

YEAR BOOK
AND
ROCHESTER GAS AND
ELECTRIC NEWS



Rochester Gas & Electric Corporation
Rochester, New York
1936

YEAR BOOK

ROCHESTER GAS
& ELECTRIC NEWS

*A Resume of the Progress Made by
the Company During the Year of 1935*

ROCHESTER GAS AND ELECTRIC CORPORATION
ROCHESTER, NEW YORK



We Thank You

THE Rochester Gas and Electric Corporation wishes to express its appreciation to all who cooperated in the emergencies arising from the recent snow and sleet storm. As this Year Book goes to press, conditions are back to normal, lines have been restored, and customers are enjoying their usual quality service.

The Public were generally thoughtful and considerate, while our employees worked long hours under most unusual and trying service conditions.

The loyalty of our own organization was again demonstrated by devotion to duty, a high courage and a cheerful spirit. That our employees so thoroughly understand and apply the basic essentials of good public service makes the Management of the Company very proud and happy.

VOTING TRUSTEES, DIRECTORS, EXECUTIVE COMMITTEE AND OFFICERS

ROCHESTER GAS AND ELECTRIC CORPORATION

89 East Avenue, Rochester, N. Y.

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JOHN P. BOYLAN	HERMAN RUSSELL
FREDERICK S. BURROUGHS	CHARLES W. SMITH
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FREDERIC H. HILL	WALTER L. TODD
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HERMAN RUSSELL, *President*
ROCHESTER GAS AND
ELECTRIC CORPORATION



HIS issue of GAS AND ELECTRIC NEWS constitutes a supplement to the annual report of the Company, made desirable by the growth of the Company and the development of its business. It is intended to furnish some of the background and color of the general picture out of which the financial statements have been crystallized.

In this general picture each Company activity has its proper place. We trust that the recital of some of the romance and accomplishment will be interesting and inspiring. The period through which we are passing is emphasizing the importance of our service, and our collective obligation to make it still better. To this obligation we pledge our best efforts.

Herman Russell
President

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Chairman of Board, Pfandler Company*

HERMAN RUSSELL
R. G. & E. President, Director

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OFFICERS-DIRECTORS
1935-36



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Rochester Trust & Safe Deposit Co.



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A. G. & E. Corporation



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M. HERBERT EISENHART
R. G. & E. Director, President
Bauch & Lomb Optical Company

**OFFICERS-DIRECTORS
1935-36**



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The Todd Company



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Rochester Telephone Corporation



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R. G. & E. Asst. Secretary
and Treasurer



RAYMOND L. THOMPSON
R. G. & E. Director, Treasurer
University of Rochester



CHARLES A. TUCKER
R. G. & E. Assistant Treasurer

**OFFICERS-DIRECTORS
1935-36**

Rochester a "Family" City

ROCHESTER, appropriately called "The Capital of the Genesee Country" has been bounteously favored by nature. At its front door is Lake Ontario and the Port of Rochester. East and west are miles of the finest fruit territory in the world. South is the beautiful Finger Lake's Region, rivaling in scenic beauty anything that the old world has to offer.

Rochester is a "family" city. It is a city that offers a wide variety of industrial opportunity, particularly in those types of manufacture calling for the precision and skill that attracts the highest type of workers. It has cultural advantages that are enjoyed only in the largest cities, with the University of Rochester, St. Bernard's Seminary, Mechanics Institute, Rochester Branch of Niagara University, the unrivaled Eastman School of Music and the Rochester Philharmonic Orchestra, to mention only a few institutions, offering environment and opportunity that make Rochester an ideal place in which to bring up a family.

"Rochester Made Means Quality"

It is a world center for photographic and optical goods and occupies high rank in the clothing industry. Among its varied industries are specialty manufacturers whose market covers the globe. "Rochester Made Means Quality" is more than an advertising slogan.

Incorporated in 1834 with a population of 12,000, Rochester celebrated its one hundredth anniversary with a gigantic centennial celebration two years ago, when its population had grown to more than 330,000 residents. It covers 39 square miles with a trading area embracing 304 square miles and nearly three quarters of a million people.

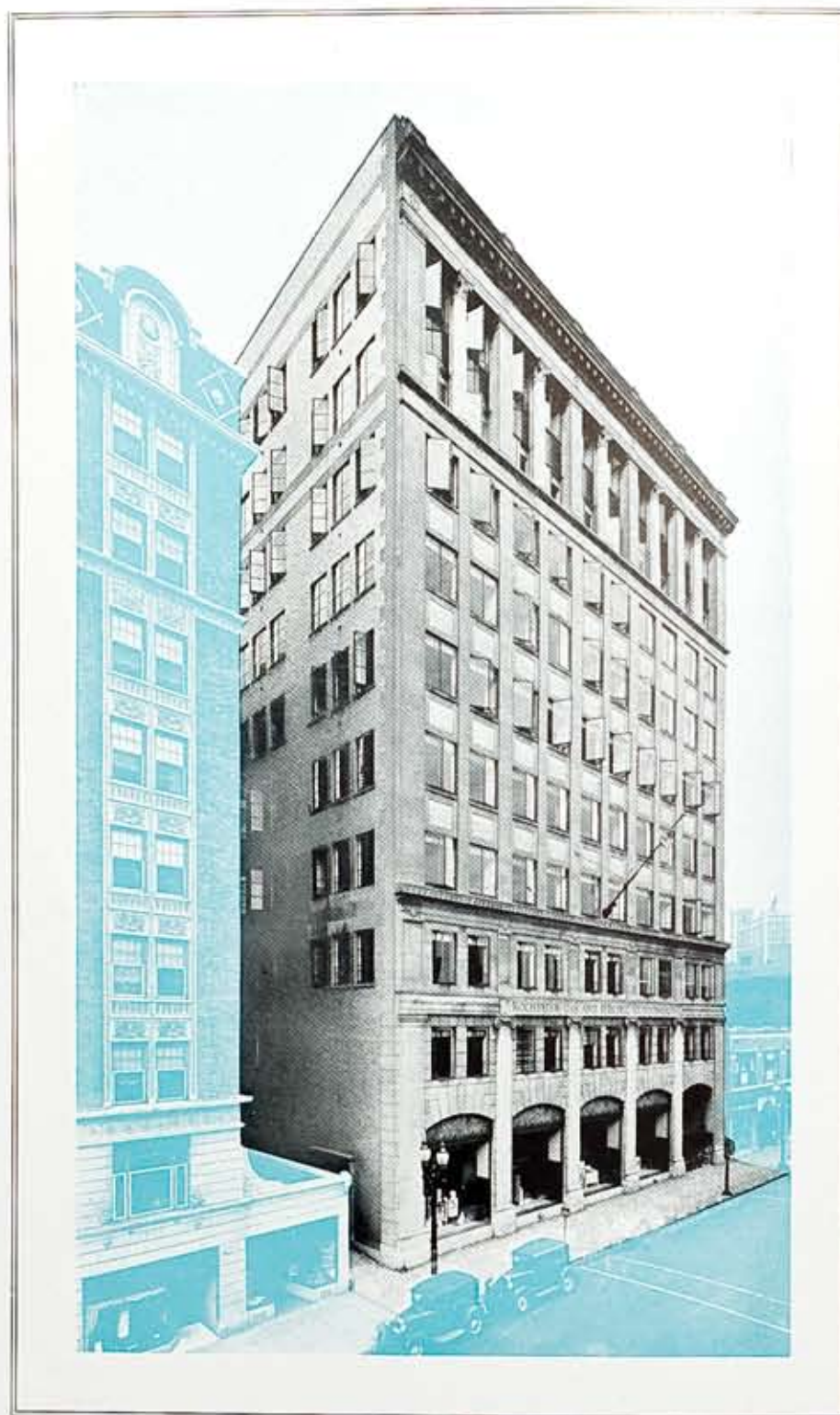
For years Rochester was known as "The Flour City" because it was the center of the milling industry. In the 1880's Minneapolis and other mid-western cities adjacent to the wheatfields, gradually took away the milling leadership. In the meantime, development of Rochester's nurseries and beautiful park system changed the spelling but not the pronunciation to make it the "Flower City." In 1878 there were 31 mills in active operation here, turning out one million barrels of flour yearly. With the advent of electricity, water power no longer was essential and the industry found it more economical to be nearer to the source of supply.

750 Manufacturing Plants

Rochester has 750 manufacturing plants turning out products valued at approximately \$225,000,000, and nearly 5,000 retail establishments. A thriving prosperous city has reared itself on the spot where Indian Allen, in 1879, erected the first grist mill. Its growth and progress rest upon the solid foundation of industrial, mercantile and educational achievement.

Ever since that night in 1848 when the Rochester Gas Light Company first threw a flickering illumination over the streets of Rochester, gas, and later electric service, have played an important part in the city's growth and development. At one time, there were nine gas and electric companies with much duplication of service and attendant high cost to the consumer. In 1902 these nine companies were merged into the Rochester Railway and Light Company, which later became the R. G. & E. Corp'n.

From its very beginning this Company has recognized its obligation to the community it serves and has supported every activity designed to make Rochester and surrounding territory a better place in which to live.



Gas and Electric Building
Eighty-nine East Avenue
Rochester, N. Y.

Growing Importance of Laboratories

THE Company operates three laboratories: the Electrical and Gas Laboratory at Front Street, the Chemical Laboratory at East Station and a recently installed Chemical Laboratory at Station Three extension at the western terminal of Platt Street Bridge.

The Electrical and Gas Laboratory

The standardizing section of this laboratory is approved by the New York State Public Service Commission. Here primary and secondary standards of the highest quality are serviced, calibrated and certified for use in conducting tests of customers' meters, station instruments, motors, appliances, transformers, lines and other factors.

Tests are made in this laboratory on linemen's safety equipment, underground network protectors, relays, gas and electrical appliances, instrument and line transformers and other equipment. This laboratory recently produced an addition to facilitate tests on water heaters through automatic equipment duplicating actual service and records data.

The Chemical Laboratory

This laboratory serves all departments, partly as a control and partly as a research laboratory. It helps insure a high quality for Guaranteed Coke and other by-products by means of chemical tests. A continuous record of the calorific value of gas is taken on a Thomas recording calorimeter.

Chemical control supervision of the various steam stations is supervised. Boiler water requires careful chemical treatment. Although the raw water is 99.95% pure, mineral constituents must be dissolved to prevent formation of boiler scale and reduce corrosion, resulting in more efficient operation. Steam is continuously checked for quality; turbine, transformer and switch oils are continuously checked.

Since 1919, this laboratory has made over 70,000 routine analyses and tests. In 1925, 2,382 samples were analyzed. In 1935 this total reached 6,908.

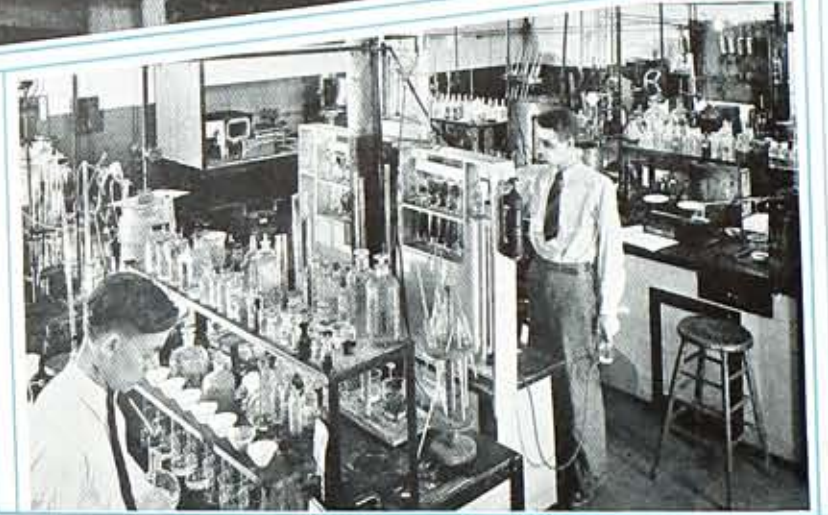
Studies of natural gas have been made as well as special investigations.

Station Three Laboratory

This new laboratory is fully equipped to handle the problems of steam generating in the new plant, where laboratory control is very important because of increased boiler pressures. Only by careful and continuous control of boiler feed water can a satisfactory processed water be maintained. Increased temperatures and pressures in this modern plant have increased the importance and need for continuous chemical control of many factors. For this reason, the new laboratory was installed right in the plant.



The Chemical Laboratory serves all departments partly as a control and partly as a research laboratory and helps assure higher quality for Company products and by-products



Company Laboratories are more and more coming to be high-spots in Company operation and service. Top, Standards section of the electrical and gas laboratory at Front Street; center, the Chemical Laboratory at East Station, and bottom, the new laboratory recently installed at the Station Three high-pressure boiler plant.

Employees Activities Personnel, Public Relations

ALTHOUGH the responsibility for the development of high-grade personnel and the growth of good public relations is shared by every employee in the Company, some activities require organization from the standpoint of efficient operation. These deal specifically with employee relationships with the Company, with each other and with the public.

The long established policy of the Company with reference to employment, education and so-called welfare problems has been successfully maintained. New employees have been most carefully selected and in so far as possible former employees with good records have been re-employed. Employees have been assisted in personal growth and in personal problems while their own and their family's welfare have been protected.

Meetings Stimulate Growth

Employee education through regular employee meetings is a standard operating procedure. Weekly meetings of the heads of departments with the management are held throughout the year except during July and August. Monthly meetings of all departments are held from September to May inclusive. At these meetings all operating and service problems receive consideration. At the monthly meetings for all employees special emphasis is laid on sales work and the work of the departments having the largest number of public contacts. During the past year a special educational "Sound-Slide Film" has been shown. This film and its accompanying recording sound deal specifically with the subject "Human Contacts."

EMPLOYEES' TALKS. Public education on Company operation and service has been promoted through various talks made by qualified employees to civic groups upon request. During 1935 special interest has been shown in gas and electric operation from the standpoint of the conservation of natural resources, and in the application of electricity to the problems of agriculture.

Employees Benevolent Association

This organization has continued to carry on in the payment of sickness and accident benefits and in furnishing a visiting nursing service to its members. During the year new quarters suitably equipped for the rendering of first aid were set up in the Main Office Building. The association has 2,100 members. It operates a "Sunshine Fund" to disburse funds voluntarily given for hard luck cases and to help bring cheer in time of sickness and trouble.

WOMEN'S SECTION. This organization for 1935 consisted in various get-together meetings of women employees specifically interested in sports, athletics, games and recreation. Coordinated with this activity is that of the Women's Book Club, a study group which brings to all members the better books and literature of the day.

The R. G. and E. Choruses

The Men's Chorus has been in operation for five years. It comprises thirty-five members. Like the Women's Chorus it has its own officers and conducts regular weekly practice periods, partly on Company time and partly the time donated by members. For the first half of 1935 the Men's Chorus gave, without cost to the schools, churches or other organizations benefited, a total of fifteen concerts before an audience totaling 4,600 persons.



These pictures show a few of the many activities participated in by employees of the Company. Athletics, sports, baseball, basketball, hockey; classes in golf, bridge, chemistry, and public speaking; singing groups, social activities, all help to add interest and entertainment to the lives of our hundreds of employees. When we say we comprise a happy family, we are speaking gospel truth.

The Women's Chorus is in its second successful year and regularly appears before local and outside groups. Both choruses help to stimulate goodwill and are a factor in spreading an appreciation for good music and entertainment. Both choruses put on musical specialties.

ACCIDENT PREVENTION. A committee composed of operating department heads working with the Safety Department consistently carries on a program of accident prevention. Prone Pressure resuscitation is regularly taught, all Company properties are regularly inspected and operating methods regularly reviewed. The Company's accident record compares favorably with that of prior years and that of other similar organizations.

INSURANCE PROTECTION, both group and straight life, has been taken out on a cooperative basis for 2,400 Company employees. Subject to limitations the insurance plan provides a total insurance coverage of twice the annual pay.

