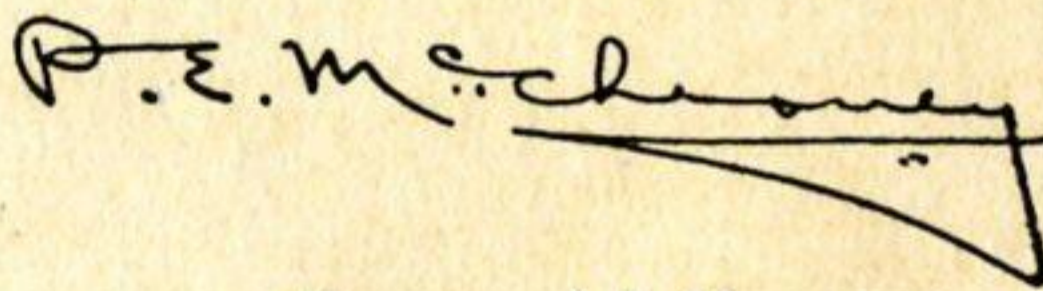


PLAIN TALKS

DECEMBER-1930



Your cooperation throughout this year has exemplified the true Christmas spirit and with this teamwork we have successfully met unusual conditions. We are girding ourselves and gathering new strength for an onward march with the determination inspired by the spirit shown throughout this year. On behalf of Plain Talks, as well as individually, I wish you and yours a Merry Christmas and most joyous New Year.

A handwritten signature in cursive script that reads "P. E. McChesney". The signature is written in dark ink and is positioned above a horizontal line that serves as a separator between the signature and the typed name below.

Commercial Manager,
Plain Talks Advisor.



Christmas Greetings

Long ago the world started to use this birthday of the Baby King to memorialize one of His great teachings—"It is better to give than to receive;" and many who do not worship at His altar observe this season to express their belief in the Giver of unselfish giving.

No better preparation for a Merry Christmas Season could the Dependable Public Service Family have had than their generous response to the Community Chests of our various communities. We have not only honored ourselves among our fellow men by this unselfish giving, when the need is so great, but we have also expressed the Christmas spirit in the most substantial fashion that could possibly be found.

Now we are rounding out a year of hard work against great difficulties. All things considered, it has been a good year, because it has demonstrated what results fine, intelligent cooperation can accomplish against great odds.

As I close this first year among you all, I want to express my sincere appreciation for the spirit of friendliness and cooperation that has meant so much to me and my family. And may I wish to every one of you, no matter in which corner of this far-flung territory you may be, a Merry Christmas Season and a New Year full of health and happiness.

Joseph Walker

Port Arthur Puts Big Pants on Lake Charles

Navasota Division Wins KWH Pennant

The Home Kilowatt Hour Contest, in which all divisions of the company participated, came to a whirlwind close on December 1. Final figures show Navasota Division, which led each month, still at the top of the heap, Beaumont Division in second place, Port Arthur in third and Louisiana in fourth place. Except that Port Arthur nosed out Louisiana in the last few weeks of the contest, the divisions finished in the order they ran from the first report.

"Everyone did splendidly," said Mr. Walker, who sponsored the contest and watched it with a great

deal of interest. "I want to congratulate every division and thank every employee who helped make the contest the great success it was in adding residential load."

The Navasota Division will receive the Walker home "kwh. champion" pennant.

During the four months covered by the contest the Navasota division added an average of 39.5 kwh. per home customer, giving the division a total of 772 points. Beaumont figures were 27.5 kwh. and 593 points. Port Arthur, which had an uphill battle all the way because of the tremendous layoffs at the refineries showed a gain of 18.4 kwh. for a total of

(Continued on page 17)

HERE'S THE OFFICIAL SCORE BOARD

	July 31 Figures	Campaign Periods	KWH Figures	Cumulative Gain	% Gain	Points
NAVASOTA	511.9 KWH	Aug. 31	522.5	10.6	2.07	207
		Sept. 30	531.1	19.2	3.75	375
		Oct. 31	542.0	30.1	5.88	588
		*Nov. 30	551.4	39.5	7.72	772
BEAUMONT	463.8 KWH	Aug. 31	472.3	8.5	1.83	183
		Sept. 30	477.4	13.6	2.93	293
		Oct. 31	485.3	21.5	4.64	464
		*Nov. 30	491.3	27.5	5.93	593
PORT ARTHUR	431.4 KWH	Aug. 31	437.8	6.5	1.50	150
		Sept. 30	441.2	9.8	2.27	227
		Oct. 31	445.6	14.2	3.29	329
		*Nov. 30	449.8	18.4	4.27	427
LAKE CHARLES	513.1 KWH	Aug. 31	521.3	8.2	1.60	160
		Sept. 30	527.8	14.7	2.86	286
		Oct. 31	530.8	17.7	3.45	345
		*Nov. 30	529.8	16.7	3.25	325

Engineering Department Pushes Construction Work

Plan and Supervise Erection of New Lines

R. B. Cruise

The activities of our Engineering Department are many and varied so that it is rather difficult to enumerate all its accomplishments for the year 1930. Practically all of the major equipment and material used in this construction was specified, inspected and ordered by this department with its engineers maintaining close contact with each job and making final inspection before the new work was placed in service.

Some idea of the department's accomplishments can be obtained from the following brief summary of the major work completed this year.

Right of way was located, surveyed, mapped and purchased for a total of 192 miles of transmission line. A total of 665 acres of land were cleared and 445 right of way easements purchased.

The largest single transmission line job completed this year was the 132,000 volt line for initial operation at 66,000 volts, 54 miles long from Neches Substation to Dayton. The line was located, surveyed and right of way purchased by the Engineering Department with Stone and Webster doing the actual construction according to their design. One of the unusual features of this line is the 28 1-2 mile tangent that our field party were able to locate between the west edge of Beaumont and a point east of Liberty. This is the longest section

of transmission line on our system without an angle in it. All the other lines consisting of ten sections of 33,000 volt line, having a total length of 105 miles and eight sections of 13,000 volt line having a total length of 32 1-2 miles were constructed by our own Operating Department.

Substations were designed and drawings and specifications furnished for eleven steel substations at Woodville, Nona, Romayor, Silsbee, Corrigan, Goodrich, Hempstead, Colmesneil, Moscow, Liggett and Port Arthur; seven small wood pole substations at Hillister, Warren, Kountze (2), Lumberton, Nome, and Devers. Other electrical work for which plans were furnished includes distribution automatic oil circuit breakers for the following substations: MacFadden, Batson, Kolbs, Spindletop and Hull; transmission automatic oil circuit breakers for Sour Lake, Daisetta and Roans Prairie Substations; regulators for the distribution circuits at Liberty, Dayton,

As we pause to look back over the past year, we recall that while we have not enjoyed the growth of normal years, nevertheless 1930 has been a year of definite accomplishments. The men and women of our two Companies have displayed their usual splendid co-operation in meeting new conditions and working out new problems. We are approaching the new year with confidence and determination.

With these thoughts in mind, I am wishing you all a Very Merry Christmas and a Prosperous New Year.

