

PLAIN TALKS

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



APRIL

1928

COVER

posed by

MRS. BESS STOUT
(Accounting Department)

Photographed
by

BERNARD WAY

April is percolator month and we are featuring the Westinghouse Automatic Electric Percolator and six cups and saucers of "Golden Glow" at \$11.95—95 cents down, balance \$1.50 a month.

Conroe Wins Progress Cup!

Alvin Takes Second Sour Lake Third

S. R. Hereford (left) and Hallie Earthman and the cup they took back to their "gang" in Conroe.



The happiest two men this side of paradise, the night of March 22, were Ray Hereford and Hallie Earthman of Conroe. When J. G. Holtzclaw said it gave him great pleasure, on behalf of our organization, to present to Conroe the Progress Award Cup, they realized the goal they had set out to attain twelve months before — the winning of first place in the Progress Award. And when Hereford responded, no one could question the sincerity of his remarks of acceptance.

"I wish," he said, "that every man and woman in the Conroe organization could be here tonight to share with us the happiness the winning of this award brings. Every individual in the Conroe organization deserves a share of the credit, for every one of them worked, and worked hard to make the winning of the cup possible.

In accepting the cup, I want you to remember this — that it was not the work of one man or two that put us over and if you will excuse us now, we would like to go to the telegraph office and wire the good news to the folks back home."

From the enthusiasm of those present at the annual banquet of the Superintendents and District Representatives at Hotel Beaumont, it was clear that in the opinion of the organization generally, as well as in the opinion of the judges, Conroe deserved to win in the contest for the twelve months of 1927.

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PLAIN TALKS

P. E. McChesney, Advisor

K. E. Sutton, Editor

Associate Editors

Bradley McMaster

Mrs. Mary E. Ganchan

Jack Gammage, Art Editor

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.

Vol. VII.

No. 3

J. G. HOLTZCLAW HONORED

Just as we were going to press with this issue, we received glad tidings from Gulfport, Miss., where the Southwestern Geographic Division of the National Electric Light Association 1928 convention was being held.

The association, according to the telegram, had conferred its highest honor—the presidency—upon J. G. Holtzelaw.

On behalf of its readers, Plain Talks throws its hat into the air and shouts, "Hooray! They couldn't have picked a better man for the job."

Electric railways furnished an equivalent of 140 rides for every person in the country last year.

The Progress Award, 1928, will go to the property making the greatest strides in commercial and residential lighting. Here's a chance to be of great service to our fellow men and to our communities. But our job is not an easy one for comparatively few persons realize the importance of proper illumination and their idea of what constitutes proper illumination is far behind the times.

Speaking of illumination—the new "white way" on Orleans street, Beaumont, was turned on a few weeks ago and it improves the street immeasurably. More about it next month, perhaps.

The Wall Street Journal of March 21 carried the following: "Almost anything which has electricity, or light and power in its title, or in its control, continues to work higher," said a partner in a leading Stock Exchange house, "and I believe these stocks have not finished their run. It is said that kilowatt reports may one day be as important in Wall Street prosperity measurements as steel tonnage, crude oil prices and motor production figures."

Wife: "Wire you insulate? Watts the matter?"

Hubby: "Fuse where I was you'd be late, too."

Wife: "This is positively shocking. If it happens again I'll get a switch and socket to you. I conduit, too."

We regret exceedingly the fact that Mr. Holtzclaw's and Mr. McChesney's letters are not "among those present" this issue. The omission is due to the fact that they were away at the annual meeting of the Southwest Geographic Division, N. E. L. A., and the Southwest Public Service Association at Gulfport. They'll be back with us again next month.

Among those attending the Gulfport meeting were W. V. Holik, H. E. Braunig, H. R. Sharpless, J. E. Murray, Mr. and Mrs. P. R. Williams, Mr. and Mrs. E. S. Fitz, J. G. Holtzclaw, Mrs. Sibyl Duke, Miss Hazel Richardson, Miss Jane Scherer, F. P. Allen, A. R. Watson and Mr. and Mrs. P. E. McChesney.

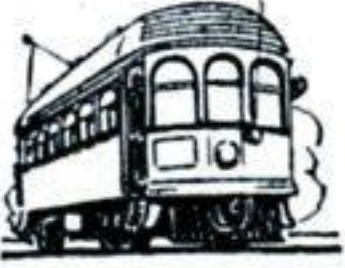
The first actual interchange of power between the Neches Station and the Deepwater plant at Houston was made through the recently completed Dayton substation on March 17 when the Gulf States Utilities Company furnished power under varying conditions to the Houston Lighting and Power Company and was furnished power under similar conditions by the Houston utility. The next issue of "Plain Talks" will carry the complete story and picture.

TELEGRAM

Ray Hereford,
Western Public Service Co.
Conroe, Texas.

We have been advised that you and Hallie Earthman are the winners of merchandising progress award for 1927. Your accomplishments have been noted by various members of the Stone and Webster organization who desire me to extend congratulations and wish you much success in your future efforts.

G. H. Clifford, V. Pres.



WEALTH of IDEAS

exchanged at annual meeting of Superintendents

“It is up to us to inform ourselves on Public Utility matters in a national way, so we can discuss them intelligently with our friends and neighbors and customers when we go back home.”

This was the advice given local Superintendents and District Representatives and others meeting in Beaumont March 22 and 23, by J. G. Holtzelaw in his address opening the two-day meeting.

Mr. Holtzelaw's talk dealt largely with the investigation of public utilities by political leaders in Washington. He discussed the situation at some length pointing out how politicians, loath to tackle the wet and dry issue, had hit upon public utilities as a football to be booted about in

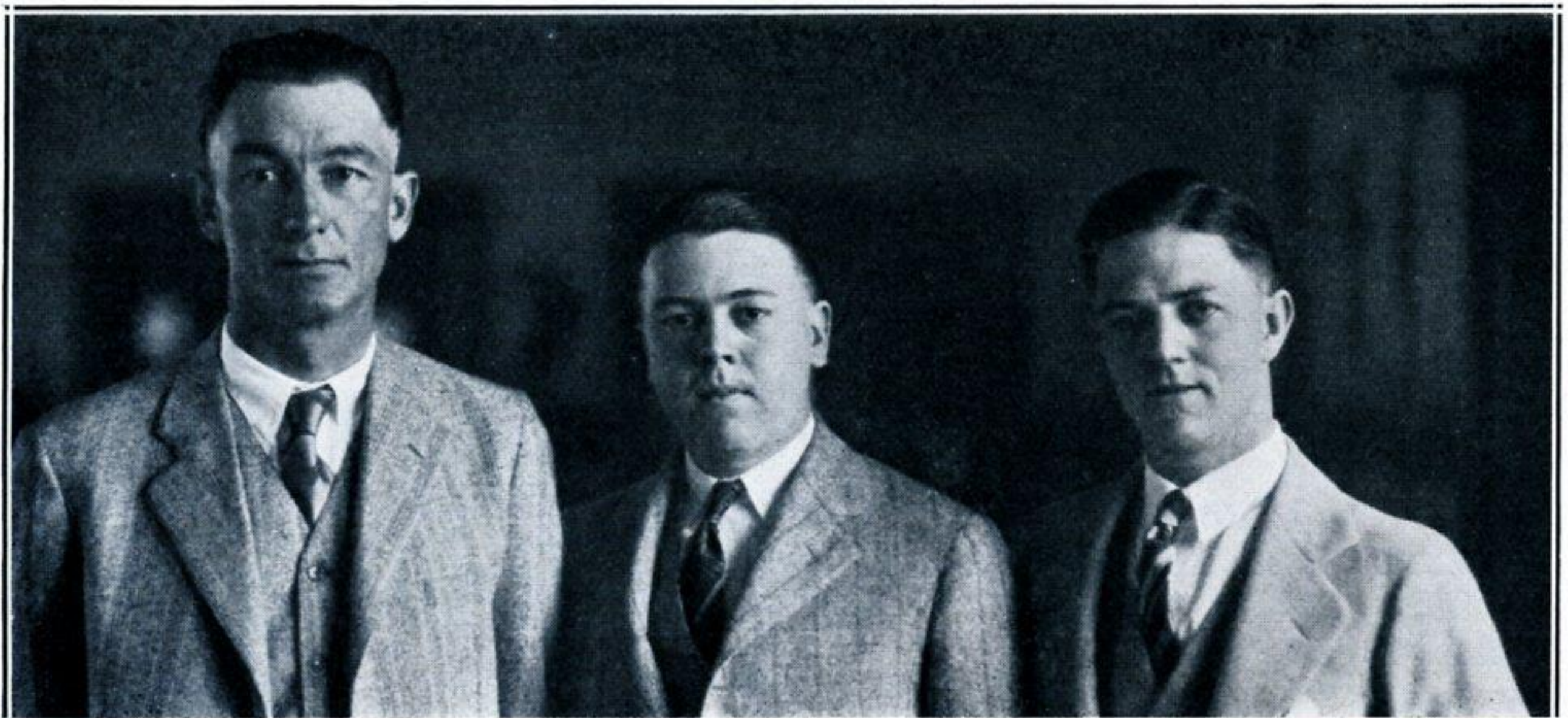
the hope of obtaining votes in the coming election.

He also went to some length discussing the value of public relations, pointing out that it is fine to give good service, but people expect it, and we must add to our good service these priceless qualities of honesty and fairness.

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AWARD WINNERS

Left to right—Carlton Ely, superintendent, and A. R. Wilson, former District Representative of Alvin, who captured second place in the Progress Award for Alvin, and Adolph Hatley, superintendent, Sour Lake, to whom went third place.





IT Can I Be Done Says Western Public Service Co.

Whether or not the descendants of Lord Calvert had aught to do with the founding of Calvert, Robertson County, Texas, they have nothing in this town to blot their escutcheon now.

There is a Western Public Service Company plant in Calvert making electricity and ice, as well as supplying water to the residents.

Calvert had thought itself a town on the map to be noticed but the stores were dark and dingy because little 25 watt lamps were blinking fore and aft—merchandise was stacked out of sight for fear some customer would see some of it and insist upon buying it. For several years this condition existed.

Then there came a change—along at Christmastime in 1927 the Western Public Service Company moved its office away from the plant and into a corner store building on the Main Street in the heart of the city.

By
CHARLES A. BRANN

Snow covered refrigerators were placed in the display windows, new fixtures were installed throughout the building and lights burned late at night brightening up this section of town.

Then a meeting of employees was held—they were told what our jobs are and how, through co-operation, each could help make the Calvert property a success.

Alladin had come to brighten their lives and their spirits ran high—

they began to see the needs of their fellow townsmen. It was decided to put on a lighting campaign. From Navasota, John Knapp, Assistant Commercial Agent, carried news of the proposed campaign. It was decided to place lighting units on trial in stores. W. T. Thagard, District Representative, took the campaign in earnest. He and John Knapp placed a number of units.



Superintendent Crouch and District Representative Thagard discuss selling points of lighting unit.

There was one
(See Page 23)



TRANSFORMER OIL SERVICE TRAILER

By A. E. Beattie

There is connected to the Gulf States Transmission Lines in Texas, 151 transmission transformers with a capacity of 106,989 KVA and containing 103,098 gallons of oil, which at present prices is worth approximately \$31,000.00. There is also connected a large number of oil switches of which approximately 24 are for 33 and 66 KV, and which contain nearly 12,000 gallons of switch oil or \$4000.00 worth.

This is a large investment and its value may be totally wiped out by improper maintenance and lack of attention. The presence of moisture even in very small amounts will lower the dielectric strength to such a value as to make the oil unsafe for use. Oil which contains one drop of



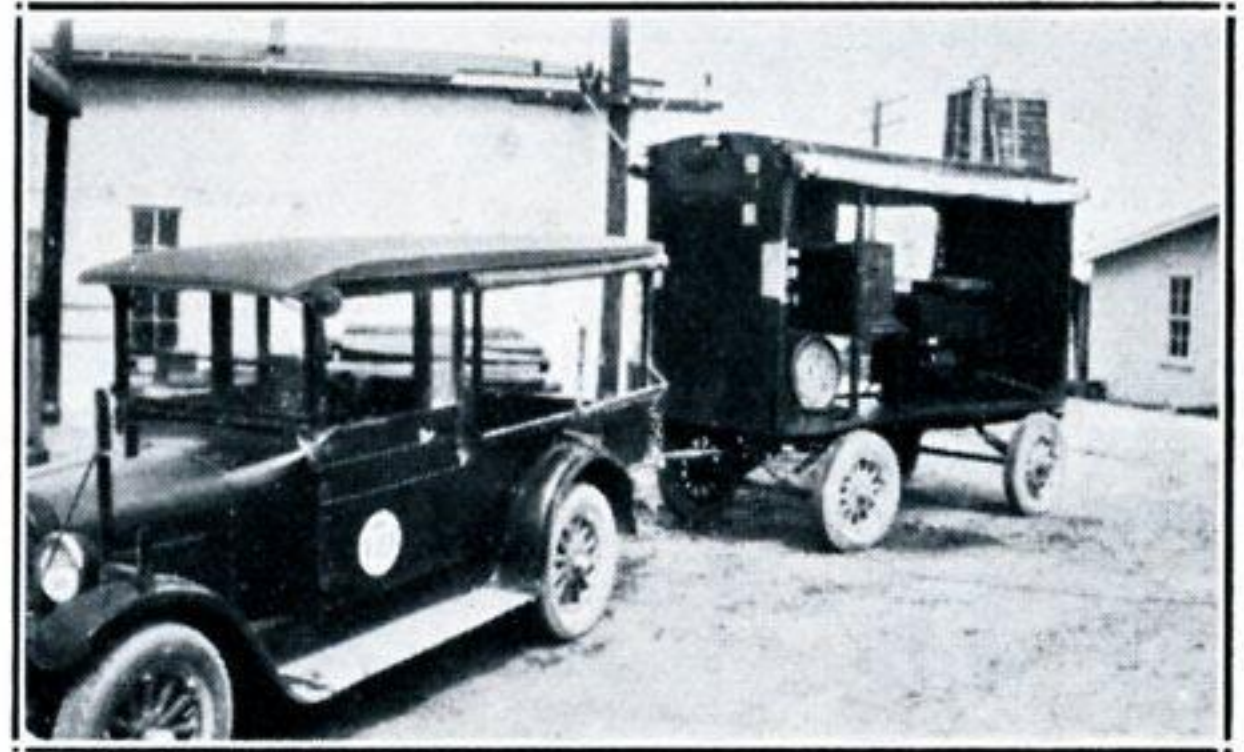
Oil filter trailer hooked up to transformer.

water to eight quarts of oil will test satisfactory, but the addition of only two more drops of water, when thoroughly mixed with the oil, will reduce its dielectric strength to an unsafe value, and make drying necessary.

When an oil switch operates, the arc is smothered in oil. This arc tends to burn the oil and develop gas and carbon. The gases developed are dissipated safely in most cases through explosive vents, but the removal of the carbon is not such a simple matter. This carbon is held in suspension in the oil and is not precipitated out while the oil is very badly carbonized.

This feature has to be carefully watched by the maintenance men and after a stated number of operations of an oil switch or maybe only one, the oil is thoroughly cleaned by filtering or some other process.

