

# PLAIN TALKS

EASTERN TEXAS ELECTRIC CO.--GULF STATES UTILITIES CO.  
WESTERN PUBLIC SERVICE CO.



AUGUST

1928



# THE COVER

posed by

MRS. E. L. FLINN  
(Accounting Department)

and

R. A. HONSBERGER  
(District Representative)

Photographed  
by

BERNARD WAY

August—a month for sewing machines. The Merchandise Sales Department is busy featuring Graybar Electric Sewing Machines, console and portable models, and Sew Easy Motors, ending the tiresome task of sewing by foot-power for many housewives.



# AN OFFICIAL STATEMENT

*by the*

## National Electric Light Association

*regarding its position*

### on the Matter of Supplying Information to the Public

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THE National Electric Light Association has long believed that the success of the electrical industry in the performance of its public functions has been and must be based upon public confidence in its integrity, in its motives and in the character of its achievements. The Association has believed further that that confidence could be based only upon knowledge, and maintained only by a willingness on the part of the industry that the public should have the fullest details of the manner in which it operates.

The American people of today are electrically-minded. In the space of less than half a century this Nation has reached a state of advancement where the electrical industry furnishes and the nation usefully employs nearly as much electrical energy as the rest of the world combined.

As electric science has advanced, the problems and business of the industry have grown greatly. This progress has been so rapid, one development crowding so fast upon another, it would be difficult without adequate information for general public understanding to keep abreast of the advance.

Recognizing that lack of knowledge is as unfair to the public as it is harmful to the industry, the electric utilities consider it their responsibility to place all the facts before the public.

It is for these reasons that the National Electric Light Association, among its other important functions in the development of the electrical industry, some years ago assumed the responsibility and adopted the policy of preparing and diffusing as widely as possible full, accurate and timely information on all phases of the business.

In this effort, the association has encouraged the use of all proper channels for the diffusion of information concerning the industry and has made the facts available to newspapers, magazines, educational institutions and to teachers in public schools.

The truth of the statement, not the place where it is put, is the test. Full responsibility, openly avowed, for every word and act, is desirable. All members of the association should scrutinize everything they say and do in the light of these principles; and to the extent which public investigation or public criticism of what we have done may aid in disclosing improprieties to welcome it. We do not wish to be judged either by intemperate criticism or by our own declarations. We are ready to be judged by our accomplishments and our acts.

The National Electric Light Association in the interest of the public and its own will continue to make available to the public the facts on the progress and development of the industry, and to review from time to time the information distributed in order that every assertion of fact, policy or principle, shall conform to the highest standards of accuracy.





*At the Picnic*



THE BOSS  
AND BARBECUE

NOW BRING ON  
YOUR  
BATHING BEAUTIES



HOWDY CHARLIE!  
HELLO LEO!



NO FAIR  
"WOOFING"



MISS  
DOROTHY (HERSELF)  
FITE



AND HERE WE SEE  
"C.B."



"SCAN" AND HIS  
LITTLE NIECE



YES, IT'S  
REID CARLISLE



OH, I'M  
STARVING!







# Yes a good time was had by all!

Gosh, it was a great picnic!

And slowly we are recovering—getting back to normalcy as it were.

It certainly was one grand affair.

That night as we crawled wearily into our little trundle bed we suspected that we had indulged in the festivities (and the barbecue) not wisely but too well. And we felt the same way about it the following day when we had to drag ourself to the office and attend to business and all that sort of thing. As "Doc" Thomson would say:

Oh, our back did have a "crick"  
And our tummy felt quite sick.  
And the answer, of course, was  
"Too much picnic!"

Yes, it was a great day. At least so we've heard tell. For a day or so afterward, the office reminded one of a convalescence hospital. So many athletes—for-a-day limping around. Perhaps George Morgan and I got off lucky at that. We had only slight touches of "finger fatigue," brought on in his case by trigger-pulling and in my case by trigger pushing.

But to get back to the picnic. Lydia was right. And General Chairman McChesney is going to write that testimonial we mentioned in the picnic extra. It was a beautiful day. But you were there, so perhaps we shouldn't mention it.

And no doubt you witnessed all the events and participated in all the fun so perhaps we needn't mention them either.

But those who worked so valiently all or part of the day do deserve some mention and very honorable too. Messrs. Fitz and Singleton and DeBouy and Sherman and Miss Ridley and Mary Lilyerstrom and Jack Himel and Jack Orrick and the feed gang and Shorty Herrin and everyone else who worked so hard to make the picnic the success it was.

In the morning were the races. Then lunch. Golf driving, swimming and some fine exhibition dives by Miss Wynona Southwell. Horseshoe pitching. Raffle. Baseball with Houston Electric the victors and Port Arthur the vanquished. Elsewhere we print the results of team competition in which the members of the accounting department nosed out the distribution department by a score of 39 to 33.

Following supper there was dancing and all that sort of thing.

Yes, a good time was had by all!

HO! HO!

A "Ha Ha" Club, which meets each Tuesday evening at the Fair Grounds, Beaumont, has been formed. For particulars apply to C. B. Melton.

"Nurse," said an armorous patient, "I'm in love with you. I don't want to get well."

"Cheer up, you won't," she assured him. "The doctor's in love with me, too, and he saw you kiss me this morning."

## PLAIN TALKS

P. E. McChesney, Advisor

K. E. Sutton, Editor

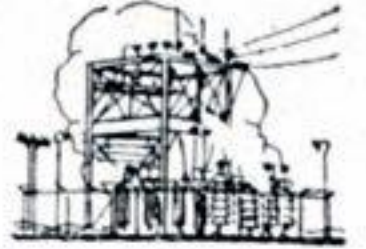
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Bradley McMaster

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Published monthly, by and for Employees of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.





# HIGHLINES AND EAST TEXAS

BY  
CHARLES A. BRANN

(Complete story of Completion of High Line in W. P. S. Company Territory next month.—Ed. Note.)

**H**IGH line service into Western Public Service territory in East Texas is the biggest improvement noted in this section for many years.

Reaching out its long, thin arms of aluminum, the Neches Station at Beaumont, is carrying into the heart of the cotton country electric energy.

Gins heretofore operated by oil engines are converting their equipment, installing motors and switches, tuning in that they may turn out many bales of fluffy white cotton.

Smokestacks are disappearing, piles of cordwood are no longer in evidence as the soft hum of electric driven machinery replaces the pound and thud of the old type oil or wood burning steam engine.

And best of all, the old settlers, who some people would expect to resent the coming of this innovation, are displaying a far different attitude. Down in the cotton fields, at the bank or post office, wherever custom ordains that they should meet, these tillers of the soil are welcoming the new power.

Farmers read nowadays—they read much and frequently about the new things. There was a time when people of this profession were much given to getting their knowledge about world affairs from the old almanac, but that was before the advent of fast trains, aeroplanes, busses and daily mail delivery.

It is no uncommon sight these days in East Texas to see farmers drive to town in their autos, visit the post office and obtain their copies of the daily newspapers. They know from day to day the rise and fall of the cotton market, discuss intelligently the most modern farm machinery improvements and the trend of electric energy in its application to farm operation.

Little wonder then that sitting at home listening in on the radio, they are inclined, when cotton ginning season comes, to seek out the electric gin.

Aversion to modern practices is born of ignorance. Well informed men not only desire but demand the most up-to-date things. With this trend of desire the electrical developments of farms will grow not by slow and steady steps but by leaps and bounds.

There was a time when anything new cost so much that many felt they could not afford it. Today modern things are sold at a reasonable price and there is not the same tendency toward buying cheaper things. There is a better knowledge of the worth of things. Farmers cease to think in pennies and are more inclined to value purchases by the return they will give them on the sum invested.

In older days there was an inborn fear of investing because of possible failure. Now there has developed a sense of security in being up-to-date, a feeling of assurance that success will crown the efforts of him who dares and does things in the spirit of the times.

The dairyman who kept four or five cows has become the owner of a herd. His milking barns are electrically lighted, his cows milked by electric machines, the milk and cream separated by an electrically operated machine. The bugaboo of undependable labor is no longer a source of worry. Time is important, labor saving of consequence and for many other reasons he is sold on electric energy.

Electric incubators hatch hundreds of chickens where old mother hen could, in many more days, produce only a few.

So in this field, the backbone of East Texas, the high lines are to do much. Other users, such as oil pipe lines, consume more of our output, but in the final reckoning through the production of foodstuffs and material for wearing apparel, the biggest help to mankind will come.

With all the hue and cry of "back to the farm," reams may be written to no avail, yet, taking the drudgery out of farm life by modern methods will hold youth there and encourage others to live such a life. Of all the inducements to farm life none is a better recommendation than the power and light afforded by the central station supplying electrical energy.





