

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

December, 1937

Vol. 21 • No. 11



Christmas Again



Christmas again. And our
Spirits grow merrier,
Down drops each selfish,
Conventional barrier.
Heart beats more lightly and
footsteps grow air-ier . . .

All 'round the planet,
Whatever the latitude,
Mortals are glowing with love
and with gratitude,
Life for the moment is full
of beautitude.

CHRISTMAS a-g-a-i-n!

— P. B. Prior



A
Merry
Christmas
to
You All



NEARLY 2,000 years have passed since the birth of Him whom we honor this Christmas Day. Civilization, nations, peoples have undergone great changes since Christ appeared on earth. Much of the progress which has been made has come as a result of the teachings and influence of this great Divine Personality.

In our contact with our fellow employees, in our daily work, in meeting the public we serve, we should all be guided by the philosophy of life as exemplified by Christ. Business to be really successful must be human. A soul is as necessary to a corporate body as to an individual. Sympathy, kindness, courtesy and consideration for the rights of others pay dividends in personal happiness and public good will.

During the year there have come to my desk from our customers many letters expressing appreciation for some kindly act, some bit of unusual service unselfishly rendered by the Company's employees. This Company is publicly judged by the acts and character of its employees, whether office boy or president. I am proud to have as my associates a body of men and women who not only give their best to the daily work and are "good neighbors," but who get a real thrill in helping all activities designed to better community life.

A Merry Christmas to you all!

Herman Russell



Season's
Greetings



Santa Hits the High Spots

THERE was a time when this Company used only horses in its transportation activities. Those were the days when St. Nicholas used reindeers and sleighs. Today, however, Santa Claus also has modernized his rolling stock, or should we say flying stock.

We were a bit skeptical about all this. So, we went up to the Rochester airport. What we saw converted us into being an enthusiastic "fan" for the modernized St. Nicholas. Our Christmas cover is proof that we are not spoofing.

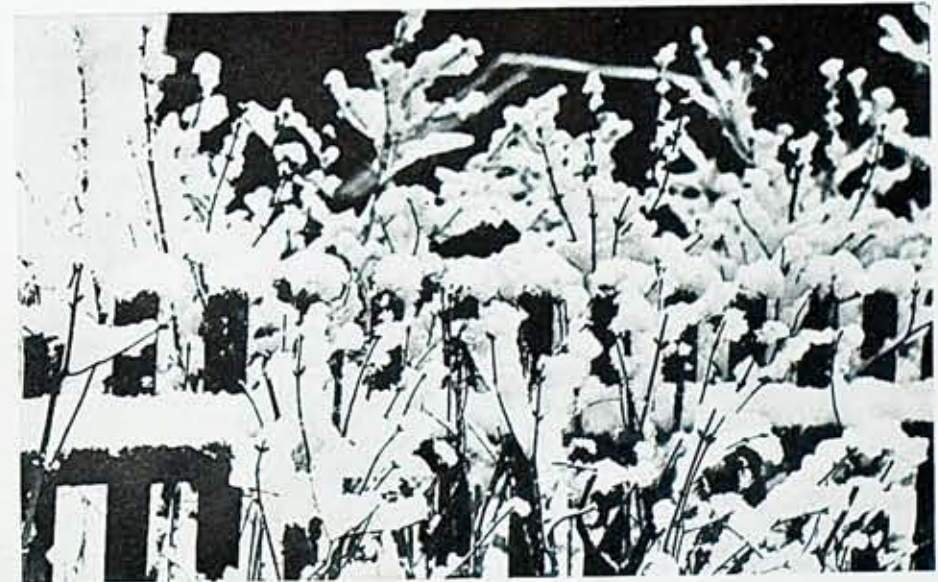
That particular night was cold and lowering. A young man came out of the American Airline office and took a reading of the flying ceiling. We had a date with Santa Claus and felt that

nothing but impossible weather would keep him from arriving. Sure enough, he came in O. K., being only fifteen minutes late.

A few of Santa's little friends, who were in on his unexpected visit, came along to greet him. They were overjoyed, though a bit frightened at this big modern bird of the air which brought him; and they still wanted to see the reindeers.

Old Santa immediately left for the west to arrange landing places for his extensive Christmas flights.

He says that if his seasonal business comes up to his expectations he will need many additional airships, and has an arrangement with American Airways to help fill the breach.



Keeping the Cars Moving at Front and Andrews Streets

TRAFFIC is a big little word today. Cities, production plants and even five-and-ten cent stores have their traffic problems. It is necessary to keep things moving, both for efficiency and economy and often for matters of safety. And when we say moving, we mean flowing along normally and safely.

At Front and Andrews streets, where are located so many of the important departments of the Company, special attention is paid to this matter of traffic. Located in this sector are the garage, the large storehouse, traffic department, gas and electric

meter departments, the steam division, the gas street department, the standards section of the electrical and gas laboratories, the street lighting department, the system operating department, and the electrical maintenance department, to mention a few of them.

Automobiles and trucks, patrol cars and other transportation rolling stock have definite daily work to do. They must have easy and speedy entrance and exit facilities. This applies both to the cars normally stationed there as well as to those of employees and others coming there in the course of



This bee-hive of traffic at Andrews and Front Streets would be a hopeless tangle of cars many times a day were it not for the attention given to traffic flow. This courtyard is a bottleneck through which scores of cars pass regularly. To permit traffic to block would mean appreciable economic losses. Freddy Eggert is seen directing traffic.

the day's work. As high as 250 to 300 cars come and go there daily, and many freight trucks of the trailer va-

the quickest possible time. Emergency repairs to important rolling stock must be made without any unnecessary waits, and a free exit must always be had for the inhalator car and any other urgently dispatched car or truck.

§

Charley Weimer, sometimes called the traffic cop of Andrews and Front Streets. He keeps traffic ship-shape, and that smile he wears helps a lot.

§

riety visit this veritable beehive of traffic to leave heavy hardware, transformers and other equipment at the storehouse.

The recent Front Street construction taxed traffic facilities. Ernest Bruns, storehouse keeper, who supervises traffic flow under the supervision of Baird Robinson, of the Purchasing Department, kept things moving however through this trying time. At one period both Front Street entrances were closed while new pavement was being laid. One morning found an emergency crew from the General Construction Department extremely busy literally "burning down" the iron fence fronting Central Avenue. Through this expedient, entrance and exit was made until the routine entrances and exits were restored and traffic was maintained without any serious interruption.

Traffic flow must be made possible at all times, especially mornings, noons and nights when Company line trucks and others are getting out on the job, returning for needed equipment or being stored away for the night. Then, when sudden rain, snow or sleet storms appear without any warning, cars and trucks must be dispatched in



Winter time with its frequent and abundant snow problems doesn't seriously annoy Baird Robinson and his men. They don't mess with it. They truck it away fast and furiously for, as they say in theatrical parlance—the show (not the snow) must go on.

If you are down Andrews Street way some day and a gentleman in a leather jacket and a leather peaked cap graciously asks you how long you are going to be there, do not be annoyed, he will be Charley Weimer, one of our "traffic cops" who, with Freddy Eggert, makes a pretty efficient attempt at keeping things rolling in the interest of service, safety and efficiency.

Modern Kitchens are Built To Save Steps

THE vogue for beautiful kitchens is not one of mere beautification. It is a case of "Handsome is as handsome does." Nowadays, a housewife wants a kitchen as good looking as any other room in the house; also, she wants to be able to prepare meals without doing a kitchen marathon. The better kitchen contest recently promoted by this Company in conjunction with the national better kitchen contest of "Better Homes and Gardens" magazine produced some fine examples of what a modern kitchen can be. Prize winning Rochester kitchens are shown herewith. Scores of women entered this contest and

received from Company home service and kitchen planning representatives invaluable information relating to kitchen planning technique. Women who wish to see what a difference planned kitchens make should visit our Home Service Department and see for themselves kitchens which illustrate what is being done today. Let us quote what Helen Smith, head of the Company's Home Service Department has to say about this matter: "During the last year many women in Rochester changed their old kitchens for the better. Some bought new equipment throughout, others just



View of the reconstructed Wyand kitchen which won a \$200 cash prize in the reconstructed kitchen class. Working surfaces here are concentrated so that steps are saved and work becomes a real pleasure.



