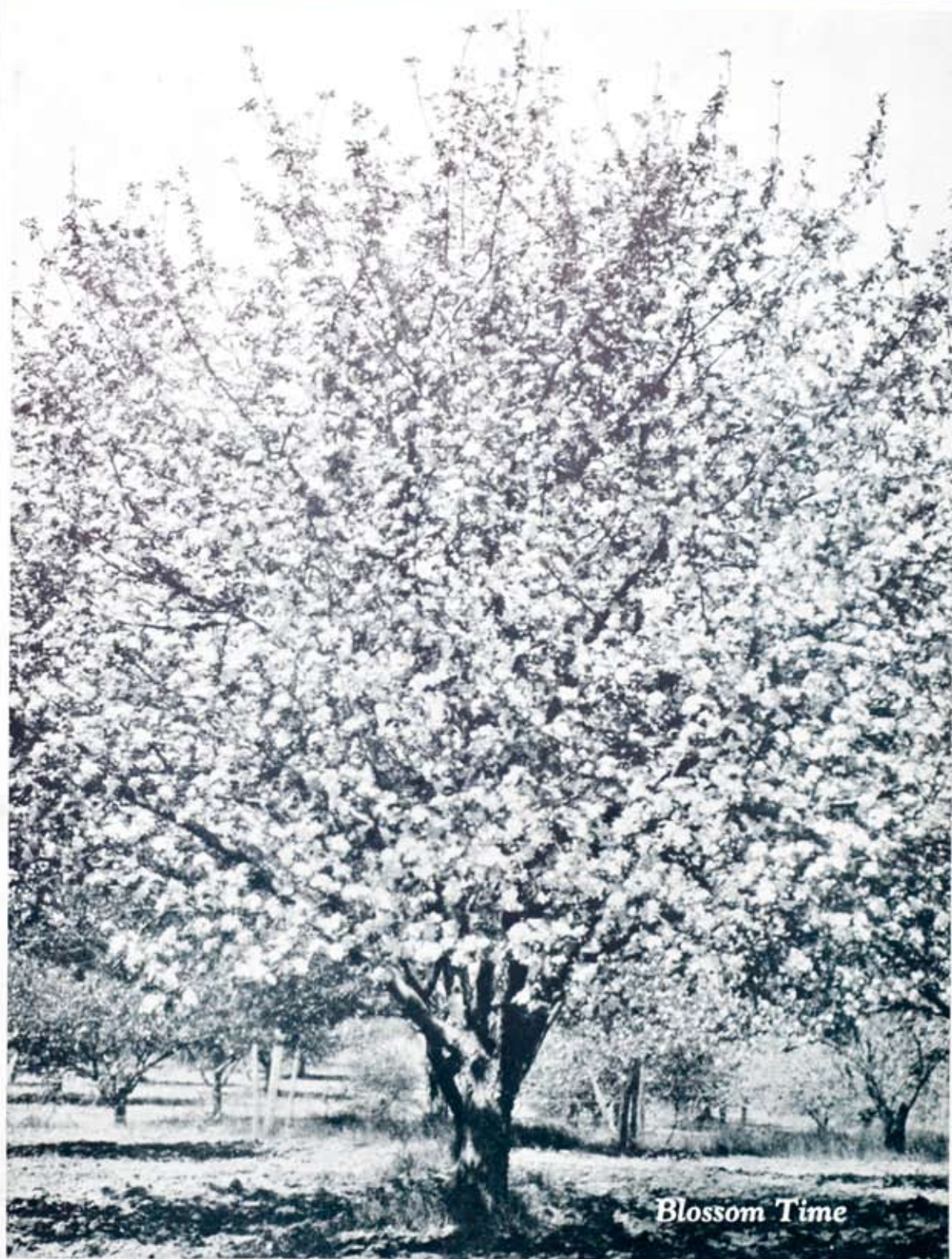


GAS & ELECTRIC NEWS

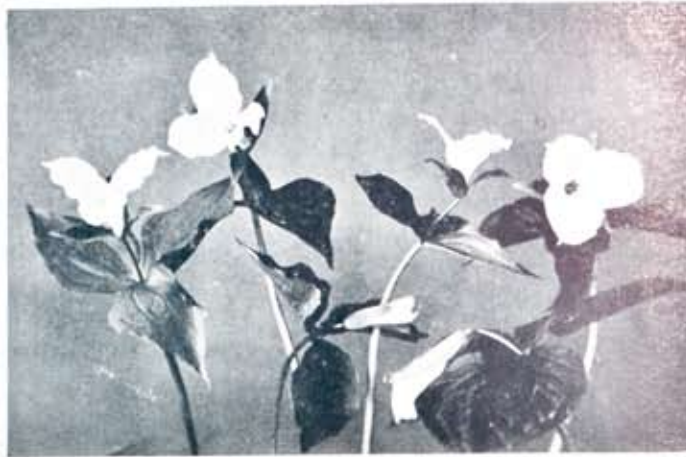
ROCHESTER GAS & ELECTRIC CORPORATION

May, 1934

Vol. 18 - No. 4



Blossom Time



MAY....

'Tis like the birthday of the world,
When earth was born in bloom;
The light is made of many dyes,
The air is all perfume:
There's crimson buds, and white and blue,
The very rainbow showers
Have turned to blossoms where they fell,
And sown the earth with flowers.

— HOOD

• • •

Rochester Wins Health Honors

THE Children of Israel spent many years wandering about, looking for a suitable place in which to settle down and live in peace and happiness. If they had come to Rochester a hundred and twenty-five years ago and looked over the situation, chances are they might not have stayed here because of the swampy lands and dismal aspect of the locale adjacent to the present Rochester downtown sector. It wasn't an especially good bet in those days. However, the lure of the falls and the promise of the future was sufficient for Colonel Nathaniel Rochester and those who later cast their lots with him. Today, Rochester is nationally known as one of the healthiest spots in this country, and for the second time has won first place in health activities for cities of 250,000 to 500,000 population as granted by the Inter-Chamber Health Conservation activity.

Fine Health Expectancy

The fine health expectancy which Rochesterians enjoy hasn't just happened. It is the result of the cooperation and good work of many local organizations. All Rochester agencies united to supply data required in the contest recently won. This data was assembled and submitted to the National Chamber of Commerce by the Health Conservation Committee of the Rochester Chamber of Commerce of which Dr. William W. Percy is chairman and Miss M. E. Bingeman is secretary.

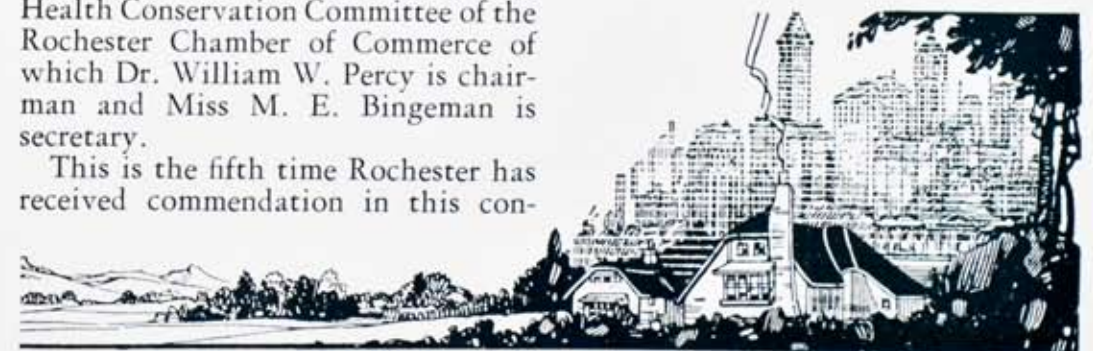
This is the fifth time Rochester has received commendation in this con-

nection from the American Public Health Association and the United States Chamber of Commerce. In 1928 she won third place; in 1929, second place; in 1930, first place; in 1933, second place and this year she won first place for the second time.

Rochester is fortunate in having for health officer Dr. A. M. Johnson, who has served the city for more than thirty years and is a public health administrator of national renown. Rochester's Health Bureau maintains a very efficient medical inspection of school children. Physical defects are early discovered and corrected. More than ninety-five per cent of the elementary school children have been vaccinated against smallpox and more than sixty-one per cent against diphtheria. More than eighty per cent of Rochester's babies last year were born in hospitals and ninety per cent of the mothers had prenatal care.

Rochester is nationally known for her dental dispensary activities, for her efficient supervision of tuberculosis patients, for the medical and hygienic advice given over the radio by the Monroe County Medical Association, an activity which causes thousands of persons to write in for further informa-

(Concluded on Page 123)



Heating a City . . . The Progress of District Heating in Rochester

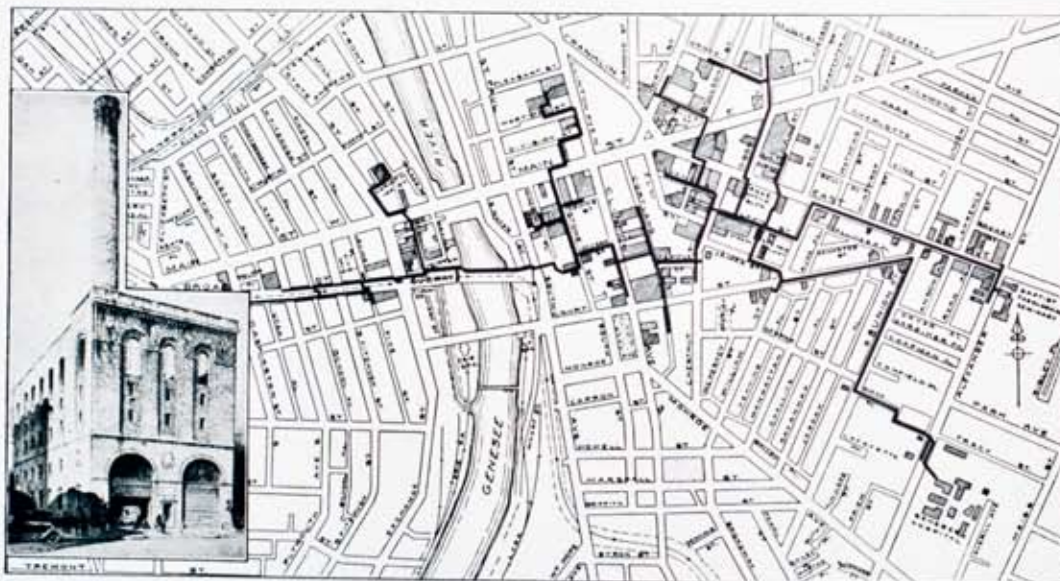
LANDIS SHAW SMITH

This article is published on the occasion of the 25th Anniversary of the formation of the National District Heating Association and the holding of the Convention of the Association in Rochester, June 12 to 15, 1934. It also marks the 45th year of district steam service in Rochester and the Centennial Anniversary of the City of Rochester.

PROBABLY few Rochesterians realize that numerous downtown commercial buildings and factories in various sections of the City are supplied with clean, convenient, economical and dependable steam heating and industrial steam service through an extensive system of underground piping, served by five separate steam generating plants. Fewer still know that district steam heating, which followed soon after the invention of the warm air heater and preceded by many years the electric utility systems, the automobile, the radio and other modern necessities was invented in the nearby community of Lockport.

