

DECEMBER 1931



PLAIN TALKS





# Christmas Greetings

*An old English Christmas Carol starts out like this:*

*“God rest you, merry gentlemen,  
Let nothing you dismay.”*

*It's just the sort of buck-up those lines suggest that we are needing this Christmas. A half-hearted “Merry Christmas” will be a hollow mockery in many ears this holiday season. Too many youngsters waiting in childish faith for Santa will never see him, and too many fingers, worn from trying to make him real, will do no more than brush a tear aside.*

*These are times when souls are being sorely tried. Rough rubbing polishes hard metals, crumbles dirt, but while we're going through the rubbing, we need all the buck-up we can find, and our neighbor needs it too. Even though we cannot spread broadcast beautiful and expensive gifts, we can renew our faith in the homely virtues of kindness, courtesy and good fellowship, particularly during this holiday season.*

*We have taken care of the physical needs of our unfortunates through our Community Chests, let us now have a wave of friendliness and good cheer that will make more real the teaching of Him who held that “Peace on Earth, Good Will toward Men” is much more satisfying than great riches.*

*Why cannot Gulf States and Eastern Texas folks be right up in front in a campaign of service and cheeriness that will mean a real buck-up for many people?*

*And above all let us wish each other, as I sincerely wish you all now, a most Merry Christmas and a year of joy and prosperity to come.*

*Tom Walker*



# Our Home KWH Average Beats National Figure

As 1931 drew to a close and sales plans for 1932 were being rounded into shape, Gulf States Utilities Company was but a few kilowatt-hours from the average per home customer set as a goal for the year by P. E. McChesney.

"This year gave to each of us the opportunity to prove our mettle," said Mr. McChesney. "While it was not without its disappointments, the November comparison of K.W.H. Consumed per Home Customer is encouraging.

"Your marksmanship in this particular was not quite accurate but it did reflect hard, conscientious work. At the end of eleven months, the K.W.H. sales closely approached the bogie which we set for ourselves during brighter days.

"This has been an achievement of merit. It has come to you because you have considered your job, and worked towards its accomplishment. There has been more intelligent work done this year by more individuals than in previous years.

"You have proven what you can DO, and provided a good foundation on which to build sales for the coming year. You have, while missing your bogie in K.W.H., exceeded the national percentage of home consumption increase. Your decks are cleared for action.

"You will find in studying figures for 1931 that a few of the towns increased their average home kilowatt-hour consumption more than 100 K.W.H. Conditions in these towns were not materially different from those in other towns. The merchandise sold was the same. The answer to the difference must be 'the human element', so, if you were one of the tail-enders in 1931, you may find it helpful to study the methods of those who led the list. Your method must be right if the energy you put into your work is to bring satisfactory results.

"We have mapped out an ambitious sales program for 1932. Every one must work hard and intelligently if we are to reach our goal. I am sure you will, and that at this time next year we will look back on a record of accomplishment even more gratifying than that of 1931."

The year has ended,  
Its work is done;  
Compile your accomplishments—  
Let's see who won!

We are speaking of the Progress Award. The going might have been a little rough all during the year, but we have come through by working a little harder, and now comes the time to take stock, recount our achievements, and ascertain the winner for 1931.

The contest was based on the same points as the one in 1930, namely 50% for sales, 25% for operation and 25% for administration. This has afforded each town in Gulf States territory a splendid opportunity to win the coveted honor, so let's all get busy and complete the reports.

The company set for its 1931 goal an average of 575 Kw-h. per home customer. For the twelve months ending November 30th our average was 563 Kw-H. per home customer. This is an increase of 14.7% over the corresponding period of 1930, while the national increase is only 6.5%.

We have not reached our goal but we have done a good job, and it is now up to each superintendent to begin immediate preparation of his report. If any superintendent desires any special information concerning the award, he should get in touch with Fred Johnson, Secretary of the Award Committee.



# Employees Cope with Serious Situation

By J. T. Reidy

The spirit of hearty cooperation has certainly been manifested by employees of both Eastern Texas Electric Company and Gulf States Utilities Company who have worked so diligently to reduce the number and seriousness of accidents during the past year.

We have boasted for several years of the untiring efforts put forth by the men who operate our buses and street cars in Port Arthur and Beaumont and our interurban between Beaumont and Port Arthur to cut accidents to a minimum, as well as cut to a minimum the cost to the Company. By the feat performed by the operators of both divisions during the month of August, when they had but 35 accidents in all divisions, they exceeded our fondest hopes. At this time it is no more than fair to these operators for us to congratulate them heartily for the record established and have them know that we at all times want to share their trials and tribulations while they are so carefully maneuvering their cars and buses through the traffic jams without an accident. Unquestionably, their job is an important one. They have the lives of many in their charge and are very happy to receive the cooperation from those who abide by the traffic regulations and help them through the crowded streets. Numerous complimentary letters have been received from the people, commending these operators for their acts of courtesy.

It seems that this army of operators, so well organized and keyed to the highest pitch of enthusiasm, started on the first day of this year to reduce the number of accidents and the seriousness of them. It is only necessary to tell you that the accidents for this year are 49% under those of last year. The operators in Beaumont, including the interurban, went 103 days without a single accident, compared to 54 such days in 1930. Port Arthur operators were successful in operating 248 days without an accident

this year, as compared to 187 days the previous year. The operators co-operated with the supervisory force in every accident campaign started by them. To date we have not had a fatal accident on either the interurbans, buses or street cars, Beaumont or Port Arthur Division.

It is needless for us to say that this cooperation from the operators has not only been the cause of favorable comments from the public to the operators and the Company, but has been a source of considerably less money spent by the Company in the settlement of claims resulting from the accidents had by the trainmen.

At present there is no inducement whatever offered to the operator for his accident prevention. He does not receive the bonus which the Company previously saw fit to give him. It was their idea to suspend the bonus plan until conditions improve, and with this idea came the promise from the operators to carry on the safety idea to even a greater degree and continue reduction of accident cost to the Company. So far this month their efforts have been well repaid, as they have had but 10 accidents in all divisions for the first 11 days in this month.

Employees of the Gulf States Utilities Company were not to be outdone by the fine record established by the E. T. E. Co. employees. Their consciousness of the high cost of accidents and the disruption in the organization caused by them and their dread of the maiming of men spurred them on to establish an excellent record this year. They are to be heartily congratulated and we believe, also, those of you who are not familiar with their work will be glad for the opportunity to know what they have done. As evidence of the fact that our employees have extended their every effort in accident prevention, we offer for your consideration the following comparative figures:

	1930	1931
Trans. & Dist.	63	52
Production	26	17
Construction	31	8

(Concluded on page 24)



# N. E. L. A. Announces Prizes for 1932

The Prize Awards Committee of National Electric Light Association announced in the November issue of N. E. L. A. Bulletin the following prizes which are to be awarded to individuals for papers on subjects relative to the Electric Light and Power Industry and to member companies for accomplishments in specified activities:

Prizes to individual employees—the Henry L. Doherty gold medal to be awarded for the most meritorious paper on any subject relative to the Electric Light and Power Industry; H. M. Byllesby prizes of \$250, \$150, and \$100. to be awarded for the three most meritorious papers showing how to increase the usefulness of the accountant in the Public Utility Industry; James E. Davidson prizes of \$250, \$150, and \$100 for the three most meritorious papers dealing with commercial or merchandising problems of the Electric Light and Power Industry; the Martin J. Insull prize of \$250 for the most meritorious paper dealing with the subject of Public Relations in the Electric Light and Power Industry; and the James H. McGraw prizes of \$250, \$150, and \$100 for the three most meritorious papers on any Engineering or Technical Subject relating to the Electric Light and Power Industry.

Prizes to member companies—the James M. Gilchrist gold medal to be awarded to the company making the greatest contributions to the advancement of Electrical Advertising during the period of the contest year, and a cash prize of \$1000 to the individual in that company responsible for the achievement; the Augustus D. Curtis certificate to be awarded to the Company that shows the greatest contribution to Electric Lighting of Commercial and Public Buildings, and a cash prize of \$500 in gold to the persons responsible for the achievement; and the B. C. Forbes Public Service Cup to be awarded to the company which con-

ducted the most constructive Public Relations campaign during the calendar year of 1931.

Watch your bulletin boards for the poster which gives full particulars regarding the 1932 awards and rules governing same.



## Ellis Taylor Wins Trip to Westinghouse Factory



Just the right amount of pluck and luck won for Ellis Taylor, District Representative from Liberty, the coveted trip to Westinghouse's Mansfield Ohio, plant where the famous Westinghouse Ranges and other appliances are manufactured.

This contest, which began March 1st, and ended November 30th, was conducted much the same as the G. E. Refrigerator sales contest. Individual bogies were set for each District Representative and Superintendent. In order to be eligible for the prize, it was necessary for each contestant to first make his bogey. Each range sale up to and including the bogey counted as one chance on the prize. Each sale over the bogey counted as two chances. Each water heater sale counted as two chances also.

At the close of the contest, which was confined to the Texas division, R. C. Wakefield of Conroe topped the list with thirty-eight chances to win, Ernest Little, Beaumont, had thirty-five chances, and Ellis Taylor of Liberty, whose name was drawn by Mr. McChesney, was third with thirty chances.

Congratulations, Ellis!



# Intracoastal Canal Line Survey

By J. R. Kirby

The survey for a 33 kv. single pole line along the right of way of the Intracoastal Canal, a distance of 29 miles from Port Arthur to High Island, to serve the electric dredge of the Standard Dredging Company is about completed at this time. The location of the Intracoastal Canal naturally follows the low contours of the terrain in order to reduce construction costs and the coastal marsh between Port Arthur and High Island, having an elevation of only about two and one-half feet above sea level, offers an ideal location for such a project. The low marsh lands extend inland from the Gulf a distance of from seven to ten miles and are traversed by several shallow, serpentine bayous. Tall marsh grass and cane grow over the entire area, making it the ideal home of the muskrat, the alligator and the mosquito.

The Beaumont Engineering Department field party, composed of W. H. Thomason, Jess Chandler, D. C. Storey, C. M. Scott, and A. J. Fichtner, started the survey from Port Arthur the latter part of August and have encountered experiences quite out of the ordinary in "blazing the trail" on this project.

Working conditions were about at the worst with blazing suns, swarms of mosquitoes, boggy marshlands, and miles and miles of walking and scrambling out of 'gator holes and muskrat tunnels.

During the late summer extra men were used in order to keep the party in drinking water since, in the course of the day's work, the party would progress some three or four miles from the survey truck and raise quite a thirst.

For the first seven miles of marsh a boat with outboard motor was used for transportation since this section of canal closely parallels Salt Bayou and the adjacent marshes would not permit the use of a truck.

As the survey advanced westward, access to the right of way was by light

truck and during dry weather very good progress was made as the party was able to drive the truck over the tall marsh grasses, using one member of the party stationed on top of the truck to serve as a human periscope and look out for 'gator holes.

Several "ports of entrance" for the marshes were used, viz., McFaddin's Beach, La Belle's and White's Ranch. Dutch Joe, that veteran of the marshlands, welcomed the surveyors from the outside and gave valuable information as to the best means of penetrating his wilderness.

As autumn bows to winter and sunny skies become gray, the survey has proceeded to a point near White's Ranch and, with only a few more miles to go, the party is now "holed up" at that duck hunters' paradise wearing hip boots and sheepskins, and with a dare-to-do determination, are completing the last lap of this memorable survey.



## National Employee's Speaking Contest

The third annual National Employee's Speaking Contest for 1931-32 is to be held this year during the months of February and March with "The Relations of Government and Business" and "The Electrical Industry as an Economic and Social Factor in America" as optional subjects. You are at liberty to choose either of the subjects mentioned, but it is the thought of the committee in charge that the former would prove of more benefit to the company as a whole.

Dates for the various elimination contests and prizes to be offered will be announced later. Kindly submit your name to your department head as soon as possible in order that it may reach the committee in time to secure the necessary material for you.



---

---

# Beaumont Division

---

---

## Accounting Topics

A check-up of the Beaumont accounting department reveals that a goodly number of its members will forsake the still waters of Beaumont for greener pastures during the Christmas holidays.

W. P. Allphin, Joyce Cowser and Good Eg(bert) Henry plan to visit Huntsville.

Houston will draw Juanita Hogan and A. J. Johansen. (Now now!—not out of the State).

Lourah Mae Bell plans to startle Jasper, while Alice Ruth Mitchell goes to Caldwell, W. J. Campbell to Abbeyville, Carl Jordan to Troup, Evelyn Wallace to Silsbee, Agnes Armistead to San Antonio and Mrs. Cockrill and M. A. Merchant (accompanied by the ever-vigilant Mr. Cockrill) to Hull.

J. E. Nelms has already arranged for his passport to Montgomery, Louisiana, and at the time of going to press, Joyce Cowser said it was possible that he would be in the market for a brand-new marriage license about that time of the year.

To redeem our loss in this wholesale exodus, we are glad to report that Olaf "Jake" Jacobsen will be here for Christmas, as the guest of Elmer Engman. When Jake left last Fall to attend college in Florida, he neglected to take with him the various shattered female hearts, and possibly his return will mend these little matters.

N. J. Ambrose was transferred from Lake Charles on the first of November as Auditor, but tarried for only a month before going to El Paso in response to a call for assistance by the Boston auditors there. He plans to return about Christmas time.

Mrs. Ambrose is vacationing in Boston and Maine.

## Distribution News

W. E. "Shorty" Herrin high hats the whole bunch these days. He is the papa of Eugenie Herrin, who arrived in Beaumont on November 25, 1931.

Bill Sterling is partially convinced now that there are a few other baby boys in the world besides his recent offspring, William Sterling, Jr.

