

RG&E

NEWS

ROCHESTER GAS and ELECTRIC

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Nos. 1 and 2



BE SURE TO READ PAGE 5—REPORT ON COMPANY OPERATIONS FOR 1949

Abraham Lincoln

said:

1. You cannot bring prosperity by discouraging thrift.
2. You cannot strengthen the weak by weakening the strong.
3. You cannot help strong men by tearing down big men.
4. You cannot help the wage earner by pulling down the wage payer.
5. You cannot further the brotherhood of man by encouraging class hatred.
6. You cannot help the poor by destroying the rich.
7. You cannot establish sound security on borrowed money.
8. You cannot keep out of trouble by spending more than you earn.
9. You cannot build character and courage by taking away man's initiative and independence.
10. You cannot help men permanently by doing for them what they could and should do for themselves.



There is some argument as to whether Lincoln or another statesman uttered the sentiments on this page but whoever said them voiced sound doctrine in these days of advancing Socialism.

WOMEN'S CHORUS PARTY

The R. G. & E. Women's Chorus gathered for a steak dinner and an evening of fun at the Rochester Turners Club on Feb. 9. Part of the entertainment was furnished by Joan Scollick and Jean McLaughlin, who gave their own interpretations of some very smooth song-styling. One of the games played was the Women's Chorus' version of "Stop The Music."

Among the guests at the party were, President and Mrs. Alexander M. Beebee, Mr. and Mrs. Harry Taillie (Harry directs the chorus), and Willis E. Hughes, manager of Employee Relations.

Thanks to the efforts of Freda McAdam, chairman; Mary Powers, Theresa Oster, Frances Andersen, Mary Benvenuto, and Vera Evgenedes, the party was a great success.

The Chorus has a number of new members, for which the party was a pleasant initiation. At a recent business meeting the following officers were elected for the ensuing year: President, Beatrice Schroeder; Vice-President, Stella Newton; Secretary, Edna Kensil; Treasurer, Audrey Drumheller. These officers, with Evelyn Hoestery and Frances Andersen comprise the Chorus' Executive Committee. The

Music Committee is: Geraldine Heath, Chairman; Vera Evgenides and Wau-neta Norris. The original Women's Chorus was organized quite some years ago. Due to economic conditions, however, its good work was temporarily suspended. At the Centennial Show, in 1948, the girls reorganized and, enthused by their hearty reception back in their old role, they have formed a permanent organization, patterned after the Men's Chorus.

They plan to make similar concert appearances, and will combine with the men for occasional combined appearances.



These contented people comprise the members of the R. G. & E. Women's Chorus, with guests, President and Mrs. Beebee and W. E. Hughes, and Chorus Director, Harry Taillie and Mrs. Taillie. The dinner (luscious steaks) was held at the Turn Verein, and the smiles on the faces of the persons shown indicate that the gathering was generally enjoyed. It was the first get-together dinner the group has enjoyed.

TRADING POST

FOR SALE: Imported Haviland Limoges China. Eleven cups, saucers, and plates. One each Sugar and Creamer. Two oval Sandwich Plates with open handles and eight Fruit Plates. Call GLENWOOD 6764M.

FOR SALE: Girl's Snow Suit, navy blue, size 12. \$6.00. Call GLENWOOD 0764M.

FOR SALE: Girl's ice skates, size 8; pair table lamps, 21 inches; Man's bowling ball. Call Adelaide Suter on Extension 271 or evenings CULVER 2970J.

FOR SALE: Philco console radio, Admiral automatic record changer and a record storage cabinet. May be purchased singly or complete. Reasonable. Call Cliff Dason, Extension 331.

FOR SALE: Maple Breakfast Set, including four chairs, table and pad. Also, a kitchen sink. Call GLENWOOD 0187 or Extension 371.

WANTED: Two-bedroom apartment, prefer northwest section, range and refrigerator if possible. One child. Will pay to \$55.00. Please call J. Burleigh, Extension 606.

FOR SALE: Man's white roller skates in excellent condition. Will sell for ten dollars. Contact Jack Fichtner. Extension 586.

WANTED: Five rooms for four adults (two veterans). Will pay \$10 to \$15 per month. Call GLENWOOD 7858R or Extension 594 and ask for Walt.

FOR SALE: New Electrolux vacuum cleaner. Call Sam Poletta, CULVER 5509.

WANTED: A G-E Home Workshop. Please contact Ralph Donehew or Wilbur Seils at Extension 620.



At Jim Young's retirement party, back row: Clarence Stevens, Thomas Morris, Joan Scollick, John Fredericks, Mable Rohr, Michael Ferrara, John Dason, and Michael Cox. Front row: Peter Versprille, Stanley Dauphinee, James Young, Mrs. Young, Ray Myers, Florence DeWitt, and Fred Scavone.

RETIREMENT PARTY FOR JIM YOUNG AT MOUNT HOPE EXEMPTS CLUB

Jim Young, who is one of the handiest and most efficient carpenters ever to come up out of General Maintenance Carpenter Shop at East Station to do the hundred and one odd jobs required of Ray Myers' Office Maintenance staff, was recently honored guest at a retirement party, held at the Mount Hope Avenue Firemen's Exempt Club. Folks from many different departments, with whom Jim has rubbed shoulders over the past many years, were on hand. An impromptu reception preceded the dinner and Jim got his hand-shaking apparatus in shape for the cordial grips which came later.

During dinner, songs were sung under the leadership of Michael J. Mancuso, husband of our own Bessie Mancuso, of the Andrews Street Telephone switchboard, and Joe Kopler, of the Engineering Department. Alethe Brown, Engineering, did a good job as volunteer pianist. Ray Myers, Office Maintenance head, spoke in praise of Jim, who has worked for him for some years, as did John Fredericks, head of the Engineering Department, and John Baker, of General Maintenance. Among the entertainment features were songs by Joan Scollick, sung in her own inim-

itable styling, and some very clever piano interpretations given by Norton Howard.

Jim Young has been with the R. G. & E. since 1916 and he will be missed both for himself and for his good work. Besides a host of well-wishes, Jim received from his friends and associates an electric table saw, which will help to keep him "out of mischief" in the days to come, and enable him to enjoy a little "cutting up" once in a while.

Enjoying the dinner at Jim Young's farewell party are, reading clockwise: Jim Young, Mrs. Young, Leo Brazill, Mabel Rohr, Stanley Dauphinee, James Mallon, Clyde Warren, Edward Schipper, Ray Myers, and Florence DeWitt.



THE PRESIDENT'S PAGE



REPORT ON COMPANY OPERATIONS FOR 1949

We have all been interested to see what the Company's operating figures would show at the end of the year. This is of especial interest since we have now become an independent operating company. The table given below shows the results and you will note that our earnings, after preferred dividends, are lower than a year ago by some \$315,421. You will recall that for some time, due to a number of problems, we have anticipated that our earnings would be less than a year ago, and we have all been doing our best to keep this loss to a minimum. During 1949 we were plagued with unusually low water in the river, unseasonably warm weather and expenditures of large sums of money for changes in our underground system, by reason of the State and City street improvement work. We also have had rises in the price of coal, wages, taxes, and other expenses. We hope the worst is now over and from here on will begin to show steady improvement.

Operating Expenses Increase Over Million

The table below will give you the highlights of our figures for the year. You will note that the money we have taken in during the year increased by \$2,035,824 but that our operating expenses went up \$1,022,731. These operating expenses would have been much higher but for the economy which resulted from the operation of the first unit at Russell Station and the efforts of all our employes to do our best to operate as carefully as we could. Our taxes increased by \$755,499, so that we end with an increase in income before all interest charges of \$284,702.

However, you will note that the interest on our bonds and preferred stocks, which we had to sell in order to pay for part of our construction program, increased by \$600,123, so that

we had left over, as earnings available for the Common Stock, \$315,421 less than a year ago. In fact, after paying the common stockholders for the use of their money, we had left over, for reinvestment in the company, only \$163,770 out of our gross revenue of nearly 30 million dollars. Further details will appear in the Annual Report which will soon be available to all employes.

Tax Increases Eat Earnings

I know we all hope the results of our operations a year from now will show a marked improvement. Our estimates for this next year show a nice increase in revenue, due to increased loads. The discouraging factor, however, is that our increase in taxes this year will eat up approximately half of our increased income, leaving only the remaining half to pay for added operating expenses, wages, and interest on our investment. *It is significant that our total tax bill is more than double the Common Stock earnings of the company and is more than half of our total salaries and wages, which is our largest expense item. Taxes exceed our cost of coal, oil, and natural gas used in producing the gas, electricity, and steam served to all our customers. This is something that we all, as employes, must think about when programs of government spending are considered.*

However, many of the problems that confronted us a year ago have been overcome and, when some of the economy from our new construction begins to be realized, together with your loyalty and help, I feel certain that this current year we shall be in a position to show better results. Throughout the year I shall keep you posted on our progress.

Alexander M. Beebe
President

MORE BUSINESS — LOWER NET RETURN

	1947	1948	1949	(Increase or Decrease) 1949 vs. 1948
Total Amount Invested in Plants.....	\$101,800,000	\$115,400,000	\$121,600,000	+\$6,200,000
Total Operating Revenue.....	25,577,741	27,954,725	29,990,548	+ 2,035,824
Operating Expenses.....	16,909,973	19,550,623	20,573,354	+ 1,022,731
Taxes.....	4,525,118	4,235,519	4,991,018	+ 755,499
Total Expenses and Taxes.....	21,435,091	23,786,142	25,564,372	+ 1,778,230
Available for Interest Charges.....	4,142,650	4,168,583	4,426,176	+ 257,593
Other Income Net.....	13,673	10,411	37,520	+ 27,109
Gross Income.....	4,156,323	4,178,994	4,463,696	+ 284,702
Interest on Bonds, Preferred Stock, and Income Deductions	1,733,439	1,654,838	2,254,961	+ 600,123
Earnings for Year Available for Common Stock.....	\$ 2,422,884	\$ 2,524,156	\$ 2,208,735	-\$ 315,421

Rate and Economic Research Has the Answers

"Ask Harry Weitzman" is a phrase frequently heard around many of the various departments of the R. G. & E.