The Transmission Department has recently purchased a transformer service trailer which is equipped with oil purify-

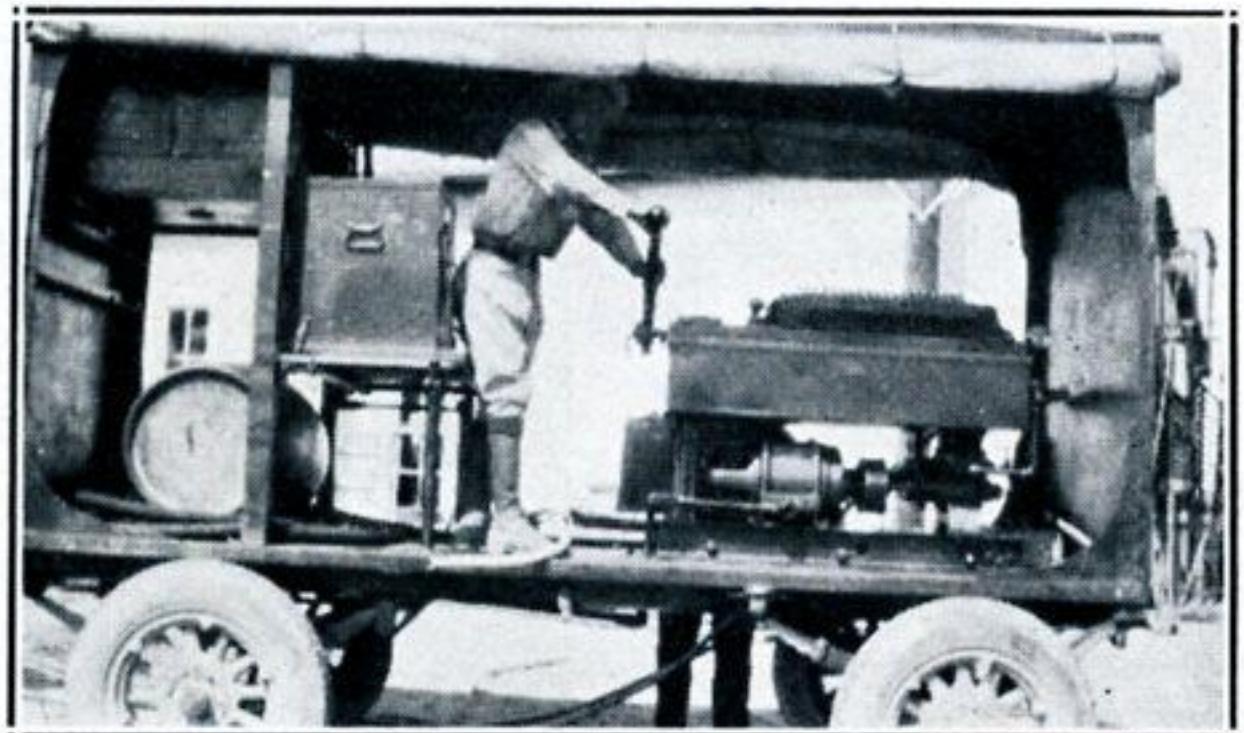


Transformer inspection truck and oil filter trailer.

ing and dehydrating equipment for the maintenance of its oil. The attached pictures show the trailer, which is equipped with G. E. Filter Press, Blotter Dryer, Oil Testing transformer, barrels for clean and dirty oil, and a small distribution transformer which enables us to use this outfit wherever we have 2300 volt service available.

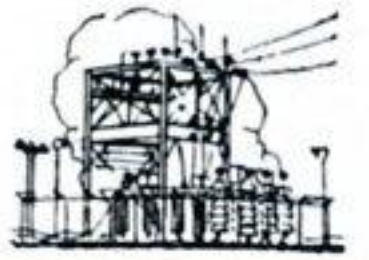
We hope to supplement this equipment with a modern centrifugal dehydrater and purifier this year, which will cut down the time necessary to bring the oil up to test.

This trailer was manufactured in Beaumont by Alex Feigelson from the designs



Oil filter trailer, showing filter press, oil tester and blotter dryer.

of the writer. The trailer is fireproof and weather proof and is equipped with electric lights, so that it can be operated 24 hours a day.



Mr. Burke Talks To Superintendents

“Would you do it if it was your own money?”

That, according to Walter Burke, District Manager, is the test to put to every expenditure contemplated before carrying it out.

Mr. Burke arrived in Beaumont from Houston shortly after the annual meeting of Superintendents and District Representatives got under way, and made a short talk at the morning session in which he brought out this point.

“You are in the big league now,” said Mr. Burke in part, “millions of dollars of new capital have been put into your companies. You are responsible for the expenditure of this money and I want to stress the importance of planning expenditures and studying them before recommending them. Go over the situation. Ask yourself how much increase in revenue will result from the expenditure you are contem-

plating. Consider whether this revenue will justify the expense. Decide whether you are playing fair with the person whose money has been invested in your company should you make the expenditure. Then put it to this final test: ‘Would you do it if it was your own money?’”

TEVIS STREET STATION

R. A. Landry, formerly Station Superintendent of the Sabine Station at Orange, is now located in the Production Department at Beaumont as Office Engineer. Mr. Landry and his family are residing at 2177 Foch Street.

Glenn Delaney, Repairman at the Tevis Street Station, has been unable to be at work for nearly two weeks due to illness.

H. D. Stunkel, electrician, has been spending a bit of his time lately at Liberty and Dayton in connection with new electrical changes in those stations.

SCANDAL?

“Convention Widows,” according to vague rumors floating around, celebrated the absence of husbands at Gulfport by holding a big Leap Year party. Each lady, we understand, was allowed to select her own “date.” For further particulars, husbands will have to consult their respective wives.



Here is the bunch at the Engineering Department. They are, left to right: H. C. Everett, L. F. Gusman, A. J. Cooper, W. L. Trumper, J. C. Voyles, H. A. Duncan, I. S. Pevito and R. B. Cruze.



J. R. McCANN'S "Public" Speaks on Speaking

The experience of almost a year of continuous participation in the activity originally and somewhat inaccurately called Public Speaking Classes has increased my faith in men and shown me in startling manner that individual ability and capacity are unknown quantities.

It is true that one of the objects of these meetings has been to assist the individual to become more articulate when talking with people. The development of this characteristic gave some people a passing justification for thinking that we were teaching oratory.

For those who had the persistence of real ambition or a constructive curiosity it soon became apparent that our efforts to cultivate practical talkers were thoroughly practicable and quite distant from the popular conception of oratory. This realization resulted in increased enthusiasm for the work by all branches of the various organizations.

Executive and subordinate, technical man and the man from the school of experience, men and women, have all found that these meetings provide a laboratory wherein they may experiment and develop abilities too frequently overlooked. Through experience they are discovering that it is possible to stand in the presence of others and speak clearly, concisely and with completeness.

Because of the absence of textbook or conventionally academic procedure each has had occasion to think clearly on familiar subject matter. Clear thinking while on one's feet, thus stimulated, is proving of great value to the individual as well as to the organization.

An honest man, accepting the opportunity to speak to an attentive group of his fellows, willingly assumes the obligation to say something worth while. As he thinks, he sees the many advantages of observation. Through the regular exercise of these commendable traits he soon comes to measure himself by a true standard, to adopt for his daily activity and for his ultimate objective, reasonable and logical methods.

His attention is consequently directed more intelligently towards his own tasks and those of his associates. It is but natural that his program of life is more definite, that his accomplishments are more practical, and that his satisfaction is more justified.

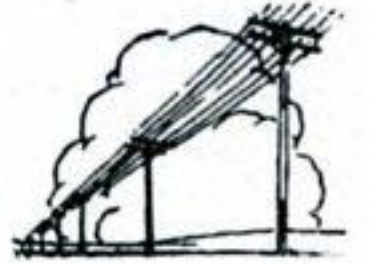
The work is not at all one-sided, for the company also receives many benefits. The most important of these is the intelligent co-operation rendered by thinking individuals whose eyes can be alike on the immediate future and the distant horizon.

—o—

Electric lighting of main-traveled roads throughout the United States is advancing. There are now about 600 miles of highway thus illuminated.



Meet Mrs. Florence Wimberly, folks, and her pretty little daughter, Margaret. You'd have to go a long way to find a more attractive and likeable mother-and-daughter combination. Mrs. Wimberly is with the purchasing department.



FROM ORANGE

Recently a big change was made in the positions of the personnel of Orange. Mr. Fred Raubold left for Houston to conduct his own business there. Mr. Harry Burr took over his responsibilities. Miss Belle Carter was transferred from the Commercial Department to the Accounting Department. Miss Carrie Allen was transferred to the Commercial Department where she will do sales work along with her other duties.

No one seems to know just what happened but Mr. Keith, District Representative of Orange, changed some writing on his meter sheet. On the bottom of one sheet were the words "Bad Dog." He has scratched out "bad" and put "Very Bad." Someone might ask how he and the fighting roosters get along also.

IT MAKES A DIFFERENCE

Wife (on auto tour)—"That man said there was a road house below here. Shall we stop there?"

Hubby—"Did he whisper it or say it out loud?"

PORT ARTHUR GARAGE FOUNDATION

Since taking over the street railway system, they have been mighty busy in Port Arthur. This picture shows foundation being poured for the garage adjacent to the car barn which will house new buses we will operate.



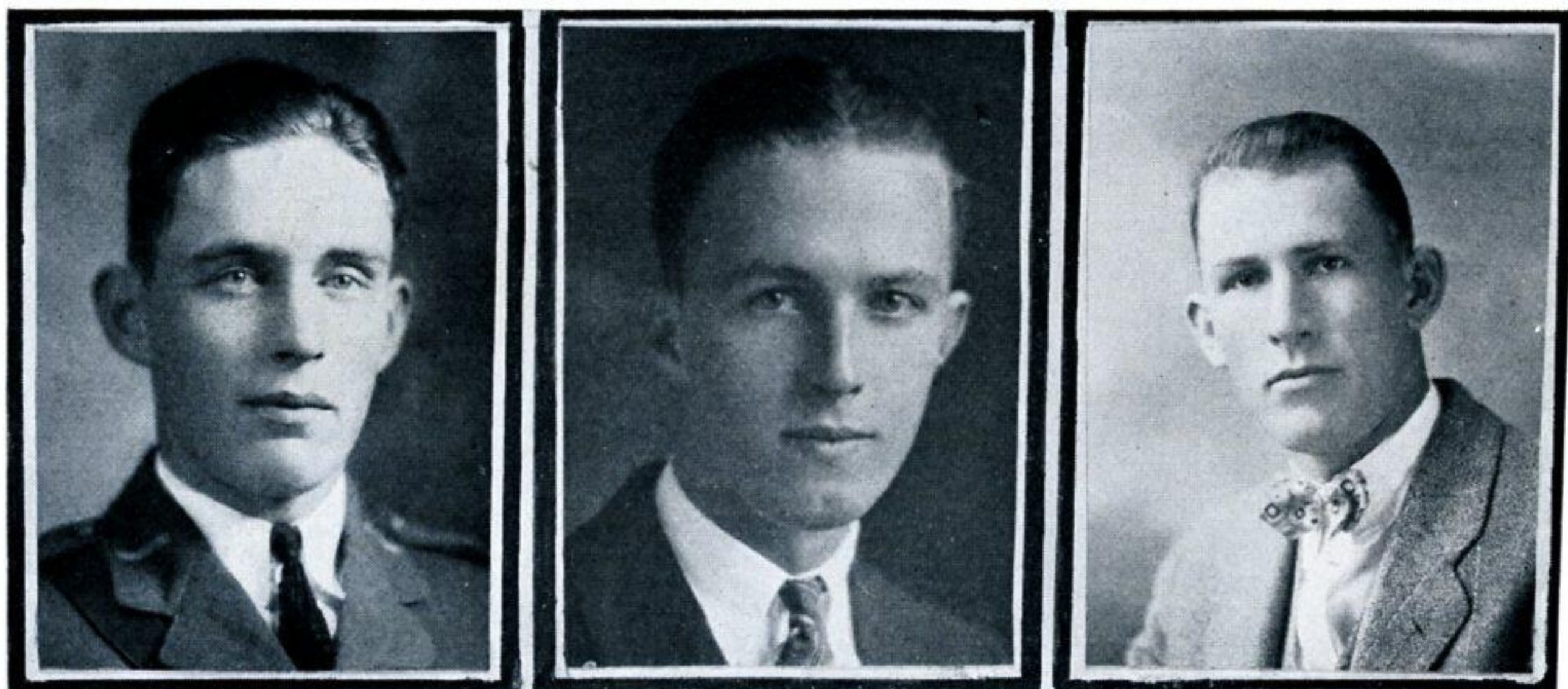
NEW BADGES



You've got to hand it to those railway boys; they're always pulling something new. The latest is the new badge. They've discarded for all time the old time honored system of numbering trainmen. From now on all trainmen will be known by their names.

The new badges are beauties, as you can see from the picture. They incorporate the company's monogram, and give the title of the persons wear-

ing them. The new badges were distributed to all trainmen of Beaumont and Port Arthur, interurban men, and bus operators a few weeks ago and are now in use. We understand Bill Gaines started the ball to rolling for the new badges, and he deserves a great deal of credit for, so far as we can learn, Beaumont and Port Arthur are the first cities in the country to discard entirely the practice of designating the man driving the car as "Motorman 906," or "Operator 704," etc.



Victor Gayle, left, is our new superintendent at Bryan. He was formerly cashier at Conroe. He has been with the company four years, having worked in the Bryan office while attending A. & M. College, where he graduated in 1926. Carl Hickman (center) was recently transferred from our Corrigan property to the Alvin plant as District Representative. Jerry Outlaw (right) is now superintendent at Trinity. Jerry was superintendent at Madisonville in 1925, going from there to Liberty division and then to Port Arthur.

Thanks to cooperation of the general office of the Western Public Service Company at Navasota, we are able to inaugurate this month a new plan for handling Plain Talks news from the Navasota Division. Under this plan Superintendents, or Plain Talks' correspondents, instead of sending news to the Beaumont office direct, will send the usual news letters to the Navasota office, along with any additional stories, or items, they would like included in Plain Talks. This will enable us to avoid a great deal of duplication in the case of transfers, etc., and we believe will prove much more satisfactory to everyone concerned than the old system. We have asked Mr. Brann to get out a general notice to this effect to his "gang," and are looking forward to the bigger and better Western Public Service Company section next month.

Capital invested in the British electrical industry has increased by more than \$212,000,000 during the last year, bringing the total investment up to approximately four billions of dollars.



Reworked transformer bank at Franklin School, Port Arthur. This is a fine bit of work by Sub-Foreman Adams and his line crew.

South Africa is steadily converting her industrial power to electricity. Ten years ago 48 per cent of her industries were electrically operated, now the percentage is fifty-six.



White Way Installations



By F. W. MERRILL

The installation of the 400 white way street lights in the business district of Beaumont and the installation of the 423 Novalux street lighting units in the more important residential districts has been a great improvement to the city of Beaumont. These new lamps replaced the old direct current arc lamps which had been in use for a good many years and had become obsolete. The neatness and general appearance of the distribution system in the business district has been greatly improved also by the installation of the tubular steel poles which were installed in conjunction with the white way street lights.

