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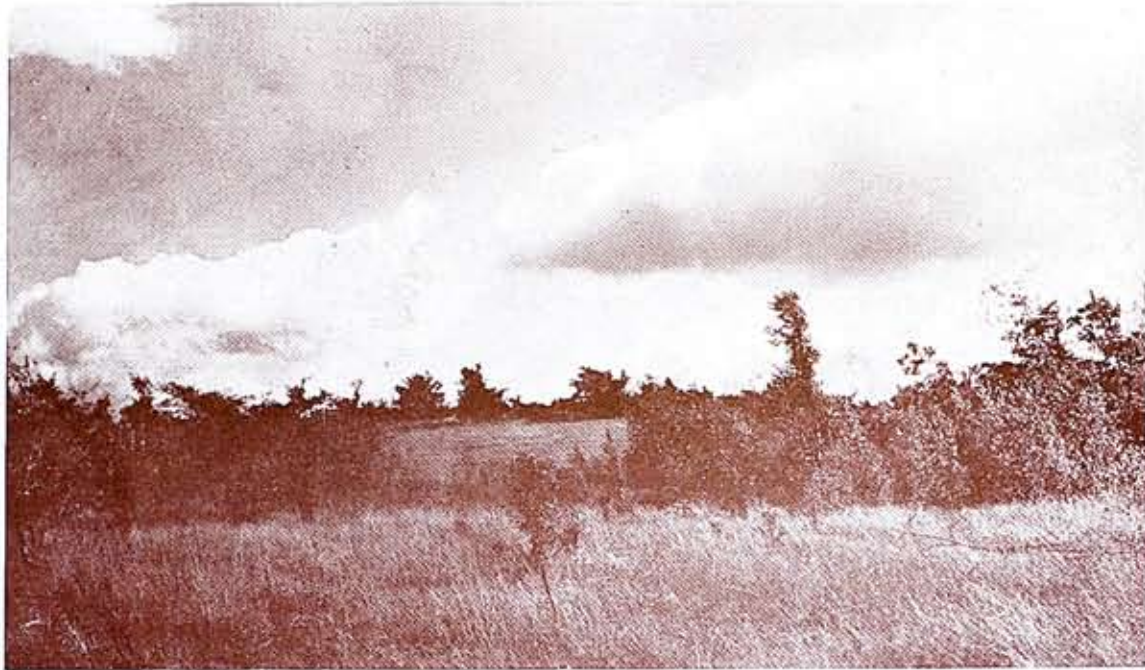
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VOL.—22  
NO.—9



Autumn Leaves Beautify  
Durand-Eastman Bridal Path





"FALL" . . . from photo by Norm Davidson

## Gypsy Weather

When there's a yellow sun on the hill,  
 And a wind as light as a feather,  
 And the clouds frisk gaily, as young clouds will,  
 Oh, then it is gypsy weather.  
 That is the weather to travel in,  
 With the sun and the wind against your skin.  
 No matter how glad to rest you've been,  
 You must go when it's gypsy weather.

The hands of a house can never hold  
 A man when it's gypsy weather.  
 A town's too prim, and a town's too cold  
 For a maid when her heart's like a feather  
 Then, hark to the word that your pulses say,  
 And put your hand in my own today,  
 And we'll follow the road as it winds away,  
 And we'll look at the world together.

— Selected

# ROCHESTER GAS AND ELECTRIC NEWS

Published by The Rochester

Vol. 22—No. 9



Gas & Electric Corporation

NOVEMBER, 1938

## Auf Wiederseh'n

*Important Message for the Friends of GAS AND ELECTRIC NEWS*

THERE is a beautiful song which expresses the sentiment which we would leave with all of our readers with this particular issue of GAS AND ELECTRIC NEWS. Auf wiederseh'n, which is the title of the song, really means about the same as our slang expression "we'll be seeing you" or good-bye for a time. All this doesn't necessarily mean as Andrew H. Brown would say it, just plain good-bye; au revoir perhaps better captures the meaning of our message to readers.

The message is this. Because of the onslaught of many financial burdens, among them increasing taxes and operating costs generally, this Company has been forced to curtail expenditures in every possible direction. Therefore, GAS AND ELECTRIC NEWS with this issue suspends publication for an indefinite period.

It has been a real pleasure to send this publication to your homes each month. We know that you have enjoyed receiving it because of the many letters you have sent us expressing your appreciation. A fine bond of friendship and understanding has been forged between this Company and its customers

throughout the years. GAS AND ELECTRIC NEWS has been just one of those entities which have helped to keep those contacts mutually enjoyable and genuinely helpful.

Let us hope that the financial horizon of utilities will sooner or later take on a more optimistic aspect. From where we sit there isn't too much blue sky showing at the moment. Perhaps, however, the rainbow of promise will again appear to reassure us. We are sorry that we cannot continue publication after this issue, and so, until better conditions permit us to resume, just let us say a sincere "Auf Wiederseh'n."



Long after the colorful pageantry of autumn's leafy parade is gone, birches stand out in reserved dignity to beautify an otherwise drab and mediocre landscape.





One of the Company's picnics way back in the days of long skirts and derby hats. This was before picnics for the entire Company personnel became too unwieldy to handle nicely, and before the Chiselers Camp began solving the picnic problem with its smaller departmental social affairs.

## Social Life of Company Dates Back to First Picnic

FIFTY years ago seems a tremendous time to many present Company employees. To the old-timers in the "R. G. and E. Pioneers Club" it sometimes appears to be only—back yonder, perhaps when the Company held its first picnic at Island Cottage.

"Social life in this organization had to evolve along with the progress in the art of electricity" said Mr. Thomas Yawger recently. "We have always had happy social activities, but the technique of the social life has changed as radically as that of meter reading or electrical distribution."

There was no "Chiselers' Club" back fifty or more years ago. The Company was small and it was quite easy to get most of the employees together for an annual outing. The first picnic was held for men only. Such a fine time was had by all that it was decided to ask the ladies to attend the second annual affair.

No radios, no automobiles, no good roads; that in itself makes a tremendous difference in the aspect of our social scene. It was the lack of things like those which added cohesion to the

group; made them want to get together and enjoy themselves as a unit. In later times Company picnics for many years were high-spots for generating the fine spirit which we have today, and for continuing the old traditions which the old-timers established. However, they got too cumbersome; too many folks could never go to them anyway, so many employees are always needed to keep the wheels turning.

The Company picnic idea died a natural death. Or shall we say, that, like the huge Standard Oil organization spread through many states in former years, it was cut up into smaller units, each with its own special and seasonal social activities, and held together in a unified entity by the Friday Morning meetings and the "Sunshine Fund" parties. GAS AND ELECTRIC NEWS also plays a part in unifying our social groups and helping to mold them into one big family.

Personnel and public relations activities, group meetings held in various departments and other special features are a major part of the modern set-up



One of the Manitou Beach picnics, which for years were high-spots in Company social get-togethers. In this period, before automobiles, radios and picture shows, a Company picnic was a great drawing card, a social high-spot of the year.

which the old days hadn't yet evolved. All these factors, with many others, have managed to help in maintaining a Company esprit-de-corps which today is held, even by outsiders, to be a fine Company characteristic.

Tallyho rides were "tops" in elite Company off-hour enjoyment fifty years ago. Our picture below shows one of the more extravagant social soirees of the year 1889. The picture was taken down at the former Station 1, on Edison Street, alongside the old Erie Canal aqueduct, near the offices of the old Edison Electric Illuminating Company. Note the top hats (borrowed for the occasion) the stiff shirts and the Beau

Brummel types; but this was a special function, and Mr. Yawger states that blasts from a long hunting horn added eclat to the occasion as the tallyho wended its way up Main Street, through other residential sections and then down Lake Avenue to the Hotel Ontario, where a fine steak dinner was enjoyed.

A very special feature of this particular tallyho ride was the electric illumination (not to be seen in the picture). It comprised electric lamps on an overhead canopy made of wire, with flowing streamers and lights on the horses' bridles. The start was made at dusk to give the lights a "break" for they were furnished by batteries located on the

Tallyho ride of 1889. On front seat, two drivers from the E. M. Higgins livery stables. Others in picture are: Elmer Wright, Wm. McDonald, George Newman, Thomas Yawger, Charles Pratt, Wm. Moore, Patrick J. McDonald, George Hearn, Thomas Green, Frank Kelly, Tom Lawless and Walter Tobey on "marchepied" or tallyho step, Wm. Thurston, Tom Washington. Still with the Company are Geo. Hearn, Geo. Newman, and Thomas Yawger.





The 100-yard dash used to get plenty of speed from the Gas and Electric men, but there were races for old and young.



tallyho. It was quite a triumphal ride, one which made citizens cognizant of the possibilities of those new kind of lights which were gradually burning their way into the hearts of the good people of the "Flower City."

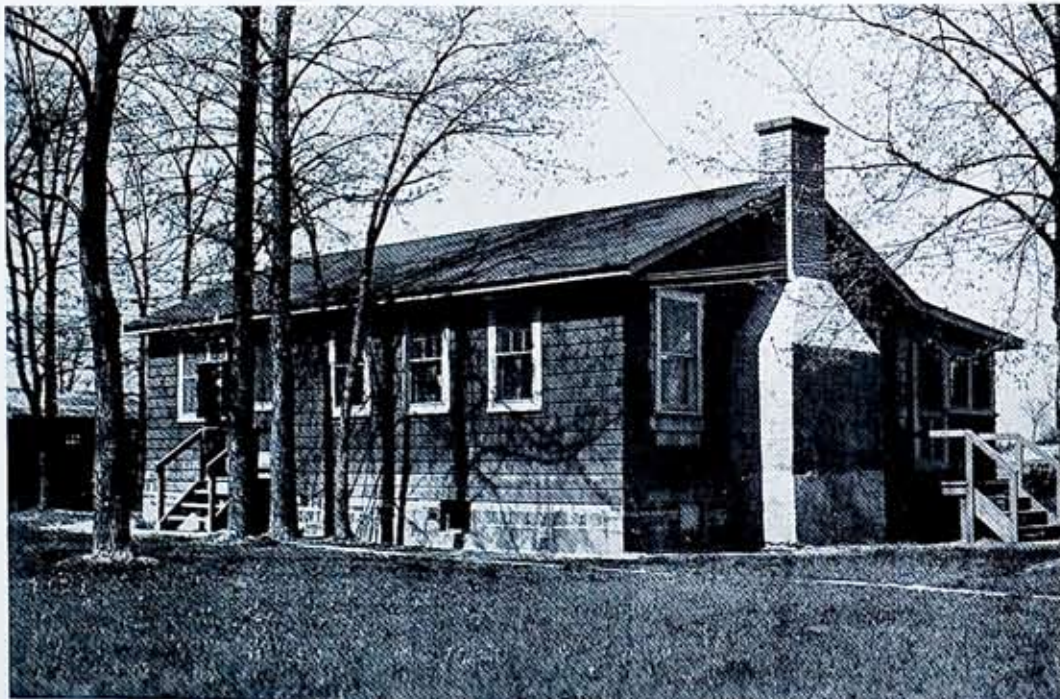
In speaking of that ride, Mr. Yawger mentioned the stiff shirts. "They were stiff shirts, not stuffed shirts" he said with a twinkle in his eye. "And that ride made us all proud of the fact that we were working for a progressive new organization which had a fine service to offer to humanity." This is the spirit which even today actuates our employee body.

William White mentioned that second annual picnic, the first one at which the ladies were invited. Of course the ladies were participants in the races; and Mr. White said that with the long unwieldy dresses and trains they wore in those ways, it was quite a "scream" to see them burning up the sand at the beach; but they were good

sports, and were ever after asked to join in the social life at the yearly picnics. This was quite a condescension on the part of the men in those virile pre-prohibition days.

Mr. Yawger mentioned an occurrence which took place many years ago in Atlanta, where he was attending an electric convention. He was walking along the streets and had on his coat some insignia of the convention, perhaps a badge or a ribbon. He was amazed and pleased when he heard a little girl say to her companion "Look, there goes an electric light man."

It is this spirit of pride in being an "electric light" man or woman of the R. G. and E. organization which still spurs us all on to do our best; to follow the example of the old-timers in the "R. G. and E. Pioneers Club" in giving as fine an impression of our industry and service as they have ever done throughout all those years — back yonder.



The Chislers' Camp, which has come to be an institution in Company social life, the scene of hundreds of happy picnics and parties.

A typical picnic is that of the General Maintenance Department, as shown on next page. Photos by Howard Harding.





## Mr. Beebee Awarded Beal Medal By A. G. A.

A HIGH honor was conferred upon Alexander M. Beebee, general superintendent of the Gas Department at the recent convention of the American Gas Association. Mr. Beebee was awarded the Beal Medal for the best paper on a technical subject contributed during the year. His prize-winning paper was presented at the Joint Production and Chemical Conference held in New York City last May. The Beal award consists of a handsome medal and substantial cash prize. It was established in 1897 by the late W. R. Beal and has been bestowed sparingly, the small list of those honored including outstanding leaders in the gas industry.

Mr. Beebee was also elected vice-chairman of the Technical Section of the American Gas Association for the next year.

Mr. Beebee's prize-winning paper dealt with developments in the field of manufactured gas but part of it was devoted to a sweeping condemnation, on economic grounds, of further extension of water power as a source of generation of electricity. Not only can electricity be generated just as cheaply from coal, according to Mr. Beebee, but the coal process increases employment and purchasing power at the mines and railroads and at the plants which supply these industries.

