

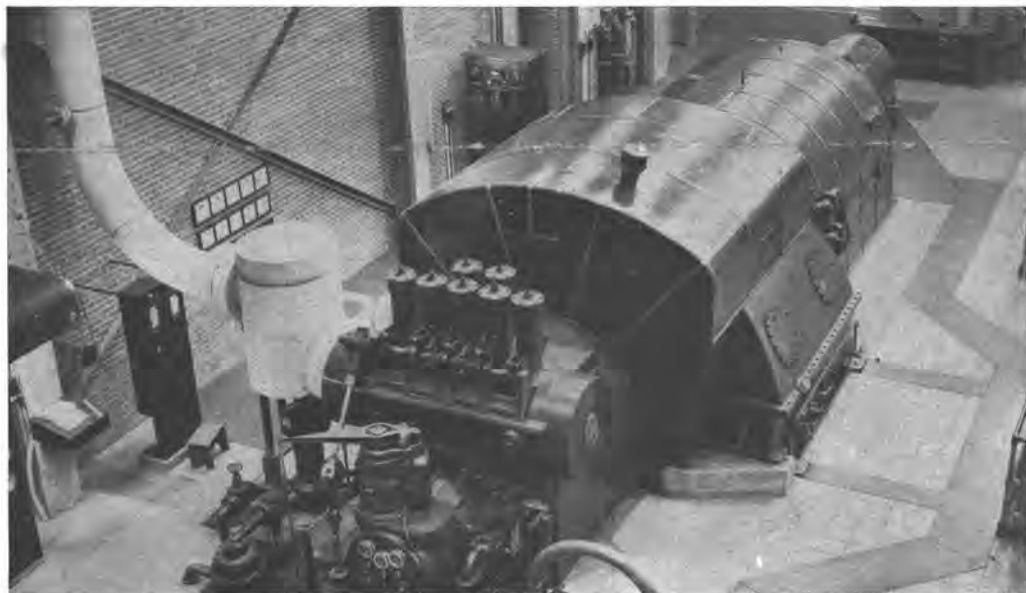


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## Giant New R. G. & E. Turbine Uses Ten Tons of Coal Every Hour



This giant new turbine at Station No. 3, Platt Street and Brown's Race, requires for its operation ten tons of coal and 1,400,000 gallons of condensing water hourly. It adds 25,000 kilowatts, or about 30,000 horsepower to the R.G.&E. electric generating capacity and was made necessary by increased demand on company facilities.

The turbine was built by General Electric and, with the huge new boiler which generates the steam to operate it, and other necessary equipment, cost more than \$2,000,000. It has been subjected to weeks of rigorous tests before being put into regular commission and is another example of the heavy expenditures which progressive utilities have to make to maintain good service for their customers.

# Cheese Dishes the Answer to a Housewife's Prayer at This Time of Year

This is the time of year when the lady of the house has rung all the possible changes in the serving of meat and fish and sighs for something different. The answer is—cheese, which happens to be even more moderate in price than usual just now. Cheese is rich in fats, in proteins and in Vitamin A. Evidence that it provides substantial energy-giving nourishment lies in the fact that cheese, with bread and wine, formed the diet of the French army during the world war. Dietitians say it is a mistake to think that cheese is indigestible. Eaten in moderate quantities it is as easily assimilable as meat or fish.

Cheese is served as a breakfast course by the Scandinavians; in England it is passed after the sweets and the French offer a dessert of cheese with fruit. Cheese combines with vegetables so tastily that the lowly cauliflower becomes almost festive and spinach au gratin is practically a party dish. According to one expert there are 258 different kinds of cheese.

The R.G.&E. Home Service Department offers a few recipes that will add zest to any meal.

## BAKED RICE AND CHEESE

**Temp. 350° F. Time: about 30 minutes**

- 3 c cooked rice
- 2 c grated cheese
- Salt and pepper
- 2 T butter
- 1 c milk
- $\frac{1}{2}$  c buttered bread crumbs

Put a layer of rice, in a buttered baking dish. Cover with a layer of grated cheese sprinkle with salt and pepper and dot with some of the butter. Continue doing this until rice and cheese is used. Add enough milk to come half-way to the top of the rice. Cover with crumbs, and bake in a preheated oven. Serve with Tomato Sauce.

