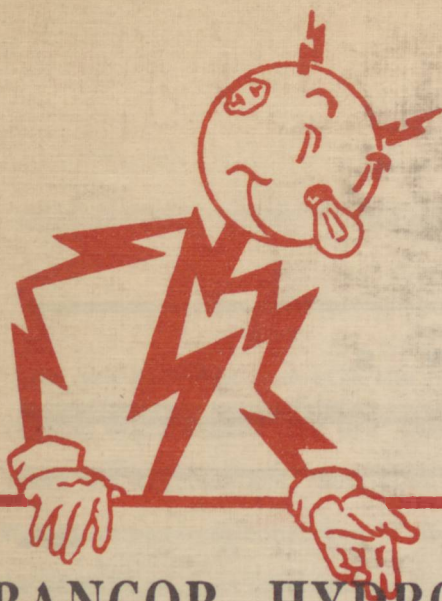


BANGOR HYDRO-ELECTRIC
N E W S

HARRINGTON ISSUE

SEPTEMBER, 1938
VOLUME 7 NO. 9



H Y D R O N E W S

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*Published by and for the Employees of the Bangor Hydro-Electric Company
Bangor, Maine,*

E D I T O R I A L

It boils down to you

You are all familiar with the personal service you receive from your corner druggist, grocer or filling station man. You see them and they see you fairly often. They know many of your personal likes and dislikes and take time to become friendly and to find out just how you like to be treated. They have many opportunities to show you that they appreciate your business and that they want to keep it as well as your friendship.

In other words they create a feeling of mutual confidence and understanding without which the highest quality stock and the most efficient service, topped off with the lowest possible prices would not build a permanent loyal group of customers.

This happy situation between the small business man and his customers is fairly easily attained since the business man is in a position to foster that personal relationship.

But what of the large corporation? What of your company with its hundreds of employees and thousands of customers, miles apart and living in seventy three different communities from Eastport to Millinocket and with interests as varied as the fish in the sea? It is surely as desirable though far more difficult for a company such as yours to gain and perpetuate that same degree of confidence and friendliness.

Regardless of the size of a business, you must keep in mind the fact that every employee from President to Laborer receives his pay check from customers. Therefore it follows that each employee is only practicing common sense when he does his or her level best to do things the way customers want them done. In the long run it is not what the company needs or what the company wants but what the customers need and want that must be considered.

That boils down to you and me when we are working with or talking with the customers of this company and its employees grow and prosper for, in any company, it is the ability, intelligence, courtesy, tact and friendliness of the company employees that give each customer his impression of the company as a whole.

It has been said that the average individual generally forms his opinions by a talk with one man. That individual may be your customer and YOU may be that one man with whom he talks in forming his opinion of the Bangor Hydro-Electric Company. That's food for thought for you and me.



A Brief Visit In A Well-kept Store

UPPER LEFT - The Harrington staff brushing up on some of the last minute details of the 10th Annual Lamp Campaign. L to R, Theolyn G. Stanley, Cashier; Joseph S. Sproul, service man; Lowell W. Vose, meter reader and Vernon E. Cushing, Manager.

BELOW - A serious exchange of views by Manager Cushing and Reddy Kilowatt on Reddy's first visit to Harrington.

AND - Manager Cushing with Miss Stanley, Cashier.

UPPER RIGHT - Manager Cushing, left, and Kenneth R. Dudley of the Printing and Photograph Dept. of the Hydro on a scouting trip for first-hand material for this, the Harrington issue, of the Hydro News.

Harrington The Oldest Town in Washington County

by E. M. Frye

Other towns in Washington County have claimed the distinction of being the oldest town, but have no recorded proof to their claim. The record at the Registry of Deeds in this county shows that property was occupied and claimed in Harrington prior to 1734. The earliest date of authentic permanent settlement of Harrington (see Milliken's history) was in 1756. A glance at the map of Harrington shows that it is about 1/3 water, because of its bordering on the Atlantic seaboard and quite a considerable part of its real estate is Island property. In fact, Dyer's Island was at one time a school district (No. 11) and had a school.

The founders of Harrington were of very efficient and self sustaining character. Those who settled it were Ebenezer Cole Jabez Dorman, John Dinamore and James Grace. What is now Harrington Village was later settled by the Nash's and Coffins, who inherited it from their relatives.

Harrington was known as Township No. 5 until 1797 when it was incorporated into the town of Harrington, prior to this it was a going plantation, which had several schools, churches, mills etc. A great many of the towns in Washington County were settled because of the great lumbering advantages which abound here. While Harrington participated at that time in this great industry it was also self sustaining. There were grist mills in Harrington as early as '60 where people could carry their wheat to be ground. These founders having made certain that the soil was fertile and very productive of grain, built a mill in which to grind it. They also built mills in which to saw lumber to build their houses. They next built a brick yard in which to make their brick for chimneys, fire places etc. One enterprising citizens created a nail machine for making nails.

As soon as there were cattle enough to produce hides for the making of leather, they built a tannery. They also built, what

was known at that time as a cobbler's shop, in which the leather was made into boots.

The good housewives at that time could card and spin their wool and by the use of what was known as a hand shuttle, weave it into cloth, so that from the sheep they manufactured their own cloth, known in those days as homespun.

Even in these early days, in Harrington they could grind their own wheat into flour, make their own trees into lumber; the hides from their cattle into leather; leather into shoes; wool into clothing for their own use.

There had come into Harrington a number of people from all parts of Maine. The Curtis, Nashs, Coffins, Mitchells, Wards, Pinkhams, Strouts. The Coffins and Nashs deserve special mention, as it was these people who built Harrington Village at the head of tide water of the Great Marsh Stream, now known as Harrington River. In 1804 Uriah and Isaiah Nash of Addison, settled on and owned all the land on the east side of what is now known as Coffin's brook, a stream running through the center of the Village. It was these energetic people and their descendants who built the first tannery and cobblers shop. In 1806 Temple Coffin settled on and owned all the land on the west side of the brook, so that the Coffins and Nashs at that time owned all the land now comprising Harrington Village.

Having established themselves as tillers of the soil and mill-rites and lumbermen and being in every way self sufficient unto themselves, and producing more in fact than their required consumption, the people of Harrington turned their energy to building ships in order to take their supplies to market. This little town has the distinction of having built more vessels than any other town in Washington County. In the year 1873, there were nine vessels on the stocks at once, among which was the Brigg, C. C. Sweeney, the largest brigg that was ever floated.

In 1854 the people finding themselves in need of a good water system, banded together and formed a company known as the Quantabacook Water Company and went in search of a water supply for the town. They found an excellent spring about 2½ miles from the village, which at that time was an unheard of distance to bring water. Just consider for a moment that there was no water pipe adequate to accomodate this enterprise. This however, did not deter these hardy and resolute people. There were no boring machines, but with hand augers they bored logs twenty feet long and laid them end to end until they had brought this wonderful spring water to the doors of the forty families who at that time, lived in Harrington Village.

This water comes to Harrington Village by gravity flow, but the logs have long since been replaced by iron pipe. This company is now serving 150 families in the village with water.

As the years have gone by, a number of hotels have been operated in Harrington. The last one having been destroyed by fire in 1912. You must remember that Harrington is a very small town, but feeling the need of a hotel the citizens immediately got together and formed what was known as the Harrington Hotel Company, and built one of the finest hotels in Washington County at a cost exceeding \$15,000, and turned it over to Silas Gibson, the present manager of the New Harrington House. This hotel burned a few years since, but has been replaced by the energetic proprietor who built additions to his residence across the way and turned the hotel lot into overnight camps giving Harrington one of the finest combination hotel and summer camps in Eastern Maine.

Harrington has its share of attractions for summer people, one of the attractions being the above mentioned Harrington House. One other attraction are the four houses which were built by the Revolutionary Soldier, Reuben Nash, all still standing in Har-

rington, in the same shape in which they were built

During and after the war when there was a great call for ships, Harrington built more vessels than any other town of its size in the United States. The last vessel, a four masted schooner, the Mabel A. Frye, was the largest vessel ever built in Washington County.

Harrington like all other villages has its prominent corner. On this corner stood an old and dilapidated building, which had been occupied by one of the orders, which at one time existed in Harrington, but has gone out of existence. Instead of allowing this building to go the way such direlects generally go, the citizens of Harrington Village again got together and formed what is known as the Harrington Realty Company built a fine concrete foundation under the building and thoroughly remodeled it at the cost of a number of thousand dollars. It is now occupied by the United States Post Office, and the Bangor Hydro-Electric Co. also one of the finest, most up-to-date Beauty Parlors in Maine. It also contains one of the finest club rooms ever built in Washington County for the citizens to like to gather and play pool and other games.

