

R G & E

Most important modern
feature of the best
kitchen appliance
and that is the
automatic control
projected except for
the ordinary safety
feature.



NEWS

ROCHESTER GAS and ELECTRIC

MARCH, 1948

VOL. 27 — No. 3



HOW DID YOUR
COMPANY MAKE
OUT IN 1947?

See
Pages 8 and 9

**R. G. & E. HOME SERVICE TEACHES
DOMESTIC SALESMEN TO COOK**



"I'm glad I came AFTER they modernized our kitchen..."

Yes Sir, today's babies do get a 'break'. Their mothers have more time for them, time saved from what used to be called 'kitchen drudgery'.

Modern kitchens are bright, attractive and efficient, and stay clean longer. If you want some tips of modernizing your kitchen, let our folks in Kitchen Planning help you. There are plenty of plans to show you what others have done and—there is no charge or obligation involved. This service is open to employes and their friends as well.

**FOR HELP WITH KITCHEN PROBLEMS
CALL KITCHEN PLANNING**



Volume 27, No. 3

MARCH, 1948

Published by and for the Employes of the Rochester Gas and Electric Corporation, 89 East Ave., Rochester, N. Y.

Margaret Gropp Leaves Company After Eighteen Years of Service

Margaret 'Peggy' Gropp recently retired to spend full time as a housewife. She had of late been with the Treasury Department. Margaret began work with the R. G. and E. as a messenger in the Mailing Department and later was employed in Accounts Payable section of General

Accounting. 'Peggy's' husband, Phil Gropp, is employed in the corporate section of General Accounting.

Shown below are the hostesses at the Farewell Shower given Margaret recently, with some of the gifts she received. We all join in wishing her happiness as a full time housewife.

Hostesses at the Margaret Gropp Farewell Shower. In picture, left to right are: Marie Fredericks, Molly Taylor, Margaret 'Peggy' Gropp (guest of honor, who has left after eighteen years with the Company), Elma Garvin and Ann Skuce.



Gas Distribution Department Enjoys Get-Acquainted Dinner

The Gas Distribution Department held a get-acquainted dinner and social function at the Century Social Club, in East Rochester, which was attended by about seventy employes and invited guests. The underlying purpose of the dinner, as Master of Ceremonies George Lyon put it, was to acquaint new employes with each other and with the older employes and to permit them to meet some of their associates at both Front and Andrews Streets and East Avenue, including President Beebee, Dick Kruger, Leo East, Cal Brown, Don MacCollum, Schuyler Baldwin, Chet Schlenker and others. The party more than fulfilled its splendid mission.

Following an excellent dinner, the master of ceremonies presented the guests at the head table, most of whom gave brief talks in keeping with the occasion. The final speaker was President Beebee, who talked briefly on Company matters and then gave an inspirational talk on the relationship between employes and management. Mr. Beebee indicated how im-

portant he thought the work of every employe is by taking an example from the sports realm. He stated that the comparative difference between a world champion 100-yard dash man and a real good amateur is but a tiny interval of time, and that, irrespective of speed, any employe who continues to run a good race is always valuable to the Company; this was in answer to George Lyon's jesting statement that the party was originated to introduce the department's personnel to some of our 'Big Shots'. It was Mr. Beebee's contention that the work of every employe is both important and necessary for the proper running of our organization. Special guests were Frank Hubbard and Joe Matthews, now on pension, Sydney Alling and Jack Tobin and some of his East Rochester personnel.

Musical entertainment was furnished by an accordion, guitar and piano trio played respectively by Charles Ernstberger, Glen Losey and Paul Lauth. The instigator and prime mover of this fine party was Jimmie DeJohn, aided by a committee consisting of Jack Tobin, Myrtle Bender, Homer Pryor and George Lyon.

"I've got good news for you," advised the doctor. "You've just become the father of an eight-pound boy."

"Don't tell anybody," replied the absent-minded professor. "I want to surprise my wife."

GAS DISTRIBUTION PARTY: Some of the committee. Left to right are: Homer Pryor, Myrtle Bender, James DeJohn (party chairman), Virginia Mykytyn and George Lyon, master of ceremonies.



GAS DISTRIBUTION PARTY PICTURES. Left to right, top, are: Ed Borate, Pauline Potter, Chet Schlenker, Mary Bauman, Richard Beisheim, Geraldine Mensing, Bill Jarvie and Helen Callahan. CENTER: Harold Gaudion, Richard Kruger, Jack Tobin, Frank Gilhart and Francis Mancuso. BOTTOM, new employes: seated, Paul Lauth, Francis Mancuso, Harold Gaudion, Arthur Rogers. Standing, John Popham, Thomas Jewsbury, William Steele, Frank Voegtler, Jay Widener, Glenn Losey, Arthur Karnisky and Charles Ernstberger.

Rehearsals to Begin Soon for Big Centennial Show

Rehearsals will begin soon for the big R. G. & E. Centennial Show to be held at the Auditorium in October to celebrate the company's one-hundredth anniversary. Inability to obtain a suitable May date and lack of time to produce a stage production worthy of the occasion have caused the postponement. The Centennial Show will be presented entirely by R. G. & E. employes and will tell in song, dance and dramatic action some of the events of the century of service which the company has given to this community. The big, gala show will have two performances and the exact dates will be announced as soon as the Auditorium has filled in its schedule of touring stage attractions, but it will definitely be in October.

The complete list of committees named to date follows:

General Co-Chairmen, Arthur P. Kelly and Willis E. Hughes.

