



# NEWS

ROCHESTER GAS and ELECTRIC

Volume XXX

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Nos. 1 and 2



Read: "WHAT KIND OF A YEAR DID THE COMPANY HAVE IN 1950?" on Pages 4 and 5

# New Year Brings Promotions and Community Honors

The beginning of the New Year brought many promotions and community honors to company employees. A number were moved to higher posts in their own departments, while others won honors in various communities. This page carries the story of some of the events which have brought congratulations from the associates of the individuals concerned.



Ralph H. McCumber, general manager of the electric department, has been elected a vice-president of the Canadea Corporation, the wholly owned R. G. & E. subsidiary that owns and operates the Canadea Dam.



On January 16th, the management announced the promotion of Gus Farese to the position of Foreman of the Gas Meter Shop.



E. L. (Steve) Clark has been appointed Assistant Manager of the Gas Space Heating Sales Department.



George Aldrich, Appliance Sales Manager of the Genesee Valley District, was recently honored by being appointed Mayor of Fillmore.



Clinton B. Cole is the new Supervisor of the Gas Division of the Commercial and Industrial Sales Department.



E. L. Spanagel has taken over his duties as Assistant Manager of the Commercial and Industrial Sales Department.

## R. G. & E. Dual Gas Service Proves Value in Recent Wave of Zero Weather

During the zero weather of the past few weeks Rochester's dual gas supply enabled the R. G. & E. to meet record breaking demands. Throughout the early February cold wave, while many communities had gas service to industries and homes either shut off or curtailed, the R. G. & E. maintained full service to all of its customers.

Rochester has a double source of gas supply. It obtains natural gas from Texas and it manufactures gas here in Rochester, both from coal, and from oil and steam. When one source of supply is threatened the company can call upon the other to pick up the load.

On several occasions recently the R. G. & E. was informed by its supplier that it would have to reduce its take of natural gas because of the tremendous demands from communities throughout the east and middle west. It made the cut, but immediately stepped up production in its own plants and was able to maintain full service in the face of the heaviest demand in company history. Commenting on the situation on February 8th, President Beebe told the press:

### Many Communities Curtailed Service

"For the second time in the past two weeks the extremely cold weather has caused a natural gas shortage generally throughout Ohio, Pennsylvania, and New York State, and on both these occasions the supplier to the Rochester Gas and Electric has been forced to cut down the deliveries of natural gas needed for our operations. However, in both instances our gas manufacturing plant was able to pick up the load which normally was to be supplied by natural gas and as a result not a single one of our customers had to be curtailed or restricted in their supply. Serious curtailments have been forced upon neighboring territory, houses have gone cold and industries have had to shut down, throwing people out of employment. These two experiences show the value of a double source of gas supply."

### New High Sendouts

New highs for a twenty-four hour period were registered in both gas and steam divisions on February 8th. The gas send-out totaled 89,000,000 cubic feet (on a manufactured gas basis) as against a previous high of 77,000,000.

The steam send-out totaled 21,000,000 pounds as against a previous high of 19,400,000 pounds.

The employees of all the plants involved did a tremendous job in keeping the flow of these vital services going in the face of a difficult situation.

## Inhalator Crews Save Many Lives In Answering 143 Calls

Inhalator crews of Rochester Gas and Electric Corporation responded to 143 calls during 1950. The cases included poisoning by coal gas, carbon monoxide and illuminating gas, suffocation from smoke fumes as well as heart attacks, drownings, lightning and electric shock.

Of the 143 calls, resuscitation attempts were successful in 47 cases and in 14 cases the victim was dead when the inhalator crew arrived. In 46 cases the victim had revived and the inhalator was not used.

The inhalator service was established by the R. G. & E. a number of years ago for cases of shock and gas poisoning among its employes. The company's safety program, however, has reduced employe accidents to such an extent that use of the inhalator is seldom necessary. Trained crews are kept on hand at all times, however, as a service to the community and the value of their lifesaving efforts is reflected in the 47 successful resuscitations last year.

## LES TWICHELL NAMED "CITIZEN OF THE DAY"

The Rochester Savings Bank's radio program, "Journal of The Air," recently picked an R. G. & E. employe for its "citizen of the day." Chosen for this honor was Lester C. Twichell, head of the Lighting Division of the Commercial and Industrial Sales Department.

This recognition was prompted by Mr. Twichell's outstanding service in connection with the Rochester Chapter of the Illuminating Engineering Society. As one of the chapter's original founders, he has contributed much time and energy to its growth and activity.

## RUSSELL STATION WINS HIGH RATING AMONG PLANTS OF NATION

The boys at Russell Station are wearing broad smiles these days as the result of a recent rating by the Federal Power Commission.

In rating more than 200 electric generating plants, the Federal Power Commission classifies Russell Station as first in efficiency for all stations of similar size and design, and third among the nation's stations of any size or design.

The second unit, now having a test-run, will soon be officially dedicated with appropriate ceremonies.

# THE PRESIDENT'S PAGE



## What Kind of Year Did The Company Have In 1950?

The year 1950 was our first year as an independent operating company, and generally it was a pretty fair year, except that the earnings figures shown on the opposite page did not increase as much as we had expected.

As I have told you, we had hoped that as a result of the economies of our new generation and distribution facilities, our earnings would begin to show substantial improvement, and that earnings for the year 1949 would be our all-time low.

