

RG&E

NEWS

ROCHESTER GAS and ELECTRIC

Volume XXIX

March and April, 1950

Nos. 2 and 3

Signs of Spring



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Cuts Purchasing Power

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Increase

?

Will You Leave These to Your Children

?



Men have died to leave you these
4 symbols of freedom:

A door key—your right to lock
your door against illegal government
force and prying.

(Fourth Amendment, U. S. Constitution)

A Holy Bible—symbol of your right
to worship as you wish.

(First Amendment, U. S. Constitution)

A pencil—freedom to speak or
write what you think, whether you agree
with the government or not.

(First Amendment, U. S. Constitution)

And a free ballot—your right to choose
the kind of government you want—your
protection against government tyranny.

(Article I, U. S. Constitution)

★ ★

These symbols have no meaning in
countries where government controls
everything—for there the individual
man or woman has *no* freedoms.

But there are people who are trying to
give the U. S. government more
and more control over American
life. "Let the government start,"
they say, "by taking over certain
industries and services—the doctors,
the railroads, the electric
light and power companies."

Most of these people—like most
Americans—*don't* want a socialistic
U. S. A. They give other reasons
for government control. But when
government, moving step by
step, controls *enough* things, you have
a socialist government, whether
you want it or not. *You'll* be
controlled, too. Then what freedoms
will you be able to pass on to
your children?

Vets' Association Holds Annual Banquet and Installs Officers

The R. G. & E. World War Veterans' Association held their annual banquet and installation of officers on March 23rd at the Rochester Liederkranz Club. The event marked the beginning of another year's activities for the Vets' Club which has grown in number and purpose over the years since the last war. The attendance at this ceremony was most gratifying to those who have guided the club from the beginning.

A very impressive Memorial Ceremony opened the banquet and the names of those boys who were missing—the boys who didn't come back—were read aloud while the entire assembly stood at attention. The absence of those ten men was deeply felt during the simple but sincere rite.

Company executives in attendance included President A. M. Beebee and Manager of Employee Relations, Willis E. Hughes. Brigadier General Alfred H. Doud furnished the "Army Brass" touch to the occasion . . . he's also a plain GI member of the Vets' Club, lending his assistance in whatever they undertake.

At the installation ceremony a rousing vote of thanks was extended to all of the past officers of the club for the



Above is a rather unusual picture of three presidents. Left to right: Earl Clark, Past President of the Vets' Club; Company President, A. M. Beebee, and Ernie Skinner, this year's choice for President of Vets' Club.

fine job they had done up to and including the banquet. The new slate of officers includes: President, Ernie Skinner; Vice-President, Walt Driscoll; Secretary, Jim Fassanella; Assistant Secretary, Johnny McConnell; and Treasurer, Bill O'Brien. Earl Clark, Norm Brink, and Al Doud comprise the Executive Committee.

New President Ernie Skinner and his staff now have their shoulders behind an all-out membership drive which started April 3rd and want to take this opportunity to invite all veterans of either World I or II to join the Vets' Club and enjoy its many activities. Just contact any Club member.

Vets' Club Officers at left, back row, left to right: Earl Clark, Al Doud, Jim Fassanella, and Johnny McConnell. Seated: Walt Driscoll, Ernie Skinner, and Bill O'Brien. Norm Brink is not in the picture.



R. G. and E. Donors Help Fill Red Cross Blood Bank

"As always it is most difficult to express all our thanks for the excellent help and co-operation the Rochester Gas & Electric gave us Monday on our Mobile Unit visit. We realized what a difficult time it was because of the coal situation, and we are most grateful to all those who donated in our 'hour of need.' The response was excellent, 131 donors and 123 pints of blood."



The American Red Cross is heartily grateful to all persons who had anything to do with the success of the recent visit of the Unit to this company. Whether they actually gave blood, or offered it, or arranged schedules, or assisted with the clerical work or just held a door while equipment was being carried into the building . . . no matter what, they are sincerely thanked by you.



The above quotation was taken from a letter to the company in thanks for the reception the people of the American Red Cross Blood Bank experienced on Monday, March 6th when they set up their equipment in the basement auditorium of the Main Office. As usual, the guys and gals of the R. G. & E. gave copiously of that which is of more value than medicine . . . rich blood.



The pictorial cross in the center of this page follows the procedure of one of our employes, Jack Schading of West Station, through the different steps of the blood donation program. Jack's experience is typical of all the others who went through.

THE PRESIDENT'S PAGE



Excessive Government Spending Cuts Purchasing Power of Your Dollar

From time to time we have called to your attention the excessive spending of taxpayers' money by governmental programs.

As employes you may ask yourselves why you should be concerned with these matters, even if you were not conscious of the fact that your take-home pay is less because of the taxes all must pay to support these programs. But you do have a very definite interest apart from the fact that you eventually pay for these programs in taxes on the things that you buy each day. Excessive spending programs add to a spiral of inflation that seriously affects us all in many ways not often understood or appreciated.

Since pre-war we have seen wage scales nearly doubled, but has your living standard increased by any such amount? No, because of the rise in the cost of everything you need. While the average employe may now receive almost twice as many dollars as he got ten years ago, the present dollar has only some 58¢ of pre-war purchasing power or, in other words, it will buy only a little more than half as much. The value of the dollar has shrunk, and this is what is meant by inflation.

Such a situation hurts everyone and particularly those who have savings in securities, Savings Bank Deposits, insurance, or pensions. The dollars they have saved and put aside have less value when they want to use them.

Dollars Will Have Less Value

If the spiral of inflation is not stopped, and it can only be stopped by cutting unnecessary government spending, the dollars we may now set aside for a rainy day, for our pensions and insurance, will in the future have less value, and the wage-earner suffers.

It is for these reasons that all employes have a definite interest in seeing that the government refrains from embarking on programs of spending that add to the spiral of inflation and instead adopts a policy that every honest citizen is trying to do, namely, to live within his income.

It is impossible to get something for nothing in this world, and it is only as we produce more that we can have more to share, and thus really increase our standard of living.

The American System of Free Enterprise has given the greatest good to the largest number in the history of the world. Let's give that system a real honest trial and not tear it to pieces, especially when history has shown that the systems we are being asked to consider have always led to chaos and disaster.

We all, therefore, have an interest in seeing that the government lives within its income and should seize every opportunity to let our representatives in Congress know how we feel on the matter.

Co-operation of Employes, Customers, and Stockholders Benefits Whole Community

As a public utility our company has an obligation and a responsibility to three groups of people—customers, employes, and stockholders. The company's obligation to its customers is to provide them with good, dependable electric, gas, and steam service at the lowest rates consistent with sound business principles.

Our company has an obligation to its 2,553 men and women employes. It owes them fair wages, good working conditions, and reasonable security against illness and old age. In order to achieve these things the R. G. & E. now has a welfare program that is among the best in the entire country and includes retirement annuities, pensions, sick benefits, individual and group insurance, accident benefits, hospitalization and surgical care, which now total 38.41 cents per hour per employe. (See story on page 11.)

The company also has an obligation to the security holders who furnish the money that enables us to build the plants and lines needed to provide ever-increasing jobs and ever-improving service to our customers.

The R. G. & E. is now an independent operating company with 14,470 holders of common stock and 3,300 holders of preferred stock. These stockholders are located in all parts of the country and include all classes of people—farmers, factory workers, professional men and women, housewives, merchants, etc.; also financial, insurance, and educational institutions. Many of them are residents of this community and many are R. G. & E. employes. The company's obligation to its security holders is to see that they receive a reasonable return on the money they have invested in the R. G. & E.

Each Group Necessary to Others

The interests of these three groups do not conflict with each other. On the contrary, unless each group receives proper consideration, none of them will receive the full benefits that should be theirs.

Unless the stockholder receives a reasonable return he will not invest the money needed to permit the company to grow, improve, expand, and create more jobs. Consequently the customer will not be able to get the kind of service to which he is entitled, nor will the employe have as good a job or as many welfare benefits as he now enjoys.

