

A black and white photograph of a woman in a factory setting, operating a lathe. She is wearing a light-colored, short-sleeved blouse and a striped apron. Her hair is styled in a bun with a floral headscarf. She is looking down at the workpiece on the lathe. In the background, another woman is visible, also working at a machine. The scene is filled with industrial equipment and metal shavings.

**Work
and Win
in
1944**

R. G. & E. Monthly Messenger

JANUARY, 1944

New Ideas for Using Canned Fruits & Vegetables

Now is the time to turn to those much admired shelves of home-canned food, and find out for yourself what good meals they can provide. They're wonderful indeed, served in the simplest possible way.

Remember though, that the proudest, most admiring family may tire of the beans and tomatoes they so energetically weeded and helped can, if they are always put on the dinner table in exactly the same style.

There is an endless list of new and different puddings, cakes, or pies which can emerge from a jar of fruit, a mixing bowl and your kitchen range. Endless too, are the ways you can dress up your Victory-Garden vegetables. Try these suggestions below:

Green Beans Delicious

Temp: 350° F. Time: 20 minutes

- 1 qt. or 2 pts. canned green beans
 - 1 c diced celery
 - 1 t minced onion
 - 1 t minced green pepper
 - 3 T margarine or other fat
 - 1 t sugar
 - ¼ c grated cheese
1. Place beans in greased casserole dish. Add celery, onion, green pepper, fat and sugar.
 2. Sprinkle cheese on top and bake in preheated oven until cheese is melted and delicately browned.
- N. B. Canned peas or asparagus may be served in the same way.

If boiling water bath-canned vegetables are used, boil 10 minutes before proceeding with recipe.

War Time Cooking Classes

Come to the free "Wartime Cooking" series for January which will deal with "Hearty Meals from Home-canned Foods." Classes are held on Mondays at 10 A. M. and 7:30 P. M. and Tuesdays at 1:30 P. M., at the Home Service Auditorium, 89 East Avenue. The schedule is as follows:

Lesson I, Jan. 10, 11—"One-Dish Meals."

Lesson II, Jan. 17, 18—"Dressing Up Canned Vegetables."

Lesson III, Jan. 24, 25—"Salads and Desserts from Canned Fruit."

Lesson IV, Jan. 31, Feb. 1—"Re-stocking Your Canned Food Shelf."

NOTICE!! No Wartime Cooking classes have been announced for February.

If you would care to join a class, please call the Home Service Department, Main 7070 and register.

Fruit Pudding

- ½ c sugar
- 2 T margarine
- 2 c fruit juice
- 2 c fruit—berries, cherries, peaches or plums
- 2 c biscuit mix
- ¼ c sugar
- ⅔ c milk

1. Bring ½c sugar, margarine and fruit juice to boiling point in saucepan and add fruit.
2. Combine biscuit mix, ¼c sugar and milk.
3. Drop biscuit dough by spoonfuls onto hot fruit. Cover saucepan closely.
4. As soon as steam comes from around cover, turn burner low and cook 25-30 min. Serve hot.

Save Electricity!



"Please turn me out when you don't need me."

"Report To Nation" Is Heard By Millions

"REPORT to the NATION", the coast to coast dramatic news broadcast sponsored by 148 electric power companies over the Columbia network every Tuesday night is steadily gaining in popularity. The last survey showed that it had more than seven million listeners. In Rochester this program is heard over WHEC at 9:30 every Tuesday night and is sponsored by R. G. & E. If you aren't already tuning in this show begin with the next broadcast and enjoy a new thrill in radio.

★ **To Win the War in '44 — Let's**

Replies to R. G. & E. Quiz, Show What Public Prefers in New Home Appliances

Recently each of our customers received a postcard questionnaire asking for opinions regarding the kind of range, refrigerator, water heater, etc. they would prefer when manufacturing of these appliances is resumed on a large scale after the war. Although there were numerous questions to be answered 5,500 people filled out the card and returned it to us, for which we thank them.

Analysis of the answers showed that 64 per cent would prefer revolving shelves to sliding shelves in a new refrigerator. Forty-nine per

cent would like a large frozen food compartment in their refrigerator and 51 per cent a separate quick-freezing unit. Eighty-two per cent of our customers prefer a flat top range to the high oven type. Eighty per cent would like a fully automatic washing machine, with 68 per cent favoring installation in the basement, 28 per cent in a room off the kitchen and 9 per cent in the kitchen. Of those replying to the quiz 82 per cent said that they now use gas for cooking, 9 per cent use electricity and 9 per cent other fuel.

Let's Keep the "Little Guy" the Boss in America

What distinguishes this country from the other great nations of the world? There are many possible answers to that question, but here's one of the best: "The United States is the country where the little guy is boss—where the little guy can go as far as his energies and abilities allow—where the little guy doesn't have to bow and scrape to anyone."

Little guys made this country. They came here from everywhere to establish freedom and escape tyranny. They landed in a wilderness. They were often cold and hungry. They built homes, cleared land and raised children. They fought the wars of the past just as they are fighting this war. The little guys were proud and strong and confident of the future and the great land we live in is their gift to us, the little guys of the present.