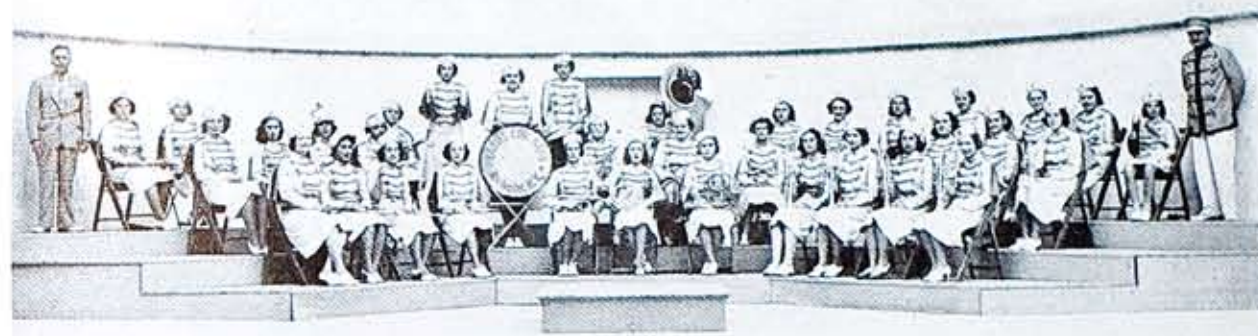
"It is almost suicidal folly to develop hydro-electric power, which is the world's worst employer of labor, in a country such as ours, which has adequate coal reserves," asserts Mr. Beebee. "The adoption of such policies in countries like Canada and Sweden, which have no coal reserves may be justified, even to the extent of subsidization, to prevent the constant drain on their natural wealth but in the United

States, where unemployment is the greatest problem, such a development is indeed a modern Frankenstein. Testimony by the National Commission before the United States Senate showed that 50% of coal freight revenue and 65% of the cost of producing coal goes to labor and that each ton of coal lost to hydro power represents the loss of one day's work directly or indirectly employed in production of coal."

Mr. Beebee points out that if hydro power, involving a minimum of labor in its production and transportation, could be made available at the market cheaper than electric power generated from coal, then in the long run society as a whole would benefit, even though heart-breaking readjustments would be necessary. However, when the reverse is true, he says, and until we have solved our unemployment problem, an entirely different situation presents itself.

Mr. Beebee stated that the energy in a pound of coal is some four to five times that in a pound of powerful explosive, such as T. N. T. and that when all conversion efficiencies are considered, a ton of water must fall one quarter of a mile to produce in electrical form the energy that can be generated from a single pound of coal. Where heat is required, he declares, some two to three times as much useful energy can be made available to a customer in the form of gas as in the form of electricity. There is enough coal in this country, he says, to last 4,000 years at present rates of use.

"It is interesting to note," concludes Mr. Beebee, "that the entire flow of the Niagara River over the great Niagara Falls is only equivalent to an imaginary coal stream flowing at a rate only slightly faster than a walk, in a pipe line only eighteen inches in diameter."



Ladies' Civic Band of Rochester, managed by company employee Edward A. A. Carroll.

## Company Employee Manages Nationally Known Musical Units

EDWARD A. A. Carroll, Station 4 operator for fourteen years, is quite a promoter. He promoted the idea of youthful bands for military training camps thirteen years ago. Now they are to be found the country over. Back farther than that he promoted bicycle races, and under his organization the 100-mile bike record was broken for a world's record never since equalled. We were not supposed to tell this; but some years ago, Mr. Carroll himself won a fifty-mile bicycle race.

Today, Mr. Carroll, although he can not read a musical note, is founder and manager of two musical organizations whose work has been nationally recognized. These units are the Ladies' Civic Band of Rochester and the Flower City Symphony Orchestra. The band has thirty-six members and uses everything from Oboes to Sousaphones. Members are recruited from Rochester and surrounding towns as far west as Batavia. The fine uniforms of this band, in cadet blue and gold, cost about a thousand dollars; yet the band has never charged a cent for its services, and plays almost entirely to worthy organizations unable to pay for musical entertainment who, nevertheless, need the cheering uplift which music can bring. Mrs. Dorothy J. Diehl, the band's acting manager, designed the fine uniforms.

In Mr. Carroll's organizations there are absolutely no dues or no fees or any kind. The personnel is composed of simon-pure music lovers whose one

desire is to enjoy beautiful music and to make folks happier because of their unselfish efforts. The symphony orchestra was organized eight years ago and took the place of the U. S. Marine Band at the opening of the Rochester Centennial in 1934, and has played for many important national auspices. The band is the only independent ladies' band in the country, and Mr. Carroll has high hopes of taking them to the World's Fair in New York in 1940.

What a hobby is Mr. Carroll's; and what a vast amount of real pleasure he has brought into the world in the last fourteen years in which he has been organizing musical units to bring more melody and rhythm into this prosaic everyday life of ours! How many sick persons and shut-ins have benefited from Mr. Carroll's unselfish devotion to his life inspiration!

Some folks have hobbies that bring peace and happiness to themselves alone. Mr. Carroll and the members of his fine musical units demonstrate a brand of hobbyists whose hobby brings them inspiration and also helps mightily to brighten the aspect of life in general for many folks for whom music is both a mental sedative and an inspiration.

The directors of these organizations, whose excellent abilities are reflected in the work of the units are: Oscar J. Fillreader, director of the Ladies' Civic Band of Rochester; and Alfred A. Kreager, director of the Flower City Symphony Orchestra.





## A Utility's Responsibilities

### Are We Meeting Them?

By HERMAN RUSSELL, *President Rochester Gas and Electric Corporation*

ALL business, and particularly the Public Utility business because of its quasi-public nature, has four responsibilities which must be met if a complete and satisfactory job is to be done. The four are closely related and no one of them can be neglected without damage to the business structure, or without serious effect upon the public served.

These responsibilities are: First, that which the Company owes to those who have invested in the Company's securities. These are its bond and stock holders. Second, to those who use the Company's products. These are its customers. Third, to those who make and distribute the Company's products. These are the Company's employees. And fourth, its obligation to the community, of which the Company is an important part.

Each of these responsibilities is by nature co-operative, as between the Company and the second party. Each benefits by the other's prosperity.

Without the aid of its security holders, the Company could not extend or improve its plants and distribution system and could not serve the community satisfactorily. Confidence of the investor must be maintained or else the business fails. On the other hand, the Utility, if

well managed and if its earning power is maintained, offers an opportunity for those having funds to purchase the Company's securities at a price and rate of return which is attractive and helpful to the purchaser. There is, therefore, a mutual interest.

The Company's responsibility to its customers consists in rendering to them satisfactory service at a fair price. Unless these obligations are met, the consumer is dissatisfied, the Company good will is destroyed, and the Company seriously damaged. A satisfied customer means greater use of the Company's products—gas, electricity and steam. The Company also has a direct interest in the prosperity of its customers, for a customer in financial difficulty is indeed a poor consumer. Conversely, a customer is interested in the success of the Company, because only a successful Company can render to him the service to which he is entitled. So again we see that Company and Consumer have a common interest.

The Company's responsibility—and this is Management's responsibility—to its employees consists in seeing that they are well paid, have good working conditions, are taken care of in sickness and old age, and have steady employment. Unless a Company enjoys good

employee-relations, unless the employees are happy and content, the Company's operations and public relations suffer, costs increase, and service is impaired. Again, the employees are obviously interested in the financial status and earnings of the Company. Unless the Company is successful, it cannot do those things which the employee has a right to expect. So it is the obligation of the employee to perform his daily work to the best of his ability and promote the Company's sales and good will in all possible ways. Therefore, it is evident that the Company and its employees have a mutual interest.

This brings me to the fourth and last responsibility—that is, the Company's obligation to the community it serves and of which it is a part. The Company derives its income from the local community. In this respect, it is like the butcher, the baker, and the candlestick maker, but differs somewhat from the large industry whose market is nationwide or even international in scope.

Therefore, the Company is interested in seeing that the community is prosperous, that it grows, and that it is well governed and well served. The Company's prosperity and growth is intimately bound up with the welfare and growth of the community. It is obligated to aid and support those civic and community undertakings which have for their purpose improvements in social conditions and living standards, industrial and business development, and better government.

What is good for the community is good for the Company. By the same token, the community is interested in the Company's business. It is often the largest community taxpayer and to a considerable degree the amount of these taxes depends upon the Company's

prosperity and its growth. Unless it is prosperous, the Company cannot support those activities which promote the business and social welfare of the community.

So we see that in all of its responsibilities—investor, customer, employee and community—there is a mutuality of interest that cannot be ignored.

This brings me to the second part of my discussion—how well has the Rochester Company met these responsibilities? I shall consider them in reverse order, starting with the community responsibility first.

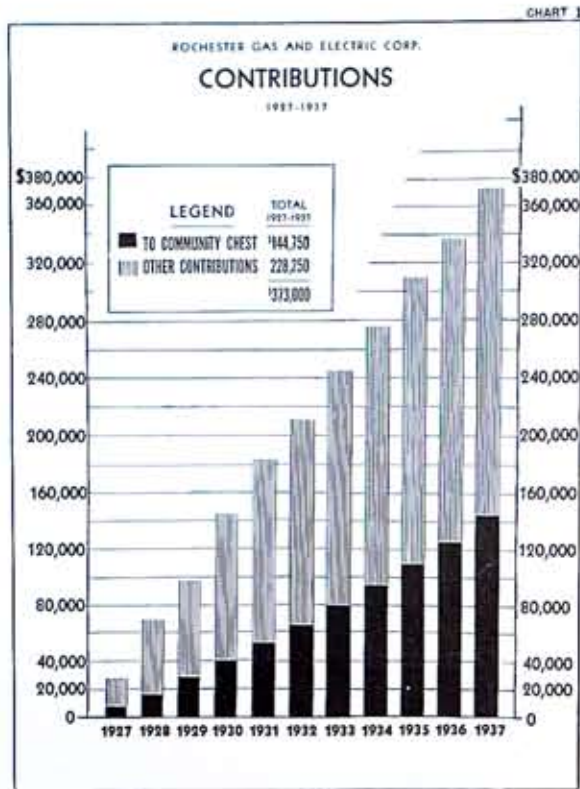
#### Community Responsibility

In the words of a former famous Governor of New York State—"Let's Take a Look at the Record." Suppose we start from the year 1927 and let's see what the record shows up to January 1, 1938—11 years in all.

During this period the Company has contributed to the Community Chest \$144,750.00; to the Civic Music Association \$11,400.00; to the University of Rochester \$25,000.00; to Mechanics Institute \$45,000.00; to the Knights of Columbus \$3,000.00; to the J. Y. M. A. \$2,500.00; to Rochester-Colgate Seminary \$10,000.00; to the Chamber of Commerce \$47,157.00; to the Hospitals \$11,000.00; Masonic Temple \$3,000.00; Civic Improvement Association \$5,000.00; to the Convention and Publicity Bureau \$4,800.00, and to miscellaneous activities, about \$60,000.00, or a total of \$373,000.00. This is a very substantial amount in the aggregate and is largely paid out of surplus, which means it comes out of the pockets of the stockholders. But if it were all charged to operation it would amount to only 1/2 of 1% of the gas and electric bill, or 2.7c per month per customer. In addition, the Company main-







entire General Administration expenses. This huge tax bill is three times as large a sum as is necessary to run the Parks and Playground facilities of the City; or it is enough to pay 78% of the Public Works expenditures for engineering, maintenance and operation of the Public Works. It is a tidy sum no matter what comparison you care to make.

The Company is the largest single tax-payer—its City tax bill is 5½% of the total City tax levy. The Company's total tax bill amounts to \$19.40 for every customer. If the Company were relieved of just its electric department's portion of the total tax bill, the Rochester electric residential rate could be reduced to seven-tenths of a cent (7 mills) per kilowatt hour after the first 12 Kwh. for \$1.00; this is equivalent to a 54% reduction. To my knowledge, such a domestic rate would be lower than any of the subsidized rates now in effect anywhere. It would be 4% lower for the average use of a Rochester residential customer than the much-heralded Toronto rate.

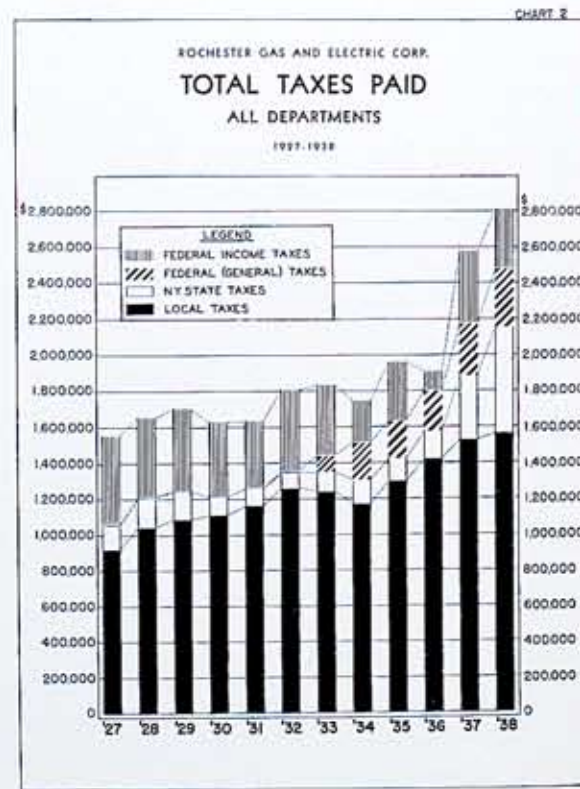
To help you visualize this picture of contributions and taxes, let us refer to **Charts 1 and 2** which graphically present the figures for the period 1927 to

maintains memberships in various Associations, Clubs, and the Chamber of Commerce. While these are of a business nature, these memberships are dependent upon the Company's prosperity.

As to taxes, in 1927 the Company paid a total County, State and Federal tax of \$1,557,000.00; in 1936 this had risen to \$1,906,000.00; and in 1937 to \$2,556,000.00—an increase over 1927 of 22% in 1936 and 64% in 1937. In other words, our 1937 tax bill was almost exactly \$1,000,000.00 more than it was in 1927.

In 1927 the total tax per dollar of gas, electric, steam and miscellaneous revenue was 12.2% and in 1937 it was 16.3%, or 16c out of every dollar received for gas, electric and steam service.