W. R. Metzke, of the Line Department, joined the ranks of the young men "who probably fix their own breakfast." Mr. Metzke and Miss Ruby Green were married November 22nd in Corsicana.

Lewis Lengnick and Harold Mortimer are passing away their vacation by wandering through the southern states with Beaufort, South Carolina, as their ultimate objective where they can get free meals and board, i. e., it is Lewis' old home town.

A. G. Mashburn is all smiles and grins these days. Christmas he is to marry Miss Felma Wren of Kountze. Then, a honeymoon to his old home back in Alabama. When you see the bride, you will realize Mashburn must have done some tall talking.



## Christmas Dance

Four energetic young ladies, Pearl Krauel, Marie Cato, Evelyn Wallace and Dorothy Stahl, decided to give us a chance to spread some Christmas cheer! On December 18, from 9:30 to 12:30, at the Terpsi Club in Beaumont, they gave a dance for Company employees. The music was furnished by the Rice Varsity orchestra from Houston. Everybody had a big time.



## Stenographic Notes

Mary Lilyerstrom attended a conference of the 4th District of the Texas Federation of Business and Professional Women's Clubs held at Mercedes, Texas,



on November 14th and 15th. Miss Lilyerstrom is State President of that organization.

Jennie Lou Peck and Marie Cato attended the Rice-A. & M. game in Houston.

The Stenographic Department and several guests enjoyed a typical Halloween Party at Ruth and Hubert Morgan's apartment. A good time was had by all.

Helen Jones took her vacation beginning Thanksgiving Day, when she went to College Station to be with her husband who is a student at A. & M., and to see A. & M. beat Texas U. The remainder of her vacation was spent in Houston and Beaumont.

Irene Sullivan, accompanied by Alice Ruth Mitchell, went to College Station on Thanksgiving Day to witness the football game.

We missed Delscie Miles during the two weeks she substituted for Monte Marshall who was on vacation from November 28th to December 7th.

Alice Lyons spent Thanksgiving Day at her home in Sulphur, Louisiana.

The Stenographic Department feels highly honored upon having in its midst both the Chairman and Secretary of the Women's Committee. Mary Lilyerstrom and Helen Jones were elected to these offices, respectively, at the election held at the November meeting.

Imogene Davis and young son, Richard, spent Thanksgiving week-end at her mother's home in Henderson, Texas.

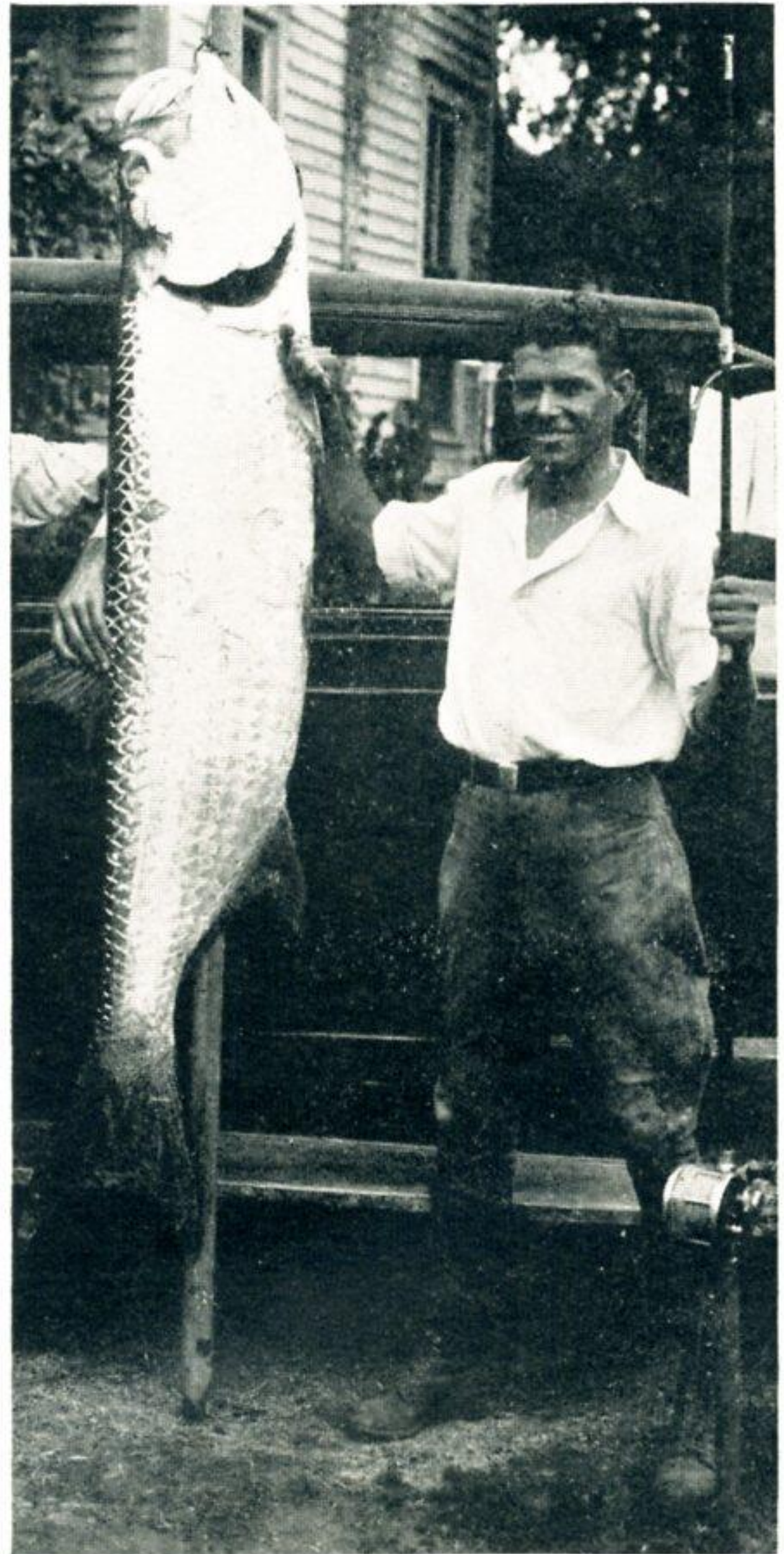
Mary Lilyerstrom and Docia Moore drove over to Houston for Thanksgiving dinner with Docia's sister.

Andy Poulson and Ras Rawley, office boys, are great football enthusiasts—even to the extent of playing on Sunday afternoon in a pouring rain with the thermometer slightly above freezing.

An address on the general subject of personal safety was given by Mary Lilyerstrom before the David Crockett Junior High School on December 9.

Since Marie and Bennie Stagg have moved into their new residence on Calder Avenue, their home has become a favorite rendezvous for members of the Stenographic Department. Friday night, December 11, members and guests enjoyed an informal bridge and candy-making party there.

## *Nabs King Tarpon*



Some beauty, this 97-pound tarpon that Ray Gay, Beaumont Production Department, landed several weeks ago while on a Silver King expedition into the Gulf of Mexico off Anahuac. After snagging a score or more of the big bullies only to have his line or hook broken, Ray finally hooked this six-foot one inch baby through the eye, and then it took him an hour and 20 minutes to safely land the big fellow . . . and this is no fish story.

Marie Cato was absent from her place at the switchboard, Monday, December 7, on account of illness.

Delscie Miles, Ruth Morgan and Frances Emmer are members of the Y. W. C. A. chorus which was heard over KFDM, Monday night, November 30. A program of Christmas carols will be broadcast during Christmas week.



## *Sales Items*

P. E. McChesney was elected a member of the executive committee of the Southwestern Ice Manufacturers Association at their recent convention in San Antonio. Mr. and Mrs. McChesney left Sunday night for a meeting of the executives of that association in Dallas. They will return Wednesday morning.

Frances Emmer spent the weekend of Thanksgiving in New Orleans. She attended the Tulane-L. S. U. game.

F. Parker Allen and son, Clark, were seen rooting for the ole Purple and White in the Beaumont-Houston game last Saturday. Clark is making quite a football enthusiast out of his Daddy.

Duniven regrets that he had to leave "Little Chicago" (Port Arthur) for such a tame place as Beaumont. He has Lawrence Talley to fire a pistol every night so he'll feel at home and sleep peacefully.

Earl Clubb is a first class public speaker—when he is not called upon. We heard that Earl had secret ambitions to become a pilot—but we don't know what kind.

The Repair Department has been so busy installing electric ranges that have been sold that they can't give us any news to put in Plain Talks. We call that news enough!

Did you know that one member of our organization learned to be quite an aviator. Fred Lofland of the repair shop solos all the time now.

The people of High Island believe in Santa Claus now. For a nice, big Christmas present we connected them on to our lines December 7th. They, too can rely on our dependable public service now.

"Cap" McCann has been on the sick list for the past three weeks. We miss his smiling countenance and hope to have him back with us real soon.

During Christmas holidays don't forget to see Frank Quaidy as he has a pull with all the bootleggers in his territory.

After talking privately to Rod Honsberger, I am convinced that he did not tell all about his trip to New York at the Sales Meeting. However, we don't blame him.

Walter Richardson has turned out to be quite a range salesman. He deserves a great big hand. He has only been in

his district a short while, yet he has already made his yearly quota.

Ask Ernest Little about his cowboy friends in his new territory. We understand he speaks their language now!

John Owen comes to us from the Navasota Division and we would like to take this opportunity to say, "if there are any more up there like him, we would sure like to have 'em with us too."

## *Jottings from the Cuff*

Parker Allen chasing ole man gloom away by whistling Kate Smith's favorite, "When the Moon Comes Over the Mountain."—Benjamin Stagg bumming chewing gum off of a poor, defenseless girl.—Mary Lena Nall making plans for an extensive journey to Jasper, Texas, where she will hold a cooking school.—Lawrence Talley cheering up a D. R. friend with one of his own witticisms.—Gladys Westbrook Spell with a great big handful of money (the D. R.'s sales for a day).—Ed Fox bringing in a beautiful assortment of lamps for Christmas.—Morrison and Little getting ready for a trip to our newly attached territory, Winnie and Stowell.



## *Engineering News*

E. C. Adams is back again. He was called home due to the serious illness of his mother, but he reports that she was resting better when he left her. We are all wishing for her rapid recovery.

W. L. Trumper, our most dignified young engineer, had an accident recently which was slightly upsetting. He was walking along on a newly waxed floor when suddenly both feet left said floor—flying off at various tangents. We are glad to know that he was not seriously injured, although Gilbert, the porter, complained of a huge "goose-egg" on one side of his head as the result of Trumper's downfall. Evidently Gilbert's head came into contact with one of Trump's "flying feet."

During a hot ball game, Dan Poulson, in trying to slide into home base, slid too fast, 'er sompin'—anyway, he broke his leg and he is now slowly knitting his way back to health. We hope he will soon be on the job again. Dan, as we all know, now lives in Port Arthur and he had to do a bit of hard



thinking recently when the Community Chest was the subject of discussion. He couldn't decide whether to subscribe in Beaumont or Port Arthur, since he claims that if relief became necessary for him, he would have to get it in his home town. However, due to the effective persuasion of R. B. Cruise, he gave his bit to Beaumont.

W. W. Eckles is enjoying pre-Santa Claus time. He is already shopping for his small son, and takes great pleasure in trying out all the mechanical toys. For confidential information, however, I believe Santa Claus will take Wesley, Jr., a worn-out steam engine, instead of the one he is expecting.

WANTED—An overcoat in exchange for a brand new ice cream freezer. See Jack Voyles, Engineering Department.



## *Production Gossip*

Neches Station's large unit came out of service several days to become more modernized by the installation of the very latest voltage regulator developed. In fact, it is understood that this is the first regulator of its type to be installed on a generating unit as regular plant equipment.

E. F. Webb of Neches Station was back on the job after a few weeks illness due to an emergency appendicitis operation at the Beaumont General Hospital.

Monte Marshall, the department's only girl employee, returned from a vacation trip to Bryan, Fort Worth, and points west. She looks seven pounds better after the trip.

A group of the Neches Station boys enjoyed a squirrel hunt from a skiff in the waters of Louisiana recently. Sid Moore created quite a splash as the ten gauge kicked him in the river.

Then there was Mr. Holst, Station Carpenter, who journeyed to Anahuac in quest of wild duck. He returned downcast but duckless.

J. O. Bauman, Neches Station's official trapper, has three fine box traps just outside of the station yard. He has his heart and his traps set for rabbits but so far his catch has consisted of three opossums and one large pink cloth Easter rabbit.

C. J. Bonin received a telegram during the wee small hours of a recent

morning. It was read to him over the telephone after his slumber had been so rudely interrupted. Bonin says, "Imagine my great glee to learn that Santa Claus would arrive on the twenty fifth."



## *Congratulations*

Plain Talks takes this opportunity to congratulate Edwin Fox, Dorothy Futch, Jack Gammage, Elizabeth Golemon, Lawrence Talley, and Art Krueger for the splendid work they have done in decorating the Beaumont Sales Floor.

In the past, a professional decorator has been employed to do this work, but this year the above employees volunteered and did a better job than the professional . . . and at a whole lot less expense.



## *Good News*

News of the success of old friends is always welcome. We were pleased to hear recently that A. F. Townsend, once upon a time head of our companies and now of Northern Texas Traction company, headed the Community Chest drive in Fort Worth this year and put it over the top, and that J. G. Holtzclaw, who went from us to Virginia Electric and Power company, did the same at Richmond, Va.



