



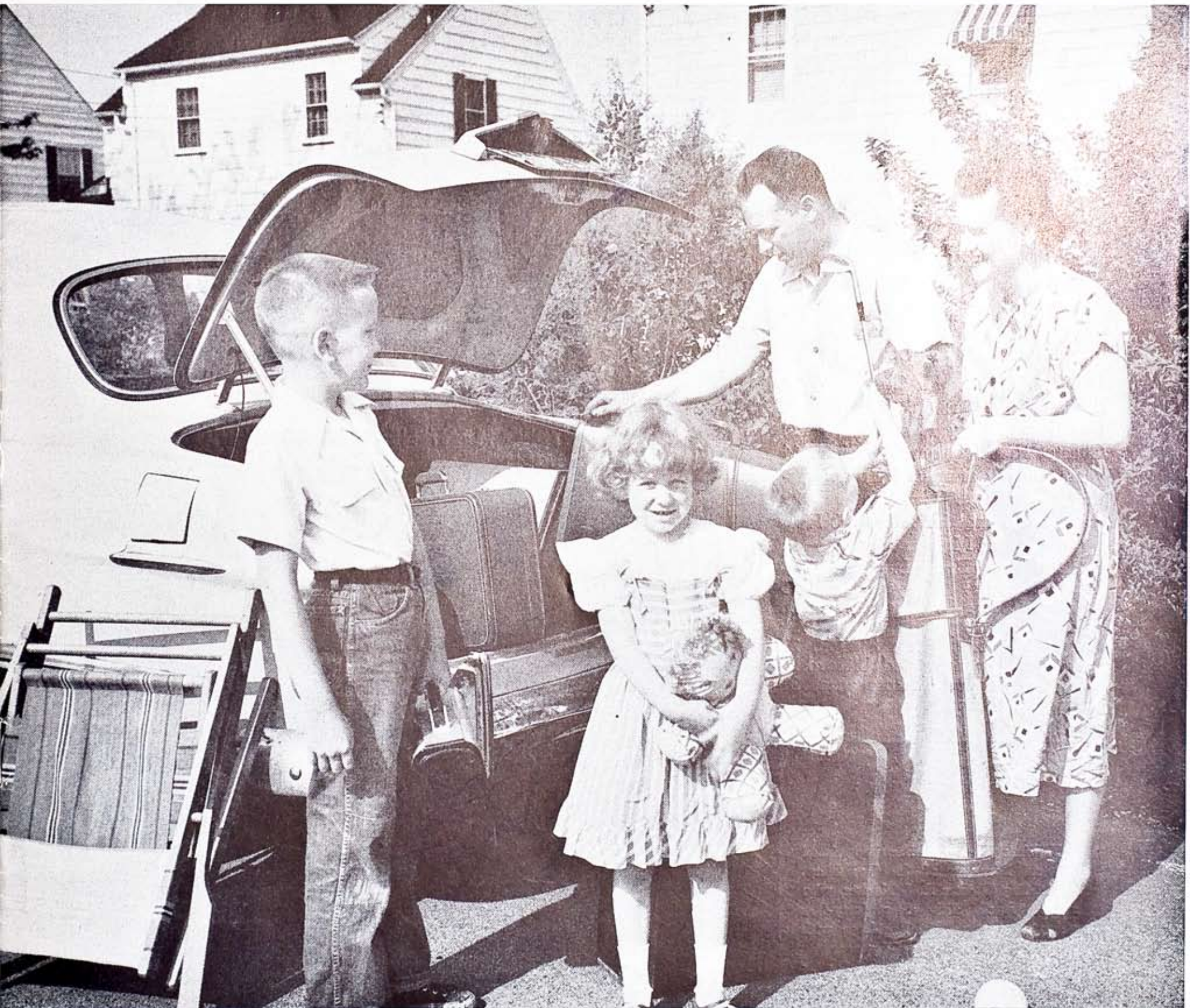
NEWS

ROCHESTER GAS and ELECTRIC

Vol. XXXI

MAY and JUNE, 1952

Nos. 5 and 6



IN
THIS
ISSUE:

- ★ YOU CAN HELP WITH BLOOD DONATION
- ★ RESULTS OF ANNUAL MEETING OF STOCKHOLDERS
- ★ POWER INDUSTRY HAS RIGHT TO TELL ITS STORY

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Here's A Chance To Help!

RED CROSS BLOODMOBILE TO VISIT R G & E JULY 16 AND 17

Now here's your chance—secretaries and meter readers, executives and truck drivers, bookkeepers and salesmen—everybody with a conscience in the R. G. & E. is rolling up his or her sleeve to help meet the crisis of a depleted blood reserve!

Every opportunity possible is being arranged for you to donate a pint of blood to this vital cause. You won't have to go to the Red Cross Blood Center—the facilities are being brought to you. On July 16th and 17th the Bloodmobile will be located in the basement of the Main Office on East Avenue, your time will be arranged for your convenience and you can feel the satisfaction of giving the greatest gift of all to a

boy on a distant battle field or some neighbor in a hospital.

The whole procedure will require about one and a half hours of your time and will be done in the pleasant atmosphere of the company of your fellow workers.

Nearly everyone has a close friend or relative in the Armed Forces. Do you want him to die for your way of life? . . . or LIVE for it? Only you can decide. American industry can arm him against the enemy, clothe him against the cold, but once he gets hit, only YOU can save his life. Bring him back alive by giving the greatest of all gifts . . . your blood!

Our own Company Blood Program is being capably handled by people we all know and work with. Edith Russell is the chairman and is being assisted by Jim McConnell, Schuyler Baldwin and Harold Nichols of the Main Office, along with Howard Brown from Andrews Street. "Red" Van Horn, Station 3 and Bill O'Brien from Steam Distribution . . . and did you know that Pete Barry is the chairman of the Rochester Regional Blood Program, which covers no less

+

**Your Armed Forces
Are Short
300,000 Pints
of Blood
a Month**

than thirteen counties?

Every effort is being made to make 1952 the best year in the history of the Company's blood program. With your help this can be done.

"What happened to that pint of blood you were going to give?"

The best labor saving device yet invented for women is a husband with money.

NINE EMPLOYEES RETIRED IN MAY AND JUNE

The following employees were retired on pension from the company during the months of May and June. In May: George H. Groves, West Station, 26 years; Salvatore Nasca, Gas Street, 31 years and 5 months; Chester R. Schlenker, Gas Shop, 44 years and 10 months. In June: Arthur E. Brand, Canandaigua, 29 years and 7 months; Albert H. Hegeman, General Maintenance, 32 years and 2 months; Frank L. Howell, By-Product Sales, 24 years and 5 months; Robert G. Sauerteig, Steam Distribution, 26 years and 1 month; Cesare Taccone, West Station, 27 years and 2 months; and Clifford E. Watson, General Maintenance, 31 years and 9 months.

