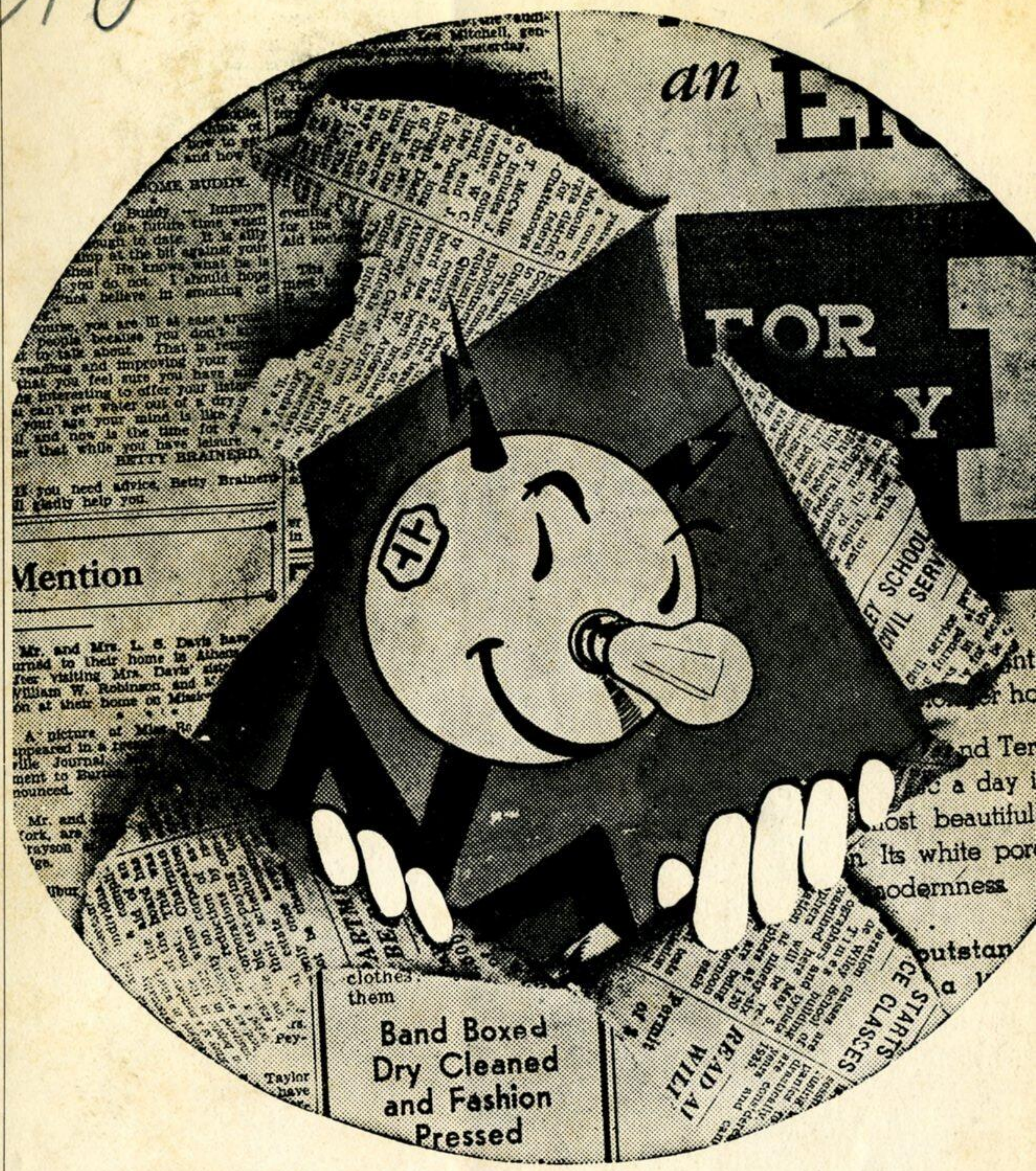


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PLAIN TALKS

VOL. 16 JANUARY 1938 NO. 1

a better understanding of rate problems affecting customers and company needed

President Walker debunks buncombe

THROUGHOUT the past few years of — more or less, shall I say heated, but not illuminating — public discussion of the utility industry, a number of very positive and withal uncomplimentary ideas have become strongly entrenched in the minds of a suspicious citizenry.

One of these is that utility rates were always too high; are too high at the present time; and no matter what they become in the future, will still be too high. Utility operators themselves have probably contributed to this fiction by continually lowering rates when pressure — whether fair or not — demanded further reductions.

The industry has definitely been on the defensive. Except in a few well-advertised instances, however, it has undertaken sensibly and cooperatively to find a solution to the so-called problem.

Where companies have been allowed to work out reasonable programs of rate reductions, their customers have been afforded ever

cheaper service without mortal injury to the utility. Successively, cheaper rates have encouraged sufficient larger use, and the business has been able to maintain its credit.

But for even these cooperative, forward-looking managements there have been detractors. "So," says a hoarse voice, and the pack echoes with a yip yip: "the lower your rates, the more money you make! Let's beat their ears back till they reduce 'em again!" And away we go.

Of course the secret of the whole situation is that within reasonable limits the price per kilowatt-hour of our product is not the all-important consideration, but rather it is the average bill paid per year per customer. In a business where the product cannot be stored against the hour of greatest demand, but must be manufactured in any quantity demanded as speedily as a customer can press a switch, financial problems are entirely different from those of the storekeeper with commodities on his shelves for sale. In our business, where the investment is six or seven times annual gross revenue, and where taxes are ten per cent of gross, the problem is entirely different from that of the merchant who turns his investment over two or three times a year and whose tax bill, while perhaps large, is only a very small

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sales meet best ever

From the opening "welcome" by President T. P. Walker to "the meeting's adjourned" by Sales Manager L. F. Riegel, the annual January sales meeting held in Hotel Beaumont on Saturday 22, by unanimous agreement was one of the best yet. The session was under way at 10:30 A. M. with some 200 members of the sales and other departments representing all divisions of the company in attendance. The meeting was closed with a banquet at 7:30 P. M., presided over by the able toastmaster C. F. Terrell.

