



NEWS

ROCHESTER GAS and ELECTRIC

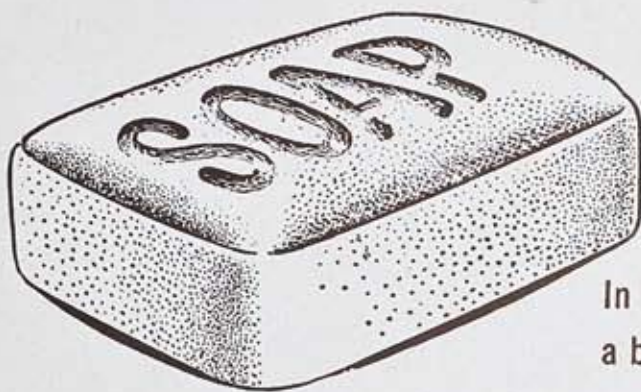
VOL. XXXI NOVEMBER and DECEMBER 1952 NOS. 11 and 12



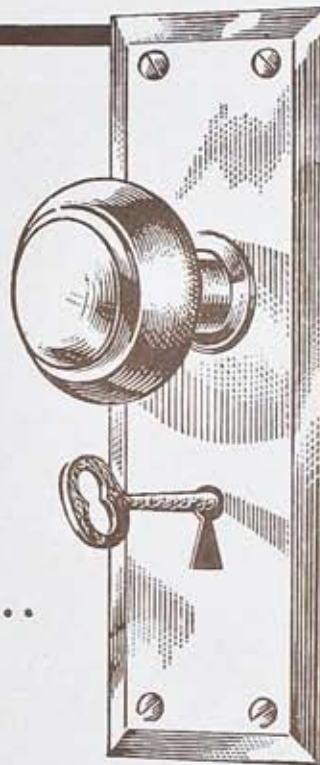
Silent Night, Holy Night!

WHAT IS LUXURY?

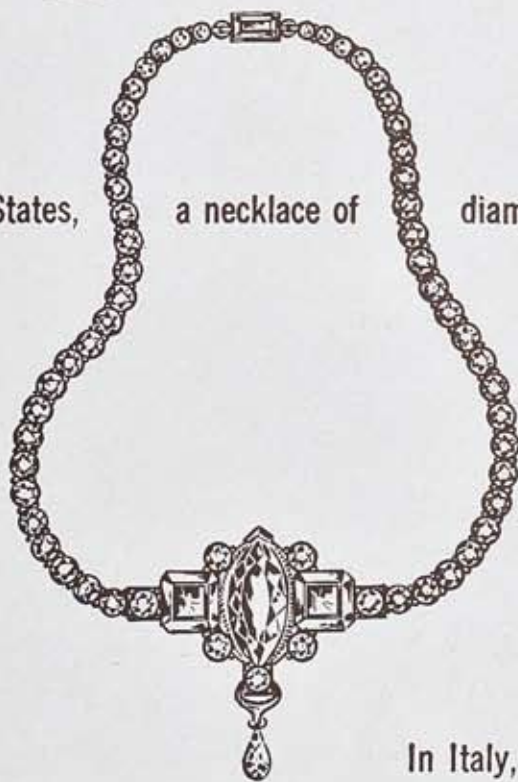
Well, in Berlin it might be a doorknob . . .



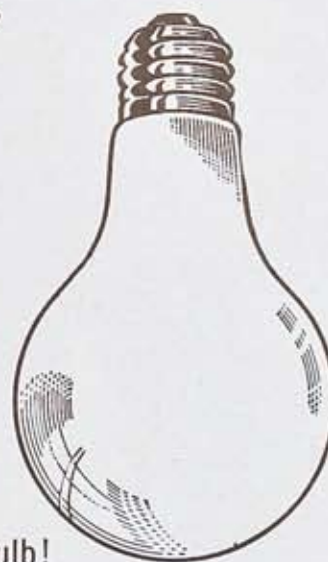
In France,
a bar of soap . . .



In the United States,
a necklace of
diamonds . . .



In Italy, a light bulb!



YES, we sure ARE the lucky ones in this world! For instance, you'd have to look far and wide to find an American who puts electric service in the *luxury* class! There's nothing either rare or expensive about electricity in this country. Quite the contrary . . . electrical power is so plentiful and so cheap that we all take it for granted!

YOU have helped make electricity low in price by using it for more and more jobs. And the men and women of the *business-managed* companies are always working to bring you *better service* at *lower cost*. The result of this combination? Electricity is just about the biggest bargain in the family budget today!

• "MEET CORLISS ARCHER" for delightful comedy. CBS—Sundays—9 P. M., Eastern Time.

RG&E MEN INSTRUMENTAL IN FORMING ADEQUATE WIRING BUREAU FOR ROCHESTER

On October 4th, the Adequate Wiring Bureau of Rochester received its official license from the National Adequate Wiring Bureau. Frank Raadaker, President of the Electrical Association of Rochester presented the license from the National Bureau to Rolland Canfield, Chairman of the Adequate Wiring Committee in Rochester. The committee, which has been planning and working for more than a year to set up in Rochester an official Adequate Wiring Bureau, consists of: Howard A. Brown, Assistant Superintendent Electric Distribution, Rochester Gas & Electric; Rolland H. Canfield, Architect & Builders' Service, Rochester Gas & Electric; William B. Clark, Chief Inspector, New York Board of Underwriters; Edward J. Kramer, Executive Vice-President, Electrical Association of Rochester; Homer Locke, Secretary, Kovalsky-Carr; Donald S. McGhee, Factory Representative, Nation Electric Products; Walter G. McKie, Asst. Gen'l. Sales Mgr. Sales, Rochester Gas & Electric and Ralph A. Whitford, Treasurer & Sales Manager, Requa Electrical Supply Company.

The new bureau's aims are to set up and promote standards of wiring adequacy beyond the minimum standards for home safety as required by the Underwriters. The aims of the Adequate Wiring Bureau are to recognize that increasing wattages and home appliances require additional circuits, convenient outlets and electric service capacity. Since most homes a few years ago were wired for the appliances obtainable at that

time only, the wiring capacities for the greater number of appliances added over the years present an entirely new problem.

The requirements set up to earn the Certified Adequate Wiring Seal of Approval will take care of all the electrical demands in a home today and those added in future years. The new requirements, set up by the Bureau, are tailored to take care of all appliances available rather than only the home owners' immediate uses.

The Adequate Wiring Bureau, sponsored by the Electrical Association of Rochester is headed by Rolland H. Canfield of the RG&E. Builders, Architects, Contractors and prospective home owners are invited to take advantage of the free advisory service of the Bureau whose headquarters are at 89 East Avenue.

Kelly Voices Thanks for Ad Club Turnout

Editor R.G.&E. NEWS:

I want to express my deep thanks and appreciation to the more than fifty of my former fellow-workers who came to the Ad Club meeting on the occasion of my recent talk before that organization. After listening to me sound-off for the past eighteen years they must have had about all they could take and their appearance at the luncheon meeting showed that they are gluttons for punishment.

It was one of the nicest things that has ever happened to me and another of those friendly acts which are so characteristics of the RG&E family. I am grateful from the bottom of my heart.

Cordially,
Art Kelly

Left to right, standing: R. H. Canfield, RG&E; Jack Whitford, Requa Electric Co.; E. J. Kramer, Executive Secretary Electric Association of Rochester; Homer Locke, Kovalsky-Carr Electric Co.; D. S. McGhee, National Electric Products Co. Seated: James J. Brady, RG&E; Walter McKie, RG&E; Howard Brown, RG&E.



NEW FILLMORE OFFICE BUILDING OPENED TO PUBLIC

By HOLLIS YOUNG, Genesee District Manager



The new Fillmore Office. Inset shows from left to right: Clarence A. Foote, builder; Miss Irene Muntz, Schuyler Baldwin, J. Gordon Ross, Hollis Young, President A. M. Beebee, Wilson Kopler, George Aldrich and J. P. Flynn, architect.

Some time ago the RG&E concluded that space at the Fillmore Offices was overcrowded and that an appliance sales and business office should be erected on lands already owned by the company on Main Street in that village. Accordingly, during Fillmore's Centennial Celebration during the summer of 1950, President Beebee as one of the principal speakers, broke the news of the company's intention to build and laid the cornerstone. After a years delay, the structure, of modernistic design by Flynn and Bohacket of Rochester and built by contractors Clarence A. Foote & Son of Mt.