The Company's City and County tax bill for 1937 totaled \$1,324,000.00. Compared to the City of Rochester's 1938 authorized expenditures, this tax bill alone is more than enough to pay the expenses of the Fire Department or the Police Department; in fact, it is enough to pay almost 50% of the total Public Safety expenditures. It represents 35% of the Care and Relief including Hospital expenses; it is 85% greater than the



1937. I submit that the Company has not failed in meeting its Community obligations.

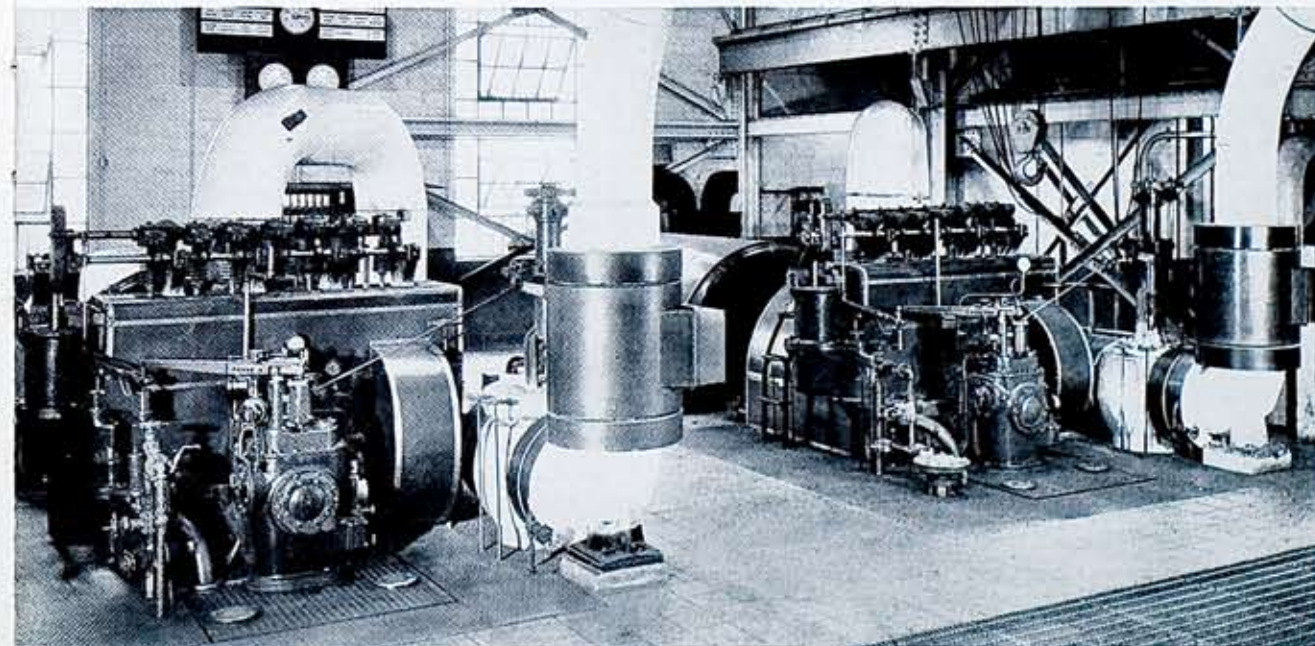
**Responsibility of Employee**

How has the Company fulfilled its employee responsibility? Again let's consider the record. In 1927 there were 2,378 employees working on an average of 45 hours per week and receiving an average weekly wage of \$34.65, or 77c per hour. In 1937 there were 2,500 employees working an average of 40 hours per week and receiving an average weekly wage of \$37.60, or 94c an hour. The average hourly wage has increased 22% and the average weekly wage 8.5%, while the average hours work has decreased 11%, from 45 to 40. The Company employees have fared well as to wages.

In 1933 the Company put into operation a pension plan to provide for employees as they grow old in service. Under this plan the employees contribute 2½% up to \$3,000.00, 5% over, of their pay and the Company makes a like contribution plus a contribution sufficient to amortize the accrued liability. Under present payments this liability, which was over two million dollars when this plan was inaugurated, will be amortized by the middle of 1939. Since its inception in 1933, the Company has contributed to the pension fund, up to February 1,

1938, a sum of \$2,201,000.00, and the employees have contributed \$832,000.00. The fund is administered by the Metropolitan Life Insurance Company. Retirement age is 65 for men and 60 years for women. Those leaving the Company prior to retirement age receive what they have paid into the fund with interest at 3½% compounded. The benefits upon retirement are 1% of the yearly wage for each year of service prior to 1933 and 2% for each subsequent year of service up to the retirement age. A special fund takes care of those cases where the pension is insufficient to provide a living income. There have been to date 38 employees retired on pension, amounting to a total annual payment of \$32,847.50. Of this amount \$17,473.00 has come from the Pension Fund and \$15,374.32 from the Company in the form of special payment, necessitated by the relative newness of the plan. The average pension is \$75.00 per month.

The Company has a co-operative arrangement with the employees which provides for benefit payments in case of sickness. This is known as the Employees Benevolent Association and its affairs are administered by a Board of Trustees selected by the employees and a Superintendent appointed by the Company. Contributions are made by employees and Company, Company con-





tributions being twice that of employees. Sick benefits after two days are 2/3 of pay, with a maximum of \$25.00 per week for 10 weeks, which may be extended by action of the Board of Trustees to a maximum of \$350.00 per year. In case of special distress conditions, the Company may extend further aid. A competent registered nurse is employed by the Association to visit sick employees and give such help as a visiting nurse is able to administer.

A liberal Group Life Insurance plan takes care of employees in case of death. The Company constantly, through committees and personal inspection, strives to provide safe and healthy working conditions. Every employee of one year's service and over, receives a two weeks' vacation with pay. There are many opportunities provided for employee education and training. Employees are advanced as opportunity occurs, on the basis of merit and length of service, and every effort is made to fill any vacancy or new job occurring from present personnel through promotion.

Chart 3 shows how the employee has fared as to wages and hours. It is interesting to note that while the number of customers has increased from 96,417 in 1927 to 133,029 in 1937, or 27.5%, and the electric sales of the Company in this period have increased 48%, the number of employees has increased only 122, or 5%, in spite of an 11% reduction in the average hours worked during this period. Surely this is most striking proof that the Company and its employees have improved the efficiency of its plants and operations during this period and have kept pace with the times. I wonder what Government operation could point to such a record? At present there are, of 2,500 employees, 840 who are 45 years old or over, and 211 employees have a service record of 25 years, and 27 over 40 years. These latter are organized into a R. G. and E. Pioneer Club. I submit that the Company has served well the employees.

Responsibility to Customer

What of the Company's responsibility to its customers? How have they fared? I have said they were entitled to good service at fair rates. There is much in this term, "good service." It means being at all times ready to meet the customers' service requirements. These are, a satisfactory product, gas or electricity, in such quantities as the customer may demand. Gas must have a definite heat value, must be uniform as to pressure and free from impurities. Electricity must be uniform as to voltage, or pressure, and both services must be constant and free from interruption. To this end, the Company must build and maintain plants and distribution systems ample in capacity to meet all demands, and so built and operated as to insure continuity of operation under all conditions of weather and customer demand. To this end the Company in the past 11 years has spent in plant and distribution systems, gas, electric and steam, additions and betterments, the very large sum of \$33,800,000.00.

It has one of the finest and most efficient gas plants in the country and a gas distribution system ample to meet all peak load demands. It has a thoroughly modern and efficient steam generating electric plant, efficient water power plants, and a receiving station for Niagara power, so that the Company has available three sources of electric supply as a protection for its customers. On numerous occasions the value of this multiple supply source has been amply demonstrated. When one source has been in difficulties, the others have carried the load.

Chart 4 shows how the electric load is carried. The Company has built its electric distribution system very largely underground. This type of system costs about 4 1/2 times what an equivalent overhead system costs, but it goes far to insure continuity of service, eliminate accidents, and does much to provide a more attractive and beautiful city. The Company has more miles of underground distribution system per customer than any company in New York State, with the possible exception of the Consolidated Edison Co. of New York City. The Company's record as to continuity of service and adequacy of supply, both gas and electric, has been outstanding over the years.

We hear much these days about electric service on

the farm, and electric companies have been charged by some (unfairly, I think) as being lax in extending their lines into rural territory. The R. G. and E. Corp., as of August 1, 1938, had 1,919 miles of rural lines and served 8,477 farm customers. Its lines therefore reach 81% of the 10,500 farms which were given by the 1930 census as being within the franchise territory of the Company. This compares with a state average of 51% and a national average of 26%. Since October 15, 1935, the Company has built 645 miles of farm lines at a cost of \$790,000.00, serving 3,491 customers. The average investment per customer on these lines is \$240.00, ex-

CHART 3

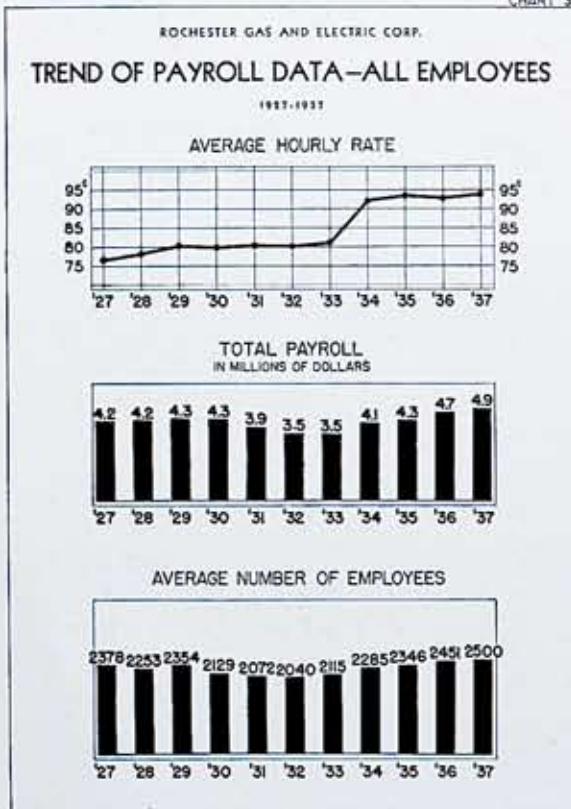
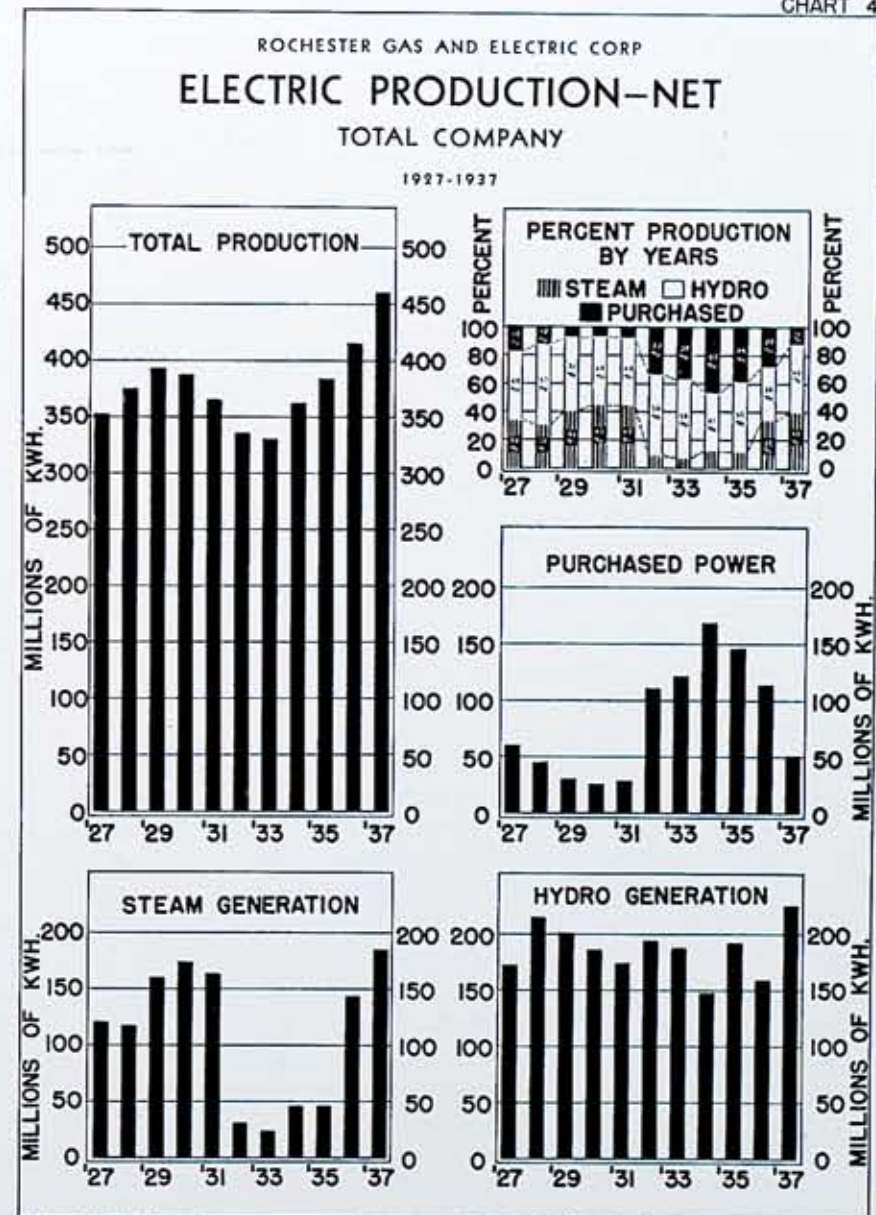


CHART 4

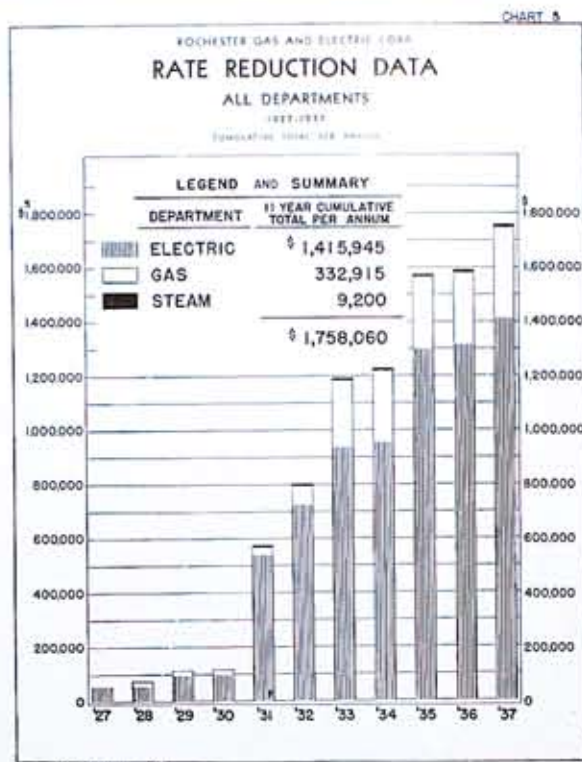




clusive of transmission lines and plants. The average revenue per farm last year was \$39.00 and the cost to serve was about \$47.00. This loss can only be overcome by increased use per customer. The lines average about five customers per mile. Certainly the Company has not neglected the farmers in its franchise territory.

