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Electrical Christmas Gifts Carry Constant and Pleasant Remembrances of the Giver

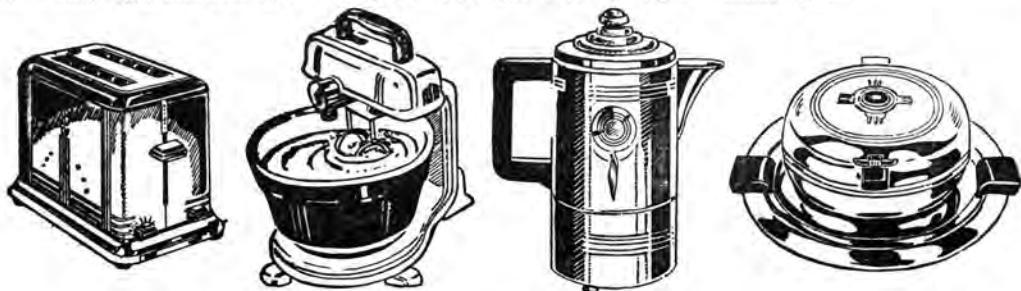


Thousands of Rochester families will give electrical Christmas gifts this year. They will give them for two reasons. First—electrical gifts are useful gifts that are received with delight by any household. Second—electrical gifts bring pleasant and constant remembrances of the friendship of the giver. Every time an automatic toaster turns out golden-brown slices for the breakfast table—a waffle iron bakes delicious waffles for the Sunday night supper—a percolator bubbles cheerfully on a crisp morning—or a Better Sight Lamp sheds its glare-free radiance—the whole family will praise the good judgment and kindness of the giver.

In many homes the members will pool their Christmas funds and buy a family gift for Mother, such as a glamorous, modern automatic range or a glistening white automatic refrigerator. A gift of this kind will do more to make Mother's Christmas a merry one than anything else because it will not only add to her comfort but give her a new pride and pleasure in her kitchen. New ranges and refrigerators can be purchased on an easy payment plan that makes it possible for almost any family to enjoy the economy and convenience they provide.

In purchasing electrical Christmas gifts, however, don't make the mistake of basing your selection on price alone. For a very little more you can usually obtain an approved toaster, waffle iron, percolator or other appliance that will give years of service, whereas many so-called "bargain specials" will cost more to operate and quickly wear out.

Some of our customers will not receive this issue of the Messenger until after Christmas but, regardless of the season, electrical gifts are always welcome gifts.



Special Menus for Christmas and New Year's

The R. G. & E. Home Service Department has prepared four menus to cover Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. The Christmas dinner is designed to offer an attractive alternative to those housewives who may wish to serve something other than the traditional turkey. The four menus and the recipes for the principal dishes follow:

Christmas Eve Supper

Seafood a la King in Buttercups
 Shoestring Potatoes Buttered Peas
 Candle Salad
 Christmas Stollen Coffee

Christmas Dinner

Tomato Consomme—Bread Sticks
 Roast Capon
 Mashed Potatoes Glazed Carrots
 Raw Cranberry Relish Rolls
 Jellied Cabbage Salad
 Plum Pudding—Foamy Sauce
 Coffee Nuts

New Year's Eve Supper

 Relishes
 Toasted Devilled Hamburger
 Mixed Salad Bowl
 Cheese Crackers
 Fruit Cake—Coffee

New Year's Dinner

 Pineapple Juice Cocktail
 Roast Pork—Sweet Potato Stuffing
 Apple Sauce Buttered Peas & Celery
 Lettuce—Sherry's Dressing—Cheese Sticks
 Frozen Charlotte Russe
 Coffee Mints

CHRISTMAS STOLLEN—Temperature: 375° F. Time: 40-45 min.

1 c. milk	½ c. sugar
1 compressed yeast cake	3 egg yolks
1 t. sugar	½ t. salt
2 c. all-purpose flour	¼ t. nutmeg
1 c. shortening	2 c. all-purpose flour

Scald milk and cool to luke warm. Mix yeast with the sugar and add to milk. Add 2 c flour and beat until smooth. Cream the shortening, add sugar, egg yolks and beat well. Add salt, nutmeg and 2 more cups of flour, then add to the yeast mixture. Knead until smooth and elastic. Brush with melted butter, cover closely and store in a gas or an electric refrigerator over night. Divide dough into 3 parts and roll into triangles ½ inch thick. Brush with melted butter, spread with Fruit Filling and like a jelly roll start with the wide end. Place in a buttered sheet and shape like a crescent. Let rise until light (about 1½ hrs.). Bake in a pre-heated oven. Decorate with confectioners sugar icing and candied cherries.

FRUIT FILLING

Mix ingredients in order given.

