

RG&E

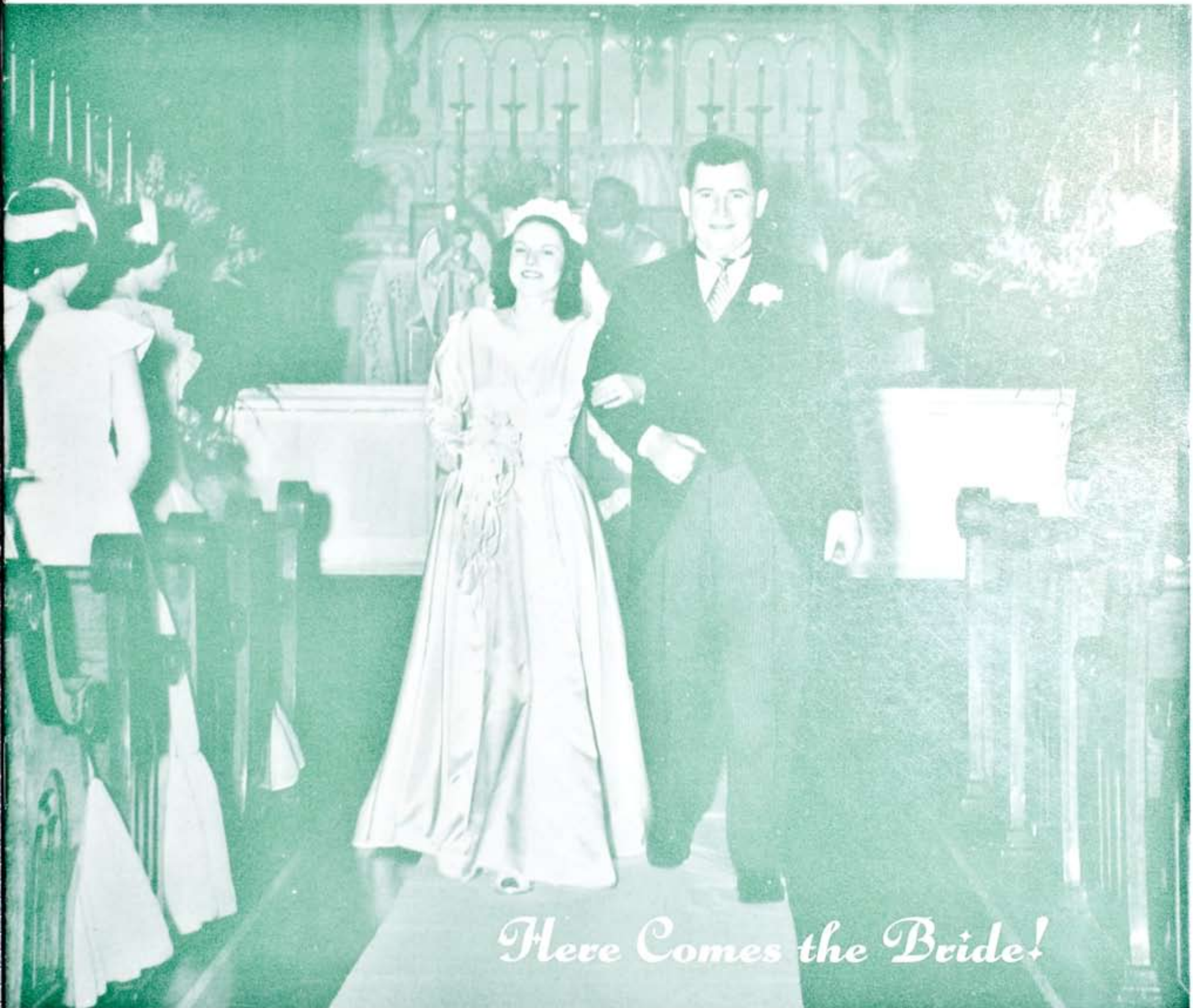
NEWS

ROCHESTER GAS and ELECTRIC

Volume XXIX

May and June, 1950

Nos. 5 and 6



Here Comes the Bride!

SEE RESULTS OF ANNUAL
COMPANY MEETINGS Page 5

SEE "STRICTLY
SOCIALISTIC" Page 9



... *Modern American Family Minus Electricity* ...

What would *you* do without electricity in your home? Well—you could use candles. And build fires. And entertain each other. And substitute elbow-grease for the numerous jobs electricity does automatically for

you . . . You'd be surprised how much it would cost, in money, time, and trouble. In fact, it almost takes a cartoon like this to remind us how *much* electricity does—and how *little* it costs.

Rochester Lighting Show Was Dazzling Success

LESTER C. TWICHELL

Our company was the second in the east to put on the General Electric Traveling Lighting Clinic. In this promotion we were aided by Rochester's seven leading electrical wholesalers. The show was put on at the Columbus Auditorium. Between the Monday and Friday night bingo parties, which regularly use this auditorium, we managed to set up this show, which included a complete stage and twenty-five fixture exhibition booths, put on seven shows, install and change, as the schedules demanded, some 350 commercial, industrial, and residential lighting fixtures, then tear down, pack-up, and re-ship all fixtures and show props. This took place between 10:15 P.M. on Monday, May 8th, and 4:00 P.M. the following Friday afternoon. The various sessions held were Trade Preview, School Lighting, Architects, Store Lighting, Factory and Office Lighting, and two on Home Lighting.

According to the General Electric personnel, who have been traveling with the show in the south and west, the Rochester showing had the best attendance from the standpoint of both numbers and quality of any city yet visited. While it will take some time to measure the full promotional value of the presentation, the general committee, composed of several of our own utility people and the local wholesale managers, are confident that the time and money spent will be profitable to all concerned, including the many customers who attended.

Many company employees in the Industrial and Domestic Sales Division co-operated in the planning, setting-up, and operation of the show. The following people from the General Construction Department and Office Building Maintenance groups were especially helpful in turning out to help at all times of day and night in order that the show could meet a rather tight schedule:

Cy Attridge, Norm Ellison, Jim Crichton, Art Fell, Greg Lepez, Joe Lang, Ray Myers, John Dasson, Fred Scavone, Pete Versprille, Mike Ferrara, Clyde Warren.

Under the immediate direction of Norm Kridel, of the Industrial Department's Lighting Division, they made a difficult job roll very smoothly and pleasantly.

The complete organization for the show follows:

General Committee: R. E. Ginna, Chairman; S. Alling, Vice-Chairman; Walter McKie, R. Jordan, R. A. Whitford, E. Hall, R. D. Pike, D. Erskine, A. Kelly, Earl Snyder, J. Royce, S. Spillane, L. Fridley,

Norman Ester, H. Locke, L. C. Twichell.

