

YEAR BOOK

*March
1937*



ROCHESTER
GAS AND ELECTRIC NEWS

Rochester Gas & Electric Corporation
Rochester, N. Y.

YEAR BOOK

ROCHESTER GAS AND ELECTRIC NEWS

A RESUME OF THE PROGRESS MADE BY
THE COMPANY DURING THE YEAR OF 1936



ROCHESTER GAS AND ELECTRIC CORPORATION
ROCHESTER, NEW YORK

S E R V I C E

is the cornerstone of usefulness, and the service of this Company is dedicated to the emancipation of needless drudgery in the home, the promotion of industrial and civic progress and the happiness and prosperity of the communities we serve.

VOTING TRUSTEES, DIRECTORS, EXECUTIVE COMMITTEE AND OFFICERS

ROCHESTER GAS AND ELECTRIC CORPORATION

89 East Avenue, Rochester, N. Y.

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FREDERIC H. HILL	WALTER L. TODD
SANFORD J. MAGEE	HERBERT J. WINN

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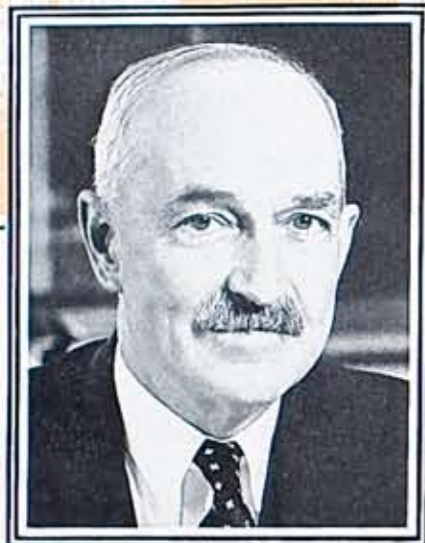
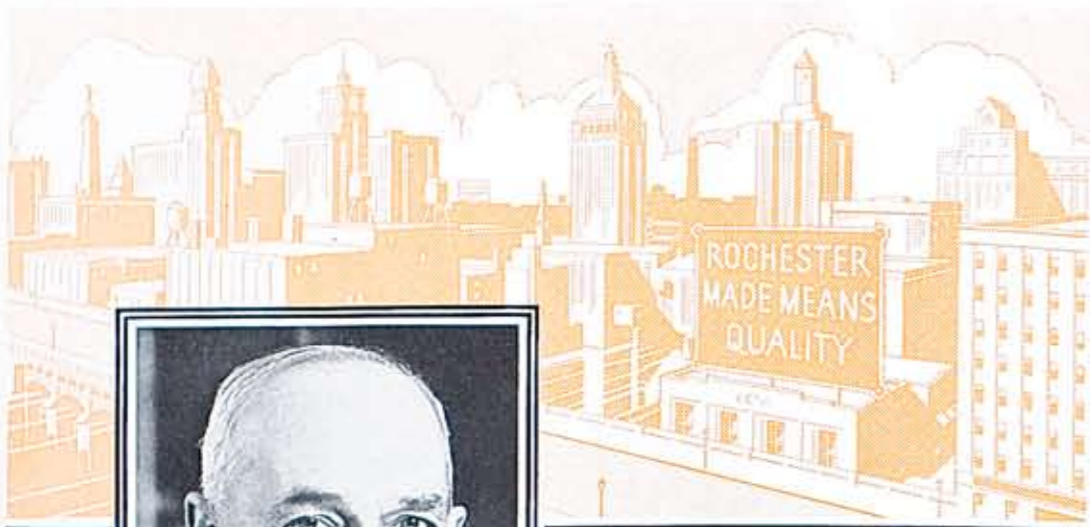
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FRED C. GOODWIN, *Chairman*

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VOTING TRUSTEES

RAYMOND N. BALL	CHARLES M. TRAVIS
FRED C. GOODWIN	HERBERT J. WINN



OUR YEAR BOOK

FOLLOWING what seems to be an acceptable precedent, this issue of the Gas and Electric News again constitutes a supplement to the Annual Report of the Company. The importance of elaborating the financial statements of the Company increases with the increasing size of the Company, especially as increasing size means larger resources and greater responsibility devoted to the Public Interest. . . The various activities described herein in terms of physical accomplishment are the composite effort of the heads, hearts, and hands, of the organization. This picture is the statement, with a minimum of editing, of the Company's Operating Managers. We trust that in it the reader can discern, as we do, something of the ability, romance, and fidelity to trust which are a fundamental part of this Company's business. . . For more than ninety years this Company has endeavored to be a faithful public servant. Today we continue to strive to carry forward that tradition.

Herman Russell
President

EDWARD G. MINER
R. G. & E. Director,
Chairman of Board, Pfau & Co.

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

FRED C. GOODWIN
R. G. & E. Director, Chairman of the
Board, Rochester Telephone Corp.

JOSEPH P. HAFTENKAMP
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RAYMOND N. BALL
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Lincoln-Alliance Bank & Trust Co.

E. C. SCOBELL
R. G. & E. Vice-Pres. & Comptroller

CHARLES W. SMITH
R. G. & E. Director, Pres. & Treas.
Sherwood Shoe Company

Officers-Directors, 1937



HERBERT J. WINN
R. G. & E. Director, President-Treasurer
Taylor Instrument Companies



J. CRAIG POWERS
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Rochester Trust & Safe Deposit Co.



DANIEL STARCH
R. G. & E. Director,
Pres. Daniel Starch & Staff



FREDERICK H. HILL
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Elmira Light, Heat and Power Corp.



SANFORD J. MAGEE
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A. G. & E. Company



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R. G. & E. Director, Vice President
A. G. & E. Company



M. HERBERT EISENHART
R. G. & E. Director, Pres. & Gen. Mgr.
Bausch & Lomb Optical Company

Officers-Directors, 1937



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R. G. & E. Director, President
The Todd Company, Inc.



JOHN P. BOYLAN
R. G. & E. Director, Pres. & Gen. Mgr.
Rochester Telephone Corp.



FREDERICK H. PATTERSON
R. G. & E. Secretary and
Asst. Comptroller



JOSEPH C. COLLINS
R. G. & E. Treas. & Asst. Sec'y



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



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

Officers-Directors, 1937

Home Service



HERE was an increased sale of gas and electric appliances, by Company salesmen and dealers, last year and Home Service demonstrators during 1936 made 7,293 calls at the homes of customers. This is nearly double the calls made the year previous. These calls included 3,782 on refrigeration, 1,554 in connection with ranges, 598 on automatic water heaters, and 642 calls welcoming customers who had recently moved to Rochester. Including 2,935 return calls and calls made when customers were not at home, the total calls made were 16,191. It is the job of the young

women demonstrators to instruct customers on the correct and most efficient use of appliances, to make sure the customer is satisfied and, if necessary, to request further service from some other department.

Including the home service calls made by the Wolcott, Canandaigua and Fillmore divisions of the Department, the grand total of calls amounts to more than 20,000. Routine range and refrigerator demonstrations were given in the Canandaigua and Lake Shore territories, and in Hilton, Brockport and Spencerport. The Monroe County Home Bureau and the Rochester Gas and Electric Corporation sponsored four joint meetings in connection with the New York State Rural Electrification program.



Canning window in the Company's East Avenue display windows, used during a Home Service canning and preserving campaign last season. Hundreds of housewives benefit from Home Service suggestions, information and demonstrations throughout the entire year.

Lighting Surveys

Cooperative students from Mechanics Institute continued the lighting survey work. A total of 4,635 surveys were made, with 133,098 watts of electricity actually installed in lighting, at an estimated annual revenue of \$12,152.38. At the season's end this lighting survey activity had covered Rochester customers and had given lighting information to thousands of housewives. How they are reacting to this is well demonstrated in increased lamp sales and a greater appreciation for the "Better Light Better Sight" movement.



Home Service activities give the housewife reason to be proud of her cooking and baking. It's easy when one knows how.

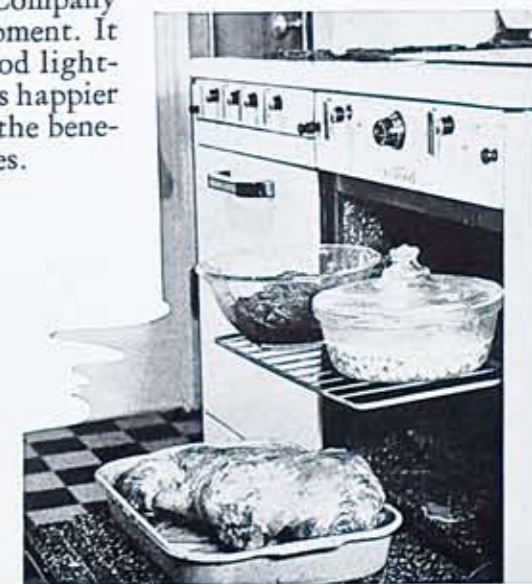
During last summer four of our young women carried on a lamp selling activity which resulted in the sale of five hundred Pin-it-up lamps. Calls were also made on rural customers to promote increased appreciation for domestic electric service. In five months 157 small appliances and lamps were sold which it is estimated increased electrical consumption by 9,429 K.W.H.

Other Services

At the request of the Electrical Association refrigerator demonstrations were given for two dealers. Requests for recipes, menus and other information greatly increased last year, and during the summer about 1,000 canning charts were given out at the request of individuals. The Home Service Department in increasing the business of the Company has brought greater satisfaction into homes of customers in the use of Company products and gas and electric equipment. It has generated a greater interest in good lighting and has assisted in making homes happier through a greater understanding of the benefits of Company products and services.

Service to Publication

The Home Service department, through the advertising department, has been furnishing a domestic economy column 'Help for the Home Maker' to ten or more weekly newspapers. Through this column, the work of the department is projected into many additional homes. This column is greatly appreciated by the housewife for its seasonal suggestions, and the fine recipes which are a part of its success.



A new method of roasting received quite a bit of publicity last year. New ideas are always percolating through this department, of interest to housewives.

Rural Service Extension Work

EXTENDING electric lines in rural territory is making it possible for many of our farmers to enjoy to the fullest extent, in their homes and business, the convenience and comfort which electric service brings. This use of electricity on the farm has become an industrial load as well as a domestic load.

Hundreds of farm operations are being done automatically, more quickly, and more economically than heretofore because of the use of electricity. In order to encourage the use of electrical farm equipment of this nature, the rural electrification department was established. This department cooperates very closely with the College of Agriculture, the Empire State Gas and Electric Association, with manufacturers, Farm Bureaus and Granges in the development of electrical farm equipment. Information regarding these new applications is constantly being brought before farmers in the communities we serve. Demonstrations are promoted in which projects are set up and operated under Company supervision, in cooperation with the Farm Bureau. Thus instruction is given farmers on how properly to install and operate electrical farm equipment.

Rural Line Extensions

Last year more than 2,000 customers were signed up on our Rural Line Extension Plan. This work involved the construction of more than 400 miles of new electric lines. This brings up the importance of adequate wiring. To be able to use electricity to the fullest extent it is important that premises be wired with the proper sized wire, and that electrical outlets be placed advantageously. This department cooperated with the Rural Electrification Committee in showing new customers and contractors the advantages of proper wiring. Wiring layouts and specifications in many cases were made for the customer, and assistance given in placing wiring contracts.

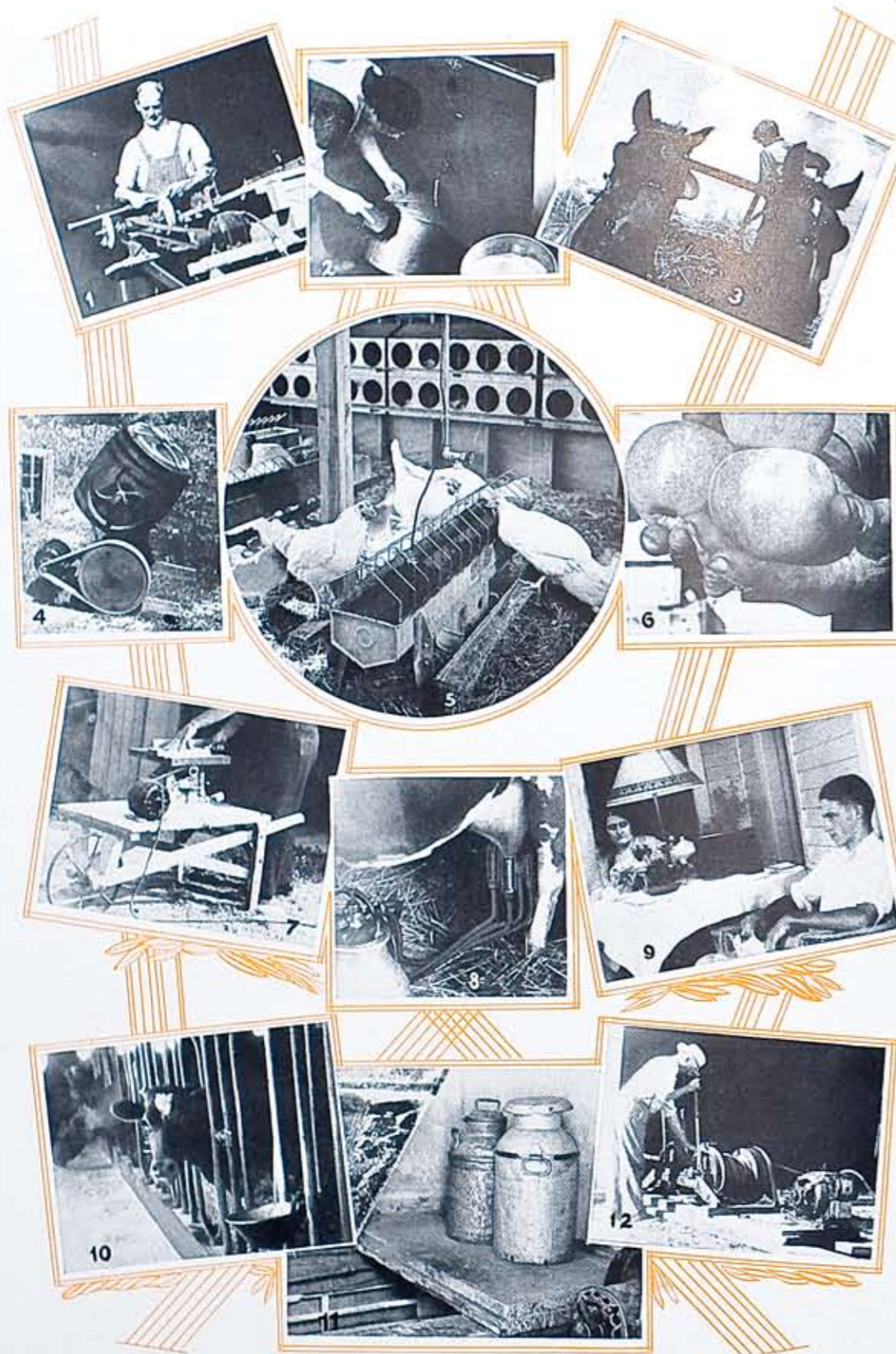
Electrical equipment for the farm was exhibited by the Company at the show of the New York State Horticultural Society, held in Edgerton Park. This educational exhibit attracted thousands of farmers and other visitors. Educational farm electrical information was also disseminated through personal contacts, direct mail, farm literature and advertising. The magazine "Electricity on the Farm," containing valuable articles pertaining to the application of electricity to farm work, is distributed to more than 1,000 farm customers.

Our Farm "Movie"

A half-hour farm "movie" made on Kodachrome film in sound and color, show actual scenes of uses which farmers



"Shooting" some farm scenes for the Company's motion picture "Electricity on the Farm."



"Shots" from the Company "movie" Electricity on the Farm. 1—Electric grinder. 2—Electric dairy sterilizer and water heater. 3—Getting in the hay. 4—Churning electrically. 5—Poultry water warmer. 6—Electrically operated graders, wash, clean and grade apples. 7—Portable electric saw. 8—Electrical milker. 9—Enjoying the "Trooper Program" down on the farm. 10—Electric pumps provide pure water for dairy farms. 11—Electric milk cooler, and 12—Hoisting hay by electricity.

in our territory are making of electricity. This was produced by Bradmore Productions, Inc., of Rochester, N. Y., under the supervision of this department. This movie has been shown to scores of different groups such as Granges, Schools, Farm Bureaus, Churches and other organizations. The farm movie is used together with a fifteen-minute comedy and a talk on farm electrical appliances and their operation. These programs have met with a very enthusiastic reception and many requests have been made for a second showing.

The men of the department follow up new installations of electrical equipment to see that it is properly installed and operating satisfactorily. Cooperation among the poultry and dairy supply dealers has helped to show them the advantages of farm electrical appliances and the load rural lines offer.

Farm "Chore Boy"

Today on the dairy farm electricity pumps water for the animals, does the milking, cools the milk, heats water to wash and sterilize dairy utensils, lights and ventilates the barn, operates the ensilage cutter, the farm machine shop and many other useful machines. On the poultry farm electricity provides lighting to increase egg production. It also hatches the chicks. Many customers now use electric brooders and find them to be safer and more economical to operate than those using coal or oil. Many electrical poultry water warmers were sold last year. They keep the water from freezing in the poultry houses. Also, a large number of oil incubators were converted to electric operation, giving better control of temperature and reducing fire hazards to a minimum.

Soil Heating, Sterilizing

Muck farmers and market gardeners are using soil heating cable placed in hot beds. They make possible the growing of healthy, virile plants, by electricity, an operation which can be automatically controlled. This department also developed a soil sterilization unit which has been loaned to a number of greenhouse owners. This unit sterilizes the soil, thereby eliminating weeds and diseases. Some sales have been made of this equipment, and one man is sterilizing all the soil used in his five greenhouses.



The R. G. and E. "movie" showing uses of electricity on the farm, about to be shown at the world's largest Grange, Webster, N. Y. This film is available, together with comedy reels, and others featuring wiring, lighting and interesting agricultural subjects, to farm groups, granges and other organizations.



Illustrating diversified Farm Service activities. 1—Electric brooder-incubator. 2—Two story, ventilated poultry house. 3—Irrigation produces quality celery in drouth season. 4—One of 6 electric brooders on one farm. 5—Irrigation aids in planting celery in dry season. 6—Mrs. Thomas Seward shelling perfect lima beans grown under irrigation. 7—Candling eggs and grading them, using electric lighting. 8—Comparison of plants grown under electric illumination, left, and normal daylight, right. 9—Baby chicks thrive in electrically heated battery brooders, and 10—Electricity helps to produce cleaner and better milk.