Likewise, if the employe is not a contented worker with confidence in company management and policies, he will not perform his duties with the efficiency that creates the kind of service that pleases the customer and builds up revenue from which the investor receives his dividends.

It is equally true that unless the customer receives good and dependable service through the joint co-operation of the workers' efficiency and the stockholders' money, he will not increase his use of our services and declining earnings will adversely affect both employe and stockholder.

Working together, however, as they are in this community, these three groups . . . employes, customers, and stockholders . . . are helping—and will continue to help—to make Rochester Gas and Electric one of the best utility systems in the country.

Alexander M. Beebe
President

P.S. On the back page of this issue will be found an advertisement on taxes which the company recently published in the newspapers. Also on page 11 is some data on employe benefits. Both of these matters should be of special interest to employes and we commend them to your attention.

Outlying Areas of City and Adjacent Suburban Territory Being Converted to Natural Gas

In order to meet the tremendous increase in demand for gas service occasioned by the growing loads from new home construction and the demand for gas heating service, Rochester Gas and Electric will convert certain areas outside the central district of Rochester from manufactured to natural gas. About 9,000 homes in Greece have already been changed over and within a few weeks 9,000 more, located in parts of the towns of Brighton, Pittsford, Perinton, Penfield, and Webster (including the villages of Pittsford, East Rochester, Penfield, and Webster) will also be converted to straight natural gas. The area shown within the heavy outline in the map on the adjoining page is the section where the conversion will be made.

A number of our employes reside in the areas to be changed over to natural gas and for their own guidance and in order that they may be able to give their neighbors all the facts, we are providing this information.

Why Certain Areas Are Being Converted

In the past few years the Rochester Gas and Electric Corporation has spent millions of dollars in expanding and improving its gas plants and system, but the demand for gas service by customers in the Rochester area has increased to such an extent that it becomes increasingly difficult to serve them economically and dependably from one central source. The rapid development of new residential sections, with more and more householders requesting gas for heating, makes it necessary for the R. G. & E. to further expand its gas system to meet this unprecedented demand.

There are two ways of increasing the supply of gas to those areas outside the central district. One way would be to build additional gas manufacturing plants with the necessary new mains and expensive pumping equipment to provide the pressures to carry the gas to homes located at some distance from the central plant. Pipe line sizes would have to be increased in many streets. The tremendous investment involved would add to the cost of providing service and would be reflected in higher charges for the gas service.

The other way is to extend the company's natural gas service so as to serve customers in the outlying areas direct from the natural gas lines that fringe the city. Natural gas has almost double the heating value of manufactured gas

per cubic foot, and it is therefore possible to send nearly twice the amount of heat units through the same size pipe lines as can be done with manufactured gas. By supplying our customers in this way they can obtain all the gas they require without any restrictions on use and we can continue to provide unlimited service. This program will relieve the congested capacity situation within the city and permit the continuance of the desirable "No Restriction" policy with respect to gas service in the Monroe County area.

Customers using natural gas will have their supply re-inforced by two sources, because in case of emergency they can be supplied from our present plants. Everyone will readily agree that the expansion of our system should be along lines that will produce the required service with a minimum of cost to the customer.

Every Burner Will Require Adjustment

In order to use natural gas every appliance will require certain adjustments and to make these the area to be converted will be divided into nine sections, each to be handled as a separate operation. Crews of conversion specialists, each carrying proper identification credentials, will make all necessary adjustments to gas burning equipment. This will be done with a minimum of inconvenience to the customer. *There will be a preliminary adjustment of all appliance burners prior to the conversion, and a final adjustment at the time of the conversion.*

Customers in the conversion area will be given a pamphlet of instructions advising them as to the procedure to follow during the change-over, and will be notified in advance as to the exact date when the conversion will be made in each home.

The entire cost of the conversion, and of making adjustments to appliances, will be borne by Rochester Gas and Electric, and the job will not be regarded as complete until all of the customers' appliances are functioning properly and efficiently.

Answers to Questions You May Be Asked

Q—*What is the difference between natural and manufactured gas?*

A—The principal difference is that natural gas has nearly twice as many heat units per cubic foot as manufactured gas. It contains at

least 1030 BTU's (British Thermal Units) as against 537 BTU's which the State of New York requires in manufactured gas.

Q—*Are there differences in the flame appearance of the two gases?*

A—Yes, when burners are properly adjusted, natural gas has a flame that does not appear as sharp as the manufactured gas flame, but it has the same efficiency.

No Increase in Cost

Q—*Will natural gas cost the customer more than manufactured gas?*

A—No, for the same amount of heat units, it will cost the same. Rates are equivalent on the heat unit basis and for the same heat use the monthly bills will be the same.

Q—*Is the customer assured of an adequate supply of natural gas?*

A—Yes, we have a contract for all our needs and, in case of emergency, customers can be supplied from our present plants.

Q—*Must all appliances and other gas equipment be adjusted before using natural gas?*

A—**Yes, this is a must. Certain mechanical adjustments must be made on every gas burner in the home or place of business.**

Q—*Will the customer have to pay for any of these adjustments?*

A—No, the R. G. & E. will make all adjustments to assure efficient operation, without any cost to the customers.

Same Flue Requirements

Q—*What are the flue requirements for the use of natural gas?*

A—They are the same as for manufactured gas.

Q—*Is there an odor to natural gas?*

A—Not while it is burning. In its original state natural gas is odorless but our company adds an odorant so that leaks may be detected and possible waste checked.

Q—*Is there anything that the customer can do to help during this conversion?*

A—Yes, the customer can help by letting us know if his gas appliances do not work properly after the adjustments have been made. We want every customer to be satisfied and urge him to tell us promptly if his appliances are not operating satisfactorily.

Area within heavy outline to be converted →



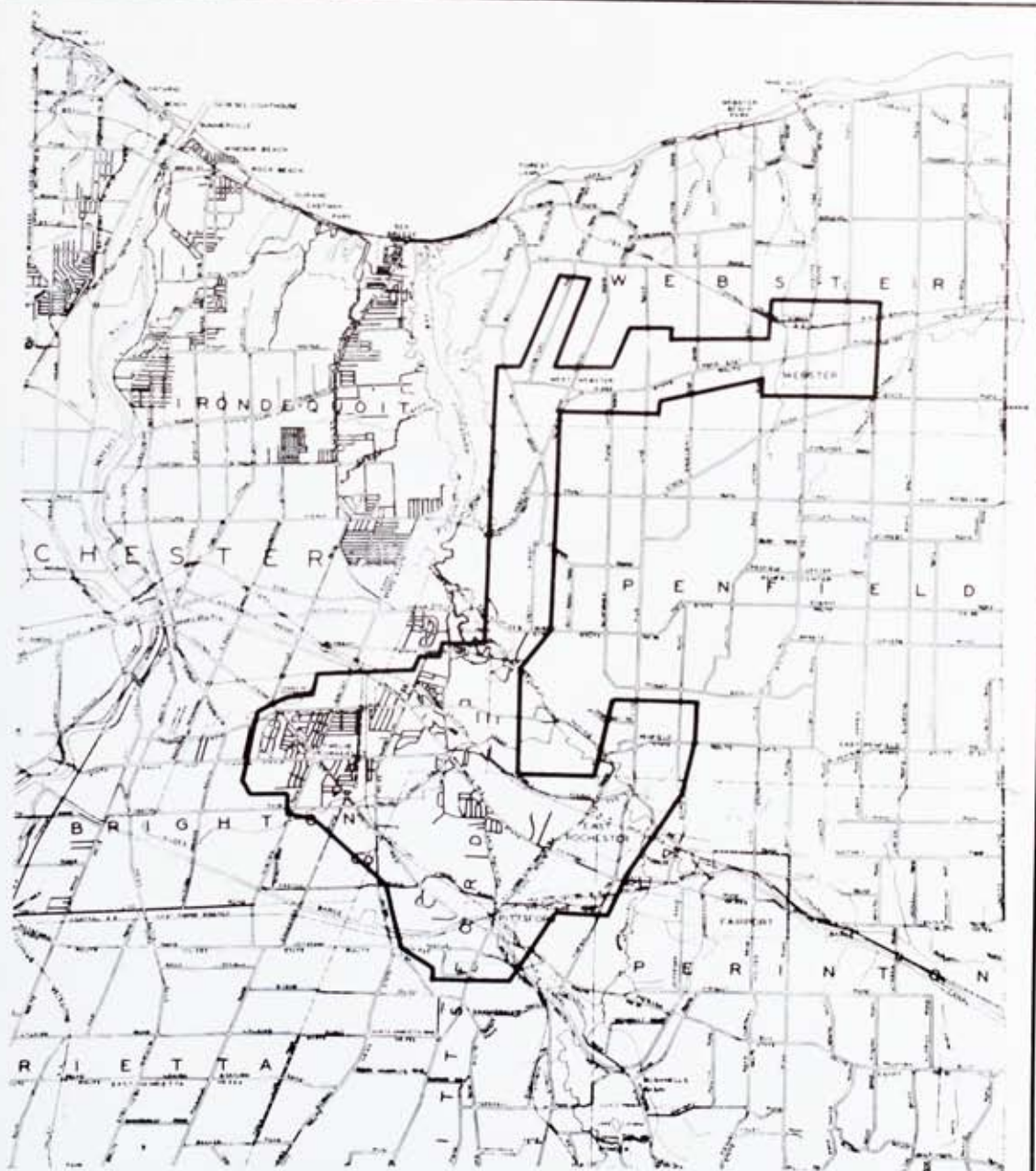
'Smithing in the above picture are, from left to right: Simon Groenendaal, William Schaefer, Joseph Pilato, and George Spillman. The first three blacksmiths total more than ninety years of service with the R. G. & E.

