COMMEMORATING THE 100th ANNIVERSARY OF GEORGE EASTMAN

GEORGE EASTMAN WORKED HERE

Centennial; George Eastman worked here ()
While working for the ROCHESTER SAVINGS BANK George Eastman, as a young man, saved the first few thousands of dollars that enabled him to found the great industry bearing his name:

Years later in the THRIFT ADVOCATE* of May 1923 he wrote to the boys and girls in our public schools who were saving in the ROCHESTER SAVINGS BANK School Savings Department:

"Altogether, I earned five dollars saving brackets, and put it in the bank. I have had the handling of large sums of money during the past years, but I have never forgotten that first five dollars I EARNED AND SAVED. If I had spent it I probably would have spent the next five dollars and the next, and there would have been no Eastman Kodak Company today for there would have been no money with which to go into business for myself when the opportunity came along."

"The Thrift Advocate has been published quarterly by Rochester Savings Bank since 1921. To encourage Thrift in the school and home."
George Eastman worked here . . .

On April 8, 1874, the Board of Trustees of the Rochester Savings Bank elected a young lad of 20 years to the office of bank clerk. George Eastman, the son of Maria Kilbourn and George Washington Eastman, left school at age 14 after the death of his father in order to relieve the financial distress at home. He worked hard at the insurance business for the next six years where his salary ultimately reached $5.00 per week. Although the family was extremely thrifty, George's mother still found it necessary to take in boarders to make ends meet. Eastman, being an ambitious lad and very anxious to improve himself, applied for the position of bank clerk which was then open. In those days, the Board of Trustees personally elected to office each employee. There was no Personnel Department. On the 3rd ballot, George Eastman received a majority vote and was declared elected clerk of the Rochester Savings Bank at a salary of $800.00 per year.

The "Old Bank" provided an important step in Eastman's life. He applied himself diligently to his job and advanced to 1st Assistant Bookkeeper. From the beginning, George Eastman saved what he could each payday. During the seven years he worked at the bank, his salary increased to $1,400.00 per year. By 1881, he had accumulated approximately $3,000 in personal savings. These personal savings were used to start George Eastman's first photographic business.

It is interesting to note that George Eastman started out with little except a driving determination to get ahead and a naturally thrifty nature. It was only by perseverance and thrift that he was able to attain his goal.

While employed at the Rochester Savings Bank, George Eastman first became interested in photography. It was the bank's practice to
audit each bookkeepers’ records annually at which time the bookkeeper would take his vacation. In 1877, Eastman was preparing for his vacation. A romantic island in the Caribbean held his interest. Advertised as a land of opportunity and beauty, he decided to view the wonders of Santo Domingo in person.

Shortly before he planned to leave, George talked to fellow employees about his forthcoming trip. It was a building engineer from the Bank who suggested to George that he “should take pictures of his trip.” This chance suggestion altered the course of events. Eastman had no experience in photography and so was advised to take lessons in the “art of picture taking.” He took lessons at first, but rapidly struck out on his own. From that time on, the new hobby took up all his leisure hours. George Eastman never made the trip to Santo Domingo, but instead became absorbed in photography.

Out of a chance suggestion in the Rochester Savings Bank came the starting impulse of one of our greatest industrial enterprises.

Becoming fascinated with photography, Eastman applied himself vigorously to learning all he could about the processes necessary to take better pictures. During the day he worked at the Rochester Savings Bank and at night experimented in his mother’s kitchen. George Eastman was very intense in his activities and many stories are told about these early days and his ability to go without sleep as he worked steadily throughout the night into the next morning. He often reached a point of exhaustion where he would sleep for 24 or 36 hours on a weekend. A tireless person when absorbed in his hobby, he worked, studied and saved with grim determination.
Many of Eastman’s early experimental photographs were taken in a beautiful courtyard in the rear of the Rochester Savings Bank’s Main Street West Office. In those days, the bank had only this one office on the corner of Main and Fitzhugh Streets. The old building still stands housing the Main Street West Office of the bank. Whenever possible on sunny days, Eastman would slip out of the bank to take pictures of this picturesque courtyard and its fountain. The bank’s vault and a tent placed in the courtyard were used as darkrooms. As a result of these experiments, Eastman developed a gelatin emulsion and made his own dry plates in contrast to the wet plates then generally in use. This is the story of a bank clerk — amateur photographer who through thrift, industry and perseverance became one of our modern industrial giants.

George Eastman was convinced that his methods and ideas had commercial possibilities. Not everyone was convinced of this, however, for he was unable to borrow the necessary money to finance his ideas. Eastman found it necessary to reach into his personal savings of approximately $3,000, most of which had been saved during the years he worked for the Rochester Savings Bank.

On September 5, 1881, Eastman’s resignation from the bank as 1st Assistant Bookkeeper became official and Thomas Hawks (Grandfather of the present president of the Rochester Savings Bank) was elected to fill the vacancy. Thus, the first era of Eastman’s association with the bank came to a close.

Throughout his life, Eastman retained an attachment for the Bank. One of the first bank accounts of the Eastman Dry Plate and Film
Company was recorded in 1885 on the account ledgers of the Rochester Savings Bank.

On December 4, 1900, George Eastman was elected to the Board of Trustees of the Rochester Savings Bank. This notable event took place less than thirty years after Eastman first went to work for the "Old Bank."

Today as in the past, the trustees of the bank seek to carry on the spirit and traditions of a bank which has been an integral part of Rochester since 1831. The trustees are actuated by purely unselfish motives. A mutual savings bank such as the Rochester Savings Bank belongs to its depositors only.

George Eastman was always a firm believer in the "Old Bank." Even before George came to work for the bank he had a small account. He was thrifty by nature and in 1923, George Eastman wrote in a message to the boys and girls of Rochester... "I have had the handling of large sums of money during the past years but I have never forgotten the first five dollars I EARNED AND SAVED. If I had spent it, I probably would have spent the next five dollars and the next and there would have been no Eastman Kodak Company today..."

The Rochester Savings Bank is proud to have had a part in the growth and success of George Eastman. The "Old Bank" is happy to relate some of the early History and to display articles of interest in the life of George Eastman on the occasion of his Centennial celebration.
Centennial; George Eastman worked here ()
THE ROYAL PHOTOGRAPHIC SOCIETY
OF GREAT BRITAIN

Telephone: KEnnington 3334

16, PRINCES GATE
LONDON, S.W.7

GEORGE EASTMAN

The life of George Eastman, the man who transformed photography from a cumbersome process for the few into a pleasant and interesting hobby for millions, is traced in an exhibition of photographs at 16, Princess Gate, London, S.W.7, the headquarters of The Royal Photographic Society, of which he was a life member. The exhibition will be open to the public from August 6th to August 28th.

George Eastman, whose centenary year this is (he was born on July 12th, 1854), founded the business that has grown into the largest photographic manufacturing concern in the world, but he remained at heart an "amateur".

The exhibition, in addition to showing the steady growth of his photographic business, contains many interesting pictures of the man himself and of his home. They show glimpses of Eastman the enthusiastic amateur, Eastman the devoted son, Eastman the philanthropist. He gave over $1 million dollars to one University alone, built a large theatre and gave it to the local music society, and endowed dental clinics in six countries, including the Eastman Dental Centre in London.