It means that when other departments want information on practically any business, governmental or utility industry subject, they appeal to the Rate and Economic Research Department, of which Mr. Weitzman is the Manager, located on the Sixth Floor of the Main Office building at 89 East Avenue, and they always get an answer.

If Harry and his capable staff do not know the answer right off, they know where to get it and the desired information is soon on the questioner's desk.

Probably the best thumb-nail description of Rate and Economic Research is that it is a "Service Department" to the Management itself. The work of the Department covers a wide field of economic research embracing electric, gas, and steam operations and rates; regulatory and statistical work

which includes the designing and filing of rate schedules, preparing exhibits for Public Service Commission and other regulatory agencies; rate research, rate interpretation and load research as well as the making of cost analyses and allocation studies.

Supplies Management with Data

Its economic research covers such phases as load and sales analyses and forecasting, statistical and general economic studies and market research and market surveys. It supplies the management with data and studies involving such matters as population, the City Subway, the Public Market, the State Thruway, the St. Lawrence Seaway and Power Project, the recently revived possibilities for redevelopment of Niagara Falls for power, and other various government activities.

In addition the Department has specifically assigned to it certain tax matters, the responsibility of handling

all street lighting contacts, sales and contracts, and franchise matters. The Rate and Economic Research Department also handles the property insurance of the company with its related problems of determining the kind and extent of coverage required, and the settling of related policy-covered losses resulting from accidents, fire, explosion and other risks. It also maintains a newspaper and magazine clipping service and research library for the management.

The Rate and Economic Research has also served in an advisory and editorial capacity in the publication of stockholders and employe annual reports and, recently, the employe booklet, "You and Your Company," the stockholder booklets "Ten Year Statistics" and "Introducing Ourselves to You..."

Through committee assignments over the years in the E.E.I., A.G.A.,

Harry Weitzman, front row center, and his staff in the Rate and Economic Research Department. In the picture, left to right, are, front row: Barbara Wehle, Marian Jensen, Helen Legler, Harry A. Weitzman, Dorothy Mosman, Kathleen McKay, and Helen Barry. Back row: Mary Macy, Alfred Spinell, John Kennedy, William Praeger, Otto Haege, Foster Burnett, William Weller, Frank Schmitt, and Calvin Kellogg. Joan Skelly is not in the picture.



At right is a photographic peek into the Rate and Economic Research Department, on Sixth Floor. The department performs many important functions and office space is arranged to provide a quiet atmosphere suitable for concentration on work at hand. In foreground are shown, right to left: Helen Legler, Mary Macy, and Alfred Spinell.



A.E.I.C. and the N.D.H.A., the Department has contributed materially to the initial publication of the A.G.A.'s GAS FACTS, to the N.D.H.A.'s Steam Rate Book and to the gas and electric industries' general acceptance of customer load and sales classifications and definitions.

Heads of Various Divisions

Functionally the Rate and Economic Research Department operates in 5 major divisions, as follows: 1. Rates and Economics, 2. Statistics, 3. Market Research, 4. Street Lighting Sales, 5. Insurance.

The Rate and Economics division is under the supervision of Foster Burnett, Statistics under Otto Haege, Market Research under William Weller, Street Lighting under Frank Schmitt, and Insurance under Jack Kennedy. Through these divisions, the Rate and Economic Research Department supplies the management, department heads and district managers with routine and specialized information of an historical, current, and potential nature and studies the probable effects of future, planned or currently possible work. The department is basically dependent upon the sales, general, and consumers accounting, plant inventory billing, purchasing, service, personnel, and the many operating departments for mutually required data and information for the benefit of the entire company, its customers, employes, and the territory served by the company.

R. G. & E. FACILITIES PUT TO TEST IN RECENT STORM

Trouble calls—nearly three thousand of them—came flying into the Electric Operating Departments on the wings of a gale that was recorded, at different times, to be upwards of ninety-five miles per hour. The weekend of January 14-15, 1950, was truly the "acid test" for our men and equipment.

All through the sleepless, restless night, clerks, telephone operators, radiomen, despatchers, linemen, and truck drivers fought the rampaging elements to a standstill. People from departments other than those directly affected offered their services in the capacity of errand-boys, cooks, and whatever odd jobs there were to be done on that Saturday and Sunday. Our Gas Department, which, under normal conditions, is in friendly competition with the Electrical Department, turned out complete, with men and trucks, to help in any job that was given them.

Scores of letters, from the people in the Rochester area who were affected by the storm, congratulating the R. G. & E. for its friendly, efficient action while under great pressure, are a well deserved testimonial to all those people who did such a fine job during this emergency. Howard Hosmer, Times-Union Columnist, wrote in his daily column. "Note to Alexander M. Beebee, president of the Rochester Gas and Electric Corporation: No one

has to tell you that if anyone took a whipping in the wind, it was your crewmen. But, by Sunday morning, when they should all have been tuckered out, the three Samaritans who came to our house to see why things weren't working were all affability, efficiency, and pleasantness. They did even more than they had to, got us in working order and moved off quietly to make somebody else happy. . . ." Another patron of the R. G. & E., Clarence W. Carroll of Spencerport Road, in a letter to Mr. Beebee, said, "The repair force of the Rochester Gas and Electric Corporation deserves a big vote of appreciation for so quickly completing the stupendous job of restoring service after the big storm, and for a thorough checkup of consumers' requests. Unfailing electricity has come to be so taken for granted by everyone, just like sunshine or rain, that an interruption ranks almost as a phenomenon."

President Beebee, who himself spent several hours at the switchboard and helping in whatever way he could expressed his sincere gratitude to his employes when he said, "I wouldn't care to mention any one person's name, nor any group of names in praise of your efforts, for, were it not for the spirit of friendly co-operation that has always evidenced itself in the R. G. & E. this tremendous job could never have been done in such an expeditious and efficient manner."

ARTHUR P. KELLY, *Editor*

CARL E. SCHOEN, *News Editor*

GEORGE BUTLER.....*Third Floor*
 JACK FICHTNER.....*Electric Distribution*
 GRANGER GREEN.....*Sodus*
 MARY GIBSON.....*Fourth Floor*
 ARDEN HOWLAND.....*Employee Relations*

KAY MATTLE.....*Gas Distribution*
 SYLVIA ELSE.....*Main Floor*
 MARY KIRKPATRICK.....*Second Floor*
 VIRGINIA WHITCRAFT.....*Fifth Floor*
 KAY SCHAFFER.....*Fillmore*
 VIRGINIA HUNGERFORD.....*Belmont*

RICHARD HENRY.....*East Station*
 WESLEY STREITLÉ.....*Transportation*
 HENRY MACGREGOR.....*Steam Division*
 LAWRENCE DEBACK.....*Wolcott*
 MARGARET BURNS.....*Canandaigua*

R. G. & E. News in New Size

Beginning with this issue the R. G. & E. News appears in a new and larger page size which will permit better arrangement of articles and pictorial layouts. One of Editor Floyd Mason's last jobs with the company was the designing of the new format.

R. G. & E. GARDENERS URGED TO START EARLY

Garden time will be here before you know it and there are heaps of pre-season preparations that can be started now. There is no better time than these snow-bound winter evenings for planning the arrangement of that space in the back yard, or just what you are going to plant in that border along the driveway. This is a good time to peruse some catalogs to determine the advantages of one type hybrid against another.

All these and a host of other informative tips can be made available to you if you will simply contact Miss Molly Taylor or the R. G. & E. Garden Club

representative in your department. Better yet, why not join the Club this season and receive the wealth of valuable information that is sent to its members with no charge or obligation.

At the end of each season there is an exhibition open to all who wish to enter. The entries are shown in classified order on the street floor of the Main Office on East Ave. Through this medium you can clip that prize number that you have nurtured through the summer and display it in all its elegance for all to admire.

Why don't you join the Garden Club this season and share in the fun of so many others?

MALE CHORUS ELECTS OFFICERS

The R. G. & E. Male Chorus, entering into its eighteenth season, has elected the following men as the new officers of the organization. President, Henry MacGregor, Steam Distribution; Vice-President, Dewitt Pike, Industrial Department; Secretary, Elmer Smith, Electric Meter; and Treasurer, Albert Mura, Plant Inventory.

MEET CARL SCHOEN, NEW EDITOR OF THE R. G. & E. NEWS

Carl Schoen succeeds Floyd Mason as editor of the R. G. & E. News and will have his headquarters in the Public Relations Department on the Ninth Floor of the East Avenue Office Building.

Carl has been with the Company for three and a half years as a commercial representative in the Industrial Department. He is a member of the R. G. & E. Veterans Club and of the R. G. & E. Men's Chorus. He lives with his wife and 19-months old son at 140 Winstead Road.

Carl will need plenty of help in getting underway with his new job and all employes are urged to give him a hand with news items, concerning either their work or other activities. He can be reached by calling Extension 527.

Floyd Mason Embarks on Own Photographic Business

Nearly two hundred of Floyd Mason's fellow employes tendered him a banquet at the Liederkrantz Club on January 30th to mark his embarkation in his own business of commercial photography. Floyd leaves the R. G. & E. after twenty-eight years with the best wishes of the entire organization. During most of his 28 years Floyd served as editor of the R. G. & E. News. He will have his own studio at 100 Lakecrest Avenue and will welcome an opportunity to serve his friends in any capacity that calls for good photography.

At the farewell banquet the R. G. & E. Men's Chorus, with which Floyd has been associated since the beginning, presented a special program in his honor and a trio of young women "razed" him good-naturedly in a special parody. Supposedly hidden episodes in Floyd's life were revealed in a series of pictures with amusing, though somewhat exaggerated narrative, and various other stunts contributed to the gaiety of the evening. Floyd was presented with a television set with Harry Weitzman doing the honors.