Morris, was opened to the public on November 10th and the affair was a huge success. It was estimated that over 2000 people, both young and old, visited the building. Included were President Beebee, Vice President Ernest Howe, Sydney Alling, Walter McKie, Gordon Ross, Willis Hughes, Irene Muntz, Schuyler Baldwin, Ralph McCumber, Linn Bowman, Harlan Cooper, Phil Thomas, and Ray Wells.

A special discount of 10 per cent on all appliances sold resulted in sales of \$5,200, by far the largest total ever experienced by the Fillmore store in a single week. The

first home service demonstration was held on November 20th by Mrs. Arnold and resulted in a turnaway crowd of 72 ladies, the new office being designed to hold about 35.

The new quarters will be used as a business and appliance sales office and all area electric accounts will be collected there. The older buildings on upper Main Street will continue to be designated as the Genesee District Central Operating headquarters and will house supervisory and other personnel involved with line construction and appliance repair service, trouble or emergency calls, and other operations by the company.

The President's Page . . .



ROCHESTER GAS AND ELECTRIC CORPORATION

89 EAST AVENUE

ROCHESTER 4, N. Y.

RG&E



"WHAT AMERICA MEANS TO ME"

Fellow Employees:

Thanksgiving and Christmas are times when we are prone to reflect on the many blessings that we in this country are privileged to enjoy.

In late October our company held its annual Fall Festival at the Columbus Civic Center, which was sponsored by the Pioneers, the Veterans and the Combined Choruses. Those who were there I am sure were thrilled, as I was, at the marvelous entertainment put on by our own employees.

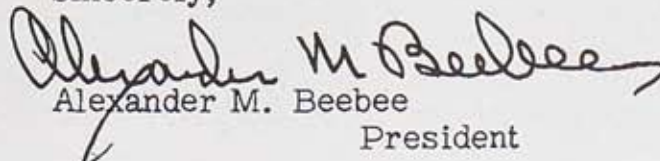
Those who were there will well recall the inspiring narration given in the final tableau which was an adaptation by Arthur Kelly of a song-poem by Lewis Allan entitled "What America Means To Me". It seems to me that this verse, which Art localized, so thoroughly typifies the things that we in the company believe in, that at Christmas time this year we might each enjoy hearing it again.

"WHAT AMERICA MEANS TO ME"

What is America to me?
My country and the flag I see; a land from Communism free.
What is America to me?
The house I live in, the corner store, the street,
The meter readers, the linemen and all the people that I meet;
The children in the playgrounds, the faces that I see;
All races, all religions - that's America to me!
The place I work in, the good old R. G. & E.
The towns along the Lake Shore, the Valley of the Genesee.
The "howdy" and the handshake, the air of feeling free,
The right to worship as I wish - that's America to me!
Memorial Bridge, the river there, above Cobbs Hill a shining star,
The scent of lilacs in the air, the Eastman School and U of R.
The beauty of the Finger Lakes, East Avenue and Franklin Square,
The shadow Sibley's Tower makes, church bells calling us to prayer.
The town I live in, my street, my home, my folks;
The movies and the radio and Jack Benny's TV jokes;
The church, the school, the parties, but especially you people -
Why, God Bless You! You're America to me!

Bob, Ernie, Leo, Mac and Linn join me in sending our most sincere best wishes to you and your family for a Merry Christmas and a Happy New Year.

Sincerely,


Alexander M. Beebe
President

A Message to RG&E Employees About Public Relations

By SCHUYLER F. BALDWIN

Director of Public Relations

Some of you have probably been wondering just what "Public Relations" is, and what its got to do with you. Let me take a few minutes to explain our ideas about it, what we are trying to do and how you can help.

What is the purpose of Public Relations? Briefly it's to do our best to see that our customers like us. And after we've done that, to see that they understand what we're trying to do and approve of it.

As far as this first objective is concerned, you know all about it. Our customers like our company if they like what each one of us does for them, and dislike us if they don't like what we do. So far the public has been on our side much more often than they've been against us, and that's because of the way you've handled your job.

The second part of our objective—"to see that the people in Rochester know and approve what we're trying to do, and what we believe in," is not so easy.

Well, what *do* we believe in—what are we trying to do? In the first place, we are very much concerned at the danger of the growing Federal Power Program with its special preference for certain groups who avoid taxes. Almost ten years ago Federal Power represented 5% of the total capacity in the United States while today it is 20%—a 400% increase and it is growing every year. The thing we feel strongly about, is the unfair advantage tax exemption gives to these Government power operations. We're also concerned about the discrimination given in the sale of power by Government Power Programs to non tax-paying groups which permit them to buy power that's already tax free ahead of other customers such as the Private Power Companies who are required to pay taxes. It seems to us that the time has come for such discrimination to stop. If we didn't have to pay our taxes our rates would be materially less too.

We believe in treating everyone the same with no special privilege or

discrimination and with everyone bearing his share of the tax burden. These issues are involved in the Niagara Power Redevelopment Project decision which Congress will soon be called upon to make and about which you will hear a great deal in the next few months.

How should we go about this job of showing our customers what we're trying to do? One way is through various advertising methods. We have a TV program each week ("Who Said That?" Saturday 7:00 P.M.) A radio program (WARC—"Corliss Archer" at 9:30 P.M. every Friday) and newspaper advertising. We have "The Messenger" which goes to everyone of our gas and electric customers every other month.

Another way of trying to get our ideas across is through personal contacts. We've always had groups going through our plants and we're planning to increase those visits. We believe that the more people we can talk to, and whose questions we can answer, the better they will be able to understand us and what we believe in.

Finally, there's you—the folks who really run the RG&E and without whose help no Public Relations Program could succeed. Are we doing the right kind of a job? Do you believe in our objectives? What do your friends say? What should we do that we haven't done—and what are we doing that we shouldn't?

We would like to know what you think of all this? A little later on we're planning to send you a list of questions to find out what you think of the things we're trying to do.

In the meantime it would be a big help to us if you'd get familiar with our present programs so we can have the benefit of your reaction to them when you get the questionnaire.

A slightly inebriated character walked into an elevator shaft, fell four floors to the bottom. He picked himself up, brushed off his clothes, and shouted indignantly:

"I said UP!"

Fred Pfluke Elected Vice-Chairman, Operating Section, A.G.A.



FREDERICK J. PFLUKE

Frederick J. Pfluke, Superintendent, Gas Operation, was elected vice-chairman of the Operating Section of the American Gas Association at the thirty-fourth annual convention of the Association at Atlantic City, October 27-30, 1952. Nearly 10,000 delegates from gas utilities, gas appliance manufacturers and dealers from the United States and Canada attended the convention.

The American Gas Association is the trade association of the 12 billion dollar gas industry. The Operating Section of A.G.A. has jurisdiction over all matters relating to the production and distribution of gas and its by-products.

Mr. Pfluke was graduated from the University of Michigan in 1921 and started with the Rochester Gas and Electric the same year as a cadet engineer. He advanced in the organization through successive steps to become assistant engineer, assistant superintendent of gas manufacturing, superintendent of gas manufacturing, and now is superintendent of all gas operations of the corporation.

Fred has been active in American Gas Association affairs since 1922, and now is chairman of the Technical Advisory Research Committee and an ex-officio member of the Gas Production Research Committee of A.G.A.

Sydney Alling Retires



SYDNEY ALLING

December 1, 1952 was the date on which Sydney Alling retired after more than 41 years of service with the R.G.&E. Much has been said of his record with the company from the time he was employed as a Cadet Engineer in 1911 until his retirement from the position of General Sales Manager. The local newspapers have carried periodic accounts of his rise in the electrical industry through his contributions to such groups as the Edison Electrical Institute, National Electrical Association and the Steering Committee of the Industrial Management Council. Here at home, the record of the development of the transmission and distribution systems of the R.G.&E. bear testimony to his skill as an electrical engineer.