In 1927 the Royal Photographic Society awarded him the Progress Medal, its premier award, for his inventions, researches, publications and other works which have resulted in important advances in the development of photography.

Among the photographs are reproductions of old advertisements showing the world's first "popular" camera, the No.1 "Kodak" camera ("you press the button - we do the rest"), and the earliest "Brownie" camera, specially made for children.
There is a picture taken in 1891 of the first factory of the British company at Harrow (where the Kodak Works now covers 51 acres), and an interesting photograph of processing being done in the early days.

Motion pictures became a reality when Thomas A. Edison used George Eastman's flexible film in his camera in the late 1880's. One photograph shows the two pioneers together in 1928.

Altogether, this exhibition forms a most interesting pictorial survey of the career of one whose creative genius revolutionized photography and made commercial cinematography possible.

10 July 1954

Mr. Beaumont Newhall, Curator
George Eastman House
900 East Avenue
Rochester, N. Y.

Dear Mr. Newhall:

Thank you for your recent letter concerning our new exhibits. Hope you will be able to visit us soon.

I am enclosing for your information a copy of an article I did recently on the life of George Eastman.

Very truly yours,

Alexander J. Bandlin
Curator of Photography
THE ADVERTISING COUNCIL OF ROCHESTER, INC.
205 HIRAM SIBLEY BUILDING
311 ALEXANDER STREET
ROCHESTER 4, N.Y.

June 30, 1934

EASTMAN CENTENNIAL —

Your organization is going to have an Open House or a lobby exhibit at the Chamber of Commerce.

A program advertisement is scheduled for early next week. It will include your agency name and exhibit times as listed below. If the information is not correct telephone this office — River 1040 — Mr. Harrison or Miss McCue — NOT LATER THAN 12:30 THURSDAY MORNING — JULY 1st.

OPEN HOUSES —

Eastman Dental Dispensary — Sunday, July 11 — 2:00 P.M. to 5:00 P.M.

Eastman House — July 1 to Labor Day Exhibits.

Eastman School of Music — Sunday afternoon, July 11.

Hillside Children's Center — Sunday, July 11 — 2:00 to 5:00 P.M.

Men's Service Center — Sunday, July 11 — 3:00 P.M. to 5:00 P.M.

Rochester Chamber of Commerce —

Thursday evening, July 8 — 5:00 P.M. to 9:30 P.M.

Sunday, July 11 — 2:00 P.M. to 5:00 P.M.

Exhibits by:

Family Service of Rochester
National Association for Advancement of Colored People
Rochester Bureau of Municipal Research
Rochester Community Chest
Rochester Maternal and Adoption Service
Young Men's Christian Association

Rochester Friendly Home — Sunday, July 11 — 2:00 to 5:30 P.M.

Rochester Institute of Technology — Sunday, July 11 — 2:00 to 5:30 P.M.
EASTMAN CENTENNIAL — #2

Rochester Museum of Arts and Sciences — Exhibits — July 12 to July 30.
University of Rochester — Sunday, July 11 — 2:00 P.M. to 5:30 P.M. —
River Campus and Medical School.
Y.W.C.A. — Sunday, July 11 — 2:00 P.M. to 5:30 P.M.

We shall run as is unless you call by that time.

Cordially,

THE ADVERTISING COUNCIL OF ROCHESTER, INC.

Edward E. Johnson
PRESIDENT

EP: Harrison:厦
A FACT...

George Eastman worked for the Rochester Savings Bank as a young man (1874-1881). While working here he saved the first few thousands of dollars that enabled him to found the great industry bearing his name.

A STATEMENT...

Years later in the THRIFT ADVOCATE* of May 1923 he wrote to the boys and girls in our public schools who were saving in the ROCHESTER SAVINGS BANK School Savings Department:

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AND TODAY...

It's a message for thoughtful people to ponder today just as it was in 1923.

*The Thrift Advocate has been published quarterly by Rochester Savings Bank since 1921. "To encourage thrift in the school and home."
Recognition of

“EASTMAN CENTENNIAL”

by

Rochester Gas and Electric Corporation
Recognition of Eastman Centennial
by Rochester Gas and Electric

RG&E Messenger
July issue of Rochester Commerce Magazine
Ad in Times-Union and Democrat & Chronicle July 9
Ad in Democrat & Chronicle July 11 and Times-Union July 13
Ad in Community Newspapers week of July 18
Centennial Window at RG&E
Radio Commercial WHAM July 12
Article in RG&E Employee Magazine
GEORGE EASTMAN, the founder of modern photography, and Thomas A. Edison, inventor of the motion-picture camera, in the Eastman House gardens in Rochester in 1924. Nearly four decades earlier, Eastman supplied the first strip of film for Edison’s momentous experiment.
HOUSEHOLD HINTS

FOOD FREEZER FOR SUMMER FRESH

You have a freezer? A contemporary marvel with the capability of preserving food for months, and always ready for use. Your freezer makes it possible to store, freeze, and always have on hand the foods you need, regardless of the season. To make the most of your freezer, follow these tips:

1. Use the freezer for short-term storage of perishables like fruits and vegetables.
2. Freeze meats and poultry whole or in smaller portions.
3. Store frozen food in airtight containers to prevent freezer burn.
4. Label all freezer items with date and contents.
5. Use the freezer to prepare large batches of food for quick meals.
6. Thaw frozen food slowly in the refrigerator.

SHIPS OF THE MONTH

SAILING VESSELS

1. Clipper ships
2. Steamers
3. Motors

GENERAL TIPS

1. Keep the freezer well-ventilated.
2. Use the freezer to store non-perishable items.
3. Keep the freezer door closed as much as possible.
4. Use the freezer to store ice cream and other frozen desserts.
5. Thaw frozen food slowly in the refrigerator.

For More Information, Write or Phone

GAS SPACE HEATING SALES DEPARTMENT
Rochester Gas & Electric
99 East Avenue

Centennial; ()
2 APPLIANCES IN 1
Combination REFRIGERATOR-FREEZER
at a special LOW PRICE

Regular price $495.00
now only $399.95
with most old models.
SPECIAL TERMS

LOOK at these features...

- Handy Door Subject
- Adjustable Storage Shelves
- Fruit and Vegetable Racks-Drawers
- Neutral
- Removable Top Shelf

SUCH CLEARANCE PROGRAM
NEEDS YOUR SUPPORT

You can help by simply referring to your
friends, relatives, and neighbors. By telling
them what you think of the clearance
program, you can make it a success.

TUNE IN "THE RED SKELETON SHOW"
MONDAYS 6:45 P.M.
WIX 1450 AM 1010 F.M.

Centennial; ()
Full Page Ad
in the July Issue
of Rochester Commerce

Centennial; ()
MEETING OF THE MINDS

George Eastman and Thomas Edison helped give us the better way of life we now enjoy.

George Eastman and Thomas Edison are shown here on the lawn at Eastman House in 1928 when 16 millimeter Kodacolor movie film was first introduced.

These two men met together often, helping each other to solve difficult technical problems.

