G. Robert Ruff

November 5, 1918 ~ August 5, 2015

G. Robert Ruff passed away Aug. 5, 2015, at home in Salt Lake City, Utah. He was born Nov. 5, 1918, the oldest son of George Alma and Mary Jensen Ruff.

Bob graduated with honors from Provo High School. He enrolled in BYU in 1937, and landed a job designing publications for BYU Press. He did art work for the 1939 yearbook, and became Editor for the 1940 and 1941 editions of the Banyan yearbook before graduating. He was a skillful designer, artist, writer and photographer. He was under consideration for a Rhodes scholarship when WWII erupted.

While awaiting his draft call, Bob took a summer job at Stevens and Wallis Co. He got called up Christmas Eve 1942. Upon arrival at Ft. Douglas, he took a battery of tests and decided to try for an Air Force officer. He was assigned to SE Training Command at Maxwell Field, Montgomery, AL. Bob finally got permission to marry in late summer 1943. Betty had worked on the yearbook staff with him at BYU. A few months later they were sealed in the Salt Lake Temple.

He served three years in the U.S. Army Air Corps as a pilot and pilot instructor. While flying with the 15th Air Corps in Italy, he earned two air medals during 51 combat missions. After the war he had earned enough points to be offered several posts as inducements to stay in the Air Force, but he felt he had tempted fate too long and decided to get out while he could. He joined David W. Evans, a new advertising agency.

Bob had a 39-year career at Evans Companies from 1946-1984, eventually serving as Corporate President of the nine offices and holding company. He worked in Seattle, Portland and San Francisco most often, in addition to Salt Lake. He served as the Public Relations Society of America (PRSA) District chairman, and was elected as a prestigious PRSA Fellow. He also was awarded a Silver Medal from the Utah Advertising Federation. He knew how to manage people and relationships well. In his little spare time he also taught at the U of U and BYU, and lectured at USU and Westminster College.

He served much in the community, working on boards and committees for the Great Salt Lake Council of the Boy Scouts of America, Ballet West, Salt Lake Kiwanis and Chamber of Commerce. Bob kept busy after semi-retirement doing public relations consulting and serving on the Ensign Stake High Council. He believed in spending quality one-on-one time with his children and grandchildren, often writing them letters or notes of encouragement. We will miss his "FYI" memos.

He served the LDS Church in many callings, including two Sunday School General Boards over 13 years. He served a Temple Square Mission for five years. In 1992, he was called as President of the 400-plus Mormon Youth Chorus and Symphony, where he served until 1999. The climax was a tour that included Southern Utah at Tuacahn, San Diego and Camp Pendleton, all financed by the group\s recording contracts. He also served on the

Temple Square Visitor\s Committee, and consulted on the Relief Society magazine and was editor of the Improvement Era magazine, predecessor to the Ensign.

He had many hobbies including "word-smithing", painting, drawing, tennis, wood-working, gardening and fly fishing. He was a man of great generosity to his family and friends. His favorite to-do was anything with family. He took his children along with him on business trips and Church assignments whenever possible, which gave them a great love of travel and adventure and his "historical" or "hysterical" highlights of famous places. He traveled through much of the world but his favorite getaways were local fishing holes at Flaming Gorge, Fish Lake and Jackson Lake.

He is survived by his wife of 71 years, and his children--Lynn (Joy), Roger (Chris), Robin (Bob) and Susan (Dave), and 16 grandchildren and 23 great grandchildren. His oldest son, Robert, daughter-in-law Rosie, and brother Jean preceded him in death. The family wishes to thank Nathan Merrill and caregivers from Aspire and Home Instead; and also Dr. Robert S. Palmer for their kindness in helping make Dad\s last days comfortable.

Funeral services will be held at the Salt Lake Emigration 6th Ward, 589 East 18th Avenue, on Saturday, August 15, at Noon. Friends and family may call at Larkin Mortuary on 260 East So. Temple, Salt Lake City, from 6:30 - 8:30 on Friday, August 14th, or at the Emigration 6th Ward from 10:30 - 11:30 before the service. Burial will be at Larkin Sunset Lawn Cemetery, 2350 East 1300 South, Salt Lake City.

Please leave condolences for the family at www.larkinmortuary.com.