Popularity of Gas Heating Indicated by Sales

1936 will stand out in the history of Gas Homeheating in Rochester for several reasons. During this year an all-time high in home heating sales was reached, bringing the total number of gas heated homes in Rochester to about 1500. The total number of sales was not greatly in excess of that made the previous year, but the record was made with a smaller sales personnel. A marked increase was shown in gas-designed installations. During the past few years a large percentage of sales was conversion, i. e., burners installed in boilers or furnaces designed to burn solid fuel. It is gratifying to note this increase in designed equipment sales, and it signals an even greater acceptance by the public for our service in 1937.

This year also marks the resumption of gas heating sales promotion directly by the Corporation. Since 1932, Heatmaster Products, a branch of the Surface Combustion Corporation of Toledo, Ohio, handled all sales activities for this Company, but on March 1st, Heatmaster Products ceased to exist and the Rochester Gas & Electric Corporation took over the operation.

In April the department opened a new store and salesroom at 101 East Avenue, Sagamore Building. Our customers are cordially invited to inspect our showroom which is modern in every respect, and houses truly modern heating equipment. The department personnel is made up of a manager, ten salesmen, two sales supervisors, an engineer, and a stenographer.

Gas heating makes it possible to keep homes clean with the least possible effort and expense. In new homes it enables owners to adopt more colorful and highly artistic fabrics and home furnishings without fear of having them soiled or tarnished unnecessarily. Estimates are gladly furnished to customers.



Attractive "seafaring" cellar in the gas heated home of Mr. Walter S. Forsythe, 53 Grosvenor Road. With gas as fuel, there is more room to carry out one's specific ideas for basement rooms, gymnasiums or play rooms which are as clean and attractive as any room in the home.



These illustrations show what some Rochesterians have done to make their basements attractive, interesting places to live and play in. Top, amusement room in the home of Walter Forsythe, 53 Grosvenor Road. Center, Beautiful basement living room, home of Mrs. Mary West, 12 Glen Ellen Way. Bottom, trophy room, home of John N. Lambert, 163 Frankland Road. These homes are gas heated.

Home Modernization and Kitchen Planning

FOR heaven's sake! Don't let them into the kitchen!" That, or some such startled expression from mother in days gone by, kept all but the most intimate friends in the "parlor" or living room. The kitchen was the place where food was prepared and the washing was done, and which often served as the family natatorium on Saturday nights. The kitchen was often just put together with no attempt made to arrange the appliances so as to accomplish the numerous tasks with the greatest speed and the fewest steps. Sanitation was far from scientific and appearances were given too little consideration. For ages, the kitchen was closely linked with drudgery, but this need no longer be true, even for the families in the lower income bracket.

Importance of Kitchens

During recent years, our ideas of the kitchen have undergone a remarkable change. Most of us have come to realize that the kitchen is the most important part of the home. Living rooms have been lightened and brightened, bedrooms have been "dolled up" and bathrooms have taken on a colorful life, and finally at long last, the attention of American home-owners has been focused on the kitchen. This Cinderella of the home is now receiving more attention than almost any other part of the house and it is only the beginning!

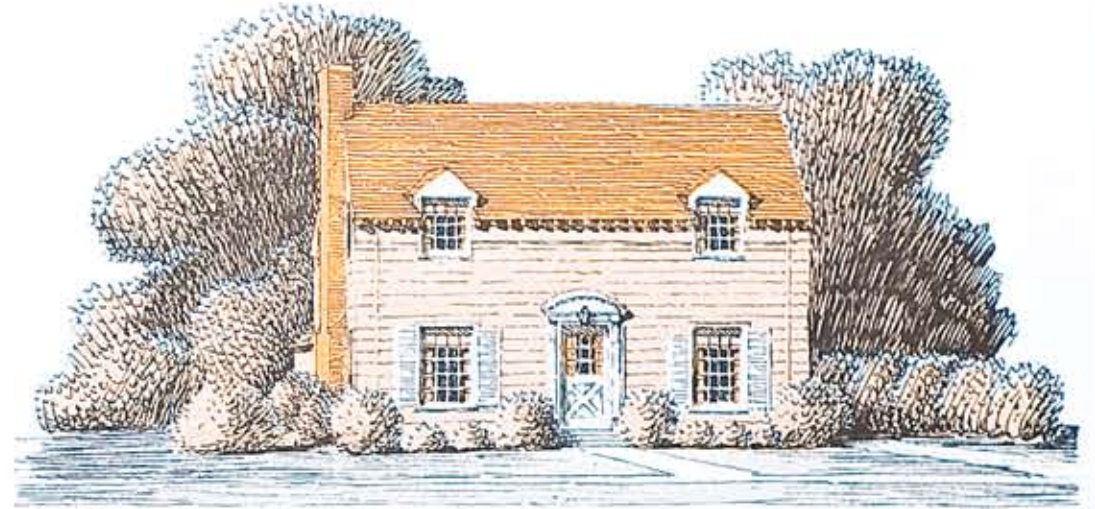
Modern medicine has proved the importance of properly preserving and preparing food. Trained engineers have made an intensive study of kitchen technique and have collected sufficient data to enable home owners to build or remodel kitchens so that they are economically and efficiently designed. The preserving, preparing, and serving centers are each in their proper places and are given their correct proportion of the total space. The owner of a moderately priced home may now have in his kitchen an insulated range, a mechanical refrigerator, and an attractive sink which contains an electric dishwasher and a garbage disposal unit that grinds everything except metal or glass and also keeps the drain lines clean and polished. This modern kitchen unit, or so called "kitchen package" has sufficient working space with drawers and cabinets to care for an average family, with capacity to spare. All this for the price of a moderate priced automobile.



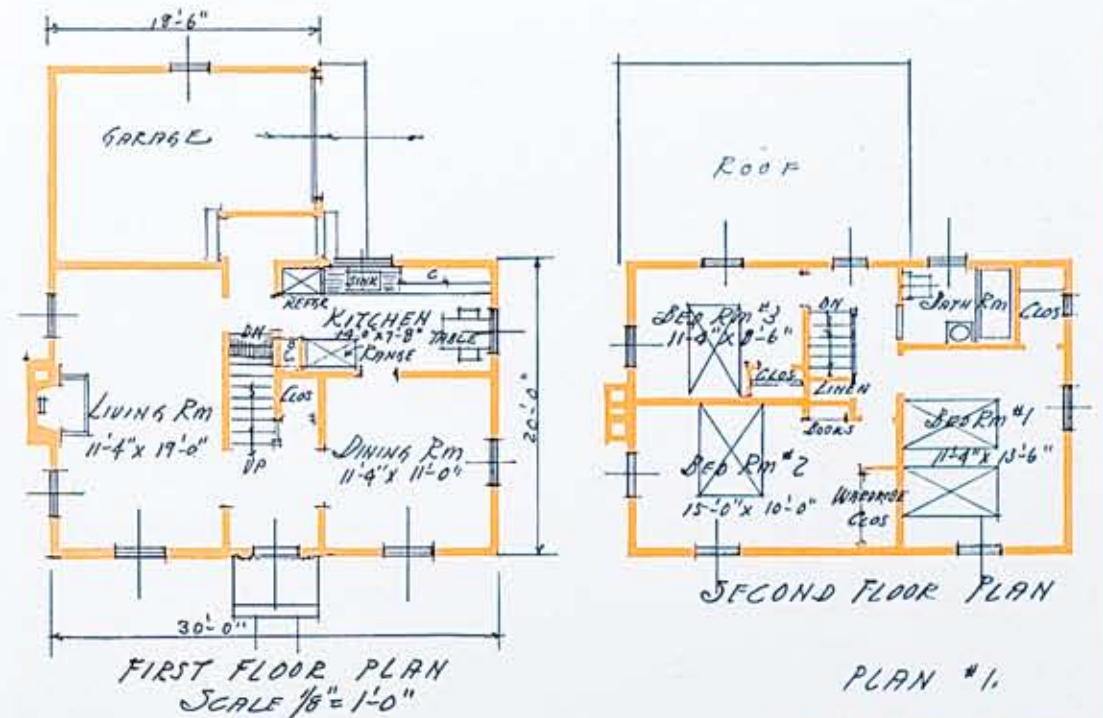
John Clark and Margaret Linder discuss plans for modernizing Rochester homes and planning more beautiful and efficient kitchens for Company customers.

New Conceptions

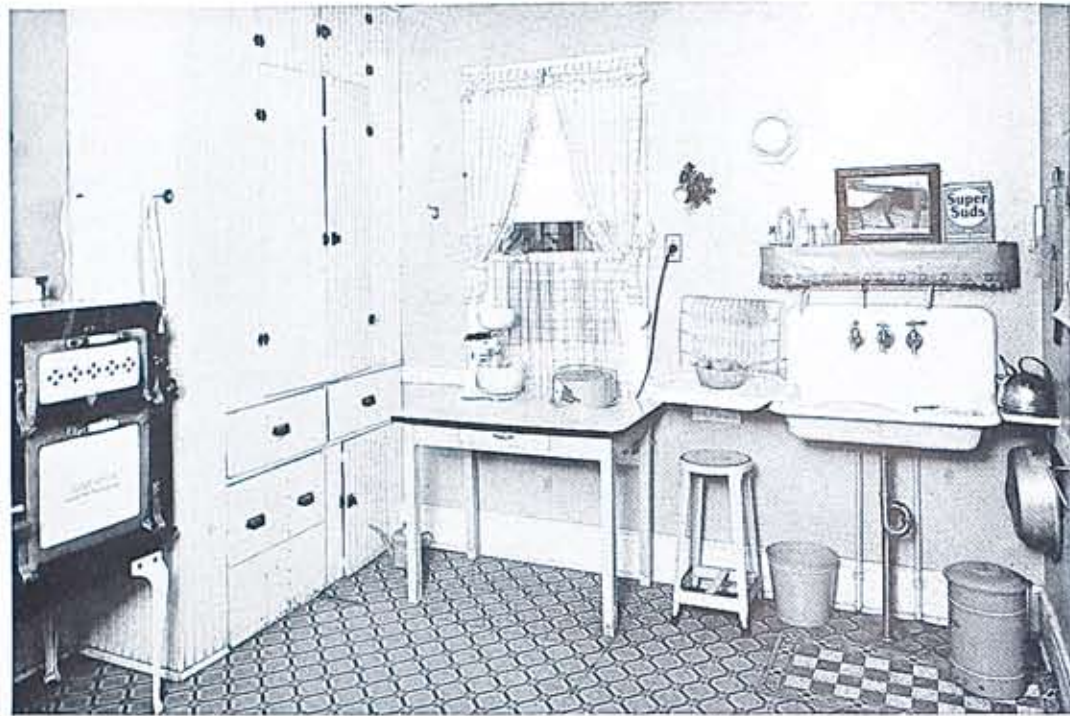
There are many misconceptions regarding kitchen modernization.



Top: This is the type of a complete gas home, four of which are to be built by the Company. The cost is to be around \$6,000 including gas heating. Bottom: First and Second floor plans of the new gas home. Plans were drawn by Howard L. Stone of this city.



HOWARD L. STONE - ARCHITECT
FEB. 1927



This picture shows a kitchen as it was before plans were made by the kitchen planning division to modernize it. Many such jobs are being done and this service is without cost to customers.



*There's Nothing
Like Gas for*
**COOKING
REFRIGERATION
WATER-HEATING
HOUSE-HEATING**

This is another picture of the same kitchen after it had been modernized, and its up-to-date gas range, refrigerator and sink unit had been added.

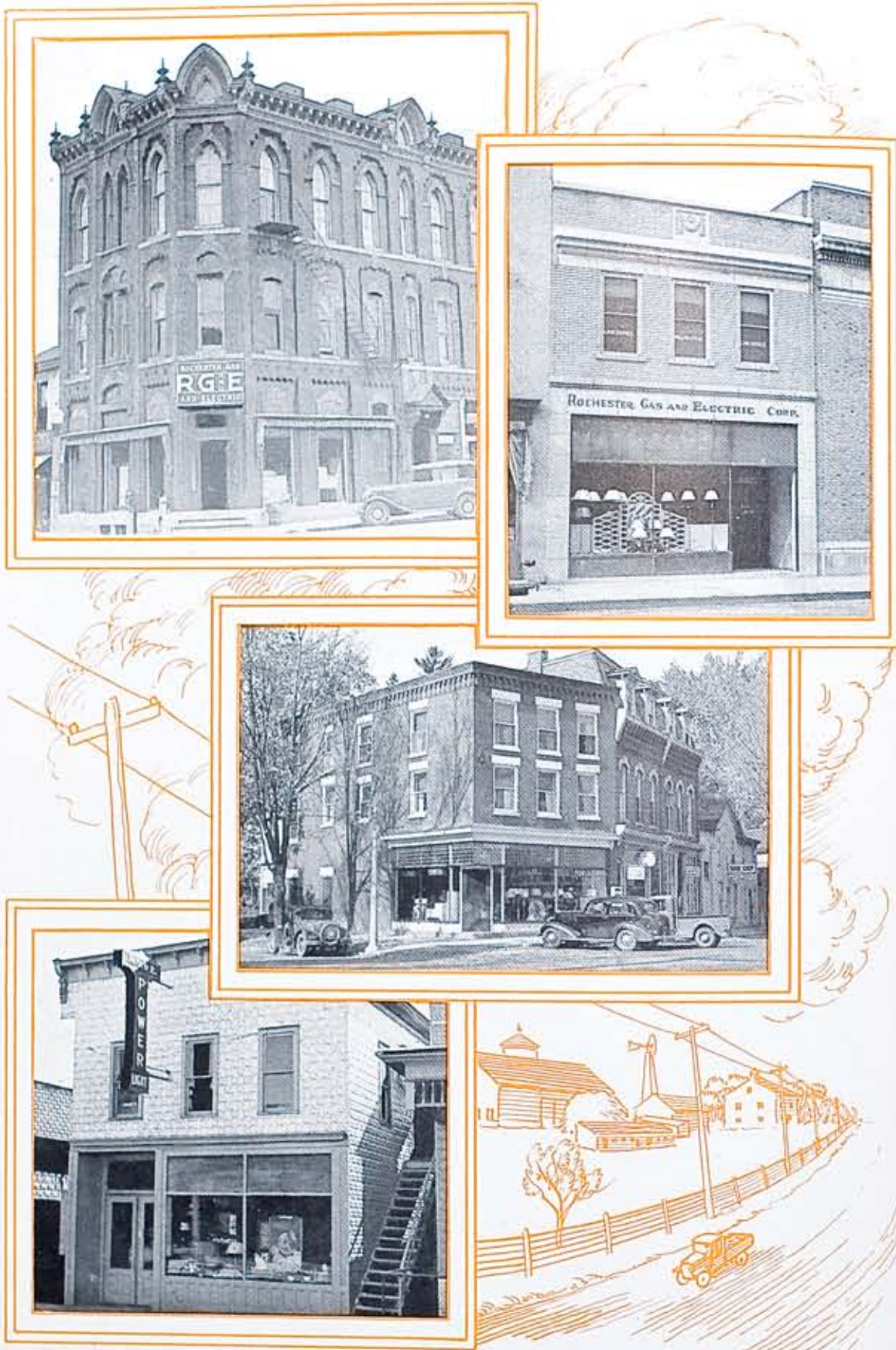
Gas equipment is just as up-to-date as electric, and somewhat cheaper to operate in the city of Rochester. Modern homes are no longer available only to people with "movie star incomes" but may be owned by families with moderate incomes. Complete kitchens can be bought and financed over a long period so that there is no crippling drain on the family budget. The basement, too, is coming in for more consideration. Formerly quite unattractive, it now houses a neat, compact gas househeating unit, and space formerly used for furnace and coal storage has been converted into a large recreation room. Gone forever are the dusty and dingy corners, and this applies equally to the basements of workingmen's homes.

Modern Homes

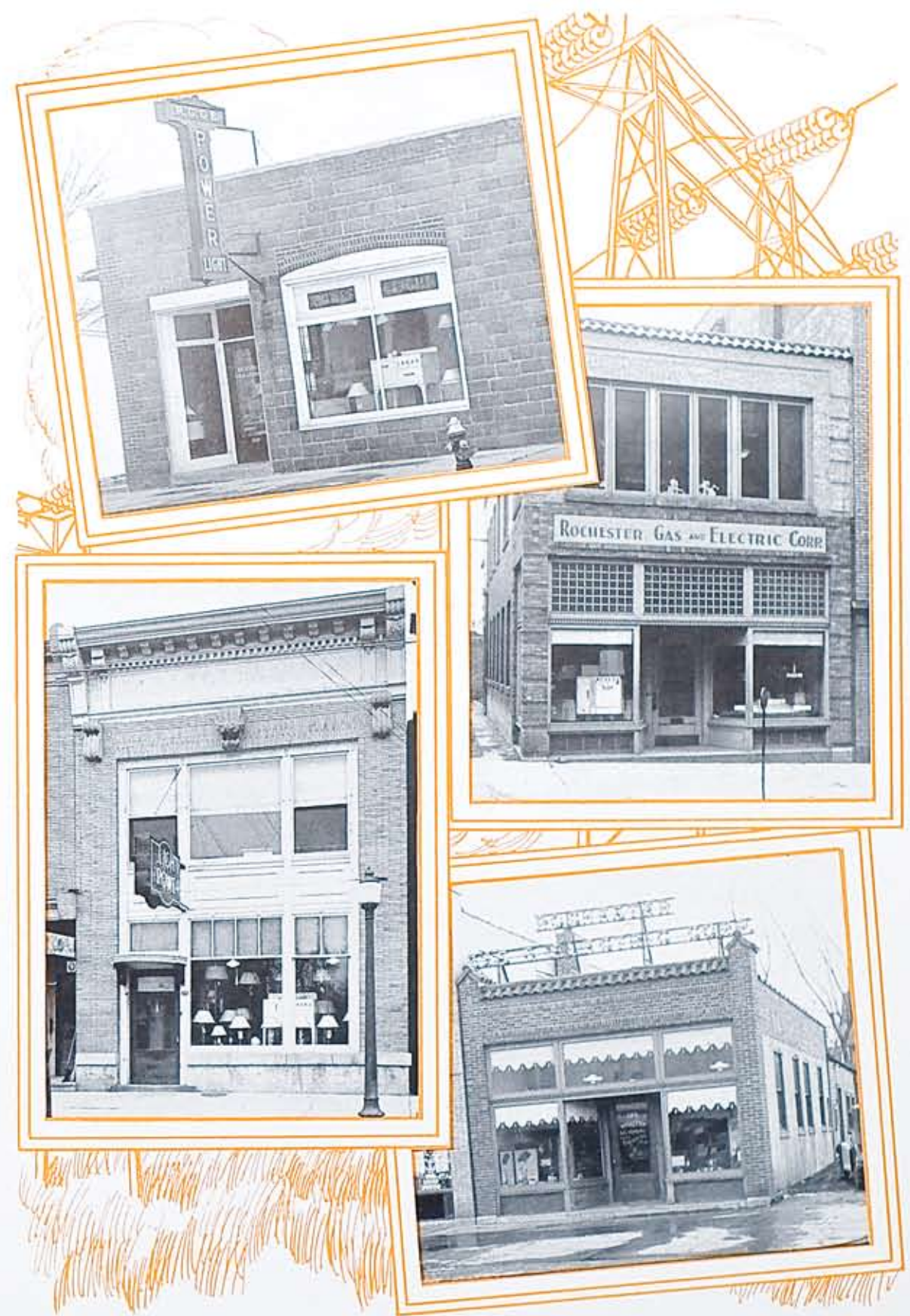
Did you know that you could own a thoroughly modern home for \$6,000! The reason is that too much emphasis has been placed on model or demonstration homes that sell for \$12,000 or more. The Management of this corporation felt that such homes were too expensive for many families and therefore a study of designs and building methods in this and other cities was made to determine the lowest cost of a good livable modern home. As a result of this study, The Rochester Gas & Electric Corporation will build four \$6,000 homes of 6 rooms each. This price to include the lot. These homes will be well-built, including adequate insulation and will be heated by gas. The kitchens, with built-in ventilation, will be equipped with modern gas ranges and gas refrigerators. Hot water will be supplied by automatic gas water heaters. These homes will be so designed and built that the annual cost for gas and electricity will not exceed the present cost of coal, gas and electricity for an ordinary 6-room house.



