



For Freedom's Sake

BUY WAR BONDS

PLAIN TALKS

JUNE 1943

Let each of us fighting the war relatively secure on the home front, solemnly resolve anew that in the days ahead we will do everything we can, individually and collectively, to bring about Victory at the earliest possible moment and do nothing that will delay Victory a single moment...



With The Colors



AS OF JUNE 15, 1943

★ ★ IN THE ARMY 200 ★ ★ ★ IN THE NAVY 92 ★ ★ ★ IN THE MARINES 6 ★ ★ ★ TOTAL 298 ★ ★

ARMY

Akins, M. O., Baton Rouge
 Allgood, G. I., Lake Charles
 Allison, Mildred, Beaumont
 Andrus, L., Lake Charles
 Atkins, J. W., Jr., Beaumont
 Bacon, R. C., Beaumont
 Baden, H. A., Baton Rouge
 Baker, P. W., Port Arthur
 Ball, W. A., Jr., Beaumont
 Barron, C. B., Beaumont
 Benton, C. M., Baton Rouge
 Blanchard, H. T., Baton Rouge
 ★ Blanchard, R. A., Baton Rouge
 Bloxom, R. M., Lake Charles
 Bobino, Willie, Beaumont
 Bolton, F. L., Winnie
 Bonura, C. J., Beaumont
 Braswell, J. L., Beaumont
 Breaux, M. L., Port Arthur
 Briggs, C. W., Baton Rouge
 Brock, K. P., Liberty
 Brown, L. J., Lafayette
 Bush, L., Port Arthur
 Bushnell, K., Beaumont
 Cain, D., Baton Rouge
 Canizaro, B. G., Beaumont
 Carnes, G. L., Jr., Beaumont
 Carpenter, A. W., Baton Rouge
 Carpenter, N. G., Lake Charles
 Cassels, J. B., Nederland
 Charlton, H. S., Baton Rouge
 Christian, L. C., Jr., Lake Charles
 Clement, J. L., Baton Rouge
 Cole, E., Beaumont
 Cole, H. S., Lake Charles
 Colyer, C. M., Lake Charles
 Conway, A. L., Beaumont
 Cook, Katherine, Baton Rouge
 Cox, C. B., Beaumont
 Cryer, E. M., Port Arthur
 Cummins, L. C., Navasota
 Daigre, F. B., Baton Rouge
 Davis, S. E., Baton Rouge
 Davis, V. E., Beaumont
 Denham, P., Baton Rouge
 Dennison, H., Lake Charles
 Deutser, H. J., Jr., Beaumont
 Dickerson, H. R., Beaumont
 Donald, H. P., Beaumont
 Dorsey, J., Baton Rouge
 Ebow, S., Lafayette
 Echart, J. F., Beaumont
 Elkins, F., Port Arthur
 Elkins, J. A., Alvin
 Ellis, J. A., Baton Rouge
 Ellis, R. H., Beaumont
 Faust, L. R., Baton Rouge
 Faver, W. V., Jr., Beaumont
 Fitch, N. C., Beaumont
 Fontenot, W. E., Lake Charles
 Ford, L. M., Lake Charles
 Ford, W. H., Jennings
 Franques, R., Lake Charles
 Fredericks, J. A., Baton Rouge
 Gaines, H., Baton Rouge
 Garrett, T. B., Beaumont
 Gary, C. J., Lake Charles
 Gary, T., Beaumont
 Geiger, G. A., Beaumont
 Glover, C. A., Baton Rouge
 Goodwin, L., Lake Charles
 Graves, J. T., Baton Rouge
 Griner, J. E., Jr., Beaumont

Handley, G. P., Lake Charles
 Harrell, L. W., Baton Rouge
 Hays, R. H., Baton Rouge
 Hebert, A. L., Baton Rouge
 Hebert, H. J., Port Arthur
 Hebert, S. J., Port Arthur
 Hemphill, J. S., Orange
 Henderson, J. M., Baton Rouge
 Henry, J. M., Beaumont
 Herndon, W. H., Jr., Baton Rouge
 Herrington, J. E., Baton Rouge
 Hodges, T. T., Orange
 Holman, J. T., Lake Charles
 Holmes, M. R., Baton Rouge
 Hughey, A., Port Arthur
 Humphries, B. H., Baton Rouge
 Hunter, O., Baton Rouge
 Inglehart, J. K., Huntsville
 Jacobs, L. J., Lafayette
 James, F., Beaumont
 Jameson, Agnes, Navasota
 Jeanne, G. S., Lake Charles
 Jensen, M. N., Beaumont
 Johnson, A. J., Orange
 Johnson, C. E., Beaumont
 Jones, J. K., Beaumont
 Josey, J. L., Beaumont
 Jumel, K. L., Baton Rouge
 Kaltwasser, E. E., Huntsville
 Kernan, J. A., Jr., Baton Rouge
 Kirkwood, R., Jr., Baton Rouge
 Kornegay, F., Liberty
 Krebs, S. F., Beaumont
 Kuntze, J. W., Port Arthur
 Ladue, W., Baton Rouge
 Lahaye, E. J., Port Arthur
 Landry, L. P., Baton Rouge
 Langford, A. T., Navasota
 Laughlin, D., Port Arthur
 Lea, P. H., Liberty
 Lee, M. P., Baton Rouge
 Leonhardy, Mary, Baton Rouge
 Lewis, J. L., Baton Rouge
 Linscomb, D. B., Orange
 Linscomb, T., Orange
 Little, W. K., Baton Rouge
 Lyon, J. W., Baton Rouge
 Madigan, E. P., Baton Rouge
 Maris, E. L., Franklin
 Martin, S. T., Beaumont
 Mary, A. J., Baton Rouge
 May, J. M., Jr., Baton Rouge
 McAlpine, R. A., Beaumont
 McCann, J. R., Beaumont
 McClelland, J. H., Jr., Beaumont
 McGee, V. V., Port Arthur
 McGraw, R. A., Baton Rouge
 McGuire, D. L., Baton Rouge
 McKenzie, S. A., Baton Rouge
 Merrick, O., Baton Rouge
 Middleton, F. W., Jr., Baton R.
 Mire, L. S., Baton Rouge
 Moore, Docia, Orange
 Morgan, W. P., Baton Rouge
 Murchison, W. O., Beaumont
 Murray, G. R., Beaumont
 Murray, J. R., Orange
 Muse, C. H., Conroe
 Nantz, Fern, Beaumont
 Nevils, E. H., Beaumont
 Northcutt, H. H., Beaumont
 Nott, L. W., Port Arthur
 Odom, B. Y., Beaumont
 Patin, J. F., Baton Rouge
 Paul, M. C., Beaumont
 Pennington, R. C., Baton Rouge

Petkovsek, R. S., Beaumont
 Pfeiffer, C. A., Beaumont
 Pharr, W. W., Beaumont
 Pool, V. F., Navasota
 Porter, Bobbie, Beaumont
 Pugh, W. A., Beaumont
 Reese, Marian, Beaumont
 Richardson, B. A., Alvin
 Richardson, J. P., Beaumont
 Richardson, W. B., Beaumont
 Riley, T. N., Beaumont
 Riser, W. A., Port Arthur
 Risher, L. M., Jr., Jennings
 Sadler, L. A., Calvert
 Sanders, H. C., Orange
 Sanchez, L. G., Baton Rouge
 Schaefer, C. F., Navasota
 Schiller, A. L., Navasota
 Sedberry, J. M., Jr., Beaumont
 Shreve, J. W., Baton Rouge
 Small, S. B., Beaumont
 Smith, M. D., Navasota
 Spurlock, L. O., Beaumont
 Stiteler, T. W., Beaumont
 Stone, R. M., Navasota
 Stovall, G. W., Baton Rouge
 Strachn, C. H., Jr., Beaumont
 Sullivan, L. A., Jr., Lake Charles
 Sumrall, H., Baton Rouge
 Taylor, A. H., Baton Rouge
 Thompson, F. R., Jr., Baton Rouge
 Thompson, L. L., Beaumont
 Trice, J. T., Baton Rouge
 True, J. G., Lake Charles
 Turbeville, A. R., Lake Charles
 Turner, F. L., Beaumont
 Umphrey, S. B., Port Arthur
 Walker, D., Baton Rouge
 Wall, H. J., Lafayette
 Watson, A. N., Baton Rouge
 Watson, J. H., Baton Rouge
 Weller, F. R., Beaumont
 Whipple, J. R., Lake Charles
 Whitaker, E. B., Baton Rouge
 Whitson, A. L., Beaumont
 Wickey, J. R., Navasota
 Wilkins, D. G., Lake Charles
 Will, S. C., Port Arthur
 Williams, H. A., Baton Rouge
 Wofford, P. O., Beaumont
 Wood, E. L., Conroe

NAVY

Adams, A. A., Jennings
 Adams, C. D., Baton Rouge
 Armstrong, F., Conroe
 Atha, R. I., Beaumont
 Baillio, E. M., Baton Rouge
 Baird, A. W., Port Arthur
 Ballard, H. W., Baton Rouge
 Barnes, F. E., Lake Charles
 Bennett, R. E., Beaumont
 Billodeaux, J. W., Jennings
 Boles, C., Navasota
 Boring, C. J., Navasota
 Boudreaux, M. J., Lafayette
 Buell, M. N., Baton Rouge
 Burgess, R. L., Lake Charles
 Campo, B. L., Jr., Baton Rouge
 Carr, H. H., Beaumont
 Cart, Z. T., Lake Charles
 Carver, M. L., Lake Charles
 Cazes, W. L., Baton Rouge
 Chambers, C. E., Baton Rouge
 Cole, J. W., Lake Charles
 DeLamatyr, G. T., Baton Rouge
 Doucet, C. W., Orange

Duff, C. T., Jr., Beaumont
 Elms, H. A., Lake Charles
 Ener, J. B., Beaumont
 Ethell, G. K., Beaumont
 Fabre, J. M., Baton Rouge
 Farlow, J. C., Lake Charles
 Fortenberry, C. A., Jr., Baton R.
 Franklin, K., Calvert
 Fugler, S. C., Baton Rouge
 Garner, E. H., Port Arthur
 Garon, D. V., Baton Rouge
 Garrison, B. R., Baton Rouge
 Garvey, C. C., Baton Rouge
 George, C. W., Baton Rouge
 Glach, S., Orange
 Griffith, D. W., Beaumont
 Harder, Dorothy, Beaumont
 Heil, H. M., Beaumont
 Hill, G. L., Maringouin
 Hine, A. E., Jennings
 Holland, V. L., Baton Rouge
 Hurt, W. M., Beaumont
 Johansen, A. J., Port Arthur
 Johnston, J. C., Conroe
 Jones, F. W., Beaumont
 Lamm, J. W. Jr., Gonzales
 Latimer, D. F., Baton Rouge
 Lavergne, P., Jennings
 LeBlanc, A. A., Lake Charles
 Little, Jessie, Baton Rouge
 Magee, H., Navasota
 Manley, R. S., Beaumont
 Marquette, P. J., Baton Rouge
 Matens, J. K., Baton Rouge
 McKnight, T. O., Jackson
 Miller, W. K., Beaumont
 Minton, D. R., Baton Rouge
 Morrison, D., Jasper
 Munson, H. B., Jr., Baton Rouge
 Netzer, C., Beaumont
 Parker, W. H., Jr., Baton Rouge
 Pearson, C. B., Baton Rouge
 Pettepher, C. S., Baton Rouge
 Poulson, A., Beaumont
 Powledge, B., Navasota
 Pratt, E. S., Baton Rouge
 Redfield, W. R., Baton Rouge
 Reese, R. F., Beaumont
 Reeves, H. H., Lake Charles
 Rice, G. N., Jr., Beaumont
 Route, E., Baton Rouge
 Rube, F. C., Baton Rouge
 Shaddock, Ada, Beaumont
 Smith, E. C., Beaumont
 Stewart, D. C., Baton Rouge
 Stracener, C. W., Beaumont
 Stuart, Susie, Beaumont
 Sturdivant, J. H., Beaumont
 Terrell, J. L., High Island
 Thomson, W. A., Orange
 Turley, E. G., Beaumont
 Versen, M. A., Baton Rouge
 Wallace, L. E., Baton Rouge
 ★ Warren, E. E., Conroe
 West, E. G., Baton Rouge
 Williams, G., Beaumont
 Young, E. E., Beaumont

MARINES

Bonnette, R. J., Jr., Baton Rouge
 Doiron, J. T., Beaumont
 Michel, K. V., Lake Charles
 Read, W. A., Jr., Beaumont
 Reed, H. H., Jennings
 Sanchez, J. F., Baton Rouge

★ Died in line of duty.

HOW'S BUSINESS ?

IN this issue of "Plain Talks" several pages are devoted to analysis and comments on information contained in the 1942 report of our company to its stockholders.

Under normal conditions, in the operation of a business, three interests must be served: The Customer, the Employee and the Investor. A fourth element now has entered the picture which takes precedence over all others: Our Nation's War Effort.

The company's customers have been accustomed to Gulf States' dependable service, and they may still rely on this high type of service which we continue to provide for normal requirements, while at the same time supplying increasing demands for wartime power.

Up to the present time, 286 men and 12 women have gone into the armed services from our organization, and the remaining personnel is maintaining its high standard of service under difficult war conditions, with fewer experienced employees, increasing work in certain departments, and a shortage of materials and facilities.

With shortages being felt in hundreds of other products, the ability of our company thus far to meet the tremendous emergency demands for power is due to providing reserve capacity during past years through a far-sighted policy of careful investment and expansion, and it is also a glowing tribute to the ability and efficiency of our organization.

DID YOU KNOW ?

Even New York, which has a reputation for doing everything in a big way was amazed at the proportions of the Port Neches rubber plant and a recent issue of the New York Daily News carried a long article on it.

Said the writer, "The Port Neches plant is probably the biggest single plant of pipes, towers and tanks that man has ever built. After one look at it, it is hard to believe we will ever junk this giant and turn back to natural rubber."