Advisory:

Sydney Alling, *Chairman*; C. A. Brown, Clara Cameron, L. J. Cooley, J. H. Cooper, J. L. Coyne, G. G. Curtis, L. H. East, C. F. FitzGerald, J. E. Fredericks, Howard Harding, Ann Howe, Nellie Huddy, R. H. McCumber, H. MacDowell, J. P. MacSweeney, P. J. W. Miller, V. A. Miller, H. W. Nichols, J. G. Ross, Florence Russell, W. R. Seidel, L. Shnidman, P. E. Thomas, J. F. Tobin, H. E. Wilson, T. H. Yawger, H. G. Young.

Costumes:

E. F. Hoesterey, *Chairman*; Mary Powers, Mrs. M. Whitney.

Stage Settings and Properties:

H. A. Weitzman, *Chairman*; Elmer Villnow, Francis Drake, William Hodge.

Dramatics:

S. F. Baldwin and Irene Muntz, *Co-chairmen*; Harold Kelly, Ralph Mason, E. R. Letson, E. L. Spanagel.

Auditions and Casting:

Dewitt Pike, *Chairman*; D. K. Smith, J. M. McConnell, L. B. Bowman, James Fassanella, Mrs. M. Bullock, Maryland Curran.

Sound:

H. A. Brown, *Chairman*; E. J. Nelson, B. L. Lewis, R. O. Sinclair, Wm. Bellor.

Music:

F. M. Houston, *Chairman*; W. F. O'Brien, A. E. Farese, Wilson Kopler, Florence Richter.

Lighting:

L. C. Twichell, *Chairman*; W. G. McKie, N. T. Kridel, Melrose Franklin, E. H. Schlueter, Thomas H. Trick, Stanley Scheer.

Tickets:

J. A. Baker, *Chairman*; J. J. Schenk, H. C. King, G. J. Swarthout, Jr., W. H. Kiefer, C. R. Schlenker, R. C. Wells, C. E. Gleason, G. E. Green.

Ushers:

Mildred Hacker, *Chairman*; Alice Longbine, Kathryn Thomas, Janet Strachan, Kathryn Mattle.

Door:

Ray L. Myers, *Chairman*, and his staff.

Make-Up:

Helen Kramer, *Chairman*; Sylvia Else, Kathryn Schaffer, Lemabel Parry.

Publicity:

A. C. Howland and J. J. Brady, *Co-chairmen*.

Photos:

Floyd Mason, *Chairman*; O. Feltham, H. Rickner.

General Secretary:

Mary Belle Munn.

The Reception and other committees will be named later.

White Elephant Sale Helps Polio Fund

Electrical Distribution girls hit upon a novel way to aid the recent campaign for funds carried on by the March of Dimes activity. They called it the White Elephant Sale. Each girl brought to the office some article no longer wanted but which was still of possible use to others. The collection was displayed prominently on a well-decorated table for all to see. Then, Bob Parrshall, who packs quite a punch for anything requiring enthusiastic promotion, acted as auctioneer and with amazing success sold the entire collection to highest bidders. The money was turned over to the March of Dimes fund and will help a lot in the great work for polio sufferers. This is a fine example of how enthusiasm, plus ingenuity, can be used for worth while purposes.

Employes' Service Anniversaries

We all join in wishing them many more years of helpful service with good health and prosperity for the years to come.



ALOYSIUS WEISNER, 25 Years
Line Maintenance



JOSEPH PIPERNI, 25 Years
West Station



JOHN F. WAHL, 25 Years
Coke Sales



FREDERICK WORTHINGTON, 35 Years
Elec. Dist. Construction



WILLIAM R. MITCHELL, 25 Years
Line Operating



ARTHUR UNDERWOOD, 25 Years
Auditing



CHARLES SPRAGUE, 35 Years
Station Thirty-five



WALTER M. CHAMBERS, 35 Years
Station Three



RALPH VRLA, 25 Years
Mapping Records



MARCH, 1948

VOL. 27, No. 3

ARTHUR P. KELLY, *Editor*

FLOYD MASON, *News and Photo Editor*

ELAINE WOODS.....	Third Floor	KAY MATTLE.....	Gas Distribution
NORMA OCKENDEN.....	Second Floor	CHARLES GLEASON.....	Fillmore
RALPH CRITTENDEN.....	Line Operating	VIRGINIA HUNGERFORD.....	Belmont
DOROTHY DAKE.....	Electric Distribution	RICHARD HENRY.....	East Station
LOUIS OGI.....	Station Three	JOE PIPERNI, JR.....	West Station
LOIS MAXIM.....	Main Floor	HENRY MACGREGOR.....	Steam Division
GRANGER GREEN.....	Sodus	LAWRENCE DEBACK.....	Wolcott
MOLLY TAYLOR.....	Fourth Floor	TED AVERY.....	Canandaigua
ARDEN HOWLAND.....	Employe Relations		

New Correspondents Selected

The R. G. & E. News' staff has taken on some new correspondents to replace a number of reporters who have served faithfully and well for many months. Few changes were made during the war period, although your magazine's policy is to shift the work so that no one will have to carry the burden too long. Our retiring correspondents are happy to join with the editors in welcoming the new writers and will help them to get started.

Elaine Woods has undertaken to carry on in place of Landis Smith, former Third Floor correspondent. A new "pen" on Second Floor is Norma Ockenden. Louis Ogi was recently appointed to take over at Station Three, in place of 'Red' Winfield Van Horn. Carl Ayen, our scribe for a long time at Gas Distribution, has given over his mantle to Kay Mattle, and Ralph Crittenden will follow Joe Attridge, a former 'old faithful' at Front Street. Dorothy Dake, appointed some weeks

ago, will continue in Electric Distribution. Charles Gleason, Fillmore, and Henry MacGregor, Steam Distribution, remain in their sectors, while new appointees at Sodus and Wolcott, respectively, are Granger Green, and Lawrence DeBack. In the Canandaigua District, Ted Avery follows Ray Wells. East Station will continue to be handled by Richard Henry, and Main Floor is in the capable hands of Lois Maxim, who took over that territory some time ago. Belmont is the editorial corner of Virginia Hungerford, who succeeded Jean Hawbridge when she left our employ. Molly Taylor, Fourth Floor, is news gatherer for departments located there and Joe Piperni, at West Station, follows Virginia Wolverton. Arden Howland will represent the Employe Relations Department.

