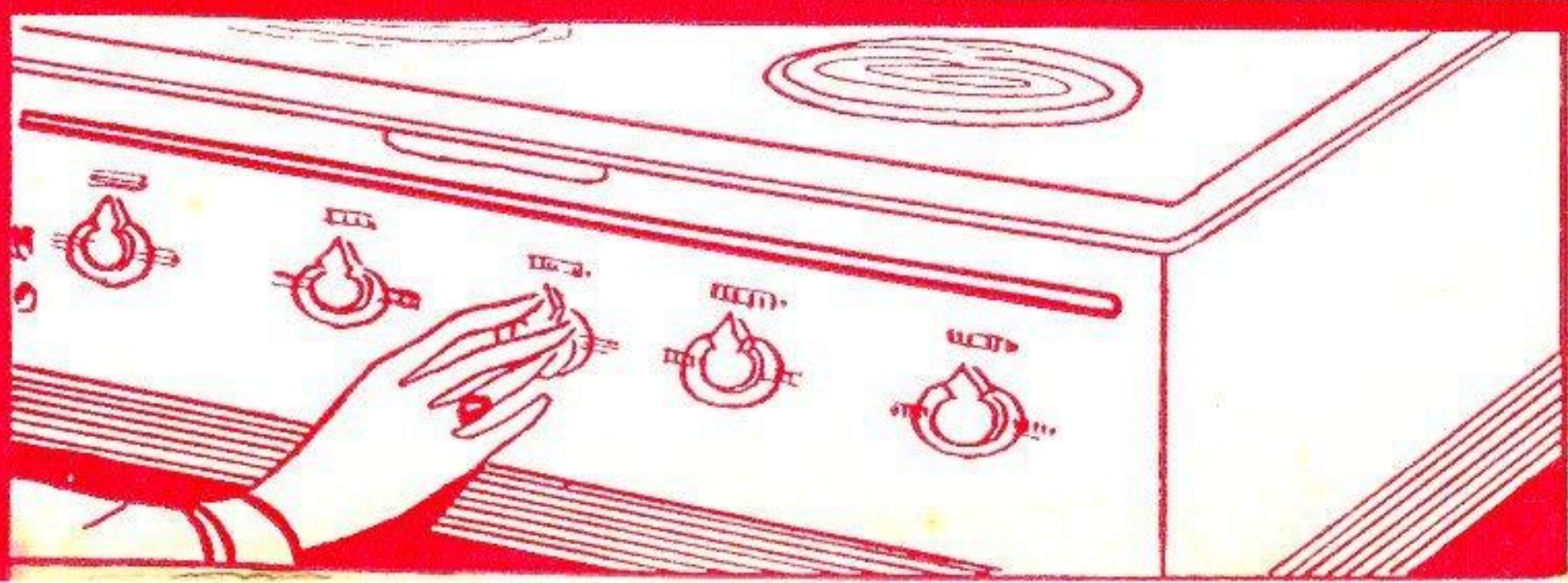




PLAIN TALKS

February
1931



Full Measure

When we stop to think of it, a horse and buggy would be much less expensive than an automobile, yet who would give up the convenience and pleasure of his car? Our modern running water and plumbing costs more than the old oaken bucket and the open well, but how many people would be satisfied to drink out of a gourd or draw water from a well? Paved streets and concrete sidewalks have supplanted the old dusty roads and board walks of the last century. They cost more to build and maintain, but who says that they are not worth the difference? Our great-grandparents used to spin and weave their homespun clothes. They were serviceable and inexpensive—but a modern housewife would not think of dressing her family in homespun.

Merle Thorpe editor of *Nation's Business*, speaking over the radio the other night, stressed the fact that when people cease to change, they cease to grow and, eventually, to live. All of these modern improvements have been the outgrowth of the ceaseless changes that living has brought about.

Our own industry is the product of that same force. Who of us would return to coal oil lamps, or any of the many other inconveniences which Electricity has supplanted in our homes? How much is it worth to flood the room with light when the baby cries out in the darkness with a high fever? How much is it worth to plug in the radio and hear happy music and words of wisdom from all over the world? How much is it worth to live in a home where the inconveniences and discomforts of old days have been supplanted by electrical servants which are ready on the instant to do our bidding?

When you have added the countless items that make up electric service, you get an account that is very much larger than the meter registers.

Joseph Walker

N.E. L. A. Speaking Contest Arouses Company Interest



Large Crowd Hears Winning Speeches

Speaking before several hundred interested listeners in Beaumont the night of March 5, A. R. Watson, Power Sales Engineer, and Mrs. Jane Adams, secretary to President Walker and former state chairman of the Women's Committee, won the right to represent the Company at the state finals of the national employees public speaking contest sponsored by the National Electric Light Association. In the men's division, Rufus Sorrells, Beaumont production department and M. R. Kunitz, Port Arthur distribution department, placed second and third, having survived a field of 130 contestants. Elizabeth Erickson, Beaumont accounting department and Mrs. Bessie Carter, Port Arthur commercial department, took the other two places in the women's division.

The final contest marked the close of
February Plain Talks

feverish activity among members of every department who have been working for weeks on their talks. One by one the best speakers were chosen from their respective groups and on the morning of March 5 two representatives from each division in both the men's and women's contests spoke in the semi-finals.

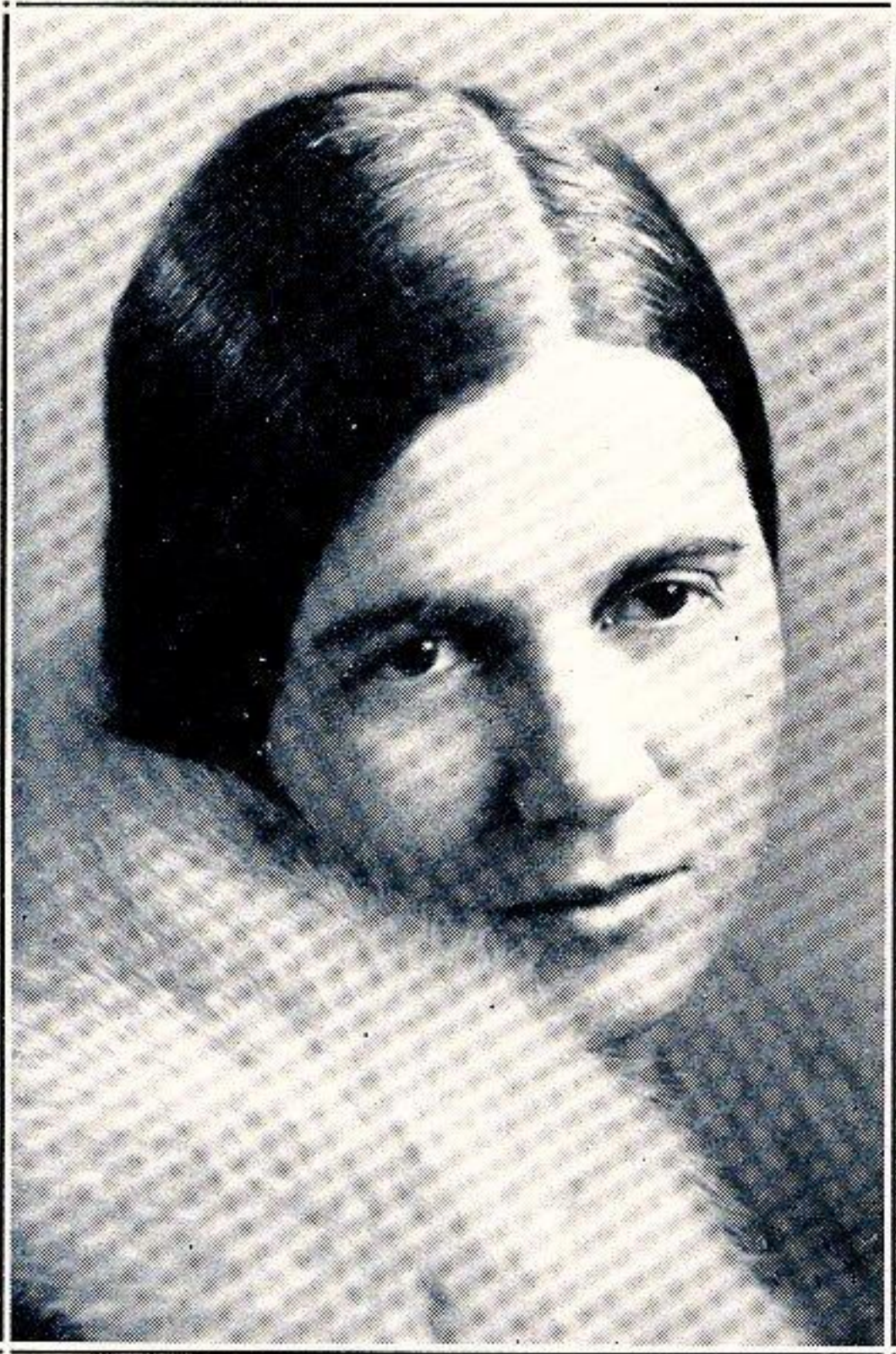
Navasota division was represented by Miss Imogene Sealy of Alvin and Miss Wilton Edwards of Navasota, and by A. B. Wilson of Somerville and R. C. Wakefield of Navasota.

Port Arthur's representatives were M. R. Kunitz, H. C. Zabriskie, Mrs. Bessie Carter and Mrs. Maymie Voyles. A. R. Watson, Rufus Sorrells, Mrs. Jane Adams and Elizabeth Erickson spoke for Beaumont.

