

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

JUNE, 1945



You CAN Have Cake Without Using Sugar

The accent is on simpler meals these days, what with the selection of food in the market limited and also the fact that many a homemaker is doing a daily stint in a warplant. There comes the day though, when something special is needed on the menu, just for a general boosting of morale around the dinner table. The answer to that, oftentimes, is a tender, freshly baked cake, topped with a soft fluffy icing. It has to be a sugarless cake, however, considering the state of most family's sugar supply. Since sugar alternates must be used carefully in order to insure perfect baking results each time, always use a tested recipe that calls for the sugar alternate you want to use. It is false economy to do anything else, so try this recipe if you want a sugarless cake that's a real winner when it comes to good eating and ease in making. It's one of those new method cakes, mixed all in one bowl, so it means less time in the kitchen for the lady of the house.

Honey Almond Cake

Temp.: 350° F. Time: 30-35 minutes.

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| 2½ c cake flour | ⅔ c honey |
| 2 t baking powder | ½ c light corn syrup |
| 1 t salt | 2 t vanilla |
| ½ t soda | ½ t almond extract |
| ⅔ c shortening | 2 eggs, unbeaten |
| ½ c milk | |

1. Sift flour, baking powder, salt and soda into mixing bowl.
2. Drop in shortening; add milk, honey, corn syrup, vanilla and almond extract. Beat 1½ minutes on electric mixer using medium speed or 150 strokes if beaten by hand. Scrape bowl and spoon often throughout entire mixing.
3. Add eggs and beat 1½ minutes on electric mixer using medium speed or 150 strokes if beaten by hand.
4. Bake in greased loaf tin in preheated oven.

Honey Frosting

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| 1 c honey |
| 2 egg whites |
| ¼ t salt |

Use Our Kitchen Planning Service

The R. G. & E. will be glad to help prospective new home owners plan their kitchens. We have established a Kitchen Planning Service where advice and suggestions are yours for the asking. In most new kitchens a modern ventilation system that carries off objectionable cooking odors and eliminates deposits of grime and grease on the walls and ceiling will be the number one consideration. Inquire about the Kitchen Planning Service at our demonstration kitchen on the Main Floor at 89 East Avenue, Rochester.

1. Heat honey to 238° F. or until it spins a thread when a little is dropped from a spoon.
2. Beat egg whites stiff. Slowly add honey, beating constantly.
3. Continue beating until icing is fluffy and will hold its shape.

N.B.—Measure honey easily by using a moist or lightly greased cup or spoon.

HOME SERVICE ON THE AIR

Tune in every Monday, Wednesday and Friday at 12:15 over WHAM for timely tips and helpful information, from the Home Service Department.

“Can to Thrive in '45”

If you think your plans for a bigger and better canning season ahead have been spoiled by the fact that our government tells us that there will be less sugar than ever for us at home, we think that we have just the information that will make you change your mind. You can have plenty of canned fruits, jams and jellies for next winter's use by canning with corn syrup to stretch out your sugar supply. Very specific directions have been worked out for canning the various fruits, jams and jellies, and we suggest that you ask at the Home Service Department for the booklet, “How to Can Finer Fruits,” which is put out by the Corn Products Refining Co. Do this immediately, so that you'll have the canning directions you need and will be able to take advantage of all the fresh fruits as they come into the market.

It's a Queer Language

Funny thing this English language of ours. You may call a woman a kitten but you musn't call her a cat. You can refer to her as a chicken but Heaven help you if you call her a hen. You can call her a vision but she'll knock you for a loop if you say she's a sight.

Most Popular Radio Programs

Here are the ten most popular radio programs, according to the latest Hooper survey:

1. Bob Hope.
2. Fibber McGee and Molly.
3. Walter Winchell.
4. Radio Theatre.
5. Screen Guild Players.
6. Mr. District Attorney.
7. Joan Davis-Jack Haley.
8. Charlie McCarthy.
9. Bing Crosby.
10. Jack Benny.

June is Father's month and his birthstone is the grindstone.

