

# PLAIN TALKS

APRIL

1931



# Service Keynote at Pt. Arthur

*More than 200 Attend Annual Meeting*

*to Discuss Problems*



The type of service rendered its customers by Gulf States Utilities Company forms a growing circle of pleasant relations, profitable both to the Company and the people it serves, said President Tom P. Walker in an inspirational address to the 200 members of the Company in attendance at the banquet which climaxed the annual general meeting in Port Arthur April 17 and 18. "What is best for our customers and the communities which we serve, is best for us. We are proud of the relations we maintain among our customers and should work ceaselessly to keep them mutually profitable and pleasant."

The banquet was held on the roof of the Goodhue Hotel with Commercial Manager McChesney presiding as toastmaster. A prominent visitor was the new sponsor for Gulf States Utilities Company, Vice President T. J. Hanlon of Engineers Public Service Company. He briefly explained the new set-up which goes into effect May 1, when Engineers takes over the management of our company and certain others of the S. & W. group, and highly praised the spirit so evident in our organization.

## Insull Medal

A highlight of the banquet program, sharing honors with the progress award itself, was the presentation, by Vice President Terrell, of an Insull Medal for life saving to J. M. McClain, line foreman from Huntsville. Mr. Terrell briefly but graphically recounted an incident which occurred a few miles from Madisonville on June 21, 1930 when McClain and his crew were working on a 33,000 volt high line. M. W. Taylor was working on a crossarm when suddenly a flash occurred which left him sagging and unconscious in his safety belt. Lineman Youngblood and Coleman immediately lowered him to the ground and Mr. McClain began the

application of the prone pressure method of resuscitation. Mr. Taylor was revived, and though seriously burned, has recovered. Mr. Terrell then pinned the Insull medal for lifesaving on McClain's coat.

In receiving the medal, the line foreman expressed his gratification in having been prepared to render aid to his fellow worker.

"I'm sure that any of the other boys could have done it," he said. "But none will ever know the feelings that came over me when Taylor breathed again."

A framed certificate signed by the president of the National Electric Light Association and telling of the significance of the medal, was also given to Mr. McClain. The medal itself is of bronze and bears the inscription, "To J. M. McClain for saving the life of a fellow worker."

## Progress Award

Then followed the awarding of the 1930 Progress Award which had been eagerly awaited. There was tense excitement in the room as Mr. Walker made his introductory remarks, then a round of applause as he called Superintendent L. E. Thorne of the Port Arthur division to come forward. Briefly he outlined the accomplishments of Port Arthur during 1930 and presented Mr. Thorne a framed certificate for winning third place.

In presenting the next award Mr. Walker told how the winner had met a difficult situation in the attempt of the community to inaugurate a municipally owned plant and had so efficiently demonstrated the service of the company that public relations in the community are now on a good basis. He then presented the certificate for second place to Superintendent W. G. Clarke of Caldwell, who in receiving it insisted that

(Continued on page 17)

# WINNERS *at the* GENERAL MEETING



Caldwell-W.G. Clarke  
Supt. second place.



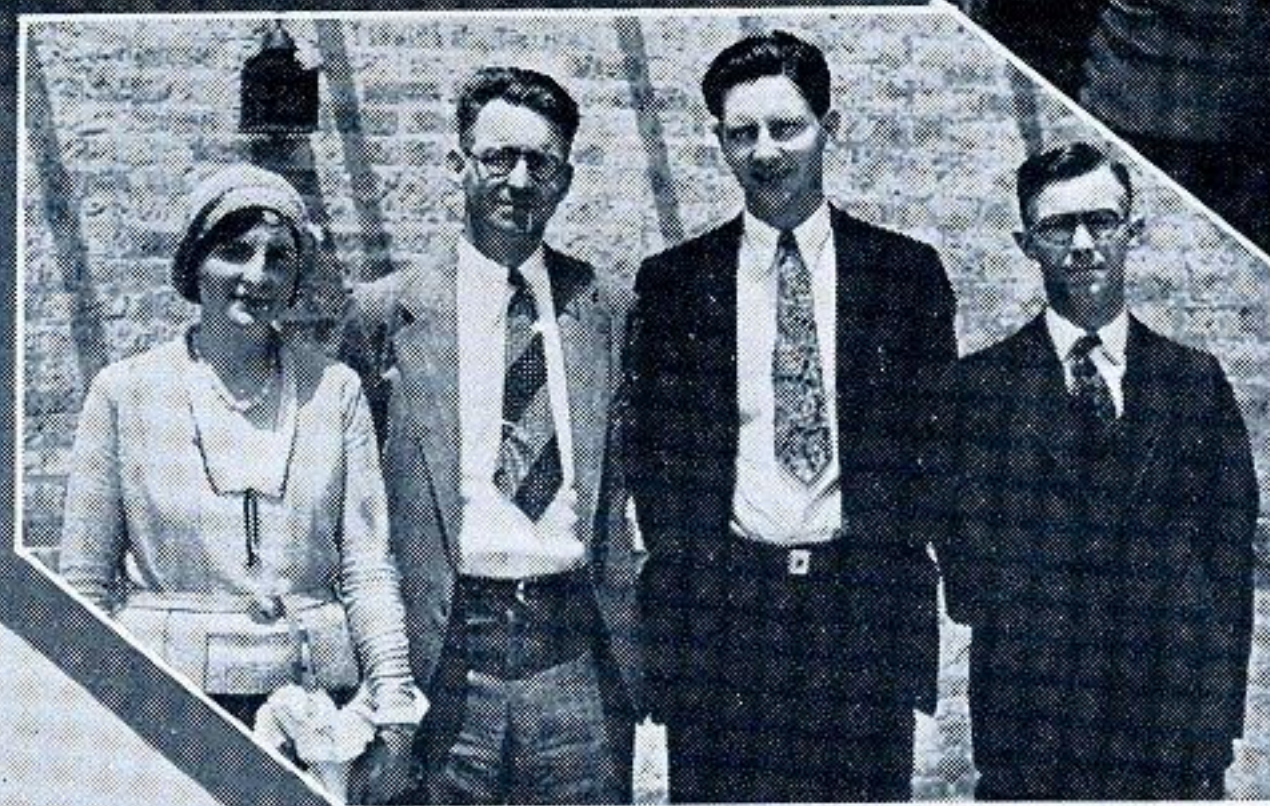
Pt. Arthur L.E. Thorne  
Supt. third place.

Lineman J.M. McClain  
Winner of Insull Medal.



1930 Winners  
Supt. Gus Hollingshead holds  
the cup. D.R. Jimmy Odom the  
certificate as Huntsville is award-  
ed first place.

Congratulations to the new winner  
V.B. Hereford Madisonville 1928-G.G.  
Hollingshead Huntsville 1930-J.L. Crouch  
Calvert 1926-S.R. Hereford Conroe 1927.



From Lake Charles - Mrs. Frances  
Ferguson, Home Economist; Walter  
Sproule Supt. Mdse. Sales; C.A.  
Nelson & John Mattingly Com-  
mercial Dept.

## AT PORT ARTHUR APRIL 17-18

# Huntsville Wins Progress Cup

*Does Outstanding Job of 1930 in Administration, Operation and Sales*



In selecting the winners of the 1930 Progress Award the judges were confronted with the task of weighing the values of the services which each district gave to the communities it served. Three main points were passed upon, one of which was worth twice as much as the other two. Administration and operation counted 25% each while sales and results counted 50%.

It was on this last point that Huntsville scored so heavily. While maintaining excellent public relations and increasing the operating efficiency of its plant and the value of its employees, the Huntsville district pushed its sale of kilowatt hours per home customer in one year from 548 on December 31, 1929 to 765 on December 31, 1930, an increase of 217 KWH per home customer.

This remarkable showing was made in the face of poor business conditions and was made possible by the cooperation of the whole force in the selling of large appliances. The entire cooperation of electrical contractors and dealers was secured and helped greatly.

Sales made by the company during the year amounted to \$29.29 per home customer but other electrical dealers also added to the total in electric refrigerators and other appliances. A point of special importance is that of \$17,507 worth of merchandise sold in Huntsville and New Waverly, less than \$10 worth was reverted, that is, returned without being paid for.

## Caldwell's Problem

A problem of quite another sort confronted the Company at Caldwell. Agitation by a manufacturing company to sell and install a municipal electric plant gained quite a lot of headway and it

was only by firm and intelligent handling of the situation that the large investment of Gulf States Utilities Company was protected. In spite of the endangered public relations and the political feeling, which was at times threatening, Caldwell turned in a report of outstanding accomplishments not only in administration and operation but in actual sales and results that won for it second place.

## Port Arthur Places

Port Arthur won third place in the Progress Award on a fine story of operating efficiency and sales results which was remarkable in many ways. Every possible economy was put into effect during the year, with a net saving of many thousands of dollars. Its gross sales of \$97,548 exceeded its bogie by 2.6% in spite of unsettled employment conditions, and an actual loss of 150 customers. The district representative plan was placed into effect on June 1 and produced immediate results. The year saw Port Arthur with almost 9000 customers register a gain of 67 KWH per home customer for a figure of 451 on December 31, an increase in actual figures of 553,353 KWH sold in Port Arthur homes in excess of the previous year.

The three winning reports were closely pressed by a half dozen others. The judges regret that there were not a dozen awards to be made instead of three. But there will be another year and the winner will be selected on exactly the same basis as in 1930. So again it will take the complete and whole hearted cooperation of every member of each town's force to make possible a story of results in administration, operation and sales which will top that of every other town in the Texas division.

# Where a Million Fares Went

*Being a Story of the Record Paving*

*of Doucette Street*

By R. F. Scott



On March 22 when street car service on the Sabine car line was cut off at Irving and Doucette Streets, our most conservative estimates indicated that it would require at least six weeks to complete this project and get back on Doucette with our street cars. But by a combination of fortuitous circumstances and under the splendid direction of Mr. Oliver "Pete" Adams, Roadmaster, street cars began running over the new street on April 22, exactly four and one-half weeks after the first spike was pulled and the job started.

During the period Doucette Street was closed for paving, regular service was maintained from the cut back point on Irving to Magnolia Refinery by shuttle busses routed over Madison Street and much credit is due Mr. Gaines and his boys for the courteous, efficient manner in which they conducted this temporary service—such that not a single complaint was registered with the Company, whereas numerous compliments and kindly words did find their way in.

But the above does not tell the whole story. While it is true that we began taking up our track on March 22 and resumed service April 22, our construction performance was much better. Just at the start things looked bad and the weather man "poured it on". Three days of rain close together held all work up for five successive days. By April 1, however, the excavator was far enough ahead for fine grading to start. On the third, we were able to start laying and aligning the new track built with Dayton offset mechanical steel ties. From then on, except for one day's delay while waiting on the fine graders in the middle of the job, Pete Adams had so effectively planned his work and organized his forces that the work proceeded with machine-like precision, each step falling in mesh like cogs in a gear train, with nary a miss or hitch.

On the sixth, the contractor began pouring concrete and followed along behind the welders who worked day and night electro-welding joints. The last nut was tightened and the last joint welded on April 12 and the last bucket of concrete was poured at noon April 14. Only ten and one-half days, therefore, were actually consumed from the time we started laying steel until the concrete paving, full street width, was finished, a rate of 364 feet of finished track and street per day.

This was a record job in several respects other than the speed of construction. It has been pronounced a remarkably fine job and due to Pete Adams' efficient handling was done at a very economical cost.

Another item of especial interest was the new style outside rail bond and welding plate devised by Pete Adams and about which more will be said in a later issue.