After the attempted bombing of Hitler in the Munich Brauhaus became known, the following notices appeared in the windows of several butcher shops in Prague the next morning:

"There will unfortunately be no lard or pork today as the swine wasn't killed yesterday."



From May 1, 1941, when War Savings Bonds (series E, F and G) were first offered for sale, through March 31, 1943, redemptions have been less than 3 1/2% of total sales. And redemptions during March this year, in spite of considerable speculation and talk concerning the effect that increased taxes might have on the sale and redemption of bonds, were only eighty-seven one-hundredths of one per cent of the total amount outstanding. Sales in March, 1943, were nearly 7% higher than in February, and more than 65% ahead of March, 1942.

No more 50 or 75 watt bulbs are being manufactured, which is okay with us because it simplifies the job of living. We are also relieved to learn that the number of styles of hand axes has been reduced from 382 to 147—we always had too many axes to grind.



Gulf States Utilities Company serves a territory of 27,000 square miles—larger than the states of Massachusetts, New Hampshire and New Jersey combined.



When the soldiers of an infantry company at Fort Devens, Mass., boast that every member of the company is buying War Savings Bonds, they are 101 per cent correct. Not satisfied with 100 per cent participation in the Bond buying campaign, the doughboys chipped in and bought a \$25 Bond for their mascot, a tiny black dog named "Blackout." When "Blackout's" Bond comes due, the money will go to the A.S.P.C.A.



The Wall Street Journal has given to the world this nugget: "Money is an article which may be used as a passport universally to everywhere except heaven, and as a universal provider of everything except happiness."

(Continued on page 11)



Our cover picture depicts the electric industry backing up Old Glory. The pledge asks that we do everything to aid and nothing to hinder the war effort.

But are we aware of the many ways in which we can contribute to bringing the day of victory closer, ways which may not have occurred to us, and in addition to the very important ones which Reddy Kilowatt suggests inside the back cover?

Check this list of a few of the things we can do. Some of them may require our spare time, some may necessitate further sacrifices, but all are important.

WE CAN:

- Avoid unnecessary expenditures to help prevent inflation.
- Cheerfully observe ration regulations and not hoard. Budget our ration points and not waste food.
- Conserve tires and gasoline. Share our car with others. Travel only when necessary.
- Work with Civilian Defense, Red Cross, or other volunteer groups.
- Do our best to stay healthy.
- Watch what we say and not spread rumors.
- Contribute to Red Cross and all War Relief funds.
- Observe dimout and blackout regulations to the letter.

LET'S DO WHAT WE CAN AND DO ALL WE CAN!

PLAIN TALKS

VOLUME 21 JUNE, 1943 No. 4

Published monthly by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Editor: Kenneth Sutton, Beaumont.

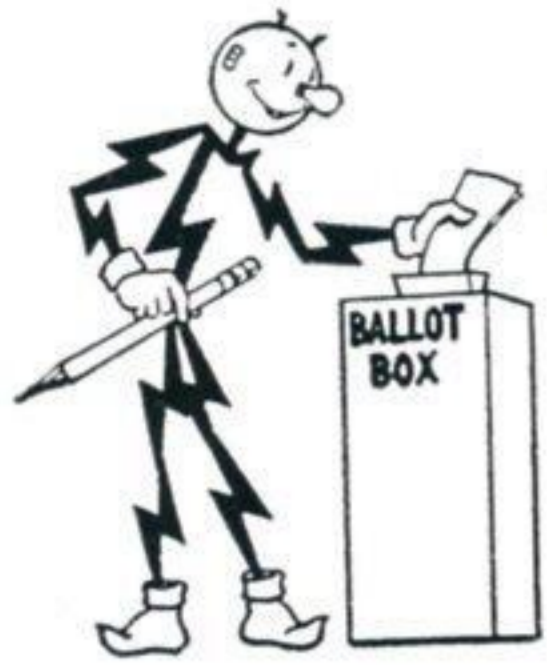
Louisiana News: Bill Callender, Baton Rouge.

Texas News: Bill Hammond, Beaumont.

Art Editor: Jack Gammage, Beaumont.

MEMBERS OF BENEFIT ASSOCIATION URGED TO VOTE FOR NEW BY-LAWS

*More Will Profit By Change, Officers Say
Polls Close June 28*



Your vote may be the deciding one!

That's the "campaign slogan" of officers and directors of the Employees' Benevolent Association of Texas and Lake Charles division in their drive to secure a vote of 100% of the membership in the election to

change the by-laws of the association so that a greater percentage of members will profit from association activities.

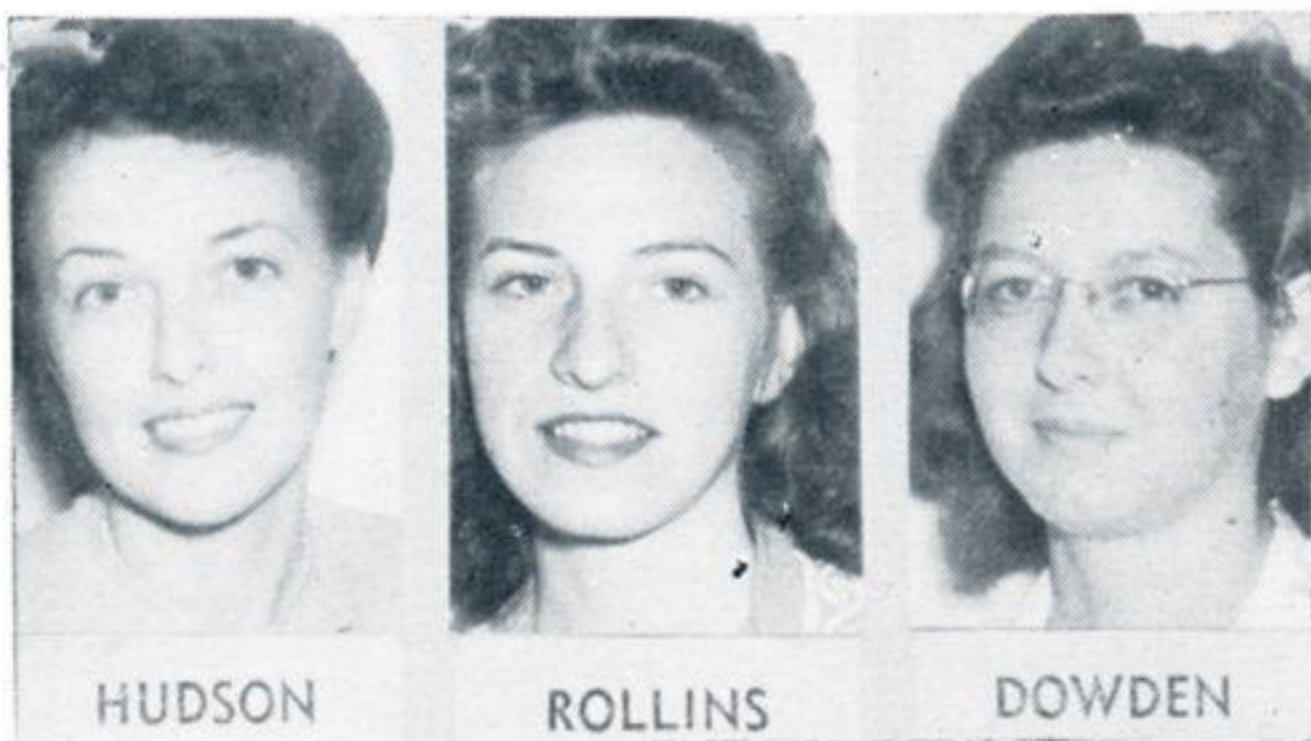
"The reason why the by-laws of our association should be amended are plentiful and easily understood", Cecil Nantz, president, points out. "For several years the distribution of benefits has been on an inequitable basis and discrimination has been prevalent among the members. For instance: If the Association that we pay our dues to for partial medical care allows the payment of \$290.00 to an individual who has had no medical expense whatsoever and yet allows such necessary medical expense as hospitalization, large doctor bills, nurses' fees, etc. to be borne by the member alone, then it is quite obvious that a certain amount of shifting of the money paid out in benefits is necessary if equality is to be maintained."

Plain Talks poses as no expert in judging the relative merits of benefits involved but does join wholeheartedly with the directors in urging all members to vote. That's the way to decide questions in any democratic institution. When the directors told us that after thorough study—and they have made a thorough study—they drew up the new by-laws so that a greater number of members would benefit more materially than has been the case in the past, we believed them because we know them to be honest, capable men and see no reason for them not to be prejudiced in favor of the majority. Our own study of the old and new by-laws confirms our confidence in the officers' judgment and we have voted for the change.

How you vote is your business—but be sure to vote.

Two-thirds of the membership must vote for the amendments for the new by-laws to win. That's why it's so important, as officers and directors point out, for everyone in favor of the changes to vote for them.

NEW EMPLOYEES



HUDSON

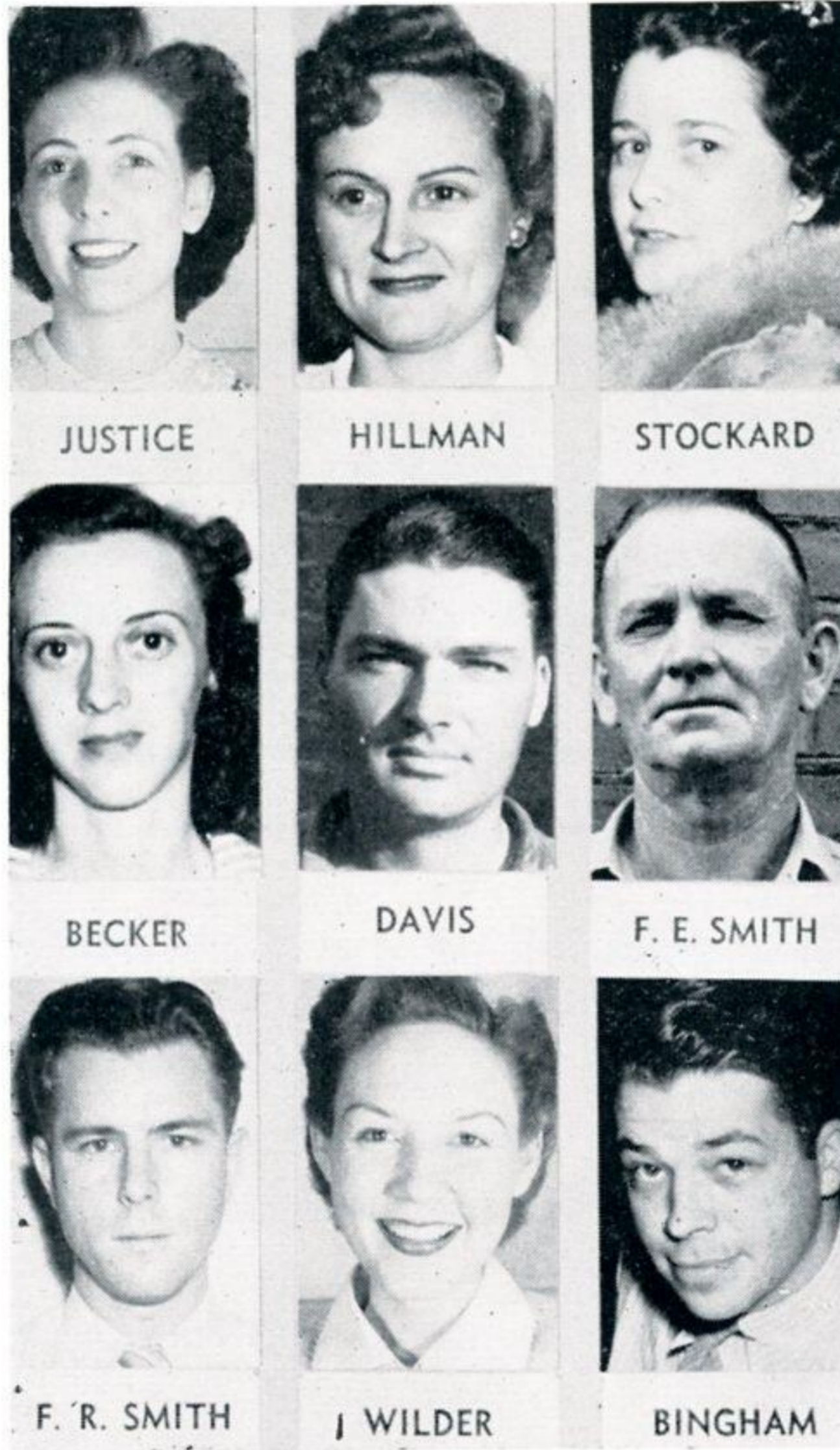
ROLLINS

DOWDEN

Howdy and welcome to these new members of Gulf States—Marjorie Rollins, Beaumont pbx — Rubye Hudson, Beaumont credit and collections — Sally Dowden, Beaumont billing — Loraine Dunham, Port Arthur customer contact — W. T. McCord, Liberty ice.

No pictures were available of Dunham and McCord.

TRANSFERS



Marie Justice, Baton Rouge, customer accounts to general accounting — Prentice Hillman, Beaumont, meter records to customer accounts — Jackie Stockard, home service advisor, Navasota to Port Arthur.

Marzee Becker, Beaumont, customer accounts to general accounting — Cohron Davis, Beaumont, line to engineering — F. E. Smith, Beaumont, service to line.

F. R. Smith, t & d, Beaumont to Port Arthur — Georgia Wilder, Baton Rouge, customer accounts to billing — Allen Bingham, Beaumont, general accounting to stores accounting—No picture was available of Marvin Seigler of Navasota who moved from substation to line.



"When the Hoopers started their Victory Garden I told 'em they'd need more soil!"

With the Colors . .



(SINCE THE LAST ISSUE)



TO THE ARMY — George A. Geiger, Jr., Beaumont line — A. T. Langford, Navasota ice.

