



I'M ELECTRICITY



R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

NUMBER I

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VOLUME II

The G.& E. Twins New Year's Greeting



*This greeting comes from G and E,
We're GAS and ELECTRICITY,
We're on the job this bright New Year
To make your worries disappear;
We'll help you do the hardest work
And never strike or even shirk;
We'll wash your clothes and iron too,
We'll broil and bake and roast and
stew;*



*We'll heat your home and run your
clocks,
We'll freeze the ice in your ice box;
We'll clean the dishes, which you
dread,
We'll light your lamps and toast your
bread;*



*We'll keep the water always hot,
We'll sweep your rugs of every spot;
As automatic servants, we
From household drudging set you
free;*

*And do our tasks for fee so small
Our service can be hired by all;
So this resolve, put on your slate—
To work us more in '38.*



Helping Housewives Save Money by Cutting Food Budgets

Thrifty housewives who are faced with the problem of preparing appetizing and nutritious meals at low cost will find the following menus and recipes, created and tested by the R. G. & E. Home Service Department, helpful in their battle against the rising cost of foodstuffs:

MENU NO. 1

German Meat Dumpling Soup
Whole Wheat Rolls
Baked Apple
Green Salad
Cookies

MENU NO. 2

Seven-Layer Dinner
Pear Salad
Chocolate Cake
Coffee

RECIPES

SPICED BEEF STEW

2 slices bacon or
4 T. bacon drippings
2 lbs. lean beef
2 qts. hot water
 $\frac{1}{2}$ t. salt
2 T. whole mixed spices
8 onions
4 carrots
8 small potatoes

Cook bacon until crisp, or melt drippings. Add meat to the fat and cook until brown. Add water, salt, and spices tied in a bag. Cook 15 minutes and remove spices. Cook 1 hour, then add vegetables and continue cooking until vegetables are tender. Remove meat and vegetables to a platter and thicken gravy with a little flour moistened with cold water. Pour over the meat.

SEVEN LAYER DINNER—Temp: 350° F.
Time: 2 hours

Butter a large casserole dish and arrange a 1 inch layer of potatoes in bottom. Cover the potatoes with a layer of sliced onions and the onions with a layer of sliced carrots. Wash $\frac{1}{4}$ c. rice and sprinkle over the carrots and sprinkle generously with salt and pepper. Pour 1 No. 2 can of peas over the rice and cover with $1\frac{1}{2}$ lbs. sausage meat. Pour over this 1 can condensed Tomato Soup and bake covered in a preheated oven.

GERMAN MEAT DUMPLING SOUP

1 soup bone
1 c. chopped celery
1 c. chopped carrot
 $\frac{1}{4}$ c. chopped onion.
1 c. tomatoes
1 T. uncooked rice
 $\frac{1}{2}$ t. salt
4 qts. water

Put all of the ingredients into a large kettle, bring to the boiling point and simmer $2\frac{1}{2}$ hours. Remove soup bone. Add Meat Dumplings to soup, cover, and cook 1 hour.

MEAT DUMPLINGS

$\frac{1}{2}$ lb. ground beef
 $\frac{1}{2}$ lb. ground pork or liver
1 egg
1 c. fine bread crumbs
 $\frac{1}{4}$ t. sage
1 t. salt
 $\frac{1}{4}$ t. pepper

Mix all of the ingredients in the order given. Form into balls the size of an egg and cook in boiling soup for 1 hour.

The R. G. & E. is the largest consumer of coal in this territory. It uses nearly 700,000 tons per year in the manufacture of gas and the generation of electricity.

HOME SERVICE COOKING DEMONSTRATIONS

Free to Public

Basement R. G. & E. Building

Monday Evenings—7:30 o'clock

Wednesday Afternoons—2:00 o'clock

Wed. Jan. 12	}	"Kitchens and Sweet Rolls"
Mon. Jan. 17		
Wed. Jan. 19	}	"For Hearty Winter Appetites"
Mon. Jan. 24		
Wed. Jan. 26	}	"Birthday Cakes"
Mon. Jan. 31		
Wed. Feb. 2	}	"Brunch" Menus
Mon. Feb. 7		
Wed. Feb. 9	}	"Croquettes, Fritters, and Doughnuts"
Mon. Feb. 14		

A Message of Appreciation from the President to the 135,000 R. G. & E. Customers

As we conclude another year of pleasant relationship with the big community family which we serve, and look forward to a new twelve months of equally happy association, I wish to express the deep appreciation of myself and all the officers and employees of our Company for the friendly attitude and sympathetic understanding of our problems on the part of our customers. We have enjoyed serving you because we have found among the people of this Genesee territory a spirit of co-operation that inspires any organization to do its best by way of appreciation.