Mrs. Mason was an honor guest along with Floyd and brief addresses were given by President Beebee and Vice-Presidents Robert Ginna and Ernest Howe, with Public Relations Director Arthur P. Kelly serving as toastmaster. The affair, one of the largest employe dinners in years, was concluded with everybody singing a song specially written for the occasion: "He's a Most Unusual Guy."



Carl Schoen, who takes over the reins on the R. G. & E. News staff from former editor, Floyd Mason.

SOME THINGS TO THINK ABOUT

First Communistic System Tried Out by Pilgrim Fathers and Failed Miserably

Communism or "collectivism" or whatever other name you want to call it, had its first real test in the early days of America and although the experiment was made under the very best possible conditions, it failed miserably, just as it is failing today.

Few people realize that the first communistic system was created on the shores of Massachusetts in the early 1620's. The story of it is told in the diary of William Bradford, second Governor of the Plymouth Bay Colony. Considering the perils which confronted them . . . surrounded by hostile Indians and with only meager provisions, it was not strange that the early settlers decided to pool their resources and share what they had in common.

And that's just what they did for the first two years. They built a common storehouse into which went whatever corn, fish, or fowl was obtained and from which each person was apportioned according to his need. It was just the sort of scheme to which Karl Marx, father of Socialism, would have given his hearty approval.

Never Enough to Eat

Somehow, however, there never was enough to eat. The people fell to grumbling and stealing from each other so that finally Governor Bradford, as he tells, in the quaint English style of those times, was forced to put into effect another system.

"After much debate of things," says Governor Bradford's diary, "the Governor ordered that they should set corne every man for his own particular, and in that regard trust to themselves . . . and so assigned to each family a parcel of land, according to the proportion of their number, and ranged all boys and youths under some families. This had very good success for it made all hands very industrious, so much more corne was planted than otherwise would have been by any other means ye Governor or any other could use. The women now went willingly into ye fields and tooke their little ones with them to set corne, which before would alledge weakness and inabilities; whom to have compelled would have been thought tyranie and oppression."

That change was probably the very

origin of America's successful economic system. And it started, not through plan or design, but through the failure of communism!

Governor Bradford's diary further points out: "This experience that was had in common may well evince the vanitie of that conceite of Plato and other ancients, applauded by some of later times, that ye taking away of propertie and bringing ye communitie into a common wealth would make them happy and flourishing as if they were wiser than God."

Governor Tells Weakness of Plan

The weakness of the communistic plan, the Governor wrote, was due to the fact "that ye yonge men that were most able and fitte for labor and service did repine that they should spend their time and strength to worke for other men's wives and children without any recompense. The strong, or men of parts, had no more in ye division of victuals and clothes than he that was weake and not able to do the worke the other could; this was through injustice. And for men's wives to be commanded to do service for other men, as dressing their meate, washing their cloathes, etc., they deemd it a kind of slaverie, neither could many husbands well brooke it."

And what happened after the communistic plan was abandoned. Did things go from bad to worse? Exactly the reverse, as Governor Bradford tells it:

"By this time harvest was come and instead of famine God gave them plentie, and the face of things was changed, to the rejoysing of the harts of many, for which they blessed God. And the effect of their particular planting was well seene, for all had, one way and another, pretty well to bring the year about; and some of the abler sort and more industrious had to spare and sell to others, so any general want or famine hath not been amongst them since to this day."

Here is a lesson for those who refuse to study history and profit from its lessons. The Pilgrim fathers learned from their early mistakes. It might be well for their descendants of 1950 to ponder the example.

TOM MORRIS SPEAKS FOR "MARCH OF DIMES"

At a recent Thursday meeting, in the Auditorium, Maintenance man Tom Morris spoke to the large audience on the timely topic, "March of Dimes." Tom asked for the privilege of testifying to the good works of that organization, and Tom, more than most folks, knows first hand what the ravages of polio mean to a family where a child is stricken. He also knows what a thrill it is to have the piled up hospital and operation bills wiped off the slate, through the kindness of those who dispense March of Dimes funds. This is because Tom's own child, Jimmy, went through the ravages of polio, spent months in a hospital, but finally came through with but a slight limp, after it had appeared that he would be badly crippled for life.

Proof of Tom's oratorical ability may be found in the fact that quite a few persons approached him after the meeting and said they wanted to give something to help combat the disease, all of which made Tom and Jimmy very happy when they took the contributions down to polio headquarters, where both of them are very well known for their enthusiastic help.

CELEBRATE FIFTY-FIFTH WEDDING ANNIVERSARY

Mr. and Mrs. Demas J. Kuhn, Genesee Valley District, recently celebrated their fifty-fifth wedding anniversary. Mr. Kuhn who, is part-time substation operator at The Ridge, has operated a farm for many years and at one time he had a thriving blacksmith shop, at The Ridge. He has one of the oldest Ford cars in this part of the country, which is now thirty-one years old and is still operating. It has taken he and Mrs. Kuhn all over the country, including trips to both the Pacific and the Atlantic coasts.

Mrs. Kuhn is a Past Noble Grand, of Starlight Rebekah Lodge, and was formerly District Deputy President of Livingston Rebekah District. Mr. Kuhn is also an active member of Belwood Lodge I.O.O.F., where he has been affiliated for more than thirty years. We extend our heartiest good wishes to Mr. and Mrs. Kuhn and trust they will enjoy many more happy years.

R. G. & E. Safety Council Opens New Meeting Room

The R. G. & E. Safety Council recently held its first meeting in the new meeting room which is located over the garage on Front Street. Many of the people in attendance recalled the last time this group convened it was in a rented room across Andrews Street in the People's Rescue Mission. The new room is dedicated to the cause of safety in all of the company's wide-spread operations and this dedication inaugurated a new schedule of safety meetings that will enable the Council to meet with all of the operating groups of the Electric, Gas, Steam, and Transportation Departments on an average of twice a week.

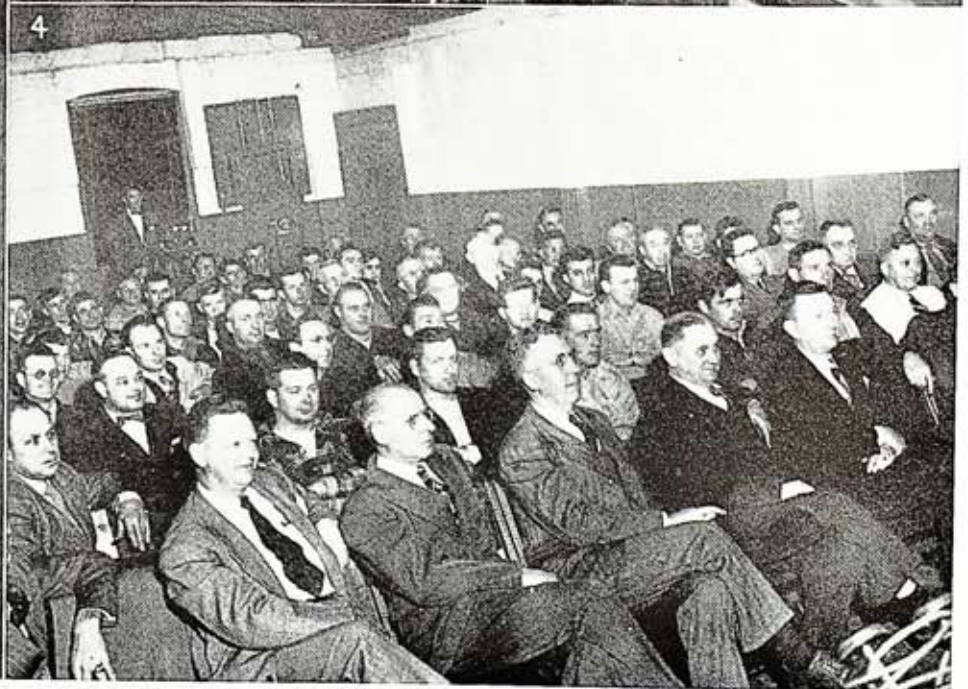
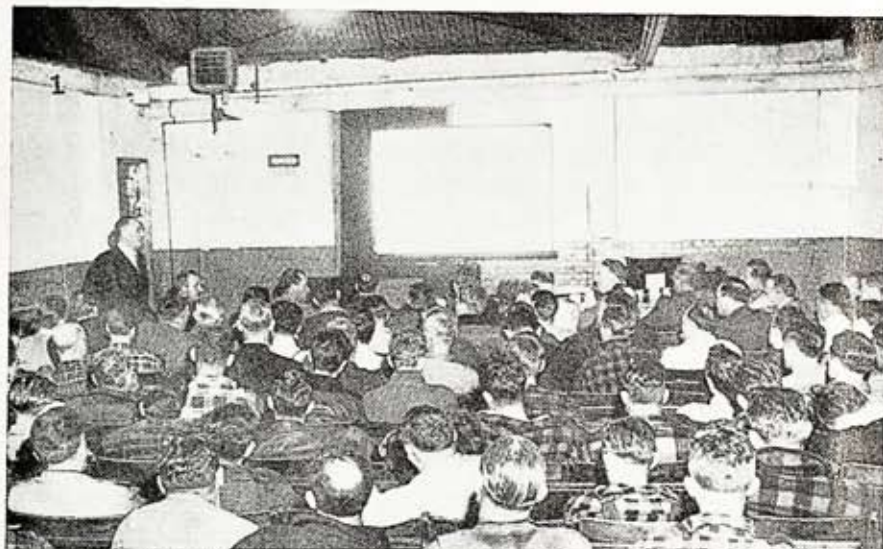
The Director of the Safety Council, Alfred H. Doud, presided over the meeting and introduced President Beebee who gave a short, but very vivid word-picture of what safety means to every individual who works for this company. He said, "A serious accident or a fatality is not usually caused by *one* oversight or safety-rule omission, but by a chain of those little, insignificant details which, when looked at by themselves, appear to carry little or no weight in the execution of his job at hand. If we can pay heed to those *little* details, the chain will be broken and the big job will be completed safely and in the shortest time." A little later

in the program, a film strip was shown which was very appropriate to Mr. Beebee's talk.