We did climb a little, but not enough, when you consider the large increase in investment in the company and the fact that our sales increased nearly 4 million dollars. This is seen from our earnings available for Common Stock for 1949, which amounted to \$2.64 per share based on the 835,000 shares then outstanding, while in 1950 we had available \$2.84 per share based on the 967,000 shares now outstanding. This improvement in earnings, however, must increase, in order for us to be able to sell more of our securities this coming year to pay for our 1951 construction, which is urgently needed to meet our increasing loads.

### LESS FOR REINVESTMENT

After paying our stockholders the required \$2.24 per share for the use of their money, the table shows that the amount left over for reinvestment in the company is a very small sum, being the lowest in the last four years.

During the 2nd and 3rd quarters of 1950, we were making real progress and our hopes were raised. However, during the last quarter of 1950 the effect of the recent wage increase and other expenses, including taxes, was very noticeable, so that the 4th quarter ended some \$135,859 below our budget and showed only 93c per share of stock outstanding, as compared with \$1.04 per share in the same quarter of the previous year. From this you can see why it is important that we continue to operate just as economically as we possibly can if we are to offset this drop which is disturbing us, especially in view of the greatly increased taxes which we will be required to carry this next year. The new unit at Russell Station should help in this direction.

You will note in the attached table that while our revenue for the year increased by \$3,992,887,

our operating expenses went up \$2,170,835. (See, especially, notes 1, 2, 3 at bottom of table). In addition, our taxes increased \$1,278,317 to a total of over 6 million dollars which, except for the cost of labor, is our largest item of expense, being more than the entire cost of coal and natural gas used in supplying our electric, steam and gas service.

On the favorable side, we carried on safely, with no serious curtailment in service to our customers, through one of the worst windstorms of hurricane velocity that ever visited the area; as well as a most serious coal strike that was of near paralyzing proportions.

### EMPLOYEE BENEFITS REACH NEW HIGH

During the year we employes received two wage increases totaling nearly 11%. We have greatly improved our pension and other employe benefits and added another holiday to our list. It is interesting to note that these benefits to which the company contributes, and which eventually flow to the employes, now total over 50c per hour above what the employe receives in pay for actual hours worked.

As I have frequently said in the past and am anxious to emphasize again, we are privileged to have the finest Board of Directors any company could hope for. Their counsel based on broad knowledge and experience is a great help to us.

Since the year had its good points as well as its disappointments, perhaps we should be grateful and hope that in the year ahead the improvement which existed prior to our most recent quarter will again become evident.

From the standpoint of our customers, it was a banner year in every way. The service rendered by our employes during the many difficult operating problems involving both gas and electric operations, has brought numerous commendations, of which the most cherished is the frequent comment about the "courtesy of our employes." For this we are truly grateful.

It is our aim to continue to operate the Company so as to merit the approval of our customers. With the help you have always given us I am sure we can maintain and even improve this fine reputation.

*Alexander M. Beebe*  
President

## COMPARATIVE EARNINGS STATEMENT FOR FOUR YEARS

	1947	1948	1949	1950	1950 Compared With 1949
Total Amount Invested in Plant	\$101,800,000	\$115,400,000	\$121,800,000	\$129,700,000	+\$7,900,000
Total Operating Revenue	25,577,741	27,954,725	29,990,548	33,983,435	+ 3,992,887 <sup>1</sup>
Total Operating Expenses	16,909,973	19,550,623	20,573,355	22,744,190	+ 2,170,835 <sup>2</sup>
Taxes	4,525,118	4,235,519	4,991,018	6,269,335	+ 1,278,317 <sup>4</sup>
Total Expenses and Taxes	\$ 21,435,091	\$ 23,786,142	\$ 25,564,373	\$ 29,013,525	+\$3,449,152
Revenue—Less Expenses	\$ 4,142,650	\$ 4,168,583	\$ 4,426,175	\$ 4,969,910	+\$ 543,735
Other Income	13,673	10,411	37,520	94,995	+ 57,475
Gross Income—Available for All Interest Charges	\$ 4,156,323	\$ 4,178,994	\$ 4,463,695	\$ 5,064,905	+\$ 601,210
Deduct Interest on Bonds, Preferred Stock, and Income Deductions	\$ 1,733,439	\$ 1,654,838	\$ 2,254,960	\$ 2,310,874	+\$ 55,914 <sup>3</sup>
Leaving Earnings Available for Common Stock (Earnings per Share Outstanding)	\$ 2,422,884 \$3.12	\$ 2,524,156 \$3.25	\$ 2,208,735 \$2.64	\$ 2,754,031 \$2.84	+\$ 545,296
Paid Common Stockholders for the use of their money—835,000 shares in 1949—967,000 shares in 1950	\$ 1,823,397	\$ 1,629,419	\$ 1,503,445	\$ 2,166,080	+\$ 662,635
Available for reinvestment in the Company	\$ 599,487	\$ 894,737	\$ 705,290	\$ 587,951	-\$ 117,339

### EXCELLENT WORK IN SALES, OPERATION, AND FINANCE

1. The above figures show the excellent work of the Sales Department in increasing revenue through greater sales by nearly 4 million dollars.
2. They also show the result of the fine job done by the Financial Department in financing new securities at lower interest rates to replace our former higher interest securities. You will note that the interest on Bonds, Preferred, and Income Deductions increased only \$55,914, or considerably less than one per cent on the added 8 million dollars worth of Bonds and Preferred that we are now carrying.
3. The Operating Departments also did an outstanding job in operating the Company to meet these greater loads with an increase of only \$2,170,835 in operating costs. Were it not for the excellent work of the Sales, Operating, and Financial Divisions of our Company, our picture might have been much different.
4. The tax increase of \$1,278,317 is what really hurt. This item will get worse this next year, and makes it necessary for us all to do all we can to operate as economically as we possibly can.
5. Note that in the past four years our investment has increased nearly 28 million dollars and our revenue has increased by over 8 million dollars, while our earnings have increased by only \$332,147. In spite of the increase of over 8 million which the Common Stockholders have put in the Company in the meantime, you will note that they have received only \$342,683 more in interest for the use of their money.