NEW HYDRO PLANT NEARING COMPLETION



The new R. G. & E. hydro electric station on the river, off Court Street, is nearing completion. It will replace the smaller station which the company, as a good friend and neighbor of the community, relinquished to make land available for the new Memorial Building. The station will have a generating capacity of 3,500 kilowatts.

Two New Bosses In Gas Shop

William Spall has been appointed General Foreman of the Gas Shop, succeeding Chester R. Schlenker, who retired April 30th after forty-five years of service. Bill has been with the R. G. & E. for forty years.

Carl F. Ayen, with a record of forty-three years with the R. G. & E., succeeds Bill Spall in the position of Assistant General Foreman of the Gas Shop.

R. G. & E. Staff Helping To Carry Niagara Project Story To The People

Officers and department heads of the R. G. & E. are taking a very active part in the campaign to inform the people of this state and other areas about the Niagara River power development. To date, they have made more than forty addresses supporting the free enterprise side of the project, which concerns the production of 1,330,000 additional kilowatts of electric power from the Niagara River.

Five New York State business-managed power companies, including Rochester Gas and Electric, Consolidated Edison, Central Hudson, New York State Electric and Gas and Niagara Mohawk, are ready, willing and able to go ahead with the Niagara development without any cost to the taxpayers. The Federal government, however, is asking Congress to give it permission to build the project, although there are involved no such benefits as navigation, flood control, irrigation or sanitation, which are often used as excuses for Federal intervention.

The Niagara project is exclusively one for the generation of electric power and, inasmuch as all the electric power generated on the American side of the Niagara to date has been developed by private enterprise, the five New York State companies, who serve 90 per cent of the people of the state, believe they are the logical group to produce the additional power.

Unfair Preference to Tax Avoiders

In carrying the story to the people, President A. M. Beebee and Executive Vice President R. E. Ginna have been particularly active. Messrs. Beebee and Ginna jointly addressed the Rochester Ad Club and the former has also carried the free enterprise story to business groups, Rotary clubs, Granges and other organizations in this vicinity.

In all his talks Mr. Beebee has stressed these three facts:

1. Under regulation of rates there is no profit in utility operations as the word "profit" is ordinarily used. Power companies operate on a true cost of service basis and any savings flow evenly to all consumers.

2. Public power that is "cheap" only through avoidance of taxes is not cheap power.

3. Public power gives preference to certain groups (such as Co-operatives, etc.) which themselves avoid taxes. With the present burden of taxes such discrimination and injustice should stop.

Mr. Ginna has discussed the Niagara project before several national groups, including the National Asso-

ciation of Manufacturers and the National Association of Electrical Contractors. Arthur P. Kelly, Director of Public Relations; Harry Weitzman, Manager of Rate and Economic Research; Francis Drake, Electrical Generation; Dewitt Pike, Manager of Commercial and Industrial Sales; Phil Thomas, Manager Canandaigua District; and others have also appeared before various organizations. Many of the groups addressed have adopted resolutions supporting the position of the five companies and, through the country, more than 500 editorials or articles have been published favoring the free enterprise plan.

Continued on Page 7



Sound and light feature this exhibit of the Niagara Power project which will be displayed in R. G. & E. windows, at County Fairs and other places.

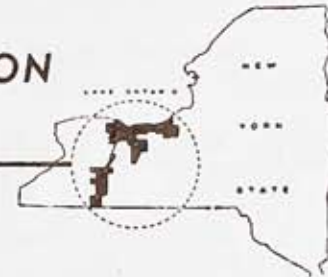
The President's Page . . .



ROCHESTER GAS AND ELECTRIC CORPORATION

89 EAST AVENUE ROCHESTER 4, N. Y.

RG&E



Results of Annual Meeting of Stockholders of the Company

Once a year the stockholders of the company have a right to tell us how they feel about the way we are operating the company and also whether they feel our Directors are carrying out their responsibilities in a manner which the stockholders believe to be in the best interests of the company.

On Wednesday, May 21st, our Annual Meeting of Stockholders was held, and you will be glad to know that all our Directors were re-elected without a single dissenting vote.

As I have often told you, we are privileged to have what in my opinion is the finest Board of Directors that a company could hope to have, and it is indeed gratifying that they should be so wholeheartedly supported by the stockholders. On our Board you will recall we are fortunate to have representatives of the employes, the customers, and the community, as well as the people who have invested their money in the company.

After the meeting of the stockholders the Directors reelected the existing Management of the company and were complimentary in their comments on the way in which the company is being operated. All this was possible because we are fortunate in having such an efficient and loyal group of employes to work with in carrying on the operations of our company.

All three of the above facts indicate a very healthy condition of the company, especially when it is realized we have only been an independent operating company for a little over two years.

At the Annual Meeting the following proposals of the Management were favorably voted on by the stockholders:

1. That the number of shares of Preferred Stock which the Corporation is now authorized to issue be increased by an additional 118,871 shares. (We have no plans at present to sell such stock. This move was necessary in order to enable us to offer such stock for sale in the future when the need arises, without the need of calling a special Stockholders' Meeting at that time.)

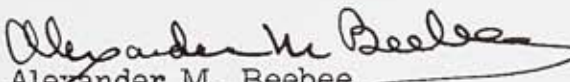
2. That a plan be authorized under which 75,000 shares of the Common Stock of the Corporation may be offered for sale to employes of the corporation.

For a long time we have felt that employes and stockholders have a common interest in the success of the company. This plan will allow the company to sell Common Stock to employes on the same basis as extended to stockholders, namely at a slight discount and without the need of paying a brokerage commission. Such stock, in the case of an employe, may be purchased on a payroll deduction plan without requiring interest on the unpaid balance.

This plan is similar to the one we tried to make available to employes last year and which we were unable to put into effect under the then existing rules of the Wage Stabilization Board. We hope to put the new plan into effect at the first opportunity that presents itself, though it probably will not take place until sometime next year.

There were three proposals recommended by three stockholders which the Management felt were not to the best interest of the company or the stockholders, and we are very gratified that the stockholders supported our suggestions and voted down, by an overwhelming majority, all three of these proposals which we had not recommended.

We are now starting out a new fiscal year of the company's operations, and with the loyalty and cooperation of the splendid group of employes we are confident that when the year is ended we will have a record of which we can all be proud. As I have so often said in the past - "We have a fine company and with your help we will keep it so."


Alexander M. Beebee
President

Power Industry Has Right To Tell Its Story Says Press of the Nation



"A Government honeymoon at Niagara Falls?"

Recently President Truman, in addressing a public power group, took occasion to criticize the electric power companies of the country because they are sponsoring a national advertising campaign designed to point out: (1st) the

good job which the business-managed companies are doing in serving the people and (2nd) the threat to the American Free Enterprise system through further encroachment by the Federal government in the field of business.

The newspapers of the country were quick to take up the issue and the editorial comment was heavily in favor of the power companies.

