



# NEWS

ROCHESTER GAS and ELECTRIC

Vol. XXXI

MARCH and APRIL, 1952

Nos. 3 and 4



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## Rochester Magazine Tells of New Hydro Plant

For the past few months passerbys on the Court Street bridge have noticed excavations and other activity along the west bank of the Genesee River. It's all part of the operations involved in building a small, new hydro-electric plant by Rochester Gas & Electric Company. The RG&E owned rights to the old Carroll-Fitzhugh Raceway, which for many years ran along the west bank of the river paralleling Exchange Street. Water from this raceway fed a small RG&E power unit located near Broad and Exchange streets.

When the city decided to build the War Memorial on the Court-Exchange-Broad Street site, it found that it would have to bridge over the raceway, an expensive procedure. It appealed to the RG&E and the company, in the interest of the community, agreed to abandon use of the raceway and thereby help expedite construction of the Memorial. In return, city and state gave RG&E permission to erect a new power unit near the Court Street dam.

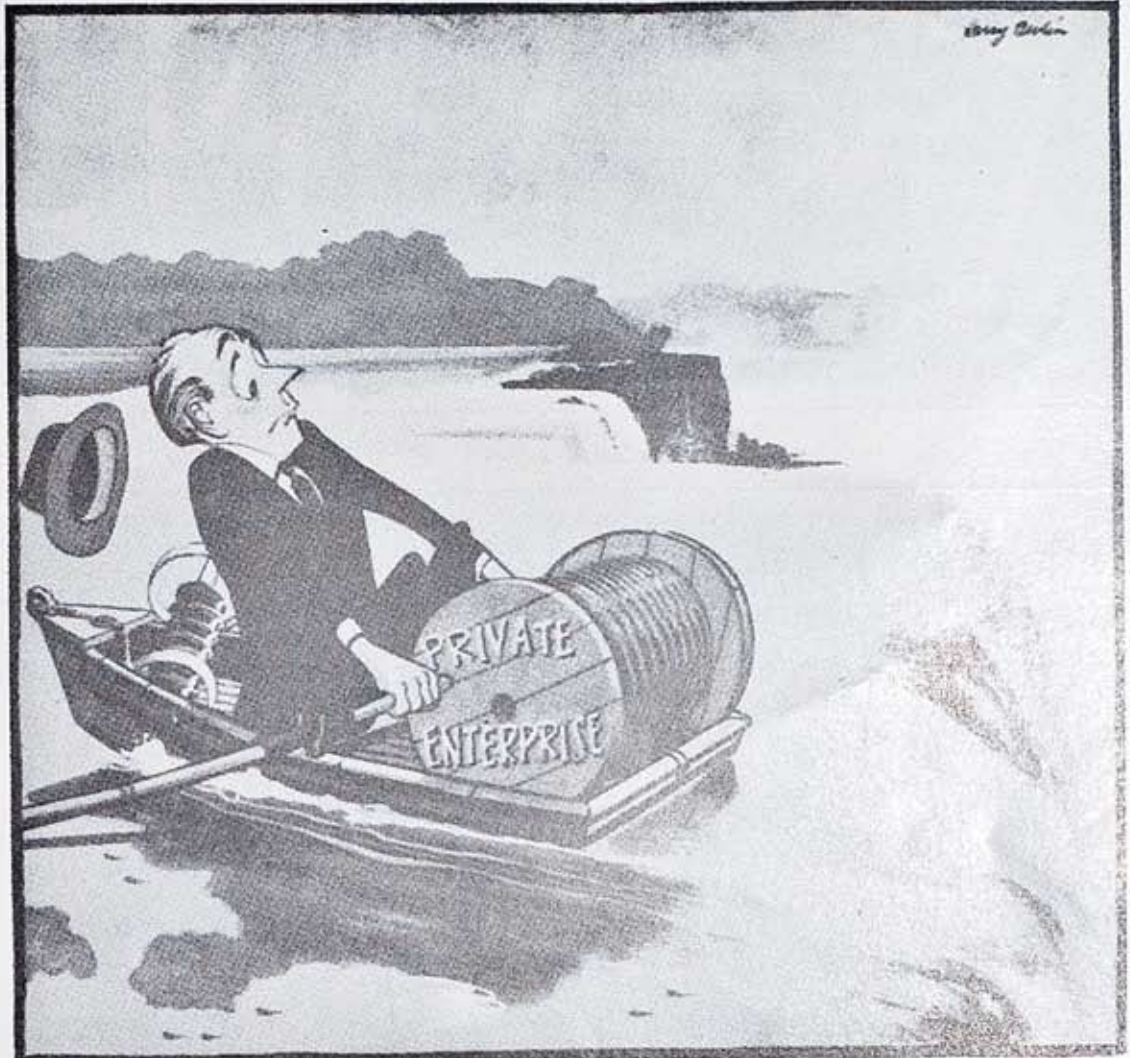
Work is proceeding on the new power plant, which will be of Indiana limestone, so as to harmonize with the Memorial building. Water will be taken from the Harbor Pool, above the dam, and dropped through a penstock 15 feet in diameter, to an underground water wheel, which will spin a hydraulic turbine and generate electricity. After passing through the power plant the water will be carried back into the river near Broad Street, through the newly built tail race. The new plant, costing about a million dollars, will have a capacity one-twentieth as much as the third generating unit now being installed at Russell Station on the lake shore.

Memorial Building officials have expressed their appreciation of the action of the RG&E as a good friend and neighbor.

(—Rochester Whirl Magazine)

### Jaycees' Safety Campaign

The four-week period from April 14th to May 10th has been designated as "TRAFFIC SAFETY MONTH" by the Junior Chamber of Commerce which is conducting an intensive campaign in an effort to keep Rochester the safest of the 38 large cities in the United States and to further reduce traffic accidents and fatalities.



HARRY DEVLIN

## On the Brink of Socialism

SOME MONTHS AGO the United States and Canada concluded a new treaty which effected a sort of compromise between tourism and hydro-electric power at Niagara Falls. It was agreed, for the benefit of honeymooners and other sightseers, that 100,000 second-feet (cubic feet per second) of water should be over the falls during the daylight hours of the tourist season, and 50,000 second-feet at night and during the slack season. The rest of the water is divided between the two countries. On the American side it can be utilized to generate more than 1,000,000 additional kilowatts of power.

This new arrangement gave the federal government the idea of going into the power business on the Niagara River. The state of New York was seized by the same notion. And five private utility companies in New York also decided that they could and should increase the output from a site where private companies have been developing and distributing power since 1895. Three bills representing these different views are now before Congress.

There are two reasons why this New York State hassle is of interest to the country at large. One, of course, is that the taxpayers of the entire country would have to get up the ante for the project if the federal government gets its way. The other is that this is a clear, though not isolated, example of Washington's effort to muscle private companies out of the power business.

The government itself, to be sure, has been in the power business for a number of years. But until recently the development of power has been a legitimate by-product such as reclamation, flood control and navigation, which are traditionally government business, and which states or private interests are usually unwilling or unable to undertake. The Niagara story is different. There is no question of flood control or reclamation. It has nothing to do with the St. Lawrence Seaway proposals. (The St. Lawrence River is at the opposite end of Lake Ontario from the mouth of the Niagara, a distance of nearly 200 miles.) Washington simply wants to go into competitive business with these New York companies.

