

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

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A black and white photograph of a lake scene framed by trees. The view is from a slightly elevated position, looking down at a calm body of water. In the foreground, several trees with dense foliage are silhouetted against the sky and water. The middle ground shows a wide expanse of water reflecting the sky. In the background, a large, forested island or peninsula is visible, surrounded by more water. The sky is filled with large, white, fluffy clouds. The overall mood is serene and peaceful.

*Looking Into
Vacation Land*



♪ ♪ ♪ SMILES ♪ ♪ ♪

*It seems that flowers always have,
A smile for you and me,
From dew-dipped morn, til eventide,
They're happy as can be.*

*And when you're feelin' kinda blue,
And all the world seems sad,
With flowers smiling up at you,
You can't help feelin' glad.*

*So, when you cannot "crack a smile"
And trouble's got you down,
Just get yourselves some flowers, folks,
And smile away that frown.*

—Floyd Mason

ROCHESTER
GAS AND ELECTRIC NEWS

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Gas & Electric Corporation

Vol. 19—No. 5

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Vacation Calls Us

SOME years ago, summertime was, well, just plain summer time to most adults. There were vacations, of course, but they were mostly enjoyed by school children alone.

How different it is today when practically everyone has a vacation period. It doesn't make so much difference what we do on vacation, providing it is a change and a relaxation. It is usually the mental side of us that needs the rest rather than the physical. And what a fountain of youth a good vacation can be.

Some persons get a great "kick" out of staying at home, puttering about and letting each day bring forth its own amusements. Others delight in spending long periods of anticipation planning a trip, then actually enjoying

it and, of course, getting another rebound of pleasure in its pleasure-filled recollections, which last just about up to the next year's trip.

Many individuals like to "doll up" and go to nifty watering places; others like to don negligee and fish, loaf or paint the "old homestead." But no matter what kind of a vacation you want, it seems quite possible for you to have it, in your own way and in accordance with your specific and peculiar vacation tastes.

We sincerely trust that all our readers get just the kind of a vacation they really want, and that they will share some of its happy memories with GAS AND ELECTRIC NEWS upon their return, in the way of interesting photographs and facts.



Vacations put us back in the spirit of the good old days, when we hadn't a care in the world. Unless we let vacation free us from the apron strings of daily routine, we might just as well keep on working. Vacation time is, like the scene above, a sort of jumping off place. So, hold your breath and plunge in. There's a lot of fun and frolic, added health and mental and physical relaxation ahead for you, if you will just duck in and make the most of it.

Folks, Meet The Twins

Doubtless you have noticed the "Tiny Twins of the Budget Family" GAS and ELECTRICITY, at the bottom of advertising of the Rochester Gas and Electric Corporation. This is your formal introduction to them, both the inanimate, alphabetical twins and the full-of-life vibrant twins, who carry the Company's "twin" messages over the air waves from Station WHEC every Monday and Wednesday at 8.00 P.M. Get in the habit of listening to them. Also, watch for the "Tiny Twins of the Budget Family" in Company advertising and the messages they bring to you telling what one cent will do when invested in these products.

ARTHUR P. KELLY

THE G. & E. Twins—Gas and Electricity are on the air. Don Brown and Miss Pat Devine, a popular pair of harmonizers who have been featured over major broadcasting stations in Boston, Baltimore and other cities, made their local debut under the sponsorship of the Rochester Gas and Electric Corporation on Monday evening, June 3rd and immediately established themselves as prime Rochester favorites. They will be heard Mondays and Wednesdays from 8:00 to 8:15 P.M. over Station WHEC.

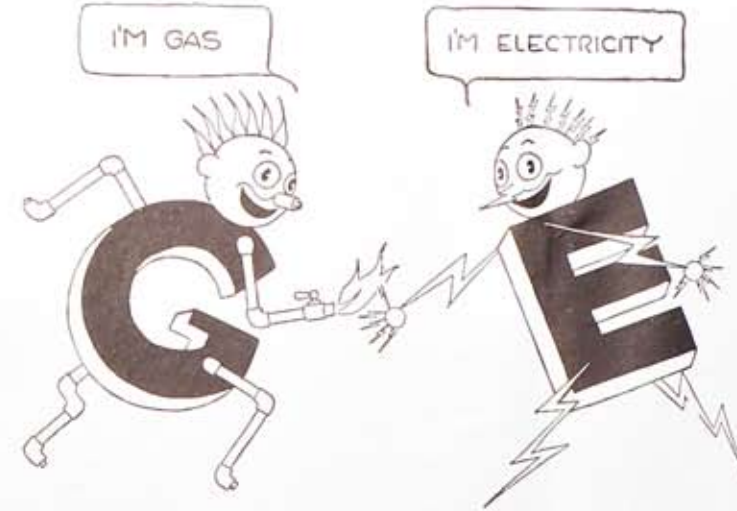
Mr. Brown is an accomplished pianist, as well as singer, and the couple make all their own musical arrange-

ments, fitting them to their ingratiating vocal style.

You'll read and hear a lot about the G. & E. Twins this summer. The Twins are the creation of Joseph P. MacSweeney, whose proud parental boast is that they cost much less to support than any of the other members of the Budget Family. In fact, they are so dwarfed by other living costs such as taxes, food, rent and clothing, that they are called the "Tiny Twins." They are midgets of expense but veritable giants in the service they render. The G. & E. Twins will be featured as a sort of trade-mark in all R. G. & E. advertising—newspapers, radio and



Folks, meet the twins, Miss Pat Devine and Don Brown, whose rollicking theme song features the "Tiny Twins of the Budget Family" GAS and ELECTRICITY and their exploits in making one cent go far in the economic field when invested in GAS or ELECTRICITY. Hear the twins every Monday and Wednesday evening, 8:00 P.M. over Station WHEC.



This is an enlarged view of the "Tiny Twins of the Budget Family" GAS and ELECTRICITY, as brought to life by the pen of Leonard Elliott. They are the brain-child of Mr. Joseph P. MacSweeney.

window display. Tell your friends to get better acquainted with them. They do a tremendous amount of work for very little money.

Here's the theme song with which the G. & E. Twins open all their radio programs:

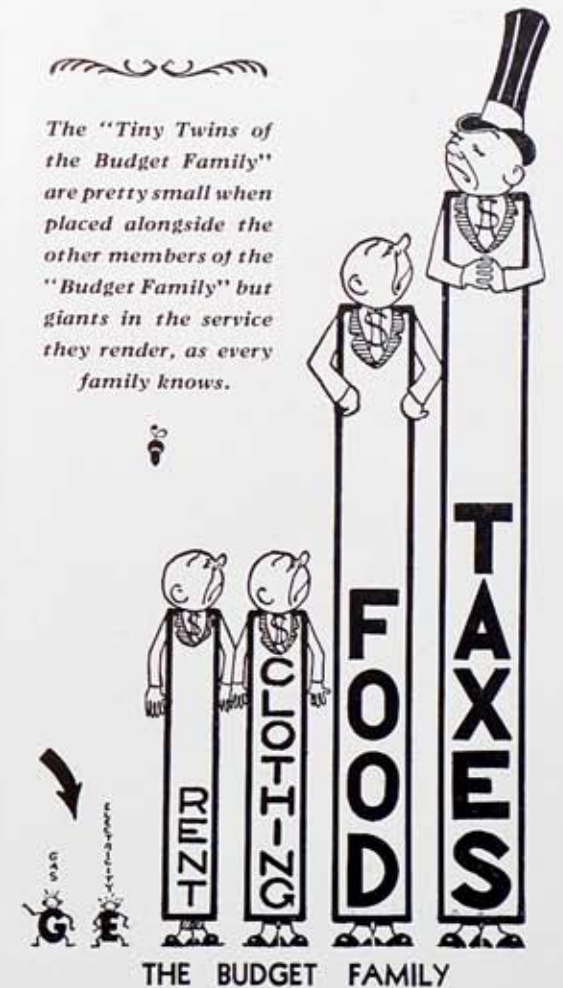
The Twins' Theme Song

I'm G,
I'm E,
I'm Gas,
I'm Electricity;
We're the Tiny Twins—we're G. & E.,
We're at your service constantly;
We heat your home, we sweep your floor,
We make wash day an easy chore;
We cook your meals, we light your lamps,
Of all good servants we're the champs;
We run your radio and your clocks,
We freeze the ice in your ice box;
We heat your water, curl your hair,
We're the answer to a housewife's prayer;
We don't cost much, as you can judge it,
We're the cheapest things in the family budget—
We're G—we're E,
We're Gas and Electricity.

The G. & E. Twins will romp around to your home every Monday and Wednesday evening at 8:00 P. M. over station WHEC.



The "Tiny Twins of the Budget Family" are pretty small when placed alongside the other members of the "Budget Family" but giants in the service they render, as every family knows.



THE BUDGET FAMILY

Economics of the Gas Industry

A. M. BEEBE, General Superintendent, Gas Department, Rochester Gas and Electric Corporation

YOU have probably all heard of the old lady who could not find her glasses—and all the time they were on her forehead! The trouble was that they were too close to her. In a similar way we are likely to underestimate the importance of the gas industry as a dominant factor in our return to economic welfare. We are apt to suffer from a vagueness of understanding even as the old lady suffered a vagueness as to the whereabouts of her glasses. Perhaps many of us are too close to the business (or the business is too close to us).

We must also recognize that the vast amount of publicity and consideration now being given to the electrical problems of the country tend to divert attention from the gas industry and minimize its importance. The fact is, however, that the gas industry in this country is built upon fundamental economics of a nature seldom realized by the layman, and even by many in our own industry.

Our civilization today is made up of all kinds of extremes. Mahatma Ghandi spends days upon days in meditation but he gets nothing done. In this country some of our social planners rush hither and yon doing a great many things, when perhaps we might profit by some sound meditation. There is, of course, a happy medium between these two extremes.

A More Abundant Life

Let us meditate for a while and turn the spot light on the place that the gas industry occupies in our present day system of society. Where do we stand? Where are we headed? What position can and should we play in the much heralded development of "A More Abundant Life?"

I question if everyone would not agree that

two of the essential points in the development of that more abundant life are—

- (1) The building up of the purchasing power of our country.
- (2) The development of energy in its cheapest form to become the slave of our people.

One without the other is of doubtful value. The former makes the latter possible and enables us to absorb and enjoy the fruits of the use of energy. This cycle can be the means of developing the necessary leisure and luxury to realize the right which our Constitution is supposed to give us—"the pursuit of happiness."

The Keystone of Progress

The development of energy has been, from time immemorial, the keystone of the progress of civilization. It bids fair to continue in that position in the future. Energy is the means whereby our wants can be satisfied without drudgery.

Let us consider the main sources of energy in our country and then let us compare our uses of this energy in the past three or four years, when we feel we have been in this valley of despair, with our uses of them during the so-called "hey days" of 1923 to 1929. (See Table I Next Page.)

