

VOL. 16 - NO. 2
FEBRUARY 1938

“advocate adequate wiring”

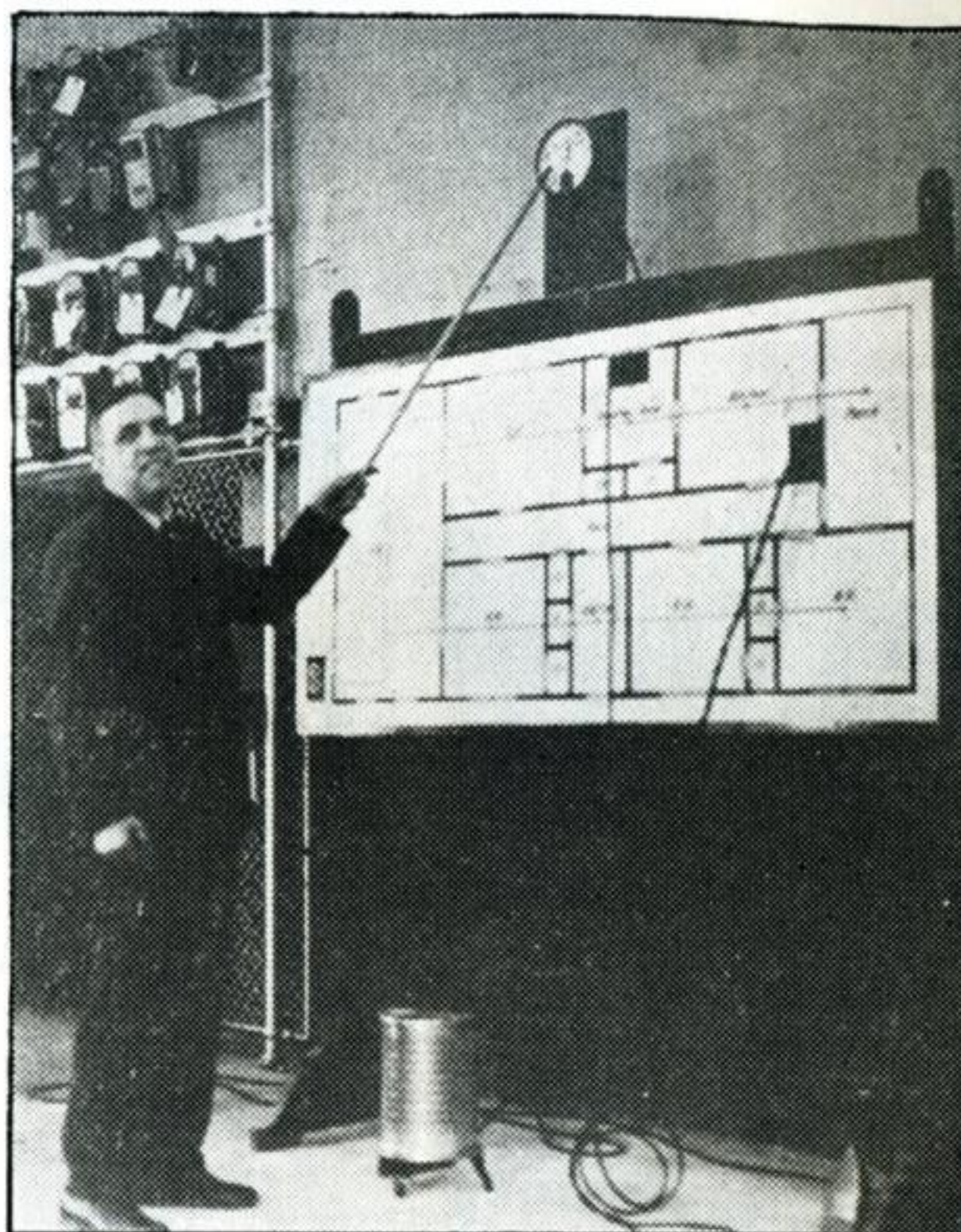
This article is a digest of a talk delivered at the annual meeting in Beaumont in January. It contains food for thought—and action—by every employee. Most of our customers live in homes wired according to the standard adequate a score or more years ago. They are not getting full value from the service we deliver at the switch box simply because some one saved a few dollars when the house was wired. Read these four points, then the story Mr. Beattie presents, (we guarantee you'll find it interesting), and you will become a convert to belief in adequate wiring—then tell your friends.—Ed.

POINTS BROUGHT OUT

- No. 1 With No. 14 wire outlets on the branch circuit must be limited to 12.
- No. 2 15 amperes is all the code allows on No. 14 wire.
Voltage drop with 15 amperes:
25 feet — 2 volts
63 feet — 5 volts
126 feet — 10 volts
- No. 3. Voltage drops off 5%, lamp output is off 15%.
Heating appliances take 20% longer to come to proper temperature.
- No. 4 These voltage drops cause heat.
1 volt drop householder loses 1½% of the cost of current.
With a 5 volt drop he loses 7½%.
With 10 volts 15%.

The customer pays for this current, because the electricity he pays for is dissipated in heat in his wiring and not in useful service.

The picture shows how Mr. Beattie demonstrated these points with a wired up floor plan and appliances at the sales meeting.



voltage regulation and inadequate wiring

By A. E. Beattie

This subject is one of my pet peeves, and it deserves earnest consideration, if we are to do the selling job we have to do.

You know what hydraulic brakes are, what radio tuning-in means, but we doubt very much if the term voltage regulation, which in our business means adequate service, is as familiar. This thing which we call voltage regulation haunts us from the time a volt leaves the generator till it is consumed in useful service for which we receive revenue.

Regulation is defined as the change in voltage at the receiving end when the load is thrown off, the supply voltage remaining constant. Regulation is generally expressed as percentage figures of the delivered voltage.

Now let us take you on the trail of an elusive volt from plant to final consumption; that is through generators,

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credit union elects



WHEN GOOD COOKS GET TOGETHER

Things are apt to sizzle in grand style and that's just what they did when Ruth Graham, Electromaster Home Economist, and all of our girls got together at the "kitchen" in Beaumont recently. At least they had a talk "feast" with the new Vita Miser the chief topic of conversation. Under the able guidance of Jim Elam, the lone male in the above picture, Miss Graham visited many of our properties and addressed various divisional meetings.

ORANGE

Mr. and Mrs. A. T. Nance are the proud parents of an 8½ lb. baby girl, born February 13th.

E. C. McGehee is now a happy man, since his wife has arrived. Mac has been located in Orange some six months and his wife remained in Monroe.

The Sabine Station crew is busy at the present time getting the boilers and plant equipment in tip-top condition for the summer peak load.

The following were elected at the annual meeting of the Employees' Federal Credit Union held recently:

Board of Directors: E. L. Granau, J. B. Bishop, W. W. Phillips, R. M. Dunn, R. E. Cargill, R. J. Orrick, W. A. Whitten, W. H. Caswell, S. R. Hereford.

Credit Committee: F. F. Johnson, R. F. Reid, J. C. Genaro.

Supervisory Committee: J. M. DeBouy, J. H. Linnehan, R. O. Jackson.

President, R. J. Orrick; *Vice-President,* W. A. Whitten; *Clerk,* W. H. Caswell; *Treasurer,* W. H. Caswell.