As we welcome the new scribes and wish them happiness in their work, we also heartily thank the former correspondents for their past valuable service to their Magazine.

Treasury Official Calls Attention To Savings Bond Plan

A letter received by W. E. Hughes, director of our Employe Relations Department, from Deputy Director L. G. Brenner of the Savings Bond Division of the U. S. Treasury calls attention to the fact that the Payroll Savings Plan is still in active operation. "It should be remembered" says Mr. Brenner, "that allotments for purchase of Savings Bonds are not deductions from your pay but are really 'take home money' set aside for future use and security, with the value increasing the longer you hold the bonds."

More than 500 R. G. & E. employes are now taking advantage of one of three available company savings plans, which are as follows:

1. Purchase of U. S. Savings Bonds
2. Savings Bank Accounts.
3. Three-Way Savings Plan.

Under Plan No. 1 funds are accumulated in the employe's account until sufficient money is available for the purchase of U. S. Savings Bonds. Upon purchase these bonds are delivered to the employe.

Under Plan No. 2 the company has a working arrangement with savings banks whereby it deducts from the employe's wages any amount which he wishes to have placed in the savings account. These savings are deposited monthly in the bank of the employe's choosing. Under this arrangement the employe is furnished with an identification card and advised periodically of the amount which is deposited to his credit. Money so deposited is available for withdrawal by the employe at any time.

Under Plan No. 3 the employe has

the privilege of a three-way savings plan with the Rochester Savings Bank. Through the medium of one payroll deduction it is possible to purchase life insurance, accumulate Savings Bonds and maintain a savings account.

Any employe who is interested in these plans may get further information through his foreman or supervisor, or by contacting A. C. Howland, Employe Relations Department, Ext. 439.

Newspaper Criticizes Waste of Your Money

The TVA, no longer concerned with keeping concealed the primary purpose of that mastodon of socialism, is now frankly out in the open as a government-owned and operated tax-free utility with ambitions to become the largest one in the United States. The Tulsa World has for years opposed the weird philosophy which permitted government entry in the field of private enterprise—especially by units which operated under federal grants, subsidies and gratuities and used a slide rule of economic jugglery to glibly convince congress they were financially feasible and sound.

To date the TVA has cost the taxpayers the astronomic total of \$892,000,000! And it must be remembered that it all started with project that was originally "sold" for navigation and flood control and not the production of electric power. It's high time that congress puts a stop to this master confidence game which is spending the taxpayers' money in Socialistic schemes.

—Tulsa, Oklahoma, Daily World



REPORT ON COMPANY'S OPERATIONS IN 1947

With Special Reference to Some Present Financial Problems

By PRESIDENT ALEXANDER M. BEEBEE

WILL KEEP EMPLOYEES FULLY INFORMED

A year ago we devoted one complete issue of the R. G. & E. News to a Report to Employees in which we gave you information about the company's financial condition, employe benefits, future outlook for both employes and company and various other matters that concern all of us.

We intend to continue the practice of keeping you fully informed on company affairs and this article is the first of several dealing with various phases of our operations. The Employees Report of last year covered happenings of 1946. This article will deal with 1947 operations, details of which will be found in the Annual Report to Stockholders, a copy of which is enclosed.

The public is often confused by financial statements which show increased revenues, because frequently this is taken to mean increased returns to security holders. In our case, at least, that belief is erroneous. Last year the R. G. & E., with the largest

SMALLER BALANCE THAN IN DEPRESSION

plant investment in its history (\$101,800,000) and the greatest annual volume of business (\$25,577,000), had a smaller balance available (See Line 7 in the Table) for payments to investors for use of their money and for working funds for the business, than it did in 1934 at the depths of the depression.

Except for last year the balance was one of the lowest in the past 18 years. The sum of \$4,100,000 for the year 1947 to pay interest and dividends on our securities and to provide the necessary working funds, may seem like a lot of money, but you will also note from Line 8 in the table that it represents only about 4 per cent on the money invested in plant (\$101,800,000). After payment of \$3,500,000 in interest, dividends and income deductions, all of which obligations must be met to maintain our ability to obtain new

money to finance our plant expansion program, the remainder from earnings, amounting to only \$599,486, was plowed back into the business by the stockholders.

The table published herewith will give you the complete picture of the situation.

Our company, like all public utilities, has had to face difficult problems during the last few years. The price of everything we use in the manufacture of gas, electricity and steam has increased steadily but the price at which we sell these products has remained the same. Other industries have met rising cost of operation by raising prices to the consumer, but public utilities, being subject to governmental regulation, cannot do this without permission of the regulatory bodies, and then only after considerable delay.

Until 1947, expenses (Line 6) were climbing more rapidly than revenue (Line 2), as revealed in the low balance (Line 7) for 1946. The continuing downward trend of these balances has caused us real concern, especially in the face of greatly increased plant investment (Line 1). Good team work between management

and employes, which brought about a high degree of operating efficiency, combined with a steadily increasing volume of business, has served to check this downward trend but has not yet succeeded in reversing it. Even in the low year of 1946, you will note from Line 8 that the balance constituted a larger percentage of the amount invested in plants (Line 1) than it did in 1947.

In addition to large increases in the cost of operation, including wages, materials and taxes, our company has had the task of meeting a tremendously increased demand for electricity, gas and steam. This demand is continuing, and, in order to meet it, we must have more plants, lines and equipment. To build these facilities requires large sums of money which we must borrow through the sale of securities.

