bills in Albany that proposed utility legislation would be ruinous to the company in view of present and constantly increasing tax burdens and other costs. The company's case was presented by Robert E. Ginna, manager of the rate, insurance and tax division of the company, who introduced his statement by the following opening remarks: "The Rochester Gas and Electric Corporation is one of the largest operating companies in the State; rendering electric, gas and steam service in the third largest city of the State, and serving a rural territory stretching from Lake Ontario on the north to almost the Pennsylvania line on the south."

Mr. Ginna's Statement

Mr. Ginna presented the following statement to the Albany legislative committee:

"There are bills before you gentlemen which are so essentially and obviously destructive as completely to justify a vigorous and determined opposition on the part of stockholders and employees, whose investment and permanence of employment are placed in serious jeopardy and whose predicament must inevitably affect unfavorably even the consumer in whose interest these destructive measures are supposed to have been drawn. Which are these bills?

Temporary Rate Bill

"Take, for instance, the so-called temporary rate bill. I do not intend to burden you with any constitutional

argument with respect to legality of these bills except to advise you that we believe them unconstitutional and believe that such contention will be sustained in the courts. You are probably more interested in the effect that such measures will have on the company I represent. In this regard, permit me to give you some facts.

"During the past three years we have made rate reductions which will mean an annual saving of \$1,000,000 a year to our consumers.

"We have co-operated with the President of the United States and his program of National Recovery by going to a 40-hour week which substantially increased the amount of our payroll to the extent of approximately \$350,000 per annum.

"We have been forced to absorb the 3 per cent federal tax on domestic and commercial electric sales which has amounted to \$163,000.

Face Other Increases

"We have already borne and face further substantial increases in the cost of practically every item of material used in our operation.

"One item alone, coal, for example, means an increase in expenses of a quarter of a million dollars annually.

"On top of all these things the Public Service Commission seeks to impose, through its proposed uniform system of accounts order, additional costs of record keeping plus an additional depreciation charge, which would amount to \$1,000,000 annually, in the case of the Rochester company.

The Limit Reached

"It must be obvious to you gentlemen that there is a limit to what the Roches-

ter company can stand without being compelled to apply for increased rates to meet the additional burdens you seek to impose. This is simply a statement of what will be inevitable if these bills are passed for the purpose of legalizing the arbitrary lowering of rates as indeed they are.

"One of the temporary rate bills creates an emergency period of 2 years, 1934 and 1935 during which it is proposed that all rates be reduced 8 per cent. What is the emergency, may I ask? Is it the belief that an emergency exists which prevents the consumer from paying for his gas and electric service at present rates?

"Take, for instance, the situation in Rochester where the average bill for domestic electric service in 1933 was \$2.70 per month and \$2.60 per month for domestic gas service. Each service is rendered for less than 10 cents per day to the average family. An 8 per cent reduction means a saving of less than 1 cent per day in the electric bill. Is this, gentlemen, the great burden which justifies the destruction of the utilities?

Cites Government Costs

"I am informed that the average American family pays in taxes of all kinds approximately \$1.33 per day for the cost of government. A 10 per cent reduction in this amount would more than pay the electric bill for the average family. Obviously, gentlemen, the 8 per cent reduction cannot mean any substantial benefit to the individual consumer but it does mean financial ruin to our company for it would mean a further reduction of over \$1,000,000 per year in its income.

"It has been stated by uninformed people that electric rates have not come down while other commodities have. This statement is absolutely erroneous and contrary to the facts. Let us compare the cost of living index as prepared by the United States Bureau of Labor Statistics with a similar index prepared by the same bureau on the cost of domestic electricity.

"With 1913 as a base of 100, the cost of living index stands at 135 for December 1933 as compared with the index on domestic electricity at 75.3. In other



Mr. R. E. Ginna, in charge of the Company's rate, insurance and tax activities, in his office on the Seventh Floor of the Gas and Electric Building.

words, the electric dollar today buys 80 per cent more goods than the dollar spent for the cost of living.

Electric Rates are Lower

"Let us examine what has happened in the last six months of 1933. In this period the United States Bureau of Labor Statistics reports a 5.2 per cent



The last six months of 1933, while living costs increased 5.2%, the cost of domestic electricity decreased 6.1%. From Bureau of Labor figures.

increase in cost of living and in the same period a 6.1 per cent reduction in the cost of domestic electricity. The latter occurred in spite of the increased burden of rising costs of material, increased payroll, and higher taxes imposed on the utilities during the last six months by the National Recovery Program.

"In the case of the Rochester company the rising costs have caused considerable concern to the members of its board of directors, which is composed of local business men with considerable interest in the community. As business men they have been told by the National Government that commodity prices must go up. It is difficult for them to reconcile with this program the demand for lower rates for electric service which is considered a commodity by the same federal government in its statistics on cost of living.

"Gentlemen, you cannot burn the candle at both ends.

Return Provided

"Another so-called temporary rate bill provides for a return of 5 per cent.

I realize you will say that the bill states a minimum return of 5 per cent. In all sincerity I say to you that the minimum will become the maximum. That word minimum in the bill is what might be termed subtle humor. In dealing with this question of return many people do not understand its meaning. Some have the notion that return is something above the cost of doing business and therefore it is all profit to the utility.

"Nothing could be further from the truth. Out of the difference between our revenue and operating expenses, which is called return, we must pay our bond interest, dividends on preferred stock, dividends on common stock if there is anything left and even then still leave something for surplus. With a 5 per cent return, this would be a job for a magician.

"The answer is, it can't be done. In such event, the progress of the Rochester Gas & Electric Corporation will come to halt. Its credit will be impaired and it will become exceedingly difficult, if not impossible, for it to function, for the simple reason that ours is a business conducted on borrowed money. The rapid expansion of the electric industry has been due to its ability to borrow capital because of its financial stability.

Banks Involved

"It was for this reason alone that the State of New York along with other states permitted savings banks, insurance companies, and similar institutions to invest in the securities of utilities. Thousands of customers have also participated in the expansion by purchasing the same securities. Do you wish to assume the responsibility for plunging still another of America's great industries into financial distress?

"The present plight of the railroads because of unfair regulation has forced the federal government to subsidize their operation. Do you wish to widen the field of government subsidies? When we speak of the government, it means you and I and every person in this room. For, after all, the people are the government and government subsidies of any sort mean higher cost of government which must be paid for by the people in the form of taxes.

"Before leaving the question of temporary rates, let me answer one further point which has been made. It is claimed that the rates charged by utilities should rise and fall in sympathy with commodity prices. If it is proposed to limit our return, to a point which will not permit any accumulation of surplus, how can you in the next breath expect the utilities to function like industry in general does, during periods of low prices, by resorting to the use of surplus. Under what you propose, there wouldn't be any surplus to resort to.

Bill is Unnecessary

"I am not going to go very deeply into the bill which will permit municipal competition. To my mind these bills are entirely unnecessary, and from one point of view, ridiculous. There isn't a village, town, or city in the State of New York which can adequately provide for their poor in these times. How in the name of common sense can they obtain money to go into the power business? The proponents of these bills know this to be the case. As a matter of fact, the Governor of this state is quoted by the New York Times as follows:

"I do not believe, unless there has been very great incentive or grave provocation, that any municipality will take advantage of the provision of this measure. But where a utility corporation fails to give even reasonable fair rates and decent service, cities and other municipalities should have this weapon of defense."

"Thus we have the Governor giving us the intent of this particular legislation. If no municipality is expected to take advantage of the provisions of

this bill, why is it necessary? Yes, I understand that the bill has been modified so as to bring the municipal plants under the regulations of the Public Service Commission. However, one exception has been made and that is that municipalities are not required to obtain a certificate of public convenience from the Public Service Commission. Why this omission? Why should not any utility service, whether it be privately or municipally owned, come under and comply with all the rules and regulations of the Public Service Law.

Another Angle

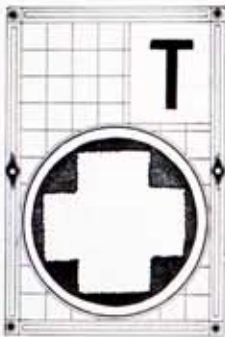
"There is another angle, gentlemen, to this question of municipal operation which cannot be emphasized too greatly. I have reference to the matter of taxes. The Rochester Company in the year 1933 paid in taxes of one form or another \$1,900,000. A substantial part of this amount was paid to the city of Rochester and this, computed on a per capita basis, means that the Rochester company paid \$3.40 for every person in the community. This means that for every family of 4 persons the company paid almost \$14 in taxes for the year 1933 to the city of Rochester. Eliminate this burden and we can reduce the present domestic electric rates in Rochester, by applying the amount of taxes to the domestic service which is the case with municipally owned plants, to 24 Kwh. for \$1 and 2c per Kwh. for the excess. Such a rate would be lower than rates charged by most of the municipal undertakings in this country which pay no taxes.

"In conclusion, gentlemen, we urge that you refrain from approving legislation which is uneconomic, unnecessary and which, in general, is against the public interests."



There is a limit as to what utilities can stand without being compelled to apply for increased rates to meet the additional burdens imposed by needless and unnecessary legislation.

Rochester Wins New National Safety Honors



TO be able to speak, accurately, of any city in the superlative, is the unusual thing. Therefore, it is with a great deal of pleasure that I learn that Rochester has been judged the safest of America's large cities."

The speaker was His Honor, Charles Stanton, Mayor of Rochester. The meeting was a luncheon gathering of the Executive Committee of Rochester Safety Council, held recently at the Chamber of Commerce. The occasion was a transfer of \$5,000 from the Sinclair Refining Company's to the Rochester Police Benevolent Association.

For Rochester, New York, always found in an enviable position among other communities when accident prevention activities are compared, won the grand prize in the Sinclair Refining Company's recent national traffic safety contest. The \$5,000 cash prize, by conditions of the contest, was made to the order of the Rochester Police Benevolent Association.

Frank R. Teahan, Rochester agent for the Sinclair Refining Company, brought the check to the meeting. In the presence of such dignitaries as Mayor Stanton, President George E. Francis and General Secretary Maurice H. Esser of the Chamber of Commerce, Public Safety Commissioner Walter P. Cox, Police Chief Henry T. Copenhagen and President Andrew J. Kavanaugh of the Police Benevolent Association, he delivered the check first to Chief Copenhagen and thence to President Kavanaugh of the Police Benevolent Association.

Rochester was entered in the Sinclair Refining Company's contest by the Safety Council of the Chamber of Commerce, which conducted the educational campaign which resulted in bringing the \$5,000 prize to this city. The contest covered the period from October, 1932, to September 30, 1933. The community records were examined by some of the best traffic safety authorities in the country.

During the contest year Rochester Safety Council secured from Police Headquarters and published in Rochester newspapers each week reports on



Modern traffic conditions make streets dangerous, especially for careless persons. It is nice to know, however, that Rochester had, last year, the safest streets to be found in the country, but—don't start getting careless. You've got to keep on being careful, pedestrians and drivers alike. It's a cooperative proposition.



A crowd of 4-H boys and girls of Monroe County. Although boys and girls are being taught valuable safety lessons in our schools, let us not forget that their safety is our responsibility. Childish pranks make young people sometimes forget to be careful. It is then that you can be a hero and save a young life. What could be more worth while.

