



**R. G. & E.**  
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No wonder she's smiling! She's just had a warm bath followed by a cool shower, and there's nothing more refreshing on a hot August day. An automatic water heater gives you all the hot water you want whenever you want it.

# Many Families Have Favorite Recipes Which Others Would Enjoy Trying

Nearly every family has pet recipes and combinations of foods that are great favorites. Sometimes these recipes have been handed down from generation to generation like a hallowed family tradition. We are grateful when recipes of this character are passed along with permission to make them available to other housewives and are happy in this issue of the Messenger to present two such contributions which we believe you will like as much as we do. We invite other women (or men) to send in their particular favorite formulas for dishes of various kinds.

**PEAR MINCEMEAT**—From Mrs. A. D. Evans, 70 Ries Street

6 lb. pears, chopped very fine	juice of 1 orange
3 lbs. granulated sugar	1 whole orange, skin, pulp
2 T salt	and all, chopped very fine
2 T cinnamon	2 lb. seedless raisins
2 t cloves	1 c vinegar

Cook until tender, stirring occasionally, pour into sterile jars and seal.

**SWEET DILL PICKLES**—From Mrs. J. L. Petz, 56 Fairlea Drive

Place large dill pickles in a crock, alternately with layers of dill. Cover with brine, made of 1 c salt and 3 qts. water. Cover and place a weight on the cover. Remove scum every 3 or 4 days. Let stand 2 weeks. Remove from crock and cut lengthwise in pieces. Place in cans and cover with hot syrup. Seal.

### Syrup:

1 c vinegar	1 t mixed spices
2 c sugar	

Bring to boiling point and cook 5 minutes. Pour over the pickles.

### HOT WEATHER SUGGESTIONS

For clear, sparkling tea that will not turn cloudy—pour 6 c cold water over 4 T tea, cover and place in automatic refrigerator for 24 hours. Strain and serve garnished with a sprig of mint and lemon ice cubes.

Chill tomato aspic in a shallow pan. Cut into small cubes. Cut ice cold cucumbers in small dice and serve equal quantities in sherbet glasses for a first course. Garnish with a small cup of lettuce filled with relish.

Make a plain boiled custard and chill thoroughly. Pour 2 T maraschino syrup over chilled sliced peaches and sweeten to taste. Arrange in sherbet glasses, add the custard and top with cubes of red jelly.

## Says Lighting Home With Candles Would Cost \$350 Per Month



Dr. Albert Edward Wiggam, eminent writer and lecturer who contributes a daily article to the Rochester Democrat & Chronicle under the title: "Let's Explore Your Mind," recently took up the comparative cost of candlelight and electric light.

With the permission of the copyright owners we are reprinting the item in which Dr. Wiggam asked the question whether our light bills would be lowered if we returned to using candles. His reply is an emphatic negative. "Not if we produced the same amount of light" wrote Dr. Wiggam. "It has been calculated that if the average family had the same amount of light they usually have now it would require a half ton of candles every month, costing at least \$350."

### Electric Roaster First Choice

Thirty-nine per cent of housewives recently canvassed by Women's Home Companion magazine declared that their first choice of an electric cooking appliance (in addition to what they now own) would be an electric roaster. The survey included families with incomes ranging from under \$1,000 to \$5,000 and over but the roaster was first in every group. The waffle baker ranked second and the sandwich toaster third.

Help to make Rochester a safer city by obeying all traffic regulations.

# Electric Power Industry Has Done Remarkable Job in Cutting Cost to Consumer, Says Famous Writer

By B. C. Forbes, *Publisher of Forbes Magazine and Writer on Economic Subjects*

**One vital industry stands ready to meet any national emergency.**

This comforting declaration was made by electric power and light leaders at the recent convention of the Edison Electric Institute. They back up their statement by figures and other facts.

Despite persistent governmental attacks, despite expansion of governmental competition subsidized from taxpayers' pockets, despite all the discouragement meted out to investors, this industry has resolutely gone ahead; has resolutely extended plans and distributing facilities; has resolutely and repeatedly cut rates charged consumers; has resolutely and remarkably raised efficiency.

The average cost of electricity to homes has been cut nearly one-half since 1914.

Extraordinary progress has been made in making this most useful of all human servants—electricity in the form of light and power—available to more and more millions of Americans. All this has been achieved notwithstanding a tremendous increase in tax burdens between 1930 and 1939. Last year this industry fed tax-eaters \$1,000,000 every day.

