



Oh Boy! What I'll do to that Bird!

In olden days Mother never had much to be thankful for on festal days, but the development of modern gas and electric appliances has taken the drudgery out of cooking and made it easy to prepare a holiday dinner.

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R. G. & E. Home Service Experts Give Suggestions For Planning And Serving A Holiday Dinner

Preparation of a holiday dinner with guests and little extra touches is much easier if a plan is made in advance. A big problem for many housewives is to have everything on the holiday menu ready at the same time and, for their benefit, we are passing along a few suggestions, dealing with the menu itself and a sort of time schedule for its preparation. A complete set of all the recipes mentioned in this article may be had by calling at the R. G. & E. Home Service Department at 89 East Avenue or by attending one of the cooking demonstrations, which are held Monday and Tuesday evenings and Wednesday and Thursday afternoons.

HERE'S a suggested menu for Thanksgiving—or for any holiday dinner:

	Cider Cocktail		
Celery	Pickles	Onions	
Roast Turkey	Stuffing	Giblet Gravy	
Boiled Vegetables — Candied Sweets —			
Hot Biscuits — Cranberry Sauce			
Tutti Frutti Salad			
Pumpkin Pecan Pie			
Orange Walnuts		Coffee	

ADVANCE PREPARATION:

1. Write out menu.
2. Check silver, linen, centerpiece, etc.
3. Make Biscuit Mix, Cranberry Sauce, Orange Walnuts, cook pumpkin, strain and store in automatic refrigerator.
4. Bring pickles and pears (for salad) from fruit cellar.

DAY BEFORE HOLIDAY

1. Clean turkey; make stuffing; stuff and truss bird.
2. Roll out pastry and line pan, cover and place in automatic refrigerator.
3. Make pie filling but do not add the nuts. Store in automatic refrigerator.
4. Prepare vegetables—carrots, onions, cabbage, store in vegetable pan.
5. Wash lettuce, celery and store in refrigerator.
6. Make French Dressing.
7. Parboil Sweets.
8. Cook giblets and chop.

HOLIDAY

Dinner to be Served at 2:00 o'clock

- 8:45 Add nuts to filling and bake the pie.
Shape biscuits and store in refrigerator
Mix cocktail
Arrange relish dish
Candy the sweet potatoes
Set table, have serving dishes ready

- 9:45 Place turkey in oven (12 lb. turkey—3½ to 4 hours to bake)
1:00 Put vegetables on to cook
Place sweet potatoes in oven
Arrange salad
1:45 Remove turkey from oven
Place biscuits in oven
Make gravy
Arrange turkey
Drain vegetables, butter and arrange in serving dish
Make coffee
2:00 Serve dinner.

FREE DEMONSTRATIONS

The free demonstrations given by the R. G. & E. Home Service Department at 89 East Avenue, Rochester, are in full swing and you'll find it well worth your while to come in and see what is new in kitchen arrangements and food preparation.

Demonstrations are given four times each week—on MONDAY AND TUESDAY EVENINGS at 7:30 o'clock and on WEDNESDAY AND THURSDAY AFTERNOONS at 2 o'clock. The schedule follows:

- Week of Nov. 4—"Fruit Cakes"
Nov. 11—"Thanksgiving Dinner"
Nov. 18—"Quick Suppers"
(No Demonstration on Wed. or Thurs.)
Nov. 25—"Free and Easy Entertaining"
Dec. 2—"Christmas Cookies"
Dec. 9—Original Christmas Gifts
Dec. 16—Christmas Dinner Suggestions

<p><i>Tune in</i> MONDAYS and WEDNESDAYS WHAM 11:45 A.M. <i>for the</i> "TOWN CRIER"</p> 	<p><i>Tune in</i> TUESDAYS and THURSDAYS WHEC 9:30 A.M. <i>for</i> "LEISURE HOUSE"</p> 
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Automatic Refrigerator Is Now Year-Round Necessity

Many people still think of refrigeration as simply a summer necessity and try to get along during the winter months with window boxes or with other inconvenient and unsanitary methods of safeguarding the family food supply. With a climate like ours, however, where the temperature can fluctuate a good many degrees in twenty-four hours, it is necessary to have refrigeration the year around.

Until a few years ago the purchase of an automatic refrigerator required a sizeable investment and operating costs were fairly high. To-day, however, the manufacturers have cut prices until a beautiful, glistening white automatic refrigerator now costs only a little more than an old-fashioned ice box. The present day refrigerators are so much more efficient, and the cost of electricity has come down so steadily, that one cent will operate many refrigerators for six or seven hours—or even more.