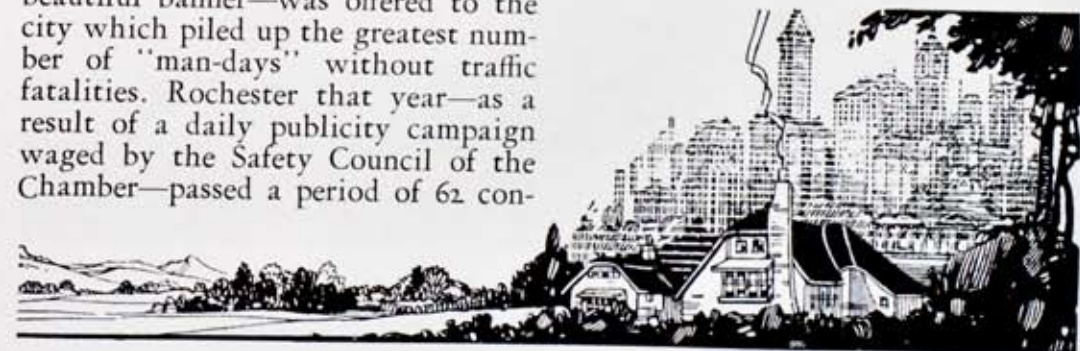
traffic accidents, injuries and fatalities, traffic arrests and convictions and statements relative to acts of motorists and pedestrians, which resulted in serious accidents. These police reports and resultant newspaper comment were compiled and added to the monthly traffic reports required under terms of the contest.

The Sinclair Refining Company contest is the third major award made to Rochester in the last five years because of its accident prevention program. In 1929 Rochester Safety Council entered Rochester in a nationwide contest sponsored by the National Automotive Equipment Association. The prize—a beautiful banner—was offered to the city which piled up the greatest number of "man-days" without traffic fatalities. Rochester that year—as a result of a daily publicity campaign waged by the Safety Council of the Chamber—passed a period of 62 con-

secutive days without a traffic death. This gave Rochester a total of better than twenty million "man-days" and won for this city the national banner, and for the Safety Council of the Chamber a personal letter of congratulation from the famed radio stars, "Amos 'n' Andy."

Rochester next was entered in a new National Traffic Safety Contest, sponsored by the National Safety Council. Again Rochester Safety Council started an educational campaign designed to win for Rochester recognition, and the result was that this city won the

(Continued on Page 62)



Traditional Gas Service Record Holds Through City's Coldest Snap!

In the work of supplying public utility gas service, dramatic situations frequently arise because such service is vital to the health, comfort and general well being of the Community. Enforced curtailment of gas supply would be distressing enough at any time but should such curtailment occur during severe cold weather the effect measured in terms of human suffering would be appalling. That being true the gas department has what amounts to a sacred obligation to maintain an adequate and continuous supply no matter what the cost and that is why interruption of gas service or serious curtailment thereof has not occurred during the 70 years of the Company's corporate life. The gas department met its obligations fully during the recent terribly cold spell but, in the process, was obligated to fight an uphill battle of great dramatic intensity. Perhaps a brief recitation of some of the actual happenings behind the scenes will give the reader an idea of what is meant by dramatic intensity as applied to the operation of a gas works when dame nature gangs up with the "fates" in an effort to destroy that which is among a Company's proudest boasts.



PICTURE, if you will, that the gas requirements of the City of Rochester at this time of year average between 13 million and 14 million cubic feet per day and that our previous maximum loads had been slightly under 16 million which occurred during a severe cold spell in February of 1931. Since that time we had approached that peak several times but each time fell short, so that a 16 million peak had appeared as our top limit. However, on January 29th this year we had the bad combination of sub-zero weather and severe wind which came on a Monday and which, due to the universal domestic habit of washing on Monday, is ordinarily our heaviest load of the week. This triple combination of cold and windy weather on a Monday was productive of a load of slightly over 17 million feet, so that we had reason to feel our upper limit was of this order, since the unusual combination of all three of these influences at the same time would probably not happen again.

22° Below Zero

The most unusual weather which began on Thursday, February 8th, kept

the temperature at well below zero all day and during the night it dropped to 22 below zero. This resulted in a load of slightly over 18 million cu. ft., which exceeded what we felt was our top demand by a million feet and depleted our stock of gas in the gas holders, so that on the morning of the 9th when we faced a temperature the worst the city has ever seen our reserve stock of gas in the holders was uncomfortably low.

The above information is a necessary prologue to the proper visualization of the drama which began on February 8th.

During intensely cold weather a gas plant is confronted with its most difficult operating problems. The large storage holders contain water seal cups between sections to prevent leakage, and the whole mass rises and descends in a tank of water. This water must be heated to prevent freezing, for freezing would wreck these huge tanks which are in reality the fuel bins of the community. To heat the immense quantity of water involved with the temperature at 22° below zero required unusual supervision and effort and those men whose duty required their climbing around these huge tanks with a temperature of 22 to 25 below zero were indeed heroes and their success is a testimony to the skill and courage which they displayed.

Men Show Skill, Heroism

Probably even more skill and heroism were required on the part of the operators and maintenance men at the plant generating the gas. Large conveyor belts are used to convey the coal from the cars into the coal preparation plants and finally to the gas generating plant. The resultant coke is likewise conveyed away through the preparation plant and screening operations by belt conveyors. These long conveyor belts of which we have over a mile in the plant are like moving sidewalks. These huge rubber belts are from 30 to 36 inches wide and about 900 feet long and are completely exposed to the weather.

During the extremely cold weather these belts became stiff and unmanageable and their operation presented a real problem, even though we had kept them operating continuously in an effort to keep them pliable. Since they are the means of conveying the fuel to the gas ovens and the by-product coke away from them, it is

essential that they be kept operable in order that the gas production can continue.

Series of Tough "Breaks"

On the eventful morning of February 8th, due to the severity of the weather, all our problems increased and multiplied. The stiffness of the belts, the extra load we were trying to carry, plus the extra drag due to thousands of conveyor idlers being rendered sluggish by the cold, all placed unprecedented loads on the conveyor drives. First, Number 3 conveyor pulled apart at a splice. Then two other splices developed weakness which needed immediate repair rather than take a chance of their breaking under load. Number 5 conveyor next stripped its gears. Then Number 4 conveyor, our most important one, pulled apart. The men required to climb around on these conveyors under such arctic conditions to make these repairs were heroes and their courage and determination to complete the task



Section of West Station Gas Manufacturing Plant which presented a bleak, frigid aspect during the coldest "spell" of weather Rochester has ever had. At the right is shown a long section of the conveyor belts, of which there is a total of over one mile in the plant.

at hand was truly an inspiration to all of us. Due to enforced delays, our belts became more and more unmanageable. Drives began to slip. Number 4 conveyor piled up into its discharge chute and Number 2 conveyor did likewise.

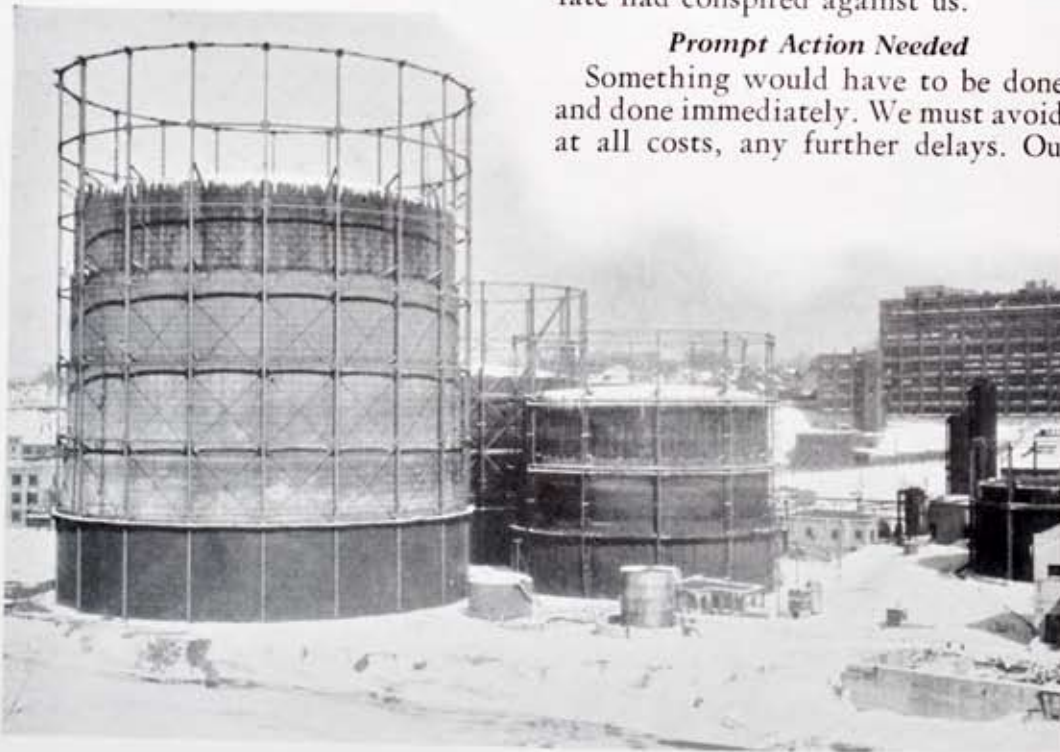
Because of an increase of our forces under NRA operation on a 40 hour week we had a rather inexperienced operator on our hot coke car who in the stress of operation at the time opened the wrong door of the hot coke car when charging the skip hoist to the dry quenching hoist and spilled a pile of white hot coke at a most critical point. This happening tied up the sequence of operation till cleared up and put our gas oven operation behind over an hour in its schedule, at a time when we needed gas and needed it badly. Our ovens normally operate on a time schedule as necessary and sacred to us as the schedule of the most important passenger trains of the railroads are to them.

An Eighteen Million Cubic Foot Load

The weather began to moderate slightly at noon. It was then only 7° below, yet our load to the city was increasing and increasing at a rapid rate. Up until noon we had sent out over a half million cubic feet more gas than during the same time for the previous day, which had resulted in the previously undreamed of 18 million cubic feet load. Apparently every one in the city was using gas ranges and ovens and other means of gas heating in an effort to combat the cold in their homes. And, strange as it may seem, at those hours of the day when a let up in demand usually occurs, the load increased. The barometer was still rising, indicating the cold spell had not yet spent itself. A call to the Weather Bureau advised us not to expect relief until late Saturday or Sunday and to be prepared for another night like the one previous. It truly seemed as though fate had conspired against us.

Prompt Action Needed

Something would have to be done, and done immediately. We must avoid, at all costs, any further delays. Our



The three gas holders at East Station, the large one in the foreground having a capacity of 5 million cubic feet. It would take nearly four of these holders-full of gas to supply the peak load required to keep Rochester warm on February 9.