Home modernization has struck the home kitchen in earnest. Gas kitchens are now numerous and the slogan "Modernize your home with Gas" has struck a popular chord since gas ranges took the modernization beauty treatment.



On this and the next page are shown some of the Company's district offices. Top left, the office at Brockport, N. Y. Top right, Mount Morris, N. Y. office, in the Genesee District. Center, one of the Lake Shore district offices. Wolcott, N. Y. Bottom, the Fillmore, N. Y. office, Genesee District.



Reading down from the top are the following district offices, first, R. G. and E. headquarters at Bolivar, N. Y., in the Genesee Valley District. Second, office at Canandaigua, N. Y. Third, Sodus, N. Y. office, in the Lake Shore District and, fourth, the Company office at East Rochester, N. Y.

Employees Activities Personnel, Public Relations

THE future progress of the Company rests in the final analysis on its employees. The coordinated effort of the personnel determines the operating efficiency and the resultant public attitude. This attitude will be favorable to the Company to the extent that the physical service is good, the rates fair, and the human contacts proper. To secure such results, employees must be proficient, informed about the Company as a whole, and must possess an acceptable portion of the qualities of good character.

The Company's Personnel Program is an organized procedure, developed over the last decade, to recruit good employees, and to train the entire employee body by precept and example, at reasonable cost, and with minimum interference with routine duties. The Personnel Program includes the administration of employee welfare activities, set up to provide employee health and recreational opportunity and protection against the hazards of sickness, accident, old age, and death. Collateral educational advertising and publicity is carried on by the Personnel Department, including specific interdepartmental cooperation in connection with newspaper and radio advertising.

Educational Meetings

The backbone of the Company educational system is the weekly "Friday Meeting" for executives, an institution set up by a former Company President, the late Robert M. Searle, nearly 30 years ago. A prepared program covers current Company business. Upon this educational background is superimposed a series of monthly meetings in all departments which disseminate the "Friday Meeting" material, together with special educational instruction. During 1936 such special material included illustrated lectures on: Lighting, Coke, Gas House Heating, Radio, New Electrical Developments, Company Transportation, Purchasing, Electric Distribution, and Human Relations. In connection with these meetings an organization of supervisors and of qualified public speakers has been developed. The Library continues to supply basic-educational material through routine and reading room services.

Revised Pension Plan

One of the most important Personnel activities, is the Company Pension Plan. This plan was set up January 1, 1933, modified Sept. 1, 1934, and again modified January 1, 1937, the last modification being required to adapt the plan to the Federal Social Security Act.



Sergeant Harold Kemp, left, and Jack Lee, doing their bit on a "Trooper Drama" program, over Station WHAM.

1—Christmas party committee of the Women's Section. 2—At the microphone is Mr. William Fay, Manager of Station WHAM. With him are some of the artists who work on Company radio programs. Bottom, group of participants in the Company's strong Bowling League.



The objective sought by the Company in the last revision was to have the benefits under its revised plan, plus the Federal Old Age Benefits, provide for present employees, a total benefit approximately equal to the retirement benefits formerly provided under the original Company Plan. This benefit will be equal to approximately 1% of wages for service prior to January 1, 1933, plus about 2% of wages for service after January 1, 1933.

The employees contributions for pension purposes, including Social Security taxes, under the revised plan, are approximately 3½% of wages on the first \$3000 per year, instead of approximately 5% as formerly. For any wages in excess of \$3000 per year contribution to the Plan remains at about 5%. The Company will continue to contribute the balance of the pension costs.

The Employees Benevolent Association (The E. B. A)

Another important Personnel Activity, which has increased in size and usefulness, is the E. B. A. now in its 20th year of operation. This organization provides non-occupational sick and accident benefits of substantial nature and minimum cost, including hospitalization under the plan of the Rochester Hospital Service Corporation. The Company pays one-half of the entire operating expense of the Association, including that of hospitalization, together with the total managerial and clerical expense. The Visiting Nurse Service furnished by the E. B. A. has been continued.

Accident Prevention

Work in accident prevention in the Company has been actively carried on since its inauguration by President Russell (then Superintendent of Gas Manufacturing) in 1909. Standard methods are employed. On the basis of reduction of insurance costs, the most practical yardstick of efficiency, the Company has a most satisfactory record. Employees who are injured on duty receive full pay during the period of incapacity. The Company maintains an artificial resuscitation service, as recommended by national authorities. This service is operated by the Gas Street Department.

Insurance Protection

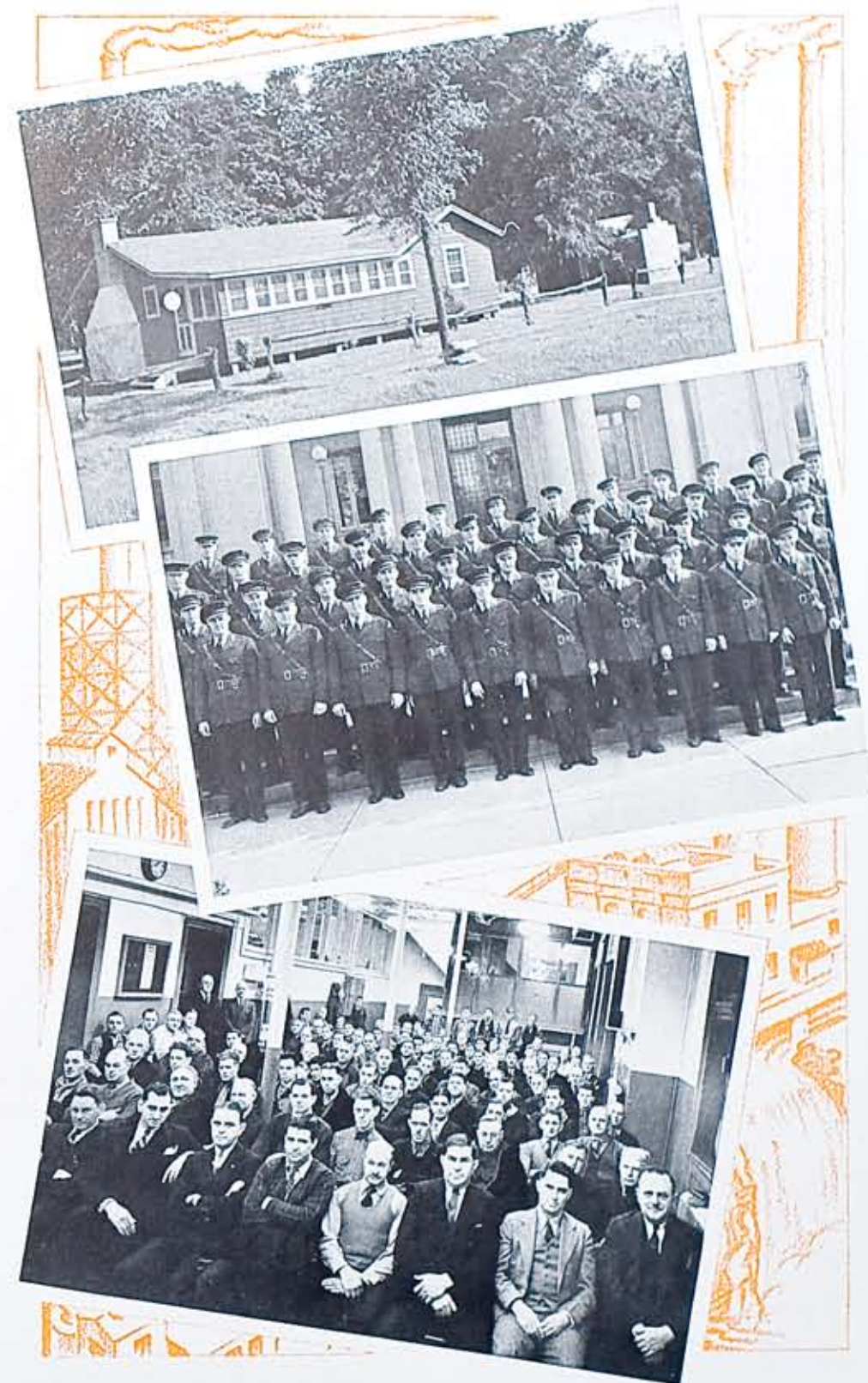
The cooperative insurance plan has been continued with coverage for twice the annual pay up to \$20,000 maximum insurance. This insurance is ½ ordinary and ½ group, the Company contributing toward the net cost approximately 30% of the ordinary and 70% of the group.

Miscellaneous Activities

Lack of space prohibits more than a mention of employee activities which promote knowledge, health, recreation, fellowship, "esprit de corps" and good will among the employees, and as the result, definitely improve Public Relations. Chief among such activities, now well established, are the Men's and Women's Choruses, the "Mile Woods" Recreational Association, sports, Women's Section, Book Club, Book Review group and Dramatic Guild.

All Company departments contribute in work and subscription to Civic, Philanthropic, Educational, Religious, Fraternal, and other organizations of basic community importance which make for a better Rochester.

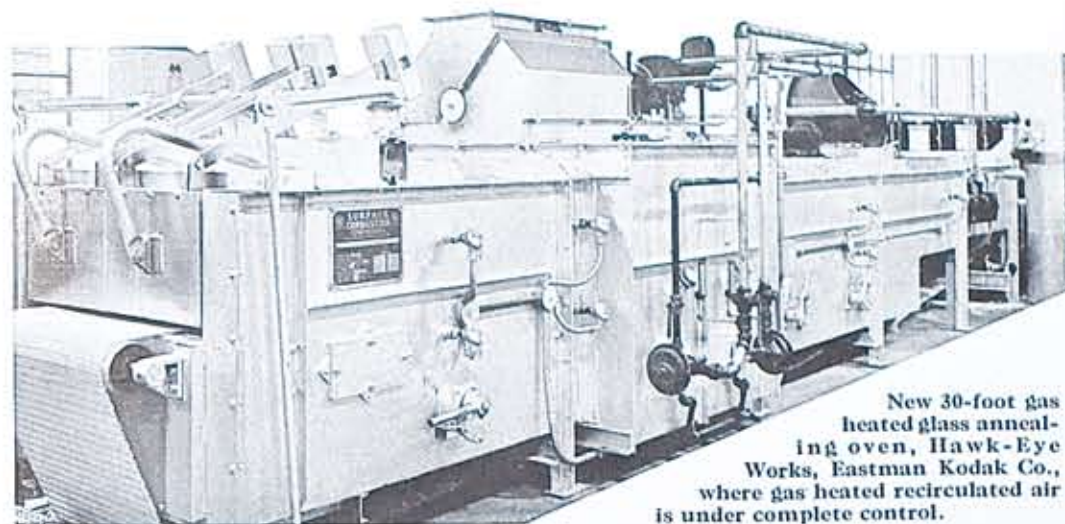
Thus in spirit and in letter the human organization of the Company is dedicated to Public Service. It is fully realized that the Company will ultimately receive that measure of public approval which it deserves. In securing such public approval, all acts of the Company and its employees, collectively and individually, large or small, are important because in the eyes of the public each individual employee with whom it comes in contact is "The Company."



Top: "Mile Woods", employee headquarters for good times, on the upper Genesee River. Center: Group of Company meter readers. Many of these men have been with the Company for many years. These men read an average of about 300 meters per day. Bottom: Educational meetings for employees are held regularly. Prepared programs cover Company activities, and speakers disseminate important information and data.



1—A floor in Howe and Rogers new store, 89 Clinton Avenue South, where modern lighting is a great aid in presenting beautiful furniture. 2—Part of Neisner Brothers offices, 45 East Avenue, where 50 foot-candles is used for lighting. Air-conditioning and steam heating are also used here. 3—Third floor, Boys' Department, National Clothing Company, where good lighting, air conditioning and steam heating help to stimulate sales. 4—Assembly floor, Gleason Works, 1,000 University Avenue. Lighting here comprises units of Mazda lamps combined with mercury tube lighting to give a blue-white light.



New 30-foot gas heated glass annealing oven, Hawk-Eye Works, Eastman Kodak Co., where gas heated recirculated air is under complete control.

The Industrial Department

A TOTAL of \$466,000 of additional annual revenue was added by this department last year. Additional uses of electricity accounted for \$300,000, with \$118,000 for gas and \$48,000 for new steam business. All business customers and residential gas heating customers are handled by this department. Many thousand different applications and processes are involved in the use of gas, electricity and steam in commercial and industrial operations.

The Company has approximately 13,000 commercial customers, 900 industrial electric customers and 1,000 Federal, State, County and Municipal institutions are electric customers. There are 5,200 commercial gas customers, 260 industrial, and nearly 1,800 space heating customers using gas. Steam is supplied to 240 customers. There are also about 7,000 farm customers, the total number of accounts handled being about 29,000.

How We Operate

Specialized knowledge is applied to the problems of customers. Much time is spent in devising more economical ways of using electricity, gas and steam. Greater success for the customer means growth of his business, the community and increasing business for the Company.

Lighting, Refrigeration

Last year, 643 lighting installations were made, having a total connected load of 2,595 Kw. Relighting of existing establishments accounted for much of this business. The sales areas of many downtown stores were improved by better lighting. The standard for gasoline filling station lighting was appreciably raised and now the flood lighting load is a substantial one.

One hundred commercial refrigeration installations, totaling 70 HP were sold. Retail meat market modernization took 54 of these, involving complete meat storage rooms, and full vision meat display cases. Houghton College and the Rochester Hotel, respectively installed, produce storage coolers and an ice making plant, and Bausch and Lomb Optical Company a special low temperature lens chilling room.

BUSINESS GAINED 1936			
Kilowatts			
ELECTRICITY			
Power	3722	7,391,000 KWH/Yr.	\$114,000
Lighting	2595	3,629,000 "	107,000
Signs	435	1,639,000 "	48,000
Refrigeration	75	311,000 "	10,000
Rural Service	1578	533,000 "	21,000
Totals		13,503,000 "	\$300,000
GAS			
Industrial		32,444,000 Cu. Ft./Yr.	\$20,000
Hotels, Restaurants, Etc.		28,540,000 "	23,000
Space Heating		147,313,000 "	75,000
Totals		208,297,000 "	\$118,000
STEAM			
Commercial, Industrial, Etc.		60,030,000 Lbs./Yr.	\$48,000
			\$ 48,000
		Total	\$466,000

Industrial, Commercial Gas

The Eastman Kodak Company, Bausch and Lomb and the Wollensak Optical Company installed well designed and economical gas furnaces to keep pace with growth in the optical business. The installations reflect the confidence large organizations place in gas as an ally to industrial progress. Modern, economical gas appliances have successfully overcome competition with other fuels in many hotels and restaurants. Many bakers have replaced obsolete ovens with modern gas ovens, gaining a new flexibility of temperature control, enabling them to bake a much larger variety of baked goods.

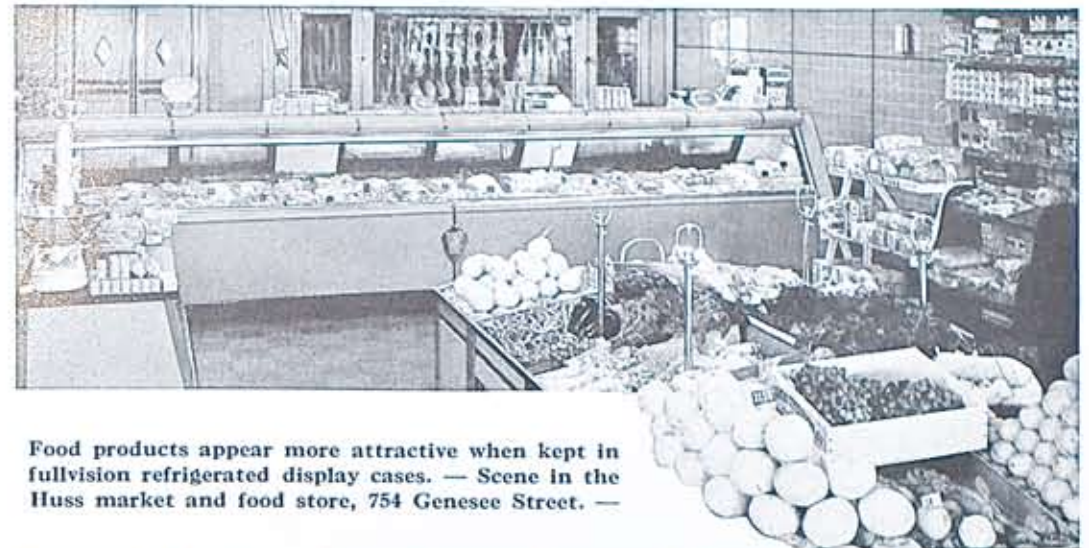
Greatly Varied Activities

This department has an infinite variety of work, much of it of a highly technical character. A high average of training and experience is required in the personnel, which totals sixty-four persons including seven clerical positions. Thirty are university graduates and most of the others are graduates of secondary technical schools or have had specialized training. Twelve men have been in the department for more than fifteen years, and fifteen men hold New York State Professional Engineers Licenses.

