



Volume 21 Number 12

**GAS and ELECTRIC  
NEWS**

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**A Mantle Fair  
As Lily-Leaves**

## Three Kinds of Courage

There's the courage that nerves you in starting to climb  
The mount of success rising sheer;  
And when you've slipped back there's the courage sublime,  
That keeps you from shedding a tear.  
These two kinds of courage, I give you my word,  
Are worthy of tribute—but then,  
You'll not reach the summit unless you've the third—  
The courage of try-it-again!

—Selected



## Lighting a Part of the Holiday Spirit

SOME years ago, Christmas lighting had become quite a general manifestation on the part of Rochester home owners. A depression wiped out some of that enthusiasm. However, better times have again brought back at least a part of the old predilection for exterior home lighting at Yuletide.

For the last two or three years the idea has been accelerating, and with a further stabilization in industry, coming years will doubtless return this

artistic mode to its former peak of popularity.

It may take a little thought, and cost a bit of work and attention, but what fine dividends accrue to those who illuminate for the Holidays. There is a real thrill in this for persons who have an artistic appreciation and who delight in bringing added Holiday joy and aesthetic pleasure to friends and acquaintances.

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Beautiful Yuletide lighting effect obtained at the home of Mr. John Clingen, 40 Sandringham Drive. Lighting of this type is beautiful in itself and lends added attraction to a beautiful home, while serving to welcome friends in a highly aesthetic manner.



## Company Display Wins Prize In "Pin-It-Up" Lamp Contest

**A** LETTER from the Railley Corporation, makers of Railley "Pin-It-Up" Lamps, to Walter McKie, lighting engineer, Domestic Sales Department, had this to say: "Dear Mr. McKie: Congratulations! Your entry in the window trimming contest and submitted by Harry Taillie won second prize of \$25. We are pleased to attach our check payable to you so that you may divide it among those who are entitled to it."

The check came just before Christmas and was divided among the employees of the Display Department.

It is a pleasure to announce this good work of the Display Department, which functions under the supervision of Harry Taillie, Domestic Sales Department. It bears out the fact that our East Avenue window displays can hold their own in national competition. The display was judged on originality and use of lamps as a contribution to the "Better Light-Better Sight" movement.

Company windows, which are designed and built by the Display Department, create an almost continuous and colorful high-spot of in-



Prize winning window display which won second prize of \$25 in a national contest sponsored by the Railley Pin-It-Up Lamp Corporation. The cash was divided between Messers Ray Clark Elmer Villnow and Charles Scholl.

terest along East Avenue. It is difficult to get past that particular locality without being stopped by color, movement or lighting, all used to bring appeal to some particular group of products or to some specific promotional or community idea.

### Community Service

Besides promoting the display of modern gas and electrical equipment and devices, the windows are often used to feature civic, industrial or other miscellaneous displays of general interest to the public. Such displays usually aid in the promotion of Rochester industries and products or serve some purpose related to the general welfare, such as the community chest, Monroe County Planning Board, or other municipal, fraternal or social activity.

Rochesterians seem to appreciate Company displays, judging from the attention they receive from passers-by.

Harry Taillie and Ray Clark build real interest into them. Action, color and lighting all combine to produce a varied appeal and interest, both night and day. Almost any moment of the day finds people engaged in giving the East Avenue windows the once-over.

In talking with Harry Taillie, the fact of window simplicity was brought out. A window display, like a fine painting or photograph must not be complex. The simpler it is the better; but often the simpler things are hardest to do, mostly because simplicity is about the last lesson to be learned by persons who create or design.

Windows, in common with photographs, paintings, poems or songs should tell a simple story, one that may be quickly and easily visualized or understood. If the appeal is strong enough, persons actually stop and study the display a bit. How to intrigue them by the factors of move-

*(Continued on Page 748)*



This beautiful window attracted record on-lookers all during the Christmas holiday week. The slogan "Silent Night . . . and Day" is one of the best to be brought out in the commercial field for some years; and—it is a perfectly true statement.

## Electrical "Chicken Cooker" Goes Into the Movies

By C. A. WHITEMAN, *Industrial Department*

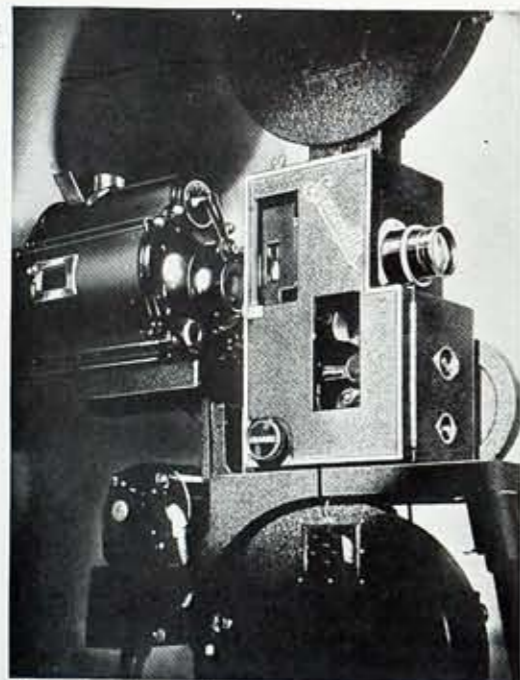
**C**URIOS and varied, at times to an almost bewildering degree, are the sights which command the attention and interest of the Company's Industrial Engineers in their daily task of assisting their customers in the more economical use of the Company's services. As the Engineer's assistance is requested in the solution of unusual problems of operation or manufacturing process, so is he frequently greeted by unusual solutions of such problems by the Customer's own ingenuity.

Or if inured to the unusual and stoical, as his years of experience may make him, the industrial engineer can nevertheless be startled when confronted with a replica of his wife's

portable electric food roaster doing duty as a heat treating oven in a manufacturing plant, and seemingly "having what it takes." Facetiously dubbed Chicken Cooker by one enthusiastic industrial user, this roaster is officially designated by its maker as "The Westinghouse De luxe Adjust-o-matic Roaster, Catalog No. RRA-14, A.C. operation, 115 volts, 1320 watts." It has automatic temperature control over a range of from 150° to 550°, has overall dimensions of 22¾ inches long by 15⅛ inches wide by 11¾ inches high, and weighs approximately 25 pounds.

### Weber Machine Corporation Use "Chicken Cooker"

To the casual reader it may seem a long way from a Chicken Cooker to the movies but not so for the Weber Machine Corporation of Rochester. This customer manufactures the widely known "Syncrofilm" Sound Projectors for theatrical and institutional uses throughout the world. These highly complicated motion picture Sound Projectors contain many small, carefully machined and stamped parts. Faithful performance throughout the anticipated life of the "Syncrofilm" is assured by the Weber Corporation's attention to details. Accuracy of stamped parts can only be accomplished with properly made dies. Excellence in dies is contingent, among other things, upon accurate control of heat-treating temperatures; and the smallness in the size and of the number of these dies does not lessen the manufacturing problem. It frequently tends to magnify the problem as the management of many small plants can attest. The Weber Corporation could accur-



Type of "Syncrofilm" sound projector manufactured in Rochester by the Weber Machine Corporation for professional and institutional use. These high-class projectors sell for from \$1,200 to \$1,500.

## Service Bureau

The following notice was sent to heads of departments over the signature of President Herman Russell under date of Jan. 3, 1938.

Effective January 1, 1938, Mr. John Clark will be in charge of the Contractor's and Builders' Service Bureau. The function of this Bureau will be to aid builders and contractors and architects in the use of the Company's service, gas, electricity and steam, in connection with the building of new homes, factories, business places—and the remodeling of old.

This bureau will report direct to the Management. Contact with and aid from other departments will be necessary if this Bureau is to operate successfully. It is not intended to interfere with the work now being done by the Industrial Engineering and Sales Department or the Domestic Sales Department, but rather to supplement and enlarge their activities in these

fields, and to provide a central bureau of information for the benefit of builders, architects, and contractors.

ately harden its dies but experienced difficulty in economically drawing them.

Another case in point was the drawing of a small bridged spring about ¾ inches long and made from spring steel 5/1000 of an inch thick and about 3/16 inches wide. Again smallness in size and of numbers tended to complicate the effectiveness and economy of the problem.

