

BACK TO  
WORK..



**PPLAIN  
TALKS**

# THE PRESIDENT'S MESSAGE

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We may be quite certain that we are facing the second big adjustment of this depression. When depressions start, we must first adjust our affairs to decreased earnings, poor collections, unemployment and all the long train of difficulties that depressions bring about. Then when things start getting better, we have another set of problems to meet while we slowly climb back in earnings, and expand services and pay rolls to something like a normal position. Both of these adjustments are painful for each and every one of us, and the second is liable to be as painful as the first, even though we are headed in a more favorable direction.

The President has undertaken to show us a way to short-circuit some of the difficulties of this second adjustment through the N.R.A. So far as modern experience is concerned, we are traveling uncharted seas, very much as Columbus did when he set out from Spain. He didn't know where he was going when he started; when he got there, he didn't know where he was; and when he got back, he didn't know where he had been. Yet there is a promise of success in the plan, and we are going to try to adjust ourselves to the spirit of the idea and "Do Our Part" to make it produce the hoped-for results.

We have traveled together through the first adjustment period very creditably indeed. All of us have made sacrifices and found disappointments, but we have met them with patient and loyal cooperation. As we look back, we can see clearly that our situation might have been even more difficult.

Now we are asked to face this second adjustment with the same faithful loyalty and patience. Our troubles will not be passed until finally we work ourselves back to somewhere near normal conditions. As these problems arise, let us iron them out together with the same spirit of mutual helpfulness that has served us so well in the past.

*Tom A. Walker*

# BEAUMONT DIVISION

## Beaumont Accounting

We are glad to welcome Laura Burnitt of the Calvert office and Julia Peterson of the Navasota office. Miss Burnitt will act as relief Cashier in the Beaumont division and Miss Peterson will assume a position in the Accounting Dept.

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W.P.Allphin, former Chief Voucher Clerk, has been transferred to Navasota where he will assume the duties of Cashier and Storekeeper, E.H.Pintsch of Navasota is now in the Voucher Dept.

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Born to: the C.E.Henrys, Donald Farrington, August 6.

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B.E.Van Vliet, P.L.Powell, and W.Sherbourne of Stone and Webster Service Corp. are making the periodical examination of the company's records.

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## Beaumont Stenographic

The Steno department has served as a sort of relief agency during the last few weeks due to vacations in other departments of the company.

Delscie Miles spent two weeks in the Distribution department relieving Estelle Pipkin.

Elsie Murray served as "pinch

hitter" for Florence Wimberly, of the Purchasing department.

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Vacations: Marie Cato to Houston and San Antonio; Ruth Morgan to her old home in Shreveport; Frances Emmer to Birmingham.

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## Beaumont Sales

In a recent G.E.Refrigerator sales contest, J.B.Bishop won a trip to the World's Fair offered by Edmundson Refrigerating Corp. Pat took his family with him and they spent two weeks seeing the fair and visiting relatives in Kentucky and Oklahoma.

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The J.B.Bishops are building a new home on the Voth road. They expect to move in soon.

Vacations: the Caleb Frenchs to Village Creek; Bennie Stagg stayed at home to rest; Walter Richardson to Palacios; O.G.Floyd to Terra Haute, Indiana where his family had been visiting for several weeks; the H.R.Whitons to Massachusetts and Connecticut; Gladys Spell to Galveston and Houston; Pete Guelfi and family to Galveston and Anahuac; and the C.B.Barrons to San Antonio.

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### Beaumont Engineering

We are very glad to have E.C. Adams back with us again after his long absence.

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Bob Cruise was recently called to his home in Connecticut because of the serious illness of his father, whose condition is much improved at this time.

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Goodman, Cardwell and White are in Conroe working on the new extensions being made to serve the Sun Oil Co.

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When W.L.Trumper was asked about his new baby girl, he replied, "Wa-al, it's about so long, about so wide, and I don't know the color of its eyes yet."

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Vacations: C.R.Goodman went back to the farm; Opal Mauldin to Galveston; Bob Cruise and I.S.Pevoto to World's Fair.

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### Beaumont Distribution

Vacations: the H.E.Braunigs to Gilchrist and San Antonio; the J.O.Potts to San Antonio and Baton Rouge; the Frank Jones to World's Fair; Robert Hopkins and Estelle Taylor to Fort Worth; the Snooks Lindseys to Kimble Creek; the A.G.Mashburns to Mississippi and Alabama; the Fred Carters to Livingston; the Ed Greens to Corsicana; the G.S. Stobarts to Galveston and San Antonio; R.F.Reid to Oklahoma City; the Jim Coltharps to Turnersville, Glenrose and Marble Falls; Estelle Pipkin to World's Fair, Houston and Galveston.

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J.C.Morrison, Lewis Roberts, Don Henderson, Cecil Nantz, Alvin Stahl, Orion Hopkins, Walter Brader, Charles Ingraham, Frank Jones, Jim Coltharp, and Chester Ingraham chartered the tug boat "Ernest" for July 15-16 and sailed away into the Gulf of

Mexico for twenty-four long hours. Fishing, feeding the fish, eating, swimming, and arguing were the principal diversions. Some wanted to go again the following weekend and some said, "Never again!"

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### Beaumont Purchasing

Vacations: Jack Orrick to Chicago and Detroit; Florence Wim-

berly to Sour Lake; and J.P. French spent his time looking out the window at the rain.

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### Beaumont Billing

Clover and Thelma South had as their guests their parents, Mr. and Mrs. S. W. South, of Rice, Texas, during August.

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## E. T. E. NOTES

Good luck and best wishes to Marion Schwaner and Miss Hilda Fox...they were married on June 24 in Lake Charles.

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The I.W. Stanfords and Joe Bagleys spent their vacations at the World's Fair.

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H.L. Magee, Mechanical Department, vacationed in Old Mexico.

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Billie Gaines, son of O.W. Gaines, broke his arm while skating recently.

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The condition of Mrs. Bill Adams, who has been seriously ill in a Houston hospital for several weeks, is reported as being slightly improved as this issue of Plain Talks goes to press.