## Port Arthur Crew



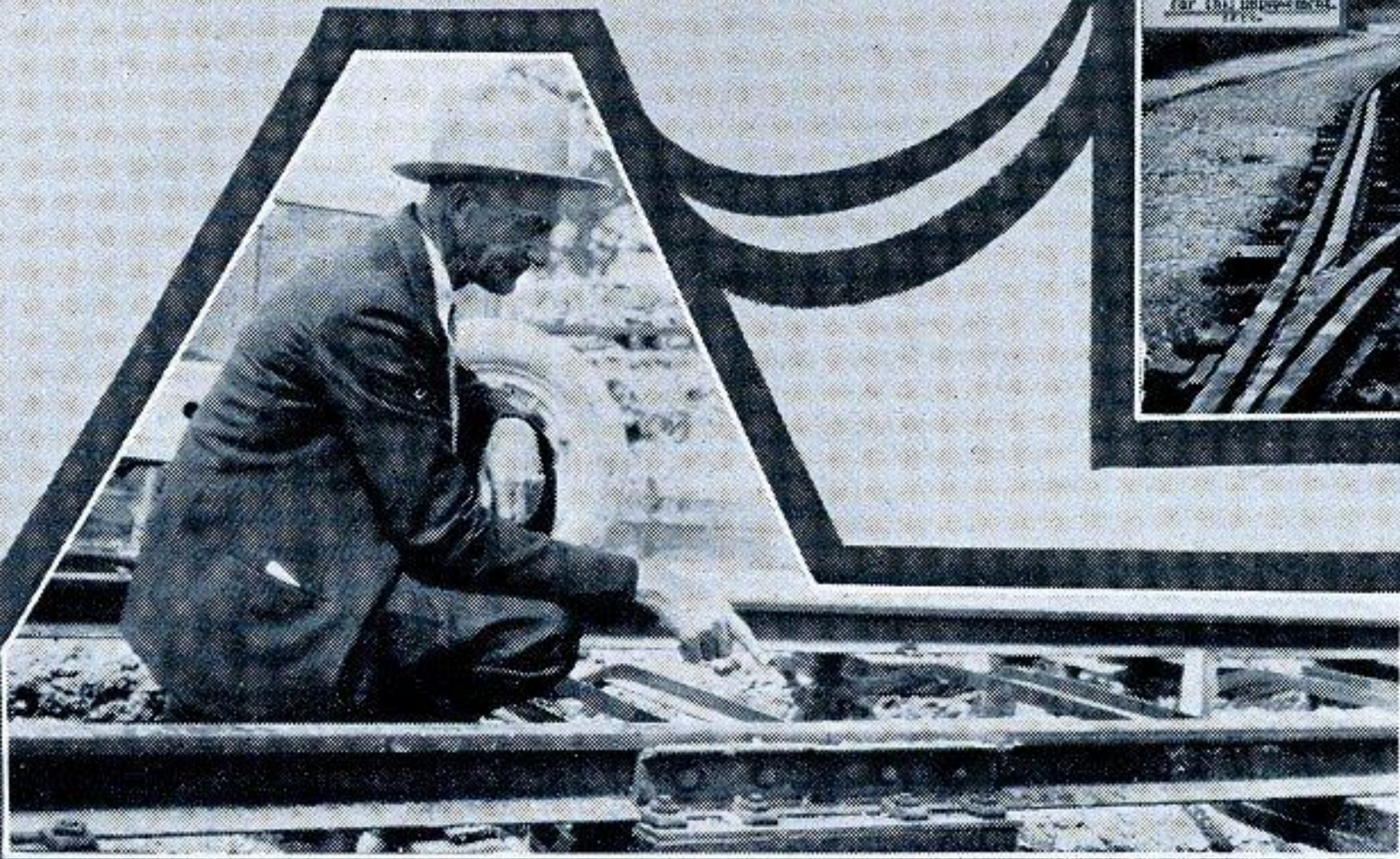
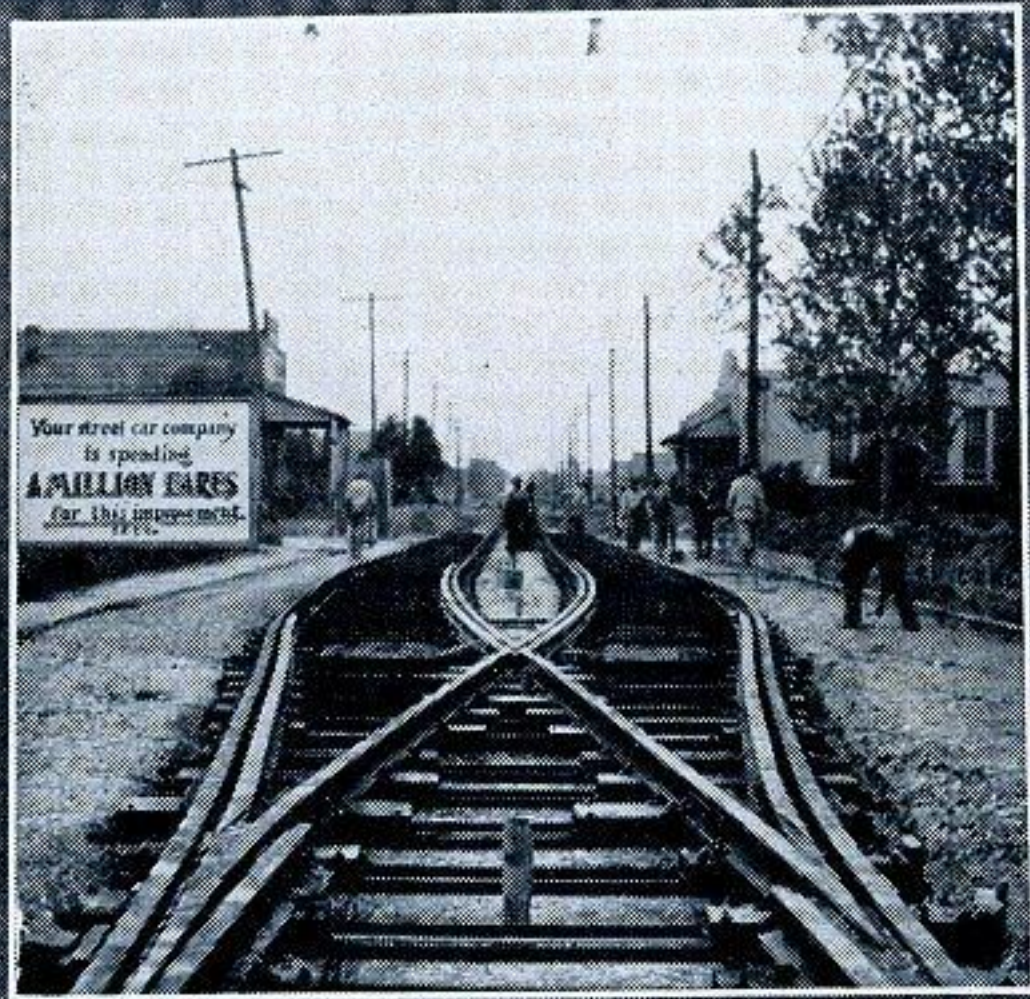
Here is the main reason the Company cars in Port Arthur are kept in "A" class condition.

Left to right are: Alton Pressler, D. Gage, E. M. Miner, C. F. Webre, G. H. Tompkins, L. E. VanVandt.

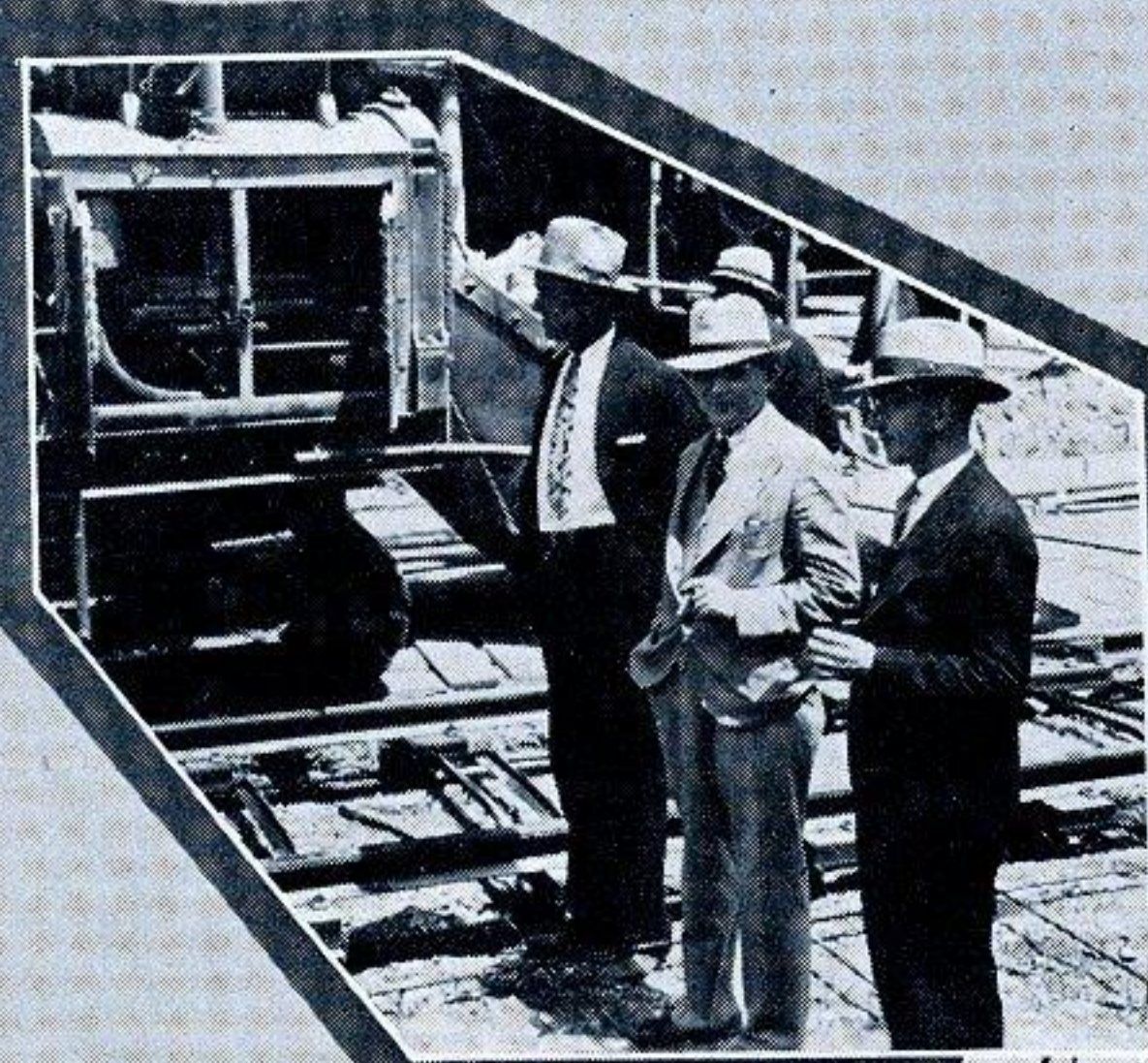
Whitney Choate and L. C. Davis, the night crew, are not in the picture.

# BIG PAVING JOB ~ ~

New track ready to be filled in.

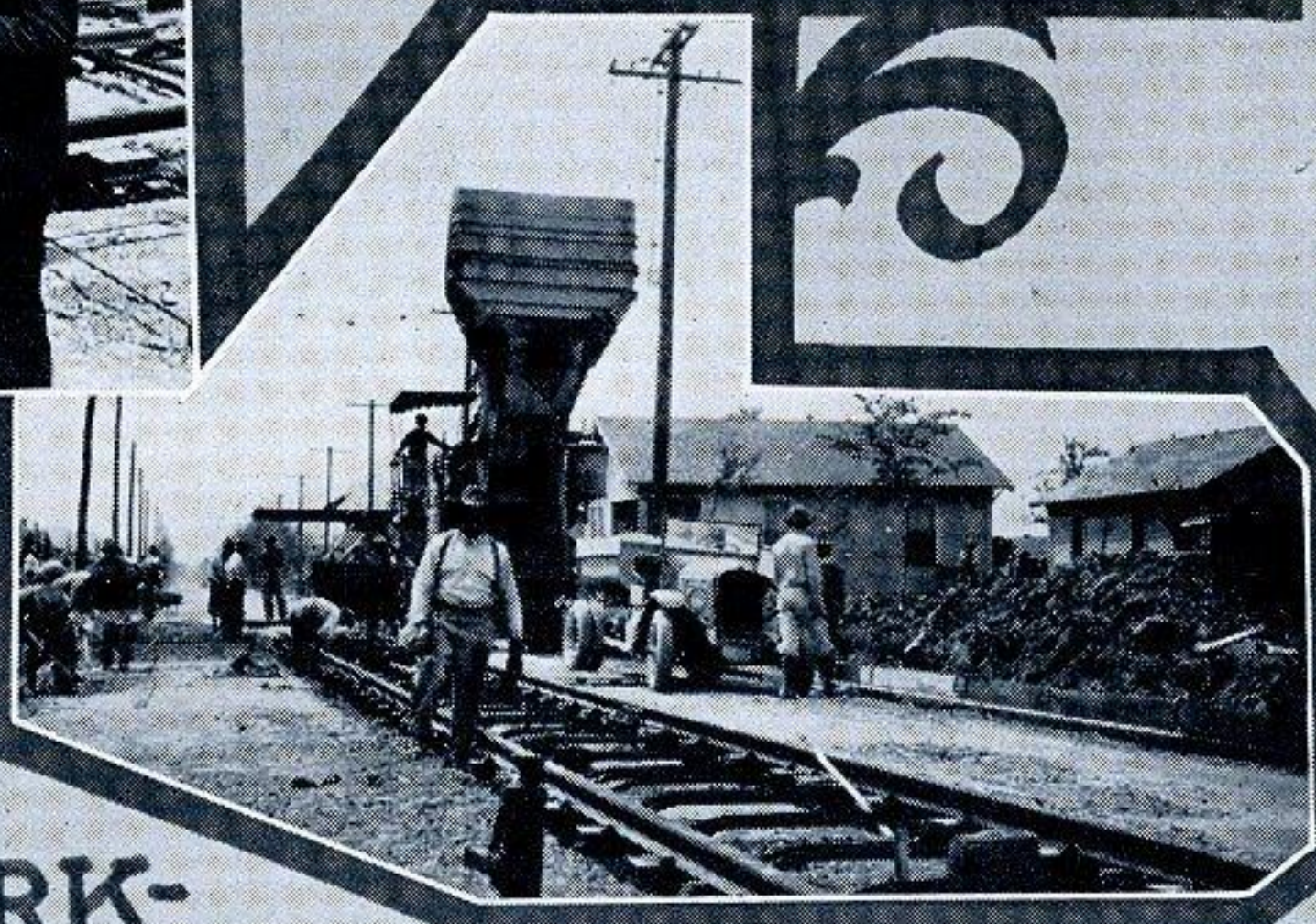
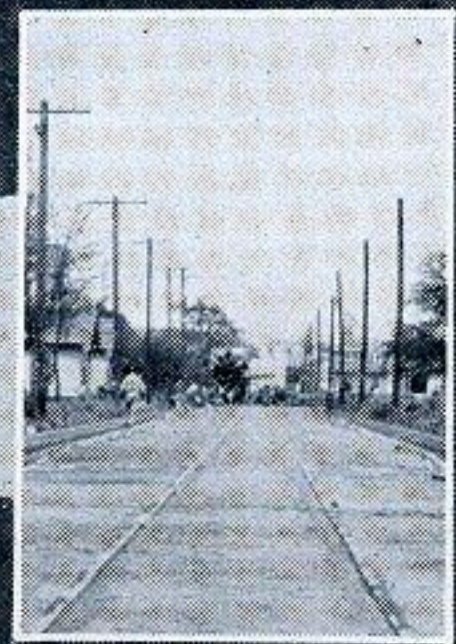