The Niagara situation is not a unique example of the obvious intentions of the present administration, and particularly of its Department of the Interior. On more than one occasion, for example, the department has tried to prevent private companies from undertaking needed power developments simply because it has announced its intention, at some vague and unspecified future date, of doing some developing itself.

The whole thing discloses symptoms of a quiet but disquieting move by the administration toward a philosophy of government which is foreign to our free institutions. We don't like it. We object to it. And we believe that others who feel as we do would be wise to let their objections be known in Washington.

(Illustration and excerpts from full page editorial which appeared in Collier's Magazine March 8.)

## R.G.&E. Turns Over All Coke Sales To Local Distributors

The R.G.&E. has discontinued the direct sale of coke to customers. Although the company will continue to manufacture coke for some months longer, it has turned over all coke sales activities to H. H. Babcock & Company and the Langie Fuel Service Company, both of which concerns have been in the fuel business in Rochester for many years.

"The introduction of natural gas into this area and development of new and improved methods of manufacturing gas, have been bringing about a gradual reduction in the amount of coke available for local retail markets," according to Schuyler Baldwin, Manager of R.G.&E. Coke Sales. "Our coke ovens are now from 22 to 27 years old and it would not be sound economy to replace them as they wear out. We'll run the ovens as long as we can but, in view of the ultimate abandonment of this form of manufacturing gas, we believe that it will be in the best interest of our customers to turn the business over to good fuel companies who can take care of them when R.G.&E. coke is no longer available."

Rochester Gas and Electric was one of the pioneers in the United States in the marketing of by-product coke as a domestic fuel, Mr. Baldwin stated, dating back to 1906. Beginning in 1918, under the direction of Victor A. Miller, now retired, coke sales began to boom, rising to 183,000 tons in 1930. In 1932 leading fuel dealers joined the R.G.&E. in selling coke and from then until World War II sales were well over 200,000 tons per year, or from 25 to 35 per cent of the solid fuel sold in Rochester. During the war much of the company's supply of coke was taken over for defense needs and, recently, the advent of natural gas

and new methods of manufacture have further cut down the supply, which last year amounted to 138,000 tons. However, during the last few years the R.G.&E. has shipped almost half a million tons to steel mills throughout the country where it was used in helping to manufacture guns and armament. The income from the sale of coke has always been used as a credit against the cost of manufacturing gas and has helped to hold down gas rates in this area.

R.G.&E. employes connected with the handling of coke will be absorbed in other departments of the company.

### R.G.&E. Employes Lend Big Hand In "Clothes for Korea" Drive

"The clothing drive for Korea which was conducted in the Rochester area has been completed with highly satisfying results. This city contributed more than double the pre-campaign estimates made by the national office of American Relief for Korea, based on experience in other cities.

"The R.G.&E. played an important part in making this drive a success. It has been estimated that nearly a ton and a half of good clothing was contributed by your employes to this worthy cause."

All the aforementioned information was received in a letter from Gordon K. Cameron and John Branch, Co-Chairmen of the Rochester Campaign for Clothing for Korea.

### Frank Drake Wins Snyder Award For Community Service



Francis E. Drake Jr., Electric Distribution Engineering, recently received the Leroy E. Snyder Memorial Award for his outstanding contributions to Rochester during 1951. He was given the plaque at the annual "Bosses Night" dinner of the Junior Chamber of Commerce on March 10th.

The Snyder award is given annually to the young man who "in the judgment of a committee of prominent Rochesterians, has worked most effectively to better community living and understanding and has rendered this service without thought of personal gain and personal advancement."

Frank has served in an executive capacity in a number of local civic groups, including the Polio organization and the Monroe County "Crusade for Freedom."

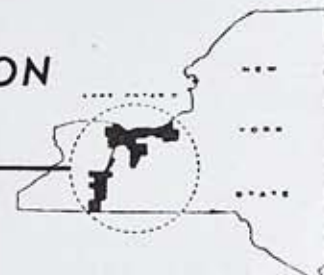
A new car is something a man keeps clean—and vice versa.



## ROCHESTER GAS AND ELECTRIC CORPORATION

89 EAST AVENUE ROCHESTER 4, N. Y.

**RG&E**



### WHAT MAKES THIS COUNTRY BETTER?

Fellow Employees:

The American Free Enterprise system has produced the highest standard of living the world has ever seen. Our people have better homes, better food, more refrigerators, better clothing, more autos and other conveniences, as well as more leisure time than the people of any other nation in the world. These privileges we are able to enjoy in an abundance that is many times that of any other country. This is not something that has just happened; so there must be a reason for it. The people of other countries are no different from us. In fact, the ancestry of most of our people can be traced back to other nations. It is true our country is blessed with natural resources, but so are many of the other countries. What, then, is the reason?

THE REASON FOR THE IMPROVED STANDARD OF LIVING IN THIS COUNTRY OVER OTHERS CAN ONLY BE ATTRIBUTED TO OUR SYSTEM OF SOCIETY WHICH HAS PROVIDED FREEDOM OF THOUGHT AND ACTION, A REWARD OF EFFORT, AND AN INCENTIVE TO PRODUCE.

Therefore, it is always puzzling to me why some seek to change our system to a form that cannot help but lead to Dictatorship and complete control over the freedoms we now enjoy.

The theory of "From each according to his ability and to each according to his need" at first may seem to be a desirable objective, until we think it through. Such a system instantly makes it necessary that somebody must determine the amount of work that should be contributed by each person as well as the amount that each should receive to provide for his needs. The application of such a system can only be achieved by absolute autocracy with resultant slavery for the governed. In the transition stages there is a complete stifling of initiative, and the evils of patronage, favor and graft cannot help but develop and grow as time goes on.

Many experiments with such a system have been made in years gone by, as well as at the present time. Even when tried by people beset with common problems and dangers and of similar race and belief, no such system has long endured without severe oppression of the governed, nor in the long run has any such effort been successful. Lack of progress, dictatorship, graft and corruption have inevitably set in. WHAT STARTS OUT TO BE EQUALITY AND COMRADESHIP WITH A LITTLE GOVERNMENT, ENDS AS GOVERNMENT WITH LITTLE EQUALITY AND LITTLE COMRADESHIP. THE END POINT OF STRONG-ARM GOVERNMENT METHODS IS EITHER SLAVERY OR FAILURE, OR BOTH.

Another objection to such a system is its inability to satisfy the infinite variety of human wants and desires. For instance, it has been recently explained that it is perfectly possible to divide a pound of steak equally between two persons, since such an act only requires a steak, a set of scales, a knife and someone to do the dividing. It is also possible to decree that two individuals should have a certain number of leisure hours each day. But it is quite another matter to measure the respective value that two persons will place upon steak and leisure, for one is certain to be more fond of steak or leisure than the other. What suits the soul of one person may have little or no appeal to the other, and certainly not to the same degree.