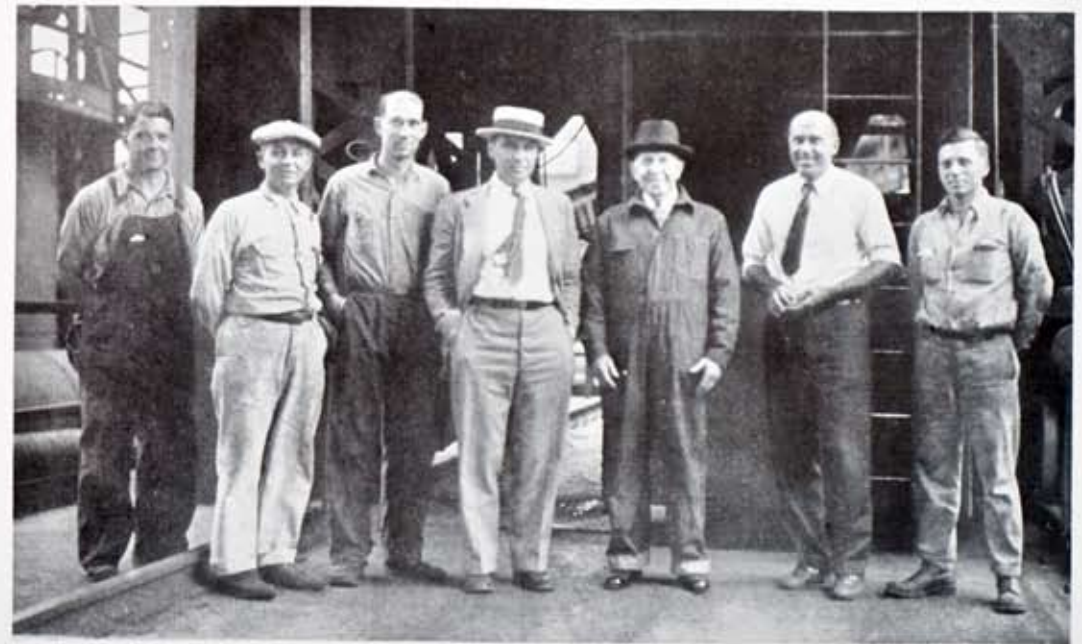
coke trade is an important phase of our business but through the sheer stress of the emergency and the cooperation of the coke department, coke was given secondary consideration and all efforts bent on meeting the need for gas. As in every emergency the first move is to get organized. Our best emergency repair men who had worked all day under terribly trying conditions could not stand the strain indefinitely. Food and shelter must be provided. We could not let them go home in relays because frequently we had need of them in a hurry. The difficulties in starting and operating automobiles in this weather would make it difficult for them to return.

Military Regime

In effect a sort of military regime was set up. Such men as we could possibly spare were sent home and told to immediately go to bed and get sleep and food so as to be in the best possible condition to "carry on" the next morning. All the rest, including

our best repair men, were kept at the plant so that as each emergency arose there was immediately available the best experts that we had. Food, hot coffee and cots were rushed to the plant and made use of in relays. The 3 P. M. to 11 P. M. shift of operating men came in and this fresh set of men gave us new life. Others whose day off it was were called in and some of the more skilled men who were going off duty were held.

At 4 P. M. we were still losing ground. The thermometer was again dropping as the sun began to descend and the most critical part of our battle began. The loyalty of the other departments of the Company in our time of great need was indeed encouraging. Station Number 3 offered help. The Electrical Department and General Construction Department sent us men to help and the heads of these departments who perhaps better understood our problem came personally and assisted in getting important equipment



A few of the men who worked so valiantly in maintaining the Company's traditions for "Service as Usual," throughout the three-day battle with Old Man Winter. From left to right they are: Hamilton King; William Spears; Lynn Bowman; Superintendent of Gas Manufacture Beebe; James Casey, who was retired from the Gas Department last year; Richard Kruger, Superintendent of West Station Gas Manufacturing Plant and Fred Pfluke.

back into operation. The Transportation Department stood ready with trucks to keep coke moving from our emergency pit whenever conveyors stalled. This method was pressed into service twice but it was a life saver, even though the hot coke from the emergency pit set fire to the coke pile in the yard thus further complicating our problems.

Personnel Department Helps

The Personnel Department took charge of getting food and cots to us. With our backs to the wall it was indeed encouraging to receive such cooperation and help. Our men all realized the gravity of the emergency and rallied with a common purpose in mind, to see to it that the people of Rochester got all the gas their needs demanded.

Our Number 8 conveyor needed to be respiced as also did Number 1 conveyor. The other conveyors, as a result of the many efficient repairs, were beginning to be in rather good condition. By proper coordination, these repairs were made without serious interruption to operation.

Then things began to settle down—By 5 P. M. coordination began to get results. The 3-11 P. M. oven operation had made up nearly half of the the hour's delay at the ovens. Now let us look across the river at the water gas plant which had been operating two machines at full capacity since the day previous, in order to help keep pace with the demand.

Steps, similar to those taken at the coal gas plants were being taken here to carry through the critical night. Number 4, Water Gas machine, our largest producer, had been operating since the previous afternoon and was in need of cleaning and clinking, a 2 to 2½ hour job at best. We could not spare its gas production. Old Number 3 water gas machine, which had not been used for several years, could be started in four hours and

would help carry the load while Number 4 was being cleaned. But Number 3 was in a separate building, cold from lack of use and also a building not designed for such low temperature. To start up a machine under such conditions, is a problem requiring the utmost skill and care. Mike Donovan, probably our most reliable and skilled man on work of this kind was pressed into service even though it was necessary to use him the next morning to handle a shift.

Notwithstanding the fact that all water gauge lines were frozen, as a result of the careful and skillful direction of Arthur Loveny and Lynn Bowman this machine was ready for operation in time to maintain water gas production while Number 4 was being cleaned, a truly remarkable achievement.

Sleeping With Clothes On

Back at the coke oven plant on the West side of the river, key men were snatching much needed sleep with their clothes on ready for instant service as occasion demanded. Adjacent to the all important gas exhausters which pump the gas from the ovens into the holders Clinton Hegeman, our expert on their operation, snatched what sleep he could so that the sound of any difficulty reached his trained ears and instantly aroused him. Fred Pfluke, in charge of West Station, Hamilton King and William Spears, his assistants, were similarly prepared for the night which would result in failure or be crowned with success.

Another major problem which still loomed before us was the matter of getting gas during the night hours into Number 10 holder, the six million cubic feet holder on the eastern city limits on Blossom Road, which feeds the East Avenue section and East Rochester, Pittsford and Fairport. During the previous day's load this holder had given up over a million feet of its stock and only had a little over a

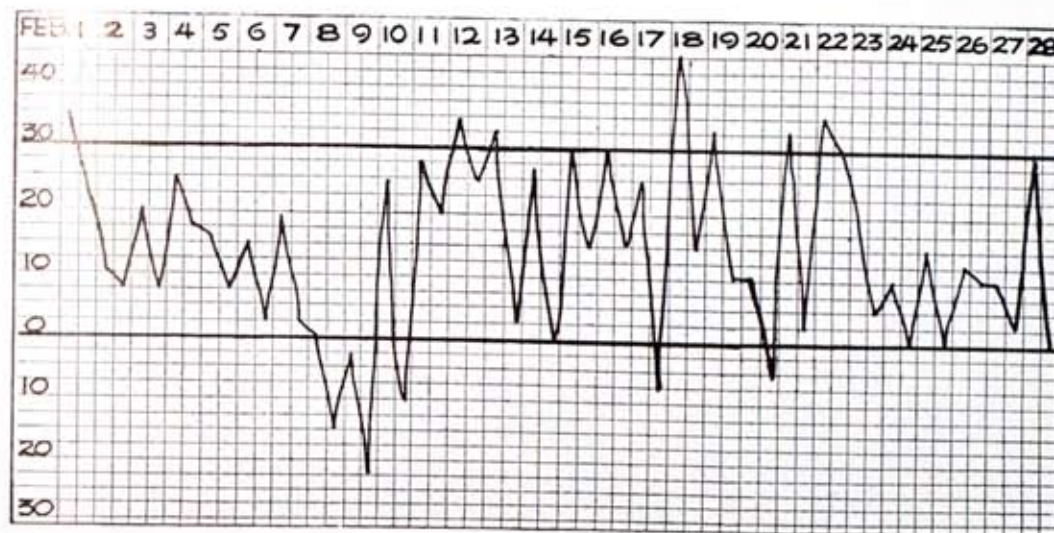
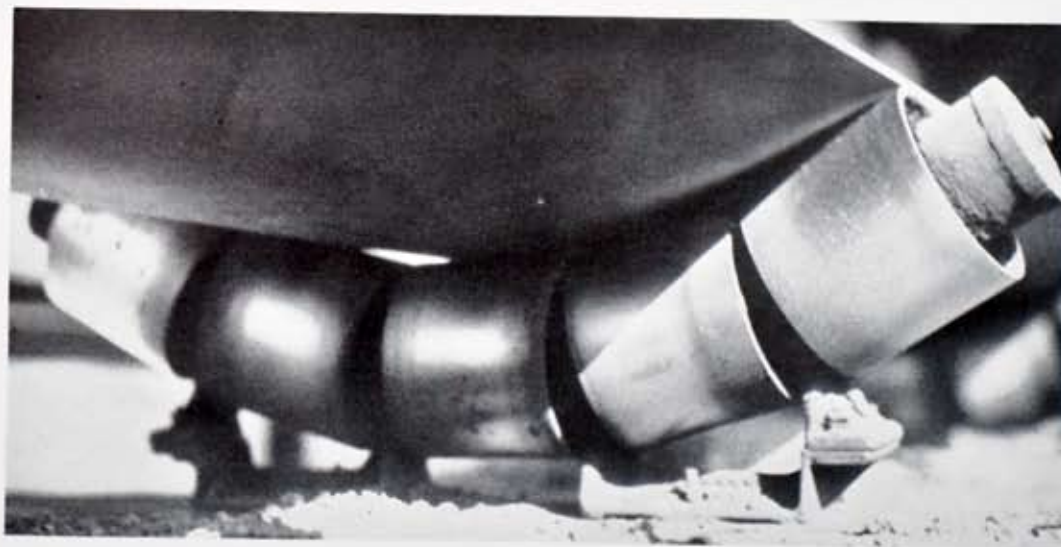


Chart reproduced from the Democrat and Chronicle showing Rochester's daily temperatures throughout the coldest February in the City's history. As the Democrat said "This is the way it looked, but it felt a lot worse."

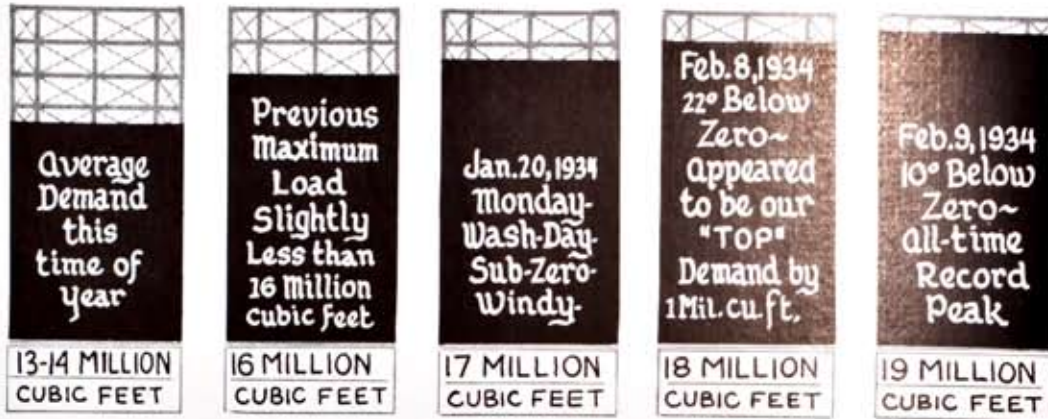
million and half left in it. This meant that if we did no better than the night previous, on the following morning we would have only a half million left in it, which by noon would be gone.