We sincerely believe that during the past year we have rendered to the people of this community a type of service not surpassed by any utility in the country. We have tried to maintain dependable service in the face of conditions that have sometimes called upon all of our resources of men and equipment. When forces of nature occasionally caused temporary interruptions you have been patient and considerate and for that we are grateful. When we have been able to perform special acts of service outside the expected routine you have been appreciative.

Each year brings new problems and new opportunities and no human mind is gifted to foresee what the future may have in store. However, we do know that every one of our 2,500 workers is resolved to make 1938 the best year you have known in efficient, intelligent and courteous utility service. With this resolution go the Best Wishes of all of us for a Happy and Prosperous New Year.



Herman Russell

President Rochester Gas and Electric Corporation.

Furnace Coils Do Not Save Money Nor Give Real Hot Water Service

Many families still use furnace coils for heating water under the false impression that waste heat from the furnace is utilized to furnish free hot water. Nothing could be farther from the truth. When the furnace is asked to play a dual role and heat water as well as the house, considerably more fuel must be used. Tests made at the Massachusetts Institute of Technology prove that approximately twenty per cent more fuel will be used, and that a gas automatic water heater will heat an equivalent amount of hot water for approximately the same cost.

With the furnace coil method of water heating, the supply of hot water is dependent on the weather rather than the health,

comfort and needs of the family. When the furnace is going full blast on a wintry day hot water is available, but on milder days, when the fire is checked, water is barely warm. Family health demands an adequate supply of water sufficiently hot to destroy germ life. A gas automatic water heater, set for 145 degrees temperature, will kill even the deadly streptococcus germ.

There is no economy in a furnace coil. With an automatic gas water heater you can heat the same amount of water just as cheaply and you can have a supply adequate for health and comfort for very little more. You can prove this to your own satisfaction and without any large investment, by taking advantage of the R. G. & E. plan under which you rent an automatic water heater for \$1.00 per month, plus the cost of gas consumed.

Staggering Increases In Utility Taxes Present Serious Problem

Increased taxes and rising cost of all the essentials of living are a problem to most of us in our homes and the constantly narrowing margin between income and expenses adds to our financial worries. It has been a source of real satisfaction to the directors and officers of the Rochester Gas and Electric Corporation that in the service we render in the homes of our customers we have not contributed to this general increase in living expenses but instead, through rate reductions made since 1931, were able to save our customers more than \$1,600,000 in 1937.

Constantly increasing cost of taxes, materials and labor presents a serious problem to utility companies in their effort to continue to render adequate and efficient service at existing rates. The R. G. & E. tax bill for 1937 reached the staggering total of \$2,553,000, an increase of \$695,750 over 1936. Estimates of operating expenses for 1938,

with higher costs for practically everything used in the production and distribution of gas and electricity, indicate that it will be necessary for the Company to spend approximately \$1,100,000 more than it did in 1937, including an increase of \$225,000 in taxes and a jump of \$345,000 in the coal bill.

It is only through increased sales of gas and electricity and continually improved efficiency of operation that we have been able so far to meet rate reductions, mounting taxes and other increased costs.

Since 1929 the Company has spent for additions to plants and distribution systems approximately (\$19,000,000), nineteen million dollars, yet its net income for 1937 was about \$1,000,000 less than in 1929. A slowing down of Rochester industry and business would prove serious for the Company.

Page The Inventors

The newest gadget is an electric tooth brush for home use. What a lot of wives would like to see is an electric device that would sock hubby on the shins when he fails to return her lead at bridge.

Here are a few other suggestions on which the electrical wizards might exercise their bulging brows:

An electric cake of soap that will ring a bell when Junior fails to wash his ears.

An electric loud speaker that will yell: "Nothing to-day!" when the doorbell rings.

An electric telephone attachment that will flash a photo of the party calling before you answer.

An electric recording eye that will follow your golf opponent into the sand traps.

An electric table-tipper that will break up the card game when it's time for Wife to go home and prepare the Old Man's supper.

An electric stocking that will bite Daughter on the ankle when she tries to sneak off to a party with Mother's hosiery.

If our readers have any further suggestions we'll be glad to pass them along to the General Electric research department.

A six-day bicycle race is looked upon as the most grueling of all tests of muscular energy, yet electricity is so cheap that for 77 cents you can buy as much power as a rider would generate pedaling night and day without stops for six days. The General Electric Company proved it in tests made during the recent Madison Square Garden six-day race.

"The light that lies in woman's eyes", of which the Poet Tom Moore sang so eloquently, may be all right for romance but it isn't half as good as an I. E. S. lamp for children's home-study.