



# NEWS

ROCHESTER GAS and ELECTRIC

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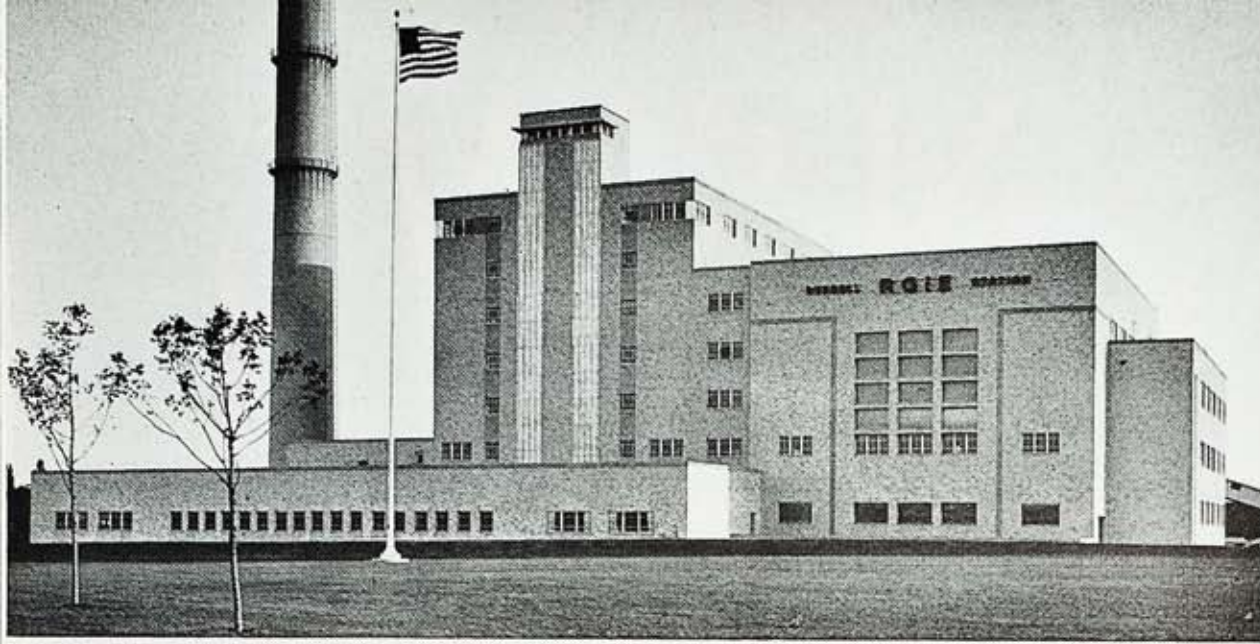


## FREEDOM BELL

REPLICA OF THE BELL TO BE HUNG IN BERLIN OCT. 24 as a symbol OF THE DETERMINATION OF DEMOCRATIC PEOPLES TO RESIST COMMUNISM

*Rochester Crusade sponsored by the Junior Chamber of Commerce*

**"Be Sure To Vote" — Page 5**



Old Glory flies proudly from 75-foot staff at Lake Shore



Right, First Lieutenant Alvin B. Spetz and Flag Detail.

## Beautiful New 75-Foot Flagpole at Russell Station to be Edgar R. Crofts Memorial

The new 75-foot steel flagpole on the terrace in front of Russell Station is to be known as the "EDGAR R. CROFTS MEMORIAL."

The beautiful, tall staff, glistening white in the morning sun, was so named on Monday, October 16th by President Alexander M. Beebee, when it was dedicated in the presence of a group of Russell Station employes and Old Glory was flown from the peak. Later a bronze tablet carrying an appropriate inscription will be affixed to the base of the pole and there will be a special dedication to which the family and friends of the late R. G. & E. Vice-President and Director will be invited.

Russell Station, located on Beach Avenue, a few hundred feet from the shore of Lake Ontario was built under the personal supervision of Vice-President Crofts, who had been with the Company for 33 years, many of them as operating head of the electrical department and the last three as operating head of all departments.

### Symbolizes Plant Patriotism

In the preliminary dedication President Beebee said: "In dedicating this new flagpole today and raising the American flag to its peak we symbolize the greatness of our country and the principles of freedom, justice and liberty for which it stands. We hope that this little ceremony will also, in some measure, symbolize the readiness and the ability of this Russell Station . . . and of all our plants and all our employes . . . to serve their country in time of need, whether in defense of our homeland or in resisting aggression elsewhere."

On Tuesday, October 17th, before city, county and town officials, there was a second ceremony at Russell Station in which the United Nations flag was raised as one of the special features of the observance of United Nations week throughout this area. Darrow Dutcher, chairman of the local United Nations Week Committee, explained the purpose of the national observance while Chairman of the R. G. & E. Board of Directors, Herman Russell and President Beebee spoke briefly.

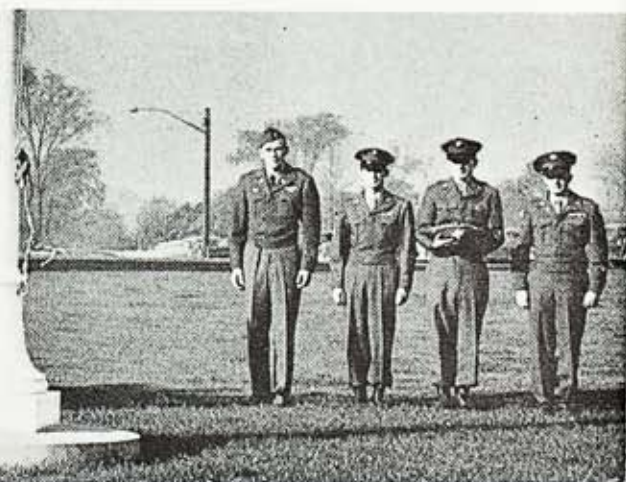
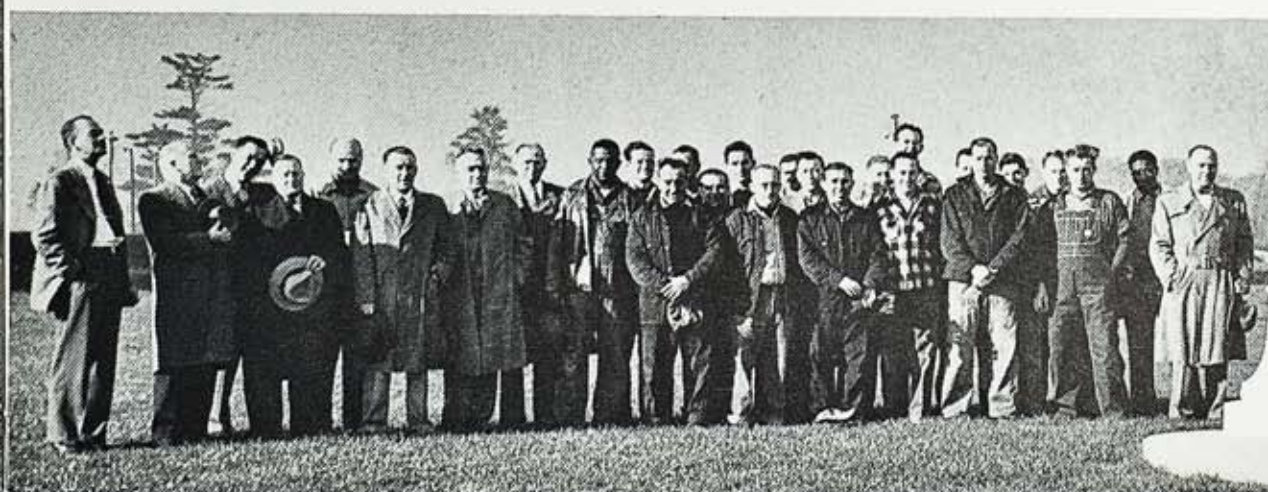
### Ever Ready To Serve

Mr. Russell said that the greatest honor that had come to him was the naming of Russell Station and that he was very pleased to learn that the new flagpole was to serve as a memorial to Ed Crofts, at the plant which he was so instrumental in bringing to completion.