There is something more to service than supply and that is the manner in which it is rendered. Upon this rests the Company's good will, an intangible something without which the Company's path is filled with difficulties, and possessing which the Company has a most valuable asset contributing to its success. Unless service is cheerfully and courteously rendered by the Company, and this means by every employee from the President to the office boy, the Company suffers in the public esteem and its business is hurt. With 2,500 employees, a very large part of whom must, in the performance of their work, contact customers daily, with the necessity of rendering each of its 133,000 customers a service bill each month, it would be too much to expect that there would be no mistakes, no errors in rendering bills, no error in meter reads, no errors of judgment, no failures of the human element. It is the constant aim of the Management and the employees to reduce these fall-downs to a minimum, and when there has been a slip, to correct it as quickly and courteously as possible. Not always is the customer right, but in the majority of cases, he honestly thinks he is and must be treated with respect.

Many fail to understand that the Company operates under rigid Public Service Law and cannot discriminate as to payments and service between customers whether they be good or bad. In this respect it differs from the ordinary business which may refuse to accept as customers, those whom it does not care to serve, or may give special consideration to some. The Company maintains several departments of trained personnel, whose duties are to aid cus-



tomers in the use of the Company's products and supply information as to rates and conditions of service. Some of these departments are the Customers' Service Department, the Home Service Department, the Industrial Engineering Department, the Builders' Service Department, and the Public Relations Department. Also, there are some strictly employee activities which render special service, such as the R. G. and E. Male Chorus, the Women's Chorus, and the Dramatic Club. A great many letters have been received by the Management expressing appreciation for service rendered customers by employees in these and other departments. While most of this service has been in connection with the performance of duties, it happens not infrequently that some employee steps quite outside of his regular duty to give aid to some customer or organization. The Men's and Women's Choruses give frequent concerts for the benefit of churches, hospitals and organizations. Employees, with the approval of the Management, take part in all worth-while community campaigns. Those employees trained to operate the

Company's inhalator respond to all public calls and have been responsible for the saving of many lives. From the standpoint of service, I believe the customer is well taken care of.

How has he fared as to rates?

Since 1927 gas and electric rates have been reduced \$1,748,860.00 — electric \$1,415,945.00 and gas \$332,915.00. (These figures do not include the July 25, 1938 electric reduction of \$398,800.00, which brings the total gas and electric reductions since 1927 to approximately TWO MILLION ONE HUNDRED AND FIFTY THOUSAND DOLLARS of which the electric alone totals over ONE MILLION, EIGHT HUNDRED THOUSAND DOLLARS.) The average domestic electric rate has dropped from 7.15c in 1927 to 4.96c in 1937—a drop of 29%. The average domestic and house heating gas rate has dropped from \$1.00 per M cu. ft. to 91c per M. cu. ft., a decline of 9%. The average electric rate for all electric sales is 2.78c per

Kwh. and this average rate, as well as the residential rate, compares favorably with rates in other cities where conditions are similar. Rochester has one of the lowest manufactured gas rates in the Country.

Charts 5 and 6 show the rate picture for the past 11 years.

Surely the record as to rates shows that the Rochester customer has not suffered. Therefore, the Company has met its responsibility to the customer.

Responsibility to Investors

This brings me to the Company's last responsibility, that to the Company's investors, those who are its bond and stock holders. What sort of a job has the Company been doing for them?

In 1927 the Company had a bonded indebtedness of \$23,321,000.00 and a total fixed capital, as reflected in its books, of \$54,448,852.00, or a ratio of bonded indebtedness to total capital of 45%. In 1937 the Company's fixed capital was \$79,526,000.00 and its bonded indebtedness \$35,395,500.00, a ratio of 44.5%. In other words, there has been a slight increase in the bond ratio and the mortgage bondholder has not quite as large an equity relatively as in 1927. In 1927 the Company had outstanding Preferred Stock amounting to \$23,321,000.00 and in 1937 there was \$23,887,100.00. In 1927 the Company had available for Preferred Dividends, after operating expenses and taxes, and interest on bonds, that is, net income, \$3,319,865.00, or the Preferred Dividends were earned 2½ times. In 1937 net income was \$3,054,565.00 and Preferred Dividends were earned 2¼ times.

Since 1927 there has been spent for additions and improvements of plants, distribution systems and general facilities, a total of \$33,865,000.00. Of this sum \$12,639,000.00 has come from the public in the form of bonds and preferred stock purchases, the balance of \$21,226,000.00 from the Company.

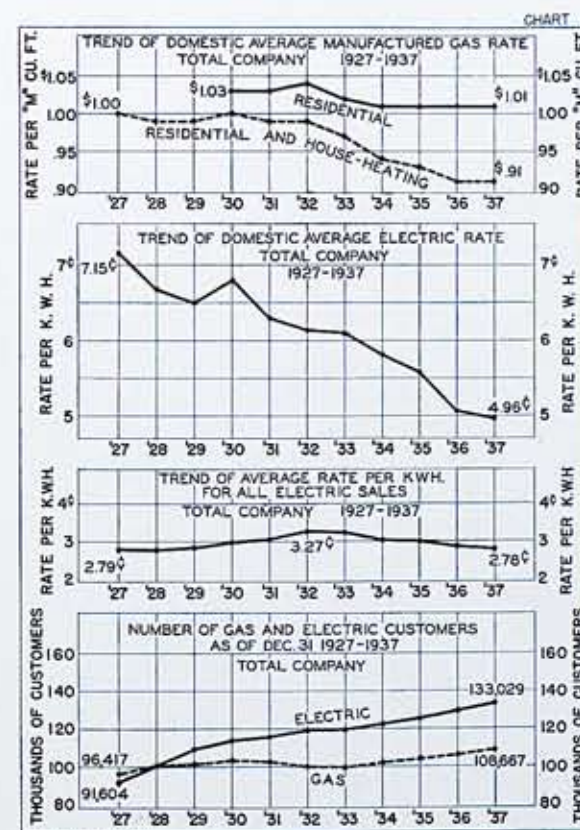




CHART 7

ROCHESTER GAS AND ELECTRIC CORP.

**SOURCES OF MONEY**  
FOR  
**TOTAL GROSS ADDITIONS TO FIXED CAPITAL**  
OVER 10-YEAR PERIOD  
(1928-1937 INCL.)

|                     | NEW PUBLIC MONEY    | COMMON STOCKHOLDERS | COMPANY FUNDS      | GROSS ADDITIONS TOTAL |
|---------------------|---------------------|---------------------|--------------------|-----------------------|
| BONDS               | \$12,000,000        | —                   | —                  | \$12,000,000          |
| PREFERRED STOCK     | 689,300             | —                   | —                  | 689,300               |
| COMMON STOCK        | —                   | \$5,500,000         | —                  | 5,500,000             |
| REPLACEMENT RESERVE | —                   | —                   | \$2,979,952        | 2,979,952             |
| SURPLUS EARNINGS    | —                   | —                   | 5,503,379          | 5,503,379             |
| <b>TOTALS</b>       | <b>\$12,689,300</b> | <b>\$5,500,000</b>  | <b>\$8,483,331</b> | <b>\$26,672,631</b>   |

taken good care of three of its responsibilities—community, employee and customer—and has done a good job for the tax collector, but has not been so successful in looking after the stockholders' interest.

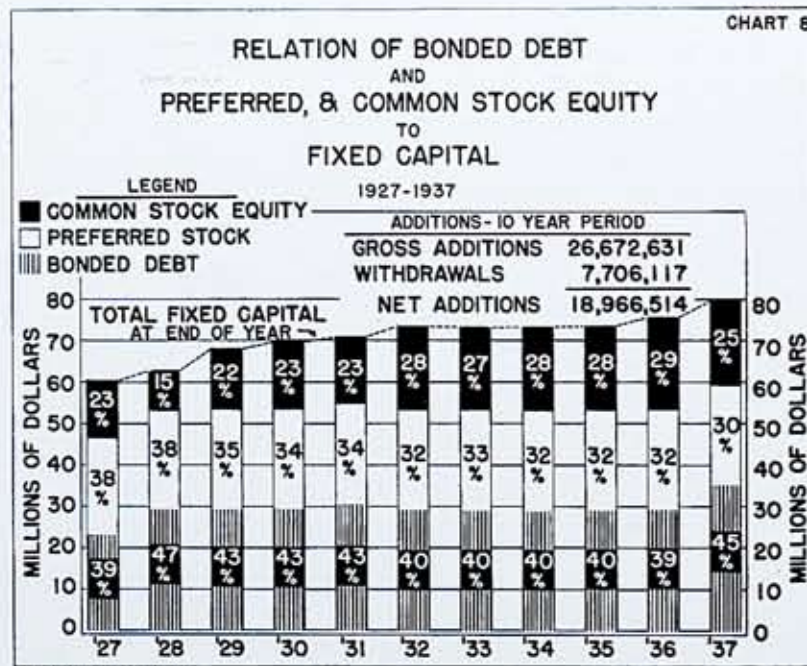
In these days it seems to be the mania of some politicians and commissions that

There has been written out of capital during these 11 years, the sum of \$8,787,335.31, leaving a net capital addition of \$25,078,000.00. On this net addition to capital, \$12,439,000.00 of which has been contributed from Company funds, the stockholder—and more particularly the common stockholder—has a right to earn. However, as stated, net income last year was \$265,300.00, or 8% less than in 1927, and the balance available for common dividends and surplus was \$320,500.00 less than in 1927. In other words, the position of the common stockholder is worse by \$320,500 than in 1927, in spite of the fact that there has been added to the property over \$25,000,000.00 of net worth.

making a profit is a crime and that the common stockholder has no equity in the business which he operates and for which he is responsible. If this reasoning is correct, then the Rochester Company has met its responsibility to the stockholder. If it is just another fallacy, we have not done so well. The amount of bonds which a Utility Company may sell to pay for construction is sharply limited by terms of its mortgage, and there always comes a time when additions to property must be financed by selling junior securities,

Charts 7 and 8 show the story of capital additions and where the money for these additions has come from and Chart 9 shows trends as a whole in Company operations.

So I submit that the Company has

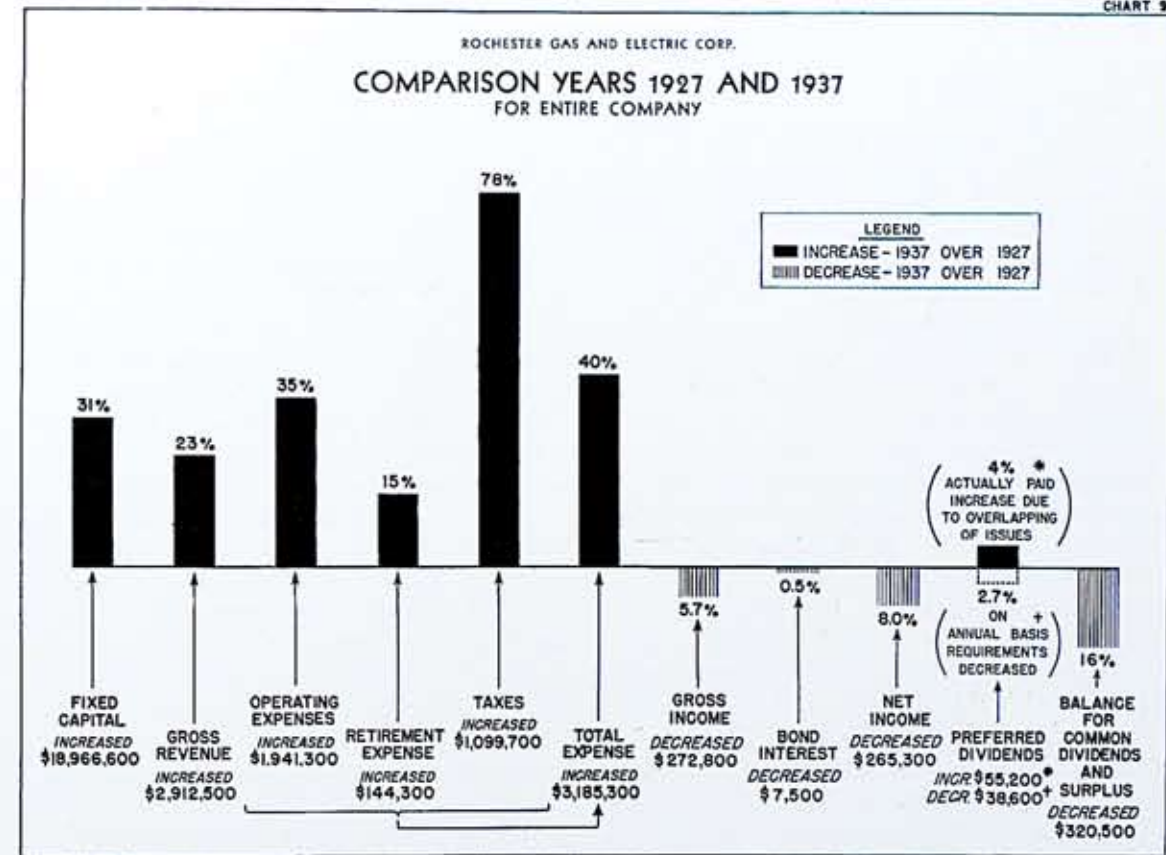


either Common or Preferred Stocks. If the stockholder has not received a fair return on his equity in the business, such financing on any sound basis is impossible. Those who by their actions place a company in this position must assume the responsibility. It should be the concern of regulatory bodies, State and Federal, in exercising the control which

they possess over Utility Company rates, accounting and practices, to see that the confidence of the investing public in the Company is maintained and not destroyed.

If this is not done, the company's service suffers, and community, customer, employee and security holder are all injured.

CHART 9



"Make hay while the sun shines," advises the old adage. It's good advice. Salesmen, as well as other people, shouldn't be led into inaction by it. Don't wait just for sunny days—the "favorable times"—to make hay. You'll be disappointed if you do. Lots of people don't mention it, but the fact is that hay is made through a run of all kinds of weather—cloudy days, rainy days, and cold days—and lots of them. The truth is that you don't make hay on sunny days—you merely finish the making and gather it.

Don't ever be discouraged. Work on. You're making hay all the time. The "sunny days" will always come—in fact, they're inevitable in the sense that they're successful issues from good work in "cloudy weather."

