

RG&E NEWS-NOTES

From the Rochester Gas and Electric — An Investor-Owned, Tax-Paying Company, Whose Stock Can be Purchased by Anyone — Nov. 4, 1970

RG&E Gift Shoppe

What do you expect to find when you go to a lamp counter? You probably expect to find floor lamps, desk lamps, hanging lamps, wall lamps, or whatever other types of lamps you can imagine. But do you know that technically a bulb is a lamp? The lamp counter on the first floor of Rochester Gas & Electric's East Avenue Office has plenty of bulbs, but no lamps as we commonly use the term. There are over 50 different varieties of bulbs, ranging from different types, shapes and sizes of fluorescent and incandescent bulbs, as well as floodlights, spotlights, yellow bug lights, sun lamps, chandelier bulbs and appliance bulbs, to name just a few.

In addition to bulbs, however, RG&E's lamp counter has a wide selection of small appliances. It's the place to go for gift giving. How about an electric fondue dish? That makes an attractive and well-appreciated gift for the woman who likes to entertain. Or, for your wife, may we suggest the electric hair curler, dryer, Sunbeam Face-

maker, or GE make-up mirror? For the women who travel, Sunbeam puts out a mini make-up mirror.

RG&E's lamp counter carries various kitchen appliances, such as blenders, mixers, toasters, toaster ovens, electric carving knives and can openers. Perfect gifts for the bride-to-be.

You can help prepare yourself for the cold weather with some of the items featured at the lamp counter. There you'll find electric blankets and small portable space heaters. How about picking up a Zenith stereo phonograph or radio. It'll keep you entertained during those months of cold weather when you spend so much time indoors.

There isn't enough room here to describe everything you can get at the RG&E lamp counter. Drop in and visit us at 89 East Avenue, on the first floor. It's a fun place in which to just browse around. Our hours are 8-5, Monday through Friday, and 8 until noon on Saturday. Or call at 546-2700, extension 2407.

Refrigerator-Freezer Can Cut Food Bills

How many hamburgers do you get to the gallon?

If you have to drive to the store for meats or groceries for every meal or two, your transportation charges will help to run up your food bills.

The proper use of a modern refrigerator - freezer permits you to serve better meals at lower cost, and to save time and energy preparing them.

Leftover storage: proper preparation is important here. If leftovers are to be kept for an extended period of time, they should be wrapped in airtight freezer paper, plastic or metal foil before freezing. For short term storage, a covered dish or food wrap should be used to protect the food before refrigerating. Food need not be cooled to room temperature before going into the refrigerator, say home economists.

In fact, a delay in refrigerating causes leftovers to spoil more quickly because bacteria growth is encouraged at room temperatures or above. The key here is to get the food into your refrigerator-freezer as soon as possible.

You will get more and more hamburgers, (as well as your other basic foods) to the gallon, when you use the built-in advantages of your modern refrigerator-freezer. Proper planning of

meals and use of the newest features of your modern kitchen helper will pay off handsomely in saving food money—and yes, even the cost of driving to the store.

Come into RG&E now at 89 East Avenue and see our display of time-saving, money-saving refrigerator-freezers, or call 546-2700, extension 2428 and order one today.

Holiday Demonstrations

The Home Service Department of the Rochester Gas and Electric Corporation cordially invites you to attend two demonstrations in the large auditorium at 89 East Avenue this holiday season.

The Christmas Cookies demonstration will be held Thursday, November 10, 1970 at 1:30 P.M. and repeated at 7:30 P.M.

The Holiday Party Starters demonstration will be held Tuesday, November 17, 1970 at 1:30 P.M. and repeated at 7:30 P.M.

There is free parking in the Company parking lot for evening demonstrations only, after 6:30 P.M. This lot is located on Lawn St. directly back of 89 East Ave. Lawn St. is accessible from Chestnut Street or Broadway. For additional information call 546-2700, Home Service Department.

