

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

April 1937

Vol. 21 * No. 3



RUSKIN WAS RIGHT



... Price ...

John Ruskin, the poet, said: There is hardly anything in this world that some man cannot make a little worse and sell a little cheaper. And the people who consider price only are his legitimate prey.



Giving the Customer Something He Doesn't Ask For

MARGARET LINDER

ALL the service departments in the Company concentrate their efforts upon giving you information and service with the appliances you buy. They know what you expect from those appliances and, in addition, what the appliances will do for you which possibly you do not know about or expect. The Kitchen Planning service of the Company's Home Modernization Department serves you with the same completeness as do varied other departments of the Company. In promoting the Kitchen Planning

service we have taken into consideration the things we think customers will expect of us. First of all, we know that today housewives are conscious of the excess energy and time many of them spend unnecessarily in the kitchen. To help overcome the housewife's wasted expenditure of time as well as energy, we knew that we had to have a basis for planning the kitchen which would make for more efficiency, step-saving, and convenience. This resulted in making time-studies and re-

(Continued on Page 453)



The Home Planning and Kitchen Modernization department is glad to render, gratis, assistance to home owners or persons planning new homes or home modernization programs. This includes information relative to equipment, furnishings, draperies, and even color schemes. Make use of this new Company service.

Purchasing Problems of a Utility

E. BAIRD ROBINSON, *Purchasing Agent*

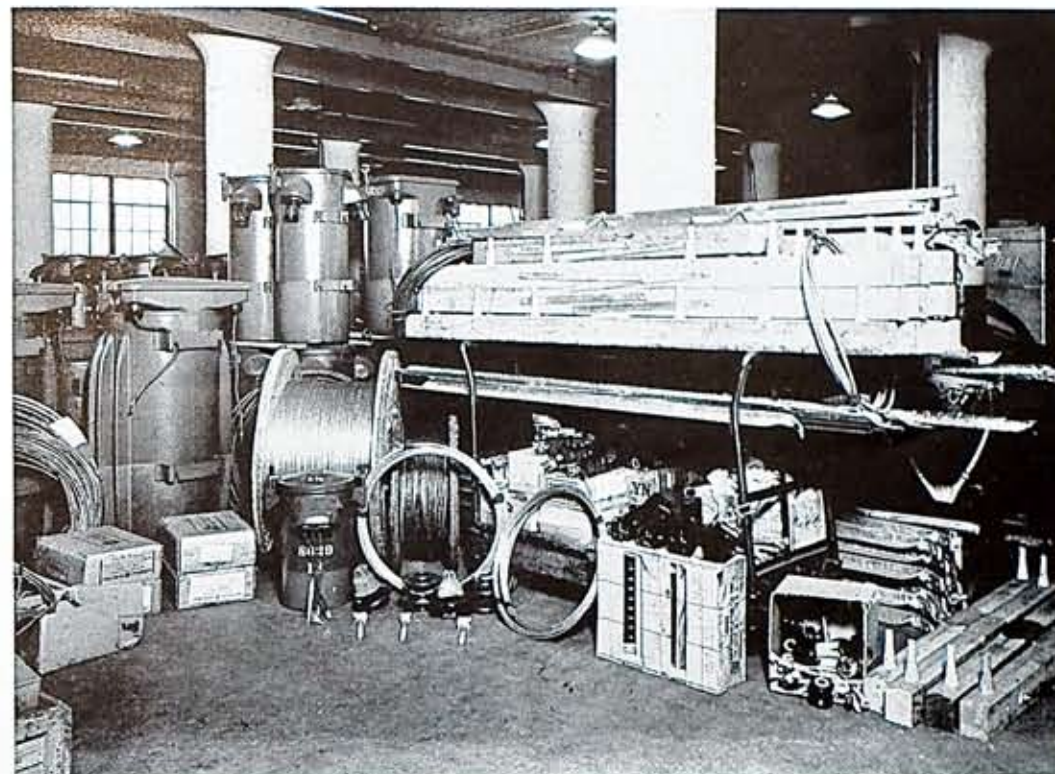
THE amount of money this Company spent for materials, supplies, merchandise, and contract and labor work, during the last year or so, increased considerably over what was spent during the preceding years. This was due in part to the large amount of money spent for the new boiler plant and equipment at Electric Station 3, as well as the enlarged program of rural electrification and gas line construction work carried on. Also, with the return to better times, sales of large merchandise items, such as refrigerators and ranges, have increased considerably over the previous period. Expenditures for maintenance purposes have also accelerated to catch up on work which had been deferred

for one reason or another. The use of materials, particularly such as cedar and pine poles, copper and aluminum wire, steel pipe, cross arms and other materials used in pole line construction of various kinds, shows a large increase over the years immediately prior to 1935.

The spring of 1933 witnessed the low point in the demand for basic commodities such as copper, lead, etc., and since that time commodities have advanced considerably in price. However, the greatest percentage advance has occurred since the summer of 1936. For instance, copper has advanced in price from $9\frac{1}{4}$ c per pound, in the fall of 1936, to $16\frac{1}{2}$ c per pound at the present time, an advance of almost



Some coal! This Company uses in winter months about 40 cars of coal per day, or a good half train load. Imagine that. In the coal pile, of which the above picture is but a mere drop in the bucket, there now reposes more than 70,000 tons of coal. The purchase and delivery of coal is one of the never ending big jobs of the Purchasing Department.



This picture shows some of the great variety of heavy hardware, wire, cable, insulators, bolts, cross arms, transformers, etc., which is stored temporarily in the Front Street Storehouse ready for call in emergencies or routine operation. Each morning the line crews and construction men draw out the materials they need for that day's work.



Some poles. These wooden poles in the Company pole yard, Atlantic Avenue and Leighton Avenue, represent a large investment when it is considered that about 10,000 wooden poles were used last year mostly in rural extension work. About seventeen poles are used to the mile, and the largest poles cost about \$50. The purchasing department not only has the purchasing responsibilities of the Company, but also makes analyses of requirements for the present and future. In these days of rising prices, this is an important, responsible activity.

80%. Prices of manufactured articles have followed the advance in commodity prices, and additional costs have been incurred by the manufacturers, to meet increased costs of labor, increased taxes, etc., As is usual, these costs are ultimately passed along to the consumer. Since Jan. 1, 1937, many advances in manufactured products have been made, and this tendency has continued with increasing force right up to the present time, and the end is not yet in sight.

The largest item which the Company uses is gas and steam coal, amounting to, respectively, 400,000 tons and 250,000 tons annually. Wage agreements signed April 1, 1937, and continuing for two years, provide for increased wages for coal miners, which increased cost will be passed along to us, and will apparently be in the neighborhood of 20c per ton, which will mean that our coal bill will be enlarged by \$130,000 annually. This extra cost, going into operating ex-

penses, cannot, in large measure, be compensated for. Unlike manufacturing companies, who are able to pass along to the consumer their increased costs, a utility company has to absorb them. On many of our large items we find ourselves covered for some period ahead. Where it was not possible to obtain a contract or coverage of some sort, we have taken larger amounts of material in stock before advances in prices have taken place. Equally as important as the prices of materials, is the matter of deliveries. In many instances, such as in certain steel products, the best delivery obtainable might be as long extended as three months. It is necessary, therefore, to attempt to anticipate material requirements just as far ahead as possible. Stocks of our standard materials are, therefore, being kept up to a fairly high level to take care of this situation, although it is impossible to anticipate requirements for many other items that we use.



Scene in the Company's Storehouse at Andrews and Front Streets. In this fine building of three stories, thousands of dollars worth of materials and equipment are stored and kept in ship-shape condition for use when needed. Refrigerators, ranges and other gas and electrical appliances and devices are received here, checked and prepared for delivery to customers upon call of sales departments.