The installation of the white way street lights at each lamp location consists of one steel pole, two white way fixtures with the necessary cable leads, one safety coil and two high efficiency 20 ampere, 600 candle pow-

er lamps. The safety coils, which are used have a two-fold use. They not only transform the 6.6 amperes to 20 amperes making the use of the high efficiency 20 ampere lamps possible, but also insulate the street light fixtures from the high voltage carried on the series street lighting circuits, making the possibility of injury to the street light maintenance man or the public practically impossible.

A specially designed truck is used by the street light maintenance man in order to make his work as safe as possible and also to keep the cost of operation and maintenance of the streets lights down to a minimum, as with this equipment one man is able to do the work formerly done by two.

At the present time the street lighting load amounts to almost 340 Kw. and supplies a total of 1298 lamps of various sizes.



GUS HOLLINSHEAD

It's Superintendent Hollinshead, Western Public Service Company, Navasota, now. His many friends in and around Beaumont said fond adieu several weeks ago and wished him well and he departed for Navasota to assume his new duties.

Superintendent Hollinshead needs no introduction to most members of the organization. He has held various posts in the operating department, serving as assistant to Mr. Morgan in Port Arthur, and as assistant to Superintendent Braunig in Beaumont. More recently, and just prior to his transfer to Navasota, he was District Representative at Silsbee.

Mr. Hollinshead has asked "Plain Talks" to express for him his appreciation of the gift he received on going away, and to say that a warm welcome awaits visitors in Navasota.

DONKEY TEAM WINS SAFETY CONTEST

The Jackass wins!

The news reached Plain Talks just as we were going to press. And trainer T. E. Jones and jockeys Adams, W. E., Ahrendt, W. H., Beeson, A. B., Brown, T. F., Brewton, E. T., Comer, W. R., Cox, A. W., Crain, M. O., Dillard, A. L., Ferguson, I. H., Frost, E. R., Goza, H. H., Hickman, C. V., Lacouture, L., Lloyd, J. D., Monroe, B. F., Samford, E., Smith, G. A., Stephenson, V., Stout, R., of team Two are happy.

All of which has to do with the contest Beaumont trainmen held during the past month in which kilowatts and accidents both counted. The contest took the form of a horse race. Jones and his men won with 892 points while J. W. Christopher and Team Four had 688, C. A. Boyd and Team Three, 614 points, and E. E. Thomas and Team One, 584 points.

This month they're holding a transcontinental air race based upon somewhat the same lines.

HOME TALENT

And Comptroller P. R. Williams has turned out to be a very good actor, taking the leading part in "Captain Applejack," a recent Little Theatre stage production.

Chief Clerk Fred Davis also stole a big gob of glory in the production, which was directed by Educational Director Sherman.

Archie Briggs, who has been office boy on the second floor of General Headquarters for the past few months, has been transferred to Superintendent of Transmission Holik's office.

V. H. FRANCIS

who has resigned as superintendent, Navasota, to engage in similar work with another company. His many friends regret his decision and hate to see him leave our organization.





Track Gang Is Breaking Records

When you speak about "Track Work" to Pat Cannon, it brings forth the same smile you would see if you mentioned "Ireland," or talked about fishing in the "river Shannon."

Pat Cannon and his "gang" are just about to complete a miracle stunt. On January 21, when our company purchased the holdings of the defunct Port Arthur Traction Company, Pat's version of his job started to materialize. His stock went up over night.

He had previously prepared estimates of what it would take in material and money to place the tracks in first-class condition. Pat lost no time in getting started and on Monday morning, just two days after the purchase, he was busy unloading equipment and material in Port Arthur. Apparently Pat had a job he would have to stay with 24 hours a day. However, he perfected an organization that was soon functioning perfectly, and it's interesting to know how he accomplished it.

He trained four gangs of workmen. On Procter street he had one gang, raising and repairing the open track; another gang was placing new steel in the street intersections and paving these intersections. A gang of welders was welding bonds and plates on the rail joints; while the fourth gang was repairing the track and railroad crossings on the Seventh Street line.

The Port Arthur people and

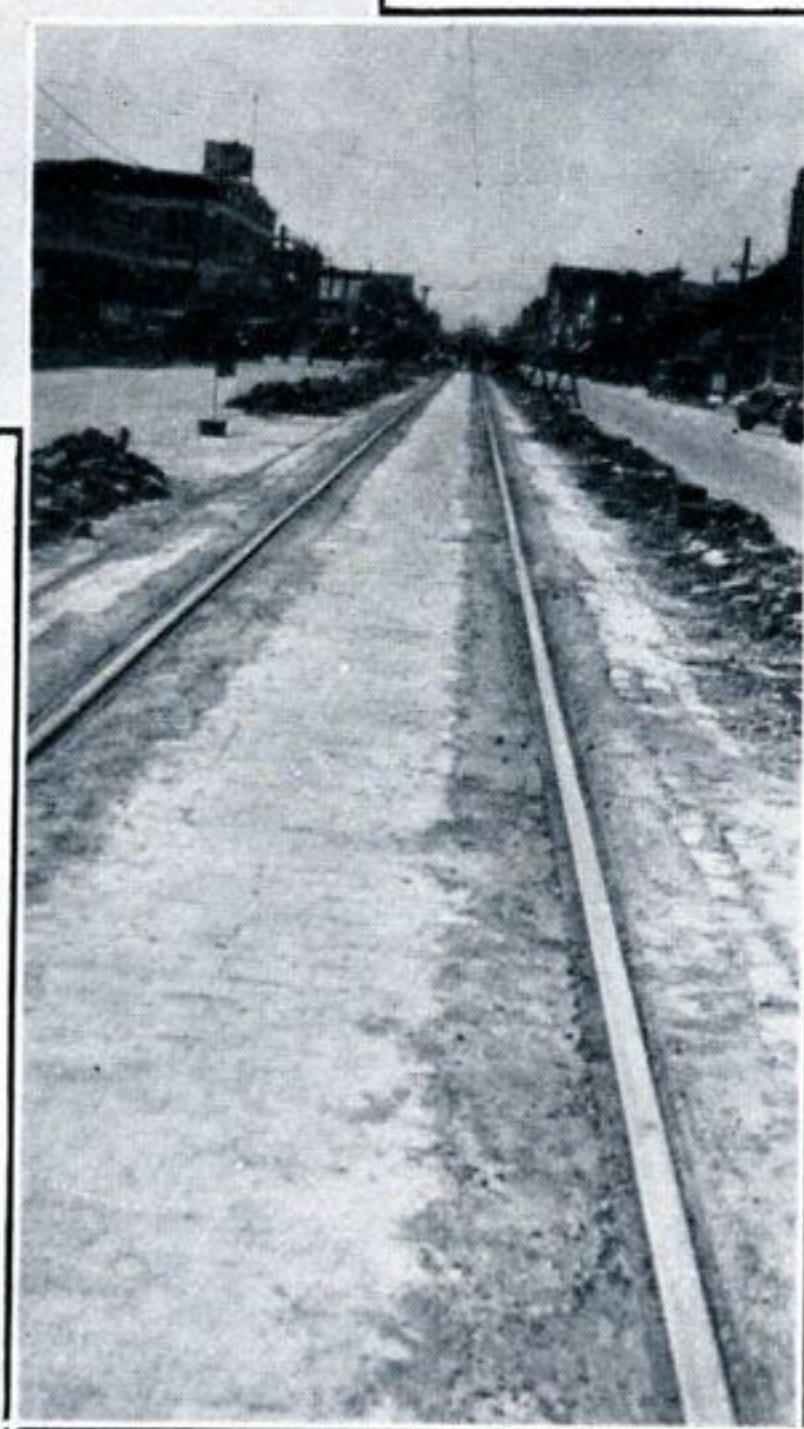
also employes marveled at what could be and was being accomplished. Between Mobile and Atlanta avenues, spectators observed one gang of men change one entire block of rails in the small time of eight minutes. "Knowing how" is what accomplished that, as it formerly took 40 minutes. One siding was moved 600 feet without delaying car service, by installing a new siding and then removing the old one.

Pat's gangs are now on Houston avenue where the tracks presented the most "horrible" appearance of any in the state of Texas, no doubt. As many Port Arthur citizens expressed it, "It couldn't be worse." Material, or rather the lack of it held up this job, but now everything is in full swing and is rapidly nearing completion. And what makes Pat Cannon rejoice is the fact that he has been able to do all this work at a cost considerably lower than he, as well as others, estimated.

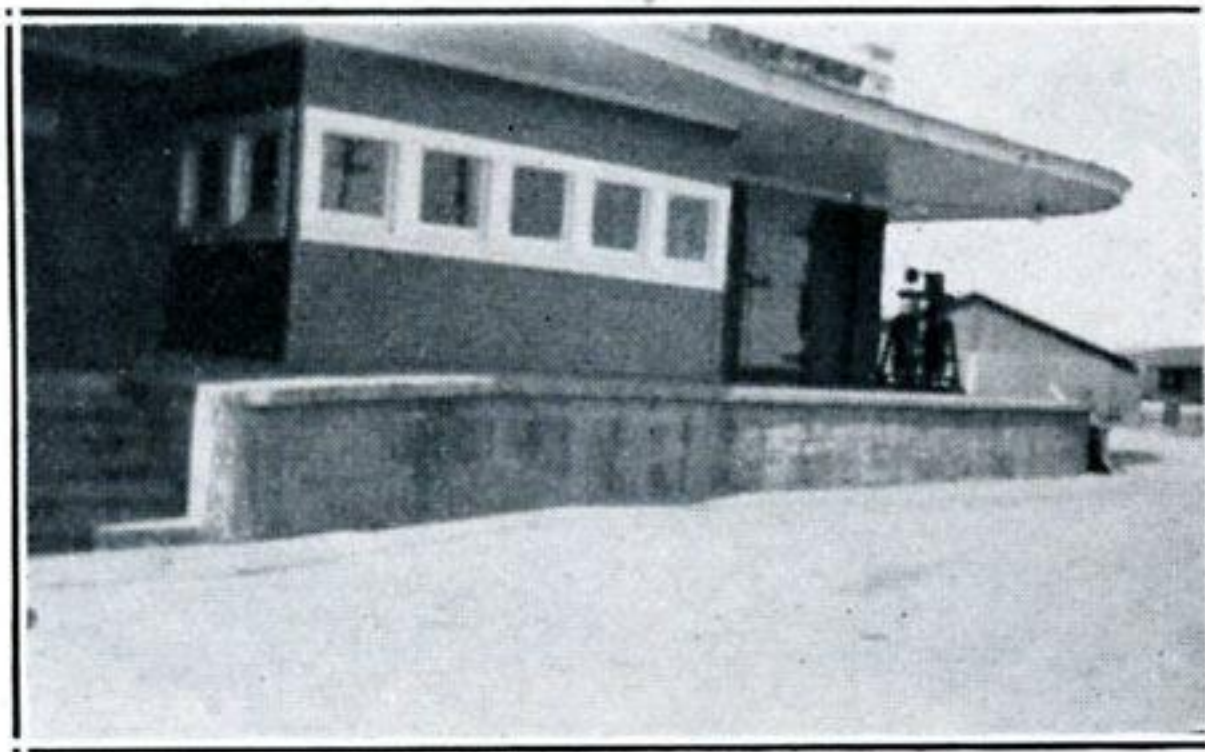
A building material firm furnished a concrete mixer free because material was purchased from them. Pat rented an air operated concrete breaker for \$20.00 per day and it does as much work as \$150 worth of labor would do.

And to climax, Pat got so busy he didn't observe St. Patrick's day — didn't even know it was the day until it was half over.

More luck to you, Pat. When you say the word, the new cars will get in motion.



A lady customer called in and asked trouble shooter if he could come out and fix her lights right away. He assured her that he would be right out, whereupon she told him that he would find a nice bunch of grapes on the kitchen table. The question is "Who got the grapes?" The trouble shooter fixed the lights, but when he went to look for the grapes, couldn't find them.



Miss Helen Hill, cashier at Trinity for the past three years, is now at Navasota where she has taken over the duties of Miss Mary Alda Hurt. Mr. J. H. Hill, her father, former superintendent at Trinity, is now at Navasota also, in charge of plant operation. The center picture shows the new ice office and platform at Navasota.

CUP

(Continued from Page 1)

The applause filled the big dining room, but above it could be heard the shrieks of joy let loose by Hallie Earthman in his overflowing enthusiasm. It was a great night for everyone, particularly for Hereford and Earthman, and the folks back home in Conroe who had helped put that property over.

In presenting the award, Mr. Holtzelaw praised all properties for the fine work they had done merchandising our company's services during 1927. Certificates of second and third in merit were awarded to Alvin and Sour Lake respectively. Much of the credit for the former went to Carlton Ely and A. R. Wilson; and credit in the latter instance in a great measure went to Adolph Hatley.

P. E. McChesney, Commercial Manager, in commenting upon the awards said it was too bad there wasn't a cup for every property because every property had done fine work. He reviewed the accomplishment of the three winners, and was generous in his praise. Conroe had done fine work; in Alvin, Ely and Wilson had had an uphill fight much of the way; in Sour Lake, Hatley had faced the slump in business conditions, the oil field having dwindle

dled to almost nothing, but despite this he evolved ways and means of adding revenue.

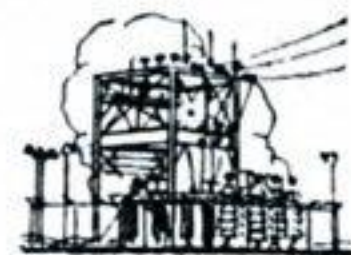
The annual banquet was, of course, featured by the announcement of Progress Award, but there were many other features of interest on the program for the evening.

For one thing, C. A. Brann announced that Western Public Service Company, Navasota Division, wished to announce that they had disposed entirely of the allotment of Gulf States Utilities stock given them to sell.

Two skits were put on; one by Julia Peterson, Agnes Jamison, Hallie Earthman, and John Knapp. The other was put on by Mrs. E. L. Robinson and Marcus Andrews of the Beaumont Merchandise Sales Department. The former had to do with the proper way of selling toasters, and the latter dealt with selling General Electric refrigeration.

One of the big treats of the evening was the short talk by Mr. Walter Burke, District Manager of Houston, who declared that the meeting was the most enthusiastic that it had ever been his pleasure to attend. He touched on the congressional investigation, and urged all employees to familiarize themselves with it in order that they could discuss it intelligently with those with whom they come in contact.

The banquet was the outstanding "social" event, and the only one of the two-day meeting, starting at 6:30 p. m., it was adjourned about 9:30 when visitors and home folks sought forms of amusement to their own liking.



Some News From Neches Station

By H. J. RICHINGS

In July, 1925, the writer was told Stone & Webster, Inc., had been awarded a contract to erect a large power station in the marshes bordering on the Neches River, on the outskirts of Beaumont, Texas, and that he could plan on hanging his hat for the next year on some Beaumont peg.