Many fine thoughts that tend to bring about a better understanding of our problems in various phases of the company's work were forcefully presented. For the benefit of employees who did not attend the meeting, several of the talks of general interest will be published in future issues of Plain Talks.

WALKER CUP PRESENTED TO LOUISIANA

As a feature of the banquet Mr. Walker presented the Kw-h. cup to J. G. True, who accepted it for the Louisiana division which made the greatest gain in kilowatt hours per home customer of any division. Louisiana started 1937 with an average of 956 Kw-h. per customer and reached 1,109 for a gain of 153.

WAKEFIELD WINS D. R. GRAND PRIZE

J. R. Wakefield, Central division, was grand prize winner for the year among district representatives. Others receiving worthwhile awards at the banquet for outstanding work during 1937 were W. N. Gray, Walter House, A. B. Wilson, V. P. Gayle, R. J. Landry, W. E. Dinkins, Jack Connaughton, A. T. Holley, Ernest Little, R. A. Honsberger, Floyd Sharp, R. I. Morrison, Caleb French, J. W. Stokes, J. L. McCrary, W. E. Earthman, and L. N. Brannan.

SPEAKERS

Mr. Walker, the first speaker introduced by Mr. Riegel, who presided, discussed the utility situation as it stands today both

pretty!



Orchids to Ethel Doan for her beautiful Navasota store Christmas decorations . . . Thanks to Miss Doan this store and its windows are always effectively decorated.

nationally and locally in the towns we serve.

Dr. G. W. Allison of the E. E. I., New York, pointed out that, because there is no effort required on the customer's part and so little *visible* effort or cost on our part in delivering electricity to the home, our big job is making them realize how much service they get for so little money.

"It is human nature to question total amounts," Dr. Allison said, "and if electric service bills could be itemized there would be little trouble in winning friends for the industry."

A. E. Beattie, of Lake Charles, by the means of a wired diagram of a typical home, effectively demonstrated the importance of correct wiring.

C. B. Barron in a talk on commercial lighting showed how we could all help in educating the merchant to the value of good lighting in his business.

Other speakers on the program were H. V. Faber on Accounting, C. F. Terrell, J. W. Coltharp, and J. C. Tucker on operation.

H. C. LeVois on Power Sales, C. M. Colyer on merchandise sales, 1937 results, and 1938 quotas.

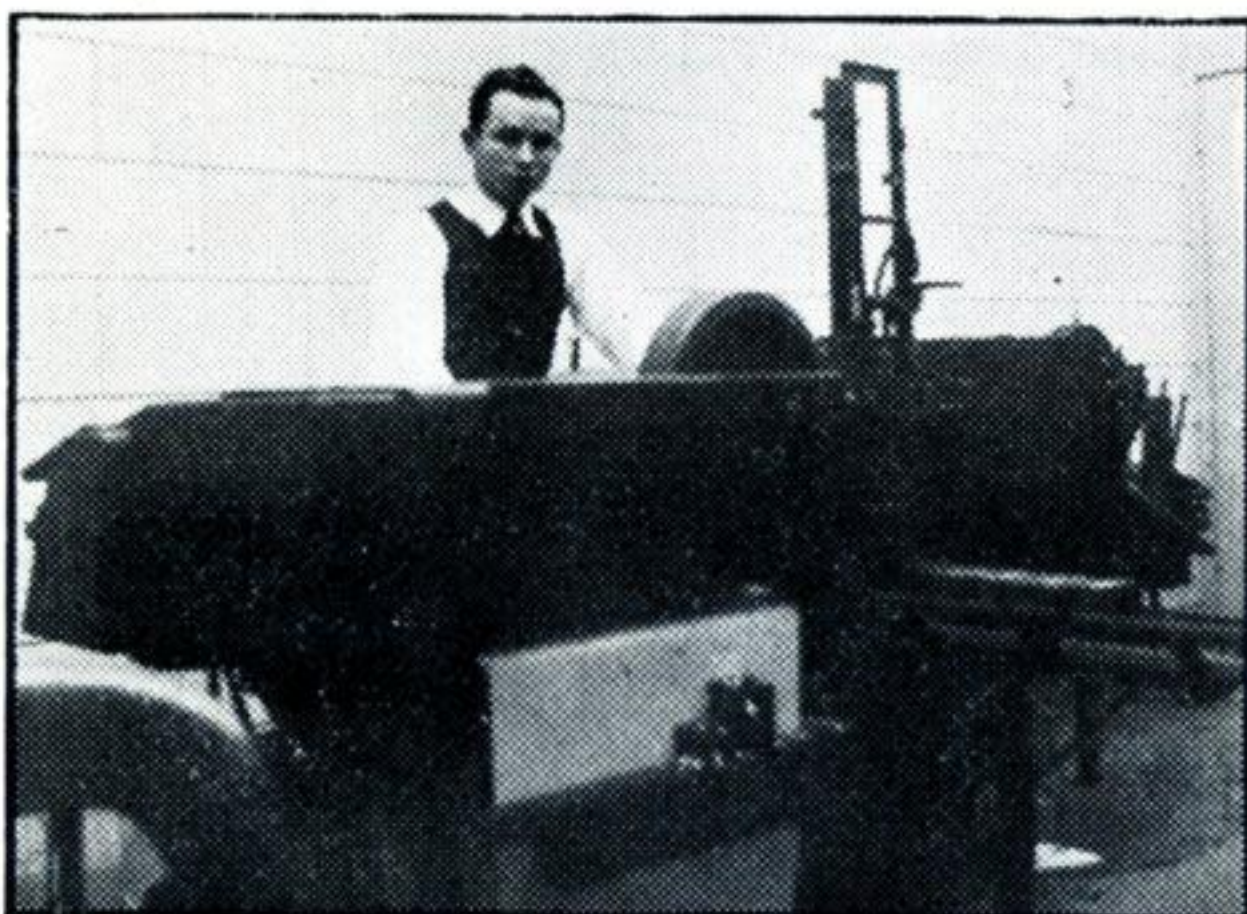
BOOKKEEPING DEPARTMENT: He was so quiet around the office when he was not out delivering bills, we overlooked mentioning George Rice in our Pertinent Personals column in December and by now George has been elevated to the third floor accounting department. He has been replaced by Myron Paul. Glover Fannette is now a member of this department. He is the new A. R. J. clerk who will help you when you want to know about merchandise deductions.

