



Season's Greetings
from the
**R. G. and E.
MONTHLY
MESSENGER**

DECEMBER, 1946

Party "Specials" For Holiday Hospitality

Holiday time is the time for party giving. For many newly-married couples it will provide the first opportunity for entertaining, and you do want it to be a success. In that case, for a party that should go off without a hitch, depend on a simple menu, with every detail complete and perfect. Plan every step of the preparation carefully, so there will be as little as possible of last minute hurrying.

We give you recipes this month for two party specials that can be prepared, for the most part, ahead of time. They require just a few minutes of your attention at serving time, and we think they'll give you a reputation as a first-rate party giver.

ROLLED CHICKEN SANDWICHES

2 eggs, beaten
1 T flour
 $\frac{1}{4}$ t salt
1 c evaporated milk or top cream
Dash of cayenne
 $\frac{1}{2}$ t Worcestershire sauce
 $\frac{1}{2}$ c chopped ripe olives
 $\frac{1}{2}$ c chopped cooked chicken or turkey
1 lb. loaf unsliced bread
Softened butter or margarine

1. Add flour and salt to beaten eggs. Blend well; add milk. Bring to boiling point.
2. Add cayenne, Worcestershire sauce, olives and chicken.
3. Cut bread in thin slices lengthwise of loaf; remove crusts. Spread slices with butter, then spread thickly with chicken mixture. Roll as for jelly roll.
4. Wrap in wax paper and chill thoroughly in the refrigerator. Slice as thickly as desired, and toast under the broiler.

FROZEN PUMPKIN TARTS

1 c cooked pumpkin	$\frac{1}{8}$ t nutmeg
$\frac{3}{4}$ c brown sugar	$\frac{1}{8}$ t cloves
1 t cinnamon	$\frac{1}{4}$ t allspice
1 t ginger	$1\frac{1}{2}$ c evaporated milk* or cream

1. Combine pumpkin, sugar, spices.
2. Fold in the thickly beaten milk or cream.
3. Pour into the trays of the automatic refrigerator and freeze 2 to 3 hours.
4. Pile in tart shells and garnish with whipped cream.

* To beat evaporated milk: Chill can of milk thoroughly in the refrigerator. Have bowl and beater cold, and beat until thick. If milk does not get thick, it is not cold enough.



FREE DEMONSTRATIONS WILL FEATURE HOME ENTERTAINING

Free demonstrations on various phases of home activity, such as cooking, baking, meal planning and entertaining, are given each Wednesday afternoon and evening in the Home Service Department at the Gas and Electric building, 89 East Avenue, Rochester. Demonstrations begin at 2 and 7:30 o'clock and you are cordially invited. The schedule for December was published in the November Messenger but for those who receive their December copy early in the month we repeat the dates:

December 4—"Fashions in Tables."

December 11—"Christmas Cookies."

December 18—"Christmas Entertaining."

Last year the Home Service Department did a special series on Home Entertaining which was so popular that another one is being arranged to start on January 15th. The accent in these demonstrations will be on the fundamentals of cookery that are necessary for a successful party. The foods will be familiar and favorite, with a good many new dishes that we are sure you will like. Plan now to attend these Wednesday demonstrations next month.

Buyers' strikes will never reach a point where people will stop eating just to show their resentment.

The trouble with opportunity is that it usually comes disguised as hard work.

KITCHEN CENTER STILL OPEN

The beautiful Kitchen Center is still open to the public on the Main Floor of the R. G. & E. Building at 89 East Avenue, Rochester. Here you will see three up-to-the-minute kitchens, each one equipped with a special ventilating system that eliminates the grease and grime arising from cooking operations and rids the house of objectionable cooking odors. From Monday to Friday the Center is open from 8 a. m. to 5 p. m. and on Saturdays until noon.

ENJOY THE "HOUR OF CHARM"

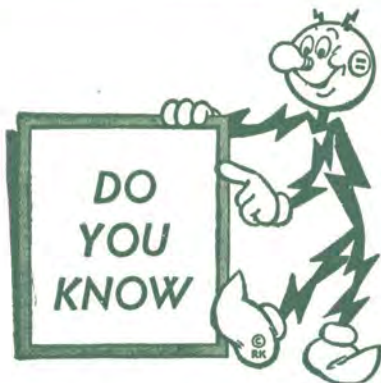
There is probably no finer musical entertainment on the air Sunday afternoons than the new Electric Hour, "Hour of Charm," featuring Phil Spitalny's All-Girl Orchestra. It features outstanding soloists, including Evelyn and her magic violin. Tune in Station WHEC at 4:30 every Sunday for 30 minutes of delightful music.