In 1877, Birdsell Holley, the inventor and manufacturer of fire fight-

ing equipment, from whom Rochester's "Holley" fire system obtained its name, experimented with underground steam piping in yards adjacent to his Lockport residence. One and a half inch pipe installed in wooden boxes with a total length of about 500 feet was used. Insulation consisted of asbestos, felt and sawdust. Troubles naturally followed, as with any pioneering development. Early visions of supplying water service together with live steam for the operation of fire fighting engines soon gave way to the more practical idea of the advantages and possibilities for supplying houses and business buildings with heat through underground piping from a central source. It is interesting to note



Map of a part of the commercial and business district which is served with the Company's clean, convenient and dependable steam service from Station 8, on Lawn Street at the rear of the Gas and Electric Building.

that this early beginning is responsible for the fact that today the New York State Electric & Gas Company, of Lockport, supplies steam heating service to over 330 customers (from the large plant of the G. M. C. Harrison Radiator Corporation to small residences) some of which have been consumers for over 55 years.

Other men of courage and vision watched this village experiment of 1877 with great interest and increasing enthusiasm and confidence. Although negotiations were commenced two years later to form a steam heating company in New York City, still more time elapsed before the actual commencement of service. Fireplaces were in vogue, the horse was the almost universal means of transportation and the "Gay Nineties" were yet to come. Small wonder, then, that some persons were skeptical of this new fangled idea of sending steam through pipes. Even in this enlightened day there are still many who have not completely realized the great success of the idea.

Second System Born

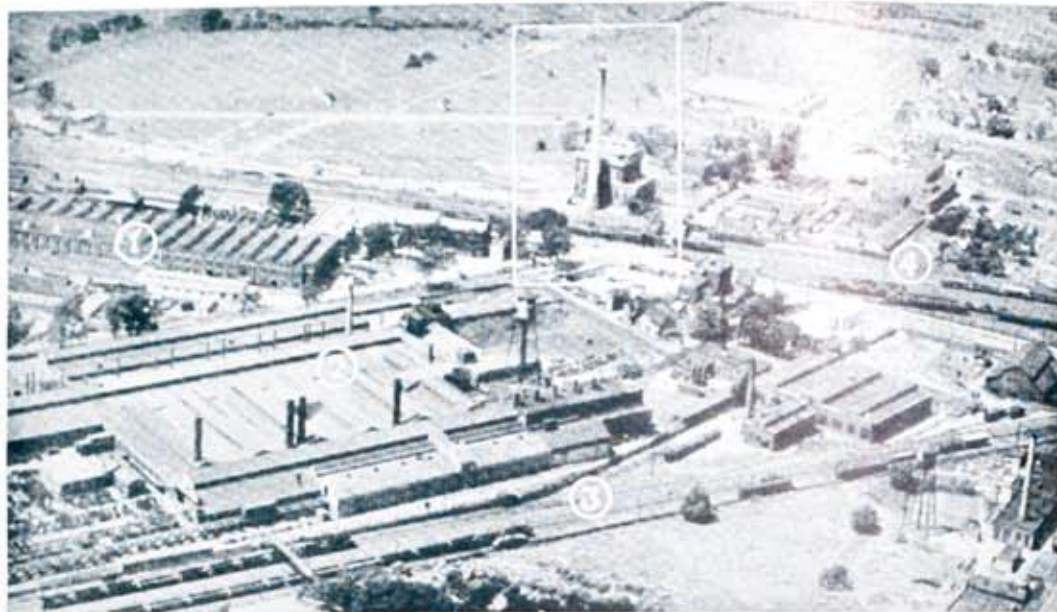
In 1882, however, the second system was born and from the difficulties and experiments of those early days has grown the largest steam system in the world serving a majority of the most important New York City buildings from the Battery to mid-town Central Park. A delightfully illustrated and descriptive book covering the development of this company from its early historic days to the present time may be seen upon request to the Industrial Department of Rochester Gas & Electric Corporation. Anyone interested in the history of New York City from 1880 to 1900 or in the development of this great steam system will enjoy reading it.

Rochester

Rochester, the third City to have district steam heating, started its first service in 1889. From this humble beginning in a very limited district on Exchange and Edison Streets adjacent to the then very busy Erie Canal, and using only exhaust steam from the old style reciprocating engines attached to the original design Edison bipolar electric generators, this system has developed, in its 45 years of continuous service, into the extensive system in use today. The Rochester system is today serving the largest group of industrial customers of any system in the world. Although Rochester is the 26th city in population in the United States, the steam system is the 6th largest.



Progress of underground steam construction. Electric welding crew has completed installation which consists of three pipes at this location: a 14-inch low pressure steam main; an 8-inch high pressure steam main and a 6-inch pipe through which the condensed steam is returned to the station. Insulation crew is at work in preparation for the final construction of concrete box forms, back fill and re-paving.



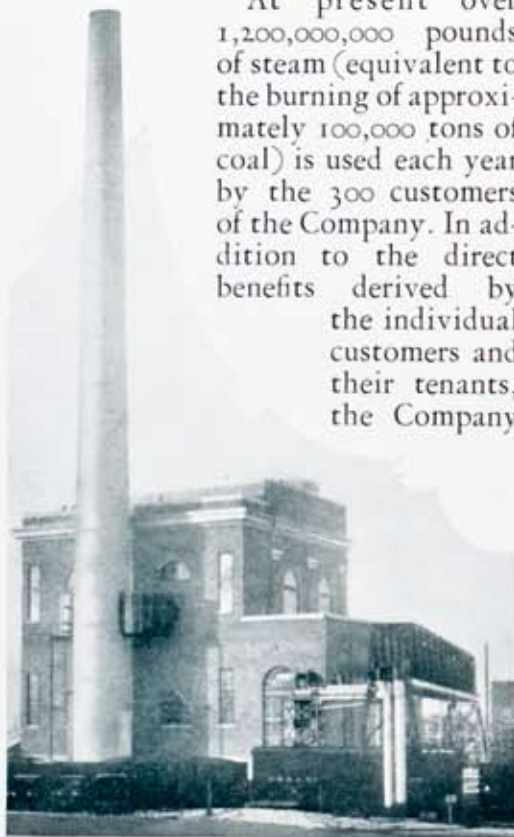
Air view of Station 9 Steam generating station and district at Lincoln Park. This industrial district is completely supplied with steam, gas and electric service and besides being adjacent to the New York State Barge Canal is on the main line of the New York Central (4) and the Baltimore and Ohio Railroads (3). Two of station 9's largest consumers, the General Railway Signal Company (1) and the T. H. Symington Company (2) are shown in the foreground.

At present over 1,200,000,000 pounds of steam (equivalent to the burning of approximately 100,000 tons of coal) is used each year by the 300 customers of the Company. In addition to the direct benefits derived by the individual customers and their tenants, the Company

and its customers through their purchase of steam are aiding in making the City of Rochester a cleaner and more healthful place in which to work and live. This is accomplished through the elimination of many smoky chimneys and the lessened trucking of coal and ashes through the City streets.

Old Station 2

This spring (1934) saw the removal, after many years of idleness, of the interesting "porcupine" boilers from Old Station 2. This plant was erected in 1892 on the Genesee River Flats near the Mill Street, Furnace Street and Brown's Race section in the heart of Rochester's old industrial district where for many years water power was all-important and where the grist mills were located that made Rochester famous throughout the country as the Flour City. Station 2 supplied live steam direct from the porcupine boilers. The mains were relatively short, most of them above ground, and some passed through old penstocks and raceways. Even then service was depend-



Close-up of Station 9 Steam Plant

able, as it has been consistently. The E. B. Leary Company and others in the district who were among our first customers, have been served continuously for 42 years and are still enjoying the many benefits of district steam service. Old Station 2 continued to operate until 1910.

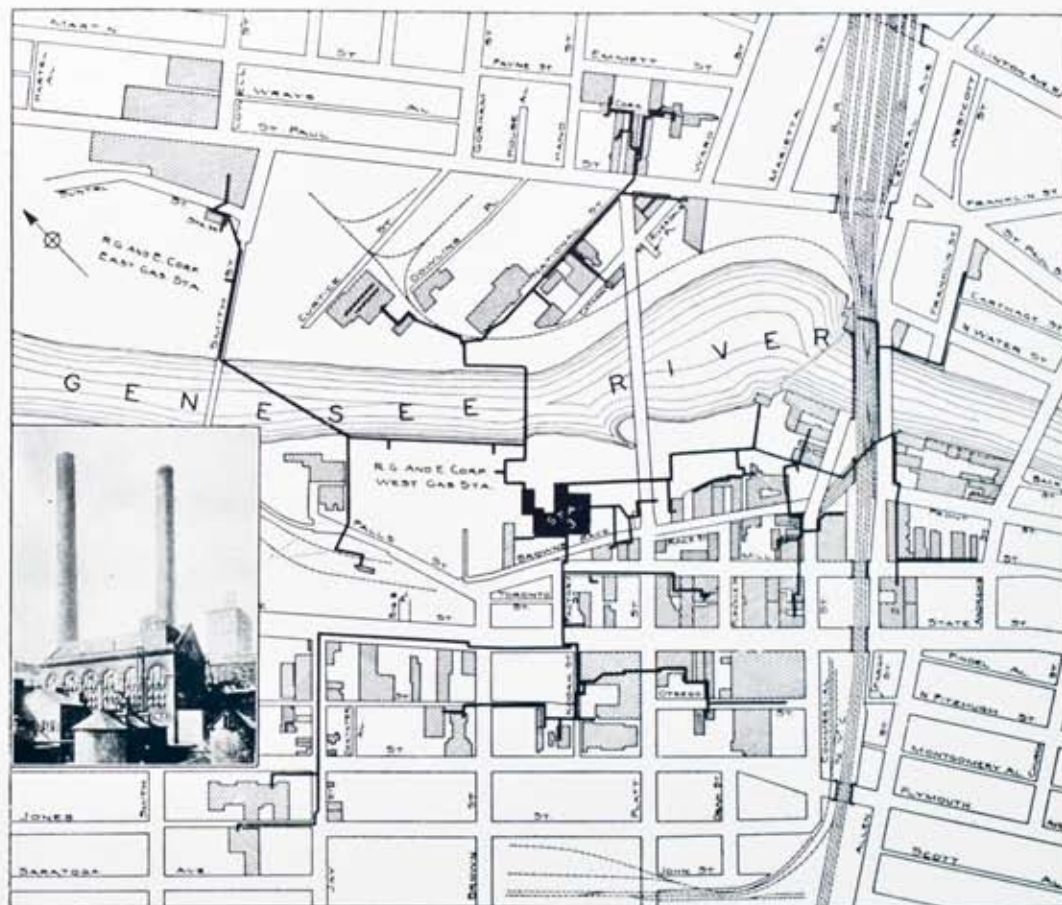
Station 3

This station in the factory district is the Company's largest steam and electric generating station. Approximately 25% to 30% of its annual steam production is sold to the Company's customers, the balance being used for electric production. As far as capacity is concerned, the electric service has required 750,000 pounds of steam per

hour, while the steam sales has required 200,000 pounds per hour. Practically all (95%) of the steam sold at this station is high pressure steam (100 pounds to 180 pounds).