"We hope," said Mr. Russell, "that the power which this plant produces . . . and the output of all our other plants . . . will never again have to be devoted to the cause of war. It is our hope that the output of our entire system will be devoted to providing comforts and better living for the home, and promoting the growth, development and prosperity of industry and agriculture. However, if it should become necessary to call upon any of our plants or our workers to play their part in defense of our country I know that their response will never be too little nor too late."

The United Nations flag, with its white insigne of the map of the world, on a field of light blue, was flown from the new staff during United Nations week but the American colors now float proudly from its gilded top.

Employes watch flag raising ceremonies at Russell Station



## Good Results From Safety "Derby"

It was evident in August that the number of accidents in relation to man hours, were on the increase. Because of this, it was decided to make a special effort to reduce accidental injuries and the Safety Derby was launched with this letter from President Beebee:

"The ever increasing number of accidents and the resulting number of injuries to employes of this Company are of great concern to us.

"With the international picture as it is and the job that lies ahead for all of us, it becomes increasingly important that we all learn how to work safely. Important too that none of our skilled help are injured and become unable to perform their normal duties.

"Remember that every accident may be the means of bringing grief, hardships and heartaches into somebody's home."

The results were gratifying. We went through September with fewer Lost Time accidents than we have had since 1945, with the exception of July, 1947 when we had the same number. The number of accidental injuries that occurred in September requiring medical attention, but no loss of time, were far less than average and only twice since 1945 have they been lower in any one month.

This effort definitely proves that with more concentration on accident prevention, we can reduce still further the number of accidental injuries. Let us all remember that "NO JOB IS SO URGENT THAT WE CAN NOT TAKE TIME TO DO IT SAFELY."

### GENESEE DISTRICT NEWS

The Genesee District Employes held their annual picnic at Letchworth Park. President Beebee was on hand and spoke to the group after having his portion of hot dogs, hamburgers, etc. The committee included Robert Holland, chairman; Jean Hall, Lawrence Miller, Roland Thomas and Irvin Hill.

## Question and Answer Page Will Give Information on Any Phase of Company Operations

Probably there are questions that you would like to ask about some of the operations of your company or about the industry in general but either don't know where to go for the information or hesitate to ask.

Well, hesitate no longer.

Beginning with the next issue of the R. G. & E. News we will conduct a question and answer page in which we will answer any queries from employes. You can ask about any phase of company operations and we hope you will. Perhaps there are things connected with company operations which you do not understand and on which you seek enlightenment. We'll be glad to furnish it. There are no secrets and any information you ask will be cheerfully given.

Questions that concern Company policies will be answered by Company officers; questions about the operation of any particular department will be answered by the heads of those departments. Whatever the query, the answer will be provided from authoritative sources.

Names of the questioners will not be used without their permission, so there need be no embarrassment. Send along your queries and help build up a feature that should soon develop into one of the most interesting and informative in our employes' magazine.

## R. G. & E. Employes Take Active Part in Convention

R. G. & E. employes played an active part in the September convention of the American Gas Association held at Atlantic City. Norm Stott and eighteen salesmen were guests of the Rex Water Heater Company, having won the trip and all expenses as the result of selling a record-breaking number of Rex gas water heaters. President Beebee is a director of the A. G. A. and taking part in various sections of the four-day program were Miss Irene Muntz, Jesse Yeaw, Richard Kruger, Louis Shnidman and James Coyne. Miss Muntz who served the past year as chairman of the A. G. A. Home Service Committee had the honor of presiding over the Home Service Breakfast, attended by 550 people and handling the affair with an aplomb and ability that delighted her fellow workers.

## MORE COMPANY MEN JOIN UNCLE SAM

Following is the latest list of R. G. & E. employes who have been called into the military service. They are: Navy, Ralph C. Donchew, Station 3; Ralph H. Jennings, Auditing; Calvin S. Kellogg, Rate and Economic Research; John Mawn, Gas Shop; and James E. Smith, Station 7. Army, Richard T. Makey, Line Operating; and William C. Praeger, Rate and Economic Research. Jerry D. Clickner, Steam Distribution, has gone to the Marine Corps and Ralph A. Kiske, Electric Meter, to the National Guard.

Two of the men who had left earlier to enter active service have been returned to us. They are, Herbert F. Enter of Line Maintenance and William H. Whiting of East Station.

Rip Van Winkle couldn't have slept for 20 years nowadays. Somebody would have been waking him up intermittently to pay taxes.

## Prize Plant Contest to be Resumed with Awards of Cash and "Smokes"

In the interest of Safety and Accident Prevention, as well as to promote an improvement in conditions of cleanliness and general housekeeping, it has been decided to reestablish the Prize Plant Contest.

Good Housekeeping and a good Safety Record are among the best indications of a properly run and well supervised plant or department. Jointly they tend to improve working conditions, increase efficiency of plant and employe, reduce fire hazards and generally improve morale of all concerned.

### Committee of 6 Judges

A committee of six representing Gas, Electric and Office, but divided into two groups, plus the Safety Director, will visit all of the company properties every two months. It will be their duty to appraise the housekeeping conditions, in each plant. Cleanliness of windows, floors, walls, facilities and equipment will be considered, as well as safe and neat piling, or storage, of

stock, tools and materials. Condition and appearance of grounds in and around the buildings, as well as existing "unsafe conditions," will also count in the contest.

The type, age and nature of the plant and its operation will be given due consideration and the properties will be divided into four (4) groups.

GROUP 1—Electric Stations (except Station 3)

GROUP 2—Andrews Street installations

GROUP 3—Station 3 and General Maintenance

GROUP 4—East and West Gas Works

The ratings will be computed as a percentage of the maximum attainable score for each plant in each of the groups.

### Awards Every Two Months

The awards to be given every two months will consist of a "Cup" award to the winning plant and "smokes" for the employes. An annual cash award of

ten dollars (\$10) will be given to each of the employes of the plant with the highest annual average. No one plant can win the "smokes" more than once in each twelve months.

All plants who win the monthly award will be carried in an "Honor Group" until such time as their monthly percentage rating should fall below that of any plant not in the "Honor Group."

This contest started in October and all inspections will be made after the 15th of each scheduled inspection month. For the time being the contest will include Rochester only. It is contemplated that the Districts will be included, effective, January 1, 1951.

The employes who comprise the Good Housekeeping committee are: Arthur Loveny and Mary Eilers, representing Gas; Howard Brown and Winfield VanHorn, representing Electric; Schuyler Baldwin, and James McConnell, representing Office and By-Products; Alfred H. Doud, Director of Safety.

