Ma says, "It tastes of coal oil!"

M A is probably right. The clerk who had to fit shoes and horse collars, measure out nails and putty, and draw kerosene couldn't always stop to wash his hands before he handled the butter and crackers. And every so oftenthe potato on the spout of the oil can would joggle off.

Today, for most of us, the mixture of food and kerosene odor has ceased to be a problem. More and more of our food, packed by electric machines, comes to us in sanitary containers. Electricity does the work, too, of washtub and carpetbeater. Automobiles and good roads have shortened distances to town and work. And because so many of the routine, unpleasant jobs which occupied our parents' time are now only memories, we have more opportunities for enjoying life to the full.

Practically every industry in America has helped to bring about this progress. And every industry, in doing so, has made use of the economies and manufacturing improvements that electricity brings. General Electric scientists, engineers, and workmen have been, for more than 60 years, finding ways for electricity to help raise American living standards— to create more goods for more people at less cost. Today the efforts are helping further to build and strengthen the American way of life.