



R.G. & E. MONTHLY *Messenger*, JULY, 1940

"Yum! Yum! That's good!" Sure it's good, and it's healthy too! It's easy and economical to make delicious frozen desserts with a modern automatic refrigerator! Now selling at the lowest prices in history!

Picnic Dishes Make Hit With Every Family

July and August are the picnic months when a change from the regular routine of steaks, chops, stews, and roasts is appreciated by every family. The R. G. & E. Home Service Department has prepared three recipes that will find ready favor with any appetite. Try one or all three this week and see how enthusiastically they are received.

CITY CHICKEN—

Temperature: 350° F. Time: 2 hours.

veal steak	1 egg
pork steak	2 T water
salt and pepper	4 T drippings
fine crumbs	$\frac{1}{2}$ c boiling water

Cut the steak into $1\frac{1}{2}$ inch cubes, allowing 3 or 4 pieces of each kind of meat for each serving. Put meat on skewers alternating veal and pork. Season well with salt and pepper. Beat the egg, add 2 T water and dip the meat into the crumbs, then the egg and then the crumbs. Brown in the drippings, add the water, cover and bake in a preheated oven. These are delicious served hot, or cold. For picnics, cool well and wrap individually in waxed paper.

CHESS TARTS—

Temperature: 375° F. Time: 30 to 40 minutes.

1 c raisins	1 egg
$\frac{1}{2}$ c chopped nutmeats	$\frac{1}{4}$ c sugar
grated rind of lemon	plain pastry
juice of 1 lemon	1 egg white
	2 T sugar

Mix the raisins, nutmeats, rind, and juice of the lemon. Beat egg until light, add sugar and beat well. Add to first mixture. Line small muffin tins with pastry. Fill with the raisin mixture and bake in a preheated oven. Beat egg white until stiff, fold in the sugar and place a spoonful on top of each chess tart. Bake 5 to 6 minutes longer. A bit of red jelly on top of each meringue adds an interesting color note.

PICNIC SALAD—

2 c diced ham	$\frac{1}{4}$ c French Dressing
1 c diced cooked potatoes	$\frac{1}{2}$ c chopped sweet pickle
$\frac{1}{4}$ c diced cooked carrots	2 hard cooked eggs
$\frac{1}{2}$ c peas	1 c mayonnaise
1 T chopped onion	

Mix the ham, potatoes, carrots, peas, onion, and French Dressing. Let stand 30 minutes. Add pickle, egg, and mayonnaise. Mix carefully and chill. Serve on lettuce with a garnish of thin slices of beet.

How to Store Foods in Automatic Refrigerators

Different foods require different arrangements for storing in automatic refrigerators. Proper attention to this matter will retain all the freshness and flavor of fruits and vegetables. Here are a few suggestions:

Berries: Strawberries, raspberries, et cetera, are best if shaken out of box onto a plate and stored uncovered. Do not wash until ready to use.

Vegetables: Wash lettuce, radishes, parsley, cress, et cetera, and remove any waste leaves. Shake to remove surplus water and store in vegetable pan. Only the moisture that clings to the vegetables is needed in the vegetable pan. No additional water should be added. Trim vegetables such as carrots, beets, celery, and asparagus and wash thoroughly before placing in pans.

Fruits: Cantaloupes and pineapples should be well wrapped in wax paper or placed in oiled silk bags so that there will be no odor from them. Store in refrigerator only long enough to chill.

Quick-Frosted Foods: Store in freezing compartment.

New Streamlined Westinghouse Adjust-O-Matic Iron for only \$7.95 and Your Old Iron

Flat-irons that weigh six pounds or more have very appropriately been characterized as "wife-killers." In the course of a year the woman who does only a moderate amount of ironing lifts tons of extra weight.

The smart new electric irons weighing not more than four pounds make all the difference in the world in the amount of energy required to do the family ironing. And these irons are the famous Westinghouse Streamlined Adjust-O-Matic irons with heat control for various types of fabric. Take advantage of our special July offer and get a beautiful new Westinghouse Adjust-O-Matic iron for only \$7.95 and your old iron. The regular price is \$8.95.



Country's Power Supply Adequate to Meet Rush of Defense Production

Recent checks indicate that the utility industry of the United States is in a position to meet all power demands of the country. Utility executives declare that there will be no power shortage should large numbers of manufacturing plants go on a 24-hour basis. Comparison of power supply now with that at the time the United States entered the World War shows that the private utilities have an installed capacity of 33,200,000 kilowatts, or nearly four times as much as the total of 8,944,407 in 1917. The total of all generating capacity now available (including private, municipal, and government) is 39,102,000 kilowatts, with more generating units scheduled to go into operation in the near future.