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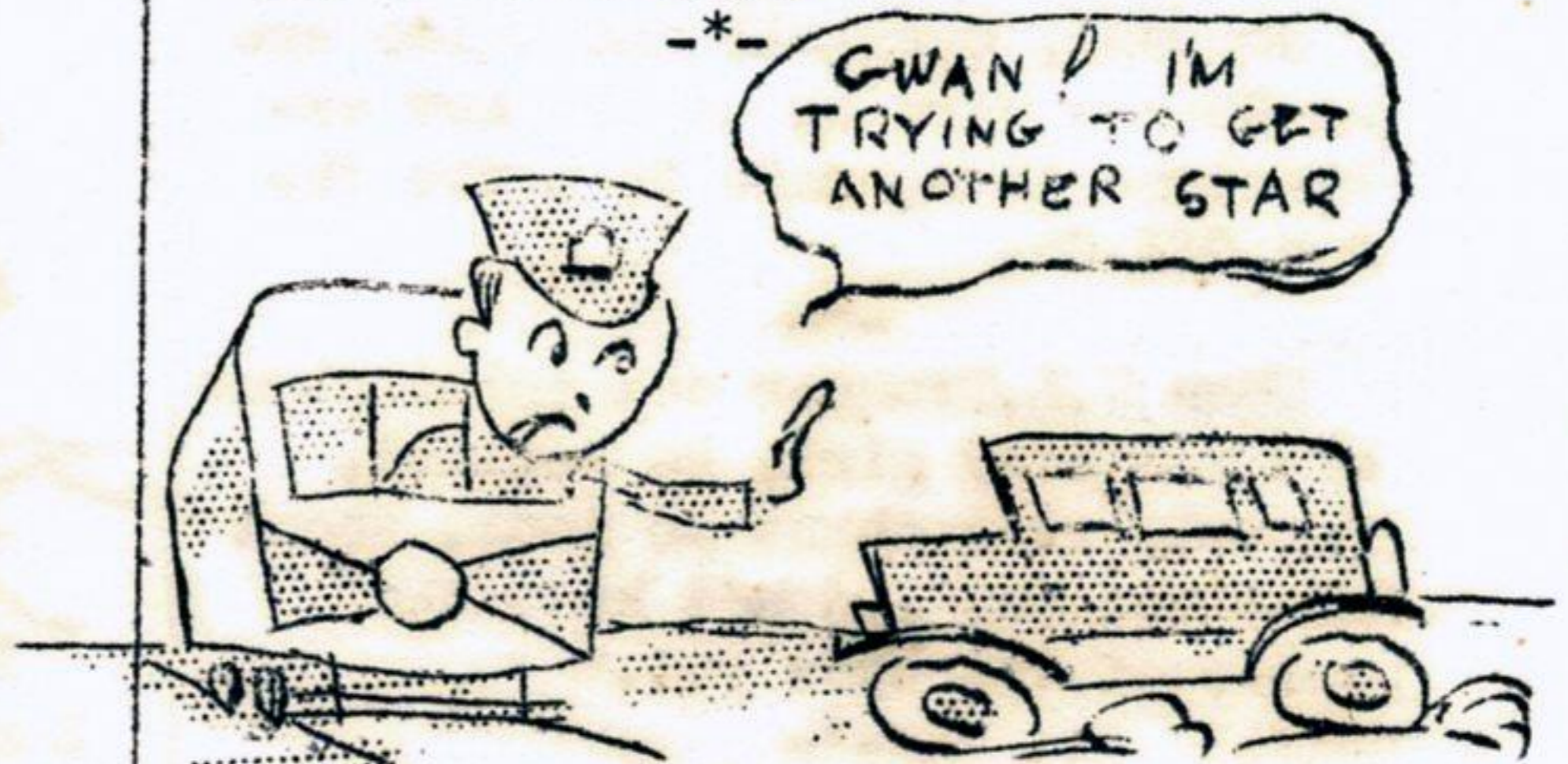
George Huff, former Pt. Arthur operator, has been transferred

to the Bus Garage.

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The old interurban track between Beaumont and Port Arthur has been sold to National Trading Co. of Dallas. Work of removing the track has been started under the direction of Ainsworth and Pelly.

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W.E. Adams, C.A. McMillan, W.O. Fedd, and B.F. Monroe are now proudly displaying their five gold stars. Each star represents twelve consecutive months of operation without a chargeable accident.

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# LOUISIANA DIVISION

## Lake Charles

Wm. Wendt and N.G. Carpenter have exchanged positions. Wendt is now Supervisor in the Lafayette Division, Electric Transmission and Distribution Dept., and Carpenter is Supervisor in the Lake Charles division.

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W.T. Rooney has been promoted to the position of Line Foreman in the Lake Charles Division.

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Born to: the H.A. Nails, Johnnie, July 3; the Henry LeVois', Martha, July 14.

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Congratulations to Edward F. Shea and good luck to Miss Opal McCrary. They were married July 24 at the home of the bride's parents in Monroe, La.