The station as contemplated at that time was finished in record time, but the writer lingered on, as various miscellaneous jobs were authorized by the Gulf States Utilities Company in both Louisiana and Texas from time to time, including transmission lines, substations, etc., and then, as every employe of the operating companies seemed intent on increasing the business of his particular division, persistent rumors began to go the rounds regarding the necessity of building an addition to the Neches Station until in August, 1927, when actual authorization was received to start operations.

No time was lost in establishing a new organization, getting equipment ready and material on the ground and excavation started. The total excavation consisted of 9423 cubic yards, and as soon as a space large enough for a pile driver could be cleared, pile driving was started, and a total of 986 piling were driven for an average of 67 feet per pile.

The general excavation and piling were completed during the latter part of October. The pouring of the concrete foundation and mat started immediately, and good progress was made, so that the erection of structural steel was started during the latter part of November, and rushed through to completion by the middle of January.

At present the building itself is practically complete, but we still have approximately 400 men busily engaged installing electrical and mechanical equipment.

The first unit consisted of one 20,000 K.W. Westinghouse Turbine and two Babcock & Wilcox 1530 h.p. cross drum type boilers equipped to burn either gas or oil, while the new unit will consist of one 35,000 Kw. turbine and two 1540 h.p. boilers.

Everything possible is being done to keep the work up to schedule, and we expect to be able to have the new unit ready for preliminary operation by the first of May and commercial operation by the fifteenth. If successful, we shall have covered a period of only ten months, a record we believe we have a right to feel pleased with.

It is now up to all members of the Gulf States Utilities Company and affiliated companies to help increase the business of their respective company so that it will be necessary to install a third unit, and allow the writer to remain to see Beaumont and vicinity progress as rapidly as it has done during the past three years.

We extend a cordial invitation to all to visit us when convenient, and be sure to come prepared to enjoy a very spirited ball game. Probably you have not heard that we have been having ball games for the past two months during the noon lunch hour, and as great rivalry exists between the two teams, which are evenly matched, a good entertainment with lots of excitement is guaranteed to all.

The Stone & Webster organization also has quite a few golf enthusiasts, who swing a mean club, and business conversation naturally has a tendency to turn either to baseball or golf.

We have heard quite a number of conversations regarding the good looking girls in the various offices of the operating companies, but we have a few ourselves, including a nurse; and girls, we have some fine looking boys also—please don't rush.



WOMEN'S COMMITTEE

Sells \$9,000.00

Electric Merchandize!

BY MISS ALICE McMASTER

On Wednesday evening, March 14, Mrs. Doris Morrison's team proved very subtle hostesses to Miss Eliza Bryan's team in honor of the latter's triumph in the recent Appliance Sales Contest. The winners were entertained at the Beaumont Country Club at a 7:00 o'clock dinner, Mrs. Morrison acting as toastmistress.

The following is a memorandum read by Mrs. Morrison at the dinner, which was written to her by Mr. McChesney, in which he compliments the girls on their splendid work:

"Will you please express the sincere appreciation of the Sales Department for the splendid work the Women's Committee did in selling appliances from last November through February of this year.

"It may, perhaps, interest them to know that the total gross sales were approximately \$9000.00, and that the total ten year estimated kilowatt hour consumption for the appliances sold is 330,630.

"Perhaps the individuals do not realize that their efforts mean a great deal to the company. From the above figures they can see that the contest was well worth while. We sincerely hope that the knowledge gained from this contest will be put into daily use.

"We again thank each member that participated in this contest."

Miss Mary Lilyerstrom was called upon to welcome the guests, which she did in her usual witty manner. Miss Bryan was donated the floor on which she stood to thank the hostesses for the hospitable manner in which they were entertaining the winning team. Miss Bryan presented Miss Miriam Widman in a special dance, after which each of the hostesses was given a nosegay as a remembrance from the honor guests.

Miss Hazel Richardson made the presentation speech when it was announced that Miss Theresa Kaper had won the individual prize for having accumulated the greatest number of points in the sale of appliances.

Mrs. Sibyl Duke was asked to tell the girls just what tactics Miss Kaper used in selling so many appliances. This was indeed amusing, and several girls were seen taking notes on Salesmanship so that they will know how to go about winning the prize next year.

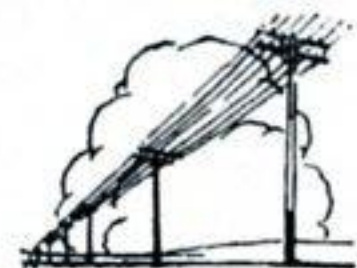
Mrs. Vanabel Robinson had charge of the games that followed the sumptuous repast.

The girls enjoyed a round or two of "Going to Jerusalem." Miss Mary Haynes doesn't want to play any more.

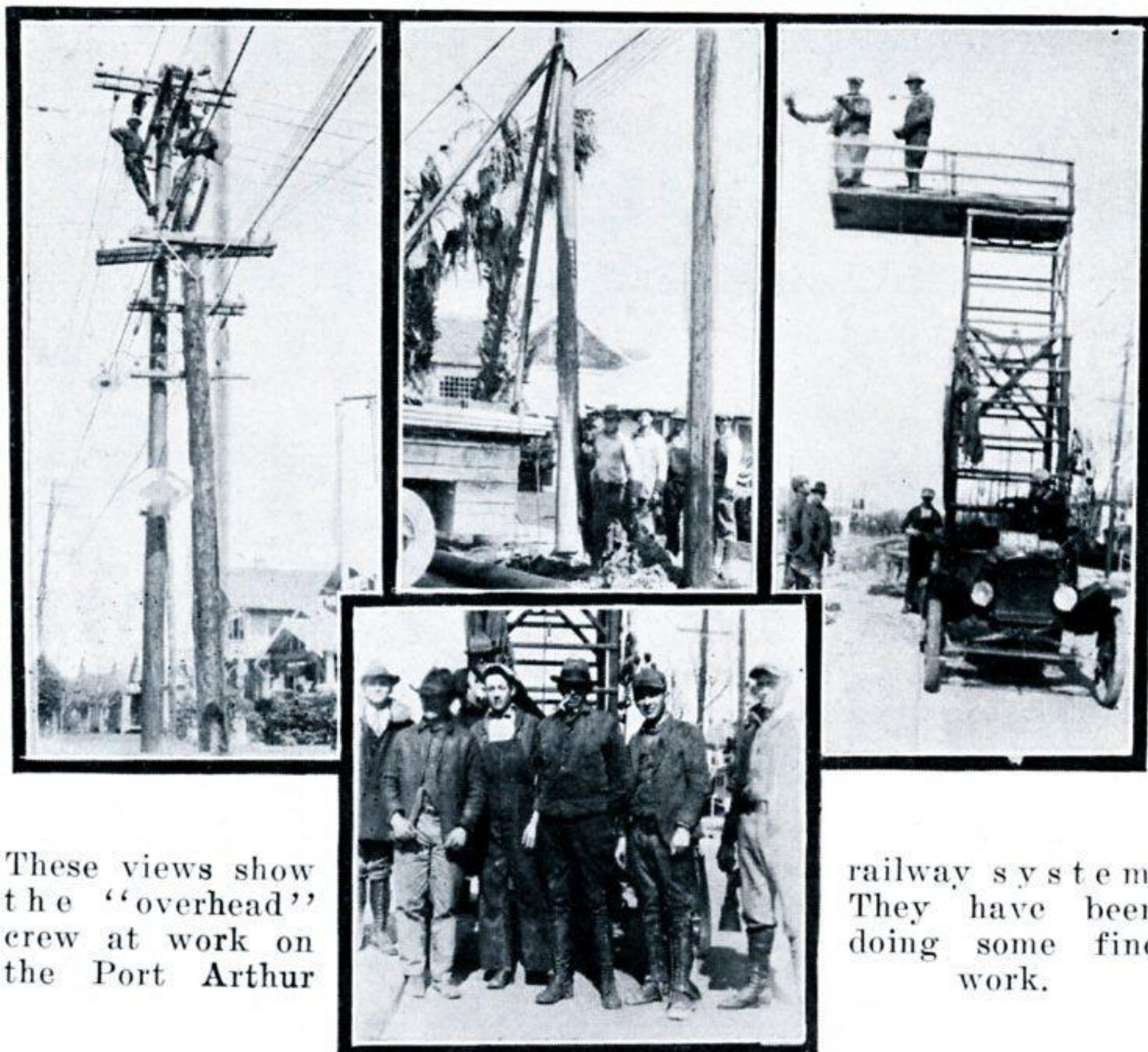
(See Page 24)



Here's the pride and joy of Mr. and Mrs. R. O. Pennington. He's Pennington's "Lindy," a black German shepherd dog, and he took first prize in the novice class, first prize in the American class and fourth prize in the limit class when shown at the New Orleans Kennel Club's annual show March 10 and 11.



Reworking Port Arthur's "Overhead"



These views show the "overhead" crew at work on the Port Arthur

railway system. They have been doing some fine work.

By W. W. PHILLIPS

The work of completely rebuilding Procter Street from the 700 to the 2800 Block has been completed. Forty-five foot poles were set on the south side and thirty-five-foot poles were set on the north side of the street. The reason for using such tall poles on one side was to provide room for primary and secondary circuits, transformers and trolley feeders and signal wires.

Approximately one third less poles will be seen as before since these poles will be used to hold the trolley wires, while before taking over the street railway, there were poles to hold up the trolley wire in addition to our poles. It is planned to use the poles on the north side of the street

to carry secondary lines for lighting. This will eliminate all services crossing Procter and will improve the looks of the street considerably.

As fast as the new poles were set and the circuits transferred to them, the new trolley wire was installed. This work was done by the newly organized trolley crew under the supervision of Mr. G. P. Fillin-game of Beaumont.

EXACTNESS

Captain (to gunner)—"See that man on the bridge five miles away?"

Gunner—"Ay, Ay, sir."

Captain—"Let him have a twelve-inch in the eye."

Gunner—"Which eye, sir?"



PORT ARTHUR RAILWAYS

The club rooms for the trainmen at the carn barn are slowly but surely nearing completion. The lockers will be housed upstairs, providing more space in the room downstairs. A shower bath is being installed; the old company had none. Better lighting facilities, better ventilation, more space, sanitary drinking fountain, comfortable chairs and seats, new checker and domino tables, convenient facilities for the making up of turn-ins and reports will feature the new quarters.

The thrill that comes once or more in a lifetime presented itself on the night of March 22 when the new badges were issued; the old ones which bore a number were discarded. Every operator was surprised at the beauty of the badge, and each day the men are receiving compliments from the public regarding the badges.

Clark Mills was so proud of his new badge that he laid off and went down town, wearing his cap, and stood at the corner of Procter and Austin all afternoon.

Walter Thomson was so proud of his badge that he wouldn't leave it in his locker, but wore it home.

"Selling Car Rides," a pamphlet on salesmanship, has been issued to operators. Many good ideas are presented and all men vowed to practice them. As Marion Knight expressed it, "We'll be 'right up to now' when those new cars get here."

Port Arthur operators made two group visits to Beaumont during the month to play pool. They went early and stayed late. All expressed themselves as having a good time.

The second visit was mostly P. M. operators. Extra men and A. M. men worked for them so they could all get off. This was the first time all P. M. men have been able to go to Beaumont at once, and it was a very commendable act for their fellow buddies to work for them.

Walter Hebert, champion rabbit hunter of the local transportation department, decided to try his luck at capturing the

finny tribe recently. Walter boards with Operator Drews and before leaving told him to have the hot grease ready when he returned. Realizing that Drews was the champion eater of the department Hebert knew he had to fulfill his agreement or he might find himself locked out. Returning with only two or three small perch, he nearly found it that way, but Drews soon became reconciled. Hebert states that Drews won't eat rabbit in the summer time, and if he can't catch fish he may have to buy them or find himself minus a home. (Note: All operators please be advised that Mr. Ward can give the correct information on how to catch fish.)

RAILWAY DEPARTMENT BEAUMONT DIVISION

Mr. L. P. Boden, who has been in El Paso for several months on account of his health, has returned. His many friends are glad to see him back and enjoying good health. Several did not know him at first because of the misplaced eyebrow he wears.

When asked what he thought of El Paso Boden said R-R-R-R that is a good town—good company—and they treat you fine—but there is nothing like old Beaumont and the Royal Car Line.

BEAUMONT MEN ATTEND SAFETY MEETING IN LAKE CHARLES

On March 8, Messrs. Braunig and Beattie, of the Beaumont Transmission and Distribution Departments, accompanied by the First Aid Team,—composed of the following men: W. E. Herrin, John Hill, Cecil Nantz, Tommy Burdette and Lewis Roberts—motored over to Lake Charles, where they attended a big safety meeting. This meeting was held by the Louisiana Division of the Gulf States Utilities Company.

Mr. Braunig made a short address on Safety and Accident Prevention work, after which the First Aid Team gave an excellent demonstration of First Aid methods and the Prone Pressure Method of Resuscitation.



HEALTH ? HOW'S YOUR

BY DR. W. F. THOMSON

SPRING TONICS

And in the spring we rattle glasses—
Mixing sulphur and molasses.

The best spring tonic for children comes
in milk bottles, labeled "Grade A."

There is good reason for believing that
we have been over-estimating the value of
"spring tonics" as rejuvenators after our
winter's hibernation.

Ancient, time-honored, sassafras tea, and
sulphur with molasses, were supposed to
clarify the blood of its winter's accumula-
tion of "impurities" — what impurities,
proponent sayeth not.

As a matter of fact, when one is in
normal health, with all eliminative organs
functioning efficiently, impurities do not—
can not accumulate.

Though we swallow cream of tartar,
Without reason, without rhyme;
Blood's no thicker in the winter
Than it is in summer time.

Until we came into possession of proof
to the contrary, it was our cherished belief
that the blood was thicker in the spring
than in the fall. The consistency of the
circulating blood, fortunately, is quite con-
stant and not influenced by seasonal
changes. The custom of taking sulphur,
sassafras, sarsaparilla and cream of tartar,
to "thin" the blood, is, therefore, without
scientific basis for its claim to continued
existence.

And the finest spring tonic
That a man ever took,
Was a line on a pole
An' a worm on a hook.

Another fine form of spring medication
is the garden variety of free perspiration.

Unless one is in a position to indulge
himself in the luxurious attacks of lethar-
gic indolence, that come with the first
warm days of spring — commonly called
"spring fever," the best "tonic" one
can take for it is perspiring activity in
the open air — in a forty foot garden with
a four foot rake.

There's tonic in the morning,
There's tonic in the air;
You'll find it when you're fishin',
You'll find it ev'rywhere.
Tonic's in the steering wheel,
There's tonic in your tub;
Go mow the lawn
At the break o' dawn—
You'll find it in your grub.

When one is blessed with a good appe-
tite, under judicious control; leads a physi-
cally active life in the open; gets eight or
nine hours of undisturbed sleep in a well
ventilated room, or, better, on a sleeping
porch; and spends at least a part of each
day in pleasant reveries, he needs no
"tonic," for those are all tonics — God's
tonics, and for which there are no bottled
substitutes.

Throw away the pills and potions—
Better dope is in the ocean's
Saline scented, bracing air.
Not-with-standing advertisers,
We don't need these appetizers,
When Nature's tonic's everywhere.