Views in Mrs. Charles Wyand's kitchen before she began to remodel it. Mr. Wyand, a builder, did all the construction work.

added a new work surface and cupboards. All agree, however, that the improvements are worth the effort and money that went into them. "Some of these kitchens were changed because they were very inconvenient. One woman reports that since she has reduced the amount of walking she used to do she feels much better physically. She says

she doesn't have to lie down as often to rest in the afternoon.



Mrs. Charles Wyand, 100 Seymour Road, sure has things handy in her kitchen. She has a comfortable desk for bills, recipes and things she needs while working there. There is a telephone here, as well as a radio and she finds it one of the most enjoyable places in the home. It is so comfy that the children like to do their home work there.

"Many of the women wanted to make their kitchens up-to-date, and they have been very much surprised to find that they can work so much more easily than they ever expected they could.

"We have an example of two kitchens in our Home Service Department both 9½x8½ feet in size. One kitchen is just ordinary and the other is planned for convenience. In the first kitchen a woman takes more than twice as many steps in cooking a meal as she takes in the planned kitchen. Of course exercise is good for most people but needless running back and forth getting a meal ready to serve has not been included among the major sports of this country. Neither is it a recommended preventative of indigestion."

The winners of the local contest are

presented herewith, together with the prizes they won: Local prize winners automatically qualify for entrance in the national contest.

List of Winners

1st prize—\$200
Mrs. D. L. Streppa
117 West Church St., Fairport, N. Y.

2nd prize—\$100
Mrs. C. E. Ives
Wisner Road, Huntington Hills

3rd prize—\$50
Mrs. Loring F. Carson
995 Highland Avenue
Mrs. J. W. McFarlane
Wisner Road, Huntington Hills
Mrs. De Witt M. Burrows
West Lake Road, Canandaigua, N. Y.
Mrs. Arthur Risley
Ontario, New York

REMODELED KITCHEN CLASSIFICATION

1st prize—\$200
Mrs. Charles Wyand
100 Seymour Road

2nd prize—\$100
Mrs. Fred Facer
146 West Avenue, Fairport, New York



First prize kitchen of Mrs. D. L. Streppa, Fairport, who won the \$200 award in the new kitchen classification. Local winners in the R. G. and E. contest automatically qualify for competition in the national "Better Homes and Gardens" contest.

Women's Chorus Party

Members of the Women's Chorus were entertained one evening recently at the home of Mr. and Mrs. Charles Robertson, on Rochester Road, Webster. Mrs. Robertson is the former Edna Crocker. Mrs. Jennie Giebel, mother of Mr. Robertson, assisted in "doing the honors."

The dinner was of provincial French origin, by name, Creole Jambalaya. It made a great "hit" with everyone present. Frances Anderson led the group in a rollicking Bingo game, and singing was enjoyed. These women never do seem to tire of singing, even on a party. Director William Hudson played the accompaniments.

Scotty MacDouglas Smith Robertson, the canine companion of the Robertson family, also entertained.

3rd prize—\$50
Mrs. George C. Fratta
8 Caffery Place
3rd prize—\$50
Mrs. Carl Schiebler
R. D. No. 4
Canandaigua, N. Y.
3rd prize—\$50
Mrs. P. A. Coomber
527 Magee Avenue
3rd prize—\$50
Mrs. Kathryn Knitter
47 Copeland Street

Mrs. Charles Wyand, who won the \$200 first prize in class one, for remodeled kitchens, is delighted with the results obtained. She says that now that everything is so handy and easily available she can stir up a cake, bake cookies, and other goodies in "no time at all." "When your working surfaces, gas range and other factors form a nucleus of concentrated availability," kitchen work becomes a delight, Mrs. Wyand told us. She even has a desk in the kitchen, as well as a telephone and a radio.



Members of the Women's Chorus had a dandy party recently at the home of Mr. and Mrs. Charles Robertson, Rochester Road, Webster, N. Y. Mrs. Robertson is the former Edna Crocker. Helen Smith and Inez Nienow assisted with the dinner. With three home service experts collaborating, what a dinner it must have been.

Keeping Our Plants and Stations Clean "Back of the Ears"

AS every mother and every small boy knows—it requires constant vigilance to keep clean "back of the ears." Company prize plant contest activities, the good housekeeping of plant and station maintenance is something like this.

The contest committee is composed of safety engineer W. E. Hughes, and engineers Howard Harding and John Clark. Each month they visit thirty or more plants and stations and look around for evidences of good housekeeping and vice versa. Their findings are kept on record so that the standings of the various places entered in the contest may be carefully scrutin-

ized and watched from month to month.

As a station improves in this cleanliness aspect, it is commended and has a chance to win the cigars for the month by being placed in the "box" of honor at the top of the monthly report sheet sent out by the committee.

Keeping spick-and-span isn't an easy job, especially in the utility sphere; but it can and is being done to a fine degree of efficiency in Company plants. We heard about these wonderfully clean places and when some months ago a local newspaper called attention to the prowess of Gus Haap, station manager, and his men at Sta-



One word describes the plant cleanliness at Station 35. It is—immaculate. Everything is shiny-clean, even the tops of the generators and the corners and crannies. The West Point white glove test would have no terrors for a plant like this.



The good housekeepers of Station 35. Left to right they are: Front row, Andy Ehrstein, Fred B. Odell, Michael J. Meylor, Arthur Miller, Charles Sprague and Harold Weston. Back row, Timothy Flynn, Frank Leiston, Gus Haap (foreman), George Thrall and Clare Caswell.

tion 35, we made a mental note to take some pictures out there.

Our photographs will show, to a certain degree, the immaculate condition of Station 35, which has won first prize in the prize plant contest for seven consecutive years, or seven out of the last eight years in which it has been run. "We were slow getting started" said Mr. Haap, as he winked to one of his men, "and missed that first year."

Lots of Competition

We asked Mr. Haap how he managed to earn such a fine record, and if it wasn't always a worry to know that some other plant was forever trying to take the record away from his station. "Well, no" replied Mr. Haap, and continued "we just go to it and do the best we can; you know, a fellow won't worry much if he always does that."

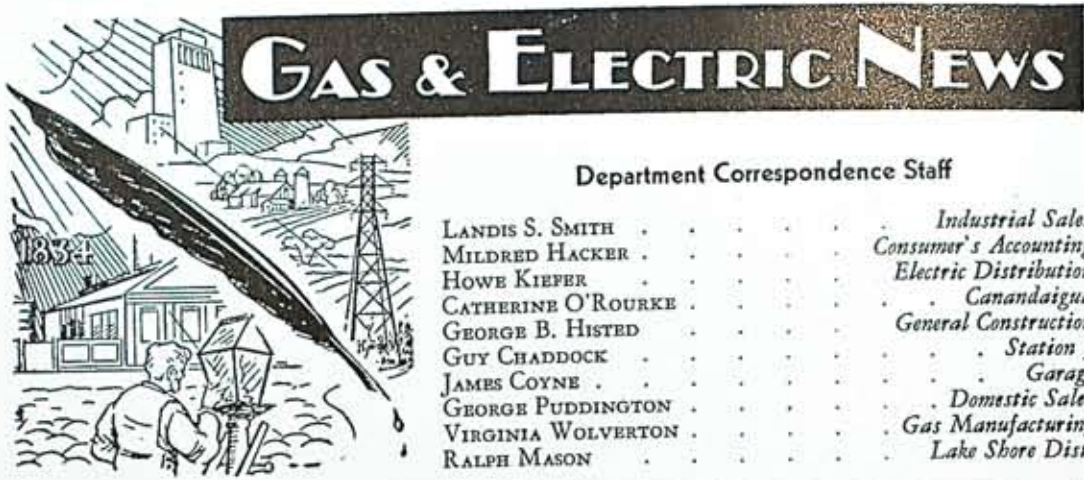
Pressed for a better reason for his consistently excellent good housekeeping abilities, Mr. Haap told us another reason that sounds like the real McCoy. "This station" he said "is divided into six physical sections, each in charge of one or two specific men. Each man or team of men keep

that specific section of the plant clean at all times. No one else is to blame but themselves if their section is found below par in cleanliness. These men appreciate their responsibility in this respect and never fail me."