The idea that the organization provides an ideal and easy way to save is advanced by President Orrick in the following statement prepared especially for Plain Talks:

"Your Credit Union has just entered a new year. The record of this Association is highly gratifying. On behalf of the officers, directors, and committee members I take this means to convey the assurance of our continued interest and zeal in administering the affairs of this, your Association. We confidently hope that each member will contemplate seriously the fuller advantages of the savings and loan association for the benefit of the member and his dependents. The ideal of saving should command first consideration. The Association is to serve and to help, both by making possible systematic saving, as well as making available cash for needs in cases of emergency or for other provident or productive purposes. Those of us who have an opportunity to view the detailed workings of the Association sincerely urge each person when calculating his needs to not over-borrow; that is to not borrow money in excess of his absolute need. Another point, the period of repaying loans should be made as short as is possible. These points are mentioned that the best interest of the individual members might be served.

"Any member having questions concerning the Credit Union is encouraged to write the President or Treasurer of the Association if his questions cannot be satisfactorily answered by the representatives of the Union with whom he has immediate contact."



Dick Reeves moves

Somebody (it may have been a Greek philosopher, although we can't vouch for that) once said in effect that there are just two kinds of folks in the world—"white folks" (and it has nothing to do with the color of the skin pigment) and other folks. These folks—and you don't meet so very many in a lifetime—are the folks that "grow" on you—folks you can "count" on—folks you'd bet your bottom dollar on.

The little picture shows General Sales Manager Riegel and Power Engineer Robinson bidding an affectionate goodbye to D. W. "Dick" Reeves, member of the power sales department, one of the world's "white folks" who resigned recently to go to Tulsa where he will be industrial sales manager for the Oklahoma Natural Gas company.

Dick was with us some ten years, in the selling end. Those who had been most closely associated with him got him, and Mrs. Reeves, cornered on the second floor on February 26, and Mr. Robinson, with appropriate remarks, presented the sentiments and some beautiful, silver somethings - or - other on behalf of his friends. And Mr. Reeves expressed the sentiments of the Reeves family. Good-byes for a time threatened to become good crys.

We suspect that Dick, highly capable though he is, is going to find it tough going in Oklahoma for some time. First, because he isn't the kind of fellow who can switch allegiance from electricity to internal combustion overnight. Second, because he will miss his friends as much as they're missing him.—K. S.

FEBRUARY PLAIN TALKS

wiring

Continued from page 1

transmission, distribution and utilization. when a volt is generated in the large generators at Neches it is very closely regulated between certain definite limits by a device known as a Terrill regulator which holds the voltage constant irrespective of the variations in load on the machine. This is quite a simple operation, and with small isolated plants, this method is cheap and effective, and the only voltage regulation necessary.

With a system as complicated as ours we have to follow our little volt further. He travels from the bus bar now to the step-up transformer bank where he is given a kick in the pants, and out he comes, very much pepped up, from 13,800 to 33,000 and 66,000 volts and ready for his trip down the line.

However, in going through this process he lost a little of his strength so we give him a shot in the arm by changing taps to give him enough of what it takes to get where he is going.

Our little volt is started on his journey over our transmission system. Suppose we follow one east on our 66 K. V. line. His first stop is at Orange where he is stepped down to 33,000 volts to serve the Orange Oil Field and 2300 volts for the city.

Here again before our volt goes to work for the customer, we give him another dose of regulation by means of induction voltage regulators. These regulators are able to raise or lower the volt-

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Reddy Kilowatt leads the march of the Lake Charles D.R.'s against 1938 bogies. Home Economist Ruth Landry is the vanguard of the parade with her instruction book on ranges. The D.R.'s are equally well armed as you can see.

My thanks to Eliza Bryan for her assistance and cooperation in assembling Plain Talks news for this issue.

BOOKKEEPING AND COLLECTION DEPARTMENTS: These departments continue to furnish us with interesting changes and replacements in personnel. Recently, F. R. Weller, of the accounting department, replaced Ray Pace, who went into the collection department, where he replaced Harold Carver, Harold replacing Boyd in the Stationery department, Boyd having been transferred to the meter department. We are sorry to report that Elmer Engman, one of the favorites around here for several years, who goes to work in the Security State Bank. We will miss him very much, and wish him the best of luck. Taking over Elmer's duties as merchandise bookkeeper for properties will be Byron Anderson from the Accounting department. . .

BILLING DEPARTMENT: Writes Dorothy White: What is this we hear about the "Billing Department's Sweetheart" being transferred? It is none other than Floyd Aubin from the Stencil room! He goes to Hull as cashier. We are sorry to lose Floyd who has been a faithful and congenial worker. Our best wishes go with him. . . . The department welcomes William Hurt who replaces Floyd. Hope you like us, Bill. . . Old man "flu" struck again this month taking Mae Claire Crisp and Mary Dewey out for a few days. . . Heard often in this department: Robi coming in early with "Morning folks." . . Promptly at 9 a. m., Mary Dewey, "Are you ready Ag, let's go get a drink." . . . Red Dunham coming in from getting a drink—"Well, I won the drink and a cigar off of Dick Reeves this time." . . . Agnes graciously replies when Floyd hands her some bills he made over for her, "Oh, did I get them back today?" . . . Jack Watson usually breaks the silence (what silence) in the stencil room by yelling, "Dorothy, telephone." . . . Just mention Louisiana around Helene Heller, and you will hear, "Oh, I'm going to Alexander next week-end." So—that romance is still going on, is it? . . . Ione Richardson, at about time to go to lunch, "All right, Dorothy, it's five minutes in case you have to wash your hands." . . . Ruby Wilson, the quiet red head, comes back after lunch with "I didn't get a letter again today." . . . Gertrude Snow, "Sure hope it is pretty this week-end because I'm going to the woods out on the creek." . . . Crispy, "Oh, say, have you seen these pictures of my dog?" (So the name didn't kill it.) . . . Floyd Aubin proudly an-



Carra Williams
Editor

treasury department news

nounces, "I'll have the schedule finished by eleven o'clock and then we will get those delinquents, Jack." . . . Mildred Dees, after having checked a hard route exclaims, "That sure was a bugger!" . . . We know the month's work is nearly completed when Dorothy White asks Robi, "How soon do we have to report earnings?" . . .

THIRD FLOOR ACCOUNTING DEPARTMENT: Replacing Byron Anderson is George (Flash) Rice, who has been office boy, and taking over George's duties is a new employee, Henry Herndon. Welcome to our Company and this department Henry. . . . Others who have been moved up a desk or over a desk are Jack Chatelain who replaced F. R.



Weller; Peckham, the famous, who replaced Jack, has attained one of his pet desires—a crew composed of Margaret Parish and Mildred Allison, comely comptometer operators, and Ralph Ellis, his

able assistant; E. V. (Gloom or Sunshine) Folsom is now keeper of the A. R. M. ledger which required all of Peckham's attention until he was moved up three desks.

PLAIN TALKS is published monthly at Beaumont, Texas, by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and to the public.

KENNETH SUTTON EDITOR
JACK GAMMAGE ART EDITOR

Navasota division news

Didja Know: That Mr. and Mrs. Lester Boles on February 22 became the proud parents of a ten pound baby boy? . . . P. S. The father is doing well.