Harrington is known for its beautifully kept lawns, and its well preserved houses. The citizens of Harrington are proud of its history, especially its Merchant Marine. There is hardly a house in Harrington Village that was not at one time owned by sea captains, and the name Harrington could be seen on the stern of vessels on the seven seas.

Harrington News

Theolyn Stanley

The chief excitement in this division at present is the Cherry field Fair, starting on September 20th and continuing through Thursday, the 22nd. We trust the weather will be more pleasant than during Machias Fair.

Visitors at our store this month included Mr. Webster, Mr. Hammons, Mr. Cosseboom from the Bangor office, and Mr. Hall and Mr.

Smith representing General Electric Company in the interest of the annual Lamp Campaign, and Mr. Milton Vose, representing Landers Frary and Clark Company.

Mr. Grant's crew has been filtering oil at the Harrington Substation.

Miss Theolyn Stanley is enjoying a two weeks' vacation from her duties as Cashier. During her absence, Mrs. Vera Plummer is substituting at the office.

The rush is on with the beginning of the Lamp Campaign. May the best man win.

Machias News

Fernette Lincoln

Mr. Parker, our new salesman, went to Bangor Saturday, Sept. 10 and returned with the Bangor Hydro trailer for a display at the Washington County Fair. Mrs. Parker was a substantial assistant to her husband during the Fair, demonstrating appliances in the trailer. Our only disappointment was that it rained most all the week, so there was not much dry weather for the Fair.

We are sorry to state that Mr. Sylvester, while picking apples at his home Wednesday, Sept. 14th dislocated his collar bone when the limb broke giving him a fall. We hope to see him back on the job before many weeks.

Mr. Parker, it seems, could sell much more merchandise if he did not spend so much time at his desk looking over the Daily Appliance Reports. He also enjoys decorating the walls with G. E. Toppers Club Plaques, and wearing G. E. Gold Rings on his fingers. He claims he earned all these in 1937.

But we aren't kicking. We do think he is doing fine.

Mr. Young visited our office on Thursday, September 15th, for the purpose of explaining our lamp campaign. Mr. Smith and Mr. Hall of the General Electric Company were with him.

Eastport News

H. J. Logan

This month seemed to have been our month for callers as Mr. Haskell and Mr. Cosseboom called on

us during the month, also Earle Webster and Edward Graham, Jr., Mr. Vose, of Machias, Lloyd Buzzell, and Fred Grindle of Bar Harbor and John Herberts of Millinocket.

Herbert Hammons and Mr. Beggs called and brought along Reddy Kilowatt, to introduce to the crowd. Reddy seems to be a very important person these days. Here's wishing him a lot of luck.

Mr. Young, Mr. Hall, and Mr. Smith called last Thursday to outline the coming Lamp Campaign. The combination wall and table lamps arrived today and seem to meet with everybody's approval, here goes for a larger and better selling campaign than ever.

Ellsworth News Items

Alfreda Strout

The office girls were entertained at the home of Mr. and Mrs. Luther Leach at a 5 o'clock tea on Saturday, September 17, and were most hospitably entertained. In addition we had the opportunity to admire their new home at the corner of Birch Avenue and School Street.

Arthur Hart, Eugene Moore, J.A. Smith, Gerald Fletcher have all been on their vacations. Rexford Grover and Clarence Hatt are enjoying their recreation at present.

Mr. Coffin of the S. Morgan-Smith Company of York, Pa., is helping Joe Fournier and his crew at the Power House. They have started work on the penstock on the new generator. The way in which Joe is pushing this work looks as though this unit might be in operation before Christmas.

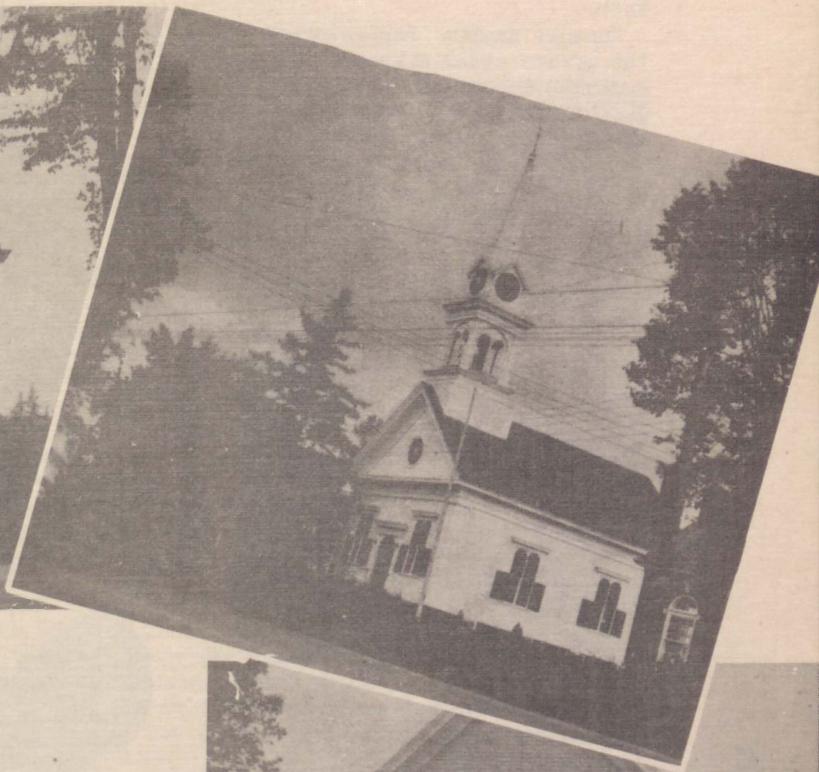
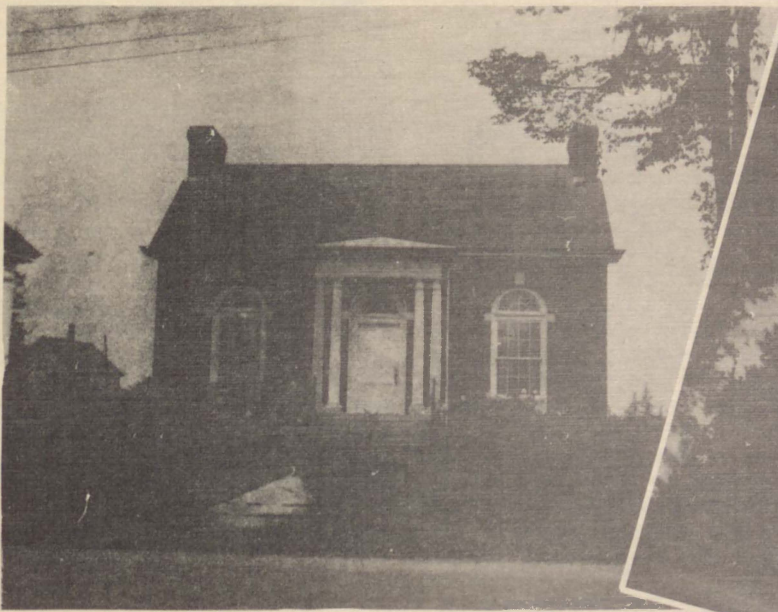
Someone said Summer has gone, and Fall is here. We can't see the difference, as it rained all Summer and has never stopped.

Bar Harbor News

Everett Salisbury

It is with great interest that we open the 10th Annual Lamp Campaign. We hope that some of our division members may be among the prize winners.

Foreman Fred Grindle and Lloyd Buzzell of the line crew are enjoying their annual week's vaca-



Around Town

ABOVE - The handsome Gallison Memorial Library given to the town of Harrington by Mrs. Forest Gallison in memory of her husband, both Mr. and Mrs. Gallison were natives of Harrington, Mrs. Gallison now residing in Brooklyn, N. Y.

UPPER RIGHT - The Methodist Church of Harrington

RIGHT CENTER - Building restored and modernized by the Harrington Realty Company, now housing the U. S. Post Office, and the Bangor Hydro-Electric Company office. Beauty parlor and Club rooms on the second floor.

BELOW - The popular Harrington House and its genial proprietor, Silas Gibson.



tion. They are spending the time working around home but both found time to attend the Machias Fair.

Manager Austin has returned to the office after a recent illness.

Earle Young and Roy Smith of General Electric were in town in the interest of the Lamp Campaign. The lamps are most attractive and should make sales' history.