“MIKE” GETS NEW JOB



Our old friend C. V. “Mike” Merriam has taken on a new job and a new title since the last issue of Plain Talks. In addition to being Superintendent of the Huntsville District, he is now superintendent of high line operation. He will continue to have his headquarters at Huntsville.

BEFORE AND AFTER

(By W. THOMSON)  
(Port Arthur Operator)

Port Arthur had not long ago  
Some street cars that were very slow;  
They were so rough,  
So broken up  
You took one ride  
And that was enough.

But things have changed now, thanks  
to Logan  
And to the E. T. E. slogan.  
They bought new cars,  
They fixed the track;  
To ride in them now  
Will not break your back.

But just a minute  
I never thought  
Of all the busses  
That they bought.  
They are brand new;  
They look so clean.  
If you take one ride  
You'll know what I mean.

Now listen friends:  
Let's all pull together  
On this great transportation matter!  
You ride the cars  
Then we succeed,  
And in return  
We give you speed.

PAGE MR. FORD

Henry may have made a lady out of Lizzie according to his way of thinking but some of the fellows in the company who spent their days escorting said lady here and there found fault with her conduct in certain particulars. We hear, however, that D. W. Largent and his boys at the Beaumont garage have made a few changes in her anatomy which makes her O. K. Starters on the new Fords have been made more convenient and easy to operate and we understand that different carburetors have been installed in some machines resulting in improved performance.

IMPORTANCE OF REDUCING  
MELTAGE BEING  
STRESSED

Superintendents with supervision of ice plants are out to paint a better picture of revenue from ice.

They are having it brought to their attention that carelessness in handling ice is costing us thousands of dollars annually and that by reducing the percentage lost by meltage and breakage they can materially increase revenue without increasing the price.

Their efforts are being watched with a great deal of interest and some improvement already is being shown.

The many friends of Rex Kitchens will be sorry to hear that he is leaving our organization to go back to Austin, his first love, and become associated with a construction company there. Mr. Kitchens has been busier than the proverbial hen with one chick during his connection with us and has many very creditable buildings to his credit. But he says this Austin proposition was one of those things “just too good to turn down.” “No one can hate to see me leave half as much as I hate to go,” says Rex.

We understand that “Ziggy” of the “Follies” is dickering with Fred Davis since his scouts reported on Fred’s picnic performance. Mr. Davis’ dance of the teapot tops will be remembered for many picnics to come.

Add Summer Bachelors: Henry Whiton and Bill Holick. Their families left together recently for Boston and nearby points.





## Henry Presslar's Party



Henry Presslar, champion master mechanic of the street railway industry, held his annual party for the Mechanical Department several weeks ago. A delightful supper was served and a good time was had by all. Several members of the mechanical department and some of the fortunate ones privileged to attend as guests from other departments made short talks.

### COMMERCIAL LIGHTING UNIT CAMPAIGN UNDER WAY

A campaign to sell better lighting fixtures to commercial establishments was launched early in August throughout our properties.

Modern non-glare fixtures are being offered merchants and others on very liberal terms with the privilege of a free trial installation.

In the smaller communities the company is handling all features of the campaign, but in those places where contractors are active we are doing the advertising and selling and the contractors are making the installations.

All indications are that the campaign will be highly successful. Several of the Western Public Service properties have made fine sales

records in similar sales conducted earlier in the year.

As the Progress Award for this year will go to the property making the most progress in illumination work, the outcome of the campaign is being awaited with interest.

### ANOTHER HELPING OF BEANS PLEASE

Back to Boston and baked beans and all that sort of thing, Parker Allen and Mrs. Allen and the young man of the family, Clark, started on August 9 for a vacation of several weeks. Mr. Allen expects to pay his respects to the Boston office but spend most of his time hobnobbing with old friends in the Abington Company, and getting his fill of baked clams, baked beans and brown bread.





# SELL—60'S

IS BATTLE CRY—SOON

Coming soon — another big “Six-Sixty” campaign.

That’s the handwriting on the bulletin board just now, folks.

Again this year we employes are going to have an opportunity to annex some extra change.

September is the month picked for the sale of better illumination by employes.

Now is the time to resolve to be in on the money.

O. H. White, the ex-trainman who made such a record last year that he was transferred to the sales department following the Mazda lamp campaign, has been appointed manager of the campaign this year.

When he tells you that you can make a lot of extra money by selling “Sixties” by the carton he knows whereof he speaks for last year his commissions and prizes amounted to around \$200.00. He made this in his spare time before, between and after his regular runs on the cars.

Mr. White is now with the sales department in Port Arthur. He is confident that employes will have no difficulty beating last year’s mark of roughly 27,000 lamps in Gulf States Utilities Company alone. The grand total for the companies was 36,492. That’s the mark we are shooting at this year. And the slogan is “Every Employe a Salesman!”

For every carton of 60-watt inside frosted Mazdas the employe sells he receives a commission of 26 cents. Four cartons make more than a dollar in commissions and it doesn’t take long for the commissions to mount up.

And it will be easier to sell “Sixties” this year than ever before. The price per carton has been reduced from last year’s

price of \$1.50 to only \$1.32. With the advertising and publicity that has gone before and that to be gotten out in connection with this year’s campaign everyone will know about the campaign and the way for the sale by the employe will be paved for smooth sailing.

As last year, Westinghouse and General Electric lamps will be handled, the former in those cities and towns regularly selling them and the latter in the Navasota group and properties which handle this make regularly.

Employes will be furnished with order cards and given the sales pointers which will enable them to put over sales.

There is every reason to believe that more employes will take part this year and sell more lamps than ever before.

And remember this: Any member of the family or any friend of any employe may represent the employe in going after those attractive commissions.

The wife who wants to use her spare time profitably is privileged to sell, so are any of the kiddies who are old enough to be responsible. And friends, too, may help. All sales, however, must, of course, be reported under the name of an employe.

So let’s begin laying plans now to cash in on the opportunity. Watch for the first issue of the “Six-Sixty Signal,” which will herald the start of the campaign.

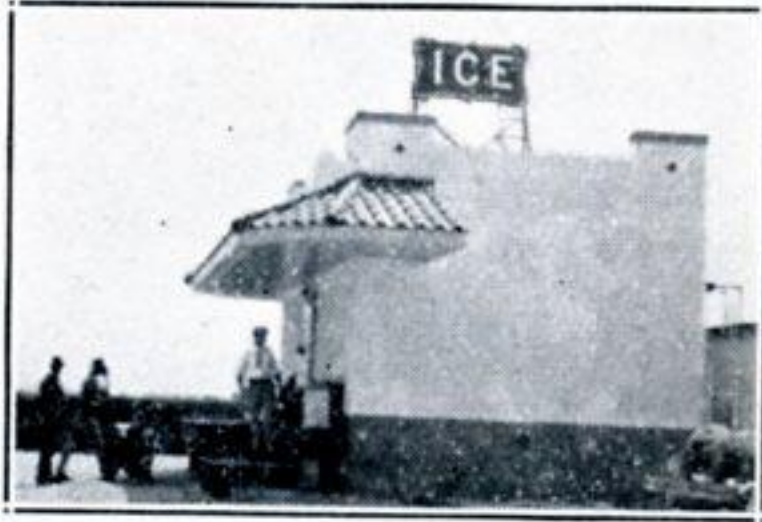
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A Chinaman was asked if there were good doctors in China. “Good doctors!” he exclaimed. “China have best doctors in world. Hang Chang one good doctor; he great; save life to me.”

“You don’t say so! How was that?”

“Me velly bad,” he said. “Me calle Dr. Han Kon. Give some medicine. Get velly, velly ill. Me calle Dr. San Sing. Give more medicine. Me glow worse—go die. Blimeby calle Dr. Hang Chang. He got no time; no come. Save life.”





Here, folks, is the neatest and newest thing in ice stations. It's our 12-ton ice vault at Sixteenth Street and the Beaumont road,

Port Arthur. The interior of the vault is maintained at a low temperature by a small refrigeration machine located in a small building behind the vault. There is no delay in serving customers, for the ice inside the vault is sawed into popular cuts and the pull of a lever from the platform releases the desired size.

—o—

## TRANSFERS

We find old friends in new jobs this month. George Duborg, who for more than a year has been assistant to Mr. Holtzclaw and Mr. Fitz, has been transferred to the Transmission and Distribution Department as Distribution Engineer. Forrest W. Merrill, who occupied that position, has become assistant to Mr. Fitz. The transfers were announced effective July 15 in a bulletin by Mr. Fitz.