G. H. Johnson
Editor

That Bob Morton held a circle meeting (stag)? They came and stayed until the clock made the circle. . . P. S. We have noted several new dog houses around.

That Spring must be here as Clyde Boles is window shopping at the local furniture store? . . P. S. When is the date?

That Hairston Muse seems to have the spring fever too? . . P. S. Is her name, Sue?

That J. S. Sloan, serviceman at Conroe, is off for a few days with a sprained shoulder and a few splinters as a result of finding out how slick a forty foot, wet, black-diamond pole can be? We hope for a speedy recovery. . . P. S. The pole was not hurt.

That we reported in the January issue of Plain Talks, Red Boswell was building him a home and filling it with dawgs and canary birds? At the present time black crepe hangs from the door of the modest cottage due to the departure of the life of one of Red's most prized purps? . . P. S. Our heart goes out with sympathy.

That Cookie Lee returned from New York City with frost bitten toes and a new brogue? . . P. S. Cookie is almost down to earth now.

That the January sales meeting took Jim Cates to Beaumont for the first time in fourteen years? . . P. S. And he hasn't been in the pen either.

That a lease has been signed for a new office building in Huntsville? . . P. S. We hope that they will speak for the rest of the division.

That Misses Seeley, Stokes, Epstein, Meekins, and Mrs. Ann Grove, and Mrs. Ruby Nelson, and Messrs. V. B. Hereford, Russell, Brown, Brady, Figari, Morton, and Gayle gave the Plain Talks the run around and did not send in any news this month? . . P. S. The next time this happens we are going to send what news

we have to them and let them edit Plain Talks.

That Frank Bolton has been transferred to the Navasota Division, relieving Anders Poulson, who returned to Beaumont? . . P. S. We wonder when the wedding bells will be ringing, Andy, and could her name be, Muriel?

FLASH

Special from Two-Gun Wiley Sadler, the terror of Trinity County, Public Enemy No. 2: At approximately 2 p. m. on February 11, Sheriff Carl Busch, of Trinity County, shot and killed Ed Chandler, (No. 1 Bad Man of that locality), directly in front of the Gulf States Utilities Company's office, in Groveton.

Compliments have been showered on Mrs. Mary Scott, cashier, Groveton, for her excellent foot work, after she was removed from the transom. In fact her record has only been bested once, and that was by Charlie Waller, on a similar occasion several years ago.

HIGH LIGHTS AND LOW LIFE OF THE NAVASOTA EMPLOYEE'S COOKING SCHOOL



At the recent employee's cooking school held by Mrs. Ann Grove and Mrs. Ruby Nelson, John Brady, with the supervision of Ethel Doan and Dorothy Dyess, turned out to be the master biscuit maker. Brother

John is to the biscuit industry what Andrew Mellon was to the aluminum field. Miss Je-nettie Sangster's cake was as flat as Aunt Susie-bella's feet after her arches were broken. Roderick Adelbert Honsberger was almost as good a waiter as Morris Frank's cross-eyed girl, Arabella. Miss Agnes Jameson took on the cooking school in prospect of finding a man through his stomach but as yet, she hasn't gotten a bite. Washington Peterson (Hidaddy) Allphin furnished the sunshine for the cooking school. As an ice cream maker, Wilburn Routt was only surpassed by speedy Thagard and Louise Stokes of Caldwell, and Jack Jordan, of Shiro. Bob Holloman, Vic Gayle, Dutch Foerster, Charles Tillery, and Marvin Seigler added their little touch of daintiness to the enjoyable meal.

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meet your treasurer

By Carra Williams

H, for Henry—V, for Valentine, Faber, was born on Valentine Day (he wouldn't say when), hence the name Valentine, but he is better known to his friends as "Hap", and to us employees as Mr. Faber. He is a man who scares you to death when you ask him for a job, but who is really a swell fellow when you get to know him, and who, to his wife's regret, doesn't like to go partying two nights in succession.

In 1918, Hap Faber graduated from the Wharton School of Finance, University of Pennsylvania, and became attached to the Ordnance Department in Washington as Comptroller of Stores. After the Armistice, he served in the Treasurer's office of the Hog Island Ship Building Corp.; then became connected with Stone & Webster as traveling auditor, later becoming chief clerk of the Haverhill Gas Light Company. Then for a time, he was employed in special accounting work in the Boston office of Stone & Webster, where he assisted in standardizing the corporation's accounting system.

In December, 1922, Mr. Faber married Laura Bell in Paducah, Kentucky. In 1926, they went to Jacksonville, Florida, where Mr. Faber served as Treasurer of the Jacksonville Traction Company. There the Fabers remained for two years, and there Miss Beverly Faber made her advent. From Jacksonville, they went to Savannah, Georgia, Mr. Faber as Secretary-Treasurer of the Savannah Electric & Power Company. While in Savannah, Henry, Jr. made the Faber family a foursome. In 1934, they came to Beaumont, Mr. Faber as Treasurer of our Company.

Since coming to Beaumont Mr. Faber has been and is an active member of the Rotary Club, Beaumont Club, and Country Club; having served as director in the Country Club for two years ending in 1937, and is at present a director in the Rotary Club.

Throughout his career, Mr. Faber has built for himself and his family a most enivable record of achievement, and he and Mrs. Faber have made a very definite place for themselves in Beaumont society where they are greatly admired for their charm and hospitality. And so to Henry Valentine Faber, we say "Many more happy valentines."

Port Arthur division news



GUEST EDITORS

The spirit of "Reddy Kilowatt" has permeated Port Arthur, and the Accounting Department has been designated this month to edit the news. Like "Reddy", we have been on the job 24 hours per day and have, we hope, set a precedent of "Doing more for less."

POWER PRODUCTION

by Loraine Spence
(Hello with a smile)

S. J. Guidry is so enthusiastic about his son leaving to join the U. S. Navy, we are not certain whether it's Guidry or his son who's leaving.

C. A. Boyd, formerly with the E. T. E. Co., has joined the family of Gulf States employees, working at Lakeside plant. We are glad to have Mr. Boyd and hope he will enjoy working with us.

The depression must be over for some of the plant employees. That good-looking young man who drives the 1938 DeLuxe Model V-8 with white-walled tires is none other than Cleburn Bean, and Mr. Boutte is sporting a Plymouth Coach.

The maintenance crew now has another pain to put up with in the form of "Door-knob" Charlie. Waldron has been shifted to the repair crew to help Boutte and his crew completely overhaul all the boilers.

We've been trying to find out the name of a certain storeroom checker from Beaumont who discovered the 180 ft. silo in the plant yard. We've thought it a smoke stack all this time—our mistake.

We regret that one of our co-workers has recently lost a brother-in-law. We extend our sympathy to C. N. Giffin and family.

"We are thankful that our recent epidemic of boils came to a "head" before

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Port Arthur

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they reached uncomfortable positions. Boutte didn't mind his much until he got so he couldn't sit and watch others work. He then saw a doctor.

W. J. Johnston's "China Clippers" are giving him trouble again and up to the time of going to press, Johnston has been unable to remove them due to shrinkage caused by a change in weather.

We are always glad to have the fairer sex from the office visit the plant and are looking forward to their next visit with cleaner faces. Girls, most of those boys were white men before they entered the boiler profession.

