



NUMBER 9

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VOLUME III

ROCHESTER'S THIRD ANNUAL OLD STOVE ROUNDUP



We don't care how ancient is your old stove. We'll allow you \$10 to \$20 for it when you replace it with a glamorous new stream-lined *C. P.* gas range. The letters *C. P.* stand for Certified Performance and mean that the range has passed 22 rigid tests for efficiency and economy. *C. P.* ranges cook and bake quicker, easier, better and cheaper than any other range.

Heartier Meals Favored With Advent of Cooler Autumn Days—Try Piquant Meat Loaf

As summer fades and approaching autumn brings cooler, snappier weather the average family favors heartier dishes than those served during hot July and August days. With vacation periods over and the children going back to school preparation of meals returns to a definite schedule and nothing intrigues the appetite more than a new recipe or a variation on an old one. The R. G. & E. Home Service Department offers the following suggestions:—

Piquant Meat Loaf—Temperature: 350° F
Time: 1½ to 2 hours

1½ lbs. ground beef	½ c Milk
½ lb. ground veal or pork	3 T horseradish
1 T minced onion	1 t dry mustard
1¼ c soft bread crumbs	2 T Worcestershire
2 t salt	Sauce
2 eggs	½ c catsup

Mix all ingredients except the catsup. Shape into a loaf and place in a buttered pan. Pour catsup over top and bake in a preheated oven.

Variation:—Shape mixture into small cakes and arrange in a shallow buttered pan. Put a spoonful of catsup on each cake and bake 40 to 50 minutes in a 400° F oven.

A CP RANGE SAVES TIME—SAVES FUEL—AND SAVES FOOD!

Butterscotch Apples

5 apples	few grains salt
¾ c brown sugar	1½ t cornstarch
½ c water	1 T butter
¾ c milk	½ t vanilla

Wash, pare, core and quarter the apples. Combine brown sugar and water, bring to the boiling point, add apples and cook until tender but not mushy. Drain apples from syrup. Mix hot milk, salt and cornstarch, bring to the boiling point. Add the syrup in which apples were cooked and cook 3 to 5 minutes longer. Remove from flame and add butter and vanilla extract and pour over apples. Serve hot or cold. Variation: Use peaches or pears in place of apples. A topping of sweetened whipped cream may be used.

Simmer burners allow vegetables to cook in small amounts of water thereby preventing loss of valuable food elements.



R. G. & E. Range Salesmen Get Cooking Instruction from the Home Service Department

Cream Peach Pie—Temperature: 425° F
Time: 40 to 45 minutes

Pastry lined tin	⅛ t salt
4 c sliced peaches	¾ c cream
5 T flour	⅛ t nutmeg
1 c sugar	

Fill pastry lined tin with peaches. Mix the flour, sugar, salt, cream and nutmeg. Pour over the peaches and bake in a preheated oven.

Variation: Use apples instead of peaches. Sprinkle 2 or 3 T brown sugar over top and finish baking.

A CP RANGE OVEN LIGHTS AUTOMATICALLY—NO MATCH NEEDED

Governors of some states object to President Roosevelt's change of the Thanksgiving date and threaten to proclaim another one on November 30th. Two Thanksgivings might not be such a bad idea at that. Housewives could use one of them to give thanks for the blessings of low cost gas and electric service.

Strawberry shortcake and blueberry pie may disappear with the summer but the joys of pumpkin pie and sweet cider are just ahead.

This is the time of year when June brides begin to discover that hubby likes a good meal thrown in with his diet of love and kisses.

Rhymed Salad Recipe is More Than 100 Years Old

More than 100 years ago Sydney Smith, eminent English divine and writer penned a verse in which he rhapsodized over the joys of the salad bowl and created a rhymed recipe for his favorite salad. Today, with such a great variety of salad recipes in every cook book, it may seem a bit old-fashioned but here's the way Rev. Smith liked it:—

“To make this condiment, your poet begs
The pounded yellow of two hard-boiled eggs;
Two boiled potatoes, passed through kitchen-
sieve,
Smoothness and softness to the salad give;
Let onion atoms lurk within the bowl,
And, half-suspected, animate the whole.
Of mordant mustard add a single spoon,
Distrust the condiment that bites so soon;
But deem it not, thou man of herbs, a fault,
To add a double quantity of salt.
And, lastly, o'er the flavored compound toss
A magic soup-spoon of anchovy sauce.
Oh, green and glorious! Oh, herbaceous treat!
'Twould tempt the dying anchorite to eat;
Back to the world he'd turn his fleeting soul,
And plunge his fingers in the salad bowl!
Serenely full, the epicure would say,
Fate can not harm me, I have dined today!”