## Company Trio Sparks Recent C. of C. Campaign

Three R. G. & E. employes took top honors in the recent Chamber of Commerce Membership Drive. They were J. Gordon Ross, Gaston Breckenridge and J. Mallory Loos. "Breck" Breckenridge, Gas Spaceheating Sales, won first place in the Individual Subscription Group with the almost fantastic record of 1526% of his allotted quota. J. Gordon Ross took second place with his division by attaining 188.6% of quota and Mallory Loos, By-Products Sales, snared third place in the team standings by turning in a roaring 418.2% of quota.

### OUR COVER

The picture on the cover shows a replica of the giant Freedom Bell which has been installed in the American sector of Berlin. All the signatures obtained in the Crusade for Freedom in Rochester will be placed in a vault beside the Bell. At the upper left, Francis Drake of Electric Distribution, who headed the Junior Chamber of Commerce Committee which sponsored the local campaign, introduces President A. M. Beebee in East Avenue just before the Bell was placed in one of our windows.



Included in the first group of Marines to leave the R. G. & E. for active duty are, left to right: Kenneth Robinson, Raymond Stoddard, Allen Greer, Robert Schick, John McMenemy and William Whiting.

# THE PRESIDENT'S PAGE



## BE SURE TO VOTE

*If Democracy is to Succeed It Must Represent  
the Will of the Majority*

The coming November 7th is Election Day, a day which we should all treat as sacred. It is the day on which we, as citizens of a great democracy, have the right (and the obligation) to express our opinions.

If democracy is to succeed, it is vital that we all exercise the privilege of the ballot. Therefore it is most important that every qualified citizen, regardless of party affiliation, vote on Election Day for those principles which he feels to be to the country's best interest, and for the candidates whom he regards as best fitted to carry out those principles.

We in this country have great privileges, which are not always appreciated and which many peoples of the world would like to have, if it were possible. We have Freedom of Speech, Freedom of Assembly, Freedom of Worship, the right to work where one chooses, the right to quit, and the right to own land and property. These blessings can be lost, if we do not exercise our rights as free citizens.

### MILLIONS FAIL TO VOTE

Our forefathers fought and died for the principles of democracy and the right to vote. Members of many families in recent months have been fighting for these same principles on foreign soil. Yet it is amazing that more than one-third of all the eligible voters fail to take advantage of the opportunity to express their views in the voting booth on Election Day.

With issues of such tremendous importance confronting us today and with the future of democracy itself being threatened by powerful forces, it is the duty of all of us to do everything we can to make democracy succeed. Therefore, be sure that you keep Election Day uppermost in your mind and go to the polls and register your vote, so that the country may be better prepared to meet the important decisions that it is facing.

### TAXES ARE AGAIN INCREASED

As you are aware, Congress has recently increased the withholding tax on individuals effective October 1st. On corporations Congress has also increased income taxes retroactive to July 1st last from 38 to 45 per cent, which means that the R. G. & E. will have to pay about \$325,000 more per year in addition to our present already heavy tax bill. In addition to this increase, which hits all industry, there is talk of a new so-called "Excess Profits" tax. We would have no objection to an excess profits tax that taxes profits resulting from the war effort. However, when under the guise of an "Excess Profits" tax an effort is being made to impose a tax that goes far beyond that purpose, we are forced to object.

A public utility, being regulated, in reality does not have any "excess profits." We are allowed by the Public Service Commission to earn no more than a fair return on the money invested in our business. If there were any "excess profits" left after all the regular and special taxes which utilities now pay, we would be perfectly willing to pay our additional share.

### OBJECT TO UNFAIR TAX

What we do object to is an unfair and inequitable tax, which under the cloak of the phrase "excess profits," would tend to force socialization on large segments of important industries. Therefore, if you as employes hear of our Company objecting to an Excess Profits Tax, please realize that we are not objecting to any Excess Profits Tax as such, but rather to what is proposed under the guise of such a tax.

*Alexander M. Beebe*  
President

## R. G. & E. Plays Prominent Part in Crusade for Freedom

The R. G. & E. had a prominent part in the local Crusade for Freedom activities. The campaign was under the direction of the Junior Chamber of Commerce and Francis E. Drake, Jr., department superintendent in Electric Distribution and past president of the Chamber, headed the Committee in charge. Booths were placed around the city for the purpose of obtaining signatures of lovers of freedom to be enshrined at the base of the 10-ton Freedom Bell which will be permanently installed in the American sector of Berlin.

Through the efforts of Francis, a replica of the giant Freedom Bell was obtained for display in one of the R. G. & E. windows and was installed with impressive ceremonies in which President Beebe, Raymond N. Ball, Honorary Chairman of the Citizens' Committee, and the fine Aquinas Band participated.

Hundreds of signatures were obtained at the booth in the R. G. & E. lobby, presided over by Madeline McGuire and a substantial sum was received in small voluntary contributions. This money is to be used to help finance radio broadcasts from points in Europe and which it is hoped will penetrate the Iron Curtain.

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 MATTLE.....*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*

## Service Anniversaries Observed by Twenty-eight

The following employes completed cycles of 25, 35, 40, and 45 years in September and October:

SEPTEMBER 1950	DEPARTMENT	YEARS OF SERVICE
Harry J. Culliton.....	Credit and Collection.....	45
Frank Ubrini.....	West Station.....	35
Charles C. Jackson.....	Station 3.....	30
J. Gordon Ross.....	Commercial Service.....	30
Cliff E. Watson.....	General Maintenance.....	30
Earl M. Clark.....	Electric Distribution Engineering.....	25
Charles H. Conway.....	Wolcott District.....	25
Stanley C. Craver.....	Sodus District.....	25
Lester J. Fischer.....	Steam Distribution Operation.....	25
Rose D. Gill.....	Customer G/E Bookkeeping.....	25
George R. Herschell.....	Transportation.....	25
George E. Holloway.....	Station 3.....	25
Erwin M. Morris.....	Steam Distribution Office.....	25
Louis Shnidman.....	West Station.....	25
Wallace P. Whelan.....	Station 3.....	25
<b>OCTOBER 1950</b>		
Anthony Holdrich.....	Gas Shop.....	40
Grover C. Hartley.....	Customer G/E Bookkeeping.....	35
William L. Weaver.....	General Accounting.....	35
George DiQuattro.....	Office Maintenance.....	30
Fred B. Hoppough.....	Station 2.....	30
Harold G. Noble.....	Commercial Service.....	30
Roman J. Aslan.....	Station 3.....	25
Rosario Cirincione.....	West Station.....	25
John J. Drexel.....	Transportation.....	25
Leah M. Fellows.....	Credit and Collection.....	25
Marie A. Fredricks.....	General Accounting.....	25
Elbert H. Freeman.....	Plant Inventory.....	25
Hamilton C. King.....	West Station.....	25

### PROMOTIONS ANNOUNCED IN THREE DEPARTMENTS

Recent retirements have opened the way for a number of promotions and the following announcements have been made:

ROBERT W. BASCHNAGEL becomes supervisor of the Power Division of the Commercial and Industrial Sales Department. New industry development work for that division will be handled directly by KENDALL B. CASTLE, JR., in addition to his other duties.