And the children? What's a good tonic
for them?

Plenty of clean milk—
Plenty of sunshine—
Plenty of fresh air—night and day—
Plenty of clean, wholesome food—
Some fruit and some vegetables every
day—
Plenty of pure water—and—
Plenty of play.



HIGH-LINE CONSTRUCTION MEETING

By J. C. CHANDLER

The second "get together" meeting of Gulf States Utilities Company construction forces of the Navasota Division was held in the G. S. U. Company construction office on the night of March 14.

The meeting was presided over by Mr. Kirby, and a good representation of both Engineering and Construction Crews was present. Several men from the Huntsville and Conroe Divisions were invited to come over, but were unable to attend.

Messrs. Brann, Shaw, McClurkin and Hollinshead of the Western Public Service Company were present, and each gave a very interesting talk, stressing chiefly the fact that we are all company men and our many interests are in common.

The fact that by securing additional load the efforts of W. P. S. Company Commercial men have been very instrumental in making possible the construction of transmission lines in this territory was also brought out.

Interesting talks relating to the fact that the conduct of construction men has much to do with good will and public relations, and that W. P. S. Company has its public to "live with" after the construction forces have gone, were given by Mr. Kirby and Mr. McClurkin.

Sub-station construction, construction accounting and first aid precautions were discussed by Messrs. Cargill, Linnehan and Johnson, respectively.

The desire to finish the line construction on schedule, and a fine spirit of co-operation seemed to possess every man present.

Mr. Kirby adjourned the meeting at 10:30 o'clock, expressing the hope that men from the other divisions may be present at the next meeting.

Electric railways of the United States employ on their street cars and buses approximately 300,000 persons.

The condemned man had once been an actor, and as he sat down in the electric chair, "Say Warden," he demanded, "is this to be a rehearsal of the real thing?"

PORT ARTHUR

The candidates for the 1928 Baseball Club held a meeting in the Distribution office on February 22, 1928.

Mr. DeCuir was elected to manage the team and Mr. Hooker was made field captain. Mr. L. M. "Diddy" Welch was elected treasurer.

The City League opens April 2.

G. H. Johnston, formerly of the Louisiana State Highway Commission has been employed as a meter tester in the Port Arthur Division.

Joe Henry, general distribution engineer, is now working in the distribution department at Port Arthur. Joe will be in Port Arthur for three or four weeks.

Work of installing the 310 new 250 c.p. Westinghouse ornamental street lights has been started. These lights look fine. A sample of them may be seen on Procter Street.

PORT ARTHUR BASKETBALL

Due to the Efforts of Blackey (Charles) DeCuir, a Gulf States Utilities Company Basketball team was organized last fall.

Our basketball team in co-operation with seven other teams organized a city league. A set of rules was drawn up by the officials of the league by which each team was expected to abide when playing any team in the league.

The season was divided into halves. Each team played seven games in each half. We won fourth place in each half.

We played five games outside the league, two games with the Gulf States Utilities Company of Beaumont,—one of which we lost, one with Nederland High School and two with Port Arthur High School's second team.

The members of our team were as follows: R. Prejean, (Center); R. C. Borne, (G); Taylor, (F); A. Walker, (F); Brandon, (C); Jones, (G); E. Trow, (G); D. Martinez, (F); C. N. Spencer, (G).



TRANSMISSION LINES IN THE NAVASOTA DISTRICT

By J. R. KIRBY

About September first of last year preliminary survey work was begun at Navasota, Texas, to determine the route of the transmission lines to be built in that section of the Western Public Service territory.

Approximately one hundred miles of 33,000 volt lines had been authorized to connect Navasota with the neighboring towns of Anderson, Madisonville and Normangee.

These lines were to connect the several generating units of the Western Public Service Company and also to serve as a rural distribution system thereby securing considerable new business for the company in electrifying small towns and remote gins or pump stations.

With this in mind, it was decided that the location of the transmission lines should be along highways or railroads, as much as possible, for the path of progress and development usually closely parallels these arteries of communication.

The fact that Grimes County had recently constructed a new highway from the south to the north county line, which passed through some of the towns the company wanted to serve, easily determined the route of the lines running north and south of Navasota.

Other lines, serving towns not on state highways, usually ran cross country, as the second class roads were too crooked to consider following.

There is a great deal of work to be done before poles are set on a transmission line. First, the surveys, both preliminary and final, with all their maps, plans and tower lists; second, the right of ways, which require abstracting property records, writing field notes and preparing easement forms and plats before the right of way agent can go to the various owners to purchase the right of way; third, the structures have to be designed by our engineers and lists of material tabulated and purchased.

This present program of transmission line construction is the largest project yet undertaken by the engineering and construction department of the Gulf States Utilities Company.

Heretofore such projects have been done

I. J. WHITE CASHIER

I. J. White appeared first in the cashier's cage in the Beaumont office about the middle of February. Mr. White is one of the few men who turned from the life of a railroad man to enter the ministry, and one of the fewer men to turn from the life of a minister to railroading.

He was Recording Secretary of the Baptist General Convention of the state for a period of ten years. Although his life has been filled with experiences of many kinds, Mr. White says this is his first experience in handling money. Being a minister, he says that he hopes to be instrumental in starting every unmarried person in the organization out on the sea of matrimony.

by Stone & Webster, Inc., with their own organization. Therefore the degree of economy with which these lines are constructed will determine the policy of the company regarding the construction of future lines.

Construction of transmission lines in the Navasota District was begun the middle of January at Navasota and has progressed steadily northward through the towns of Anderson, Roans Prairie, Shiro, Singleton and Bedias, a distance of 36 miles. Another two and one half miles of line was recently built from Navasota to the Humble Pump Station to take care of a one hundred horse power load, secured by our alert commercial department.

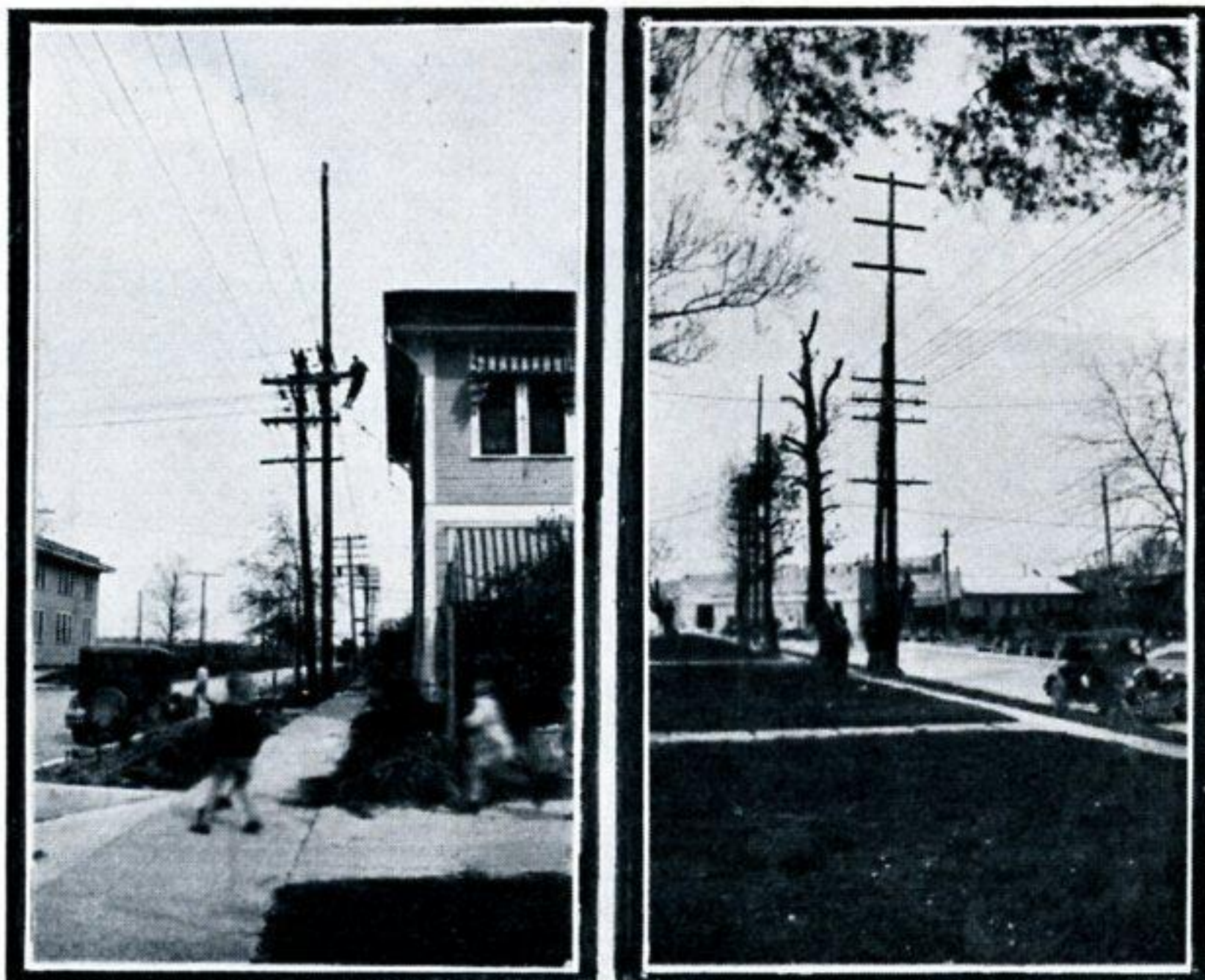
At present the crews are extending themselves to complete into Iola, due to the fact that the town is badly in need of service, their own plant having burned recently.

The completion date of this project is June first, but before that time the late traveler in the Navasota District will welcome the lights at the cross roads and in the villages. Up to date distribution systems are being built in these small towns and community centers and there is much rejoicing among their few inhabitants.

Due to the wonderful good will inspired by the Western Public Service Company throughout this territory the Gulf States Utilities Company has been accepted by the public here as one of its own. May we continue to strengthen these bonds of fellowship and confidence so readily extended us by the good people of this district.



Construction of the 33,000 volt line from the Tevis Street Substation, Beaumont, to the Neches Canal Company Pumping plant several miles north of the city will be completed sometime during May. The pictures to the right show how distribution poles are being replaced with highline poles along the route.



Engineering Dept.

By JACK VOYLES

L. F. Guseman graduated from Beaumont High School a short time ago and is now with our company in charge of the blue print machines. He has been with us for the past three weeks.

F. G. Wilson came to the Engineering Department a few weeks ago from the Petroleum Iron Works of this city. He has also worked with the Alabama Power Company at Birmingham. He is employed in this company as draftsman and we wish him much work and as much pleasantness as possible.

Rex Kitchens, our Architectural Engineer, is about the busiest man in these parts since work on the 1928 requisitions has started. The fact that he is busy may be readily discerned from the following resume of construction that Rex now has under way.

Summing the work up under two heads we have: (1) Remodeling, and (2) New Construction.

Under remodeling we have the following:

- (1) Enlarging our main office in the Interurban Building.
- (2) Enlargement of the Orange Ice Plant. All steel and concrete work neces-

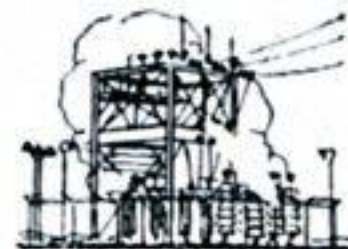
sary in the enlargement of this plant is under the supervision of Mr. Kitchens and the work is being done in a very workman-like manner.

- (3) Plans and specifications for the enlargement of the Huntsville Ice Plant have been approved and work will start in the near future.
- (4) Plans for the remodeling of the Port Arthur car barn have been completed and work is progressing rapidly. This building, which was in a deplorable condition when taken over by our company, is to be made into a "show room" in which to store the new rolling stock that will be moved to Port Arthur in the near future.

Under New Construction we have several interesting items the most important of which are:

- (1) The erection of a bus garage and office at Liberty. The garage is now complete and work on the new office is going ahead at a rapid speed.
- (2) The erection of a 60x80 foot bus garage and an ice vault at Port Arthur. Excavation and foundation work for the garage has been completed and the erection of the building will start as soon as the steel arrives. Plans for the Sixteenth Street Ice Vault have been approved and work will start immediately.

Aside from following these jobs to a conclusion, Rex has nothing to do but run errands for the Engineering Department.



Pictures for "Plain Talks"

If there is one thing that we are always asking for, it is pictures. This issue of Plain Talks and the preceding one are the best evidence we have that our appeal is at last bringing results. However, from time to time we receive pictures that for one reason or another, we are unable to use. Sometimes the picture is too dim and indistinct to reproduce; sometimes a picture has been so marked on that it is impractical to use it; sometimes the picture tells no story. By this last we mean that, particularly in the case of equipment such as automobiles, the picture merely shows an automobile — no particular features to make it interesting to Plain Talks readers. We would like to urge that wherever possible, those sending in pictures for Plain Talks, see to it that there is some employe of the company shown along with the equipment. This puts "life" into the picture and makes it more interesting to readers.

Please Co-operate

In spite of all we can do, it sometimes happens that Plain Talks hurts someone's feelings. When this happens, we of the Plain Talks staff, feel as badly as does the person our publication has offended. Plain Talks, as everyone knows, or should know, is a magazine to promote friendliness. We want to appeal to our contributors, therefore, to think carefully before sending in stories that make fellow employees the butt of their joke. Cooperate with us to keep the columns of Plain Talks free from anything that may be objectionable to any employee. The stories that hurt have a way of appearing innocent. That is what makes it hard on the Plain Talks staff. We may throw out a story that is perfectly all right because it looks to us as though it might cause offense. On the other hand a story that appears to us to be perfectly innocent may, due to certain things with which we are unfamiliar, cause ill feelings. Let's all remember this when we are preparing our contributions for Plain Talks.

"What is this thing, dear?"

"Only a pawn ticket."

"Why didn't you get two so we could both go?"



IT CAN BE DONE
(Continued From Page 4)

man they felt should have a unit but they could not sell him. They told

Superintendent John L. Crouch about it. He took this task and sold this customer two units. Co-operation was in evidence on every hand.

People began inquiring about the units. They came to the office to see about them and went out with other merchandise as well. The waffle iron campaign that month went over the bogie.