PENSIONS have been regularized since January 1, 1933. The modified pension plan set up September 1, 1934, except for special conditions and under suitable safeguards, provides for a pension which will ultimately, as the Company grows older, be entirely adequate for the living necessities of every employee. The plan is financed by joint contributions from the Company and the employees and is administered by the Metropolitan Life Insurance Company. Employees who are now being retired and for whom the plan does not provide an adequate annuity, are receiving a special payment from the Company.

Library, Recreation, Public Speaking

LIBRARY activities have been strengthened by the reorganization of library material and the purchase of needed equipment and books.

ATHLETIC activities which the Company sponsors through limited contributions, include hockey, baseball, basketball, bowling, tennis and other activities. Company teams stand well in athletic circles and help to spread the interest in clean sports, while cementing Company spirit in no small degree.

RECREATION is sponsored by the Company to the extent of partial maintenance of the "Chiselers Camp" a cabin constructed along the Genesee River by a group of executives on their own resources. It is dedicated to the promotion of Company fellowship and "esprit de corps."

PUBLIC SPEAKING is promoted through a class of volunteers who meet weekly during the winter with a competent instructor. Another activity of an educational nature is a class in Business English which meets weekly for instruction in the Library.

Radio, Advertising, Service

ADVERTISING, including radio broadcasts, while more specifically a sales activity is nevertheless a goodwill vehicle. Company broadcasts, notably the "Troopers' Dramas," "Gas and Electric Twins," "Old Man Sunshine," last year amused and entertained thousands of radio listeners. The well known "Hank and Herb" Saturday night broadcasts of Station WHAM take place from the Gas and Electric Building.

SERVICE is the criterion by which the Company is measured in the final analysis. To study service is the responsibility of the newly organized Service Committee composed of all department superintendents of the Company. Through these activities comes the opportunity for assisting the regular operating departments in developing and maintaining a wholesome employee spirit and a necessary efficiency.



R. G. and E. Choruses, top and center, respectively, show the Men's and the Women's chorus groups. The service of song has become a factor in creating interest in good music and disseminating a better appreciation of Company traditions and service throughout Rochester and vicinity, where concerts are regularly given without cost to schools, societies and organizations. Bottom, chemistry class for employees in session on Sixth Floor Auditorium.

Million Dollar Boiler Plant Constructed at Station Three

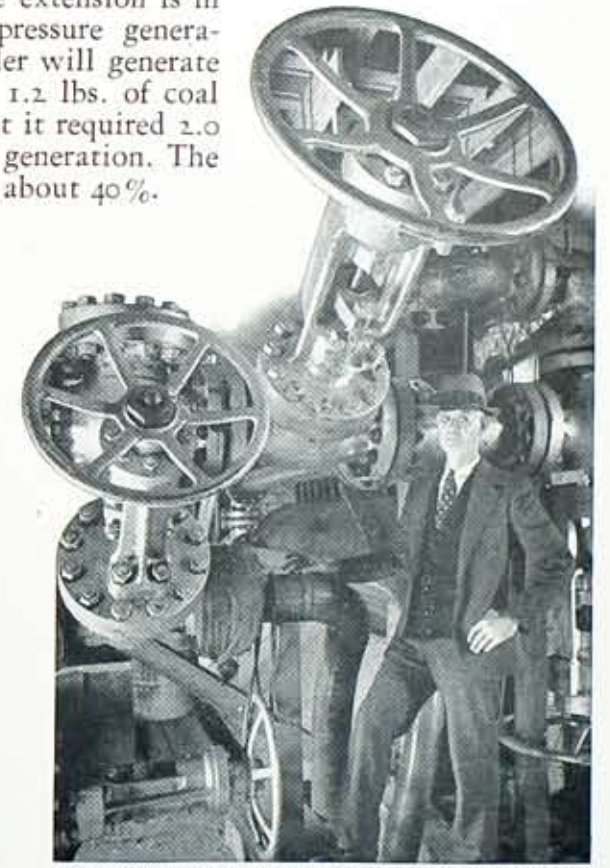
ONE of the year's outstanding developments in the Electric Department is the completion of the new million dollar high pressure boiler plant at Station No. 3 that went into service January 2, 1936. The plant is required to meet the increasing electric load and replace some of the equipment in the old station. The extension includes a high efficiency boiler designed to deliver 250,000 lbs. of steam per hour at 660 lbs. per square inch pressure and 750°F. Eleven tons of coal are burned per hour at full load. This coal is ground to a fine dust and blown into a furnace lined with water tubes. Coal in this pulverized form burns like a gas flame. Steam leaving the boiler is passed through a 6000 K.W. steam turbine, leaving the turbine at 210 lbs. per square inch and from 530° to 580°F. depending on load.

Saving in Fuel Cost

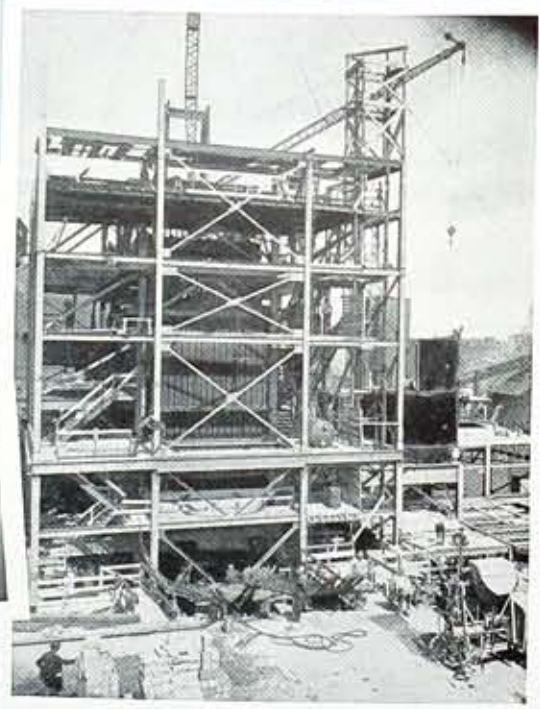
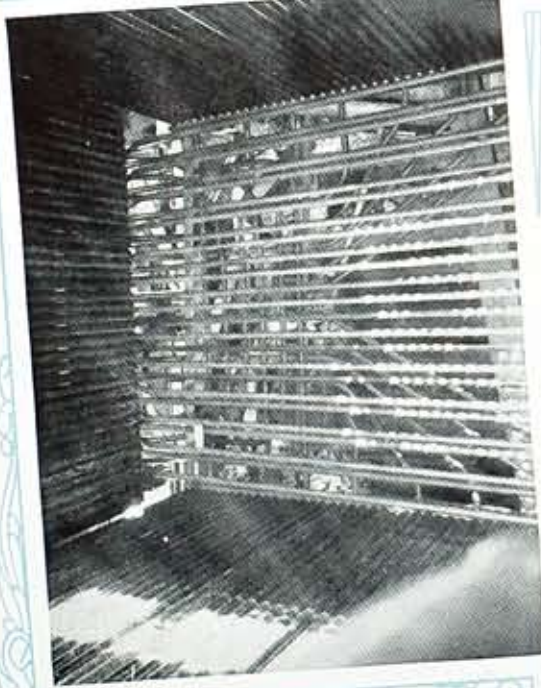
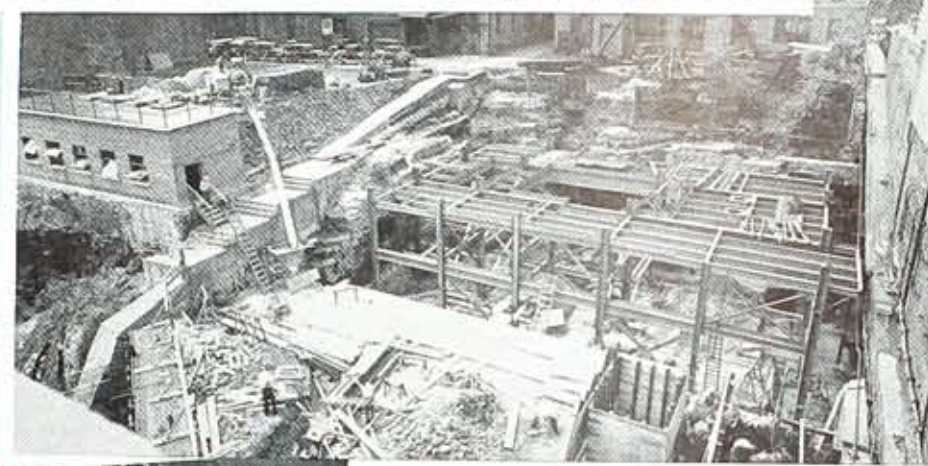
It is necessary to reduce the temperature of the turbine exhaust steam before delivering it to the 210 lb. mains of the old plant. This temperature reduction is accomplished in a de-superheater where water is added reducing the steam temperature to 530°F. at all loads. Steam entering the mains of the old plant is used for electric generation or sold as heating steam. Electric generation in the high pressure extension is in addition to the normal low pressure generation. Steam from the new boiler will generate 21,500 K.W. at approximately 1.2 lbs. of coal per K. W. H. where in the past it required 2.0 lbs. per K. W. H. for the same generation. The indicated saving in fuel cost is about 40%.

Chemical Treatment

A great deal of attention is paid to chemical treatment of river water feeding the boiler. The water is reduced to zero hardness and has all the dissolved oxygen removed. Then certain chemical adjustments are made to prevent imbrittlement of the boiler steel, rust, and scale formation in the tubes. The entire plant is controlled from a metering and control panel board. The boiler pressure, water level and the proper amount of coal and air are automatically maintained. The final temperature of steam leaving the de-superheater is also controlled automatically. Operation and a similar installation is planned for this year.



Just a few of the many control valves at the new plant. By comparison with Superintendent Fred Close they look like gargantuan steering wheels.



Construction progress pictures. Top, foundation excavation down to solid rock; center, getting the steel started; bottom, right, some boiler installations being closed in and left, arrangement of 3½ inch boiler tubes from inside boiler, over four miles of them.

Electric Generation and Distribution

ELECTRIC generation registered last year the best output since 1930, being but 1.5% below 1930 and 2.9% less than the banner year, 1929. The total output for 1935 was 393,893,514 Kw-hrs., an increase of 6.1% over 1934. System peaks reached 86,480 Kw. This is above the 1930 peak and within 2.4% of the all-time peak of 88,660 made in 1929.

Hydraulic Generation

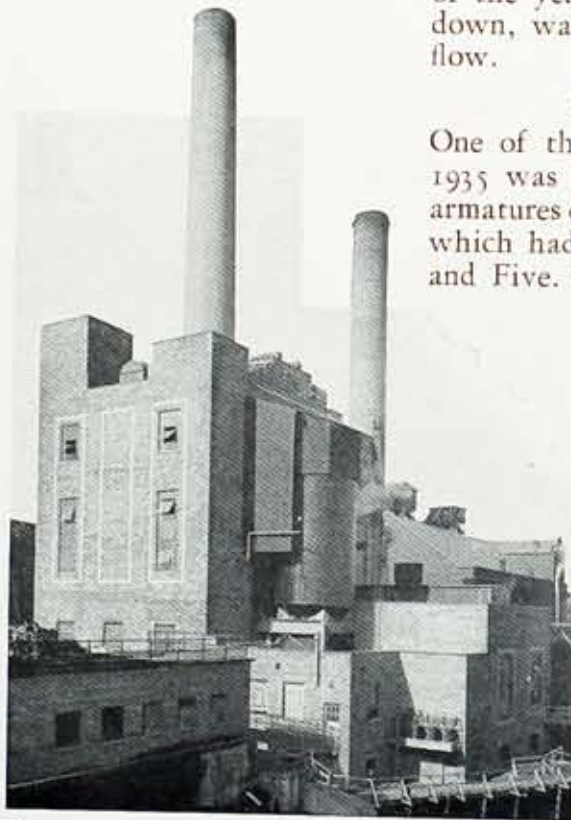
Hydraulic generation also increased, due to increased river flow. The gross flow was 31% ahead of 1934, while the usable flow increased 24%. This brought hydraulic generation back for 1935 to the normal. July brought heavy rains. The highest daily run-off reached 13,000 cubic feet per second. This may be compared to a Spring run-off which frequently reaches 16,000 to 18,000 cubic feet per second.

Rainfall producing the July run-off showed great local variations. On July 6 and 8 over 6 inches of rain fell at Andover on the headwaters of the Genesee. At Scio, there was slightly under 4 inches, while Caneadea, twenty miles away, received a little over 1 inch, raising the lake about 7 inches in ten days.

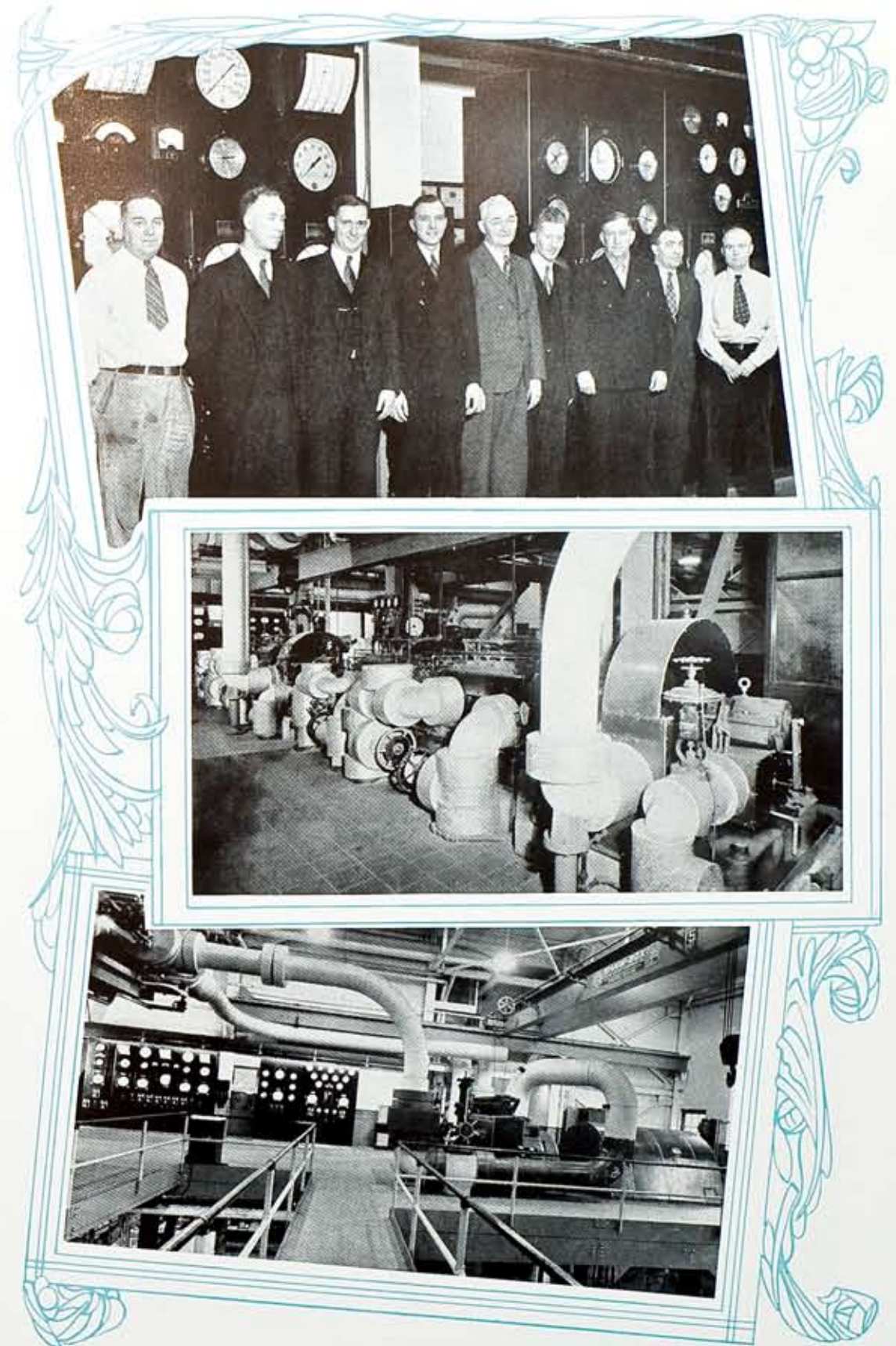
Caneadea dam has stored and discharged about one and one-half times its capacity during the year. The water discharged during the last four months of the year, the time of heaviest draw-down, was about 7% of the total river flow.

