

*"Yours For A BRIGHTER
YEAR In 1946!"*

Reddy Kilowatt



**R. G. and E.
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Simplest Dishes Most Popular

Nippy winter days are just right for spending time in the kitchen. Now is a good time to try out some of the recipes you've been collecting. A good time, too, to master a few techniques of cooking and develop some specialties that will make you famous as a good cook. Dishes that use a combination of flavors, new seasonings and novel ways of serving are the kind that are fun both to make and to serve. Have a few tricks like this up your sleeve to use for Sunday night suppers and evening parties.

It's usually the simplest dishes that are the most dependable and most popular. Here are two new recipes to add to your files, and to try some day very soon.

SALMON A LA KING

1 T diced onion	¼ t pepper
2 T diced green	⅓ t paprika
4 T fat	1 t worcestershire
6 T flour	sauce
1½ c evaporated milk	1 No. 1 can salmon
1½ c water	¼ c sliced ripe olives
1 t salt	1 c peas

1. Cook onion and green pepper in fat until golden brown and tender.
2. Add flour and blend.
3. Add milk, water and seasonings. Cook until thick and smooth, stirring constantly.
4. Add flaked salmon, olives and peas. Heat and serve on toast or croutons.

If canned salmon is difficult to find, buy some fresh salmon at the fish market, and cook it yourself. Here are the directions:

BOILED SALMON

1. Tie fish in cheesecloth, and place in wire basket in kettle, or place on plate and then tie up. Cover with boiling water.
2. To each quart of water, add 1 T salt and 1 T vinegar.
3. Cook fish 10 minutes for each pound.

QUICK FRENCH FRIES

- 6 raw potatoes, pared 1½ t salt
½ c vegetable shortening
1. Cut potatoes in ½" cubes.
 2. Melt shortening in heavy skillet over full heat. Add potatoes and fry quickly, turning often with wide spatula until crisp and golden brown, about 20 minutes.
 3. Sprinkle with salt and serve immediately.

LET'S GO!

Louis Pasteur was so near-sighted he could not find his way around his own laboratory without his glasses. William Pitt, one of England's greatest statesmen, bullied Parliament with his crutches. Florence Nightingale, ill and worn, re-organized England's hospitals. Beethoven, stone deaf, wrote his superb Ninth Symphony. Helen Keller, without hearing or sight, graduated with honors from Radcliffe College.

Now, what's your alibi for 1946?

Life Magazine Features Rochester Plan of Kitchen Ventilation

In a recent issue of Life Magazine the matter of kitchen ventilation, which has been promoted for more than a year by Rochester Gas and Electric, is featured in an article on "Tomorrow's Home." Among other things the article says: "The average kitchen is a Pittsburgh in miniature, where particles of soot, burned food and grease fly off into the atmosphere and eventually settle on walls, windows and furniture. . . . The ordinary kitchen exhaust fan is only a partial answer. . . . There should be a hood over the range connected to a fan and duct system. This is the only way that unwanted heat, dirt and offending cooking odors can be carried off quickly and effectively."

In the R. G. & E. New Freedom Kitchen this plan of connecting top burners, oven and broiler with a concealed duct has demonstrated its value so effectively that representatives of utilities and range manufacturers from various parts of the country have come here to study it.

Many people mistakenly believe that it is the fuel used to cook food that soils walls, ceiling and cupboards in a kitchen when in reality the soil comes from the food being cooked. Regardless of the type of range or fuel used many cooking operations produce greasy vapors. High temperature cooking speeds the distillation of these oils and greases from the food while low temperature cooking tends to reduce but does not eliminate it. A proper ventilation system enables the housewife, by push-button control, to use any speed of cooking she wishes and still have a clean, cool kitchen.

Heavy Snow Storms Emphasize Value Of Rochester's Underground Lines

Every heavy snowstorm emphasizes the value to the city of Rochester of having most of its electric power lines underground. As the result there is a minimum of interruption of service from tree limbs falling across wires and dragging them down or short circuits due to branches rubbing off the insulation.

Toronto, where there is a web of unsightly wires overhead throughout the downtown section, is having its troubles. Recently the Toronto Globe and Mail criticized the mutilation of trees by the Toronto Hydro Electric Commission, which furnishes power to the Ontario capital. In order to try to safeguard the power lines in the winter the Canadian publicly-owned utility chops limbs off beautiful trees and defaces the beauty of many of the streets.

"It would be much better," says the Toronto newspaper, "to give consideration to

the policy adopted in many American cities of putting the wires underground."

