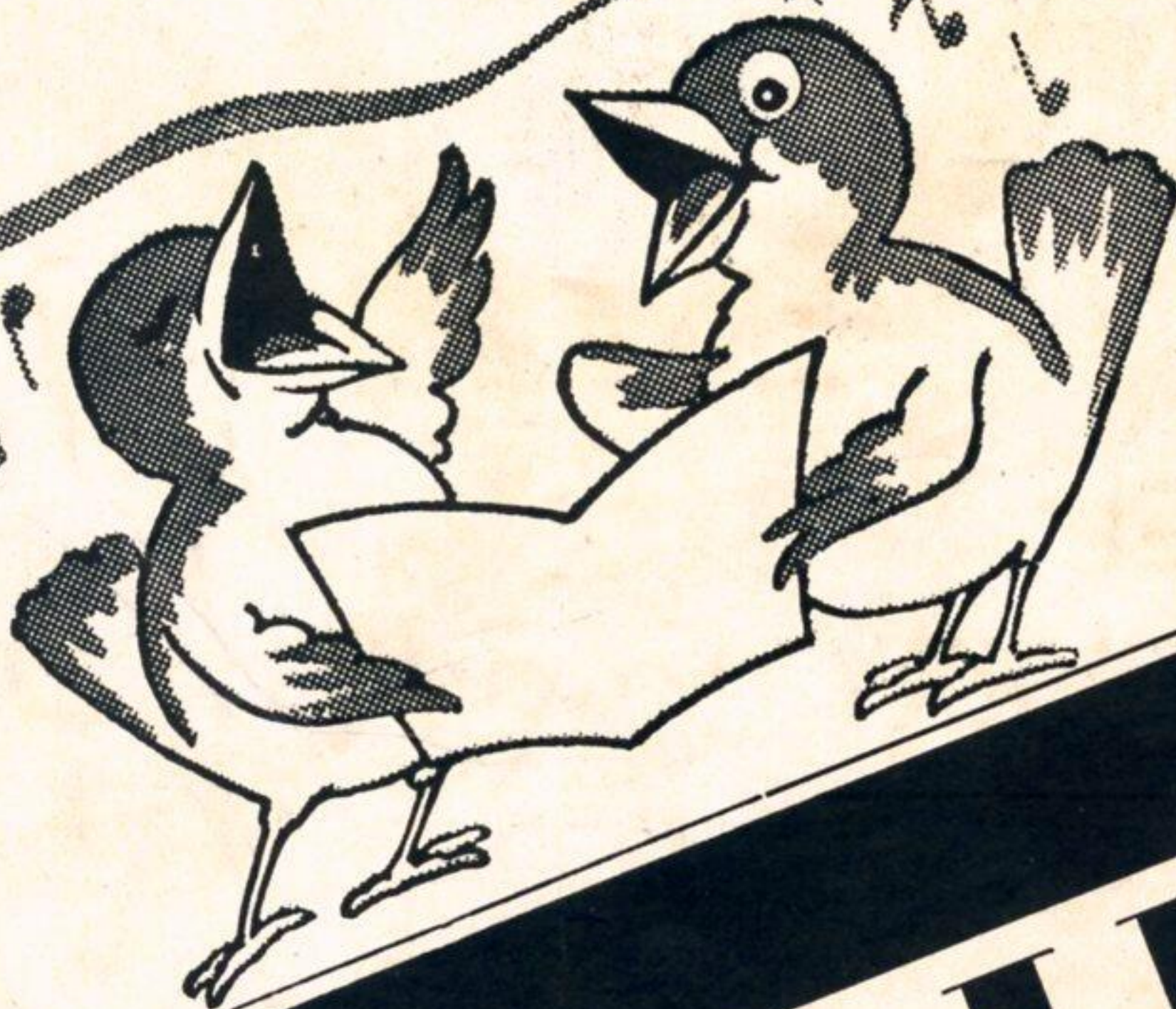


THE BETTER WAY
THE ELECTRIC WAY



PLAIN TALKS
VOL. 14 APRIL, 1936 No. 2

NOW ALL THREE STYLES



A MODEL FOR EVERY NEED

Most of us have tried and liked "Monitor Top" refrigeration. It will be interesting to see how far the new "Flatop" will go in replacing this style in our affections. Remember that however correct the design, the "Top" has been an excuse for lots of customers' deciding on other makes. So be sure to pass on the word that we now offer all styles, each with 5 years' performance protection and all-steel cabinets. The "Flatop" like the "Monitor" is porcelain inside and out.

The Better Way The Electric Way

savings and loan association formed

Representatives of all departments of the company met in Mr. Walker's office on March 28th, and organized the Gulf States Utilities Employees Federal Credit Union, which will serve as a savings and loan agency for all employees of our organization. A federal charter has been obtained and the Association will operate under the supervision of the Governor of the Farm Credit Association.

R. J. Orrick, Purchasing Agent, was elected President; W. A. Whitten of the Production Department, Vice President, and E. A. Bode of the Accounting Department, Treasurer and Clerk. These officers and J. B. Bishop, R. E. Cargill, E. L. Granau, J. R. McCann, W. W. Phillips, and S. R. Hereford comprise the board of directors.