TO THE NAVY — Albert W. Baird, Port Arthur engineering.

No picture was available of Langford.

Three more Gulf Staters have returned to their jobs after receiving honorable discharges from the service. W. W. Payne, Beaumont lineman, recently returned from the navy while the army released Preston L. Davis, Beaumont t & d, and C. E. Taylor who is now working as customer service representative in Beaumont. Prior to going into the armed forces Taylor was in Navasota sales.

GAS DIVISION THIRD IN NATIONAL SAFETY

Word received late in May from the American Gas Association reveals that our gas department in Baton Rouge ranked third in safety in 1942 among 72 "large unit" natural gas companies, and combination companies, of the country.

As a matter of fact, the gas department tied for first place with two other companies in the "large unit" division, none of which had a single lost-time accident last year. But because the others worked more hours, they were ranked above us. Our boys worked a total of 185,172 hours in 1942 without an accident.

As we reported last issue, the Baton Rouge division won the company plaque for the first quarter of 1943, and since April 1, it has been in the possession of Louisiana Station, first, electric department, second, and is now on display in the gas department until June 30, at which time it will go to the second-quarter winner.



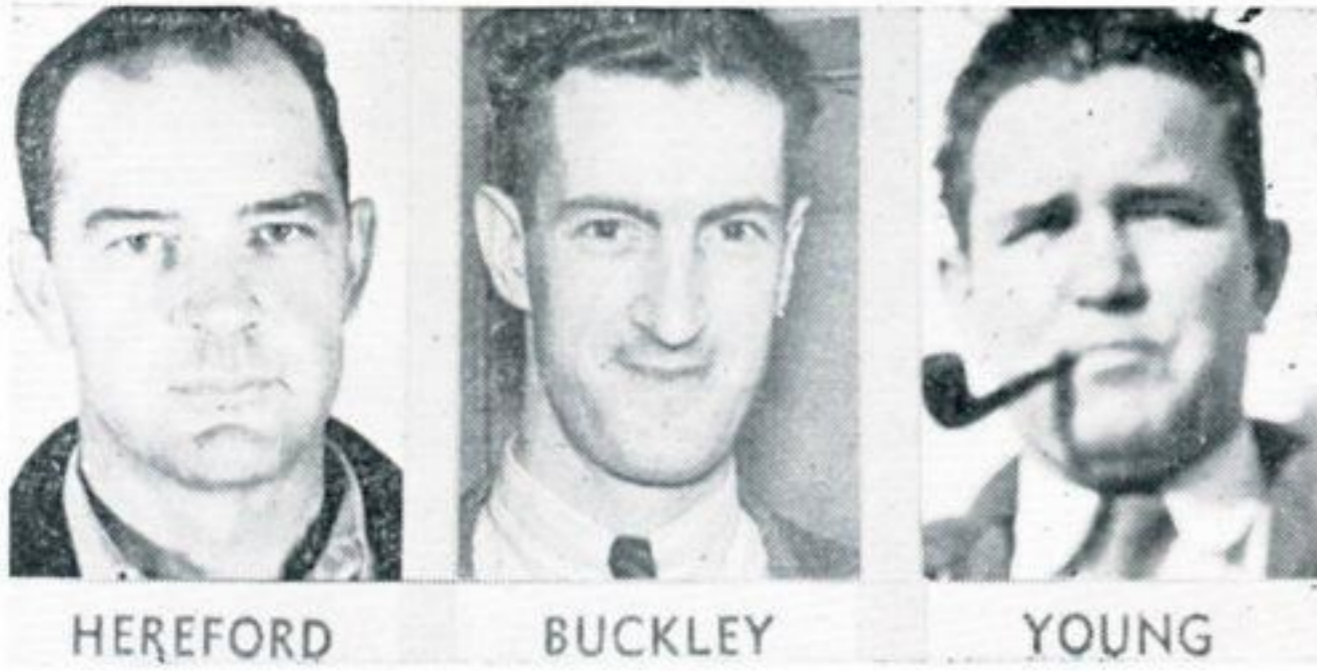
GROWING WITH GULF STATERS

Young Miss Reed celebrated her first birthday on May 30. She is the daughter of A. J. Reed, Beaumont production.



DONNA SUE REED

BLESSED EVENTS



HEREFORD

BUCKLEY

YOUNG

Latest addition to the C. M. Hereford family is Miss Mary Marguerite who was born May 22. Pop works in Beaumont line.

The W. T. Buckley's celebrated the June 2 arrival of a son, James Thornton. Father works in Beaumont accounting.

Slowly but surely good news always reaches us—we finally learn that S. B. Young, Lafayette clerk, became a proud papa way back on February 21. David Herndon is the young man's name.

News that L. J. Brown, Lafayette lineman, had joined the army reached us just in time to be included in the last minute news column of last issue.

What we didn't tell you at that time because we didn't know it ourselves, was that on April 24, just two days before Leopold donned the khaki, he became a papa. The young lady's name is Anna Louise.



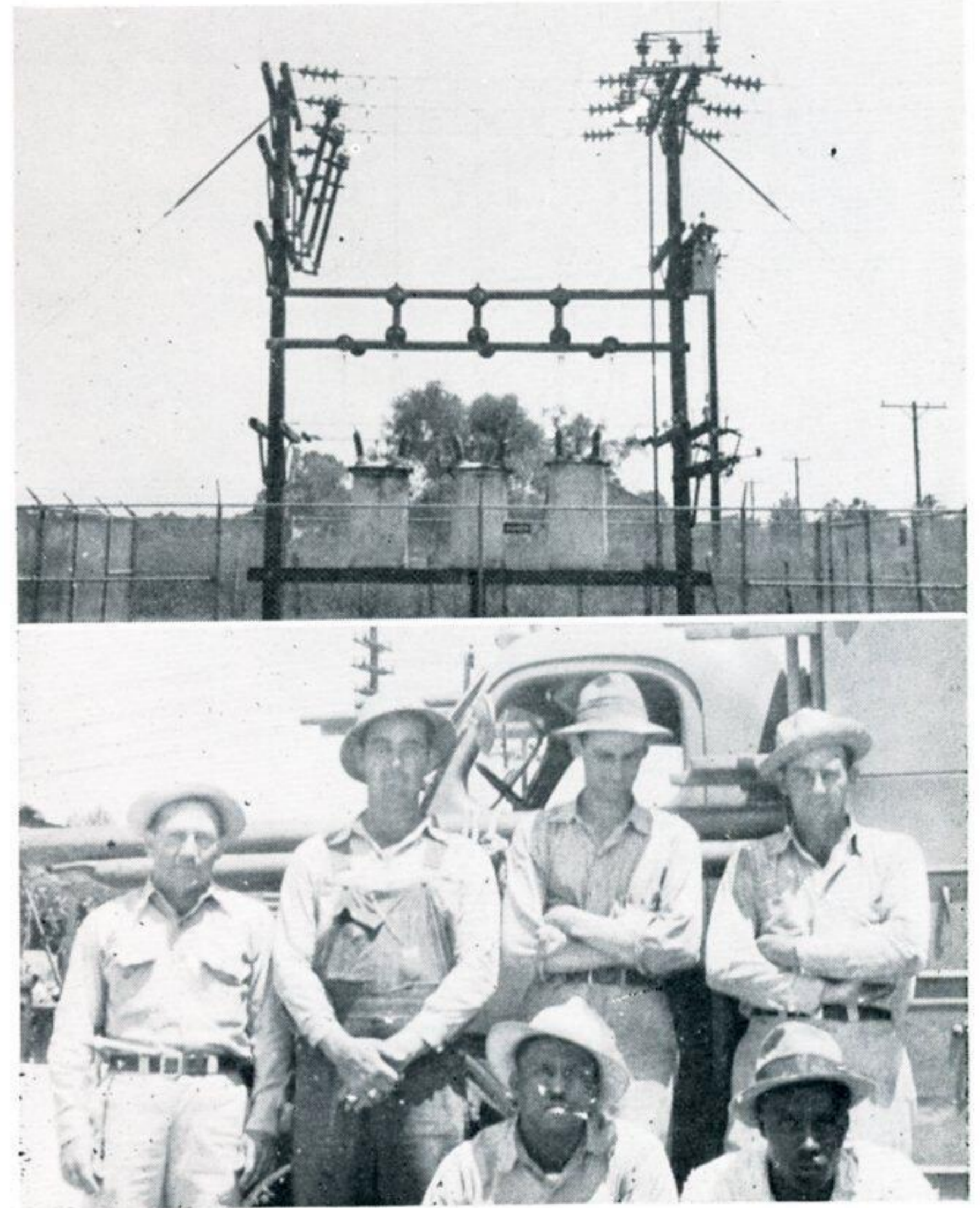
NEW SUBSTATION COMPLETED

A new, permanent Baker Substation, replacing the one which we reported destroyed by fire last December, has been completed at Baton Rouge and thanks to Joe Caruth of the electric department we have pictures of the new structure and the crew that built it.

Shortage of material necessitated the use of round timbers for mounting switches and for other uses where sawed timbers are ordinarily employed.

Of particular interest is the fact that all members of the crew, except the foreman, have had comparatively little experience in this type of work. Nevertheless they did an excellent job as the photo of the finished product testifies.

The load this station serves, has been carried since December by a temporary sub which F. F. Gaines, general line foreman, with two crews, had in operation just ten hours after the fire was discovered.



New Baker Substation and the crew that built it. Left to right—(standing) Foreman R. W. Hicks, H. G. Rogers, M. R. Robinson, and M. E. Martin—(kneeling) Joe Red and Damon Chinn.

(Plain Talks - September, 1922) (Under the heading "Temperament of Some Of The Beaumont Power Station Employees") W. W. Eckles; The only man living who has ever caused Steinmetz any anxiety about his job. He is also an accomplished musician, being proficient with a jews harp.

(Plain Talks - July, 1923) Shorty Herrin is back on the job after several months of enforced idleness caused by the loss of two fingers of his left hand and other burns received when he got tangled in some high voltage lines. Shorty is the mainstay of the trouble department and we are certainly glad to see him back.

SAFETY SLOGAN CONTEST WINNERS



HEINEN

"The Axis Best Pals, Our Careless Workers."



MRS. FUTCH

"Work Safely, Live Sanely, For Victory."



CARROLL

"Preach Safety; Practice What You Preach."



FONTANA

"Being Cautious, Avoiding Accidents, Gives Us Needed Manpower."

According to Safety Engineer C. P. Shirey, entries in the safety slogan contest are rolling in with each mail as employees from all departments all over the system are submitting so many good slogans that the judges are finding it no easy job to select winners.

As announced in "Safety News", official bulletin of the safety department, the winners for April were as follows:

First prize—\$5.00 in War Savings Stamps—R. J. Heinen, Lake Charles substation.

Prizes of \$1.00 in War Savings Stamps each went to—Dorothy

Futch, Beaumont customer service—W. P. Carroll, Navasota ice—A. G. Fontana, Beaumont stores accounting.

Note: June issue of "Safety News", just out, announced the winning slogans for May.

Martin Leger, Jennings lineman, won first prize of \$5.00 in war stamps. W. V. Westh, Baton Rouge production; Willie Mae Adlong, Beaumont advertising and F. C. Cordsen, Lake Charles engineering won prizes of \$1.00 in war stamps.

Pictures and details will be in next issue of Plain Talks.

OLD GLORY GOES UP AT NECHES STATION



A new flag pole has been erected inside the fence just to the left of the watchman's house at the front gate at Neches Station.

Several of the plant employees gathered May 7 for the first flag raising.

Left to right—M. B. Marshall, T. E. Crossan, M. Sharp, Red Burges, Ralph Eddins, Dick Lawton, Monte Stewart, Roy Henckel, C. O'Brien, Naomi Wiggins, Tom Ridley, Ollie Bauman.

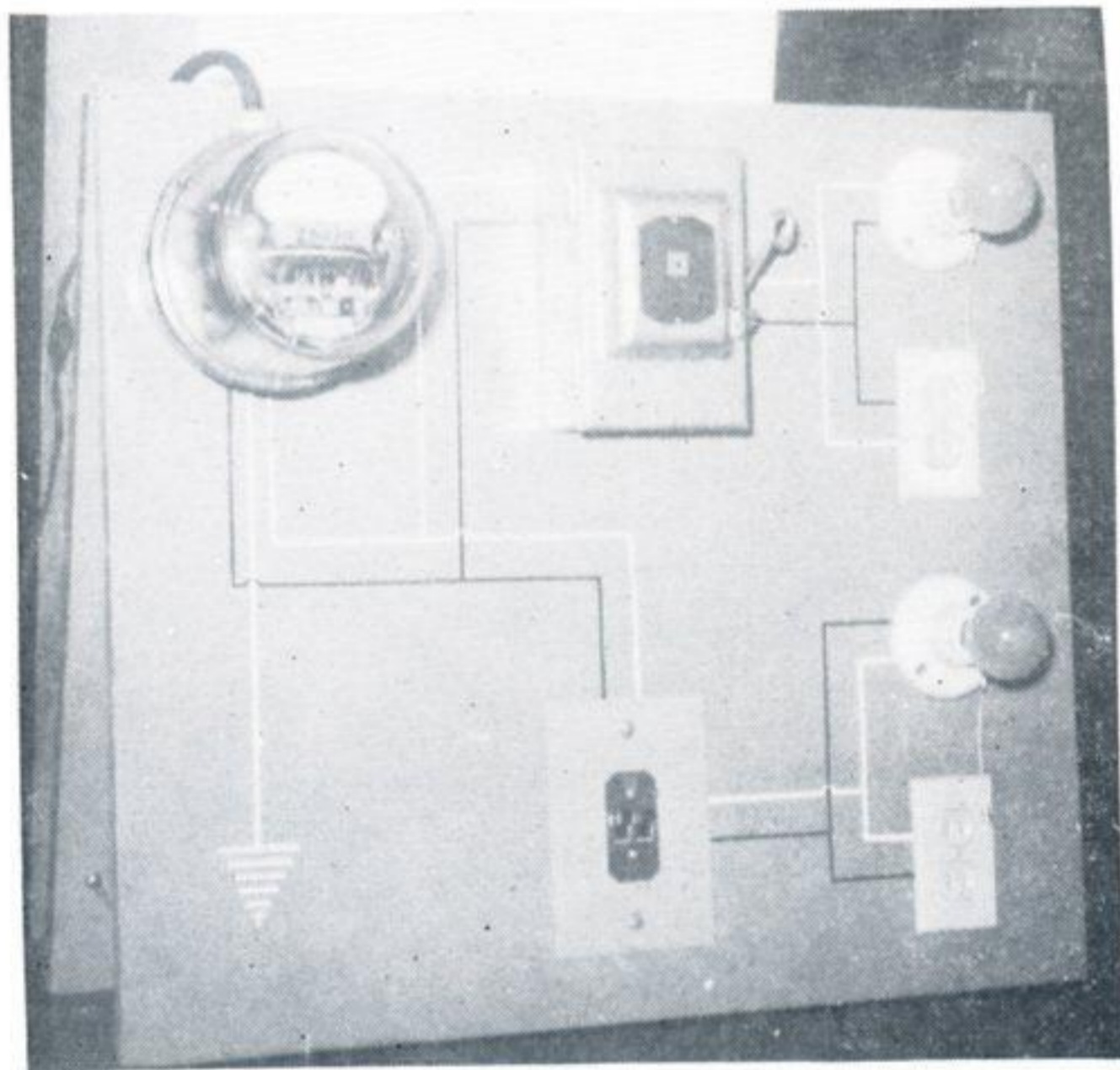
WEDDING BELLS

Loretta Weisenfelder of Beaumont customer accounts strode the middle aisle to the strains of Lohengrin on June 5 and is now Mrs. Emmett McKinley.



