



NEWS

ROCHESTER GAS and ELECTRIC.

Volume XXX

NOVEMBER, and DECEMBER, 1951

Nos. 11 and 12



R. G. & E. YOUNGSTERS VISIT COOKIE HOUSE VILLAGE

A Happy Holiday Season to All

A Yuletide Wish for World-wide Peace



A Christmas Wish



Carols echoing sweet and clear—
Frosty stars that lean to hear;

A parlor-tree all tinsel-shine,
Up in the woods, a star-tipped pine;

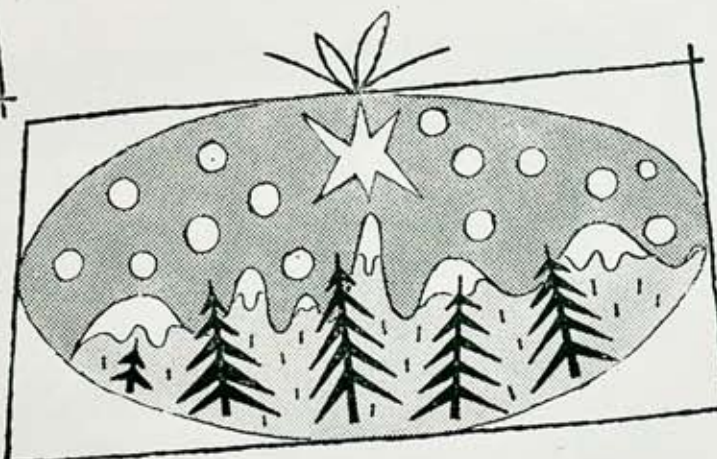
Greeting cards in a merry shower—
A sweetly solemn midnight hour

When a simple tale and an age-old hymn
Usher the King of Christmas in;

Rebirth of love—new hope for peace—
And a miracle to make war cease—

Let's all wish *this* for Christmas!

MAUREEN MURDOCH



Above is a reproduction of the Christmas greeting which the R. G. & E. is sending to all of its customers through publication in the newspapers of this area.

EMPLOYEES IN SERVICE RECEIVE SUPER GIFT BOXES

Another box of Christmas gifts has gone out to each of our boys in the Service from all the employees here at the company. This time we prepared a box to beat all boxes. Each item of the contents was individually Christmas-wrapped. The gifts consisted of an ornamental Christmas tree, a fruit cake, a package of dates, a tin of Christmas hard candies, boned turkey, sardines, deviled ham, potted meat, hamburgs, crackers, assorted cheese, gum, life savers, pencil, calendar, crossword puzzle book, comic books, and a can opener. In addition, Mr. Beebee sent all of the boys a personal gift of a Zippo cigarette lighter, engraved with R. G. & E. There are now 62 employees in the service.

The R. G. & E. Employees in Service Committee would like to express their thanks for the great work and

cooperation of all the girls who devoted their own time to help in this project: Dorothy Wass, Jean Lauch-Lorraine Lilley, Dorothy DiPerna, Ian, Toni Corbelli, G. & E. Bkkg.; Addressograph; Marie Fredericks, Jean Stenzel, Jane Sanders, Typing; Mary Gibson, Joan DeHollander, Payroll; Sue Godkin, Gen'l. Acctg.; Nancy Dasson, Rose Marie Perrone, Mailing; Helen Kowal, 5th Fl. Tab.; Freda McAdams, Jeanne Gresens, Hazel Leake, Evelyn Hosterey, Dolores Kment, Norma Woods, Harriett Heckel, Charlotte Herbert, Maxine Maynard and Barbara Spencer, Emp. Rel. Lorretta Celntano, Nancy Burke, Dorothy Pinkley, Evelyn Ryan, Ethel Fuller, Mallory Loos, Coke Sales; Charles Kolb, Stationery; and Peg Settle's Mailing Department also deserve credit for their work in wrapping, typing and stamping the boxes.

Some of the girls who helped pack the gift boxes for our men in service were, from left to right: Barbara Spencer, Employee Relations; Maxine Maynard, Employee Relations; Nancy Dasson, Mailing; Charlotte Herbert, Employment; Helen Kowal, General Tabulating and Norma Woods, Employment.



CORLISS ARCHER SENDS GREETINGS



Corliss Archer and her high school sweetheart, Dexter Franklin, join in sending Christmas greetings to the entire R. G. & E. family. Corliss is portrayed by Janet Waldo, and Sam Edwards is heard as Dexter on the popular radio series, heard every Sunday night at 9 o'clock over WHEC and the entire Columbia network. The program is sponsored by 155 business-managed, taxpaying electric power companies of the country.

Broadcasting Road Conditions For Drivers

In a note from Harvey Klumb, Superintendent of Electric Operations of the R. G. & E., we learn that road condition reports are being aired over all stations of the Rural Radio Network at 8:15 a.m. daily. County sheriffs and highway superintendents are cooperating to provide a complete report of highway conditions throughout New York and northern Pennsylvania for the broadcast. Previously a round-up of road conditions could not be obtained from any source before nearly 10 a.m.—too late for the average person intending to travel during the day by car. The report is available in this area from Station WVBT-FM, Bristol Center, 95 mc on your radio dial.