HERBERT W. RINGLESTEIN becomes supervisor of the Credit Division of the Customers' Accounting Department.

JAMES V. NOLAN becomes Supervisor of the Collection Division of the same department.

RALPH T. CRITTENDEN has been appointed Claim Adjuster and will have charge of the Claim Division of the Employee Relations Department, which includes the administration of the Workmen's Compensation Act.

## In Memoriam

### Frank S. Testa

Frank S. Testa died on August 11, 1950. He was employed at East Station and had worked for the Company 33 years. He was 59 years old at his death.

### Philip J. Amero

Philip J. Amero, Pensioner, died August 11, 1950 at the age of 66 years. Mr. Amero was employed at Station 3 until his retirement August 1, 1949.

### Thomas H. Ward

Thomas H. Ward, Pensioner, died August 23, 1950. He was retired March 1, 1937 after 30 years of service with the Company. He was 82 years of age at his death.

### Leo J. Brazill

Leo J. Brazill, employe of General Maintenance Department for 32 years, died August 28, 1950. He was 62 years of age at the time of his death.

### Lawrence E. Turner

Lawrence E. Turner of the Line Maintenance Department died September 6, 1950. He had worked with the Company 27 years and was 54 years of age.

### George Knight

George Knight, Pensioner, died October 6, 1950, at the age of 74. He was retired April 1, 1941 after 30 years of service with the Company.

### Henry McIlravy

Henry McIlravy, Pensioner, died October 15, 1950 at the age of 83. He was retired June 1, 1939 and formerly worked in the Coke Sales Division.

### ATTENTION MODEL RAILROAD FANS!

Any R. G. & E. employe interested in no-gauge, model railroading, who would like to form a club and build an operating pike please contact Larry Gleason on Extensions 333 or 334. Larry is anxious to start a club of this type and would like to hear from you.

# SOME THINGS TO THINK ABOUT

## PUBLIC UTILITIES HAVE PROGRESSIVE CODE OF CUSTOMER AND COMMUNITY RELATIONS

The leading public utilities of the country have approved the following principles as a guide to their dealings with the public, their employes, the federal government and with their stockholders:

### To Furnish Abundant Power and Good Service

To foresee the electric, gas and steam needs in peace and war of each community served, and to provide for those needs at the lowest rates that will assure abundant power and good service.

### Efficient and Satisfied Employes

To attract and hold well-trained and competent employes by paying good wages and providing the best possible working conditions, thereby assuring high-quality, reliable electric, gas and steam service.

### Fair Treatment for All Users of Utility Services

To seek equal treatment for all users of electricity, gas and steam, and, to that end, strive for the elimination of regulations and governmental practices that favor one user over another.

### Equal Taxes for All

To urge equality in hidden and visible taxes, so that the bills of public utilities, whether business-managed or government-owned, will collect the same taxes from customers.

### Spencerport Girl Wins R. G. & E. Trophy

Little Patricia Maxwell of Spencerport won the trophy donated by the R. G. & E. for the Junior Horsemanship Class at the Monroe County Fair. Executive Vice-President Robert E. Ginna and Patricia's proud father, Martin Maxwell, holding the trophy, complete the group.

### Customer-Community Growth and Betterment

To continue, in each community served, to work loyally for community growth and betterment.

### Investor-Financed Rather Than Tax-Financed Expansion

To pay fair dividends, so that stockholders and others will be willing to finance our industry's expansion, thus meeting the public's growing needs for electricity, gas and steam without adding to federal debt.

### Wise Use of Natural Resources

To encourage efficient development of the nation's land, water, and atomic resources for the benefit of all the people rather than a few.

### Safeguarding of American Freedom

To expose and fight whatever strikes at American freedom, whenever and wherever it may appear; and to that end, here in our own country, to oppose even the seeds of socialism and communism.

The R. G. & E. subscribes wholeheartedly to all of these declarations and, for many years in the field of employe welfare and customer and community relations, has kept well in advance of the industry trend.



## Frozen Foursomes Fight to Fine Finish

The chill wind and overcast sky did little to lessen the enthusiasm of the R. G. & E. Open Golf Tournament on September 23rd. Of the 112 who signed up for the match, 91 were on hand at tee-off time, and despite the handicap of long underwear and heavy sweaters, turned in some pretty fair tallies. In the Low Gross competition, the first prize went to Charles (Bud) McLaughlin of Transportation who shot an 83. Ray Stothard of Electric Distribution Engineering came in second with a close 84 and the third position was hotly contested by Tim Thomas, Canandaigua, Harold Hall, Appliance Repair, and Joe Bertram of Station 7, who each racked up an 86.

The Low Net class finished with Tom Faill, East Station, in first place with a 63 on a 30 handicap. Dick Rhodes, East Station, 67 on 22 handicap for second place and Bill Faill, General Maintenance, had a 70 with a 30 handicap for third.

All things considered, it was a good tournament which was roundly enjoyed by all players . . . even though it took them two days to thaw out!

## Men's Bowling League Hits Early Season Stride

The R. G. & E. Men's Bowling League got off to a flying start in the 1950-1951 season. Interest and enthusiasm are at a higher point than ever before and everyone is on hand to keep the games lively and the moods mellow. Most of the old timers are still around to tell the newcomers how they used to roll in "the good old days" . . . and the newcomers are listening just as though they believed it.

Twenty-four teams from the different departments comprise the league this year and the competition is keen. The team standings as of October 15th were as follows: 1. Transportation, 2. Gas Meter Shop, 3. Line Maintenance, 4. East Gas Station, 5. General Maintenance, 6. Main Office, 7. West Gas Station, 8. Coke Distribution, 9. Electric Distribution, 10. Chemical Laboratory, 11. Station 3, 12. Steam Division, 13. Meter Reading, 14. Electric Meter, 15. General Accounting, 16. Househeating Service, 17. Record Mapping, 18. Turn-on Department, 19. Plant Inventory, 20. Gas Distribution Office, 21. Storehouse, 22. Electric Distribution Engineering, 23. Gas Street Department, 24. Office Maintenance 24th.

## MAIN OFFICE

George (Cashiers) and Mrs. Galen recently celebrated their twenty-fifth wedding anniversary.

Alice Longbine took a little time off to try out her new Chevrolet and motor with her two nieces through Pennsylvania, visiting friends and relatives in Philadelphia, Chester and Atlantic City.

Betty Fritz and Jeanne Hallett were among the many visitors of Anne and Cliff White this summer at Alexandria Bay.