Executive Committee: R. Jordan, R. A. Whitford, E. Hall, L. C. Twichell, Executive Secretary.

Facilities Committee: E. Snyder, Chairman; N. Kridel, T. Whelan, H. Hill, H. Locke, D. Nolan, N. Dryer.

Advertising: A. Kelly, Chairman; J. Brady, R. D. Pike.

Attendance: R. D. Pike, Chairman; E. Burritt, G. Butler, H. Taillie.

Dinners: L. Fridley, Chairman.

Reception Committee: F. H. Owen, Chairman.

Three of the principal figures at the recent Rochester Lighting Show are shown below. Left to right: Edward Vanderlinde, Janice Cunningham, and Sydney Alling, Manager of the Industrial Department.





Broadcasting from the Rochester Lighting Show. Left to right: Al Thomas, General Electric; Roberta of WARC; Les Twichell and Art Kelly.

Station 3 Helps Increase the Population

The Electrical Generation Department at Station 3 has enrolled a number of junior members since the last issue of this magazine. The families concerned are: Mr. and Mrs. Thomas Puleo, a boy on May 1st, Thomas, Jr.; Mr. and Mrs. Melvin Saulpaugh, a boy on April 21st, Douglas Keith; Mr. and Mrs. Eugene Waterstraw, a girl on April 26th, Gail Diane; Mr. and Mrs. Robert Yeckel, a boy on April 20th, Gary. The Dairymen's League will probably declare a dividend.

On Thursday, May 25th, at Lawrenz Restaurant a group of about thirty from Station 3 gathered to have their last fling at winter victuals, namely "Sauerkraut 'n' Pork." Some of the oldtimers were present and a fine time was enjoyed by all. Besides the main event of the evening (which was "eating") the boys enjoyed a short talk by "Red" VanHorn and cards and liquid refreshments. It is rumored that the Station 3 ball team suffered its first defeat in some time due to the fact that several team members were torn between two loves . . . and the Sauerkraut won out!

EVEN THE ROMANS KNEW ABOUT R. G. & E. SERVICE

The other day we were following one of our favorite pursuits . . . tracing the derivation of words . . . and we ran across the Latin "servare" (pronounced "sir-wah-reh") and discovered that it means "to guard, to protect, to watch over."

As we followed up this study is ocured to us that the words were a pretty good definition of R. G. & E. electric and gas service. You switch on your electric washer, and it goes to work, getting out the germs and dirt, guarding your family's health. Your electric refrigerator stands guard, too, protecting the family food. A tiny electric bulb glows near the baby's crib, watching over the little fellow as he sleeps. And from your front porch gleams the light that means home to your family and hospitality to your friends. Your modern, automatic gas range cooks appetizing, healthy meals. Your gas water heater gives you hot water day and night and if you have gas house heating it protects the health of the family with clean, automatic heat. Yes, every hour of every day and night, R. G. & E. service is guarding, protecting, watching over you and your family. And behind the constant dependability of this service are the efficiency and capability of 2,700 R. G. & E. employees. Sound management and experienced employes work together to keep the electric and gas service of this area as constant and dependable as science and human skill can make it!

Speedy Therm

Happy Household Helper Makes His Debut in R. G. & E. Gas Advertising

SPEEDY THERM, a pleasant little character who symbolizes R. G. & E. gas service, made his bow to the public a few weeks ago in a series of company advertisements. He is the copyrighted property of A. W. Whittlesey, Vice-President of the Pennsylvania Company for Banking of Philadelphia, and member of the R. G. & E. Board of Directors since last October.

SPEEDY THERM'S debut was preceded by a series of "teaser" ads in which his likeness was shown but not his name. Each teaser ad told something about him in phrases such as

HE'S THE HOMEMAKER'S FRIEND



Who?

See Tomorrow's Paper

Copyright 1950
A. W. Whittlesey

Sample of teaser ad that was used in the newspapers

"He's a Fast Worker," "He Makes Your Life Easier," "He Works 24 Hours a Day," "He's the Homemaker's Friend," etc. After this series the identity of the happy helper as "Your Dependable Gas Servant" was revealed and he has since appeared in several R. G. & E. advertisements promoting the sale of gas appliances. He has also been seen on the R. G. & E. Sunday television show and in window and floor displays.

How did SPEEDY THERM get his name? Well, a therm is a unit of heat, just as an inch is a unit of measurement or an ounce is a unit of weight. Inasmuch as gas is the fastest of all fuels, SPEEDY THERM is a most appropriate name for the heat which gas produces and the many services that it performs.

Already SPEEDY THERM has created a lot of attention in the gas industry and several inquiries about him have come to the R. G. & E. Advertising Department.

THE PRESIDENT'S PAGE



Results of Annual Company Meetings

Fellow Employees:

Naturally, as employees, we are all interested to know the type of men who constitute our Board of Directors, as well as any changes in the officers of the company.

As you know, the stockholders elect the directors and the directors elect the officers. In the past, when the parent company held all the common stock, it alone determined who the directors should be. Last year, however, the parent company sold all the R. G. & E. common stock to the general public with the result that the annual meeting of the stockholders, held on June 7th, took on a new interest.

All Directors Re-elected

We have long enjoyed the services of a splendid group of directors and, of course, we hoped that our new stockholders would continue our present Board in office. You will be glad to know that this was done.

In order to refresh your memory, the men who were re-elected to our Board are as follows:

Raymond N. Ball, Alexander M. Beebe, John P. Boylan, Marcus E. Buckman, M. Herbert Eisenhart, Robert E. Ginna, Harry C. Hagerty, Ernest J. Howe, Edward G. Miner, T. Carl Nixon, J. Craig Powers, Herman Russell, Raymond L. Thompson, Walter L. Todd, and Albert W. Whittlesey.

Men Active in Business and Community Affairs

You will better realize the type of men we are privileged to have on our Board, and their responsibilities, when you know their various business connections.

Five are employees of our company in one capacity or another. We have Chairmen of the Boards of the University of Rochester, The Todd Company, The Pfaudler Company, The Rochester Telephone Corporation and the Bausch & Lomb Optical Company. We have the President of the Lincoln-Rochester Trust Co., Vice-President and Treasurer of the University of Rochester and Directors of Eastman Kodak Co., Equitable Life Assurance Society of the U. S., The Erie Railroad Co. and Taylor Instrument Companies. The Board also includes a Vice-President of the Pennsylvania Company for Banking & Trusts and a Vice-President and Treasurer of the Metropolitan Life Insurance Company, as well as three Trustees of the Rochester Institute of Technology and three Trustees of the University of Rochester.

