

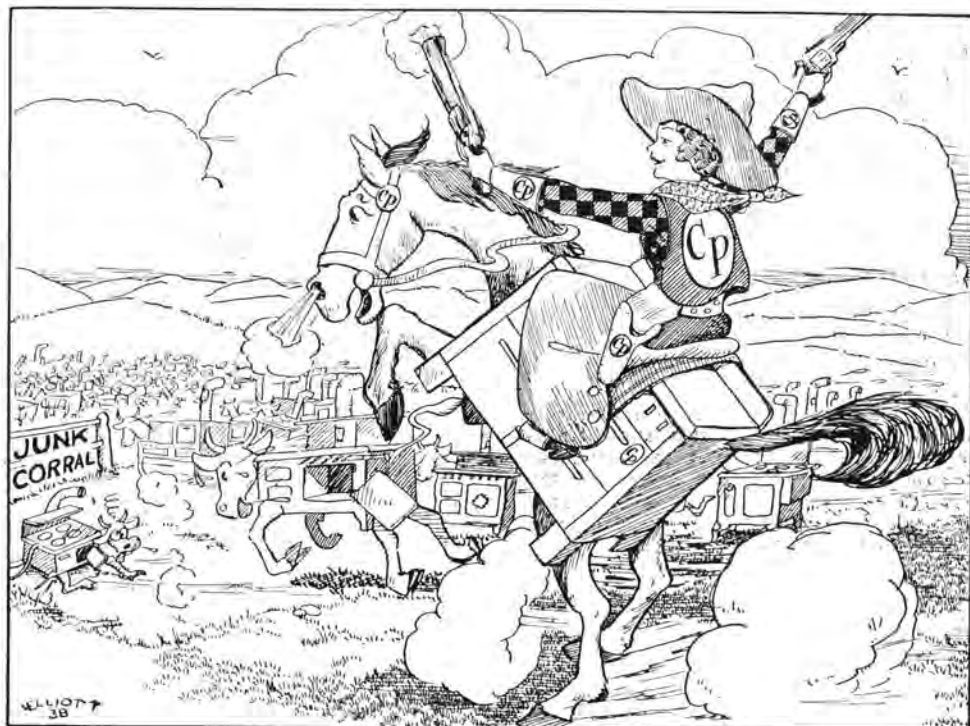


NUMBER 9

ROCHESTER, SEPTEMBER, 1938

VOLUME II

## Yip-Pee! Rochester Stages Annual Old-Stove Round - Up



The Sensational New "Match-Less" C. P. (Certified Performance)  
Gas Range Drives Old Models to Junk Corral

# Spare the Beating and Save the Cake

Spare the beating and save the cake, is a good rule to follow when using an electric mixer. Because the mixer does such a fast and easy job of mixing there is a tendency to allow the beater to run too long and so make a firm and close grained cake. Too much beating develops the gluten in the flour and toughens it so that the cake that is mixed too much will be tough and may shrink from sides of pan.

If the following directions are followed there will be no cake failures due to over-beating. Cream shortening for 1 minute on medium or high speed. Add sugar gradually while on medium speed. This should not take more than 2 minutes. A rubber scraper will help scrape down sides of bowl and beater, and should be used frequently. Beat creamed butter and sugar 1 minute on high speed. Add eggs and beat for 1 minute for each egg on high speed. USE LOW SPEED when adding flour and liquid. Add  $\frac{3}{8}$  of dry ingredients and mix only until flour disappears (about 1 minute), add  $\frac{3}{8}$  of liquid ingredients and mix  $\frac{1}{2}$  minute. Continue doing this until all ingredients are added then turn mixer on high and beat for  $\frac{1}{2}$  minute. Use this same method for mixing cookies.

Here are a few recipes to tempt September appetites:

## BAKED KIDNEY BEANS WITH APPLES AND BACON

Temperature: 300° F. Time: 2-3 hours

$\frac{1}{2}$  lb. dried kidney beans 1 t salt  
6 tart apples  $\frac{1}{8}$  t pepper  
 $\frac{1}{2}$  c brown sugar 12 slices bacon  
hot water to cover

Wash beans and soak in cold water to cover. Bring to the boiling point and simmer 15 to 20 minutes. Arrange layer of beans and sliced apples in a buttered casserole dish. Add the sugar, salt and pepper, cover with the strips of bacon. Add enough hot water to cover. Bake in a preheated oven.

