



## THE DREAM OF EVERY BRIDE... A MODERN KITCHEN

There's no greater thrill in home-making than the joy of the young wife when she steps for the first time into the clean, cool kitchen of her Honeymoon House and finds it equipped with a modern range, automatic refrigerator and all those other aids to easier, better and happier living.

R. G. & E. *Monthly Messenger*

June, 1941

# Can Plenty of Fresh Fruits Now and be Protected Against Possible Rise in Prices

New canning charts are ready at the R. G. & E. Home Service Department, 89 East Avenue, and at branch offices outside Rochester. Improved modern equipment makes it easy to home-can fresh fruits as they come on the market and as an offset against possible higher food prices more housewives than ever will put up fruits and vegetables this year. Check up on your canning supplies, obtain the new set of recipes that we'll be glad to provide without charge and be ready for the various fruits as they come in.

With warm summer days ahead every homemaker is searching for simple recipes that will provide appetizing dishes with a minimum of effort. Here are three that we suggest as June specials:

## CORNBEEF HASH AND EGGS—

Temperature: 400° F. Time: 15 to 20 minutes

Butter large muffin pans and fill with corn beef hash. Using a tablespoon make a depression in each pan. Bake in a preheated oven 10 minutes. Break an egg into each depression. Sprinkle with salt and pepper and bake in a preheated oven until set. (These may be used for a luncheon or supper menu).

## BUTTERSCOTCH ROLLS

Temperature: 400° F. Time: 15 to 20 minutes

2 c biscuit mix  $\frac{1}{4}$  c brown sugar  
 $\frac{3}{8}$  c milk (about)  $\frac{1}{2}$  t cinnamon  
Melted butter

Add the milk to the biscuit mix and stir just enough to mix. Dip small balls of dough into melted butter, roll in the brown sugar and cinnamon and place 3 balls in each buttered muffin pan. Bake in a preheated oven.

## ORANGE FEATHER CAKE

Temperature: 350° F. Time: 35 to 40 minutes

$\frac{1}{2}$  c butter  $1\frac{1}{2}$  c cake flour  
1 c sugar  $3$  t baking powder  
2 egg yolks  $\frac{1}{2}$  c milk  
Grated rind of 1 orange 2 egg whites, stiffly beaten

Cream the butter, add gradually sugar, the egg yolks, and grated rind of orange. Cream well. Mix and sift the flour and baking powder and add alternately with the milk to the first mixture. Fold in the stiffly beaten egg whites. Pour into a shallow oblong or square pan and bake in a preheated oven. Sprinkle generously with confectioners sugar while still warm.

Cooking for two? We have a new sheet with recipes designed to serve two. This will be of help to brides and others who find most recipes too large. The Home Service Department will be glad to send you these recipes.



## Toastmaster Makes Ideal Wedding Gift

A Toastmaster is an ideal wedding gift because no Honeymoon House is complete without one. If you want to be held in pleasant memory for years to come give a Toastmaster (or better still, a Toastmaster Set) to the bridal couples who are on your gift list this year. Toastmasters start at \$7.50 for the single-slice Junior Model. The Toast and Jam Set, illustrated above, is only \$17.95. Easy terms if desired.

## Government Index Shows Electricity As Only Item Costing Less Than in 1917

Electricity is the only item in the government's standard cost of living index which is cheaper now than before the war of 1917. Last one might conclude from this that government power projects have kept down the cost of electricity to the consumer, the point is made that government and municipal plants account for only about 10 per cent of the power output. Private utilities provide 90 per cent of all power used in this country.

The Industrial News Review says that today the industry represents an investment of \$14,000,000,000, serving 30,000,000 customers and employing 300,000 persons. It pays more than \$400,000,000 in taxes every year. The government, rightly or wrongly, has gone into the power business, it is there to stay, it has accomplished some great engineering feats in its dams and irrigation projects. But the power industry, too, stands as a monument of useful achievement. It serves a fair chance to go ahead in the spirit of its first fifty years. (From editorial in Rochester Democrat & Chronicle.)

Help Make Rochester the Safest City . . . Drive Carefully.

## Declare That St. Lawrence Scheme Would Divert Defense Effort and Increase Cost of Producing Electric Power

Many organizations, including industrial, commercial and labor groups, have voiced opposition to the St. Lawrence Waterway and Power project. Among the objections made are that the scheme, if carried out, will divert money, materials and effort needed for national defense; that it will be harmful to American workers through bringing the products of their labor into competition with the products of cheap foreign labor; that further extension of hydro-electric projects will throw miners and railroad men out of work and in general that electricity can be produced cheaper through steam generating plants; that it will be a sheer economic waste doing nobody any particular good.

For instance the New York State Waterways Association said recently that the project would seriously interfere with arming for national defense and "that the raising of public funds and the consumption of man power, machines and

material should be restricted to bonafide national defense projects."

The Rochester Chamber of Commerce, in re-affirming its opposition to the plan stated among other objections that: "The cost of production of St. Lawrence power and its transmission would be far greater than to supply electric power through the existing privately owned power systems."

### Night Baseball Popular With Fans . . . Red Wing Park Is One Of Best Lighted

The idea of night baseball was advanced as early as three decades ago but it was not until 1928 when a small club toured the country with a portable lighting outfit that its practical value was demonstrated. Today more night games are played in the minor leagues than daytime games and, even in the two big leagues, it is steadily increasing in popularity.

Last year more than one million people attended major league baseball games at night and in Philadelphia the attendance at the night contests topped the daytime average five to one. This year night baseball is expected to have its greatest season. The press of defense work will prevent most factory employes from getting away in the daytime and the nocturnal contests will provide their only opportunity to see the great national pastime. The Red Wings have scheduled more than one-third of their home games for the evening hours and will, undoubtedly, play most of the postponed daytime games under the lights. Incidentally, Red Wing Stadium is one of the best lighted parks in the league.

If you've never seen a night game you'll get a big thrill out of it, so plan to attend as many games as possible at Red Wing Stadium this summer.

### R. G. & E. Tax Bill For 1940 Totaled \$3,620,775

Twenty-one cents out of every dollar taken in by the R. G. & E. last year was paid out in taxes. The Company's total tax bill for 1940 was \$3,620,775. This item is one that is usually ignored by proponents of public ownership when they compare Rochester with cities which may have lower electric rates but which pay very little in taxes. Most of these cities would have higher rates than Rochester if their power systems were taxed on the same basis.



"With this one you don't even have to reach for the toast." (*Electrical Merchandising*)

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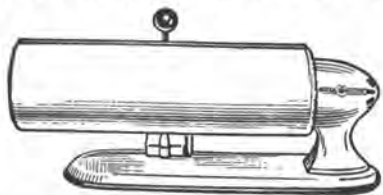


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