Meetings on Rotation Program

Regularly scheduled safety meetings will be held in the new meeting auditorium on a rotation basis. These will include sessions for all operating departments, as well as driver training classes for new employes, foremen, and classes and tests in the safe driving activity for employes generally. Walter Hildebrandt, Supervisor of Operations in the Transportation Department, is in charge of the driver training activity, assisted by Charles Daugherty, Walter

The pictures below show activities connected with the opening of the new meeting room at Front and Andrews Streets, where safety council meetings are held. Pictures 1 and 4 show groups of men in attendance at the first meeting in these new headquarters. In (2) are shown, left to right, President Alexander Beebee, W. Howe Kiefer, Howard Brown, James Cooper, and Clarence Grey. In (3) are safety supervisors Elmer Dowling, Thomas Quetchenbach, Donald Calderwood, Robert Stevenson, Charles Daugherty, and Frank LaLonde, with Alfred Doud seated at driving test apparatus.



recently presented the program, called "A Driver Selection and Training Program for the Rochester Gas and Electric," in the form of a comprehensive folder listing the essentials of the course. This program seemed necessary in view of an extensive summary of accidents made a year ago, which indicated that many of the minor ones could easily be prevented through proper driver training.

Many Try Tests

At the General Safety Committee meeting many department heads, including President Alexander Beebe submitted to tests. Future testing of drivers will be by departments and will proceed at the rate of four men each half day. Tests include matters of vision, color perception, driving practices such as turning, parking, backing, speed control, and general attitude toward safety. Drivers are checked on

all these and many more points during road checks, which are preceded by checks in the new meeting room on carefully designed equipment created for the purpose.

Safety Psychology

The program briefly mentioned will assuredly help to keep safe practices well in mind and build up not only a groundwork of what to do, but also a safety psychology which will back up actual training and practice with a proper mental attitude.

In the forefront of this safety work, not only for drivers but also for operating departments in their routine work are the following Safety Supervisors: Elmer Dowling, Electric Stations; Tom Quetchenback, Electric Distribution and Maintenance; Don Calderwood, Gas Manufacture; Robert Stevenson, Gas Distribution; Frank LaLonde, General Maintenance.

President Alexander Beebe was one of the first to show his enthusiasm for the many tests given to drivers and others in safety course being given to all Company drivers. He is shown at right, being put through a visual acuity test by Walter Hildebrandt.



It Pays to Send In Your Ideas!

During the past several months the following have received awards for their suggested ideas. Why not send to Miss Hoestery of the Employee Relations Department your ideas for improvements of Company operations and service? You may win a cash award.

LEON ATKINSON—*Line Maintenance Department.* Suggested an improved method of reporting pressures on gas filled cable.

ERNEST E. CARROLL—*Storehouse.* Suggested covering the bronze fittings on the nozzle of CO₂ fire extinguishers with rubber.

ROMAYNE L. DECKER—*R.G. & E. Bookkeeping.* Suggested the installation of separate meters in establishments that use electricity for both industrial and commercial purposes. This will mean a saving in the payment of taxes on sales of electricity.

SAMUEL DiTUCCI—*Gas Street Department.* Constructed a device which will help make the catching of gas pressure easier and much safer.

RALPH C. DONEHEW and CHARLES C. McTURK—*Station 3.* Suggested the installation of coal feeder alarms on boilers at Station 3.

ROBERT W. GILKINSON—*Chemical Laboratory.* Suggested that a shelf be provided in each furnace for the refractory muffle.

REGINALD W. KINGSBURY—*Electric Station Maintenance.* Suggested installation of signal bell in the Steam Room at Station 6.

RICHARD KRESS—*Electric Station Maintenance.* Suggested locking the door leading

into our transformer vault at the Rochester Brewing Company.

Suggested adjusting gates at the Stromberg-Carlson Substation so they open outward to avoid making contact with the 4150 volt bus structure.

CLARENCE LATIMER—*Electric Distribution Engineering.* Suggested a method improving the condition of the general utility table in the Mapping Records Department.

FREDERICK B. MARSH—*Credit and Collection Department.* Suggested that a survey be made to determine if the electric accounts are on the proper rate.

BRUCE R. McCAHAN—*General Maintenance.* Suggested the erection of signs showing length and class of poles stored at the Pole Yards.

EARL McDONOUGH—*Transportation Department.* Suggested moving the fence on the Lawn Street Side of the Main Office Parking area to the lot line, thereby providing extra space to park two additional cars and also room to erect a Despatcher's Office.

Suggested the use of a "courtesy card" on cars illegally parked on our properties instead of the present sticker.

ERWIN M. MORRIS—*Steam Distribution.* Suggested installing light near sectionaliz-

ing valves and platform of Steam Distribution System inside the Broad Street Subway.

Suggested repairing existing steam control at Riker Building.

WILLIAM J. NEARY—*Line Maintenance.* Suggested placing a sign "Rochester Gas and Electric Corporation" on the Front Street side of the Service Building.

HAROLD N. O'KEEFE—*Genesee Valley District.* Suggested an improved method of mounting a ladder on utility truck.

EMIL E. SCHNEITER—*Line Maintenance.* Suggested that when an engineer checks a pole which is to be replaced that he note on his orders whether or not it will be necessary for the Telephone Company to have men on the job when pole is replaced.

JAMES SKINNER—*Turn-on and Shut-off.* Suggested that a copy of the Turn-on and Shut-off order be sent to the Coke Sales Department so the salesmen could contact parties regarding fuel requirements before they moved into new location.

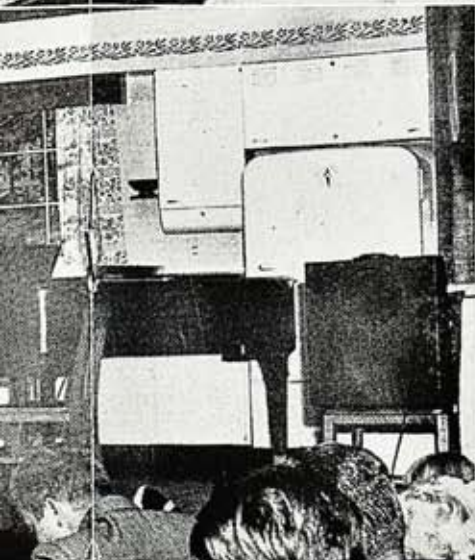
FRANK B. SMITH—*Station 3.* Suggested method of improving condition of roof at the No. 1 and No. 2 coal crusher house.

ARTHUR SUTCLIFFE—*General Maintenance.* Designed a device that enables the facing of flanges right on the pipe.

JOHN R. POWERS—*Gas Street.* Suggested the use of a hexagon socket wrench when changing general action valves.

ARTHUR G. WALTON—*Electric Meter.* Suggested installing a guard rail at the loading platform at Front Street Yard.





GI Childrens' Party and Other Social Events Help Swell the Good Cheer

The R. G. & E. World War Veterans Club this season again made a hit with the "small fry" of the represented families. Our pictures show some of the fun which was on tap. Festivities were held in the Basement Auditorium. Figure (5) shows the combined R. G. & E. Choruses, which sang at the Thursday morning meeting during the Holidays; Figure (9) shows the committee whose work made the affair a success, and Figure (10) is a scene from an Andrews Street party.



THE SOCIAL SPHERE

Mid-Year Party of the R. G. & E. Male Chorus

The Liederkranz Club was the scene of the recent mid-year party of the R. G. & E. Men's Chorus. Most of the thirty and more employees who devote portions of their time and much enthusiasm to this fine singing group were in attendance. The men came directly from work in late afternoon and had a full evening to devote to—just fun and “eats.” The dinner, which was of the nature of a glorified buffet luncheon was a great hit with everyone. Follow-

ing the dinner, the group broke up into units to play cards. Photographer Floyd Mason, who was recently retired, but who will sing with the Chorus for the balance of the season, was there to take the pictures.

This affair marked the seventeenth consecutive mid-year party of the Chorus, and many of the original charter members of the group were present to talk over old-times, when the Chorus started in singing just for fun to amuse

themselves. Perhaps one of the secrets of the fine success of the Chorus is that there have been a liberal sprinkling of parties during the past years and the men have become knit together by a spirit of camaraderie, which has become almost a tradition. These social events have had the enthusiastic support of President Alexander Beebe, who is a loyal friend and staunch backer of the activity.



At the Male Chorus Party, (1) President Howard Brown pours for Martin Scahill, left, and Cleon Goodwin, center. (2) Director Frank Houston, Al Mura, Assistant Director Harry Taillie, and Carl Schoen. (3) Rudy Hoffmeier, Chet DuPont, Herbie Zahn, and Danny Ambrose. (4) Clockwise, starting with the back of Johnny Purtell's head, then Fred Haefner, Dick Miller, Harold Rosentreter, Gus Farese, Schuyler Baldwin, Walter McKie, Howard Davey, and Henry McGregor.



Four singing waiters at the Male Chorus supper. Left to right: Johnny Purtell, Al Mura, Carl Schoen, and Bill Bellor.

New Faces

If the folks around the Main Office are wondering who the new girls are on the Mailing Department staff, there are five of them: Velma McCleave, Suzanne Latimer, Ann Taillie, Barbara Flaherty and Dolores Pollard. . . . Barbara Flaherty recently spent an enjoyable week-end traveling through Washington, D. C., Virginia and Maryland. . . . The Mailing Department was recently invited to attend a Valentine Party with the Customer's Accounting Department. Dinner, games (with prizes), and singing made for a very enjoyable evening.

ELECTRIC DISTRIBUTION PARTY

A gala Christmas Party was held by the Electric Distribution Department at the Ukranian Club. After a fine chicken dinner, Santa Claus distributed gifts. The evening was completed by a program of dancing. All who were there agreed that Thelma Carrese and Marie Yatteau did a grand job with all the arrangements.