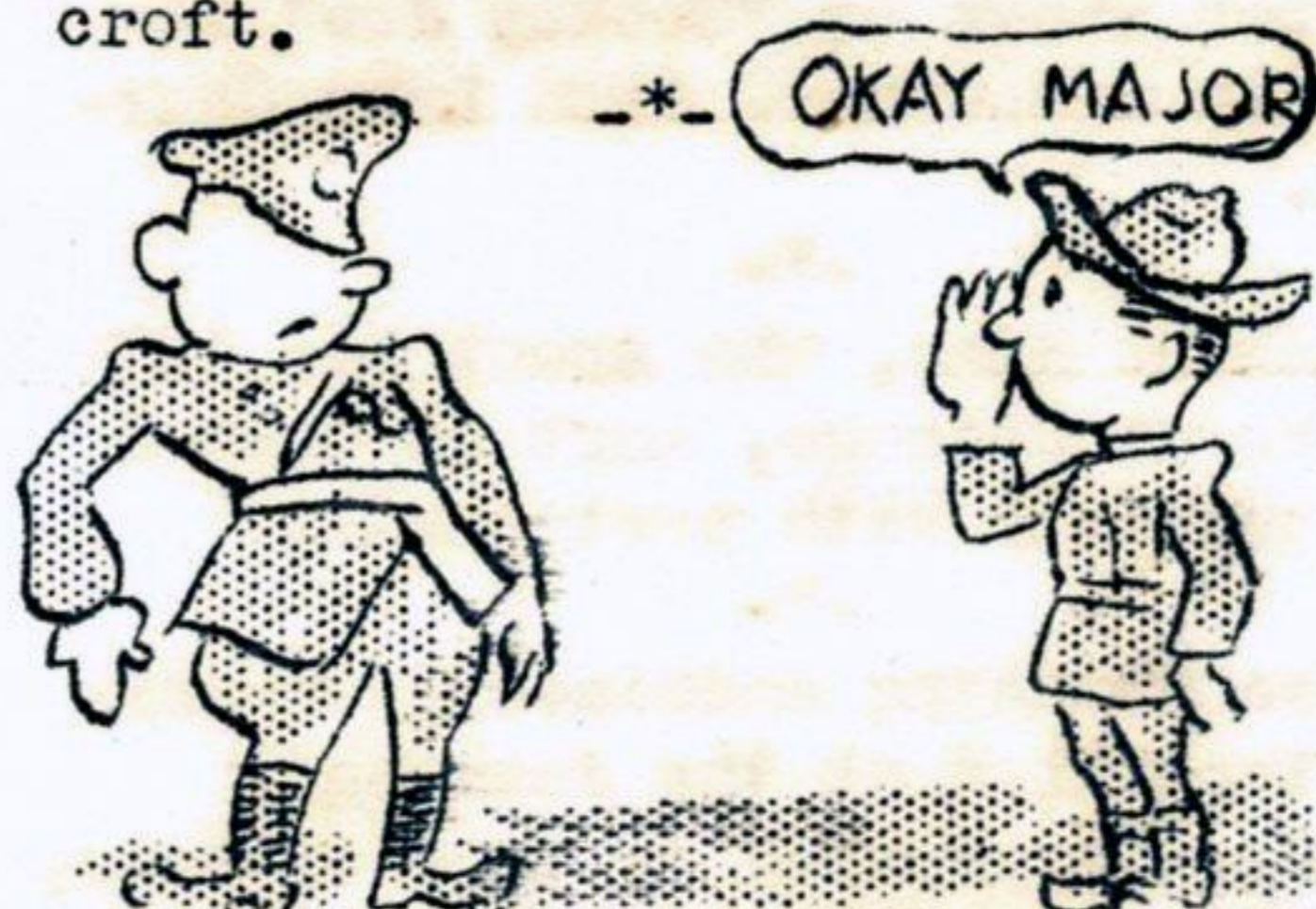
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Vacations: the W.L. Clements to Florida; Joe Austin to Baton Rouge; Louis Haxthausen sailed on the high seas; Jake Haxthausen was last seen headed toward Chicago; Ed Bradley to Chicago; Herbert Welsh to Many and Breaux Bridge; Lillian Ferguson to New Orleans and other places; the Burgess sisters to Texas; Wiley Bowden to Huntsville; and Lionel Dugas went to the coast.

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The P.W. Reeves, accompanied by

Miss Meda Keator and Miss Ruth Landry, left on July 29 for the plains of New Mexico. All visited the Reeves' family in Las Cruces except Miss Landry, who visited friends in Cloudcroft.



Our popular Assistant Treasurer, John R. McCann, lately commissioned "Major" in the Reserve Officers Training Corp. has gone to a training camp in Anderson, Ala. for two weeks.

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The Wm. H. Gieseke and little daughter, Alice Elaine, of New York City, were the guests recently of Mrs. Gieseke's mother, Mrs. Alice Reid. Mr. Gieseke, former chief clerk in the Lake Charles division, returned early in Aug. to the New York Office of Stone and Webster where he is employed. Mrs. Gieseke and daughter remained in Lake Charles for a longer visit.

Friends of Mrs. Frances Ferguson will be glad to know that she has recuperated from a recent operation and is now back at work.

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### Jennings

The Jennings employees welcome J.K. Wood to their midst. Joe, better known as "Smokey Joe" recently moved here from Lake Charles.

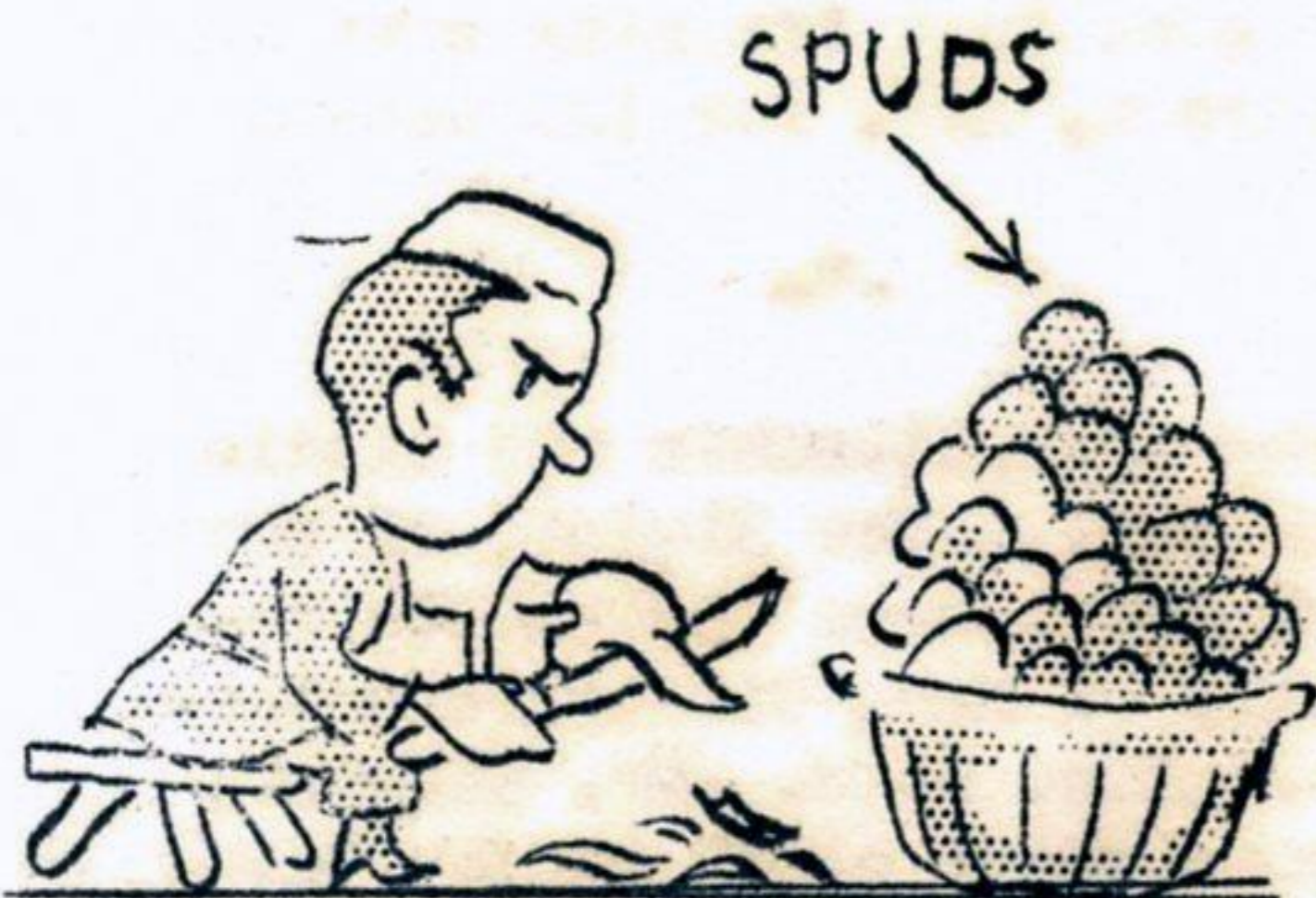
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Aulden Hine, who spent his two weeks at Chicago, kept us posted on the fair with post cards.