In keeping with the originality and initiative so characteristic of the major design aspects of "Syncrofilm" was the Weber Corporation's ready acceptance of the Chicken Cooker as a feasible solution of its tempering problem on these small parts which contribute substantially to the enduring reliability of "Syncrofilm" and the satisfactory projection of sound movies. And now dies, springs and other small parts, after being hardened in the high temperature furnace, are accurately tempered at the proper temperatures, ranging between 300° F. and 500° F. and all the former uncertainties of this manufacturing step are removed in an economical manner by electric heat.

Verily, the Chicken Cooker goes into the movies.



Showing a Westinghouse de luxe Adjust-o-matic electric roaster, (or, "chicken cooker") being used at the Weber Machine Corporation in the tempering of small parts for the "Syncrofilm" sound projector, a job which it does exceedingly well.

## G. and E. "Pin Pickers" High Voltage Competition

AL C. Webber, in a recent issue of the "Times Union" had some fine things to say about the Company's efficient bowlers. When we tell in GAS AND ELECTRIC NEWS about the proficiencies of our employee talent, it sometimes sounds to us as though we were "blowing our own horn." Therefore, it is with relief that we let the "other fellow," a total outsider, sing the praises of the men whom we have always known were "tops."

Therefore, without saying "I told you so" but with sincere thanks to Al C. Webber, peerless sports reporter for the "Times Union" we ask your kind attention to what Al thinks about our boys, as reprinted below from the issue of the "Times Union" under date of December 1, 1937. Here goes:

"If, on some stormy Tuesday evening during the winter, something should happen to your gas or electric service, and you have difficulty getting a call through to the company (no reflection on the service department, Mr. Russell) jump in your auto and drive over to Elm Bowling Hall.

"There you will find a battery of 60 Gas and Electric workers whooping it up on the alleys—provided the lights are working—and taking their superfluous energy on the maples.

"Ever since 1925, the East Avenue 'power-house' has had a bowling league. Twelve years ago, a skeleton circuit was organized with eight teams, and since that time, the interest and enjoyment the boys received out of the sport has been matched only by the improvement in their scores.

"One of the biggest boosters for the league is Herman J. Russell, president of the company. His feeling is shared with other officials who realize the spirit of good-fellowship developed on the pine boards cannot but be of value during business hours.

"Practically every department in the company is represented in the loop's alignment. Here are the teams and captains: Electric Distribution, Carl Winterroth; Meter Reading, Tom Kennedy; Office Maintenance, Ed Schipper; Electric Stations, Doug Bruce; Gas Distribution, Charles Jennejohn; General Construction, Joe Schoenherr; Tool Room, Liv. Begy; Order Department, Jim Skinner; Office, Leon Wittman; Storehouse,



R. G. and E. "pinpickers," right to left, Messers Howe Kiefer, Carl Winterroth, Les "Chick" Sales, Joe Klick and Bill Neuffer, all members of the crack electric distribution team.

## Company Host to Farm Equipment Dealers

THE Rochester Turn Verein was recently the scene of an interesting gathering of dealers in farm-electric equipment. These men were guests of the Company, and the meeting was for the purpose of projecting plans for best serving the rural territories through company-dealer co-operation.

Ivar Lundgaard, manager of the Industrial Department, in collaboration with Carl Jeerings, who heads the farm-electric activity under Mr. Lundgaard's supervision, made plans for the gathering. Dealers were invited from the territory served by the Company, there being, with Company representatives, about fifty present.

Mr. Jeerings was chairman of the meeting and, after the dinner, presented vice-president Joseph P. Haftenkamp, who spoke in brief of the dealer cooperative plan. Mr. Phil Higley manager of the Monroe County Farm Bureau, was an honored guest and also spoke. Mr. Lundgaard outlined the plan for the benefit of all present.

This plan in which the company will assist the local dealers to sell needed equipment to farmers includes the use of direct mail, demonstrations of equipment or methods before schools, farm bureaus, fairs, horticultural shows and other places. During the evening the Westinghouse Electric Company's film "Bill Howard, Jr.," was shown by Mr. Jeerings.

With the cooperation of company and dealers, farmers in the section we serve may be sure of keeping in touch with the many new things brought out from time to time to help them handle their farm problems with a minimum of work and worry.

### Watts That?

Believe It or Not: Dimmest lights have the greatest scandal power.

Charles Wiemer; Steam Department, Henry Symonds and Appliance Service, Joe Trapolino.

"George Galen is league president, Joe Schoenherr vice-president, Howard Stebbins secretary and Howie Kiefer treasurer.

"A number of the G. & E. pin pickers rate with the city's better maple maulers. Carl Miller, who leads the circuit at present with a 191 average, Herman Fichtner, one of the town's best southpaws, Carl Winterroth and Howie Kiefer have rolled in numerous city and vicinity championships. Kiefer has been with the league since inception, averaging from 180 to 200 each season. Last year he was top man with a 192 average.

"A contributing factor in the success of the outfit is the method of distributing prize money. Though not large—the boys go in for the fun rather than as a commercial venture—the pot of gold is used almost entirely for team positions. Hence the mediocre bowlers, who really 'pay the freight' because they are so many, have an equal chance to grab a prize check in March.

"In spite of the nature of the work of some of the bowlers, trouble-shooting and other emergency duties, only on three occasions was it necessary to use a blind all last year.

"The Electric Distribution team has been a 'power' in the outfit for several years. Composed of Kiefer, Winterroth, Lester (Chick) Sales, Joe Klick and Bill Neuffer, they again 'spark' the circuit.

"Behind Miller, the other individual leaders are Leon Wittman 189, Floyd Hegedorn 186, Fichtner 186, Winterroth 186, Sales 185, Ted Swazowski 185, Kiefer 184, Liv. Begy 183 and Fay Cotanch 182.

"So, if any of the men limp or wince slightly on a Wednesday, it will simply be because they had a particularly strenuous session with the maple sticks the evening before."

That last paragraph reminds us of a story about a salesman who had been bowling. He painfully hobbled into the office of a high-pressure business prospect, opened up his brief case and said "I'm a little stiff from bowling." To which the business mogul rejoined "Never mind where you're from, let's see what you got there." Our bowlers may be a little stiff next day, but they always have what it takes to carry on.

Eighty years ago the following rules were in vogue in the establishment of Carson, Pirie Scott and Company of Chicago:

Store must be opened from 6 A. M. to 9 P. M. the year around.

Store must be swept; counters, base shelves and showcases dusted. Lamps trimmed, filled and chimneys cleaned; pens made; doors and windows opened; a pail of water, also a bucket of coal brought in before breakfast (if there is time to do so) and attend to customers who call.

Store must not be opened on the Sabbath unless necessary, and then only for a few minutes.

The employee who is in the habit of smoking Spanish cigars, being shaved at the barber's, going to dances and other places of amusement, will surely give his employer reason to be suspicious of his integrity and honesty.

Each employee must pay not less than \$5 per year to the Church and must attend Sunday School regularly.

Men employees are given one night a week for courting and two if they go to prayer meeting.