In order that the casual reader of this article might have a peek into the home life of Sydney Alling, the NEWS took the liberty of calling on Mrs. Alling one afternoon at their home on Berkley Street. It was there, in the quiet of the Alling living room, that the gracious wife of this man helped us to know and admire him as a "home-body." We learned that the tremendous ambition which has fired all of his undertakings did not start at the time he entered the University of Rochester to study for a degree in engineering. As a boy in grammar school he worked on a paper route which required that he get up at 2 o'clock in the morning and walk from his home in the Tenth Ward all the way uptown to pick up his assigned papers and then walk back down the north side of the city and peddle them. It was only at the insistence of his mother that he finally gave up this job.

During the summer months, when most kids were on vacation, Sydney Alling worked at the Curtis Canning Company for the astounding wage of ten cents per hour.

Sunday mornings he participated in the services at St. Paul's Episcopal Church by playing clarinet with the church orchestra . . . the afternoons were spent pursuing one of his favorite boyhood hobbies, sailing on Lake Ontario near Forest Lawn.

During the time that he attended the U. of R., Sydney played football, golf (still does!), became an amateur photographer and maintained one of the highest scholastic ratings in his class.

In 1915 he fell prey to a situation that must befall most men at one time or another . . . he met, courted and married a comely lass by the name of Marion Wheelock who, for two years, was a stenographer with the RG&E. As the years blissfully passed by, the Alling family became larger by the addition of a boy, David and a girl, Janet. At this time the boy is Dr. David Alling of the Bigg Sanatorium in Ithaca, N. Y. and the girl is Mrs. Robert Conway of Hampton, Virginia. They have added to the Alling chest measurement by making him a grandpa four time over.

He is an ardent family-man who grasps every opportunity to call his brood together for a reunion. Incidentally, we learned during this interview that the man will eat anything . . . if it looks at all like cocoanut cake!

Sydney Alling represents the type of person that every man would like his son's father to be . . . the very essence of quiet, intelligent fairness. The successful disposition of his many positions as boss and supervisor can be fairly well summed up in the remark he once made at a supervisory staff meeting. He said, "If I question a man's ability, I don't hire him. And if I hire him, I don't question his ability."

CARL E. SCHOEN, Editor

Norman Davidson	Third Floor	Mary Kirpatrick	Second Floor	Henry MacGregor	Steam Department
Donald Pittman	Sodus	Virginia Whitcraft	Fifth Floor	George McGrath	Transportation
Sue Godkin	Fourth Floor	Wilson Kopler	Fillmore	Raymond Winnett	Wolcott
Howard Davey	Gas Distribution	Virginia Hungerford	Belmont	Jack Daley	Station 3
Joan Cole	Sixth Floor	Margaret Burns	Canandaigua	Fred Urlacher	Electric Distribution
Helen Fredericks	Main Floor	C. A. McElwain	West Station	Dolores Naccarella	East Rochester

RG&E Joins with Local Electrical Dealers in Campaign for Better Lighting

The first Fall Lighting Campaign for the commercial and industrial users in our company area has been under way since September 15. It was held under the auspices of the Rochester Electrical Association with 65 electrical distributor salesmen and electrical contractors competing for a total of \$600 in prizes. The campaign was financed by contributors from 16 fixture manufacturers, 8 electrical distributors, 3 lamp companies and the RG&E. In addition to the prize money, the funds were used to send out 14,000 pieces of direct mail advertising on Planned Lighting to some 4,500 commercial and industrial customers. This was supplemented by a special issue of "Along Our Lines" featuring the slogan "Let Planned Lighting Be Your Winter Sunshine."

The following committee organized and conducted the campaign: Lester C. Twichell, Chairman; William Bennett, General Electric Supply; Fred Jaeckle, Vanderlinde Electric; Edward J. Kramer, Executive Secretary Rochester Electrical Association; Homer Locke, Kovalsky-Carr; Alvin Mueller, Dwyer Electric; Harry Nolan, Industrial Electric; Dewitt Pike, Rochester Gas and Electric; Ray Siedle, Curtis Lighting; Jack Whitford, Requa Electric. A Kick-Off dinner was held on September 15 at which Mr. James Ketch, Nela Park lighting authority, provided the contestants and others with excellent information on modern-day lighting.

Though our company employees were not direct contestants in the

campaign, the various Commercial and Industrial Divisions were very active. Bob Hilliard's Commercial Division had an interesting inter-mural competition, designed to bring in more commercial lighting prospects, which was very successful. The Lighting Division was busy making lighting plans and supplying engineering information to the prospects developed by the direct mail advertising, and by the various salesmen.

The campaign has ended, but the increased advertising and general promotion will continue to bear fruit in the field of lighting for some time to come.

A "Thank You" Note From Tommy Morris

Not long ago Tommy Morris of the Main Office maintenance staff returned to work after spending seven months in a seige of illness which required two operations. Tommy has asked to use our magazine as a medium for expressing his heartfelt thanks to his many friends for the kindnesses which were extended him. The cards, notes, flowers and other tokens of friendship which he received were very instrumental in his full recovery and happy convalescence. From Tommy Morris to you, a sincere "Thank You."

TRADING POST

WANTED: 16 or 18 foot Chris-Craft (or equivalent), 95 horsepower motor preferred . . . or 15 foot Lyman Outboard. Call Don MacCollum, CHarlotte 1204 after 7 P.M.

FOR SALE: Two snow tires, 6.70 x 15, used part of one winter. Reasonable. Call T. G. O'Brien, Ext. 471.

FOR SALE: 45 rpm RCA Plug-In Recorder. Used very little. Will sell cheap. Call Ted Paris, Ext. 398.

FOR SALE: New 30 inch, round, plate glass wall mirror. \$15.00. Call R. Kay, Ext. 218.

FOR SALE: Automatic furnace thermostat. Complete unit. Reasonable. Call R. Kay, Ext. 218.

FOR SALE: Two piece, wool, jersey dress. Green. Also, Size 12, blue and white mixture suit, excellent condition. Each \$12.00. Call Hetty Auburn, Ext. 416.

Company Announces Six Retirements

Six employees of the RG&E retired to enjoy the benefits of their accrued pensions during the months of November and December. They are as follows: November: Carl Freeman, Station 3, 30 years and 8 months; Arthur P. Kelly, Advertising, 17 years and 9 months; William C. Gosnell, Employee Relations, 43 years and 7 months. December: Sydney Alling, Sales, 41 years and 4 months; Michael DeProsopo, East Station, 26 years; Harry J. Eckerson, Electric Station Maintenance, 27 years and 6 months.

A TIMELY SAFETY TIP

Holiday time is sure to be a happy time if it is not marred by an accident. Give yourself the gift of a SAFE Christmas season by using this guide to check your own plan of work for the busy days ahead.

PLAN AHEAD FOR HOUSEHOLD CHORES

1. Enlist the family to help.
2. Check linen, dishes, glassware and silver ahead.
3. Wear suitable clothes—high heels, plastic aprons, ruffles, wide pockets are hazardous.
4. Pick up as you go along.
5. Rearrange furniture and eliminate all extras to allow more room for Christmas decorations.
6. Plan for the disposal of trash and rubbish.

PLAN MENUS AHEAD

1. Plan simple, interesting meals—remember everyone is apt to over-eat during the holiday season.
2. Do as much advance preparation as possible—cookies, fruit cake, plum pudding, Christmas stollen, salad dressing, cranberry sauce, candies, stuffed dates and pop corn balls.
3. Do as much grocery shopping as possible early in the week.
4. Use packaged mixes or your own mix to shorten preparation time during the holidays.

PLAN AHEAD FOR DECORATIONS

1. Check over Christmas decorations and plan ahead.
2. If candles are used, be sure to keep away from greens, tinsels and other ornaments.
3. Keep well out of reach of children.
4. Check safety of decorations. Ask clerk if they are flameproof.
5. Check all electrical equipment for safety.

PLAN FOR PLAY TIME

1. Follow the army plan—take a short break each hour.
2. Take time to rest and lessen your chances of having an accident.
3. Allow time to play with the children.
4. Arrange for storage space for new toys to help keep the house orderly and help prevent accidents.