The department holds regular meetings, keeping all members informed of the broad activities being pursued, and of the special experiences and knowledge gained in specific jobs by individual



Central Chevrolet Building, East Avenue. The Industrial Department cooperated with Mr. Harry Fincher in the planning and designing of this fine lighting job. Electric signs are here used as a unit in the building design.



Food products appear more attractive when kept in fullvision refrigerated display cases. — Scene in the Huss market and food store, 754 Genesee Street. —

members. Periodically, manufacturer's data and technical books are supplied, and department members participate quite generally in special courses of value in their work. Twenty-eight men attended fifteen meetings of national societies and their committees during 1936.

To handle all the specialized problems the department is organized into ten cooperating divisions, each one in charge of a supervisor. These, with the number of men in each are: Electric Power 6, Lighting 10, Refrigeration and Air Conditioning 5, Farm Electricity 4, Rate Administration 6, Industrial Gas 4, Commercial Gas 2, Gas Space Heating 15, Steam No. 3 and Clerical 7.

Power Business, Electric Signs

The power business amounted to \$114,000 as compared to \$78,000 the preceding year, a 46% increase. Among the major installations were Webster's new water works, delivering water from wells 400 feet deep. The connected load is 90 Kw. Automatic control equipment and duplication of apparatus insures continuous, satisfactory service. Other large installations of power equipment were at the Lawless Brothers paper mills, East Rochester (300 Kw) the Reed Glass Company, and the Hawk-Eye Works of the Eastman Kodak Company, increasing the connected load at these plants by 300 Kw. The Snyder Packing Company installed additional equipment to produce the "Bird's-eye" variety of frozen foods (260 Kw). Twelve electrically heated furnaces for heat treatment were added to our lines.

Last year was a good electric sign year. A total of 466 electric signs were erected, having a total consumption of 1,650,000 Kilwatt hours. This is a 48% increase for the year and a 37% increase in current revenue from such signs.

Year	ANNUAL SALES—ELECTRIC		Industrial KWH
	Commercial KWH	Industrial KWH	
1932	71,815,782	80,360,101	
1933	68,496,520	79,056,794	
1934	73,708,561	96,048,547	
1935	79,031,540	103,757,307	
1936	86,632,394	118,340,188	

Year	ANNUAL SALES—GAS		
	Commercial	Industrial	House Heating
1932	515,721,700 cu. ft.	417,209,400 cu. ft.	417,633,900 cu. ft.
1933	470,014,900	470,914,300	405,615,200
1934	495,731,900	596,111,400	528,210,100
1935	485,462,000	618,325,100	617,051,600
1936	497,613,000	640,741,300	755,434,500

Air Conditioning

Air Conditioning is increasing rapidly in Rochester. Exclusive of manufacturing plants there are now over 80 installations. Fifteen of these are restaurants, 13 are in stores, 21 in residences, 7 in offices and 4 in banks. Last year 37 installations were made with a total of 472 HP. in motors.

R. G. and E. Advertising

ADVERTISING may be called a lubrication which helps an organization to operate more smoothly, and to the mutual satisfaction of company and customer. Company advertising costing thousands of dollars yearly in newspapers, community papers, direct mail and over the radio is not aimed only at securing sales. From a health and comfort standpoint, this advertising is created to intensify the public consciousness of the economic and happiness value of gas and electric appliances as real investments in better living. Such advertising serves to inform the public of better methods in domestic economy and home making, improved equipment as it appears on the market, and various ways and means of getting the greatest possible satisfaction from the small proportion of the family budget that goes for utility service.

Highly Diversified Advertising Appeal

Company advertising thus has potentialities for securing the good will of the public. It makes easier the path of the salesman in the field, and helps him to do a more constructive selling job. Advertisements warn customers of dangerous appliances sometimes brought forth by unscrupulous fly-by-night agents. In times of intense storms, our advertising is used to present safety messages in the interest of the public welfare. Parents, teachers and children are sometimes reminded of the dangers incident to flying kites, with wire tails, around power lines; the hazards connect with using Company poles as terminals for radio antennas are stressed, and upon occasion, warnings are given relating to persons who for selfish reasons misrepresent themselves to be Company agents.

Advertising, broadly speaking, is a visual, typographical or auditory messenger, sent in one form or another to the homes of practically every customer we serve. It supplements the work of the personnel and management in their efforts to bring important messages and sales information into the home, with the greatest possible dispatch.

For the General Welfare

Through cooperation with the Electrical Association, our advertising helps the dealers in their constructive sales efforts; it parallels the program for eye conservation, through the I. E. S. Lamp and "Better Sight" movement, as projected by the Eye Conservation Committee of the Monroe County Tuberculosis and Health Association, and functions hand in hand with the civic betterment programs brought forth by the Chamber of Commerce and other bona fide organizations.

Talking Things Over

The Company in its advertising activities spares no expense to "talk things over" with the public it serves. Its ideals include a sincere desire to enhance the public welfare, eliminate unnecessary drudgery through the use of dependable gas and electric devices and appliances, and to give instruction in how best to procure from the products it distributes the greatest possible economies, and the ultimate in genuine satisfaction.

Every Available Man Is Being Used to Restore Service

Protect These Eyes with Scientific Lighting in Your Home

And Mary Don't forget the FURNACE

You too... CAN MAKE DELICIOUS FROZEN DESSERTS IN YOUR AUTOMATIC REFRIGERATOR

CONTROL OF THIS COMPANY IS IN THE HANDS OF PUBLIC SPIRITED ROCHESTER MEN

Don't forget about your furnace

Investigate GAS HOUSEHEATING TODAY

You too... CAN BE A PROUD OWNER OF AN Automatic REFRIGERATOR... SAY THE TWINS

YOU CAN ROAST IT BETTER

The Music Goes 'Round and Around

IF IT COMES OUT OF A PHILCO... You can be sure it's reproduced faithfully

TAKE A TIP FROM THE STARS... Keep your Youthful Charm

Another Convenient Service for R. G. & E. Customers

What has an AUTOMATIC REFRIGERATOR to do with this picture?

ANSWER: Everything!

"SAY, LADY, YOU COULD DO IT EASIER WITH HOT WATER!"

1 MONTH RENTS AN AUTOMATIC GAS WATER HEATER

But simply this

WHEN YOUR WATER HEATER IS Fully Automatic!

Company advertising is greatly varied in appeal. It not merely helps to sell gas and electric appliances but also helps to create good will through keeping the public informed as to our many services; is used to present safety messages in time of intense storms; tells of new services when inaugurated and helps keep the public appliance-conscious of the real health and comfort values of the products we sell and the service which goes with them.



A few Company properties, left to right, top row, Gas and Electric building; Blossom Road gas holder, in circle; Middle Falls of the Genesee, sector dam and head-works; and Dry Quencher West Station (top right). Center row, section of East Station Gas Manufacturing plant; Upper

Falls of the Genesee River and Stations 2 and 6; Caneadea Dam; Station 5, Lower Falls of the Genesee River, and, just beneath it, Station 33, where Niagara power is received and transformed. Bottom row, left to right; Station 9 steam plant; the Coke Bins; Station 8 steam plant and a section of West Station Gas Manufacturing plant.

Gas Manufacture and Distribution

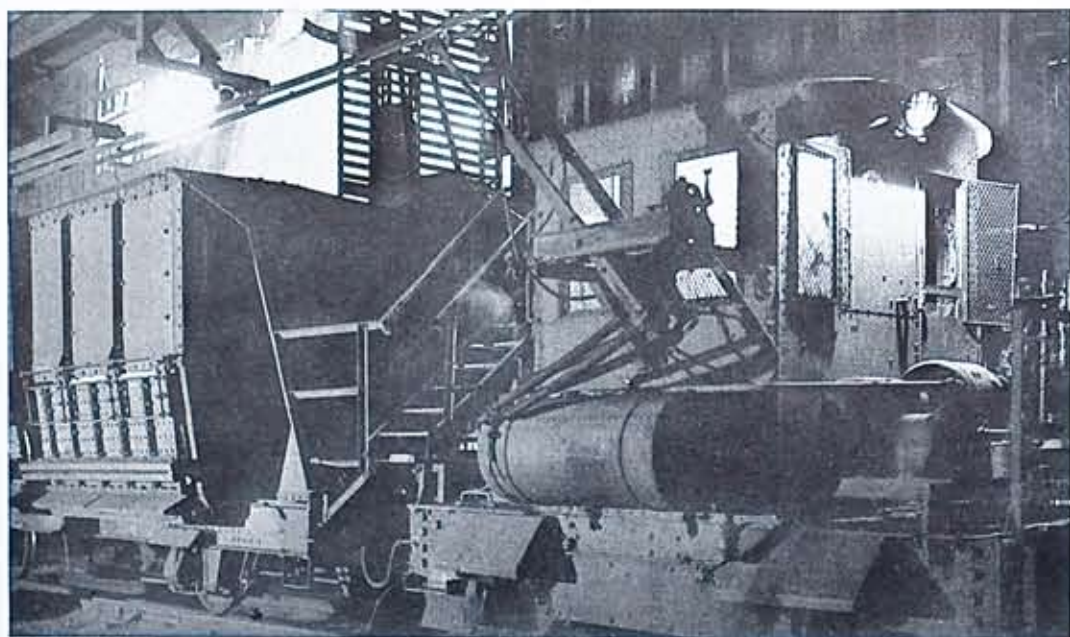
COMPANY gas manufacturing plants are in excellent operating condition, ready to care for increased industrial or house heating loads. We have kept pace with new developments in the handling and equipment field and are in a position to uphold our traditional ideals both as to the excellence of the gas and coke products, and by-products and the service rendered. Modern plants, efficient and safe operation point us into the new year with a high degree of confidence in our ability to serve our thousands of customers with mutual satisfaction. The following tabulation summarizes the total sales of two of our largest products, gas and coke, for the year 1937. The figures indicate just about an even "break" in gas sales so far as the past three years are concerned. Coke sales, however, show a sizeable increase over any other year. This reflects the increasing popularity and public acceptance for this superior dry quenched fuel for domestic use.

Gas Sendout and Coke Sales (Rochester only)

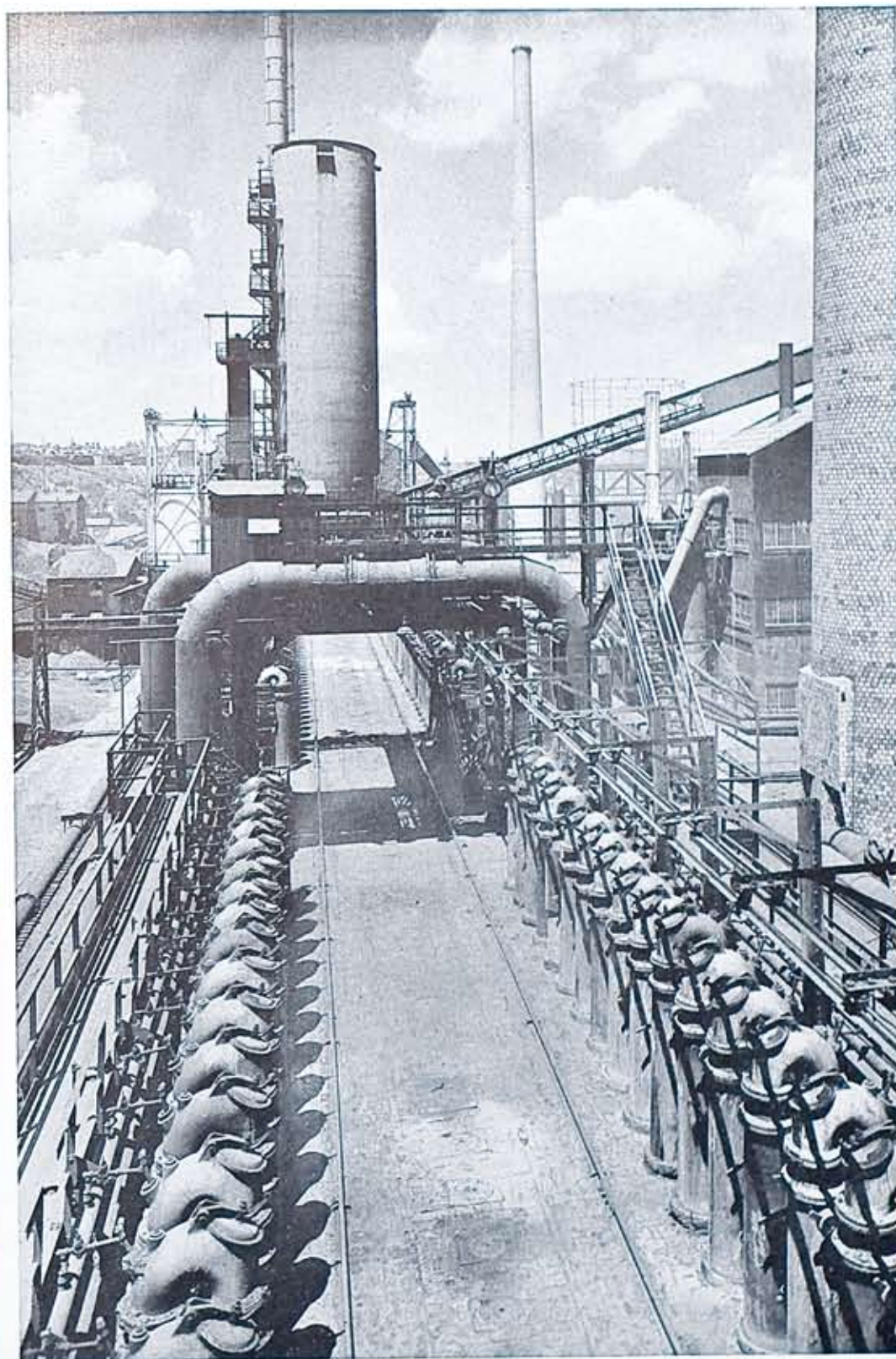
Year	Gas Sendout (Cubic Feet)	Coke Sold (Tons)
1932	4,453,165,000	212,547
1933	4,278,169,000	194,170
1934	4,619,474,000	211,143
1935	4,618,025,000	193,723
1936	4,662,974,000	223,978

Dry Quenched, Uniformly Clean

The modern coke handling and coke screening equipment installed in 1934-1935 doubtless contributed to the increased sales of coke through making available to the public a more uniform product, which also is dry quenched to eliminate excessive moisture.



Scene on the Company's own electric railroad, West Station Gas Manufacturing plant, showing hot coke car receiving charge of glowing molten coke from the Koppers ovens. From here the car takes the load to the Dry Quencher, where the coke is quenched (without the use of water) its heat being used to make steam.



View of top of Koppers Gas Ovens at West Station Gas Manufacturing Plant.



Scenes along the new Chili Avenue gas line extension. Top: Tough going through a rock fill, showing gas pipe ready to be dropped into trench. Center: When the line took to the field it was easy going for the big digger. Bottom: Where the line approached the West Shore Railroad crossing. A stretch of hand digging along the main highway.



Gas main extension, East Avenue, near the "Auburn Branch" crossing of the N. Y. C. R. R. Numerous gasoline filling station entrances had to be kept open, and quantities of rock required extensive drilling.

Forty-one Years Successful Operation

Construction work for the year consisted chiefly of very minor items, with the exception of the installation of a new crown on No. 8 gas holder, which was a fair sized construction job. This holder, originally built by the Bartlett-Hayward Company in 1891, was purged with inert gas from our oven batteries in the latter part of July, 1936, and immediately opened for work. The new crown was placed by the Bartlett-Hayward Company. A thorough inspection made while the holder was opened up indicated that it was, with the exception of crown, in good operating condition considering that it had been in continuous service for a period of forty years.

Safe Operation Stressed

Other gas construction jobs had for their aim better and safer operating conditions within the plant, but by far the larger amount of this work was done because of a desire to get caught up on deferred maintenance of certain larger items of construction.

High By-product Utilization

Work is being continued on the efficient utilization of fine coke screenings in the plant. This activity is very much worth while. Company plants have an enviable reputation throughout this country in the field of developing by-products produced as a result of gas production. The sale of these products provides a substantial credit to the cost of gas making, enabling us to succeed in the face of our low gas rate, which for years has been the lowest in the state for manufactured gas, and also one of the lowest in the entire country.

The by-product ammonium thiocyanate, recently developed, is an interesting one which has remarkable qualities for soil sterilization. It converts to a fertilizer which does not leave the soil in a permanently toxic condition, which is typical of most other eradicants. Ammonium thiocyanate has numerous other chemical applications in the field of resins and other highly specialized fields. Our entire production of ammonium thiocyanate for 1936 brought a ready sale in the open market.

Gas Distribution

During the depression years (1930-1935) inclusive, thirty-one miles of gas mains were added to Company lines. For the year 1936 more than thirty-three miles of transmission and distribution mains were installed, or slightly more than the aggregate of all gas mains laid during the six previous years.

These extensions of gas mains have made gas service and the comforts which accompany the use of gas available to a total of more than fourteen hundred families. The thirty-three miles of additional mains installed last year increases the total mileage of gas mains serving the city of Rochester and its suburbs to eight hundred and sixty miles.

Distribution Obstacles

To further insure adequate service in the East Avenue section, a duplicate regulator was installed at East Avenue, at the City Line. In making the extensions mentioned above there were many obstacles to overcome. These comprised main sewers and laterals, water mains and laterals, electric ducts, two interurban subway crossings and six cutouts and six passes required in order to maintain service while the new lines were under construction. Owing to the heavy automobile traffic on East Avenue and the great number of stores and gasoline stations passed, it was necessary to do this work in short sections. All of the excavating, laying of mains, back filling and pavement replacing in each of these sections had to be completed the same day it was started.

Major Gas Main Extensions

Twelve and 16-inch mains were laid on East Avenue, eastward from Winton Road, and also southward on Winton Road, to better supply the fast growing loads in the eastern section of the city. The following extensions were made in the western part of the city. Ridge Road extension, from Manitau Road to Parma; Buffalo Road extension, from Howard Road to the Wegman Road and from the Wegman Road to Lyell Avenue; Howard Road extension, Buffalo Road to Lyell Avenue; Lyell Avenue extension, from the Barge Canal to the Long Pond Road, and from the Long Pond Road to the Barge Canal; extension, Chili Road from the Hinchey Road to Buckbee's Corners; Lexington-Emerson Street extension, from Glide Street to the City Line.



Duplicate, pressure controlling regulator, installed at East Avenue and City Line to insure quality gas service beyond the City Line and to some streets off East Avenue.

Connection With Lockport Lines

The Ridge Road extension not only makes gas available to the customers along its route but also provides a connection between the lines of the New York State Electric and Gas Company and the R. G. and E. system. This is a very desirable connection as it makes possible an emergency gas supply to the villages of Brockport and Spencerport should the

Lockport supply fail. Due to some of the above extensions gas is now available to over eighty-one percent of the population in the entire towns of Gates and Greece, and to a smaller percentage of the population in the town of Chili.