DISTRIBUTION DEPARTMENT

by Elizabeth Hagy

(Personification of reliability)

When asked what news he knew, Joe Dugan replied, "Nothing ever happens down here 'cept when Sammie Singleton and the 'guy across the hall' get spray guns after each other."

It must be the weather. We can't account otherwise for all the sickness. F. M. Peveto was bedridden with flu, but he and Garrett Hagler, who suffered an abscessed ear, are back now. Gus Hawkins just knew he had measles, but it turned out to be a case of the hives. We are hoping to have W. H. Stoeve, who has been in a serious condition from a throat infection, back with us soon. The latest report was "condition improved."

We are wondering why Lee Hyatt, S. W. Wilkes, and E. Rauschenberg are looking both ways at crossings more carefully?

J. C. Siddall has had quite a bit of company lately. First the missus spent several days down here, and we have never seen Johnnie so quiet and subdued. Later, his mother from Anderson spent a week enjoying our wonderful fogs.

We wish to take this opportunity to welcome a newcomer to our line crew, R. D. Christian. Mr. Christian had a bit of hard luck, however. He was bitten by a dog during his first week at work.

Lloyd Nott "altared it" Sunday, February 13, and is now the "wusser" of two halves. The ceremony took place at St. George's Episcopal Church at 9:00 A. M. which some folks claim is too early to get up on a Sunday morning even to get married. Following the ceremony and

reception, Mr. and Mrs. Nott left to spend their honeymoon in New Orleans.

Y. L. Hughes has challenged Al David to a duel with golf balls. Looks like it might be a slaughter since Al is Dub No. 1.

Mr. and Mrs. F. W. Merrill's two charming daughters, Betty and Susan, stepped out for an ice cream soda one Sunday afternoon not so long ago. They refused to divulge the identities of the lucky young men.

Work of rebuilding No. 1173 hiline is practically completed and a swell job it is. This work has been accomplished with the aid of Ted Jones' crew from Beaumont, and also Ed Green's Beaumont crew at times.

Our regular Wednesday night classes of instruction on various problems met in our line of work have been resumed.

Mr. and Mrs. G. K. Phillips are the proud parents of a daughter, who has been named Letitia Ruie.

Joe Dugan, meter foreman, and family, spent his vacation during Christmas holidays with his parents in El Paso. The reason for Joe's delayed vacation—the family reunion which celebrated the Golden Wedding Anniversary of his father and mother.

COMMERCIAL DEPARTMENT

by Docia Moore

(The girl who gives food a personality)

Charles DeCuir, formerly known as Blackie, is being called "Pop" for the reason that he is now the proud father of an eight pound boy, Charles McCloy, born January 16.

Ralph Brown recently joined the Commercial department and is now covering territory known as the West side. We welcome Ralph to the Gulf States family and hope he likes us as well as we like him.

Dick Eddleman doesn't know it, but a number of D R's are wondering about all those I. E. S. lamps being sold in District 8. If you are curious, you might ask about the gravy he gets.

Joe Hatley has been transferred from sales to the repair department. He no longer has to worry about the Bogie man, and from the grin he now wears it is obvious he is very happy.

The new truck which was recently assigned to the Commercial department to

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JENNINGS & LAFAYETTE

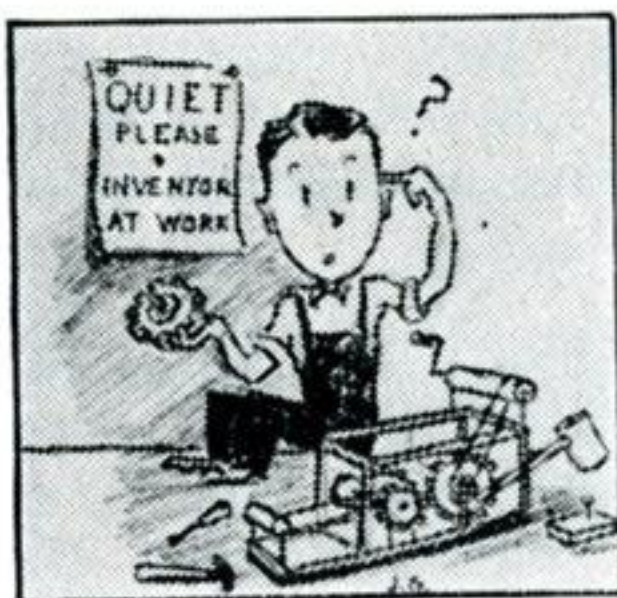
The new Jennings Office on Market Street was officially opened Wednesday, February 23rd. About two hundred visitors were received during the day. Coffee was served by the girls.

Quotation from Mr. Meisner: "It's a helluva job keeping this new floor clean." Quotation from Sammie the porter: "ditto."

R. J. Schumann has resigned. Good luck Roy—and may the grass be tall and green in other pastures.

S. T. Campbell our top lineman is visiting in Georgia. We wonder if a Mrs. S. T. Campbell won't return with him.

Dude Compton and Jug Sudderth are still worrying with their store teeth, although optimistically hoping some day to become accustomed to them.



Dick Heinen, the Rube Goldberg inventor and service man at Lafayette, has completed his latest masterpiece, which is a ventilated cover for the outside temperature thermometer.

LAKE CHARLES

J. Hunter Thornton is "all up in the air" about an attraction at the gas company. . . We think she's blonde, and her name's Bertha.

Marguerite Carter is making plans to attend Mardi Gras in New Orleans.

We all sympathize with Fred Watson, in the recent loss of his father.

The new Chloe substation was cut in on February 8 to serve the new Swift Packing Plant, which will be in full operation the latter part of March.

Newell Ash recently joined the accounting department, to fill the vacancy caused by the resignation of Earl Broussard.

We all received our usual comic valentines this year, and most of us are still wondering who sent them.

We understand the sheriff is circulating posters offering a reward for Homer Kirkwood. The poster we saw shows a marked resemblance to Homer, and the description is very accurate. No doubt the sheriff will find his quarry before long.

Reports are that Bradley McMaster and Herman Sockrider may be seen walking in the distant parts of town any of these

Pelican state news



Frank Smith
Editor

fine afternoons. We haven't been able to find out why—but we suspicion they are training for the Walkathon opening here very soon.

Ellis Baker spent February 4th in Beaumont attending the wedding of his sister Margaret.



"Ca se fait vous voyez gu ous s'est servis peu d'eau" . . . So said Home Economist Mercedes Champagne as she stressed retaining food values through the advantage of waterless cooking on electric ranges. To most of us it means " . . . So you see we have used very little water." This and the picture at the right were taken at the Demonstration Miss Champagne conducted in Arnaudville, February 17th.

One of the finest results of this demonstration was the sale of a K70 used there, by Valry Dugas immediately after. It was delivered directly to the customer's home.



Louisiana Division is expecting great things from D. R. Gary. Charlie now has a trailer displaying a range to help push him. Often you can see him with prospect in trailer, demonstrating his range

many miles from our offices.



Bob Guidry
Editor

production news

M. B. Marshall and T. W. Rubottom departed February 11, for a three weeks trip to the Westinghouse Electric and Manufacturing Company, South Philadelphia shop to inspect the assembling and testing of the New Turbine.

We expect a good report from Jake because he really can relate his experiences in a big way.

