

RG&E NEWS-NOTES

From the Rochester Gas and Electric — An Investor-Owned, Tax-Paying Company, Whose Stock Can be Purchased by Anyone — Aug. 5, 1970

An Electronic Air Cleaner: Key to a Pollution-Free Home

Pollution of the air we breathe is not limited to the outside alone. Dusty city air, which can carry an estimated 400 million particles of dirt and other harmful irritants per cubic foot, floats into your home every time a window or door is opened to the outside. Not only does this result in greater discomfort for allergy sufferers, but means soiled drapes and carpets, darkened walls and ceilings and costly redecorating.

An electronic air cleaner is the answer to the home pollution problem. The National Bureau of Standards Dust Spot Test has shown electronic air cleaners capable of removing up to 95% of the pollen circulating through a home. Stale tobacco and cooking odors and noxious industrial fumes carried by tiny particles of soot are also effectively removed from the air. These unwanted pollutants are not trapped by ordinary furnace filters, but the electrically charged grids of an electronic air cleaner attract these same dirt particles and remove them from your heating and/or air conditioning system. A small power unit is all that is needed to charge the grids, which can be easily removed and cleaned periodically to insure continued, efficient operation. Some electronic air cleaners are equipped with automatic grid washing devices.

Whether your home is old or new, an electronic adapted to your present heating system or included in a Total Home Comfort plan for your new home. Not only will it give your family greater comfort, save you cleaning time and decorating costs, but also keep your furnace free of dirt which eventually necessitates repairs.

Although RG&E doesn't sell or install electronic air cleaners, our Residential Heating Department will be happy to give you further information as to where these units can be purchased. Call 546-2700, extension 2751 for more information.

Buy of the Week General Electric WASHER

Model WWA 7400L
Special Closeout
Price
\$217

Getting Out Those Picnic Stains

Weekend picnics are great fun for all. They mean touch football, juicy hamburgs, hot dogs on a stick and for Mom, those Monday laundry blues. Here are a few stain removal hints for those Mondays or any laundry day:

Grass stains can be removed by treating with rubbing alcohol, then rubbing with a warm soap or detergent solution. On acetate fabrics use 1 part alcohol in 2 parts water.

Catsup stains should be rinsed with cool water then rubbed with detergent and rinsed.

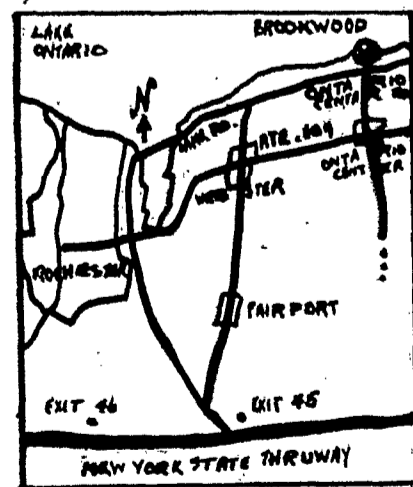
Mustard stains should be scraped off and rubbed with warm glycerine, then washed in hot soapy water.

Nuclear Energy isn't kid stuff

But your kids will love learning about it at Brookwood.

Nuclear power is a tremendous source of electricity in an age when the demand for electricity is expected to double in 8 to 10 years. At RG&E's beautiful Brookwood Science Information Center, animated displays, films and lectures by staff members will help you and your children understand how electricity is produced from nuclear energy.

For family fun and education, visit Brookwood this weekend. Admission is free. Hours: Wed.-Sun., 10 a.m.-4 p.m. Address: Lake Road, Ontario, N.Y.



Recipe of the Week Peaches In Shells

1 envelope dry Whipped Topping Mix
1/3 cup chopped nuts
1 tablespoon grated orange rind
Fresh sliced peaches

1. Prepare dry topping mix as directed on the package. Reserve 1/4 cup for garnish.
2. Fold in nuts and orange rind.
3. Drop mixture onto waxed paper, about 1/4 cup at a time. With a spoon, make a depression in the top of each mound. Freeze until firm, about 2-3 hours.
4. Just before serving fill shells with peaches and garnish with reserved topping.

Product Information Tags: In the Consumers Interest



If the accompanying photograph were in color, you would see that the tag this young shopper is studying is red. It's one of 9 different "Product Information Cards," all color coded to identify which appliance they describe. This card, identifying a range, gives the make, model, and tells whether it is gas or electric. Under "Key Features," there is room for the dealer to write in the oven's dimensions—height, width, and depth. There is also extra room for additional information about the range. At the bottom there is a place for the dealer to describe the type of warranty and service the buyer can expect on this range.

The "Product Information Cards" were developed after a recent meeting of local appliance dealers, distributors and representatives of RG&E. They met to find some way in which to aid the consumer in selecting from the multitude of makes and models of appliances by supplying some technical information as well as some of the key features on standard information tags.

One hundred twenty-five dealers will be using the tags which are distributed by the RG&E. They are available for nine major appliances: refrigerator-freezers, ranges (gas and electric), automatic washers, dryers (gas and electric), freezers, room air conditioners, dishwashers and dehumidifiers. Next time you buy one of these appliances, look for the "Product Information Card."

It is not intended to replace the appliance salesman, but only to supply the customer with some basic facts about the appliance to make it easier for her to select the make and model best suited to her needs.

Vacation

This summer, one-third of the nation will be ill-housed, ill-nourished and ill-clad. Only they call it vacation. — EUGENE P. BERTIN, Pa. School Journal, May, 1970.

The Smart Patio Duo --- Gaslights and Gas Grills

Make the most of summer entertaining with the mellow glow of gaslight.

Gaslights are continuously spreading their soft, radiant glow adding to fun on the patio or at poolside or greeting family and friends at driveways or walkways.

Gaslights not only add a romantic touch to the home, but also provide 24-hour protection for your home discouraging prowlers and vandals.

The soft, warm glow of a gaslight will not attract insects or annoy neighbors.

Gaslights are available to our natural gas customers only! And for only \$69.95 complete with normal installation up to 50 feet.

Add a gas grill along with your gaslight and enjoy outdoor cooking more. Gas grills let you serve luscious juicy steaks in a few short minutes. Gas grills cook food faster and easier because of over-all heating. No hard starting, just turn a knob, it's that simple.

You never have to wait because the gas is there the instant you need it. There are no ashes to clean and the cost of charcoal and ever. The flame can be regulated any intensity, and the grill rotates so wind and rain are never a problem.

Gas grill prices start at just \$149.95 complete with normal installation up to 20 feet.

Come into RG&E now and see our display of gaslights and gas grills or call RG&E at 546-2700, extension 2428 and order yours now.

RG&E Program On WHAM Radio

RG&E Farm Representatives are interviewed every Tuesday and Thursday morning by George Hafner on his WHAM Radio Program. The five minute segment is found on your dial at 1180 and is heard in the 6:15 a.m. to 6:30 a.m. time spot. The object of the program is to inform listeners about uses of electricity in the rural areas where we service. You'll hear Chuck Green of the RG&E Fillmore Office, Bill Boyle of our Canandaigua Office, Edwin Youngman of the Lakeshore Office and Bill Schroeder of the Rochester Office. But these are not the only RG&E people to be heard. Our Home Service representatives give helpful hints for the wives. So be sure to tune in WHAM Tuesdays and Thursdays.

FILL OUT AND RETURN THE COUPON TO: C

Dept. 34 Rochester Gas and Electric
89 East Avenue, Rochester, N.Y. 14604
I would like more information on the following items:

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Name Phone
Address Zip Code