Gas Is Most Popular Fuel At New York World's Fair

So versatile is gas that in addition to doing the cooking and water-heating at the New York World's Fair it smokes Swift's frankfurters . . . vulcanizes Firestone's tires . . . bakes Continental's bread, Wagner's pies and Drake's cakes . . . cooks the popcorn, taffy and pretzels . . . washes Coca Cola's bottles . . . melts, cuts, spins and works glass for Glass, Inc., and Ancient Glass Blowers . . . roasts Standard Brand's coffee . . . fires the famous Fiesta ware (bisque, glost and decoration) for U. S. Potters . . . pasteurizes Borden's milk . . . incubates Dr. Couney's babies . . . regulates tobacco moisture and heats glue for American Tobacco . . . runs Ford's historical Edison generator . . . makes the mist for Victoria Falls . . . steams Old New York's barber shop towels . . . presses the Army's pants . . . heats flasks and autoclaves in several laboratory displays . . . solders in the World's Fair Shops . . . and even—with the finishing touch—incinerates every used Fair ticket.

Utilities Pay Enough To Support U. S. Army

In 1937 the privately owned electric utilities of the country paid \$359,000,000 in taxes, according to figures compiled by the U. S. Census Bureau. This was more than enough to pay the entire year's appropriation for the United States Army. Publicly owned utilities pay little or no taxes with the result that in communities where they operate the citizens have to make up the losses in other forms of tax contributions.

The new COMBO water-heater and incinerator is making a big hit with families who live beyond the regular city garbage collection routes. You get a modern automatic water heater and a garbage and refuse incinerator in a single appliance. Ask about the Combo at the R. G. & E. Main Offices, 89 East Avenue.

Refrigerator Is Voted No. 2 Household Appliance

If the average American housewife could have but one more household appliance (after her range) she would choose the automatic refrigerator. Last year more than a million and a quarter were sold and 1939 sales are expected to eclipse even that figure. The latest models have many attractive new features and are so improved in efficiency that the operating cost is only a few cents a day.

On July 1st last the State of New York placed an extra tax of two cents on each package of twenty cigarettes. An idea of the low cost of electric service may be gained from the fact that this extra two cents would pay for operating your radio for two to three baseball games or light a 50-watt lamp an hour every night for eight nights.

According to Broadcasting Magazine the average pay of radio announcers, including everybody from the high salaried star down to the beginner, is \$34.40 per week.

Young eyes are precious. Protect them with good light. An I. E. S. student lamp will make it easier for school children to do good home work.

The General Electric Company is said to be spending \$5,000 a week in experimental work on television.

Housewife's Dollar Today Goes Farther Than Ever When Used to Purchase Electric Service

If you rang the doorbell of the average American home and asked the lady of the house to name the things she considered most essential to family life and comfort she would say food, clothing and shelter because they are primary needs of human existence. Her next choice would undoubtedly be electric service, which was an unknown thing only sixty years ago.

A remarkable feature about the development of electric service in the family life of the American people is the fact that it has steadily decreased in price so that today electricity works

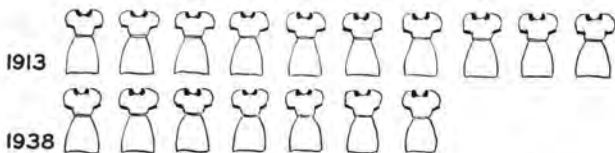
longer hours in the home for less pay than at anytime in its history, and this has been accomplished, not under public ownership, but under progressive, efficient and economical operation of private ownership of utilities.

The charts below show that although the housewife's dollar buys less food, clothing and shelter than it did twenty-five years ago it purchases a great deal more electricity, all of which emphasizes once more the fact that electric service is the smallest item in the family budget and gives more for every penny expended than anything else we buy.

To-day the housewife's dollar buys 20 per cent less food than it did 25 years ago!



It buys 30 per cent less clothing!



It buys 15 per cent less shelter!



But it buys 70 per cent MORE electric service!



Demonstrating once more that the privately owned utilities of the country have done an outstanding job in making comfort, convenience and better living available to millions of American homes at lower cost.