

**R. G. and E.  
MONTHLY  
MESSENGER  
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# Autumn Foods Have Zestful Appetite Appeal

The brisk bright days of autumn are here, with leaves to rake, school books to carry home, and hearty appetites for all the family. The harvest is in, and now the most delightful of all typically American foods make their appearance—pumpkin pie, sweet cider, juicy apples, and crunchy nuts, not to mention the host of others of which every family has its favorites.

Now is the time for indulging the family's choices for good things to eat, so take advantage of the abundance of home grown foods that are available, and then serve them in the best style you know.

## SOMETHING DIFFERENT FOR LUNCH

—Instead of ordinary canned soup at lunchtime on school days, combine a can of tomato soup and a can of pea soup for a delicious Mongol Puree. Top it off with fluffy popped corn for croutons, and watch it disappear.

A hearty soup suggestion is Corn Chowder. Try it for a Saturday night supper special. Here's the recipe:

### CORN CHOWDER

2 oz. fat salt pork or	2 c corn (cream style)
4 T bacon fat	
1 onion, chopped	4 c milk, scalded
4 c diced potatoes	Salt and pepper
2 c boiling water	3 T butter

1. Cut salt pork in small pieces and fry out.

2. Add onion and cook until transparent. Strain, reserving fat.

3. Parboil potatoes 5 minutes, drain, and add to fat. Add boiling water, cook until potatoes are tender.

4. Add corn and milk and heat.

5. Season well, add butter and serve at once.

### CRANBERRIES ARE WITH US AGAIN—

Bring them to the table in other ways than just cranberry sauce. Here's a Cranberry Bread that's perfectly delicious served with cream cheese, either for a party or for that ever-present school day lunch.

### CRANBERRY BREAD

Temp.: 350°F.  
Time: 50-60 min.

2 c all-purpose flour	lade
$\frac{1}{2}$ t baking powder	$\frac{1}{2}$ c orange juice
$\frac{1}{2}$ t soda	2 T water
1 t salt	1 egg, well beaten
$\frac{1}{2}$ c sugar	$1\frac{1}{2}$ c cranberries,
$\frac{1}{4}$ c shortening	coarsely ground
$\frac{1}{2}$ c orange marmalade	1 c all-bran



1. Sift flour with baking powder, soda, salt and sugar.

2. Cut in shortening until mixture looks like meal.

3. Add orange marmalade and juice to water and combine with first mixture.

4. Add egg, cranberries and bran and stir just enough to combine all ingredients thoroughly.

5. Pour batter into greased or wax paper lined loaf pan 9x5x3".

6. Bake in preheated oven. Cool and store 24 hours before cutting.

### FROZEN TANGERINE SEGMENTS

And finally, here is a supper menu for any night in the week, featuring Chili Con Corne, which has a way of making a little bit of meat feed the family in a very satisfying way. Serve crunchy cole slaw and brown bread with the Chili, and for something new, frozen tangerine segments—thawed until they are only slightly frosty. Have cookies for dessert.

### CHILI CON CARNE

2 T fat	1 stalk celery
$\frac{3}{4}$ lb. ground beef	1 can red kidney beans
1 large onion	2 c canned tomatoes
1 small green pepper	2 t chili powder
$\frac{1}{4}$ lb. mushrooms	Salt and pepper

1. Melt fat and brown meat in it. Chop onion, green pepper and mushrooms. Add to meat and cook until onion is transparent.

2. Dice celery, add kidney beans, tomatoes and seasonings to first mixture.

3. Cover tightly, bring to a boil, turn heat to simmer and cook about 45 min.

## Schedule for Demonstrations

You are invited to attend the cookery demonstrations in the Home Service auditorium, at 89 East Avenue. They are held each Wednesday at 2 o'clock in the afternoon and 7:30 in the evening. Please notice that there has been a change in the schedule, with "Fashions in Tables" being presented on December 4 instead of November 13.