1 lb. dates—chopped	1 c. maraschino cherries chopped
½ c. nutmeats chopped	1 slice candied pineapple chopped

PLUM PUDDING

1 pkg. dry mincemeat	5 slices day-old bread
½ c. water	1 t. baking powder
¼ c. strong coffee	1 t. cinnamon
2 T. butter	¼ t. cloves
½ c. brown sugar	¼ t. nutmeg
2 eggs	1 c. raisins

Break mincemeat into pieces; add water and cook slowly until smooth. Boil until mixture is nearly dry. Add coffee and cool. Cream butter, add sugar and well-beaten eggs. Mixing thoroughly. Crumb the bread, baking powder, spices and raisins. Fold into the mincemeat mixture. Pour into a buttered pudding mold, cover closely, and steam 1½ hours or place in a 350 degrees F. oven and bake 1½ hours. Serve warm with Favorite Pudding Sauce. Will serve 6.

TOASTED DEVILLED HAMBURGERS

1 lb. ground beef
1/2 c. chili sauce
1 1/2 t. mustard
1 t. minced onion

1 1/2 t. worcestershire sauce
1 t. salt
8 slices bread

Mix the beef, chili sauce, mustard, onion, sauce and salt. Toast bread on one side. Spread untoasted side with beef mixture, place on broiler rack and broil 6 to 8 minutes.

Further information may be obtained, if desired, by phoning Miss Helen Smith or Miss Irene Muntz at Main 3960.

Ode To An Old Love

Dear, I remember and can tell,
Years when we loved each other well;
Times when your young heart's fiery flow,
Gave me a tingling pleasant glow;
But now, My Dear, you have grown cold,
Nor warm my pulses as of old;
And I must with more ardor woo,
To get the least response from you;
Farewell, my old style Furnace lass,—
I'm going to heat my house with gas.

The average woman with a family of four works 64 hours a week. If there are five in the family it's 70 hours and when there is a baby in the home the average approaches 80 hours. All of which furnishes additional proof that electric appliances are necessities—not luxuries.

GIFT SUGGESTIONS

\$1.00 to \$5.00

Curling Irons, Heating Pads, Flat Irons, Toasters, Coffee Makers, Electric Heaters, Electric Clocks, Hot Plates, Lamps.

\$5.00 to \$10.00

Hair Dryers, Percolators, Coffee Makers, Chafing Dishes, Waffle Irons, Sandwich Toasters, Electric Clocks, Lamps.

\$10.00 to \$25.00

Electric Mixers, Coffee Urns, Waffle Iron Sets, Schick Shavers, Automatic Toasters and Sets, Radiant-Fire Heaters, Lamps.

Above \$25.00

Sun Lamps, Radios, Washers, Ironers, Refrigerators, Ranges, Lamps.

Although the cost of living for wage earners in the United States is today about 43 per cent higher than it was in 1913, the cost of electricity these same wage earners use in their homes is 45 per cent lower, according to a survey made by the National Industrial Conference Board.

Municipal Ownership Rejected By Voters in Six Communities

Six communities in widely scattered sections of the country voted on the question of municipal operation of their electric lighting systems at the recent election and in every case the voters rejected the proposals. The largest city voting on the question was Reading, Pa. where municipal ownership was defeated almost two-to-one. It is apparent from these and other results that the American people realize that the privately-owned utilities are giving good service at reasonable rates and have a wholesome fear of what might happen under political operation.

HOME SERVICE DEMONSTRATIONS

Free to Public

(Basement R. G. & E. Building,
89 East Avenue)

Wednesday afternoons at 2:00 P. M.
Monday evenings at 7:30 P. M.

Wed., Dec. 8 } "Christmas Sweets"
Mon., Dec. 13 }

Wed., Dec. 15 } "Unusual Christmas
Mon., Dec. 20 } Gifts"

Wed., Dec. 22—"Christmas Dinner &
Entertaining"

Mon., Jan. 3—"New Dinner Menus"

Wed., Jan. 5 } "Luncheon & Supper
Mon., Jan. 10 } Dishes"

Clean, Cool, Odorless All-Gas Kitchens Popular in Apartments and Small Homes



The Parsons Pureaire Kitchen is the ideal unit for apartment houses or homes where kitchen space is limited. The apartment house located at 1041 Lake Avenue is the first to be completely equipped with these attractive modern time and labor-saving kitchen units and they are rapidly being introduced into other Rochester apartment dwellings and homes. This newest development in kitchen modernization includes an Electrolux gas refrigerator; a modern approved four-burner gas range; one-piece sink and ribbed drain board of either Monel metal or porcelain; twenty-eight square feet of cupboard and shelf space; utility drawers with padded compartment for silverware; electric light and handy electric outlet built in above the sink, as well as other features designed to lighten household labors. The Parsons Pureaire Kitchen has a special ventilating system that keeps the apartment clean, cool and free from cooking odors. It will last the lifetime of the building and may be had in white or ivory exterior, and Jonquil green or Chinese red interior. These kitchens are being sold in Rochester by Redeker Brothers, 2154 East Main Street and one of the units is on display at the R. G. & E. East Avenue showrooms.