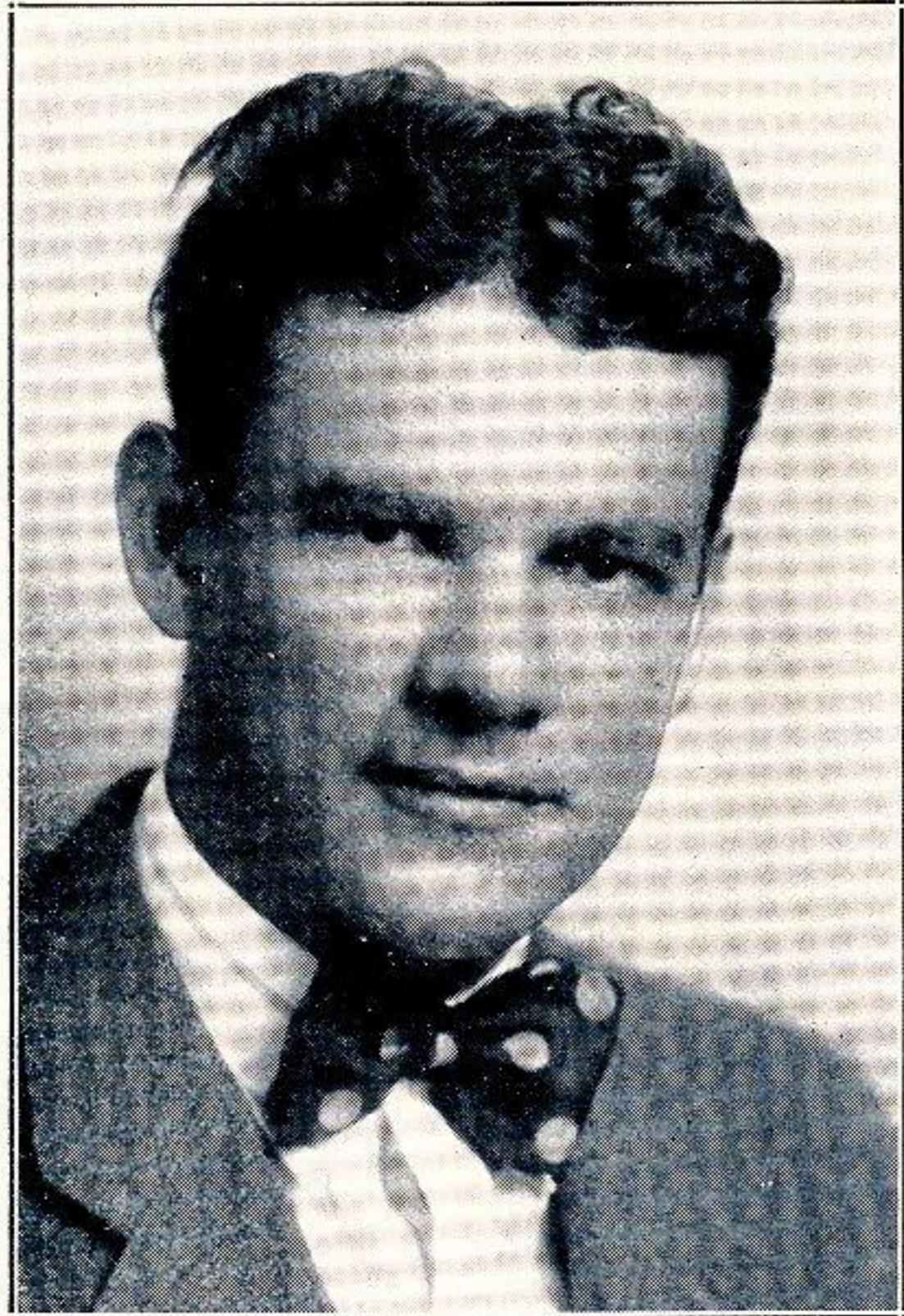
This year's contest, built around the subject of The Contribution of Electric Service to American Home Life and Its Future Possibilities, was even more suc-

(Continued on page 16)

Will Carry G. S. U. Colors to Dallas Meet



MRS. JANE ADAMS
Winner Women's Division



A. R. WATSON
Winner Men's Division

"An Age of Better Living"

Mrs. Adams' talk was a vividly interesting discussion of the part that electric service has played in bringing greater happiness to American homes in the fifty years since it was made available through the central station to the mass of home owners.

"Electricity is the most democratic of servants," said Mrs. Adams, "for it works with the same enthusiastic eagerness in the humble homestead as the palatial mansion. This magic handmaiden is unique among servants in that the more it works, the more cheaply it is willing to work. The housewife with small income has comforts which ancient queens would have deemed luxuries."

"Man's Greatest Tool"

"The evolution of civilization has been marked by four great mass movements," said A. R. Watson in his prize winning speech. "Personal liberty, religious liberty, political liberty, and now economic liberty. In striving for economic liberty man has the greatest tool that has ever come into his hands. That tool is electric energy."

He contrasted the drudgery of homework of other days with the convenience of the modern home. He told of man's struggle for a perfect light and its final achievement, the incandescent lamp.

"Today thousands of new ideas, new inventions and new methods are being developed that will add materially to our home life."

Engineers Club Talks Technical Problems

*Cordial Invitation to
Attend Meetings*

Club Officers

By E. W. Harris

Early last Fall a group of young engineers in the Transmission, Distribution and Railway Departments met and organized a club known as the Engineers' Club for the primary purpose of improving their knowledge in the technical field.

Since its original inception, this club has expanded and grown until its membership now includes men from each department of the operating division. Its membership is open to anyone who is interested in technical subjects and is willing to prepare and deliver before the group a paper on some worthwhile subject of interest to all.

The responsibility of arranging programs, is in the hands of a permanent program committee which schedules speakers from both outside and within the company in addition to those selected from the regular group.

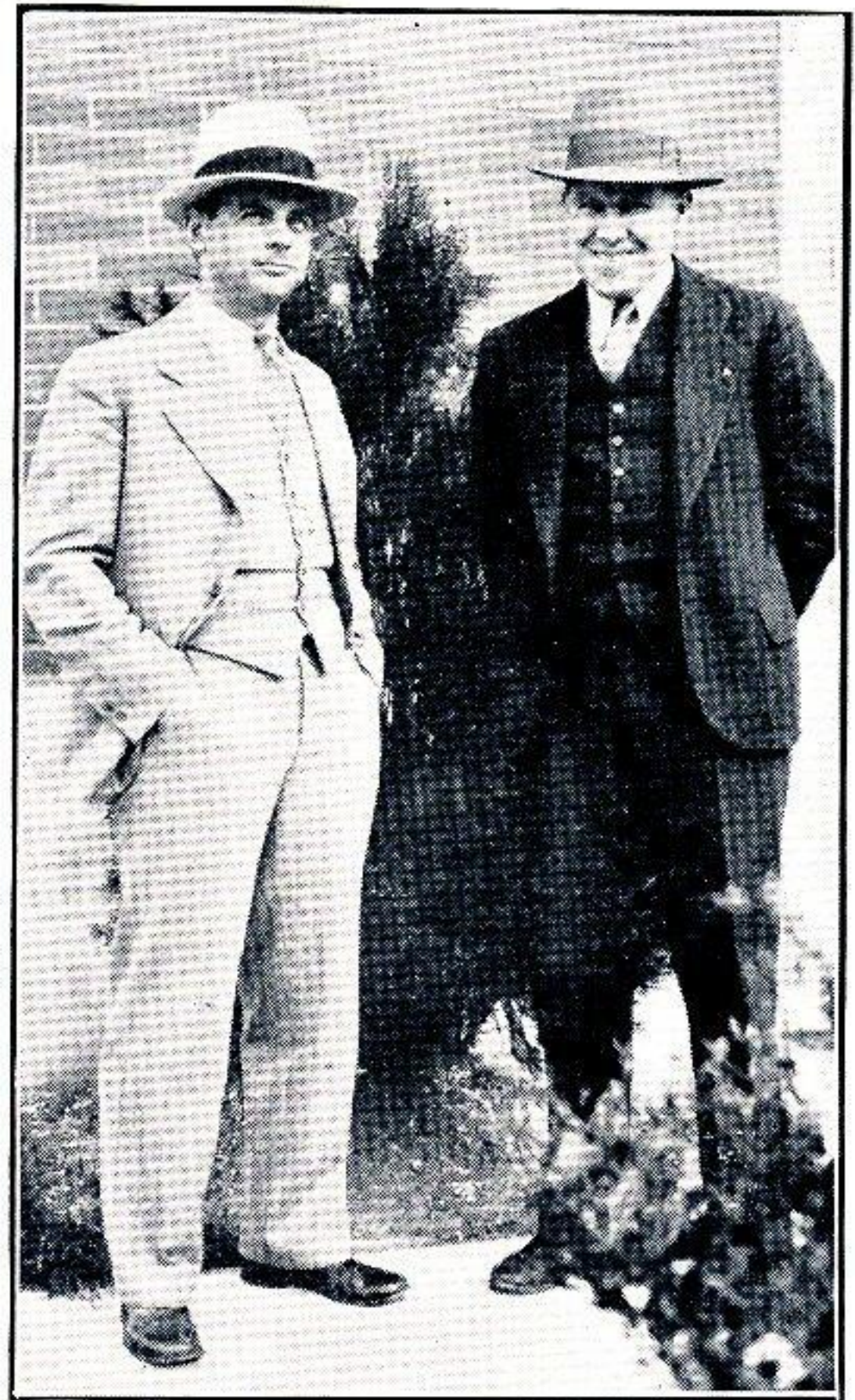
The members have been particularly fortunate thus far in hearing interesting talks from Messrs. Terrell, Murray, Sharpless, Beattie, Reidy and Sherman.

Supplementing the regular programs, interesting and educational motion pictures have been shown on "Induction Voltage Regulators," "Creosoting Pine Poles." and "The Life of Edison."

The Engineers' Club is not only educational and instructive, but also provides a means for friendly social intercourse which makes for a closer feeling of friendship and cooperation among its members.

Meetings are held three times a month on Wednesday evenings in the Assembly Room of the Travis Street Substation. Programs begin sharply at 7:30 o'clock. Anyone interested is cordially invited to attend.

February Plain Talks



Secretary Earle Sawyer and President Bob Cruise of the Engineers Club.

