



**R. G. & E.  
MONTHLY  
MESSENGER**

**March 1944**

# EGGS ARE PLENTIFUL — USE THEM OFTEN

It might be smart this month to change the old saying, "An apple a day," and substitute an egg. Our feathered friends have quite outdone themselves and there is such a promising supply of eggs at low cost that the time is ripe for all the fine, unrated Angel Foods, Souffles, Custards and Breakfast Eggs for which you've been yearning.

## Did You Know That—

An egg for breakfast is a wonderful way to start the day? Get that three-minute-egg-habit.

Two eggs are a good understudy for a lamb chop? Remember this on meatless Tuesday.

Three eggs will make three tempting lunch boxes?

Monday—devil it with minced bacon, a dash of dry mustard, salt and pepper.

Wednesday—chop a hard-cooked egg; mix with  $\frac{1}{4}$  t Worcestershire sauce and a little minced onion. Spread on a split frankfurter and tuck into a finger roll.

Friday—spread a slice of rye bread with egg salad mixture. Top with bread and butter pickles and another slice of rye bread.

**KEEP EGGS IN THE REFRIGERATOR**, if you want them to taste fresh, stand up well when beaten, and have perfectly centered yolks when hard-cooked or poached. A bowl or wire basket is the right container for eggs. Always remove them from the cardboard carton.

## Try This Recipe:—

### APPLESAUCE TORTE

Temp: 350°F. Time: 30-35 minutes

- 12 graham crackers ( $\frac{1}{4}$  lb.)
- $\frac{1}{4}$  c margarine, melted
- $\frac{1}{4}$  c sugar
- 3 eggs, separated
- 1 c apple sauce
- $\frac{1}{2}$  can condensed milk ( $\frac{2}{3}$  c)
- 1 lemon, juice and grated rind
- $\frac{1}{8}$  t salt
- $\frac{1}{2}$  t vanilla

1. Crush graham crackers and roll to a coarse meal. Add the melted margarine and sugar. Combine thoroughly.
  2. Line a greased baking dish  $1\frac{1}{2}$ " deep and 8" square with crumb mixture, reserving about  $\frac{1}{4}$  c of crumbs for the top.
  3. Beat egg whites until stiff.
  4. Beat egg yolks until thick and lemon colored. Add apple sauce, condensed milk, lemon juice, grated rind, salt and vanilla. Fold in stiffly beaten whites.
  5. Pour into the crumb-lined pan. Sprinkle the top with  $\frac{1}{4}$  c buttered crumbs.
  6. Bake in preheated oven until a table knife when inserted comes out clean.
  7. Cool thoroughly before serving.
  8. If you plan to keep this dessert from one day to the next, store it in the refrigerator or in some other very cool place.
- N. B. If a glass baking dish is used, reduce the temperature to 325°F. Serves 6.

## It's Different These Days



**HOUSEWIFE:—**I'm sorry now that I slammed the door when you were selling vacuum cleaners.

## Free Wednesday Cooking Demonstrations

2:00 and 7:30 P. M. in Home Service Kitchen at 89 East Avenue

- March 1—International Food Parade.
- March 8—Soup and Salad Menus.
- March 15—Mail-Call Treats for Service Men.
- March 22—Spring Pick-ups.
- March 29—Cakes for All Occasions.
- April 5—Easter Suggestions.
- April 12—Parties with a Spring-Like Touch.
- April 19—Good Meals with Make-Do Equipment.
- April 26—New Tricks with Sweet Rolls and Kuchens.

There'll come a time when the lights will flash on again all over the world. That will be when "Johnny Comes Marching Home" and we can get a fuller realization of the joy of living. In the meantime, your efforts to save electricity by using it carefully will be greatly appreciated by your government. There is enough electricity for all essential uses, but, save it wherever possible in order to save those materials and services which go to make electricity.

# Our Customers Are Part of Our Business

In these days of shortages of materials and manpower there is sometimes a tendency to forget that the customer is the most important person with which any firm does business. Here at the R. G. & E. we try to keep in mind always that we are dependent upon the customer and that if war restrictions prevent us from giving him what he wants to let him know that we regret it just as much as he does.

Here are a few ideas that express our customer creed:

**A customer is not an interruption of our work—he is the purpose of it. We are NOT doing him a favor by serving him—he is doing us a favor by giving us the opportunity to do so.**

**A customer is not a rank outsider to our business—he is part of it.**

## Plan to Attend the April Canning Clinic

When you canned last summer did problems come up for which you didn't know the answers? Perhaps a jar of tomatoes or corn looked different from what you expected, or you were not sure of the correct way to seal a certain type of jar. If so, then plan to attend the Free Canning Clinic in the Home Service Auditorium on Thursday and Friday, April 13th and 14th. You will get valuable information on the right type of equipment and jars to buy and the easiest methods to use.

The Canning Clinic will be held at the following times:

Thursday, April 13—2:00 P. M.

Thursday, April 13—7:30 P. M.

Friday, April 14—2:00 P. M.

Bring your questions to one of these meetings and help make this year's canning season even more successful than last. Our regular spring and summer series of canning demonstrations will follow. Watch for the dates.