COLLECTION DEPARTMENT: Adrainne Glynn is a new member of this department, having been transferred from the Bookkeeping department. Miss Glynn replaces your editor who has been transferred to the third floor accounting department.

BILLING DEPARTMENT: If you should walk into the Billing Department and hear a discussion of pets, you probably would hear the name "Pupchein Von Ash, II." That's the name of May Claire Crisp's Dachshund. We hope it lives.

STENOGRAPHIC DEPARTMENT: There have been many changes in the stenographic department since last issue of Plain Talks. The marriage license bureau must have been kept busy during the Christmas Holidays by Gulf States girls and their prospective husbands. Doris

This handsome young man is Floyd Ambin who has charge of the stencil room from whence comes the daily supply of bill forms.



Carra Williams
Editor

treasury department news

Anderson, Rosa Dieu Block, Evelyn Saunders, were December brides. . . . Elsie and Elizabeth are wondering if all the boys around the Company want to be bachelors for the remainder of their lives. . . . Ethel Redd and Mary Ellen Robinson are new members of this department, and we welcome them. . . . Doris June Hayes, a diminutive brunette, has taken Doris Anderson's place on the PBX Board. . . . Nellie Rae McManus has been transferred to the Rate Department. . . . Imogene Davis took one week of her vacation at Christmas time and visited her parents who celebrated their Golden Wedding Anniversary on Christmas Day. . . . Everyone wonders what would happen if . . . Elsie Bell took life seriously . . . If Ruth trifled on Dubby . . . If Ethel took dictation from Mr. French without an audience . . . Mr. Adams called Liz when she was in . . . Rose became angry . . . Helen did not know how to truck . . . LaVerne talked too much . . . Mrs. Johnson forgot Mr. Faber's boutonniere . . . Fern was cross . . . Doris could not knit . . . Bill had time . . . Imogene did not think for the department . . . Doris June was large enough to see . . . Sibyl didn't try to please everyone.

THIRD FLOOR ACCOUNTING

If you wonder why the depressed look on the boys' faces, it is caused from the departure of Charlyne who worked in this department for sometime, and whose vacancy your editor is endeavoring to fill, in the accounting department and as

Continued page 11

Navasota division news

The Navasota Division settled down and really started "to town" on the morning of January 3. All resolutions were promptly shelved, headaches and work resumed in the good old fashioned manner of any new year. With a "Do or Die" look on our faces, we swung into action.



G. H. Johnson
Editor

The first thing to be done, and done quickly, was the dismantling of all Christmas decorations. Reports from our traveling correspondents tell us that the office decorations were unusually pretty and effective this year. Blue and silver predominated throughout the territory with simplicity the principal keynote of the schemes.

An unusually cheerful attitude prevails throughout the towns and especially in our organization which promises better business for 1938. Everyone enjoyed a bountiful Christmas and some fortunates even had a birthday during the holidays; such as Pete (Hi Daddy) Allphin and Geo. H. Johnson (of the gay shorts). George would like to know the donor of those colorful "undies" and also the very appropriate verse accompanying them. It seems they were built with an eye to the future when he will not be so streamlined as he is today.

GLOBE-TROTTERS

Dorothy Dyess, Agnes Jameson, and Jenette (Sarah) Sangster to New Orleans to the Sugar Bowl game; the C. M. Russells to Baton Rouge; the Dick Haddoxs and Ann Grove to Beaumont; Ruby Nelson to New Mexico and a visit through Carlsbad Caverns; the Bob Mortons and Harold Browns to Florida; R. T. Wrights of Huntsville to Old Mexico; Ruth Lee to New York (some class, that Lee gal.)

GOSSIP FROM EVERYWHERE

Imogene Seely and Ethlind Uzzell seem to be keeping up with the force by accompanying Jelly Gilmore and Dean Saxby to Huntsville to partake of Ann and Ruby's cooking.

Someone should put that good looking new girl in the Caldwell office wise that she will have to send in her news because it just takes too much time for W. T. Thagard to get down to writing "copy" for the harassed editors.

The Cleo Smiths are the proud parents of a boy, Gerald Edward, born on December 8.

All quiet on the Cleveland front this month. Looks as if Ye Editor will have to cover that front himself if he expects us all not to forget there is a Cleveland office.

Red Boswell, Conroe's efficient serviceman has built himself a new home and is filling it with dawgs and canary birds (see Diddy Welch for any expert advice needed, Red.)

The Conroe Ice Plant has been remodeled with the help of T. L. Junot and a lot of unnecessary hammering and banging and our reporter tells us that the boys are now wearing white suits and patent slippers, with only a touch of pink in the ruffled aprons, while pulling the ice, which we hope won't be white too.

T. S. Walker, affectionately known to all as "Baldy", passed away at his home in Alvin on December 14, after a short illness.

L. T. Haney, formerly storeroom keeper at Huntsville, was transferred to Navasota on January 1. Welcome home, Haney. Hubert Ward from Beaumont went to Huntsville to take Haney's place and from all accounts is making himself at home with the coeds.

J. J. Jordan and family have become firmly settled in Shiro, relieving C. W. Choate. We are glad to have Jack and the family although we regretted losing C. W.

Harold Brown and Bob Morton seem to be enjoying their wives' vacations in Florida. Nice going, boys.

Pat Griffith was found sitting on a rock with that far away look in his eyes holding a rod and reel with an imaginary fish dangling high in the air. Sunny days do that to one. M. W. Taylor just cried "Gimme a horse". (And a plow).

Harold Mortimer, W. L. Gilmore, and C. M. Russell are sporting new cars since Christmas—no wonder Jack Shirey reports the only accidents were financial.

Ann Grove startled the force by appearing one bright morn with her golden tresses shorn (not poetry) and had it not been for that personality of hers (gab to you, Ann), we should not have recognized the dear child. Tis very becoming too.

The Navasota local office service crew presented the steno with a Parker desk set for Christmas which makes them the steno's favorite servicemen. Does anyone know who presented the pink satin nightie and the cigars?