*The annual report to the stockholders, giving full details of the above figures, will be available in a few weeks. If you would like a copy, ask your supervisor, or send a message to W. Hughes of Employee Relations Department, and a copy will be mailed to you as soon as it is printed.*

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 STREITLE..... *Transportation*  
 HENRY MACGREGOR..... *Steam Division*  
 LAWRENCE DEBACK..... *Wolcott*  
 MARGARET BURNS..... *Canandaigua*  
 JOAN LEAMY..... *Sixth Floor*

## Service Anniversaries Observed by Twenty

The following employes completed cycles of 25, 30, 35, and 40 years in January and February:

Frederick H. Patterson.....	Administrative.....	40
Alexander M. Beebee.....	Administrative.....	35
Harvey J. Klumb.....	Electric Department Superintendent.....	35
Earl C. Olin.....	East Station.....	30
Herbert G. Rowling.....	Gas Househeating Service.....	30
Joseph Dawes.....	West Station.....	25
Michael DiFante.....	West Station.....	25
William Hopkins.....	West Station.....	25
David Kass.....	General Accounting.....	25
Harvey G. Knuth.....	Electric Distribution Engineering.....	25
William C. Seward.....	Line Operating.....	25
Gerald Streb.....	General Maintenance.....	25

### FEBRUARY 1951

Victor E. Fritz.....	Genesee District.....	35
Simon Groenendaal.....	General Maintenance.....	30
Walter A. Guyett.....	Credit and Collection.....	30
William R. Hegnauer.....	East Station.....	30
Michele Giardina.....	West Station.....	25
Harry E. Ridley.....	Steam Distribution.....	25
Onoroto Simonelli.....	West Station.....	25
William VanHeiten.....	Wolcott.....	25

## Military Service Calls More R. G. & E. Men

There is a steady flow of R. G. & E. employes into the various services of our country. The R. G. & E. NEWS is being mailed to each employe in service. In order to do this properly, it is of course necessary to have the correct address. We suggest that you send your new address direct to ARDEN HOWLAND, Employee Relations Department.

The latest men to leave are: ARMY: Fred Bergmeyer, Electric Meter; Richard F. Dries, Addressograph; Richard W. Hinz, Genesee District; George J. Trelly, Line Operation; Robert E. Bommele, Electric Station Maintenance; Nick R. Buonemani, Gas Meter Shop; James Gent, Line Operation; and William F. Specht, Station 7.

NAVY: William C. Gearing, Station 7; Raymond B. Junot, Station 3; Stanley T. Kamienski, Line Maintenance; Vincent P. Stuart, Station 11; Harvey G. West, Meter Reading; Elmer C. Burnup, Jr., Electric Distribution Engineering; Ralph W. Hamburg, Canandaigua; and Hugh H. Hull, Jr., Electric Distribution Engineering.

AIR FORCE: Gerald J. Gehrlein, Customers' Tabulating.

Boys who have returned recently from service are: Joseph Grassi, Station 9; Jerry Clickner, Steam Distribution; Calvin Kellogg, Rate and Economic Research; Robert Schick, Coke Sales; and Raymond Stoddard, Line Operating.

## In Memoriam

### Mark C. Arnold

Mark C. Arnold, retired, died November 28, 1950, aged 76 years. Before retirement on November 1, 1939, he was employed in the Lake Shore District.

### Mary V. Killeen

Miss Mary V. Killeen of the Employee Relations Department died December 16, 1950, after twenty-six years of service with the company.

### Frank Vogler

Frank Vogler, retired, died December 22, 1950. He formerly worked in the Transportation Department and retired March 1, 1947, after twenty-five years of service. He was 68 years of age.

### William M. Wilkins

William M. Wilkins of the Gas Meter Shop died January 13, 1951, aged 55 years. He had 39 years of service with the company. George Wilkins, one of his sons, works in the Meter Reading Department.

### George Wirth

George Wirth, Lake Shore District, died suddenly January 24, 1951. He served 38 years with the company and was 64 years old at his death.

## EIGHT EMPLOYES RETIRE WITH LONG SERVICE RECORDS

Employes who have retired on pension recently include:

Emma G. Augenstein, Treasury, 24 yrs., 6 mos. Peter J. Brink, Subway, 29 yrs., 5 mos. Peter Capozzo, West Station, 23 yrs., 5 mos. Grover C. Hartley, Customers' Accounting, 35 yrs., 3 mos. George E. Robinson, Electric Station Maintenance, 36 yrs., 10 mos. Frank C. Taylor, Commercial and Industrial, 39 yrs. Antonio Vasile, Subway, 37 yrs., 8 mos. Arthur D. Whitley, Commercial Service, 44 yrs.

## "ReGiE" The Old Watchman Answers—

"WHY SAFETY?"

Safety is not an intangible and abstract principle, actually it consists of two very basic principles, which are humanities and economics.

