

# PLAIN TALKS

EASTERN TEXAS ELECTRIC CO.--GULF STATES UTILITIES CO.  
WESTERN PUBLIC SERVICE CO.



MARCH

1928

# PLAIN TALKS



## *A Plea for Plain Talks*

**T**HE PLAIN TALKS staff has been successful this month in getting probably more personal contributions to the magazine than ever before in its history. This material, in addition to being interesting, represents the earnest thought of some of the employees of our companies who are interested primarily in the Company's welfare and in the welfare of their fellow workers.

I hope that everyone will take occasion to read the articles that have been contributed, and to give some thought to the contents. PLAIN TALKS is published by and for all of the employees of our companies, and for their friends constituting the public. Words coming from the pen of any of our fellow workers are bound to carry a message of interest, for the simple reason that the subject he is talking about is of sufficient interest to him to warrant the article.

All of us are working toward the same end, although we may travel different paths to accomplish our various purposes, and it is an undisputable fact that those who advance the farthest in any business are those who interest themselves in the other fellow's work during their spare moments, in an endeavor to broaden their knowledge of the Company's business.

I bespeak for the editors of PLAIN TALKS a continuance of this sort of assistance, which, I am sure, is appreciated by the PLAIN-TALKS staff and is of value to every employee who takes the time and trouble to read the articles presented.

*J. H. Stetson*

## *Keep Up Good Work*

The results of sales for the months of January and February indicate that we are off to a flying start. Our campaign sales have gone over our estimates in each instance. The splendid interest displayed by the Women's



Committee and other employees not directly engaged in sales work has assisted materially.

With this splendid co-operation, our companies should be winners in a national contest, to be held shortly, details of which will be announced at our annual meeting of Superintendents and District Representatives, to be held in Beaumont. The winner of the Progress Award will also be announced at this meeting. Let's each and everyone of us keep up this good work, which is necessary to place our companies as leaders in the above mentioned contest.

*P. E. McChesney*

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## *Thanks*

**A**LTHOUGH we believe this issue of Plain Talks will speak for itself, we can't resist the temptation to say a few words in its behalf. A glance through its pages will be sufficient, we believe, to convince you that it is, beyond a doubt, the finest issue of our magazine ever published. It boasts a new department or two. We hope you'll like them. It contains a wealth of contributions thoroughly worth while. It demonstrates, as nothing else could, how interesting it can be made when we all enthusiastically co-operate—and put real thought into the preparation of material. We want to thank those who made a special effort this month, give credit where credit is due, and say "Come Again".

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## *Congratulations*

We want to congratulate our friends out in El Paso on winning the Anthony N. Brady Memorial Medal for accident prevention and health promotion work on electric railways operating between 1,000,000 and 5,000,000 miles during the year ending December 31, 1926. Award of the Anthony N. Brady Medal is indeed a high honor and all Stone & Webster Companies may well share with the El Paso Electric Company the joy of bringing it into the family. Again let us say, "Our most sincere congratulations."

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## *New Cover Series*

We present something new in covers this month and hope you'll like it, for more, on the same order, are on the way. We are indebted to Mrs. Jack Reidy, who took time out from being a safety director's wife and a distribution department stenographer, to pose for us. The picture is by Bernard Way.



## *An Opportunity*

Here's an opportunity for every employee to step up and perform a distinguished service for his organization. Stone & Webster, Inc., is considering changing the design and wording now used in all of its advertising.

Here is the notice that has been received from Boston:

“Wanted: A design and a slogan. For advertising purposes, it seems desirable for Stone & Webster to consider a design, together with appropriate wording, which might be used as a standard trade-mark.

“The design should incorporate the triskelion and should be simple.

“The wording used in our current advertising is: Design, Build, Operate, Finance.

“Perhaps someone can suggest something else. It must consist of a very few words, must be in keeping with the best position of an organization of our size, and should tell a good story in a brief, forcible manner.

“It is very probable that this form can be supplied by members of our own family, and suggestions from everybody will be welcome.”

There is little we can add to the Boston notice, except that opportunity is knocking, and someone is going to open the door and let it in. It will be a fine achievement for the individual and for our organization if we can produce a trade-mark that will be acceptable. Start to work now and as soon as you have your ideas in shape send them to Mr. Holtzclaw's office. The best will be forwarded to the Boston office for consideration there.

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## *A Few Dates*

We have on our desk one of those trick calendars that gives birthdays, the dates of historical events and such things. From it we learn many things that we never knew before and refresh our memory on others that we have long since forgotten. In February we find listed the following:

The month's stone is the amethyst which stands for sincerity.

The flower is the violet, for modesty.

February 2 is ground-hog day.

February 12 is the birthday of Abraham Lincoln, who was born in 1809.

St. Valentine's day falls on February 14.