Gas Heating Now Important Phase

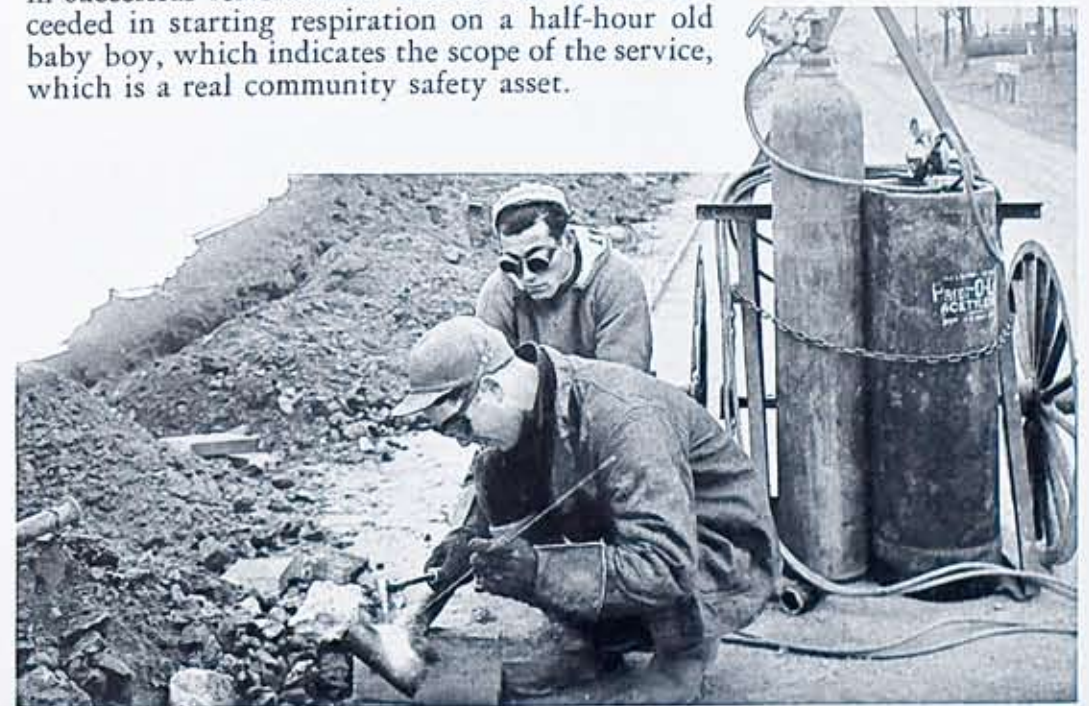
Within a short period of time the servicing of homes where gas is used exclusively for heating has become one of the most important phases of gas distribution work. In 1926, a total of 150 homes used gas heating. The popular acceptance of this modern fuel was emphasized by adding 273 new house heating customers during 1936. This brought our total house heating consumers to a total of 1672 homes. These figures are exclusive of our outlying properties. In addition to the large amount of gas main laid, we installed 101,937 feet of gas pipe of various sizes for new service renewals and laterals.

Brockport, Spencerport District

The Brockport office was very active during the past year. In addition to the usual prompt and efficient service rendered to customers this district increased the use of gas through the use of gas ranges, automatic gas water heaters, Electrolux gas refrigeration and gas house heating. An outstanding performance was the sale of water heaters for which Brockport was awarded first prize, (\$250 and a beautiful engraved plaque) by the American Gas Association. The presentation was made to district manager John White, at the annual national convention of the Association held in Atlantic City.

Inhalator Calls

The Company maintains an efficient crew of trained employees, efficient in the use of inhalators and the prone pressure method of resuscitation. This service is maintained for the public as well as for our own use in emergencies. Of the total of 87 inhalator calls answered during the year, 56 resulted in successful restorations. One of our crews succeeded in starting respiration on a half-hour old baby boy, which indicates the scope of the service, which is a real community safety asset.



There was plenty of welding on the 7-mile, Chili Avenue gas main extension. This scene was near the end of the line at Buckbee's Corners.

Domestic Sales

SALES of domestic appliances forged ahead for 1936 to a high mark of \$794,121 which is an outstanding increase over the preceding year's \$546,889 an increase for the year of about 46%. Many factors enter into this accelerated business gain. Much of it is due to the unified selling organization, comprising a total of about 90 salesmen for the combined Rochester, Genesee Valley, Canandaigua, Brockport and Lake Shore districts. These salesmen operate in groups of six men, each group being in charge of a sales supervisor, with a sales supervisor heading both the gas and the electric divisions, under a general sales supervisor.

Low Turnover

Many of the salesmen have been with the organization for some ten to fifteen years. Each man works his own specific territory and, substantially, has a business of his own to cultivate and serve. This makes for low turnover in salesmen and reacts to the benefit of the buyer, who is assured the skilled attention of an interested, capable salesman. A skilled Main Floor sales group handles sales in the Gas and Electric Building.

Sales Double in Two Years

The fine record made last year just about doubles the sales total for the year 1934 and indicates how the business of domestic appliance sales is growing. Not only does this department have charge of Company sales, but it also supervises the employee load-building activity and contacts appliance dealers in the territory served, stimulating them to greater and more efficient activity through sales helps and cooperative measures which include get-together meetings and cooperative advertising efforts.



Actual performance tests are given gas ranges in the electrical and gas laboratory, which includes actual baking. Refrigerators are operated for extended periods, and all appliances are accepted or rejected for Company sale on the basis of their actual performance.



Top: Electrical institute gathering at Webster as conducted by the Home Service Department, Miss Irene Muntz demonstrating cookery on the stage. Center: Typical "Modern Cookery" window display, East Avenue display windows, featuring automatic heat control and the "Modernize your home with Gas" idea. Bottom: Samples of what modern automatic gas ranges can do, as featured in Home Service Work, where customers are taught how to get the best results from gas and electric equipment.

Employee Load Building

During 1936, through the employee load building activity, employees turned in nearly 7,400 prospects for appliances. This resulted in the sale of over 2,200 major appliances such as gas and electric refrigerators, ranges, automatic water heaters, radios and gas house heating units. The value of the sales made from employee prospects amounted to over \$375,000 and the annual revenue increase from these appliance sales is approximately \$130,000.

Two employee selling campaigns on Mazda lamps household kits were conducted in 1936, one during February and the other in November. These resulted in the selling of 18,000 lamp kits, or over 100,000 Mazda lamp bulbs, by employees. From March 16 to April 18 last, a special offer to employees on gas and electric refrigerators resulted in the sale of over 800 of these major appliances to employees. This was in addition to 700 gas and electric refrigerator sales from prospects turned in by employees.

A Lot of Appliances

Among the items sold last year were 2,786 refrigerators (gas and electric), 864 gas ranges, 265 electric ranges, 1,205 automatic water heaters, 393 radios, 383 washers, 679 electric cleaners and a total of \$112,753.51 for I. E. S. lamps, toasters, ironers and other miscellaneous sales. Dealer sales in our territory increased last year very materially. For instance, 12,402 gas and electric refrigerators were sold in 1936, an increase of 3,371 over 1935, while sales of gas and electric ranges more than doubled, being 4,759 for 1936 as against 2,078 for 1935.

Dealer Relations

The Dealer Relations Department of Domestic Sales is entering its third year. Through it the Company cooperates with electrical and appliance dealers through the medium of the Lincoln-Alliance Finance Plan, cooperative advertising, unified sales campaigns, statistical reports and, more recently, the water heater rental plan. There is a steady trend toward closer and more harmonious dealer relations. In the refrigeration campaign held last summer throughout all Associated properties, two of our Rochester dealers, Al Jung, and Norm Carroll won first prizes in their respective lines. There are a total of 86 appliance dealers being regularly contacted, together with 24 plumbers. Twelve distributors are collaborating with this Company in this fine cooperation.

Rural Sales

The Domestic Sales Department also has a group of six experienced salesmen working the rural territory, under an efficient supervisor. Last year these men sold \$58,609.22 in the rural field and rendered valuable service in assisting farmers to use electricity advantageously. These rural men sold 82 ranges, 37 water heaters, 176 refrigerators besides pumps, dish-washers, milk coolers, dispos-all units and other items.

Efficient Selling

The calibre of the selling force is reflected in the fact that last year a number of salesmen in this department received honors in national selling activities conducted by the American Gas Association and other national organizations. This indicates the efficient training, experience and supervision which combine to produce this banner year in domestic appliance sales.



Top, part of farm-electric display at the Rochester Industrial Exposition at Edgerton Park. Center: The new home service room at the Canandaigua offices. Bottom: The Wegman store entry in the Lamp Bulb window display contest inaugurated by the Domestic Sales Department in cooperation with local dealers.



The new Central Avenue dam's steel work outlined against an evening sky.

Electric Generation and Distribution

THE electric generation for the year 1936 was the largest output ever produced by the Company, consisting of a gross generation of 430,000,000 Kw. Hrs. as against 406,000,000 Kw. Hrs. for the year 1929. This is an increase over the previous record generation of 5.9%. The generation for 1935 was 394,500,000 Kw. Hrs. The Rochester peak demand for power for 1936 set another all-time record with an instantaneous peak of 89,500 Kw. and a 1-hour peak load of 82,900 Kw. This compares with an instantaneous peak of 86,460 Kw. for 1935 and 88,660 Kw. for 1929.

Hydraulic Generation

Hydraulic generation for 1936 fell somewhat below the previous year. A total of 194,000,000 Kw. Hrs. was generated in 1935, and 161,000,000 Kw. Hrs. in 1936. During the year there was a decrease of purchased power. In 1935 the total purchased power was 147,000,000 Kw. Hrs. In 1936 the amount decreased to 112,000,000 Kw. Hrs. During the year 1936 a firm power contract for 5,000 Kw. was made with Niagara Hudson Power Company. The energy rate for this firm power was above the steam generation costs and for this reason purchased power was somewhat less than 1935. In the latter part of the year it was possible to take 25-cycle off-peak dump power and also a block of 60-cycle power from Niagara. This increased the use of Niagara purchased power during the latter months of the year.

Steam Generation

With increasing system load, a diminishing amount of hydraulic generation, and a reduction of purchased power, considerable additional load was thrown on steam plants in the Rochester system. For the year 1935 the steam generation was 53,300,000 Kw. Hrs. and for 1936 it was 155,900,000 Kw. Hrs. The larger portion of this power, 143,600,000 Kw. Hrs., was generated at Station 3. The new Station 3 extension carried approximately 70% of this output. This generation was accompanied by considerable reduction in steam generating costs. In 1935 it required 2.3 lbs. of coal to generate 1 Kw. Hr. by steam at Station 3, but with the new equipment put in operation on Jan. 1, 1936, the annual fuel rate was reduced from 2.3 lbs. to 1.55 lbs. of coal

per Kw. Hr. These fuel rates are dependent somewhat on the total annual generation. However, at our present loads, such a reduction in fuel rate amounts to a saving of over 50,000 tons of coal annually.

During 1936 an addition to the present high pressure plant was being constructed, having approximately the same capacity and design as the 1935 installation. This new boiler of 250,000 lbs. steam per hour maximum generating rate will deliver steam at 770° Fahrenheit and 650 lbs. pressure to a new 6,000 Kw. General Electric high pressure turbine. This turbine exhausts steam into low pressure mains, making available a large block of 200 lb. steam generated at high efficiency in a modern boiler.

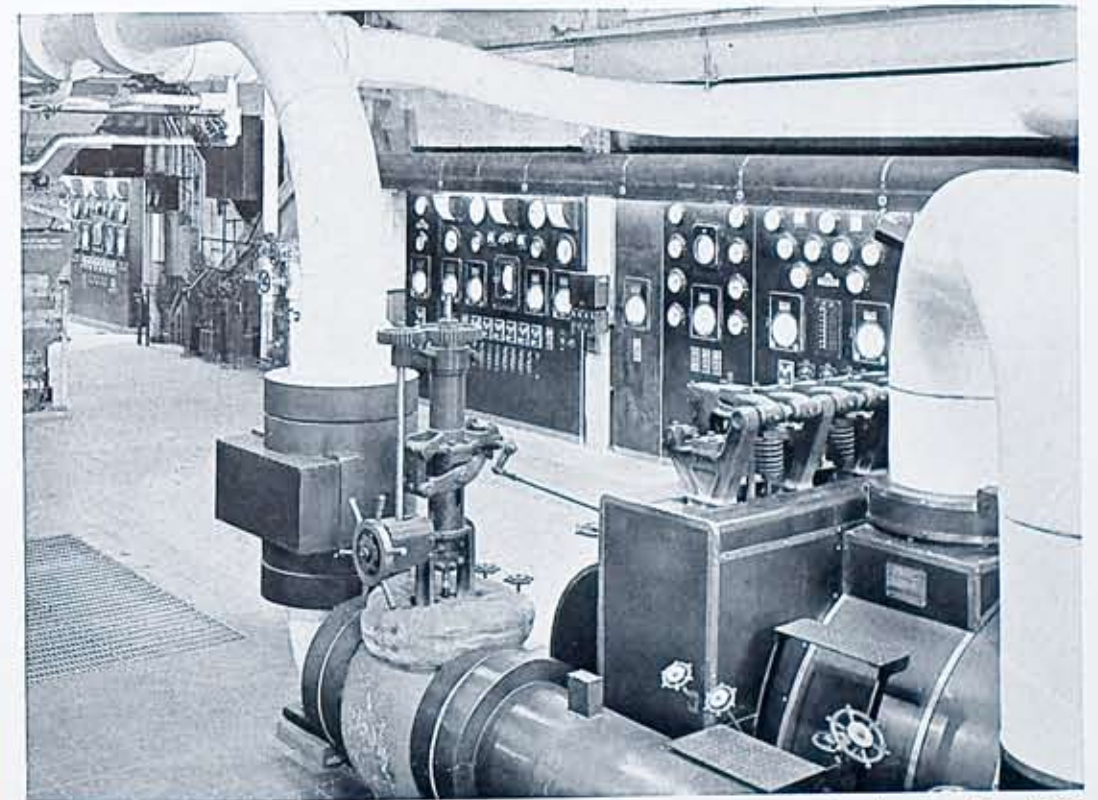
With this new boiler in operation during approximately 9 months of 1937, the fuel rate of the station will be further reduced from 1.55 lbs. per Kw. Hr. to approximately 1.25 lbs. per Kw. Hr., resulting in a further saving of some 20,000 tons of coal a year.

Feed Water Treatment

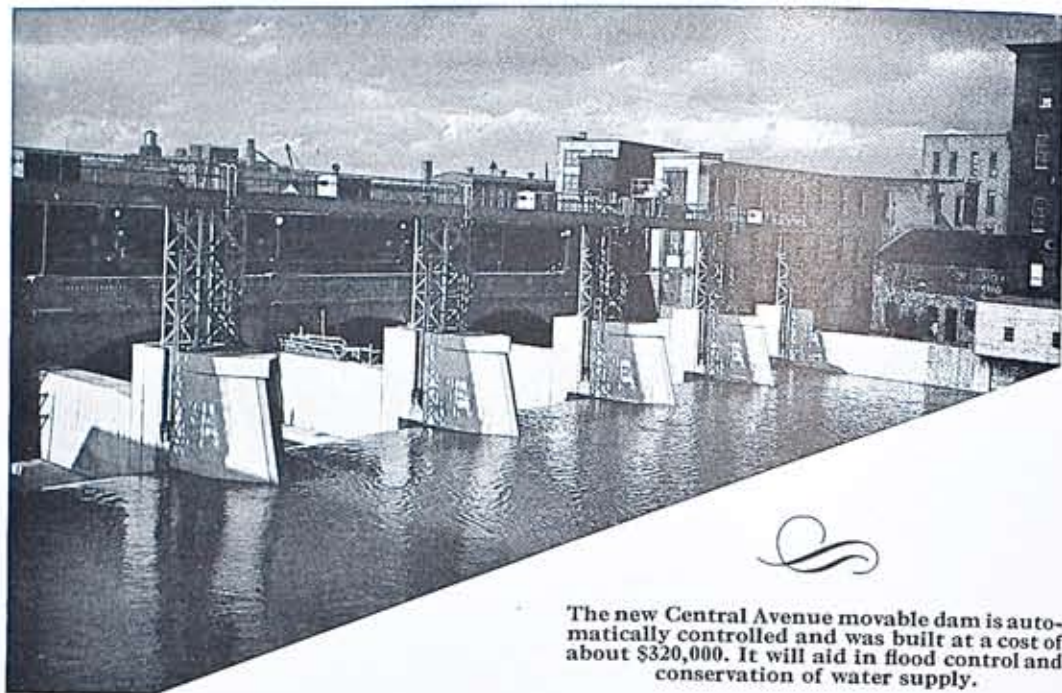
Another extremely important problem in high pressure steam generation is the preparation of feed water for the boilers.

Essentials of the treatment of Genesee River water include the complete removal of suspended matter, dissolved scale forming salts, and oxygen. Further chemical adjustment has to be maintained to hold the recommended ratios between sulphates and carbonates in the boiler water.

One of the interesting side lines in the treatment of feed water is that of controlling the concentration of hydrogen ions in the water during its passage through the feed line system. At the Station 3 Laboratory, a new



Operating room floor at Station 3 extension. At right foreground is a 6,000 Kw. "top" turbine (7,500 Kva). Another 7,500 Kva turbine, installed in 1936, is not visible in this picture. The switchboard panel for the new boiler is seen in the extreme distance at top of picture.



The new Central Avenue movable dam is automatically controlled and was built at a cost of about \$320,000. It will aid in flood control and conservation of water supply.

electrometer is used in measuring hydrogen ion concentration. The water at high temperature in the boiler will not deposit hard scale. However, the feed water, due to increasing temperature, does deposit hard scale in the feed line system. The amount of this deposit can be appreciably reduced by hydrogen ion control and careful control of phosphate additions to feed lines. Sulphuric acid is mixed with the treated feed water to control hydrogen ion concentration and adjust sulphate-carbonate ratios in the boiler.

Electric Distribution

TO provide adequate power supply to the Mt. Morris and Geneseo District and reinforce the capacity available for the whole Geneseo Valley territory, a connection was made to the lines of the Niagara, Lockport and Ontario Power Company near Pine Tavern. The work involved approximately two miles of 60,000-volt wood pole line, a 1500-Kva 60,000 to 13,200-volt transformer station at the "High Banks," and a 13.2-Kv line to Mt. Morris station. The change of the Niagara lines from 25 to 60-cycle made this new source of power available and a large amount of current was taken throughout 1936.

