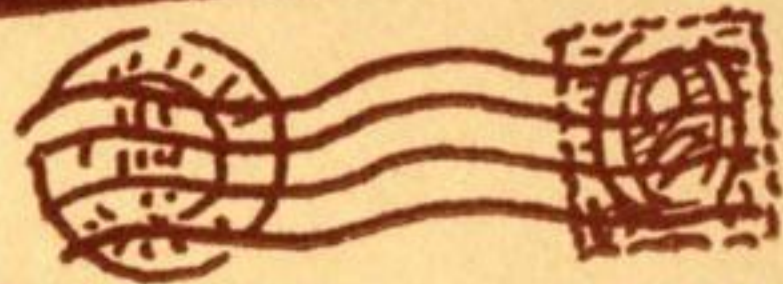


# PLAIN TALES

AUGUST

1930

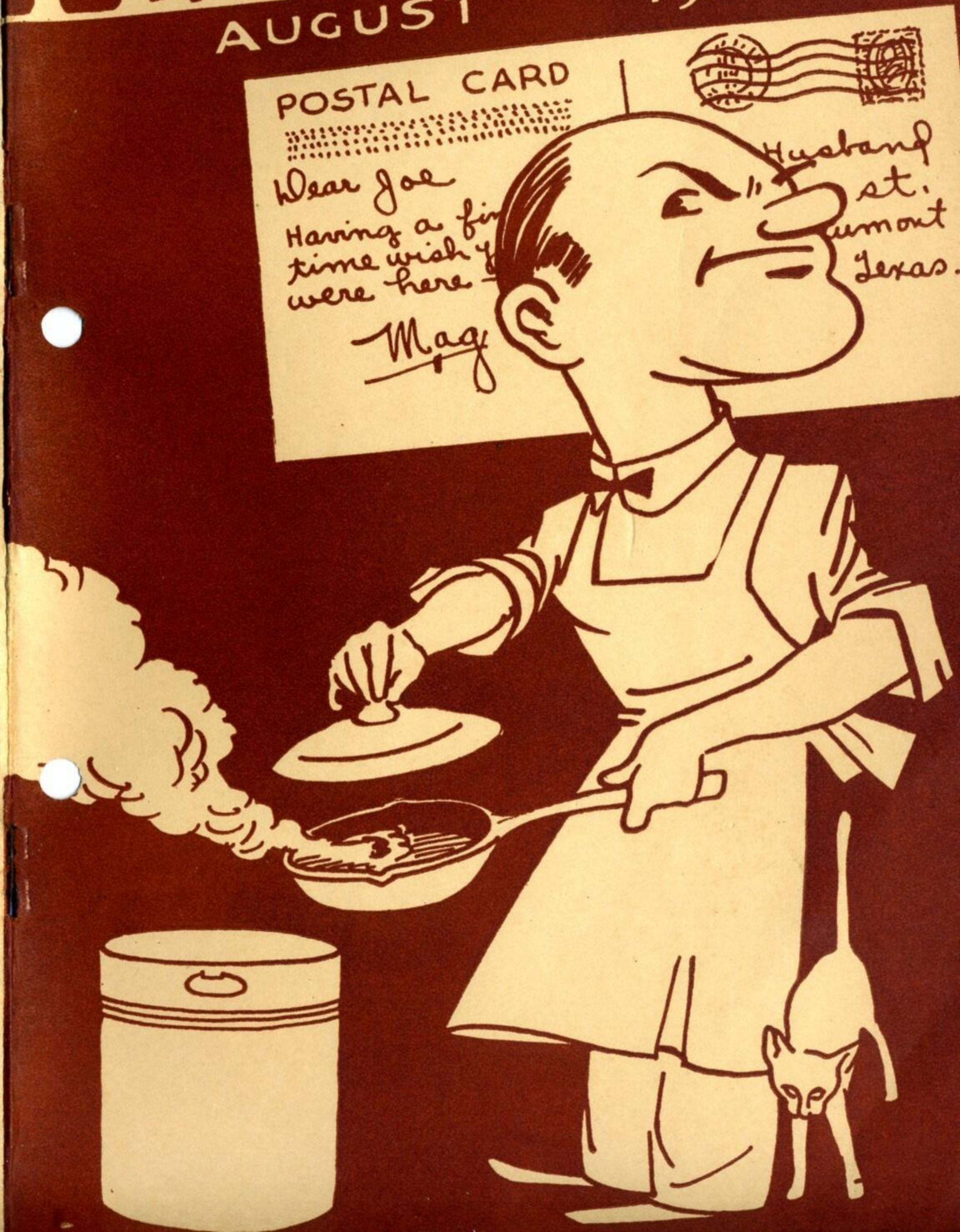
POSTAL CARD



Dear Joe  
Having a fine  
time wish  
you were here

Mag

Husband  
111  
st.  
Summit  
Texas.





# company sets sales record

## teamwork helps to beat hard times

**"Kwh! Kwh! Kwh!—SELL 'EM!"**

With the battle cry of the Sales Department spreading throughout the organization, and all employees putting their shoulders to the wheel and pushing, Gulf States Utilities Company is fighting through the poorest business season in many years toward the greatest sales in its history!

Hot weather and "hard times" talk have failed to dampen the enthusiasm of the salesmen "on the firing line." They're working as they never worked before and they're getting results. Their friends in other departments are helping, giving them tips and helping in other ways to develop prospects and sales. Everybody is cooperating in the battle to beat the bogie—the stiffest bogie ever. It's one of the finest fights against odds ever put up by members of any organization.

Up in the Navasota Division, team work is showing results. Sales are mounting. Everybody's working, refusing to be licked by conditions that are not as good as they might be. They're trying to keep the **PROGRESS AWARD** up in that division this year and it is going to take hard work to beat them.

### A Record Month

The boys in Beaumont sold more merchandise in July than they ever sold in any one month. Breaking records is a habit with them.

Port Arthur also went over the top as did many other properties.

Madisonville won the Progress Award cup in 1929 and the boys and girls up there have got out and made their bogie and then some. Charlie Drennan showed up at the end of the month with three water heaters, four ranges and a refrigerator.

Navasota and Hempstead continued to sell ranges in the face of gas competition. Jimmie Odom went over his bogie in Huntsville. He has sold six refriger-

erators and has only five to go to make his year's bogie.

Cleveland furnished an outstanding example of what can be done. On Saturday, July 26, Cleveland showed only \$45 in gross sales. On Tuesday, July 29, District Superintendent Ray Hereford wired Mr. McChesney that sales had jumped to \$981. Daniels and the Cleveland gang, according to Ray, "did this without help."

### President Keenly Interested

President Walker is watching sales results with keen interest.

"I don't believe any bunch anywhere ever showed a finer spirit of cooperation," said Mr. Walker on hearing July results. "Not only salesmen, but every member of the organization, regardless of department, is working like a Trojan. This spirit of helpfulness in sales is spreading and we are all going to be able to look back on 1930, I know, as a year of extraordinary accomplishment. It's great to work with an organization that won't be licked!"

Mr. McChesney expresses similar sentiments.

"The winner of the Progress Award for this year is going to deserve the highest praise it is possible to bestow," he declared.

"Sales count for fifty per cent in judging the winner and it is taking real salesmanship to meet the stiff bogies. But water heaters, ranges and refrigerators can be sold. That's been proven already by the record. And steady plugging is going to put us over the top. In behalf of members of the Commercial Department, I want to thank members of other departments who are helping us find prospects and close sales. Only through such cooperation can we do the big job we have to do this year in building residential load."

### Economics Expert

Mrs. W. A. Browne, home economics expert of the Westinghouse Electric and Manufacturing Company, whose services

(Continued on page 20)



# ads help put sales over . . . . .

## place second in S&W contest

Gulf States Utilities Company, Texas Division, tied with Virginia Electric and Power Company for second place, one point behind the winner, Puget Sound Light and Power Company, in the Stone and Webster advertising contest for May according to the report just received by Commercial Manager McChesney.

"The company has been consistently running up near the top in the monthly advertising contests", commented Mr. McChesney. "The advertising department has been doing good work in paving the way for sales. Like other departments, it is helping to make this a banner year in sales and is to be congratulated."

Irving Tuteur, of the McJunkin Advertising Company who judges the work of the various companies in the contest, has this to say of our May advertising:

"A big collection of electric refrigerator ads . . . with designs in the smart tailor made style which distinguishes all this company's production, and with copy of a quality that makes easy reading. These ads are packed with selling points. The collection is a real contribution to the year's offering of retail refrigerator selling material."

Mr. Tuteur also complimented the advertising campaigns built around other appliances, and continues, "The full page message welcoming delegates to the East Texas Chamber of Commerce is very gracefully written. It has naturalness which gives its friendly note of welcome the stamp of sincerity."

### Other Media Used

Gulf States Utilities Company uses other media than newspapers to advertise its service. When there is an important campaign, every customer receives all the facts by mail in a specially prepared folder, letter or booklet. Billboards in the more populous places keep our products before the eyes of the public.

For almost a year the company has

been using the air as a means of keeping the public's mind on the fact that we serve Southeast Texas and Southwest Louisiana with Dependable Public Service. Every Sunday afternoon the seventeen piece Dependable Public Service Orchestra, which includes some of the best musicians in the entire South, broadcasts on hour of high class entertainment between one and two o'clock.

On Friday evenings at 7:30, Dean Tevis, veteran newspaper reporter, who knows the territory we serve probably better than any other man, broadcasts his radio romances, "Adventures Along the Copper Highways." In them he recounts the legends and facts about interesting places and interesting people in our towns. The talks are sponsored by the Company and have been meeting with popular favor.

## this gang plays a great game

Bobby Jones is not the only one who is setting new records this year.

Here's one that has just been hung up by 125 men on a harder course than Bobby ever played. The operators of Eastern Texas Electric Company broke their best accident record for a month in July with only 58 accidents of all descriptions. The old record was 62 accidents made in September, 1928.

It is no accident when 125 men operate street cars, buses and interurbans from 5 o'clock in the morning until 12 o'clock at night every day in the month, in crowded traffic and among hurrying motorists of every sort, and have only 58 accidents.

They had schedules to meet. Almost half a million people rode these cars. They had to be taken care of. And they were!

Of 58 accidents in the month, 47 were not chargeable to the operators themselves. Thirty-six of them involved automobiles.

And now the operators are trying hard to break their record in August.