EIGHTEEN OBSERVE SERVICE ANNIVERSARIES IN NOVEMBER AND DECEMBER

The following employes completed cycles of 25, 30, 35 and 40 years of service with the company during the months of November and December:

NOVEMBER 1952

George H. Kieffer	Station No. 5	40 Yrs.
Charles H. Sprague	Station No. 35	40 Yrs.
Frank M. Kennedy	Station No. 5	35 Yrs.
Thomas B. Quetchenbach	Electric Station Maint.	35 Yrs.
William R. Mitchell	Line Operating	30 Yrs.
Leo J. Fouquet	Gas Street	25 Yrs.
Domenic Giorgi	Gas Street	25 Yrs.
John V. Kennerson	Line Operating	25 Yrs.
Leland Lafferty	Genesee District	25 Yrs.
James J. Ryan	East Station	25 Yrs.

DECEMBER 1952

Richard G. Henry	Gas Distribution Office	35 Yrs.
Charles Z. Fish	Appliance Service	30 Yrs.
Margie Leibinger	General Accounting	30 Yrs.
Joseph Piperni	West Station	30 Yrs.
Richard J. Remarque	Transportation	30 Yrs.
Ralph R. Vrla	Electric Distribution Engineering	30 Yrs.
Aloysius J. Wiesner	Line Maintenance	30 Yrs.
Fred H. Randall	Line Operating	25 Yrs.

HARVEY VANZANDT PROVES "GOOD SAMARITAN"

Ordinarily, the job of collector for any company is not one in which the customer would regard the man doing the collecting as a close friend or buddy. However, Harvey VanZandt isn't an ordinary collector working for an ordinary company . . . because, in his dealings with one of his calls, he turned an awkward situation into a very pleasant association between customer and company.

A few months ago, Harvey had to call upon a customer of the RG&E



HARVEY VAN ZANDT

who had, through no fault of his own, become delinquent in the payment of an electric bill. Upon investigation it was found that the man's business was going to pot because of the scarcity of female help to do benchwork. Harvey heard the man's story and for the rest of the week, while making his rounds, inquired as to whether any women would like to do this particular line of work. The pay was good and by the end of the week the business that had been in danger of going on the rocks had no less than six new female employes on their books. That was two or three months ago and now the production output of the shop is climbing in a manner that the man had never dreamed.

Needless to say, the bill has been paid and the customer, instead of harboring any ill-feelings, regards Harvey VanZandt and the RG&E as true friends at a time when he needed them.



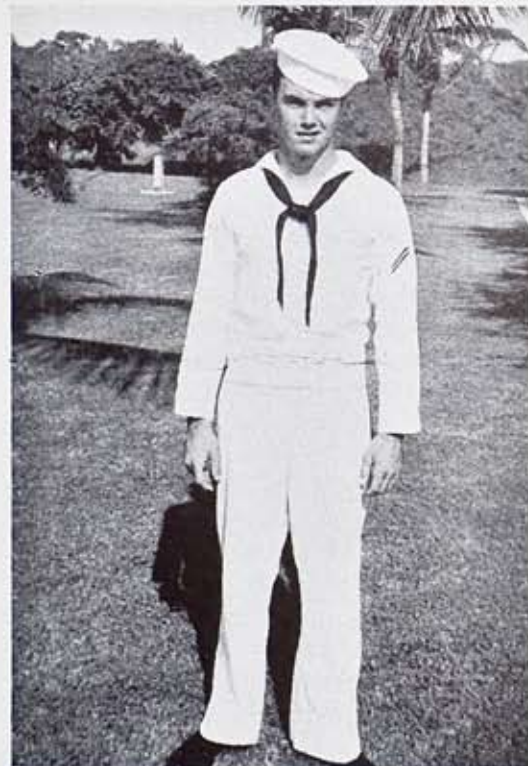
ABOUT OUR SERVICEMEN

UNCLE SAM TAKES FIVE ... RETURNS NINE

Since the last issue of the RG&E NEWS five of our men have entered into the military service and nine have been separated from the services and returned to us.

The Army has called: Don Brescia, Electric Distribution Engineering; Salvatore DiTucci, East Station and Robert Hafner of the Gas Shop. Navy: Bernard Cleary, Customers Accounting Tabulating and James Myers, Addressograph.

The Welcome mat is out for those returned to us! Bill Bailey, George Bartholomay, Fred Bergmeyer, Bob Bommele, Nick Buonemani, Elmer Burnup, Hugh Hull, Stan Kamienski and Wally Straight.



DeForest "Bud" Colegrove formerly East Station Lab, now attending Sonar School for U.S. Navy at Key West, Florida.

The above are some pictures taken by Marcel Blaakman, Line Operating, while on leave in Vollandam, Holland, where he visited some of his relations and his fiancée. The little Dutch girls in lower right picture are in everyday dress. The other two pictures are scenes in Vollandam.

SPECIAL ATTENTION — SERVICE MEN

One of the main reasons for the publication of the RG&E NEWS is to keep in touch with our employes in service and give them some idea of what is going on at the company.

We mail the magazine to the various camps and overseas each issue, and the only way we can be assured of its delivery is by having your cor-

rect address. So . . . soldier, sailor or marine, if previous issues have had to be forwarded, perhaps several times, because of an incorrect address, won't you please send us your present address. It will help us and also Uncle Sam deliver the mail on time.

PRESIDENT BEEBEE GRATEFUL FOR WEST STATION MEMENTO

In the following letter to the men of West Station, Mr. Beebee expresses his appreciation for the unique gift he and Mrs. Beebee received on the occasion of his birthday.

"To the Men of West Station:

I can't tell you how much it pleased both Ethel and me to receive the bell from the hot coke car on my birthday.

I have long wanted something of that kind for our new home at the Lake, but to receive a bell with such significance back of it, of course, greatly enhances its value to us.

In addition to all the above, the thing that brought the greatest satisfaction to me was the spirit which prompted you men to do it. We have long been associated with each other, and it has been a distinct pleasure to work with you. I am glad that that relationship is to continue in the future. West Station was much of which we can all be proud, and I am delighted to have the bell in my home as a constant reminder of those many pleasant occasions we had working together.

Again with sincere thanks.

Sincerely,

(Signed) Alex

Alexander M. Beebee, President"



Don Leiske, Gas Distribution Office, is now attending Officers Training School at Fort Benning, Georgia. Don likes Georgia a lot, but at the present time he is looking forward to being back here for his Christmas leave.

RG&E Men's Bowling League at Quarter Century Mark

This year the RG&E Men's Bowling League is celebrating its quarter century mark of active league history. Exactly 25 years ago, a group of employes interested in bowling inaugurated the Men's Bowling League and, with the financial assistance from the management, succeeded in fielding an 8 team league at the Genesee Bowling Hall on South Avenue. With the constant moral and financial support of management the league grew through the years until it has reached a total of 24 teams this season. Within the next year or two, the league officers foresee a 32 team league as there are many departments interested in representation.

This 1952-1953 season, in many respects, promises to be the most successful from the standpoint of interest and friendly rivalry yet attained. A bi-monthly edition called "Hits and Misses" with all the bowling highlights in print, has done much to increase both enthusiasm and competition. Another factor is the use of the 5 point Petersen handicap system now in vogue in most leagues throughout the city, which tends to equalize team matches so that no team has a decided edge. A glance at the standings below indicates how close a race we have this year under the Petersen system.

High scoring records thus far this season are as follows:

High Game INDIVIDUAL

1. W. Madigan, Gas Meter Shop 258
- H. Versprille, Househeating Serv. 258
2. H. Smith, Chemical Lab 257

High 3 Games

1. J. Contestable, W. Gas Works 654
2. H. Versprille, Househeating Serv. 648

High Game TEAM

1. General Maintenance 990
2. Electric Dist. Engineering 963

High 3 Games

1. Storehouse 2707
2. Record Mapping 2679

League Standings as of 11/25/52

1 Gen'l. Accounting	39	16
2 Trans. Office	38	17
3 Gen'l. Maintenance	38	17
4 West Station	35½	19½
5 Meter Reading	35	29
6 Steam Division	33	22
7 Plant Inventory	30	25
8 Elec. Dist. Engr.	30	25
9 Office	29	26
10 Elec. Distribution	29	26
11 Appliance Service	28½	26½
12 Gas Street	28	27
13 Storehouse	28	27
14 East Station	27	28
15 Gas Meter Shop	26	29
16 Electric Meter	25	30
17 Turn On Dept.	24	31
18 Station No. 3	24	31
19 Station No. 7	21	34
20 Line Maintenance	20	35
21 Record Maps	20	35
22 Gas Dist. Office	19	36
23 Chemical Laboratory	18	37
24 Househeating Service	15	40



Donald Sheehan, from Customers Service, is now stationed at Fort Holabird, Baltimore, Maryland. From all reports, Don is enjoying Baltimore.