Blacksmithing an Important Job at the R. G. and E.

There was a time, quite some years ago in the horse-and-buggy days, when the R. G. & E. had a huge "fleet" of horses to carry on transportation activities. At that time, there were so-called "gas" horses and "electric" horses. That is, there were animals to do the special work of those two departments. All this was changed when Bob Searle, newly made President came up from down East to take over here. He was at Front Street one day and badly needed a horse and buggy to get back to Main Office. He inquired of the horse dispatcher for it and was asked to what department the charge was to be made. Mr. Searle said it was for the electric department. "Well," remarked the dispatcher, "there are no electric horses available at this time." "By heck with that?" or words to that effect, replied the then new President, and from that day on all horses were in one pool and no unnecessary units were required.

Those Days Gone Forever

The horse-and-buggy days are gone forever. However, if we don't need Smithys to shoe horses, we do need them, and badly, to do the multifarious iron and steel fashioning and other work required of such departments as the Gas Street Department, the Steam Division, and others. With all the pipe line and incidental construction, the special jobs we have to do in making forgings, generator bars, special tools, hangers, etc., good blacksmiths are a great asset to the work. The four blacksmiths at General Maintenance, East Station headquarters are skilled artisans who take great pride in turning out work of fine quality. Without them and their skills, much very important work would be held up.



Promotions in Gas Department

The following changes in supervision of the Gas Department have been announced by Leo H. East, General Manager of Gas and Engineering Operations:

Lynn B. Bowman made General Superintendent of Gas Division.

Frederick J. Pfluke named Superintendent of Gas Operations, including gas manufacture, distribution and planning.

Louis Shnidman becomes Superintendent of the Gas Manufacturing Department.

Jesse S. Yeaw made Director of the Chemical Laboratory.

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 STREITEL.....*Transportation*
 HENRY MACGREGOR.....*Steam Division*
 LAWRENCE DEBACK.....*Wolcott*
 MARGARET BURNS.....*Canadajigua*

Dramatic Displays to Feature Lighting Show May 9, 10 and 11

The sensational General Electric Lighting Show, sponsored by Rochester Gas and Electric in co-operation with Erskine-Healy, General Electric Supply, Graybar Electric Company, Kovalsky-Carr Electric Company, Requa Electrical Supply Company, Wehle Electric Company, and Westinghouse Electric Supply Company will be staged at the Columbus Auditorium for three days . . . May 9, 10, and 11.

The show will be a dramatic presentation of the latest and best methods in lighting, with discussions, demonstrations, and elaborate stage displays developed by famous lighting specialists direct from the Lighting Institute at Nela Park, Cleveland.

The Lighting Show will be presented both afternoons and evenings during the three days with the presentations being changed at each session to cover the various phases of modern illumination as applied to different lines of business and home use. For instance, in the store lighting field the display will show general illumination, window lighting, shelf and counter lighting, showcase and spot merchandise lighting. The finale of this presentation will provide a complete better-seeing, better-selling lighting installation.

The Lighting Show will open Tuesday, May 9th with a Trade, Press and Radio Preview in the morning, followed by a demonstration of School Lighting in the afternoon. In the evening of the same day there will be a special lighting show for Architects and Engineers. Store Lighting will be featured on Wednesday afternoon, May 10th with Factory and Office Lighting being demonstrated in the evening. Home Lighting will hold the stage both afternoon and evening on Thursday, May 11th. The public is invited to any

and all sessions of the Lighting Show without charge.

R. G. & E. Vice-President Robert E. Ginna is Chairman and Sydney Alling is Vice-Chairman of the General Committee, with Lester C. Twichell as Executive Secretary. Other R. G. & E. employes serving on committees are Walter McKie, R. Dewitt Pike, Arthur P. Kelly, Larry Fridley, Norman Kridel, James Brady, Edwin Burritt, George Butler, and Harry Taillie.

Below, demonstrating the proper method of pole-top resuscitation at one of the recent Safety meetings are, left to right: Joe Kay, Stanley Boyd, Jimmy Rapp, Bill Shears, Walt Smith, Al Doud.

Fillmore Girds and Beards for Centennial

The Spring season in Fillmore, beside bringing forth the usual new growth of crocuses and daffodils, is promoting a bumper crop of stubble, which is expected to be in full bloom early in July. The village is having a Centennial Celebration starting July 3rd and ending July 8th and several of the R. G. & E. employes in that town are helping with the preparations for the event. All of the male species have been asked to grow beards, so if you see a bewhiskered character from the Fillmore area, you are informed of the reason. It isn't because they have run out of razors or electric shavers—just remember that they are supposed to be nearly 100 years old. All those not participating in the beard-growing, according to rumors, will be fined by the "Whisker Police Force."



SOME THINGS TO THINK ABOUT

Taxes Now Take Week's Pay Every Month From American Worker

The average American now must work 61 days per year solely to pay taxes—and additional taxes coming up will increase the total to 81 days. As there are approximately 235 working days in a year, this means that tax collectors will take all of an average worker's earnings for about one week of every month.

Former President Herbert Hoover cited this startling fact—and many more—in a solemn warning against the alarming increase in governmental spending and taxation. In an address at Stanford University on his seventy-fifth birthday he discussed "some grave questions as to our whole future as a nation" and repeatedly urged all Americans to "think it over."

Among many "items for thought" Hoover included:

"Dynamic progress is not made with dynamite. And that dynamite today is the astronomical spending by our governments—federal, state, and local.

"We are on the last mile to collectivism through governmental collection and spending of the savings of the people. . . . Through governmental spending and taxes, our nation is blissfully driving down the back road to it at top speed.

Paying \$1,900 Yearly

"Twenty years ago all varieties of government, omitting federal debt service, cost the average family less than \$200 annually. Today, also omitting debt service, it costs the average family about \$1300 annually. Add debt service and the average family may be paying \$1,900 yearly in taxes.

"Twenty years ago there was one governmental employe to about every forty of the population. Today there is one governmental employe to about every twenty-two of the population.

House of Magic Attracts Capacity RG&E Crowd

General Electric's "House of Magic" show, which has been enjoyed by over 13,000,000 people to date, thrilled and fascinated nearly 800 R. G. & E. employes and their families at a special showing at the Chamber of Commerce on March 24th. President Beebee opened the show by welcoming all who were in attendance and thanking the General Electric hosts.