C. F. Terrell

Conroe and Tevis Substations and a Submarine cable across the ship canal at Port Arthur to serve the United States Engineering Department and Pleasure Pier.

Other construction which the department designed, prepared plans and specifications for and supervised include the following: 12,000 gallon storage tank and dispensing system in the Beaumont garage, Ice Plant Building which houses the 25 ton Ice Plant at Silsbee, Ice Vault and Office Building at Port Neches, Storage Garage at Silsbee, Mule Barn

(Continued on page 17)

Personal Improvement Classes Grow in 1930

Company Ranks High In Number Enrolled

Fred Johnson

Economy has been our "Watch Word". But there is one department of the company where "economize" has not been the order of the day. With 609 employees actively engaged in some branch of study, the Gulf States Utilities Company is now conducting its greatest educational program.

While members alone do not justly measure the success of any educational undertaking it is nevertheless a fair indicator of the frame of mind of the company employees. Of the 609 enrolled, 410 are in Personal Improvement work, 69 are taking N. E. L. A. correspondence courses, 7 are enrolled in the Westinghouse Range Course, 40 in various other correspondence courses other than N. E. L. A. that have been approved by the company, and 15 are attending local schools.

The 15 classes in Personal Improvement work are being conducted along different lines than have been followed in the past. It is still the object of these classes to instill confidence and render every employee better equipped to express his thoughts. This year, however, the classes are more of an educational group, with utility operations and policies, salesmanship and general business conditions, the themes for all discussions. Several of the groups are self-operated.

Last year the Gulf States Utilities Company ranked sixth with all power companies in the United States in N. E. L. A. correspondence course enrollments. We were second among southern companies, being passed by the Dallas Power and Light Company, who has about three employees to every one for the Gulf States.

In the first National Employees Speaking Contest sponsored by the National Electric Light Association and partici-

It has been my happiness to observe during 1930 a continuance of that splendid spirit shown in prior years by our employees.

Without the interdepartmental co-operation which we have enjoyed so fully, we could not have been so successful.

I sincerely appreciate the opportunity offered by "Plain Talks" to wish each fellow member of our organization a Merry Christmas and a Happy New Year.

P. R. Williams

pated in by all of the leading electric utility companies in the United States, Gulf States ranked among the first in numbers participating. We furnished better than one third of the contestants in Texas with a total of 86. There were 4,200 contestants in the United States.

The contest this year will be conducted under rules similar to those employed last year, with the one exception, that two contests, one for women, and one for men, will be held instead of the one for both last year. We anticipate 130 contestants among the Gulf States employees this year.

With the new refrigeration course now being completed by the Production Department, that will be conducted early next year, and with two new N. E. L. A. groups now in formation, the total number of employees actively participating in some form of education should easily reach 750 in 1931.

Pre-Christmas Sales Meeting at Nederland



One of the outstanding sales meetings of the year was held at the Nederland office, December 7 when all members of the Commercial Department in the Beaumont, Port Arthur and Liberty Divisions met to discuss the final sales campaign of the year. Port Arthur again won a selling contest from Beau-

mont, and the boys up the river will again have to eat beans because of the effective range sales drive the Port Arthur boys and girls put on.

A high spot of the meeting was the inspiring talk of Fred Johnson who urged employees to take stock of themselves and see where improvements can be made for the coming year.

Merchandise Sales Show Result of Co-operation

H. H. Luce

A program for the sale of electrical merchandise is made up each year by the Merchandising Department. Each year a bogie calling for greater sales is set up.

The merchandise sales bogie for 1930 was \$482,000 compared to \$435,000 in 1929. It anticipated the sale of 800 electric refrigerators, 430 ranges, 98 water heaters, and hundreds of small appliances. With December still to be counted, it seems certain that the bogie will be made while the sale of major appliances will exceed the bogie. The first eleven months' sales accounted for 776 of the 800 General Electric refrigerators, 428 of the 430 ranges, and 92 of the 98 water heaters.

Members of the Merchandise Sales Department start out daily with two thoughts in mind: First, find people who need electrical appliances, then select those with the ability to buy. The proof that this plan works is found in the sales report.

The Company believes that the District Representative Plan, through which we sell our appliances, is the best solution to our merchandising problems. The representatives save time in reaching prospective buyers because, as meter readers, they have entree to every home in their district. They have more time for good-will building and demonstrations and for routine work such as collecting.

Each year since the District Representative Plan was begun sales have shown a substantial increase. As a specific example of how intensive the sale of appliances can be, one of the Beaumont District Representatives sold one

(Continued on page 16)

Crainmen Set New Accident Record in 1930

J. T. Reidy
Claim Agent

Throughout the year of 1929, the operators of our street cars, buses and interurbans in Port Arthur and Beaumont did a wonderful job of accident prevention work. At the close of the year the records revealed that the number of accident had been materially reduced under the previous years.

Let us stop here and explain that the word "accident", to us, means anything unusual that happens on our cars, such as passengers fainting, altercations between passengers, arguments over fares, and even the slightest collisions between automobiles and the rear of our cars, and other incidents too numerous to mention.

The old spirit of accident prevention remained with the men from the first day of the year 1930. They started off with a bang. Our boys fully appreciated the fact that the general depression in every line of business would necessitate the laying off of men in every walk of life and that a goodly proportion of the men are our customers. In order to cope with the situation and to fall in line with the program of strict economy inaugurated by our Company, every man on the job resolved to cut out accidents wherever possible and operate his equipment safely. The operators held meetings with the supervisory force and among themselves and drew up plans for extensive safety programs. Safety contests were held between the several teams, captained by members of the supervisory force, with a worthwhile offer being made to the team having the least number of accidents. The results were gratifying—accidents were reduced appreciably—and each month the winning team was given an enjoyable outing or entertainment of some kind in appreciation of their untiring efforts.

During the eleven months of this year we had very few serious accidents and we have gone these eleven months without a fatal accident. The accident prevention contests referred to are invaluable.

Keyed to the highest pitch of enthusiasm, they established a new, low record for all time, a total of forty-six accidents for the entire Company during the month of August. During the same month five days passed in succession without a single accident. We are justly proud of these records. We are also boasting over the record of 187 "no-accident" days established by our Port Arthur division against 184 "no-accident" days for the same period last year. Our Beaumont division has had 54 such days in 1930 as against 46 "no-accident" days in the same period last year.

It is needless to say that an appreciably less amount of money has been spent to handle claims resulting from accidents during the ten months of this year than was spent during the same period last year. To tell you that we have spent 17.3% less money during the ten months of this year than over the same period last year is sufficient evidence to prove that accident prevention is well worthwhile, and shows what the men really can do with the proper inducement.



Operator Commended for Thoughtfulness

Another example of thoughtfulness has been acknowledged by a patron of the Lakeview bus in Port Arthur. The lady rider lived in an unlighted portion of a suburban residential district and going home late one night expressed fear of the dark walk to her home, a block from the bus route. The operator obligingly trained his lights on her door and she walked home in safety. His kindness elicited this expression of thanks:

"I would like to commend Mr. Marcantel, who made the 11:35 p. m. trip to Lakeview last Sunday, for an act of kindness and courtesy extended me. It is indeed worthy of mention.

