



Start this year Right, keep young eyes Bright; with Better Light for Better Sight

R. G. & E. *Monthly Messenger*

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St. Lawrence Power Called Unnecessary For National Defense

Canada does not need St. Lawrence power because of steps already taken to meet the demands of her war industries according to an article in the New York Times. "Ontario has contracted with hydro plants in the Province of Quebec for enough electric energy to meet increasing requirements until the end of 1942" declares the newspaper. "By that time the plant at Chat Falls on the Ottawa River will be enlarged and another one now building at Carillon on the lower Ottawa, designed to generate 400,000 horsepower, should be ready.

"Lastly, there are plans for a 300,000 horsepower plant at DeCew Falls on the Welland Canal. The American picture is just as favorable. Steam and hydro plants in New England and New York are already interconnected to shoot excess energy where it is wanted; a new steam plant at Oswego that can be greatly expanded is already in operation and others can be built on short notice as they are needed.

"Engineers have pointed out on innumerable occasions" continues the Times "that steam plants can be erected far more readily and inexpensively than hydro electric plants. Moreover, the cost of steam-generated electricity is now so low that even on the western coast no privately owned electric utility company is thinking of developing water power. Considered as a war or defense necessity, or as an engineering enterprise, there is no economic reason for harnessing the international rapids of the St. Lawrence at this time."

Commenting on the claim that the development of the St. Lawrence project is necessary for national defense the Electrical World declares:—

"1. That the area which such power would serve is now amply supplied.

"2. That the St. Lawrence cannot be harnessed to produce power in time to be of much, if any value, to our national defense operations.

"3. That the program of the government has so far been to locate war plants away from the Canadian border and the Atlantic.

"4. That it is unfair to saddle upon the American people in the name of National Defense more hundreds of millions of debt for unneeded projects just to satisfy a determination to press public ownership upon the people of New York and New England."

True Story Magazine for January has a fine article on the part that a modern range can play in making a harmonious home.

Town Crier Program Gains Steadily In Popularity

The Town Crier radio program, sponsored by the R. G. & E. over Station WHAM has already become one of the most popular of all local programs. It offers churches, clubs, schools and other organizations of non-commercial character an opportunity to promote attendance at their meetings, suppers, entertainments and other social affairs. The Town Crier is Mrs. Ruth Berentsen, who gained such a wide radio reputation a few years ago as "Mrs. Thrifty Buyer." Send notices to Town Crier, R. G. & E., 89 East Avenue at least three days ahead of the event and we'll be glad to announce them without charge on our program. The Town Crier is on the air every Monday and Wednesday mornings at 11:45 o'clock.

One Cent Buys An Amazing Amount Of Electric Service

In these days one cent will not go very far towards supplying most household necessities but it will still buy a lot of electric service. For instance, one cent will do any of these things:—

Extract juice from 180 oranges.

Make 30 slices of perfect toast.

Brew 15 cups of delicious coffee.

Wash 4 tubs of clothes.

Iron 15 table napkins.

Run an electric clock for 5 days.

Vacuum clean 7 large rugs.

Run a radio nearly 3 hours.

Keep a refrigerator cold 5 hours—

Or perform any one of a score of other services that help so much to make the American home the most comfortable in the world. The figures given are approximate and large users of electric service who get down into the lowest rate brackets will get considerably more for their penny than shown above.

CONVENIENCE FOR CUSTOMERS

R. G. & E. customers living in the neighborhood of the Twelve Corners in Brighton, have another convenient location for the payment of monthly gas and electric service bills. It is the new branch office of the Lincoln-Alliance Bank and Trust Company, recently opened at 1853 Monroe Avenue.

Easy To Prepare Intriguing Meals With Right Recipes

Here's a New Year's resolution that we suggest for housewives and one that ought to achieve wide popularity: **RESOLVED**:—To have better and more interesting meals with less time and effort spent in preparing them.

