

PP&L Reports Electric Use Last Year Up 8.5 Per Cent, at New High

In 1955 you probably used 8½ per cent more electricity than you did the year before. And over 38 per cent more than in 1951. These figures represent the average increases in those periods for all Pennsylvania Power & Light Company residential and farm customers, according to the utility company's 1955 annual report mailed to approximately 100,000 company employees and shareowners.

In his letter to shareowners, Chas. E. Oakes, PP&L president, points out that the increasing use of electric service by all classes of customers, the normal increase in numbers of customers and the serving of a larger area as a result of merger have helped send company revenues to a new high.

Wages, Materials Higher

Mr. Oakes also points out that, among other things, increases in prices of materials and in wages were contributing factors in increasing the company's operating expenses, offsetting somewhat the gain in revenues. Taxes, too, were a major 1955 expense, amounting to \$22.4 million or 13 times the amount paid in dividends to the company's 94,198 shareowners.

Earnings applicable to the company's common stock outstanding at the year end were \$3.02 per share, as compared with \$2.88 per share for 1954.

Cushwa, Williamsport, Md., \$210; lot 5, Dec 12, 1954, B. F. King, Kirkwood, Pa., \$200; lot 11, March 8, 1954, Pine Valley Farm, Bethel, Me., \$400, lot 12, April 16, 1954, Spring Valley Farms, Poolesville, Md., \$825; lot 13, July 22, 1954, Renappi Corp., Wilmington, Del., \$355; lot 14, Oct. 21, 1954, Falkland Farms, Schellsburg, Pa., \$463; lot 17, Dec 7, 1953, Circle R Farms, Shippery Rock, Pa., \$665;

Lot 18, Dec 14, 1953, White Oaks Farm, Clearfield, Pa., \$1000; lot 19, Jan. 18, 1954, Karl Marks, Lewes, Del., \$1000, lot 20, Oct. 9, 1954, Tom Jolly Farm, Parker, Pa.; lot 21, Oct 16, 1954, Clyde O. Garber, New Oxford, Pa., \$285; lot 24, May 26, 1954, Norman F. Greenway, Greenway Farms, LaGrangeville, N. Y., \$1725; lot 25, Sept. 24, 1954, om Jolly Farm, \$700; lot 26, Sept 27, 1954, Clove Creek Farm (Franklin D. Roosevelt, Jr.), Poughquog, N. Y., \$450, lot 27, Sept. 10, 1953, Rugh Hillcrest Farms, Inc., New Cumberland, W. Va., \$1050;

Lot 28, Sept. 30, 1954, Pine Valley Farms, \$200; lot 29, Oct 2, 1954, Pine Valley Farm, \$200, lot 30, Oct. 10, 1954, David K. Cushwa, \$225; lot 31, Oct. 12, 1954, David K. Cushwa, \$205; lot 32, May 30, 1954, Fred D. Wilson, Stockton, N. J. \$350; lot 33-10, 1954, Renappi Corp., \$500; lot 36, May 31, 1954, Cove Farm, St. Leonard, Md. \$1800; lot 37, 7-3-1954, "E's" Hereford Farm, Evans City, Pa., \$700; lot 39, Sept. 12, 1954, David K. Cushwa, \$250; lot 40, Oct. 4, 1954, Rugh Hillcrest Farm \$400; lot 41, 11-18-1954, Cumberland Trail Farms, (C. E. Nance), St. Elmo, Ill., \$860;

Lot 43, April 15, 1954, Fred D. Wilson, \$410; lot 44, June 11, 1954, White Oaks Farm, Clearfield, Pa., \$450; lot 45, Feb. 12, 1954, J. H. Sprecher Farms, Lebanon, Pa., \$2000; lot 46, Jan. 14, 1955, Raymond A. Anderson, \$480; lot 47, Jan. 17, 1955, Renappi Corp., \$355; lot 48, June 30, 1954, J. H. Sprecher Farms, \$910; lot 49, Jan. 2, 1955, J. A. Watson, Jr., Sheridan Point Farm, Odelina, Md., \$310; lot 50, Jan. 2, 1955, Clove Creek Farm, \$410; lot 51, Sept. 26, 1954, J. D. McKinnon, Elmira, N. Y., \$500; lot 52, March 23, 1954, Cumberland Trail Farms, \$600;

Lot 54, July 15, 1954, Sheridan Point Farm, \$360; lot 55, Jan 4, 1955, L. J. Moore, Holly Springs Farm, Covington, Ga., \$1500; lot 56, March 25, 1955, Gilmer Rose, Mt. Airy, Md., \$400; lot 57, Sept. 4, 1954, David K. Cushwa, \$300.

These 1955 per share earnings would have been \$3.10 if effect of the merger of Pennsylvania Water & Power Company, in June of 1955, had been given for the full year. This merger and that of The Scranton Electric Company increased PP&L's utility plant by \$111 million.

Another important phase of the report is discussion of the company's construction program for providing adequate facilities with which to supply the increasing demands for electric power in homes, farms, business and industry throughout Central Eastern Pennsylvania.

Construction \$31.4 Million
Construction expenditures in 1955 totaled \$31.4 million. Based on present estimates of future electric usage, an estimated \$157 million will be needed to carry out the company's construction program in the next five years. PP&L's postwar construction program, 1946 through 1960, is now expected to total approximately \$447 million.

Among the several interesting charts in the report is one which shows that some \$59.2 million of the company's total income is returned to service area. Of this amount, \$35.5 million was paid in wages to employees; \$14.5 million in local purchases of fuel materials and supplies; \$4.3 million in state and local taxes; and \$4.9 million in dividends to local shareowners, representing a substantial contribution to the economy of Central Eastern Pennsylvania.