Now suppose the purveyor of equality realizes that equal portions will not accomplish equality. By what means could he determine what quantity of leisure for one would equal a certain quantity of steak for the other? If it is impossible for a third party to solve even this simple equation for two persons, it is fantastic to believe that he could solve the more complex problems of equally satisfying all the desires of all the people.

## The President's Page . . .

If all people wanted the same quantities of all things the problem would be simpler, but they do not. Our forefathers sought to preserve the freedom of each individual to pursue the satisfaction of his own particular set of desires, known only to himself. **THEY HAD THE WISDOM TO REALIZE THAT IN DESIGNING A SOCIETY IN HARMONY WITH THIS-VARIATION OF HUMAN WANTS, THEY WERE WORKING WITH RATHER THAN AGAINST THE PRINCIPLES OF HUMAN NATURE.**

An interesting experiment in equal sharing by the Pilgrims failed, and a record of their plight outlined in Governor Bradford's diary quoted in the G&E NEWS of January 1950 is very similar to the amazing statements recently made by the Communist party of Yugoslavia by Director Ivan Vukovic of Cooperative Agriculture in Belgrade, Yugoslavia, on January 12, 1952, as follows, as reported in the New York Times January 13, 1952.

"It is a fact that the cooperative peasants frequently considered the cooperative farmstead as belonging to someone else, their work as something forced on them. The initiative of the farmers which has been withering away was taken over by individual leaders who planned production and assigned jobs. Under such an organization members dodged their responsibilities, and consequently reduced their otherwise low production. They could not leave their jobs without reporting to their leader. Farm managers employed high-handed methods and imposed fines. Thus we witnessed the establishment of relations similar to those existing under feudalism.

"Mr. Vukovic was the first Yugoslav official to acknowledge publicly that the collectivized peasant not only had lost his freedom but had been virtually bound to the soil by punitive and confiscatory methods reminiscent of a feudal society."

It seems to me the above is again a great lesson. As Joseph P. MacSweeney has so wisely said - "We must form a system of society on Human Nature as it is, not on Human Nature as we wish it might be." We must provide a reward for effort if we are to continue to improve our standard of living.

Some may claim our system provides great excesses, but the extent to which it does is greatly exaggerated in most people's minds. For instance, if all the taxable incomes in the United States over \$26,000 a year were confiscated by the government, it would operate the government at its proposed rate of spending for only 3 days. This fact is even more interesting when it can be shown that if all taxable incomes of our entire country above \$6,000 a year were confiscated it would operate the government at its proposed rate of spending for only 26 days. It is also interesting to note that if all the taxable incomes over \$6,000 a year were confiscated and given to the other workers, it would increase the income of the rest by only a little over 4¢ per hour.

On the other hand, the incentive in our private enterprise system is the life blood that enables our system of society to flourish and provide more autos, more refrigerators, better clothing, better homes, better food and more leisure time than any other nation in the world. Incentive draws as its reward only a very small proportion of the total national product, but like the minute quantities of vitamins required in food, it is impossible to maintain a healthy economic system without it.

**THEREFORE, LET'S NOT FOOL OURSELVES - FURTHER SPENDING BY THE GOVERNMENT MUST EVENTUALLY COME ONLY FROM THE AVERAGE WORKER THROUGH ADDED TAXATION OR INFLATION, OR BOTH.** If we are to progress or if we want to preserve our standard of living, we should do all we can to maintain our present system of free enterprise and reduce, as much as possible, present as well as further spending by the government except for vital functions that government alone can perform.

  
Alexander M. Beebee  
President

# R. G. & E. Employee Benefit Payments Last Year Averaged Over \$1,000 Per Worker

The yearly report on company operations shows that in the twelve months ended December 31, 1951, R.G.&E. paid out \$2,649,865.07 in welfare and other employee benefits, or more than \$1,000 per year per employe. These included Pensions, Sick Benefits, Hospitalization, Surgical Care, Life Insurance, Polio Insurance, Unemployment and Compensation Insurance, Vacations, Holidays and other excused time. Of the total amount \$2,121,318.16 was in the form of benefits voluntarily extended by the company and \$528,546.91 represented contributions required by State or Federal laws.

Company contributions in 1951 averaged 52.16 cents per employe per hour worked, over and above regular pay. This compares with 43.95 cents per hour in 1950. Of the 52.16 cents per hour worked which the R.G.&E. paid for employe welfare last year, the sum of 10.40 cents was for such things as Social Security, Unemployment, Compensation and Disability Insurance, which are required by law. The other payments, totaling 41.76 cents per hour worked, represented voluntary contributions by the company. Among the larger items in this group were \$670,042.50 for Pensions, \$279,254.94 for the Employees' Benevolent Association and \$230,768.54 for Life Insurance.

## COMPANY BRIDGEMEN WIN CASH PRIZE

In the final night of play of the Championship Section of the IMC Open Pair Match Point Duplicate Bridge Tournament (wow!) the R.G.&E. had four entries competing for honors. They were: Amos Jacquith, Jim Fassanella, Dave Brazill and Earl Nelson. The play was fast and furious, and when the smoke had cleared away (Fassanella's cigar), it was revealed that Jacquith and Fassanella had won seventh place and four bucks . . . cash money. Brazill and Nelson finished just out of the loot.

No man feels he's really in middle age as long as he knows his teacher of the first grade is still living—even thought she might be 95 years old.



VACATIONS AND HOLIDAYS



SOCIAL SECURITY



RETIREMENT PLAN



MEDICAL CARE

## R.G.&E. BASKETBALLER SECOND HIGHEST SCORER

Sammy Poletta of the Electric Distribution Engineering department wound up the past season by copping second place in the Rochester Industrial Basketball League's Individual Scoring race. The only reason he didn't win first place honors was because he played one less game than the top man. In nine games played, Sammy scored a total of 181 points . . . a reputable record in anybody's league!

## TRADING POST

If there is anything that you would like to sell, buy, trade or give away, this column is published for your convenience. Just jot the ad on a slip of paper and send it to Carl Schoen, R.G.&E. NEWS, Main Office. All that is required from you is your name and location in the company. There is no charge for this service, but it is available only to employes of the R.G.&E.

**FOR SALE:** Eight English Setter puppies, all males, pedigreed. Will sell at reasonable prices. These dogs are now two months old. Call or see Tony DiTucci, 188 Saxton St., GENesee 3727-J or can be contacted at General Maintenance Office, 292 Mill St.

**FOR SALE:** Hotpoint Electric Refrigerator, in good condition, 6½ cubic feet. Make offer to Sam Pilato (Gas Street Department), 48 Concord St., HAmilton 0443.

## IN MEMORIAM

### EDWIN C. WOLFE

Edwin C. Wolfe, Appliance Service, died March 29, 1952. He had 23 years of service with the company and was 41 years of age at the time of his death.

### HENRY BOUDREZ

Henry Boudrez, retired, died February 10, 1952, at the age of 76. He retired January 1, 1941, after 16 years of service.

### VINCENZO MARTINO

Vincenzo Martino, retired, died February 22, 1952, at the age of 69. At the time of his retirement, November 1, 1947, he had worked for the company 21½ years.