## Victory Garden Echoes

Right now while you are enjoying the fruits of last year's planting why not formulate some suggestions for your 1944 Victory Garden. Did you have enough potatoes this year? How did the supply of canned tomatoes hold out? Are you satisfied your garden plot was large enough? These and many other queries may well be answered NOW while everything you canned last fall is being so much enjoyed by all the family.

**A customer is not a cold statistic—he is a flesh-and-blood human being with feelings and emotions like our own.**

**A customer is not someone to argue with or match wits against. Nobody ever won an argument with a customer, even though they may have "thought" they did.**

**A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.**

**Our customers keep us in business. We should show our appreciation by the way we serve them.**

## Care of Appliances

Take care of your appliances and they will not fail you. It is hard to find help to get things "fixed up" so—learn to depend upon yourself more and more. Keep appliances clean, well oiled and adjusted. Keep them away from rust, dust and dampness. You can increase your light in many ways without using any more electricity. Wash every lamp bulb and reflector bowl in use. Dusty fixtures absorb as much as one-fourth of the light. Finally, remember—gas and electricity are vital weapons in war production—DO NOT WASTE THEM!

## No Wonder They Can Laugh!



Picture of a family that has an electric washer laughing at those "can't get my laundry back" jokes on the radio.

# OUR R. G. & E. "WEAPONS FOR VICTORY" SHOW SEEN BY 50,000 PEOPLE

Nearly 50,000 people enjoyed the "Weapons for Victory Show" which ran for a month at the Gas and Electric Building, 89 East Avenue. Scores of Rochester industries, the Rochester Army Ordnance, the Air Force, the Navy and the Coast Guard all collaborated in the activity. Primarily, the show was intended to make Rochesterians conscious of their responsibilities in connection with the Fourth U. S. War Bond campaign; to indicate to them, visually, what a lot of dollars and bonds it takes to keep this war going and to point it toward victory. Another factor was the education the show gave us in materials of war, many of them made right here in Rochester, by Rochester workers. It made us all swell

a bit with pride in our city, its plants and their men and women war workers.

Guns, planes, parachutes, bombs, carbines, pistols, plane motors, rangefinders, gun turrets, height finders, tiny finger-tip motors for bomb-sights and huge "blockbuster" aerial bombs—these and hundreds of other exhibits, including maps of Germany's cities and captured German and Jap weapons made the "Weapons for Victory Show" something worth seeing and remembering.

"E" is for energy, you'll find it in food; but avoid over cooking that removes all the good.

"H" is for hot water, a comfort indeed, but—DON'T heat more than you actually need.

## Says Free Enterprise System Has Done Remarkable Job

Suppose that in 1914 some industrial leader had predicted that in the coming years the American Free Enterprise System would succeed in (1) increasing hourly pay of labor four-fold, while (2) the price level in the process would increase only about one-half, and (3) industry on the whole would prosper. Would he not have been branded a crazy utopian who was bent on ruining the country? Yet, just that apparently impossible miracle has actually been performed. Is it not only reasonable, but logical, to support and maintain an economic and political system that has produced such substantial results for the average man? (C. W. Kellogg, President Edison Electric Institute)

## Don't Stab Our Fighting Men in the Back

Boys who wantonly destroy street lights might just as well be serving in the sabotage corps of the Japanese and German armies. Street lamps contain metals, such as tungsten and brass, that are vitally needed by the American Army and Navy. When these war materials are destroyed the person responsible is aiding the enemy. The Rochester War Council asks the co-operation of all citizens in halting this sabotage. If you see a boy throwing missiles at a street lamp stop him or call the police.

Use leftovers to make nourishing meals. Save grease for gunfire. Collect tin cans and scrap metals for munitions, and BUY MORE WAR BONDS and we'll get this war over lots quicker.

## R. G. & E. Inhalator Crews Revive 48 Victims

The Inhalator Crews of Rochester Gas and Electric responded to 130 calls last year in 48 of which the victims were revived. In 68 cases the inhalator was not used and in 14 the victim was beyond resuscitation. The cases included coal gas, gas, carbon monoxide and other forms of gas poisoning, drowning, heart attacks and other seizures. The R. G. & E. maintains several crews trained in resuscitation methods and the success of their efforts in saving lives has won them commendation on numerous occasions.

## "Home Service Highlights" Featured Daily at WHAM

The Rochester Gas and Electric invites you to tune in WHAM daily Monday through Friday at 12:15 noon to hear the five-minute broadcast of "Home Service Highlights." Our Home Service Department will be glad to answer questions regarding wartime living problems. Whether it's a recipe you want . . . or directions for clarifying fat . . . or a way to remove that stubborn spot on your best dress . . . call us at Main 7070 or write, and we'll do our best to help you out.

The new program will bring you the latest information on cooking, foods, canning and kindred subjects and will enable you to get the most out of your food dollar. Make it a habit to tune it in right after the noon news program at WHAM. And let's have a lot of questions. We'll answer some of them over the air to give all of our listeners the benefit and others will be handled by mail or telephone.