McKINLEY

DISPLAY SHOWS 'EM HOW



This display panel in our Baton Rouge store shows a simplified house circuit, and makes clear what happens when electricity enters the home.

V. P. Gayle, superintendent of customer services in Baton Rouge, designed the panel for use in talks before womens' clubs and schools on the subjects of home wiring and fuse replacement and Cecil Jenkins and J. E. Smith of the electric service department built it.

The display shows an appliance receptacle, a lamp receptacle and two types of fuse protection, the screw type and the circuit breaker type of fuses.

(Plain Talks - May, 1923) L. L. Landry who for the past five years has been an employee of the Beaumont power station, has been transferred to the Port Arthur plant and is getting better acquainted with members of that organization.

(Plain Talks - January, 1923) E. L. Robinson, who has charge of the monthly fire inspection of the property of this company, desires to compliment the Port Arthur division for the attention they are giving fire prevention, as in his last report, Mr. Robinson gave the Port Arthur division a score of 100 per cent. He stated that the equipment of the plant (fire protective and otherwise) is in excellent condition and too much praise cannot be accorded the men who are putting forth every effort to keep up this standard.

FROM BOMBS TO BARBECUE

Forty-two servicemen, members of the army group which is on tour staging simulated air-bombing attacks, laid aside their bombs and props to partake of a delicious barbecue lunch at the Gulf States home service cottage when the show was put on in Beaumont June 4.

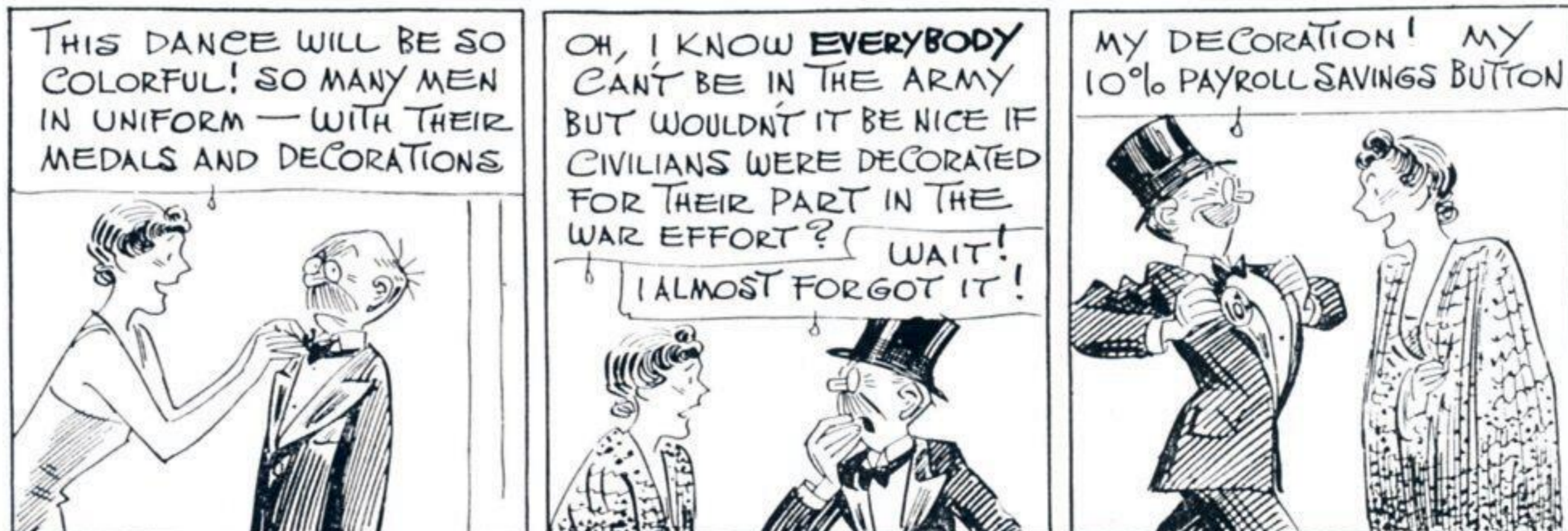
The food was provided and served by the local Red Cross canteen group and our Beaumont home service department loaned the facilities of the home service kitchen for preparing and serving.

Supper was also served the bomb show workers.



MR. & MRS. BADGE OF HONOR

By Arthur Folwell and Ellison Hoover





HOW OUR MONEY WAS SPENT IN 1942

TAXES —money set aside from the year's operations for the support of local, state and federal government (Taxes to federal government were \$2,353,000; state and local, \$878,000)	\$3,231,000
MATERIALS , supplies and services necessary to run the business, bought from others. (This includes gas and oil for making electricity, gas bought to sell customers, and supplies such as poles, wire and cable)	3,514,000
PAID SECURITY HOLDERS (whose money has built the property) in interest on their bonds and notes and dividends on their stock holdings)	2,433,000 *
WAGES and salaries paid	3,023,000

The above were the four principal channels in which funds flowed as a result of the year's operation of the business.



WHAT WE TOOK IN

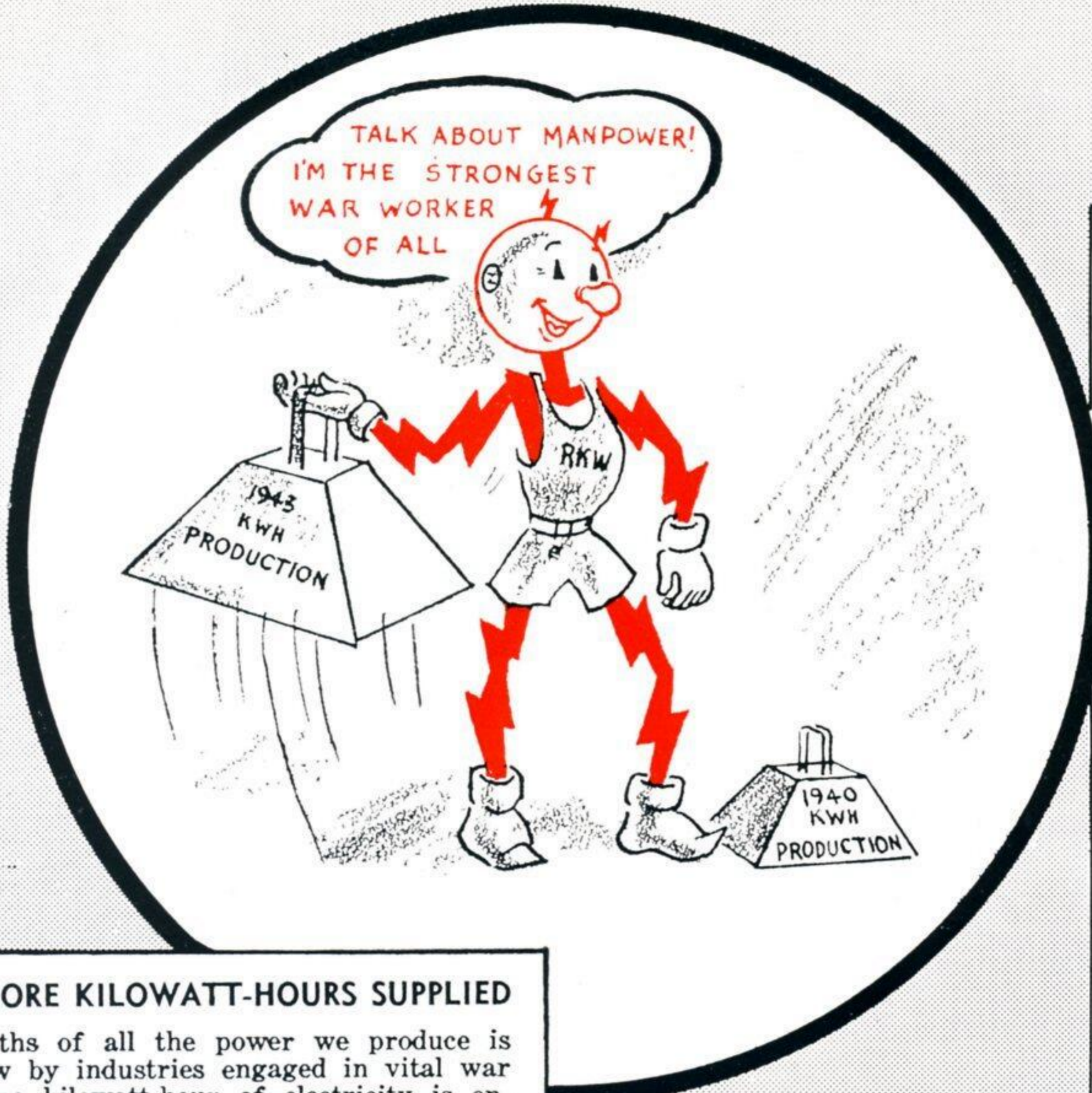
The principal sources of our system revenues during 1942 were:

FOR ELECTRIC SERVICES TO HOMES and farms throughout the five divisions of the Gulf States system, which are the Beaumont, Port Arthur, and Navasota divisions in Texas and the Baton Rouge and Lake Charles divisions in Louisiana	\$3,494,000
FOR ELECTRIC SERVICES TO INDUSTRIES and other commercial users	7,417,000
FOR GAS SERVICES by gas department operated in Baton Rouge, Louisiana and vicinity	764,000
FOR WATER SERVICES by water departments operated in Lake Charles, Carencro and Denham Springs, Louisiana, and Orange, Navasota, Calvert and Franklin, Texas	298,000
FOR STEAM supplied to large industrial customers in Baton Rouge, Louisiana	469,000
FOR ICE manufactured in a number of communities	130,000

* Since the plant investment of the company is more than \$62,000,000, the \$2,433,000 paid to security holders represents slightly less than 4 per cent on that amount.

NOTE: The totals of the above two groups of principal sources

of revenues and items of expenses would not balance if compared with each other because they do not include miscellaneous activities such as appliance merchandise, contributions, variations in materials and supplies held in stores, etc.



WE
 During the past net investment about generating capacity be prepared ahead of and as needed. In crease has been at the total investment of close of 1942 was \$ comes greater daily equipment to service



200,000,000 MORE KILOWATT-HOURS SUPPLIED
 Three-fourths of all the power we produce is being used now by industries engaged in vital war production. One kilowatt-hour of electricity is energy equivalent to one and one-third horsepower "at work" for one hour. All of this power was delivered the instant it was needed on the job.

1940	771,526,000 Kwh
1942	978,434,000 Kwh

CUSTOMERS USE MORE, PAY LESS
 The cost of living touches the pocketbook of every American. Despite the government's efforts to prevent inflation, most things, as you know, cost more. Most things cost more, it seems, except electric service. It's one thing that hasn't gone up.

Year	Average number of kilowatt-hours used per year by residential customers	Average amount the company received per kilowatt-hour of residential electric service furnished
1933	616 kwh	6.7c
1936	860 kwh	5.0c
1939	1,014 kwh	4.2c
1942	1,037 kwh	3.9c



NO "WAR PROFITS"
 There have been no so-called "war profits" far as our company is concerned. It does not operate on a cost-plus basis. We have assumed or guaranteed only that the cost of extension war industries shall be liquidated material the emergency. The rate of return on in 1942 was the lowest during the past
 Our company is owned by 2,462 composed of churches, colleges, banks, companies, charities and public institutions individuals. Of these, 953 reside in Texas or in Louisiana.