Another important report item is the estimated new job opportunities resulting from intensive postwar industrial development activities throughout Central Eastern Pennsylvania. Over 91,500 job opportunities, according to the report, can be credited to incoming new industries since the close of World War II.

Employment Potential

The fact that the new industry employment potential is more than the equivalent of the combined industrial employment of four major communities in the area shows how important such development efforts are to every community in offsetting the migration of older industries, declines in anthracite mining and any industrial business mortality. According to the latest state figures available on industrial employment by communities, Bethlehem has 27,740 employed in industry; Allentown, 25,020; Scranton, 19,734; and Lancaster,

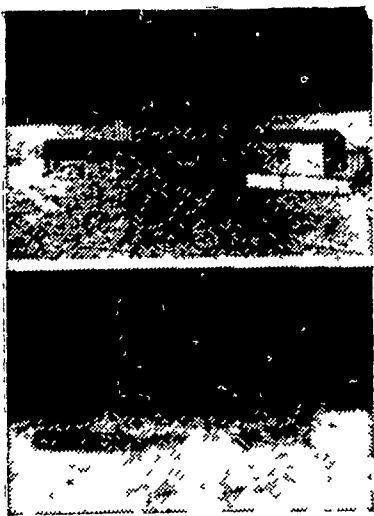
17,234, or a total of 89,732

Looking toward being of even greater service to Central Eastern Pennsylvania it is understood that the utility, as part of its recently announced Business Development department plans, is aiming at an even more concentrated drive in this direction. An expanded program will be directed both at generating increased community activities as well as intensifying the company's direct promotional efforts

CHICKEN HOUSE COLLAPSES

Frank Aulthouse, R1 Stevens, escaped injury when a two-story concrete block chicken house on his farm collapsed late last week. He had just left the building when it fell. Damage was estimated at \$12,000.

with industry over the entire nation.



DEFIES BLAST!—Seconds after picture at top was shot during atom bomb explosion in "Survival City" test on Nevada desert, house at right was demolished and, as seen in lower picture, the huge, exposed LP-Gas bulk storage tank came through shock virtually unscathed.

Eastern Polled Hereford Sale

(Continued from page one)

Schellsburg, Pa., and White Oaks Farm, Clearfield, Pa. Buyer was Crissinger Stock Farms, Rebuck, Pa.

Summary of Sale

Quality, as well as price, was varied. The high-selling bull had chalked up more winnings at expositions than any other two-year-old bull in the east.

Here is a summary of the sale:
9 Bulls totaled \$8,575, avg. \$953.
41 females totaled \$24,470, avg. \$597.
50 Lots totaled \$33,050, avg. \$660.

Two outstanding marks were recorded for the EPMA, first the average gained \$100 over last year, and the bull average was the best in association history. Col. Jewett Fulkerson, auctioneer, described the consignment as one of the top sales of the east, "top cattle have come here, and many of their sons and daughters sell."

Cattle sold into 11 states, with Pennsylvania taking 12, Maryland 11, Delaware 10, New York 6, Maine and Virginia 3, and two each to Massachusetts, West Virginia, New Jersey and Illinois, one to Georgia.

Reserve Female \$1800

One animal sold into Lancaster County, lot 2 female going to B. F. King at Kirkwood, and two into Lebanon County, the sale topper and the lot 48 female.

John T. Claud, Dreweyville, Va., purchased the reserve champion bull, Royal Choice 2d, from Arthur McArthur of MacFord Farm, Port Deposit, Md., for \$1510. The champion female, lot 55, sold early at \$1500 to L. J. Moore's Holly Spring Farm, Covington, Ga. She was Tejay Miss Letston, consigned by Thomas D. Jolly of Tom Jolly Farms, Parker, Pa.

Reserve champion female, MB Miss Cho Perfect 4th, selling as lot 36, and consigned by Falkland Farms, went at \$1800 to Cove Farm, St. Leonard, Md.

A complete list of sales follows, with lot number (identification of consignors by lot number will be found in show story), calving date, buyer, buyers' address and price:

BULLS

Lot 1, May 22, 1954, C. W. Engel, Elk Hill, Va., \$550; lot 9, May 2, 1954, Paul T. Reggen, Wellsville, N. Y., \$700; lot 22, T. J. (Mike) Reynolds, Bedford, Va., \$1200; lot 23, Sept. 28, 1954, Raymond A. Anderson, Nashville, Mass., \$1240; lot 34, May 3, 1953, Crissinger Stock Farm, Rebuck, Pa., \$1750; lot 35, Sept. 12, 1954, Shadow Stone Farm, Havre de Grace, Md., \$750; lot 38, Sept. 18, 1954, John T. Claud, Dreweyville, Va., \$1510; lot 42, Jan. 23, 1954, Shadow Stone Farm, \$375; lot 51, Sept. 26, 1954, J. D. McKinnon, Elmira, N. Y., \$500;


FEMALES

Lot 2, Dec. 6, 1954, Cove Farm, St. Leonard, Md., \$325; lot 2, Dec. 8, 1954, David K.

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HIESTAND INC.—Mar etta

SAUDER BROS.—New Holland

CUSTOM APPLICATORS


JESSE B. DOURTE R3 E-Town 7-3881	AMOS N. MILLER Strasburg OV 7-3630
ROY W. MARTIN Marietta 6-9358	ROY ERB Pequea
	HIESTAND INC. Marietta 6-9301
	NORMAN GERHART Lititz R4 Lititz 6-0868
	CLARENCE RUTT New Holland 4-721 or 4-9797



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