I think you will agree that this is a splendid group and one with a deep sense of community responsibility.

After the stockholders' annual meeting, the Directors met to elect the officers of the company, and I am glad to announce that all existing officers were re-elected and some promotions were made.

Strengthening of Management Personnel

Since we have become an independent operating company, the problems of management of our company have greatly increased, necessitating a strengthening and broadening of the management personnel. The choices were not easy ones to make as we have a number of men who are well qualified to fill positions of higher responsibility. They will eventually, however, have their turn as we continue to grow.

To achieve these objectives, effective June 1st, the following promotions are announced:

- 1st Robert E. Ginna becomes Executive Vice-President of the company
- 2nd Ernest J. Howe becomes Vice-President in Charge of Finance, and Comptroller
- 3rd Leo H. East becomes Vice-President in Charge of Operations

The Employe and Public Relations Departments will continue to report to the President, as in the past.

I know these men will continue to receive your loyal co-operation.

Better Outlook for Future

I am also glad to announce that the operating figures for the month of May show a real improvement due to some unusual favorable conditions. We hope it continues as it comes at a very welcome time. You will recall that all last year and the first quarter of this year we were plagued with adverse weather, heavy costs of street improvement work, a hurricane and a vicious coal strike, so that we had not begun to show the progress for which we had been hoping.

However, misfortune can not happen all the time. It is my hope that with the help and loyalty of our employes and the efforts of our newly elected directors and officers, together with the benefits soon to be realized from the construction program we have been carrying on, we can begin to achieve a record of progress in the operation of the company of which we can all be proud.

Alexander M. Beebe
President

POWER COMPANIES OFFER SECURITY OF EMPLOYMENT SAYS U. S. LABOR DEPARTMENT

"Not many industries offer the worker as much security of employment as does the power and light industry. Electric utility companies are not as likely to slash pay-rolls in business depressions as most industries, because the demands for power hold up fairly well in such periods. There is little variation in employment between seasons of the year. Most utility workers are covered by pension systems, since the majority of the larger companies have them. A large number of the companies also protect the worker against sickness and accident with benefit provisions and insurance. Over half of the utility systems have paid-sick-leave plans covering both plant and office workers. The steadiness of utility employment is shown by the large number of workers who have been with the same company for more than 20 or 30 years."

(United States Department of Labor)

R. G. & E. MALE CHORUS ENTERTAINS VETERANS AT BATH, N. Y.

On a recent trip to Bath, N. Y., the R. G. & E. Male Chorus added another milestone to the company's long record of "good deeds for those in need," by singing for the sick and homeless veterans at that hospital. It was a day to be long remembered by all members of the chorus. They gave concerts in eleven wards and two auditoriums, singing steadily from three o'clock in the afternoon until ten o'clock that night. It was generally agreed that they had never sung before more appreciative audiences.

One of the highlights of the tour was a program that was sung in the ward for the blind. After directing the chorus in a few selections, Harry Taillie asked if there were any of the men from

the ward who would care to sing. Apparently there were because, in a very short time the room and halls were re-echoing with the lusty voices of men who were giving their best from throats that were accustomed to speaking in only a murmur. One of them, a little colored gentleman, favored the group with a rendition of his own composition which dealt with his undying love for "fried chicken."

The veterans at Bath ranged from boys to old men . . . from the Spanish-American War to World War II, all colors, ages and creeds, and that night, while the boys of the Male Chorus were driving home, weary and slightly hoarse, each one felt happy with the thoughts of how he had spent that day.

Photo shows four of the R. G. & E. Male Chorus members visiting the bedside of one of the patients of the Veterans' Hospital at Bath, N. Y. The veteran is unidentified but the Chorus members are, left to right: Harry Taillie, Danny Ambrose, Harold Rosentreter, and Horace Schofield.



Chester Steklof and Leonard Miocek proudly displaying their Euchre Championship Trophy. Chet and Lenny defeated all comers in the recent Industrial Euchre Tournament, which was played off at Kodak Park. Nearly 300 teams participated and bowed to the prowess and strategy of the East Station boys. In addition to the main trophy, which will stay in the possession of the company until the next tournament, the boys each received a smaller trophy and a team prize of \$50.00 cash. Two other boys from the R. G. & E., Harry Miller and Bob Radell, from the Main Office, placed well up on the list and received \$16 for their efforts. They finished in 13th place, which is very close to the top in a field of 284 teams.

Ed Crofts Memorial Fund to Help Start New Laboratory at General Hospital

When Vice-President Ed Crofts died last September the family requested that no flowers be sent. It was suggested that friends who might wish to send flowers make, instead, a small contribution to the E. R. Crofts Memorial Fund. A great number of Ed's friends heeded the request and as a result a fund of about \$2,000 was established.

The Rochester General Hospital now announces that this fund will help to start a new laboratory at that institution for research, diagnosis, and treatment of cancer and diseases of the thyroid gland. Radioisotopes, one of the new discoveries that have been made through the development of atomic energy, are being used more and more widely in hospitals which are equipped with proper facilities and personnel to handle radio-materials.

The Crofts Memorial Fund will enable the Rochester General Hospital to begin to expand its work in this regard and thereby perhaps save the lives of some who might otherwise perish.

Economic Mobilization Program Held in R. G. & E. Auditorium

The R. G. & E. was host last month to the two weeks course of the Economic Mobilization program of the Industrial College of the Armed Forces. The company turned over its Auditorium for the classroom sessions which were held twice daily and dealt with the various phases of industrial mobilization, such as control and distribution of resources in emergency, study, and knowledge of materials, manpower, production, technological processes, economic potentials, and other contributory factors.

Attending the sessions were selected reserve officers from Army, Navy and Air Force, National Guard officers and selected civilians in the fields of industry, education, labor, and civic life. More than 80 industries, commercial institutions, labor unions, and other organizations from Rochester and surrounding area were represented. R. Dewitt Pike of the Industrial Department and Purchasing Agent E. B. Robinson were the R. G. & E. representatives who took the full course. President A. M. Beebee, Executive Vice-President R. E. Ginna and Director of Public Relations A. P. Kelly served on sponsoring committees.

One of the special features of the program was a visit to Russell Station by more than 250 officers and civilians, the largest group that has ever toured the new electric generating plant.



Some of the "Brass Hats" who attended the Economic Mobilization Conference, which was held in the R. G. & E. auditorium, are shown at the Luncheon Tour of Russell Station during the conference. Left to right: Executive Vice-President Robert E. Ginna, Brigadier General Alfred H. Doud, Colonel George E. Keeler, Jr., President Alexander M. Beebee, and Lieutenant Eleanor M. Gorham, USNR.