Many of the writers pointed out that what Mr. Truman failed to tell the people was that for every dollar the power companies spend in telling their side of the story the government spends hundreds of dollars in promoting public power and misrepresenting it as "cheap" power. Recently the U. S. Bureau of the Budget revealed that the Federal government has 2,600 employes working full time on publicity activities and another 1,000 devoting part of their time to government propaganda of various kinds. According to the Bureau these employes prepare publicity

material "neither required by law nor issued primarily for internal use in the government." Salaries for these employes, which all of us have to pay through our taxes, run into many millions of dollars, to say nothing of other expenses.

In response to a newspaper query, following Mr. Truman's attack, President Beebe made the following statement:

"We wonder if this is America, when Big Government tries to prevent us from letting the people know when power projects, built on taxpayers' money and which avoid their fair share of taxes, do not in reality produce cheap power; or when such projects not only avoid taxes themselves but give preference in the sale of power to groups who also avoid taxes.

"It seems to us that the time has come when such discrimination and special privilege to a few should stop and we believe that we should be commended, rather than criticized, for telling the people the facts."

Here are a few excerpts from editorials.

Arkansas Gazette: Mr. Truman seems to have taken the position that the utilities should be forbidden by law from using any of their operating income for advertising or radio time devoted to attacking public power . . . or even talking up private power. This overlooks the fact that these programs provide the only means by which the utilities can effectively present their case against public power projects. Simple justice demands that there be no infringement on the right

of the power companies to argue their case through any legitimate channels they choose to use.

Worcester (Mass.) Telegram:— When it was all said and done Mr. Truman's ire was aroused simply because the private power industry has been warning the country against the government's plan to socialize it by one subtle device or another.

The Charlotte (N. C.) Observer: In Harry Truman's speech to the Electric Consumers Conference what he actually said was this: Private power companies have no right to express their opinions in the public prints. Freedom of speech and of the press does not apply to them. Private power companies have no right to defend themselves from being put out of business by Oscar Chapman's Department of the Interior. If Chapman and his ilk ever succeed in putting the private power companies out of business, they will start on some other industry. The job then will be easier; once the government has power in its hands it will have a stranglehold on every business that uses power. That means all businesses. The power companies, therefore, are holding an important outpost in this fight against socialism, and the rest of us will be next if they fall.

Rochester Times-Union: It has never before been considered vicious to protect one's own property from public encroachment. And if there is anything more vicious about the power business than the government's claim that tax-free power is cheap power, it has escaped us.

Jackson (Mich.) Citizen Patriot: Does a private industry in America have the right to fight for its very existence and against direct competition from government owned and operated enterprises? That is the basic question which Mr. Truman raised in his blast against the power companies. We believe that private industry does have that right.

BLIND VETERANS JOIN R. G. & E. CHORUS



When the Company Male Chorus gave its annual concert at the Veterans' Hospital at Bath, N. Y. in May, the men awarded three honorary memberships to the chorus. The recipients of the awards were all members of the Blind Ward at the hospital. Shown from L to R: Charlie Winkler who sang for the group, Bill O'Brien, Herman Clark who entertained his blind buddies on the accordion, Arden Howland, Gray-lady Mrs. Rilleva Mack who handled all the arrangements for the concert, DeWitt Pike, president of the chorus and Alonzo Lumpkin, a song stylist of rare talent. All agreed it was a day well-spent.

R. G. & E. STAFF HELPING TO CARRY NIAGARA PROJECT

STORY TO THE PEOPLE

Continued from Page 3

Need Less Government, Says Ginna

Addressing the National Electrical Contractors Association, Mr. Ginna emphasized the fact that there is no connection between the St. Lawrence Seaway and the Niagara projects, which are 250 miles apart. He also pointed out that there is no need to add \$350,000,000 to the already staggering public debt, which is what will happen if the Federal government builds the project. If private enterprise, as represented by the five companies, is permitted to build the project, investors will foot the bill and the companies will pay \$23,000,000 in additional annual taxes, over and above the \$160,000,000 which they now pay yearly.

People Want Less Government

"The people want less government . . . not more government," Mr. Ginna told the contractors. "In the far-flung corners of the world we are today waging military, economic or political warfare against those forces that represent totalitarianism. Yet, here at home, strangely enough, there are some who want to see the government run things . . . and people . . . permanently. They know that permanent control of a few key industries and services will give government the power to take over just about everything. Fortunately most Americans don't want Socialism any more than you do. The job is to recognize it . . . and halt it . . . no matter what disguises it wears."

Speaking before the annual convention of the Edison Electric Institute recently, Earle J. Machold, President of Niagara Mohawk, said: "Public power advocates rely heavily upon that old chestnut, that gov-



G. Fred Laube, prominent Rochester electrical dealer; R.G.&E. Executive Vice President Robert E. Ginna and Edward Kramer, Secretary of Electrical Dealers Association of Rochester at District meeting of National Electrical Contractors Association at Lake George, where Mr. Ginna spoke on the Niagara power project.

ernment power means cheap power. The reasons which render this proposition entirely fallacious are well known to you. I have yet to hear a public power advocate deny that the difference in the cost of public and private power stems from the tax inequality. By intervening in our territory the Federal government would be preventing free enterprise from doing what it can, and what under our form of government it is expected to do for its citizens."

Spectacular Niagara Exhibit Coming

A special exhibit, which is animated through light and sound, is at-

Paul Rombaut Promoted

Appointment of Paul B. Rombaut as Assistant Superintendent of the Construction Division of the Engineering Department was announced by Chief Engineer W. F. Dewey. Paul has been with the R. G. & E. for 26 years.

William D. Hodge continues as Assistant Superintendent of General Maintenance and both men are attached to the staff of John A. Baker, Superintendent of Construction and General Maintenance.

JIM GRAHAM WINS SALES QUIZ

Jim Graham, Domestic Sales, was richer by \$50.00 in a national quiz for all appliance salesmen. On a long distance call from Mansfield, Ohio on June first, Scotty (as he is affectionately known) was quick with his answers about the Westinghouse Commander range. He's not saying what he did with the money, but he was spotted recently at a soccer game in Toronto. Congratulations, Jim!

The Right to Vote is
a Precious Privilege.

Follow the Political News

. . . READ . . . THINK

. . . THEN VOTE!

tracting attention throughout the country. Already it has been shown at several large national conventions and is booked for display at state fairs in the West and Middle West.

This exhibit shows how the development of additional power from Niagara is to be carried out. It depicts the Niagara Gorge, the American and the Horseshoe Falls and the tunnels by which it is proposed to carry water from a point near Conners' Island to a new hydro-electric plant at Lewiston, five miles away. Illuminated signs explain the various phases of the development and the spectator hears the story through individual earphones, as it is told by an automatic recording.

This spectacular exhibit will be seen in Rochester soon, probably at the Chamber of Commerce, in the R. G. & E. window, at Monroe County Fair and other places.