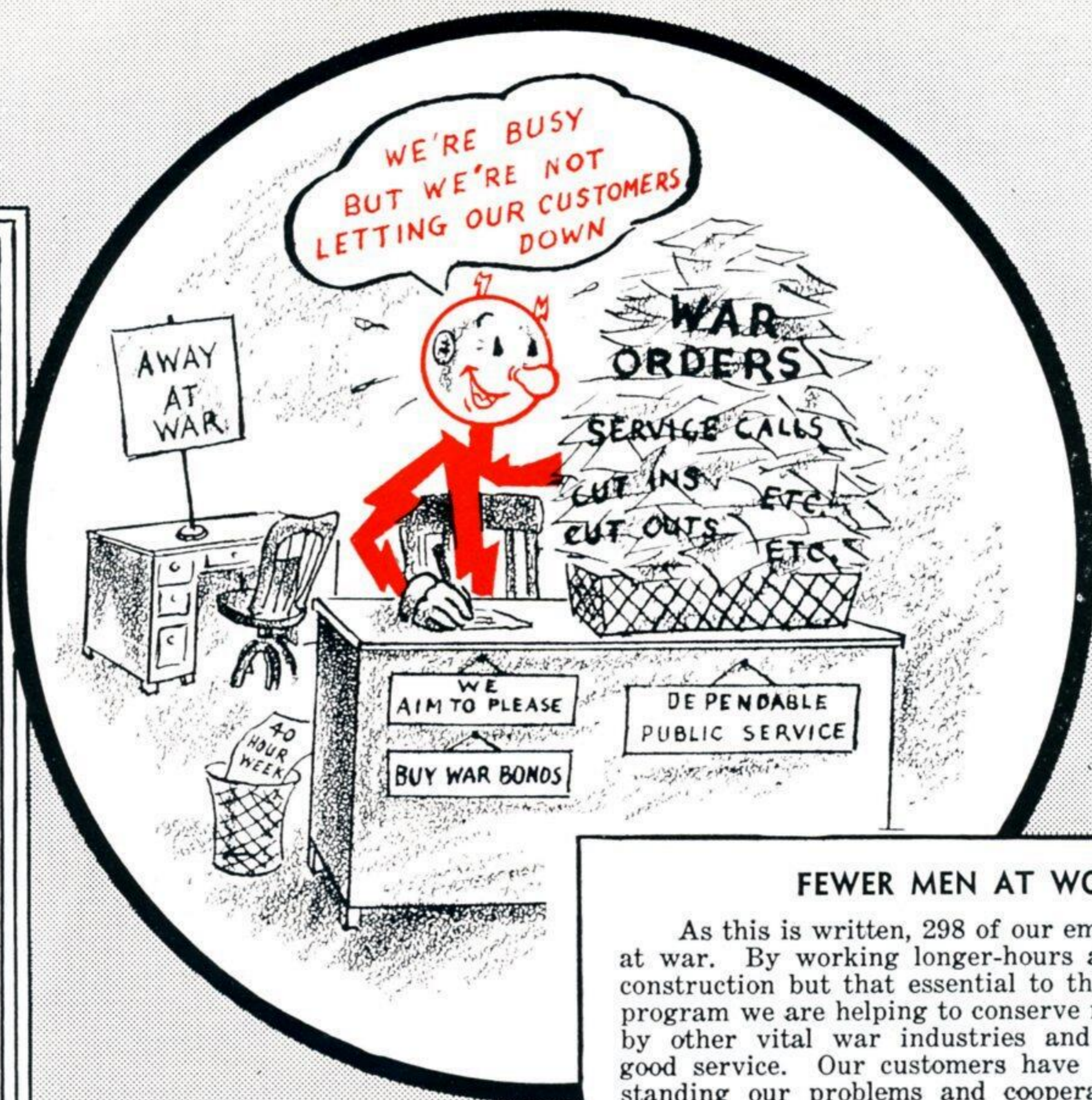
BUILD AHEAD

...en years we have increased the \$15,000,000 to provide additional and other facilities in order to ...me to give service when, where, ...e past three years the net in- ...rate of \$1,366,000 a year. The ...ur company in its plant at the ...2,170,701, and this amount be- ...as we build new lines and add ...war industries.

...NESS

...ENTS
...TIES

**RISING TIDE
OF WAR DEMANDS**



FEWER MEN AT WORK

As this is written, 298 of our employees are away at war. By working longer-hours and curtailing all construction but that essential to the war production program we are helping to conserve manpower needed by other vital war industries and are still giving good service. Our customers have helped by understanding our problems and cooperating so that we may use our personnel most efficiently.

Year	No. of Employees At End of Year	Annual Pay Roll Including Construction
1940	1,569	\$2,591,137.45
1941	1,589	\$2,897,152.49
1942	1,347	\$3,022,896.44

OUR TAXES ARE HIGHER, TOO

Everybody pays higher taxes—and is glad to do so—because taxes and investments in government bonds provide the money to buy the things our country needs to win the war. The company pays about thirty varieties of taxes, and the amounts reported here are the total of such taxable items even though a small part was not charged against income but to construction, etc. Most of this money, which now amounts to more than 25c of each dollar we take in,

goes to Uncle Sam. It comes, of course, out of the dollars our customers pay us. The mounting cost of taxes has not been passed along to our customers in the form of higher prices. They pay less per unit for electricity now than when taxes took a much smaller amount.

Year	Amount of Taxes	Taxes in % of Revenues
1940	\$1,753,562	16.3%
1942	\$3,230,592	25.7%

...profits" so ...ot operate ...articipated ...ons, being ...to certain ...ally during ...investment ...en years. ...stockholders, ...urance com- ...as well as ...e located in



VARIATION OF SWAP SHOP PROVES POPULAR



COUVILLON

Baton Rouge customer service department inaugurated, in May, a wartime service to the public which promises to develop into a first-rate public relations job.

Faced with the unpleasant necessity of having to say "No" many times daily to customers who want to buy new appliances, the customer service department hit upon "The Trading Post" idea as one way of helping to relieve the shortages of appliances, both gas and electric.

"The Trading Post" is handled by Lillian Couvillon, customer service, who takes the names and addresses of customers who want to buy appliances, and does the same for those who have appliances for sale. Then, she puts the people who want to buy in touch with the people who want to sell, and everyone is happy!

Since all transactions are handled by telephone and the appliances never see our office, we are not faced with the difficulty of having to haggle over price and condition of appliances.

In the first three weeks of its operation, "The Trading Post" succeeded in obtaining 2 hotplates, 3 gas ranges, 2 toasters, a waffle iron, an electric water heater and a refrigerator for appliance-hungry customers. In all, 42 appliances wanted were chalked up. Great problem right now is to find electric irons and fans for the 1,001 customers who want these rare items!

RESIGNATIONS

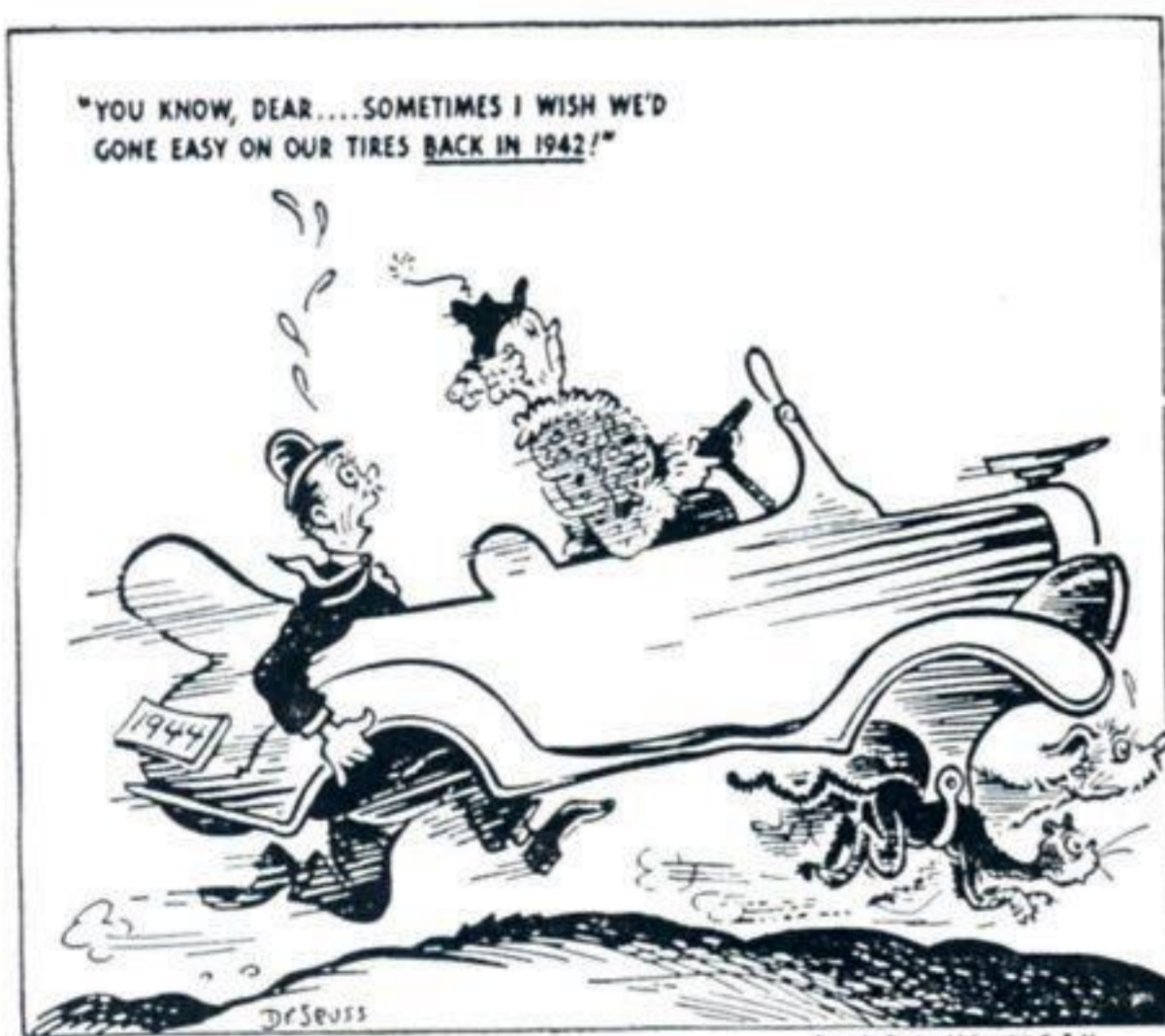
Silsbee—C. G. Kirkendoll and L. C. Collier from ice department.

Port Arthur—Janey Afeman from customer contact and G. C. Neill, guard.

Baton Rouge—H. H. Purvis from line and Emma Barbay from electric.

Beaumont—Bessie Hooks from customer service — Engalee Blanchette from customer accounts — Ava Mary Stevens from customer contact.

L. R. Norton from Liberty ice department.



(Plain Talks - June, 1923) Our organization has lost a fortune in friendship and ability during the past two years. We have lost men who numbered their friends in the company by the number of employees. We are now adding the name of Roy S. Nelson to the list, much to our regret. Members of this organization, especially those in the Port Arthur plant, know him as a real fellow. He has been transferred to Kingston, Jamaica, where Stone and Webster is taking over a property, and sailed from New York on June 6. He spent a few days at home in Lancaster, Pennsylvania, before reporting to the Boston office for final instructions. We are going to miss him as chief of the Port Arthur plant and as a friend.

OLD FRIENDS MEET



Mr. Ted Davis, purchasing agent for El Paso Electric company, dropped in the Beaumont office to say hello and talk over old times with President Nelson, recently.

They were associated for many years while Mr. Nelson was president of the El Paso Company, prior to his coming to Beaumont as head of Gulf States.

SAFETY RECORD FETED

Employees of Baton Rouge electric and gas departments were rewarded with a barbecue deluxe at J. C. "Steady" Hays' camp on the Amite River, May 19, for having chalked up such a fine safety record.

About 90 were there to partake of the chicken, prepared by chef O. B. "Puck" Steele, purchasing agent.

Informal entertainment included singing lead by guitar players Barney Calvit and Blondie Gaines. Badminton and other sports also were on the program.

Sixteen ladies of the two departments held their celebration feed at Mike and Tony's Steak House the same night.

Up to the date of the party, 525 days had elapsed since the last lost-time accident in the gas department, and 211 since the last one in the electric department. So the boys and girls really deserved a good time.

The colored employees of the two departments celebrated their share in the enviable safety records by dining together at The Chicken Shack on Tuesday night, May 18.

(Plain Talks - November, 1922) But for the infallible Chief Meeks, we all might be inhabiting the surrounding region of Halifax since, on September 6 last, the responsibility of calming the sudden manifestations of ancient reciprocating engine No. 0 was laid upon his shoulders. The trouble originated in the Port Arthur power plant, when the turbine blew up. Hence, Beaumont was forced to carry all of her load. Always resourceful, the Beaumont crew contrived to use an old relic of a machine to help out. Then, when all was quiet and concentration was great, the old-timer heaved a single sigh and began to rain such a shower of fire-works that "Edison" Eckles, Barrow, Powers, Bell, Ingraham and Spreen got scared. On the way out Spreen made a false step and lost his equilibrium somewhere between the old-timer and the door. Chief Meeks, being the only dependable quantity there existing, remained mid spark and shot to shut off the machine and bring an end to the confusion.

"Do you act toward your wife as you did before you married her?"

"Exactly. I remember how I used to act when I first fell in love. I used to stand in front and look at her house almost afraid to go in. Now I do the same things some nights."—Pathfinder.

HEADS BATON ROUGE RED CROSS DIRECTORS

L. V. Smith, assistant treasurer, Baton Rouge, was recently elected chairman of the board of directors of the East Baton Rouge chapter of the American Red Cross and we're betting that with him at the helm, the parish quota for 1944 will be exceeded by an even larger amount than was the quota in the war fund drive just past.



SMITH

PLAIN TALKS 21 YEARS OLD IN JUNE

On June 1 of this year Plain Talks was 21 years old. It was on June 1, 1922 that volume 1, number 1, of a pamphlet titled Just Plain Talks came off the press and was distributed to employees of Eastern Texas Electric Company.

The purpose of Plain Talks, as set forth in a message to the employees in the first issue by A. F. Townsend, then manager of Eastern Texas Electric Company, has not changed. Plain Talks is still "published as a medium for a better appreciation of our responsibilities to each other and the public."

During its lifetime Plain Talks has appeared in several styles—pamphlet, booklet, newspaper and its present form. During the depression it was mimeographed but it lived—and those of us who get it out like to think that now that it is old enough to vote it's better than ever.

