



# NEWS

ROCHESTER GAS and ELECTRIC

Vol. XXXI

SEPTEMBER and OCTOBER, 1952

No. 9 and 10



***Be Sure to Vote November 4 . . . Page 5***  
***Fall Festival Big Success . . . Page 8***



# MANY ERRORS AND OMISSIONS IN TRUMAN STATEMENTS SAYS HEAD OF E. E. I.

At the recent dedication of Hungry Horse Dam, a federal government power project in Montana, President Truman took occasion to make another attack on the electric power industry. He said that no private power company could undertake this sort of river development and that the "private power monopolists" did not want the government to do it either.

Answering these statements Bayard L. England, President of the Edison Electric Institute, pointed out that there were many errors and omissions in President Truman's speech. Here are some of the things which, according to Mr. England, the chief executive neglected to say.

"When the Federal government goes into business, it does so on a grossly unfair basis. For one thing, government power business is granted an avoidance of Federal taxes amounting to an average 14% of the gross revenue dollar of the power companies, and escapes local taxes by consumers. This means that 80% of the consumers of America are selected to pay taxes on electricity, and 20% are given a special preference. What an undemocratic procedure in a country designed to guarantee justice for all!

Government power projects are heavily subsidized by the taxpayer through omissions, through unwarranted allocation of costs and partial evaluation of true cost. For instance, the TVA in its 20th year has now received appropriations amounting to approximately \$1,600,000,000. In the 20-year period, it has turned into the Treasury \$47 million. Cumulative interest at the government rate would amount to several times that total repayment. The TVA argues that the property is all owned by the people and they have this valuable property. Is that a satisfactory answer to the overburdened taxpayer? Would the taxpayer voluntarily invest his money in this enterprise? I don't think so.

## Promoting Socialism

"For no other valid reason than to promote socialism and force municipalities and other communities into public ownership, the Federal government has a discriminatory clause for disposing of power from government dams to local government power

enterprises and cooperatives. The money is taken from all the people to build the project; the subsidy given back to a favored few.

"If the power were sold at its real cost, in most cases the price would be higher than the rates of the investor-owned power companies. In that case, the preference of the municipalities, the irrigation districts, and the rural cooperatives would be to buy from the power companies. They have shown this preference time and again. Experience in recent years shows it takes a rather heavy subsidy to induce the average wholesale customer to give up service with the power companies and to sign a contract with the government.

"Although electricity has become a vital factor in modern living and in manufacturing and increases in importance from year to year, the cost of electric service, except in remote

locations, has through our commercial and engineering advances been brought so low that in the average home, the family expenditure for electricity is less than the average family spends on cigarettes.

## Low Cost for Industry

"Except for the reduction of aluminum and other electro-chemical processes, no factory has moved from one area to another on account of electric power. Electric power is far down on the list of factors determining the location of industry, because it has been made available so generally and at such relatively low cost. Notwithstanding the tremendously increased use of electricity in manufacture, the Census of Manufacture of 1947 showed the cost of electric power to be less than  $\frac{3}{4}$  of 1% of the value of the finished product."



**But What About The Hidden Bill?**



## DISTINGUISHED FRENCH ENGINEERS STUDY R. G. & E. GAS PROCESSES

A group of distinguished engineers from the gas industry of France expressed themselves as greatly impressed with the new processes and developments which they studied at the R.G.&E. plants and installations a few weeks ago. Because Rochester is a pioneer in the field of reforming hydro-carbons in natural gas, to make that fuel more adaptable for normal utilization in manufactured gas systems, the visitors spent much of their time at the company's new catalytic gas plant, which handles this process.

The French engineers were sent here under sponsorship of the Mutual Security Agency, a cooperative organization in which the nations signatory to the N.A.T.O. pact are working together. They landed in this

country a few weeks ago and Rochester was the second city to be visited, after a two-day stay in New York.

Linn B. Bowman, General Manager of the R.G.&E. Gas Division, and Fred J. Pfluke, Superintendent of Gas Operations, were guides and hosts to the visitors throughout their stay in Rochester. The group included the following: Andre Amsler, Chief Engineer of the Eastern Gas Division of France; Andre Flurer, Chief Production and Transmission Engineer of the French National Gas Company; Hubert Gaudy, Research Engineer; Robert Guillet, Director General of the Saar Gas Company of Sarrebruck and Jean Bijard, Assistant Director of Gas and Electricity, Department of Commerce of France. John Fourcade accompanied the group as interpreter.

## Bert Lewis Wins Coveted Leadership Award



Bert Lewis and his awards

At the recent annual banquet of the Radio Technicians Guild of Rochester, Bertram Lewis, R.G.&E. radio and television serviceman, was honored with two awards. The first was a life membership in that group and the second was the WHAM Leadership Award. The latter is a rare prize in the field of radio, being only the second award of its kind to be given by the station. The purpose is to give deserved public recognition to individuals who have shown outstanding leadership in service to a profession, community or area in western New York.

The presentation was made by William Fay, vice-president of the Stromberg-Carlson Company and General Manager of WHAM and WHAM-TV. Mr. Fay said, "As individuals and as members of organizations, all of us are inspired by examples of outstanding leadership. They help us set our own sight a little higher; give us courage to keep striving for better standards of personal and group living. WHAM and WHAM-TV believe they can perform a valuable public service by regularly focusing public attention on examples of leadership in this area which otherwise would not receive such widespread recognition."

Bert Lewis was one of the original organizers of the Rochester Radio Technicians Guild over 25 years ago.



Linn Bowman, General Superintendent of the Gas Department, shows French engineers through our new laboratory. The visitors are, from left: Hubert Gaudry, Andre Amsler, Andre Flurer, Jean Bijard and Robert Guillet. All are top figures in the gas industry of France.



## ART KELLY RETIRES FROM PUBLIC RELATIONS POST

Arthur P. Kelly, Director of Public Relations and Advertising, retires on November 1st under the R.G.&E. Retirement-Pension plan. Mr. Kelly has been with the company nearly 18 years in various posts connected with public relations advertising and general publicity.

Mr. Kelly began his career in Rochester as a newspaper man, coming here from Syracuse in 1909 to join the staff of the Rochester Herald. He served on various Rochester newspapers until 1921 when he left that field to become executive secretary of the Rochester Ad Club.