A credit committee to approve all loans was appointed, consisting of J. C. Genaro, Edwin L. Fox and L. R. Eddins. A supervisory committee, composed of J. M. DeBouy, J. H. Linnehan and R. O. Jackson, is responsible for the examination of affairs of the Association, auditing of accounts and preparation of reports as prescribed in the by-laws.

TWO PRIMARY PURPOSES

The Association has two primary purposes:

First—to encourage systematic saving.

Second—to provide an agency through which employees may borrow money for provident purposes at reasonable rates of interest.

Shares of stock are to be issued on the basis of \$5 each. All employees, both white and colored, are eligible for membership upon the subscription for one share of stock and the payment of a 25c entry fee. A member may subscribe for as little as one or as many as 50 shares of stock but an equal vote on affairs of the Association is allowed each member, regardless of the number of shares he owns. Provision is made in the by-laws for distribution of the profits of the organization among members according to their holdings at the end of each year.

LOANS LIMITED

Loans are limited to members of the Association and will be made for provident purposes only. An interest rate of 1% a month will be charged on the unpaid balance.

Employees may arrange for payments on loans and installments on stock subscriptions to be deducted from pay roll. On stock purchases a minimum of 25c a month per share will be deducted; however, the monthly pay roll deduction shall not be less than \$1.00. If subscribers should have some extra money, they have the privilege of paying stock installments in advance or repaying loans and cutting down interest.

OPPORTUNITY TO SAVE

The Savings & Loan Association offers a splendid opportunity to save money, even though it be a small amount. It is hoped that every employee will take advantage of the savings features, and if at a later date, an unexpected obligation arises, he can apply to the Association for a loan to tide him over without disturbing his savings account.

It is difficult for Plain Talks to cover all the advantages of membership in this organization but further details will be given to all employees within a short time.

drive carefully . . .



We can "see by the papers" that alarming traffic accidents are still occurring daily in spite of sermons on safety that we find on every hand. Yet it is because somebody heeds the warning to "BE CAREFUL" that serious accidents are often prevented. So each month, Plain Talks is going to remind you to be careful in the operation of both business and personal cars.

A copy of a booklet called "WE DRIVERS," published by General Motors Corporation, was recently distributed to every Company employee. However, in keeping with our "constant reminder" policy, we are reprinting the first chapter which covers a very valuable and educational discussion on Curves and Turns. Other chapters will follow. For your own sake, and the sake of your relatives and friends, we hope you will read—and put into practice—these little lessons in safe driving.

curves and turns

No matter how expert we may be as drivers, we are all apt to fall into habits of driving that don't quite measure up to what we really know is right.

For instance, we all know that we ought to be careful about passing cars, especially when another car is approaching from the opposite direction.

And yet there possibly isn't one of us who hasn't, at one time or another, moved over in the road to pass a car, and then wondered if we would get around in time.

Now here's an interesting thing about that. When we try to pass a car that's going, for instance forty miles an hour, it's just the same as if we tried to pass a standing string of cars 300 feet long or more, depending on our own speed in passing. In other words, it's like passing at least eighteen cars parked bumper-to-bumper in the road. That is probably a new idea to most of us. If we kept this helpful fact constantly in mind, the chances are that we would never pass the car ahead of us unless we were absolutely sure that there were no oncoming cars for a good long distance ahead.

CENTRIFUGAL FORCE MENACE

But turning aside to pass is not the particular kind of turning that we are interested in discussing here. What we are now concerned with is taking curves and corners. From time to time in these discussions we will find that the same old laws of Nature will be involved. Foremost among them will be the laws of momentum, and momentum plays the major part in going around curves. Because momentum not only wants to keep us going, but going in the same direction. When it is trying to make us go straight instead of curving our course, it operates under an assumed name, if you please. For then we call it "centrifugal force."

Now of course we all know what centrifugal force is. We feel it when we go around curves. Highways and railroads are banked at curves to offset centrifugal force. Aviators bank their planes at turns by tipping them with the controls. But even though we all know about centrifugal force, few of us realize how powerful it is, and how much greater it gets the faster we go.

(Continued on page 8)

1936 sweepstakes ... under way

G. W. Swift succeeds G. B. Morgan

George B. Morgan, assistant to the president for the past year, resigned, effective March 13, to devote his full attention to personal business affairs. Mr. Morgan had been with the company some fifteen years, during that time serving as superintendent of Port Arthur and as vice-president of the Louisiana division. His many friends in the company will be glad to learn that Mr. Morgan plans to continue to make Beaumont his home and wish him success in his new ventures.

Mr. Walker announced that Mr. Morgan would be succeeded by G. W. Swift, who at one time was in charge of the Louisiana division. Mr. Swift, since leaving Louisiana, has been associated with the company at Scottsbluff, Nebraska, and Richmond, Virginia. Mr. Swift arrived in Beaumont March 31 to assume his new duties.

Frank Smith wins prize

Frank Smith, who for the past year has been proving his ability as a range salesman in Lake Charles, won first prize of \$40.00 in the Electromaster nationwide contest for the best true-story essay on "How I Made The Sale." Mr. Smith's picture appeared, a short time ago, in an issue of the Electric Cooking Digest which reported prize winners.

DeBouy in El Paso on special work

Mr. J. M. DeBouy was in El Paso for several weeks, assisting Mr. B. E. Van Vliet on special work for Stone & Webster Service Corporation.



