



**R. G. and E.
MONTHLY
MESSENGER**
FEBRUARY, 1945

SOME SUGGESTIONS FOR STRETCHING RATIONED FOODS

History does repeat itself and again shortages of many of our favorite foods—meat, butter and cheese—confront us. However, it's up to us to do everything we can to help make rationing work. Here are a few suggestions that will aid in stretching your meat and sugar supply. Call on the R. G. & E. Home Service Department (Main 7070) if you need other help.

Make a little beef serve six:

CASSEROLE OF BEEF and LIMA BEANS

Temp: 350°F Time: 2½ hours

1 lb (2 c) dried lima beans

½ lb shoulder beef

4 T drippings

2 onions

2 carrots

2 c tomatoes

1 t salt

¼ t pepper

1. Wash lima beans, cover with cold water and soak overnight.
2. Cut beef into small cubes and brown in the drippings. Place in a casserole.
3. Add sliced onions, diced carrots, lima beans, tomatoes, salt and pepper.
4. Cover and bake in preheated oven. It may be necessary to add ½ c more tomatoes.
5. To brown top, remove cover last half hour of baking.

No sugar necessary:

SOFT GINGER COOKIES Temp: 400°F

Time: 12-15 minutes

1 c shortening

1 c molasses

2 eggs

¾ c all-purpose flour

1 T soda

2 t ginger

1. Cream shortening, add molasses and cream well.
 2. Add eggs one at a time and beat well after each addition.
 3. Mix and sift flour, soda and ginger. Add to first mixture and mix well.
 4. Chill dough. Roll and cut out. Place on greased cookie sheet and bake in preheated oven. Or form dough into balls, place on cookie sheet and press flat with fork or tumbler. Bake.
- N.B. These cookies may also be dropped from tip of a spoon.

To dress up a party menu:

MERINGUES Temp: 250°F Time: 1 hour

2 egg whites

¼ t salt

¼ t vanilla

¼ t cornstarch

½ c light corn syrup

1. Place egg whites, salt, vanilla and cornstarch in bowl. Beat thoroughly until stiff.
2. Add syrup a little at a time and beat until glossy and stiff enough to stand in peaks.
3. Cover a cookie sheet with unglazed paper and shape meringues with a spoon or pastry bag. Avoid making too large, and press out in center so that they will not be too thick.
4. Bake in preheated oven until dry and lightly browned. Turn oven off and allow door to remain open until meringues are cold. Remove from paper with a sharp knife. These may be stored several days before using.

PEACH MELBA

Arrange half-a-peach on a meringue. Serve with Raspberry Sauce.

RASPBERRY SAUCE

1 c raspberry juice

2 T sugar

1 T cornstarch

1. Bring syrup to boiling point.
2. Mix sugar and cornstarch and add to syrup.
3. Boil 4-5 minutes.

Free Demonstrations

Attend our free cooking demonstrations on Wednesdays at 2:00 in the afternoon and 7:30 in the evening in the Home Service Kitchen, 89 East Avenue. The schedule:

Feb. 7—Party Helps

Feb. 14—Stretch the Food

Feb. 21—Top-Stove Dishes

Feb. 28—Easy Cakes

March 7—Fish Main Dishes

March 14—A Variety of Rolls

March 21—Cookies

March 28—Spring Dinner Menus

All of these demonstrations feature recipes easy on ration points.

Lost Taxes Total \$100,000,000

If federal, state and municipally-owned power and light plants paid taxes on the same basis as do business-managed electric companies like Rochester Gas and Electric more than \$100,000,000 would be added annually to federal, state and local treasuries. These taxes must be made up by other taxpayers—by industry—by individuals like yourselves. Tax evasion is more than a question of fairness. It is a grave menace to post-war prosperity. When important potential sources of public revenue go scott-free of taxes business must shoulder an additional burden and post-war uncertainty is increased. Fair and equal levying of taxes means the greatest good for the greatest number . . . it is the democratic way.

Home Service on the Air

Listen every Monday, Wednesday and Friday at 12:15 noon over Station WHAM when the Home Service Department answers questions asked by its listeners and gives help on problems puzzling the housewife.

February Important Month For Famous Dates

February is a month of important dates. Here are a few: 2nd—U. S. acquired New Mexico and Upper California, 1848; 11th—Abraham Lincoln born, 1809; 11th—Thomas A. Edison born, 1847; 14th—Oregon became state, 1859, and Arizona, 1912; 14th—Valentine's Day; 14th—Ash Wednesday; 22nd—George Washington born, 1732; 22nd—U. S. acquired Florida from Spain, 1819; 25th—first U. S. Bank established, 1791; 25th—U. S. Income Tax Law effective, 1913; 27th—Henry W. Longfellow born, 1807; 27th—Purim, the Feast of Esther.

Today's incandescent lamps and lower electric rates save U. S. consumers three billion dollars a year in light bills. Power usage would jump that much if the country were illuminated with the lamps of 1900. Many scientists believed the carbon filament lamp of that day was too good to require further improvement. Since then, its efficiency has been increased at least sixfold.