In 1923 the late George Eastman selected him as Director of Publicity for the new Eastman Theatre and School of Music and he remained in that post until 1929 when he entered the brokerage business, weathering the crash of 1929 and its aftermath. A few years later Mr. Kelly opened his own publicity office, numbering among his clients the Rochester Civic Music Association. He was active in the early promotion of the Rochester Philharmonic Orchestra and other musical projects. In 1934 he was named Publicity Director for Rochester's Centennial celebration and in 1935 was asked by Herman Russell to take over the position of Publicity Director for the R.G.&E. Later he became Advertising Manager and when publicity and advertising were merged with public relations, headed the enlarged department.

Mr. Kelly has been active in community affairs throughout his career. He served either as captain or division chairman with the Community Chest for 25 years and worked with such organizations as Red Cross, Y.M.C.A., Y.W.C.A., C.Y.A., War



ARTHUR P. KELLY

Bond Committees and others. He is a past president of the Rochester Ad Club and the Rochester Newswriters Club. He served as Secretary of both Oak Hill and Locust Hill Country Clubs.

In the utility field Mr. Kelly has served on national advertising and public relations committees in both electric and gas industries. As a public speaker he has addressed scores of clubs and groups in this area.

Mr. Kelly said that he does not intend to cease all business activities on leaving the company, but after a lengthy vacation with Mrs. Kelly, will carry on certain public relations projects, particularly in the community field.

## R. G. & E. WINS "OSCAR" OF INDUSTRY AWARD

Rochester Gas and Electric has won third award among all the public utilities in the Eastern United States for excellence of its annual report, according to announcement made today by Financial World, the magazine which sponsors the contest. The award is an "Oscar of Industry" citation.

More than 5,000 companies from various industries submitted reports and the contest narrowed down to 300, from which number the winners were picked. In the Eastern Division first prize was won by Philadelphia Electric and second award to Consolidated Edison of New York, both companies many times the size of the R.G.&E.

## Mary Rauhe Rates High In Man's World

Mary Rauhe, daughter of Mr. and Mrs. Clinton Rauhe, company employe in Fillmore, has set a very impressive record in a field of endeavor usually reserved for the male sex. Mary graduated from the Fillmore High School in 1945 and worked as a draftsman for a time at the Worthington Pump Co. For five years she worked on a cooperative basis at the Gleason Works while attending Northeastern University. This year she graduated from Northeastern, the *only* woman engineer in a class of 1500 students.

Mary was elected to "Who's Who in American Colleges and Universities" in her junior year. She was a member of Pi Tau Sigma Honorary Engineering Fraternity and was production manager for the Silver Minuteman Society in her junior-senior years. At her graduation she received her B.S. degree in Mechanical Engineering and is at present doing research engineering on drum calculators for the International Business Machine Co.

Her dad tells us that Mary earned her own way through all of this. Truly, this is a record of which mother, father and daughter can justly be proud.



Mary L. Rauhe, daughter of Clinton Rauhe of Fillmore.



# The President's Page . . .



## ROCHESTER GAS AND ELECTRIC CORPORATION

89 EAST AVENUE

ROCHESTER 4, N. Y.

**RG&E**



### Election Should Express Will of Majority of ALL the People

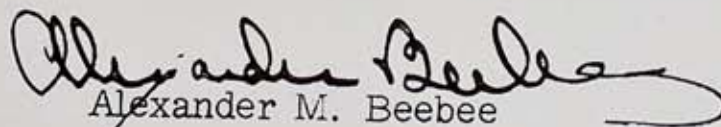
Fellow Employees:

Our country has been built on the fundamental principles that the will of the majority shall prevail and that our citizens shall have a free right to express themselves in determining the various issues that develop. Our forefathers fought - and many gave their lives - to establish these principles on which you and I, as free citizens, have been able to enjoy the greatest liberties and the highest standard of living the world has ever known.

The coming election involves important and fundamental issues that will determine which way our system of society will develop. In order that these decisions may reflect the will of the majority of all the people it is fundamental and vital that everyone express his views by voting in this coming election. In the last Presidential Election only 52 per cent of those eligible exercised their precious privilege of the ballot. Such a situation might fail to express the real will of the people.

Fortunately this is still a free country and no one can tell you how you should vote. The important thing is for each citizen to carefully analyze the issues that are involved and to vote on Election Day for those principles that each of us deep down in our hearts feels will be best for the country as a whole.

Following such a procedure we all have great faith in the fundamental principle of Democracy that the will of the majority will be in the best interests of us all. Such an objective, however, can only be achieved if everyone treats sacred the privilege he or she has to vote on Election Day. Let us each do our part in making Democracy work.

  
Alexander M. Beebee  
President



## William C. Gosnell, Employment Manager,

### Retires After 43 Years

William C. Gosnell (Bill) who has done everything for the company from reading meters and collecting bills to filling the post of Employment Manager, retires under the R.G.&E. Retirement-Pension plan on October 31st. Bill was given a big send-off by his fellow workers and other friends at a lively party held at Brooklea Country Club on October 23rd.

All the officers of the company were present at the dinner and many fine things were said about Bill by President Beebee and Vice Presidents Ginna, Howe and East. Two special songs were written in Bill's honor.

Public Relations Director Art Kelly was toastmaster and a presentation speech was made by Arthur C. Rissberger with accompanying handsome gifts.

Mr. Gosnell attended Schools No. 14 and No. 33 and was graduated from Excelsior Commercial Institute in 1905. Later he took Extension Courses at the University of Rochester in Bookkeeping, Bank, Public Speaking and Corporation Finance. He came to the R.G.&E. in 1909 after periods of employment at Sibley's and Brewster Crittenden Company. His first job with the company was reading meters and then going out and collecting. Later he became Paymaster, Manager of Stock Sales and Assistant Employment Manager. Since 1933 he has been Employment Manager in the Employee Relations Department.

In reminiscent mood the other day Bill told many interesting tales of his early days with the company. One day at lunch time he was reading meters and mentioned to the man of the house that it was time to eat. "Why don't you eat with us?" asked the householder. Said Bill to himself, "My this is a fine example of Customer good will. Imagine a Customer asking a meter reader to stay for lunch."

