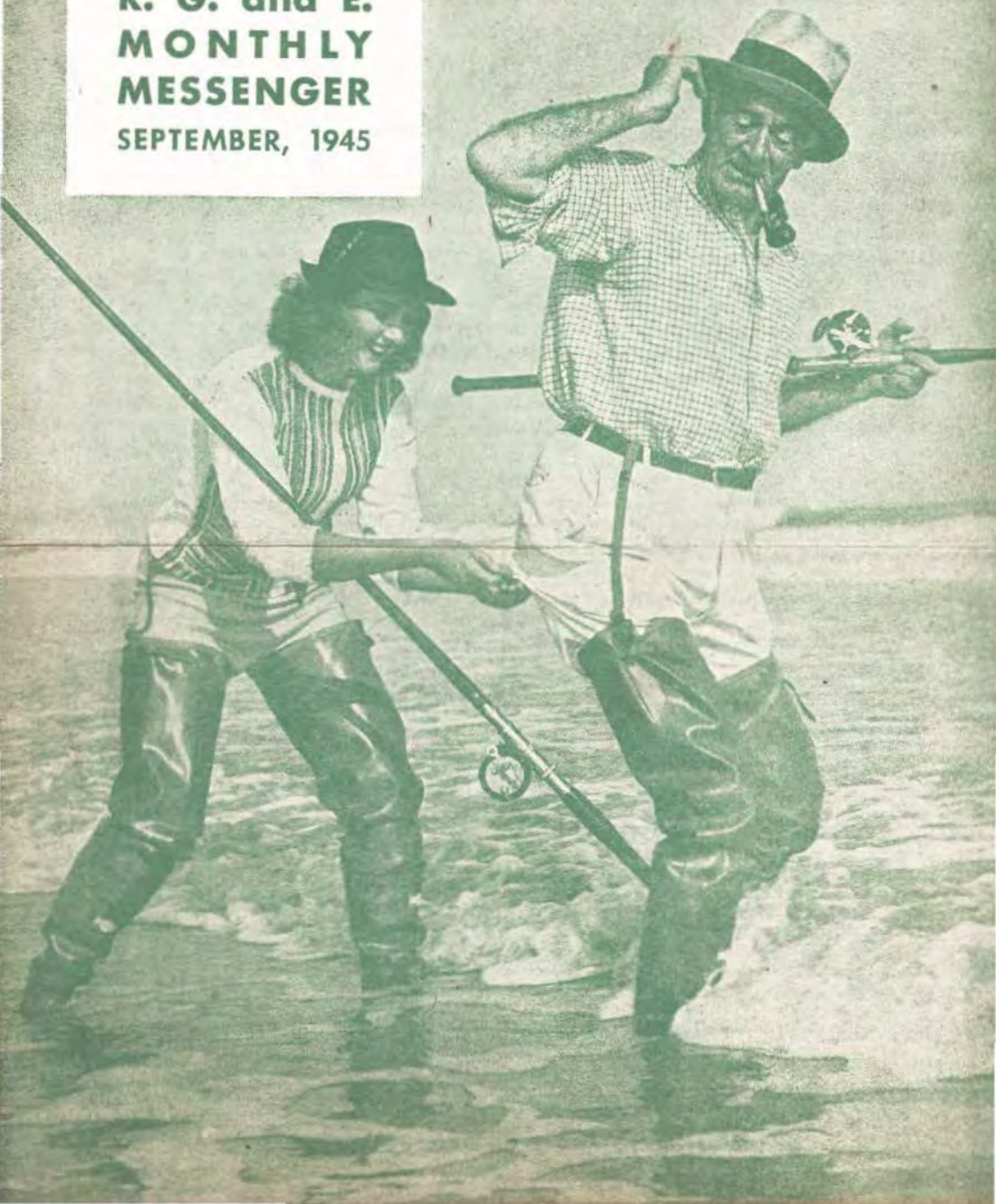


**R. G. and E.  
MONTHLY  
MESSENGER**  
SEPTEMBER, 1945



# Pack Christmas Food for Overseas in Tins; We'll Help You Prepare and Seal Them

Although the war is over hundreds of thousands of the men and women in service will have to spend this Christmas overseas. The guns may be silent and the necessity for spending nights in foxholes no longer existent but these loved ones will still consider a touch of home and a bit of Mother's cooking just about the most important things in the world.