The only apparent way that our purchasing power can be built up is by reducing unemployment, and unemployment cannot be relieved by developing at increased cost, sources of energy that are scant employers of labor.

Under our present system for distribution of the good things of life, it seems a fundamental fact that the production of energy by methods utilizing small amounts of labor cannot be justified unless the cost is smaller than that of energy produced by other methods. Of course, it is true that we cannot stand in the way of progress and



Night view of West Station gas works. The gas-making process is continuous, night and day, throughout the year and provides uninterrupted service for Rochester homes and industries. About 215 men are employed in this large plant, in three daily shifts.

TABLE I

| Energy Used in the United States | Last 3 Years | 1923-29 | % Change |
|----------------------------------|--------------|---------|----------|
| Natural Gas | 7% | 5% | +40% |
| Water Power | 9% | 5½% | +63% |
| Oil | 23% | 18½% | +24% |
| Coal | 45% | 60% | -25% |
| All other forms | 16% | 11% | +45% |

Later we shall see the great significance of this table when the premises which we have outlined are considered in greater detail. Attention is called, however, to the large increase in natural gas and water power and the decrease in coal.

when energy employing less labor in its production can be produced cheaper than other forms, eventually society as a whole will benefit, though in the transition period heart breaking adjustments may have to be made. However, when such is not the case, it absolutely has no place, at least not until we have solved our unemployment

problems. Please bear these points in mind, as we consider the tables which follow.

Now let us consider these various sources of energy and their estimated known reserves. Reserves are many times subject to dispute, but the following figures are taken from authorities of repute and are sufficiently accurate for our needs.

TABLE II

| | Ultimate Known Reserves | Annual Present Rate of Use | Life at Present Rate of Use |
|-------------|-------------------------|----------------------------|-----------------------------|
| Natural Gas | 40 Trillion cu. ft. | 2 Trillion cu. ft. | 20 years |
| Oil | 13 Billion Barrels | 910 Million Barrels | 14 years |
| Water Power | 38 Million H. P. | 12 Million H. P. | |
| Coal | 2500 Billion Tons | 390 Million Tons | 4800 years |

The above figures are most significant. The total potential water power is but three times the present installed capacity which (from Table I) now supplies only 9% of our energy. Therefore, the total water power in this entire country can only supply some 27% of our present requirements. These figures emphasize the statement frequently made by many men, such as Edison and other students of energy, that coal is the fuel of the future. In this regard our country has, an often unappreciated fact, the good fortune of being blessed with a tremendous coal supply and as time goes on this fact is apt to become the largest single factor in the future of this country. It bids fair to eventually help us become the most powerful country in the world.

Labor-Employing Factors

Now let us consider the labor-employing features of these various sources of energy, together with their relative costs.

Natural Gas—The production of natural gas of course employs labor but to a rather limited extent, though in general its costs of production per B.t.u. are considered higher than for coal. Its transportation in pipe lines, however, requires a minimum of labor.

Oil—The production of oil also employs labor but again to a limited extent and when transported by pipe lines it requires little labor, while that which is transported by rail employs labor to a larger extent. Its cost of production per B.t.u. generally is higher than coal.

Water Power—Here probably is the world's smallest employer of labor and in general its cost is greater than coal. Recent studies show that only some 13% of the cost is all that goes to

cover operation and maintenance, and 87% to cover fixed charges.

Coal—Employs a whole army of labor at the mines mining the coal, on the railroads transporting the coal and at the plants converting it into useful power, together with the steel and allied industries that feed the railroads, mines



Cooling coils at coal gas condensing plant, West Station, containing four miles of pipe.



Part of Rochester's fuel bin, at East Station, along the east side of the Genesee River, below the Bausch and Lomb plant, from which gas is pumped to customer's premises. The gas holders at this point are capable of storing over 8,000,000 cubic feet of gas, or about one day's supply for Rochester under normal winter demand.

and power plants. It also is our cheapest and most abundant source of energy. Recent studies show that some 56% of the cost of steam produced power goes to cover fuel operation and maintenance expense at the plant, the balance of 44% to cover fixed charges.

Increase in Non-Labor Using Sources of Energy

At this point may we call attention to the fact from Table I that in our period of unemployment despair the non-labor using sources of energy, water power and natural gas, have increased 63% and 40% respectively, while coal, (our greatest labor employing source), has decreased 25%. This point is worthy of more than passing interest. And more important perhaps is the fact that some of the non-labor employing forms of energy have reserves that give indication of only lasting a comparatively short span of years. This leads to the conclusion that these limited forms of energy of high form value, should not be further pushed on a general energy market, especially if, in their development, they are non-labor utilizing. Such forms of energy should be conserved for their rightful, logical market to enable a longer life of the present supply to result. Not to do so in these times of stress merely adds to our unemployment.

Imagine, if you will, the chaos that would result if the coal industry should suddenly decide to force onto an unwelcome energy market its total reserves over a period of a few years. Yet this principle is the basis of some of the plans to be discussed later.

Also, from Table II, we can conclude that 10 to 20 years from now, when our reserves of non-labor using fuels fall off substantially, a cycle of employment may result which will make for a return of unusual prosperity; so that ultimately we should have nothing to fear. It is, however, the immediate present with which we are concerned. Are we moving in a direction that will hasten or retard that return?

It seems unfortunate that surplus fuels should make for hard times. We all know, however, that war and other forms of destruction invariably have made for temporary prosperity, by reason of the resultant employment created. It is

not the surplus of fuels that causes trouble so much as the fact that the ones we are tending to use, at added cost, do not aid in the utilization of our labor and therefore tend to restrict purchasing power.

In summing up, therefore, we may say that until energy can be more cheaply produced by forms other than coal, or until we have solved our unemployment situation, coal is our fuel of the future.

However, before we draw further conclusions from the previously outlined data, let us consider a few more fundamentals.

As previously mentioned, energy is our keystone of progress, by providing ability to do work (mechanical energy), heat and light. Energy can be transported and converted into its various forms such as heat, light and power. Gas and electricity are merely convenient forms of energy which can be readily transported. Why should we have two forms of energy? Why not concentrate on just one? This latter idea seems to be the objective of our present administration. The answer is that there is a very good reason why two forms of energy and suitable methods of distribution have been developed.

Highly Developed Industries Founded on Economic Reason

It is interesting to study any highly developed industry. As a rule we find some definite economic reason for its development. Our industry is no exception to this rule.

Energy from various fuels can be converted into useful heat with a high efficiency of conversion, in general from 60% to 85%. However, when such a source of energy is converted into power or mechanical energy, large losses are involved, whether it be by gas engines, turbine, steam engine or electric generator, so that the resultant efficiency of conversion to power will run from 15% to 35%. Please bear this point in mind as this is a very vital and important fundamental which has been responsible for the two forms of energy distribution, as explained below.

As mentioned earlier, gas and electricity are merely easily transmitted forms of energy. Gas is energy in a form that is readily and efficiently converted into heat. However, to convert it into

| | For Heat | | For Mechanical Energy or Power | |
|--|----------|----------|--------------------------------|----------|
| | Gas | Electric | Gas | Electric |
| Energy in fuel | 100% | 100% | 100% | 100% |
| Loss in Conversion | 20% | 75% | 20% | 75% |
| Energy left for distribution | 80% | 25% | 80% | 25% |
| Loss in transmission, conversion and utilization | 24% | 5% | 60% | 5% |
| Heat utilized | 56% | 20% | 20% | 20% |

mechanical energy or power, involves the large losses already referred to. Electricity, on the other hand, is potential mechanical energy and can therefore be converted into useful work with a high degree of efficiency, even as high as 90%. However, in the conversion of the energy of any fuel into electricity the losses have already been incurred, which gas or any other fuel must involve to be used for mechanical energy or power. Therefore, in the mechanical energy fields, power fields, or light, we find gas has generally no great fundamental conversion advantage and electricity has the advantage of economic application.

Gas is Preferable Where Heat is Desired

But where heat is desired, the use of electrical energy which in its production involved heavy losses, to compete with energy in the form of gas which escaped such losses, is like trying to make water run up hill. Please bear this last statement in mind, as we later develop our story.

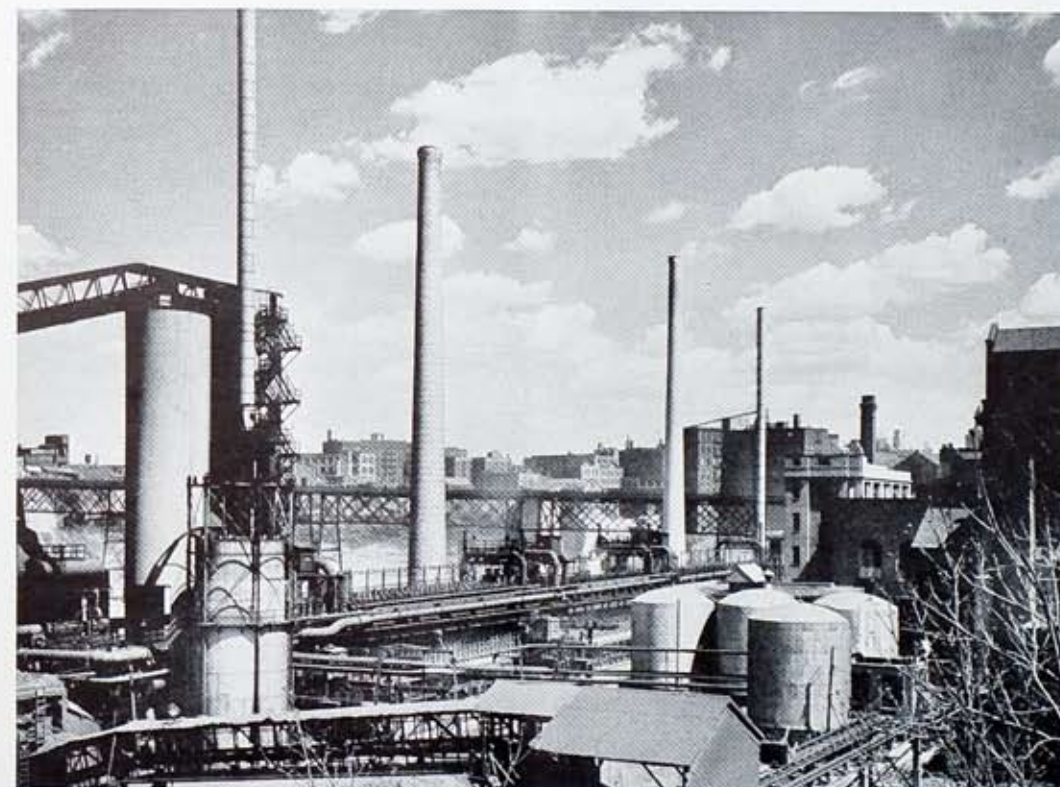
It is true that in the eventual utilization of

heat, electricity has generally a higher efficiency of application than gas, for the reason that gas involves the heat losses in its products of combustion. However, these losses are generally of an order of 10% to 15% which is but a small part compared to the 65% to 85% loss incurred in the generation of mechanical or power form of energy.

