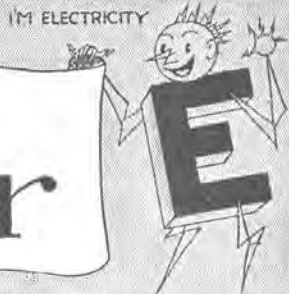




GAS



ELECTRICITY

R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

NUMBER 7

JULY, 1938

VOLUME II



"Pop" believes in taking home comforts along when he goes picnicking.

MINT JULEP ICED TEA DELICIOUS AND REFRESHING SUMMER DRINK

Try putting a few chopped mint leaves in your iced-tea and you'll get a new taste thrill. Here's a popular recipe for this delicious summer drink:

ICED TEA A LA JULEP

3 T black tea 6 c boiling water
½ c mint leaves few grains salt

Place tea and chopped mint leaves in teapot. Add the boiling water and allow to stand 5-6 minutes. Strain over ice cubes and garnish with sprigs of mint and lemon slices.

BLUEBERRY MUFFINS

Temperature: 400° F. Time: 20-25 minutes
4 T butter 3 t baking powder
4 T sugar ½ t salt
1 egg 1 c blueberries
2 c all-purpose flour 1 c milk

Cream butter, add sugar gradually, then the egg and beat well. Mix and sift the flour, baking powder and salt, add berries. Add flour mixture and milk to creamed mixture and stir just enough to dampen flour. Fill buttered muffin pans ¾ rds full and bake in a preheated oven.

BARBECUED LAMB CHOPS

Temperature: 400° F. Time: 40-50 minutes
6 shoulder lamb f. g. cayenne
 chops ½ c catsup
2 T drippings 2 T vinegar
1 onion 1 T Worcestershire
1 T dry mustard Sauce
1 t celery salt

Saute the lamb chops until nicely browned and arrange in a shallow baking dish. To the drippings in the pan add the rest of the ingredients, bring just to the boiling point. Spread over the chops. Dip whole small carrots in butter and arrange between chops. Bake uncovered in a preheated oven.

A common delusion is that people who do not own real estate nor earn enough to be affected by the income tax, pay no taxes. A study made by the Northwestern National Life Insurance Company shows that a family with an income of only \$80 per month pays out \$9.67 per month or \$116.04 per year in the so-called "hidden" taxes, which are levied on almost everything we eat, use or wear. This is more than three times the amount of the average electric bill.

Cooking Demonstrations Twice Weekly in August

Summer often presents perplexing problems to the housewife in her efforts to serve meals that will tempt appetites on hot days without requiring too many hours to be spent in the kitchen.

Many valuable hot weather suggestions are given at the demonstration which the R. G. & E. Home Service Department conducts in its model kitchen in the basement of the main building at 89 East Avenue, Rochester. Special demonstrations are scheduled daily for the first week in August, beginning with Monday, August 1st and continuing through Friday, August 5th.

The following schedule of cooking, canning and baking demonstrations is announced for the balance of the month of August:

WEDNESDAYS

August 10, 17, 24 and 31st

THURSDAYS

August 11, 18, 25 and September 1

All of these sessions will begin at 2 o'clock and the public is cordially invited to attend.

New Canning Recipes Now Available

Many new recipes for canning pickles, jams and jellies are now available. One that is finding much favor is for dried corn-on-the-cob. Ask the Home Service Department about it.

JULY DATES

Some of our customers will receive this issue of the Messenger before July 13th and others later. For those on the earlier mailing schedule we publish a reminder of the Canning Demonstrations to be given in the Home Service Department on Wednesday, July 13th and Wednesday, July 20, at 2 P. M.

FLASH!!!

Watch for next month's sensational gas range announcement. It will be the biggest news since the old wood-stove was scrapped.

Beat Summer Heat With An Electric Fan



The ugly duckling electric fan has blossomed forth into a stream-lined beauty this season with the new rubber-bladed models showing the way. Use of the rubber blades does away with any need for the usual "bird-cage" wire guards and permits a more balanced and graceful design. The flexible rubber blades are harmless to baby fingers and are absolutely quiet. There is no rushing blast of sound to disturb conversation, radio-listening or sleep. The rubber-bladed fans are made in Rochester by the Samson-United Company and have been tested and approved by Good Housekeeping Institute.