April Fool's Day was no day for foolin' for members of the sales department for the 1936 Refrigerania Sweepstakes campaign got underway the first of the month. The contest, patterned after the record-breaking "race" of last Spring, will continue through May, according to Vice President McChesney.

For the purpose of the contest the company is divided into five racing stables and the big shots with horses entered with colors flying are H. C. Leonard, whose jockeys finished first last year, L. E. Thorne, H. E. Braunig, C. V. Merriam and J. Linnehan. Mr. Linnehan is a newcomer to the track but promises that with Beaumont jockeys riding his thoroughbreds it is going to be a fast race.

ALL YEAR CONTEST

The Sweepstakes campaign results will count in the All-Year contest the sales department is sponsoring which will result in 15 free trips for outstanding salesmen at the end of the year. Based on results for the year, on refrigerators, ranges and water heaters, the leading salesmen—one from each of the five regular sales divisions—will go five to the Rose Bowl game at Los Angeles, five to New York to celebrate the ringing out of the old year, and five to New Orleans for the Sugar Bowl game.

"I know that every man will appreciate any help any employee can give him in securing sales during this contest and the rest of the year," Mr. McChesney points out, "because of the valuable trips being offered."



Benevolent Assn.

aids flu victims

many new members

Approximately 250 new members have been admitted to the Gulf States Utilities Company Employees Benevolent Association since its organization on January 1st. This makes a total membership of 575 out of a possible 750 employees eligible for membership.

Due to lack of time, it has not been possible for the directors to cover the entire territory, but it is hoped that in the near future, they will be able to contact all prospective applicants and fully explain the benefits and advantages of membership in the Association.

JOIN NOW

The recent flu epidemic offered members an opportunity to appreciate the benefits of an organization such as we have. Many claims were taken care of at a time when expenses were great and help was really needed. This should be a strong incentive to those employees who still have not joined.

The directors elected at the last meeting are A. G. Fontana, who serves the Beaumont Main Office Building, Repair Department and Storeroom, Orange, Jasper, Liberty, Silsbee, Sour Lake and Hull; Cecil Nantz, serving the Beaumont Engineering, Transmission and Distribution Departments; W. L. Strong, Beaumont Production Department; R. E. Morton, Navasota Division; Charles DeCuir, Port Arthur Division; and J. M. Dugan, Louisiana Division.

MAIL CLAIMS TO DIRECTOR

Your director will be more than glad to assist you in making out your claims, and to discuss and advise you on any matters not clear to you. Be sure to send your claims to your director as his approval must be secured before claims may be passed for payment. In a number of cases in the past, employees have ignored this rule, and as a result, several days' time has been lost in sending the claims to the respective directors for approval.

APRIL PLAIN TALKS

Hollinshead to VEPCO

OTHER CHANGES

Gus Hollinshead, superintendent of the Huntsville district, resigned effective March 15, to go with the Virginia Electric and Power company at Suffolk, Va., as rural development engineer. He was succeeded by R. T. Wright, whose former position as superintendent at Orange was taken by C. H. Meeks.

Mr. Hollinshead had been at Huntsville since 1929, having previously been associated with production and commercial departments in various capacities. With Mrs. Hollinshead, he drove to Virginia, passing through Beaumont for a brief visit with his many friends in the general office.

Mr. Wright has been superintendent at Orange since 1932, prior to that time having been assistant treasurer at Lake Charles. Mr. Meeks has been with the company since 1913, being transferred from Lake Charles last November to Orange as engineer at the power plant.

salesmanship classes prove helpful

Valuable 'personal experience' information has been gained in open discussions, featured in Salesmanship Classes being conducted by Fred Johnson for the benefit of District Representatives, Superintendents, Cashiers, and all employees interested in sales.

These classes started on February 17th and will continue into the middle of May. There are seven classes, arranged so that each group meets every other week in the towns of Huntsville, Navasota, Port Arthur, Beaumont, Liberty, Lake Charles, and Lafayette.

G. E. lecturer holds helpful meetings

transfers announced

The following transfers are announced by Vice President Terrell, effective immediately:

Joe Henry, superintendent at Trinity, to engineering department, Beaumont.

LeRoy Hardy, service man, Corrigan, to Trinity, succeeding Mr. Henry.

Charles Waller, service man Groveton, to Corrigan, to succeed Mr. Hardy.

C. B. Brooks, service man at Trinity, to Groveton, succeeding Mr. Waller.

H. J. Ripple, Neches Station, to the Baton Rouge Electric Company as substation electrician.

attend meeting

Mamie Voyles and Selma Schow attended a meeting the week of March 1st in Mansfield, Ohio, sponsored by Westinghouse Electric & Manufacturing Co. in the interest of home service and kitchen planning. Among the speakers was George Rector of the A. & P. Company, who mentioned that "home service workers and kitchen planners can exert a great influence toward the elimination of household drudgery in the kitchen as well as raising the culinary standards of the home by directing their attention to modern equipment . . . " The meeting proved very interesting and instructive as reported by the girls. Mary Lena Nall was also going on this trip but a bad case of flu prevented.

gives new ideas on salesmanship

George Irving, of General Electric Company, during the past month has conducted a series of lectures on Salesmanship to group meetings of Company employees, electric refrigerator dealers, electrical contractors, jobbers, etc., in the towns of Beaumont, Port Arthur, Lake Charles and Navasota.