By coincidence, this year we are celebrating events from the lives of both of these men. 1954 marks the hundredth anniversary of Eastman’s birth and the seventy-fifth anniversary of one of Edison’s most important discoveries, the electric light.

We salute the memories of these two great men, who gave freely of their time, their energies, their gifted minds to help their fellow men.

Rochester Gas & Electric

Rochester COMMERCE
Bronze plaque marks Eastman's role in building community service center

Yesterday, at a special luncheon at the Chamber of Commerce, a bronze plaque was dedicated to George Eastman, who was responsible for the construction of the Rochester Chamber of Commerce building on St. Paul Street. George Eastman's association that the community needed such a service center was so firm that in 1917, he donated the funds necessary to erect one. Then, in 1923, when more space was needed, he furnished the funds to enlarge it. The facilities which his generosity made possible have helped the Rochester Chamber of Commerce to become one of the outstanding business associations in the world, working for the benefit of the entire community.
AD in Democrat & Chronicle
Sunday, July 11, 1954 and
Times Union, Tuesday,
July 13, 1954.

AD Also appeared in the
following Community Papers
week of July 18, 1954:

East Side Reporter
Rochester Tribune
Southside News
Jewish Ledger
Community News
Abendpost
Brighton Pittsford Post
Penfield Republican
East Rochester Herald
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Centennial Window
July 9-16, 1954

RG&E Main Office
89 East Avenue
Centennial Window
July 9-16, 1954
RG&E Main Office
89 East Avenue
Centennial; ()
Radio Commercial

WHAM - July 13, 1954

Centennial; ()
COPY
from Rochester Gas and Electric Advertising Department
DATE: ________

It's Fun To Be Right
July 13, 1954
Sponsor: R.G.&E.

ANN: Say, Ted, do you realize that this is Eastman Centennial Week?

TED: I did see something about it in the newspapers the other day. What's it all about, Ann?

ANN: Well, yesterday, July 12, was the one-hundredth anniversary of George Eastman's birth, and the entire community is celebrating the event.

TED: That seems only fitting, Ann, considering all that Mr. Eastman did for Rochester.

ANN: Yes, he did a lot for our community. There are many interesting exhibits around town this week which show some of the many things which his generosity made possible.

TED: Where are some of these exhibits, Ann? I'd like to see them.

ANN: Well, I saw a very interesting one in one of the Rochester Gas and Electric's large show windows on East Avenue. It shows scenes from Eastman's early life including photos of his mother and father and a short history of the motion picture industry, showing the parts that Eastman and Thomas Edison played in developing motion pictures. Then, too, there were lots of old cameras, some dating way back to 1895.

TED: I'll have to get over to the RG&E to see that, Ann. What are other people doing to celebrate the Eastman Centennial?
It's Fun To Be Right

July 13, 1954
Sponsored by A.E.

Ann: Many organizations which Mr. Eastman aided have exhibits in the Chamber of Commerce building on St. Paul Street. Then there is the special Eastman exhibit in the Dryden Gallery at Eastman House and an exhibit at the Rochester Museum entitled "Eastman in Africa". There are so many, Ted, that I just can't remember all of them.

Ted: Well, I'm certainly going to see some of these special exhibits about George Eastman's life.

Ann: Yes, Ted, I think you should. And I want to urge all of our listeners to stop in at some of the places we've mentioned to see these displays. George Eastman did so much for all of us that we should all try to learn a little more about him.
Article in
RG&E Employee Publication
See Page 6
THE SWIM-STAKES OF 1954 ARE NOW ON...

CARTL; GRIFFITH, Safety Division

The management is deeply concerned over the number of accidental injuries to the employees of this company. This feeling is prevalent in other companies throughout the industry. The reason for this concern is apparent when we consider that in a breakdown of Safety Records of 41 Industries compiled by the National Safety Council, Electric Utilities ranked 26th and Gas Utilities ranked 32nd.

And what part does our company play in this sad picture? Although our Gas Department has a slightly better Safety Record than that of the Gas Industry, (a 2.5% lower accident frequency rate), it still rates twenty-seventh compared with the Industry having the best Safety Record. Our Electric Department’s Safety compares even less favorably. It is 22.9% poorer than the Safety Record of the Electric Utility Industry as a whole. A more startling picture is presented when we look at the company as a whole along-side the Industrial Safety Record. Last year our company’s accident frequency rate was 14.4 lost-time injuries per million man-hours worked. Industrial experience, which is the average of all industries, was 8.4 lost time accidents per million man-hours worked. This means that we are not even average in performance but our frequency rate, which is a direct index of our Safety Record, is 71.4% poorer than the average of all industries.

The need for sweeping improvements is obvious and on in all worthwhile endeavors our company wants to be among the leaders. Hence we are embarking upon a “maximum effort” program to improve our safety record.

We all know a “good” Safety Record is something to be proud of and always rates a pleased and sincere recognition, but, do we realize fully what lies behind a “poor” Safety Record? How can we evaluate the suffering of the injured employee, the worry and strain experienced by his family, the concern and feeling of his fellow employees and friends? Can you think of a worse case to which you might lend your efforts? LET’S IMPROVE THAT SAFETY RECORD!!!

A company-wide Safety Contest was instituted June 1st and will terminate September 30th. In encompassing the summer months we hope to combat the “hot weather let-down.” We cannot afford to let this common human failing influence our Safety consciousness. THERE CAN BE NO LET-DOWN IN OUR SAFETY ATTITUDES OR HABITS.

In an effort to make the contest as fair as possible we are taking into consideration the number of employees in each department, the number of man-hours worked, the degree of exposure to accident conditions, and the frequency and severity of accidents actually encountered during the last three summers. Lost time accidents will be given twice as much weight as no lost time accidents and vehicle accidents will also be considered in the judging. The winner will be that division obtaining the greatest improvement over its own previous average summer Safety Record and the decision of the Committee will be final.

Progress will be recorded and posted on the bulletin boards on a semi-monthly basis. The division achieving the greatest improvement each month will receive a Certificate of Merit. Each employee of the winning division at the Contest’s finale will receive a personal prize in sincere appreciation of his successful efforts.

LET’S ALL GET IN THE SWIM FOR SAFETY!!!

One of our many Community projects won this fine display in our Main Office window promoting Safety Week. The safety equipment is part of the complement of our Emergency Truck pictured in the background. This fully equipped vehicle is at the disposal of the emergency needs of the community as well as for our company on a 24-hour basis.
Herman Russell Honored by R.I.T.

Honoring of two distinguished members of the Rochester Institute of Technology board of trustees highlighted the semi-annual meeting of the board, which was held April 26 at R.I.T.

Edward A. Halbherr, first vice-chairman of the RIT board and chairman of the board of directors of Victor Insulators, Inc., has been named honorary chairman of the RIT board. He is an alumnus of RIT, having graduated from the mechanical department in 1902.

Herman Russell, second vice-president of the Rochester Institute board, and chairman of the board of the Rochester Gas & Electric Corp., has been selected to serve as honorary vice-chairman of the board.

Mr. Halbherr and Mr. Russell, picked because of long and meritorious service to the Institute, are the only men ever to assume these honorary positions on the RIT board.