We rubbed our hands all over the walls of the station, the tops of the machines and the office and engine room, as well as the subway or pump room, and couldn't find enough dust to make a showing. It seems as though Station 35 might easily stand the West Point inspection, with white gloves and all.

Our plants quite generally can withstand this same scrutiny. Cleanliness actually comes to be habitual. Among the plants which are doing a dandy job in this connection we might mention Stations 36, 6, Blossom Road Holder, Stations 34, 33, 5, 1; two of the older plants stand out. They are Stations 4 and 11. Still others are East Gas Works, West Gas Works, Front Street and Brown's Race garages and Front Street and Ambrose Street Storehouses; also Gas Distribution.

Plant "hygiene" is in a gratifying state. This should be a source of gratification to all concerned.



Department Correspondence Staff

LANDIS S. SMITH	Industrial Sales
MILDRED HACKER	Consumer's Accounting
HOWE KIEFER	Electric Distribution
CATHERINE O'ROURKE	Canadaigua
GEORGE B. HISTED	General Construction
GUY CHADDOCK	Station 3
JAMES COYNE	Garage
GEORGE PUDDINGTON	Domestic Sales
VIRGINIA WOLVERTON	Gas Manufacturing
RALPH MASON	Lake Shore Dist.

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

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

Spirit of Christmas

I will honor Christmas in my heart, and try to keep it all the year.

CHARLES DICKENS.

LONG before the day actually arrives, we are reminded by the world of business that there are just so many days until Christmas. True, our yuletide high-spot is just one day; but what a lot of pleasure we all get anticipating it, and later on living over its happy memories.

With Charles Dickens, however, we like to think of Christmas as a feeling, a state of mind, something that we can and should keep with us all the year.

Many persons seem to have had that thought. Benjamin Franklin said "A good conscience is a continual Christmas." Washington Irving once remarked "Christmas is the season for kindling the fire of hospitality in the hall, the genial fire of charity in the heart." Shakespeare had this to say about Christmas: "This day shall change all griefs and quarrels into

love." Surely he did not mean this metamorphosis to last but one single day; his thought was that it should last for many days, even years.

Whatever your specific thoughts of Christmas may be, you will doubtless agree that it is a happy time. Like many big days, we have surrounded it with special spiritual significance. We have also garnished it with colorful, tinsel pine trees, ornamented with beautiful decorations and tied thereon gifts for all the family. All these things go to make up the "pull" of Christmas.

Children, at Christmas time may be excused from deep spiritual emotions. They see above all else the fun, the feasting and the presents—and Santa Claus; just as on Fourth of July they think not of our national independence, but of firecrackers, ice cream cones and good times. We adults, too, perhaps find that turkey and dressing and the other culinary attractions have a way of partially inhibiting the broader perspectives of the day. However, we do without doubt experience an unmistakable uplift which is not born of this material sphere.

It would be difficult to define this Christmas spirit. It is a wraith-like entity which without any warning or demonstration finds habitation in human hearts. It is that feeling or manifestation which Charles Dickens

meant, we believe, when he said "I will honor Christmas in my heart, and try to keep it all the year."

GAS AND ELECTRIC NEWS wishes for all its readers, old and young, a Very Merry Christmas, one which you may find so happy and satisfying that you will wish to keep with you, in spirit at least—all the year.

Don't Be A Groundhog

DO you ever feel like crawling into a hole until after some particular event or thing has transpired. Most persons do at times. Often this is because of ill health, or because we just don't feel equal to meeting problems or circumstances which we know are ahead, waiting to confront us.

A person we met casually one day recently said just that. His remark was "I feel just like crawling into a hole until after Christmas. I am always so unhappy at that time."

Then he told us about his many troubles and sorrows, and we almost felt old man gloom in the very air. We were sorry indeed for this person, but, after all, he had a fairly good job, friends and some prospects. However, he wanted no part of Christmas. It bored him and made him feel unhappy.

Being just a casual friend we couldn't do much to clear the atmosphere of pessimism. We didn't have the "guts" to say what we are going to say now, something which almost everybody knows who has ever had sorrows and tribulations and successfully gotten over them.

Simply, it is this: There is no tonic for that "I feel sorry for myself" feeling like the old "medicine" of turning about face and feeling sorry for someone who is much worse off than we are. True charity is based upon the human beings ability to sublimate his own trials and offer a sincere, helping

hand to someone who really needs a friend.

Christmas time is a fine time to practice unselfishness. All about us are people, children especially, who wont have very much Christmas cheer. Let's not crawl into a hole, like a groundhog. There's a lot of real fun in helping others to maintain at least a "whistling" courage while they courageously keep on "keeping on" in the face of obvious difficulties.

Was the Owl Wise or Just a "Wise Guy"

OWLS are supposed to be pretty wise. However, a certain owl got himself into a lot of trouble out at the home of Joseph P. MacSweeney, our advertising manager. Incidentally, the owl's curiosity caused no little trouble for the MacSweeney's and for Chester Schlenker and his trouble men in the Gas Department.

Mr. MacSweeney was in the front of the house reading one evening recently when he heard a terrific din of some sort in the kitchen. It was as though some over-ambitious spook was trying to thump out a message from the kitchen heater, which is enclosed within the gas range.

Mr. MacSweeney hurried to the focal point only to find it as quiet as the dead sea. Three times he heard the racket and repeated his kitchen excursion to no avail. Then he telephoned to Chester Schlenker at his home and asked him to call in the morning and "operate" if necessary.

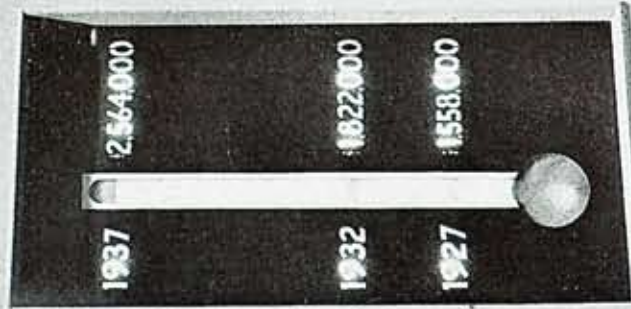
The "spook" seemed to have given up the ghost, so to speak, and the MacSweeneys enjoyed their usual night's sleep.

Next morning the men from the Gas Department called and dismantled the range sufficiently to permit an examination of the flue pipe, but the

COMPARE THIS 10 YEAR RECORD

1927 - 1937

TAXES PAID BY US FOR YOU GOING UP



TAXES UP 65%
1927 - 1937

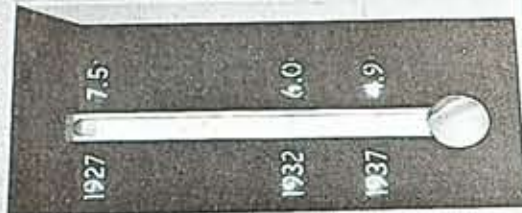
CHANGES IN COST OF LIVING
(from U.S. Dept. of Labor - Bureau of Labor Statistics)



WHERE OUR TAX MONEY GOES

YEAR 1937	
LOCAL	61%
STATE	12
FEDERAL	27
TOTAL	100%

ELECTRIC DOMESTIC AVERAGE RATE PER KWH GOING DOWN



DOMESTIC ELECTRIC RATES DOWN 35%
1927 - 1937

The Company's rate-tax story as recently shown in a display window at the East Avenue office is shown above. The ever-increasing tax story was pictured by successively illuminating the figures for the Years 1927, 1932 and 1937. In reverse fashion was shown the continued lower average rate per kwh. for Domestic Electric service by successively illuminating the rate story as of 1927, then as of 1932 and finally as of today with its low average rate of 4.9c per kwh. See "An Eloquent Record," page 718.