Men from the Distribution Department were rushed out into the various sections of the city during the night to cut back pressure regulators to carry just as low pressure as possible

and still maintain our service, so as to enable the pumps at the gas plants to concentrate on getting gas into Number 10 holder. All the preparations outlined thus far were necessarily taken with dispatch and speed. There was not time for long deliberation in decisions. Between noon and 8 P. M. the above steps had been developed. We now must wait to see whether our efforts would bear fruit or not.



This illustrates the roller bearings underneath the conveyor belts, which are about 36 inches wide and 900 feet long. The extra drag of frosty bearings and idlers and the stiffness of the leather due to the cold were factors in producing some of the bad "breaks" Mr. Beebe tells about in his article.



A visual presentation of what the record-breaking load of 19 million cubic feet of gas really means, comparatively speaking. Some of this unusual demand for gas was due to the fact that many families used gas for auxiliary heating as well as for cooking and water heating.

At 9 P. M. the barometer was still rising, the temperature dropping and no indication of a let up in demand was evident. We were now nearly a million ahead of the sendout of the previous day at the same hour. No favorable signs were evident. These were truly exciting and harrowing moments. However, by 10 P. M. it became evident that we were getting somewhere. Our gas makes had increased perceptibly during the early night hours, due largely to the excellent work of the 3 to 11 shift on the coke ovens under the direction of Harry Sanger. At 11 o'clock he not only had finished on time but had made up the hour which had been lost earlier in the day, by "pushing" a record of 67 ovens, which is some 5 more than ever before accomplished.

The "Breaks" Begin to Come

And then after it seemed that for 36 hours the fates had conspired relentlessly to put obstacles in your way, by midnight the "breaks" began to come. Number 10 holder was gaining in stock. The men in the street, by constantly phoning the holder operation, were meeting with success. Number 4 machine was clean and back on the line and our "makes" began coming higher than ever. The late shift at the ovens had been able to

get two ovens ahead of schedule. The temperature, instead of going on down to 22 below as it did the night before, held at 10 below and our demand in the city began to fall off slightly. The barometer gave evidence of having passed the peak, and the wind which for two days had been right out of the north began to shift to the south, something we had been praying for for hours, for then we would know that the fury of the cold spell had been broken.

Having fought a seemingly hopeless battle for so long, you can appreciate the joy that such a turn of affairs brought to the tired hearts and bodies of the men on the "firing line." We were unmistakably gaining on the situation. Those who had been supervising through these tedious hours dropped onto cots for a brief period of much needed sleep, with instructions to be called at the first emergency.

Send-Out Breaks All Records

When the sun came up it was apparent that a glorious battle had been won. Number 10 holder was higher than it had been the day previous, our stock of gas in the holder was some half a million higher than the previous morning, and we had sent out during the 24 hours the all time record peak of 19 million feet. More food was

rushed in and I can assure you that the men around that breakfast table were happy beyond words. The mental relief that followed the victory can only be realized by those who participated in that terrific battle against the forces of nature.

As the day wore on and the temperature mounted it was evident that we were out of our difficulty. We were then privileged to allow our men to go home with happy hearts to get a well earned rest. In a situation such as that described herein, it is difficult to pick out anyone for special credit. It was the army and not the generals that won the fight.

Courage, Diligence, Cooperation

While there is no doubt that the successful solution of our troubles in this emergency was due to the courage, diligence and cooperation of the men on the job, nevertheless, a goodly share

of credit is due to Superintendent Richard Kruger of the Gas Manufacturing Department, who did not have his clothes off for three days and two nights and who was responsible for seeing to it that coordination clicked in all these efforts and who directed the attack that maintained unbroken the record of continuous gas supply in the face of seemingly overwhelming odds.

One aftermath of this unprecedented cold spell emergency, however, will probably not be particularly joyful. People in their efforts to keep warm, used gas far beyond their normal requirements. A month from now all this is likely to be forgotten and our company will probably have to bear the brunt of a deluge of complaints of high bills. We hope our customers will not too quickly forget that we fought a real battle to give them the additional service that they wanted at a time of extraordinary need.



View of a section of East Station showing another long stretch of conveyor belts at the left. The steam shovel picks up the coke in the yard and deposits it on a belt which transports it to the crusher house, in the left distance.



Rochester is fortunate in having ample open spaces for her citizens to use for outdoor recreation, both Winter and Summer. Shown above is a vista in Highland Park.

National Flower and Garden Show First Centennial Activity

ROCHESTER, the city of beautiful homes and flowers, has been greatly honored by her selection as the place for holding the 15th National Flower and Garden Show. Citizens of Rochester and lovers of flowers can show their appreciation of this honor in supporting the Show by their attendance.

This isn't a mere duty; it should be a distinct pleasure as well, for the show will be a great inspiration to all who attend. This fine exhibition is put on by persons whose motives have nothing in them of the mercenary; it is for the love of flowers and what they represent, only; a labor of love.

Few cities in the country are large enough to provide proper facilities for such a show. Some idea of the magnitude of the undertaking will be gained upon knowing that \$25,000 worth of cash premiums have been set aside for awards to exhibitors in various classes. The Show will occupy 150,000 square feet of floor space in buildings 3, 4, and 5 at Edgerton Park. Building 6 will be used for administrative and lecture purposes.

Among things you will see at this exhibition are the Venus Fly-Trap, with jaws and teeth like a fish, a weird flower that eats flies, an outstanding exhibit of orchids of many varieties including the Tiger Orchid of the Andes Mountains. You will also see roses galore, including the "Rochester Rose" developed especially for the Show in honor of Rochester's Centennial Anniversary. Holland tulips, Bermuda lillies, Japanese lillies, English primroses and the glamorous Golden Bells of Cathay will be there to intrigue you.

You will get hundreds of ideas for use in the planning of gardens and

perfecting other landscaping ventures, and will witness the exotic exhibitions of Rochester's various garden clubs, florists and growers. You really must not miss this wonderful display of beauty which will be attended by flower lovers from all parts of the United States.

Advance Ticket Sale Now Going On

Mr. George B. Hart, of this city, is chairman of the local committee and vice president of the national society. Arrangements have been made whereby tickets for the Show purchased before 6 P. M. on April 12 may be had for 35 cents. The advance sale is now on. After the date mentioned the price will be 50 cents. Tickets may be obtained from practically all the luncheon clubs, department stores and many business places downtown, or at the headquarters, in the Seneca Arcade.



This National Show is sponsored by lovers of flowers and is not a money-making venture.

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

Report for month of January, 1934 and period from August 1st, 1933 to January 30, 1934. Number of Weeks, 26.

Team Number and Captain	Quota for Jan.	Points Secured Jan.	% Quota Jan.	Quota for Year	Total Points to Date	% of Yearly Quota
1. L. East	46	15	32.6	600	383	63.8
2. C. Schlenker	55	66	120.0	725	878	121.1
3. E. J. Crane	69	19	27.5	900	224	24.8
1ST BRIGADE—MAJ. V. HODDICK	170	100	58.8	2225	1485	66.7
4. F. Pfluke	10	8	80.0	125	83	66.4
5. H. King	10	10	100.0	125	87	69.6
6. W. Spears	10	6	60.0	125	69	55.1
7. F. Valenza	10	5	50.0	125	64	51.2
8. L. Bowman	8	9	112.5	100	64	64.0
9. G. Calderwood	8	6	75.0	100	47	47.0
2ND BRIGADE—MAJ. R. KRUGER	56	44	78.5	700	414	59.1
MCF DIV.—GEN. A. M. BEEBE	226	144	64.6	2925	1899	65.0
10. E. Schleuter	19	30	157.9	250	82	32.8
11. G. Swartout	12	12	100.0	150	65	43.3
12. G. Fiedler	14	18	128.5	175	83	47.4
13. A. Gosselin	54	24	44.4	700	150	21.4
14. C. W. Miller	69	63	91.3	900	201	22.3
15. J. Schenk	10	10	100.0	125	134	107.1
3RD BRIGADE—MAJ. C. G. DURFEE	178	157	88.2	2300	715	31.1
16. D. Bruce	12	6	50.0	150	68	45.2
17. R. McComber	10	1	10.0	125	40	32.0
18. R. F. Close	12	9	75.0	150	134	89.4
19. G. Knight	10	12	120.0	125	132	105.7
20. Wm. White	8	7	87.5	100	76	76.0
21. J. Baker	8	2	25.0	100	134	134.0
4TH BRIGADE—MAJ. I. E. POWELL	60	37	61.6	750	584	77.9
KWH DIV.—GEN. E. R. CROFTS	238	194	81.5	3050	1299	42.7
22. H. Nichols	12	4	33.3	150	92	61.3
23. P. J. Miller	12	2	16.6	150	133	88.7
24. W. Seidel	12	16	133.3	150	169	112.6
25. R. B. Fulton	12	20	166.6	150	205	136.5
26. H. J. Hill	12	10	83.3	150	105	70.0
27. L. Newman	127	176	138.5	1650	504	30.6
28. J. G. Ross	54	57	105.5	700	684	97.8
5TH BRIGADE—MAJ. F. H. PATTERSON	241	285	118.2	3100	1892	61.0
29. W. J. Marks	29	12	41.3	375	447	119.1
30. T. H. Nash	46	46	100.0	600	487	81.2
31. I. Lundgaard	62	53	85.4	800	1176	147.0
32. J. Schnorr	35	17	48.5	450	135	30.0
33. J. F. Sharkey	77	84	109.1	1000	1871	187.1
34. W. M. Kearns	10	67	670.0	125	199	159.0
6TH BRIGADE—MAJ. V. A. MILLER	259	279	107.7	3350	4315	128.7
MO DIV.—GEN. E. C. SCOBELL	500	564	112.8	6450	6207	96.3
TOTAL ROCHESTER DISTRICT	964	902	93.5	12425	9405	75.7

R. G. and E. Salesmen Go "Back to School"

SALESMANSHIP is a continuous assimilating process, and for three days the salesmen of the New Business Department of the Northwestern district became students of applied salesmanship. The sessions were held on the Sixth Floor of the Gas and Electric Building and Mr. Jack Sharkey was cast in the role of host schoolmaster, or chairman.

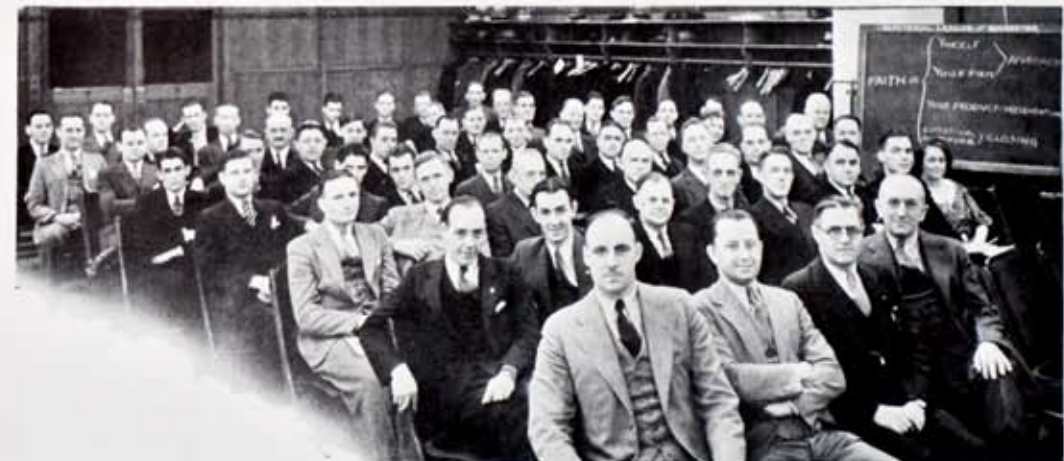
Thorough Training

The Company's various management and departmental activities, which are always of vital importance in the sales curriculum, were thoroughly presented by the speakers, following the introductory talk on "Our Company" by vice-president Joseph P. Haftenkamp, and the "Purpose of the School" by new business manager, Frank M. Houston.