That sounds like rather a large order but as a matter of fact it is quite simple. The R. G. & E. Home Service Department has created a number of recipes designed to accomplish this very purpose. Give those listed below a trial and see how good they are for winter use:

STEAK CASSEROLE

Temperature: 350° F. Time: 1¼ to 1½ hours
1½ lbs. round steak 6 medium sized potatoes
seasoned flour
¼ c shortening ¼ c catsup
2 chopped onions ½ c hot water
salt and pepper to season

Cut steak in pieces for serving. Roll in seasoned flour and brown in melted shortening. Arrange in a casserole dish. Add chopped onions, and potatoes. Mix catsup and water and pour over mixture. Season with salt and pepper, cover and bake in a preheated oven.

DELICIOUS COLE SLAW

1 t salt ½ c milk
¾ t dry mustard ¼ c vinegar
2 t sugar ½ c sour cream (may
f. g. cayenne be omitted)
1 T flour 4 c crisp, shredded
1 egg cabbage

Mix the dry ingredients, add slightly beaten egg, milk and vinegar. Place over hot water and cook until the mixture thickens, stirring constantly. Add the sour cream. Shred the cabbage and let stand in a bowl of ice water until very crisp. Drain thoroughly and mix with the hot salad dressing.

CHERRY PUDDING

1 c brown sugar ½ c sugar
2 T butter 2 t baking powder
2 c cherry juice ½ c cherries (well
1 c all-purpose flour drained)
½ c milk

Mix sugar, butter and cherry juice. Bring to the boiling point. Mix and sift the flour, sugar, baking powder and sift over the cherries, add milk and stir until smooth. **Do not beat.** Pour into the hot syrup, cover and when steam escapes from cover, turn burner low and cook 25 to 35 minutes.

FREE DEMONSTRATIONS

Demonstrations are given four times each week—on **MONDAY AND TUESDAY EVENINGS** at 7:30 o'clock and on **WEDNESDAY AND THURSDAY AFTERNOONS** at 2 o'clock in the basement of the R. G. & E. Building at 89 East Avenue, Rochester. The schedule follows:

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Week of Jan. 6—"Budget Dinners"
13—"Pastry and Pies"
20—"Casserole Dishes"
27—"Bread Baking and Rolls"
Week of Feb. 3—"Glorifying Winter Vegetables"
10—"Entertaining on a Budget"
17—"Kitchens"
24—"Fish—How to Select, Cook and Serve"

We Hear It Every January

Turn backward, Father Time
In your onward career;
And give me the money
That I squandered last year.

Ode to New Year's Resolutions

Of all sad words of tongue or pen,
The saddest are: "I've slipped again!"



"My, I'm simply exhausted from turning on all these labor-saving appliances!"
(Detroit News)

NEW LAMPS for OLD



*It's easy . . . quick . . .
inexpensive*

You'll be thrilled to discover how easy it is to bring your home lighting up to date. New inexpensive adaptor equipment screws into your present sockets in a few seconds. It's the simplest way you can imagine to have a modern Light Conditioned home . . . to make your old lamps and fixtures give light that's safer, more comfortable, and far more attractive.

Ceiling Transformation



SIMPLE SCREW-IN adaptors for single-socket ceiling fixtures. Smart styles for every place from living room to laundry



DINING ROOM drop fixture with a reflector shield and 150-watt MAZDA lamp, gives good lighting for dining, reading, writing or games.



HERE'S ANOTHER modernizer for single ceiling sockets, especially nice for soft indirect lighting in bedrooms and hallways.

Old Lamps Modernized

REFLECTOR BOWLS to make old-fashioned table and floor lamps into modern indirect-type lamps with comfortable diffused light.



EASY TRICK to cut down bridge lamp glare. White metal reflector screws into socket with 100-watt Silvered Bowl MAZDA lamp.



CANDLE SHIELD permits use of larger bulbs in candles of portable lamps. Fits between candle and bulb to shield eyes from glare.