Party Totals 600 Years of Service

Six hundred years of Company service were represented in employee guests at the dinner which honored George E. Mabee. These guests are shown in our picture. The dinner was given by members of the Chemical Laboratory Staff, East Station, of which Mr. Mabee is a member.

Mr. Mabee has been employed by the Company for fifty years and recently received his gold fifty-year service pin, which was presented by President Herman Russell. At the dinner Louis Shnidman, head of the department, was toastmaster. Toasts were given by Alexander Beebee, superintendent of the Gas Department, and many of the men who have been associates of Mr. Mabee for many years, including William White, Patrick Casey, James Sheehan, Edward Suhr, Frank Merz, Dennis Donovan, Bert Davis, Edward Carroll and others. Mr. Mabee responded with some of his impressions gained over a fifty-year period as a Company employee.

"spook" decided to remain silent. Just as they were about to give it up as a bad job, the "spook" decided to kick up a fuss again. It became apparent that it was domiciled within the heater itself. This necessitated dismantling the stove.

When this had been done the "spook" flew out with a great lashing of wings and much hullabaloo. The "spook" was a young owl.

Perhaps it wanted to get warm. Then, it may have gotten a bit blotto lingering in the heater of the MacSweeney gas range. Its periodic thumping within the heater was only natural. Obviously the owl was in a "spot." Whether to keep thumping and get caught or to keep quiet and possibly be able to think out a good scheme during the night for escape in the morning—he didn't quite know.

So, whether Mr. Owl was a wise old bird or just a "wise guy" we leave to you. Mr. MacSweeney's reaction to the incident is summed up in his statement to the effect that "Evidently owls don't give a hoot where they go or how much trouble they make for a fellow.



Seated left to right at the Mabee Dinner: Raymond Rissler, Frank Merz, James Sheehan, Dennis Sheehan, George Mabee, William White, Patrick Casey, Edward Carroll, Edward Suhr, Linn Bowman, and William Spears. Standing, left to right: Jesse Yeaw, J. Frank Thompson, J. Gordon Black, Donald Hart, John Neill, H. Paul Princehorn, Alexander Beebee, Calvin Brown, Louis Shnidman, Arthur Loveny, Norbert Kuhn, Dennis Donovan, Bert Davis, Edward Button, Edward Kramer, Francis Pellett, Mark Eilers, Fred Pfluke, and Frank Henry.

Business Finds That It Pays to Light Up

LESTER TWICHELL, *Engineer, Industrial Department*

ROCHESTER is known for quality products in an unusually varied field of industries. Progressive Rochester manufacturers and business men realize the importance of good lighting to their success. The letters from manufacturers, which follow, are a part of a survey made recently to indicate how good lighting is appreciated by executives and organizations who have an enviable reputation of quality to maintain.

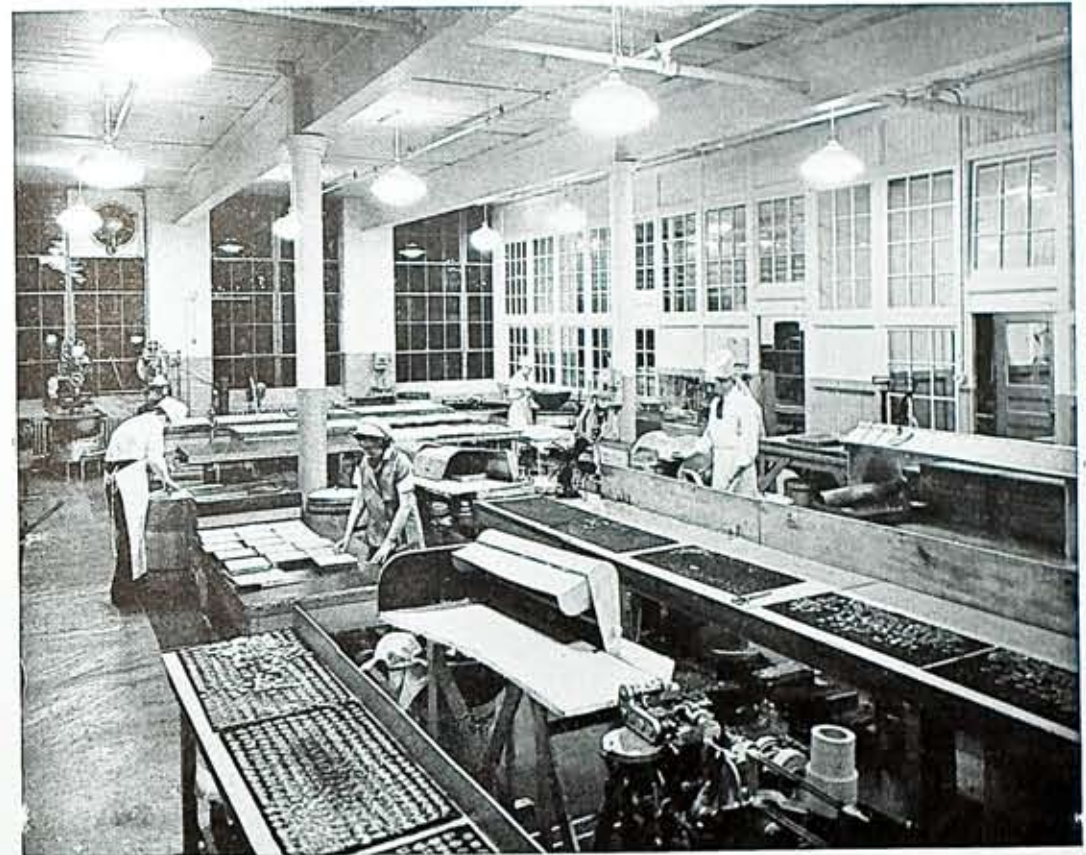
A typical example of what good lighting means in manufacturing is gained from the clothing industry. Rochester makes some of the finest clothing turned out in this country. In tailoring work, where the thread and the material are of the same color, how difficult it would be to be

sure of good hand work unless the best of lighting was afforded. This is especially true when sewing with black thread on black cloth.

In the clothes cleaning industry, unless the work is done efficiently, the spots removed, the clothes are returned and a customer needlessly inconvenienced. With good lighting, reads one of our letters, the rate of production was increased by 24% and the returned garments cut to about 10%. Furthermore, under the old drop lighting, employees frequently complained of headaches, due to eyestrain. With good modern lighting these complaints are usually entirely eliminated. This is a fine thing for employee morale, quality products and fine service.



Good lighting is very essential in the clothing industry and has a lot to do with the health and morale of employees. This is a scene in the large plant of the Hickey Freeman Company.



Scene in Love's Candy Plant, where lighting aids in the inspection of fine chocolate and other varieties of candy, abraded or marked pieces being easily caught before packing.

Good lighting cuts down inspection costs, eliminates defective goods with a minimum of supervision, makes employees happier and more efficient in their work, cuts down returns, keeps standards higher and saves time required to change over machines, prepare work for production and is quite essential today to business and industrial progress.

Rochester Manufacturers Praise Good Lighting

The letters presented herewith, together with the pictures, tell their own story about good lighting. Good lighting is one of the good tools of industry, one that helps Rochester goods consistently to keep in the forefront of public acceptance, not only in Rochester and vicinity, but often throughout the world.

In the Clothing Industry

"Well-made clothes demand an unusually high proportion of hand cutting, sewing and pressing. The seeing task is made difficult by the fact that contrasts are low, since thread and material must match in color. High-quality workmanship demands the ultimate in seeing conditions throughout the plant. Hence the importance of good lighting has long been realized, and a constant program of improvement has been in force for several years."

(Signed) L. S. BARTLETT
Production Manager
Hickey-Freeman Co.