Vets Plan Outdoor Welcome Party for New Club Members

The R. G. & E. World War Veterans Club will welcome its new members at the Club's annual outdoor meeting which will take place at the 21st Cavalry Rifle Range in Rush, N. Y., on July 20th. The Range offers plenty of space for all picnic activities and an excellent supper is planned for all members who attend. The program will include the annual Army-Navy baseball game, food, refreshments, and surprises. The admission price for this super-outing is simply your 1950 membership card.

Club President Ernest Skinner wishes to take this opportunity to urge all old and new members to attend this function and enjoy the grand outing that is being arranged. The route to the Rush Rifle Range will be printed and distributed at a later date. Make an effort to join us on July 20th and "have yourself a time!"

R. J. Hilliard Wins Highest Award

Robert J. Hilliard of Dewitt Pike's Commercial Division has been an active and enthusiastic member of the Opportune Club for the past two years. This club is sponsored and operated by its members for the purpose of developing and improving the art of public speaking. Since the Opportune Club was first organized twenty-five years ago, it has flourished in this city in the belief that by developing one's sense of self-expression he can broaden his personality.

At the end of each season, an "Award of Merit" scroll is given to the member who has made the greatest advancement in public speaking, and his or her name is engraved on a silver cup. That singular honor was bestowed upon Bob Hilliard this year.

In the short time that Bob has belonged to the Club he has made quite an impressive name for himself. He was named Chairman of the Program Committee last season and was further honored this year by being elected to the position of Treasurer. Congratulations to Bob Hilliard and the Opportune Club!

THE COVER

In selecting a cover for this issue we tried to represent the month of June in its most notable aspect. Our thanks to Tom and Jean O'Brien for allowing us to use one of their wedding pictures. Tom works in the Industrial Department for the Commercial Division and his wife is the former Jean Vogt of Webster.

ARTHUR P. KELLY, *Editor*

CARL E. SCHOEN, *News Editor*

GEORGE BUTLER..... *Third Floor*
 JACK FICHTNER..... *Electric Distribution*
 GRANGER GREEN..... *Sodus*
 MARY GIBSON..... *Fourth Floor*
 ARDEN HOWLAND..... *Employee Relations*
 KAY MATTE..... *Gas Distribution*

HELEN FREATMAN..... *Main Floor*
 MARY KIRKPATRICK..... *Second Floor*
 VIRGINIA WHITCRAFT..... *Fifth Floor*
 WILSON KOPLER..... *Fillmore*
 VIRGINIA HUNGERFORD..... *Belmont*

RICHARD HENRY..... *East Station*
 WESLEY STREITLE..... *Transportation*
 HENRY MACGREGOR..... *Steam Division*
 LAWRENCE DEBACK..... *Wolcott*
 MARGARET BURNS..... *Canandaigua*
 JOAN LEAMY..... *Sixth Floor*



Above photo was taken as the opening gun sounded for Schuyler Baldwin's New Coke Customers Derby. We've been told that all the "jockeys" are in good shape and the field is dry, so it looks like a tight race.

Industrial Department Wins Advertising Award

The R. G. & E. has won another award in the annual Better Copy Contest of the Public Utilities Advertising Association. At the recent annual convention the company won third national award in the classification dealing with publications mailed to industrial, commercial or farm customers. Several issues of the two publications . . . **ALONG OUR LINES** and the **FARM HI-LINER** were entered in the contest and won third place among more than 100 entries. Congratulations for the win go to Ed Burritt, Editor; Harold Rickner, Photographer, and DeWitt Pike.

Fare Enough?

An Englishman, an Irishman, and a Scotchman were planning a picnic. Said the Englishman, "I will bring the food." Said the Irishman, "I will bring the drink." Said the Scotchman, "I will bring my brother!"

Fred Keller Will Do Lots of Fishing

On May 29th at a luncheon at the Rochester Club which was attended by R. H. McCumber, L. J. Cooley, W. E. Hughes, J. Baker, W. S. VanHorn, J. B. Dailey, W. P. McKie, and several more of his co-workers, Fred Keller was given a retirement party. The records show that Fred was employed Dec. 7, 1903, and worked until August 1914. He was re-employed by the company in March of 1917 and, one month later, joined the Armed Forces in which he served until February, 1919, when he returned to the R. G. & E. Fred's military knowledge was again called upon in World War II when, as captain of the company guards, he and his group did an excellent job guarding plant equipment. Fred's retirement started on the 1st of June, when he left for his favorite fishing camp in Quebec.

Manager Phil Thomas of Canandaigua presents Len Geyer with trophy won in Farm Load Building Contest with Lake Shore and Genesee Districts.



SOME THINGS TO THINK ABOUT

"STRICTLY SOCIALISTIC" Says Democrat & Chronicle of Federal Power Projects

"Recent remarks by Robert E. Ginna, vice-president of the Rochester Gas & Electric Corporation, before the Sons of the American Revolution, stressed a point in the development of Federal power projects in this country which is often overlooked. The germ of the idea, he showed, was planted by a Socialist only 25 years ago, when Carl D. Thompson launched a program for 'public super-power,' which he declared 'will obviously carry with it the control of the industries of the nation.'

"Today, said Mr. Ginna, there is a Federally financed power project in almost every state of the Union.

"It is worth remembering that these projects were hatched under strictly Socialistic leadership, that as Mr. Ginna said 'the ownership and control of public utilities by the state is the very cornerstone of socialistic doctrines.' These facts remain even where a good case can be made for Federal development of power resources too large for private industry to attempt. The precise danger which opponents of Federal power projects feared have come largely to pass—that is, they have crossed the line that is strictly

within the province of the government and invaded the field of private power created by private investments and private management.

"Elmer L. Lindseth, president of the Electric Institute, wrote recently that in only 18 years government power projects have so increased that today the private companies serve only 85 per cent of the country's power needs, compared to 94 per cent. The government takes in taxes over 11 per cent of the total revenues which the private companies receive from the sale of electricity. Government systems pay no taxes. Obviously the claim of government officials that they can produce cheaper power than private companies does not take the tax difference into consideration.

"One does not need to be a blind admirer of private power companies to see that what we have in this field is straight Socialism and that it is spreading. And because of it, said Mr. Ginna, 'your freedom of action and mine is being slowly but surely impaired.'