### WILLIAM P. BROWNLEE

William P. Brownlee of Electric Station Maintenance died March 4, 1952. He had 27½ years of service with the company and was 56 years of age at the time of his death. His son, Thomas, is employed at Station 3.

### VICTOR E. FRITZ

Victor E. Fritz of the Genesee District died March 11, 1952. He had 36 years of service with the company and was 56 years old at the time of his death. His son, George, works in the Genesee District.

### CARRIE F. DAY

Miss Carrie F. Day, retired, died March 18, 1952. She retired June 1, 1939 after 19 years of service with the company.

### JOHN D. ROCKEFELLER

John D. Rockefeller died March 25, 1952. He retired from the company May 1, 1950 after 44 years of service and was 66 years of age at the time of his death.

# 'Pete' Barry Heads Rochester's Lilac Festival

Maytime in Rochester means Lilac Time. In the last 52 years Rochester's world famous Lilacs have reached full bloom 43 times in the month of May. This year, it seems certain that the Lilacs will reach full bloom in May, but the exact date will be announced later.

According to our own Peter Barry, who is General Chairman of this year's celebration, the 1952 Lilac Festival is being widely publicized throughout the United States and Canada. Nurserymen's Association, national horticultural magazines, press, radio, out of town hotel lobby displays and service station counter and poster displays have been spreading the word of Lilac Time in news and pictures.

"Lilac Time serves to attract favorable attention to Rochester's

splendid park system and its beautiful profusion of flowers," stated Chairman Barry.

"Pete" has announced that the special events and entertainment portion of this year's Lilac Festival will include two new features scheduled for Wednesday of Lilac Week. That particular day will be known as "Lilac Town and City Day", when Rochester will be host to thousands of visitors from many of the cities, towns and villages throughout the state.

Highlighting the "Lilac Town and City Day" entertainment at Highland Park will be the first Lilac Time appearance of the R.G.&E. Male Chorus of 30 voices under the direction of J. Alfred Casad. The chorus, presenting a special program for the occasion, will appear on the stage in front of the park pavilion.

## Suggestion Committee Pays Record Number of Awards During February and March

During the months of February and March, the number of awards paid for meritorious suggestions assumed record proportions, with 42 ideas being approved.

Those who received cash awards for their suggestions were:

Donald Anderson, Line Maintenance; Edwin J. Bailey, Line Operating; Raymond Bancroft, Station 9; Charles S. Beard, Electric Meter & Laboratory; Frederick W. Bellenger, Electric Station Maintenance; James M. Bower, Line Operating; Andrew J. Brostrom, Electric Meter & Laboratory; Anthony Burger, General Maintenance; Graham E. Chamberlain, Electric Distribution Engineering; Norman L. Coates, General Tabulating; John F. Cole, Station 2; Joseph M. Chambers, Steam Distribution.

Michael Friga, Electric Distribution Engineering; Leo E. Garland, Jr., Steam Distribution; George Geiger, Storehouse; Roy K. Gillette, Line Maintenance; Paul E. Groat, Appliance Service; Philip G. Har-

mon, Station 11; John J. Hinds and Arnold Webster, East Station; Norton A. Howard and Arthur Rossin, General Maintenance.

Ormand B. Keemer and Charles F. Pike, General Maintenance; Charles J. Kolb, Purchasing Department; Cletus J. Kress, Steam Distribution; Henry Magin, Steam Distribution; William C. McCort, Station 3; Ward A. McDonough, Station 3; Richard D. Morgan, Gas Spaceheating Sales; Erwin M. Morris, Steam Distribution; William A. Munnings, Transportation.

Hattie Neuhirel, Cashier; Albert A. Newman, Transportation; William J. Rankin and Lloyd P. Weston, Gas Street; Thomas Quetchenbach, Electric Station Maintenance; Mabel G. Rohr, Office Maintenance; Joseph B. Sharkey, Steam Distribution; Henry Sidoti, West Station; Michael Tedone, Steam Distribution; Carl J. Thomann, Station #7; M. Ross Thrush, Station #4; Geraldine Vaisey, Gas Distribution Office; Walter J. Wagner, Station #3; Wallace P. Whelan, Station #3.

### THE COVER

When Pete Barry wants to attract attention to Rochester's Lilac Show (see story at left) he knows just how to go about it. The attention-getters on the cover are, left, Jean McLaughlin and right, Audrey Winnick, both of Electric Distribution.



Latest picture of Corliss Archer and friend Dexter, now being heard Sundays at 9:15 p.m. over WARC.

### Sponsor of State Bill on Niagara Project Favors Five-Company Plan

Congressman W. Sterling Cole of Bath, N. Y., who was one of the co-sponsors with Senator Irving M. Ives of a bill to permit public power development of the Niagara River by the N. Y. State Power Authority has defined his position. In a statement to the press, Congressman Cole says that he would much rather see private enterprise do the job.

Congressman Cole says that he originally favored the state bill because he felt that was the only way to keep the federal government out of the project. He says that he will support and vote for the Capehart-Miller bill, which provides that five New York State utilities, including R.G.&E., do the job of developing additional power from Niagara.

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
				Fred Urlacher	Electric Distribution

## SERVICE ANNIVERSARIES OBSERVED BY THIRTY-FOUR DURING MARCH AND APRIL

The following employes completed cycles of 25, 30, 35, 40 and 45 years during the months of March and April:

### MARCH 1952

John L. Kohl	West Station	45 Yrs.
Frances Hanifen	Customers G/E Bookkeeping	40 Yrs.
James Casey	Purchasing	35 Yrs.
Howard B. Stebbins	Treasury & Cashiers	35 Yrs.
Howard S. Gosselin	Electric Meter & Lab	30 Yrs.
William Kubber	Lake Shore	30 Yrs.
Kathryn McIntyre	Customers G/E Bookkeeping	30 Yrs.
Addison C. Schoffeld	Station No. 6	30 Yrs.
George Aslan	Station No. 8	25 Yrs.
Michael J. Cox	Office Maintenance	25 Yrs.
Frank Friedman	Transportation	25 Yrs.
Sheldon G. Jones	Station No. 3	25 Yrs.
Frank Thibault	Turn On & Shut Off	25 Yrs.
Lester C. Twichell	Commercial & Industrial	25 Yrs.

### APRIL 1952

William H. Spears	West Station	45 Yrs.
John Donlon	Transportation	40 Yrs.
William Spall	Gas Shop	40 Yrs.
George Rosa	Steam Dist. Operation	35 Yrs.
Arthur Frere	Canandaigua	30 Yrs.
Arthur M. Underwood	Plant Inventory	30 Yrs.
Eugene Brizius	West Station	25 Yrs.
Calvin A. Brown	Gas Distribution Office	25 Yrs.
Maryland O. Curran	Treasury & Cashiers	25 Yrs.
Herbert J. Hammond	Appliance Service	25 Yrs.
Frank X. Hauser, Jr.	Gas Shop	25 Yrs.
Bertha E. Hegeman	Electric Dist. Office	25 Yrs.
Walter F. Moore	Meter Reading	25 Yrs.
Royal Potter	Station No. 33	25 Yrs.
Anthony Raguso	West Station	25 Yrs.
Joseph M. Ramsey	West Station	25 Yrs.
William Staub	Meter Reading	25 Yrs.
Lisle G. Truemeter	West Station	25 Yrs.
Earl Waltman	Gas Shop	25 Yrs.
George W. Zeller	Appliance Service	25 Yrs.