These lectures were very interesting and instructive as they began with the discussion of the common weaknesses of the salesman himself in "A Personal Inventory" and carried him through the dealings with the customer in "The Preview", "Making the Sale", and "Closing the Sale", which was given at the final meeting during the week of March 29th.

Those who attended the meetings regularly have been enthusiastic in their praise and declare the thoughts developed by Mr. Irving have proven practical and very helpful on the "firing line."

sepcos popular

One hundred and ten employees took advantage of the special factory offer on Sepco electric water heaters early this year. From all we hear, the new owners are most enthusiastic. They like the cleanliness, quietness and performance of this dependable water heater and their enthusiasm is going to help immeasurably in our efforts to put electric water heaters in the kitchens of some 750 customers during the year. Just as electric cooking "took hold" once those of us in the family began to believe in, and enjoy, electric cookery, so will electricity for water heating be accepted by the public when we demonstrate our faith by using it for that purpose ourselves.

dust off niblicks

Plans are under way for Beaumont's annual golf tournament which is to be held on April 21, 22, and 23rd, the banquet following on Saturday night, April 25th.

"Jimmy" Linnehan and Julius "Jiggs" De-Bouy are going to be Captains of the two competing teams again this year. Fred Johnson is pairing players off according to their golfing ability and lots of fun and excitement is promised to those on the teams. A new character, "Major Knows", will be with us in person during the whole week of activities. Who is he? Well, it seems nobody knows Knows.

Because of limited facilities, plans for extending the big annual event to include employees other than those at properties eligible last year had to be abandoned.



home "ec" activities

From the home economists we hear:

That a demonstration tea was given recently to the Home Economics girls of the Liberty High School and their mothers by Frances Ferguson.

Mary Lena Nall is conducting Little Women's classes in Beaumont on Saturday mornings with 35 high school girls enrolled; and a colored maids' class every Thursday with 25 enrolled. On Wednesdays a school for range users and prospects is being conducted.

In Navasota, Selma Schow and Mary Louise Campbell conducted a successful three-day school and reported 42 in attendance the first day, 110 the second, and 144 the third.

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be specific

SAFETY WARNING "BE CAREFUL"
TOO GENERAL

Without elaboration, Safety Director Reidy passes along the following from "Lykes Fleet Flashes," the steamship company's safety paper. The article speaks for itself.

Bosun: "Whenever I see these 'Safety' signs or whenever I hear anyone saying 'be careful', it reminds me of an early experience. I started out to be a mule skinner, believe it or not, and I considered myself a good one too. On going to work for one contractor, he admonished me: 'Now when you start to hook up that mule Jabo be careful.' Naturally my mind became deeply concerned with the clearance between myself and the usual business end of Mr. Jabo from Missouri and I carelessly walked up to him to place a bridle on the other end. Boy, that mule nearly ate me off down to my waist before someone roped my torso and drug it out of range. My fault, I was told to be careful."

Oiler: "Well I can tell one too: My first job on a ship as a Wiper was to paint the fire-room. I did a swell job and on the next arrival in port the First asked me if I'd had any experience firing. I'd had no previous experience, but anxious to get the job I replied: 'Not much but can learn.' 'I'll give you a trial was his reply, 'but be careful in lighting up fires.' On my first watch one of the fires went out. I had noticed that the other Fireman had used a torch, but on looking in the peep hole I noticed that there was a glow from the carbon and felt that the torch was not necessary. I turned on the oil but it did not light up and I wondered what was the trouble. I did not have to wonder very long—a deafening roar and the boiler front flattened me right up against the forward bulkhead. What that boiler front did to me. And you should have seen my nice paint job. The First Assistant, on his visit to see me at the hospital, said: 'I told you to be careful. Why did you ever try to light a fire without using the torch?'"

These two stories suggest a moral—"BE SPECIFIC". The Contractor and First Assistant obviously were safety-minded but not specific enough in their instructions. It would have been better for the Contractor to have said, "When you hook up Jabo be careful. HE BITES", or for the First Assistant to have said: "Be careful when lighting fires, ALWAYS USE A TORCH and stand clear." It's your DUTY to be SURE the men understand how to do a job SAFELY.

. . . here and there in Beaumont

Miss Hellene Heller from Monroe, La., is the new billing clerk.

Mrs. R. N. Tullos (formerly Mary Lou Block) is working temporarily in her old place in the billing department.

Margaret Hogan is really "up-in-the-air" nowadays, what with these flying lessons we hear so much about!

Violet Myers is the new stenographer in steno department.

Vacations in the accounting department began early in March with Willie Richardson and Pete Murchison. Going back to the farm, they say Pete got barefooted and walked on freshly plowed ground so he'd feel like his boyhood days again!

The M. A. Merchants have moved into their new home on 23rd Street. Everybody in Gulf States is invited to come out and have dinner, but Merch says to be sure to bring the "ducks!"

Ray Ridley has been transferred from information desk to take Monte's place in production department, Mabel Johnson from cashier's desk on first floor to information desk, and Margaret Parish from billing department to cashier.