Work on Station 3 was commenced in 1898. It has been remodeled and enlarged many times. It had only 50 steam customers in 1918, but now serves a group of over 125 customers. One of the more recent (1926) changes in this station was the installation of powdered coal equipment in the north boiler room, changes in stokers and furnaces in the south boiler house and the erection of new concrete chimney to replace the former iron stacks.

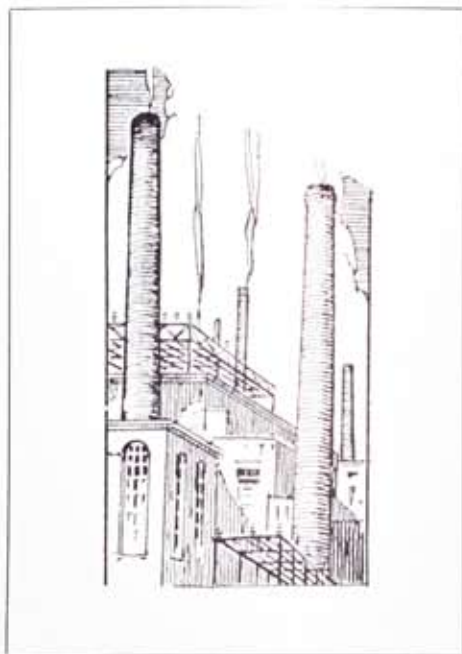
The consistent growth of the steam business in this district has been a re-



Central factory district served by Station 3, the Company's largest steam and electric generating station, at Mill Street and Brown's Race. This district includes the Eastman Kodak Company Camera Works, the Bausch and Lomb Optical Company and other large industrial customers. Over 200,000 tons of coal have been used by this station in one year for steam and electric generation.

sult of the favorable location of this plant. Most of the factories served with steam are relatively close to the station which, coupled with the possibility of running steam mains above ground, results in materially lower distribution costs. The large industrial use results in a high consumption rate per foot of main installed. Low coal handling costs, cheap feed water, and lower investment in plant and buildings, because of tie-in with electric service and because of location, all enable the Company to sell steam at low rates with attractive possibilities to those interested in maintaining reasonable production costs.

The load factor of Station 3 is much improved because of the steam business here where, as in other stations, the Electric De-



Hand firing of boilers is no longer necessary where convenient district steam service is available.

partment is enabled to maintain steam standby service to the hydraulic system at a lower cost. The combination of the steam and electric business results in lower costs of both steam and electric service to the customers and helps the Company to get and to keep electrical business. Station 3 serves some very large customers, for example, the Eastman Kodak Company (Camera Works and Office), the Genesee Reduction Works (City of Rochester, Garbage Disposal Plant) and the Bausch & Lomb Optical Company (complete plant). Each uses over 100,000,000 pounds of steam per year for heating and industrial purposes. If the total load of only these three customers is added to that of two of the Company's newer customers in this Station 3 District, the Genesee Brewing Company and the Cataract Brewing Company, a total load is obtained which is equal to



"Porcupine" boilers formerly used at old Station 2 on the Genesee River flats near Platt Street. This station had eleven of these 500-horsepower, 175-pound pressure boilers. Installed in 1892, they were hand-fired through three doors in the cylindrical base.

the total load of approximately 150 average size commercial customers.

Stations 26 and 35 Districts

Customers have been obtaining service in these districts since the early 1900's. Station 26 District, a downtown commercial district, is now served by the Lawn Street Plant (approximately $\frac{3}{4}$ of a mile away). Station 35 serves the Cunningham Motor Company, the Baltimore & Ohio Warehouse and other industrial customers near Canal Street.

Station 8 District

The Lawn Street Commercial District Plant is a typical downtown district steam heating plant and system. It serves customers in an extended area approximately two miles long from the Van Bergh Building (now occupied by C. W. A.) at the northeast corner of Main Street West and Clarissa Street to the Genesee Hospital and Sears Roebuck Company building at the east end of the system. Following the purchase of the former Cutler Plant with its small nucleus of customers in the vicinity of East Avenue and Stillson Street, the Company in the few short months from April to October 1925 completed the erection of this million dollar system.

Two powdered coal boilers of 1100 H.P. normal rating with a 3,000 Kw turbine generator comprised the original installation. The additional customers secured necessitated the installation of an additional boiler in 1927 and other station improvements and made economically practicable the installation of an additional 5000 Kw turbine.

All of the steam in this district is distributed through underground mains. An idea of the difficulties encountered and the great care used in laying these mains can be gathered from two of the illustrations.

The Lawn Street District has enjoyed a period of considerable activity from its very inception. For several years, well over 100,000,000 pounds of steam business was taken on annually and 100% of all the new buildings erected in the district served were added to the increasingly important list of customers. Even in the recent difficult times additional business has been obtained annually in spite of all adverse factors.

Station 9

This industrial district plant serves the General Railway Signal Company, the Symington Company and the Ritter Dental Mfg. Company at Lincoln Park.



The commercial district heating plant Station 8, Lawn Street at the rear of the R. G. and E. Bldg. This modern powdered coal steam generating plant serves all of the new buildings and many other customers in its district in the downtown section of Rochester.



Typical Steam Service and condensation meter installation showing simplicity of complete apparatus which eliminates necessity for boilers, coal storage, chimney, etc. The Company's steam service enters the building through the wall back of the separator (S) which insures high quality steam in the customers system. Steam flows through the Company's service valve (A) and the customers service valve (B) to the customer's regulating valve (R) which controls the pressure on the customer's heating system. Returns from the radiation in the form of condensed steam are collected in the receiving tank (T) and measured by the direct reading condensate meter (M) which gives a continuous record of heat use.

It is similar in general design to Station 8 and was erected in 1927. This district offers many advantages to prospective industrial customers, chief

among which are the ample land available; the ability to obtain at reasonable rates adequate and complete service in electricity, gas and steam; excellent transportation facilities on the New York Central, Balti-

more & Ohio, and the Pennsylvania Railroad and the New York State Barge Canal. Nearby residential sections provide varying grades of good housing facilities to workers.

Station 11

In 1930 the Company added to its system an annual steam load of 70,000,000 pounds and 1,500,000 kilowatt-hours of electrical load by the purchase of the former Stecher Lithographic Corporation's plant and arrangements for the operation of this plant. Later additions have increased these figures and today the plant is serving this group of industrial customers to the mutual advantage of the customers and the Company. This district was too far away from the Lawn Street District to make it economically feasible to interconnect these systems. It is on the edge of an extended industrial district along the right-of-way of the New York Central Railroad Company in the east side of the City. This district has been studied for several years by the Company's Engineers and it has interesting possibilities for future developments of industrial steam service.

General

The growth of the steam business in the older factory districts, such as Station 3, has for a number of years been gradual and conservative for the simple reason that practically all of the desirable business from the point of view of main service cost has already been obtained. Most of the cus-

tomers have come on as the old plants wore out and space became more valuable.

In the Station 8 and other newer districts the growth has been much more rapid and spectacular. A majority of the load in such districts is obtained from new buildings, all of them using this more modern method of heating.

It is interesting to note that in Rochester, as in many of the other progressive cities, many of the customers realizing the financial and space-saving advantages of district steam service have entirely eliminated private boiler plants. In Rochester 77% of the Company's steam sales go to customers who rely entirely upon this convenient, dependable, economical and eminently clean form of heating service. All steam sold is metered either by steam flow or condensation meters. Customers are thus given an accurate up-to-the-minute record of their heating service. The Company employs men who specialize in steam heating service and who are available to help the customers obtain more complete and satisfactory utilization

of steam for heating and industrial purposes.

Future

Perhaps it is dangerous to definitely predict the future. However, in a talk in 1928 we said, "We believe that the immediate future will be to increase loads on the present mains with no probable long extensions. The future may see an east side industrial plant. The future may also see a tie-in between Stations 3, 8 and 35."

The first two of these predictions have been exactly true. The tie-in is still a future possibility—perhaps a probability. Even in these recent times of stress and financial worry on the part of all, the Company has maintained its excellent service. This service was specially appreciated by the Company's customers during the past extremely cold winter (approximately 20% colder than normal). It has added each year to its steam load—so that we believe it is safe to plan on the fact that during this period of returning confidence and resumption of normal business activity the steam service will come in for its rightful share of appreciation and expansion.



Steam construction in progress in Chestnut Street. This view shows the method used in caring for the dirt removed from the trench, and to avoid interference with pedestrian and vehicular traffic and in the interest of safety. This dirt is used later for back-filling the trench.

Canandaigua Excellent Site for New Veterans' Hospital

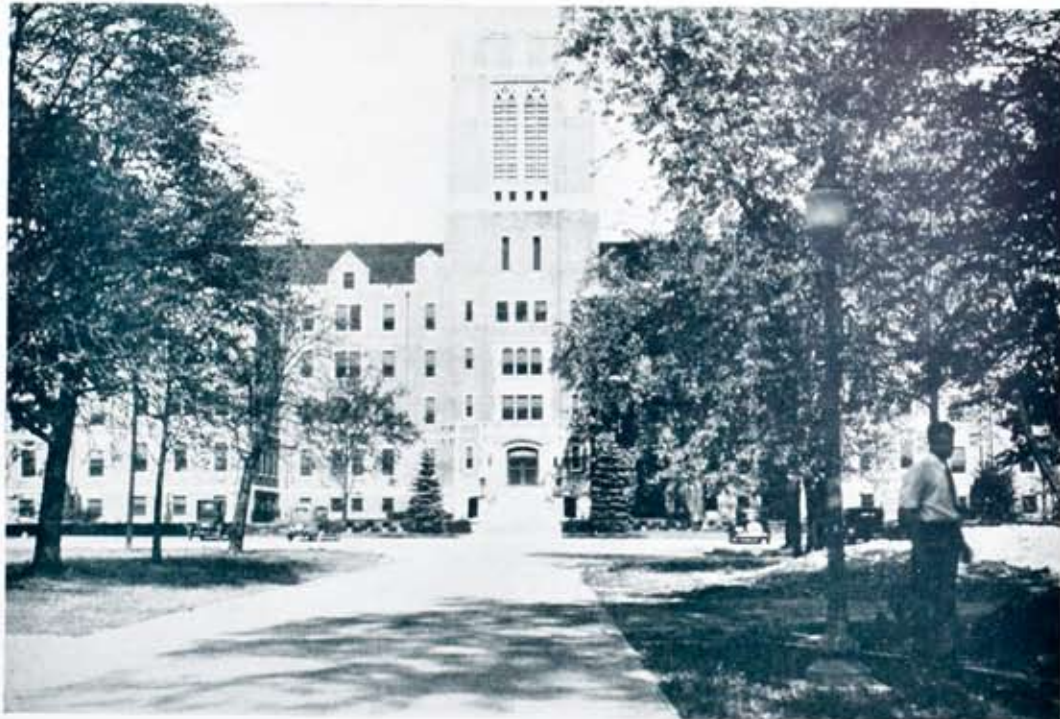
JOHN F. CLARK

In working with the very efficient Canandaigua committee in the successful effort to have the U. S. Government locate its new Veterans Hospital in that city, Mr. Clark made a great many trips to Washington to consult with government and army officials. Getting such an institution to locate in "Your" town when fifty or more other cities also want it is quite a feat. Mr. Clark highly commends the initiative and resourcefulness of the Canandaigua Committee, whose efforts counted so well for the Canandaigua site, which in the opinions of even disinterested persons, is one of the very finest which the Government could possibly have obtained anywhere in this country.