O. K. Beard finally got that Chrysler broke in enough to take a vacation. He took off and slowed down around Dallas and Fort Worth. Beard visited several large power plants and checked up on other dispatching systems.

Robt. F. Clark has been transferred from Neches Power Station to the production department office as office engineer. Clark also announces the arrival on February 15, of a young daughter, who has been named Betty Margaret Clark.



miles of fence.

C. E. Johnson, laboratory chemist attended the Texas Water Works Short School at A. & M. February 14 to February 19.

PROGRESS NO. 3 UNIT

The new 2,000 barrel fuel oil tank long needed for successful operation is finished. It furnishes a head pressure on the fuel oil pump suction thus assuring instant oil pressure in case of gas failure.



Handling dirt was the big job this month. The intake tunnel for the new unit has been dredged. Some 12,000 cubic yards of dirt was removed, being used to fill in the property east of the plant.

That meter man is here again! C. M. Kunkel of Bailey Meter Company is at present installing the combustion control system and other Bailey instruments.

S. & W. TOPICS

G. Sargl has started in early on his golf. He hopes to develop some serious competition for Fred Taylor and others.

H. N. Claggett, resident engineer has been transferred to the Baton Rouge job. George Reginald Darling replaced Claggett on the local job.

Several changes among the girls in the S. & W. office: Miss Mattie Lee Smith to Baton Rouge; Miss Alice Debney from PBX board to purchasing department; Miss Maxine Meyer is the new PBX operator.

The Texas League ball players that have been on this job several months have resigned and gone into spring training.



"Chinaman" McKim, the painter foreman, was very ceremoniously inducted into the official capacity of fire chief on the construction job. He was presented with a huge red hat (fire-proof) and a gold badge made of tin. In spite of all the humor McKim has been doing a good job in keeping down fires.

C. T. Lewis, better known as (Sugar), vacationed on a farm at Tena-ha, Texas. Sugar thought there was no farm work to do at this time of the year but someone put him to work building four



Miss Billy Joyce Prejean, talented young daughter of Wm. Prejean, station engineer at Neches Station, is only nine years old and with less than two years training she has become an expert accordionist. She has given performances on several civic entertainment programs.

METER DEPARTMENT

J. B. Jones is in the Navasota Division on routine meter tests.

Andy Poulson has been transferred from the meter department, Navasota Division, to the meter department, Beaumont.

W. E. Boyd has been transferred from the Stationery Department to the meter department, being replaced by Harold Carver, formerly of the collection department.

Frank Bolton was transferred to Navasota meter department, leaving behind him many broken hearts in Beaumont. We hope they don't like Frank in Navasota so they'll ship him on back to us.

DISTRIBUTION DEPARTMENT REBUILDING 33 KV LINES NO. 3 AND NO. 4

The rapidly increasing power and lighting load customers in Beaumont, has placed such demand on our 33 KV lines No. 3 and No. 4 feeding from Neches to Travis Street substation, the two lines are being rebuilt with creosoted pine poles and with No. 4/0 bare hard drawn, 7 strand copper wire.

One of these lines was built during the World War and was constructed of white cedar poles, which were shipped into Beaumont from the Western Coast. Since the development of the creosoting plants, cedar poles are no longer used. Creosoted pine poles are being used and with the use of the hard drawn copper, it is possible to use longer spans. The new spacing is approximately 300 feet.

In accordance with the latest engineering developments, the crossarm braces and guy strain insulators are made of wood and due to the longer spans, it is necessary to use the suspension type construction instead of the old pin type, as formerly used. Careful consideration was given to routing to safe-guard against any service interruption. In this connection, the crossing of these two lines at Neches and Railroad was eliminated. Work is now in progress and will be completed sometime in the near future.

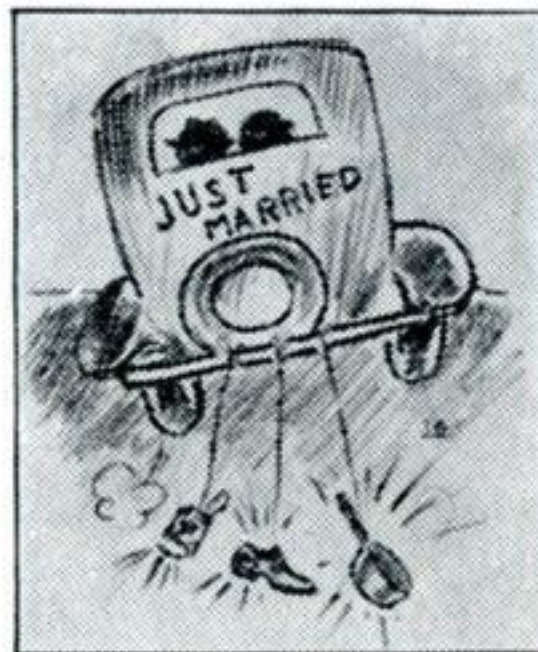
speaking of operations



R. F. Reid
Editor

ENGINEERING DEPARTMENT

Here and There: Master Cupid has brought happiness to another couple, and taken from us a fine stenographer. The former Margaret Stripling was married on February 18 to Allan T. Steele. We all wish them the best of everything.



Did you ever have an entertainment program fall through at the very last minute? What did you do about it? Ask Bob Cruise about the Boy Scout Court of Honor held recently with 700 scouts and 2 leaders from 9 counties present.

A bright new shingle may soon be hung in our midst. Bar exams loom close, and there is much burning of the midnight oil—both ends of the wick, eh, J. M. Stokes?

Engineering Notes on Construction: The Engineering Department is busy with details of design and drawings and specifications for many construction jobs. Some of these are as follows:

Construction of the new office building at Jennings, completed. New office officially opened February 23.

A new steel automobile storage shed, now under construction back of the Orange office building.

Contract let for construction of new office at Huntsville.

Plans completed for the North End substation switch-house, and supervisory equipment to place substation under control of Travis Street substation operator ordered.

South Liberty substation being redesigned. Three 2000 KVA transformers will be used instead of the nine smaller ones now in service.

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Mrs. Spell
Editor

mdse. dept. news Bmt.

We offer abject apologies for missing the January issue of Plain Talks. The first of a year is always a hectic time in this department and we are just now getting our feet on the ground. We carry on from here. Let the chips fall where they may and please DO NOT refer the various and sundry insults committed herein to the Editor.

Taking them in the order of their sins, we first pounce upon Bill Hilsman, our embryonic salesman, who has definitely been established as a DR in a district of his own. Bill's apprentice days are over and from now on it is up to him. However, Bill had hard luck to start the new year and is now recovering from a pretty serious operation. We hope to see you back with us soon, Bill, and know that you'll knock 'em in the creek when you get back on the job.

Jack Connaughton, the 24 hour wonder boy, has been holding some of his sporadic, one-man, sales campaigns and you ain't seen nothin' until he gets to hitting on all six.

Lloyd Brannan hasn't changed a bit from last year. He still says nothing and prefers to let the bogie board speak for him. Maybe that new suit Lloyd won in the 1937 contest has him in the spirit to wow 'em in 1938.

Friend Everett Bishop started with a different district from the one he had last year. We know he'll do just as good and consistent a job with his new customers as he did in 1937.