Pete Adams, track foreman, points to a good point.



Pete Adams, track foreman  
L.C. Singleton, railway supt.  
E.C. Adams, general engineer.

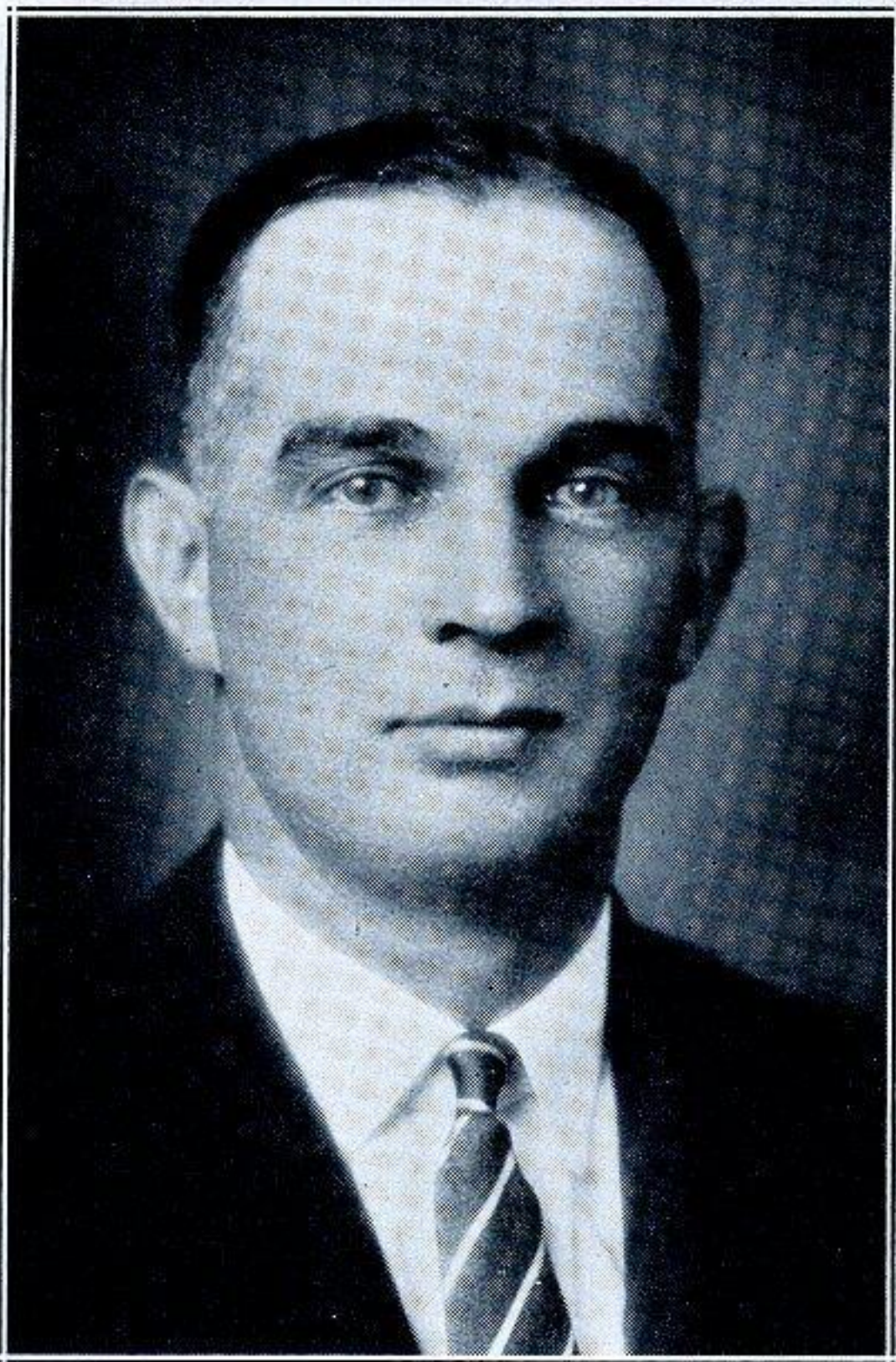
Nearly done Doucette St. looking toward Magnolia Refinery



Pouring the mud ~ ~

**ALMOST A MILE  
DONE IN 30 WORK-  
ING DAYS!**

## *New Superintendent of Production Arrives*



Geo. R. Fulton

George R. Fulton, formerly of Richmond, Va., arrived in Beaumont April 20 to become Superintendent of Production of Gulf States Utilities Company, succeeding H. R. Sharpless who recently joined the Gulf Refining Company in a similar capacity at Port Arthur.

Mr. Fulton is not a stranger here, having been connected with the Galveston-Houston Electric Company and the Baton Rouge Electric Company. He joined the Stone and Webster organization in 1916 as a station student engineer with the Savannah Electric Company at Savannah, Ga.

It was from that company that he came to the Baton Rouge Electric Company and then to the Galveston-Houston Electric Company. From the latter company he entered the Power Division of the Stone and Webster Engineering Corporation, and he was assistant manager of Production and Transmission of the Virginia Electric and Power Company when he was offered the position here.

Before leaving Richmond he made an important step and he and his bride

of a few weeks have come to Beaumont to set up housekeeping. Mr. Fulton says he is mighty glad to be near some of his old friends again and that he and Mrs. Fulton will be at home to them, and to his new friends as well, at 2485 Broadway, Beaumont.

Plain Talks joins the entire organization in wishing for him and Mrs. Fulton a long and enjoyable stay with us, and from early impressions, we know you're going to like them.



## *Production Paragraphs*

Neches station speculators are on the job again. Somebody found some stock that could be bought for sixty-five cents, so the crew pooled their assets and took on a supply (about seven shares) it is rumored. The boys are now trying to get a requisition through to have a ticker and board installed in the plant so they may know when they have made enough profits to give up their jobs and retire.

"Hawkshaw" Bradshaw has been calculating for months and he has finally come to the conclusion that two can live a cheeply as one even if one does have to go barefooted. Bradshaw stepped into the realms of matrimony on June 12 with Miss Tillie Ojemann of Houston.

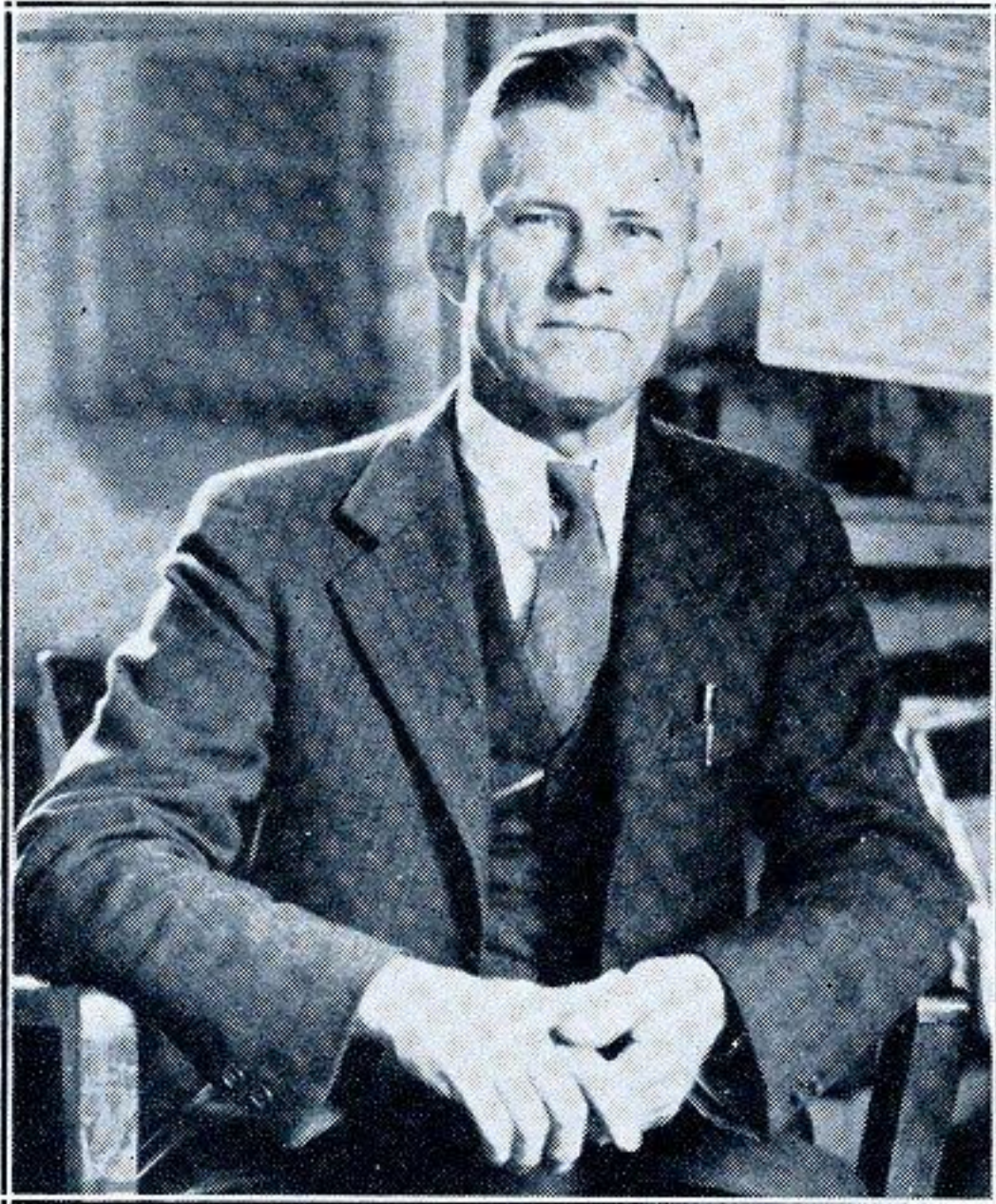
Jake Marshall came out of a barber shop the other day, jumped in his car, shifted into reverse and crashed with break neck speed into a telephone pole. It must have been strong hair tonic the barber used—or maybe it wasn't a barshop at all.

Neches Station has been equipped with three brand new G.E. water coolers. We wonder what D.R. made the sale.

Monte Marshall, production department stenographer, is back on the job again after a three months battle with the doctors. We're glad to see her again, even if she isn't "so big and strong" as she used to be.

The department tennis tournament has been finished and the tennis courts are cooling down. Ray Gay won the first prize of six tennis balls, L. A. Watson won second place and W. S. Simonds brought up the rear by winning booby prize of two moth balls.