Therefore, where light and power are involved the electrical industry has a just and due field but where heat is desired the fundamental slogan of our industry holds true. "Where heat is desired it can be better done with gas."

Of course in all these comparisons, we are speaking generally. Specific exception may always be found to any general rule. To perhaps better visualize the above fundamentals the table at top of page may be of help.

It is for these reasons, therefore, that both gas and electricity have developed to supply the various energy requirements of a community, since each has a definite field in which it has great advantages. This is also why, for the good of society as a whole, these two forms of energy



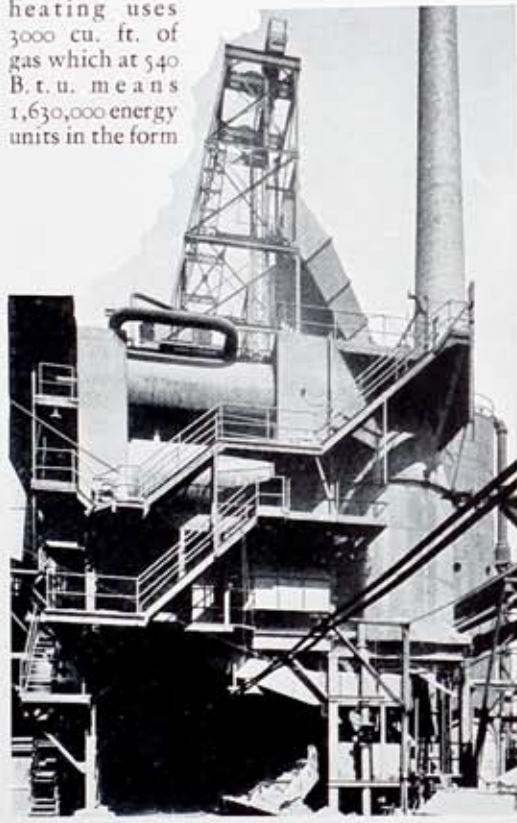
Coke ovens at West Station gas plant, capable of carbonizing 1300 tons of coal per day, producing over 15,000,000 cubic feet of gas. This plant is north of Platt Street Bridge, along the west side of the Genesee River.

should continue to be available in the future. It is when we try to force the use of one form of energy into a market for which it is not the most economic that troubles arise, which sooner or later will adversely affect and delay our return to a sound economic condition. As will be later discussed, we see all too many examples of this tendency in our present political objectives. This situation just outlined in Table III also is the reason which eventually will make the so-called "combination company" a sound instrument in our economic picture, since under such operation there is involved less duplication of expenses and also there is a reduced tendency to force either type of energy into markets for which it is not intended and for which it is not economic.

How the Fundamentals Work Out

While we are discussing this subject, let us digress for a moment and see how these fundamentals have worked out practically.

It will surprise you that the average use of energy in a community or in a home in the form of heat is from 3 to 10 times that necessary for light and power. Let us consider a typical home with an average consumption of 50 kw-hr. a month. This home is using 50×3412 B.t.u. or 170,000 units of energy. This same average home without house heating uses 3000 cu. ft. of gas which at 540 B.t.u. means 1,630,000 energy units in the form



Where coke is cooled without the use of water. Dry quencher at West Station. Another reason why the R. G. and E. guaranteed coke is a superior fuel.

of gas or nearly 10 times as much as is used in the form of electricity. It is also interesting to note that the average cost to the customer for 50 kw-hrs. of electricity is substantially identical to that for 3000 cu. ft. of gas which latter contains 10 times as much energy.

Future of Gas Industry Assured

When the present typical energy used in a community in the form of gas and electricity includes domestic, industrial and commercial customers the ratio is in the neighborhood of 3 to 1. The significance of figures is seldom appreciated. When we consider the total available logical market including house heating, the factor becomes even larger. These features cannot help but impress one with the future of our industry.

Another example that these fundamental principles are not mere theory but actually work out in practice is the rate of development of these two forms of energy.

Let us examine the record of the past 15 years of a company such as the one I happen to represent, which is more or less typical, during which time electric utilization has had a tremendous public acceptance and its most rapid development. It must be remembered that the gas industry was already established when the electric industry started. (See Table IV Next Page.)

In other words, the energy growth in the case of gas was nearly as rapid as the electric and yet the electric to accomplish this had to expand its number of customers over four times as compared with only a slight increase in gas customers. These are interesting figures to ponder over.

Ability to Store Gas an Asset

Let us see if there are any other fundamentals which may be working in our favor and again we find fortunate conditions. Electricity cannot be stored, while gas can be stored. This means that generating capacity in the case of electricity must be as large as the indicated momentary peak, while gas holders enable generating capacity under average conditions to be installed one-half the peak load. This means a tremendous saving in capital necessary to supply a given load or an investment per unit of energy in the case of electricity which is over four times that necessary for gas.

Furthermore, where transmission costs are concerned, recent studies show that gas can transmit a million horsepower hours of energy a distance of 283 miles for a cost of \$65.00 for direct operation and fixed charges, which energy hours in the form of electricity will cost \$190.00.

Distribution costs in the case of gas and electricity to cover customer costs and fixed distribution charges run perhaps only slightly higher in the case of electricity as compared with gas. However, in the case of gas, we are talking about a complete underground system with all the inherent reliability that goes therewith.

TABLE IV

| | |
|--|------|
| Increase in number of electric customers in 15 year period | 415% |
| Increase in number of gas customers in 15 year period | 138% |
| Increase in energy sales in electricity in 15 year period | 204% |
| Increase in energy sales in gas in 15 year period | 177% |

These are all points to bear in mind in the picture which we are trying to develop as to what direction we should be pointing to improve our social economic system. All these points also cannot help but arouse our confidence in the eventual future of our industry, for sooner or later the economic laws will iron out any attempt to run counter to them.

Drawing a Few Conclusions

Perhaps we are now ready to draw a few conclusions. I believe we could all be 100% loyal to our administration if it were really trying to pull us out of the depression by sound economics. But what do we find?

At present, when unemployment is our biggest problem, we find vast programs of water power development sponsored and actively promoted by our Government. Such developments are the poorest employers of labor that we know of (except temporarily in the installation thereof) and the energy they furnish usually costs more than that of an equivalent amount of energy developed by coal. Furthermore, it is being proposed to almost force the use of this energy where heat is desired in cooking, water heating and the like, which might better be done by gas. Could anything be more uneconomic.

This plan is apparently patterned after the so-called progress along these lines in countries like Canada and Sweden, without careful analysis of the fact that there may be sound economic reasons for the extensive hydraulic developments in those countries. Canada and Sweden have relatively no coal. They have no alternative. Such developments in their country are sound. Every bit of energy developed by water means that much less coal to be imported from foreign countries and a smaller drain on their national wealth; they should, therefore, make every effort to develop hydro-power.

Such conditions may even possibly justify, as a national policy, the subsidizing of hydro programs and selling the energy below cost to the householder as they do to force and develop a market for electric cooking and water heating.

In this connection it is interesting to note that these highly advertised tremendous kilowatt-hour consumptions per customer, which advocates of the Government program point to with pride as to what is possible, exist only in places where cheap fuels are not available. They would lead us to believe it was merely the result of cheap rates. Nothing is further from the truth. Ontario, Manitoba, the Pacific Northwest and Sweden have developed

tremendous electrical consumption per customer, purely because of the expensive fuel conditions, or subsidized low rates and the Government imposed duties on fuels from foreign countries. Those who may be sympathetic with the administration policies should consider Los Angeles, Jamestown or any of a hundred other places which have low electric rates but where reasonably priced gas is available and which have only developed kilowatt-hour consumption per customer below the average, if anything. The forces which bring about these large consumptions are not the ones which might first appear on the surface.

That eventually the economics of the situation will prevail and that these power authority programs have no real benefit to society can be readily shown by the following.

The promise of low electric rates has been offered on the assumption that a tremendous increased consumption will result, which will so reduce distribution costs as to make such rates economic. These theories may be sound in expensive fuel regions. However, the large increased use of electricity is predicated on the use of electricity for cooking and water heating, which, as outlined earlier, in this country is not economic. The reason for this is because, even when neglecting the fact that gas generally involves greater use of labor, the service of cooking and water heating is now supplied to a customer by gas at a considerably lower cost than to do the equivalent work by electricity, even under the Power Authority rates. Proof of this will be found in the following table (Table V) which compares an average home using cooking and water heating served by an existing combination gas and electric service with similar all electric service under the proposed New York Power Authority rates. (See Table V on next page.)



Blossom Road gas holder, capacity 6,000,000 cubic feet, at Searle Park, where recreation facilities are furnished the eastern section of Rochester through a baseball diamond and tennis courts.]

TABLE V

Comparison for Equivalent Service—Gas vs. Electricity

| | New York Power Authority | Present Gas & Electric Service | |
|----------------------------|------------------------------|-------------------------------------|---|
| Lighting | 30 kw-hr. per month | 30 kw-hr. per month | |
| Cooking | 125 kw-hr. per month | 1640 cu. ft. per month | |
| Water Heating | 335 kw-hr. per month | 2700 cu. ft. per month | |
| | 490 kw-hr. per month | 4340 cu. ft. @ 30 kw-hrs. per month | |
| 50 kw-hrs. @ 3.5c = \$1.75 | 30 kw-hrs. @ 6¼c = \$1.90 | | <i>Some taxes are assumed to be paid under the Power Authority schedule but we maintain that such rates would not be possible and still pay the taxes we carry.</i> |
| 50 kw-hrs. @ 1.9c = .95 | 4340 cu. ft. @ \$1.00 = 4.34 | | |
| 100 kw-hrs. @ 1.5c = 1.50 | | | |
| 290 kw-hrs. @ 1.3c = 3.77 | | | |
| 490 | \$7.97 | 1.42 | |
| | We pay taxes from above | | |
| | Net customer cost | \$4.82 | |

To assume that a policy which may work out in Canada is wise in this country is like assuming that an antitoxin for diphtheria will cure hydrophobia.

