

GAS & ELECTRIC NEWS

ROCHESTER GAS & ELECTRIC CORPORATION

November, 1936

Vol. 20 - No. 10



The Beauties of Nature
Continually Remind Us
To Be THANKFUL.

Developing District Steam Service

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GROWING steadily throughout the years, public approval and acceptance of district steam service is now definitely being accelerated by advertising and education in other forms of so-called automatic heating. Without printed advertising district heating has slowly been selling its users and prospects on its advantages. One outstanding and unexcelled advantage is that heat is delivered "ready to use"—no boiler, stack, coal, ashes or other similar factor need be put up with or provided.

Additional and new steam customers added to the Company's steam distribution system in 1936, up to the present time, amount to over 20, with total requirements of over 60,000,000 pounds of steam per year. This is equivalent to

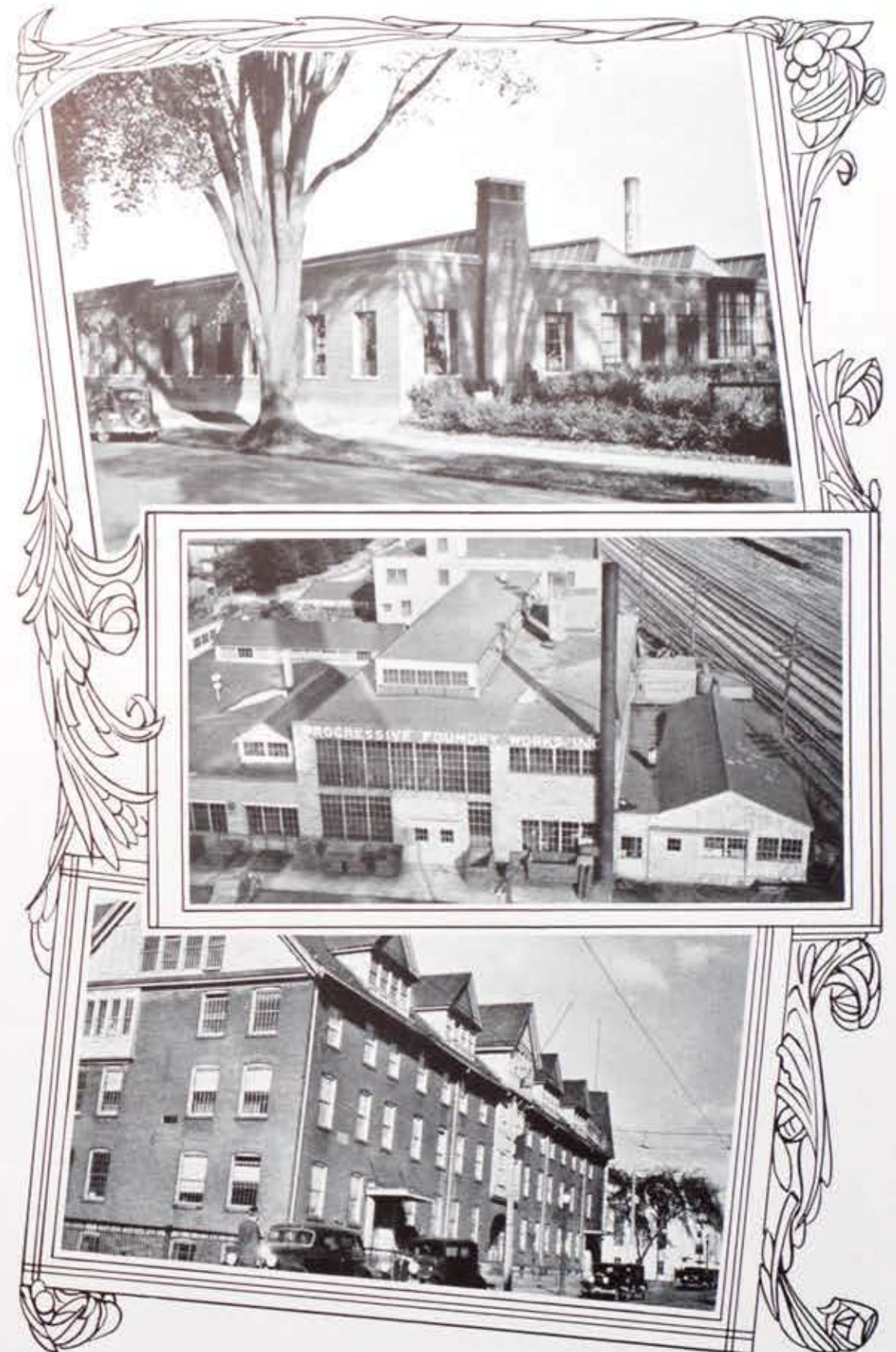
the burning of about 4,600 tons of coal, a part of which will now be burned in this Company's larger, more modern and more efficient plants to the benefit of everyone thru greater cleanliness in the community.