GENERAL INFORMATION

Net Increase in Consumer's Meters for Year Ending February 28, 1937

	Feb. 28, 1937	Feb. 29, 1936	Increase
Electric....	1338,09	130,573	3,236
Gas.....	110,502	109,175	1,327
Steam.....	332	320	12
Total....	244,642	240,068	4,575

Net Increase in Consumer's Meters by Months

	1934	1935	1936	1937
January.....	54*	16*	329*	253
February.....	86*	55*	451*	173
March.....	93*	55	182*	
April.....	266	206	318	
May.....	366	281	540	
June.....	332	314	506	
July.....	172	233	562	
August.....	281	153	433	
September....	249	324	581	
October.....	203	211	585	
November....	191	121	456	
December....	179	175	350	

Statement of Consumer's Meters by Departments as of February 28, 1937

	Electric	Gas	Steam	Total	Incr.
1927	91,075	97,873	258	189,206	
1928	100,049	102,928	321	203,298	14,092
1929	110,429	106,974	319	217,722	14,424
1930	116,516	109,004	346	225,866	8,144
1931	119,744	109,264	341	229,349	3,483
1932	121,196	109,558	339	231,093	1,744
1933	126,877	108,292	323	235,492	4,399
1934	127,695	108,692	313	236,700	1,208
1935	128,964	109,502	309	238,775	2,075
1936	130,573	109,175	320	240,068	1,293
1937	133,809	110,502	332	244,643	4,575
Incr. in 10 Yrs.	42,734	12,629	74	55,437	55,437

	Month of Feb., 1937	Month of Feb., 1936	Increase
KWH Generated—Steam.....	9,263,166	10,092,410	829,244*
KWH Generated—Hydro.....	22,484,116	10,050,885	12,433,231
KWH Purchased.....	6,747,815	14,516,394	7,768,579*
M Lbs. Commercial Steam Produced.....	188,057	235,477	47,420*
MCF Coal Gas Made.....	463,750	473,094	9,344*
Tons Steam Coal Used.....	16,641	21,664	5,023*
Tons Gas Coal Used.....	38,603	39,604	1,001*
Tons Coke Made.....	26,457	35,297	8,840*

	Feb. 28, 1937	Feb. 29, 1936	Increase
Number of Employees.....	2,428	2,402	26
Amount of Payroll—Mo. Ended.....	\$ 390,091	\$ 389,595	\$ 496
Amount of Payroll—Yr. Ended.....	\$4,662,431	\$4,346,774	\$315,657
Miles of Underground Duct.....	2,045	2,037	8
Miles of Underground Line.....	3,022	3,002	20
Miles of Overhead Line.....	9,177	8,358	819
Miles of Gas Main.....	857	826	31
No. of Street Arc Lamps.....	1,397	1,395	2
No. of Mazda Street and Traffic Lamps.....	26,371	26,123	248
Total Number of Street Lamps.....	27,768	27,518	250

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for February, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$6,624.68	Sick Benefits.....	\$3,572.39
Dues and Fees—Members.....	885.11	Accident Off-Duty Benefits.....	132.44
Dues and Fees—Company.....	885.11	Family Sickness.....	4.29
Rochester Hospital Service Plan—Members.....	850.25	Medical Examiner.....	12.00
Company.....	424.00	Nurse's Expense.....	100.00
Interest on Bank Balances and Investments.....	0.00	Payment to Rochester Hospital Service Corporation.....	1,274.25
Total.....	\$9,669.15	Balance end of month.....	4,573.78
E. B. A. Membership February 28, 1937.....	2,202	Total.....	\$9,669.15
Members participating in Rochester Hospital Service Plan Feb. 28, 1937, 1,339; Feb. 29, 1936, 1,184		E. B. A. Membership February 29, 1936.....	2,179

Doubles Tournament Climaxes R. G. and E. Bowling Season

ABOWLING season that must be called the best ever in attendance and enthusiasm, also real bowling proficiency, ended in a doubles tournament on the evening of March 9. The tournament was attended by a record crowd of bowling fans and first place honors were carried home by Russell Howe and Edward Voelker. Another finale for the season was the banquet held on March 16, at Helfer's Inn. Eighty men enjoyed the banquet and incidental festivities. The banquet committee was made up of the following bowlers: Douglas Bruce, chairman; Jim Skinner, George Sanders, Johnny Bloom and Charles Jennejohn.

Last season the league was enlarged from eight to twelve teams. Instead of weakening the league as might seem to be the case, the additional men seemed to make little difference as evidenced by the grand average per game, which was 173.0 pins for the entire league as against 174.8 pins the previous year.

Two teams from the R. G. and E. went to Auburn to bowl the Empire State Gas and Electric teams from Auburn and Geneva. Rochester won from both of these contestants and signed up for a return match to be held at Rochester on April 10. In the return match, the results were a loss for the



Winning team in the R. G. and E. Bowling League play-off, the team representing the Electrical Distribution Department. From left to right these men are: Howe Kiefer, Lester Sale, Carl Winterroth, Wilbur Neuffer and Milton Klick. Their team average was 931.

Season Standing—March 2, 1937

Team	Won	Lost	%	Team Ave.
1. ELECTRIC DISTRIBUTION.....	52	14	.788	931
2. OFFICE MAINTENANCE.....	46	20	.697	906
3. OFFICE.....	44	22	.667	891
4. ELECTRIC STATION.....	40	26	.606	868
5. GENERAL CONSTRUCTION.....	39	27	.591	882
6. LINE DEPARTMENT.....	34	32	.515	867
7. TOOL ROOM.....	27	39	.409	854
8. GAS DISTRIBUTION.....	25	41	.379	835
9. STEAM DEPARTMENT.....	23	43	.348	841
10. ORDER DEPARTMENT.....	23	43	.348	848
11. STOREHOUSE.....	22	44	.333	825
12. APPLIANCE SERVICE.....	21	45	.318	834

R. G. and E. to Geneva, and a win from Auburn.

Several of our bowlers will journey to New York the last of April to compete in the National Bowling Tournament. They are, Johnny Bloom, Herman Fichtner, Benny Cahill, Carl Winterroth, Charles Bond. Howe Kiefer, with a little persuasion, will show you the silver medal he received from the National Bowling Association for bowling that phenomenal 299 game on December 18. Already plans are being projected for next season's bowling activity, and those who are working in this direction are Leon Wittman, Russell Howe, Joe Trapolino, George Sanders, L. Begy and George Young.

Team and Individual Scores

HIGH 1 GAME—Elec. Dist.....	1102
HIGH 3 GAMES—Elec. Dist.....	3184

INDIVIDUAL

HIGH 1 GAME—Kiefer.....	299
HIGH 3 GAMES—Winterroth.....	737

GAMES AT AUBURN

AUBURN TEAM				
	First Game	Second Game	Third Game	Total
DeSocio.....	164	148	179	491
McGrath.....	178	159	196	533
Speno.....	151	147	187	485
Pfeiffer.....	172	192	158	522
Dempsey.....	174	210	173	557
Totals.....	839	856	893	2588

ROCHESTER TEAM				
	First Game	Second Game	Third Game	Total
Sales.....	169	183	188	540
Schipper.....	201	153	168	522
Swozowski.....	233	185	211	629
Wittman.....	152	158	121	431
Cahill.....	178	201	168	547
Totals.....	933	880	856	2669

GENEVA TEAM

	First Game	Second Game	Third Game	Total
Danahee.....	168	169	179	516
Yates.....	200	181	149	530
Olson.....	169	164	213	546
Jones.....	256	204	189	649
Doyle.....	191	212	143	546
Totals.....	984	930	873	2787

ROCHESTER TEAM

	First Game	Second Game	Third Game	Total
Miller.....	188	202	161	551
Kiefer.....	197	160	168	525
Bond.....	157	170	209	536
Winterroth.....	177	220	168	565
Bloom.....	267	225	175	667
Totals.....	986	977	881	2844

INDIVIDUAL AVERAGES

BOWLING 50% OF GAMES OR MORE

Name	Games	Ave.
1. Bloom.....	63	202.62
2. Winterroth.....	66	198.08
3. Bond.....	63	194.36
4. C. Miller.....	63	190.17
5. Kiefer.....	60	189.82
6. Schipper.....	66	186.12
7. Swozowski.....	57	185.72
8. Cahill.....	63	185.21
9. Wittman.....	46	184.96
10. Sales.....	66	184.15
11. Fichtner.....	60	182.40
12. Heinzle.....	51	182.35
13. Knope.....	63	181.86
14. Klick.....	66	181.12
15. Neuffer.....	60	181.05
16. Galen.....	51	179.20
17. Schoenherr.....	63	179.13
18. Kramer.....	58	178.19
19. Voelker.....	66	177.98
20. Fogarty.....	42	177.07
21. Kwapich.....	63	176.98
22. Baker.....	51	175.61
23. Young.....	60	175.18
24. Begy.....	66	174.38
25. Versprille.....	63	174.35
26. Bruns.....	63	173.71

(Continued on Page 461)



These men swear by Sulphate of Ammonia and don't mind waiting their turn in the long line of trucks. Farmers always enjoy visiting, anyway, and their crops are an endless topic for discussion. From left to right their names are: W. Lee, Red Creek; W. W. Burchfield, Morton; Staley Vogt, Ontario (on running board); F. J. Miller, Webster (in cab of car); Adrian Vogt, Williamson (on running board); and, H. J. Strickland, Interlaken.



It is quite a drive from Interlaken, N. Y. to Rochester, but apple grower H. J. Strickland thinks it worth while so long as he can get his load of Sulphate of Ammonia. He says it acts like a Spring tonic to his trees, and makes them sturdy, luxuriant and healthy, giving promise of plenty of fruit in the harvest days to come.

