



R.G & E. Monthly Messenger

A BULLETIN OF HELPFUL HOME HINTS

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VOLUME III



January, 1939
**A MESSAGE FROM 2,500 R.G.&E. EMPLOYEES
TO 140,000 R.G.&E. CUSTOMERS**

Dear Friends:

During the past twelve months we have done our best to serve you cheerfully and efficiently. We have made mistakes, of course, but we have tried not to make the same mistake twice. We have enjoyed serving you because you have shown in many ways a real appreciation of our efforts to provide for your comfort and convenience in the face of any and all weather conditions and as we start a new year, we want to show our appreciation by pledging ourselves to strive to do even better in 1939.

Cordially,
R.G.&E. EMPLOYEES

Menus That Will Relieve Strain On Pocketbook After The Holidays

Every-day menus are apt to seem dull and uninteresting following the sumptuous holiday feasts. Then too the food budget, which must stretch for many extras on special occasions, seems to shrink and shrink. So with one eye on the food budget and the other on satisfying menus the following recipes should help out:

MENU I

Swiss Steak

Mashed Potatoes Buttered Carrots
Lettuce with Indian Dressing
Apple Crumb Pudding

MENU II

Potato Pancakes

Apple Sauce Sausage Patties
Celery
Hot Gingerbread Coffee

SWISS STEAK

2 lbs. round steak, cut 2 inches thick
½ c flour
¼ t salt
¼ t pepper
3 T drippings
1 onion
1 clove garlic (if desired)
1½ c strained tomatoes

Wipe the meat with a cloth wrung out of cold water. Mix the flour, salt and pepper and pound into the meat. Melt drippings, add onion and garlic and cook until lightly browned. Add steak and cook until well browned. Pour tomatoes over meat. Cover and simmer until meat is tender, about 2½ hours. Any gravy on meat may be thickened if desired.

POTATO PANCAKES

2 c grated raw potato
1 egg, well-beaten
1 T flour
1 t salt
1 T cream
Bacon fat or drippings for frying

Mix potato, egg, flour, salt, and cream. Melt fat to cover bottom of frying pan to a depth of ¼ inch. Fry potato mixture by spoonfuls and cook slowly until brown to thoroughly cook potatoes. Turn and brown on other side. Serve with Applesauce and Sausage Patties.

APPLE CRUMB PUDDING—Temperature: 350° F. Time: 50 minutes

½ c sugar
½ c flour
¼ t salt
3 T butter
3 T peanut butter
5 medium sized apples

Mix sugar, flour and salt. Add butter and peanut butter and cut into the mixture until it looks like cornmeal. Peel and slice apples into a baking dish. Pack crumb mixture firmly over top of apples. Bake in a preheated oven. Serve warm or cold with plain cream.

Free Cooking Demonstrations

OPEN 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. Jan. 11	}	"New Tricks with Rolls"
Mon. Jan. 16		
Wed. Jan. 18	}	"More and Better Broiler Meals"
Mon. Jan. 23		
Wed. Jan. 25	}	"Different Cuts and Methods of Cooking Beef"
Mon. Jan. 30		
Wed. Feb. 1	}	"Favorite Birthday Cakes"
Mon. Feb. 6		
Wed. Feb. 8	}	"Supper Menus"
Mon. Feb. 13		

R. G. & E. Payroll Benefits All Lines of Local Business

R. G. & E. employes spent nearly \$5,000,000 last year in the various communities in which they reside. This amount represented the annual payroll of the Company, and it went for taxes, food, shelter, clothing, automobiles, medical care, insurance and all the other things that make up the average family budget.

In addition the Company spent approximately eight million dollars more in construction and the purchase of supplies and materials necessary for the production and distribution of gas and electricity. A substantial part of this money went to local manufacturers, dealers or agents. All of these expenditures helped all lines of local business including those from which our customers derive a living and everybody is benefited accordingly.

Comfort and Convenience Calendar For 1939

JANUARY

LET JANUARY BLOW AND STORM
GOOD GAS HEAT WILL KEEP YOU WARM.



FEBRUARY

NO FEBRUARY MORNING WRATH—
THE WATER'S HOT FOR FATHER'S BATH.



