



R. G. & E.  
Monthly  
Messenger  
April, 1940

# Youngsters Will Love These Home-Made Cookies



"THE COOKIE JAR"

A house should have a Cookie Jar,  
For when it's half-past three  
And children hurry home from school  
As hungry as can be,  
There's nothing quite so splendid  
In filling children up  
As spicy, fluffy ginger cakes  
And sweet milk in a cup.

A house should have a Mother  
Waiting with a hug  
No matter what a boy brings home—  
A puppy or a bug;  
For children only loiter  
When the bell rings to dismiss,  
If no one's home to greet them  
With a cookie and a kiss!

Here are two cookie recipes that will make a hit in any family.

**GINGER COOKIES**—Temperature: 400° F.  
Time: 10 to 12 minutes

¼ c shortening	1 t ginger
1 c sugar	1 t cinnamon
1 egg	1 c fine bread crumbs
1 c molasses	1 c water
5 c all-purpose flour	1½ t soda

Cream the shortening, add sugar, the well beaten egg and the molasses. Mix and sift the flour, ginger and cinnamon, add the bread crumbs. Dissolve soda in the water and add to creamed mixture with the flour. Chill the dough in an automatic refrigerator. Roll dough ¼ inch thick and cut with a cutter dipped in granulated sugar. Bake in a preheated oven.

**CHOCOLATE DROP COOKIES**—

Temperature: 350°F. Time: 12 to 15 min.

¼ c shortening	1½ c all-purpose flour
1 c brown sugar	½ t soda
1 egg	½ t salt
3 sqs chocolate or	½ c milk
5 T cocoa	1 t vanilla

Cream the shortening, add sugar and beat well. Add the beaten egg and the melted chocolate. If cocoa is used, sift with the flour, soda, salt and add alternately with the milk to the first mixture. Add vanilla. If desired ½ c nutmeats or ½ c coconut may be added. Drop by spoonfuls onto a buttered cookie sheet and bake in a preheated oven.

## FOUR FREE DEMONSTRATIONS WEEKLY IN R.G.E. KITCHENS

### "DELICIOUS COOKIES"

Mon. and Tues. Evgs., April 1 and 2 at 7:30; Wed. and Thurs. Afternoons, April 3 and 4 at 2:00.

### "BROILER MEALS"

Mon. and Tues. Evgs., April 8 and 9 at 7:30; Wed. and Thurs. Afternoons, April 10 and 11 at 2:00.

### "SPRING CASSEROLES"

Mon. and Tues. Evgs., April 15 and 16 at 7:30; Wed. and Thurs. Afternoons, April 17 and 18 at 2:00.

### "FAVORITE CAKES"

(Especially chocolate)

Mon. and Tues. Evgs., April 22 and 23 at 7:30; Wed. and Thurs. Afternoons, April 24 and 25 at 2:00.

### "SPRING OVEN MEALS"

Mon. and Tues. Evgs., April 29 and 30 at 7:30; Wed. and Thurs. Afternoons, May 1 and 2 at 2:00.

### "REFRIGERATOR RECIPES"

Mon. and Tues. Evgs., May 6 and 7 at 7:30; Wed. and Thurs. Afternoons, May 8 and 9 at 2:00.

### "SKILLET MEALS"

Mon. and Tues. Evgs., May 13 and 14 at 7:30; Wed. and Thurs. Afternoons, May 15 and 16 at 2:00.

### "SALADS"

Mon. and Tues. Evgs., May 20 and 21 at 7:30; Wed. and Thurs. Afternoons, May 22 and 23 at 2:00.

### "A WELL-STOCKED PICNIC BASKET"

Mon. and Tues. Evgs., May 27 and 28 at 7:30; Wed. Afternoon, May 29 at 2:00.

All demonstrations held in basement of R. G. & E. Building, 89 East Avenue, Rochester.

# Public Cheers As Manufacturers Wage Price War On Leading Makes Of 1940 Refrigerators

The leading manufacturers of automatic refrigerators have started a price war that is giving consumers the biggest bargains in refrigerator history. Prices have been slashed to the lowest figure ever charged for quality models and, although the competition may be a headache to the manufacturers, it is bringing joy to families who are taking advantage of the opportunity to get a modern money-saving and health-protecting household appliance for less than half what it cost a few years ago.

Drop in at the R. G. & E. showrooms at 89 East Avenue or visit any dealer's store and

look over the display of leading makes and models. You'll notice marvelous new improvements in design and efficiency of arrangement, coupled with better construction throughout.