(Editorial in Rochester Democrat and Chronicle, May 29, 1950)

25 Employees Observe Service Anniversaries of 35, 30 and 25 Years

The following employees completed cycles of 35, 30, or 25 years of continuous service in May and June:

MAY 1950	NAME	DEPARTMENT	YEARS OF SERVICE
	Thomas V. Reddy	Gas Shop	35
	Joseph C. Trapolino	Appliance Service	30
	William F. Dewey	Engineering	25
	Roy W. Kinnear	Line Operating	25
	Louis J. Kuhn	Electric Station Maintenance	25
	John F. Lecky	West Station	25
	James J. McHugh	Gas Street	25
	Diego Parisi	Station No. 3	25
	Linus E. Rieger	Gas Househeating Service	25
	Peter J. VanLare	Customers Accounting Supervising	25
JUNE 1950			
	Ora W. Allen	Commercial Service	30
	Melvin C. Bruman	Line Maintenance	30
	Earl W. Dennis	Electric Distribution Engineering	30
	Nicola Evangeliste	West Station	30
	James E. Skinner	Turn-on and Shut-off	30
	Frank A. Uttaro	West Station	30
	Howard A. Brown	Electric Distribution Office	25
	Charles J. Cowan	Canandaigua	25
	Lillian E. Fay	General Accounting—Typing	25
	Fred G. Hafner, Jr.	By-Products Sales	25
	Norman A. Luther	Appliance Bookkeeping	25
	Angelo Masuzzo	Gas Street	25
	Patrick J. Nolan	Station No. 3	25
	Arthur R. Pulver	Engineering	25
	Leslie A. Sale	Electric Meter and Laboratory	25

Syd Alling Made General Sales Manager

Appointment of Sydney Alling to the newly created post of General Sales Manager of the Rochester Gas and Electric Corporation was announced June 13th by Executive Vice-President Robert E. Ginna. Mr. Alling had been manager of Industrial and Commercial Sales and has been with the company for 39 years. He was graduated from the University of Rochester and received an Electrical Engineering degree from Massachusetts Institute of Technology. Associated with Mr. Alling in the sales organization will be the following department heads:

Walter G. McKie as Manager of Domestic Sales, including Home Service activities.

R. Dewitt Pike as Manager of Commercial and Industrial Sales, including rural sales development.

J. Gordon Ross as Manager of Customer Service and Relations.

Donald K. Smith as Manager of Gas Space Heating Sales.

Said Mr. Ginna: "With these changes, the Sales Operation has been reorganized and strengthened with four main functional departments each under a manager reporting to the General Sales Manager. The Management asks that you give these men your complete confidence and co-operation in helping them achieve success in their respective responsibilities."

Margaret Bauer Wins \$75 in "CP" Range Demonstration Contest

Miss Margaret Bauer of the R.G. & E. Home Service Department was awarded Second Prize and \$75 in a national demonstrations contest of an automatic gas range built to "CP" standards. The contest was conducted by the Home Service Committee of the American Gas Association and the prizes were contributed by the Gas Appliance Manufacturers Association.

Placing among the winners in this contest was no easy feat. The demonstration, not to be less than twenty nor more than thirty minutes, had to be suitable for presentation by one person only and must have been given before at least one group of customers, salesmen, or dealers. It had to be sales-slanted and have dramatic effect.

After all of the votes had been cast, it was found that no less than four of the R. G. & E. Home Service girls had finished "in the money," including Helen Crawford, Cynthia Heister, and Anne Lyng, all of which is a tribute to the fine training they have received under the guidance of Home Service Director, Irene Muntz.

THE SOCIAL SPHERE

Friends Bid Les Curchin → Happy Retirement

On June 2, 1950 at Ridgemont Golf Club, Lester Curchin was guest of honor at a party given by the Industrial Department. Les, after twenty years with Associated Gas & Electric, came to this company in 1940.

A very personable fellow, Les has led a great life. He came originally from Fair Haven, New Jersey, where he worked with Public Service Company of New Jersey. In 1920 he joined the Associated as a public relations man in Ithaca, N. Y. He came to Rochester in 1931 where he was connected with the stock sales of Associated in the Temple Building.

Since coming to R. G. & E. he has worked in the Rate and Contract Department and as a rate administrator in the Industrial Department. During all these years he has helped many employes and other Associated stockholders in the reorganization plans.

A swell fellow, Les has taught the evening classes of the "Dale Carnegie Course" here in Rochester for the past few years. Les is happily married and the father of three boys and two girls.

His many friends and co-workers showed up 100 strong at Ridgemont. Mr. Beebee, Mr. Ginna, Art Kelly, and others paid their respects. He was pre-



Photo shows some of Les Curchin's close friends who were in attendance at his retirement party. Left to right: Mr. and Mrs. Edwin Burritt, Mr. and Mrs. Robert E. Ginna, Les and Mrs. Curchin, and Mr. and Mrs. Sydney Alling.

sented a beautiful gold wrist watch by Sydney Alling, Manager of the Industrial Department. To climax the evening Governor Dewey sent his congratulations to Les, who is a great Dewey fan.

Adolph Fauth Feted on Retirement

After more than 35 years of service Adolph Fauth of the General Accounting Department retired May 1st. Friends and fellow employes feted him at a dinner party at the Sheraton Hotel. Among the invited guests were Mrs. Fauth and their two daughters, Harriet of the Payroll Department and Janet Fauth Bopp, formerly of the Customers Accounting Department, and son-in-law Paul Bopp. Ralph McCumber and Thomas Yawger were also at the speakers' table, since Mr. Fauth had been associated with the Electric Department before being transferred to his present position.

A chicken dinner was topped off by entertainment provided by Mary Benvenuto who sang "The Merry Widow Waltz" and "A Friend O' Mine." Terry Oster, Vera Evgenides, Evelyn Carstairs, and Mary Gibson, accompanied by Molly Taylor at the piano, sang a parody to the tune of "Dearie" with lyrics by Miss Carstairs, while the story of Adolph's life was being flashed on the screen in the form of slides. "Shorty" Goodwin as Peter Cottontail hopped around nibbling carrots while the quartet sang.

As a lasting remembrance his many friends throughout the company gave him a beautiful wrist watch.

Picture below shows some of the friends who attended the Adolph Fauth retirement party at the Sheraton Hotel. Left to right: Ralph McCumber, Adolph and Mrs. Fauth, Thomas Yawger, and Bob Ball (Toastmaster for the occasion).



MAIN OFFICE

Evelyn Carstairs of Corporate has announced her engagement to Jack Nesbitt. The wedding will take place August 12th.

Velma McCleave of Mailing has answered to the name of Mrs. Wendell Barnes since April 1st.