## SAUSAGE SKILLET MEAL

1 lb sausage meat  $\frac{1}{2}$  c chili sauce  
2 T minced onion 1 t salt  
1 c uncooked rice  $\frac{1}{8}$  t pepper  
 $3\frac{1}{2}$  c tomatoes

Cook sausage meat and onion until nicely browned. Wash rice thoroughly and sprinkle over the sausage meat. Mix the tomatoes, chili sauce, salt and pepper, pour over the rice mixture, cover and cook with burner turned on full until steam comes from cover. Turn burner to simmer and cook 30 minutes.

## Better Than Counting Sheep

Counting sheep as they jump over a fence may help put you to sleep but a warm bath is a much more reliable method of inducing somnolence. Adjust the running water in the bathtub until the temperature is about 100 degrees Fahrenheit. Then apply a soothing lather of soap to the body and lie back until you feel relaxed. Pat the skin with a rough towel, crawl into bed and you'll probably enjoy a night of restful slumber.

## MOLASSES SNOW BALLS

Temperature: 350° F. Time: 20-25 minutes

1 egg  $\frac{3}{4}$  t soda  
 $\frac{1}{2}$  c sugar 1 t baking powder  
1 c buttermilk OR  $\frac{3}{4}$  t ginger  
sour milk  $\frac{1}{2}$  t nutmeg  
 $\frac{1}{2}$  c molasses 1 t cinnamon  
 $\frac{1}{4}$  c all-purpose flour  $\frac{3}{4}$  T melted butter  
 $\frac{1}{2}$  t salt

Beat the egg until light, add sugar, sour milk, and molasses. Mix and sift the flour, salt, soda, baking powder and spices. Combine with the molasses mixture, add the shortening. Fill buttered muffin pans  $\frac{3}{4}$  full and bake in a preheated oven. When cool, ice with Fluffy Icing and roll in coconut.

## Andrew Jackson Threw Bathtub Out of White House

Benjamin Franklin and Andrew Jackson held opposite views of the bathtub. Franklin went to the expense of having a copper bathtub built for his own use. It was shaped like a giant shoe, and Franklin would sit in the heel with his feet stretched up toward the toe of the tub. Twenty-five years later President Jackson condemned bathtubs as feminine foppery and ordered torn out of the White House the tub that had been installed by Dolly Madison.

There probably would have been less aversion to bathing in those days if hot water were so readily available as it is today, when an automatic water heater provides a constant supply at the mere turn of a faucet.

If all other commodities cost as little for what they give as electric service the average family could live like millionaires.

# New Street Lights Make Driving Safer in East Avenue



East Avenue is now one of the best lighted residential streets in the State. In co-operation with Rochester city officials the R. G. & E. recently installed 135 new acorn-shaped luminaries, extending from Alexander Street to the Auburn railroad tracks and replacing arc lamps which had been in service for more than 25 years. The new lamps give much better illumination with very little increase in candle power, being so designed that all of the light is directed downward to the pavement.

## Night Light Keeps Rodents Away

We can't guarantee the cure but one Rochester woman says that it works. The household was bothered by rats in the cellar and tried various methods of extermination without result. One evening the lady of the house forgot to switch off the basement light and that night the family heard none of the annoying rustling and gnawing sounds. Just as an experiment the light was left burning the following night and the rats remained away. The practice has now been continued for several months and the rodents are still avoiding the place.

## September Is Ideal Time To Buy New Radio

The autumn season offers the best radio programs of the whole year. Many of the musical and comedy stars who were off the air waves during the summer months resume broadcasting and with the world series, stellar intercollegiate football games and red-hot election campaigns in the offing, the listener has a feast of interesting events from which to choose. Radios more than a few years old are practically obsolete today and it is poor economy to try to repair them particularly when new models are so cheap.

## How Would You Like to Pay These Prices?

Advocates of government ownership of industries will not find much comfort in the report of the National Conference Board wages and prices in Soviet Russia, where the government controls and operates everything. The report shows that in 1937 the average annual income of the Soviet worker was about \$582 in American money and that in July 1937 the following prices prevailed in the Moscow stores:

1 lb. Coffee .....	\$ 4.37	1 lb. Butter .....	\$..1.81
1 lb. Tea .....	10.21	1 dozen eggs .....	1.32
1 lb. Granulated Sugar .....	.34	1 Cotton Shirt .....	7.74
1 lb. Rice .....	.59	1 pair Rubbers .....	3.74
1 lb. Fresh Ham .....	.96	1 pair Leather Shoes .....	34.85
1 lb. Mutton Chops .....	.87	1 Woolen Cap .....	9.20
1 lb. Chicken .....	1.00	1 pair Cotton Socks .....	.48
1 lb. Smoked Ham .....	1.63	1 Woolen Sweater .....	41.80
1 lb. Bacon .....	1.45	1 Cotton Sheet .....	3.00
1 lb. Sausage .....	.91	1 Linen Towel .....	1.88
1 quart Fresh Milk .....	.30	1 yard heavy Wool Cloth .....	29.26

