



**R. G. and E.  
MONTHLY  
MESSENGER**  
SEPTEMBER, 1944

# This Is Your Invitation To Visit Our Beautiful New Kitchen

You are cordially invited to  
visit our new  
**Comfort-Conditioned Kitchen**  
On the Main Floor of the Gas and Electric Bldg.  
89 East Avenue

Open beginning Friday, September 8th  
From 9:00 a. m. to 5:00 p. m. weekdays

9:00 a. m. to 12:00 m. Saturdays

Won't you stop in? A Home Service Girl will  
be glad to answer your questions.

We think you'll be thrilled and delighted when you see this attractive new ventilated kitchen with its range ventilation that removes cooking odors, grime and grease. After you have seen it will you please let us know how you like it. Your opinions, ideas and suggestions will help us to plan the kind of kitchen you will want when the war is over.

While you are down ask for a copy of the R. G. & E. canning booklet: "CAN MORE IN '44." Or telephone us and we'll be glad to mail you a copy. A new series of Cooking Demonstrations is being plan-

ned. Watch for the dates and subjects in the October Messenger.



You'll get a thrill when you look inside.

# Kodak and R. G. & E. Engineers Solve Wartime Street Lighting Problem

When the production of frosted light bulbs was banned because chemicals used in their manufacture are needed by the Army and Navy Rochester Gas and Electric engineers had quite a problem on their hands. There are more than 20,000 street lamps in which the plain bulbs cannot be used because of glare. After a number of experiments it was discovered that by painting a silver band around the middle of each bulb much of the glare could be eliminated.

The job, then, was to find a paint that would stand the 400 degrees of temperature which these lamps attain. Eastman Kodak chemists were called upon for help and, in their paint department they evolved a paint which does the trick and which, thanks to Kodak's fine

cooperation, is now being manufactured by the R. G. & E.

The next step was to design a machine for placing the band of paint on the bulbs and this was done by R. G. & E. engineers and as high as a thousand bulbs a day can be banded and dried.

## More Radios Than Any Other Appliance Found in American Homes

There are more radios in American homes than any other electric appliance. The latest figures show more than 30,000,000 in use in this country. Flat irons are the next most popular with 26,000,000 and refrigerators rank third with 20,000,000. Electric clocks, washers and vacuum cleaners, each with a total of 17,000,000 are next in line. Electric toasters total 16,000,000 and percolators 10,000,000.

## Hear Home Service Radio Programs

TUNE in Monday, Wednesday, and Friday at 12:15 P. M. for the news in canning, pickling, menus, laundering, and household equipment. Write or phone or stop in for copies of the recipes and leaflets offered on the air. This program of R. G. & E. Home Service High-lights is for you, Homemakers, so TUNE IN!

## Reddy Kilowatt Says:



Reddy's platform is: "Let me do your housework."

## Power Booms War Production

Forty per cent of the world's electric power is produced in the United States and more than 80 per cent of that is generated and distributed by business managed power companies. Three hundred thousand miles of line, enough to circle the world twelve times, carry the current to all parts of the nation. The U. S. has more electrical power alone than the combined capacity of Germany, Japan and all of the occupied countries. This is one of the reasons why this nation has achieved such an amazing record of war production.

## Largest Lamp Bulb

The largest incandescent lamp is a 50,000-watt bulb, bigger than a basketball. It is used occasionally for special flood lighting purposes and costs \$500. The smallest is the size of a grain of wheat and was developed first for surgical use. Now at war, it signals the bombardier when a death-dealing "egg" is released.

## Havoc in a Drop of Water

In the manufacture of electric lamps every bulb must be free from the slightest trace of moisture. A drop of water distributed in 100,000 lamps is enough to cause early bulb blackening in all.

## A Four-Ounce Power Plant

The electric shaver's four-ounce motor has a thousandth of a horse-power, 108 major assembly parts and a coil with 28 feet of wire. It spins a shaft 6,000 times a minute.

# Cites Dangers of Socialized Industry

Electric power development has been made such a political issue by the Federal government's great hydroelectric dams, that the people lose sight of the real principle involved. It is common practice for administrators of tax-exempt Federal projects to argue that they furnish power cheaper than can high-taxed private enterprise.

If it is important for the government to go into the generation of electricity in order to save the private householder a few cents a month on his electric bill, why should it not go the rest of the way and furnish food, clothing and rent "at cost," inasmuch as these items constitute the bulk of his financial worries?

The people should get this issue straight and decide whether they want to change our country from a nation of private enterprise to one of state socialism. Public ownership of power is socialism, any way you look at it. When you eliminate profit, you eliminate individual opportunity.

If we favor putting the government into the power business to save a dime, we should be a hundred times more anxious to put it into farm production, clothes production and housing production. Already these ideas are being advanced as the next logical step from socialized power to other socialized industry.

If the average American wants to work for the government instead of for himself, then vote for socialized industry. But don't be fooled with the idea that half the business of the nation can run without profit, while the other half is allowed to operate as private enterprise, with a profit. As government takes profit out of business, it must secure its taxes to operate by heavier and heavier assessments against the wages of individuals. (Industrial News Review).

## HOW AMERICA COOKS . . .

34,342,311 occupied dwellings reported cooking fuels used.  
U. S. DEPT OF COMMERCE  
BUREAU OF CENSUS, 1940

WOOD



COAL AND  
COKE



OILS  
(Kerosene  
& Gasoline)



ELECTRICITY



GAS



Each symbol represents two million homes

