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You Can Enjoy Cool Breezes At Home With The New Smart, Safe and Silent Rubber-Bladed Fans

A change of scene is pleasant of course but it is no longer the only means of escaping summer heat. Today you can keep cool and comfortable right at home with one or more electric fans bringing refreshing breezes wherever you want them.

The Samson Safe-Flex fans, made right here in Rochester, are enjoying tremendous popularity because their soft rubber blades make them absolutely safe, even in families where there are very small children.

The Samson rubber-bladed fans cost no more than other fans of good quality and operate just as economically. One cent's worth of electricity will run the ten-inch size for three hours. These Samson fans have no "bird-cage" guard around the blades because none is needed. You can place one of them anywhere and not worry about a curious youngster thrusting an exploratory finger into the whirling blades.

There are various models priced from \$3.95 up. Most popular size for the home is the 10-inch fan, which sells for \$7.95 in the stationary model and for \$11.95 in the oscillating model. Drop in at any R. G. & E. office and ask to see a demonstration of these smart, silent and safe electric fans.

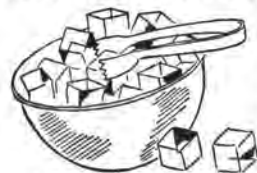


The largest attendance at any World's Fair up to the present was 39,000,000, registered by the Century of Progress Exposition at Chicago in 1933 and 1934. Promoters of the New York World's Fair expect it to draw 60,000,000 if it runs two seasons.

Midsummer Menu Suggestions That Will Lighten Mealtime Labors During Sultry Days

The mere thought of preparing a big meal is enough to make soaring mid-summer temperatures seem even five degrees hotter and the culinary experts of the R. G. & E. Home Service Department offer some suggestions which should be helpful in any home.

Try Mint Syrup With Hotweather Beverages



The most popular item on any summer menu is usually a refreshing ice cold beverage. It is easy to have these in variety with a little advance preparation.

Iced tea will never cloud if it is made in this simple way. Pour 6 cups of cold water over 4 tablespoons of tea and let stand in an automatic refrigerator for 24 hours. Pour over crushed ice and serve with lemon juice and mint.

Keep a jar of simple syrup on hand to sweeten fruit drinks. Boil 2 cups of sugar and 2 cups of water for 5 minutes and store in a fruit jar in the automatic refrigerator.

Mint syrup adds a refreshing touch to a cold drink. Crush 1 cup of mint leaves, add one-quarter cup of sugar and let stand over night. Strain through cheesecloth and store in a bottle in the automatic refrigerator to be used as needed.

Some Easy-to-Make Main Dishes For Heartier Appetites

Whether it's hot or whether it's cold there will always be those hearty eaters who demand something more substantial than snacks or buffet delicacies. Main dishes that will satisfy most appetites can be made without trouble and we submit three simple ones.

Break eggs in a shallow baking dish. Sprinkle with salt and pepper, bread crumbs and grated cheese. Dot with butter. Bake 15-20 minutes in a 375° F. oven.

Scoop centers out of medium or large tomatoes, stuff with corn beef hash and top with buttered bread crumbs. Bake 20 minutes in a 400° F oven.

Cut a slit in each frankfurter, insert a strip of cheese and wrap in a slice of bacon. Arrange on broiler rack. Cut cold boiled potatoes in thick slices, dip in melted butter and arrange on rack with sausages. Broil 8 to 10 minutes, turning potatoes and sausages as they brown.

Plain or Fancy Sandwiches Are Always Popular

Ever since the Earl of Sandwich laid a piece of rare English roast beef between two slices of bread the sandwich has been a gastronomic favorite with young and old.

Two or three different kinds of sandwich fillings may be kept on hand to be made into hearty or dainty sandwiches. Mix 2 cups of grated rare-bit cheese, one-half cup of soft butter, 1 tablespoon of Worcestershire sauce and a few grains of cayenne. Beat until smooth and store in a covered container in an automatic refrigerator. Use on rye or white bread.

Put one-half pound of pitted dates and 1 whole orange (rind and all) through the food chopper. Mix to a smooth paste and store. Add cinnamon and honey to creamed butter and use on raisin or nut bread.

Serve Plenty of Home-Made Cookies With Fresh Fruits

Father and the youngsters always go for home-made cookies in a big way. By preparing the cookie dough in advance they can be made as desired and served in a variety of tempting ways.

Prepare any favorite recipe of a rolled out cookie dough, shape in a roll and wrap in wax paper. Chill in an automatic refrigerator until firm. When cookies are needed, slice off the dough one-eighth inch thick, arrange on cookie sheet, place a teaspoon of jam or marmalade in center, cover with another slice and press around edges. Bake in a preheated oven. Or slice cookies one-quarter inch thick and sprinkle with nutmeats, coconut or cinnamon and sugar. Bake in a preheated oven.

Call Us for Further Suggestions

The suggestions given above are only a few of many the R. G. & E. Home Service Department has to offer to make summer meals easier to prepare. Phone Main 3960 and ask for the Home Service Department when you want cooking advice or assistance.