A new 13,200-volt transmission line was constructed from Mt. Morris to Geneseo and a substation installed at Geneseo, at a new location on Elizabeth Street. The new line is along a route entirely independent of the older line thus providing duplicate service to the Village of Geneseo. A 750-Kva three-phase transformer, incorporating a step voltage regulator, provides ample capacity and insures proper voltage regulation.

A large increase in load at the Snyder Packing Company's Mt. Morris plant made it necessary to build a 13.2-Kv line from the Mt. Morris substation to the Snyder Company's plant. This line was built on land owned by the Company and supplies a bank of 333 Kva transformers, ample for the ultimate capacity of the Mt. Morris plant.

Williamson, Sodus Line, Reinsulated

The 25-cycle transmission line between Williamson and Sodus was reinsulated for future 33,000-volt operation and reconstructed to improve service continuity. A change-over of a portion of the Northern Wayne territory in the vicinity of Sodus Center and Wallington from 25 to 60-cycle permitted the removal of some of the older transmission line. This 25-cycle change-over is a step toward the ultimate change-over of the entire Northern Wayne District and all of the 25-cycle customers in the Town of Sodus have now been changed-over.

Downtown A. C. Network Expanded

The A. C. network supplying the downtown area was expanded and the capacity increased from 6187-Kva, which it had at the end of 1935, to 7650-Kva, to which it had been increased by the latter part of 1936. The increased capacity was accomplished by the addition of two new units, one at the Rundel Library and the other on Downs Alley, west of Stone Street. In order to make provision for future 11,000-volt network feeders it was necessary to change the phase angle by replacing all 4150-volt transformers with 2400-volt transformers. During the transformer change, capacity was added in many of the existing vaults as indicated by load measurements and studies.

Duplicate Service, Pumping Plants, New Circuit

Automatic duplicate service was provided to a number of power customers outside the network area, among whom are the Hawkeye Works, General Baking Company, Ritter Dental Company, both plants of the Reed Glass Works, the Rochester Brewing Company and the Lawless Paper Company at East Rochester. Switching equipment at these plants transfers the load to an emergency circuit in the event of an interruption to the normal supply.

New water pumping plants at the Villages of Bolivar, Webster and East Rochester are supplied from the Company's lines.

A total of 452 miles of rural lines were built during 1936

This brought electric service to over 1600 new customers, in 530 different extensions



A total of 452 miles of rural electric lines were built last year. This shows a typical scene, with contractor's men stringing wires, trimming trees and installing the service from pole to farm home.

Sodium Lighting

A sodium lighting installation on St. Paul Boulevard from the City Line to Summerville, was completed early in July. This consists of 105-10,000-lumen sodium lamps mounted on steel standards and supplied from underground cable. At the time of completion it was the longest sodium lighting installation of its kind which had been made. A great deal of favorable comment has been received and the general reaction is that it is a very fine lighting installation. New incandescent lamps were installed on Castleman Road, Sherwood Avenue, Bonnie Brae Avenue, Fairbanks Street and others.

Electric Maintenance

MUCH of the attention of the Electric Maintenance Department was directed this last year to improving the operation of protective devices to insure greater reliability. The importance of this work does not ordinarily appear except when some equipment fails to operate properly. It is only thru continual attention paid to minor details that such equipment can be kept in good condition. Great credit is due to men performing this type of work for their observation of the little things which may develop to cause major failures. In this connection several testing methods have been developed which make it easier for men to detect faulty equipment.

Major Repair Jobs

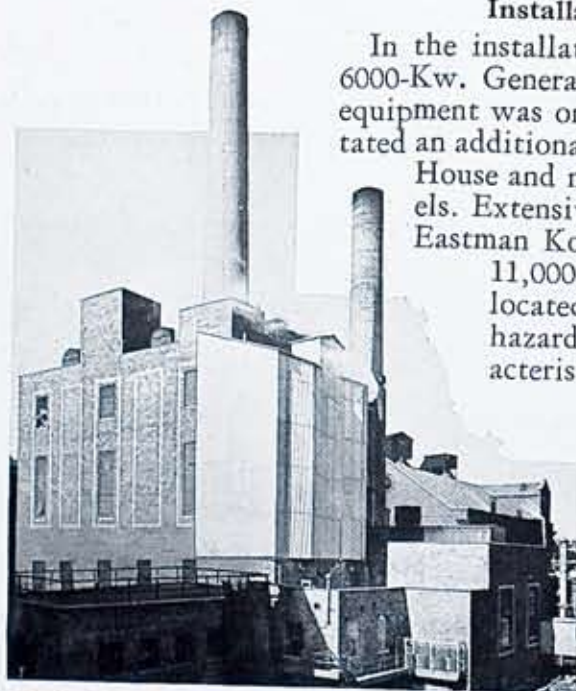
Major repair jobs accomplished during the year included the re-insulating of number 4 Generator Field at Station 3, the rewinding of an 800-Kw. D. C. Generator at Station 4, and the rewinding of number 7 Transformer at Station 33 on the Canandaigua line. This activity resulted in restoring all of this equipment to practically its original condition.

Installation of New Equipment

In the installation of new equipment, the new 6000-Kw. Generator at Station 3 with its control equipment was one of the larger jobs. This necessitated an additional oil switch in the Station 3 Switch House and new switch board and control panels. Extensive changes were also made at the Eastman Kodak Pumping Station so that all 11,000-volt switching equipment is now located outdoors. This eliminates the hazards of the crowded conditions characteristic of the former indoor oil switch.

Increased load on the 4150-volt distribution system feeding out of Station 38 required the addition of a new automatic reclosing circuit at that point.

A set of feeder voltage regulators was installed at Sodus, automatically reclosing on the regulated circuit at Webster and co-ordinated relaying and fusing on the circuits feeding out of Williamson.



Station 3 Extension, whose recent addition together with a 700-pound boiler, a 6,000 Kw. "top" turbine brings cost of 2 extensions to two million dollars.



These pictures show typical scenes in the chemical laboratory, top, at East Station and bottom, the chemical laboratory at Station 3 Extension. Messrs Louis Shnidman and Frank Henry, respectively, are seen carrying out feed water tests for Station 3 boiler water. In the picture at the bottom is seen the new electrometer used in measuring hydrogen ion concentration.

"Better Light Better Sight"

A DIVISION of the Domestic Sales Department operated last year to promote the "Better Light Better Sight" movement in the territory we serve. This department cooperated with the Rochester and Monroe County Eye Conservation Committee in furnishing speakers who presented talks to a combined audience in schools and other organizations totaling more than 16,000 persons. This department alone last year gave 21 talks relating to lighting and better sight, before a total combined audience of 1,554 persons in schools, farm bureaus and various other interested organizations.

This department promoted the sale of I. E. S. Lamps, Pin-it-up Lamps and other lighting equipment. In this work cooperation was given by other departments. Advertisements were run in connection with lamp sale activities; radio talks were featured over Company radio programs, and the women of the Home Service Department carried on lighting surveys in homes.

Pin-it-up lamp folders were sent to all customers. Over 1,800 of these handy lamps were sold by dealers alone, partially due to Company promotion.

I. E. S. Lamp Sales

I. E. S. lamp sales for last year in Company territory may be presented as follows: In Rochester district a total of 2,060 I. E. S. lamps were sold and installed in homes; in the Genesee Valley district, 133 were sold and in the Lake Shore and the Canandaigua districts 115 and 151 lamps were sold, respectively. This makes a grand total of I. E. S. lamps sold of 2,459. In addition to this, miscellaneous lighting equipment sales, Pin-it-up lamps, bridge shades, etc., totaled 3,346 items, adding a total connected load for residential lighting of 827 Kw.

Collaboration with Stores

As a result of I. E. S. lamp sales by department stores, furniture stores, etc., in cooperation with this Company, a total of more than 18,000 homes are now enjoying the better seeing conditions modern lamps offer.

Dealer Bulb Campaign

The electrical dealers of Rochester last year conducted a bulb campaign which helped to fill empty sockets and thus conserve that valuable asset, eyesight. This work is constructive inasmuch as empty sockets often mean falls, injuries and expense. The dealers sold a total of 1,218 lamp kits, and prizes were awarded for the dealers having the finest appearing window displays.

Better Light means Better Sight. Every home needs one or more I. E. S. Lamps.



This lady gave us an enthusiastic testimonial for her I. E. S. Lamp. She now enjoys sewing more than ever before, for she can now see to thread a needle.



Top: for two years Better Sight lamps have been bringing happiness and good cheer into the homes of the country. Center left, Home Service workers make lighting surveys in customers' homes, with a Sight-Meter. Center right, Pin-It-Up lamps do their bit for Home, Sweet Home. Bottom, part of the I. E. S. lamps recently sold to the Cadillac Hotel management, which adopted them as standard equipment.

Steam Production and Distribution

THE steam production and send-out from all five of the Company's district steam plants was greater in 1936 than in any year since 1930. The total-send-out in 1936 was 1,387,983,000 lbs. Station No. 3 in Rochester's central Genesee River factory district, showed a considerable increase due to improved industrial conditions. During 1936 construction progressed on another new 700 lb. 750° 7000 H.P. million dollar boiler at Station No. 3. This boiler will supply steam to the station's electric generators and will supplement, through bleeding and reducing valves, the station's steam send-out. Station No. 9 at Lincoln Park, Station No. 35 at Litchfield Street, Station No. 11 at Goodman Street, and Station No. 8 on Lawn Street, all have enjoyed additional business.

Main and Service Construction

Because of new steam business and the increased demands for steam by present customers, the following major mains and services were constructed: An 8-inch high pressure booster steam main approximately 1000 feet long was installed from a point just south of the Curtice Canning Company's plant on Curtice Street, near the east end of Smith Street bridge to distributing Station No. 34, adjacent to Bausch and Lomb Optical Company. This main runs for a short distance overground along the crest of the Genesee river bank, then underground through the Curtice Company property and basements, and thence underground through the Bartholomay Brewing Com-

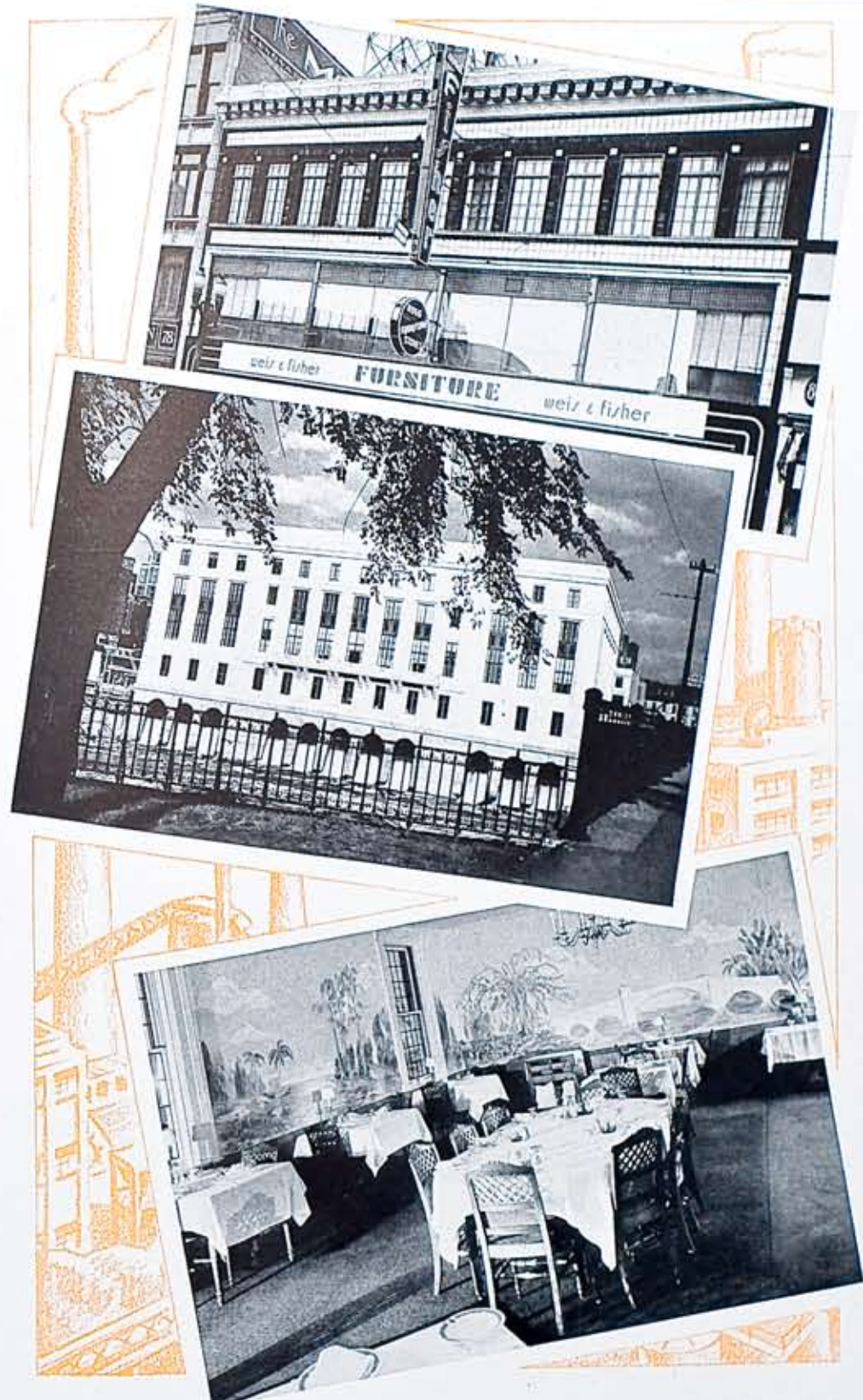


Section of 10-inch high pressure steam main through Bartholomay Brewing property and extending to Station 34, showing excavation for manhole which will contain double expansion joints, shown at left.

pany's property. The Bartholomay Brewing Company will be served from this main as soon as its boiler plant operation is discontinued. This main will increase the supply of steam available for distribution to the many important customers in this section and was particularly installed to handle the new loads at Aplo Clothing Company and at the Hickok Manufacturing Company. To reach the Hickok Company a new 4 inch high

pressure steam main approximately 600 feet long was constructed above ground along a railroad branch right-of-way and underground under a building materials supply yard to the Hickok Company's former boiler room. About 150 feet of 4-inch low-pressure main was also constructed to serve the new stores, including Rudolph's, at the southeast corner of Main Street, and South Avenue.

District heating in Rochester is ready to step forward with the times. Our steam producing stations, our distribution system and our engineering and service departments are all set to supply excellent service.



Steam heating service is especially appreciated where cleanliness is desired. Top—Weir and Fisher's new store, Clinton Avenue South, enjoys the modern, clean heat. Center—The Rundel Memorial Library building. Steam heat helps to keep thousands of books and art subjects free from dust and grime. Bottom—Tropical room, Rochester Club, whose artistic, colorful murals are safeguarded through the use of Company steam service.