Employe Relations Department extends a sincere welcome to Peg McCurn who has joined the Claim Office as replacement for Peg Settle. Peg H was a former member of the Stores Records Division.

Evelyn DeRoo of Mailing became engaged to Robert Porteous on April 8th.

We have a new pair on the Main Floor. The engagement has been announced between Cynthia Heister of Home Service and Bob Cronin, who sells for Domestic Sales. They are planning a summer wedding.

Beautiful weather and three such pretty fans as Mary Powers, Administrative; Marie Fredricks, General Accounting; and Evelyn Hoesterey, Employe Relations, traveled to Buffalo one Sunday recently to see the Rochester Red Wings play.

Cashier Carl Wittman is back after spending six weeks home nursing a broken wrist. Nice to see you around again, Carl.

Group below taken at the retirement party for Benny Williams of Sodus. Back row, left to right: Fred Wood, Claude Harnaart, George Worth, Chester Warren, William VanHeiten, Stanley Craver, and Thomas Heald. Front row, left to right: William Kubber, Hazel Granger, Benny Williams, Alice Wilson, and Peter DeVos.



Above picture shows O'Brien's Militia in all its splendor at the recent Male Chorus Party at the Chislers Club. They are from left to right: Henry MacGregor, Harold Rosentreter, Al Mura, Dannu Curtice, Dick Miller, Bill Bellor, Dick Macauley, Gus Farese, and Commander-in-Chief Bill O'Brien.

Charlie Bancroft of the Industrial Department engineering staff, has a new dependent. She is a little girl named Barbara Lee, eight pounds, one ounce, born May 8th.

Floyd Owen, Industrial Department Lighting Division, and Mrs. Owen have moved into a brand new, beautiful home at 890 Corwin Road. Everything about the house is of the most modern design except the mat below the front door. Floyd prefers to keep that the way it has been for years. It reads simply, "Welcome."

Daughter of West Station Man Wins \$6,000 Scholarship

Ann Eilers, daughter of Mark G. Eilers of West Station and senior at Our Lady of Mercy High School recently won a \$6,000 scholarship to Manhattanville College of the Sacred Heart in New York City. Ann competed against 342 candidates in a competitive examination for the scholarship, which includes board and full tuition for four years. She will enter Manhattanville in the fall to start a pre-medical course.

Sodus Gives Ben Williams Gay Sendoff

On May 1st the employes of the Lake Shore District held a party at Lotus Lodge on Sodus Bay in honor of Charles "Ben" Williams who retired from active service on May 1st. Ben has been employed in the Lake Shore District for more than 24 years and at the time of his retirement he was Storehouse Clerk. He started with the Mills Bros. Electric Co., which was later taken over by the R. G. & E. District Manager Graydon Curtis was Toastmaster at the party. George Wirth gave a review of Ben's life which was humorous and informative and Granger Green presented him with a purse in behalf of the employes of the District. Several friends from the Rochester office journeyed to Sodus to help Ben celebrate.

Marilyn Roesser, daughter of Clarence "Doc" Roesser, was recently made Valedictorian of her class at Williamson Central School.

Hugh Peters, who is our new meter reader at Sodus, says he likes the job but can't understand the disposition of some dogs.





Picture above was taken at the Chislors Club on the day of the Steam Department picnic. A grand time was had by all.

MAIN OFFICE—Continued

When Paul Helfer of Domestic Sales was asked how he got that nasty cut on the top of his noggin, he said, "I ran into a tree while playing baseball with the Domestic Sales team." It's good practice to keep your eye on the ball, Paul, but let's not get carried away with the idea.

Helen Crawford of Home Service and her husband recently returned from a trip to Southern Missouri where they visited her husband's parents. One of the highlights of the trip was their attendance at a Cardinal ballgame in St. Louis.

Sylvia Else of the Home Service Department who was the Main Floor correspondent for this magazine for a long time is now in California and, from all reports, intends to stay for an indefinite period.

TRADING POST

FOR SALE: Dog house, suitable for medium sized dog (or small man). Can be seen at 930 Meigs St. Please contact Gus Krumbach at MO. 3823-M or Ext. 281.

FOR SALE: Nine-piece, Spanish Walnut Dining Room Set. Excellent condition. Call Johnny Purtell at CH. 2209-W.

WANTED: Cottage to rent on or near Conesus Lake for the week of August 13th. Please call HA. 2974, after 5 P.M.

FOR SALE: Girl's bicycle, 26" wheel, in excellent condition. Two years old. Please call CU. 6579-M.

WANTED: House, Flat, or Apartment, 6 rooms with Bath. As soon as possible. Please call MO. 2124 or Ext. 225.

Beebee Elected Director of Edison Electric Institute

President Beebee has been elected a Director of the Edison Electric Institute for a term of three years. The E. E. I. is an organization composed of practically all of the electric power companies of the country and conducts an active program of research, fact finding and sales promotion for the electric industry.

TRANSPORTATION

On May 6th, Frances Springstead of the Transportation Department was married to Leo Harmon. After the ceremony the couple enjoyed an extended honeymoon to New York City, Canada, and the Green Mountains of Vermont.

Peg Settle in New Position

Peg Settle, as most of you know, has been one of the mainstays of the Claim Office for several years. She was recently transferred to the Mailing Department as a Sectional Supervisor and was guest of honor at a dinner given by members of the Employee Relations Department. During the course of the evening President Beebee stopped in to add his greetings and wish her success in her new work. Knowing that Peg is travel-minded, Art Rissberger presented her with a beautiful piece of luggage on behalf of the department.

Mallory Loos Wins Fourth Term

Mallory Loos of Coke Sales has again been elected Commander of the Indian Landing Post, No. 121, Veterans of Foreign Wars. He was installed in that position at a dinner meeting at the Post Headquarters.

ARLENE FULLER PROMOTED

On June 1st Arlene Fuller was made Supervisor of the Power Billing Group, succeeding Ernest Merredew who retired May 31st. Edwin Kendrick has been named Assistant.

WEST STATION

Albert Abbazia of West Station was recently married to Mary Pisano in a colorful ceremony at St. Michael's Church on Clinton Avenue.

The entire Gas Distribution Department welcomes Ben J. Morlan who recently returned to work after a short hospital stay.

A speedy recovery is also wished for Herbert "Jeff" Fry who has been ill for the past several weeks.

WOLCOTT

Mr. and Mrs. James Kauwell and Mr. and Mrs. Paul Palmer recently spent a few days at White Lake, Canada, fishing. Jim and Paul are linemen at Wolcott.

Granger Green, Office Manager of Sodus, is the newly-elected president of the Syracuse University Alumni Association of Northeastern Wayne County.