—o—

## NOTE OF THANKS

Beaumont, July 2, 1928.

To the Tevis Street and Neches Station  
Employees and Friends:

We take this method to thank each and every one who came to us with loving words and sympathy in the loss of our darling baby Mary Anne, and especially do we thank each one for the beautiful floral offerings. And when the Grim Reaper of Death visits your homes, may friends respond to help heal your aching hearts as they did to ours is our prayer.

Mr. and Mrs. Glenn Delaney.

—o—

Among the many victims of "summer flu" was P. E. McChesney. Mr. McChesney was confined to his home for about a week but is now back at his desk and attending to "business as usual."

## LUCKY FOLKS

"Now we take no chances on spoiled food and all that sort of thing," say Mr. and Mrs. Elman Doty of Beaumont. They took a chance on the grand prize General Electric Refrigerator at the picnic and won it. Mr. Doty is connected with the Ryder Furniture and Carpet Company of Beaumont.

It is reported that Mr. McGraw of the Accounting Department has been suffering from "Charlie Hoss" of the right arm since the picnic. He calls it a case of Trombonitis.

They say that Mr. Williams and certain of his co-workers have become ardent wrestling fans and enjoy the show each Tuesday evening as much as though they paid an admission.

Mr. Sidney Brulard underwent the cigarette "Blindfold Test" the other day and had no trouble at all identifying his favorite Picayunes from an assortment of leading brands. This was a great shock and disappointment to the Old Gold advertising staff.

Now that the July Clearance Sale is over and the atmosphere of the Beaumont sales room has become a bit more dignified, Jim Murray is said to be resting more easily and enjoying his daily visits to the first floor on the way for coffee a great deal more.

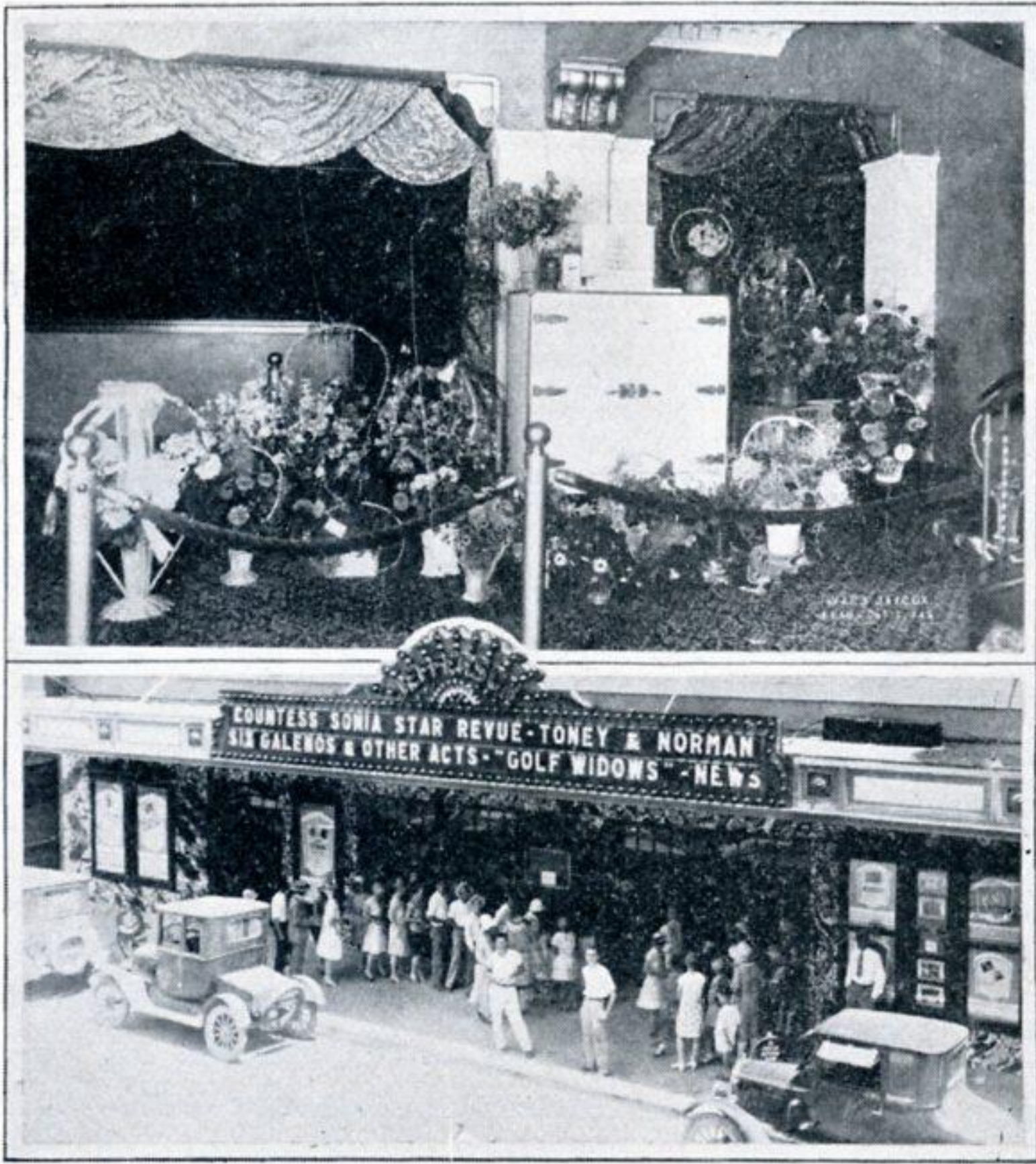
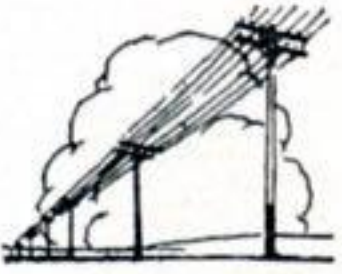
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## AT LAST

Getting a picture of V. B. Hereford was harder than extracting blood from the turnip but finally Mr. Brann succeeded and here he is. Mr. Hereford is District Superintendent at Madisonville. He formerly was at Cleveland.





Jaycox Photo

**GENERAL ELECTRIC  
CHOSEN FOR  
FLOWER SHOW**

When it was announced that Beaumont was to conduct a flower show at the Jefferson Theatre for the purpose of selecting an official flower for the city, "Bill" Clarke of the merchandise sales department, got busy and had General Electric Refrigerators installed in the lobby of the theatre to be used in keeping flowers fresh overnight during the display. Thousands visited the theatre during the show. The General Electrics functioned perfectly (naturally they would) and drew many inquiries.

**RESULTS OF TEAM COMPETITION AT PICNIC**

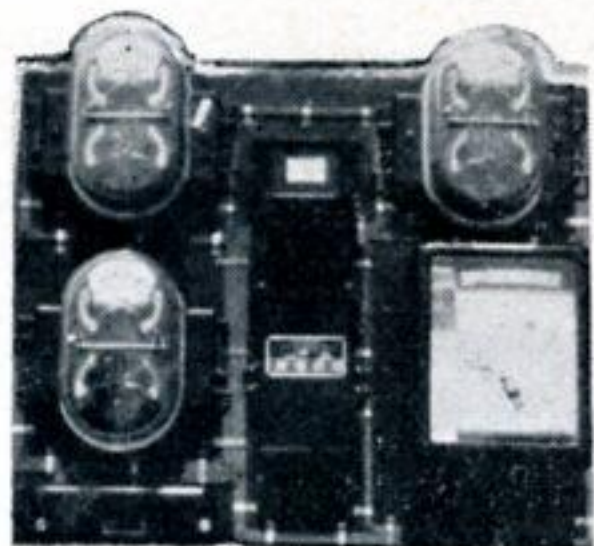
	1st	2nd	3rd	4th
50 yd. dash.....	Batterbee, A	Sherman, A	Stahl, D	Kelly, D
100 yd. dash.....	Stahl, D	Sherman, A	Perdue, P	Borne, A
H. Jump .....	Stahl, D	Poulson, R Peavy, R	Sharpless, P Tucker, P Buckley, A	Tie
B. Jump .....	Borne, A	Batterbee, A	Sherman, A	Stahl, D
Bicycle Race .....	Gay, R	Ricks, A	Blanchette, C	Coltharp, D
Swimming-speed ..	Sprinkle, D	Moss, P	Blanchette, C	Nelson, A
Diving .....	Taylor, C	Sprinkle, D	Mims, R	Blanchette, C
Golf Driving.....	Merrill, P Hendricks, D	Tie	McMillan, R	Sharpless, P
Underwater Swim. ....	Cockrill, A	Nantz, D	Butler, A	Browning, A
Relay Race .....	Accounting	Distribution	Railway	(Only 3 Entries)

	Acct.	Dist.	Coml.	Prod.	Rail.
Point Score	A	D	C	P	R
50 Yard Dash .....	8	3	....	....	....
100 Yard Dash.....	4	5	....	2	....
High Jump .....	....	5	....	1	5
Broad Jump .....	10	1	....	....	....
Bicycle .....	3	1	2	....	5
Swimming .....	1	5	2	3	....
Underwater Swimming .....	8	3	....	....	....
Diving .....	....	3	6	....	2
Golf Driving .....	....	4	....	5	2
Relay Race .....	5	3	....	....	2
	—	—	—	—	—
	39	33	10	11	16





## The Texas Company Metering Equipment



This is a sample of the class of work put out by the Port Arthur Meter Department. This metering equipment was installed at the Texas Company during June.