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Ice crushing machinery, recently installed at the Jennings plant, is proving to be a success, judging from the crushed ice sales.

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Raymond Bruce, who spent his vacation at Camp Beauregard, says army life isn't what it's cracked up to be.

Vacations: the Jack Chatelains to New Orleans; Lou Mouton to Baton Rouge, New Orleans and points east; R. E. Meisner to Lake Arthur where he encountered many mosquitoes.

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### Lake Arthur

The town of Lake Arthur has engaged engineers to map out a sewerage system, and draw up plans for a concrete public wharf.

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Because of unusually heavy rainfall in this section, irrigation motors have run very little during the past month.

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### Elton

We have a fine rice crop in this vicinity this year. Some of the farmers have begun cutting the early rice already.

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The Elton Gin started operation early in August. The cotton crop, however, is not so good.

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Supt. Jim Stokes is spending his vacation in the northern part of the state and Pt. Arthur. Ardie Clark and Dell Marsh are "pinch-hitting" for him until he returns.

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Mrs. Heck--I wonder, Mrs. Peck, if I could borrow your rug-beater.  
Mrs. Peck--I'm sorry, Mrs. Heck, but he doesn't get home till 5 o'clock.

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# NAVASOTA DIVISION

## Huntsville

On July 12, 13, and 14, with the cooperation of the Huntsville Item, a newspaper cooking school was held in Huntsville in the basement of the Baptist Church. The school was called "The Item's Health Kitchen Institute." Sixteen firms in Huntsville and four national firms cooperated with the Item and our company in making the school a success.

The Health Kitchen Institute was followed by a cooking school for the colored maids and chefs in the auditorium of the Huntsville High and Industrial School on July 19-20.

392 persons attended the Health Kitchen Institute and 369 attended the colored cooking school.

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J.H.Cates, electrician, has a new service truck. It's a  $\frac{3}{4}$ -ton Chevrolet with pick-up body.

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On July 24, Ruth Lee returned from her vacation spent in Dallas and Houston.

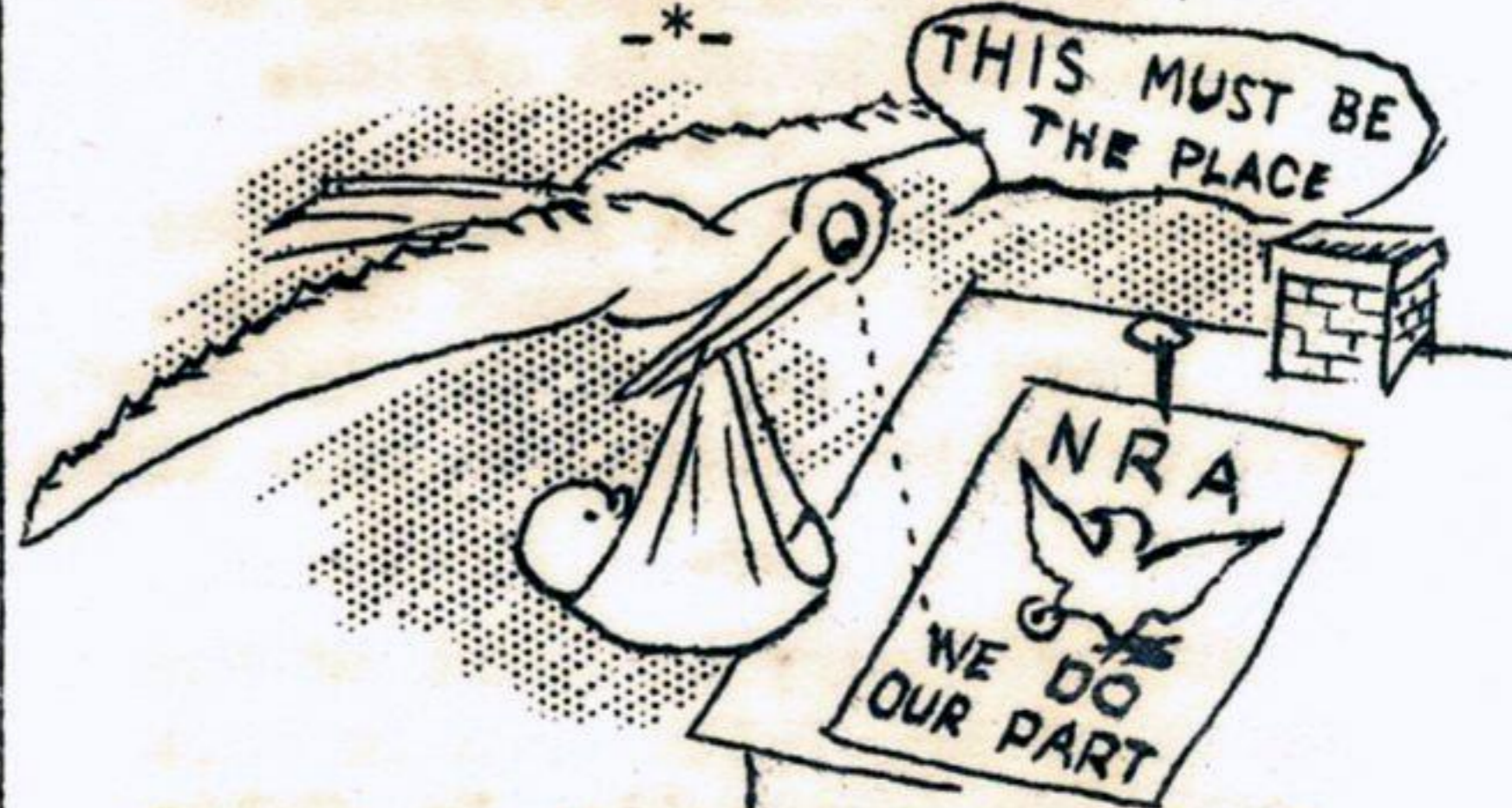
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## Navasota

