

**RG&E**

# NEWS

ROCHESTER GAS and ELECTRIC

Volume XXIX

November and December, 1950

Nos. 11 and 12

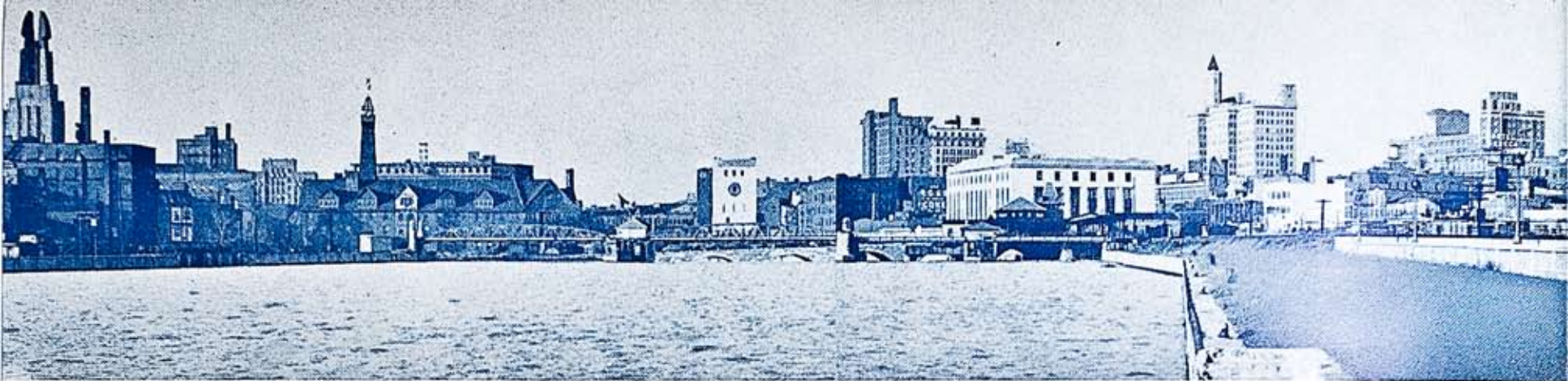


PEACE ON EARTH  
GOOD WILL  
TOWARD MEN!

SPEEDY  
THERM

REDDY  
KILOWATT

“Let’s Keep the Christmas Spirit Alive” [ See Page 5 ]



## R. G. & E. Movie Carries Fame of Area to Far Corners of Nation

By HARRY A. WEITZMAN

The fame of Rochester and surrounding area as a "good place for good business" and a prosperous, progressive region has been spread throughout the country during the past year through the medium of a 16-mm. Kodacolor sound film entitled "Power and Progress in Rochester and the Genesee Valley." The picture was produced under the supervision of Executive Vice-President Robert E. Ginna and shows graphically the part that the dependable electric, gas, and steam service supplied by the R. G. & E. has played in the development of the various communities that it serves.

The movie was primarily made for use by the General Public Utility Corporation, our former parent company, in presenting the merits and potentialities of our company and its service area to financial men and brokerage groups throughout the country, so as to promote a wide distribution of R. G. & E. common stock at the time G. P. U. disposed of its ownership.

The picture, as produced, ran 40 minutes but was arranged and edited so that the financial and stock aspects could easily be cut out, leaving a colorful and picturesque reel of 26 minutes sketching the operations of the company, the manner in which it serves Rochester and the Genesee Valley and the challenge that it has found in this rich area of service.

### Investors See It

In its complete form the film was presented before large groups of financial and investment interests in Boston, Chicago, Cleveland, Detroit, Hartford, Houston, Los Angeles, New York City, Philadelphia, Pittsburgh, St. Louis, San Francisco and, of course, Rochester.

The movie opens with a panoramic view of the city followed by various shots typifying Rochester as a thriving city of craftsmen and skilled workers, a steady progressive city of industry and commerce, a lake port at the

mouth of the Genesee and, with its suburbs, the home of 400,000 people.

Many of the city's places of interest are shown to emphasize the cultural advantages that Rochester can support with its solid basic population of highly skilled workers. Pictures are included to illustrate the diversity of the leading industries and their importance in the field of precision manufacture.

Scenes of our rural areas are depicted by views of the orchard country in the Lake Shore District, the dairy farms and vineyards in the Canandaigua District, and the rolling farm land and rich oil fields of the Genesee District, with service to more than 120,000 people.

Various statistical graphs show the growth of the Rochester Gas & Electric Corporation, and maps illustrate the extent of the territory it serves and the gas and electric network systems. The movie then presents views of East and West Gas Stations, Hydro-Station 5 and Russell Steam Electric Generating Station, and with detailed shots and graphs explains many of the highlights in the manufacture and distribution of gas and electricity.

### Research and Testing

"Behind the scenes" pictures of the Main Office are shown, including a meeting of the Board of Directors. The Appliance Research and Testing, Home Service and Industrial Sales Departments are shown at work to illustrate the many services available to the community through the R. G. & E. Demonstrating the fine relations between workers and officials, there are shots of the Glee Club, a company picnic, and President Beebee presenting a service pin to one of the company's employees.

The movie closes with graphs portraying the increases in sales of electricity, gas, and steam during the past 10 years and the fine record of dividend payments. The last view shows the city

dissolving into the R. G. & E. sign, symbolic of the overall coverage of the company in its service area.

The "R. G. & E." portion of the film has been made available for presentation to such local groups as the Home Builders' Show, Convention and Publicity Bureau, Universal Craftsmen Council of Engineers, Board of Trustees of the Bureau of Municipal Research, Ogden Grange, Charlotte Merchants Association, Lalla Rookh Grotto, Rochester Builders Association, Rochester Hobby Council of the Bausch Memorial Museum, Dairymen's League, and to thousands of visitors at Russell Station, including many employees. The film was also broadcast by television station WHAM-TV as part of that station's first anniversary program.

### Shown at Many Colleges

In addition, many educational institutions requested use of the complete film. The schools, and their variety of classroom interest, can be seen from the following list: CITY COLLEGE OF NEW YORK, Department of Economics; CLEVELAND BOARD OF EDUCATION, Visual Aids Department; COLLEGE OF NEW ROCHELLE, Investment Course; HARVARD UNIVERSITY, Graduate School of Business Administration, Finance, Financial Management, and Investment Management; OBERLIN COLLEGE, Department of Economics; ROCHESTER INSTITUTE OF TECHNOLOGY, Photography Class; TUFTS COLLEGE, Department of Economics; UNIVERSITY OF MICHIGAN, School of Business Administration, Finance Class; UNIVERSITY OF SOUTHERN CALIFORNIA, Department of Finance; UNIVERSITY OF TEXAS, Investment Office.

