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THE PRESIDENT'S MESSAGE



here is no new deal for fundamental laws. Since the creation, the universe has moved in paths that the mathematician can chart centuries ahead. No amount of legislation or resolution by chambers of commerce can change the rules. Showers come, the sun shines, buds sprout, flowers bloom, fruit is harvested, and the seeds fall again...without any reference to the actions of mighty men.

The basic laws of business and of human relations are just as rigid, and any sort of human interference is bound to result in disaster. The world is all awry, not because fundamental laws have gone wrong but because of the misuse of them by man.

Out of the troubles of the past three years, thinking people are learning a great deal about these fundamentals. They are adjusting the rules of their businesses and their own personal conduct, and gradually as the damage is repaired, you will find these people leaders of the new day. They are making their own new deal based on facts that never change.

If we are to be among this group, we must do some thinking for ourselves. We must examine our attitude toward our jobs and toward our communities...in fact, look over our whole scheme of living to make it conform to a system that we believe ties in with fundamentals. We should have learned by this time that following the mob is a mistake and that the better plan is to follow rules that plumb with the unchanging facts.

Our own Engineers Public Service Company has developed a code for the operation of public utilities. The tenets of this code are rooted in the fundamental laws of business and the fairest rules governing human relationships. It goes back to first principles, it gives us a standard by which to measure every action. It is not a new deal but the old unchanging deal set up in the position in which it always should have been.

(Continued on next page)

You will be hearing more about this code as time goes on. Just as a hint, I pass along the idea that a personal code will help tremendously to put each one of us where he rightfully belongs when the good old basic laws again begin to function.

Tom P. Walker



MERCHANDISE FORCE OUT TO GET PROSPECTS

WILL APPRECIATE ASSISTANCE OF OTHER EMPLOYEES

The Man Hunt is on!

The members of the merchandise sales department are out in full force after those prospects for electric refrigerators who have been eluding the dotted line!

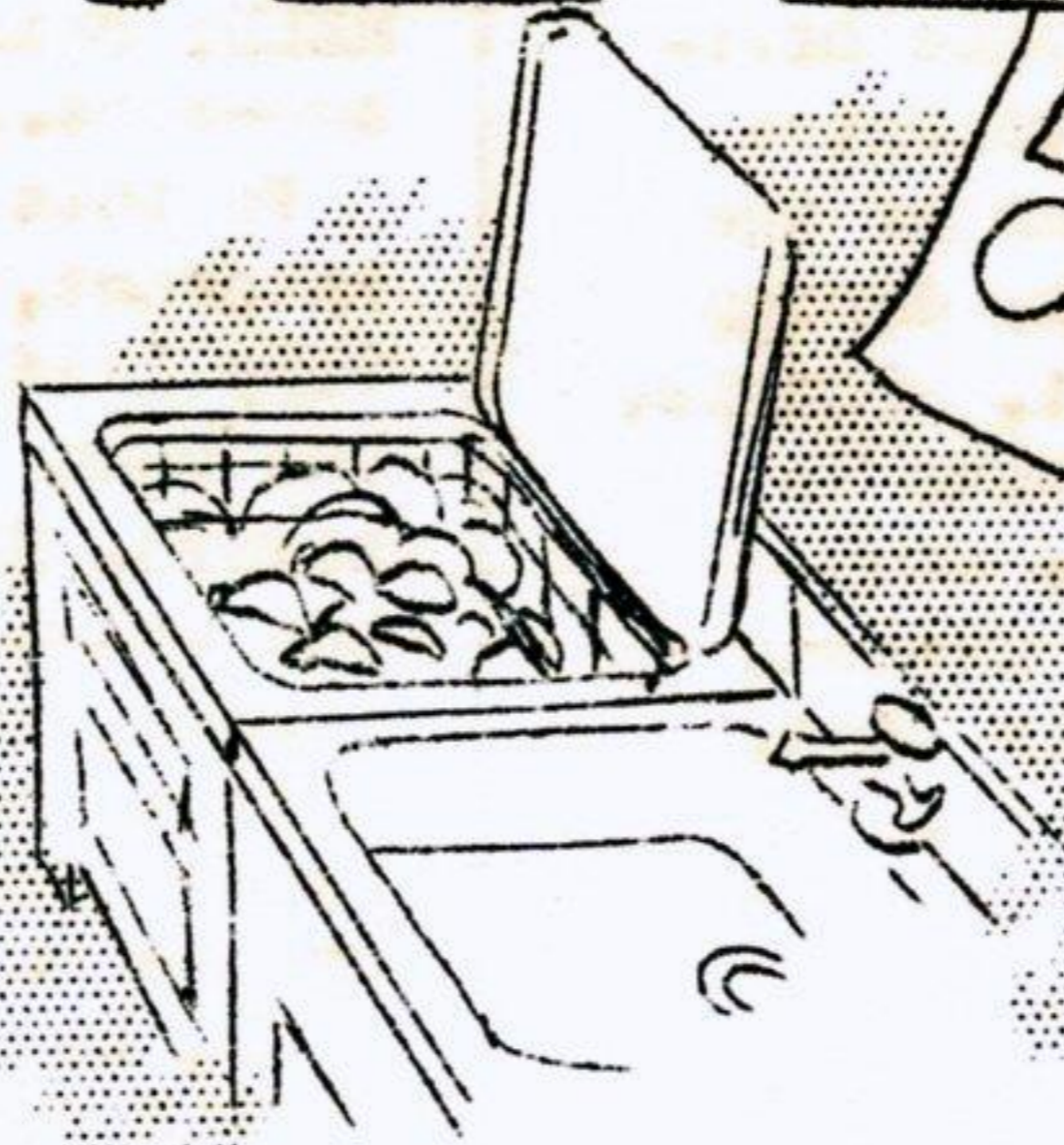
With Vice President McChesney serving as Police Commissioner for the entire company, and Messrs. Allen, McClurkin and Reeves assistant chiefs-of-police, organization of the police force was perfected at three meetings, the first in Beaumont the night of April 18th, the second in Huntsville the night of the 19th, the third in Navasota the evening of the 20th.