Of course, the "magic" in the show did not depend on any illusions. It was

Worse than this, there is today one governmental employe to about eight of the working population.

"The number of days which the average citizen must work to pay taxes now totals 61. But further spending now in process and seriously proposed will take another 20 days from Mr. and Mrs. Average Citizen. Taking out Sundays, holidays, and vacations, there are about 235 working days in the year. Therefore, the total of 81 days' work a year for taxes is about one week out of every month.

"There is no room for this spending and taxes except to cut the standard of living for most of our people.

"It is easy to say 'increase corporation taxes.' That is an illusion. The bulk of corporation taxes is passed on to the consumers—that is, to every family.

Should Reduce Spending and Waste

"It is easy to say 'increase taxes on the higher income brackets.' But, if all the incomes over \$8,000 a year were confiscated, they would cover less than 10 per cent of the actual and proposed spending.

"The main road is to reduce spending and waste.

"A splendid storehouse of integrity and freedom has been bequeathed to us by our forefathers. In this day of confusion and perils to liberty our duty is to see that this storehouse is not robbed of its contents.

"The founding fathers dedicated the structure of our government 'to secure the blessing of liberty to ourselves and our posterity.' We of this generation inherited this blessing. Yet, as spend-thrifts, we are on our way to rob posterity of its inheritance."

simply a presentation of some advanced scientific research in a manner that anyone could understand. Such demonstrations as the artificial fever machine, the explosion of paper, "motionless motion," the train that obeys spoken commands, the electric lamp that is lighted with a match, the man who shakes hands with his shadow, and many other surprising events were received with the highest interest and enthusiasm.



In a recent letter to the company, Isaac Leenhouts, who used to be a foreman at East Station and is now retired, sent this picture of himself enjoying some surf-fishing, which is the favorite pastime at Edgewater, Florida. Judging from the picture, it seems that it would be a lot less work if Isaac were closer to the surf or the surf closer to Isaac.

A Chance to Save a Life

Did you ever ask yourself what you would do if you were given a chance to save a life by artificial respiration?

Part of the company's Safety Program is to teach and instruct every new employe in the methods of Prone Pressure Artificial Respiration. Many lives that have probably been saved by company employes well-schooled in the art of its application. Many people who have been overcome with gas, or have come near drowning, or have received electric shock are grateful today because some R. G. & E. worker had a knowledge of artificial respiration.

To R. G. & E. employes the opportunity to save a life may extend far afield from the department where he gets his instructions. Newspapers and trade magazines often relate stories of utility employes saving lives. How? By applying the training they have received.

"As part of the Safety Program," says Al Doud, "our company is going farther than just the application of Prone Pressure and is preparing employes to handle a case of asphyxia that may occur in some spot where it is impossible to apply prone pressure immediately, or to handle a case of electric shock, on a pole, where valuable time would be lost in lowering a person to the ground to apply prone pressure. Therefore, we are introducing a new method of artificial respiration, with the hope that if the opportunity ever arises our employes will be ready to 'save a life'."

35 EMPLOYEES COMPLETE SERVICE RECORDS OF 25 TO 40 YEARS

The following employees completed cycles of 25, 30, 35, or 40 years of continuous service in March and April:

MARCH 1950	NAME	DEPARTMENT	YEARS OF SERVICE
	Karl A. Erbach	Commercial Service	30
	Luigi Grammatico	East Station	30
	Albert Hegeman	General Maintenance	30
	Bessie H. S. Mancuso	Telephones	30
	Arthur Morrell	Addressograph	30
	Landis S. Smith	Industrial	30
	Frank Baleno	West Station	25
	Mike Difronzo	West Station	25
	William H. Garvey	Steam Distribution	25
	Harold Hall	Line Operating	25
	William A. Hinds	West Station	25
	Michael Sacco	West Station	25
	Cesaro Taccone	West Station	25
	Harry A. Weitzman	Rate and Economic Research	25
	Albert Yerns	Meter Reading	25
APRIL 1950			
	Frank C. Dorkey	Electric Station Maintenance	40
	Clarence H. Wirley	Line Operating	40
	Walter J. Hamifen	General Maintenance	35
	Lynn W. Booth	Canandaigua	30
	Antonio DiTucci	General Maintenance	30
	Charles E. Gleason	General Accounting	30
	Clyde Ostrum	Genesee	30
	Ruurd P. Sevensma	Office Maintenance	30
	Angelo Zambuto	Station 3	30
	Lewis M. Andrews	Electric Station Maintenance	25
	Joseph J. Attridge	Line Operating	25
	Alphonse J. Boscher	West Station	25
	Irving J. Kimmel	Line Maintenance	25
	Max Maleck	West Station	25
	Guiseppe Monachino	Subway	25
	Albert J. Quetchenbach	Electric Meter and Laboratory	25
	Charles J. Schnorr	Purchasing	25
	Ralph B. Short	Credit and Collection	25
	Philip A. Terrana	West Station	25
	Vito Viggiani	Gas Street	25

"MEET CORLISS ARCHER" for delightful comedy.
CBS—Sundays—9 P.M., Eastern Time.

Turn Your Ideas Into Dollars

The Suggestion Committee is looking for suggestions from you. If you have difficulty in putting your idea on paper, your Supervisor or Miss Evelyn Hoesterey, Secretary, will be glad to assist you. Remember, it doesn't have to be something spectacular. Very often a simple idea pays real dividends.

During February and March the following received cash awards for their suggestions:

RALPH E. APPLETON—*Electric Station Maintenance.* Suggested installing weather-proof boxes suitable for holding S.C. fuses.

J. GORDON BLACK—*Station 3 Laboratory.* Suggested installation of a sampling sink in the turbine room at Station 3. Suggested an improved method of handling the bags of phosphate used at Station 3.

HARRY W. BUSS—*Electric Station Maintenance.* Suggested the use of photostat circuit numbers on switchboards in place of the present Ozalid prints and laminated bakelite plates.

ROBERT W. DINEHART—*Electric Station Maintenance.* Suggested a way to improve connectors on the "Number Five" panel box in the Motor Shop.

ROBERT J. GUSTAFSON—*East Station.* Suggested treating the stairway of the light oil plant with an anti-skid material.

CLARENCE H. LATIMER—*Electric Distribution Engineering.* Suggested an improved Duct Occupancy Report.

KENNETH A. LYON—*Transformer Test Department.* Suggested an improved type of lug for making the interconnections of a transformer.

JOHN J. MILLER—*Electric Station Maintenance.* Suggested putting a stop rail on the pavement at the Storehouse loading platform.

ERWIN M. MORRIS—*Steam Distribution Office.* Suggested putting up directional signs in the lobby at 34 Andrews Street, showing location of the various departments.

PATRICK M. PLANTE—*Gas Meter Department.* Suggested installing a bracket on the gas meter opening machine which will improve working conditions.

TRADING POST

FOR SALE: Two brand new Pressure Cookers, never used. Will sell at reduced price. Please contact Mary Conolly, Extension 516.

FOR SALE: Walnut, nine-piece, dining room set. Excellent condition. Table has oil finish. Bargain for quick sale. Please call E. C. Green, Domestic Sales, Extension 218.

FOR SALE: Lot, 40'x150' on the east side of Howland Avenue, between Highland and Elmwood Avenues. Gas and water available. Reasonably Priced. Please call Miss C. Cameron, Extension 649.

FOR SALE: School house on one-and-a-quarter acre lot. Please call Walter Kenyon on Extension 565.

FOR SALE: Boy's Roadmaster bicycle in good condition. Call Graham Chamberlain on Extension 333.

FOR SALE: 3.2 HP Champion motor in good condition, \$25; also Electric Hawaiian Guitar with amplifier, \$50. Call Mike Friga on Extension 666.

WANTED: Man's bowling ball with approximately three-and-three-quarter-inch finger span. Please call H. Stoddart on Extension 591.