Congratulations to Don Pero of the Telephone Service Board on his graduation from the U of R on June 9th. He received a Bachelor of Science degree with a major in Business Administration.

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 Cole	Sixth Floor	Margaret Burns	Canandaigua	Jack Daley	Station 3
				Fred Urlacher	Electric Distribution

38 EMPLOYEES OBSERVE SERVICE ANNIVERSARIES OF 25, 30, 35, and 40 YEARS

The following employes completed cycles of 25, 30, 35, and 40 years of service with the company in May and June:

MAY 1952

John H. Toomey	Load Dispatching	35 Yrs.
Charles Beard	Electric Meter & Lab	30 Yrs.
George Forbes	East Station	30 Yrs.
Robert J. Kelley	General Accounting	30 Yrs.
Clarence H. Latimer	Electric Distribution Engineer	30 Yrs.
James H. Miller	Line Operating	30 Yrs.
Price Palmer	Transportation	30 Yrs.
Adolph Schmidt	General Maintenance	30 Yrs.
Arthur H. Beuckman	Gas Shop	25 Yrs.
Muriel M. Bullock	By-Products Sales	25 Yrs.
Gladstone Dawes	Other General Accounting	25 Yrs.
Otto C. Haege	Rate & Economic Research	25 Yrs.
Frederick Marsh	Credit and Collection	25 Yrs.
Theodore McCann	Chemical Lab	25 Yrs.
Michael J. McMahon	Transportation	25 Yrs.
Gardiner J. Pratt	Appliance Service	25 Yrs.

JUNE 1952

Fred J. Elter	Steam Distribution Operation	40 Yrs.
Maurice B. Huntington	Electric Meter & Lab	35 Yrs.
Richard H. Brown	Steam Distribution Office	30 Yrs.
George F. Galen	Treasury & Cashiers	30 Yrs.
John M. Ghysel	Transportation	30 Yrs.
William N. Jarvie	Gas Househeating Service	30 Yrs.
William J. Kelly	Station 6	30 Yrs.
Thomas L. Plante	Gas Shop	30 Yrs.
Everett R. Robinson	Station 3	30 Yrs.
Charles E. Wiemer	Storehouse	30 Yrs.
Jeffrey Wilson	Station 1	30 Yrs.
Glenn F. Allen	Steam Distribution Operation	25 Yrs.
Elmer E. Dowling	Load Dispatching	25 Yrs.
Philip H. Gropp	General Accounting	25 Yrs.
Richard Hethier	Storehouse	25 Yrs.
Weert Janseen	Transportation	25 Yrs.
Walter B. Kenyon	Electric Distribution Engineer	25 Yrs.
May L. Ludlow	Meter Reading	25 Yrs.
Clarence A. McElwain	Gas Product Super. Office	25 Yrs.
Edward J. Nelson	Electric Meter & Test	25 Yrs.
Ebke Peters	Transportation	25 Yrs.
R. Dewitt Pike	Commercial & Industrial	25 Yrs.

IN MEMORIAM

WALTER M. CHAMBERS

Walter M. Chambers, Station No. 3, died June 18, 1952, at the age of 59. At the time of his death he had 39 years of service with the Company.

CHARLES F. HOFFMAN

Charles E. Hoffman, retired, died April 27, 1952. At the time of his retirement July 1, 1946, he had worked for the company for 40 years. He was 74 years old at his death.

NELLIE A. CURTIS

Nellie A. Curtis, retired, died May 7, 1952. She was retired December 1, 1934 after 28½ years with the company. Miss Curtis was an aunt of G. Graydon Curtis, Manager of Lake Shore District.

F. WILLIAM KRAUTWURST

F. William Krautwurst, retired, died May 15, 1952. He retired January 1, 1939 after 13 years of service. At the time of his death he was 82 years of age.

FRANK MILLER

Frank Miller, retired, died June 2, 1952 at the age of 69. He retired August 1, 1947 after serving 22 years with the company.

WILLIS J. SWARTWOOD

Willis J. Swartwood, retired, died June 9, 1952 at the age of 79. He retired July 1, 1940 after 7 years of service with the company.

WILLIAM GHYSEL

William Ghysel, Transportation Department, died June 15, 1952, at the age of 62. He had 29 years of service with the company at the time of his death.

THOMAS J. COUGHLIN

Thomas J. Coughlin, retired employe, died June 17, 1952, at the age of 71. He was retired July 1, 1945 after 19 years of service with the company.

Some THINGS To THINK About

WEALTH DISTRIBUTED MORE EQUALLY IN U. S. THAN ANY OTHER COUNTRY . . . THE TERRIFIC BURDEN OF TAXES

Recent studies and surveys dealing with economic subjects show that the facts regarding the distribution of wealth in this country, under the free enterprise system, are quite different from the belief of the general public. Here are a few comments which may help to give a better understanding of the situation:

(a) "In the United States wealth is distributed more equally among the people than in any nation in history. It is surprising to know that 90% of the national income after Federal taxes goes to people with incomes of less than \$100 a week. It is also significant that 73% of the income from rent, interest and dividends goes to people with incomes of less than \$100 a week.

(b) "The general impression is that the major share of the national income consists of rents, interest and dividends, and some may claim this is not the result of productive work. It is interesting to note that the income from all these sources amounted to only 13% of the total income of the country and that 87% of the national income comes from wages and salaries of workers. In these days when there are people who advocate the advantages of other systems of society than private enterprise, these are facts which we could well afford to keep uppermost in our minds.

(c) "While it is true that wages have more than doubled since 1939, the effect of taxes and reduced purchasing power have seriously cut into the benefits that might normally result from the increase in pay. Statistics show, however, that the average wage-earner in 1952 has some 21% more spending income than he had in 1939 on an equivalent purchasing power basis after taxes. However, the effect of taxes on those in the higher pay group indicates that the spendable purchasing power after taxes is less than it was in 1939 by some 26 to 45%. In other words, this group is not as well off as it was.

(d) "Therefore, under the American free enterprise system there is a more even distribution of wealth than elsewhere and the effect of inflation and high taxes among the larger income groups has created a leveling off that cannot be pushed much farther if the system of incentive and opportunity is to survive."

How Taxes Hit Every Family

Federal money is not free money. The money the government takes . . . and spends . . . is the money you earn. Taxes add \$2,000 to the cost of a new \$8,000 home and \$664 to the price of a new car. Here are just a few examples of the many other ways in which taxes hit your pocketbook:

Pack of cigarettes	12c
Gallon of gasoline	6 $\frac{3}{4}$ c
TV Sets, Radios, Refrigerators	10%
Cosmetics	20%
Travel - Train, Ship, Bus, Plane	15%
Movie tickets	20%
Luggage, Hand Bags	20%

"If Government grabbed all personal earnings of more than \$6,000 a year," according to Pathfinder News Magazine (circulation 1,200,000), "it would get only enough money to keep it running for about three weeks at its present rate of expenditure. For every man, woman and child in this country it costs \$455 to run the government this year. And with a national debt of \$258 billion every man, woman and child now owes \$1,650. Their debt rises with every breath they take.