We present the list of the speakers and their topics: Gordon G. Ross spoke on "Contracts and Credits;" Edward Roeser, "Rates;" Gordon G.

Ross, "Handling Service;" Frederick W. Fisher, "Public Relations;" Harry J. Taillie, "Business Building Plans as they Affect Salesmen;" Harvey Klumb, "Testing Laboratories;" Mr. Angell, from the Electrolux factory, "Electrolux Refrigeration;" E. R. Crofts, "The Electric End of our Business;" Al. Rafferty, of the Gould-Farmer Company, "G. E. Refrigeration;" A. M. Beebe, "The Gas Department;" Smith-er Merrill, of the Surface Combustion Company, "Thrift Water Heaters;" A. G. Elliott, of the Frigidaire Corporation, "Frigidaire;" Malcolm Leach, of the Glenwood Company, "Gas Ranges;" Andrew J. Furstoss, "Canvassing;" F. W. Wentworth, "Sales Records" and Frank M. Houston, "Selling." President Herman Russell gave the final address.

The facts learned in "school" should result in a higher average salesmanship by the entire group, through a greater knowledge of the Company, its services and policies and a greater familiarity with the products we distribute.



Going back to school was apparently an interesting as well as a profitable experience for R. G. and E. salesmen. Following the three-day session, they enjoyed the finest February sales we have had in a long time. At least some of this stimulus was due to the inspiration of these meetings. "Exams" were held the last day of school.

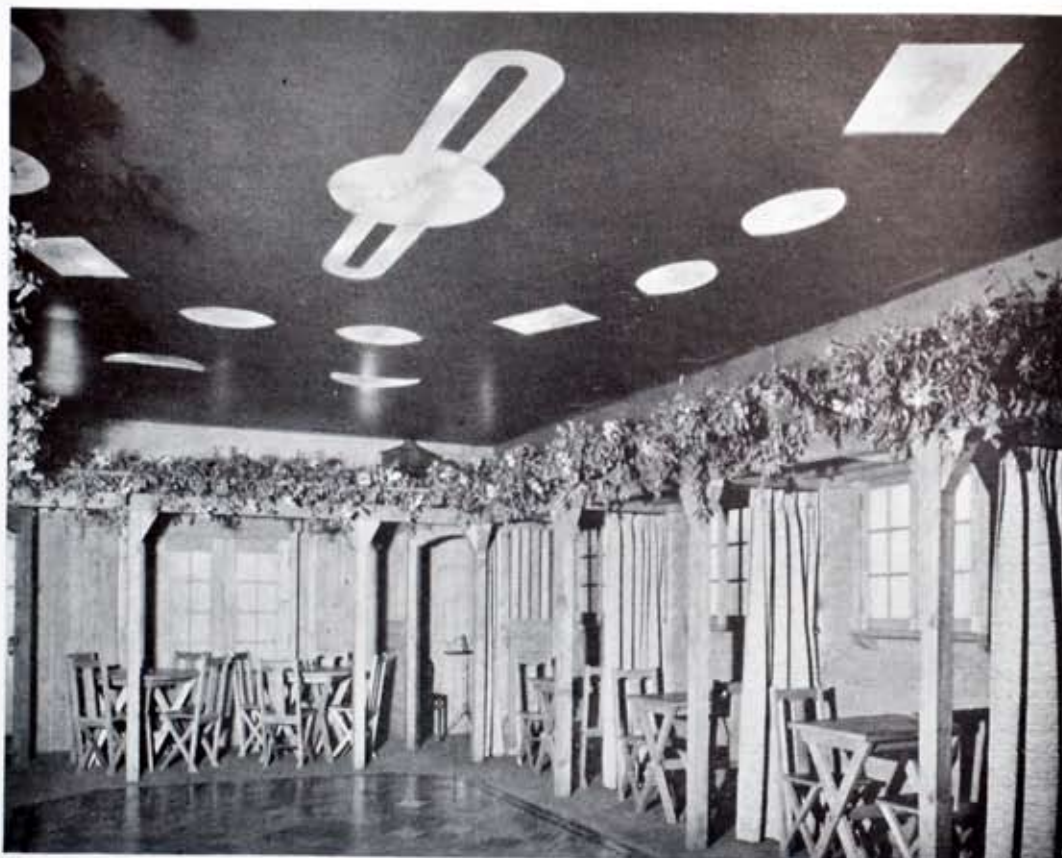
Tropical Atmosphere Created by Modern Lighting and Decoration

MODERN lighting is being used to create definite effects, or atmosphere. An example is the newly decorated Club 48 Room of the Eggleston Hotel. The interesting results obtained represent a fine cooperation and collaboration between the management, the architects and the various craftsmen engaged in the job. This thorough-going unifying of these factors marks a trend in building and decoration today which is destined to produce most satisfying results.

Upon entering the Club 48 Room, one is impressed with the lovely tropical

atmosphere, an effect which mere photography can not successfully reproduce. The ceiling is painted a hazy sky blue, further enriched by the historical signs of the zodiac, with the world and its orbit capable of changing color by means of the various colored lighting effects emanating from the chased cameo glass panels.

The initial portion of the side walls below the ceiling is covered with an acoustic material painted and stippled with a Roman antique gold, to lend texture and transparency. The side walls are of antique, knotty stripped



Attractive Club 48 room of the Eggleston Hotel. The ceiling is of a hazy sky-blue, and shining through it is a design of the earth with its orbit and the signs of the Zodiac. Soft amber and blue lights shine from behind the windows.

siding. The posts separating the booths also support the trellis which is artistically covered with natural smilax and flowers. The furniture is of the same materials as the side walls, but the chair seats and table tops are inlaid with a motif of various tones of pressed wood.

The booths in this room are provided with a gobelin tapestry drapery in tones of red and gold, which may be drawn to separate the booths if desired. The portion of the floor under the chairs and tables is covered with a rich sand and taupe colored broadloom carpeting, while the dance floor is of selected antique oak parquetry, highly polished.

There are fifteen possible combinations of red, amber and blue colors in the lighting effects and provision has

been made for the future installation of automatic time delay dimmers, which will further enhance the possibility for novel and colorful lighting combinations.

The architects were Gustke and Pioch; the Lusk Studios planned and created the decorations; the Hickson Electrical Company was in charge of the electrical work and the Company's Industrial Department worked with all these companies to help make this installation a delightful example of the possibilities for harmonizing architecture, lighting and decorations into an atmosphere "tailor made" for its specific requirement.

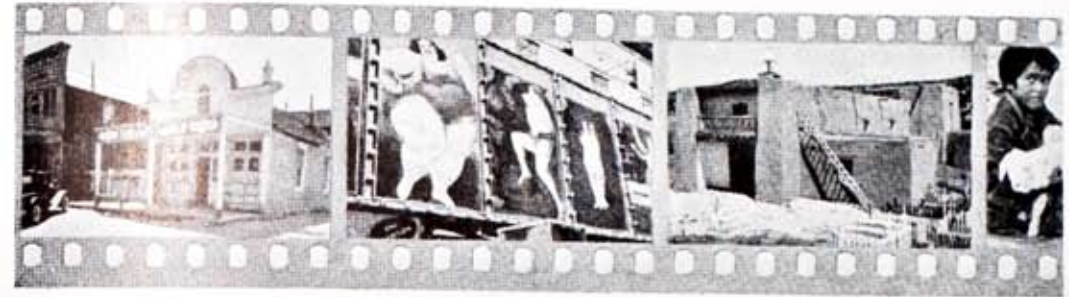
Visit the National Flower and Garden Show, Edgerton Park, April 14 to 22. Buy tickets now and save money. Get them at any Department or Flower store or at your Luncheon Club. This is a NATIONAL EVENT.



Gobelin tapestry drapes in tones of red and gold separate the booths, and the floor under the chairs and tables is covered with a taupe colored broadloom carpeting. There are fifteen possible combinations of red, amber and blue colors in the lighting effects.



"Spring is just around the corner", someone remarked on a recent sub-zero day. This remark is optimistic to say the least. If you are tired of Winter, just gaze upon this quartet of Spring pictures, the artistic work of Mr. Willis E. Hughes, of the R. G. and E. Camera Club, and his Graflex. They were taken in the Fletcher Lake region, northern Ontario.



Joint Session of Camera Clubs

THE camera clubs of Rochester and other persons interested in varied phases of photography were hosts of the R. G. and E. Camera Club at a joint meeting held on the Fifth Floor, on February 13. Among the camera clubs which were well represented on this occasion were: the Rochester Camera Club, the Leica Camera Club, clubs from the Hawk-Eye Works, Bausch and Lomb Optical Company, Eastman Kodak Company and a group of students from the photographic courses at Mechanics Institute.

Over 200 Present

An audience of more than two hundred persons listened attentively to the discourse of the evening which was given by Mr. Jack Kellman, a representative of the photo-optical department of the E. Leitz Company, of New York, makers of the Leica camera.

Mr. Howard Harding, president of the R. G. and E. Camera Club, welcomed the guests, after which Mr. Kellman was introduced by Mr. Ted Fuller, of the Marks and Fuller Company, who was largely responsible for the appearance of Mr. Kellman in Rochester. Mr. Arthur Underwood, chairman of the program committee, was in charge of the entertainment.

Mr. Kellman, after his preliminary remarks, opened his lecture with a series of instructive and interesting slides showing the scope and possibilities of miniature cameras in a wide

field of utility. The lecture was followed by an enlightening question period. Among the guests of the evening were Dr. E. P. Wightman, F.R.-P.S., of the Eastman Kodak Company's Research Laboratory.

At the close of the session, lunch was served under the supervision of Miss Helen Smith and the following Company employees: Mary and Margaret Brockmyre, Frances Cameron, Harriett Kipp, Edith Holdgate, Eleanor Lesczinski, Freda McAdam, Mary Martin and Margaret Settle. Altogether, it was a pleasant and instructive evening and many persons expressed a desire for other meetings of the same character.



If you have Snap-Shots you're proud of, send them in to G. & E. News.

GAS and ELECTRIC « NEWS »

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

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FLOYD MASON *Editor*

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VOL. 18 MARCH, 1934 No. 2

"Hold the 'Phone"

TRANSPORTATION and communication have always been a large portion of the backbone of progress. It is especially true, today. How far could we get in a business way without, for instance, telephones?