Rich Relative: The kin we love to touch.

Ice doesn't make half as many slip as what they mix with it.

Recent Promotions Advance Many in Key Positions

The retirement of several major department heads in the past two months has brought about the promotion of many to higher positions. We have been fortunate in obtaining pictures of most of these men and herewith submit them with their new titles, for your information.



SCHUYLER F. BALDWIN
Director of Public Relations



DEWITT PIKE
General Sales Manager



WALTER G. McKIE
Asst. General Sales Manager



JOHN M. McCONNELL
Employment Manager



JAMES J. BRADY
Advertising Manager



E. L. SPANAGEL
Manager, Commercial and Industrial Sales



L. P. FRIDLEY
Manager Domestic Sales



LESTER C. TWICHELL
Ass't. Manager, Commercial and Industrial Sales



NORMAN C. STOTT
Ass't. Manager, Domestic Sales

Suggestion Jackpot Takes Direct Hit

At the Thursday Morning Meeting on October 23, Mr. Ralph Mongelli of the Gas Street Department received the two largest awards given by the Suggestion Committee during the year 1952. These awards totaled \$500.00 and had to do with the stopcocks on the high pressure gas services. The larger award was for a method of shutting off the gas pressure in a customer's home from inside the basement using a tool especially designed by Mr. Mongelli. This new method eliminates the need for digging up and cutting each separate service between the gas main and cellar wall, thereby saving the company a sizeable amount of money on each job. The second award was for an improved method of lubricating the cores of stopcocks which also results in considerable savings.

In addition to Mr. Mongelli, the following received on October 23rd awards for meritorious suggestions: Everett Beatty, Station 3; Albert Connellan, Line Maintenance; and George A. Geiger, Storehouse.

At the Thursday Morning Meeting on November 20 and December 4th, the following were presented with suggestion awards: Thomas Farnan, Station 7; John Hellis, Jr., Transportation; Morris C. Lankford, Purchasing; Kenneth R. Milner, Office Maintenance; M. Ross Thrush,



NORMAN T. KRIDEL
Supervisor, Lighting Division

Station 4; Douglas J. Murray, Station 2; Clinton H. Rauhe, Genesee District (2 suggestions); Raymond Selbig, Station 3; Dorothy K. Tacci, Customers' Accounting; Anthony R. Vasile, Genesee District and George Woodhouse, Station 3.

To brag little, to lose well
To crow gently if in luck,
To pay up, to own up,
To shut up if beaten.
Are the virtues of a sportingman.
—Oliver Wendell Holmes

Irene Muntz Elected to Highest Post

The RG&E is proud to announce that its Home Service Director, Miss Irene Muntz, has been elected President of the Rochester Safety Council. This is the local branch of the National Safety Council and Irene holds the unique honor of being the first woman ever to be named to the highest office of that group . . . in the whole country.

The election took place at the December 4th meeting of the organization.

This Is YOUR Magazine

We would like your news, pictures and items of general interest. If you don't have the time to pass the information along to the reporter in your department, telephone the Editor on Extension 439. As long as you don't want a check in advance or a drag on the cash box, we'll be very glad to talk to you. Incidentally, the RG&E NEWS office is now located on the seventh floor at the rear of the Library and the door is always open. Please feel free to drop in and see us!

Hey, Kids! Free Movies on Saturday Mornings

Mickey Mouse, Andy Panda, Woody Woodpecker, Hopalong, Gene Autry, and Abbott & Costello will be among the film favorites to be enjoyed by the children of RG&E Employees starting Saturday, Jan. 3.

Starting Jan. 3rd, on a skip-week basis, a series of seven programs of sound-films with color-cartoons, comics and westerns will be shown in the Main Office basement auditorium from 10:00 to 11:30 A.M.

This idea of Saturday morning movies was first suggested last year and following a discussion with officers and members of several of our company's social organizations, such as the Pioneers, Men's and Women's Choruses, and the RG&E Vets Club, three shows were attempted and each was attended by an enthusiastic audience.

The response to the idea of being "a guest at Dad's company for a movie show" was so encouraging that a longer series of programs has been scheduled in 1953 during that period of the winter when indoor activities for the kids are most welcome.

At each of the shows candy suckers will be provided for all and, occasionally, surprises will be added to the program.

The movies are scheduled for the following dates:

Jan. 3	Feb. 28
Jan. 17	Mar. 14
Jan. 31	Mar. 28
Feb. 14 (Valentine Program)	

Admission to each of the shows will be free but will have to be by ticket *only*. Tickets will be given out in the Employee Relations Dept. (Ext. 570) on a "first come, first served" basis to capacity of the auditorium.

Children under 9 years of age must be accompanied by an adult or a teenager.

PAYROLL SAVINGS

Payroll Savings takes the 'if' out of thrift. Just sign your name once on a payroll allotment blank here where you work, and every day you'll be adding money-that-grows to your paycheck. No fuss . . . no bother . . . no putting your hand in your pocket. Payroll Savings is SURE—it's automatic, and it saves your money *before* you can spend it. Sign up today—then watch how fast your Bonds mount up, building your future security and assuring your family's welfare and happiness. Your security is America's security.

AN ENVIABLE RECORD



East Station has done a remarkable job in Accident Prevention this year, as shown on their Bulletin Board. Don Calderwood and his Safety Committee deserves a lot of credit. Shown above left to right are A. H. Doud, Safety Director; Committee Members Myron Miller, Howard Rowley, Don Calderwood and William Hopkins. Not shown are two other members, Carl Mathis and Clarence McElwain.

Tom Mulroney Passes 9100 Mark



The indefatigable Mulroney.

Are you wondering what the 9100 mark is??? To find out simply multiply the number of working days in a year by the 35 years that Tom Mulroney has been on the job without missing a single day! Tom came with the company in 1917 and started to work at Station 3 . . . and has never changed. Apparently, the surroundings have agreed with Tom through the years because now, as you look at him, you see him as a well preserved, affable Irishman and a credit to his profession.

IN MEMORIAM

JEREMIAH J. COLLINS

Jeremiah J. Collins, retired, died October 26, 1952. He entered into retirement on March 1, 1950 after 24 years of service with the company.

EUGENE T. MICHAUD

Eugene T. Michaud, retired employe, died December 3, 1952 at the age of 69. He was pensioned November 1, 1948 after 28 years of service with the company.