## UTILITY WORKERS CAN TAKE PRIDE IN ELECTRIC AGE

Students of the subject refer to past civilization as the Stone Age, the Bronze Age, the Iron Age. A thousand years from now, ours will undoubtedly be called the Age of Electricity. It has been pointed out that progress during the electric age has been much greater than in all of man's previous history.

In 1920, annual production of electricity was about 500 kilowatt hours per capita. Now that figure has grown to over 2800.

The average American worker uses more than 14,000 kilowatt hours of electric power a year. That means that he has the equivalent of some 210 invisible helpers. Usage per worker has quadrupled in thirty years. For example, one man operating twin conveyer belts for coal in Illinois does the work of 1,000 men with wheelbarrows.

The average home use of electricity has increased five and one-half times since 1920—and two-thirds of that power goes for appliances. But the average family spends two and one-half times as much for smoking as for electricity.

Electricity has also helped increase farm output 55% since 1930, although farm workers have decreased 7%.

From the establishment of the first electric utility by Edison in 1882, down to the present day, thousands of people have given their energy and skills to make the Age of Electricity possible.

Every utility employe has a right to be proud of this accomplishment.

(Public Utilities Fortnightly)



## WOLCOTT NEWS ITEMS

By RAY WINNETT

Percy Tanner, appliance service man at Wolcott for the past 22 years, has left the company and, with his family, will reside in Arizona. Percy decided to make the change last Fall when the family went to Arizona for their son's health. A farewell party was given by the employes of the Lake Shore District at Hotel Wolcott.

Mr. and Mrs. Dewey Palmer spent February in Florida.

Mrs. Ralph Merrell is the new Home Service Representative in the Lake Shore District. Mrs. Merrell has been a resident of Wolcott for many years and is a graduate in Home Economics from Hastings College, Nebraska. She taught five years and was employed by the Farm Security of New York State for three years.

W. C. Pearson, Line Foreman, and Mrs. Pearson spent the month of March in Bradenton, Florida, where Bill worked on his new home in preparation for his retirement next year.

### STATION 3

By JACK DAILEY

On Thursday, February 28, the employes of Station 3 and friends held their annual winter get-together. A sauerkraut supper was held at Beyerlein's Hall, 510 Portland Avenue, with an attendance of about 70. Activities were limited to eating, telling "tall" and truthful stories, bowling and card playing.

### MAIN FLOOR

By HELEN FREATMAN

#### DOMESTIC SALES

There are three new fathers in the Domestic Sales Department. John Rokos has a girl named Mary Ann, born January 28, weighing 7 pounds and 11 ounces . . . Robert Cronin and his wife, Cynthia, formerly of Home Service, have a boy, James Robert, born February 25, weighing 7 pounds, 5 ounces . . . The Fred Kelleys have a new baby boy named Alfred Glenn, born February 19, weighing 8 pounds, 4 ounces.

A dinner party was held at the Moose Club by the Domestic Sales Social Club, complete with music, dancing and games.

Anne Lyng, Florence Strite, Verna Parmelee and Mary Ellen Collinge, attended the Farm and Home Bureau meeting in Ithaca.



◆ Fern Ess, Genesee District, cuts the cake at her farewell party with Mrs. Hollis Young, left, and Mrs. Lynn Mathern, right, looking on.

#### CASHIERS

Gwenda Lee has recently been transferred from the Mailing Department to the Cashiers.

\* \* \*

Fred Hodgson spent some time recently in the hospital, having his tonsils removed. He is back at work, fully recovered.

#### COKE SALES

The girls in the Coke Sales were entertained recently by Clarice Harvey, formerly of this department, in her new home in Irondequoit.

#### HOME SERVICE

Esther Sittig, formerly of Home Service, has a new baby boy, born February 9. She has named him John William.

◆ Presenting the top team in the Commercial and Industrial Department's bowling league. Seated L to R: John Carlile, Luke Caple and Bill Young. Standing: Dean Johnson and Willis Messman.





◆ "Mike Cox, VP in charge of the loading platform in the rear of the Main Office, has just celebrated his 25th anniversary with the company and has reported for work every working day of the twenty-five years.

## GAS DISTRIBUTION

By HOWARD DAVEY

On March 7th, Frank Thibault of the Turn-On and Shut-off Department was honored at a surprise dinner at the Knights of St. John in recognition of his 25th anniversary with the company. President Beebee presented Frank with his 25 year pin and Calvin Brown tendered the Diploma. Jim Skinner acted as Master of Ceremonies. The committee for the party was composed of Ben Morlan, Claude Thibault, Harold Kelly and Jim Skinner. Harold Kelly mentioned that 285 years of service was represented by the 11 men in the T.O.&S.O., which seems to be quite a record for such a small group.

## ELECTRIC DISTRIBUTION MEMOS

By FRED URLACHER

Elmer Burnup, Lt. U.S. Navy, returned on leave just in time for the birth of his first son, on February 17.

\* \* \*

Graham Chamberlain, Distribution Engineering, became the father of Mark, 6 pounds, 9 ounces, on February 18.

\* \* \*

Keith Amish, Distribution, received congratulations for his third son, born February 20.

\* \* \*

Walt Paine, Subway Department, is back from Florida.

\* \* \*

Tom Marotta and Anton Richmond have joined the company in the overhead inventory and Richard Laitenberger is new in Electric Distribution Engineering . . . Fred Kukura has been transferred to the Subway Department and Gerry Gilbert to Distribution Engineering . . . Bill Howard is now well settled in Line Operating, after a number of years in the Telephone Service Department.

\* \* \*

George Sanders, Line Maintenance, and his wife spent two weeks in Florida this year where they visited many of Florida's cities. They stayed at Orlando a few days with the Merrill Shears, Mr. Shears being a pensioned employee.

◆ At Frank Thibault's anniversary party, L to R: Ben Morlan, Mrs. Thibault, Claude Thibault, Frank, Jim Skinner and President Beebee.



◆ Misnamed in the last issue, these are the children of Roger Mills of the Genesee District. L to R: Loretta, Helen holding "Buster", Charles, Caroline and James.

## CONGRATULATIONS!

Milton H. Robinson of Customer's Accounting received his diploma for successfully completing a three-year night course in Office Management at R.I.T. The graduation ceremonies took place on the evening of March 27 at the Chamber of Commerce.



◆ Al Spinell of the Main Office is proud to be the Dad of Al Spinell Jr., 4, and Barbara Jean, 2½.

Don't get too cheerful if the doctor tells you that you are sound as a dollar. At present valuation that merely means that you score about 47 out of a possible 100.

## SODUS HAPPENINGS

By DON PITTMAN

Claude and Mrs. Harnaart are back with a Florida tan.

Stanley Craver, Line Foreman, who is also Chief of Sodus Fire Department, was recently chosen District Coordinator in Wayne County, a job of great responsibility in case of a large fire or an air attack.