"More than half of every dollar in profits earned by the corporations of the country is taken away in taxes. The only way government can produce more money," summarizes Pathfinder, "is (1) from smaller incomes; (2) or printing more 'worth less' money or (3) more borrowing. So, let's plug up the leaks and stop unnecessary spending and extravagance."

U.S. Worker's Labor Buys 5 $\frac{1}{2}$ Times As Much As Russian's

The Conference Board, which makes surveys on industrial subjects, has just completed a chart showing how much more food the American worker can buy with an hour's labor than the worker of any other country in the world.

"The American industrial worker", says the Conference Board, "pays on the average higher prices for his food needs than workers in other countries. His wages, however, are so much higher that for a given amount of worktime he can have greater quantities of food than the same amount of worktime will buy in other countries."

The following table shows how much longer a worker has to labor in other countries to get the same amount of food that the American's worktime will buy:

United States	1.	hrs.
Russia	5.556	hrs.
Italy	3.846	hrs.
Austria	3.333	hrs.
France	2.778	hrs.
Netherlands	2.564	hrs.
Germany	2.351	hrs.
Switzerland	2.083	hrs.
Denmark	1.613	hrs.
Great Britain	1.538	hrs.
Norway	1.408	hrs.

TRADING POST

FOR SALE: One complete course of I.C.S. Steam Electric Engineering books. Course consists of 43 volumes, all brand new. Will sell cheap. Albert T. Thomson, 1159 St. Paul St., Glenwood 4603-R.

FOR SALE: Seat covers for 1949 Chevrolet. Red. Used only one month. Contact L. S. Caple, Ext. 453.

WANTED: Old round dining room table, or sturdy drop-leaf, with chairs, suitable for card table in rathskeller. Call Milt Robinson, Ext. 273.

FOR SALE: 1938 model Johnson outboard motor. Used very little. \$30. Contact Ted McCann, Ext. 387.

FOR SALE: 30 gal. automatic water heater, uses No. 1 oil and 50 gal. oil drum complete with all fittings. Both in very good condition. Will sell cheap. See or call Ray Woolley, Station 3 Turbine Room, Ext. 624 or call Hamilton 3389.

FOR SALE: General Electric refrigerator, 9 cubic feet, all porcelain exterior, in excellent condition. See or call Frank Monahan, Ext. 685 or 129 Culver Pkwy.

FOR SALE: General Electric, eight cubic foot, deep freeze box. 1 $\frac{1}{2}$ years old, has a 5-year warranty. Call Goody, Ext. 494.

Stockholders Re-Elect All R. G. & E. Directors By Unanimous Vote

The fifteen members of the R. G. & E. Board of Directors were re-elected without a dissenting voice at the annual meeting of stockholders held May 21st. They are as follows:

Raymond N. Ball, President, Lincoln Rochester Trust Company; Alexander M. Beebee, President, R. G. & E.; John P. Boylan, Chairman of the Board, Rochester Telephone Corporation; Marcus E. Buckman, Manager of Sodus Fruit Farm; M. Herbert Eisenhart, Chairman of the Board, Bausch & Lomb; Robert E. Ginna, Executive Vice President, R. G. & E.; Harry C. Hagerty, Financial Vice President and Director, Metropolitan Life Insurance Company; Ernest J. Howe, Vice President and Comptroller, R. G. & E.; Edward G. Miner, Chairman of the Board, The Pfaudler Company; T. Carl Nixon, Senior Partner, Nixon, Hargrave, Devans & Dey; J. Craig Powers, Vice President and Chairman of Advisory Committee, Lincoln Rochester Trust Company; Herman Russell, Chairman of the Board, R. G. & E.; Raymond L. Thompson, Vice President, Treasurer and Trustee, University of Rochester; Walter L. Todd, Chairman of the Board, The Todd Company; Albert W. Whittlesey, Vice President, The Pennsylvania Company for Banking and Trusts.

Following the stockholders meeting the directors met and renamed the following officers of the company:

Herman Russell, Chairman of the Board; Edward G. Miner, Chairman of Executive Committee; Alexander

M. Beebee, President; Robert E. Ginna, Executive Vice President; Ernest J. Howe, Vice President and Comptroller; Leo H. East, Vice President; Paul J. W. Miller, Secretary; Harold W. Nichols, Treasurer and Harold S. Weatherby, Assistant Secretary. Charles F. FitzGerald was renamed by the Executive Committee as Auditor.

The following directors were named as members of the Executive Committee: Raymond N. Ball, Alexander Beebee, John P. Boylan, Robert E. Ginna, Ernest J. Howe, Edward G. Miner, T. Carl Nixon, Herman Russell, Raymond L. Thompson.

CANANDAIGUA COMMENTS

By MARGARET BURNS

It's a son for the Robert Grieves, named Scott Edward. Bob is a meter reader in Canandaigua District. This is their second child, the first a girl.

STATION 3

By JACK DAILEY

Born to Mrs. and Mrs. Howard Yahn, a son, David Arthur, May 9th at the General Hospital. Vital statistics: 7 pounds, 1 ounce.

The man with the greatest will power in the world is the fellow who can stop after he has eaten one peanut.

* * *

Men still die with their boots on—but one boot is often on the accelerator.



Nancy New, familiar personality at the Third Floor reception desk, has left the R.G.&E. family to raise one of her own.

THIRD FLOOR DOINGS

Commercial and Industrial Sales

Norm Kridel has been elected chairman of the Rochester Section of the Illuminating Engineering Society.

Nancy New has left the company to devote full time to housekeeping and raising a family. She has been replaced by another Nancy—Nancy Burke, formerly of Coke Sales.

Bill Young and his family are very happy in their new home at 50 Melrose St.

The new Social Committee of the C & I department and Spaceheating Sales is made up of Bob Radell, President; Russ Howe, Treasurer; Vera Evgenides, Secretary. Frank Garrison, Bill Messman and Bob Hall are the newly appointed party managers.

Gas Spaceheating Sales

The two new girls in the department are Margaret Moran, formerly 8th floor and Dorothy Pinkley, late of Coke Sales.

Addressograph

Two recent marriages are announced. Dorothy Murphy is now Mrs. Herbert Saffran and Lorraine Lilly is now Mrs. Paul Tufano.

The Third Floor extends a hearty welcome to Peg Settle's mailing department which has moved from the Fifth Floor.

THE COVER

The vacation spirit was evident when this picture of Charlie Platt and his family was taken. We hope they had a nice time. The boy on the left is a very helpful neighbor of the Platts. Charlie is at Russell Station.