E. T. E. Co. Carries on Improvement Program

During 1930 two projects of particular interest on our construction program were completed.

When it became evident that Royal Street in Beaumont would be paved, the Company, decided that instead of making the heavy non-productive expenditure which this would necessitate if we were to continue street car operation, it was more desirable to pull up our tracks and substitute bus service to the territory involved. This, of course, required new busses but their cost was a great deal less than the track renewal and paving would have been.

Three Twin Coaches were purchased for this line and went into service September 12. Many favorable comments have been made on this change, for the busses provide a more flexible and faster service than it is possible to give with street cars and their smooth and quiet operation is meeting public approval.

In September the City began an extensive improvement on Elgie Street from Port Arthur Road to Avenue A, involving five blocks of our Park Street line. Being almost in the middle of the line, and since the streets throughout this territory are in very poor condition, it was obviously inadvisable to substitute bus operation.

In this instance, therefore, the Company was compelled to rebuild its road bed and track and pave the required nine foot strip. The job was somewhat more costly than the usual one of this kind because the street grade was lowered fifteen inches making necessary a much deeper excavation.



Ten Perfect Records in Port Arthur

Although the Port Arthur Operators have been in the employ of this Company less than three years, ten of the twenty-five operators now possess two gold stars. Most of them are in line for their third. These men may actually have gone considerably longer without an accident, however our files do not

Honor Roll of Veteran Employees

G. W. Stevenson, Motorman	18 years
T. A. Cosper, Conductor	17 years
B. F. Monroe, Operator	17 years
T. J. Bagley, Motorman	17 years
E. E. Thomas, Supervisor	14 years
O. W. Gaines, Superintendent	14 years
F. S. Sheffield, Asst. Supt.	13 years
J. H. Ward, Asst. Supt.	13 years
E. R. Frost, Motorman	13 years
R. W. Stanford, Motorman	13 years
L. T. Raley, Dispatcher	12 years
O. E. Eggleston, Supervisor	12 years
L. Hudler, Operator	12 years
H. H. Goza, Operator	12 years
L. C. Singleton, Supt.	11 years
A. Vincent, Dispatcher	11 years
J. W. Christopher, Operator	11 years
F. B. Gaskin, Operator	11 years
W. E. Adams, Operator	11 years
E. L. Wooley, Operator	11 years
W. Hughes, Operator	11 years
L. Tucker, Conductor	11 years
C. A. Boyd, Instructor	10 years
H. E. Davis, Conductor	10 years
E. E. Herring, Operator	10 years
H. L. Daugherty, Operator	10 years
F. Perryman, Operator	10 years
C. A. McBride, Operator	10 years
W. G. Turner, Operator	10 years

disclose what happened prior to our acquisition of the property which occurred in February, 1928 and therefore we are unable to show the splendid full records these men have undoubtedly attained. Their names follow:

P. Abshire
T. Davis
W. A. Drews
A. L. Fuller
J. E. Hamilton
W. Hebert
Geo. Huff
M. Knight
J. Landry
H. Lusted

Production Department Record Good for Year

Rufus Sorrels

A three fold duty in the production of electricity, ice and water falls to the Production Department, and it is encouraging to note that our progress for the year in each of these divisions has been approximately proportional to its relative importance.

In the electric field, our work has been centered for the most part, in Neches Station and in Lakeside, our largest standby plant. In the former, numerous safety measures have been taken during the year. A new and larger steam turbine driven boiler feed pump has been added along with the most modern type of surge tanks and deaerators.

A new turning device has been installed on the larger of the two generating units so that the unit may be kept revolving when not in operation. This feature will permit the machine to be brought on the line in considerably less than an hour. These features, along with the turbine protective equipment installed on the feed water heater lines to prevent steam returning to the turbine in case of a shut down, have made the generating equipment of this plant as reliable and sure of operation as it is possible to make a generating plant today.

Aside from these features, a new transformer bank of twenty seven thousand kilowatts has been installed at the Neches Station to serve the 33,000 volt transmission lines, giving added capacity and further assurance of uninterrupted service.

At the Lakeside generating station, the intake and discharge channels for the condenser water have been renewed with modern concrete structures tying in permanently with the new seawall that is being installed along the Port Arthur canal bank.

The grounds about Neches Station have been filled in from dredgings from the river, adding much to their appearance.

At Port Neches a most modern re-

The Line Department In Action On---



frigerated vault and merchandise sales room has been built. This building surpasses in modern construction and lighting effect all other structures in its district.

Attractive Displays Sell Westinghouse Ranges



No small part of the success of the Merchandise Sales department is due to the attractiveness of the window displays and fair booths and store arrangements which tell the story of the convenience, efficiency and economy of electrical appliances. Here are three examples of attractive displays in Beaumont in connection with the recent Westinghouse Range Campaign. At the upper left is the Thanksgiving window which was designed and installed by Jack Gammage

and illuminated by Clarence Barron. It attracted much favorable comment.

The economy of electric cookery is emphasized in the interior store display at the upper right. In the center picture Mrs. W. A. Browne and Maymie Volyes are demonstrating the fine points of the Westinghouse Range in the Company booth at the South Texas State Fair. Thousands of our customers saw this attractive booth.

New Highline Completed To Town of Anahuac

Completion of the highline to Anahuac was appropriately celebrated the evening of December 5, under auspices of the Chamber of Commerce of citizens of the community at the Anahuac school house.

Featuring the program was a talk by President Walker in which he pointed out that extending electric service to isolated communities is something more than just a cold blooded construction proposition to the true public utility man.

"The true public utility man must be something of a dreamer of dreams who can see the comforts and conveniences his work will bring to the women and the men and the children of the communities he serves," said Mr. Walker. He expressed our pleasure to be counted as citizens of the progress community of Anahuac and similar sentiments were expressed by Mr. McChesney, Mr. Luce, Mr. Taylor and Mr. Sutton. Mr. Lawson, representing the Beaumont Chamber of Commerce, congratulated Anahuac and discussed various proposed public improvements which would mean further progress.

Port Arthur Girls Win Sales Contest



Spurred on by a \$5 bonus for range prospects which resulted in sales, as well as weekly prizes of silk stockings to members of the winning team, the Women's Committee of the Texas Division staged a highly successful campaign in October and November.

In the upper picture Maymie Voyles, Captain of Team 18 of Port Arthur is accepting a Telechron Electrolarm clock from Mr. McChesney for the best individual record. She accounted for 19 range sales in the contest while her team led by a wide margin the other 18 teams with a total of 28 sales to win first place and the Mary Lilyerstrom Cup.

From left to right in the picture are: Amy Oubre, Theresa Kaper, Maymie Voyles, Mildred Smith and Myrtle Johnson celebrating their win with a round of smiles.

Largely through the efforts of Team 18, Port Arthur will eat fried chicken and Beaumont will have to eat beans at the banquet which will be given to celebrate the conclusion of their range selling contest.

The Girls of the entire Women's Committee sold better than an average of one Westinghouse Electric Automatic Range per day during the contest, their total being 65 sales.