Our new Handbook of Holiday Recipes is now available. It may be had by writing or calling the Home Service Department.

When you ask any woman her age,
It's like buying a second-hand car,
You know the mileage's been set back
But it's hard to tell how far.



"I caught my head in the freezing compartment!"



... that reading in bed is NOT hard on your eyes? It's inadequate light and poor posture that do the damage. Correct these two conditions and read to your heart's content.

... that lamps and fixtures should be cleaned regularly because dust absorbs as much as one-fourth of a bulb's light?

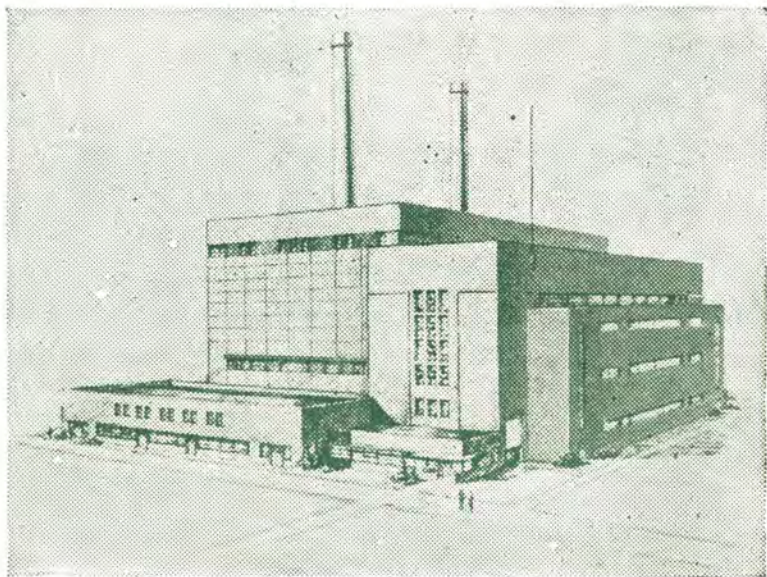
... that an infra red heat lamp dries nail polish in seconds?

... that animal hair is used widely as insulation for refrigeration and as vibration and sound absorbers in other appliances?

... that a kilowatt hour is a unit of measurement of electrical energy? It is a quantity of electric service you buy. One (KW) kilowatt hour will operate a 100 watt lamp for 10 hours, for example. Or your refrigerator for 15 hours.

... that the type of fluorescent light found to be most FLATTERING TO THE COMPLEXION is the soft-white tube, unavailable during the war but now back in production.

New R. G. and E. Lakeside Electric Station



In order to be prepared for the anticipated growth and development of this area Rochester Gas and Electric will build a new electric generating station on the lakeshore in the town of Greece. The station will have a capacity, when completed, of 160,000 kilowatts or 214,400 horsepower. It will consist of four units of 40,000 kilowatts each and the first of these is expected to be completed in 1948. Other units will be added as need arises. Cost of the first unit will be between \$7,000,000 and \$8,000,000 and the entire plant will require an investment of upwards of \$15,000,000. The building will be located about 200 feet south of Beach Avenue and just west of the present pumping station of the Rochester and Lake Ontario Water Company. It will be of light colored pressed brick and the surrounding grounds will be landscaped and beautified. Water will be obtained through a pipe extending 4,000 feet into Lake Ontario.

Perfumes Influence Sales to Women

Tests made by Dr. Donald A. Aird of Colgate University show that delicate scents can influence sales without the customer knowing it. Several saleswomen were sent out with hosiery exactly alike but some of which were scented. The customers were allowed to make their own choice between the samples and more than 90 per cent of them selected the perfumed stockings. When asked the reasons they said that the hose they picked were "more sheer" and had "nicer texture," but in no case did they attribute their choice to fragrance.

While there is no wholly satisfactory substitute for brains, silence often does pretty well.

SHOP EARLY! MAIL EARLY!

We urge all our readers who receive their Messenger before December 20th to shop early and mail early. The Rochester post-office and all the other post-offices in the territory served by the R. G. & E. do a swell job in getting out our Christmas cards and packages. Let's give them a lift by getting the Christmas mail and parcels to them well ahead of December 25th. You'll make the postman's lot a bit easier and you'll improve the service.