## *Presslar Completes 30 Years with S. & W.*



H. C. Presslar, master mechanic of Eastern Texas Electric Company, completed his thirtieth year of service on April 1. He began as a mechanic with the Galveston Electric Company in 1901 and has been with Stone and Webster companies ever since, having been master mechanic with headquarters in Beaumont for seventeen years. Under his expert supervision, the efficiency of the operating equipment of Eastern Texas Electric Company has been kept at a very high point.

## *Kirby Comes Home*

Mrs. Helen Jones, of the railway department office, was all smiles one recent week-end when "Fish" Kirby Jones of Texas A. & M. College was paying a visit to the old home. "Fish" Jones this time last year was load dispatcher at the Travis street sub-station but has been pursuing the subtle technicalities of electrical engineering since September.

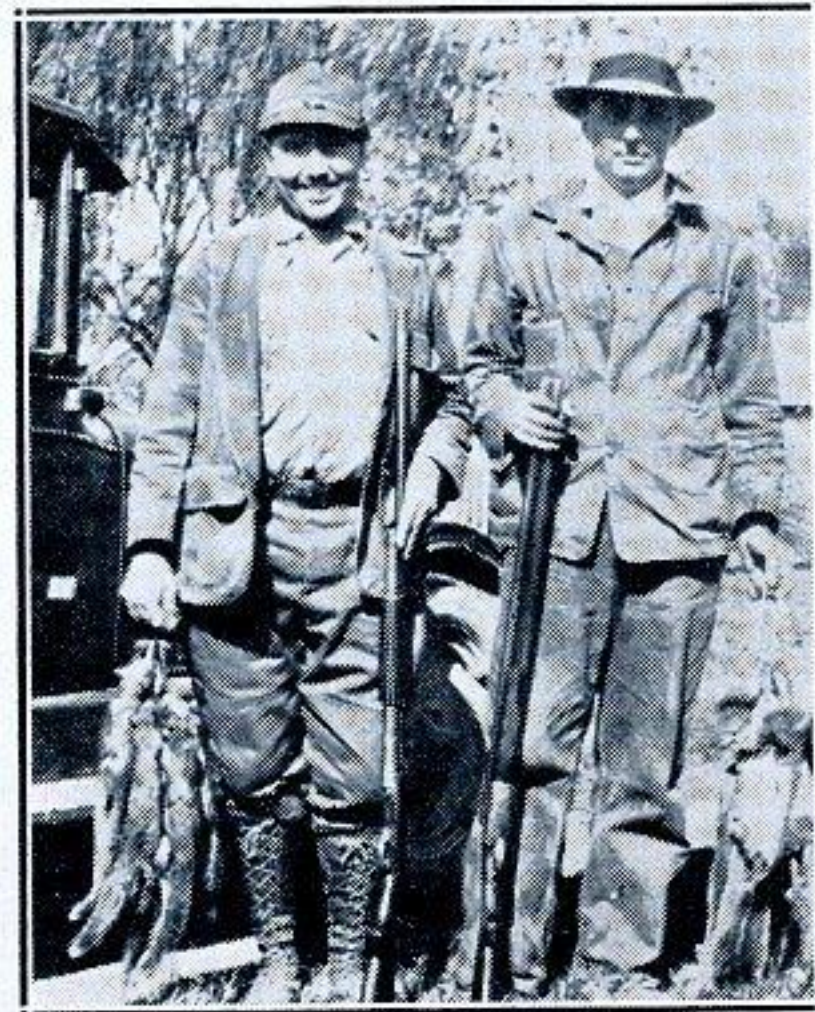
## *Hal Luce Returns to Nevada Home*

Hal Luce, popular assistant superintendent of merchandise sales in Beaumont, after three and a half years in the organization left April 18 to return to his home in Nevada. The move was made necessary by the health of Mrs. Luce which has not been good for a long time.

No man in the Beaumont office was more generally liked than Hal and the whole Company regrets his departure. He was the first supervisor of district representatives when the plan was inaugurated in Beaumont and succeeded W. G. Clarke as assistant superintendent of merchandise sales more than a year ago.

The best wishes of his friends go with him and Mrs. Luce for his success and the return of her health.

## *Good Shooting*



T. J. Jones and T. H. Howell, Beaumont operators, after a day spent in the big thicket. Looks like a hard day for the squirrels.

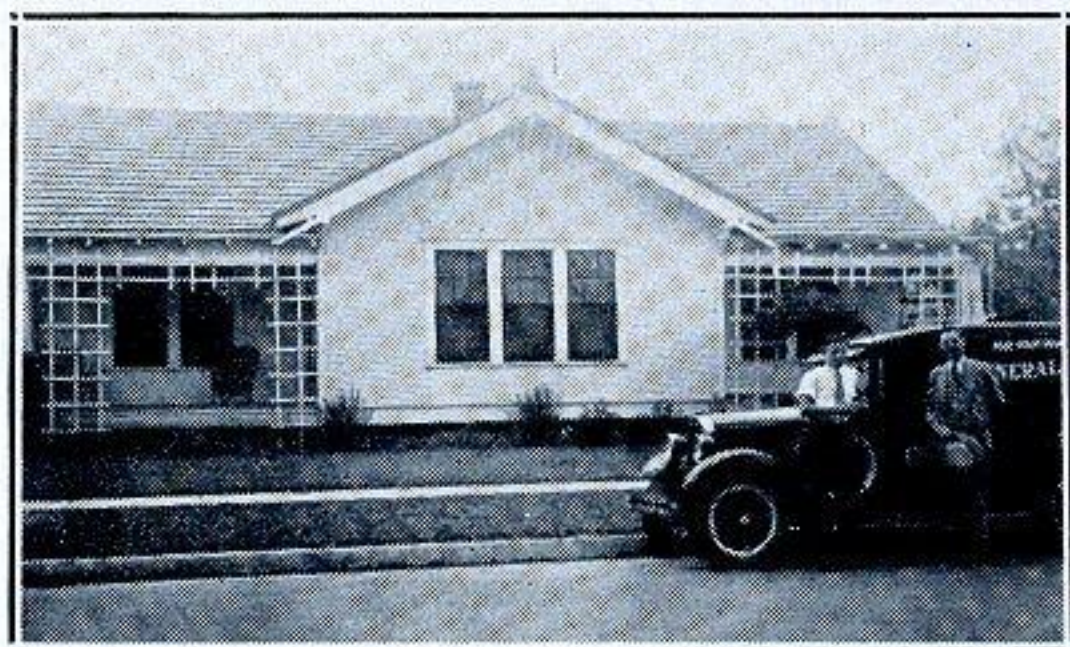
## *Balcke Makes Local Study*

W. H. Balcke of the Stone and Webster Engineering corporation has been making some studies for the Texas Division in Beaumont the past few weeks. While here he has made many friends in the Beaumont office.



# Women's Home Service Page

## *Kwh's Will Do Much Household Work Here*



Student Walter Richardson and District Representative Ogden "Doc" Charlton are parked in front of a duplex apartment house in Doc's territory in Beaumont where they have just completed arrangements to make it the most thoroughly electrified home of its size for quite a distance in any direction. Each of the two apartments has a Westinghouse Automatic range, a General Electric refrigerator and a Sepco water heater besides other household appliances.

## *Port Arthur Holds Good Cooking School*

The Port Arthur News Cooking School was conducted by Mrs. Frances T. Northcross, Nationally known Home Economist, and her assistant Miss Robb, from March 17th to March 20th inclusive, at the Armory Building, Lake Shore Drive. About eight thousand women attended the school and heard the instructive lectures given by Mrs. Northcross on household hygiene and cooking.

A complete set of printed recipes and a chance on all the lovely gifts contributed by the merchants each day, were given each lady who attended.

The cooking school was the best ever held in Port Arthur, both from attendance and good advertising, and the Westinghouse Automatic Electric range and the General Electric refrigerator were shown off to good advantage. Favorable results from the school are expected.

## *For those Long Hot Days Ahead*

### CHOCOLATE ICE CREAM

2 cups milk                      2 egg yolks  
3-4 cup sugar                  pinch of salt  
2 squares bitter               1 cup cream  
chocolate  
1 tablespoonful vanilla

Scald milk and pour over beaten egg yolks and sugar, saving a little of the hot milk to mix with chocolate which has been melted over boiling water. After chocolate has been thoroughly blended with milk, add to sugar eggs and milk. Cook this in double boiler until about as thick as cream. Chill and when cold fold in whipped cream. Freeze from four to five hours. It is not necessary to use either gelatine or cornstarch; the mixture does not need to be stirred after placing in tray, and if the recipe is closely followed, it will have a very fine creamy grain.

### STUFFED PEAR SALAD

1 cake of cream cheese (3 oz.)  
1-2 cup raspberry jelly.  
1 tablespoon lemon juice.  
1 cup whipped cream.

Rub the cake of cream cheese to a smooth consistency, stir in the whipped raspberry jelly and lemon juice. Fold in a cup of whipped cream and turn into a shallow aluminum ice tray to freeze for two to three hours.

Serve a round teaspoonful in the halves of chilled pears. Garnish with lettuce leaves or water cress.

Many of the Women's Committee members requested the "Ice Box Cookies" recipe, so we give it here.

### ICE BOX COOKIES

2 cups brown sugar  
1 cup butter or substitute  
4 cups cake flour  
2 whole eggs  
1 teaspoon cream of tartar  
1 teaspoon soda  
1 teaspoon vanilla  
1 cup nuts chopped

Cream butter and sugar thoroughly. Add eggs one at a time and beat in well. Add flour sifted with soda and cream of tartar. Then add nuts and flavoring. Shape into a roll, wrap in a moist towel and let stand in the refrigerator, twenty-four hours. Slice 1-4 inch thick, put onto baking sheet and cook ten minutes at 400 degrees F.



### HOW THE SIRLOIN STEAK GOT ITS NAME

During the days of Henry VIII, who was famous for his gluttonous appetite, his chef prepared an especially delicious piece of meat. So great was the sovereign's enjoyment of it that he inquired what it was and whence it came. When told that it was a piece of meat from the loin of the beef, he replied that henceforth, because of its unusual quality, it should be called Sir Loin.



### *Enjoys Her Cooking*

From the husband of one of our new range users:

"I never knew that my wife was a good cook until we got our electric range. Now she prepares good meals all the time and really enjoys her cooking."



### *A Good Month's Work in Beaumont*

Miss Mary Lena Nall made 43 home calls and demonstrations in March, thirty being in the homes of new customers and thirteen on old users. In addition she conducted demonstrations each day on the sales floor in Beaumont and secured thirty nine prospects many of whom were sold on electric cookery and have since had electric ranges installed in their kitchens. More than 1000 recipe sheets were distributed at the demonstrations.

## *Party for Visitors at General Meeting*

Visiting ladies at the Company Annual Superintendent's meeting held in Port Arthur, April 17-18, and those assisting with decorations and entertainment for the meeting were honored with a company Dinner-Bridge at the Goodhue Hotel, Friday evening, April 17.

Mrs. H. B. Earthman from the Navasota Division was the winner of the high score prize, and guest favors were given to Miss Mary Lena Nall, Home Economist, Beaumont, and to Mrs. Irene Roderick, Westinghouse Representative.

The following guests enjoyed the party:

Mrs. H. B. Earthman, Navasota Division; Mrs. Irene Roderick, Navasota Division; Miss Mary Lena Nall, Beaumont; Miss Theresa Kaper, Nederland; Mrs. George H. Johnson, Port Neches; Mrs. L. E. Thorne, Port Arthur; Mrs. E. L. Granau, Port Arthur; Miss Hyacinth Eden, Port Arthur; Miss Mildred Lee Smith, Port Arthur; Mrs. Bessie Carter, Port Arthur; Mrs. Mamie Voyles, Port Arthur; and Mrs. Frances Trotti, Port Arthur, who acted as hostess for the Company.