## BROILED HALIBUT WITH CHEESE SAUCE

- 3 thick slices of halibut
- melted butter
- salt and pepper
- $1\frac{1}{2}$  T lemon juice
- $1\frac{1}{2}$  c medium white sauce
- $1\frac{1}{2}$  c grated American cheese
- 1 t mustard
- f. g. cayenne pepper

Arrange the halibut in a shallow buttered baking dish. Brush with butter, sprinkle with salt and pepper and the lemon juice. Bake 20-25 minutes in a 450° F oven or broil until well-done. Heat the white sauce, add cheese, mustard and cayenne. When cheese has melted pour over the fish.

## PINEAPPLE CHEESE KUCHEN

**Temp. 375° F. Time: 30-35 minutes**

- 1 c crushed pineapple
- $\frac{1}{8}$  c sugar
- $1\frac{1}{2}$  T cornstarch
- $1\frac{1}{2}$  c cottage cheese
- 2 T milk or cream
- $\frac{1}{4}$  t salt
- 3 eggs
- $\frac{1}{2}$  c sugar
- 1 T melted butter
- $\frac{1}{2}$  t vanilla
- dough lined tin
- cinnamon

Bring pineapple to the boiling point, mix sugar and cornstarch, add to pineapple. Cook until clear. Cool. Force cheese through a sieve, add flour, milk and salt. Beat eggs until light, add the sugar, butter, and vanilla. Line a layer cake tin with biscuit dough or kuchen dough, rolled thin. (If kuchen dough is used, allow to rise 20 minutes before adding filling.) Spread a layer of pineapple mixture over bottom of dough and fill pan with the cheese mixture. Sprinkle with cinnamon and bake in a preheated oven. Cut in wedge-shaped pieces to serve.

## CHEESE STRATA

**Temp. 400° F. Time: 25-35 minutes**

- 12 slices bread
- $2\frac{3}{8}$  c milk
- $\frac{1}{2}$  lb. cheese
- 1 t salt
- 2 eggs
- $\frac{1}{8}$  t pepper

Cut the crusts from the bread and line a buttered baking dish with 8 slices of the bread, slice the cheese and cover the bread with it. Cover with remaining slices of bread. Beat the eggs, add milk, salt, and pepper and pour over the bread, cover and place in a gas or an electric refrigerator over night. Uncover and 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. Mar. 22 } "Favorite Sponge and

Mon. Mar. 27 } Angel Cake"

Wed. Mar. 29 } "Old Fashioned Cookies

Mon. Apr. 3 } Made the New Way"

Wed. Apr. 5 } "Easter Dinner with Ham"

Mon. Apr. 10 }

## "Trouble Shooters" Defied Winter's Biggest Storm To Serve Customers

Excerpts from a letter written by Attorney John Arthur Jennings, 542 Rock Beach Road are an eloquent testimonial to the hardihood of the R.G.&E. "trouble shooters." During the blizzard of January 30th service in Mr. Jennings' home was interrupted and a report was made to the company. "Within a short time thereafter," says Mr. Jennings, "a Mr. McLardy arrived at my home after battling his way on foot from St. Paul Boulevard over drifts which were as high as four feet in certain places. I am informed that in some spots he had to lay down and roll over the snow in order to get through. He put the gas furnace in working condition and checked up with some of my neighbors on the telephone to see whether they were having any trouble. I am not at all surprised that there were service interruptions occurring in this severe storm but I do wish to make special commendation of the men in your gas service department for their courage and fortitude under the very trying and difficult weather conditions which they had to face."

Thank you, Mr. Jennings. Your appreciation of their efforts in behalf of your family is the best reward our men could have.

Last year 35 different makes of electric razors were on the market, ranging in price from \$1.00 to \$20. Sales totaled about 1,750,000 razors.

### Cheaper To Let Neighbor Use Your Electricity For Radio Than To Give Him Cigarette

You would think nothing of it if your neighbor asked for a cigarette but would regard it as real presumption if he requested permission to run a cord from his radio to one of the electric outlets in your home. As a matter of fact, however, the cigarette would cost you more than his use of your electric current for an hour.