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meet your operating manager

By Carra Williams

To give you a perfect description of a man with an 'awfully' kind face, and we don't mean a funny kind, a man who combines religion and golf, a man whom women would take down their hair for, a man whom the men call a 'swell guy', and who, as I am confidentially informed, is requested by all of his acquaintances to be present at stag parties, we can think of no other who so completely fits this description as does "Charlie Terrell."

Mr. Terrell has made a most enviable record of rapid progress and achievements with Stone & Webster properties since he became associated with that concern in 1910. Mr. Terrell is, as taken from a 1928 issue of PLAIN TALKS, a true Western type, being alert, friendly, outspoken, and up-standing. He was reared in Nebraska, decided to go west to Seattle where he married in 1908 and graduated from the University of Washington with a B. S. & E. E. degree in 1910. While in Seattle, Mr. and Mrs. Terrell's two children, known to us as Bill and Sallie, were born.

In 1910, after graduation, Mr. Terrell became connected with the Seattle Electric Company which later became the Puget Sound Power & Light Company. He remained there as sub-station operator and Construction Foreman, advancing steadily until he became Superintendent of Sub-stations. Early in 1923 he was sent to Bellingham as Superintendent of Light & Power. In 1925 General Superintendent of Light & Power for the El Paso Electric Light & Power Company. In 1927 General Superintendent of the Tampa Electric Co. There he remained until 1928 when he became Operating Manager of the Gulf States Utilities Company.

Since coming to Beaumont, Mr. and Mrs. Terrell have been one of the favorite families with the employees of Gulf States. Both have been active in social and civic affairs. Mr. Terrell is a member of the Rotary Club, Round Table Club, Chamber of Commerce, Beaumont Club, and Country Club. He has served as President of the Rotary Club and Round Table Club, and is an active member of the Chamber of Commerce.

With the new year just beginning and Mr. Terrell beginning his tenth year in Beaumont, may we wish him and Mrs. Terrell continued success and happiness.

Mr. Walker

Continued from page 1

percentage of his gross business. It is because of this essential difference that the misinformed misunderstand our rate policies, and that a few of the informed are able deliberately and too often maliciously to mislead their neighbors.

Through a series of four drastic rate reductions during the past ten years, which reductions encouraged larger use, and which larger use in turn resulted in lower costs, the average price per kilowatt-hour to the residential customers of Gulf States Utilities Company has been reduced from 9.9c to 4.5c. No other business can show such a striking reduction through the operation of mass production and mass use at lower rates. More and more, our customers have learned of the increasing benefits that electricity can bring them in lighting, refrigeration, cooking, water heating, and the myriad other duties about the home and business. While their average cost per unit was being cut 54%, their average bill per year increased about 26%. As a result, a 26% increase in cost purchased a 17 1/4 % increase in service. What a bargain! Even the automobile manufacturer whose marvelous deeds of improved product for a cheaper price are known the world over cannot equal that record. Can you think of any other business that can equal it?

"But," asks the hoarse voice again, "if rates are cut 54% and the customer increases his use so that he pays you 26% more, why not cut rates 70% and maybe he will pay 30% more?" If we gave the service away we probably could dispose of many more kilo-

watt-hours than we now sell, and thereby, for a short time at least, establish records for kilowatt-hour consumption that would never be excelled. I am sure that even our most severe critics would admit that such a possibility is ridiculous. Using the automobile manufacturer again, do you believe he will be able to cut costs in the future at the same rate he has in the past? We all know he can't, what with increasing taxes, labor and material costs. There's a rock bottom for the price of an auto and just as surely there's one for utility rates.

Somewhere, then, between our present rates and absolutely free service must be a stopping place. Those of us who watch these matters most carefully believe that the rates of our Company are already very close to the point where further reductions are impossible. If we are expected to continue to maintain the high type of service which we insist is necessary for the proper conduct of our business, then we should not be required to reduce further the prices we charge.

A residential customer who uses 15 kilowatt-hours a month in Beaumont and Port Arthur pays us \$1.05 for that service. Ten years ago that same number of kilowatt-hours cost \$1.71. To that customer there has been a reduction of 38.5%. One who uses 25 kilowatt-hours now pays \$1.75 per month, as against \$2.66 ten years ago—a reduction of 91c or 34.2%. Further, one who uses 40 kilowatt-hours pays \$2.80, against \$3.80 ten years ago—a reduction of \$1.00 even, or 26.3%. The group

analyzed above forms 50% of the total residential customers of the Company. The small consumer, therefore, has received the largest percentage reduction.

Ten years ago lighting was billed separately from service to refrigerators and ranges. Therefore, in order to calculate the reductions for large customers, it has been necessary to make assumptions as to the amount of energy used through the two meters. We have billed 25-kilowatt-hours at the old lighting rate, as that amount is in accordance with the Federal Power Commission's procedure.

The reductions to large customers on this basis are as follows:

A customer who consumes 150 kilowatt-hours now pays \$5.80 as against \$6.70 ten years ago—a reduction of 13.4%. One who uses 250 kilowatt-hours pays us \$7.80 as against \$9.55 ten years ago—a reduction of 18.3%; and now it makes no difference which appliances he may have, or for what he may use his service.

These figures demonstrate conclusively that there have been drastic reductions in rates in Beaumont and Port Arthur, as well as reductions because of larger use. They may be quoted by any employe of the Company or anyone else, with full confidence that they cannot be successfully contradicted. While the figures quoted do not apply directly to Gulf States customers everywhere, corresponding reductions have been made in all other communities served.

Tom P. Walker.

LAKE CHARLES

Wedding bells rang for Joe Molbert and Miss Annie Schindler on Saturday, January 8. Good luck and best wishes.

Speaking of wedding bells—we are wondering when Duck Montalbano is going to let out the secret that he married May Fountain, Shreveport, about four months ago.

The Beatties entertained with a delightful open house December 26.

Fred C. Cordsen passed the cigars on January 16, celebrating the arrival of Fredrick Allen. Fredrick's arrival also makes Capt. Jernigan a grandfather.

