

# PLAIN TALKS

*February*  
1930





I am approaching the year 1930 full of optimism and determination.

There are great possibilities ahead in the public utility field - For those who work effectively the door of opportunity is open

Let us make this a banner year in public service - Happy new year

G. H. Clifford

GEORGE H. CLIFFORD, Pres., Stone & Webster Service Corporation  
in January Confidential Sales Letter

## Madisonville Takes Cup



## Calvert and Jasper Place

**MADISONVILLE** was awarded first place for increase shown in KWh sales per home customer, growth in home lighting sales and improvement in ice sales and delivery methods in 1928. V. B. Herford, superintendent, is shown as he received the cup from Vice President Tom P. Walker at the banquet held at the Edson Hotel in Beaumont January 27.

Second place was awarded to Calvert, and was received by Superintendent John Crouch, while R. D. Murph, superintendent at Jasper, received the third place award for his territory.

After the presentation of the 1928 awards and an explanation of the failure to make similar awards in 1929, Mr. Walker outlined the plan for a contest for 1930 which is to be based on administrative, operative and sales effort and results.

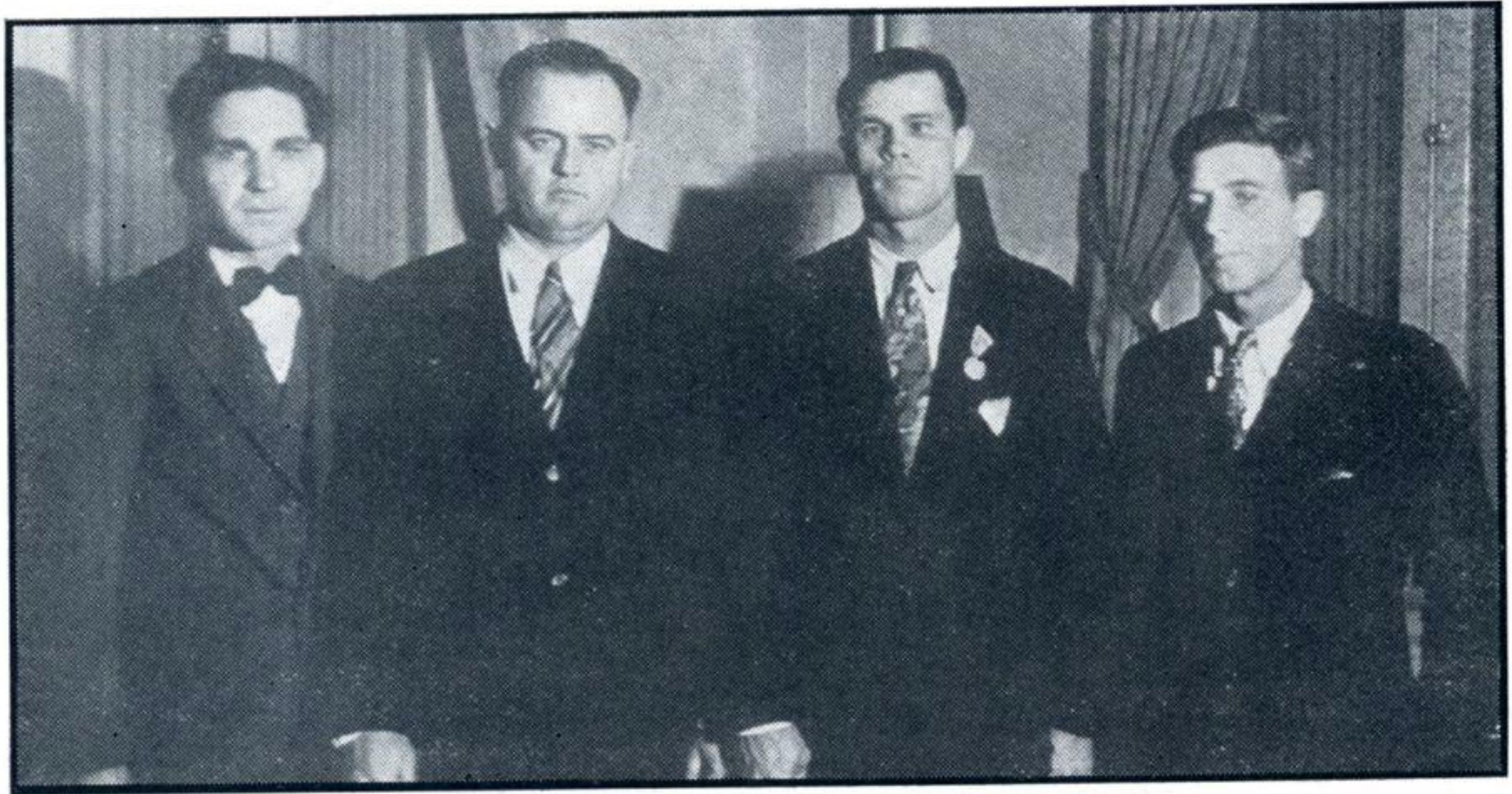
In commending the winners Mr. Walker declared that such efforts not only increased the earnings of the company, but increased the service of the company to the customer and profited the communities by placing the benefits of electrical appliances in the hands of its citizens.

One of the high spots of the program was the address of M. R. Kunitz of Port Arthur, who placed second in the recent company speaking contest. In rapid and graphic style he recounted the change that the development and application of electrical power to industrial and domestic uses has made in living standards of this country.

"The utility companies have brought this magic fluid within the reach and within the means of all—from the great industrial plant to the humble home. The usefulness of the electric utilities is only beginning. It's task now is the electrification of the farm," he said in part. "Centralized power production and interconnected transmission systems have made possible the electrification of 75% of American industry and of 19,000,000 American homes."

About 200 men attended the banquet. Every town as well as every branch of the company's service was represented.

# gets life- saving medal



## Lineman Saves Life

ON August 4, 1928, Rene Choate, Port Arthur lineman, came in contact with a high voltage line while working on a pole. He was knocked to the ground and would have died but for the efforts of David Shelton, fellow lineman, and the rest of the crew, who brought him back to life by the prone pressure method of resuscitation.

Shelton was awarded the N. E. L. A. Life Saver's Medal at the banquet at the Edson Hotel January 28. In presenting the medal, Vice President Walker emphasized the importance of being prepared to meet such an emergency and commended the whole crew for their excellent work. Choate, still

an employe and a member of the same crew, owes his life to their aid. The other members at the time of the occurrence were A. F. Cooper and C. E. McMillian, who attended the banquet, and W. H. Miller, deceased, and Murphy Boudreaux, who is no longer with the company.

Six people in Gulf States Utilities Company territory have been revived by employes of the company in the past two years by the prone pressure method.