WILLIAM F. DEWEY NAMED TO SUCCEED JOHN FREDERICKS ... OTHER PROMOTIONS



JOHN E. FREDERICKS



WILLIAM F. DEWEY

Following the retirement of John E. Fredericks as Chief Engineer on November 30th, the following promotions were announced by Leo H. East, Vice President in charge of Operations:

WILLIAM F. DEWEY, appointed Chief Engineer to succeed Mr. Fredericks. He will head the Engineering Department, which is responsible for all general engineering and construction work for the company. Mr. Dewey was graduated from R.P.I. in 1921 and came to the company on May 8, 1925 as an engineer and draftsman in the Engineering Department. He was transferred to the Electrical Department in January 1928 and has been Superintendent since 1944.

JAMES A. McCONNELL, appointed Assistant Chief Engineer. He was graduated from the University of Michigan in 1925 and completed an M.S. degree in Chemical Engineering at the same university. Mr. McConnell entered R. G. & E. employment in 1925 as an engineer and draftsman. After several years' posts he was made Technical Engineer.

JOHN A. BAKER, appointed Superintendent of Construction and General Maintenance. He began his service as a carpenter in General Maintenance in 1925 and won various promotions to the post of Superintendent of Maintenance.

JOHN FREDERICKS began his career with the R. G. & E. in 1930 and during his 21 years of service he supervised some of the company's biggest engineering and construction jobs. The enlargement and modernization of Station 3 in Mill Street, including installation of six boilers and six turbines, was done under his direction and he had charge of construction of the new Russell Station on Lake Ontario. The new hydro-electric station now being built on the Genesee River at Court Street, the construction of various sub-stations, gas plants and lines and other projects were all under his general supervision.

Several luncheons and dinners were given in Mr. Fredericks' honor by associates before he left for Florida for a six-weeks vacation.



JAMES A. McCONNELL



JOHN A. BAKER

SERVICE ANNIVERSARIES OBSERVED BY FOURTEEN DURING NOVEMBER AND DECEMBER

The following employees completed cycles of 25, 30 and 35 years during November and December:

NOVEMBER 1951

John J. Bennett	Station No. 3	35 Yrs.
Bessie Z. Crum	Commercial Service	30 Yrs.
Rudolph A. Hoffmeier	Gas Shop	30 Yrs.
Nicola T. Albano	Station No. 3	25 Yrs.
Marjorie M. Dunn	Customers G/E Bookkeeping	25 Yrs.
Albert Fiumos	West Station	25 Yrs.
Ormand B. Keemer	General Maintenance	25 Yrs.
Albert J. Kraus	Electric Station Maintenance	25 Yrs.

DECEMBER 1951

Erle F. French	Electric Meter & Laboratory	30 Yrs.
Antonio Bellucco	West Station	25 Yrs.
Helen M. Dimick	Administrative	25 Yrs.
Amos B. Jaquith	Electric Distribution Engineering	25 Yrs.
Balfour D. Mills	Genesee District	25 Yrs.
Roland A. Wheele	West Station	25 Yrs.

THE COVER PICTURE

A perfect opportunity for a cover shot for the Christmas issue of the R. G. & E. NEWS presented itself when a group of "small fry" dropped in for a look at the main floor Cookie House Village. We were successful in snaring four of them for this picture. They are, from left to right: David, son of John McConnell of Employment; Sandra, daughter of George Butler of Commercial and Industrial Sales; Paula, whose daddy is Cliff Lankford of Traffic and Tommy, son of Joe Miller of Domestic Sales.



ROCHESTER GAS AND ELECTRIC CORPORATION

89 EAST AVENUE

ROCHESTER 4, N. Y.



Fellow Employees:

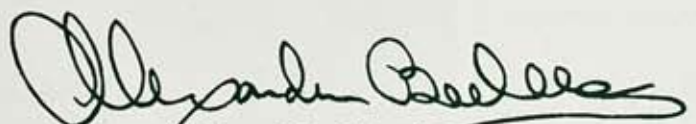
Last year in extending holiday greetings from the officers of the company to our fellow workers, we expressed the hope that through some great miracle the spirit of good will so manifest at Christmas time might spread throughout the whole world and bring universal peace. However, another year has passed and it is saddening to reflect that many of our country's finest young men and women are still on foreign soil.

Now, as we approach another Christmas, our thoughts are with the sixty-two R. G. & E. employees who are serving with the armed forces, and to them and to their families we send heartfelt greetings and express the hope that the boys will soon be safely home.

We are sure that all R. G. & E. employees join in an expression of sympathy for those unfortunate families whose homes were destroyed or damaged in the Brighton accident.

The past year has been an especially trying one for all of us, but your loyal support and cooperation have given encouragement and inspiration to the officers of our company. Your help has made it easier for us to meet the many problems which have confronted the management, and we want you to know how much we appreciate it.

To all of you, and to your families, the officers of our company send best wishes for a MERRY CHRISTMAS AND A HAPPY NEW YEAR.


Alexander M. Beebe
President

NATIONAL MAGAZINE BACKS PLAN OF FIVE COMPANIES TO DEVELOP MORE NIAGARA POWER

Strong support for the offer of five New York State public utilities to develop more electric power from the Niagara River without cost to the taxpaying public, was given in a recent issue of Barron's Magazine, one of the best known financial publications in the country. Excerpts from the article follow:

"The perennial public versus private power question is coming up again in proposals to boost the electric power output of Niagara Falls. Three bills authorizing such a project are before Congress. Two of them, the Lehman-Roosevelt and the Ives-Cole bills, provide for public development and ownership. The third, the Capehart-Miller bill, would turn the job over to private utility companies.