Women's Committee Year Filled with Varied Programs

As the year comes to a close, members of the Women's Committee of the Company can look back on a year filled with a wide variety of activities.

Members of the Committee played an important role in the public speaking contest which was concluded in the winter. Julia Peterson of Navasota won first place among the girls and Dorothy Stephenson of Port Arthur was second.

The girls quartet was active until July and made several public appearances. On two occasions they appeared in the Company radio programs broadcast on Sunday from Station KFDM, and also made their appearance before the big employee party at the Y. M. C. A. in May. The quartet included Lorraine Flinn, Pearl Gholson, Frances Emmer, Agnes Goode, Mary Lilyerstrom, and was directed by E. O. Bangs.

The girls showed their ability and versatility in another field when they edited the June number of Plain Talks, The Women's Issue was an outstanding number of the year. The staff included Eliza Bryan, editor; Mary Butler, associate editor; Docia Moore, art editor; Fleta Bell Denton, joke editor; Frances Emmer, snapshots; and Agnes Jamison, cartoons.

Consolidation

In order to centralize the work of the Women's Committee in the Company, the Port Arthur and Beaumont groups were consolidated in October. With the exception of members in the Navasota Division, it is possible for every girl in the Company to attend the monthly meetings. Each month a member of the Navasota Division is permitted to attend the meeting in Beaumont and in this way each girl is given an opportunity to visit the Beaumont office and acquaint herself with the various departments of the organization. The entire Committee now includes 100 girls divided as follows:

Beaumont Division . . .	59
Navasota Division . . .	17
Liberty Division . . .	5
Orange Division . . .	3
Port Arthur Division . . .	15

Every meeting of the Committee is planned with an eye not only to its educational and constructive programs but to its entertainment value, and the year saw the girls enjoy a trip up the river from the Neches Station, a big picnic at Port Neches, and a kitchen party in October for the wives and employees of the Company.

Delegates from the Committee attended a short course on household electrical equipment at Denton, Texas in March and a meeting of the Southwest Geographic Division of the N. E. L. A. at Hot Springs held in May.

The fiscal year ended in September, at which time Miss Mary O. Lilyerstrom succeeded Mrs. Ruth Wilbanks as Chairman, and Estelle Pipkin succeeded Elsie Murray as Secretary.

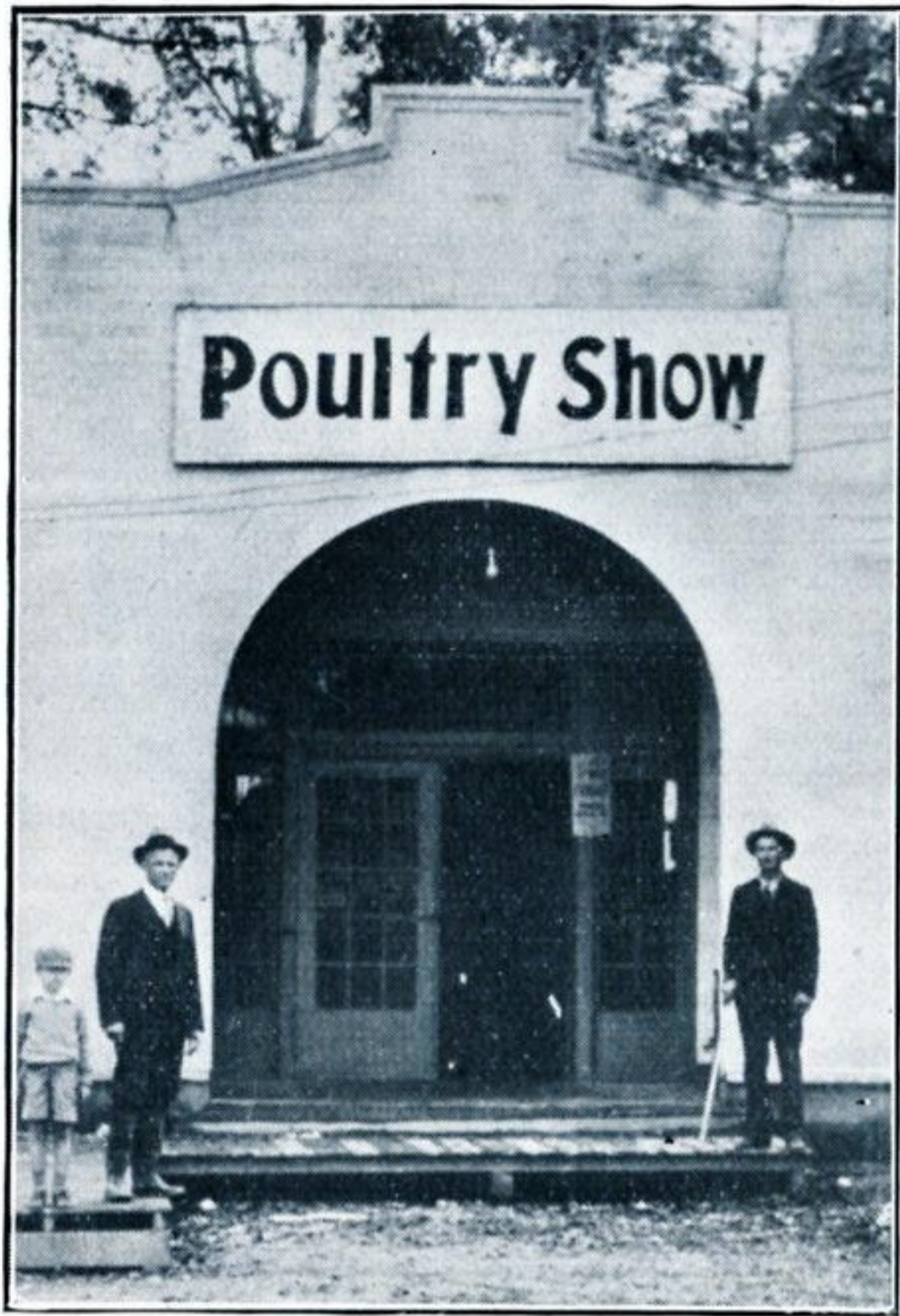
The newly elected Chairman attended a State Committee meeting in Dallas on September 29, at which plans were discussed for staging an efficiency contest to end March 1, 1931. The contest will cover attendance, sale of appliances, sale of stock, first aid work, and public contacts with outside groups. Committees are to be appointed and plans outlined so that the Beaumont Women's Committee will be a real contender in the contest. A first aid team is to be organized and members of the Committee are urged to enter the public speaking contest immediately.



Three-Star Men

Port Arthur now has two 3-star men, T. "Hoot" Gibson and H. E. Merritt, who were transferred from the Beaumont Division, thus accounting for their advanced standing. All these twelve men are deserving of all possible commendation on their splendid individual records, for to attain them this early each has been compelled to operate his car with the utmost skill and proficiency in order to have gone two entire years or more without a single chargeable accident.