TRANSMISSION AND DISTRIBUTION

John W. Hull, Student Engineer in the Distribution Department, from Sonora, Texas. Began working for the Company in September, 1935. Graduate of Texas A. & M.

Lloyd W. Nott, Student Engineer in the Distribution Department, transferred from Navasota to Beaumont in September. Texas A. & M. graduate.

June Stewart, Stenographer, from Albuquerque, New Mexico, began work in the latter part of January.

E. B. Black, Meter Tester, Meter Department. Been with the Company for about eight months.

Line Department—Frank Bolton, C. M. Hereford, C. L. Schooley transferred from Navasota to Beaumont line department.

E. E. Davis (married March 21, 1936), C. C. Surface, B. M. Jacobson, J. R. Gallier, Walter Kimble, and J. A. Henderson—new employees in the Line Department.

Engineering Department—Bernice Blanchette, Clerk, Beaumont, began work in August, 1935. Other new employees since August—J. D. Hensley, Blue Print Operator; J. M. Stokes, Draftsman, and W. A. Thomason, Engineer; Survey Party—J. M. Geen, J. Ben Fanette, C. J. Kainer, F. T. Ferguson, E. J. Vogel.

wedding

Monte Marshall gave up the name of "Miss" in favor of "Mrs." Richard Stewart on Saturday, March 14th, in the First Methodist Church, with a large number of friends as witnesses. Monte has been with the company as stenographer in the production department for a number of years and her many friends wish her happiness.

Caldwell

Emily Woodson has just joined the company and is working in the Caldwell office.

NOTE: Plain Talks asked for news some time ago when it was then planned to go to print, but the idea got lost in the shuffle of other work and this proves to be an April Issue rather than February. Hence the news may be old to some of you now, but we'll pass it along anyway.

TIME STAGGERS ON!

1929—Marathon dancers

1930—Tom Thumb golf

1931—Tree-sitters

1933—Jigsaw puzzles

1934—Hog-calling contests

1935—"Scratch out the top name and send a dime."

1936—Monopoly

DRIVE CAREFULLY

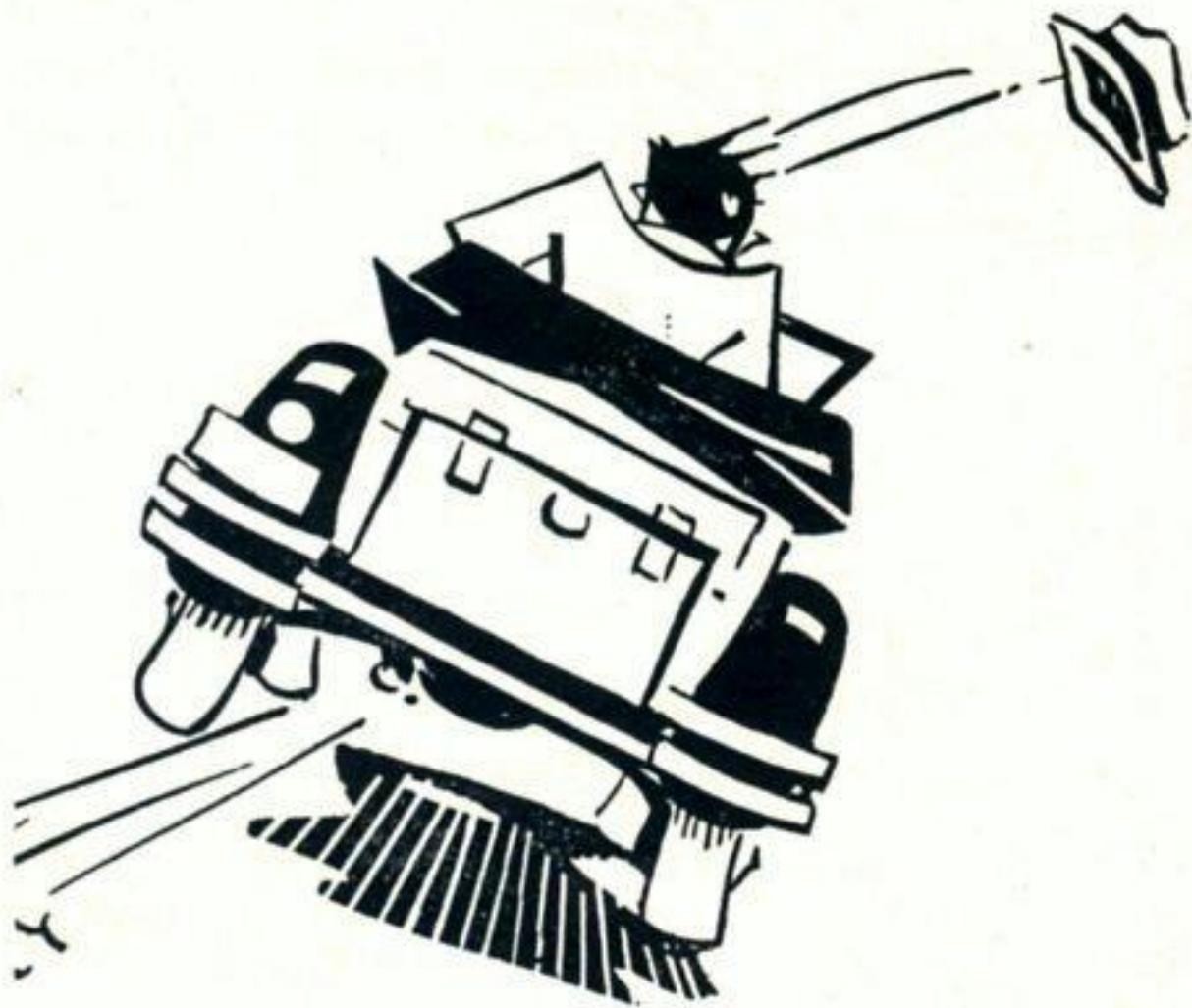
(Continued from page 2)