Saves Mechanic's Time

"Some years ago, one wing of the factory was relighted with a modern Glassteel Diffuser installation. At that time, the improvement in the general



Marriott's cleaning establishment can vouch for the utility of good lighting in finding and eliminating spots on clothing sent in to be cleaned. Good lighting cuts down the number of garments returned by at least one-tenth, while speeding production approximately eight per cent.



The Davenport Machine Tool Company finds good general lighting a great improvement over the older local lighting units. It saves much time formerly required to re-arrange local lighting to suit particular tasks.

appearance of the room was extremely noticeable.

"More recently, an installation of H-1 mercury lamps has given the same results. In addition, our men report that they like working with general lighting because it saves the time necessary to rearrange the local lighting units to suit the particular task and enables them to more quickly make the necessary adjustments of the tools and the work. This naturally increases production and is appreciated by the workmen. We believe that good lighting is not a matter in which compromises can be made but that the best obtainable is readily justified."

(Signed) W. S. DAVENPORT
Pres. and Gen. Mgr.
Davenport Machine Tool Co., Inc.

Candy Inspection

"Cleanliness is of utmost importance in our business. Naturally, we

have always striven for the most spotless conditions possible, but it was not until the plant was relighted that we were able to achieve our present standard.

"In the manufacture of high quality candies, the most common flaws are minute scratches or markings on the chocolate. After the improved lighting was installed, we experienced a gratifying decrease not only in the amount of marked candy that passed the factory inspection and was detected in our stores, but also in the actual amount of candy that became marked in manufacture.

"These results have convinced us that a good lighting program is essential to any progressive manufacturer."

(Signed) E. J. SCHONLEBER
Manager
Love's Confections, Inc.



Improved morale of employees is one of the first thing to be noted at the Bastian Brothers Company, where new lighting was only recently installed. The workers were quick to notice the difference and departments in which the improved lighting came last were anxious to have the work speeded.

"In cleaning clothes good seeing conditions are necessary in every step of the process, and particularly in the final inspection. When we moved into our new quarters in August, 1936, we installed a thoroughly modern lighting system which provides adequate illumination for even the most exacting visual tasks.

"We find that the number of returned garments is now about one-tenth what it used to be. Furthermore, our rate of production has increased 24% and we estimate that at least a third of this increase is attributable to the improved lighting.

"In the old plant where bare lamps were suspended on drop cords, the employes complained frequently of headaches. These complaints have now stopped and the general morale of the employees has noticeably improved."

(Signed) R. A. MARRIOTT

Employees Appreciate It

"About six months ago we began to install improved lighting in our plant. Since we had decided to do the job right, complete rewiring was necessary, and for this reason the work of installing the new lighting covered a period of several months and, in fact, is still going on. Since the installation is not yet complete it is too soon to notice just what benefits the improved lighting will bring, but one thing has been evident from the day the first section of the factory was relighted: the men appreciate the difference between the new and the old lighting. Those who already have the improved lighting have expressed their satisfaction with it, and those who are still working under the old lighting system are highly impatient to have their section of the plant relighted. This reaction on the part of the factory personnel is highly gratifying to the management—so much so that even if the improved lighting should bring us no other tangible benefits, its installation will be considered well worth

while because of the improved morale of our employees."

(Signed) F. A. McDERMOTT
Superintendent
Bastian Brothers Company

An Eloquent Record

WITH one outstanding exception, the consumer has felt increased costs in almost every item of the family budget. The exception is the Cost of Electricity in the Home. In spite of increased prices in the thousand-and-one materials and supplies used by the Company and in spite of the striking increases in taxes, the Company thru repeated rate reductions has made possible greater use of its service in the home at a lower cost.

As portrayed in the reproduction of a recent window display at the East Avenue Office, the average rate per kilowatt hour for Domestic Electric Service has decreased 35% in the 10-year period from 1927 to 1937. During this same period our tax bill has increased 65%. The chart shows that the taxes paid by the Company, and collected in the form of rates from its customers, have increased over a MILLION DOLLARS in the past ten years.

The only appreciable decreasing item in the increased cost-of-living, is the item of Domestic Electricity.

Among the reported new inventions is one called the Oral Speedometer, which operates with a phonograph attachment. It has the following to say as the driver's speed increases:

At 35 m.p.h.: "Too fast for city driving. We hope you're in the country."

At 45 m.p.h.: "Your car is still under control, but watch the car behind, the car ahead of you. Have you had your brakes tested recently?"

At 50 m.p.h.: "Your responsibility is increasing. Keep your eyes on the road."

At 60 m.p.h.: "Are your insurance premiums paid to date?"

At 70 m.p.h.: "You drive. This attachment will do the praying."

At 80 m.p.h.: "Someone will probably have this car repaired. If so, we thank you for the sale of a new speedometer to replace this one which in a few moments is going to hell along with you."

GENERAL INFORMATION

Net Increase in Consumer's Meters for Year Ending October 31

	Oct. 31, 1937	Oct. 31, 1936	Increase
Electric..	135,984	132,827	3,157
Gas.....	112,541	110,263	2,278
Steam...	332	321	11
Total..	248,857	243,411	5,446

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*	78
April.....	266	206	318	470
May.....	366	281	540	740
June.....	332	314	506	753
July.....	172	233	562	603
August.....	281	153	433	363
September....	249	324	581	696
October.....	203	211	585	511
November.....	191	121	456	
December.....	179	175	350	

Statement of Consumers Meters by Departments as of October 31

	Electric	Gas	Steam	Total	Incr.
1927	96,421	101,935	278	198,634	
1928	104,608	106,192	308	211,108	12,474
1929	115,372	109,464	327	225,163	14,055
1930	118,787	109,543	340	228,670	3,507
1931	121,096	109,864	339	231,299	2,629
1932	126,957	109,106	322	236,385	5,086
1933	127,325	108,713	310	236,348	37*
1934	128,615	109,552	309	238,476	2,128
1935	130,078	110,157	317	240,552	2,076
1936	132,827	110,263	321	243,411	2,859
1937	135,984	112,541	332	248,857	5,446
Incr. in 10 Yrs.	39,563	10,606	54	50,223	50,223

	Month of Oct., 1937	Month of Oct., 1936	Increase
KWH Generated—Steam.....	27,653,075	18,412,395	9,240,680
KWH Generated—Hydro.....	9,929,079	7,881,129	2,047,950
KWH Purchased.....	3,347,149	10,293,532	6,946,383*
M Lbs. Commercial Steam Produced.....	98,299	86,212	12,087
MCF Coal Gas Made.....	419,447	394,617	24,830
Tons Steam Coal Used.....	24,323	19,961	4,362
Tons Gas Coal Used.....	34,337	34,030	307
Tons Coke Made.....	22,537	23,140	603*

	Oct. 31, 1937	Oct. 31, 1936	Increase
Number of Employees.....	2,551	2,464	87
Amount of Payroll—Mo. Ended.....	\$ 418,920	\$ 370,671	\$ 48,249
Amount of Payroll—Yr. Ended.....	\$4,823,814	\$4,603,835	\$219,979
Miles of Underground Duct.....	2,051	2,038	13
Miles of Underground Line.....	3,061	3,022	39
Miles of Overhead Line.....	10,159	8,788	1,371
Miles of Gas Main.....	896	839	57
No. of Street Arc Lamps.....	1,397	1,396	1
No. of Mazda Street and Traffic Lamps.....	26,381	26,361	20
Total Number of Street Lamps.....	27,778	27,757	21

*Denotes Decrease

EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for October, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$ 8,794.61	Sick Benefits.....	\$ 1,224.09
Dues and Fees—Members.....	923.48	Accident Off-Duty Benefits.....	141.62
Dues and Fees—Company.....	923.48	Family Sickness.....	15.00
Rochester Hospital Service Plan—Members.....	935.69	Medical Examiner.....	6.00
Company.....	460.16	Nurse's Expense.....	100.00
Interest on Bank Balances and Investments.....	0.00	Payment to Rochester Hospital Service Corporation.....	1,395.85
Total.....	\$12,037.42	Balance End of Month.....	9,154.86
		Total.....	\$12,037.42
E. B. A. Membership Oct. 31, 1937.....	2,225	E. B. A. Membership Oct. 31, 1936.....	2,204
Members participating in Rochester Hospital Service Plan Oct. 31, 1937, 1,452; Oct. 31, 1936, 1,292			



Company deer hunters have returned with varying reports this season. Among those we have heard from are Russell Howe, Carl Jeerings, Rudy Kay, Bill Lemma, and Frank Monahan. Temperatures as low as five degrees below zero were reported, along with much rainy, unpleasant weather.