The fact that the industry is now interconnected in a vast power grid gives added assurance of an adequate power supply in industrial centers. Some time ago Chairman Leland Olds of the Federal Power Commission turned over to the private utilities for technical study its proposal for a power grid to cost \$190,000,000. The utilities feel that such a proposed grid is unnecessary and can offer no substantial advantages over the present interconnected system. (*Electrical World*).

Tune in WHEC Monday Evenings For New R. G. & E. Radio Program

Tune in WHEC every Monday night at 6:30 o'clock and hear the popular new R. G. & E. radio program—"Your Washington Correspondent." This fifteen minute program chronicles in intimate and friendly fashion the doings of Rochester people in the capital city and many of our customers have had the pleasant surprise of hearing their names mentioned in connection with a visit to Washington.

Cooking Demonstrations Discontinued Until Fall

The free cooking demonstrations which have been held four times weekly in the R. G. & E. kitchens at 89 East Avenue, Rochester, have been discontinued for July and August. Our staff of experts is still on duty, however, and we'll be glad to see you at any time and to aid you with cooking or household problems. Stop in any week day or phone Main 7070 and ask for Home Service whenever you think we can help you.

The candidate whose platform calls for a cold chicken in every refrigerator will get the summer vote.



Courtesy Cards for Visitors to Electric Exhibits at World's Fair

The R. G. & E. has a limited number of Courtesy Cards extended by the Electric Utilities Exhibit, which is one of the most interesting displays at the New York World's Fair. We are informed that if these cards are presented at "Personal Service" in the Lounge of "Forward March of America" on the Plaza of Light the holder will have an opportunity to rest and will be given any desired information regarding the Fair itself, hotels, transportation, amusements, shopping advice, etc.

These cards are free for the asking as long as they last. If you are planning a trip to the Fair, stop in at the nearest R. G. & E. office and ask for them at the Service Counter.

Concerts Under the Stars by Rochester's Famous Orchestra

Summer "Pop" concerts under the stars at Manitou Beach by fifty members of the Rochester Civic and Philharmonic Orchestras began Sunday, June 23 and will continue through July and August. Jose Iturbi, world-famous conductor, will direct a limited number and Guy Fraser Harrison will conduct others. These concerts are staged in a setting like the Viennese gardens of olden days, with food and beverages being served during the performances. Admission is 50 cents, with free parking and includes the privilege of remaining for dancing at the Manitou Hotel. Concerts will be given on Wednesday and Friday evenings at 8:45 and Sunday afternoons at 4 o'clock. Programs will be light in character.

Cool breezes are cheap and you don't have to travel to find them. For the cost of one cent a small electric fan will provide a continuous breeze for three hours, right in your own home.

Latest Reduction in Electric Rates Will Save R. G. & E. Customers \$400,000 Per Year

As the result of the latest reduction in electric rates, approved by the Public Service Commission and effective as of July 1st, customers of the Rochester Gas & Electric Corporation will save approximately \$400,000 on their electric bills during the next year. The reduction is about equally divided between residential and commercial consumers.

In Rochester and surrounding suburban area every residential customer will be benefited, savings running from \$1.20 to \$5.04 annually. The small consumer is benefited through the reduction in the monthly minimum charge from \$1 to 90 cents.

All commercial customers in the same territory, such as stores, garages, etc., will benefit from the rate slash and the reduction will amount in some cases, depending on use, to as much as \$36 per year. The least reduction for any small commercial consumer will be \$1.20.

As the result of this and other rate reductions made during the past ten years customers of the R. G. & E. during the next twelve months will save approximately \$2,250,000 over what they would have paid for the same amount of service

ten years ago. This great saving to the consumer has been accomplished through constant striving to make service and operations more efficient and through passing along to the consumer the economies thus effected.

The remarkable feature is that this has been accomplished in the face of an ever-increasing burden of taxes and rising operating costs. In the residential class alone the average rate for R. G. & E. customers has been reduced almost 35 per cent in the last ten years, or an average of three and one-half per cent for every year of that decade.

Judges Busy with Telegram Contest

Announcement of the winners of the contest to find out the contents of the telegram to the happy bride and groom pictured on the front page of the June R. G. & E. Messenger will be published in the August issue. Hundreds of clever replies have been received. The judges are Miss Ruth Chamberlain, Society Editor of the Rochester Times-Union and Samuel Schwarz, Advertising Manager of the Rochester Democrat & Chronicle.



Plenty of hot water does a lot towards keeping one happy and healthy. A modern automatic water heater will give you all the hot water you want whenever you want it.