

**R. G. and E.
MONTHLY
MESSENGER**
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Autumn Days Bring Change in Meals

Crisp days, cooler weather, and the last of the summer produce brings about a change in our Fall and Winter meal plans. When time is scarce and hearty dishes take a little longer to cook as a rule, a little planning ahead will save hours for the homemaker.

Now more than ever care should be taken so that foods from all of the Basic Seven Groups are included in the meal plan each day. When butter is short, be sure to serve plenty of the foods that help make up for it, particularly the green and yellow vegetables, spinach, kale, green cabbage, carrots, yellow turnips, sweet potatoes, etc.

Plan menus for the whole week or at least two or three days ahead, then check against the Basic Seven Chart, so that you will be giving your family the foods they need to keep them well and strong this winter. We hope the following suggestions will help.

All-in-a-Dish Dinner

- *1 pkg. prepared spaghetti dinner.
- 1 T minced onion.
- 1 c left-over diced meat. 2 c tomato soup.
- 1. Cook spaghetti as directed on package.
- 2. Add left-over meat and onion to the tomato soup.
- 3. Pour over the spaghetti and sprinkle with the grated cheese.

*Prepared Spaghetti Dinner usually contains spaghetti, cheese and sometimes tomato sauce which may be used in place of the soup.

Carrot, Lemon and Pear Salad

- 1 lemon
- 2 c grated raw carrot
- 1/4 c sugar
- Pears
- Lettuce
- Salad dressing
- 1. Put lemon through food chopper, skin and pulp; add carrots and sugar.

Courtesy Should Not Be Rationed

A lot of careless service is given under the excuse: "Don't you know there's a war on?" The thing which all of us should remember—and which we here at the R. G. & E. have tried to make our creed—is that it is the Jones, the Smiths and the Browns who make our business possible. The fact that any firm has a market for all that it can produce these days is no justification for slighting the customer. Courtesy is one thing that should never be rationed.

Freedom of Opportunity is freedom to work, to save, to keep what one produces, to risk it for a profit and to live a free life under free enterprise.

The best investment in the world is this country's future. Keep every war bond you buy.

Life is not so short but that there is always time for courtesy.—(Emerson).

2. Arrange pears on a bed of lettuce, fill cavities with carrot mixture and serve with salad dressing.

Spanish Rice

Temp: 350° F. Time: 1 hour.

- 2 slices bacon
 - 1/2 lb. ground beef
 - 1 onion
 - 1 green pepper
 - 2 t salt
 - 1/4 t pepper
 - 1 T Worcestershire sauce
 - 1/2 c uncooked rice
 - 3/4 c tomatoes
 - 1. Dice bacon, add beef and cook until nicely browning.
 - 2. Add sliced onion, shredded green pepper, seasonings and uncooked rice. Pour tomatoes over all.
 - 3. Pour into a buttered casserole dish, cover and bake in preheated oven. Or this may be cooked on top of the stove. Cover closely, and when steam comes from cover, reduce burner to simmer, cook 40-50 minutes.
- N. B. This may be served with oven poached eggs. Drop eggs on top of rice and bake 10-15 minutes, or until eggs are set.

TUNE IN MONDAY, WEDNESDAY AND FRIDAY

The Home Service Department brings you timely helps three times a week over WHAM at 12:15 on Monday, Wednesday and Friday. Questions are answered and recipes are given. Be sure to tune in.

Wednesday Demonstrations To Begin in October

Wednesday demonstrations (afternoon and evening) start October 25th. These demonstrations are planned to give you a lift and to help you with your daily food problems, give you new suggestions and shortcuts in food preparation. Won't you plan to attend Wednesdays at 2:00 p. m. or 7:30 p. m. in the basement auditorium, Rochester Gas and Electric, 89 East Avenue. The schedule follows:

- October 25—Quick Suppers.
- November 1—Hearty Meat Dishes.
- November 8—Good Pies and Pastry.
- November 15—The Spirit of Thanksgiving.
- November 29—Christmas Cookies.
- December 6—One Dish Meals.
- December 13—Holiday Rolls.
- December 20—Special Recipes for the Holidays.

