



VOL. 1

MAY, 1937

NUMBER 5

# Multitude of Services Covered in Monthly Gas and Electric Bill

If a customer's monthly service bill, instead of merely giving the number of kilowatt hours of electricity and cubic feet of gas used, could recite all the things which these wonder-workers of modern civilization accomplish, it would read something like this, depending on the number of appliances used:

- 30 days of refrigeration, protecting family health.
- 30 days supply of clean, dependable cooking fuel.
- 30 days of automatic hot water service.
- 30 nights of lighting.
- 30 days of radio entertainment.

So many hours of vacuum-cleaning, ironing, clothes-washing, coffee-percolating, bread-toasting, dish-washing, food-mixing, and various other household services.

If all these things could be listed in the bill, the truth of the statement that nothing of equal value and equal convenience can be purchased as cheaply as gas and electric service, would be emphasized with added effectiveness.

Unfortunately, it is not practicable to list for each customer on his bill the various services which the G. & E. Twins (Gas and Electricity) perform so efficiently and economically, because that would require special meters for every appliance, and add to the cost of service. However, each customer knows the appliances that are used in his

home and can get a general idea of the amount of labor that is saved and the comfort and convenience provided.

The next time you receive your bill, therefore, we suggest that you look behind the figures representing kilowatt hours and cubic feet and visualize, instead, the countless steps saved, the drudgery eliminated, and the multitude of services performed by your automatic servants, working tirelessly day and night, at very small wages. If you do this I am sure that you will readily agree that you get more for every dollar spent for gas and electric service than you do from any other family expenditure.

## Free Weekly Cooking Demonstrations

The R.G. & E. Home Service Department will give free weekly cooking demonstrations in its new and enlarged quarters in the basement at 89 East Avenue beginning Wednesday, May 12th. The public is cordially invited and no tickets of admission are required. The meetings will be held every Wednesday afternoon, beginning at 2:00 o'clock, until further notice.

# Now is the Time to Plan For

It may seem strange to be talking about househeating with summer almost here, but now is the time to plan for next winter's comfort. You can have a gas burner installed in your present furnace or obtain an entire new heating unit, either on convenient terms. Elimination of the coal bin and ash barrels will make it possible during the summer months to transform your present basement into an attractive recreation room.

Get in touch with our Home Heating Department by calling Main 3960 and learn how easily and reasonably your home can be equipped for gas heat and how economically it operates.

Two thousand Rochester families already appreciate the combination of the finest and cleanest fuel, and the expert free service that keeps the simple, efficient gas burning equipment in order. With due apologies to Packard we say: "Ask the woman (or the man) who has a gas heated home!"

Read the following statements taken from actual letters sent by enthusiastic users:

**H. E. Norman**  
604 Genesee Street

I have used gas heating for nearly two seasons in my home, which is a large eight room house, and find it satisfactory in every way. The cost for last season was less than the estimate you furnished me and so far this season also is less than your estimate for last season. I also find gas heating ideal because there is less dirt, the temperature is always what one wants it and one can go away and leave it and come home and find it just as it was left. Another feature I like is your inspection service. Your men inspect the installation periodically and if anything needs attention they adjust it. I also like the idea of your twenty-four hour service. If it is needed, all one has to do is call the Service Department and in a short time a man is at your home.

**Mrs. William H. Cooper**  
160 Harding Road

Gas heat means more to us than any other electrical or gas convenience in our home.

**W. B. Dickerson**  
28 Florence Avenue

We had a Heatmaster Janitrol installed in our home after becoming dissatisfied with the uneven temperatures we had prior to that time; also the dirt and nuisance of regulating the furnace. We find that the heat is satisfactory and it does away with a lot of unnecessary running up and down stairs. While our gas bills have cost some more than coal bills of the past the slight difference is overcome by the convenience and satisfaction gained.



Good-Bye To This!

**Paul M. Koetter**  
Koetter & Sayre—Gasoline Service Stations

It is a pleasure to tell you about our experience with gas heat. We installed your gas heating system in two of our service stations, one on Clinton Avenue North and the other on Joseph Avenue. Our experience has been so satisfactory that we plan to use gas heat in another station which will soon be under construction. We found that the amount of gas consumed in order to keep our buildings at a comfortable temperature was considerably less than we had expected.

**Fanny S. Pearson**  
29 Elmtree Road

I like my gas burner very much. It keeps my home very comfortable without any work. It is always nice and clean. I like the wonderful service. I wouldn't give up my gas burner for anything.

**Mr. and Mrs. Lewis Michelson**  
106 Navarre Road

A little over a year ago we changed to gas heating in our home. We are so well satisfied with it that we thought you might like to know of it.

Possibly we are enjoying the even temperature of the home most of all. It is indeed a pleasure to have such an even temperature within, that one is barely aware of changes of temperature without.