"The Lehman-Roosevelt bill is backed by the National Administration. It provides for the Federal redevelopment of the Falls and then the sale of the completed project to the New York State Power Authority, if certain conditions affecting the distribution of the power are agreed upon. The sale is to be negotiated by the President and the Governor of New York. However, if no agreement is reached, the project is to be operated by the Federal Government with the Secretary of the Interior handling the sale of electricity.

Usual Excuses Lacking

"Passage of this bill would mark the first time the Government has deliberately gone exclusively into the electric production business. In authorizing all previous projects such as the Hoover Dam and TVA, it has always used the excuse of improving navigation or preventing floods—the "constitution pegs," as the late Senator Norris called them, on which the legality of such projects hangs. But the Niagara Falls redevelopment would be a straight power development—there exists none of the usual excuses of navigation improvement, flood control, reclamation or irrigation. The only legitimate Federal interest is preservation of the scenic beauty of the Falls, for which ample provision has been made in the Capehart-Miller bill.

"Under the Ives-Cole bill, the New York Power Authority would redevelop and distribute the power on an equity basis to existing electric systems, both publicly and privately

owned. If the President and the N. Y. Governor agree on terms, the effect of this bill would be the same as the Lehman-Roosevelt measure—since eventual ownership would rest with the N. Y. Power Authority—with one important change. If the President and the Governor do not agree, and the Interior Department sells the power, it would be allotted on a "preference basis." Thus public power systems would get the first call with private companies getting what is left over.

"Actually, this would mean the active promotion by the Interior Department of public power systems to compete with private utilities, as has been the case in South Dakota and other Western states in which Interior's Bureau of Reclamation operates.

Serve 90 Per Cent of State

"In contrast, the Capehart-Miller bill would authorize five private New York power companies to develop the project—Niagara Mohawk Power, New York State Electric & Gas, Rochester Gas & Electric, Consolidated Edison of New York and Cen-

tral Hudson Gas & Electric. These companies already serve some 90% of the area and population of New York State and can start the job immediately and complete it faster than either the Federal Government or the N. Y. Power Authority. Business interests as well as the CIO and the AFL have come out strongly in favor of this measure.

"The private power plan provides for a plant to be built and operated by a new company whose stock will be owned by the above five companies. It would be located in the Niagara Gorge near Lewistown and have a capacity of 1,080,000 kw. Water would be pumped at night, when electric demands are low, into a reservoir for release during the day, which would add 120,000 kw. of capacity. An additional amount of power would be provided by a tunnel carrying water from the tailrace of the present Schoelkopf plant on the lower Niagara River to the new Lewiston station.

Government Costs Higher

"Although the cost of redevelopment by the Federal Government has

More Power from Niagara

A proposal to develop additional electric power at Niagara
CHEAPER • QUICKER • WITHOUT PUBLIC FUNDS

Front cover of booklet in which five New York State public utilities are telling the story of Niagara project.

been placed at from \$308 million to \$350 million by the Federal Power Commission, judging from past experience, the ultimate cost of the project, if built by Federal agencies, is likely to be substantially higher. Costs estimates of the Army Engineers covering 182 projects for example, jumped from \$2.6 billion at the time of their authorization by Congress to \$5.9 billion, or over 124%, by last April. Similarly, the cost of five Bureau of Reclamation projects rose from \$300 million at the time of their authorization to more than \$1.5 billion last August—a five-fold increase.

"Construction of the project privately, as advocated in the Capehart-Miller bill, would not only relieve the Federal Government of a vast outlay when the defense program is making heavy demands upon the taxpayers and the Treasury, but it would also provide an annual tax income of \$23 million—Federal taxes of \$9.25 million; state, \$4.3 million; and local, \$9.45 million. Under levies now in effect, the project would pay taxes equal to its entire cost in 15 years.

Savings Would Flow To All

"The price of power charged the five participating utilities by the new generating company would be at cost. And since the utilities operate under rates set by the N. Y. Public Service Commission and thus base their charges on a strict "cost of service basis," any saving will, of necessity, flow to all the consumers in the areas served. Although rates might be slightly higher than those of a tax-free Federal development, as the Hoover Commission points out after an analysis of electric bills served by publicly owned electric systems: In general, the differential between the public power bills and those for privately owned power companies is roughly equal to the tax component."

PRESIDENT BEEBEE MADE VICE CHAIRMAN OF BUSINESS COMMITTEE

President Beebee has been named vice chairman of a special Chamber of Commerce Committee, function of which will be to further education of the public as to the role that business should fill in America. Appointment of this Committee, which is headed by William Fay, vice president of Stromberg-Carlson Company, is the first step in carrying out the Chamber's four-fold program of civic and economic development.

ARMED FORCES TAKE TWO— RETURN FOUR

Since the last issue of the R.G.&E. News, the company has loaned only two men to the military services and has been fortunate in welcoming four back to the fold. Those who have recently left are: Robert E. Goodberlet, U. S. Air Force and Philip B. Kinney, Army. Bob worked at the Gas Shop and Phil is from Station No. 3. Returned to us are: Charlie Carr, West Station; Vaughn Hildreth, Customers Tabulating; Jimmy Smith, Station No. 7 and George Trelly, Line Operating.