### *Pie Trees*

We have some pie trees

In our yard,

And soon they will be spilling

Cherries, apples,

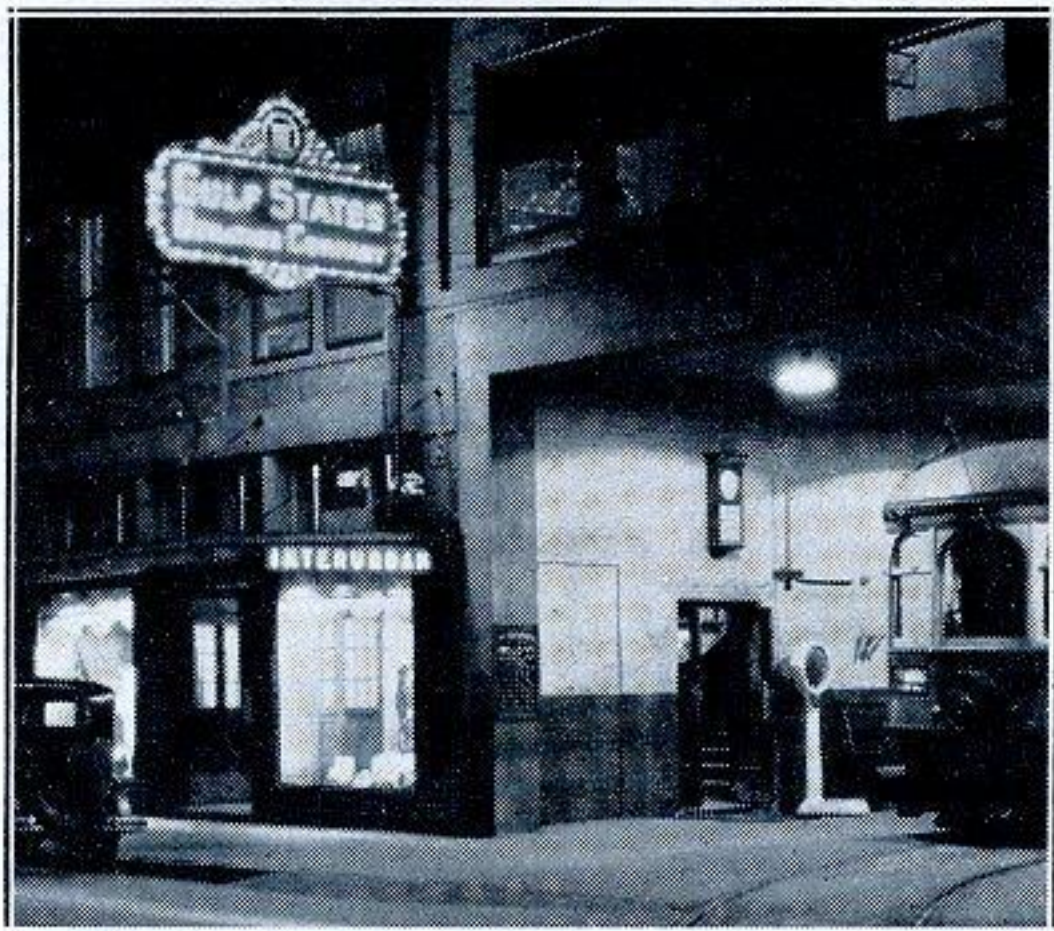
Plums and things

To make a juicy filling.

Ann Penway.

Editor's Note: This month inaugurates the Home Service Page in Plain Talks. It is hoped that it will fill a long felt want and that the readers will use it, sending in their own suggestions and ideas to the editors. Miss Mary Lena Nall, in Beaumont, Mrs. Mamie Voyles in Port Arthur and Mrs. Irene Roderick, in Navasota, will all receive material which you would like to have in the Home Service Page and will contribute ideas and articles of their own to make it both alive and helpful.

## New Sign



The Beaumont and Port Arthur offices received new electric signs last month. Similar in design, they are illuminated by combination Neon and incandescent lamps of red, amber and green, and have created much favorable comment from all who have seen them.

## G. S. U. Co. Members Appear on N. E. L. A. Program

Two members of the Gulf States Utilities Company organization appeared on the program of the annual meeting of the Southwest Geographical Division of the National Electric Light Association which was held in Mineral Wells April 23 and 24. Commercial Manager P. E. McChesney, as chairman of the Commercial Section, presided at the Thursday afternoon and Friday morning sessions. F. F. Johnson spoke at the Friday morning session on "Education in Merchandising."

Others who attended the meeting were Mrs. McChesney, Mr. and Mrs. H. E. Braunig, E. C. Adams, A. R. Watson, C. V. Merriam, Julius DeBouy, L. C. McClurkin, Miss Mary Lilyerstrom, and F. P. Allen.

Traveler: "Porter, I want to be called at 5 o'clock in the morning."

Porter: "Boss, Ah guess you'all ain't acquainted with these heah mode'n 'nventions. See this heah button, heah? Well, when you'all wants to be called, you jest presses dat button, n' we comes and calls you."

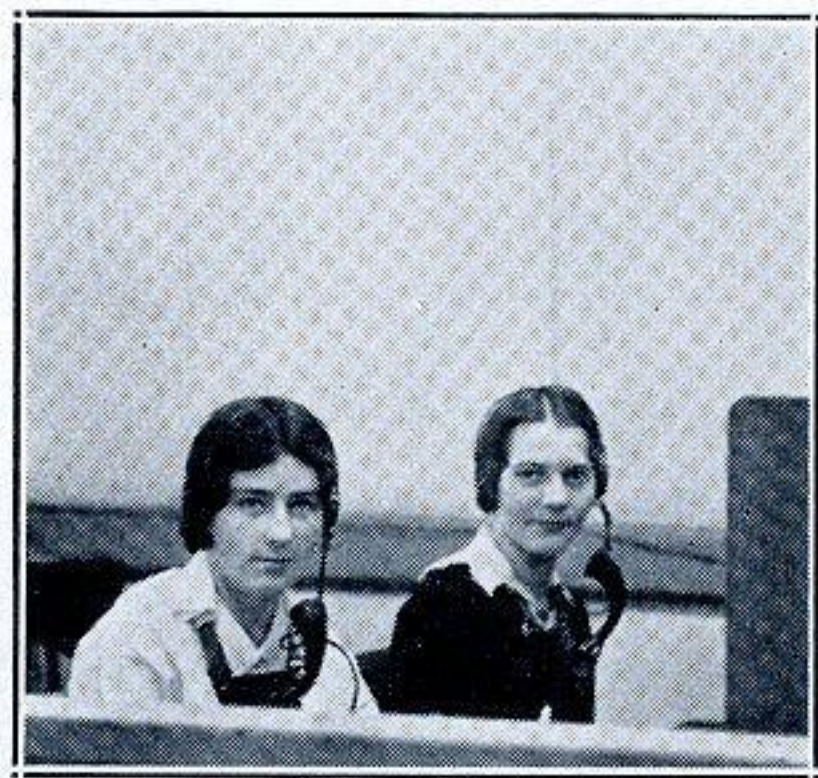
## Company Women Attend Marlin Convention

Miss Mary Lilyerstrom led the local delegation to the convention of Business and Professional Women's Clubs at Marlin April 20 and 21. She is recording secretary of District 5 and president of the Beaumont club. Besides Miss Mary three other members of her club attended, Mrs. Ruth Wilbanks and Ray Ridley of the Beaumont office of the Company and Miss Jewel Edwards of the Santa Fe office.

Senator Connally of Marlin was the principal speaker at the meeting. The Beaumont club was awarded a plaque for travelling the most miles to attend.

Miss Lilyerstrom spoke at the annual breakfast on club ideas.

## Our "Hello" Girls



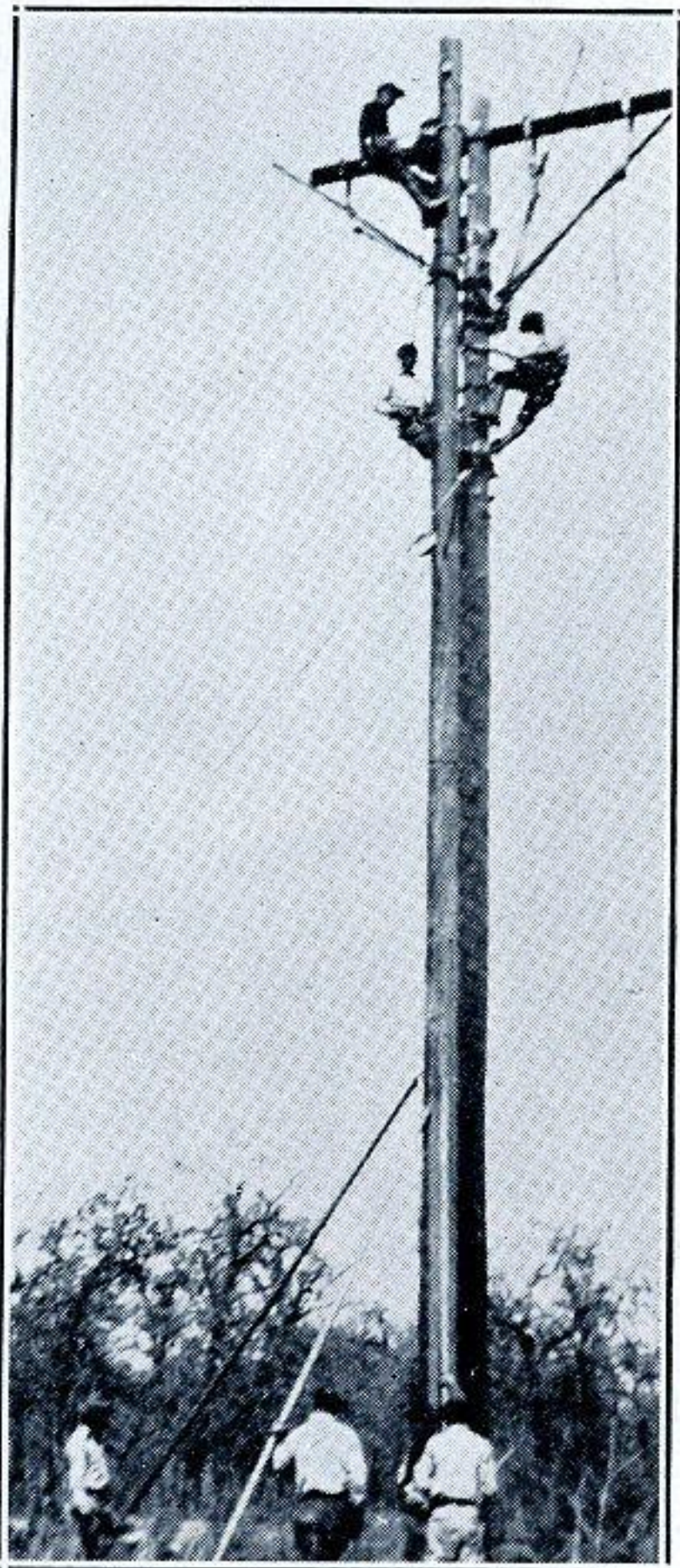
Marie Cato and Jennie Lou Peck take time off from saying "hello" to Company callers over the Beaumont switchboard to look pleasant for the camera.

## Banquet Staged for Boston Visitors

An informal banquet was staged at the Edson Hotel in Beaumont honoring Vice President W. E. Wood and Vice President Tom Hanlon of Engineers Public Service Company on the evening of April 20. Officials and department heads of Gulf States Utilities Company and Eastern Texas Electric Company attended.

While in the territory Mr. Wood and Mr. Hanlon visited various properties in both the Texas and Louisiana divisions.

## *A Fifty Foot Change-Out*



On line No. 59 near Normangee our line crew changed out pole No. 62 which was fifty feet high. This picture shows the work being done.

## *Huntsville News*

H. Rowe surprised everybody but himself when he stepped up to the altar with Miss Earline Black and promised to "love, honor and obey", on March 20. Congratulations Rowe!

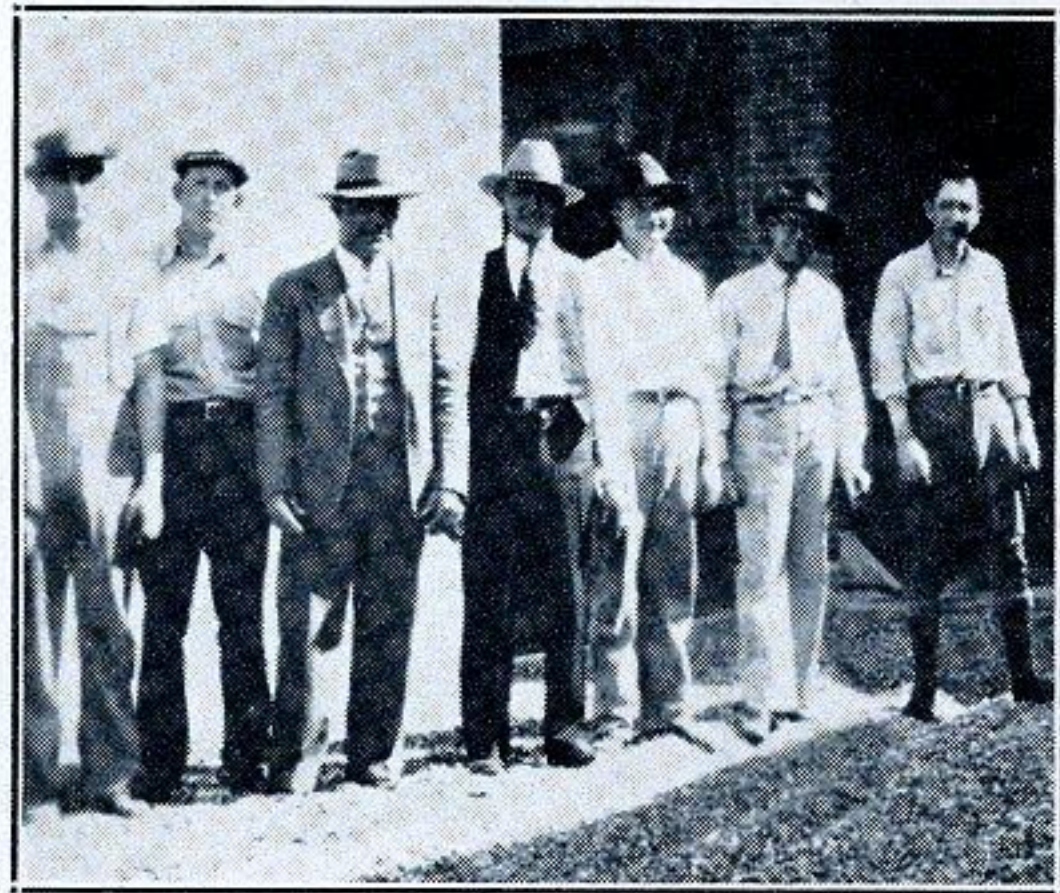
Claim Agent J. T. Reidy from Beaumont was with us a few days this past month.