Bill Spall and his wife receive the hearty congratulations of President Beebee on the occasion of Bill's 40th anniversary with the company.



TODAY'S DOLLAR HAS LOW PURCHASING POWER FOR MOST THINGS BUT WILL STILL BUY \$1.05 WORTH OF ELECTRICITY

In a recent article on the declining value of the dollar, United States News and World Report magazine pointed out that electricity is the only commodity of which you can get more than 100 cents worth today, compared to the buying power of the dollar of 1939.

"Of electricity" says the magazine "the dollar of 1952 will buy more than the dollar of 1939. It will buy \$1.05 worth. There has been no inflation of electric rates, on an average. Electric power is the best buy in the whole field of living-cost products."

Here is what today's dollar will buy in living cost items:

FOOD	41 cts worth
CLOTHING	50 cts worth
HOME FURNISHINGS	49 cts worth
LABOR	38 cts worth
NEW HOUSE	43 cts worth
RENT	75 cts worth
DOMESTIC HELP	66 cts worth
FARM LAND	40 cts worth
COMMON STOCKS	51 cts worth
ELECTRICITY	\$1.05 worth

The magazine article states that taking the dollar of 1939 as representing 100 cents in purchasing power, the dollar of to-day is worth only 53 cents, with electricity being the only item where the 1939 dollar will purchase more than it did in that year. Steady decline in the average cost of electricity per kilowatt hour is the reason.

A shower, given for Sylvia Knebel before her marriage, was well attended by the girls of the fourth floor. Standing, L to R: Molly Taylor, Ilean Walters, Joan DeHollander, Mary Gibson, Joan Gunther, Pat Callan, Jean Sutphen, and Mary Benvenuto. Seated, L to R: Dorothy Letson, Sue Godkin, Mrs. Knebel, Sylvia Knebel, Eleanor Bloomer, Barbara Robinson, Rose Marie Perrone, Alice Longbine, Jane Sanders and Marilyn Reichart.



Joan Leamy and her husband on the day she became Mrs. Richard Cole. Joan's with 6th Floor Purchasing and a reporter for the G.S. NEWS.

WOLCOTT NEWS ITEMS

By RAY WINNETT

Ralph Mason, Sales Manager for the Lake Shore District, was Chairman of the Annual Minstrel Show presented by the Wolcott Rotary Club. All proceeds of the show were turned over to the Rotary Club's Crippled Children and Youth Service Fund. Along with Ralph, Russell Dunton, Meter Tester, was one of the end men. Both Ralph and Russell contributed a lot of time to this worthy cause and the show was a huge success.

Farewell party was held at Hotel Wolcott for Harry Soules, Jr., meter reader in Wolcott who has been inducted into the Marine Corps. A gift was presented by his fellow employes. He is the first employe to leave the Lake Shore District since the Korean situation.

James Baker has been employed as a domestic salesman at Wolcott. Jim formerly sold Buick cars and, with his past experience, we are sure that he will do very well in this department.

Herbert Miner, Office Manager at Wolcott, and Secretary of the Wolcott Conservation Club, has been working hard on a project to make a home for Bambi, a tame deer that recently decided to make Wolcott a permanent headquarters. A Pine grove donated by Dr. R. G. Stuck is being fenced in and a shelter made for Bambi with the approval of the Conservation Department.



ABOUT OUR SERVICEMEN



George Bartholomay sends this snapshot of himself taken at Ft. Benning, Georgia, where he is stationed. He explains that during the course of his Thanksgiving dinner, his uniform became too small... thus the open jacket.

UNCLE SAM TAKES THREE, RETURNS THREE

Since the last issue of the R.G.&E. News, three Company men have been returned to their jobs from the military services and three more have left the R. G. & E. to do their "hitch."

Those who have left are: DeForest W. Colegrove, Jr., Chemical Lab to the Navy; Donald Sheehan, Commercial Sedvice and Harry J. Sowles, Lake Shore, to the Army. Returned to us were: Frederick A. Austin, Electric Station Maintenance; John Mawn, Gas Shop and Vincent P. Stuart, Station No. 11.

FOURTH FLOOR NEWS

By JANE SANDERS

The annual General Accounting picnic was held at Sweet's Farms in Webster where many enjoyed playing baseball and horseshoes. A picnic supper was served to 88 people, followed by singing and dancing.

Evelyn Nesbitt, Corporate, and her husband took an early vacation this year visiting relatives in Montgomery, Alabama. Points of interest on the way were Rock City in Chattanooga, Camp Lejune and the cherry blossoms in Washington.

The Accounting Control department doesn't keep a single fellow long. Ken Schneiter recently joined the rest and got married April 12th.

GAS DISTRIBUTION

A son was born to Mr. and Mrs. Edgar Borate on April 21st. The baby weighed 8 pounds, 6 ounces and will be named Robert. Ed Borate is employed in the Gas Distribution Office and has two other children.

Tom Hamill, Gas Street, and wife, Kay, former employe of Gas Distribution, became the parents of a baby girl, Joan Marie, on May 22. The baby weighed 7 pounds. The Hamills have another baby girl.

About 300 friends of Chester Schlenker attended a farewell party at the Chateau recently to fete Chet upon his retirement. The picture shows President and Mrs. A. M. Beebee adding their best wishes to those already received by Chet and Mrs. Schlenker. Chet had served the company for 45 years



The girls will probably want to know that this is Jimmy Schiano, formerly R.G.&E. Gas Shop, now Camp Rucker, Alabama.

A baby shower was given for Eleanor Bloomer, Payroll, on May 20th by Joan DeHollander and Pat Callan. She left June 5th to assume a mother's responsibility at home.

Sylvia Knebel, Payroll, was showered with gifts at a wedding shower given by Mary Benevenuto and Jean Sutphen. A luncheon at "277" was given by her friends upon her departure to be married on May 24th to Thomas Hart, U. S. Navy.

Norma Popoff, Treasury, left May 15th to take up her job as a mother. We extend a welcome to Gladys Ferguson, who succeeds her.

A farewell party was given for Harold Vick, Accounting Control, by his many friends. Harold left on May 15th to take up business with his father in Elmira, N. Y.

Jane Sanders, Typing, journeyed to Ft. Benning, Georgia, to visit her fiance, Sgt. Carl Winkler.



116 COMPANY GOLFERS HOLD MEET AT LAKE SHORE CLUB

When the R. G. & E. boys finished their annual golf tournament at Lake Shore on June 14th, there were mixed emotions evident. Some wondered whether they had remembered to replace the turf, while others wondered whether they had returfed the place. However, it turned out to be a grand day and a great tournament.

Several of the participants carded scores that would be envied in any circles. The two top men in the field were Ernie Skinner, Electric Meter, who stroked out a snappy 75 and Harold Hall, Appliance Service, hot on Skinner's tail with a 76. The other two scores in the "first four" bracket were turned in by Norm Sailer, Appliance Service, with a 79 and Jimmy Dick, General Maintenance, who fired an even 80.

