



# R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

NUMBER 6

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VOLUME II

## THESE MODERN WEDDING ATTENDANTS HELP TO GIVE MARRIED LIFE A HAPPY START



"Do you promise to protect this bride and to drudgery shout defiances?"  
"You bet I do!" the groom replied; "With modern home appliances."

# New Canning Chart Ready — Call and Get Free Copy With Its Many Helpful Hints

The 1938 Edition of the R. G. & E. CANNING CHART, with new recipes and new canning suggestions is ready for distribution among our customers. You may obtain a free copy by calling at the Home Service Department, 89 East Avenue, or at one of our branch offices outside Rochester. You are also cordially invited to drop in at our Rochester offices to see the display of canned fruits, jams and jellies or to obtain any desired information on canning.

Summer meals are always a problem but here are a few dishes that ought to tempt appetites on the hottest days:

## FUDGE SQUARES

Temperature: 350° F.

Time: 40 minutes

2 sqs. chocolate      ½ t salt  
¼ c milk              ⅓ c melted short-  
2 eggs                  ening  
1 c sugar              1 t vanilla  
½ c cake flour        1 c walnut meats

Cut up the chocolate, add milk and cook over hot water until thick. Cool. Beat the eggs until light, add sugar and the chocolate mixture. Sift the flour and salt, add to the first mixture with the shortening, vanilla and nuts. Pour into a buttered square pan and bake in a preheated oven. Cool and cut into squares.

## MACARONI MEDLEY SALAD

½ lb. ring macaroni  
2 c diced chicken or tuna fish or peas  
1 c diced celery  
1 T chopped onion  
1 t salt  
2 T chopped green pepper  
1 T chopped pimiento  
1 T chopped pickle  
¾ c mayonnaise or boiled dressing

Cook the macaroni in boiling salted water until tender but not soft, 8-10 minutes. Drain, rinse with cold water and let stand until well drained. Add the rest of the ingredients and toss lightly to mix well. Chill thoroughly. Serve in crisp cups of lettuce. Serves six generously.

## STRAWBERRY SHERBET

1 c sugar              juice of 1 lemon  
2 c water              juice of ½ orange  
1 pkg. strawberry    1 qt. strawberries  
gelatin

Cook sugar and water for 5 minutes. Remove from range, add gelatin and stir until dissolved. Chill until mixture becomes thick and syrupy. Add lemon and orange juice and the strawberries that have been forced through a sieve. Pour into the trays of your modern automatic refrigerator and freeze to a firm mush. Remove to a bowl and beat until light and fluffy. Return to the tray and freeze until firm. Raspberries may be substituted for strawberries. A tablespoon or two of this sherbet in a glass of gingerale makes a most refreshing drink.

## HELPFUL HINTS

### To Keep Strawberries from Floating in Tops of Jars:

Bring strawberries to the boiling point in the syrup to be used. Let stand over night in the syrup. Drain berries from syrup and pack into hot clean jars. Bring syrup to the boiling point and fill jars to within 1 inch of the top. Process in oven or hot water bath.

## PINEAPPLE RINGS

Cut pineapple into slices. Using a doughnut cutter cut rounds from slices removing core at same time. These rounds will fit into wide-mouthed jars easily. Trim peel and eyes from what is left of slice, dice and can.

## FOR PERFECT JAMS & JELLIES

There is a device that tests the fruit juice to be used for jams and jellies. It is a small glass tube through which the liquid flows. This flow is timed accurately for one minute and the level of the juice in the tube indicates how much sugar is to be used for each cup of juice. All guess work has been eliminated. It also indicates whether additional pectin should be added to make a good jelly.

### 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 8	} "1938 Modes in Canning"
Mon. June 13	
Wed. June 15	} "Summer Specials"
Mon. June 20	
Wed. June 22	} "Refreshing Summer Menus"
Wed. July 13	
Wed. July 20	} "Canning Demonstration"

# Women Vote Automatic Refrigerator As First Choice Among Desired Home Appliances

If they could choose but one new appliance for the home more women would select an automatic refrigerator than any other modern convenience. A recent Rochester survey revealed this when 234 said they would select a refrigerator; 147 a new range, 92 a washing machine and so on down the line.

The combination of modern range and automatic refrigerator has done more to make housework easy and pleasant than any other development of science and invention. Each year the manufacturers make automatic refrigerators more efficient and more beautiful than the year before. They also make them more economical to operate, through better insulation and simpler operating methods. To-day automatic refrigerators can be operated so cheaply that they pay for themselves in savings over a period of time. Scores of housewives have told us that after installing a modern refrigerator they marveled that they were ever able to get along without one.

## Wedding Anniversaries

First, Cotton; second, Paper; third, Leather; fourth, Fruits and Flowers; fifth, Wooden; sixth, Sugar; seventh, Woolen; eighth, Rubber; ninth, Willow; tenth, Tin; eleventh, Steel; twelfth, Silk and Linen; thirteenth, Lace; fourteenth, Ivory; fifteenth, Crystal; twentieth, China; twenty-fifth, Silver; thirtieth, Pearl; fortieth, Ruby; fiftieth, Gold; seventy-fifth, Diamond.