Distribution Department

Mr. and Mrs. J. B. Coltharp have returned from their honeymoon spent in New Orleans, and are pleasantly located at 2110 Pecos.

Much enthusiasm was shown around the meter Department concerning the N. E. L. A. speaking contest. Lewis Lengnick, Martin Zoller, Ruth Wilbanks entered. Irene Rouse and Jim Coltharp withdrew; Jim vowed he couldn't get married and make a speech too.

LOST—One pocketbook, Y.M.C.A. card and several keepsakes.—A. G. Washburn.

Sharpless Leaves to Join Gulf Company

Serves Stone and Webster Seventeen Years

After seventeen years of service with Stone and Webster, spent in various properties, and almost seven years with Gulf States Utilities Company as superintendent of production, Harry Sharpless joined the Gulf Refining Company in Port Arthur as superintendent of power, having charge of all steam and electric plants of the huge refinery.

Mr. Sharpless, "Harry" to the many friends he has made since he came to Beaumont, joined Stone and Webster in 1913 and left his native Philadelphia, being employed as student engineer at Tampa. From there he was in successive steps assistant chief engineer of the Blackstone Valley Gas and Electric Company in Rhode Island, chief engineer of the Baton Rouge Electric Company, and chief engineer of the Pensacola Electric Company, from which job he came to Port Arthur as superintendent of power plants in June, 1924.

Plain Talks joins in best wishes to him in his new job while there is also a general feeling of regret that he is leaving the Company which he has served so long and so well.

Mr. Sharpless with Mrs. Sharpless and Ralph and Robert and Harry III left for their new home in Port Arthur March 1.



Production Department Bids Head Adieu

Late in the afternoon of February 25 the superintendent of production drove recklessly toward Neches Station to personally direct the realignment of a turbine shaft in one of the great generators that provide KWHs for a large part of Southeast Texas and Southwest Louisiana. He had just been notified by phone from the station that the matter was



HARRY SHARPLESS

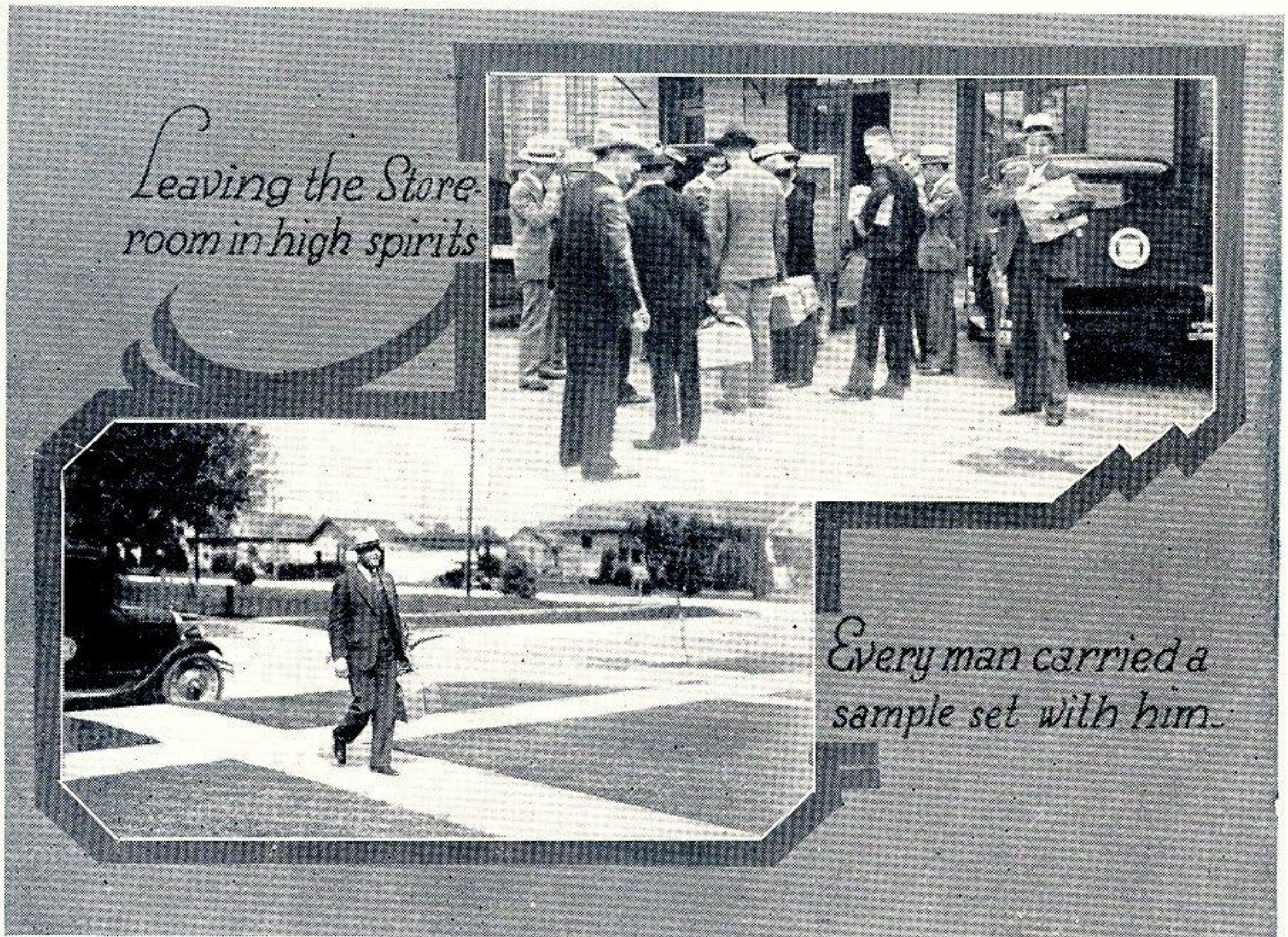
serious and his car left a cloud of dust in its wake as it sped to the big plant on the river.

It must be serious indeed, he thought, to attract so large a crowd, because an unusual number of automobiles was parked about the drive. As he alighted hastily from the car, he was surrounded by a hilarious mob of more than 100 men, very much dressed up and already at the place where they wanted to go.

It was the night of the farewell party thrown by the production department for Harry Sharpless, who left for his new job as superintendent of steam and electric plants of the Gulf Refinery at Port Arthur on the first of the month. The matter of aligning a turbine shaft resolved itself into the more simple problem of aligning a knife and fork with reference to barbecued pig and

(Continued on page 13)

February Sets New Record in Appliance Sales



The storeroom was a busy scene every day as the district representatives requisitioned their supply of sets for the day. Rod Honsberger, who was the pace-

setter in Beaumont, is shown taking a set with him as he read his meters in the residential section.

Three Appliance Offer Sells 1020 Sets

Who said it couldn't be done?

Not Parker Allen and Lee McClurkin and their hard working gang. Not by a long shot! They set out to sell 1000 sets of Royal Rochester appliances—each set including a waffle iron, a toaster and a percolator—at \$11.95, and, when night fell on February 28, they had sold 1020 sets—actually had to make up 20 extra sets for customers!

Which means that on those three appliances alone the boys sold 3060 appliances, or better than 125 per day, while there were enough sales of other articles, from ranges and refrigerators to irons

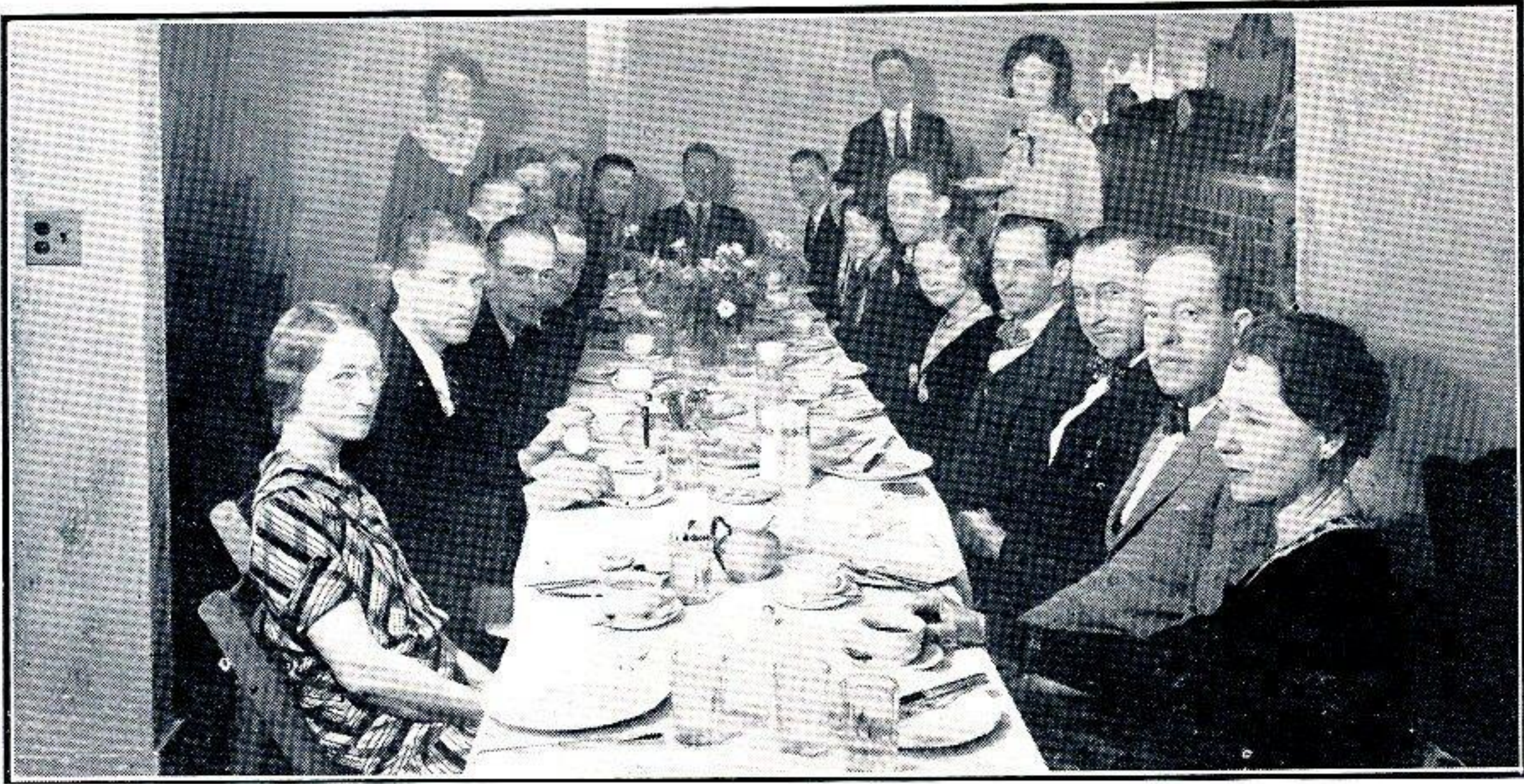
and vibrators to make the average close to 150 appliances a day for every working day in February!