Alexander M. Beebee, president of RG&E, was named to one of the two vacant positions on the 35-man board of trustees. There are now 34 members.

Five Districts Dinner Rousing Success

A new page was written in the annals of RG&E, employees history Thursday, May 27th, when 169 employees of the company’s five districts held their Spring Dinner at the new Employees Center. For many, it was the first visit to the Center and for all, it was the first time any of the five districts had met together for an introduction meeting and social function.

The program for the late afternoon and early evening consisted of various games of chance such as Big 6, Beat the Dealer, Over and Under Seven, etc. Prizes were awarded to the boy and girl who accumulated the largest amount of “wealth” during the course of the games. Three Rochester boys, Mel Robinson, Frank Nolte and Norm Eckrich were the cashiers and handled all the Play Money used throughout the play period. Hazel Ganzer from Sodus and Paul Longyear from Eastern Monroe were the winners in this event.

Each of the five districts donated a door prize and those who were present were given the holders of lucky numbers at different times.

The dinner consisted of Southern Fried Chicken with all the trimmings and after the meal, Phil Thomas, 1954 Host Manager, introduced the guests of honor to stand and be recognized. Each of the District Managers was called upon for a few words and, having been warned to keep it brief, did just that. Other speakers included Mr. Beebee, Mr. Beebee, Mr. East, Dewitt Pike and Gordon Ross, each with appropriate remarks. Also, during the dinner Wilson Kupper of the Genesee District led the

(Continued on Page 5)
P. E.:

Each year the Management of the company must justify its actions before the stockholders of the company. On May 19th was held the Annual Meeting of the Stockholders of the company, and I am sure you will all be glad to know that all our present Directors were re-elected for another year without a single dissenting vote. This was gratifying as it shows that the stockholders have confidence in the Directors who are guiding the policies of the company.

Immediately following the Annual Meeting of Stockholders, the Directors re-elected the existing officers of the company.

As you may or may not know, we have nearly 14,000 stockholders, more than 6 times as many stockholders as we have employees, and they come from all walks of life and from all sections of the country, though a large number of them are right here in Rochester and many are employees of the company as well. This is a healthy condition and typically American, and naturally we were gratified that the stockholders who are the owners of the company, apparently feel the company is in good hands.

However, we have a problem ahead of us. We are in the middle of a heavy financing program in order that we may be able to pay for the enlargements in plant and equipment that the company is installing and which helps to provide jobs for the employees of the company. To obtain the funds necessary to pay for these facilities requires that we be in a position to show reasonable earnings. This last year, due to our ability with increased load to show an increase in earnings, we have been able to sell our securities at a favorable rate of interest. Our recent issue of $8,000,000 of preferred was sold at the low rate of 4 1/4%. If our earnings begin to fall off, we will have to pay higher rates of interest for the money that we will be borrowing for our construction program, and that would reduce our earnings that much further. It is a vicious cycle. However, as we expand our plant, as long as we can keep our earnings up, we will be able to obtain our much-needed money for new construction at better rates of interest. We are being forced to spend $18,000,000 this year for new plant and equipment and about the same next year. In order to do this, possibly 8 or 10 million dollars worth of securities must be sold this year, and probably another $5,000,000 next spring.

From the above you can see the importance of earnings in helping to provide jobs and enabling us to do the many things we would like to do as a company.
The President's Page...

However, the recent downward trend in earnings has given us considerable concern and is the reason that we are asking our employees to operate just as economically as we possibly can. One of the best ways that employees can help in this matter is to do all that is possible so that we will not have to enlarge our personnel during this emergency. It isn't only the wages but the fringe benefit costs that alone total about $45 an hour, that weigh heavily every time an added employee is put on. We do not ask that anybody be laid off. You know our policy on this subject as indicated by the way we handled the personnel of the Coke Ovens when they were shut down. However, the normal process of retirements and terminations can help us during this emergency if added personnel are not put on unless it is absolutely necessary. Your Management is not being parsimonious. We are merely trying to do the best we can to meet the problems, and with your help I know we will succeed. Until this heavy construction program is complete, it does place a number of difficult problems in the path of those who are trying to guide the operations of the company.

Every saving that an employee may be able to make, may seem small and unimportant, but just as the Genesee River is the eventful result of little streams throughout its drainage area, so can the efficiency of our employees be a great help to us in the coming months.

The increased costs of natural gas and the added expenses of pension, hospitalization and other things that the company has had to absorb, are beginning to have an effect on our earnings, and the budget for the balance of the year indicates that it will require great effort on our part if we are to avoid showing a substantial drop in earnings through the rest of this year. The first five months to date show a loss in net earnings of $175,463 as compared with a year ago, which disturbs us greatly.

It is for all these reasons that you can see why the company is asking its employees to economize in every way we can so we can improve the picture and be able to meet our responsibilities in the future. In the past we have had these occasions that required unusual cooperation on the part of our employees, and you have always responded in a magnificent way. I am sure that we will receive the same consideration at this time, and when the year is up we will have figures that I hope will not penalize us too severely in the problems we are facing. With your cooperation I am sure we can eventually solve this problem in a way of which we can all be proud.

Sincerely,

Alexander M. Beebe
President
July 12th will be the 100th Anniversary of the birth of George Eastman, the man whose name and ingenuity have played such a major role in the development of the photographic industry and the City of Rochester.

Mr. Eastman was born in Waterville, Oneida County, New York on July 12, 1854, the son of George Washington and Maria Kilbourn Eastman. His father was a pioneer in the business-world field and the successful establishment that he founded was continued for several years by his brother. His mother was a woman of unusual character and ability, yet the resources of the family were so slender that young Eastman conceived an absolute terror of poverty, and with that foresight which characterized his entire life he carefully kept expenditures within income.

The span of George Eastman's career encompassed civilization's greatest advances not only in photography, but also in industrial development and in planned philanthropy—the causes to which his ingenuity, his abundant energy, and his business acumen were most faithfully devoted.

One of the earliest gifts which Eastman gave to the City of Rochester was the Chamber of Commerce building and the land on which it stands. This was in 1912 and in 1927 he financed an addition to the building which brought it up to its present size. This time the land for the addition was purchased by the members.

Eastman was a close friend of the Father of the Electric Industry, Thomas Edison. For awhile they worked as a team with the moving picture camera as their common interest. . . . Edison with the camera and Eastman with the film. Together they laid the groundwork and developed the first animated motion picture apparatus the world has ever known. It was through this medium that the two wizards met and became life-long friends.

Though not a musician himself, Mr. Eastman was extremely fond of music and developed a taste for the best of classical music. For many years, every Sunday evening that he was in Rochester, about a hundred guests were entertained at his home by the Kilbourn Quartette, named in honor of his mother, and swayed also by the rich tones of his pipe organ, known as one of the finest in the country. But he was not content to limit the enjoyment of good music that he could provide to his immediate circle of friends: the public, too, must have the opportunity to develop that talent. And hence, the Eastman Theater, the Eastman School of Music, Kilbourn Hall, the Rochester Philharmonic Orchestra with concerts of unusual excellence throughout the winter—all this made possible through his building and endowing of the Eastman Theater and the Eastman School of Music and giving them to the University of Rochester thereby making Rochester, indeed, a musical center.