# d. r's. licking big bogie

By Hal Luce

## Navasota sample

The district representative plan was placed in operation in Port Arthur in June. The plan is now in operation in practically all towns of our company and we are beginning to realize its benefits, not only from the sales standpoint, but from our servicing of appliances and the constant contact with the customers. We believe the fruits of the plan show most favorably in the kilowatt hour consumption increase for the home customer. So

Our home customers are now using 447 kilowatts per year, or 75 more than at this time in 1929. The Commercial Department has set 500 kilowatts per home customer as the goal for the year and the results of the first six months indicate that it will be reached.

Two towns in this division have made great progress in sales during the first six months of the year. Hull has already made the year's bogie. Batson and Saratoga have also gone over their bogie for the year. Nederland and Orange have made sixty per cent of their year's bogie at the end of June.

During June a total of 68 refrigerators, 14 ranges and two water heaters were sold in the Liberty and Beaumont groups.

With a year's bogie of approximately 12 refrigerators to every thousand customers, the first six months finds us well in excess of this figure. Compared to the national figures our results show this has been an exceptional sales record.

The sales department believes that more electric ranges are going to be used. With many advantages of electric cookery and the newer types of ranges with speed units it is not going to be long before many consumers in cities will start the use of electric cookery. Our company has over a thousand ranges in its territory whose users are delighted with this service.

The Westinghouse Electric Company offers an exceptionally low price to employees. For the next four months we



At the time this ice was pulled, the plant was operating beyond capacity. The Navasota plant has a capacity of 58 tons but due to a rush season, they were pulling 59.4 tons daily. The man behind the ice is N. J. Barron, Chief Engineer, who is responsible for this clear ice.

are offering to each range user who turns in a prospect which results in a sale a General Electric Telechron Clock. Mrs. Browne, of the Westinghouse Electric Company, Range Division, is now working in our properties and if you are not sold on electric cookery, talk to her some time and hear her story about the electric range. Mrs. Browne has been a most enthusiastic worker since coming to us and we are already seeing results of her efforts.

The first six months of the year the Liberty Group of this division sold \$12.08 worth of merchandise per customer and the Beaumont Group sold \$6.74. Of course, the reason for the difference between the two groups is that the Beaumont Group includes the cities of Beaumont and Port Arthur which can not show a comparative saturation with small towns. All towns are continuing to show an increase in sales over the year 1929 and we are very optimistic in saying that this will be our greatest year in merchandise sales.



# anent the weather



In case it hasn't come to your attention—it's rawther warm, so to speak. Not the kind of weather that moves anyone with more than a size thirty-two waist to write interesting comments even about such an interesting business as ours. But to get really serious about a serious subject—great beads of perspiration! All of which brings us to our subject, which isn't about the weather at all.

A young fellow just recently out of college wrote in the other day from a far-off city about a problem that has perplexed all of us at times. He had joined the Stone and Webster organization as a raw recruit, and after only two weeks on an important job that possibly didn't tax his abilities any too much, had concluded that promotion for him was not through a door labeled "push", but up against a stone wall written all over with the word "pull."

Now, there's a real problem for an ambitious young man who has spent several years and a lot of his dad's money to prepare for a career in a large organization. From where is his advancement to come and what may he do to take advantage of his opportunities? Unless you are in his predicament, don't bother to read these few suggestions:

1. No matter how simple or elementary your job, give it a chance to teach you all that it holds. You have probably been placed in it for some special training you need.

2. Your immediate supervisor is anxious to make his job a success, and he can succeed only as he makes you more valuable to the organization. Trust him.

3. A man's success frequently depends as much on his ability to train and inspire his fellows as it does on his individual ability, and your boss knows it, too.

4. Rarely will a man succeed who does not enjoy the confidence of his supervisors, the admiration of his fellow workers, and the respect and faith of those who serve under him.

5. The only "pull" that's worth the name is that earned by ability, courage and energy. When you've demonstrated those to the big boss, he'll pull for you and he'll push you too.

6. Next to yourself your boss is most interested in your success. If you have a problem that needs friendly advice, take it to him. He'll appreciate your confidence in him, but for heavens' sake, don't bother him with moody whims.

*Tom P. Walker*



# since the beginning

*Being a Brief History of Our  
Company by*

*Mary O. Lilyerstrom*

PART II

*The Evolution of the  
Gulf States Utilities Co.*

In August, 1925, the properties of the Western Public Service Company were purchased, the main office of which was located at Colorado Springs, Colorado. These properties are located in Colorado, Wyoming, Nebraska, Texas and Missouri, with one or two small plants in Iowa.

As soon as the sale was consummated, the head office was moved from Colorado Springs to Beaumont, opening a subsidiary office at Scottsbluff, Nebraska, to care for the northern properties. The territory served by the Texas properties lies along and between the Trinity and Brazos Rivers and in extent is about the same size as the State of New Jersey and Delaware combined.

In September, 1925, the Gulf States Utilities Company was incorporated to buy and own the Orange Ice, Light and Water Company, and acquired the Port Arthur Ice Company in December, 1925; Silsbee Light, Water & Ice Company in March, 1926; Hull and Daisetta Light Company in April, 1926. The Neches Power Plant and transmission lines were built in 1926.

Effective August, 1927, the charter of the Gulf States Utilities Company was amended so that it could spread out, and on September 29th the contract was closed for the purchase of the light and power department of the Eastern Texas Electric Company and for the entire Louisiana Electric Company, Inc., except the street railway in Lake Charles. It was not possible to include the railways in the reorganized Gulf States Utilities Company because of provisions in the laws of Texas.

The Gulf States Utilities Company now owns all of the power stations, including the new Neches Station in Beaumont, Port Arthur, Orange, Lake Charles and Jennings. It also owns all of the transmission lines extending north to Kosse and west to Caldwell, Texas, beyond Jennings, La., including all tributary lines. It owns all the distribution systems in the various cities and in Beaumont and Lake Charles. The Gulf States Utilities Company sells power to the railway companies for the operation of their cars.

A blanket mortgage, sometimes called "Open End Mortgage," has been placed upon the property of the Gulf States Utilities Company, and is made up in such a way that additional property can be added or purchased, and additional bonds can be issued from time to time under the same mortgage as new money is needed for improvements and additions.

The purpose of the consolidation is to establish a powerful concern which will be able at all times to satisfactorily finance the many improvements and additions which will be necessary during the coming years in this rapidly growing territory.

The Eastern Texas Electric Company now operates the street railway only and more time and effort can be devoted to the operation of its lines.

Effective April 29, 1929, the Gulf States Utilities Company purchased all the property owned by the Western Public Service Company in the State of Texas.



# kwh's drill coast wells

By E. L. Robinson

When oil was discovered at Spindletop in 1901, the lack of pipe line and marketing facilities and the absence of refineries in the territory made the oil almost worthless. This very fact should have made for economies in operation, but in the mad scramble for production no thought was given to operating costs.

It is human nature to resent a change in our habits. This explains the fact that our forefathers looked with no little skepticism upon the first locomotive, upon Fulton's steam boat and upon the efforts of the Wright Brothers to fly. That we have not changed a particle in this respect is clearly evidenced by the fact that the application of electricity to drilling rigs has not met with the immediate approval of drillers and operators. These men have used steam equipment for years and are prone to cling to it though there is a wide difference in drilling costs.

## How Wells Are Bored

Drilling in the Gulf Coast fields is accomplished with rotary rigs. The drill bit is attached to hollow drill stem which is rotated by means of a motor, steam engine or other prime mover. A mud pump is used to circulate a stream of mud and water through the drill stem

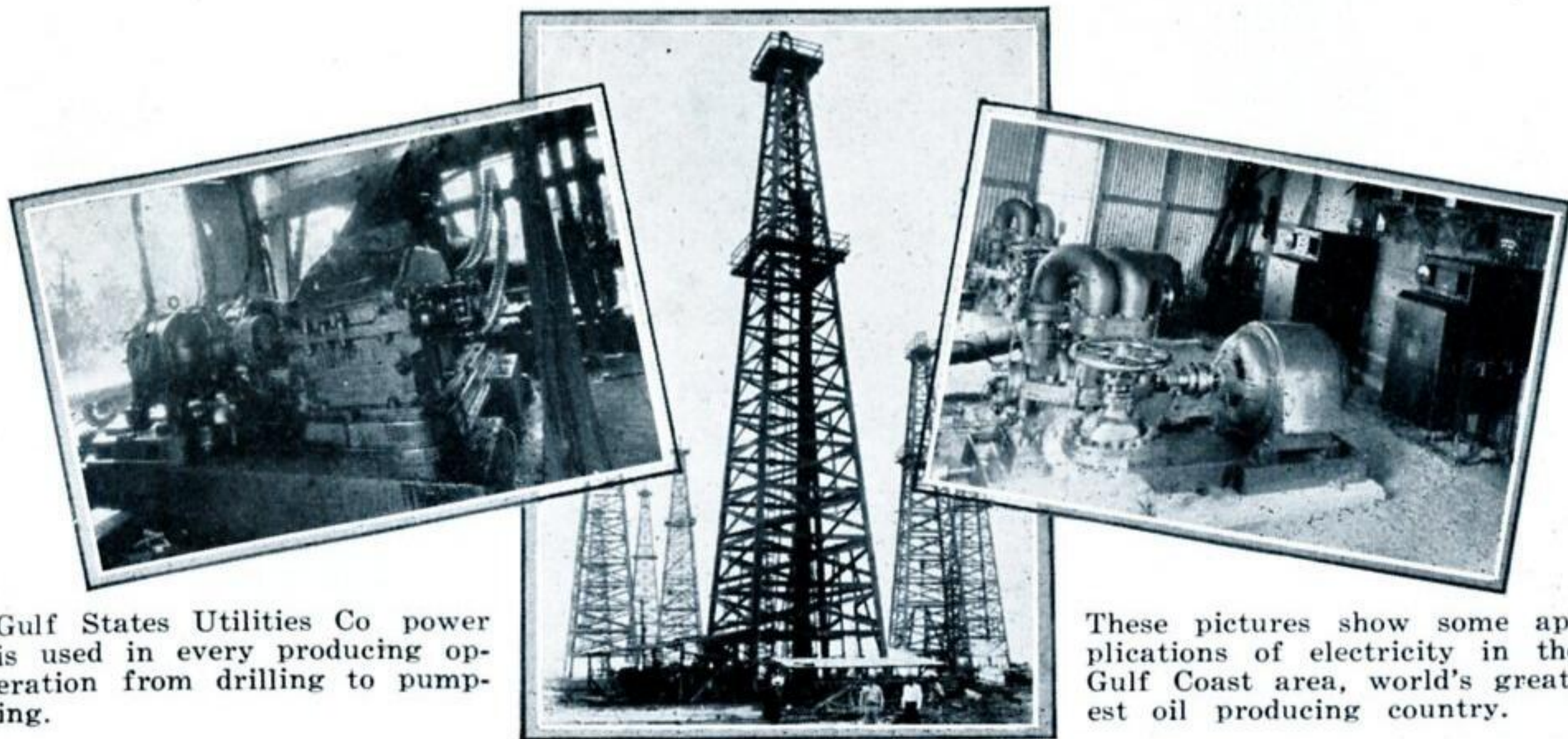
and back to the surface, by which means cuttings are removed from the well. The mud also helps to keep the hole from caving and the weight of this column of mud is made use of in fighting heavy gas pressure.