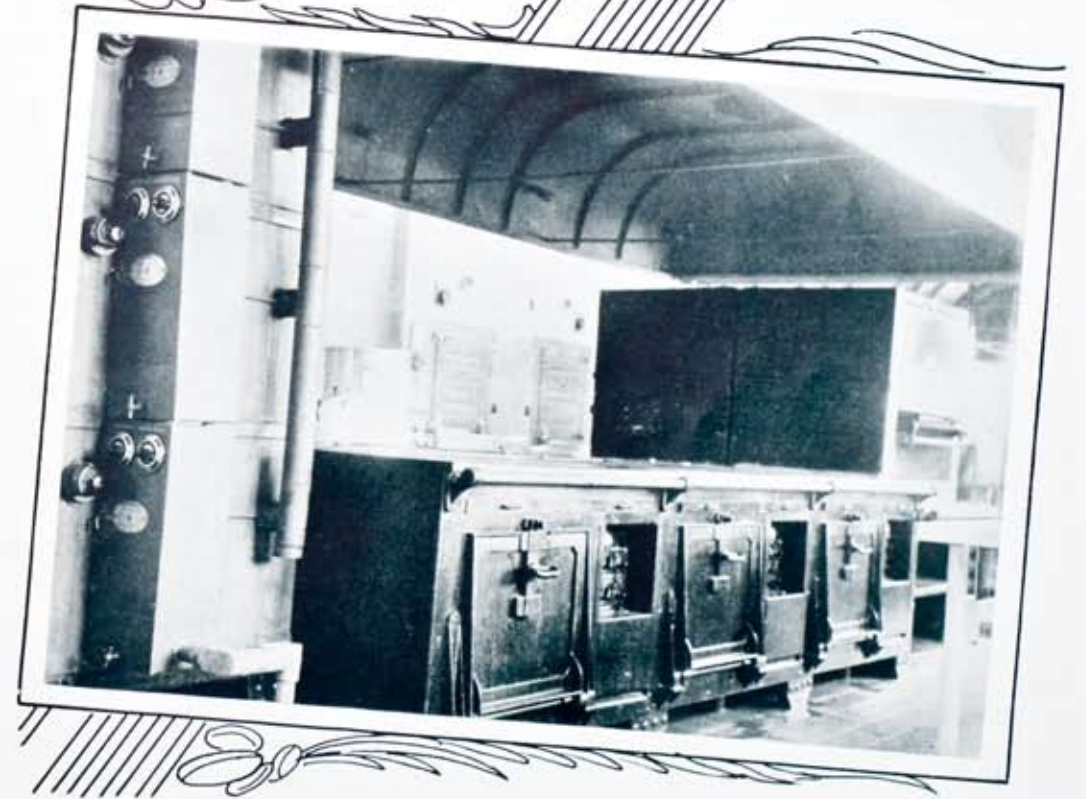
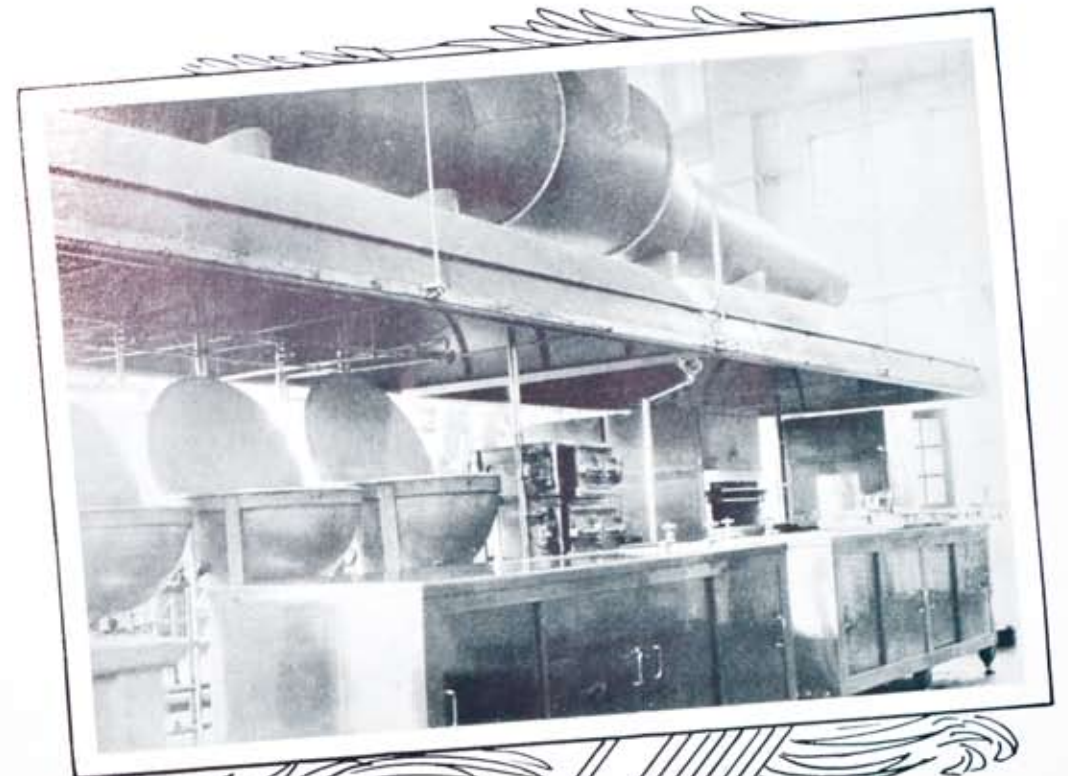
BACK in the hectic days of 1929, it became known that the Federal Government proposed to build a Veteran's Hospital somewhere in Western New York. Immediately numerous cities and towns in this section got busy singing the many praises of their particular site. Among them was Canandaigua, which won out in the face of keen competition and is considered, quite generally, to be wholly worthy of this no inconsiderable honor. The selection of Canandaigua, in spite of political pressure for less

worthy sites, is a tribute to the fairness and integrity of Congressmen, and Veteran's Bureau Officials.

Here is a very large and well-kept fifty-three acre estate (which rumor said represented an expenditure of \$2,000,000.00) was purchased for the proverbial song, and the hospital was built in and around these magnificent grounds. A casual walk through the premises shows an old-fashioned garden, two rose gardens, a sunken garden direct from Italy, a Japanese garden, not only imported from Japan but



View of Canandaigua Veterans' Hospital. Here the Government is doing heroic work in rehabilitating the minds and bodies of veterans of the World War. Cures are being made. Men are being sent back into the world with a new grip on life. Much of this success is due to the excellent hospital personnel, the cheerful surroundings, the use of electrical therapy and—the wholesome meals.



Views of the all-electric kitchen which, among other equipment, contains 6 Westinghouse electric ranges, a three-deck roast oven, 2 large broilers, a deep fat fry oven, a mixer, a chopper, 2 toasters, a coffee grinder, 4 steam kettles and a steam oven. Besides the main kitchen, the hospital has 6 diet kitchens and 6 electric portable warming tables for transporting food to the sick.

actually installed by Japanese laborers, an expansive rock garden three tiers high, a Roman Bath, acres of green-houses, trees from practically all over the world, and perfect lawns everywhere. A visit would convince you that few if any hospitals anywhere have so attractive surroundings. In addition, the Government owns almost five hundred acres adjoining this site.

It is rather typical of American life that this estate, once the epitome of aristocratic, beauty-loving wealth, is now to be used to educate and bring back to health men from all levels of society.

Mental Cases Only

The hospital is for mental cases, and consists of a number of modernly equipped, splendidly built buildings with provision for four hundred sixty-eight patients and an adequate staff, the latter being roughly one-half the number of patients.

A long story could be written of the methods used to keep the patients occupied: the large farm that they cultivate, the cattle, ducks (quackless, if you please!), pigeons, chickens, etc., that they take care of, the flower beds that they tend, and the trades that they are taught, such as basketry, woodworking and the making of cans for their surplus vegetables. But it is not the purpose of this article to treat the subject from either an occupational or institutional point of view, however interesting such a discussion might be.

Perhaps most startling is the part that water plays in the treatment of mental cases. The physio-therapy laboratories are equipped with hot and cold water under complete control. The hot water is supplied from the boiler plant and the cold water is cooled in each laboratory by means of an electric refrigerating unit about the size of a large domestic refrigerator.

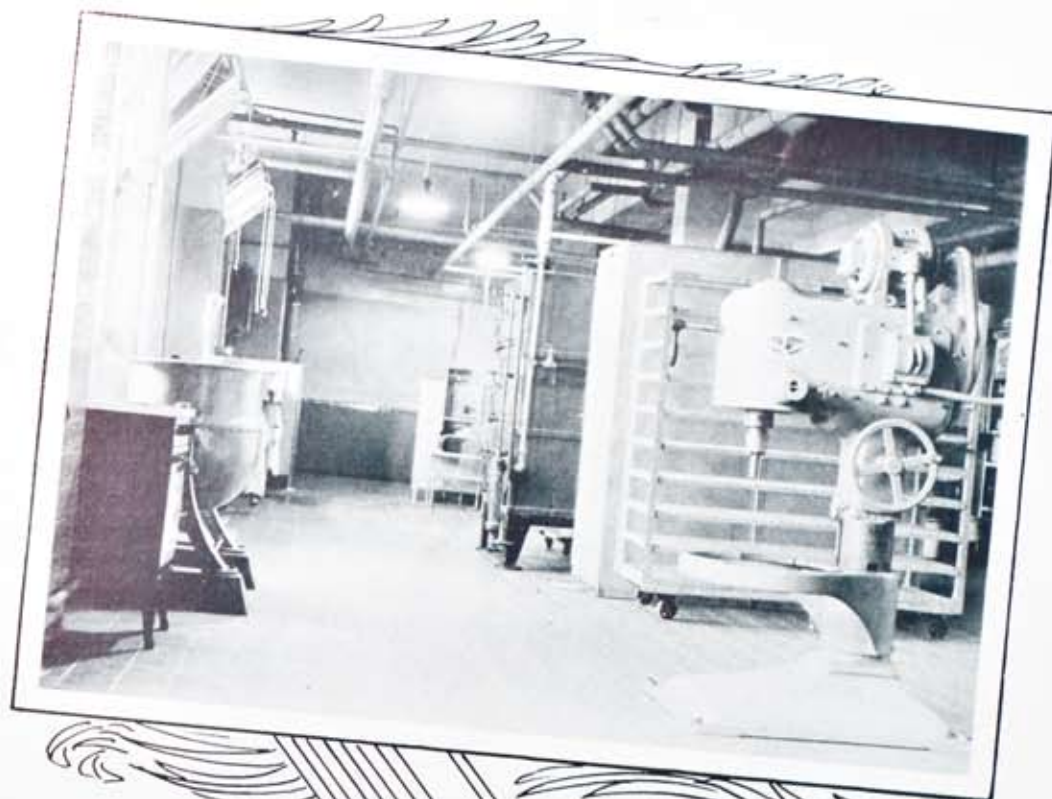
Water may be played upon patients varying from a spray to a needle stream of almost cutting intensity, and as hot or cold as desired. In some cases large bath tubs are used. Here the temperature of the water may be regulated from a remote control-bench and unruly patients may be effectively treated with perfect safety. Here, too, are large cabinets, containing forty-eight 60-watt lamps, where patients may be given sweat baths.