Previous to the establishment of the Eastman School of Music, Mr. Eastman had built and endowed the Rochester Dental Dispensary through which hundreds of thousands of school children have had free prophylactic treatments and such of them as could not afford to pay have had further free treatments.

(Continued on Page 12)
"Power For Progress" Key to Industrial Advance

Back in 1879, in the early days of the Edison Light Company, a stockholder questioned Edison about the 'wonder of lighting central stations in commercial districts. He thought their use of electric light would be limited because they were virtually abandoned after dark.

Edison's reply showed that he had not confined his thinking to light alone. He said that the districts which were poorest for light would be the best for power, thus evening up the whole city. By the time of his death in 1931 he saw two-thirds of the nation's annual generation of electricity go to the service of commerce and industry. In this year of Light's Diamond Jubilee the same ratio obtains, and electric power is the key to industrial achievement.

"Light for Freedom—Power for Progress" is the slogan of the Jubilee celebration. In both hot and cold war periods, we have learned the importance of power for industry in keeping the light of freedom bright. But electrical development in America has also made possible our unparalleled living standards, with all they can mean in the progress of our civilization.

Americans have at their service more manufactured products than any people in history have ever had.

In 1951, about 166 billion kilowatt hours of electricity went into manufacturing processes—more than eight times the consumption in 1921.

On a per capita basis, America's industrial production has tripled in the past 32 years. The amount of electricity used for each unit of production has almost doubled, while the number of machines per unit have decreased by almost 50 per cent. Electric power has eased the worker's burden and made possible higher pay and better working conditions.

Lighting is a basic industrial tool of primary importance. A well-lighted plant is an efficient plant. Production under proper lighting shows a definite improvement in the quality of the product and a definite decrease in the spoilage of units. Furthermore, proper lighting reduces accident hazards and worker tension...

This material is provided for reference purposes only. Original now in the George Eastman Legacy Collection. George Eastman Museum.
Emphatically Emeritus

The Pension Division of the Employee Relations Department and the RG&E NEWS have received numerous requests for a column in your magazine which would be devoted to news about our Employees Emeritus. We think it is a good idea and that it will get enthusiastic readership from all of our employees, both active and retired.

You must realize, however, that we cannot do this alone ... we need your help in the form of news stories, photos, anecdotes, etc. So, in order that we may know about you and what you are doing, we must keep in touch with you.

There are three main ways in which we can get together. You can write to us (which we would like very much), you could call us on the phone (this would be nice, too), or whenever you are in the vicinity of the Main Office, you could drop in to see us (this would be better yet). By “us”, we mean John Malloy in the Pension Division Office or Carl Schoen, Editor of the RG&E NEWS ... both these offices are on the Seventh Floor ... We hope, also, that all active employees, supervisors, department heads and staff personnel will be quick to send us appropriate news items concerning Employees Emeritus with whom they have visited on or off the job.

How about it? Let’s make this an outstanding regular feature of the NEWS.

DISTRICTS DINNER

(Continued from Page 3)

assembly in the singing of a group of songs which further promoted the already present atmosphere of fellowship.

Mr. Beebe displayed a friendly radiance which was felt by all. The sincerity of both Mr. Beebe and Mr. East was reflected by everyone and the Master of Ceremonies remarked that the employees were more sure than ever that the control of our company was in excellent hands.

The consensus of all present was that the gathering was a tremendous success and the event should become an annual affair.

“An ounce of prevention is worth a pound of cure.”

EIGHT RETIRE IN MAY AND JUNE

During the months of May and June eight more former employees of the RG&E were entered in the inactive records. At this writing they are enjoying the benefits of their retirement ... and with the blessings of all their co-workers.

They are: May—Ida M. Chase, Office Maintenance, 14 years and 1 months; Antonio DiSalvio, Subway, 21 years and 5 months; Kathryn M. McIntyre, G & E Bookkeeping, 32 years and 1 months; Charles F. Piek, General Maintenance, 31 years and 8 months. In June: Herbert K. Carlson, Transportation, 30 years; Arthur L. Dewey, Storehouse, 16 years and 7 months; John H. Puttell, East Station, 24 years and 4 months and Eva J. Wyles, G & E Bookkeeping, 49 years and 4 months.

FROM THE NURSE ... TO YOU

The summer months are here and we will all be enjoying more out-of-doors activities. When you are at your cottages or on picnics be sure to watch for:

Poison ivy, poison oak and sumac
Insect flies and bugs
Don’t overexpose yourself in the hot sun and strong winds.

Don’t go swimming for at least one hour after eating; when swimming watch for undertow; do not go beyond designated areas.

None of all this are too busy to have your regular check-up by your Doctor and your Dentist.

EDWIN C. RUSSELL, R. N.

TRADING POST


FOR SALE: Combination radio and record player; in good condition. Motorola Console, Price $35.00. Call DeForest Colgrove, 145 Avellini Avenue, BAyer, 3181.

WANTED: Two-bedroom apartment. Please call Carmen Zipek, GElenor 5645-M or Ext. 566.

Average food consumption of two thirds of the world’s people is barely enough to support life—2,000 calories a day—and even this diet is usually lacking in some essential nutritious elements, says a Twentieth Century Fund report.
STOCKHOLDERS MEET AT RUSSELL STATION

Tour of Inspection Added to Agenda This Year

"The planning group for the Annual Meeting of RGOE stockholders "rang the Bell" this year when they decided to hold the session at Russell Station on the lake. To add to the interest of the day's activities, a luncheon was served to all attending and immediately thereafter a guided tour of the entire plant was arranged. It was agreed that the day was informative and delightfully unique."
Twenty-Five Service Anniversarys
During May and June

The following employees received pins for 25, 30, 35 and 40 years of service to the company during May and June:

MAY 1954
Hollis G. Young .................................. Geneco ............................................ 30 Yrs.
Carl R. Whitehead ................................ Electric Distribution Engr. .................. 35 Yrs.
Herbert K. Carlson ................................ Transportation ................................ 30 Yrs.
Henry Dillinger ................................... General Maintenance ......................... 30 Yrs.
Albert H. Koehler ................................ Line Operating ................................ 30 Yrs.
Rory E. Schmidt, Jr. ............................... Line Maintenance ............................. 30 Yrs.
Rosalee G. Bridgeman ........................... Administrative ............................... 25 Yrs.
Schuyler Thomas ................................ East Statin ...................................... 25 Yrs.
J. Frank Thompson ............................... Gas Production Superintendent's Office 25 Yrs.