You will note that this installation consists of three K.W.H. meters, an Easter-line-Angus Graphic Wattmeter and a reactive component compensator with wiring, etc. With this equipment we measure the K.W.H. and demand used at the Texas Company also the K.W.H. and demand fed back to us by the Texas Company. By the use of one K.W.H. meter and reactive compensator we measure reactive volt ampere hours while the Texas Company is taking energy from us. We also get a graphic wattmeter chart from the graphic wattmeter showing just how the load fluctuates.

### CONGRATULATIONS

Any time you're in Houston looking for a place to cool off, you'll find a warm welcome awaiting you at the Navigation Ice Company.

Two old friends—Fred Raubold and C. M. Vaden are president and general manager and vice-president and production manager respectively of the new ice company. Their plant, which they built on leaving our organization, opened July 13 and is one of the most modern in Houston. Naturally, we wish them every success in their venture.

Lee McClurkin, who finally went to a Houston hospital with that sore foot of his, is almost ready to get back on the job now. It has taken umpty nurses and umpty-ump doctors to keep him from going back long before this for Lee is one of those fellows who must be "hitting the ball" to be happy.

So far Miss Mary Lilyerstrom is the only member of the fair sex to succumb to the lure of the mat matches held at the fair grounds each Tuesday night. She says she has verified for herself that the bigger they are the harder they fall and she adds that the harder they fall the more fun it is.

### WOMEN'S NUMBER OF GULF LINKS

We want to congratulate the ladies of the Gulf States Utilities Company family on the very attractive and interesting women's number of "Gulf Links," employe publication of the Louisiana Division. They did a mighty fine job of editing, to our way of thinking and we particularly liked the little box at the top of column 2, page 1. Excellently expressed, we'd say.

"Dearest, I must marry you."

"Have you seen father?"

"Often, honey, but I love you just the same."

Young Woman—"Whose little boy are you?"

Sophisticated Willie—"Be yourself! Whose sweet mama are you?"

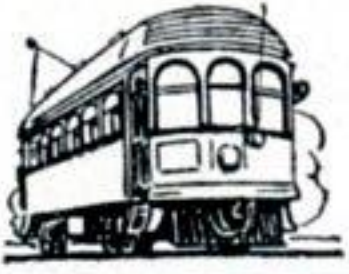
There isn't much to life but this:

A baby's smile and a woman's kiss,  
A book, a pipe, a fire, a friend,  
And just a little cash to spend.

Dealer (rushing into the newspaper office):—"See here, you've published an announcement of my death by mistake. That's got to be fixed."

Editor—"Well, we never contradict anything we have published, but I'll put you in the births column tomorrow and give you a fresh start."





*They Served  
the Eats  
At the Picnic*

Effective July 9, R. A. Landry assumed the duties of plant Superintendent of the Tevis Street Station in connection with his other duties as Office Engineer of the Production Department.

Mr. Landry succeeds W. W. Eckles Chief Electrician of the Production Department, who has been Acting Plant Superintendent, but who now has been transferred to the Engineering Department under the supervision of W. E. Brown.

Mr. Landry has charge of plant operation and of the operating men on the payroll of the Tevis Street Station. The Chief Load Dispatcher and regular Load Dispatchers report as usual to Mr. Sharpless.

Mr. Sharpless (holding a blank piece of paper)—“I’ve just completed a picture of a contented cow eating grass in a meadow.”

Mr. Landry—“Yes, but I don’t see the grass.”

Mr. Sharpless—“No. Certainly not. The cow has eaten it.”

Mr. Landry—“But I don’t see the cow.”

Mr. Sharpless—“No. You can’t expect a cow to stay where there isn’t any grass can you?”

Boss—“Say, where in blazes are you two worthless fellows going? Why don’t you get to work?”

Mose—“We’s’e workin’ boss. We’s’e carryin’ dis heah plank up to de mill.”

Boss—“I don’t see any plank.”

Mose—“Well, foh gracious sake, Sam, ef we hain’t gone and clean fo’got de plank.”

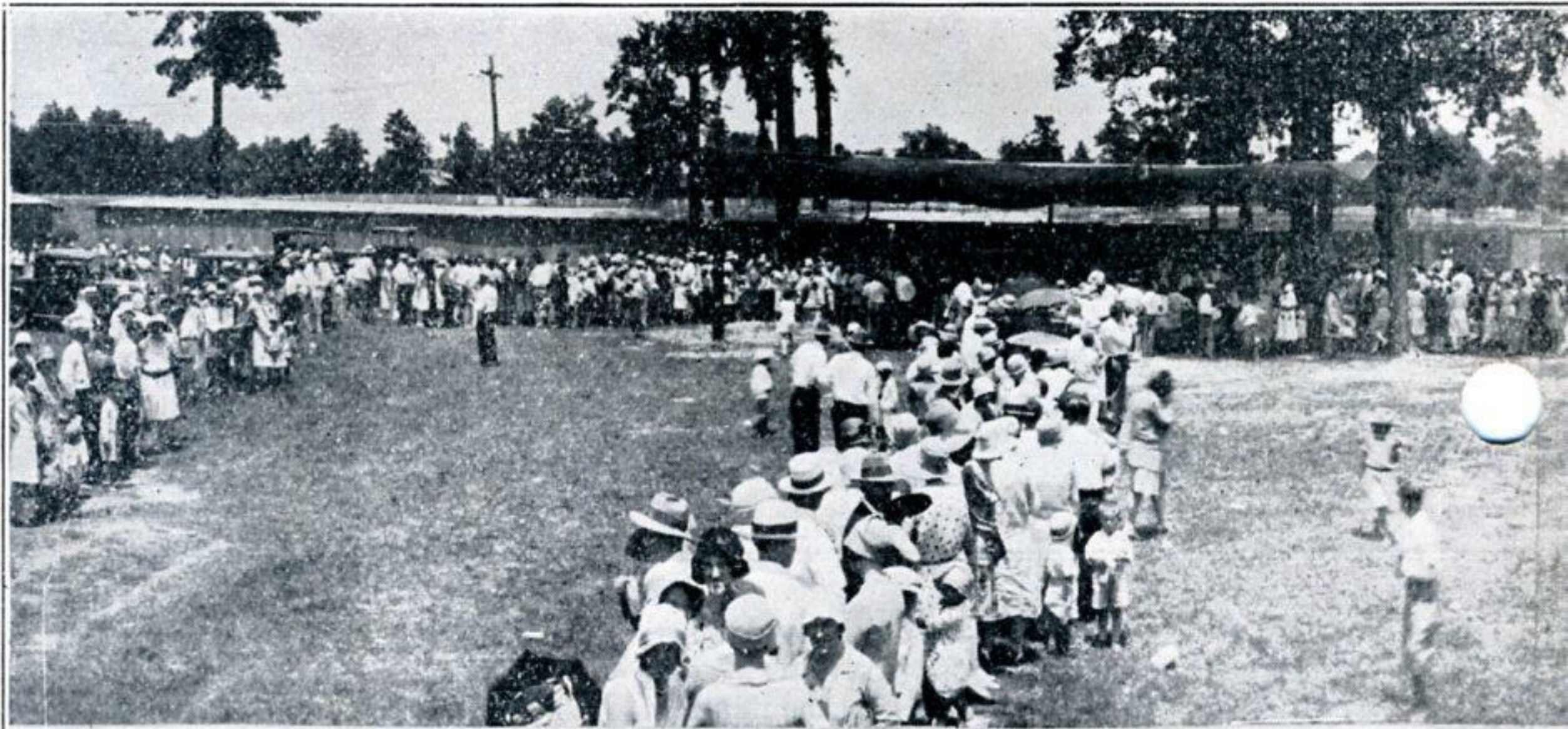
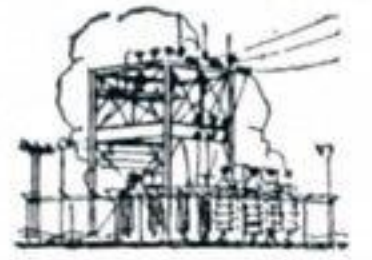
SOUR LAKE

On July 9, Sour Lake experienced a fire which threatened the entire business district for a while. An aggregate loss of approximately \$75,000 was suffered by several business men when a portion of the business block on main street was razed. White’s “M” System Store, one of the most up-to-date cash and carry groceries, suffered complete loss; D. N. Odiorne’s market in White’s store, \$3,500 loss; Hankamer’s, damage to stock and fixtures, \$20,000; and the Union Drug’s damage, \$12,000. One frame dwelling was a complete loss. The above loss will be partially compensated by insurance which was carried by all the merchants in a substantial amount. Mr. Woodall, owner of the Union Drug, is preparing to enter his business here again.