The numerous laboratories devoted to electro-therapy contain the latest in X-Ray equipment, including a powerful portable unit; several kinds of sunlamps, varying in size from one that looks like a pistol (for limited local application) to units almost as large as a wash tub; numerous electric machines for treatment by the use of high voltage, differing in design so that they may be used on any part of the body; and an electric massage machine. This equipment is all of the most modern construction, and adapted to the latest treatments known to present day science. The X-Ray room has an electric machine for drying the X-Ray pictures, and also an electric refrigerating apparatus for controlling the water temperature for developing.

Equipped with Radio

The main building contains a completely equipped dentist's office, with two chairs, and a separate X-Ray room; an eye, ear, nose and throat laboratory, with all necessary apparatus, a barber shop, and a large radio set that carries programs through loud speakers in each ward, and through head phones in all of the surgical rooms. This also may be used to make announcements from the main office or broadcast programs from the local theatre. In an adjacent building there is a tile swimming pool, in which the water is thermostatically controlled.

A theatre is at the extreme east of the group. This contains not only an auditorium with the latest motion



Top, view of bakery with its modern electrical equipment such as mixers, proof box, electric range, kettles, freezing cabinet, ice machines and freezers. This bakery is capable of taking care of the requirements of a total of 468 patients.

Bottom, Section of the all-electric kitchen showing steam kettles in right foreground. The 60-gallon coffee urn here is equipped with a one-quarter H.P. electric pump to circulate the coffee.

picture machines, with sound apparatus, but also a large recreation room in the basement; a card room and pool room on the second floor, and a small kitchen, containing an electric range and refrigerator on the first floor. The auditorium also serves as a chapel on Sundays.

The hospital has its own laundry and steam plant, but purchases all electricity. Current furnished at 2300 volts is distributed at this voltage around the reservation, and is stepped down at suitable points for power uses to 240 volts, and lighting to 120 volts, the latter system being entirely independent. The X-Ray apparatus also has separate transformers, which is the proper method of supplying these machines, as it eliminates voltage fluctuations that make good X-Ray work impossible.

One of the most important features of the institution, from our point of view, is that all cooking and baking are done electrically. Aside from the main kitchen there are six diet kitchens completely equipped with electric ranges, toasters, refrigerators and dishwashers. When it is necessary to transport food to patients, six electrically heated portable tables are used. Only food of the highest quality is provided and the meals the writer saw prepared would do credit to any good hotel.

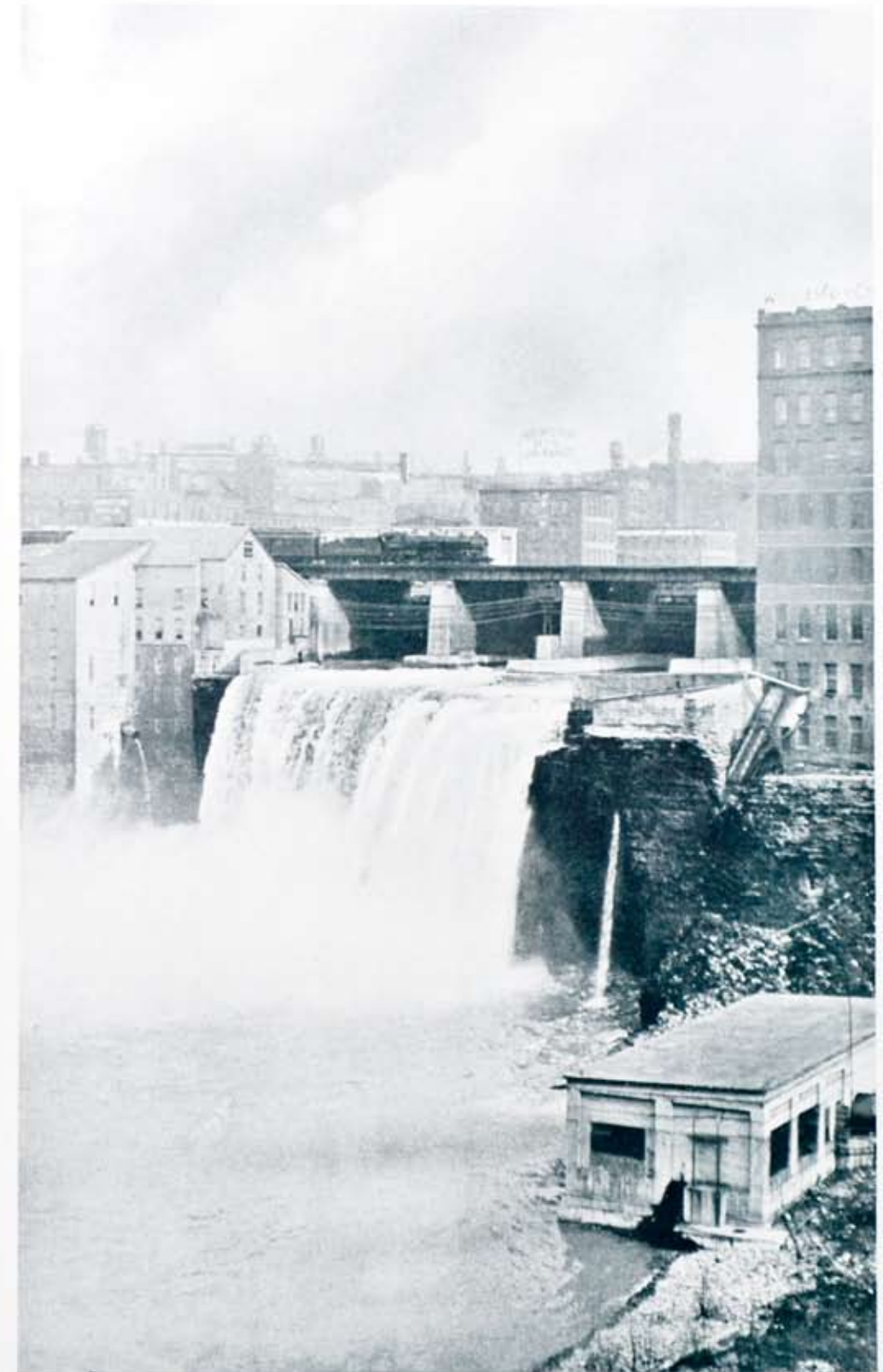
The kitchen contains six 24-Kw. Westinghouse ranges, a 16-Kw., 3-deck roasting oven, two 12-Kw. broilers, one 7.5-Kw. deep fat fry kettle, one 60-gallon coffee urn, equipped (believe it or not!) with a 1/4 hp. motor pump for circulating the coffee, one Hobart mixer, one Hobart chopper, two electric dishwashers, two 3-Kw. toasters, one coffee grinder, four steam kettles, and one steam oven. Along the south side of the kitchen there are two large refrigerators, and in the basement there are four additional large ones, all thermostatically controlled. A large elevator operates between the basement and the main kitchen. In the basement, too, we find an electric slicer, grinder, and vegetable peeler.

The bakery is located under the main kitchen, and contains an 18-Kw. Westinghouse oven, a 7.4-Kw. range, bread slicer, large mixer, refrigerating machine, and ice cream freezer with cabinet. The refrigerating machine is used for making and storing ice creams, etc. The six large refrigerators are cooled by a 7-ton refrigerating machine, which also supplies refrigeration for making twenty-four 100-lb. cakes of ice. Considerable ice is kept in storage so that, in case of trouble with the refrigerating machine, all boxes may be kept cool for some time. The refrigerating machine has the necessary electrically driven pumps and agitators, including a cooling tower on the roof. It is interesting to note that there are nineteen large size domestic refrigerators used for cooling water for drinking purposes.

While it is, of course, of considerable moment to us to know that this institution is so completely electrified, there is another, and a vastly more important, side to the picture: it should be a matter of pride to every American to know that our Federal Government is so adequately caring for the more unfortunate of our World War Veterans.



The 18-Kw Westinghouse electric oven.



What a difference a few weeks make. Just a short time ago the Upper Falls was entirely frozen-in and presented a very cheerless aspect. This is how it looked one day recently, when it appeared to be the very personification of the spirit of Spring.

Mr. MacSweeney Honored by Legal Aid Group

A WELL earned tribute to Mr. Joseph P. MacSweeney was reflected in his being for the third time elected to the office of President of the Legal Aid Society of Rochester. The fine work of this society is well-known in Rochester. This activity, especially during the depression period, brought happiness to hundreds of local homes which, otherwise, might have suffered through lack of financial and moral support in solving problems requiring legal aid and friendly assistance.

Mr. MacSweeney has nothing but praise for the Society's executive attorney, Mr. Emery A. Brownell and his enthusiastic board of directors, among whom the following persons were re-elected for three years: City Court Judge Jacob Gitelman, Mr. Don



Mr. Joseph P. MacSweeney, who was recently honored by being elected President of the Legal Aid Society of Rochester for the third time.

C. Allen, Mr. Albert J. Moss and Mr. Eugene Raines. Mr. MacSweeney is also one of the directors.

Last year the Legal Aid Society made a noteworthy contribution to this community through disposing of 3,337 cases out of a total of 3,521 cases. In this connection \$31,514.77 was collected for clients and an additional \$10,131.41 was saved for clients as a result of the Society's efforts in court appearances, settlements out of court and in compromising or defending claims. Seventy percent of those receiving aid were on welfare and the remaining thirty percent worked only part time or on C. W. A. activities.

Rochester Wins Health Honors

(Continued from Page 107)

tion each year. Add to this the excellent work done by the Health Conservation Committee of the Chamber of Commerce which last year concentrated its efforts in an educational campaign in industrial plants, which is also helping to create and support needed health legislation, combat quackery and assist all other local agencies and you have a modest picture of the reason Rochester is considered a good place in which to live and rear a family.

Rochester also enjoys pure air, excellent water, adequate sewage disposal and a noteworthy system of public parks and recreational facilities which also help greatly in maintaining healthy minds in healthy bodies. Rochester does not mean to stop and rest on her laurels. She is looking ahead into the future and planning to keep up the good work.

Keep Healthy . . .