JUNE 1954
Edmund C. Schenk ................................ Station No. 3 .................................. 45 Yrs.
W. Leonard Champion ............................ Stationary, Tabulating ..................... 30 Yrs.
Clinton B. Cole .................................. Commercial & Industrial .................. 30 Yrs.
Leo H. East ........................................ Administrative .................................. 25 Yrs.
Harry J. Luecke .................................. Station No. 7 .................................. 25 Yrs.
Edward J. Miller .................................. Electric Meter & Lab. ....................... 30 Yrs.
Katherine McDermott ............................. Customers G/B Bookkeeping ............... 30 Yrs.
Roy W. VanNess .................................. Plant Inventory ................................ 30 Yrs.
Stanley C. Allen .................................. Motor Reading ................................ 25 Yrs.
William F. Bodeakening ........................ Motor Reading ................................ 25 Yrs.
George R. Connell ................................ Gas Shop ....................................... 25 Yrs.
Guarapine Corbell ................................ Station No. 3 .................................. 25 Yrs.
Matthew Palermo .................................. Station No. 9 ................................ 25 Yrs.
Edward J. Bubanza ................................ Motor Reading ................................ 25 Yrs.
Norman E. Slayter ................................ Electric Meter & Lab. ....................... 25 Yrs.
Harold E. Wilson .................................. Western Monroe ............................ 25 Yrs.

WOMEN'S CHORUS HOLDS REUNION
On Thursday, May 6th, the Original Women's Chorus held a Reunion at the Employes [sic] Center and there were 40 people present. The evening was very enjoyable spent renewing old acquaintances, listening to old records made by the Chorus, and looking at old and new snapshots.

This Original Chorus kept very busy at that time—giving at least one concert a week with several variety acts, and traveling to all the U.S. Territory. At the beginning of World War II, they disbanded due to transportation difficulties, etc.

The girls had plenty to talk about; a bated ham dinner was enjoyed, plus some old familiar harmonizing. It was unanimously voted to have a bigger and better Reunion next year and Mrs. Marie Fredrickson was elected Chairman of that affair.

Lou Thompson Mason was in town for the event, and everybody enjoyed seeing her again. We were also happy to have with us Edna Crocker Robertson and Mabel Perry who are now among the alumni. There were several letters read from out of town members who could not make the trip this year, but hoped to come next year.

Before a man can wake up and find himself famous, he must wake up and find himself!

Today is the day you worried about yesterday!
PLAY BALL!!! When the Line Operating and Line Maintenance baseball teams met on the night of June 21st, the occasion was hip-deep in "firsts." It was the first game of the 1934 season, the first game to be played at the new Employees' Center, the first game to be played under lights on an RG&E-owned diamond, and, due to the presence of so many ladies and children, the first game in which the players couldn't possibly call out the umpire.

The new ball diamond was inaugurated with all the fanfare and festivity of a major league park, complete with crowd, band, uniformed players, balloons and lollipops for the kiddies, and, of course, the brilliant lighting that has been installed on the field for night games.

President Alex Bebee was on hand to pitch the ball that officially opened the season for the RG&E League. Upwards of 400 of our employees' families were in the stands to "OOGH a good miss and 'AAM a good catch.

More than a few were heard to say that this was a grand place to take the wife and kids on a hot summer night to enjoy the cool breeze and a good ballgame.
E. J. Howe's Son Wins Top Award

James E. Howe, son of Vice President and Mrs. Ernest J. Howe, recently was the recipient of the Wall Street Journal Award for outstanding academic achievement in the field of business. In 1952, Jim graduated from Williams with a BA degree and then went on to Columbia University's Graduate School of Business where he just received the degree of Master of Business Administration.

At Columbia, the 24-year-old Mr. Howe was president of Alpha Kappa Psi professional business fraternity and vice president of the Columbia Chapter, American Marketing Association. He was designated by the faculty of the University to be one of the two marshals of the Graduate Business School's commencement exercises.

A Second Lieutenant in the U.S. Air Force Reserve, Jim is slated for active service in the near future and is now living at home with his mother and father at 264 Allen Creek Road.

Eastman Centennial — (Continued from Page 6)

When the General Education Board of New York came to look upon Rochester as a logical location for a great medical school, Mr. Eastman became at once interested and cooperate[d] in the plan of making the medical school, and along with it the dental school, a part of a greater university for Rochester. Again his millions and his help in organizing became useful. The University of Rochester was not large enough in its pupils, in its buildings, or in its endowments, but it did stand high in scholarship. It was about to come into a tremendously greater usefulness in its medical section. However, the physical equipment of the college was inadequate and Mr. Eastman's enthusiasm and again his money became engaged in the project of expanding and improving the facilities. By 1925 the University had not only its greatest resources in prestige and brains and traditions, but with them property resources of more than $50,000,000.

Of the promotions and developments brought about by George Eastman in the City of Rochester, there are but a few. Nearly every item of civic pride and community good has had, in some way, a direct connection to this great philanthropist and to we who live and work here it is a proud feeling to be a citizen of the community which was so close to his heart.
CANANDAIGUA
BY MARGARET BURNS

Mr. and Mrs. Donald Lincoln have made a trip with the arrival of another girl on April 14th. They have named the new arrival Sandra Jane. Don works in the electric department.

Mr. and Mrs. Thomas recently visited the parents of Mrs. Thomas in California. In addition to seeing Zion and Bryce National Parks, Carlsbad Caverns and Colorado National Monument, they were able to help the elderly parents who have been ill so they considered the trip very worthwhile and enjoyable. Mr. Thomas is very enthusiastic about Al Dowd's state of Colorado.

Jack Clawson, Commercial Representative, has been elected to the Board of Directors of the Canandaigua Chamber of Commerce.

Fellow employees wish to express to Jimmy Myers sincere sympathy in the death of his father which occurred recently.

Bob Shay, who entered the Army in December, stopped by Clark St. on a recent furlough to catch up on the news and see the people he worked with. He was enroute to his new assignment at Fort Knox, Ky., where he will be a radio operator in the Armored Division. He had just completed his basic training at Fort Jackson, S.C. Bob drove a truck in the electric distribution department.

ELECTRIC DISTRIBUTION
BY CARRIE SCORRANO

We congratulate Al Kohler, of the Line Operating Department, on receiving his pansy thirty-five years of service to our company.

All of his friends will be glad to know that Horse Keefer, of the Line Operating Department, is back home from the hospital. We send him our best wishes for a speedy recovery.

We congratulate Mary Williams, of the Electric Distribution Office, for being elected Secretary of the Women's Bowling League, for the 1954-55.

THIRD FLOOR NEWS
BY NORM DAVIDSON

Ann Stewart has left on a four-month European trip. We'll be glad to hear all about it.

That bird has been at it again. On Easter Sunday he stopped long enough with Jean and Tom O'Brien to drop off Susan Marie, and on the next day, the 19th, he delivered a daughter to Betty and Dick Heverin.

Bob and Ginny Radell and family are back from Norfolk, Va., where Bob spent eighteen months putting the Navy back on its feet. Incidently, they brought back a little Rebel, named John, who is just a few months old.

6th FLOOR NEWS
BY RAY BAUER

We welcome Marie Barile to the ranks of the Rate Department. Marie has come to Rochester from the South—Binghamton, N.Y.

Congratulations, belated but sincere, to Mr. and Mrs. Bud Pickard. They were married on November 21, 1953. Bud works for the Steam Division and Alice is a member of the Rate Dept.

Another new face in the Rate Dept. is that of a new draftsman—Ortie Skinner. Welcome Ortie.

Announcement is made of the engagement of Rose Marie St. George, daughter of Mr. and Mrs. Charles St. George to Joseph D. Tevino.
7th FLOOR NEWS

BY CHARLOTTE BERGMeyer

Carl Schoen, editor of the "News," was married on April 21 to the former Miss Dorothy Watkinson.