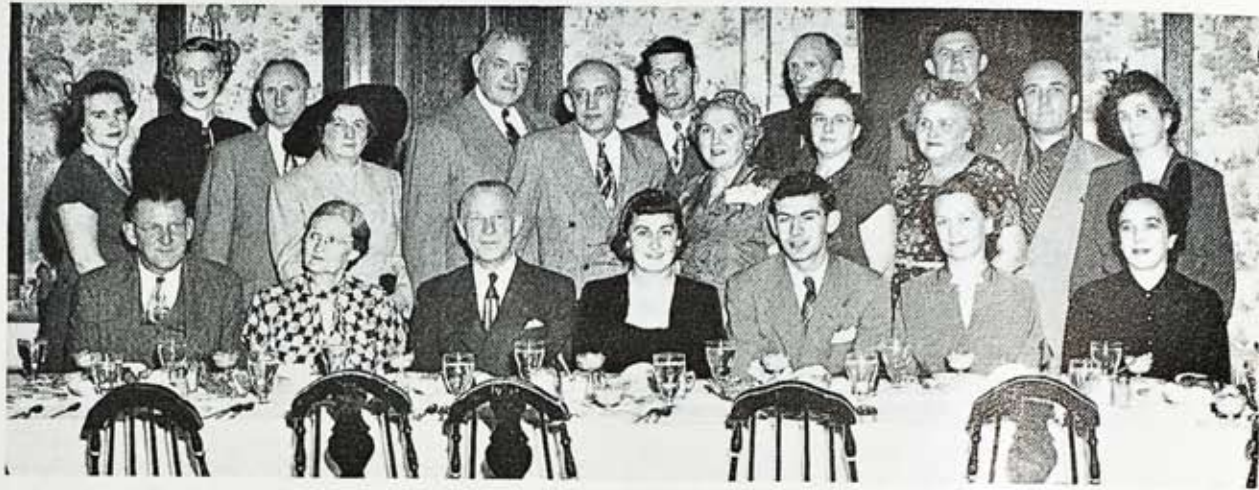
Harold Vick of General Accounting journeyed to the far west, visiting the states of Oregon and Washington. To make the trip a little more exciting he flew back.

The General Accounting Department has two newcomers. One is Edna DeVeny who was transferred from the Pension Office to replace Bea Schroeder who married Paul Briggs on October 14th. The other is Stephen Kowba who has joined the staff of the Works Progress Group.

Mark Wunder and his family are now occupying their new home on Castleman Road.

Audrey Drumheller and Jimmy Oslager were married last month in the Lake Avenue Baptist Church. Audrey works in Unit Bookkeeping and Jim is with Gas Househeating Service. The couple spent two weeks at Hidden Valley Ranch.

Many of the friends of Harry Culliton, Credit and Collections' Manager, joined to wish him luck and happiness on his retirement from the Company. Inset shows close-up of the guests of honor, Harry and Mrs. Culliton.



Hilton-Brockport District friends who gathered at the Roxbury Inn for a dinner party for Dorcas Wilcox. Standing, left to right: Mrs. Richard Sweeting, Florence Ophardt, Harold Wilson, Mrs. Clark Ludington, Clark Ludington, George Sheffield, Leland Hendershot, Mrs. C. T. Davenport, C. T. Davenport, Mrs. Gifford Jackling, Mrs. George Sheffield, Richard Sweeting, Cleon Goodwin, and Mrs. Harold Wilson. Seated, left to right: Gifford Jackling, Mrs. Blanche Wolfrom, J. Harlan Cooper, Dorcas (now Mrs. Jack Michaels) Wilcox, Jack Michaels, Mrs. J. H. Cooper and Mrs. Leland Hendershot.

Bob O'Connell, formerly of the Second Floor Tabulating Department and at present with the U. S. Navy, is now stationed in Japan. His address is Robert D. O'Connell, (D-3), USS Whiteside (AKA-90), c/o FPO San Francisco. Why not drop him a line?

Three days of fun were enjoyed by a group of girls from the Second Floor when they spent Labor Day week-end at Mingo Lodge on Fourth Lake. The girls were: Shirley Ulmer, Doris Adlam, Wauneta Norris, Margie Smithers, Marion Warner, and Mary Kirkpatrick.

The Home Service Group is pleased to welcome Anna Trombley who recently transferred from Domestic Sales.

Cynthia (Heister) and Bob Cronin are back with us after being married at St. Monica's Church and honeymooning at Cape Cod.

Aletha Scutt Meek, formerly of Home Service, was a welcome visitor to the Main Floor a short time ago.

Nolia Williams is back after visiting relatives and friends in New Orleans, La.

Loretta Celentano is still feeling the thrill that she got when she spent a week in Connecticut where she saw the Boston Red Sox and Cleveland Indians play ball.

Did you know that the stork recently paid a visit to Corning, N. Y., where he presented Mr. and Mrs. Joseph O'Neil with a fine baby boy? Mommy is the former Ann McDermott who was a member of the Employee Relations Department prior to her marriage.

Helen Buell of Purchasing spent ten days of her vacation with relatives in Gary, Indiana, and Hamlin Lake, Michigan.

Leatrice Lombardo of Purchasing has married Eugene Merwin of Weld St. The wedding took place in St. Margaret Mary's Church and after a delightful (that word is superfluous) wedding trip, Leatrice is back with the R. G. & E.

Evelyn Carstairs is finding it hard to forget the swell week she spent at Silver Lake early this fall.





Jean Stenzel motored to Texas with girl friends on her vacation and had many enjoyable visits with old acquaintances.

Terry Oster visited Richmond, Virginia, to meet her fiance's parents and returned Mrs. Albert Veniskey. Best wishes to the bride . . . and to the bridegroom who, at this writing, is serving Uncle Sam in the U. S. Navy.

Harriet Fauth recently took a quick trip to our nation's capital and saw many interesting sights.

Vera Evgenides, formerly of the General Accounting Department has transferred to the Commercial and Industrial Department. The Fourth Floor's loss is the Third Floor's gain and everyone wishes her the best of luck in her new position.

Loretta Hansen terminated her relations with the R. G. & E. last month to assume her duties as full time housewife to her husband, John.

Marie Fredericks, General Accounting; Mary Powers, Administrative; Evelyn Hoesterey, Employee Relations; and Arline Fuller, Power Billing, recently spent a week in the Adirondack Mountains.

Mildred Magin of the Report Group returned to work sporting a wonderful tan which she acquired on her vacation at Holland's Cove.

Theresa Gleason, Accounts Payable and her husband, Bill Gleason of Andrews Street recently had a very enjoyable time at the home of Theresa's parents in Pultneyville.

Some of the boys who enjoyed the good food and fellowship at the Electric Station Maintenance Annual Clambake are back row, left to right: Louie Kuhn, George Ernst, Doug Bruce and Harry Eckerson. Front row, left to right: George Robinson and pensioners Freddy Miller, Bill Krautwurst and Mike Kane.



Linn Bowman of Gas Operations and Mrs. Bowman cut their wedding cake on the occasion of their 25th Anniversary as Linda, left and Mary Alice, right, look on.



Audrey and Jimmy Oflager at their wedding reception. The bride is the former Audrey Drumheller of the 2nd Floor.

#### STEAM DEPARTMENT

Freeman Boyer, Sr., retired from the Steam Distribution Department, was a delegate to the National Encampment of the United Spanish War Vets. held at Atlantic City from September 21 to 28. Fritz is also on the team which dramatizes Father Neptune's ceremony upon crossing the Equator.

The Steam Distribution Department recently elected new officers for its social association. They are Christian Helfer, President; Richard Helfer, Vice-President; Stella Newton, Secretary; Lyndon Cross, Treasurer.

James Guthrie of the Steam Distribution, recently was married to Miss Arlene Bruns. The ceremony took place in the Salem Evangelical Church and the honeymoon took them through the New England States. They are residing at 61 Ketchum St.

#### WOLCOTT

Harry Sowles, meter reader at Wolcott, was married to Elizabeth Ruth Reed of Savannah on August 27th in the Savannah Methodist Church.

