



These are the zestful Autumn days when growing youngsters enjoy an appetizing and healthful snack right out of the automatic refrigerator. And here's a tip to parents—NOW IS THE TIME TO BUY that new refrigerator.

R. G. & E. Monthly Messenger

October, 1941

Suggestions For Housewives Who Find Themselves Behind the "Eight Ball" on These Crowded Days

Do you have days when there doesn't seem time enough to accomplish all the things that just have to be done? Of course you do, so here is a dinner suggestion to try out the next time you find yourself behind a whole row of domestic eight-balls:

Baked Beef Steak and Onions
Mashed Potatoes Buttered Acorn Squash
Hearts of Lettuce — Favorite Dressing
Apple Marshmallow Dessert.

WORK SCHEDULE

MORNING—1. Brown beef steak, add seasonings, sliced onions. Cover and place in refrigerator. Peel potatoes, place in covered baking dish, covered with cold water. Peel squash and place in covered baking dish. Prepare Apple Dessert, cover.

2. Wash lettuce, shake and store in vegetable pan of automatic refrigerator. Make Favorite Dressing and store in refrigerator.

2:30 P. M.—Preheat oven to 275° F. Add necessary water to the beef steak, cover and place on rack in oven. Drain potatoes, cover with fresh water and 1 t salt, cover and place on rack with meat. Add $\frac{1}{2}$ c water, 2 T butter and 2 T brown sugar to squash. Cover and place on rack over meat. Place Apple Dessert on rack next to squash.

5:30 P. M.—Set table, make coffee, arrange salad. Pour water from potatoes, mash, add melted butter, hot milk, salt and pepper to season. Arrange meat on platter (Keep hot in oven) thicken gravy with 2 T butter mixed with 2 T flour. Arrange squash in serving dish. Remove cover from dessert.

5:50 P. M.—Serve dinner.

BAKED BEEF STEAK AND ONIONS—Temp: 275° F. Time: 3 hours

2½ lbs round steak, cut one " thick	½ t pepper
¼ c flour	6 onions
3 T drippings	6 carrots
2 t salt	¾ c hot water

Cut gashes around edge of steak to prevent curling. Add salt and pepper to flour and flour the meat. Melt drippings, add steak and brown in drippings. As the meat browns, add any remaining flour. Place the browned steak in a pan or baking dish. Peel onions and scrape carrots, cut in half and arrange on steak. Add water, cover and bake in a preheated oven.

BAKED APPLES—Temp: 275° F. Time: 3 hours

4 apples	½ c brown sugar
¼ lb marshmallows	¼ c shredded almonds

Peel apples and slice. Arrange layers of sliced apples, marshmallows, brown sugar, and almonds in a buttered baking dish. Cover and bake in a preheated oven. Serve warm with cream.

"ARE YOU UNFAIR TO ELECTRICITY" is the intriguing title of an interesting article in the September issue of **BETTER HOMES & GARDENS MAGAZINE**. It deals with the inadequacy of the wiring in many homes which causes fuses to blow out and creates many other interruptions and impairment of service.

According to latest statistics October is now a more popular month for weddings than June. And the gift that is the most popular with brides of any month is the electrical gift, such as an automatic toastmaster, clock, automatic iron, waffle-baker or sandwich grill.

One kilowatt of electricity will do as much work as 13 men working for one hour. And you can buy a kilowatt hour of electric service for less than the price of a package of gum.

STOCK UP ON BULBS; FREE MAZDA WITH EACH PURCHASE OF KIT OF 6

Here's your chance to stock up on Mazda Lamps and replace those burned-out bulbs at bargain prices. During the month of October the R. G. & E., together with all stores handling Mazda bulbs will offer a special kit of six assorted sizes (two 40-watt, two 60-watt, one 75-watt and one 100-watt bulbs) all for 82 cents and will give absolutely free an extra 100-watt bulb to every purchaser of a kit. You'll find a coupon printed on the back page of this **MESSANGER**, which you can present at the R. G. & E. or to any dealer and obtain your package of bulbs and the extra 100-watt lamp free. Don't delay because this offer expires Nov. 1st.

—Ask Us Another, Please



A Few Answers for In-QUIZ-atorial Householders

Q: How much out of each dollar of living expenses does the average family spend for electricity?

A: In most cases less than 2 cents. A survey made by a bureau of the United States government showed that in 59 cities families with \$1260 annual income spent only a cent and a half out of each dollar for electric service. This was about one-fourth as much as the same families spent for recreation.

Q: Mrs. Smith says that household electric rates are about the same as they were years ago. Mrs. Jones says they have been cut nearly in half. Who is right?

A: Mrs. Jones is right. The average electric rate today is only a little more than half as much as it was 25 years ago, and today you get nearly twice as much electricity for the same money.