The picture was produced by Bruce Aldon Associates, Inc. of Rochester, and assisting in the preparation of the script were Arthur P. Kelly, R. Dewitt Pike, and Harry A. Weitzman.

## The Old Watchman Reports



"For the benefit of the employes and friends of the R. G. & E. family, perhaps I should tell you a little bit about myself.

"I am the spirit of safety and the overseer of accident prevention. Until recently I have had no name nor have I been a real character, but having been recognized as a necessary hand in all of the company's operations, the Safety Director, Al Doud, ran a contest to find a name for me. A reward of twenty-five dollars (\$25.00) was offered for the best name submitted and the response was terrific! About four hundred names were sent in and the committee, after long deliberation, chose the one submitted by George A. O'Brien of the Canandaigua District. That is how I got the name of 'The Old Watchman.'

"One of my first activities in character was the launching of the 'Prize Plant Contest.' The management of this company feels that a clean plant is a safe plant and so we started a 'Good Housekeeping' contest. The inspection committee consists of Messrs. Arthur Loveny, Schuyler Baldwin, Howard Brown, Winfield VanHorn, James McConnell, Mark Eilers, and Alfred Doud. The prize offered in this contest is 'smokes' for all employes in the department of plant winning any two-months period, and the highest score for the year will net the employes of the winning plant ten dollars each. A prize well worth working for.

### POWER CAPACITY IN N. Y. STATE TAKES BIG JUMP

According to the New York State Department of Commerce the ability of industry to cope with defense demands will have the support of more than one million additional kilowatts of electric generating capacity, added by the business-managed power companies in the 1949-1951 period. The gain in electric generating capacity from 1949 to 1951 will exceed the net increase in the preceding ten years, leaving the state in an even better position to meet war emergencies than it was prior to World War II, when it met all demands.

#### RECENT RETIREMENTS

Recent retirements under the company's pension plan include the following:

Frank Uttaro, West Station, 36 years service.

Michael Keady West Station, 33 years service.

Cosmo P. DiTucci, General Maintenance, 25 years.

Although retired from active service they are still members of the big R. G. & E. family and will be welcomed anytime.

"The first inspection was made in October and the Transportation Garages took first prize with Stations 7 and 8 close on their heels.

"This report has been a little lengthy for my first contact with you but before I go, I would like to take this opportunity to wish you all a very Merry Christmas and a Happy and Safe New Year."

THE OLD WATCHMAN

### Free Movies for Clubs and Other Organizations

The R. G. & E. has prints of several interesting color movies which it will be glad to provide for showing before clubs or other organizations. One picture is called "Power and Progress in Rochester and the Genesee Valley" and shows company operations and personnel as well as the progressive and prosperous character of the area we serve. Another film is titled "Gas for Home and Industry" and depicts in dramatic scenes the production of various types of gas. A third picture entitled "More Power for America" shows how the business-managed electric power companies of the country have expanded their facilities to meet all demand.

If you would like to arrange for a showing of one or all of these films, please get in touch with the Public Relations Department, Ext. 527.

### MORE R. G. & E. MEN ANSWER CALL TO THE COLORS

The following company men have entered active military service since the previous issue of this magazine: In the Army, George C. Bartholomay, Meter Reading; Edward F. Hoffman, General Maintenance; Lawrence A. Kastner, General Maintenance; Robert P. Maisenbacher, East Station. In the Air Corps, Charles J. Carr, West Station. Navy, William C. Bailey, Electric Station Maintenance; Joseph T. Grassi, Station 9; Gerald S. Mawn, West Station; Donald A. Woodward, Gas Househeating Service. Marine Corps, Alexander N. Kovalchukoff, West Station.

"Oh Boy!" cried the Russian genius who had gotten hold of an American mail order catalog. "Look at all these wonderful new things to invent!"

## Impressive Ceremony Marks Dedication of Flagpole as Memorial to Ed Crofts

In the presence of several hundred fellow workers and other friends, the 75-foot flagpole in front of Russell Station on the shore of Lake Ontario was dedicated as the EDGAR R. CROFTS MEMORIAL on Sunday afternoon, November 12th. Mrs. Crofts and other members of Ed's family were in attendance, escorted by Mr. and Mrs. Beebe.

The ceremony was held on the lawn and participating were the R. G. & E. Men's Chorus, which sang "The Lord's Prayer" and "Battle Hymn of the Republic"; the Gray Knights Drum and Bugle Corps of Greece American Legion Post No. 468 and a flag detail of R. G. & E. ex-servicemen under command of First Lieutenant Alvin B. Spetz.

The entire ceremony was recorded and photographed and the records and the pictures have been presented to the Crofts family.

Ralph H. McCumber, General Manager of the Electric and Steam Departments, in opening the program said: "From my long friendship with Ed, I am sure that if he himself could have chosen a memorial to be erected by his company and his fellow workers, he would have selected something like this, with the living flag flying daily from its peak."

Herman Russell, chairman of the R. G. & E. Board of Directors, was the principal speaker. "All of those who knew Ed Crofts," he said, "were aware that he had many admirable qualities. If I were asked to name one of them as outstanding, I would say that it was his ability to attract and hold friends. Throughout all his business activities,



Plaque at the base of the Edgar R. Crofts Memorial.

as it was in his home and community life, Ed had a kindly human interest in the things that concerned his fellow men."

The dedication ceremony was concluded with the raising of a new 8 by 12-foot American flag by Lieutenant Spetz and his detail and the playing of "To the Colors" by the Drum and Bugle Corps.

In a note to company executives Mrs. Crofts said: "The memory of Ed will always be at Russell Station and your planning and thought have helped to make it so. The lovely park and flagpole as a tribute to Ed would please him. My thanks to all who helped to make it such a beautiful ceremony."