## GENERAL INFORMATION

Net Increase in Consumer's Meters for Year Ending November 30				Net Increase in Consumer's Meters by Months				
	Nov. 30, 1937	Nov. 30, 1936	Increase	1934	1935	1936	1937	
Electric...	136,208	133,116	3,092	January.....	54*	16*	329*	253
Gas.....	112,762	110,428	2,334	February.....	86*	55*	451*	173
Steam...	334	323	11	March.....	93*	55	182*	78
Total..	249,304	243,867	5,437	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	447
				December....	179	175	350	

	Month of Nov., 1937	Month of Nov., 1936	Increase
KWH Generated—Steam.....	20,572,959	14,956,609	5,616,350
KWH Generated—Hydro.....	17,870,053	13,703,785	4,166,268
KWH Purchased.....	2,938,239	9,870,796	6,932,557*
M Lbs. Commercial Steam Produced.....	137,261	138,885	1,624*
MCF Coal Gas Made.....	445,490	433,346	12,144
Tons Steam Coal Used.....	21,548	20,348	1,200
Tons Gas Coal Used.....	37,042	36,621	421
Tons Coke Made.....	24,295	24,903	608*

	Nov. 30, 1937	Nov. 30, 1936	Increase
Number of Employees.....	2,504	2,458	46
Amount of Payroll—Mo. Ended.....	\$ 431,246	\$ 393,374	\$ 37,872
Amount of Payroll—Yr. Ended.....	\$4,861,685	\$4,641,062	\$220,623
Miles of Underground Duct.....	2,052	2,039	13
Miles of Underground Line.....	3,066	3,023	43
Miles of Overhead Line.....	10,234	8,939	1,295
Miles of Gas Main.....	901	844	57
No. of Street Arc Lamps.....	1,397	1,397	
No. of Mazda Street and Traffic Lamps.....	26,443	26,342	101
Total Number of Street Lamps.....	27,840	27,739	101

\*Denotes Decrease

### EMPLOYEES' BENEVOLENT ASSOCIATION

Cash Statement for November, 1937

Receipts		Disbursements	
Balance 1st of Month.....	\$ 9,154.86	Sick Benefits.....	\$ 1,390.16
Dues and Fees—Members.....	892.49	Accident Off-Duty Benefits.....	355.01
Dues and Fees—Company.....	892.49	Family Sickness.....	0.00
Rochester Hospital Service Plan—		Medical Examiner.....	2.00
Members.....	945.91	Nurse's Expense.....	100.00
Company.....	464.64	Payment to Rochester Hospital	
Interest on Bank Balances and		Service Corporation.....	1,410.55
Investments.....	0.00	Balance End of Month.....	9,112.67
Total.....	\$12,350.39	Total.....	\$12,350.39
E. B. A. Membership Nov. 30, 1937.....	2,243	E. B. A. Membership Nov. 30, 1936.....	2,196
Members participating in Rochester Hospital Service Plan Nov. 30, 1937, 1,462; Nov. 30, 1936, 1,285			

## Edward G. Miner, Made Chairman of U. of R. Board of Trustees

**G**AS AND ELECTRIC NEWS is just a bit proud of the high calibre, public spiritedness and all around usefulness of the men who comprise the directorate of the Rochester Gas and Electric Corporation. All of them are men who are associated in high executive capacities all with Rochester industries; who have helped to disseminate into the far places of the world the slogan "Rochester Made Means Quality."

It is sometimes said that "A prophet is not without honor excepting in his own country," a Bible quotation which implies that, sometimes, especially in the olden days, a man's fellow citizens failed to appreciate the virtues of local citizens, when all the world might be doing him homage.

We delight in reprinting herewith an article which appeared in the "Rochester Democrat and Chronicle" under date of November 28, 1937. This article does homage to our fellow citizen and Company official Edward G. Miner, who recently succeeded the late J. T. Alling, another stalwart Rochesterian, as chairman of the board of trustees of the great University of Rochester. The newspaper article is reprinted below:

"The man who helped build one of Rochester's world-wide industrial organizations yesterday was named chairman of the board of trustees of the city's largest educational institution, the University of Rochester.

"Edward G. Miner, a trustee of the University for 27 years and chairman of the board of the Pfaudler Company, was selected for the post at a meeting of the University trustees in Eastman House yesterday morning. He succeeds the late Joseph T. Alling, since whose death last Sept. 20, the chairmanship has been vacant. Mr. Miner previously had served as secretary of the board.

"Long a member of the finance committee of the University, he was chairman of the nominating committee which selected Alan Valentine as President three years ago.

#### Financial Power

"Rated in a recent article in a national magazine as one of the men outside Wall Street who exercise financial power, the new board chair-

man helped to build the world-wide organization of the Pfaudler Company which has plants in Rochester, Ohio, Germany and Scotland. For six years he was a member of the Federal Reserve Board, Buffalo branch, which he served as chairman in 1933 and 1936.

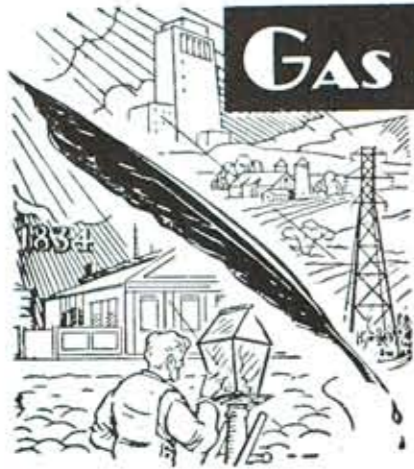
"He is director and trustee of 25 corporations and institutions which include the Buffalo, Rochester & Pittsburgh Railroad, Lincoln-Alliance Bank & Trust Company, Rochester Gas & Electric Corporation, Rochester Trust & Safe Deposit Company, Rochester Chamber of Commerce, Rochester General Hospital and Rochester Community Chest.

"The new chairman's fondness for books has been typified by notable gifts to the medical school library of the University of Rochester. Some 10 years ago he gave it one of the most complete collections of books on yellow fever in existence. He began collecting the books after a business visit in 1908 to South America where he witnessed ravages of the tropical disease. He has since added to the collection.

(Continued on Page 749)



Edward G. Miner, chairman of the board of the R. G. & E. and the Pfaudler Company and Company director, recently named as chairman of the U. of R. board of trustees.



# GAS & ELECTRIC NEWS

## Department Correspondence Staff

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MILDRED HACKER . . . . .	Consumer's Accounting
HOWE KIEFER . . . . .	Electric Distribution
CATHERINE O'ROURKE . . . . .	Canandaigua
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GEORGE PUDDINGTON . . . . .	Domestic Sales
VIRGINIA WOLVERTON . . . . .	Gas Manufacturing
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ROCHESTER GAS AND ELECTRIC CORPORATION  
89 East Avenue, Rochester, N. Y.

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

## How Are You?

**H**OW are You? We continually ask this question of our friends. It is a favored phrase of greeting, yet it never sinks very deep into our minds; rather, it passes on into the ether after having served merely as a verbal master-of-ceremonies.

How are you? But this time we really mean it. We wish to remind you of your health and well-being.

Many men like to believe they are "tough" and almost immune to disease or sickness. They hate to go to a doctor for an examination for fear the doctor will really find something wrong with them. What an inadequate ground-work this is for continuing good health.

It seems sometimes as though women are more conscious of health than men are. It would appear that fathers and mothers are very solicitous about the ailments of their children. They insist that something be done about it. When Dad is a bit under-the-weather, however, he seems

to believe that his case is different; he can easily get back on the road of health without the doctor's assistance.

Someone ought to "talk turkey" to these men who are often careless about their physical welfare. An ideal plan is to have a physical examination at least once a year, especially after middle age, and to follow the family physician's instructions, when given, as conscientiously as possible.

Too many persons are like the "wonderful one hoss shay." They keep going until, one day, they just go all to pieces. Let's keep the old shay, this physical body of ours, in good repair; let's have it looked over once in a while and make needed adjustments. It has got to keep us going for life. And just how long and how happy our lives are depends quite largely upon how well we keep the old buss running, year in and year out.

The next time someone hails you with "How are you?" think over what we have said about health. Every time you hear that time worn expression of solicitation about your welfare, be reminded that how you are depends a lot upon what kind of care you take of yourself.

If you are one who sometimes says "I want to die in the harness," just remember that your family and friends

would much rather have you keep on living in the harness, at least until you reach a mellow old age.

## Are They Nitwits or — Just Folks

**T**HAT man who cut out in front of you from a side street as you were rolling along the highway . . . That woman downtown who stopped suddenly and without warning in front of you and nearly caused a crash . . . That delivery truck driver who cut you off on the hill when he saw the other car coming . . .

What sort of people are these? Nitwits? Drunks? Beginners?

Perhaps—although they are probably just common, ordinary folks who forgot their reputations as good drivers for just a split second. Just a momentary lapse, just a momentary disregard of the rules of the road, and they laid themselves open to suspicion as chronic halfwits or worse, and in the bargain put you and your car into a dangerous situation.

