

# INTRODUCING NEW NOTES IN KITCHEN OPERATION and PLANNING

## Pillsbury's Used For Many Years

The modern housewife can bake cakes, bread and rolls just like her grandmother used to bake because she can use the same flour her Grandmother did, Pillsbury's Best. And if she wants to outdo grandmother in cake baking she has Pillsbury's Sno Sheen to help her out in cakes that require a light, delicate flour.

Pillsbury cooking experts tell us "It is possible that a flour from only one type of wheat may be well adapted for making bread and rolls, but not for quick breads or cakes. The reverse is likewise true Pillsbury's Best, however is milled from many kinds of choice wheat to provide for success with every type of recipe, whether for yeast-raised foods, quick breads, cakes or pastry."

Soil and climate conditions can cause wheats to vary from year to year but laboratory and baking tests always hold Pillsbury's Best to its "balanced" formula giving it the same baking qualities year in and year out. All claims made for it are accepted by the Coun-

## Select Your Curtains To Suit the Room

Don't be afraid of simplicity in making your curtains. The warning cannot be emphasized too much for curtains must be planned to suit the rooms they decorate. If they are not, the entire effect of the room may be ruined even though much thought and expense has been given to the rest of the appointments.

Carving Knife Hints

Store carving knives carefully. Others are likely to be dulled in rubbing together. The ideal knife for hot meat should have a stiff thin blade about nine inches long. A more flexible blade may be used for cutting cold meats.

Call on foods of the American Medical Association.

Pillsbury's Best and Sno Sheen have been selected by the food demonstrators as the flour to be used in the Catholic Courier Schools of Cookery.

## Home Service Department

### Helps Solve Many Home Problems

Have trouble with your gas range? Does your home lighting bother you? Did your last roast turn out well? Why doesn't your oven bake as well as you expect? These are only a few of the dozens of questions answered every day by the staff of the Rochester Gas and Electric Corporation Home Service Department.

In 1926 when the new building on East Avenue was opened this service to users of gas and electric appliances was started under the direction of Miss Helen Smith, present director.

The original home service department was housed in the demonstration kitchen in the basement of the Gas and Electric building. Continuous growth has necessitated expansion of the kitchen and the addition of offices on the third floor. From the first staff of Miss Smith and Miss Irene Muntz, the personnel has constantly grown and the service expanded to additional outside auditoriums.

A group of trained home service girls call on all new purchasers of home appliances and show the housewife how to use them for greater efficiency and how to give them proper care for longer life and usefulness. They also call at homes where trouble is experienced in the use of these appliances.

Talks are given on request to various groups of school churches and other organizations both in the Demonstration Kitchen and in outside auditoriums.

All new appliances received by the Rochester Gas and Electric Corporation are tried out in the test kitchen for practical home use. These tests not only show the best use of the appliances but also check with the charts supplied by the manufacturers and their application to Rochester gas and electric current. The tests also supply the appliance salesman with practical talking points concerning each unit.

Recently a "Welcome Service" was added to the Home Service Department. The home service girls call on all new users of Gas and Electric service to acquaint them with the services available.

Home lighting problems are also solved by the Home Service department. The home lighting experts are on call to answer any questions regarding the placement of lamps, installation of lighting fixtures, outlets, etc. for the better lighting efficiency.

From 40 to 50 telephone calls a day were received and answered by the staff during the recent holiday season. These included everything from requests for menu suggestions to how a large turkey could be roasted in a small oven. At other times of the year the home service girls answer many calls regarding menus and balancing of meals, what kind of soap to use for best results in washing machines, etc.

Everyone on the home service staff is trained to give intelligent and authoritative answers on any of these problems of the housewife and in some cases from men who want to surprise the family with a man cooked meal.

## Home Service Expert To Conduct Schools



Miss Irene Muntz, Guest Demonstrator of the Home Service Department of the Rochester Gas and Electric Corporation is shown at work in her modern kitchen in the East Avenue building of that company. A similar modern kitchen will be used in the Catholic Courier Schools of Cookery in parish halls. These kitchens will be open for inspection after each demonstration. These Schools of Cookery are free to women readers of the Catholic Courier and their friends. The first of the series to be held in the Parish Hall at St. Catharine's of the Sacred Heart.