Electric Maintenance

One of the larger maintenance jobs for 1935 was the complete rewinding of the armatures of two railway rotary converters which had burned out at Stations Three and Five. One of the regulating sets for the frequency changer units at Station 33, and four feeder regulators were also re-wound. Complete overhauling of all substation transformers in the Canandaigua district was completed, and all oil was reconditioned in the transformers in the Sodus District. A new 30-gallon per minute filter press, with the two 10-gallon per minute units greatly speeded this work. In several stations oil switches were readjusted, providing faster operation and more positive clearing of short-circuits.



View of the new million dollar high pressure boiler plant at Station Three. Photo taken from Platt Street bridge.



Some interior views of the new million dollar plant extension at Station 3; top, operators at the boiler control board; center, boiler feed pumps which pump water to boilers and, bottom, at right, portion of 6,000 Kw. high pressure turbine and, left, control board panels.

Time delay relays were installed on the 4,150-volt circuits at Sodus and Ontario substations and on the 11,000-volt circuits at Williamson. This greatly reduces outages, especially during storms. Two of these circuits are equipped with automatic reclosing, another step in service improvement.

Speeding Operation, Reducing Trouble

Routine high-voltage tests on 11,000-volt cables uncovered weak spots in cable insulation, and oil switch bushings, which were repaired without interruption to service. New control batteries were installed in substations 34 and 42, as well as positive plates in the large exciter battery at Station 3, bringing this important equipment up to standard in all stations.

Station 44 is located on Ridge Road, near Kodak Park. It is supplied by 11,000-volt cable from Station 5 and an overhead 11,000-volt line from Station 36. It serves the 4,150-volt distribution system in that area. This new type station is of the "Unit Type" and is constructed so that additional circuits may be added as load growth demands. This station is a radical departure from the two-story brick construction formerly used to house 4,140-volt automatic reclosing equipment such as represented by Stations 36 and 37.

Improvement in Rural Lines

In 1935 a new 33,000-volt line was constructed between Victor and Fishers to supply Station WHAM. Sectionalizing switches permit the station to be fed from either Rochester or Geneva through operation from the broadcasting control room. The Rochester-Manchester transmission lines were relocated because of road changes. Duplicate circuit construction carry both transmission lines on one line of poles reducing the number of structures around the Canandaigua U. S. Veterans' Hospital.

Generation Increases

Electric generation continued to increase during 1935, approaching and at times exceeding the 1929 output. The maximum output on September 4 with an hourly load of 77,110

Kwh compares with 80,150 Kwh for 1929.

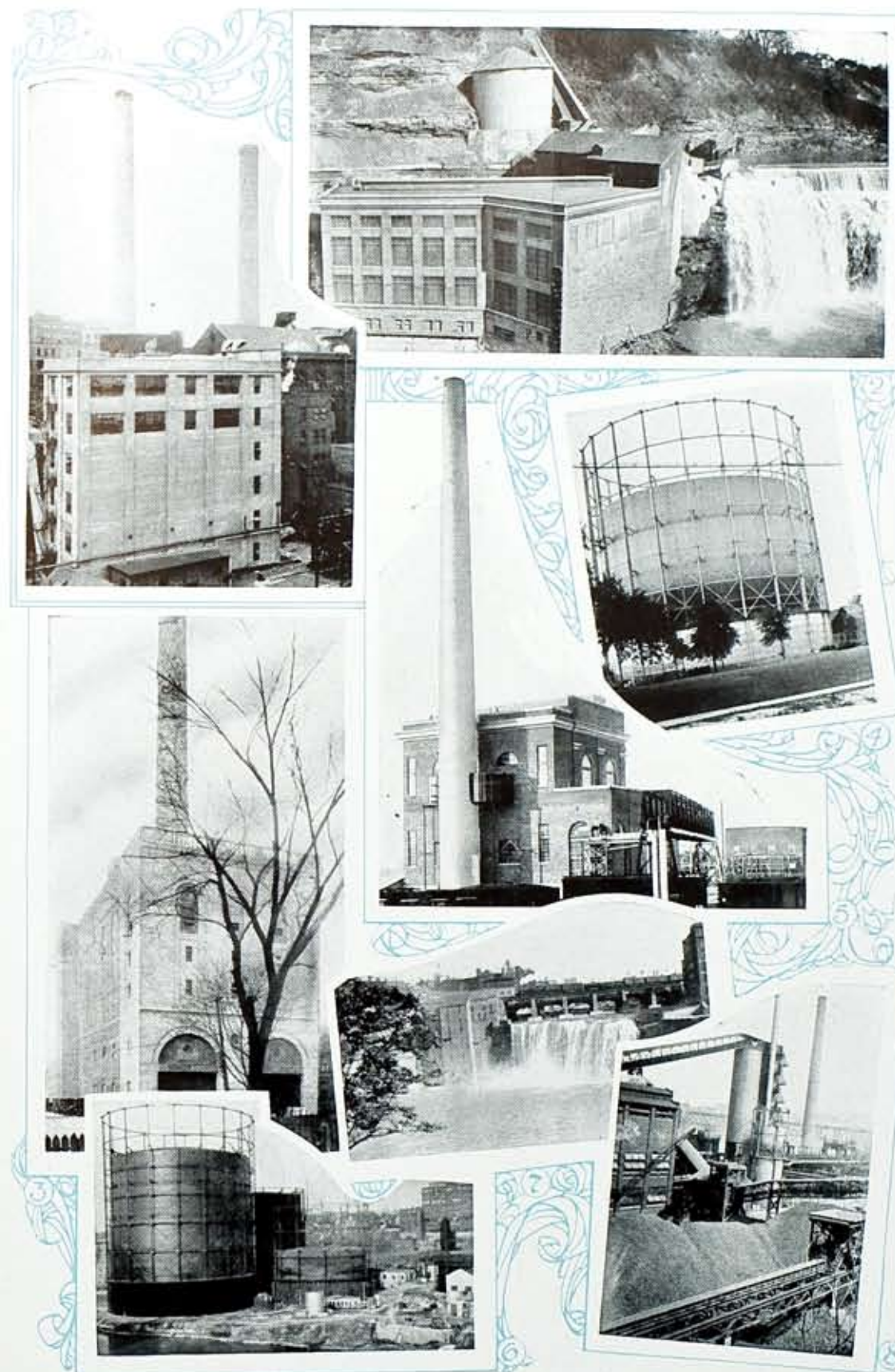
Generation by steam was but slightly above

1934, however on account of the great availability of power from other sources. Steam generation serves as a necessary stand-by reserve.

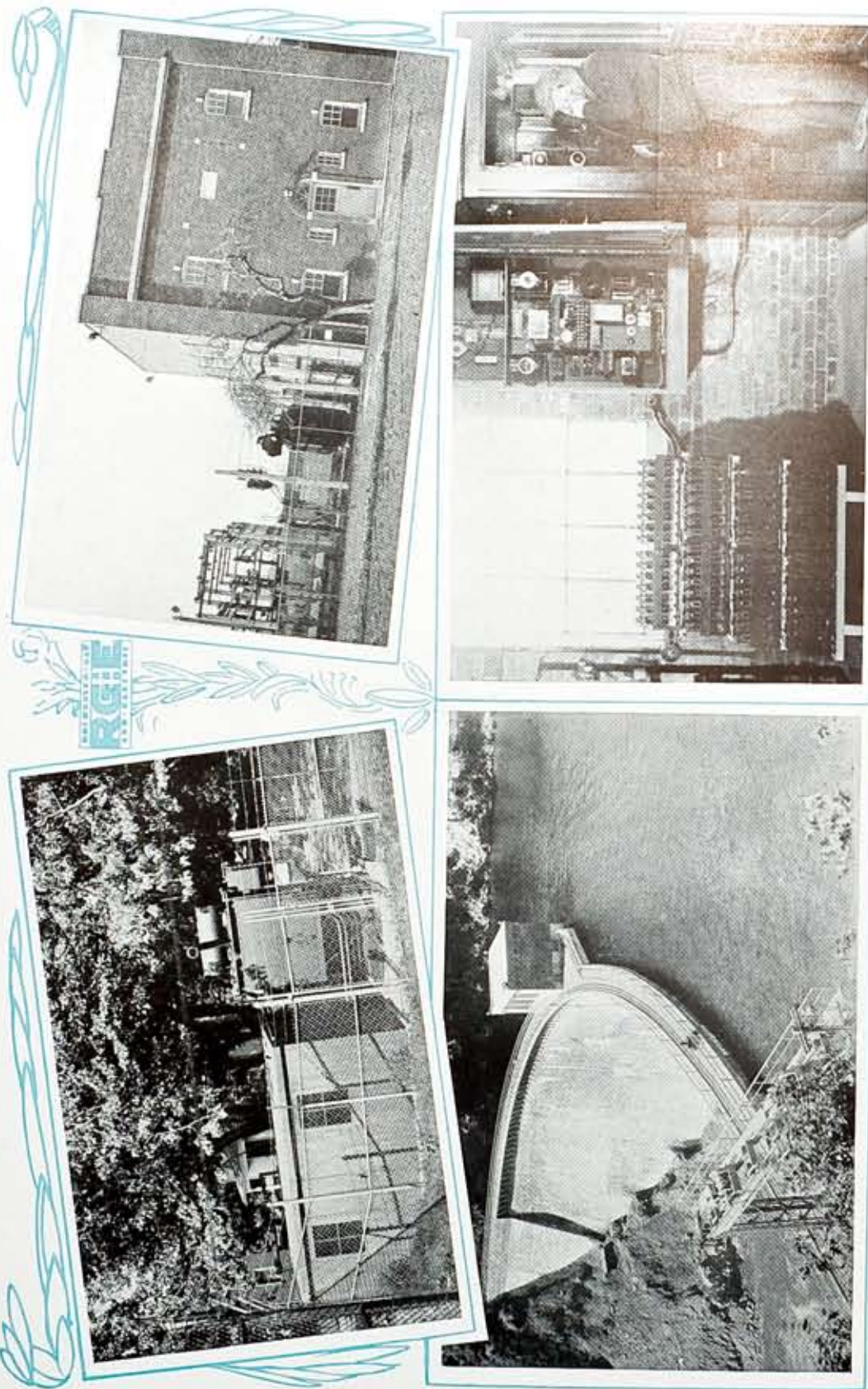
Additional capacity in boilers and turbines has been installed during the year, giving to the steam generation a capacity to meet instant demands at a lower operating cost. There was produced at Station Three 1,509,087,000 pounds of steam, using 91,238 tons of coal giving an average evaporation of 827 pounds. About 675,007,000 pounds of this steam was delivered to the steam distribution system.



President Herman Russell opening the throttle on turbine to start the new plant in operation.



A few of the Rochester plants of the Company: 1—Station 3 switch-house, foreground, and a portion of Station 3 steam plant showing in the distance. 2—Station 5 hydroelectric plant at the Lower Falls of the Genesee River. 3—Station 8 steam generating and substation. 4—No. 10 gas holder, Blossom Road. 5—Station 9 steam generating station, Lincoln Park. 6—Portion of East Station gas manufacturing plant. 7—Upper Falls of the Genesee River, Station 4 hydraulic and substation at left, Station 2 hydraulic station, not visible, is at the foot of the Falls, to the right. 8—West Station gas manufacturing plant.



Top left, the new substation 44 located on the Ridge Road at Hanford's Landing, near Kodak Park. Because of improvements in the art these smaller structures will supersede larger and more expensive substations, similar to Station 37, at the top right; these modern substations are more flexible and more adaptable to the distribution problems of today. Bottom, left, the Cananda dam, and bottom right, carrier current installation at Canandaigua, an adaptation of radio-telephone practice.

Circuits supplying the Lake Shore and Northern Wayne territory were rerouted, a difficult and expensive job because no long interruptions of service were permitted. The transmission line formerly supplying Wolcott with 25-cycle, 11,000-volt current was reinsulated as far as Williamson. New switching equipment at Rochester and Williamson permit operation of this section of line as an emergency 60-cycle, 33,000-volt circuit.

Reinsulation was made, when new transformers were installed at Bolivar, on the former 13,200-volt line from Bolivar to Portageville, to permit 33,000-volt operation. This completed loop through Friendship, Bolivar, Portageville and Olean, results in service improvement in the Southern Genesee Valley section. The 13,000-volt line from the Wiscoy generating station was reconstructed between Wiscoy and Nunda.

Carrier Current

Carrier current equipment was installed at Canandaigua, Victor and Manchester, allowing all sectionalizing switches on the Canandaigua transmission system at these points to be controlled from Canandaigua. This apparatus, similar to radio-telephone equipment, utilizes transmission line conductors to carry high-frequency current.

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Large amounts of money spent for street and highway construction the past five years has necessitated the installation of new conduits and cables to replace overhead lines, with the relocation of many others.

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The A. C. network load growth has resulted from increasing use of Neon signs and devices operated only on A. C. The advent of air-conditioning has changed the time of peak-load on the network from Christmas holiday season to mid-summer. This requires capacity for safe operation of equipment in the hottest weather, with ample protection to ventilate transformer vaults and regular checking of all equipment to avoid the possibility of service interruptions.

• • •

Automatic duplicate service equipment was installed at Rochester's new Post Office to provide service from feeders emanating from different substations. Conduits and cables were relocated during the construction of the building and the tunnel to the New York Central station.

A. C. Network

This network has been expanded from nine units operating in 1930, to nineteen units in 1935. The transformer capacity was increased from 2,137 Kva to 6,187 Kva. The load was 1,050 Kva in 1930 as compared with 4,300 Kva in 1935. The area supplied with network service has more than doubled and embraces the major Rochester downtown section along Main Street, from Broad to Scio street. The portion west of the Genesee is supplied from installations in the Reynolds Arcade Building, Genesee Valley Trust building and a vault at Main Street and Montgomery Alley. Continuous service is thus assured customers including Times Union, and Gen. Valley Trust Buildings.

• • •

Over 495 miles of rural lines were added in the last five years. Widespread rural electrification in 1935 resulted in an extremely liberal new extension plan so that practically all residents in our franchise area may now enjoy electric service at lower cost. The program over the past five years follows. Net additions to lines:

Industrial Department

DURING 1935 progressive utilities have made a vigorous effort to build new loads in the fields of Commerce and Industry. Our Company has kept step with this movement by adding ten new employees to the Industrial Department during 1935, making the total for the Department fifty at the end of the year. Through the depression years the research men and designers of manufacturers continued to work and produce new devices and improved equipment using both gas and electricity. An interesting part of our work has been to bring the many new things to our customers' attention and assist in applications in various plants.

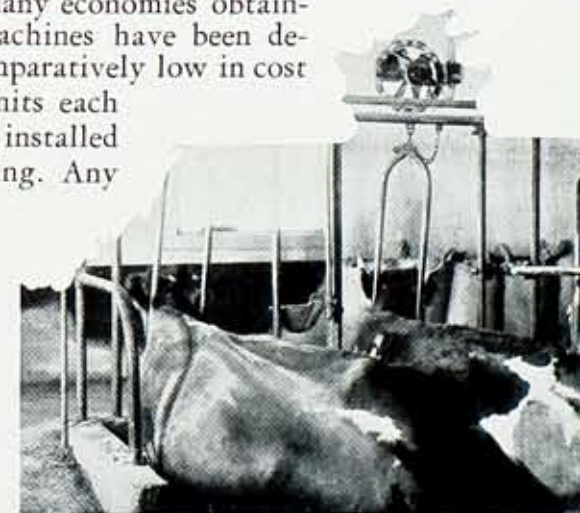
The Better Light Better Sight Campaign is carrying on strongly. It is being supplemented locally by advertising folders, talks to groups and sales work to convince our commercial and industrial customers that good lighting will increase sales, improve production and promote health and cheerfulness among employees. Our nine lighting men plan new lighting for our customers without charge so that the best possible results may be obtained from the service we supply.