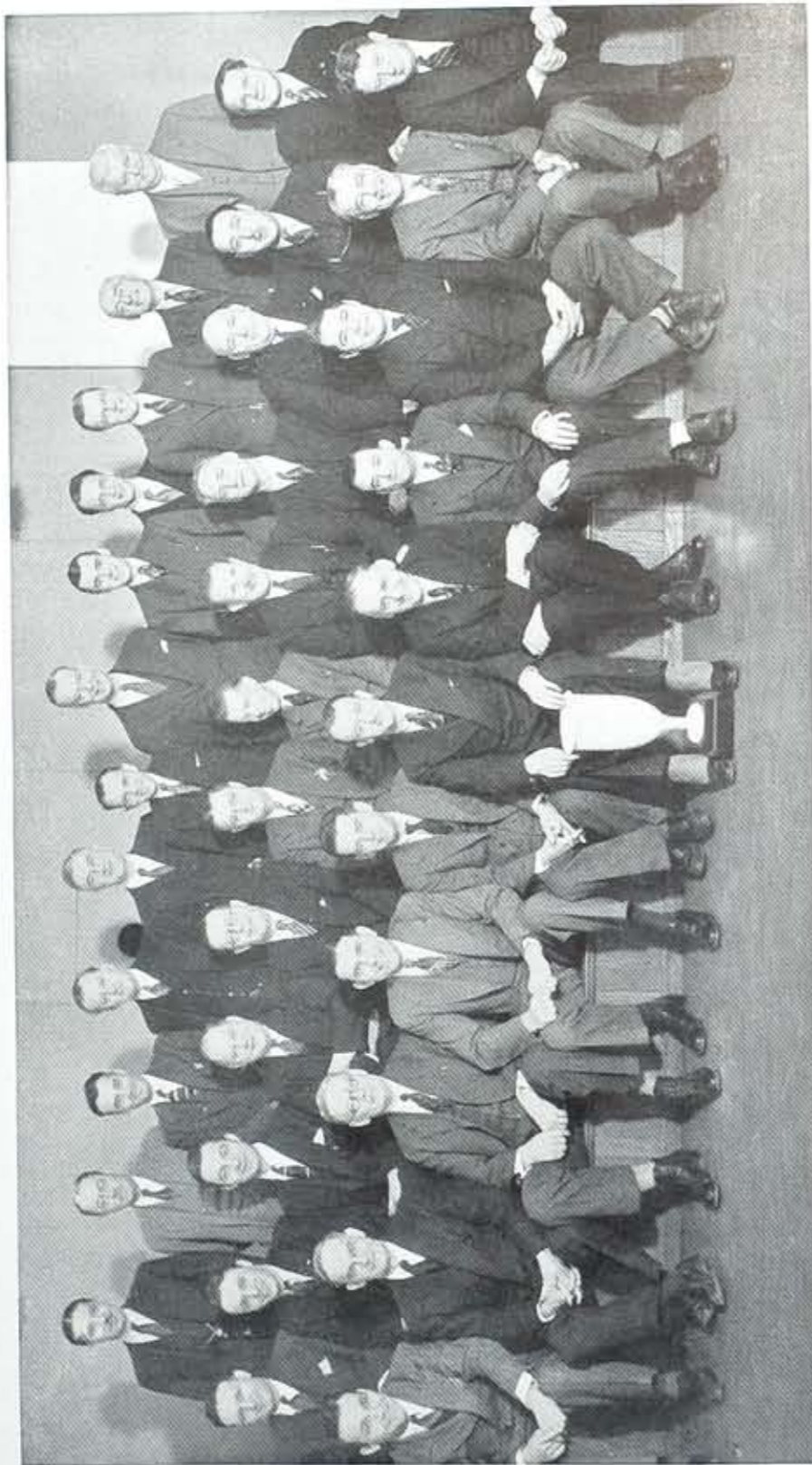
You and I may be the best drivers on the road. We may have mastered the fine points of driving. We may pride ourselves on our ability to anticipate the probable actions of others and to maintain a margin of safety—sure indications of a skilled driver. We may feel that we can depend upon ourselves in emergencies.

But just let us once neglect to observe the laws of skilful driving—just let our attention slacken for a split second at some fateful moment . . . let us take our eyes off the road to light a cigarette, or let us turn our head to hear what a companion is saying, or look too long at some bit of scenery . . . and we may be completing the plot for a serious accident tragedy.

It isn't always the nitwits who cause accidents. Often, according to the Metropolitan Life Insurance Company, it's the experienced, skilful driver who "takes a chance" only occasionally or whose attention is distracted at the wrong moment. Never let yourself be tricked into an accident by wandering attention. Keep your mind alert. Keep it always on your responsibility to yourself, your family and to other drivers while you are behind the wheel.

## The Wonders of Electric Romance

Controlled by an "electric eye," drawers in a dentist's cabinet open when the dentist points his finger at the one desired . . . electricity in the blood cells of a full-grown man would light a twenty-five-watt lamp for five minutes . . . more light is obtained from five cents' worth of electricity than from a dollar's worth of kerosene . . . a runaway horse in Oswego, New York, stopped voluntarily at a red light . . . the average bill of the 21,000,000 domestic users of electricity in the United States is slightly more than nine cents a day . . . electric heating cables are used in the Chicago Zoo to keep the sand warm for alligators and turtles . . . an electrically-heated bed-cover has been adopted by many hospitals to insure an even temperature for patients . . . fifty-seven percent of all farms in this state use electricity . . . transmission of a three-color photograph by wire from Chicago to New York has been accomplished . . . by purifying the air with ultra-violet rays, scientists hope to check infections by germs that enter the nose and throat . . . and . . . invisible rays of light can now be used to guard your home and valuables from burglars and other intruders.



Domestic Department salesmen who made such a good sales record during the past year and who won national acclaim in the "Golden Faucet" campaign of the American Gas Association. These salesmen are: Back row, left to right, Schlottman, Robeson, Mackie, Beck, Abbott, Gangloff, Greene, Morley, Horn, Hall, Grimm, Rodgers; Second row: Cole, Ronchi, Whittman, Heinze, Harbach, Wentworth, (supervisor) Marnell, Richards, Hill, Scott, Van Tauszo, Ougjen; Front row: Gruver, Switzer, Brown, Doherty, Schleyer, Walsh, Hetzel, Polizzi, Snook, Huck and Wing.



## Modern Automatic Gas Water Heaters

Provide the Most Economical Means of Heating Water or The Fallacy of Common Belief That Furnace Coils Provide Cheap Hot Water

By A. M. BEEBEE, Superintendent of the Gas Department

IN one of his essays on "Popular Fallacies," Charles Lamb, the famous English author, cites a series of what he calls common misbeliefs and, in his delightfully polished style, shows their falsity.

If Mr. Lamb were writing today he would probably add—"Furnace coils are good economy"—to his list of popular misconceptions, because among householders the belief that heating water by a furnace coil or a coal jackpot stove is economical, is one of the most common fallacies. Many people who would like to avail themselves of the comfort, convenience and healthfulness of automatic gas water heating hold this erroneous belief and, because of it, declare they cannot afford modern methods of heat-

ing water. As a matter of fact, there is no economy in a furnace coil. With an automatic gas water heater you can heat the same amount of water you get with the furnace coil or jackpot stove just as cheaply, and, in addition, have a supply adequate for health and comfort.

In the old days, coal was \$4.00 to \$6.00 per ton and automatic gas fired water heaters were not as efficient or as well controlled as those being manufactured today. Under such conditions, there is no doubt that jackpot stoves and furnace coils could heat water and effect a saving. However, the higher cost of coal plus the high efficiency of modern gas fired water heaters have completely changed the picture. Since so large a number of

### Company Salesmen Win \$700 in A. G. A. Contest

The Company's thirty-five domestic salesmen last year accounted for a total of 3,210 automatic gas water heaters. Local dealers were responsible for an additional 317 heaters. More than \$700 was divided among Company salesmen as earned cash rewards for their excellent showing in a national competition set up by the American Gas Association.

On the honor list of salesmen who were responsible for the installation of 100 or more gas heaters each (on the rental plan of \$1 per month) were the following: J. W. Whittman, 174 heaters; F. Schlottman, 140; E. A. Abbatt, 124; William Brown, 161; Dan Rodgers, 131; J. Richards, 113 and M. H. Greene, 103.