In Rochester's early days folks had to ford the Genesee River or cross it by means of boats until the first bridge was constructed. With that bridge came an influx of settlers. Things began to hum for the first time in Rochester's young career. Now people living in settlements on either side of the River could communicate with each other, visit one another, do business together—more easily.

A bridge is much better as a transportation medium than either a ford or a boat, especially in a neighborhood where high water could prevent such transportation many weeks each year. Rochester's early growth is premised

on such a seemingly small thing as the building of a bridge over the Genesee River. But it wasn't a small thing, it was an epoch in transportation.

Today, we must have easy means of transportation, communication. The telephone which we make use of in such a matter-of-fact way is one of the great big things in our lives. If you don't believe it, just have your home telephone taken out for a month and try to like it. To attempt this with your business phones would be nothing short of suicidal.

Do it the Modern Way

Many of us still cling to the ford (please note this is not a capital F) or the boat era of communication. For instance, the other day we waited for some moments to see a certain business person, then got "wise" to the fact that we could have immediate entree to his office and himself—merely by ringing his telephone number. This we did and had our business finished in not more than a "jiffy."

You wouldn't ford a swirling stream in Springtime when you could pass over on a bridge, with much more dispatch and safety. Why should we continue to make personal calls on many of the persons whom we can contact quite satisfactorily via telephone. "Don't Travel, Telephone" is still a pretty good slogan. And when one gets in a tight place for time, he discovers that a telephone line is a bridge that carries one over many perplexing situations, with dispatch, safety and satisfaction.

Here is just one exception. Perhaps the Telephone Company can "handle" him. We know of a man who persists in keeping us waiting, minutes at a time it seems, while he comes upstairs to answer his telephone (his business is carried on in the basement of his home—and he isn't a bootlegger). Some day we're going to get nerve enough to remind him that our time has some value. That he, in justice to

us and others with whom he does business, should install an extension 'phone to his basement. Of course, he loses just as much of his time as he causes us to lose, and it is just time wasted for both of us.

Personal business contacts are fine. Yet, we should be careful not to infringe overmuch on any person's time by calling (which always takes longer, what with the small talk, etc.) when the job can be done telephonically. We do lose something, or do we, really. That might be the zest and enthusiasm of a hand-shake or the scintillating glint of a smile. All these, however, CAN be put into a personification of "The Voice with a Smile." It is being done every day. Just try it. If we'd all do this what a "break" it would be for telephone operators!

The "Good Old Days"

DO YOU remember when the first "Movies" came out? That was in the days when all seats were five cents; when the only orchestra was the man who played the piano; when one of the big hits at each performance was the fellow who sang sentimental love lyrics, illustrated by colored lantern slides; when a rare bit of comedy consisted of a huge steam roller which rolled out the funny man, like a piece of dough, and made him twice as long as he had been; then, as it reversed, the funny man again came back to life; when another extremely funny-bone tickler was a crowd of people chasing after a policeman who in turn was chasing some alleged malefactor, until everyone was chasing somebody else. How we screeched with glee. How easily we laughed in those days. It was all so new, those extremely flickery movies that tired our optic nerves and made us sleepy from eye strain. No wonder they had to have a lot of comedy; it kept us awake.

As we look back to the years when

the old Bijou Dream theater literally shone on Rochester's Main Street we find ourselves deep in the recollection of those "Good Old Days," whoever began calling them that we do not know. It seems to us, however, that they were not superior to the present era, excepting for thier happy associations. They were delightful in many ways and possess many happy memories, but nothing to rave about when compared to today. But we will leave this matter to the imaginations of our readers.

The Bijou Dream

The first motion picture houses, like the old Bijou Dream, did pioneering work in brightening up cities and towns. They really began this period of attractive lighting, the end of which is not yet. How we prided ourselves on such marble-fronted "shows," and upon the unusual brightness of their fronts, which lured us inside like moths to a flame. How different today are both the picture houses, their performances and the type of illumination utilized. Just how different they are we shall leave to illuminating engineers, who help to solve such problems, and to other persons whose combined activities have helped to bring us at least a goodly proportion of excellent film showings, that we both see and hear. Aren't these the good old days, after all? They are, of course, yet ere long they will be surpassed by the performances of tomorrow.

Thus time brings its changes. And in them, well to the forefront, are the services and conveniences made possible by gas and electricity. What would today be without them? We hate to think of that. So, here's to today; may its memories linger with us until these approaching tomorrows beat their time and they become just those "Good Old Days" that have flickered past and become memories only, like the screen showings of the silent drama of twenty-five years ago—one but surely not forgotten!

"Skipper" Taillie Sends S. O. S.

MR. HARRY Taillie, who is in charge of the employees business building activity, sends out an S. O. S. for more prospects. No, Mr. Taillie's sales ship isn't sinking, rather, it has been passing through some very delightful sales weather. However, the "skipper" sees danger ahead, along with choppy seas and dangerous shoals unless employees continue in the good work they have so well begun.

In other words, our sales ship is not unlike a huge many-masted craft which, naturally, depends upon some form of action, or power to motivate it. To continue the analogy, this ship depends upon its sails (sales, if you prefer) to keep it plowing ahead into the breeze of resistance which any sales activity encounters.

Sails Set for 1934

"Skipper" Taillie, along with Bos'n Haftenkamp and Chief Mate Houston has charted a course for 1934 which will, if properly pursued, bring us into port at the end of the sales year with all sails set, flying the colors of victory. Every employee, however, must do his or her share to keep the sails blowing full.

Every time you turn in a prospect, you puff out these sails a bit fuller. Sporadic effort, that is, lack of concerted prospect-getting, by just a small portion of the employee body will not keep the old ship on an even course; it is like faint zephyrs which come in slight gusts, and make it hard sailing for the "skipper" and his crew. Let's all work together and plan to get one or more prospects each this month. We don't want 'em to get sea-sick.

Let's Go!

We can put our best efforts into this activity for it is a worthy venture.

People you know need things for their homes. These products will bring greater joy and happiness to them. If they are purchased now the chances are they will be less expensive than if the purchase is put off till a later time. Prices are on the up-and-up. We don't know where they may stop. And remember, whatever this Company sells is gilt-edged merchandise; it's the best we can find to distribute; it is tested by our laboratories and will give satisfaction. Further, every dollar spent now helps to keep the old ball of industry rolling along toward continuously better times for the employees of every industry represented. And in that equation, somewhere, is YOU. Come on, let's go! "Thar she blows!"

(Continued from Page 43)

bronze plaque for the best accident prevention program of any city within its population class of 250,000 to 500,000. This contest included many phases of accident prevention activities.

Today Rochester is waiting for new safety worlds to conquer. It entered the 1933 National Traffic Safety Contest sponsored by the National Safety Council and is preparing its report for the judges. It has entered Rochester again this year in the 1934 contest and already has set in motion accident prevention activities designed to retain Rochester's position as "safest" among American cities.

GET ON THE HONOR ROLL. Next issue we shall print an honor roll of employees active in Load Building. Turn in prospects between March 19th and April 30th, in the "Spring Range and Water Heater Campaign" and earn SPECIAL ADDITIONAL BONUS POINTS.

GENERAL INFORMATION



Net Increase in Consumer's Meters for Year Ending January 31, 1934

	Jan. 31, 1934	Jan. 31, 1933	Increase
Electric	127,695	126,826	869
Gas	108,777	108,430	347
Steam	314	322	8*
Total	236,786	235,578	1,208

Statement of Consumer's Meters by Departments as of January 31st

	Electric	Gas	Steam	Total	Incr.
1924	60,137	87,294	110	147,541	
1925	71,246	90,469	143	161,858	14,317
1926	81,532	94,658	184	176,374	14,516
1927	90,600	97,836	258	188,694	12,320
1928	99,662	102,876	321	202,859	14,165
1929	110,197	106,915	319	217,431	14,572
1930	116,395	109,131	346	225,872	8,441
1931	119,476	109,261	347	229,084	3,212
1932	121,262	109,243	341	230,846	1,762
1933	126,826	108,430	322	235,578	4,732
1934	127,695	108,777	314	236,786	1,208
Incr. in 10 Yrs.	67,558	21,483	204	89,245	89,245

Net Increase in Consumers' Meters by Months

	1931	1932	1933	1934
January	95*	203*	258*	54*
February	265 (1)	247	86*	
March	104*(2)	5,818	460*	
April	252	24	128	
May	470	259*	134	
June	437	136*	94	
July	247	55*	7*	
August	302	58	132	
September	347	11	517	
October	1*	169*	318	
November	170*	293*	281	
December	80*	256*	211	

(1) Includes 650 meters of former Brockport Gas Light Company.

(2) Includes 4,900 meters of former Lake Ontario Power Corporation.

EMPLOYEES BENEVOLENT ASSOCIATION

Cash Statement for January, 1934

Receipts		Disbursements	
Balance 1st of month	\$2,539.70	Sick Benefits	\$1,573.71
Dues—Members	706.52	Accident Off-Duty Benefits	244.15
Dues—Company	706.52	Expense of Nurse	128.28
Fees—Members	6.00	Miscellaneous	14.40
Fees—Company	6.00	Balance end of month	2,139.89
Miscellaneous	135.69		
Total	\$4,100.43	Total	\$4,100.43
Membership January 31, 1934	1,838	Membership January 31, 1933	1,742

	Month of Jan. 1934	Month of Jan. 1933	Increase
KWH Generated—Steam	2,380,505	1,601,682	778,823
KWH Generated—Hydro	19,718,898	19,793,034	74,136*
KWH Purchased	8,919,565	6,751,244	2,168,321
M Lbs. Commercial Steam Produced	180,282	151,578	28,704
MCF Coal Gas Made	416,167	377,875	38,292
Tons Steam Coal Used	13,233	9,833	3,400
Tons Gas Coal Used	36,352	32,035	4,317
Tons Coke Made	24,294	21,364	2,930
	Jan. 31, 1934	Jan. 31, 1933	Increase
Number of Employees	2,180	2,087	93
Amount of Payroll—Month Ended	\$ 316,014	\$ 288,618	\$27,396
Amount of Payroll—Year Ended	\$3,568,934	\$3,520,253	\$48,681
Miles of Underground Duct	2,026	2,024	2
Miles of Underground Line	3,006	3,001	5
Miles of Overhead Line	8,111	8,064	47
Miles of Gas Main	816	816	—
No. of Street Arc Lamps	1,396	1,394	2
No. of Mazda Street and Traffic Lamps	25,681	26,269	588*
Total Number of Street Lamps	27,077	27,663	586*

*Denotes Decrease

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 father of Mr. Andrew Brostrom, of the Andrews Street offices, died recently and funeral services were held at the family home, with interment at Holy Sepulchre Cemetery.

Mrs. J. A. Hughes, mother of Willis E. Hughes, died at the family home in Utica, N. Y. on January 25. Funeral services were held at the home and from the conservatory of Forest Hill Cemetery, Utica, where interment was made.

Mr. Peter Kennedy, an employee of the Company for about forty years, died on February 17. Mr. Kennedy had been at Station 3 since 1916, when he was transferred from Station 4. Services were conducted at the home with interment at Holy Sepulchre, following mass at the Church of the Immaculate Conception.

PERSONALS



Miss Edna Crocker, who is chairman of the Chamber of Commerce unit of the Home Bureau, announced recently that this group would inaugurate a series of lessons in effective speaking for its members. Mr. Gordon Ross will officiate as teacher.