ROCHESTER GAS AND ELECTRIC CORPORATION

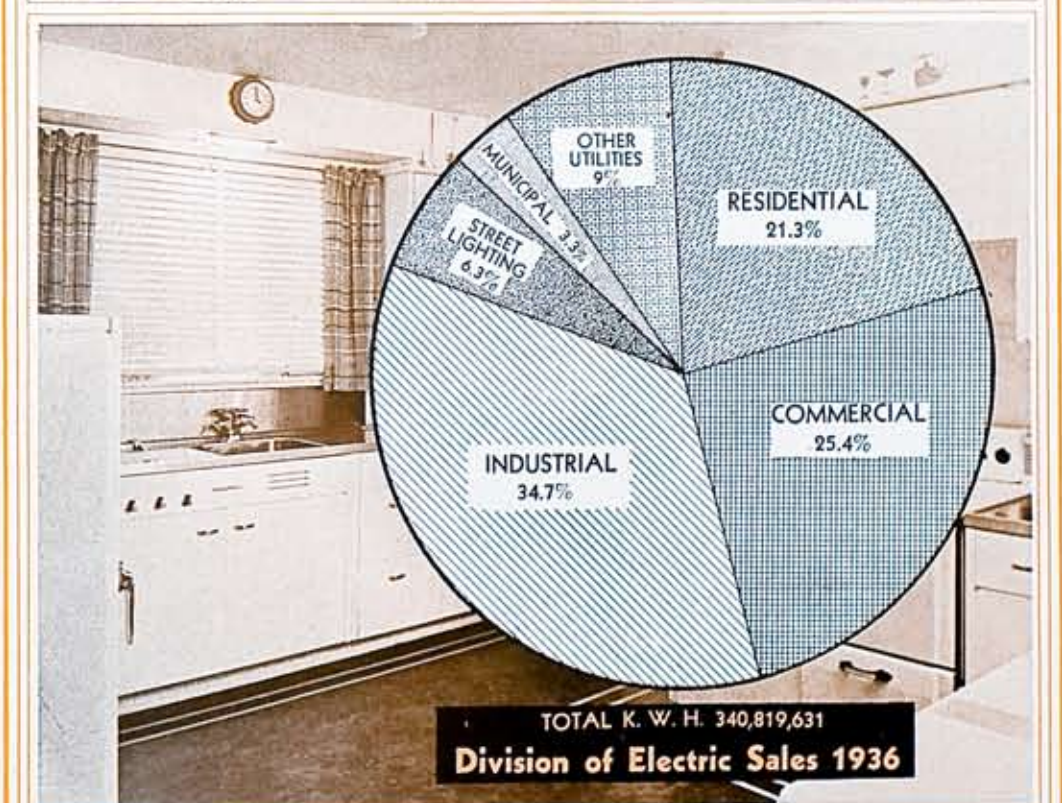
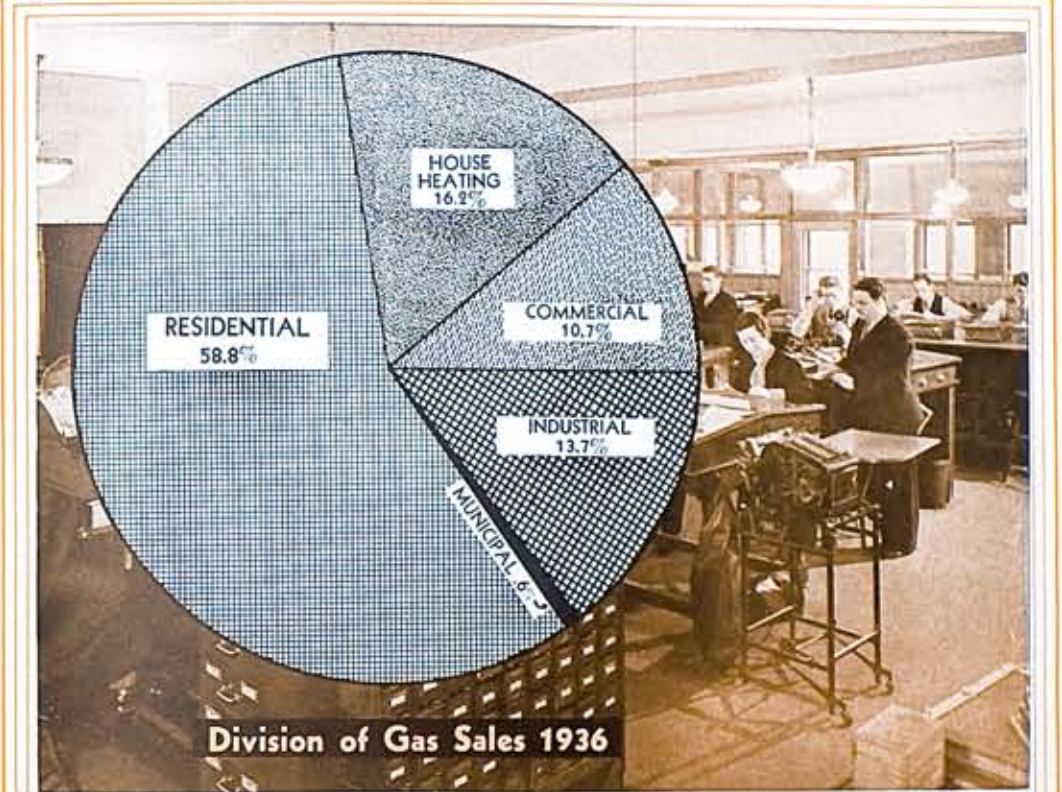
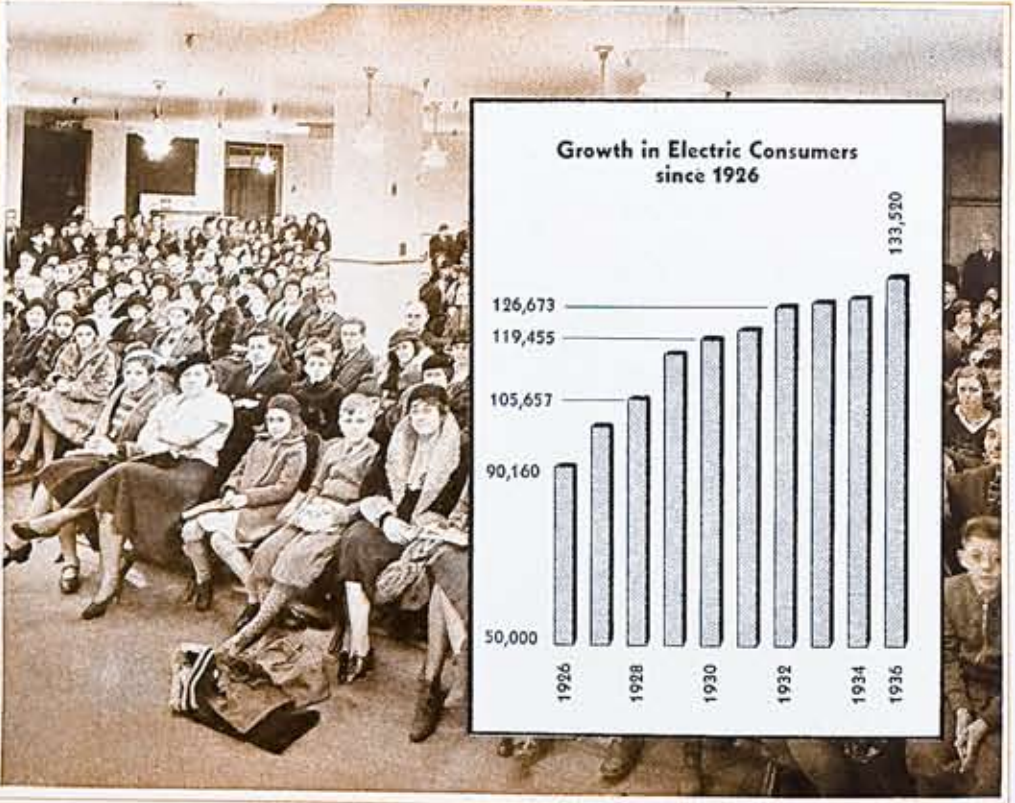
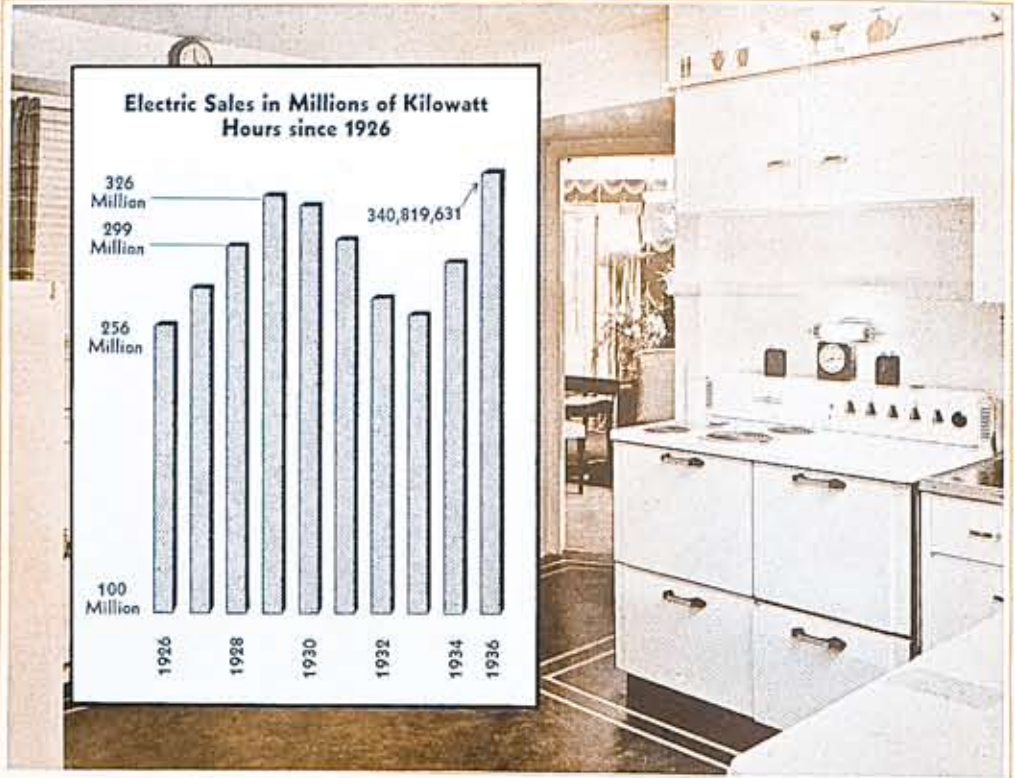
TEN YEARS' GROWTH

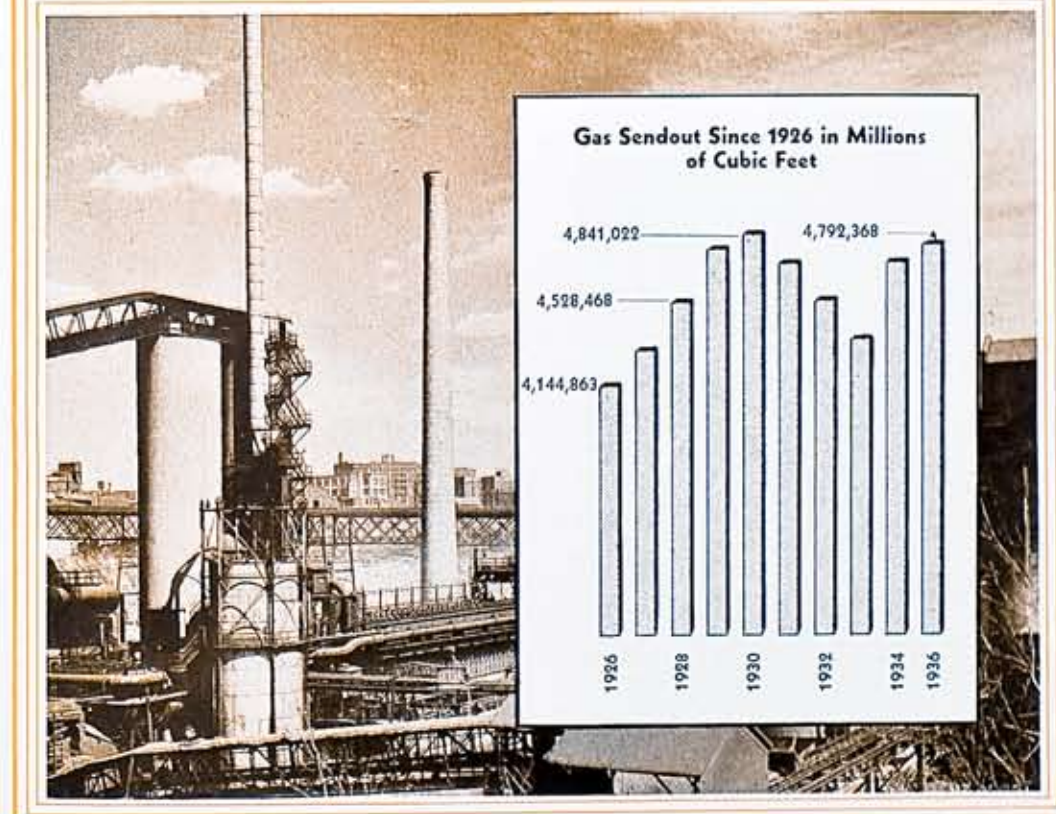
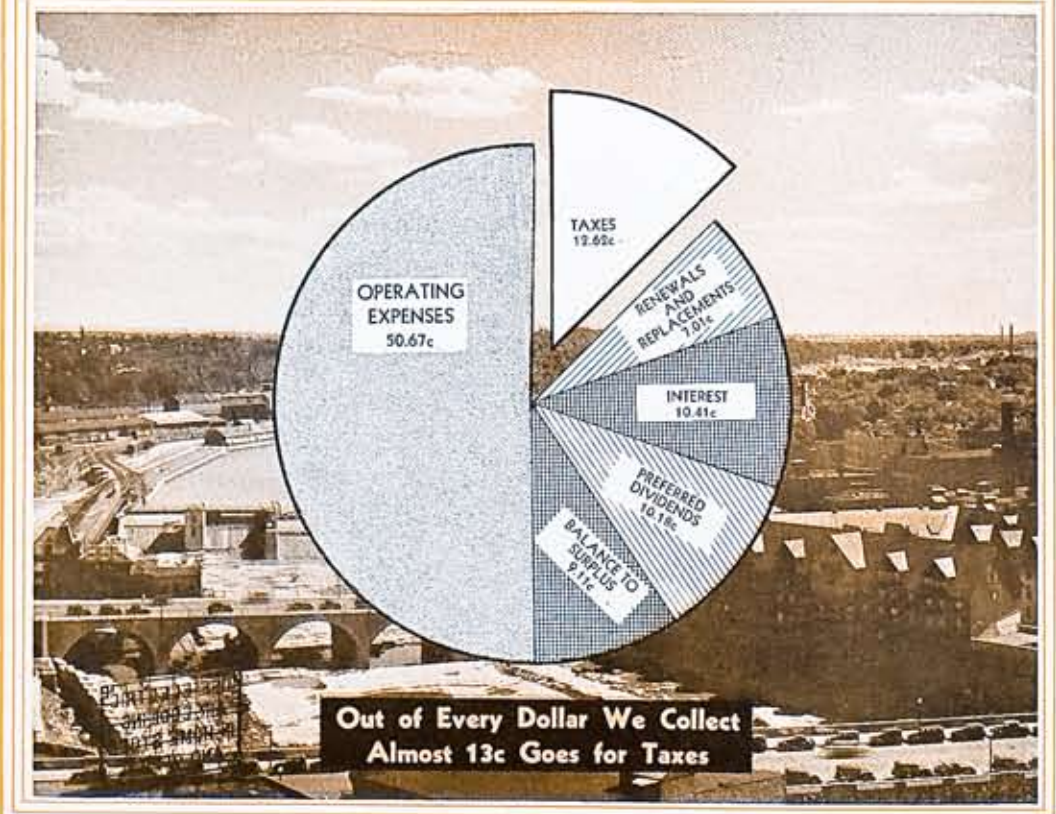
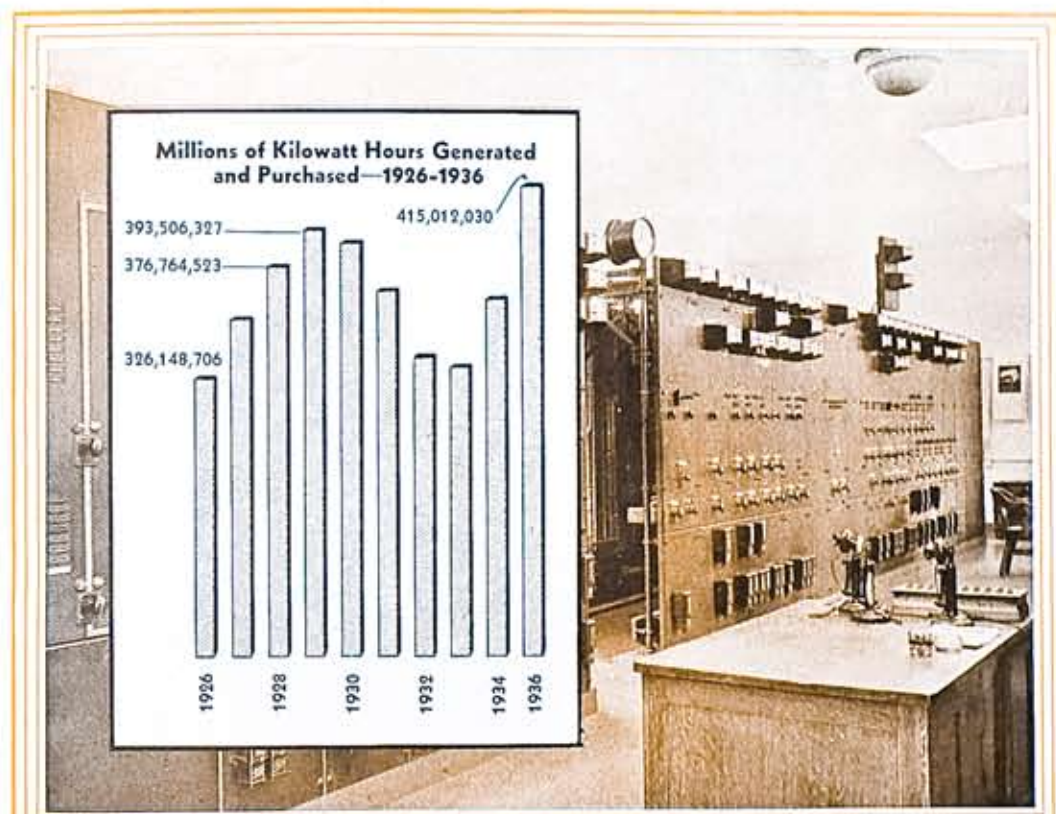
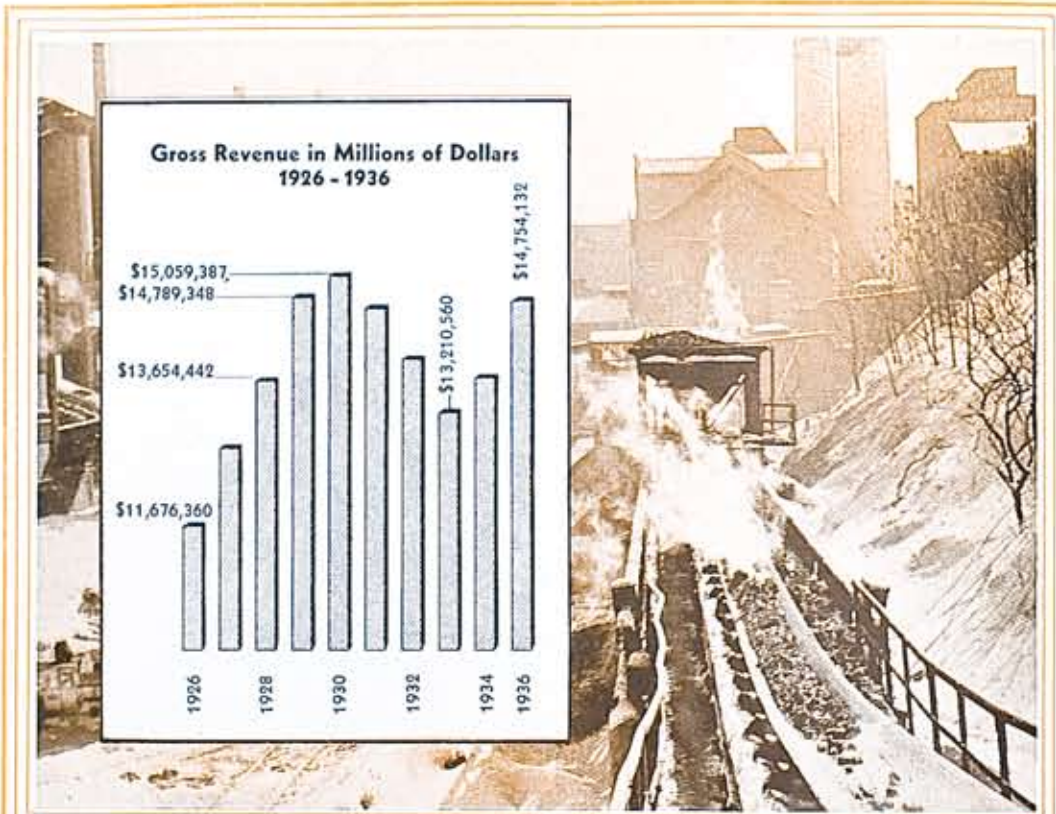
	For the Year of 1936 or as of Dec. 31, 1936	For the Year of 1926 or as of Dec. 31, 1926	Increase	%
Plant and Equipment...	\$75,638,198.11	\$54,448,852.79	\$21,189,345.32	38.92
Gross Revenue.....	14,754,132.86	11,676,359.95	3,077,772.91	26.36
Total Wages.....	4,656,179.13	3,812,024.23	844,154.78	22.14
Total Taxes.....	1,857,865.10	1,263,522.14	594,342.96	47.04
Kw-Hr. Electricity Sold..	340,819,631	256,649,783	84,169,848	32.80
Cubic Feet Gas Sold....	4,662,921,900	3,995,657,800	667,264,100	16.70
Number of Employees...	2,451	2,200	251	11.41
Electric Consumers.....	133,520	90,160	43,360	48.09
Gas Consumers.....	110,368	97,889	12,479	12.75
Steam Consumers.....	329	254	75	29.53
Total Consumers.....	244,217	188,303	55,914	29.69
Population of Territory Served.....	497,208	398,196	99,012	24.87
Hydraulic K. W. Capacity	48,645	30,855	17,790	57.66
Steam K. W. Capacity...	83,975	71,975	12,000	16.67
Total K. W. Capacity....	132,620	102,830	29,790	28.97
Coal Gas Capacity per day	16,000,000	10,370,000	5,630,000	54.29
Water Gas Capacity per day	12,890,000	12,710,000	180,000	1.42
Total Gas Capacity per day	28,890,000	23,080,000	5,810,000	25.17
Number of Street Lamps	27,778	17,543	10,235	58.34
Miles of Overhead Wire..	9,160	4,070	5,090	125.06
Miles of Underground Wire	3,019	2,251	768	34.12
Miles of Subway Duct....	2,044	1,609	435	27.04
Miles of Gas Main.....	857	652	205	31.44
Tons of Steam Coal used	199,953	179,597	20,356	11.33
Tons of Gas Coal used...	423,127	277,710	145,417	52.36
Gallons of Gas Oil used..	237,725	3,670,008	*3,432,283	*93.52
Tons Coke made.....	296,046	190,326	105,720	55.55
Tons Coke sold.....	224,696	135,980	88,716	65.24