Employes may ask why it is now necessary to borrow money for such projects, and why they cannot be paid out of company funds as has sometimes been possible in the past. A glance at the figures in the accompanying table shows how little money has been available for this purpose in recent years in relation to the

company's requirements. Reading from Line 1 of the table, you will see that at the present time the new money required for investment in plants is growing at a very rapid rate. Our construction program, which should provide increased opportunity for us all, will require some \$50,000,000 over the next five years and only a small portion of this can come from funds arising out of company operations. You will recall that our operations require an investment of over \$40,000 for each employe, which sum is from 5 to 10 times that required for most other industries.

Right now the financing program, which has been worked out to accomplish this expanded program, is held up because of certain unreasonable concessions required by the Public Service Commission which we believe to be unfair to our company. Our position in the dispute has already been upheld by the Appellate Division of the Supreme Court and the Commission is now making efforts to appeal the matter to the Court of Appeals.

These problems are of real concern, and your loyal co-operation and support have been invaluable to the management in aiding us to cope with them.

Our company is a strong and healthy company. Our securities command a good market throughout the country. We enjoy the confidence and good will of the communities we serve, which is largely the result of the courteous and efficient service which you all have rendered to our customers. Our present financial emergency has been troublesome and is becoming more acute by reason of the delay caused by the above litigation. We believe these difficulties, however, to be only temporary obstacles in the path of progress. With your continued fine co-operation and support we are sure that we can solve them and achieve a future that will be brighter for all of us.

EARNINGS CAN'T PAY FOR EXPANSION

TEAM WORK HELPING TO OVERCOME OBSTACLES

R. G. & E. PLANT INVESTMENT, REVENUE AND EXPENSES							
Line	Year 1934	1943	1944	1945	1946	1947	
1	Total Amount Invested in Plants.	\$73,400,000	\$87,700,000	\$87,900,000	\$89,500,000	\$92,300,000	\$101,800,000
(Figures below represent millions of dollars)							
2	Annual Revenue.	13.6	20.4	21.2	21.4	22.6	25.5
3	Expenses (Wages, Materials, etc.)..	6.4	9.4	10.3	10.6	12.5	14.6
4	Taxes	1.9	3.6	3.7	3.8	4.0	4.5
5	Replacement Funds	.9	2.1	2.1	2.1	2.2	2.3
6	Total Operating Costs	9.2	15.1	16.1	16.5	18.7	21.4
7	Balance from Earnings Remaining for Interest on Bonds, Stocks and for Working Funds.	4.4	5.3	5.1	4.9	3.9	4.1
8	Above Balances Represent these Percentages of Total Investment in Plants.	6.0%	6.0%	5.8%	5.4%	4.2%	4.1%

The above table shows that in 1947, as compared with 1934, in the depth of the depression, our Plant Investment was UP 39 pct.; Annual Revenue was UP 88 pct.; Operating Costs were UP 133 pct., BUT our balance from earnings was DOWN 7 pct. and our balance, as a percentage of Plant Investment, was DOWN 32 pct.



Electric Distribution

Gladys McClellan recently flew to New York and return. She did some of the night spots and saw a few good plays.

Mrs. Mae Darling, formerly of this department, who has been living in New York, was welcomed back for a visit to Rochester recently. To her many friends she was a sight for sore eyes.

Dorothy Dake and some friends recently visited Chicago. They had an opportunity to see John Garfield in person at the famous Breakfast Club program. The party also visited South Bend and were impressed with Notre Dame's fine university.

Linwood Simmons, with photographer Owen 'Jake' Feltham, enjoyed a week-end at Niagara Falls and Canada. A high spot in their trip was the feature provided by Mother Nature in the spectacle of Niagara Falls dressed in her Winter garments.

Line Operation and Maintenance

Recently welcomed to Line Maintenance were Bernard Partyka, Rudolph Steiner and LaVern Morrison, and to Line Operation, Robert Donlon. Bernard Partyka is a former basketball star with Technical High School and will no doubt be corralled by Bill Howard for next season with the R. G. & E. team.

Janet Mallon, of Rochester, recently became the bride of Ed Williams, of Line Maintenance,

at the Pro-Cathedral of Sacred Heart. Their honeymoon was spent at Mobile, Alabama, and New Orleans, Louisiana. Our congratulations to the newlyweds.

Another happy wedding was that of Ray Kinnear, of Line Operation, and Anna Townsend, of Wellsville, N. Y. They were married

at Alfred, N. Y., and their honeymoon was a wonderful motoring trip through the Adirondacks and the Catskills. We wish them much happiness.

William 'Pete' Carlin, of Electric Meter, was recently appointed Chairman of the Electric Distribution Safety Committee. He succeeds James Cooper, of Line Maintenance, who did a fine job for many months and who has given Pete a high mark to shoot at.

West Station Activities

Mr. and Mrs. Jack Shadings are being congratulated on the recent arrival of a fine baby boy in their home. The event was celebrated with much smoking of cigars among West Stationites.

That high-power vocalizing to be heard in the vicinity of West Station late afternoons is Harold 'Pinky' Rosentreter warming up his voice in the cold shower room. 'Pinky' is a soloist with the R. G. and E. Male Chorus.

Echoes from West Station: Morris Sheehan, who is always talking about the glories of Notre Dame teams. . . . Nick Lacagnina, who bets on anything, but sticks to a five cent limit. . . . Brother Mike Lacagnina, who will move your furniture or anything else on his newly acquired pick-up truck. . . . If you have a job after work for Mike, call him at Extension 371.