Mrs. Russell recently attended the 1954 Industrial Health Conference in Chicago. Although the meetings kept her pretty well booked up, she squeezed in a trip through Chicago Town and also managed to see the play, "The Seven Year Itch." (Very appropriate for a Health Conference, don't you think?)

FIFTH FLOOR NEWS

BY BARBARA STANWIX

Tabulating: We welcome Georgiana Klusdley to the Tabulating Department. She was just transferred from Mailing.

Printing: Roger and Mrs. Benton (the former Ada Lippis) just returned from their wedding trip to Florida. Our sincere congratulations and good wishes are extended to the newlyweds.

TRANSPORTATION NEWS

By GEORGE MCGRATH

Congratulations to Bill Horschman on his recent attainment of a 30-year service pin. Bill spent most of these years as a coke delivery man. His congenial attitude and neatness in his work were responsible for many good customer relations that still exist today.

Wen and Malley Streete spent a unique vacation in Bermuda with friends. Wen summed up the entire two-week stay with one word -- terrific.

The Department shows promise of a good baseball team this year judging from early workouts. They are entered in the company interdepartmental league. Win or lose, there’s plenty of enthusiasm.

Transportation turned out in full force to honor Herb Carlson at his retirement party on May 28th. The occasion took place at the Employees Center. Herb received a cash purse from the boys. Jimmy Coyne made the presentation.

Bill Schopfheim of this Department is a member of the promotional committee for the Western New York Air Show & Races to be held on July 4th at Jamestown, N. Y. He has tickets available for all airplane enthusiasts. Contact him on Ext. 327, if interested.

Millie Redicker is sporting a new U.S.C. pin, recently awarded to her for 100 hours of service as a Junior Hostess at the Y.W.C.A.

Five More Return From Service

Since the last issue of the RG&E NEWS, five of our men have completed their tours of duty in the military service and have been returned to their jobs with the company. They are: Anthony DeMarco, Gas Street; John Jenningjohn, Western Monroe District Ralph Jennings, Auditing; Robert P. Rodell, Gas Spaceheating Sales and Harry Sowder, Lakeshore District.
EAST STATION NEWS

By DON HULBERT

Mr. and Mrs. LeRoy Hegeman and Mr. and Mrs. William Hegeman, (Bill to "Employee Emeritus" from West Station), have just returned from a four-week trip to Tucson, Arizona, where they visited Roy’s daughter and son-in-law, Mr. and Mrs. Van Geyten. Mr. Van Geyten is stationed at the air force base in Tucson. They drove a total of 5,600 miles and made stops at the Grand Canyon, Cactus Forest, Oak Creek Canyon, Painted Desert, Petrified Forest and many other points of interest.

Nancy Siano, daughter of Mr. and Mrs. Frank Siano, graduated from St. Lawrence University, June 6. Nancy majored in foreign languages.

Frank Thompson has been quite busy this spring trying to keep up with the University of Rochester and Genesee State Teachers’ College baseball teams. His son, Bruce, catches for the U. of R., while Bob plays second base for Genesee.

Mr. and Mrs. Bertrand Nugent spent the week of May 21st with their son, Bernard, Jr. at Fort Campbell, Ky.

Pte. Thomas Marion of the U.S. Marines spent his 30-day furlough home to his parents, Mr. and Mrs. Vincent Marion. Tom is stationed at Cherry Point, Marine Air Wing, Atlantic Fleet.

Arnold Homan was called to Canada by the death of his mother.

Jim Ryan just returned from a fishing trip to Canada. He brought back his usual string of fish stories, but we'll have to wait until he gets the pictures printed too.

Nancy Calderwood, daughter of Mr. and Mrs. Gordon Calderwood will matriculate at Wooster College in Ohio this September.

Gas Production Department held the annual bullhead dinner at Crescent Beach Hotel, April 20. The Gas House Gang is second to none when it comes to eating bullheads.

GENESEE DISTRICT

By WILSON KOPFER

Mr. and Mrs. Leslie Rickert are the proud parents of a son, Dennis Leo, born May 11th.

Mr. and Mrs. H. G. Young recently returned from a vacation in Bermuda. They both enjoyed the trip very much.

Harlean Strohan, District Line Supt., is recovering nicely from a recent operation. We hope to see him home from the hospital soon.

Marlie Brigham, Line Foreman, has completed 10 years of service with the company and our District Manager, H. G. Young, has completed 40 years of service.

Another 40 year milestone! Hells and Mrs. Young receive the congratulations of President A. H. Brackett. Hells received his service pin and Mrs. Young a beautiful orchid.

STATION No. 3 ITEMS

By JACK DAILEY

Born to Mr. and Mrs. George Mulligan their first boy, George Jr. at the Highland Hospital. Weight 6 lbs. 6 oz. The Mulligans already have two girls.

Born to Mr. and Mrs. Frank Van a girl, Judith Carol, 7 lbs. 2 oz. The event happened at the Strong Memorial Hospital on April 25, 1954.

Born to Mr. and Mrs. Frank Schwind a boy, James William, at the General Hospital. He started life at 9 lbs. 15 oz.
MAIL CALL

Hi, all you guys and gals in Service! We’ve received four wonderful letters which were deeply appreciated. Gordon Langdon, Electric Meter & Lab., didn’t say whether or not he enjoyed his MP duty, but does say that he expects to go to Vieques, Puerto Rico for about three months. Gordon is a parachute-rigger and has made one jump while at school at Lakehurst, New Jersey. Bob Chapman, Plant Inventory, was in Indiana over the Memorial Day weekend and witnessed the Indianapolis Speed Races. He thought they were wonderful. While watching the time trials he didn’t know whether to watch the cars go racing around the track at 140 miles per hour, or the gals in shorts and halters getting a suntan in the bleachers, or join the picknickers or golfers in the middle of the course. Bob thinks Indianapolis is one of the best cities in the country as far as their treatment of servicemen is concerned.

Bob McKay, Chem. Lab., has completed his basic training and is now going to the small arms section of the Ordnance School at Aberdeen Proving Grounds in Maryland. He likes the work and the camp but would still rather be trudging his merry way to East Station.

Pete Sicari, Station No. 3, is now in Denver, Colorado at Lowry Air Force Base going through Instructor Training and by the last part of June should be a full-fledged instructor. If any of you should have any news or pictures you’d like put in the “Mail Call” column, please don’t hesitate sending it in because we’d certainly like hearing from you.

Employees-In-Service Committee
Vera Eganides, Secretary

EDITOR’S NOTE

I’m sure all you people join me in wishing Vera Eganides, who writes your Mail Call each issue, the very best of good health and a speedy recovery. She has been away from her job for awhile for an operation and is now waiting out a successful convalescence.

A solded shot of the Vet’s Club banquet held at David Past. The offer was enjoyed by a record crowd.
MAIN FLOOR
by Anna May Trombley

DOMESTIC SALES

The Donald Gurnett's have announced the arrival of a son, Donald Jr., born April 19.

It's good to see Jim Graham back with us again following his recent illness. Hope you're feeling lots better, Jimmy!