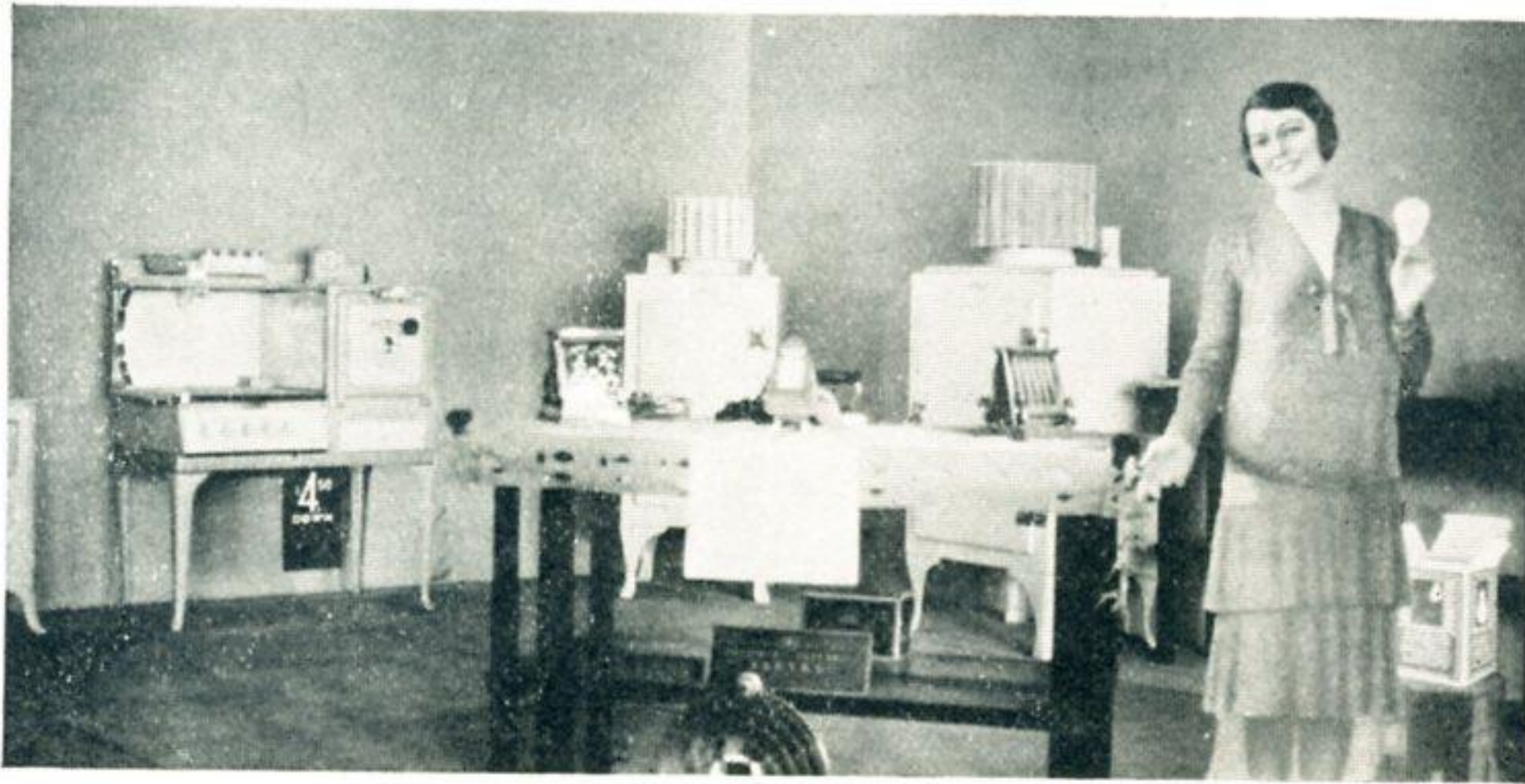
## *Silsbee*

George Sluntz and Tom Anderson from Jasper dropped by the office for a short visit December 10. They were on their way to a Sales Meeting in Beaumont. We were glad to have them and hope they will come by again.

W. V. Holik and R. I. Morrison came down to see us December 9, and we were glad to have them.

It's time to watch a man when you find a mouse parked in the collar of his overcoat. The man in this case was Mr. Scanlon.





### Jasper Sales Floor

The lady posing in this picture is none other than the attractive card-board Westinghouse Lamp display.

## Jasper

A very successful school of electric cookery was conducted in Jasper during November by Mary Lena Nall.

We are proud of the attendance at this demonstration, the first ever held in Jasper. From the one hundred and eighty nine ladies who attended, several excellent prospects were secured.



## Sour Lake

Business conditions in Sour Lake have been fair for the past few months. This change is believed to be the result of the opening of the school session and the building of pipe lines through this section.

Those feeling the Christmas spirit in the Sour Lake Plant are: H. A. Tuma, who has purchased a new General Electric Refrigerator, and Paul Himmelreich who has purchased a new Westinghouse Electric Range.

Paul Himmelreich was called to Fort Worth on November 27th, due to the death of his father. We join his many friends in extending our sincere sympathy.

Mrs. A. D. Barrow, wife of our superintendent, recently returned from New Orleans, where she was called to the bedside of an Aunt who was seriously ill. We are glad to hear Mrs. Barrow left her Aunt improving.

Mrs. Virginia Luce and Mrs. H. A. Tuma motored to Beaumont Wednesday where they attended a meeting of the Women's Committee.

Those from Sour Lake attending the Range Sales meeting which was held in Hull were; A. D. Barrow, H. A.

Tuma, and Mrs. Virginia Luce. Each reported an interesting and profitable meeting.



## Accountants Win Indoor Series

An exciting baseball tournament between six teams from Beaumont and Port Arthur has been brought to a close with the Beaumont Accounting Department taking highest honors. By winning the first five-game series, the Beaumont Accountants chalked up an early lead which the strong Port Arthur team, runners up in both the first and second series, were unable to match.

### HOW THEY FINISHED

Team	Won	Lost	Pct.
Accounting	9	1	900
Port Arthur	7	3	700
Commercial	5	5	500
Distribution	4	6	400
Railway	3	7	300
Production	2	8	200

### TWELVE LEADING HITTERS

Player	G	AB	H	R	Pct.
Fontana, A	7	29	19	25	862
Linnehan, A	6	23	8	16	696
Peavy, Ry.	6	19	8	13	684
Roy, D	10	33	17	22	666
Stahl, D	8	21	11	14	666
Robichau, A	10	38	26	25	658
Poulson, A	10	34	23	22	653
Rafferty, A	10	49	25	25	625
Guidry, P	9	32	12	20	625
Stafford, P. A.	10	36	14	20	625
Gay, P	10	44	26	27	613
Lengick, D	6	18	6	11	611





Joan Tucker



Pat Henry



Forest Carlton Ely



Dorothy Anne Sorrells



Robert and Dorothy Otis



William Sterling Jr.



Mary Kathryn Sweaks



Arline Pruitt



J.P. French Jr.



H.B. Earthman Jr.

Nancy Ann Tucker



Charlie Waller Jr.



Charlie French



Carlton Ely and the Frennan Girls



---

---

# Louisiana Division

---

---

## *Gulf States Entertains Women's Clubs*

Approximately fifty executives of the Louisiana State Federation of Women's Clubs were our guests at a luncheon on the opening day of their convention, November 19th, on the first floor of the Lake Charles office, with Frances Ferguson, Director of Home Service, acting as hostess.

A gracious greeting was extended the club women by Mrs. Ferguson, which was followed by a brief talk in praise of the power of organized women by Geo. B. Morgan, Vice-President of Gulf States Utilities Co. At the close of his talk, Mr. Morgan presented Mrs. R. K. Boney, State President of the Federated Women's Clubs, with a beautiful bouquet of pink roses.

A clever song, written by Mrs. W. S. Streater in honor of Mrs. Ferguson, was sung by those present and proved a most interesting part of the program. Two songs by Frank Taylor, accompanied by Mrs. C. T. Helbing, were also enjoyed.

Members of the Lake Charles Women's Committee assisted Mrs. Ferguson in entertaining the guests.

In addition to an interesting skit which was presented by Vera Griffin, Lucille Burgess and Estelle Bulloch, the following women assisted in serving the guests: Ruth Landry, Vera Griffin, Lucille Burgess, Estelle Bulloch, Eula Mae Burgess, Lillian Ferguson, Sue Squires, Velna McCarthy and Elizabeth Gayle. Mrs. Dick Reeves and Mrs. Raymond Wright also assisted Mrs. Ferguson.



## *Accounting Accounts*

Howard Brown became an uncle for the seventh time on December 7, 1931. Congratulations, "Unkie".

Vera Griffin went home for Thanksgiving, and late the next morning was able to report a very enjoyable visit.

May Thomson, our "Money Changer" spent the week end of the 21st in New Orleans, after having been seen packing her evening gown and gloves.

R. T. Wright and L. J. Himel made a business trip to New Orleans, leaving Thanksgiving night. While there they attended the annual struggle between Tulane and Louisiana State University.

A. T. Caldwell made a business trip to Cameron recently, and reported much traffic on the beach road.

Joe Austin and Herbert Welsh were among the visitors to Beaumont and Port Arthur the week end of December 5th.





R. T. Wright made flying business trips to Lafayette on December 4 and to Sulphur on November 30.

Jack Chatelain of the Jennings office was a business visitor in Lake Charles on December 7th.

W. L. Clements visited Jennings and Lafayette on business recently.

Mr. and Mrs. Phil S. Allen are the happy parents of a baby girl, Barbara Lewis, born Monday, November 23rd.

A. T. Caldwell, our Credit Manager, on December 6 attended a meeting in Alexandria, La. of the Louisiana Retail Credit Association, for the purpose of discussing legislation to be put before our State Solons. Mr. Caldwell was appointed a member of the Legislative Committee of this Association.

During the last part of November and the first few days of December, the Accounting Department completed a check of all meters in service, and made a thorough check of customers rooms for billing purposes. In connection with this they also made a check of the connected load of small power users who are billed on a connected load basis.

In line with our efforts to better facilitate the work of our Department,

Jake Haxthausen, office boy, is now operating the billing machine half time, while Wourl Fanguy is now dividing his time between his former duties of bill deliverer and those of office boy.

W. L. Clements, who, as we all know is always ready for fun or frolic, has become quiet, subdued and otherwise tamed recently. We wonder why. Some attribute this rapid change to the return of the boss,—whose boss? Why, Clem's of course!!

The Travelers Insurance Company, insurers with whom our group employees life insurance is placed, are to be congratulated for their prompt attention in connection with the death of our employee, Frank Roth. In approximately twenty-four hours the beneficiary had received full payment from his policy.

Edward J. Bradley was seen driving a new model Chevrolet with a purchasing look in his eye. Welsh and Haxthausen are scared to death since Ed never uses more than two wheels with his present Chevvy, and the new models are faster than ever.

Joe Austin's radio was out of commission for a few days recently, and after wearing a lost look and even going so far as to enter a movie once, Joe is all smiles again. We suppose the radio is "oke" once more.

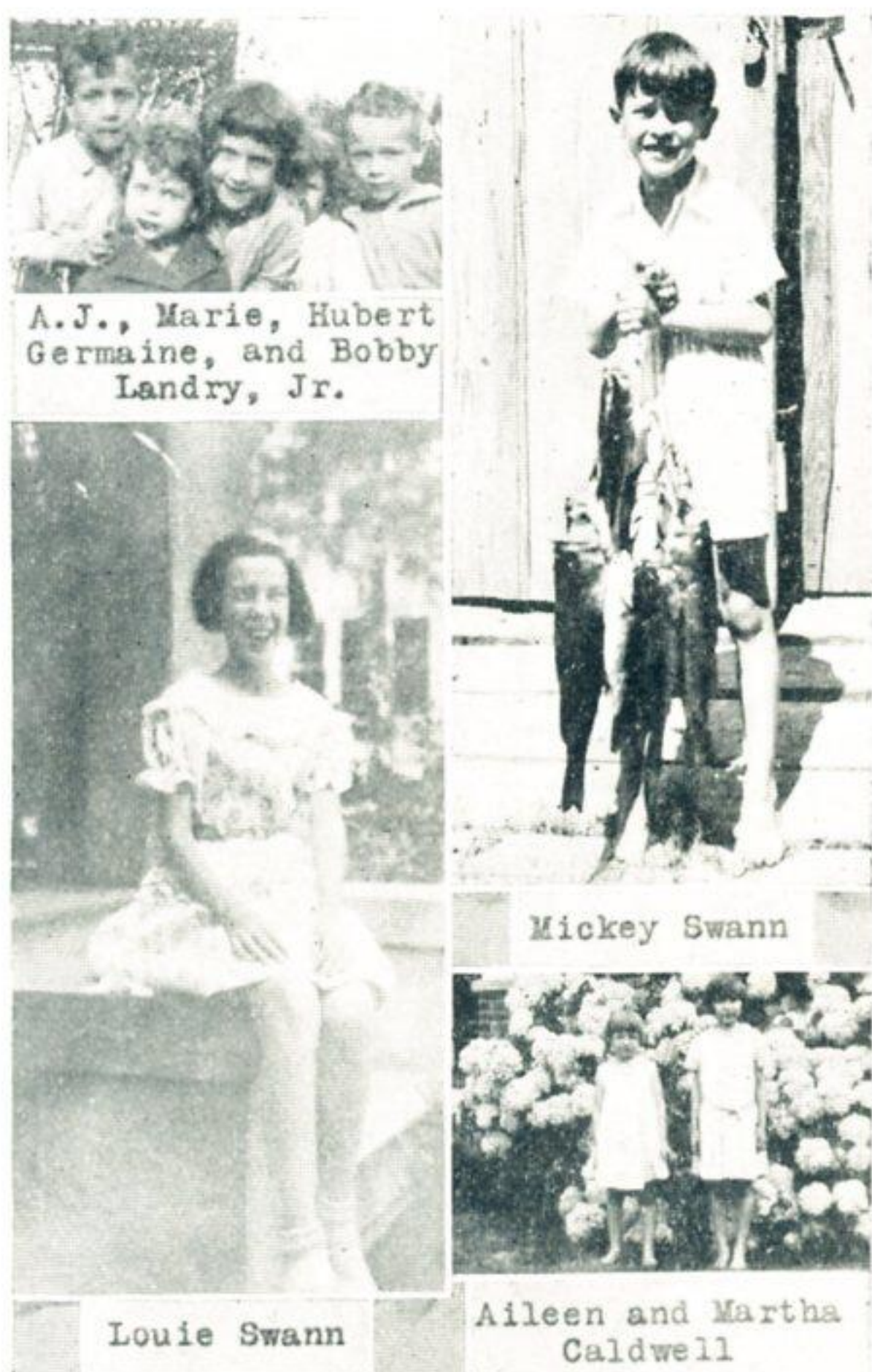
R. T. Wright escorted Messers Potter and Hepp, fire insurance inspectors, on a tour of our properties recently, being accompanied by L. J. Himel of the Beaumont office.