Here is an astounding fact, furnished me by President Peter O. Knight, of Tampa Electric: "The cheapest commodity sold in the United States is electric light and power. It is a fact that the taxes on cigarets alone amount to more per annum than the total cost of domestic consumption of electrical energy in the United States."

## Golfers Warned to Avoid Large Trees During Lightning Storm

Golfers are warned not to seek shelter under large trees during a lightning storm by Dr. Karl B. McEachron, head of General Electric's high voltage engineering laboratory at Pittsfield, Massachusetts. An open field is one of the safest places for a golfer to be, "but don't hold on to steel clubs during an electrical storm," Dr. McEachron advises.

In answer to the old belief that lightning never strikes in the same place twice, Dr. McEachron points out the studies being carried on by General Electric's high voltage engineers. He reports that the Empire State Building in New York City is struck between 40 and 50 times yearly.

He gives some advice to the housewife and suggests the following:

"Stay away from the piano. Do not take a bath or shower during a lightning storm. A needle will not attract lightning but do not use an electric sewing machine during a storm." To swimmers Dr. Eachron says: "Stay out of the water during an electrical storm."

August is the month when June brides discover that kisses no longer make hubby forget mealtimes.

Here's a tip to the presidential candidate who wants the housewife's vote: promise to put an electric dish washer in every kitchen.

The woman of today doesn't have to employ a maid and a cook in order to find time for recreation. With automatic electric appliances she disposes of household chores in a few hours instead of toiling over them all day. And the latest model ranges, with their automatic controls, make it possible to put the dinner in the oven and forget about it.

## Two First Prizes Awarded in R. G. & E. Telegram Contest

The Rochester Gas & Electric Corporation thanks the 600 customers who participated in the telegram contest announced in the R. G. & E. Messenger for June, 1940. The front page photograph in that issue showed a smiling bride and groom reading a telegram and the contest offered cash prizes to those who gave the best suggestions as to the contents of the telegram. Most of the contestants attributed the happiness of the bridal couple to telegraphed information that they were to receive the gift of a refrigerator, range or completely equipped modern kitchen.

The judges, Miss Ruth Chamberlain, Society Editor of the Rochester Times-Union and Samuel Schwarz, Advertising Manager of the Rochester Democrat & Chronicle, found two entries of such equal merit that they asked us to award two first prizes of \$10 each. We gladly accede to this request. After careful consideration of every entry the judges designated the following winners, and checks have been mailed to them:

- H. L. Gibson, 484 Tarrington Road  
1st Prize of \$10  
Mrs. N. R. Peet, Lake Road, Webster  
1st Prize of \$10  
Miss Viola Ciaccia, 75 Merlin Street  
2nd Prize of \$5  
Miss Josephine Versace, 136 Jefferson Ter.  
3rd Prize of \$3  
Mrs. Lynn E. Warren, 226 Hazelwood Ter.  
4th Prize of \$2

# \$20 Allowance for Your Old Stove! Join the Hit Parade of 1941 All-American Gas Ranges



\$20 for your old stove!!

We don't care how old or how decrepit it is. We want to get it out of your kitchen and replace it with one of those new beautiful, streamlined efficient and economical Certified Performance (C.P.) gas ranges. All you have to do is turn in your old stove. That will make a \$20 down payment on a glamorous new gas range and you can take three full years to pay the balance.

With a C.P. gas range you can cook easier, better and cheaper than you do with your present old range. Perhaps, you ask why we want to get rid of old stoves that use more gas when part of our business is the sale of gas for cooking. Well, frankly, we do this because we consider it good business. We want our customers to take

pride in their gas ranges. A housewife who enjoys her gas range will use it more. She finds baking and cooking so easy and pleasant and results so much better that she is happy in preparing appetizing, healthful dishes for the family. And when she finds that she can get more use out of her new range for the same amount of money that she now pays she'll be a better satisfied customer and satisfied customers are the best asset any company or business can have.

If your stove is more than a few years old turn it in during August on a modern C.P. range, with all the new improvements and advantages which it offers. A new C.P. range will save time, save effort and save money for you. Drop in today or tomorrow at our salesrooms at 89 East Avenue and look over the beautiful new models.