### CLOTHES MAKE THE MAN

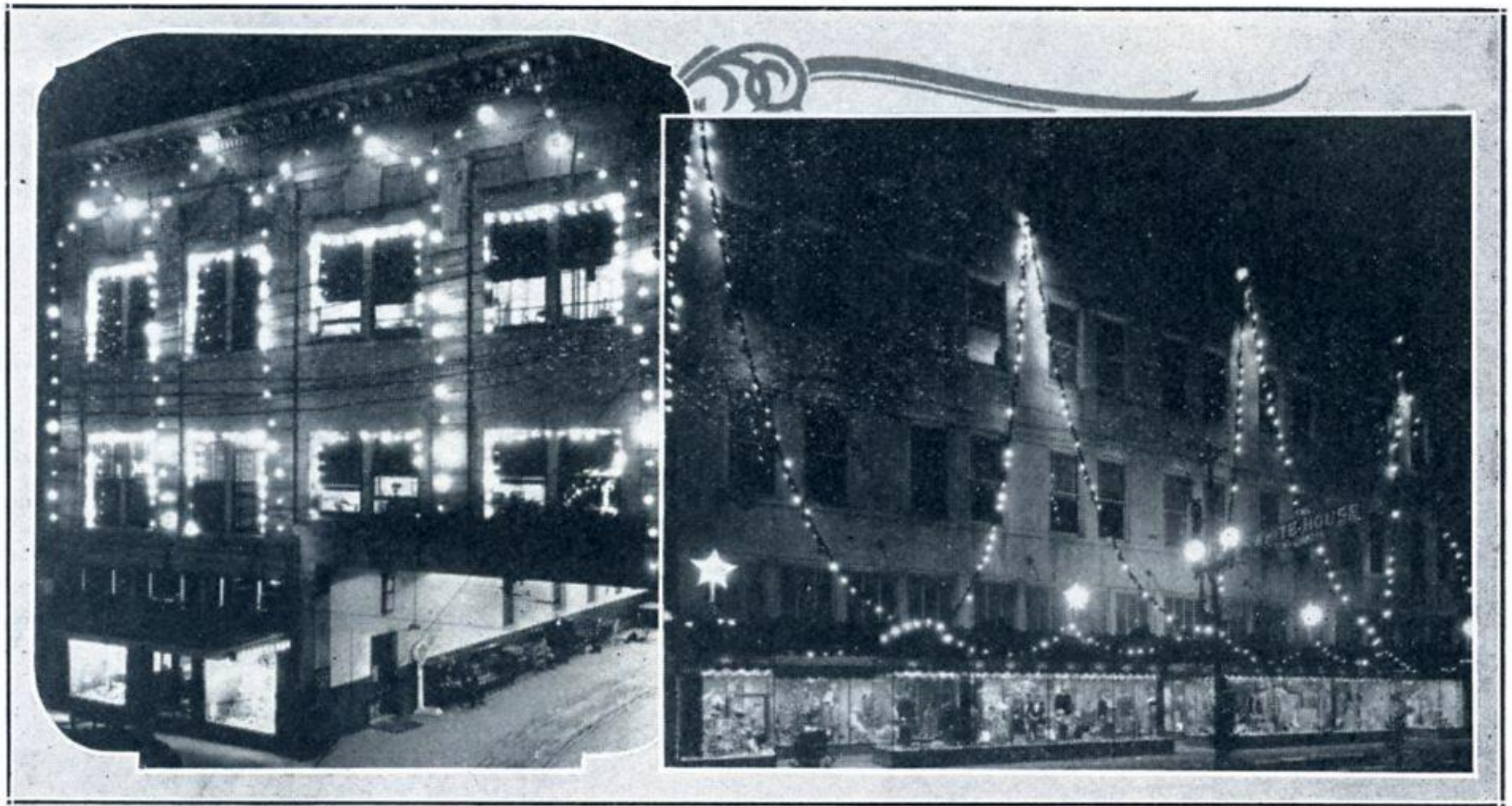
Lady: Tobe, I'm sorry to hear your wife got a divorce.

Tobe: Yassum, she done gone back to Alabama.

Lady: Who will do my washing now?

Tobe: Well, mum, I'se co'tin' again, and I co'ts rapid.

# christmas lights glow



By C. B. Barron

In this year of grace one must be light conscious, if conscious at all. 1929 was, in the language of Broadway, the year of Light's Golden Whoopee. Every progressive community observed Christmas by liberal use of multi-colored lamps in festoons and streamers and Beaumont was no exception.

Beginning in the early part of December and led by our own company and lighting contractors of the city, outdoor decorative lighting began to appear on business houses, using various forms on awnings, in windows, white way standards and even trees. Store interiors underwent the same treatment using decorated trees, and colored lights.

Residences fell in line, lighting for Christmas Cheer. Every type of lamp, in strings, in units, shaped like stars or candles, and in all colors made the nights glow with holiday spirit. Then the snow came and added to the beauty.

New possibilities have been born with the adaptation of the incandescent lamp to holiday lighting. More beautiful effects can be obtained more efficiently, more cheaply and more safely than ever before. The next season will see even greater use of Christmas lighting.

## Port Arthur Wins Fight With Ice

Practically the entire Line Department and Service Department force including some of the office force were up all night December 21st and most of the 22nd making repairs on highlines which had been wrecked by the ice and sleet storm which struck this territory. On some of the wires the ice was as much as 1½" in diameter. One of the men suffered from the cold to the extent of having a chill and had to be taken down from the lines and taken to a doctor.

The loyalty of these men to the company and to the interests of the people throughout the locality is something highly appreciated by those benefited and by the company. It is only due to this kind of spirit that service to customers in Port Arthur was restored in record breaking time under unfavorable conditions.

# winners

n. e. l. a. public speaking contest



Julia Peterson  
Navasota

W. A. Sherman  
Beaumont

M. R. Kunitz  
Port Arthur

**S**PEAKING with an ease and confidence that won the unanimous approval of the judges and the audience, W. A. Sherman, Personnel Director, Beaumont, took first place in the Company finals of the N. E. L. A. public speaking contest in Beaumont January 10. His speech showed the result of much study of the subject and preparation of material.

He was closely pressed, however, by M. R. Kunitz, of the Port Arthur Distribution Department, who took second place. Third place was awarded to Julia Peterson of Navasota.

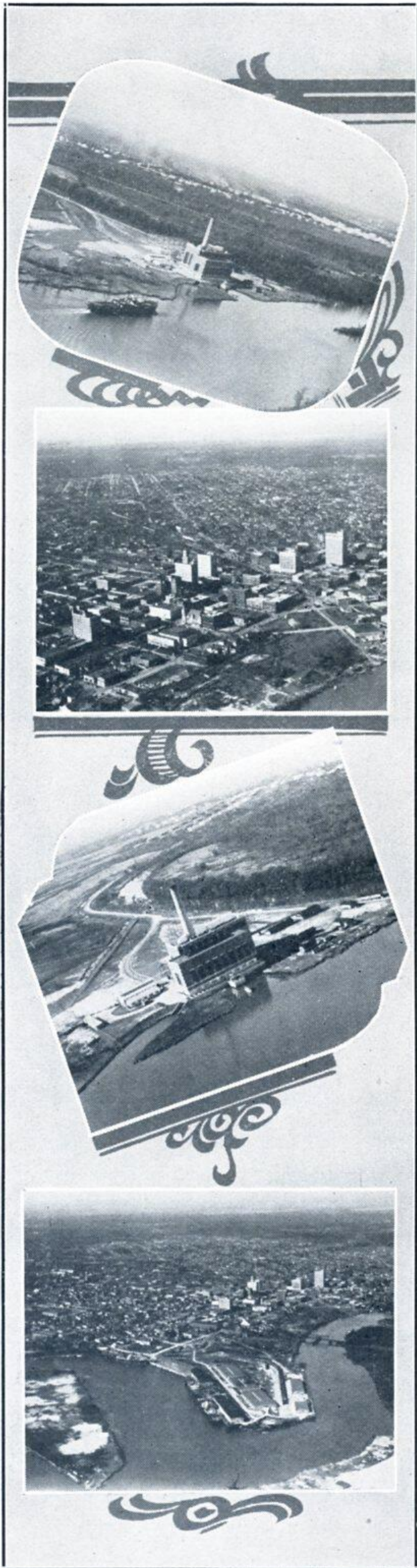
Judges were Alfred Jones, managing editor of the Beaumont Journal and Beaumont Enterprise; Eugene McDanald, principal of Beaumont High School; and Tom P. Walker, vice president of Gulf States Utilities Company. They had a difficult choice to make in selecting the winners from among such good speakers as Dorothy Stevenson, of Port Arthur; W. G. Clarke, of Caldwell; W. W. Phillips, of Port Arthur; Jack Orrick,

of Beaumont; and Wiley Sadler, of Conroe.

The eight speakers represented the winners of first and second places in the Port Arthur, Beaumont, Navasota, and Women's Divisions. Each division had completed its contest earlier in the week.

Mr. Sherman will be sent to San Antonio February 3 to compete in

(Continued to page 15)



Bound for Beaumont an ocean steamer passes our great power plant on the Neches River. Magnolia Refinery and the city of Beaumont lie in the background.

If you ever have a chance to see the city of Beaumont from a plane, don't miss it. This is an excellent view of the business district of the inland port.

## up in the air

A nearer view of Neches Station, the heart of the Gulf States Utilities Company, where great steam turbines generate the power that lights the night and lightens the burdens of more than 200,000 people in Southeast Texas.

The Port of Beaumont showing the turning basin dredged in the Neches River, the docks and three boats taking on cargo bound for foreign ports, with the city of Beaumont in the background.