Mrs. Ed Loggins, wife of the local electrician, and daughter, Milly Erne, are now visiting in Ennis.

Mr. E. T. Jones, Jr., formerly at Port Arthur, has recently purchased the filling station at the Batson-Saratoga Junction and has contracted for our service to be run from Batson. Mr. Jones immediately purchased a 9 cu. foot all porcelain G. E. refrigerator, and is now using our service exclusively. His home electric plant, although but a few months old is now being permanently discarded. Mr. Jones has only words of highest praise for the treatment he received at Port Arthur, and no doubt it was this feeling that prompted him in contracting for our service at his own expense.





↑ PLAY BALL  
SO THIS  
IS CROQUET  
GOLF! ↓



↑ A FAST BUNCH →  
ON THE TRACK

↓ GIDDAP HORSIE!



↑ ROBBIE



SEE SAW ↑

RAY →



↑ SANDPILE GANG



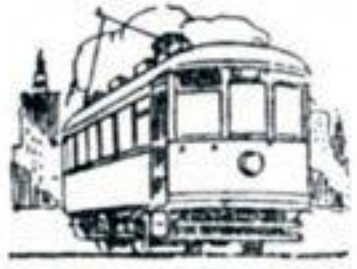
← CAREFUL, NOW!



BETTY →  
JEAN







THE BRADERS

↑ STAR STAHL

GRRRRRR!



FROM NAVASOTA



NOTICE THE ARTILLERY



TOOTIN' THEIR OWN →



↑ PROUD PAPA

STORY HOUR







# HEALTH ? HOW'S YOUR

BY DR. W. F. THOMSON

## HEALTH HINTS FOR HOT WEATHER

Dressed my baby  
In a thin coat of tan,  
An' cooled 'im in the breeze  
Of an electric fan.

Hot summers are hard on new-comers.

Added to the debilitating influence of the heat, there is the ever present menace of food contamination, unless adequate refrigeration is provided.

The infant mortality climbs steadily with the mercury and the germ count in the milk supply through the summer months, reaching the peak in the month of July.

In homes where the air is kept in motion by a sufficient number of fans, and where the baby's food supply is kept at a temperature below 50 degree F.—the infant mortality is no higher in the summer months than in the winter.

Too many children are deprived of the healthful comfort to be derived from moving air created by fans, on account of the prevalent and erroneous idea that fans cause "colds."

There isn't the least danger in turning the fan directly upon the baby, dressed in naught but his birthday suit, these hot, July days.

It pays to freeze  
Such foods as these.....  
It stops deterioration;  
For oft' enough  
It's toxic stuff,  
Without refrigeration.

And clean, fresh, uncontaminated food is just as essential for the preservation of mother's health as it is for baby's.

Aside from the economic consideration involved in the preservation of foods by efficient refrigeration, the important consideration of health and comfort in hot

weather is intimately linked with the refrigerator.

Milk, especially, which constitutes the chief article of diet in the average household, deteriorates rapidly and dangerously when stored where there is lack of proper refrigeration.

All protein foods, as a matter of fact, undergo rapid decomposition changes when exposed to a temperature above 60 degrees F. and the higher the temperature the more rapid the decomposition.

The provision of ice for the preparation of comforting, cold drinks is now a necessity and no longer a luxury.

There are "Flu" bugs  
In your hall rugs,  
Mrs. Brown.  
And these germ thugs  
All have mean mugs,  
Mrs. Brown.  
If you sir 'em with a broom  
There'll be nurses in your room,  
And some doctors, I presume,  
Mrs. Brown.

Raise the dust and you raise the devil.

We have no way of knowing just how many cases of "flu," "colds," sore throat, bronchitis, pneumonia and tuberculosis might be charged to the old, "broom and lung" method of carpet dust disposal.

We do know that, when brooms and dusters are used, a tremendous amount of dust containing the germs of these diseases comes in direct contact with the sensitive membranes of the nose, throat and bronchial tubes.

We do know that the use of the vacuum sweeper reduces materially the incidence of these diseases where brooms and feather dusters have been relegated to the junk room.





## THE STREET CAR MAN

We sing of the gallant soldier lad,  
 And the sailor who braves the sea,  
 While tales are told of the knights of old  
 In the days of their chivalry.  
 The poets sing till the echoes ring  
 Of the rustic who tills the land,  
 But never a word is ever heard  
 In praise of the street car man.  
 Out of his bed in the early dawn,  
 In the rain, in the sleet and the snow,  
 Ahead of the sun ere the day has begun,  
 Hungry he has to go.

With his eye on the track and alert, never  
 slack,  
 With his mind on the air and the sand,  
 He swallows a bun at the end of his run—  
 That's the meal of the street car man.  
 He hears all the fussing and passengers  
 cussing,  
 He's blamed when the power goes down;

When he says, "Forward, please," the  
 passengers freeze  
 In their tracks with a grumble and  
 frown.  
 No Sunday for him, for his week never  
 ends,  
 His worries we don't understand.  
 To stay on the job and take care of the  
 mob  
 Is the lot of the street car man.

Stop and consider before you berate,  
 I ask in humanity's name;  
 I'm betting a dime, if he isn't on time  
 There's a reason and he's not to blame.  
 He's as human as you and his pleasures  
 are few,  
 So treat him as well as you can.  
 Just hand him a smile every once in a  
 while,  
 He deserves it—the street car man.  
 —Vepevian.



Left—New truck at Somerville loaded with G.E. Refrigerators. The salesmen are Miss Tuttle, Mr. H.B. Eorthman, Mr. T.E. Hensley, and Mr. Robt Woods. Right—New Court House, Caldwell.

Center Row—Left—New residence of Dr. Krueger at Caldwell, Electrically equipped throughout. Center—Night view of Somerville office. Center Row—Right—New Methodist Church at Caldwell. Left—Somerville ice delivery equipment. Albert Lemed, deliveryman. Right—Cleaning and renewing oil in hi-line transformers at Somerville.





PARKER ALLEN'S GANG  
ESTABLISHED NEW RECORD  
FOR GSUCO MERCHANDISE SALES

The value of electrical merchandise sold by Gulf States Utilities Company reached a new high mark for all time in July.

July was the biggest month from the standpoint of merchandise sales the company has ever had. The dollar-and-cents volume for the month was greater by 85 per cent than July, 1928.

The "summer slump" was conspicuous by its absence. Despite hot weather all the boys in the department and superintendents and others whose duty it is to dispose of electrical goods brought home the bacon—a record breaking piece.

The second annual July clearance sale with, many special terms and premiums featured, resulted in the sale of a great variety of small appliances and the company got into "high" on General Electric Refrigerators, selling thirty.

The record is one of which all who helped should feel proud. They worked and worked hard to establish July as our greatest month. They didn't let the weather "get them down." They plowed right along and let the beads of perspiration fall where they might.

Beaumont accounted for \$11,165.31 of the total. Port Arthur contributed sales totaling \$5,524.29. Orange is credited with \$1,289.84; Hull, \$383.06; Silsbee, \$823.96; Nederland, \$895.99, and Jasper \$1944.91.

We have not heard yet from Lee McClurkin's Western Public Service Company folks but we'll venture that when their total for the month is added to Gulf States Utilities' total the grand total will constitute a new record for the organization.

Those boys in the commercial department have proved their ability to sell a variety of items, but there is one thing they have failed utterly, to do, judging by Merchandise Bulletin No. 82, issued by Parker Allen. They have not succeeded in selling themselves to the bad dogs they encounter in their rounds and the bulletin warns them against taking chances.

## HONOR ROLL

Trainmen Who Have Not Had a Chargeable Accident for a Period of Twelve Months or Longer.  
July, 1928.