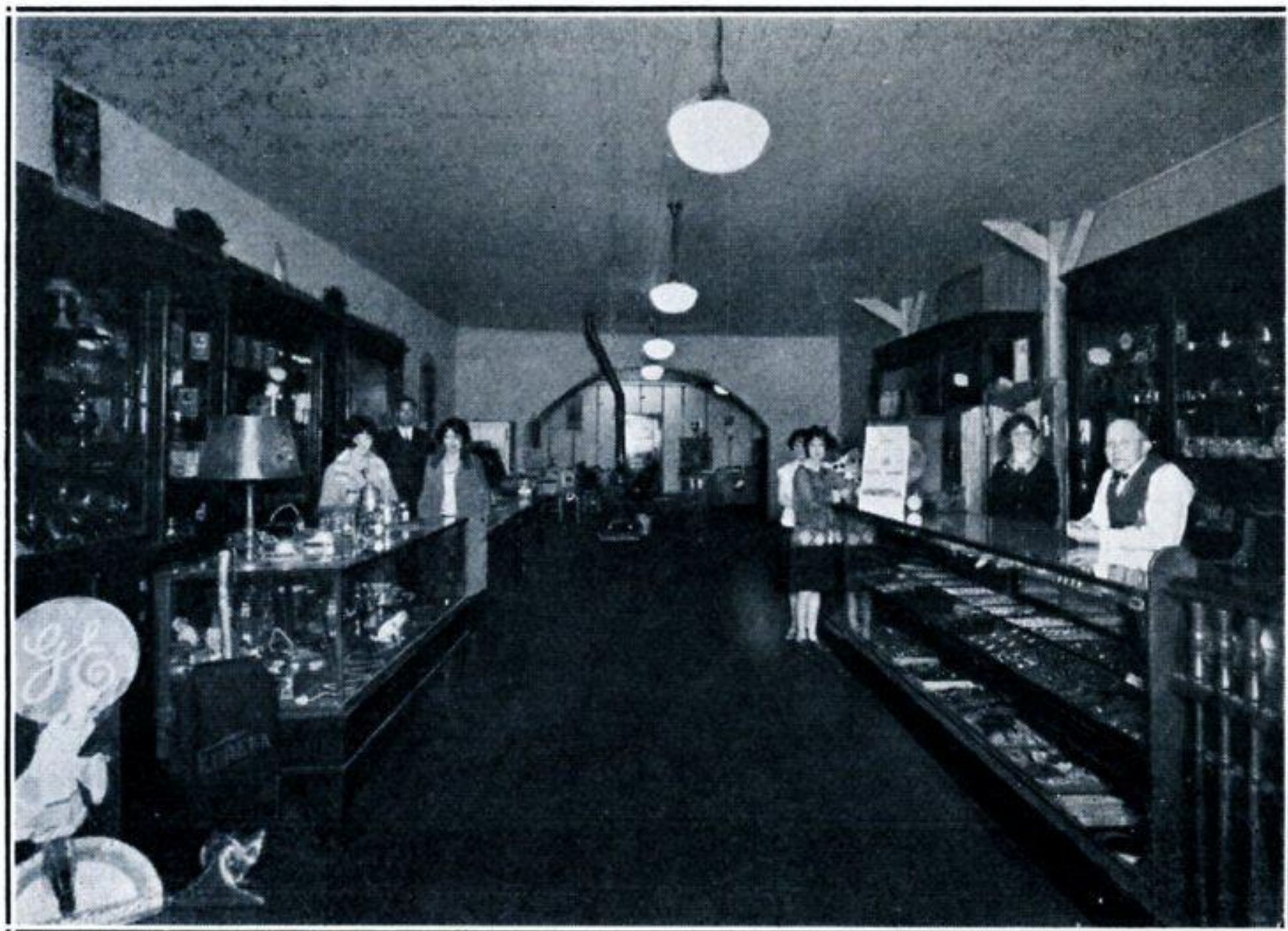
It had been expected that 15 or 20 lighting units would be sold in a month. At the end of three weeks nearly 50 had been sold. Then the toaster campaign came on and three were sold the first day.

Thagard, encouraged by the co-operation from other employes, sold a General Electric refrigerator. Prospects for ranges and other appliances are turned in regularly.

Calvert is a bright spot on the map now and the employes are determined to keep it there. The meetings are being held regularly, this spirit of co-operation is spreading to other towns in the Division and the Western Public Service employes in the Calvert District are sold on the slogan, "IT CAN BE DONE."



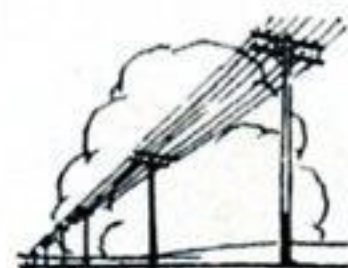
Mr. Thagard shows a customer one of the commercial lighting units (above) and here are some of the units installed in the store we share with the jeweler at Conroe.



—o—
The Stork recently visited Mr. and Mrs. I. H. Ferguson and left a lovely baby girl. Congratulations, "Jim."

—o—
Mr. P. D. Gandy, operator on Sabine and Magnolia Line is taking a week's vacation visiting relatives in Bryan, Texas.

—o—
In business as in baseball, it takes everybody helping everybody else, to win. Let's work together.



NEW CARS

By H. C. PRESSLER

We have finished painting and "dolling up" twelve cars for Port Arthur, and I think they are about the prettiest combinations that we have ever put out.

They are painted in various combinations. Two cars are painted in maroon and gold, which represent the Port Arthur High School, stream lines and diamond shape on sides were used on these cars; two in purple and gold, representing Port Arthur Business College; two in orange and white, representing the Gulf Refining Company; two in red and white, and green and red, representing the Texas Company colors. The other four are orange and cream, orange, cream and green, and one is a pigskin brown, trimmed in green. These cars are all striped attractively, trimmed in colors to match, with pennants on the front ends and stream lines on the sides, to make the cars appear longer than they really are. Each car has our monogram in the center, Eastern Texas Electric Company, Dependable Public Service. The roofs are painted in French gray and buff brown to match colors on the car.

All of these cars are "dolled up" inside with Agasote Headlining, sanitary hand straps, nickel plated seat handles, one-fourth inch Battleship linoleum on the floors, with our strips of snow matting on the platforms, new car curtains installed throughout the cars, "Watch Your Step" signs inside and outside of cars, and our new improved foot valve. These cars are also varnished and painted attractively inside.

All of these improvements add not only to the appearance of the cars but to the comfort and sanitation as well. They also reduce noise. These cars are as modern and up-to-date as they can be made, and I don't think that there are any better cars, either in looks or mechanically, in the United States today.

THE ENGINEER'S MISTAKE

"Your ticket," said the conductors to the slightly befuddled passenger, "is for Decatur, and this train is on the St. Louis line."

"Goodn'ss grashush!" said the passenger, "dosh th' eng'neer know he'sh on wrong railroad?"

MODEL DAIRY INSTALLATION

By J. B. BISHOP

An interesting installation was completed in Port Arthur during the month of February for a modern dairy. As new rules will go into effect during the year regulating the handling of milk sold for public consumption, this dairyman was desirous of having his plant designed to meet the new requirements and everything was done under the supervision of state and federal health authorities.

As this customer had been using an electric range, water heater, and water pump at his residence and was long ago "sold" on the many benefits of electricity, he applied to us for assistance in designing his sterilizing plant.

Mr. DeCuir, our practical and efficient appliance service man, worked out details of this installation which, when completed, proved very satisfactory. A standard Westinghouse water heater with 20 gallon tank was installed to furnish hot water for washing milk bottles and another Westinghouse Bayonet type heating unit was installed in the bottom of a galvanized tank for the purpose of producing steam for sterilizing the milk bottles after they are washed.

These two heating units added 6600 watts to this customer's load, which, together with small motors and lights, gave this particular customer more than 18 Kw. connected load.

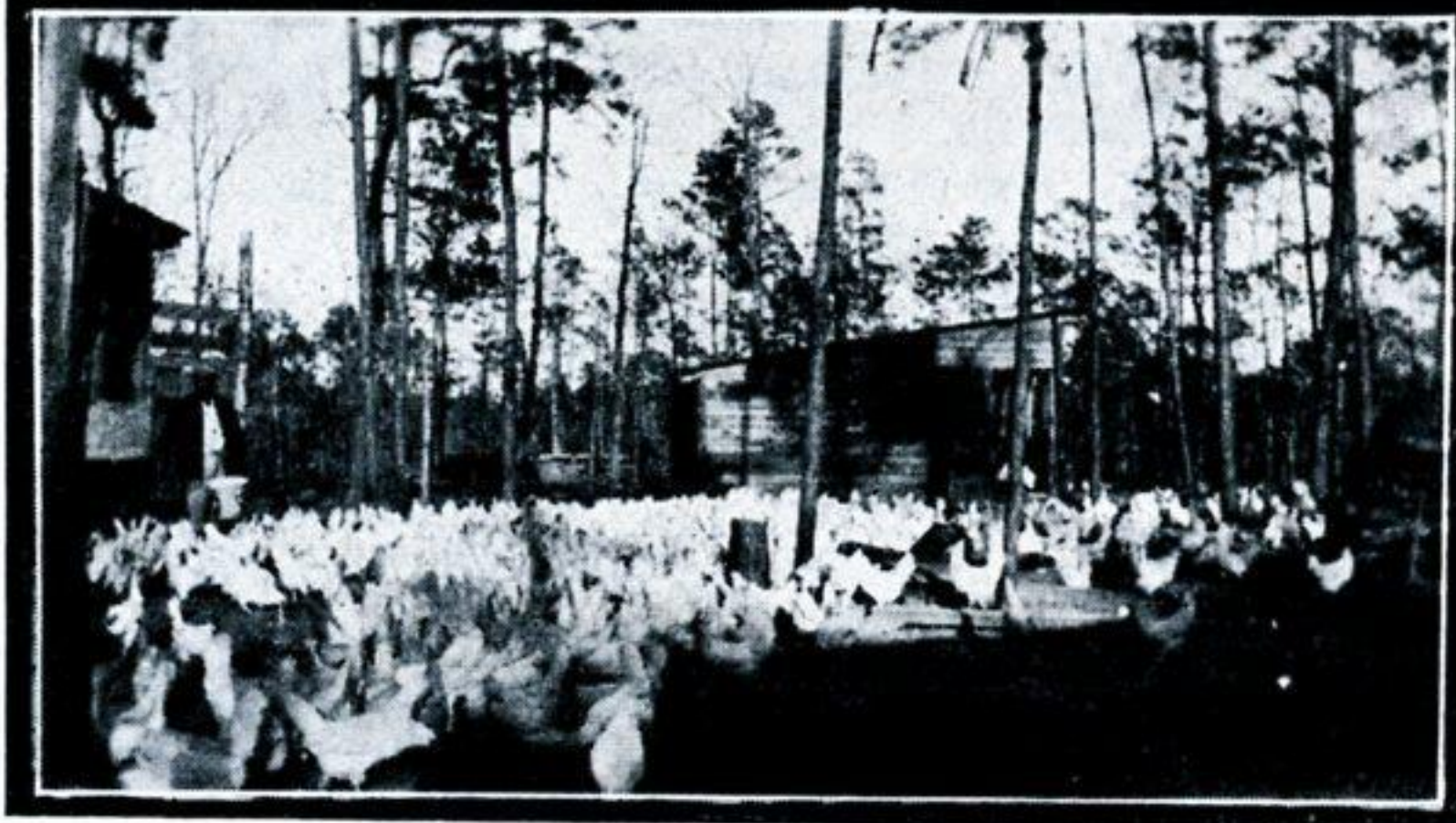
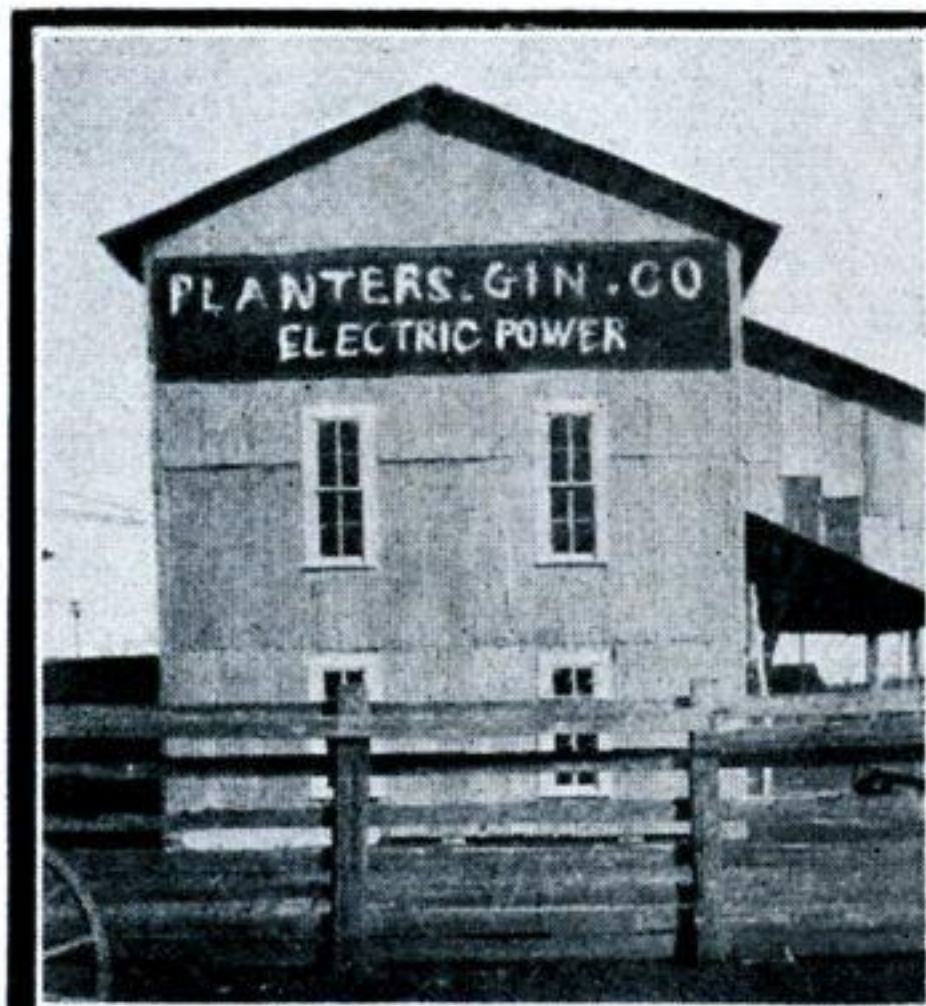
It is intended that when the new regulations go into effect that this dairy be used as a model and we anticipate several similar installations during the year.

WOMEN'S COMMITTEE

(Continued from Page 15)

The merry tune of "Turkey in the Straw" brought on the old time Virginia Reel. The next feature was a stunt program. One group staged a circus side-show. Another gave a style show, winning first prize, while second prize was carried off by the "Girls of the Follies," featuring Miss Dorothy Fite singing, "Is He My Boy Friend." Can you imagine the floor coming right up and hitting Miss Fite? You should have seen it.

The remainder of the evening was devoted to Bowery dancing and foolishness deluxe, and the girls agreed that their work in selling appliances was indeed well worth while.



The Planters Gin Company at Willis is an enthusiastic user of electric power. Witness the sign on the building. Superintendent Hereford is shown with G. D. Walker, president of the gin. Below is a picture of the Key Poultry Farm, also an electric power convert.

WHAT'S GOING ON IN THE NAVASOTA DIVISION

ALVIN

Started construction of new sewers.

Small refrigeration plant for cooling milk installed by Spears Dairy Company of Houston. It will be electrically operated.

Monthly Safety Meetings are held at the plant.

Miss Elizabeth Lord took the leading part in an amateur play produced for the benefit of the school library fund.

Strawberries grown locally are now on the market.

BRYAN

Superintendent Victor Gayle took charge on February 20th, succeeding W. E. Farm-

er, who has been appointed Refrigeration Salesman with headquarters at Huntsville.

