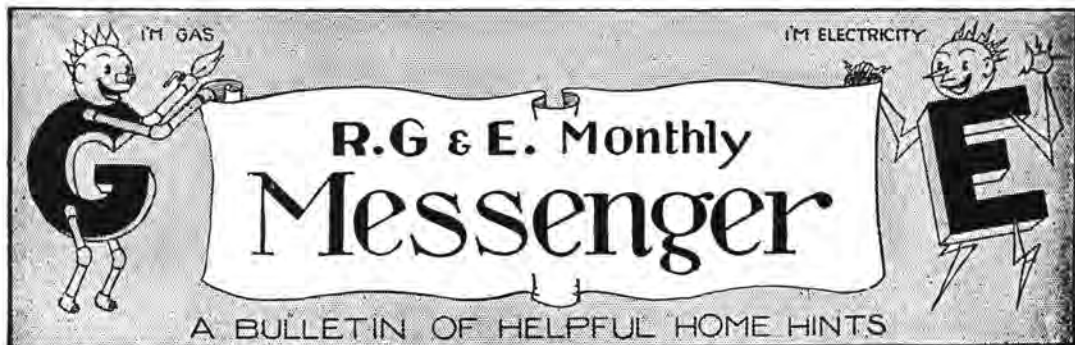


BEST WISHES OF SEASON TO ALL OUR CUSTOMERS



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VOLUME II

An Electrical Gift Will Carry Good Cheer; Not Only This Christmas But Many a Year

Every year more and more Rochester people give electrical gifts at Christmas time. They do this for two very sound reasons. First—an electrical appliance, small or large, is a useful gift. Second—electrical gifts serve as constant and pleasant reminders of the giver.

Don't make the mistake of buying electrical gifts on price alone. Usually, for a very little more, you can obtain a quality article that will give better and longer service and cost less to operate. Here are a few gift suggestions that will be found in the R. G. & E. salesrooms and at most stores:

\$1.00 to \$5.00

Curling Irons, Hot Plates, Pin-It-Up Lamps, Flat Irons, Non-Automatic Toasters, Coffee Makers, Electric Heaters, Electric Clocks, Mazda Bulbs, Waffle Irons, Warming Pads, Heat Lamps.

\$5.00 to \$10.00

Waffle Irons, Percolators, Electric Grills, Electric Clocks, Student Lamps and Floor Lamps, Hair Dryers.

\$10.00 to \$25.00

Automatic Toasters (single and double slice), Electric Mixers, Floor and Table Lamps, Electric Roasters, Radiant-Fire Heaters, Coffee Urns, Electric Razors, Radios.

\$25.00 and Over

Radios, Sun Lamps, Electric Clothes Washers, Electric Ironers, Refrigerators, Gas Ranges, Electric Ranges, Automatic Water Heaters.



They're Welcome in Every Home

Menu Suggestions That Will Help to Make Holiday Parties Bigger Success

The week between Christmas and New Year's is the time for a continuous round of gay parties. With young folks home from college informal re-unions will be celebrated on every side. The R. G. & E. Home Service Department offers a few suggestions which may help the lady of the house who is confronted with the problem of a dinner, supper or late evening snack.

Here are three menus that will help make any party a success:

SUPPER MENU

Tomato Cocktail		
Turkey and Mushroom Casserole		
Relishes		
Chef's Salad	Hot Biscuits	
Egg Nog Pie		
Coffee	Nuts	

LATE EVENING SNACKS

Toasted Ham and Cheese Sandwiches	
Stuffed celery	Dill Pickles
Coffee	Cookies

HOLIDAY DINNER

Mixed Fruit Cocktail	Canapes
Consomme	
Roast Duck	Rice Stuffing
Candied Sweet Potatoes	Creamed Celery
Stuffed Pimiento Salad	Toast Sticks
Plum Pudding	
Coffee	Nuts

And here are the recipes for three of the most appetizing dishes you have ever tasted.

TURKEY AND MUSHROOM CASSEROLE

Temp. 375° F.	Time 35-40 minutes
1 small package noodles	
3 c diced turkey	
½ green pepper diced	
4 T butter	
¾ lb. mushrooms	
2 c gravy or white sauce	

Cook noodles in boiling salted water until tender. Arrange in a buttered casserole dish in layers with the turkey and green pepper. Melt butter, add mushrooms, cover and cook 5 minutes. Add to the gravy or white sauce and pour over noodle mixture. If the gravy is thick thin down with hot water. Bake in a preheated oven.

NEW YEAR'S EGG NOG PIE

3 egg yolks
6 T sugar
¼ t salt
6 T hot water
1 T rum flavoring
2 T cold water
2 t gelatin
3 egg whites
6 T sugar
¼ t nutmeg

Beat the yolks of the eggs slightly, add sugar, salt and hot water. Cook over hot water stirring constantly until mixture coats a spoon. Soak gelatin in cold water and dissolve in hot mixture. Chill until the mixture begins to congeal. Beat egg whites until stiff, add sugar and nutmeg. Fold into the cold mixture, add flavoring and pour into a baked pie shell. Chill and before serving garnish with fruit that has been soaked in the rum flavoring.

