

March 1, 1972

RG&E consumer news

To serve you better

Genie Bassett, Home Economist

At Rochester Gas and Electric many employees spend most of their working time finding ways to serve you better, to help you get the most from the energy we provide. They are all involved in aspects of consumer education. The Appliance Department employs experts who can help you select an appliance suited to your needs; Home Economists from the Home Service Department teach you how to use your appliances to their fullest, as well as help you in home lighting, kitchen planning, and food preparation; the Residential Department gives advice on insulation, wiring, and home comfort systems, such as heating, humidification, air conditioning; and the members of the Commercial and Industrial Department are experts in lighting and heating of commercial, industrial, educational and professional facilities. We think you should get to know the members of these teams of experts. You might find that some of them can help you.

Genie Bassett is one of these people. She has been a Home Economist with RG&E's Home Service Department since July of 1971. This is her second experience working in such a department in a utility. After she graduated from the University of Dayton with a major in General Home Economics in 1966,



Genie in action at Appliance Demonstration

she went directly to Niagara Mohawk in Syracuse, to work as a Home Economist.

It was at Niagara Mohawk that Genie gained her expertise in home lighting. Part of her training in lighting involved an intensive study program at General Electric's Nela Park in Cleveland, a large campus-like complex devoted entirely to lighting. She uses her background in lighting at RG&E where she is called upon to help in designing lighting layouts in the home.

Genie married her husband, Chuck, in June 1971 and came to Rochester, where he was the Bureau Manager of UPI. He has since taken a leave of absence from UPI to continue his education at the University of Rochester. She found the transition from Syracuse to Rochester not too difficult, for she had met many of RG&E's Home Economists at statewide home economics meet-

ings.

Genie likes people and displays this fact well in her role as a Home Economist with RG&E where contact with the public is the essential element of the job. She is involved with a Consumer Education program which Xerox is sponsoring for its clerical trainees. You can find Genie in the local schools one or two days a week where to home economics classes she speaks on grooming, the use and care of ranges, kitchen planning lighting and wiring, small appliances and consumer education. She puts on public demonstrations of the care and use of appliances, and was involved with the Consumer series RG&E presented this fall. Genie has appeared on the "Louise Show" and with George Hafner on WHAM weekday mornings.

This is all in addition to her regular duties of home calls, where she goes into the homes to demonstrate the operation of an appliance. The phone service maintained by RG&E's Home Service Department also occupies some of her time.

Genie is a professional who represents RG&E well. And there are nine more Home Economists at RG&E all well qualified, but each with her own areas of specialized knowledge. They are good people to know.

Fish, Bread and Fancy Food all in March Demonstrations

Three food demonstrations sponsored by the Home Service Department, will be held in RG&E's large auditorium in the basement of 89 East Avenue.

The first is called "Fish and Seafood — Good Anytime!" and will be presented Tuesday, March 8 at 1:30 p.m. Jim Marcille from Palmer's Fish Market will guest lecture about lake, shell and ocean fish, and buying seafoods.

The second program, "Basics of Yeast Breads," will be presented Tuesday, March 14, 7:30 p.m. and repeated on Wednesday, March 15 at 1:30 p.m.

"Fanciful Food for Spring" will be the title of the third program, given Tuesday, March 21 at 7:30 p.m., and again on Wednesday, March 22 at 1:30 p.m.

Free admission for all three demonstrations. Free parking is available in the company lot, for the evening demonstrations only, after 6:30 p.m. This parking lot is located on Lawn Street directly back of 89 East Avenue; Lawn Street is accessible from Chestnut Street or Broadway. For additional information call 546-2700, extension 2617.

Fabric Care Featured at March Consumer Center

Spring means new clothes and new clothes come with tags on them that say "easy-care", "wrinkle-free", "wear-resistant", and "no-iron". With all the new textiles available today—polyester, nylon, rayon, acrylic, ace-

tate and modacrylic — laundering Spring clothes can get pretty confusing, as of July 3, 1972, all clothing will be required by law to be permanently labeled with care instructions. But what will you do in the meantime.

It needn't be so complicated. During the month of March you will learn how simple modern laundry is. Our Home Economists will tell you how to care for everything from Acrilan to Zefran. In fact, they'll answer any fabric care question you may have.