The West Station vocal trio (Frank Houston please note) consists of Morris Sheehan, Joe Romano and Joe Piperni, Jr., the finest talent between the Upper Falls and Smith Street bridge. They whistle while they work and sing an obbligate at whistle time each day. Bob Allen's favorite is 'Margie', Sheldon Jones prefers the Marine Hymn, but for Richard 'Spudzie' Hopkins the trio sings 'God Save the King' as 'Spudzie' removes his hat, salutes, and parades down the stairs.

Mr. and Mrs. Nick Formicola are happy to announce the birth of their son, Peter Formicola, on February 16. Little Peter weighed

nine pounds and three ounces at birth. His Dad is employed at West Station.

Alexander Kovalchukoff, West Station, and Mrs. Kovalchukoff will remember January 8, 1948, as the date on which little Tanya Doris came to brighten their home. Tanya weighed five pounds and eighteen ounces at birth and is quite a big girl now. Congratulations, Mr. and Mrs. Kovalchukoff.

CANANDAIGUA

Mrs. Madeline Smith was recently welcomed into the Canandaigua office force. She is a graduate of the Canandaigua Academy and of the R. B. I. and experienced in office work. Mrs. Smith replaces Mrs. Mary Semans, who recently left our employ.

Tom Smith, Superintendent of the Canandaigua Gas Department, and Albert Greenwood, clerk in the C.P.R. Department, were end men in the annual Canandaigua Kiwanis Minstrels. The Kiwanians used the proceeds from this show to entertain the Children of Ontario County one day each summer at Roseland Park. The talents of Tom and Al are always welcomed in these annual home-produced minstrels.

Second Floor Girls Visit Old Forge

It was a very happy week-end that a party of ten second-floor girls spent recently at Old Forge. They went up on the ski train and had hotel reservations waiting for them upon arrival. They got their fill of skiing and enjoyed the abundant food provided at their hotel for outdoor sports enthusiasts. In the party were: Shirley Ulmer, Dorothy Frazer, Joan Lounsbury, Mary Kirkpatrick, Betty Sweeney, Audrey Drumhiller, Beatrice Schroeder, Doris Adlam and Majorie Bowen.

We received a fine picture postcard from Edward A. Carroll. It was mailed from The Roosevelt Hotel, in New York City, where Edward, who recently remarried, was on his honeymoon with his new bride. Mr. Carroll, who has been in retirement from the Company for some years, was formerly employed at Station 3. Congratulations, Mr. and Mrs. Carroll.

A proud Daddy at East Station is Lester Abbamonte, one of our new employes. Les and Mrs. Abbamonte are very happy in their new son, whom they have named Joseph.

AT MARGARET GROPP'S FAREWELL SHOWER. Left to right, back row: Evelyn Hoesterey, Dorothy Irwin, Mary Lou Golojuch, Betty Fritz, Jeanne Hallatt, Shirley Van Scott, Mary Gibson, Anne Skuce, Marjorie Rate. Middle row, left to right: Martha Davis, Evelyn Cassidy, Gertrude Rinker, Jean Quetschenbach, Mildred Magin, Helen Eberle, Marie Fredricks, Irene Stickney, Molly Taylor, Mary Powers, Louise Amish, Irene Kress, Rheba Wilbur, Mabel Worthy, Ruth Dryer, Luella Ingleby, Harriet Fauth, Edna Parno, Kathryn Cain, Joann Bodine. Seated, left to right: Virginia Cushman, Evelyn Carstairs, Marjorie Moore holding her young son Roger, Margaret Gropp, Elma Garvin, Teresa Scott, Thelma Dys, Theresa Oster.



Transportation Employee is Miniature Train 'Fan'

If a fellow needs any excuse for having a strong urge to build and operate miniature electric railway systems, Ken Tallinger, Transportation Department, has two. They are his children David, who will be three in June, and Dianne, who is now past six months of age. Ken seems well suited to transportation activities. He works at it by day and plays at it nights at home with the children.

Our picture shows David sitting amid the transportation atmosphere created by his Dad, during the recent holidays. Two hundred lights on the Tallinger Christmas tree twinkled on and off as miniature electric trains zoom around the circular railway system. All the houses in the layout, as well as a garage, stores and a signal tower are electrically lighted, the tower being equipped to signal red or green stop and go warnings. There is also a gas pump with a light on it and all these "props" are controlled from an adequate five-by-ten foot control board.

David may grow up to be a big engineer, for it is in an atmosphere like this that thousands of American boys have received their first enthusiasm for things mechanical. It won't be long before David will be giving his Dad suggestions on how to even improve that little old electric railway line, for this is how genius gets started—on the ground floor.

Gas Meter Shop Holds Party

The men in the gas meter shop are still talking about the wonderful bowling party they held recently at Blaesi's, at Goodman Street and Central Park. A bowling contest was run featuring the 'Water Rats' and the 'Ground Rats', representing respectively, the teams of former Sea-Bee, Bob Schuhart, and ex-Army man, Leo Murphy. Leo and his 'ground rats' were victorious in a closely contested match.

The Gas Meter Shop Social Club sponsors about four parties a year and the next event on the program is to be a spaghetti supper to which the wives of the men are to be invited. Shirley Blakeslee is President of the Club, and the other officers are: Tom Dady, Vice President and Leo Murphy, Secretary and Treasurer.

Gas Distribution

Mr. and Mrs. Stuart 'Bucky' Walter announce the arrival of their son, Thomas Allan, who was born soon after the Christmas Holidays. Our heartiest congratulations.

Roger William is the name of a son born on February 28 to Mr. and Mrs. George May, weight 7 pounds and 8 ounces. Roger's Dad is employed in Maps and Records.

We wish to welcome to the department the Misses Florence Cometa and Virginia Mykytyn. Virginia was recently transferred from Bob Carreo's Lamp Department, while Florence is just beginning with R. G. and E.