Selling Sulphate of Ammonia To Farmers at East Station

We were down at East Station one morning recently and there was such a rush of farmers getting Sulphate of Ammonia that we could barely squeeze through. Next day we asked Joe Lacagnina to telephone us when another rush period came so we could get some photographs. Joe did his part, and although the day was dull and drizzly we took the photos anyway. Then we asked Edward Button to write a story to go with the pictures, and here it is. If Sulphate of Ammonia is as good as these farmers say it is, perhaps we all ought to use it more consistently on our lawns, gardens and trees. You can obtain a folder relative to its many uses at the Coke Sales Department.

EDWARD N. BUTTON

ONE of the many by-products of gas manufacturing at Rochester is ammonium sulphate. Besides numerous commercial uses, sulphate of ammonia is an excellent fertilizer and large quantities of it are sold to farmers and fruit growers in this section of the state for this purpose.

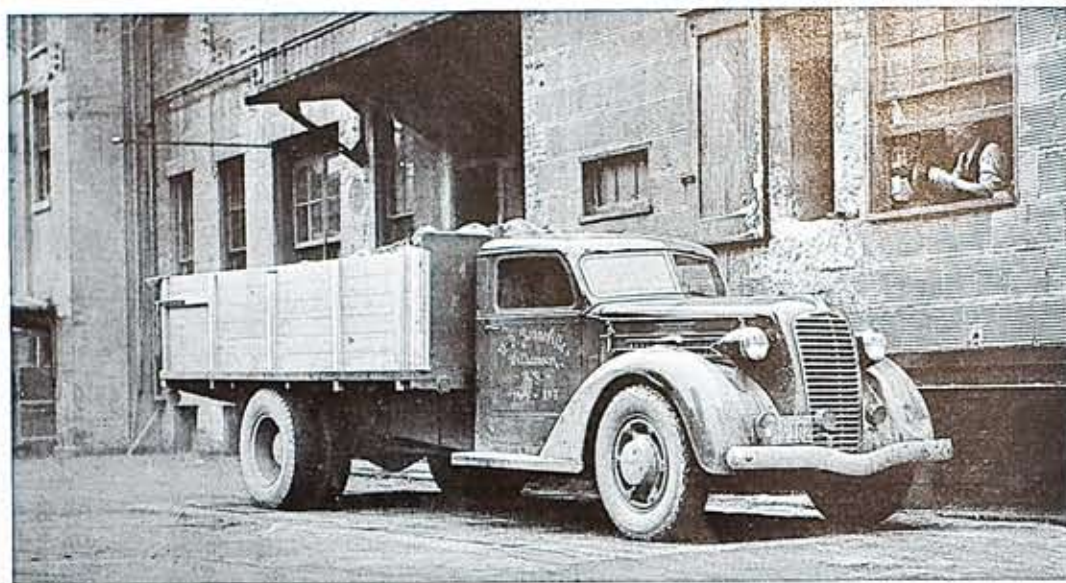
In the process of gas purification the gas passes through lead lined saturators. Here ammonium sulphate is precipitated by bubbling the gas (containing ammonia) through a sulphuric

acid solution. The sulphate is then separated from the mother liquor by means of a drain table and is dried in centrifugal driers.

Under normal operation about one fourth of the ammonia produced during the carbonization of coal is made into sulphate. The remaining three-fourths is converted into concentrated ammonia liquor which is shipped to the Solvay Process Company in 10,000 gallon tank cars. Approximately five tons of ammonium sulphate and 2,000



For miles and miles around farmers, orchardists and gardeners come to East Station to get their supply of Ammonium Sulphate. This year, a greater rush for Sulphate was experienced than ever before. These men are receiving Sulphate from the endless conveyor belt which shoots it onto the waiting truck. From left to right they are: Back, Everett Collier, Williamson, N. Y., front, Al Leiter and his son, Donald, Brockport, N. Y.



The Zonneville truck, from Williamson, down in the apple belt, is being weighed after having put on one of the biggest loads of the day, 8 tons of Sulphate of Ammonia. Farmers, when they finally give their "O. K." to a product, become enthusiastic users and boosters.

gallons of concentrated ammonia liquor are produced daily. By changing the operation the amount of sulphate made can be increased or decreased depending upon the requirements and the economics between sulphate and concentrated liquor. One ton of 93% sulphuric acid is required for the manufacture of one ton of sulphate of ammonia and the handling and unloading of a 7000 gallon car of acid each week is no small item.

Previous to 1932 all of the sulphate that was sold locally was kiln dried and put in paper lined bags. However since the major portion of the sulphate now sold locally is used by fruit growers, a kiln dried product is not necessary and the commercial grade containing approximately 2% moisture is sold in bulk. This results in a saving of both money and time to the farmers as the cost of kiln drying and bagging is passed on to the users of sulphate and the same amount of fertilizer can be purchased for a much lower price. Also by loading the sulphate in bulk directly on the truck the user can drive into the orchard and throw the sulphate on the ground under the trees and thus save several handlings that were formerly necessary.



Mr. A. J. Zonneville of Williamson, N. Y., exemplifies the smile which orchardists assume when the topic of conversation is Sulphate of Ammonia. Like the man who would walk a mile for a Camel, Mr. Zonneville would go long distances for his favorite fertilizer.

By selling sulphate of ammonia in bulk an excellent fertilizer is made available to the farmers and fruit growers in this section at the cheapest possible price.

Fine for Orchards

Ammonium sulphate is placed on the orchards in the spring of the year two or three weeks before the buds on the trees open. The result of this is that practically the entire year's production is sold to farmers during two or three weeks in the spring. In the summer, fall, and winter months the daily production is stored inside the sulphate building. At the beginning of the sulphate season the pile contains 12 to 14 hundred tons which is sold in a relatively short period. This means that during a short time in the spring trucks are weighed, loaded, and reweighed from early morning until late at night at East Station. This spring at times there were as many as 30 trucks waiting in line to be loaded. In the line were trucks from as far east as Interlaken, as far north as Oswego, as far west as Albion and Lockport and as far south as Dansville. The men with the trucks generally know each other and while waiting spend the time talking and renewing acquaintances. There has been no complaining even from those who have had to wait several hours because they all know that loading is done as fast as is humanly possible and realize that it is all in the day's work.

Reformed!

"My good man," said the kindly old lady visiting the jail, "I hope that since you have come here you have had time for meditation and have decided to correct your faults."
 "That I have, mum," replied the prisoner in heartfelt tones. "Believe me, the next job I pulls this baby wears gloves."

Everett Collier, Williamson fruit grower, told us some mighty nice things about Sulphate of Ammonia. "It sure puts life into those trees," he remarked. "And makes 'em grow like sturdy farm children."

Giving the Customer Something

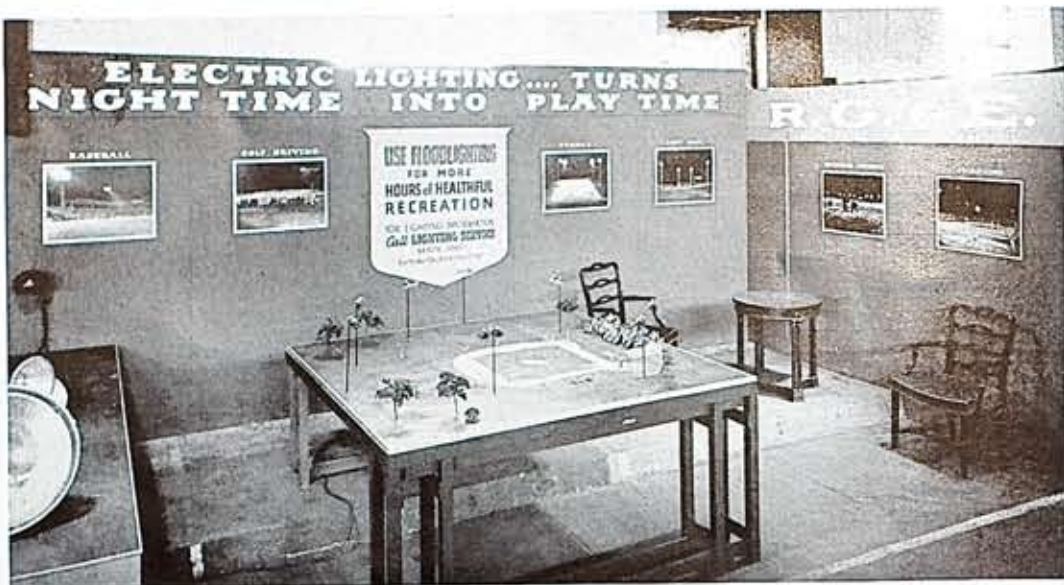
(Continued from Page 443)

search in kitchens by the Home Service Department. We also know that housewives are very definitely interested in the decoration and color used in your modern kitchen. So we include in our service, color suggestions and schemes coordinating your likes with our suggestions so that the color of your kitchen will please you.