"Tried and True" Kitchen Is Favored

McCall's Magazine recently announced a "Kitchen of Tomorrow" Contest, and the results reveal some interesting reactions on the part of those who will buy new kitchens and appliances to go into them.

There were 11,887 entries in the Kitchen Contest. Among them were represented all sections of the nation, many different age groups, many different income brackets and a host of varied occupations.

Photographs were furnished to each contestant showing a "Tried and True" Kitchen and a "Day After Tomorrow" Dream Kitchen. The former was a modern yet highly practical working unit such as appeared in many homes just before the war.

The "Day After Tomorrow" Kitchen, as the name implies, was quite revolutionary in design, incorporating many innovations which may come at a later date.

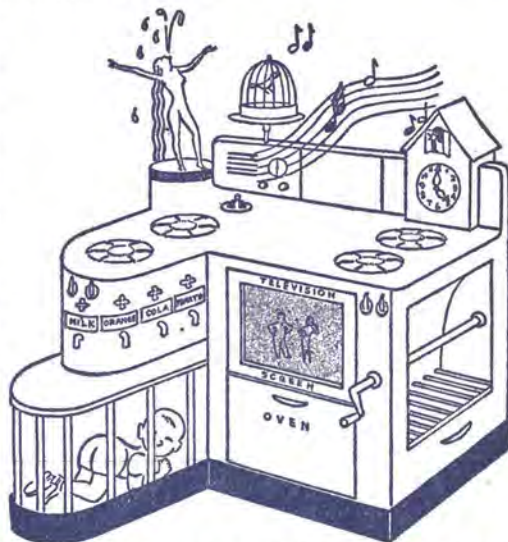
It is interesting to note that 62.6% of the contestants voted for the "Tried and True" Kitchen while 36.9% thought they'd like the "Day After Tomorrow" Kitchen.

Wood ranges were reported used by 7.9% of the families. Coal ranges, by 6.7%. Kerosene, 6.2%. Gas, 60.6%. Electric, 20.7%. And no ranges, 2%.

More than 73% of the women answering, preferred flat table top ranges. Waist high type ranges were favored by 16.8%. Counter-high were desirable to only 9.5%.

The glass window in the oven door rung the bell with a 74.8% preference while a light in the oven was desirable for 82.6%.

Tune in Station WHEC at 4 P. M. Monday to Friday for the new radio program—G. E. HOUSE PARTY.



No, these ranges won't be on the market after the war but a housewife can dream, can't she?

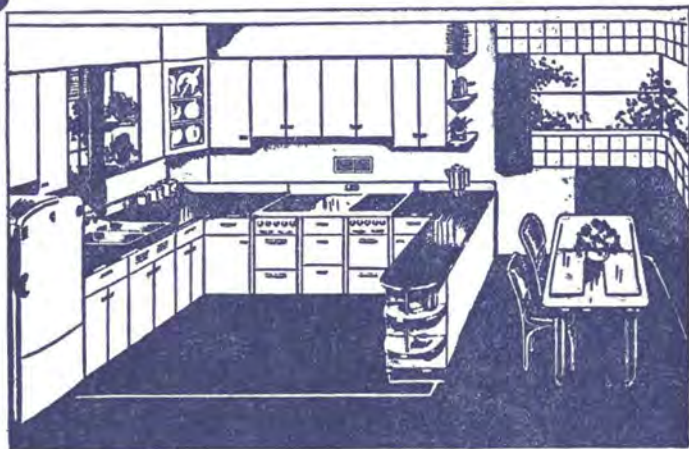
Housekeeping Is Nation's Biggest Industry

We hear a lot about the big steel industry, the tremendous railroad industry, etc. But more people are engaged in housekeeping than in any other industry.

More money is invested in housekeeping than in any other industry.

More money is spent annually in housekeeping than is spent or earned by any other industry. Housewives spend 30 billion dollars yearly—or more. This is more than the total revenue of the steel industry, plus that of the textile industry, plus that of the railroads. This is because living is the be-all and the end-all of all industry!

In the 36½ million homes and farms in this country, more work is done by women than is done by all the brick layers and all the iron and steel workers in the country.



One of the Designs for
the NEW FREEDOM GAS KITCHEN

Pin-up Picture **FOR HOMEMAKERS**

This picture isn't just an artist's dream. It's a promise of what you may expect in the beautiful new gas kitchens that will be available as soon as peace-time conditions permit manufacture of their equipment.

The big thrill of the post-war home will be the New Freedom Gas Kitchen . . . the kitchen that will give freedom from grease and grime, from objectionable cooking odors, from unwanted heat and from fatigue. You can see one of these kitchens now on the main floor of the Gas and Electric Building at 89 East Avenue. The design shown above pictures another.

These New Freedom Gas Kitchens can be chosen from numerous designs to fit your own choice. They can be built into new homes or fitted into remodeled older homes. They are built around the marvelous New Certified Performance gas range, with its automatic oven lighting and the famous silent gas refrigerator. Working surfaces and appliances are so arranged that you save miles of steps every year and the ventilation system keeps the kitchen clean and free from cooking odors.

Electric dishwasher, garbage disposal and other conveniences are included in the equipment.

Rochester Gas and Electric