Both the purchase price of the 1940 automatic refrigerators and the cost of operation are now so low that folks who are obliged to watch the pocketbook cannot afford to be without this modern form of food protection. A down payment as low as \$5, with three years in which to pay the balance, now makes it easy for almost any family to enjoy the comfort, convenience and economy of automatic refrigeration.

## Macedon Farmer Voices Appreciation of Service

The R. G. & E. has been a leader in carrying the benefits of electric service to the farms and rural homes in the territory it serves, with the result that this region is one of the most completely electrified in the United States. The appreciation of the farmers, not only for the service itself, but for the free help and advice which R. G. & E. representatives give to farmers planning electrical installations, are voiced in the following letter to President Herman Russell:

Dear Sir:

In appreciation of ten years of electric service, I wish to thank the R. G. & E. for making it possible for us farmers to enjoy the convenience that electricity gives. They have been our happiest ten years on the farm. We do not carry any more water, either for the house or stock. We water the plants we grow, right in the greenhouses and, believe me, that alone is worth all we have spent for it. Besides we have a General Electric refrigerator, electric range, two radios, hot water heater, washer, churn and all the other appliances for the home as well as lights all through the house, henhouse, barn and all other buildings. I am very grateful to Carl Jeerings, (R. G. & E. Farm Service Supervisor), for his splendid suggestions and help in selecting the very best equipment. Thanking you and your Company for the splendid cooperation you have given us.

Sincerely yours,  
A. De Clerck  
Macedon, N. Y.

### COLD FACTS

To-day manufacturers are making the automatic refrigerator so attractive that the housewife hates to keep it in the kitchen.

The next refrigerator attachment will probably be a gadget that can be set to give warning of midnight raids on the "ice box".

They are still telling the story of the Rochester bride who frantically phoned the service man that she had every pan and dish filled with ice cubes and didn't know what to do. She thought you had to take the cubes out as fast as they froze.

### HARDER TO SWING VACUUM CLEANER



"Gosh, Maw, I think I like the old-fashioned way of beatin' 'em better."

# Young Eyes are Precious-Protect Them With Good Light



**POOR LIGHT MAKES  
STUDYING HARD**



**DON'T SLUMP WHEN YOU  
DO YOUR HOME WORK**



**DEFECTIVE EYES HURT  
GRADES and HEALTH**



**GOOD LIGHT MAKES  
STUDYING EASIER**



**SIT LIKE THIS WHEN  
YOU READ OR WORK**



**IF YOU NEED THEM, IT'S  
SMART TO WEAR GLASSES**

The above sketches showing the right and wrong way of home study are published through courtesy of General Electric Company. An I.E.S. Study Lamp, which provides the right amount of glare-free illumination, will make study, reading or play easier and pleasanter for any boy or girl.

## Saving \$5,000,000 Every Night

It is estimated that as the result of the remarkable increase in the efficiency of the modern electric light bulb, which uses less electricity and gives more light, and the lowered cost of electric service, the American people are saving in lighting alone approximately \$5,000,000 a night or nearly two billion dollars a year over what they would have paid for the same amount of illumination a few years ago.

## SUGGESTION FOR SPRING WEDDINGS

Every year hundreds of May and June brides return their wedding presents in exchange for an electric iron. Some people have the idea that a flatiron is too unromantic for a wedding gift but they haven't seen the glamorous new models. They're beautifully stream-lined and weigh only 3½ pounds. The bride will appreciate it more than most gifts, because it's something she can't get along without. Then, too, the new light weight iron has another advantage. In the unlikely event of a marital spat the bride can throw it farther.

## NO WONDER THEY ENVY US!

Who wouldn't want to live in America? Of the more than 32,000,000 homes in this country, three-fourths are wired for electricity. About 85 per cent of the homes have radios, 70 per cent have electric irons and approximately 40 per cent have electric refrigerators, toasters and washing machines. The widespread use of electricity is due primarily to the steady decline in the rate which is now only three-fifths of the 1913 level. (First National Bank of Boston).

## Want Your Dishes Washed Free?

If you live in the Rochester district call Main 7070 and ask for the Home Service Department. We'll be glad to send out a demonstration electric dishwasher to show you how easy and pleasant this thrice-daily task can be made. If your home is outside Rochester ask the nearest R. G. & E. office about this service. No obligation of any kind of course.