Thousands Visit R. G. & E. Comfort-Conditioned Kitchen—Come In and See It!

Thousands of visitors have already seen the new R. G. & E. Comfort-Conditioned kitchen with its ventilated range that eliminates all grease, grime and cooking odors. In order that all of our customers may have a chance to inspect this beautiful modern kitchen we plan to keep it open indefinitely on the main floor of the Gas and Electric Building at 89 East Avenue. The

hours of showing are as follows:

REDDY KILOWATT says:

WEEKDAYS 9 A. M. to 5 P. M.

SATURDAYS 9 A. M. to 12 noon.

MONDAY NIGHTS 7:30 to 9 o'clock.

Chief interest in the new kitchen, of course, centers around the ventilated range and it is apparent from the comments heard thus far that most housewives will make this a "must" in their post-war planning. A simple installation makes it possible to carry grease and dirt, along with objectionable cooking odors out of the kitchen through a concealed flue. In warm weather oven heat can also be diverted outside while in cold seasons it can be retained to help heat the kitchen.

Most visitors to the kitchen are amazed to discover that its dimensions are only 14 by 15 feet. It is so completely arranged, however, that it gives a feeling of spaciousness and airiness. When you visit the kitchen you will be given a card on which to express your likes or dislikes. Please fill this out and return it to us. It will help to give you just the kind of kitchen you want when materials and appliances are again available.



"Not even Sherlock Holmes could find anything wrong with this kitchen."

Penny Still Useful When Spent for Electricity

In these days of skyrocketing prices the ordinary penny—whether it be the good old-fashioned copper cent or the annoying white penny that looks like a dime . . . will not buy very much of the things we require for everyday living. However, a penny still has big purchasing power when it is spent for electric service. As a matter of fact a penny to-day will buy just about twice as much electricity as it did during the last war.

One cent's worth of electricity will still wash two big tubful of your family laundry or it will iron three shirts. A penny will give you an evening's entertainment on the radio or run your refrigerator from four to five hours. All of which serves to emphasize the fact that despite all the political attacks on the power industry its product, electricity, is one of the very few commodities which has not increased in price since the war broke out.

Make Them Easy to Read

City officials are appealing to householders to make their street numbers plain to the eye. They should be large, easy to find and contrasting in color to the house. Convenience and safety often depend upon the speedy location of your house number, which may be required for police or fire protection, medical services, a telegram or special delivery letter.

Basic Seven Food Groups

(Use Some of These Every Day)

1. Green and Yellow Vegetables.
2. Citrus Fruits, Tomatoes and Green Leafy Vegetables.
3. Potatoes, Apples, Vegetables and Fruits.
4. Milk and Milk Products.
5. Beans, Fish, Poultry, Eggs and Meat.
6. Bread, Flour and Cereals.
7. Butter, Margarine and Other Fats.

WHAT WOULD YOU DO?



If the Government should go into business or professional competition with any of you gentlemen, do you know what it would be like? Well, you would have competition that—

1. Is not required to pay federal taxes.
2. Obtains all the money needed from the U. S. Treasury at little or no interest.
3. Makes up its losses out of the taxpayers' money—part of the taxes that you, as a competitor, pay to help offset these losses.
4. Purchases all materials at government discounts.
5. Gets transportation at a greatly reduced price.
6. Has free mail privileges.

7. Is not regulated by State or Local government . . . The Federal government, as owner, is also the regulator.

Would you consider this *fair* competition? Would you object to it?

This is the kind of competition the electric power industry of the country faces today.

It is our problem *today*. But if this socialistic trend (government in business) continues, it will be your problem tomorrow. We must all fight to save individual enterprise and the American way of life that has made this nation great.

REDDY KILOWATT,
your electrical servant.