I. L. Goen and family spent the Christmas holidays with relatives in Bryan.

We extend our sincere sympathy to Bob Savoie who's brother and sister-in-law lost their lives in an automobile accident near Vidor, Texas, on January 8.

Jerry St. Dizier is now up and around after an appendectomy. Frank Fox has been pinch hitting for him, during his absence.

Mr. and Mrs. Russell Dunn held open house on December 21, and everyone attending found that the Dunn's really know how to hold open house. Especially Matt Craig and JoJo Dugas.

We were all sorry to hear of the death of George West's grandmother on January 4; and of the death of Frank Fox's mother-in-law on January 18.

Mr. and Mrs. John True spent the Christmas holidays in Tampa, Florida; and Mr. and Mrs. Charles Colyer spent the holidays in Miami and Jacksonville, Florida.

Mrs. T. J. Bird is doing nicely after an appendicitis operation a few weeks ago.

We were deeply grieved to learn of the death of D. J. Landry, father of Mrs. Homer Kirkwood. He was one of the founders of the Lake Charles Railway, Light and Waterworks Company which is now the Gulf States Utilities Company.

ECHOES FROM THE FAR EAST

Since the last issue of *Plain Talks*, Mr. Scott has taken time out for a vacation. During his vacation he gave the old bus a coat of paint, and we'll have to admit the paint job looks good for an amateur.

A certain office engineer in Lafayette came in one morning with his head up in the air. It seemed a mystery for awhile, but after several hours of questioning, it was learned that he is the proud owner of a new 1938 Plymouth Coach.

Pelican state news



John Mattingly
Editor

Henry Landry and Charlie Gary took Goo-Goo, their live decoy, out hunting the other day. Goo-Goo is a good duck, but her S. A. didn't go over with the wild ducks so the two hunters came home with no game and Goo-Goo in a very melancholy mood. (P. S. Good Goo-Goo Gumbo.)

Sam LeBlanc is in a very serious mental state, which indicates that it won't be long before he joins the trek to the altar. So sorry Sam—we tried to warn you.

Speaking of trips to the altar—R. J. (Bruce) Broussard, lineman's helper, and Miss Rose Drago were married on December 5, 1937. They have our congratulations and best wishes for a long and happy married life.

M. J. (Bud) Theriot has been celebrating a lot lately. On Christmas Day he celebrated his 21 birthday, and on January 1 his transfer to the meter department in Lake Charles. Good luck, Bud.

Frank Gearen, the chicken specialist, feels that he needs more room for his chickens, and has bought a piece of land near the substation—a future home for his family and his chickens.

Guy New spent New Years in New Orleans—and we understand he doesn't quite approve of the way they see the old year out and the new year in.

"To Buy or Not To Buy" is the question that puzzled Bill Rooney. But he finally decided "Not To Buy" and he still drives the same old Pontiac.

Miss Kasper, our Jennings Cashier, celebrated her ??? birthday on January 11.

Jennings employees had their usual Xmas tree this year, and they received their usual useful gifts. Miss Champagne prepared and served delicious refreshments

It seems that J. W. Billodeaux (known as "Diddle") doesn't know when to quit. He's gone Clark Gable on us now, and is growing a moustache.

speaking of operations



R. F. Reid
Editor

SERVICE BUILDING CHRISTMAS TREE

Employees of Transmission, Distribution and Engineering departments enjoyed their second annual Christmas tree on the afternoon of December 24. Mr. Braunig, our genial superintendent of Transmission and Distribution, acted as Santa Claus again. He had lots of fun handing out gifts but found it to be quite a task, as well as a pleasure. The gang insisted that he read the rhymed verses and unwrap each gift. As the temperature was not in keeping with the season, "Santa Claus Hubie" was forced to abandon his false teeth and flowing white whiskers. We were pleased to have Messrs. Terrell, Adams, Reidy and Sharpless with us on this occasion. Let's repeat next year, but for Gosh Sakes! Let's give Santa about two assistants.

We wish to express our deepest sympathy to Bill Stirling in the loss of his father on January 15.

DISTRIBUTION DEPARTMENT OFFICE

Mr. and Mrs. Braunig were happy to have as their guest over the Christmas week-end, their little granddaughter, Barbara Lyn Beadle and her parents.

J. D. (Pop) and Sadie Jordan announce the arrival of an 8½ pound baby daughter on December 30. The little youngster has been named Martha Kate. Martha Kate's grandmother, Mrs. C. F. Lumsden of Columbia, Tenn. arrived in Beaumont a split second after Martha Kate, to see that her first and only little granddaughter gets a good start in life from experienced hands. Mr. Lumsden arrived on January 17, to visit the little one and to drive Mrs. Lumsden back to Tennessee. We're wondering what kind of a nurse Pop will make, after grandmother leaves town. Pop, here's hoping you will not have to walk the floor too much at night and come to the office with drooping shoulders and sleepy eyes.