After lunch Bill sat in the front yard and was given a cigar. When the one o'clock whistles blew Bill thanked his host for the fine meal and the cigar.

"Oh that's all right" said the host, "That'll be 50 cents."

Bill was a bit annoyed at the mo-



WILLIAM C. GOSNELL

ment, but today would consider it a real bargain.

Mr. and Mrs. Gosnell have three daughters, nine grandchildren and one great-grandchild. For a time, at least, Bill will be kept busy visiting them all.

#### Long-term Service Pin Awards Highlight Morning Meeting

The supervisor's meeting on the morning of September 26, 1952 was the occasion of the presentation of a number of service pin awards. In one group, five of the recipients represented a combined service of 205 years. The wives of four of these five men were present to share in the honor of the occasion.

A 45 year pin was given to George Ernst of Electric Station Maintenance and 40 year pins were presented to James C. Platt, Meter Reading; Floyd Owen, Commercial and Industrial Sales; Andrew H. Brostrom, Electric Meter and Laboratory and Leon C. Kimpal, Commercial and Industrial Sales.

The wives of Messrs. Ernst, Owen, Brostrom and Kimpal were presented to enjoy and participate in the ceremony.

All of us are ignorant . . . only on different subjects.

A diplomat is a man who convinces his wife that a woman looks stout in a fur coat.

## TRADING POST

FOR SALE: Sheared Raccoon woman's coat, size 14. Was worn twice. Originally priced at \$500. Will sell for \$395. Call Walt Wagner, Ext. 624 or GENesee 7431-R.

FOR SALE: Bathroom sink, in good condition. Reasonable. Call John Houd at Station No. 9 or GEN. 0145-M.

FOUND: 30 year, R.G.&E. service pin. Please contact Mr. Toth at the 3HR Laundry, HAMILTON 7814.

FOR SALE: Two floor lamps. Each has three-way switch and special night light. Excellent condition. \$10 each. Also, two women's suit cases. Like new. \$5.00 each. Call Walt Wagner, Ext. 624 or GEN. 7431-R.

FOR SALE: Burgundy red rug, in good condition. Size 7½' x 15'. Cheap. Please call Luke Caple, Ext. 453.

FOR SALE: Girls' coat, size 14, with cross for collar and front trim, like new. Will sell for \$23.00. Call Rem. Foster, Ext. 573 or CULver 1665-W.

FOR SALE: Two living room table lamps, excellent condition, cost \$15 each, will sell for \$5 each. Call Rem. Foster, Ext. 573 or CULver 1665-W.

FOR SALE: Sterling combination gas range. Reasonable. Call Molly Taylor, Ext. 649 or GLEN. 4789-R.

FOR RENT: 2 furnished rooms with private bath. Suitable for one or two people. Fitzhugh & Spring Sts. \$57.50 per month. Phone BAKER 3494 after 5 p.m.

#### PHIL THOMAS SCORES ACE

Phil Thomas, Canandaigua District manager for the R.G.&E. and longtime golf enthusiast, achieved the dream of a lifetime recently when he made a hole-in-one while playing at the Washtensaw Country Club links at Ann Arbor, Michigan. Phil scored on the No. 3 hole with a 161 yard drive to the cup. The natives of that section of the woods were even more amazed when they learned that it was the first time that our Philip had ever set foot on that course.

The Thomas family had accompanied daughter, Alison, to Ann Arbor where she began her sophomore year at the University of Michigan.



## Townpeople Express Appreciation for R. G. & E. Service

The following is a letter received from the Irondequoit Town Board expressing their appreciation for the heroic action taken by two of our company employes at the time of the tragic accident on Helendale Road.

TOWN OF IRONDEQUOIT  
1280 Titus Avenue, Rochester

Mr. Alexander M. Beebee, President                      September 10, 1952  
Rochester Gas and Electric Corporation  
89 East Avenue  
Rochester 4, New York  
Dear Mr. Beebee:

The Town Board expresses to you its sincere appreciation for the service rendered by your Company and employes at the time of the tragic accident on Helendale Road, August 27th.

The response by your Company to the radio appeal for aid brought men and equipment to the scene of the accident within a few minutes after the call was placed.

The Town Board wishes particularly to commend Mr. Raymond Luft, one of your employes, for his heroic acts. He entered the manhole in which the accident occurred and brought out three of the victims; this without too much regard for his personal safety. We are aware of the willingness of each one of your men who were on the scene to be of similar service.

The Town Board sincerely hopes that never again will it be necessary to send out a call for aid to such an accident but it is comforting to know that there is an organization such as yours ready to respond and give service whenever a call is needed.

Truly, your Company is a Public Service Corporation.

Sincerely,

Town Board, Town of Irondequoit  
Fred E. Hussey  
Town Clerk

## Getting Along In This World

People in this world today are having trouble getting along. They have neglected the fundamentals of personality and are attempting to get along by artificial ways and uncharted, untried experiences.

Supposing people would observe some of the following rules in getting along with their fellowmen, such as:

1. Always keep the skid chains on your tongue!  
Always say less than you think, and — always think!
2. Make few promises and keep them — no matter what it costs!
3. Take every opportunity to say a kind and encouraging word about everybody and everything. Praise good work, even if it is done by your most personal enemy. Be humble.
4. Be interested in others: their work, their welfare, their homes and their families. Be thoughtful.
5. Keep the corners of your mouth turned up. Wear a cheerful countenance.
6. Keep an open mind on all questions. Discuss — don't argue! Keep your temper.
7. If you have virtues, let them speak for themselves. Don't talk of another's vices.
8. Always be careful of another's feelings!
9. Pay no attention to ill-natured remarks about yourself. So live that nobody will believe them.
10. Do your work. Be patient. Be honest. Keep your disposition on an even keel. Forget self and let your rewards come to you—don't reach for them.

If you will put into practice two of the above ten, you will be getting along with your fellow beings splendidly.

A. F. Branton, M.D.

Administrator, Baroness Erlanger Hospital  
Chattanooga, Tennessee.

## IN MEMORIAM

JOHN F. MORAN

John F. Moran, retired, died August 20, 1952 at the age of 69. He was pensioned April 1, 1948 after 22 years of service with the company. Mr. Moran's daughter and son, Margaret M. and John E., also work for the company.