# the snow it snew

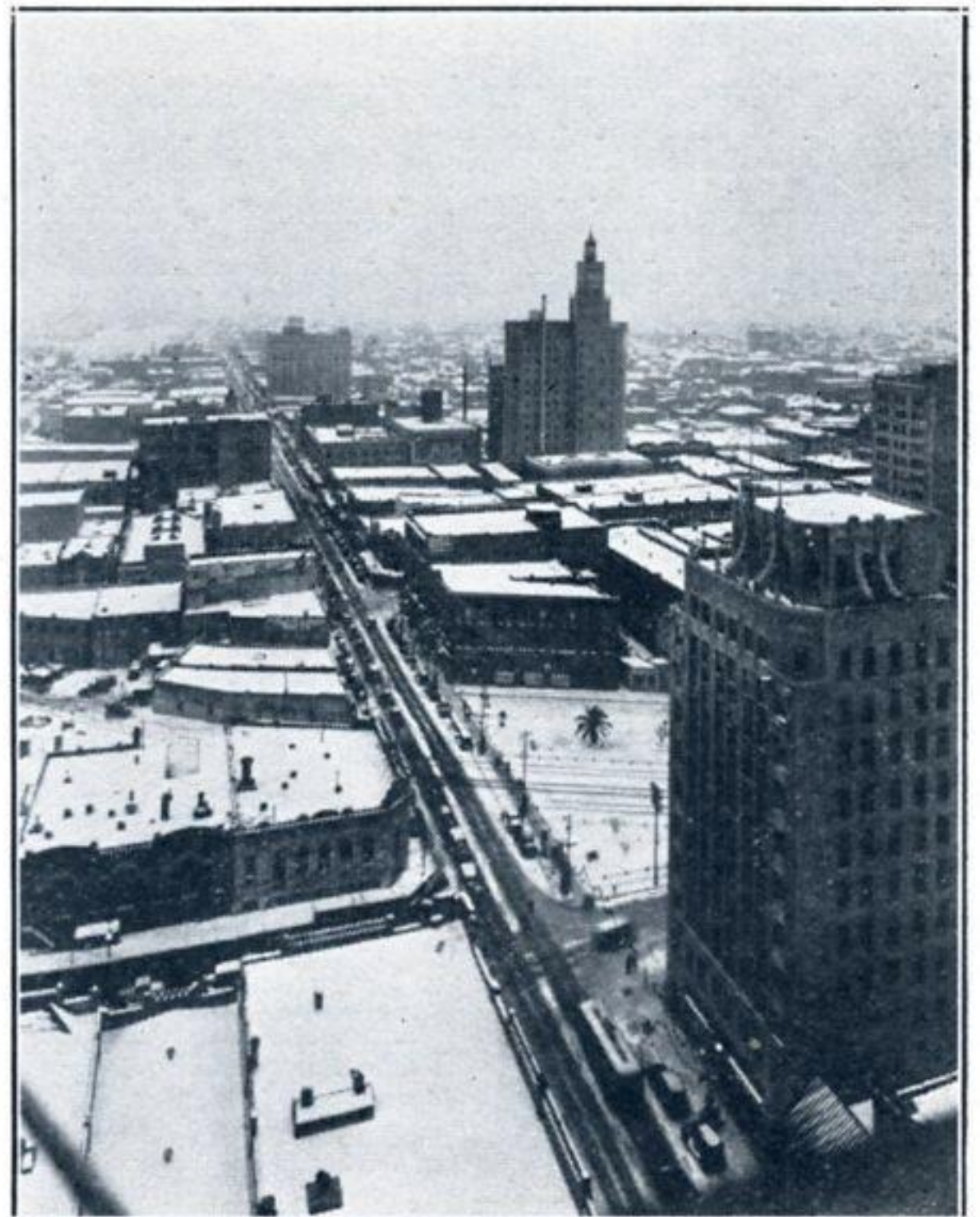


This is an account of the trick the weather man played on us before Christmas. It is suggested that you cut the page out and save it for your grandchildren to wonder about.

The picture at the top shows Chief Engineer T. A. Sandridge before his home in Caldwell . . . . Below him are I. F. Daniels, W. L. Gilmore, H. Kuykendall and W. L. Pennington of Conroe . . . The car stands in front of the company office at Calvert . . . The lower picture is of the new Phelan estate in Beaumont.



And Beaumont looked from the roof of the Edson Hotel, 20 stories up, like this . . . .





# they went to school



THE merchandise sales school which met in Beaumont December 28 had a large and enthusiastic attendance. This picture was made just before Mrs. Ballinger dished up the good things she had prepared with the help of electrical appliances sold by the department.

Front row, left to right; L. N. Brannen, Beaumont; C. J. Glidden, Port Arthur; K. Longman, Port Arthur; J. D. Hatley, Orange; E. J. Clubb, Beaumont; Mrs. M. O. Wilbanks, Beaumont; Mrs. Dorothy Futch, Beaumont; F. Parker Allen, superintendent of merchandise sales, Beaumont; Dorothy Smith, Port Arthur; Dean Saxby, Silsbee; Marcus Andrews, Beaumont; G. Dunivan, Port Arthur; George Peglar, Liberty; Frank Quaidy, Beaumont and E. H. Little, Beaumont.

Second row: G. Minton, Port Arthur;

A. D. Barrow, Sour Lake; I. B. Johnson, Beaumont; C. E. Taylor, Orange; Mrs. Ethel Ballinger, Westinghouse range demonstrator; J. A. Outlaw, Beaumont; Raye Blanchette, Beaumont; Edwin Fox, Beaumont; H. H. Luce, Beaumont; J. B. Bishop, Port Arthur; F. Todd, Port Arthur; Victor Gayle, Beaumont; and V. O. Tunstall, Beaumont.

Third row: J. Mattingly, Beaumont; T. O. Charlton, Beaumont; G. W. Causey, Beaumont; Lynn Jackson, Beaumont; and T. A. Houston, Beaumont.

## ◆ IN FLORIDA

Judge: "Sam, this is a serious charge against you. Have you anything to say in your defense?"

Sam (haughtily): "Yoh Hono', I not only denies the allegation, but I also declares the alligator am wrong."

# kids celebrate



Here is part of the big crowd of youngsters—with a fair sprinkling of oldsters—who came out to see what Santa Claus had done about this business of presents at the company kids party.

E. R. Frost, Beaumont operator, was a most genial and generous Santa and everybody present had a big time.

Credit should be given Mrs. L. C. Singleton for her untiring efforts toward making the party the success it was.

## **Sale-a-day Club**

District Representatives have organized a Sale-A-Day Club in the merchandise sales department. To be eligible each member must have a record of not less than one sale a day for a month. To hold membership in the club the record must be maintained in each succeeding month. Frank Quaidy and his gang, composed of Raye Blanchette and Doc Charton, have all qualified. Earl Clubb is the only other member who has won his right to be a member.

## **G. E.'s Selling**

Cold weather has not hurt the sale of G. E. Refrigerators. Rod Honsberger and Marcus Andrews are leading with four each and a total of 14 new models has been placed in Beaumont homes. An added help has been the offer of the company to give to any G. E. owner a Telechron Clock, ideal electric timekeeper, incased in a miniature of his refrigerator for every prospect he turns in which results in a sale.



## Get Gold Stars

J. W. Mayton, above, has won his fourth gold star. He is an operator on the Sabine-Magnolia line in Beaumont and has been with the company since 1918.

E. C. McNeil, Port Arthur bus operator, entered the service of the company January 4, 1929 and won his first gold star on January 4, 1930, operating his first year without a chargeable accident, a record seldom achieved. He has won many friends on his run in Port Arthur.

## Bus Drivers Praised

Thirty salesmen of the National Derrick and Supply company were in Beaumont on January 12 and chartered two buses of the Eastern Texas Electric Company for a sight seeing trip which included Spindletop, Nederland, Port Arthur, and Port Neches.

They were loud in their praise of the manner in which drivers J. A. Eakes and Carl McMillan conducted the trip and made the tour of the oil fields and refineries more interesting.