Industrial Department Announces Change

Sydney Alling, Manager of the Industrial Department, recently announced the appointment of Edmund L. Spanagel as Supervisor of the Industrial and Commercial Division of that department. This position was formerly filled by the late Leo J. Sullivan.

The Women's Chorus

For all you girls who love to sing,
The Women's Chorus is just the thing,
We're roping in a few more gals,
So come and join your singing pals,
Altos, sopranos and seconds, too,
There's room for all in our fine crew
It's the chance of a lifetime, come,
bring a friend,
This is the Clarion Call we send.
Our pianist is tops, our Director's grand.
Herbie Zahn pounds the ivories,
Harry Taillie's in command.

VETERANS' CLUB PLANS ANNUAL BANQUET FOR THURSDAY MARCH 23

The biggest social event of the year for R. G. & E. World War Vets is their Club's Annual Banquet. This year it promises to be bigger and better than ever, according to the various committees in charge.

Highlighting the affair to be held at the Liederkrantz Club will be the installation of the Club's new officers. Entertainment and a very attractive and generous menu will round out the banquet program along with the usual fun any big gathering of this group has.

Advance ticket sale is on now. Tickets are \$2.00 per member up to March 20, \$2.25 after that date. Tickets may be obtained from departmental representatives or from any present officer of the World War Veterans' Club.

Banquet starts at 6:30 P.M. Liederkrantz Club, 660 Main Street West, Thursday, March 23rd.

SATURDAY POST TO CARRY ROCHESTER STORY MARCH 18TH

For more than a year the Saturday Evening Post has been running a series of stories on American cities. Naturally they saved the best until nearly the last and the article on Rochester has therefore been delayed. However, it will appear in the Post in the issue of March 18th, which will be on the newsstands on Wednesday, March 15th. Andy Ehman, at the R. G. & E. newsstand, has ordered an extra supply but it will probably be exhausted speedily.

Emerson Underwood, Ruud representative, presents Daniel Dronkers, Matthew McBride, and William Mackie with the prize turkeys they won in a Water Heater Sales contest.





Clarice Carter, Payroll Department, who has announced her engagement to Ronald Miller.

MAIN OFFICE

Helen Jakeman of the Unit Book-keeping Department started the new year by receiving a very lovely diamond ring. Helen's fiance is Ralph Hotchkiss and she reports that wedding bells will probably ring this summer.

George Elmer, from the Collection Department, recently spent a week at Lake Placid. Although there was no snow available for skiing or other winter sports, George reports that he had a very enjoyable winter vacation.

Christmas Eve marked the engagement of Rosemary Hernt, Credit Department, to Albert McEntee. Rosemary is very proud of her diamond and rightfully so . . . it's beautiful.

Danny Kennelly, who used to work in the Tabulating Department before he joined the Army Air Force, was home on furlough during the holidays. All his friends on the second floor were very glad when he dropped in for a visit. It was generally agreed that he looks very handsome in his new uniform.

Marion Reynolds has disclosed the identity of the boy to whom she is engaged. He is Jimmy Manion and he works at Kodak Office.

The annual Christmas party of the General Accounting Department was held at Brook-Lea Country Club. Among the guests who enjoyed a turkey dinner were Mr. and Mrs. Robert E. Ginna and Gertrude Rinker, former supervisor of the Payroll Department.

Herbie Zahn, pianist for the Men's and Women's Choruses, entertained through dinner. Harold Rosentreter, West Station, sang two numbers and the MEMMETS, consisting of Evelyn Carstairs, Terry Oster, Molly Taylor, Mary Benvenuto, Shirley Hyland, Edna Kensil, and Mary Gibson sang three numbers among which was "Rudolph the Red-Nosed Reindeer" with "Shorty" Goodwin as the reindeer. Last but not least was a skit, "A Day at the Office" by the Pencil Pusher Players, including in the cast: Harold Vick, Vera Evgenides, Paul Briggs, Fred Peiffer, and Ralph Jennings. Dancing to the music of Pat Bassetts' orchestra wound up the evening.

Jean Doherty, of the Payroll Department, was recently honored at a luncheon at Lorenzo's. Jean has left the department to assume her duties as full-time housewife for her husband, Bob.

The Mailing Department's loss is the Payroll Department's gain. Janet Wagner has been transferred to Payroll.

Anne Whelan and Loretta Hansen of the General Accounting Department enjoyed their Christmas holidays with their families. Anne travelled to Buffalo and Loretta all the way to Plainfield, New Jersey, to make the song "I'll Be Home for Christmas" a reality instead of just a dream.

John and Betty Robinson . . . John works in Gas Househeating Sales . . . announce that they now have two John Robinsons in their family. John, Jr., was born on January 27th and weighed in at 8 pounds 11 ounces.

The jewelry stores have been doing a brisk business in diamond rings, especially for General Accounting girls. Edna Kensil (Payroll) has announced her engagement to Norm Coates (Contract), Clarice Carter (Payroll) to Ronald Miller and Beatrice Schroeder (Treasury) to Paul Briggs (Corporate). You can see that General Accounting certainly gets along fine. Our best wishes to all.

The Domestic Sales Department held its annual Home Service Christmas Breakfast—at the crack of dawn the day before Christmas. Art Coles playing the role of Santa did justice to all his co-workers, the only complaint Art has is that the chimney Larry Fridley built was just a wee bit too small.

Melrose Franklin from the Home Service Department has decided to

make traveling her avocation for 1950. She certainly started out with a bang, spending New Years Eve in Michigan.

The Coke Sales Christmas breakfast was held in the Home Service basement. Schuyler Baldwin, acting as Chef, supplied the boys with some delicious pancakes. Climaxing this feast was a grab-bag and the exchange of greetings.

A Christmas party was held at the home of Mrs. Bullock who entertained all of the girls in the Coke Sales Department.

Aletha Scutt from the Home Service Department attended a formal Inter-Fraternity ball at Alfred University where her fiance is a student.

ELECTRIC DISTRIBUTION

On January 11th, a son, Ronald was born to Mr. and Mrs. Gilbert Gruendike. Gil is employed in the Subway Department.

A 7 lb., 2 oz. baby boy, Fredrich James, was born to Mr. and Mrs. Fred Austin on the 12th of January. Fred is employed in the Electric Station Maintenance Department, and Mrs. Austin is the former Fran Smith of Cashier's Department.

Bonnie Lee, the 16 month old daughter of Mr. and Mrs. Bob Ewart, is now a big sister to their new arrival, Thomas Allen. Tom was born on the 15th of January and his proud father is employed in the Subway Department.



Edna Kensil, Payroll Department, whose engagement to Norman Coates, Contract Department, was recently announced.

Testimonial Dinner for Edmund C. Schenk

Employees of Station 3, load despatchers and friends held a year-end party and paid tribute to Edmund C. Schenk in honor of his forty years of service with the company. The guests numbered over a hundred and among them were President Beebee, Ralph McCumber, Lynn Cooley, Seward Summers, Julius Schenk (Eddie's brother) and a group of R. G. & E. Station 3 pioneers. It was quite a reunion, with the old-timers giving the "Young-Uns" some inside dope on the conditions years ago as compared with the present.

The main event of the evening was the presentation of a new television set to Eddie as a memento of his years of service by his fellow employees. A steak dinner, refreshments, cards, and an old-fashioned "gab session" completed the evening's fun.

In the pictures, left to right: No. 1, Portice Newton, Angelo Zambuto, Don Thomas, Jack Dailey, Frank Schwind, Ray Selbig at the piano, Wally Whelan, and Ed Byrne. No. 2, Ray Elter, Wally Bond, Ted Camelio, "Mac" Pellone, and Mike McMahon. No. 3, back row: Bob Bommele, Gene Waterstraw, Justin Price, Johnny Kress, Jack Dailey, Bill Wilkinson, and Bob Koprowski. Front row: Gene Michaud, Frank Schwind, Jim Murphy, Harold McDowell, and Harry Sheetz. No. 4, Seward Summers, Julius Schenk, Ralph McCumber, Eddie Schenk (guest of honor), William McCort, and Bill Hughes. No. 5, Guy Chaddock, Master of Ceremonies; President Beebee, Eddie Schenk, and Winfield VanHorn.

GAS DISTRIBUTION

Richard Beisheim, who is a mapper in the Gas Distribution Department and Alberta Martin of Electric Distribution were married on February 25th. Congratulations and Good Luck!

George Greenwood, Gas Distribution Purchasing Clerk, has returned to his duties after an eight-week sick leave.

The end of the year 1949 saw a marked increase in the birthrate of the Gas Department. The contributing factors to this condition were the respective wives of Charles Bieler, Househeating Service, Glenn Losey, Gas Shop, and Philip Sudore, Gas Street. The Bielers had a son, David Bruce, 9 lbs. 8 oz., on November 16th; the Loseys, a daughter, Rita Carol, 7½ lbs., on December 20th; and also on December 20th, the Sudores had a son, James, 6 lbs., 9½ ozs. Rochester Made Means Quality.





Group at party given at the home of Martha Davis in honor of Edna Parno, Payroll Department, who recently became Mrs. Peter Michaels. Shown, left to right, are, back row standing: Rosalie Bridgeman, Katherine Cain, Evelyn Cassidy, Anne Whelan, Alice Longbine. Center row: Loretta Hansen, Ann Cassidy, Mary Killeen, Edna Parno, Teresa Gleason, Theresa Oster, Evelyn Carstairs, Lillian Fay. Front row: Virginia Whitcraft, Martha Davis, Dorothy Letson, and Mary Gibson.

EAST STATION

December 17th, 1949, marked the arrival of Michael Dennis Magee, 9 pounds, into the family of Mr. and Mrs. William Magee. Bill, who works at East Station, now holds the commanding hand of "two pair" . . . two boys and two girls.