Besides cash awards, the men received either gold, silver or bronze medals as follows: Gold medals, Messers Mackie, Rodgers, Brown, Whittman, Abbatt. Silver medals, Messers Green, Richards, Walsh, Schlottman, Morley, and bronze medals, Messers Scott, Horn, Schleyer, Hill, Polizzi, Gruver, Wing, Carson, Ronchi, Harbach, Gangloff, Heinze, Hobby and Marnell.





This way of getting your hot water is not only work — but also NOT Economical.

It is misconception that furnace coils are good economy in producing hot water for the home. The use of "jackpot" stoves comes under the same economic criticism.

people in Rochester use furnace coils and jackpot stoves, it is our duty to call to their attention the fact that the use of such devices is no longer good economy, and encourage them to avail themselves of the luxury of labor free, continuous, even temperature hot water from an automatic gas water heater, at temperatures sufficiently high to kill germs.

The use of furnace coils, in addition to not saving money, have the added disadvantage that they produce water of widely varying temperatures, depending on the weather and in addition, the user constantly has the danger of a hole in the coil putting out the fire during severe weather when fire is needed most. During severe weather,

the resultant overheating of water with furnace coils, not only creates unsafe conditions but usually causes rusty and dirty water. Furthermore, furnace coils have a very definite ill effect on the amount of fuel otherwise required to heat the house.

Proof of these claims can be found in tests carried out by impartial educational institutions of high standing and of national importance. For instance: Some tests were carried out in the Massachusetts Institute of Technology to determine the costs of heating an equivalent amount of water by various methods and fuels, as shown in the following table, from which it will be noted that the cost of heating water by gas was among the lowest.



With an automatic gas water heater you can heat the same amount of water you get with furnace coil or "jackpot" stove—just as cheaply, and a lot easier.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY TESTS

Cost of Heating 1500 gallons of water per month by various types of fuel:

	Cost of Fuel	Cost per Month
Gas—Automatic Water Heater.....	\$1.00 per M	\$3.39 to \$3.71
Gas—Automatic Water Heater.....	80c per M	2.71 to 2.96
Furnace Coil—Oil Furnace.....	7½c per gal.	3.65 to 4.88
Water Heater—Oil Furnace.....	7½c per gal.	3.30 to 4.03
Furnace Coil—Coal Furnace.....	\$14.00 coal (winter only)	3.04 to 3.07
Coal Fired Jack Pot.....	\$12.00 coal	3.78 to 4.48
Electric.....	1½c per Kw-hr.	6.39 to 7.36

In order to enable the customer to prove this for himself our Company is renting water heaters for trial use, without any large cash outlay, whereby a family can find out by actual experience not only the low operating cost, but the desirability of modern automatic hot water service. The customer does not have to buy the heater

but can have it installed at the Company's risk and pay only \$1.00 per month rental, plus the cost of the gas consumed. If dissatisfied, the water heater will be removed without removal expense to the customer. If the rental experience creates a desire to purchase it, all of the rental paid the first three years will apply on the purchase



HOT WATER is needed throughout the entire day in the home. Having to wait for it, worry about it, are things the housewife no longer has to do. It can be had AUTOMATICALLY, at any time, and at reasonable expense.

Salesmen are helping housewives and home owners to discover the fact that old-fashioned methods of obtaining hot water are both bothersome and uneconomical. A rental heater, at \$1 per month rent, plus the cost of gas used is well within the income of the average home.



The furnace coil (like the proverbial snake-in-the-grass) gets its quota of coal, whether you realize it or not.

price of a brand new heater, or special prices will be allowed to purchase the rented heater. We make the offer because we are so thoroughly convinced that once a family knows the value to comfort, health, work saving and economy of real hot water service they will not go back to old methods.

It may be true that high gas bills have sometimes resulted from the use of automatic gas water heaters but investigation will usually reveal that the cause is not cost of the gas actually needed for adequate service, but is due either to wastefulness in the use of

hot water, or a faulty piping system. A modern automatic gas heater, properly installed, is a very efficient and dependable piece of equipment. If high bills result, it is because unnecessarily large volumes of hot water have been heated. In many houses, particularly older ones, the water heater may have been connected to the hot water piping system which consisted of large pipes with long runs to the point of consumption. This means that every time the hot water is turned on, there is not only an excessive delay before hot water reaches the faucet but a large quantity of hot water is left in the pipe and consequently wasted. This situation is easily remedied by installing small diameter copper tubing, having as short a run as possible from the heater to the faucet. All new water heaters, either purchased or rented, are installed in this fashion as part of



This gas water heater can be rented for only \$1 a month, plus the cost of gas used. It will solve your hot water problem and do it AUTOMATICALLY.

the regular cost. We also are ready to modernize in similar fashion the existing water heating installation of any customer for a cost of only \$12.50. This has frequently resulted in substantially reducing the annual cost of hot water, in some cases as much

as two to three times this amount. In summary:—We are making a determined effort to enable our customers to enjoy, at no greater cost, the luxury of laborless, uniform hot water service, through the following means:

- (1) By proving that the use of furnace coils is not economical, and in reality, is Public Enemy No. 1 in the water heating field.
- (2) By demonstrating that an automatic gas water heater will provide hot water for approximately the same cost as any other fuel.
- (3) By pushing the rental plan to prove to the customer that he has never known real hot water service until he has had the installation of a gas automatic heater.
- (4) By showing customers and prospects that where a gas water heater has been found excessive in cost, it is due either to carelessness and wastage of hot water, or due to an improper and inefficient installation which we will modernize at a cost of only \$12.50.



There are so many uses for hot water that it is one of the home's greatest assets for bringing health, happiness and joy of living.

As a result of this program, we hope to break down the popular misconception that a furnace coil or jackpot stove saves money and that "waste" furnace heat can be utilized to provide "free" hot water. Our salesmen, in whose honor the accompanying article was written, are now working along these lines and they are doing an excellent job. We want to congratulate them on the success they are achieving. We are sure that they will also ultimately receive the thanks of thousands of satisfied customers for helping them discover the truth of the situation and which enabled them to enjoy the luxury that automatic gas hot water service provides, at no greater cost, and which they did not realize was within their income.

### Lighting a Part of the Holiday Spirit

(Continued from Page 731)

Because there is so much of the spiritual in this Holiday lighting custom, it is bound to live and express itself yearly. Each year's progress in lighting will add something to the beauty with which such lighting will express itself, as well as to the ease with which interesting, colorful effects may be obtained.

If you have never yet tried lighting your home's exterior for Christmas or for some special occasion, you have missed a big thrill.

Our lighting men will gladly give you ideas in this connection. So, if you want to both please and surprise your guests for that birthday party or for some special social function (as well as make it easy for them to find out where you live) just plan to do a little flood or display lighting. A call to the Industrial Department, Main 3960, will bring you in contact with men who will assist you in your plan.

### Arthur C. Rissberger Elected Safety Council President

CONTINUAL vigilance is necessary if traffic accidents and deaths throughout Rochester and Monroe County are to be curbed. Last year, Rochester succeeded in decreasing its traffic deaths from 52, in 1936, to 48 for the year 1937, while in Monroe County the total increased from 75 in 1936, to 80 for 1937.

Barney Levy, Jr., retiring president of the Safety Council, at the annual meeting reported that while deaths had decreased, the number of those injured in traffic accidents had increased from 2,079 to 2,331. This statement gives the new president of the Council, Arthur C. Rissberger, a task worthy of his long safety experience.

Mr. Rissberger has been a member of the Rochester Safety Council for many years. His fitness for this important work, both from the standpoint of its safety aspects and from his association with both Chamber of Commerce and personnel work, should be of assistance in waging his 1938 fight against the encroachment of traffic hazards.

### Company Display Wins Prize

(Continued from Page 733)

ment, color and lighting in combination with other factors is the job of the Display Department. It is a task that depends upon many factors known to the display art, among which is the psychology of attraction.

Just try to pass by our East Avenue display windows sometime without giving them even a sidewise glance. We think you will find it rather hard to do, either night or day. There is an attraction there that has actual pulling power. Harry Taillie and Ray Clark and their capable assistants practically operate a stop and go mechanism at the site of these windows. If you don't believe it, study that locale and see how many walk up to take a look-see.

