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PLAIN TALKS

JANUARY 1930



A New Year's Greeting

NO ONE dares guess what this next year will bring in a business way, but one thing appears certain—from all that is told to me—this Gulf States Utilities organization is ready for anything.

From Mr. Holtzclaw's enthusiastic accounts, from the sincere statements of East Texas citizens whom I have met, and from the obvious record of achievement, this is a real service organization that commands the respect of its customers, the confidence of its owners and the admiration of its friends both far and near.

As the New Year sees me in a new job among you, I send my sincere greetings to each fellow worker; and with this greeting goes a wish that 1930 will bring to all of you much satisfaction in the job we have to do together, and the happiness and contentment for which we all hope.

TOM P. WALKER.



Holtzclaw Farewell Banquet

More than a hundred employees of Gulf States Utilities Company gathered at Hotel Beaumont on the night of December 5 in a farewell banquet to J. G. Holtzclaw. The occasion also marked the introduction of the new vice president, Tom P. Walker.

In the insert is shown the silver service which was presented Mr. and Mrs. Holtzclaw as a token of esteem from the employees.

Among recent changes announced in the Stone and Webster personnel was the transfer of I. Reid Carlisle from Houston, where he was assistant to the division manager, to Richmond where he will be assistant to Mr. Holtzclaw.

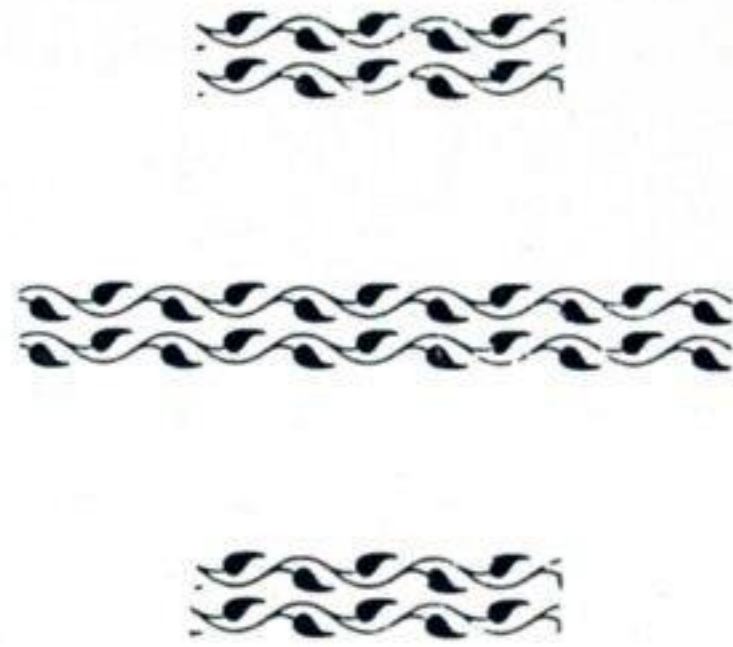
He came to Eastern Texas Electric company in 1923 from the commercial department of the El Paso Electric company, and was for two years editor of Plain Talks and assistant to Commercial Manager McChesney, later serving as assistant to Mr. Holtzclaw and Mr. Fitz.

Plain Talks wishes to join the members of the Transmission and Distribution department in a hearty welcome to a new man. A. F. Briggs came in January 2 from the statistics department at Boston and was placed in Mr. Braunig's department.

He completed his courses at Massachusetts Institute of Technology four months ago, having also attended the University of North Dakota. His home is in Minnesota and it's his first time South.

Here's hoping he will find a welcome as warm as the weather.

New Year Brings Port Arthur New Supt.



GEORGE B. MORGAN, for the past four years superintendent of the Port Arthur Division of Gulf States Utilities Company and Eastern Texas Electric Company, was transferred to Lake Charles as manager of the Louisiana Division of Gulf States Utilities Company effective December 12. He succeeds G. W. Swift, who goes to Scotts Bluff, Neb.

Mr. Morgan joined the Stone and Webster organization in 1920 after graduating from Massachusetts Institute of Technology and Harvard University. He was in the statistical department in Boston until 1921 when he came to Beaumont as assistant to Mr. McChesney. He was later assistant to Vice President Townsend and Mr. Holtzelaw, going to Port Arthur in 1926.

Since he has been in Port Arthur Mr. Morgan has risen steadily in the esteem of the community and of the company. At the time of his transfer he was president of the Chamber of Commerce, a director of the Rotary

LAWRENCE THORNE, former superintendent of the Northern Texas Traction Company at Fort Worth, is the new superintendent at Port Arthur. He took his first job with Stone and Webster while he was still in school. He spent his vacations as time-keeper and rodman and after finishing at Texas A. and M. College he went to work as a pitman at the Northern Texas Traction Company car barns. By hard work he has made his way up in the company.

He is a man who depends on hard work and study of situations to get results and his quiet manner has won a warm place for him in the hearts of his colleagues.

To Mr. Thorne we extend a most cordial welcome.

Club and an active member of other civic and social organizations.

Congratulations and best wishes are mingled with the farewells of Mr. Morgan's many friends in the Texas division.

W. E. Brown Goes To V. E. P. Co. Adams Is Made General Engineer



E. C. ADAMS



W. E. BROWN

W. E. BROWN, for the past four years general engineer of the Gulf States Utilities Company, has been made manager of the light and power department of Virginia Electric and Power Company at Norfolk. Mr. Brown came to Beaumont from Houston in December, 1925, where he had been secretary to Mr. Clifford, the district manager.

He is a graduate of the University of Texas and joined Stone and Webster at Fort Worth in 1916, where he was with the Northern Texas Traction Company. He was sent to Hous-

ton in 1922 as superintendent of power and came here three years later as general engineer.

His place is taken by E. C. Adams, who has been here four years as electrical engineer. After graduation from Massachusetts Institute of Technology in 1919 Mr. Adams joined the Stone and Webster organization in Boston. He was later transferred to the El Paso Electric Company, coming here as electrical engineer.

To both of these fine fellows the organization extends sincere congratulations.

The only place for a knocker is on the outside of the door.

Judge: "What would you do if I'd sentence you for fifty years?"

Culprit: "I'd have the time of my life."

Borrowing money from friends makes them lose interest.

You can't put much across by getting cross.

The smartest person is not the one who is quick to see through a thing, but the one who is quickest to see a thing through.

Even a yeast cake knows that success depends on work.

G. S. U. CO. TO HAVE STRONG QUINTET

Under the able direction of Coach Shorty Price, the Gulf States Utilities Company basket ball team is fast rounding into form. The Beaumont Y. M. C. A. is planning to sponsor three league this winter, and the G. S. U. Co team will be one of the first on the list of entrants.

Price is elated over the prospects of a winning team. Among the players who so far have reported for practice are A. L. Stahl, Andy Poulson, A. J. Johansen, W. T. "Gabbo" Ricks, Vernon Davis, Kelly French, Harry Rafferty, A. G. Fontana, H. A. Travis, H. R. Weaver, W. T. Buckley and Doc Charlton.

Other employees who are interested in the team are urged to come out for practice.