The 1939 Canning Chart is Now Ready and May be Had Free of Charge if You Will Call For it.

Utilities and Electric Manufacturers Have Amazing Record for Cutting Costs to Consumer

In analyzing the amazing progress made by the automobile manufacturers in improving their product and reducing prices the famous financial writer, B. C. Forbes, asked whether any other industries could match this record. The challenge was promptly accepted by C. M. Ripley of the General Electric Company.

According to Mr. Ripley manufacturers of electrical appliances and utility companies that provide the power to operate them, have co-operated to effect tremendous reductions in the cost of electricity. The average rate for electricity used in the home, he points out has been reduced so greatly since 1927 and the cost of an electric refrigerator has dropped sharply during the same period with the result that it has been possible for more and more millions of modest homes in America to enjoy this modern method of food protection.

It is pointed out that the Metropolitan Life Insurance Company statistics show that deaths attributed to food poisoning dropped 67 per cent since 1927 and "that such deaths are in inverse proportion to the number of refrigerators in use", meaning that the more refrigerators the fewer deaths.

Although the cost of all materials that go into the building of a home were only 3.1 per cent less in 1937 than they were in 1926 the retail price of electrical appliances generally has been reduced fully 50 per cent. Greatly lowered cost of the electric appliances themselves and steady reductions in the cost of electric service by the utilities of the country have combined to enable the people of this country to live better than any other people on the face of the globe.

A PARDONABLE ERROR



"Sit down, Joe. It's the toaster and not the phone that's ringing".

(Courtesy Electrical Merchandising.)

One Cent a Month For Light Helps Make Stairways Safer

Statistics show that for every automobile accident there are four accidents in the home and in the home, stairways are probably the cause of more mishaps than anything else.

Adequate lighting will prevent a lot of stairway accidents, and it is the cheapest of all safety aids, with the exception of common caution, which costs nothing.

The difference between the cost of burning a bulb that gives dim light, and one that furnishes proper illumination is seldom more than a cent a month, considering the fact that stairway lights in the home are usually switched on only when they are to be used.



Main 7070 Added to R. G. & E. Phone Numbers for Customer Convenience

In line with our policy of continuously improving R. G. & E. service facilities we have added a new number to our telephone system. Our listing appears in the new Rochester telephone directory as follows:

ROCHESTER GAS & ELECTRIC CORPORATION
Customer Service

Emergency Calls

Gas or Electric Trouble

Applications for Service

Appliance Repairs & Adjustments

Bill or Service Information

Main 3960

For all other purposes call

General Offices—89 East Avenue

Main 7070.

It will help us to serve you better if you will call Main 3960 for the purposes listed and Main 7070 for sales and other departments or for calls to particular individuals.

Huge Tax Losses Now Alarming Public Ownership Advocates

A serious consequence of the government's entrance into the field of electric light and power production is the loss of tax revenue to states and municipalities. Government power plants pay little, if any, taxes, in contrast to the millions collected from private plants. Either this must be written down as dead loss to the states, or the difference must be made up by new taxes on other sources, already heavily burdened.

The effect of the loss has begun to make itself felt in Tennessee, where the TVA has taken over virtually all of the private electric industry. All units of government in that state are said to be faced with new fiscal problems. Similar conditions are developing in the far West, where power from Grand Coulee and Bonneville dams threaten to supplant private power. In Oregon and Washington, the power utilities are among the largest taxpayers. The loss of this tax revenue is a particularly serious matter in states of comparatively small population.

Public demand that publicly owned plants be taxed on precisely the same basis as private plants is becoming more and more vocal, according to a bulletin of the Industrial News Review, published at Portland.

It would seem to be the part of wisdom for the government itself to take the lead in remedying the situation. Everyone knows that so long as government plants pay no taxes, the "yardstick" rates set up there as a standard for the private industry, have virtually no meaning. If the "yardstick" is to be fair, then conditions in both public and private plants should be made approximately the same. This would mean similar tax levies, regulation, accounting, bookkeeping and all other items of business.

If these factors were made equal in all kinds of power plants, then the public would have some real basis for deciding what a fair rate should be. As it is, it gains nothing in low rates for government power if it has to make up for it in enormously increased taxes. (Rochester Democrat & Chronicle).

A State of Maine legislator wants to make it a crime to put tomatoes in clam chowder. And the death penalty should be invoked for perpetrators of some of the monstrosities that masquerade as strawberry shortcake.

- Manufacturers are making so many different kinds of fancy dog food that the newspapers will soon have to carry a page of special recipes for the canines. Last year \$600,000,000 worth of dog delicacies were sold, which indicates that sometimes business can go to the bow-wows and still be profitable.



**SAVE THAT
TWINKLE!**

Light Is Cheap . . . Eyesight Is Precious

Guard youthful eyes with proper light in the home. The new smart I. E. S. Lamps (designed by the Illuminating Engineering Society) provide restful, glare-free light for every purpose. Ask to see the various styles and models.

R. G. & E.