Electric motors are admirably adapted to drilling requirements. They are rugged in construction and have a wide range of speed variation which is controlled with ease by the driller. By the use of ammeters, watt meters and weight indications, all guess work as to the proper cutting speed is eliminated. They do not consume power when not in actual use, whereas it is necessary to keep steam up on boilers with a resultant waste of fuel.

Electric rigs are easy to move and require less men to operate them. The elimination of firemen often saves enough to practically offset power costs. Electric rigs also eliminate boiler water troubles which are often serious, and solve the fuel problem which is a major item in drilling. Best of all, they are from three to five times as cheap to operate as steam rigs.

The above statement is broad but from accurate and detailed information obtained from a major company which

(Continued on page 20)



Gulf States Utilities Co power is used in every producing operation from drilling to pumping.

These pictures show some applications of electricity in the Gulf Coast area, world's greatest oil producing country.



# Silsbee opens ice plant



It took 70  
gallons of  
punch ----



---- to serve  
the crowd  
that came.

By Rufus Sorrells

On Tuesday July 8, the climax to one of the Company's latest construction jobs was reached when the reception was held at the opening of the new twenty five ton raw water Silsbee Ice Plant.

This modern brick structure containing the most modern ice making and refrigerating equipment was constructed entirely through the cooperation of the Production and Engineering departments. The Engineering department furnished the plans and aided in the design of the plant while the Production department carried on the construction work.

The building itself is, beyond a doubt, the most modern structure in Silsbee and is pointed out with pride by the citizens of that thriving little town. The structure is finished in a buff Terra Cotta brick, and was designed in a beau-



R.F. Poland  
CONSTRUCTION FOR EMPEROR

Cleaning house

tiful proportion. It is difficult to even compare this neat efficient plant with the old steam plant which it has been designed to replace.

The freezing and refrigerating equipment was installed by the Frick Manufacturing Company and reflects the very latest design in this type of equipment.



# Dayton line completes loop

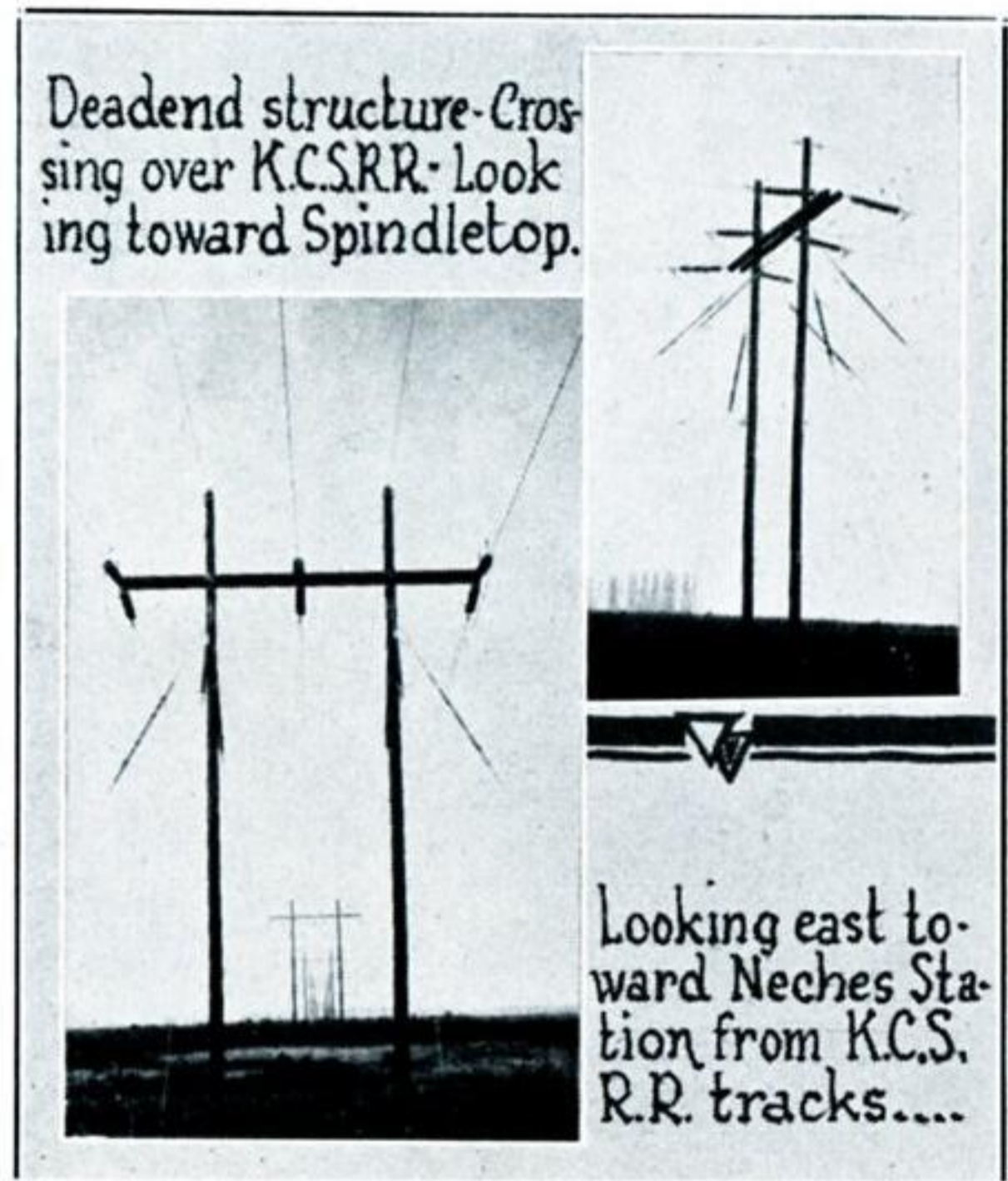
**will insure constant  
service in territory**

By R. B. Cruise

Constantly increasing demands for electric service in our territory west of Beaumont has required the construction of a new high capacity transmission line from the Neches Plant to Dayton, to supplement the 66,000 volt Neches-Dayton line constructed in 1925. This new line was needed to decrease power losses, improve voltage conditions, make possible interchange of power with other utilities and to provide for future development in our Liberty and Navasota Territories.

This line, together with necessary substation additions at Neches and Dayton, was designed and constructed under contract by Stone & Webster Engineering Corporation. The survey and purchase of right of way was handled entirely by the Engineering Department of this Company. The preliminary survey to determine the route of the line was started on January 1, 1930, and completed on March 25. The first pole was set on March 3, the stringing of conductors started on April 29 and the line placed in service on July 14.

This new Neches-Dayton line is designed for future 132,000 volt operation, but will be insulated and operated for the present at 66,000 volts. Incorporated in its design are features which provide the maximum amount of insulation possible in order to assure continuity and reliability of service. Substation additions at Neches and Dayton, with the highest type of protective equipment assure us maximum protection against line disturbances. The line is 54 1-3 miles long, supported on 488 structures and is 17 miles shorter than the old line. Except for the sections through the Neches marsh and in the town of Dayton, 55 foot, H-frame structures are used with spans 625 feet long, supporting three conductors of steel reinforced aluminum cable having a diameter of 3-4 inch, together with two overhead galvanized steel ground wires, to protect the line



from lightning disturbances. The line through the Neches marsh is on 65 foot structures, spaced 300 feet apart, built in a manner similar to those on lines previously constructed. Structures in this section provide space for two future 132,000 volt circuits. In Dayton the line is supported on single pole structures along the street.

One of the unique features of this line is the tangent, 28 1-2 miles long, between Spindle Top and Raywood. This is the longest section of line on our system without an angle and was made possible by the fact that no obstructions were encountered in this section. In fact, only five angles were required between the edge of the Neches marsh and the town of Dayton a distance of 52 miles.

This line will increase our available capacity at Dayton by approximately 20,000 horse power, while operating at 66,000 volts.



# line crew meets storm crisis

By W. V. Holik

A severe lightning, wind and rain storm descended upon the downtown and north end sections of Beaumont on the afternoon of Saturday, July 5, about 3:00 o'clock, causing an interruption on three feeders. One lightning feeder, one power feeder, and the 13.2 KV feeder serving the Beaumont Iron Works and Crockett Substation went out.

The lightning feeder was found to be down in front of the Enterprise building and a line crew was quickly assembled and set to work in the rain repairing this feeder, which was back in operation in an hour and forty minutes.

On the power feeder it was found that lightning had destroyed a cutout on the transformer rack at the Beaumont Enterprise. The feeder itself was not damaged, so that service was restored immediately and as soon as jumpers could be installed around the damaged cutout the newspaper presses were again in operation. The trouble was completely cleared in an hour and a half.

The fault on the 13.2 KV feeder was found to be in the reclosing mechanism on an oil switch at the Travis Station. Service on this feeder was restored in three quarters of an hour.

The next afternoon (Sunday) about the same time a similar storm broke causing the only complete interruption to the entire downtown district on record. Lightning burned down all three conductors on the 33 KV line by the Travis St. Station, putting Spindletop, MacFadden, Yankee Doodle and Fannett out of service. A feeder out of Travis feeding the Water Works was also burned down. A moment later the other 33 KV line burned down on College Street, causing an outage of the entire Beaumont Division. Switching performed at Yankee Doodle restored that substation to service, as well as MacFadden, Spindletop and Fannett. A 2300 volt tie switch was closed and one downtown power feeder was energized from Yankee Doodle which made power for station service available at Travis Substation, Beaumont.

## Navasota line men



This crew, with E. W. Ward as foreman, is the one which keeps the line hot in and around Navasota.

From left to right of line are H. A. Vaughn, Lester Jackson, G. T. Broaddus, A. A. Adams, E. W. Ward, W. H. King, Martin Sullivan. In the rear are M. D. Smith and J. D. Ward.