Seventy-eight months, T. A. Cosper; 75 months, H. E. Davis; 73 months, W. Hughes; 62 months, H. H. Goza; 57 months, A. Christopher; 42 months, S. Arceneaux; 39 months, C. A. McBride, E. Samford; 36 months, E. Wooley; 35 months, D. E. Cosper; 32 months, E. R. Frost, L. P. Bodin; 31 months, G. W. Stevenson; 28 months, R. M. Beasley; 27 months, L. Tucker; 26 months, J. Bagley; 23 months, G. A. Smith; 21 months, L. Lacouture; 20 months, W. H. Ahrendt, R. L. Kendrick; 18 months, R. L. Claiborne; 16 months, I. H. Ferguson, J. D. Lloyd; 15 months, I. B. Johnson; 13 months, W. O. Fedd; 12 months, A. W. Cox, S. W. Van Norman.

Visitor—"So you and Ted have postponed your marriage?"

Fiancee—"Yes, you see, we thought mother and dad ought to have a little more time to find a larger apartment."

Gold-digger—"Men are like tooth paste tubes?"

Another—"How's that?"

The First—"You've got to give them a squeeze before you can get anything out of them."—Carolina Buccaneer.

## TRESSPASSING IN 1952

Jones—"Smith, will you quit flying your airplane through my air, or have I got to install a vacuum over my front lawn?"—Scarlet Saint.

Janet—"What is this athletic dope we read so much about?"

Janice—"It must be some stuff they give the players to brace them up."—Missouri Outlaw.





### Two New Hotels Will Be Erected in Port Arthur Soon

Port Arthur is to have two new hotels. One is being erected at Waco and Procter by Dr. E. W. Vaughan and interests, and the other at Fifth and Waco with Forrest Goodhue, Beaumont capitalist, behind it. Both hotels, announcements have said, will be ten stories and will each cost more than \$500,000.

### The Texas Company Increases Load

Since the Texas Company has been allowed to use power from 11:00 p. m. to 7:00 a. m. without being billed on the demand established during this off peak period, their K.W.H. consumption has increased over 30 per cent. They have also established a high day demand for the year, this month.

Lee Hyatt, Service Foreman, and A. F. Gager, Meter Foreman, attended the Public Utility Short Course at A. and M. College. They report a very interesting and instructive course was given.

L. A. Matson, a former employe, who has been attending A. and M. College, has been employed as a switch board operator for the summer months.

Rufus Sorrell and Kirk Brock, who have just completed a course in Mechanical Engineering at A. and M. College, have been employed in the operating department. Mr. Brock was made a repairman helper and Mr. Sorrell an ice plant operator.

We have a Layne Texas Company man trying to bring the deep water well at the power plant back to its former production. The production has fallen from 1,600 to 700 G.P.M.

There are plenty of fish at McFaddin's Beach this year and the employes from this division have gone on several fishing trips. On each trip an abundance of fish was caught, and on Saturday, June 23, Messrs. Reidy, Murray, French, Brown and Singleton from the Beaumont office went with us.

O. H. White of the Sales Department has fully recovered from the accident which occurred recently and is back on the job.

George K. Lomax is now working in the sales department, and we are glad to welcome him into our organization.

### DIVISION OFFICE

For the purpose of inaugurating new lighting rates, a meeting of District Superintendents was held in the Division Office on July 11. Plans for operating under new high line conditions were definitely worked out. Messrs. E. S. Fitz, P. E. McChesney, J. M. DeBouy and Paul Masterson came up from Beaumont for the meeting.

Mrs. Blanche Reynolds has been employed as stenographer in the Calvert office to fill the vacancy caused by the resignation of Miss Lucile Easley who has married and moved to Bryan.

Miss Elizabeth Lord, formerly Cashier at Alvin, and Miss Sybil Jones, formerly stenographer at Conroe, together with Mrs. Paul Freeman and daughter, Mary Eleanor, sailed from New Orleans on June 30 for Barranquilla, Colombia, where Mr. Freeman is vice-president of the Colombian Electric Company.

Egbert Henry, Cashier at Conroe, and Miss Mary Farrington were married at Sam Houston College in Huntsville, Texas, July 10.

J. D. Shaw, Operating Superintendent, made two trips to Lake Charles and Baton Rouge, Louisiana, the early part of July.

### ALVIN

The laying of sewer lines was completed June 30. Gas lines were also finished in June. Work was started on laying of water mains about July 11. After this has been completed the city will pave a number of streets and proceed with a new city hall building.

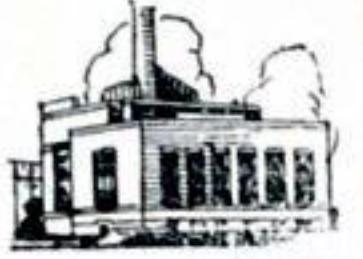
Alvin is expecting to produce eleven million pounds of figs, and five hundred to seven hundred bales of cotton.

### BRYAN

Some time during July the city of Bryan will start paving several streets, the total cost of which is slightly in excess of \$37,000.

The Bryan Chamber of Commerce by concerted effort has obtained one hundred memberships in the East Texas Chamber of Commerce.





Allen Academy, for the second successive year has been accorded the honor rating by the War Department.

A citizens' committee has purchased ground for high school athletics at a cost of \$2,500.

Moving pictures of A. and M. College, Allen Academy and Villa Maria Academy have been made and will be used to advertise Bryan as an educational center.

## CALDWELL

The Burleson County Chamber of Commerce is planning a permanent county fair organization. Land is to be purchased and shares to be sold to be paid for in five yearly payments.

Homeyer Brothers have put in a modern front in their building on Main Street.

Work on the new Baptist Church is progressing favorably. The brick work on the basement and first floor has been completed.

Old wooden culverts on street crossings are being torn out and replaced with concrete.

The electric sign for the Caldwell Drug Store has arrived. Sixty-four outlets are in the sign.

Twenty-four carloads of eggs were shipped from Caldwell during the first six months of the year.

A new 18x24 Murray Corliss steam engine has been installed in the Womble Oil Mill. Modern machinery for the other departments is also being installed.

Steve Neal, Dodge and Essex dealer, has opened a modern and up-to-date garage on Buck Street. Windell and Easley have purchased the West End Filling Station from George Shaw.

Three two pole extensions were made to serve range loads and better voltage conditions. Since the installation of ranges at Caldwell the peak load from 10:00 a. m. to noon is almost as high as the night peak.

## CALVERT

During the early part of July the 2300 volt line was extended to the Southern Pacific Pumping Station at Spring Creek near Bremond. The Sowma and Brantner gin is also to be connected for electric service.

Gas which is being used for fuel at the Calvert plant is proving satisfactory.

## CLEVELAND

Various streets are being graded and graveled.

Through a court decision, a street 40 feet wide through the business section, paralleling the H. E. & W. T. Railroad, is retained by the town. The railroad had contested ownership of this strip.

A survey has been made of the electric distribution system here and maps thereof have been completed.

## CONROE

A thirty day test of electric operation is being made at the local box factory and if it proves successful, electric energy will be supplied by our company to the extent of approximately 9,000 Kw. per month, to replace present steam plant.

Cucumber growers have shipped twenty-five carloads of this vegetable during the present season, while five carloads of tomatoes were shipped to eastern markets.

The city of Conroe is building an iron fence around the tourist camp.

Highway No. 19 has been topped from the Harris County line through the town of Conroe, thus eliminating disagreeable shell dust.

Indications at present are that twice the amount of cotton ginned last year will be turned out this season.

Coulson & Bradley have purchased the small hardwood mill of E. A. Oulline. They will double its capacity and employ sixty men in their operations.





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## CORRIGAN

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A new brick building providing four stores on the ground floor and hotel rooms above is to be started this month. This is to be known as the Hollingsworth building.

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## FRANKLIN

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Through installation of a larger centrifugal pump better service is being obtained.

The Franklin High School has been granted an additional credit of one and one half points for vocational agriculture. This is the second credit granted the school this year.

There is some building activity in evidence here, construction of a new residence having started while plans are being drawn for others.

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## GROVETON

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The new Dixie Creamery building is nearing completion and our lines are being extended to this point to afford electric service.

A trading barn for livestock is under construction and it is expected that it will be ready for use about August 1.

A Lions Club with membership of thirty-five has been organized here.

The new M System store will be ready for occupancy the latter part of July.

Considerable interest is being taken by the Chamber of Commerce in development of cut over timber lands. It is expected that a campaign will be started to grow tomatoes, while possibilities for strawberry cultivation are being studied.

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## HEARNE

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While ice sales in Hearne during June showed an increase of twenty tons over the corresponding month last year, six G. E. refrigerators were also sold by our local forces.