Mr. and Mrs. Charles Smith of Wolcott spent their vacation at Cape Vincent on a fishing trip. Chuck is meter reader at Wolcott.

David Miner, son of Herbert Miner, Office Manager at Wolcott, entered Syracuse University this fall. He enrolled in the College of Fine Arts and is majoring in piano and organ music.



# A Day in the Life of Frank Gilhart, East Rochester



Frank Gilhart checks in at the East Rochester Office to get a list of the day's jobs. . . .



. . . and spends more of his time off the ground than on it. . . .



. . . and sometimes finishes work at 3 or 4 . . . A.M., that is.

Frank Gilhart is the Chief Troubleshooter and Lineman for the Eastern Monroe District. His life has been devoted to the intricacies and temperaments of power lines and services for nearly all of his working life. Before he came into the employ of the R. G. & E., 10 years ago, he had had considerable experience with the Bell Telephone Co., Postal Telegraph and the Western Union Telegraph Co.

In his early years with the Company, he worked for the late Benny Cahill and fondly remembers his association with Benny's outfit. Four years later he decided to stay closer to his home in East Rochester and transferred to the Eastern Monroe District, which includes the villages of East Rochester, Webster, Fairport and the towns of Penfield, Perinton, Pittsford and Webster.

Frank's job has certain characteristics that are unique in the everyday line of endeavor. Being subject to call

at any time of the day or night, his life is an "open book." He always instructs the Electric Departments as to where he will be at any given time and furnishes them with the necessary addresses, phone numbers, etc., that will facilitate locating him in the event of any trouble.

The Gilharts live at 113 West Ivy St. and the family consists of Frank, his wife Dorothy; Winifred, Patsy, Lee and Billy, ranging in age from 15 to 21. If, and when Frank has any spare time, he prefers fishing to any other hobby and enjoys eating what he catches.

When asked if his job ever produced any unusual experiences it was learned that the job of a Chief Troubleshooter and Lineman entails very few "routine" activities and that every call he gets is, in itself, distinctive and to say the least . . . unusual. However, to the quiet and unassuming personality of Frank Gilhart, it's "all in a day's work."



At home, Frank and his family share the mutual enjoyment of being together.

## BRECKENRIDGE RETURNS FROM TEXAS WITH RARE GIFT

Gaston "Breck" Breckenridge and his wife recently returned from a motor trip to Nocona, Texas, in the heart of the cattle belt, where they visited "Breck's" parents. The trip was somewhat of a mathematical phenomenon . . . two of them went down to the Lone Star State, but four of them returned. It seems that while they were there, they visited some friends of childhood days and were introduced to Walter Lynn Zimmerman who is an Eagle Scout. During the course of the conversation it was learned that Walter, being a true Scout, had a hankerin' to do something nice for one of his buddies in the north. Breck told him that his boss' son, Lorrie Smith, is a Boy Scout and, upon hearing that, Walter decided just what he was going to do.

Texas happens to be the home of the famous horned toads, and that same day the Zimmerman lad set out on his own private hunt. In the evening he returned with two of the finest horned toads he could locate and insisted that Mr. and Mrs. B. bring them back to Lorrie as a token of brotherhood from one scout to another. Breck said that he would deliver them to Lorrie, and

thereby became the first person in the R. G. & E. ever to play nursemaid to a pair of toads for a trip that was close to 3000 miles in length. The Breckenridges are proud to inform you that those toads are in as good shape today as they were the day Walter Zimmerman picked them off the desert floor.

Left: Gaston "Breck" Breckenridge turns the custody of two genuine Texas horned toads over to Lorry Smith, son of D. K. Smith, Supervisor of Gas Spaceheating Sales.



Pictured with the winner of the R. G. & E. sponsored poultry raising contest are, left to right Professor R. E. Ogle, Cornell University; Richard Smith, contest winner; and Professor Emil Malinovsky of Ohio State University.



Hurry back, Bob! . . . says Stove and Nut Club at Bob Schick's party. Bob and Mrs. Schick at top.

### Stove and Nut Club Bids Farewell to Bob Schick

The newly organized social committee of the Coke Sales Department, the "Stove and Nut Club" initiated its existence recently by holding a farewell party for Bob Schick at the Chiselers Club. Bob has gone into active service with the Marine Corps. Among the guests were Mrs. Schick and the girls of the department and all agreed that it was a wonderful party. During the meal Bob received a money belt that was presented by Al Walker, President of the Stove and Nut Club. Co-chairmen of the party were Fay Vary and Frank Howell.

### R. G. & E. Sponsors Annual Poultry Raising Contest

Final judging of the Rochester Gas and Electric's Ninth Annual Poultry Raising Contest for members of 4-H Clubs took place in the Company's basement auditorium on October 7th. The judges were Professor R. C. Ogle, poultry specialist of Cornell University and Professor Emil Malinovsky of Ohio State University.

Sponsored every year by the R. G. & E., the contest is open to 4-H members from nine to twenty-one years of age. The following winners were awarded prizes at a luncheon after the judging: First prize, Richard D. Smith of Ontario; Second prize, Phillip L. Winchell of Belmont; Third prize, Homer Van Dyke of Holcomb; and Fourth prize, Robert F. Ebertz of Coldwater. Host at the luncheon was Carl E. Jeerings, Supervisor of the Farm Service Division of the R. G. & E.

## Electric Generation Wins Championship as Baseball Bows Out for 1950



Grand Champions of Company Softball League, Electric Generation Team. Back row, left to right: Charles Venishel, Sta. 3; Everett Beatty, Sta. 3; Charles Bond, Sta. 3; John Maier, Sta. 7; George Larson, Sta. 3; Arthur Meyer, Sta. 7; and Frank Schwind, Sta. 3. Front row, left to right: James Murphy, Sta. 3; John Krusemark, Sta. 3; Charles Platt, Sta. 7; Captain and Manager Leon White, Jr., Sta. 3; and Joe Grassi, Sta. 9. Inset, Sam Bello, Sta. 8. Thomas Farnan, Sta. 7 is not in picture.

The R. G. & E. Softball League came to a colorful close this season after a well-played, sportsman-like series. There were twelve teams in the league, six playing on Wednesday nights and six on Thursday nights, and all good representatives of their departments. Under the guidance of Bill Howard, the league manager, most of the games were played at the scheduled time, although the weather occasionally fouled up the order.

Much could be said concerning the performance of all the teams that played in this league, but, due to limited time and space, it will be necessary to confine the applause to the three teams that won in their respective classes.

The Electric Line Department team entered the competition for the first time this season and wound up by taking the Wednesday Night Championship. They have proven themselves to be a serious threat to all teams in the coming seasons.

The Thursday Night League Championship went to the Garage team and every team that played against them enjoyed their spirit and sportsmanship.

Of course, every baseball league has to have its Grand Champions and this one is no exception. The top honors in the R. G. & E. competition went to those old wizards of the diamond, Electric Generation . . . or maybe some of you will more easily recognize them as the former Station 3 outfit. When the chips are down and a championship is at stake, they play just as if the existence of the Electric Department depended upon it. Their record is an enviable one . . . the team having won five of the past eight trophies given by the Company for proficiency in baseball.

The congratulations of all who watched the games this season go to the above mentioned three teams as well as all the others who played. It was a well-played series, played by men who showed the tops in fair play and sportsmanship. They were a credit to the R. G. & E. and to themselves.