The stork recently flew over Granger Green's house leaving a set of quadruplets. Mother is reported doing very well but is worried about names for the new arrivals. Granger is also pacing the floor, trying to think of a nice home for these four kittens.



"There's no more cutting in on Masie since she became engaged to that lineman from Sodus."

## WEST STATION WIGWAGS

By C. A. McELWAIN

A girl was born to Mr. and Mrs. Carmen Destino on March 10, weight 8 lbs. 13 oz., named Diane.

Dick Cook is the proud father of a baby daughter born March 15, named Catherine Ellen.

Bruce Thompson, son of J. Frank Thompson, was picked for the B-C Class All County Basketball Team. Bruce attends Penfield High School.

A much-married Hollywood actor was confronted by a gay damsel who said, "Hello there, don't you remember me? Ten years ago you asked me to marry you!"

"Really?" yawned the actor, "and did you?"

The only one who should put faith in a rabbit's foot is a rabbit.

## Charlie Hoffmeier Tops Ad Club Bowlers

Charles Hoffmeier, ranked among the best bowlers in the city, recently won two awards in the Ad Club Friday bowling league. Charlie, who is employed in Meter Reading, had the high average of 185 for the season and 679 for high three games.

## HOW DO YOU COMPARE WITH AVERAGE SECRETARY?

How do you compare with other secretaries? How do your likes and dislikes coincide with others who have chosen the same career.

Recently the national Secretaries Association polled 3,870 members and reports the following statistics.

On married status, 52.8% are single; 30.6% are married; the rest are either divorced or widowed.

After office hours 83% have hobbies and 67.7% participate in outside activities. 57.1% own or have use of a car. 26.6% have television sets. Only 2.47% smoke.

The "average" secretary spends almost 1/6 of her salary on her wardrobe; this amounts to approximately \$448.67 exclusive of expensive luxury items such as fur coats.

The following is a breakdown of these expenditures with blank spaces to check yourself.

Item	Average	You
Shoes	\$57.00	_____
Hats	28.26	_____
Cosmetics	24.70	_____
Accessories	43.32	_____
Beauty Services	48.87	_____
Suits & Dresses	236.52	_____

## Two R.G.&E. Teams Place in IMC Euchre Tourney

These are "shots" taken on the night of March 20th when over 100 of the company's euchre enthusiasts gathered at the Main Office to try to qualify for entry in the IMC Euchre Tournament of April 9th. Twelve teams were sent to represent the R.G.&E. at Kodak Park.

Of the 302 teams competing, we had one team finish in 8th place, Jack Wahl of Traffic and Floyd Bisig of Transportation, winning \$17.50. Vic Rogers and teammate Bill Altpeter, both of Transportation, came in for 35th place and \$5.00.

## VINCE MITCHELL WINS TOP LIGHTING AWARD

Three Rochester Gas and Electric lighting specialists won awards in the Fourth International Lighting Exposition, which included entries from all over the world. There were five awards of equal value in the commercial lighting class and one of them was won by Vincent D. Mitchell of 52 Village Lane, R.G.&E. lighting engineer. The prize was \$100 cash and a Gold Seal Merit Award Certificate. Mr. Mitchell's award was based on his lighting plan for the new East Main Street home of the First Federal Savings and Loan Association.

Lester Twichell, supervisor of the R.G.&E. lighting department, won an Award of Merit with Distinction while Norman Kridel, lighting engineer, was given a Merit Award.

The awards were given by the National Electric Manufacturers Association.

## TABLE TENNIS TALK

The R.G.&E. Table Tennis Club is growing in size and enthusiasm but there is still room for new players. Bob Ewart, Subway Department, would like to enter more teams in the IMC League next season. Kodak Park has offered its complete facilities for games and matches to all the league entrants and, all in all, it is shaping up to be a season of good fun and exercise. If you are at all interested and would like to learn more of the details, call Bob Ewart, Subway Department, Extension 391.

## First Rights

A sign in front of a shoe repair shop pictured several styles of rubber heels and a beautiful girl who was saying, "I'm in love with America's No. 1 heel." Underneath in small feminine handwriting someone had added, "Too bad, sister! I married him."

The town "wolf" was having a shave and a manicure and, during the process, he asked the pretty young manicurist to go to a night club with him.

She countered with: "Oh, I couldn't do that. I am married."

But he persisted: "Ask your husband. He probably won't mind."

Said she: "Ask him yourself. He's shaving you."



# ABOUT OUR SERVICEMEN

## EASTER FRUIT CAKES FOR MEN IN SERVICE

Thanks go out again to our fellow employes from the R.G.&E. Employes in Service Committee. As a result of the efforts of a group composed of Ilean Walters, Joan DeHollander, Joan Gunther, Marie Fredricks, General Accounting; Mary Powers, Administrative; Freda McAdam, Loretta Maynard, Jeanne Gresens, Charlotte Herbert, Harriet Heckel, Shirley Hennings, Ruth Murphy, Barbara Spencer, Employee Relations; Toni Corbelli, Unit Bookkeeping; Dorothy Pinkley, Mallory Loos, Fay Vary, Frank Howell, Coke Sales; Verna Parmelee, Jennie Millard, Anna May Trombley, Home Service; Charlie Kolb, Purchasing; Ed Letson, Plant Inventory; James Fassanella, Electric Meter; and Charlie Shakeshaft, Auditing, the employes away on military leave will enjoy delicious fruit cakes all trimmed with Easter Greetings from the whole gang here at the R.G.&E. The girls helped in the preparing and baking of the cakes, while the men did the wrapping. Credit goes to Freda McAdam for the greeting on the label, which reads as follows:

*"Here Easter Greetings from "The Gang",  
in the form of a little treat.*

*We really think you'll like it, 'cuz it's  
something you can eat.*

*This cake has something special, plus  
raisins, fruit and such.*

*It has that certain something we call the  
personal touch.*

*What makes this extra special and we  
know that you'll agree,*

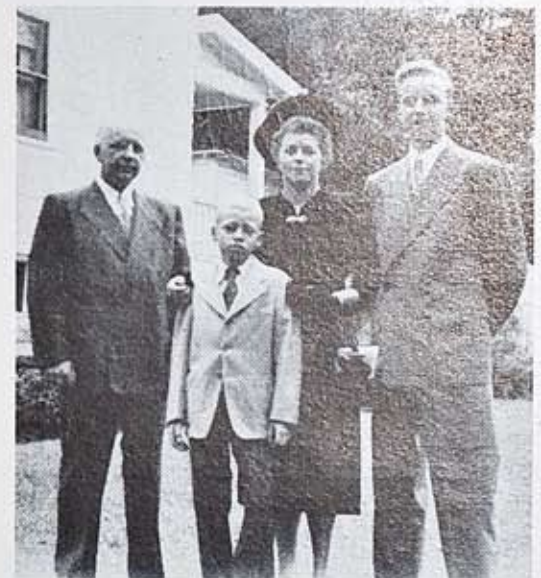
*Is the fact that this was baked for YOU  
by the gals of the R.G.&E.*

Thanks again "gang" for a swell job!



