



R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

NUMBER 5

MAY, 1938

VOLUME II

R. G. & E. Pays in Local Taxes Alone Enough To Provide Any of These City Services

MAINTAIN CITY WATER SUPPLY OVER TWO YEARS

OPERATE POLICE DEPT 14 MONTHS

RUN FIRE DEPT 13 MONTHS

SUPPORT BUREAU OF HEALTH MUNICIPAL HOSPITAL ETC 18 MONTHS.

WELLS

For 1938 R. G. & E. city taxes and county taxes on city property, will aggregate \$1,400,000. The company's total tax bill will be twice as much, approximating \$2,800,000, or more than \$1,100 for every person it employs.

Spring Grill Plate Easy to Prepare and Zestfully Appealing to the Appetite

This is the time of year when grill plates have a particularly appetizing appeal and they are so easy to prepare that any family can enjoy them frequently. The R. G. & E. Home Service Department offers the following suggestions for a Spring Grill, served with homemade nut bread and delicious frozen Pineapple Velvet.

SPRING GRILL

Preheat broiler oven and broiler pan for 8 minutes. Wrap spears of pineapple in thin slices of cooked ham. Fasten with a tooth pick. Dip quarters of cooked sweet or white potatoes in melted butter. Brush bottom of broiler pan with butter, arrange cooked asparagus in pan. Cover with broiler rack and arrange ham rolls and potatoes on rack. Place broiler pan under flame so that food is 2 inches from flames and broil until well browned, about 8 minutes. Turn and broil on other side. Arrange on platter with asparagus in center. Pour Cheese Sauce over asparagus.

CHEESE SAUCE

1 c medium white sauce	1 t dry mustard
½ c grated cheese	few grains cayenne pepper

Heat ingredients over hot water for 10 minutes before serving.

PINEAPPLE VELVET

1½ c water	1 c unsweetened pineapple juice
½ c light corn syrup	2 T lemon juice
½ c sugar	2 egg whites
few grains salt	1 c heavy cream

Bring water, corn syrup, sugar and salt to the boiling point and boil for 1 minute. Add pineapple and lemon juice. Cool. Pour into the trays of an automatic refrigerator and freeze to a firm mush. Beat well and fold in the thickly beaten cream, return to the trays and freeze 2 to 3 hours. Cook 1 c crushed pineapple with ¾ c sugar until transparent, cool and serve over the Velvet.

NUT BREAD

Temperature: 350° F.
Time: 1-1½ hours

4 c all-purpose flour	2 t cinnamon
1 c sugar	1 c nutmeats
3 T baking powder	1 egg
1 t salt	2 c milk

Mix and sift the flour, sugar, baking powder, salt and cinnamon. Add the nutmeats, egg and milk. Beat well for 2 minutes. Pour into 2 buttered bread tins and bake in a preheated oven. Try and keep this a day before serving.

WASH SPINACH IN WARM WATER

When washing spinach, or asparagus that is very sandy or gritty, use luke-warm water as this will loosen sand more easily and will not wilt the vegetables.

Store strawberries in your automatic refrigerator without washing. They will keep better if they are spread out on a platter.

If fresh eggs are not refrigerated, the white of the egg thins and so allows the yolk of the egg, which is rich in fat, to float; then when the eggs are hard cooked, the yolk is on one side making it difficult to devils the eggs. Therefore store eggs in a wire basket in the automatic refrigerator.

Many Local Stockholders

The home-ownership of the preferred stock of the R. G. & E. and the wide diversity of holdings are emphasized in the annual report which shows that 42 per cent of the 7,812 holders of preferred stock are residents of Rochester or vicinity. Included among the company's stockholders are seventy-six insurance companies, thirty-seven banks acting as trustees, eighty-seven religious and charitable organizations and forty-two educational institutions.

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. June 1 } "Platter Dinners"

Mon. June 6 }

Wed. June 8 } "1938 Modes in

Mon. June 13 } Canning"

Wed. June 15 } "Summer Specials"

Mon. June 20 }

Wed. June 22 } "Refreshing Summer Menus"

Thirty-two R. G. & E. Employes Have Served Community Forty Years or More

Thirty-two R. G. & E. employes who have had forty or more years of continuous service have organized a Pioneers Club and the inaugural meeting was marked by interesting reminiscences of the remarkable changes that have taken place in Rochester during the years they have served the community.