## Service Anniversaries Observed by Fifteen

The following employes completed cycles of 25 and 30 years in November and December:

NAME	DEPARTMENT	YEARS OF SERVICE
<b>NOVEMBER 1950</b>		
John A. Hellis, Jr.	Transportation	30
Salvatore Nasca	Gas Street	30
Frank J. Smith	General Maintenance	30
J. Harlan Cooper	Hilton District	25
James Dick	General Maintenance	25
Harold H. Huls	Station 7	25
Edward J. Guthrie	Electric Station Maintenance	25
<b>DECEMBER 1950</b>		
Harold A. Chapin	Station 34	30
Harvey J. VanZandt	Credit and Collection	30
Calvin Coleman	Station 3	25
Charles W. Doyle	Plant Inventory	25
Arline M. Fuller	Power Billing	25
Arnold Homan	West Station	25
William J. McGarrity	East Station	25
Jessie H. Napier	Appliance Bookkeeping	25

## THE COVER

The illustration on the front cover of this issue of the R. G. & E. News is being used as the theme for the company's Christmas greeting in the daily and weekly newspapers of this area. It is the work of Joe Frederic, talented young commercial artist and, along with the illustration, goes the following poem, written by Maureen Murdoch:

The kissing branch is hanging high,  
The mantel's banked with pine;  
And clear against the frosted pane  
The Christmas candles shine.

Far off the church bells bless the air,  
With wind-blown silv'ry chime;  
We pray for Peace to bring us all  
A happy Christmas time!

## Committee to Remember Service Men with Gifts and News from Home

Recalling the period of the Second World War, an "Employees in Service" Committee has been appointed by Willis E. Hughes, Manager of the Employee Relations Department, to enable the home folks to keep in closer touch with the company men in service. This committee will see that they are remembered with special gifts and remembrances at appropriate times and that they are kept informed of doings on the home front.

Christmas boxes were shipped to the boys serving overseas in early November and those in camps in this country were remembered with packages sent in early December.

The Service Committee is headed by Arden Howland with Barbara Spencer as secretary and includes the following members: Gordon Calderwood, Evelyn Hoesterey, J. Mallory Loos, John McConnell, Irene Muntz, Owen Feltham, Carl Schoen, Ernest Skinner, Janet Strachan, Phillip Thomas, Winfield VanHorn.

Mallory Loos will plan a financing program which will allow employes to make voluntary contributions to the Service Fund, details of which will be announced later.

One letter has already been received showing that Gerald S. Mawn had a pre-Christmas celebration with his R. G. & E. package. He is serving on the U.S.S. Roanoke and writes: "I was very glad to receive a box filled with so many useful articles. I appreciate it very much and you have my sincere thanks."

# THE PRESIDENT'S PAGE



## MAY THE SPREAD OF THE CHRISTMAS SPIRIT SOME DAY BRING UNIVERSAL PEACE

*Let Us Try to Keep this Same Spirit Alive Throughout the Year*

For many years it has been the custom for all of us to extend holiday greetings and best wishes to our friends and associates. All of this is fine and comes as a pleasant practice every year, even though some years may have brought more than a fair share of trouble, disappointment and heartbreak for many of those who observe the holiday.

But what a marvelous thing it would be if this emphasis on the spirit of good will and of concern for our fellowmen could be maintained throughout the whole year!

And what an even greater blessing it would be for all humanity if the feeling of peace and good will that motivates our own country and other nations of the western world could reach behind the Iron Curtain and find receptive lodging there. If we could convey to them, and to the world generally, knowledge of the fact that we want to live at peace with all nations; if by some great miracle the real meaning of the Christmas spirit could be carried to them and an era of universal peace be inaugurated, then the next Christmas might very well be the greatest since that first Christmas in Bethlehem 1950 years ago.

Let each one of us dedicate himself or herself to this objective.

And on this Christmas of 1950 all of the officers and directors of our company join me in extending to every one of you, and to your families, our thanks and appreciation for your loyal support and co-operation during another eventful year, and in wishing you a very MERRY CHRISTMAS AND A HAPPY NEW YEAR.

And may we all strive a little harder this coming twelve months to keep alive the Christmas spirit of helpfulness to one another throughout the year.

*Alexander M. Beebe*  
President

November-December, 1950

Vol. 29, Nos. 11 and 12

ARTHUR P. KELLY, *Editor*CARL E. SCHOEN, *News Editor*

ELAINE GARDNER.....*Third Floor*  
 JACK FICHTNER.....*Electric Distribution*  
 GRANGER GREEN.....*Sodus*  
 MARY GIBSON.....*Fourth Floor*  
 ARDEN HOWLAND.....*Employee Relations*  
 KAY HAMILL.....*Gas Distribution*

HELEN FREATMAN.....*Main Floor*  
 MARY KIRKPATRICK.....*Second Floor*  
 VIRGINIA WHITCRAFT.....*Fifth Floor*  
 WILSON KOPLER.....*Fillmore*  
 VIRGINIA HUNGERFORD.....*Belmont*

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

## TWENTY-NINE MORE EMPLOYEES WIN CASH AWARDS FOR SUGGESTIONS

Twenty-nine more cash awards have been handed out during the past two months for meritorious suggestions regarding company operations. All employees are invited to participate. Send your suggestions to Miss Evelyn Hoesterey, Secretary of the Suggestion Committee, in the Employee Relations Department.

Here are the latest cash winners:

WILLIAM C. BAILEY—*Electric Station Maintenance*. Suggested that a metal top be put on the work bench at Station 9.  
 LEON C. BERMAN—*Gas Distribution Office*. Suggested that Requisition for Material Books assigned to contractors be stamped "Contract Work."  
 MARY ANN CARDILLO—*Storehouse*. Suggested to clearly designate the stairway at the north gate platform at Front Street.  
 WILLIAM B. DAVIS—*Station 3*. Suggested building a platform over No. 10 Air Ejector to make the Hogger and Condensate Valves more accessible.  
 FLORENCE DE WITT—*Office Maintenance*. Suggested that all porcelain handles on water faucets and drinking fountains be replaced with Chromium or Nickel plated handles.  
 JAMES DICK—*General Maintenance*. Suggested making saddle connections to cast iron gas mains of stainless steel instead of ordinary steel.  
 AUGUSTINE E. FARESE—*Gas Meter Shop*. Suggested a cap eliminator when spraying gas meters with paint.  
 REMINGTON FOSTER—*Steam Distribution*. Suggested improving the method of connecting ventilating cans together. Suggested improving method of disposing of all metal junk.  
 LAWRENCE GLEASON—*Electric Distribution Engineering*. Suggested installation of three ten-drawer file sections under reference top table.  
 CLARENCE GOUSEN—*Street Lighting*. Suggested that Truck No. 608 be equipped with a cat walk completely covering the top and a collapsible guard rail.  
 HUGH H. HULL—*Electric Distribution Engineering*. Suggested the purchase of "Vanishing Patch Kits" for use in mending torn tracings, man-hole sheets, et cetera.  
 RUDOLPH C. KAISER—*Line Maintenance*. Suggested installation of hydraulic brake locks on all line trucks.  
 JOHN J. MILLER—*Electric Station Maintenance*. Suggested installation of rear view mirrors on the right side of all trucks.  
 ERWIN MORRIS—*Steam Distribution Office*. Suggested that a list of pensioned employees be published in each issue of the R. G. & E. News.  
 WILLIAM PARKER—*Genesee District*. Suggested installing a light on the control board at the Wiscoy Plant.