Rochester has a larger proportion of its lines underground than most American communities. It costs five or six times as much to install lines underground as it does to string them on poles but promoters of socialized electricity ignore that fact when they talk about rates, just as they forget to mention that business-managed companies pay large sums in taxes while politically operated power projects are almost tax free.

In areas where R. G. & E. lines do run close to trees a special wire with heavier insulation is used, so that rubbing against the limbs will not cause short circuits. When it is necessary to cut limbs specially trained men are engaged in order to preserve the natural beauty of the trees that line our streets and highways.

New Series of Demonstrations

"Entertaining for Everyone" is the title of the new series of Home Service Demonstrations to be given in January and February. Each demonstration will feature a different kind of party, giving you all the recipes and tips you need to make your party a success. The demonstrations are free, and are held in the Home Service auditorium at 89 East Avenue, Wednesday afternoons at 2 o'clock and Wednesday evenings at 7:30.

The schedule follows:

- Jan. 16: Luncheon and Supper Parties
- Jan. 23: Buffet Suppers
- Jan. 30: Brunch and Bridge Parties
- Feb. 6: Children's Parties
- Feb. 13: Dinner Parties
- Feb. 20: Teas
- Feb. 27: Eats for the Teen-Age Shindig

At least 52 electrical devices, not including lights, can be used in the average home.

Let January blow and storm,
Good gas heat will keep you warm.

WATCH FOR NEW KITCHENS

Watch for the new model kitchens now being erected on the display floor of the R. G. & E. office building at 89 East Avenue. They'll give you new ideas in comfort, convenience and easier and better living.

With the housing shortage so acute where are they going to put all the new appliances that are coming on the market?



Easier and Better Living for Everybody

One of the wonders of our youth was a fabulous light which transformed the corner or Main and State streets into a flickering pool of daylight. It hung from a cable directly over the center of the intersection. A white spark sputtered across the gap between two sticks of carbon inside a glass globe, and was reputed to give forth light equal to hundreds of candles—maybe a thousand.

We were a bit skeptical at the time about that candle-power rating. A single candle was all right to go to bed by, and, with some discomfort and eye-strain, it even enabled one to read the dime novel kept hidden under the mattress; but it was difficult to visualize what a thousand candles would add up to—like imagining one hundred horses hitched to a wagon.

Thrills of the First Trolley

Shortly following the advent of the arc-light, wires were strung above the horse-car tracks and a bouncing little car slid back and forth over the three miles of track, with no visible means of propulsion. It was cooling on a hot evening to sit on the front seat and bowl along at ten miles an hour. Science was getting pretty wonderful.

It was probably the mystery of electricity that made us accept it without understanding, as we accept lightning, cyclones and similar uncanny manifestations of nature. We just assumed that it could do anything—and weren't far wrong. To be sure, it shook us up for a day or two to be able to start a car engine by touching a button. Radio startled us momentarily, as did a refrigerator that froze its own ice, appliances to make coffee and toast right on the table, beat eggs and cake, or automatically keep the whole house at an even temperature.

But we quickly adjusted ourselves to these marvels, developing a sort of Aladdin complex. We rubbed our magic lamp and shortly there was forthcoming another Genii to do the housework, wash and iron the clothes, provide radio entertainment, clean the rugs, make the toast, brew the coffee and generally make living easier, more free, more abundant and happier.

Seemingly, this progressive contribution to living will go on and on. Television will soon be a commonplace way to see what's happening. Electronics are to revolutionize still further our way of life. Domesticated Radar will cause many changes.

Taking Toil Out of Labor

That's the home side. But electricity has exerted a profound influence on industry. It drives machines, operates and controls

tools, make aluminum, sinks oil wells, runs railroad trains, and has taken most of the toil out of labor. Huge hydraulic turbine-generators transform the flow of rivers into light for an entire state; huge steam turbine-generators make power for farms and thousands of humming factories.

The men and women of the electrical industry, like all other creative forces, have been preoccupied in recent years with the grim though unavoidable task of winning a war. Progress and freedom are like that. They must be defended as well as achieved. These men and women somehow miraculously produced the extra power needed to drive our war industries—and without asking you or me to forego our houselights or other electrical conveniences. But now, happily, they can once more apply their genius to good living, not only in America but throughout the world. Allis-Chalmers salutes them. (Excerpts from tribute paid electric power industry in nation-wide broadcast by Allis-Chalmers Company.)

A FEW REASONS WHY 1946 WILL BE HAPPY YEAR



TWO-INCH STEAKS
AUTOMOBILES
AUTOMATIC WASHERS
REFRIGERATORS

NYLONS
SUGAR
RANGES
TIRES