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Keep Cool Without Air Conditioning

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You can keep your house relatively cool without air conditioning by planning and taking some of these steps:

1. Plant tall deciduous shade trees on the south and west sides of the house. The leaves will give protective shade against the summer sun.
2. Upgrade the insulation in your house. Proper insulation acts as a barrier to slow down the movement of heat, keeping your house cooler in the summer and warmer in winter.
3. Use fans to circulate the air. A thermostatically controlled attic fan will reduce the intense attic heat which would add to the heat in the house. Room fans will bring in the outside air on Rochester's many cool summer nights to reduce the heat that has built up in the house during the day.
4. Keep the windows and doors closed during the daytime to keep the house from heating up. Closed draperies and blinds will shield the sun's rays as will window awnings, particularly on the south and west sides of the house.
5. Use heat-producing appliances during the cooler times of day. For example, where possible, operate the dishwasher and do extra baking in the morning or evening.
6. Turn off the television set and lights when they are not needed because they generate heat.

Summer Safety

Do-it-yourself projects are well underway as summer progresses. Cottages and camps are open, docks and rafts are being repaired or installed and boats are in the water. Always remembering water safety you plan for a full summer of fun and relaxation. And one modern help to relaxing is electricity to do many jobs for us. But electricity must be treated carefully around water. The electric light on the dock could be a potential hazard unless it is designed for use near water and is properly installed.

How easy it would be to sand that spot on the boat with an electric sander but how dangerous without taking the boat out of the water. Electric tools should never be used while standing in water.

Why not use the extension cord to power the radio on the beach? Definitely not. Better use that little battery portable radio around water. Campers should remember electricity can even be transmitted from a damaged electric cord through grass to your body. Bare feet are a perfect transmitter of electricity too.

If you have electric installations near water and on your campsite or are planning to install one, have a qualified electrician do the work. And to be sure of preventing electric shock and possible tragedy, have ground-fault interrupters installed to protect each outlet. The ground-fault interrupter will detect and cut off an electrical leak instantly, to prevent electric shock.

Do It Yourself Insulation Booklet Available

Do you know how much insulation you have in your house? If it was built before 1940, it may not be insulated at all, and if it was built after 1940, it may not have today's required insulation. The old Federal Housing Administration rules required only 1 1/2" of ceiling insulation — today they require there be at least 6" of insulation in the ceiling.

The best way to save heat energy is insulation. A good way to save this energy and money is to insulate your home yourself.

RG&E has prepared a booklet "If You're Underinsulated, You're Over-spending on Fuel." This booklet explains, step by step, how to insulate your home. It also includes safety tips and information about different types of insulation.

If you are interested in insulating your home, or even knowing more about insulation, fill out and send in the coupon on this page for your free booklet on do-it-yourself insulation.

Techniques of Installing Insulation Demonstrated at Consumer Center

Proper insulation can save you energy and money. It keeps your house cool in summer by keeping the hot air out, and warm in winter by keeping the cold



When installing blanket insulation, press the rolls between the crossbeams, starting at one end and unrolling them as you go.

air out and the heated air in. You can save even more money if you insulate your house yourself. From July 8 to July 31, RG&E's Consumer Information Center,

on the Main Floor at 89 East Avenue, will have displays of various insulation materials. An expert on home insulation will be at the Center Monday through Friday from 10 a.m. to 3 p.m. He will actually show you how to install insulation using a band wall model — this is where the first floor ceiling meets the second floor.

If you stop in at the display when it is unstaffed and you would like to ask questions about insulation, feel free to use the telephone available at the center to call our Residential Department. Someone will be more than happy to come to the Center to answer your questions and show you how to install insulation.

Booklet of Nearby Campsites Available

Now that summer is here, campers will once more be heading for the great outdoors. However, many people who want to partake in this popular summer activity may be afraid to travel far because of the gasoline supply situation. To show that some of the loveliest camping sites are close to home, RG&E has prepared a booklet, "Camping in RG&E Country."

The booklet describes nearby camping sites in an area that extends from Lake Ontario on the north, to Hamlin on the west, south to the Pennsylvania border, and as far east as Fair Haven. To get your booklet, fill out the coupon on this page and mail it in today. Have a good summer camping at one of the beautiful campsites close to your home.

RG&E Main Office Closed Saturdays

RG&E's Main Office, 89 East Avenue, will be closed Saturdays. The urban offices at 576 Joseph Avenue, and Bull's Head Plaza, 28 Genesee Street, will maintain their usual hours of 9 a.m. to 1 p.m. on Saturdays.

RG&E's Main Office will be closed on July 4, 5, and 6. The Bull's Head Plaza and Joseph Avenue offices will be open on Friday, July 5 from 9 a.m. to 6 p.m., and Saturday, July 6 from 9 a.m. to 1 p.m.

For emergency service, call 546-1100.

From the Home Service Department Keeping Food Safe to Eat

The length of time food may be kept safely is directly related to the way the food is packaged and handled. Food is found in 3 forms — fresh, frozen and canned. Nothing can keep food at top quality indefinitely, but proper handling will increase the length of time food is edible and appetizing.

The shopping habits of you, the consumer, determine the freshness and safety of your food. The United States Department of Agriculture has set up the following guides for food shopping:

1. Shop at clean, well-kept grocery stores.
2. Run errands first, then shop for groceries; don't give frozen food a chance to defrost.
3. Select refrigerated or frozen food last before checking out. An insulated bag will help to

keep food cold on hot summer days.

4. Make sure frozen food is frozen hard.
5. Make sure refrigerated foods are cold.
6. Don't buy torn or damaged packages — even at so-called savings.
7. Don't buy dented cans. A swollen can may contain spoiled food that can cause serious illness.
8. Take perishable items home and refrigerate or freeze them immediately.

Food, no matter what form it is in, does not keep indefinitely. Rotate canned and frozen foods so that food stored longest gets used first.

A rule to remember when dealing with food safety is "if in doubt, throw out." The cost of a food item thrown out is minimal to the harm unsafe, spoiled food might cause.

FILL OUT AND RETURN THIS COUPON TO: **CJ-21**
Dept. 34 Rochester Gas and Electric
89 East Avenue, Rochester, N.Y. 14649

I would like more information on the following items:

Name _____
Address _____
Town _____ Zip Code _____