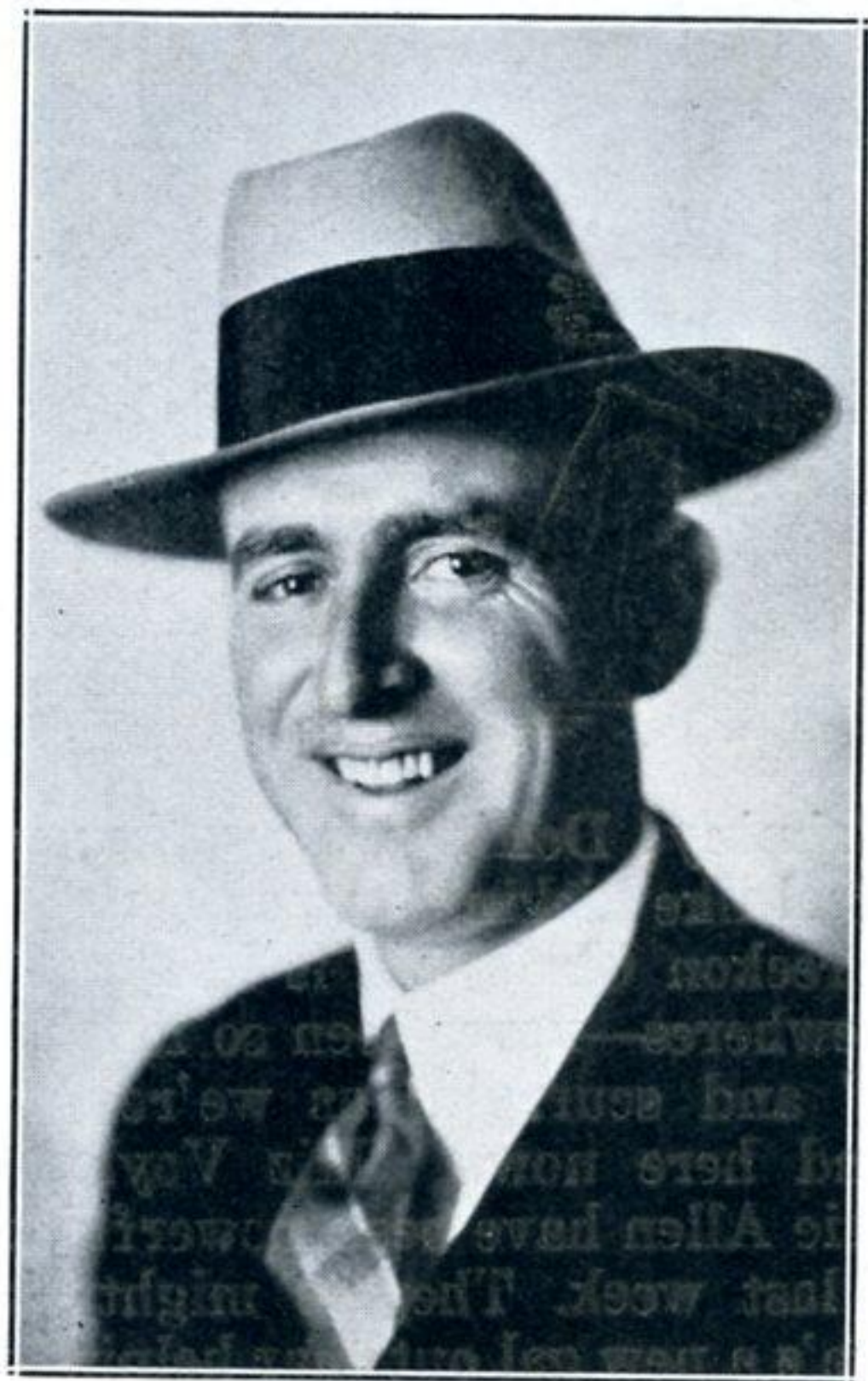
Johansen and Ricks, guards; Poulson and Stahl, centers, and Weaver and Charlton, forwards, have shown exceptional ability.

Every man who has come out has played on a college or high school team. The schedule will be announced in the next issue of Plain Talks. When the season gets under way it is hoped that employees will give the team great support from the sidelines.



Beneath the arrow is the new office at Trinity, which is located in the recently completed Parker building. Mr. Brann insists that the trash barrel in front is not a part of the office equipment.

Superintendent Henry and his force are to be congratulated.



G. W. SWIFT, until December 12 manager of the Louisiana division of Gulf States Utilities Company, has been transferred to Scotts Bluff, Nebraska, as manager of the Western Public Service Company. From chief clerk of the Port Arthur division of Eastern Texas Electric Company in 1918 he has risen by successive stages to his new post. After a year in the Boston office in 1923 he was sent to Lake Charles as assistant treasurer in 1924 and became manager of the Louisiana division in 1927.

He follows Sam P. MacFadden who was transferred from Scotts Bluff to Boston. Mr. MacFadden is well known in the Texas division. After graduating from Texas A. and M. College in 1916 he was with Westinghouse Electric company two years. He came to Eastern Texas Electric Company in 1919, and was later assistant to the division manager at Houston. He went to Scotts Bluff as manager of the Northern Division of Western Public Service Company in 1925.



PAW PERKINS SEZ--

Mornin', Stranger--

Criminy! Don't this weather make ye feel like kickin' up yer heels! Yes-sir, reckon Christmas is in the offin' somewheres—never seen so much bustlin' and scurryin' as we're havin' round here now. Miz Voyles and Bessie Allen have been powerful busy the last week. They're mighty glad there's a new gal out thar helpin' 'em. Name's Mildred Smith, and she sure is purty, stranger. Better spruce up and come to our Company dance on the 23rd. I been sorta practicin' up in that thar back office fer the last week but I don't reckon my rheumatiz is goin' to let me whirl around much. All the salesmen are plannin' to be thar and even some of the fellers over to Mr. Granau's department. Maw sez she heerd "Pop" Jordan wuz agoin', so I reckon there'll be plenty of gals agoin', too.

Hain't yer noticed a sorta stillness in the office lately, stranger? Don't yer miss somethin'? Wal, yer oughta! Halley Earthman ain't the same feller since he got married. We can't hear him no further than from the front office to the baggage room now and things don't seem right natural round the place.

See that feller over thar?—the one with the red nose? That's Mr. Bishop. Nope, you've got him all wrong, stranger. He's got a boil on his nose—yep, it's a fact.

Wal, we had a big git-together tother day and decided to have our Christmas tree party for the Port Arthur Division on the 22nd, Sunday,

of this month. Everybody's goin' to bring their kids and there'll be presents for 'em and candy and toys, too, I reckon. Better come over for the fun, stranger—it oughta be a purty good party. Halley Earthman's gittin' himself a brand new suit fer the occasion—a big, bright red one, with white trimmins'.

Lee Hyatt and some more fellers from the Distribution Department got the tree fer the party and have some special instructions from one member of the company to install a sprig of mistletoe over the doorway of the American Legion hall, where the party's goin' ter be. Guess they're gettin' kinda good at settin' up Christmas trees and puttin' on the doodaddles. Maw sez she heerd the Gulf States wuz agoin' to put colored lights and doodaddles on the Community tree. Doggone! Christmas sure has gotten to be a high fallutin' affair!

Been lots of work goin' on over to Granau's place lately. They've almost finished fixin' up the vault at the St. Mary's Hospital, in which are the transformers for the serving lights, power and X-Ray. They're gittin' sorta spiffy themselves. Yer needn't try to park yer car out in front of the Distribution Buildin' now cause tain't no use. Reckon everybody over they way must be a prosperin'—jedgin' by the number of cars parked out on the front and side of the buildin'. They even had

Mr. Morgan Predicts Pt. Arthur Prosperity

The year 1929 has shown almost in every department the bettering of all past records. This year has been a very busy one, and the Railway Department, the Light and Power Department and the Ice Department will show net earnings in excess of any previous year. With the present prospects in mind, we predict an even more prosperous year with greater earnings for 1930.

At this time there is a great amount of new construction work under way, not only at the refineries, but throughout the business and residential section of this city. During the year 1930 Port Arthur will expend approximately \$3,500,000. The construction of a concrete seawall and a new Pleasure Pier bridge across the ship channel, hard-surfacing of all streets, park improvements, extensions in the water and sewer lines, and last but not least, the installa-

tion of a large concrete drainage pipe to eliminate the present ditch along Thomas Boulevard will require considerable labor, and will stimulate business activities of every nature.