Manie Voyles and Lee Minton of Pt. Arthur, Ralph McGowan of Jennings, La., Kenneth Sutton and Rod Honsberger of Beaumont, and W. C. Clarke of Caldwell held two very successful sales meetings

in the Navasota Division on July 12-13. We were glad to have them with us, and did we appreciate the sales tips they gave us!

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Born to: the Earl Colemans of Huntsville, a son, July 2; the W.R.Allens, a daughter, August 14; the W.E.Dinkins of Huntsville, Clair Lynn, August 5; and the L.T.Haneys, Jack, July 6.

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Vacations: the Lee McClurkins and Margaret to Kerrville; the Oscar Wyatts to Old Mexico; the D.M.Doans to Kerrville and Galveston; the Pete Simons to Pasadena, Cal. and Old Mexico; Billie Edwards to San Marcos and Madeley Pharmacy in Chapel Hill; Agnes Jameson to Dallas and points north, south, east, and west; L.J.Pitre to Beaumont and Louisiana; Louise Epstein of Calvert to Dallas and Chicago; Ruth Meekins of Cleveland to Navasota.

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Docia Moore has been transferred from Beaumont to Navasota. We are glad to have Docia with us and hope she likes her new home.

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We were sorry to see Judy and Fannie leave, but know they are glad to have an opportunity to work in the Beaumont office.

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Laura Burnitt of Franklin was transferred to Beaumont on Aug. 1. Sorry to see you go, "Pinkie", but we'll be seeing you some time.

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We were sorry to learn of the death of Mr. Taliaferro in Port Arthur on August 11. Mr. Taliaferro was the father of Mrs. E.W. Ward of Navasota.

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A.J. Johansen has been transferred from Alvin to Navasota as book-keeper. We are mighty glad to have Joe, and hope he likes us.

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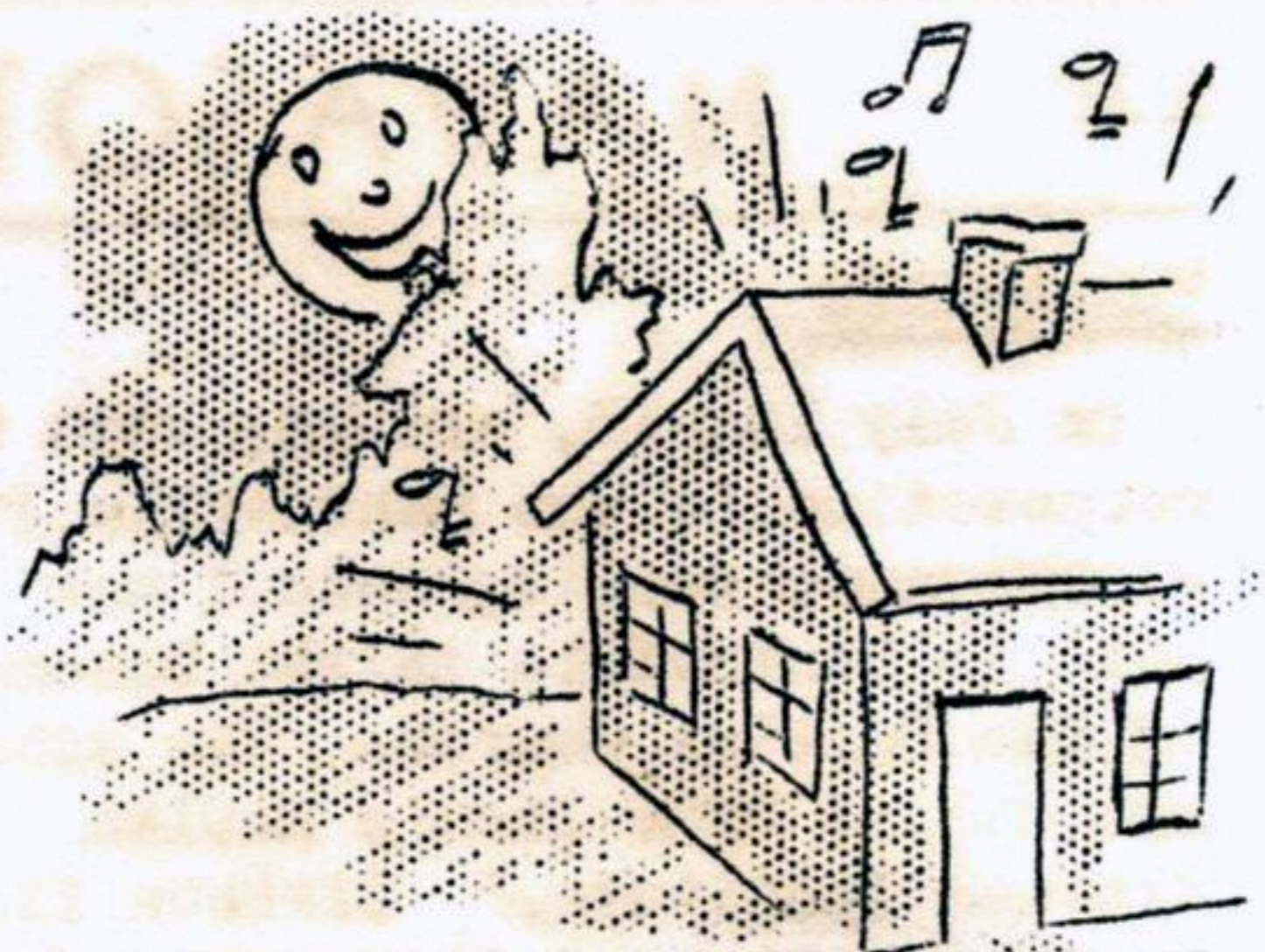
B.E. Milliken, Storeroom-keeper in Navasota for several years, has been transferred to Pt. Arthur to a similar job.

