A REPORT TO DETROIT EDISON OWNERS, CUSTOMERS AND THE PUBLIC

On November 17, Detroit Edison was host once again to its stakeholders at the Annual Shareholders Meeting held at the Henry Ford Auditorium in Detroit. The company’s management reported to its owners what progress has been made, what plans it has, and how it is continuing to help everyone in Southeastern Michigan to live better with electricity. Here is part of the story:

Walter L. Ohrin, President
The Detroit Edison Company

Detroit Edison builds for the future—To meet the demands for more and more electricity, Edison is continuously expanding and improving its facilities. On October 30, the third steam turbine-generator at the River Rouge Power Plant went into operation. This new 254,000-kilowatt unit brings the capacity of Edison’s electrical system to nearly 175,000 kilowatts. And there is more to come. Two new 3,000,000-kilowatt turbines are being added to the St. Clair Power Plant—one in 1960 and the other in 1961. Each is a forward-looking project to permit Edison to supply power in any amount, large or small, to as many of one and a quarter million customers anywhere in its service area.

Modern living is electric living—Those things which make yesterday’s dream homes today’s reality are electric. New comforts, conveniences, work savers are built right in when homes go up. For instance, the Gold Medal homes—the ultimate in electric living—include electric space heating, the most significant advance in home comfort. Every day in many new ways electricity is proving more and more valuable in the home, in agriculture, in business and industry.

Area development—Detroit Edison will continue to promote broader recognition of its State’s exceptional industrial advantages. By working closely with communities in its territory and through a national advertising program, new industry is being attracted to Southeastern Michigan. This means new jobs and increased commerce of all kinds.

Atoms for peace—Detroit Edison is a member of the Power Reactor Development Company which is building the reactor portion of the Enrico Fermi Atomic Power Plant. The 650-megawatt reactor, heart of the project, was set into place during April and assembly of essential equipment is progressing as planned. Each day is a target date for nuclear operation. Late in 1960, operating date—the date when private industry will have made another big contribution to the nation’s atomic leadership.

Electric dollars work hard—We will continue to plan for the future to provide even better service at the lowest possible cost. The rate for our service has not changed since January, 1951, except for the rise in rates for other services. With continuous improvement in equipment and uniform, we feel that you are getting a better dollar’s worth for your money. Electric service continues to be a sound investment in the long run.

Customer-Owned

Of the nearly 500,000 stockholders, 95% live in Michigan and 99% are customers of Edison service. Service is a big word at Edison; for in addition to adequate electric service, it means a complete electric service—appliances, repair, light bulbs, service, advice on industrial and commercial lighting, a prompt and efficient repair and supply. For spenders—there are also a few of the special services offered to Edison customers.

THE DETROIT EDISON COMPANY
Serves 6,000,000 people in Southeastern Michigan.