The company is planning on making a number of important improvements in every department which will facilitate the rendering of better service. Perhaps the most outstanding need will be realized by the construction of the new Port Arthur office building during the year 1930.

to have spaces lined off on the street fer 'em.

Drag yer cheer over here clost, stranger, cause I got a little somethin' ter tell ye that I dassent say out loud.

S. W. (Clay) Wilkes, "Bully" Rauschenberg and G. P. Fillingame went duck huntin' a week or two ago. They wuz acomin' back and it musta been dark as pitch when one of 'em saw somethin' by the side of the road. Clay, he sed it was a goose and wuz all fer havin' "Fill" to stop and let him get it. "Bully," he got out and got his gun and wuz afixin' to shoot it when Clay sez, "Let's catch it." Heh, heh! Yep, it wuz a stump of a tree! Don't believe I'd say much about it, stranger, if I wuz you. I reckon they're purty good fightin' fellers.

Reckon I did some fibbin' when I sed the movin' round and vacationin' wuz over. They's been a lot of changin' goin' on. L. K. Bankston

came back to work after bein' off about a month. He's been over ter the hospital gittin' his appendix taken out. A. J. Cooper started on his vacation on December 16th and that Kunitz feller's gone home fer the holidays, too. S. C. Holik has been shifted from the Line Department over to the Engineering Department. You can catch him over ter the Engineering Office here on Tuesdays, Thursdays and Saturdays and in Nederland on Mondays, Wednesdays and Fridays. Got a new cashier, too, and he's a mighty nice feller. Stop in and tell him "hello" on yer way out. Jest interduce yerself to Mr. Harris and tell him Paw Perkins sent ye.

Wal, stranger, I reckon there's goin' to be some big changes round this here office purty soon. They're shiftin' Mr. George B. Morgan—promotin' him up to the General Managership of the Louisiana Division. He'll be at Lake Charles after this, and we're all goin' to miss him a *big lot*, I'm tellin' you!

*To Every Member of the Gulf States Utilities Company and
Eastern Texas Electric Company*

I feel that I should address my remarks on leaving this district to all of our big family of both companies. I resided in Beaumont for four and one-half years, and have lived in Port Arthur a little better than four years, so I feel that I have come to know and love every employee of these companies. My move from Beaumont to Port Arthur and now to Lake Charles has and is increasing my knowledge and love for the Sabine District, in the development of which our companies have taken such an important part. I regret exceedingly to leave Jefferson County and my many friends here, but I shall look forward with pleasure to seeing each of you in Louisiana.

With best wishes, I am, yours very truly,
GEORGE B. MORGAN.

JUST OUT OF A HUDDLE



J. B. Bishop, superintendent of merchandise sales; E. L. Granau, superintendent of distribution; Lyndon Futch, chief clerk, and W. W. Phillips, illumination engineer of Port Arthur, taken after a cup of coffee.

A woman driver ran into an embankment and bent a fender. It worried her. She went to a garage and asked the mechanic:

“Can you fix this fender so my husband won’t know it was bent?”

The mechanic looked at the bent fender and then at her, and said:

“No, lady, I can’t. But I tell you what I can do. I can fix it up so that in a few days you can ask your husband how he bent it.”

January Plain Talks

PORT ARTHUR CHAIRMAN



MRS. MAMIE VOYLES

Who is chairman of the Port Arthur Women’s Committee, and a popular member of the Port Arthur office force.

TRUE TO FORM



No, children, this is not Santa Claus. It is only O. H. White, Port Arthur salesman, as he left the Fair Grounds last month.

The \$10.00 prize for the person selling the most percolators the last week of November was also won by him. Mr. White seems to have knack for prizes, and we're proud of him down here.

NEDERLAND

On December 2 we were glad to have as our visitors P. R. Williams, C. A. Brann of Navasota and Fred Johnson. It has been some time since any of these gentlemen have visited us.

An improvement of importance has been made during the past month in switches on Nos. 1 and 2 high lines. These switches have all been changed over from 33 K. V. to 55 K. V.

The Pure Oil Company's all-steel substation and switching rack has recently been completed, this being a great improvement over the old wooden structure.

CALDWELL

Nearly every store in town has a Christmas tree in the window, and the stores are beautifully decorated.

Mr. T. B. Parkhill shipped 118,551 pounds of turkeys, besides the ones that were shipped by other stores.

Seventy-four more awning lights were added this month, making a white way of the street on which the office is located.

Word has just been received from the Scott & White Sanitarium of Temple that the operation on Hubert Burns, one of our operators, was successful.

Mrs. Sandidge, the wife of our chief engineer, is ill.

Thirty outdoor Christmas trees have been decorated this year in Caldwell, the number of lights ranging from eight to thirty to the tree.

SOUR LAKE

Mr. Braunig, Mr. Beatty and Mr. Brady inspected the new line extension from Sour Lake to Nome December 10.

A. D. Barrow has collected deposit slips from the new customers in Nome.

Mrs. Virginia Luce, with Mrs. Bill Bettis of the Saratoga office, attended the Women's Committee meeting in Beaumont December 18.

All local employees attended our regular monthly meeting, which was held in the office. The new low electric rates and the employees' duty to the company were stressed.

Mr. Roberts and Mr. Jones from the Beaumont office tested meters here this month.

Business is quiet at present, although our cut-ins exceeded our cut-outs.

We all are working hard to earn the commission on refrigeration sales given this month.

P. Himmelrieck visited Beaumont recently.

1930 OUTLOOK BRIGHT IN NAVASOTA DIVISION

BY C. A. BRANN

Having accomplished much during 1929, despite obstacles, Navasota Division of the Gulf States Utilities Company is looking forward to 1930 with a hopeful spirit and a belief in itself and its people. Starting with such a faith, it is bound to do many worth while things.

Deprived of much of their income through crop failures, the residents of this expansive section of Texas have none the less made the best of things, and are planning on doing better with the advent of a new year. Very seldom in the history of the cotton-growing industry have there been two years in succession with small yields. Growers expect a good season in 1930.

With the assurance of a good crop there will be much more business for our company, for people are given to making improvements when the money is available for them. Many of them are exceedingly careful and they carry this even to the extent of lessening their use of electricity when money is scarce.

5,000 CUSTOMERS

There are in this division at the present time approximately 5,000 users of electric energy. They are scattered over a wide territory, for the Navasota Division is comprised of 43 towns from Kosse in Limestone County, 260 miles north of Beaumont, to Alvin, in Brazoria County, which is 115 miles southeast of Beaumont. The towns range in size from Roan's Prairie, where we have only three customers, to Navasota, where there are more than 725.

The chief crop has been cotton, but Alvin has been giving much attention to the development of dairying, while all other towns are now developing diversified crops, principally tomatoes, while all are watching Alvin with an idea of emulating her exam-

ple of milk production and consequent increased revenues for farmers.

Lands are not equal in value for crop production any more than the tillers of the soil are equal in ability to produce paying crops. Encouragement for the proper planting must emanate from men of business experience, and in this our company plays an important part. Through knowledge of what the market will absorb we can help the producers.

PROPOSED IMPROVEMENTS

In our own business, besides building up our load, we hope to make several improvements and eliminate certain expenses. If the plans outlined are carried forward, all towns in this division will obtain electric energy from transmission lines, discarding their individual plants or using them only where it is necessary for the production of distilled water ice.