It is interesting to note that never before in the history of merchandise sales of this company have 1000 waffle irons or toasters been sold in a whole year, and that only three times has a year's total exceeded the 1020 toasters that customers bought in February.

"I'm mighty doggone proud of my gang," declared Mr. Allen, and I know Lee McClurkin is of his. They got out and worked. They carried their appliances right with them every day and most of the sales were made and the appliances delivered at the same time. It was an inspiring campaign and just

(Continued on page 13)

And This Month It's Westinghouse Ranges!



There have been beginnings and beginnings to various successful campaigns, but one of the most successful beginnings we ever saw to any campaign was the one which R. I. Morrison, supervisor of district representatives in Beaumont, gave to his gang the mornings of March 2 and 3.

His home is not large enough to accommodate everybody in the sales department, so he invited them in two groups to come out and have breakfast with him. It was prepared entirely by electricity and consisted of hot biscuits,

scrambled eggs, bacon, coffee and the trimmings that go to make a thoroughly satisfying breakfast. Twenty two persons ate with Morrie each day. The total cost of electricity for the two meals was twenty-five cents. The first day the water heater was running and the electric bill was 16c but the second day with it off, the cost of operating the range, the percolator, electric lights and a 500 watt spot heater was only 9c.

Incidentally, the boys sold thirteen ranges before Saturday night of the week. A look at the pleased expressions of those present tells why.

Valuable Prizes to be Given for Sales

In connection with the big electric range campaign to be staged in the Company this month, a list of 25 prizes, ranging from a fountain pen or a bridge lamp to a carton of cigarettes or a pair of silk stockings will be given. Employees of all departments will be eligible for these prizes and will be given 50 points on each range they help to sell.

March inaugurates the biggest year the Company has ever set for itself in electric range sales, with 500 to be placed on the lines. Last year 454 were

sold in the Texas Division. Two ranges will be campaigned this month, the Westinghouse Royale Full Automatic with its chromium plated platform, its stainless steel cutlery and many other unusual conveniences, and a smaller, but no less attractive Westinghouse Automatic range at a much lower price.

Terms will be \$1 down to customers with 24 months to pay the balance on the regular electric service bill. On the Royale model a \$20 trade-in allowance will be given for the old cook-stove while on the smaller model the allowance will be \$10. Attractive prices are made to employees and the Company will pay \$25 on

(Continued on page 13)

Port Arthur News

Miss Bernice Trahan of the Ice Department was up at the Main office several days doing some rush work on the Progress Award.

Fred Davis is the proud owner of a new electric clock. He rushed in the office all excited the other morning and wanted to know when the current went off. Fred was 45 minutes late and the auditor was waiting for him.

Merchandising Sales took a decided slump in Port Arthur the last few days. G. J. Glidden tells us not to worry however, as he has just been sick and didn't feel like working.

Mr. and Mrs. Harris have been spending the past few days in Houston.

Miss Hy Eden underwent an operation for appendicitis last week but we hear that she is getting along nicely now. We surely miss you Hy and will be glad when you are back with us again.

H. T. Smith of the Ice Department is pinch hitting for Miss Eden as Railway Analysis Clerk.

With the Exporters

Sidney Hebert is taking one week of his vacation now to try out with the Beaumont Exporters at their Training Camp at Orange. Sidney was one of the outstanding baseball stars on the Gulf States team last year, besides having had other experience and we feel sure that with a few breaks he will make the grade. Luck to you Sidney.

Frances Trotti tells us that she always knows when Pat Bishop, sales manager, and Humphreys, Merchandising Clerk are around by the peculiar odor of an old Briar pipe.

L. E. Stafford of the Accounting Department received a personal letter the other day from a colored lady about a high bill complaint. The boys and girls down in the Accounting Department are still trying to find out how Stafford became so well acquainted.

Mr. and Mrs. L. E. Thorne accompanied by Jules Naquin recently attended the Southwestern Ice Manufacturers Association Convention at Mineral Wells, Texas.

Cross-word puzzles now hold the main attention of the Port Arthur Engineering Department with Pop Jordan and Y. L. Hughes devoting most of their time to the problem.

Albert LeBlanc of the Ice Department made three special trips to the main office the other morning to deliver a Cashier's statement to Mr. Babin. Mr. Babin finally had to call up about 12:00 P. M. for the statement. We wonder what Albert has on his mind these days.

Clipping Time

Tree trimming has started in earnest in Port Arthur. Mr. Kunitz says it takes lots of shoe leather and a little gab to convince the customers their trees should not grow into our lines and that the Gulf States Utilities Co. have very capable men who will trim the trees so they will look like new and be just as pretty, or more so than they were before.

Mr. Watkins over in the Ice Department got his car run into the other morning while bidding his wife farewell. Watkins said the other fellow paid the damage.

Mr. Wilkerson has been in Jasper to supervise some repairs on an old oil engine.

L. C. Pace said that since Mr. Wilkerson reported that he (Pace) had moved three times in one month, he just wanted to let it be known that Mr. Wilkerson moved twice in one day.

Watts Falls for a Line

The P. A. Engineering Department wants to apologize to Mr. Watts of the Westinghouse Electric Co. for an unscrupulous lady who sold him a subscription to some magazines during one of his recent visits down here. Watts parted with his money but the magazines failed to arrive.

A. F. Gager only needed one notice to pay his income tax this year. Last year it slipped his mind but a fellow in Beaumont reminded him of it in such a way that this year he filled out the blank and rushed it to Austin.

Notes from Navasota

Our District Representative, L. Goodwin, is hard to control since he found himself the "proud papa" of Margaret Ann Goodwin the morning of February 19th. Congratulations!

On January 16th, William Allen, our water distribution foreman, and Miss Alta Scott of Navasota, were married at the Baptist Parsonage. (It was pouring down rain that night, but that didn't matter!) Bill has been with the Company for almost seven years and we are glad to have Alta join our Gulf States family. The Navasota gang presented the newly married couple with a set of china.

Emory Barrett, our bookkeeper, has been feeling "big" lately. He had the mumps! And what's more he had them on the first of the month.

A Queer G. E.

We have a queer looking G. E. in stock now. An old OC-2 model was taken in on a G-75 refrigerator during the month. This old refrigerator was bought in Florida about eight years ago and went through the Florida storm but is still in perfect running order. The cooling coils of the unit are in a tank which is filled with brine. Somewhat different from our present day G. E's!

Mr. and Mrs. Ralph Tucker are the proud parents of little Nancy Ann, born February 3rd.

Navasota is "filling up" with filling stations. A new Humble station is under construction on the corner back of the Camp Hotel. The lot was purchased for \$10,000 and the station is to cost the same amount. On the highway to Bryan, a new Gulf station is soon to be constructed also.

Mrs. Johnnie Knapp spent several days in Houston shopping. We would judge that Johnnie has acquired too much "dinero" and she just had to dispose of it some way, or maybe it's just a case of spring fever.

J. B. Crapp, meter tester in the Navasota division, recently underwent a minor operation. He has now returned from the hospital and is doing nicely.

C. V. Merriam attended the Ice Convention in Mineral Wells during the week of February 1st. Mr. Merriam is serving on the Executive Committee of the Southwestern Ice Manufacturer's Association, and reported that "a good time was had by all." Mrs. Merriam and little Mike stayed in Houston with her mother while Mr. Merriam was at the convention.

Mr. and Mrs. L. C. McClurkin and little Miss Margaret spent several days in Houston and Beaumont during the week of February 8th.

Pete Simon, who has been in the hospital in Port Arthur for some time, following an operation for appendicitis, is reported to be improving rapidly, and probably he will return to Navasota within a week.

Miss Billie Edward's mother has been ill with the flu. We are glad that she is better now and that Billie is back in the office.

A Crop of Whiskers

The first of March brought clean faces to the men around the Navasota plant. Thank goodness! Somebody started a race to see who could grow the best mustache and all bets were off on March 1st. There were some funny looking eggs participating in these foolishnesses, such as N. J. Barron, Jack Jett, Jack Shirey, Joe Baird, E. M. Ray, L. C. Hudnall, W. L. Pennington, and Clyde Boles. (Bill Allen was in on this but we hear that he was "let off" since he got married).