Master Mechanic Directs Fair Poultry Show



H. C. Presslar, master mechanic at the Beaumont shops of Eastern Texas Electric Company, is an ardent poultry fancier and has achieved quite a reputation as a judge and breeder of fine poultry. He supervised the big poultry show at the South Texas State Fair this fall, which enjoyed its biggest and most successful season.

He is shown here at the left before the entrance to the exhibition building. The several score exhibitors who entered their fine birds at the show complimented Mr. Presslar on his fine handling of the entries and his expert care of their birds while they were on exhibition.



Basketball Players Start Winter Season

The basketball team has started its second season off in fine style, winning three of its four games by big scores and losing the other one after a hard struggle to the Navasota All-stars.

December Plain Talks

Coach Floyd is jubilant over the chances of his charges and has brought them around in good shape for the opening of the season. The squad includes Robert Roy, captain and guard, Ray Gay, "Shorty" Price, Andy Poulson, Bill Buckley, Caleb French, R. F. Scott, P. W. Harcastle, Vernon Davis, Fred Grimes, J. A. Kirwin, D. C. Story and A. J. Fichtner.



"On behalf of the employees of the Port Arthur Division and myself, I wish to extend Holiday Greetings to our fellow employees in the other Divisions. We sincerely hope that the year of 1931 will find prosperity, happiness and joy in the home of every employee, and may the coming year be the most outstanding in accomplishments for our entire organization!

L. E. Thorne

Statistical Department Completes First Year

Due to the increasing demand for statistical information which it is necessary to compile, not only for officials of the various departments of the company, but for government requirements, a statistical department was formed at the beginning of the year with J. M. DeBouy at its head and in twelve months it has accumulated a vast and ever growing amount of statistical data on every phase of the Company's activities.

A great amount of time and skill are required in the preparation of such figures and the department now has three full time workers. Besides Mr. DeBouy, J. T. Rosser and W. H. Caswell, Jr. are at work compiling the records of the office.

Conroe Chatter

We feel that we were very fortunate to sell 10 ranges in the Conroe district during the month of October. Seven ranges were sold in Conroe and three in Cleveland. Bill Earthman proves that he is related to the famous Hallie B. as he closed two range sales and one General Electric refrigerator sale.

"Hips" Sisco and Miss Eva Lou Dean were married a few months ago but managed to keep it quiet until recently. Mrs. Sisco is continuing to work in her father's grocery store.

Oliver "Tony" Bushart, the dependable little ice deliveryman, and Miss Jewel Smith of Conroe were happily married the first week in November. Tony was very fortunate, as he missed by only a few minutes a buggy ride planned for him immediately after the ceremony.

The Conroe plant is being improved. A new roof is going to be put on it and it is going to be stuccoed. Mr. Poland is in charge of the work.



Readings from the Meter Department

R. O. Hopkins has a new Ford, result: has to carry a baseball bat to keep the women off him, incidentally Estelle Taylor is in the lead.

Mr. and Mrs. J. M. Dugan are the proud parents of a son, born December 8.

J. B. Coltharp and Matt Craig will enjoy the Christmas holidays in Turnersville, with Jim's parents. In case every one doesn't know, Waco is near Turnersville.

Mr. and Mrs. J. M. Ingraham of Jackson, Michigan, are spending the winter with their son, C. W. Ingraham, in Beaumont.



Orange Gossip

Orange went over its gross bogie again in November.

Jess Parish and his pipe are on the sick list but we hope for him an early recovery.

Ed. Stobart, Jr., with all his brass trimmings and shoulder bars was a visitor during Thanksgiving week.

George Schluntz procured a flash light presumably for D. R. work but we've never seen him with his meter book after darkness has set in. We wonder actually what that flashlight was ordered for.

Little Lizzie Dees continues to be original in her ideas: she has marked all of our appliances with individual price tags decorating each tag differently in line with the Xmas (dry) spirit.

C. M. Fleming of Conroe visited the Orange bunch this month and we were very glad to see him.

The boys have organized their basketball team and expect to give the City League teams plenty of competition this year.



Announce New N.E.L.A. Public Speaking Contest

The second annual National Employees' Speaking Contest for 1930-31 is to be held this year during the months of February and March, with "The Contribution of Electric Service to American Home Life—and its Future Possibilities" as the subject.

The contest this year will be conducted under rules similar to those last year, with the exception that two separate contests, one for women and one for men, will be held in place of the one for both conducted last year.

The Company contest must be completed by March 10, 1931. That does not leave any time to waste, and it is hoped that all employees who are eligible will enter immediately and begin to prepare talks.

The Gulf States Utilities Company was one of the leading companies participating last year and it is hoped that our entry will be even larger in 1931.

Dates for the various elimination contests, and also prizes offered, will be announced later. Submit your name to your Department Head as soon as possible in order that your name will reach the committee in time to secure the necessary material for you.

P. E. McChesney, L. E. Thorne, C. V. Merriam and F. F. Johnson, the committee in charge, stand ready to assist you in any way possible.

Tom P. Walker,

Recent Improvements in Navasota Division

We have turned over two of our ice vaults to turkey storage. The temperature of the vaults was brought down to 32°F and an average of 14,000 pounds of dressed turkeys has been stored in the vault so far. The highest day's storage was 20,000 pounds. The first car was shipped to Atlantic City on November 13th and held about 18,000 pounds of turkeys.

Due to the corrosive nature of Navasota water, the company has installed a system for treating it to prevent scale formations in the mains. The treating system consists of 1—500 gallon tank which contains a diluted solution of sulphuric acid. This acid will be admitted to the city water supply by a small acid circulating pump through a very small orifice. The capacity of the plant is 400 gallons per minute. It is believed that the treating of the water will decrease the maintenance cost of water meters and the mains.

A new spray pond has just been installed at the Navasota Plant to be used in connection with the condensers. The system consists of three clusters of five spray nozzles each. The purpose is to enable the recirculating of condenser water which will result in a reduction of water pumped from the wells in the summer by fifty per cent. In the past, it has been impossible to recirculate water in the old system because of too high temperature of the water.

Five gas steam radiators were installed in the division office and two in the plant bathrooms to replace the old method of steam heating which was very inefficient and unsightly looking. Two Sepco electric water heaters of 18 gallon capacity were installed in the bathrooms during the month.

The garage has been rearranged. The office has been moved so as to allow more space for the storeroom which will now accommodate the ever increasing supply of automobile parts.

With the completion of 14 1-2 miles of 33,000 volt standard construction transmission line, the last of the oil engine plants in the Navasota division was si-

lenced. After an inspection by Mr. Robert Cruise of Beaumont, the transmission line from Navasota to Hempstead was made "hot". This construction was the last of the long construction program that had been carried on in this division. The work was under the general supervision of R. E. Cargill, using two line crews, E. W. Ward's of Navasota, and E. Fillingame's from Beaumont.

One objective for the year 1930 has been to increase the use of electricity in the homes of customers in our territory.

In the Navasota Division the average consumption per home customer at the close of the year 1930 will total approximately 560 Kwh, an increase of 25% over the average consumption at the beginning of the year. Approximately 450,000 kilowatthours have been used to make the homes of our customers better, more comfortable and more attractive places in which to live.