Gas Distribution's loss was Electric Distribution's gain when Robert (Fred) Urlacher was recently transferred. Too bad girls, he is being married on April 3.

A termination-on-pension party was recently held at Buckert's Hotel for Donald Cameron, who has worked for the Company for 15 years. A nice gift from his many friends present was a micrometer for his basement workshop. The evening's entertainment was built about the sphere of railroads as Don is a former railroad man. Good Luck, Don, with many happy days to come. Mr. Cameron worked in the Turn-On Shut-Off Department.

Two new employees in the Turn-On Shut-Off Department are herewith welcomed. They are Arthur Rogers and Donald Schlueter. We know you'll like your work Art and Don, and almost before you know it, someone will be presenting you a twenty-five year pin. That's how time passes here.

Mary Bauman's blonde beauty has had competition of late. It is a scintillating diamond which she wears on her engagement finger, a gift from her fiance, Jack Haskell, of the Federal Telephone Company.

A very pleasant evening was enjoyed by a large group of friends of Mr. and Mrs. George Lyon on February 7, the occasion being their thirtieth wedding anniversary. We wish them many more happy years to come.

(See next page)

David Tallinger,
son of
Mr. and Mrs.
Ken Tallinger,
and the
miniature electric
train outfit
his Dad made
for him.



Mr. and Mrs. Lloyd Nellis also celebrated a wedding anniversary on February 28, when the calendar indicated just eighteen years of happy married life. An enjoyable party at the Nellis home featured the occasion.

The Gas Distribution Department is to lose two appreciated employees. They are Pauline Potter, wife of our Ronnie Potter, and Paul Piazza, formerly Cal Brown's capable secretary. Pauline will pursue home duties full time. Her duties as Purchasing Clerk for the department should help her to balance the home budget with ease.

We are glad to have with us in the Maps and Records office, Theodore 'Ted' Paris. It's a fine gang, Ted.

Sodus Sidelines

Stanley Carver, one of our well known Sodus linemen, with Mrs. Carver, recently spent several days in the Florida sunshine. Stan enjoyed the trip, but still believes that for a steady diet he'd rather live up north. Well, Stan, you surely skipped a lot of our seasonal 'ornery' weather while you were away.

Ralph Coryell, of Sodus, also spent some days recently in the Sunny South. He, too, hibernated for a time in Florida and got all the vitamin D he wanted for free, in the great outdoors.

Lawrence Proseus, of Sodus Point, was recently hired as a meter reader at the Sodus office. We welcome you to our big family, Lawrence.

SPECIAL ACTIVITIES

Euchre Tournament

Here's a chance to show your skill, represent your company and win a prize in the Industrial Management Council's Euchre Tournament to be held on Wednesday evening, May 5th. See bulletin board notices, then pick your partner and call A. C. Howland, Ext. 439, before April 15th (entries close on that date).

Want to Play Ball

"Play Ball" will soon be a reality. The R. G. & E. Inter-Department Soft-ball League, now forming, will surpass last year's "banner competition", according to Bill Howard. Any department with 9 hustlers who can hit and run, and want "to tangle", call Bill Howard at Ext. 645 and reserve a place in the league.

R. G. & E. Gardeners

A garden tool display and a sound-color film from the University of Cornell on gardening fundamentals will be shown in the basement auditorium on April 1st, at 9:30 A. M. and again at 4:00 in the afternoon.

Women Bowling

Leading the R. G. & E. Women Bowlers is Dorothy Pankratz, Customers' Acctg., with an average of 133.54. Frances Andersen, Dom. Sales, is second with 132.63 and Evelyn Carstairs, Gen. Acctg., is a close third with 132.55.



This is Mary Lou Sorrenti, eleven year old daughter of Mr. and Mrs. Cosimo Sorrenti. Mary Lou is a talented dancer and singer.

Rose LaBelle, of the Employment Department, recently announced her engagement to Bruce Hutchinson, of this city.

Ansel Young and his family, especially his children Emily and Hayden, as well as many neighboring children, have been having lots of fun during the past few months cavorting on Ansel's miniature skating rink. He built it on an adjacent empty lot and sprayed it with water frequently to keep the surface in condition. The rink was lighted at night and made a popular bright spot on Fairfax Road.

Sylvia Else and June Elkins spent a few days in New Hampshire, where they attended the Winter Carnival at Dartmouth, where Sylvia's finance was recently graduated. The girls attended the ice show, the ski meet and the well known carnival ball. They had a wonderful time, a high spot of which was their introduction to Lowell Thomas, who broadcast details of the Winter Carnival to a nation wide hookup.

Dorothy Younglove and Howard (Sailor) Ellsworth were married in Scranton, Pennsylvania, on January 31. Sailor is the foreman of the Wolcott trouble truck. We wish Mr. and Mrs. Ellsworth much happiness.

Clayton Griswold, Wolcott salesman, who recently spent several weeks getting 'fixed up' at Clifton Springs, has returned to work much improved in health.

Ruth Costich, of the Billing Department, announced her engagement to Bernard Schum on Valentine's Day. Congratulations.

Margot Luhde, second floor tabulating, spent a very enjoyable week-end recently with her sister, in Suffern, N. Y.

From the Fifth Floor

Jane Ward, Dorothy Irwin, Joan McCormick and Frieda Hemmerl, fifth floor Tabulating, with a dozen or more of their friends recently had a great time attending an old-fashioned square dance. Dorothy said it wasn't merely fun, but physical exertion of a breath-taking variety. They were all a bit stiff next day, but want to go back for more.