FRANK A. WIEMER

Frank A. Wiemer, retired, died September 9, 1952. He was retired on pension February 1, 1949 after 31 years of service and was 68 years old at the time of his death.

CHARLES GIGLIO

Charles Giglio, retired, died September 13, 1952 at the age of 73. He retired on pension September 1, 1944 after 26 years of service.

ARTHUR H. PENDLEBURY

Arthur H. Pendlebury, retired, died September 23, 1952. He was pensioned July 1, 1940 after 29 years of service and was 77 years of age at the time of his death.

FRANK F. SCHANSKY

Frank F. Schansky, Steam Distribution Department, died September 29, 1952. He had worked for the company for 43 years and was 63 at the time of his death.

HERMAN M. BEERLY

Herman M. Beerly, General Maintenance, died October 5, 1952 at the age of 63. He had worked for the company for 18 years at the time of his death.

ANTONIO MAGLIOZZI

Antonio Magliozzi, retired, died October 8, 1952 at the age of 71. He was retired on pension September 1, 1946 after 29 years of service with the company.

## THREE EMPLOYES RETIRE IN SEPTEMBER AND OCTOBER

The following employes were retired on pension during the months of September and October: Michael J. Cox, Office Maintenance, on September 1st after 25 years and 5 months of service with the company.

On October 1st: William McClellan, Storehouse, 33 years and 6 months; Samuel Starkey, Station 2, 24 years and 8 months.



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
Sue Godkin	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

## Fall Festival Thrills Big Audience With Fine Stage Show

The second annual Fall Festival, presented by R.G.&E. talent on Friday, October 17th, at Columbus Auditorium, was a spectacular success, attracting an audience of some 1,800 employes and their families. The stage show was a brilliant affair, the exhibits of the various districts of the company's service area were attractively arranged and there was a sentimental touch through the presentation of a five-foot cake to President Beebe, who was celebrating his birthday.

### Sponsored by Three Groups

The Festival was sponsored by the R.G.&E. War Veterans, the Pioneers Club and the Men's and Women's Choruses. Under the general chairmanship of Executive Vice President Robert E. Ginna and with William F. O'Brien and W. E. Hughes as co-chairmen, the affair was run off in real professional style. Direction of the show was in the capable hands of R. Dewitt Pike, ably assisted on the musical side by Harry J. Taillie, J. Alfred Casad and Herbie Zahn.

The program opened with a Country Festival, with the two choruses, garbed in gay farm costumes, offered a medley of songs. Howard Davey was soloist and Joan

Scollick and Harold Rosentreter were heard in a rollicking duet. A barn dance followed with Harlon "Doc" Walrath doing the calling for a troupe of sixteen square dancers. Cecilia Delly, one of Rochester's favorite songstresses, sang the current hit, "Because You're Mine" and Danny Ambrose gave a beautiful rendition of tunes from "Oklahoma." The R.G.&E. Hot Shots, a seven-piece band, shook the rafters with their syncopations and Johnny Purtell gave his usual masterly performance on the marimba.

### Stirring Patriotic Tableau

The second half of the program presented the combined choruses in the most pretentious offering they have ever attempted and it was a singing and dramatic triumph. The choruses staged a song tableau called "Freedom," with a stirring vocal background of three Fred Waring arrangements of patriotic numbers: "Where In The World But America," "This Is My Country" and "Battle Hymn of the Republic." The two choruses sang with precision, verve and fine melodic shading. An interpolated narrative . . . "What America Means to Me," written by Arthur P. Kelly, was recited by Har-

ry Taillie. The finale was a tableau of R.G.&E. employes representing different branches of military services.

Following the stage performance there was a Jitterbug Contest, won by Mr. and Mrs. Joseph Piperni, and half a dozen turkeys were awarded as door prizes.

### Busy Committee Chairmen

The following served as chairmen of the various committees: *Reception*—Thomas H. Yawger; *Entertainment*—R. Dewitt Pike; *Decorations*—Jack F. Tobin; *Program*—Julius J. Schenk; *Publicity*—James J. Brady; *Make-up*—Molly B. Taylor; *Floor*—Paul F. Groat; *Tickets*—Paul J. W. Miller and Schuyler F. Baldwin; *Refreshments*—Anna L. Lyng; *Transportation*—James L. Coyne.

An added surprise was the presentation to President Beebe of the big brass bell from the old coke car which went out of business with the closing of the coke ovens last August. Charles Simeone and Joseph Favata, both of whom worked for twenty-five years at the coke ovens, made the presentation.

Photographs of the big party will appear in the next issue of the R.G.&E. News.

**The Right to vote is a Precious Privilege. Use It!!!**



## THIRTY-SIX EMPLOYEES OBSERVE SERVICE ANNIVERSARIES IN SEPTEMBER AND OCTOBER

The following employes completed cycles of 25, 30, 35, 40 and 45 years service with the company during the months of September and October:

### SEPTEMBER 1952

Ralph H. Mason	Lakeshore	40 Yrs.
Fred W. Rosa	Station No. 3	35 Yrs.
Howard V. Beatty	Station No. 3	30 Yrs.
Doris F. Horner	Engineering	30 Yrs.
Cletus J. Kress	Steam Distribution Operation	30 Yrs.
Frank Lux, Jr.	Gas Distribution Office	30 Yrs.
Clarence L. Miller	Station No. 5	30 Yrs.
John Morris	Station No. 3	30 Yrs.
Julia C. Neubrand	Electric Distribution Office	30 Yrs.
Charles F. Pike	General Maintenance	30 Yrs.
Keren J. Pritchard	Steam Distribution Operation	30 Yrs.
Edward H. Blair	West Station	25 Yrs.
Sidney Drummond	Gas Distribution Office	25 Yrs.
Earl E. Ernst	West Station	25 Yrs.
Thomas Heald, Jr.	Lakeshore	25 Yrs.
Vincent D. Mitchell	Commercial & Industrial Sales	25 Yrs.
William W. Richardson	Commercial Service	25 Yrs.
Janet T. Strachan	Electric Distribution Office	25 Yrs.