To make the service complete we have made it a bureau of ideas. You may have information about gas and electric appliances, lightning, cabinets, arrangement of shelves in cabinets for storage and convenience, sinks, gadgets, and anything pertaining to the kitchen which you want to know. This service is personalized in that it will give you the advice you desire about any kitchen modernizing problem you may have.

We aim to make it a joy for the housewife to follow the rule "A place for everything and everything in its place."





Industrial Department's exhibit at the Sports Show, featuring the importance and utility of good lighting in outdoor sports and pastimes.

Sports and Outdoor Show Big Success

ROCHESTER'S first Sports and Outdoor Show was highly successful. More than 40,000 persons enjoyed its many innovations, including fly casting, log rolling, pistol shooting and many other sporting events provided on the big show. Nearly as interesting to sports lovers were the fine exhibits which presented the latest in hunting, fishing and sports paraphernalia and equipment.

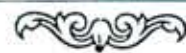
One of the most popular exhibits at the show, as judged by its appeal to old and young alike, was the Company's display of wild life and its hatching of baby pheasants. These pheasants were actually hatched from eggs laid in Rochester's downtown section, at the Company's Davis Building, on Mill Street, at the west end of the Platt Street bridge. In this same Davis building 2559 baby pheasants were raised for releasing last year, from 3000 chicks donated by the State of New York. This phenomenal success in raising strong, healthy baby pheas-

ants in captivity is seldom if ever equalled. The success of this venture of the Monroe County Pheasant Restocking Committee provided the cue from which the Company's exhibit was planned. The Company committee in charge of the show displays was composed of Messers Willis E. Hughes, William Weaver, Carl Jeerings and Lester Twitchell.

Beside the pheasant hatching feature, the Company's exhibit included a display of cock and hen pheasants in a well staged imitation of their native habitat. It also created much interest through the presentation of a big family of baby ducklings, in the downy stage, and a rabbit.

The Sports and Outdoor Show was sponsored by the Genesee Conservation League, Inc., whose officers are: Fred P. Kimball, president; Howard Woods, vice-president; Don Francis, vice-president; William Weaver, secretary, and Howard J. Henderson, treasurer. Proceeds from the show will go to for-

Group of Rochester-hatched baby pheasants being released by sportsmen in this section.



ward the work of conservation in the field in this section according to the ideals of the organization, which are the same as those fostered by the Izaak Walton League.

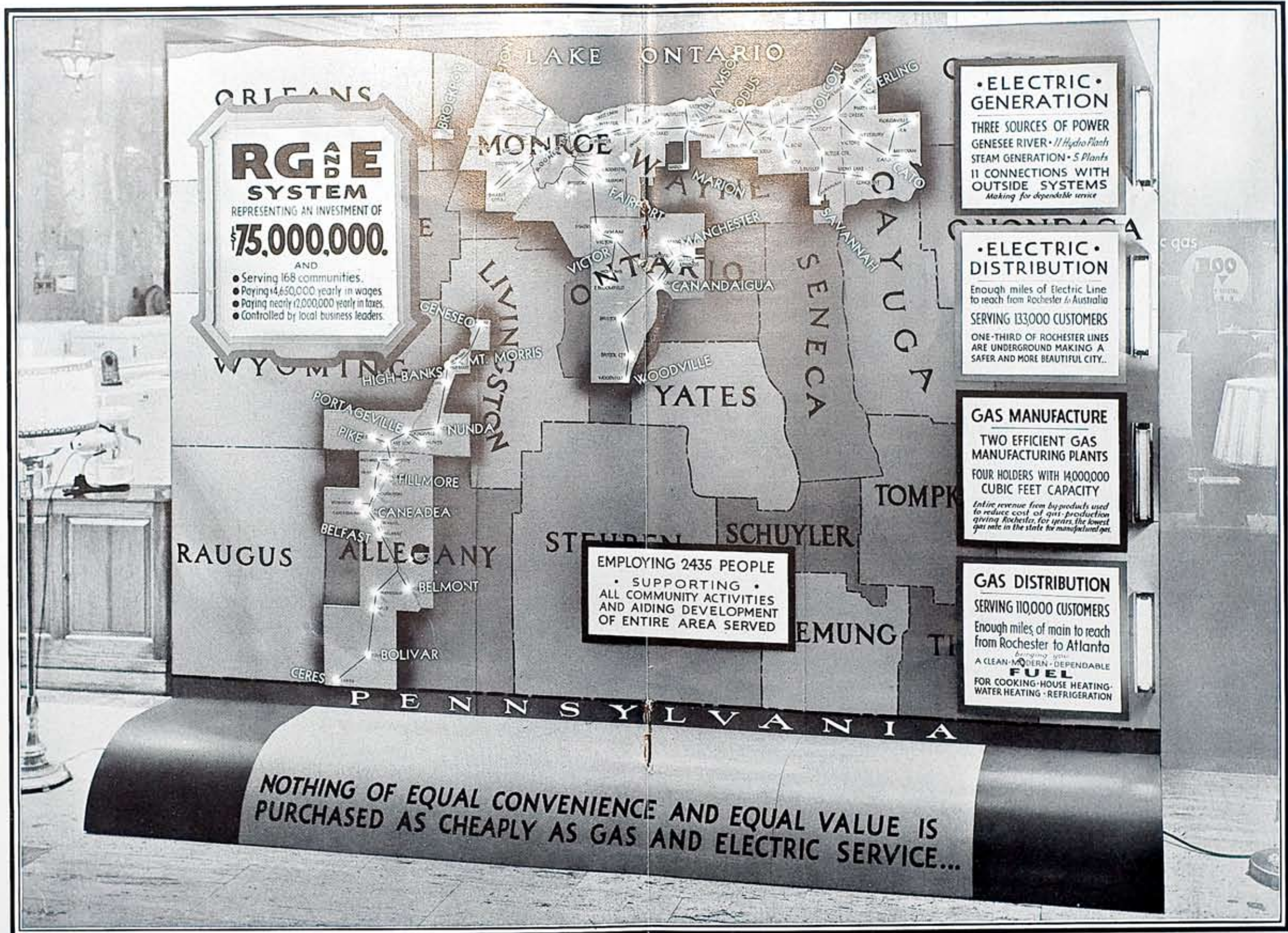


The conservation work done in connection with pheasant raising was fostered by the Monroe County Pheasant Restocking Committee, supported by the fine interest of State Commissioner of Conservation, Lithgow H. Osborne. The members of the committee are: Walter Williams and Dick Murphy, Community Gun Club; Dr. Ray Elliott and Arthur Chamberlain, Oak Hill Country Club; Foster Yawger, Monroe Golf Club; Gay R. Levis,

Locust Hill Golf Club; Dr. Oscar Kolthoff, Brooklea, Country Club; William L. Weaver, Chiselers Gun Club; Howard M. Woods and J. H. White, Genesee Conservation League; Fred End, Brooks Avenue Gun Club; Howard Kidd, Country Club of Rochester and Max Adler, Irondequoit Country Club. Ernest C. Scobell, Company vice-president, is general chairman, with William Weaver acting as its secretary and treasurer.



Inside this plain looking exterior a very interesting, animated exhibit of wild life was shown by the Company. It contained a family of ducklings, a pheasant hatching project and pheasants and other wild life shown in their native haunts.



RGE AND SYSTEM

REPRESENTING AN INVESTMENT OF
\$75,000,000.

- AND
- Serving 168 communities.
 - Paying \$4,650,000 yearly in wages
 - Paying nearly \$2,000,000 yearly in taxes.
 - Controlled by local business leaders.

EMPLOYING 2435 PEOPLE
• SUPPORTING •
ALL COMMUNITY ACTIVITIES
AND AIDING DEVELOPMENT
OF ENTIRE AREA SERVED

• ELECTRIC • GENERATION
THREE SOURCES OF POWER
GENESEE RIVER • 11 Hydro Plants
STEAM GENERATION • 5 Plants
11 CONNECTIONS WITH
OUTSIDE SYSTEMS
Making for dependable service

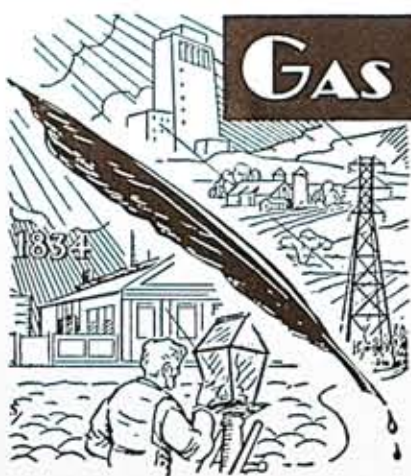
• ELECTRIC • DISTRIBUTION
Enough miles of Electric Line
to reach from Rochester to Australia
SERVING 133,000 CUSTOMERS
ONE-THIRD OF ROCHESTER LINES
ARE UNDERGROUND MAKING A
SAFER AND MORE BEAUTIFUL CITY..