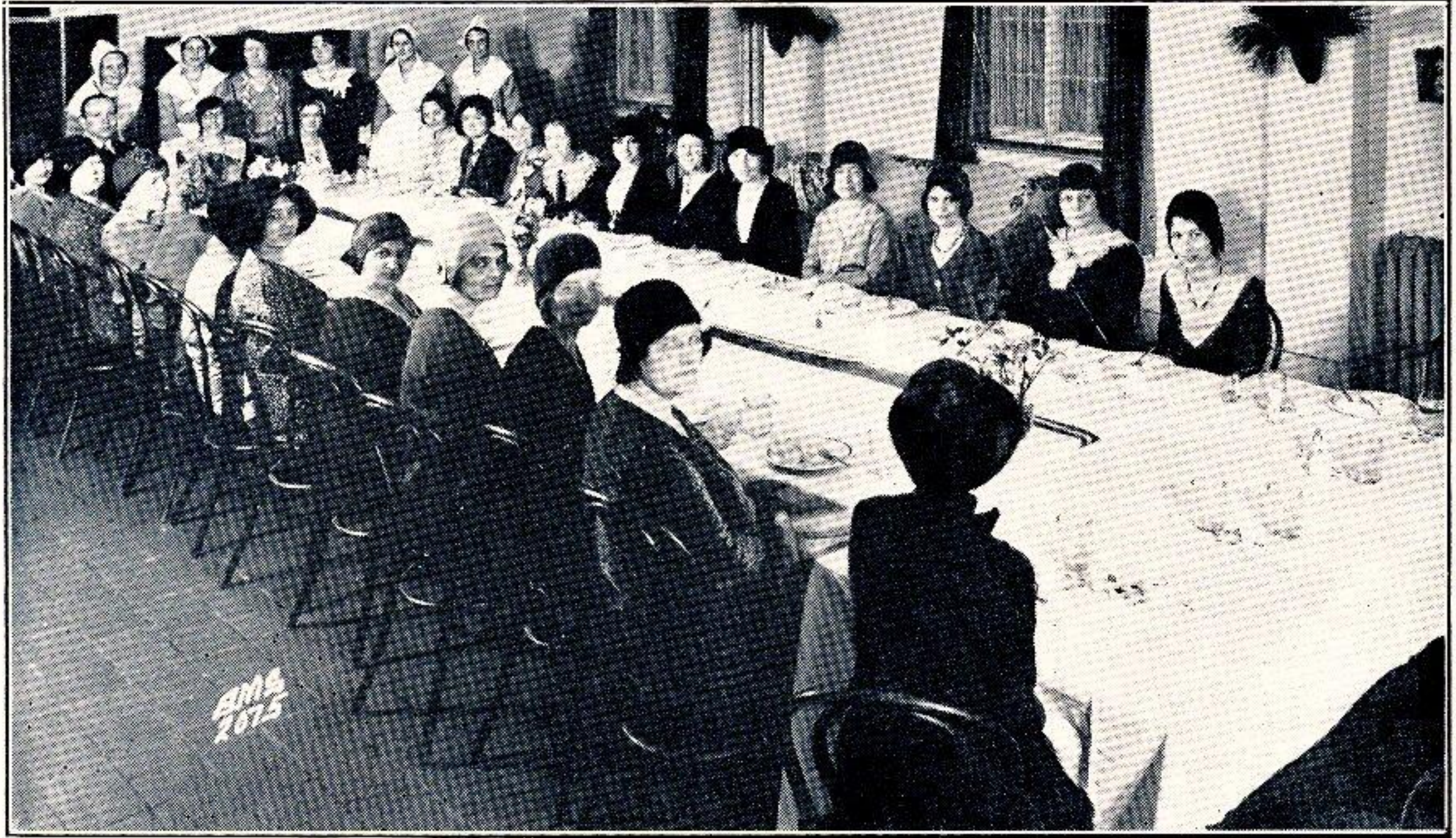
We wonder why Agnes Jameson has so suddenly taken an interest in horse-back riding, but like Postum, "there's a reason!" No doubt, it's a big merchant in Navasota who can persuade her to help him run his farm.

Dan Cupid has certainly been shooting arrows around Navasota. Even our janitor, Bunk DeBose, got married!

L. M. Welch went to Beaumont on February 4th, to attend the funeral of a friend.

B. E. Millikan has been in Beaumont attending to business for the past few weeks.

A Royal Spread



Here are the guests of the Company at the dinner given the Business and Professional Women's Club of Beaumont. Commercial Manager McChesney is seated at the head of the table with Miss

Mary O. Lilyerstrom, president of the club and Mrs. Jane Adams, former state chairman of the Women's Committee. Miss Nall and Mrs. Voyles with their helpers are standing behind them.

Committee Entertains

On the night of February 10, the Women's Committee entertained the Beaumont Business and Professional Women's Club with a four-course dinner at the Y.W.C.A. This dinner was planned and prepared by Mrs. Mamie Voyles, Home Economist of Port Arthur and Mary Lena Nall, Home Economist of Beaumont. Thirty-one members and guests were present.

The tables were beautifully decorated with flowers donated by the Y.W.C.A., and Electric Candle illumination, installed by Clarence Barron of the Illumination Department.

Dorothy Futch and Elizabeth Goleman, of Beaumont, Bessie Carter and Mildred Smith of Port Arthur, dressed in Dutch costumes made neat appearing waitresses and served the guests in a splendid manner.

Mr. and Mrs. McChesney, Jane Adams, formerly State Chairman of the Women's Committee, and Estelle Pipkin,

local secretary, were also guests. Mr. McChesney, in his pleasing manner, welcomed the guests. Jane Adams told briefly of the functioning of the Women's Committee.

Mary O. Lilyerstrom, President of the Beaumont Business and Professional Women's Club sketched briefly the history of the local chapter.

Mrs. Reubena DeBouy acted as hostess for this lovely affair.



Charlotte: "It must be three years since I saw you last. I hardly knew you, you have aged so!"

Clarissa: "Well, I wouldn't have known you, either, except for that dress."



"We are now passing the most famous brewery in Berlin," explained the guide. "We are not," replied the American tourist, as he hopped off the motor coach.

Our Lady Loopers



Here are the girls who have just finished a successful season on the basketball court for the Company. Every one of them worked hard to put a winning combination on the floor. Front row, left to right Thelma and Clover South, clever forwards, Doris Futch, guard, Evelyn

Wallace, captain and guard, Dorothy Futch, guard, Elizabeth Goleman and Estelle Taylor, centers. Back row, left to right, Jennie Lou Peck, center, Lourah Mae Bell, center, Dorothy White, guard, Vestal Morrogh, center and Mary Lou Block, guard. Dorothy Stahl and Estelle Pipkin, centers, are not in the picture.

Women's Committee Doings - - - - -

The Women's Committee enjoyed a full program at the meeting held January 28, 1931, at the Tevis Street Substation.

Mrs. Mamie Voyles, who has recently been assigned the duties of Home Economist at Port Arthur gave us a splendid report on her trip to Ohio at which time she attended a course conducted in the Home Service Department of one of the large range manufacturers. The Women's Committee extends to Mamie their best wishes for success in her new line of work.

Frank Quaidy, in his humorous way told about the appliance campaign, consisting of a toaster, waffle iron, and per-

colator, which was featured during February. The Committee pledged their support to this campaign.

The Committee was entertained by Olaf Jacobson of the accounting department, who sang several selections, accompanied by Nita Hogan. Jake made a hit with all the girls, and it is hoped we may have him on our program again at some future time.

The Women's Committee has made a good showing in the Public Speaking Contest as approximately fifteen girls entered.

The Committee wishes to welcome into its fold, Miss Mary Lena Nall, Home Economist for Beaumont. We bespeak for her a happy relationship with the Gulf States Utilities Co. and Eastern Texas Electric Company.

Jim Defies the Lake Charles Landlord



According to eye-witnesses, Jim Coltharp was full of indignation and wrath when his honeymoon was rudely interrupted. The classic pose here shown is his approximate stance as he defied the Lake Charles "officer" to prove he was not bound in wedlock.



Production Paragraphs

In one sense of the word, it is with the greatest regret that the Production department bids its superintendent, H. R. Sharpless, farewell. However, a more pleasant aspect is given to his departure by the fact that it is an advancement for him and most certainly there is no man in the department who does not sincerely wish him the greatest happiness as he goes to his new job.

The department yacht club composed of Beard, Eckles and Tucker, added a new member to the organization last month in the person of Avery Chapman. Avery, the efficient janitor in the department office, pays for his stock in the club by keeping the good ship bailed out in rainy weather.

Monte Marshall, production department stenographer, has been ill for two months. While all the fellows send their best wishes for her early recovery, she may feel assured that her job has been very well handled in her absence by Alice Ruth Mitchell.

February Plain Talks

A New Kind of Duck Hunting



When Charlie Ingraham took his father on a duck hunt recently, it was just to demonstrate his ability to kill a duck at a distance of two hundred yards with a well-aimed oyster shell. To prove his aptitude at the unusual sport, he even left his gun at home. It is declared by reputable authority that there was no lack of game that night for dinner. Whataman!



Conroe Chatter

Miss Mabel Madeley, Chief Clerk in the Conroe office attended the Women's Committee meeting held in Beaumont January 28th.

Our Superintendent, S. R. Hereford is bitten very badly by the golf bug. After some three or four months practice he can drive almost 100 yds.

C. M. Fleming has recently received a turkey caller and desires a class of about twenty hens to improve their yelping.

W. C. Sadler, Cashier is very enthusiastic over possum hunts. He invites anyone interested to get in touch with him, and will make arrangements for hunt, and give directions for preparing the famous food.

Special Range Offer

(Continued from page 7)

employee installations if the cost it more than that amount and only for actual cost if it is less.

In the Beaumont Division Miss Mary Lena Nall who has recently come as the Home Economist will always be at the service of anyone wanting a demonstration while Mrs. Roderick in the Navasota Division and Mrs. Mamie Voyles in Port Arthur are ready to give the same service.

As a special inducement to district representatives, twelve tickets to the opening Texas League games will be given, three each in the Beaumont, Port Arthur, Navasota and Liberty Divisions. The first three men in each division to sell three ranges will receive tickets.

But the big prize will go to the district representative or superintendent who wins the 2600 mile trip in December to the Westinghouse Electric and Manufacturing Company plant in Mansfield, Ohio. This trip will be won on the same kind of a contest as the World Series trip, with each man having a bogie to make before he is eligible. Much interest is being shown in the big campaign and with February's splendid record as a pace-setter, there is every reason to feel that a new record is about to be set in 1931 on range sales.



"Who made the first cotton gin?"

"Heavens! Are they making it from that now, too?"