### OCTOBER 1952

John M. Reinhardt	Gas Shop	45 Yrs.
William Howe Kiefer	Line Operating	40 Yrs.
Frederick A. Worthington	Electric Distribution Engineering	40 Yrs.
Thomas F. Mulrone	Station No. 3	35 Yrs.
Clarence L. Smith	Electric Distribution Engineering	35 Yrs.
Irene M. Stickney	General Accounting	35 Yrs.
Charles D. Tulley	Station No. 6	35 Yrs.
Edgar Butts	Electric Meter & Lab	30 Yrs.
Ernest K. Huntington	Electric Distribution Engineering	30 Yrs.
Frank H. Leisten	Station No. 35	30 Yrs.
Lynden W. Cross	Steam Distribution Operating	25 Yrs.
Roy K. Gillette	Line Maintenance	25 Yrs.
Donald R. Higley	Gas Distribution Office	25 Yrs.
Paul C. Kopp	Transportation	25 Yrs.
Kenneth A. R. Lyon	Electric Meter & Lab	25 Yrs.
Henry A. MacGregor	Steam Distribution Operating	25 Yrs.
Simon Moll, Jr.	Credit & Collection	25 Yrs.
Harry E. Sheetz	Electric Station Maintenance	25 Yrs.



Elvin A. Skibinski, Gas Distribution Office, receives his "Certificate of Accomplishment" from Dean J. D. Parent after satisfactorily completing the six-week Refresher Course in Gas Engineering at the Institute of Technology, affiliated with the Illinois Institute of Technology in Chicago.

### Skinner Does It Again

Ernie Skinner of the Electric Meter Department is the 1952 golf champion of the company. He won the title at the employes' annual tournament held at Lake Shore, with a score of 75. The runner-up was Charles Stothard with 76 and Harold Hall was third with 77.



Julia Neubrand, Electric Distribution Office, receives service pin and congratulations from President Beebee.

## Company Men Complete R.I.T. Diploma Programs

A number of employes of the R.G.&E. have recently completed diploma programs ranging in time from two to five years. In a letter to Arden Howland, Mr. Burton Stratton, Director of R.I.T., says, "We believe that these men have done a constructive job in carrying on an educational program here. I particularly want to cite to you

the following individuals who have completed long diploma courses. The graduates are Harold R. Beamish, John F. Cole, Arthur Gessner, Frederick Goose, Frank Sciaratta, Edwin Siwicki, Joseph Spillman and John Venner..

Pictured below are five of the above mentioned men.



Joseph Spillman  
Steam Distribution



Edwin Siwicki  
Steam Distribution



John Venner  
Elec. Station Maintenance



Frederick Goose  
Elec. Station Maintenance



Harold Beamish  
Elec. Meter & Lab.





# ABOUT OUR SERVICEMEN

## Company Still Playing "Put 'N Take" with Armed Forces

Since the last issue of this magazine two of our men have entered into military service and three have been returned to their original jobs. Those who have gone into the service are: Edward R. Smith, Gas Househeating Service, Army and Robert E. Van DeVoorde, Meter Reading, also Army.

Richard Makey, Line Operating; Robert A. Walton, Line Maintenance and John A. Zazzara, General Maintenance have returned to their jobs in the company.



Packages for the employes in service kept the Mailing Department girls busy. Back row, L to R: Joyce Williams, Joan Haubrich, Margaret Page and Helen Thompson. Front, L to R: Norma Leiske and Marilyn Routly.



Daniel Kennelly, formerly Customer's Accounting Tabulating, looking mighty sharp in his Air Force uniform, is stationed in Houston, Texas. His wife is with him.

### PLEASE NOTE!

To: Relatives and Friends of R.G.&E. Employees in Service

If you know of any changes of address of our employes in service within the last six months, please check with Mrs. Knight, Ext. 570, to be sure our address list is brought up to date.

This will help us get our Christmas mailing to our "guys and gals" on time.

Employees in Service Committee

### GI Wins Training Honor

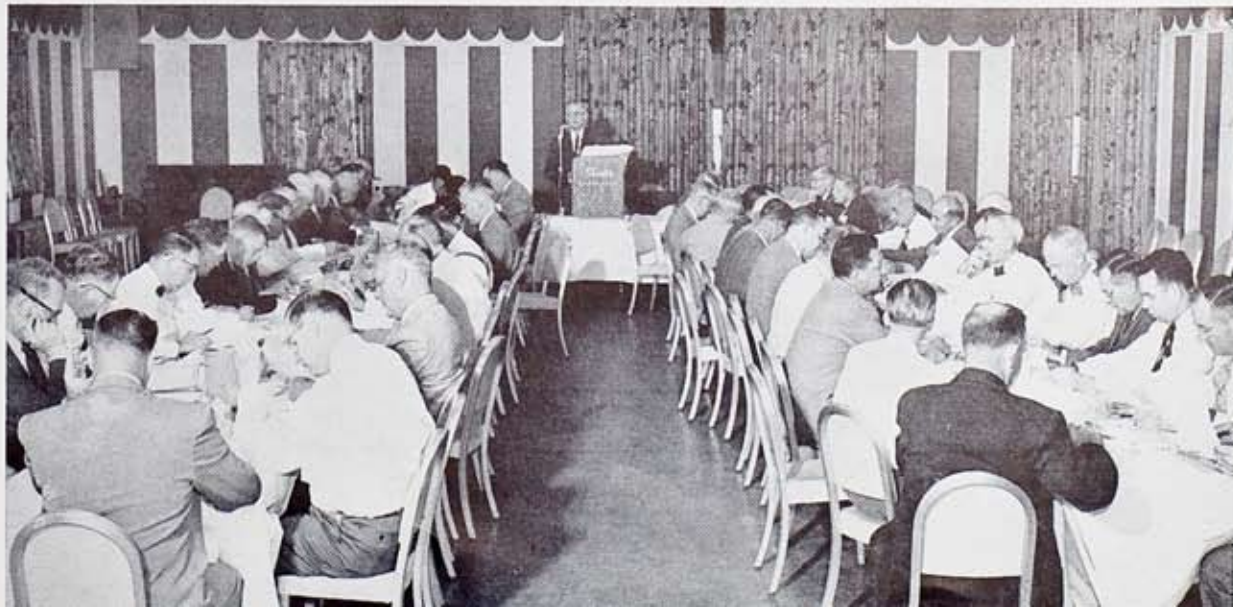
Too late for last issue we learned that Pvt. Donald Sheehan, formerly of Commercial Service and recently of Fort Dix, was chosen by the officers of the 9th Infantry Division as the post's "outstanding trainee of the week."