JOHN REGER—*Electric Station Maintenance*. Suggested that the bus tie cables at Station 37 be enclosed with Trancell casing.  
 HOWARD L. RICKETTS—*Genesee District*. Suggested that an automatic gas pump nozzle be installed on the gas pump at Fillmore.  
 RAYMOND RISSLER—*Chemical Laboratory*. Suggested installation of a take-off line to the hot drain from the small agitator at the Light Oil Plant.  
 MILTON ROBINSON—*Appliance Billing*. Suggested that the 10% discount, "Allowance for Old Equipment" be renamed to an incentive or competitive discount.  
 JOHN ROGALA—*Station 3*. Suggested that a platform with safety guard rail and steel ladder be built around the feed water tank cover.  
 EVAR SWANSON—*Genesee District*. Suggested an improved transformer hoist.  
 WALTER J. WAGNER—*Station 3*. Suggested that a covering be placed on the screen that encases the resistor in the pit of No. 11 Turbine.  
 ROBERT MONGELLI—*Gas Street*. Devised a rod gland which will improve the method of clearing plugged gas services.  
 JAMES YOST—*West Station*. Suggested installing an emergency electric stop switch over new Coal Blending Bins.  
 BEN J. MORLAN—*Turn-On and Shut-Off Department*. Suggested the installation of a dome light near the rear of the emergency fire truck.  
 HETTY SAUTER—*Treasury*. Suggested the placing of a waste container under the table opposite the tellers' windows on the Main Floor.  
 REGINALD W. KINGSBURY—*Electric Station Maintenance*. Suggested that a system be set up whereby all company electric fans be sent to the motor shop during the winter months for cleaning and oiling.  
 CLINTON COLE—*Commercial and Industrial*. Suggested an improved method of barricading, when necessary, the passageway between the Main Office and Hotel Sheraton.  
 ANTHONY ROGERS—*Gas Meter Shop*. Suggested that a "scoop" truck be purchased for use in the Gas Meter Shop to transport large meters.

## In Memoriam

### Thomas H. Park

Thomas H. Park, East Station, died November 9, 1950, after 24 years of service with the company. He was 54 years of age.

### Martin E. O'Brien

Martin E. O'Brien, Pensioner, died October 14, 1950 at the age of 71. He was retired August 1, 1941 after 10 years of service with the company.

### Harry S. Mackie

Harry S. Mackie, Pensioner, died November 24, 1950. He formerly worked in Coke Sales and after 13½ years of service was retired July 1, 1940. He was 75 years of age.

### Richard G. Skuse

Richard G. Skuse, Electric Station Maintenance, died November 29, 1950 after 27½ years service with the company. He was 56 years of age.

## TRADING POST

**FOR SALE:** Combination gas range, in good condition and a 54" sink with new chrome faucets. Contact Floyd Holloway, Front St. Garage or 161 Dearcop Dr. (off Buffalo Rd.).

**FOR SALE:** Hospital bed, practically new and in excellent condition. Call Mrs. Harry Mackie, 185 Park Ave., MOnroe 3084W.

**WANTED:** Ride from East Rochester to R. G. & E. Service Department, Andrews St., Monday through Friday. Hours 8 to 5. Please call Virginia Mykytyn, Ext. 557.

**FOR SALE:** Table top Norge gas range. Excellent condition. Call G. Harward, Ext. 337.

**WANTED:** Do you have a ping-pong table that is no longer used? If you have and want to sell it, call Bob Baschnagel, Ext. 459.

# Highlights of My European Trip

By BARBARA E. WEHLE, *Rate and Economic Research Department*

I was very fortunate during 11 weeks of this past summer to have visited Europe. It was a marvelous experience and one I shall never forget. It's difficult to be brief in telling about it, but I shall try to hit the highlights, including special emphasis on our impressions of Vienna because of the current international situation.

**ITALY**—The countryside there is perfectly lovely, from Capri and Sorrento on the beautifully blue Mediterranean to the Italian Alps, where tiny, colorful villages are nestled among the picturesque mountains. Rome was particularly thrilling because of the celebration of the Holy Year. We saw the Pope at a Mass Audience in St. Peter's. He is a very dignified yet human-looking man who, after being carried down the long aisle and around the Papal Altar, spoke to each group in their native tongue with the crowd cheering and applauding his presence and his words.

**VENICE**—This city is most charming with its gondolas and canals, complete with traffic lights. We saw St. Mark's Square and the pigeons, the Bridge of Sighs and the famous Lido Beach. The Venetians celebrated the Feast of the Redemption July 1st. This is the most festive of all their holidays and they stay out in their gondolas until dawn, watching fireworks, drinking wine, and singing.

## Sneered at "Americanos"

**VIENNA**—Far from the gay, fun-loving and wine drinking city of Strauss' time. The Danube still flows but it is more a muddy brown than blue. While we can't blame that on the Russians, certainly they are responsible for the downcast and depressed attitude of the Viennese.

We had to pass through the Russian Zone before entering the city, which involved our visas being checked by a pair of customs men who particularly impressed us by their small stature and youth. They spoke no English but managed to sneer "Americanos" at us when they learned our nationality. Although we were not allowed to take pictures in the Soviet Zone or sector, we were permitted on most streets, in fact our hotel was right in the middle of the Russian Zone. One night we enjoyed supper at an outdoor cafe near the Vienna Woods with a group of students from the University of Vienna. They were very interested in knowing the reaction in this country to the Korean situation. They said that they themselves feel helpless and powerless to do anything but fall into the hands of any aggressor. In past history, because of their geographical position on the Continent, they have seen so many conquerors that they have no strength left to resist.

**OBERAMMERGAU**—Biblical murals are painted on the walls of all the houses in this charming little town, and the men who carried our bags into the pension (inn) wore long hair and beards for the next day's production of the Passion Play. The Play itself included a cast of 500 with very effective tableaux from the Old Testament introducing each scene from the Life of Christ. Although it lasted 7 hours, we sat spellbound every minute!