It would have been impossible to accomplish this result without the individual effort and loyalty of all of our employees. As we near the close of the year we can be justly proud of the results we have attained during the past year and can approach 1931 with a feeling of confidence which will enable us to accomplish the objectives which the New Year will bring.

The Navasota Division wishes to take this opportunity to extend the heartiest of Season's Greetings to the entire organization of the Gulf States Utilities Company.

C. V. Merriam

The Latest News from Port Arthur

Produce KWF's at
Lakeside Station

Will someone please tell Buck Thompson and L. E. South of the Port Arthur Meter Department how to pronounce "Colorado", whether is it "Collar rayda" or "Colo-rod-o".

The ol'e Xmas spirit is going great in Port Arthur, in fact, even the Ice Department is all pepped up over it this year. Let Jules Naquin tell you about his new delivery system. Everybody is looking forward to the Company Xmas tree on the 22nd and Phillips says there will be plenty for all.

Johnnie Hill and J. O. Lively have been working very industriously together for the past three weeks. They tell us that the Meter Department and the Accounting Department are just trying to get together on their meter records.

J. H. Watkins is up in Nederland these days relieving I. G. Ingerson, who is away on his vacation.

H. T. Smith just returned from his vacation and says he had a great time shooting squirrels but he won't tell us where.

Waldron over in the Power Plant is still trying to find out who the prowler was, that traded him an old pair of shoes for his good ones the other night. Anyways, we have a new set of locks for the locker room.

K. P. Brock says to ask Fred Davis, "if a full house beats a straight."

The Port Arthur Personal Improvement Class enjoyed a very interesting talk on "Rates" by Mr. McCann December 12. The class then adjourned for the holidays.

Bernice Trahan has been accusing A. J. LeBlanc of being melancholy ever since he received a package from a young lady in New Iberia.

Red Figari has been looking for a new room-mate since he learned that Kirk Brock is giving his girl silverware for Xmas.

Speaking of collections, Bill Nicholas of the Ice Department collected \$1.80 for an ice book at 3:00 A. M. the other morning. Bill caught his customer moving out.



Meet some of the fellows who operate the big stand-by station at Port Arthur. Left to right in the picture are R. K. Wilkerson, chief engineer; "Fats" Caughlin, L. C. Pace, A. Boutte, "Fig" Figari and Lawrence Lacour. They have been carrying on a big re-conditioning program and have the plant in tip top shape.



Johnnie Curry, Maurice Boutte and L. Provost each announce the arrival of a baby girl to their respective families. No new ice men at that.—In the Railway Department, we have new additions as Dave Montgomery and L. L. Davis announce the arrival of baby girls while B. Humble says he has a new street car conductor for the Company.

Alton Pressler tells us that work is progressing very nicely on overhauling the ice trucks for the coming year.

We have had a change in the Line Department down here and Lee Hyatt and Fillingame each have new offices.

Charlie Arisco and C. Bean of the Power Plant are still away on their vacation.

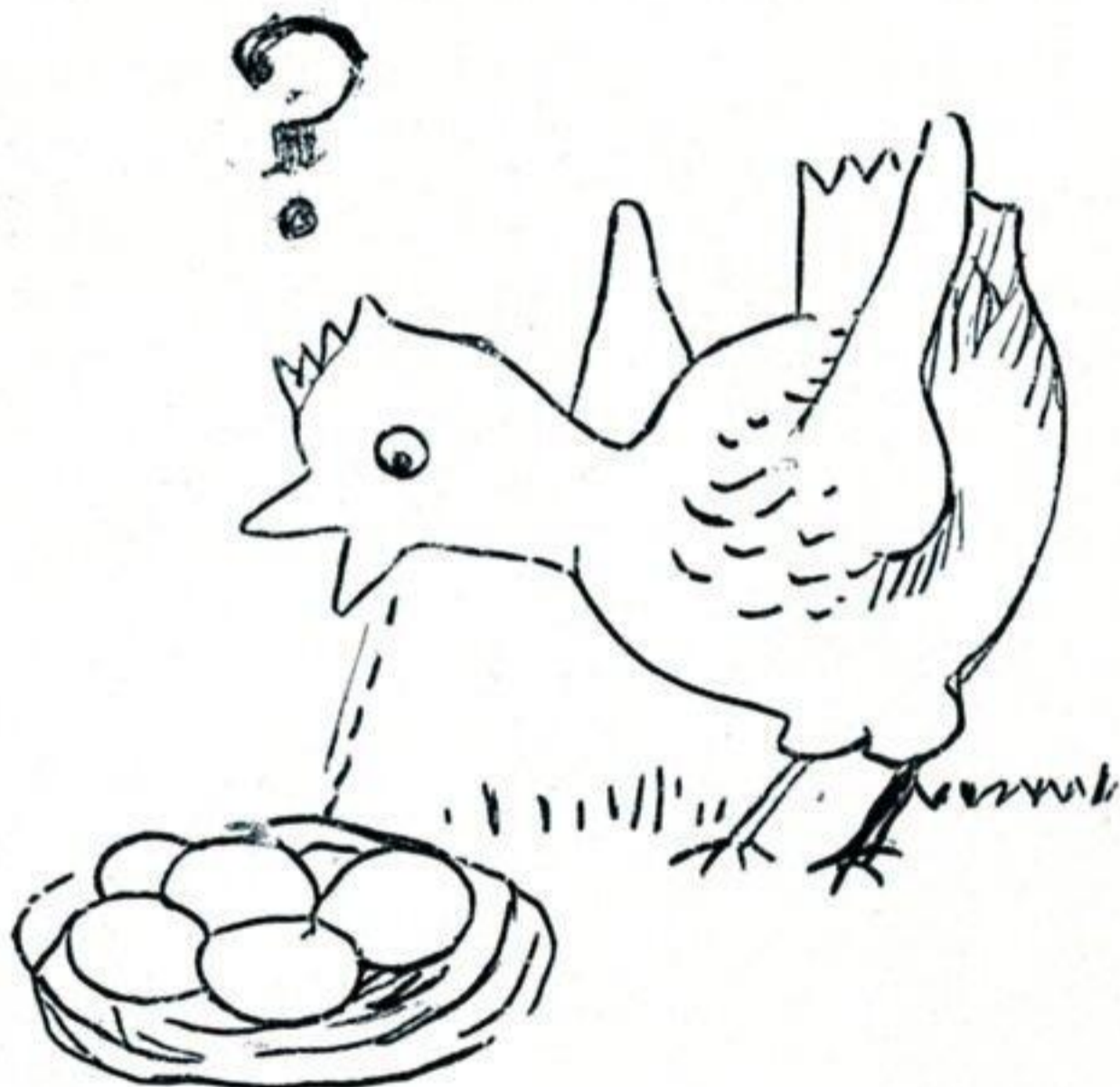
Fats Caughlin was down the other day and seemed to be all enthused over his new job with J. Imhoff & Sons.

Blackie DeCuir tells us the boys in the Commercial Department are kept plenty busy these days and Fred Davis doesn't

The handsome lad at the bus garage the past few days is L. F. Van Zandt who began work with the Company this week.