Superintendent G. G. Hollinshead is the proud owner of a new Chevrolet coach.

Fred Johnson and Comptroller P. R. Williams of Beaumont attended the Public Speaking Meeting on March 27th.

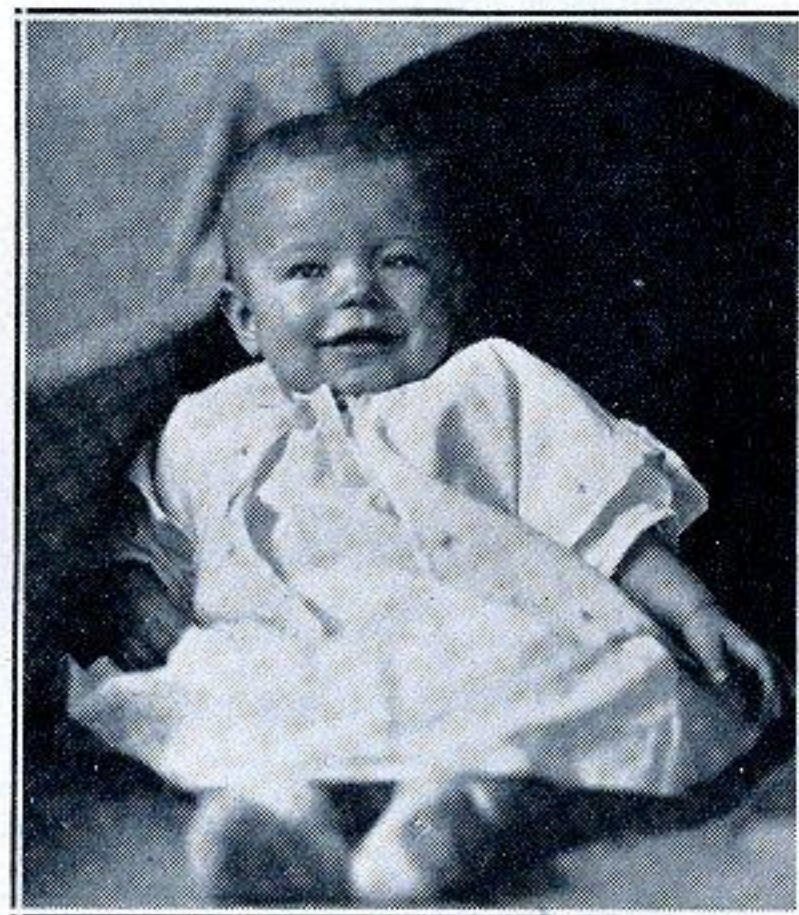
M. W. Taylor is visiting his mother in Georgia. He sends post cards back to his fellow linemen and says he is having a grand time.

## *Construction Crew*



This picture shows the construction crew. They have just completed repairs and rebuilding of new storeroom and linemen's quarters. The new storeroom has ample space with plenty of shelves. The linemen's quarters are complete with lockers and shower baths.

## *Big Boy*



This is young C. W. Winborn, Jr., whose father is storeroom keeper in the Huntsville Ice Plant. C. W. Jr. is seven months old.

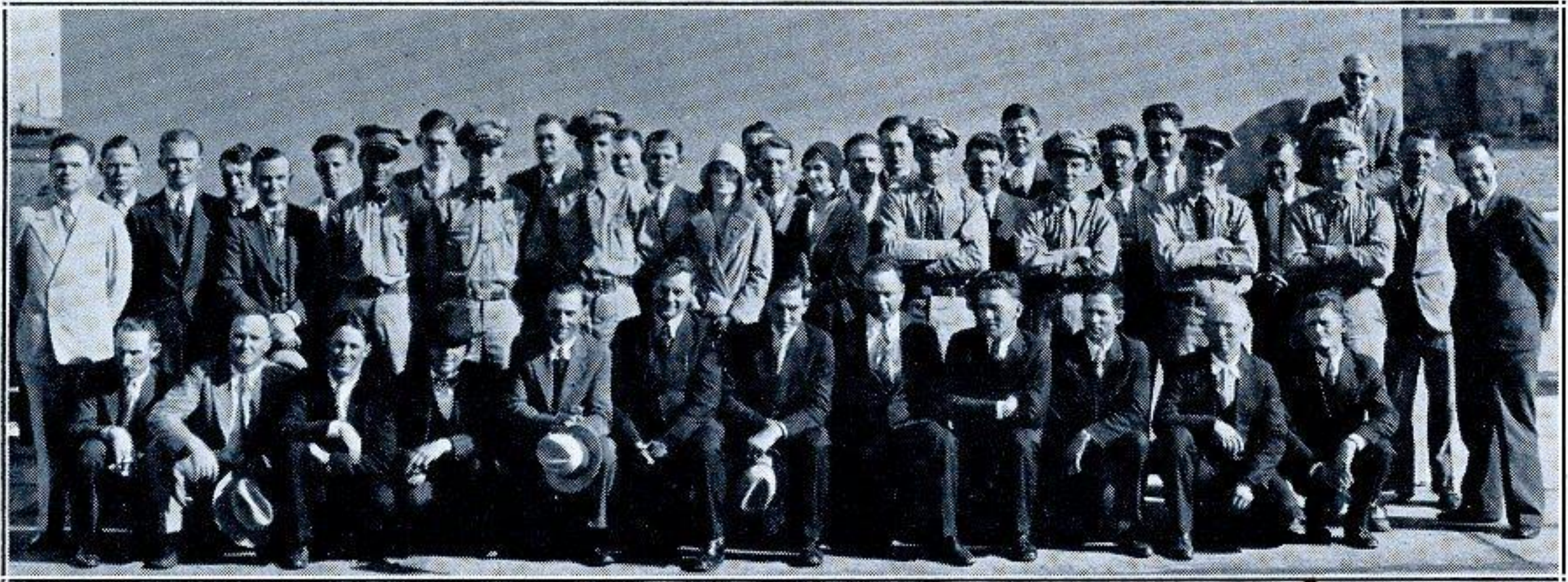
"What is the name of your car?"

"I call her 'Shasta'."

"Because she's a 'daisy'?"

"No. Because she has to have gas, she has to have oil, she has to have air, and she has to have something all of the time."

# Ice Men Hold Institute



A big delegation from the Port Arthur Ice Department attended the McKee Refrigeration Institute held in Beaumont March 26 and 27. Hugh N. Leiper, who conducted the course stands at the extreme left while Jules Naquin, Port Arthur's leading ice merchant, is wreathed in smiles as he plans new sales ideas for the coming summer season. He holds down the right end of the picture.

## Port Arthur Personals

L. J. Johnson of the Sales Department has spent several weeks in the hospital recovering from an appendicitis operation but says he is ready to get back on the job again.

"Pop" Jordan wishes to announce that he has finished his Accounting Course with a very high average and that he will work trial balances at 25c each. Now we understand why W. W. Phillips has been paying "Pop" off lately.

Whitney Choate down at the bus garage is the proud "papa" of a big baby boy who arrived on March 25th. Whitney tells us that everyone is doing fine.

Red Dunham got a telephone call the other morning telling him that his car and garage had burned up. Red sadly remarked upon inspecting the remains that all was a total loss.

A new modern fire-proof vault has been installed in the power plant for the storage of Accounting Department records.

Mildred Lee Smith of the Sales Department tells us that Mr. Bishop has been doing some powerful "courting" the past week and she has also accused K. P. Brock of trifling.

L. E. Stafford of the Accounting Department paid a visit to the new East Texas oil fields the past week and says that the towns up there resembled pictures of Port Arthur and Beaumont about 30 years ago. In commenting on the business activities of this section, Mr. Stafford predicts a very bright future for East Texas.

### Improvements

The new awning and G. S. U. Co. sign have added much to the appearance of the Main Office and many favorable comments have been made on them by our customers.

Mr. Wilkerson announces that preliminary work has been started in the installation of the new voltage regulators at Lakeside Station. This work will be done by Stone & Webster.

Betty Sue arrived at the home of H. N. Hargrove on April 14 and such a proud Papa we have seldom seen "since we is been."

## Ed and Pete

Eddie Vaughan and O. T. Dionne of Port Arthur and W. N. Sterling of Nederland were winners of the Ice Sales Contest and won a free trip and ticket to the opening baseball game in Beaumont.

Blackie DeCuir, Minton and Hays were the three D.R.'s who received free tickets to the opening Exporters game in Beaumont as a result of having won the range sales contest. Blackie couldn't attend, however, on account of a "hot" refrigerator prospect.

Fred Todd has just returned from his vacation. Fred said he had a fine time except for a little trouble with a dentist.

Harrell Purcell and L. E. South are taking their vacations in April. ♦

### OH, WHAT A COOK!

The "Gang" over in the Ice Department are still complaining of abdomen trouble as a result of a box of candy received by a tall, dark haired sheik called Albert.

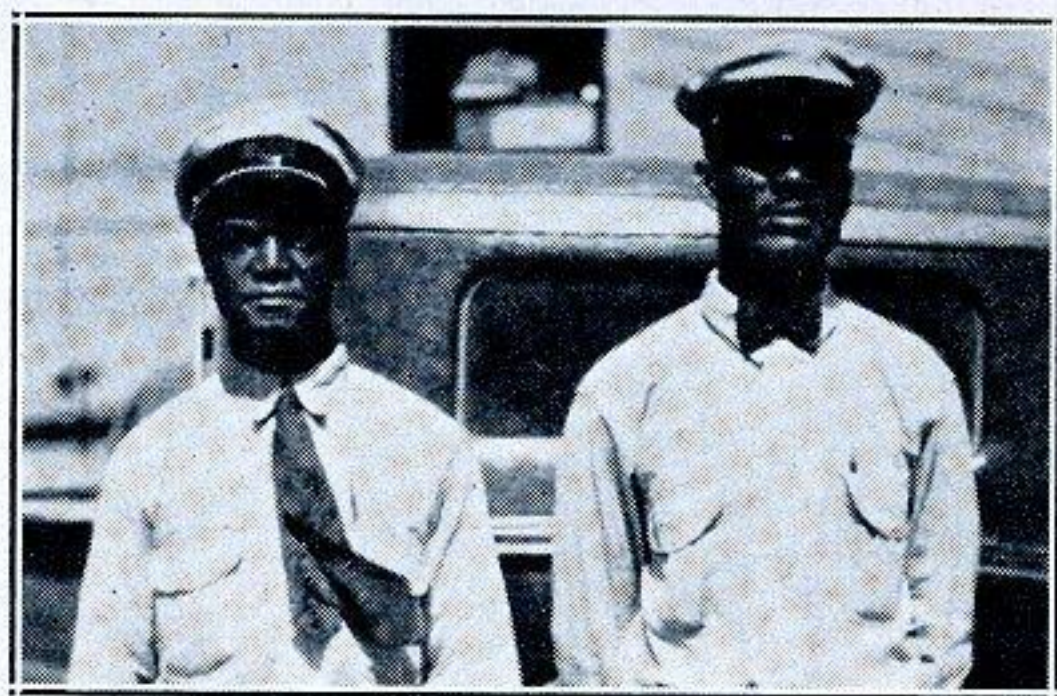
### BROCK - DREW

On April 5, Kirk P. Brock and Miss Mary Selma Drew were married at the First Presbyterian Church in Livingston, Texas. Mr. and Mrs. Brock are at home to receive all congratulations at 1041 Lakeshore Drive.

Did you know that fifty percent of the girls working in Nederland and Port Neches were married and fifty percent single. That is accounted for by the fact that Mrs. Myrtle Johnson is the only married lady working in Port Neches and Miss Theresa Kaper the only single girl working in Nederland.