**SWITZERLAND**—We stopped at Lucerne and then travelled by train through eastern France to Brussels. The Anti-Leopold riots were going on at that time and ours was



Barbara Wehle and friend at fishing wharves of Vollandam, Holland.

the last tour to enter the city. From The Hague we went to Vollandam and the Isle of Marken, small fishing villages where the people all dress in their native Dutch costumes.

**ENGLAND**—We spent a few days in London, taking in the highlights including Westminster Abbey, the Tower of London and the Changing of the Guard at Buckingham Palace. We made side trips to Oxford, Cambridge, Warwick Castle and Stratford-on-Avon, Shakespeare's home.

## Paris Loveliest of All

**PARIS**—The most beautiful and fascinating city of all, with its lovely wide boulevards lined with parks and flowers, and the view from the Eiffel Tower overlooking the illuminated fountains and buildings. We also saw the Follies Bergere!

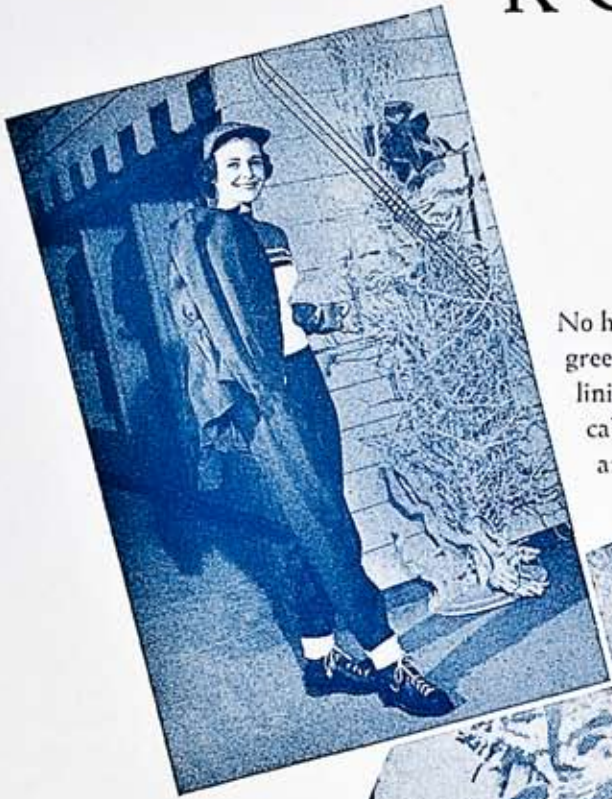
**SPAIN**—Very hot, dirty, and poverty stricken. Few women are seen on the streets and then they are dressed in black from the chin down (a sharp contrast to the popular "Bikini" bathing suits seen at Biarritz and Cannes). Everything closes up tight from noon until 4:00 for the "Siesta" and then reopens until 8:00. Dinner is not served until 10:00 and then everything tastes as if it had been cooked in motor oil. Prices are low in spite of the heavy government tax. The average shop girl makes approximately \$12.00 a month. We suffered through a bull-fight which was quite a thrilling and colorful affair until one of the Toreadors was seriously hurt.

**RIVIERA**—We paused here for a few days, with a side trip to the famous gambling casino at Monte Carlo, then we boarded the M. V. Italia at Genoa and were on our way home with many regrets at leaving, yet most appreciative of the comforts we take for granted here in the U. S. Incidentally, the electrical appliances displayed in the European shop windows would have been discarded by our grandmothers years ago.

# R G & E GIRLS PROVE FINE M

showing

*Smart*  
fashions



No hill too high for flaunting this trim dark green gabardine ski suit with red poplin lining. Margie Bauer adds a heavy knit cable-top sweater and matching cap and mittens for gaiety!



For the office, an ankle-length gown of b... sheath and organza apron criss-crosse... taffeta. Betty Lee adds the final touch... red rose and satin cocktail band wi... trim. Rich rhinestone jewelry for hi...



For sports-spectating, such an outfit as this worn by Anne Whelan is highly fashion-wise . . . a straight flannel skirt topped by an English-knit sweater and fine suede jacket, with suede cap and crested calf bag.

The newest in cocktail dresses takes a draped hipline, here on Anne Whelan in striped rayon taffeta and velveteen capelet. Her white felt cap with rhinestones echoes the "frankly fake" pin, contrasts the satin strap sandals.



\*All costumes are



# E MODELS....

art  
ons

rown of brown taffeta  
risscrossed with rayon  
nal touches with a huge  
band with rhinestone  
ry for high fashion!



A town costume of blue wool with white pique accents, as seen on Margie Bauer, forms a sophisticated fashion focus, with the dramatic tunic effect and unusual button detail. Her felt veiled bonnet doubles as casual or dressy.



Betty Lee wears a smartly casual original by Paula Brooks in beige gabardine with the new peg pockets and silk print scarf. Her hat, a Darelle exclusive.

# SOME THINGS TO THINK ABOUT

## CAROLINA EDITOR OPPOSES FURTHER INVASION OF GOVERNMENT IN POWER BUSINESS

In North Carolina private enterprise is opposing further invasion by the federal government into the electric power business and, in mid-October, a series of hearings was held to discuss the matter. The issues involved are the same that confront business-managed power companies in various other parts of the country and they are so important that we are publishing, for the information of our employes, the comment of the Charlotte Observer, one of the important newspapers in North Carolina. We quote:

"For two days this week North Carolina was given the spectacle of a frontal attack on private enterprise by the biggest guns that could be mustered in an attempt to justify Federal power to people who, we firmly believe, do not want Federal power, because they have been served better by private industry than Tennessee has been served by TVA.

### FAR AHEAD OF T.V.A.

"That must, at least, be the conclusion if we apply to North Carolina the same measurements that TVA uses to justify its own existence—industrial development, rural electrification, availability of power, average per capita income, and several other categories, in all of which it can be demonstrated by plain facts and figures North Carolina is far ahead of the TVA territory.



"The Department of the Interior turned a full barrage on the Carolinas to show what they called the need for Federal power in this area but they carefully avoided mentioning that in rural electrification North Carolina, Virginia, and Georgia, to which TVA supplies only a small fraction of electric power (less than one per cent in North Carolina) are far ahead of any part of the bona fide TVA territory.

"In North Carolina 83.6 per cent of the farms are electrified, in Virginia, 84.7 per cent, and in Georgia, 85.6 per cent. Compare that with Tennessee, where 97 per cent of the power is furnished by TVA and only 65.8 per cent of the farms are electrified.

