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RG&E consumer news

Life Cycle Costs Of Color Televisions And Refrigerators Insulation Displayed at Consumer Information Center



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The purchase price of a color television set accounts for 53% of the total cost over its life time while servicing, and energy costs account for 35% and 12% respectively, according to researchers at Massachusetts Institute of Technology. The cost of buying a refrigerator is only 36% of its "life-cycle" cost, whereas the electrical energy to run it amounts to 58%, and servicing, 6% of its total cost. For those of us who have been concerned primarily with the purchase price of an appliance, these findings have some strong implications:

One is that the energy costs of operating appliances should be considered in buying decisions because some brands of an appliance are more efficient in their use of energy than others. This information hasn't been readily available but will be soon when manufacturers take part in a voluntary program proposed by the U.S. Department of Commerce. Manufacturers will label their appliances with information about the amount of energy they use when operating, and the efficiency of their use of energy. In addition, manufacturers can be expected to make major design changes to reduce appliances use of energy, so watch for these advances.

Booklets Offered to Help You Keep Cool

Midsummer and all its splendor is now upon us, along with hot humid days and nights. RG&E is offering several booklets which give helpful information about how to keep your home cool and comfortable during this sultry weather.

Proper insulation can be of great help. Our do-it-yourself booklet, "If You're Under-insulated, You're Overspending on Fuel" shows you, in a very easy to follow manner, how to insulate your home yourself without exceeding your budget. With proper insulation, you can help keep your home cool in summer and warm in winter. By saving energy, insulation

One major manufacturer has completely redesigned some models of its refrigerators which now use 30-50% less energy than comparable competing models. It is more expensive to buy this brand but the lifetime operating costs will be considerably lower.

A second implication has to do with servicing, where the researchers found that 30% of all warranty service calls were unnecessary and required only "consumer education," not repair. They suggested consumers could reduce servicing costs by making sure that a product really is malfunctioning before calling a service representative. Careful reading of the use and care book will help. RG&E also has developed a booklet entitled, "How to Avoid Unnecessary Service Calls" which you can receive without charge by requesting it on the coupon below. The booklet contains a checklist of common problems with individual appliances which you can review before calling a service representative.

The study also included recommendations for manufacturers to continue to improve product reliability, and to provide more information to help consumers in their buying decisions.

can save you money on your cooling and heating bills.

If you already have central or room air conditioning, you may be interested in our other booklets: "11 Ways to Reduce Energy Consumption and Increase Comfort" and "Cool It Wisely" are informative guides to central air conditioning. "Room Air Conditioners" is a very helpful booklet on the operation of room air conditioners.

If you are interested in any of these booklets, simply fill out the coupon on this page and mail

From now through the month of August, RG&E's Consumer Information Center will continue its display on insulation. You can visit the display, which is located on the Main Floor at 89 East Avenue, Monday

through Friday from 10 AM to 3 PM.

While you are there, pick up a copy of our free booklet, "If You're Under-insulated, You're Overspending on Fuel,"

which tells you how to insulate your home yourself. An important thing to look for when buying insulation is its "R" value. This stands for the heat flow resistance value, and can be explained very simply. Heat has a tendency to move from warm air to cold air. In the winter, the heat inside your home flows to the cold air outside. And in the summer, the heat outside flows into your home. Proper insulation can retard this transference of heat.

The resistance to heat exchange is the heat flow resistance, and is measured by the "R" value. The higher the "R" value, the more the insulation prevents the flow of heat. RG&E recommends that insulation have an "R" value of R-19 in the ceiling equivalent to 6" of fiberglass batt insulation) and R-11 in the walls (equivalent to 3 1/2" of fiberglass bat insulation.)



RG&E has prepared a booklet, "If You're Under-insulated, You're Overspending 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.

High Humidity - A Summer Problem

Every season has its good and bad points. Probably summer's main detractor is the high humidity that often accompanies an other wise beautiful warm day. Too much moisture can make you feel uncomfortably warm, for it reduces the evaporation rate of moisture from your body. Consequently, you feel hot and sticky.

But too much humidity does more than just make you feel uncomfortable. It can also cause expensive damage in your home. This damage can be avoided when you operate a dehumidifier during the summer months. Dehumidification can cut maintenance costs by preventing floors, panel walls, drawers and doors from swelling, and painted walls from peeling. It can prevent stairs and beam supports from slowly rotting because of exposure to too much humidity over too long a period of time. You will also not have to worry about mildew damage to stored valuables and rust on expensive tools or metal objects.

Dehumidifiers usually take moisture out of the air by means of a fan which pulls moisture-laden air from the room and across cold, refrigerated coils. The contact with the coils causes moisture to con-

dense out of the air. The air then returns to the room as dry, clean air. A humidistat, built into most dehumidifiers, controls humidity by starting the dehumidifier when humidity rises and shutting it off after excess moisture has been removed from the air.

Remember for most efficient operation, the unit should be located to allow the maximum amount of air flow through the coils. This means it should not be close to the wall or against furniture.

Excessive buildup of dust or other matter on the dehumidifying coil or front grill needs to be removed periodically. You can use a vacuum cleaner and brush attachment to clean the unit. Buildup on the coil is most readily removed when it is soft and wet by brushing it away with a soft brush.

Food Demos Coming Up

Tuesday, August 6, is the day the Home Service Department will give a demonstration on food freezing. The demonstration, which will be held at 10 AM and repeated at 7 PM, will take place in the large basement auditorium at 89 East Avenue.

On the following Tuesday, August 13, at 10 AM and 7 PM, Home Service will demonstrate various canning methods, with an emphasis on safe canning techniques. This too will be presented in the large auditorium in the basement at 89 East Avenue.

You are invited to attend both of these important demonstrations on food preservation. There is no charge. Free parking in the Company lot on Lawn Street is available only for the evening demonstration.

FILL OUT AND RETURN THIS COUPON TO: **CJ-23**

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

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