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A.E. Read is renumbering water meters in Navasota, and, incidentally, giving all the girls a break.

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L. Goodwin visited Kyle, Austin, San Antonio and points west on his vacation.



The best "whoopee" of the year was made at a party given by the Mike Merriams and the Forrest Merrills at the latter's home. It was one of those double purpose parties, giving us a chance to say good-bye to Fannie Spann and Judy Peterson, and Welcome to A.J. Johansen.

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The John Knapps leave the last of August for a visit with John's parents in Michigan.

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R.E. Cargill and family vacationed in Maine and Chicago.

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Mrs. Bob Morton gave Bob a surprise birthday party on July 12. Here's hoping Bob gets old in a hurry if we can always have such a grand time on his birthdays.

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Agnes Jameson is really quite snooty these days. She's sporting a brand new Chevrolet.

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## Conroe

It was good news for Conroe when the Delta Land and Timber Co. announced that it will soon begin operations with about 300 employees and a pay-roll of about \$20,000 monthly.

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Conroeites will soon be enjoying a new Club House at the San Jacinto Country Club. A  $1\frac{1}{2}$  frame building is now under construction.

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Prosperity has struck the Conroe office...four employees have purchased new cars: C.M.

Fleming and Jelly Gilmore are driving new Chevys, and Ruth Evans and Mabel Coleman are sporting new V8's.

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Mable and Charles Coleman took their vacation via their new car. They will travel about 3500 miles.

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Matt Craig recently attended a very big party in Navasota and came back talking about a "bed of roses."

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S.R. Hereford recently attended a meeting of officials of the East Texas Chamber of Commerce in Navasota.

# PORT ARTHUR DIVISION

## Commercial Department

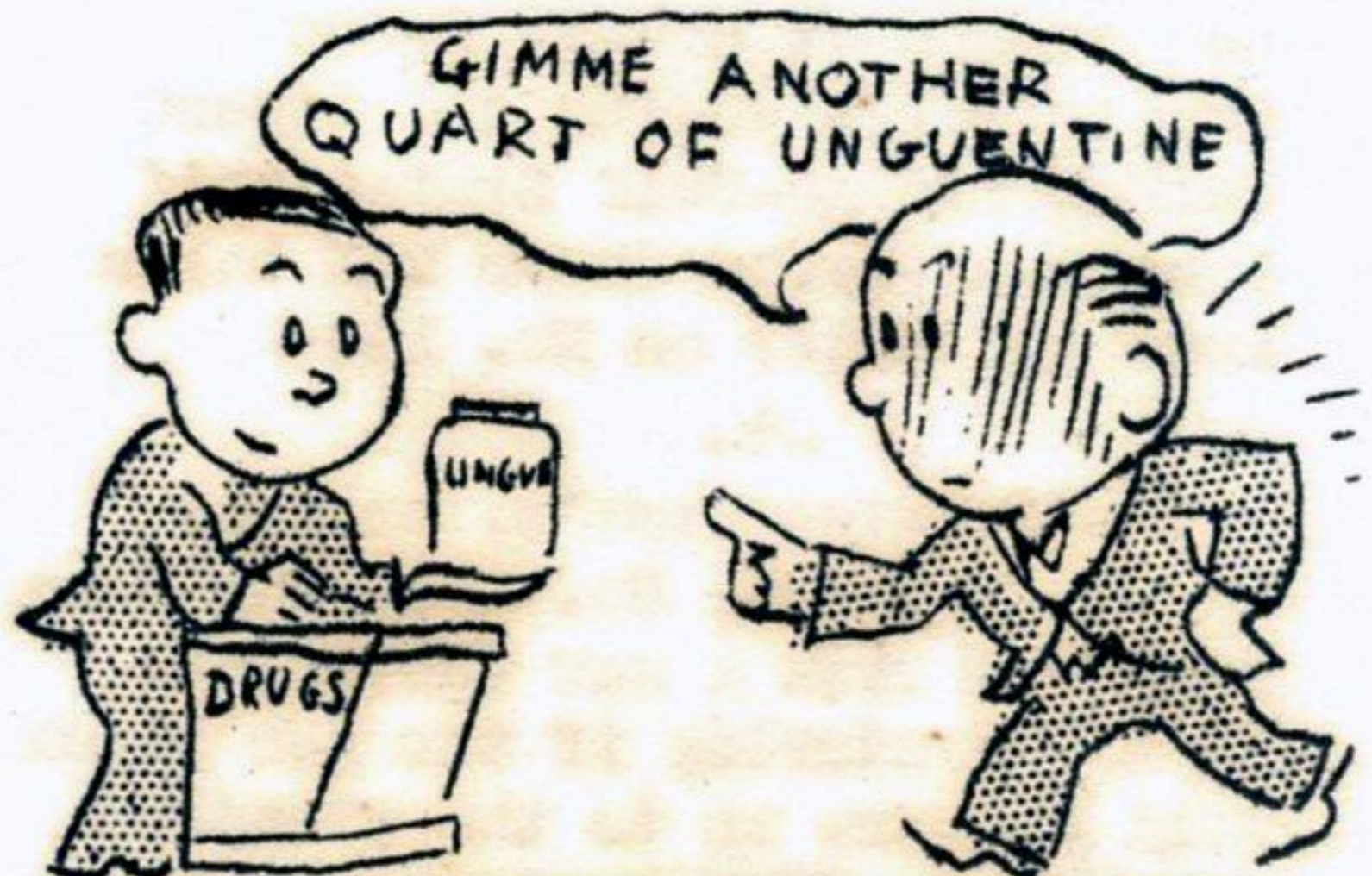
Everyone is talking, eating, sleeping electric ranges. D.R.s are sending out letters to special prospects and making call-backs on refrigerator users.

Mrs. Voyles conducted a 2-day demonstration and range show at the Department Club August 15-16, and held a series of cooking classes for the Camp Fire Girls during the first part of July.

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Sam (Howdy) Umphreys is doing K.P. duty while on his vacation at Camp Palacois.

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H.B. Earthman spent a week-end, recently, fishing. He came back full of fire, and feeling like an entirely different man. The Unguentine merchants are enjoying a nice increase in business.