JANUARY PLAIN TALKS

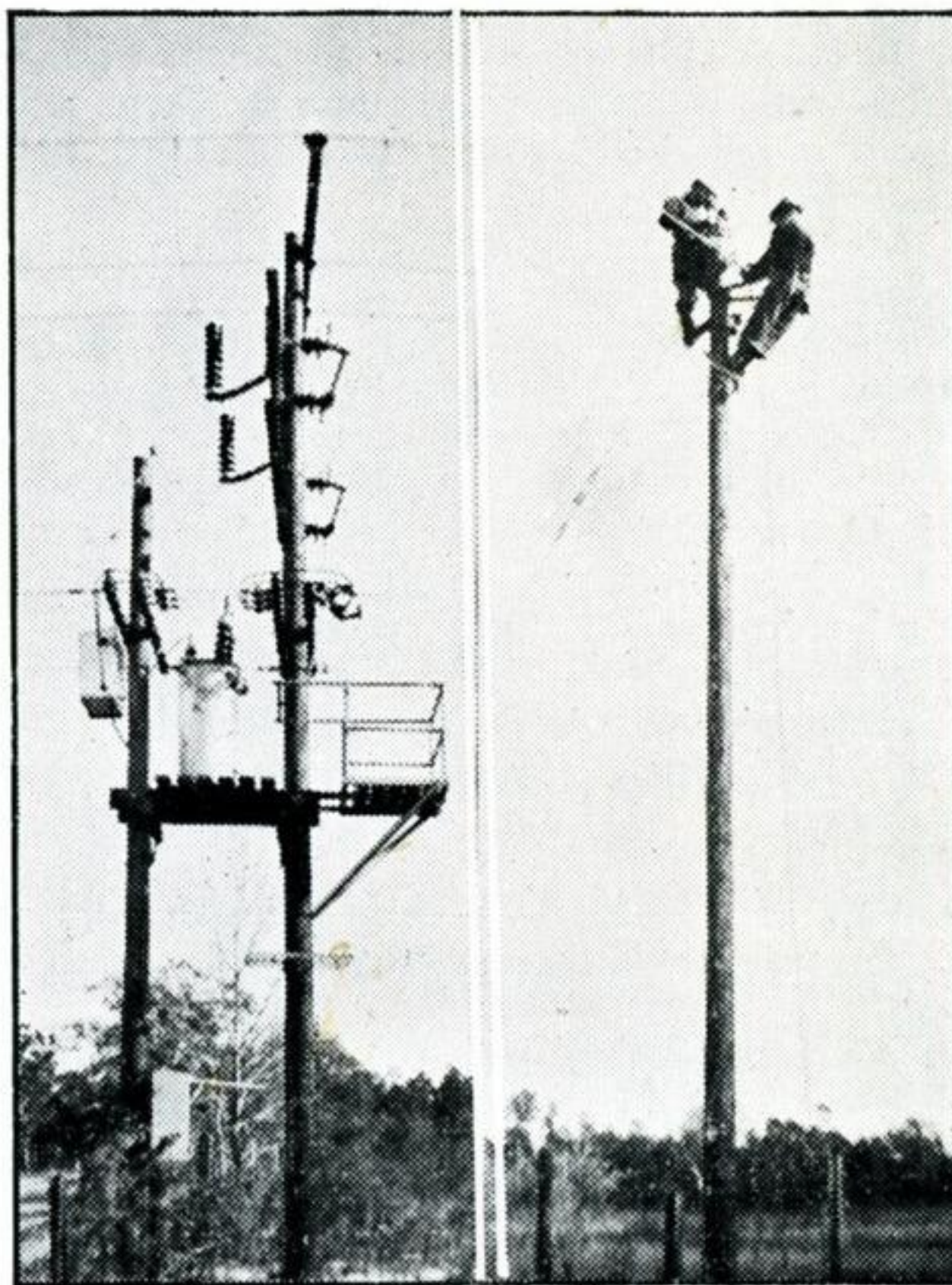
Joe Henry and family spent a two weeks vacation in Joe's old home town in Louisiana.

The following made trips out of town Christmas week-end: Albert and Merle Baird to Frost, Texas; Pete and Stella Mae Simon to Austin and San Antonio; Kirby and Helen Jones to Houston; Lewis and "Polly" Lengnick to Austin.

R. M. ("Tom") Tompkins has been transferred from Navasota to take his place among those in the distribution department here. We are glad they sent "Tom" down, we believe it will be one more point towards efficiency.

LINE DEPARTMENT

The Line and Substation crews have completed many jobs since the last issue of Plain Talks.



Left is Longs Station Substation to serve a common grounded neutral distribution system. Right: Linemen J. C. Morrison and Homer Vaughan, tying in the 7.6 KV Steel line, west of Jasper.

TRANSMISSION DEPARTMENT

Earl and Doris Sawyer spent their vacation during the last two weeks of December in Burlington, Vermont, where they visited relatives. They also spent a few days in Pittsburgh and Philadelphia, visiting Westinghouse and General Elec-

tric plants. . . . "Bill" and Huldah Thomson spent the Christmas week-end in Lake Charles. . . . "Hop" and Stella spent a quiet, quiet Christmas at home, as did "Pop" Rouse. . . . Cecil Crawley, "Believe It Or Not", took a vacation in December, visiting in Arlington and Somerville. . . .

R. F. Reese has been transferred from the Line department to the Substation gang.

F. R. Frazier was recently transferred from the Line Department to the Substation gang.

The Substation maintenance gang has just finished rearranging transformers and miscellaneous material in the storage yard. It really looks fine over there, boys, and we are proud of the job. These boys under "Pop" Rouse's guidance have also just completed remodeling the Port Arthur water works substation to take care of a new loop feeder.

METER DEPARTMENT

Charlie Ingraham has spent time and energy hunting the little feathered friends this season to no avail.

Frank Bolton spent Christmas in Navasota. . . . "Little Smitty" and "Jem" Smith spent Christmas week in Tenaha and Center.

Our leading squirrel hunters, Lewis Roberts and ("Big Smitty") George Smith.

"Pop" Brader found working hard, "as usual."

GARAGE

"Dutch" Fischer goes hunting with "Bill" Stirling and Charlie Ingraham. We wonder why?

Lloyd Riggs has returned to work. Lloyd has been suffering with a fractured knee-cap.

"Slim" Sirman found rushing around "as usual".

ENGINEERING DEPARTMENT

Vacationing during the early days of January: Newlyweds—Mr. and Mrs. Dan Poulson. He's the well-known and well-liked architect in the Engineering Department. She's the former Doris Anderson, popular member of the main office group. San Antonio was the favored city, with side trips to Waco and other points in West Texas.

Wallace Trumper also vacationed early this month. As he tells it, "He just took a rest"; came back looking pretty chipper.

Christmas and New Year's week-ends gave others opportunity to travel and see the last football games. The Tom Keillers



Here is "Reddy Kilowatt", the fellow you saw on the cover page, and who is the new employee introduced at the annual meeting. Reddy is a friendly little chap who will appear in most of our advertising in the future. Ashton B. Collins, of Birmingham, Alabama, who created this figure, which has gained nation wide recognition, presented Reddy at the annual meeting. Mr. Collins demonstrated many ways that Reddy has helped win friends for companies such as ours.

saw the Cotton Bowl game.

Bill and Hilda Wendt visited in Brenham.

A slight accident has Sterling Oliver limping around with a sore foot, but he'll be as good as new, in a week or so, the doctor tells us.