It means that you will be in good spirits.
It means that you will be able to enjoy life.
It means that you will be an efficient worker.
It means that you can earn more money.
It means that you will have fewer accidents.
It means that you will save doctor's bills.

Mr. Beebee Settles Mooted Question

THE reason for the booming of the "Guns of Seneca Lake" has finally been fathomed to the satisfaction of the scientific world. In the April 13 issue of "Science" Professor Herman L. Fairchild gives credit for this important scientific proof to Mr. Alexander M. Beebee, Superintendent of the Department.

Dr. Fairchild calls attention to the mystery of sound which has hovered over Seneca Lake for the past century. The low, dull booming in calm weather suggested the sound of a far-distant explosion. Wierd legends arose about these strange sounds, which have been more imaginative than scientific in their explanation.

In some well authenticated instances observations of residents of the vicinity included patches of disturbances in the lake surfaces coincident with the escape of gas. However, the source and the nature of the gas as well as the physics of the phenomena remained unexplained until solved by Mr. Beebee.

They are not quite positively solved, thanks to Mr. Beebee, who has recognized the association of certain geologic features and physical conditions as having relation to the Seneca Lake phenomena. The explanation by Mr. Beebee as related by Dr. Fairchild requires the description of two geologic structures—the deep, buried valley that holds Seneca Lake and the location and rock structure of the Dundee gas field. Persons interested in reading this interesting article will find it on pages 340 and 341 in the magazine referred to or by writing to GAS AND ELECTRIC NEWS.

Tests made by agricultural colleges show that ultra-violet radiation in poultry houses will increase egg production, increase size and weight of eggs, increase vitamin D content of eggs and eliminate loss of chicks from rickets. For further information regarding these new lamps, communicate with Industrial Department, 89 East Avenue.

Short Waves Bring 'Em In

THE latest news used to be "right off the press" or hot off the wire. Today, however, we get news as fast as it happens, even before it can be printed or sent over the wires.

On the noon of Rochester's recent bank robbery, one of our radio salesmen was demonstrating a Philco short-wave set on the Main Floor. Suddenly, there came over the air the staccato police call to scout cars "Bank robbery; go to such and such an address." Shortly afterwards, as a crowd stood listening, further information came in telling a portion of the license number of the car used to make a get-away, and a partial description of the men speeding away with their loot. Within a few moments the entire number of the car had been broadcast, together with other colorful information.

It is not difficult to imagine a time in the near future, when large numbers of persons in a community may be able to satisfy their "yen" to be amateur detectives, in just such instances as this one. With a fair description of the robbers and their car, any public spirited citizen possessing plenty of courage might become the nemesis of a gang of robbers, and get his picture in the papers for his pains.

These are wonderful times in which we live, and short-wave radio sets open up a field of interest, education, romance, adventure and entertainment with which many persons are becoming familiar. And in the future, perhaps some time off, but nevertheless assured, is the added thrill of television which will doubtless be enjoyed by this generation.

GENERAL INFORMATION



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

	Mar. 31, 1934	Mar. 31, 1933	Increase
Electric	127,701	126,547	1,154
Gas	108,590	108,162	428
Steam	316	323	7*
Total	236,607	235,032	1,575

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

Year	Electric	Gas	Steam	Total	Incr.
1924	61,763	87,495	110	149,368	
1925	72,572	90,503	144	163,219	13,851
1926	82,722	94,916	198	177,836	14,617
1927	91,523	98,027	268	189,818	11,982
1928	100,455	103,055	315	203,825	14,007
1929	111,385	107,010	322	218,717	14,892
1930	116,676	108,912	349	225,937	7,220
1931	119,631	109,273	341	229,245	3,308
1932	127,134	109,443	334	236,911	7,666
1933	126,547	108,162	323	235,032	1,879*
1934	127,701	108,590	316	236,607	1,575
Incr. in 10 Yrs.	65,938	21,095	206	87,239	87,239

Net Increase in Consumers' Meters by Months

Month	1931	1932	1933	1934
January	95*	203*	258*	54*
February	265	(1) 247	86*	86*
March	104*	(2) 5818	460*	93*
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 Co.

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

	Month of Mar. 1934	Month of Mar. 1933	Increase
KWH Generated—Steam	2,151,326	1,769,236	382,090
KWH Generated—Hydro	17,044,412	18,336,697	1,292,285*
KWH Purchased	8,128,969	5,140,631	2,988,338
M Lbs. Commercial Steam Produced	176,520	150,242	26,278
MCF Coal Gas Made	419,647	344,196	75,451
Tons Steam Coal Used	11,952	9,658	2,294
Tons Gas Coal Used	36,348	29,976	6,372
Tons Coke Made	25,565	19,986	5,579

	Mar. 31, 1934	Mar. 31, 1933	Increase
Number of Employees	2,236	2,098	138
Amount of Payroll—Month Ended	\$ 313,959	\$ 265,127	\$ 48,832
Amount of Payroll—Year Ended	\$3,657,545	\$3,453,520	\$ 204,025
Miles of Underground Duct	2,026	2,024	2
Miles of Underground Line	3,008	3,001	7
Miles of Overhead Line	8,133	8,067	66
Miles of Gas Main	816	816	—
No. of Street Arc Lamps	1,395	1,392	3
No. of Mazda Street and Traffic Lamps	25,480	26,136	656*
Total Number of Street Lamps	26,875	27,528	653*

*Denotes Decrease

EMPLOYEES BENEVOLENT ASSOCIATION

Cash Statement for March, 1934

Receipts		Disbursements	
Balance 1st of Month	\$7,421.60	Sick Benefits	\$1,651.80
Dues—Members	729.98	Accident Off-Duty Benefits	201.87
Dues—Company	729.98	Expense of Nurse	128.28
Fees—Members	10.00	Miscellaneous	2.56
Fees—Company	10.00	Balance end of month	7,021.33
Miscellaneous	104.28		
Total	\$9,005.84	Total	\$9,005.84
Membership March 31, 1934	1,872	Membership March 31, 1933	1,764

R. G. & E. Combined Honor Roll

MARCH, 1934

Name	District	Dollar Volume	Name	District	Points Earned
1 Burnett	Rochester	2213.70	1 Puddington	Rochester	625
2 Graham	"	1334.24	2 Purtell	"	425
3 Hynes	"	1242.30	3 Burnett	"	330
4 Erness	"	1210.45	4 Welch	"	318
5 McGinness	"	1080.52	5 Brown	"	306
6 McCleave	"	1067.50	6 Hynes	"	300
7 Purtell	"	1049.14	7 Erness	"	240
8 Puddington	"	1018.05	8 Graham	"	240
9 Brown	"	895.61	9 Rodgers	"	228
10 Galloway	"	875.75	10 Lewis	"	210
11 Lemma	"	865.66	11 Herr	"	204
12 Herr	"	844.43	12 Levan	"	186
13 Crichton	"	798.91	13 McCleave	"	180
14 LeFevre	"	606.74	14 McGinness	"	180
15 MacSweeney	"	550.64	15 Clark	"	180
16 Levan	"	530.31	16 Whitmore	"	168
17 Hill	"	513.53	17 Cole	"	168
18 Welch	"	512.05	18 Lemma	"	160
19 Cole	"	503.15	19 Oogjen	"	156
20 Ashdown	Lake Shore	503.15	20 Crichton	"	150
21 Sheehan	Rochester	494.05	21 Galloway	"	150
22 Whitmore	"	462.80	22 Wood	Lake Shore	125
23 Monahan	"	431.92	23 Ashdown	"	118
24 Shaw	"	415.00	24 MacSweeney	Rochester	114
25 Church	"	409.88	25 Miller	"	108
26 Rodgers	"	395.59	26 LeFevre	"	90
27 Wood	Lake Shore	390.35	27 Hill	"	90
28 Lewis	Rochester	376.45	28 Kennedy	Canandaigua	89
29 Clark	"	348.90	29 Sheehan	Rochester	84

APRIL, 1934

1 Erness	Rochester	2653.25	1 Oogjen	Rochester	360
2 McGinness	"	1300.05	2 Erness	"	360
3 LeFevre	"	1177.85	3 Welch	"	270
4 Graham	"	1120.00	4 McGinness	"	240
5 McCleave	"	970.75	5 Puddington	"	220
6 Lemma	"	938.26	6 Switzer	"	216
7 Crichton	"	780.46	7 Graham	"	210
8 Burnett	"	738.00	8 LeFevre	"	210
9 Oogjen	"	690.00	9 Wood	Lake Shore	205
10 Wood	Lake Shore	641.90	10 Donohoe	Genesee V.	200
11 Hill	Rochester	626.56	11 Rodgers	Rochester	192
12 Purtell	"	610.72	12 Cole	"	186
13 Switzer	"	603.12	13 Purtell	"	180
14 Galloway	"	595.75	14 Whitmore	"	168
15 Ashdown	Lake Shore	595.13	15 Crichton	"	150
16 Dronkers	Rochester	583.62	16 Clark	"	138
17 Cole	"	557.95	17 Galloway	"	130
18 Lanier	"	432.06	18 Conklin	Genesee V.	128
19 Spelman	"	527.86	19 Burnett	Rochester	120
20 Clark	"	526.00	20 Hill	"	220
21 Welch	"	514.91	21 Lemma	"	120
22 Conklin	Genesee V.	503.85	22 McCleave	"	120
23 Puddington	Rochester	501.40	23 Herr	"	114
24 Baldwin	"	485.00	24 Hynes	"	105
25 Partridge	"	464.17	25 Ashdown	Lake Shore	100
26 Swartwood	"	438.53	26 Baldwin	Rochester	90
27 Stephen	Canandaigua	431.18	27 Partridge	"	90
28 Whitmore	Rochester	426.58	28 Spelman	"	90
29 Flaherty	Genesee V.	426.50	29 Longworth	"	90

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 MAY, 1934 NO. 4

Nicknames? Why Not?

WHY is it that parents quite generally object to nicknames for their children? Perhaps they don't so much today. However, it is a fact that most parents used to. Before the "Blessed Event" as Winchell would say, prospective fathers and mothers rack their brain matter trying to get just the right "name" for expected offspring. And while they mean well, the name they select quite frequently fails to please the boy or girl in later life.

Here is an example. Some parents we know named their boy Leonard Maurice; and when the children in grammar school began calling this boy Lenny and Len, their dignity suffered a bit. They then started using Maurice for the first name, thinking that their troubles would be over. Maurice is a tough name to nickname.

This boy, when he got into high school became a popular athlete and

consistently received excellent scholastic grades. He was popular with teachers and students alike. The name Maurice, however, failed to satisfy present day high school ideals for student personalities and, of all things, Maurice became known to all and sundry as, what do you think—"Spike."

A Term of Endearment

In school, on the athletic field, in fact everywhere Maurice went in this rather small but lively town he was hailed as "Spike." And how he loved that name. It was a term of endearment. It seemed to fit him. Whoever heard of an up-and-at-em football or baseball star who in his wildest moments wouldn't prefer "Spike" to Maurice.