The humanitarian aim, which pertains to safe working conditions, safe tools and equipment has been given a very high priority by management.

The economic aim, quite obviously, pertains to the high cost of compensation and medical care, as well as cost of damaged equipment as a result of accidents. Too, there are the additional costs that result from delays, loss of key-men, training of replacements and morale factors.

Every accident is a result of something gone wrong. An unsafe practice or an unsafe condition. Something wrong in design, arrangement, operation or placement of equipment. Or, perhaps, in training, supervision or operating practices. True, too, that these causes of accidents are also causes of inefficiency.

Safety, therefore, wraps up a lot of sound principles. Safety means doing things the "Best Way," the "Right Way," and the "Safe Way."

Safety is the responsibility of every one and requires sincere direction and support of all supervisory personnel all of the time.

### Help National Defense! Help Yourself!

Three hundred and twenty of our employes are purchasing U. S. Savings Bonds through the payroll savings plan. During the month of December the total amount saved by this method was \$6,697.

Why not make *your* goal A-Bond-A-Month by arranging with the payroll department.

## TRADING POST

**FOR SALE:** Breakfast set. Extension porcelain table and four chairs in excellent condition. Priced to sell. Phone BA. 2486.

**WANTED:** Apartment size gas range. To be used in basement of home. Call Walter Paine, Ext. 392.

**WANTED:** Would like to buy used public address system. Call H. MacGregor, Ext. 295.

## Kelly Predicts a "Serendipitous" 1951

At the first staff meeting of the new year Art Kelly, Director of Public Relations, offered a few predictions, a la Drew Pearson. One of Kelly's predictions was that it would be a "Serendipitous" year. Close scrutiny of several dictionaries revealed that "serendipitous" means pleasant surprises.

"My final prediction" said Kelly "is that we will lick our present troubles just as we have always done in the past. Away back in the 1870s Harper's Weekly published its famous gloomy editorial in which it said that the country was going to smash and that the outlook was hopeless. The same dolorous song has been sung many times since.

"In our own business and in our own company we have seen bleak days.

"In our personal and family lives we face problems, griefs, and disappointments every year.

"But in every one of these situations, as stout-hearted Americans, we have risen above our troubles; we have climbed out of the depths of despondency and have triumphed over the times, trials, and tribulations.

"I predict that we can still do it . . . and that we will do it . . . and that the end of 1951 will see us as a nation, as a company and as individuals still sitting on top of the world."

## Company Servicemen Grateful for Xmas Packages

Judging from the number and character of the letters recently received from our servicemen, both in this country and overseas, the gift packages the company sent out to them made quite a hit. They also express their thanks to the R. G. & E. Veterans' Association for the free membership and handsome box of stationery they received from that organization. The gift packages contained numerous items that a man just entering the military service could use.

Of course, with the volume of mail being sent to servicemen during the holiday season, some of the boys received their packages late. All of these men, however, said that it was just like a second Christmas when their gifts finally arrived. James Smith, formerly of Station 7 and now at sea on the USS Badoeng Strait wrote: "I wish to say Thank You for the swell package the company sent me. It was like Christmas all over again to receive it. I could use everything you had in it because, being at sea for quite a while uses up your whole supply of personal items. We had been at sea for 72 days when I got my box. Again, thanks."

Jim's words are typical of the feelings expressed in a score of letters sent to the company by the men who are away.

A beetle can lift 500 times its own weight—but we don't yet know what breakfast food it eats.  
—California Pelican.

## R. G. & E. "COACHING" STAFF WINS ALL-AMERICAN HONORS



Year-end awards included All-American honors for "Dean" Russell and the R. G. & E. coaching staff for the way in which they got the team through a tough season. Left to right: Ralph H. McCumber, Ernest J. Howe, Leo H. East, Herman Russell, Robert E. Ginna, and Alexander M. Beebee. The "awards" were made at the Christmas meeting of supervisors.

# SOME THINGS TO THINK ABOUT

## INTERESTING FACTS ABOUT AMERICAN CORPORATIONS AND STOCKHOLDERS

Common Stockholders were at one time associated in the minds of some people with the mythical, silk-hatted "Wall Street Capitalists" as pictured in old newspaper cartoons, and recently again being so characterized by those who would stir up dissension. Actually, the overwhelming majority of common stocks are owned by people in modest income groups.

In the distribution of dividends and interest resulting from earnings of American industry, there is an equally wrong idea in the minds of many as to where the money goes. The latest complete U. S. Government figures show that 69.4% of this money was paid to people with incomes less than \$5,000 per year. Those with incomes between \$5,000 and \$25,000 got 15.8%, and those with incomes over \$25,000 per year got 14.8%, which, after taxes, shrunk to 4.2%.

### WHO GETS THE MOST?

In the distribution of earnings resulting from the use of property (rents), the lower income groups received 72.9%, the middle group 15% and the upper group 12.1% before and 3.5% after taxes.

What creates a "stockholder"?

Well, the simplest form of business is called a "sole proprietorship." That means there is but one owner . . . he puts up the money, takes the risk and receives the earnings, if any.

Then there is the business partnership, in which two or more men merge their money and their efforts and either divide the earnings or jointly stand the loss.

When a business of either of these two types wishes to expand, it often finds it difficult to raise, from its own resources the money necessary to provide the needs of the enterprise. So a third form of business has come into being . . . the corporation . . . one in which many people put up small amounts of money for ownership of shares in the business.

