

RG&E AND consumer news

Water Conditioners Make A Big Difference in Daily Living

Have you ever stopped to think about water? The water in your life. The thousands of gallons of water your family uses annually in the kitchen, laundry, shower and bathtub. Did you know that without water conditioner you are probably missing out on many extra benefits you could be getting from your water.

Water in its pure state is "hard" because it contains many of the earth's minerals, minerals that can shorten the life of fabrics, corrode pipes, cookware and reduce the efficiency of your water heater.

A water conditioner can eliminate these problems, because water conditioners "soften" the water that is presently in your home. By taking such minerals as calcium and magnesium out of the water.

People who have soft water find that their house cleaning chores are done faster, easier and better. For example: sinks and bathtubs require less scouring, floors require less scrubbing and really shine, windows sparkle, in fact anything that requires washing can be done with a minimum of rubbing. Also with "soft" water there is less skin irritation, bath water feels silky and stays nice and sudsy with the use of less soap.

Soft water brings longer life to linens, washables whose length of use is shortened by unrinseable hard water. It also prolongs the useful life of cooking utensils by eliminating hard water scaling.

The most popular method of installing a

water conditioner is between the water meter and the water heater. With this method your entire water supply is "soft". Some people prefer using a separate water line for the washing of cars and sprinkling lawns.

RG&E does not sell water conditioners but to obtain more information about water conditioning and what it can do for your family, fill out and return the coupon below.

Instant Electric Heat For That Cold Corner

It seems we all have one corner of a room that gets the brunt of winter's frigid, northwest wind. It's that exposed corner of your home that is impossible to heat adequately.

But don't despair! You can regain the use of that lost space easily and inexpensively with a portable electric heater. Available in a wide variety of models and prices, a portable electric heater gives you instant supplemental heat in all those hard-to-heat corners. It comes in handy, especially in the children's playroom, basements, garages, cottages or anywhere you aren't getting proper heat distribution from your main heating source.

And portable electric heaters are clean operating and safe. There is no

BUY of the WEEK
Sunbeam
Snow
Thrower
\$179.95
cord included

Outdoor Lighting Safety for Christmas

1. Check all lights for defects in wiring, sockets and plugs.
 2. Purchase only those light strings that have the Underwriters Laboratories (U.L.) seal.
 3. Buy only lighting equipment that is designed for use outdoors.
 4. Use washer rings on all sockets to keep water from seeping into sockets.
 5. Hang sockets downwards on outdoor trees.
 6. Wind insulated tape around each connection to keep it watertight.
 7. Don't overload circuits.
 8. Anchor all figures against wind and snow.
 9. Have garden hose and/or fire extinguisher handy and in working order.
 10. Have lights on only when you are at home.
- How many lights do you use on an outdoor tree?
 Maximum number (height x width) x 3
 Minimum number — half of maximum
 So, if tree is 7' tall by 4' wide at base, maximum number of lights is 84 and the minimum is 42.

Dishwashers are great Holiday Helpers. Everyday, too.



RG&E's Consumer Information Center will feature Dishwashers Starting December 5.

When the clan gathers for this season's holidays feasts, or when the whole block drops in at your open house, you can give yourself more time to be with your guests if you let an automatic dishwasher handle the clean up.

This is not so say that a dishwasher will do all the work. You still have to clear the table and load the dishes into the racks. Nor do we wish to imply that you won't have a good time if you haven't a dishwasher. We are pretty sure though, that if you have one for the holiday, you will become so attached to it that you'll be glad you have it everyday. You see, an automatic dishwasher is one of those things that most people are pretty sure they don't need, but once they try one for a while they don't want to ever be without it again.

There are, of course, other benefits to owning a dishwasher. Since your dishes are washed in 140 to 160 degree water, they are sanitized, that is, hygienically clean. If your family is cold-prone you will find that you all have fewer colds since fewer germs get passed around.

With dishes as clean as a dishwasher gets them, you'll also find that foods taste better, particularly beverages.

One more thing we'd like you to know about dishwashers is that we carry several brands and many models in our Appliance Sales Department.

If there's something else you'd like to find out about dishwashers, visit our Consumer Information Center next month, then they will be featured. One of our Home Economists will answer any of your dishwasher questions.

danger of overheating either. Plug your portable electric heater into any standard electrical outlet, set the thermostat and forget it. When the room temperature drops below the desired or "set" level, the heater will turn on and heat the room evenly until the desired comfort level is reached. The thermostat

You can lower winter fuel costs, be more comfortable, with a power humidifier

It's all because there's a lack of moisture in your home. The air becomes dry as it is heated.

This dry air acts as a sponge. It draws moisture from everything it touches. Including moisture from your body.

Since the human body has a built-in cooling system, it feels cooler as moisture is evaporated from the skin. So, as the warm, dry air in your home "robs" your skin of its "protective" moisture, your body begins to feel cool.

Your heating fuel costs go up because you try to compensate for this coolness by setting the thermostat higher.

You can keep this from happening by raising the moisture level in your

then automatically switches the heater off.

For instant, even heat where you want it, a portable electric heater can't be beat. Stop into our Appliance Sales Center, 89 East Avenue and see the many models on display. A "little" electric heater can make a big difference in your comfort this winter.

home. This can be done by installing a power humidifier right in your central heating system. You'll be able to lower the thermostat and still be warm and comfortable.

RG&E does not sell or install central humidification systems. Our interest is in seeing that you remain warm and cozy all winter long. Call your heating contractor for more information.

If you have any questions about humidification or home heat, call RG&E Residential Department Extension 2751, 546-2700 or fill out the coupon below & send to 89 East Ave., Rochester, N.Y. 14604. One of our home heating experts will be glad to answer your questions.

Recipe of the Week

HOT MULLED CIDER

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|-------------------------------|----------------------------|
| 2 quarts cider or apple juice | 5 whole cloves |
| 2/3 cup brown sugar | 5 whole allspice |
| 1/4 teaspoon salt | 4 - 3 inch sticks cinnamon |
1. Combine cider, brown sugar, salt and spices.
 2. Bring to boiling point and simmer 5 minutes. Strain.
 3. Serve hot in mugs.

Note: Thin shreds of lemon or orange rind can be used in place of spices.

The Home Service Department has prepared a buying guide for dishwashers. If you are considering one for your house, stop in for free copy of this guide to help you in your selection.

FILL OUT AND RETURN THE COUPON TO: R

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

Let Sunbeam Ease Your Snow Removal Chores

There will be no more long, frustrating starting sessions when you own a Sunbeam Snow Champ electric snow thrower. Just a flip of the switch starts the Snow Champ immediately. There's no exhausting cord yanking or frozen gas lines with this electric snow thrower. And now is the time to buy this powerful beauty before the snow makes your driveway impassable. Stop in today at 89 East Avenue and see the Snow Champ on display.