Jan Rienstra is in charge of improvements being made to the plant and will have it in operating condition soon.

The new LaSalle hotel is scheduled to open April 1st.

CALDWELL

The Sunshine Chicken Hatchery has increased its capacity from 12,000 to 24,000 eggs.

The Burleson County Chamber of Commerce has been reorganized and is very active.

Considerable work has been done on the ice plant preparatory to the season's opening.

CALVERT

Since installation of several new lighting units in stores here, the town has brightened up considerably. Sales of merchandise are showing a steady increase due to the interest displayed by all employes.

Natural gas is being piped into town and several connections are being made.

Considerable maintenance work has been done in the boiler room for the purpose of increasing efficiency.

Ice machinery has been overhauled and put in good condition for opening the ice season.

The monthly meeting of employes is now a regular institution in this district and is having good effect.

CLEVELAND

Cleveland put on a clean up campaign during the early part of March and streets are being graded.

There are 200 Magnolia Pipe Line Company men in town working on a new pipe line being laid here.



CONROE

A Truck Growers Association with \$5,000 capital has been organized and \$2,500 has been paid in by local business men. It is their purpose to assist truck growers financially.

A new fire engine has been purchased and put in service by the city. This will decrease fire insurance rates.

The City Council has appointed an Advisory Committee of fifteen men and five women to help plan city improvements. Superintendent S. R. Hereford and District Representative H. B. Earthman of the Western Public Service Company are members. The three main projects for 1928 are the building of a new city hall, paving the downtown streets and improving the city park.

Activities at Willis are satisfactory. There are now only two Delco plants in operation there, compared with 18 when our transmission line was built to this point 18 months ago.

FRANKLIN

Two new filling stations have been installed here and a garage is nearing completion.

The Holland Motor Company has opened an attractive building here and has installed several lighting units in the driveways.

During the early part of March the Chamber of Commerce resumed its activities, when, at a meeting, a committee was appointed to seek road improvements.

GROVETON

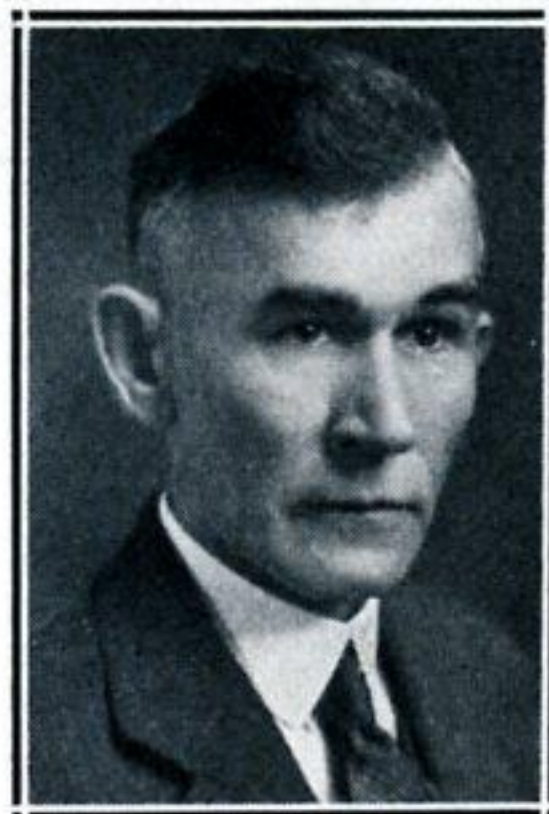
The City of Groveton is planning a bond issue to redeem outstanding water and sewer warrants. It is planned to use some of the proceeds from the bond issue to extend sewer and water lines and install fire hydrants.

An electric driven grist mill with 15 h.p. motor has recently been connected to our lines.

HEARNE

The Lone Star Gas Company has started laying gas mains.

A number of new residences are being constructed in Hearne and street paving is making good progress.



W. E. FARMER who is doing excellent work as our Refrigeration salesman.

HEMPSTEAD

Citizens of Hempstead defeated the proposal to incorporate this city but the Women's Luncheon Club is determined to keep working on this plan.

Miss Marjorie Ahrenbeck of Navasota has purchased the Hempstead News and is now editing the paper succeeding S. W. Adams, who has moved to Houston, where he is employed by the Press.

The Humble 300 barrel oil well is still flowing and a larger test well is being drilled.

HUNTSVILLE

Arrangements are being made for new office quarters on the "Square" opposite the Courthouse.

The Wynne Prison Farm which formerly used a Delco plant is now connected on our lines.

Hard surfacing of the State Highway between Huntsville and Madisonville has been contracted for.

KOSSE

Business is picking up here. A new millinery shop and a new cafe have opened. Bert's Cafe has been enlarged.

MADISONVILLE

A three day cooking school, with Mrs. Ellen Fore of the Westinghouse Company as demonstrator, was held during the early part of March.

In the business district one new \$5,000 brick building is being constructed while a new \$1500 residence is being built at the edge of town.

Some of the larger oil companies are leasing property southeast of town while an oil derrick has been erected four miles northeast of the city by local men who will begin drilling soon.

NAVASOTA

There are 16 new residences being constructed here.

The Kiwanis Club has launched a campaign for a new high school.

Members of the Chamber of



Commerce are making plans for a "Dollar Day."

Several stores on Washington Avenue are improving their fronts and rearranging display windows.

Mr. J. H. Hill has practically completed overhauling machinery in the power plant, has arranged a new flower garden and is beautifying the grounds.

The State Highway to Anderson is being surfaced and is now an ideal road most of the way.

E. H. Terrell is rebuilding his cotton gin three miles from Navasota on the Anderson road and will install electric equipment.

An election for city officials has been set for April 13. There are no candidates yet in the field.

A line to serve the Humble pump station on the Houston road is progressing. It is planned to carry this high line toward Hempstead and to serve the Keelan gin eight miles from Navasota.

Mayor Ward Templeman is planning to rebuild his cotton gin on the Bryan road three miles from Navasota.

The Rotella gin on the Brenham road, on the edge of town, is to be operated electrically this season.

On March 6 a district conference of the Electrical Department of the Southwestern Public Service Association was held in the Division office of the Western Public Service Company at Navasota.

C. A. Brann was chairman of the meeting. Various topics, principally of a commercial nature, were discussed. While the attendance was made up principally of Western Public Service Company employes, E. N. Willis, secretary of the association, Messrs. P. H. Darr and W. R. Niebhur of the Texas Power & Light Company at Brenham were here for the meeting.

J. E. Waggoner, of Texas A. & M. Agricultural Engineering Department, discussed at length a report being prepared on rural electrification.

All attending were guests of the Western Public Service Company at luncheon served at the Camp Hotel.

P. E. McChesney, Commercial Manager, visited Navasota for the purpose of attending the district conference and also for the purpose of checking up

matters pertaining to prospective new business in this division.

—o—
SOMERVILLE

Efforts are being made by the Chamber of Commerce to secure location of two Fuller's Earth plants here.

The Santa Fe tie plant, which had been shut down for four months making repairs, has resumed operation.

Employes have repainted our plant and equipment as well as all rolling stock at small expense.

—o—
TRINITY

The Chamber of Commerce is exerting efforts to obtain paving and promises to light main street if it is paved.

One resident has installed an electric sign on his moving picture theater and has strung lights along the curb line the full length of the block.

—o—
D. L. Murphey has been transferred from Navasota to Bryan as Chief Engineer. Mr. Murphey was Chief Engineer at Bryan for several years prior to coming to Navasota.

—o—
IT CAN BE DONE

Every town in the Navasota Division of the W. P. S. Co. has sold a number of shares of the Gulf States Utilities Company stock.

—o—
Clarence Taylor, Cashier at Caldwell, and Miss Lester Bess Teague of Caldwell were married February 25. We wish them much happiness.

—o—
On February 28 the employes from Bryan, Caldwell, Somerville and Hempstead met in Navasota where an employes' educational meeting was held. Two skits were put on by Mr. McClurkin and Mr. Knapp in an effort to stimulate the toaster sales, as February was toaster month in the Navasota Division. We had with us at this meeting W. E. Brown and Harry A. Sharpless of Beaumont. After the meeting the Commercial Department served cinnamon toast and coffee.



D. L. MURPHEY
Chief Engineer at
Bryan.



LIBERTY

Folks, you just ought to come and see our Liberty office, for we are coming to the front. We have built a new extension to our office, and it is talked around that it will have these letters marked on it—"PRIVATE." That cute little fence that was in front is gone, and (to our sorrow), people can see us when they step in the office.

M. A. Merchant, clerk at Liberty, has been transferred to Beaumont as assistant to Mr. Buckley. We all wish him success. John B. Long came from Beaumont to take his place.

C. W. Duke came from Sour Lake to succeed Miss Tennie Scott, who was transferred to Beaumont.

We are going right on with our new 13 KVA line to the new oil field. Our aim is new revenue and lots of it. It's kilowatt-hours we are after, and we will get them.

There has come into our midst a blonde—the fastest thing on a typewriter that ever hit this town. We want you all to meet Miss Claiborne, a new addition to our Liberty office.

SOUR LAKE

Mr. Murray Bell, who for the past year has been Chief Engineer at Sour Lake, is being transferred the latter part of March to Port Arthur where he will assume his new duties as Shift Engineer in the large ice plant of the Gulf States Utilities Company there. Although we hate to see Murray leave us we feel as though he will have an opportunity to broaden his knowledge and fit himself for a more responsible position under the direct supervision of Mr. Fred Bridler.

Mr. Paul Himmelrich, former Superintendent of Dayton, has been transferred to Sour Lake, as Chief Engineer of the plant and brings with him his entire family. At present he is occupying Mr. Rhea Hudnall's home on the hill. We are all mighty glad to have Paul, Mrs. Paul, and the little Paul's all with us.

HURRAH!

Saturday, March 10, saw the ice literally broken in Saratoga, when three G. E. refrigerators were installed in as many homes in that town. These were the first G. E. refrigerators to be installed and from all indications we believe that before the end of the month these three will be followed by as many more. We have already signed up two more customers for G. E. refrigerators, although our customers have not yet given us definite instructions to install them.

NEW HIGHWAY PROMISED

Definite word has been received from Mr. R. S. Sterling, chairman of the Highway Committee, assuring us of designation of State Aid Highway from Beaumont, Texas, to Livingston, Texas, by Sour Lake and Batson. A State Aid road also has been designated from Livingston, Texas, to Liberty, Texas, and these two roads will use jointly the highway from Livingston to Moss Hill. This should be good news for all of us.

Preliminary plans are now in progress to make ready for a county wide bond issue, so that construction work can be started immediately.

A NEW INDUSTRY STARTED

Miss Georgia Lee Westbrook, of Sour Lake, has opened up a small factory for making ladies' house dresses. Although at present only four machines are being used, it is her intention to add machines rapidly as time will permit. This factory, known as Georgia Lee Frocks, designs as well as makes the dresses. All electrical work, motors, and fixtures were sold and installed by our company.

A. T. DENTON, CASHIER IN BEAUMONT OFFICE

A. T. Denton, formerly with the Steamship Accounting Department of the Gulf Refining Company, joined the forces of the Beaumont office as Cashier. Mr. Denton attended the Southern Methodist University at Dallas, studying accounting there for two years. Prior to that time he was in the army for three and a half years, serving with the Mexican border forces for a year, at Camp Bowie a year, and with the A.E.F. overseas one year. "Plain Talks" extends its welcome to Mr. Denton and his family.



Commercial Dept.

A number of changes have been taking place in the commercial department. For instance George Allen Peglar and "Red" Smith decided to change places. "Red" decided he was tired of being a country lad and Peglar decided he'd love being a big frog in a little pond so they're both happy. Luck to you boys!

P. S.—We notice, however, that Peglar is fixing to take unto himself a wife. Lonely, George Allen?

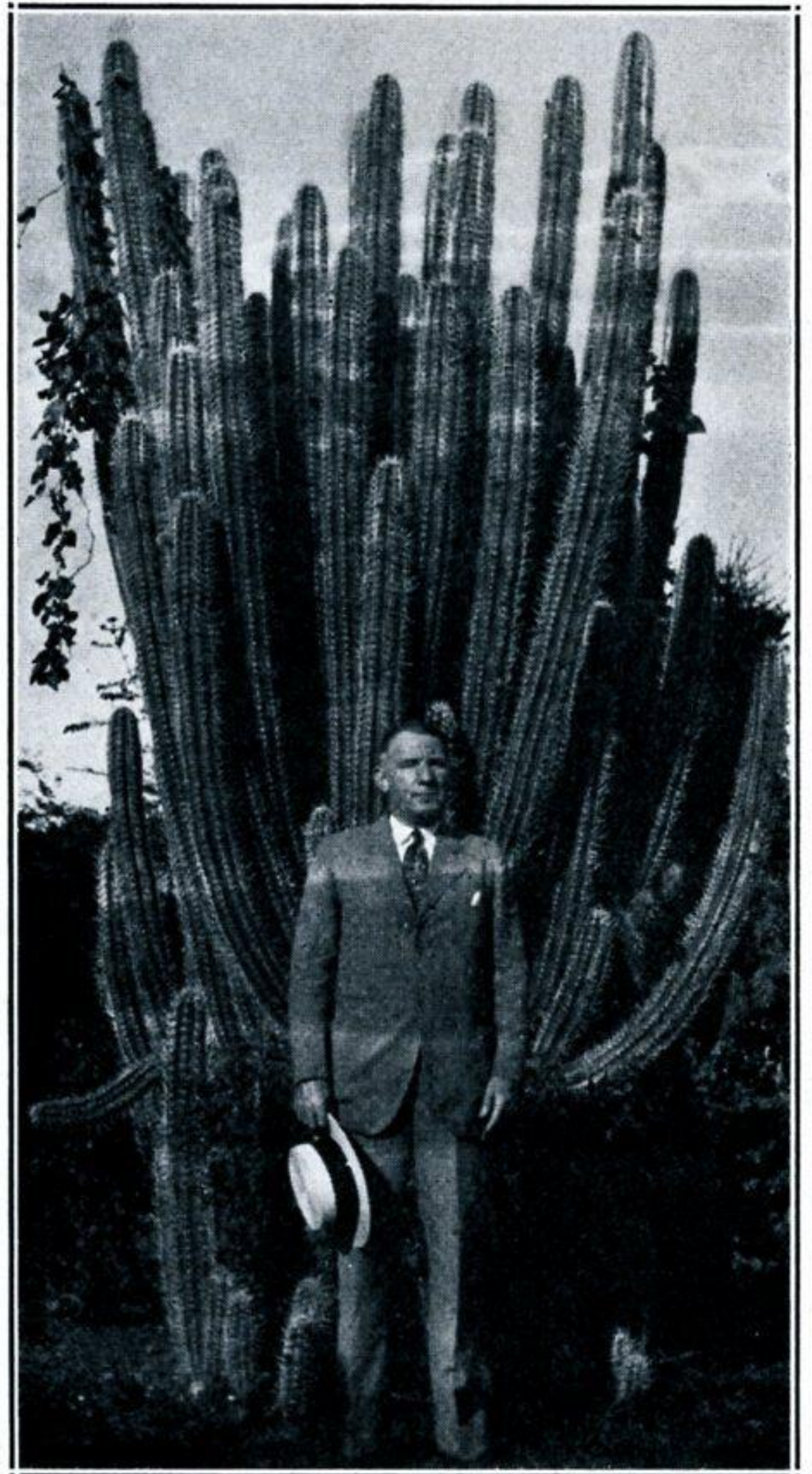
Someone asked the other day if the Commercial Department wasn't undergoing a minor operation. Say if you had to be anywhere near you wouldn't call it minor. The Billing Department needed more room, that they might give more efficient service, and in the small room they had their brains could not expand. We're glad for them to have more room but we're also thankful that the noise has ceased.