## Blue Boy Dairy Won Excellence Award

All the milk and cream to be used in the Catholic Courier Schools of Cookery is to be supplied by the Blue Boy Dairy of Rochester and Oakfield, N. Y.

Blue Boy Milk in the 1939 tests at the New York State Fair won the highest score in a state-wide test. Quoting the Management of the dairy: "At the 1939 New York State Fair at Syracuse Blue Boy Dairy received a 96.1 percent score, the highest score given to any of the 210 competing dairies in this test. This was based on the seven most important points for judging milk: Bacteria count, Cleanliness, Flavor and odor, Cream content, Temperature, Bottle and Cap and Plant Score."

The Blue Boy Dairy Plant at Oakfield, N. Y. is the world's largest single unit dairy. Three hundred selected head of cattle produce the milk which is taken under the most rigid sanitary conditions untouched by hands or air at any time. It is pasteurized in the dairy's own plant at 1044 University Avenue in this city and is distributed in its own truck protected by over-all caps which protect the pouring lip of the bottle and prevent the slightest contamination.

The Blue Boy Dairy at Oakfield and the Pasteurization Plant at Oakfield are always open for inspection.

## Bond Bakers Started In Rochester

Early in 1916 when the General Baking Company was a youngster, an official of the company in conference said "Let us produce a loaf of bread with the very purest of ingredients made only the best we know how and tell Mrs. Consumer about it. Let us publish the ingredients that make up our product by listing them on each wrapper. And along with this, give the bond of the company, guaranteeing that just these pure ingredients, and nothing else, go into the manufacture of our product. Because of this bond or guarantee, let us call the loaf, 'Bond Bread'."

The first batch of Bond Bread, present Bond officials state, consisted of 254 loaves. Today a million loaves are purchased every day throughout Bond territory, a tribute to the soundness of principle of this company.

Not many of the present generation are acquainted with the fact that Rochester was the birthplace of Bond Bread. It was founded by William Deisinger, who is now chairman of the Board of Directors of the General Baking Company and head of the 5,500 members of the Bond Family. His father, Frederick L. Deisinger, started in the baking business in Rochester nearly a century ago, in 1842.

The success of Bond Bread since it was first placed on the Rochester market and before it spread to other fields was due to this original policy of only the purest ingredients and telling about them on the wrapper, a policy that has been strictly adhered to in all Bond baking plants.

Somewhere out in this blustering tempest was a little girl barely five years old. Fascinated by the snow, she had dressed warmly and slipped out of the house unnoted. When her mother discovered that both Mae and her snowsuit had disappeared she became alarmed. After a futile search about and near the house Mrs. Smythe sought the aid of young Stanton. This was four hours ago and still there was no word of the child. Searching parties had been organized and sent forth time and time again only to return, driven back by the stinging snow.

Mrs. Smythe waited alone in her home for her husband had joined a searching party. What anguish tugged at the heart of the mother as she sat thinking of her child! Sitting thus, in thought, she was suddenly aroused by a scratching and a loud bark. It was Mae's dog, Chic. Where had he gone? He was beside her fifteen minutes ago.

Mrs. Smythe rose quickly and listened intently. The bark sounded near the back strangely muffled. As she reached the front window, the scratching seemed clearer and near the floor. So Chic was at his old trick again!

Mrs. Smythe went out doors and walked swiftly to where there was a scratching in the lattice of the porch. She lifted it but although Chic wagged his tail, he was reluctant to leave this spot. Reaching in to pick up the little dog, she was surprised to touch something like a human hand. "What could it be! When she had seen the "something," a sob escaped from her throat. There lay little Mae sleeping peacefully. Her mother pulled her tenderly out and carried her into the house. Her relief could not be explained.

"Little Mae Smythe has been found. Her mother, led by the barking of Mae's dog, Chic, found the little girl asleep under the porch, she had crawled there to watch the snow but had fallen asleep. Going to his usual spot, Chic had gotten caught in the lattice work and attracted the attention of Mrs. Smythe by his barking."