Walt Richardson never leaves much to be said about himself. Walt's persistent application to his job has made many friends for the company. Should we ever establish a Diplomatic Corps our vote goes for Richardson.

The new year found Pappy Sandefer snatched from District No. 1 and plunked right into the middle of District No. 6. Momentarily dazed, Pappy came out of it, took the bit in his teeth, and has been

giving his all to the business of selling 'them' KW-H.

Day Seastrunk was another who was shaken around a bit. Day came out of the scramble with a new district and has publicly announced that he'll be right there when the results are tallied. The bogie board is a star witness for Day. It shows him right on top of the heap at the end of January. Good going, Day. Don't let her slip.

Know all men by these presents. Bus Winfrey has been dubbed and shall be known, henceforth and hereafter, as 'Tweed' Winfrey. It seems that Bus has been shopping in one of the better clothing stores and has been told that Spring



Tweed suits were coming in. Later in the day Bus got all tangled up with a fast-talking salesman in one of our cut-rate clothiers' shops and lost a furious and heated argument concerning tweeds, spring

or otherwise. The salesman, contending that tweed is tweed and can be nothing but tweed regardless of season, backed Winfrey to the wall and gave him a free lesson in expert sales talk. Bus has not only given up looking for a Spring tweed suit but has just about decided that he doesn't want any kind of a new suit until he can study up on sales resistance.

Slim Larkin, retaining his title as domino Champ, is much the same as we left him in 1937. Except for a slight touch of ego, due to his uncanny ability to draw the right 'rocks', Slim is still doing a swell job for G.S.U.

Connie Winborn, another man to be watched at a domino table, is banging 'em out in District No. 10. You can always depend on Connie to turn in a good job at anytime of the year and in any year. His tenacity in staying near the top of the bogie board is a thing to wonder at. Sincere application accomplishes those good results.

Phantasmagoric Luke Mosier, still performs his duties with a minimum of hulloaloo. Don't be misled for Luke sells G.E.'s in bunches of fives.

Ott Holley's district ordinarily keeps him pretty much away from the office but when Ott turns on that extra effort we see him so seldom that we often wonder if he is still with the Company. Ott earned himself a prize in the 1937 contest and

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Navasota

Continued from page 5

The combination of the cooking of Wiley Sadler, Ruth Lee, and Herman Lina put Leroy Hardy to bed for a week we think, although he claims his illness was on account of having two teeth pulled.

The following news was sent in by our faithful key-hole peeper at the local office so we will submit it as received:



"Spring has
came,
The grass has
rize,
I wonder
where the
flowers is."

So Diddy Welch
and Dutch Foer-
ster planted a gar-
den, grafted the
budding trees, and

sat down to await results. They came—
a freeze. Anyway, things still look prom-
ising to the budding farmers and their
trees and any suggestions on intensive
farming will be appreciated.

Wm. Hurt, stencil clerk from Beau-
mont, visited us and received a nice round
of criticism from this office. But we found
he can dish it out, too, as well as take it.

Jack Leach joined the line crew in Feb-
ruary and received his elementary train-
ing from our serviceman and his helper,
Wilburn Routt.



*Reading left to right—Rear: Ruby
Nelson, Wilburn Routt, Dorothy Dyess,
John Brady, and Ann Grove.*

*Front: Bill Allen, Rod Honsberger, Bob
Holloman, and Jack Jordan, and Ethel
Doan, who is not shown in picture.*

*Rear: Ruby Nelson, Ann Grove, Louise
Stokes, and Agnes Jameson.*

*Front: Pete Allphin, Vic Gayle, Dutch
Foerster, and Tillery, who is not in picture.*

Mrs. Grove and Mrs. Nelson held a
cooking school for the cashiers and district
representatives in and around Navasota
during February. The new Vita-Miser
range was demonstrated and great gobs
of good food was consumed by all pres-
ent, George Johnson helping. Rod Hons-
berger received many compliments on his
"chefy" appearance. We were glad to have
the Caldwell and Somerville forces visit
us and were especially glad to learn to
know that pretty little Louise Stokes from
Caldwell.

Judge W. P. Allphin is seeking votes
for his election to Justice of the Peace
in Navasota. Inasmuch as his name does
not appear on any ticket, it will be neces-
sary for all his friends to write in his
name. No rocks or tomatoes, please, Pete;
rocks are disagreeable and tomatoes give
me rash.)

D. M. Doan, like Job of old, is suffer-
ing from a plague of boils. However,
he is back on the job but very hobbly.
Do not be rash with those well-aimed
hand slaps; they make for your develop-
ment.

J. T. Reidy visited us recently and we
were as always, glad to see him.

Jack Jordan, on the sick list, is up and
out again reading meters, etc., etc., that
go with Shiro service work.

Diddy Welch bought Agnes Jameson
a cup of coffee on February 21.

Eddie Bode from Beaumont gave us
all the latest news flashes from the gen-
eral office and received ours in return.
Eddie pinch-hitted for Pete during Decem-
ber and a very fine job he did and we
will always be glad to have a visit from
him.

If anyone has a bicycle that is not
needed, Alex Binford, line patrolman, will
be glad to receive the loan of it as he
and his carriers don't seem to make good
connections at Plantersville, especially
when it is raining.

Comic Valentines had their day in this
office with bald heads and fancy figures
holding first place. Everyone but Rod
Honsberger received one and since both
a bald head and a fancy figure could
apply equally as well to him as to the
rest of us, there is definitely a foul odor
to the whole affair. Or as Shakespeare
would put it, "There is something rotten
in Denmark."

On Friday, February 11, at 6:45 P. M.,
a Sales Meeting was held at the Camp
Hotel in Navasota, Texas. After dinner

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was served, Jim Elam of Electromaster, introduced Miss Ruth Graham, Electromaster's home economist, who gave a very instructive demonstration of the uses and merits of the new Vita-Miser Range. The speed, economy, and simplicity, of the range were stressed by Miss Graham. Fred Johnson and Randy McAlpine of Beaumont were among the forty-six persons who attended and enjoyed Miss Graham's splendid talk.

SAFETY ITEMS

At a recent meeting of the newly organized Navasota Division Safety Committee, the following suggestions were made and carried out:

To start a Gulf States Utilities Company Safety Page in Plain Talks.

To have a spring house cleaning on all jobs as a safety practice (because a clean job is a safer job).

A safety man is to be appointed in each crew and in each plant to inspect all tools and equipment in order to promote safety.

The following bulletin was sent to all plants:

"Every accident is caused by something wrong either with . . .

The Man

The Equipment

The Method".

speaking of operations

Continued from page 10

C. R. Goodman is approaching the end of the trail on the yearly rendition of transmission lines for tax rendition purposes.

The Port Neches substation and part of the 33 KV Line No. 116 is being removed. This area will be served from the Nederland substation, to which is being added two steel extension bays, two oil circuit breakers, and two 72 KVA voltage regulators.

Engineering work on an additional 33 KV tie line between Neches Plant and Lakeside Plant at Port Arthur is almost complete and material has been ordered. This new line will be an important link in the system now serving heavy industrial loads in this area.

Complete plans of the property at Conroe have been prepared and forwarded to Stone & Webster Engineering Corpo-

ration for their use in planning the installation of a 5000 KVA synchronous condenser.