# Turn in Your Old Stove on a "Matchless" New C. P. Streamlined Modern Gas Range

Hundreds of Rochester housewives are already enthusiastically singing the praises of the amazingly efficient new C. P. (Certified Performance) gas ranges, which are the feature of the second annual OLD STOVE ROUND-UP. These ranges are the last word in cooking perfection. In order to carry the trade mark, C. P., each range must meet 22 requirements comprising features which housewives have said would constitute the ideal range. One of these is that the range must be completely automatic, with no matches required for top burner, broiler or oven lighting.

Nearly 40 dealers in gas ranges are co-operating in the Old Stove Round-Up and they are all making most liberal trade-in allowances on old stoves regardless of age. A small down payment will put one of these beautiful new ranges in your home.

The dealers who are participating in the campaign and selling approved C. P. (Certified Performance) ranges, include the following:

Alhart Electric Co., 1149 Culver Rd.; Borrelli Electric Appliance Store, 493 State St.; Burke Upholstering Co., 34 South Ave.; Carroll Radio Sales, 529 Thurston Rd.; E. W. Edwards & Son, Main Street East; Figler Electric Co., 558 Hudson Ave.; Frenchman & Sweet, Inc., 268 State St.; V. Granata & Sons, 232 Central Park; H. B. Graves Co., 78 State St.; Hoffman Music Co., 336 Joseph Ave., 630 Monroe Ave., 468 North Goodman St.; Howe & Rogers, Clin-

ton Ave. South; Kennedy Clark, Inc., 22 South Ave.; Kreckman Electrical Store, 471 North Goodman St.; Lasken Electric Co., 821 N. Clinton Ave.; Lauer Furniture Co., 50 State St.; Frank P. May Furniture Co., 259 North Street; McCurdy & Co., Main St. East; Monroe Radio & Electric Corp., 773 Monroe Ave.; North Side Furniture Co., 226 North St.; Patty's Electric Appliance Shop, 347 Webster Ave., 1359 Clifford Ave., East Main St.; H. C. Pommerening & Son, 1106 Lyell Ave.; Purple & Behrman, 94 Scio St.; Raithel's, Inc., 334 East Ave.; Ray's Radio Service, 532 Chili Ave.; Redecker Bros., 2154 Main St. East; Reliable Furniture Co., 80 State St.; Robot Electrical Appliance Co., 1775 Dewey Ave.; Rochester Norge Corp., 42 Scio St.; Roper Range & Furnace Co., 48 St. Paul St.; Rudolph Schmidt, 43 South Ave.; Sears Roebuck & Co., 259 Monroe Ave.; Seneca Stores, 149 Monroe Ave.; Sibley, Lindsay & Curr Co., Main St. East; Siebert & Sons, Inc., St. Paul & Andrews Sts.; Weis & Fisher, 84 Clinton Ave. South; Whitehead Metal Products Co. of N. Y., Inc., 215 East Ave.; Wolk Auto Supply Co., 287 Joseph Ave.; CANANDAIGUA—Canandaigua Electric Appliance Corporation; G. M. Kennedy & Son; Peck Hardware Co.; MANCHESTER—Leo Hessney; SHORTSVILLE—Stoddard Co.

Nothing of equal value and equal convenience can be purchased so cheaply as gas and electric service.

## R. G. & E. HOME SERVICE DEPARTMENT MEETINGS

Basement 89 East Avenue, Rochester

### SEPTEMBER

- Wed., Sept. 7—2:00 P. M.—"Relishes of All Kinds"  
Wed., Sept. 14—2:00 P. M.—"Fall Vegetables"  
Wed., Sept. 21—2:00 P. M.—"Festival Cakes"  
Mon., Sept. 26—7:30 P. M.—"Festival Cakes"  
Wed., Sept. 28—2:00 P. M.—"Hearty Menus"  
Mon., Oct. 3—7:30 P. M.—"Hearty Menus"

Every Thursday at 2:00 P. M.—"Know Your Meat" series. Meat Cutting and Cooking Demonstrations.

### OCTOBER

- Wed., Oct. 5—2:00 P. M.—"Trimmings for Sunday Dinners"  
Thurs., Oct. 6—2:00 P. M.—"Cooking for Two"  
Mon., Oct. 10—7:30 P. M.—"Trimmings for Sunday Dinners"  
Wed., Oct. 12—2:00 P. M.—"Refrigerated Doughs—Rolls, Kuchens"