The 22nd is Washington's birthday.

Henry W. Longfellow was born February 27, 1807.

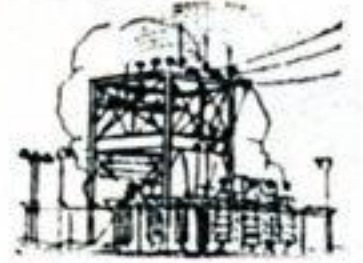
March, we find, is the month of bloodstone, which stands for courage, and the daffodil, “the breath of spring,” is the flower.

On March 4, 1789, the first Congress under the Constitution met.

On March 10, 1876, the telephone was first used.

March 17 is St. Patrick's day.

March 20 is officially the first day of spring.



## Some Money

The "Autobiography of a Thin Dime," a neat little booklet containing a reprint of an address delivered by Edward F. Wikswire, Vice President of the Ohio Brass Company, came to our desk the other day, and we found this inside: "I am a dime, 10 cents. I am not on speaking terms with the butcher. I am too small to even look at a pint of ice cream. I am not large enough to purchase a good cigar. I am too small to buy a ticket to a movie, and hardly fit for a tip, but, believe me, when it comes to a street car fare, I am considered *some* money." Along with this bit of philosophy: "A crank is a fellow who insists on convincing me instead of letting me convince him."

### FOR EMPLOYEES WHO INVEST

Knowing that many employees are interested in investments, we have arranged to reprint articles that appear monthly on the front cover of the offering circular on investments published by Stone & Webster and Blodgett.

Every employee who has money to invest will find much valuable guidance and sound advice in them. Here is the first one of the series.

#### *When To Invest*

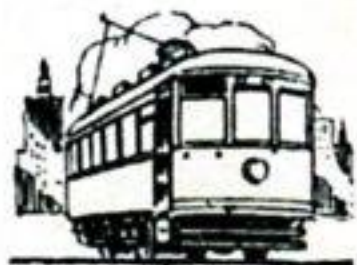
"There is a wealth of opinion as to the proper time to buy or sell securities. But it is generally agreed that the proper time to invest is when one has the money available. This is a principle which many banks, insurance companies and other large investors have developed out of their long investment experience and to which they hold steadfastly. It is also a logical and valuable rule for the individual investor to follow.

"Many investors tend to hold their funds available for investment to take advantage of more favorable opportunities, fancied or real. Even if a more advantageous price is obtained by waiting, this is usually lost by keeping money idle or at low rates. This is true because for bonds and

stocks of high investment rating price variations, while inevitable, are generally within narrow limits, and may be equalized by a policy of continuous investing. The investor who saves regularly, and carefully invests his funds as they accumulate, will usually profit more than the individual who awaits "buying opportunities."

"The rule, to invest as soon as funds accumulate, does not mean, however, that an individual should leap into the investment market as soon as he has a few dollars gathered together. Time spent in investigating a security, the issuing corporation and the banker or bond house selling the security is time spent profitably. It is important for the investor to get his money working as soon as possible, but the main thing is to get money working safely."

This we found in a piece of direct-mail advertising matter from "Charm - O - Lite" — The usage of premiums to stimulate sales is not a new method by any means, as merchants of ancient Babylon gave a quiver of arrows to every purchaser of a chariot." Roman manufacturers gave trinkets of value with cosmetics. Incense went free with idols in Athens.



### TOASTER SALE FOR MARCH

This month will be toaster month for the Gulf States and Western Public merchandise sales departments. Tell your friends that we are selling the Westinghouse Turnover Toaster with a seven piece "Golden Glow" toast serving set for only \$6.60 with terms at 60c down and \$1.50 monthly. The Toastmaster Automatic Electric Toaster with the seven piece "Golden Glow" toast serving set will sell for \$12.50, the price of the toaster alone. Terms on this toaster will be 50c down and \$1.50 monthly.

Help the sales department to boost March merchandise sales.

### GRAYBAR ELECTRIC TO HAVE BEAUMONT OFFICE

Announcement of plans for the establishment of a wholesale warehouse in Beaumont was made by the Graybar Electric Company on February 14. W. Carroll Keith, President of the Keith Lumber Company, announced that his company would build the warehouse for the new branch to be ready for occupancy by June 1. The branch will serve territory that has formerly been supplied by the Houston office, and our old friend, Johnny O'Neal, who has handled our account will be in charge of the office here, which will cover, roughly, the Beaumont trade territory in East Texas and West Louisiana.

### QUICK RESPONSE

Tucker: "Give me Liberty or give me Death."

Load Dispatcher: "Beard, give me your knife."

### TEXAS OUTSTRIPS COUNTRY IN PERCENTAGE INCREASE OF ELECTRICAL PRODUCTION

Texas is far outstripping the remainder of the United States in the increase of electric power. This is one of the most definite indications of the growth of the state to be found anywhere, says the Texas Public Service Information Bureau.