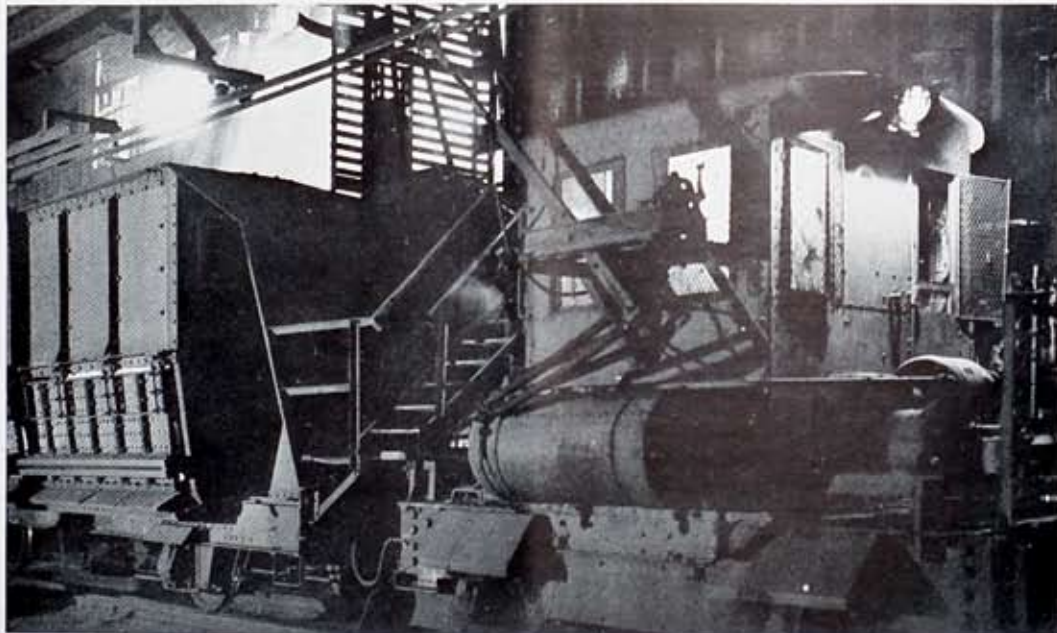
In fact, in our country, it seems obvious that the worst possible thing we could do would be to build vast hydro-electric power developments when energy can be developed more cheaply from coal and supplied to society through a whole chain of labor employing industries, such as the mines, railroads, generating plants, gas plants and the steel and allied industries which supply these industries.

True these administration ventures will give brief and temporary relief through the labor employed in building them. But we must give heed five years, or ten years from now, when these plans become Frankenstein's to turn and plague the society that conceived them.

In other words, the Administration's program not only will cost the customer more money for a service equivalent to that which he now enjoys, but it renders valueless the consumer's present serviceable equipment now in use, and in effect confiscates the investment in gas production and distribution facilities that have been developed to serve the community, plus adding to our unemployment situation.

It may be argued that these points may apply only where gas service is available. How about the territory that does not have any gas service? When it is realized that in this State 91½% of the families already have gas service, the insignificance of this point immediately becomes apparent.

That the fundamentals outlined earlier in this paper, actually work out in practice, it is interesting to note the sluggishness of the electrical



Night view at West Station. Incandescent coke charge being "pushed" from one of the ovens into a waiting car, which transports it to the dry quencher.

development by T. V. A. in far famed Tupelo despite all the costly subsidized ballyhoo to help it.

As near as can be determined, T. V. A. activity thus far has only tended to weaken the gas industry in that town to its real strength. They report, in the past year, 101 gas ranges sold as compared to 56 electric ranges in a community that already had 363 gas ranges; and 62 gas water heaters were sold as compared to 18 electric in a community that already had 241 gas water heaters. When the T. V. A. started they claimed 300 gas ranges would be replaced in the first 90 days and the report is that at the end of that time not one had been replaced.

Again witness the experience this past year on the part of the gas company in Knoxville.

"Our cubic foot sales have for several months been pretty consistently running 20% ahead of corresponding months of the year previous.

"Three-fourths of 1% of our total number of customers bought electric ranges to replace gas. This is at the rate of 1% per year. For each such electric range replacing gas, we sold 4.3 and rented 5.4 gas ranges, a ratio of 9.7 to 1 in favor of gas. However, as 37% of our range sales and 17% of the rentals were to replace obsolete gas equipment, the ratio of electric ranges replacing gas to gas ranges replacing other fuels was only one to 7.2.

"The ten months' comparison on water heaters is even more favorable.

"Electric water heaters replaced gas at the rate of one-tenth of 1% per year of our total customers and for each electric water heater thus sold we made 48 new installations of automatic gas storage type water heaters, 35% of which were outright sales and 65% rentals.

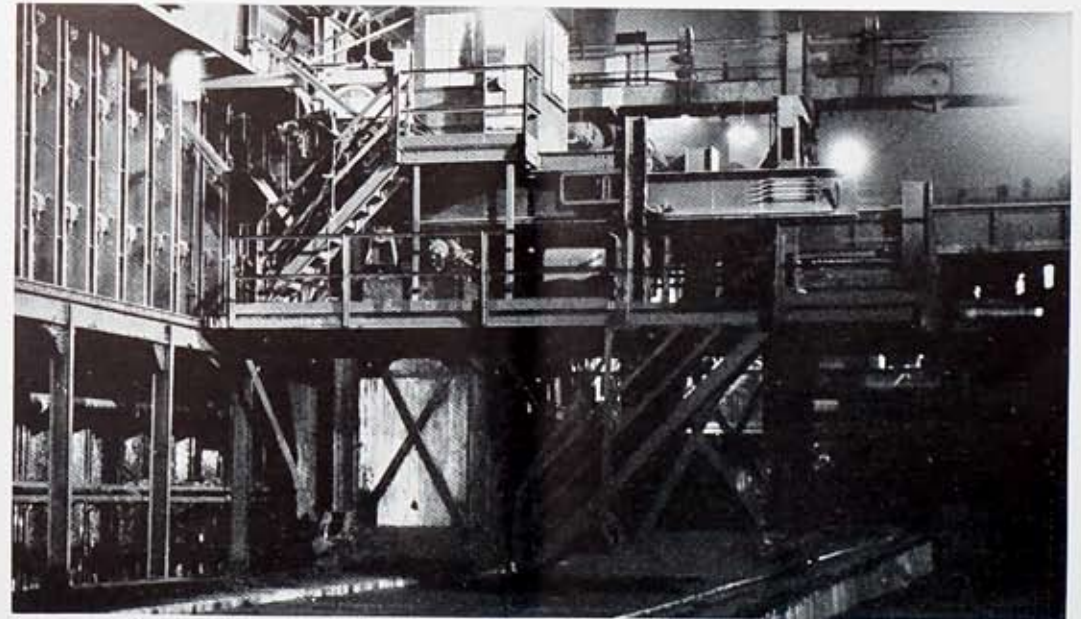
"Please bear in mind that 12% of our customers were using automatic storage type water heaters when this activity started."

In addition to the hydro-electric programs of the administration which do not appear to have sound economics back of them, we hear now of another plan equally as disturbing.

Because of some natural gas wastage down in Texas, it is proposed to lay a line from Texas to St. Louis and Detroit, which will set in motion a similar vicious cycle of unemployment, as outlined in the hydro-electric program. Such a line when once laid, as long as the gas holds out, employs but little more labor than the hydro program, thereby making matters worse as long as it lasts, since the resultant saving in cost of energy is but a small fraction of the loss in employment.

If these fields were unlimited there might be some sense to it. But purely to prevent waste of something that ought to be conserved in the ground, it is proposed to spend vast sums laying a line to a market now supplied by coal and paid for by taxes on the labor utilizing industry it seeks to destroy. It would seem that the wastage might better be allowed to go into the air if it cannot be conserved on an economically sound basis. At least it would hasten the day when we must develop our labor employing sources of energy and in the meantime not make matters appreciably worse.

Because of a silly "right of capture" law, it seems a shame to set in motion such a vicious uneconomic cycle of events because of an uncontrolled production of a limited resource, which



Electrically operated pusher, leveller and door machine, weighing 73 tons, levelling a charge of coal at the beginning of the carboization process. This machine pushes the charge of incandescent coke through the ovens into the car shown on opposite page.

ought to be controlled and saved for its logical market.

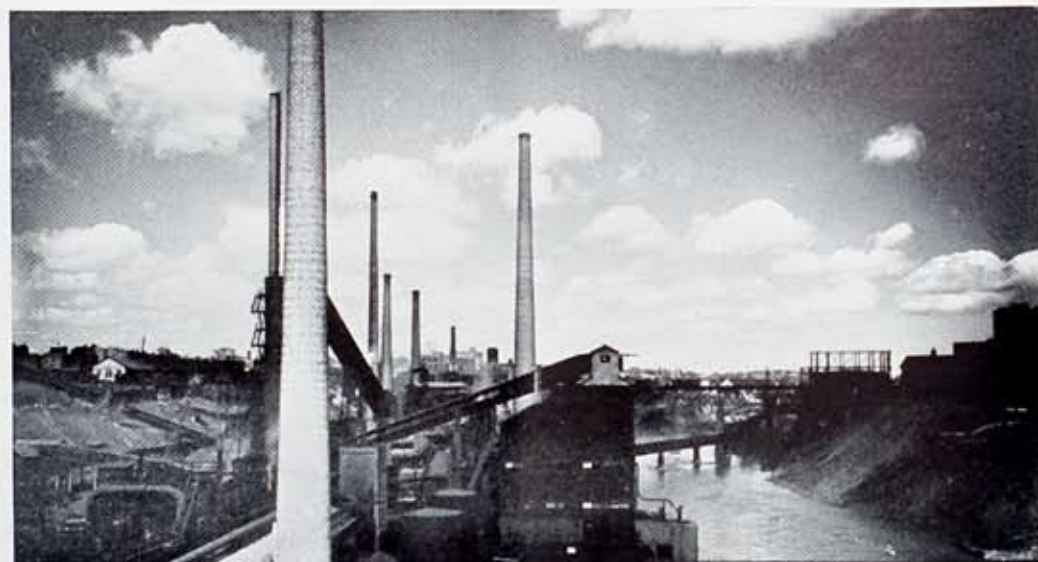
Probably the most astounding figure in Table II, to the average individual, is the limited oil reserves of this country. This cry of a shortage of oil was once before broadcast shortly after the war, only to be followed by the discovery in East Texas and the mid-continent fields of the largest oil fields in the world.

These developments were largely the result of the post war developed geophysical methods of geological exploration, which enabled the study of structures heretofore impossible. This development has now had its day and during the past four years it is significant that new fields have been developed at a rate only approximately half the present rate of consumption. Therefore, the probability of this forecast being again upset is not as promising as may be felt by many.

The oil industry and motor fuel industry has no need for fear, however, since the recently developed hydrogenation processes in this country and abroad can make oil from coal at a cost slightly higher than present prices. However, this slight increase sooner or later to come is the shining light in our bright future, for it is bound to throw large quantities of business to the gas industry.

The fuel of the future in this country is coal and the gas industry is the most efficient means of conveying that energy to the ultimate consumer.

In summary, therefore, it would seem that our industry has a large part to play in the development of sound social economics and it is our duty to develop a consciousness of this fact and to bring all pertinent facts to the attention of the public, so that the program of recovery can be pointed in the right direction and avoid costly pitfalls.



Pictorial view of West Station, showing its location along the Genesee River. In the distance may be seen one of the gas holders at East Station.

