



NUMBER 2

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VOLUME III

"It's Fun Since We Got An Automatic Water Heater!"



Thousands of housewives will echo this mother's statement. An automatic water heater gives you hot water whenever you want it. It saves countless steps, saves time, saves nerves and promotes better health. Inquire at the nearest R. G. & E. office and learn how easy it is to have this modern 24-hour service installed in your own home.

Serving Old Food Favorites in New Dress Will Tempt Appetites

Old favorites in new dress offer interesting possibilities for late winter meals. Modern appliances such as more efficient new ranges and improved automatic refrigerators make it easy to try out new ideas.

Pork chops have a new delicious flavor when baked and apples flavored with the small amount of spice offer a pleasing accompaniment.

Keep the cookie crock filled with the easy-to-make ginger cookies. These are especially nice to serve as a dessert or for an in-between snack, with a glass of milk.

Try these recipes to-day or to-morrow.

BAKED PORK CHOPS AND POTATOES— Temperature: 400°F. Time: 50-60 min.

Saute six pork chops until nicely browned. Arrange in a shallow baking pan. Add 2 or 3 T butter to fat in pan and melt. Dip halves of small potatoes in the fat and arrange around meat. Sprinkle with salt and pepper and bake in a preheated oven. Serve on a hot platter with a garnish of Fried Apples.

DELICIOUS FRIED APPLES

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|-----------------|----------------------|
| 5 medium apples | 2 T brown sugar |
| 2 T butter | 2 T granulated sugar |
| 8 whole cloves | 2 T vinegar |

Wash, peel and core the apples. Cut in eighths. Melt butter, add apples, and cloves, sprinkle with sugar, vinegar. Cover and let simmer 10-15 minutes. Remove cover and let simmer down until liquid thickens but do not over-cook so that apples are mushy.

EASY GINGER COOKIES—Temperature: 375° F. Time: 12-15 minutes

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|-----------------------|--------------------------------|
| 1 c shortening | $\frac{1}{2}$ t salt |
| 1 c brown sugar | 2 t ginger |
| 1 egg | 2 t soda |
| 1 c molasses | $\frac{1}{4}$ c lukewarm water |
| 4 c all-purpose flour | 1 t vanilla |

Cream the shortening, add sugar gradually, egg and molasses, beat well. Mix and sift the flour, salt and ginger and add to first mixture. Dissolve soda in the water and add to the cookie mixture. Add the vanilla. Chill dough in an automatic refrigerator. Shape dough into small balls and place on cookie sheet. Press with a fork making a waffle pattern. Bake in a preheated oven.

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. Feb. 15 }
Mon. Feb. 20 } "Casserole Dishes"

Mon. Feb. 27 "Bridge Parties"

Wed. Mar. 1 }
Mon. Mar. 6 } "Interesting Ways to
Serve Fish"

Wed. Mar. 8 }
Mon. Mar. 13 } "Pies!"

Wed. Mar. 15 }
Mon. Mar. 20 } "Lenten Casseroles"

Serve Corn Flakes Hot

Cereal manufacturers are joining in the campaign for hot breakfasts during the winter months. In full page magazine advertisements Kellogg's recommends the practice of heating their famous corn flakes in the oven and serving them to the children piping hot with hot milk or cream. The youngsters are keen for them and there is no denying that a hot breakfast fortifies young folk against the rigors of wintry blasts. Other crisp cereals that are usually eaten cold can be served the same way.

Recipe For Health

It's really not much of a riddle
To keep yourself fit as a fiddle
Of water drink deep
Get plenty of sleep
And hold down the size of your middle.

The new stream-lined flat irons are so light and so attractive that women who never before did home ironing are finding it fun to press out their finest garments.

Manufacturers and Utilities, By Cutting Costs, Have Made Modern Refrigeration Available to Millions

Manufacturers of electrical appliances and public utilities that supply the power to operate them have contributed more to raising the American standard of living than any other combination of forces. Take the automatic refrigerator as a single example. Twelve years ago a General Electric refrigerator of 6-cubic foot capacity cost \$379 while today a vastly superior one can be bought for less than half that figure.

The 1939 refrigerator not only costs less than half as much as its 1927 predecessor but it has fifty per cent more capacity. It costs only two-fifths as much to operate, due to reductions in electric rates and better mechanism, freezes three times as much ice and has a potential life three times as long.

As the result of these decreases in price and operating cost millions of American homes are able to enjoy the comfort, convenience and economy of automatic refrigeration.