## \$1750 Cash Awards for Writers

PRIZES of \$250 each for first place winners await the authors of papers which must be in the hands of judges before April 1 on four important phases of the electric utilities business. In addition a gold medal will be awarded to the author of the best paper on any subject.

The subjects to be handled are accounting, public relations, engineering and merchandising. A second prize of \$150 and a third prize of \$100 will be given in the accounting, engineering and merchandising contests. They are being made possible by five men in the industry who have contributed largely to the growth of the electric utilities in the United States.

Complete information and suggested material can be obtained from W. A. Sherman by any employes of this company who wish to enter the contest. Every employe is eligible.

It is hoped that as great interest will be shown in the writing of papers for these prizes as was shown in the recent public speaking contest. The study that it involved should be a large help in the preparation of material and the development of thought on the subject.

## BREECHES

A charming wife of a French diplomat had never quite thoroughly mastered the English language.

She was urging an American officer to attend a dinner, the invitation to which he had already declined. The lady insisted that he must go, but the young officer said that he had burned his bridges behind him.

The lady misunderstood the word. "That will be all right," she explained, "I'll lend you a pair of my husband's"



Gause, Texas,  
December 2, 1929

"Gulf States Utilities Co.,  
Calvert, Texas.

Gentlemen:

Enclosed you will find check for my electric service bill. I get more pleasure from my electric lights than anything else for the same amount of money spent."

T. D. FERGUSON.

## De Bouy Heads New Dept.

Within the past few days a statistics department has been organized with Julius M. DeBouy at its head. He will be assisted by W. H. Caswell and Sam Serio. E. B. Stagg of the commercial department will also assist temporarily in the preparation of statistics from the sales department.

## S. & W. Engineer is Visitor

W. J. Locke of the construction division of Stone and Webster, Inc., was a visitor in Beaumont several days the first of the month. He has been in charge of construction of the new plant at Baton Rouge.



Social Worker: "And what's your name, my good man?"

Convict: "1313."

S. W.: "Oh, but that's not your real name?"

Convict: "Naw, that's only me pen name."

## The Young 'uns

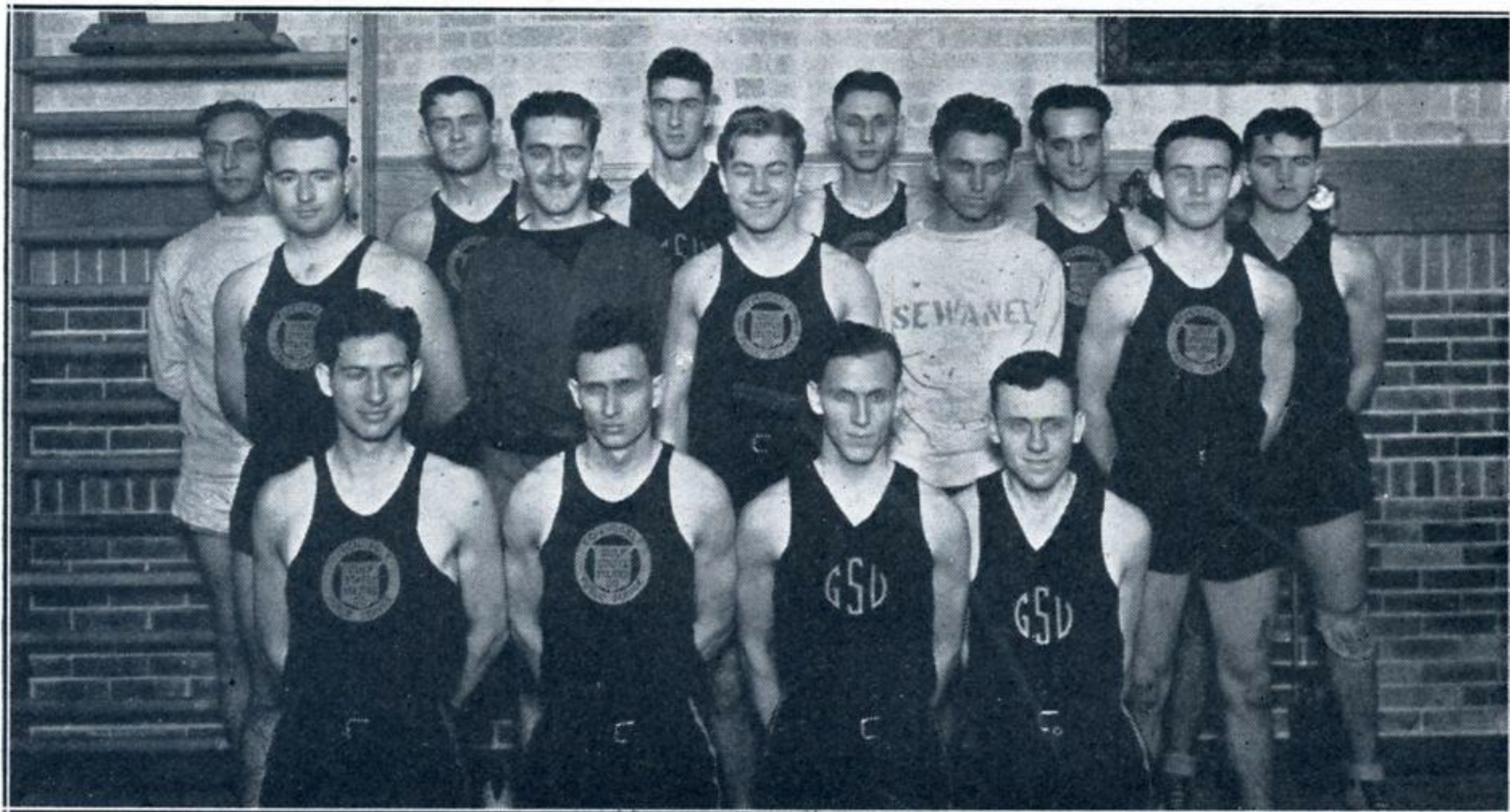


Margaret Earl Parker, of Madisonville, tells the one about the fish that got away. She is the 5 months old daughter of Mr. and Mrs. E. C. Parker of Madisonville where her dad is an electrician.

It must have been a good joke on the little girl at the left. She is Carolyn Himel, daughter of Mr. and Mrs. L. J. Himel of Beaumont. The others are her brothers, Elman, Marvin and Marion.

Billie Roy Pennington, 15 months old son of Mr. and Mrs. W. L. Pennington of Conroe smiles out from the lower picture.

# basketball players



Front row, left to right: V. E. Davis, accounting; H. R. Weaver, accounting; C. H. French, commercial; E. E. "Shorty" Price, railway.

Second row: W. T. Ricks, accounting; T. O. Gorman, railway; A. J. Johansen, accounting; Warren Boyd, billing; Sam Angier, accounting.

Third row: J. B. Dawson, cashier; P. W. Hardcastle, cashier; W. T. Buckley, accounting; Andy Poulson, stenographic; L. F. Blankenship, transmission; Clyde Wherry, engineering.

## Sport Chatter

By DAN G. GREENE,  
sports editor

In spite of the Wall Street slump, Gulf States Utilities Company basket ball stock rose to a new level this month with the addition of Wherry, Hardcastle and French. The acquisition of these colorful and capable performers adds a decidedly cheering note to the early season prospects.