Carl Jeerings' party shot two deer, Rudy Kay's party also got one and Bill Lemma brought home a fine 160-pound buck. Parties were in order to suitably dispose of these venison steaks, Rudy Kay's group holding forth at the German Club.

Russ Howe says he didn't even see a deer, but he and his Dad had a nice trip just the same.

Harriet Lundgaard, daughter of Mr. and Mrs. Ivar Lundgaard, Castlebar Road, was elected librarian at Norumbega House, her dormitory on the Wellesley College campus. Harriet is now in her sophomore year.

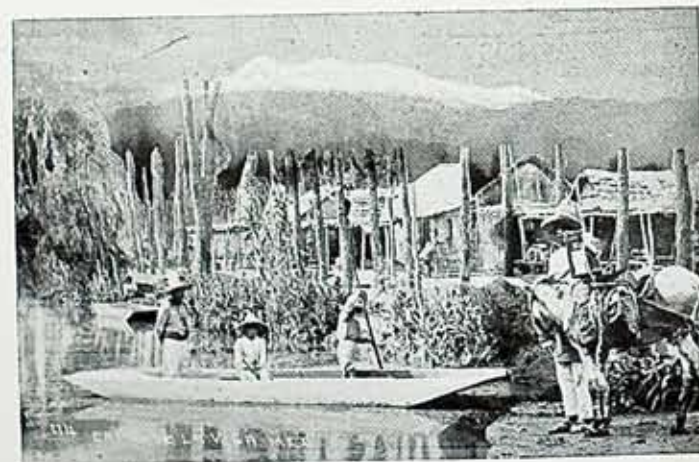
George Freudenvoll and Ruth Wells were married September 28, at the Baptist Temple, the Rev. Arthur Evans officiating. The Office Maintenance Department presented George with a handsome floor lamp. Mr. and Mrs. Freudenvoll are now residing at 134 Benton Street.

Miss Jane Cameron, daughter of Mr. and Mrs. Donald Cameron, is secretary of the sophomore class, at Keuka College.

One of the newer luminaries in the firmament of newly-discovered house organs is the "Taylor Meteor" published by the Taylor Instrument Company. It is a very interesting and well edited publication. Its editor, William L. Drake, as well as the members of the Taylor Fellowship Club are to be congratulated upon their good work, and we are proud to be on the Meteor's mailing list.

Several friends of Doris Rice Gilbert, who now lives in Syracuse, visited her this summer. They all give glowing accounts of her fine baby and her nice home at 143 Berger Ave.

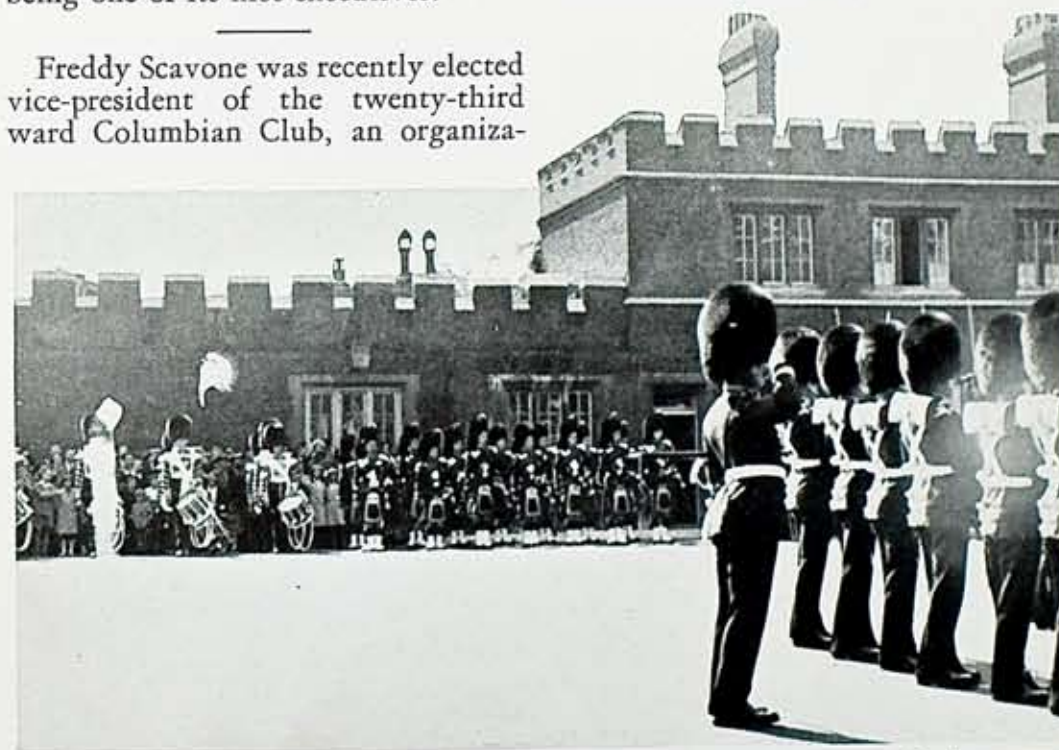
Scene from the happy land of "manyana" which we know as Mexico, from a picture sent to "Gas and Electric News" during the vacation season by Lewis Shnidman, head of the Company's Research Laboratory.



Cecil Goodwin, General Maintenance Department, is one of the lightest ends in local semi-pro football. Cecil plays right end on the fast Sigma Delta football team, down Greece way. Recently this team donated its services for a game to be played under the auspices of the Greece Fire Department, for the promotion of a playground for children to be constructed in Maiden Lane.

Reginald Meagher was recently installed Commander of Rochester Engineers' Post 445 of the American Legion, which is limited to technical men and has gone through the various chairs in the post to his present office. Reginald just completed two years as president of the Rochester chapter of the Society of the First Division A. E. F. He is busy planning an active program of winter activities for the post. Stanley Cady, fourth floor, is a Past Commander of the same post, being one of its first executives.

Freddy Scavone was recently elected vice-president of the twenty-third ward Columbian Club, an organiza-



Snapshot taken on his European vacation by Roy Weston, Industrial Department. It shows some of the pomp and glory connected with the changing of the guard at St. James Palace, London, the former home of the Duke of Windsor.

tion composed of young men of the Republican party.

Mr. and Mrs. Roy H. Weston enjoyed a fine trip to Europe last summer on a tramp ship. They embarked at Montreal on the S.S. "Cairnglen" of the Furness Line. Eleven days passed delightfully on the ocean. They spent much of their vacation in England and Scotland, where they met friends there. Newcastle on Tyne, Oxford, London, Warwick Castle, Stratford on Avon (Shakespeare's home), Kenilworth Castle, famed in Scott's writings, and many other interesting places were visited. The return trip was via the S.S. "Empress of Australia."

Victor Mitchell was smiled upon by Lady Luck recently. Landis Smith drew two numbers in a football sweepstakes and was about to put one back when Victor said: "I'll take that one." It was a lucky number, comprising the three winning teams.

Florence Smith motored to New York on her vacation. She saw the "Yankees" play, went to some gorgeous shows and visited the liner "Queen Mary" which was in port. Florence also saw "Radio City" for the first time and liked it immensely.

Bertha Ellsworth and Mrs. June Brenner motored to Molin, Illinois to visit friends. They stayed on a large farm. While there they visited Chicago for four days and had the pleasure of listening to and seeing Fred Waring and his orchestra at the Drake Hotel, and dining at the Continental Hotel. They visited Milwaukee and Cleveland as well. Bertha, much to her surprise, visited the Chicago stockyards. She came home with a fine appreciation for the humane manner used in handling the stock, and for its cleanliness throughout.