Your Laundry Equipment

Most modern washers and dryers remember the basic rules of today's fabric care — such as always giving permanent press a cool rinse and a no-heat tumble at the end of the drying cycle. However, you can follow the rules on an older machine, too, if you know what they are. RG&E's Home Economists will tell you how to care for permanent press with a washer that doesn't have a special cycle for permanent-press clothes.

So many textiles used for clothing today require little or no ironing, but once in a while you will have to use an iron, for touch up work, or to iron simple cotton or linen garments. Do you know how to get the best performance from your iron with the least effort? You will find out how to make the most of all these different temperature settings at the Consumer Information Center this month.

Fabric Care Featured

During this month, the Consumer Information Center is featuring fabric care: everything from washing and drying to storage and special precautions. Any questions you may have will be answered by one of RG&E's Home Economists, all experts in modern fabric care. The Center is located on the main floor of 89 East Avenue, and is open from 11 a.m. to 3 p.m. Monday through Friday, and from 7 p.m. to 8:30 p.m. Tuesday. Bring your questions to an expert and end the confusion about how to care for your new Spring clothes. And your old ones, too.



Learn about "Fabric Care" at CIC — Main Floor, 89 East Ave.

RG&E has a new ZIPCODE

Because we receive so much mail, Rochester Gas and Electric has been assigned a new zipcode by the post office. Henceforth, RG&E's zipcode will be 14649. The rest of the address remains the same as before.

The new zipcode is designed to get letters to us more quickly than before, since nobody else has the same zipcode.

You may notice, however, our old zipcode on envelopes, or in one of our ads. For reasons of economy we are going to use up our old stationery, and other preprinted stock before replacing it with material with the new zipcode.

If you send us something with the old zipcode on the address it will still get to us, but the proper new zipcode will get your letter to us much more quickly.

Store Fish Properly

Fresh fish should be wrapped in aluminum foil and stored in the meat compartment of the refrigerator for only one to two days. If fresh fish or seafood is to be frozen, be sure it is very fresh.

The flavor of fish is better if defrosted before cooking, although it can be cooked directly from the frozen state. Once thawed or partially thawed, cook the fish immediately. Never refreeze.

For more information and new recipes, come to our "Fish and Seafood" demonstration on March 7th at 7:30 P.M. or on March 8th at 1:30 P.M.

BUY of the WEEK
HUMIDIFIERS
Prices Start At
\$79.95
Appliance Dept.
89 East Avenue

Humidification Advice Available

Have you noticed that as it gets colder outside your skin has been getting drier? This is because the colder the outside air is, the dryer the heated inside air is.

Proper humidification in the home can prevent some of the common winter complaints that stem from too-dry air. Such as: a dry scratchy throat, brittle nails, excessive dust in the home, drying and consequential weakening of furniture, among others. Even plants suffer when the air is too dry. Your fuel bill also may go up unnecessarily, for when the air is too dry you feel chilly even though the room is 72° F, as a result you may turn up your thermostat and demand more fuel when what you really need is more moisture.

Experts in RG&E's Residential Department on the fifth floor, 89 East Avenue, can tell you how to relieve these problems with proper humidification. Stop by any weekday from 8 a.m. to 5 p.m. or call 546-2700, extension 2751.

Recipe of the Week

BAKED FISH WITH CAPER STUFFING
Temperature: 425° F Time: 10 minutes per pound

Over 5 pounds: 5 minutes per pound

1 fish (3-5 pounds)
2 cups soft bread crumbs
2 tablespoons capers
2 tablespoons chopped sour pickle
2 tablespoons chopped parsley
1. Clean fish, wash thoroughly and dry well.
2. Combine rest of ingredients except melted butter and mix well.
3. Stuff fish and skewer together.
4. Place in a greased shallow baking dish. Brush with melted butter and bake in a preheated oven.

Note: Flounder, haddock, halibut, mackerel, salmon, bass, trout and whitefish are common in our markets and can be used for baking.

FILL OUT AND RETURN THE COUPON TO:

Dept. 34 Rochester Gas and Electric

89 East Avenue, Rochester, N.Y. 14649

I would like more information on the following items:

Name _____ Phone _____
Address _____ Zip Code _____