Marion Reynolds Manion, Second Floor, was a late Fall bride.

CANANDAIGUA COMMENTS

By Margaret Burns

Joyce Connelly, secretary to Mr. Thomas, Canandaigua District Manager, left the employ of the company to become a full time housewife and raise a family. Some of her associates surprised her with a spaghetti supper at which they presented her with a high chair in anticipation of the blessed event.

Canandaigua District was represented at the National Convention of the American Legion in Miami, Florida. "Jim" O'Connell, gas street department, and "Bill" Boyle, electric line department, are members of the Winnick Post Drum and Bugle Corps of Geneva which took 8th place in competition. Their one gripe was their stay in the Sunshine State was too short.

Employees of Canandaigua District extend sincere sympathy to John L. Johnson, head meter reader in the death of his mother on Oct. 19th.

Two men in the electric line department, Canandaigua had the same idea when it comes to naming new babies that arrived in October. Mr. and Mrs. William Boyle and Mr. and Mrs. Calvin Rossier, became parents of sons and the name of "Kevin" was chosen in both cases.

SIXTH FLOOR NEWS

By Joan Leamy

The marriage of Bernice Kalish (Rate & Economic Research Dept.) and Donald J. Gunther (Transportation Dept.) will take place September 29, 1951 at 9 A. M. in St. Theresa's Church with the ceremony at 5 in St. Theresa's. The couple plan to honeymoon for two weeks, after which they will make their home at 70 Green Street.

Another engagement has been announced in the Purchasing Department. Joanne Davis has received a beautiful diamond from Edward Beers. A summer wedding is being planned.

CHAIRMAN RUSSELL SENDS THANKS FOR BIRTHDAY GREETINGS

To R. G. & E. Employees:

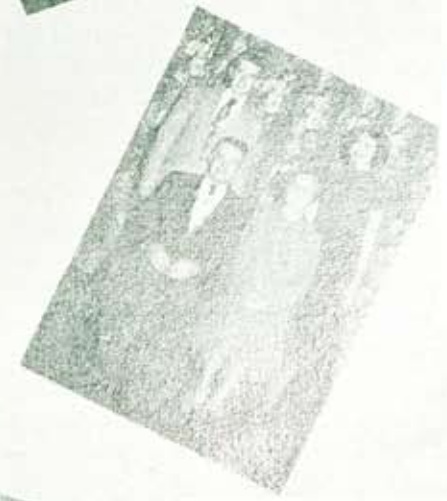
Upon the occasion of my birthday I received so many greetings and messages that I find it necessary to use the pages of the R. G. & E. News to tell each of you how much pleasure your thoughtfulness has meant to me.

I thank each and every one of you. The letters, gifts and cards that poured in on me were quite unexpected and therefore the more welcome. It was another demonstration of the friendly, kindly spirit that exists in the R. G. & E. family, of which I am proud to be a part and to have worked with you in making our company a leader in the utility field.

Best wishes to all of you.

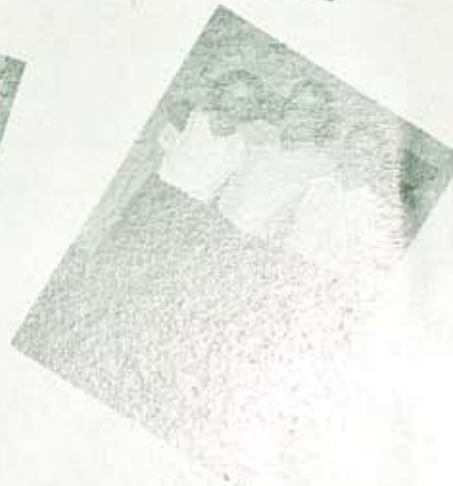
HERMAN RUSSELL
Chairman of R. G. & E.
Board of Directors

Nov. 28th, 1951



Surprise!





Best wishes from the whole R. G. & E.



Our hearts go out this Christmas Day
To those of you who are far away,
And our Crystal Gazers say it's clear

You'll be back with us before next year
Best Wishes, Bill
Alex Beebe



Christmas Card Sent to Employees in Service

The above family pictures were taken by Jake Feltham for the Employees in Service Committee. These prints were used in making Christmas cards like the one illustrated. Barbara Spencer made the arrangements with the families and acted as hostess when they came to be photographed. Enlarged photographs were sent to each of the servicemen's families.

Arthur P. Kelly, Editor

Carl E. Schoen, News Editor

Norman Davidson	Third Floor	Helen Freatman	Main Floor	C. A. McElwain	West Station
Donald Pittman	Sodus	Mary Kirkpatrick	Second Floor	Robert Gustafson	East Station
Jane Sanders	Fourth Floor	Virginia Whitcraft	Fifth Floor	Henry MacGregor	Steam Department
Arden Howland	Seventh Floor	Wilson Kopler	Fillmore	Wesley Streitle	Transportation
Howard Davey	Gas Distribution	Virginia Hungerford	Belmont	Raymond Winnett	Wolcott
Joan Leamy	Sixth Floor	Margaret Burns	Canandaigua	Jack Daley	Station 3

EVERYBODY CAN HELP WITH PUBLIC RELATIONS

By ARTHUR P. KELLY, Director of Public Relations

The value of good public relations was strikingly demonstrated during the trying days following the Brighton accident. Because we did have a good reputation among our friends and neighbors, there were offers of help and expressions of friendship from many sources, including people from the affected area.