### Women's Chorus Celebrate 5th Birthday and Xmas Party

During the holiday season, Mr. and Mrs. John Dailey played hosts to the Women's Chorus at their new home overlooking Ellison Park.

Mr. and Mrs. Herman Russell were guests of honor at the party and contributed whole-heartedly to the gaiety of the occasion. Mrs. Russell played the role of Santa, and did a very good job of it, too. The girls were "let in" on the fact that Mr. Russell has a habit of taking his best handkerchiefs on his fishing trips; so, when he opened the gift Santa had left for him and found two nice linen handkerchiefs, he remarked, "Ah, two more fishing trips for me!"

Games and singing added to the festivities. The cutting of a large decorated birthday cake, honoring the hostess (one of the Charter members

of the Women's Chorus) concluded a delicious dinner.

The following committee were in charge of the party: Chairman, Frances Anderson; Dinner, Evelyn Herring, Lucille Cason, Elvira Schuler; Gifts, Laura Morrill; Decorations, Grace Rockwood; Entertainment, Ann Leela.

### Edward G. Miner

(Continued from Page 739)

#### Other Donations

"He also has turned over to the University his collection on early American transportation.

"At the trustees' meeting yesterday Mr. Miner displayed a silver dish given originally to Mathew Carey July 4, 1834, by a 'group of sincere friends as a testimonial of their gratitude for his public services.' Carey, a philanthropist of his time, took charge of relief in the yellow fever epidemic in Philadelphia. Among donors of the silver was Henry Clay of Kentucky. The silver service will be added by Mr. Miner to the University's yellow fever collection.

"Present yesterday was S. Sloan Colt, president of the Bankers' Trust Company of New York, newly-elected trustee, who was attending his first meeting of the board."



This happy group met in the home of Mr. and Mrs. John Dailey to celebrate the fifth birthday of the Women's Chorus. Mr. and Mrs. Herman Russell were honored guests at this event which was held during Christmas week.

## A "Good Scout" Receives Homage

**S**YLVESTER Novelli, pianist for the R. G. and E. Men's Chorus, recently received the high commendation of the executive committee of the Rochester Council, Boy Scouts of America. It was in appreciation for Sylvester's four years in voluntary and loyal services as pianist on the Boy Scout Radio Journal over Station WHAM.

The following resolution was passed by the committee at its monthly meeting: Resolved: that the sincere thanks of the Rochester Council Boy Scouts of America be expressed to Mr. Novelli for his continuous services to the Boy Scout program over Station WHAM during the past four years.

Commenting on the resolution yesterday, Walter E. Hastings, announcer on the Scout Radio Journal and a member of the executive committee of the Council, said: "In behalf of the Council, I would like to express my

gratitude to Syl for his unfailing loyalty to us for the past several years. We believe that due in a great part to the excellent music he has furnished, a large audience has been built for our radio broadcast. From time to time, we have received from different parts of the country complimentary letters on his playing. It has been a pleasure for me to work with Syl and through his appearance on the Scout Radio Journal he has gained many friends and admirers. We hope that it will be possible for him to be with us for a long time to come as we feel that he is a tremendously important part of the Scout radio program."

Formerly a member of Troop 38 of the First Presbyterian Church, Novelli was graduated from the commercial department of West High School in 1933 and for the past three years has been teaching music.



Sylvester Novelli, pianist for the R. G. and E. Male Chorus, who was recently honored by the Rochester Council Boy Scouts of America for four years voluntary and loyal service, as pianist on the Scout Radio Journal, over Station WHAM.

## Page the Inventors or "Aint Electricity Grand"

The newest gadget is an electric tooth brush for home use. What a lot of wives would like to see is an electric device that would sock hubby on the shins when he fails to return her lead at bridge.

Here are a few other suggestions on which the electrical wizards might exercise their bulging brows:

An electric cake of soap that will ring a bell when Junior fails to wash his ears.

An electric loud speaker that will yell: "Nothing to-day!" when the doorbell rings.

An electric telephone attachment that will flash a photo of the party calling before you answer.

An electric recording eye that will follow your golf opponent into the sand traps.

An electric table-tipper that will break up the card game when it's time for Wife to go home and prepare the Old Man's supper.

An electric stocking that will bite Daughter on the ankle when she tries to sneak off to a party with Mother's hosiery.

If our readers have any further suggestions we'll be glad to pass them along to the General Electric research department.

### Answer These Questions

Do you allow others to distract your attention while driving, or do you keep your eyes on the road ahead?

Do you reach for packages, light cigarettes, or look up addresses while driving rapidly, or do you pull to the side of the road, or slow down?

Do you "day dream" on long runs, or do you concentrate on driving?

Do you ignore the presence of parked cars or other view obstructions, or are you alert for whatever may appear suddenly in the road ahead?

—Gas News

He is the accompanist for the Rochester Gas and Electric Company Chorus for the weekly concerts which the chorus gives to charitable organizations in small villages and last January he was given an audition at the National Broadcasting Company.

Sylvester Novelli exemplifies the highest ideals of the R. G. and E. employees' code which combines faithful Company service with good citizenship and an earnest desire to be a good neighbor.

### Speed Kills

In 1936 the death of 7,410 persons was due to speeding. This means that 22 per cent of all traffic accidents were due to the fault of the driver. The next greatest offender was the driver who insists on using the wrong side of the road; he was responsible for killing 3,400 persons.

Two cars may collide at a moderate rate of speed without doing much damage to anything except the insurance rates. However, when two cars traveling at a high rate of speed collide, death is the inevitable result.

Forty-three per cent of all fatalities last year were pedestrians. 23 per cent of these were killed while crossing between intersections, and 20 per cent while walking on rural roads. The smaller number killed on rural roads is explainable by the fact that there are fewer people walking across or on roads in the country. The fact that the automobile is driven faster in the middle of the block than at the intersections accounts for the high accident frequency in these localities. Again, speed kills.

It might be well to think twice before crossing between intersections or outside of designated pedestrian zones. A straight line may be the shortest distance between two points, but not always a straight line between life and happiness.

Nothing succeeds like good driving.



The Holiday party of Musa Caravan and its ladies auxiliary was held during Christmas week at the Flower City Post Home of the American Legion, 221 Dewey Avenue.

Philco distributor, Frank M. Beaucaire, and Mrs. Beaucaire, who is president of the auxiliary, headed the reception line.

Master of the Oasis, Andy Furstoss, turned over the program to Emmet J. O'Niel, as master of ceremonies. A fine program ensued, with parodies on well known songs being the contribution of Don Kresser, terpsichorean artist and domestic salesman.

A very nice party was enjoyed by quite a group of R. G. and E. Men's Chorus one night recently at the home of William O'Brien, on Fillmore Street. Bill, who is vice-president of the chorus, led his associates in a few songs—just for fun. It seems that a meeting together of any given number of chorus enthusiasts, from three up, is a signal for a good songfest.

Cards were played until twelve o'clock, when a delightful lunch which Mrs. O'Brien had prepared was enjoyed. Vice-president O'Brien, who lost out for the presidential honor by a close contest, demonstrated his ability as a coffee-maker. Cup after cup of his delicious brew were quaffed by the songbirds, keeping minehost "Obie" quite mobile perpetuum, if you fathom our meaning.

Sophia Louise Hellis, daughter of Mr. and Mrs. John Hellis of Winton Road, was recently married to Harold John Weston, son of Mr. and Mrs. George Weston, of Culver Road. Mr. Weston is employed at Station 35 as a boiler operator.

The ceremony was performed on December 4, 1937 at St. John's Church by the Reverend John S. Sullivan. Mr. and Mrs. Weston are now at home to friends at 82 South Union Street.

Clinton Cole, engineer, Industrial Department, was recently elected to be chairman of the wholesale baking committee of the American Gas Association. He was designated for this important work by Hale H. Clark, of Detroit, chairman of the section.

This appointment follows long experience and excellent work in association with the modern trends in the baking field, especially as concerns the use of gas as fuel. Mr. Cole is recognized as an authority on gas ovens as related to baking, on the layout and operation of bakeries, and his appointment comes as a much deserved recognition of personal and technical capabilities.