Salesmen start the campaign as Patrolmen, becoming sergeants when they complete 50% of their bogies and lieutenants upon showing 100%.

The Man Hunt continues to June 3 and members of the force will greatly appreciate any assistance members of other departments volunteer in the way of names of prospects, etc., for General Electric Refrigerators. With hot weather upon us, customers are giving more thought to the purchase of new refrigerators and this is the time of the year to close sales.

FREE

AN
APPLIANCE
YOU'LL BE
PROUD TO
OWN



FOR
LADIES
ONLY

ELECTRIC DISH WASHER

This desirable appliance, which sells for about \$180.00 is going to be given away to some Gulf States Employee's wife (or sister, mother, aunt, cousin, or what have you) or to some employee of feminine gender.

Full Particulars will be
issued in the near
future by the
Women's Committee

WATCH FOR! WAIT FOR! THIS GIFT OF GIFTS!

PLAIN TALKS is published by and for employees 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. P.E. McChesney, Advisor; K.E. Sutton, Editor; Frank Dyke, Associate Editor; Jack Gamage, Art Editor. Vol. 13- No. 2. April, 1933.

MCCANN-COMERFORD TRANSFERRED

T. P. Comerford, formerly Asst. Treasurer of the Louisiana Division, was transferred to Baton Rouge as Asst. Treasurer of the Baton Rouge Electric Co. during the early part of April. Tommie, who made a host of friends in Lake Charles during his stay there, will be greatly missed.

J. R. McCann, formerly Asst. Supt. of Merchandise Sales in the Beaumont Division, has been moved to Lake Charles where he will take over the duties of Asst. Treasurer. John's wide circle of friends regret to see him go, but wish him every success in his new job. Mrs. McCann and children will remain in Beaumont until the present school semester is ended, at which time they will join Mr. McCann in their new home in Louisiana.

ANNOUNCEMENT EXTRAORDINARY!!

In spite of the fact that we are continuing to limp along, minus a perfectly good Treasurer and Asst. Treasurer, while they explore the interior of the middle United States, and in spite of the new deal, bank hollowdays, three point two, economic nulli-

grubs, and what have you, we fairly swoon with joy to make the announcement that OUR EIGHTH ANNUAL GOLF TOURNAMENT WILL BE HELD; rain or shine, pretzels or zoo-zoos...come what may!

To this bombshell of universal interest, we hasten to add that very little definite information has been obtained from the soothsayers. However, it is written in the stars, and confirmed by a vision, in which the Treasurer is said to have declared, "The tournament must be held; it must go on and on ad infinitum."