# Next Winter's Comfort

William J. Babcock  
865 Harvard St.

May I take this opportunity of expressing to you, without solicitation on your part, not only my appreciation but that of every member of our family for the added comfort we are enjoying. I happen to be in a business which serves the public, and I, therefore, appreciate what service means. Your service to us on the minor adjustments which we have had from time to time has opened my eyes as to what can be done on service work.

Karl T. Soule  
198 Culver Road

Our home is not a modern model, but we have gas heating, and we are delighted with it. Three years ago we installed the Heatmaster in our old coal-burning furnace. The convenience and comfort are a revelation. For those who contemplate building a home, I'd say build that home around a gas furnace.



Change Coal Cellar to Playroom

Herbert A. Johnston  
Kleen Bakeries

At the present time I am using three different types of heating in three places which I own and of the three, I most certainly prefer gas. From both an economical and convenient point of view, I would say gas is an outstanding heating proposition.

The Women's National Radio Committee has designated the following as the best programs on the air—DRAMATIC—Lux Radio Theatre; MUSICAL—Ford Sunday Evening Hour; VARIETY—Rudy Vallee; NEWS—Boake Carter. If your radio is an old model you need a new one to get the full value of these and other fine programs.

Why do some husbands demand the best and most up-to-date equipment in their own work but neglect to provide their wives with modern gas and electric appliances?

Many a housewife bemoans cooking failures, and blames her own lack of ability, when all she needs is a new, modern automatic gas range.

## R. G. & E. Rate Reductions Since 1931 Saving Consumers \$1,623,000 Yearly

### Record of Reductions by Years

Year	Gas	Electric	Total	Total Cumulative
1931	\$ 7,600	\$ 442,180	\$ 449,780	\$ 449,780
1932	41,950	186,020	227,970	677,750
1933	176,500	212,000	388,500	1,066,250
1934	19,860	17,185	37,045	1,103,295
1935	180	345,270	345,450	1,448,745
1936	.....	16,280	16,280	1,465,025
1937	58,600	99,400	158,000	1,623,025
to May 1				
Totals	\$304,690	\$1,318,335	\$1,623,025	

(As a result of these reductions R. G. & E. customers will pay \$1,623,025 less this year than they would have paid prior to 1931 for the same service.)

# Ham Loaf a Spring Tonic For Tired Tastes

Oven Temperature 350° F.

Time: 1¼ hours.



## Upside Down Ham Loaf

New Potatoes

Creamed Asparagus

Cucumber Salad

Baked Rhubarb

Oatmeal Marguerites

(Potatoes and Rhubarb covered; Meat not covered)



**UPSIDE DOWN HAM LOAF**—Temperature 350° F. Time 1¼ hours.

¼ c brown sugar	2 eggs
2 T melted butter	5 slices bread
Thin slices of orange	½ t clove
1 lb. chopped ham	⅓ t pepper
½ lb. ground pork or beef	

Spread the butter and sugar in the bottom of a square or oblong baking dish. Arrange orange slices over the sugar. Mix the ham, pork, well-beaten eggs, the crumbed bread, clove and pepper. Press ham mixture evenly over the fruit. It should not be more than 1½ inches thick. Bake in a preheated oven. Pour off surplus fat and turn out onto a platter. Garnish with cress.

**BAKED RHUBARB**—Temperature: 350° F. Time: 1¼ hours.

Wash and dice rhubarb. Arrange a layer in a buttered baking dish, sprinkle with a layer of sugar and cover with more rhubarb. Continue doing this until dish is filled. Cover and bake in a preheated gas or electric oven.

**OATMEAL MARGUERITES**—Temperature: 350° F. Time 20-25 minutes.

2 eggs	½ c oatmeal
¾ c brown sugar	½ t almond extract
¾ c all-purpose flour	¼ t vanilla
1/3 t salt	2 T melted butter
½ c chopped nutmeats	

Beat eggs until light, add sugar gradually. Mix and sift the flour and salt, add the nutmeats and oatmeal. Add to egg mixture, then add flavoring and butter. Spread ¼ inch thick in a buttered shallow pan and bake in a preheated oven. Cut in squares and dust with confectioners' sugar.

The month of May marks the beginning of the canning season with rhubarb, berries and pineapples as popular spring fruits. The R. G. & E. Home Service Department will be glad to aid housewives who may wish advice or suggestions regarding their particular canning problems.

Changes in broadcasting schedules, due to Daylight Saving Time in New York, will bring the MYSTERY CHEF'S fascinating broadcasts on the art of cookery to you every Tuesday and Friday morning at 11 o'clock, until further notice. Tune in STATION WHAM for these helpful chats by the world's foremost cooking authority.

For further information call Miss Helen Smith or Miss Irene Muntz of the R. G. & E. Home Service Department, Main 3960