WOLCOTT

Charles Pollay, trouble-man at Cato, and his son, Charles, Jr., went deer hunting and within an hour after they started, "struck" venison.

Herbert Miner, manager of the Wolcott office, and widely known Wolcott sportsman, who was formerly one of the outstanding athletes of this area, was honored with a life membership in the Wolcott Conservation Club. Herb, who was secretary of the club for a number of years, is the second person to receive the honor.

Jean Peet, a 1949 alumna of Cornell University School of Home Economics, began her duties as home demonstrator with the Wolcott R. G. & E. on January 16th. Jean replaces Anne Lyng, of Webster, who was transferred back to Rochester. A farewell party for Anne was given by the Sales Department, at the Chocolate Shop.

A son, Arthur Carl, was born to Mr. and Mrs. Howard Ellsworth on January 13th. Little Arthur was born on his sister Marcia's first birthday. Howard, better known as "Sailor," is trouble-man at Wolcott.

BELMONT

December was an eventful month for the R. G. & E. in Belmont in more ways than one. Both Bill Crandall and Harry Rice became proud papas. Connie Crandall was born on December 5th and, about three weeks later, on December 28th, little Michele Rice made her appearance. Congratulations are in order.

Lynn Mathern, manager of the Belmont office, and his wife, recently spent their vacation visiting California. They saw the Parade of Roses and the Rose Bowl game in Pasadena.



Partyites shown in the picture, which was taken at the Forty and Eight Club are, left to right: Mary Gertner, Alfred Doud, Edith Russell, Charles Royce (who was making a wisecrack at the time photo was taken), Margaret Settle, Ralph Crittenden, and Evelyn Beideck.

LAKE SHORE

Employees of the Lake Shore District held their Christmas party at Lotus Lodge on Sodus Bay. Lawrence DeBack and Lew Mayeu did a good job of making arrangements for the party. Exchange of gifts, a brief talk by Graydon Curtis, District Manager, and Ralph Mason's motion pictures of his recent trip to Honolulu provided entertainment. Ralph claims the emphasis of the hula dance is on the hands and arms. From his pictures we wonder!

Norma Warren, daughter of Chester Warren, was recently married to Richard Reynolds. The wedding took place in St. John's church at Sodus.

In between rehearsals for his daughter's wedding Chet Warren took time off to hunt deer in the southern tier. Chet was rather reluctant to tell us of his luck other than to say that his party got their share.

EAST ROCHESTER

Harold and Jean Gaudion announce the arrival of a brand new 7 lb., 7 oz. baby girl on January 18th, 1950. Harold is a gas troubleman out at Jack Tobin's headquarters. This is the second girl to arrive in the Gaudion family, the other being Karen, who is 8.

THE DAY THAT SANTA CAME TO THE R. G. & E.

The joyous spirit of Yuletide ran high at the recent R. G. & E. Veteran's Children's Christmas Party which was held in the Main Office Auditorium. Everything that would stimulate and brighten a little tot's heart and appetite was presented to the kids as the afternoon rounded out into an "honest-to-goodness" party.

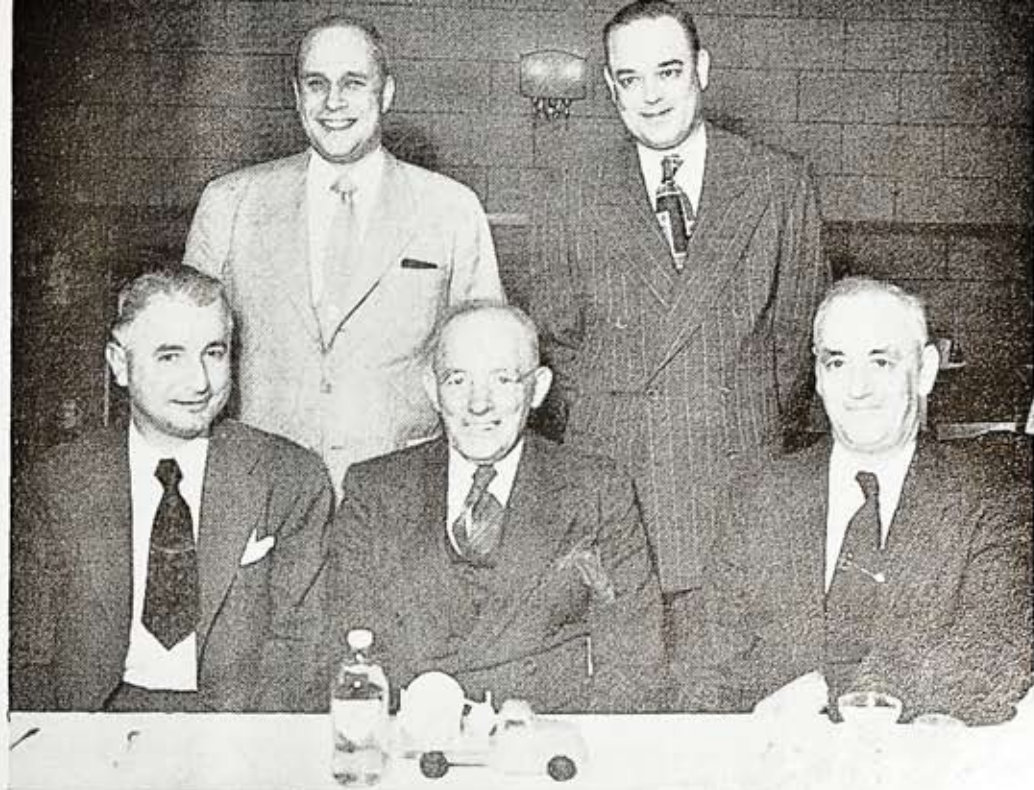
President Beebee was on hand to say a few words of greeting and to wish all a very merry Christmas and the happiest of New Years. Three of our girls, Hazel Leake, Kay Mattle, and Teresa Gleason assisted immeasurably where fumbling male fingers were trying to remove snow-suits, leggings, etc.

A program of fine entertainment held the enthusiastic attention of the parents as well as that of the kids. The show included songs by our own Danny Ambrose who was ably assisted by his little daughter Karen. Karen sang a song about a red-nosed reindeer whose name ranked top popularity at that time. A Mr. Tuttle proved to all present that anyone can whistle "just like the birds." Then he proceeded to bring down the house with the tap dancing antics of two little wooden figures on a flat board.

Joe Kopler did a deluxe job as Master of Ceremonies and favored the group with two or three solos on his electric banjo.

Of course, the feature attraction of the whole afternoon was the appearance of old Saint Nick, Santa Claus himself, in the person of Ed Phillips. He entered the auditorium in a glorious flurry of squealing excitement and proceeded to live up to his reputation of jolly generosity by distributing stockings filled with candy, whistles, books, and toys to each and every child. He climaxed his visit by ordering ice cream and cookies for all.

Recent breakfast meeting at the Canandaigua offices showing, left to right: Dominic Campagna, Gordon Ross, from Rochester office, Jack Clauson, and Rose Camella.



A retirement party was held recently for Charles VanTassel of the Transportation Department. Along with other gifts, "Van" received a replica of the cable truck which he drove for many years. Shown in the picture are: Schuyler Baldwin, James Coyne, Mallory Loos, Charles VanTassel, and Louis Butler.

CANANDAIGUA

The annual Christmas party of Canandaigua District employes was held at the American Legion Home. Dinner was served to about 90 persons. This year's party included the wives and husbands of employes. Phil Thomas as master of ceremonies introduced Ralph McCumber, General Manager of Electric and Steam Operations, who attended with Mrs. McCumber. Mr. McCumber presented a 15-year pin to John Byrnes, a Canandaigua lineman. Other guests were Mr. and Mrs. Thomas M. Cougevan, William Mills, and Bert Smalley, retired company employes. Singing of Christmas carols, with Mrs. Stuart Moore at the piano, followed by dancing, completed the evening's entertainment.

A general meeting of all Canandaigua District employes in the form of a Christmas breakfast was held in the Home Service Kitchen. Mrs. Parry served home-made rolls, coffee and a delicious concoction of scrambled eggs and chipped bacon.

J. Gordon Ross, head of the Commercial Service Department, was introduced by Philip Thomas, District Manager. He discussed the recent stock sale and told what it means to employes. Then picture slides were shown depicting district activities, load growth statistics, together with men and women, and equipment who make the district click.

Employes of Canandaigua District honored George Scott at a testimonial luncheon held in the Home Service Kitchen on December 28th. George

retired as of December 31st after 16 years of service in the gas street department. Toastmaster Phil Thomas introduced Lynn Bowman, Assistant Superintendent of Gas Manufacturing who spoke briefly on the old days of Canandaigua Gas Plant. That theme was expanded by Thomas Smith, Gas Superintendent of Canandaigua District, who recalled many incidents of interest in "Scotty's" career with the R. G. & E. Employes of the district presented "Scotty" with a purse of money. Other guests were Tom Cougevan, Pete Hilliard, and Bert Smalley, retired employes.

FILLMORE

Agnes H. Pagano is a new office employe at Mount Morris. Agnes is replacing Barbara Panek, who is leaving to join her husband at Brockport, where he is attending college.

Wilson Kopler, Genesee District Office Manager, and George (Buck) Aldrich, Genesee District Sales Manager, were participants in the Fillmore Rotary Club Ole Time Minstrel Show, "Corn Pone Capers."

Austin Morris is the new salesman at the Fillmore Office. Austy is replacing Irvin Hill, who is now a plant operator at Wiscoy.

Florida was wet and dreary on Christmas day, according to Roger Mills, Appliance Service Supervisor. Roger and his family vacationed in the "Sunshine State" recently for two weeks, spending most of the time sight-seeing—while it wasn't raining—and visiting Roger's Mother and Dad.