Meanwhile a line crew which had been loaned to help build a transmission line in the Navasota Division was at the Storeroom preparing to leave for Corrigan. This crew was rushed to repair the line on College Street and, almost as quickly, another crew was assembled and put to work on the other line. Both crews were hard at work even before the storm had abated, the interruption to the downtown section being limited to two hours and twenty minutes.

By the time service was restored, extra troublemen had been summoned to take care of local troubles which would become apparent when the circuits were again made hot and which amounted to over 600 cases, most of them being the result of distribution transformers and house fuses blowing out.

When a duck lays an egg she just waddles off as if nothing had happened.

When a hen lays an egg there's a whale of a noise. The hen advertises.

Hence the demand for hen eggs instead of duck eggs.





# PAW PERKINS SEZ--

“hey, thar, stranger--”

Glad to see yer back in Port Arthur agin. The old town sure is a sight fer sore eyes when ye been travelin' over the country in this here weather and see how blamed hot it is in other places! Yep, they's been a whole heap of fellers on their vacations and a lot more lookin' forard to theirs. The Stevenson gal jest got back from a trip through Texas in her car and claims she still likes this place best. Reckon Maw and I'll mosey down to Hiram's farm some time next month fer a day or so but I ain't countin' on much traipsin' round this year. No siree!

Been fishin' much, young feller? Whar bouts? Wal, I reckon that's a purty good place but ye might stop by and see Eddie Granau and Hallie Earthman er Lawrence Thorne. They's the fishinest fellers round these parts less'n ye count Blackie DeCuir. Reckon Blackie ain't ever considered anything else fer a weekend er vacation fer a powerful long time. Heerd he wuz over in Louisiana reelin' 'em jest last week.

Say, ye got a nice coat of tan, stranger. Maybe ye been practicin' up fer this here golf tournament that's a comin' off this week. The whole danged office force is a swingin' clubs and Fred Davis and Pat Bishop roped me in this mornin' fer a coupla chances on a set of golf clubs and bag. Heh, heh. Reckon they wouldn't do me much good if I wuz to win 'em. Nope, I ain't as spry as I uster be.

Been over to the Car Barn lately? I ain't had a chanct to git over thar in quite a spell and I thought maybe you'd heerd how the boys over thar wuz git-tin' along. Last time I dropped in Alton Pressler had jest got back from a fishin' trip over to Galveston and C. Mills and L. Steed were off on their vacations. They's some more fellers gone too,—les see now, Lawrence Thorne's gone up to Boston fer a week er so and Goen

and Brock are away too. Fred Todd wuz gone but he's back now—yep, and that Ward feller that went out to Californy's back.

Ye ain't got yerself hitched up yet, hev ye? Pears like everbody in this company's goin' to be married fore long. Yep! Ain't ye heerd bout the latest one? Bessie Allen sure put one over on the fellers round here—she jest up and got married without tellin' anyone at all. Maw and all the ladies aiders haven't got over it yet. Her name is Missus R. L. Carter now.

Whew! Ain't it hot. Reckon it oughta rain purty soon. That reminds me. Hev ye seen the new water cooler sittin' out in the front office of the Interurban Buildin'? We're right proud of thet thar cooler. Better sample it fore ye leave. We got some more new things round here—Mr. Granau's powerful proud of the new States meter test-board over to the Distribution Buildin'. Claims thar ain't a better board made in the whole United States.

Wal, I gotta mosey on down to the dentist's office so I reckon this is good bye. Albert Leblanc got his teeth fixed up last week and Maw heerd bout it and made me hev mine looked over. I'll git even yet! Bye.

## vacations

Alice McMaster, of Vice President Terrell's office, left July 26, with her mother to visit relatives and friends in Boston and Springfield, Massachusetts, and Montreal and Toronto, Canada.

Mary Butler, of the Insurance Office, returned with a healthy tan from two weeks vacation spent at Rio Vista Lodge, near Kerrville, Texas, during July.



Dear Dad:

Things sure are popping around here. Everybody is either going on vacation or talking about it, but still they all "hit the ball" even harder than in the winter. Everybody helps when someone is away for a couple of weeks. That is what they call team work in business.

All of the men in the transmission, distribution and production department are given training once a month in First Aid. They do that so they will be prepared if anyone ever gets hurt.

The other day a fellow got hurt by electricity and needed help right now. The men who were working with him got him down on the ground and applied the "Prone Pressure Method of Resuscitation", and revived him in about fifteen minutes.

The men have all sorts of safety devices and certainly don't ever expect to have an accident, but they go ahead month after month studying first aid methods and then maybe once in a fellow's life he gets a chance to save another man's life. It is hard common sense on the part of the men to get ready for something that everyone hopes will never happen. It strikes me as a high type of loyalty---because you get nothing out of it but the satisfaction of being ready to help someone else who may be in trouble. This Utility business looks better to me every day.

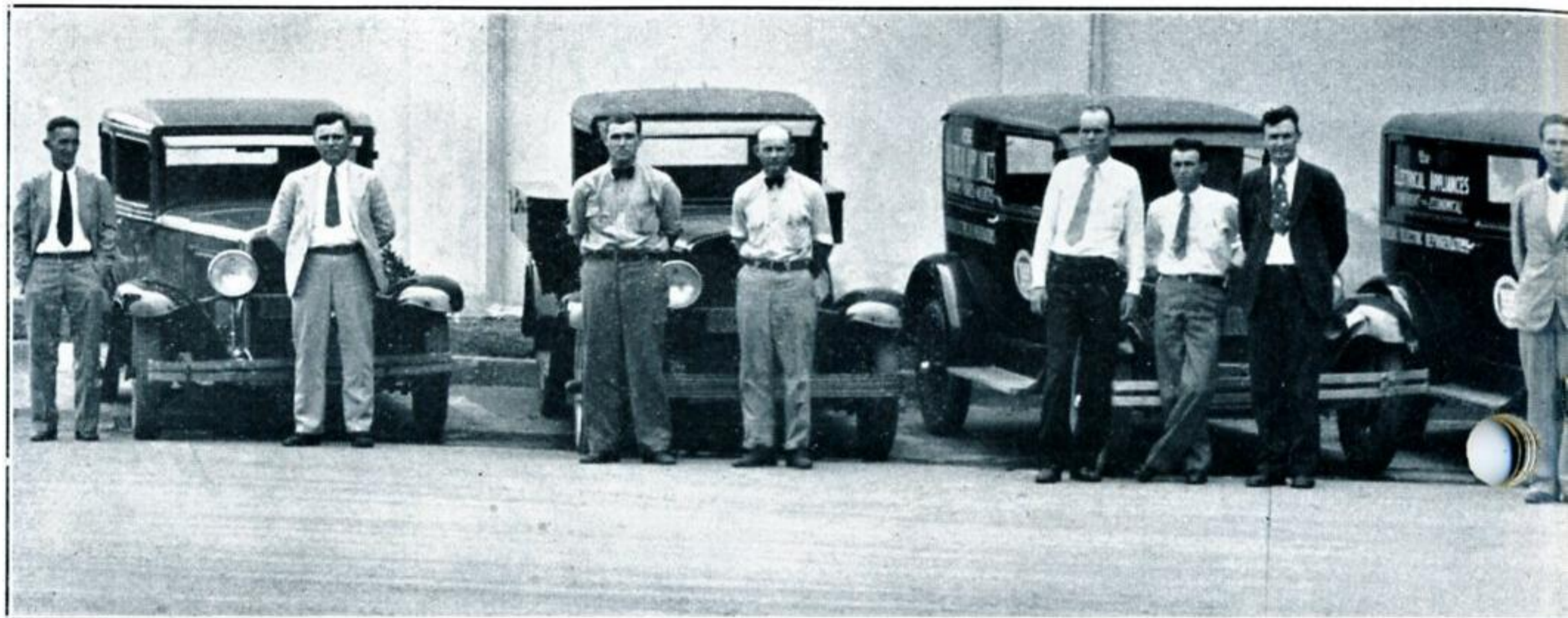
Love to you and Ma,

*Chick*

P.S. I took part in the company golf contest. It's great fun. And the banquet was a whopper. A good time was had by all.



# Port Arthur starts district representative



Here is the Port Arthur Gang who after many disappointing delays finally inaugurated the District Representative plan in all of its phases on June 1st.

Reading from left to right: C. S. Keith, supervisor; Pat Bishop, superintendent of sales; H. J. Hebert and F. T. Hargrove, repairmen; L. J. Johnston, Frank Smith, George Minton, Garland Duniven, Gerald Glidden, Kenneth Longman, Fred Todd, Harrell Purcell, L. E. Talley, Blackie DeCuir and A. B. Hays, district representatives.

Although June was the first month in which the district representative plan was actually in effect, this gang stepped right out and exceeded a very heavy bogey.

## Navasota

One June 22, Jack Jett of Navasota, and Miss Katherine Wilson of Orange, were married in Orange, Texas. Mr. Jett is Load Dispatcher and Engineer at the Navasota plant at which job he has done some mighty good work.

On July 10, a meeting of all district superintendents was held in Navasota. Many things were thrashed out and everyone was urged to put more efforts on sales.

On July 11, a meeting of district representatives was held in Navasota. Mr. McChesney, who was present at both the Superintendent's meeting and this one,

urged everyone to work hard and bring up the sales. Another visitor was Mrs. W. A. Browne of the Westinghouse Company, who is helping us with range sales.