MARCH

MONDAY NEED BE NO LONGER "BLUE"
A WASHER DOES THE WORK FOR YOU.



APRIL

THOUGH SPRING AGAIN IS ON THE WAY
HOUSE-CLEANING NOW IS JUST LIKE PLAY.



MAY

WHEN SOL IS IN A BEAMING MOOD
A REFRIGERATOR GUARDS YOUR FOOD.



JUNE

GIVE BRIDES WHO TO THE ALTAR FLOCK
A TOASTER OR ELECTRIC CLOCK.



JULY

WHILE OTHERS HUNT FOR MOUNTAIN POOL
AN ELECTRIC FAN WILL KEEP YOU COOL.



AUGUST

COOKING IS EASY, COOL AND QUICK
A MODERN RANGE NOW DOES THE TRICK.



SEPTEMBER

PARENTS WHO ARE REALLY WISE
WITH GOOD LIGHT WILL GUARD YOUNG EYES.



OCTOBER

AUTUMN BROADCASTS COME IN GREAT
IF YOUR RADIO'S UP TO DATE.



NOVEMBER

YOU'LL TEMPT NOVEMBER APPETITES
WITH GOLDEN WAFLES SUNDAY NIGHTS.



DECEMBER

WHEN XMAS ROLLS AROUND SO SWIFT
YOU CAN'T GO WRONG WITH AN ELECTRIC GIFT.



Movies Sell American Refrigerators

Motion pictures are marvelous salesmen for American products. When people in other lands see electric appliances in modern kitchens depicted on the screen they want them. A recent showing of the picture called "THREE WOMEN" sold 100 electric refrigerators in Bogota, Columbia. South America.

"We take your breadth away" would be a good slogan for a weight reducer.

"Pipe Dream" Cost \$1,500,000

A section of wooden pipe once used to convey natural gas from a well in West Bloomfield to Rochester is on display at the Museum of Arts and Sciences at Edgerton Park as a mute reminder of a \$1,500,000 "pipe dream." As with many other wells in this vicinity the supply ran out, customers went back to manufactured gas and the investors lost their money.

It usually turns out that motorists who are in such a hurry are those whose time isn't worth much.

An Open Letter To R. G. & E. Gas Customers From President Herman Russell

TO OUR CUSTOMERS:

As you probably read in the newspapers, the mounting cost of materials and other operating expenses, coupled with an enormous growth in taxes, has compelled the Rochester Gas & Electric Corporation to ask the Public Service Commission of the State of New York to approve an increase in the rates charged for gas used for domestic purposes in the Rochester district. The Commission has suspended the proposed new rates pending a hearing.

It is something of a new experience for our Company to be asking for an upward revision of rates and we don't like it any more than you do. For a number of years past changes made in the price of gas or electric service have been almost entirely in the form of reductions, as the result of which users of both gas and electricity are now saving better than \$2,000,000 per year over what they would have paid for the same services not more than 10 years ago. In the same period the costs of almost everything else in the family budget have been increased.

Because of the reasons given above, the present minimum monthly charges for gas service are less than the cost of providing that service and result in a loss so substantial that we are reluctantly obliged to ask for an increase. After all, our interests are mutual. You need and are entitled to good service and we need fair revenue in order to provide that service. We, therefore, believe that when you understand the situation and know the facts you will agree that our request should have favorable consideration.

Thank you.

Herman Russell

President

Gas Cheapest and Most Efficient of Cooking Fuels

Gas is the cheapest and most efficient cooking fuel that man or nature has yet devised. Gas will do a better job of cooking and do it easier than any other fuel, particularly when the cooking is done on one of those glamorous Certified Performance gas ranges that are delighting housewives all over the country.

These marvelous new ranges have giant burners for speed and quantity cooking. No long waits for water to boil—you get instant and intense heat. Then there are the very useful simmer burners, the smokeless speed broiler, and the magical oven that will give either slow heat for low temperature cooking or fast maximum heat for the dishes that require it.

The new Certified Performance ranges are completely automatic. Top burners, broiler and oven light automatically without matches. If you want the best results with the least effort you want a modern gas range and you'll be surprised to learn how easy it is to have one installed in your kitchen. Drop in at the R. G. & E. salesrooms any day this week and ask us about it.