This was largely due to the fine record for efficient and courteous service which you, as employes, have built up for the R. G. & E. over the years. A reputation of this kind cannot be bought—it must be earned by years of good performance and company interest in community and customer welfare. As a result of this record our customers had faith and trust in our ability to meet the situation and in our desire to do the right thing. Now it is up to all of us to continue to do everything we can to maintain and increase that confidence and good will.

The R. G. & E., like most companies, has a Public Relations Department, which has the job of channelizing certain activities and presenting facts which will help to make friends for the company. However, Public Relations is not a one department job . . . it's an essential activity in which everybody can help.

Every employe can be an ambassador of good will for our company. What you say to your friends and neighbors is far better than any newspaper advertisement, publicity story or radio commercial, because it is person-to-person first hand information. Here are a few ways in which you can all help:

No Company Secrets

KEEP POSTED ON COMPANY ACTIVITIES. Let's read the



Janet Sankel (left) and Wanda Howland (right) ask Mary Garin, Secretary in Public Relations, about some of the new automatic appliances.

R. G. & E. News, and particularly, communications from our President Beebe. Matters of importance to all of us are discussed and, if we read these articles, we can talk about them intelligently outside. Every two weeks there is a meeting of the Supervisory group at which details of company operations are discussed. Foremen and Superintendents will be glad to answer any of your questions regarding these matters because there are no secrets where company plans and policies are concerned.

READ ADVERTISEMENTS AND LISTEN TO RADIO. Much information, particularly about new and approved electric and gas appliances, is provided in our company advertising. Your neighbors may ask you about the merits of various types

of dryers, or want your opinion on electric blankets. Try to keep up to date on these things, and your friends will appreciate it.

ACCENTUATE THE POSITIVE. Let's tell folks about the good things which our company does for the various communities it serves. Help correct wrong impressions and halt groundless rumors. If you don't know the answers to any questions you may be asked, call the Public Relations department and we'll furnish the information.

JOIN COMMUNITY ACTIVITIES. Take part in the activities of your particular community or neighborhood. Give a lift when you can, to your Church, Scouts, Parent-Teachers, Red Cross and other organizations. In so doing you will not only



Herbert Clark, R.G.&E., on the left, discusses company's service with neighbor Clark Teney.

help your company but get valuable experience for yourself which may benefit you in your own job.

We Can All Help

None of these things are difficult and many of you are already doing them. The more we learn about our company and the more we can tell our neighbors about our policies, our service or our merchandise, the more we can build public trust and good will.

We are all working together to provide an essential service that contributes to the comfort, health and convenience of the public and pride in our work is one of the satisfactions we can all have. We can take greater pride when we know that we are associated with a company with which the people like to do business.

Our company is a good company. Sure, it makes mistakes, but it corrects them. There are no closed doors anywhere. Any of us can find out anything we wish to know about company operations. And the more knowledge all of us have the better we can tell our story to our neighbors and the better we can serve the community.

SODUS FLASHES

By Don Pittman

It has recently been reported that the Sodus Scout Troop No. 111 took most of the honors at Camp Babcock Hovey, on Seneca Lake, last summer. The Scoutmaster, modest Frank VanderBrook, Sodus office, has been doing a swell job with his troop.

WOLCOTT NEWS

By Ray Winnett

John Knapp, salesman, has left the employ of the company to work at Bausch & Lomb in Rochester.

* * *

Thelma House, Home Service Representative, has left for a position with the New York State Electric & Gas Corporation at Ithaca. A farewell dinner was given for her at Hotel Wolcott by the Sales Personnel.

* * *

Percy Tanner, Wolcott appliance service man, has been given a three months leave of absence. The Tanners have taken their son, Billy, to Arizona for his health. From Percy's reports they are seeing a lot of country.

* * *

James Kauwell, troubleman, did some real fancy bowling in the Town League by picking the 7-10 split. This is only the second time this split has been picked on the Wolcott alleys. Nice going, Jim.



Nancy Gibbs, Power Billing, the day she became Mrs. Warren Williams.

"I must be getting stronger."

"How can you tell?"

"Well, a few years ago I couldn't carry \$5 worth of groceries and now it's easy."

SEVENTH FLOOR EVENTS

By Arden Howland

The Employe Relations welcomes two new employes to their department. Ruth Murphy, formerly of the Mailing Department is now working in the Claim office and Robert Frank of the Credit Department, is now working in the Employment office.

* * *

Ridgemont Country Club was the scene of the Annual Christmas Party of the Employe Relations Department, December 14th. From the Christmas carols on through the presents everyone joined in the festivities and a good time was had by all.

* * *

Well, November seemed to be a lull month on the 7th floor. Elizabeth Hoesterey and Hazel Leach were a few days in Detroit. Wednesday was attending the meeting of the National Association of Telephone Systems, Hazel was doing Christmas shopping. Sunday and Monday were taken up with sightseeing and shows. Peg McCurn and Barbara Spencer visited New York City for a few days. Guys and Dolls, South Pacific, Judy Garland and many others were the plays and stage shows that took most of their time. Peg also accomplished a lot of her Christmas shopping while she was there. Bob Frank spent his Thanksgiving holiday deer hunting in the Southern Tier. He was fortunate enough to bring home a deer—four legged, that is.