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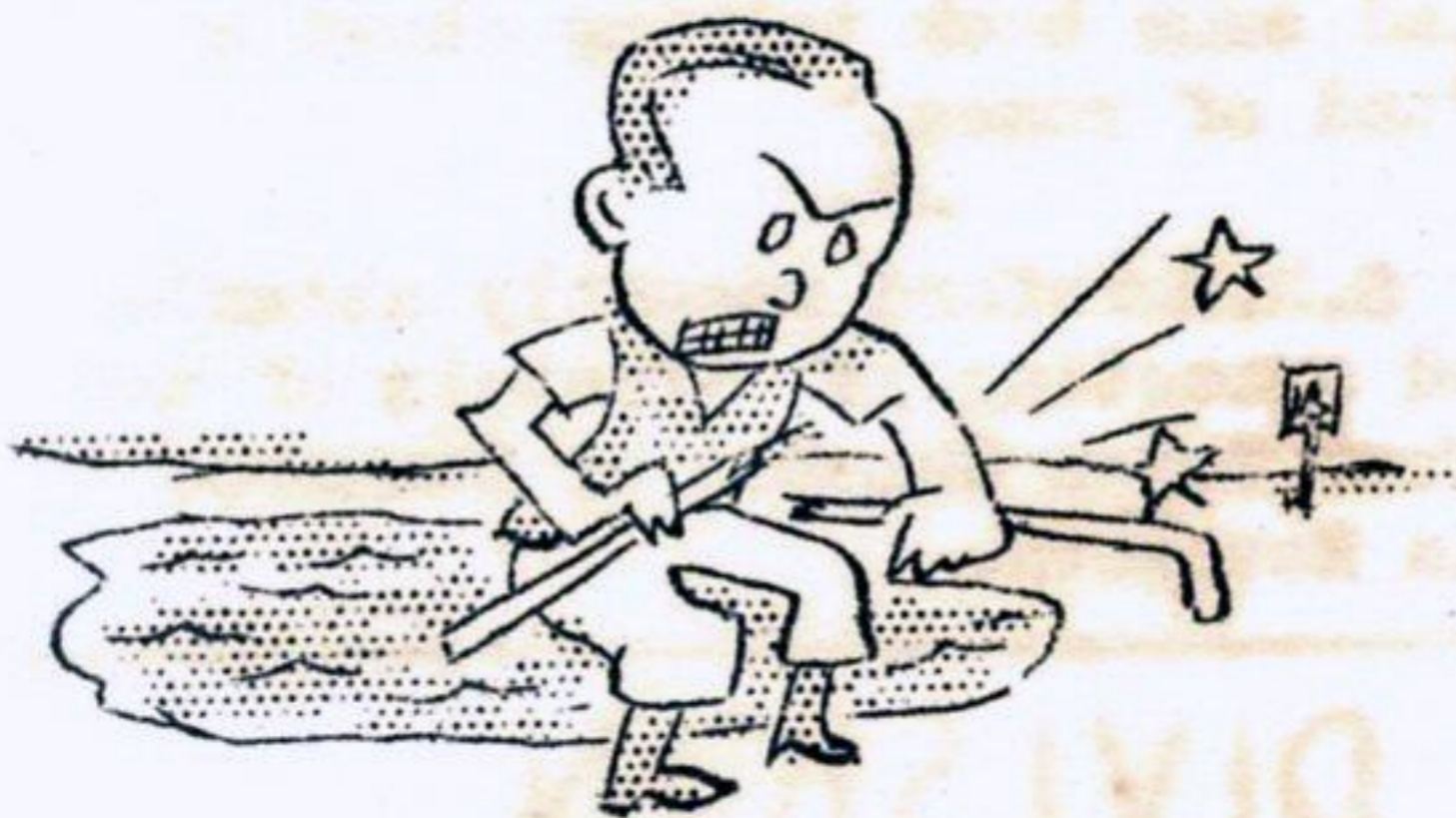
Cecil Keith's vacation ended abruptly last week...his wife returned from her vacation.

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Distribution

Vacations: M.R.Kunitz to a National Guard Training Camp at Camp Hulén, Texas; C.F.Lively to various creeks in Texas and La.

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"Pop" Jordan established a new record at Sunset Grove Country Club during the recent Gulf Refining-Gulf States golf tournament...he drove SIX balls into the water on No. 14:

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The Service Dept's. trouble shooting truck, No. 254, has been replaced with a new Chevrolet. We are wondering if the new truck will measure up to the standard set by its predecessor, which was on 24-hour duty each day during the past 2½ years, and had been driven 127,000 miles.

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Good luck to G.L.Hagler and

Miss Maxine Travis of Beaumont who were married August 1. Their honeymoon was spent in Houston, Dallas, San Antonio and points west.

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I wish to take this opportunity of expressing my sincere gratitude to neighbors and friends for their many acts of loving kindness and deeds of sympathy expressed by them during the illness and death of my dear husband, Lee N. Stanley.  
Especially do I thank the officials and employees of Gulf States Utilities Co. and Eastern Texas Electric Co. for their loving devotion and loyalty to Mr. Stanley, whose association with them was so pleasant and full of sweet memories.

MRS. LEE N. STANLEY

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Accounting

Elmer Engman from Beaumont has taken over Vernon Davis' duties in the Pt. Arthur Accounting Dept. Vernon has been transferred to the Beaumont Garage.

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J.W.McMinn has been transferred from the Beaumont Garage to the Commercial Dept. in Pt.Arthur.

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A "loud speaking" ventilating system has been installed in the Interurban Bldg. in Port Arthur.

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The Pt. Arthur Accounting Dept. was well represented at A Century of Progress last month. Sidney

Hebert, Elmer Engman and Etta Jones spent their vacations there.

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The New Deal is showing itself at the Power Plant. Russell, Boutte, Pace and LaCour have bought new cars recently.

## MISCELLANEOUS

### WOMEN STAGE ANNUAL PARTY

If you think for one minute that the Women's Committee picnic which was held July 21 at the Round Table Club on Village Creek wasn't a wow, well, Charley, you just should have been there!

Immediately after the swim and picnic supper came the high-lite of the program, the "bathing girls" revue, which was won by Frances Trotti Terrell. A beautiful Kress beer mug was presented the winner.

Jules Naquin and Fred Davis, as Eddie Cantor and Al Jolson, furnished some more good entertainment for the party.