Don, a 1951 graduate of Niagara University, left the company in May to enter into the Army. His award was based on training records, soldierly qualifications and knowledge of current affairs. Congratulations are in order.

The serious nature of the business handled at the recent two day meeting of the E.E.I. Accident Prevention Committee is shown in this picture taken at one of the sessions held at the Sheraton Hotel. Alfred H. Doud, R.G.&E. Safety Engineer and member of the Committee, is at extreme left.

### THE COVER

The mood of the Autumn season accounts for many pleasant activities for RG&E folks. Charlie Bancroft and Russ Howe of the Commercial and Industrial Department hope to account for a duck dinner as they patiently wait in a blind on Irondequoit Bay.





## 7th FLOOR SOUNDINGS

By ARDEN HOWLAND

Loretta Gillan spent the week of September 15th with her husband in New York City. They saw the Yankees lose but had a wonderful time seeing the "big city."

\* \* \*

Barbara Knight returned the first of September after spending six weeks in San Diego, California, with her husband whose Navy unit was then ordered to Hawaii.

\* \* \*

Bob Frank spent the week of August 29th motoring down the Eastern Coast to Florida. He spent five days playing golf, swimming and deep sea fishing off the coast of Miami Beach.

\* \* \*

It looks like motoring is the fad on the seventh floor. Three of our girls wanted to keep in style, so on the bright morning of September 7th Hazel Leake, Margaret (Peg) McCurn and Evelyn Hoesterey started off for one week on a beautiful trip through the New England States. Evelyn, who drove, took the girls sightseeing to Lake Placid, the North Pole (it's no joke), Ausable Chasm, Mt. Cranmore, Gloucester, Mass.; Cape Cod, Boston, Providence, Rhode Island; Danbury, Connecticut; Hyde Park, New York; Look Out Mountain and then home. The girls looked as though they had a wonderful time and were bubbling over with the numerous and exciting details of their trip.

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## THIRD FLOOR DOINGS

By NORM DAVIDSON

The stork has been busy again. Dick and Nancy New welcomed Richard, Jr. on August 20th. He weighed in at 6 lbs., 10 ozs . . . Bob and Barbara Hall made it three of a kind when Patricia Lee joined her two sisters on August 27th . . . Chuck and Helen Bancroft are happy with Tracy Lynne who arrived on August 30th to make the fourth with her sister and two brothers.

\* \* \*

Ed Roeser has completed his spell of reconditioning and is welcomed back on the job again.

\* \* \*

They aren't mad at each other even if Vera Evgenides did go southwest to El Paso, Texas, for her vacation, and Dorothy and Bill Fisher went northeast to the Green and White Mountains and Maine coast of New England.



Ray Myers made the presentations and paid tribute to the long and faithful career of Mike Cox while Mrs. Cox made a charming and proud audience at Mike's retirement party.



No less than thirty-three families converged at the Lloyd Nellis Farm for the Second Annual Househeating Service Family get-to-gether. They are all pictured here and, obviously, they had a good time.

Committee, cooks and "customers" all had a grand time at General Accounting Department clambake.



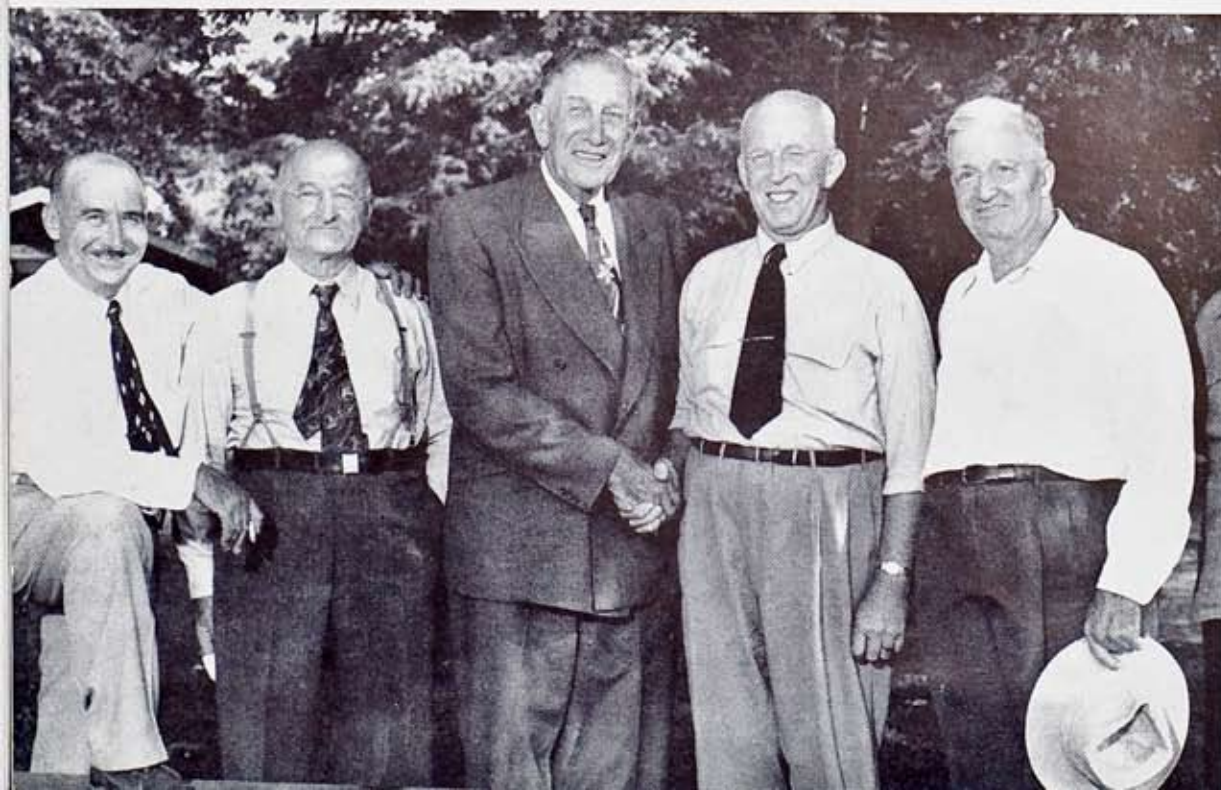




Bill Spall couldn't attend the Gas Shop's annual clambake because of illness, so the whole crowd autographed the table cloth and sent it to him with their best wishes. Shown here, L to R: W. Major, R. Hafner, F. Hauser, B. Kellman, K. Collins, R. Stein and P. Lauth, (kneeling).



