

R.G. and E. MONTHLY
MESSENGER ▶

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Everybody Benefits When Everybody Gives

THE COMMUNITY CHEST will hold its 29th annual campaign May 13 to 20, combining in a single canvass the appeals of 46 local philanthropies and 19 National War Fund organizations. That adds up to 65 good reasons for giving. The 46 local agencies are doing work so essential that there is a constant demand for expanded service in fields of health and human welfare. The National War Fund units include USO, carrying on a vital job for men still in the armed forces, including the occupation forces in Germany and in the Far East. They include also the relief organizations still engaged in a desperate battle with starvation and disease in war-blighted countries overseas.

One campaign instead of 65 means big savings in money, time and manpower. If each agency had to raise its own funds in a public appeal, the normal campaign cost would eat up from 15 to 25 cents out of every dollar raised. The Community Chest, by raising money for all the agencies, needs but 4½ cents out of every dollar for campaign and administration costs. That's the lowest figure for any Community Chest in

the country of comparable size! If you live in Rochester or Monroe County help the ROCHESTER COMMUNITY CHEST.

FREE ENTERPRISE BEATS RUSSIAN SYSTEM

A recent study of two typical electric power plants contrasts the achievement of free enterprise with that of a government-controlled industry. The two plants were similar in size and in other respects. One was located in Soviet Russia—the other in the United States. The Russian government-controlled plant required 11 workers per 1000 kilowatts of electric power produced; the American plant only 1.3 workers per 1000 kilowatts. We owe our high living standards to the efficiency of the free enterprise system. (American Federation of Labor Monthly Survey)

FARM ELECTRIFICATION IS BEING PUSHED

A survey of 41 farms revealed that after electrification acreage increased 21 per cent; cows milked, 46 per cent; laying hens, 56 per cent; chicks hatched, 130 per cent. Electric refrigeration made it possible to store and sell 500 per cent more apples. Extension of rural electric lines is being pushed throughout this area by the R.G.&E., and it will not be long before every farm and rural home is served with low cost, dependable power.

Wisdom is knowing what to do next; skill is in knowing how to do it; enterprise is doing it.

At the end of 1945 the R.G.&E. was serving 148,351 electric customers and 121,911 gas customers. Territory served extends as far as Cato on the east, to Bolivar on the south and to Brockport on the west.

The man who watches the clock is likely to remain one of the hands.



"You're a salesman I'd like to see every day."

American People Spend More for Cigarettes Than for Electricity Used in the Home

One of the tragic developments of the reconversion period . . . tragic insofar as the public pocketbook is concerned . . . is that so much time and effort is being devoted to the promotion of public power projects like the St. Lawrence Seaway and Missouri Valley Authority.

**REDDY KILOWATT ASKS:
"WHY PICK ON ME?"**



"I'm the smallest item in the family budget."

When you read of the time and attention being given by Congress to these projects and the arguments for spending hundreds of millions of your dollars the natural assumption is that there must be a great shortage of electric power to cause all this commotion. Exactly the opposite is true. There is available from present sources abundant power for home, farm, commerce and industry.

Well, if there is enough electricity the trouble must be that the power companies have been boosting their rates. Absolutely the contrary! Cost of electricity has gone down steadily until now the average family gets about twice as much for the same money as it did twenty years ago. Not only that, but electricity is about the only item in the family budget that now costs less than it did before the war.

With this record of savings to the consumer why is there so much agitation?

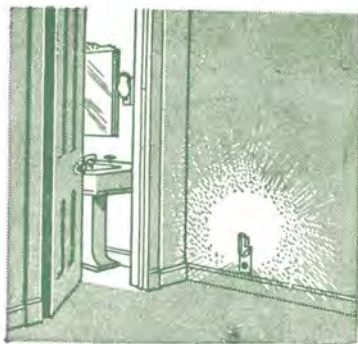
Much of the agitation is fostered by people who want to scrap the American system and substitute foreign isms. Their first objective is the electric power industry. If they succeed in putting that under political operation they'll try to do the same thing with other industries until the industrial and business system that has given Amer-

ica the highest wages and the highest standard of living in the world is wrecked.

The real purpose of this move is always cunningly concealed and sincere followers are attracted through misrepresentation. If promoters of schemes to spend huge sums on public power projects are really concerned with saving money for the consumer they can help a lot more by working to cut the cost of those things which take the largest part of family income instead of electricity, which is the smallest item in the United States Bureau of Labor Statistics on cost of living.

Most of us think nothing of giving away a cigarette because we consider it so cheap, yet last year the people of this country spent fifty per cent more for the cigarettes they smoked than they did for all the electricity used in all the homes in America. And, if you want even lower electricity cost all that has to be done is to give the business-managed power companies the same tax exemptions that are accorded public projects. They'll give you electricity cheaper than any government can supply it and without a cent of expenditure of taxpayers' money.

ALL-NIGHT LIGHT



A tiny light which burns all night in the hallway or bathroom is invaluable for the family which has small children, an invalid, or workers who keep irregular hours. And using only seven watts of electricity, the light can be left burning all night long for less than half a cent.