Directors Elected at Annual Meeting

At an Annual Meeting of the Rochester Gas and Electric Corporation, held June 5th, 1935, the following Directors were elected for the ensuing year:

Raymond N. Ball, John P. Boylan, Frederick S. Burroughs, M. Herbert Eisenhart, Fred C. Goodwin, Sanford J. Magee, Edward G. Miner, J. Craig Powers, Herman Russell, Charles W. Smith, Daniel Starch, Raymond L. Thompson, Walter L. Todd, Charles M. Travis, Herbert J. Winn.

"Mom, you said the baby had your eyes and daddy's nose, didn't you?"

"Yes, darling."

"Well, you'd better keep your eye on him. He's got grandpop's teeth now."

Beauty or—

An American business man and his wife were stopping in Paris near Notre Dame Cathedral. One Sunday morning the bells started ringing with unusual resonance and vigor.

"Aren't those chimes beautiful, John?" asked Mrs. Smith.

"What did you say?"

"I was just remarking, dear, how simply marvelous the chimes are this morning," she repeated.

"Wait a minute," shouted Smith, "those damn bells are making so much racket I can't hear a word you say."

Summary of Chorus Activity for 1934-35 Season

THE fourth successful season for the R. G. and E. Choruses ended last month with final concerts by both the men's and the women's organizations. After the last final curtain, director Frank Houston made his appraisal of the season's work which brought forth the following data:

Chorus Accomplishments

The men's chorus sang to a total of 12,510 listeners, in a total of 28 concerts. The women's chorus sang before a combined audience of 1,920 listeners, in 7 concerts.

Disseminators of Harmony

It is worthy of special comment to note that in the thousands of miles driven to and from concerts in Rochester and vicinity, which carried the singers on trips often requiring two- and three-hour drives, not an accident marred the perfect record of the groups. If all the hours of practicing, those required in transportation and concerts were added up, they would total a fine contribution of time and effort by chorus members to the Company's constructive program of goodwill, so zealously promoted by President Herman Russell and the other officers of the Company.

Were we not a bit modest we might publish some of the many letters of

appreciation received from churches, schools, granges and other organizations, fraternal, civic and community, expressing their appreciation for the Company's contribution to their financial and aesthetic welfare. We are quite content to say that chorus members, as well as director Frank Houston, president Willie E. Hughes and vice-president William O'Brien feel that they have been well repaid for the hard work done in this worthy effort. The slogan of the chorus activity still holds good "Sing for the Love of Singing" and let the chips of community appreciation fall where they may.

A chorus, of course, must have someone to sing to, and it is nice to know that in getting a big thrill out of their undertakings, these organizations can bring an increment of happiness to others.

Sunshine Special

The last big concert of the season for the male chorus was its appearance before about 2,000 persons in the "Sunshine Special" concert of the Canandaigua Exchange Club, at the fine Canandaigua Academy auditorium. This concert was typical of the possible good to be evaluated from chorus appearances generally. Its purpose was to provide summer happiness and cheer for youngsters of Canandaigua and vicinity during the summer vacation months.



The R. G. and E. Men's Chorus last season sang before a combined audience of 12,510 persons, in 28 concerts. The Women's Chorus sang to 1,920 listeners in 7 concerts.

Banquet at Oak Hill Country Club Climaxes Contract Bridge Season

ONCE upon a time folks could get by pretty well without being able to play a fairly good bridge game. Of course, they still can, but—they miss a lot of fun if they try to do so. We like to do those things which we can do well. This is an axiom of present day life. Therefore, it may be said that the season just closed for the R. G. and E. Contract Bridge Club, has as possible social dividends, the disseminating of a more perfect social enjoyment for about forty persons who participated in the bridge lessons and practice playing sessions supervised and taught by Mr. John Clark, with President Herman Russell as associate teacher.

This club has been operating for three years, and has given special instruction for both beginners and advanced pupils. Its 1934-35 season began last August and continued up to May,

1935, culminating with the banquet held at the Oak Hill Country Club on Thursday, May 9.

Lessons were given each week, after work, with a luncheon on the Fifth Floor every other week, with two special parties during the season. Mrs. Emma Wage has been the club's secretary for the past two years, and a member of the club for three years. Many other club members have been active in this course for two and three years, indicating an interest that has been consistently steady.

Mr. Clark is a bit proud of his pupils, many of whom have shown their ability to play well in advanced circles, without the embarrassment which comes from either not knowing how to play correctly or, what is equally as embarrassing if not more so, making thoughtless mistakes.

The classes have made seasoned

players who weigh the possibilities of their hands and bid and play accordingly. Laid players, through a greater knowledge and experience of the game, have developed confidence and a skill sufficient to bring joy in playing.

One's bridge game, if mediocre or worse, not only brings disappointment to him, but greatly effects the happiness and enjoyment of his partner and the other players in the game. After all, bridge is a cooperative undertaking, and when a player plays well, he adds just that much more zest and enjoyment to the pleasure of the participants generally.

Like any scientific game or undertaking, bridge ought to be taken seriously. This means study, practice, seasoning. The Contract Bridge Club has provided all three of these assets. Having done so, this course has surely heightened the pleasures which bridge can bring, so far as the bridge activities of the club members are concerned.

Bridge is also a challenge to one's intelligence, resourcefulness and presents many problems which whet one's

intellect, judgment and ability for the every-day problems of life and business. Like almost anything else, bridge doesn't mean much to a person unless he can play it well. With such a fine groundwork in this pastime, Contract Bridge Club members are well equipped to get a much greater "kick" out of their future bridge activities, while making a bridge session much more enjoyable to the other participants.

At the banquet, Mr. Clark was presented with a fine traveling bag, with accessories, as an expression of the appreciation of his class for his good work. Mrs. Wage was given a corsage of gardenias for the banquet, and in the evening's bridge tournament the following persons received prizes for superior playing: advanced group, first prize won by Mable Kramer, prize, ladies traveling case in silk moire; second prize won by Mrs. Emma Wage, prize, twin deck of cards. First and second prizes in the beginner's groups were won by Mrs. Hattie Garis, first, and Lois Consaul, second, the prizes being the same in each group.



Scene at the banquet of the R. G. and E. Contract Bridge Club at the Oak Hill Country Club. The members of the Club, right to left, are: Seated, Florence Durnan, Thyrsa Franklin, Katherine Green, Mildred Van Zandt, Lous Consaul, Hattie Garis, Evelyn Cross, Miriam Waltuck, Esther Moore, John Clark (instructor), Charles McIntosh, Irene Bolger and Mary McLaughlin. Back row, standing, Doris Rinker, Marion Royle, Marion Rossney, Mabel Kramer, Gertrude Rinker, Evelyn Cassidy, Frances Cameron, Emma Wage (secretary), Eleanor Burger, Helen Smith, Marie DeGraff, Edith Holdgate, Alice Longbine (guest), Marie Fredericks, Arlene Fuller.



GAS & ELECTRIC NEWS

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

HERMAN RUSSELL Honorary Editor
FLOYD MASON Editor

Candy

TWO small boys went to the store with a couple of pennies and bought candy. It was selected with great discernment; two of this, three of that, and a few small pieces of licorice. It was a buying spree for youth, but how differently each boy got his own peculiar "kick" out of his purchase.

One boy meticulously counted out each candy piece. He knew just how many he had to "work on" that afternoon. After he had made way with his first sweet-bit, he thought to himself, well, I've got twelve pieces of candy left. When his goodies were half gone, he began to worry just a bit because the bag in his pocket held fewer and fewer pieces. When there were but three candies left, he almost moaned "Gosh, it's almost all gone."

The other boy just ate and ate. He never realized just how many candies he had in the first place. He got the utmost of sweetness and joy from each candy bit. He imagined that the bulge

in his trousers pocket which the candy made, decreased in size hardly any, with each raid on the succulent supply. When he thought it might be lowering a bit, he stuffed his handkerchief in, to make bulk, so that he couldn't tell when his candy was gone—until the very last piece had disappeared and there just wasn't any more.

Some folks get a great "kick" out of knowing at every point in their lives—just how much "candy" they have in the store-house of their lives. Other persons, different in type, just go on living, enjoying, being happy, with seldom a worry about "how long things are going to last." Into which category do you belong?

One man told us he just couldn't afford an automobile. He continually sat down and figured it out in black and white on a paper. "No, it can't be done" he'd say; "Perhaps some day I can manage it, but not now." Still, he had much more right to own a car, judged by finances, than many other men who bought cars. He may never own an automobile; he's just too handy with a pencil, and, as he says, "Figures don't lie."

Sometimes, however, many of us juggle figures a bit. We can imagine (and certain types of human beings never dare to use their imagination) that the pleasure our families get even

from things which we can not really justify financially, more than balances the sacrifices we have to make in some other channels of life in order to, say, own a car, rent a cottage for a week at the lake, or take a vacation that actually gets us away from home at least once a year.

After all, grown men are much like little boys going to the store for a cent's worth of this, and a cent's worth of that. Some of them get the most happiness from counting out each morsel, while others just keep on being happy, without even realizing that there is but one piece of candy left in the bag. Such is life.

Isn't it fine that people can go on living, being happy, enjoying life to the fullest—even in the face of what the world calls poverty. Some of the world's finest people will always be poor, yet, what a "kick" they get out of "candy" life throws their way.

Heroes for Sale

FREDERICK Van de Water's book "Glory Hunter" presents a biography of General Custer which is intriguing, yet it carries on a major operation in the de-bunking of national heroes to which many readers may object.

It is another example of present day books which are painfully truthful in their unfoldment of the human frailties of historical characters, who have already been given a glorious place in the archives of our memories. With something of a shock, we discover that, after all, heroes are perhaps nine-tenths human beings.

"Glory Hunter" shows Custer to have been a colorful seeker after glory; cruel, egotistical and with a flourish for the grand-stand. It, perhaps truthfully, chalks up against him many black marks, which history up to now had largely either ignored or deliberately overlooked. Perhaps, even under

the unflinching microscope of truth, Custer will still remain a hero to you after reading "Glory Hunter" or, he may become a second-hand hero, at least a bit tarnished.

This de-bunking can so easily be done by a writer; but, is it a tendency in the wrong direction, truthful though it may be? Do we need heroes, have they a place in our literature and traditions or, must we always have the cold, unflinching truth even in the case of the colorful makers of history; truth of a variety that might easily shatter your traditional reverence for a Washington, a Lincoln or any of the long line of famous men reaching far back into antiquity.

Perhaps Custer was cruel. But is not war relentlessly so. Who is to judge between the "justifiable" slaughter of the war and the wanton murder of unprotected civilians in a war zone; what constitutes the so-called "glorious spoils of war," and what the wilful robbery of the populace? And who, after all, is to draw that scarcely discernible line which separates heroic valor and wanton persecution?

Many critics praise the author of "Glory Hunter" for painting this last word in truth about this famous character of American history, even though it is sufficient to dam the man as hard, cruel and irresponsible. Others feel that prejudices have been allowed to creep in. One critic thanks Mr. Van de Water for his "complete and unsparing analysis, without fear or favor" of Custer. At least, none of the criticisms of the book have challenged Custer's outstanding courage and valor, not even the writer. Perhaps posterity shall have to be content with stripping this great fighter down to those two outstanding virtues.