The Port Arthur Girls go to Beaumont on a "Special Bus" to attend the meetings. Maude Hildebrant has been requested by Mrs. Bessie Carter not to make a date the day we go to the meetings as coming back from Beaumont, Maude made the remark that she had a date at 6:30 and were traveling along at a nice rate of speed when Bessie turned to Maude and said, "Maude you are responsible for us going so fast." It was 6:30 then. Hy Edens didn't think it was fast enough and wanted to drive the bus herself, but thanks to Mr. Gibson, he didn't let her. We would probably have been taken to jail for speeding as Hy admitted that she had been arrested once before, but that she wasn't finger-printed.

W-A-N-T-E-D



A setting hen that doesn't get discouraged after setting five weeks.

Mr. Filingame has wild decoys and one of the hens is laying and he wants to get a hen to set the eggs under. The last hen he set got so discouraged after setting five weeks that she got the eggs cold getting up to see if the eggs had hatched and finally when they didn't hatch, Fill said the old hen was "broken-hearted".

Mr. Granau went out to start his car and found that someone had taken the gasoline out of the tank over night. He didn't mind the loss of the gas so much but it was the fact that they threw the gas tank top away. They could have left the top.

Merchandise Sales Reflect Cooperation

(Continued from page 5)

electric refrigerator to every fifteenth customer in his district in the first ten months of the year. The way is paved for the District Representatives through cooking demonstrations, classroom demonstrations at schools, motion pictures, programs.

To our department also falls the handling of new extensions. In the early part of this year a line was extended from Raywood to Devers adding 30 new customers. Vidor was also connected during the year adding 60 customers, while to the north we reached out bringing in Warren, Hillister and Chester with a total of 70 customers. Anahuac, the county seat of Chambers County, was connected to the lines on December 1.

There is virtually no difference in service to customers in a small village and those in a city. In addition to major extensions, the year will have witnessed 100 small extensions adjacent to our towns, while 15 rural customers will be using electric service from our lines.

Capitalizing on the interest which has been shown in the football season just past, it would be interesting to see how our Company's score in the sale of electrical merchandise compares with the scores of other Stone & Webster companies. For the first 9 months of 1930, the comparative sales report shows that Gulf States Utilities Company is second in the number of domestic appliances sold during this year. The company which takes first place has more than three times as many customers as we have and only exceeds our total by approximately 1700 appliances. If we had their total number of customers and our sales per customer, our total would be more than double theirs.

No small part of accomplishments of the Merchandise Sales Department is due to the fine cooperation of employees in every other department of the Company. It is a part of every employee's job to talk about the convenience, the economy, and the comforts that come with modern electrical appliances. Our job for 1931 calls for a bigger bogie and even better results. But we can make it and we will!

Engineers Plan New Lines

(Continued from page 3)

at Port Arthur, Improvements to Huntsville and Conroe Plants and new Intake and Discharge Wells at Lakeside Substation.

In addition to the work heretofore mentioned many smaller jobs were handled such as work on switchboards, meter and switching structures, substation improvements and electrical installations for ice and water plants.

Due to the rapid expansion last year we were unable to have lights and company signs installed in many of our outdoor substations. This year an improved arrangement of substation lights, filter press connections, service connections and company monogram and sign were designed and this was installed in 24 substations.

One of the important developments of the Engineering Department for the year is a new type of substation for use on 33,000 volt lines in rural communities where the load is light. It is built of galvanized steel. The design is flexible and economical and embodies many features which contribute to efficient and safe operation. The station can be located directly in the line with transformers on a platform or it may be built with transformers on a concrete mat on the ground with chain link fence protecting the property. Eight of these stations were constructed this year and they proved very satisfactory in service.

Many times oil field or pipe line companies require service in a very short time. An example of this was the request in March of the Pure Van Pipe Line Company for service to two pumping stations, one located seven miles west of Woodville and the other three miles southwest of Kountze. The first location was forty four miles from our nearest line. This transmission line extension which ranks next to the Neches-Dayton line in size opened up a new territory for electrical development from Kountze and Silsbee to Colmesneil. To serve these pipe line stations, together with the towns of Colmesneil, Hillister and Warren, it was necessary to rebuild 21 1-2 miles of existing 13,000 volt line for 33,000 volts and to build 53 1-2 miles of new 33,000 volt line, 8 1-2 miles of new distribution line, and nine substations.

Port Arthur Noses Out Lake Charles

(Continued from page 2)

427 points. Lake Charles figures were 16.7 kwh., 325 points. Navasota showed a per cent gain of 7.72, Beaumont of 5.93, Port Arthur of 4.27 and Louisiana of 3.25.

The contest was based on a percentage comparison of home kilowatt hour figures for the twelve month ending December 1 with figures for the twelve months ending last July 31.



Navasota Personals

Vacation time is still here for some of the employees; in fact it has just begun for the plant men. Jack Jett, L. C. Hudnall, E. M. Ray and Joe Baird have all been on their vacations since the last issue of Plain Talks.

Oscar Wyatt, Superintendent of the Navasota Division Garage, went on a big hunt to McFaddin Beach with friends from Beaumont. We have not heard what he killed or if he killed.

The night of November 7th was very "unofficially" celebrated (nobody knew about it until the next morning) by Forrest Merrill, Ralph Cargill, Bob Morton, Diddy Welch, Ed Ward, and Mr. Beattie. Judging from appearances and all that we could learn of it the next morning, the party was fully as "hot" as the line was!

The following telegram was received by the load dispatcher at Navasota. It hit the funny spot with us, but we don't know whether all of Plain Talks readers will fully appreciate it or not:

Montgomery, Texas, Aug. 23, 1930.

Tell garage car has broken left rear axle stop can be towed am waiting at Dobbin.

R. E. Cargill.

Everybody in the line crew and all employees who know him are fond of Charles Riddel, and we are glad to know that he has made Miss Frances Cunningham of Navasota, his bride. They didn't exactly surprise us for we felt it in the air.

How's Your HEALTH?

by Dr. W. F. Thomson

Yuletidings

Soon we'll fill our stomachs up
With candies, nuts'n tarts;
Linger o'er the vinous cup
And punish crippled hearts.



There's a Yuletide in the affairs of men which, taken at it's flood, leads on to . . . the doctor's office.



In strict accord with custom's plan we stuff the turkey . . . and the man. Then there comes that burning question . . . "What is good for indigestion?"



We instill the spirit of Christmas when we distill the spirit of the corn. And the fermented corn'll foment trouble that'll torment souls.



As the sun passes the meridian on the 25th day of the present month some two hundred and forty millions of feet will be pushed under some forty odd millions of tables to punish some 120 million sets of digestive organs.



This means that throughout the length and breadth of this great land on that date we will follow the time honored custom of serving a big Christmas dinner, and that we will dine well . . . if not wisely.



But it's the woman who pays. With preparing ice caps and seltzers for father on Christmas morning, and castor oil for Willie on Christmas night, the burden of the festival falls heaviest upon the shoulders of mother.