Little guys built the industries of this country. They saved a few dollars and put them into a store or a bank or a factory of some kind. They took chances. Much of the time they lost but that didn't dismay them. They saved a few more dollars and took new chances. They didn't laugh when some visionary came along with an idea that the wiseacres said was obviously insane—the telephone, for instance, or the automobile or a plan for lighting homes with electricity. There might be something in it, they thought, and they played the long

Easy New Year's Resolutions

If you want to make New Year's resolutions for 1944 that will be easy to keep try these:

- Swear off eating 3-inch porterhouse steaks.
- Resolve to buy no nylon stockings.
- Cut out second pats of butter.

The best way to start the new year off right is to make a blood donation to the Red Cross.

shot. For the visionaries with the ideas were the same kind of people . . . little guys trying to get ahead; little guys trying to build and create.

All of this country is a monument to the little guy—our industries, our farms, our homes and our resources. Free enterprise is the little guy's kind of enterprise. It gives the little guy freedom of opportunity to grow and become a bigger guy. He can go into business, invest his savings and lick his competitors if he is able. The government belongs to him . . . he doesn't belong to the government. The little guy made America and after the war he must continue to be the symbol of America.

(Public Service Magazine)

Wednesday Demonstrations For January and February

The demonstrations for these two months will stress easier, more appetizing ways to include the Basic Seven foods recommended by our government. Each week a different food group will be discussed. Demonstrations will be held each Wednesday at 2:00 P. M. and 7:30 P. M. in the Home Service Auditorium at 89 East Avenue.

- Jan. 5—"Milk is a Fighting Food—Make Every Quart Count."
- Jan. 12—"New Ways with Winter Vegetables."
- Jan. 19—"Breads and Cereals for 3 Meals a Day."
- Jan. 26—"Ration-wise Main Dishes."
- Feb. 2—"Better Baking with Wartime Fats."
- Feb. 9—"Delicious Meals with Vitamins."
- Feb. 16—"Hearty Meals from Your Home-Canned Foods."
- Feb. 23—"New Ideas for Breakfast, Lunch and Dinner."

Back Our Fighters More and More! ★

Says Utility Workers Deserve Greater Recognition of Their Part in the War Effort

Much has been made, properly, of the great production accomplishments of the War industry plants, but back of those plants and factories are services of supply that are as important to those achievements as the Army's Supply Force is to the troops.

A manufacturing plant cannot operate without electric power, whether that power performs a variety of motor activities or supplies only light. And behind the electric power plant are the companies which furnish wire and machinery and the men and women who do the work.

Too few of those concerns have been given the recognition they deserve, too few have won the Army-Navy "E" flag, or other symbols

of merit. Perhaps that may be because Americans have learned to consider the work of electric plants, for instance, as reliable as the progress of nature.

Without these electric plants, without the steady reliability of the telephone and telegraph, of the railway systems, the achievements of the war industrial plants could not have been made.

As the bunting is being passed around these utilities and their employees should not be ignored. They are a real part of the war accomplishments.

—San Francisco Examiner.

Electric Service Remains Housewife's Best Bargain

In these days of soaring living costs electric service is more of a bargain than ever. It is about the only item in the family budget that hasn't jumped in price . . . in fact it costs a lot less than it did fifteen or twenty years ago. The average consumer usually doesn't realize this because the monthly electric bill may be about the same. The reason, of course, is that the customer is using a lot more electricity. She uses it to refrigerate food and make ice, thereby cutting out the weekly ice bill. Electricity washes and irons clothes, cleans rugs and carpets, toasts bread, percolates coffee, bakes waffles, runs radios and clocks and does many other jobs around the home.

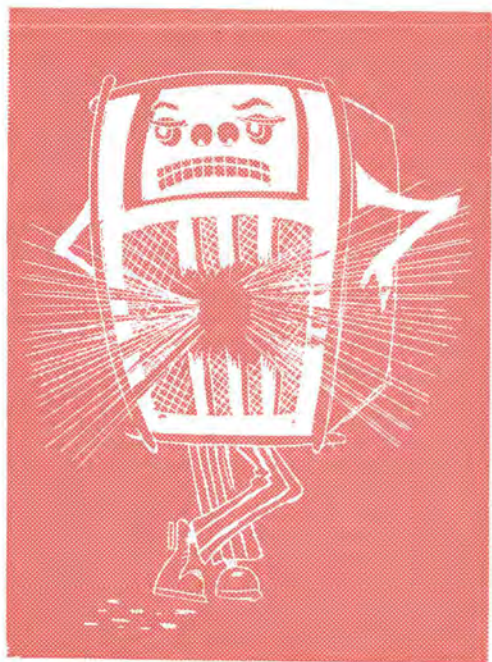
Electricity has gone down in unit cost because the business-managed electric power companies of the country have increased the efficiency of their generating plants by getting more power out of each pound of coal they burn and have effected other economies of operation. The resultant savings have been passed along to the consumer and this fact, coupled with increased use, has brought the cost to the public steadily downward. Many families now get about twice as much electricity for the same money as they did a few years ago.

An idea of how much you get for such a small expenditure may be gained from the following figures:

- One cent's worth of electricity will toast 80 slices of bread.
- It will iron four shirts.
- It will vacuum-clean seven rooms.
- It will run a radio for two and one-half hours.
- It will light a 40 watt bulb for 5 hours.
- It will run an electric clock for four days.

"Food For All"—Listen to the new Red Cross radio program every Monday, Wednesday and Friday, starting January 10th, from 10:15 to 10:30 A. M. on Station WSAY.

Save Electricity!



"Why do they let me blare when nobody's listening?"