Q: If electric rates have been cut so much, why is the average family's bill today still about the same as it used to be?

A: A quarter of a century ago most people used electricity only for lighting. To-day it provides ice and refrigeration; it sweeps and cleans, washes and irons, runs our radios and clocks and performs a host of other services, all for a total cost that is still the smallest item in the average family budget.

Q: What has made reduction in electric rates possible?

A: The American way of business operation of the electric companies. Just as business operation of automobile factories has succeeded in giving you today a better automobile for less money than it did years ago, so has business operation of this company, and other electric companies, succeeded in bringing better service to more and more people at less

and less cost.

Q. Why is everyone who has a bank account or an insurance policy a part owner of some electric company?

A: The money you put in the bank, or pay to an insurance company, is invested in various businesses, including electric companies. If you have a bank account or a life insurance policy you are one of the millions of people who have a personal stake in the electric companies.

FREE COOKING DEMONSTRATIONS

R. G. & E. HOME SERVICE KITCHEN AT 89 EAST AVENUE, ROCHESTER

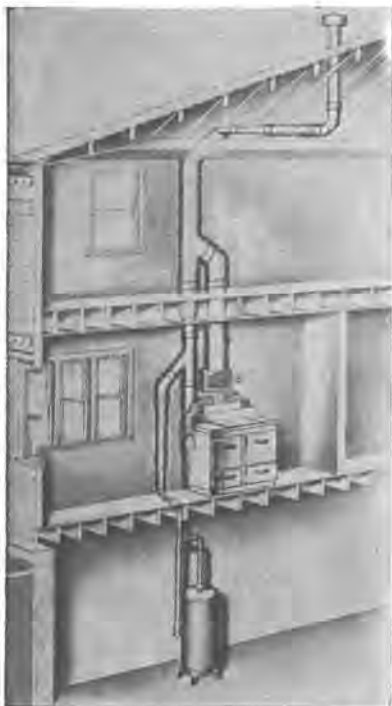
Every Monday Evening at 7:30
Every Wednesday Afternoon at 2:00

Week of —

- Oct. 6—"New Ways with Meat"—
Max Russer
13—"Let's Make Fruit Cake
Fit the Budget"
20—"Hurry-Up Meals for Busy
Homemakers"
27—"Yeast Doughs for Unusual
Bread, Rolls, Kuchens"

Week of —

- Nov. 3—"In-a-Dish Dinners"
10—"Thanksgiving Dinner"
17—No Meetings
24—"Simplifying Your Entertaining"



Sectional view showing kitchen ventilating system.

The New "Wonder Kitchen" is Cooler in Summer, Saves Heat in Winter, and is Clean and Odorless Always

The average housewife spends about 65 per cent of her working hours in the kitchen which makes it just about the most important room in the house. Because of its importance, not only to the housewife but to the whole family, Rochester Gas & Electric engineers have been working with builders and architects on the development of an efficient and economical system of kitchen ventilation. As the result of this co-operation the new "WONDER KITCHEN" has been evolved and has already had several practical and successful installations. This kitchen is gas equipped, of course, and is cooler in summer, heat-saving in winter and clean and odorless at all times.

This kitchen ventilating system is adaptable to new or old houses and is designed to meet different types of construction and of kitchen arrangement. It operates with particular effectiveness in connection with a Certified Performance gas range. The R. G. & E. has prepared a booklet which shows how this ventilating plan operates and we'll be glad to send you a copy without charge if you will write to "WONDER KITCHEN DEPARTMENT", Rochester Gas & Electric Corporation, 89 East Avenue. The new model home just completed for Weis & Fisher on Aberthaw Road (and open for inspection) has a fine example of the "Wonder Kitchen" and you are cordially invited to see it. Aberthaw Road runs from Hillside Avenue to Nunda Boulevard.

FREE

Better Sight Lamp Bulb

From October 1 to November 1, 1941, you can purchase a Handy Household Package of six assorted Mazda bulbs at the regular price of 82 cents and get an extra 100-watt Mazda bulb absolutely FREE. Each Handy Household Package contains: two 40-watt, two 60-watt, one 75-watt, and one 100-watt bulbs.

PROTECT YOUR EYESIGHT WITH BETTER LIGHT

Present this coupon at any R. G. & E. or Mazda lamp dealer's store, make the purchase of the Handy Household Package and fill in your name and address below.



I hereby certify that I am an electric meter customer of the Rochester Gas & Electric Corporation and that I have purchased a special package of lamp bulbs and received FREE one 100-watt bulb.

Purchaser's Signature _____

Address _____

OFFER EXPIRES SATURDAY, NOVEMBER 1, 1941