—The Broadcaster



## R. G. and E. Baseball Team Has Another Snappy Season

THE past season the R. G. and E. softball team won twelve out of its thirteen games and earned the undisputed right to play in the tournament to decide the Rochester city championship. In this series our team played excellent baseball, being beaten only by Kodak Park (1 to 0) and Bausch and Lomb (1 to 0). The R. G. and E. team it was that by beating Kodak Park in their second set-to spoiled the former national champs' possibility of going again to Chicago and competing in the national tournament.

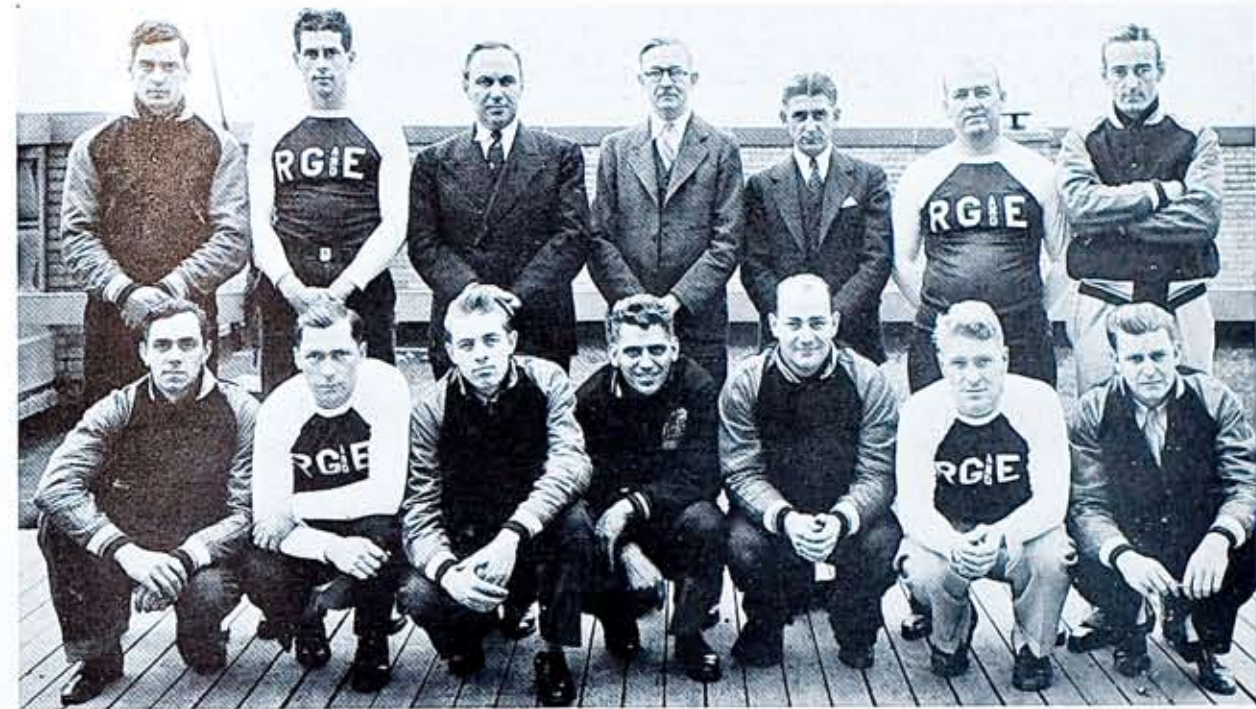
That is one unfortunate thing about baseball, there's always some team out gunning for you, and even the "fans" feel a tinge of sorrow to see the up-standing teams of the season falling by the wayside, one by one, as visitors take the places of vanquished in the upper strata of the baseball atmosphere, up where one can get at least a peak at city and national championship fame.

Our boys, for we still like to call them boys although most of them are veterans of some years in this sport, kept in the procession up to the final hectic fracas. They gave thousands of baseball lovers many happy, hectic and delightful moments. We'd like to launch

into paens of praise for each and every member of the team, but that would be a long, long story. Suffice it to say that the team really did wonders, everything considered. We are surely proud of them, proud that every man of them is a bona fide employee of the Company, that we played no outsiders and that every man Jack of them is a Company product. We didn't make city championship but we did reach the heights, and we had the "tops" of the league's talent hard pressed to wrest final victories from us.

Pete and Harold Versprille are commonly called two of the best players this city has ever produced. They comprise a battery that it is always a thrill to see in action. Both of them went to Chicago as members of the Bausch and Lomb team. Our other players are always dangerous and "fans" gave them plenty of applause during the year, especially in those final sessions at Kodak Park under the lights. We were not in the majors this year, but we showed that we could attain major speed in the pinches and that even the former world champions, Kodak Park, found us tough indeed when we split games with them.

Some of the Company's top-notch bowlers, representing about all departments of the Company. There are twelve teams, and they bowl every Tuesday during bowling season at the Elm Bowling Hall. Bowling Club officers are: Geo. Galen, president; Joe Schoenherr, vice-president; Howard Stebbins, secretary and Howe Kiefer, treasurer. A new team this year is "gas manufacturing" which paired with "general construction."



Front row, left to right: Pete Versprille, Mike Kwapich, George McGrath, Johnny Bloom, Eddie Heintz, "Red" Rhodes and Eddie Voelker. Back row: Harold Versprille, Joe DePrez, A. M. Beebee, Howard Stebbins (secretary), Elmer Knope, Rene DeSmith, manager, and Livingston "Bub" Begy. "Bud" Aldred and Clem Herr not in picture.

A total of an estimated 18,000 persons saw and enjoyed games in which R. G. and E. played last season, two of the games extending into ten innings each (those with Hickok Manufacturing Company) and one game (the second game with Kodak Park) going eleven innings, and commonly said to be the most exciting game of the season. Following all this, we lost to Taylor Instrument in the industrial league playoff.

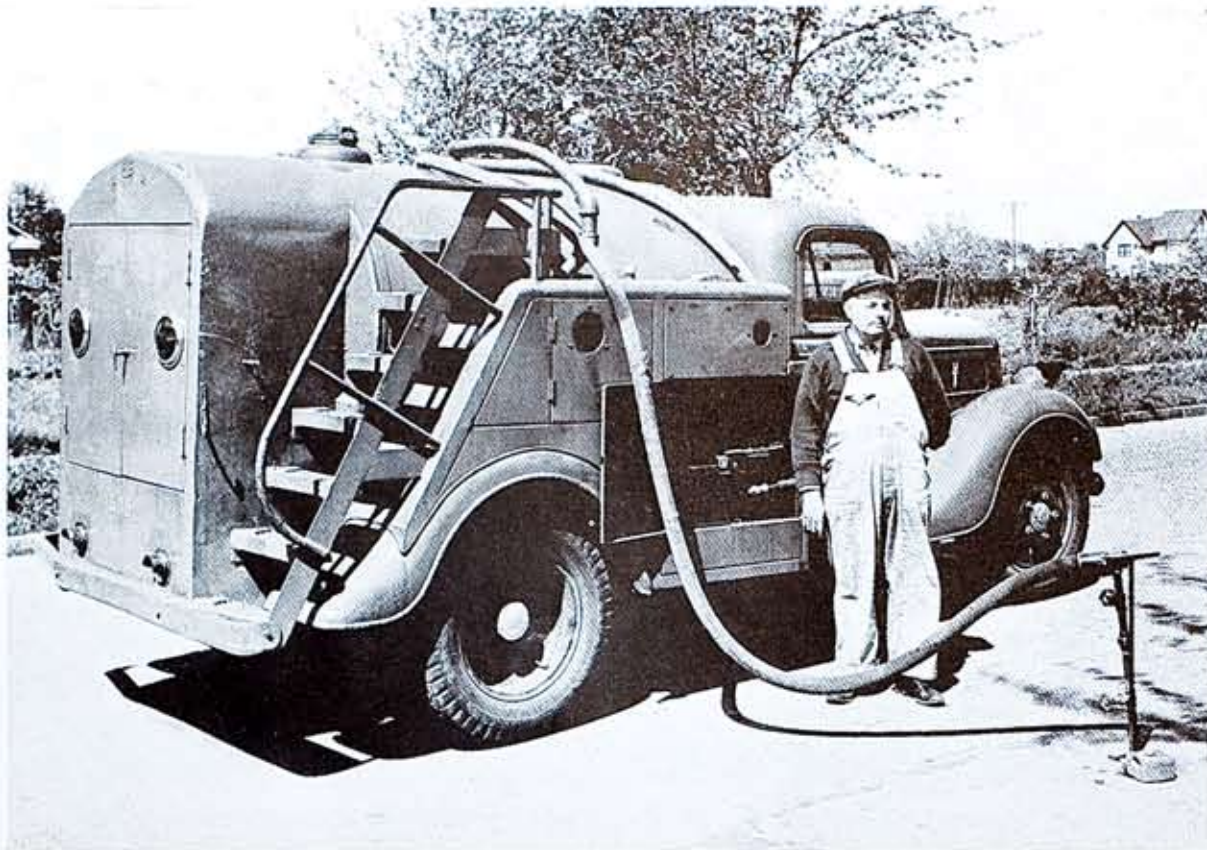
Manager Rene De Smith is an aggressive chief. He knows his baseball

and never lets a possible point slip by without a challenge. At the end of the season R. G. and E. players were feted at a dinner held at the Rochester Club, with Vice-President Ernest C. Scobell, and Superintendent of Gas Manufacture Alex Beebee in the role of hosts. The Rochester Red Wings were being honored that same night at the Rochester Club, and the Wings' players were seated among the other guests so that a real baseball love-feast was the result. This comprised a fitting finale for a very successful season.

Among this group of bowlers are some of the outstanding alley performers in the city. Each year bowlers from Company teams enter the lists at the New York State Bowling Association's competition, and the American Bowling Congress' national competition, and often "cop" cash prizes. Last year the electric distribution team won first honors in company games. This year competition is tougher than ever.







James Failing pumping a gas "drip" with the new drip truck

## Liquid Recovery from Gas Mains Commonly Called "Drips"

ONE of the little known jobs which must be performed each day to maintain gas service to customers of this Corporation is that of clearing the gas mains of fluids, such as condensation which accumulate in these mains, and would cause serious interruptions to the supplying of adequate gas service to each and every customer if allowed to remain.

When gas mains were few and customers not so many, the removing of this fluid was a simple matter. A barrel on a horse-drawn wagon to hold the fluid, and a pump operated by hand, served its day and generation; and did a good job. When there was more fluid than one barrel would hold, the capacity would be doubled by placing two barrels on the one wagon. The same horse and man would provide for the growing requirements as new customers and mains were added. One can visualize that the growing needs

required more men, pumps, barrels, wagons and horses, and made it more necessary to provide adequate ways of disposing of this fluid.

Added service required added capacity, until the conclusion was reached that a tank on a truck would give the faster and greater capacity needed.

How to pump the fluid out of the mains into a closed tank on a truck was met by placing a pump on the same chassis as the tank, and using the power of the truck engine to pump the fluid from the mains into the tank. These phases of the problem were met, but they in turn introduced other problems and a means was provided to pump by hand in case of emergency. This insured that the fluid could be removed if the power pump were rendered unavailable by accident.

The fluid is metered or measured to provide a check on the quantity pumped each year, and show a gain or

a loss. The fact is that each year shows an increase because of added mains and supply lines to customers.

The problem of measuring the amount of fluid from each sump (these sumps are scattered throughout the gas mains) in territory serving each district was answered by installing a meter which records each pumping and shows the total pumpings as well.

Pumping fluid from these sumps was a simple matter in nice weather, but arduous and difficult in winter's cold, freezing, and snowy weather; piping, pump, meter and strainer often freezing solid and rendering them useless until thawed out.

### Many Features

When a new truck was deemed necessary, the experiences with the old fluid tank on the truck were reviewed and analyzed. It was found that capacity must be increased; extra cruising speed must be available; freezing must be eliminated; and a means secured to pump by hand into a pail to be taken up a stairway and dumped into a tank, closing the cover and sealing it tight.

The piping, meter, strainer, and pump—as much as could be—were enclosed in a cabinet, and heated with a regular truck engine heater. This heater also heats the operator's cab for cold weather driving. This truck is also provided with special rear signaling, and warning lights. These are of the "flickering" type, which are especially useful in fog or snow storm.

The tank has a capacity of 700 gallons. The truck is a Ford, one and one-half ton, 131.5-in. wheel base, dual rear tires, provided with a heating apparatus in the cabinet on the curb side. The equipment and tool cabinet is at the rear.

There are about 4,400 sumps in use. Some are not pumped often, and some are quite frequently—about 1,000 per year being active. This gives a cruising range of about 9,000 miles per year. For a tank truck, this service is inexorable and must be performed every day, without failure.

## Dove of Peace

Walter Payne, of the Gas Distribution Department, told us about a dove which seems to have solved the housing problem in a unique way. Walter had occasion to visit an electric manhole which is suspended from the Smith Street bridge, some distance from its western end, where some electric distribution men were working, pulling a cable through into the manhole from a pole which had been broken by a motorist.

When the men took off the manhole cover to go down into the manhole, they noticed a pigeon calmly sitting on her nest on a ledge in the manhole, directly underneath the bridge's sidewalk. Such an unusual location for a nest, especially in the winter time, rather surprised them.

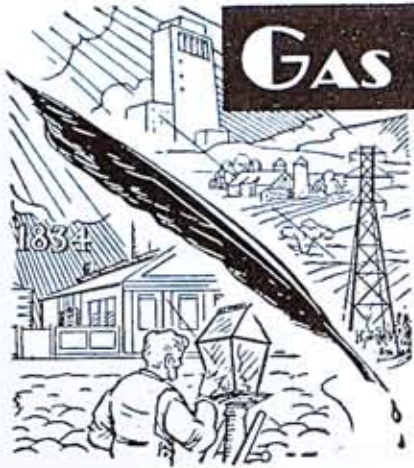
Perhaps the pigeon thought someone had come to collect the rent. At least she seemed a bit upset, but was loath to leave. After eyeing the men up and down, and scolding a bit in pigeon-english, the little bird ducked through a crevice and flew away.

The men were quite as upset as the little bird. They thought it tough to have to disturb her, but business is business. They were very careful not to touch the eggs in the nest and worked especially carefully. "We gave her every consideration" they said, which is indeed fair enough.