Our congratulations to Miss Sylvia Austin. She held the lucky ticket for the new Ford V8 recently drawn for the benefit of the Mt. Desert Island Hospital Fund.

After weeks of patient waiting, Supt. Abbott is now enjoying his new Ford ton truck. It surely is an attractive addition to the Bar Harbor fleet.

"Reddy Kilowatt" is being given a warm welcome in this division. We are all for him 100% and will help introduce him to our many customers.

Jeff Cosseboom is on a two weeks' vacation from his duties as station operator. Everett Salisbury Meter Tester, and temporary serviceman is on night duty during his absence.

Lincoln Division News

H. V. Haskell

Recent visitors to the Lincoln office were: Mr. E. W. Brown, Operating Engineer, Mr. E. M. Graham, Jr., Mr. Haskell, Vice President, John Graham, Mr. Ken Cosseboom, Mr. William Harper, Mr. Earl Young, Mr. Milton Vose of Landers Company, Mr. George Libby of Welmore Savage Company, Mr. Ed Hall of G. E. Supply Company, Mr. Earle Webster. We also wish to mention that President Edward M. Graham, Ed. Hall and Mr. Kaiser of G. E. Supply were visitors one day recently

Mr. Brown: Please note we included your name this time. Thanks

All of the Lincoln office with the exception of Mr. Wyman and Mr. McIntyre have had their vacations and are back at work with real force. A vacation does surely have its effect.

Miss Drew spent her vacation at Island Falls and Bar Harbor, while Mrs. Fiske spent her vacation at home, and a trip to Old Orchard. Both report a good time

During July and August the Lincoln division conducted a rather close campaign. It was the understanding that the winners eat chicken, and the opposite side eat beans. This was with the understanding that we obtain a total of \$1000. in business (meaning small appliances only). We were unable to make the grade but came out with \$546.31 in volume which the Lincoln Manager thinks is doing real good.

Realizing that the Manager gave a large quota and taking into consideration that no prize money was given he and the employees taking part in the campaign, decided all would eat the same.

On the twenty - third of this

month, the following employees of the Lincoln Division met at the log cabin of Leah at Caribou Pond Lincoln, and had a chicken dinner Mr. Hanscom and Mrs. Hanscom, Miss Drew, Mrs. Fiske and Mrs. Flanders, Minnie Hanscom and Ivan Hanscom, Mr. Wyman and Mrs. Wyman, Vaughn Davis and Mrs. Davis, Mr. McIntyre, your Manager and Mrs. Haskell. We also had present as guest, Mr. Young, our Commercial Manager.

Everyone present enjoyed themselves and desire to thank the Company officials for making the event possible. We all assure you of our cooperation at all times and will do our best to help Mr. Young put the Lamp Campaign across.



Harvey Hanscom Did His Bit
at the Dinner.

The game of horseshoe was played by all the men present. We are afraid that Mr. Young and Mr. McIntyre are getting ready for another company outing. The Manager desires to warn all other company employees against playing horseshoes with Mr. Young and Mr. McIntyre after dark. This is the best time of the day for wringers.

Watch the Bangor Hydro News for reports as to effect of the banquet on our salesman, Mr. Hanscom. The report should come out in this issue of the News. If it does not, ask Harvey the next time you see him.

Several of the employees of the Lincoln Division attended the annual outing last month at Lucerne. All enjoyed it very much and are looking forward to it next season.

Milford Old Town News

F. A. Randall

One day when I was a small boy living in a little backwoods settlement, a neighbor called at our house on his return from a trip to the village and my father asked him the usual question "What's the news?" His reply was "I did not see any" and that is my fix exactly. Interesting happenings this month seem to be conspicuous by their absence only, but there must be something to shoot at around here somewhere, so will continue my hunting. Ha! a bush wiggles and in walk Mr. Hall and Mr. Smith with a bag of details regarding the coming lamp campaign. Glad to see them and we are looking forward to a meeting with Reddy who seems to be an energetic sort of a guy - at least we propose to meet him halfway and make his stay with us as interesting as possible.

Junkins and as assistant were here at midnight, August 27th, for a session with the Rotary Commutator.

President Graham made us a short call one day recently.

Other recent callers were Mr. Johnson, Mr. Brown, Mr. Cosseboom etc., etc.

We sympathize with Operator Dunn in the loss of his wife, whose death occurred on September 2nd, after a long period of suffering.

Mr. Harper was here September 5

inspecting and regulating our line 5 Glow Detector and connections.

Mr. Kruse called Monday morning September 12th, to inspect the log sluice gate.

Supt. Grose and Wilfred O'Keefe Manager of the Old Town Fuel Co. accompanied by their wives, left Friday afternoon, September 9th, for a week-end trip to Quebec and other Canadian points of interest returning Sunday the 11th. They reported a very enjoyable trip.

The foundation on which #3 generator shaft rests got out of order and Sawyer, Anderson and Reed have been working on same for several days. They expect to have it ready for use by Saturday the 17th.

Walter LeBreton is taking his vacation beginning Monday, Sept. 12th. Simon Morancy is doing Walter's work during the latter's absence.

Evelyn Shaw spent her annual vacation in Boston and vicinity.

Herbert's line crew are making changes in trolley span and signal wires on Main Street. They plan to remove three poles and a lot of overhead wires and install four ornamental street lights with underground service. Looks as though this section of Main Street may soon be known as Old Town's White Way.

Someone is coming down the river on a raft - looks like the Warden, so think I'll disappear.

Millinocket News

B. A. Carr

Mr. E. J. Young, Commercial Manager, Mr. Roy Smith and Mr. Ed. Hall of G. E. Supply Company, visited us on September 14th, and started us off on the 1938 Lamp Campaign. Mr. Hall demonstrated the new lamp.

Mr. Betts of Kelvinator, Inc., and Mr. H. E. Hammons were recent callers, leaving little Reddy Kilowatt with us.

Mr. Fernald at this writing is enjoying a vacation in Montreal and Quebec.

Miss Ellen Barnes, Clerk, is also enjoying her vacation, visiting on the coast and in Connecticut, and writing us that she is having a grand time.

Mrs. Roberta Jordan is assist-

ing in the office during the absence of Miss Barnes.



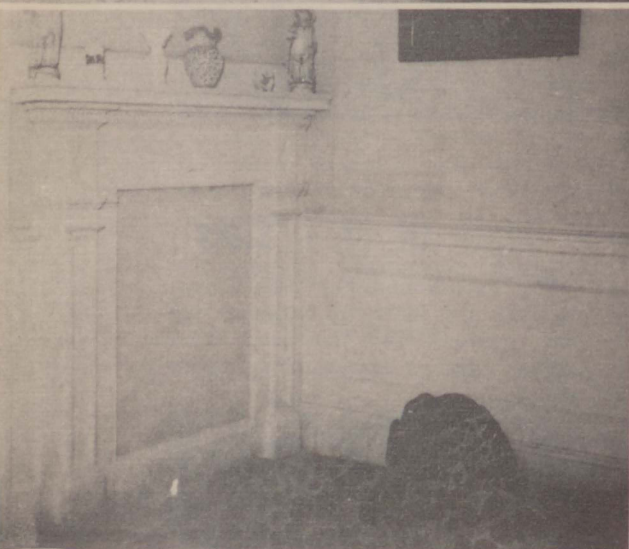
Death Of W. T. Starr

The sudden death of Mr. Starr, an able and faithful salesman for our company for the past four years, was a great shock to us all.

Mr. Starr was a man of firm conviction, steadfast when he believed he was right and most respectful to the opinions of others. His word of promise was not given to be forgotten or broken, and he was a friend long to be remembered.

For eighteen years Mr. Starr represented the Quaker Oats Company in New England, and later was in the employ of the White Oak Coal Company of Hartford and the Sportsman Supply Company of Portland. He was a member of the Elks Lodge in Hartford and his principal hobby was photography.

He is survived by his wife, Mrs. Minnie C. Starr; his daughter and granddaughter, Mrs. Henry Smith, and Roberta Smith of Belfast; three sisters, Mrs. Hattie Pratt of Lowell, Mass., Mrs. Fred Stover of Bath, and Mrs. June North of California; two half-brothers - Arthur Ansert of Chicago, and



Harrington A Town

UPPER LEFT - The home of Mr. Frank Allen, reputed to be the oldest house in Harrington. The interior view at the left is a corner of a room in Mr. Allen's home in which the wainscoting, mantle and cornice is a fine example of handcarving.