WANTED: Officer's blouse OD, size 40 Reg. or 42 Short, Officer's Pinks or Greens waist 36, Officer's tropical worsted shirts, size 45½, and Officer's tropical worsted trousers, size 36-31. Please contact G. E. Baden on Extension 221.

FOR SALE: White Sewing Machine, console model, excellent condition. Please call Betty Jane Yoder on Extension 515.

WANTED: Girl's 26" bicycle. Good condition. Please contact Bill Coyne, Extension 454 or Culver 3556-J.

R. G. & E. Launches Flying Saucers May 1st

Watch your bulletin boards and keep your ears open for details concerning the premiere take-off of three flying saucers at the R. G. & E. on or about May 1st. Three of the company's biggest "brains" are working out the last minute preparations for this stupendous, history-making event. All employees are invited to take part in this R. G. & E. "first."

Employee Benefits Paid by Company Reached New High of 38.41 Cents per Hour in 1949 for Increase of 6.67 Cents per Hour Over Previous Year

(For First Two Months of 1950 They Have Jumped to 45.1 Cents Per Hour)

STORY OF CONSTRUCTION PROGRAM AND OTHER OPERATING ACTIVITIES



The report on R. G. & E. operations for 1949 shows that the amount paid in employee benefits reached a new high. Benefits paid by the company, other than the pay for actual hours worked, amounted to 38.41 cents per hour for an increase of 6.69 cents per hour, or more than twenty per cent, over the 31.72 cents per hour paid in 1948. The figure of 38.41 cents per hour includes the amount which the company is required by law to contribute towards Social Security, Unemployment Insurance, Workmen's Compensation, etc., which totaled 6.59 cents per hour. The balance of 31.72 cents per hour represents money which the company voluntarily contributed last year to various items such as Retirement Pensions, Hospitalization, Surgical Care, Vacations, Sick and Accident Benefits, Individual and Group Life Insurance, etc. Of the above amount, the contribution by the company to Pensions, Insurance, and Sick Benefits alone totaled 18.45 cents per hour, or an increase of 4.26 cents per hour over the previous year.

The 38.41 cents per hour paid out in employee benefits last year totaled \$1,911,125, or 23.26 per cent of the entire R. G. & E. payroll.

Benefits Still Increasing

For the first two months of 1950 company contributions to employee benefits have taken another jump. They have increased from the 38.41 cents per hour paid in 1949 to 45.1 cents per hour, which is 26.4 per cent of the payroll. The amount paid for Pensions, Sick Benefits, and Insurance alone increased from 18.45 cents per hour paid in 1949, to 24.75 cents per hour for the first two months of 1950.

The annual report, copies of which may be obtained by any employe by communicating with W. E. Hughes, Manager of the Employee Relations Department, comments on a number of other matters of interest to employes and stockholders.

Taxes Again Big Item

The report points out that taxes are again a big item of expense, amounting to \$37.93 per employe per week, or more than half the amount paid out in wages. The report also states that the R. G. & E. construction budget for 1950 calls for expenditures of \$13,588,805 for additions and improvements to its electric, gas, and steam systems.

Largest single construction item for 1950 is the completion of the second unit

of the new Russell electric generating station at the lakeside. Total cost of this unit is estimated at \$7,377,000 of which \$4,700,000 will be spent this year.

Street Changes Costly

New electric transmission lines are budgeted at \$726,000 and new electric substations and improvements to existing ones will cost \$1,595,000. Changes which the R. G. & E. will have to make in its distribution systems because of state and city street improvements will cost \$100,000 more.

Of a total of \$2,925,340 to be expended for additions and improvements to the gas system, larger items include a new air-blower to deliver 35,000 cubic feet of air per minute to the gas generators and a gas condenser. Another large item is construction of six and one-half miles of 20-inch gas main as an initial step in the supplying of additional natural gas service.

Twenty-seven more miles of rural electric lines were built, making the R. G. & E. service area practically 100 per cent electrified.

The number of employes totaled 2,553 at the end of the year and 42 were pensioned in 1949 under the company retirement plan.

Amount invested in R. G. & E. plants, lines, and equipment now totals \$121,700,000.

TUNE IN R. G. & E. RADIO PROGRAMS

R. G. & E. is sponsoring three radio programs. One is "Meet Corliss Archer," heard over WHEC every Sunday night at 9 o'clock. This program, which has the co-operative sponsorship of 170 electric light and power companies, is a comedy-drama with a high popularity rating.

"Maisie," another comedy-drama, dealing with the adventures of a tantalizing young woman, has been heard over WARC every Sunday at 3 P.M. but is being changed to Sunday nights at 8:30 P.M. in order not to conflict with baseball broadcasts. This program promotes the sale of R. G. & E. dry-quenched coke.

On Television the R. G. & E. offers the weekly news review every Sunday night from 6 to 6:20 o'clock. Pictorial stories of outstanding news happenings from all over the world are presented. This program is used to promote sale of home appliances.

Fashion Show Marks Completion of R. G. & E. "Let's Make a Dress" Program

"Let's Make A Dress" was the theme of the fashion show presented before a group of our girls in the Main Office Auditorium on April 3rd and which culminated an eight weeks' sewing course. Twenty-five girls completed the course, and seventeen of them modelled their dresses.

This sewing course was made possible through the courtesy of the Singer Sewing Machine Company, which provided the sewing machines and instructor. Classes were held each Monday, Tuesday, and Wednesday evenings in the Home Service Auditorium.

The Singer Sewing Machine Company was represented at the show by Miss Gertrude Schaffner, instructor of these classes and Mrs. Erma McCullough, supervisor.

The judges were Miss Christine Schamel, Supervisor of Home Economics for the Rochester Board of Education, Miss Jean Eckerson, of the Monroe County Home Bureau and Miss Chloe Pelletier of the Rochester City Home Bureau. These judges examined the dresses Monday afternoon for workmanship and in the evening, as each girl modelled her dress, it was judged for fit and style. They had a difficult job as all dresses turned out so well, as can be seen from the picture.

The prizes were given by the Singer Company and presented to the winners by Mrs. McCullough. Evelyn Hoesterey of Employee Relations walked off



Wearing their own handmade finery and looking very chic are the girls of the R. G. & E. Sewing Club.

with the first prize—a Molded-to-You Dress Form. The second prize, a beautiful sewing cabinet was awarded to Betty Norman of Unit Bookkeeping, and third prize, a set of three pairs of Joy Deluxe Scissors was won by Stella Norter of Appliance Billing.

Margie Bauer of our Home Service Department commented on each dress as it was modelled, while Edna DeVony of Employee Relations furnished background piano music.

While the judges were reaching a decision as to the winners, the audience was entertained with musical selections. Mary Benvenuto of Payroll and Joyce Briggs of Power Billing sang two duets, "Love Walked In" and "Deep Purple." Jean McLaughlin of Electric Distribution favored the group with two vocal selections, "Gianna Mia" and "My Hero."

The evening of friendly fellowship was brought to a close with the serving of refreshments made and served by the R. G. & E. Home Service girls.

Shown receiving instructions in the art of hemstitching are a group of the girls at one of the Sewing Club's sessions. Standing, left to right: Shirley Baker, Stella Norter, Jane Farnsworth, Instructress Gertrude Schaffner, Madeline McGuire, and Helen Freatman. Seated: Shirley Brigham, Cynthia Heister, and Evelyn Hoesterey.



Picture at right shows Shirley Brigham of the Advertising Department modelling her own creation at the recent Fashion Show, which climaxed the eight-week R. G. & E. Sewing Club activities. The show was well attended and the descriptive commentary was capably handled by Margie Bauer, seen in the upper left corner of the photo.

Anesthesia Allowance in Surgical Plan for Maternity

It has been brought to our attention that some employees do not know that an allowance up to \$10 is made in Genesee Valley Medical Care ("Surgical Plan"), contracts toward anesthesia for maternity cases and complications of pregnancy. In these cases, when an anesthesia charge is made on your hospital bill, you will be reimbursed up to \$10 by the Genesee Valley Medical Plan provided you present your receipted hospital bill to the G. V. M. C. Office. If you have any questions or desire assistance regarding this refund, contact the Pension and Insurance Office in the Employee Relations Department which will advise you on any matter pertaining to either the Hospital or the Genesee Valley Medical Care Plan.



