

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

APRIL, 1944



IT'S TIME FOR A SPRING PICK-UP

A balmy breeze, warm rain and house cleaning make us realize that Spring is in the air. It's a good time to take stock in preparation for the warm weather ahead.

Check your fruit cellar so that the best use is made of what's left of last year's canning. Use up jams and jellies that have leaked into the paraffin. Warmer weather may cause this jam to ferment. If fruits for dessert are running short, try a pudding using jam.

To avoid that spring-fever feeling, check your menus and see to it that your family is getting enough of the protective foods—leafy-green and other vegetables, citrus fruits, milk, meat, eggs and whole grain cereals.

Check over your appliances. If a little extra attention has to be given to the range, refrigerator or small appliances, it can be done before the general spring housecleaning and so make the job easier.

Try These Easy Recipes:

ORANGE MARMALADE WHIP

- 4 egg whites
- 4 T sugar
- $\frac{1}{4}$ t salt
- $\frac{1}{2}$ c orange marmalade

1. Beat egg whites until stiff. Add sugar and salt and beat until stiff and glossy.
2. Fold in the orange marmalade.
3. Pour into a greased double boiler and cover.
4. Place over hot water and steam 1 hour being careful to keep water at the simmering point.
5. Serve immediately with Custard Sauce.

VALENCIA TAMALE PIE

Temp: 350° F. Time: 30 minutes

- 2 t salt
- 3 c boiling water
- 1 c cornmeal
- 2 T fat
- 1 onion, chopped
- 1 green pepper, chopped
- 1 lb. ground beef
- 2 c cooked tomatoes
- 1 t chili powder

1. Add 1 t salt to boiling water and stir in corn meal slowly. Place over hot water in double boiler and cook for 30 minutes, stirring occasionally. Set aside to cool.
2. Melt fat, add onion, green pepper and meat, mixing thoroughly. Cook slowly until meat is browned.
3. Add tomatoes, chili powder and remaining 1 t salt. Simmer about 10 minutes.

4. Grease a large casserole and pour in half of the cornmeal mush; add meat mixture and cover with remaining mush. Bake in preheated oven.

WHOLE WHEAT KUCHEN

Temp: 375° F. Time: 30-35 minutes

- 1-3 c shortening
- 1-3 c sugar
- $\frac{1}{2}$ t salt
- 1 c scalded milk
- 1 yeast cake, dissolved in
- $\frac{1}{4}$ c lukewarm water
- 1 egg
- $1\frac{1}{2}$ c all-purpose flour
- $3\frac{1}{2}$ c whole wheat flour

1. Add shortening, sugar and salt to milk. When lukewarm, add dissolved yeast cake, egg and half of flour. Beat until smooth.
2. Add rest of flour and knead until smooth and elastic. Brush with melted butter, cover and let rise until light (about 1 hour).
3. Shape into kuchen or rolls, brush with melted butter, cover and let rise until light (about $\frac{3}{4}$ hour).
4. Sprinkle with sugar and cinnamon, arrange well drained canned prunes or peaches over the dough, sprinkle with more sugar and cinnamon and bake in a preheated oven.

Free Demonstrations

Here is the schedule of Free Demonstrations, every Wednesday, 2:00 and 7:30 P. M. in the R. G. & E. Home Service Kitchen, 89 East Avenue:

- 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.

"CAN MORE IN '44"

- May 3—General Directions for All Canning.
- May 10—The Best Way to Can Fruit.
- May 17—How Shall I Can the Vegetables from the Victory Garden?
- May 24—How to Prepare Foods for Fast Freezing.
- May 31—Early Summer Jams, Jellies and Marmalades.

Can You Answer This?

What is it that you cannot see, taste or smell which is the smallest item in the average family budget and also the biggest bargain?

* See bottom of Page 3 for answer.



Help Fill Rochester's War and

Rochester Wins Government Praise For Conservation of Electricity

Praise for general compliance with the government's request for conservation of electricity in Rochester but criticism of those who decline to co-operate is contained in a letter received by President Herman Russell of the Rochester Gas and Electric Company from William A. Lyons, chief of the Fuel and Allocations Branch of the Office of War Utilities at Washington.

"Recent reports which we have received", wrote Mr. Lyons, "indicate that there has been substantial compliance in Rochester with the War Production Board's program to conserve critical resources, particularly with reference to its electric conservation features. Your company is to be commended for the very excellent manner in which it has carried the campaign forward. Your efforts however, would not now be producing results were it not for the patriotic and unselfish co-operation of most of the Rochester business establishments. By complying with the program, in spite of the disinclination of some others to conform to the government's request for necessary conservation, these businesses are making an important contribution to the war effort and are thereby hastening the day of victory."

School Safety Officers Do Fine Job

As the result of splendid educational work by Herman J. Norton, of the Board of Education, Rev. John M. Duffy, superintendent of the Rochester Catholic Schools and School Safety Officers William H. Keeler and Henry H. Jensen, wanton destruction of street lights showed a sharp drop during the past few weeks. Bulletins were sent to all the schools of the city and were read in classes. These messages pointed out that breaking street lights helped America's enemies because it destroyed vital war materials, such as tungsten, tin and brass. The patriotic co-operation of all the school students was asked in the name of the Rochester War Council and the results were immediately made manifest. Most boys now look upon the youth who smashes a street light as an unpatriotic individual.

"REPORT to the NATION", the most popular news program on the air, is heard over WHEC every Tuesday night at 9:30. It is sponsored by 154 business-managed electric light and power companies. Quentin Reynolds, famous war correspondent and author is master of ceremonies.

The voluntary conservation code, among other things, calls for complete elimination of daytime lighting of advertising signs and show windows and restricts nighttime lighting to not more than two hours.

R. G. & E. Workers Remember Those in Service

Every R. G. & E. employe serving with our armed forces hears from his fellow workers at least 88 times during the year. These remembrances consist of regular letters, birthday and holiday gifts. Funds for this purpose are contributed by the employes on the home front and a special committee keeps the letters rolling.



"And remember that 12-cubic foot refrigerator that stood right here that we thought we were going to get stuck with?"
—(Electrical Merchandising)

Tune In On Home Service

Do you like to listen in on a party line? Then tune your dial to the Home Service program of telephone calls, on WHAM every week day at 12:15 Noon and pick up the latest gossip on cooking, appliances and all manner of kitchen tricks. Make it a lunch time habit beginning today.

Help to Fight Cancer Needed

The Women's Field Army of the New York State Division of the American Society For the Control of Cancer is seeking help. Interested citizens are asked to communicate with headquarters at 475 Park Avenue.

* ELECTRICITY.

Community Chest Next Month!





GUARD THE LIFE LINE

of your Electric Appliances

Take good care of your electric appliance cords and they'll last longer and give you more satisfactory service. Here are a few suggestions that will lengthen their lives:



AVOID KINKS and KNOTS—Keep cords loosely coiled when not in service. Sharp bends break the little wires that make up the conductor.



PULL PLUG to DISCONNECT—Don't yank the cord to pull the attachment plug from the wall outlet. Yanking the cord breaks the wire and strains connections inside the plug.



KEEP CORDS CLEAN—Oils and greases may ruin rubber insulations. Wipe rubber cords with a dry cloth. Avoid getting cords wet.



DON'T BURN CORD by wrapping it around a hot appliance. Cords burn easily.