◆ These are the girls who did such a marvelous job of baking fruit cakes for our men in service. From left to right: Verna Parmelee, Julia Neubrand, Harriett Heckel, Loretta Celentano, Charlotte Herbert, Barbara Spencer, Freda McAdams, Anna May Trombley, Mary Powers and Marie Fredricks.

◆ While home on leave from military service, Roland Haskins Jr. stood still long enough for this picture to be taken with his Mother, Dad and Brother.



◆ Before leaving for overseas duty with the Air Force, Capt. Walter W. Purdy Jr. stopped in to see his old friends in the Domestic Sales gang. From left: Bob Cronin, Art Coles, Walt Purdy, Jimmy Braham, Frank Monahan and Ray Erness.



## Uncle Sam Takes 6, Returns 2

Six men have left the company for Military Service during the past two months and two have been discharged and returned to us. Of those who have left, four have gone into the Army and two into the Navy. Now in the Army are: Anthony DeMarco, East Station; Raymond Kanis, Meter Reading; Donald Leiske, Gas Distribution Office and Daniel Ritzel, Meter Reading. Returned to work are: Raymond Junot, Station 3 and Nicholas Long, General Maintenance.

◆ Springtime this year brought out the flowers and Nancy Burke of Commercial and Industrial Sales . . . and did a nice job on both!

## SOME PREDICTIONS OF THINGS TO COME

Everyone likes prediction of good things for the future—particularly when they have a chance of coming true.

Here are some predictions for electric living for the home of tomorrow recently made by a Westinghouse vice president:

Electricity will air-condition your home, regulating humidity, removing dust, circulating insecticides, killing airborne bacteria with special lamps, and controlling "stuffiness" at the push of a button.

You'll pop your meat—electronically tenderized, of course—into the home dielectric cooker. And the dirty dishes will be electronically sterilized while they're being washed and dried.

You'll have a home dry-cleaning machine, probably supersonic. Your television set will provide larger, finer pictures, in three dimensions and color.

Making such wonders come true will require at least 3 or 4 times as much power as the average home uses today, the appliance engineers say.

But they confidently go on with their research, knowing that the business-managed electric companies have always met America's power need in the past and are planning and working now toward more power for tomorrow.

◆ Taken at the height of the festivities of the Wes Sheldon party. L to R: Toastmaster Elmer Smith, Wes Sheldon, Mrs. Sheldon, Aubrey Partridge, William Lehle and Fred Sullivan.



## "Wes" Sheldon Given Gala Send-off

On February 21 a party was held at the Ukrainian-American Club in honor of Wesley Sheldon of the Electric Meter and Test Department, who retired March 1 after completing 44 years of service with the R.G.&E. Proof of his popularity was evidenced by the presence of 80 of his fellow workers.

A unique idea was a speaker's table, gaily decorated with yellow and white flowers, at which sat the guest of honor, his wife, wearing a corsage of yellow roses presented by the Committee; six retired workers including Arthur Gosselin, Frank French, William Lehle, Lincoln Holdridge, Stanley Empey and Aubrey

Partridge; also Elmer Smith as Toastmaster, and Edward Nelson, Department Superintendent.

After introductions by Toastmaster Elmer Smith, speeches were made by President Beebee, Vice President Leo East and Messrs. Ralph McCumber, Harvey Klumb, George Fiedler, Howard Brown and Ed Nelson.

By conniving with Mrs. Sheldon the boys secured pictures of Wesley's dapper days, which were shown as movies and after several stunts, Wes was presented with a purse from the Department.

The Committee in charge consisted of Pete Carlin, Chairman; William Sharp and Wilbert Neuffer.





◆ Newly elected officers of the Domestic Sales Social Committee are, seated: Melrose Franklin, Florence Strite, Eunice Farrington and Mary Lousley. Standing: Matthew McBride, vice-president and Don Kresser, president.

### STEAM DEPARTMENT

By HENRY MacGREGOR

On the evening of February 21st, members of the Steam Distribution Department were guests of the Genesee Brewing Company at their plant on Cataract Street. Events of the evening were in charge of the officers of Steam Department Social Club, namely, Glenn Pickett, John Laird and Joseph LaMonica. An orchestra under the baton of Bill O'Brien, composed of Dan Curtis, Reggie Kingsbury, Angelo Marone and Mike DeMarco played throughout the evening and accompanied some lusty singing. On the program were slides of the Boy Scout World Jamboree,

held last summer in Austria. These were shown by Freeman Boyer Jr., who was one of the two leaders from Rochester, who made the trip.

\* \* \*

Betty Satter of the Steam Distribution Department, recently became engaged to James Hennon. She is wearing a beautiful diamond ring and reports that the wedding will take place next September.

\* \* \*

Michael Tedone of the Steam Distribution Department, recently became a father for the third time. The latest arrived on February 14th, was named Joseph Vincent and weighed 6 lbs. and 4 ounces.

In the Democrat & Chronicle of March 15, it was learned that Mr. and Mrs. W. Marvin Barber had a baby girl at the Strong Memorial Hospital. Marv works for the Steam Department in the Instrument Room at Station 3.

### THIRD FLOOR DOINGS

By NORM DAVIDSON

#### GAS SPACE HEATING

Walt Popen, Bob Radell, John Robinson and Frank Garrison are good whittlers—that backlog of service jobs at the Gas Shop is all whittled down and the boys are back on their regular Space Heating jobs.

\* \* \*

Dick Morgan wants it known that as of Sunday, March 16, he is a grandpop. Patricia Lee Morgan, weighing 9 pounds, 10 ounces, is responsible for this distinction.

\* \* \*

#### INDUSTRIAL SALES

Don Sweetland gave the Navy the benefit of his experience for two weeks and is now back in the Power Division.

\* \* \*

Les Twichell has been named Vice President of the Great Lakes Region of the Illuminating Engineering Society. Les was one of the organizers of the Rochester Chapter of the I.E.S. and has served as its chairman.

### FOURTH FLOOR NEWS

By JANE SANDERS

The new fellow in the Accounting Control Department is Kenneth Schneiter, transferred from the Drafting Department.

\* \* \*

The latest addition in the Construction Accounting Department is Lois Mallinger.

\* \* \*

Betty Ehmann, formerly of Cashiers, was transferred to Treasury, replacing Edna Mueller, who is now at home as a housewife.

\* \* \*

The latest addition in Accounts Payable is Dorothy Tyler.

\* \* \*

Sylvia Knebel, originally from Mailing, has been transferred to Payroll.

◆ "Just before the battle, Mother" taken at the Genesee Brewery on the night the Steam Distribution Gang had their party.





◆ President A. M. Beebee congratulates John Kohl of East Station on his completion of 45 years of service with the company before his retirement. Mrs. Kohl is the smiling third person.

## EAST STATION

John Kohl, West Station shift operator of long standing and more recently guard at East Station retired April 1, after 45 years of Service with the company.