And so the name stuck. It adorns the oily raincoat's back that "Spike" wears so jauntily about. It appears in the school paper quite frequently when "Spike" does his usual "stuff" and earns a place of glory in the month's school news. Everybody knows and loves "Spike." He's a regular fellow and you'd like him. And today even his father and mother admit that after all there is something nice about a nick-name; what it loses in dignity it makes up in honest-to-goodness virility of personality and opportuneness.

A nickname is a sort of degree in friendship and social relations. It sometimes sticks through life. If you haven't one, you are to be pitied. Maurice is now in college, and making good. Some day he will doubtless make a goodly name for himself in the world of business. He's got what it takes to do it. But no matter how far he goes on life's ladder, few experiences will thrill him more than to have an old high school friend meet him after years of separation, shake his hand with the old high school fervor and fairly shout "Bless my soul, if it isn't my old friend 'Spike.'" Yes Sir, nicknames are wonderful things!

Play Ball!

BASEBALL, the great American game, is again returning to occupy its accustomed place in the favor of the people of this country. Working their way northward from sunny southern camps, teams from various leagues are now matching their skill and wits with their competitors. Hosts of fans have enjoyed that first game in their home towns. Baseball news is read with quickening pulses. Already, the baseball virus has begun to percolate through arteries left a bit "hardened" perhaps by the inactivities of northern winters. Baseball, the spring tonic of thousands of diamond enthusiasts, surely plays a stellar role in the lives of the American people. It was greeted with brass bands and shouting multitudes.

No Envious Job

Hundreds of skilled arbiters are getting the cobwebs out of their shrill tenor voices, and training versatile optics and nervous systems to get instantaneous mental pictures of close plays and call 'em as they see 'em. However good they become, their decisions, right or wrong, will continue to call forth the accustomed boos and jeers from the multitudes in the stands. Surely, the life of the average baseball umpire is not to be envied.

The playing of every man on the team counts tremendously in fashioning the brand of success that team will earn. However, no player has more responsibility to bear than the pitcher, who is substantially the mainspring of the team. One thought stands out in this connection. The more perfect a pitcher becomes, the less work he has to do. This is one big lesson which baseball teaches us. This philosophy, of course, also applies in some measure to all players. Mistakes, errors, are always costly.

And so it is with life. The more proficient a person becomes in his work, the easier and more enjoyable that work becomes. Some days we "pitch" great baseball; other days are off-days for various good, bad or indifferent reasons. There will be moments of elation when we can call three strikes on obstacles which seek to present a formidable opposition to our progress; there will also be disconcerting, discouraging and devastating periods when we shall have to retire to the bench after "passing" three men in a row. There may be, as well, an occasional "no hit" game to boost our morale and pep us up to always put the best we have into the old game.

Baseball and Life

Baseball and life have many other things in common. One of these is that in each one, mental attitude or morale is highly important. Even in times of temporary defeat we must continue to visualize victory and not get panicky when we fail always to "come through" with just the right play. Life and baseball both are combinations of victories and vicissitudes, but the better "pitcher" you are the fewer balls you will have to hurl. Batter up! Let's put everything we've got on that first throw. Ah, there it goes, and the umpire says it's "strike one." Well, folks, it looks like a good game.

The Five Ages of Man

"Daddy, I know how to do everything," said the little boy of five.

"What I don't know isn't worth knowing," said the young man of twenty.

"Well, anyway, I do know my own trade from A to Z," said the man of thirty-five.

"There are few matters, I am sorry to say, that I am really quite sure about," said the man of fifty.

"I have learned a bit, but not much, since I was born; but knowledge is so vast that one can not become wise in a short lifetime," said the man of sixty-five.

—Selected.

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:

Died at her home in East Henrietta, Mrs. Ida M. Mason, widow of the late Dr. D. G. Mason, aged seventy-six years. Funeral services were held from the home on April 29. Mrs. Mason is survived by a son, Floyd H. Mason; a daughter, Mrs. John Gridley and five grandchildren.

PERSONALS

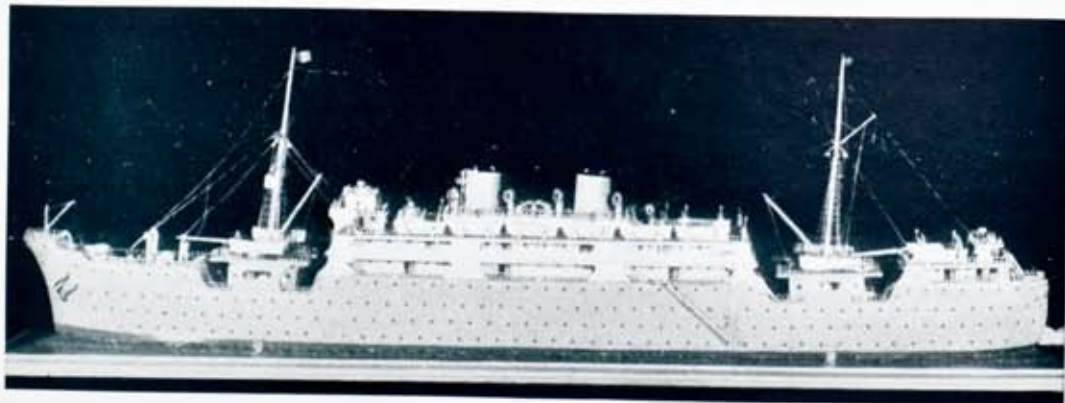


Birthday parties celebrated by the payroll department recently were in honor of the Misses Edith McCallum and Leota Neer. They were held at "The Nook" on April 10 and March 24, respectively. To find their age, folks, add the total of two happy parties, multiply by the sum of the

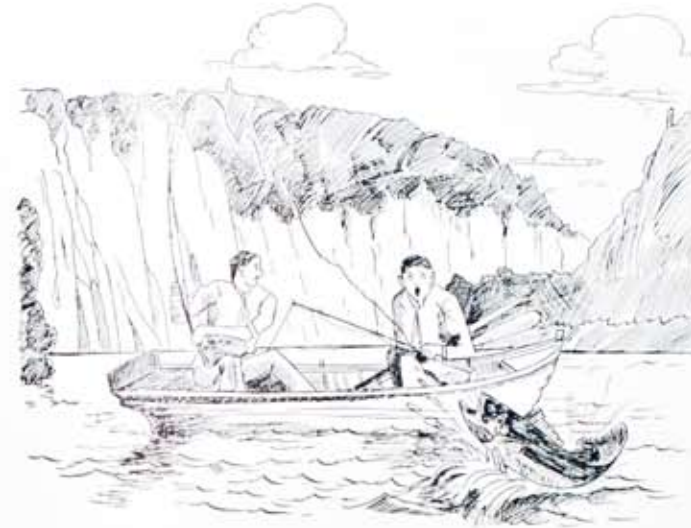
happy faces and glistening eyes present, subtract any incidental talk about the depression, and to this figure add the total of all the good wishes received and carry the sum procured to the nth power. You can arrive at the same answer, however, by resorting to sirology, which is a fountain of youth for persons of all ages.

Mr. Cosmo Marfione, an employee of the gas meter shop, sailed before the mast on the high seas for fourteen years, as a sailor in the Italian navy. He had an active part in the World War. He still loves ships and makes it his hobby to build ocean liners in miniature. Mr. Marfione is the type of a man who greatly appreciates sea life and sea lore. He would greatly enjoy John Masefield's epic poem of the sea, "Sea Fever" which begins like this: "I must go down to the sea again, to the lonely sea and the sky, and all I ask is a tall ship, and star to steer her by." Two of Mr. Marfione's boat models were in the Company's East Avenue show windows for a week and attracted much interest. We think it is a "break" for Mr. Marfione's five boys that they have a Dad who can make boats. We'll bet they appreciate that.

Mr. Maurice L. Mason, son of Mr. and Mrs. Ralph Mason of Wolcott, was home from the University of Michigan for the Easter vacation.



This is one of the fine ships built by Mr. Cosmo Marfione of the Gas Meter Shop. It and another one similar to it were displayed in the East Avenue windows where they attracted much attention.



This picture depicts a favorite pastime in the Genesee Country where Robert Weir of the Mt. Morris office tells us, this big fish outgeneraled him last season. Bob is out to "get" him this year.

Mr. Frank A. Wentworth, of the Domestic Sales Department, was married to Beatrice M. Byron, on April 6. The ceremony was performed by the Rev. Robert Findley, pastor of the North Presbyterian church, at 101 Glendale Park. The best man and bridesmaid, respectively, were Mr. William Hill and Miss Adelaid Murray. The ceremony was solemnized at 8.15 P. M. and was followed by a dinner for the bridal party, after which the bride and groom left for an extended motoring trip, which included visits to friends in Niagara Falls, Lockport and Buffalo. One of the nuptial events in honor of the couple was a dinner given by associates of Mr. Wentworth who honored them with a dinner and dance at the reception and sales rooms of Mr. Frank Beaucaire. Music was furnished by the Rhythm Maids Orchestra, and an excellent luncheon was prepared by Mr. and Mrs. Andrew Furstoss. Mr. and Mrs. Wentworth are now at home to their friends at 366 Augustine Street.

Bob Weir of the Mt. Morris office is out to get that "big one" that got away last season. This fish is so big, according to Bob, that we hesitate to give any specific dimensions. However, a photograph of the fish, if-and-when caught will suffice as ample proof that Bob didn't suffer a lapse of veracity or an optical illusion at the time of that first naval battle with bre'r fish. Send in your fish story.

Mr. Norman Schuth, of the Inventory Department, recently enjoyed a winter vacation in Florida. He had a dandy time and sidestepped a lot of the most severe weather the North has had in many years. Norm says: "The best part of going away is getting home again."



Mr. Cosmo Marfione, the designer and builder of the ship shown on the opposite page.

For more than four years eight young women of the Stores Record Department have kept together a bridge club. Meetings have been held at member's homes without interruption during all this time. The most recent party of the club was held at the home of Mrs. Ruth Allen, Cedarwood Terrace. Those who were present to enjoy a most pleasant dinner and an evening of bridge are: Mildred Magin, Ruth Caldwell, Helen Garvey, Virginia Clark, Vera Kingsbury and Mrs. Allen, the hostess.

The arrival, about seven months ago, of Master Robert A. Stein, son of Mr. and Mrs. James O. Stein, was a happy event in the Stein family. Among the interesting things this event did was to make a very wonderful granddad out of Mr. E. A. Stein, of the Garage. We think that both Robert and his new grandad are to be congratulated, along with the proud parents.



Master Robert A. Stein, now over six months old, whose arrival made a very happy grandpa out of Mr. E. A. Stein, of the Garage.

Messrs. John McLarty and Max Reber motored to Florida for a winter vacation. They were so enthused with the idea of getting a good coat of tan that during the first two days they became so well-browned that they had to remain in the shade the remainder of their stay. That Florida sunshine is potent stuff.

The "Just for Fun" Club of bridge enthusiasts recently joined with the Memorial Post in its bridge tournament and party at the Post's headquarters. The evening's entertainment was in charge of Mr. Floyd Owen, Industrial Sales Department. Dancing was also enjoyed.