The various R. G. & E. offices have both rubber and steel-bladed fans on display in various sizes and at various prices. You can cool any room on the hottest day with one of these modern breeze-makers. Beat July and August heat with an electric fan.

Tune in the MYSTERY CHEF at STATION WHAM every Monday and Wednesday morning at 9:30 o'clock for a fascinating broadcast on new recipes and cooking information generally.

Classic Poets Would Make Good Ad Writers

If the poet Longfellow were alive today he'd probably be a copy writer because with slight revisions many of his most famous poems would make good advertisements. For instance, take this version of a stanza from "The Psalm of Life."

Tell me not in mournful numbers
Life is but an empty dream,
When you can get a water heater
On our monthly rental scheme.

Or this modernization of a verse from the same poet's "The Day is Done."



And the night shall be
filled with music
And the cares that infest
the day,
Shall flee, when a Modern
Kitchen
Makes housework seem
like play.

The R. G. & E. serves 136,392 customers with electricity and 112,852 with gas. A majority of them use both services.

The cost of maintaining Rochester's beautiful parks, its very necessary playgrounds and public libraries is an impressive sum, yet the R. G. & E. pays yearly in city taxes and in county taxes on city property, enough to carry on all these desirable municipal functions for seventeen months.

Last year a new automatic refrigerator was sold every three seconds of every business day of eight hours.

The American people paid more in liquor and gasoline taxes alone last year than they did for all the electricity consumed in all the homes of the United States. The total residential electric bill for the country was \$740,000,000 while liquor (\$587,000,000) and gasoline (\$203,000,000), taxes aggregated \$790,000,000.

EVERY MONTH HUNDREDS MORE FAMILIES TRY WATER HEATER RENTAL PLAN

The R. G. & E. rental plan for automatic gas water heaters is proving so popular that it is being continued and hundreds more families are enjoying the healthful comfort and convenience of twenty-four hour hot water service every month. Under the rental plan it is not necessary to buy a water heater to enjoy the service. You can rent one for \$1.00 per month, plus cost of gas consumed and at any time within three years the amount paid in rental will be applied on the purchase price if you desire to buy the heater. Or you can continue the rental plan indefinitely, if you wish. There is no obligation to buy and if for any reason you are dissatisfied with the heater it will be removed without cost to you.

A recent survey made of families installing water heaters on the rental plan shows that for very little more than they paid for an inadequate hot water supply, they are now enjoying complete service. For instance, where the automatic heater replaced a side-arm heater the average bill was increased only 23 cents a week and where it replaced a combination of side-arm gas heater and furnace coil, the increase was less than 26 cents per week on the average. If the rental heater replaced one of the old-fashioned types of automatic heater the increased cost was only 13 cents per month.

Unless you have an automatic heater you do not have real hot water service. You have merely a partial service. You have to wait for water to heat and often have to trot up and down stairs to turn an old-



"Granny, I Love My Hot Bath."

style heater on and off. An automatic heater will give you as much hot water as you are using now at no greater cost and it will give you all the hot water you need at a slight additional cost. A plentiful supply of hot water, immediately available at all times, promotes health and comfort.

Let us show you how easy it is to have an automatic heater installed in your home.

Rochester Pays Less Than Average For Electric Service, Federal Survey Shows

Rochester pays less for its residential electric service than the average of twenty-eight New York State communities of 25,000 or more population, according to a recent survey made by the Federal Power Commission. Of the twenty-eight communities listed six are in the Greater New York area. Eighteen of the 28 listed have higher rates than Rochester for the small user (25 to 40 kilowatt hours per month) and nine have lower. For larger users, (250 kilowatt hours per month) eighteen communities are higher, one is tied and eight are lower.

In its report the Federal Power Commission points out that it "makes no attempt to determine the reasonableness or unreasonableness of the rates shown or does

it enumerate the factors that effect rate levels. Conditions of furnishing electric service and the consequent costs vary widely," it declares, "and, in the absence of information on such costs, the mere fact of difference in the level of rates is not to be construed as representing unreasonableness or undue discrimination. Caution should, therefore, be exercised in drawing conclusions from these data."

Principal items governing cost of service are amount of underground lines, taxes, wage scale, price of coal and character of service. The variance in these factors is largely responsible for the variance in rates among different communities.