To be sure, many plaster-saint types of heroes have been built up by American literature and biography. Most of them could be de-bunked, and would have been long ago had writers been

(Continued on Page 151)

Sports and Steaks Steal Show At "Songbirds" Annual Funfest

"The song is ended, but the harmony lingers on." This sentiment well characterizes the finish of the singing season for the R. G. and E. Men's Chorus. The last regular concert is "in the bag" but the memory of a happy and successful season was celebrated at the annual chorus picnic, a harmonious finale anticipated each year at the Chiseler's Camp by the Company song-birds.

The Weather Man collaborated nicely, much more so than he did on some of the dark and stormy nights the men drove miles to sing last winter. There were no soloists, no feature artists, no special bally-hoo. Even the "Man on the Flying Trapeze" and the R. G. and E. Hill Billies were just ordinary "steak eaters" on this occasion. Gustatorily, everyone was in good "voice."

They showed their applause for Ed Crofts and his beef-broilers by a silence which indicated that satisfaction is not always vocal; when those song-birds fail to shout for "more" well, that's a boost for any man's cooking.

Even "Bozo," Bob Pierce's radio dog, ate so much that he forgot his lines in "Mary had a little lamb." He made a typographical error and said "steak" instead. Bill Hughes, chorus "prexy" tried hard to put a semblance of parliamentary order into the job of passing out the prizes won in the sporting events, but his boys were incorrigible. They were out for a picnic and would stand for no after dinner formalities. Even Bob Pierce couldn't get a hearing. This shows that the dinner "stole the show" and was



A miscellaneous bunch of barytones and basses watching the races at Male Chorus picnic. Left to right they are, Messers MacGregor, Farese, O'Brien (vice-president), Pike (pianist), C. Brown and Schmitt.



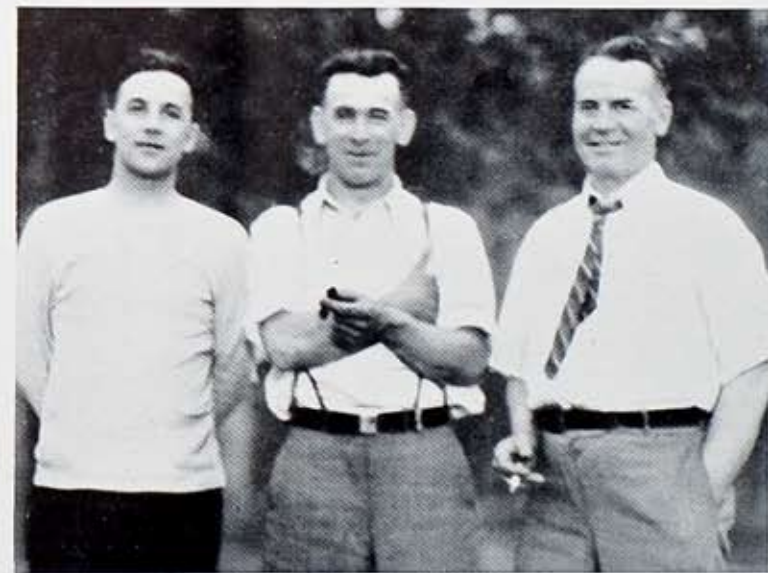
A little relaxation, after dinner, and a quiet smoke, showing left to right, Messers Hahn, Baker, Hughes (president of the chorus), Dorkey and P. Miller.

praise louder than mere words for the success of this well-planned picnic.

Vice-President William O'Brien steered the arrangements and kept a weather-eye on proceedings. Some of his excellent force are shown in our pictures. It was the first time some of the men had seen Mr. Crofts' huge brick oven in operation. Ed himself supervised the broiling and what steaks they were.

Athletic events were in charge of Tommy Weir and the event winners were: 100-yard dash, Clete Kress, Milt Robinson, first and second place respectively; three-legged race, Robinson and Kress (Bob Pierce

and Tommy Weir also ran); in the baseball game, the tenors showed unknown virility by beating out the barytones and basses (in fact the basses couldn't get enough men on bases). Bob Pierce umpired, accompanied by Ken Loysen, special guest. In the evening cards and music featured. It was a grand party and showed that "Stout Hearted Men" have huge appetites for food and fun.



Two of the fleetest of the Chorus runners, left to right, Messers Robinson and Kress. End man at right is Tommy Weir, master of athletic ceremonies, whose tenors made the bass section "take it" in the baseball game.



Net Increase in Consumer's Meters for Year Ending April 30, 1935

| | Apr. 30, 1935 | Apr. 30, 1934 | Increase |
|-------------------|----------------|----------------|--------------|
| Electric..... | 129,096 | 127,833 | 1,263 |
| Gas..... | 109,635 | 108,727 | 908 |
| Steam..... | 305 | 313 | 8* |
| Total..... | 239,036 | 236,873 | 2,163 |

Statement of Consumer's Meters by Departments as of April 30, 1935

| | Electric | Gas | Steam | Total | Incr. |
|------|----------|---------|-------|---------|--------|
| 1925 | 73,544 | 90,969 | 144 | 164,657 | |
| 1926 | 83,532 | 95,189 | 198 | 178,919 | 14,262 |
| 1927 | 92,319 | 98,502 | 268 | 191,089 | 12,170 |
| 1928 | 101,004 | 103,396 | 315 | 204,715 | 13,626 |
| 1929 | 111,852 | 107,343 | 322 | 219,517 | 14,802 |
| 1930 | 116,989 | 108,989 | 348 | 226,326 | 6,809 |
| 1931 | 119,709 | 109,446 | 342 | 229,497 | 3,171 |
| 1932 | 127,129 | 109,474 | 332 | 236,935 | 7,438 |
| 1933 | 126,621 | 108,217 | 322 | 235,160 | 1,775* |
| 1934 | 127,833 | 108,727 | 313 | 236,873 | 1,713 |
| 1935 | 129,096 | 109,635 | 305 | 239,036 | 2,163 |

| Incr. in | 10 Yrs. | 55,552 | 18,666 | 161 | 74,379 | 74,379 |
|----------|---------|--------|--------|-----|--------|--------|
|----------|---------|--------|--------|-----|--------|--------|

Net Increase in Consumer's Meters by Months

| | 1932 | 1933 | 1934 | 1935 |
|------------------|-------|------|------|------|
| January..... | 203* | 258* | 54* | 16* |
| February.....(1) | 247 | 86* | 86* | 55* |
| March.....(2) | 5,818 | 460* | 93* | 55 |
| April..... | 24 | 128 | 266 | 206 |
| May..... | 259* | 134 | 366 | |
| June..... | 136* | 94 | 332 | |
| July..... | 55* | 7* | 172 | |
| August..... | 58 | 132 | 281 | |
| September..... | 11 | 517 | 249 | |
| October..... | 169* | 318 | 203 | |
| November..... | 293* | 281 | 191 | |
| December..... | 256* | 211 | 179 | |

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

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

| | Month of April 1935 | Month of April 1934 | Increase |
|--|---------------------|---------------------|------------|
| KWH Generated—Steam..... | 1,039,461 | 1,142,618 | 103,157* |
| KWH Generated—Hydro..... | 23,895,571 | 24,937,602 | 1,042,031* |
| KWH Purchased..... | 5,208,554 | 3,967,410 | 1,241,144 |
| M Lbs. Commercial Steam Produced..... | 122,413 | 132,841 | 10,428* |
| MCF Coal Gas Made..... | 397,660 | 427,988 | 30,328* |
| Tons Steam Coal Used..... | 9,529 | 8,927 | 602 |
| Tons Gas Coal Used..... | 34,096 | 37,256 | 3,160* |
| Tons Coke Made..... | 22,289 | 24,902 | 2,613* |
| | April 30, 1935 | April 30, 1934 | Increase |
| Number of Employees..... | 2,325 | 2,227 | 98 |
| Amount of Payroll—Mo. Ended..... | \$ 357,218 | \$ 340,961 | \$ 16,257 |
| Amount of Payroll—Yr. Ended..... | \$4,190,663 | \$3,710,583 | \$480,080 |
| Miles of Underground Duct..... | 2,031 | 2,026 | 5 |
| Miles of Underground Line..... | 3,002 | 3,005 | 3* |
| Miles of Overhead Line..... | 8,209 | 8,141 | 68 |
| Miles of Gas Main..... | 820 | 816 | 4 |
| No. of Street Arc Lamps..... | 1,395 | 1,395 | — |
| No. of Mazda Street and Traffic Lamps..... | 25,968 | 25,480 | 488 |
| Total Number of Street Lamps..... | 27,363 | 26,875 | 488 |

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for April, 1935

| Receipts | | Disbursements | |
|--------------------------------|--------------------|---------------------------------|--------------------|
| Balance 1st of month..... | \$ 9,218.32 | Sick Benefits..... | \$ 1 169.51 |
| Dues—Members..... | 845.78 | Accident Off-Duty Benefits..... | 177.31 |
| Dues—Company..... | 845.78 | Expense of Nurse..... | 135.00 |
| Fees—Members..... | 6.50 | Miscellaneous..... | 46.00 |
| Fees—Company..... | 6.50 | Balance end of month..... | 9,395.06 |
| Miscellaneous..... | 0.00 | | |
| Total..... | \$10,922.88 | Total..... | \$10,922.88 |
| Membership April 30, 1935..... | 2,139 | Membership April 30, 1934..... | 1,911 |

Wanted, Soft Ball Players For R. G. & E. Team

AND we don't mean "soft" either, that is not too soft. What Ray Myers does want, however, is some good snappy players who are willing to come out and demonstrate their wares. If you have got the "stuff" it takes to help win a pennant in the Industrial soft ball league, games to be played on Friday nights, by all means get in touch with Ray.

If you are playing on other teams on other nights of the week, that won't bar you from trying out for the R. G. and E. team. But we don't mind telling you that you've got to be GOOD. We know we have a lot of really good players in the Company, and there is no reason why the R. G. and E. can not make a good name for itself in this fast league this summer.

Have YOU Sent In Your Old Pension Certificate

EMPLOYEES' new certificates under the Pension Plan were ready for distribution some time ago. Your old Pension Certificate should be sent into Mr. E. B. Warren, Pension Department, Fourth Floor, in exchange for the new one. Notice to this effect has been routed to all department heads, who are urged to see that persons in their employ send in the old certificates as soon as possible.

New certificates can not be sent out until either the old one has been received by Mr. Warren, or, employees who can not find the old one sign an affidavit of their inability to find it. These affidavits, when required, should be made in the office of the Pension Department, Fourth Floor, Gas and Electric Building.