GAS MANUFACTURE
TWO EFFICIENT GAS
MANUFACTURING PLANTS
FOUR HOLDERS WITH 14,000,000
CUBIC FEET CAPACITY
*Entire revenue from by-products used
to reduce cost of gas production
giving Rochester, for years, the lowest
gas rate in the state for manufactured gas.*

GAS DISTRIBUTION
SERVING 110,000 CUSTOMERS
Enough miles of main to reach
from Rochester to Atlanta
bringing you
A CLEAN • MODERN • DEPENDABLE
FUEL
FOR COOKING • HOUSE HEATING •
WATER HEATING • REFRIGERATION

**NOTHING OF EQUAL CONVENIENCE AND EQUAL VALUE IS
PURCHASED AS CHEAPLY AS GAS AND ELECTRIC SERVICE...**

Recent window display in our East Avenue windows which presented an educational picture, in colors, and with animation, of the Rochester Gas and Electric Corporation's system. The data in each of the boxes, at the right side of the picture, flashed on its colored border simultaneously with the appearance of that specific department's display in electric lights on the map proper. Company plants were shown, as well as the towns and cities served by the Company. We had some of the towns shown in larger (white type) to indicate to readers the "lay of the land" so far as the extent of Company lines is concerned.



GAS & ELECTRIC NEWS

Department Correspondence Staff

ELEANOR BURGER	<i>Women's Section</i>
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MILDRED HACKER	<i>Consumer's Accounting</i>
HOWE KIEFER	<i>Electric Distribution</i>
CATHERINE O'ROURKE	<i>Canandaigua</i>
GEORGE B. HISTED	<i>General Construction</i>
GUY CHADDOCK	<i>Station 3</i>
JAMES COYNE	<i>Garage</i>
GEORGE PUDDINGTON	<i>Domestic Sales</i>
VIRGINIA WOLVERTON	<i>Gas Manufacturing</i>
RALPH MASON	<i>Lake Shore Dist.</i>

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

HERMAN RUSSELL *Honorary Editor*
FLOYD MASON *Editor*
EDITH H. WILSON *Associate Editor*

Keeping Them Sold, or A "Flyer" in Friendship

THERE wouldn't be much fun for a man or a woman to live in a big mansion all alone, even though they had all the luxuries of life. Playing golf all by oneself would prove to be rather short of excitement and real interest. Making the best possible "shots" with none there to applaud or "kid" us would leave something to be desired. And how much real pleasure would the best picture show bring us if we sat in a large auditorium as the sole critic or pleasure seeker?

A well managed life requires a large increment of social contact. Every human being likes to feel that he contributes something to the happiness of other human beings, and needs the solace and the tonic effect which rubbing shoulders with them brings to him. Life is a bit communistic after all, at least in the broad interpretation of the word.

Looking over the advertisements in, for instance, the Saturday Evening Post, brings to most persons a real thrill of pride in ownership of many of the fine products which are nationally sold and advertised. A person may own a product that gives him great satisfaction, but if the manufacturer of that product never tells about its virtues in glowing advertisements, the owner begins to wonder if, after all, he might not have done better to buy another, better advertised product.

Keeping folks sold on what they have spent their good money for is one of the real duties of successful advertising. Such advertising creates a real loyalty among users and makes it harder for them to "switch" to something that is sometimes said to be "just as good," but often isn't.

Products and services are like friends. We learn to like them for their true worth. Persons, like products of the manufacturer, have to do a reasonable amount of consistent advertising, too. Keeping the fences of our friendships well repaired by personal contacts, encouraging words and a willingness to help out in various and sundry friendly ways is the manner in which we keep ourselves "sold" to fellow human beings. And unless we do these spontaneous little acts of friendship we are quite likely to receive fewer

dividends from friendship than may be ours for such a small outlay in effort and interest.

Not even an article enthusiastically accepted and used in the home for many years, it is said, will continue to be purchased by the public solely on its past performances. It must be advertised consistently. It is not merely how good a thing is that keeps it selling. It must also be high-lighted by the legitimate glamor of advertising and must publicly testify to those virtues which help to appeal to a user's pride in numbering himself among those astute individuals who know how to pick winners from among the host of similar products which have not yet gained the confidence of the buying public.

Manufacturers and advertisers are not losing any bets these days in properly presenting their products. Perhaps there is a lesson here for all of us. How about an advertising campaign for You, Us and Company. Let us not depend too much upon past laurels in life, upon the friendly gestures of yesterday. We, too, must keep everlastingly "advertising" our ability to stay "tops" in the lives and hearts of those whom we like to call our friends.

Sleep

SLEEP is a fanciful, whimsical sanctuary into which we can lose ourselves when the cares and vicissitudes of life press us unduly. A person is in tough shape when he gets to the point where he can not sleep. As one man put it: "It is getting so that I can't sleep even when it is time to get up." Some other persons are more fortunate, they can sleep almost any time. Getting sufficient sleep is an obligation which each person owes to himself and to his employer. This can not be gainsaid.

A sleepy person, one who is tired

mentally and physically just can not do a good day's work. One adjustment most folks have to make is to discover how much sleep they need, and then try to get it consistently. Failing to do this, robs a person of the real zest which his work can bring to him and gives him a lower mark in the school of efficiency. It also causes him to be much more of an accident hazard both to himself and to others.

Too many human beings lose more sleep than they can afford to lose. They get into a nervous state where a Doctor has to be seen. Even a Doctor, however, can not make one well if he persists in side-stepping his nightly rendezvous with Old Man Morpheus. Sleep is such a delightful tonic. Why do we not appreciate its blessings more than we do?

If we had to pay for sleep, so much a dose according to prescription, then perhaps we would religiously get our adequate quota. As it is, sleep is in that careless category of things which really do not cost us anything; we can take it or leave it.

Nature gives us in abundance many things which are free for the taking, and she knows even better than we know how important they are to life and happiness. Many persons spend quite a bit of time making out financial budgets for the year. It is time well spent. In budgeting money to be judiciously spent to bring the greatest increment of happiness, we find a reasonable hint to us in budgeting other things.

Why not budget sleep? Put it down in your log book of life that you are going to be more careful about getting this great tonic which is without a peer in promoting good health. The sanctuary of sleep is waiting to bring you rest, but Morpheus employs no "G" men to make you go to bed. Try getting your sleep every night for, as Shakespeare said "Our foster nurse of nature is repose."



Spring Comes
to Ellison Park
—Barker

Home Service

Hundreds of Rochester house wives look back upon the interesting, educational meetings which used to be conducted in the Home Service Department, in the basement of the Gas and Electric Building. In response to a popular appreciation for this type of service, these meetings are to be continued after a lapse of more than three years.

The first weekly meeting will be held at 2 p. m. on May 12. You are invited to come and to tell other women who may not have heard the good news.

(Continued from Page 449)

Name	Games	Ave.
27. Lee	57	173.27
28. Stebbins	63	173.03
29. Ernst	66	172.82
30. H. Miller	63	172.81
31. Kopp	66	172.71
32. Pink	66	172.59
33. Adams	57	172.58
34. Weaver	57	172.28
35. Symonds	62	172.08
36. Hall	66	171.58
37. Cotanch	66	170.59
38. Bruce	66	170.48
39. Myers	39	170.15
40. McDonald	50	170.13
41. Sanders	63	169.86
42. DePrez	44	169.36
43. Cooper	62	169.32
44. Howe	58	169.15
45. Russell	51	168.98
46. J. Skinner	63	168.84
47. Trapolino	66	168.05
48. Deans	63	167.94
49. Smith	66	166.52
50. Sailer	60	164.47
51. Kress	58	164.38
52. Schnorr	60	162.87
53. Lumley	66	162.83
54. Rieger	63	162.29
55. Jennejohn	63	161.65
56. Wiemer	44	161.39
57. E. Skinner	33	161.24
58. Mahoney	59	160.37
59. Mallon	44	157.89
60. Govern	62	154.73
61. Warney	59	153.90
62. Croston	57	152.51

Women's Chorus Sings At New Citizens Dinner

On Thursday evening, April 13, the Women's Chorus, directed by William Hudson, was one of the features in the program honoring some of Rochester's new citizens. This forty-fifth supper to honor new citizens was held at the Chamber of Commerce, under the auspices of the Council for Better Citizenship.

Company employees who acted as hosts and welcomed the new citizens were: Richard E. Kruger, Edward A. Roeser, Byron L. Zimmer, John Baker, Frank Valenza, Jack Welsh, Harry Taillie and W. E. Hughes. Vice-President Joseph P. Haftankamp sat at the speaker's table.

The program put on by the R. G. and E. Women's Chorus was especially prepared to tickle the musical tastes of the various nations represented among the new citizens. Spanish, French, Russian, Ukranian, English and American songs were presented to the appreciative audience.