FRANK A. MILLARD

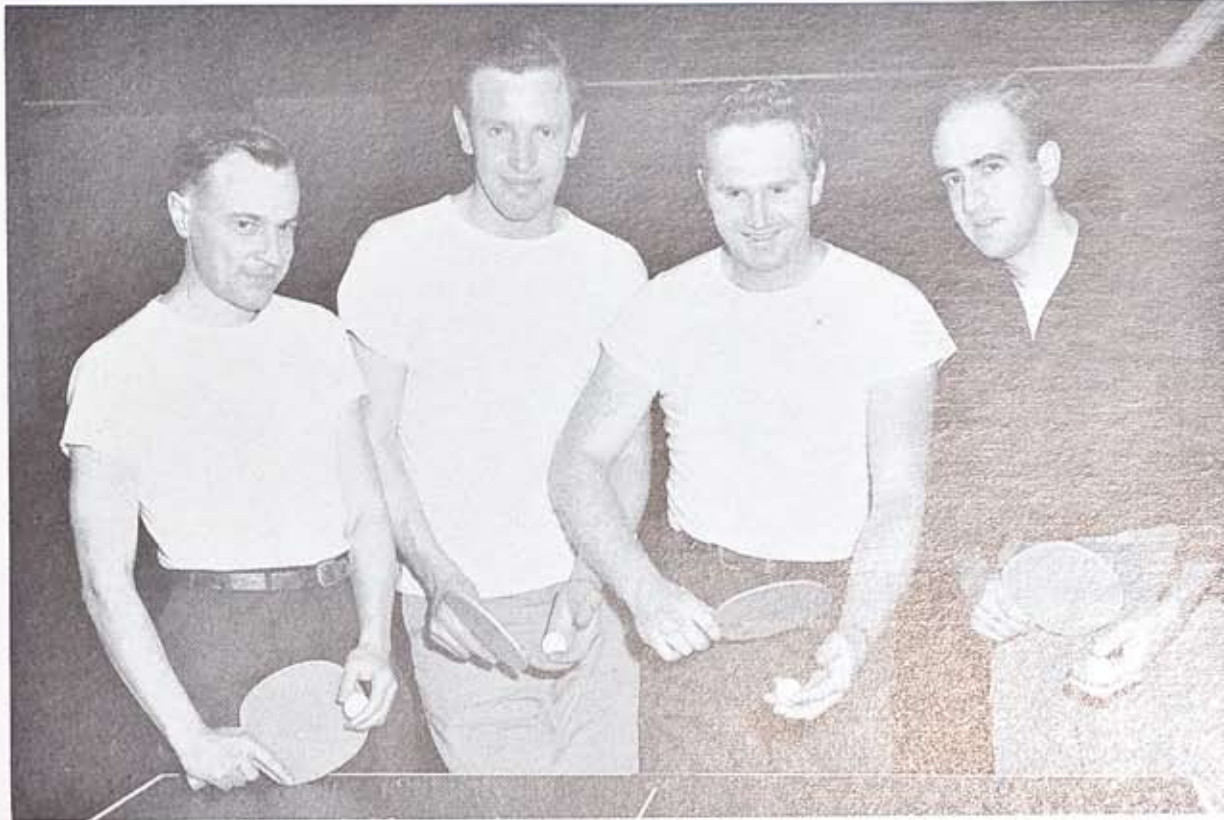
Frank A. Millard, retired employe, died December 4, 1952 at the age of 65. He was pensioned January 1, 1952 after 23 years of service with the company.

Company Men Sparkle in Industrial Table Tennis League

For the past three years the RG&E has entered a team in the Industrial Table Tennis league which is sponsored by the Industrial Management Council. During the first two years, the team, being new and somewhat "green," didn't fare too well against the veteran competition that confronted them. However, at this writing, they hold a very solid fourth place in a league of ten teams.

The four boys responsible for this achievement are Bob Ewart from Subway Department and captain of the team; Harry Vasey and Ken Collier from the Gas Shop and Bob Brown from Station 7.

These fellows would like you to know that the team is not closed as far as memberships are concerned. Anyone wishing to join and play in these competitions is invited to contact Bob Ewart on Ext. 391. He'll be glad to see you and tell you more about this very enjoyable pastime.



The R. G. & E. quartet of table tennis experts, L to R: Bob Ewart, Subway; Harry Vasey and Ken Collier, Gas Shop and Joe Brown of Station No. 7.

SECOND FLOOR NOTES

By MARY KIRKPATRICK

On October 18, at St. Lucy's Church, Concetta DiPerna was married to John Chuhay. Mrs. Chuhay is a member of the Appliance Billing Department.

* * *

Shirley Ulmer and Betty Jane Lee recently returned from a wonderful 10-day vacation at the Elbow Beach Surf Club in Bermuda.

* * *

Bernard Cleary has left the Tabulating Department to enter service with the U.S. Navy.

* * *

Norm Osborne is the proud father of a baby girl, born November 4, and weighing 9 lbs. 1 oz. The new arrival's name is Vicky Lee.

* * *

George Elmer of the Credit Department is another enthusiastic booster of Bermuda as a vacation spot. George spent a week there soaking up the wonderful sunshine and thoroughly enjoying himself.

* * *

The marriage of Jean Christ to Charles Colletta took place on November 8, at Holy Cross Church.

* * *

Barbara Copp chose Thanksgiving Day for her wedding to John Kausch. Barbara is from the Unit Bookkeeping Department.



Ernie Bruns, right, presents Bill McClellan with a power mower which was given to him by friends and fellow workers on the occasion of his retirement from the Front Street Storehouse. Bill had worked for the company for over 33 years.

THIRD FLOOR NEWS

By NORM DAVIDSON

Steubie and Norma Veness spent their vacation "deep in the heart of Texas" (the heart this time was in the city of Orange on the Sabine River in south-east Texas) visiting with their daughter and her family. En route they explored the Blue Ridge and Great Smokies, and the many interesting places in New Orleans.

* * *

Bob Radell is on leave from Gas Househeating for another tour with the Navy.

* * *

Mario and Kitty Silvestrone are happy with Paula Lee who arrived on October 9th, weighing 6 lbs. 15 oz.

STATION 3

By JACK DAILEY

Born to Mr. and Mrs. Robert A. Yeckel a son, Gregory Joseph, on the 9th of November 1952. St. Mary's Hospital was his earthly point of introduction and he weighed in at 7 lbs. 7 oz.

FOURTH FLOOR NEWS

By SUE GODKIN

The Traveling Payroll Department has been at it again. This time it was Buffalo. The travelers were Mary Gibson, Marilyn Reichhart, Mary Benvenuto, Joan Gunther, plus Sue Godkin and Rose Marie Perrone of Typing and Jean Sutphen of the Administrative Department. The group left Friday night after work, stayed at the Hotel Statler, went to the Town Casino, the Ice Capades, and came home Sunday night. Six other Payroll girls joined the crowd in Buffalo on Saturday for the day.

Betty Ehmann of the Treasury Department is now Mrs. Donald Richard Kelly since her marriage on Thanksgiving Day.

CANANDAIGUA COMMENTS

By MARGARET BURNS

Rose Comella, clerk in Chapin St. office, Canandaigua, has been elected to President of The American Legion Auxiliary of Canandaigua Legion Post 256. She also attended the National American Legion Convention held in New York City.

Florence Trumbull, clerk in Chapin

St. office, has left to join her husband who is in the Marine Corps at Cherry Point.

Jack Welch and his wife Lorraine are proud parents of a girl, Sheila Marie, born September 12th. Jack is clerk in the Clark St. office Canandaigua. They have two other children, both boys.

A hunting trip to the Southern Tier proved profitable for a couple of hunters from the Canandaigua office. Ray Wells, office manager and Leonard Geyer, farm service representative, each bagged a nice buck in the first few hours of deer hunting season near Oramel, N. Y. in the Genesee District. Ray was born and raised in that part of the state and no doubt was familiar with all the good spots. Some of the other boys did not have to go far to get theirs. John L. Johnson and Robert Grieve, meter readers and Robert Shay and Wm. Boyle, linemen, each brought home their allotment without leaving the county.

Congratulations go to Mr. and Mrs. Wm. Ryan on the birth of a son, Michael James born November 23rd. Bill is a lineman.



Bob Brescia of Addressograph and his bride, the former Jeanne Myer, on the day they were married.

WOLCOTT NEWS ITEMS

By RAY WINNETT

Ralph Mason, Lake Shore District Sales Manager, has received his forty-year pin. President Beebe awarded the pin and also pinned an orchid on Mrs. Mason to help celebrate the occasion. Both Ralph and Mrs. Mason were complimented for their fine services to the Rochester Gas & Electric.

Mrs. Clarice Merrell, Home Service Representative, attended a training school for Home Economists at the Westinghouse Institute in Mansfield, Ohio.

Percy Tanner, serviceman, has returned to the company. Percy took a six month leave of absence and during this time he and his family went to Arizona. He says New York State is a good place to live in and the climate *isn't* magic in Arizona.

SODUS FLASHES

By DON PITTMAN

Frank Saunders has a new son, born on September 28th. The stork arrived just 2 hours and 45 minutes late for his father's birthday. Frank now has a family of 3 boys and one girl.

Mel Orbaker has been chosen Captain of the Sodus RG&E bowling team.

Some of the Sodus family have gone deer hunting and we hope to report the catches in the next issue.

We are sorry to report that Blanche Fellers fell and sprained an ankle badly. Bill VanHeiten is in Highland hospital too. We wish them both a speedy recovery.



