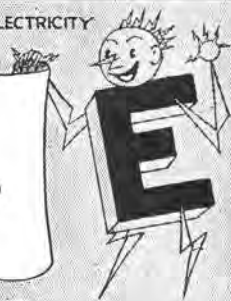




I'M ELECTRICITY



R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

NUMBER 3

MARCH, 1938

VOLUME II

We'll Bet You Didn't Know That

IT TAKES
\$20. WORTH OF
CANDLELIGHT TO
EQUAL 10 CENTS
WORTH OF
ELECTRIC LIGHT

YOU CAN OPERATE
THE AVERAGE
RADIO
NEARLY
THREE HOURS
WITH ONE CENT'S
WORTH OF
ELECTRICITY

IF YOU EMPTY THE TRAYS
ONLY ONCE EACH DAY THE
AVERAGE SIZE AUTOMATIC
REFRIGERATOR WILL
FREEZE NEARLY TWO TONS
OF ICE CUBES PER YEAR

ELLIOTT

Lenten Meals Intrigue Housewives'

Fancy—Two Appetizing Menus Offered

MENU I

Tomato Juice
 Oven Fried Oysters
 Au Gratin Potatoes Rolls
 Cabbage and Carrot Salad
 Fruit Cup Cookies

MENU II

Savory Macaroni Casserole
 Hot Cross Buns Ideal Salad
 Chocolate Pudding Tea

OVEN FRIED OYSTERS

Temp: 400° F.
 Time: 20-25 minutes

2 dozen oysters 1 t salt
 1 c flour ¼ t pepper
 1 egg
 fine dry bread crumbs
 melted butter or salad oil

Place oysters in strainer, drain off all liquid and look over carefully so as to remove any pieces of shell that may cling to the oysters. The liquid may be used as a sauce. Mix flour, salt, and pepper, add the oysters and roll until coated. Beat egg slightly, dip oysters into the egg, then roll in the bread crumbs, dip in melted butter and arrange in a shallow pan. Bake in a preheated oven until nicely browned.

AU GRATIN POTATOES

Temp: 400° F.
 Time: 25-30 minutes

Arrange alternate layers of cold boiled potatoes and medium White Sauce in a buttered casserole dish. Sprinkle generously with soft grated cheese. Cover with fine buttered bread crumbs and bake in a preheated oven until nicely browned.

SAVORY MACARONI CASSEROLE

Temp: 350° F.
 Time: 30 minutes

3 T butter
 2 medium onions, diced
 2 T green pepper
 ½ c diced celery
 ½ lb macaroni or spaghetti
 2 c canned tomatoes
 ¼ lb cheese diced
 2 c medium white sauce
 salt and pepper to season

Melt the butter, add onions, green pepper and celery, cook 5 minutes. Cook macaroni in boiling salted water until tender and drain. Combine macaroni and vegetables and arrange in alternate layers in a buttered casserole dish with the cheese and tomatoes. Season well and pour White Sauce over the whole casserole. Bake in a preheated oven.

HOT CROSS BUNS—Temp: 375° F.

Time: 25-30 minutes

1 c milk
 ¼ c sugar
 2 T shortening
 ½ t salt
 1 egg
 ½ t cinnamon
 ¼ c raisins
 1 cake compressed yeast dissolved in
 ¼ c lukewarm water
 ¾ c all-purpose flour

Scald the milk and pour over the sugar, shortening, and salt. Let stand until lukewarm. Add the well-beaten egg, the cinnamon, raisins, and yeast. Add half of the flour and beat well. Then add rest of the flour, stir just enough to mix and turn out onto a slightly floured board and knead until smooth and elastic. Brush with melted butter, cover and let rise until light. Shape dough into balls and place in a buttered pan about ¼ inch apart. Brush with melted butter, cover and let rise until light. With sharp knife cut a cross on top of each bun. Bake in a preheated oven. If desired brush rolls with 2 T honey mixed with 1 T warm water before baking.

HOME SERVICE COOKING DEMONSTRATIONS

Free to Public

Basement R. G. & E. Building

89 East Avenue Rochester, N. Y.

Monday Evenings—7:30 o'clock

Wednesday Afternoons—2:00 o'clock

Wed. Mar. 23	} "Spring Casseroles"
Mon. Mar. 28	
Wed. Mar. 30	} "Angel Cake and Variations"
Mon. Apr. 4	
Wed. Apr. 6	} "Ham—the Favorite for Spring Dinners"
Mon. Apr. 11	
Wed. Apr. 13	} "Menus—using left-over Ham"
Mon. Apr. 18	
Wed. Apr. 20	} "Spring Salads in New Dress"
Mon. Apr. 25	

Poor Home Lighting Injures Many Eyes

The earliest known lamps were made of skulls of animals, filled with fats and with a tendril of vine for a wick. Then down through the centuries came the eras of beautiful Grecian lamps, torches, candles and gas mantles, with illumination a more or less cumbersome process until Edison invented the incandescent bulb in 1879.

To-day perfect light for reading, work, play or study can be purchased cheaper than most anything else used in the home, yet many people risk their precious eyesight through inadequate or glaring light.