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## HUNTSVILLE

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During the month of June a single phase lighting feeder was extended a distance of approximately 2.8 miles to serve a 12 h.p. motor load and approximately four Kw. in lighting at the Goree State Prison Farm. This extension will serve a rural district along the Houston Highway, which is being developed for small homesites. In addition to the Prison Farm seven rural customers will be served by this extension at present.

Arrangements are being made to install a switchboard panel and a 2300 volt three phase feeder to supply the State Penitentiary with electric service. The present requirements at the Penitentiary amount to approximately 40 h.p., however, the panel and the line will be of sufficient capacity to serve their ultimate requirements, which will total approximately 200 Kw.

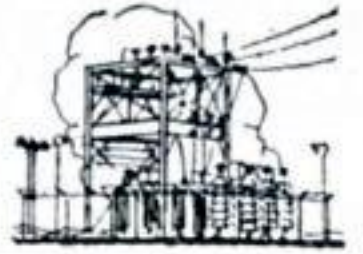
The new ice plant was put in operation on June 16, first ice being pulled on June 20. The New Waverly ice dealer who has been buying ice from the Conroe plant is now taking ice from the Huntsville plant. Efforts are being made to secure the ice business of the Walker County Lumber Company at Elmina. Their business, which amounts to approximately eighty-five tons per month during the ice season, is at present being supplied from Houston.

The Red Ball Motor Bus Company, which formerly operated the Dallas-Houston bus lines, has sold its interests to Mr. R. C. Bowen of the West Texas Coaches Company, Inc., of Fort Worth. The latter company has leased property for the location of a modern bus terminal for all bus lines operating out of this city.

Ten building permits were issued during the month by the city, totaling \$5,142.

Cotton crop indications in this vicinity and in Walker County are very good this season. It is estimated that there will be approximately 15,000 bales of cotton ginned in Walker County this year. This will represent an increase over previous years and is due to more intensive farming and the favorable weather of this season.





## KOSSE

E. S. White, a local merchant, is obtaining data relative to the number of turkeys raised here so that he may determine the advisability of erecting a turkey pickery.

Crop conditions are better than for several years, and business in general is on the upgrade.

## MADISONVILLE

Construction of our high line extension to Midway has begun and it is expected that it will be completed in time for cotton ginning which begins August 1, or shortly thereafter.

E. M. Forrest is erecting a new five stand gin in Midway to be operated by 100 h.p. motor.

All crops in this section are better than for many years past.

Three old houses in Madisonville, the Masonic Hall in Bedias and one new residence in Normangee were wired and connected for electric service during June.

## NAVASOTA

It is hoped to inaugurate free city mail delivery during the month of July; the Women's Civic Club is installing mail boxes.

Several houses have been remodeled during the month, one being a two story house on Tenth Street which was completely remodeled and made into an attractive looking apartment house. The Misses Chinksi's are building a new two-story English type home on Youens Street. It is to be equipped electrically. A new building of hollow tile is being built on the vacant corner by the Baylor-Dawson Buick Company on LaSalle Street. This building will be occupied by a sandwich shop and confectionery.

Four stores closed during the month of June—the Litt Grocery Company, Post Office Cafe, Longmier's Market and the Texas Upholstery Company.

## MONTGOMERY

On July 1 there were fifty-four customers connected to our lines in this town, among them being five G. E. refrigerator users.

Service is now being given from 5:00 a. m. to midnight and five or six more customers will probably be on the lines before the end of July.

## SOMERVILLE

The new high school building is almost completed. This building will contain fourteen large class rooms, with an auditorium steam heated, and many other modern conveniences will be used.

The sewerage system work is progressing rapidly. At the end of June approximately one and three quarter miles of sewerage tile have been laid. The work is being done by E. L. Dalton of Dallas.

The tie plant is running at full capacity, having three shifts of men working eight hours. They have a quantity of timber in the yard to be treated.

Work has been started on the installation of an additional unit so that the gin load can be handled. The 100 h.p. unit is being transferred from Cleveland. The new unit will probably be in operation by the 25th of the month.

## TRINITY

The new Methodist Church that was started here several weeks ago is nearing completion. The new garage and filling station belonging to Smith & Blackburn is nearing completion and will be ready for occupancy within the next two weeks.

The old building that was occupied by Meekins-Frazier Dry Goods Company is being torn down and a beautiful brick building will be erected. The frame building which is being demolished is the last structure of this material in the business district.

The Trinity Manufacturing Company is installing electric equipment for sawing logs which are to be worked into baskets.

Trinity has organized a Lions Club with forty-two members.





Here are some snapshots Jess Chandler sent Plain Talks. They were minus names or other information so we'll just have to pass them along unembellished, as it were, hoping you will recognize them.

## SAFE OPERATORS ENJOY OUTING

Trainmen of Eastern Texas Electric Company, Beaumont division, who won in the safety contest for June, were rewarded with an outing to Willard's Lake, Village Creek, on July 26.

Led by Superintendent Singleton, O. W. Gaines and F. S. Sheffield, the party motored to the creek and spent the late afternoon fishing. Supper was served under the pine trees and returns of the Tunney-Heeney fight were brought in by Cecil Nantz of the Distribution Department on his portable radio.

Later the boys indulged in some very original games such as ring-around-the-ice-tub, hiding-the-hot-dog and pouring-pop-on-pretty-papas.

Those taking part in the outing, aside from invited guests, were R. M. Beasley, A. Christopher, R. L. Claibourne, W. L. Coggins, A. W. Cox, M. O. Crain, A. L. Dillard, D. Duhon, A. Irwin, H. H. Goza, D. C. Johnson, L. Locature, J. W. Mayton, B. F. Monroe, P. P. Nesom, G. A. Smith, V. Stephenson, L. Stout, L. Tucker, S. W. Van Norman, B. Waters, J. F. Rhowedder, C. A. Boyd, J. W. Christopher, L. R. Roley.

Agatha—"It says here in the story 'She pressed her hungry lips to his and for three whole hours kissed his lips.' How ridiculous! Can you imagine kissing a man for three hours?"

Miranda—"Three hours? I've imagined it all of life."—Dartmouth Jack o'Lantern.

## SALES DEPARTMENT "SHAKE-UPS"

L. Goodwin, who has been with the department in Orange, has been transferred to the Western Public Service Company at Calvert. The position left vacant by Mr. Goodwin has been filled by Ellis Taylor, former student in Beaumont.

"Doc" Charlton, student, has been made assistant District Representative of District 10.

Evidently the Sales Department boys found plenty of entertainment at the picnic as only about four of them made their appearance in the athletic events. Those who did come out gathered a few points and should be complimented for representing the department.

Porter Johnson, a graduate of South Park College who has been attending Texas University, has been added to the force as a student.

Joe Hatley has become the proud "papa" of a fine baby girl. The new daughter took up her residence with Mr. and Mrs. Hatley, Friday, the 13th of July.

Cecil Keith is now in charge of merchandise sales in Orange.

Ray Blanchette has been moved from the Repair Department to a student's position, and J. E. Smith and Frank Quaidy are new employes with the Repair Department.





If you are at all an "Old Timer" in the organization at Beaumont, you know this young man.

Oliver Potts worked for the company before he decided to change bosses and work a while for Uncle Sam.

Oliver—you've guessed it by the uniform—is in the Navy now and has been for some time, and we secured this recent picture of him from his dad, J. O. Potts, who is a mighty proud parent.

Oliver served with us as office boy when he was just a little shaver and later worked under his dad in the line department.

For a year and a half he has been serving with Uncle Sam. He was stationed for a time at Hampton Rhodes. He was on the U. S. S. Lexington when she made her record run to Honolulu early this year.

He is now stationed aboard the battleship New York and the last letter the folks had was from Seattle. Oliver was 20 years old a few days ago.

—o—  
"Marriage," said the philosopher, "is like a railroad sign. When you see a pretty girl you stop; then you look, and after you're married you listen."

## Cleveland Now Using Beaumont Electricity

From the Cleveland Advocate, Aug. 2, 1928

Last Saturday afternoon, through the courtesy of Superintendent R. C. Wasson of the Western Public Service Company, this editor had the privilege of turning Cleveland on to the high power transmission lines running from Beaumont to Navasota, and serving towns between.

We also had the honor of stopping the big engine that has so faithfully served Cleveland during the past years, and as it coughed and slowly died, a feeling of sadness was evident on the faces of those who were present to see this step in the progress of our city.

The old method has served its day and had to step aside for more modern ways—as is the case with all things—and while there is a feeling of sadness at parting from an old friend that has faithfully served us, yet there is rejoicing at the progress that is made.