Mary Powers, enjoyed Christmas with her parents in Sayre, Pennsylvania. She discovered that Santa Claus is a wise old fellow. Although she didn't warn him of her Yuletide change of address, he was right there with gifts, nevertheless.

Employees of the Rate and Contract Department enjoyed a Christmas party in their office on the third floor. Bob Ginna was master of ceremonies and assisted Santa Claus in the distribution of "two-bit" presents, which were exchanged, so that everyone had a gift.

Ice cream Santa Clauses and other goodies were enjoyed and Mary Powers and Claire Place served as hostesses for the occasion.

In a simple ceremony performed Thursday by the Rev. Earl L. Winters at his home in Barker, N. Y., Miss Marion E. Beaney and Herbert J. Fry of this city were married.

The bride was gowned in Wallis blue faille trimmed with sequins. She wore accessories of suede and a corsage of gardenias and lilies of the valley. Attendants were Miss Mildred H. Hart, Spencerport, and Dr. C. M. Wallace of this city.

Mr. and Mrs. Fry have left on a western trip and will be at home after Jan. 1 at 54 W. Buffalo St., Churchville, N. Y.

William Hynes, with Mrs. Hynes, again spent the Holidays with their three sons in Washington, D. C. This is one of the high-spots of the year for Mr. and Mrs. Hynes, who are fortunate in being able to "kill three birds with one stone" through having so high a concentration of Hynses in one city, especially Washington where so much of current interest is always "on tap." Even Santa Claus is getting so that he transports most of their Christmas gifts to the city along the Potomac.

Bill Nichols, of the Domestic Sales group, with his father, Monroe County's former Commissioner of Elections, recently departed for a winter vacation to be spent in the Sunny South, Florida in particular. While away, Bill will enjoy a needed rest from selling activities, soak up plenty of vitamin D, and doubtless return with a southern accent and plenty of tan, together with

an urge to hit the peaks of selling accomplishment. You salesmen who want to keep in Bill's class better get out your sun lamps and get your vitamin D's synthetically, for Bill's production needs little boosting.

Bruce Thompson got acquainted with Charles Costich in the course of a lighting job which brought them together. When Bruce moved into a new home he asked Mr. Costich to send his men and vans to do the job. A Costich form letter followed, asking Bruce what he thought of the Costich service, and why. In a facetious mood Bruce, after praising the work of the men, recommended that they receive a pay boost of five dollars per week.

Mr. Costich volleyed back with a letter thanking Bruce for his kind words and his check, and enclosing a second statement for fifteen dollars, covering the increase in cost due to the kind recommendaton. A footnote said that if Bruce was diplomatic he might



Little Gina Dovidio, daughter of Mr. and Mrs. John Dovidio, 324 Jay Sreet. Little Gina is going on three years of age and is a fine little dancer.

arrange to cut the new salary back to normal again and thus save himself added moving expense.

As the correspondence was posted on the Costich bulletin boards it caused much amusement, and everybody got quite a kick out of it. The incident shows how a little fun may be squeezed out of the prosaic, routine details of everyday business.

We just got "under the wire" with last month's GAS AND ELECTRIC NEWS story about Patrick Drumm. It was not, however, as a result of that publicity that Pat decided to retire (we hope) after forty-six years of faithful service.

Mr. Drumm was feted at an honorary dinner held recently at the Turn Verein hall, which was attended by scores of his fellow employees, together with officials of the Company.



Thomas Yawger (left) and Patrick Drumm, who was recently honored on the occasion of his retirement from active duty, after forty-six years of faithful service.

In token of their esteem for Mr. Drumm, his associates presented him with a fine radio, which will keep him in touch with the world and bring him, among other things, the Troopers' Drama presentations of the Company, over Station WHAM.

Many of Mr. Drumm's associates gave toasts to his future welfare and happiness. Art Kelly provided some parodies which drove away the sadness which so often is connected with such ceremonies, and the evening was one which Pat Drumm will never forget. Such a send-off is worthy of a man who has contributed so much through the years to the operation and service of this Company.

Mr. and Mrs. Frank Wentworth just before the holidays motored to St. Albans, Vermont, the former home of Mrs. Wentworth, where they were royally entertained by Mr. and Mrs. Charles Bray. Mr. Bray is the brother of Mrs. Wentworth.

Following trips to Montreal and to historical spots along Lake Champlain, Mr. and Mrs. Bray returned to Rochester with the Wentworths for a two-week's vacation. It was their first sight of the Kodak City. Perhaps we should have said the "Flour City" for Mr. Bray, who is a baker, spent many hours visiting local baking industries, getting new ideas. He collected some dandy recipes for baked goods, which he tried out very successfully on the St. Albans folks during the Holidays.

John Clark, engineer, housing expert and who was recently appointed by President Herman Russell to head the Company's "Contractors and Builders Service Bureau" is recognized in other places besides Rochester as being a diagnostician of housing problems. Recently he was guest speaker before the entire staff of a large Lockport bank, and also spoke before the Lockport Rotary Club on "Will Small Houses Cure a Big Depression?"

The employees of West and East Station offices enjoyed a fine Christmas dinner in the West Station Engineers' Office, Thursday noon, December 16th—everything from turkey to mince pie! There were two long tables with Christmas decorations which lent a festive air to the occasion.

The party was in honor of the birthdays of Mr. Richard E. Kruger, and Mr. Linn B. Bowman.

The accompanying photograph shows the assembled guests just before dinner, which explains the desperate expression on most of the faces! Left to right they are

Standing: Messers Frank Valenza, Bill Spears, Mikie Lacagnina, Mark Eilers, Joe Lacagnina, Bud Aldred, Hamilton King, Virginia Wolverton, Ruth Moore, Arthur Loveny, Linn Bowman.

Seated (back row): Joe Romano, Don Calderwood, Ruth Vogt, James Davis.



Scene at the Christmas party of the employees of East and West Stations, which was held in the West Station engineers' offices. A finely roasted turkey was the guest of honor, and mince pie capped the climax of a delightful dinner and social session.

Seated (front row): Fred Pfluke, Marguerite Whitney, Frank Merz, Bill Hughes, Richard Kruger, and Edward Button. Mr. A. M. Beebee (not in picture), also attended the dinner.

That we are living in a chemical age was brought out recently by Louis Schnidman, director of the Company's chemical laboratory, in an address before the alumni of the Rochester University, at its luncheon in the Powers Hotel. Louis talked to his fellow alumni on the topic: "Where is Science Leading Us?" He told about recent revelations concerning liquid soil, cold light and discoveries indicating that chemicals have potentialities usable in the revamping of human personalities. If you lack confidence in yourself, feel that you are a wallflower, or have a seemingly ineradicable grouch upon arising in the morning, ask Louis to tell you the high-spots of his revealing address.

Domestic salesmen were given a treat by Andy Furstoss and one of his cut-up gentleman friends during the Christmas week. Andy had his friend, who was a good actor, dress up in a robe and cowl of evident soothsayer type and act as a Swami fortune teller. All the men in the sales group were marched, individually, up onto a stage and before the soothsayer. They were put through the third-degree ordeal to the hilarious amusement of the scores of salesmen present.

Some of the leading "digs" put pointedly to the men were: "Raise your right hand. Now, do you solemnly swear that you will get more business during the coming year of 1938? Will you eat your breakfast at home and not have to go out for coffee and toast before you start in for the day? All right, then repeat after me this solemn oath of allegiance to the high ideals of the Domestic Sales Department of the Rochester Gas and Electric Corporation." It was a

"scream" and a dandy way in which to start off the new year.

Following the amusing ordeal, the men were given an honest-to-goodness party at the Cadillac Hotel.

This Yuletide the Women's Chorus played Santa Claus to the youngsters of a family of seven children. The youngest one was two years old, the oldest thirteen. The girls went shopping for socks, shirts, sweaters, games, dolls, and many other things that delight youngsters. Each item was wrapped separately with a candy cane to complete the package. To finish the job, the girls presented the family with a Christmas tree.

Much enjoyment was evident in the purchasing and wrapping of the packages, and it was gratifying to the Chorus to learn that this Christmas was the happiest one these particular kiddies have ever had. Frances Anderson, Mary Powers and Evelyn Herring were in charge.