Among the 519 persons who have become citizens since November 1, 1936, are two employees of this Company. They are Vincenzo Signorino, of the Gas Street Department, and James Cullen, of Number Ten gas holder.

New officers of the Rochester Safety Council were installed recently at a noon meeting of the executive committee, held at the Chamber of Commerce. The newly elected president is Barney Levy, of Adler-Rochester, Inc., who presided. The following persons were elected vice-presidents: A. C. Rissberger, Edward L. Cook and S. J. Hurley.

The surest antidote for adverse conditions is illumination, optimism and hard work; customers go where lights are brightest. —Lumber Cooperator

Male Chorus Sings For Fire Fighters

WITH a little stretch of the imagination the members of the R. G. and E. Male Chorus can feel that they are aids to fire chief A. B. Wilson, of South Butler. And we imagine that the fire laddies of that town will put real rhythm into their next dash to a fire after the Chorus' program given in South Butler on Wednesday evening, April 7. Chief Wilson and his family were in the front row of the fine old Church and, the chief at least, didn't miss a note.

After the concert, chief Wilson arose and thanked the chorus for their long trip and the fine show they put on. He also thanked folks for coming out to the tune of about one hundred and fifty persons, and aroused a popular chord of culinary appreciation among chorus members when he thanked the ladies for the wonderful dinner they had prepared for the singers. The chief knows how to put it across, too, and we know that the real property of South Butlerites is in excellent hands, for the fire department there is well organized and well equipped. The proceeds of the concert will go to further modernize the fire fighting accoutrements.

For a group of men who get all the reward they want from singing just to hear the melodious blending of their voices, it is an added dividend in satisfaction to see material results come from their efforts.

Here are some of the benefits that have accrued from chorus efforts: Helping to send boy and girl students to Washington for an Easter visit; boosting the coal fund of some churches; helping to get the Pastor caught up in his salary; buying new equipment for the church or Sunday School; aiding in Parent Teacher activities; encouraging the financial work of the Boy Scout organization and many others.

City folks have many social functions and an abundance of musical entertainment. People who live in rural communities are not always so fortunate, with the exception of course of radio programs. Bringing a musical high-spot into the lives of these people is something which both the Men's and the Women's choruses are doing. And along with it goes a financial nest-egg which often helps an organization to keep out of the "red" and fortifies it with courage to proceed with worth while undertakings which sorely need a friend.

Lieutenant Maurice Mason Goes to Coronation

Lieutenant Maurice Mason, son of Mr. and Mrs. Ralph Mason, of Wolcott, recently spent a few days with his parents before leaving for England and the coronation on the battleship New York.

After finishing High School at Wolcott, Maurice matriculated at the University of Michigan, and was



Lieutenant Maurice Mason

graduated in the educational course last June. At college he was active in R. O. T. C. work and during the four years at Ann Arbor he earned the grade of Major.

Mr. Mason accepted a temporary appointment with Uncle Sam at the training school of the Philadelphia Navy Yard, where he remained for eight months. On March 31 of this year he received his appointment as Second Lieutenant in the U. S. Navy and was assigned to the battleship New York.

The New York was selected to represent the United States at the coronation of King George the VI, at London, and will leave Norfolk Navy Yard on May first for overseas. After the coronation, Lieutenant Mason will return with the New York to Norfolk, where midshipmen from Annapolis will be picked up for an extended cruise, with stops to be made at Kiel, Germany and Florence, Italy.

Host to "Go-Getters"

ON Tuesday Evening, April 5, Alexander M. Beebee, superintendent of the Gas Department, was host to a party of men at the Rochester Club. The group present were the men who worked with Mr. Beebee on last year's Community Chest drive, all employees of the Company. The dinner had been planned for various earlier dates, but each time something had happened to postpone it. It comprised Mr. Beebee's way to say "Thank You" to the men who helped him put across his division in the drive last season.

The dinner was the kind that only Chef John Appel can put on. Broiled steaks, creamed potatoes, lettuce, olives and celery so crisp and fresh that one's appetite fairly got beyond bounds, a delicious salad, coffee and an ice cream dessert with chocolate dressing put everyone in a very gregarious mood.

William Hughes was master of ceremonies and got everybody talking back to him, especially Dick Hoddick and Bill Weaver. Fish stories were flying fast and furious, with Messers Bill Weaver, Bert Warren and Frank Popham leading, with pounds to spare. Frank told about one place in the mountains he fished where the fish were so hungry that he had to sneak back of a tree to bait the hooks. Next best, was the narration of Dick Hoddick's nonchalance in throwing back a pike because it was too small. It weighed only eight or nine pounds. Dick can get away with such gestures, even when there isn't a fish for the noon frying pan.

Mr. Beebee made all the men feel well repaid for their efforts. He inspired all present with a strong desire to "do it again" if opportunity arises. And that is the spirit which puts over big civic undertakings like the Community Chest drive.

Those present at the dinner were: W. E. Hughes, Lucas Caple, William Weaver, Roy Weston, Dick Hoddick, Arthur Pulver, Frank Popham, Gordon Calderman, E. O. Stein, Dick Brown, Joseph Schnorr, Bert Warren, Harry Taillie, Arthur Pulver, Howard Hill, Lester Twitchell, Floyd Mason, Samuel Landon.

President of Legal Aid For Seventh Time

At the annual meeting of the board of directors of the Legal Aid Society held recently, Joseph P. MacSweeney was reelected president for the seventh time. Other officers who were elected for a three year term are: Mrs. Charles W. Dodge, vice-president; Emory A. Brownell, secretary. The following directors were also elected for a three year term: City Court Judge Jacob Gitelman, Don C. Allen, Eugene Raines, Albert Moss and Joseph P. MacSweeney.



A visit to the Addressograph Department disclosed the fact that many familiar faces were no longer in evidence, and it was learned that Norman Slayer had been transferred to the Electric Meter Department, Norman Moore to the Record Drafting Department, and Albert Belinger to Lameys Tool Room. We wish all these men success in their new line of work.

Mr. and Mrs. John G. Niedermaier of Hollister Street announced the engagement of their niece, Agnes Mae Niedermaier, to B. Arnold Carreo, at a family dinner held a few weeks ago. Agnes will be married April 24. Several lovely showers recently have been held in her honor, among which were a variety shower given at the home of Eleanor Drechsler by the hostess, Veronica Murphy, Marion Thiem, and Betty Purchase; a dinner and shower at the home of Betty Purchase, and a crystal shower given by her bridge club. A surprise shower was given by the members of the Billing Department at Green Gables, and Agnes received some very lovely gifts.

Mr. and Mrs. J. Drechsler have announced the engagement of their daughter, Eleanor Drechsler to Lewis Timmons. No set date has yet been given to us, but we hope to tell you about the wedding before long.

Mary Meehan of the Collection Department is enjoying her new Oldsmobile. Although she has just learned to drive, she finds motoring a great pastime.

Louis Shnidman, director of the Chemical Laboratory of the Company, recently received an enthusiastic letter from Mr. Tobias Roth, executive secretary of the Jewish Young Men's and Women's Association, informing him that he had been unanimously elected to serve for one year as a member of that association's board of directors.

Harvey Lennon of the Tabulating Department recently played a character role in a presentation of the "Dead Sister's Secret" put on by the Rotary Club at the Community Playhouse. This show broke all records for attendance at this theatre. It ran for seventeen nights to capacity audiences aggregating more than 8500 persons.

Thirty members of the Industrial Sales Department enjoyed an evening of bowling recently at the Muse alleys. The prize winners of the evening were: first prize, DeWitt Pike; second prize, Charles Burns, and third prize, Ivar Lundgaard. Lunch was served after appetites had been whetted by recreation, and a fine social evening was enjoyed by all.

The Dartmouth College Glee Club concert and dance, held at the Oak Hill Country Club was greatly enjoyed by many Rochesterians. Among those who were in attendance to enjoy the fine music and dance to the famous Barbary Coast Orchestra were: Mr. and Mrs. Joseph P. Haftenkamp, Mr. and Mrs. Kendall P. Castle, Mr. and Mrs. Kenneth Cooley and Clinton Cole and party.

Trailer Vacation

Myron J. Russell, of the Front Street garage, accompanied by his family started out in the family trailer last Fall for Florida. They intended to make the Southern Coast by easy stages and probably enjoyed the Holidays in the balmy air of the Florida Keys. The picture shows this happy family as they appeared just before they started away in their modern "covered wagon."

Mr. Russell got a leave of absence and will doubtless return to Rochester in a week or two. His trailer was made entirely by himself and is one of the finest we have seen. So good it really is that he found it difficult to keep it; there is always someone who wants to buy it. Myron says he has done trips of 350 miles in one day with the trailer outfit which is equipped with every available safety device, including vacuum brakes which "break" trailer and car simultaneously. Mrs. Russell says the only time she found trailer travel difficult was one day when she was trying to clean a chicken in the trailer when the caravan was under motion, when she got a bit sea-sick.