Sell 1020 Sets

(Continued from page 6)

goes to show that when this gang sets out to do a job, it does it up brown!"

It may be of interest to compare February record with the annual records made in these appliances since 1926.

	Percolators	Toasters	Waffle Irons	Total
1926	625	372	169	1169
1927	929	712	838	2479
1928	1828	754	820	3402
1929	1544	979	804	3327
1930	1152	725	929	2806
Feb. 1931	1020	1020	1020	3060

Credit should also be given the electrical dealers in the territory who joined Gulf States Utilities Company in the campaign. They did a good job of co-operative selling and their help is appreciated.

Party for Mr. Sharpless

(Continued from page 5)

lamb and a flock of open mouths. The spread, done in grand style with all the trimmings, was served in the office of the plant, members of the department from all over the company being present. Vice President Terrell was toastmaster for the occasion and the guests lacked nothing to make for a good time.

The high point of the evening was the presentation of a gold watch, suitably engraved to Mr. Sharpless and a silver service to Mrs. Sharpless. Mr. Sharpless spoiled any chances he ever had of making a reputation as a public speaker in his acceptance, but Mrs. Sharpless did much better and received a great ovation.

The party was over by nine o'clock except for a hundred or so stragglers who stayed to inspect the plant, many of whom had not completed their inspection before daylight.

It was a memorable occasion, and Plain Talks regrets that there are no pictures to preserve it for posterity, but to Mr. and Mrs. Sharpless and the fellows who attended, it will always mark the parting of the ways for a fine leader and a fine gang.

Messrs. Hirsch, Eddins, Marshall, Whiton and Straughn certainly know how to throw a party!



Pat Murphy attended a safety meeting. The boys had been given some printed instructions and the safety man wanted to check on results.

"Pat," he said, "can you give me six good reasons for safety?"

Now Pat wasn't up on his reading but he was rather quick with his comeback.

"Sure," he replied, "the four little Murphys, me wife an' meself!"

A Story of a Cold Saturday Afternoon

F. S. Sheffield, the sporting gentleman who directs the work of carrying Mr. and Mrs. Beaumont around town for Eastern Texas Electric Company, one day last week started a new style note. He is a believer in flashy haberdashery, as anybody knows who knows him. He seldom, if ever, has been known to come to the office without what may be described as the last word in a red necktie.

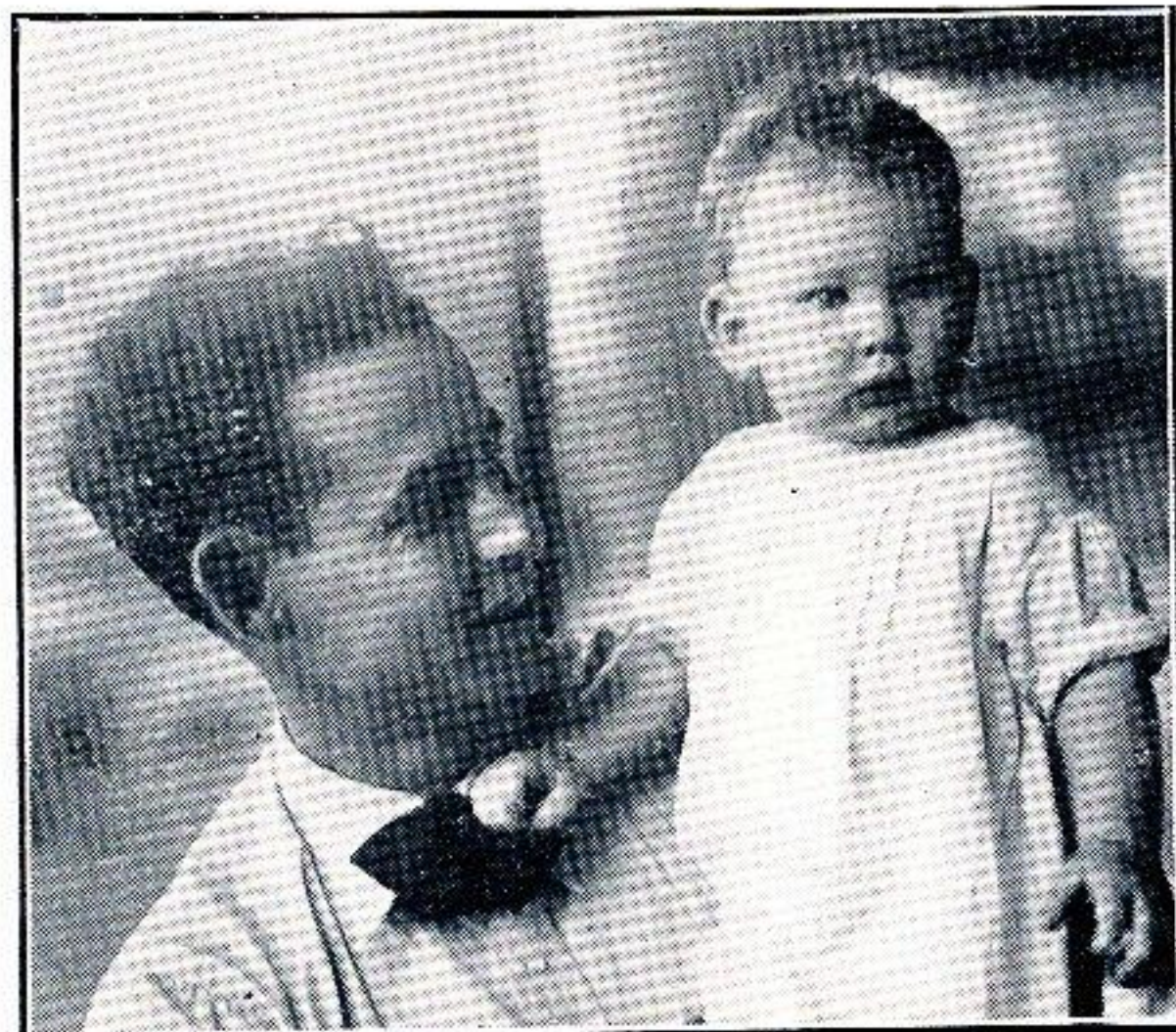
But the latest innovation which he has begun is a crankcase hung carelessly from the fore finger of the right hand. No ordinary crankcase will do. It must be one which has a genuine 18 carat copper screen inside it and which weighs enough to cause a slight stoop to the shoulders. For it was thus that he appeared at a well-known garage on the day we refer to.

The whole idea was inspired and has attracted favorable comment among all who saw it. In a measure it was also accidental, because if he had not decided to drain his crankcase, the idea would never have occurred to him. It was a cold, rainy afternoon and he was flat on his back under his car watching the old oil run blithely from the drain. Soon it stopped and Mr. Sheffield decided that there might be an amount of sediment that could well be raked out. So with the fore finger referred to he attempted to rake it out. But the drain was smaller than he thought and when he wished to remove the finger, he found it stuck firmly in the crankcase. The more he pulled, the more it stuck. It swelled and it swelled.

Then the inspiration struck him. He called in two friends who happened to be mechanics and had them remove the crankcase from the car while he reclined at ease, his head on a pillow, beneath it. After an hour or two he showed up at the garage with the crankcase hung nonchalantly at a rakish angle and the two mechanics enviously following after. They pounced on him, applied ice to the beautiful purple finger, and forcefully removed and hid his prized jewel after much hammering and chiseling.

But if he ever gets hold of it again, don't be surprised to see him strolling up Pearl street with one hand in his pocket, a whistle on his lips, a pleased twinkle in his eye—and a crankcase gleaming from his forefinger.

A Jolly Operator



Operator Tommy Brown of Beaumont and his little daughter Delores Jeannine.



Beaumont Operators Cut Milage Expenses

Since the first of the year Beaumont street car operators have been conducting a KWH campaign which is designed to conserve power and lower the expense of operating their cars. Each man has been given a bogie, based on the size of the car he operates and the route over which he travels. He has made his bogie when his KWH per car mile is less than the amount allowed.

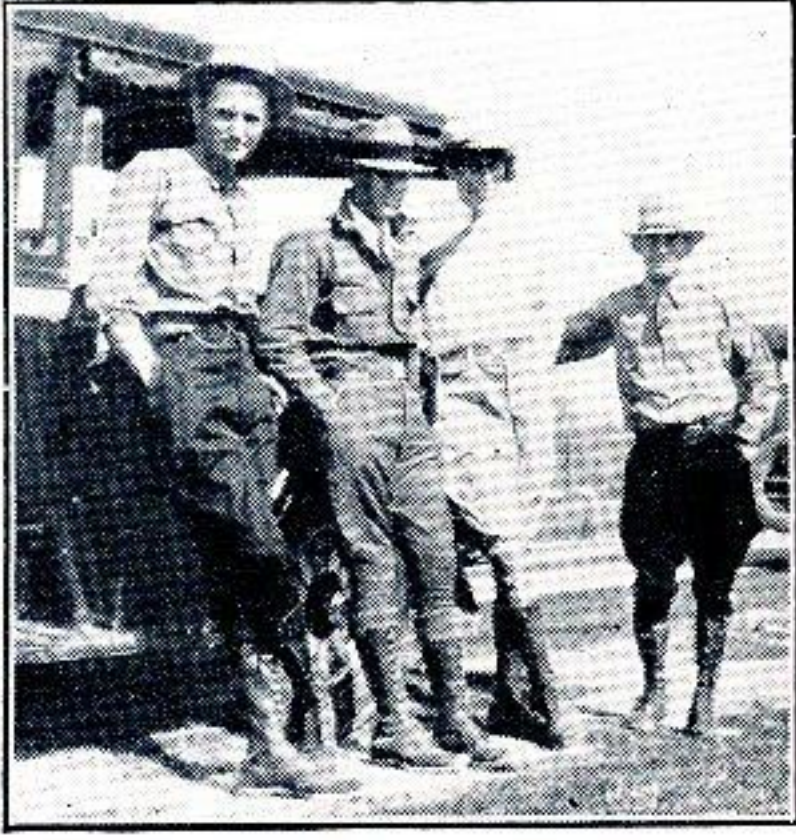
Twenty four men made their bogies in February. They include T. H. Howell, C. McDaniel, G. E. Hunsucker, R. Stout, F. J. Rohwedder, V. Stephenson, J. W. Mayton, W. H. Ahrendt, W. H. Claiborne, T. F. Brown, J. H. Deaton, G. N. Davis, H. Q. Tiller, W. O. Fedd, R. L. Claiborne, J. E. Audilet, A. L. Dillard, E. L. Beeson, S. R. Wolff, J. E. Weber, W. E. Philpott, W. A. Tiller, R. M. Beasley, and W. L. Coggins.