Not so many of our employees save their vacation till winter time. Two winter vacation boosters, however, are Mr. and Mrs. Charles Hague. They spent two weeks during the holidays with Mr. Hague's sister, Miss Stella Hague, in Urbana, Illinois. Miss Hague is a botany teacher in the University of Illinois and Mr. and Mrs. Hague's vacation coincided with her holiday vacation, which just about made for a perfect time for all of them. Mr. and Mrs. Hague also visited at Indianapolis and Chicago.

A dandy baby girl was born on December 19, at St. Mary's Hospital, to Mr. and Mrs. William Reiss, 100 Lakecrest Road. The little girl has been named Sandra Ann. Mrs. Reiss is the daughter of Mr. and Mrs. Floyd Mason, which just about makes the latter a grandpa. Time marches on!



Walter Guyetts (left) and Wesley Killip, at whose cottage he spent a week-end of fishing at Clear Lake last fall. Little Clarice Jane Killip brought them good luck on this trip.



Delightful vacation picture from the far west, kindly contributed by Mrs. Herman Russell who has a fine collection of beautiful scenes from that charming country.

At the winter meeting of the New York State Retail Solid Fuel Merchants Association, Gordon Ross shared honors with James "Rip" Collins as guest speaker. "Rip" talked on the topic "Black Diamonds to Big League Diamonds" and Gordon, who is president of the National Credit Association of the United States, spoke on: "Credit Departments and Budgets."

The meeting was held in the ball room of the Seneca Hotel and was attended by fuel merchants from all over the state. Exhibits were displayed by manufacturers of modern heating equipment from many states, among them being this Company, with an exhibit related to its coke product.

Among the many other speakers was John Kennedy, former editor of "Col-

liers Weekly" and now a commentator on the N. B. C. He spoke on the topic "What is Wrong with the World."

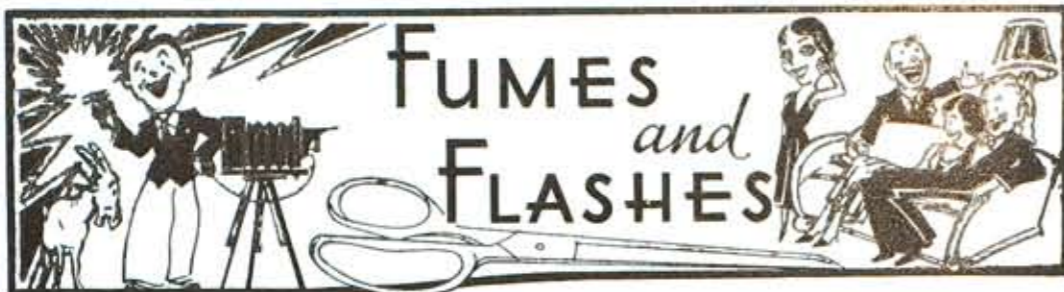
The Rochester Community Players is always on the lookout for good local thespian talent, and its quest, as is well known, is highly successful. The same type of talent is also required for the "props" handling, costumes, make up, lighting and, of course, stage managing. In the Players' recent production: "Night of January 16th," Harvey Lannin, of the Service Department, shared stage managing honors with Leon Stebbins, and thereby lent his fine experience with Company dramatic activities to an excellent performance.

## OBITUARY



**WITH** the utmost regret we announce the following deaths. To the bereaved families we extend the deep sympathy of the Officers and Employees of the Company.

Charles Sheldon, aged seventy years, who worked faithfully for the Company for thirty-five years, died recently. Mr. Sheldon for some time had been on pension. The deceased is survived by his wife, Minnie; two sons, Clayton and Lawrence Sheldon, and one grandchild. Funeral services were conducted at the home, 119 Malling Drive, by the Reverend David Haglund, of the South Avenue Baptist Church. Bearers were Charles Fernback, Herbert Eaton, Ray Ernst, Edward Carroll, James Lancaster and Philip Magin, all fellow operators from Station 4, where Mr. Sheldon was last employed. Burial was made at Riverside Cemetery.



### Tea-ing Off!

"More than 300 tons of sugar are wasted every year in the bottom of teacups," says a statistician. This announcement is expected to cause a great stir in Aberdeen.

—*Aberdeen Sunday Express (Scotland)*

### Oh My Sole!

"What's the matter, Jenkins, can't you satisfy this customer?" snapped a shoe store manager. "No, sir," replied the salesman. "He wants two shoes that squeak in the same key."

### A Scream

Tourist (in Yellowstone Park): "Those Indians have a blood-curdling yell."

Guide: "Yes, ma'am; every one of 'em is a college graduate."

### The Rat

"Papa, what is a traitor in politics?"

"A traitor is a man who leaves our party and goes over to the other one."

"Well, then, what is a man who leaves his party and comes over to yours?"

"A convert, my boy."

### Cheap at Half Price

Dad criticized the sermon. Mother thought the organist made a lot of mistakes. Sister didn't like the choir's singing. But they all shut up when little Billy chipped in with the remark: "I think it was a darn good show for a nickel."

### You Tellin' Me?

"He's been sittin' there all day, doin' nothin' but wasting time."

"How do you know?"

"Because I've been sittin' here watchin' him."

### Or Somethin'

A bashful young dorky had not the courage to pop the question. Finally, one Sunday night, he said: "Julia, yo' remembers dat I was heah Monday night?"

"Yes," Julia replied.

"An' dat I was heah Wednesday, Thursday, Friday and again last night."

"So yo' was."

"An' I is heah tonight."

"Yo' shore is."

At last, in desperation, he burst out with, "Say, woman, don't yo' smell a rat?"

### Economy

Carrie: "Name a great timesaver."

Harry: "Love at first sight."

### Whoozat

Bella: "Your Mr. is good looking, but I don't care for his ways."

Phyllis: "Never mind his ways, my dear—think of his means!"

### Miles per Gal!

First Child: "You've got the same daddy that you always had, and I've had three so far."

Second Child: "Yes, I guess mine doesn't have any trade-in value."

### Open and Shut Case

"Why are criminals so liberal minded?"

"They are always open to conviction."

### Do You Follow Us?

"Is he a reckless driver?"

"Say, when the road turns the way he does, it's a coincidence!"

### Thoughtful

She: "Are you doing anything for that cold of yours?"

He: "I sneeze whenever it wants me to."

### Darn It!

Visitor: "And how old are you, Bobbie?"

Bobbie: "I'm just at the awkward age."

Visitor: "Really? And what do you call the awkward age?"

Bobbie: "I'm too old to cry and too young to swear."

### Fast Change

Mr. A.: "I bought a hat for my wife and I had to run home all the way."

Mr. B.: "What for?"

Mr. A.: "I was afraid the style would change before I got there."

### Hapus Capus

An example of youthful pessimism was provided by a youngster who was about to start on a railway journey. It was the first time he had traveled alone, and his mother told him to write his name and address on a card and keep it in his pocket. He wrote:

"In case of accident, this was Johnny Jones."

## A GOOD "BREAK"

Slippery ice, very thin.

Pretty girl tumbled in.

Saw a boy upon the bank—

Gave a shriek, and then she sank.

Boy on bank heard her shout,

Jumped right in—helped her out.

Now he's hers—very nice;

But she had to break the ice.

—*Selected*







In Maplewood Park, Rochester, N. Y.

## “Make Hay” Today

By Edgar L. Jones

Broadcaster for Investor Syndicate

Yesterday? Too late, my lad; the yesterday is gone.  
The hands of Time move swiftly and the yesterdays move on;  
You have no time to worry o'er the golden hours that sped  
With yesterday, they're lost, my lad, the yesterday is dead.

Tomorrow? Lad, it never comes, tomorrow is the thought  
Of laggards in the lane of life and in their brain 'twas wrought  
To feed the germs of laziness; it is a foolish brain  
That sacrifices present hours to plan tomorrow's gain.

Today? It's here! Get busy, lad, the hands of Time move fast,  
Get busy while the hour is here, before your chance is past,  
Go do the work you have to do before it is too late!  
Dig in! Forget your yesterdays and let tomorrow wait.