SAVORY CHEESE FILLING

1 lb. cheese
1 green pepper
1 onion
2 pimientos
¼ c catsup
¼ c melted butter

Put the cheese, pepper, onion and pimientos thru the food chopper. Mix to a smooth paste with the catsup and melted butter. Store in a covered jar in an automatic refrigerator. Spread between slices of day old bread, cover with a thin slice of ham and toast.

Free Cooking Demonstration Popular with Housewives

The following demonstrations have been scheduled for the first half of January at the R. G. & E. Home Service Department, 89 East Avenue, Rochester.

"Something New for Dinner"
Wed., Jan. 4 at 2:00 P. M.
Mon., Jan. 9 at 7:30 P. M.
"New Tricks with Rolls"
Wed., Jan. 11 at 2:00 P. M.
Mon., Jan. 16 at 7:30 P. M.

How Other Countries Celebrate New Year's

In the United States the most popular way of celebrating the New Year is to usher it in with gay parties but in other lands there are various methods of observing the holiday. Here are a few of them:

In certain parts of England and Scotland it was customary directly the clock struck twelve on New Year's Eve for young people to run off to the nearest spring of water. Whoever first tasted the water might look for good luck the coming year.

* * *

From Scotland comes the custom of the Wassail Bowl. At midnight the head of the house would drink the health of those around him and then, taking a hot kettle full of the beverage, the company would visit friends.

* * *

In England years ago pins made of wire were expensive and few had them. On New Year's Day men gave their wives and daughters money for pins and knick-knacks, thus originating the term, "Pin Money."

A custom several hundred years old which still exists in England is that of poor boys going from house to house and accepting gifts that the more fortunate would bestow upon them. The following song is still sung for this occasion.

I wish you A Merry Christmas
And A Happy New Year
A pocket-full of money,
And a cellar full of beer
And a good fat pig
To serve you all the year.
Ladies and gentlemen,
Sitting by the fire,
Pity us poor boys
Out in the mire.

* * *

In China an offering is made to heaven and earth. As nothing to cause bad luck must be done on the first few days of the New Year, business places are closed and swearing and rough language are not tolerated.

* * *

In certain parts of Portugal peasants believe that people will act throughout the year as they do on New Year's Day, so the young people try to behave and look well to their manners before the critical eyes of their elders.

Mystery Chef Ends Broadcasts After Three Years

After three years of broadcasting cooking suggestions twice a week the world-famous Mystery Chef has terminated his programs in order to enjoy a vacation. During the period the Mystery Chef programs were on the air the R. G. & E. distributed nearly 50,000 free copies of his cook book, "Be An Artist at the Gas Range." No more copies of this cook book are available.

An electric "bowl" heater, that can be moved from room to room, or a Radiant-Fire gas heater, will make any home more liveable during the coming cold months.

Every dollar spent for gas and electric service buys more today than it ever did before and nothing that gives so much comfort and so much convenience can be purchased so cheaply.

New Year's Resolutions

(For Husbands)

I hereby resolve to see that the lady of the house enjoys the following advantages in 1939:

- 1—A modern range to make her cooking job easier.
- 2—An automatic water heater to save wear and tear on her energy and her nerves.
- 3—An automatic refrigerator to protect the family food supply.

(For Wives)

- 1—To prepare more of the dishes that Daddy likes because it is so easy with the new ranges and the automatic refrigerators.
- 2—To keep myself young and fresh looking with simple beauty treatments made possible by automatic hot water service.
- 3—To use the additional recreation time which modern electric appliances provide to step out more with Hubby.

(For Both)

To see that we guard our sight with proper home lighting. A good Reading Lamp for Dad, a Sewing Lamp for Mother and a Study Lamp for the Youngsters,

SAVE \$10.⁷⁰ on this Bargain Combination!



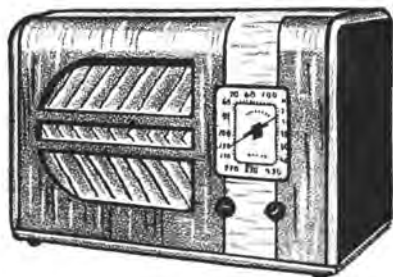
ONLY \$3.95 DOWN
AND 8 MONTHS TO
PAY

BEAUTIFUL BETTER SIGHT FLOOR LAMP

With 100 - 200 - 300
watt bulb. Silk pleated
shade. Regularly sells
for \$16.95.

ELECTRIC SHAVER

Newest Model Reming-
ton Rand in handsome
snakeskin case. Regu-
larly sells for \$15.75.



G. E. RADIO

Five-tube model. Regularly sells for \$12.95

If purchased separately these three articles would
cost you \$45.65.

Combination Price—\$34.95 Cash — \$36.51 Time

Terms—\$3.95 down — \$4.07 per month for 8 months.

Offer Expires January 5, 1939