Navasota's two tall smokestacks will be removed, the boiler room will be converted into a store room, and it will be possible to concentrate supplies at this point. A new roof will be placed on the plant and the old generating units will be removed. Corrigan, Moscow and Hempstead, it is hoped, will be connected by high lines, permitting the closing down of the generating units in these towns.

Throughout the division there will be an adjustment of ice prices so that uniformity may be obtained in all towns and the differentials now existing will be eliminated, thereby making for better public relations. Concentration of accounting work in dis-

trict offices will make for efficiency.

Some extensions into Polk, San Jacinto and possibly other counties will be carried forward, thereby increasing the territory covered and the customers served.

Several municipal plants will probably pump their water by electricity, as new low rates for this purpose have been devised and towns are now being negotiated with for this purpose. Street lighting will be installed in some new towns, while increases are to be secured in towns already supplied.

During 1929 several small towns were connected to our lines in various sections, following construction of transmission lines to or through them. Dobbin, Gause, Iola, George, Midway, Montgomery, Moscow, North Zulch, Plantersville, Richards, Riverside, Shepherd, Stoneham, Urbana, Valley Junction, Whitehall and Woodlake, a total of 17, were connected in 1929, and it is hoped that four or five more will be added next year, while development is bound to occur in the older towns.

ROOM FOR DEVELOPMENT

At the present time supervision of the various towns in the Navasota Division requires men connected with the division office to travel at least 15,000 miles per month by automobile, frequently over roads which the city resident would term impassable. With highway construction already started and other projects to be carried forward next year, it will be possible to cover this territory more rapidly. There is so much room for development and so much prospect of the sections being developed that it will be necessary for such traveling to continue for many years, until areas become at least slightly congested.

There are a great many wide open spaces here. Towns are from 15 to 50 miles apart, with very little development in between, and unless there should be some oil field devel-

opment in various sections, it will be many years before there is any such thing as congestion.

In the Navasota Division there is a feeling among employees, as there is among the citizenship in general, that there is a great future for this section. The surface has hardly been scratched as yet, and 1930 will be but the beginning of years of development.

NAVASOTA

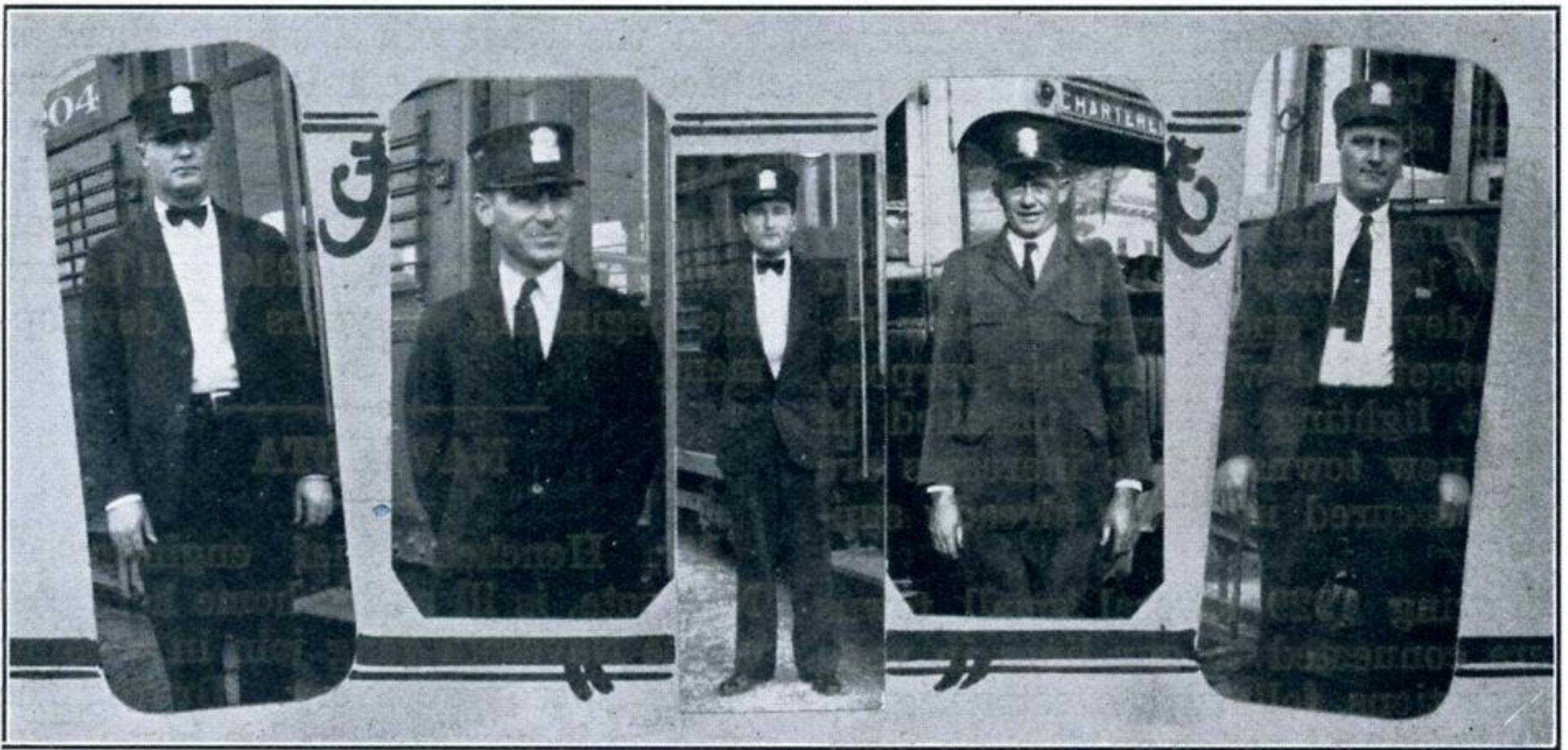
Mr. Henckel, chief engineer at Navasota, is ill at his home here. All of the Navasota gang join in wishing him a speedy recovery. During the time he is confined to his home, Mr. Barron has charge of the plant.

The Navasota local office is all decorated for Christmas. It took plenty of work to bring about all those nice compliments we got on the office!

“Diddy” Welch and Gus Hollinshead have a big Christmas lighting campaign on. The contest is to see whether Huntsville or Navasota will be the most “lit up” during the holidays. Mr. Brann is elected judge, and the loser has to wear a green shirt. At present the outcome of the contest has not been decided, but we hope that all the “lit” trees in Navasota will keep the green shirt off of “Diddy.” Red and green may mix when you think of Christmas colors, but Scotch and Irish—never!

Dovie Parker, secretary to Mr. Bridler, seemed determined to break the “old maid’s tradition” in the Navasota office, so on December 1st, Dovie and Cuthrell Chatham were quietly married. The wedding was a complete surprise to most of the bunch, but it didn’t take long for the news to spread. Congratulations were in order. Mrs. Chatham is still with the company, while Mr. Chatham is working in Montgomery. She seems to be starting a marriage epidemic—who’ll be next?

NOVEMBER'S GOLD STARS



Crain

Ahrendt

Steed

Lacouture

Kendrick

Ross Crain has only been in the service since February, 1928, and has already won his first gold star. He says he intends to earn his star every year. He's a Beaumont operator.

Bill Ahrendt came to work with the Beaumont street railway company in October, 1926. In the 37 months he has been operating a street car, 36 have been without accident!

Lionel Steed is one of Port Arthur's fine operators. He started with the Port Arthur Traction Company in 1926, and stayed when Eastern

Texas Electric Company took over the property in 1928.

Leonce Lacouture entered the service in 1923. In the six years that have elapsed since that time, three have been accident-free. He has been in the bus division in Beaumont for the past three years.

Roy Kendrick has won four gold stars since he started to work for the company in 1922. In addition to his duties as a street car operator in Beaumont, he has been selected as relief interurban operator.