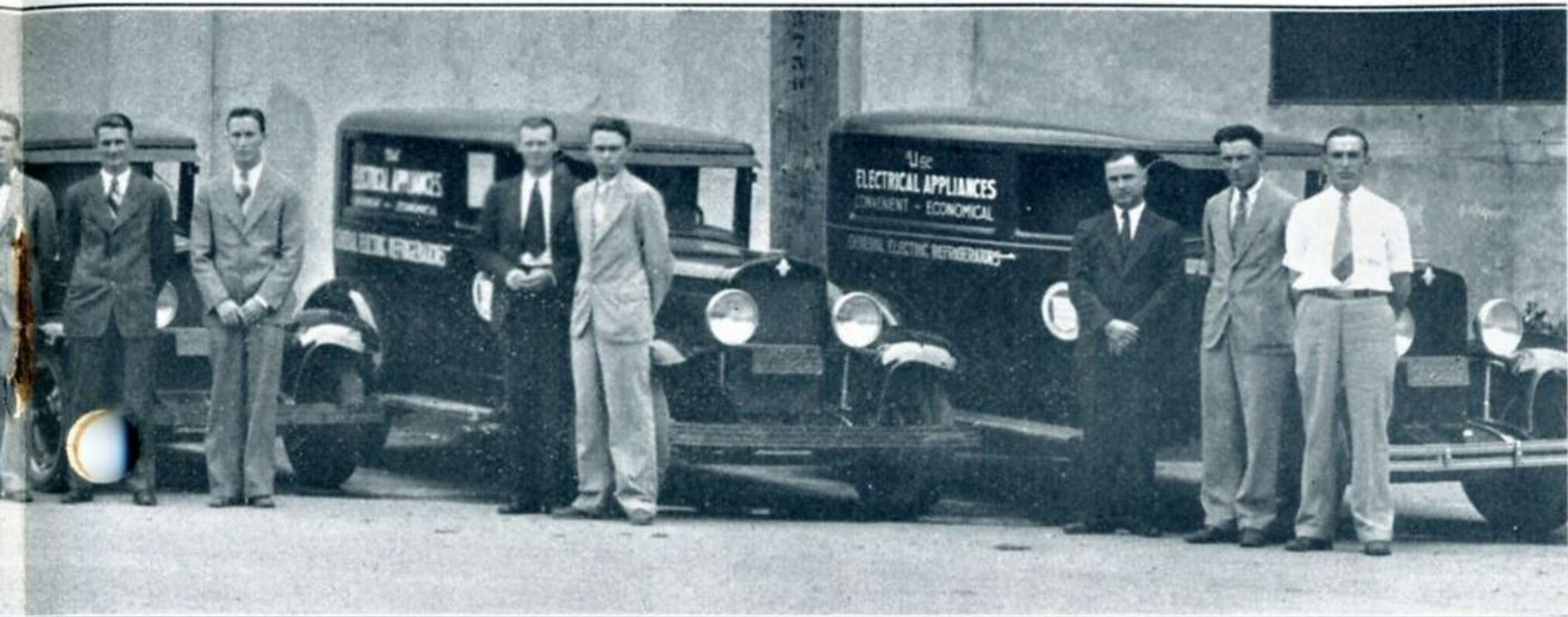
## Orange

C. E. Taylor claims the Gulf States record for fast selling. He sold a G. E. off the truck without removing the cover, secured the down payment and had the plug put into the prospect's home within an hour's time.

Instead of "Pay up or shut up" its "Pay off or shut off" with Paul Master-



# tive plan



One of the hobbies of the sales department in Port Arthur is keeping its transportation equipment in tip-top shape. Most of the cars in the picture have been in service eighteen months. However, they have all been recently painted and have the appearance of new jobs. The Port Arthur Division is proud of the record these fellows have made in the careful and economical operation of its automobiles. They did a big job last year in merchandising, and although 1930 business conditions could be better, this gang is going after sales and new business with the old company spirit.

Watch their step!

son who is doing good work in curing chronic delinquents.

Elizabeth Dees, in an effort to remain in the sale-a-day club has unconsciously accumulated enough percolator fuses to start a warehouse from which place she hopes to dispose of said fuses at wholesale prices.

Jessie Parish and his pipe are on vacation at the present writing. Others who own pipes in the office are missing the supply of tobacco.

Mrs. Browne, the new Westinghouse Range Demonstrator was a visitor the past month in Orange.

## Conroe

Louise Wright, assistant cashier, Conroe, was married in Lake Charles, La. July 5th to H. E. Jackson, of Silsbee, Texas. Mr. Jackson is conductor for the Santa Fe Railway Company and they will make their home in Silsbee. Miss Wright is resigning July 17 and Ruth Hailey is taking her place.

The Urbana-Goodrich Line was completed this month and the people of Goodrich are enjoying the Gulf States Utilities Company service.



# "ROUGHING IT"



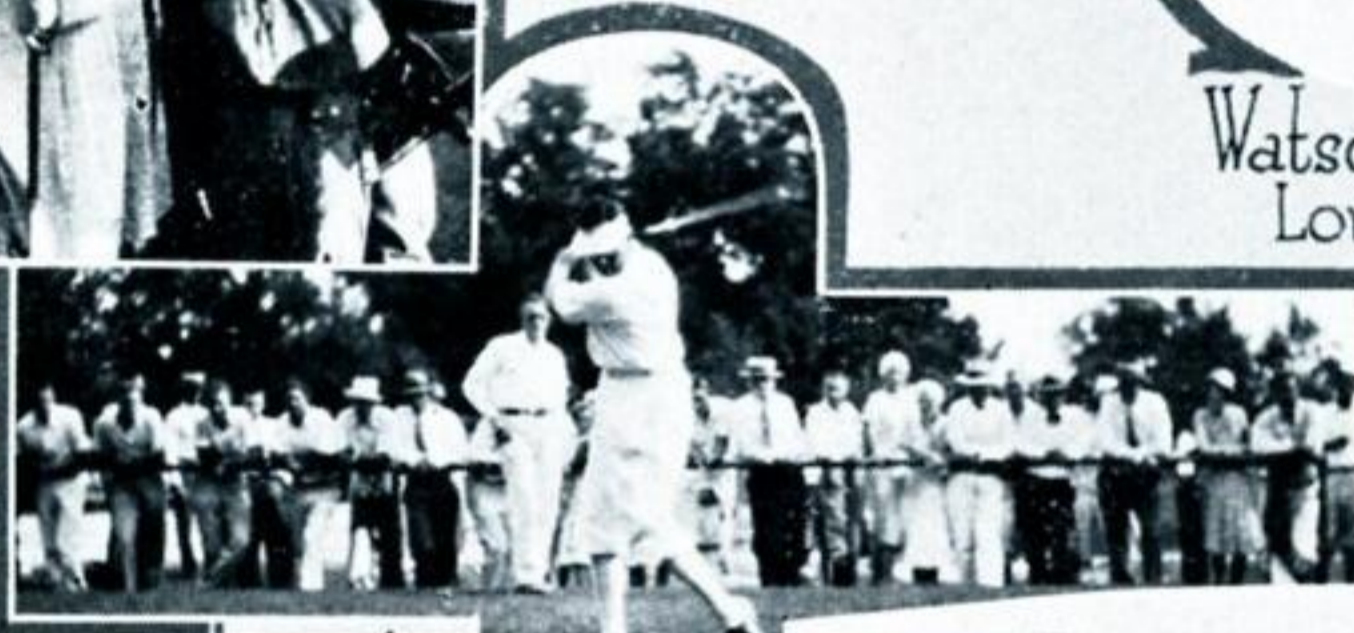
Every thing was lovely



E. Erickson & Mashie" Jim Murray; R. Ridley & Jigger Julius Du Bouy; Du Bouy played with luck.



Watson & Cockrill  
Low score 46!



Fore! the president shows 'em how



C.F. Terrell gets that far-away look..



At Sundown; W.A. Sherman & Pearl Krauel Cecil Keith & Marie Cato.-- they had three caddies



Some ended like this--



A pretty fair putter-Myrtle Johnson

--and some like this



Harry Sharpless Just before the killing.





# DeBouy's team wins big tourney

It was Thursday afternoon, July 24, and fast growing dark.

Rival golfers formed an excited fringe around the final green as the last half dozen foursomes of the company's biggest golf tournament battled their way in. The margin of victory, slight and wavering, shifted from one side to the other. For three days the Beaumont Country Club had seen the minions of Mashie Murray and Jigger DeBouy plow up the fairways, slice into the woods and spade up the bunkers as they fought for supremacy and the right to a free banquet.

Sixty one foursomes, a total of 244 employees of Gulf States Utilities Company and Eastern Texas Electric Company from Beaumont, Port Arthur and Orange, played the nine holes. They were well matched—so well in fact that the winner was not determined until the last three foursomes came in.

Jigger DeBouy—three times loser in other tournaments—had an eight point lead at the end of the first day's play. It melted before the onslaught of Mashie Murray's cohorts on the second day and the final afternoon saw DeBouy trailing by 10 points.

It looked to be a sure win for Murray, giving him his fourth victory over his old rival. The first match was a Murray win. Other players reported and brought in DeBouy points. Then came Lucky Lon Watson and his partner, Scotty Cockrill with a medal score of 46 and an eight hole win over Pat Bishop and his fair partner, Mildred Smith. Still everything might have gone all right for Murray if Midiron McChesney and Mary Lilyerstrom had been a little less vengeful with Will Orgain and Frances Emmer.

A couple of dark horses showed up in Henry "Whiff" Whitten and E. B. Allred. The former had Docia Moore as a partner and they halved a bitterly fought match with "Fifty-yard" Parker Allen and Gladys Westbrook, while Allred paired with A. E. Beattie as a pinch bitter and they took a point from Clarence "Kroflite" Barron and Sister DeBouy for one of the big upsets of the meet.

But let's get back to the story. Doggonit, where were we? Everybody was holding breaths and trying to suppress murmurs when Black Jack Reidy and his flame topped partner, Doris Futch, came onto the last green. DeBouy's lead was one point. Only two matches were left to play. Reidy was treating R. I. Morrison and Laura Mae Bell to some rare golf. He came on, and on . . . and on . . . and in . . . and added five points to the score . . . and the end of the story is old and stale. DeBouy won by 14 points. The final score was 236 to 222.