"Chattanooga is in the heart of the TVA development, but its gain in population from 1940 to 1950 was only 1.5 per cent; whereas Charlotte gained 32 per cent, Greensboro 25 per cent, Durham 17 per cent, and Raleigh 38 per cent. In the period in which TVA has been operating, Charlotte, which was much smaller than Chattanooga to begin with, has overtaken and passed that city by a comfortable margin.

### MISREPRESENTED POWER SUPPLY

"The public power advocates tried to tell us there was a desperate power shortage, though Interior Secretary Krug said during the war that power was one commodity that did not have to be rationed because of its abundance. They were silent on the fact that private companies in at least three non-TVA states actually had to supply power to TVA during

the war. They bore down on the false charge that private companies are failing to meet the power demands, but they shut their eyes to the known fact that some of these companies immediately surrounding TVA have more than doubled their capacity since the war.

"They tried to tell us that TVA pays its fair share of taxes, but they quoted no complete figures, for obvious reasons. TVA paid the Federal government \$6 million, according to its last report, and then got an appropriation of \$30 million, making a net loss of \$24 million to the taxpayer. Tennessee gets \$350,000 a year from TVA 'in lieu of taxes,' but North Carolina collects \$7 million in taxes from private companies. Governor Scott, who is always hunting for more revenue, might take a long look at those figures.



### DEFICITS MADE UP BY TAXPAYERS

"They told us that private enterprise has nothing to fear from public power. But how many privately owned utilities are left in Tennessee? What happened to Wendell Wilkie's Commonwealth and Southern? A public power development is forced to undercut private companies in order to sell its power, and, with its deficits made up by the taxpayers, it can undercut down to zero until it drives the private company out of business. That has happened and will happen everywhere public power invades private enterprise and competes with it.

"Did the government people tell us that average individual income, new buildings, internal revenue collections, value of farm implements, livestock and facilities, and the number of trees planted in reforestation—all of these are higher in the territory surrounding TVA than they are in the TVA area? They did not. Did they remark on the fact that North Carolina companies export a billion kilowatts more than they import? They did not. And finally, did they name a single company that had by-passed North Carolina because of a shortage of power? They did not.

### FIRST STEP TOWARD SOCIALISM

"Public power is the first step toward socialism; in fact, it may be said that it IS socialism, because every business and almost every home depends on power, and, once the government gets power in its hands, it has a stranglehold on our business and private lives.

"That is the reason that nationalization of power was one of the first items on the British Socialist program. In the United States it has a special danger, because valley authorities are invariably given powers that infringe on the sovereignty of the states and so undermine our whole system of dual government."





The R. G. & E. Management recently was host to two gentlemen from India who are studying utilities in this country to take advantage of American techniques in building a large generating station in India. Left to right: Station 7 Superintendent, George Swarhout; Vice-President, E. J. Howe; Vice-President, Leo East; Mr. Rao, Mr. Batra, and President, A. M. Beebe.

## CANADA FACES POWER SHORTAGE IN GOVERNMENT SYSTEM

In the Province of Ontario, Canada, where the government owns and operates the electric power business, there is a real shortage in contrast to the plentiful supply which the business-managed companies of the United States offer their customers. The Hydro-Electric Power Commission of Ontario has been publishing advertisements in the Toronto newspapers calling on all consumers to "do your utmost to save electricity at all hours of the day and night."

Santa and four tiny reindeer fly through the air at the Main Office Display Floor. This unusual Christmas display is the current cause of much comment.



"A peach of a pair," Mr. and Mrs. D. K. Smith taking their morning constitutional along the celebrated Boardwalk at Atlantic City. Don manages the Gas Spaceheating Sales group.



Safety Committee of the Gas Manufacturing Department. Left to right: Clarence McElwain, West Station; Arthur Loebs, East Station; Don Calderwood, West Station; Fred Benton, West Station; Joseph Dawes, West Station; Dick Kaseman, West Station; and Gerald Aldred, East Station.

### VELMA HART IN ADVERTISING

Velma Hart is a new and attractive face in Public Relations and Advertising. Velma came up from Mailing to succeed Shirley Brigham, who left after three and one-half years to become secretary to Dr. G. E. Gagnier.



## TWINS, TOTS 'N' TROOPERS



This small pair keeps things hopping around the Walt Popen household. The twins are Nancy and Danny, age 15 months, and their Dad works in Gas Spaceheating Sales.



The two hombres pictured above in western garb are cousins and the sons of two of the elevator gals in the Main Office. Left is Charlie Scollick, age 7, whose Mom is Joan Scollick, while the lad on the right is Tommy Rohr, also 7, son of Mabel Rohr.



Cynthia May Nellis



This is Glenn Tranello, 20 months, son of Joe Tranello of the Gas Street Division who had quite a time helping his Dad with the sprinkling this past summer.



Anne, just turned four, is the pride and joy of the Bill Loudon family. Bill works in the Commercial Division of the Commercial and Industrial Department.

### AUTUMN

Poem written by Cynthia May Nellis, 10 years old, daughter of Lloyd Nellis of Househeating Service:

Leaves flying through the air,  
Lighting on the ground,  
But, really I do not care,  
Rustling and making sounds.

Wind blowing, good gremlins playing,  
Wind blowing, and branches swaying,  
Brook running, soon to be frozen,  
Brook running, and doggie dozing.

### Kids Have Fun at Vets Xmas Party

The annual Christmas party of the R. G. & E. World War Veterans' Club was held in the Auditorium on Saturday, December 16th, with a great turnout of fathers, mothers, and youngsters. There was a fine program of entertainment and gifts and "eats" for the kids. A detailed story and pictures will appear in the next issue of the R. G. & E. News.

### Stork Has Busy Season in Genesee Valley

Mr. and Mrs. Robert Holland are the parents of a son named Stephen Robert, who arrived November 11th.

Mr. and Mrs. Roland Thomas introduce a son named Roland, Jr. who arrived November 4th.

Mr. and Mrs. Anthony Vasile present a daughter named Kathleen Ann, who arrived November 11th. Mrs. Vasile was formerly stenographer clerk in the Fillmore Office.

Mr. and Mrs. Robert Beardsey are the parents of a daughter, who arrived November 21st.

This is to report that to date all the fathers are doing well.

### LAKE SHORE DISTRICT

Miss Jean Peet, Home Service representative in the Lake Shore District, has left the company to become Mrs. Robert Rapp of Darian Center.

Mr. and Mrs. Ralph H. Mason recently visited their son "Spike" and his family at Quantico, Virginia.

Frank Knapp, son of John Knapp, salesman at Wolcott, has enlisted in the Air Force and is stationed at San Antonio, Texas.