## Change in "Mystery Chef" Broadcasts

Because Daylight Saving made it necessary to re-arrange all national broadcasts the Mystery Chef program is now being heard over WHAM on Mondays and Wednesdays from 9:30 to 9:45 A. M.

You can get more juice from oranges if you drop them in boiling water a minute or so before squeezing.

One way for the housewife to get extra leisure is to hire a cook. A cheaper method is to install a modern gas range.

## Winners In "Hot And Cold" Contest

After careful consideration of approximately one thousand entries received in the "Hot and Cold" contest, to determine what the lady was saying when she found cold water coming from the faucet marked "Hot," the Judges designated the following winners:

Mrs. Lois Booth, 51 Avalon Drive; First prize of \$15.00.

Mrs. Lillian L. Brown, 604 Arnett Blvd., Second prize of \$10.00.

Mrs. Henry A. Gooch, Williamson, N. Y.; Third prize of \$5.00.



*"If we're late, don't blame me! Get an automatic heater!"*

Mrs. Booth's prize winning entry is printed under the illustration accompanying this article.

The R. G. & E. extends its thanks to all who participated in the contest.

The Mystery Chef, famous cooking authority, says there would be fewer divorces if the parson handed out a cook book with the marriage certificate.

## Breakfast Important Because It Sets Mood for Whole Day

According to the Mystery Chef, internationally famous cooking authority who broadcasts every Monday and Wednesday mornings under R. G. & E. sponsorship, breakfast is the most important meal because it is so likely to establish the mood for the whole day.

"The entire day can be made happier for all of us," he says, "by the way we start it in the morning. A pleasant, cheerful breakfast will send the whole family off in good spirits and a cheerless morning meal will do just the opposite. June is the popular wedding month and I cannot impress too strongly upon young married folks the importance of breakfast. Try to make that meal always as happy as the first breakfast of your married life."

The Mystery Chef is right and a percolator bubbling merrily on the breakfast table and a plate of home-made muffins hot from the oven are two things that will help to start the day right in any family.

## Bread In Other Lands

In Iceland, codfish, dried hard and beaten to a fine powder, is mixed with flour to make bread.

In Sweden, bread is baked in thin round disks with a hole in the center so that it may be strung on poles and stored on racks near the ceiling. Sour milk and rye meal are the principal ingredients.

Hungarian bread loaves sometimes weigh ten pounds each and are made largely from rye flour.

In Arabia bread is baked in small pits, the dough being plastered around the heated sides and picked off with tongs when done.

## R. G. & E. Pays \$20 Tax Per Customer

The R. G. & E. has approximately 140,000 customers to whom it serves either gas or electricity or both. This year the Company will pay about \$2,800,000 in local, state and federal taxes or \$20 for every customer on its books.

The Rochester Gas & Electric Corporation carries three of the leading makes of automatic refrigerators—the General Electric and Frigidaire, which are electrically operated, and the Servel-Electrolux, which is operated by a tiny gas flame and has no moving parts. Drop in at the R. G. & E. showrooms, or at the nearest branch office to see the beautiful new models. You'll be surprised to learn how easy it is to have one installed in your own home.

## Trying To Make Political Mountain Out Of Molehill

The average American family pays \$34 a year for the electricity which lights its home and operates the radio and various modern labor saving appliances that add so much to the comfort of living. This is less than ten cents per day. It is less than the price of a quart of milk or a package of cigarettes. It is the smallest of all the twelve living-cost items recently classified by a WPA survey in 59 representative cities. This survey showed that out of an average family income of \$1,260 the average family expenditure for electricity was only one and one-half per cent of the total. It was less than was spent for ice; less than half of what was spent for insurance and less than a quarter of the amount expended on recreation and amusement.

In spite of the fact that cost of electric service is the smallest item in the family budget some politicians continue to try to make an issue of it. It is the biggest political mountain ever built out of so tiny a molehill.

## Housekeeping Biggest Industry

Steel and motors are usually looked upon as the nation's biggest industries. There is a bigger one than either, however! It's housekeeping. Every year the housewives of America spend more than \$30,000,000,000.

## Mazda Lamps Cheapest in History

Genuine mazda lamps are now selling at the lowest price in history and are so cheap that it is sheer folly to court eye-strain by failing to keep a good bulb in every light socket. Light is about the cheapest of all the modern conveniences because you can burn a fifty-watt light four and one-half hours for one cent. A hundred watt bulb, which sold for \$1.00 in 1915, can now be bought for 15 cents. Other sizes cost only one-tenth as much as they did 30 years ago.

**DON'T  
ROB**  
one lamp to  
light  
another  
!



The advertisement features a black and white illustration of a woman in a dress lighting a lamp for a man. The man is looking up at the lamp with a surprised expression. The text is arranged in a vertical column on the left side of the illustration, with a large exclamation point at the bottom.