So, believe it or not, THIS YEAR'S TUSSELE PROMISES TO BE THE BIGGEST AND BEST ALL-TIME FAIR OR FOUL WEATHER INTER-COMPANY SCRAP YET PROMOTED!!!

BASEBALL CONTEST SELLS COUPON BOOKS

From March 21 to April 11, Port Arthur Ice Service men were engaged in a thrilling coupon book sales contest, which resulted in the sale of approximately 500 books.

Each 300, 500, and 1,000 pound book sold netted the contestant 1, 2, and 3 points, respectively. Securing a new customer was worth 1 point, and increases in route sales netted from 1 to 10 points, depending on the increase.

To the six contestants scoring the greatest number of points

went a pass to the opening baseball game in Beaumont. The winners were: John Curry, 113 points; Sidney Gregg, 94 points; Sam Polito, 78 points; Louis Decuir, 72 points; V. F. Young, 58 points; Wade Barbin, 56 points; and M. Gautreaux, 56 points. Miss Dumesnil handled contest bulletins expertly.

OPERATING DEPT. SETS RECORD IN CONSTRUCTION OF LINE AT CONROE

By A. E. Beattie

On March 28th a contract was secured from the Channel Transport and Marketing Co. for service for a pipe line station in the Conroe oilfield. To serve this load required an extension of our transmission system 7.7 miles long and a substation of 600 KVA capacity.

When the contract was originally signed, it was thought that we would have six weeks in which to do this construction work; however, on March 29th, a request was received from the Pipe Line Co. to have service available in twenty days. Due to conditions in the Conroe oilfield, the location which had originally been chosen for this line had to be changed and a new location was started on this date. Sufficient

right of way had been purchased by April 1st to enable the clearing crew to start work on the line, which is through a very heavily timbered section in the field. The right of way contractor started work on Saturday and our construction crews started the substation on the same day.

On Monday, April 3rd, we started setting poles in this line and by Saturday noon the one hundred and thirty-seven structures in the line, which included two H-frames across Crystal Creek, were all in place. By Sunday night all of the conductor material and the substation were complete and service could have been given the Pipe Line Co. had they been ready at this time. However, due to delays in securing right of way, the Pipe Line Co. was not ready and the line was storm guyed and fully completed by Wednesday, April 12th.

Much credit is due all who had a part in this undertaking. We were especially favored with nearly perfect weather during the entire week.

The Operating Department is justly proud of this record and feels that the old Stone & Webster motto, "It Can Be Done", was again proven by the members of this organization.

Teacher: "Did your father help you with this problem?"

Willie: "No, I got it wrong myself."

BEAUMONT

DIVISION

Stenographic Department

Anders Poulson of the Stenographic Dept. has been transferred to Eryan as clerk during the summer ice season. To say we miss him is putting it mild.

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Ras C. Rawley resigned April 11th to accept a position with the Neches Electric Co. Ras has been with us several years and we shall miss him.

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We welcome W. P. Richardson from the Repair Dept. as our new office boy. Willie has already won the admiration of the entire office force.

Accounting Department

We sincerely trust that W. P. Campbell will be "STEPPIN' A LITTLE HIGHER" when he returns from a visit to Abbeville, La., so that he won't be continually disturbing the office by stumbling over gas clips, rubber bands, telephone wires, etc.

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The stork left Patricia Ann at the A. A. Westbrook home on April 5th.

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Joyce Cowser and Pete Murchison "flew" over to Galveston recently for a visit with Pete's brother.

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Nita Hogan, Alice Ruth Mitchell, William Buckley, Agnos Armistead and husband motored to Brenham recently to see the Texas Blue Bonnets.

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It is rumored by the "Old Man's Club" that Professors Maher, Sherman, Weaver and McGraw, assisted by Cappa Blanca, will conduct "Chess-Nut" classes in the Accounting Dept. each evening soon.

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Julius DeBouy and Jimmie Linnehan were unable to enjoy the opening ball game as they were kept busy tempting the little pigeon above with peanuts in an effort to make him S-I-N-G!

Sales Department

Sam Houston and family spent Easter week-end in Somerville with Sam's family.

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Mary Lena Nall reported for duty one morning recently with a bandaged nose. Mary's explanation: "I slipped on a freshly waxed floor and fell on my nose."