### MAIN OFFICE

Janet Wagner, Payroll, motored to Boston to bear witness to the autumnal beauty, New England weather, and scenery.

### GAS DISTRIBUTION

The Gas Distribution Department welcomes back Thomas McGraw of the Turn-On and Shut-Off Division after several months of illness.

## MAIN OFFICE

Molly Taylor, Administrative, spent a vacation week in New York City.

Betty Rush of the Third Floor took time out on her recent vacation to participate in WHAM's Cinderella Week-end. She won prizes of jewelry and missed the trip to New York by a narrow margin.

The Fifth Floor extends a hearty welcome to three new members. They are: Marie Worthington, Tabulating; Joseph Harris, Auditing; and Frank Sullivan, Plant Inventory.

Jane Pecht, Mailing, has become engaged to William Thomas.



The annual get-together of the Coke Sales Department at the Chislers Club yielded fun and laughs for everyone. Dancing and games helped to digest a big feast and provide more laughs. Front row, left to right: Fritz Hafner, Clarice Harvey, Lorel Celentano, Al Walker, and Bill Hackett. Center row: Evelyn Ryan, Ethel Fuller, Burt Fladd, Muriel Bullock, Schuyler Baldwin, Suzanne Latimer, and Charlotte Herbert. Back row: Jack Wahl, Ed Szablak, Linn Bowman, Frank Howell, Ray Witzel, and Dean Caple.

The Richard Johnsons (Dick's with Plant Inventory) are proud to announce the arrival of their second son, Larry Douglas, born on September 17th.

Congratulations to Eddie Hansen on the addition of a new son, Richard, to the Hansen household.

Married life is sure agreeing with Evelyn Carstairs Nesbitt. Bowling with the R. G. & E. Ladies' League a short time ago, she hit the wood for a 537 total, rolling games of 196, 151, and 190. Men take note!

Mrs. Jeanne Gresens is the newest addition to the Employee Relations Department.

The new girl in Power Billing is Alice Webster, formerly of Mailing. Alice replaces Joyce Briggs who left that office on November 3rd to accept a position at Kodak.

The engagement of Rita Miller, Employee Relations, to James Beachner has been announced. The wedding is to take place in late January.



Fred Boetcher of Station 1, had a late vacation this year and, as for the past five years, went to Westville, Nova Scotia. Two years ago he caught a 32-lb. salmon and the one in the picture, which he caught this year weighed 20 lbs. Fred and his wife are also camera enthusiasts and have a fine pictorial record of past vacations.

Harriet Heckel of Mailing was recently transferred to the Employee Relations Department.

Mr. and Mrs. Paul Briggs (formerly Beatrice Schroeder) were feted at a number of pre-nuptial affairs. The parties included a luncheon at the Sibley Tower Restaurant, given by the General Accounting Department and a cocktail party at the Sheraton tendered by the Treasury and Corporate Divisions of that department. Paul and Bea were married in October and honeymooned through the New England States and Washington.

A group taken at the Annual East Station 40-Year party. Front row, left to right: Erasmo Tramonto, Dennis Donovan, Arthur Loveny, John Martin, and Fred Gunther. Back row: A. M. Beebee, Gerald Aldred, Edison Phillips, Willis E. Hughes, Maurice Collins, and Leo East.





Nineteen R. G. & E. salesmen and sales supervisors won a trip to the annual convention of the American Gas Association at Atlantic City as the result of exceeding their quotas and selling 2,572 water heaters. The boys were royally entertained by various national manufacturers. Top row, left to right: Paul Ronchi, Arthur Coles, Norman Stott, James Spillane, Joseph Miller, Matthew McBride, Paul Helfer, Lawrence Shields, Robert Cronin. Bottom row: Ernest Green, William Mackie, Raymond Erness, James Graham, John Rokos, Lowell Chapin, and Rudy Kay. (Not in picture) Don Kresser, Daniel Dronkers, and Carl Corea.

### ELECTRIC DISTRIBUTION

The Electric Distribution Department is happy to welcome new employees Harry Saddock, Roger Butts, Bob Ashley, Ken Schneiter, and Allan Perry. Allan is a transfer from General Maintenance.

The Subway Department is happy to have Superintendent Walt Paine back after a prolonged illness.

Jerry Smith of Subway and Luke Kimmel of Line Maintenance have recently moved into new homes.

The Electric Meter Department will miss Fred Bergmeyer who has gone into the Army.

There has been quite an increase in the Infant Department of Electric Distribution with baby boys . . . Marsh, born to Mr. and Mrs. Fred Urlacher; Dean, son of Mr. and Mrs. Mitchell Johnson; and a 10-lb., 3 oz., baby boy, Richard, born to Mr. and Mrs. Keith Amish.

Bob Dinehart of Electric Station Maintenance is the proud father of a baby girl, Pamela Jean, born on November 10th.

Paul Thone of the Subway Department and Mrs. Thone recently spent five weeks visiting Mrs. Thone's relatives near Ipswich, England.

George Yahn is now working in the Line Operation Office, having been transferred from the Electric Meter Department.

Sam Poletta of Electric Distribution and Jeannine Carra were recently married in Mt. Carmel Church. Best wishes to both of them.

Dorothea Dake Hanna, formerly of the Electric Distribution Office became the mother of a baby boy, Bernard Edwin, on November 1st.

Marie Yatteau just returned from an enjoyable vacation in Dayton, Ohio, where she visited friends.

Mr. and Mrs. Homer Edwards spent two weeks in Mexico a short time ago, where they visited many interesting places. They flew both ways to make the trip more exciting. Homer is employed in the Electric Station Maintenance.

### SODUS

George Wirth of Sodus recently spent a few days in Washington, D. C., visiting his son Captain Charles Wirth, who is a physician with the U. S. Navy.

Bill VanHeiten, Sodus Lineman, won three turkeys at a pre-Thanksgiving raffle. Instead of hair, Bill now has feathers.

### CANANDAIGUA

It was a boy, Paul, Jr., who arrived at the home of Paul and Isabelle Brooker on November 4th. The Brookers also have a little girl. Paul is with the Electric Department in that territory.

Mr. and Mrs. Phil Thomas enjoyed a two-week stay in Florida.

### GENESEE DISTRICT

Bernard Mills recently returned from Langley Field after serving a light hitch with Uncle Sam. Bernard left on October 24th and returned to work on November 6th. Says Bernard, "That's about as fast as anyone could get in and out of the army."