After considerable trading, the new calendars have found permanent homes, and their owners are slowly learning to write 1938 instead of 1937.

Robert (time report, please) Atha has worn out several erasers, correcting time report dates, but he says that "'37's" are becoming rare, thank goodness.

A brand new suit was seen in the department recently, and while we won't mention names, we hear word of an early Spring Wedding for one of our draftsmen. Is there a connection, or do we have too much imagination, or what?

Did you know that our Company has a very active basket-ball team? Several of the boys of this department are on this team. Namely: Johnny Camp, Louis Romano, and Perry Wiggins. The games are good and certainly deserve a better attendance from the employees of our Company. Any member of the team can tell you when the games are to be played. If you see one game, you'll go to another.



Bob Guidry
Editor

production news

PRODUCTION DEPARTMENT NEWS

All Mr. Hirsch needs to become an admiral is a uniform with gold braid. He has talked boats so much lately that some of the fellows wonder if he didn't go clear through Annapolis. Maybe we shouldn't mention it, but, remember the time the boat sank while he was the Pilot?

Travis Street Substation interior started out the new year with a fresh coat of paint. E. A. Moore and Maxie Montagne did the work and they did a swell job.

Ruby Ray Ridley who loves her flowers, recently arrived in Lafayette to see the Camellia Japonica blossoms three days late.

H. G. Fitzgerald spent several weeks at Tevis Street Plant, relieving during vacations.

W. A. White, load dispatcher, has been transferred to Neches Power Station.

It might interest you to know that for about seven hours on January 13, the system frequency (your electric clock) was controlled from a station in Ohio State. This occurred when a test tie in of several transmission systems resulted in interconnections as far as Chicago, Illinois.

C. R. McGrew spent most of his vacation taking care of the new member of his family, Gloria Ann McGrew, born December 2.

Buddy Marshall, of El Paso, wrote Brother Jake announcing the arrival of a young son, 5½ lbs, born December 13. Jake did not answer the letter at once, but on December 31, he wrote Brother Buddy: "Mr. and Mrs. M. B. Marshall announce the arrival of a 10½ lb. daughter who takes the name of Eleanor Rae Marshall."

V. O. Holst, recuperating from an off duty accident several weeks ago, is getting along fine and will probably be back on the job by the time you read this.

L. L. Landry had an unusual and most unpleasant experience on Washington Blvd. near Park Street. Late at night while walking toward the bus line he encountered what he thought was an ordinary cat. However, he discovered too late that it was a polecat.

PROGRESS No. 3 UNIT

Tucker, his assistants and all their equipment have moved into the new laboratory. Now the big problem is finding where they put everything. The next move will be by the employees into their new "air conditioned" locker rooms.

With E. A. Andrus running the overhead crane and T. W. Rubottom, Westinghouse Engineer, giving the signals the condenser has been erected, all 6,200 tubes are in, and the circulators and condensate pumps are in place.

A wood fire was put under the new boiler January 13, for drying out purposes. The boiler feed pumps with those small motors (only 600 H.P.) are now installed and ready for service. The control panels are being installed with all the necessary instruments. The boiler control panel looks like a station switchboard.

STONE & WEBSTER TOPICS

Mr. Fred Taylor of the Power Division has arrived to take charge of preliminary operation of the new unit.

This is going to be a tough winter for G. Sargl. Some thief broke into his parked car and relieved him of his overcoat. He hopes for an early *Spring*.

Mr. Rodden and other auditors of the Stone & Webster engineering corporation, spent a few days with the local organization.

Construction of a new unit at Louisiana Steam Generating Corporation at Baton Rouge, starting very soon, will probably cause the shifting of several key men. Mr. Ward, local Stone & Webster accountant moves to Baton Rouge to assume a similar position. Mr. Watkins replaced Mr. Ward in the local office.

WEDDING BELLS

Miss Alma Lee Patton, the cute little girl who always said "Good Morning, Stone & Webster," resigned to become Mrs. Wade Houston.

H. T. Roberts the warehouse man has not resigned. He recently got married. That's the difference in boy and girl; she gets married and quits, he gets married and never quits.

See next page

Navasota

Continued from page 4



Here's one of the Navasota division's cooking classes held at the Josey Boy Scout Lodge at Huntsville. First row, (reading left to right): Mary Scott, E. B. Stagg, and Ruby Nelson. Second row: R. T. Wright and John Lee Barrett. Third row: Jimmie Cates, Jimmie Odom and Imogene Seeley. Top row: Jelly Gilmore, Chas. Waller, Ann Grove and Geo. H. Johnson.

The Home Service Department of the Navasota Division conducted a series of cooking schools for cashiers, servicemen, and DRs. The first, for two days was held at Conroe, and was followed by two day schools at Huntsville and Calvert. About seven employees attended each day. Each employee was taught the actual use and care of appliances we sell.

treasury dept.

Continued from page 3

editor for this department for PLAIN TALKS. As you probably know, Charlyne was married January 15, and is now a long ways from us, Lynchburg, Virginia. We all miss her terribly but wish her the best of everything. . . . The new face in the accounting department this month is Thomas Wainwright who hails from Oklahoma City. Welcome to Texas, Beaumont, and Gulf States, Mr. Wainwright. We hope you like them all. . . . Charlie Genaro is the proud father of a son, Charles, Jr., born recently.

production news

Continued from page 10

Miss Alice Debney is the new voice on the Stone & Webster P. B. X. board.

ORANGE

Ed Banks, ice deliveryman, transferred to the Sabine Power Station as oiler, is succeeded by Leon Smith, extra ice deliveryman.

The C. M. Fleming family was called to Baton Rouge recently because of the serious illness of Mr. Fleming's brother-in-law.

C. H. Meeks and family spent the holidays in Clinton, Mississippi visiting relatives.

James Selman, assistant DR for the past year, has been made a full-fledged DR.

During December, changes were made in our electric distribution system that should improve the voltage regulation in Orange materially. A six-mile extension has been completed on Highway 87 to serve approximately 35 customers.

LIBERTY

Little "Hal" Ridly, son of Tom Ridly, ice department, is well on the road to recovery after undergoing an emergency operation at Mercy Hospital, here for a ruptured appendix.