You can have the light in your home measured with an ingenious instrument called a Light Meter, and if you do need additional light, the cost is very small because you can burn a 40-watt light five-and-one-half hours for one cent. Call Main 3960 and ask the Home Service Department to send a representative to check the lighting in your home. There is no obligation, of course.

Believe it or not, a survey recently made among several thousand boys in New York showed that they really prefer spinach to any other vegetable. Turkey is the favorite meat dish of both boys and girls and ice cream the most popular dessert.

Home Can Be Dangerous Place

According to records of the National Safety Council more accidents happen in the home than anywhere else. Of the 110,000 accidents resulting in death each year more than one-third occur at home. A substantial number of the home accidents are due to lack of light on stairways.

What R. G. & E. Taxes Could Do

The money paid out by the Rochester Gas and Electric Corporation in taxes last year would pay the annual salaries of President Roosevelt and his entire Cabinet; the salaries of all the governors of all the states, the salaries of all the mayors of the 100 largest American cities and still leave enough to give about \$3 to every man, woman and child in Rochester.

Biggest Radio Advertisers

Who is the world's biggest radio advertiser?

Records compiled by Printer's Ink show that in 1937 Proctor & Gamble (Ivory) led all the rest with a total expenditure of \$4,496,000. Other big radio advertisers who spent more than \$2,000,000 were: General Foods (Jello, Maxwell House, etc.) \$2,764,000; American Home Products (Anacin, Bisodol, Edna Wallace Hopper, Kolynos) \$2,547,000; Sterling Products (Bayer's Aspirin, Phillips Magnesia, Watkins products) \$2,331,000; American Tobacco Company (Luckies) \$2,339,000; Lever Brothers (Lux) \$2,182,000; Standard Brands (Fleischman's Yeast) Chase & Sanborn (Royal Dessert) \$2,508,000.

Forty per cent of the reserves of the country's mutual life insurance companies is invested in corporate securities of utilities, such as railroads, power and telephone companies. Anything that affects the soundness of these industries affects every holder of a life insurance policy. There are some sixty-four million policies in effect, with the overwhelming percentage having face values of less than \$3,000.

Favorite Home Service Poem

The favorite poem of the R. G. & E. Home Service Department is Owen Meredith's verse:

We may live without poetry, music and art,
We may live without conscience and live
without heart,
We may live without friends, we may live
without books
But civilized man cannot live without cooks.

It has been estimated that a housewife has to climb 24,000 steps per year in caring for the old-fashioned water heater. Even with this wearisome procedure she never has adequate hot water service. A modern, automatic water heater provides twenty-four hour service with no attention of any kind required.

Every R. G. & E. employee is expected to know how to put "fact" into contact.

Like Rubbing Aladdin's Lamp Is Gas Manufacture Research

by Howard C. Hosmer in Rochester Times-Union

Aladdin's wonderful lamp had nothing on a ton of bituminous coal.

With the aid of chemical science's magical processes, you can "rub" a ton of it and get thousands of useful by-products.

You can get coke, illuminating and heating gas, light and middle oils.

You can get fine sulphur, coal tar, fertilizers, medicine, plastics, pitch, lampblack, benzene, carboic acid, creosote, ammonia and motor fuels.

You can get dyestuffs, explosives and the sweetest of perfume, and a weed killer which will not poison the soil but instead gives it properties which develop luxuriant plant life.

Those aren't all. Alexander M. Beebee, general gas superintendent of the Rochester Gas & Electric Corporation has hundreds of names of by-products on the tip of his tongue. They are mostly chemicals which are sold to manufacturers to be used in making a thousand every day articles people see and use.

According to Mr. Beebee, Rochester consumers pay the lowest rate for manufactured gas in New York State—because science can make use of what once was thought to be hopeless waste in gas manufacture. The gas rates are down because the company applies to the cost of gas manufacture the income derived from the sale of by-products. The unbelievable range of these has become possible through experimentation, necessity and research.

Talking with Mr. Beebee, you realize that not all of the utilization of waste material was foreseen and that perhaps the potentialities are not exhausted yet. The Gas & Electric Corporation maintains one of the best equipped and largest laboratories in Rochester because chemists and engineers see more and great possibilities in utilizing waste products. Heading the laboratory is Louis Shnidman, generally considered to be one of the nation's outstanding gas chemists.

Ultimately, a vast majority of the coal by-products are put to manufacturing uses far from Rochester. Among the things made here by the gas company besides coke are sulphate fertilizer, oils, plant killer and insecticide sulphur powder. The chemicals—various forms—are either put in box cars or barreled and shipped to manufacturing consumers.

By-products provide many of the fascinations of the chemical business for gas

company men. The plant-killer—ammonium thiocyanate—is much in demand by the federal government for use in forest tracts, for killing choking growths and yet leaving the soil unpoisoned and revitalized for the better growth of beneficial plants.

Home Enemy, No. 1



The Furnace Coil

Because—

—it deprives the user of uniform, dependable, clean hot water service, so essential to family health and comfort.

—it deceives the user into believing he is saving money.

Don't be a victim of Home Enemy No. 1 any longer. Install an automatic gas water heater, which can be rented on trial for \$1 per month (plus cost of gas consumed) and with no obligation to keep if dissatisfied.