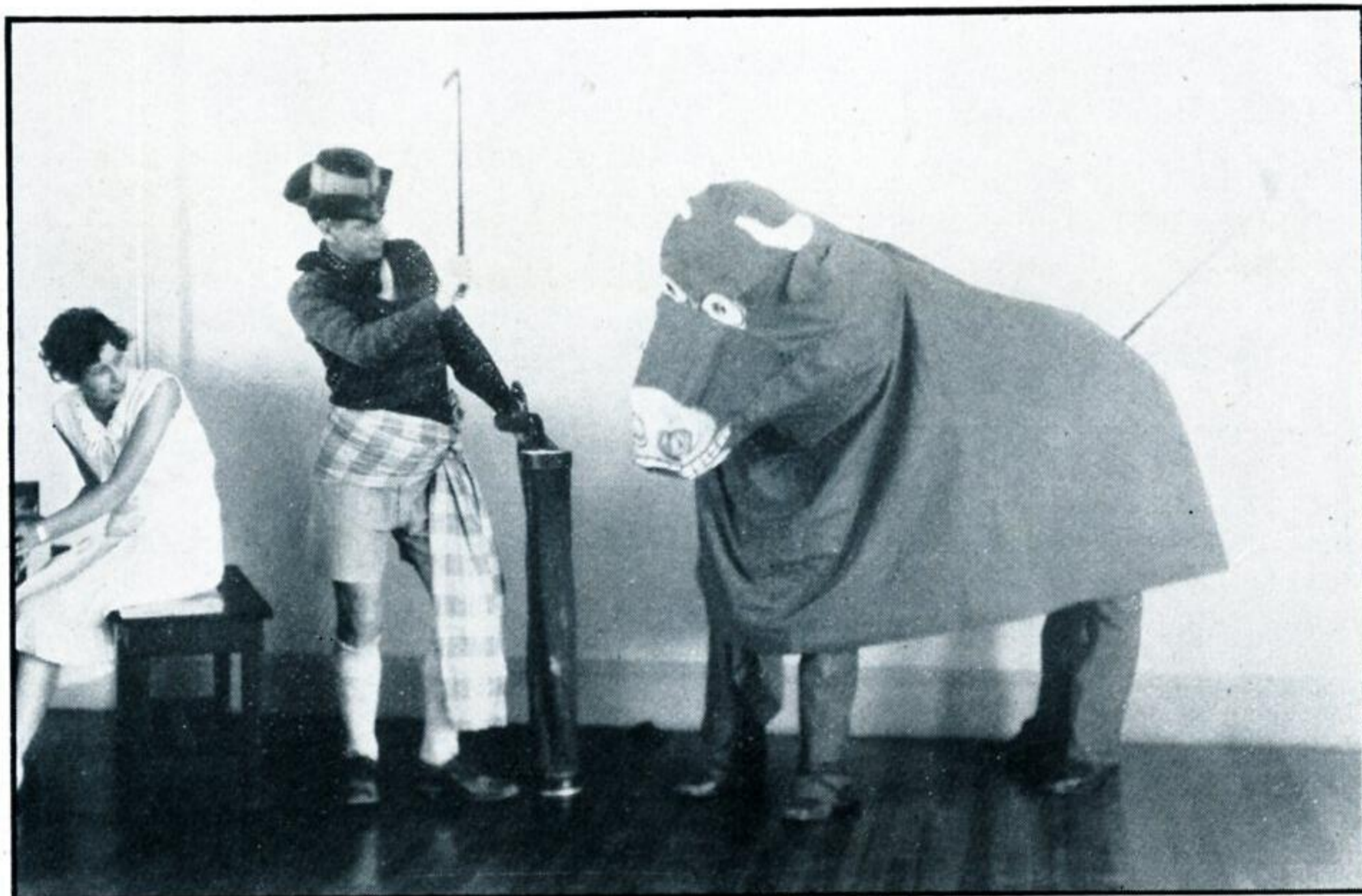
Perfect weather, an ideal course, and hot rivalry made the tournament not only the biggest but the best ever staged by the company. Especial credit should go to the efficient grounds committee headed by L. C. Singleton and Miss Mary Lilyerstrom for the smoothness and swiftness with which the matches were handled, and to Promoter Paul "Ramrod" Williams for the thorough preparations made for the tournament.

To the directors and members of the Beaumont Country Club every participant owes a debt of gratitude for the privilege of using their course without cost of any kind.

The company golf tournament is the biggest event of the year sponsored and carried out entirely by the employees themselves and has grown from a rather humble start five years ago, to it's new mark. This year's entrants numbered 75 more than last year's.



# pluto and dilemma



This is the only photograph ever made of Juan Zaragoza Pluto de Flora and Dilemma, his educated bull. In a specially prepared feature they appeared at the annual golf banquet. The eminent toreador bears a close resemblance to

Fred Davis of Port Arthur and if you'll look close you can see Tim Will's feet underneath Dilemma's forequarters and the number nine's of Marcus Andrews holding up the rear. Opal Mauldin is trying to "soothe the savage breast" of the blood-thirsty monarch of the range.

## big doings at golf banquet

Amid shouts of hilarity and a mile of festoons that hung from the ceiling of the big banquet hall at the Beaumont Country Club, the night of July 31 made its tumultuous exit as the "biggest and best" of all the golf banquets ever staged by the Gulf States Utilities Company and Eastern Texas Electric Company.

Both teams in the recent golf Tournament gathered for the celebration, the total attendance of participants and guests numbering over 300. The rival

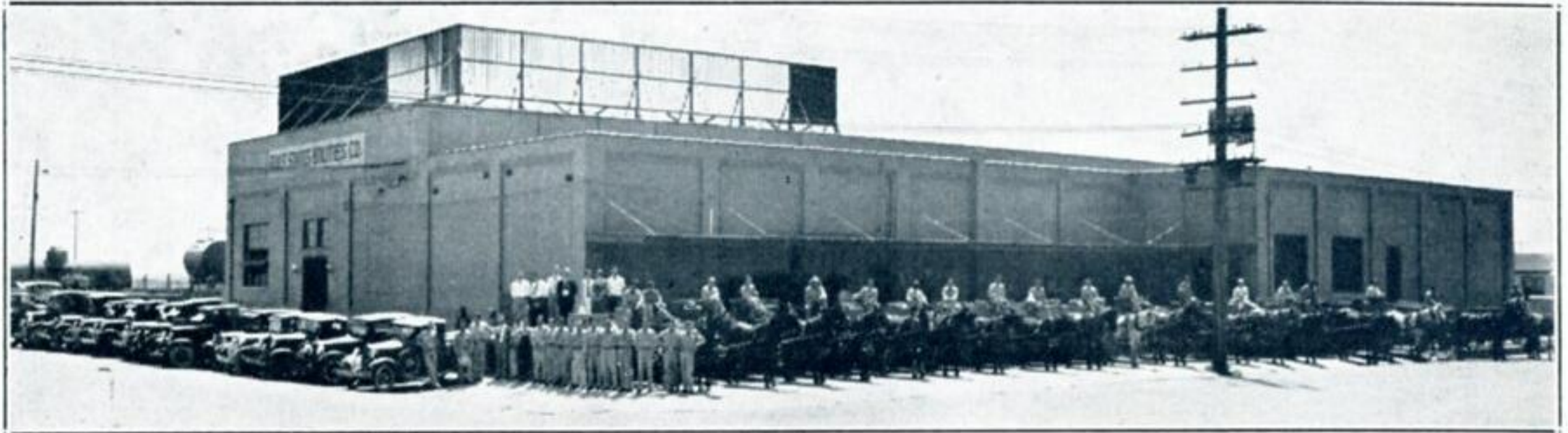
captains, "Jigger" DeBouy, doughty and smiling winner, and "Mashie" Murray, gallant and grinning loser, occupied prominent seats which grew hotter as the evening progressed.

Paul "Ramrod" Williams, promoter of the tournament, was toastmaster and, speaking seriously, he did a very good job, interrupting the four course cold plate dinner frequently to make poised and dignified introductions.

Some of the high spots of the evening were the oratorical pauses and resounding praises heaped on the women by Major Bell, and the great "shot" Harry Sharpless made from C. F. Terrell's nose. The highest of all, perhaps, was



# Port Arthur's ice men



Here is how Hallie Earthman's ice department looks when on dress parade. They are all lined up in front of the plant in Port Arthur and the picture

gives a very good idea of the size of the force since the merger with the Consumer's delivery system.

the simultaneous leap of the rival captains when the Ramrod asked if they stood behind the rash statements issued in their bulletins during the matches. A half dozen dry cells hooked up to their chair bottoms spurred them on.

Lucky Lon Watson and Scotty Cockrill, whose 46 was enough to make even old and hardened campaigners on the Country Club course look sad and puzzled, received low score prizes while Eddie Adams and Opal Mauldin were awarded the consolation prize for playing the most shots from the bunkers.

Then came the significant part of the program, the awarding of the President's Cup to the winning captain, who received it on behalf of his team amid the deafening applause of the entire assembly. The beautiful silver trophy is the gift of President Walker and is to be competed for each year by the two teams.

The long heralded and eagerly awaited appearance of Juan Zaragoza Pluto de Flora finally occurred near the close of the hectic program. It necessitated the erection of an impromptu arena and the clearing of the field for the entrance of the famous toreador and his trained bull, Dilemma. Seldom has such a colorful scene been enacted in these parts. The pure tenor voice of the toreador emerged from the gloom of the temporarily darkened arena and as the spotlight was turned on, it disclosed the abbreviated costume, the flesh colored

shins and the magnetic personality of J. Fred Davis, Jr., whose talents in the agile art of bull fighting were taxed to the utmost on the entrance of Dilemma, who was close behind.

The room grew tense. The Ramrod held up his hand for silence. Doris Futch, the red headed queen of the claims department, was helped on the speaker's table. E. L. Robinson assumed a dogged pose behind the Ramrod. The raffle of the \$85 set of matched golf clubs was on!

Five names went into the hat. The last one was to receive the big prize. One after another Belle Carter, Andy Poulson, L. L. Hirsch and M. R. Kunitz had their names drawn from the hat and received golf balls for their luck. Mary Lilyerstrom and Jimmie Linnehan were unlucky. A pair of Jacks almost got away with the clubs, but they were recovered.





Doris reached in the hat for the last chance. The Ramrod took it, stuttered, stammered, all but choked and called loudly for Marcus Andrews. But Andy was the wise boy. No razzberries for him! He argued. He wrestled with the bystanders. But when the light finally dawned, he crept up and took the clubs from the Ramrod's hand, his face wearing a grin that put Dilemma's to shame.

The program was over, and so was the tournament except for dancing for those that thought they could and bridge for those who knew they couldn't.



## Port Arthur record

**WINNING SAFETY TEAM**

 George Huff	 W. Thompson
 W. Hebert	 E.H.McNeil
 Bill Drews	 "Stinky" Davis
 C.W. Shaunfield	 P. Melancon
 Howard Merritt	

Not an accident in June.

## operators set pace

"The Operator Is the Company in Beaumont and Port Arthur", is the caption on a two page illustrated article in the July issue of AERA, a monthly magazine devoted to the interests of the electric railway industry, and published by the American Electric Railway Association.

The article reviews the brief submitted by Eastern Texas Electric Company in the contest for the annual award of the Charles A. Coffin Foundation to the street railway company which contributes most to the industry. It gives the company a high rating among those competing for the award which is coveted by every company in the country, and briefly tells how the operators have played a leading part in the building of public confidence in their organization.

The 1930 award was won by the Youngstown Municipal Railway, of Youngstown, Ohio. It is a part of the Penn-Ohio System, municipally owned, but privately operated.