And this is where we here at the R. G. & E. Home Service Department believe that we can lend a helping hand. The only way to be sure that food will reach your soldier, sailor or marine in good condition is to pack it in tin cans. The cans must be sealed airtight, using a can sealer so that there will be no chance for insects or mold to affect the quality of the food which you spend so much time and thought in preparing.

Here's how we can help you. Drop in to see us at our headquarters at 89 East Avenue and let us give you directions for preparing favorite cookies, cakes and other goodies for overseas shipment. You can buy the tin cans right here, at cost; prepare the food at home and then bring the cans back to have us seal them with our can sealer here in the Home Service Department. If the food needs processing in

the can after sealing we'll do that for you, too.

The charge for the cans is 3 cents each and we can allow only four cans to any one customer because of the shortage of supply. When you buy the cans we'll make an appointment with you for sealing them. And be sure to follow our directions carefully because we may not be able to seal the tins for you if the food is not properly prepared. There will be no charge for anything except the cans.

Mailing dates for overseas are from September 15 to October 15 and the tin cans will be available at the Home Service Department in the basement of the R. G. & E. Main Office building at 89 East Avenue, Rochester, beginning September 11.

Please feel free to consult us regarding any questions concerned with the mailing of food packages overseas.

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## Public Eagerly Awaits New Appliances

When are we going to get new refrigerators, ranges, washers, water heaters, toasters and other home appliances?

Now that war has ended that question is in the minds of thousands of families in the area served by R. G. & E.

All that we can say at this time is that they are on the way. Some factories have already started production for civilian use and others are in the process of reconversion. However, it will be several months before large scale production can be achieved and high quality merchandise be available in substantial quantities.

The R. G. & E. handles only appliances bearing the name of manufacturers of national reputation. In addition every line of appliances offered for sale here is first subjected to rigorous tests in our own testing laboratories to insure good performance, long life and dependability. This means, of course, that when appliances are available here they will be of highest quality.

As the result of the recently \$753,000 slash in rates electric appliances will cost less than ever to operate.

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"Sighlons" are what women are now calling them.

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## Army and Navy Target Kites Are Dangerous

Mothers and fathers should take junior's kite away from him if it is an "Army and Navy Target Kite" equipped with wire cord, according to a warning issued by the Accident Prevention Committee of the Edison Electric Institute. The wire cord should be replaced with cotton or linen twine—and this goes for any type of kite. Such a make of kite was recently sold with 2,000 feet of insulated copper wire. If the wire, covered or otherwise, should come in contact with overhead electric transmission lines an injurious or even fatal amount of current would be carried to the boy on the ground.

Safety rules for present and future kite fliers are: Always use cotton or linen string—metal or tinsel is dangerous; fly kites in open fields; do not climb poles or throw rocks to get kites off wires; never run across streets or highways in getting the kite into the air.

# How To Make Shortening Go Farther

Shortenings and fats are still among the foods which are scarce, but this needn't keep you from having your share of good desserts and quickbreads. Your answer to the "Short on shortening" question can be found in these recipes, the cake requiring only one tablespoon of shortening, the frosting none, and the Date and Nut Bread none. Incidentally, the Date and Nut bread is fine for shipping overseas sealed in tin cans.

## Chocolate Cake

Temp.: 350° F. Time: 25 minutes.

$\frac{1}{3}$ c cocoa	$1\frac{1}{2}$ c cake flour
$\frac{1}{2}$ c milk	1 t soda
1 T shortening	$\frac{3}{4}$ t salt
1 c dark corn syrup	$\frac{1}{4}$ c plus 2 T milk
1 egg	1 t vanilla

1. Cook cocoa with  $\frac{1}{2}$  c milk until thick. Cool.
2. Cream shortening, add corn syrup and beat.
3. Add egg and blend well. Stir in cooled cocoa mixture.
4. Mix and sift flour, soda and salt. Add to

first mixture alternately with milk to which vanilla has been added.

5. Pour into 2 greased 8" layer tins; bake in preheated oven.

N.B.  $\frac{1}{4}$  t cloves and  $\frac{1}{4}$  t cinnamon may be added.