Ellis Taylor has had a tooth pulled and is still looking for the dime under his pillow every morning.

W. B. Ewing, line department, is back on the job after several days illness.

Putting two and two together after overhearing bits of the boys' conversation, one would surmise that a day of hunting is just a day lost now. The birds seem not to be there, the dog is no good, it rained, or—, well you've probably heard about it too from the fellows in your office. Anyway prospects for domestic happiness in Liberty Division are becoming increasingly brighter for January, 1938.

What would you think? Laura Nan reports that Tennie went to Houston Saturday afternoon. When asked for details of the trip, we were told to use our own imagination. Guess we'll have to watch both the front page and the society column of the daily news for a few days.

Harold Barclay, ice department, is deeply affected by a new problem, he is sure when his little daughter Kay says "Da-da-da-da" she is saying "Daddy", but he can't interpret the "Goo-goo-goo".

E. L. Granau.

PRIZES

To Be Administered By The
EDISON ELECTRIC INSTITUTE
And Awarded In
1938

BYLLESBY PRIZE—*Accounting*

Cash prizes of \$100, \$50 and \$25 donated by Public Utility Engineering and Service Corporation, in memory of Colonel H. M. Byllesby, for the three most meritorious papers on any Accounting subject relating to the Electric Light and Power Industry.

FORBES PRIZE—*Public Relations*

A cash award of \$250 donated by Mr. B. C. Forbes, Editor, Forbes Magazine, for the most meritorious paper dealing with the subject of Public Relations in the Electric Light and Power Industry.

LINDEMANN PRIZE—*Electric Cookery*

Cash prizes of \$150, \$100 and \$50 donated by Mr. A. L. Lindemann, President, A. J. Lindemann and Hoverson Company, for the three most meritorious papers dealing with the Advantages of Electric Cookery for Domestic Purposes.

McGRAW PRIZE—*Engineering*

Cash prizes of \$250, \$150 and \$100 donated by Mr. James H. McGraw, Honorary Chairman, McGraw-Hill Publishing Company, for the three most meritorious papers on any Engineering or Technical subject relating to the Electric Light and Power Industry.

THE R. B. MARSHALL AWARD

A cash award of \$500.00 divided into five equal parts of \$100.00 each for utility representatives who sell, lease or rent during the *calendar year 1938* the greatest number of individual domestic electric ranges of a rated capacity of seven kilowatts or more.

The purpose of this award is to promote greater activity and efficiency among utility retail salesmen.

Details of the award will be published before January 1, 1938.

You are cordially invited to enter the competition for any of the above prizes.

Elaborate and costly papers and exhibits are entirely unnecessary. The rules and conditions of the contests follow the details of the contests.

All papers for the 1938 prizes must be forwarded, in duplicate, by March 1, 1938, to the Secretary, Edison Electric Institute, 420 Lexington Avenue, New York, N. Y.

Winners will be announced and prizes awarded at the 1938 Convention of the Edison Electric Institute.

PRIZE AWARDS COMMITTEE

Charles W. Kellogg	James E. Davidson
Lewis B. Beatty,	H. P. Liversidge,
Secretary	Chairman

RULES AND CONDITIONS OF CONTESTS FOR PRIZES TO INDIVIDUALS

Any person employed by an electric light and power company is eligible to enter the competition. No person is eligible to win two years in succession the identical prize or lower prize of the same award, but is eligible for a higher prize of that award. Papers must be the original work of the author or authors, prepared exclusively for this competition. Papers may be of any length, and pen-and-ink drawings or photographs suitable for reproduction may be included. Papers should be typewritten on one side only, and submitted in duplicate.

The first page of the manuscript must give the following information: the name of the prize for which the paper is submitted, title of paper, name of author, name and address of employing company, title or character of position and home address. One paper may not be submitted for more than one prize.

Papers not receiving awards will, upon request, be returned to contestants after the awards have been announced at the 1938 Convention of the Institute. Prize winning papers will be available for inspection at the general offices of the Institute.

GULF STATES UTILITIES EMPLOYEES FEDERAL CREDIT UNION

Charter Approved February 24, 1936

FINANCIAL AND STATISTICAL REPORT

Began Business Mar. 30, 1936

For Month of December, 1937.

BALANCE SHEET

ASSETS			LIABILITIES		
	End of This Mo.	Same Mo. Last Year		End of This Mo.	Same Mo. Last Year
Loans	\$33,684.18	\$19,906.21	Shares	\$40,254.78	\$21,958.00
Cash in Banks	9,938.44	3,055.58	Reserve for		
Petty Cash Fund	10.00		Bad Loans	963.46	313.00
			Undivided		
			Profits	2,414.38	690.79
			Profit & Loss		
TOTAL	43,632.62	22,961.79	TOTAL	43,632.62	22,961.79

STATEMENT OF INCOME AND EXPENSE

EXPENSES			INCOME		
	This Month	This Yr. To Date		This Month	This Yr. To Date
Rent, Heat, and Light		5.00	Interest on		
Misc. General ..	15.70	89.49	Loans	304.74	3,111.65
Trans. to Reserve			Entrance Fees ..	5.25	46.00
for Bad Loans	608.68	650.46	Fines		1.03
Bal. (Profit)	314.39	2,413.73			
TOTAL	309.99	3,158.68	TOTAL	309.99	3,158.68

STATISTICAL REPORT

LOANS			SHARES AND MEMBERS	
	No.	Amount		
Made this month	114	8,904.00	Paid in on Shares	
Repaid this month			this Month ..	\$ 1,904.99
(Amt. Only) ..	—	5,812.71	Withdrawn on Shares	
In Force at End			this Month..	595.62
of Month	471	33,684.18	Total Paid in on Shares	
Total Loaned Since			Since Organization	\$48,894.76
Organization	1,378	109,339.75	Total Withdrawn on	
Loans Delinquent			Shares Since	
(a) One Mo.			Organization	8,639.98
or Less	2	8.42		
(c) Two Mos.			New Members this Mo.	25
or Over	2	51.05	Total Memb. end of Mo.	653
Charged off this Month		None	Total Members Since	
Charged off since organization		None	Organizaztion	753