Twenty-five of the charter members are still working every day and seven have retired after completing forty or more years of service. The active members are:

Leonard V. Begy, 45 Coventry Ave.; Thomas H. Christie, 39 Alameda St.; Ossian G. Close, 470 Lyell Ave.; George A. Dengler, Sea Breeze; Joseph Drexel, 132 Murray St.; Michael Fraina, 123 Ashland St.; Charles T. Gardiner, 279 Avis St.; Harry P. Gould, 94 Crosman Terrace; Michael Hall, 417 Post Ave.; John G. Hilbert, 605 Melville St.; Horace S. Ketchum, 424 Cedar-

wood Terrace; Glenn I. Knight, 531 Birr St.; John J. Logan, 78 McKinster St.; Charles W. Love, 233 Chestnut Hill Drive; George E. Mabee, 615 Beach Ave.; Joseph P. MacSweeney, 88 Melrose St.; John W. McCurn, 30 Durgin St.; Frank L. Merz, 267 Reynolds St.; George B. Newman, 84 Van Olinda St.; Burwell E. Noyes, 301 Glenwood Ave.; Thomas L. Rhodes, 45 Maxson St.; Harry J. Warren, 351 Post Ave.; William H. White, 1564 St. Paul St.; Frank A. Yatteau, 70 Sycamore St.; Thomas H. Yawger, 1011 University Ave.

Retired Pioneers include: Mrs. Annie C. Denio, 17 Roosevelt St.; Patrick J. Casey, 87 Wimbledon Road; Patrick J. Drumm, 439 Flower City Park; Charles J. Geimer, 1964 Portland Ave.; Jacob Lauth, 1330 Portland Ave.; Charles P. McGovern, 12 Welstead Place; Joseph V. Richard, 30 Wolff St.

"THE PARTY'S ON!" Get Your Free Copy While They Last

The months of May and June account for nearly 20 per cent of all the weddings that take place and if you are "on the spot" for a wedding present during the next few weeks we can tell you the first choice of a majority of brides. It's one of these clever automatic TOASTMASTERS, that pop up golden-brown toast. A recent survey revealed that TOASTMASTERS are so popular as gifts that 52 per cent of all those sold are bought for that purpose. Every family needs a toaster. It's as essential as the coffee pot.

The R. G. & E. has a limited number of copies of a fascinating little booklet for

hostesses called, "THE PARTY'S ON," which tells how to make a great variety of delightful snacks with the aid of a TOASTMASTER. They will be given out free as long as they last but you must come to the East Avenue showrooms to get them, or your nearest local office. **None will be mailed.**

TOASTMASTERS are in three styles—the two-slice fully automatic selling at \$16; the single-slice fully automatic at \$10.50 and the non-automatic at \$7.50. We also have the famous Sunbeam automatic toaster at \$11.95 and non-automatic toasters at lower prices.



Here's a chain letter stunt that may really have some merit. You send a copy of your favorite recipe to three friends and receive theirs in return. Our cartoonist has pictured what might happen if nobody breaks the chain.

GOING TO BUILD A NEW HOME? MODERNIZE YOUR PRESENT RESIDENCE?

If you are contemplating either of these projects
it will pay you to make free use of the new

R. G. & E. BUILDING SERVICE DEPARTMENT

This department will help you with Kitchen Planning, Home Lighting, Home Wiring and other important features of new construction or home modernization. The service is yours for the asking and with no obligation on your part. John F. Clark, Manager, will be glad to co-operate with owners, architects and builders.

Phone or Visit the

R. G. & E. Building Service Department

89 East Avenue

(Third Floor)

Main 3960

"Gay Nineties" Were Not So Gay for the Housewife

The so-called "Gay Nineties" may have been gay for some people but the housewife wasn't one of them. She sweltered over an old-fashioned stove. She rubbed her hands to the bone on a scrubbing board. She performed back-breaking tasks of sweeping and carpet beating. She lugged food from the cellar during the summer months and laboriously heated water by the panful on top of the stove. Her only light was the dim illumination of oil lamps.

Today the modern miracle of electric service, available everywhere at low cost, has made life really "gay" for the home-maker. Modern ranges, automatic refrigerators, water heaters, washing machines, vacuum cleaners and a host of other mechanical servants have taken house-keeping out of the drudgery class.

Last year the American people paid only two-thirds as much for all the electricity they used in all the homes in the United States as they did in taxes on liquor and tobacco.

Remember Earlier Summer Closing Hours If You Pay Bills at Branch Banks

R. G. & E. customers who find it more convenient to pay monthly bills at one of the Branch Banks, located in various parts of the city, are reminded that the Banks are now closing an hour earlier from Monday to Friday, closing time for the summer will be 2 P. M. instead of 3 P. M. and 12 o'clock noon on Saturdays.

The R. G. & E. offices at 89 East Avenue, however, and Branch offices in different communities served by the Company, will remain open as usual until 5 P. M., from Mondays to Fridays and 12 o'clock noon on Saturdays.

Give Poor Father a Break! June 19th is His Day!

This year FATHER'S DAY falls on Sunday, June 19th, and if you want to give the man of the house a real "break" present him with one of those new Sunbeam SHAVEMASTERS, the last word in electric razors. Father will be so tickled that he probably won't even notice if you charge it up to him.