## trainmen stage picnic

The two winning teams in the Safety Contest between the Beaumont and Port Arthur trainmen celebrated with a party on Sabine Lake Thursday night, July 10—but what history that party does make.

In the minds of those fortunates that were present, the occasion will be fresh in their minds for many a moon. Even though many of the gladiators nursed sore muscles, blistered toes, charley horses, and the other ailments that accompany, all had a gay time.

Busses and one boat were used to convey the crowds to the festive ground. All connections were made on time and without mishap, save the fact that Buddy Ward (as usual) failed to get the Port Arthur delegation to the boat on time—probably Buddy's team will win ONE contest and they will be on time.

Captain Peat Eggleston's hard hitting "Deporters", with Superintendent Singleton starting to pitch, finally out-





Two views of the Little World Series on the sand flat

lucked the fast and clever Embroyos under Captain "Two" Drews 26 to 25 for the trainmen's baseball championship for 1930.

Dr. Pepper Gaines, better known for his hula proclivities, was chief scorer, hence the final result, and Dr. Julius DeBouy assisted the pitchers in umpiring. Wee Willie Hughes was the big hitter of the game, getting three walks and one in the back, in four times up.

The two Tommys, Brown and Jones, erstwhile fistic artist, had little trouble in capturing the "Wheelbarrow" race. Both show rare ability to run on either end.

Some 35 made the trip, including the two winning teams and several of the satellites of the company. Joe Potts was much in evidence, although he failed to win a prize.—F. J.

## accountants go fishing

Charlie Genaro caught the first fish. It wasn't much of a fish as fishes go. It wasn't one-hundredth as big as the yell with which Charlie greeted it. But it was a fish, so Charlie received the honor, if any, of catching the first one.

It must have been Jim Murray who caught the second. And although Charlie's fish was small, this second specimen must have been its little brother, or maybe, sister. Anyhow it was a mighty small fish, not much larger, as a matter of fact, than the bait on which it strangled to death.

And most of the other fish caught on the Accounting Department Public Speaking Class party to Taylor's Bayou the afternoon of July 17 were of about



Wotta swell party this turned out to be!

the same half-pint size. But it was a great party and a good time was had by all, with the possible exception of the aforementioned little fishes.

Shortly before supper time, Five Horsemen, busily engaged in horsing one another, arrived in a cloud of dust, armed with ravenous appetites and sublime confidence, which failed to evaporate even in the face of continued failure to tiddle-de-wink.

The picnic was a reward to the winning class of two in an Accounting Department contest for May and June, with Mr. Linnehan and Mr. McGraw as judges of improvement. Members of the class who went on the picnic were:

Tommy Anderson, Sam Angier, V. L. Beagle, S. A. Brulard, W. T. Buckley, V. E. Davis, I. B. Dawson, A. T. Denton, J. P. French, W. B. Chamberlain, J. C. Genaro, C. L. Jordan, Frank Maida, S. D. McLemore, B. Mulford, C. Patton, A. C. Rosser, M. C. Schwaner, H. R. Weaver, A. A. Westbrook.

Others who enjoyed the outing were: J. E. Murray, J. M. DeBouy, F. F. Johnson, instructor, W. D. McGraw, Jr., P. R. Williams, R. J. Orrick, L. C. Singleton, C. F. Terrell, J. T. Reidy, Willie Hughes, Harry Hebert, J. LINNEHAN, Kenneth Sutton.

## Groveton wedding

Charlie Waller, electrician with the Gulf States Utilities Company at Groveton, and Miss Ila Fay Callison were married on July 5th, 1930. We wish Mr. Waller and his bride all the happiness in the world.



## here's the proof



Mr. Walker lands a fine fish in the open Gulf on a recent trip to Louisiana. He did have help though.

(Continued from page 6)

drilled 223 wells in 14 Gulf Coast fields in 1927 and 1928, the figures speak for themselves. Of this number, there were 115 new wells of various depths drilled at an average power cost of \$628.87 as compared with an estimated cost of \$1471.03 for steam fuel. There were 108 work over jobs completed at an average cost of \$223.17 for power as compared with \$799.72 for steam fuel.

### Trend Is To Electricity

Figures for 1929 are not available but there has been a decided increase in the number of electric rigs used. In the past 12 months, we have extended 13 K. V. service to six new fields. Of this number, the Gulf Production Company is operating one electric rig at Port Neches, one at Fannett, one at Moss Bluff and four at Hankamer. Cranfill-Reynolds has two at Esperson Dome, the Shell Petroleum Company has one at Moss Bluff, and the Humble Oil & Refining Company has one at Devers. In addition, there are a number of electric rigs in Spindletop, Orange, Hull, Liberty, and other old producing fields that have been in operation a number of years.

This pronounced trend on the part of major companies toward the use of electricity for drilling purposes means just one thing—it is cheaper and has marked advantages over other forms of power, and the time is not far distant when electric rigs will be used almost exclusively.

*August Plian Talks*

## Alvin

Mr. Ely gave the employees of the Alvin Plant a picnic down on the beach this month. Every one reports having a good time. We are all looking up to Mr. Ely now since he won a \$125.00 watch as a reward for getting the greatest percentage above his quota in the East Texas Chamber of Commerce Membership Campaign.

## Sour Lake

Mr. Henry, of Beaumont, and Mr. Blanchard of Port Arthur, visited Sour Lake on June 20th, making a check of all ice reports and records.

## Somerville

H. J. Ripple and Johnnie Keelan spent about a week in Somerville cleaning and painting the old electric generating equipment.

The weekly pep meetings have put pep in our sales. We went over the bogie in June and from the looks of prospects we ought to go over in July.

(Continued from page 1)

in the sale of ranges are proving invaluable, has just returned from a flying trip over the Navasota division. Mr. McClurkin and Mr. Knapp are most optimistic and their praise for the folks of the division was enthusiastic. They're working hard and are going to put it over.

Mrs. Browne arranged a number of afternoon bridge parties on the trip and served guests with electrically cooked food. The idea is taking hold like wild-fire and is going to be a help in making sales. She attended group meetings of district representatives and employees and says they are determined to go over the top.

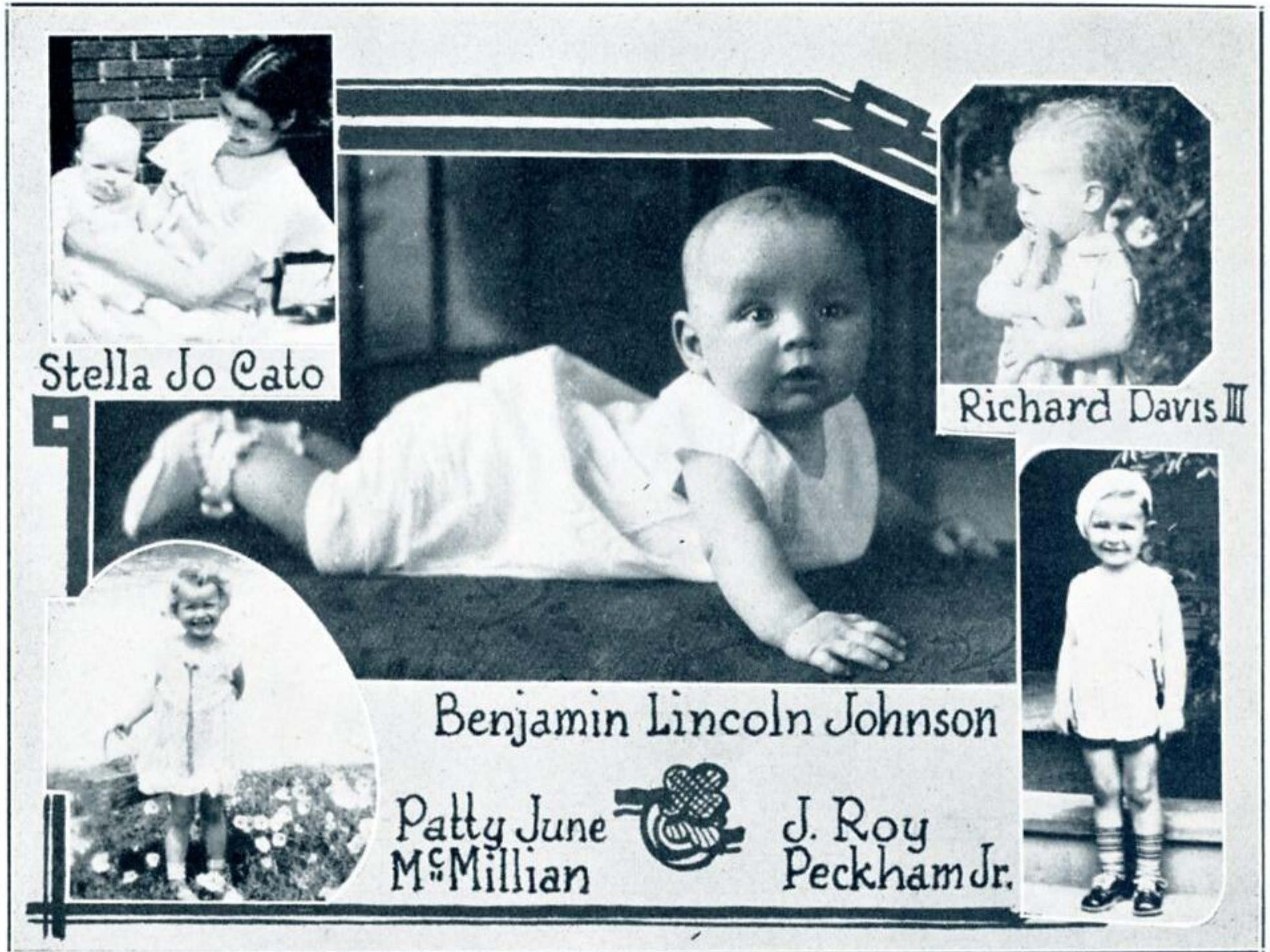
Everybody, now: "Kwh! Kwh! Kwh!—sell em!"

Judge—"Say, Abe, this is purely a domestic affair and it is a shame to get a divorce on such petty charges. Why don't you and Lindy settle it out of court?"

"Yessuh, Jedge, ah 'grees wif you—but every time we starts settlement de police allus stops us."



# the young 'uns



Stella Jo Cato

Richard Davis III

Benjamin Lincoln Johnson

Patty June  
McMillian

J. Roy  
Peckham Jr.

## women meet

The July meeting was turned over to Opal Mauldin, chairman of the Program Committee, who read a paper which had been delivered at the N.E.L.A. Convention at Hot Springs by Miss Ruth Franks, State chairman of the Women's Committee in Oklahoma.