### SHARE EARNINGS AND RISK LOSS

In the United States today, more than 14,000,000 people hold stock in various corporations. As a return on the money that they have invested in the enterprise, they share in earnings if the business is successful and lose their investment if the business fails. Ownership of a stock certificate does not guarantee an annual share in corporation earnings, nor any interest on the money that has been invested. If the business fails, any assets are first used to pay back the money that has been loaned by the bondholder (mortgage holder). If any assets still remain, the holder of preferred stock is paid the amount that he has invested. Any further assets are allocated to the common stockholder, who, because he takes the greater risk in bad years, is held entitled to receive a better share of the earnings during good years. Even in profitable years only a portion of earnings may be paid out to stockholders, the rest going to provide for new equipment, replacement of worn out facilities and into a reserve for a rainy day.

During recent years, for political reasons, there has been a tendency to make the word "corporation" mean "greed" and to picture these businesses and industries as owned by

a few men who squeeze out extortionate profits. Nothing is farther from the truth. Today ownership in America's greatest corporations . . . the industries which have helped to make the country great and whose employes are the envy of the people of all other lands . . . is widely spread among all income groups and among all kinds of people.

### R. G. & E. HAS 19,000 STOCKHOLDERS

Take, for instance, our own R. G. & E., which has nearly 15,000 holders of common stock, residing in every state of the nation. About 40% of these stockholders live in New York State, many are customers of the Company, and many of them are R. G. & E. employes. Hundreds are your friends and neighbors. No one interest owns as much as 6% of the R. G. & E. Common Stock and 93% of stockholders own less than 125 shares each. Even the larger investors are in reality the representatives of many small ones. These large investors are not individuals but Universities, including the University of Rochester, Insurance Companies, and financial organizations representing the interests of thousands of individual people who have entrusted the investment of their savings to these groups.

About two-thirds of R. G. & E. stock is held by individuals . . . men and women. One of the largest groups lives in the City of Rochester and its members are customers of this company.

There are about 4,000 holders of R. G. & E. Preferred stocks. This stock is held to a very large extent in Rochester. For many years it was the only stock of R. G. & E. which our friends and customers could purchase. Recently large amounts have been purchased by leading life insurance companies.

From the above it is apparent that not only our own company, but also most American industry is in reality owned by a host of people, most of whom are ordinary people like you and me, who have a right to expect some return on the money they have invested to provide the necessary plants and equipment which give jobs and wages for all of us.

### MANY DEPEND ON COMPANY EARNINGS

The people who put their savings into our Company, of into other stocks or bonds, in reality not only helped to create the enterprises that gave work and employment to hundreds of families, but they also did so with the expectation of sharing in the earnings as a result of the use of their savings. Many of them, now in old age, are almost entirely dependent on such payments to give them food, clothing and shelter. Such a system provides the reward of effort, and thrift so essential to a sound progressive economy.

We give you these facts so that when you hear those who would destroy the American system of free enterprise complaining about corporations and stockholders, you will know that such criticism is not justified. Stockholders in American free enterprise corporations today are folks like you and me, and the American system has produced the greatest good for the greatest number the world has ever seen. Such a system is good—we should strive to keep it.



## Hottest Job in the Organization



This group of men comprise the majority of a gang that has just completed the repair of the Coke Ovens. The almost constant maintenance of the ovens is one of the main factors in keeping the gas works operating efficiently. One look at the picture will convince anyone that it is not an easy job . . . and it's a HOT detail any time of the year. Front row, left to right: Bill Smith, Bill Major, Tony Mucci, Tony Conversi, and Frank DiMartino. Back row, left to right: Bill Toppetto, Carl Romano, John Ciuffo, and "Pinky" Rosentreter.

### Excuse Us, Please

We would like to correct an error that was made in the last issue of the R. G. & E. NEWS. The name of the new little boy in the Fred Urlacher (Electric Distribution) family is MARK, not Marsh.

## Frank Taylor Honored at Party

Frank C. Taylor, Assistant Manager of the Commercial and Industrial Sales Department, retired December 31, 1950. Frank had been with the company for thirty-nine years and was active in the electrical engineering field and industrial sales.

A dinner-dance in his honor was held Thursday, December 28, at the University Club, where 125 of his friends and fellow workers gathered to hear President Beebee, Vice-President East, General Sales Manager Alling, and others pay well deserved homage to Frank, and present him with a handsome gift.

## Harlan Cooper Heads Kiwanis

Harlan Cooper, Manager of the Western Monroe District of the Rochester Gas and Electric, was recently elected President of the Brockport Kiwanis. His installation took place on January 3rd.

## GAS DEPARTMENT REPORTS ITEMS OTHER THAN BILLS THAT CAME DUE IN JANUARY

The first of the year brought forth a bumper crop of new dependencies in the Gas Department, particularly the Gas Househeating Service group. That section of the department came up with no less than four births in the first frame of '51, with the Gas Shop recording the fifth.

Chronologically the events went something like this: On January 6th, John Gay of Househeating Service became the proud father of a 7 lb., 12 oz. baby girl, Mary Ann; also on that day Stuart (Bucky) Walter was presented with a 7 lb., 9 oz. boy, Douglas Stuart Walter; the next day, January 7th, the Bob Hoffman family welcomed the arrival of Cecilia Marie, 7 lb., 6 oz. Bob works in the Gas Shop. Things quieted down somewhat until January 21st when Marie Ann Magro made her appearance, weighing 7 lb., 2 oz. Her daddy is Joe Magro of Househeating Service and to round out a rather blessed eventful month, on January 23rd along came William Gregory Baaden, the 9 lb., 7 oz. son of Greg Baaden of Househeating Service. Congratulations to the heretofore mentioned wives in these families who did such marvelous jobs.