These players complete the roster and give Coach "Shorty" Price the best squad which ever played under company colors. Wherry and French need no introduction to local fans. Wherry comes from

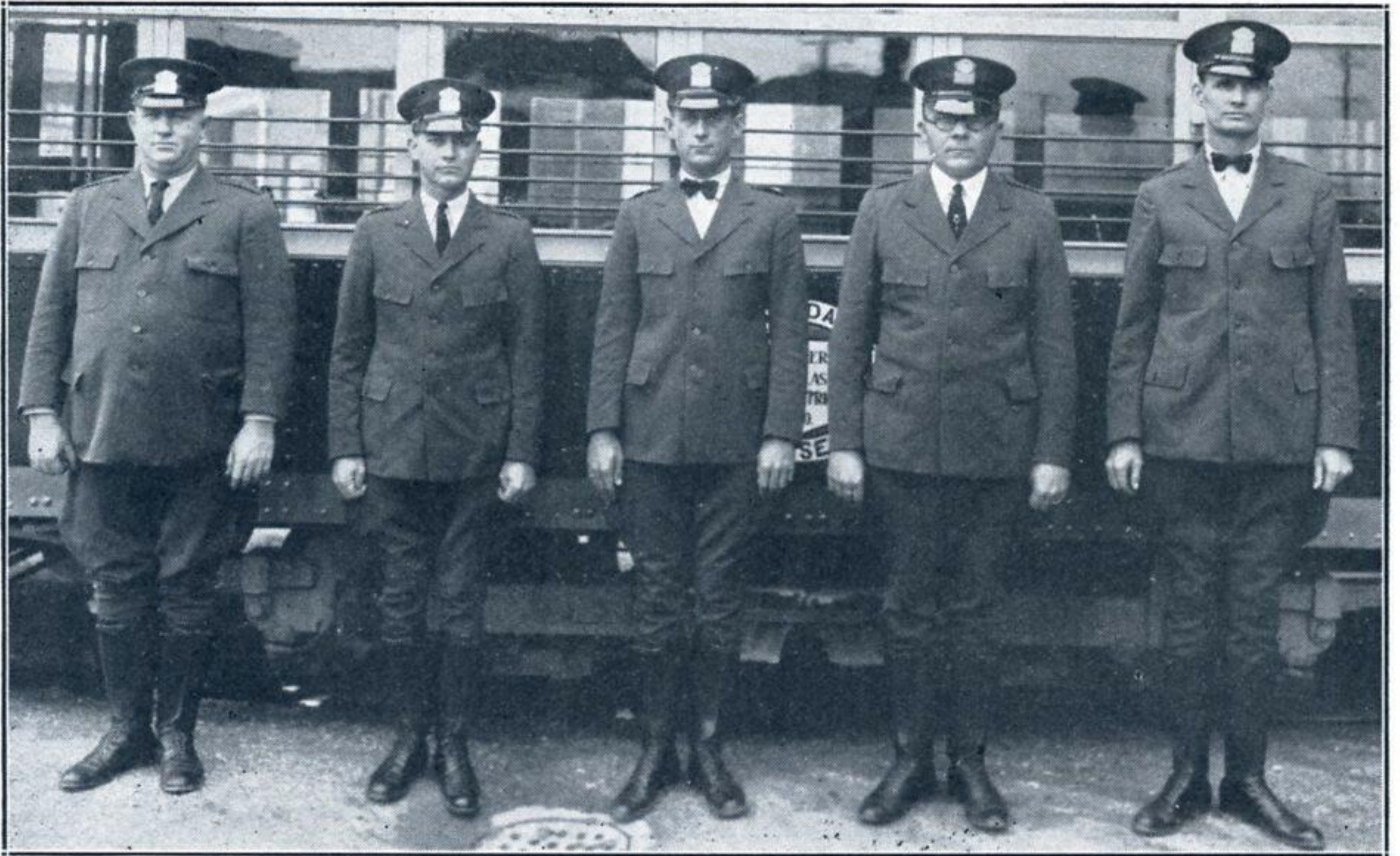
South Park college where he lettered two years and French is a product of Beaumont High school. Hardcastle is not so well known, but he forcibly demonstrated his ability in the game with the Be-reans in which he scored 10 points and led his team to a 22-14 win.

"Doc" Charlton, star of last year's team, has not returned to the line-up because of a knee injury. It is hoped that he will be in shape before the season grows much older.

Pat Ramsey, physical director of the Y. M. C. A., has signed up some highly capable teams for the coming season including Silsbee, South Park high school, Wilson

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# new uniforms



## For Port Arthur Operators

Street car operators in Port Arthur have adopted bus type uniforms as most practical and have recently received their new equipment. The photographer caught this group on the day they blossomed out. From left to right they are C. Denson, G. H. Bawcom, J. E. Hamilton, W. A. Drews and A. L. Fuller.



## Madisonville Office

Folks, the man sitting away back there in the corner is V. B. Hereford, superintendent at Madisonville and the gentleman at the left is E. A. Bode, cashier. They are keeping the ball rolling in their good town.

Men seem to admire chiffon, as far as it goes.

## LOST

"What are you looking for?"

"A piece of taffy."

"A piece of taffy? Why a piece of taffy? It's no good to you."

"Oh, yes, it is; it has my teeth in it."



# PAW PERKINS SEZ--

**“hey thar, stranger”**

Haven't seen ye fer a coon's age. Set down and gossip fer a spell. Wal, wal, plenty things been happenin' round this here company lately. Maw sez she reckon there ain't been so much excitement since Halley Earthman got hisself hitched up and went off up to Boston with his new bride. Heh, heh,—



thar's goin' to be another bride round here I reckon purty soon jedgin' by the ring I see a'sparklin' on Thelma Caughlin's finger. Miz Grier sez Thelma's brother, Bill, is back with the company now--workin' over to the Power Plant.

Don't it beat all tarnation how everybody in the company is kin to somebody else in the company. Take the Futches, fer instance. They's Lyndon Futch workin' as Chief Clerk down to the Port Arthur Office and they's Mrs. Lyndon Futch (gal's name's Dorothy) workin' in the Merchandise Sales Department in Beaumont office and they's Doris Futch, Lyndon's sister workin' in Mr. Reidy's office in Beaumont. What's that? Ye don't know 'em? Better hike up an meet em all, young feller. Shure is a fine bunch of people workin' up thar!

Say, ye ain't seen Ed Granau hangin' round, hev ye? I been aimin' to make him a visit fer quite a spell, but my rheumatiz ain't been lettin' me do much walkin' this rainy weather. Eddie Granau don't mind the weather, though—ner Halley Earthman, Bill Holik or Joe Watkins. They all went oyster fishin' tother day. Yeh, tramped round in water all day long. I ain't seen any oysters flourishin' round but I reckon they musta got some. I been leery bout inquiren' the exact number but more'n likely it amounted to half a pint of 'em anyway.

Seen the putty little lady workin' back in the Accountin' Department? That's Mrs. Keith, Cecil Keith's missus.

She's helpin' 'em get some of their customer cards straightened out. Went over yestiday to see T. N. McNeil. He's been sick fer a spell. While I wuz out I dropped over to Miz McGinnis' office and heerd 'em talking about the Service Department's changin' out the two-meter installations and substitutin' for Full Use Rate Customers one-meter installations, numberin' bout 300. Also heerd fellers workin' out plans to make a submarine cable crossin' under the canal to provide light and power for United States Engineerin' offices and light and power for the Pier, whenever they git it developed.

Maw sez the Missionary Sassiety met tother day and while they wuz transactin' business they got to talkin' bout the good public speakers we got in this here company. Shore bobkins! Ain't ye heerd about 'em? You ought to git Maw to tell ye bout 'em, she and her lady friends. They're powerful proud of everybody thet gave a talk and are aimin' to git up a contest themselves, jest among the wiminfolks, sometimes. I told her I don't see no need in wiminfolks larnin' to talk no more'n they already do, but she don't pay no attention to me. Heh, heh. Yep, we done right well down here. M. R. Kunitz came out second in the final contest in Beaumont and it shore wuz a humdinger of a speech he gave. Pears to me like they oughta hev given 3 more prizes



down this here way—one to Y. L. Hughes, nother to George Minton and nother to Herbert Mann. Mr. Phillips won hisself a \$10.00 prize and the Stevenson gal gits \$5.00—but I reckon I shore am glad I warn't a jedge cause I wouldn't been able to pick out one or two fer fust and second.

Eddie Granau wuz down to see us

## Port Arthur Recruits

tother day and sez they been doin' a heap of work over to the Distribution Department lately. They're gittin' the high lines changed over into the new lakeside substation and are givin' Mr. Pheiffer three-phase service at the docks to unload a boatload of railroad rails. The Line Department has been workin' on the distribution lines gittin' 'em in good shape so's the customers will git fust rate service all the time and so's they kin git rid of trouble on the lines. Yep, and the Meter Department's busy too—startin' on the yearly power customers load check. Shore do hev a fine bunch of fellers over to that thar Distribution buildin'. Did ye hear bout the lineman and servicemen stayin' up all night the night of the 22nd of December and most of the next day. Yep—pore fellers. Most of 'em were too busy to git to come to the Chrismus party for company employees on the 23rd. Reckon they must be some purty fine stuff in fellers that'll work all night out in the sleet and snow thet-a-way!