Miss Mauldin then introduced R. B. Cruise of the Engineering Department who read a paper describing the work of that department, the paper having been prepared by Mr. Adams who was called out of town.

Howard Blankenbaker of the Engineering Department gave three very enjoyable vocal numbers, accompanying himself on the "uke."

Miss Ruth Hailey, of the Conroe office, was introduced as representing the Navasota Division.

## cupid busy

Little ole' Dan Cupid seems to be staying on the job, in spite of the warm weather. His latest victim was Mary Carter, who became the bride of Fred Dewey at a pretty little wedding held at the home of her parents in Orange, on July 16. Thelma South served as maid of honor. Several delightful parties were given in Mary's honor prior to the ceremony.

On Saturday afternoon, July 26, the engagement and approaching marriage of Dorothy Seale and Bubba Stahl, popular pair in the company, were announced at the conclusion of a pretty bridge party for which Mrs. Pearl Krauel was hostess at her home on Calder Avenue.

Further interesting announcements in this vein are expected in the near future.



# HOW'S YOUR HEALTH?

by Dr. W. F. Thomson

There's sadness in the village,  
There's a sound of tolling bells;  
There's typhoid in the water  
From the shallow, surface wells.

And there's always surface sewage in  
the shallow, surface well.

And the fellow who takes precaution  
doesn't take typhoid fever.

Better to be immunized against ty-  
phoid fever than to be hospitalized with  
it.

Though it is well known that typhoid  
fever is a preventable disease, it is usu-  
ally prevalent throughout East Texas  
and West Louisiana just at this time.

If for no other purpose than to pro-  
tect our earning capacity, we should  
make every effort to avoid contracting  
this dangerous disease. To contract it  
means the loss of at least five weeks  
of time off from work . . . plus the cost  
of nursing and medical attention.

Since typhoid fever is disseminated  
from the bedsides of those who have it,  
every additional case in the community  
adds to the danger of the disease be-  
coming epidemic in that community,  
through contaminated food and water.

As a prime precautionary measure we  
should first avail ourselves of the pro-  
tection afforded by artificial immuniza-  
tion. Three doses of anti-typhoid vac-  
cine, administered at weekly intervals,  
affords definite protection and is the  
most dependable precautionary measure  
available.

Every tenth one of us is susceptible  
and will "take" the disease if we acquire  
the germ by drinking contaminated  
water or eating contaminated food . . .  
food that has been handled by some per-  
son who is a typhoid convalescent.  
Among those of us who take the dis-  
ease, the mortality rate will be ten per  
cent.

Let one thousand of us drink water  
from some shallow well that is polluted  
with typhoid infected sewage, or drink  
milk that has been handled by some per-  
son recently up from a case of typhoid  
fever, one hundred of us will develop  
the disease—at an approximate cost of  
\$35,000. Ten of us, out of the hundred,  
will not survive. An investment of  
\$5,00 in artificial immunization will pro-  
tect the entire thousand and will pre-  
vent the one hundred cases—and ten  
deaths.

Prevention is profit; illness is loss.



# plain talk

## a look ahead

One half of 1930 is past. It has been fraught with unexpected problems, but what year is not? They have been met with vigorous action and careful planning.

Now the eyes of every superintendent in the company are turned toward the end of the year and the annual Progress Award. In the face of sub-normal business conditions and a general air of depression, it is a big job to make a greater merchandise sales record than ever before. But it is being done! Already some towns have exceeded their bogies. Others have gone far past the half way mark. The ultimate goal of 500 kilowatt hours per home customer this year is being approached.

One half the consideration upon which the Progress Award is to be made is "the best effort and results in increasing the sale of the company's service." Administration is already on an efficient basis. Production and operation are as important as ever, but they have reached a highly perfected stage.

The Commercial Department has been doing a fine job of selling but it now up to every one in the company to SELL THE COMPANY'S SERVICE.

Behind all this effort is one thought: The more electricity is used, making it bear the burdens of the home, the office and the factory, the more it will become an indispensable part of the daily lives of our customers; the more it will be necessary to their health and happiness; and the greater will be the growth of the company for which you work and upon whose success depends your future. It is the growing company that fills its higher positions from its own ranks.

The Progress Award is something in itself, something that is tangible and immediate. But every successful effort to increase your company's importance and usefulness to its patrons goes farther than the award. It extends into the future and is the foundation upon which your own success will be solidly set.

## the greenkeeper's lament

'Twas long after sundown  
And all o'er the course  
The damsels were whiffing,  
Their mates doing worse.

The last flick'ring rays  
Of the dim evening glowed  
As a misguided dub  
Hooked his drive to the road.

The fairways rang out  
With cries of chagrin  
When a rival's approach  
Landed dead to the pin.

Oh, the men sliced 'em in,  
But the girls hooked 'em out;  
And the bunkers were witness  
To many a rout.

Full many a shot  
Landed deep in the rough;  
And many a putt  
Missed the cup. It was tough.

But foursomes went out  
And foursomes came in  
And when dusk came to rest  
Over Number Nine pin.

The Jiggers and Mashies  
Were all put away.  
And the Greenkeeper swears  
As he thinks of the day.

When his beautiful fairways  
And velvety tees  
Were humocked with divots,  
And scarred were his trees!

Aye, the Mashies and Jiggers  
Are all put away.  
It's twelve months, thank heaven,  
Till more of such play!

—L. N.

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# PLAIN TALKS

Vol. IX No. 8

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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 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.



◆ ◆ *static* ◆ ◆

CORRECT

"Now tell the jury, lady," instructed the young lawyer, "just where the prisoner was milking the cow."

The young lady looked embarrassed and then smiled sweetly. "Why, I think it was just a little back of center, sir."



Man is somewhat like the sausage—  
Very smooth upon the skin;  
But you can't tell just exactly  
How much hog there is within.



He: "Something seems to be wrong with this engine, it—"

She: "Don't be foolish; wait until we get off the main road."



"If you had five dollars in your pocket, what would you do?"

"I'd think I had somebody else's pants on."



Mrs. Gray: "Ah, Jenny, I wonder if my husband will love me when my hair is grey?"

Mrs. Black: "Why not, he's loved you through three shades already."



He: "I know a girl who's never been kissed—so she swears".

She: "My gosh, who wouldn't!"



He tried to cross the railroad track  
Before the rushing train;  
They put the pieces in a sack,  
But couldn't find the brain.



Joe saw the train but did not stop  
They took his flivver to the shop  
And fixed it up as good as new;  
'Twas ready in a week or two.  
But though they hunted high and low  
They found not extra parts for Joe.



"That's a hot number," said the steer,  
as the glowing branding iron was pressed against his tender flank.

WHAT PART OF IRELAND

First Kindergarten Teacher—"And how many children have you?"

Second Kindergarten Teacher—"Twenty-nine; how many have you?"

First Kindergarten Teacher—"Thirty-six."

Pat (in seat ahead, who had overheard the conversation)—"Say, what part of Ireland are ye from?"



Fred Johnson  
gets tough in the rough



"Rastus, I am sorry to hear that you have buried your wife."

"Yassuh, boss, Ah jus' had to — she was daid."



"What is the difference between Boston and Chicago?"

"Well, Boston is noted for its boots and shoes, and Chicago is noted for its shoots and booze."

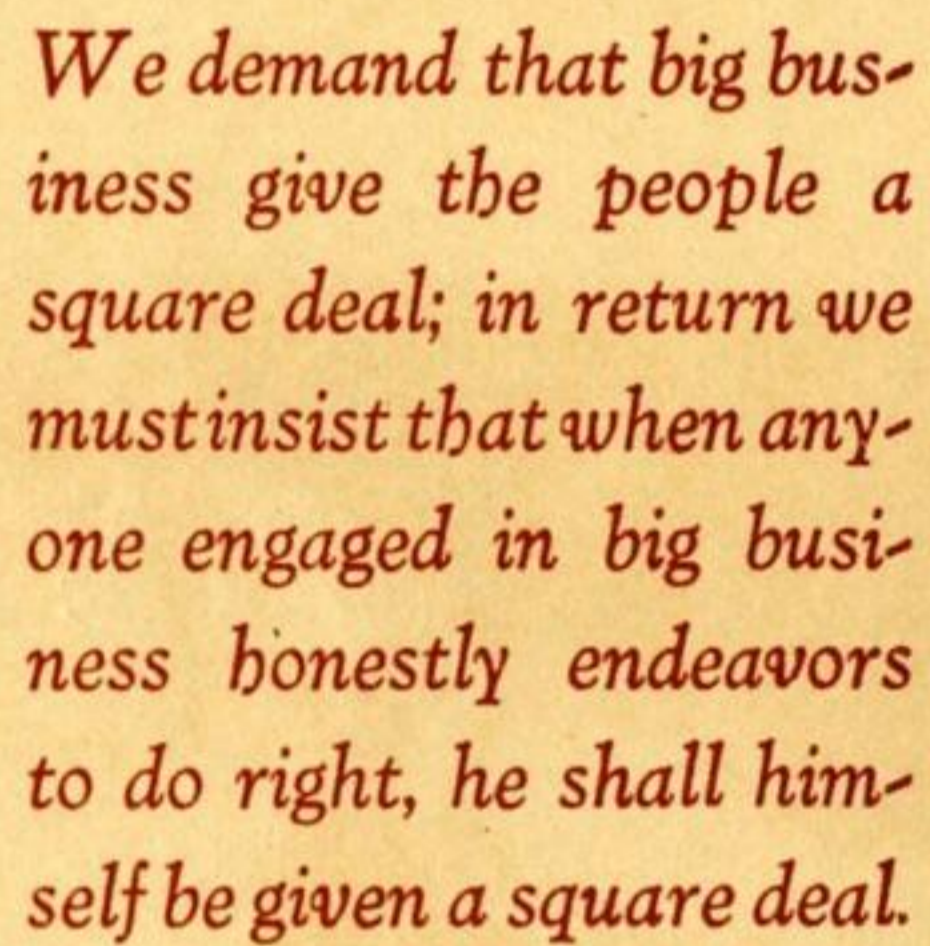


"When Mr. Kelly died he left all he had to our Orphanage."

"That was very nice of him, indeed. What did he leave?"

"His ten children."





*We demand that big business give the people a square deal; in return we must insist that when anyone engaged in big business honestly endeavors to do right, he shall himself be given a square deal.*

-Theodore Roosevelt