Heroes for Sale

(Continued from Page 147)

as bold and readers as willing to accept the writers' appraisal as they are today. Perhaps that is what we want, the truth and nothing but the truth. Still, too much of this sort of thing is bad for human nature, don't you think? Just suppose all those Greek and Roman heroes had been "trimmed" down to the quick by writers of ancient manuscripts; what a bum lot of heroes we might have had to inspire us all these years.

We half suspect that some modern writer may take a "crack" at the wonderful stories of mythology, ere long, and de-bunk them all into a cocked hat, dragons, golden fleece and all, because they aren't truthful. There is something legendary about all historical characters. They rest in a haze of glorious glamor, from which we hesitate, some of us, to page them to make a Roman holiday for the de-bunking gentry. But perhaps we shall have to come to it. Some people, it appears, like their heroes "straight." Personally, we prefer them with a dash of charity, and with just enough make-believe to cover up the human frailties which we know are there if we dig deep enough. Let's de-bunk even the truth a bit, and keep a few heroes intact.

" RIVERS "

Rivers wander, Rivers sleep,
Some are shallow, Some are deep.
Some are snarred, By vine and cress,
Some list lost In muddiness.
This one takes A narrow way,
That one dances Night and day.
Here one sings; There one cries;
Yet another Laughs and dies.
Younger rivers Stray at will,
Old ones sit Brown and still.
Rivers brood, Rivers fuss;
I find rivers Just like us!

By MINNIE HITE MOODY



Mailing Department Picnic

THE eighth annual Mailing Department picnic was held, as usual, at the Smiths' Shack on a recent Sunday afternoon and evening. The picnic this year was in collaboration with that of the Opportune Club and Troop Six, Boy Scouts of America.

Picnickers were transported in automobiles from the Gas and Electric Building to the Shack, where, in the afternoon, baseball, a treasure hunt, games, hiking and swimming were enjoyed. In the evening, after a wonderful picnic supper, there were stunts about the huge camp fire. Among them, were impromptu playlets put on by each of the three organizations, songs and ghost stories.

It was the usual dandy time always had at Smiths' Shack and was replete with fun and frolic from 2 o'clock in the afternoon until about ten P. M. at night, when the homeward trek was begun.

The first visit of the stork to the home of Mr. and Mrs. Lloyd Rockefeller some time ago brought a bundle from heaven in the guise of a baby boy, named John Allen Rockefeller. This makes Mr. John D. Rockefeller, a grand-pa. We don't mean the John D. (dime-famous) Rockefeller, but our own John D., who may be seen every day at work with Hans Weilbye in the Stock Room.

Mr. Charles Jennings, Power Billing Department, with Mrs. Jennings, visited friends in Ithaca on Decoration Day.

Miss Doris Rinker, formerly of the Transportation Garage Office, has returned to her home in Canada following a number of years in the Company's employ.

Walter Hildebrand and Harry Miller recently enjoyed a few days vacation in the East, visiting friends at Annapolis during the graduation ceremonies.

Full Steam Ahead at Steam Division Picnic

The recent picnic of the Steam Distribution Department at the Chiseler's Club was a great success. One would think these steam-men, who are great boosters for their product, would insist upon having "steamers" for dinner, but they got along nicely with fine, juicy steaks, broiled by Julius Schenck, assisted by "Obie" O'Brien. Glen Allen, alias "Ducky Wucky" made his usual hit with the piano, with the boys at the side-lines harmonizing "What's the Reason I'm not Pleasin' You" and other love lyrics and ballads.

They even had an impromptu orchestra, with that canny Scotsman, Henry MacGregor at the war drums; Dave Carter, fiddler; "Obie" at the triple-tongue trumpeter and the rest of the boys keepin' time. It was a picnic full of hi-de-hoo, athletic competition, harmony and "eats."

The Girls of the Electric Distribution Department held a dinner party and shower at "Ye Olde House" Monday evening May 27, in honor of Doris Hickok whose wedding to Roy Elder Fulton will take place Saturday June 15th, at the Lake Ave. Baptist Church.

Michael Ryan claims to have received chain letter names from almost everyone excepting the Prince of Wales and Mae West. If you want some mid-western names to embellish your collection, Michael says to come up'n see him, sometime.

Mr. and Mrs. Verrelle De Wolfe were honored on their seventeenth wedding anniversary by a surprise party held at their home, 298 Monroe Avenue. The party was gotten up by Laura Miller and Dorothy Quigley, and among the Company employees present were Mr. and Mrs. Fred Smith, Mr. and Mrs. Schuyler Thomas and Addison Kramer. Mr. De Wolf is employed in the Gas Manufacturing Department.



Mr. and Mrs. Verrelle De Wolfe, who were honored by their friends upon the recent occasion of their seventeenth wedding anniversary.

Eunice Robena, of the Order Department, was elected secretary and treasurer of the Business Girls' League of the Y. W. C. A. and will be one of the two delegates who will spend a week at the summer conference at Lake Summit.

Evelyn Cross was a recent delegate to a district convention of the B'Nai Brith society at its meeting at the Commodore Hotel, New York. Besides hearing prominent New York and Washington speakers at the general sessions, delegates enjoyed banquets, teas, dancing and other entertainment and took a trip through Radio City broadcasting studio.

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.

William Ernest Rooth died recently at his home, 35 Campbell Park, leaving to mourn his loss his wife, four daughters, one sister and nine grandchildren. He had been employed by the Company since 1890, of recent years in the Electric Maintenance Department. Funeral services were held from the home and at Mount Hope Cemetery, where burial was made.

Mr. O. H. Gentry, who had been with the Company since February 14, 1918, died about two months ago, leaving his four daughters and two sons. Services were held from the family residence, 736 Garson Avenue and burial was made at Mount Hope Cemetery. Mr. Gentry had been for some years an employee in the gas Manufacturing Department, where he was master mechanic.



Ann Fardette, left, with Helen Shultz Latson, whose desk was decorated by her associates of the third and fourth floors at an office shower, just before her recent wedding.

COFFEE-MARSH

Miss Virginia Coffee became the bride of Mr. Fred Marsh on Saturday morning, June 1, at the church of St. John the Evangelist, Spencerport. The ceremony was performed by the Rev. G. V. Predmore. The bride was attended by her sister Teresa Coffee, and her brother Eugene Coffee. After a reception for immediate friends and relatives, the couple departed for an eastern trip. Both of these young persons are members of the Second Floor group, and were presented with a Seth Thomas Westminster chime clock by their associates, at a variety shower held on May 28, at the Lotus Tea Garden, East Avenue, at which about seventy-five of their associates were present. At the shower and dinner, Mr. Arthur Rockman was master of ceremonies.

Messrs Louis Yannero and Charles Hoffman, Collection Department, have been spending vacations at their homes, participating in some enjoyable picnic parties and week-end trips to interesting spots in this section.

FINK-KELLY

Mr. Harold Kelly was married to Miss Emily Fink, at nine o'clock A. M. on Thursday, May 16, the ceremony being performed at St. Andrew's Church by the Rev. George Eckl. Following a wedding breakfast at the Roosevelt, the newlyweds departed for a trip through the East. The bride and groom were presented with a combination coffee urn, cream and sugar set on a silver tray by the employees of the Consumers Bookkeeping Department.

LESCZINSKI-STAU

Miss Eleanor Lesczinski recently became the bride of Mr. Wilfred Staub at the Church of the Little Flower, on Saturday, May 18. Following the wedding reception, the couple started out on a motoring trip through the New England States, visiting Cape Cod, Plymouth Rock and many other historical places. Upon their return they took up their residence at White City. Prenuptial events included a party by the Opportune Club, which presented the prospective bride with a

waffle iron, and a variety shower by associates of the Consumers Bookkeeping Department, who presented as a gift a chest of silver.

BAUCHLE-LESCHANDER

The wedding of Miss Florence Bauchle, Auditing Department, to Mr. George Le Schancer, was solemnized on May 4, at Our Lady of Victory rectory, by the Rev. Leopold Jeurissen. Following the wedding dinner at the Oxford, the bride and groom left for a honeymoon at Elmira and Ithaca.

Prenuptial events were a shower given by the bride's bridge club, at the home of Miss Marie Fredericks, 50 Shepard Street, by Evelyn Cassidy, Irene Stickney, Marie Fredericks and Edna LeSchancer. Miss Bauschle, before her marriage was presented with a beautiful floor lamp and silk comforter by her associates on the fourth floor, and a set of dishes, and was also

given a party at the home of Irene Stickney, 36 Darwin Street.

HENNESSEY-MOQUE

Miss Marie Hennessey was married to Mr. Frank Moque, on June 1, at Ontario, N. Y., the ceremony being performed by the Rev. Father Lochern. After the wedding a dinner and reception was given the newlyweds at the bride's home, following which they began their motoring honeymoon which took them to various points in the Finger Lake section.

Miss Hennessey was given a personal shower by her sister-in-law, Mrs. John Hennessey of Rochester, at Ontario, a variety shower on May 23, by her associates Alice Longbein and Mildred Magin, at 156 Avery Street, and a party on May 25, by friends and employees of her department.

Elaine Drucilla Forsythe, three years old this month, was hostess to about



What a nice party was enjoyed by the little friends of Elaine Drucilla Forsythe (center, in second row) whose recent third birthday was celebrated at Maplewood Park with a Maypole and dance, races and refreshments.

fifty of her little boy and girl friends recently at Maplewood Park. Her parents provided wonderful entertainment for the party; even her Daddy worked one whole evening on the favors. There was a May pole, with gay ribbons, a bountiful picnic luncheon and lots of games. The picture shows what a fine lot of little friends Elaine had with her on this wonderful occasion.

Some persons just fish to pass away the time and get a good sun tan, but Frank Houlahan gets all the sport there is in that piscatorial pastime. He recently enjoyed a fishing trip to Fair Haven and other spots along Sodus Bay with those old masters of the fishing art, Messers Walter Guyette and Ralph Short. They made a nice catch of rock bass.

At the annual meeting of the National District Heating Association, held in Philadelphia, June 10 to 14, Mr. Julius Schenck, chairman of the metering committee of that organization, presented an elaborate written report of the committee's work for the year

and called upon members of the committee for reports of their work. Other Company employees to be present at the convention were Messers Landis S. Smith, and A. T. Veness, of the Industrial Sales Department.

Mr. Henry Guenther, Front Street Garage, recently went fishing at Sodus. Unwittingly, he made use of a pole which he afterward discovered was made in Japan, and sold for about a dime. Henry had no luck at all. The fish just wouldn't be caught on any pole made in Japan. He went back later with an American-made rod and, believe it or not, the fish showed their appreciation. Henry says "Don't be a sucker for Japanese junk." Even a "poor fish" it seems, knows the difference.

Ralph Short recently entertained his friends Harvey Van Zandt and Thomas McQuay at a fishing party at Eagle Island and vicinity, Sodus Bay. Ralph's outboard motor supplied the transportation and a goodly supply of minnows brought dividends in a very satisfactory "kettle of fish."