DIRECTLY ABOVE - Is the attractive home of Vernon E. Cushing, Manager of the Harrington Division of the Hydro.

Charles Ansert of Bath.

Our sympathy is extended to all

Main Street Observer

Harry Allen

Owing to the fact that this scribe was away last month at this time, this department was not accounted for. So, it being "Better late than never", will join with the others and say that the Company Outing was a huge success. The entire force here at Main Street wish to make it manifest and hope to be able to attend another during the next year.

Now just a word about the first aid kits which are standard equipment in all company trucks. I don't object to any one using the one that is in the car I drive, but I do object to having that full pack of Phillip Morris Cigarettes, that Mr. Blake gave me for "busting" a toy ballon, used to quiet either the patients or the first aiders' nerves. Imagine my chagrin to reach for that choice pack of smokes and find not even the wrapper. The nerve of some peoples children.

Another year at our outing may I suggest a vaudville committee? I noted that we have loads of talent and why shouldn't it be

brought forth so we all can enjoy it.

Vacation time is at its height here with us. Those who have been so far are Tracey, Davies, Marley, White, Jordan, Miss Ruth Thomas, Mansur, Wray, Nichols, Thompson, Ashmore and Perkins.

The rest of the crew generally wait until the good old hunting season opens, down in Washington and Hancock Counties. Won't be long now!!!!

At last to Mr. Tupper's relief. the refrigeration crew is having a service room all to themselves. A section of the main stockroom is being fitted out with a work bench, parts bins, etc., where the

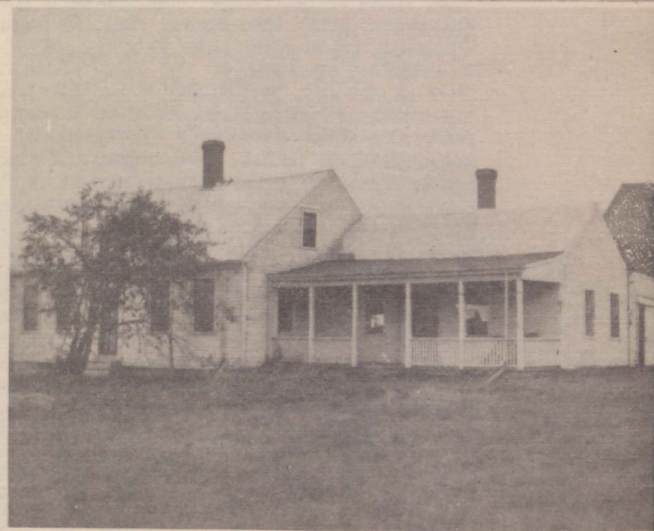


Of Many Comfortable Homes

LEFT ABOVE - The handsome old home of the Misses Millie and Grace Nash, descendants of the early Nash settlers of Harrington.

RIGHT TOP - One of the original Coffin family homes.

RIGHT - One of the earliest houses in town which belonged to one of the original Nash settlers.



boys can de-gas their machines to their hearts' content. All we hope is that the wind stays either in the south or west when we are de-gasing, if it doesn't we are sure to have company in the form of Mr. Tupper, who I believe after a thorough and intensive research has decided that it is cheaper to build us a room than to buy gas masks for his stock-room help.

Our genial window decorator and big league baseball player, Geo. White, has migrated to the country. He has taken up his abode down in Orrington. He plans to be a farmer, already has a pig, by cracky!! If I remember rightly,

Mr. Nichols started in the same way.

George Baughman the boy who ties those beautiful flies is in need of some buck tails. Any of you hunters having a deer hide, either buck or doe, that you are not using, cut off the tail and send it to George and I am sure he would appreciate it.

We are unable to find out whether its the house on Fern Street the new Nash Sedan, the mother, or the daughter, that is the attraction for the Hampden youth who works in our midst.

George White has some very nice pin-it-up lights, displayed on the store floor. They all lean to-

ward the seafaring days, with the brackets of ships, wheels, sailing boats, and even clocks contained within a ship's wheel.

Mr. Vose, our Universal Representative has a new pet, a Universal Cleaner built on the lines of an Electrolux. According to him, it will pull a cent right up through a carpet (or is it scent) Look like he's got something there.

Congratulations to Mr. Cole's crew on their safe driving method. A few more drivers like that in our company would put us in the lead in the safety contest.

Not to be outdone, I wish to call attention to Bill Thompson

Brighter Lights Provided In the City of Brewer

Noticeable Improvement in Street Lighting at Night Across the River; Job Done Under Direction of the City Manager After Extensive Survey

The noticeable improvement in the street lighting at night in Brewer led the writer to make a few inquiries at City Manager Farnsworth's office in Brewer. Here we were given an insight into not only how the improvement has been brought about but also learned a lot about street lighting that we had never known before, particularly its relation to night traffic accidents both to motor car drivers, and pedestrians.

It appears that City Manager Farnsworth and the Brewer City Council have for some time wanted to brighten up some of the dark spots in the city, particularly those corners and street intersections that carry the most automobile travel and pedestrian traffic. You might be inclined to believe that the placement of additional street lights or the increase of the candle power of certain lights throughout the city were decided within the comfortable confines of an office with city maps and blue prints. Such however is not the case or is at least only part of the story.

When it became known that the Bangor Hydro-Electric Company with serious thought as to pedestrians and in cooperation with the national movement for pedestrian safety, was about to put into effect a change in rates for municipal lighting so that cities and towns could considerably improve their street lighting without any increased cost, a call was put in for professional advice from the company. Maurice A. Perkins, Jr., Lighting Engineer of the Hydro, was assigned to the job. He and the City Manager analyzed and studied the existing situation from every possible angle. And again it was more than a matter of desk work. It meant night work and day work on every street in the city.

Our advice to anyone that thinks he knows Brewer streets is to get in a car with these two gentlemen and do the town the way the writer did. And even this thorough-going trip was only one of several that had gone before. There are in all over 200 street lights in Brewer. Every location had to be checked as to average traffic conditions, commercial businesses operating night crews, proximity to business houses, schools, churches and other public buildings. Pedestrian travel had to

be weighed against motor travel, frequency of children at play on certain streets and corners and the relative dangers in those locations.

A complete daytime check on all locations serve to ascertain the condition of brackets, shades and fixtures; whether any branches have fallen across the wires or any serious interference is encountered due to the seasonal growth of trees. A complete night time check reveals the shadowing effect of tree growth and the actual spots wherein traffic hazards are greatest.

With these checks carefully balanced it then falls to the best judgment of the parties concerned to properly locate the various size lights.

There is a condition that prevails in Brewer that is also common in most New England cities and that is the density of foliage on many of the city streets. Without excessive trimming of trees, this makes for less brilliant lighting in the middle of summer than in the other seasons of the year when leaves are not so thick.

In making a preliminary study of this important study of adequate street lighting, there are many traffic lighting authorities on whose experience to draw. A few statements at random from such sources studied carefully in analyzing the further needs of Brewer, give some indication of the many angles from which

this subject was approached.

"While safety measures and education for drivers and pedestrians alike have proved effective in reducing daytime accidents, which in the six-year period ending December, 1935, decreased 12 per cent, night traffic fatalities have continued to rise and in the same period increased 37 per cent.

"Twenty years ago, night time casualties were only 30 per cent of the total motor fatalities. Today they have risen to more than 60 per

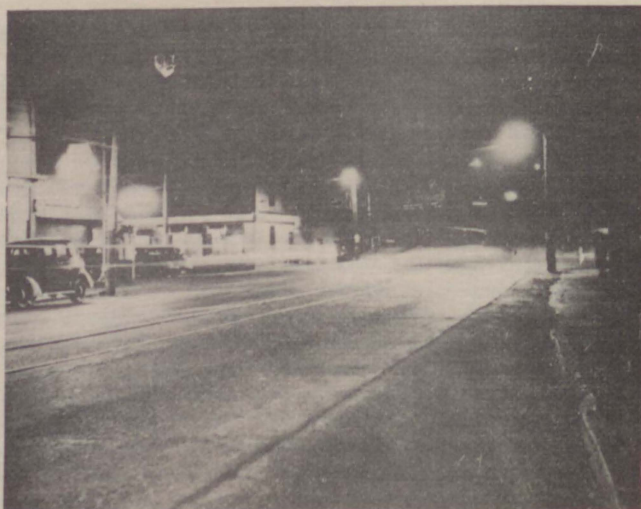
cent. Statistics for 1936 show that the traffic volume during the hours of darkness was only 20 per cent of the total volume, from which it is obvious that during the hours of darkness, 20 per cent of the traffic produced nearly 60 per cent of the fatalities, while during the daylight hours 80 per cent of the traffic produced only 40 per cent of the fatalities. And the majority of the auto accident victims were pedestrians."