Preliminary planning on the new Yankee Doodle substation, which will serve the south side of Beaumont and also serve as a switching station for transmission lines to Spindletop, High Island, Anahuac, and Nederland, is complete and actual lay-out work and equipment selection is now underway.

Air blast cooling equipment, to increase the rating of the transformer bank at the Lafayette, Louisiana substation, has been purchased.

LIBERTY



Mr. and Mrs. Tullie Brady announce the arrival of a new son. Tullie is of the opinion that in a few years this boy will be able to relieve him of some of the numerous duties that he has to per-

form in the Anahuac territory. Then, he thinks, he will be able to "close shop" by 6 p. m. every day.

Friends of W. B. "Oak" Ewing, line foreman, Liberty, are glad to hear that he has sufficiently recovered from a blood stream infection on the jaw to allow him to be moved from the hospital to his home, where he is reported resting very comfortably. "Oak's" trouble started about a week following the extraction of two teeth which gave him considerable trouble.

The Beaumont substation crew under the supervision of R. N. Rouse, has been in the Liberty District for the past two weeks "dressing up" the Dayton substation and rebuilding the South Liberty substation and repairing the Liberty substation. This crew will possibly be in Liberty some two or three weeks longer.

Port Arthur

Continued from page 7

take the place of old 191 is causing much comment. When it was first parked back of the office several of the DR's thought it was a hearse. Someone said that all that was needed to complete the picture was to have the back end filled with flowers and Sid Hebert with a tall silk hat at the wheel.

On February 9 our commercial department was host to Central division. Electromaster representatives, Jim Elam and Miss Ruth Graham, were guests of honor. After a very sumptuous dinner prepared by Mrs. Mamie Voyles and Miss Docia Moore, home economists, Mr. Elam introduced Miss Graham who gave a fine demonstration of electric cookery on a Vita-Miser range. Charming Miss Graham knows her Vita-Miser, and if you doubt her ability to cook, talk to Joe Prejean and Parker Allen.

ACCOUNTING DEPARTMENT

by *Thelma Caughlin*
(Doctor of Patience)

On January 7 Arsey Borne became the proud father of a second daughter. He tells us that her name will be Dixie Beth.

Lorraine Spence and Elizabeth Hagy were left high and dry in Beaumont at the last Women's Committee meeting. You can imagine their embarrassment when they learned that the bus does not pass by the White House anymore.

Do you remember the Plain Talks Summer issue of 1931? It carried this item: "On May 2 Mr. Fred Davis and Miss Elizabeth Erickson announced their marriage which took place last November." Time Marches On!

In the October 1930 issue the following item appeared: "M. J. Babin spent his vacation in White Castle—eating shrimp and drinking home brew"—and all the time we thought he was an abstainer. 1938—We still think so.



Prentice Pevoto says he has been burning midnight oil lately keeping two extra sets of books. Some people sure are industrious. "Page Charley Shrigley."

NEDERLAND

by *Marie Rienstra*
(The Pepper-Upper)

The C. W. Choates are well established in Nederland, having been transferred here from Shiro. We are very glad to have them with us—but Jack, we still miss you a little, too.

Consumers Ice Company at Nederland and Port Neches ceased operations February 1 when they sold out to the Iames Ice Company, Inc. at Nederland. We shall miss the pleasant relations that existed between the two companies, but are glad, oh so glad, to have the space which the

change made available. Men are at work taking out machinery from the old ice plant vault which is to be made over into a large storeroom.

Mr. B. E. Milliken took a few minutes off from playing hide and seek in his storeroom to have his picture taken. He wants his many friends in Central and Navasota division to know he is still hale and hearty.



If anyone thinks we don't have a poet at Nederland, read the following



Here's to the poet in Navasota. On his poetry, we simply dota, We really think he has quite a line,

But who wants a poet (?) for a valentine?

I guess he has a heart—most people do,

He may have a

brain—tho we've found no clue, We know he has a stomach—it's easy to see,

He may be a valentine to you—but he's just plain "Frog" to me

Diddy, Diddy, tell me do—

Where did you get your eyes so blue? Were you anyone's valentine?

And say, where's that two-bits of mine?

Here's to the grandest of the grand, So grab your partner—strike up the band,

We've set all our hearts to that grand guy,

Mr. Thorne, the apple of our eye.

PORT NECHES

by *Mattie Gray*
(The Music Master)

J. W. "Big Mac" McMinn, Jr., was recently elected president of the Y. M. B. L. of Port Neches. One of "Big Mac's" big problems right now is in connection

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with the opening of the new Port Arthur-Orange bridge.

Mattie Gray recently sent an invitation to some of her friends in Port Arthur advising that she might have a pansy for their lapels. If any of you men like boutonnieres, we suggest you call on Mattie.



mdse. sales

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he advises us to go ahead and label one of the 1938 prizes with his name. When a man is that confident at the start of the year he is hard to stop.

We don't want to forget those gals and their new Home Service Cottage. If we were called upon to name the four proudest and most industrious women in this city they could be named without a moment's hesitation. Mary Lena Nall, Grace Brooks, Gwen Youse, and Lola B. Martin. They have the ability and equipment to turn out a swell job in 1938 and with their help we ought to sell 'em till they holler 'uncle'.

Jimmy Crabbe is pinch-hitting in District No. 1 while Hilsman holds hands with a cute nurse.

To our crack sales-floor force, Lawrence Talley, Dot Futch, Lou Kelly, and Bobbie LeBlanc, we wish a prosperous year. Any customer who doesn't wish to purchase an appliance had better not come snooping around the sales-floor or he will end up with a package under each arm. Call it what you wish but it moves the merchandise.

To our Bosses, Mr. Allen, Fred Johnson, and Pat Bishop, we have avowed to give them everything we have and try to turn out a job in 1938 to make them forever proud of us.

Bill Hammond celebrated his ?? birthday on February 15th. The boys presented him with a most unusual and very lovely gift—a little "Dog House" built specially for him. My, but was his face red! However, they were nice enough to smooth off the rough edges in the form of a surprise party and many nice and useful gifts.

Bill Hammond laid his sales book away with all the proper ritual at the first of the year and is now Clerk in the Merchandise Sales Department. His customers' loss is our gain as he just stepped right in and has already made such an outstanding place in this office that it could never be the same without him.

wiring

Continued from page 3

age on the feeder, and also to compensate for the resistance and reactance of the circuit. This enables us to furnish adequate service, free from excessive regulation, to our customers.

We will go into this a little later but now I want to take you to Lafayette where we have a very important voltage regulation service.

I refer to the 7500 K. V. A. Synchronous Condenser which is located at this point. This machine fulfills two very important duties on a system. Ours is used mainly for regulating the voltage on the transmission system between Neches and Baton Rouge. It also is used to supply re-active K. V. A. to the system, which helps increase the carrying capacity of the system.

Now let us reverse our steps and travel to the western end of our territory. From Dayton to Conroe and Navasota we transmit at 66 K. V. At Conroe and Navasota we step down to 33 K. V. and feed at this voltage to various parts of the system.

At Huntsville and Roans Prairie we have a voltage regulating device which is comparatively new, and has only been in use on our system a little over a year, I refer to the step voltage regulator, two of which are in service in Texas, one in Louisiana, regulating 33,000 volt service. These regulators are a device in which the voltage is lowered or raised by 1¼% steps. Each regulator can raise or lower the voltage by 8 steps up or down. Here again you get an idea of the steps the operating department goes to to maintain correct voltages for our customers.