PURCHASING DEPARTMENT

Mrs. Cordelia Marchbanks now answers to the roll call of the Purchasing Department. Cordelia comes to us from the Magnolia Petroleum Company. Their loss is our gain.

Friends of Mrs. Irene Sullivan were sorry to see her leave our "family." She is now making her home in Amelia, Texas.

Mrs. R. J. Orrick and son Jack are spending the Christmas holidays with her people in Louisville, Ky. She reports that "Little Skipper" is having a great time.

DEATH OF T. E. BUCK

The sympathy of the Beaumont office is extended to the family of T. E. Buck, painter at the Eastern Texas Electric Company shops, who died on November 22, after a brief illness. He was one of the oldest men in point of service in the company, having begun away back in 1906, when it was the Beaumont Traction Company.

SHOW ME THE WAY TO GO HOME



—sang many a Baptist at the convention held in Beaumont in November. E. O. Eggleston, street railway supervisor, and F. S. Sheffield, assistant superintendent of transportation in Beaumont, knew the answer. Here they are shown with their information booth at the city auditorium, telling puzzled visitors the way to the homes to which they had been assigned. Many expressions of gratitude for the service were heard from the crowd of 3,000 visitors who thronged the convention.

ACCOUNTING DEPARTMENT

An analysis of who's who in the accounting department discloses the fact that members of this force are able to produce athletes as well as figures, and is reflected in the fact that the following members of this department are members of the G. S. U. Co. basket ball team: Joe Hansen, W. T. Ricks, H. A. Travis, H. R. Weaver, W. T. Buckley.

Recent visitors to the accounting department were Tommie Comerford and Earnest ("Joe") Austin, of the Louisiana Division, and Reid Carlisle, formerly of the District Manager's Office, of Houston.

Friends of Mrs. G. A. Dishman, who was formerly Miss Stella Davis, secretary to Mr. Murray, will be interested in the arrival December 3 of George Arthur Dishman, Jr.

SILSBEE

The Silsbee force is proud of Mr. Saxby and Mr. Teel. While reading meters they were the heroes of the day, for they discovered a house on fire, and Mr. Teel, without a sign of a ladder, climbed the house and helped extinguish the fire. Teel has eaten so many squirrels this season that he did not need a ladder.

We are afraid that a wedding will occur and break up the old bunch, though. Mr. Stoppleman, who runs the Palace Theatre, has offered his picture show building as an altar, and promised a present of \$50.00 to Allen Littlepage if he would get married Christmas. We are afraid he will not pass this good proposition up. Although one of his girls has planned to marry another guy, that doesn't seem to worry him. He gets along with all of them.

Silsbee's annual ex-senior banquet will occur the twenty-seventh of this month, and some of us are anticipating a good time. We did graduate, even if you can't tell it.

We sold twenty-seven percolators last month, during the percolator campaign, and also a large number of Mazda lamps. Those people in Kountze use plenty of lamps. We have sixty-eight customers in Kountze now, and are connecting others. One residence has fifty-eight lamps.

THE WORLD'S INIQUITY

"Our earth has degenerated in these latter days, and there are signs that the world is speedily coming to the end. Bribery and corruption are common; children no longer obey their parents, and every man wants to write a book. The end of the world is approaching."

Which goes to show that things do move in cycles, and that the question, 'Where do we go from here?' has been ever present, for little as you might suspect it, the above paragraph was written in Assyria in 2800 B. C.

Sounds up to date, doesn't it?

COMPANIES GOING AFTER 1929 COFFIN AWARD

BY R. I. MORRISON

Firmly convinced that our organization has made unique strides in the development of the light and power and railway business in this territory, it has been decided that the Gulf States Utilities Company and the Eastern Texas Electric Company will compete for the annual awards offered by the Charles A. Coffin Foundation.

The Charles A. Coffin Foundation was established by the General Electric Company several years ago for the purpose of awarding a certificate and medal to the light and power company and to the street railway company showing the greatest progress in serving its customers, and at the same time making outstanding contributions to their industries as a whole. The certificates and medals are accompanied by a cash prize of \$1,000 for the benefit of the company's association winning the award.

S. AND W. WINNERS

Invitations are issued each year to all light and power and street railway companies in the United States and Canada to set forth in a story their accomplishments and achievements, and it is worthy of note that out of eight awards made, companies under the executive management of Stone & Webster, Inc., have captured four. These companies are Northern Texas Traction Company, Puget Sound Power and Light Company, Virginia Electric and Power Company and El Paso Electric Company.

Considering the number of companies in the country competing for these awards, this is a high tribute to the companies under S. & W. management, and one which we have the sincere conviction of upholding for the year 1929. The Gulf States Utilities Company and Eastern Texas Electric Company each feels that they have stories to tell second to none in their respective fields.

The work of compiling the reports for these companies has been assigned R. I. Morrison, under the supervision of P. E. McChesney, and already the various departments are earnestly at work assembling their stories of progress and accomplishments.

ASK CO-OPERATION

In presenting the task to the members of the organization, it has been pointed out that the highest type of report can only result when each member of our organization contributes his own thoughts, ideas and accomplishments on his job. Great stress has been placed upon the necessity of having specific examples, facts and incidents illustrating the company's activities in all of its phases. The material so submitted will be gathered into a text, properly arranged, which will be profusely illustrated with photographs and charts.

The executives and officials of our companies are following with keen interest the progress being made in compiling the Coffin Award briefs, and the enthusiasm already shown by the organization predicts that our reports will be nothing short of prize-winning.

—o—
A young matron was tidying up a bookcase. Her youthful son was interested.

"Is that bookcase an antique, mother?" he asked.

"Yes, I suppose it would be called that," was the reply. "I got it the year I was graduated from school," she added.

"Oh, then it must be an antique," was her young hopeful's decision.

IMPROVEMENT CLASSES STIMULATE EMPLOYEE

ADVANCEMENT

BY FRED JOHNSON

Opportunity for self-advancement through the medium of Personal Improvement Classes is one of the advantages open to employees of the Gulf States Utilities Company and the Eastern Texas Electric Company.

Self Improvement Classes are the result of the work of R. C. Forman, who introduced and inaugurated the work in Stone & Webster properties in Houston in 1927. The classes were originally called Public Speaking Classes, as their prime function at the beginning was to teach the employees the art of self-expression.

Since the inauguration of the classes, various angles of the employee education have been studied and added features have been developed until the classes are two-fold in their function. The employee is trained to forcibly, intelligently and convincingly express himself on any occasion, and is given information that will develop and educate the individual.

154 ENROLLED

In Beaumont, Port Arthur and in the Navasota and Huntsville districts of the company, 154 employees are enrolled in these classes. Of this number 72 are trainmen that meet in four groups in Beaumont and Port Arthur. The groups in Navasota and Huntsville meet once each week, on Monday and Tuesday nights, with a total enrollment of 40. The Navasota group numbers 22, and Huntsville 18. The general group, with employees from all departments of the Light and Power Division in Port Arthur, is the largest class enrolled, with a total of 42 members.

New members in all of the classes are given the preliminary course in public speaking, that treats with proper stance, correct voice, body control and development of self-confidence while on the floor.

Subjects that involve employee relationship, public relations, company policies and programs, are discussed

each week. All members of the classes who have had the benefit of the preliminary course are given opportunity to comment on each member's talk. In the older groups, a committee is appointed each week to work out assignments for the class. Each class has its own secretary and a different member acts as chairman each week.

CREATE CONFIDENCE

The classes are conducted under parliamentary rule and procedure, and they are intended to develop the individual's intellect, create a sense of self-confidence and lend a decided weight in developing the employee's ability to express himself. They also create better employee relationship and give information that benefit both employee and the company, thus producing better harmony, closer co-operation and a keener desire to better the service.