During the Public Speaking Contest in Port Arthur, A. J. Cooper (one of the contestants) said that he got to singing his speech in giving it and that the judges began patting their feet. He said at the last of his speech that if he had had an orchestra to accompany him, everything would have been O. K. ♦

A pretty school mam who prided herself on knowing the parents of all her pupils, on the street car one day said: "How are you, Mr. Smith?" Then perceiving he was a total stranger, she apologized: "Beg your pardon; I thought you were the father of one of my children."



Ed and Pete, enemies of dirt, carriers of mail, promoters of shine and masters of other duties at the Port Arthur office.

## Navasota News

E. H. Foerster says that Mr. Stork wasn't fooling when he brought a fine boy to his house on April 1st!

And they say that L. Goodwin, who just recently acquired the title of "papa", jumps up wildly in the middle of the night and hunts behind the bed for the baby's milk. Wonder what could have inspired that sore of nightmare?

"Artie" Read, our new meter tester, really must have a terrible must have a terrible opinion of the Navasota girls! He was asked to date out one of the belles of the city the other night, and when, at the last minute after he had dolled up in his Sunday suit, he was told that the party was postponed, he had the nerve to remark, "Well, I really don't mind except that I wouldn't have gotten such a close shave!"

Everyone should have a "well fed" feeling now, since we have just had a two day cooking school in Navasota on the 13 and 14. Mrs. Irene Roderick has held cooking schools in Richards, Shiro, within the past three weeks. At each Anderson, Plantersville and Navasota school we have had a very good attendance and especially at Plantersville. Two range sales and one G. E. sale were closed. Mrs. Roderick also gave a demonstration to the adult cooking class at the colored school in Navasota which many of the cooks from the "range" homes attended.

## Navasota Kwh Tree Shows Most Growth

L. C. McClurkin, leader of the Navasota Division in the Spring Gardening Contest, was most proficient in encouraging the growth of his KWH tree during March and has been awarded the handy hoe, his division showing 1.54% gain in the sale of KWH's per home customer for the 12 months ending February 28. The new mark for the Navasota Division was 592.39 KWH per home customer, or a gain of 8.97.

The spoiled vegetable bouquet went to J. B. Bishop of the Port Arthur division whose gain was a scant .17%. The actual figures show that he registered a gain of .78 KWH per home customer for a new figure of 454.82.

Lake Charles was second, Mr. Sproule's outfit watering the fertile soil of the "old country" to produce a 1.4% gain, with a new total of 563.1 KWH per home customer, an actual gain of 7.8.

F. P. Allen's Beaumont crew came in third with a gain of 1.12% for March, registering 5.66 new KWH's gain for a total of 509.67.

Three months remain in which to cultivate the KWH trees. The division which shows the greatest percent of growth for the 12 month period ending June 30 over a similar period ending February 28 will win.

Plant more sales and gather more of the old KWH fruit.

## Orange Gossip

Elizabeth Dees spent the week end of April 4th at Goose Creek.

On March 30th Priscilla Joan arrived at the home of Mr. and Mrs. Geo. Parish.

The Power Plant gang is completing a tennis court in the Power Plant yard and we expect to have some very interesting matches in the very near future.

Mrs. R. A. Landry of Baton Rouge is visiting her parents here for several weeks.

Roy Boleman has just returned from a vacation to South Carolina.

Some mysterious whisperings of wedding bells are floating through the air, and a certain young man is buying a lot of electrical appliances—"IT WON'T BE LONG NOW".

## Conroe Chatter

In the town of Conroe for the month of March five General Electric Refrigerators, and seven ranges were sold. Clint Wakefield was one of the District Representatives to win a free trip to the ball game in Houston.

Supt. S. R. Hereford is recuperating from a three weeks spell of illness. We are all glad to have Mr. Hereford back in the office again.

G. B. Boswell, W. C. Sadler, and Clint Wakefield were in a home talent play, "West of Broadway" put on in Conroe, April 9 and 10, sponsored by the Eastern Star.

C. M. Fleming is ready to welcome any insurance salesman selling car insurance. C. M.'s car was stolen last month.

In making a check of our bogey for the first quarter of 1931, we find that we are approximately \$600.00 ahead in dollars and cents in major appliances. We are two General Electric refrigerators ahead, behind two ranges and ahead one Sepco water heater. Prospects for April bogey look very encouraging. We were successful in doubling our bogey on the triple set appliances. We are also very proud to announce that our Cleveland territory is ahead in dollars and cents for the first quarter.

There has been quite a lot of oil excitement around this territory this month. Casing for the Kelley-Baker well has been set and the driller states that it looks very encouraging at this time for an oil well. On the strength of this information, land has been leasing from \$10.00 an acre to \$50.00. The San Jacinto Country Club which is located three-quarters of a mile north of the well, leased 160 acres for \$1900.00. This put the Club in good shape financially.

### THAT'S PROBABLE

Antonio: "I wonder why it is that fat men are always good natured?"

Pistachio: "Probably because it takes them so long to get mad clear through."

## *Plain Talks Raises the Ante on Pictures*

And now it's two dollars!

Last month Plain Talks announced a contest open to all readers for pictures made with Photoflash lamps. Being of a timid disposition and not given to plunging into new ideas, our bashful readers still continued to make their snapshots out of doors in the sunshine where the sungrins and over-exposure spoiled most of them.

The result is that this month Plain Talks has an extra dollar, and that for the best picture that comes in before the 18th of May Two Dollars will be given. That's a lot of money folks, just an awful lot, but it will be given gladly for the kind of picture we want. Here are the rules as laid down at the opening of the contest:

1. For the best picture of an employee of the Gulf States Utilities Company or Eastern Texas Electric Company, or his or her family, made with a Photoflash lamp, a monthly prize of \$1 will be given.

2. Each picture submitted for the prize must be accompanied by the names of the subjects together with any other information which would be of interest to readers of Plain Talks.

3. The pictures must be in the hands of the editors before the 18th of the month.

You don't know what a kick there is in amateur photography until you've tried your hand at making some Photoflash shots.

## *Range and Refrigerator Honor Roll Next Month*

Next month we want to publish on our Home Service Page an honor roll of Westinghouse Electric Range users and General Electric Refrigerator owners. The Honor Roll will be made up of the names of all employees in the Company who own either of these appliances.

Employees can buy them now on particularly easy terms and enjoy them during the long summer months when

a cool kitchen will mean so much to the busy housewife. The employee who has a well lighted home and is a user of and a believer in the advantages of electricity, is the best salesman for KWH's the Company could have. He is not only able to enjoy them himself, but he invariably boosts them to his friends.

Keep house the modern way—its cool, convenient, clean and electrical. Electricity is the cheapest commodity you can buy. Use it and let your light shine!

## *Distribution Doings at Pt. A.*

Curtis: "What are you limping for, Prince?"

Prince (better known as S. C. Holik): "Oh, I have a corn between my little toe and the one next to it and it surely hurts."

Curtis: "Don't tell me anything about corns, say I have one here and here and here."

—and so on for the next hour or so.

C. C. Jordan, now in Navasota, but formerly of the Port Arthur Meter Department spent a few minutes visiting in Port Arthur. If he ever comes to Beaumont and doesn't come to Port Arthur he will be checked off the list by the Meter Department and one other.

We surly enjoyed his short visit and hope to see him again real soon.

## *Silsbee Shots*

W. Scott, electrician, is the proud father of a baby girl, Dorie Mae, born April 12.

We know where to get help when we go to decorate windows now, for W. Scott and W. E. Tteel sure know how its done. They are the best two window decorators that are supposed to be electricians that we have seen.

A duplex apartment house and a new home have been built here, while another home is being built. Besides being a very attractive addition to our town, these homes add to the list of kilowatt hour and merchandise customers. We have sold four ranges and a General Electric refrigerator to the renters and owners of these homes, with still another one of them as a prospect for a General Electric.



## Prayer of a Sportsman

Dear Lord, in the battle that goes on  
 through life  
 I ask but a field that is fair,  
 A chance that is equal with all in the  
 strife,  
 A courage to give and to dare;  
 And if I should win, let it be by the  
 code,  
 With my faith and my honor held  
 high;  
 And if I should lose, let me stand by  
 the road  
 And cheer as the winners go by.  
 And, Lord, may my shouts be ungrudg-  
 ing and clear,  
 A tribute that comes from the heart,  
 And let me not cherish a snarl or a  
 sneer,  
 Or play any sniveling part.  
 Let me say, "There they ride on whom  
 laurels bestowed  
 Since they played the game better  
 than I"  
 Let me stand with a smile by the side  
 of the road  
 And cheer as the winners go by.  
 So grant me to conquer, if conquer I can,  
 By proving my worth in the fray,  
 But teach me to lose like a regular man  
 And not like a craven, I pray.  
 Let me take off my hat to the warrior  
 who strode  
 To victory splendid and high,  
 Yea, teach me to stand by the side of  
 of the road  
 And cheer as the winners go by.

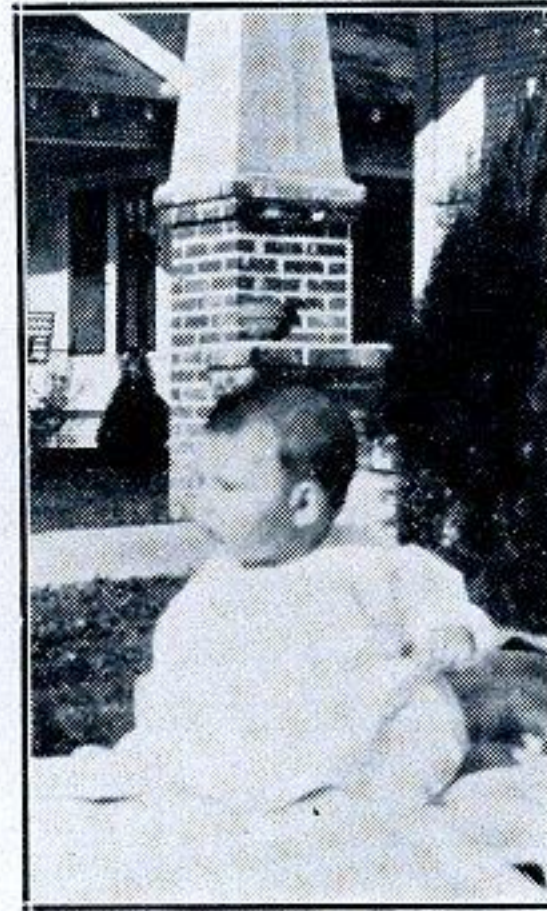
Ole Oleson wanted to be a railroad man. So he got a job in a roundhouse as engine wiper. His foreman had been trained in the "Jim" Hill school; he allowed no waste. He everlastingly kept ding-donging at Ole like this:

"Don't waste a drop of oil, Ole; oil costs money. And don't waste the waste, either; it's getting mighty expensive." Ole finally got these economy facts pounded into his head.

One day Ole was promoted to fireman. The day before he went on his first regular run on a freight engine he was posted as to his duties through a series of questions. This was the last question: "Now, Ole, suppose you are on your engine; you go around a curve and see rushing towards you on a single track the fastest passenger train. What would you do?"


Ole replied: "I grab the dam oil can; I grab the dam waste—and I YUMP."

## Beaumont Belle




Velma Louise Butler, the seven months old daughter of Mr. and Mrs. P. H. Butler, is out for a little air. Her daddy works in the accounting department in Beaumont.

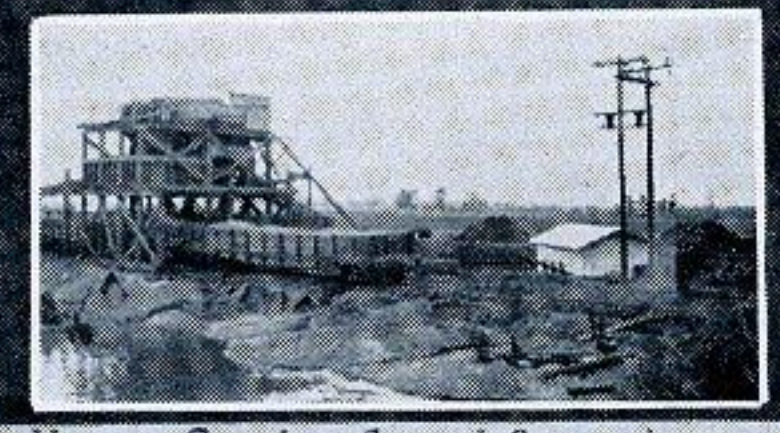
### CALVERT KWH'S



New home  
of Sept.  
J.L. Crouch

AGES 62  
Installed in  
home made  
of box car.