Furnaces, Air-Conditioning

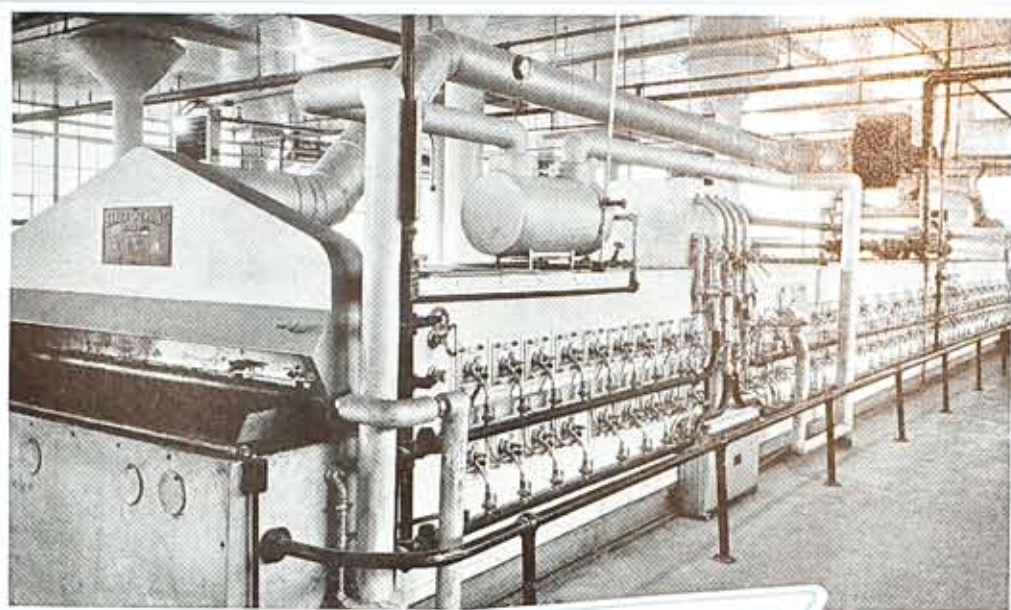
New developments have taken place in gas and electric furnaces for heat treating steel. Improved products are obtained from drawing furnaces in which the heated air is circulated by a fan insuring uniform temperature throughout the metal. Annealing furnaces in which inert gases, chiefly nitrogen, surround the work have come into wide use. Such furnaces prevent scale formation on the work by preventing contact with moisture, oxygen or carbon compounds. They are in use locally for bright annealing gold, copper and steel. Saving of scale removal is a decided economy. During the last year 12 electric furnaces were installed with a total capacity of 197 kilowatts.

Air conditioning has attained the status of a business necessity in theatres, restaurants, stores, offices and some industrial plants. The public now demands the comfort which results and business is rapidly coming to appreciate the increase in efficiency and many economies obtainable. Unit air conditioning machines have been developed which are compact, comparatively low in cost and very flexible. Four such units each operated by a 10 HP motor are installed in the Gas and Electric Building. Any number of units from one to four may be operated according to cooling requirements.

Air conditioning is firmly established in Rochester and the future in this field is very bright. During the last year 28 installations were made with a total horsepower of 668 and many large installations are under consideration for 1936.



The modern farmer depends much upon Industrial Department salesmen to keep him up-to-date. Keeping contented cows contented in a well ventilated modern cow barn. Note electric fan on wall.



Fifty Industrial Department Salesmen continually contact local industries and businesses, telling the story of the utility of modern lighting, heating, power in modern industries. Above are three progressive installations recently sold which benefit the industry using them and comprise a factor in the happiness and health of employees. Top, one of the two large gas cooky ovens at the Beechnut Packing Company's Plant; center, modern lighting in the offices of the Rochester Trust and Safe Deposit Company; bottom, adequate lighting goes into the perfection of products manufactured at the plant of the Hawk Eye Works.

ANNUAL SALES—ELECTRIC

Year	Commercial KWH	Industrial KWH
1931	74,941,949	106,162,045
1932	71,815,782	80,360,101
1933	68,496,520	79,056,794
1934	73,708,561	96,048,547
1935	79,031,540	103,757,307

ANNUAL SALES—GAS

Year	Commercial	Industrial	House Heating
1931	555,064,400 cu. ft.	576,581,700 cu. ft.	411,575,000 cu. ft.
1932	515,721,700	417,209,400	417,633,900
1933	470,014,900	470,914,300	405,615,200
1934	495,731,900	596,111,400	528,210,100
1935	485,462,000	618,325,100	617,051,600

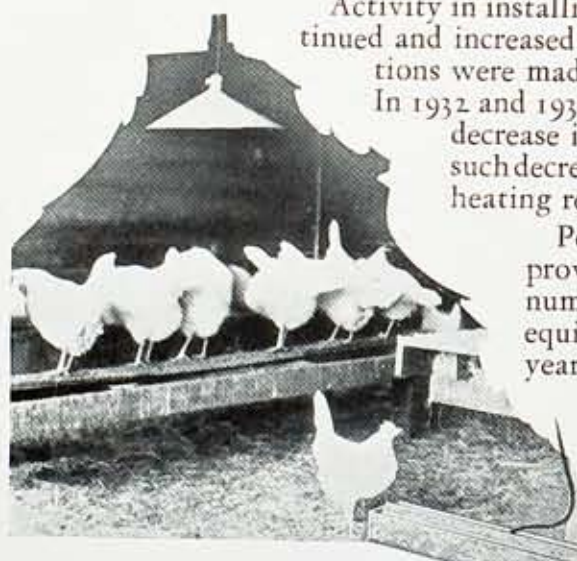
Signs, Rural Extensions

During October a new schedule for rural line extensions was put into effect, the costs being substantially reduced. This caused great interest and activity in this field and contracts for 212 miles of line serving 235 new customers were entered into during the year.

Electric sign business has been very active during the past year and prospects for the future are excellent. One firm has contracted for 1,300 illuminated show window signs which will give us a revenue of about \$16,000.00 per year.

Commercial Kitchens, Space Heating

Cooler kitchens and more economical use of gas has resulted from the use of the new insulated ovens in gas commercial cooking installations. Increased customer satisfaction is an important by-product.



C-X lamps and electrically heated water fountains keep the modern "biddy" singing and laying regularly, and comparatively free from devastating diseases.

Activity in installing gas-fired space heating has continued and increased. During the year 365 new installations were made yielding new revenue of \$76,000. In 1932 and 1933 rate reductions caused a marked decrease in revenue in this field. In spite of such decreased rates, gross revenue from space heating reached an all time high in 1935.

Power sales have reflected the improved conditions in industry and numerous additions have been made to equipment in customers' plants. Last year the Snider Packing Corporation installed a department for quick freezing vegetables by the "Birdseye" process at its Mt. Morris plant, the connected load being 180 H.P. Operation was so successful that additional equipment of 370 H.P. is being installed.

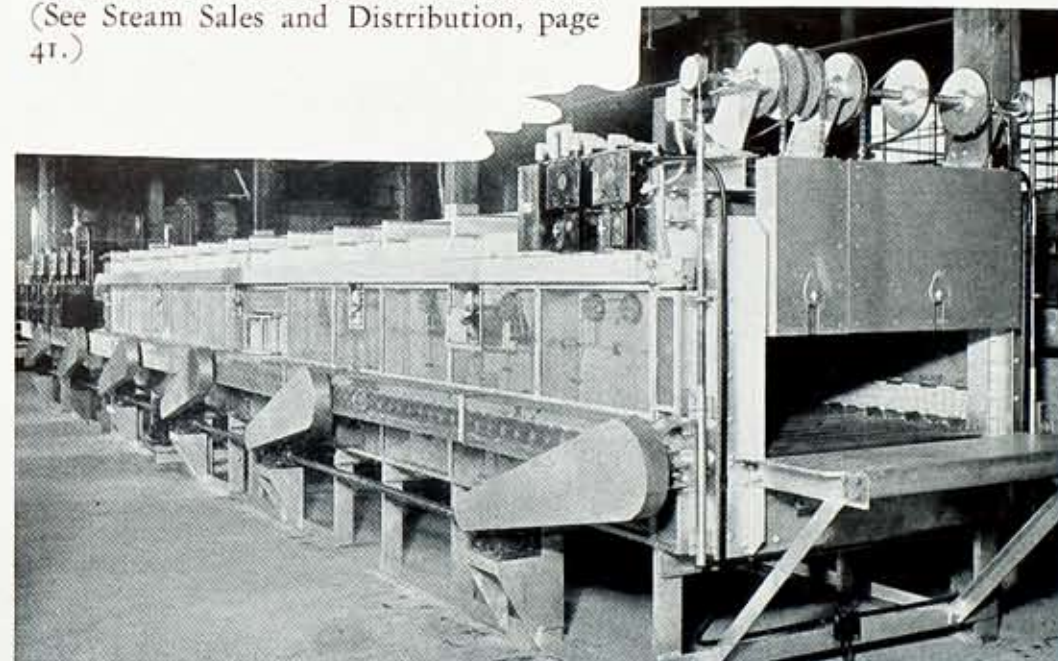
INDUSTRIAL DEPT.—BUSINESS GAINED 1935

ELECTRICITY	Kilowatts		Revenue/Year	
Power	4154	3,921,000 KWH/Yr.	\$78,000	
Lighting	2900	2,575,000 "	84,000	
Signs	—	1,171,000 "	35,000	
Refrigeration	—	311,000 "	10,000	
Rural Service	485	166,000 "	7,000	
Totals		8,144,000 "		\$214,400
GAS				
Industrial		30,904,000 Cu. Ft./Yr.	\$18,000	
Hotels, Restaurants, Etc.		28,466,000 "	23,000	
Space Heating		153,644,000 "	76,000	
Totals		213,014,000 "		\$117,000
STEAM				
Commercial, Industrial, Etc.		44,170,000 Lbs./Yr.	\$41,600	\$ 41,600
			Total	\$373,000

An application of electric pumping which is new locally was installed at the Monroe Golf Club. A 70 H.P. pumping installation supplies water under high pressure for night sprinkling of fairways by the Buckner Rainer System. Systematic sprinkling has made a wonderful improvement in the turf at this course.

Steam Service

The convenience and economy of our steam service was further demonstrated during the year by the addition of customers who will use annually 44,170,000 lb. of steam. Among the larger customers are the following: Mechanics Institute; Rundel Memorial Library; and a group of 16 customers, including the Democrat & Chronicle, Dennis, Herald, and Weaver Buildings. All in the downtown section of Rochester. (See Steam Sales and Distribution, page 41.)



A large electric annealing furnace at the Bausch and Lomb Optical Plant. As new developments come out in the industrial field effecting plant operation and products, the Industrial Department "Carries the message to Garcia" by keeping manufacturers in touch with ways and means for promoting greater efficiency and better products.

Gas Manufacture and Distribution

THE tabulation below brings the activities of the Gas Manufacturing Department up-to-date so far as its operation from 1930 to the present time is concerned. During this period there was a general price reduction in both gas and coke.

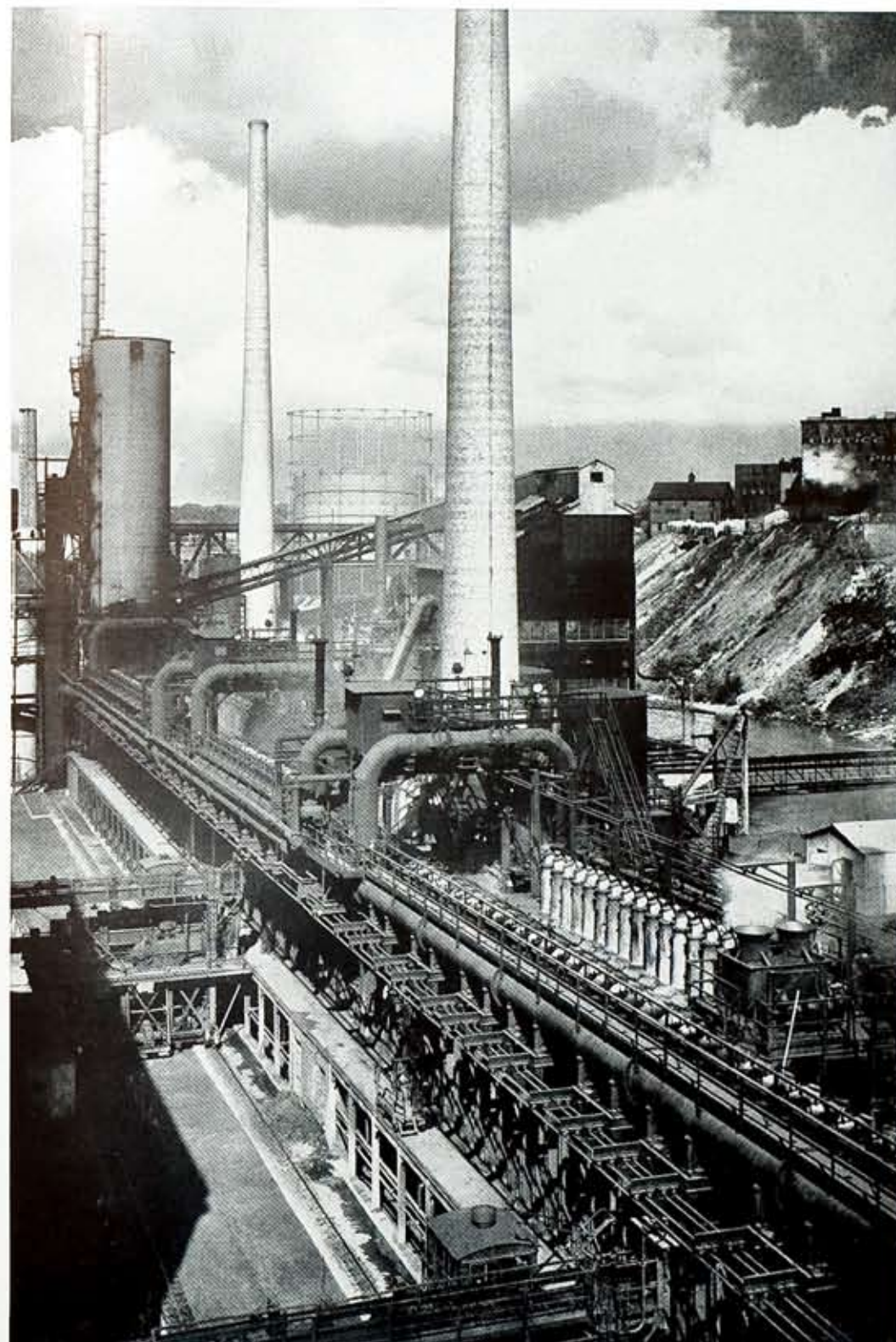
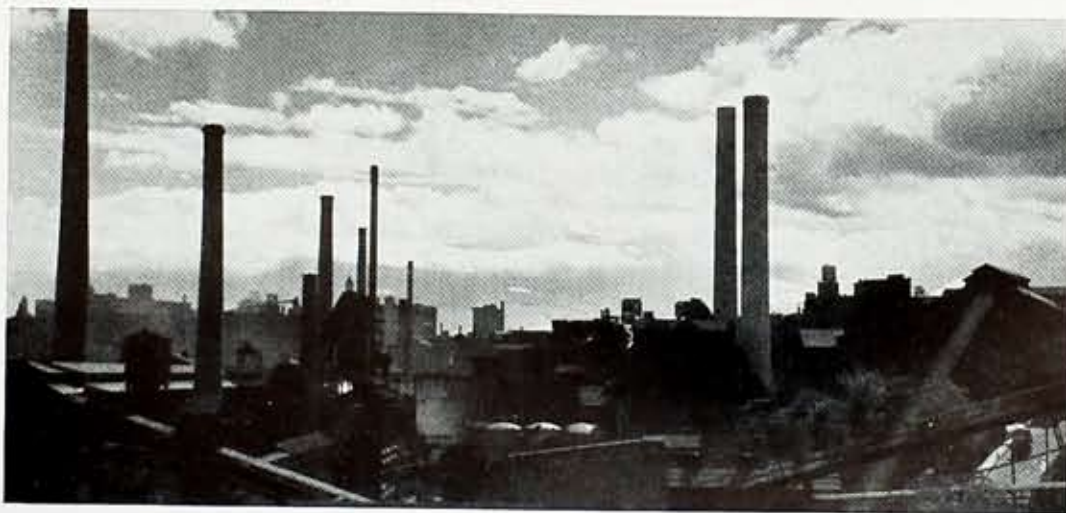
A minimum of new construction in recent years required that efficient operation be highly stressed for available equipment. Company management was wise in having kept plants and equipment in first class condition for years before the depression so that but slight curtailing of maintenance factors was required. During 1934, a complete revamping of coke handling equipment, particularly at the distribution bins, comprised one construction activity. This work provided modern screening equipment arranged to give increased tonnage and more flexible operation. It increased coke storage capacity without building additions. Re-screening equipment enables us to provide customers with the highest class, clean, well sized Guaranteed Coke.