When we started this article we had in mind the overweight individual with an ascending blood pressure . . . the fat fellow with a light heart and a heavy load . . . the fellow with a single thought and a double chin.



While none of us should ever indulge in detrimental surfeiting, the overweight fellow, especially, should repress his gustatory inclinations on such occasions if it is his desire to conserve the remaining part of his allotted three-score-and-ten.



In addition to increasing the physical detriment attending overweight, it is well known fact that a heavy meal, such as a big Christmas dinner, increases the blood pressure materially and places an additional burden upon the already overworked heart.



That we should choose this occasion for intemperate indulgence in food and drink . . . to the great detriment of our physical well being . . . is most inappropriate. It is more appropriate that the heart should be filled with the spirit of Christmas than that the stomach should be filled with the spirit of the times.



That the birth of Him who came to save us should be fittingly celebrated is appropriate. On this occasion the spirit of "Peace on Earth, Good Will to All Mankind" should be abroad in the land. Remembering Him who suffered, it is appropriate that our thoughts be of those who are at this time among the sick and afflicted . . . our hearts and hands open to those who, through sickness and affliction, are suffering and impoverished. Let us be not unmindful of the fact that this Christmas will bring scant cheer to those who, through no fault of their own, are without funds or employment.

plain talk

The Ideal Employee

IN the midst of our plans for Christmas festivities, we all take time to think back over our year's work and to look toward the New Year that lies ahead. As a basis of comparison, it would be profitable to draw a picture of "The Ideal Employee" and stand beside it to see just how our own shadow falls.

W. A. Sherman interviews hundreds of applicants for jobs with the Company every year. He was asked to paint the characteristic features of "The Ideal Employee" as they appear to him, and here is his picture:

"Three years ago an inquisitive professor wrote to several thousand employers, asking each one to list the essential qualities of an ideal employee.

"The replies were so varied and so many essential qualities were named that the inquirer was forced to the conclusion that the ideal employee is any person who does a job in a manner that completely satisfies his employer. Necessarily then, there are as many different ideals as there are jobs and employers.

"These three qualities, however, were found near the top of every list:

Intelligence: Otherwise known as brains or common sense; the capacity to reason and learn.

Initiative: The power to meet a new situation and the courage to act on one's own judgment.

Integrity: Honesty; the quality that makes a man as good as his word.

"These basic qualities may be blended to produce almost every type of personality. They are like the primary colors, red, yellow and blue, which will produce every other color when properly mixed.

"Fortunately, everyone has these characteristics in some degree. It remains for us to develop them to the point where they reveal us as a personality ideal for our special task."

Customer Ownership Growing

W. G. Chamberlin

Customers of Gulf States Utilities Company are becoming to an ever increasing extent partners in its business through the purchase of Company stock. More than 1100 stockholders in this territory alone own more than \$1,700,000 worth of stock in the Company.

The spring sales campaign resulted in the sale of about 200 shares of stock to employees and the public. Following the campaign it was placed on a day to day sales basis and through a special department resales are effected and practically all stock originally purchased by local holders has been kept in circulation in this territory.

A very real advantage resulting from this plan is that it develops a better understanding by the public of our Company and its problems, as investors, before becoming partners in the Company usually obtain an intimate knowledge of its opportunities and its policies.

The price of Gulf States Utilities Company \$6 Dividend Preferred stock has held firmly through the market decline, indicating that is bought as a permanent investment and highly regarded as such. The attitude of confidence of the public mind that Gulf States Utilities Company is a strong and efficient operating company seeking the welfare and development of the territory it serves is proven by the consistently increasing number of stockholders. It is a confidence of which every employee may well be proud.

Approximately 30% of the employees of the Company own stock in it, almost half of whom have purchased their securities since April of this year.

PLAIN TALKS

Vol. IX

No. 12

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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.

- - - Applesauce - - -

The new clerk had a snappy line.

"Do you keep refrigerators?" a nice looking woman asked.

"No, we sell them" was the clerk's comeback.

"Well, anyway," replied the woman as she strolled toward the door, "you'll keep the one I was going to buy."

SUCH DIRT

1st Mother: "Do you know I have the time of my life keeping dirt out of my children's ears."

2nd Mother: "It's just the same with me. My husband doesn't seem to care what he says in front of the children."

Mrs. Onthego: "They say Mrs. Tea-whiffle plays golf just like a man."

Mrs. Clubber: "Wouldn't you think she would be ashamed to use such language."

Quick, Watson, the Slide Rule!

At a dinner party the guests were discussing whether women or men were the most trustworthy in business.

"No woman can keep a secret," said one man scornfully.

"I don't know so much about that," retorted the forbidding looking woman sitting opposite him. "I've kept my age a secret ever since I was twenty-four."

"Oh!" he replied, "you'll let it out one day, though."

"I doubt it," she answered. "When a woman has kept a secret for twenty years she can keep it forever."

A NEW RECIPE!

A news item last month told of some cowboys, performing in a rodeo in the Madison Square Gardens, were bewailing the fact that they couldn't get "cowboy coffee" in the big city. An eager and willing Broadway restaurateur begged for the recipe. This is what one of the ten-gallon hatters told him:

"Add one pound of coffee to two gallons of water, boil two hours. Then drop a horseshoe into the pot. If it sinks the coffee ain't done."

PERFECTLY

Mrs. Newriche has just returned from France and was making it known as widely as she could.

"And Paris," she gushed. "Paris is marvelous. The people are all so educated and cultured, nothing crude as in this country. My dear, even the street cleaners speak French!"

SAFE ANYWAY

They were riding along a beautiful stretch of country highway. She was driving, and suddenly espied repair men climbing the telegraph poles.

"Why, Harry, just look at those men," she exclaimed. "Do they think I never drove a car before?"

Employer: "Why were you discharged from your last place?"

Applicant: "For good behavior."

Employer: "What do you mean?"

Applicant: "They took three months off my sentence."

NO FLOWERS

A modern employer has ordered the following notice to be posted on his business premises:

"Any workman desiring to attend the funeral of a near relative must notify the foreman before ten A. M. on the day of the game."

Old Lady: "Why don't you try to cheer your little brother up?"

Small Boy: "Didja ever try to cheer anybody up who'd just eaten five bananas, a hot dog and sixteen sticks of candy?"

Little Johnny, a city boy in the country for the first time, saw the milking of a cow.

"Now you know where the milk comes from, don't you?" he was asked.

"Sure!" replied Johnny, "You give her some breakfast food and water and then drain her crankcase."



*It will
pay us, as we
enter a new year,
to look forward as well
as backward. If we are no
farther along now than we were
a year ago, perhaps we can find the
reason within ourselves. Most of us re-
main mediocre, not because we lack ambition,
but because we lack a definite objective. We stay
in our respective ruts because we are creatures of habit.
We depart from the rut when we are challenged, when
someone gives us a message to take to Garcia.*

*A good ex-
ecutive does
not drive his
subordinates.*

*He sets the target for them, tells them to go ahead and shoot.
He instills into them the pride in work well done. A man
cannot be forced to achieve great things - but guided skillfully
and encouraged, he will achieve greatness through his own efforts.*