Heerd bout G. P. Fillingame? He finished a two-year course in electrical engineerin' and got hissself a grade of A. Smart feller!—We ain't seen "Fill" over here in the past coupla days but I reckon he'll be over purty soon. There's some other fellers I been aimin' to see, too. P. V. McGill, B. M. Alfred and Henry Moore hev jest hitched up to the Line Department—and E. Brown, he's with the Service Department. We're losin' L. A. Matson and R. F. Clark. They've been transferred to the Neches Station. Pears like a person can't git all this promotin' and transferrin' business straight in his head but I got this here information direck from Eddie Graunau and Miz Grier so I reckon I ain't fibbin' none. Gold Darn it! I most forgot to tell you bout C. C. Roper's new heir. Name's Doris Jean. Reckon we'll all git a chance to see her next Chrismus when Santy gives out presents to the youngsters.

### SAD CASE

An absent-minded professor was walking down the street one day with one foot in the gutter and the other on the pavement. A friend, meeting him, said:

"Good afternoon, professor, and how are you?"

"I was very well, I thought, but now for the last ten minutes I've been limping."

C. W. Shaunfield and E. W. Linder are recent additions to the Eastern Texas Electric Company operating force in Port Arthur. Mr. Shaunfield is from Marlin where he was a ticket agent for the Southern Pacific railroad for several years. Mr. Linder comes to us from the Gulf Refinery, though for several years he had worked for the Port Arthur division of Gulf States Utilities Company.

To both of them the company extends a cordial welcome.

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the state meet of winners from other utilities companies and, if successful there, he will go to the regional meet later in the Spring.

"The really fine spirit of the contest, which drew more entries and actual contestants from this Company than any other Company in the United States can boast, is a source of great pride to me. I was impressed with the excellence of the speeches, which showed the result of real study and thought," said Mr. Walker after the contest.

More than eighty speeches were made in the week. There were twice as many entries in the contest from Gulf States Utilities Company as from any other utility company in the United States and three times as many as from any other in the Southwest Geographical Division. Every talk was made from the same subject and the facts brought out showed the thorough coverage of material on "The Electric Utilities Contribution to my Community, State and Nation."

"Say, don't you always pity a girl who is frightened in the dark?"

"Yeah, I just can't help feeling for her."





# Women's Committee

## WHISPERINGS

### Women Take Speaking Honors

The girls of the Company came in for their share of the glory in the recent eliminations of the National Public Speaking Contest held in Beaumont, and carried off some of the honors. With only seven girls entered against eighty men, Miss Julia Peterson of the Navasota office won third place in the final contest. Are we proud of her? And how!

The following girls took part in the first elimination held Monday afternoon, January 6, at the Edson Hotel: Elizabeth Erickson, Eliza Bryan, Dorothy Stevenson, Frances Emmer, Julia Peterson, Pearl Gholson and Marion Bridges. After a good deal of deliberation the following decision was announced by the judges: Miss Peterson, first place; Miss Stevenson, second place.

Judges for this contest were Messrs. Sutton, Sheffield and Sharpless, and Miss Alice McMaster acted as secretary. Rumors have it that at first all the gentlemen were willing, nay, eager to act as judges for the ladies' group but after one of their number expressed the sobering thought that the contestants might not be exactly agreeable to the decision rendered, it was necessary to practically draft some judges. Be that as it may, the trio selected appear not to have suffered any serious consequences.

On Friday, January 10, Misses Stevenson and Peterson competed with the men who had been selected as winners from their various groups. Both made splendid talks which inspired the admiration of such accomplished after-dinner speakers as Mr. Williams, Mr. Terrell and others.

*February Plain Talks*

### Visit Port Arthur

Mrs. Wilbanks and Miss Lilyerstrom were visitors at the meeting of the Port Arthur Women's Committee held December 31, at the Port Arthur Distribution Building. Miss Lilyerstrom took part on the program, speaking to the Port Arthur girls on the subject of "Charm in Business." Knowing Mary's accomplishments as a speaker we are sure the girls profited much from her talk.

The visitors declared the meeting to be both inspirational and enjoyable and expressed the hope that they would be able to attend again soon.

### Leaves Company


Mrs. Alma Huffman, of the Commercial Department, left us February 1. With plans afoot for the building of a new home, Alma figures her time will be well filled without giving most of it to issuing cut-ins and cut-outs and selling "perks" and light globes. We surely miss her cheery smile on the Sales Floor.

### A New Arrival

Friends of Mr. and Mrs. John W. Reed are congratulating the couple on the arrival of a baby son, born January 17. Mrs. Reed, formerly Miss Mary Haynes, was a popular employee of this company for several years.

# HEALTH ? HOW'S YOUR?

BY DR. W. F. THOMSON



## LONGER LIFE

Why, we'd live to be eighty,  
Or ninety, I guess;  
If we'd cut out the worry  
And eat a lot less.

Better old and bent than young and broke.

The leaner the larder the longer the life.

To lengthen the life line, shorten the waist line.

We married men, the doctors say,  
Have here on earth a longer day;  
But bachelors all say that's wrong . . .  
That married life just seemeth long.

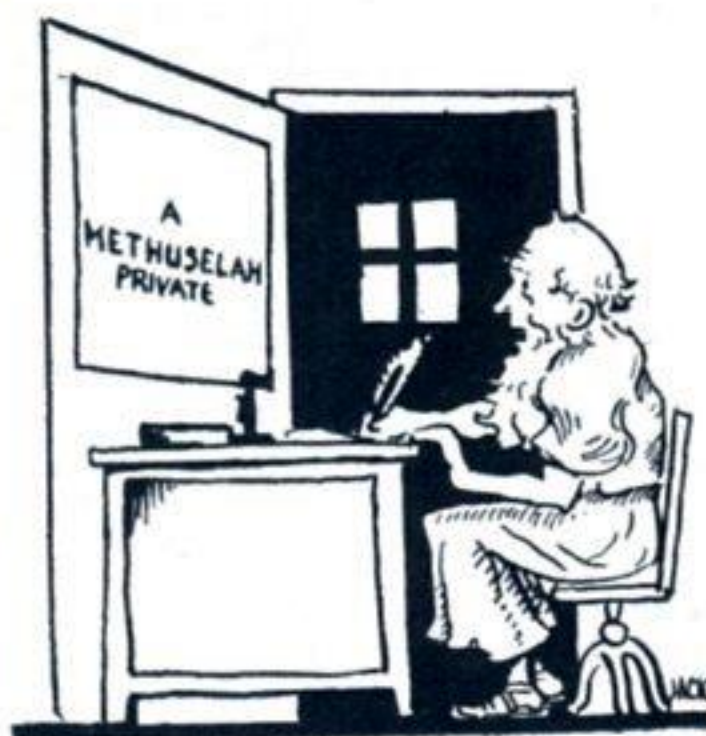
Another good way to prolong life is to do nothing that will shorten it.

The only slim thing about a fat man is his chance of living to be an old man.

The vast majority of the "old timers" who are still enjoying good health were aged in the woods.

The trouble with most of us who begin to break at forty is that we try to correct the habits we formed at twenty.

Lest we forget: The vast majority of our centenarians have never driven an automobile or lived in crowded cities.



The boy of today'll live twelve years more  
Than fell to the lot of his daddy before:  
That's what they say . . . but many a lad  
Is living too fast to outlive his dad.

Two thousand years ago the average age at death was 30 years. Here in the United States in 1890, it was 43 years. Today it is 59 years. At the present rate of increase the average span of life, in the year 2300, will be 100 years. Yet, in Genesis, 6:3, we read:

And the Lord said, My Spirit shall not strive with man forever, for that he is also flesh; yet shall his days be an hundred and twenty years."

But there is another, less attractive side to the story. Accidental deaths have increased alarmingly. As a destroyer of life the automobile has been substituted for tuberculosis. Fatalities from diseases of the heart, liver and kidneys have increased rather than declined. Cancer is now a more frequent cause of death than it was in 1910. There has been no noticeable decline in the death rate from pneumonia.