"In large communities in Ohio, for example, main thoroughfares have been found to be two to five times more hazardous than residential streets. These thoroughfares were found to be from eight to 15 times more hazardous at night than by day.

"A survey in 47 American cities found traffic arteries ten times more dangerous at night than during the day. Arteries in one large Connecticut city showed a night to day fatality ratio of 31 to 1.

"Seven out of ten pedestrians killed on dangerous city arteries meet their death at night."

"The first place to start building lighting modernization programs should be along main routes where improved visibility will do the most good. These arteries carry the bulk of city traffic and have most of the costly and serious traffic accidents, the majority of which occur after dark."



Penobscot Square, Brewer With New Lights

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and his safe driving. He probably puts more miles on a car than any other man in the company and he has yet to have an accident in which he was in any way to blame. Hats off to Morgan, Joslin, and Thompson.

We extend our sympathies to William Thompson, whose mother died this month at the age of 76 years.

In the death of Mr. William Starr, we have lost a true friend a loyal employee and one of the oldest young salesmen on our force. He died after a very short illness at a local hospital.

Bill, as he was known to us, was ever ready to extend a helping hand, could be depended upon to join in for a good time with those who were much younger than he.

His sales contracts were carefully made out, never requiring any corrections, and his customers never were in doubt as to what he or she were buying.

He had numerous hobbies and was always ready to explain them in minute detail. Topmost in these were photography and astronomy.

His pocket edition of merchandise, descriptions and prices was a work of art, all typed and all ready for easy reference.

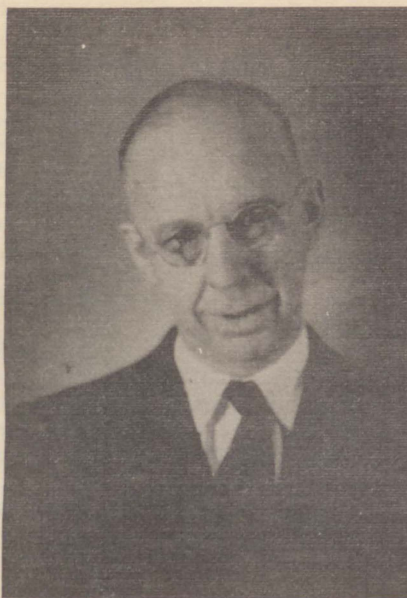
As many of the Main Street employees that could get away attended his funeral. The burial was in Belfast.

The Lamp Campaign is on and this department hopes to be able to keep up with the deliveries. All we ask is that the name and address is plain and we'll do the rest.

You members of the Rifle team, keep your ears pinned back for the first call to arms which I expect will be announced sometime the first of October. We are in hopes that more of you will join up with us so that we can put out a winning team.

Miss Bartlett has been with us for four weeks, in the Cashier's department, relieving Miss Thomas and Grover Jordan. We understand she is very fond of peanuts and candy (or should I say we were convinced?)

Marjorie Stephens is assisting Mr. Tracey in his office on the fourth floor, during the absence of Mr. Nichols who has been given a leave of absence for two months



Eugene M. Dole

to recuperate from a physical ailment. We wish him a speedy recovery and hope to see him back in the old swivel chair in the very near future.

About time to get the screens off and start painting banking boards, and storm windows, preparatory for their annual appearance. Lots of beechnuts -- lots of snow, so say the weather prophets.

Wonder if the fellow who draws the caricatures in the morning paper entitled "Out our way" gets his characters from our own car barn personnel. Ever think of that? I'm not inferring that Mr. Ellis is the Bull of the woods or anything like that! Just comparing the scenery.

When do we get some more first aid information, Mr. Cole? Or should I ask you Mr. Dearborn?

George Baughman is clerking in the store during Roger Woods absence. The latter has departed far back into the wilds for a complete and uninterrupted rest.

Unless P. A. Mann sends me a block of writing paper, this will be the last echo from this department, - so for this time-

That's all.

New Quarter Century Club Member

On September 18th, 1938, Mr. Eugene M. Dole, Treasurer of this Company, completed twenty-five years of service. He has now accepted membership in the Bangor Hydro Quarter Century Club, and today is its newest member.

The editors of your paper are sure that all Quarter Century Club members welcome Mr. Dole to the Club and employees of this Company congratulate him on his twenty-fifth anniversary.

Second Floor News

General Files.

Kenneth Dudley has just returned from his vacation, and that about finishes the vacation news on the second floor.

The week of September 19th was Insurance Inspection week in the Company. Mr. L. L. McIver, General Agent of the National Fire Insurance Company, of Portland, Mr. Walter Deitzel of the Hartford Office, Mr. John Whitcome of Bar Harbor, accompanied by Mr. Preston A. Mann and Mr. Kenneth Dudley, made the inspection this year, covering all the outside territory during the week.

Members of the second floor were all very much shocked at the sudden death of Bill Glass, Sales man for the Brown and White Company, which occurred recently. Mr. Glass was a frequent caller at the offices here, and was always a welcomed visitor. We will all miss his friendly smile and manner, which made him a favorite wherever he went.

Helen Dougherty entertained at her most attractive home in Spring Street, Brewer, Friday night, September 23rd, in honor of Catherine Buker, it being in the form of a surprise party. A delicious supper was served, and Helen proved herself a perfect hostess, as well as a mighty good cook. Those present were: Sarah Noyes, Florence Steeves, Alice Hackett, Glenna Bragdon, and Eona Morton (Eona Prescott), besides the hostess and guest. It surely

was a grand party. Florence Steeves was doubly "happy about the whole thing".

Mr. E. W. Brown has just returned from his vacation spent in New York City, and up to the present time has been able only to give a rough sketch of the visit. It sounds interesting, even at that, and in time he may get around to making a more detailed report. We hope so.

Engineering Department

W. E. Hartery

We are all very sorry to hear that the Advance Bag & Paper Company at Howland closed their mill indefinitely on August 28. According to reports, it seems rather questionable whether this mill will ever start again.

Our West Enfield crew, under the supervision of "Chick" Cosseboom, are making extensive repairs to the transformer platform at the end of the station.

On Friday, September 2nd, Mr. Dow of our Hydraulic Maintenance crew, had a very close call from serious injury and possible death. While melting out a babbitt plug in part of the runner of the East Machias waterwheel, there was a terrific explosion which blew the kerosene torch, which he was holding, thru his hands, the valves and other projections on the torch lacerating his hands badly. The greatest injury was to the end of thumb on his right hand, the bone being badly fractured. At the present time, the doctors are in hopes of saving the end of his thumb. Mr. Dow was given first aid in Machias and immediately brought to the Eastern Maine General Hospital where he was given the best of treatment. We will all be glad to see Mr. Dow back on the job again. Mr. Marsden Clark is assuming Mr. Dow's duties while he is convalescing.

On Tuesday Morning, September 6, work was started on the new fishway on the Howland end of the West Enfield Dam. This work is being done under the supervision of Mr. Morse who has had considerable experience in this type of work. It is expected that this job will take approximately ten to twelve weeks.

Work on the new station at Veazie is progressing very rapidly. The basement floor has been completed and at the present time, the walls are being poured up to Elevation 41, at which level the generator floor will be located. Messrs. Brown, Gamble, and Marsh have been very busy installing the conduits which go in this wall.

On September 8th the first car of waterwheel parts for our new Unit #2 at Ellsworth arrived & was unloaded and delivered to the Ellsworth Station under the supervision of Mr. Brown.

The unit at East Machias is undergoing extensive repairs. Both the curb ring and the blades of the runner were pitted badly, these parts being repaired by our congenial welder, Charlie Brown.

At Ellsworth Station, Mr. Fournier, and Mr. Ray Grant are making good progress on the installation of the new #2 Unit. On September 9th, the draft tube and the pit liner were in the process of being concreted in.

Mr. Harper, who has just returned from his vacation, reports that he is planning on going to the equator next year where he can go in bathing without having the water turn his legs and ankles a dark purple color! Bill states, that as near as he could figure out, the temperature of the water was around 32°.

Electrical Department

W. C. Harper

These last few weeks have been devoted mostly to routine inspections and maintenance jobs that have had to wait their turn.

We have had a few calls on some radio noise, and expect more when Eddie Cantor and Jack Benny get back on the air, and the auto junking season draws to a close.