With a modern automatic refrigerator you can in time save enough in food costs to pay the purchase price. You can buy in larger quantities and keep meats, fresh fruits and vegetables and left-over dishes for days, practically eliminating waste. Drop in at any R. G. & E. office and let us show you how easy it is to have a beautiful, modern, automatic refrigerator installed in your

home, with a very modest down payment and three years to pay the balance.



Football Outranks Baseball In Appeal To Radio Listeners

Football far outrates baseball as a play-by-play radio attraction. Ratings show that football gets 24.3 per cent radio attention as the season opens in October and rises to 42 per cent by the middle of November. Baseball has an average radio attention rating of 17.8 per cent for the season, with its high point during the world series when it rises to about 33 per cent. Radio listening for all classes of programs, however, reaches its height in January and February when 73 per cent of all sets are in daily use, compared with an average of 62 per cent for the year.

Busy Party Season Now At Hand

In the six weeks between Thanksgiving Day and New Years more parties are given than during any other combined three months of the year. The festive spirit starts a day or two before Thanksgiving and brings with it peak sales for turkeys, cranberries, pumpkin pies, plum puddings, chestnuts and sweet cider.

Electric House Numbers Give Glowing Welcome To Residence

Beacon electric house numbers, made and distributed by a Rochester concern, are gaining in popularity. With a lighted house number guests never have to wonder if "this is the house." Messengers and delivery wagons find you readily. Many homes are so concealed by trees or shrubbery that it is almost impossible to read the numbers from the street but the electrically lighted Beacon shines with a hospitable glow. They are easy to install and consume a very small amount of current.

The numbers come in sectional units, with the retail cost as follows: for one numeral—\$2.00; two numerals, \$3.50; three numerals, \$5.00; four numerals, \$6.50. Except in unusual cases they can be installed by the householder and are on sale at the R. G. & E. and at most electrical dealers.

Give the children a hot breakfast before they start off for school these crisp mornings. A warm, energizing meal will help them through the morning hours. A cooked cereal or a cold one with hot milk should be on every breakfast table.

Gas Rates Slashed For Homes With Automatic Water Or House Heating—Saving Of \$112,000

As the result of a slash in gas rates in the Rochester district, homes enjoying automatic gas water-heating and gas house-heating will save annually \$112,000 over what they are now paying for these services. The reduction, voluntarily made by the R. G. & E., was approved by the Public Service Commission on September 26th and became effective October 1st.

More than 16,000 homes already equipped with gas-operated automatic storage water heaters, or that use gas as the exclusive fuel for house heating, will benefit immediately by the new rates. Other homes can avail themselves of the new lower rates by installing automatic gas storage water heaters or gas furnaces.

House heating and automatic water heating by gas are among the greatest conveniences of modern American living. They save the householder time, effort and worry. They free the house of the dust, dirt and grime that accompany other methods of heating and thereby help to

promote health. And now, with lower rates these services cost less than ever before.

It isn't necessary to install both gas house-heating and gas water-heating to get the benefit of the new lower rates. Either one of these services makes your home eligible for the reduced charges. The new lower rates will enable the house heating customer to save up to \$20 per year on his fuel bill while the customer using an automatic storage gas water-heater exclusively can save from 62 cents per month upward on his hot water service.

In the interest of good service we suggest that you make inquiry at the earliest possible moment about the installation of one or both of these conveniences. With the new lower rates there will undoubtedly be a heavy demand and early application will insure early installation. We'll be glad to send a representative to show you how easy it is to increase the healthful comfort and convenience of your own home.

Try the R. G. & E. \$1.00 Per Month Rental Plan For Twenty-Four Hour Hot Water Service



Some people still believe that a water-heating coil in the furnace gives free service. According to heating authorities, however, the coil actually eats up as much as one-fifth of the fuel. Other makeshift water-heating methods are also costly. The jackpot heater delivers comparatively little for the fuel it consumes and the work it causes and even the manually operated gas water-heater demands frequent and annoying attention and much waiting for service.

An automatic gas water-heater saves you all the trouble and fuss and gives you hot water whenever you want it. For dish-washing, laundering, house cleaning—for bathing, for beauty treatments and a dozen other uses a modern water-heater brings you new comfort, convenience and enjoyment. And the best part of it all is that in the Rochester district new lower rates have gone into effect for homes equipped with automatic gas storage water-heaters. Under these new lower rates automatic water heating can be done with a saving of from 62 cents to \$3.17 a month over what it would have cost under the old rates.

Ask the R. G. & E. to tell you about the \$1.00 per month rental plan by means of which you can have a modern water heater installed in your home on trial.