Says Somebody Should Tell Congress About Power Industry's War Record

From time to time some member of Congress rises to pay a compliment to American railroads for a splendid wartime job. Only two weeks ago a representative from Minnesota had a fine editorial from the *Christian Science Monitor* on the performance of the rails inserted in the *Congressional Record*. We couldn't help thinking how often praises of the railroads are on the lips of people and how seldom do they think of the electric utilities except to be critical.

The Army and the Navy and the Office of War Utilities know what the power industry has done to bring victory, but apparently members of Congress don't know or if they do they are strangely silent, having delivered themselves of encomiums of many other industries.

Does Congress know that there has never been a shortage of power—that no war industry has had to shut down because there wasn't enough capacity? England has frequently had to ration power because it didn't have enough capacity to take care of the peaks, but not so over here.

Does Congress know that except for one or two unauthorized strikes there has been no curtailment of power output due to labor difficulties? This is a great tribute to the workers of the power industry but isn't it also a great achievement on the part of utility management?

Does Congress know that the power industry last year delivered twice the amount of electricity it did in 1938 with but a quarter more generating capacity? Yes, and with 25 per cent fewer employees?

Does Congress know that no one had to stand in line to buy kilowatt hours, that there was no rationing of this basic raw material or priorities—all were served according to their desires, day and night, winter or summer and served instantaneously?

Does Congress realize that the flow of virtually every other raw material can stop for days or be intermittent and still the war production effort will continue virtually unabated, but let the flow of electricity stop for but one minute and war production ceases? The point is that it didn't stop.

Maybe Congress doesn't know all these things and more because nobody has told it. Maybe if Congress knew it might be less inclined to be critical and punitive the next time a utility issue came before it. Maybe it would be a good idea for the industry to tell Congress something sometime and then to keep on telling fact-by-fact.—*Electrical World*.

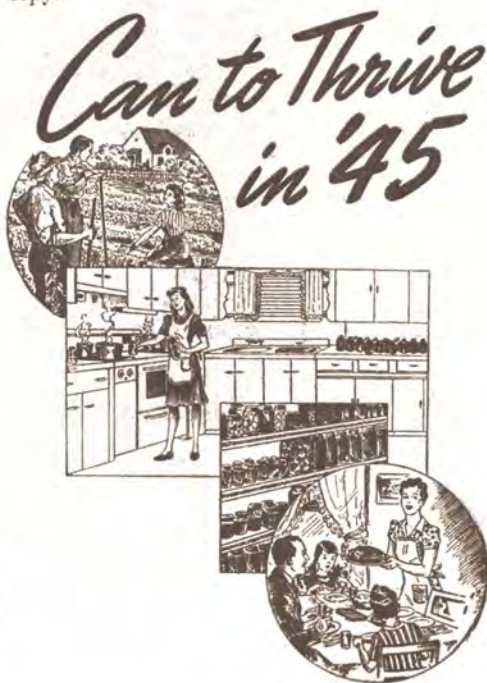
Wall Paper in Kitchens

When the R. G. & E. opened its New Freedom model kitchen last fall the walls were covered with a particularly attractive pattern of wall paper. Visitors to the kitchen admired it so much that they swamped the Rochester store where it was obtained and the district representative made a special trip to the city to find out what had started the rush. The reason for wall paper in the kitchen, which is not a common practice, is to show how clean the kitchen is with its modern ventilating system which removes dirt and cooking odors.

It's not the number of hours we put in but what we put into the hours that counts.

Ask for the Home Service Free Canning Book

All the latest canning directions, simple enough for the beginner to follow and of invaluable aid to all home canners, are found in the new 32-page canning book, "Can to Thrive in '45," which is now available at the Home Service Department in Rochester or at the nearest R. G. & E. office. Ask for your free copy.



**-AND I'LL
BE BEST MAN,
EVER AFTER!**



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Your Electric Servant

Although the war has caused many postponements June is still a busy wedding month. And when Victory has been won and thousands of returned service men and their brides set up housekeeping in their own homes in this area Reddy Kilowatt will be on the job, ready and waiting to help make their dreams of happy living come true.