MAIN FLOOR HAPPENINGS

By Helen Freatman

COKE SALES

Dorothy Pinkley is the new girl in Coke Sales. She replaces Clarice Harvey who has left to take up housekeeping full-time.

* * *

DOMESTIC SALES

The department is pleased to introduce two new salesmen, Richard Heveron and Donald Gurnett.

* * *

HOME SERVICE

Mary Ellen Collinge and Jane Millard are the two news girls who recently joined the Home Service staff.



Introducing Susan Sheehan, age 7 months, daughter of Maurice "Mo" Sheehan of West Station.

FOURTH FLOOR NEWS

By Jane Sanders

Lillian Fay and Millie Hacker, Customers Accounting, spent a "peaceful but active" five days in New York.

* * *

Molly Taylor took a seven-day cruise to Bermuda and on her return home spent a second wonderful week in New York.

* * *

Bruce Berner and Harold Vezelis recently joined the ranks of the Accounting Control Dept.

Clarice Miller recently left the company and was feted at a shower given for her by the girls of the fourth floor.



The traveling Payroll Dept., Mary Gibson, Mary Benvenuto, Pat Callan, Joan DeHollander, Ilean Walters, Joan Gunther and Jane Sanders of Typing, spent a day in Buffalo where they saw the Ice Capades and later enjoyed dinner and floor show at the Town Casino . . . Also seen in Buffalo at the Ice Capades for the week end were Marie Fredericks, Mary Powers, Arline Fuller and Florence Richter.

* * *

After spending a week's vacation in New York in July, Jean Stenzel recently went back for another three days.

* * *

The newest addition to Payroll is Joan DeHollander, transferred from Mailing. Now that makes two Joan's and two Mary's.

* * *

Seen in New York recently were Fred Pieffer and Al Smith, Customers' Service, who were fortunate enough to get tickets to see some of Broadway's most popular plays and stage shows.

* * *

You read about Mary Gibson breaking a bone in her foot in the last R. G. & E. News. Well, she makes the news again for just about the same reason. This time she took a tumble and sprained the other foot. Poor Mary, she needs someone to take up a collection and get her a seeing-eye dog.



Hazel Pratt, Sixth Floor, . . . the day before she became Mrs. . . .

A farewell party . . . for Clarice Miller at 277 . . . girls on the 4th floor. Mary . . . Jeanne Hallatt and Ma . . . were hostesses at a shower . . . Clarice on November 15th . . . Benvenuto's home.

GENESEE WIG-WIGS

By Wilson Koiper

Dan Cupid has been at work in our Mt. Morris office. The engagement of Agnes Pagano to Anthony Adoninno has been announced recently.

Several of our employes have been seeking the elusive buck and the latest report shows that Buck Aldrich is still without meat on the table.

Fern Ess of the Fillmore office recently toured the state of Kentucky and reports it a very beautiful spot.

The Genesee District employes held a dinner-dance at the Fillmore Central School on Wednesday, November 7. The affair was well attended and among the guests present were Mr. and Mrs. Gordon Harvey (Mr. Harvey is Chief Engineer and General Manager of the Genesee State Park Commission), Executive Vice President and Mrs. R. E. Ginn, Vice Presidents Leo H. East and Ernest J. Howe.

Cecil Whitney, plant operator at Mt. Morris, is in the Dansville Hospital. We are all wishing him a very speedy recovery.

FIFTH FLOOR NEWS

By Virginia Whitcraft

Two new employees have joined the Plant Inventory Department, on the Fifth Floor. They are Donald Burkhardt and Robert DeGroot.

* * *

The Auditing Department has been enlarged by four new employes. Robert Mannhardt, recently graduated from the University of Rochester, and Lloyd Ludwig who comes from the sunny South, and the University of Florida, are now in the Auditing Section. Robert MacMillan is now working with the Inventory Section, and John Kalamanka is in the Form Design Section.

* * *

Shirley McLaughlin, formerly of the Tabulating Department, Fifth Floor, and Charles "Bud" McLaughlin, formerly of our Transportation Department, are the proud parents of Donald Charles McLaughlin, born October 30, 1951.

* * *

It seems we overlooked the August 10, 1951 arrival of James Bodine, born to Joanne Bodine, formerly of the Plant Inventory Department, and Charles Bodine of the Gas Distribution Office.

* * *

Mary Anne Cardillo, who worked for the company for several years, both at General Maintenance and the Storehouse Office, called recently to announce the arrival, on August 2, 1951, of a brand new son, John Robert Cardillo.

Norm Kase at the completion of a parachute jump which is part of his training at the Navy Parachute Rigging School.



(Official U. S. Navy Photo)



Two generations of Winters are serving Uncle Sam with Major Marvin Winters now 2224. This picture was taken when his son, a Staff Sergeant was visiting the family.



Jim Guthrie, on liberty from his duty on the U.S.S. Sanborn, stopped in to see his friends in the Steam Department. L to R: Pete Barry, Mrs. Guthrie, Jimmy and John Achzet.

Electric Distribution Engineering was pleased to see Hugh Hull during his recent leave. From left: Hugh, Audrey Winnick, Harry Saddock and Henry Nearing.



SAYS ELECTRIC SERVICE GIVES MORE VALUE FOR DOLLAR THAN ANYTHING ELSE

By THOMAS P. SWIFT in New York Times

"Mr. and Mrs. America are receiving more value today for their electric utility dollar than for any other comparable expenditure.