Prizes for special and somewhat unique events were won by Al Doud, Employe Relations, Ray Bauer, Purchasing and Frank Henry, Station 3. Other scores were as follows:

	Score Gross	cap Handi-	Score Net
1. Arthur Sutcliffe, Gen'l Maint.	99	32	67
2. Russell Howe, Comm. & Ind.	104	36	68
3. Fred Yackel, Line Maint.	98	30	68
4. John Bloom, Office Maint.	104	36	68
5. Don Sweetland, Comm. & Ind	105	36	69
6. Robert Farrell, Station 5	93	23	70
7. Pete Versprille, Office Maint.	96	26	70
8. Tom Jewsbury, Gas Shop	89	19	70
9. Gus DeMeyer, Station 3	85	15	70
10. Dick Quinn, Record Storage	85	15	70
11. Ed Letson, Plant Invt.	96	26	70
12. Ray Myers, Office Maint.	89	18	71
13. Rudy Hoffman, Gas Shop	97	26	71
14. James Cottone, Gas Shop	107	36	71
15. Howie Kiefer, Line Oper.	87	16	71
16. Walter Grape, Station 7	101	30	71
17. Lynn Cooley, Elec. Dept. Supt.	81	9	72
18. Norm Coates, Gen. Tab.	97	25	72
19. George Wilkins, Meter Reading	89	17	72
20. Robert Ginna, Administrative	98	25	73
21. Walter Faill, Gas Shop	93	20	73
22. Henry Monnat, Gas Hshtg. Serv.	82	9	73
23. Ed Morris, Gas Hshtg. Serv.	108	35	73
24. Charles Smith, Elec. Dist. Engr.	109	36	73
25. Joe Klick, Elec. Dist. Engr.	104	31	73
26. Walt Yackel, Line Maint.	87	14	73
27. Arden Howland, Employe Relations	93	20	73
28. Jack Haskell, Gas Shop	92	19	73
29. Bob Koprowski, Engineering	108	35	73
30. Henry Stoddard, Elec. Dist. Engr.	93	20	73
31. Cosmo Sorrenti, Office Maint.	90	17	73

Blind Bogey won by Henry Stoddard and Tom Puleo — 76.

HILTON HI - LITES

By HARLAN COOPER

Edward Quackenbush is the name of the new man who is working with Harold Wilson in the Scottsville - Caledonia area.

Miss Barbara Schnucker is now employed in the Hilton Office, replacing Mrs. Dorcas Michaels, resigned.

Employes in the Western Monroe District enjoyed a fine dinner and get-together on June 12th. Gifts were presented to Dorcas Michaels, who has resigned, and to John Jennejahn, Jr., who is entering military service on June 23rd.



Dorothy Murphy on the day she left Addressograph to become Mrs. Herbert Saffran.

Never miss an opportunity to make others happy—even if you have to leave them alone to do it.



Frank Howell, formerly of Coke Sales, receives a gift from Vice President Leo East at his retirement party. The third man in the picture is Fay Vary. Frank had been with the company for 25 years.

SODUS HAPPENINGS

By DON PITTMAN

One of our new employes, Ken Johnson, is the proud father of a baby girl, Barbara Evelyn, born Apr. 3, 1952, weight 7 lb. 4 oz.

Betty Jane Baker of Newark is engaged to Tommy Clingerman. Congratulations, Tommy.

On May 21st 35 employes of the Lake Shore District attended a party held at Lotus Lodge for Clarence "Doc" Roesser who left the employ of the Domestic Sales Department on June 1st to take a new position as Business Manager of the Williamson Central School. Ralph Mason, Master of Ceremonies, Granger Green and Graydon Curtis reminisced on Doc's twelve years with the company after which Frank Saunders of the Domestic Sales Department presented Doc with an automatic toaster, a gift from the employes. We certainly wish Doc good luck and success in his new job. Safety award cards were also presented at this meeting by Mr. Curtis, the most number of years with no accidents went to Hazel Granger, 33 years, and the next to William Kubber, 30 years.

We welcome Carlton Cornwell to the Lake Shore family. Carlton will do general work such as reading meters, delivering merchandise, etc.

Although the employes' bowling team in Sodus didn't exactly win first place in the Merchants League, Mel Orbaker didn't fare so badly, having won a trophy for the season's high triple game and a \$15.00 award for the high-low game.

Little Kathy Pittman, daughter of Don Pittman, Commercial Department, was chosen Rose Princess of Sodus Central School.



When Delores Kment left the company to assume the duties of full-time housewife and mother, the Seventh Floor girls honored her at a party. Standing, L to R: Hazel Leake, Peg McCurn, Charlotte Herbert, Shirley Hennings, Ruth Murphy, Delores Kment, Evelyn Hoesterey, Betty Kelly, Edith Russell, Barbara Spencer and Mary Gertner. Seated, L to R: Jeanne Gresens, Loretta Gillan, Mary Lou Walsh, Norma Woods, Marlene Raetz, Maxine Maynard and Harriett Heckel.



Too late for last issue we received this picture taken at a three-way retirement party. The honored three are shown here with Vice President Leo East. From left, Charles Rice, Anthony Holdrich, Mr. East and Henry Freudenvall. The admiring ladies are the wives of the retirees.

A group recording their scores at the golf tourney. L to R: J. Haskell, F. Sullivan, N. Coates, R. Hoffman, K. Schneiter, B. Morlan, H. Stebbins, D. Burkhardt, R. Howe and R. Myers.

Inset: Ernie Skinner's 75 was tops!



WEST STATION HAPPENINGS

By C. A. McELWAIN

Vincent Acciaio spent part of his vacation fishing at Braddocks Bay and caught 40 pounds of bullheads in three days.

Starting to bowl at one o'clock in the morning is something new for Andy Kuhn. He reports that is what happened to him at the State Bowling Tournament at Kingston, N. Y., recently.

Sam Quattrocchi announces the arrival of a son, Joseph A., on May 3rd. Weight 7 pounds and 15 ounces.

Lisle Trumeter took an early vacation and drove down to Florida for some fishing. He went to Jacksonville and the St. Johns River but after 5 days and no fish, drove to the Gulf to try his luck there. It still was bad so he went through the Everglades to Miami for a look around and then along the Atlantic coast to Rochester.

Mr. and Mrs. William Conzack announce the arrival of Ronald William, weight 8 pounds, on April 25th.

GENESEE DISTRICT GEMS

By WILSON KOPLER

Bill Saunders, serviceman at Geneseo, is also local Fire Chief. The company of volunteers is mighty proud of their new fire truck.

Bernard Mills, groundman at Fillmore, repeated a few words and the former Louise Yanda became Mrs. Mills on February 17th.

Gwendolyn Willey has succeeded Fern Ess, who left on March 15th to become Mrs. Merle Weaver.