President and Mrs. Beebee look on as Frank Taylor studies some of the incidental gifts given him at his retirement party.





Spirits ran high at the Second Floor Christmas party.

### MAIN OFFICE

Edna DeVeny of the Treasury Department has announced her engagement to Paul Mueller. A June wedding is anticipated.

The General Accounting Department held its Christmas Party at the Barnard Exempts. Among the invited guests were President Beebee and Vice-President Howe, along with some of the retired employes of the department.

The latest addition to the Typing Division is Jane Sanders. Her Dad is George Sanders of the Line Maintenance Department.

Congratulations to Edna (formerly Kensil) and Norm Coates who were married a short time ago. They enjoyed a wedding trip to New York City and now live at 995 Genesee Street. Edna works in Payroll and Norm in Contract.

The newest addition to Payroll is Mary Popp. That makes three Marys and a Marilyn . . . sure is a grand old name.

On December 29th, the second floor Tabulating Division held a farewell party for Gerald Gehrlein who left with the All-Rochester Air Force Squadron on January 4th for Lackland A. F. Base in San Antonio, Texas. After his basic training at Lackland, Jerry will be stationed at Reese Air Force Base at Lubback, Texas.

Mary Gibson of Payroll now has the distinction of holding the Women's Bowling League High Single Game Record. Diminutive Mary recently bashed the maples for a 221 score. Egad!

Another Tabulating employe to leave for service with the Armed Forces is Vaughn Hildreth. Vaughn is in the Army and, before his recent departure, was entertained at a party at the Sheraton Hotel by his second floor friends.

Carl Jeerings, Supervisor of the Farm Group of the Commercial and Industrial Department, has been appointed a director of the Monroe County Fair Committee.

Friends of "Marge" Pett, Power Billing, entertained her at a luncheon at the "Town and Country" on January 5th. The occasion was "Marge's" leaving the R. G. & E. to become a full-time housewife.

Mrs. Anne Weber of the Collection Department has just returned from a trip to California, where she visited her brother who lives in Hollywood. Anne reports that the entire trip was delightful, but the thing that impressed her the most was the Grand Canyon.

Two recent engagements on the Second Floor—Arlene Sauers of Tabulating to Robert Smith, and Wauneta Norris of Unit Bookkeeping to Kenneth Adams.

Picture of the Main Office Auditorium on the afternoon of the Veterans Association Annual Children's Christmas Party. This was the largest party of that type that has ever been held by the



Leatrice Merwin, formerly of the Purchasing Department, has left the company to take up her duties as full-time housewife.

Crystal Nolte of Purchasing was married to Stanley Nesbitt, USN, on February 3rd, at Hope Lutheran Church.

Thelma House, new employe in the Home Service Department, is training in Rochester to take up her position in the Lakeshore District.

Irene Muntz and Florence Strite of Home Service recently attended an AGA Home Service Workshop session in Washington, D. C.

The engagement of Barbara Flaherty of Cashiers' to Donald Wahl of the U. S. Marine Corps has been announced.

Marilyn Curran of Cashiers' was pleasantly surprised when her mother and sister flew in from Laguna Beach, California on a visit to Rochester.

John Carlile, Farm Representative with the Commercial and Industrial Department, has been elected to a directorship in the Ontario County Agricultural Association.

The Commercial and Industrial Department welcomes the return of Nancy New to her spot at the reception desk after an extended illness.



Picture taken at the annual party of the Rate and Economic Research Department at Valley Echo. Seated, left to right: Otto Haege, Mary Macy, Jimmy Clark, and Frank Schmitt. Standing: Mrs. F. Schmitt, Manny Cottone, Dorothy Mosman, Mr. and Mrs. Harry Weitzman, Mrs. Weller, Barbara Wehle, Bill Weller, and Bob Mosman. Top: Mary and Al Spinell. Present, but not in the picture: Bernice Kalish, Betty Westfall, and Mrs. Otto Haege.

### STATION THREE STATISTICS

On December 31st a New Year's present came to Mr. and Mrs. Glenn Light in the form of an 8 lb., 3 oz. baby girl named Lissa at the Highland Hospital.

Mr. and Mrs. John Rogala welcomed the arrival of their second boy on January 20th at St. Mary's Hospital. His name is Glen and he weighed 7 lbs., 5 ozs.

Club. Hundreds of screaming kids echoed the sentiments of their parents, who agreed that it was a "mighty fine" party.



## May We Present...



Sons of Jack Clawson, Commercial Representative in Canandaigua. Left, Jimmie and right, John Howard. Their grandpa is Howard Clawson, Superintendent of Electric Department in Canandaigua.



This is Douglas Garrison, 20-month-old son of Frank Garrison of the Gas Space Heating Sales Department.



Michael Henry, grandson of Dick Henry of the Gas Department, seems quite thrilled with his new tractor. He's 3.

## Urges Dairymen to Promote Sale of Milk

People rubbed their eyes in amazement and wondered if it could be true—Art Kelly “preaching” in a Baptist Church? The billing was accurate, however. Kelly addressed the Allegany County Dairy Congress at a meeting held in the First Baptist Church at Friendship, N. Y. Kelly told the dairymen that they ought to get together on a co-operatively-sponsored advertising program to persuade people to drink more milk. On a summer drive over our main highways, he said, you ought to be able to see as many billboards pointing out the appetizing appeal of cold milk as you do signs promoting other beverages.