Simplified Operation

This was the objective of minor construction work during 1935. Improvements were made in the ventilating system producer houses. A modern automatic compensator for gas pumping equipment was installed at East Station as well as modern blowers for producer gas operation. A heavy maintenance schedule was required because of conditions due to depression years. The close of 1935 sees us essentially back to normal so far as maintenance is concerned, while plant operation followed normal lines.

Considerable money is saved yearly through research work along the line of utilizing waste coke screenings for producer fuel, and the study of the mixture of coke breeze with coal to be carbonized.

Year	Gas Sendout (Cubic Feet)	Coke Sold (Tons)
1931	4,643,801,000	173,617
1932	4,453,165,000	212,547
1933	4,278,169,000	194,170
1934	4,619,474,000	211,143
1935	4,618,025,000	193,723



Section of West Station Gas Manufacturing plant as seen from the west end of Platt Street bridge. In the foreground are the Koppers ovens. In the distance may be seen one of the gas holders at East Station, along the Genesee River just back of the Bausch and Lomb plant. The new plant at Station Three is just westward along the bridge from this point where the photograph was taken.

Research Work, By-products

Company plants, to a larger degree than perhaps any others in this country, have developed by-products produced as a result of gas production. The sale of these products provides a substantial credit to the cost of making gas, enabling us to succeed in the face of our low gas rate, the lowest in the State for manufactured gas, and one of the lowest in the country.

One interesting by-product recently developed is ammonium thiocyanate. It has remarkable qualities for soil sterilization. It converts to a fertilizer which does not leave soil in a permanently toxic condition, typical of most other eradicants. This by-product has numerous other chemical applications in the field of resins and other highly specialized fields.

Other Chemical Applications

Over a million gallons of coal tar was processed into creosote, carbolic oil and pitch. Recovered ammonia was worked up into wholesale lots of concentrated solution of ammonia and sold. Some ammonia was converted into the well-known fertilizer Ammonium Sulphate for the local market only. Its acceptance by farmers is a means of establishing considerable goodwill.

The light oil plant continued to be operated for wholesaling crude light oil and for producing the motor fuel, Bengas, for the Company's automotive fleet. All of our by-product sulphur was sold. This commodity is gaining in favor both locally and outside as a fungicide. There should be a continuing market for sulphur in Rochester's large horticultural circles.

Gas Distribution

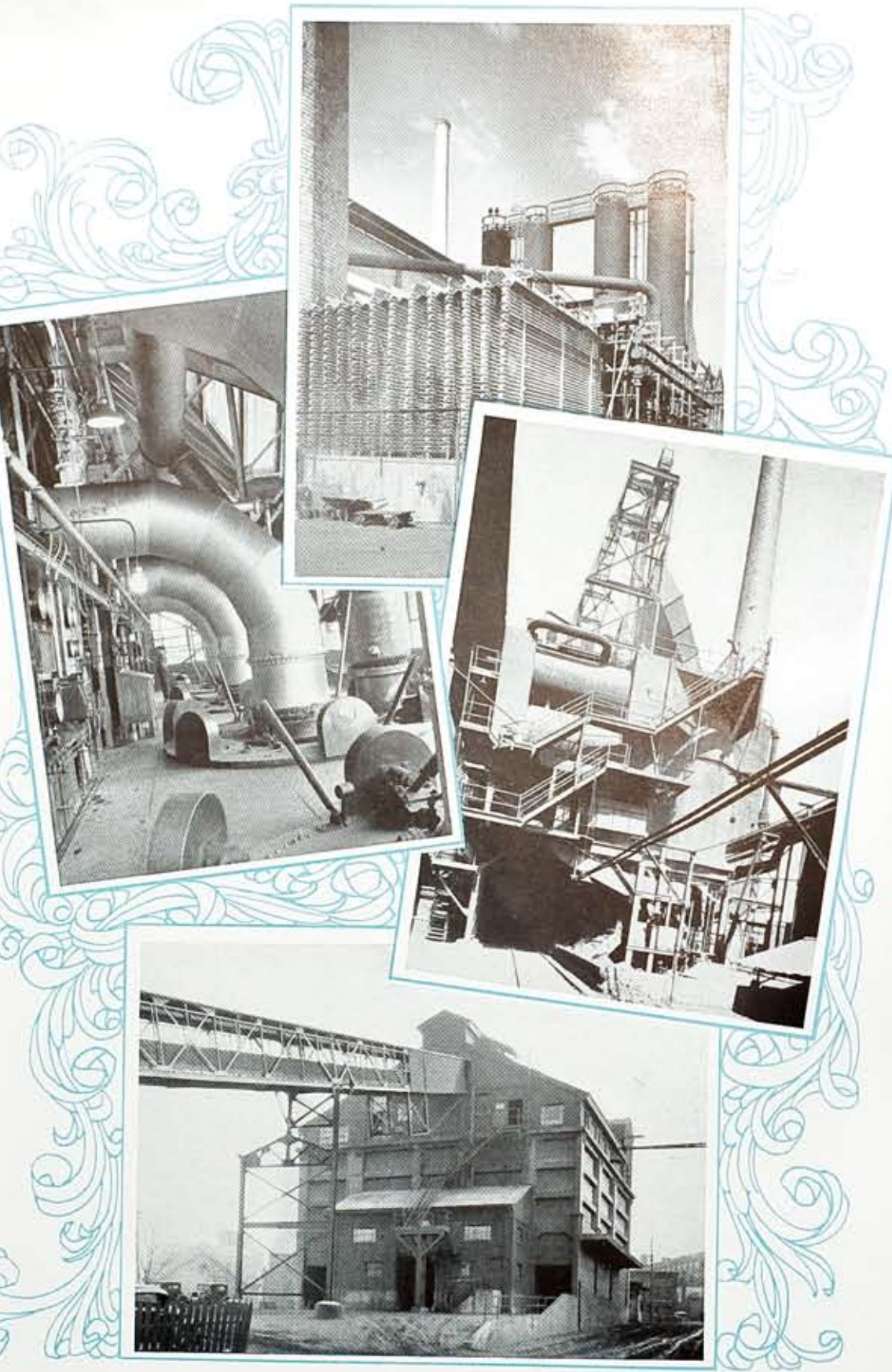
DURING the years 1930 to 1936, thirty-one miles of gas main were added to the Company lines bringing the total figure to 826 miles.

The year 1935 showed an increase of 100 per cent over 1934 and 600 per cent increase over the Depression year 1933. Approximately 3,400 new services have been installed in the past six years making a total to date of 90,600. This provides a gas supply for 104,000 customers. A significant fact with reference to the number of gas customers served in the Rochester District is revealed by the 1935 figures. Last year we added sufficient customers to regain all those lost during the Depression years and set a new high by some 250 customers.

In 1935 several thousand feet of gas main were installed in the McFarlan Tract (sponsored by the Federal Government) and in the Kodak Employees Realty Tract off Westfall Road. We now supply over 100 customers in these Sub-divisions and at the present rate of development this total should be increased materially during the present year. Gas service was extended to forty-five customers along Ridge Road West, from Laurelhurst Road to the Manitou Road, a distance of two and one-half miles. During the coming year we plan on continu-



Section of electrical coke screening equipment at the Coke Bins, where screening, sizing and other operations insure coke of uniform quality.



Some properties at West Station: Top, Cooling Coils for Gas Scrubber containing many miles of pipes; center left, the charging floor at the water gas plant; center right, Dry Quencher, the first one of its kind built in America. It assures a higher quality of Guaranteed Coke, free from unnecessary moisture; bottom, the Coke Bins, where new electrical screening equipment has been installed.

ing this line westward to Parma Corners. This extension will serve thirty-eight additional customers and will provide a connection between our System and that of the Lockport Company. Such an inter-connection is most desirable for it provides an emergency supply to the villages of Brockport and Spencerport.

Belt Line Extended

Due principally to an increase in Househeating business, we found it necessary to extend our Medium Pressure belt line system some 1900 feet on Thurston Road during the past year. A 16-inch line of latest design was installed to assure our customers, in the southwest district, of adequate service. This line is the first step of a series of extensions which will provide the city with an outer transmission belt line or a further assurance of a reliable and efficient gas supply.

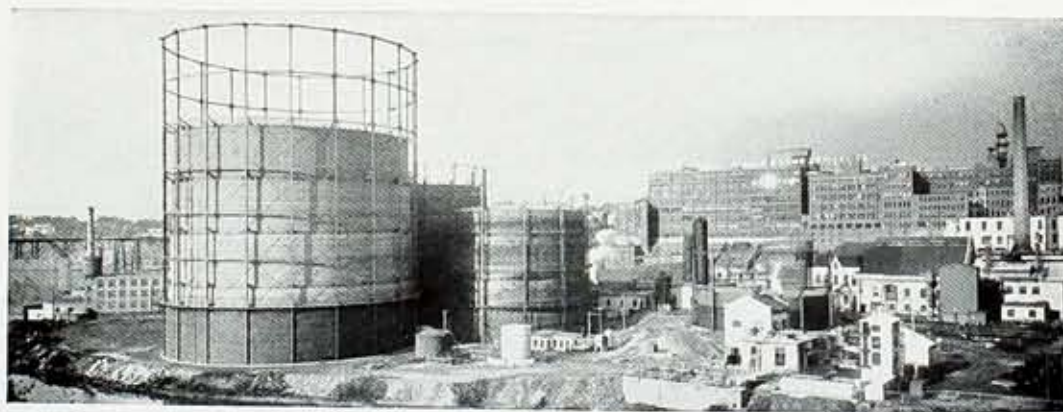
The erection of a new bridge across the river at Elmwood Avenue necessitated the installation of a new 16-inch line across the bridge. The line on the old bridge was 4-inch in size and quite inadequate to supply future loads. The building of this bridge provided a fine opportunity for us to construct a line with a capacity sufficient for increased business.

Househeating Load Grows

The development of Househeating business in the East Avenue District, east of the City Line, made it essential for us to install over 3,000 feet of 12-inch transmission line from our No. 10 Holder in Brighton to Winton Road. The district referred to has unquestionably the highest per cent of gas househeating business in the area supplied by the company. The new line gives double assurance that our customers will be adequately cared for.

Increased househeating and waterheating load in Canandaigua has been responsible for the construction of 1600 feet of transmission line to, and the installation of a district regulator in the northern part of that city. Again, by such a line, our Company is attempting to supply, not only the immediate needs of the customer, but also to anticipate their future requirements.

One of the most important functions of the Gas Distribution Department is the servicing of Househeating customers. This phase of the work has increased from servicing 150 customers in 1926 to 1500 customers at the present time. During the past six years we have added some 950 homes to our list of central househeating customers. The number of people who heat their homes exclusively with gas is increasing at a rapid rate and to this aspect of the business we are devoting considerable effort and thought.



Section of East Station gas plant, located along the Genesee River bank below the plant of Bausch and Lomb.



West Station Gas Manufacturing Plant at night, from photograph taken from the eastern terminal of the Platt Street Bridge, looking north-westerly.

During the year 1932 our Company acquired the gas properties in the Villages of Brockport and Spencerport, which consisted of nearly twenty miles of main and 500 customers. The gas for these properties is purchased from the Lockport Company and is delivered through its 4-inch High-Pressure line, extending along the Ridge Road from Lockport to Parma Corners.

In order to provide the customers of these villages with the same type of service that our Company gives to all its other properties, and to stimulate the sales of gas, we opened a modern office in Brockport. Through this office all customer service calls are given immediate attention so that prompt, efficient, and courteous service is rendered to every customer. On the sales floor of the office we demonstrate the most up-to-date and efficient gas burning appliances. The effectiveness of our sales effort is shown by the fact that since opening the office we have sold gas to 8½% of these customers, ranges and automatic gas waterheaters to 22%, and Electrolux refrigerators to 5%. Nineteen central househeating installations were sold in addition to adding some thirty-five new customers to the lines. The new business which we have added plus an increased use of existing appliances has boosted the sale of gas nearly 65 per cent in the Villages.

Conversion of Canandaigua to Natural Gas

In August 1934, the gas system of the Empire Gas and Electric Company was converted from manufactured gas to natural gas. Since the City of Canandaigua receives its gas supply from the Empire System, it was necessary to change Canandaigua to natural gas. Such a change requires a great deal of careful planning and engineering for it is necessary to readjust every gas burning appliance in the territory in a short period of time. Some thirty-seven trained men completed the conversion in about seventeen days and in such a manner as to cause a minimum of inconvenience to the customers. A progressive management and sales organization in the Canandaigua property has resulted in a favorable increase in the gas business.

Inhalator Calls

Last, but by no means least, is the Inhalator service which the Company renders to the public. During the year 1935 the Inhalator crew made sixty-five trips to the scene of drownings, coal gas, and auto exhaust asphyxiations, lightning shocks, suffocations, heart trouble cases, etc. As a result of this service thirty-three people were revived by the use of the inhalator and artificial respiration.

Domestic Sales

APPLIANCE sales for 1935 totaled \$564,889 as compared with \$402,461 for 1934, and \$302,085 for 1933. Items sold include: for 1935, 1,772 refrigerators, 836 gas ranges, 169 electric ranges, 834 automatic gas water heaters, 127 electric water heaters, 428 radios, 390 electric washers, 463 electric cleaners and 29 electric ironers. Rural sales totaled \$45,309 of the total sales given above.

New Sales Set-up

The sales field is now divided into 36 geographical districts. A sales supervisor in each district directs the work of his six salesmen. This produces more effective personal contacts and more efficient sales efficiency. Special sales groups handle the sales activities of the Main Floor and Basement and the rural territory, the latter comprising a supervisor and six salesmen. A supervisor in the gas and the electrical divisions, respectively, directs the sales promotion of his group of supervisors and salesmen, with a general sales supervisor overseeing the entire activity.

Varied Activities

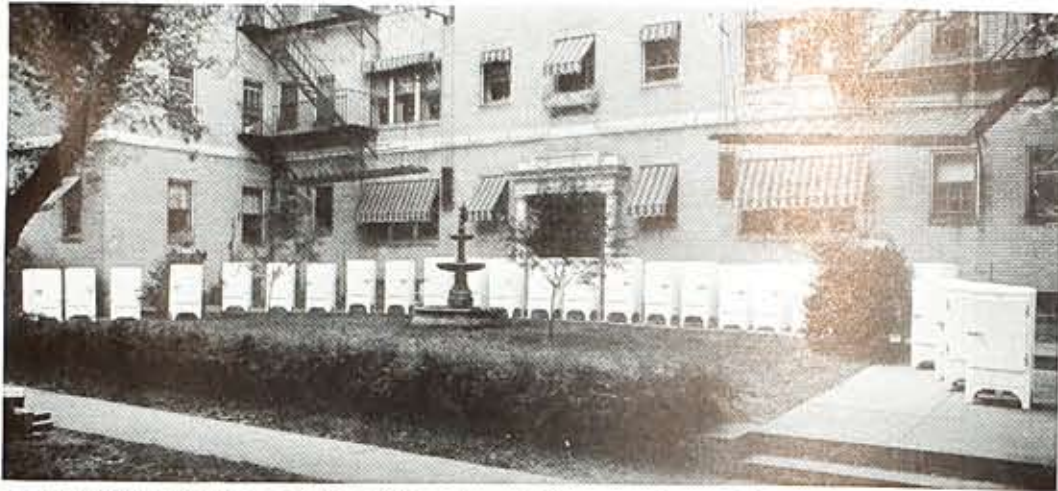
Domestic Sales activities last year included Employee Load Building, range demonstrations and cooking schools in rural territories, educational sales activities among farmers, special campaigns on major appliances, window displays, sales schools for Company salesmen and dealers, dealer meetings in cooperation with the Rochester Electrical Association, lighting and ap-



Model Kitchen which for some months was on display on the Main Floor, Gas and Electric Building. Scores of housewives were assisted in planning for new model kitchens or revamping old ones, a service which was highly appreciated by customers. An attendant was constantly on duty to answer questions.