Harry Eckerson receives best wishes and fond farewells from two of his old friends in the Electric Station Maintenance Department, Doug Bruce, left and Louie Kuhn, right. The occasion was his retirement after working for the RG&E since 1912. His many friends held a party in his honor on November 24th at Melody Lane.

TRANSPORTATION NEWS

By GEORGE McGRATH

One of the main topics of conversation in the repair garage concerns a nice bright shiny apple that was found lying on the garage foreman's desk one morning. Your correspondent tried to trace down the mystery of "Who brought in the Apple." Thus far, no one has talked but we expect a break in the case soon.

* * *

Paul Kopp of the office staff was recently feted at a noon day luncheon and presented with his 25-year service pin by the general office group.

* * *

Deer hunters in this department have been getting their guns in shape for the season. "Dead Eye" Joe Albright and "Sharpshooter" Eddie Vance expect to feature venison steaks at their family meals in the near future unless the deer have all migrated from the Genesee Valley area when they set up camp.

* * *

George Reiner and Louis Smith, of this department, won turkeys in the annual raffle sponsored by the company.

* * *

Can't let this edition go by without mentioning that the Transportation Office bowling team is in second place in the Men's Bowling League at this writing. By the time the next edition is circulated, our standing might not be worth discussing.

MAIN FLOOR

By HELEN FREDERICKS

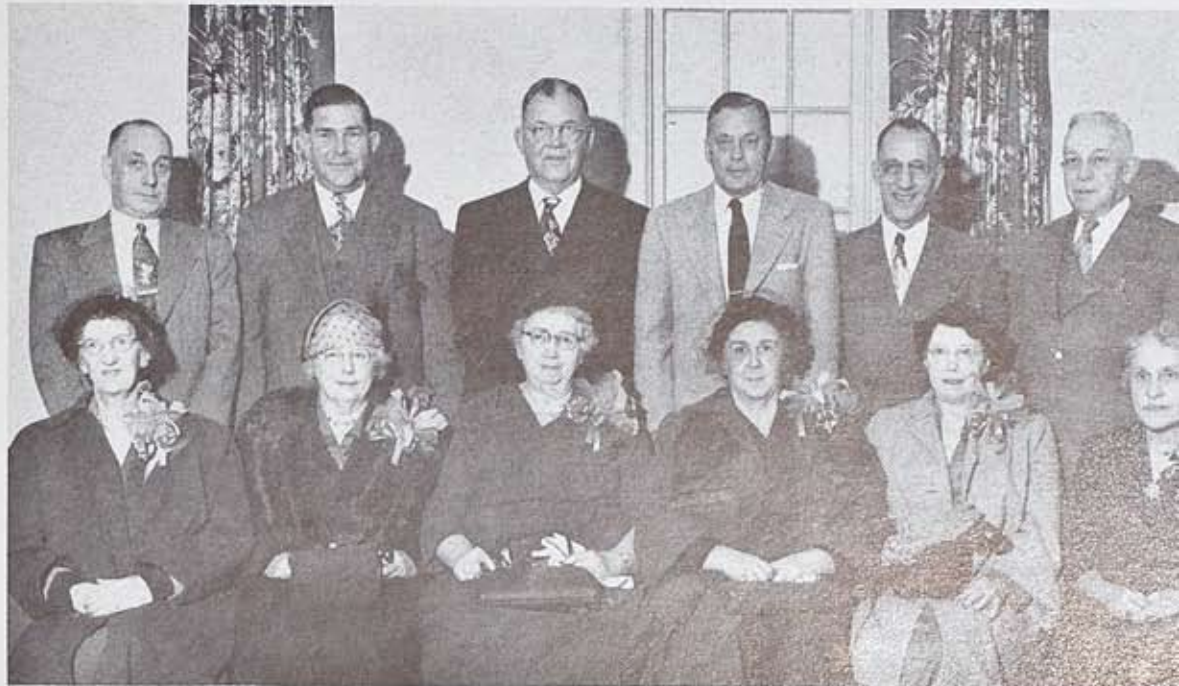
DOMESTIC SALES —

Domestic Sales had its annual election of officers for the year 1953. They are as follows: President, Matthew McBride; Vice President, John Rokos; Secretary, Mary Lousley; Asst. Secretary, Anna Mae Trombley; Treasurer Eunice Erbach and Asst. Treas., Fred Lester.

* * *

SERVICE COUNTER —

Donald Sheehan, formerly of the Service Counter was home on furlough over Thanksgiving. He is in Military Intelligence, stationed at Ft. Holabird, Maryland.



Six company men who received long service awards at a recent Thursday morning meeting posed with their wives for this picture. They are from left; Mr. and Mrs. George K. Kieffer, Carl Ayen, Charles Sprague, Howe Kiefer, James DeJohn and Al Worthington.

GAS STREET NEWS

By GILDA TARQUINIO

A baby boy was born to Mr. and Mrs. Norman Christ on Sept. 18, 1952, weighing 7 lbs. 15½ oz. Their new son has been named Norman George and makes the family two boys and two girls.

* * *

Mr. and Mrs. Edward Flanigan became the proud parents of a baby girl, Maureen, on Sept. 18, 1952. The baby weighed 7 lbs. Mr. and Mrs. Flanigan have another girl.

* * *

Mr. and Mrs. Sam Pilato became proud parents of a 7 lb. 10 oz. baby girl on Oct. 16, 1952. Baby's name is Barbara.

Careless Listener Regrets

When God gave out brains, I thought
He said trains, and I missed mine.
When He gave out looks, I thought
He said books; I already had some.
When He gave out noses, I thought
He said roses, and I ordered a big one.
When He gave out legs, I thought
He said kegs, and I ordered two fat ones.
When He gave out ears, I thought
He said beers, and I ordered two long ones.
When He gave out chins, I thought
He said gins, and I ordered a double.
GOSH! AM I A MESS!!

EDUCATIONAL REMINDER

Employees considering courses of study in the Evening Programs offered by local institutions of learning should take note of the following registration dates for Spring Semesters:

Rochester Institute of Technology
January 26 - January 29, 1953
Rochester Business Institute
anytime previous to January 20, 1953
U. of R. University School
January 29 - February 3, 1953
BOARD OF EDUCATION
East High Evening Regents Program
January 5 - January 19, 1953
Monroe High Evening School
January 5 - January 19, 1953
Edison Technical Evening School
January 5 - January 19, 1953

It is the RG&E's policy to encourage additional training by refunding one-half the cost of tuition for approved courses.

For further information ask your foreman or supervisor, or talk with Arden C. Howland, Director Personnel Training, Ext. 570.

SPECIAL SALE!

The best buy in town is on sale right here where you work! It's your family's future—the opportunity to get a head start on all the things you've dreamed of for them and yourself—a home, a business, a college diploma for the kids, a chance to retire and take it easy when you're older. *It's all yours*—if you'll just sign up for regular Payroll Savings today. You'll be taking the Defense Bond Road to Security—the best way to travel!

FALL FESTIVAL PICTURES



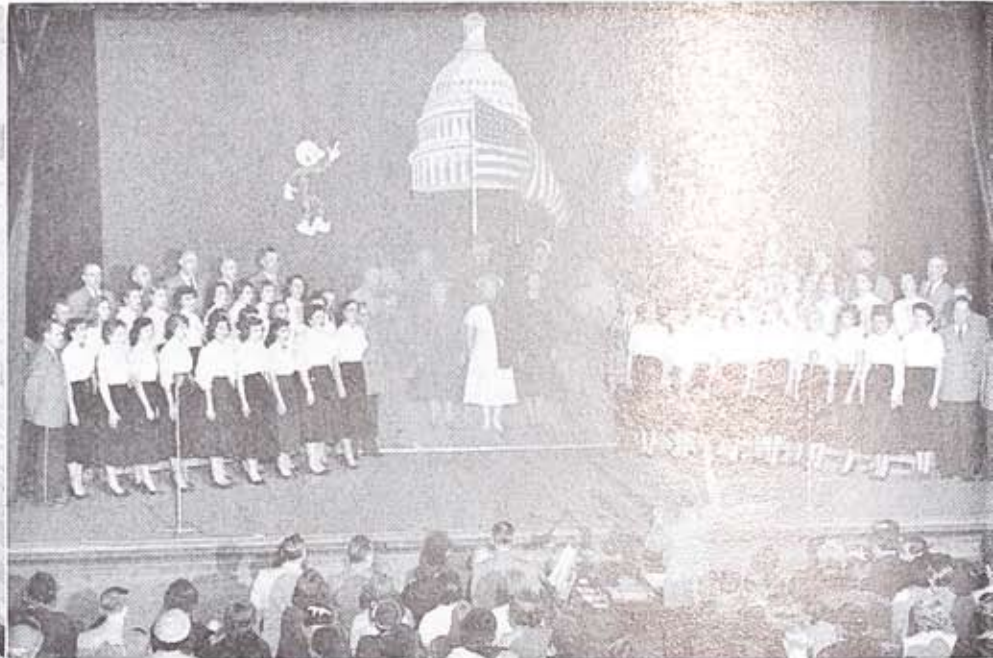
You can't rehearse on an empty stomach.