Ken leaned back contentedly, glad of the child's return and the chance to ease his aching throat.—Mercedes Magazine, Our Lady of Mercy High School.

## Proper Wines Mark The Perfect Dinner

All dinners are not the same. But whether elaborate or simple, the choice of a suitable wine ranks always of first importance. If sincerely unpretentious—a can wine occasion—every dinner should include either a red or white dry wine. This may be appropriately sipped with all courses except the dessert and salad—which because one is sweet and the other bitter, tend to destroy a wine's flavor. White wine should accompany a dinner of fish... red wine a dinner of meat... Sauternes should be used with lobster.

The Urbana Wine Company, makers of Gold Seal wines and Champagnes in their booklet "Let's Talk About Wine" tell us, "When you are planning a very grand affair try this, with the exception of Sherry. First requires may, Sauternes, or Chablis. Whites call for Champagne, Claret or perhaps Sauternes again, Fowl—Champagne or Burgundy, Burgundy, too, is prized with game. With chicken, the best either is Claret or the Port. Finally Champagne, Tokay or Haut Sauternes may accompany a dinner."

One suggestion for a well balanced meal is this: Start with Gold Seal Sherry, with Fish serve Gold Seal Chablis or Sauternes... and Gold Seal Champagne, of course, throughout the dinner.

You can use wine in your cooking too, many newer recipes and certain pastries, and some meats are cooked or served with a wine sauce. Try them for an added zest to an otherwise prosaic dish.

# NEW 1940 SERVEL ELECTROLUX

More Economical than Ever!

Time's great modern refrigeration for home enjoyment. The new 1940 Servel Electrolux brings you all these big advantages you've always wanted—plus important new features!

• New economy and beauty. Made of dry oak, finished in light wood paneling. • Ice maker, built-in automatic defrosting. • Low cost in use. • No noise, no odor, no vibration. • No moving parts. • 100% service.

REFRIGERATION NOW—All Year Necessity

Refrigeration is not a seasonal luxury, but a year-round necessity. A good refrigerator of whatever type saves time, money and energy for you many times over. It keeps larger quantities than you ordinarily would. And you may skip a day or so before you make leftovers appear once more on your table.

As for upkeep—a close and careful check proves conclusively the economy of automatic refrigeration as well as the wisdom of keeping your ice chamber filled, thus saving food, rather than attempting to do the job of ice with the resultant waste.

If you trust in God's Providence, you won't have to worry about the problems of life.

SERVEL ELECTROLUX REFRIGERATORS ARE SOLD BY

Rochester Gas & Electric Corp. 89 East Ave.

Hooper & Co. 44 St. Paul St.

Walt App Supply, Inc. 287 Joseph Ave.

## FOR REFRESHMENT drink... ROYAL CROWN COLA

and you'll be delighted with its delicious flavor!

Each bottle of ROYAL CROWN contains two full glasses... has won 9 out of 10 cola taste tests... is approved by GOOD HOUSEKEEPING... and costs only 5c!

Buy ROYAL CROWN in the handy home carton. 6 bottles... 12 full glasses... for only 25c!

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because EVERY DROP of BLUE BOY milk and cream comes to you untouched by air or human hands... from a single source... our model dairy of prize cows with the best feed... exclusively on scientific principles prepared raw foods, rich in vitamins and milk producing qualities. ORDER TODAY!

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PAY US A VISIT Visiting Hours 2-5 P. M. To reach farm, Rochester to Ramona Route 63 to Oakfield

PASTEURIZING PLANT 1044 UNIVERSITY AVENUE

# Blue Boy DAIRY

## A Modern Universal C-P Gas Range Promotes Greater Cooking Economy... More Appetizing Foods... Better Health

Used exclusively at THE CATHOLIC COURIER'S School of Cookery Friday Evening—Jan. 5th Pro-Cathedral (Sacred Heart) School Hall

• The Universal Gas Range, with Simmer-Save Burners, makes it possible to cook vegetables the healthful, economical way with just a small amount of water. Simmer-Save cookery retains the essential vitamins—all the nutritious, health-giving qualities of the food.