TIPS TO THOSE ON THE HOME FRONT

It is no longer necessary for a soldier serving overseas to obtain the approval of his commanding officer in order to receive a package from home, the War Department has said.

The Army Postal Service has announced modification of overseas mail restrictions on parcel post to permit the mailing of packages to soldiers overseas providing that a request is received from the soldier and the envelope bearing the APO cancellation mark is presented at the time of mailing. Current restrictions in weight and size, 5 pounds and not exceeding 15 inches in length by 36 inches in girth, will remain in effect. Not more than one package can be mailed to the same person in any one week.

For use by flyers who may be forced down in jungle or desert, the army air forces have issued a booklet entitled "Jungle and Desert Emergencies", which will be included in pilot's bail-out kits. Basic advice is "Don't rush. Think things out; then act. Sleep and food are important; don't forget them in your eagerness to get out. A man can live for weeks in the jungle with safety if he avoids panic and uses his head. Good water and food are available in the jungle if you know where to look for them." One of the three general rules for recognizing edible food is: Anything that you see monkeys eat, you can eat. (And you can eat the monkeys, too!)

(Plain Talks - May, 1923) Snooks Lindsey forgot to cross his fingers before climbing pole No. 13, with the result that E. C. Adams got to see him "burn creosote". Official time of descent: one second and fifty-nine splinters.

BATON ROUGE BUS COMPANY NEWS

New employees—Operators William V. Adams, John J. Alleman, Alex P. Bercegay, Harry A. Chisholm, Elwood A. Kinchen, John C. Pittman and Wilson H. Williams.

Resignations—J. A. Henderson, C. E. Lucas and W. C. Lyle.

Adolphe J. Garon, who used to pilot a Baton Rouge bus, was in the office last month to say "Howdy". Ad is stationed at the Coast Guard Station in Sabine, Texas, where he is a seaman, first-class.

W. B. Bond in his uniform for the duration, that of the United States Navy. Bill, now a fireman, first-class, is stationed in California, which he reports (to his wife, Addie, Baton Rouge customer accounts) is far more to his liking than his former station in Rhode Island.



BOND

PRODIGAL RETURNS

Wrinkled and dog-eared from much handling in the mails, a copy of November, 1942 Plain Talks came back to us a few days ago.

Mailed originally to an employee in the armed forces, it followed him from place to place, 16 different locations in all, as he was moved about by Uncle Sam. Finally, not even the postal authorities could locate the addressee and the travel-worn copy came home to roost.



We know Gulf Staters in uniform like to get Plain Talks for we've had many letters saying so. At this writing, we have addresses of 249 of the 296 who are in the service.

We are particularly anxious to get the addresses of the 47 who are not on the mailing list but at the same time we'd like to check the accuracy of the addresses we do have. So won't you please help us to help our service men get news of their friends and fellow-workers on the home front.

Send us any addresses of Gulf Staters in uniform. They'll appreciate it.

(Plain Talks - October, 1922) "Well, the proposition is this," began Julius DeBouy, our vacationing chief clerk, in a series of alibis, arguments, entreaties, and, finally, confessions to an uncompromising-looking judge in Waco, for parking at a 40-degree instead of a 180-degree angle, and that such misdemeanors being subject to a fine, for once Julius pleaded in vain, and the judge whose brow was furrowed as the country fields, growled "\$13.50 or 30 days." Julius, preferring the former, paid the bill and ducked his head at the severe reprimand of Mrs. DeBouy, "I told you so."

Plain Talks

NEWS FROM AND ABOUT GULF STATERS IN THE ARMED FORCES



While on leave recently, Lt. Colonel C. B. Barron and Mrs. Barron dropped in at Beaumont office for a short visit with friends.

Clarence who was formerly Gulf States lighting engineer, is now stationed in Washington, D. C.

• WRITE 'EM TODAY •

Here it is nearly eight o'clock on Sunday night and I'm here at the theatre working. A far cry from the ole days when I usta have more time than I knew what to do with. I have just dispatched a convoy of 68 men to three different parties in New York. The mugs will go to the places I've sent 'em and if things aren't lively enough, they'll go where they darn please. Can't blame them, really when they get stuck with a drippy party and want to have some fun. You see here I'm personally the social director for Mitchel Field. Believe it or not I accept whatever parties I think would be fun for the boys, make all arrangements, requisition trucks and see 'em off. In fact, do everything but "kiss the boys goodbye". They all tease me something awful and about 3,000 of 'em call me "Tex". Everyone up here thinks I came from Georgia (too much Gone with the Wind influence, I reckon). They thought at first that Georgia was the only state below the line, but they're learning!



NANTZ

Today I went for an airplane ride. We aren't allowed to ask for rides and I let it be known that I didn't intend to hang around the hangars waiting for someone to take me up . . . this afternoon one of the Lts. called up and asked me if I'd like to take a ride. We were up an hour and twenty-two minutes and it was wonderful. Now I have a couple of connections at the hangars and expect to go up every now and then. Of course, this isn't a social connection (we have to get special permission from Col. Hobby practically to even touch an officer). I mentioned this fact to one of the Sgts, and he just said "Are you kiddin?" in a very nasty sort of a way, so maybe some of them aren't conforming to military regulations.

This place is really grand. You should see my boss. He is about 32 and a bachelor and is he handsome. Of course, I only say good morning and good afternoon to him, but all the gals are really trying to roll me for my good job.

Please pass this letter around to everyone I owe one to and tell 'em to please bear with me and I'll get around to writing someday. If they have a spare minute they could write me anyway. I miss hearing from everyone so very much.

Fern Nantz
(Beaumont pbx operator)

Jessie Little, Baton Rouge steno before she donned the Navy blues as a WAVE, returned to her old stomping grounds for a visit while enroute from New York City to Corpus Christi, Texas. Jessie completed her six weeks basic training at Hunter College in New York, and came out with the rank of Specialist, third-class, one of ten girls out of a thousand so honored. Jessie is now stationed at the huge naval base at Corpus Christi.



LITTLE

• WRITE 'EM TODAY •

I received a letter from Mr. Nelson and can't tell you how truly happy I was to get it. It was the first mail I have had since arriving in North Africa.

I'm doing electrical work, everything from wiring to pole-climbing and like it as much as possible under these conditions. I even found some equipment here with Judy O'Grady thermostats. No one seemed to know how to repair or adjust them so it was right in my line.

I often think of the swell get-togethers we used to have. A body doesn't really appreciate those things until he's in places like here and can't get them.

My best to everyone. Here's hoping I hear from all of you.

J. W. Billodeaux
(Jennings serviceman)

• WRITE 'EM TODAY •

Samuel B. Umphrey, Port Arthur sales, was in to see friends in the Beaumont office recently and looked like army life was agreeing with him.

Sam, a Captain in chemical warfare, knows how to handle all of the forty-seven different kinds of gas and how to combat them when used by the enemy.

He assured us that if the Axis gets desperate or foolish enough to resort to gas, Uncle Sam can give better than he will receive and has several nice tricks up his sleeve in the business of gas warfare.

(Continued on page 10)



UMPHREY



Freedom Is A Privilege Worth Financing—Shell Out And Underwrite It!



Lt. Colonel Walter B. Richardson, Beaumont sales, was seen buzzing around the Beaumont office, telling friends how he had just enjoyed the best meal in a year—butter-beans, cornbread and cold sweet milk. Seems that inch-thick steaks become monotonous after a time.

W. RICHARDSON

• WRITE 'EM TODAY •

Murphy J. Boudreaux, former Lafayette lineman, now in the navy, V-mailed the following poem to the editor:

A SEABEE'S LAMENT

Can't write a thing
The censor's to blame,
Just that I'm well
And sign my name.
Can't tell where we sailed from
Can't mention the date,
Can't even number
The meals that we ate.
Can't say where we're going
Don't know where we'll land,
Couldn't inform you
If met by a band.
Can't mention the weather
Can't say if there's rain,
All military secrets
Must secrets remain.
Can't have a flashlight
To guide me at night
Can't smoke a cigarette
Except out of sight.
Can't keep a diary
For such is a sin
Can't keep the envelope
My letters came in.
Can't say for sure folks
Just what I can write,
So I call this a letter
And close with Goodnight.

P. S. Just received January Plain Talks. Thanks a lot.

• WRITE 'EM TODAY •

North Africa

Having just received the last issue of Plain Talks, reminded me that I also had received your Xmas package a couple of weeks ago.

I certainly appreciate the package which contained so many articles that cannot be obtained ever here.

I would like to thank everyone who helped in making this gift possible; perhaps I can in the near future.

Until then, thanks again

Myron C. Paul
(Beaumont accounting)

• WRITE 'EM TODAY •



PAUL



BUELL

Lt. (j.g.) Neel Buell, former Baton Rouge lighting engineer, dropped by for a brief stay while en route to Miami from the Coast. Neel's uniform sports four stars, each of which signifies his participation in a major naval engagement and the Navy considers no engagement major unless it lasts at least three days! Neel was

extremely modest—not one word would he say about his experiences in battle. About all we could learn is that he had been on sub-chaser duty in the Pacific, stationed at San Pedro, and that he was en route to a sub-chaser school in Miami.



NORTHCUTT

Corporal Harold H. Northcutt, Beaumont customer accounts, came in to say hello to friends in the Beaumont office recently.

• WRITE 'EM TODAY •

Having received the Plain Talks magazine, Number 2, 1943, only a few days ago, thought I had better write you and let you all know what has become of me.

To begin with, have been so busy with my work every day it seems there just isn't enough time to sit down and write letters. At Christmas time I was stationed at a training station in the north eastern part of the States. While there I received the very useful and practical gift package you sent me. It certainly made me very happy to receive it and knowing the thought in back of the senders it was all the more appreciated. The days there were spent in very hard training and there was little time left for relaxation after a tough day. Time moved on very fast, it seemed, and it wasn't long before I was at a port ready to shove-off. In these different moves it was very difficult to keep up with any correspondence, and since being up here am just as busy as ever. We all like it though it is hard work. We are all doing a good job and it is going to be permanent too.

The boat trip up here was uneventful except a lot of us fellows got seasick. This was expected but all soon got over this in a day's time. We had a dog along on the boat and he got seasick too. This was rather amusing to watch him, but the mascot came thru OK. After getting here, my first impression of the place was like a nightmare. To see the tremendous mountains covered all over with snow and deep snow laying all around I wondered how long a fellow could stand this. But now after a few months here, am entirely used to the climate and really it isn't so bad after all. I receive good food, sleep in warm quarters and have all the clothes I need to keep warm and do a good job. Have boots and shoes that keep my feet warm and a good fur-lined coat and other coats that keep the snow and sleet off. Of course we cannot tell anybody back home what we are doing and any other kind of news. But this is a good thing, it's for the security of all of us. We're not giving the enemy one chance, ever so little, in finding out what we are doing to get the job over with. Some day the whole world will know the story.

I am sorry I have no picture or snapshot to send of myself. Didn't have time to have any made back in the States and now there are no photographers here to do that work.

Again thanking you for the nice gift package you sent me, I am,

Sincerely,

Clarence B. Pearson
(Baton Rouge lineman)



LEONHARDY

Mary Ellen Leonhardy, Baton Rouge accounting, has been rated a lieutenant in the WAAC and is now stationed at Daytona Beach, Florida.



MURRAY

Just received a copy of Plain Talks and I really enjoyed getting the news from all the employees I used to work with. Finding out about the gang is just like "getting money from home". I sure would appreciate it if I could get a copy each time I can.

Uncle Sam has kept me pretty busy since I came in the service. He is trying to teach me the procedure of radio operating so I have to go to school every day. I am an aerial gunner in one of those big bombers you have seen flying over Beaumont. Since gunners don't last very long in battle the radio operator has to take up gunnery and master two jobs. Uncle Sam can really figure out how to win this war in more ways than one.

Here lately, since the flood, we have been out on flood detail working day and night rescuing and helping farmers to safety, also keeping sand bags on the levees. When I first came to Scott Field we crossed the Mississippi River and I made the remark that it was very small compared to New Orleans but after working on it and seeing nothing but water over about 38,000 acres I have changed my mind.

They used to call this the Yankee land but the Rebels have taken over now. I wish you could see those Yankee boys get out of the way for us southern guys. When I first came in the service the civil war was fought every night but this time the Rebels have won out. We have them stand at attention when "Deep in the Heart of Texas" is played. (There are fifteen Texans here).

Well, you keep the Home Front going and we will fight for our rights. Our motto is "If anything is impossible, just give the U. S. Air Corps a day or so and we'll do it". You keep buying 'em and we'll keep flying 'em.

George Roy Murray
(Beaumont meter)

• WRITE 'EM TODAY •

Wilson L. Cazes, Baton Rouge accounting, now electrician's mate, third-class, in the Coast Guard, visited the office in May while enjoying a twelve-day leave from Boston, where he's stationed. Wilson said that life in the service is O. K.



CAZES

(Continued on page 11)

PLANT YOUR VICTORY GARDEN, NOW!





Lt. Rufus S. Petkovsek, Beaumont billing, recently brought his Missus around to meet the folks in Beaumont office before heading back for his station in Minnesota. Mrs. Petkovsek was no stranger to many of us for, prior to her marriage, February 20, she was Mary Hope Crow, a Beaumont girl.

• WRITE 'EM TODAY •

Just finished reading the Plain Talks. I'm always looking forward to news about the gang.

C. J. Bonura
(Beaumont engineering)



BONURA

• WRITE 'EM TODAY •



COOK

Katherine Cook, Baton Rouge accounting, now a WAAC, received her lieutenant's bars at Des Moines, Iowa, on May 31.

• WRITE 'EM TODAY •

Clarence H. Strachn, Jr., Beaumont mail department, now a corporal in the army air corps, dropped in to visit with friends in the Beaumont office recently.