Our good friend Clem opines that good times are just around the corner, but when pressed for details admitted that he didn't know which corner.

### *Haxthausen Calls Basketeers*

Manager Haxthausen has issued a call to his Basketeers to report for practice this week preparatory to entering the City Basket Ball League race. Gulf States will make a determined effort to recover the City championship which they lost last season by a slight margin, after three years of City supremacy.

We were all grieved to learn of the death of our esteemed friend and fellow employee, Frank Roth, who died December 14th. We take this opportunity to extend our heart-felt sympathy to the bereaved family.



A. J., Marie, Hubert Germaine, and Bobby Landry, Jr.

Mickey Swann

Louie Swann

Aileen and Martha Caldwell

Some of our Lake Charles young 'uns



## *Employes Stage Better Home Program*

The Women's Committee sponsored a "Better Home" program for the Parent-Teachers Association and Home Management class of the LaGrange High School, Wednesday, December 2nd.

The members of the Association and Home Management class met in the Home Economics department where Mrs. Ferguson, our Home Service Director, prepared an oven meal and a New England dinner to be cooked in the Thrift Cooker. She gave a very interesting talk on the advantages of electric cookery and the electric refrigerator, placing at this time a salad in the General Electric Refrigerator. Those attending the meeting were then invited to the auditorium to be entertained, being assured that the meal needed no attention and would be ready to serve after the program.

The following program was presented:

- "Lighting the Home From a Health And Beauty Standpoint" by R. E. Lee
- "An Ivy Covered Shack"—(vocal solo), by . . . . . Frank Taylor (Accompanied by Mrs. C. Helbling)
- "Contribution Of Labor Saving Devices To The Modern Home, by . . . . . Ruth Landry
- "Gulf States Utilities Company Helping To Build A Community", by . . . . . W. H. Kirkwood
- "Arabian Nights Of 1931" . . . .

Misses, Griffin, Bulloch and Burgess

After the program, the meals which Mrs. Ferguson had previously prepared were taken from the oven and presented to Mrs. W. S. Scaife and Mrs. F. Gerdson, who were holders of the lucky numbers.

Sandwiches, tea, salad and cookies were served by members of the Women's Committee.



## *Red Cross Training School Held*

On November 23rd a Standard Course in First Aid was organized in Lake Charles by Dr. G. F. Hartzell, National Red Cross Worker from Washington, D. C. This class was held in the Gulf States

Utilities Company Assembly Room with an average attendance of twenty members, of which ten were employees of the Gulf States Utilities Company.

W. H. Kirkwood, Superintendent of Customers' Service, is Chairman of the First Aid Committee of the Local Red Cross Chapter for this year.

Andre Dubus of the Light and Power Department, Herbert Welsh of the Accounting Department, and Russell Dunn, Company Safety Director, qualified as instructors.

Sue Squires, Ruth Landry, Lucille Burgess, Velna McCarthy and Ruby McClellan, members of the Safety Team of the Women's Committee, Geo. F. Cox of the Production Department, and W. H. Kirkwood, Superintendent of Customers' Service, earned Certificates.

The Ice Department was represented at each meeting by a different employee. Those attending were: A. Manielle, L. Says, H. A. Burnette, A. Abraham, J. G. Carnahan, W. White, H. Roth, F. Gerdson, and J. M. Brown.

The course given by Dr. Hartzell has proven of great value and benefit to all who attended. We are greatly indebted to him for his wonderful work in not only instructing our employees, but having a course open to the public. The only regret that we have is that more of the employees and more of the public did not avail themselves of this wonderful opportunity.



## *Women Meet*

The Women's Public Service Committee met Tuesday, November 24th with all of its members present.

Much good work was reported for the month of November, several skits having been presented and a number of public contacts made.

One of the most interesting events of the meeting was a round table discussion which was very helpful. Several questions of great value to the company were discussed.

Excellent talks were given by Mae Thomson, Elizabeth Gayle and Estelle Bulloch.



## Jennings

Ralph reports that he had a very good time on a deer hunt down in the Atachafalaya swamps. Although he did not bag the limit, the camp life and Kangaroo Court were thoroughly enjoyed.

Irrigation business at this time is quiet due to the present condition of the rice market. The farmers are holding their rice for a better price, and for this reason cannot make plans for the coming season. From all indications there will be a reduction in the number of acres next year, but the majority of farms with electric units on them will continue to operate as in the past.

Don Montagne attended the Tulane-Washington State game in New Orleans. From all accounts that Don has been giving us it wouldn't do for him to take in the ROSE BOWL GAME.

Jack Chatelain was a Lafayette visitor one day last week.

Tom Steed is now enjoying his vacation in Birmingham. We wonder why Tom had to go so far away, on such a short stay . . . better tell us about this Tom.

The Jennings office is certainly all dressed up for the holidays.

Work is nearing completion at the Jennings Substation where the Stone & Webster crew has been busy making several changes.

We are pleased to announce the marriage of B. W. Hart, Jennings Line Department, to Miss Clarinel Freeland of Crowley, Louisiana. Welcome to our ranks Mr. and Mrs. Hart. The old married folks out here wish you both much happiness, and we are mighty glad to welcome Mrs. Hart into the Gulf States Utilities Company family.

Messrs, Newlin and Sawyer, were recent visitors to the Jennings Substation, making various tests of new equipment.

Mr. and Mrs. C. C. C. Carlisle have just returned from an enjoyable vacation WAY UP NORTH. Although Charlie hasn't said, we are sure that he is glad to get back to the nice WARM SUNNY? SOUTH.



Jack: "From the glimpse of her this morning I rather like our new cook. There seems to be plenty of go about her."

Helen: "Yes, she's gone."

## Lake Arthur

The Jennings crew has completed the changes in our substation, which will reduce our operating expense considerably, and improve the appearance of the station.

Lake Arthur is justly proud of the new concrete highway to Jennings, and when the three-span bridge across Mermentau River here is completed we will be connected with the O. S. T. both North and East, and will not be isolated as we have been in the past. This should be of some benefit to us from a business standpoint.

The Show Boat, Harry Lee, is stationed at Lake Arthur, and we are serving it with electricity and ice. It is now going under the name of Show Boat Nite Club, and is open every night, serving meals and furnishing music for dancing. Manager Breax states that he is well pleased with the patronage he is getting.

The fish business has not been very good this year due to too much salt water for salt water fish and not enough fresh water for fresh water fish; however, the north winds have caused the fresh water fishing to get better and we may get some good ice business before the year is up. Duck hunting has been extra good this season. Nearly every hunter has gotten the limit.



## Elton

We are proud of the steady growth of electric power for irrigation in the Elton district. Since 1926, the number of electrically irrigated farms has jumped from twenty five to ninety two. A seven-stand electric gin, a five-ton ice plant, and approximately five hundred residential customers make up the balance of our load.

Ardie Clark is on the job day and night during the irrigation season, servicing the motors as well as ranges, refrigerators, and water heaters.

Jim Stokes joins the rest of the fellows at Elton in wishing all the big G. S. U. family a Merry Christmas and a Happy New Year.



---

---

# Navasota Division

---

---

## Navasota

At a District Representative meeting held in the Navasota Division Office on December 5th, plans were made for the decorative lighting of towns throughout the territory. From the interest displayed, we hope to see our towns with more lighting than we have had in previous years.

Cotton gins throughout the territory report larger ginnings at the close of this cotton season than they have had for several years past. The electric gin at Midway reports approximately 5,000 bales which is the largest individual ginning report in the territory.

Selma Schow, Home Economist for the Navasota Division, conducted classes at the Huntsville Item's Home Modernization and Cookery Institute held at the First Baptist Church on December 14th, 15th and 16th.

A. R. Wilson, formerly Cashier at the Calvert office, has been transferred to Kosse as Superintendent—District Representative, replacing L. T. Guenzel, resigned.

Emory Barrett, Bookkeeper from the Navasota office, was transferred to Calvert, taking over the cashier work there.

The American Airways, Inc., has recently contracted for the lighting of airports in the vicinity of Calvert and Navasota. These fields are to be used as emergency landing fields along the regular air lanes through this territory.

Charles Earl, recently arrived son of Mr. and Mrs. E. W. Ward, has all the makings of a first class lineman, according to his proud papa.

"Johnnie" Schumacher, our much beloved ice distribution foreman, has actually broken down and taken a vacation. It was necessary to almost hog-tie him to keep him away from the plant. Emory Barrett took over Mr. Schumacher's work during his absence and we believe he thoroughly enjoyed loading those cars of ice!

Superintendent Welch took his vacation during November and spent most of it in his old home town, Port Neches. They had a duck hunt in the swamps, and he killed a whole duck by himself. A very successful vacation, we would say!

Emory Barrett, our bookkeeper, was transferred to Calvert on November 30th. Calvert's profit is our loss.

Miss Selma Schow, formerly with Westinghouse, is now with us and will demonstrate Crawford and Westinghouse ranges in the Navasota division. She is at present experimenting with the Crawford range in the Navasota office and tells us she is very well pleased with its operation. At any rate, the Navasota employees are well pleased with the results they have tasted.

L. Goodwin was called to Austin where his father is in a critical condition. We hope that the next issue of Plain Talks will bring better news.

Clyde Boles, helper in the waterworks distribution work, was taken seriously ill during November with acute appendicitis and it was necessary to operate immediately. We are glad to report that Clyde is now getting along nicely and will probably be back to work with us before the first of January.

Bill Allen has also had a vacation. We have not seen anything of him so he must be snoring under a tree somewhere. The plant force is taking turn-about working for each other while they are having vacations. Joe Baird, Jim Baird, L. C. Hudnall, and W. P. Carroll, have all had vacations during the last month. H. J. Ripple and Jack Shirley are vacationing on camping trips and hunting trips.



## Cleveland

I. F. Daniel and family returned from vacation on November 21st, which was spent in Kirbyville and Orange, Texas, with friends and relatives. We are sure the squirrels and ducks were glad when his vacation was over.



The Gulf States Utilities Company is improving the water system in Cleveland by installing larger mains.

Mr. and Mrs. Tony Busshart and Claude Lewis Madeley are now living in Cleveland. Tony, Jewel and Gorilla, we are glad to have you with us.

The Hotel Anderson, largest and most modern between Houston and Lufkin, Texas, which boasts of fifty beautiful rooms, is now in operation in our city.

We were fortunate enough to obtain a 600 H. P. load from the Shell Oil Company at Goodrich, Texas, which necessitated building two miles of transmission line at Goodrich, and changing of line No. 63 from 13 K.V. to 33 K.V., building two new steel substations, and changing of three other substations. All of these stations are well lighted which is an advantage over the past.

The construction crew has just finished installing an oil circuit breaker at the Cleveland substation, which has helped to eliminate some of our trouble in this section.

A potato curing plant has been built in Cleveland, which has a capacity of 20,000 bushels of potatoes. There are about 15,000 bushels of potatoes in storage at the present time. We have a 5 H. P. load in this plant which is owned and operated by C. H. Turner. Cleveland also boasts of a Tile Plant which we are proud to have in our little City. We have a 5 H. P. load in this plant also.



## *Caldwell*

The following is from a letter which W. G. Clark, Superintendent of Caldwell, received from G. C. King, manager, Burleson County Chamber of Commerce expressing their appreciation for the assistance given them during the recent fair held at Caldwell:

"We, the Burleson County Chamber of Commerce, wish to express our appreciation to your company for the donation of electricity used during our recent fair, and assure you that this kindness is greatly appreciated. Furthermore, we wish to thank your employees for their courteous and timely service in wiring the various booths and exhibits and especially the work done on the Sale's lot in preparation for the Pageant.

Done by the order of the Board of Directors in a regular meeting, Wednesday, December 2, 1931."

Burleson County Chamber  
of Commerce

Per G. C. King, Manager.

With the advent of December the holiday spirit seemed to take a strong hold on us and we feel all dressed up for the occasion. Our office and salesroom are looking very pretty since the gang completed the decorations.

Mr. McChesney, Mr. Merriam and Mr. McClurkin spent a day with us last week. We all feel better after visiting with them for a day.

Mrs. J. Roy Peckham, after spending several days in Caldwell, returned to Beaumont last week. We confidentially expect her back with us after the holidays.

G. E. Allen accompanied by Mrs. Allen made a trip to Huntsville in connection with the transfer of Hubert Burns. Jack reports the roads rather sticky.

Hubert Burns, recently transferred to Huntsville, was a visitor in our city last week. Mrs. Burns accompanied him back to Huntsville where they will make their home.

We have enjoyed a successful turkey season this year. The birds have been bringing a very satisfactory price.

According to Oscar Broaddus, the ice season seems to be over. We will attest to that by the amount of ice being sold nowadays.

T. A. Sandidge and Earl Coleman are doing a good job at the plant this season. Realizing conditions as they are, they are expending every effort to further economy in its operation.