Many members of the Sales Dept. are not quite convinced by this explanation. A thorough investigation is being made.

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Gladys Spell and husband spent Easter in Lufkin, visiting relatives.

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We were all greatly grieved to learn of the death of our fellow worker, Fred Lofland, who was killed in an airplane disaster at the Municipal Airport on April 9. Fred had been with the Company for several years, and at the time of the tragedy was employed in the Repair Dept.

E.T.E. NEWS

As this issue of Plain Talks goes to press, E.T.E. employees are particularly jubilant over the prospects of hanging up a new low accident record for April. So far, the Beaumont Division has but 5 accidents chalked against it, and 13 no-accident days to their credit. The Port Arthur Division, with only 1 accident so far, is boasting of 17 no accident days.

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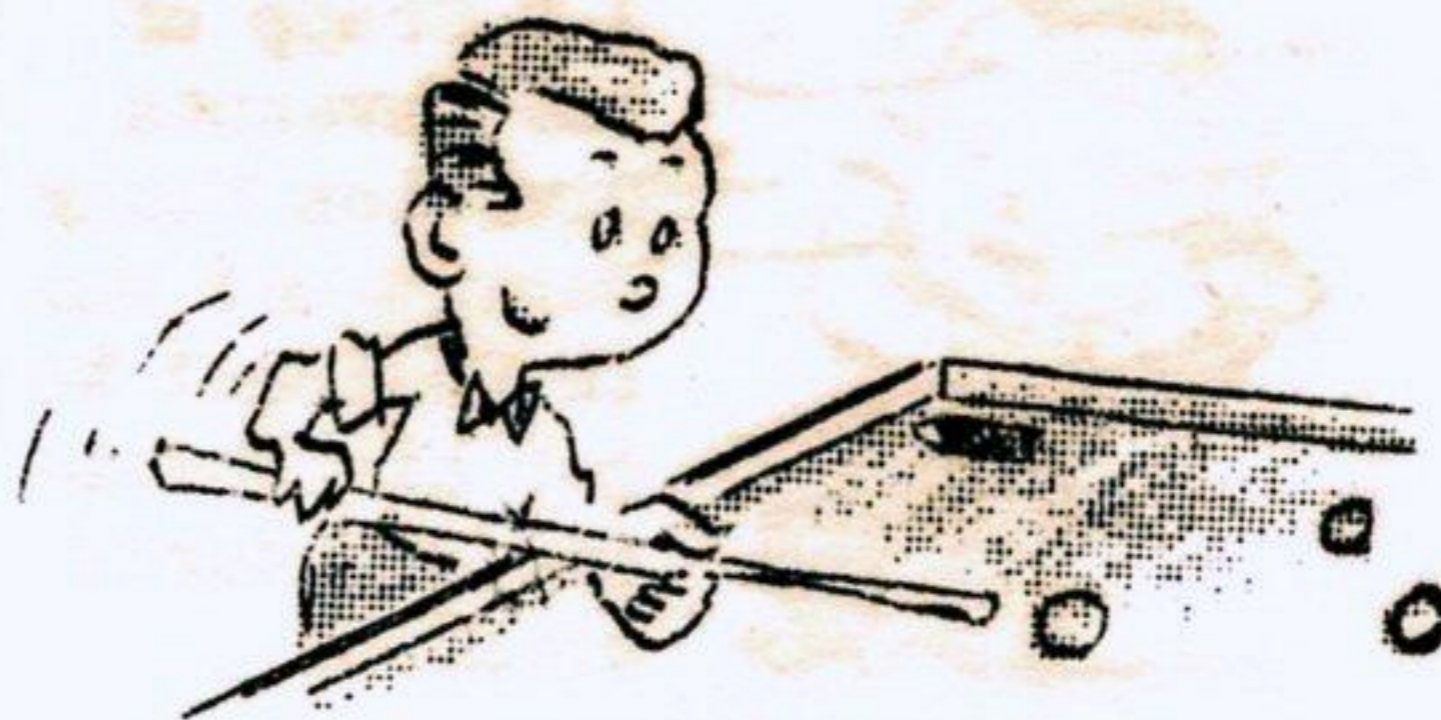
Mrs. Kirby Jones spent the weekend of March 24th in College Station where she attended the annual dinner and dance given by the senior Electrical Engineering students of A & M college. Mr. Jones is a member of the senior

E.E. class.