Miss Katherine Kobena, of the Auditing Department, gave a variety shower in honor of Mrs. Loeb, January 30, at Miss Kobena's home. Twelve young women from the department were present with a variety of gifts, including linen, kitchenware and other useful home equipment.

Many persons on the Third Floor were pleasantly reminded of their childhood and their "peppermint candy" days recently, when Miss Bradfield passed among them with a big box filled with these barber-pole goodies. What a crunching there was for a time and how "lickin" good it was. We thought that possibly Miss Bradfield was demonstrating a new cod liver oil preparation disguised in a candy stick; however, we learned that the candy was a gift from Mr. John McNamara, an employee patient who is one of those persons who is always doing something nice for someone.

Miss Nellie Huddy was given a birthday party by members of the Telephone Department and other friends recently, at Odenbach's. Another famous birthday celebrated on this same date was that of President Franklin D. Roosevelt. Odenbach's provided one of their famous birthday takes in honor of Miss Huddy's natal celebration.

Mrs. Beulah Boyce is a member of the committee on advertising for a local ladies bowling association which meets at Buonomo's. In a recent meet at Elm Hall, Mrs. Boyce bowled 555 for an average of 185.

Romance seems to give some fellows bad "breaks." For instance, a young man on the second floor makes weekly trips to Geneva to see the young lady of his desire, and doesn't even kick at the bad roads we've had nothin' else but for a few weeks. Love laughs at locksmiths and pays absolutely no attention at all to weather conditions.

Mr. Herbert Ringelstein entertained some of the men of the Credit Department at a card party at his home recently. Midnight lunch was served.

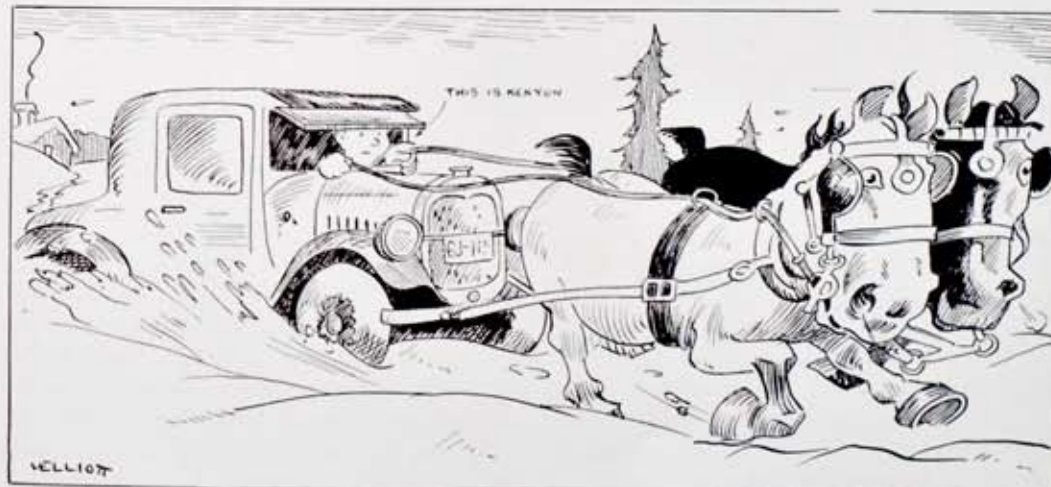
Miss Opah Withall, of the Billing Department, was honored by a birthday bridge party at the home of Miss Mildred Bartels, of the Order Entry Department. The gifts were "different." Among them, Miss Withall received a bank from Doris Rice; a boat from Mildred Bartel; toy animals from Mildred Wood and Hazel Leake, and a singing canary, powder puffs, safety pins, dolls, drums, etc., from Esther Schaub, Florence Smith, Virginia Coffee and others.

Mr. Walter Kenyon recently arrived at work with a piece of harness dangling from his car and a whiffle-tree fastened to his bumper. The snow has been so deep in Macedon that Walter has had to fall back on "hosses" to pull him out to the main road. He puts his car in second gear and, with the lines through the windshield, shouts a lusty "Giddap" and he's off in a cloud of snow. He then leaves the horses at a nearby farm until night when the return trip home is made. Imagine the feelings of a self-respecting automobile to have to be towed in this manner. It's enough to make any old radiator boil with remorse.



Master Carl Herman Johnson, age 6 months, son of Carl Johnson, System Operation Department.

A local columnist recently had this to say "I know of a Rochester concern whose operators are polite and affable at all times. Officers, from the highest to the lowest are accessible at all times by telephone. Their response to a ring is immediate. They make their own outgoing calls so that they are ready to talk immediately. This takes time and effort in the course of an average business day, but these men insist that it has been very much worth while." Who do you suppose this gentleman meant to compliment?



Isn't it enough to make any self-respecting radiator boil—to be towed by "hosses." Anyway, it got Walt Kenyon started to work on zero mornings.

The girls of the Cashiers Department attended a recent chicken dinner at the Fairport Methodist Church. They say they were enticed there by Mr. Roy Briggs, a fellow worker and a member of the church, but that they got their money's worth in eats alone.

The Misses Marion Corris, Emma Augenstein and Bertha Ellsworth attended a card party at a church function and came home with prizes, a tribute to the alertness which cashiering engenders.

Mr. A. Stiles, of the Garage, and Mrs. Stiles are ardent lacrosse fans and may be seen quite regularly at the Armory rooting for the Rochester Iroquois.

Mr. and Mrs. Joseph Forsythe will remember 1934 as the year that brought to them a charming baby girl, a post-depression event which augurs well for happy days ahead in the Forsythe family. Joe is now working on a code for babies. He says that under the C. W. A. they should be allowed to cry only during specified hours, daytimes, but that after fourteen years without a baby in the house he'll stand for a bit of plain and fancy crying even at night.

Mr. and Mrs. E. A. Stein spent a happy evening playing bridge at the home of Mr. and Mrs. Herb Titus, of Minnesota Street.

Miss Mary McLaughlin recently entertained the young women of the Transportation Department at her home on Lyell Avenue. The Misses Doris Rinker, Margaret Beecher and Leona Letson made it a happy fore-some.

Mr. Joseph Grible, of the Bengas Station has hardly missed a Sunday at the station in over fifteen years. Now that the station is closed Sundays, we asked Joe what he thought of having all this spare time on his hands. "Well" remarked this genial Bengas dispenser, "It's kinda tough till you get used to it." What a man.

Miss Betty Purchase had the leading part in "Checkers and Soup" a comedy featured by the dramatic club of the 23rd Ward Women's Democratic Club. Miss Purchase is a member of the R. G. and E. dramatic club.

Mr. Tom McGraw recently came home from the Mountains with a bag of rabbits. He said one got away, but that he'll get that later. He gave away most of them to friends with a "hasenpfeffer" complex, and was besieged by requests for lucky rabbit's feet. It seems that many of Tom's buddies believe in this superstition. You see, they place a rabbit's foot in their trouser pocket, and when friend wife looks for "change" she feels a mouse. That isn't superstition, that's intelligence.

On one of those ten below zero days, a dignified lady walking along East Avenue near the Gas and Electric Building, was greeted by a gentleman with this unusual salutation: "Pardon me, madam, but your nose is frozen." That's just an example of the Good Samaritan brought down to date.

Canandaigua Party.

CANANDAIGUA employees enjoy regular get-together evenings, a social practice inaugurated by district manager Phil Thomas. Their first social evening was held at the Canandaigua Hotel in connection with the awarding of the bonuses earned by employees in the Better Business activity, together with the prizes which had been earned.

The second party was held recently at the Woodmen's Hall. Following a dinner, there was dancing and bridge, which was enjoyed by employees, their wives and friends. An orchestra furnished music until 12 o'clock.

These enjoyable evenings have proved to be so thoroughly appreciated that they will doubtless be continued throughout the year.

R. G. & E. Bridge Club

THAT bridge is lots of fun, besides being an excellent mental exercise, is the opinion of the Company Bridge Club, which meets weekly under the instruction of Mr. John Clark. Before the season is over, the members will have covered the ins-and-outs of the Culbertson system.

At the first February meeting, eighteen persons were present at the Home Service Department and participated in an excellent luncheon comprising various kinds of sandwiches, cream puffs and piping hot tea, brewed by Miss Helen Smith.

Following lunch, an intensive study was made of Contract Bridge, under the tutelage of Mr. Herman Russell and the regular instructor, Mr. John Clark. The meetings are called early, directly after work is done so that a full evening of instruction can be had each week.

We have heard that fish is an excellent food for persons having intensive thinking to do. Tuna fish sandwiches, therefore, would apparently fill the bill as a piece-de-resistance for a bridge luncheon. Now, however, we are in a bit of a quandary, ever since we read of Bridge Club's recent menu. Perhaps Mr. Clark has a subtle reason

for including in the mental pabulum of his group—cream puffs. Anyway, Mr. Russell said that he'd come again if they made it a supper meeting. That's a "puff" for whoever prepared the food.

The Misses Mildred DeWolf and Edith Holdgate gave a bridge party for the young women of the Personnel and Industrial Departments on Wednesday, January 31. The most exciting hands of the evening were held by the Misses Dorothy Fisher and Helen Dimmick who had as opponents Margaret Settle and Pearl V. Cole.

Miss Miriam Waltuck recently won high score in the R. G. and E. Girls Bowling League, with 222. The high average thus far is held by Marie De Graff, of the Tabulating Department. Bowling is one of the many ways in which R. G. and E. young women keep fit, and soon we shall show you what these high-scoring pin pushers look like. What records they could make in a rolling pin throwing contest.

Even at a bridge party you can get prospects for Appliances. Help your department keep up to its quota.



Instructor John Clark puts the R. G. and E. Bridge Club through its paces in the Home Service Department.

Mr. and Mrs. Tucker Enjoying Florida

Mr. and Mrs. Charles Tucker are having a delightful time at St. Petersburg, Florida, where they are stopping at the Hotel Martha Washington. It must have made them chuckle a bit to read in the papers about the record-breaking cold snap we had here in Rochester; what a perfect season to be in Florida, that is, from the Rochester point of view. Mr. Tucker sure is flying high. He wrote his secretary, Miss Louise Amish, that he sailed over St. Petersburg first in a Blimp, and later in a Stinson aeroplane. He much preferred the aeroplane and is planning to have some more rides soon. Mr. Tucker says the food is good, the people are nice, the air is balmy—what more could one wish for, excepting an occasional game of Bridge, which is also a part of the Tucker schedule. Before sending everyone his best regards, Mr. Tucker mentioned hearing the "Old Timers" program over Station WHAM, recently. He said it made him feel very much "at home."

There is at St. Petersburg, a Three-Quarter Century Club composed of persons 75 years of age or older. Mr. Tucker mentioned going to a community songfest, where this club was featured. The oldest man in the club is 102. He gave a talk on the club's future (Mr. Tucker must feel like a mere boy down there). Other club members participating in the program ranged all the way from a mere 78, to 90 and over. Perhaps they have really found Ponce de Leon's "Fountain of Youth," they've been looking for it long enough.

Clifford Roberts, of Canandaigua, some time ago was able to render some very commendable assistance in connection with a tragic accident which occurred on the highway, near Bloom-

field. He took the injured persons in his car to the Canandaigua Hospital under very trying conditions, and is to be congratulated for his good work in the interest of the stricken persons.