W. G. Clark and T. A. Sandidge spent a pleasant Thanksgiving in Somerville.

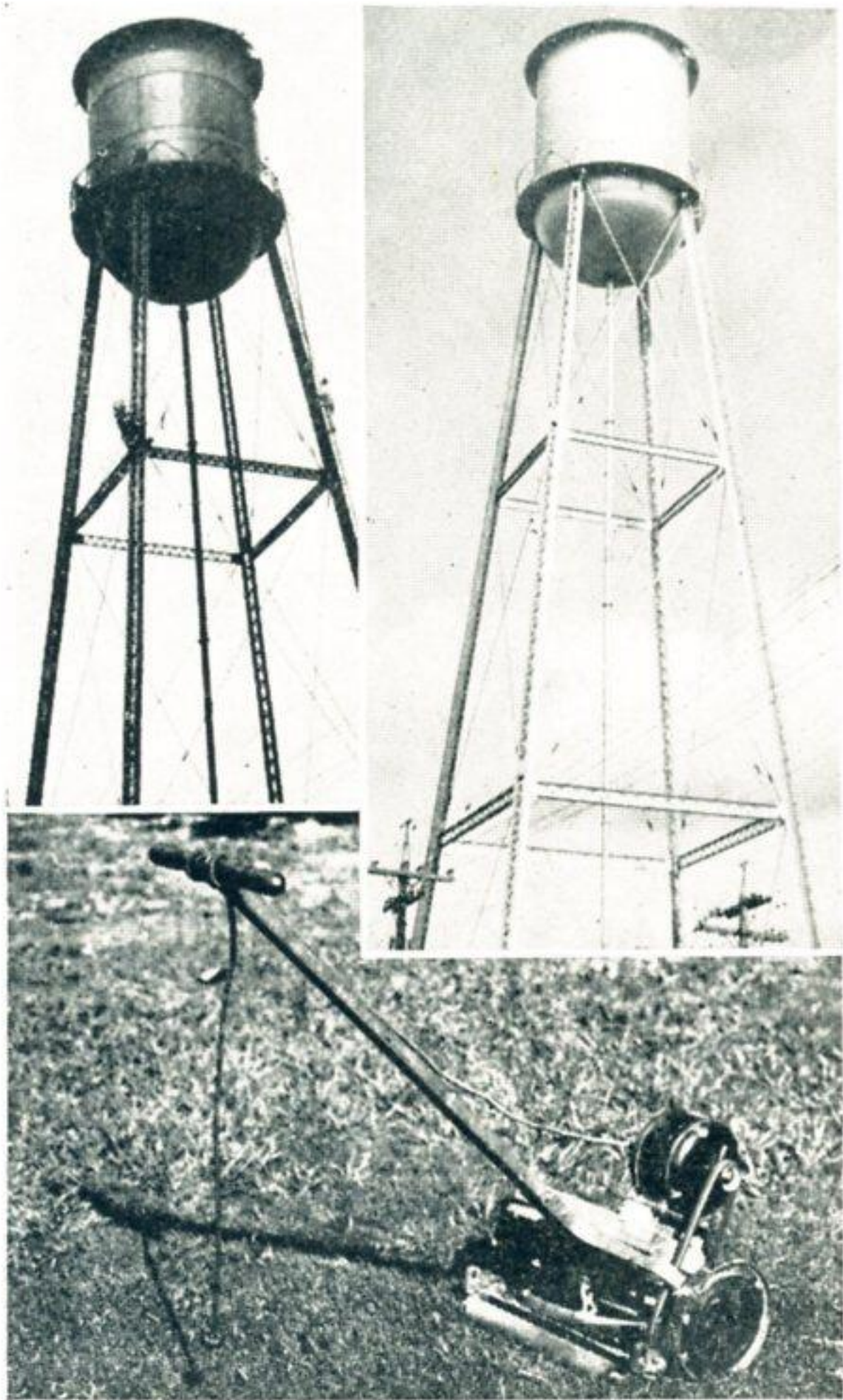


## *Trinity*

A football game was played here recently between the High School team and the local ex-stars. It was a thrilling contest and resulted in a tie. Proceeds from this affair went to charity.

Messrs. Read and Smith, from the Beaumont Meter Department are testing meters here. Mr. Read, during spare moments, is giving the Trinity girls "attention." He accompanies Bill Irwin, of the local office, on some of his "parties."





Top—Alvin's water tower before and after taking on a coat of aluminum. Bottom—Even lawn mowers are electrified . . . in Alvin.

## Alvin

Merchants and business houses in Alvin have dressed up for Santa. Our office took on a string of colored lights December 5th, taking the first place for the season. Others soon followed the example.

Hunting and fishing in our territory is very good. Why mention that? Because it means a little ice is sold to most of the sportsmen who pass our way.

Milk production holds its own. Figures for November were the highest in the history of the industry here. Prices are holding better than most farm products, too, because the dairymen are organized.

## Huntsville

Gus Hollinshead went duck hunting recently and brought in one of the finest mallards that has been seen this season. For the benefit of those who were not in on the story which has made itself dizzy around the square since this hunt took place, it is not out of order to say that the mallard was a tame decoy placed on the lake by another hunter.

A crew of Gulf States employees administered artificial respiration to twenty-two months old Jimmy Traylor, relieving Dr. Barnes and Dr. Black until an inhalator arrived from Houston. All efforts to revive the baby were in vain.



## Franklin

With the installation of a Crawford Range in the home of Floyd Sharp, Franklin employees rate 100 percent in electric cookery.

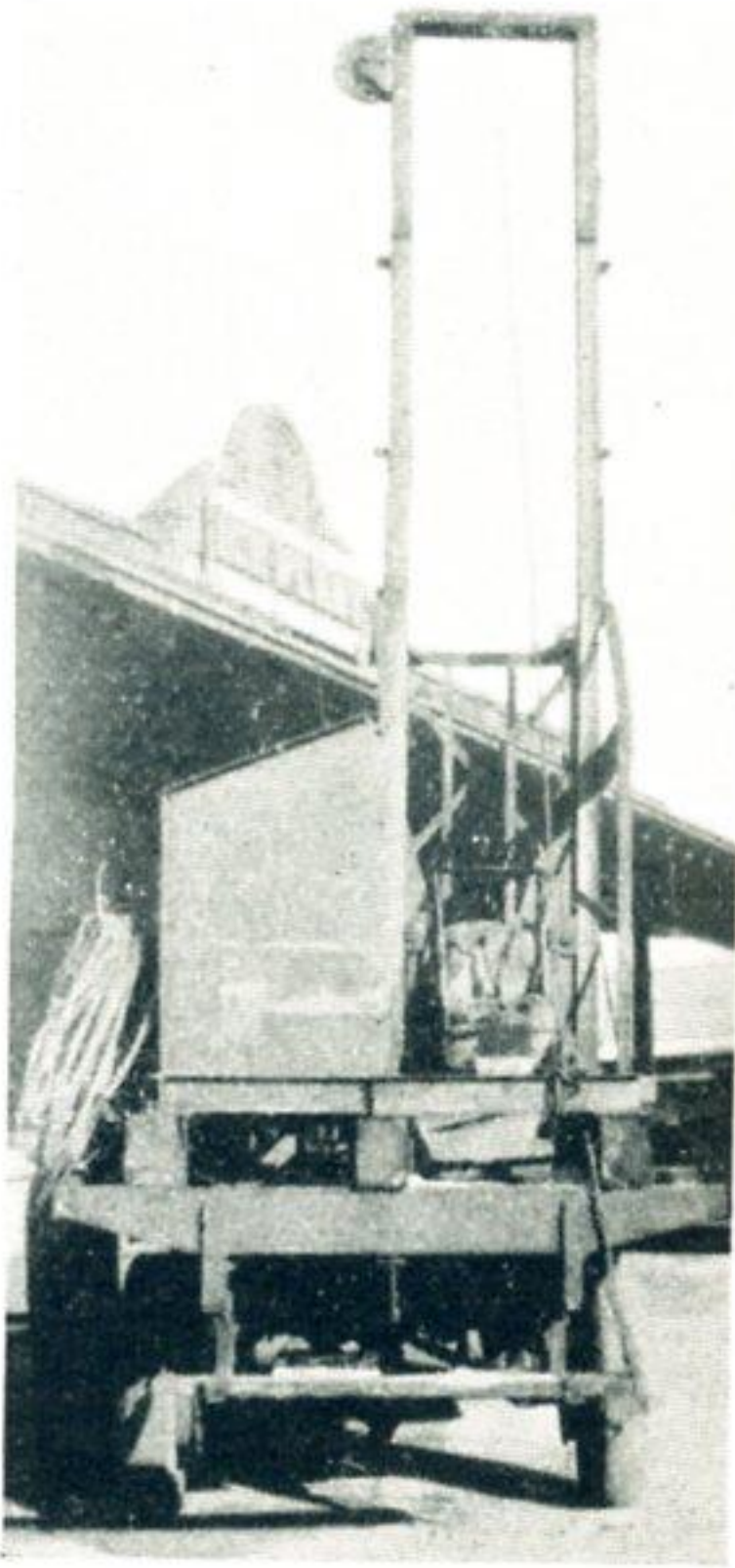
T. S. Walker enjoyed a hunting trip with C. T. Campbell of the Hempstead Office last month. No report has been made as to what they found, but we supposed they didn't hunt anything but shelter, since it rained steadily while they were gone.

Julia O'Rear is assisting with Interludes which will be presented in the Franklin High School by the Public Speaking Class sometime during December.



The nimrod on the right is Charley Drennan





Bryan's new turkey icing machine, with which they can ice a car in one third the time required by the old method.

### Groveton

L. C. McClurkin and wife were visitors at the Groveton office during the past month.

Marcus Andrews has been transferred from Groveton to Calvert. We certainly miss Andy and wish him much success in his new territory. We want to ask you Andy, why MUST you send telegrams???

The annual Texas Fox Hunters Association meets in Polk County this year, just across the Trinity County line, and we are expecting to greet just loads of the Gulf States Utilities Company fox hunters again this year. Will you be there Mr. Terry of Calvert?



### Conroe

Conroe has recently completed its second Community Chest Drive for a goal of \$800.00. We have not had a full report from all the committees; however, we feel sure that we have easily raised the required amount. Again, the Gulf States employees came through 100 percent with one day's salary and were proud to do it.

C. M. Fleming and family are spending their vacation in Baton Rouge, La., where the crawfish are plentiful.

We have been just recently furnished with a list of major appliances sold in the Navasota Division for the first 11 months of this year, and are proud to know that the Conroe-Cleveland District has sold 24 percent of the total number of ranges sold in the Division, 33 percent of the Water Heaters and 16 percent of the General Electric Refrigerators. During the first 11 months, we have sold a total of \$14576.00 of merchandise.

Oh Yes! It is old but not too late. On August 9th our efficient clerk, Mabel Madeley, was married to Charles Coleman, who is an employee of the Simon-ton-Cable Motor Company. They spent their honeymoon and vacation in Louisiana.

We have always thought that our Chief Engineer, C. M. Fleming, was a Frenchman, but now we have reason to believe that he is a Scotchman. As you probably know, Fleming is left handed in most everything he does, but inasmuch as his wife is right handed and has to have right handed golf clubs, and to keep from purchasing two sets of clubs, this "cajun" has learned to play golf right handed.

Imagine Ray Hereford's embarrassment when a Houston filling station operator syphoned the gasoline out of Hereford's automobile after finding out he did not have the newest form of courtesy card.

You should have seen Ray Hereford last week at the local vaudeville show when a blonde actress focused a light on him and sang "That's My Man."



### Madisonville

Mr. Bode and Mr. Hereford attended the Thanksgiving Texas-A. & M. game. No particulars available.

Christmas decorating has already become a reality in Madisonville. A total of nine streamers have been sold to date, December 4th.

R. B. Cash, Normangee, has been dragging a game limb around. We think he got caught in a rush.

J. M. Coleman is in the market for some apparatus that will carry wood upstairs.

C. O. Drennan, District Representative, spent a week in Mason county with a party, deer hunting. A total of 12 deer and several turkeys were killed.



If you don't think the Madisonville G. S. U. Co. bunch support their football team, just ask Mr. Terrell and Mr. Merriam.

Wanted to buy—live decoys. They must have strong hearts and be hard to frighten. Gus Hollinshead, Huntsville, Texas.

For hanging flood lights, see Hugh Dillon.



## Calvert

Marcus Andrews has recently been transferred to Calvert from Groveton. Welcome, "Andy"!

A. R. Wilson, cashier at Calvert, has been made Superintendent at Kosse. He is succeeded by Emory Barrett, who was transferred to us from the Navasota office.

On Saturday, November 21, Louise Epstein and Selma Schow went to Houston to do some shopping. We understand they had considerable trouble cashing checks.

"Pinky" Burnitt, "Andy" Andrews and Marvin Seigler represented Gulf States Utilities Co. at the annual fracas between the Aggies and Longhorns.

The American Airways has constructed an emergency landing field approximately two miles north of Calvert. Gulf States Utilities Co. has secured the contract for complete lighting of this field. A large beacon will revolve all night, throwing a beam of light several miles. In addition to the markings on the runways, the field will be outlined with markers. Work on this extension will begin immediately.

Cleo Terry attended the annual Texas Fox Hunters Convention in Polk County.

Andy Andrews and A. R. Wilson attended a District Representative meeting at Navasota, December 5. They came back with a lot of new ideas on how to make our bogey.



## Somerville

The public has paid us many compliments on the appearance of our office since it has been repainted.



The above is a photograph of one of Somerville's streets after an inch or two of rainfall.

---

Sidney Davis, who had been employed on the ice platform since the summer of 1927, entered Sam Houston State Teachers' College at Huntsville. We are very proud of "Sid" as he has been elected President of the Freshmen class.