"With less than 7 per cent of the earth's population, the United States produces nearly one-half of the total supply of electricity. In a single second the power and light industry of this nation—which has a five-to-one productive ratio over Russia—can turn out enough electricity to supply the average American family for five years.

Twice As Much Power

"Electric generating facilities at the end of this year will be about one and three-quarter times what they were ten years ago. Latest estimates by leading power and light officials indicate that installed generating capacity by December will aggregate 78,400,000 kilowatts. This should provide a reserve margin of some 6,000,000 kilowatts. By the end of next year, generating capability should be nearly double that of ten years earlier, although governmental restrictions on the use of critical materials such as steel, copper and aluminum are slowing expansion.

"Although large industries account for less than 1 per cent of the customers, they consume 50 per cent of all electricity sold. Residential users, comprising 87 per cent of the customers, consume 26½ per cent of the output. Commercial customers, which include smaller stores, hotels, filling stations, theatres and the like take 18 per cent.

"In the last ten years, millions of Americans have welcomed an increasing number of appliances of all kinds into their homes. Most domestic customers now have seven—radio, iron, refrigerator, electric clock, electric washer, toaster and vacuum cleaner. The number of families with electric water heaters has increased more than five times in the decade; users of refrigerators, clocks, coffee makers, heating pads, ranges, ironers and roasters have more than doubled. The number of customers using virtually every electrical appliance shows gains of at least several millions. Among those appliances which have found wide acceptance since the end of World War II, television has the most remarkable record. In four years, sale of TV receivers has increased more than a thousandfold a year.

Huge Investment Needed

"With a present investment of \$52,000 behind each employe in plant and equipment, the electric industry requires over six and one-half times the "employe investment" of all other manufacturing plants. The industry's large investment for each employe, according to the Edison Electric Institute, fact-finding organization of the industry, is an indication of the vast amount of capital which must be put into generation, transmission and distribution facilities in order to serve the electrical needs of the nation. There are more than 3,000,000 direct stockholders in the nation's private power enterprises."

VETS HOLD RECORD KIDS PARTY

More than three hundred kids of all ages filled the Columbus Civic Center Saturday, December 15th for the annual Veterans' Club Christmas Party. It was a gala affair, complete with entertainment, movies, songs and a visit by Santa himself.

Vice President Leo East was honorary chairman of the party with Bill Sharp as General Chairman, ably assisted by a committee made up of Bill O'Brien, Norm Stott, Earl Clark, Ed Letson and Jim Fassanella. Molly Taylor played the accompaniment for the singing. President Beebee personally welcomed one and all who attended, including the families of veterans who are now in service. All agreed it was a wonderful party.

TRADING POST

WOULD LIKE TO RENT: Four unfurnished rooms. Preferably on first floor and near bus line. Please contact L. Rogers, Extension 427.

BUY OR TRADE: Would like to buy marble-topped table, items of cut glass or fancy china. Will trade treadle sewing machine for the aforementioned items. Call C. R. McCollum, CH. 1204.

FOR SALE: Two 600x16 tires and tubes, four months old. 25.00. Contact William Broadribb, Ext. 576.

WANTED: Pool table, 4½'x9'. Call or see Rudy Kay at Ext. 218.

FOR SALE: Young ladies three-quarter length winter coat, off-white, size 9, excellent condition. \$20. Call Jane Sanderson at 475.

IN MEMORIAM

JAMES P. HENRY

James P. Henry, died December 10, 1951. He was retired in 1940 after thirteen years of service. At the time of his death he was 65 years of age.

FRED B. HOPPOUGH

Fred B. Hoppough, Sr. died November 15, 1951. He had 31 years of service with the company and was 60 years of age at the time of his death.

JOHN LATSON

John Latson, died November 19, 1951. He was retired May 1, 1949 after 27 years of service and was 67 years of age at his death.

NORMAN L. WESTFALL

Norman L. Westfall, died December 2, 1951. He was retired January 1, 1943 after 36 years of service and was 73 years of age at the time of his death.

EDWIN H. FISHER RETIRES

Edwin H. Fisher, long time Field Engineer with the Electric Distribution Department, retired from the company December 1, 1951 after forty years of service. Ed has been an active member of the Rochester Engineering Society for over thirty-five years as well as a member of such organizations as the Sons of the American Revolution, Cornell Club and R. G. & E. Pioneers Club.

BILL HODGE BOOSTED

William D. Hodge has been made Assistant Superintendent of General Maintenance. This announcement was made December 10th by John A. Baker, Superintendent of Construction and General Maintenance, whose former job Mr. Hodge now holds. In his new capacity Bill will appreciate the same support and cooperation that you have given him in the past.



NEWS 'N' TIPS



from your HOME APPLIANCE and HOME SERVICE DEPARTMENTS

New Trade-in Policy Questions Answered

As you probably know, a trade-in allowance is made to purchasers from the company of these appliances: new refrigerators, new washers, new ranges. This policy was started on December 3rd and applies to all customers including employees. It is a new operation in the appliance sales department and for that reason you will want to know all the whys and wherefores in case your friends and neighbors ask you, as well as to know about it when you want to buy a new appliance.

Let's put the whole story in the form of a QUESTION BEE right here and see if we can anticipate any questions you may have or that you may get from your family or friends.