You've heard that Mr. Duperior, better known as "Sonny" or "Foots," is a fast worker. Well, I believe he is. He was recently transferred from the Service Department to Repair Room with Joe Hatley, now he is on the sales floor trying to make the girls behave and incidently helping Mr. Holly put "a little fairy in every home." Oh! you know what I mean—a G. E.

Not long ago the girls decided that every darned person in the company was married or getting married and things were beginning to look dull. They evidently appealed to Parker Allen, for he soon started putting on some single boys. Latest additions: Vernon Trenk and Ernest Little. We're glad to have you Ernest and Max but we want to warn you to be careful for these wild girls may storm you.

Miss Vicary Farrington is a new addition to our company dividing time between work in the Purchasing Department and the Comptroller's office.

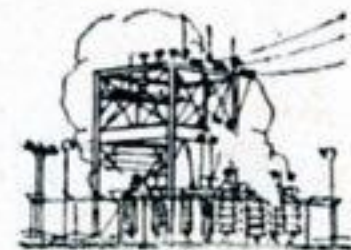
Dean Saxby, formerly of Nederland, has been transferred to Silsbee, taking the place of Gus Hollinshead who left to go to the Western Public Service Company at Navasota.



We'll allow only one guess. Yes, of course, it is our old friend Paul Freeman. Please notice the Panama hat. Mr. Freeman is still down in South America (at least he was when this picture was made) looking over electric properties and possibilities. He is still an enthusiastic reader of "Plain Talks" and has not allowed his subscription to lapse. We are all hoping he will be up on a visit before many more months elapse.

BEAUMONT TO HAVE NEW Y. M. C. A.

As a result of a drive staged in Beaumont, this city will have a new Y. M. C. A. property valued at more than \$400,000. Property for the new building has already been purchased, and plans for the building are being drawn. It is said that the new "Y" will be equal in appointments to any in the state, and better than many.



WEALTH OF IDEAS (Continued from Page 3)

"The definition of public relations that appeals to me," said Mr. Holtzelaw, "is that one which I heard recently to this effect: 'Public relations is the giving of good service and letting people know it.' It is up to us to let people know about the good service we are giving."

Following Mr. Holtzelaw's address, Comptroller Williams assumed direction of the meeting, which was held on the roof of Hotel Beaumont, taking up, in a general way, accounting department problems.

Auditor Julius M. DeBouy discussed ice accounting; Purchasing Agent Jack Orrick discussed Purchasing Department problems as affecting men in the field; C. B. Melton, Assistant Treasurer of Eastern Texas Electric Company, discussed supplies accounting; Chief Clerk H. V. Scanlon, of Western Public Service Company, talked on accounting details and problems; Traveling Auditor Jimmie Linnehan contributed some suggestions for the proper handling of accounts; and J. E. Murray, Assistant Treasurer of Gulf States and Western Public, talked on the value of records. Mr. Walter Burke, District Manager, arrived from Houston during the forenoon session and in a short talk gave some interesting pointers which are reported elsewhere in this issue of "Plain Talks."

At 12:30 luncheon was served on the roof. The meeting reconvened at 2:00 p. m. with Operating Manager Fitz presiding. Following a general discussion of operating problems by Mr. Fitz, H. R. Sharpless, Production Superintendent, talked on economical plant operation; H. E. Braunig, Transmission and Distribution Superintendent, spoke on company electric service; Glenn Jernigan, Superintendent of Transmission and Distribution in the Louisiana Division, Gulf States Utilities Company, spoke on the economical operation and maintenance of transmission and distribution lines; Company Engineer Brown spoke on planning, executing, and accounting for construction improvement and retirement; Superintendent Geo. Morgan of Port Arthur Division talked on the value of company housekeeping on Company morale and public relations; and Geo. F. Duborg, Assistant to Mr. Holtzelaw and Mr. Fitz, gave a very interesting talk on the "Need of Care in All Expenditures and Its Affect on Net Earnings." Following Mr. Duborg's talk, Mr. "Bill" Holik, Superintendent of Distribution, Beaumont, made a talk on the importance of using safety devices furnished by the

company, and the First Aid team, of which W. E. Herrin of Beaumont is Captain, demonstrated the Prone Pressure Method of Resuscitation.

The second day of the meeting was devoted to Commercial Department activities with Commercial Manager McChesney presiding. Following a general discussion by Mr. McChesney of Commercial Department activities and problems confronting us, Superintendent Hereford of Conroe talked on increasing kilowatt hour sales through sale of electric ranges and hot water heaters; Hallie Earthman, former district representative at Conroe, talked on "Following Merchandise Sales Collection"; Charles DeCuir, repair man of the Port Arthur Division, spoke on the value of repairing appliances; W. G. Clarke, of the Merchandise Department, talked on selling electric refrigerators; Supt. A. E. Hatley, of Sour Lake, discussed increasing small appliance sales through the sale of convenience outlets; and W. A. Scott, Superintendent at Hearne, discussed the sale of ice refrigerators. Following lunch on the roof, Superintendent Crouch of Calvert discussed increasing Commercial lighting revenue through the sale of commercial lighting units; J. W. Brady of Liberty spoke on how we handle our power customers; and J. P. Knapp, Ass't. Commercial Agent at Navasota, discussed the importance of window and store display. The Friday sessions were enlivened by interesting discussions, participated in by various persons present. In the afternoon the meeting was adjourned at 3:30 and those who cared to go were taken in buses of the Eastern Texas Electric Company to the Neches Power station for an inspection of the big plant.

All in all, the superintendents meeting was the greatest ever held. There was more of a friendly spirit apparent, due to the fact that the men in the field and the men in the office have had greater opportunity during the past year to meet each other and work together. Mr. Holtzelaw, in his opening remarks, had declared that when two men got together and discussed a problem, it was likely that more worthwhile ideas would result than if one man gave it thought. When four men or six men or more gathered for serious discussion, the fruits of the discussion would grow in proportion. He pointed out that that was the purpose of the annual meeting of Superintendents and District Representatives to get together to discuss problems to the end that the best possible solution might be had.



Business and Financial Outlook

(From Stone & Webster and Blodget)

Since the beginning of the year there have been indications of improvement in general business. Freight car loadings are still below the total for the corresponding period last year, but this is due in large measure to smaller coal shipments. Bank debits, which constitute an excellent index of general business activity, have been running more than 10 per cent ahead of last year. An up-turn has taken place in the steel and automobile industries, and the construction industry reports a high level of new contracts.

These increased activities in business, however, have not placed any burden upon the financial structure. The recent rise in the re-discount rate throughout the Federal Reserve system has been largely attri-

buted to the desire to limit speculative market operations rather than due to any large increase in demand for money in general business.

Both the short and long term money markets continue to reflect basic financial strength and ease in credit. The United States, in becoming a great creditor nation, has been gradually accumulating a continuous flow of income from its previous investments, and these funds seeking reinvestment are beginning to exercise a sustaining influence in the capital market.

There is apparently nothing to indicate a pronounced change in the credit situation, and firm prices may justifiably be expected for the better class of investment securities during the current year.

BUILDING NECHES STATION



FRONT ROW—LEFT TO RIGHT

D. Marsello, C. Noblett, A. L. Taylor, R. N. Coffman, J. Shannon, L. A. Mead, J. Donnelly, Miss L. L. Whatley, Miss C. Cuchia, Mrs. T. Morris, Miss F. E. Peters, Miss G. M. Clynch, Mrs. E. L. Metheny, W. J. Markward, B. I. Judice, W. E. Christianson, E. D. Garrison, J. L. Stewart, W. A. Reimer, A. W. Stomberg.

SECOND ROW—LEFT TO RIGHT

H. Green, W. Echols, L. J. Koch, J. Rogers, R. A. Paaske, A. R. Stuckey, C. A. McKenzie, H. N. Clagett, H. J. Richings, G. Sargl, H. E. Metheny, J. B. Wysong, W. Smith, A. E. Dishman, R. B. Prentice, H. W. Fuller, A. E. Woodworth.

BACK ROW—LEFT TO RIGHT

C. O. Steele, C. Kelley, W. J. Grigsby, C. M. Scott, L. Larson, H. M. Hatter, L. K. Laceywell, S. R. Bell, G. Buss, J. H. Robinson, J. Slayton, J. P. McPherson, "Uncle" J. Dolen, F. E. Walker, C. R. Hayes, C. A. Thurlow, M. E. Mills, R. Boudreaux, J. Whitehead, J. Morgan, J. Daleo, W. F. Mills, E. A. Erlandson.



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

AFRAID HE'D CHOKE IT

The owner of a dilapidated Ford drove up in front of a filling station and proceeded to unscrew the cap from his gasoline tank.

"How many?" asked the busy station attendant.

"One gallon will be enough."

"Watcha tryin' to do, wean it," asked the tank tender.

FAITHFUL TILL DEATH

"Is there anything you care to say?" asked the executioner.

"Well, really," retorted the golf enthusiast from the scaffold "would you mind if I take a few practice swings?"

THE WAY TO STOP IT

First Indignant Roman Citizen—"I hear Nero was torturing people at the palace again last night."

Second Ditto—"Somebody ought to take that violin away from him."

IMPROVE YOUR AIM

"I see you have a sign in your store, 'We Aim to Please,'" remarked the irritated customer.

"Certainly," replied the proprietor, "that is our motto."

"Well," retorted the customer, "you ought to take a little time off for target practice."

Bride (at the telephone)—"Oh, John, do come home. I must have put the plugs in the wrong way. The radio is all covered with frost and the electric ice box is singing, 'I wonder what's become of Sally'."

INVENTION WANTED

Four wheel automobile brakes that will get tight with the driver.

REASON ENOUGH

Diner—"Why does that dog sit there and watch me all the time?"

Waiter—"I expect you've got the plate he usually eats from."

WISE BOSS

"What did the boss say when you told him you sat up all night with the baby?"

"He asked me if she was a blond or brunette."

Electric cooling system,
The Iceman's place may steal,
But will the house maid kiss them,
They have no sex appeal.

Judge—"The prisoner seems to be drugged."

Officer—"Yes, sur, I drug him five blocks."

Hold Everything

"Red" Smith: "My hair is falling out. Can you recommend something to keep it in?"

"Certainly," replied the drug store clerk. "Here's a nice cardboard box."

N. E. L. A. Prize Awards

1927-1928

To Be Awarded for the Best Papers on Subjects Relating to the Electric Light and Power Industry

COMPLETE INFORMATION ON THE AWARDS

Any person or persons engaged in the electric light and power industry is eligible to submit papers and enter the competition.

Papers must be the original work of the authors, prepared exclusively for this competition or for N. E. L. A. company section work. The prize for which the papers are submitted must be indicated. It is permissible to submit the same paper as competing for more than one award, as, for instance, the Doherty Award and the Byllesby Award. When such is the case it should be so stated on the first page of the manuscript. Not more than a single award, however, will be made for any one paper.

There are no restrictions on the number of papers which may be submitted by contestants. Papers should be typewritten on one side only.

Practicability of the idea incorporated in the paper, clearness, and conciseness of expression are points on which the papers will be judged. Papers may be of any length, and pen and ink drawings or photographs suitable for reproduction may be included. Papers will not be returned to contestants, but will become the property of the N. E. L. A., and will be open for inspection at N. E. L. A. Headquarters to anyone

Papers should be forwarded to the Secretary of the National Electric Light Association, 420 Lexington Avenue, New York City, and received at N. E. L. A. Headquarters before May 1, 1928. Rules of the U. S. Postoffice Department prohibit any change of the announced date—extension of time will therefore not be made. Announcements of prize winners will be made at the 51st N. E. L. A. Convention to be held at Atlantic City, June 4-8, 1928.

THE PRIZE AWARDS

DOHERTY PRIZE—A gold medal donated by Henry L. Doherty, president of H. L. Doherty & Company, for the best paper on any subject relating to the electric light and power industry.

HARRIET BILLINGS PRIZE—A cash award of fifty (\$50) dollars donated by W. C. L. Eglin, vice-president of The Philadelphia Electric Company, in recognition of Miss Billings' services to the association as secretary in its early days, for the second best paper on any subject relating to the electric light and power industry.

H. M. BYLLESBY PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by H. M. Byllesby & Company, in memory of H. M. Byllesby, for the three best papers showing how to increase the usefulness of the accountant in the public utility industry.

MARTIN J. INSULL PRIZE—A cash award of two hundred and fifty (\$250) dollars donated by Martin J. Insull, president of the Middle West Utilities Company, for the best paper dealing with public relations in the electric light and power industry.

JAMES H. MCGRAW PRIZE—Cash awards of two hundred and fifty (\$250) dollars, one hundred and fifty (\$150) dollars, and one hundred (\$100) dollars, donated by James H. McGraw, president of the McGraw-Hill Publishing Company, for the three best papers on any engineering or technical subject relating to the electric light and power industry.

ARTHUR WILLIAMS PRIZE—A cash award of two hundred and fifty (\$250) dollars donated by Arthur Williams, Vice-President of the New York Edison Company, for the best paper on any commercial subject relating to the electric light and power industry.

FRANK W. SMITH EDUCATIONAL PRIZE—A cash award of one hundred (\$100) dollars donated by Frank W. Smith, vice-president of the United Electric Light and Power Company, to the person making the most creditable showing in the educational courses provided by the National Electric Light Association.

NOTE—Inquiries regarding manner of competing for the Frank W. Smith award should be addressed to Mr. Fred R. Jenkins, Chairman, N. E. L. A. Educational Committee, 72 West Adams St., Chicago, Ill.

interested. The right to publish any papers in the N. E. L. A. Bulletin is reserved.

On the first page of the manuscript the following information should be shown.

Submitted for the 1927-1928—Award.
Title of paper _____
Submitted by (Name of Author).
Employed by (Name of Company).
Address (Street, City, State).

For the information of prospective contestants, the September, October, November, December, 1926, and September, 1927, issues of the N. E. L. A. Bulletin contain prize winning papers of these years. These numbers probably can be obtained from company files. The supply has been exhausted at N. E. L. A. Headquarters and copies therefore cannot be supplied by the Association.

Every man and woman engaged in the electrical industry is urged to compete for one of these prizes. There is no limitation on subject matter, as the prizes cover every subject relating to the industry. A specific paper, however, is preferable to a general paper and authors should make some practical application of their subject to the solution of the industry's problems.

TWO KEYS ARE NECESSARY TO UNLOCK THE CHEST WHEREIN IS FOUND THE TREASURE CALLED GOOD WILL — THE FIRST IS COURTEOUS TREATMENT — THE SECOND, SATISFACTORY PERFORMANCE.