During the latter part of October we completed some water improvements which are of great benefit to the town, and which will prevent an increase in the key rate for fire insurance. About 400 feet of 8 inch cast iron pipe was installed from the pump house to the overhead tower, to replace the old 4½ inch line. The master water meter was set in a by-pass on the line with valves arranged so that in normal operation water can be pumped through the meter but in case of fire the meter can be shut off and the straight 8 inch line used to supply the town. Valves at the foot of the tower were arranged so that it can be cleaned out with much less trouble. Approximately 725 feet of 6 inch cast iron main was installed on Third Street. This was connected with the 4 inch and 8 inch lines so that the town now has two complete loops of nothing smaller than 4 inch main.

During the early part of the fall, the Navasota line crew spent several weeks with us while they were rebuilding the electric distribution system in Lyons, Texas.



---

---

# Port Arthur Division

---

---

## Port Arthur Personals

L. E. Thorne has been made General Chairman of an Industrial Survey Committee that has recently been appointed in Port Arthur. This committee is working with the local Chamber of Commerce and other civic organizations for the purpose of providing ways and means to have an industrial survey made of our City.

K. P. Brock of the Distribution Planning Department, is in his old home town of Livingston, undergoing an operation. We wish him a speedy recovery. Perhaps if he were able he would be out on the big fox hunt there.

M. G. Thompson of the Meter Department is in Jackson, Mississippi, where he underwent an operation recently. His old home town of New Hiberna is near there, so we know his parents will take good care of him.

Hyacinth Eden of the Accounting Department attended the Washington State-Tulane football game in New Orleans Saturday, December 5th.

A very interesting piece of news appeared in Sunday's Port Arthur News, December 6, in which Mr. and Mrs. C. A. McGaffey of Pear Ridge announced the marriage of their daughter, Venus McGaffey, to A. F. Gager of our Meter Department, to be solemnized December 24 in Lake Charles. Yes sree, girls, it's true—and it is our own Aloysius, himself in person. We wish them well.

Although their visits were short and snappy, we feel honored that during the past week or so we had the following visitors from the Beaumont Office: P. R. Williams, C. F. Terrell and Mary Lena Nall. We are always more than glad to have our Beaumont friends call—only we do think they could arrange to come more often and stay longer.

Thelma Caughlin is recovering from a sprained ankle. We understand she just couldn't wait to get to work one morning, and in her haste fell down the stairs.

W. W. Phillips, the newly elected District Trustee of the Port Arthur Kiwanis Club, has been named delegate to the mid-winter Texas-Oklahoma District Trustees meeting in Fort Worth, Texas, Monday, December 14.

Miss Maude Hilderbrant of the Accounting Department has written Santa Claus and told him to drop her presents off at Milano, where she plans to spend Christmas with home folks.

Albert LeBlanc of the Ice Sales Department has just returned from his vacation in South Louisiana. Some towns of interest that he visited were Fo-Bo-La-Pique, Lafourche, and Boyou Goula. We haven't learned just yet what he had to drink down there, but he had to have his tonsils removed upon returning.

G. H. Bawcom, operator, underwent an operation while on a visit to Nacogdoches. Reports are received that he is doing nicely.

E. L. Granau, the Missus and Betty, have just returned from a two weeks vacation in Bellville, Texas.

C. M. Russell and family spent Thanksgiving day in Baton Rouge, visiting relatives.

C. L. Waldron has just returned from his vacation, and he states, "New York surely does look great." While there, he inspected one of New York's famous battleships titled "Vermilla", and does not care to journey on it.



## Just News

Lakeside Station repair crew will be busy during the winter months overhauling all machinery at the Consumers Ice Plant and the Pure Ice Plant. They will also make necessary repairs to the two plant buildings. At present, Mr. Boutte and his crew are overhauling the Pure Ice Company's ammonia compressor unit and their various condenser circulating pumps. Repairs to the Consumers Plant A building are now under way also.



Who said the ice industry had seen its best days? Lakeside repair crew, under C. M. Russell's supervision, has just completed a new, modern, up-to-date five-ton ice vault, located at 16th and Houston Avenue. Being centrally located, Jules Naquin, Superintendent of the Ice Sales Department, expects a new record sales figures to be made there.

The construction of the 33 KV line which is to serve the Standard Dredging Company dredge is progressing nicely. Fillingame and Happy McMillian and their men are to be praised for the good and economical work they are accomplishing under the very bad conditions which exist in the construction of a line through marsh lands.

The scenic drive, atop the seawall along the ship channel from the Pleasure Pier bridge to Woodworth Boulevard, has been completed. This drive will be open as soon as the approaches are put in first class condition.

The Southland Greyhound Line has returned with us once more. The Port Arthur cashiers are now ready to sell tickets for all points throughout the country.

The Port Arthur Community Chest goal was oversubscribed in the annual campaign that closed December 5th. The employees of our company were the first to be 100% contributors. All of our employees gave liberally and several of them gave of their time and helped make the drive a success.

Just recently, a State Inspector from the Department of Agriculture at Austin was in our City checking several of our meters.

The following is from his letter which he wrote us upon his return to Austin:

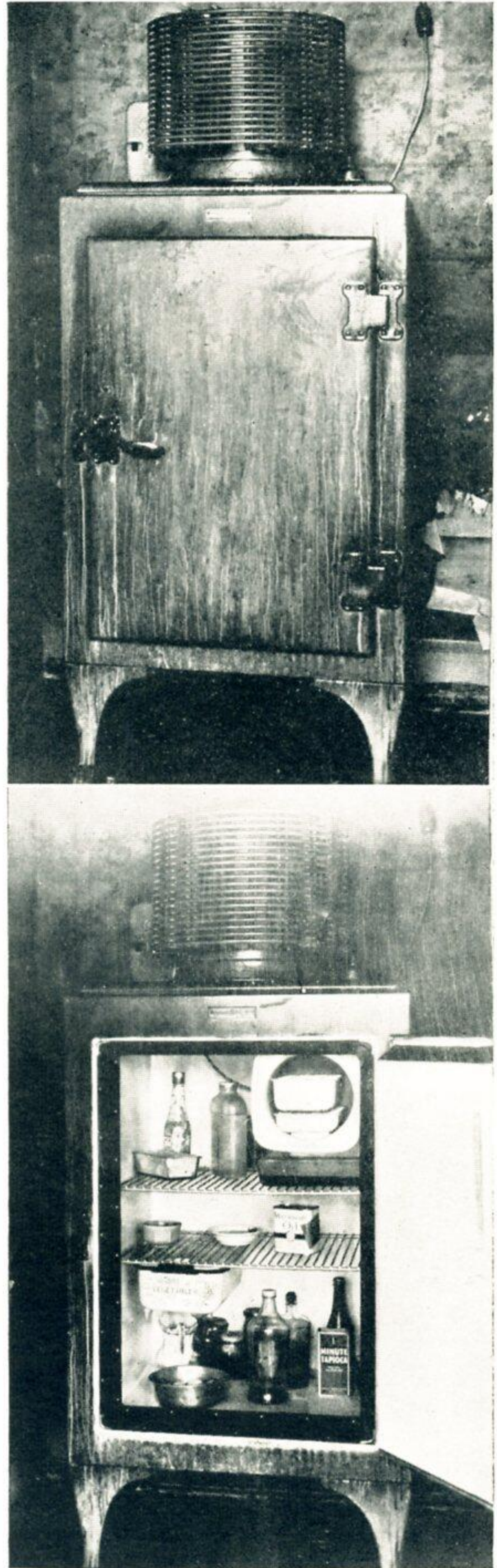
Gulf States Utilities Company,  
Port Arthur, Texas.

Dear Sir:

On November 24th, Mr. Thomas and I tested a number of meters in Port Arthur with your meter inspector. We were gratified to find that your tolerances were strict enough at all times to warrant correct meters.

I am enclosing herewith the meter test sheets signed by Mr. Thomas, who was appointed today as State Inspector.

Yours very truly,  
Wesley A. Kulnemarm.  
State Inspector.



Here is the refrigerator that went through a devastating fire in Port Arthur recently. Of course, it still runs!



## Nederland-Port Neches News

Mr. and Mrs. W. M. Ingwersen recently spent a pleasant two weeks vacationing in Hot Springs, Ark., where Mr. Ingwersen went to take the baths. They returned hale and hearty.

Gulf States at Nederland and Port Neches plan to say "Merry Christmas" to our customers in a "light" way this year. Our buildings are to be dressed in gala attire with many colored lights twinkling our message of good will to all.

A. C. Handley, but recently returned from a "Hoover Vacation," tells wild tales of great duck hunts. We hesitate to doubt his veracity, but some statements are a bit hard to believe.



### Making Radio Reception Clear

By J. B. Coltharp

Climbing to the top of a wet 50 foot pole on a dark night, staying in an alley for two hours, making a two hundred mile trip to find trouble, telling a store owner his motor is messing up everyone's radio programs in the neighborhood is all in the day's or night's work for C. R. Nantz, Distribution Department's Radio Troublemaker.

We started this work way back in 1926. Even then when poor reception could be explained no other way, Gulf States Utilities' lines or a transformer were blamed. So, to prove the Company blameless in most cases and to keep public relations good, Mr. Holik, who was familiar with this work in Pawtucket, Rhode Island, equipped Nantz with a portable superheterodyne and a car with an aerial, and the fun began.

Radio dealers and fans quickly found out about the service and told all their friends and some of their enemies judging by the number of requests that were received. All cases of supposed interference are investigated and no end of things, when in bad order, of poor or improper design have been found to cause trouble. Motors, telegraph sets, heating pads, fans, X-ray machines, railway signal contacts, lightning arresters, house wiring, high line insulators, lamp bulbs, bad tubes, improper



Top—C. R. Nantz on the trail of some radio interference. Bottom—Superheterodyne equipment used in locating interference.

location of aerials, poor grounds—all have made many a good radio program sound like a Chinese ladies convention. Much to our satisfaction we have found out that a very small percentage of radio interference is caused by Gulf States Utilities' equipment. When we find our equipment causing trouble, we quickly set things in order. Our troublemaker handles all complaints in the Texas Division, except in Port Arthur.

Due to the fact that most all of us use an A. C. operated radio, it is certainly to the Company's advantage to keep radio reception clear so that people will use their radios; and, when a program is marred, the Company must not be thought of as an indifferent nuisance in the community.



A casualty insurance company that had required some additional evidence to support a claim received a letter from the widow of the insured, which ended:

"I have so much trouble getting the money that I sometimes almost think I wish my husband was not dead."



# Transportation

## Five Stars or Better

The following is a list of E. T. E. Co. operators who have earned five or more gold stars during their employ, each star representing twelve consecutive months of operation without a chargeable accident:

### BEAUMONT

Name	No. Stars	Date Last Earned
W. H. Ahrendt	5	11-31
T. J. Bagley	6	8-31
R. M. Beasley	5	10-31
W. L. Coggins	5	7-31
T. A. Cosper	9	5-31
A. Christopher	7	5-31
H. E. Davis	9	5-31
D. Duhon	7	3-31
O. E. Eggleston	6	4-28
E. R. Frost	7	7-31
H. H. Goza	7	3-31
F. B. Gaskin	5	2-31
E. E. Herring	5	10-30
W. Hughes	8	6-30
L. Hudler	5	10-31
C. N. Lazenby	7	6-31
L. Lacouture	5	11-31
J. W. Mayton	5	2-31
C. A. McBride	8	4-31
R. C. Rogers	5	4-31
G. A. Smith	9	8-31
Leo Tucker	6	4-30
E. Wooley	7	7-31

### PORT ARTHUR

It should be borne in mind that the Port Arthur Division has only been operated by E. T. E. Co. since 1928; therefore, these men who have earned three stars have most certainly established a splendid record:

T. L. Davis	3	6-31
A. Fuller	3	11-31
J. E. Hamilton	3	5-31
W. Hebert	3	10-31
Geo. Huff	3	2-31
M. Knight	3	1-31
H. E. Merritt	3	2-30

## Honor Roll of Veteran Employees

T. A. Cosper, Conductor	18 years
B. F. Monroe, Operator	18 years
T. J. Bagley, Operator	18 years
E. E. Thomas, Supervisor	15 years
O. W. Gaines, Superintendent	15 years
F. S. Sheffield, Asst. Supt.	14 years
J. H. Ward, Asst. Supt.	14 years
E. R. Frost, Operator	14 years
R. W. Stanford, Motorman	14 years
L. T. Raley, Dispatcher	13 years
O. E. Eggleston, Operator	13 years
L. Hudler, Operator	13 years
H. H. Goza, Operator	13 years
L. C. Singleton, Supt.	12 years
A. Vincent, Dispatcher	12 years
J. W. Christopher, Operator	12 years
F. B. Gaskin, Operator	12 years
W. E. Adams, Operator	12 years
E. L. Wooley, Operator	12 years
W. Hughes, Operator	12 years
L. Tucker, Operator	12 years
C. A. Boyd, Instructor	11 years
H. E. Davis, Operator	11 years
E. E. Herring, Operator	11 years
H. L. Daugherty, Operator	11 years
F. Perryman, Operator	11 years
C. A. McBride, Operator	11 years
W. G. Turner, Operator	11 years
G. A. Smith, Operator	10 years
D. Duhon, Operator	10 years
D. E. Cosper, Operator	10 years



(Continued from page 3)

Elec. Dept. Oper.	39	26
Ice	112	48
Water	3	0
Automobile	86	67

These crews hold their own safety meeting periodically, as do the different departments, and discuss the accidents that have happened since their last meeting, and discuss ways and means of preventing their recurrence. Prone Pressure Method of Resuscitation is practiced religiously and safety manuals read in part.

A Safe and Merry Christmas is our wish for you.