The Fillmore Office Annex has recently been repainted and new fluorescent lighting installed.

Lewis Gayton, Assistant Line Superintendent is wondering about the turkeys. He thinks we should feel guilty about winning so many in the Genesee District. Perhaps we should send them to Canandaigua or Lake Shore.

Wilson Kopler and family have moved into their newly erected home in Fillmore.

The Fillmore Office was burglarized on two successive nights—November 17th and 18th. The culprits gained entrance by breaking a window. The Bureau of Criminal Investigation and members of the New York State Police were notified and within three days the criminals were apprehended and all property returned.

### GENERAL ACCOUNTING

Add one, subtract one in the Payroll Division. Joan Gunther, formerly of Mailing, has joined the division and Janet Wagner has left the employ of the company to make her home in California.

Warren DeRoo is the newest addition to the Construction Accounting Division of General Accounting.

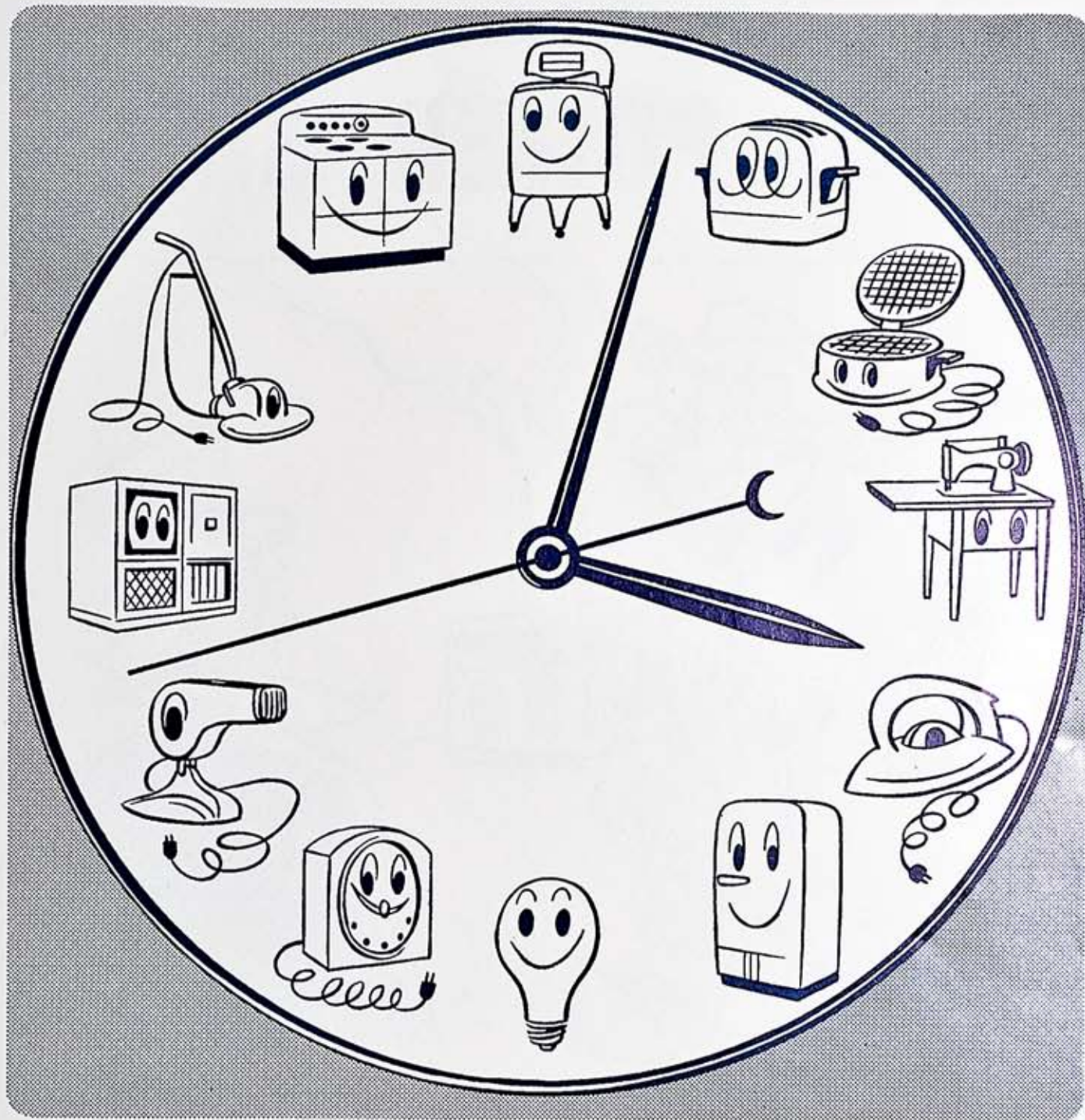
Marilyn Sexton, formerly of Administrative, is now among the residents of the sunny south, having recently moved to Florida.

Marilyn Reichart and Mary Gibson, both of Payroll, were among the Rochesterians who journeyed to Buffalo to attend the performance of the Ice Follies.

### TRANSPORTATION

At a retirement party held recently at the Liederkrantz for Sherman Prince, his fellow employees presented him with a watch, in order that he may divide his time evenly amongst his fourteen grandchildren.

Mr. and Mrs. Raymond Luft are the proud parents of a set of twins—a boy and a girl—born on November 2nd. Mixed doubles.



## Around the clock!

It is always a source of satisfaction to public utility workers to know that their efforts help to make life easier, happier and healthier for their friends and neighbors. Think of the time, steps and effort that gas and electric service save the average family! At finger-tip command this service cooks, cleans, sews,

washes and irons. It lights and heats the home, gives twenty-four-hour hot water service and guards the food. It brings an endless round of entertainment and adds comfort and convenience to everything in family life. Now try to think of anything else in the family budget that does so much . . . for so little cost.

# *I'm Reddy -* **with POWER, SIR**



Yes sir, just as in the past you can count on Reddy Kilowatt to have available an ample, dependable, economical supply of electric power so essential to the defense of our country as well as its growth and prosperity.

Within a few weeks Reddy will be operating a new unit at R. G. & E. RUSSELL STATION, generating upwards of 60,000 more kilowatts of electric power. This, in addition to the other generating plants in the

R. G. & E. system, will give the company the largest reserve capacity it has ever had.

Throughout the country the electric power industry has been spending billions of dollars in expanding and improving its facilities to meet increasing demands. Electric power, as produced by the business-managed taxpaying public utilities, was never "too little or too late" during the last war nor will it be in any future emergency.