

chiefly because of prejudice on the part of the white population against them. American desk fans are gradually becoming more popular, owing to the activity of the local representative of an American firm in persuading the electric light companies to advertise and distribute them. Other lines of American desk fans are handled by small Chinese importers. Firms desirous of exporting to the Netherlands East Indies should attempt to secure the services of one of the large importers who is in a position to sell to the Chinese shops and the electric light companies. The ceiling fans sold in the islands are chiefly of Italian origin, but their sales are not important.

Electric refrigerators.—American electric refrigerators are becoming more popular, owing to the fact that the electric light companies are pushing sales and are giving favorable rates to consumers. At present there are three well-known lines firmly established on the market. Two of these lines are handled through importers and the other by the factory representative of an American company. Lower current rates and guarantees of service will undoubtedly tend to increase the sale of electric refrigerators in Java and Sumatra.

Toasters, grills, electric stoves.—At present sales of this class of electric equipment are limited, and no great increase is expected in the demand for electric grills or toasters. The electric-light companies are educating the people to make greater use of electric stoves, and special rates and monthly installments are being quoted to arouse public interest. One of the large public-utility companies is conducting experiments with cheap German hot plates and stoves with a view to obtaining a cheap electrical device which the natives can use for cooking their rice.

Washing machines.—Several American manufacturers have made unsuccessful attempts to secure representation in Java for their electric washing machines. A few machines were imported by one of the large public-utility companies, but they still remain unsold after being in stock for several years. Only one hotel in Java has electric washing machines installed, and this was done more to attract American tourists than because of the advantages of having such equipment.

Household labor is so cheap throughout the islands that it is really not practicable for residents to buy electric washing machines at a cost of from 300 florins to 400 florins plus maintenance, when a native washerwoman can be employed for 10 florins per month.

ELECTRIC TRANSPORTATION

In 1926 the railway from Tandjong Priok to Batavia and those in the vicinity of Batavia were electrified. In 1929 this service was extended to Buitenzorg, a distance of 40–50 kilometers. The final extension was made possible by the completion of a substation at Kedoengbadak. Only a few cars were put on this line at first, but as the traffic became heavier more were added. In 1929 the electric railways, which are Government owned and managed, covered 165,000 kilometers, and the energy used amounted to 7,400,000 kilowatt hours of alternating current of 6,000 volts and 4,900,000 kilowatt hours of direct current of 1,500 volts.

The current for the electric railways is generated in the Government hydroelectric plants at Oebroek and Kratjak, where the current is transformed from 6,000 to 70,000 volts and distributed to the over-