Father—Young lady do you mean to tell me you've been carrying that money around in your stocking?

Dora—Why, Daddy, you told me to put it where it would draw interest.

Four Hikers



Folks, here's one of the cross country teams—beg pardon, survey parties!—of Gulf State Utilities Company just catching its breath after a long hike. Left to right are H. A. Duncan, C. M. Scott, D. C. Storey, and W. H. Thomason.

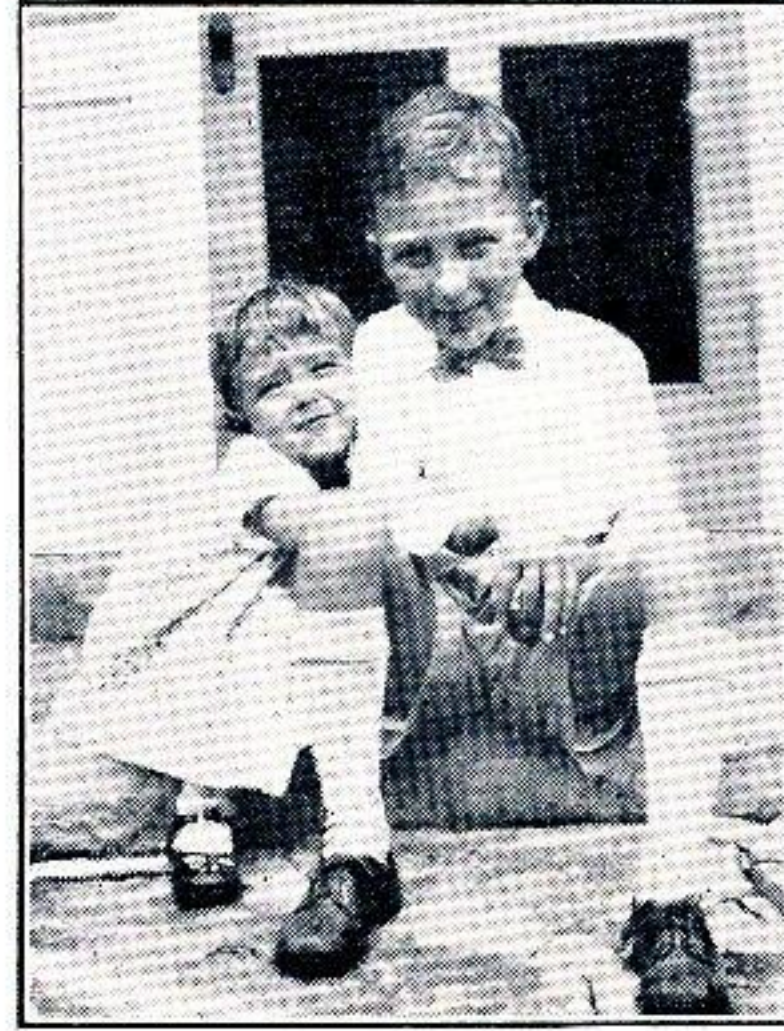
We Are Happy to Confess

Plain Talks has caught itself in one of those deplorable errors which are of the heart as well as of the mind but it is hoped that it is not too late to correct it. On page 5, which has already come off the press, in bidding our old friend Harry Sharpless goodbye, we also bid Mrs. Sharpless and Ralph and Robert and Harry III goodbye. But we have learned that we still have the pleasure of their company in Beaumont and that they will not move to Port Arthur. This is good news contradicting the bad and Plain Talks is mighty glad to hear it.

Attend Sales Meet

Ten members of the sales department attended the General Electric sales convention in San Antonio March 9. They include R. I. Morrison, Doc Charlton, Jerry Outlaw and Lloyd Brannan of Beaumont, George Minton and G. J. Glidden of Port Arthur, George H. Johnson of Nederland, and Johnny Knapp, Hallie Earthman and Jimmy Odom of the Navasota division.

Two Good Reasons



Melba Jean, age 2, and Billy, age 7 are two reasons why O. W. Gaines, superintendent of transportation in Beaumont, is a great home lover.

Charming Youngsters



Doris, George and Jack Eggleston, the charming children of Inspector O. E. Eggleston of Beaumont.

Professor: "What is ordinarily used as a conductor of electricity?"
Senior: "Why er-r."
Professor: "Correct. Now tell me, what is the unit of electric power?"
Senior: "The what, sir?"
Professor: "That will do. Very good."

"Hey, the starter button is missing from your car!"

"Yeah, I just got it back from the auto laundry."

Current References on Electricity in the Home

This month we are fortunate in being able to give Plain Talks readers an up-to-date bibliography prepared from current magazines by Miss Louella Knox, periodical librarian of Tyrrell Public Library in Beaumont. You will find in it subject matter on a variety of home electrification ideas. Plain Talks wishes to express to Miss Knox sincere appreciation for her kindness in preparing it and hopes to have an equally good bibliography on topics of current interest each month.

Homes that turn the turbines, *World's Work*—59:55-9, Dec. '30.

Devices for American homes, *American Home*—4:516, Aug. '30.

Self lighting electric lamps, *Literary Digest*—104:21, Feb. 1, '30.

Electricity in the household, *Scribner's*—85:452, Apr. '30.

Electric machines to speed domestic activity, *House and Garden* 5886, Aug. '30.

Heating homes by wire, *Ladies' Home Journal*—47:145, Oct. '30.

Aladdin's lamp of legend becomes modern fact, *House and Garden*—57:91,

Electric flowers for your table, *Popular Science*—118:85, Jan. '31.

Let electrons do your work, *Review of Reviews*—77:162, Feb. '28.

Latest electrical wrinkles, *Literary Digest*—87:27, Oct. 17, '25.

Huge electric thermos bottles for house heating, *Literary Digest*—100:21, Mar. 30, '29.

First things in electric invention, *Mentor*—13:23-6, May, '25.

Is electrical heat economical? *Electrical World*—49:632, Aug. '30.

Electrical water heating, *Scientific American*—143:144, Aug. '30.

Selling complete home electrification, *Electrical World*—95:1297, June 21, '30.



Card of Thanks

We express our sincere thanks to the Gulf States Utilities Co., the Meter Department and Engineering Department for the floral offerings, in the recent death of our mother and grandmother.

Mrs. A. R. McLain,
J. Dennis McLain,
Ruth Wilbanks.

Orange News

Mr. and Mrs. Joe Hatley have a new eight pound District Representative. George Charles was born January 4, and as we pass the Hatley home we hear the familiar strain of "KWH-KWH, Sell 'Em" which goes to show that the young man will be brought up in the right way.

Miss Peggy Doloris, born January 11, is a new comer to the V. T. Bolton household.



Stenographic Notes

On the 5th of February the Stenographic Department was entertained by a Valentine Party at Pearl Krauel's home. We played silent bridge and got a big kick out of the signs made by everyone. Those who laughed had to pay a penalty and it was down right comical to see Miss Mary in a bathing suit swimming in the living room floor. The boys were quite shy as there were only two, namely Andy and Ted. Andy had a heavy date. He asked Imogene Davis and Marie Stagg to go with him and having forgotten about them, asked Muriel Lamkin later in the day to go.

Several of our members traveled during the month—Marie Cato and Frances Emmer "motoring" to Houston with Mrs. Pearl Krauel and husband for the week-end of February 14.



Public Speaking

(Continued from page 2)

Successful than last year's. Each time, under the leadership of Fred F. Johnson, educational director of the Company, entrants from this company far exceeded in number those from any other public utility company in the state. Because of the great number taking part, interest rose to a high pitch as the contest narrowed to a close.

Judges on the final evening were Alfred Jones, editor of the Beaumont Enterprise and Journal, E. C. McDonald, principal of Beaumont High School and President Tom P. Walker of our Company.

The winners will go to Dallas March 23 to the state contest and the wishes of the whole company will be for their success.

McClurkin's Boys Do Fine Merchandising Job

In a special communication to Plain Talks, L. C. McClurkin, superintendent of merchandise sales in the Navasota Division, tells of some of the high spots of the Triple Appliance Campaign which was so successful in February. His gang more than doubled its bogie, and in the one month made the astonishing record of a sale of an appliance in this one offer to one of every seven customers!

Probably the outstanding job was at Groveton where Marcus Andrews capitalized on Ernest Little's fine start for a record of 25 sets sold to 280 customers, an average of an appliance to one out of every 3.7 customers.

Madisonville also had an outstanding record. The boys there sold 26 sets to 307 customers. It is interesting to note that the electrician, Hugh Dillon, and his helper, J. M. (Runt) Coleman, were instrumental in selling 14 of the sets. In North Zulch they parked their service truck on Main Street and sold four sets without moving the truck. One of them was bought by a man who does not have electric service in his home as he lives too far from the line, but he bought the set to prepare lunch in his store for himself and his wife.

The campaign was uniformly successful, every town but one more than doubling its bogie. Part of the success is due to the fact that every man was prepared to give actual demonstrations of the appliances. On the day before the campaign started a general sales meeting was held in Navasota. The fellows were divided into four groups. Each group was given a different recipe for waffles and toast. They were also given different brands of coffee. While one group prepared a waffle batter, the other three listened carefully to the recipe and method of mixing. When the food was ready, the waffles, toast and coffee were cooked and eaten with Brookfield sausage, butter and syrup provided through courtesy of the hotel. Six dozen plain, pineapple, banana or bacon waffles were eaten by the 23 men present, and the memory of them was fresh in the minds of the men all through the month.