A 3000-pound car making a turn of 500-foot radius, has to overcome a centrifugal force of only about 156 pounds at 20 miles an hour. But at 30 miles an hour, that force has grown to 360 pounds, and at 60 it is nine times as great as at 20 . . . over fourteen hundred pounds trying its best to push us off the road! The only thing that keeps us on the road in the first place is the friction between our tires and the road. The minute the centrifugal force gets stronger than the force of friction, off the road we go.

The trouble is that we often don't realize how fast we're going. On road trips, for instance, after we have driven at a certain speed for a long time, it seems a small matter to increase our speed a few miles an hour. Then after a while we may do the same thing again. In other words, we keep putting forward our basis of comparison till by-and-by we have lost our usual sense of how fast we are going. Then, the first thing we know, we are face to face with a turn or even half way around it and we feel Old Man Centrifugal Force trying to push us off the road.

WATCH NATURE'S LAWS

So what do we do? We clamp down the brakes. It's the only thing we can do when we find we're going too fast. But just the same, approaching that corner too fast has kept us from taking it as we should have liked to. For if conditions permit, it is often desirable to increase speed as we go around a curve. As long



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as our rear wheels are not being retarded, but are actually pushing us around the curve, our steering is effective and our car is under control.

The long and short of it is that we can't take liberties with the laws of momentum and centrifugal force. Man's speed laws may not always be observed, but Nature's speed laws always are!

FAIR WARNING

"The highway has signs all along warning the petters."

"What do the signs say?"

"Beware of soft shoulders."

The father, touring Europe, sent a card to his son in college. "I am now standing on the cliff from which the Spartans used to throw their defective children. Wish you were here."

"Poppa, vat is science?"

"Oi! Stupid vot you is. Science is dose things vat says 'No Smoking!'"

WE'RE LIKE THAT

Wag: "Next to a beautiful girl, what is the most interesting thing in the world?"

Nag: "When I'm next to a beautiful girl I'm not thinking about statistics."

Do not lose faith in humanity; there are over ninety million people in America who never played you a single nasty trick.

—Elbert Hubbard.

Poverty is uncomfortable, as I can testify; but nine times out of ten the best thing that can happen to a young man is to be tossed overboard and compelled to sink or swim for himself.

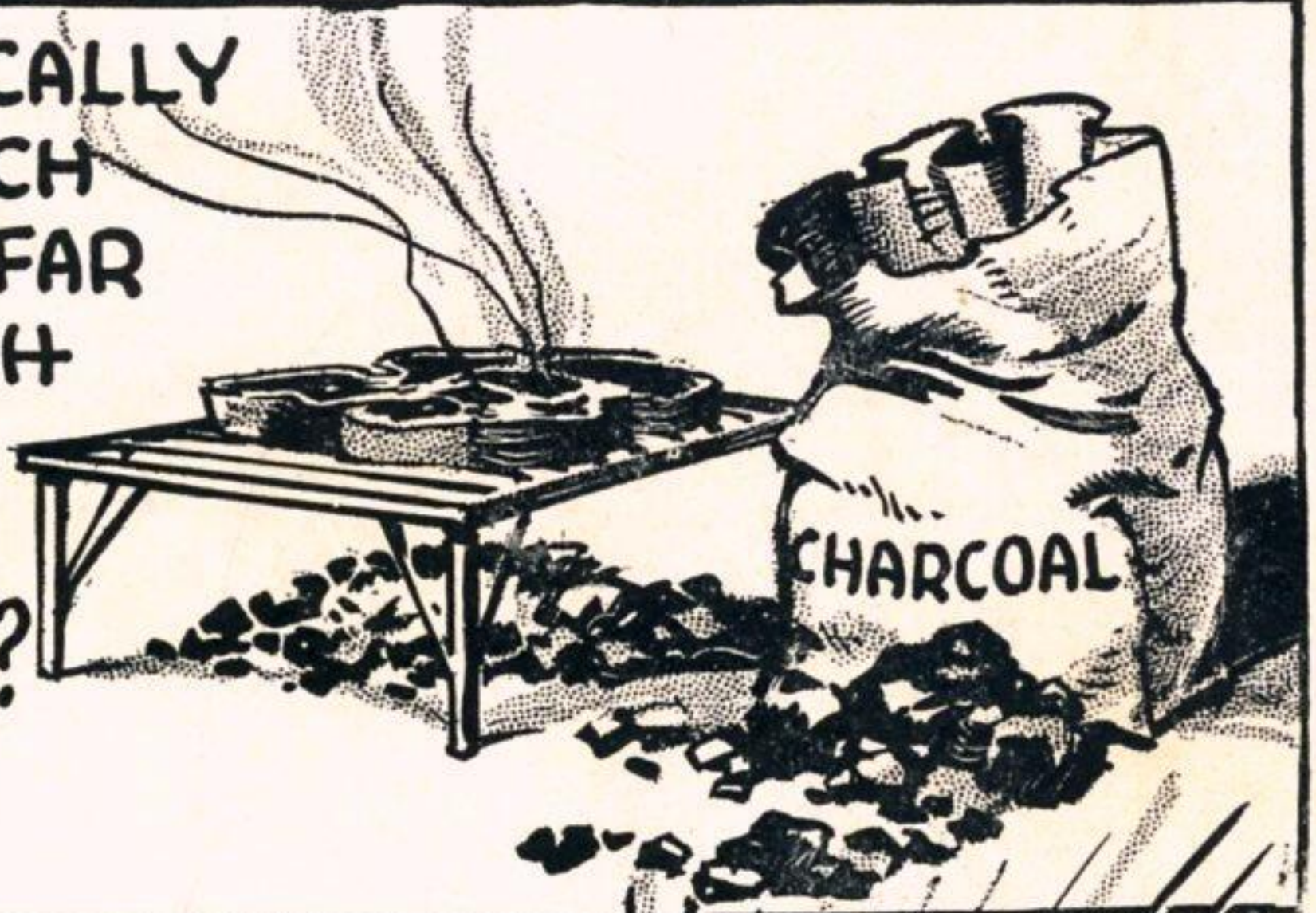
—James A. Garfield.