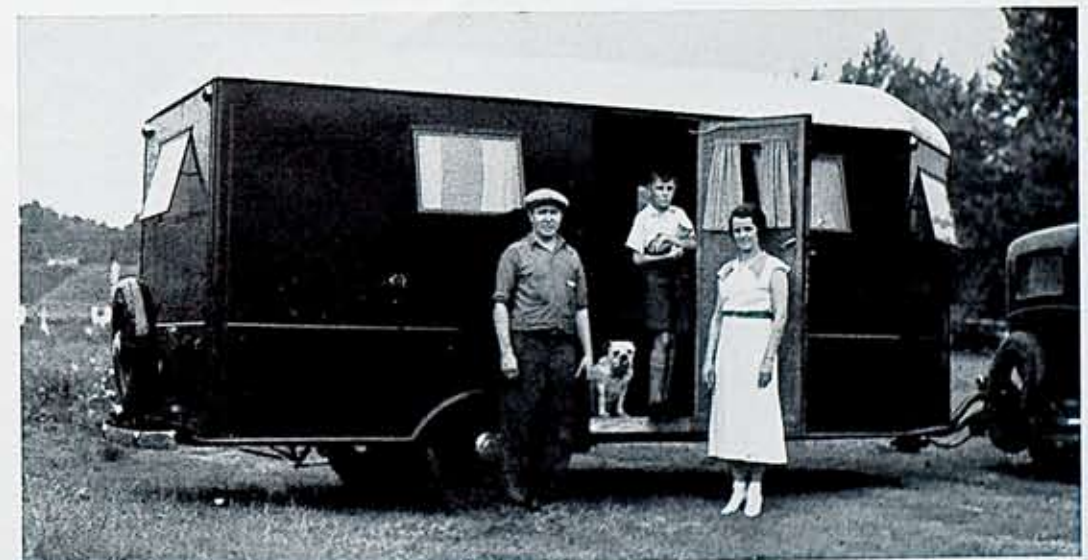
Evelyn Herring, Tabulating Department, competed with other members of the Saturday evening equation class in jumping, held at the armory on Culver Road, on March 13. Evelyn received first prize, the blue ribbon for individual musical ride, as well as a second prize red ribbon in the pair class for equation.

Mary Ann Kelly is the name of a fine seven-pound six ounce baby girl born on February 11, 1937 to Mr. and Mrs. Harold Kelly. Mr. Kelly is employed in the Order Department.

Bertha Ellsworth of the Cashiers Department is the proud owner of a 1937 Chevrolet and is enjoying many short trips to places of interest in New York State.

Arthur P. Kelly motored to Memphis a few weeks ago, and at the request of the American Gas Association spoke before the 29th Southern Gas Association Conference on the subject of "The Scope of the National Advertising Program."

The Book Club held a very successful dinner party at Mrs. Davis', 96 Chili Avenue, recently. Alma Spindler, Betty Purchase, and Marie Fredericks



This is Mr. Myron J. Russell and his happy family as they appeared before starting out for the Sunny South in the fine trailer Mr. Russell built during his spare hours.



In these two pictures are shown Buddy, son of Mr. and Mrs. George Histed, and his intelligent dog "Keno." "Keno" likes to perform for Buddy's friends and doesn't object to having his picture taken or getting a little publicity. Photos by Buddy's Dad.



had charge of the arrangements. Dorothy Lovick, Librarian, gave a short talk on the plans for the season, the new books, and general Book Club information. John Clark spoke later in the evening on "Strange and Unusual Bridge Hands" which was very interesting and entertaining. The rest of the evening was spent playing bridge.

Lester Twichell, demonstrated the recent developments in electric lighting before students of electricity of Mechanics Institute Evening School, Wednesday evening March 5.

Mrs. Merton B. Taylor leaves Sunday on the new American Airline plane, on a flight to Hollywood, a tour of Paramount Motion Picture studios, a week's stay at the Hotel Ambassador in Los Angeles, and also will be given a complete traveling wardrobe. This trip was won by Mrs. Taylor in the Knit-a-Sweater-for-Charity Contest sponsored by The Democrat and Chronicle. She entered the contest only an hour before the contest closed, submitting a peach colored child's coat and a Scotch cap. Animals in bright green and brown troop down the center of the coat. The two colors

repeated in bands on the cap. This is Mrs. Taylor's first trip in an aeroplane, and we hope she enjoys it.

Betty Purchase has been travelling around this winter, enjoying a fine trip to Florida, and is now all packed and ready for a trip to New Jersey where she will be bridesmaid at the formal wedding of her cousin.

Katherin McIntyre has just returned from a cruise on the S. S. Chimu to the Western coast of South America, where she visited about twenty-one ports, met some very fine traveling companions, and now says it is hard to realize the trip is all over, and she is really back on the job. She also spent a week in New York, and visited the theatres, especially enjoying the play "Victoria Regina."

Dorothy Clarke, daughter of John R. Clarke, who is a student at Skidmore College, spent the Easter holidays with her parents.

John B. Sullivan, son of Leo Sullivan of the Industrial Sales Department, won the scholastic honor of being on the dean's list of the College of Arts and Sciences at Cornell University.

Donald Benham, young son of Charles Benham, for his thirteenth birthday present, was given a trip to New York. In two days he covered the Bronx Zoo, the museums, the Aquarium, the Statue of Liberty, watched the Aquitania dock, went up the Empire State Building, paid a visit to Chinatown, and in his spare time must have eaten some good meals. All in all, he was about the busiest fellow in New York.

Mr. and Mrs. Charles S. Jennings spent a winter vacation in Florida, motoring down to Miami where they spent many pleasant days in a lovely apartment hotel. They paid Andy Kavanaugh a visit or two, and said that he is quite at home in the south. They also saw Mr. and Mrs. Tucker in St. Petersburg, who as usual are enjoying themselves in the warm sunshine of Florida. Mr. Jennings said that Florida is certainly his idea of a winter paradise.

Mildred Buckman and Doris Horner packed their bags in a hurry one night, and off they started for Florida. Mildred's father also went along, as he was recovering from a broken shoulder, and the bracing climate of Florida helped him considerably to regain his strength. Mildred and Doris spent most of their time motoring from one place to the next, going down the east coast to Miami then across to Tampa, St. Petersburg, and Tarpon Springs. They visited Lake Wales and the Bok Tower which they said was worth the trip. On the way home they visited the Cypress Gardens in Charleston, S. C., and their pictures show that these gardens must be unusual and very beautiful. Doris slipped away one evening to see the dog racing which is quite a fashionable sport in Florida.

Mr. and Mrs. Tucker are expected home soon from their annual Florida vacation. They plan to return by way of Atlanta, and Detroit. This winter several employees of the Company

visited them in St. Petersburg, among whom were Mr. and Mrs. Curtis, Mr. and Mrs. Hollis Young, Mr. Scobell, and Mr. Jennings.

Harold Waite of the Credit Department left the Company March, 1937, to take a new position as Assistant Credit Manager of the Sibley, Lindsay and Curr Company. He was presented with a lamp as a parting gift by the members of his department.

It seems quite natural for a hydraulic station to employ men with a predilection for the water, and for a steam plant to be of more attraction to land lubbers. However, Station Nine steam plant now numbers three seafaring men, all sailors in the Naval Reserves. William Wilkins and Walter Springer recently joined up which, with Walter's dad, William Springer, who is an old timer in the reserves, makes it a threesome.



Rosemary Farese, daughter of Mr. and Mrs. Gus Farese, was born on August 28, 1936, and looks at the world through rose-colored glasses. She is quite a gymnast, and her Daddy is her trainer.

Mr. and Mrs. Haftenkamp Enjoy Delightful Cruise

Marvelous sailing weather, exotic food, beautiful scenery, southern hospitality, and meticulous service, about characterizes the West Indies Cruise recently taken by Mr. and Mrs. Joseph P. Haftenkamp. Mr. Haftenkamp says he brought back with him some very interesting and amusing side-lights on how the other half of the world gets along. The various islands visited gave the opportunity of observing the colonization efforts of several countries, France, England, Holland, Spain and the United States.

Some of the finest concrete plocks ever seen are in use in St. Pere, Martinique. Many very fine engineering feats are to be seen enroute. Of course the Panama Canal is the finest. Mr. Haftenkamp flew over the canal, getting a fine view of the canal area in its entirety. Havana receives all visitors with open arms, and there is a gay



This is little Nancy Ellen Burch, granddaughter of Mr. and Mrs. Bert Noyes, with her mother. The picture was taken when Nancy was three and one-half months old.

spirit prevailing everywhere. Havana also has a beautiful harbor drive called The Prado, which is built of marble, and once seen it is never forgotten. This is one of the most beautiful thoroughfares I have seen.

At Caracas, Venezuela, fiestas and bull-fighting are very popular, but good games played on a fine baseball diamond are gaining in popularity.