Fifth Floor Tabulating has been a scintillating spot of late, with so many diamond engagement rings flashing. Recipients of the rings are Joan Heinlein, who recently became the bride of William MacGregor at St. Peter and Paul's Church; Jane Ward, who has announced her engagement to Joseph Kolb, and Shirley Hoffman, who will be married in the spring to Charles McLaughlin, of West Station. Congratulations to you all.

A new employe has been welcomed to fifth floor Tabulating. She is Lucy Morabito. The girls say she brings a sense of law and order into the department for her husband is a police officer, in Spencerport, N. Y.

Everyone on Main Floor and the many other friends of Sarah Blair are glad indeed to see her smiling face back in the Cashiers' Department. We all missed you a lot, Sarah.

Elaine Woods, Power Billing Department on Third Floor, recently announced her engagement to Herbert Gardner, of Ontario, N. Y., who is now attending Genesee Junior College. We tender our congratulations to Elaine and Herbert. Elaine is the daughter of Mr. and Mrs. Herbert Woods, her Dad being a long time employe of the Gas Shop.

A new personality and a recent new employe in Power Billing is Thomas Trick, of West Milton, Ohio. Tom is quite at home by this time and we know he will add new 'power' to the power billing corner.

The former Frieda Suhr, of Addressograph Department, who recently became Mrs. George Leisten, is back in her little corner, where she returned to work after a delightful honeymoon spent in the south. Mr. and Mrs. Leisten journeyed as far as Savannah, Georgia. We present our congratulations to them.

Covers Lots of Ground In a Short Time

Wesley Streitle, Transportation Office, recently spent four days packed full of interest and excitement. Wes drove his sister-in-law, Mrs. Henry Nowak, to San Antonio, Texas, where she will make her new home with her husband and her little girl, Donna. He drove 1,800 miles in four days, spent a short time in San Antonio, then flew back in a four-motor DC-4 of the American Airlines. Compare fourteen hours flying time, coming back, with the four days motoring down, and one begins to see how modern flying schedules can save time.

Hetty Sauter, Cashiers' Department, spent Washington's Birthday week-end in Washington and New York City. She saw many interesting historical sights, including Washington's Monument and the Lincoln Memorial. Hetty also had a wonderful time in New York and wants to return there soon to finish her sight-seeing where she had to leave off.

The engagement of Leita Mendelson to Domestic Salesman Mitchell Stekloff was announced recently. Mitchell is probably the tallest man in the R. G. & E. (Bill Howard please note, for a basketball prospect). Mitch stands six feet, six inches in his bare feet and should be able to drop a basketball in a basket as easily as most of us can deposit a paper wad in a waste basket. Congratulations, Mitch, and your bride to be.

Verna Parmelee Receives Degree in Home Economics

We are all glad to have Verna Parmelee back with us in Home Service activities. Verna decided some time ago to get her college degree in Home Economics, although it meant leaving a pleasant job and working hard at Syracuse University for nearly two years. And now, here she is back, degree and all. Verna, with her experience and capabilities, could have gone to lots of other places and her return to Rochester we take as a bit of a compliment for all of us. We hope that she is as pleased to be back as we are to have her.

The Cover Picture

This month's cover picture shows just a few of the large group of R. G. and E. Domestic Salesmen who took the cooking course planned by Irene Muntz and her Home Service force. In the picture, left to right, are, front, Harold McCleave (putting some of his culinary preparations in the oven) and Harriet Pflaum (instructor) and, standing, are James Graham, James Brady, Larry Shields and Walt Purdy, Sr. Each man prepared and ate his own dinner.

Below: Fillmore, N. Y., from the photo taken by Roger Mills, appliance serviceman at the Fillmore office, who is both a flyer and a photographer.

The R. G. & E. Men's Bowling League

The R. G. & E. Men's Bowling League closed its season with Electric Distribution in first place and General Maintenance a close second. The race wasn't decided until the last night of bowling.

Standing of Teams	Won	Lost
Electric Distribution.....	42	24
General Maintenance.....	40	26
Meter Reading.....	38	28
Office Maintenance.....	35	31
Electric Distribution Eng.....	34	32
Electric Meter.....	34	32
Gas Mfg.....	34	32
Electric Lab.....	33	33
Office.....	33	33
Turn-on.....	32	34
Gas Distribution.....	31	35
Line Maintenance.....	31	35
Steam Division.....	31	35
Coke Sales.....	30	36
East Gas Station.....	27	39
Gas Street.....	23	43

Individual Averages

	Games	Avg.
Ehrmantraut.....	66	185
Ernie Skinner.....	66	184
Stanton.....	63	184
Fichtner.....	63	184
Neuffer.....	63	182

Individual High Single Game

Madigan.....	266
Ehrmantraut.....	265

Individual High Three Games

Mongelli.....	656
Stanton.....	647



President Alexander Beebee reminisces at farewell party given for Donald Cameron, recently retired, who is shown at left, with Mrs. Cameron



Home Service Teaches Salesmen How to Cook

About 30 R. G. & E. domestic salesmen recently went to cooking school and learned how to prepare an entire meal. In order that each man do a good job, it was required that each eat his own concoctions. They were oven meals, prepared on CP gas ranges, automatic heat control and other modern equipment. The experience will help the salesmen to sell the homemaker on the advantages of the famous CP Ranges. Thus fortified, they need have no fear of their ability to answer most questions an interrogative prospect might ask about a range.

This is applied selling as distinguished from the 'book larnin' type which is apt to be superficial and inadequate for an intelligent selling job. Furthermore, this brand of selling preparation makes for satisfied customers, for in it few chances are left for customer dissatisfaction with the product. The salesmen enjoyed it and they all finished the course with a greater appreciation for the efforts of the "little wife" in producing appetizing meals the year around. It still takes intelligence and 'know how' to be a Queen of your kitchen, but the heat, confusion, uncertainty and inefficiency have been removed by modern techniques and equipment.