From left to right: Virginia Masterson, Kathryn Mattie, Gilda Marinetti, and Evelyn Harbeck of the Gas Distribution Department, lending the domestic touch to their lunch period. Many of the girls have knitted sweaters, socks, suits, or crocheted afghans, etc., and then have worn their achievements to the office that the others might see them.

A New Angle on Charity

The empty bottles from juices, pop, milk, etc., instead of being returned by Sixth Floor individuals to Andy Ehmann for refund, are pooled and returned in quantity. The money thus received is held by Mrs. Heddie Garis, of Stores Records Department, and is donated at intervals to various funds such as Infantile Paralysis, Heart, and Cancer. Orchids to the Sixth Floor and it's a nice idea for any other floors that might be interested.



Left is a snapshot of Mrs. Joseph Romano and daughter Patricia, taken at Ocean Beach, Florida, where they stayed with relatives on their recent three-month visit to the Sunny State. Joe works at West Station.

SMILES

Sign in a Manhattan beauty salon: "We can give you the New Look if you still have the Old Parts."

Dean of Women: "I have an important announcement to make: the President and I have decided to stop necking on this campus."

Dora: "I hear you accepted him. Did he happen to mention that he proposed to me first?"

Dot: "Not specifically. He did say that he had done a lot of foolish things before he met me."

Policeman to a man staggering home at 3 A.M.: "Where are you going at this time of night?"

"To a lecture."



THE SOCIAL SPHERE

Farewell Party for Bill Hegeman West Station Master Mechanic

A rousing farewell party was given for Bill Hegeman, West Station Master Mechanic, at Doschers, on Ridge Road East. More than thirty of Bill's associates gathered to do him honor. First came a sizzling steak dinner, with plenty of everything else fitting to keep such high-class culinary company. After dinner, master-of-ceremonies Garwen Harle told of Bill Hegeman's 33 years of service with the R. G. & E., of his fairness to all and his ability to get things done. Others joined in eulogizing Bill and wishing him all possible happiness in his retirement years. Mr. Harle then presented Bill, on behalf of his associates, with a beautiful traveling bag and a gold watch, all of which had Bill a bit flabbergasted for a time. However, he came back with appropriate words of thanks and appreciation, after which everybody shook hands and extended best wishes to the guest of honor.

Mr. Hegeman had been at West Station for more than 33 years, during

which he has made a fine contribution to the mechanical sphere of company activity. He owns a 5-acre farm out on Landing Road, where he will pursue his hobbies of gardening and flower raising. He and Mrs. Hegeman are very happy there in the new home which they finished but a short time ago.

Canandaigua Scores

Canandaigua's Rural Representative, Leonard B. Geyer, was honored for his load-building activities in 1949 at an informal luncheon held at the Canandaigua Hotel, March 28th.

Leonard was presented with a gold cup as a reward for leading the districts in farm load-building during the past year. The Canandaigua district was also awarded a framed "Blue Ribbon" Certificate to display in the office.

Canandaigua Office feels justly proud of its native son who has served notice that he will be fighting to retain his cup next year.

DICK KRUGER GIVEN NEW POST

Richard E. Kruger, who has been Superintendent of Gas Operations, has been named to the newly created post of Manager of Research and Development by President Beebe, who points out that the company has felt for some time the need for co-ordinating research activities.

The R. G. & E. is supporting programs carried on by national associations in the gas, electric, and oil industries and the achievements of these programs can have a definite bearing on the future development of our company. In addition to co-ordinating research activities, Mr. Kruger will concentrate on problems of air pollution, stream pollution, fly ash use, steam corrosion, etc. He has been appointed R. G. & E. representative on the U. S. Government-sponsored Technical Conference on Air Pollution as well as on the Water Pollution Advisory Committee of Associated Industries, which is co-operating with the New York State Pollution Control Board.

Group at Bill Hegeman's Farewell Party. Left to right, first row, front: J. Piperni, C. Hearn, W. Goeltz, W. Wilson, and W. Major. Second row: H. Gilbert, C. McElwain, G. Harle, W. Hegeman, R. Kaseman, and F. Bachler. Third row: E. Hersey, C. Ennis, J. Gillette, E. Murphy, J. Hart, R. Wheeler, D. Rist, D. Higley, J. Cullen, S. Drummond, and J. Pratt. Fourth row: V. Marra, J. Romano, M. Sheehan, H. LoTemple, and C. Destino.

Glenn Allen Elected Commander

Glenn Allen of the Steam Distribution Department, has recently been elected to the office of Commander of the Joseph and Carl Laemlein Post of the Veterans of Foreign Wars. Glenn served in a combat ordnance outfit in World War Two, based in New Caledonia and several places in the Philippines. He also served in the regular Navy prior to his coming to the company, which, with his Army service, should well fit him for the big job that he has taken over for the ensuing year.

OUR COVER

The two youthful subjects enacting the "Signs of Spring" theme for this month's cover are sons of members of the Industrial Department. Upper left inset is Larry Riekner, accompanied by his dog, trying his luck in one of his favorite fishing spots. The very business-like ballplayer in the other inset is Brady Bancroft, son of Charlie Bancroft, Industrial Department Engineer. All of the Cover photos were taken by Larry's Dad, Harold Riekner.

Frank Moore and Jerry Collins Retire

A dual retirement party was held for Frank Moore and Jerry Collins of the Transportation Department on March 11th. The affair featured an excellent dinner which was followed by the presentation of a gift to Frank. It was deeply regretted that Jerry Collins could not attend due to illness. However, a two-man committee, consisting of Jim Coyne and Louie Butler, carried the party to Jerry's home and presented his gift to him there.

Just before the main bout (men versus steaks) at the Frank Moore-Jerry Collins Retirement Party, held by the members of the Transportation Department.



MAIN OFFICE

The Payroll Department recently enjoyed themselves as dinner guests of Mr. and Mrs. Peter Michaels, the former Edna Parno. Marjorie Rate, another ex-Payroll girl, also attended this extra special evening of fun.

Phil Gropp, Corporate Department, and his wife Peggy, formerly of the Treasury Department, have two good reasons to do some celebrating. They recently moved into their new home on Bonesteel St. and then, on March 13th, welcomed the arrival of Judy, a little baby sister for Janice, who is now two years old.

The General Accounting Department was well represented at the recent performance of the Ice Follies in Buffalo. Among those present to enjoy the show were: Mary Benvenuto, Marilyn Reichhart, and Mary Gibson of Payroll; Mildred Magin of Report; Bob Ball of Corporate, and Terry Oster of Accounts Payable.

Gilda Trotto is the latest addition to the General Accounting Department, being transferred from the Mailing Department.

Loretta Hansen started the vacation ball a-rolling by spending three weeks in Tacoma, Washington, with her husband. They were guests of her husband's family.

Announcement is made of the engagement of Betty Dumbleton of the second floor Tabulating Department to Robert Lavarriere.

Jean Peet, Rochester Office Home Service Representative, has been transferred to the Home Service Department of the Wolcott Office. Jean is from LeRoy, N. Y.

Margot Lunde, of the Second Floor Tabulating Department, enjoyed a vacation in sunny Florida. Margot stayed at Hollywood (still Florida) and returned with a coat of tan which was the envy of all who gazed upon her.

The engagement of Betty Norman to Robert Williams has been announced. Betty works in the Unit Bookkeeping Department and Bob is a former R. G. & E. employe too.

Frances Morabito, of the Fifth Floor Tabulating Department, missed the city's final Winter tantrum by spending three weeks at Miami, Florida, with her relatives.

Al Klemmer of the Auditing Department tipped his hand the other day to show that he had "three of a kind." Mama presented him with his third son, Danny, on February 27th.

Wendell Thrush has been transferred from the General Maintenance Tool Room to the Plant Inventory Department on the fifth floor of the Main Office.