Nov. 6—"Treat Your Family to Hot Rolls and Kuchen"

Nov. 13—"Easy Meals With New Gadgets"

Nov. 20—"Thanksgiving Dinner"

Dec. 4—"Fashions in Tables"

Dec. 11—"Christmas Cookies"

Dec. 18—"Christmas Entertaining"

## The Electrical Appliance Situation

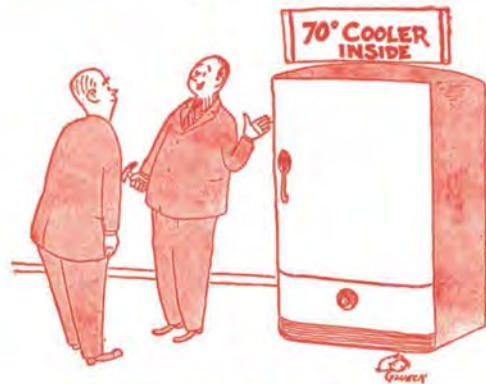
The electrical appliance situation, while brightening up considerably, is still a long way from being able to supply the needs of all.

Deliveries are trickling in and it seems certain at this time the manufacturers will not be able to meet the great demand until some time next year.

In the meantime, we suggest you see us or your dealer for the appliances you need so you may be among the first to be served from stocks arriving.

In 50 of the largest businesses in America a study of careers of 143 men who are now top management showed that the average starting wage was \$13.40 per week.

Love starts when she sinks into your arms and ends with her arms in the sink.



"I Got the Idea From the Movies"  
(Electrical Merchandising)



... that Chicago's telephone company reports that the calls for weather news outnumber those for the time by a million a year?

... that if you have to wait too long for your toaster to brown a piece of bread... the trouble may be inadequate wiring? If old-fashioned wiring in your home spoils recipes and handicaps appliances generally—check it now and bring it up to date.

... that R.G.&E. electric lines extend ninety miles south almost to the Pennsylvania border and 60 miles east to the village of Cato?

... that the average housewife opens her refrigerator 62 times a day? What's your score?

... that your portable electric room heater will give out more heat if the reflector is kept shiny? Clean, when not in use, with a damp cloth.

... that the last word in toy locomotives is real puffs of smoke? They come from chemical pills activated by the heat from small electric bulbs.

... that a bed-wide fluorescent tube built into the headboard is being planned as the latest in bed reading lamps?

## EDITOR POINTS DANGER IN SUPER-STATE

"The campaign to destroy the utilities through socialization began in earnest with the great TVA system. It moved on into the field of rural electrification. Now many influential public officials are advocating other great regional systems which would rapidly make private power development and operation a thing of the past.

"There can be no such thing as limiting government domination to one or a few industries. If the trend is permitted to continue, it must inevitably end only when all industry is the creature of government. The super-state is the ultimate in monopoly. It cannot exist save through dictation. And, sooner or later, it abolishes the right of dissent—precisely as was done in Germany, Italy and Japan." (*Leroy, N. Y. Gazette-News*).

Here's a tip for the gals who use leg makeup. Turn a fan directly on the legs while the makeup is being smoothed. It will cut down drying time.

No man's opinion is entirely worthless. Even a watch that won't run is right twice a day.

## "HOUR OF CHARM" IS POPULAR SUNDAY PROGRAM

Now that the "Hour of Charm" is being heard at 4:30 P. M. Sunday afternoons instead of at 10 Sunday nights many people are hearing it regularly and find it a delightfully entertaining variety musical program. It is being sponsored by 168 electric light and power companies, one of which is Rochester Gas and Electric, your friendly service company. It is heard over WHEC at Rochester and over the Syracuse and Buffalo C. B. S. stations.

Another R.G.&E. program that has a wide appeal for farm folks in our territory is Tom Murray's "Farm News," broadcast at 12:15 noon every Friday over WHAM.

An optimist says that his glass is half full while a pessimist says his is half empty.

Would you say that a man who took home a jar of Deviled Ham was snack-happy?

Store salespeople are now getting so polite again that you might call it the Emily Post-war era.



Don't Overload  
Your Wiring  
System.  
When you build  
or modernize  
provide  
ADEQUATE  
WIRING.