Government Should Tax Present Untaxed Federal Power Projects Rather Than Place Added Burdens On Industries Now Carrying Heavy Load

Three R. G. & E. executives took part recently in a symposium on company plans, problems, and accomplishments, held at a joint meeting of the Rochester Engineering Society and the Rochester Section of the American Society of Mechanical Engineers. They were President A. M. Beebee, Ralph McCumber, General Manager of Electric and Steam Operations, and Leo East, General Manager of Gas and Engineering Operations.

Messrs. East and McCumber told how company facilities in all departments had to be greatly expanded in order to meet the ever increasing demands of industrial, commercial, residential, and farm customers and gave detailed description of some of the new plants, lines, and equipment.

A \$56,000,000 Program

The R. G. & E. expansion program entails the expenditure of \$56,000,000 over the five-year period from 1947 to 1952 and President Beebee outlined some of the problems connected with the financing and carrying out of a program of this magnitude.

"When this program is completed," said Mr. Beebee, "we will have one of the best utility systems in the country, a system that will enable us to provide an even better character of service at the lowest rates consistent with sound business principles. We have been proud of our record of going through the critical war and postwar period without the necessity of a single curtailment to our customers when curtailments were general all around us. I would call your attention to the fact that since prewar days we have had no increase in our electric rates and but two small increases in our gas rates, which increases total but about half the increased cost of competing fuels."

Mr. Beebee said that continued invasion by the Federal government into the field of producing, transmitting, and distributing electric power was making it more and more difficult for business-managed power companies to plan intelligently or to raise money for construction because of the ever-present menace of unfair competition.

Government Power Not Cheaper Power

Studies of either the St. Lawrence Power Development or the proposed expansion of power at Niagara, using the government's own figures as submitted by their own engineers, indicates that the power proposed to be produced at either of those places is cheap as compared to steam generation

only because of the methods of accounting they use, Mr. Beebee stated. If, however, identical methods for calculating the costs are used for these hydro programs that are used for generation of power at the market by steam, then these hydro programs do not, in fact, produce cheap power. In other words, these programs appear to be cheap only by escaping the tax and interest burdens which private enterprise must directly carry but which must otherwise eventually be made up from other sources from the taxpayers, if they are temporarily forgotten in calculating costs of government programs. If such is not done, then special privilege is given to a few.

"Let us analyze the reasons why Federal financed power can claim to be cheap," Mr. Beebee told the engineers. "Federal power plants certainly are not cheap so far as cost of construction is concerned. Their costs of labor and material are the same as those of private companies, and I doubt if they have any better engineering or operating intelligence. Generally speaking, I think you will agree that if governmental programs are to be safeguarded against being milked by political activity, then they must be safeguarded with endless red tape, which tends to make government operation cumbersome and impairs its ability to make effective and prompt service responsive to the needs of the customer. Therefore, the only advantage it can possibly have is its purported 'cheapness.' Wherein, then, lies its apparent ability to sell cheaply? It is purely because it apparently escapes taxes and because it may be able to secure money at a lower rate of interest, but is this lower rate really 'cheap money'?"

Utility financing today, according to Mr. Beebee, is much more of a problem than in the past because the government gets the major share of income resulting from any increase in business.

Taxes Take Biggest Share

"For instance," he said, "let's assume that by spending a sum of money we can improve our operations and save one dollar or expand our operations so as to net one dollar, after having paid our operating expenses and other regular property, franchise, gross revenue, and other taxes. Instantly the Federal Government takes 38 cents of that dollar in income taxes. This leaves 62 cents which the stockholder who risked the money to make it possible to get this business might realize. For the company to survive it

is important that certain funds be plowed back into the operations and at least 20 per cent, or 12 cents of the dollar is needed for that purpose. That leaves 50 cents which the stockholder still might receive. However, when the stockholder gets his money he is taxed anywhere from 20 to 70 per cent on it but, for easy figuring, let's assume that it averages 30 per cent. Thirty per cent of 50 cents means that the government gets another 15 cents, leaving the stockholder only 35 cents out of his earned dollar which his risked money made possible. Out of that dollar, therefore, the government got 53 cents, the stockholder 35 cents and 12 cents was put back into the business."

"It is no wonder, therefore, that private enterprise has to carry a higher rate of interest on its securities than does the government," said Mr. Beebee, "but why is that rate of interest higher and who would make up the loss in taxes in case these provisions were eliminated?" He pointed out that the R. G. & E., in addition to so-called income taxes, has to pay a tax of 1 per cent on its gross business to the city of Rochester and 2 per cent to the State of New York as so-called Welfare Taxes—special taxes which are levied only against public utilities. The company also pays $3\frac{1}{3}$ per cent tax to the Federal government on a large share of its business, and also large sums to local governments in property and franchise taxes.

In the operation of our company, the item of taxes is our second largest, being exceeded only by the cost of wages, and is more than the entire cost of coal, oil, and natural gas used in supplying the gas, steam, and electric service to the community.

Government Gets Half of New Revenue

"Government power programs that avoid most if not all of these taxes are confusing the issue when the claim is made that their operations result in cheap power," he said. Mr. Beebee emphasized the fact that although it is anticipated that company operations in 1950 will bring in \$3,500,000 in added revenue our taxes will increase by \$1,700,000, which will eat up approximately half of the total new business. Out of the remaining half the company must pay operating expenses . . . labor, cost of fuel, depreciation, interest on investments, etc.

Mr. Beebee raised the question that if cheap power is of such vital benefit to a community (which nobody denies if it is really cheap), why tax the existing purveyors of such services to such an extent that it apparently becomes cheaper to spend more taxpayers' money to build facilities that escape these burdens, many of which duplicate

existing facilities? Why spend huge sums of taxpayers' money just to establish a new method of keeping books that escapes its share of our community burden? He suggests that in these days when consideration is being given to increasing taxes, the government should first "tax the present untaxed," of which the Federal power projects are the most shining example.

Power Program Should Benefit All

"We are in favor of a national power program that will benefit all and treat everybody the same, rather than a chosen few in certain areas who avoid their just share of taxes," Mr. Beebee declared. "We are conscious that there may be certain areas in which the government should operate in some of these regional river and reclamation development programs, but if power is produced as a by-product of such operations, it should be sold to existing purveyors of that service in the area, thereby enabling the public generally

to benefit from reduced costs, if it really is cheaper power.

"There is no need to duplicate generating and transmitting facilities and compete with private utilities in order to further spend the taxpayers' money and give special privilege to a few. Bear in mind that under the present method of regulation of private utilities, the service is rendered on a strict cost of service basis, and no profit results to anyone other than a return on money actually invested. We must pay our operating expenses, taxes, and interest on our investment the same as government power programs do, or should do, and if they fail to carry any share of these burdens, then by that amount someone is receiving special privilege."

He pointed out that Rochester industries are penalized by having to pay in higher electric rates their share of the taxes imposed on the R. G. & E. and then be forced to compete with industries located in areas where government power plants enjoy almost complete freedom from these same taxes.

Time to Stop, Look, and Listen

"The need of such developments as the St. Lawrence because of a claimed power shortage just is not true," Mr. Beebee concluded, "and the argument of defense falls when one well-placed bomb could tie up the complete economy based on the development. It is for these and other reasons that we feel it is high time that the "Stop, Look, and Listen" sign is raised before taxpayers' money is spent to further a socialistic development that can only lead to the ultimate socialization of our country, with no real economic benefit to anyone. It should be borne in mind that most of these hydro projects, after they are built, are non-labor employing," he concluded, "and can carry in their wake a terrific tide of unemployment on the railroads, in the mines, and power plants. Unless such power is really cheap, such steps are not economic or in the best interest of the entire country."



"Rivets"

RUSSELL STATION CONSTRUCTION OFFICE HAS NEW MASCOT

The people in the Construction Office at Russell Station have been spending some time and money in the physical interest of a little cocker spaniel named "Rivets." Shortly after assuming his position as mascot, "Rivets," came down with a virus infection which was the direct cause of an eye ailment and has been having quite a time of it. He has been in the hospital twice in the past two months but is now well on the road to recovery.

"Rivets," so named by the 12 year old son of Paul Rombaut, has been well worth his keep in that he spreads cheer and happiness wherever he goes.

Evelyn Hoesterey Honored

Miss Evelyn Hoesterey of the Employee Relations Department has been signally honored through election to the chairmanship of the Suggestions Group of the Industrial Management Council for the year 1950. The members of this group are the administrators of the Suggestion Plans in the various companies which are enrolled in the I.M.C., Carlton Lamb of the Eastman Kodak Company was chosen vice-chairman. Russell McCarthy, Manager of the I.M.C. paid high tribute to Miss Hoesterey's work with the Suggestions Group.

R. G. & E. Forms Gun Club

The R. G. & E. Gun Club held its first meeting Monday, January 30th in the Main Office Auditorium. The following officers were named to serve temporarily until such time as the first official election is held. They are Acting President, Lynn Cross; Vice-President, Erwin Letson; Secretary, Ralph Bishop; and Treasurer, William Benham.

Following a discussion of various locations for a range, a committee, composed of Rudy Kaiser and William Stoppelbein, was appointed to investigate and report. At the next meeting of the Gun Club, on March 13th, this and other problems will be discussed.

Reading from the left at the Fourth Floor party are the maidens who serenaded the Red-Nosed Reindeer. Mary Gibson, Edna Kensil, Mary Benvenuto, Molly Taylor, Evelyn Carstairs, Theresa Oster, and Shirley Hyland. In the foreground is Cecil Goodwin as "Rudolph."