## Women's Organization News

## Notice!

The following is a resume of outstanding events in the Women's Organization during 1931:

Two Personal Improvement classes were conducted during the year with approximately thirty members in each class.

Under the supervision of Mrs. Wm. Browne of the Westinghouse Electric Manufacturing Company, fourteen G. S. U. women were privileged to attend a three day cooking school held at the Y. W. C. A.

On the night of February 10th., the Women's Committee entertained the Beaumont Business and Professional Women's Club with a four-course dinner at the Y. W. C. A.

Our July meeting was held in the form of a picnic at McFaddin's Beach. Costumes for the occasion were beach pajamas. The Department heads and their wives were guests of the Committee.

WATT-NOT, a monthly bulletin published in the interest of the women employees, went to press for the first time in May 1931.

At each meeting of the Committee during the year a representative from the Sales Department presented a talk on the merchandise to be featured during the following month.

Basket Ball, Tennis Clubs and Swimming were outstanding recreational features of the club during the year.

Mary O. Lilyerstrom was elected Chairman of the Women's Organization, which includes all Women's Committees in the Texas Division, in an election held during the regular meeting in November. Helen Jones, member of the Stenographic Department, was elected secretary of the organization at the same time.

Plans for the Women's Organization activities for the coming year have already begun. Six first aid teams have been organized in Beaumont and Port Arthur. In the early part of January, two study group classes will begin their work under the leadership of Emmie Cockrill and Imogene Davis. Important subjects pertaining to Utility work will be taken up in these classes. We are looking forward to a greater participation on the part of our women employees in the third National Employees' Speaking Contest.

In order to make the best use of the Assembly Hall in the Travis Street Substation, Beaumont, for various meetings, arrangements have been made for Mr. Fulton's office to keep a schedule of meeting dates, according to Vice-President Terrell.

Any department or individual planning a meeting at the Assembly Hall is requested to call Mr. Fulton's office for reservation in order to eliminate the possibility of conflicting dates.



## Caldwell Lady Waxes Poetic

At a recent meeting of the Woman's Club, each member agreed to earn one dollar, which was to be contributed to the club, and in addition, write a poem telling how the dollar was earned.

The following is the clever poem written by Mrs. S. G. Ragsdale, 1104 Buck Street:

Tell me not in mournful numbers  
Earning money is not what it seems,  
I had to earn a dollar,  
And I thought that I would scream.  
The sun was slowly setting,  
When my son came rushing in,  
Saying, "Mama to the dance I'm going,  
Will you press my pants again?"  
I quickly got my iron,  
The current on I turned,  
And to my dismay and sorrow,  
The iron would not burn.  
At once, I phoned the Gulf States,  
Telling them of my plight,  
And they answered saying,  
"Lady, everything will be alright."  
Soon the iron was mended,  
And the trousers I did press,  
And my son gave me a dollar,  
And my mind was left at rest.

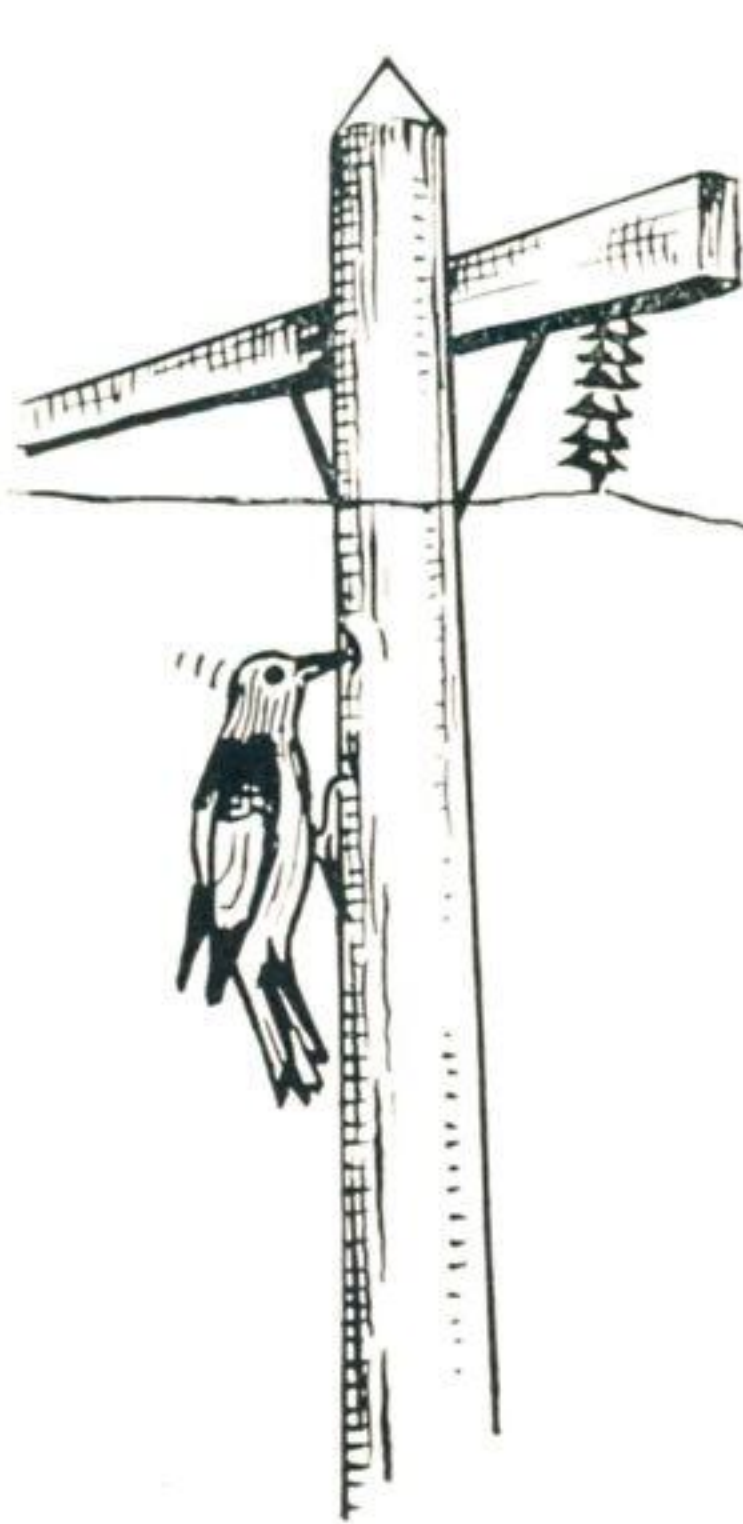
---

"As Kipling says, my dear, woman is 'a rag, a bone, and a hank of hair'."

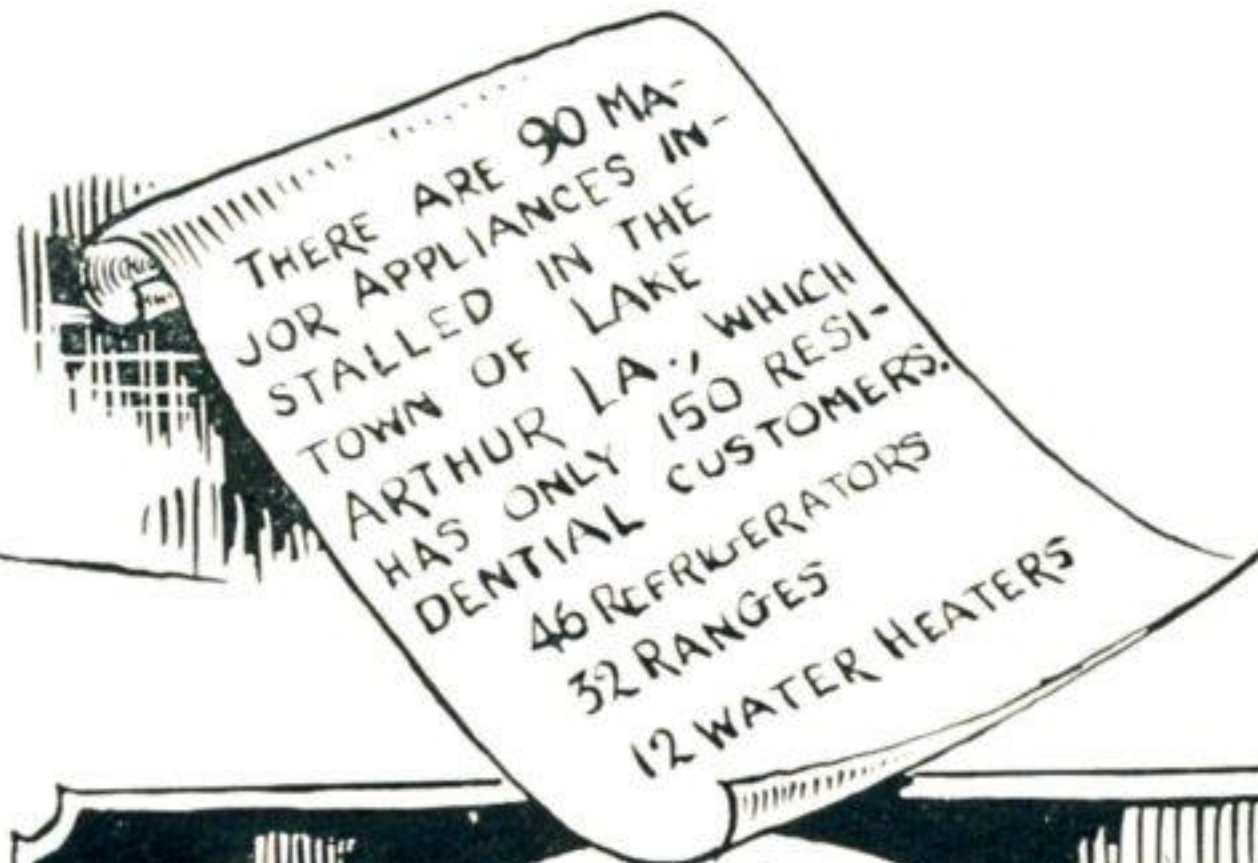
"And the man," she answered, as she smiled sweetly, "is 'a jag, a drone, and a tank of air'."



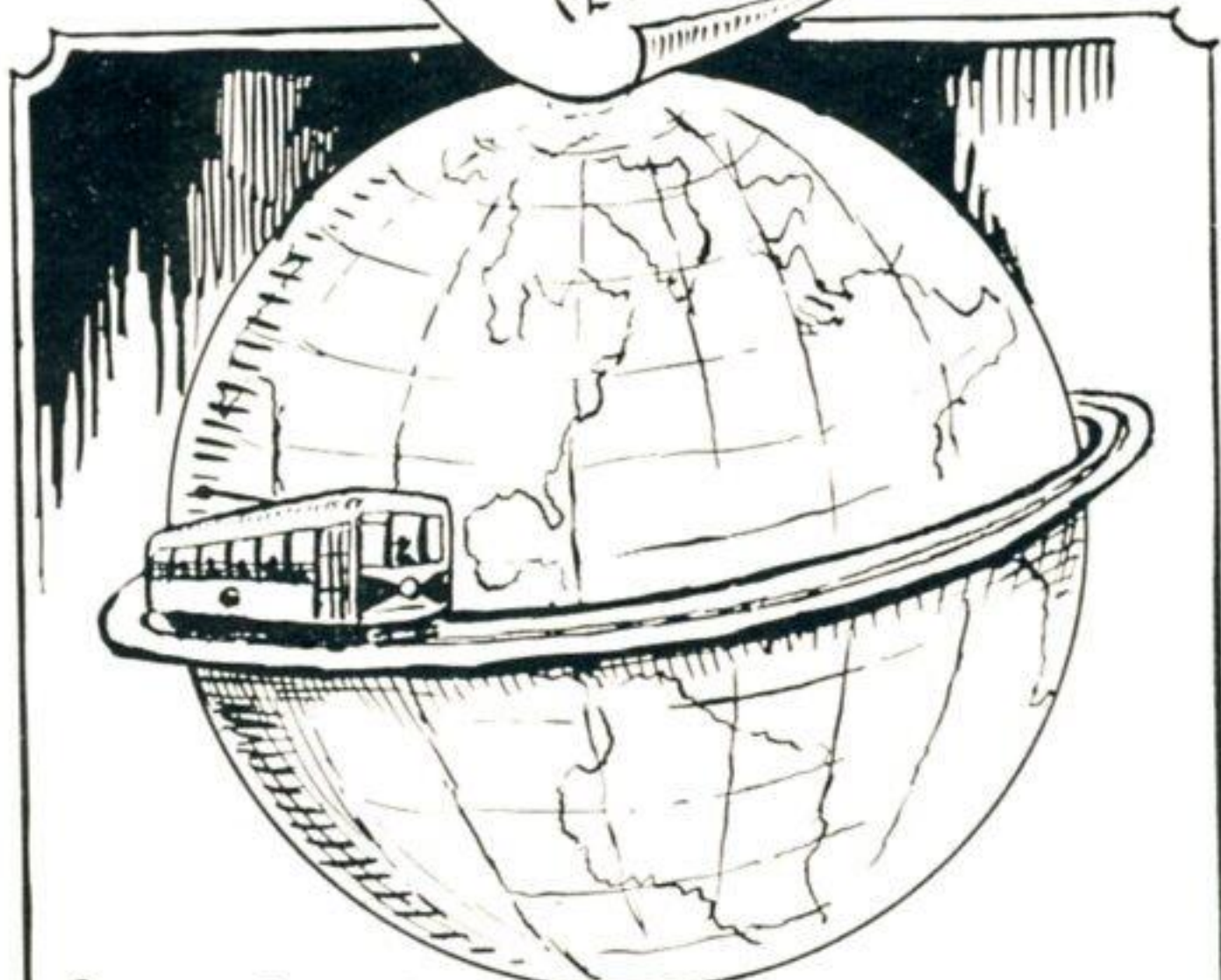
Well Well, Well! - - - - by Jack



HUGE WOOD-PECKERS THAT INFEST ATCHAFALAYA SWAMP IN LOUISIANA BECAME SUCH A MENACE TO OUR POLES THAT MEN WERE EMPLOYED TO PATROL THE LINE AND KILL THEM ON SIGHT.....