Now with this general background let us take a typical feeder in any of the towns served by the company.

Back of this feeder is a regulated generator voltage, a more or less regulated transmission system and a regulated feeder.

We start on our feeder which has been laid out by intelligent design to supply adequate voltage to our customers. As you ought to know by this time, we are selling 115 volt service for lighting and 230 volts for small power, to our lighting and commercial customers.

To deliver these voltages at the main switches we must have approximately 120 volts at the load center. We strive, and I believe that we give the majority of our customers the right voltage. We consider that a variation of from 3 volts

plus or minus, is the closest regulation that we can possibly afford to give; ie; from 118 volts on the top to 112 volts at the bottom.

We have gone into this at some length as there is a growing danger, that all our efforts are being taken for a ride on account of one thing which brings me to the second part of my subject "inadequate wiring".

Now what is inadequate wiring. Inadequate wiring is any wiring, which does not permit the customer to get the full use of our facilities that he wishes to use. Of what use is it for us to deliver 115 volts at the customer's switch, if his service is so small that he cannot get the proper voltage at his distributing cabinet. We are both (the customer and the company) very definite losers, if he only gets 105 volts at his lamp socket.

Now let us take some concrete cases. Residence service. The percentage of new homes being built at the present time, in which the proper provision is made for the greatest utilization of electric service is pitifully small. You will say that it can't be helped, but I say it can, and I am going to give an example how it was done in one case. A representative of the Operating Department of the Company went into a house that was being constructed, and happened to find the owner there, and at the same time the electrical contractor installing the wiring. He pointed out to the owner that if he kept the house for his own use, he was going to be vexed by lack of outlets, (the contractor had only furnished one in each room), and the lack of switches. The outgoing service was only two No. 8. The owner was told that if he disposed of the house, that the first thing people would look for would be outlets, and that he could more than realize his cost, out of a better price.

Our representative took a piece of blue chalk, and marked places where there should be plugs, 15 more in all. He also suggested four wall switches, and recommended the use of a three wire service. The contractor never said a word, but worked away on his ladder till the owner asked him. "How much will this extra work cost?" The contractor figured a few minutes and gave him his figure. Without any further sales talk the owner authorized the job. When the house was completed and the owner moved in, he called the company representative to come by and see that every outlet was being utilized.

Now why did the job have to be done by us? I'll tell you why, the electrical industry has never sold the architect in the first place, what adequate wiring is, and the architect just doesn't know in most cases what is adequate wiring. We must get that story to the architect and builder and home owner.

Adequate wiring in a residence is more important than a good paint job, and doesn't cost as much as the painting of a house. You don't see new houses without paint, why do you see them without adequate wiring?

The contractor needs somebody to hold his hand, and a little sales preparation. People are going to live in that house a long time, and the wiring should be of the standard to take care of all the present needs, and some future uses that we know nothing of now.

Now let me show you a house wired as most of them are with No. 14 wire, and generally with only one circuit, and show you just what voltage drops you get when the customer uses the common every day electrical appliances.

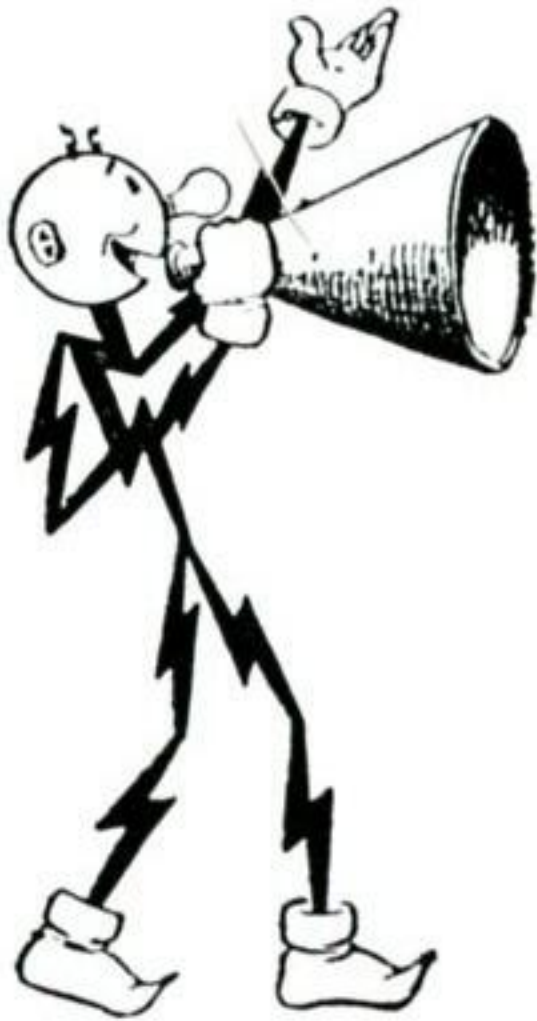
At this point Mr. Beattie used the chart, shown in the illustration to show voltage drops due to inadequate wiring, pointing out that although the customer pays and uses Kilowatt hours he doesn't get full efficiency from his appliances. See "Gox" at beginning.—Ed.

Then let us look at the same house wired with adequate wiring. No circuit in this house is wired with wire smaller than No. 12, and every reasonable provision has been made to enable the owner to use our service fully. The voltage drops in this house are such that the customer can make the fullest use of our service without restriction and get greater value for his money.

COMMERCIAL BUILDINGS

The same lack of knowledge of what constitutes adequate wiring in residences, is apparent in the design of commercial structures, except that here it is more important. Mistakes are much harder to correct and more costly.

There is a six story building in one of our towns, built less than 8 years ago, in which the wiring was so inadequate and overloaded, that last year temporary permission had to be secured from the city inspector to serve three floors through a temporary service. This building is now being rewired at great expense with a new one million circ mil service, instead of the original 250,000 circ mil one. The owner is now convinced that it is poor economy to skimp on electric service.



Just to remind you of a few of the many, many things I do!



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Stores also are as a rule inadequately wired. Yet there is no place where greater dividends will be paid to the merchant.

A light salesman has more than two strikes, on him, when he is trying to sell a lighting job in a place where the wiring won't take care of it.

Before we can sell increased lighting or increased use of our service we have to sell adequate wiring, and we have to quit taking the same attitude as the contractor and building owner, that the cost is excessive. What use is it for the merchant to pay money for rent, show windows, etc., and then lose business because of inadequate electrical service? It is inadequate in many stores as you all know.

In conclusion let me say:

1. *Inadequate wiring is making our work very hard, by counteracting our efforts towards good voltage regulation.*

2. *It is hindering the utmost utilization of our services, where it can be given without a great increase in investment on our part.*

3. *Adequate wiring can be sold in residences by intelligent application to architect and designer and by contact with owner and electrical contractor.*

4. *Adequate wiring in commercial structures can be sold on a dollar and cents basis, from increased rental, more sales of merchandise, increased attractiveness of store, etc. Let the local stores take a lesson from Kresses and other stores using adequate lighting. The utility must take the lead in educating the owner, architect and lessee in the value of adequate wiring. As salesmen of this company I know that each and every one of you, will every day this coming year, sell the idea of adequate wiring.*