Verna Parmelee supervised the following Home Service girls in their work as teachers in this course, under the general supervision of Home Service Director, Irene Muntz:

Ann Lyng, Nancy Gubb, Eleanor Scagenberg, Cynthia Heister, Melrose Franklin, Harriet Pflaum.

Among the men who were graduated from the cooking school, which made use of a battery of six modern gas ranges in the Home Service basement were:

Robert Brede, Arthur Coles, Robert Cronin, Daniel Dronkers, Ray Erness, Ernest Green, James Graham, Paul Helfer, Robert Helfer, Rudolph Kay, Fred Kelley, Don Kresser, Louis Fantauzzo, Herbert Lawrence, Matthew McBride, Joseph Miller, Walter Purdy, Jr., Walter Purdy, Sr., Paul Ronchi, Carl Sankel, Larry Shields, Mitchell Stekloff, Clark Ludington, Harold McCleave, Norman Stott, Walter McKie, Carl Corea, James Brady.

SIGNALS OFF

"When I said my prayers last night, didn't you hear me ask God to make me a good boy?"

"Yes, Tommy, I did."

"Well! He ain't done it."

TRADING POST

TO SELL: Five cocker spaniel puppies. Three buff color and 2 black. Call Reg Allen at Genesee 5534-M.

WANTED: B-flat tenor saxophone; also, B-flat clarinet, a bathtub and other plumbing accessories. Call Ted Daris, Ext. 397.

FOR SALE: A convertible high-chair; can be made into a kiddy car. Nice shape, please call Ray Hilficker, Ext. 397.

FOR SALE: Fine blue, single breasted Hart Schaffner and Marks suit, size about 38 or 39. Was purchased in Honolulu and was a bit too small for owner. Call Mallory Loos, Ext. 597.

WANTED: Used Singer treadle sewing machine. Please call Mary Ann, Ext. 281.

WANTED: Three or four unfurnished rooms or apartment. Call Norma, Ext. 281.

FOR SALE: Seventy - five - pound metal icer, enameled, very reasonable. Contact W. Broadribs, Storehouse, Ext. 577.

WANTED: Four or five unfurnished rooms or apartment for about May first, for young couple employed by R. G. and E. Please call Ray Redfield, Ext. 240, or 'phone Monroe 6255-J.

FOR SALE: Bicycle, full size, in excellent condition. Call W. Wilkin, Ext. 555.

FOR SALE: Small drill press (Walker-Turner) $\frac{3}{8}$ -inch capacity. L. Gleason, Ext. 333.

FOR SALE: Kenmore Faultless washer, with detachable ironer, in very good condition. Can be seen at 115 Jackson Street. Reasonable at \$65. For information, call Mike Tedone, Ext. 294 or 'phone Stone 4543.

FOR SALE: Wireless record player in fine condition, reasonable. Call Joan Eckhardt, at Ext. 333 or 334.

Take your pick!

I Won't, is a tramp;

I Can't, is a quitter;

I Don't Know, is lazy;

I Wish I Could, is a wisher;

I Might, is waking up;

I Will Try, is on his feet;

I Can, is on his way;

I Will, is at work;

I Did, is now the boss.

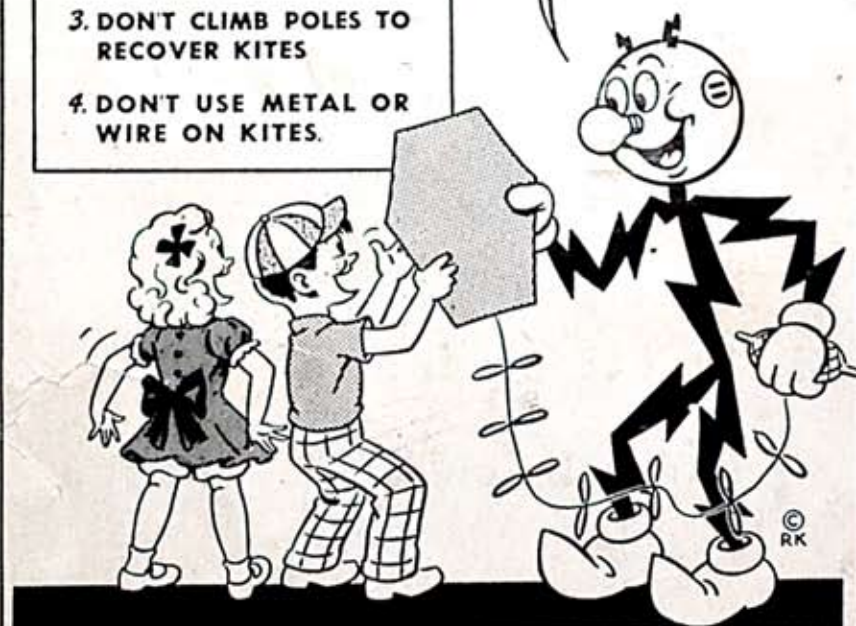
... Sales Management.

GO FLY A KITE...

REDDY KILOWATT SAYS

1. DON'T FLY KITES NEAR ELECTRIC WIRES.
2. DO USE DRY COTTON STRING.
3. DON'T CLIMB POLES TO RECOVER KITES
4. DON'T USE METAL OR WIRE ON KITES.

BUT FLY IT
SAFELY!



PLAY S-A-F-E when you play

The above message is not only for kite flyers but is also for the attention of their parents.

Young folks do get careless sometimes in the excitement of kite flying and DO some of the above DON'TS. We older folks can perhaps remind them of the dangers involved, so that they will PLAY SAFE when they play.

F L Y YOUR KITE S-A-F-E-L-Y!

Keep your kite away from electric wires, but if it should get caught, call the R. G. & E. and we'll send a man to free it for you.