Ed Roeser Addresses Rehabilitation Group

Edward A. Roeser, Supervisor of the Rate Administration Group of the Industrial Department, recently addressed a meeting of the Secretaries of TB Associations of New York State. Mr. Roeser is Vice-President of the Health Association of Rochester and Monroe County, Inc., and Chairman of the Rehabilitation Counselling Committee. He spoke on the rehabilitation of arrested tuberculous cases after they have returned to normal activity.

Norm Kridel Wins \$250 in National Lighting Contest

Norm Kridel of the Industrial Department Lighting Division won two cash prizes amounting to \$250 in a nation-wide commercial lighting contest sponsored by the General Electric Lamp Department. The contest concerned the promotion of Planned Lighting programs in which the R. G. & E. is a recognized leader.

An eight-pound, one-ounce baby girl, Janis Maureen, was born to Mr. and Mrs. Danny Ambrose on January 27th. Dan sells for the Domestic Sales Department and has another daughter, Karen.

Domestic Sales welcomes Jim Spillane into the organization, as a new salesman.

On January 26th, Mr. and Mrs. Donald E. O'Connell became the proud parents of a seven-pound, four-ounce baby boy, Donald Charles. Daddy works in Coke Sales.

The engagement has been announced of Madelyn Holla of Domestic Sales to Ernest E. Read, son of Mr. and Mrs. Clifford Read of Kingsboro Road.

Jack Malerk, who was employed at the Telephone Service Board at Andrews St., has been transferred to the Main Office Service Department.

A Dinner Party Shower was given recently at Oak Hill Country Club in honor of Metha Scutt of Home Service, who was married to Raymond Meek at Cuba, N. Y. Mr. and Mrs. Meek will make their new home in Syracuse.

Ed Jensen, formerly of the Service Department, is now selling appliances for Domestic Sales.

Industrial Department Bowlers Finish Season with Banquet

Loads of good steak and merriment marked the closing of the Industrial Department's bowling season. The party was held at the Liederkrantz on the night of March 21st and was attended by nearly every member of the League. After the meal there were brief addresses by Syd Alling and Bill Hughes. Time out was taken during the course of the program to hold a very speedy election . . . about two minutes. The newly elected officers are President, Eddie Burritt; Secretary, Lucas Cagle; and Treasurer, Bud Spetz.

MAIN OFFICE—Continued

Mike Rohde of the Gas Househeating Sales Department wishes to publicly thank his wife for presenting him with an eight-pound, nine-ounce baby girl. Patricia Ann was born on March 9th and is the pride and joy of her two little brothers, Terry and Michael, Jr.

The Gas Division of the Industrial Department has a new member. He is Mario Silvestrone, a graduate of Rensselaer Polytechnic Institute who, with his family, has just recently moved to Rochester from Troy, N. Y.

Don Sweetland and Charlie Bancroft, Industrial Department power engineers, are bubbling over with the "know how" of Industrial electric heating. Both men just recently returned from a week's instruction at Uniontown, Pa., where they were guests of Westinghouse.

The above photo shows the girls of the Mailing Department deciding the fate of the cake in the hands of Vivian Angevine on her birthday. They are, from left to right, back row: Evelyn DeRoo, Dolores Pollard, Jean Tesch, Nancy Gibbs, Suzanne Latimer, Ann Taillie, and Phyllis Barber. Front row: Wally Tramonto, Doris Schultz, Vivian Angevine, Barbara Flaherty, Velma McCleave, and Lillian Griesel.



E. L. (Ted) Spanagel, Supervisor of the Industrial Gas Division of the Industrial Department, was recently awarded a gold medal for his work as National Treasurer of the American Society of Metals. The presentation was made by Dr. Arthur E. Focke, National President ASM.

The Main Office Mailing Department has three new people in its ranks—Anna May Trombley, Beryl Whitmire, and Richard VanZandt.

The engagement of Geraldine Heath of Meter Reading Department, to Earl Haak, son of Mr. Harry Haak of 196 Sixth Street, has been announced by her parents.

At a recent meeting of the Coke Sales force, a new social club was formed, with Al Walker as chairman and Fritz Hafner as treasurer. Al ought to be in good shape for his new chairmanship after spending part of the Winter in Florida.

Kelly Addresses Two Clubs

Art Kelly, Director of Public Relations, is again hitting the oratorical circuit. He recently addressed the East Rochester Chamber of Commerce of (which R. G. & E. District Manager Jack Tobin is President), and the 25th Anniversary Dinner of the Fellowship Forum of Emanuel Lutheran Church.

EAST STATION

Robert Chapman of East Station seems to be somewhat of a specialist in his field. Bob recently became the father of a five and a half pound girl, Karen Jean. Counting his wife, he now has four girls to please in his family.

GAS DISTRIBUTION

John Bojczuk, Gas Meter Shop, paid special attention to the bells of St. Vincent de Paul's Church in Albany on April 15th when he took Miss Kay Hurley, of that city, for his wife. After a short wedding trip, the couple will make their home in Rochester.

Another recent wedding reported by the Gas Department was that of Charles Knope of Gas Street to Faith LeVecchi on April 15th. After honeymooning in New York City, the couple will live in Rochester.

The Gas Meter Shop Social Club held a bowling banquet at the Clifford Hotel on March 2nd. The party started off with steaks and then adjourned to the bowling alleys where the boys bowled and had a very enjoyable evening.

Congratulations and good wishes are in order for Kay Mattle and Tommy Hamill, both of the Gas Department, upon the announcement of their engagement. The wedding date has been set for July 8th at St. Andrews Church. Tommy is with the Gas Street Department and Kay is the "Gal Friday" who handles all of the correspondence between the Andrews Street Gas Department and this magazine. It couldn't happen to nicer people.

A newcomer to the Gas Distribution Office is Jean Friederich who is the Dispatcher assigned to take the place of Esther Keegan. Esther left the department on April 7th to take over the duties of housewife.

The Gas Distribution folks regret the departure of Evelyn Fisher Hartlieb who leaves on April 28th. Evelyn will have completed eight years of service with the company at that time and will be missed by her many friends and acquaintances. She is the daughter of Edwin Fisher of Electric Distribution.

FILLMORE

On February 17th the Fillmore Office held a get-together in celebration of a few birthdays. It was an afternoon affair and everyone had a wonderful time. The people honored at the party were Hollis Young, District Manager; George Aldrich, Genesee District Sales Supervisor; Wilson Kopler, Genesee District Office Manager; Clyde Vedder, Fillmore Garage; and Dorothea Preston, Sales Department.

If a fuse **BLOWS** when you plug in
JUST ONE MORE appliance . . .



better have your
HOUSE WIRING checked!

Like the straw that broke the camel's back, that "one more" appliance can break the circuit in your home wiring. And that's a sure sign that your wiring isn't up to the modern demands you make on it.

Your home wiring is like a highway system. When it's inadequate, electric "traffic" slows down. Then a number of things may happen! Lights may not burn as brightly. Toasters and irons can take longer to heat. Refrigerators and other motor-driven appliances can slow down—and fuses can blow out. And adding the

new appliances you'll need, without adequate wiring, will only make matters worse!

If your home suffers symptoms like these, do something about it today! Call your electrical contractor to check your house wiring for adequate service entrance equipment, enough branch circuits, and properly located convenience outlets. Then, for maximum economy and modern convenience, let him bring your electric highways up to date for better living—for today and tomorrow!

SEE YOUR ELECTRICAL CONTRACTOR

Gas Meter Shop Bowling Dinner

The annual bowling dinner of the Gas Meter Shop "keglers" was held recently at the Clifford Hotel. Although Mother Nature put on one of her fiercest snowstorms that night, everyone who had arranged to be there was present, excepting Bill Wilkins, shop Foreman, who was attending a meeting in New York. An excellent dinner of broiled steaks, fortified by a lot of other good things to eat, put everybody in good humor for the rest of the evening's activities.