Miss Jean Houghtaling of Red Creek is the new cashier in the Wolcott Office. Hugh Peters who was the cashier has been transferred to Sodus as meter reader.

R. G. & E. Workers Exceed Quota In Chest Drive

Although the Industrial Division of the Community Chest Campaign did not quite reach the goal that it had hoped for in the recent drive, the employes of the R. G. & E. exceeded their quota of \$17,000 by more than \$1,400. The final tabulation from Chairman Al Doud showed that our folks had pledged \$18,420.65, or 108% of their quota. This figure represents an average pledge of \$8.04 per person or four cents per person more than last year's donation.

Figuring that an element of competition gives more impetus to a drive of

this sort, Al Doud divided the departments of the company into three teams with their respective team captains. Leo East's team led the competition with the enviable record of 119.6% of quota. The next team, with Bill Hughes at the helm, closed the campaign with 105.5% of quota and the third team, under the leadership of Ralph McCumber, finished with 101.1% of quota.

Said Chairman Al Doud, "This is another fine example of the grand work that is done by the R. G. & E. employes. My heartiest thanks to all for this generous co-operation."

HOUSEHEATING SERVICE

Linus Rieger was recently the guest-of-honor at a bowling party and buffet supper held at Forstbauers on St. Paul St. in celebration of his 25th Anniversary with the Company. Calvin A. Brown, Superintendent of Gas Distribution Department, made the 25-year pin presentation at the party.

Frederic Ouwleen, former employe of the Househeating Service Department, paid us a surprise visit upon his return from St. Louis, Missouri. He will be the White-Rodgers Electric Company's representative for the New York State area.

Twichell Named to National Lighting Committee

Lester C. Twichell, Supervisor of the Lighting Division of the Industrial Department, has been appointed a member of the National Planned Lighting Promotion Committee of the Edison Electric Institute. The Committee's job is to keep the electric industry alerted to new developments in planned lighting sales activities.

Speaking about anniversaries, our one and only James E. Skinner, known to his many friends as "Jim," celebrated 30 years with R. G. & E. on June 2.



Above photo was taken of June Elkins Hanlon just before she left the Stores Records Division to be married to Tommy Hanlon. The ceremony took place on May 20th at St. Ambrose Church. Tommy is a graduate of RIT and now works for the Eastman Kodak Naval Ordnance Division.

General Accounting Department Holds Annual Picnic

The annual picnic of the General Accounting Department was held recently at the Chislers Camp and a goodly crowd was on hand to enjoy the tasty fare set out by the food committee. The entertainment included baseball in the afternoon and dancing after dark. All who attended agreed that the affair was a howling success . . . all but Bill Benham of Auditing, who just agreed to the howling. Bill sustained a broken finger in the course of the afternoon baseball game.

Below photo shows that it was a gay day when the General Accounting Department held its picnic at the Chislers Club. The day, the food, and everything turned out just right . . . well, judge for yourself.





A delightful dinner party was held at the home of Mrs. William N. Whitney, 210 Dartmouth Street, in honor of the recent promotions of Lynn Bowman, Frederick Pfluke, Louis Shnidman, and Jesse Yeaw. Those present were: (in picture), seated: Clarence McElwain, Virginia Wolverton, Marion Rossney, Mary Gertner, Marguerite Whitney, Joy Whitney Jones. Standing (left to right): Hamilton King, Gordon Calderwood, Don Hulbert, Mary Sacco, Dolores Mathis, James Davis, William Hege-man, Arthur Loveny, Dick Cook, Louis Shnidman, Robert Gustafson, Donald Higley, William Spears, Frank Thompson, Lynn Bowman, Garwen Harle, Frank Valenza, Frederick Pfluke, Jesse Yeaw. Present at the party but not in the picture: Connie Sciaratta.

FILLMORE

Mr. and Mrs. H. G. Young and Mr. and Mrs. H. J. Strahan of Fillmore recently visited Washington, D. C., Williamsburg, Va., and the Navy yards at Portsmouth and Norfolk. Arrangements for this trip were made through U. S. Senator Herbert H. Lehman.

Roland Thomas, storekeeper at Fillmore, is building a new house. According to "Rod" to arrive at the cost, you add everything together and multiply by 100.

There is a rumor going 'round that the R. G. & E. will sponsor a softball team this season at Fillmore. If this rumor is true there will be an opportunity to rent crutches. If any employe has a cane or a crutch or two, please notify the Fillmore office.

Wilson Kopler of Fillmore was accosted by the Whisker Police Force for shaving off his beard. The "arrest" was made at Niagara Falls, N. Y., just as Kopler was about to escape into Canada. He has been released on bail and will be put on trial on July 4th at Fillmore . . .

V. P. Ginna Named Director of National Organization

Executive Vice-President Robert E. Ginna has been elected a director of the National Association of Electric Companies, an organization devoted to giving the public factual information about developments in the electric power industry.

By Advice of Counsel

Employer: "Myrtle, who told you that you could neglect your office duties just because I give you a kiss now and then?"
Stenographer: "My attorney."

Mother: "Irene, get off that sailor's knee."
Irene: "Like heck I will, I got here first!"

Power Billing Party Marks Retirement of Ernie Merredew

The members of Power Billing and friends held a farewell dinner party for Ernie Merredew at the Brass Rail on May 29th. Ernie has been the head of that division for ten years and has been in the company employ for thirty years. After dinner and talks by J. Gordon Ross, Wilbur Seidel and L. C. Curchin, Jim Skinner, toastmaster for the occasion, presented Ernie with a set of matched luggage from Power Billing and a handsome check from his many friends. Ernie is planning a trip to Winnipeg, Canada, when the flood waters recede in that territory.

Shown below are a few of the friends who attended Ernie Merredew's retirement party. Left to right: Warren Root, J. Gordon Ross, Ernie, Wilbur Seidel, Sydney Alling, and Jim Skinner.



In Memoriam

Peter J. Hilliard

Peter J. Hilliard, 77, died May 20, 1950. He was employed in the Canandaigua District August 16, 1902 and was retired July 1, 1940. He was the father of Robert J. Hilliard of the Industrial Department.

John J. Sheehan

John J. Sheehan, Line Operating Department, died May 16, 1950. He had worked for the company for 33 years and was 53 years old at his death.

James C. Rapp

James C. Rapp, Line Maintenance Department, died June 6, 1950. He had worked for the company for four years and was 25 years of age at the time of his death.

