



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

# Try Cheese Souffle For An October Dinner

Now that cheese is more plentiful and ration-free, more hearty main dishes made with cheese will find their places in your fall dinner menus. Cheese supplies plenty of good quality protein which is necessary for building strong bones and healthy bodies. Try serving this menu soon: Cheese Souffle with Tomato Sauce, Tossed Vegetable Salad, Heated French Bread, Apple Cobbler.

## Cheese Souffle

Temp. 350° Time: 30-40 minutes

- 4 T butter or margarine
- 2 T flour
- 1 c milk
- ½ t salt
- Few grains cayenne
- ½ c grated cheese
- 4 eggs separated

1. Melt butter or margarine. Add flour and blend well. Gradually add milk and cook until thick, stirring until smooth.
2. Add salt, cayenne, and cheese. Remove from heat and cool.
3. Beat egg yolks until thick and lemon colored. Add to cooled cheese mixture.
4. Beat egg yolks until stiff. Fold into cheese mixture.
5. Pour into a greased baking dish. Bake in preheated oven.

**N.B.** Serve souffle just as soon as it comes from the oven.

Although many foods which have long been missing from the grocer's shelves are back again, other foods, such as fats, oils and shortenings continue to be short. Mayonnaise and salad dressing are often scarce items, so now is a good time to try making your own. Here is a Salad Dressing that requires no salad oil, and provides just the right addition of zest and flavor to your hearty salads.

## Boiled Salad Dressing

- ¾ t salt
- 1 t dry mustard
- 1½ T sugar or corn syrup
- Few grains cayenne
- 2 T flour
- 1 egg or 2 egg yolks
- 1½ T melted butter or margarine
- ¾ c milk
- ¼ c vinegar

1. Combine salt, mustard, sugar or syrup, cayenne pepper, and flour.
2. Add slightly beaten egg, butter and milk. Mix to a smooth paste. Pour over boiling water until mixture thickens.
3. Add vinegar. Cool. Pour into a glass jar and store in refrigerator.

## California Likes Our Cake Recipe

R. G. & E. Home Service recipes certainly get around. The other day our Home Service Department received a request from Marion L. Stevens of Altadena, Cal., for a recipe for eggless chocolate cake that we published in the R. G. & E. Messenger in February, 1942. Miss Stevens lived in Rochester at that time but in transit to California she lost the recipe and was herself lost without it. We sent on a copy and will be glad to mail one to anybody else who desires it.

## Refrigerators - Ranges Come First

More families want new refrigerators than any other major household appliance, according to a survey recently completed by the Curtis Publishing Company, publishers of the Saturday Evening Post, Ladies' Home Journal and Country Gentleman. Of those interviewed, 25.5% said that they expect to purchase refrigerators, 21.5% will buy new ranges and 19.6% will make some specific repairs or improvements to their kitchen.

## Nelson Eddy Returns

Nelson Eddy, America's favorite baritone, has returned to the radio after a summer vacation during which the "Electric Hour" was pleasantly filled by Felix Knight and Francia White. The program is heard every Sunday afternoon at 4:30 over Station WHEC and the entire Columbia network. It is one of the most entertaining 30-minute programs on the air.

## Post-War Salesmanship



"Good morning, Miss. Is your mother in?"

# "You Have a Right to be Proud," Says Colonel Atwood of R. G. & E. Workers

Mr. Herman Russell, President  
Rochester Gas & Electric Corporation

Dear Mr. Russell:

During the years of war the close teamwork of all elements of industry made possible the success of the Rochester Ordnance District's tremendous procurement program. I am most appreciative of the contribution made by the Rochester Gas & Electric Corporation toward assuring adequate supplies of Ordnance materials for our men in combat.

Maintaining dependable and adequate sources of power amid war conditions required ingenuity and resourcefulness of a high order. But without that power the Industry-Ordnance Team in your service area would not have been able to attain the production levels that were reached in satisfying requirements for many critical types of Ordnance equipment produced in Rochester and vicinity.

You and your employees share in the final success. You have a right to be proud of what you did toward speeding the final victory for which we are all so thankful.

Sincerely yours,

Col. Frank J. Atwood  
Chief Rochester Ordnance District

## Maybe We're All Crazy!

With the national debt approaching three hundred billion dollars (\$300,000,000,000), or about \$9,000 for every American family, the government is being urged to spend several billions more for power projects to produce electricity that can be generated and distributed at lower actual cost to the people by business-managed systems now operating. The U. S. government doesn't have to spend a dime of taxpayers' money to assure this nation ample electric power at low cost, under public regulation.