The Huntsville group challenged the Navasota group to a contest. On Feb-

ruary 28, at the monthly meeting, the Navasota group had to come across with one of the sets they had been selling. It was drawn for by the winners and went to Hallie Earthman. The losers were further humbled by a bean dinner, which they ate while the winners ate chicken.



World Series Contest Gains Momentum

Every district representative and superintendent who took part in the 1930 World Series Refrigerator Sales contest is all of a twitter this year with the prospect of another trip to the biggest show in baseball in store for some lucky and industrious fellow. The Edmundson Refrigerating Corporation of Houston, who are distributors of the General Electric in this territory made the offer and every man who attended Mr. Edmundson's party at the Houston Yacht Club last September will be battling away for another shot.

Last year 815 units were sold by the Company and this year the bogie has been boosted to 1000 in anticipation of the biggest year in refrigeration history. Every man has his bogie to make before September 26, which marks the end of the contest. The boys in Beaumont and Port Arthur will be awarded one chance for every five sales in their bogies and one for each additional sale, while the other boys will have a chance for every three of their bogie and one for each additional sale.

Marcus Andrews, who was transferred last month to Groveton from Beaumont won the trip last year and has set out to be eligible for it again. But Rod Honsberger, Jimmie Odom, Blackie DeCuir and Ellis Taylor, to name a few of the determined contestants, have made up their minds to make it hard for him to do.

Just the same, as sure as there's a World Series in October, there's going to be a man from Gulf States Utilities Company on hand to see it well done!

How's Your HEALTH?

by Dr. W. F. Thomson

COLD CURES

Oh, we spend a lot of money
For tablets and for pills,
Ignoring simple measures
That save us doctor bills.
Ignoring simple measures
That give us robust health,
We hunt for cures in bottles
And squander hard earned wealth.



Dope for colds is dough for doctors.



The only sure thing about a "cold cure" is that it won't.



The best known cure for an ordinary cold is to do nothing for it till it's three days old.



If you want a sure cure for a bad cold, ask any dozen friends . . . and get a dozen.



Though largely preventable, the common cold is responsible for a greater loss of time, income and efficiency than any other one disease. It is, therefore, our most expensive disease. Our annual cold bill, in loss of income, is prodigious. The loss we sustain from the purchase of cold "cures" might well be spared, because a cold is a self limited disease . . . gets well in from 3 to 5 days whether we "treat" it or not. When we get rid of a cold in 3 or 4 days we should praise God . . . and not somebody's "cold tablets".



But pneumonia sometimes follows a bad cold . . . and pneumonia is second on the list as the most frequent cause of death. For that reason, if for no other, we should be quick to adopt all the known measures proven to be dependable in the prevention of colds . . . and what prevents a cold will also prevent influenza.

We "catch cold", or "take flu", because, through neglect, we have allowed Nature's protective forces to become ineffective. To keep the protective agencies of the body highly efficient, so that they can successfully resist attempted invasions by bacterial agents, involves the adoption of simple measures.



Adequate nourishment of the body with wholesome food is the first essential . . . butter, cream and cheese are especially valuable, because these contain the vitamin A which stimulates the body defenses. Cod liver oil is particularly rich in this vitamin and, for that reason, it is recommended that those who are "under par", physically, take cod liver oil during the winter months.

One should have at least 8 hours of undisturbed sleep every night, and in a room that is thoroughly ventilated . . . a sleeping porch is preferred, and as much of the daytime as possible should be spent in the open air and sunshine.

The skin should be educated to respond to the stimulus of cold. A skin that is sensitive to the cold is an evidence of poor resistance. Hot offices make cowards of our skins; the stimulating effect of the cool shower makes them glow with a healthy reaction.

While in steam heated offices, we should wear summer weight clothing, reserving the heavier, woolen clothing for top wear in the street. During wet weather, the feet should be protected against dampness and cold.

When colds and influenza are prevalent we should avoid crowds whenever possible, and especially should we avoid those who have colds. The hands should be washed several times a day . . . always before meals, and a wave of the hand should be substituted for the germ spreading handshake.

If one catches cold, or takes the "flu", he should go to bed at once and remain there until well. To do this will not only shorten the course of the disease but it greatly lessens the liability of pneumonia and other serious complications.

plain talk

Getting Ahead of Ourselves

W. G. Chamberlin

Our business in life, says Elbert Hubbard, is not to get ahead of other people, but to get ahead of ourselves. Recent months have taught us that we should be thrifty by saving and spending wisely.

Thrift implies good management, or the use of money to the best advantage. Investment in our company's preferred stock puts our money to work and at the same time offers a good investment with a high return. The partial payment plan is an ideal way to create a safe savings account by placing your money immediately at work at a return twice the amount received from a savings account in most banks.

The thrifty saver can say, "The money I worked for now works for me." The wise investor manages his money instead of letting it manage him.

A convenient time to save never arrives. Our needs, or, more accurately, our wants, keep pace with our incomes and, with certain limitations, it is about as easy to start to save money on one income as another.

Certainly there is no time like the present to "get ahead of ourselves."



The Month's Cover

The cover this month ties in with the big range campaign which is under way. At the turn of a switch the modern housewife can free herself of the tiresome details of household routine and find time for recreation. If you are not a user of electric cookery, investigate it. This month every employee will have the opportunity of a lifetime to put this most modern electric servant to work in his own home at a price and on terms that will make owning an electric range an easy investment.

And look twice at the back cover.

Tear it off and place it before your desk where you can keep it in sight. It is a pledge to our customers, a promise of the sort of service that the whole organization is striving to render. When they **know** that no dollar they spend brings greater value than their dollar for electric service, selling that service will be only a matter of placing it within reach of them.

It takes more than a promise to provide reliable, economical and friendly service—it requires the conscious cooperation of every employee in every department.



Did You Know

—that the annual use of electricity per home customer in Gulf States Utilities Company passed the 500 KWH mark during January, the exact figure for the 12 months ending January 31 being 502.7 Kwh?

—that Eastern Texas Electric Company owns 54 revenue type street cars operating over 19.5 miles of track and serving a population of 103,000?

—that the street cars of Eastern Texas Electric Company ran 1,604,590 miles in 1930, carrying 7,539,195 passengers (including 909,694 transfers) and consumed 3,054,300 KWH of electricity?

—that the city buses ran 824,326 miles, carrying 1,721,138 passengers (including 268,326 transfers) and consumed 120,154 gallons of gasoline and 12,124 quarts of oil?

—that the Interurban cars ran 303,599 miles carrying 307,745 passengers and consumed 709,800 KWH of electricity?

PLAIN TALKS

Vol. X

No. 2

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor
Jack Gammage, Art Editor

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

- - - Applesauce - - -

THE PERFECT GOLFER

Mr. Gaines was playing golf alone. A strange boy kept following him around the course. At the seventh hole he became impatient and turned to the boy, saying, "Son, you'll never learn to play while watching me."

"I'm not watching you," the boy replied. "I'm going fishing as soon as you dig up a few more worms."

Young mother: "I've decided on a name for the baby. I shall call her Euphrosyme."

Husband, tactfully: "Splendid. The first girl I ever loved was named Euphrosyme and the name will revive pleasant memories."

Young mother, firmly, after a brief period of silence: "We'll call her Elizabeth after my mother."

THE LADY OF THE BATH

The pictures we see as we ride to and fro

In the street cars, amuse and intrigue.
Set out in a quite indiscriminate row
They help to dispel our fatigue.

The family party who solemnly stand,
Arrayed in their underwear seem
A trifle pathetic; but isn't it grand
To gaze on that brick of ice cream.

The gentleman clutching the small of
his back

And hobbling off with a cane,
Has no life insurance at sixty, Alack!
Quite frankly, he gives us a pain.

But always at last will our eyes gravitate,

To the damsel who's having her bath.
We used to imagine her love might
be won,

With fervent entreaties and prayers.
We've tried, and admit that it cannot
be done,

'Tis only for soap that she cares.
Has ever more ravishing maiden been
seen?

The figure and face of a Venus!
But always it seems, as we gaze on
our queen,

That darned cake of soap comes between us.

—Roger B. Priestman.

HE RUNS HIS BUSINESS

A wholesaler who had had a lot of trouble in getting a certain retail client to pay his bills—not to pay them promptly, but to pay them at all. Finally, losing patience, he wrote the merchant in question a rather threatening letter and in reply received the following communication:

"Dear Sir,—What do you mean by sending me a letter like the one you wrote on the tenth inst.? I know how to run my business.

"Every month I place all my bills in a basket, and then figure out how much money I have to pay on my accounts. Next I blindfold my bookkeeper and have her draw as many bills out of the basket as I have money to pay for.

"If you don't like my way of doing things I won't even put your bills in the basket."

CHRONIC INVALID

A negro bought a piece of ham but the next day he took it back to the butcher and said: "Say, boss, dies ham ain' no good, and Ah doesn't want it."

The butcher said: "Why, Sambo, of course that ham is good; it was just cured last week."

"Well, boss," replied Sambo, "den it done had a relapse."

Rafferty, of the Old Sod, and Mac-Pearson, a Scott, were miners together. One day Rafferty accidentally emptied his pipe on a keg of powder and when he came down it was on the installment plan. Mac's grief was genuine, but finally he dried his tears and went off to notify Mrs. Rafferty.

"Is this the Widow Rafferty?" he asked when a woman appeared at the door.

"Tis Mrs. Rafferty I am, but no Widow Rafferty," she snapped.

A business like gleam came into Mac-Pearson's eye.

"An' how much will ye bet?" he demanded.

“ . . . your service shall be as reliable as good engineers can make it, as economical as good managers can make it and as pleasant as good friends can make it. No dollar you spend brings greater value than your dollar for electric service.”

From the radio signature of
Gulf States Utilities Co.