Mr. and Mrs. Lucas Caple and their daughter Mary recently enjoyed the antics of a big black crow which they encountered on State Road, Webster. When they stopped their motor along the road, Mr. Crow came and lighted on their car's hood. The bird walked about, looking at himself in the windshield, and tried hard to pick away the windshield wiper. When the crow said "hello" they were quite flabbergasted. Then they discovered that it was a tame crow, owned by a farmer, who has inserted ads in the Webster newspaper and the Democrat and Chronicle asking hunters not to shoot their interesting bird friend.

A Hallowe'en party was held at the Chiselers Camp by the personnel of the Industrial Sales Department on the evening of October 28. Dinner was prepared for the occasion by the Frances Shop, and sweet cider was furnished by Landis Smith.

Hallowe'en stunts enlivened the evening, and dancing was enjoyed to

the music of Bud Pfeiffer's band. Ken Castle started off the apple ducking contest by completely submerging his head, just to show how a good sailor takes to water. Al Thomas also enjoyed a fine ducking up to his Adam's apple.

Mrs. Al Thomas and Dewitt Pike won the apple-on-the-string contest, and Don Smith showed his versatility by being a "hot" caller of old-time square dances. Although it was a rainy night forty-six members and wives were present, which indicates how effectually the department's social committee operate.

Mr. and Mrs. J. Burton Warren spent a few days in New York City recently. They visited their daughter, Miss Marjorie Warren. Trips were made to Radio City and other interesting places. The world series, however, was Bert's chief pastime while there.



Mr. and Mrs. Willard J. DeWolf. Vacation picture taken on top of White Face Mountain, eight miles up on that high-spot of mountain beauty. Left to right in the picture are Mr. and Mrs. Willard J. DeWolf, Catherine Newman, daughter of Mr. and Mrs. Leon Newman, and Bobby DeWolf.

For some time, it has been the custom of the employees of the West Station Office to celebrate birthdays. These affairs take place in the Engineers' Office, and all the food is prepared in the laboratory, with the aid of the beautiful new Glenwood Range which was installed several months ago.

The last celebration took place on October 21st, in honor of the birthdays of Mr. Alexander M. Beebe and Mr. Hamilton C. King. The table was laid with Hallowe'en decorations, and each of the guests of honor had a birthday cake with candles and little pumpkins and black cats.

These friendly little gatherings have been greatly enjoyed by all those who have participated in them, and Thanksgiving and Christmas parties are already being planned.

Vacation has more than ordinary significance to Mr. and Mrs. Lester Twichell. It means a visit to Pleasant Lake, New Hampshire, as well as a seasonal visit with Elmer's parents, Mr. and Mrs. H. A. Twichell of Boston and altogether a very pleasant time.

Mr. William Spears and Mr. James W. Nichols, renowned fishermen and huntsmen of West Station, have recently enjoyed several expeditions into the Great Open Spaces. One day, they went forth to pursue the elusive squirrel, but it was a rainy day, and the squirrels sought the shelter of their hollow trees. (Of course, there is the possibility that someone may have tipped them off!) It is reported, however, that sometime during the day, a lone owl ventured out of his hiding place, but when the gentlemen aimed at him, he just said: "Hoo hoo!" and flew away. Well, probably Frank Buck and Martin Johnson had the same disappointing experiences before they



Every dog has his day, especially during vacation time. Above, right to left, are "Tony" the Twichell family's prize dog, Bob Twichell, and his cousin, Don. Photo taken at Clear Lake.

went in for big game hunting! Better luck next time!

Among the employees who attended the recent American Legion convention in New York City were William O'Brien and James Pritchard, both of the Steam Department. They participated in the many events planned for legion members, among which was a memorial service held in Madison Square Garden. One of the contributing artists was Lucy Monroe, the well known radio and operatic soprano.

The colorful sixteen-hour parade was something long to remember, and Messers O'Brien and Pritchard have words of praise for the efficiency and crowd-handling abilities of the New York police.

The New York police and fire departments treated legionnaires to a delightful pageant which depicted the life of these public servants during the years past and at the present time.

One of the most enjoyed trips was the visit aboard the ship "Queen



Little Mary Ann Kelly, daughter of Mr. and Mrs. Harold Kelly demonstrating the way she looks when she is watching for her first visit from good old Santa Claus. She is 10 months old.

Mary" under the supervision of a ship's officer, who proved to be a very amiable guide. Another trip was made up the Hudson River on a U. S. navy tender to the battleship Texas, which was inspected under the guidance of Corporal Virgil Detton of the Marine Corps. Jimmy Pritchard being an ex-marine got along famously with this officer who later on, during his shore leave, took Bill and Jimmy on a tour of New York high-spots.

Other trips were to Radio City's broadcasting studios and many other interesting places all of which were readily available for persons wearing the American Legion insignia.

Wesley Killip, of the Meter Reading Department, and his son Eugene, who is an enthusiastic Boy Scout, with a party of scouts made a trip to the Adirondack Mountains. They wished to get back into some wild country and enjoy nature in the rough. However, they found the deer flies too much for them and made a quick dash back

to civilization. If you know a good remedy for these pests. Mr. Killip would sure like to get in touch with you.

Evelyn Ward, Consumers Accounting Department, became the bride of Earl Lerch on Saturday, October 16, at eleven A. M. The ceremony was performed at the Church of the Epiphany, by the Rev. Henry Russell Talbot. Following a reception for immediate friends, they departed for a honeymoon which was spent in Washington and other eastern cities. They are now at home at 423 Magee Avenue.

Katharine Sweeney became the bride of Richard O'Connor on September 25. The ceremony was performed by the Rev. Joseph Maloney, cousin of the bridegroom, at St. Monica's Church. Following a wedding breakfast at the "Home Dining Room," they received the congratulations of a group of their intimate friends and relatives, then departed for the New England states. They are now at home at 121 Elba Street.

The Tabulating Department, second floor, has an interesting way of showing where everyone spent their vacations this year. Every time an employee goes away he sends a postcard back showing where he went and what kind of a vacation spot was selected. This exhibit makes a very interesting record of happy vacation places and helps one's fellow employees to enjoy the current vacations of those who are actually on "locations."

Frank A. Gleichauf, of the Meter Reading Department, spent his vacation in New York City. He hit the high-spots during his two weeks' stay and saw most of the favored places of interest.

Members of the R. G. and E. riding class held an enjoyable Christmas party at Troop F mess hall, Culver Road. Horsemen and horsewomen

have marvelous appetites. Therefore, the wonderful spaghetti supper prepared by Rose Mancuso, a member of the class, was greatly appreciated. There was a Christmas grab-bag and everyone received a funny present. Even the horses were not forgotten. They literally grabbed for the delicious carrots and apples which the riders brought to them.