Some Domestic Sales Groups. Top, the gas group, salesmen and supervisors, which meets each morning for studying the problems of the day; center, portion of the audience of salesmen and executives at a sales school held last year at the Sixth Floor Auditorium; bottom, the electrical and rural groups in assembly in the basement, where work is planned for each day.



A few of the thirty-two electric refrigerators sold by one salesman last summer, lined up near the apartment house where they were ultimately installed. The sales set-up stimulates friendly sales competition, each group of six men working under a supervisor in a specific territory which enables salesmen to really get acquainted with their clientele and become more useful to them because of a growing knowledge of their appliance problems.

pliance demonstrations in vacant stores about Rochester, talks on lighting before schools and organizations in cooperation with the Eyesight Conservation Committee of Monroe County, merchandising displays in banks, theatre lobbies and other places, and collaboration in Home Service work which is detailed in another section.

Educational Selling

Service to buyers included range demonstrations in 1935 before a total audience of 1,373 housewives at thirty-six rural gatherings. A contact man regularly visits Rochester electrical dealers and stimulates sales promotion. A monthly sales publication was created for dealers and Company salesmen during a major refrigeration campaign. Rural salesmen did yeoman work assisting farmers with their problems and helpful cooperation was given the Rochester Electrical Association in its dealer activities. A dealer window display contest featuring lamp (bulb) displays produced fifty-seven artistic windows.

Employee Load Building

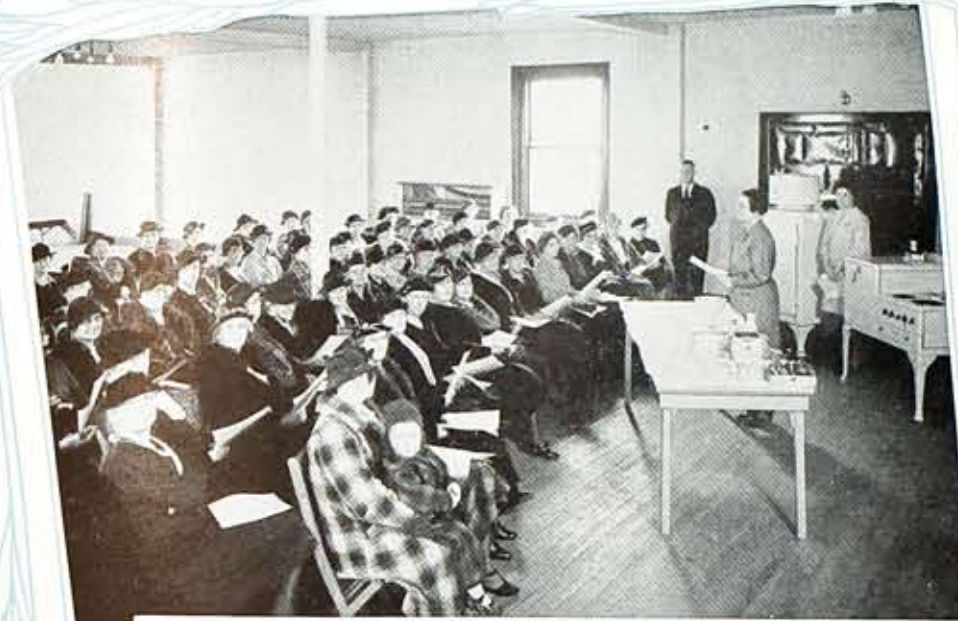
A notable increase in sales to employees was obtained for 1935. Special employee sales on automatic gas water heater, gas and electric automatic range and I. E. S. Better Sight lamp sales were responsible for much of this acceleration. Approximately 400 water heaters, 300 ranges and 750 I. E. S. lamps were purchased by employees.

EMPLOYEE PURCHASES

	1934	1935	% Increase
Gas Appliances	136	751	452.0
Electric Appliances	2,934	4,699	60.0
Total Appliances	3,070	5,450	77.5
Value, Gas Appliances	\$11,036.53	\$41,007.25	272.0
Value, Electric Appliances	46,173.06	57,886.88	25.4
Value, Employee Purchases	\$57,209.58	\$98,894.13	72.9

TOTAL LOAD BUILDING RESULTS

	1934	1935	% Increase
Prospects (turned in by employees)	876	1,043	18.9
Total Prospects	6,755	8,571	27.0
Sales (Employee Prospects)	1,909	2,131	32.4
Total Appliance Sales	\$240,425.35	\$333,616.94	38.8
Estimated Annual Revenue Increase	\$ 95,014.30	\$127,634.97	34.3



Top, group of women at Brockport in attendance at a cooking school and range and refrigerator demonstration. Center, photograph taken at one of the monthly electrical dealer meetings held last winter on Sixth Floor. These meetings were addressed by outstanding speakers on sales topics. Bottom, some of the prize winners in the "Better Sight" contest participated in by more than 2,000 boys and girls of Rochester and surrounding districts.

Rate and Contact Department

THIS Department came into being during the early part of 1934 through the consolidation of two separate departments handling rate and contract matters, respectively.

Probably the most important responsibility of this Department is the intensive study required to develop, interpret and analyze the Company's rates for electric, gas and steam service. This work entails the accumulation of basic costs and statistics; the arrangement of such data in proper form so as to study the effect of rates and rate structures on the Company's business in the past, as well as to determine what may be expected in the future.

Rate Making Activities

Real Estate and Franchise Taxes being one of the largest items of expense to the Company and therefore a large factor to be provided for in rate-making, the Department carefully supervises and cooperates with Municipal authorities in handling this problem. Associated with this work, the Department administers and provides for the renewal of municipal street lighting contracts as well as the general promotion of street lighting as an aid to safer highways and the reduction of night accidents. Along with these duties is included the handling of the Company's Insurance; arranging for adequate fire and casualty protection at lowest possible costs.

The Department has assisted in other activities such as the promotion of rural electrification, institutional and merchandise advertising including window displays and various other assignments made by the Management from time to time.

Notes

Total Annual Reduction in Electric, Gas and Steam Rates since 1929—\$1,500,505.

Total Real Estate and Franchise Taxes in 1935 amounted to \$1,293,057, or \$2.43 per capita served by Company.

In the Fall of 1935 an extensive rural electrification survey was made of the Company's territory leading to a 50% reduction in rural electric line exten-

sion minimum charges and a large program of rural line construction. Successive changes in the domestic rate of the Company have resulted in making available to the public one of the lowest domestic rates in the State of New York.



The G. and E. Twins visit Rochester's Industrial Exposition

Believe it or not

FLAT IRON 20 MIN.	PERCOLATOR 30 MIN.	WASHER-RACOR 45 MIN.	FAN 3 HRS.	TOASTER 30 MIN.	CLOCK 4 DAYS	RANGE 5 MIN.	REFRIGERATOR 4 HRS.	VACUUM CLEANER 5 MIN.	SUN LAMP 4 HRS.
WASHER 15 MIN.	RADIO 2 1/2 HRS.	HEATING PAD 12 MIN.	DISH WASHER 6 HRS.	WATER HEATER 20 MIN.	1 HOUR	WATER HEATER 2 GAL.	SEWING MACHINE 3 HRS.	LAMP 2 GAL.	LAMP 3 HRS.

ONE PENNY

WILL BUY ELECTRIC SERVICE for
MANY HOURS of ADDED COMFORT
LEISURE and FREEDOM FROM CARE

TAXES 1935

PAYABLE TO THE CITY OF ROCHESTER
BY THE ROCHESTER GAS & ELECTRIC CORP.

TIME IS MONEY
\$1.73 EVERY MINUTE
IS THE 1935 CITY TAX BILL
FOR THIS COMPANY

THINK OF IT!
\$103 EVERY HOUR
\$2,493 EVERY DAY
\$910,200 A YEAR
FOR CITY TAXES ONLY

AVERAGE DOMESTIC ELECTRIC BILL PER DAY 9¢

COST OF GOVERNMENT PER FAMILY PER DAY \$1.17

OUR CITY TAXES AVERAGE \$103 A YEAR FOR EACH CITY CUSTOMER. THE AVERAGE GAS AND ELECTRIC BILL TOTALS \$10.10 FOR 1 MONTH. THINK OF IT! THE FULL TAX MONEY WOULD BUY MORE THAN TWO MONTHS AVERAGE SERVICE.

LAST YEAR OUR TOTAL TAXES, CITY, COUNTY, STATE & FEDERAL WERE \$2,000,000 TWO

FOR THE CITY OF ROCHESTER ONLY
TOTAL THIS YEAR 1935 \$910,200
TOTAL LAST YEAR 1934 \$790,000
INCREASE \$120,200

THE TINY TWINS OF BUDGET FAMILY

GAS TAXES FOODS TAXES

IN GAS IN ELECTRIC

The Company's East Avenue display windows have had much to offer to passers-by during the past year. Messages of educational value and timely interest alternate with merchandising displays and windows given over to promoting interest in Rochester industries and civic undertakings. The windows shown above received the combined collaboration of the Advertising Committee, the Rate and Contract Department and Officials of the Company.

Steam Sales and Distribution

MORE than three hundred Rochester commercial buildings and factories continue to enjoy this clean, convenient and dependable district steam service. Most new buildings in the territory are built without stacks, boiler rooms and coal storage space. They save on investment and add to the convenience of residents and tenants while the Company takes over their heating worries. Many older buildings have been modernized to include metered steam service. During the past five years our steam load has increased at the rate of about thirty million pounds of steam per year.

The 1935 steam sales amounted to 1,035,305,000 pounds. In this period additions to our load include the Genesee Brewery, Cataract Brewery, New York State Railway bus garage, Van Berg Building, new Reynolds Arcade, Mechanics Institute building and a group of sixteen customers formerly served by a private plant, including the Democrat and Chronicle, the Dennis, Herald and Weaver Buildings. Latest additions include the former Levy Brothers and Adler Rochester clothing plants (Aplo Clothing) and the new Rundel Memorial Library, where space saving and cleanliness in safe-guarding works of art and literature are prime factors.

Trend Toward District Heating

Besides the large major steam plants, some of which are shown on page 21, the Company operates Station 11, formerly the power plant of the Stecher Lithographic Company. This station serves the E. P. Reed Shoe Company, Schlegel Manufacturing Company, Cutler Mail Chute Company, Ward's Natural Science Building and the Hayden Company, a nucleus of important industries. This station alone sells between fifty and fifty-six million pounds of steam yearly, produces about one and one-half million kilowatt-hours of electricity and due to the availability of steam for heating, is responsible for the yearly sale of over two million Kilowatt-hours of electricity. Gross revenue for both power and steam approximate \$85,000 yearly.

District steam heating is the modern trend. Every time this steam heating service supplants the private plant's steam engine, the steam department puts a "notch" in its gun. Following are a few local plants where steam engines have given way to R. G. and E. steam service: Hollister Lumber Company, John G. Elbs plant, Morgan Machine Company, Faucher McMurray Company, Hayden Furniture Company, the Bartholomay Company and the Crouch and Beahan Company.

The largest 1935-1936 steam main extension was the construction of a 6-inch high pressure steam main approximately 2,500 feet in length. It extends from Station 34 at Smith Street bridge along the Genesee River for about 1500 feet, then up the steep Genesee river bank and through private rights of way to Hart Street to the Aplo Clothing plant.



Modern Reynolds Arcade Building on site of old Rochester landmark. This building is completely air-conditioned.



These downtown stores all use R. G. and E. gas, electric, steam and air-conditioning service. Top, modern lighting at Projansky's; center, steam service is a beauty aid at Neisner's Main Street store and, bottom, air-conditioning keeps customers comfortable at Foreman's shoe department.

Home Service Department

THE Home Service Department forms a contact point between the Company and the customer. The demonstrators who call on Mrs. Rochester to perform various services represent to her the Company, its policies and its goodwill. They bring back to the Company the customer's reactions, her needs and desires. In the year 1935, the work of the Home Service Department consisted of home lighting calls, both house-to-house and by appointment; follow-up calls on the sale of all major appliances sold through our Company and those dealers using the Lincoln-Alliance finance plan; rural demonstrations; rural electrification calls; kitchen planning; welcome calls; a special merchandise survey; and a lamp selling campaign.

Co-operative Student Activities

Home lighting calls were made by Mechanics Institute cooperative students, using 14 girls each month. In addition two full time demonstrators made special lighting calls by appointment. These total calls showed an estimated annual increase of 240,800 kilowatt hours. During October, five full time girls demonstrated Better Lighting at the model home sponsored by the Electrical League. 3,732 total appliance sales were followed. These consisted of 2,504 refrigerators, 1,044 ranges, 57 ironers, 70 washers, 14 electric mixers, 2 radios, 2 dishwashers, 39 I. E. S. lamps. The latter included service calls and deliveries. Complete satisfaction of gas or electric service can be achieved only through the convenience and efficiency of operation of those appliances which they supply.

Rural Service, Kitchen Planning

Rural demonstrations were held weekly in Brockport and Spencerport from January to May and from October to December. During this time the attendance amounted to 1,233. In Spencerport the sale of 6 ranges, 6 waterheaters, 1 gas house heating job, and 1 refrigerator were traced directly to these demonstrations. During the latter part of November and the first of December, 30 rural electrification calls were made on those customers who are having electric service installed in their homes for the first time. These calls included recommendations for wiring, lighting, and appliances. The department has worked directly with the sales department in making kitchen planning recommendations in order to secure adequate room for new appliances. 15 such calls were made during the year.

In one instance the lay-out of a house which was to be built was altered to include kitchen modernization recommendations.



Mechanics Institute Cooperative students are welcomed by housewives. They bring many suggestions for making homes happier through modern lighting, gas and electrical appliance applications to home needs.

New Customers Welcomed

In December we inaugurated the welcome calls. All new customers of our Company are called upon. All appliances are checked and adjusted to insure the most efficient performance. In some cases home lighting surveys are made. The customers are told of the various services offered by the Company and any requests for special services are taken. From December 18 to the end of the month, 27 calls were made. These included 19 range adjustments and 3 lighting surveys. They resulted in 5 coke, 2 refrigerator, 1 washer, and 1 I. E. S. lamp prospects.

Surveys, Lamp Sales

During November and December we made a special merchandise survey. Ten extra cooperative students were employed. A total of 94,201 calls were made. In 34,188 calls the appliances were actually seen. In 21,870 the information was given at the door. The lamp selling campaign carried on during the summer months with five girls resulted in the sale of 1158 pin-it-up lamps and 202 mazda lamps with a wattage of 9,470 watts. In connection with this campaign a survey was made of minimum bill customers.

Open House for Housewives

In addition to these outside services the Home Service Department has been open to the public each weekday throughout the year. The women of Rochester appreciate being able to call or stop in for information on recipes and the operation of various appliances. The kitchen which was on display on the first floor during the first part of the year was moved to the Home Service Department in October. It is maintained for the purpose of displaying gas and electric appliances, some appliance testing, and a few outside demonstrations.



A typical group of Mechanics Institute Cooperative students, with Miss Helen Smith, Director of Home Service activities in center, front row. Groups of fourteen girls, alternately each month, attend classes and perform Home Service activities, combining study with Home Service work throughout the year.