## Corn Syrup Icing

1 egg white  
 $\frac{1}{8}$  t salt  
 1 t vanilla  
 $\frac{3}{4}$  c corn syrup, light or dark

1. Put all ingredients into a bowl and beat until mixture stands in soft peaks, about 15 minutes.
2. Spread on cake.

N.B. This makes enough for two 8" layers. Do not keep cake with this frosting in a tightly covered container.

## Date and Nut Bread

Temp.: 350° F. Time: 1 hour.

$\frac{1}{2}$ lb. pitted dates	1 t salt
$\frac{3}{4}$ c dark corn syrup	1 t vanilla
1 t soda	$1\frac{1}{2}$ c all-purpose flour
$\frac{1}{4}$ c boiling water	1 t baking powder
1 egg	1 c nutmeats

1. Bring water and corn syrup to boiling point. Add chopped dates and soda. Mix thoroughly and cool.
2. Beat egg, add salt and vanilla; beat well. Combine with cooled date mixture.
3. Sift flour with baking powder. Add nutmeats and blend with date mixture, stirring only enough to dampen flour.
4. Pour into greased loaf pan; bake in preheated oven.

## What Homemakers Want

Out of eight leading items which home owners plan to purchase after the war six are either gas or electrical in operation. They are ranges, refrigerators, radios, vacuum cleaners, irons and washers. Another appliance high on the list is the automatic water heater. Among washing machines increased sales are expected for the sequence type of washer—one that washes, rinses and partly dries clothes without hand operations.



"This is our post-war super service lady. We go inside to see how fast it heats up."

An easy way to figure out the cost of living is to take your income and add 10 per cent to it.

# Exemptions to Government Power Projects Cost Taxpayers Millions

Figures have just been published which should be studied by every taxpayer, assessor, and tax collector. They demonstrate the importance of the taxes paid by the business-managed electric industry. Therefore, they are of interest to every community and every citizen as taxes now play such a major part in the life of this nation.

Business-managed utilities throughout the United States pay in taxes approximately 25 per cent of their gross earnings. Typical of such properties is the Pacific Gas and Electric Company of San Francisco, which in 1944 paid taxes totaling \$38,753,962. Of this amount, the Federal government took the lion's share of \$26,016,046; the state of California took \$2,938,891.50; while 47 counties in the state and approximately 160 cities took \$9,799,024.50.

Contrast these tax figures with the fact that most publicly-owned utilities pay little or no local taxes, and no Federal taxes whatever to aid in the war effort. For example:

Los Angeles boasts the largest city-owned power project in the nation. It contributed \$161,254 to the city tax fund for the year ended June 30, 1944, according to its annual report. This was four-tenths of 1 per cent of the year's income, instead of some 25 per cent paid by private electric companies. If it had paid taxes like a private company serving Los Angeles, it would have contributed to the cost of government \$9,900,000.

The Federal government's TVA project contributed some \$2,168,000 in lieu of taxes in 1944—only 6.1 per cent of its gross revenue. If it had been able to stand on its own feet from the tax angle, it would have paid to government \$8,800,000 for the year.

With such tax losses staring communities in the face as the result of government ownership of power, the laws should be changed so as to tax government plants which compete with private business, or else exempt the business plants from taxation. If tax exemption of public plants is essential to enable them to give low rates, then tax exemption of business plants is even more important because with that saving they could cut the heart out of rates charged by the public plants and pass the savings on to consumers.—(Chico, Cal., Record.)

REDDY KILOWATT says:



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## Sufficient Wiring Capacity Important to New Homes

You would never think of buying or building a house without deciding upon the number of bedrooms the family needs. And now, with the war over, and a rush of new building about to start, it's as important for prospective home owners to carefully plan their home wiring. Make sure that the capacity of the wiring is sufficient to take care of the many labor-saving appliances which you will have in every day use and that there are plenty of electrical outlets. With room coolers and home freezers added to the many other comforts of the modern home the electrical wiring equipment should be heavy enough to carry the load. Your electrical contractor will be glad to advise you.

Maybe they call English the mother tongue because Father so seldom gets a chance to use it.

There would be fewer divorces if people were properly "weducated".

"Now that Victory has been won let's all  
pull together for lasting Peace  
and Prosperity!"