THERE ARE 90 MAJOR APPLIANCES INSTALLED IN THE TOWN OF LAKE ARTHUR LA., WHICH HAS ONLY 150 RESIDENTIAL CUSTOMERS.  
46 REFRIGERATORS  
32 RANGES  
12 WATER HEATERS



STREET CARS, BUSES AND INTERURBANS OPERATED BY EASTERN TEXAS ELECTRIC CO. TRAVEL 200,000 MILES MONTHLY...EQUIVALENT TO EIGHT TRIPS AROUND THE WORLD.....

- - - - Applesauce - - - -

It was back in mediæval times.

"It's no fun trying to live in this coat of mail," complained a cootie.

"No," agreed the second parasite. "Heaven help a feller on a knight like this."

Ramona: "What's a Grecian urn?"

Chiquita: "Oh, about \$25. a week unless he owns the restaurant."

"My daughter is having her voice trained abroad."

"How thoughtful of her."

"Quick, doctor, do something! I was playing a mouth organ and swallowed it!"

"Calm yourself young man, be thankful you were not playing the piano."

Clerk (in private office): "As I am getting married, sir, is there any chance of an increase in salary?"

Boss: "If you don't get out of here quick, we'll make you a partner and you won't get anything."

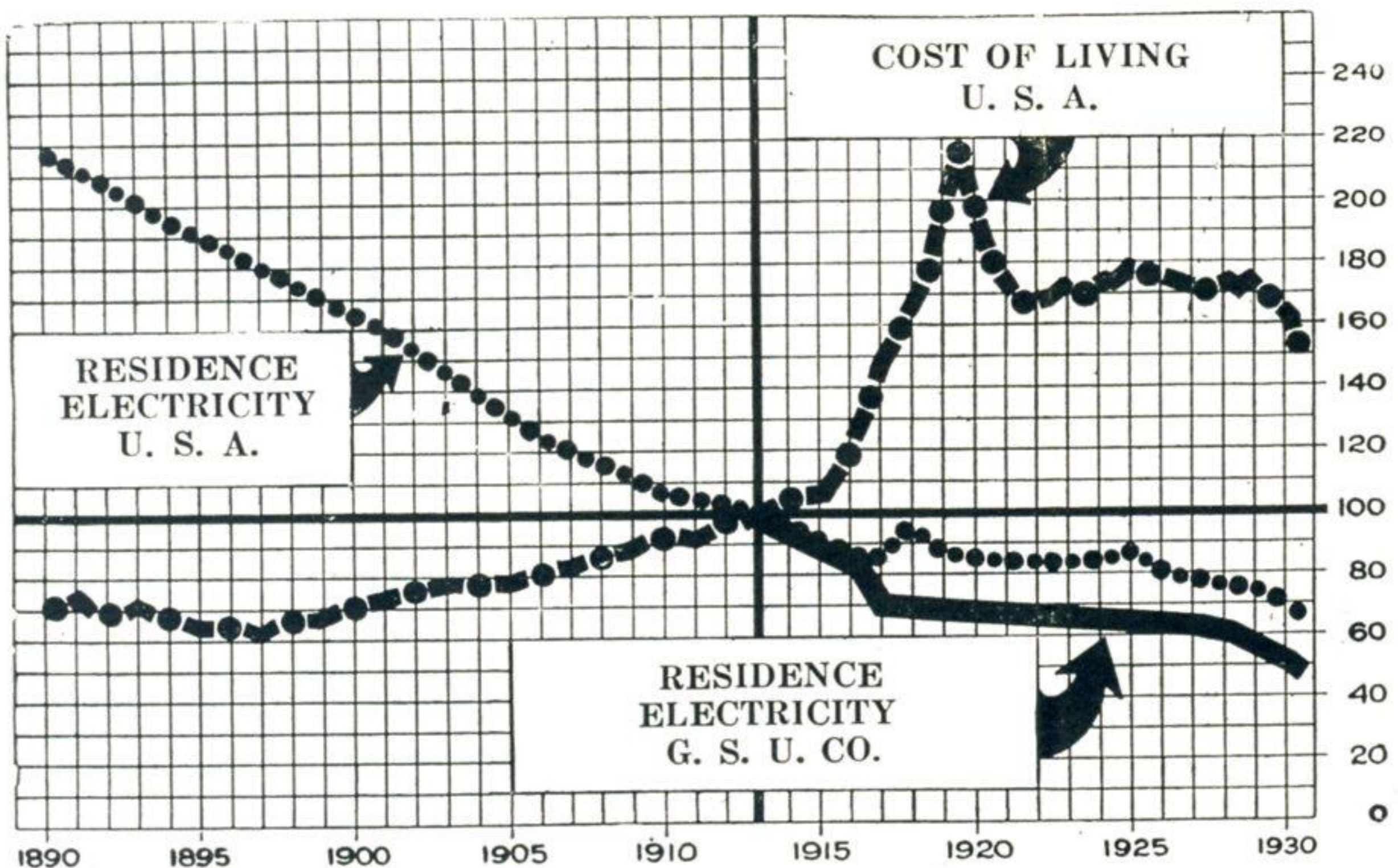


## An Editorial

On this page we reproduce an advertisement appearing in publications throughout our territory. Are *you* practicing what your company is preaching? Are you making full use of its services?

# Season's Greetings

Resolve that in 1932 you will take full advantage of *low* electric rates and enjoy to a greater extent than ever before the savings in time, work and worry available through proper use of Gulf States Utilities Company service.



## ELECTRICITY IS CHEAP



# plain talks

## Television

STATISTICIANS of the Columbia Broadcasting Company recently declared that the Electric Light and Power Industry in the United States may be called upon to supply an additional half billion dollars worth of electric power over the next ten years to operate television sets. The possibility is predicted on a rate of growth in the sale of television receiving sets during the coming decade paralleling the increase in the sale of sound radio receiving sets during the ten year period from 1921 to 1930.

According to the calculation, it is held to be distinctly within the range of possibility that there will be more than 11,000,000 television receivers in domestic use by 1942.

The Columbia statisticians point out that their calculations are purely hypothetical, and based on the use of sets that may be radically altered by scientific discoveries during the period.

Television, however, is only one of the many encouragements which the future holds for the Electric Power and Light Industry. Complete electrification of homes, industries, railroads, and many others in which the surface is hardly scratched combine to form a bright future for our business.

## Magazines

The company magazine subscription list for the year has just been completed after much careful study. It includes the leading utility trade magazines, and is thoroughly adequate to supply all interested employees with the latest information on various utility activities.

For the company to derive the greatest possible benefit from the money it spends on these magazine subscriptions, they should reach as large a number of employees as possible and be actually read by each employee who receives them.

Magazine subscriptions represent a fairly substantial outlay of money, and they can be made a medium for a more complete employee understanding of the electric utilities business. They can be used for individual information and furnish a very excellent source of material for class discussions. Each employee should take full advantage of this opportunity. Your department head will be glad to see that you have an opportunity to see those publications in which you are interested.



## Wuxtra!

Just as Plain Talks was going to press, word was received to the effect that Gulf States advertising again took first place in the Stone and Webster contest for September advertising. This makes the second time in as many months that Gulf States has carried off the honors.

Mr. Tuteur, McJunkin Advertising Company, praised our September portfolio very highly.

---

# PLAIN TALKS

Vol. X

No. 7

---

P. E. McChesney  
Advisor

K. E. Sutton  
Editor

Frank Dyke, Associate Editor

Jack Gammage, Art Editor

Published by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.



---

---

## *Communities Served by Gulf States Utilities Company*

### TEXAS:

Alvin  
Amelia  
Anahuac  
Anderson  
Batson  
Bryan  
Beaumont  
Bedias  
Bremond  
Caldwell  
Calvert  
Chester  
Cleveland  
Colmesneil  
Conroe  
Corrigan  
Dayton  
Devers  
Dobbin  
Franklin  
Gause  
George  
Goodrich  
Grayburg  
Groveton  
Hearne  
Hempstead  
High Island  
Hillister  
Hull-Daisetta  
Huntsville  
Independence  
Iola  
Jasper  
Keelans  
Kosse  
Kountze  
Leggett  
Liberty  
Lyons  
Madisonville  
Midway

Montgomery  
Moscow  
Navasota  
Nederland  
New Waverly  
Nome  
Normangee  
North Zulch  
Orange  
Orangefield  
Plantersville  
Port Acres  
Port Arthur  
Port Neches  
Raywood  
Richards  
Riverside  
Roans Prairie  
Rosedale  
Saratoga  
Shepherd  
Shiro  
Silsbee  
Somerville  
Sour Lake  
Stoneham  
Stowell  
Trinity  
Urbana  
Valley Junction  
Vidor  
Voth  
Warren  
Willis  
Winnie  
Woodlake

### LOUISIANA

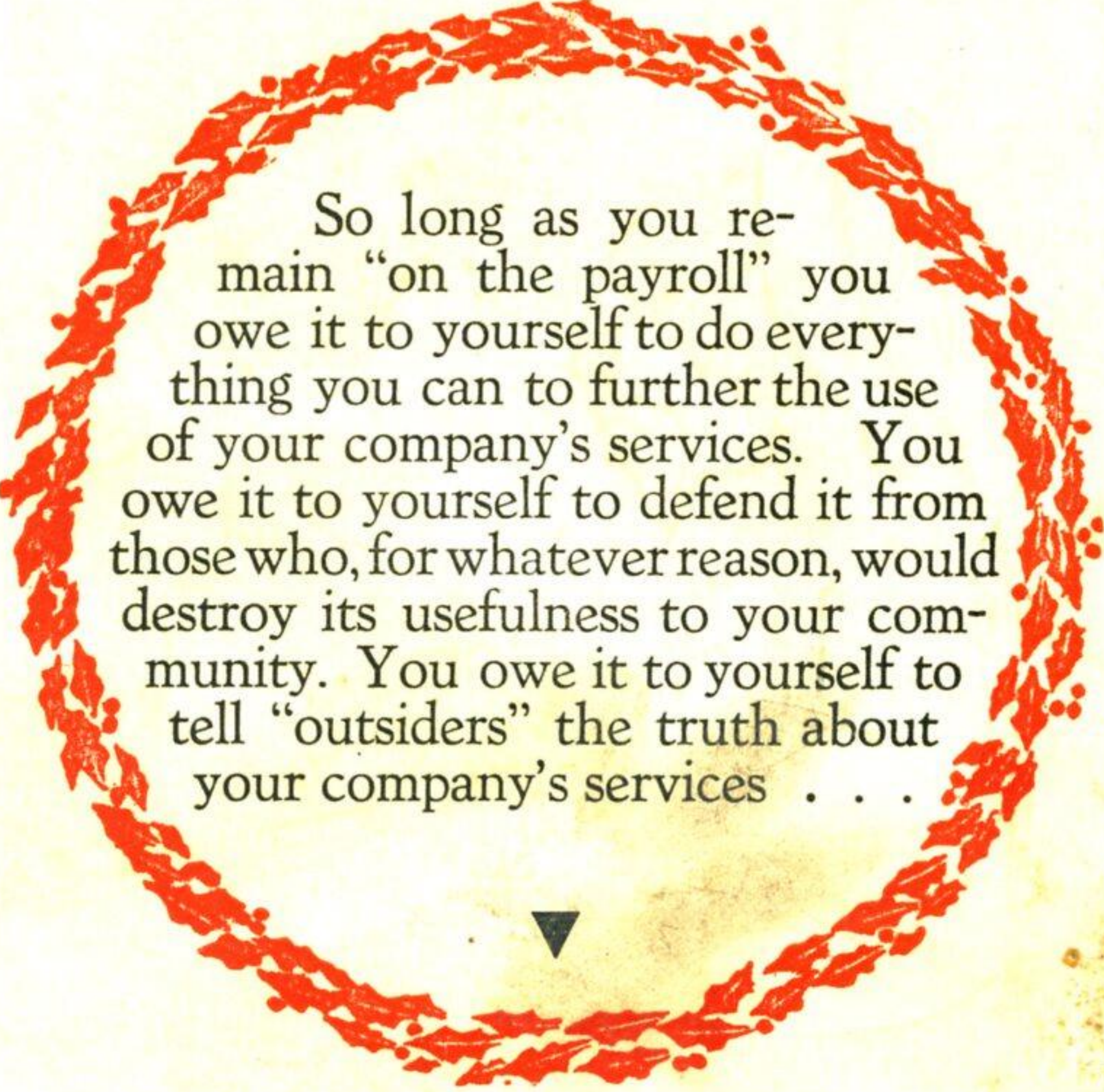
Arnaudville  
Atchafalaya  
Branch  
Bristol

Brownsville  
Cade  
Cankton  
Carencro  
Cecelia  
Delcambre  
Duson  
Edgerly  
Egan  
Elton  
Estherwood  
Fenton  
Ged  
Grand Coteau  
Hackberry  
Iota  
Iowa  
Jennings  
Lacassine  
Lake Arthur  
Lake Charles  
Leonville  
Lockport  
Maurice  
Mermentau  
Midland  
Milton  
Morse  
Parks  
Port Barre  
Roanoke  
Scott  
Sulphur  
Sunset  
Thornwell  
Welsh  
Westlake

---

---





So long as you remain "on the payroll" you owe it to yourself to do everything you can to further the use of your company's services. You owe it to yourself to defend it from those who, for whatever reason, would destroy its usefulness to your community. You owe it to yourself to tell "outsiders" the truth about your company's services . . .

