

H O L I D A Y  
G R E E T I N G S



YEAR IN AND YEAR OUT  
*Electricity*  
*Gives You More for Your Money  
Than Anything Else You Buy*

DEC. 1939 R.G.&E. MESSENGER NO.12 VOL.3

# Change From Routine Recipes Adds

## Zest To Cooking For The Holidays

Nearly every family does some entertaining during the Yuletide holidays but whether you have open house for friends or confine your meals to the family, a little change from routine recipes will add zest to the Christmas and New Year festivities. With a modern range and automatic refrigerator the following recipes are as simple to prepare as they are delicious to taste.

### CHRISTMAS FRUIT BREAD

Temperature: 370° F. Time: 50-60 minutes.

|                         |                           |
|-------------------------|---------------------------|
| 1 compressed yeast cake | 3 eggs                    |
| 3 T lukewarm water      | 1 c raisins               |
| 2 c milk                | 1 c currants              |
| ½ c butter              | 1 c citron                |
| 3 T sugar               | ½ t ground cardamom seeds |
| 1½ t salt               | 4½ c all-purpose flour    |
| 2 c all-purpose flour   |                           |

Soften the yeast in warm water. Scald milk and pour over the butter, sugar and salt. When lukewarm, add the yeast and the 2 c of flour. Beat thoroughly. Add rest of ingredients and stir until well mixed. Beat until smooth and elastic. Brush with melted butter, cover and let rise until light (about 1¼ hours). Beat well and fill buttered bread pans two-thirds full. Brush with melted butter. Cover and let rise until light (about ¾ hours). Brush lightly with milk and sprinkle with sugar. Bake in a preheated oven. If desired the cardamom seed may be omitted and ½ t grated lemon rind added.

### HOLIDAY WHITE FRUIT CAKE

Temperature: 275° F. Time: 1½ hours.

|                         |                       |
|-------------------------|-----------------------|
| ¾ c dried apricots      | 2 c cake flour        |
| 1 c white raisins       | 1½ t salt             |
| ½ c candied cherries    | ¾ c shortening        |
| ½ c candied pineapple   | ¾ c sugar             |
| ¼ c candied orange peel | 4 eggs                |
| ½ c citron              | ½ t grated lemon rind |
| ¼ c almonds             |                       |

Wash the apricots, cover with cold water, bring to the boiling point and simmer one minute. Drain thoroughly and slice. Add the fruit, mix and sift the flour and salt and add to fruit. Cream the shortening, add sugar gradually and the eggs, well beaten. Add the grated lemon rind and the floured fruit. Pack into paper-lined tins, cover with wax paper and bake in a preheated oven. Cool thoroughly before storing away in a crock or box.

A warm breakfast will help to fortify the children against the rigors of winter weather.

### GRAPEFRUIT STAR SALAD

|                     |                                 |
|---------------------|---------------------------------|
| 1 pkg. lime gelatin | pulp of one large grapefruit    |
| 1¾ c boiling water  | 1 t baking powder               |
| ¼ c vinegar         | pimiento and green pepper stars |
| ½ t salt            |                                 |

Dissolve the gelatin in the boiling water, add the vinegar and salt. Chill until of the consistency of thick cream. Add the grapefruit and pour into individual molds and garnish with the pimiento and green pepper stars. Chill and un mold on lettuce. Serve with mayonnaise.

### FAVORITE CHRISTMAS COOKIES

Temperature: 350° F. Time: 15-18 minutes.

|                |                       |
|----------------|-----------------------|
| ½ c shortening | 2 c all-purpose flour |
| ½ c sugar      | 1 t baking powder     |
| 1 egg          | 1 t vanilla           |

Cream the shortening, add sugar gradually and the well beaten egg. Mix and sift the flour, baking powder and add to the creamed mixture with the flavoring. Chill, roll thin and cut out with animal cookie cutters. Bake in a preheated oven and frost with confectioners' sugar icing and decorate with colored frosting or candies. If desired, a loop of string can be baked in cookies and the cookies used to hang on Christmas tree.

## Free Cooking Demonstrations

OPEN TO PUBLIC

Basement R. G. & E. Building  
89 East Avenue Rochester, N. Y.

Wednesdays at 2:00 P.M.