Just as we have city folks and country folks, so today we have city pigeons and their country cousins of the feathered variety. No country bird would choose such a nest; it would be frightened away by the terrific racket of hundreds of passing cars and wagons thundering over the bridge daily. But the more sophisticated city birds are used to all that.

And even though this prospective mother pigeon, who is expecting a feathery "bundle from pigeon heaven" is a rank squatter, poaching on Company property, we don't think President Herman Russell will want to dispossess her.





# GAS & ELECTRIC NEWS

## Department Correspondence Staff

LANDIS S. SMITH  
 JAMES NOLAN  
 ESTHER MOORE  
 CATHERINE O'ROURKE  
 GUY CHADDOCK  
 HOLLIS YOUNG  
 GEORGE PUDDINGTON  
 VIRGINIA WOLVERTON  
 JOS. ATTRIDGE  
 RALPH MASON  
 HENRY MACGREGOR

Industrial Sales  
 Consumer's Accounting  
 Electric Distribution  
 Canandaigua  
 Station 3  
 Genesee Valley  
 Domestic Sales  
 Gas Manufacturing  
 Line Department  
 Lake Shore Dist.  
 Steam Div.

PERSONNEL AND PUBLIC RELATIONS DEP'T  
 ROCHESTER GAS AND ELECTRIC CORPORATION  
 89 East Avenue, Rochester, N. Y.  
 OCTOBER, 1938

HERMAN RUSSELL . . . . . *Honorary Editor*  
 FLOYD MASON . . . . . *Editor*

## A Lump of Sugar

THE act is over. The circus master in scarlet coat and cream-colored breeches leads from the ring a beautiful white horse, whose muscles ripple under a satiny skin. They pause while the man smiles and bows and the horse kneels in acknowledgment of the applause from thousands of spectators. The ringmaster reaches into his pocket, and the magnificent thoroughbred beside him nuzzles his hand. From the pocket comes a lump of sugar—reward—recognition of perfect performance. The long hours of practice, the weariness of doing an act over and over again have not been in vain, for the ones they are striving to please appreciate what they have done. The circus master's reward is in the music of applause. For the horse there is a lump of sugar signifying his trainer's approval.

The picture brings to mind the subject of appreciation of others' work. Human hearts are hungry things. Just as the blooded horse, best of his kind, loves reward in the form of sugar lumps so does every man and woman yearn for approval of work well done. This craving is not confined to young people and beginners. In every undertaking it extends right on up the scale to the leader.

We can recall the long procession of scientists, doctors, artists, writers and other great ones who during their lives knew only ridicule and poverty but have had their work become famous years after they were dead. How unfortunate it is to have this recognition come too late to cast the glow of satisfaction that would have been theirs if their achievements had been recognized while they were alive.

Let us consider those of us who are here today. The very person who works for you may be longing to hear you say, "Nice work, John or Mary." You may be busy and neglect to mention it or you may think they know you are pleased with what they have done, but even though they may assume that they have performed well, if you fail to commend them it is disappointing.

John or Mary may never say a word, but often the edge is taken off their next effort. On the other hand, the person you work for may also wish that sometimes you would say, "You have helped me. Thank you." Take for example the president of an organization who makes a change or puts some ruling into effect that means great benefit to those who work in that organization. The president may be enthusiastic when he thinks of the advantages he is offering his employees. It must be a decided let-down to this man if none of those who are to profit say anything about it.

As men and women go about earning a living in the business world there is opportunity to observe another type that deserves recognition. This type is

made up of the individual who is known to his family as "Dad." Most mothers are glorified and rightly so, but how about the fathers. They are so eager to give their boys and girls the desirable things of life—invariably they are proud of their children, generous with lumps of sugar for their youngsters' accomplishments. But unfortunately the family often forgets the lumps of sugar for Dad. They take all the things he does for granted—that is until, perhaps, Dad is gone. Then they begin to remember and what wouldn't they give to be able to let him know that they did appreciate him!

Because some of us feel a hesitancy about commenting on the work of others we often say nothing, even though we approve. As a result the performer is left puzzled. He has finished in a glow of enthusiasm—but no one applauds. He is a bit bewildered. He thought the act was good but perhaps it wasn't. His self-confidence is shaken. In business many a "boss" thinks the work of his helper is good, but he is afraid of spoiling him so he says nothing about it. The result is the helper thinks, "What is the use."

We know that it is possible to spoil a person by overpraise or undeserved applause, just as it is possible to become sick from too many lumps of sugar, but if we desire to get the finest reaction from those we work for and with and from those who work for us, let us not forget that even thoroughbreds like a lump of sugar for excellent performance.

—*Inspection News*

## Seeing the President

HAPPENING past our reception desk the other day I heard a gentleman ask to "see Mr. Clement on a personal matter."

I expected the girl to laugh or to tell the gentleman he must die to do it, inasmuch as the founder of this business passed on some thirty odd years ago. But she merely explained quietly that no Mr. Clement was connected with the firm and asked the nature of the visitor's business. After considerable prying she found that he was a salesman and should see our purchasing agent.

Interested, I talked to her afterward. She told me that many people still ask for Mr. Clement.

"But that's not the worst part," she said. "I have more trouble with men who try to see our president when they should see someone else. After I spend many minutes getting them to tell me what their business is, and then tell them who they should see, they still want to talk to the chief. They seem to think I'm trying to put something over on them. All I'm interested in is saving everyone's time, including that of the caller."

I talked to other reception clerks and found that they all had the same problem.

Said one, "As soon as anyone asks to see the president personally, I figure he is looking for a job, has some hare-brained scheme, or is selling insurance. I know that anyone who really has personal business with the president will either have an appointment or will tell me his name and business immediately so that I can check up."

Said another, "Yes, plenty of callers try to see the boss personally. And I really can't think why they do. In most cases it wouldn't do them any good, even if they got in. It would do them far more good to see some lesser executive. Then, if their proposition was really worth-while and required the president's okay, they'd see him soon enough."

A third said, "Sure, a lot of salesmen ask for our president. That's how I tell smart salesmen from dumb ones. A poor salesman tries to get past me by some trick. A good salesman, when he doesn't know whom to see, takes me into his confidence. He tells me who he is and what a good proposition he has. He sells me the idea that it would be good for our business to have him talk to the responsible executive at once."

Getting past the reception clerk is part of every salesman's job—and a tough part. But trying to do it by subterfuge rarely works to the salesman's advantage and often works to his disadvantage.

—*Clement Comments*





Group of students from the engineering course of Cornell University, who recently visited Company plants on an inspection tour.

## Company Plants Attract Visitors From Afar

**D**OWN at Station Three the other day we spent a half hour looking over the "visitors book" maintained there. On its many pages we noticed names from every state in this country, and many foreign climes. There were entire regiments of students from most of the leading colleges and universities of the east; also from local high schools, grammar schools, the Mechanics Institute, University of Rochester and others.

### A Cosmopolitan List

Mixed in with them we noticed some Chinese names, actually written in Chinese. We scanned German names, Polish names, Italian names; names which had the tang of France, Switzerland and many other sections of the world, including South America, London, England and some far away places in the Pacific Ocean; names of celebrities in the engineering and chemical field, college professors, and manufacturers of gas and electric equipment.

We then began to appreciate more than ever before the importance of the great Station Three plant. The same is true of West Station Gas Manufacturing

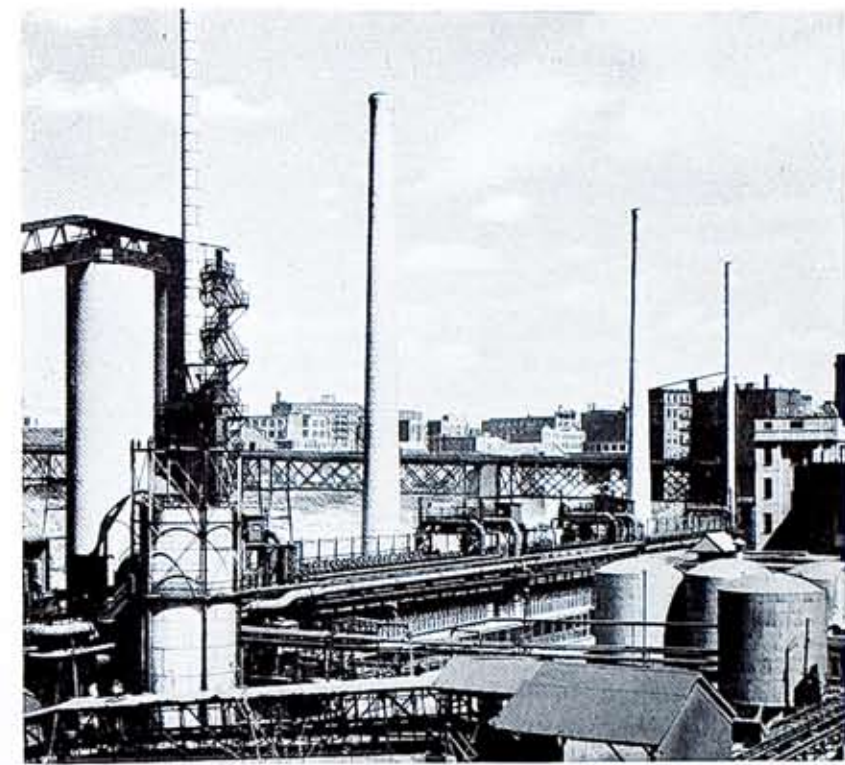
plant, where other lists of names are to be found. It filled us with a new pride for our Company, its plant and equipment and its reputation for progress.

The Personnel and Public Relations Department is headquarters for these trips through Company plants, where groups of persons go through in a body. Arrangements are made for the trips, and for the distribution of publicity or data concerning them (with the collaboration of various department heads and employees well versed in explaining the high-spots of plant interest).

One week recently two large groups visited us from Cornell University, all were students in the engineering or chemical courses. One group was composed entirely of Chinese students, mostly graduate students. These students came through the request of Mr. Fred A. Barnes, Professor of Railroad Engineering, College of Engineering, Cornell University, who wrote to Mr. Carl Cooman asking for his assistance in arranging details of the trip. The Rochester trip also included visits to the Eastman Kodak Company's plant and others.

The Chinese students were conducted

Small section of West Station Gas Manufacturing plant, which is among the most visited places among Company properties.



through West Station by Messers Hamilton King, Frank Valenza, Gordon Calderwood, and at Station Three they were escorted by Messers L. J. Cooley, L. J. Cross, Robert Gilkinson, Herbert Morgan, and W. W. Van Horn.

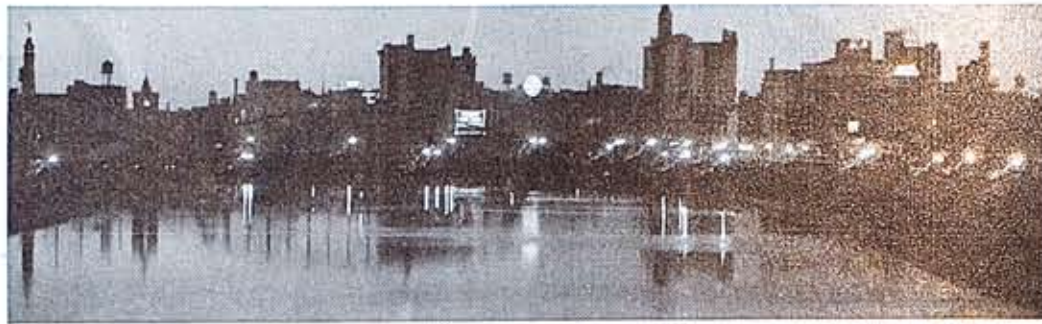
Hamilton King, who jokingly remarked before the trip that he had been brushing up on his Chinese conversation, was astounded, as were all others, at the excellent brand of almost perfect

English spoken by the Chinese young men. We met Mr. Chen Hsu T'ang, president of the Cornell Chapter of the Chinese Institute of Engineers, and he graciously consented to write to us telling of the impressions of our Company gained by the visitors from China, many of whom will doubtless return there ere long. We take pleasure in presenting Mr. T'ang's letter, as a matter of general interest.



This group of Chinese students from Cornell University had many words of praise for Company plants and personnel. They are mostly graduate students in engineering.





Cornell, University  
Ithaca, N. Y.

Mr. F. Mason,  
Editor, GAS AND ELECTRIC NEWS,  
Rochester Gas and Electric Corp.,  
Rochester, N. Y.

Dear Mr. Mason,

During our recent visit to your plants, we were, thanks to the painstaking and tireless efforts of your gentlemen, informed of much that we had not known before. We were lead to see numerous installations in your great gas plants, and were shown various manufacturing processes which had interested us most. The unusually large percentage of gas turn-out stood unquestionably as a mark of high technical skill in planning, design, and operation of your plants. We understood that the calorific value of your product, instead of standing at the already very satisfactory level, is continually improving. Your parallel efforts at purely academic research point a way to an intensified development of the profession.

Everyone of us that I talked to during the preparation of this letter remarked warmly on the splendid organization, discipline, and co-operative spirit which they saw in your corporation.

It was a very instructive and profitable trip and I wish to assure you that the many personal contacts which we made then had left a very pleasant memory on us, as was partly evidenced from the picture which you were good enough to send us. I wish you would convey to many members of your corporation our deep appreciation of their kind consideration and willing help so generously extended to us during our visit.