Teacher: "When was Rome built?"

Percy: "At night."

Teacher: "Who told you that?"

Percy: "You did. You said Rome wasn't built in a day."

She: "According to the latest fashion notes, skirts are going to be worn below the knees."

He: "I don't doubt it, but how are they going to keep them on?"

She: "But I don't know you."

He: "Well, what you don't know won't hurt you."



Women's Committee

WHISPERINGS

WOMEN'S COMMITTEE STUDIES NEW RATES

The November meeting of the Women's Committee was devoted to a study of the new electric rates recently inaugurated by the company.

The meeting, held November 20th at the Distribution Building, was called to order by Mrs. Wilbanks, chairman, and after several announcements having to do with the reorganization of the girls' quartets and the Community Chest drive, the real business of the meeting was taken up.

The new rates were discussed by three members of the Billing Department, Mary Carter, Agnes Fite and Ethel Douglas. Mary spoke first and explained the Residential Lighting and Employees' Rates. Agnes discussed the Limited Use Residential Rate, and Mrs. Douglas explained the Full Use Service Rate. All three speakers showed a thorough understanding of the subject matter and made excellent talks.

Mr. McChesney appeared next on the program and reviewed all the rates, illustrating his talk by the use of charts. He explained why the Company had inaugurated the new rates, thereby voluntarily taking a reduction in gross revenues. He urged all members of the committee to study the rates and thoroughly understand so that they might be able to answer any questions put to them by their friends, neighbors, etc.

Success comes in cans, failures in cant's.

January Plain Talks

Several committee members have been on the sick list lately. Doris Futch was in bed several days with "flu" during December.

Mary Lilyerstrom had a bad attack of ear trouble which necessitated a ten-day stay in the hospital, but we are glad to see her quite as chipper as ever now.

Lorraine Flinn has suffered a severe case of "flu" which led to other complications and made it necessary for her to be in the hospital for several days. She is now much improved and we hope will be able to be among us soon.

Mrs. Katherine Spears of the Alvin Office represented the Navasota Division at the November Women's Committee meeting. We enjoyed having her with us very much.

Fleta Bell Denton spent Christmas in Houston as the guest of Mr. and Mrs. H. B. Myers.

The Commercial Department is surely unfortunate in the way its feminine members up and leave. Mrs. Reed Tucker, of Mr. Allen's office, is the latest, having resigned December 21. Her place is being filled by Gladys Westbrook, who was formerly in the Stenographic Department.

Baby Seale and Pearl Gholson attended the football game at College Station on Thanksgiving Day.

Grocer—"It's no use suing you. Here is a receipt for what you owe. We'll call it paid."

Deadbeat—"Fine."

Grocer—"Well, what are you waiting on?"

Deadbeat—"Isn't it customary to give a fellow a cigar when he settles his account?"



SANTA PAYS VISIT TO WOMEN'S COMMITTEE

All the members of the Women's Committee have been good little girls during the past year, because Santa Claus had something nice for each of them when he made an advance visit and appeared at the meeting held Wednesday, December 18, at the Distribution Building. What a generous old fellow he turned out to be! Some seemed to see a resemblance to R. I. Morrison, but whoever saw Morrie in long white whiskers?

Previous to the Christmas tree a most entertaining program was presented. Readings were given by Misses Rita Gray and Martha Chastain and Miss Margaret Ridley, Rae's little sister, played the piano.

Landon Neal, accompanied by Nita Hogan, sang two selections which were much enjoyed.

During the distribution of gifts, a photographer appeared and caught Santa in the act. This picture will prove to all dubious boys and girls that there really is a Santa Claus.

WOMEN'S COMMITTEE ORGANIZES QUARTETS

After a lapse of several months, musically inclined members of the Women's Committee are again making plans for the organization of two girls' quartets. Practice has begun under the supervision of E. O. Bangs, director of the First Methodist Church choir.

The idea of the quartets is taken from the Oklahoma Gas and Electric Company, who have a similar group which is famous throughout the Southwestern Division, having sung at conventions and meetings on numerous occasions. The Beaumont girls are confident they can achieve quite as successful results, and are going the Oklahoma girls one better by organizing two quartets. Those members who have come out for this activity so far are Emmie Cockrill, Alice Lyons, Estelle Taylor, Mary Lilyerstrom, Pearl Gholson and Frances Emmer. Several more expect to start practice.

THE THREE WISE MEN



The home of Miss Zetta Eisentraut, 726 Sabine Pass Avenue, as it appeared during Christmas week. With its effective lighting, its unique arrangement and original idea it was an outstanding recognition of the holiday spirit in Beaumont.

SINGLETON STAGES ANNUAL STAG DINNER JANUARY 2

The annual stag dinner staged by L. C. Singleton for railway personnel was given January 2 at his home. The guest of honor was Lawrence E. Thorne, new superintendent of the Port Arthur division.

Others who enjoyed the event were C. F. Terrell, operating manager, O. W. Gaines, superintendent of transportation, F. S. Sheffield, assistant superintendent at Beaumont, J. H. Ward, assistant superintendent at

Port Arthur, Henry Presslar, master mechanic, Jack Reidy, claim agent, Matt Craig, assistant to superintendent of railways, Pat Cannon, roadmaster, Clyde Boyd, E. E. Thomas, J. W. Christopher, Alphe Vincent, supervisors at Beaumont, Edgar Jones, and Bill Reel, supervisors at Port Arthur, Luther Raley, dispatcher, and Kenneth Sutton, advertising department.

“Young man, you are on the road to ruin.”

“Mebbe so, but there are some swell parking places along it.”

ACCOUNTING DEPARTMENT FLASHES

Nita Hogan, our congenial comptometer operator, who weekly entertains thousands over the radio with her ability at "tickling the ivories," recently accepted an invitation of Tim Will to accompany him to Houston. We understand from Tim that it took him four hours to make the trip, and the question arising in our minds is, why the big delay, inasmuch as the official time is not over two hours. For further information on this subject consult with Nita Hogan. Incidentally, the lameness in Tim's knee has disappeared, and Nita says that ride would shake the lameness out of anyone's knee, but Tim claims the miracle is the result of a rotten potato carried around in his left hip pocket.

The construction accounting department, consisting of Davidson, Butler and Miss Agnes Goode, is kept busy these days preparing requisitions for the 1930 construction program. Contemplated expenditures in connection with this work during 1930, it is estimated, will amount to \$1,003,500.

Considerable interest is being manifested in the pool tournaments being played between W. D. McGraw, Jr., and James Linnehan. McGraw refuses to bet, and Linnehan doesn't believe in gambling. The result is that a very "tight" game is played between these two contestants.

Mrs. Opal Mauldin, formerly of Shreveport, La., has been employed temporarily in the auditing department during the preparation of the 1930 bogies. It might be added that since her addition to the auditing department Charles Shrigley has been getting a haircut weekly instead of monthly.

COMMERCIAL DEPARTMENT HOLDS SALES SCHOOL

The annual sales school conducted for the members of the Commercial department was held in Beaumont December 27 and 28. Salesmen and members of the commercial sales departments of Beaumont, Port Arthur, Orange, Nederland and Liberty attended the two day meeting. They were instructed on the selling and servicing of all appliances.

P. E. McChesney, Commercial Manager, Parker Allen, superintendent of merchandise sales, A. W. Krueger, superintendent of the repair department, and E. B. Stagg, in charge of records of the commercial department, discussed the various problems dealing with the sale of merchandise.