Our illustrations show four of these new steam customers—the Rundel Building (Rochester's magnificent new library building which will excite your admiration and encourage your use of free educational facilities); the Hickok Mfg. Co. (belt, suspender and buckle makers to the nation, whose plant is being served from a branch main off the new and rapidly growing Aplo (Bond Clothing to you) steam main; the City Hall Annex (once a hard collar factory and now in this

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Rundel Memorial Library "snapped" from the west end of the Court Street bridge. Such a beautiful edifice, housing as it does thousands of beautiful books and works of art, MUST be kept scrupulously clean. Steam heating makes this job easy as it eliminates boiler, stack, coal and ashes and brings heat to the building—tailor made and "Ready to Use."



Steam heating has an all-around, diversified appeal to business and industry. It saves space formerly occupied by private heating plants and gives a maximum of CLEANLINESS, a big factor in many businesses. Here are three diversified classifications of steam heating customers: Top, The Hickok Manufacturing Company; center, The Progressive Foundry and bottom, the City Hall Annex on Court Street. These customers all appreciate "Ready to Use" steam.

Steam Service

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age of more freedom in dress, if in nothing else, a buzzing hive of City governmental activities) and the Progressive Foundry (a customer who temporarily tried out an other type of heating but who is now back "in the fold" using our "clean, convenient, dependable and more economical steam service").

Among the other new steam customers are "as usual, of course, 100% of the new buildings in our steam territory." This only means three relatively small buildings right now but with increasing building activity our number of customers is bound to rise.

The steam business has also benefited from the general increase in business activity thruout the City. The clothing companies, laundries, and canning factories, as well as other industries, are all using increasing amounts of the Company's steam.

The enlarged and rebuilt new store of Weis & Fisher on South Clinton Ave., as well as the ever growing National Clothing Co., and the inspiring St. Luke's Church are now also using steam service.

Appeals to Building Owners

Steam service appeals so favorably to building owners, operators and tenants who hear about it so that we receive numerous requests for steam for properties located in all parts of Rochester, and occasionally even outside of the City limits. To prospective customers located at relatively long distances from our existing mains, we must reluctantly and definitely say "No service is available." However, we are often able to be of assistance in such cases by giving the prospect useful suggestions concerning the operation of their present heating and industrial steam plants.

So—from libraries to foundries and from churches to plumbing supply

shops, steam service thru us generally acknowledged advantages is steadily becoming of more service to owners, to tenants and to this community.

Vice-President Haftenkamp Bags His First Bear

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they could do getting the trophy down the mountain; and what a celebration all the men had when they got back to camp. Shooting one's first bear is something like crossing the equator for the first time, or getting a shot in one at golf; it's a grand and glorious experience for a hunter, especially when he hits a vital spot the first shot.

Baird Robinson later shot a deer as did one of the guides. Bill Hughes "shot" some very nice pictures which add visual verification to the event. It was a virile week in the wilds, with good weather, fine food and a half of a French-Canadian's house to live in. All these men, with the exception of Johnny Baker are in the two hundred pound or over class, ringside. Baird, who lifts the beam at two hundred and ten, said it was just his luck to draw Vick Hoddick for a sleeping partner. Vick goes about two hundred and forty in his stocking feet and Baird had a tough time keeping enough covers on him to stay warm.

As for Mr. Haftenkamp, he could well have slept out of doors. The thought of that bear skin together with the friendly pats on the back his fellow hunters gave him was enough to keep him steamed up for the entire week.

We reproduce a picture of the bear and his nemesis. Hap Ward showed it to us and said, with a twinkle in his eye, "Joe is the one with the smile on his face."

Sergeant: "Did you shave this morning, Jones?"

Recruit: "Yes, sir."

Sergeant: "Well, next time try standing a bit closer to the razor."