

SERVICE

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Baton Rouge Electric Company

"Come Now, and Let Us Reason Together"

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MERRY CHRISTMAS

It's not the tinsel and dolls and wagons in the shop windows that tell us Christmas is here. They are only the visible signs of a happy spirit that comes over the whole world as winter clamps down after harvest days are over. There's an urge that comes from somewhere to shout glad greetings from the housetops.

The employees of the Baton Rouge Electric Company wish to take this opportunity to wish all a most Merry Christmas, and a New Year full of peace, happiness and prosperity.

LET'S SEE



Just look at the little fellow who has found his way into the sober sedate atmosphere of our little service bulletin. No wonder he has a worried look on his face—he's just not sure of his position. He seems to have troubles and he's probably broadcasting them, but he

has those black glasses over his eyes, and we wonder if all the dark evils he sees aren't hung right there on his nose. Certainly he hasn't a very happy story. Let's talk to him a minute and maybe we can get him to take off his specks. If he's talking about his gas bill we might be able to cull from our experience some words of hope for him, for we have made a study of the things that make gas bills jump. Let's just assume that's his trouble. NOW:-

Your gas company is interested in having you use more and more of its product—it wouldn't for a moment suggest that you cut down your consumption—unless some of that consumption is being wasted. We know that no one will wantonly waste gas—if someone should he deserves to pay well for the privilege, but we do know that there is a large amount of gas wasted unconsciously. We observe these cases daily, and we are trying our level best to assist in cutting out this waste. At the same time we are trying to demonstrate how the use of additional appliances, while it will add to the bills will also give more than the added cost in service rendered.

What makes gas bills so high, and why do they go up so much just at this time of year when Christmas bills come in, when taxes are due and all the kids need new shoes?

We know that people use more gas in winter than in summer because with a comparatively small increase in the number of customers our output almost doubles during the winter months. This increase shows up in each meter not because something has happened to the meter, but because each customer demands more. This extra demand comes from a number of sources. Some of us heat our homes with gas but we fail to credit the gas bill with the coal we've saved, or the inconvenience avoided. And here's a big factor. In the summer we seldom heat water for our bath. The water is much warmer to begin with, and we want it cooler. Some folks we know even ice the bath water during the summer. In the winter our bath water, dish water, and all our cooking requires more heat because of the much lower starting temperatures.

One of the greatest stunts is the heating of kitchens with the gas range oven. The oven burner is designed by eminent engineers to heat the oven; not the room. The gas company cannot prevent heating with gas ovens, but it does warn that it's an expensive luxury. If you must use it this way do a little baking or toasting at the same time. Servants do not always have a money interest in your gas bill, and if you trust them with the entire use of gas you cannot expect the greatest economy. Watch your use of gas yourself for the company can only help with the hearty cooperation of the user. And please don't forget that a few extra people for dinner requires more gas, and that turkeys, cranberry sauce, mince pies and such take lots more than the lamb chops you have on usual days.

There are a number of little saving wrinkles that we might suggest. Drop in some day and we'll show them to you, or call us and we'll have some one come out. Let's both take our glasses off and figure this thing out.

ALMOST FORGOT

Goodness me, we almost forgot to say something about riding the street cars. That truly would be sad!!

We've been thinking some about the fellow who can't ride the cars because they take so long. Some people say they can save as much as ten minutes every time they come to town in the machine. Suppose we just dismiss that indictment without prejudice and ask that fellow this question:

What do you do with the ten minutes you save by not using the street car?

Now let's assume he's perfectly fair and honest, and anticipate his answer for him. Isn't it true that he will spend it on the street talking to some friend that he probably would have met on the street car had he taken it, or isn't it a fact that he'll sit in his office reading the morning paper, something he could have done easily on the street car, and wondering all the while why his employees don't snap into the job the first thing in the morning.

The street cars do save the time that counts, and they do save money. And too, our friend Dick Crawford of the Retail Credit Men's Association tells us that the paying average of the street car rider is conspicuously good. All of which indicates that

IT PAYS

TO SAVE THE DIFFERENCE

WHY SAFETY CAMPAIGNS ARE

NECESSARY.

Says the American Auto Digest:

"A man is something that can see a pretty ankle three blocks away while driving a motor car in a crowded city street, but will fail to notice, in the wide, open countryside, the approach of a locomotive the size of a schoolhouse accompanied by a flock of forty-two box cars."