Mrs. Ethel Ballinger, home economics expert, served meals at noon and in the evening on the 28th to the forty people present. In doing so she demonstrated the uses of the electric range and other kitchen appliances to the satisfaction of all concerned. She was assisted by Mrs. M. O. Wilbanks and Estelle Taylor of the meter department.

"HELLO EVERYBODY, FROM PATRICIA"

Read placards on cigars and candy passed around the Beaumont office December 30. They were given in celebration of the arrival on December 28 of Miss Patricia Reidy, at the home of Mr. and Mrs. Jack Reidy.

Plain Talks joins everyone in wishing Patricia and her proud parents the very best.

Dumb: Are you yawning?


Dora: No, I'm giving a silent Indian war whoop.

Colored Customer—"Ah wants a quote of sanctified milk."

Storekeeper—"What you-all mean is pacified milk."

Customer—"Look heah, small one, when ah needs inflammation, ah'll specify."

HEALTH ? HOW'S YOUR



BY DR. W. F. THOMSON

OUR ANNUAL INVENTORY

Though now's the time to count the bolts

To check our rights and titles;
We seldom think, while "taking stock,"

To check our lungs and vitals.

How few who think of teeth and eyes,
While counting shirts and collars;
Or of the heart that's oversize,
And worth ten million dollars.

A poor man indeed is an invalid millionaire.

Many of us who boast of the goods on our shelves may soon be where our goods are.

Without an annual appraisalment of his physical assets and liabilities, how can one know when he is physically solvent?

About this time of year it is our annual custom to list and to value, in dollars and cents, our material wealth—to determine financial loss or gain.

But it is not our annual custom to list and to value the items that, taken collectively, constitute the most valuable of our possessions—health.

To guard against premature physical decline every person should report to his family physician at least once each year for a complete physical examination—for an inventory of his health.

In many instances, we fear, the annual inventory would look something like this:

Two dozen habits, assorted; many detrimental.

Two yards skinpale, sickly-looking stuff.

One only, head of hair; mostly missing.

One pair ears; one partially deaf.

One pair eyes, blue; 50 per cent vision.

One pair tonsils; inflamed and producing good grade of toxin.

One only, nose; partially obstructed by adenoids.

Four pairs sinuses; two badly infected.

Two dozen teeth; artificial.

One dozen ditto; natural but neglected.

Half dozen ditto; decayed; good rheumatism factories.

One only, thyroid gland; slightly goiterous.

One pair lungs; slightly soot soiled and showing scars of former infectious invasions.

One only, heart; over-size and a bit irregular.

One set blood vessels, assorted; slightly increased but still good if used with care.

One only, nervous system; somewhat jazz-wrecked but can be restored to near normal with rest.

One only, stomach; shows rough usage; needs new lining.

One only, gall bladder; slightly inflamed but contains no gallstones—yet.

One only, pancreas; somewhat

overworked but can still metabolize a limited amount of sugar.

35 feet intestines, assorted. Appendix is chronically inflamed. Colon demands daily laxative.

One only, spleen; shows evidence of having been vented too much.

One pair kidneys; somewhat degenerated from elimination of irritating toxins; still show 50 per cent function.

One pair supra-renal glands; overactive, causing outbursts of temper and rise in blood pressure.

Six quarts blood; slightly deficient in red cells and color slightly below normal.

17 dozen bones, assorted; slightly deficient in lime, due to lack of sunshine and bone-forming food.

44 dozen muscles, assorted; mostly flabby and under-developed from lack of exercise.

The Annual Inventory Very Important

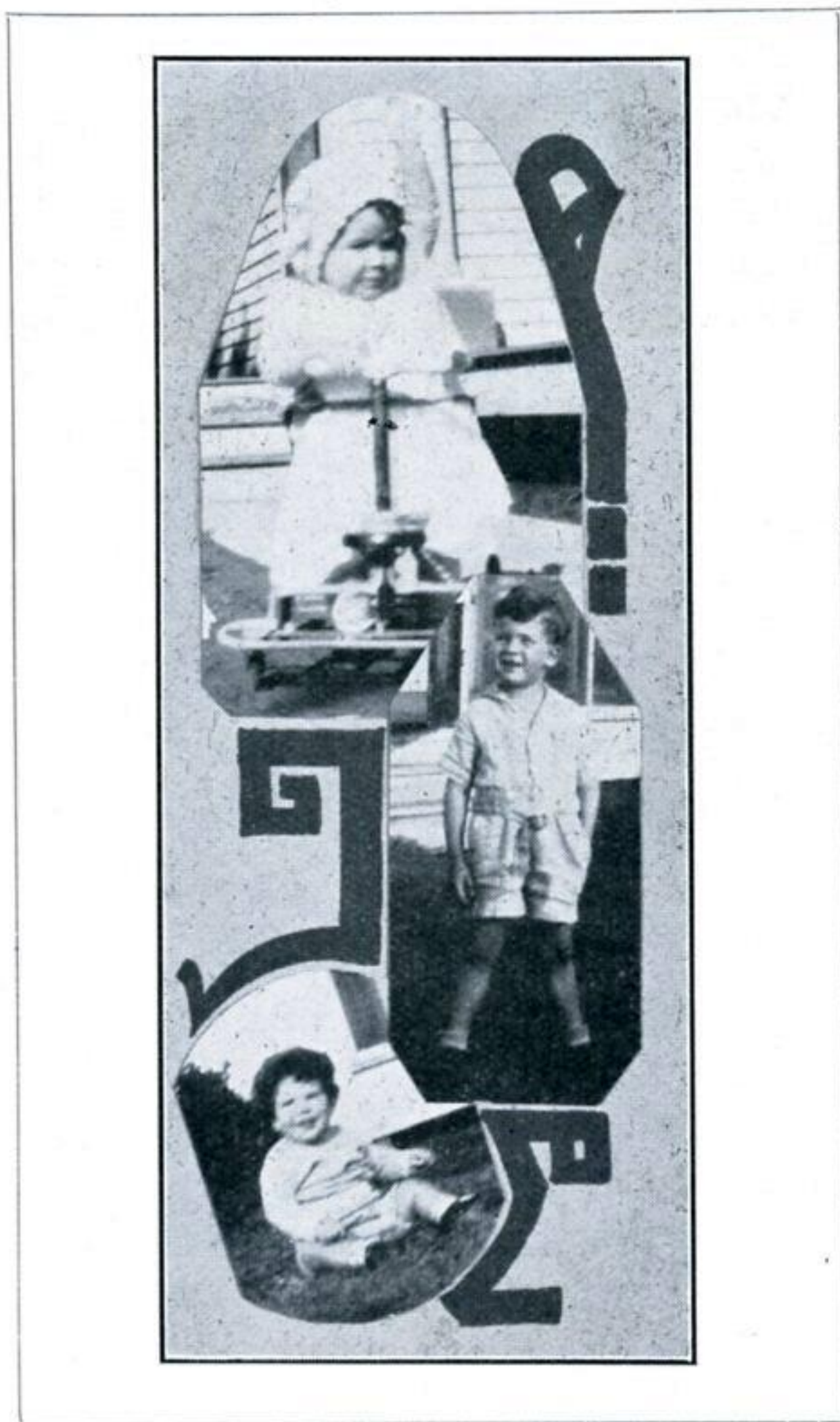
Experience has taught us (or has it?) that, to safeguard our physical fortunes, the annual appraisal of our physical assets is a very important procedure.

Insidious degenerations, the so-called "silent sicknesses," do not warn us of the physical incapacities they produce. We are not conscious of their presence until there is impaired function and evidences of waning physical capacity.

By periodic physical examinations we are enabled to detect such degenerative changes in their incipiency, and to avoid the permanent and ir-
rect of ourselves.