However, one born without inherited handicaps should live a hundred years of fruitful life . . . a "real old" person should reach 150 . . . provided his intelligent parents shall guide him safely to his 15th year.

## Nederland

Things look rosier to us for a bigger and better year in 1930 than ever before in the past. We note with pleasure the construction of several new places of business. F. A. Roach has under construction a new filling station, to be occupied by the Gulf Refining Co. A new Chevrolet agency is to be opened on Main Street in the near future. A number of new homes in both Nederland and Port Neches are also in process of construction. All in all, we feel that this year in the Nederland-Port Neches district will be marked by an increase in sales of ice, merchandise, lights, and power.

On January 20, 21, and 22 a cooking school will be held by Mrs. Ethel Ballinger, in our Nederland office. On two previous occasions such schools have been held and have always been received with a great deal of enthusiasm. We know that this will be no exception. Invitations have been extended to all users of electric ranges, and to any others that might be interested in electric cookery.



For the past few days we have had as our guests Mr. Shrigley and Mr. McGraw of the Beaumont office. These gentlemen have been conducting an audit of our books.

## Hull

Noticeable improvements are to be made in the Hull office soon. Among them, re-arrangement and varnishing of furniture.

Mamie Hull who has been suffering with eye trouble is able to be back on the job.

E. E. Radley, electrician, suffered slight bruises when his foot slipped and he fell from a low building where he was running a service.

A new switchboard has been purchased by our local telephone company and the installation will be completed within the next few days.

*February Plain Talks*

## Silsbee

M. Miller, one of our employees, has been very ill with pneumonia, but he is now rapidly recovering.

On the night of December 27, the ex-seniors of Silsbee held their annual banquet. We noticed that several of the company employees, including Miss Evelyn Wallace, Miss Monte Marshall, and Don Henderson, were present. We were very glad to have them. A dance, given by The American Legion, was enjoyed by those who wished to attend the banquet.

Mr. Saxby, Allen Littlepage, and W. E. Teel finished installing a G. E. refrigerator in a residence in Kountze, on the night of December the thirty-first, about 10 o'clock.

Someone asked, "Wonder what Scotty is doing in town at this time of the night?" The answer, "Oh, his wife must be out of town."

We are sure the cooking school Mrs. Ethel Ballinger is going to hold in Kountze the fourteenth of January will be a success. This will be the first one held there.

## Madisonville

Three ranges and one electric refrigerator were sold during the month of December in the Madisonville district, which brought our sales well over \$1,000 per month for the entire year of 1929..

R. B. Cash, switchman at Normangee is spending his vacation at Port Arthur, where he formerly worked.

C. O. Drennan, our district representative, and wife spent the Xmas holidays in Conroe and Cleveland. C. O. D. reports a big Xmas.

V. B. Hereford, our popular superintendent, and wife spent the Xmas holidays in Bertram. While there he also looked over his goat ranch.

The installation of voltage regulators in Madisonville prompted the local newspaper to give a big write-up in regard to the improved service the Gulf States Utilities Company is always trying to give.

The alibi C. O. Drennan is giving for failure to win out in public speaking contest held at Huntsville, January 7th is because he unfortunately pulled his famous "hip-pocket play."



## Wins Poster Prize

During Beaumont's Community Chest drive contests were conducted in the schools for the best posters on the good that giving to the chest would accomplish. One division of the contest was composed of the fourth and fifth grades and the best poster was made by Hershel Hughes, nine year old son of Willie Hughes, who is shown here with his creation. His subject was the Day Nursery.

His father is one of the popular operators on the Beaumont-Port Arthur line.

### ◆ SOMETHING NEW

There had been an auto wreck. One of the drivers climbed out in a fit of temper and strode to a man standing on the sidewalk, thinking him to be the other driver.

"Say, where the devil's your tail light?" he roared.

The innocent bystander looked up at him. "What do you think I am—a lightning bug?"

Does Gus Hollinshead like "green" shirts? And how! They're mighty flattering to him so of course he thinks a green shirt is just the best. Navasota was more "lit up" than Huntsville during Christmas, having 126 residences and 35 business houses decorated for the holiday season. "Diddy" feels mighty proud now—both of that Aggie team at Thanksgiving and of his town during Christmas.

Diddy Welch and Johnny Adams are fond of bragging about their guns, so out for a big quail hunt they go just before the season closes. In two hours here they are back again but not a word have we heard of their prowess! Wonder how many they killed?

"Judy" Peterson covered herself with glory in the N. E. L. A. Contest and we're proud of her. Judy says she certainly enjoyed those trips to Beaumont and just that was worth the work—to say nothing of the \$25.00!

R. H. Henckel, who was Chief Engineer at the Navasota Plant, has been transferred to Beaumont. During the year that he has been with us, "Royal" has made many friends and we do hate to lose him—but here's wishing him the best of luck all the time.

"Preacher" Purcell, clerk in the Navasota office, has been transferred to Beaumont for a while. Luck to you, Preacher!

Reckon Judy will be uppety sure enough now 'cause she's building a pretty new home—she and "Aunt Jennie." When the Illuminating Department gets this job finished, they'll have the best "lit up" house in town.

Nearly all of the Construction Department has left Navasota so the other office seems pretty dull these days. The boys have gone to Liberty or down in that country somewhere. Some of the girls in this division are looking blue, too.

The Local Office force had a treat not long ago—Mrs. Spann sent down croquettes, hot rolls, coffee and cake. Mrs. Spann is Fannie's Mama and she's the best sport and the best cook ever.

We're doing our regular spring cleaning a little early this year but it surely does change the looks of our place. A little powder and paint helps us all occasionally!

## Calvert

The city of Franklin is now enjoying the benefits of a good water system. Features of the new system are a water tank of 26,000 gallons capacity, a ground reservoir of 5,500 gallons capacity and a water treating plant which makes the water more suitable for all purposes and especially for domestic use. New mains were laid throughout the town and new meters installed.

The City of Calvert, for the first time in its history, decorated the streets for Christmas.

Our Mayor, Reagan McCrary, was responsible for Calvert's first Community Christmas tree. It was placed in the center of Main street and loaded with presents. Packages of candy and fruit were also distributed to every child in town under ten years of age. It looked for a while as if we were going to have summer weather for Christmas but Santa Claus' approach was heralded with the worst cold spell and snow that the city has experienced in many years.



At the time the colored lights were being hung across the street and the tree was being strung with colored lights and the temperature was 10° above, Blanche Reynolds and Laura Burnitt served hot coffee and cakes in the Gulf States Utilities Company office to those who took part in putting up the decorations. Among the volunteer workers were Mayor Reagan McCrary, Mr. Samuel Heath, Secy. of the Chamber of Commerce, Mr. W. F. Hale, City Marshal, and a number of other Calvert citizens, all of whom were delighted with the friendly hospitality of the Gulf States Utilities Company.

(Continued from page 12)

Hardware Company, Gulf States Utilities Company, Bereans, and Magnolia Refinery. The Port Arthur office of Gulf States Utilities Company may also enter.

The strength evident in all of the teams forecasts a line-up of fast attractions in basket ball teams this winter.

*February Plain Talks*



## Co-operation Appreciated

I desire, as mayor, to publicly thank the Gulf States Utilities Co., for their co-operation with loyal citizens in decorating the city for the holidays, in order that all the citizens may realize that this company really did render service deserving of full appreciation.

They furnished the bulk of the material for lighting at cost, and did much work in installing lights without charge.

J. R. McCRARY, Mayor.

## Conroe

Holidays are over and we have set out for a bigger and better 1930. Everybody had a Merry Xmas and A Happy New Year in the Conroe District.

On December 16-20 the cooking school was held in this district, but due to bad weather conditions, we did not have the crowds that we usually do. We were successful in selling three ranges.

The S. R. Hereford family has returned from a two weeks vacation at Bertram, Texas.

Six of our gang entered the N. E. L. A. Public Speaking contest, W. C. Sadler, W. S. Dixon and S. R. Hereford went to Navasota to compete. Mr. Sadler was one of the two from the Navasota Division to compete against the Beaumont group.

Clint Wakefield, our D. R., attended a party in Houston to help bury the old year 1929 and help bring in the new year 1930 in the right manner.