We think the cause of a few unexplained shutdowns on the Eastport line came out of hiding a few days ago, when a 33,000 volt arrester at Machias blew all to pieces.

A line that caught our eye the other day: Knowing how to do a thing - that's knowledge; being able to do it - that's skill; doing a job the way it should be done - that's service.

Service Building

Stockroom News

F. H. Foster

The stockroom crew are in the midst of their annual lamp campaign rush. The special for this year is a combination table and wall lamp with an appearance that we know will appeal to a great many of our customers.

Greeley has been having a great many trips to the various departments and the other day went over Augusta way to rescue Errol Littlefield of the electric department. Error was on one of his many trips as skipper of the Rogers trailer, and sent out an S.O. S. for a new wheel. While waiting he must have got in a playful mood, as Greeley had to look all over the country for him and at last found him hiding on a cross road.

Wyatt Spencer has been confined to his home the last few days but we are looking forward to his quick recovery. Orrin Berry is busy every spare minute he can find getting his dogs in condition for the coming hunting season. Ross Bullard has moved his family in from his camp at Pushaw Lake but continues to spend most of his weekends out there. Yours truly was greatly disappointed in missing the annual outing but is looking forward to being able to make it next year.

Our new fellow employee "Reddy Kilowatt" has paid us a visit and he surely made a good impression with the boys. Best of luck "Reddy" and here's hoping that you will like us and be with us for a long time.

"S.B.S. Signing Off"

First Aid Department

E. W. Cole

I had a confidential talk with "Reddy Kilowatt" when he came down to make the price corrections on #2 lamp offer and he says the reason some folks have boils on their necks is because they don't keep their necks clean.

Sounds rather odd doesn't it? But you see our bodies eliminate

Harrington Children

A FINE FAMILY THE PROUD FATHER OF
WHICH IS BANGOR HYDRO SERVICE MAN
JOSEPH S. SPROUL OF HARRINGTON

L TO R, RUTH , age 14

RICHARD, age 5 months

REBECCA, age 12

JEAN, age 9

ROBERTA, age 10

AUDREY, age 11

JOSEPH, age 5



INTERRUPTED IN A CONVERSATION
WITH REDDY KILOWATT ARE THE CHIL-
DREN, JEAN, ROBERTA AND JOSEPH
SPROUL.



FINE YOUNGSTERS, LOWELL JR.
AGE 8 AND RICHARD AGE 7, IN WHOM
LOWELL W. VOSE, OUR METER READER,
AT HARRINGTON, MIGHT WELL TAKE
GREAT PRIDE.





INSURANCE GROUP AT NORTHEAST HARBOR

P. A. Mann, L. L. MacIver, Walter Deitzel, Gerard Austin, And John Whitcomb

largely through the skin and as its saline by nature a deposit of salt is left from evaporation.

Now if we use soap to cleanse with a coating is found due to the chemical reaction leaving the refuse and lathy substance sealed in the follicles of hair where in due time it decomposes and re-absorbes and a boil forms, the pus from which being highly infectious is carried from one point to another by the fingers with the result that often we have several at one time.

The remedy lies in cleansing the skin tissue with a wash cloth and clear water first dissolving the salt and cleansing the pores after which soap and water may be safely used. For this reason the use of showers instead of tubs is strongly recommended.

Reddy also is a firm believer in FIRST AID. He says it is much better to put a drop of iodine or obtundia on a wound FIRST than to have to wear a wet dressing for weeks or months AFTER. Obtundia is one of the finest wet dressing and relieves the pain at once as well.

Meter Department

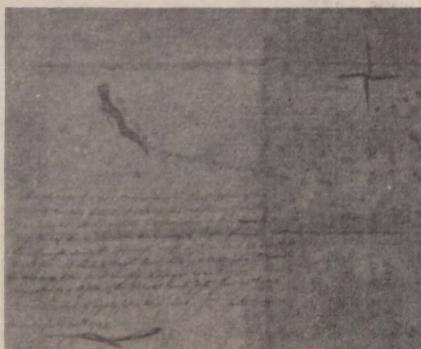
E. W. Cole

Our latest extension to Glenburn is being connected at this date.

Elsie Davies has returned from her vacation and reports construction of her new camp at Thurston Pond nearly complete.

When the time approached for metering the Blue Hill Fair, it was found that a swarm of bees had taken up their abode in the meter box, so the box, bees and all went to a new home. We had to provide a new type of metering and then because of a sudden increase in load had to hustle down the second day of the Fair and

make changes in metering to take care of same, which closely approaches that of Bangor Fair. Well, no more Fairs or Carnivals but soon will be Xmas loads and that is getting to be some problem now. The power load for the Deer Isle Bridge will come on shortly now, but we are ready for it.



Original Deed To The First Grant Of Land In The Town Of Harrington

This interesting and historical document now hangs in the Harrington home of Miss Charlotte Dorman, great grand daughter of Jabez Dorman who came from Kennebunk, Maine as one of the early settlers of Harrington (then known as Township No. 5) in the year 1757. Miss Dorman's father, Ephriam Dorman was born in Harrington, in the year 1818.

The document is dimmed and brown with age and in some few spots illegible but nevertheless permits the following reading of its carefully written script.

"This plan as it is here delineated, is a representation of two hundred acre lots of land number 32 and 32 and two shares of marsh of the same number all lie in the township No. 5 eastward of Union River in the County of Washington. Two shares of marsh being uppermost in Cole's Crick (so called) in P No. 5. P land and Marsh being laid out to Jabez Dorman who is a settler in P Township and assignee to an original proprietor agreeable to a resolve of the general Court June 21st, 1793.

Plotted by a scale of 80 poles to an inch for Lathrop Lewis Gorham, July 30th, 1794.

Wedding Gift Acknowledged

Mrs. Vera Plummer, former Cashier at the Harrington Office, whose wedding was announced in a recent issue of the News, acknowledged by a very nice letter, the wedding gift presented to her by the Company.

It has been the custom of the Company for several years, when office employees marry, to present them with a wedding gift.

Death of Paul Geisler

On September 10th, the following telegram was received by Mr. Edward M. Graham, President of this Company - "Paul Geisler passed away this morning and because of his intimate and friendly relationship with your organization, I am sure you would wish to be informed about it. The funeral is to be Monday morning at ten o'clock at 51 Whitney Road Newtonville, Massachusetts.

Signed, W. V. Burnell, Stone & Webster Engineering Corporation.

It is with regret that we learn

of Mr. Geisler's death. He was well known by the officials and general office employees of the Bangor Hydro-Electric Company.

Mr. Geisler was in charge of Stone and Webster Company's engineers when an appraisal was made of the Company's property during the years 1935-36.

Our sympathies are extended to his relatives and many friends.

Rifle Shots Please Note

Let's meet at the Y, Wednesday night, October 5th at 7 o'clock for a warming up period and a short meeting.

We are cordially inviting all members of the Company who are interested in the small bore rifle shooting to come and join the fun with us.

Harry Allen

Glenna Bragdon

In Hospital

On September 28th, Miss Glenna Bragdon of the Purchasing Department, entered the Eastern Maine General Hospital in Bangor for an operation, having had attacks of appendicitis for the past few weeks. We all wish her a speedy recovery.

Charles Mansur

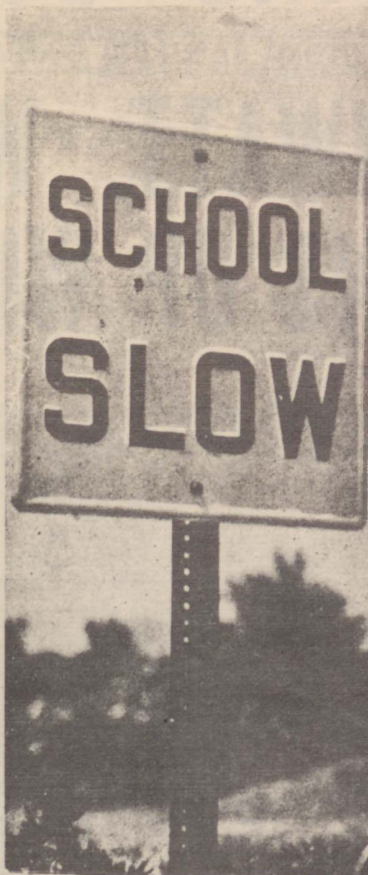
Competes With

Jack's Beanstalk

The picture above is of a giant sunflower raised by Mr. Charles E. Mansur at his home on Spring Street. He doesn't claim to be a horticulturist but he does defy any one to raise one that will dwarf his, that towers fourteen feet above the ground. The flower measures fourteen inches across. Charlie wants it thoroughly understood that this sunflower grew naturally and was not nursed on milk, codliver oil or any other form of nutrition.