Mondays at 7:30 P.M.

|               |  |
|---------------|--|
| Wed., Jan. 3  | } "Dinner Menus to<br>Mon., Jan. 8 } Start the New Year" |
| Wed., Jan. 10 |  |
| Mon., Jan. 15 | } "Home Made Bread<br>and Pan Biscuits"                  |
| Wed., Jan. 17 |  |
| Mon., Jan. 22 | } "New Tricks<br>With Cakes"                             |
| Wed., Jan. 24 |  |
| Mon., Jan. 29 | } "Entertaining With<br>a Flourish"                      |
|               |  |

The 2,500 R.G.&E. employes extend best wishes of the season to the 150,000 R.G.&E. customers. It has been a pleasure to serve you during the past twelve months.

# Get Greater Enjoyment Out Of Radio

## With The New And Better 1940 Models

More than \$350,000,000 per year is spent in providing radio entertainment and all of this is available to the public at a cost so insignificant that even the poorest families can enjoy it.

Radio takes you around the world in the space of a few minutes. When war clouds darken European skies you tune in the great capitals of the continent and receive first hand information. In the field of sport



One Cent Will Buy Three  
Hours of Radio  
Entertainment

you sit on the 50-yard line as gridiron warriors battle for the catcher as "Red" Ruffing or Paul Derringer "bend them" over the plate and you're right at the ring-side when the Brown Bomber shoots over that devastating left or paralyzing right. The mighty maestros of music lift their bat-

ons and your ears are soothed by the magic melody of a Schubert symphony. Great artists of the concert world step into your living rooms to sing or play for you, while dance bands and swing orchestras bring you the popular music of the day. And, best of all, is the fact that the cost of electric current to operate the average radio is only one cent for three hours.

From an amazing wealth of entertainment you pick and choose, selecting whatever features interest you. Your enjoyment, however, may be marred by poor reception due to the age or condition of your radio receiver, so now is the time to purchase a 1940 model radio and get the fullest measure of pleasure from the marvelous programs that are planned for this winter. An up-to-date radio will bring in more stations and it will bring in your favorite stations clearer and better.

Time was when all of the good radio programs were heard only in the evening hours but now there is fine entertainment for at least eighteen hours every day. Try tuning in some of the early morning programs, such as the Musical Clock on WHEC from 6:45 A.M. to 9:30 A.M. or Paul Sullivan's newsprogram at 10:45 P.M. and late sports items at 11 o'clock over the same station. Among popular early morning programs on WHAM are "Bradley Kincaid" at 8:15; "Women Only" at 9:15 and "Tower Clock" at 9:45 o'clock. For late evening WHAM offers "Music You Want When You Want It" at 11:15 P.M. WSAY offers Transradio News at various periods of the day from 7:30 A.M. to 11 P.M. and the "Breakfast Club" at 8:30 A.M. Tune in some of these early and late programs. You'll find they will add spice to your radio diet.

Wizards of the electrical industry have invented many things to aid suffering humanity but none of these master minds has yet created the ideal Christmas gift for Father. It is an Electric Shock Absorber, to be presented to poor Pa the day he gets the Christmas bills.

One kilowatt hour of electric service, which can be purchased on the average for less than five cents, will perform more labor than the strongest man can do by muscle power toiling all day. For example, a man sawing wood or pumping water for ten hours straight will only accomplish half as much as can be done with one kilowatt hour of electricity.

### Public Spends Twice As Much on Tobacco As For Electric Service

According to the National Industrial Conference Board, the people of the United States pay twice as much for tobacco as they do for electric service used in the home. The amount spent on personal beautification, which includes perfumes, cosmetics, barbers, beauty parlors and jewelry, is also double that paid out for electricity.



## **a new light on home work**

In well equipped homes everywhere the diffused, glare-free light of an I E S study lamp is providing new light on home work, helping youngsters to do their work more easily, and get better grades, too. For lighting tests have shown that many failures were due to poor lighting conditions rather than stupidity.

Poor light, glaring light, both cause eye strain, make one drowsy, increase fatigue. Under these conditions studying is hard work. Give your children the benefit of scientific lighting for their nightly task. Come in tomorrow and see our fine assortment of I E S lamps, in table, floor and wall models.

**USE BETTER SIGHT LAMPS FOR STUDYING**