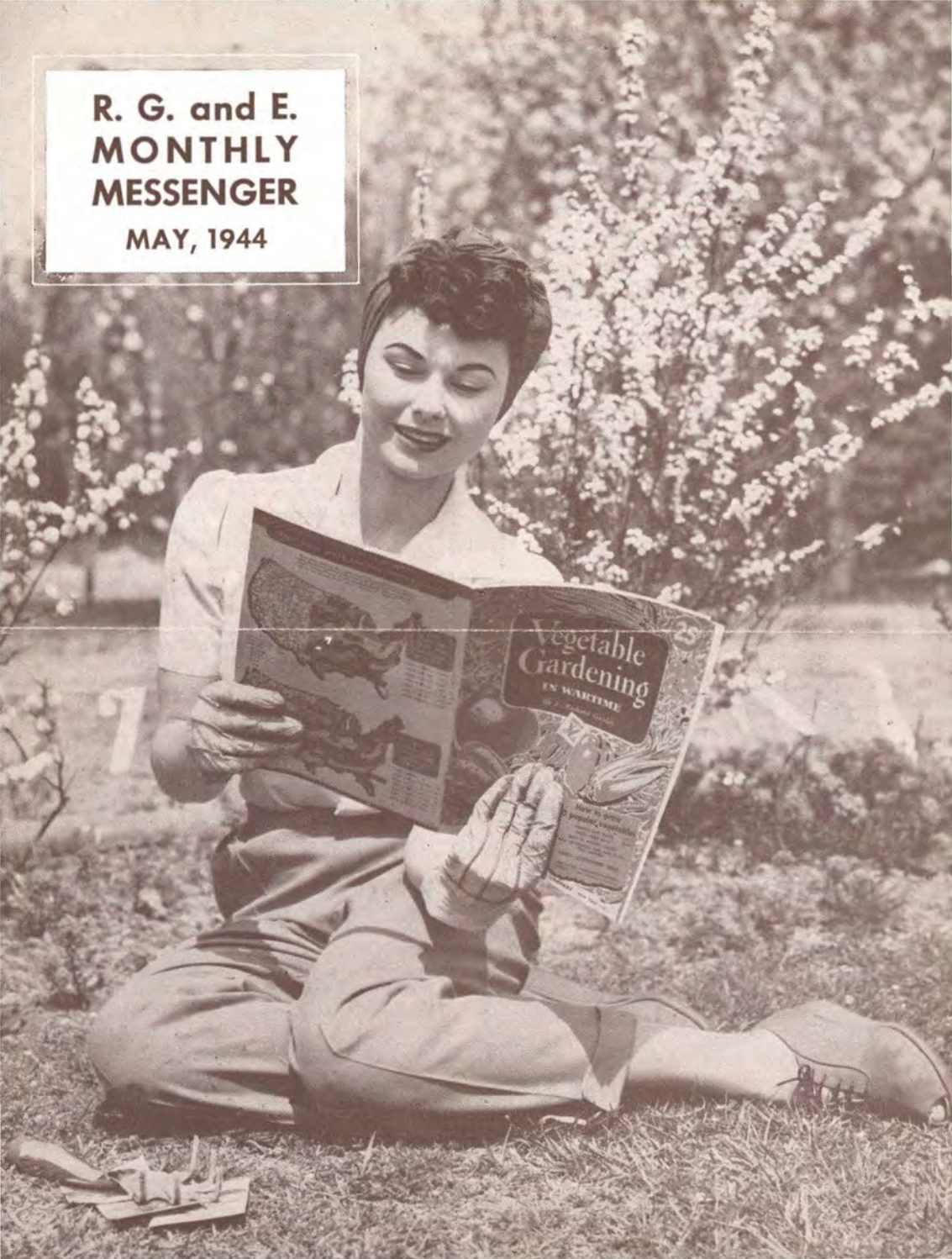


**R. G. and E.
MONTHLY
MESSENGER**

MAY, 1944



PLAN TO CAN MORE IN '44!

PLAN BEFORE YOU PLANT—know when your favorite vegetables and fruits come into season for canning, and then plant your garden so you'll have a steady supply.

BE AN EARLY BIRD—while the seeds are growing, get the jars ready. Sort over your canning jars and covers, and take a spring inventory of canned foods still on the shelves.

BEGIN NOW—start off right away with rhubarb, and get set for asparagus, spinach, peas, cherries and berries. Here's your canning calendar for May, June and early July:

FRUITS

(With Approximate Dates of Seasons)

Berries—

Blackberries . . . June 30 to July 30
 Gooseberries . . . July 10 to July 30
 Raspberries . . . June 20 to July 31
 Strawberries . . . June 1 to June 30

Cherries—

Sweet June 20 to July 25
 Sour July 1 to July 30
 Currants July 7 to July 25
 Rhubarb April 13 until July

VEGETABLES

(With Approximate Dates of Seasons)

Asparagus May 1 to July 1

Beans—

Green and Wax . . . June 30 until Frost
 Beets July 1 to December 1
 Carrots July 1 to December 1
 Peas June and early part of July
 Spinach May to July

This material was prepared by Mrs. Ethel Marth, Assistant Home Demonstration Agent of the New York State Emergency Food Commission, Monroe County Consumer News and L. R. Stutzman, New York State Department of Agriculture and Markets.