W. S. Dixon, superintendent at Cleveland, is now on his vacation. He is spending it in Galveston.



Last month Mr. Dixon while collecting delinquent bills collected two black eyes.

# plain talk

**A**N interesting comparison between electric utilities in this country and in England was brought out in a recent magazine article.

London has 60 electric light and power companies. Chicago has but one. But that one company generates and sells twice as much electricity as London's sixty and at about half the price in London.

There are 39 different "kinds" of electricity sold in London. Electric customers who move from one part of the city to another are apt to find it impossible to use their appliances and machinery because of the difference in the kind of electricity. Voltage may be higher, and cause the lamps to burn out in a brilliant flash; or lower, causing them to glow dimly. Other appliances would be affected the same way.

The chances are 38 to 1 that if you move from one part of London to another your electric equipment will have to be sold on the second hand market and new equipment purchased!

In America our present stage of efficiency has been reached under conditions that have encouraged this vital industry. Nowhere else in the world has electric service been so developed.

—Howdy.

## Funeral March



### "STEW BAD!"

Here lies till Gabriel's trumpet peal  
The bones of Shelby Sharp.  
He dozed while holding a steering  
wheel,  
And woke up holding a harp.

There was a young man of Bombay.  
In a terrible hurry one day  
He stepped on the gas,  
A street car to pass,  
And now he's nothing but clay.

A lady both handsome and witty  
Had come to our beautiful city,  
But the Safety First rule  
Was not taught at her school,  
So "we said it with flowers"—what  
a pity!

## PLAIN TALKS

Vol. IX

No. 2

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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.

## Stenographic Department

Misses Vestal Morrogh and Opal Mauldin have been added to the Stenographic force.

Mrs. Marie Cato has assumed Alice Lyons work at the switchboard. Miss Lyons will take over the ditto and mimeograph work.

Mrs. Willie Ben Murray who has been with the Company for the past four years, resigned January 15th. Mrs. Murray will make her future home in San Antonio.

The Stenographic Department was represented in the recent Employe's speaking contest "What electricity has contributed to my Community, State and Nation," by Miss Pearl Gholson. Although Miss Gholson did not win first or second prize we are proud of the splendid talk she prepared, and the spirit of enthusiasm manifested.

Mrs. Marie Stagg was missed from our department having been confined to her home for almost two weeks with the flu.

Gladys Westbrook has been transferred from the stenographic department to the commercial department to take the place left by Mrs. Reed Tucker who resigned last month to take up serious housekeeping.

## Will Woo "Dream Girl"

The casting director of Beaumont's own movie production proved his ability when he selected three of the four leading roles for the picture, "Dream Girl," from the personnel of the Gulf States Utilities Company. Raye Blanchette, tall and dark and handsome, Edwin Fox, tall and handsome, and Fred Davis, just handsome, were the employes so honored.

Each has starred in productions of the Beaumont Little Theatre in the past year and each is popular with lovers of dramatics in the city. Nothing better could have been done to assure the success of the enterprise than the selection of these experienced and talented players.

Blanchette and Fox are members of the commercial department while Davis is in the accounting department. Production is under way and the picture should be released sometime in the spring.

*February Plain Talks*

## New Operators

C. A. Barker and W. H. Thompson were recently employed as operators on the Beaumont division. Mr. Barker has been for several years employed in the track department as a welder, while Mr. Thompson comes from Magnolia Refining Company.

Both men finished their instructions and took out their first cars on Christmas day and have set out for a string of gold stars.

## Purchasing Department Changes

The Commercial Department has scored once more. Miss Elizabeth Perkins has left the "exclusiveness" of the Purchasing Department to join the ranks of that department, serving the public in a bigger and broader way.

Miss Perkin's desk has been taken over by Cornelius Patton, who was formerly employed by the Christy-Dolph Construction Company. We are very happy to welcome him as an addition to our department.

We are very glad to announce that Mr. French is again at his desk, after an illness of several days. The concern expressed by every one during his absence and the welcome accorded him upon his return, is convincing proof of his popularity. Indeed, "Absence makes the heart grow fonder," and, "Such popularity must be deserved."

A fraternity had sent its curtains to be laundered. It was the second day that the house had stood unveiled. One morning the following note arrived from a sorority across the street:

"Dear sirs: May we suggest that you procure curtains for windows? We do not care for a course in anatomy."

The chap who left his shaving to read the note answered:

"Dear girls: The course is optional."

GENERAL PROGRESS AWARD  
1928

GULF STATES UTILITIES COMPANY  
WESTERN PUBLIC SERVICE COMPANY

In recognition of outstanding

GENERAL SALES ACTIVITIES

this Certificate is awarded to

*Madisonville District Texas*

for the highest standing.

*P. E. M. Sch...*  
CHAIRMAN, BOARD OF JUDGES

*Don P. Walker*  
VICE PRESIDENT

GENERAL PROGRESS AWARD  
1928

GULF STATES UTILITIES COMPANY  
WESTERN PUBLIC SERVICE COMPANY

In recognition of outstanding

GENERAL SALES ACTIVITIES

this Certificate is awarded to

*Calvert District Texas*

for second highest standing.

*P. E. M. Sch...*  
CHAIRMAN, BOARD OF JUDGES

*Don P. Walker*  
VICE PRESIDENT

GENERAL PROGRESS AWARD  
1928

GULF STATES UTILITIES COMPANY  
WESTERN PUBLIC SERVICE COMPANY

In recognition of outstanding

GENERAL SALES ACTIVITIES

this Certificate is awarded to

*Jasper Texas*

for third highest standing.

*P. E. M. Sch...*  
CHAIRMAN, BOARD OF JUDGES

*Don P. Walker*  
VICE PRESIDENT

## 1928 Awards and New Goal

Madisonville, Calvert and Jasper won the last progress awards and their certificates are shown at the left. They were based principally on KWh and ice sales.

When judging the progress made during the year 1930, the committee will consider three major fields of endeavor. These are Administration, Operation and Sales. The first two will represent one-fourth each of the total, and Sales will constitute one-half.

**ADMINISTRATION:** Progress made in development of yourself and your personnel, and in making the Company a greater asset to the communities served.

**OPERATION:** Economies effected in operating practices; ideas initiated and carried out which result in reduced operating costs and/or increased service to customers.

**SALES:** Best efforts and results to increase the sale of Company service.





## T H E L A U G H P A G E

### KNEW ALL ABOUT IT

He: "I love you as no one ever loved before."

She: "I can't see much difference."

First: "Who was that hag you just danced with?"

Second: "That's my sister."

First: "Oh! well you ought to see mine."

### Commercial Candor

A western chain store ran the following advertisement:

Apples, oranges, imported nuts, fruit cake. Come early and avoid the rush. The early bird gets the worm.



### THE FRESH AIR FIEND

There's at least one in every office.

### ABOUT FACE

Motorist: "How far is it to Bingville?"

Boy: "About 24,996 miles the way you're headed; but if you turn around it's only four miles."

### SAME HERE

The Boy: "Do you know, dad, that in some parts of Africa a man doesn't know his wife until he marries her?"

Dad: "Why single out Africa?"

### TOO LONG AGO

A father took his little boy, Billy, to the park, and there the youngster saw a stork among other interesting exhibits. The boy seemed to be greatly interested in the stork and looked at him as long as he could. Then, turning to his father, he said, disappointedly:

"Gee, Daddy, he never recognized me!"

Foreman: "How is it that although you and Rastus started work together, he has a bigger pile of dirt than you?"

Rastus: "Why, boss, he's digging a bigger hole."

### PROGRESS

"Will," said a newly married friend, "I'm in a quandary as to just what I should call my wife's mother. I don't like to call her 'Mother-in-law' on account of the comic paper jokes on that name, and somehow there is a certain sacredness about the word 'Mother' that makes me hesitate to apply it to any but my own."

"Well," said Will, "I can only tell you of my own experience. The first year we were married I addressed my wife's mother as 'say'; and after that we called her 'Grandma'."



### "VERY TRULY YOURS",

After the public speaking contest, many a letter was dictated with gestures emphasizing the points.

**R O M E**  
**was not built**  
**in a day-**  
**neither are our**  
**business**  
**friendships**