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Friends and fellow workers of F. S. Sheffield will be sorry to learn of his serious illness. We all wish for his early recovery.

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Tournaments may come and go, but here's one that promises to go on forever. O. W. Gaines, Pete Adams, Bill Adams, and Judge Turner have, for the past few weeks, been participating in one of the most heated pool tournaments in history. The contest usually gets under way about 6 P.M. once a week at the E.T.E. Club House. All pool enthusiasts are invited to attend.

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Henry Pressler's rose garden at the Car Barn is now in full bloom. All unsuccessful flower gardeners in the company are invited out to look it over and consult Henry (Burbank) Pressler regarding their gardening problems.

Proud Father (showing triplets to a visitor): "What do you think of them?"

Visitor (pointing to one in middle): "I'd keep that one."

Transmission-Distribution

Mr. Hopkins and Mr. Mortimer assisted the survey crews in Conroe for several days during March and April.

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On April 1st, J.B. Crapp of the Navasota Division Meter Department was in Beaumont to get his rotating standards checked.

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Ed Green and crew are in Conroe building a short high line extension.

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Lewis Lengnick is working in the Distribution Planning Dept. after spending the winter in Orange.

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Fitch Eriggs visited our office on March 24, passing out cigars. He is the proud father of Dorothy Ann Eriggs. Father, mother and baby are all doing well.

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Mrs. Wilbanks will go on her vacation April 15.

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J. B. Simpson took his vacation the latter part of March, in and around Beaumont.

Orange News

Friends and associates of W.J. (Bill) Kitchens will be pleased

to learn of his continued improvement after an attack of appendicitis.

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A wide spread and interesting County Tennis Tournament is now in progress on the Company's tennis court. Company employees participating in the contest are: Delage, McCoppin, Parker, and West.

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The C. H. Meeks family of Lake Charles spent a week-end recently in Orange, visiting the G. H. Wests.

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A good increase in ice business is anticipated now that three point two is just across the Sabine. Several bear gardens, within a stone's throw of our plant, are doing a land office business. Maybe we will see more of our Beaumont and Port Arthur friends now.

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Personal improvement classes have started in Orange under the direction of F. F. Johnson, with a membership of 14.

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The ice plant was visited recently by two science classes of the Orange High School.

Rum-Runner: "Them's the chief's orders. Slow your truck down to eight miles an hour and let the stuff age!"

LOUISIANA

DIVISION

Lake Charles Accounting

Born to the W.J.Fanguys, W.G. Jr., February 12th.

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Eula Burgess of the Purchasing Department is able to be with us again after having fully recovered from an operation.

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Much interest and enthusiasm is being shown in our Betterment Committee meetings, which are conducted by Fred Johnson.

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Estelle Bulloch has been ordered to bed by her doctor for several weeks rest.

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PROSIT!



"New Beers Day" dawned bright and clear in Lake Charles, and from all reports, a "beery" good time was had by all.

Lake Charles Sales

Rice growing during the 1933 season will be greatly curtailed due principally to difficulty in getting the crops financed, and continued rainfall making it hard to prepare the land for planting.

It has been estimated that there will be about a 30% cut in acreage, and the number of irrigation plants that will be connected to our lines will reflect about the same cut.

In past years some pumping plants have been in operation by this time, but planting is very late and irrigation is not expected to start until the first of May and reach its peak about the first of June.

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Frances Ferguson drove to Gulfport, Miss. recently to spend the week-end with her son, Forrest, who is attending Gulf Coast Military Academy.

NAVASOTA

DIVISION

Navasota

The Jim Bairds spent their vacation in Trinity during the early part of March.

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We wish to extend our sympathy

to A.R.Wilson, Supt. at Kosse, on the death of his mother, Mrs. Oscar Wilson, at Livingston on February 2nd.

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Martin Sullivan was off duty a month recently due to an opera-

tion. He is back at work now.

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On February 18th, Mrs. Ralph Cargill entertained with a surprise bridge party in honor of her husband's birthday. Mrs. E. H. Pintsch and Johnny Adams were winners of high score prizes. The angel food was delicious.

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Mr. and Mrs. Ralph Eddins were the Easter guests of the Pintschs. On March 15th, they were honorees at a bridge party at the home of Mr. and Mrs. L. Goodwin.