Q. On what appliance will a trade-in allowance be made?

A. On new ranges, refrigerators, and washers.

Q. How will the amount of money allowed on old appliances be determined?

A. By a careful appraisal made by a trained sales department man who will decide on its value in the form of an allowance on a new appliance.

Q. Will the allowance be made on the trade-in value of the old appliance regardless of the price of the new appliance?

A. Yes. The price of the new range, refrigerator or washer will not affect the trade-in allowance.

Q. Will the company resell the old appliances traded in?

A. Yes. They will be "reconditioned" and put in operating, saleable condition and offered for sale as used appliances. A special display area in the Main Office Building will contain these used items where folks can inspect and select.

Q. Will these used appliances be guaranteed?

A. Yes and no. Reconditioned appliances will carry a 90-day assurance to the buyer. Appliances bought "as is" will carry no warranty.

Q. Does the company feel that this trade-in policy will benefit its customers?

A. Yes. The Home Appliance Department had many people request that we allow a value on old appliances. It also recognizes the need of a great many people for used appliances. A system by which traded-in appliances can be made useable and satisfactory does two things. First, it enables many people to satisfy

their want for modern equipment by giving them a cash value to apply on the down payment for new appliances. Secondly, it enables young people, for example, to buy good, serviceable appliances, such as a used refrigerator, to start housekeeping to serve them until they are ready for a brand new modern one. From the company point of view, it means that more people are able to get better use out of our electric and gas service. The company's job is to make these services available to more and more people. Making it more convenient for them to enjoy the comfort and ease of electric and gas appliances is one way to do this job.

Q. If a party purchases one of our reconditioned appliances, will he be able to trade it back to the company at a later date toward the purchase of a new appliance?

A. Yes, and if it is traded back to the company within 90 days of the purchase date, he will be allowed full purchase price originally paid for the reconditioned appliance toward the list price of the new appliance.

Q. Does this have any effect on my employee discount?

A. No. In addition to the regular employee discount on the new appliance, you will be allowed the appraised value of the trade-in appliance.

LAST MINUTE TIP for him



IF YOU'RE still trying to decide what to give him for Christmas, here's your answer. Get one of the new Sunbeam Shavemasters. It's a gift he'll thank you for every morning for years to come. No matter how tender his skin or how tough his beard, the new Shavemaster will give him a cleaner, closer shave than any method he is using now. And in less time too!

AUTOMATIC CLOTHES DRYER PRICES GOING UP . . .

The Home Appliance Department has a stock of Bendix Automatic Gas Clothes Dryers purchased before the excise tax in November increased the price. As soon as these are sold the price on the automatic gas dryers will go from the list price of \$249.50 to \$274.50. Of course, employees will get their regular employee discount on this appliance. If you are thinking of making washday easier for the long, cold, uncertain drying weather ahead, get your dryer now before the present stock is sold out.

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We also have a few General Electric Automatic Ironers—also purchased before the excise tax raised the price from \$267.50 to \$294.75. Quite a saving if you're planning on an ironer.

Don't forget—all appliances will be affected by another 2 per cent state tax on January first.

New Home Service Book Is Combination of Two Favorites

Two of the Home Service Department's most popular booklets have been combined into one new booklet. They are "Guides for Brides" and "Cooking for Two" in which you'll find just about every tip that a new homemaker could ask for on the subject of meal making. The food budget is one of the most carefully considered aspects of this job, probably one of the reasons these two booklets have been so popular. If you have a young friend that's just married, we bet she would thank you for a copy. Just ask at the Home Service Department of your local R. G. & E. office.

"Kitchen Kids" Still Available

One of the Home Service booklets that went over in a big way with the general public this past year is the one that shows teen agers how to entertain with their own refreshments. If you have a teen age crowd in your house, a few of these booklets are still left at Home Service and are yours for the asking.

AMERICANS TURN AGAINST SOCIALIZED ELECTRICITY

A RECENT NATIONWIDE POLL BY OPINION RESEARCH CORPORATION SHOWS THAT MOST AMERICANS TODAY WANT THEIR ELECTRIC LIGHT AND POWER TO COME FROM LOCAL BUSINESS-MANAGED COMPANIES -- NOT FROM THE FEDERAL GOVERNMENT. HERE ARE SOME REASONS WHY AMERICANS FEEL THAT WAY.



DEFENSE NEEDS FIRST! PEOPLE WANT UNNECESSARY GOVERNMENT SPENDING STOPPED TO SAVE THEIR TAX DOLLARS FOR AMERICA'S DEFENSES.



GREAT WASTE

THE FEDERAL POWER PROGRAM INCLUDES BUILDING COSTLY TRANSMISSION LINES THAT WOULD DUPLICATE THE LINES OF BUSINESS-MANAGED COMPANIES. AMERICANS SAY, "LET'S NOT WASTE MANPOWER, MONEY AND MATERIAL ON SOCIALISTIC POWER PROJECTS."



DOUBLED IN 10 YEARS!

IN PEACE AND WAR, AMERICA'S VAST ELECTRIC POWER NEEDS HAVE BEEN WELL FILLED BY THE NATION'S BUSINESS-MANAGED COMPANIES. THEY'VE MORE THAN DOUBLED THE SUPPLY SINCE 1941 AND THEY'RE BUILDING A LOT MORE THAT ONLY A SHORTAGE OF MATERIALS CAN HOLD UP.



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