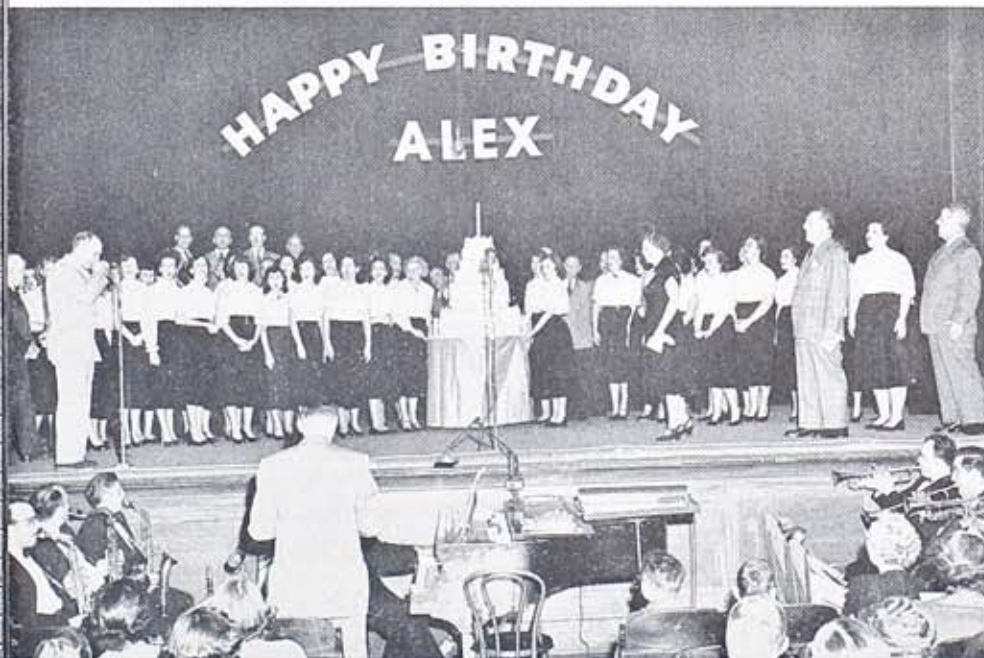
We'll do this right if it takes all night.



The "customers" begin to arrive.



The show is on.



A surprise number . . . not on the program.



The dancing was enjoyed by all.



NEWS 'N' TIPS



from your HOME APPLIANCE and HOME SERVICE DEPARTMENTS



SAVE MORE THAN EMPLOYE DISCOUNT ON THESE ITEMS

Here are some wanted appliances that are available at big savings while they last. Get in touch with one of the sales folks in Domestic Sales soon if you are interested.

Fasco Electric Drill Kit: The regular price is \$44.95. Your special price is only \$29.50. You save \$15.45!

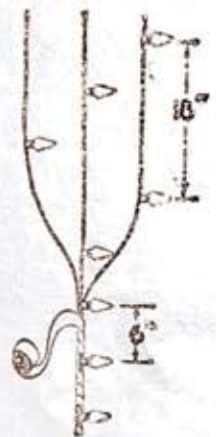
General Electric Dishwasher-Sinks: Here is an unusual opportunity to save money on the cost of this appliance. If you compare the prices, you will see that the savings are way beyond the regular employe discount. The regular price is \$428.95. Your special price is \$258.75. You save \$170.00! **GE Disposal Unit:** The regular price is \$136.45; your special price is \$91.72—you save \$44.73!

Other employe bargains this month which you can buy for less than your regular employe price include three different models of General Electric refrigerators (including two-door models) and two models of General Electric ranges.



Here's a tip from General Electric holiday lighting specialists which you'll want to keep in mind when putting up your outdoor lighted decorations.

Lighted strings of bulbs will be more effective if spaced close together. One simple way to accomplish this is to lay three strings on the ground and tape together as shown in the drawing at the right. Notice how by staggering the sockets they can be arranged about six inches apart instead of the usual 18 inches. When strings are taped together they may be hung in the usual manner.



- ★ Sunbeam Portable Mixmaster
- ★ Toastmaster Toaster
- ★ Electric Cornpopper
- ★ Universal Blender
- ★ Electric Knife Sharpener
- ★ Hamilton Beach Mixette
- ★ Westinghouse Sandwich Grill
- ★ Royal Rochester Percolator
- ★ Westbend Percolator
- ★ Quik Electric Broiler
- ★ Dominion Combination Grill
- ★ Manning & Bowman Broiler
- ★ Hamilton Beach Mixer
- ★ Westinghouse Electric Sheet
- ★ General Electric Heating Pad
- ★ Universal Heating Pad
- ★ Westinghouse Heating Pad
- ★ Schick Shaver
- ★ Electric Travel Iron
- ★ Electric Kitchen Clocks
- ★ Electric Alarm Clocks
- ★ Pin-up, Table, Bridge and Floor Lamps
- ★ Cory Coffeemakers
- ★ Westinghouse Roaster Oven
- ★ Nesco Roaster Oven
- ★ Westinghouse Blankets
- ★ General Electric Blankets
- ★ Fasco Drill Kit

VISIT COOKIE HOUSE VILLAGE AT MAIN OFFICE

Wives, husbands, children and friends of employes are invited to visit the sales floor during the holiday season and see the many beautiful entries in this year's big Cookie House Contest for boys and girls. The entries this year are even more exciting than last year. You'll see houses, country churches, and Christmas scenes made from 'sugar and spice and everything nice' and displayed in a Cookie Village.

Many of you will want to make a Cookie House to use as a table center piece or to adorn your mantel during the holidays. Nothing you could buy will cause more comment or surprise than a Cookie House of your own design. They are fun to make and easy, too! You can get all the information, tips and recipes from your Home Service Department when you visit the village.

Incidentally the "HOLIDAY RECIPE BOOK" is ready for you now, so, be sure to pick up your copy soon!

KEEP YOUR HOME SAFE AT CHRISTMAS TIME AND ALL THE TIME

Flexible wiring, which gets the hardest treatment of any part of your electrical system, should be inspected frequently for possible defects. Just before Christmas, when electric current will be in almost constant use, is a good time to check flexible cords, noting carefully if insulation has become frayed or worn, if connecting devices have not been cracked or loosened. When you get out your tree lighting sets, window and decoration lights, test them carefully, and again make sure both the cords and connectors are in sound condition. Take special care to note that lamps fit well into sockets, and be sure not to connect too many lights or sets, so that a circuit is overloaded. And just before allowing children to play with electrical toys, subject their electrical elements to careful scrutiny.



A silent night... a father's thoughts

It's late . . . way past 12. The house is so quiet. At that, we have things finished pretty early this year.

Best tree we've ever had. The presents look good. Grace makes pretty packages. Wish we could afford a bike for Tommy. Maybe next year. I guess a father always wants to give his kids more than he can.

A lot of things look different when you have a child. Like what the school board does. What happens in Washington. And the UN.

Will he grow up in a world at peace—or at war? Will he be really free—or like the

children in countries where the government runs everything? What is it they say? "Liberty is every American's birthright."

A man wants to give his son the best of everything. A chance to feel free and independent. To make up his own mind and work out his own life. No "isms" to worry him. And peace—certainly peace.

A good world to live in, that's it. And part of that is up to me and all of us. Most of all—people who have children. That brings it pretty close to the Christmas message, doesn't it . . . a Child makes all the difference.

• "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.