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Diddy Welch spent several days during March in Beaumont and Port Arthur.

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Mr. R. E. Haddox, father of J. L. Haddox, is ill at the Brazos Valley Sanitarium but is improving at this time.

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Miss Selma Schow spent Easter in Dallas with her parents.

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L. C. McClurkin attended the Ginners Convention in Dallas on April 5-6-7.

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E. W. Ward was called to Port Arthur on April 13th due to the illness of his small son, Charles Earl. Mrs. Ward was visiting relatives in Port Arthur.

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Miss Winnie Jett, sister of Jack Jett, was married on April 9th at her home in Navasota to Mr. Odis Benfield of Sour Lake.

The newlyweds will make their home in Sour Lake.

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Mr. Frank Spann, father of Annie Francis Spann and Mrs. Forrest Merrill, passed away on April 19th at Saint Joseph's Infirmary in Houston. We offer our heartfelt sympathy to the bereaved family.

Conroe

We are still being kept pretty busy extending our service to new customers. A new 33000 volt line to serve the Channel Transportation Co. has just been completed. This line will extend our service about 10 miles through the heart of the field, making it possible to pick up additional load. Another important extension has been built to serve Grand Lake City, a new development owned by Mr. H. M. Crighton, a local citizen. Numerous other short line extensions continue to gain new customers in this territory.

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The Ice Department has about 900 tons of ice stored away to meet future demands. At present, we are averaging 12½ tons daily, and the season has hardly begun. A competitive plant which is being built in Conroe now, is to open about May 1st.

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The Sales Department had a very good month during March, selling over \$2600 worth of merchandise. And from all in-

dications, April will prove to be an even better month.

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On the night of April 5th Mr. Hereford presided at a most interesting meeting of all employees in the district. Clint Wakefield made a very good talk on the refrigerator and range campaign for April. Many phases of the Company's operations were discussed by representatives from various departments.

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We have all missed our good friend Matt Craig, who underwent an operation at the Navasota Hospital on April 3rd. Matt is

getting along fine and left the hospital recently.

Groveton

Mr. Junot of Navasota is remodeling our ice vault. Mr. Sandidge of Caldwell is assisting in this work.

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W.T. Thagard is improving the beauty of Groveton by having a new sidewalk constructed in front of his home.

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Born to the Richard Wrights, Jerry Lee, March 26th.

PORT ARTHUR DIVISION

Baseball Team Organized

The Port Arthur Division has organized a baseball team, and will compete in this year's City League. All of the various teams have recruited some very good players, and from all appearances the contest will be hard fought from beginning to close.

Distribution Department

Claude Lively, Service Dept., who underwent an appendicitis operation during the latter part of March, is getting along fine and should be back on the job