Hearne Sand & Gravel Company

"What have I got to be thankful for? I can't even pay my bills!"

"Why man, be thankful you are not one of your creditors."

An Englishman went bald. He spent a small fortune on hair restorer.

A Scotsman went bald. He sold his brush and comb.

(Continued from page 1)

the credit for the accomplishments belonged to his fellow workers.

The climax of the meeting was reached when President Walker presented the big silver loving cup won in three previous contests by Calvert, Conroe and Madisonville, to the 1930 winner. He spoke of the remarkable showing made by the town in the sale of electricity to domestic customers, of the cooperation of the office with local dealers and contractors and of the fact that in a year of bad business conditions it had been demonstrated that electricity could be sold in ever increasing amount. He then called for Superintendent G. G. Holinshead and District Representative Jimmy Odom and presented them the first place awards for 1930, the silver loving cup and a framed certificate.

Comptroller P. R. Williams, Vice President George Morgan and attorney U. A. Bell of Lake Charles, and W. E. Orgain of Beaumont spoke briefly and complimented the hosts of the evening, Superintendent L. E. Thorne and the Port Arthur division, for the delightful handling of the meeting and the provisions made for the comfort and pleasure of those attending. Mr. Bell and Mr. Orgain praised the record made by the Company in winning and retaining the confidence and respect of the communities it serves.

The meeting opened at the Goodhue Hotel in Port Arthur Friday afternoon with a session presided over by Comptroller P. R. Williams and given over to the problems of the Accounting Department. They were discussed from various angles by department heads who covered the questions of supplies, results of operation, retirements, insurance and taxes and purchasing. Speakers were:

Assistant Treasurer J. E. Murray, Statistician J. M. DeBouy, Chief Clerk J. Linnehan, L. J. Himel, Insurance Department and R. J. Orrick, Purchasing Agent.

Following the accounting section came the Operating department meeting which was presided over by Vice President C. F. Terrell. New ideas and problems concerning transmission systems and substations, water and ice plants, ice delivery systems, load dispatching, and the operation of small plants were brought up for explanation and discussion. Speakers were: E. C. Adams, general engineer, F. W. Merrill, superintendent

of transmission and distribution of the Navasota Division, J. C. Tucker, refrigeration engineer, H. E. Braunig, superintendent of transmission and distribution of the Texas Division, Jules F. Naquin, superintendent of ice sales, Port Arthur, John Crouch, superintendent, Calvert, O. K. Beard, chief load dispatcher, Beaumont, A. E. Beattie, superintendent of transmission, R. F. Reid, assistant to Mr. Braunig, W. V. Holik, superintendent of distribution, Beaumont, F. W. Bridler, superintendent of plants, Navasota Division, and G. G. Holinshead, superintendent, Huntsville.

The Commercial section met Saturday morning presided over by Commercial Manager McChesney. This meeting emphasized the woman's viewpoint in selling household appliances and Mrs. Irene Roderick of Navasota, Mrs. Bess Carter of Port Arthur, Miss Mary Lena Nall of Beaumont and Mrs. Frances Ferguson of Lake Charles all appeared on the program to discuss various phases of the job of selling KWH's in the home; O. G. Floyd discussed the building up of the power business. Each made excellent talks and helped to provide a most interesting program.

The meeting adjourned after a brief, pointed and entertaining talk on the sale of large appliances by J. R. McCann, assistant to the commercial manager.

### *Did You Know That*

The generating stations of the Texas Division used during the year 1930 a total of 3,210,175,000 cubic feet of gas and 48,006,007 pounds of oil or an equivalent of 215,984,807 pounds of oil in producing 236,655,575 kilowatt hours of electricity.

Merchandise sales of the Texas Division for the first quarter of 1931 were 28% greater than for the first quarter of 1930, which is an outstanding accomplishment when compared to retail sales in other lines of business in this territory.

The average annual use of electricity per home customer of the Texas Division for the period ending March 31, 1931 was 504 KWH, a gain of 16.1% over the figure for March 31, 1930.

# How's Your HEALTH?

by Dr. W. F. Thomson

## Camp Casualties

Well, summer's here and so we go  
Away to camp for a month or so;  
But, like as not, we won't inspect  
The camping place that we select.

We'll go because who sets the pace  
Has said—"It's just the grandest  
place";  
We're guided more by pleasure's whim  
By who, not what, is in the swim.

We're thinking not of danger there . . .  
But what will this or that one wear?  
We're thinking not of skeeter stings,  
Nor of the microbes in the springs.

We're thinking not about the tick,  
Nor of the fly that makes us sick;  
In fact we're thinking just of fun . . .  
And not the risks we're apt to run.

◆  
Ticks and red bugs are never shown  
on tourist folders.

◆  
J'ever notice that only "city folks"  
attend summer camps?

◆  
That the country boy's idea of a vaca-  
tion is to spend a week in towns enjoy-  
ing the movies . . . and modern sani-  
tation?

◆  
During the next three months thou-  
sands of us will seek recreation in sum-  
mer camps. Some of us will find health-  
ful recreation . . . and some will find  
unhealthy contamination. When under  
the supervision of intelligent persons  
who cooperate with the state and local  
health authorities, a summer camp may  
be quite as safe for the unsophisticated  
neophyte from the asphalt belt as the  
sanitary environment of his modern  
home on Clean Street, in Wellville.

Entirely too often, though, the sum-  
mer camp is established and conducted  
by persons who possess neither the prop-  
er knowledge of camp hygiene, nor the  
proper appreciation of their responsi-  
bility regarding health protection for  
their guests. In too many instances the  
"knowledge" of the camp supervisor is  
limited to his or her ability to provide  
entertainment . . . to prevent boredom,  
when it should include the ability to pre-  
vent typhoid fever, malaria and every  
other form of disease incidental to camp  
life when susceptible city folks elect to  
"commune with Nature" . . . and Na-  
ture's microbic creatures.

◆  
Obviously, a camp without screened  
sleeping quarters, without an abundance  
of pure water, without provision for  
protecting food against dust and flies,  
without good drainage, and without ade-  
quate provision for proper sewage dis-  
posal, isn't a safe place for children, or  
their parents . . . as demonstrated sum-  
mer after summer. When we establish  
camps for life in the raw we are very  
apt to overlook the fact that we are  
providing temporary abodes for those  
accustomed to sanitary environments,  
where screened houses, modern plumb-  
ing, vacuum cleaning, electric refrigera-  
tion, a pure water supply, and an effi-  
ciently supervised food supply, are ac-  
cepted as matters of course.

◆  
Because of the alluring literature, par-  
ticularly that written by those finan-  
cially interested, and because the appeal  
to the sporting side of human nature is  
over-stressed, so many, accustomed to  
the sanitary environment of city life are  
attracted . . . and not conscious of the  
fact that they are encountering an en-  
vironment which is, in many instances,  
entirely devoid of protective provisions  
against unhealthy influences.

# plain talk

## *Systematic Saving*

By W. G. Chamberlin

The first problem of the investor is that of securing funds to invest. To most of us the only solution is to save regularly from our incomes. The next problem is interest, to secure income from our savings, which should be invested according to a well defined program.

There are many worthwhile methods. One actual plan, which already has been started, is that offered on the partial payment plan of \$6 Dividend Preferred Stock by the Gulf States Utilities Company.—By systematically saving \$10 per month, and in addition applying all interest and dividends accruing from year to year, at the end of five years, an actual investment of only \$600 would in reality amount to \$700. In other words, the interest and dividends during this five year period would total \$100. In the next five years there would be an investment of \$1,640 from a saving of \$1,200. Still continuing this plan, in fifteen years the investment would be worth \$3,000 with an actual application of only \$1,800 from savings, yielding an income of \$15 per month. It is surprising how quickly small but regular savings grow when invested according to a systematic plan.

This is an ideal way to make your dollars work for you and at the same time create a Safe Savings Account.

But, to put it very slangily, after that comes the rub.

This plan, easy, economically sound and quite possible of execution, isn't worth a wooden nickle if not followed in the spirit and to the letter.

Don't plan to save more per month than you can consistently continue. Instead of aiming at the stars and hitting the treetops, aim only so high as you honestly know you can continue, from month to month and from year to year. As your income increases, you may cautiously increase your savings, but never deplete nor decrease them.

## *April Bibliography*

The magazine bibliography which Miss Louella Knox, librarian in charge of periodicals at the Tyrrell Public Library in Beaumont, has prepared this month deals with some technical subjects which are of special interest to the distribution department. The articles on the designing of the product to fit a potential market and the photoflash lamp will interest the merchandise sales department. Miss Knox asks that every Plain Talks reader who has not read the articles listed, and who would like to keep abreast of the trend of the times, feel free to use the library facilities.

Redesigning the product to fit a potential market; Miller Lamps. H. L. Harrison. *Printers' Ink Monthly* 22: 67-8, January 1931.

Electric photoflash lamp facilitates night photography. R. E. Farnham. *Electric World* 96:1010, November 29, 1930.

Grip eliminates tightening of wood guy insulators. A. O. Austin. *Electrical World*, 96:966, November 22, 1930.

Master geared-head electric motors. *American Machinist* 74:373, February 26, 1931.

Factors that affect industrial distribution of electricity. diag. *Electrical World* 97:280, February 7, 1931.

Vertical a. c. networks for tall buildings; Shell oil company building, San Francisco. il. *Electrical World* 96: 1174-5, December 27, 1930.

Vertical distribution in the world's tallest structure. J. A. Walsh. *Electrical World*, 97:328-34, February 14, 1931.

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## PLAIN TALKS

Vol. X

No. 4

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P. E. McChesney  
Advisor

K. E. Sutton  
Editor

Landon Neal, Associate Editor  
Jack Gammage, Art Editor

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

# - - - Applesauce - - -

"Bredern, we must do something to remedy de Status Quo," said a negro preacher to his congregation.

"Brudder Jones, What am de Status Quo?" asked a member.

"Dat, my brudder," said the preacher, "am Latin for de mess we's in."



A farmer, in great need of extra hands at haying time, finally asked Si Warren, a town character, if he could help him out.

"What'll ye pay?" asked Si.

"I'll pay what you're worth," answered the farmer.

Si scratched his head a minute, then announced decisively, "I'll be darned if I'll work for that!"



A Londoner came out through the gate after viewing his first baseball game, when he was stopped by a newsboy. The scoreboard had recorded that both teams had made a run in the first inning and hadn't scored since.

"Say, mister, what's the score?" cried the newsy.

"Really, I don't know," came the reply.

"But it was some place up in the millions when I left."



Negro Undertaker (over telephone)—  
"Rastus, your mother-in-law died."

Rastus—"Is you sure 'bout dat?"

N. U.—"Shall I bury her or embalm her?"

Rastus—"Don't let's take no chances, brother. Cremate her."



Here is one from the application desk regarding the newly-married housekeeper. It seems she was arranging electric service and inquired concerning the rates. Upon learning these, she turned on her best smile and asked: "Oh, but can't you let me have it cheaper than that?"

The "Man Behind the Counter" was stricken, but recovered quickly and re-

plied politely:

"We have only the one rate for service, Madam, and it is the same for everyone."

"But I think it should be cheaper for me," she insisted.

"May I ask why you think so, Madam?"

"Well, we are going to buy all our electricity from you," she chirruped sweetly.



Boss, in a beneficent mood: "Well, Jones, you've been with us now for thirty years. You've been a faithful employee, and we want you to know that we appreciate your services. Therefore, as a mark of our appreciation, we have decided that in the future you'll be called 'Mr. Jones'."



Biddy: "Did ye bring home that pane of glass for th' kitchen windy, Pat?"

Pat: "Oi did not, Biddy. Oi was after a twilve be fourteen, and the only size they had was fourteen be twilve."

Biddy: "Ye fool, why didn't ye git it? Ye could have put it in sideways, couldn't ye?"



"J' love this jane?"

"Yep, yer honor."

"This your bimbo, girlie?"

"You said a mouthful, Judge."

"E'nuff. He's yourn. You're hisn. Ten bucks and take the air on the right. Next."



One salesman met another one in Thompson's restaurant.

"What's the matter, Bill? You are eating only crackers and milk. Are you on a diet?"

"No, on commission."



Mrs. Newlywed: "Oh, Jack! What can we give mother for a birthday present?"

Husband: "How about a nice traveling bag?"



## *How To Get Riches*

from Poor Richard's Almanack for 1749



The Art of Getting Riches consists very much in *Thrift*. All men are not equally qualified for getting Money, but it is in the Power of everyone alike to practise this virtue.

He that would be beforehand in the World must be beforehand with his Business. It is not only ill Management, but discovers a slothful Disposition, to do that in the Afternoon which should have been done in the Morning.

Useful Attainments in your Minority will procure Riches in Maturity, of which Writing and Accounts are not the meanest.