Stores-Record department showers its good wishes and some very utilitarian gifts upon Miss Eva Statt (standing just behind the bouquet, center, front row) at her desk on the sixth floor, before her recent marriage. From left to right, the women in the picture are: Helen Garvey, Evelyn Cross, Eva Statt (now Mrs. Robinson), Bertha Klick, Lois Consaul, Hattie Garis, Dorothy Miller and Anita Sawrtout.

Auditing Picnic

The Auditing Department held its annual picnic at the Chiselers Club on the evening of May 15, and forty-three persons turned out to enjoy the fun and frolic. After a program of sports and games, "hots," hamburgs, salads and other calory providing dishes just "hit the spot." In the evening, entertainment was provided about the huge fireplace, with impromptu numbers by all and sundry, and a season of dancing, with the Virginia Reel giving all an opportunity to audit their grace and skill in matters terpischoean. The picnic came up to the high standard expected from this group in view of past successful events of the kind.

The Misses Rosalie Bridgeman, Marie Fredericks and Edith Holdgate have as one of their high aims in life the attainment of a "birdie" in golf. At least, they expect before the summer is over to beat par on some local course. Aim in golf, as in life itself, is said to be highly commendable, but Miss Bridgeman claims to be bothered a bit right now by putting trouble, and says some of her puts are not unlike

the put-put-put of passing motor boats as they pass nearby to the Genesee Valley golf course—there's just too many "puts" to lure any self-respecting "birdie."

Miss Beulah Boyce was one of the Rochester women bowlers to earn the trip to Chicago given the Texaco Girls, the champ Rochester women's bowling aggregation. The trip was made by bus and thirty Rochester women went along to show their bowling ability. They landed "in the money" just how much is not known until all the finals are in. These women bowlers were dressed in nifty blue and yellow uniforms and were much outed in Chicago papers. While in the Windy City they attended the Sunday evening performance of the Sinclair Minstrels and caused a bit of consternation when they entered the Sinclair headquarters with their Texaco banners. The Rochesterians asked a cab driver where they could see an honest to goodness gangster, and he replied "Gosh, I've driven cab here for twenty years and I ain't seen a gangster yet."



Miss Adelaide Zachert (second from left), Company Librarian, entertains at a "library tea" with Miss Helen Smith (first from left) pouring. Next in order are Mr. William Gosnell, employment manager, and Miss Edith Holdgate. This was one means used to acquaint employees with the diversified services of the R. G. and E. Library, and its new librarian.



Fore!

Lots of men say very little on the golf links, but where they spit, the grass never grows again!

Myself When Young

"I was born a teetotaler," says John D. Rockefeller, Jr.—Weren't we all?

As Noses Run

"You have a pug-nose."
 "Yeah."
 "Do pug-noses run in your family?"
 "Only in cold weather."

Quiet at Least

Druggist: "How is your wife today?"
 Customer: "Oh, she can't complain."
 Druggist: "I didn't realize that she was as ill as that."

High Finance

"Pop, if I saved a dollar, would you give me fifty cents of it?"
 "Yes, I guess so, son."
 "Well, I saved it for you. You told me you would give me a dollar if I passed in arithmetic, and I didn't pass."

Ripping

He had never been outside the United States, and neither had she, but both were recounting their experiences abroad.

"And Asia. Ah, wonderful Asia! Never shall I forget Turkey, India, Japan—all of them. And most of all China, the celestial kingdom. How I loved it!"

She held her ground.
 "And the pagodas; did you see them?"
 "Did I see them?" She powdered her nose.
 "My dear, I had dinner with them!"

Entree

He was a candidate for senatorial honors and was speaking in a small town. Anxious to discover the religious affiliations of his audience, he opened thus: "My great-grandfather was an Episcopalian (silence) but my great-grandmother belong to the Presbyterian church (more silence). My grandfather was a Baptist (silence) but my grandmother was a Congregationalist (more silence). But I had a great-aunt who was a Methodist (loud applause) and I have always followed in the footsteps of my great-aunt."

Yes, You Ask Him!

"Ladies and gentlemen," said the lecturer, "I understand the language of wild animals."
 From the back of the hall piped a voice: "Well, the next time you see a skunk, ask him what's the big idea."

A Frame-up!

"Your wife has been delirious all day," said the nurse in a worried tone, "calling for you and crying for money."
 "Huh!" snorted friend husband. "Delirious, my eye!"

A deputy sheriff was sent to take an inventory of the property in a house. When he did not return for three hours, the sheriff went after him and found him asleep on a lounge in the living room of the house. He had made a brave effort with his inventory, however; he had written down, "Living room—1 table, 1 sideboard, 1 full bottle whiskey." Then the "full" had been crossed out, and "half full" substituted. Then this was overlined, and "empty" put in its place. At the bottom of the page, in wobbly writing, was written: "1 revolving carpet."

Un-Diplomatic Definition

A diplomat is a gentleman who can tell a lie in such a manner to another gentleman (who is also a diplomat) that the second gentleman is compelled to let on that he really believes the first gentleman, although he knows that the first gentleman is a liar, who knows that the second gentleman is a liar, who know that the second gentleman does not believe him. Both let on that each believes the other, while each knows that the other is a "cockeyed" liar.

Down Where the Vest Begins

Down where the belt clasps a little stronger,
 Down where the pants should be a little longer,
 That's where the vest begins.
 Down where you wish you were a little slighter
 Where the shirt that shows is a little whiter,
 Where each day the buttons grow a little tighter,
 That's where the vest begins.
 Down where the pains are in the making,
 And each heavy meal will soon start aching,
 That's where the vest begins.
 Where each added pound is the cause of sighing,
 When you know in your heart that the scales
 aren't lying,
 And you have to guess when your shoes need
 tying,
 That's where the vest begins

The Sticker

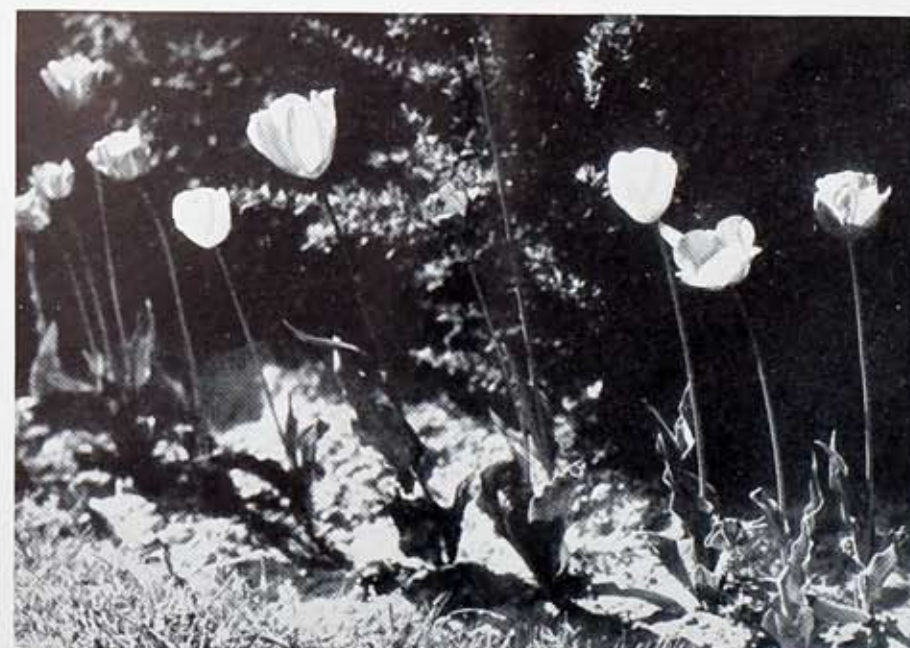
I HAVE failed in a thousand cases,
 But I still have the heart to try;
 I am scarred in a hundred places,
 No Darling of Luck am I!

In many a crucial hour,
 I have hoped, and been scored and kicked,
 But never has fate had the power,
 To convince me that I was licked.

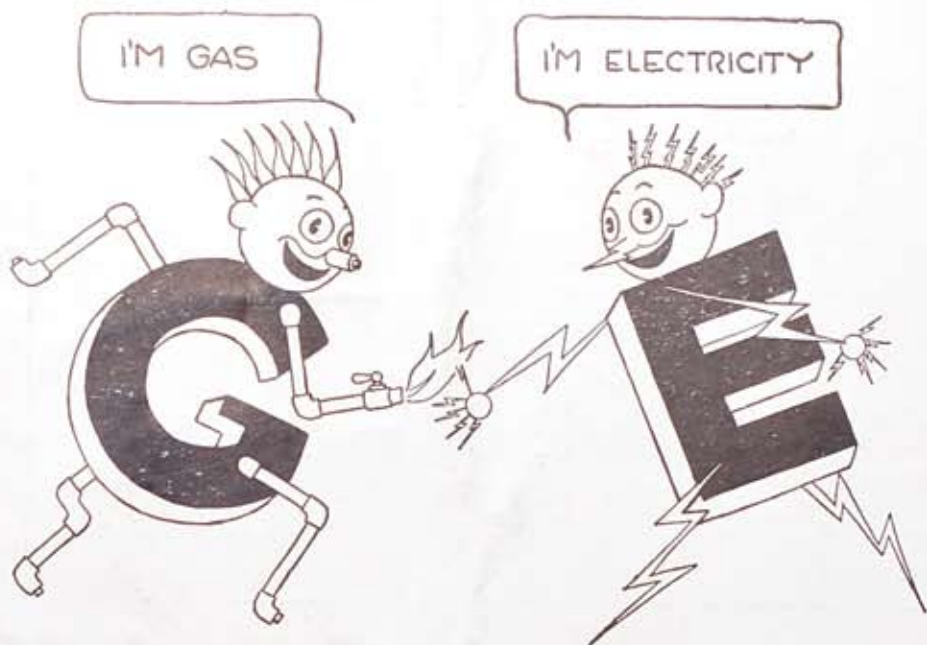
I ask for no unearned pleasure,
 No pathway thru flowery lanes;
 I offer a full fair measure
 Of effort for all my gains.

I'll try, though the pace be grilling,
 Nor whine if I'm tripped or kicked,
 As long as my soul's unwilling,
 To let me believe I'm licked.

— Selected



INTRODUCING THE TINY TWINS of the BUDGET FAMILY



THE BUDGET FAMILY

Our big brothers, TAXES, Food, Clothing and Rent,
Grow great on the money they've caused to be spent.
The biggest of all, brother TAXES, looks down—
"The Twins, they get smaller," says he with a frown.
"They always are handy; they work day and night,
Politicians attack them with main and with might,
But they don't notice ME—the biggest of all.
G. & E., they are tiny and willing, and yet
I'm jealous of all the attention they get.
But, perhaps that is better for ME after all,
For if I get attention, 'twill end in a squall
Which will stop ME from growing, and THAT isn't all—
The voters will clamor to cut down MY size,
So let the Twins 'take it'—till people get wise."



THE BUDGET FAMILY



THE BUDGET FAMILY