Some of you "guys and gals" may have some big sunflowers but you've got to show us.

HYDRO NEWS



Are their lives worth saving?

Buddies for safety



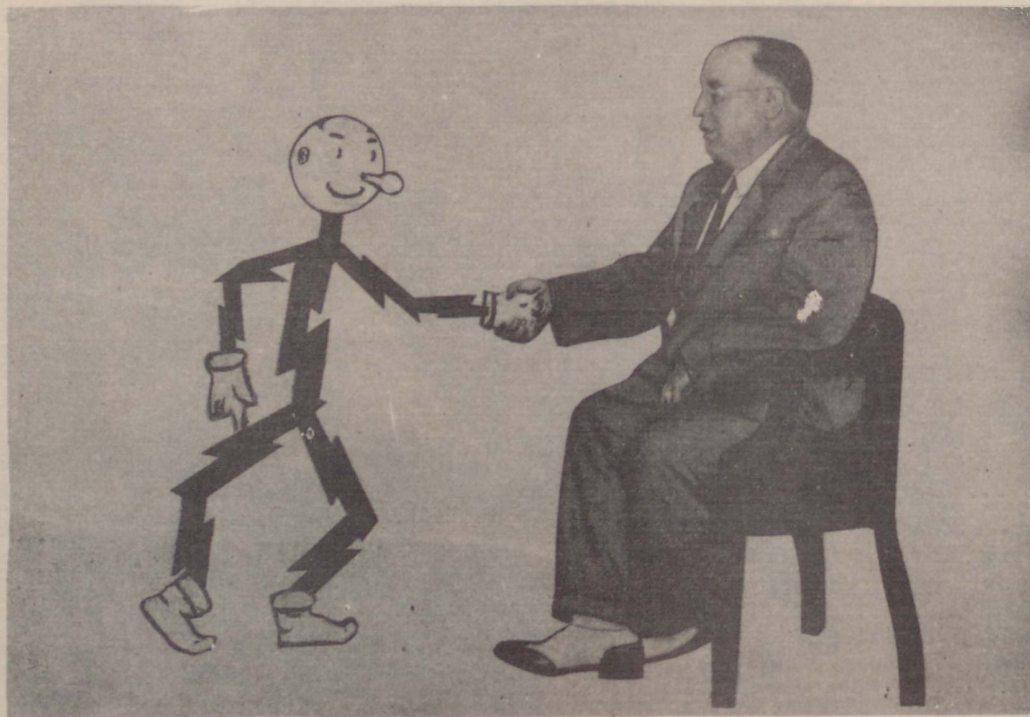
TO ALL
EMPLOYEES

SPECIAL BULLETIN

EXTRA

THE BANGOR HYDRO ELECTRIC COMPANY SEPTEMBER 1938

REDDY KILOWATT, WORLD FAMOUS FIGURE, SIGNS UP WITH HYDRO



Bright Young Man Starts to Work

A versatile, industrious young man, full of pep, ingenuity, and helpful ideas, has just been made a member of the Bangor-Hydro Electric Company organization. His name is Reddy Kilowatt. He is an active, real little character who has come to help us promote our business.

And who is Reddy Kilowatt? Well, he's a most attractive little character, a congenial and clever fellow, and so useful are his services in telling the story of electricity that Reddy Kilowatt is now being used by more than 100 utility companies in Cuba, Hawaii, South America, and the United States.

Reddy Kilowatt, whose figure and whose characteristics will become as well known to you as a member of your own family, will play a conspicuous part in all forms of company publicity. He will be talking to our customers in our newspaper ads, he'll be in our windows, and on our counters, and in due time, he'll pop up on our bills, letterheads, customer forms, automobiles, and countless other places. His name will in time become a by-word in every community, and he'll be recognized wherever he is seen.

PROVIDES HUMAN TOUCH

For years it's been felt that the technical word "Kilowatt" is without common appeal or meaning to the average customers. Reddy Kilowatt translates kilowatts into terms of service. He helps everyone have a better understanding of the service we render and what it does for them. Reddy Kilowatt will personalize the Kilowatt Hour and create new friendliness between the customer and company.

BANGOR HYD.
33 STATE ST.
EXECUTIVE OFFICES

BANGOR, MAINE

EDWARD M. GRAHAM
PRESIDENT

To all our employees:

You and I are engaged in the electric utility business. The conventional measure of service in this business is the Kilowatt Hour, but you and I know that the real measure is the long list of things that the Kilowatt Hour does for our customers.

There lies the rub. To most people the Kilowatt Hour means nothing for it can not be seen or heard or felt. They say vaguely, "the Kilowatt Hour has something to do with electricity."

To give the Kilowatt Hour form, live action, speech, logic and sight, we are adopting a symbol for this tireless, loyal servant. We are personalizing the Kilowatt hour, giving it the name of REDDY KILOWATT.

We hope Reddy Kilowatt's name and form will become widely known among us and our customers as the emblem of all that electric service is and does.

Let us all extend Reddy Kilowatt a warm welcome and help him in every way to earn his pay.

Edward M. Graham

1938 Lamp Campaign Standing

As of Sept. 24

DIVISION	Total Wall Lamps	Quota	% Quota	Total Mazda Lamps	DIVISION LEADERS
Millinocket	88	300	29.3	1134	Henry Jones
Harrington	31	150	20.7	448	Theolyn Stanley
Warehouse - Meter					
Elect. and Veazie	23	200	11.5	1155	J. M. Gamble-Frank Usher
Main Office	42	400	10.5	1778	Clair Millett
31 Main Street	65	650	10.	2275	George White
Eastport	14	150	9.2	700	E. M. Scott
Old Town - Orono	30	375	8.	676	Warren Grindle
Ellsworth	27	350	7.7	665	Colby Foss
Bar Harbor	25	375	6.6	1206	Leonard Hazelton
Machias	7	150	4.6	140	John Parker
Lincoln	10	250	4.	203	Harvey Hanscom
Railway	6	200	3.	147	Vinal Tibbetts - Ed. Burns
Totals	368	3550	10.4	10527	

This first report of the progress made during the first six days of our 1938 Employee Lamp Campaign shows that we have sold 368 Wall Lamps or 10.4% of quota and a total of 10,529 Mazda Lamps. Millinocket starts off in first place with 29.3% of quota while Harrington is second with 20.7% of quota. Henry Jones of Millinocket has the highest individual standing with a total of 37 No. 1 Offers. This means that Mr. Jones has earned $37 \times \$0.75$ or \$27.75 during the first six days of the Campaign, selling the \$2.95 offers only -- keep up the good work Henry.

At the end of each week we will have a more complete report showing just what each employee has accomplished during the Campaign. So make sure that you have something listed opposite your name on our first complete report. **WE WANT 100% EMPLOYEE PARTICIPATION.**

Remember:

1. Show your sample Lamps.
2. Ask your friends and neighbors to buy.
3. If you are unable to sell the Wall Lamps to any particular customer, sell him Mazda Lamps.
4. Sell **ONLY** customers on our lines and **IN YOUR DIVISION.**
5. Fill in your order blanks carefully and thus eliminate errors and delays.

E. J. Young
Commercial Manager

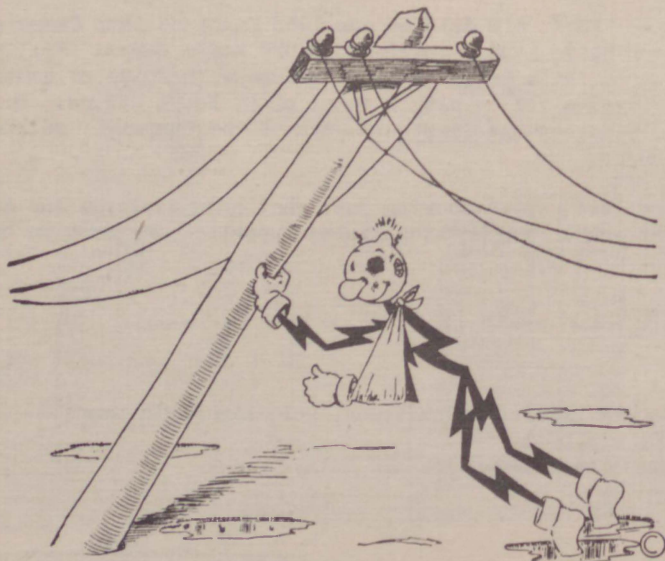
Dave Rice and the Partridge



Shown on this page are the pictures of David Rice, one of our oldest car operators in years of service, holding a partridge. This partridge meets the cars at the switch in Westland Park and has become very tame, as the picture shows. All car operators are very fond of the bird and to the writers knowledge a Maine partridge has never been known to make friends with man. This bird is as tame as a pet hen, and we hope that some hunter does not shoot it during the present hunting season.