Cleveland now has the same power and the same service that the larger cities have, and the cutting in on the big transmission lines was marked by an announcement of the reduction of lighting and other electric rates at this place, which was made possible by the more efficient methods. With the cheaper rates, there will be better service, the entire method being more efficiency at less cost to the public.

The old plant is being dismantled and will be shipped to Somerville, the high power lines not extending to that city.

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—o—  
Cop—"Say, you, get that car out of here!"

Student—"We're just necking, officer."

Cop—"Oh, pardon me; I thought you'd parked next to that fire plug by accident."

—o—  
"Your money or your life, snarled a holdup man to a young victim.

"Take my life then," suggested the latter. "I need the money to take my girl to the movies tomorrow evening."

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Egbert Henry, whose marriage to Miss Mary Farrington is reported elsewhere in this issue, was recently transferred from Conroe, where he was cashier, to the Auditing Department at Beaumont.

### TEN ELECTRICAL COMMANDMENTS

1. Thou shalt have no needless drudgery in thy home—delegating to electricity all wearisome tasks.
2. Remember the cellar light and don't leave it burning.
3. Thou shalt not permit the cords of thy appliances to become frayed and worn, and easy prey to short circuits.
4. Thou shalt not allow the frost to gather to an unseemingly depth upon the freezing unit of thy refrigerator.
5. Remember the bag of thy vacuum cleaner to keep it empty.
6. Thou shalt not forget that electricity is cheaper than eyesight, and shall use freely of the first to preserve the second.
7. Thou shalt not tax thy electric circuits beyond their capacity lest they blow out their fuses.
8. Thou shalt not fail to keep extra bulbs in the house against the day when they shall surely be needed.
9. Thou shalt have at least one light in every room controlled by a switch near each door—thus will you save much stubbing of toes and barking of shins.
10. Thou shalt utilize thy toaster and thy percolator and all thy table appliances to the fullest extent, for thus wilt thou add to thy own comfort and thy family's enjoyment.

**EARN EXTRA  
MONEY  
6-60'S**

#### ORANGE

Mr. J. B. Crapp of the Meter Department has just recently been transferred to Huntsville, Texas. Garret Hagler of the Beaumont Meter Department is filling Mr. Crapp's place in Orange.

The Service Department has two of the best salesmen in Orange. Charlie Cole and George Parish, meter service crew, are always on the lookout for prospects. They know everybody in Orange, where they live and how their credit is. These two and the Service Dodge have officiated at about every G. E. and Range installation this year, saving the D. R.'s plenty grief and the company considerable in drayage bills. Besides that, they can nearly always be sold on the idea that its their time to buy coffee. We owe them both a vote of thanks.

Miss Allen has just returned from a two weeks' vacation and reports a wonderful time.

Very strange co-incident that lipstick was found on Jimmie's shirt, when a certain young lady was seen to be rearranging her make-up.

**SELL  
6-60'S  
IN  
SEPTEMBER**





T H E L A U G H P A G E

Servant—"You know that old vase, mum, you said had been handed down from generation to generation?"

Mistress (anxiously)—"Yes."

Servant—"Well, this generation has dropped it."

A Russian was being led off to execution by a squad of Bolshevik soldiers on a rainy morning.

"What brutes you Bolsheviks are," grumbled the doomed one, "to march me through a rain like this!"

"How about us?" retorted one of the squad. "We have got to march back."

Wife—"Oh, you needn't think you're so wonderful. The night you proposed to me you looked absolutely silly!"

Husband—"A coincidence. The fact is, I was absolutely silly."

"How's your son's young wife gettin' along on the farm?"

"No good at all, them city girls never was. He'd a darn sight better have spent a bit more and bought a milkin' machine."

"What is your worst sin, my child?"

"My vanity—I spend hours before the mirror admiring my beauty."

"That is not vanity—that is imagination."

She—"What happened to you? Were you in an accident?"

He—"No, I was being shaved by a lady barber when a mouse ran across the floor."

Will—"What's become of the pet woodpecker you used to have?"

Bill—"I sold him to an antique furniture dealer, and he's got the poor thing working 18 hours a day making worm holes in tables."

George—"Why hasn't daddy much hair?"

Mother—"Because he thinks a lot darling!"

George (pause)—"But why have you got such a lot, mummie—?"

Mother — "Get - on - with-your-breakfast!"

Two men had to put up at a road side inn for a night and were told they would have to share a bed.

"But you will be comfortable," said the landlord. "The mattress is a feather one."

Early next morning one of the men woke the other.

"Change places," he said, "it's my time to lie on the feather."

Boy (holding trout)—"No, mister, I don't want to sell him."

Fisherman—"Just let me measure him, so I can say truthfully how big the trout was that got away from me."

She—"It's nearly six weeks now since baby was born. Have you told the registrar yet?"

He—"If the registrar lives anywhere within a 10 miles radius, he'll know already."

"Got any old clothes for the heathen?"

"My daughter has some cast-off garments, but I'm afraid the heathen wouldn't wear such clothes."

Hortense—"And do you think he was in earnest when he proposed to you?"

Marjorie—"Yes—his cigarette went out and he didn't notice it."

Yvonne—"What would you do if you had had five dates with a man and he had never attempted to kiss you?"

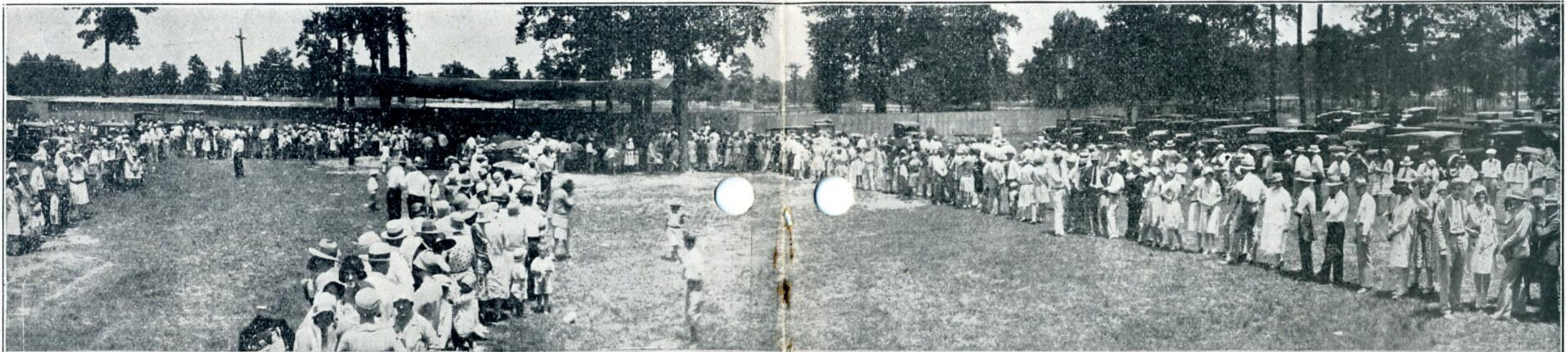
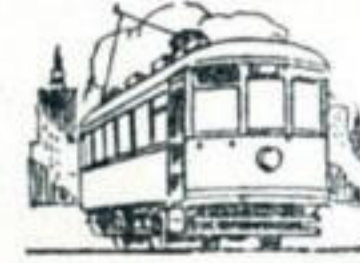
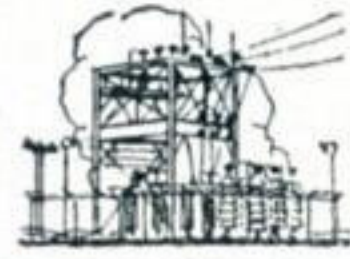
Paulette—"I'd lie about it."



TO FOSTER COMMUN-  
ITY PRIDE BY PRO-  
VIDING A SERVICE  
THAT ESTABLISHES  
A STANDARD FOR  
OTHER CITIES—IS  
THE CIVIC DUTY OF  
THIS COMPANY.







↑ PLAY BALL  
SO THIS  
IS CROQUET  
GOLF! ↓

↑ ROBBIE

SEE SAW ↑

WELCOME G.S. OPEN  
TALKS TO ALL  
OPEN  
6-10 PM - 2-10 PM

THE BRADERS

↑ STAR  
STAHL

GRRRRRR!

↑ A FAST BUNCH  
ON THE TRACK  
↓ GIDDAP HORSIE!

RAY

↑ SANDPILE GANG  
← CAREFUL, NOW!

FULL UP!

FROM ↑  
NAVASOTA

STORY HOUR

NOTICE  
THE AR-  
TILLERY

BETTY  
JEAN

TOOTIN'  
THEIR  
OWN →

↑ PROUD  
PAPA