Following dinner, just like on a busman's holiday, the boys spent much of their time in bowling. Some played cards, shuffleboard, and other games. Among the Old Timers of the department, who were present by special invitation, were Frank Hubbard, former shop Foreman, Pat Nugent, and Carl Schlegel. Much of the credit for the success of the evening is due to the work of Leo Murphy, President of the Social Club. Other officers of the club are: Vice-President Tom Dady and Secretary-Treasurer Art Smith.

GAS DISTRIBUTION—Continued

Frederic Ouweleen, Househeating Service Department, left the R. G. & E. on April 14th to accept a position offering opportunity and advancement. He will be the Western New York Sales Representative for the White Rodgers Electric Company with his home office in St. Louis, Missouri. For the time being, however, his office will be in Rochester.

Folks of the Gas Department announce four newcomers to the Diaper Division. They are: Elizabeth Jane Davey, born March 2nd to Mr. and Mrs. Howard Davey; Linda Pettis, born March 31st to Mr. and Mrs. Milton Pettis; Mary Gielow, born April 4th to Mr. and Mrs. William Gielow, and Nancy Ann Christ, born April 6th to Mr. and Mrs. Norman Christ.

Gas Distribution Office welcomes Wally Tramonto, recently transferred from the Mailing Department.

WEST STATION

Maurice Sheehan (son of "Denny" Sheehan, retired from West Station), proudly announces the arrival of a new son, Anthony, on March 5th. Anthony weighed in at 8 pounds, 11 ounces and will be lively company for his brother, Mike, who is three.

WOLCOTT

Mr. and Mrs. Willard Pearson spent a three weeks' vacation in Bradenton, Florida. Bill is line foreman at Wolcott.



At the Gas Meter Shop Social Club Banquet, back row, left to right: Ernest Schneider, Don Hegeman, Jim Piampiano, Nick Buonemani, Tom Dady, Anthony Rogers, Charles Milburn, Ken Milner, Bill DeRoushie, Gus Farese, Tom Plante, and John Bojczuk. Front row: Art Smith, Art Vasile, Leo Murphy, Carl Schlegel, Frank Hubbard, Pat Nugent, and Tom Neary. Three at right front are: Bob Schuhart, Chester Rico, and Natale Valone.

Vivian Younglove, bookkeeper in the Wolcott Office, and Helen Kauwell took second prize in the doubles at the Wayne County Bowling Tournament.

ELECTRIC DISTRIBUTION

George Sanders has succeeded the late Benny Cahill as Supervisor of the Line Maintenance Department and Jess Morrison has been promoted from first class lineman to Line Foreman.

A Bridal Shower was held recently for Alberta Martin at Mike Conroy's, where she received several gifts. Alberta has since become Mrs. Richard Beisheim.

Cupid seems to be working overtime in the Electric Distribution Department these days. There have been three recent engagements—Thelma Carrese to Steve Kristansen, Dorothy Harvie to Ken Rollins, and Terry Migliore to Bernie Doulon of the Line Operating Department.

Floyd Miller of the Line Maintenance Department was married to Fay Hartung at Keuka Park on March 13th. The couple will reside in Penfield.

Fred Miller Retires

Frederick Miller, 1641 South Avenue retired March 1st after nearly forty years of continuous employment with Rochester Gas and Electric. He entered R. G. & E. employ on November 8, 1910. Fred's associates in the Electric Station Maintenance Department gave him a dinner at the Ukrainian Club and presented him with several gifts. Harry Eckerson was toastmaster and company executives attending included Ralph McCumber, George Fiedler, and Howard Brown. Fred served with the United States Marines in 1906.

TRANSPORTATION

It would seem that the truck and auto traffic at the R. G. & E. Garage on Front St. has been supplemented with a great amount of Stork traffic. Among the latest arrivals was a boy to Mr. and Mrs. Fay Schalge on January 7th, then on January 17th the Don Eblackers were blessed with a little girl, and March 1st was a great day in the family of Joe Albright, when he was presented with a new son. Everybody's fine, thank you.

In Memorium

Walter A. Ernisse

Walter A. Ernisse, formerly employed in the Coke Sales Department, died February 13, 1950. Mr. Ernisse had 13 years of service with the company and was retired December 1, 1944. He was 70 years old at his death.

Edward J. O'Connell

Edward J. O'Connell, employed at Station 3, died February 20, 1950. Mr. O'Connell had worked for the company 16 years and was 54 years old.

William L. Pope

William L. Pope, former employe in Station 9, died February 16, 1950, at the age of 63 years. He was employed September 19, 1924, and was retired October 1, 1946.

John Spinoso

John Spinoso, West Station, died March 7, 1950. He had worked for the company 21 years and was 50 years old.

James E. Woodside

James E. Woodside, formerly employed in Canandaigua District, died April 6, 1950. Mr. Woodside had 23½ years of service with the company before his retirement December 1, 1946. At his death he was 71 years of age.

TAKE IT EASY, MOM!



Don't worry! Washing dishes will never be habit-forming for small boys. This is just a special service for Mother's Day.

But Mom is used to special service every single day of the year—electric service, of course! Dependable, hard-working, willing, it stands ready to help her cook and clean and sew, wash, iron, and entertain. It's like an extra pair of hands that take a lot of work out of housework.

Sound business management, combined with the skill and efficiency of utility company employees, have helped to make electric service the biggest bargain in Mom's budget. For only a few cents a day Mom can take it easy—and if you're an assistant dishwasher—so can you.

~~~~~  
*Tune in "MEET CORLISS ARCHER" every Sunday night at WHEC—9 P.M.*



## Annual Taxes Paid by R. G. & E. Would Give \$35.50 to Every Family in Our Service Area

*(These Taxes We Must Collect From Our Customers)*

Here Reddy Kilowatt is graphically illustrating the ever-increasing size of the tax load which American business has to carry. The R. G. & E., for instance, last year paid out in taxes, which came from you—our customers—the sum of \$5,100,969, or enough to give every family in our service area more than \$35.50 a year, or nearly \$3.00 per month toward your gas and electric bill.

### **Taxes \$37.93 Per Employee Per Week**

Everybody pays taxes . . . business concerns and individuals. Many local concerns pay large sums but so far as we know the R. G. & E. pays proportionately more in taxes than any other industry and approximately double that of most industries.

Our taxes amount to \$37.93 per employe per week. This is more than half of what we pay out in wages and salaries, our largest single item of expense. Annual taxes here at R. G. & E. amount to more than the entire cost of the coal, oil, and natural gas which we use in supplying you and the community with electric, gas, and steam service.

### **Higher Taxes Raise Your Cost of Living**

Taxes are necessary for national defense and for different operations and services of national, state, and local governments. We, of course, don't object to paying our share but we do object to claims that government power projects, which escape tax burdens, can serve the public cheaper. Obviously if we could be relieved of some of our tax burden our rates could be materially lower. *Actually we don't pay the taxes. You pay them.*

We merely serve as the collector of taxes and these taxes, being an ever-growing part of the cost of doing business, are therefore reflected in your bills for electric and gas service.

### **Let's Plug a Real Tax Loophole**

*Government power plants pay little or no taxes and enjoy other exemptions not accorded to the R. G. & E. and other business-managed companies, and thus do not pay their fair share of the nation's tax bill, with the result that companies like R. G. & E., through their customers, have to make up the difference.*

In these times, when reduction in excise taxes is so important in order to maintain production and sales and thereby keep people employed, we feel it is to everyone's benefit to plug tax loopholes in order to help balance the federal budget and that consideration should be given to "Taxing the Untaxed" of which the government power programs are a shining example.

### **Unfair to Business-Managed Companies**

If cheaper electricity is such a benefit to a community (which we do not deny, if it is really "cheap") then why tax business-managed companies so heavily that they can't supply service at as low cost as they would otherwise be able to do? Only this unfair treatment makes it seem justifiable to spend more of the taxpayer's money to build power plants that escape the burden of these taxes and which duplicate existing facilities.

**We believe in a power program that treats everyone the same and benefits all rather than just a few.**

*(This advertisement appeared recently in the Rochester Newspapers)*