Of course our customers were greatly inconvenienced from early evening until early morning but in the calls that came over our wires there was a very sympathetic understanding of the situation, a spirit of courtesy and patience. Mainly a question as to "when do you believe lights will be back on again?", or, "don't you think I might just as well go to bed and wait for morning?" or again, "do you think that I'll be able to get the 11 PM news broadcast?", or of more serious import, "how am I going to warm my baby's eleven o'clock bottle?" To the latter, our switchboard operator offered immediately to drive to the customer's house, get the milk, have it warmed and returned for the baby, but this kind offer of service was not taken advantage of. Our customers were all pretty fine during the entire experience.

"HARDLY A WINK OF SLEEP"



SINCE BATTLING THAT HURRICANE

and the more I read about it and listen to the radio, the more I realize how fortunate we people in Maine really are.

I don't need to say anything about what a blow we had, but I do want to say that a lot of the men who so unselfishly left their warm beds and worked all night were still on the job all next day, still working like beavers.

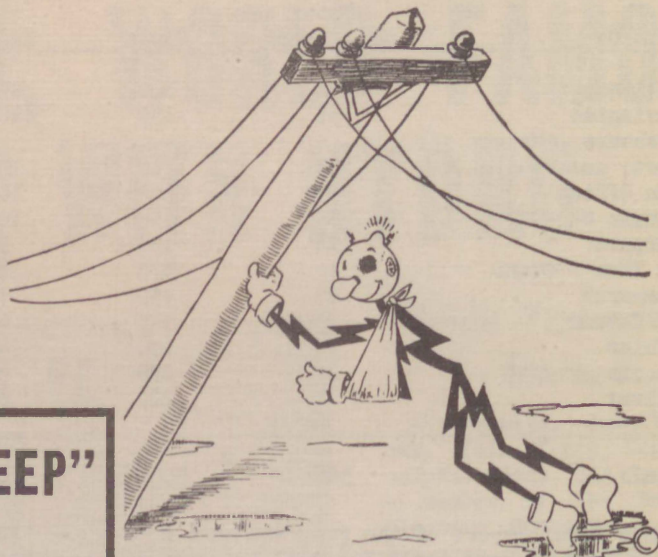
Over one hundred of the men of my company struggled with broken poles and wires, branches and trees across the lines in a tough battle against the elements. They were out to restore uninterrupted electric service as fast as humanly possible.

REDDY KILOWATT,
Your electrical servant.

—The—

BANGOR HYDRO-ELECTRIC CO.

"I HAD A BAD NIGHT!"



HURRICANE KNOCKED ME DOWN
'ERY ROUND BUT I NEVER
TOOK THE COUNT

The BANGOR HYDRO ELECTRIC CO.

Not for many years have the customers of New England Public Utilities suffered from lack of electrical service as on the night of September 21st, 1938, and the several succeeding days and nights. Maine, to be sure, was the least seriously afflicted. We employees of the Bangor Hydro-Electric Company know only too well the heroic efforts that over a hundred of our men put forth the night of the hurricane and the following day. We should hardly expect public approbation of our struggle with the elements, because that's all part of our job, but nevertheless Reddy Kilowatt could not refrain from admitting in the Bangor Daily News and the Bangor Commercial that he had a bad night and not much sleep.

Veterans Service List

We list below the names of those employees of more than five years of service, whose employment anniversaries come during the month of September, 1938:

		Years of Service
Mayhew, Frank O.	Operator, Milford Station	Sept. 1, 1906 - 32
Kincaid, Wm. F.	Car Operator, Bangor	" 14, 1907 - 31
Fletcher, Howard C.	Supt. Ellsworth Station	" 9, 1909 - 29
Dole, Eugene M.	Treasurer, Bangor	" 18, 1913 - 25
Blake, Albert E.	Painter, Car House, Bangor	" 9, 1916 - 22
Brown, Lottie S.	Clerk, General Office, Bangor	" 27, 1916 - 22
Cushing, Clarence L.	Lineman, Eastport	" 1, 1917 - 21
Greene, Raymond W.	Painter, Car House, Bangor	" 1, 1920 - 18
Murray, David J.	Car Operator, Bangor	" 30, 1920 - 18
Moore, Sydney R.	Trackman, Bangor	" 11, 1922 - 16
Nason, Charles A.	Meter Tester, Bangor	" 26, 1922 - 16
Stetson, Gladys M.	Secretary to President, Bangor	" 10, 1923 - 15
Sawyer, Alfred C.	Collector, Bangor	" 14, 1923 - 15
Blake, Warren H.	Clerk General Office, Bangor	" 17, 1923 - 15
Herbert, Philip	Lineman, Old Town	" 23, 1923 - 15
Cushing, Lawrence B.	Operator, Eastport	" 1, 1925 - 13
Varney, Marianne B.	Cashier, Eastport	" 1, 1925 - 13
Nelson, Elwood S.	Electrician, Bangor	" 14, 1925 - 13
Arnold, Raymond H.	Electrician, Bangor	" 20, 1926 - 12
McLeod, John T.	Car Operator, Bangor	" 25, 1926 - 12
Landry, Norman S.	Meter Reader, Bangor	" 13, 1927 - 11
Spencer, Wyatt A.	Stock Clerk, Service Building, Bangor	" 20, 1927 - 11
Brown, Ernest W.	Operating Engineer, Bangor	" 4, 1928 - 10
Heman, Edward	Car Operator, Bangor	" 16, 1928 - 10
Lawrence, Geo. T. Sr.	Operator, Medway Station	" 15, 1929 - 9
Peterson, John W.	Pitman, Car House, Bangor	" 30, 1929 - 9
Roberts, Wm. L.	Car Operator, Bangor	" 1, 1933 - 5
Jameson, Vernon L.	Jaintor, Bangor	" 16, 1933 - 5
Godsoe, Aaron B.	Car Operator, Bangor	" 20, 1933 - 5

Electricity has always been difficult, if not impossible, to define; calculations and experiments connected with it have been baffling to the public. In the average customer's mind, electricity too often brings up vague visions of huge distant plants, of something to be feared or shunned, of something that seems intricate, cold, and impersonal. Reddy Kilowatt takes all the mystery and complications out of electricity. He's just a friendly, human, likeable little character who personalizes our service, and who has the knack of winning his way into the hearts and lives of thousands of electric customers.

You won't have to call him "Mister" Reddy Kilowatt, he's just plain "Reddy" to everybody. Here's Reddy's creed:

1. To replace the technical-story of electricity to adults with a simple one revolving around the Servant Idea.

2. To open a completely new field of approach to the all-important younger generation.

3. To reach the "Low-Use-Customers" with a genuine human-interest translation in their language.

4. To convert complicated Rate Schedules into simple "Cents per Hour".

5. To convert mysterious "kwh hours: into "Servant Hours", and the amount of the Bill into simple Wages.

6. To give the Utility a character that can attractively boast and brag of the Company and its personnel and service.

7. To afford a Common Denominator around which all departments and employees can rally spontaneously and enthusiastically.

8. To take a mysterious, invisible product and Dramatize it with Showmanship and Salesmanship.

Reddy is now one of Bangor Hydro's regular employees. He works for wages, just the same as you or I. He serves everyone in any manner desired. For example, --the housewife has finished her laundry. She can thank Reddy Kilowatt who has aided her every

minute of the time.

Was it not Reddy who put light on her work? Did he not rotate the motor of the washing machine? Did he not turn the roll of the ironer? Yes - Reddy has a hard day every "wash day" helping thousands of housewives do their washing. But Reddy doesn't mind in fact he likes it. He is available every minute of the day--he is a tireless worker--always "Johnny on the spot". All you have to do is flick a switch and Reddy Kilowatt, your willing servant, gets busy.

Mathematically, Reddy figures in everyone's problems. He adds to your leisure. He subtracts from your work. He multiplies your pleasures. And he divides your labor into a small fraction of what it would actually be.

Help give him a good send-off. Get well acquainted with him so that you can put in a good word for him whenever possible. Make use of him, too. He'll help you sell merchandise and he'll give you real assistance in serving the public!