If you are still depending on old-fashioned methods of food protection you'll be agreeably surprised to learn how easy it is to have a beautiful, modern automatic refrigerator installed in your own kitchen. Prices range from \$108 upward, depending on make and size.

R. G. & E. Recognizes Obligation to Community

A public utility has an obligation to the community beyond that of providing good service at lowest possible rates. The growth of any utility company is intimately bound up with the growth and welfare of the region it serves and, therefore, it should support those civic and community undertakings which have for their purpose improvements in social conditions and living standards. The R. G. & E., both as a company and through its employes, takes an active part in all enterprises that are for the betterment of the various communities which it serves.

The Wage Earner's Biggest Bargain

According to a Vassar college professor a wage earner living in a city in New York State and earning \$2,000 annually per year pays out 17.2 of his income in taxes, either direct or indirect. Contrast this with the small percentage of income paid for gas and electric service, which is only a fraction of that amount. Comparisons such as this emphasize the truth of the statement that nothing that gives so much comfort and convenience can be purchased so cheaply as gas and electric service.

R. G. & E. Inhalator Crews Responded to 74 Calls in 1938 and Saved Many Lives

Thirty-four victims of various types of accidents were restored to consciousness and in some cases saved from death by the inhalator crews of the Rochester Gas and Electric Corporation last year. The crews responded to 74 calls during the twelve months of 1938. In some of these the victim was already dead when the call was received and in others had revived before the men and their resuscitation apparatus could arrive on the scene.

Originally inaugurated to aid employes who might be overcome by gas or by electric shock the company soon found that its safety education had reduced these calls to a minimum. In the meantime, however, the public had learned the value of the emergency aid and so many calls came from outside sources that it was decided to continue the work as a community life-saving service.

Inhalator crews are composed of R. G. & E. employes who are given special training in the work of resuscitation and who are constantly drilled in order to keep abreast of latest methods. With a large number of men trained in this work a crew is immediately available at any hour of the day or night.

Labor and Agriculture Benefited by Gas Plants

The R. G. & E. gas manufacturing plants use nearly one-half million tons of coal per year and this large use benefits the men who mine it and the railroad workers who transport it. The plants also employ 550 local people and correspondingly benefit 550 Rochester families. Practically the entire payroll of the gas plants of nearly a million dollars annually is spent in Rochester which helps all lines of local business. Despite the large amount of labor employed Rochester rates have been among the very lowest in the state for manufactured gas, due to efficiency of operation of the plants and the sale of by-products resulting from gas manufacture.

These by-products (coke, fertilizer, wood preservatives, road materials, fungicide and spray materials) provide the city and surrounding agricultural territory with essential materials at low cost and thereby benefit the farmer and gardener.

Glass coffee-makers are among the fastest selling of all electric appliances this year.

DULL DINNER

or a GAY PARTY?



Everybody has noticed that when a stage scene calls for quiet and solemnity the lights are dimmed but when gayety and sparkle are desired "foots" and floodlights are "brought up." Smart hostesses know that the same rule applies to dinner parties. Light means life and when your table is bathed in the soft, mellow, glare-free radiance that is so easy to achieve with proper fixtures and bulbs your dinner is bound to be gayer. Have your lighted candles for decorative beauty as the guests assemble but when dinner begins bring up the soft electric lights.

Gas Helps Guard Health of American People and Gives Most for Money

Gas plays an important part in guarding the health of the American citizen. Samples and cultures sent to state health departments by physicians and health officers have to be tested and analyzed to detect the presence of disease-carrying bacteria. Gas is employed in no less than seventeen different processes carried out in chemistry and physics, in microbiology and in serology.

Water, milk, ice, sewage, river water, and trade wastes have to be tested for the presence of germs that may produce typhoid, pneumonia, venereal and many other communicable diseases. A steady Bunsen-burner gas flame has been found most efficient for heating solutions, for drying, for sterilizing and scores of other operations that require an exact heat to make the tests accurate.

Gas is the most economical cooking fuel known. The fuel itself costs less, the range in which it is used costs less to buy, the installation of the range costs less, and it costs less to maintain. When used for water heating gas also gives you more for your money than any other fuel.

The glowing grate gas fire—the modern counterpart of the blazing log—is providing warmth, comfort and good cheer in thousands of homes. No fuel to carry in or ashes to carry out; no smudge or smoke and no waiting for heat. The new Radiant-Fire Heaters are things of beauty.

Taking No Chances



*CUSTOMER:—Close that door young man!
I'm going to see if this light really does go out!*