\* \* \*

Several familiar East Station personalities have battled illness. Frank Simeone spent several weeks in the hospital and at home while receiving treatment for leg trouble. Frank, a mechanic, is now back at work . . . George Forbes, operator at No. 10 Holder, spent time at Genesee Hospital and at home before returning to work recently . . . Emanuel Buono, shift operator, spent time at St. Mary's Hospital because of an operation . . . Howard Latson, shift operator, had an operation for a back ailment.

\* \* \*

Mafalda "Muffie" Petrillo of the Chemical Laboratory office staff became engaged to Sgt. Vincent Giummo of the Regular Army. Sgt. Giummo is a Brooklynite, now serving as a supply sergeant in a Military Police Unit.

◆ Ten of the "Gas Company Gals" who visited Buffalo over the weekend of March 8th. From left to right: Charlotte Herbert, Jean Tesch, Trudy Heinderich, Ruth Murphy, Shirley Hennings, Nancy Burke, Barbara Flaherty, Margo Robertson, Evelyn Schatzlein, and Gwenda Lee. Absent from the picture are Barbara Spencer, Jean Magin, Theresa Halloran, Cecilia Delly, Gerry Santangelo, Joan McLean, Norma McLean, Linda Lowrey, and Ann Taillie.

## 7th FLOOR SOUNDINGS

By ARDEN HOWLAND

On March 27th, the Rochester Turners Clubhouse was the scene of a Farewell Dinner and Stork Shower for Dolores Kment. "Del" was showered with gifts and well wishes for that baby-to-be by her co-workers.

\* \* \*

Frank Valenza is the newest addition to the Employee Relations Department. Frank formerly worked in the Gas Production Superintendent's Office at West Station and is now associated with Art Rissberger and Ken Piotter.

## SECOND FLOOR NOTES

By MARY KIRKPATRICK

Dick Walulis, formerly of the Tabulating Department, has left the company to continue his studies at Roberts Wesleyan College.

\* \* \*

Announcement has been made of the engagement of Barbara Copp, of the Billing Department, to John A. Kausch.

\* \* \*

Alfred Jehlen of the Meter Reading Department and William Symonds, a former member of that department, recently returned from a motor trip to New Orleans, where they enjoyed the festivities of the Mardi Gras.

\* \* \*

On March 8, Eleanor Gielow of the Unit Bookkeeping Department became the bride of Sgt. Erich Bajer. Eleanor has left the company to go to Colorado to stay with her husband until he receives his discharge from the Army.

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## SIXTH FLOOR

By JOAN LEAMY

The Purchasing Department welcomes another new member. She's Betty Plumber, who recently returned from three years' schooling in Chicago.

\* \* \*

Betty Merkel recently became engaged to Wallace Osborn.

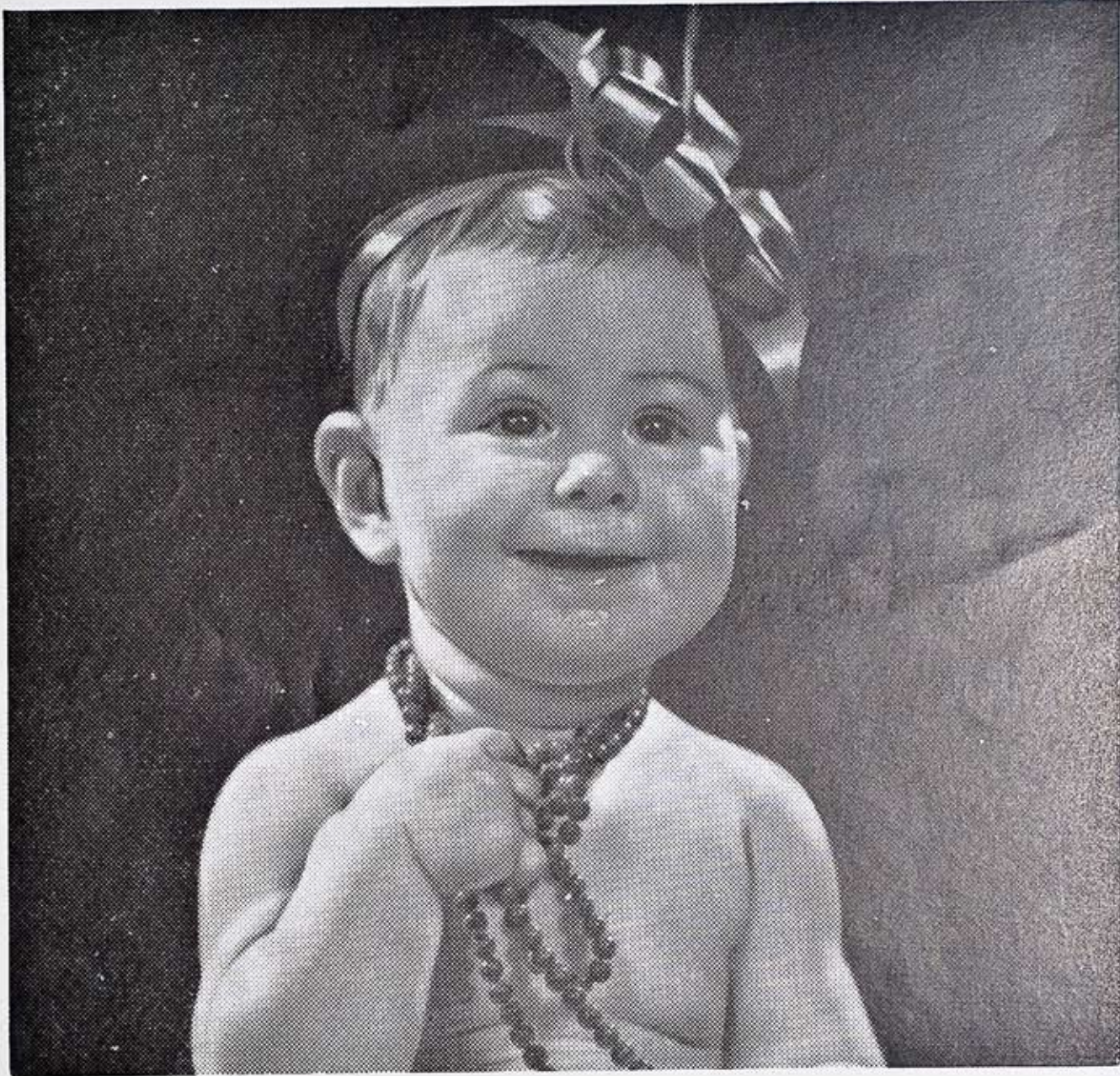
\* \* \*

Jim Casey celebrated his 35th anniversary with the company on March 8.

\* \* \*

Dorothy Lovick got back from Florida in time to welcome spring.





## *C'mon Mommy, Let's Play!*

Lucky little tyke! Because Mommy CAN play! She's a lady of leisure with time to give to her children golden hours of companionship, love and fun!

Rich — lots of hired help? Not a bit — but Mommy does have automatic servants who are ready to do her bidding at an instant's notice. Electric and gas service help her with the cooking, washing, sewing, dishwashing, refrigeration and many other household jobs. In fact there's hardly a task that isn't lightened by these dependable efficient servants. And their "wages" are so low that mothers everywhere declare that electric and gas service is the biggest bargain in the family budget.