



"Remember, Joe, when they used to slam the door in our face?"



"My daughter's wedding was much bigger. She got 8 toasters, 6 Waffle irons, 12 clocks and 10 coffee makers."

(Cartoons Courtesy Electrical Merchandising)

R. G. & E. Monthly Messenger

November, 1941

Simpler Holiday Menus Maintain Traditions of Feasts While Being Kinder on Pocketbooks

Perhaps you are one of those housewives who have to exercise caution with food budgets and who worry about the inroads that holidays like Thanksgiving and Christmas are apt to make on the family pocketbook. Well, you needn't worry much about the cost if you give a little thought and care to the planning of your menus for these holidays. Try serving larger quantities of fewer foods but plan and select those particular foods with a view to maintaining the traditional flavor of holiday feasts. For instance, oranges are cooked with the squash and a nut dessert eliminates serving nuts as a last course. A vegetable relish tray will add the right nutritional note for the salad course.

Although some of our customers will not receive this issue of the Messenger until after November 20th the same idea that is incorporated in the Thanksgiving Day menus given below can be applied to Christmas and New Year's or to any holiday:

WEDNESDAY SUPPER

Sweet Potato Pancakes Sausages
 Applesauce
Cheese Crackers and Strawberry Jam

THANKSGIVING DINNER

Cream of Corn Soup
Roast Turkey
Browned Potatoes Acorn Squash with Oranges
Cranberry Sauce Giblet Gravy
Vegetable Relish Tray
Rosette Rolls
Pecan Pie Coffee

THURSDAY SUPPER

Cardinal Pear Salad
Sandwich Tray Hot Chocolate

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To help you plan your work the following suggestions are repeated:

1. It's always easier to write out menus for 3 or 4 meals over the holiday (it is always possible to make adjustments at last minute.)
2. Get silver, linen and decorations planned and out of the way.
3. Do all food preparation that is possible—cook sweet potatoes; make applesauce; make up a store of roll dough, pastry mix and cranberry sauce; make spiced vinegar and pour over pears to ripen in refrigerator.

DO THIS DAY BEFORE HOLIDAY—

1. Clean turkey, make stuffing, stuff and truss bird. Rub with vegetable shortening; cover and store.

2. Roll out pastry, line tin, cover and place in automatic refrigerator.
3. Clean vegetables and store in vegetable pan.
4. Make your favorite dressing—French, Mayonnaise, Russian.
5. Make base for soup.
6. Cook giblets and chop.
7. Collect makings for sandwiches—cottage cheese, ham spread, cheese spreads, peanut butter, and pineapple. Arrange various spreads on small serving dishes, let the guest each make his own sandwich, toasted if desired.
8. Collect materials for pie filling—chop nuts, etc.

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DO THIS ON HOLIDAY—

- 8:45 Make filling and bake pie.
Shape rolls and store in refrigerator.
Cook potatoes until nearly done, brush with butter and arrange in shallow pan. Cut squash in half; brush with butter and sprinkle with brown sugar. Peel oranges and cut in sections. Just before placing in oven, fill cavity of squash with oranges, sprinkle with brown sugar and bake.
Make celery and carrot curls, peel beets, and turnips, slice paper-thin and have ready in vegetable pan.
Set table.
- 9:45 Place turkey in oven (12 lb. turkey— $3\frac{1}{2}$ –4 hours to bake).
- 1:00 Place squash in oven.
Remove rolls from refrigerator to get light.
Arrange salad platter.
- 1:45 Reheat soup.
Preheat Broiler.
Remove turkey from oven.
Bake rolls.
Make gravy.
Toast potatoes under broiler turning as they brown.
Garnish turkey.
Make coffee.
- 2:00 Serve dinner.

PHONE OR CALL FOR RECIPES FOR
ABOVE DISHES

Electric Dollar Worth Twice as Much

The United States Bureau of Labor Statistics reports that today's dollar spent for electricity, measured in the energy it will purchase, is worth nearly twice what it was before the first World War.

Free Training For Defense Jobs Open To 1,000 Men and Women

The Division of Vocational Education for National Defense offers an opportunity to 1,000 men and women to obtain free training with jobs available for those who qualify. This training, which is under the auspices of the Board of Education and is financed by the United States Government, is given in special night courses, and provides instruction in such fields as Mechanical Drawing, Ground School Aviation, Sheet Metal Work, Blue Print Reading, Electric and Gas Welding, U. S. Ordnance Inspection and Machine Shop. For particulars call the Board of Education and ask for the Division of Vocational Education for National Defense or drop in at Room 309 at 13 South Fitzhugh Street between 9 A. M. and 4 P. M.

MORE POWER FOR LOCAL DEFENSE INDUSTRIES

A new turbine capable of producing 15,000 kilowatts of electricity, an amount equal to about 20,107 horsepower, has been added to Rochester Gas and Electric equipment. This addition gives the company more than three times as much installed capacity as it had prior to the World War of 1917 and another and even larger turbine (25,000 kilowatts) has been ordered for delivery in 1943. It is the policy of the R. G. & E. to have reserve capacity equal to the largest generating unit in the system. In other words, it is so planned that the largest generating unit could be crippled and still not affect service to customers.

Now is the time to select that range, refrigerator or other household appliance that will be the family Christmas gift. You can arrange convenient budget terms and have it delivered just before the holidays.

Buy Defense Bonds

EXTRA COOKING DEMONSTRATION TO BE GIVEN FREE ON TUESDAY EVENINGS BEGINNING NOVEMBER 11th

Visit the free weekly cooking demonstrations given in the Home Service Kitchen at 89 East Avenue every Monday evening at 7:30 and every Wednesday afternoon at 2 o'clock. Because of the large attendance an extra demonstration will be added on Tuesday evenings of each week, beginning November 11th at 7:30 o'clock. The schedule follows: Week of Nov. 3—"In-A-Dish Dinners"; Nov. 10—"Thanksgiving Dinner"; Nov. 17—(No Demonstrations); Nov. 24—"Simplifying Your Entertaining"; Dec. 1—"Christmas Cookies"; Dec. 8—"Holiday Candies, Fruit, Breads, etc."; Dec. 18—"Christmas Entertaining".

Standing Room Only

since he got an
I-E-S lamp!



Naturally everybody reads under it, because it gives better light—guards against eyestrain. But why stand like Pop? Get enough I. E. S. Lamps (designed by the Illuminating Engineering Society) to provide good light wherever it is needed.

HOME DEFENSE AGAINST DRUDGERY

Cleaning is a big job. In the average home every year someone has to:

- Wash an acre of dishes
- Laundry three miles of clothes
- Scrub five miles of floor
- Wash a mile of glass
- Shave 36,000 square inches of face.

Adequate hot water service makes it possible to do these tasks several times easier and faster.



Santa Gets a Tip from Uncle Sam

Order Christmas Gifts Early!



And the wise thing for you to do is to order now the gift you plan for your own family or for some favorite friend. No one knows how long specific models will be available nor how long present prices and terms will hold. You can arrange to make payments on a convenient budget plan, and we'll hold the appliance for Christmas delivery if you wish.