I am,

Yours truly,  
CHEN-HSU T'ANG, *President*  
*Cornell Chapter of*  
*Chinese Institute of Engineers*

## GENERAL INFORMATION

### Net Increase in Consumer's Meters for Year Ending August 31

|          | Aug. 31, 1938 | Aug. 31, 1937 | Increase |
|----------|---------------|---------------|----------|
| Electric | 138,026       | 135,383       | 2,643    |
| Gas      | 114,628       | 111,935       | 2,693    |
| Steam    | 328           | 332           | 4*       |
| Total    | 252,982       | 247,650       | 5,332    |

### Net Increase in Consumer's Meters by Months

|           | 1935            | 1936 | 1937 | 1938   |
|-----------|-----------------|------|------|--------|
| January   | 16 <sup>o</sup> | 329* | 253  | 15     |
| February  | 55 <sup>o</sup> | 451* | 173  | 134    |
| March     | 55              | 182* | 78   | 189    |
| April     | 206             | 318  | 470  | 1,146† |
| May       | 281             | 540  | 740  | 646    |
| June      | 314             | 506  | 753  | 532    |
| July      | 233             | 562  | 603  | 290    |
| August    | 153             | 433  | 363  | 392    |
| September | 324             | 581  | 696  |        |
| October   | 211             | 585  | 511  |        |
| November  | 121             | 456  | 447  |        |
| December  | 175             | 350  | 334  |        |

### Statement of Consumer's Meters by Departments as of August 31

|                     | Electric | Gas     | Steam | Total   | Incr.  |
|---------------------|----------|---------|-------|---------|--------|
| 1928                | 103,193  | 105,113 | 317   | 208,623 |        |
| 1929                | 114,417  | 108,889 | 323   | 223,629 | 15,006 |
| 1930                | 118,053  | 109,349 | 340   | 227,742 | 4,113  |
| 1931                | 120,763  | 109,853 | 337   | 230,953 | 3,211  |
| 1932                | 126,993  | 109,221 | 329   | 236,543 | 5,590  |
| 1933                | 126,805  | 108,392 | 316   | 235,513 | 1,030* |
| 1934                | 128,437  | 109,278 | 309   | 238,024 | 2,511  |
| 1935                | 129,681  | 110,030 | 306   | 240,017 | 1,933  |
| 1936                | 132,098  | 109,832 | 315   | 242,245 | 2,228  |
| 1937                | 135,383  | 111,935 | 332   | 247,650 | 5,405  |
| 1938                | 138,026  | 114,628 | 328   | 252,982 | 5,332  |
| Incr. in<br>10 Yrs. | 34,833   | 9,515   | 11    | 44,359  | 44,359 |

†Includes 622 gas meters added to lines upon acquisition of three small gas properties.

|  | Month of<br>August, 1938 | Month of<br>August, 1937 | Increase   |
|--|--------------------------|--------------------------|------------|
| KWH Generated—Steam                        | 23,395,632               | 21,786,092               | 1,609,540  |
| KWH Generated—Hydro                        | 12,419,380               | 15,378,961               | 2,959,581* |
| KWH Purchased                              | 2,029,250                | 3,893,196                | 1,863,946* |
| M Lbs. Commercial Steam Produced           | 36,339                   | 48,357                   | 12,018*    |
| MCF Coal Gas Made                          | 314,057                  | 352,847                  | 38,790*    |
| Tons Steam Coal Used                       | 16,849                   | 16,990                   | 141*       |
| Tons Gas Coal Used                         | 27,730                   | 29,791                   | 2,061*     |
| Tons Coke Made                             | 23,856                   | 19,508                   | 4,348      |
| MCF Natural Gas Used—Station 9             | 9,878                    |                          | 9,878      |
|  | August 31, 1938          | August 31, 1937          | Increase   |
| Number of Employees                        | 2,534                    | 2,563                    | 29*        |
| Amount of Payroll—Mo. Ended                | \$ 419,553               | \$ 429,343               | \$ 9,790*  |
| Amount of Payroll—Yr. Ended                | \$4,919,481              | \$4,609,722              | \$309,759  |
| Miles of Underground Duct                  | 2,055                    | 2,049                    | 6          |
| Miles of Underground Line                  | 3,069                    | 3,037                    | 32         |
| Miles of Overhead Line                     | 9,897                    | 9,444                    | 453        |
| Miles of Gas Main                          | 910                      | 890                      | 20         |
| No. of Arc Street Lamps                    | 1,354                    | 1,403                    | 49*        |
| No. of Incandescent Street Lamps           | 24,442                   | 24,136                   | 306        |
| No. of Traffic Signal and Fire Alarm Units | 1,275                    | 1,233                    | 42         |

\*Denotes Decrease

### EMPLOYEES' BENEVOLENT ASSOCIATION

#### Cash Statement for August, 1938

| Receipts                                     |             | Disbursements  |             |
|--|-------------|--|-------------|
| Balance 1st of Month                         | \$11,460.78 | Sick Benefits  | \$ 1,540.56 |
| Dues and Fees—Members                        | 958.53      | Accident Off-Duty Benefits                           | 92.48       |
| Dues and Fees—Company                        | 1,917.06    | Family Sickness                                      | 53.57       |
| Rochester Hospital Service Plan—<br>Members  | 1,069.79    | Medical Examiner                                     | 0.00        |
| Company                                      | 527.36      | Nurse's Expense                                      | 200.00      |
| Interest on Bank Balances and<br>Investments | 0.00        | Payment to Rochester Hospital<br>Service Corporation | 1,597.15    |
| Total  | \$15,933.52 | Balance End of Month                                 | 12,449.76   |
| E. B. A. Membership August 31, 1938          | 2,350       | Total  | \$15,933.52 |
|  |             | E. B. A. Membership August 31, 1937                  | 2,215       |

Members participating in Rochester Hospital Service Plan Aug. 31, 1938, 1,659; Aug. 31, 1937, 1,427





Phil Thomas, Canandaigua representative, recently purchased a dog for the small sum of one dollar and other good and valuable considerations. Imagine his surprise when not just one dog but ten dogs arrived at his home. "Hot dawg" said Phil, may be they'll all be hunters.

Mr. and Mrs. Carl Dagen spent a week with Mr. Dagen's brother and his family at Buzzard's Bay, Cape Cod. Their daughters Kathleen and Phyllis accompanied them. Carl's brother, who lives in Taunton, Massachusetts, left his cottage this fall just in time to escape the danger and damage of the great storm which devastated that section.

James McConnell with his mother enjoyed a fine vacation trip which took them to Quebec, Montreal, through the mountains, to Lake Champlain, Crown Point and Ticonderoga, Lake George, the Keene Valley, Lake Placid, White Face Mountain, Saranac Lake and other enjoyable spots.

Carl Cooman was chairman of the technical program committee for the 1938 fall meeting of the American Society of Civil Engineers. This meeting was held in Rochester this year on October 12 and 14.

Mr. and Mrs. Sam Landon were hosts this fall to Mr. and Mrs. McLean, of the Rochester Friendly Home, on a very interesting two-day trip to Detroit.



Bert Lewis, with his wife, blew into the environs of Boston with that tornado, some weeks since. They were isolated there for a time and had plenty of opportunity to take snap-shots of the havoc. Bert was on his way to the radio school of the Radio Technicians' Guild, of which he was a recent local president.

Little "Sandy" Reiss, granddaughter of Mr. and Mrs. Floyd Mason, whose full name is Sandra. She will be a year old when Santa Claus comes round again.



They went through the Ford plant and many other interesting and educational places including the great Detroit zoological gardens. They were at the gardens on the day when three tiger cubs were born.

Mr. and Mrs. Frederick Miller with friends enjoyed a mountain climbing vacation. Fred says he has quite a list of mountains climbed to his credit. Some of them were "climbed" partly at least by other means than shanks horses. An inclined railway took him up Hong Kong Peak; he drove a carriage up Mount Washington; he autoed to the top of Pike's Peak and footed it up Mr. Marcy and others. Now, Fred says, we can "climb" our mountains quite easily, for an electric elevator takes one the last few hundred feet up Whiteface Mountain after one has arrived at that point via motor car.

Some day, Mr. Miller anticipates flying to the top of some mountain in an airplane, and landing gracefully as a bird on some high-spot landing field. This he thinks will be the last word in mountain "climbing."

In the August issue of "Credit World" is a nice article by Gordon Ross, outgoing president of the National Retail Credit Association. It comprises the annual report of the association, and notwithstanding the rather chaotic condition of industry for the past year, the association closed its year with many indications of real progress to its credit.

Scene from beautiful Norway, sent by George Reeves, Sodus Office, who toured Europe with Mrs. Reeves last summer. Mr. and Mrs. Reeves were overjoyed with Norway's beauty, its snow-capped mountains, its fjords, forests, beautiful flowers and wonderful food. We thought we were seeing things, however, when we read "It is nearly midnight, with the sun shining brightly." But that was absolutely true, believe it or not.





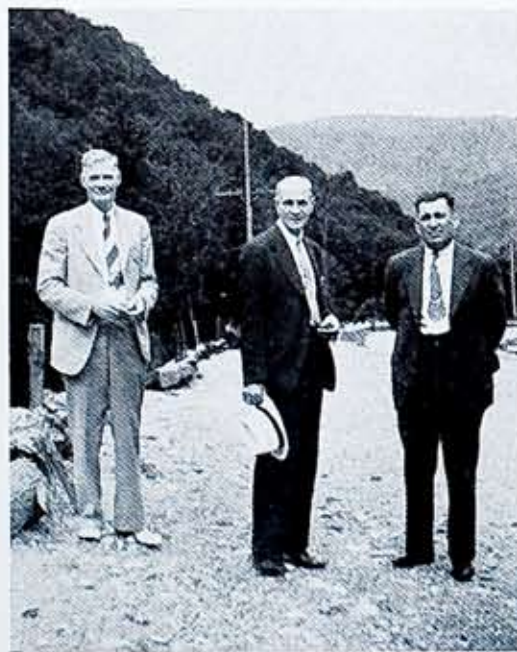


These are the fine children of Mr. Hubert Lo Temple, of West Station. Their names are, left to right: Hubert Lo Temple, Jr.; Betty Ann Lo Temple, and Jack Lo Temple.

Miss Catherine Cook and Mr. Homer Snyder of the Navy Department, Washington, D. C., were house guests this summer at the home of Mr. and Mrs. James C. Doyle, of Meredith Street. Mr. Doyle is employed at Station 6.

Edwin Rowarth, Mailing Department, who has been a member of the order of De Molay for three years, assisted in that organization's installation of officers on October 3. Edwin is now senior steward and expects to work up to the master council.

Somewhere in Vermont, during vacation. Left to right, Bert Noyes, Frank O'Brien and Charles Seeh.



From Professor Ricardo Belisle, director of publicity of the University of Cordova, came a request for copies of GAS AND ELECTRIC NEWS magazines. They will be on file in the university's library devoted to a specialized study of salesmanship and publicity.

In addition to the three regular effective speaking classes, Landis S. Smith is directing an advanced course of instruction at Mechanics Institute in public speaking. During the course varied topics will be presented by persons skilled in specific departments of educational knowledge. Among these guest leaders will be C. C. Tomason, Howard Harding, William Drake and Warren C. Davis. The topics to be discussed by these speakers cover personality development, practical psychology, English, planning talks and how to utilize time to best advantage.

Patrick Drumm, recently retired, is making fine use of his time. This summer he has been touring the middle and far west. Cards received by friends indicated the extent of his tour and told of the great interest connected with places visited.

Mr. Drumm sent home picture cards of the power dam at Bonneville, on the Columbia River between Washington and Oregon. It will eventually develop 600,000 H. P. Here the fish ladders along the Columbia River were interesting indeed. Mr. Drumm watched some of the big "whoppers" go sailing

through as only game fish can, cutting the upstream torrents with the greatest of ease.

The roads in the west Mr. Drumm said were just about perfect. He also mentioned driving through the rather dismal sage brush region in Idaho, a hundred-mile stretch. At that time he was at Arrow Rock Dam, Boise, Idaho, which is 351 feet high and 1060 feet in length. Speaking in hydraulic lingo, it appears that Pat must have been having a pretty "dam" good time, for some dam or other appeared on about every postcard he sent home.

Gardiner Mason, son of Mr. and Mrs. Floyd Mason, upon his return from R. O. T. C. camp at Plattsburg this fall, was made a cadet captain and company commander in the R. O. T. C. at Syracuse University. "Gard" is majoring in advertising and expects to be graduated in June.

At the twentieth annual convention of the American Gas Association held at Atlantic City the following Company employees participated in various parts of the program: Wilbur Seidel presented a paper on "Pet Procedures;" Frank M. Houston gave a resume of the certified performance range activity to date;

This picture was taken at the picnic of the R. G. and E. Pioneers Club, at the Chiselers' Camp. They are a pretty youthful looking aggregation of "old timers" don't you think? Left to right they are: Back row: Glen Knight, Joseph Drexel, John Logan, Chas. Gardiner, John McGurn, Frank Yatteau, Harry Gould. Middle row: Jos. P. MacSweeney, Horace Ketchum, Charles Love, Bert Noyes, Frank Mertz, Thos. Rhodes, Michael Hall, Ossian Close, Michael Fraina. Front row: George Newman, Chas. McGovern, Jake Lauth, Geo. Mabee, Patrick Casey, Thomas H. Yawger, Patrick Drumm, Chas. Geimer and Harry Warren.



Dolores Ann Schlenker, granddaughter of Chester R. Schlenker, and niece of Clara Schlenker. Dolores is making the most of these last fine fall days.



Helen Smith spoke on "Facts and Figures on Home Service Operation;" Louis Shnidman talked on "Extinction of Gas Flames by Steam;" Richard E. Kruger also spoke concerning "Steam Purging." The presentation of the coveted Beal medal to Alexander M. Beebe is detailed in another section of this issue. Clinton Cole, chairman of the association's wholesale baking committee, held meetings of his committee and also made a report to the managing committee during the convention's sessions.



The Consumers Accounting Department held a Halloween party at the Chiseler's Camp on Wednesday evening, October 26. A delightful Halloween luncheon was served, with plenty of sweet cider and sugared fried cakes, as well as other seasonable goodies. An orchestra played rhythmic tunes for dancing from 8.30 to 11.30 P. M.

The R. G. and E. Dramatic Club is to present "Heart Trouble" by Howard Chenery, on the evening of December 16, at the Knights of Columbus auditorium. The play is given as a benefit for the St. Nicholas Catholic Church of this city, and an attendance of over one thousand persons is expected.

A very hard working man during and before the recent lighting equipment and materials show was Reginald Meagher, Industrial Department. The hard work of the committees working with the Rochester Electrical Association to promote this show paid dividends in interest, educational factors and a fine attendance. There were more than forty exhibitors at this show held in the main assembly hall at the Chamber of Commerce, and more than 2,000 persons spent time inspecting the exhibits.

The wedding of Miss Grace Emily Rockwood, daughter of Mrs. Harriett Rockwood of Merchants Road, and David W. Bishop, son of Mr. and Mrs. Frank J. Bishop of Parsells Ave., took place August 13 at St. Joseph's Church with the Rev. Frederick Necker officiating.

The bride entered with her uncle, Mr. Allen Keeney of Buffalo, who gave her in marriage.

She wore a lovely gown of white Chantilly lace and a veil of tulle caught with a cluster of orange blossoms. She carried a pearl-covered prayer book from which fell a spray of orchids and lilies-of-the-valley.