Adelbert Gallenhar, son of Mrs. Mary Traugott, was married May 8 to Diane Gallo of Brockport.

Mary Lausley was honored at a luncheon at the Town and Country Restaurant prior to her leaving the company.

CASHIERS

Dolores Neiberich journeyed to New York one weekend just before Easter.

HOME SERVICE

Eight Home Service girls motored to Ithaca one spring weekend to attend the annual New York State Home Economics Ass'n meeting. On their return to Rochester, the girls stopped at the Holloway House where they surprised Alice Buell with a birthday celebration in honor of her.

Margie Bauer has returned from a thrilling vacation of sight-seeing in Europe.

"Puerto Rico is an isle bonita de fiores brillante con rojas gracious," reports Melrose Franklin, who enjoyed her recent visit to San Juan, Puerto Rico.

SANDY BEEBEE RETURNS TO JOB

The results of the balloting in the Women's Bowling League of the RG&E decided that Ruth Murphy will be president for the 1954-1955 season. Ruth works in the Employee Relations Department and has been an ardant enthusiast for the past few years.

Other officers elected were: Vice President, Frances Morabito; Treasurer, Gerry Fox and Secretary, Mary Williams. These officers wish to thank all the girls for their vote of confidence and hope to produce the necessary guidance for a bang-up season.

A good salesman is the fellow who can convince his wife she looks fat in a fur coat.

WOMEN BOWLERS ELECT

CUSTOMER SERVICE

Donald Sheehan, who has been with the Army Counter Intelligence Corps in Olean, France, expects to be back in the States by June 1.

Mr. and Mrs. Al Boeci are working overtime these days to prepare "Boeci's Rest" on Genesee Lake for the summer season.

Ewarl's Roses Rate Recognition

Garden Club Chairman Bob Ewarl's roses have won two Honorable Mentions in recent Rose Shows. His entry in the Single Yellow Bud Class was recognized in the Delco Rose Show and then, two days later, his entry in the Single Yellow Bud Class was accorded Honorable Mention by Judges at the Rochester Rose Show.

A self-made man is usually an example of unskilled labor.

THANK YOU!

Jimmie Chase, formerly of Office Maintenance and now "counsel," wishes to publicly thank all his friends in the company for all the lovely gifts and kindnesses bestowed on her while she was here. She maintains that working for the RG&E, and with people like you, is the greatest thing that could happen to anyone. Bless her.
IT'S BLOODMOBILE TIME!

Once again the R.G. & E. family is being called upon to make its contribution to a worthwhile cause — the Red Cross Blood Program.

The Bloodmobile will be set up in the Basement Auditorium of the Main Office on August 2nd and 3rd. Every effort will be made to schedule employees who wish to participate at a time most convenient to them.

Our Company set a new record of participation last year with a contribution of 433 pints of blood — a 37% increase over our previous year’s contribution. We feel sure that with your continued (and sincerely appreciated) support our Company will once again answer this community need in the splendid spirit that is so typical of the R.G. & E. family.
THE COVER
Ken Castle of Commercial and Industrial Sales and Art Underwood of Plant Inventory have been selling enthusiasts since they were boys and both have been members of the Rochester Yacht Club for almost the same length of time. It was through their combined efforts that we were able to get the cover picture for this issue.

Ken's boat, the Shadow, is reputedly the fastest in its class on the Great Lakes and his reputation as a racing Skipper is known far and wide.

Art's photographic wizardry has won him nearly every award the amateur photographic field has to offer, both in this country and abroad.

Another RG&E employee and valuable member of Ken's crew is Harmon Strong, a technical engineer in our Electric Department, seen in the bow of the Shadow. The location for this picture was Lake Ontario, just off Russell Station.

YOUR VACATION
The Company hopes you will use your vacation to rest, relax and have fun. Everybody benefits — you, your family and the RG&E... but BE CAREFUL — WE WANT YOU BACK!!

Something to be thankful for: We aren't getting near as much government as we are paying for.

Company Appliance Sales
11% Above Last Year!

The sales figures for the first five months of this year show that company appliance sales are running 11% ahead of the first five months of 1953. Your Domestic Sales Department knows that a big share of the credit belongs to company folks who have been loyal to their own purchases and have also done much of the spade work in selling their friends and neighbors on the advantages of buying at our company. This first sales record further convinces us that our policy of selling only quality products, promoting new appliances such as Incinerators and Dishwashers and giving our customers the finest, most dependable gas and electric service is a wise one.

Some Wonderful “BUYS” Left in LAMP SALE!
You may have noticed the big ad in the Rochester newspapers a few weeks ago telling about our Giant Jubilee Lamp Sale. It was also talked about on the “Red Skelton Show” tour new radio show on WHEC Mondays, Wednesdays and Fridays at 4:15 P.M. Our customers really went for these lamps in a big way because they recognized them as such wonderful values. So far we have sold nearly 500 lamps!

If you have a shower, wedding, birthday or anniversary coming along anytime this summer, why not solve your gift problem with one or more of these lamps! There is still a big variety at low, low prices on display at the Main Office.

Be the FIRST to GIVE the NEW Sensational...

Sunbeam CONTROLLED HEAT Automatic FRYPAN
Has the marvelous FRY-GUIDE and HEAT CONTROL DIAL right in the handle.

MARVELOUS NEW WATER-SEALED ELEMENT. YOU CAN IMMERSE THE ENTIRE PAN IN WATER UP TO THE CONTROL KNOBS FOR QUICK, EASY WASHING

You simply set the dial and you get CONTROLLED HEAT for perfect cooking and frying results without guesswork or constant watching. The shortening is always at just the right temperature, resulting in less grease absorption into the food.

Chickens, pork chops, fish, hamburgers, etc., are tastier, more flavorful with their natural juices sealed in. The new square design makes it ideal for frying bacon, eggs, pancakes, hashed brown potatoes, etc. You can cook more in the same area than you can in a round pan. Plug into any outlet. Use any place you wish. Has bubbletite legs.

EMPLOYEE PRICE ONLY $18.71
"then the dragon came..."

Nobody tells a story like Daddy. The everyday world fades away as his words lead you into a new and shining land.

And what if the dragon is a bit scary? You need only climb into Daddy's arms to be safe and secure again before it's time to sleep.

To make these we love safe and secure is the very core of homemaking. It is a privilege known only in a country such as ours, where men and women are free to work for it.

And taking care of our own is also the way we best take care of our country. For the strength of America is simply the strength of one secure home touching that of another.

Saving for security is easy! Read every word — now!

If you've tried to save and failed, chances are it was because you didn't have a plan. Well, here's a savings system that really works — the Payroll Savings Plan for investing in U.S. Savings Bonds. This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay.

And automatically invested in Series "E" U.S. Savings Bonds which are turned over to you.

If you can save only $3.50 a week on the Plan, in 9 years and 9 months you will have $4,137.30.

United States Series "E" Savings Bonds earn interest at an average of 2½ per cent, compounded semiannually, when held to maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish, giving you a return of 9½% on your original investment!

Eight million working men and women are building their security with the Payroll Savings Plan. For your sake, and your family's, too, how about signing up today? If you are self-employed, ask your banker about the Bond-A-Month Plan.

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