The early fall party of the Employee Relations Department stopped jumping long enough for the photographer to catch this shot.



## STEAM DEPARTMENT

By HENRY MacGREGOR

A son, born to Paul Flanigan, of the Steam Distribution Department, on September 29th. He was named Timothy Paul and weighed in at seven pounds and thirteen ounces. This is the Flanigans' first child.

## TRANSPORTATION

By WES STREITLE

A final report on vacation trips by various employes of our department reveals the following pleasant motorcades through the eastern and southern belts of the country.

Fay Schalge and family motored to Jackson, Michigan, to visit his brother for a short period. While there he tangled with the Northern Pike at Houghton Lake with some real fine catches.

Charles Daugherty broke in his new Fordomatic when he took his wife to Virginia where they stayed with friends. On the return trip he stopped off in Washington, D. C., for two days.

Jane Weaver of the office staff journeyed with her husband to the Adirondack Mountains, spending days in Saranac Lake, Plattsburg and other resorts along the way.

Edward Bishop spent a two-week military leave at Camp Drum with the 311th Army Band. Eddie didn't report what a fine time he had but mentioned that he became a much better musician in such a short period of time.

## GAS DISTRIBUTION

By HOWARD DAVEY

The Gas Street Department had their annual clambake on September 13th at the Chisler's Club. The party was well organized with games and entertainment due to the efforts of the committee consisting of Jack Santangelo and Joseph Tranello, ably assisted by Al Masiello, Benito Moneta, Nick Rivaldo and Joseph Blandino.

Duke Schenk and a few of the "oldtimers" who attended the Steam Department party to pay tribute to Robert Sauerteig on the occasion of his retirement. L to R: Julius Schenk, Fred Penny, Frank Schansky, Bob Sauerteig and Emory Powell. It is with extreme regret that we note that, since this picture was taken, Frank Schansky has passed away.





Betty Satter and Marie Yatteau, both of Andrews St. Office, on the night of their double shower to honor their coming nuptials.

A double variety shower was given for Misses Betty Satter and Marie Yatteau in honor of their approaching marriage, by the girls of the Electric Distribution office, at Melody Lane on September 23rd.

After a delicious dinner, the Committee consisting of Julia Neubrand, Chairman, Jean McLaughlin and Arlene Neuert took over and presented gifts to the radiant brides-to-be.

\* \* \*

The Gas Distribution office gang had its annual clambake on September 14th at the Nine Mile Point Hotel. A very enjoyable afternoon and evening was had by all. The committee was made up of Jean Belt, Eddie Borate, Jack Schading and Ann Taillie.

\* \* \*

Best wishes are in order for Shirley Brigham of the Gas Distribution office. Shirley left for Panama where she was married.

\* \* \*

Babies born to employes in the Gas Shop — James Cottone, a son, Charles, born September 3, 7 lbs., 2 oz.; Louis Simpatico, a son, John, born August 29th, 10 lbs., 2 oz.; Thomas Jewsbury, a daughter, Susan, born August 26th, 5 lbs., 14 oz.

\* \* \*

Mr. and Mrs. Nick Rivaldo are the proud parents of twin boys born October 12th. Nick is an employe of the Gas Street Dept. This makes a basketball team for the Rivaldos—5 boys.

## ELECTRIC DISTRIBUTION MEMOS

By FRED URLACHER

We are glad to welcome Evelyn Ryan and Arlene Neuert from Coke Sales and West Station. Joe Magro is a welcome addition to the Overhead Inventory department from Gas Househeating. Carrie Scorrano has also joined our force.

Marie Yatteau became Mrs. John Lieser on October 11th. She left the company October 7th, and will reside in Dayton, Ohio.

Marge McGowan is sporting the diamond symbol with plans for matrimony in about a year.

September 10th was the date of the fall steak roast at the Chisler's and apparently all had a good time.

Lora Dick, our smiling telephone operator, spent her vacation on a pleasant flying trip to Florida.

Have you heard about the mountaineer who put a silencer on his shotgun because his daughter wanted a quiet wedding?

The reason the average man now lives 30 years longer than in 1800 is that it takes the extra years to get his taxes paid.

*"Funny how Herbert's insomnia disappeared when he joined the*  
**PAYROLL SAVING PLAN**



Invest more in  
**DEFENSE BONDS**  
each payday!

The best philosophy of life we know of is to have the security to accept the things that cannot be changed; the courage to change the things that can be changed; and the wisdom to know the difference.

## Electric Station Maintenance Annual Clambake

The Annual Clambake at the Chisler's is one of the highlights of the Electric Station Maintenance department's yearly functions. We succeeded in capturing the satisfied expressions of a few of the participants. Back row, L to R: Roy Meyers, George Ernst, Harry Eckerson, Doug Bruce, Fred Miller and Louie Kuhn. Front row, L to R: Frank Dorkey, Charlie Brennan, Ray Starr, Ed Guthrie, Clyde Williams and Albert Kraus.







Norma Agricoloso, 6th floor, has left the company and is now Mrs. Joseph Amico of this city.

Lots of people wouldn't look as old as they do, if they didn't act as young as they do.

\* \* \*

The only people who enjoy hearing your troubles are lawyers—they get paid for it.

\* \* \*

It's sometimes hard to believe this country was founded partly to avoid taxation.

\* \* \*

He who carries a tale makes a monkey of himself.

\* \* \*

Ideas have to be hitched as well as hatched.



Plastic diffusing bowls have a tendency to yellow with age. When discolored, and sometimes even when they appear white, they absorb light for which you are paying. When bowls show signs of discoloring replace them at once so you won't waste light, say General Electric lighting specialists.