Kelly also pointed out that the use of electric dairy equipment is helping farmers to produce more and better milk at lower cost.

## New Team Setting Pace

A new team in the Men's Bowling League is “Gramp” Dason and his Transportation Whiz Kids, which at this writing is enjoying first place. These are the boys who made up part of the Transportation softball team that wound up in first place in the Thursday night league. Besides Cliff Dason, the other fellows are Whitey

Meyer, Bud McLaughlin, Don Gunther, Eddie Vance, and Vic Rogers.

## GAS DEPARTMENT

Virginia Mykytyn of the Gas Distribution Office has moved to Long Island, where she is to be married in the spring. Before she left, Virginia was entertained at a shower given by Gilda Tarquinio and Kay Wegman, both of Gas Distribution Office, and at a farewell dinner at Loperfido's given by all the girls of the department.

Condolences are extended to Joseph Pucci of the Gas Department who recently suffered the loss of his Mother.

## THE COVER PICTURE

Our photographer was fortunate in getting four of the officers of the Company's bowling leagues together in one group at the Elm Bowling Hall recently. Their interest is typical of all the bowlers in our leagues this season. They are, from left: Gilda Tarquinio, President of the Women's League; George Galen, President of the Men's League; Eddie Burritt, President of the Commercial and Industrial Department League and Betty Fritz, Treasurer of the Women's League.

The Charlie Platt family at home. Besides Charlie and his wife, Jane, there are his son and daughter, Dickie and Ginny.



**CANANDAIGUA COMMENTS**

Canandaigua District employes held their annual Christmas Party at the American Legion Home on North Main Street, Canandaigua. Wives and husbands of employes were guests, as well as Ralph McCumber, General Manager of the Electric Department and George Fiedler, Superintendent of Electric Distribution; also Bert Smalley and Thomas Cougevan, retired employes.

A turkey dinner was served to eighty, followed by dancing to a five-piece orchestra. Dick Tuttle was master of ceremonies and introduced the guests of honor as well as heads of departments from this district. Dinner arrangements were under the chairmanship of Ray Tanea, of the Service Department.

Deer hunting season proved fruitful for a couple of Canandaigua District hunters. John Coons, Gas Service Department packed a doe in his deep-freeze, while John L. Johnson, Meter Reader, accompanied by his son, Billy, brought home an 11-point buck on opening day.

Lemabel Parry, Canandaigua Home Service Director, served another of her famous holiday breakfasts. Nearly all of the Canandaigua District employes dropped in between the appointed hours to partake of sausage, scrambled eggs, sweet rolls, and coffee.

"Darling, will you think of me always?"  
 "I won't lie to you, dear. Once in a while I might wonder who will win the pennant this year."  
 —Mueller Record.

One of the skits of the Company Meeting held the Thursday morning before Christmas.



These boys were "caught in the act" at the West Station coal unloading platform. Left to right, Selva Gigglio, Sam DiMarzo, and Michael Buonemani. Not in the picture is Jimmy Yvet, Foreman.



Crystal Nolte at her desk before she left to be married.

**MORE THAN 70,000 TELEVISION SETS NOW OPERATING IN THIS AREA**

At a recent panel discussion, Walter McKie, Manager of Domestic Sales, announced that there are now 70,000 television sets operating in the Rochester area, which means that the TV audience has grown to huge proportions.

Station WHAM-TV has been gradually lengthening its time on the air by earlier broadcasting, but there is no present prospect of an additional channel for this region, although two stations have long had applications pending.

The R. G. & E. has a weekly news review program every Sunday night from 6 to 6:20 p.m. that has received a good popularity rating. The program is used as an advertising medium for sale of various appliances.

Incidentally, national revenues from sale of Television time more than tripled in 1950 over 1949, totaling \$10,153,000, while Radio totaled \$183,358,000, a drop of more than \$1,000,000 from 1949. NBC led the other three networks in the amount of time sold on Television, but CBS was first in Radio. The highest priced show on Television is said to be Milton Berle's Texaco Star Theatre, which costs between \$55,000 and \$60,000 per week. It also leads in popularity in most of the surveys, with Ed Sullivan's Toast of the Town running neck and neck.