Degenerative changes in the structures of the heart, blood vessels and kidneys often have faulty living habits as the primary cause, and are easily stopped by correction of the faulty habits. They may be caused by the absorption of toxins from focuses of infection which, when eradicated, end the menace to health.

THE YOUNG 'UNS



You'll have to look far to find a more cheerful trio than these youngsters.

The lady in the party is Miss Carolyn Ida Cruise, who is the daughter of Mr. and Mrs. R. B. Cruise. Her dad is in the engineering department at Beaumont.

The young man in the center is A. C. Handley III, of Nederland, and the optimistic fellow below him is his brother, Phillip Whitley Handley. Their dad is superintendent at Nederland.

Baby: "This would be a grand dance if there were more fellows here."

Monte: "Yes, what a whale of a difference a few gents would make."

"And another way for a girl to keep her youth," announced the Girl on the Fifth Floor, "is not to introduce him to any of her girl friends."

Miss Mary Lilyerstrom Gives

8 Points on GETTING AHEAD

IF I WERE going to give advice to a young employe on how to get ahead in life, it would include the following eight points:

1. **Character.** This includes personality. One of the most desirable assets is a pleasing personality. When an applicant enters my door I can usually tell by her appearance what sort of a person she is. An applicant that has a smile, answers all questions promptly, distinctly and intelligently is the type desired.

2. **Personal Appearance.** In order to present a good appearance, it is necessary to give heed to health and dress. One must live properly, take proper exercise and plenty of rest. No one can present a good appearance when constantly in ill health. Dress modestly, and always within your means.

3. **Co-operation.** This is a great requisite. Be on time at the office. If an employee expects to leave on time surely he or she should arrive on time.

4. **Cheerfully accept all work assigned and endeavor to push ahead.**

Take an interest in all Company affairs:

“It ain’t the individual,
Nor the army as a whole,
But the everlasting teamwork
Of every bloomin’ soul.”

5. **Acquaint yourself with the fundamentals of your Company.**

Through reading all literature appurtenant thereto.

Attend all meetings called. If we would be conversant with regard to various phases of our Company, we must educate ourselves to that end.

6. **Pep.** Pep, to me, spells **pull, energy and push.**

Pull together for the company’s interest as well as yourself; use all the energy you have, and then push.

There are three kinds of people in this world:

Those who do less than they are asked.
Those who do just what they are asked.
Those who do more than they are asked.

7. **Be Yourself.** Nothing promotes the welfare of an individual more than just “being oneself.” A refined business man or woman who acts natural, has a straight forward attitude, coupled with a willingness to accept defeat in a gracious manner is an inspiration to any office.

8. **Be Responsible.** Ask yourself the question, “What am I doing personally to meet my individual responsibility to my Company?”

The biggest thing any of us can do is to realize our own responsibility for our own thought, action and conduct.

Most of us only obey the impulses that we wish to obey and do the things we want to do, and when harm comes from our action, many of us seek to shift the blame on others.

As you think, you travel; and as you love, you attract. You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you. You cannot escape the result of your thoughts, but you can endure and learn, can accept and be glad. You will realize the vision (not the idle wish) of your heart, be it base or beautiful, or a mixture of both, for you will always gravitate toward that which you, secretly, must love. Into your hands will be placed the exact results of your thoughts; you will receive that which you earn; no more, no less. Whatever your present environment may be, you will fall, remain, or rise with your thoughts, your vision, your ideal. You will become as your controlling desire, as great as your dominant aspiration.

plain talk

PLAIN TALKS

Vol. VIII

No. 11

Whether it is the inevitable slump that occurs at holiday time, or the distractions of getting ready to meet Santa Claus, this issue of "Plain Talks" is not up to the standard the editors had hoped to set for every issue of 1930 in news from departments and towns.

Only a few correspondents felt the urge to give you their news. To them we are duly grateful—though goodness knows, it should be a pleasure to have one's crowd included in the pages of his own magazine.

But as we say, we do not complain. You will like the article by Mr. Morrison, who is preparing the Coffin Award report, the outlook for the Navasota division by Mr. Brann, and the story about the personal improvement classes by Mr. Johnson.

We want to call particular attention to Dr. Thomson's Health Talk this month. "Plain Talks" is indeed fortunate to be able to present his breezy articles which are so full of good humor and good sense. Take a leaf out of his book and make a health inventory. And give Miss Liljerstrom's article a second reading.

Next month will be something to look forward to. Another unusual cover is coming up and a new series of articles is being prepared by one of the best writers in the company. We expect every town to be represented, too.

Let's make 1930 a year of splendid issues, full of news and interest for everybody!

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

We hope you like the cover on this issue of "Plain Talks" and that every morning of the year will find you as full of vim and vigor as Chanticleer is. May your morning suns be as bright and full as his, your voice as clear and your chest as expanded. A really happy and prosperous New Year to every member of the organization!

Does it strike you as odd that in the history of the men whose promotion was announced in December, two points apply to every one.

They were graduates of good schools.

They began at the bottom after they graduated and climbed up the ladder of promotion by work.

That would indicate that there are two kinds of education—technical and practical, and that the bottom is not, after all, so bad a place to start.

January Plain Talks



FRANKNESS

The new driver was a mess—bruised from head to foot. His car was a pile of junk. He crawled out and sought the nearest doctor's office.

"Can you fix me up, doctor?" he asked. "I've just had a smash."

"You're in the wrong place, my man. I'm a veterinary."

"No," replied the victim. "I think you'll do. I'm a jackass for trying to drive that car."

She held the diamond between trembling fingers and stared at the man before her. What should she do? Should she cast it from her or—or—would it be better to reconsider? What would he say? What might he do? His eyes were staring into hers with stony intensity. The diamond seemed to burn her fingers. She felt weak and incompetent—incapable of decision. Bright spots danced before her eyes. She shuddered and drew a long breath. Yes, she must do it. There was no escape. Blindly she shut her eyes and tossed the diamond on the table in front of her. It was done. And then she heard her partner's deep sigh of relief as he gathered up the trick.

NEW ELECTRICAL TREATMENT FOR THE WIFE

When she talks too much—interrupter.
 When she picks your pockets—detector.
 When she gets excited—controller.
 When she blows up—condenser.
 When she meets you half way—receiver.
 When she's off-pitch—tuner.
 When she burns the biscuit—discharger.
 When she's hungry—feeder.
 When she's wrong—rectifier.
 When she gossips—regulator.
 And when she leaves town—telegrapher.

Wise guys always seem to be working for dumb guys.

January Plain Talks

The teacher was testing the knowledge of the kindergarten class. Slapping a half dollar on the desk, she said sharply, "What is that?"

Instantly a voice from the back row, "Tails!"

Blackmail

Fond Mother: "Quiet, dear, the sandman is coming."

Modern Child: "Okay, mom, a dollar and I won't tell pop."

Grandma (looking up from the paper)— "It says here that young women are abandoning all restrictions. Now, mind, don't let me catch you going out without yours, Ethel."

Then They Swore Off

"Porter, another pitcher of ice water."

"Sorry, suh, but if I take any more ice, dat corpse in the baggage car ain't going to keep."

"Grandpa, were you little once, like me?"

"Yes, my boy."

"Gee, I bet you were a scream with those glasses and whiskers!"

Safety First

"Miranda, whassat light shinin' in yo' eyes?"

"That's my stop light, Rastus."

Lawyer—"Can you tell me if the defendant was expensively garbed?"

Rastus—(a witness)— "'Deed she was sah. Ah knows expensive garbage when ah sees it."

"Mom," said little Willie, bursting into the house, all out of breath. "There is going to be trouble down at the drug-gist's house. His wife has got a baby girl and he's had a sign, 'Boy Wanted,' in his window for a week."

Covering up
errors
fools nobody
but the
D O D G E R