Messrs. Carl Jeerings, Richard Brown, Theodore McCann and Gordon L. Merz were members of the business psychology class at Mechanics Institute this winter, and were present at the banquet of the class held recently at the Institute. Mr. Landis S. Smith, who conducts a class in effective speaking at the Institute was also at the banquet.

The Opportune Club of public speaking, which contains on its membership a number of Company employees, recently held a joint meeting at Mechanics Institute with the members of Mr. Landis Smith's class there. Six members of each organization spoke alternately on subjects related to business. Among the guests of the evening were: Mr. C. C. Thomason, dean of management courses; Miss Roberts, head of retail distribution courses; Mrs. Rachel, director of welfare work, Irondequoit, and Mr. and Mrs. Howard Harding. Messrs. Smith and Mason were critics.

Miss Lois Tompkins' natal day falls on Washington's birthday and was duly celebrated with a delightful party. Other birthdays in the Personnel Department were those of the Misses Margaret Settle and Pearle V. Cole, whose desks displayed tea roses in honor of the occasion.

The R. G. and E. Tennis Club opened the 1934 season during April with its Spring organization meeting. Mr. Richard Brown will again be coach. Last season the young women of this club played tennis all summer, the games being held at Ellison Park and Number 10 Holder, Searle Park. The finalists in last season's play were the Misses Pearle Cole and Arline Black. Other members of the club are: Marie DeGraff, Margaret Pinkerton, Lillian Diner, Ann Rodak, Eleanor Lesczinski, Grace Rockwood, Olive Worthman, Edith Dambra, Mary Irvine, Dorothy Millar, Arline Fuller, Jessie Scott, Evelyn Maibolm, Freda Warren. The club was organized by Pearle Cole. Last season this club defeated teams from the Y. W. C. A. and the R. T. French Company. The first games will be held on Saturday afternoon, May 12, at Ellison Park.

Mr. and Mrs. Julius Schenck and their children Ceryl and Jack, are plan-

ning for another enjoyable season at the Schenck cottage on Conesus Lake, south of McPherson's Point.

If you have never made a "Soup to Nuts" cake, ladies, ask Mrs. Hattie Garis how it is done. She made a sample cake during the Holidays and it looked so nice she gave it to a needy family. Not that she was unwilling to try it out on her Hubby; no, it wasn't that. Perhaps she thought she'd never have such luck again. Well, that family enjoyed it so much that now Mrs. Garis is getting quite a reputation as a cake baker. This cake, apparently contains almost everything from soup to nuts. Yes Sir, Campbell's soup, too, and—does it taste good! Perhaps this type of cake will give the family stew a run for its money in using up culinary odds-and-ends to good advantage. What the depression did teach us in domestic economy.



Party group at the home of Miss Doris Rinker, Portland Avenue, at the party honoring Miss Leona Letson on her recent birthday. In the group are, back row left to right: Paul Hargather, Mr. Rocco, Edgar Letson, Bob Belding and Bert Tiffany. Front row, the Misses Mary McGlaughlin, Leona Letson, Dorothy Letson, Ada Bells Ford and Doris Rinker.

Mr. and Mrs. Wm. Kubber are the proud parents of a little girl born March 7, 1934. Named Marilyn Ann. Mr. Kubber is the meter reader from the Sodus office.

The Second Floor has a new organization. It is the CONAGA or, to you the Consumers Accounting Gift Association. This association of employees operates much like the Community Chest. It collects funds at the rate of ten cents every two weeks and uses them to make life happier for many persons in time of sorrow or vice versa. Flowers for the dead, the sick and—flowers for the living. Candy upon occasion for someone, in fact whatever seems to be the best gift for the specific requirement. This association obviates the old methods of collecting for these purposes. It puts this social activity on a business basis and works out to the greater satisfaction of all.

Mr. Charles Royce returned from his trip to the northern tip of South

America as tanned as a sea dog's old merchaum pipe. He sailed the Southern Seas and took a one hundred and sixty mile motor trip over the Andes Mountains over four thousand feet above sea level. Mr. Royce visited Valencia, Rotterdam, Porto Cabello, Caracas, Maracai and many other interesting places and has another worth while sea trip to add to his fund of previously accumulated traveling experience. If he keeps adding to his travel lore, well, Floyd Gibbons had better look to his laurels.

At Wolcott recently the following employees took part in three little skits pertaining to the employees' load building plan: Miss Dorothy Gage, Percy Tanner, Howard Duncan, Howard Ellsworth of the Wolcott office; Mrs. Ruth Young, Miss Murriel Woolworth and Fred Wood of the Sodus office and Leslie Martin of Webster. Everyone had a good time and much enthusiasm was shown for the Load Building activity.



Executive committee of the CONAGA (Consumers Accounting Gift Association) back row, left to right: Thomas Neary; Loren Fulton; Bruce Thompson; Herbert Ringelstein, president; Gerald Baker. Front row, Veva Wooster, secretary-treasurer; Mildred Hacker, chairman of gift committee; Vera Bennett; Freda McAdams; Florence Smith and Ida Heilman.



Scene at the very delightful tenth anniversary party given recently in honor of Mr. and Mrs. William G. Pflucker at their home.

A very enjoyable St. Patrick's Day party was given in honor of the tenth anniversary of Mr. and Mrs. Wm. G. Pflucker. Mr. Pflucker is an employee of the Transportation Department. Among the guests of the evening were the following: Mr. and Mrs. G. Titus, Mr. and Mrs. Walter McCormack and their daughter Grace, and Mr. and Mrs. David Donnan.

The wedding of Miss Emma Herbst to Mr. Clarence J. Bradler was solemnized on April 2, at 9 A. M. at the church of Our Lady of Perpetual Help, the ceremony being performed by Monsignor Shellhorn. The bride was given in marriage by her father, Mr. Arnold Herbst. The best man and matron of honor were, respectively, Mr. and Mrs. A. Logan. The sister of the bride, Miss Frances Herbst, was bridesmaid and the ushers were Messers Irving Berg and Fred Kuhn. The bride wore a white satin dress, and a veil with a satin cap caught with orange blossoms and carried white calla lillies. The bride's mother, Mrs. Arnold Herbst, wore a green crepe dress and carried pink roses. A reception at the home of the groom, Port-

land Avenue, followed the wedding breakfast for twenty-three relatives and friends, after which the bride and groom left on a honeymoon, which was an extended motor trip to Canada.

Paul Revier's "One lamp if by sea, and two if by land" or something to that effect, may have given Miss Miriam Waltuck her idea. At any rate, she has "dolled up" Mr. George Histed's two extension telephones, one with a red and the other with a blue ribbon. When it gets noisy at East Station, and the 'phone rings, it is sometimes hard for Mr. Histed to tell whether he heard one buzz or two buzzes. Then, Miss Waltuck holds up either the red or the blue telephone so Mr. Histed can see through the glass partition which is which. It looks nifty and, best of all, it works. We wonder if Miss Waltuck is infringing on any television patents.

Miss Leona Letson recently entertained a group of young women at her home on Brown Street, in honor of the birthday of Miss Doris Rinker.



Fumes and Flashes selected



Oh Yeah?

Message on Station Six's big electric sign before repairman arrived to fix it. . . "More than 1,000 Rochester homes are heated wit' gas."
G. & E. News

This is a True Joke

A local minister was talking to the juveniles one Sunday morning. "I think," he said, "That little girls are quieter in church than little boys," at which a youngster of about five years jumped up and shouted (right out in church) "Oh, you nasty man!"
G. & E. News

Again, Optimism vs Pessimism

Some folks are always seein' a bluebird in the bushes, while others never see nothin' but a nigger in the woodpile.
G. & E. News

Mebbe It's Java!

Landlady: "It looks like rain."
Boarder: "Yes, but it has the faint smell of coffee."

Here Comes the Bride

"We shall reside at the Old Manse," said the bride. And the reporter wrote: "When they return from their honeymoon the newly-weds will live with the bride's father."

N. R. A. Hours

In days of old when nights were cold
It took two fleeces from the fold
to dress a lady fair.
But in these days of jazz and bob
A little silkworm does the job
With time galore to spare.

In Pirate Days

Englishman (about to walk the plank):
Really—I've just eaten; I cawn't go in the watah now.

In the Spotlight

"Look, darling! Here's something about me in the newspaper."
"Oh, really? What does it say?"
"It says, 'In June the street car company carried 5,289,207 passengers.' Well, I was one of them, wasn't I?"

O. K. Doc!

Doctor Brown sent a bill for ten dollars to the terrible-tempered Mr. Bangs. The bill read—"To services—\$10.00."

Bangs lost his terrible temper. He rushed to the doctor's office. "You're a robber!" he shouted. "Think of it, five dollars a visit! It isn't worth it."

Doc Brown rewrote the bill and sent it—
"To—getting out of bed at 2:00 A. M., answering phone; disturbing wife; dressing; going to garage; cranking 'tin Lizzie'; two mile drive in cold; saving baby's life; return to garage; waking wife; undressing; getting back into bed—\$10.00." Bill was promptly paid with apologies.

Just "Bugs"

"You see that old boy over there? He thinks in terms of millions."
"He doesn't look like a financier."
"He isn't. He's a bacteriologist."

High Finance

In the days before oil was discovered in Texas, a traveling man stopped for the night at a dry land ranch. As he discussed the affairs of the country with his host he became inquisitive as to how the ranch paid its way. At last he ventured the question:

"How in the world do you make a go of things at all?"

Indicating the hired man, who was sitting at the far end of the supper table, the host replied: "You see that feller there? Well, he works for me and I can't pay him. In two years he gits the ranch. Then I work for him till I git it back."

Friendship

Friendship is a strong and habitual inclination in two persons to promote the good and happiness of each other.

Finesse!

"Why keep worrying about the children?"
"I can't help it."
"But, my dear, you are hurting your bridge game."

He'll Be a Lawyer!

Pupil: "Do you think it's right to punish folks for things they haven't done?"
Teacher: "Why, of course not, Willie."
"Well, I didn't do my home work."

Which Should You Be Worrying About?

The following figures indicate that people are being misled into "Straining at a Gnat" in order to divert their minds from the fact that they are being compelled to "Swallow a Camel."

The Gnat

9 cents per day per family is the average domestic electric bill in Rochester.

The Camel

\$1.17 per day per family represents the expense of government in this country in 1932 which was paid for by direct and indirect taxation (1933 figures not yet available).

Believe It or Not

You are swallowing the camel in the form of direct taxation and indirect taxation hidden in the price of everything you spend your money for. You may not be conscious of the fact but you are swallowing the camel just the same.





Centennial Slants



This picture of the Falls of the Genesee was copied from a clipping from an old publication which we had in our files. A short article describing the picture contains the following testimonial to the virtues of the city which was then fast becoming the "Flour City."

"Above we give a fine view of the Falls of the Genesee at Rochester, N. Y. What Sicily was to Europe, and Egypt to the states of the Mediterranean — store houses and granaries — the Valley of the Genesee is to the world.

"The flour mills of Rochester are among the most stupendous works of modern art; being built of granite, and of such size and strength as to be analogous only to the massive workmanship of ancient Egypt."

Rochester's Mills first gave Her the name: "Flour City"