The average price of one of the popular brands of cigarettes is twenty-five cents for two packs of twenty cigarettes each. That makes the cost of a single cigarette five-eighths of a cent, and for that sum you can operate the average radio one hour and forty minutes.

## Another Problem for the Dealer



**PROPRIETOR:**—Mr. Doherty was demonstrating an electric razor but now he's lost the razor.  
(*Electrical Merchandising*)

## Two Modern Electric Irons For One Price . . . or Allowance of \$1.00 on Your Old One

Here's a chance for the housewife to get two flatirons for the price of one.

One is the automatic Samson Visumatic iron that tells you at a glance when the heat is right for any types of fabric. It weighs four and one-half pounds. The second iron is the Samson Fold-Away, for traveling, for the girl away at school, for the cottage or a dozen other different uses. The handle cleverly folds down so that it may be packed easily when taking a trip. It weighs only two and one-half pounds.

For the month of March both of these irons are being offered for the one price of \$8.95. Or, if you want the Visumatic alone and turn in an old iron towards it you may have it for \$7.95. Both irons for \$8.95 (cash price) or the Visumatic alone with \$1.00 allowance for your old iron. No allowance for an old iron will be made if you want both the Visumatic and the Foldaway, but you get them both for \$8.95.

A small down payment and convenient terms may be arranged at any R.G.&E. salesroom.

Proctor and Gamble spent more in advertising last year than any other business in America. General Foods was second, American Tobacco, third and General Motors, fourth.



### SAMSON VISUMATIC IRON

*Tells you when it's HOT for any fabric.*

Garments saved! It says WHEN to iron every type fabric. Weighs but  $4\frac{1}{2}$  pounds.

**EASY TERMS** at any R.G.&E. SALESROOM

**TWIN HELPS TO IRONING EASE!**

**2** FOR THE **1** **\$8<sup>95</sup>** BUYS BOTH  
PRICE OF

**or \$1.00 OFF for your OLD IRON**

*\$8.95 buys both irons (cash price) or the Visumatic alone with \$1.00 off for your old iron.*



**FOR TRAVEL!**  
**FOR HOME!**  
**FOR SCHOOL!**

### SAMSON FOLD-AWAY IRON

Keeps clothes travel-neat. Quick heat-up! Handle cleverly folds down. Weighs  $2\frac{1}{2}$  lbs.

**HANDY HARRY-KIT FOR PACKING AWAY!**

## Costs \$1.03 To Furnish First 400 Cubic Feet Of Gas But Company Only Gets 50 Cents

A careful study of customer costs made by the R.G.&E. Rate and Contract Department and filed with the Public Service Commission shows that it actually costs \$1.03 (excluding any return on the investment) to furnish the first 400 cubic feet of gas to a customer in the Rochester district. Customer costs include such items as meter reading, billing, accounting, collecting, servicing, etc. These are items that are just as heavy in the case of the customer who uses only a few hundred feet of gas per month as with the customer who uses thousands of feet.

Although this survey shows that without any return on investment it actually costs \$1.03 for the first 400 cubic feet of gas supplied a month under the present rates, the R.G.&E. receives only 50 cents for it and, under the proposed new rates which are now being argued before the Public Service Commission, the company would receive only \$1.00.

**As the result of a reciprocal arrangement made by the R.G.&E. a dozen Florida cities will advertise Rochester and the Finger Lakes region as an ideal summer playground. In return we boost Florida in winter.**

### Gas Replaces Electric Cooking Equipment

Gas has replaced electric cooking equipment in two large Buffalo eating places—Lorenzo's Italian-American restaurant and Pfeiffer's Marine Grill. Both of these restaurants found that gas would do a better cooking job at lower cost than any other fuel.

### Mrs. Roosevelt Likes To Cook With Gas

According to the book "Let Them Eat Caviar" by George Abell and Evelyn Gordon, Mrs. Franklin Roosevelt has a private kitchen adjoining her bedroom in the White House which contains in miniature a gas stove, a sink and a refrigerator. Shelves for dishes, pots and pans hang against the wall and in the drawers are towels, knives and forks. The First Lady likes to cook, and in this cozy kitchen she can whip up a cake or scramble an egg without summoning the servants.