A chart for the whole season can be obtained by calling the R. G. & E. Home Service Department, Main 7070.

Power Industry Praised For Wartime Achievement

The Charles A. Coffin Foundation, established by General Electric for the advancement of electrical art, has awarded a citation to the power industry of the country for "distinguished wartime achievement." The citation reads: "Faced with unprecedented demands the electric light and power industry has met every war-production requirement without delay and without impairment of its peacetime services to the public. This achievement merits the appreciation not only of American industry but also of the entire nation."

Tune In These Radio Programs

Monday to Friday—Home Service Suggestions over WHAM at 12:15 noon.
 Tuesday Night—"Report to the Nation" over WHEC at 10:30.
 Saturday Morning—"Fashions in Rations" over WHEC at 11:30.



"Sorry, Mrs. Jones, we can't fix your sweeper but have you heard about the new Victory model we're selling?—(Electrical Dealer)

See New Model Kitchen at our East Ave. Bldg.

Would you like to streamline your kitchen? Of course you would! Then come and see how it's done in the new R. G. & E. convenient kitchen, complete with cupboards, equipment and dining nook. It's open and waiting for

your inspection on the Main Floor at the Rochester Gas and Electric Building at 89 East Avenue. Find out how you, too, can have a kitchen that's easy to work in and attractive to look at.

WOULD YOU BURN YOUR RATION STAMPS?

Suppose you dropped in to visit a friend, and there he sat, tearing little stamps out of his ration books . . . and quietly burning them up one after the other. I can just hear you say, "Are you crazy?," and you'd be quite right to ask that, too. Those ration stamps represent meat and butter . . . yes, and gasoline. Imagine—burning them up, wasting things like that!

Waste has always been foolish, but in wartime it's practically sabotage. Of course, burning up your own rations only hurts you, but wasting other things may be different. Take electricity, for example, it's cheap and plentiful. There's no shortage of generating capacity, but, nevertheless, your Government and your electric light and power companies ask you to conserve electricity *now*. Why? Because electricity is

generated largely in plants which burn oil or coal—things which are scarce. And it takes man-power to run those generators, to produce and transport coal and oil. Man-power runs on little brown and blue ration stamps. So, if you waste electricity, it puts you in the same position as the man who sits in a corner, burning up ration stamps . . . his own, and other people's.

Our Government has asked seven basic industries to join in a conservation drive—coal, oil, gas, electricity, communications, water, and transportation. So, don't waste electricity just because it's cheap and is not rationed. Use what you need but only what you need.

Grow More in '44

The need for food was never greater. Every householder who has ground available for a garden plot should utilize it to the greatest possible extent. Here's why we've got to grow more in home gardens in 1944:

- 1—FOR OUR ARMED FORCES: Each fighting man eats $5\frac{1}{4}$ pounds of food a day, which is about one and one-half times as much as he consumed as a civilian. About 14 per cent of our food supply will continue to go to our fighters.
- 2—FOR CIVILIANS: To sustain the production effort on the home front 75 per cent of our food supply is allocated to civilians.
- 3—FOR OUR ALLIES: 11 per cent of our food is shipped to our allies to give them strength to carry the fight to our enemies.

Free Canning Demonstrations

Demonstrations during May and June will be devoted entirely to canning, jam and jelly making, and preparing foods for fast freezing. They will be held on Wednesday afternoons at 2:00 and Wednesday evenings at 7:30. The schedule follows:

- 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."
- June 7—"How to Preserve Strawberries."
- June 14—"Canning and Freezing of Asparagus."
- June 21—"Canning of Greens and Green Beans."
- June 28—"Canning Questions Answered."

ELECTRIC SERVICE IS BIGGEST FAMILY BARGAIN

Today Your Dollar Buys—



43 pct. **LESS**
Food



45 pct. **LESS**
Clothing



52 pct. **LESS**
Furniture



BUT 70 pct. **MORE**
Electricity

Than It Did Before Last War

Back in 1913, before the outbreak of World War No. 1 your family dollar would purchase a lot more of most things than it will to-day.

Electric service is an outstanding exception, as the above figures from U. S. Bureau of Labor statistics so graphically demonstrate.



ARE YOU A LADY IN THE DARK?

The secret of increasing your light without adding to the cost, or without waste, is a very simple one. You'll wonder why you didn't think of these six solutions yourself.

More Light Without Waste



Clean your way to more light. By wiping bulbs with a damp cloth, you'll get 30% more light.



Line your reading lamp shades with light colors. You'll get more light and greater seeing comfort.



Light colored walls and ceilings give you more light. For best results, use pastel shades.



If you use table lamps for reading, make sure they are high enough to give widespread light.



Replace straight sided shades with flared ones. The light will spread over wider areas.



Inside-frosted lamps with shades give more light than exposed colored lamps.