The islands have various promotional ideas. One electric company in Panama advertised "Buy a carton of bulbs and win a refrigerator or \$100." The scheme was to run a lottery as well as a sales department. The entrancing scenery along the road from LaGuaira to Caracas is also a thing one will not forget for many years to come. One leaves the West Indies with the thought "A Thing of Beauty, is a Joy forever."

Mrs. Frederick Marsh, formerly Virginia Coffey, left the Company January 15th. She has been employed as stenographer in the Consumers Bookkeeping Department since February, 1930. Her friends gave a farewell dinner in her honor and presented her with a table lamp and a purse.

Marian Waltuck was married Thursday March 4, at 8 p. m. to Robert E. Wolk, at the home of her sister, Mrs. David Messenger. About 150 guests were invited to the reception after the ceremony, and later the happy couple started on a honeymoon to Washington. They are now at home to their friends at 406 Lake Ave.

Len Hahn could always "take it" pretty well. This is to inform all and sundry, however, that there is a limit to which Leonard's patience and good nature may be stretched. If you get too "tough" he is quite likely to "run you in" for he has, tucked away underneath his coat lapel, a shiny, bright badge entitled him to be numbered with the deputy sheriffs of Monroe County.

Industrial Items

Industrial Department Managers Ivaar Lundgaard and Frank Taylor with Sidney Alling and Orrin Marshall attended a three-day Industrial Sales Conference in New York City at the Grand Central Palace recently.

Mr. Taylor spoke effectively on "How We Can Get More Revenue from Industrial Lighting" describing the successful methods used by our own lighting division men. Mr. Marshall presented an up-to-date resume on the "Present Status of Electricity for Industrial Heating." Reporting later, on the conference, Mr. Marshall said that he was impressed with the benefits to us and to our customers of having a combined gas, electric and steam company which is, thru its complete service, free to make the best possible recommendations in the customer's interest.

Approximately 30 other speakers, mostly from the Associated Companies (who conducted the conference) presented papers and talks on Industrial Sales Promotion activities. With generally increasing business the spirit of the meeting was naturally very optimistic. Our Rochester men are particularly pleased to know that the revenue from industrial sales in Rochester is well in the foreground of the recovery parade.

Lighting Sales Supervisor, Lester Twichell, attended a two-day Commercial Sales Conference in New York City. A dozen speakers presented brief papers followed by helpful and thorough discussion on topics relating to modern lighting in store, shop, factory and office. Refrigeration and air conditioning, as well as electric cooking, also came in for some discussion. On his trip to Mr. Twichell took advantage of the opportunity to inspect several new installations of strikingly beautiful and serviceable modern lighting, and brought back some practical suggestions for use by the lighting men.

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.

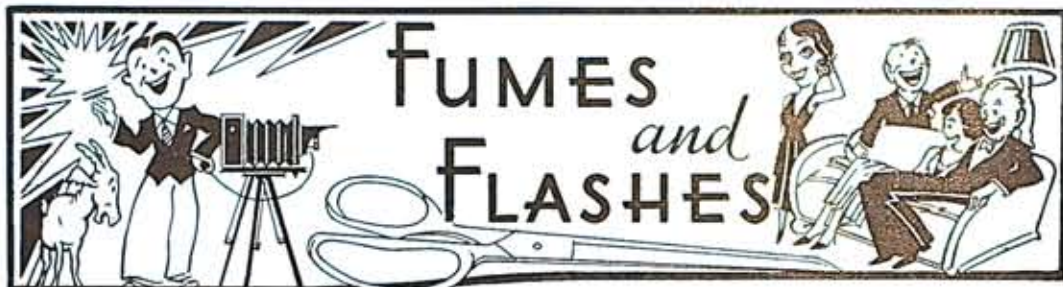
Mrs. Stanley Whitney, sister of Charles Tully of Station 6, died at her home, 119 Seager Street, February 14. She is survived by her husband, a daughter, her parents, Mr. and Mrs. Fred Cook, one sister, two brothers. Funeral services were held at the home of her parents.

Agnes H. Cowan, employed since July 11, 1918, in the Electric Department, died at the home of her sister, Mrs. Budd Griswold, February 28. Besides her sister, she is survived by one brother, George D. Cowan. Funeral services were held at the chapel of Ingmire and Nagle, and burial made in Riverside Cemetery.

Loretta Swanson, wife of Harry W. Swanson, passed away suddenly at her home, 19 Oneta Road, March 10. Mrs. Swanson was employed in the Consumers Bookkeeping Department for the last 15 years. Besides her husband, she is survived by her father, George P. Berg, and her sister, Mrs. Julius W. Stein.

Joseph D'Ambrosia, employee of West Station, died March 24. He leaves his widow, Alice; two sons and four daughters. Funeral services were held from the residence 187 Parkway and from St. Anthony's Church.

Mrs. Susannah Atterbury, wife of T. W. Atterbury, died April 2. Besides her husband, she is survived by four sons, and one daughter. Funeral services were held at the home and interment made at Mt. Hope Cemetery.



Way of the Transgressor

If only Nature had arranged it so we'd start hurting when we start being naughty instead of after it is too late.

Genius

The two little girls were playing house together when the little brother of one of them came along and desired to play with them.

They did not want him, but the grownups were insistent.

"All right, then," they said, "you can be the little boy that got lost and never came back."

Rebound

Doctor: "I don't like to mention it, but that cheque you gave me has come back."

Patient: "Well, that sure is funny, doc; so did my lumbago."

Overworked?

A woman asks why it is that when a woman complains of being tired and worn out the doctor always asks to see her tongue.

Bringing Up Granny

It was 7 p.m. Grandma was tucking her four-year-old grandson into bed. She smiled sweetly. "Are you ready, my dear," she asked, "for your bedtime story?"

The boy shrugged. "Never mind," he replied. "Just give me the punch line!"

Hi Hi

Things are returning to normalcy. The owners are running the moths out of the old high hats.

The Little Darling

"Dear Teacher," wrote an indignant mother, "You must not whack my Tommy. He is a delicate child and isn't used to it. At home we never hit him except in self defense."

The ferry was only a few feet out from the wharf when there was a great commotion on the dock. A man rushed madly through the crowd. Without pausing in his stride he flung his grips aboard, and took a flying leap for the boat. He slipped and started to fall into the water, but grasped a rail and, with the help of the deck hand, scrambled to the deck in safety.

"Good," he gasped. "Another second and I would have missed her."

"Missed her?" returned an astonished passenger. "Why the ferry's just coming in."

Logic

"Your honor," said the defendant, "when I married my wife, three years ago, she weighed 105 pounds; now she weighs 180 pounds. Do you call that non-support?"

"No," replied the judge. "Case dismissed."

Propaganda is useful. You read only one side, and it is pleasant to be told how right you are.

People of our race can't meditate like the Hindu. When they relax and get quiet enough for it, they take a nap.

Quick Promotion

"And what," asked the cannibal chief in his kindest tones, "was your business before you were captured by my men?"

"I was a newspaper man," answered the captive.

"An editor?"

"Only a subeditor."

"Cheer up, young man, promotion awaits you. After supper you shall be editor in chief."

My, how the world improves! Four thousand years ago, men who butchered one another couldn't read or write.

At Least He Thinks So

Well, the average man could make love like Clark Gable provided he was getting as much money as Gable is paid to do it.

Many a motorist has swapped an auto horn on earth for a harp in heaven.

A Slight Error

Irate Customer: "Waiter, there's a fly in my tea."

Waiter: "You're mistaken sir, that's a cockroach."

Irate Customer: "Oh, I beg your pardon."

Ideal Juror

"Do you know anything about this case?" the juror was asked.

"No."

"Have you heard anything about it?"

"No."

"Have you read anything about it?"

"No. I can't read."

"Have you formed any opinion about the case?"

"What case?"

"Accepted."

Get a Hobby . . .

If your nose is close to the grindstone rough,
And you hold it down there long enough,
In time, you'll say there's no such thing,
As brooks that babble, and birds that sing,
These three will all your world compose,
Just YOU, the STONE,
And your darned old NOSE.

— Selected



Upper Falls by Leonard Elliott

MUSIC



MUSIC

My joys consist of little tunes
And snatches here and there
Of lilting, gliding melodies
All drifting in the air—
A song I heard the other day,
A hymn I heard last night,
A whirling, twirling folk-dance tune
With rhythm gay and light;
A love song, filled with sentiment
And played by hands of art,
Was floating through the air until
It lodged deep in my heart;
A soft and soothing lullaby
That lulled some child to sleep,
A song of woes and misery
That caused a man to weep,
A tribal tune from distant lands
With tom-toms beating low,
A dainty little minuet
With steps reluctant, slow;
A stirring, patriotic march
That tells of struggle, strife—
All these have made our days complete,
For music moulds our life.

—Celia Platt