Line Operating Department's Wednesday Night Champs. Back row, left to right: George Treilly, Art Benkwit, John Gleason, Ed Bailey, Jim Gent and Mike DeMarco. Front row, left to right: Bud Weather, League Manager Bill Howard, Team Manager Clarence Grey and Ed Longyear.



The Garage Team which snared the Thursday Night Championship. Back row, left to right: R. Wagner, R. Luft, League Manager Bill Howard, Team Manager W. Altpeter, Manager of Transportation James Coyne, D. Gunther, C. McLaughlin and G. Raillon. Front row, left to right: L. Palumbo, R. Smith, V. Rogers, F. Schalge, D. Meyer and G. Boyd.

## MORE PIN-UPS

The quality of the R. G. & E. baby crop is still running far above par. For proof positive see the photos below.



The Wunder family. From left, Barbara Anne, 3½ years, Mrs. Mark Wunder and baby Susan Jean, 4 months. Daddy works in General Accounting.



Twins Mary Ann and Carol Ann Lacagnina, age 3 months, nieces of J. Lacagnina of East Station.



Sons of John Andrews of General Accounting. Left, Edward, 2 years, and John, Jr., age 5.



Charlie Rice of the Gas Shop with his five grandchildren. The two boys in the rear are George and Ronald Gilbert and the three in front are Jim, Kenny and Elaine Rice.



Grandchildren of George Holloway of Station 3. From left, The Pipers, Edward, 4 months, Donna, 3 years and Patricia, 2 years.



The "Guy with the Wink," Ricky Young, 3½ years, son of Bill Young of the Commercial and Industrial Department.

## TRADING POST

**FOR SALE:** Grey kidskin coat with hat to match, size 16, almost new; also, grey cloth coat. All for \$35.00. Girl going to Philippine Islands. Telephone MOnroe 5067M, 187 Mt. Vernon Ave.

**FOR SALE:** Decoys, authentic and realistic. \$18.00 per doz. Leon Sprague, Ext. 496 or GENESEE 2718W.

**FOR SALE:** Kenmore apartment range, 1919 model, fully insulated, used only for one month, complete with fittings. Very reasonably priced. Call CULVER 5333J.

**FOR SALE:** New .22 cal. Stevens automatic rifle. A bargain at \$22.00. Call A. J. Bocci, Ext. 412.

**FOR SALE:** Brownie Reflex Camera with Photoflash attachment, Synchro Model; new in November. Takes pictures 1" square which enlarge to about 2" square. Also 8 flash bulbs. Complete set \$15.00 for quick sale. Contact Alice Wilson, Sodus Office.

**FOR SALE:** Damper control, complete, \$5.00. Contact Norm Eskrich on Ext. 303.

**FOR SALE:** Four brand new 6.00 x 16, first quality tires. \$15.00 each. Also one set of brand new seat covers (Chevrolet Sedan). Never used. Call Ext. 213, Green.

**FOR SALE:** Arvin Table model radio. Bargain. Please call Mary Garin on Ext. 527.

**FOR SALE:** Seven-room house with gas heat and all latest improvements, 22 Hopper Terrace. For information and details call Cal Brown, Ext. 551 or CHarlotte 3091.

### NEW CROP OF BOYS

The Lloyd Westons, Gas Street Division, are now the proud parents of a 7 pound, 15 ounce baby boy. They have named the new addition David Hicks Weston.

A son was born to Mr. and Mrs. Louis Simpatico of the Gas Street Division. The baby weighed 9 pounds, 10 ounces and has been named Anthony.

East Gas Station proudly announces the birth of Timothy Michael Madigan, 8 pounds. Daddy is John Madigan.

A wise husband never forgets his wife's birthday.

He merely forgets which one it is.

## Charlie Benham Given Royal Send-Off by 200 Friends

It was a cold, wet evening and *not* the kind that would ordinarily prompt more than two hundred people to leave their homes and drive down to the bay and have dinner at the Pt. Pleasant Hotel just for the love of "getting out." It had to be a special occasion, and it certainly was just that. It was the night of Charlie Benham's farewell party, his retirement becoming effective September 1st.

The large dining room of the hotel was packed with "Ben's" friends both from the R. G. & E. and from other firms in this section of the state. The casual observer could stand by and note that every person, it seemed, who had ever entered the R. G. & E. on any type of electrical errand was on hand to pay tribute to the long, loyal and efficient service record of the Supervisor of the Power Division of the Commercial and Industrial Sales Department . . . which was "Ben's" official title.

The committee that made the arrangements for the party had done a superb job, which with the air of friendship and good will that filled the atmosphere, made it an eventful night. President Beebee, Executive Vice-President Ginna and other company executives, and key personnel from many industries with whom Charlie had done business, were loud in singing the praises of the man for whom they had come to pay tribute.



Sydney Alling, General Sales Manager, presents Charlie Benham, retired Commercial and Industrial Department Engineer with one of the many gifts given Charlie at his retirement party.

Through a rather tricky piece of espionage, it was learned that since Charlie had built his cottage on Keuka Lake, he had become interested in photography and longed to capture some of the scenic beauty and color that surrounds that part of the country. Consequently, among the gifts presented to him, was a Kodak Flash Bantam camera.

Yes, Charlie Benham has left the R. G. & E. family, but with him he is carrying the very best wishes of every person he ever knew in the whole organization.

## SODUS NEWS

Hugh Peters, Sodus meter reader, spent his vacation motoring through the Adirondack Mountains and cruising around the Thousand Islands. Hugh traveled a greater part of this world during the last war and he says that nothing can compare with the beauty of our own State.

Bill Jollie recently married Doris Turner of Sodus, where the newlyweds are making their home.

Charlotte Beck of Sodus Point is employed temporarily at the Sodus office as a clerk.

Jacob De Badts has broken ground for a new home on Elmwood Ave., in Sodus.



Leatrice Lombardo, 6th Floor, surrounded by many of the gifts she received from her friends in her department before she left to become Mrs. Eugene Merwin.

## LAKESHORE HOLDS AUTUMN PICNIC

On September 14th the employes of the Lakeshore District held their annual picnic at Fair Haven State Park. Although the weather was a bit damp, everyone enjoyed the exceptional food which was prepared under the supervision of Master Chef Ralph Mason. District Manager Graydon Curtis spoke briefly and then introduced President A. M. Beebee, who discussed subjects relating to the employes and their service to the community. Mr. Beebee then awarded service pins to several employes. Charles Conway of the Wolcott Line Department and Stan Carver of the Sodus Line Department, each received 25-year pins. A 20-year pin was given to Howard Ellsworth, Wolcott Troubleman and 15-year pins were presented to James Kauwell, Wolcott Lineman; Blanche Fellers, Sodus Office; Lawrence DeBack, Rural Representative; Harold Reed, Plant Operator; and Granger Green, Sodus Office Manager.

The flash bulb shines on happy, hungry faces at the Lakeshore District Picnic.





Some of the well-wishers at Charlie Royce's retirement party. Left to right: Arthur C. Rissberger, President A. M. Beebee, Margaret Settle, Charlie, Evelyn Beideck, Willis E. Hughes and Arthur P. Kelly.