Employees Who Have Recently Passed the Quarter-Century Service Mark or More

NAME	DEPARTMENT	YEARS OF SERVICE
JANUARY 1950		
Eva J. Whyley.....	Customers Accounting Billing.....	45
William B. Clare.....	General Maintenance.....	30
Edward McKeown.....	Station 3.....	30
George E. Robinson.....	Electric Station Maintenance.....	30
Frances M. Cameron.....	Employee Relations.....	25
William W. Killip.....	Meter Reading.....	25
David Shannon.....	Station 3.....	25
James T. Yost.....	West Station.....	25
FEBRUARY 1950		
Stanley H. Cady.....	Plant Inventory.....	30
Clara Cameron.....	Administrative.....	30
Wilbur R. Seidel.....	Customers Accounting Supervising.....	30
Linn B. Bowman.....	Gas Manufacturing.....	25
Irving J. Breitung.....	Transportation.....	25
Fern M. Ess.....	Genesee District.....	25
Edgar K. Metzger.....	Station 33.....	25

(Service records are in 5 year cycles)

TRANSPORTATION DEPARTMENT ANNOUNCES CHANGES

Schuyler F. Baldwin, Manager of Transportation and Coke Sales Departments, has announced two changes in the supervision of the Transportation Department. Wesley Streitle has been made Assistant Superintendent and Walter Hildebrandt is now Supervisor of Operations.

Dan Dronkers Wins \$500 Prize

Daniel J. Dronkers, 37 Bristol Avenue, salesman at Rochester Gas and Electric, was today awarded top prize of a \$500 United States Bond by the Gas Appliance Manufacturers Association in a national contest for sales of automatic gas water heaters. The contest covered the entire year of 1949 and Dronkers was the winner in the Eastern area. In addition to the government bond he was also awarded a merchandise prize.

Other winners of U. S. Bonds among R. G. & E. salesmen were as follows: James Graham, \$100; Frank Monahan, William Mackie, Don Kresser, and M. McBride, each \$50.

Shown receiving awards in the Water Heater Sales Contest are, left to right: Daniel Dronkers, William Mackie, James Graham, Matthew McBride, Frank Monahan, and Donald Kresser. Walter McKie and Larry Fridley made the presentations.

CARL JOHNSON NEW MONARCH OF LALLA ROOKH GROTTO

At the annual ceremony at the Masonic Temple, Carl Johnson, Line Operating Department, was made Monarch of the Lalla Rookh Grotto. This was the Grotto's first public installation, and 1,000 Grotto members were among the 2,200 persons who witnessed the ceremony. Many of Carl's friends were also there to congratulate him on his most recent honor, one which he so well deserves for his many years of faithful service in the Masonic organization.

Tune in "Maisie" every Sunday afternoon at 3 o'clock over WARC. Each week brings a new adventure to the irrepressible damsel so delightfully played by Ann Sothorn, famous screen star.



In Memoriam

With sorrow we announce the following deaths. To the bereaved families we extend the deep sympathy of the officers and employees of this Company:

Bernard L. Cahill

Bernard L. Cahill died January 12, 1950 at the age of 62. He was employed May 1, 1912 and at the time of his death was Division Foreman in the Line Maintenance Department.

Tracy V. Ennis

Tracy V. Ennis, Foreman in the General Maintenance Department, died February 3, 1950. He was employed February 19, 1917 and was 63 years old at his death.

Dale M. Fravel

Dale M. Fravel died on December 16, 1949 at the age of 45. He had been employed at Station 3 since 1923.

Charles W. Seibert

Charles W. Seibert 74, entered into rest on January 26, 1950. He joined the company August 20, 1926 and was employed at Station 3 until his retirement on January 1, 1941.

Albert S. Stuart

Albert S. Stuart, Foreman in the General Maintenance Department, died December 19, 1949. He joined the company on January 29, 1924 and was 63 years old at the time of his death.

Leo J. Sullivan

Leo J. Sullivan died February 7, 1950. He was Supervisor of the Industrial and Commercial Gas Division of the Industrial Department and had a total of 33 years service with the Company. He was 60 years of age at his death.

George R. Wahl

The death of George R. Wahl occurred on December 19, 1949. He was employed August 29, 1928 in the Gas Shop where he worked until his death at the age of 39.

Harvey J. Walters

Harvey J. Walters, retired, died December 23, 1949. He was 70 years of age. Employed October 31, 1928 in the Gas Shop, he worked until December, 1937, when he became inactive due to physical disability.

Three New R. G. & E. Directors Round Out Strong Board of Fifteen

Three new directors have been added to the R. G. & E. Board, completing the list of fifteen. The new members replace Albert F. Tegen, Edward W. Morehouse, and Herman A. Busch, all officers of General Public Utilities Corporation, who resigned when the G. P. U. sold its R. G. & E. common stock ownership to the general public.

The three new directors are men of distinction in different fields. Albert W. Whittlesey of Philadelphia, vice-president of the Pennsylvania Company for Banking, was elected a Director last October. He is a specialist in public utility securities and is active in the community affairs of his home city.

Native of Rochester

In January, Harry C. Hagerty of New York, Vice-President and Treasurer of the Metropolitan Life Insurance Company, and Marcus E. Buckman, manager of the Sodus Fruit Farms Inc. were added to the directorate. Mr. Hagerty was born in Rochester, graduated from Cathedral High School and attended New York University. From

1910 to 1915 he was employed here by the New York State Railways and one of his fellow workers (at 22 cents an hour) . . . was President Alexander M. Beebee. Mr. Hagerty went to New York in 1916 to become associated with the Guaranty Trust Company and in 1917 joined the Metropolitan Life Insurance Company, where he rose through various positions to the two offices he now holds. Mr. Hagerty is a brother-in-law of John P. Maloy of our Employe Relations Department.

Mr. Buckman was graduated in 1925 from Ohio State, where he majored in horticulture. He served as Wayne County Agricultural Agent for 11 years and is a director and past president of the New York State Horticultural Society. He has been twice national chairman of National Cherry Week and has filled other posts with farm organizations. He is a past president of Sodus Rotary.

"With the addition of these three men we have a strong and well-rounded Board of directors" said President Beebee "and one that reflects the views, sentiments and interests of our custom-

ers, our employes, our management, and our stockholders."

Editorial Praise for Company

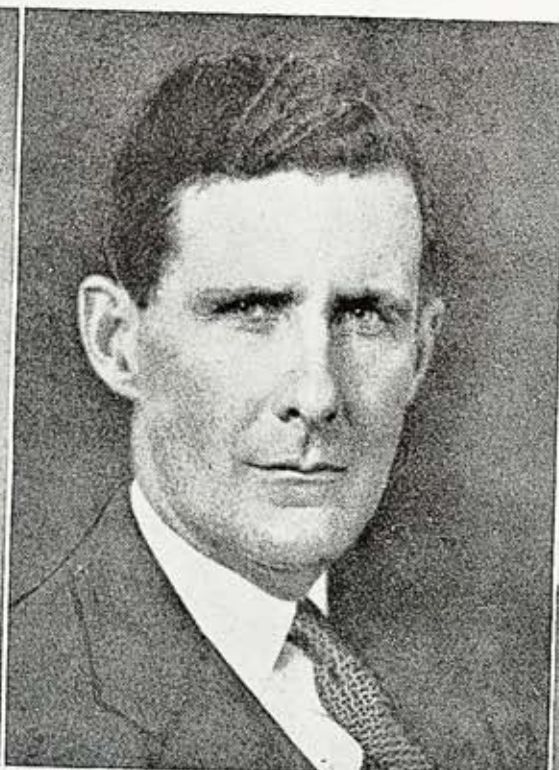
Commenting editorially on the naming of Mr. Buckman as director, the Democrat and Chronicle said:

"Naturally, a public utility seeks to sell its wares, but experience has proved that mere selling is not enough. It must give intelligent and co-operative service. Before it can do that to the fullest extent in the rural field it must understand and appreciate the needs and problems of the customers. The company has shown a desire to serve well in this field. That it appreciates the growing importance of the field is indicated by electing a representative farmer and recognized rural leader to sit on its governing board."

The complete Board of directors follows: Raymond N. Ball, Alexander M. Beebee, John P. Boylan, Marcus E. Buckman, M. Herbert Eisenhart, Robert E. Ginna, Harry C. Hagerty, Ernest J. Howe, Edward G. Miner, T. Carl Nixon, J. Craig Powers, Herman Russell, Raymond L. Thompson, Walter L. Todd, and Albert W. Whittlesey.



ALBERT W. WHITTLESEY



HARRY C. HAGERTY



MARCUS E. BUCKMAN

THE STORY OF THE TEN LITTLE WORKERS

REDDY DOCTOR RAILROADER MINER STEELWORKER FARMER LAWYER GROCER SALESLERK REPORTER



REDDY KILOWATT

says

"THIS GRAPHIC
ADVERTISEMENT ORIGINALLY
PUBLISHED BY
THE
POTOMAC EDISON
COMPANY
OF
HAGERSTOWN, MD.
HAS ALREADY
BEEN
REPRODUCED IN MORE
THAN 50 DIFFERENT
COMMUNITIES. ITS
POWERFUL STORY OF WHAT
WILL HAPPEN UNLESS THE
TREND TOWARDS
SOCIALISM
IN THIS COUNTRY
IS CHECKED HAS AROUSED
PEOPLE EVERYWHERE"

Ten little free workers in this country fine and fair.
But if you cherish your freedom—worker have a care!
Ten little free workers—Reddy was doing fine
Until the socialists got him—then there were nine.



Nine little free workers laughed at Reddy's fate
Along came federal medicine—then there were eight.



Eight little free workers thought this country heaven
But the government took over the railroads, then there were seven.



Seven little free workers—'till the miners got in a fix.
Uncle said coal's essential and took over leaving six.



Six little free workers 'till the day did arrive
The steel mills too were federalized—then there were five.



Five little free workers—but the farmers are free no more
The farms have been collectivized—that leaves only four.



Four little free workers till the government did decree
All must have free legal advice—then there were three.



Three little free workers—the number is getting few,
But with government groceries selling food—then there were two.



Two little free workers—our story's almost done,
With clerks at work in federal stores—that leaves only one.



One little free worker—the reporter son-of-a-gun
Mustn't criticize government—so now there are none.



Ten little workers—but they are no longer free
They work when and where ordered, and at a fixed rate you see,
And it all could have been prevented if they'd only seen fit to agree
And work together instead of saying "it never can happen to me!"