When two-pants suits get back into production there'll be a pair each for husband and wife and the question will then be: "Who wears the coat in this family?"

Warm arguments usually produce nothing better than a cold shoulder.

## Free Autumn Food Demonstrations

Our Home Service Department brings you a new series of cookery demonstrations, "Food for Fall," beginning October 15. With the boys returning from service, women finishing up wartime jobs, and many important rationing restrictions still in effect, the need for good food preparation is very real.

The keynote of the "Food for Fall" series will be simple recipes and demonstration of the fundamentals of cookery. Young wives just beginning to cook and keep house, and the more experienced housewife who has been devoting much time to war work will be interested alike in seeing the newest, easiest ways to assure good meals for the family. If you've never baked a pie or planned a meal or if you think making rolls is a task for an experienced cook only, these demonstrations are for you. We invite you to attend, in the Home Service

Auditorium at 89 East Avenue, each Wednesday afternoon at 2 o'clock and each Wednesday evening at 7:30 o'clock.

### Schedule

- Wed. Oct. 17 — Special Casseroles
- Wed. Oct. 24 — Quick Breads—an Everyday Treat
- Wed. Oct. 31 — Thrifty Meat Dishes
- Wed. Nov. 7 — All-American Pies
- Wed. Nov. 14 — Thanksgiving, 1945 Style
- Wed. Nov. 21 — (No Demonstration)
- Wed. Nov. 28 — Bread and Rolls Are Easy

Never in our history has there been such a rush to convert furnaces to gas burning units. Lack of equipment will prevent many families from enjoying the clean comfort of gas home-heating this season, as it will be some months before manufacturers of burners can catch up with orders.

# Help Build This War Memorial

The campaign to raise \$2,500,000 for the Rochester and Monroe County Community War Memorial is now under way. The Memorial will be erected as a tribute to those who have served in our nation's wars and will take the form of a magnificent building that will provide convention facilities, a sports arena, meeting places for civic groups, a recreation center for youth and fill other needs of the community.

The building will be erected on the site bounded by Broad Street, Exchange Street, Court Street and the Genesee River, and will be part of the long-dreamed-of Civic Center, of which the Rundel Library is the first unit. The money for the War Memorial will be raised by public subscription and every individual will be given an opportunity to contribute in perpetuation of the memories of those who gave their lives for us.

This is a grand cause that should have the support of every one of us. Let's give . . . and GIVE GENEROUSLY.

## More Homes Will Get Electricity

More than 1,600,000 additional homes were wired for electricity in the United States from April 1940 to October 1944, despite the shortage of materials and manpower. With business-managed power companies planning to spend nearly \$300,000,000 in extending their lines in the immediate future the job of bringing the comfort and convenience of electric service to remote rural areas will be greatly speeded up.

## 13 Ways to Prevent Fires

October is Fire Prevention Month and we pass along 13 suggestions for avoiding fires. The number 13, of course, is unlucky, but so is burning your house down. Here are the 13:

1. Use extreme care with cleaning fluids.
2. Keep oily rags in covered metal cans.
3. Have your smoke BEFORE you go to bed.
4. Use only fire-safe roofing.
5. Keep matches away from small children.
6. Replace frayed electric cords.
7. Screen open fireplaces.
8. Use only metal cans for ashes.
9. Never use kerosene to start fires.
10. Keep fire extinguisher on hand.
11. Keep furnaces and pipes in good repair.
12. Keep portable heaters clear of combustibles.
13. Burn rubbish only in an incinerator.



Exterior view of War Memorial

## Home Service Helps Hundreds With Xmas Food Packages

Hundreds of families in this area took advantage of the R. G. & E. offer to put Christmas packages for the boys overseas in tin cans. Cake, candy and cookies were the favorite home-prepared goodies that we sealed tightly in tins for shipment between September 15th and October 15th, the period that the postoffice declared was the deadline for this purpose. Before offering this service to the public our Home Service Girls made several tests by sending food in cans to both Europe and the Pacific and in all cases it arrived in fine condition.

The permanent security of the American people individually, and of this nation as a whole, rests not upon a defensive program of permanent relief but upon a positive program of permanent prosperity.

As the result of continual reduction in cost of electricity, of a sharp drop in the cost of the bulbs and of increased lighting efficiency the American people saved, according to General Electric, \$600,000,000 in 1944 over what the same amount of light would have cost in 1923.

## New Home Service Broadcast

Listen to the Home Service broadcast at a new time. Home service news will be heard on the "Women Only" program Mondays, Wednesdays and Fridays from 9:00 to 9:30 on Station WHAM.