



Back to right: Pat Fess, Florence Bolton, Rhonda Crawford, Addie Dickes, Susan Behl. Middle row: Verna Parmelee, Manager; Melrose Franklin, Asst. Manager; Barbara DeBolski. Front row: Margaret Brumfield, Mary McCartney, Pat Gallagher. Not shown: Wilma Schnabel, Phyllis Keith.

these smart cookies know more than just baking

We'd like to take this opportunity to introduce our Home Service Department to you. The department includes 10 graduate home economists, including Phyllis Keith who operates out of our district offices. Professionals; every one of them.

Cookie cutters? Not on your life.

In a changing world, the role of a home economist has taken on a wider scope. These women are as up to date as a microwave oven. And they work for you.

appliance use

One of the ways RG&E's home economists keep up with innovations in appliances is to test them. And test they do. They have just completed tests on microwave ovens to help you get the best possible use from yours.

Right now they are testing a new kind of frost-free refrigerator-freezer.

Self-cleaning ovens. Dishwashers. Laundry equipment. Humidifiers. There's hardly a single appliance our home economists are not familiar with. They have prepared buying guides for many to help you select the right one for your needs.

consumer survival

Want to know how to get your money's worth? Our home economists can tell you how to be a cagey consumer. **Caveat emptor** is a way of life for them.

They have a consumer education slide show and they show it to any group that asks for it.

laundry

There are textile specialists in our Home Service Department who can unravel the confusion about caring for new fibers and old. Right now they are testing the effect on fabrics and washing machines of regular washings with non-phosphate detergents.

lighting

From General Electric's Nela Park and from the Illuminating Engineering Society, these women bring you the latest — and most efficient — in home lighting, both indoors and out. They will do a lighting layout for you on your plans.

They carry the word to groups, too. One of our home economists appears at RG&E's annual Home Owner's Seminar to talk about lighting and kitchen planning.

kitchen planning

A well-designed kitchen can be a real time saver, and our home economists have the know-how to plan a kitchen around your family and cooking habits. Consult them for information on planning a whole new kitchen or even redesigning the one you have.

nutrition

Besides preparing many, many recipe booklets, our home economists stay current with the latest in the field of nutrition. If they had their way, there wouldn't be a single poorly nourished man, woman, or child in our entire franchise area.

All year 'round they work with residents of the inner city at settlement houses and RG&E's Urban Offices to help them better understand the use of appliances, basic nutrition and meal preparation.

They are also television stars. Maybe you've seen them on The Eddie Meath Show and the Louise Wilson Show.

and cooking, too.

Of course they all are good cooks.

Our women get around. Besides answering more than 500 telephone queries a week and calling on customers in their homes, they take programs to schools, clubs and associations.

Busy? You bet.

But never too busy to help you.

That's part of what we call service.

Home Service.

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