UNIVERSAL GAS RANGES ARE SOLD BY CARROLL RADIO SALES, INC.—529 Thurston Rd. H. C. POMMERENING & SON—1106 Lyell Ave. ROCHESTER GAS & ELECTRIC CORP.—89 East Ave. Manufactured by Cribben & Sexton Company, Chicago, Illinois

## Water Conditioning

Water conditioning may be considered a fact often demonstrated by the number of people who become accustomed to the change of water when they are away from home. It is practical in many cases to use water softener which eases the work of the homemaker in various ways.

## Try Milk in Pie Paste

If you have never tried making pie paste with milk, you will be interested to try this method for your next pie crust or apple pie. You can see for yourself whether there is an advantage in the substitution of milk. Milk helps make the crust tender and is also effective as a browning aid.

## Better Salad Bowls

Make a feature of the salad bowl at home luncheons, dinners, and suppers and build reputation on making superior bowl salads. Practice develops grace and skill in tossing the ingredients of the bowl lightly together so that every leaf of lettuce is delicately coated with dressing, yet no unsightly liquid collects in the bottom of the bowl.

## An Egg-Nogg Recipe

6 eggs  
1/2 lb sugar granulated  
2 tablespoons rum flavor  
3 parts whipping cream

Method: Mix beaten yolks of eggs and sugar in a cream. Add rum flavor. Beat whites and fold into above mixture. Whip the cream and put in last. Serves 15.

## Peeling Small Onions

To peel small onions used in preserving, cover with hot water and let stand for a minute or two. Skins can then be easily removed.

## Removing Asparagus Tips

Tips of canned asparagus may be removed whole if the bottom is cut instead of the top of can is opened.

## Few Vegetable Ideas

Dress boiled onions with hot, undiluted canned tomato soup. Cook equal parts sliced carrots and celery and dress with cream of mushroom soup.

Chop fine 4 peeled, cooked beets, 4 peeled tart apples on onion. Simmer in 3 tablespoons butter until apples are tender. Season with salt. Serve hot.

## Removing Stoppers

To remove a stopper from a glass jar pour warm water into a pan and insert jar in it gradually adding warmer water until it is quite hot but not so hot as to break jar. Leave in water for some time occasionally trying stopper to see if it is loose.

## Adds Variety To Pie Filling

For variety add half a cup of spread sliced peaches to mince meat for one pie mix half a cup of orange marmalade into pumpkin pie filling.

## Fast-Growing Child Needs Between-Meal Lunch

The between-meal lunch is advisable for underweight or fast-growing children. It may include graham crackers and milk, fruit, simple cookies and fruit juices. In summer, fresh fruits or egg and milk drinks are suitable.

## Mix Cheese In Apple Pie

Spread grated cheese over apples to be used in pie. Members of the family who insist on cheese with their apple pie will be delighted.

## Education Meet Set

Kansas City—The thirty-seventh annual meeting of the National Catholic Educational Association will be held here, March 22-29, 1940, according to an announcement just issued. The Most Rev. Edwin V. O'Hara, Bishop of Kansas City, will be host to the delegates.

## Don't Soak Fish Too Long!

Never leave fish soaking in water. Too long a soaking removes the flavor and makes the fish flabby.

## Use For Cake Left-overs

Combine left-over bits of cake with fruit and serve with a custard sauce; or combine bits of cake with cubes of gelatin or ice cream.

# "She took care of it O.K."

It's nice to know that our efforts to bring you good gas and electric service at low cost are appreciated. That's why we like to get letters like this:

"Just a line to let you know that the lady from your Home Service Department was down to check the oven of my gas range. She took care of it O.K. and my cakes come out wonderfully now. Thank you for the recipes she brought with her."

We thank the lady for her kind letter. We're happy to know that everything is satisfactory and that she, like you, can bake several cakes easily, quickly and exactly with gas, at a cost much less than the price of a cake tin.

The G. & E. Twins, Your Gas and Electric Servants, never sleep, never get, and work long hours for a few pennies.

## ROCHESTER GAS & ELECTRIC CORPORATION