\* \* \*

Now that children are back in school it's time to stock up on pastel blotters for their desks. True, darker blotters may stay clean and fresh looking longer but they're not as easy on the eyes as light colored ones, say G-E lighting specialists. Light blotters not only reduce shiny desk tops but also reduce contrast between white book pages and dark desk tops.

\* \* \*

Here's a suggestion to pass along to the household handy man. His home carpentry and painting will go faster and more safely with a good light over his workbench. General Electric lighting specialists recommend a fixture with at least two 25-watt fluorescent tubes (shielded) attached to stretched cables on the ceiling over his bench. This allows the handy man to move the light to suit the exacting needs of his work.

\* \* \*

It doesn't make any difference whether light comes over your right or left shoulder when reading. For writing or sewing, however, the light should be at the left for a right-handed person and at right for a left-handed person. This will avoid creating a shadow with the hand that's writing.

### CHILDREN'S XMAS PARTY SATURDAY, DECEMBER 13

The annual Christmas party for children of all company employes will be held on Saturday, December 13th at Columbus Auditorium at Chestnut and Lawn Streets. This party will be one of the jolliest of the entire year with every youngster receiving a gift and refreshments for everybody. Children of all ages up to 12 years are invited.

A table of the members and guests who enjoyed the Gas Street Department's recent clambake.



This group of gals from the Gas Distribution Office held a luncheon in honor of Joyce Belva who left to resume her studies at Vassar. L to R, standing: Shirley Brigham, Gerry Vaisey, Connie Sciaratta, Joan Belt, Gilda Tarquinio and Janice Sharp. Seated: the guest of honor and Ann Taillie.







# NEWS 'N' TIPS



from your HOME APPLIANCE and HOME SERVICE DEPARTMENTS

## Save MORE Than Employe Discount on These Items

Here are some wanted appliances that will be available at big savings until November 29th only. Get in touch with one of the sales folks in Domestic Sales soon if you are interested.

**General Electric Dishwasher-Sinks:** Here is an unusual opportunity to save money on the cost of this appliance. If you compare the prices, you will see that the savings are way beyond the regular employe discount. The regular price is \$428.95. Your special price before November 29th is \$258.75. You save \$170.00! **GE Disposal Unit:** The regular price is \$136.45; your special price is \$91.72—you save \$44.73!

Other employe bargains this month which you can buy for less than your regular employe price include three different models of General Electric refrigerators (including two-door models) and two models of General Electric ranges.

## Special Arrangement Means Big Savings to Employes

One of the most attractive offers ever made to RG&E employes has been arranged with the Westinghouse Company for the purchase of automatic electric blankets and sheets. Whether for Christmas gifts or for your own comfort and health, here is an opportunity to buy one of the most wanted items among homemakers today at incredible savings. The electric sheets come in three beautiful pastel shades . . . Maize, Blue or Pink, as well as White. You use the electric sheet between your top sheet and any blanket or covering. It is light in weight, washes beautifully and gives extra warmth only when you need it. You warm your bed before you climb in, drift off to sleep in perfect comfort. The warmth you select is just exactly the warmth you like . . . all you do is turn a dial. And best of all is the lack of weight which allows you to sleep without disturbance.

## Home Service Offers New Recipe Books

Home Service literature, including regularly produced recipe books and sheets are available to employe homemakers. A few of the current ones are listed as follows. Be sure to ask for yours at your own RG&E office or at the Home Service Department, 89 East Avenue, as they go fast.

**Laundry information book:** Everyone who knows goes automatic.

**Meat Book:** How to Prepare Meat.

**Brides Cook Book:** Brides Guide for Better Meals.

**Holiday Recipe Book:** This is on the press and is in great demand every year. It will be ready around the first of December.

Solve Your Gift Problems  
**ELECTRICALLY**



*Electric*

**SHEETS**

and

**BLANKETS**

FOR R. G. & E. FOLKS AT

**BIG, BIG, SAVINGS!**

These attractive Savings on Westinghouse sheets and blankets have been made possible through special arrangement of our company with WESTINGHOUSE COMPANY.

**OFFER GOOD 'TIL DEC. 15!**

	REGULAR PRICE	YOUR SPECIAL PRICE	YOUR SAVING
Single control blanket	\$43.95	\$25.00	\$18.95
Double control blanket	51.45	29.50	21.95
Single control sheet	31.95	18.25	13.70
Double control sheet	39.45	22.75	16.70

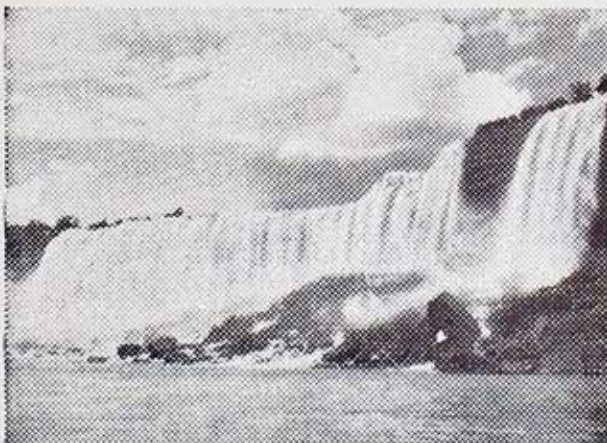


# HOW DOES THE POWER GET INTO THE BOMB ?

Uranium is not enough. Preparing it for the A-bomb takes vast quantities of electricity. So does all the huge production for Defense. Also, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!



**New plants double U. S. power.** The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American *twice* as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.



These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are able to meet the nation's biggest power needs.



**As much electric power as Detroit uses** will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. For each of these, electric light and power companies are planning or building a giant power plant — *without one cent of your tax money!*

←

**Battlefield in the struggle against socialism.** On the Niagara River, five local electric companies are ready to build a big new plant to develop additional electric power. But the job is being held up by those who want government to build the plant — even though that would take longer and cost Americans \$350 million in taxes. Similar delays hold up new power at Hell's Canyon, Idaho, Roanoke Rapids, N.C., and Kings River, Calif. America's electric companies can provide this power — without tax money and without the threat of socialism.