Leon Kimpal Twice Honored

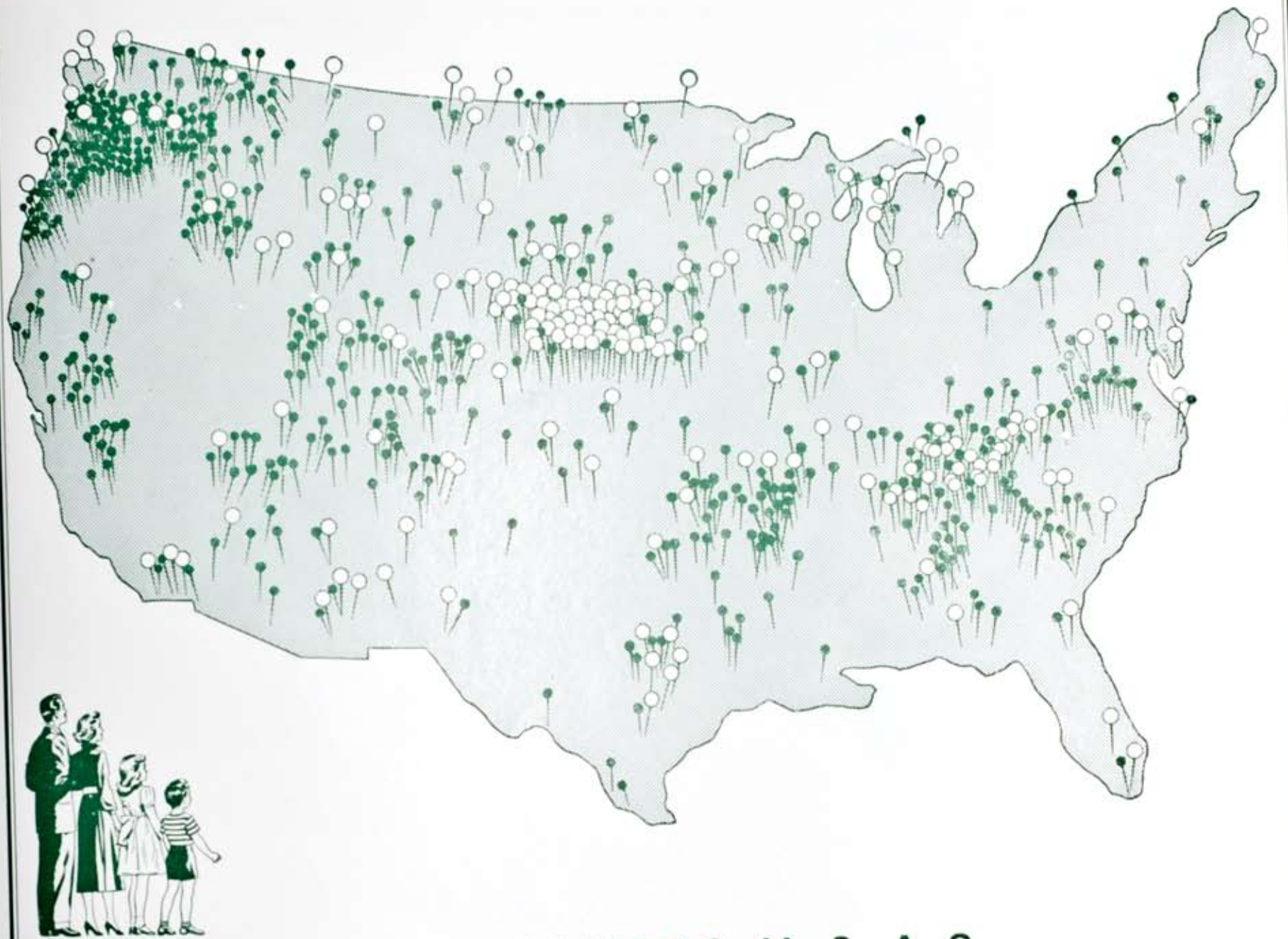
Leon Kimpal, Industrial Gas Engineer, has been elected to a three-year term as Director in the Rochester Chapter of the American Foundryman's Society. He has also been appointed Assistant Secretary of the Rochester Chapter of the American Society for Metals. It's a good thing "Kimp" doesn't have to carry his titles on his back . . . he'd be stoop-shouldered.

Two New Girls for Canandaigua

Congratulations are in order for two employes of the Electric Line Department, Canandaigua District, on births of daughters. An 8-lb. girl, Winona Jane, arrived May 7th at Mr. and Mrs. Richard Houle's house and on May 6th an 8-lb., 14 oz., girl came to stay with Mr. and Mrs. Donald Lincoln who named her Patricia Ann.

ALFRED T. VENESS HONORED

Alfred T. Veness, Supervisor of Steam Sales in the Industrial Department, was recently elected first vice-president of the National District Heating Association at a meeting at Ashville, North Carolina.



A SOCIALISTIC U. S. A. ?

Would you like to live in a socialist America? Most Americans wouldn't. But there's a real danger that we will—whether we want it or not.

One main road to socialism is government ownership and control of important businesses. The electric light and power business is one. This map shows how far government is in it already.

Every white dot — 253 of them — on the map marks an electric power plant now operated or financed by our federal government. Every black dot shows where another government power plant is being

built or proposed. In all—673 places in 44 states! And a long step towards a socialistic U.S.A.

Many people do not realize that continued invasion by government into the field of business is socialistic in character. If they did they would oppose it.

But when government, moving step by step, controls *enough* things, we'll *have* a socialist government, whether we want it or not. And, instead of our freedoms, we'll have government control, not only over business, but over churches, schools, homes—our whole lives.

Hi Folks!



meet *Speedy Therm!*

SPEEDY THERM is your handy household helper. He's the friendly symbol of scores of ways in which R. G. & E. gas service makes your homemaking easier. How did SPEEDY THERM get his name? Well, a therm is a unit of heat and, inasmuch as gas is the fastest of all fuels, SPEEDY THERM is an appropriate name for the heat that gas produces.

SPEEDY THERM cooks your food. He heats the water to wash your clothes and dishes and for your bath. He runs your refrigerator, dries your clothes in an automatic dryer and incinerates your trash. He warms your home with clean, automatic heat.

Every day, in every way, SPEEDY THERM is at your service. He's dependable and efficient. The more you use him the more he'll save you in time and effort. You'll see SPEEDY THERM frequently in R. G. & E. advertising, demonstrating some of the many ways in which he can help you. He'll be your guide to better, easier, and more comfortable living.



HE'S A FAST WORKER



HE MAKES YOUR LIFE EASIER



HE WORKS 24 HOURS A DAY



HE'S ALWAYS AT YOUR SERVICE



HE'S THE HOMEMAKER'S FRIEND