STRACHN

• WRITE 'EM TODAY •



McKENZIE

Corporal Sammie McKenzie, Baton Rouge accounting, dropped into the office for a visit recently. Sammie is looking in the pink, and reports that he's enjoying Army life. He is now stationed at an air field in Illinois, where he instructs air cadets in the fine points of radio, navigation, and what-not.

• WRITE 'EM TODAY •

Docia Moore, Orange accounting, has graduated from the WAAC officer's training school at Des Moines, Iowa, and received her lieutenant's bars on June 1.



MOORE

Friends of Robert I. Atha, formerly in Beaumont engineering, will be interested in hearing that a letter received from him late in May revealed that he was to be married in June. Bob is in the navy and stationed in Washington, D. C.

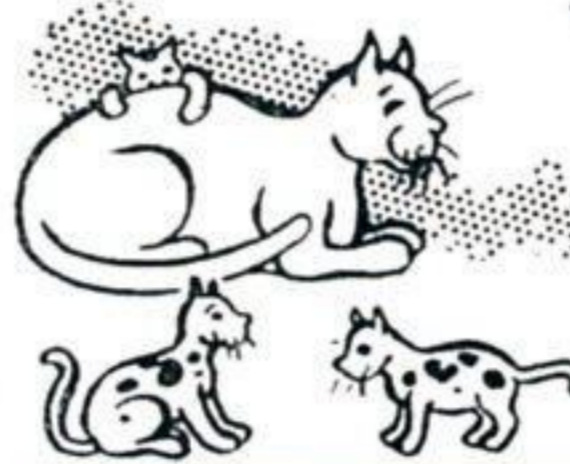


ATHA

"Write and keep writing to the men who keep fighting"



WRITE OFTEN TO THAT LAD YOU KNOW - THE BOY WHO WENT TO WAR, AND TELL HIM ALL THE NEWS FROM HOME - THE HOME HE'S FIGHTING FOR!



AUNT TILLY'S RHEUMATIZ IS WORSE - SHE CAN'T SLEEP WELL AT NIGHT. THE MILLER'S CAT HAD KITTENS - THEY ARE SPOTTED, BLACK AND WHITE.



THE PUPPY LEARNED A BRAND NEW TRICK - HE'S GETTING VERY CLEVER. YOUR GRANDPA GOT HIS WHISKERS CUT - HE'S CRANKIER THAN EVER.



AND LITTLE BILL HAS STARTED IN AT SCHOOL - HE SAYS IT'S DANDY. HE TOOK TEN CENTS TO BUY HIS LUNCH BUT SPENT IT ALL FOR CANDY.



BILL HILL IS PAINTING HIS SEDAN - SAM HOFF IS IN THE NAVY.

AND PEE HAS GOT A PERMANENT - IT SURE LOOKS NICE AND WAVY.

AND HERE WOULD BE A SWELL ENDING FOR AT LEAST ONE OF YOUR LETTERS -



WAR BONDS FULL 10 PER CENT OF ALL WE EARN GOES INTO BONDS AND STAMPS, TO BUY THE WEAPONS YOU BOYS NEED TO WHIP THOSE AXIS TRAMPS!

DIED IN LINE OF DUTY

Edward E. Warren—May 15, 1942

Ray A. Blanchard—October 31, 1942

(Plain Talks - March, 1923) Mr. Fred Watson and Miss Addie English were made supremely happy last Saturday when Reverend Watts pronounced them man and wife. Mr. Watson has been employed at the meter department of this company for some time.

(Plain Talks - March, 1923) The following changes have recently been made in the Port Arthur accounting department: Pat Bishop, former voucher clerk, now ticket auditor—Dennie Clubb, former collector, now city analysis clerk.

THANKS, NOLAN!

You may have noticed that items about folks and doings in Lafayette have been appearing more frequently of late and thanks should go to sub-station operator N. L. Bourque.

Keep 'em coming, Nolan. We may edit your stuff a little (after all we have to do something to keep busy) but we promise to print it.



BOURQUE

DID YOU KNOW?

(Continued from page 1)

The Berlin radio recently announced plans for curtailing consumption of electricity and gas in Germany.

The broadcast, heard by the Associated Press, said that Albert Speer, German minister for armaments and munitions, had appointed an engineer named Seebauer as a special delegate for "supervision and organization of the prescribed economy of electric current and gas."

The broadcast said ordinary households were expected to economize by ten per cent, larger households occupying over ten rooms by twenty per cent, and big firms and public administrations at least by thirty per cent in electric current and gas as compared with the same period last year.

Here in America, electricity is one of few things that you can buy today that not only isn't rationed but has not gone up in price.

It is a shortage of transportation, to carry coal in certain regions and of materials used in light bulbs and appliances, that causes talk of a nation-wide dimout and not a shortage of generating capacity. Wasting electricity means waste of transportation and vital materials. That's why we urge our customers not to waste electricity just because it's cheap and is not rationed.



Southern Acid and Sulphur Company at Beaumont is expanding its plant and has made arrangements with us to increase their present 200 kw load to double that amount.



The time-honored baked bean, once virtually synonymous with the Army mess, has yielded to a new champion. In America's new Army it is the potato, not the bean, that is the most popular vegetable among the soldiers. The Quartermaster Corps master menu for the month of September discloses that potatoes will appear in Army meals no less than 39 times and in 14 different ways during this 30-day period. Mashed potatoes are the most popular and hence are listed 8 times. The boiled variety, is on the bill 6 times, hash browns 6 times, and lyonnaise 5 times. French fried, baked, creamed and potato cakes are included in the remainder of servings.



Samuelson Shipbuilding Company at Beaumont, newest of the shipyards in the territory served by Gulf States, recently received its first big order from the war department.

A half-million dollars worth of all-steel barges, 17 in all, will be built for use in transporting oil products on inland waterways.

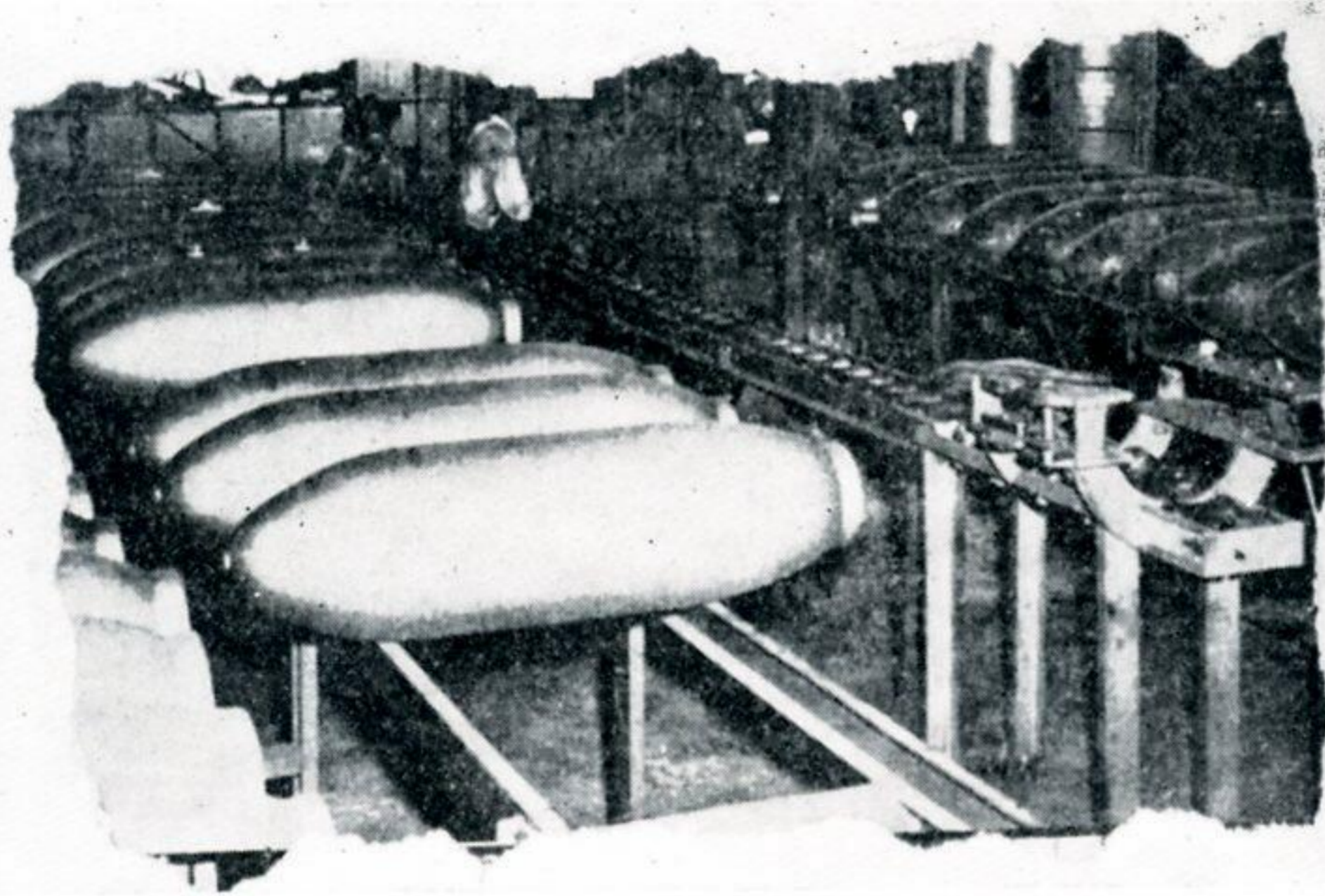
Here again our company was prepared for a demand for increased power for a war industry.

Samuelson's present load is comparatively small but we have provided for as much as 600 kva which will give plenty of capacity for the increase in power need as the yard gets underway on the barge contract.

(Continued on page 12)

REDDY ROLLS BOMBS OFF ASSEMBLY LINE

Presents for the Axis Bad Boys are rolling off the production line at International Derrick and Equipment Company in Beaumont with what should be to our enemies, alarming regularity. These presents—1,000-pound bombs—which are destructive, earth-shaking last words in American ingenuity, will be delivered into the back yards of the "Unholy Three" by American and Allied bombers.



This picture of some of the bombs appeared in a recent issue of the Beaumont Enterprise as part of the illustrations for a feature story covering the trouble which is being brewed for Hitler and his gang by the local plant of IDECO, which was manufacturing oil rigs before Pearl Harbor.

Here again, electric power was not too little nor too late. IDECO is another Gulf States customer who found us ready to provide ample electric power when they changed over from peace to wartime production.

According to an article in a recent issue of *Electrical World*, it has been proposed that the power industry award a *Service S* for meritorious war effort. The *Service S* would be a recognition of extra effort in preparedness as well as a constant reminder to the public and to all of us in the industry that we are a public service industry as truly engaged in war production as though we were actually turning out shells.

DID YOU KNOW?

(Continued from page 11)

As a result of a large expansion program underway, the Pennsylvania Shipyards in Beaumont has requested service for an additional load of approximately 2,400 kw. Three 1000-kva transformers will be installed and a section of our 33 kv line which feeds the shipyards will be moved and raised to make way for new shipyard facilities. This will bring our load at the shipyards up to approximately 6000 kw.

Pre-Pearl Harbor load at Pennsylvania yards was 2600 kw (October, 1941).

To give you an even more interesting comparison of how there has been an ever-increasing demand for Reddy Kilowatt's services in the ship-building industry, even in peacetime, the records show that ten years ago Pennsylvania's demand averaged only 450 kw, or about one-fifth of the October, 1941 peacetime demand, and in 1923, twenty years ago, the yard's demand averaged only 200 kw, less than one-tenth of the demand just before Pearl Harbor.



*A good thing to remember
And a better thing to do
Is to work with the construction gang
And not the wrecking crew.*



The OPA has decided to exempt from price control, the following items: toupees, cathedral glass, marquees, ground peanut hay and bird-houses.

Anyday now a high pressure salesman may come knocking at your door, peddling these necessities of life.



Useful business phrases: That's not in my department . . . No one told me to go ahead . . . I'm waiting for an okay . . . That's the way we've always done it . . . How did I

know this was different? . . . I didn't know you were in a hurry for it . . . That's his job, not mine . . . Wait till the boss comes back and ask him . . . I forgot . . . I didn't think it was so very important . . . I'm so busy I just can't get around to it . . . I thought I told you.—*Alcoa News.*



GOOD WILL

The most precious thing
Anyone
Man or store
Anybody or anything
Can have is the good will of others.
It is something as fragile as an orchid
And as beautiful
As precious as a gold nugget
And as hard to find
As powerful as a great turbine
And as hard to build
As wonderful as youth and as hard to keep.



"Jackson Is Certainly Going 'All Out' On This Payroll Savings!"

(*Plain Talks* - January, 1923) Mr. E. C. Adams, formerly of El Paso Electric Railway Company, has arrived to take up duties with this company as company engineer.

Last Minute News



MILLIKAN



O'NEAL



BURDETTE



MITCHELL



MCGOWEN



STRONG



BONNETTE



COMEAX

New Employees

Leonora O'Neal, Navasota home service advisor—William J. Eddins, Silsbee ice — Ben LeBleu, Port Arthur guard.

Transfers

E. A. Comeaux, service, Sunset to Opelousas — A. B. Mitchell, substation, Huntsville to Lafayette — A. J. Bonnette, service, Jasper to Sour Lake — T. L. Burdette, Sour Lake service to Beaumont line — R. W. McGowen, Lake Charles, distribution to appliance repair.

Marriages

B. E. Millikan, Port Arthur storeroom, to Lottie West on June 13.

Births

To the W. G. Strongs, Beaumont production, a daughter, Martha Chrystene, on June 9. Mrs. Strong was formerly Margie Adams, Jasper cashier.

To the Armed Forces

Alton H. Taylor, Baton Rouge gas, to the army.

Resignations

Nelda Ford, Orange customer accounts — F. J. Bello, Jr., Baton Rouge stores accounting — Francis Quattlebaum, Orange customer contact.