ROCHESTER GAS AND ELECTRIC CORPORATION

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TEN YEARS' GROWTH

	For the Year of 1935 or as of Dec. 31, 1935	For the Year of 1925 or as of Dec. 31, 1925	Increase	%
Plant and Equipment	\$73,492,725.73	\$43,287,687.70	\$30,205,038.03	69.78
Gross Revenue	14,161,212.30	10,495,964.44	3,665,247.86	34.92
Total Wages	4,280,463.33	3,407,589.78	872,873.55	25.62
Total Taxes	1,960,180.33	1,080,626.21	879,554.12	81.39
Kw-Hr. Electricity Sold	310,013,286	234,449,942	75,563,344	32.23
Cubic Feet Gas Sold	4,497,258,900	3,571,679,100	925,579,800	25.91
Number of Employees	2,400	1,998	402	20.12
Electric Consumers	130,470	81,063	49,407	60.95
Gas Consumers	110,059	94,484	15,575	16.48
Steam Consumers	319	184	135	73.37
Total Consumers	240,848	175,731	65,117	37.05
Population of Territory Served	496,789	358,225	138,564	38.68
Hydraulic K. W. Capacity	48,645	39,585	9,060	22.89
Steam K. W. Capacity	83,975	63,975	20,000	31.26
Total K. W. Capacity	132,620	103,560	29,060	28.06
Coal Gas Capacity per day	16,000,000	6,170,000	9,830,000	159.32
Water Gas Capacity per day	12,890,000	12,710,000	180,000	1.42
Total Gas Capacity per day	28,890,000	18,880,000	10,010,000	53.02
Number of Street Lamps	27,437	15,409	12,028	78.06
Miles of Overhead Wire	8,329	3,857	4,472	115.95
Miles of Underground Wire	3,001	1,966	1,035	52.64
Miles of Subway Duct	2,036	1,452	584	40.22
Miles of Gas Main	826	616	210	34.09
Tons of Steam Coal used	135,975	156,467	*20,492	*13.10
Tons of Gas Coal used	392,925	192,547	200,378	104.07
Gallons of Gas Oil used	296,597	5,445,755	*5,149,158	*94.55
Tons Coke Made	260,047	132,086	127,961	96.88
Tons Coke Sold	194,395	103,194	91,201	88.38

*Decrease

Other Important Activities

Advertising

THIS important educational and selling function receives the attention of a committee of three men acting under the direction of the advertising manager as chairman. Company advertising has been broadened and extended to include modern comic-strip appeal; radio is a regularly used medium and cooperation with the Electrical Association and the dealers of Rochester and vicinity is an important factor. An increase in the advertising budget characterized last year's advertising plan.

Coke Sales, Transportation

Coke sales and transportation enjoyed a very satisfactory year. The people of Rochester and vicinity continued to show their appreciation for R. G. and E. Guaranteed Coke. Transportation facilities were operated efficiently and continue to be a very important adjunct to the delivery of appliances and products sold and the transportation of our small army of workers who contact the public in carrying on the Company's traditions of service.

Engineering, Purchasing

A progressive and capable engineering department as usual played a major role in construction activities and the planning of future programs. Purchasing also is a big and important function for a large utility. Its detailed work and competent management, like that of engineering is almost too detailed for proper representation in a book of this kind.

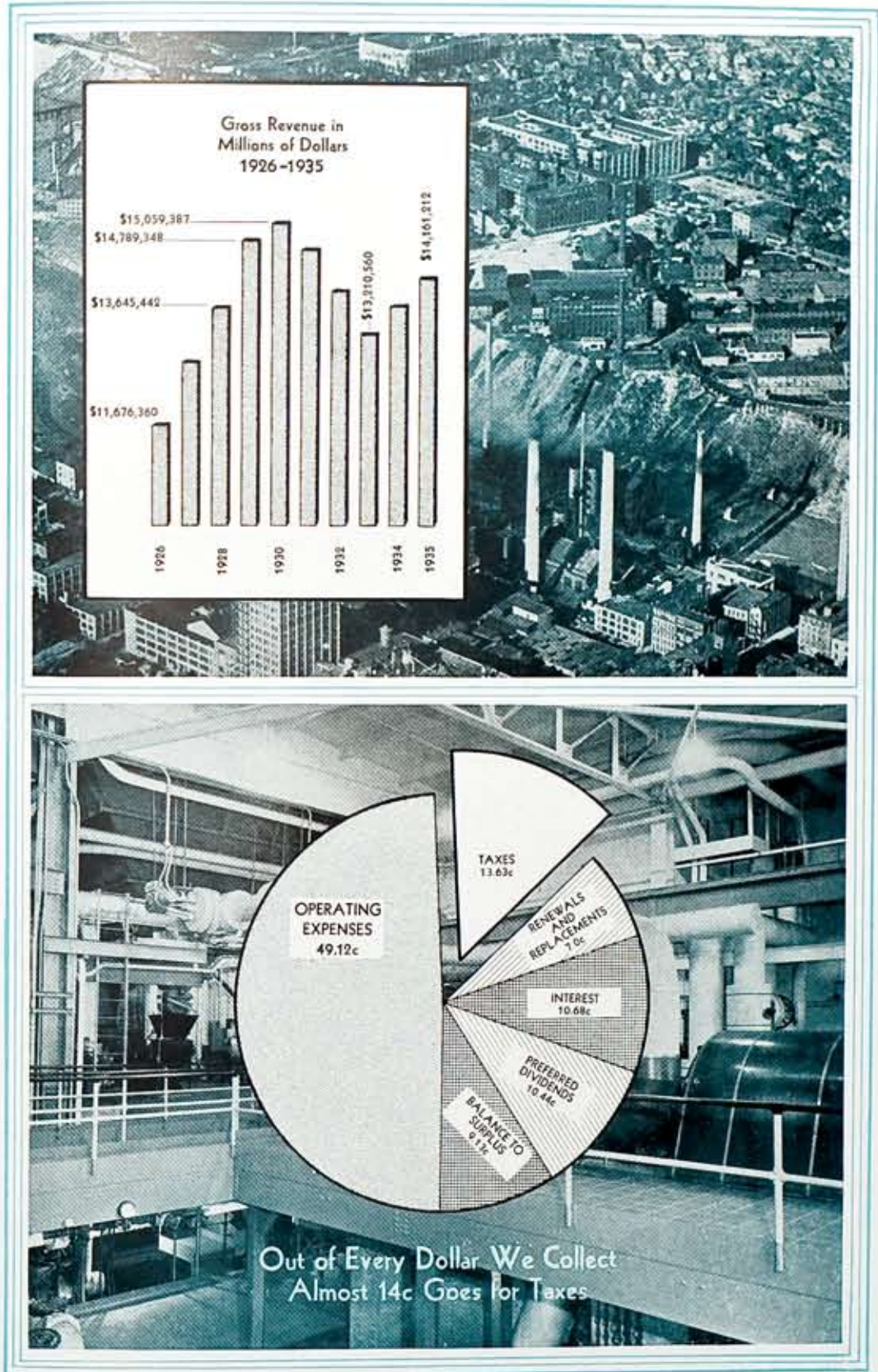
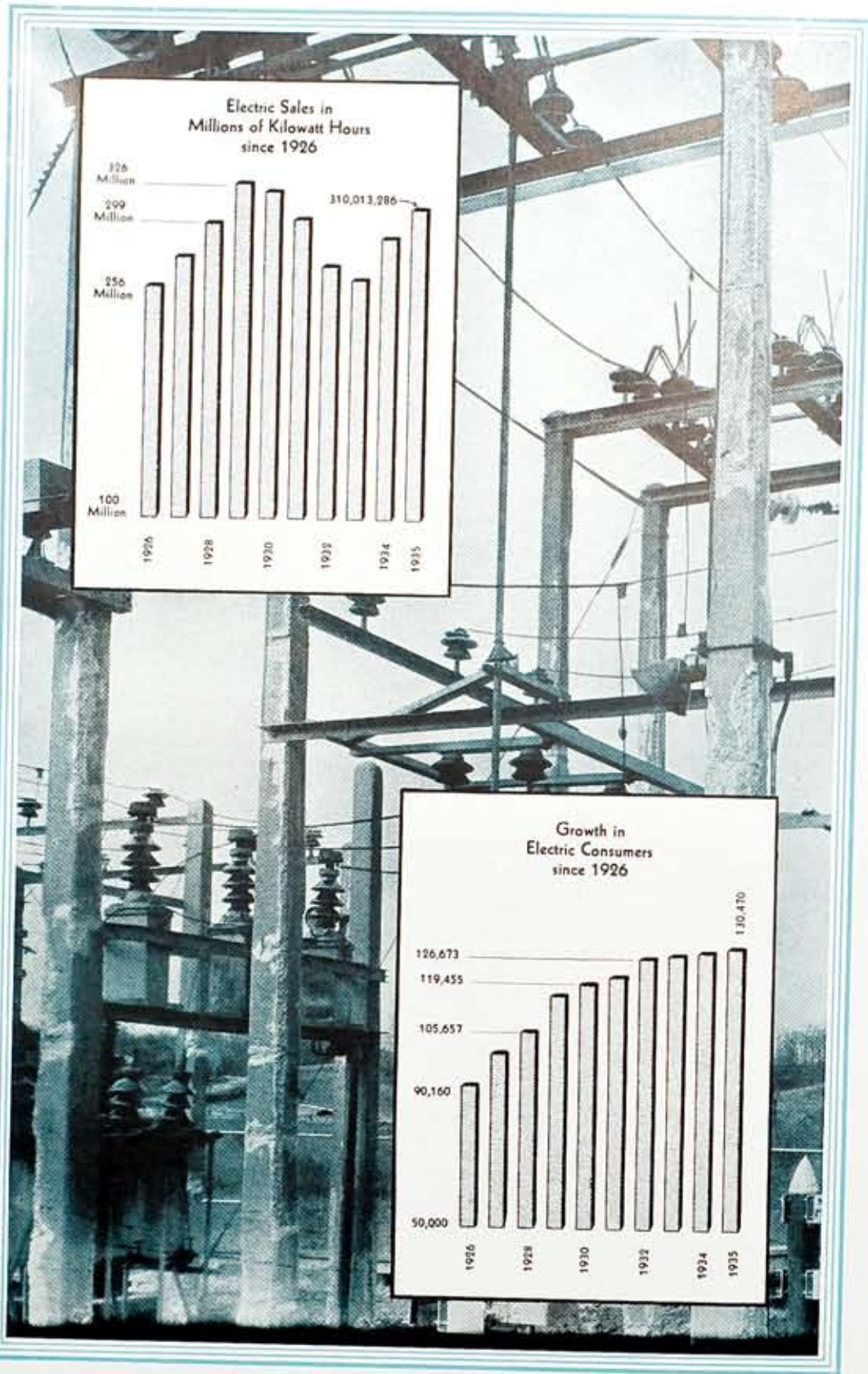
General Maintenance

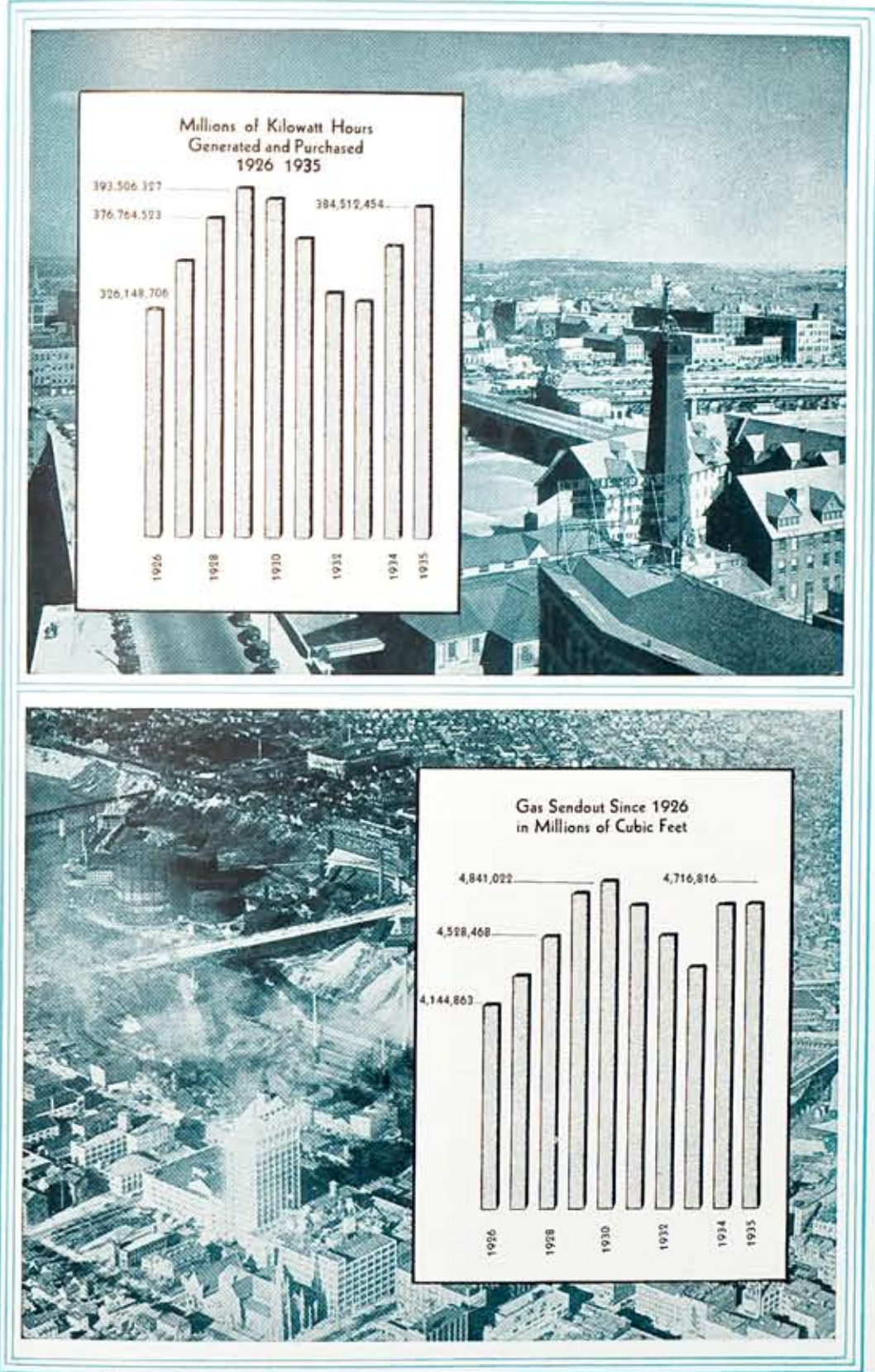
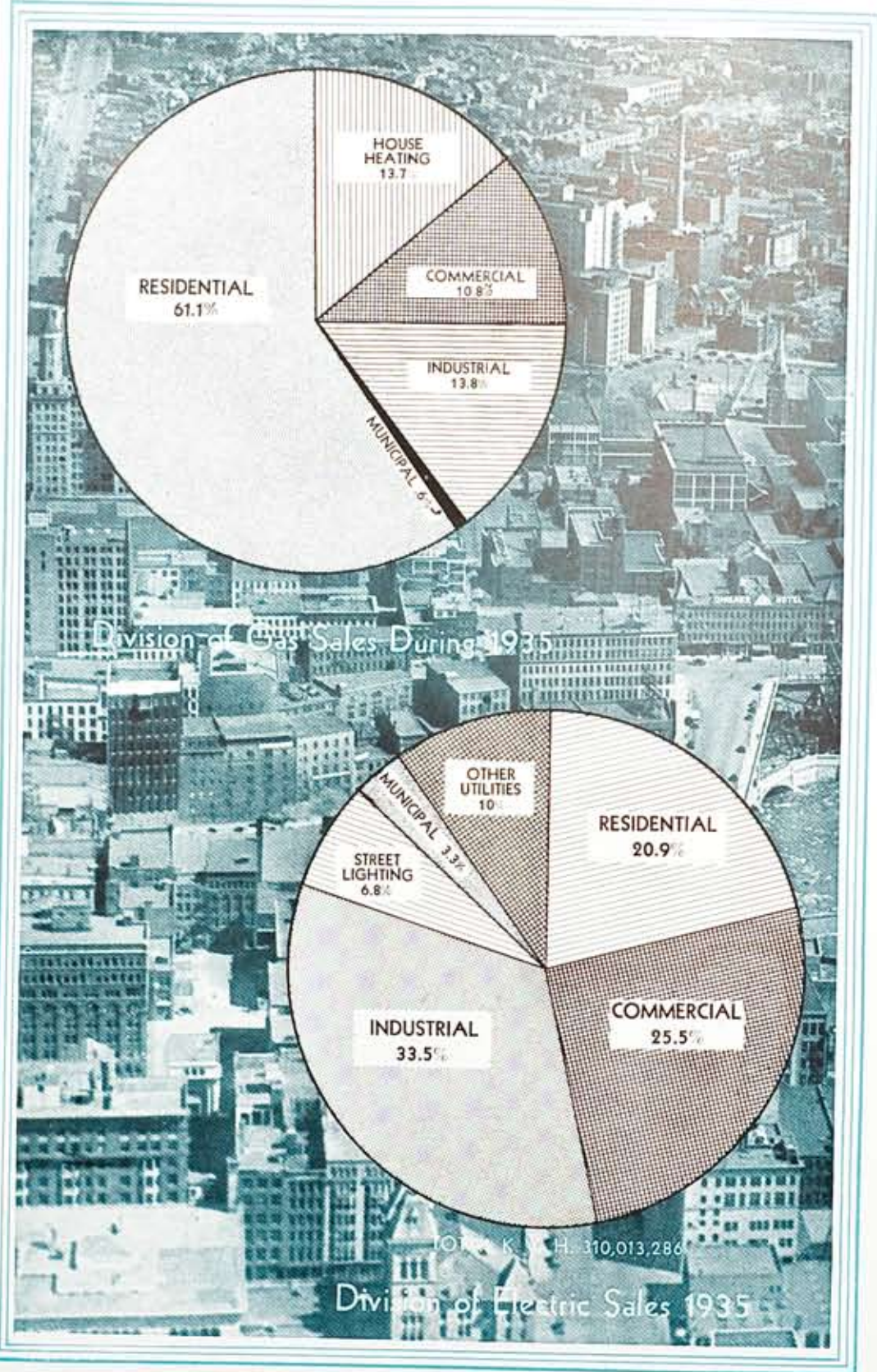
This department works hand in hand with engineering and construction. Its activities comprise a bulwark of Company operation and service which can be read between the lines of the articles comprising our Year Book. Modern machinery and equipment and skilled labor, with efficient supervision insure success for these undertakings.