If you have knowledge, let others light their candles at it.

—Margaret Fuller.

DO YOU KNOW...

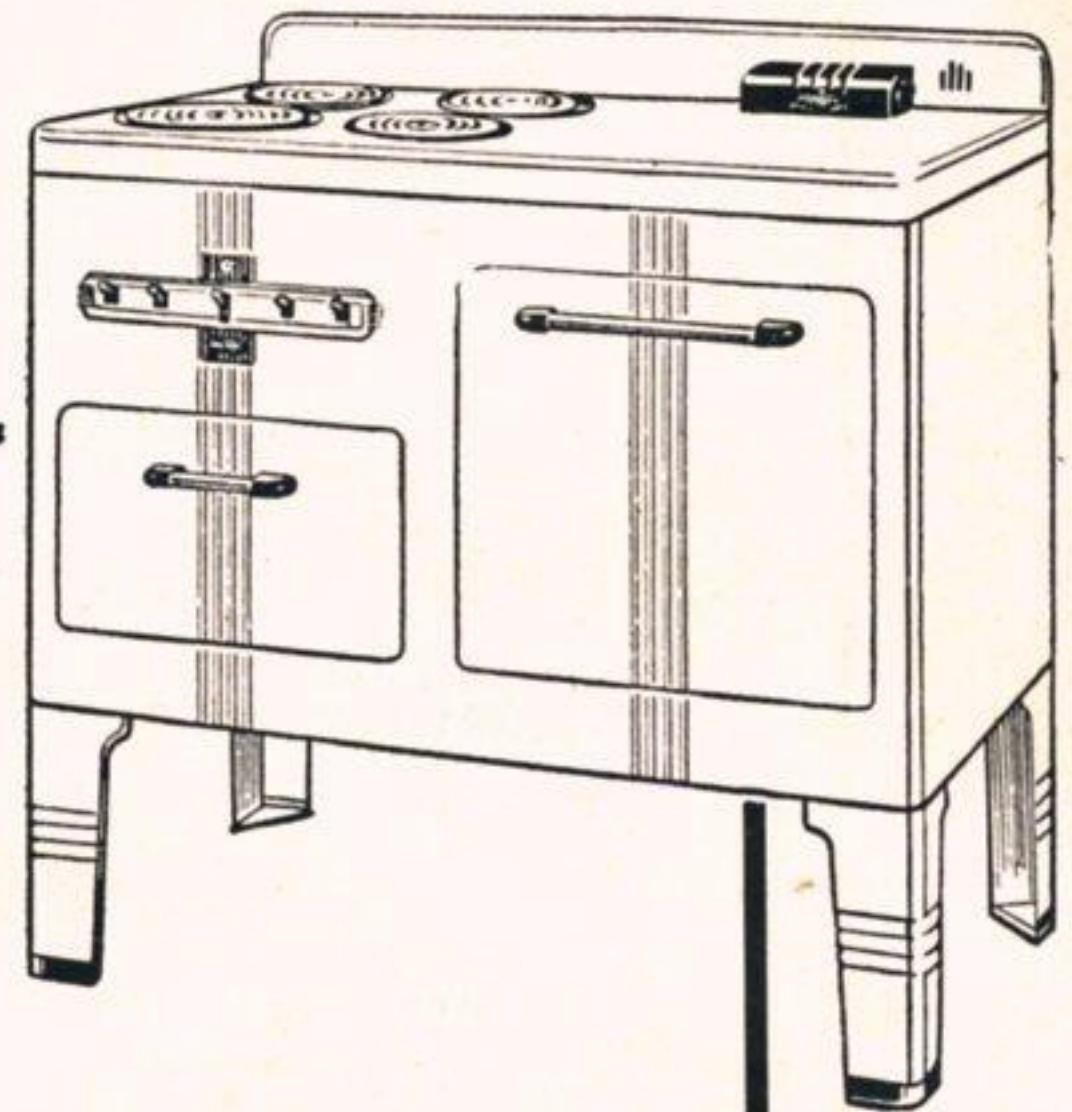
THAT BROILING ELECTRICALLY IMPARTS A FLAVOR WHICH EPICURES CLAIM IS BY FAR THE NEAREST APPROACH TO THE FLAVOR OF MEAT WHICH HAS BEEN BROILED OVER CHARCOAL?