## Charlie Royce's Long Service Record Given High Praise

After more than 44 years of continuous service with the company Charles A. Royce was guest of honor at a retirement party tendered at Hotel Sheraton by his associates in the Employee Relations Department. Mr. Royce was presented with a beautiful self-winding watch and other gifts, and his services to the company were praised by President A. M. Beebee and Willis E. Hughes, manager of the department.

Following four years at St. Andrew's Seminary and two years at R.B.I. Mr. Royce entered R. G. & E. employ on June 18th, 1906 as a messenger and moved upward through the positions of Stationery Clerk, Employment Office Clerk, Assistant Employment Manager, Assistant Claim Adjuster to the post of Claim Adjuster which he held for the past 21 years.

## Pete Sevensma Given Farewell Party

A host of friends gathered at the St. Paul Exempts Club on the eve of the retirement of Ruurd "Pete" Sevensma to pay tribute to their guest of honor. They numbered amongst them people from all positions and walks of life in the R. G. & E. It was a real get-together . . . complete with dinner, speeches and refreshments. Ray Myers, Pete's boss, acted as toastmaster and introduced such notables as President Beebee, Ed Schlueter, Howard Brown, John Fredericks, Carl Ayen, Ed Nelson and Johnny Bloom. As each man spoke, his message was personally acknowledged by Pete, who replied in his own inimitable fashion.

To climax the occasion, the committee presented Pete with gifts which included a leather-covered overstuffed chair which is an exact duplicate of what Pete says are: "those chairs I like to sit in in the Ladies' Lounge." It was

a grand evening and all agreed that Pete will certainly be missed around Andrews St.

Four close friends admire Pete Sevensma's new chair. Left to right: Helen McLeod, Ray Myers, the Guest of Honor, and Johnny Bloom.



## CANANDAIGUA

Jean Marie is the name that Jimmie and Marge Myers gave the new daughter that arrived August 17th as a playmate for little Kathy. Jimmie is a meter reader in Canandaigua District.

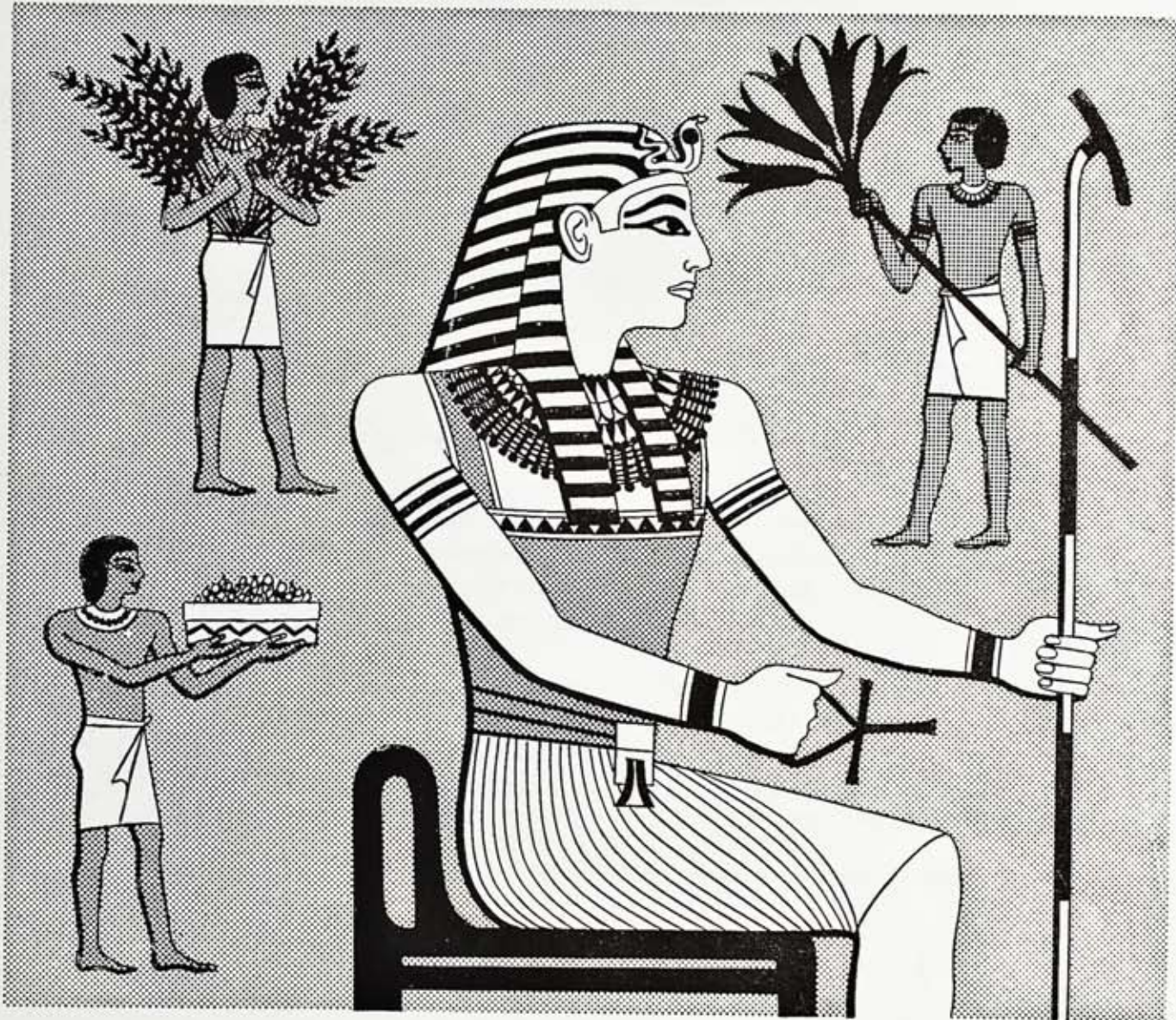
Jack Clawson, Commercial Representative in Canandaigua District, passed out cigars to announce the birth of John Howard Clawson on September 23rd. Their first son, Jimmie, is now two and a half.

Albert Greenwood, of C.P.R. Records, Canandaigua District, and Mrs. Greenwood, enjoyed a motor trip to the White Mountains of New Hampshire. They made stops at Mt. Washington, Flume Gorge and the Aerial Tramway, returning by way of the Mohawk Trail in the Berkshire Hills.



Company float in the dedication parade at the opening of Canandaigua's new Main St.

# POOR RAMESES!



Rameses II was the richest man on record. He had servants and slaves by the hundreds, jewels by the trunkful, and ten billion dollars for spending money.

Yet, with all his wealth, Rameses never lived as comfortably as any average American family in today's electric and gas era. He had no refrigeration to protect his food, no ranges to cook that food nourishingly and delicately. His palaces were inefficiently heated and cooled and lighted. He had no electric shaver for his whiskers, no radio nor television to bring his favorite baseball and football games.

In fact, he had no baseball, football, bowling or basketball teams.

Poor, rich Rameses never dreamed of the comforts of modern living! He'd be surprised to learn the average family of today enjoys more comfort and ease than the richest king in history—and all for a few cents daily.

Which allows us to point out it isn't what you pay for things that counts. It's what you get for your money. And when you buy today's electric and gas service, you're getting the world's biggest bargain in living!

*"MEET CORLISS ARCHER" for delightful comedy. WHEC, Sundays, 9 P. M.*