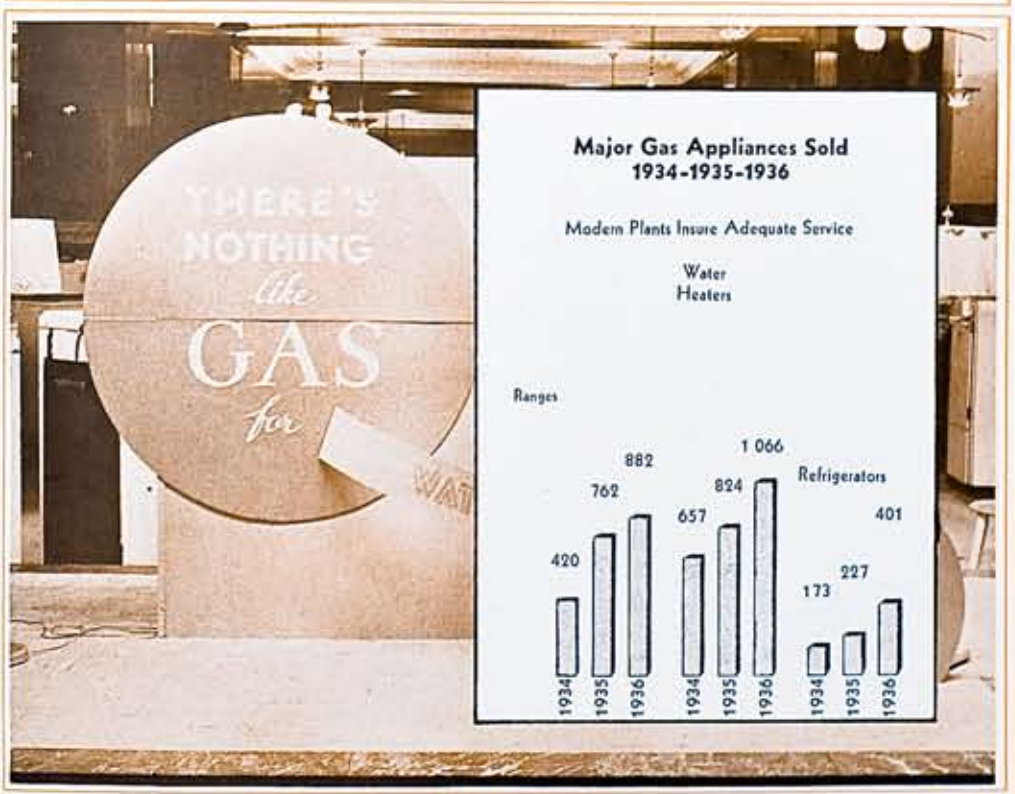
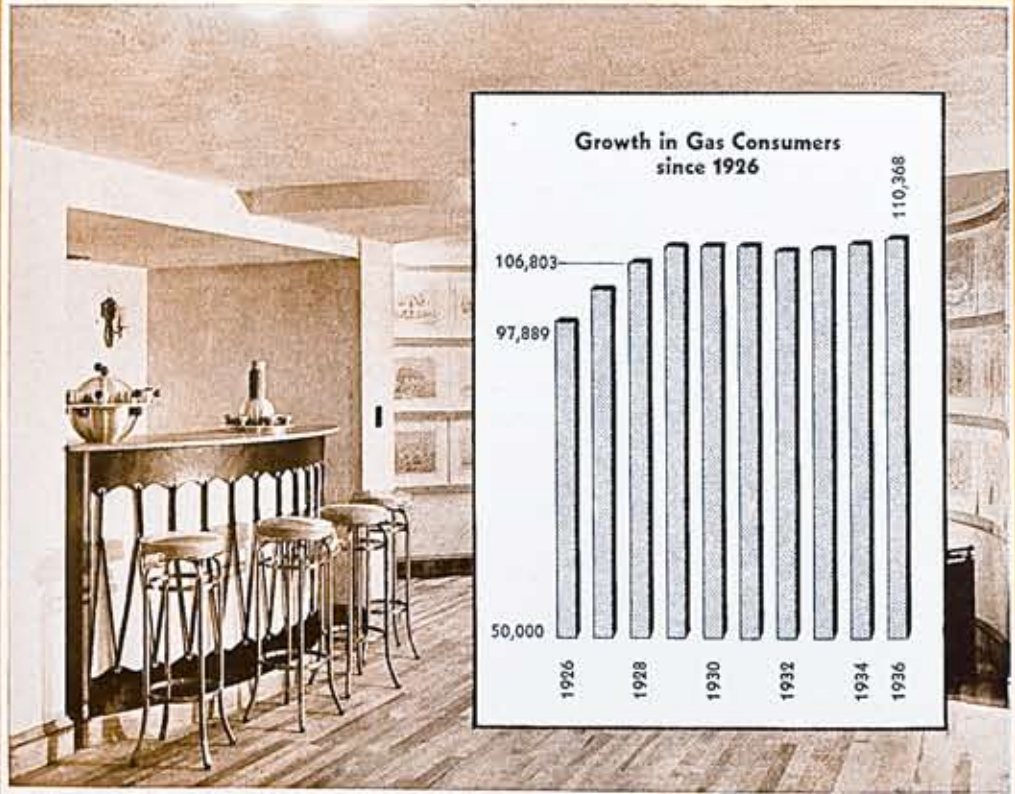
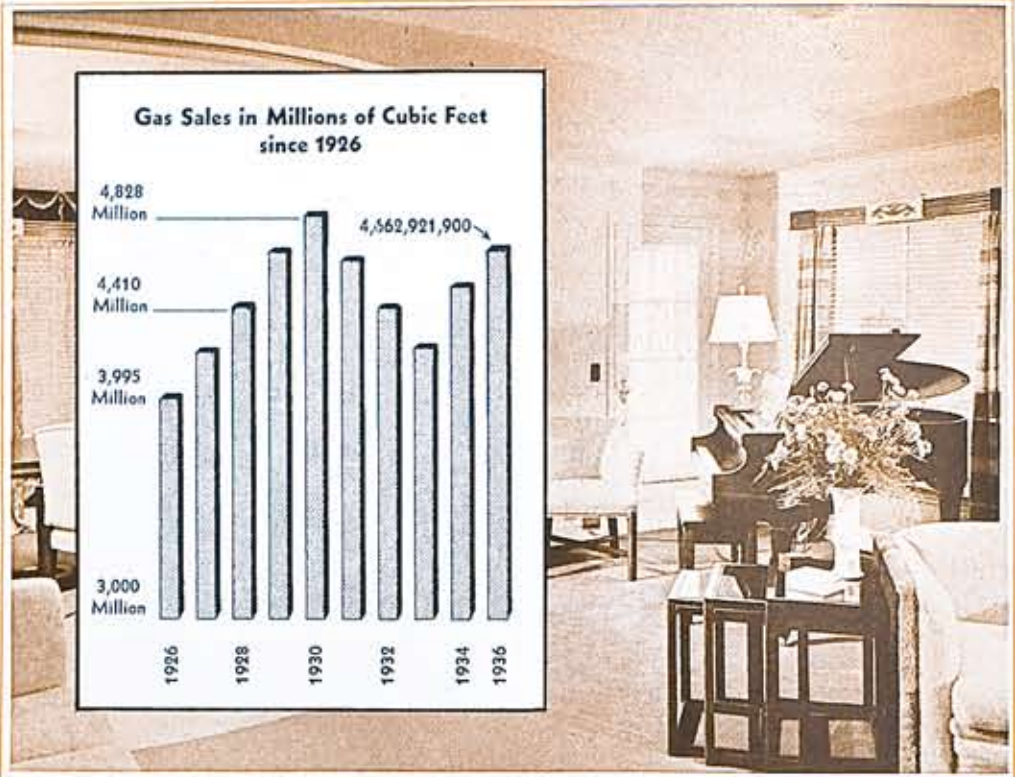
*Denotes Decrease



Top: Scene in the Company's large Storehouse, at Andrews Street which kept busy last year handling equipment and materials used in rural electrification and the building of Station 3 extension. Center: Scene in the Gas Meter Shop, Front Street, where meters receive regular check-ups, and Bottom: Some of the Company's large fleet of Coke trucks, in the coke truck garage, lined up for regular daily inspection.







In Conclusion

The Editors of GAS AND ELECTRIC NEWS, in presenting this Year Book, naturally feel proud of the work of their associates, and have to the best of their ability "played up" the activities which, in their judgment, would be of greatest interest to the average stockholder, and in some reasonable proportion to the space available.

Any one familiar with the operation of a big company, notes the omission in this record of reports on such activities as Engineering, Auditing, Rate Making, Purchasing, Transportation, the work of the Treasury and other Departments, and realizes that in the unified work of the Company, such Departments are equally important with those whose work has been described herein in some detail. Consistent with the regular policy of this Magazine, all Departments of the Company will be adequately described in future issues. To divide the available space in this issue among all, would be to do justice to none.

Likewise it is not practical to describe in detail the utilization by the Company of outside resources, made available by purchase from legal, engineering, management, sales and advertising organizations, some of which are affiliated companies. Suffice it to say that the Company Management has consistently followed the policy of securing the best brains available, either by building up the Company Organization, or by the hiring of special talent when justified.

Finally it seems fitting to record that a very definite general feeling exists among the employes in the service, that we have a good Company, and are quite happy to devote our lives to the public service through it.



Section of Interior of Station 5 Hydraulic Plant, Lower Falls of the Genesee River.

R. G. & E. Preferred Stock

ON October 1st, 1936 forty thousand shares of Rochester Gas and Electric 7% Preferred, Series "B," were called for redemption as of Dec. 1st, 1936. Arrangements were made with the Lincoln-Alliance Bank and Trust Co., of Rochester, to handle the redemption of this stock and upon presentation of stock certificates endorsed for cancellation to pay to the holder of record, the redemption price of \$105 per share plus accrued dividends to Dec. 1st, 1936.

The 7% Preferred was issued in 1918 at par and taken almost entirely by the company's customers and employees. Naturally the stock has been closely held with very little available during the 18 years in which it has been outstanding. The bid price during the year 1936 on the 7s was \$107 and on the 6s from \$104 to \$106.

At the time that the 7s were called forty thousand shares of 5% Cumulative Preferred stock, designated Series "E," were put out at \$102 per share and taken to a considerable extent by customers and present stockholders.

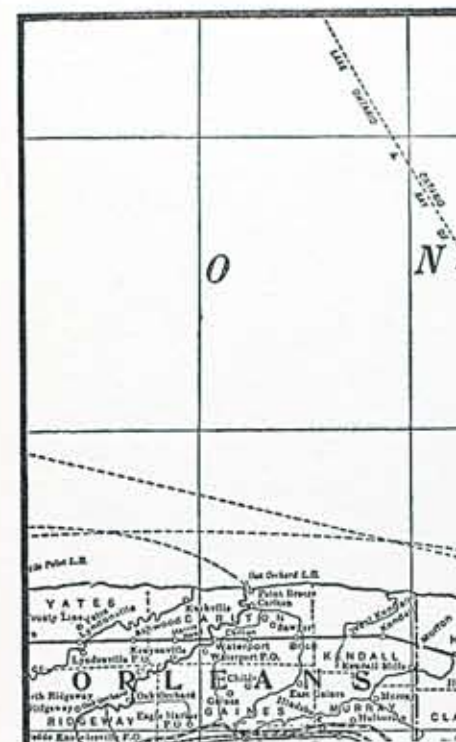
The Preferred stock outstanding at the close of the year 1936 on which quarterly dividends are paid Mar., June, Sept. and Dec. 1st, is as follows:

- 6% Cumulative Preferred, Series "C"— 27,000 shares
- 6% Cumulative Preferred, Series "D"—171,871 shares
- 5% Cumulative Preferred, Series "E"— 40,000 shares

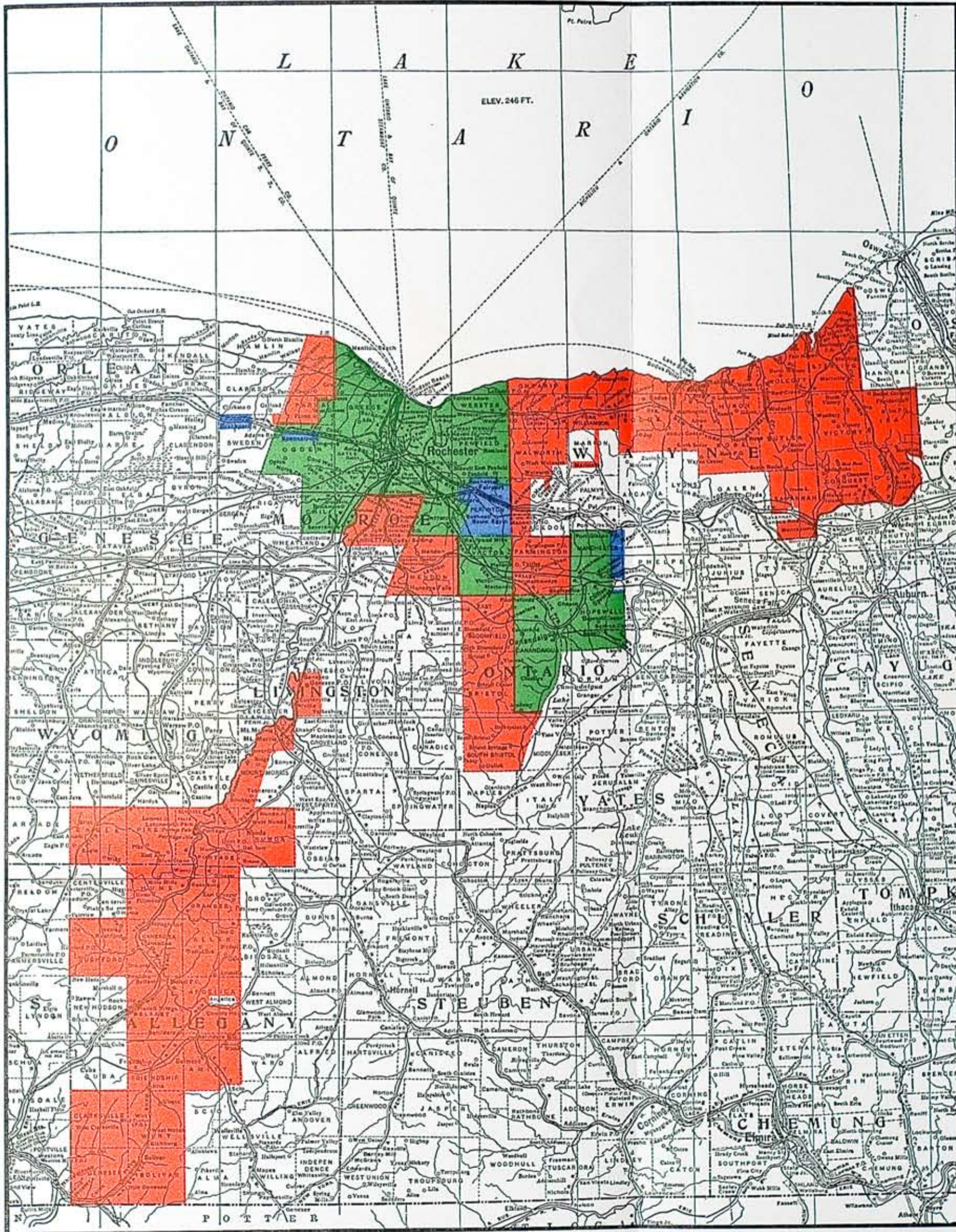
Over 50% of the present holders of Rochester Gas and Electric Preferred are also customers of the company for gas and electricity being residents of Rochester or the surrounding territory served by the Company.

MAP

ROCHESTER



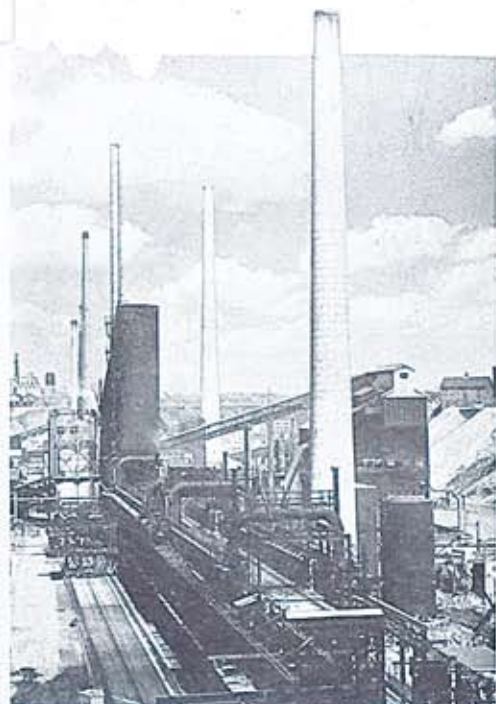
MAP SHOWING FRANCHISE TERRITORY OF ROCHESTER GAS AND ELECTRIC CORPORATION



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KEY:

= ELECTRIC
 = GAS
 = ELECTRIC AND GAS



GAS AND ELECTRIC
YEAR BOOK

MARCH
1937