

# RG&E AND consumer news

## Buying Guides Help You Choose Appliances Wisely



When you are looking for a new appliance, you probably find a bewildering array of styles and features from which to choose. If you haven't bought an appliance in a few years, and you haven't given much thought to what's available these days, how can you be expected to know what's right for your budget and needs. Manufacturers are coming out with more features every year; some of them may be a great help to you, while others may be more than you need and thus unnecessary expense.

RG & E's Home Service Department has free booklets that will help you choose a new appliance wisely. These Appliance Buying Guides describe the latest styles and features for refrigerators, freezers, ranges, dishwashers, clothes washers, dryers, and small

appliances, such as blenders, garbage disposals, and electric fry-pans. There is also a buying guide about warranties. These booklets do not compare brands or specific models, but they do explain advantages of one style over another, such as an upright freezer compared to a chest freezer.

An appliance buying guide can be of enormous value to you when you buy. Home Service is offering them to you free of charge. If you would like to have one, write in, specifying which appliance you are interested in, or step in at the Home Service Department at our main office, 89 East Avenue. A major appliance is a big investment these days. Spending a few minutes reading one of our buying guides can help you avoid a costly mistake.

## Buying School Clothes? Follow These Tips

There are seven basic keys to guide an individual when she is about to purchase a garment. They are:

1. Fiber content — What is the fiber content of the fabric? Does the fiber (or fibers) have certain characteristics that require special consideration in the wear and care of the garment?
2. Yarn construction — Does the yarn construction of the fabric limit its serviceability? Does the yarn construction dictate care?
3. Fabric construction — How is the fabric constructed or made? Is it woven, knitted, laminated or bonded? Does the specific construction dictate special handling for the fabric?
4. Color — What about color fastness of the dye or print? Do the labels provide any assurance of good color fastness to light, perspiration, washing or drycleaning, and crocking (rubbing off) of color?
5. Applied Surface Design — Does the fabric have a surface design that may limit its serviceability in wear or care?
6. Finish — Does a special finish really contribute to the functional or aesthetic property of the fabric. Is it durable or non-durable finish?
7. Garment Construction — Are all the individual component parts of the garment, such as lining, interlining, shoulder pads, belts and buttons as washable or drycleanable as the fabric used to make the garment?

## Recipe of the Week

A real treat with in-season New York State apples. . . . .

**APPLE KUCHEN** Temperature: 375° F Time: 50 minutes

1 1/4 cups sifted all-purpose flour	1/2 cup butter or margarine
1 teaspoon baking powder	1 egg yolk
1/2 teaspoon salt	2 teaspoons milk
1 teaspoon sugar	3/4 quart apples cut in 8ths

1. Sift flour, baking powder, salt and sugar together.
2. Cream butter, add sifted dry ingredients and mix thoroughly.
3. Combine egg yolk and milk, add to butter mixture and mix.
4. Press mixture on bottom of a greased 8x8x2 inch or 11x7x1 1/2 inch cake pan.
5. Press apple slices into dough so they overlap and sprinkle with topping. Bake in a preheated oven.

**TOPPING:**

2 tablespoons butter or margarine	1 1/2 tablespoons flour
3/4 cup sugar	1/4 teaspoon cinnamon

1. Cut butter into remaining ingredients until coarse crumbs are formed.

If you are interested in other apple recipes, stop in the Home Service Department, 89 East Avenue for the "Apple-a-Day Recipes" sheet.

## Turn Back-to-School Thoughts To Good Study Lighting-BLBS

A lot of back-to-school thoughts start emerging about this time every year. The need for new school clothes is usually the first thought that comes to mind. And a physical exam follows somewhere behind that. How about a careful eye examination while you're at it? Your child depends upon his eyes for a major part of what he learns.

To protect his precious eyesight and to help make studying as easy and pleas-

ant as possible, provide him with a well-lighted study place. The Better Light Better Sight Bureau has established standards for study lamps which should be helpful to you when you are selecting a study lamp. Any lamp which meets these requirements (no shadows, no glare, even distribution of light over the work area, and the minimum and maximum levels of light, etc.) bears the Better Light Better Sight tag. Several dif-

ferent manufacturers make study lamps which carry this tag.

RG & E does not carry BLBS lamps, but you can see one on display and learn where to buy them at our Consumer Information Center, 89 East Avenue, on the Main Floor.

You can select from several styles and colors of lamps with a BLBS tag: there are desk lamps, the most popular wall lamp, floor lamps and do-it-yourself lamps. Some have a metal base with a cloth shade while others have a brightly colored plastic base with a molded plastic shade.

In order for the BLBS lamp to be effective, however, you must use a 200 watt bulb. In addition, the desk lamp should be placed on the opposite side of the working hand. Place the lamp so that the center of the base measures 12" from the edge of the desk and 15" from the center of the center of the paper on which you are writing.

Besides good lighting, a good study area should be quiet — usually the bedroom is the best place. Never place the desk in front of a window, because in daylight this can produce glare. A straight-backed, unupholstered, armless chair is recommended.



## Consumerism Starts at the Store

Getting the most for your money is after all, a major interest of the consumer movement. To have a plan and direction in grocery shopping is a start toward active consumerism at home. Planned menus and shopping lists save time, reduce trips to the store and avoid unnecessary purchases which may not fit into the budget.

Check specials featured in local grocery advertisements and buy foods that are in season. Decide where are the best sources of supply; group lists accordingly and do most of the shopping once a week, preferably when the bargains and fresh shipments of produce are available.

Although national figures show approximately one-third of the food dollar is spent on meats and fish, careful marketing and menu planning can lower this statistic.

The following checklist will help to make your food dollar worth more:

1. Is it fairly priced as a featured value with little or no waste?
2. Is the pre-packaged quantity the number of adequate ser-

ings for your family?

3. Does the price per pound justify the number of servings that are possible?
4. Will it all be consumed in the planned menu?
5. Can it be prepared as to the cook's abilities and with equipment available?
6. Does it require immediate preparation for refrigerator or freezer storage in order to maintain its goodness?
7. If purchased in a large quantity, is there a variety of preparations? It is well-liked enough to be prepared several ways?
8. Do you regard nutritional requirements and include

the four general food groupings (dairy, fruits and vegetables, in meats and fish and breads and cereals) in your meal planning.

2. Is the product needed in the menu or is it extra?

Use the checklist as a guide when grocery shopping. Plan your menus and make out market order before you reach the grocery store. To avoid impulse spending do not shop for food when you are hungry.

RG&E's Appliance Sales Center will be open on Saturday from 8 a.m. to noon starting September 11. On Labor Day, September 6 the Center will be closed.

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 Home:

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Name ..... Phone .....

Address ..... Zip Code .....