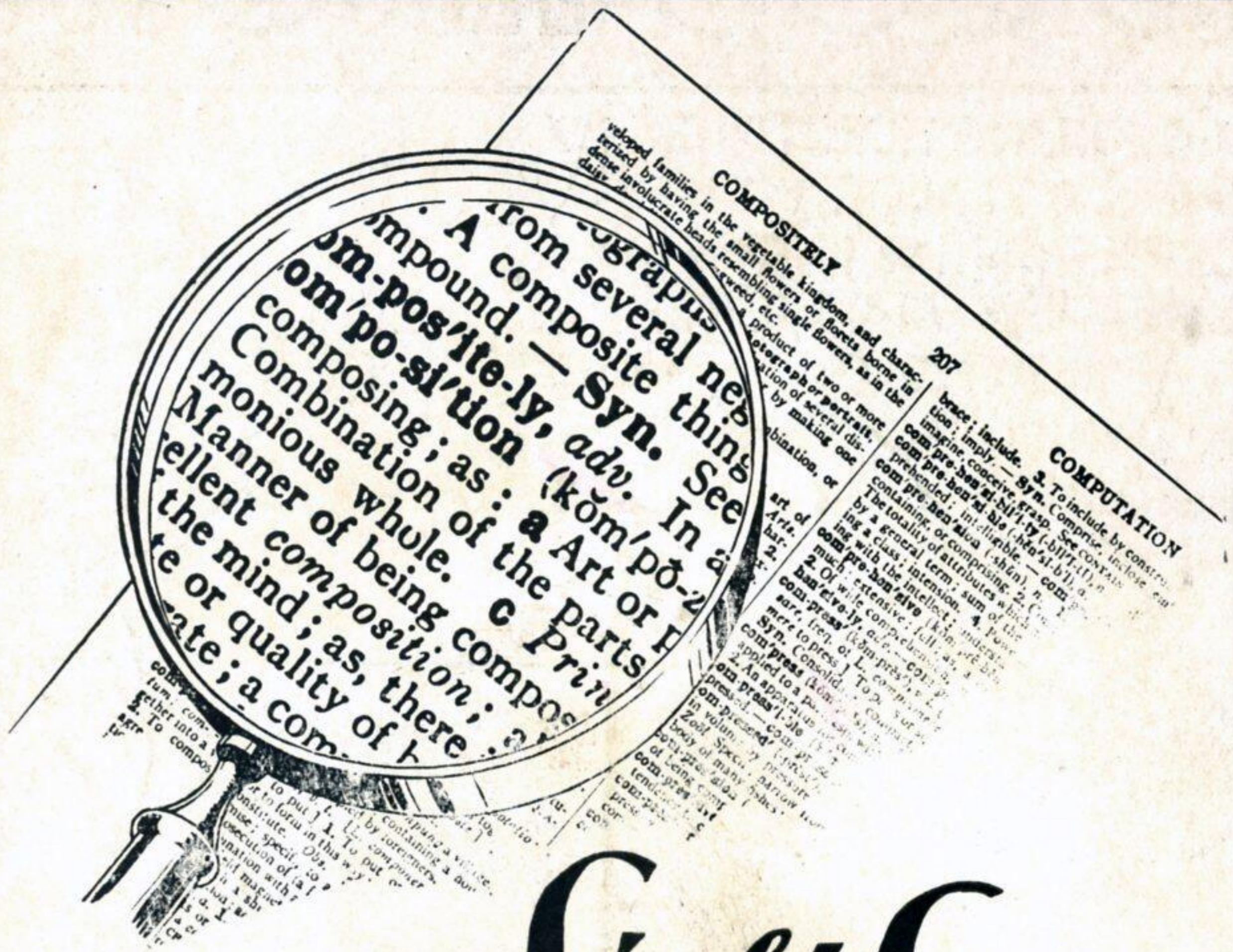


THAT CLEANING THE SMOOTH PORCELAIN SURFACES OF AN ELECTRIC RANGE IS AS EASY AS CLEANING A CHINA DISH?



THAT NEVER BEFORE HAVE WE BEEN ABLE TO OFFER CUSTOMERS AS WELL AS BUY FOR OURSELVES SUCH A FINE MODERN RANGE AT SUCH A LOW PRICE AS THE ELECTROMASTER SIXTY?





TRY A *Sight Saver*
ON THIS ISSUE OF "PLAIN TALKS"

An I. E. S. Lamp acts as a magnifying glass for reading and all close-seeing jobs. Whether you realize it or not, if you haven't read this book under correct light it has been a strain on your eyes. If the practice is kept up it will do them serious harm. You have a choice of attractive Table or Floor Model Sight Savers. Remember they are good eyesight insurance.

BETTER LIGHT  BETTER SIGHT