Mr. Elbert Freeman, Jr., of the Motor Department, on February 3, was married to Miss Viola Petty, of Marion, N. Y. The marriage was solemnized at the home of the bride. Mrs. Freeman is a graduate of the Rochester Genesee Hospital, so the life expectancy of Mr. Freeman, in potential health as well as happiness is a good bet. They are at home at 15 Cobb's Hill Drive.

Miss Ethel Bernstein, of the Auditing Department, became the bride of Mr. Sol C. Loeb, on January 19. She and Mr. Loeb motored to Auburn, where they were married. Mrs. Loeb enjoyed the thrill of surprising her friends by her elopement. Her many friends, however, retaliated by surprising her with gifts of glassware and lamps. While this happy couple lost out so far as rice and old shoes are concerned, they nevertheless received many gifts to start them out in their married life.

And now it comes out. Mr. Norman Slayer, Addressograph Department, announces that his vacation trip last May to Lawrenceville, N. Y., was really the first leg in the honeymoon trip of Mr. and Mrs. Norman Slayer if you please. They toured Pennsylvania and adjoining states. We extend belated congratulations.

On Monday, February 5, Mr. Fred B. Scavone, of Mr. Ray Meyers' elevator force, was married to Miss Agnes Cinelli. Rev. Father McKay performed the ceremony at Holy Cross Church, Charlotte. A wedding breakfast was served to the immediate families of the bride and groom at The Marigold. Mr. Scavone's associates remembered him with suitable wedding gifts.

The young women of the Payroll Department one noon recently took a few moments to honor Miss Mildred Magin on the occasion of her birthday. A dandy angel's-food cake, decorated with candles, was presented to Miss Magin as appropriate sustenance on such a gala day.

Mrs. Clara Holcombe, who is wintering with friends in New Smyrna, Florida, recently wrote to Miss Nellie Haskins, of the Mailing Department, of her appreciation for the Company's broadcast over Station WHAM as follows: "I certainly did enjoy the R. G. and E. broadcast last night in which President Russell and Messers Beebe and Brown participated."

Mr. Garwin Harle, electrician at West Station, is about the only employee we've discovered so far who had a camera on hand on the morning of the big ice jam. He took some in-

teresting snap-shots at the peak of the high water. There's a sales argument for Kodak; perhaps every important business in the country should have a Kodak on hand to snap emergency happenings.

Mr. Carl Ayen, of the Gas Distribution Department, was recently featured in a refrigeration article appearing in "Refrigeration News" published by the Electrolux organization. The article showed pictures taken of the Company's exhibit at Rochester's Electrical Show, one of which featured Mr. Ayen standing beside the special Electrolux display which he designed for the show. Incidentally, Mr. Ayen did something that practically everyone in refrigeration circles said "couldn't be done." Like the fellow in a famous poem, however, Carl went right ahead and "did it."



Scene at party held at the home of Miss Marion Corris, 90 Kenilworth Terrace when these cashiers got off the gold and silver standard for a bit of a 'change'. They had a dandy time, lunch n' everything. From left to right back row they are: Mrs. Sanderson, the Misses Emma Galen, Emma Augustine, Mable Perry, Marion Corris, Sarah Blair. First row, left to right: The Misses 'Sis' (Cecelia) Borne, Adab Edgcombe.



Fumes and Flashes

selected



A Real Test!

So live that you wouldn't be ashamed to sell the family parrot to the town gossip.

The Joke of the Season

The kind of weather we've been having.

A Little Static!

She—"You think more of that old wireless set than you do of me."

He—"Well, I get less interference from it."

Paul Revere Spicking!

"When was the radio first operated in America?"

"When Paul Revere broadcasted on one plug."

Brute!

Wife: "Why do you go out on the balcony when I sing? Don't you like my singing?"

Hubby: "It isn't that. I want the neighbors to see I'm not beating you."

Well! Well!

Little Willie, tired of play,

Pushed sister in the well one day.

Said Mother, as she drew the water,

"Indeed, it's hard to raise a daughter."

Wrong Again

The pretty young kindergarten mistress had been telling her pupils all about the winds, their power, and different effects, and so on.

"And children," she went on enthusiastically, "as I came to school this morning on the top of the bus something softly came and kissed my cheek. What do you think it was?"

"The conductor!" cried the children joyously.

Dawg-Gawn

"Mose, can you explain wireless telegraphy to me?"

"Yassuh, it's like dis. Ef you had a long, long houn' dawg, an' he stretched from Cincinatty to Chicago, and you stepped on his tail in Cincinatty he would howl in Chicago. Only in wiahless you does de same thing widout de dawg."

Righto!

Bill—What is the hardest thing you ever did?

Will—Make ten easy payments.

Just 'Round th' Corner

Servant Girl: "Madam, master lies unconscious in the hall with a piece of paper in his hand and a large box alongside."

Mme. X (joyously): "Oh, my new hat has arrived."

And Make it Snappy!

Actor—"My kingdom for a horse!"

Voice from the gallery—"Will a jackass do?"

Actor—"Sure, come right down!"

Good Start

Casting Director: "Have you had any stage experience?"

Fair Applicant: "Well, I had my leg in a cast once."

Righto

"Do you know why there are more automobile wrecks than train wrecks?"

"No, why?"

"Because the fireman isn't always hugging the engineer."

Honk!!!

Fortune-teller (to a motorist): "I warn you, a dark man is about to cross your path."

Motorist: "Better warn the dark man."

Female of the Species

"Well, I must be off. I've an appointment with mother."

The second woman gave an astounded laugh.

"My dear," she said, "is it possible that you have a mother living?"

"Yes, oh, yes," said the first woman; and then she laughed in her turn. "And do you know," she said, "I don't believe she looks a day older than you!"

Statistics

"What are the chances of my recovering, Doctor?"

"One hundred per cent. Medical records show that nine out of every ten die of the disease you have. Yours is the tenth case I've treated. Others all died. You're bound to get well. Statistics are statistics."

Cheer Up

Cheer up,

You have two chances—

One of getting the germ

And one of not.

And if you get the germ,

You have two chances—

One of getting the disease

And one of not.

And if you get the disease

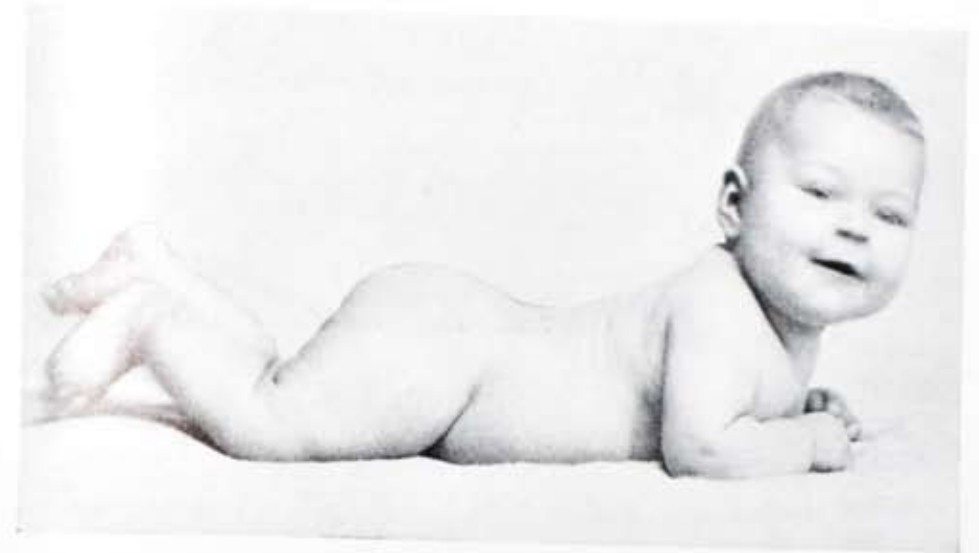
You have two chances—

One of dying

And one of not.

And if you die—

Well, you still have two chances.



WHEN THE LITTLE FELLER GRINS

They ain't much to a baby, till it gets to know yer face

An' pesters till you take it an' lug it 'round the place.

An' grapples at your whiskers with pudgy-wudgy hands,

An' sez a lot o' gurgles its mother understands.

An' the time a gran'dad's gladness and tickledness begins

Is when th' little feller looks up at him an' grins.

They ain't much to a baby, but in its grin you know

You're seein' lots o' sunshine you lost long, long ago;

It makes you feel religious—a baby's heart is clean,

An' when it gives its favor its purpose isn't mean—

You think the Lord's forgiven a hull lot o' your sins

When that fat little feller looks up at you an' grins.

—W. D. Nesbit



Rochester's noteworthy history,
assets, institutions and people
guarantees her continued progress.

1834

1934

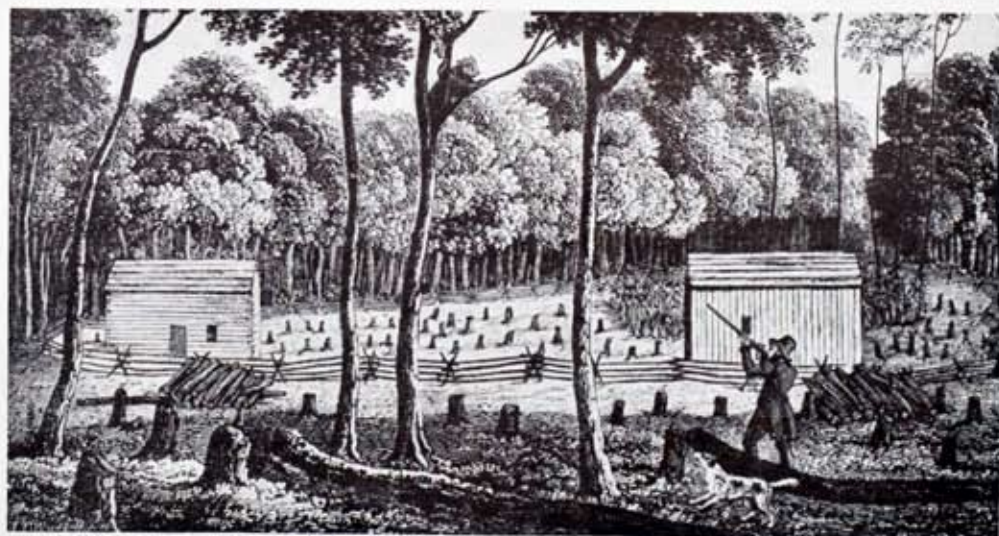
CENTENNIAL "SLANTS"

• • • • •

*I*N 1812, Colonel Nathaniel Rochester, who hailed from Virginia, rode his horse down the banks of the Genesee River. He was enchanted by the beauty of the Genesee Falls, and impressed with their potentialities for water power development.

- Concerning Rochester of this period, De Witt Clinton remarked to Everard Peck "When I saw your place in 1810, without a house, who would have thought that by 1826 it would be the scene of such a change?"
- One of the log cabins shown below was built in 1811 by Henry Skinner, of Geneseo.
- In 1812, Rochester was surveyed into village lots, and by 1815, the first village census gave the community a population of 331 persons.

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Present site of Powers Building, in 1812, concerning which Edwin Scrantom, an early pioneer, wrote: "In the daytime we could hear and see the deer in the swamps. At night, we heard the mournful hooting of owls, the sharp barking of foxes and sometimes the howling of wolves."