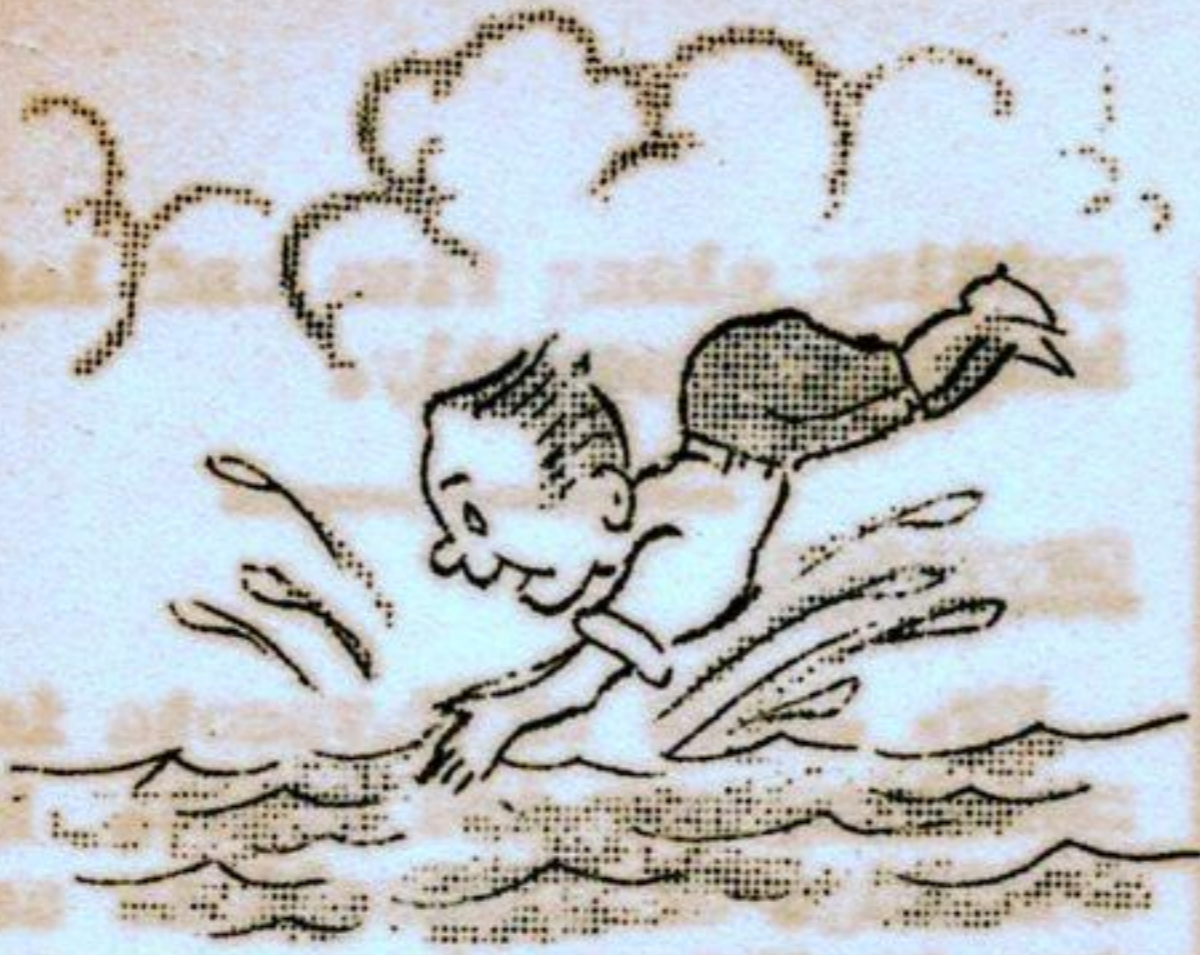
about the first of May. E.H. Gager, Beaumont Service Dept., is doing relief work while Claude is off.

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Flashes from the line crew, which is dismantling our power line in the marsh, indicate that the work is progressing nicely. Playing dominos is their favorite pastime during rest periods. As this issue goes to press, Matulik and Fillingame are leading a close field as domino champions.

"I understand you went through a very serious operation."

"Yes, I had my alimony cut off."



The boys in the Engineering and Service Departments gave a good example of their ability as loggers and longshoremen not long ago in loading a carload of poles at the docks for shipment to Conroe. There was diversion, too, with Hughes, Kunitz, Roper and Mann giving some good examples of fancy footwork and diving. Hughes won the honors of the day with a fancy deep sea dive between two large black diamond poles.

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Y. L. Hughes made a flying trip to Louisiana on the 13th in his new Ford, and tells us that the brew is really good. A veil of mystery, however, surrounds a broken windshield in his car, and as far as Hughes is concerned, "mum's the word".

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Sales Department

At the close of the recent Vacuum Cleaner campaign, the Port Arthur salesmen staged a "victory celebration" over in the old country. The party was

held on Blackie DeCuir's houseboat in Moss Lake. We understand that Mr. Thorne had a very profitable week-end (on the cuff). The most amusing event of the party was a swan dive by G.J. Glidden. Incidentally, Abie Hays would like to procure an instruction book on how to start a Johnson Sea Horse. We learned that Hally Earthman doesn't mind catching fish, but when he has to clean them....NIX!

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On March 28th a three day Cooking School, sponsored by the Port Arthur News and others, opened at the Memorial Armory. The school was conducted by Mrs. Kate Stafford, nationally known Home Economist, with more than 1800 ladies in attendance each day. With the advertising which resulted from this demonstration, it is likely that the Port Arthur Division will knock its range bogey into the proverbial cocked hat!

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Among other accomplishments this month, Cecil Keith sold one of those magnificent electric ranges, the "Crawford Epicure", for cash...\$342.

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Refrigerator sales are on the up and up. We expect April to be a banner month.

Small Girl (to customs official searching her mother's case): "Oh, you're getting warm, isn't he, Mom?"