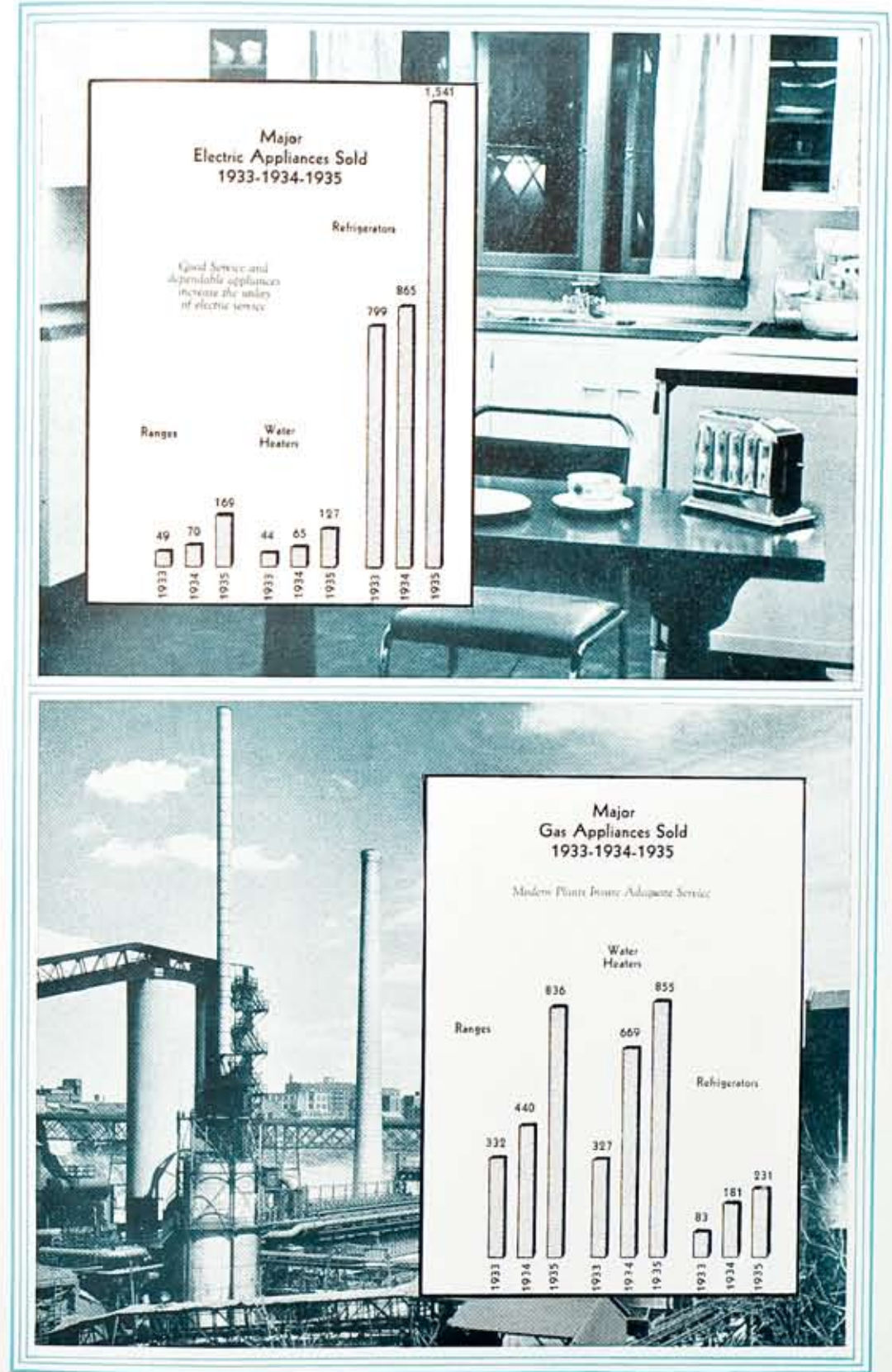
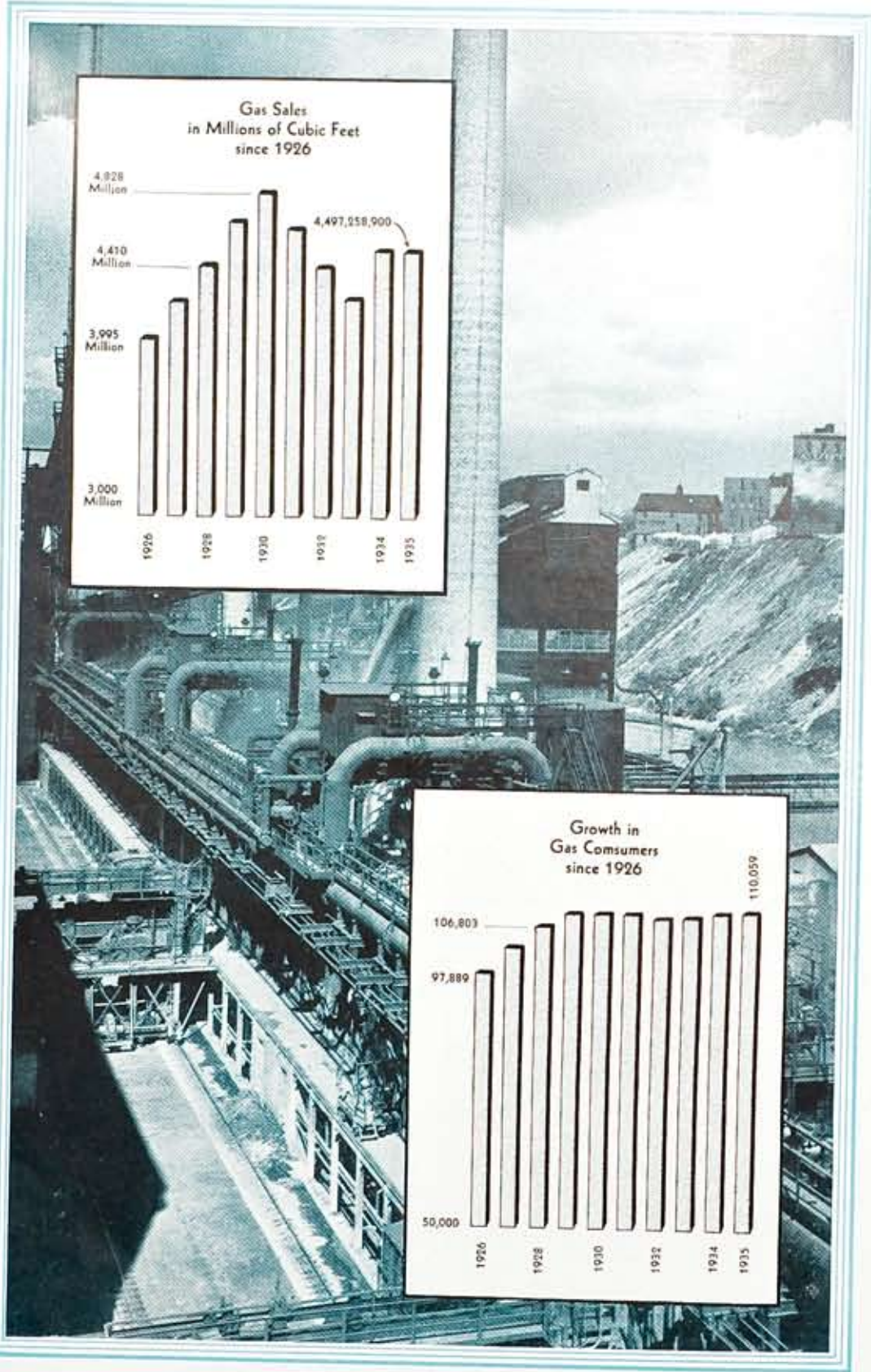
The Company's Preferred Stock

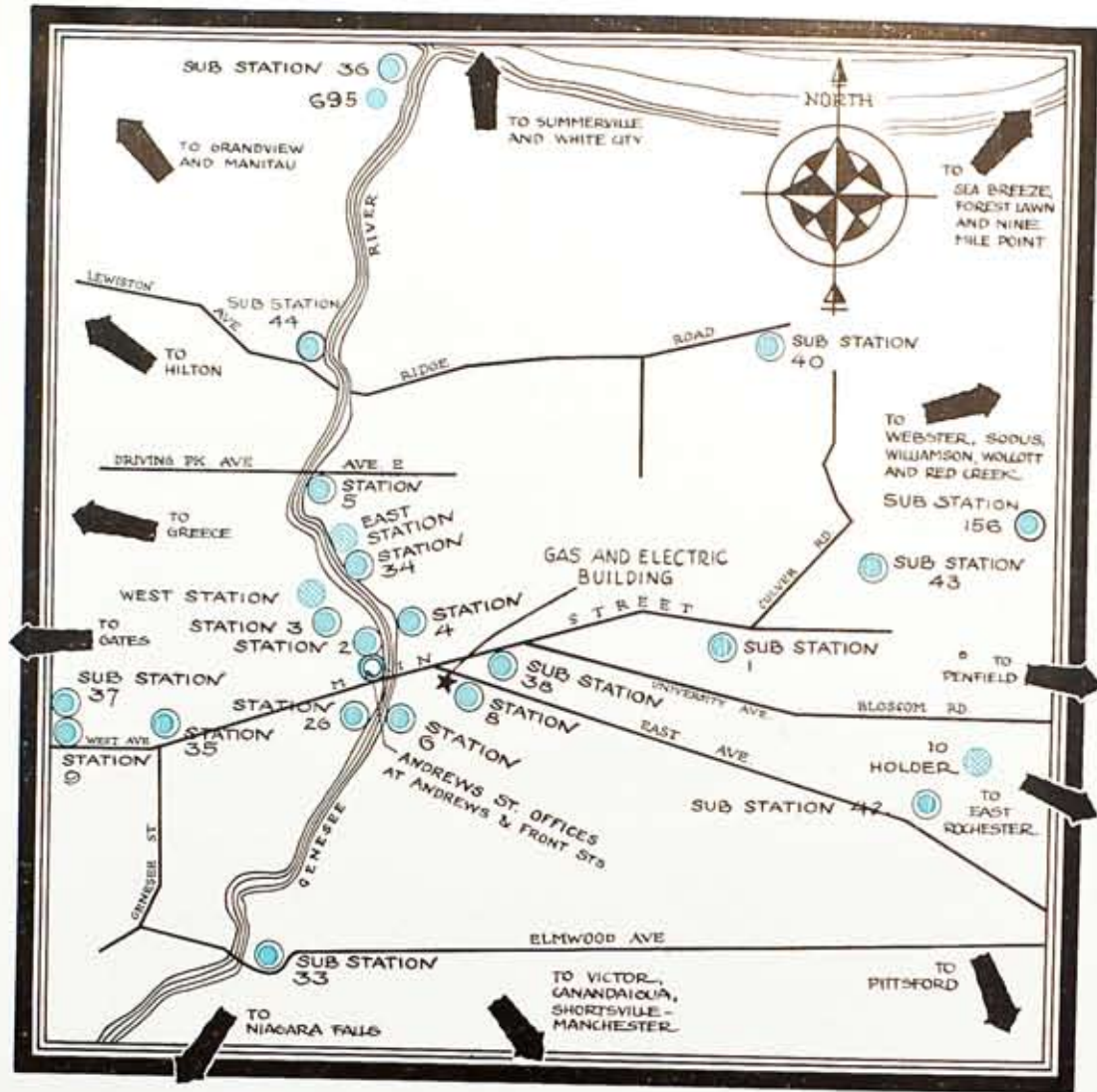
This stock is now quoted at 105. The 7% Preferred had been at 107 for the past three months, and the 6% Preferred issues, series C and D has been 103 and 105 for about the same period. These prices compare very favorably with those of a year ago when the 7% was 84 to 89 and the 6% was 74 bid and 76 asked. There are many more inquiries for R. G. and E. Corporation preferred than there is stock offered for sale. Quarterly dividend payments have been continuous from the date of issue. The 72nd dividend payment of \$1.75 per share on March 1, 1936 on the 7% preferred, Series B of 1918 meant that total dividends of \$126 had been paid to date on each \$100 invested when the stock was first offered in 1918.

A total of 55% of the present holders of R. G. and E. Corporation preferred stock are also customers of the Company for gas and electricity, being residents of Rochester or the surrounding territory served by the Company.









Arrows indicate direction in which lines extend to out-of-town properties

Station 1	Leighton Avenue	Substation
Station 2	Brown's Race	Hydraulic Station
Station 3	Foot of Mill Street	Steam Generation and Substation
Station 4	Central Avenue	Hydraulic and Substation
Station 5	Driving Park Avenue Bridge	Hydro Generating and Substation
Station 6	South Water Street	Hydraulic Generating and Substation
Station 8	Lawn Street	Steam Generating and Substation
Station 9	Lincoln Park	Steam Generating Station
Station 26	Aqueduct Street	Automatic Hydroelectric Station
Station 33	Elmwood Avenue	Substation
Station 34	Smith Street	Steam Heating and Substation
Station 35	Litchfield Street	Steam Generating and Substation
Station 36	Charlotte Boulevard	Substation
Station 37	Lincoln Park	Substation
Station 38	Swan Street	Substation
Station 40	Ridge Rd., near Culver	Substation
Station 42	Rockwood St., at N. Y. C.	Substation
Station 43	Wyand Cres. and Farmington Rd	Substation
Station 44	Ridge Road at Hanford Landing	Substation
West Station	Gas Manufacturing Plant	Falls Street
East Station	Gas Manufacturing Plant	East end of Smith Street
No. 10 Gas Holder		Searle Park, Blossom Road