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### LILYERSTROM MADE N.R.A. OFFICIAL

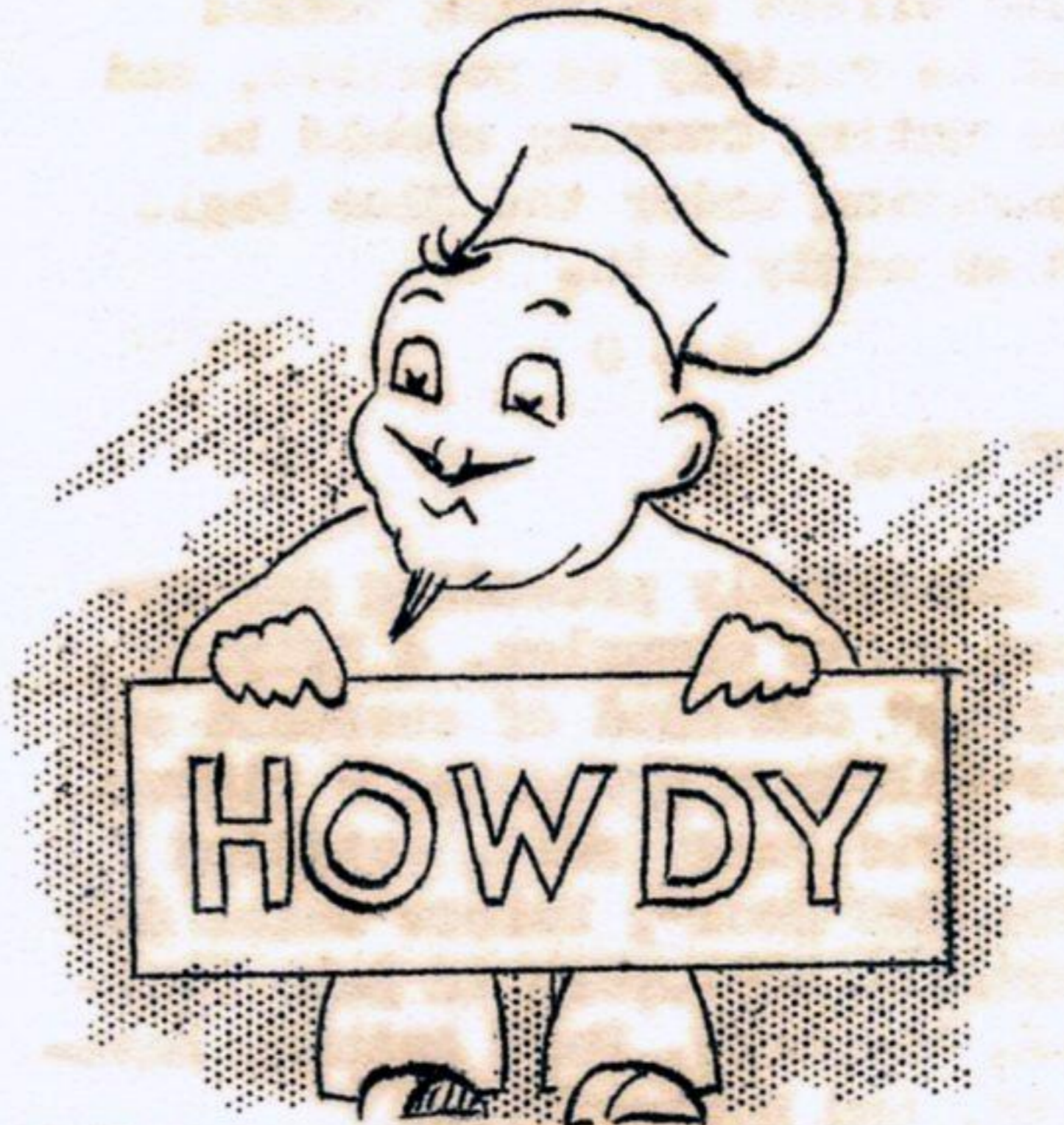
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She's in the Army now! In fact, she's at the head of the army of women in Beaumont who will canvass the city urging housewives to support those merchants operating under the Blue Eagle, and gather data regarding unemploy-

ment and wages.

Lieutenant-General Mary O. Lilyerstrom, that's the latest and greatest (although she has earned many another honor in the past) title yet to grace her name. Congratulations, Mary.

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MEET THE CHEF!

You'll be seeing him around quite often...on bill-boards, in

store windows...sticking to your correspondence, in the newspaper.

His one aim in life is to sell electric cookery, and no matter where or when you see him he'll always be singing the praises of electricity for cooking.

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#### UNDER THE EAGLE

Upon the acceptance by the National Recovery Administration of certain substitutions in the President's blanket code as proposed by the electric light and power industry and the ice industry, officials of Gulf States Utilities Company signified their intention of operating under that code.

Plans for putting the code into effect are being worked out as rapidly as possible, and the entire Company should be operating under the Blue Eagle at an early date.

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#### NEW DEAL

Immediately preceding our recent range campaign, a "flying circus" composed of seasoned actor-salesmen presented a clever electric range skit, entitled "The New Deal", before sales department employees in Lake Charles, Beaumont, Port Arthur, Navasota, and Huntsville.

The actors: Ace of Clubs R.V. McGowen of Jennings, "The Product"; Ace of Diamonds W.G. Clarke

of Caldwell, "The Market"; Ace of Hearts Rod Honsberger of Beaumont, "The Company"; Ace of Spades Mamie Voyles of Port Arthur, "The Sale"; and Joker George Minton of Port Arthur, "The Reward."

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#### MORE VACATIONS

N.R.A. may mean less work for some folks, but not for the C. F. Terrells. Day after leaving Beaumont for San Antonio and points west for a short vacation they were overtaken in the vicinity of San Antonio by long-distance telephone and advised of an important N.R.A. meeting to be held in Beaumont next night. Back sped the Terrells, arriving in-time for the meeting but tired from their drive of nearly 1000 miles.

Other vacations: the Tom P. Walkers and P.E. McChesneys to Chicago, Jack Reidy and daughter Patsy to Oklahoma, the P.R. Williams to North Carolina, the F.F. Johnsons to Mississippi.

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PLAIN TALKS is published by and for employees of Eastern Texas Electric Co. and Gulf States Utilities Co. 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 Gammage, Art Editor. Vol. 13-No. 4. August 1933.