The R. G. & E. Employees' Cabin at Wiscoy was the scene of a jolly party held in honor of Dorothea Preston, stenographer-clerk at the Fillmore office. Miss Preston became Mrs. Alanson Papke early in June and left the company on June 4th.

Mr. and Mrs. "Hank" Miller are both patients at Cuba Hospital. Mrs. is recovering from an operation and "Hank" from virus pneumonia.

Employees at the Fillmore office were amused when George Aldrich came in with a sign reading "Make the Sniff Test". A family of kittens



NEWS 'N' TIPS



from your HOME APPLIANCE and HOME SERVICE DEPARTMENTS

Homemakers Buy Freezers for Economy

Company employes and outside homemakers have been buying food freezers this summer in greater numbers than ever before. One of the reasons may well be the increasingly difficult job of making the food budget stretch the way it should. Our own company newspaper advertising has carried the theme that a food freezer saves so much of the family food budget that savings actually pay the monthly finance payments on the freezer itself after the down payment. The arithmetic shows that when you use it wisely . . . the freezer is an appliance that DOES PAY FOR ITSELF.

If you are interested in a food freezer we suggest that you get the interesting facts now because during the summer months you are able to make some of your greatest savings. Of course, there are dozens and dozens of ways that a food freezer makes homemaking easier and more convenient, too. There are many other reasons for owning a freezer, like the obvious one that the whole family eats better all year 'round.

R. G. & E. Home Service girls have a vast fund of reliable information both on the use of the food freezer and the correct procedures

with the white stripes down the back invaded the office and it didn't take much of a "sniff" to make the test. George, expert trapper and exterminator, has been assigned the job of finding a new home for the kittens.

Ray Lilly, lineman at Fillmore, is recovering from a broken leg suffered in a fall from a pole last month.

Small "items" . . . born to the Austin Morris's, a son named John Bruce, May 7 at Wellsville . . . to the Leslie Ricketts', a son, Thomas Frederick, born May 6 at Nunda . . . Mr. and Mrs. George Fritz are proud of a daughter, Martha Jean, born February 26 at Cuba.

DOES IT COST MORE OR LESS TO RUN A NEW HOME APPLIANCE?

The question above is one most frequently asked of company people by friends and neighbors. It is more often asked about water heaters than



for freezing all kinds of foods. They will be glad to help you with this information any time. Just drop in and have a chat with them and ask for their books and folders to take home and read.

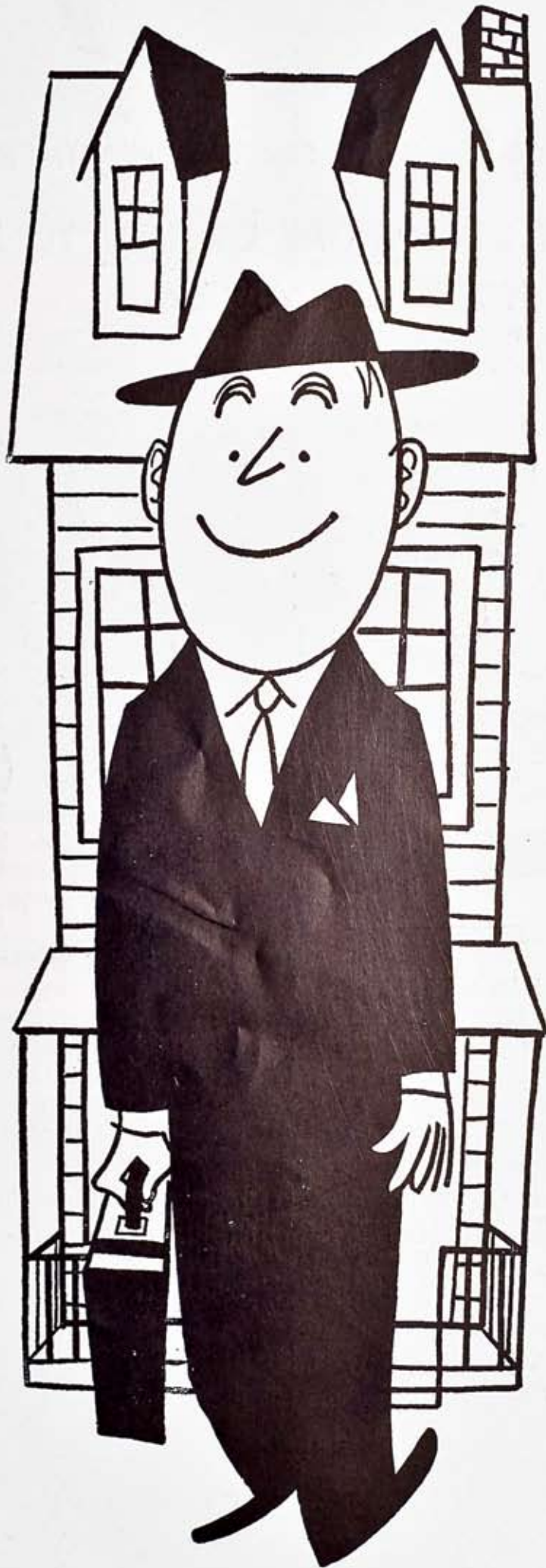
anything else. There are several factors that enter the situation.

A modern automatic gas water heater is more efficient than an old fashioned heater. The hot water stays hotter in the insulated tank longer than in an old tank which lets the heat escape into the cellar. For this reason alone it should cost less to enjoy hot water for all the daily uses required by a family. However, a person will often ask why the gas bill went up instead of down as it would seem it should. The answer is that folks just use more hot water. With the old fashioned water heater there wasn't the convenience of having the water hot at the tap whenever it was needed. It is ready for use instantly with the new heater and being as we are, we tend to USE more.

Actually the difference in efficiency, the special automatic water heating rate for gas water heaters, the thick insulation around a modern gas water heater and other reasons often do result in a lower water heating bill, even with increased usage.

Part of the group at Cliff Watson's retirement party. Back row, left to right: Fred O'Brien, James Dick, Norton Howard, Louis Boss, Roy Hegeman, Henry DeRoller, Clarence Ackerman, E. W. Mitchell and Thurber Cosman. Front row, sitting: Pat Nugent, George Weigent (from State Terminal), Cliff Watson, Walter Hanifen and Edward Dietrick.





The private life of

The Man Who Takes It All for Granted!

Here's John Jones, on his way to work. And it's a safe bet that not once today will he consider what . . .

woke him up

*turned the morning's dark into
cheerful light*

furnished him with a hot bath

shaved his face

made his toast and coffee

washed and ironed his shirt

. . . what, in fact, did practically everything to send him happily to work. Yes . . . the answer is the gas and electric service which we all take pretty much for granted. This service gives us comfort and convenience day and night and performs countless chores at a cost that is small indeed compared to the other things we buy. Your electric and gas service is the biggest bargain in today's family budget.