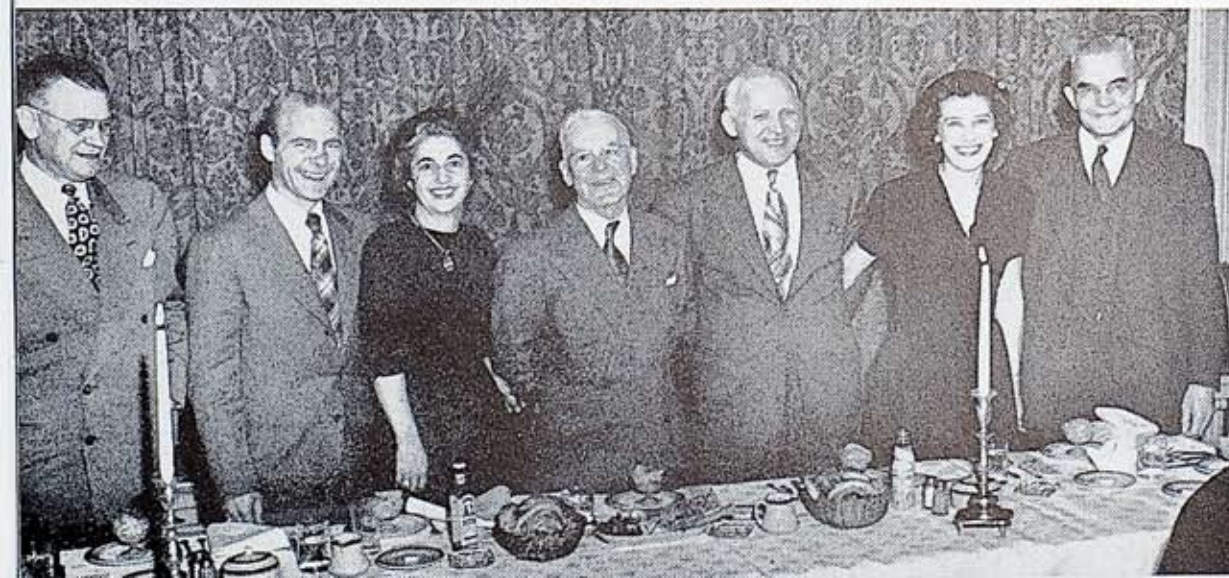
Rita and Jimmy Beachner (formerly Rita Miller), immediately after their double-ring ceremony at Holy Family Church recently.

### A Lot of Money Went Up In Smoke

The cigarette companies are having a great battle for the American smoker's fancy. At the end of 1950 Camels were selling 26.9 of the total market, Lucky Strikes were second with 23.8 per cent, Chesterfield, third with 18 per cent and Philip Morris fourth with 11 per cent. These four brands, therefore, sold about 80 per cent of all the cigarettes smoked last year. Largest percentage of increase among the leading brands was 27.78 per cent by Pall Mall and 25 per cent by Philip Morris.

Total number of cigarettes smoked in 1950 was 362 billion. More money was spent on cigarettes than for all the electricity used in all the homes of America.

The speaker's table at the Art Whitley retirement dinner. Left to right: J. Gordon Ross, Bob Manuel, Mrs. Manuel, Art Whitley, Harry Miller, Mrs. Miller, and Sydney Alling.



### Polio Victim Now Recovered Thanks Employes

Jimmy Morris would like to thank the people in the R. G. & E. who contributed to the March of Dimes bank that was circulated throughout the building by him with the help of his Dad, Tommy Morris, of Office Maintenance.

The contributions are deeply appreciated, due to the fact that Jimmy is now on the road to complete recovery, because of the help of the Polio Fund.



Hetty Sauter, Cashiers, whose engagement to Harold Auburn of Electric Distribution has been announced.

New Neighbor—"What sort of man is your husband?"

Wife—"Oh, the ordinary sort. Forty-two around the waist, forty-two around the chest, ninety-two around the golf course and a nuisance around the house."

—Lockland Talespinner.



Norm Kridel, Commercial and Industrial Department, receives his gift from Santa (Elmer Lerch) at the department's Christmas Party.

### SODUS FLASHES

Several changes have been made in the Sodus office, due to the recent death of George Wirth, Line Superintendent.

Mr. Chester Warren has now been made Line Superintendent.

Ralph Coryell will be Field Engineer and will assist Mr. Warren in the layout work in the distribution of facilities.

Stanley Craver is now classified as Foreman in charge of operating west of Sodus in the event of Mr. Warren's absence.

Granger Green's duties as local office manager have been widened to include both supervision of the Sodus office and all public contacts for the operating department.



Nice work, if you can get it! This picture was taken on December 29th on the front lawn of Jack Latson, retired from the General Maintenance Department of the Company and now living in Tampa, Florida. Mr. and Mrs. Latson and the dog all agree that Florida is the place to live . . . especially in February.

Marie Beck, Sodus office clerk, is sporting a new diamond. The lucky fellow is Richard Vanderzille of Wallington.



# The Secret Life of Every Wife

A woman's thoughts, dreams and wishes concern her husband . . . her children . . . her home. They are her life, both secret and otherwise. And little wonder!

Because caring for her family and home is a full time job for Mrs. America. In fact, during an average day, she performs seventy different tasks! Fortunately, she has plenty of cheap, dependable, automatic help to make most of these jobs easier.

Think, for a moment, just how many jobs

electric and gas appliances do for YOU. They cook, clean, wash, protect your food, warm your home, give you 24-hour hot water service, provide light and entertainment, and perform scores of other household services.

Reddy Kilowatt and Speedy Therm, your electric and gas servants, do all these jobs at a cost that is so small in comparison to the comfort and convenience they bring as to make their services the biggest bargain in the family budget.



## PLENTY OF ELECTRIC POWER FOR DEFENSE OF AMERICA

### The Power of 97,820,000 Horses

No wonder the United States can outstrip any nation in the world in the production of materials for the defense of our country. America has the world's greatest supply of electric power and the business-managed utilities are continually adding to their capacity to produce more.

According to the Edison Electric Institute these companies by simply carrying out present expansion plans, will have the capacity to produce 73,000,000 kilowatts of electricity by

the end of 1953, which will be more than double what was available at the beginning of World War II. If this projected growth of generating facilities is not restricted there will be a substantial reserve margin of electric power in 1953.

Despite the predictions of promoters of socialized public power, electric power was never too little nor too late during the last war nor will it be in the present emergency.