No pictures were available of Eddins, LeBleu or Taylor.

(*Plain Talks* - July, 1923) Thomas P. Commerford, recently of the Connecticut Power company of New London, Connecticut, is now in the accounting department in the capacity of utility clerk.

(*Plain Talks* - March, 1923) Walter Brader, of Joplin, Missouri, has accepted a position as meter-tester in Port Arthur.

Lone chick, taking a look around the electric incubator full of unhatched eggs: "Well, it looks like I'll be an only child. Mother's blown a fuse."

Reddy  Suggests

HOW YOU CAN HELP ON THE HOME FRONT



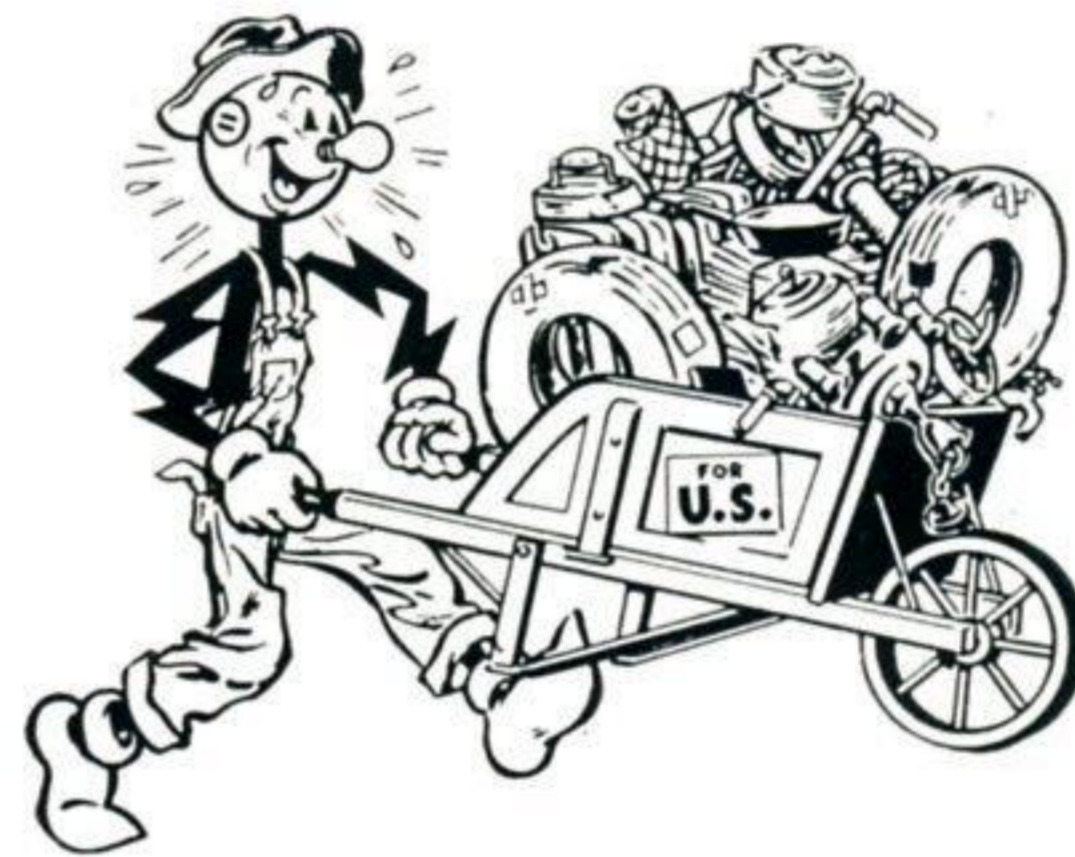
Buy bonds regularly! A convenient way is through payroll deductions!



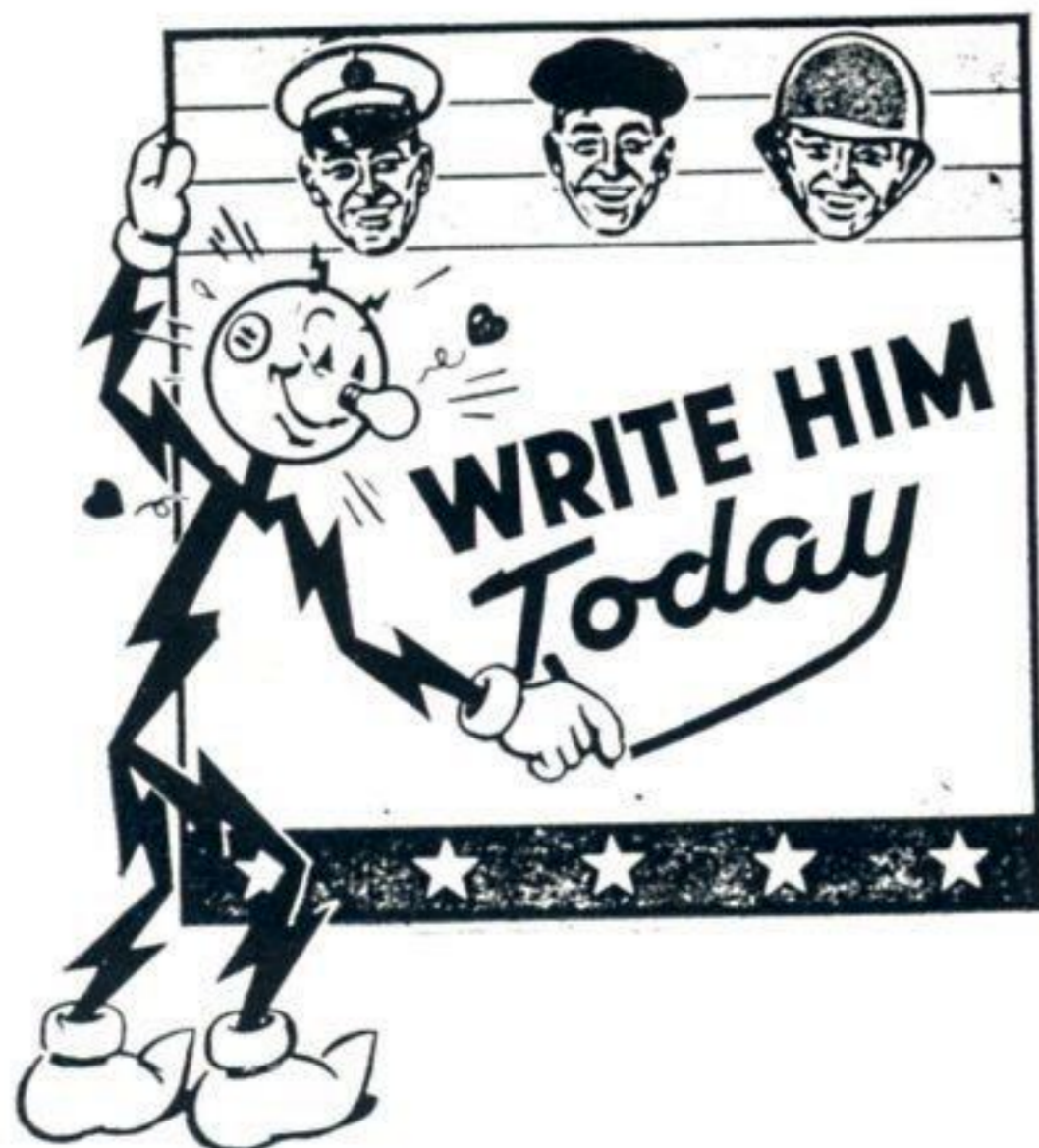
Take care of your appliances! Clean and oil them regularly!



Raise your own as thousands do! Your meat ration points will go farther!



Get in the scrap! It's still needed! Save waste fats, too!



Write and keep writing to the men who keep fighting! It's important!



Save the surplus from that Victory Garden! Can what you can't eat now!



Many employees have recently increased their subscriptions through payroll deductions.



WE BUILD AHEAD

During the past ten years we have increased the net investment about \$15,000,000 to provide additional generating capacity and other facilities in order to be prepared ahead of time to give service when, where, and as needed. In the past three years the net increase has been at the rate of \$1,366,000 a year. The total investment of our company in its plant at the close of 1942 was \$62,170,701, and this amount becomes greater daily as we build new lines and add equipment to service war industries.



FEWER MEN AT WORK

As this is written, 298 of our employees are away at war. By working longer-hours and curtailing all construction but that essential to the war production program we are helping to conserve manpower needed by other vital war industries and are still giving good service. Our customers have helped by understanding our problems and cooperating so that we may use our personnel most efficiently.

Year	No. of Employees At End of Year	Annual Pay Roll Including Construction
1940	1,569	\$2,591,137.45
1941	1,589	\$2,897,152.49
1942	1,347	\$3,022,896.44

200,000,000 MORE KILOWATT-HOURS SUPPLIED

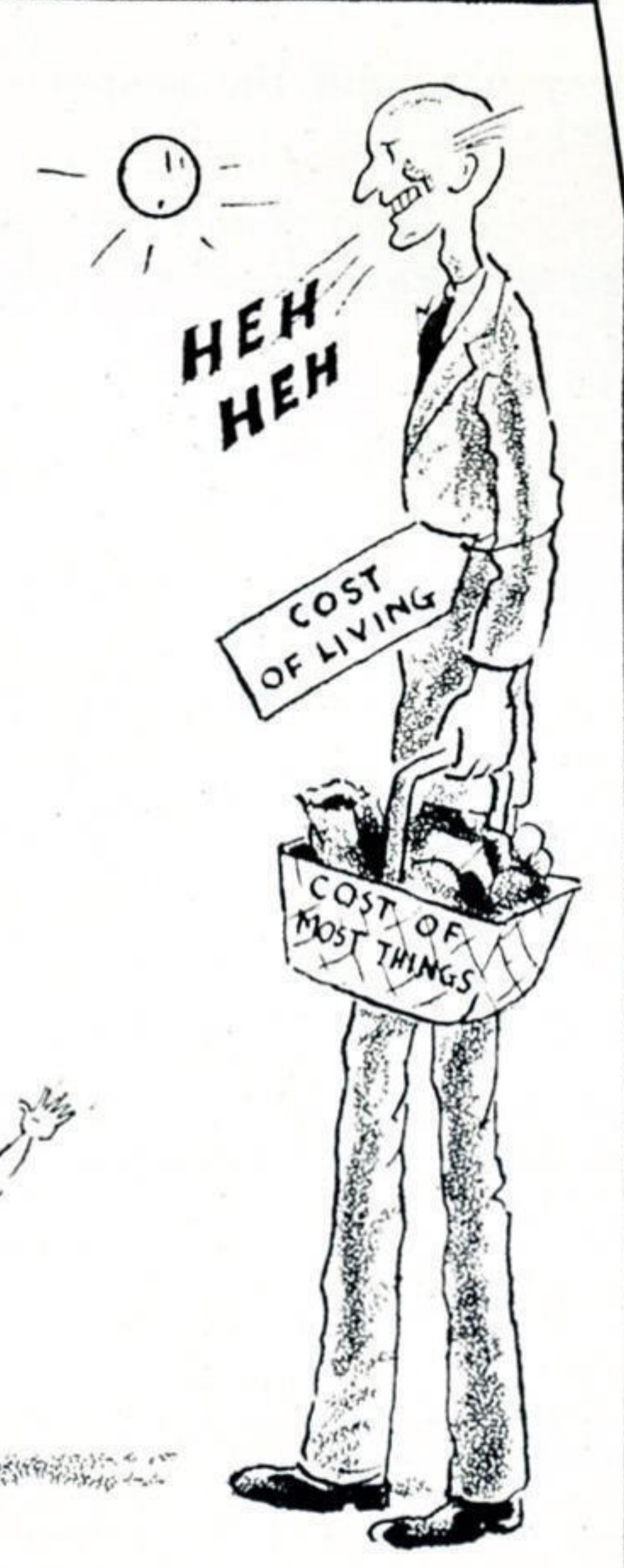
Three-fourths of all the power we produce is being used now by industries engaged in vital war production. One kilowatt-hour of electricity is energy equivalent to one and one-third horsepower "at work" for one hour. All of this power was delivered the instant it was needed on the job.

1940	771,526,000 Kwh
1942	978,434,000 Kwh

CUSTOMERS USE MORE, PAY LESS

The cost of living touches the pocketbook of every American. Despite the government's efforts to prevent inflation, most things, as you know, cost more. Most things cost more, it seems, except electric service. It's one thing that hasn't gone up.

Year	Average number of kilowatt-hours used per year by residential customers	Average amount the company received per kilowatt-hour of residential electric service furnished
1933	616 kwh	6.7c
1936	860 kwh	5.0c
1939	1,014 kwh	4.2c
1942	1,037 kwh	3.9c



NO "WAR PROFITS"

There have been no so-called "war profits" so far as our company is concerned. It does not operate on a cost-plus basis. We have assumed or participated in the financing of all necessary expansions, being guaranteed only that the cost of extensions to certain war industries shall be liquidated materially during the emergency. The rate of return on investment in 1942 was the lowest during the past ten years. Our company is owned by 2,462 stockholders, composed of churches, colleges, banks, insurance companies, charities and public institutions, as well as individuals. Of these, 953 reside or are located in Texas or in Louisiana.

OUR TAXES ARE HIGHER, TOO

Everybody pays higher taxes—and is glad to do so—because taxes and investments in government bonds provide the money to buy the things our country needs to win the war. The company pays about thirty varieties of taxes, and the amounts reported here are the total of such taxable items even though a small part was not charged against income but to construction, etc. Most of this money, which now amounts to more than 25c of each dollar we take in, goes to Uncle Sam. It comes, of course, out of the dollars our customers pay us. The mounting cost of taxes has not been passed along to our customers in the form of higher prices. They pay less per unit for electricity now than when taxes took a much smaller amount.

Year	Amount of Taxes	Taxes in % of Revenues
1940	\$1,753,562	16.3%
1942	\$3,230,592	25.7%