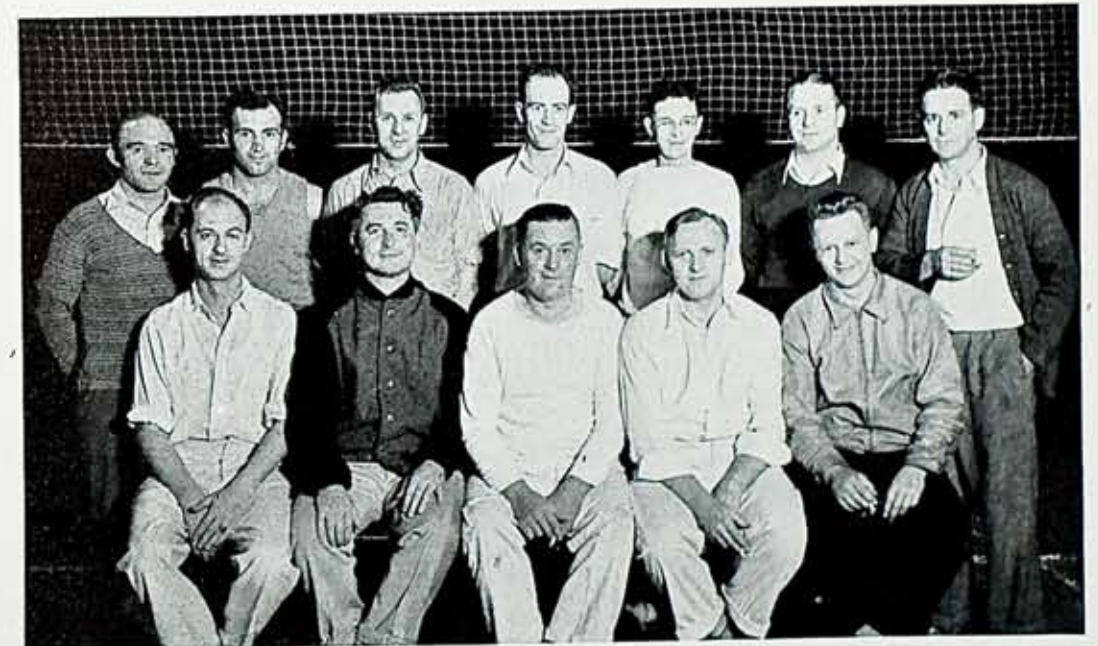
Edward Scott Van Horn, little son of Mr. and Mrs. Winfield Scott Van Horn, of 297 Rosedale Street, came to town on December 7, at the Genesee Hospital. His arrival just before Christmas, and the fact that he is their first child made this Christmas just about the happiest one they ever experienced.

Jose DePrez may be seen about town almost any week-end or holiday riding his bicycle. This is one of his hobbies. With photography it keeps him quite busy during his spare moments. Jose also rides to work on his "bike" and altogether keeps in quite

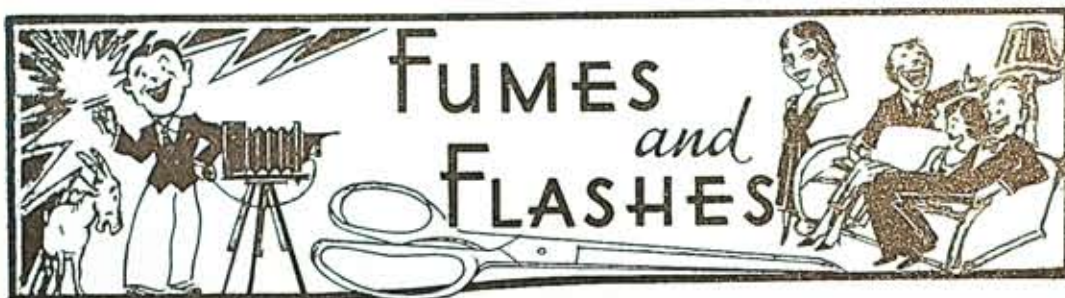
wonderful physical condition the year 'round.

It's tough to lose your wallet around Christmas time; but what an uplift comes when someone finds it and returns it to you. Carl A. White-man, Industrial Department, while eating in an East Avenue restaurant, found a pocketbook containing over seventy dollars. He turned it in to the cashier and the owner was found next day and someone was made very happy indeed.

Vice-President Joseph P. Haftenkamp and his daughter Ruth are regular members of the R. G. and E. riding class at the Culver Road Troop F. armory. Lieutenant Al Doud is greatly pleased with Mr. Haftenkamp's fine progress. Although Miss Ruth had a three-year start on her Dad and is a marvelous little rider, he took the "bit in his mouth," so to speak, and is enthusiastically gaining ground fast in this excellent pastime.



It took the first snowstorm to chase these enthusiastic volley-ball players indoors. All summer they have been playing in the lighted court installed in Art Noffke's backyard. Left to right are back row: Otto Groth, D. Petrossi, Hubert Seargent, Roy Burley, K. Hilliard, R. Lober and R. Spencer. Front row: Al Brown, Mallory Loos, Art Noffke, Harry Miller, and Walter Hildebrandt.



The Old Nick

The following conversation was overheard as a small boy was telling his still smaller brothers and sisters about old Saint Nick: "I looked out the window an' he wasn't there. . . . I looked out again and he'd gone."

Colossal?

He: "It says in the paper that a baby fed on elephant's milk gained twenty pounds in two weeks."

She: "I don't believe it; whose baby was it?"
He: "The elephant's."

Sold

Business Man: "What do you do with these pictures you paint?"

Artist: "I sell them sir."

Business Man: "Well, name your figure and report Monday. I've been looking for a salesman like you for years."

Hold Everything

Diner: "Waiter! This stew is terrible. What kind is it?"

Waiter: "The chef calls this enthusiastic stew."

Diner: "Why?"

Waiter: "He puts everything he has into it."

Simple

Asked to write a brief essay on the life of Benjamin Franklin, a little girl wrote this gem of a paragraph:

"He was born in Boston, traveled to Philadelphia, met a lady on the street, she laughed at him, he married her, and discovered electricity."

Most people would succeed in small things if they were not troubled with great ambitions.

Fair Enough

A lady who had employed a Chinaman as cook asked him his name.

"Me name San Toy Lee," he said.

"Ah, your name is too long," the lady replied. "I will call you John."

"All right," responded John. "What's your name?"

"Mrs. Charlotte Anne Hemingway," she told him.

"Your name too long," remarked John. "I call you Cholly."

Seeing the World

A Scotchman's tip to vacationists: "Stay home and let your mind wander."

Co-Education

First Co-ed: "Have you noticed Jack's new mustache; it makes me laugh."

Second Co-ed: "Tickled me, too."

Illuminating

"I shall now illustrate what I have in my mind," said the prof. as he erased the board.

Wrong Answer

"It looks like a storm; you had better stay for dinner."

"Oh, thanks, but I don't think it's bad enough for that."

Page Mr. Farley

"Ever hear how the letter-carrier spent his honeymoon?"

"I know that one. He spent it walking the streets."

"Wrong. He stayed home and played post office with the bride."

Vocational

Don't lick the kid if he changes the subject when you try to pin something on him. He will head some big firm's complaint department.

Says You

"As I was crossing the bridge the other day," said an Irishman. "I met Pat O'Brien. 'O'Brien,' says I, 'how are you?' 'Pretty well, thank you, Brady,' says he. 'Brady!' says I, 'that's not my name.' 'Faith,' says he, 'and mine's not O'Brien.'"

"With that we again looked at each other, an' sure enough it was nayther of us."

And Complicated

"I was talking with somebody about you the other day. I've forgotten who it was, but I think she knows you, although I can't be sure because neither of us could quite remember your name."

"Say, it's a small world, isn't it?"

Not Guilty

An old negro went to the office of the commissioner of registration in a Missouri town and applied for registration papers.

"What's your name?" asked the official.

"George Washington," was the reply.

"Well, George, are you the man who cut down the cherry tree?"

"No, suh, I ain't de man. I ain't done no work for nigh onto a year."

What is Success?

— [Something to shoot at for the New Year 1938] —

It's doing your job the best you can,
And being just to your fellow man;

It's making money, but holding friends,
And staying true to your aims and ends;

It's figuring how and learning why,
While making labor a brave romance;

It's going onward despite defeat,
And fighting staunchly but keeping sweet;

It's being clean and playing fair,
It's laughing lightly at Dame Despair;

It's sharing sorrow and work and mirth,
And making better this good old earth;

It's serving, striving through strain and stress,
It's doing your noblest—that's Success!

— Graphic Arts





How Not to Trim a Tree



I do not think I'll ever be much help
around a Christmas tree,

A smiling tree that gaily gleams, whose
friendly rafters kiss the beams.

When I festoon the tree with spangles I
usher in domestic wrangles.

I yearn to show where things should go,
but I'm, alas, mal-apropos.

I'm like the funny circus clown: what
others hang up I knock down.

Poems are made by fools like me, but
only wives can trim a tree.

— *Arthur L. Lipmann*