Miss Doris M. Rockwood, sister of the bride, was maid of honor and wore a gown of pink marquisette over taffeta with veil to match and carried pink roses and larkspur.

Mrs. Ralph Dewey was matron of honor and wore a gown of blue marquisette over taffeta with matching veil and carried pink roses and larkspur.

Jerome Bishop served as best man for his brother and the ushers were Edwin Hart and Charles Vaughn.

The bride's mother wore a gown of flowered chiffon and a corsage of tea roses and lilies-of-the-valley. The bridegroom's mother wore navy blue lace and a corsage of tea roses and lilies-of-the-valley.

Following the ceremony the wedding breakfast was held at the Home Dining Room in East Ave.

Anita Swarthout, with her mother and Doris Horner, took an extended motor trip into the south. They traversed about fifteen hundred miles and visited such interesting places as Gettysburg, the Skyline Drive, Shenandoah Valley, Mount Vernon, Washington and Monticello, the site of the former home of Thomas Jefferson.

Mr. and Mrs. Arthur Pulver spent an enjoyable two weeks' vacation this fall at Blue Mountain Lake. They took with them their two boys, Dale, nine years and Merle, seven years old. Their little girls, Joyce and Mary Lou stayed at home with friends. Arthur says he sure got caught up "sittin' around" for once, also caught some fine fish. Dale also hooked a legal sized bass after a few "smaller fry" had been thrown back, and was as proud as a peacock of his first bass.

The home of Mr. and Mrs. Donald MacCollum was brightened a short time ago by the arrival of little David Richard MacCollum, who seems quite pleased with his surroundings and weighed-in at over nine pounds.

If you wish to learn about the interesting high-spots of New York City, just ask Adelaide Murray or Grace Hoffman. They recently returned from one week spent there. They missed little, it seems. They saw the plays "I Married an Angel," "Our Town" and others; visited Jack Dempsey's cafe, the "Brass Rail," Billy Rose's establishment and just for variety—the Hotel Astor.

A shower for Eleanor Finn was held at the home of Adelaide Murray just before Miss Finn's marriage. The party was productive of many interesting and useful gifts for Eleanor, and some for others present as bingo prizes which were won by Pearle Dailey, Grace Hoffmann and Eleanor herself.

Arline Frank, Consumers Accounting Department, was feted recently at the East Avenue Tea Room in honor of her marriage on November 12 to Mr. Frank Cooper. Her hosts and hostesses were here associates in the department, who presented her with a beautiful chair for her new home.

Mary Powers spent a very enjoyable week at Hulett's Landing on Lake George in the Adirondacks. She spent the week boating, swimming, eating

and sleeping. She doesn't play golf herself, but was one of the Hotel's best "caddies" before the week was over. She had such a good time that her reservation is already made for next year at the same time.

Thelma Dys spent a two weeks' vacation at the seashore at Asbury Park, New Jersey. From there she journeyed to Patterson, N. J., where she spent the week-end with friends.

The first child to be born in the home of Mr. and Mrs. Charles W. Burns arrived on July 14 and our reporter didn't get the news till now. This little girl was christened Kathleen Anne and weighed over five pounds at birth. Mr. Burns is a member of the Industrial Department and resides at Number 2 Country Club Road, East Rochester.

A lovely titian-haired baby, Ellen Agnes, is keeping things from getting hum-drum out in the home of Mr. and Mrs. Russell Howe, 488 Humboldt Street. She arrived on September 22, with temporary headquarters at the Genesee Hospital, but is now at home to the many friends of her mother and dad at the Humboldt Street address.

Members of the Home Service Department had a merry time at the home of Mrs. Edna Crocker Robertson. The occasion was a shower which was one of the prenuptial events in honor of the former Bertha Sherman, whose marriage to Ralph Parker took place recently.





Mr. and Mrs. Sam Dambra recently announced the engagement of their daughter Edith to Mr. Philip Lo Preste, son of Mr. and Mrs. Frank Lo Preste, of Seymour, Connecticut. Following the marriage, which is to take place on Thanksgiving Day, Mr. and Mrs. Lo Preste will make their home in Rochester, where the bridegroom is employed as chemist at the plant of the Hickok Belt Company.

Cecil Goodwin, of the Third Floor, with Mrs. Goodwin entertained the members of the Mailing Department on the evening of Saturday, October 29, at their home, 9 Beverley Heights. The party which occurred during Halloween week was a gaily festive occasion, with games, dancing and Halloween stunts and a very enjoyable dinner served in good old Goodwin style.

Karl Kohl, who has already enjoyed two complete trans-continental air excursions, besides air jogs to Bermuda and other places, recently returned from another extended air journey. From Rochester he flew to Chicago, Fort Worth, thence to Mexico City. From there he went to Merida, Mexico, in Yucatan; thence to Havana, Cuba, and back to Miami, by amphibian. From Miami Karl flew up the coast to New York City and back to Rochester.

This trip added forty-five hours in the air to Karl's former record, which brings his total time in the air, vacationing, to about 225 hours. In Chicago, Karl met and entertained his niece, Janet Kohl, and Caroline Westbrook, both students at the Northwestern University.

Karl flew over a large British oil field in Mexico, as well as over the volcano, Popocatepetl, with its snow-capped peak. He met many very interesting people and visited numerous places of great interest.

The Steam Distribution Department held another of its now famous clam-bakes on the afternoon of Sept. 14, at

the Chiseler's Camp. The chefs de luxe were Julius Shenk and Bill O'Brien, assisted by Hank Symonds, Joe Sharkey and Chris Dengel.

Although it poured rain all afternoon, the atmosphere indoors was far from cheerless. The Steam Department masters of rhythm, Glen Allen and Dave Carter entertained with some real hot music, assisted by Len Cooper and John Cantabene. Those, who were not so energetic, indulged in various card games.

The Payroll Department, Sept. 29, 1938, gave a farewell luncheon at the Town Tavern for Mrs. Margaret Morris, who is leaving the Company. Mrs. Morris has just moved into her new home on Chestnut Ridge Road. She was presented with a pocketbook by the Payroll girls as a farewell gift. Here's hoping it will never be empty.

Ossian Close on August 11 completed forty-seven years in the employ of this Company. He can remember back when he read the gas meter in the old residence which was located on East Avenue where the Gas and Electric Building now stands. At that time it took but six meter readers, who also acted as collectors, to cover all the routes and check the bills connected with the Company's service.

At the present time the Company employs 43 meter readers and 21 collectors, six of the former being engaged in the rural sections.

Mr. Close lives alone and says he is a free-lance. He is still "one of the boys" to his many associates who affectionately refer to him as "Ossie." Mr. Close is youthful despite his years of service. He enjoys singing and for years has sung in Rochester church choirs, taken part in amateur minstrels and dramatics, even up to the present time. He has a deep bass voice which belies his diminutive stature, is librarian of the R. G. and E. Male Chorus in which he sings a surprisingly reverberating second bass.

## 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.**

Herman L. Muller died on Sunday evening, at the General Hospital, aged 33 years. Mr. Muller left to mourn his loss his wife, Matilda Lettau Muller; one daughter, Mary Katherine; two sons, Eugene Harold and Edward Raymond; his mother, Mrs. Katherine Muller; two sisters, Mrs. Louis Lindie and Miss Bertha Muller; and two brothers, George and Gustave. Services were held from the funeral home at 706 South Avenue.

Walter R. Persons of 398 Troup Street, died on September 14, at Indian Lake, N. Y. He leaves his wife, Mrs. Julia Tracy Persons, and one son, Harold; two sisters, Mrs. Mary Carpenter, Lafayette, N. Y., and Mrs. Alice Eldridge, and one brother, George, of Indian Lake, N. Y. The funeral was held from the funeral home, 9 Ridge Road, and at Sacred Heart Cathedral. Interment was made in Holy Sepulchre.

Walter Dailey passed away on Tuesday, October 25, at his home, 20 Taylor Street. He is survived by his wife, Mrs.

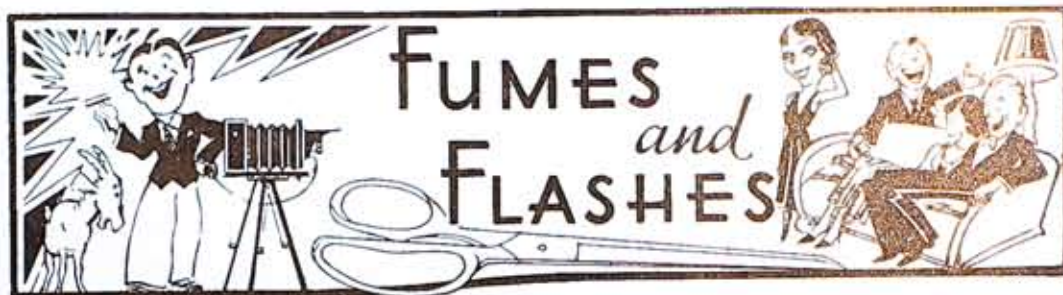
Florence Dailey; five daughters, Mrs. Frank Kilgras, Miss Agnes Dailey, Mrs. George Schell, Mrs. Val Drescher and Miss Julia Dailey; two sons, Bernard and James Dailey; two brothers, Albert Dailey and John Dailey and two grandchildren. Funeral services were held from the chapel at 207 Chestnut Street and at SS. Peter and Paul's Church, with interment at Holy Sepulchre.

Andrew H. Donohoe, father of James Donohoe, Company representative at Geneseo, died recently aged seventy-two years. Mr. Donohoe for some years had been master mechanic for the Genesee and Wyoming Railroad. He died at his home in Retsof, N. Y., and burial was made in Geneseo.

Proctor Stewart, of the Electrical Laboratory, died suddenly on August 29, while he was on vacation. Mr. Stewart was 46 years old and had been an electrical engineer with this Company for over 25 years. He was a member of Seneca Lodge, F. and A. M. and of Asbury First Methodist Church. Surviving are his mother, a brother, Harold O. Stewart, and a sister, Mrs. E. H. Fisher.

Andrew Stalder, for twenty-two years an employee of this Company, died on August 27. Funeral services were held from the home, 4 Marjorie Court. Mr. Stalder leaves his wife, Julia; three daughters: Julia Gilette, of New York City, Margaret and Martha, and one son, Andrew Stalder of this city.





# FUMES and FLASHES

## Come Across

"Are you the man who saved my little boy from drowning when he fell off the dock?"  
"Yes."  
"Well, where is his cap?"

## Potential

Bunchuck: "What is the greatest water power known to man?"  
Dzudi: "Woman's tears."

## Because Why

"Don't you know, Rastus, that you can't sell life insurance without a state license?"  
"Yes, Boss, I knowed I couldn't sell it, but I didn't know the reason."

## New Trouble

Man (to small son of one of his workmen who has met with an accident): "When will your dad be fit for work again?"  
Boy: "Can't say for certain, but it will be a long time."  
Man: "What makes you think that?"  
Boy: "Cause compensation's set in."

## Quite a Roll

She reached below her dimpled knee  
Into her rolled-down stocking,  
And here she found a roll of bills;  
Ah, me; twas sweely shocking!  
"Why don't you keep it in a bank?"  
Inquired a nosey prier,  
"The principal is the same," she said,  
"But the interest here is higher."

## Fine Figurin'

The Scotsman was taking the paper off the wall when a friend came in.  
"Hullo, Jack, spring-cleaning?"  
"No," replied Jack, "moving."

## There's That Man Again

They all laughed when I stepped up to the piano. They didn't know I was from the finance company.

## New Management

"You advertise that this restaurant is under new management, but I see the same manager is still here."  
"Yes, sir, but he got married yesterday."

## One Way

Joe: "That old car of yours reminds me of a hearse."  
Tom: "Why so?"  
Joe: "Because it will take you there, but it won't bring you back."

## Still Circulating

An old gentleman approached a nattily attired Negro buck at an elaborate dark-town wedding.  
"Pardon me, suh," said the old pappy, "is you de bridegroom?"  
The young buck shook his head dolefully.  
"No, suh," he replied, "Ah wuz eliminated in de semi-finals!"

## Competition

Bookkeeper: "I'll have to have a raise, sir, there are three other companies after me."  
Boss: "Is that so? What companies?"  
Bookkeeper: "Light, 'phone and water."

## Wrong Number

"I called on Mable last night and I was hardly inside the door before her mother asked me about my intentions."  
"That must have been embarrassing."  
"Yes. But the worst of it was Mabel called from upstairs and said: 'That isn't the one, Mother!'"

## Epithet

"Yes, the smallest things seem to upset my wife. The other day she was doing a crossword puzzle and she asked me, 'What is a female sheep?' I said, 'Ewe,' and she burst into tears."

## Open Please!

"What's the row over at the carnival?"  
"A fake dentist sold the fire-eater a set of celluloid teeth."

## No 'Count

"Mr. Chairman," said the speaker, "there are so many ribald interruptions that I can scarcely hear myself speaking."  
"Cheer up, gov'nor," said a voice, "you ain't missin' much!"

## Modern

The young bride was extolling the virtues of her husband to a friend.  
"George is just the most generous man in the world," she declared. "He gives me every-thing credit can buy."

## 'Air Raid

He was a genial but talkative barber, and after a while he asked his customer: "Shall I go over the top, sir?"  
"Oh, yes, sir, as soon as your gas attack is finished," was the reply.

# CHEER UP!

From the "Scrap Book"



Durand-Eastman Park . . . a paradise for hikers

What if the day is cold  
And you are feeling old,  
And blue,  
And disgusted, too!  
We all do.

Take a brace!  
Look trouble in the face  
And Smile  
Awhile;  
Nothing is gained by looking glum;  
Keep mum!  
Put your woes upon the shelf,  
Keep your troubles to yourself,  
And cheer up!





*Photo by Joseph Hitchcock*

## Paving the Way

For every hill I've had to climb,  
For every stone that bruised my feet,  
For all the blood and sweat and grime,  
For blinding storms and burning heat,  
My heart sings but a grateful song—  
These were the things that made me strong!

For all the heartaches and the tears,  
For all the anguish and the pain,  
For gloomy days and fruitless years,  
And for the hopes that lived in vain  
I do give thanks, for now I know  
These were the things that helped me grow!

'Tis not the softer things of life  
Which stimulate man's will to strive;  
But bleak adversity and strife  
Do most to keep man's will alive.  
O'er rose-strewn paths the weaklings creep;  
But brave hearts dare to climb the steep!

— *L. E. Thayer*