Recipe of the Week

KRAUT AND COUNTRY SPARERIBS

Temperature: 350° Time: 50 minutes then 35 minutes longer

- | | |
|----------------------------|------------------------|
| 3 pounds country spareribs | 1/3 cup chopped onion |
| Salt and pepper | 1/2 cup chopped apple |
| 1 tablespoon horseradish | 1 tablespoon fat |
| | 1 pound can sauerkraut |

- Season spareribs with salt and pepper. Spread with horseradish.
 - Arrange in a rectangular casserole or baking pan. Bake uncovered for 50 minutes. Pour off excess fat.
 - Saute onion and apple in fat. Add to sauerkraut.
 - Spread in pan with spareribs. Bake 35 minutes.
- Note: Allow 3/4 pounds per serving of country spareribs.

New Kitchen Appliance Compresses Garbage



New trash compressing appliance disposes of bottles, cans, bones, garbage and everything else.

For the first time in history, someone cares enough about your trash to manufacture an entirely new appliance. The subject of all this excitement is an appliance which compresses trash and garbage into a small and manageable bundle. It's a new idea for a very old problem.

A trash compressor works on the same principle as a man with a big foot stamping down the trash in a trashcan. When started, the machine presses the trash down with a powerful ram to a little more than one quarter its original bulk. The trash is kept in a special, rectangular, paper bag, which when full is folded closed and removed to be put out for pick up, in lieu of a trashcan. The bag is sturdy and lined with plastic to prevent leaks, either in the appliance or while someone is carrying it out.

You may laugh and say "Boy, what will they think of next?" but actually this appliance offers several benefits to the owner. It will neatly hold a much as three big overflowing trashcans. This means fewer trips from kitchen to trashcan and fewer bundles to put out on pick up day. Bottles, garbage cans and bones all go into the unit, so you needn't sort your trash before disposing of it. Besides reducing the bulk of trash, it also dispenses a disinfecting, deodorizing spray with each addition to the bin, ending trashcan odors in the kitchen. The appliance itself is styled to blend with any kitchen decor. The starter can be locked off with a key to avoid mishaps on the part of small children. A normal 115 volt household outlet is all that's needed to install it, and owners in test market areas report little, if any, need for service or repairs.

Two models are presently on the market. Whirlpool is selling a Trash Masher, and Sears calls its unit the Kenmore Compactor. They are similar: both are counter high and deep, and about 15 inches wide, so that they will fit easily into a kitchen, either free standing or built in under a counter. Both sell for over \$200.

Are You Prepared For Old Man Winter?

You can get your house cozy comfortable by following these few suggestions:

- Be sure your home is well insulated. This is very important. It is recommended you have 4 inches of insulation in outside walls and 6 inches in the ceilings. This provides greater comfort by reducing drafts.
- Your attic should be properly ventilated. A large vent placed in the peak of the roof insures that heat in the attic will not build up in winter. Excessive heat loss combined with heavy snow accumulation on your roof and ice blockage at the gutters can cause water to seep into your home if attic is not ventilated and insulated properly.
- All windows and doors should be provided with storm windows. And drapes drawn at night and on cold, windy days also gives added draft protection around window areas.
- Placing weatherstripping and caulking around windows and doors will reduce heat losses and save fuel while eliminating drafts.
- Vacuum and replace your furnace filter periodically. A dirty filter means uneven heat in your home and furnace

overheating. An inexpensive investment in a few filters at the start of the heating season can often mean a substantial savings in heating costs.

- If you have a fireplace, the damper should be kept tightly closed when the fireplace is not in use... Otherwise, your chimney is an open door to the outside. And this is an easy and costly escape route for heated air. A little precaution now, can insure that your home will be comfortably warm all winter long.

BUY of The WEEK ELECTRIC BLANKETS

Priced at:

- \$16.95
- \$17.95
- \$21.95

FILL OUT AND RETURN THE COUPON TO:

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