The total output of electricity over the country in 1927 was 79 billion kilowatt hours, representing a 7 1-2 per cent increase over 1926, according to compilations of the National Electric Light Association.

In Texas the increase for November, 1927, over November, 1926, was more than 19 per cent, or almost three times the rate of increase for the country as a whole.

It is believed when the complete figures for 1927 are available it will be shown that the increase in Texas is even much greater than this.

Indications are that the growth of the electrical industry in 1928 will set new high marks, the National Electric Light Association states. The total production of current throughout the country this year is expected to reach 83,000,000,000 kilowatt hours.

The industry in 1927 paid taxes totalling \$150,000,000, including federal, state, county, local, and special. The spread of interconnection is referred to as one of the most important factors.

### IT'S A BOY!

Mr. and Mrs. Kenneth E. Sutton became proud parents of a baby boy, Kenneth Edwin Sutton, Jr., on February 29.



## THE RIGHT-OF-WAY MAN

*By Jack Reidy*

Everyone about the place is highly elated when it is authentically announced that the company will construct a new transmission line, but the right-of-way man, whose job it is to go out and get permission of various land owners to run the line over their property, is apt to be plunged into despair. Sometimes his work proves pleasant, but often it is anything else but. He first gets all details of the job from the Engineering Department; then goes out, gets located, and gets down to real work.

The right-of-way man comes in contact with nearly everyone in the neighborhood of the right-of-way of the line. He is likely to hear much adverse criticism of the company, but if he is really on the job, can correct wrong impressions that certain people have acquired.

Many arguments are presented by the owner before he will give permission for a line to be run through his property. He brings up his stock, his fences, timber and crops, all very valuable to him, and deserving of careful consideration. He must be assured that his property will not be injured in any way, and once this promise is made by the company it must be kept, or the owner gets a bad impression of the company.

The right-of-way man must adapt himself to the conditions of the locality he is working in. A successful right-of-way man must never say die. He will leave the old Ford truck in a mud hole and complete his journey on foot. When he gets to the farm over which the company wishes to run its line, he will probably find his farmer out in the field. He isn't discouraged. Through the plowed fields he goes. If the farmer is picking cot-

## VISIT SILSBEE PLANT

On Sunday, February 26th, Miss Alice McMaster and Miss Mary Haynes visited Silsbee on a tour of inspection of our property there. After riding over the city for about an hour they located the ice plant and were shown through it by one of the employees. Mr. Gus Hollinshead was seen making the "drag" there and when the young ladies finally found their way out of the town and got back to Beaumont he was the first person they met on Pearl street. Gus seems to be leading a fast life since he went to live up at Silsbee.

### *No Loss*

Druggist: "Here, sir, is your package. Seventy-five cents, please."

Deaf Old Gentleman (placing nickel on counter): "Thank you. There is your nickel."

Druggist: "But I said seventy-five!"

Deaf Old Gentleman (going out the door): "Well, there's your five cents!"

Druggist: "Well go on, you old fool, I made three cents anyway."

ton, he helps. When the sun has set and he is invited to stay for supper, he accepts. He never turns down an invitation to eat. He is usually hungry and, besides, refusal may offend.

After supper, he suggests that they go down and pull the Ford out of the bog. By the time this is completed, he has established a new personal friendship.

Then he makes a friend of the land owner for the company.

The high line is built, promises are kept. Everybody's happy.



## *Thomas Edison Talks*

“Of one thing I am more positive than I was even forty years ago—the electrical development of America has only well begun,” writes Thomas A. Edison in a foreword to a recently published book, “Aladdin U. S. A.,” by Ernest Greenwood (Harper and Brothers, New York).

He also declares that “great days are ahead of this nation and the world, and electricity will have a great part to play, granted only that it can be unfettered, with full opportunity for the largest possible individual initiative and energy.”

Mr. Edison appears in a reminiscent, as well as a prophetic mood. Telling of the opening of his old Pearl Street station in New York on September, 4, 1882, the first electric central station in the world, he relates:

“The reporter from the Evening Sun who came to interview me at the station was an alert and agreeable man, with an average degree of skepticism. It was obvious that the little station with its ‘thirty balloon-shaped globes, ranged at intervals on either side of the room’ and glowing ‘with incandescent horseshoes’, seemed hardly more than an amusing toy to him. He could not conceive that it meant the end of the candle and oil lamp and gas lamp, the end of the horse and carriage, the end of one epoch in civilized life and the beginning of another.

“Some of us saw farther than he did, but even our imaginations fell short of visualizing all the changes that began that night. Many minds, working together, produce progress that outruns the imagination of even the most courageous.

“That was forty-five years ago.

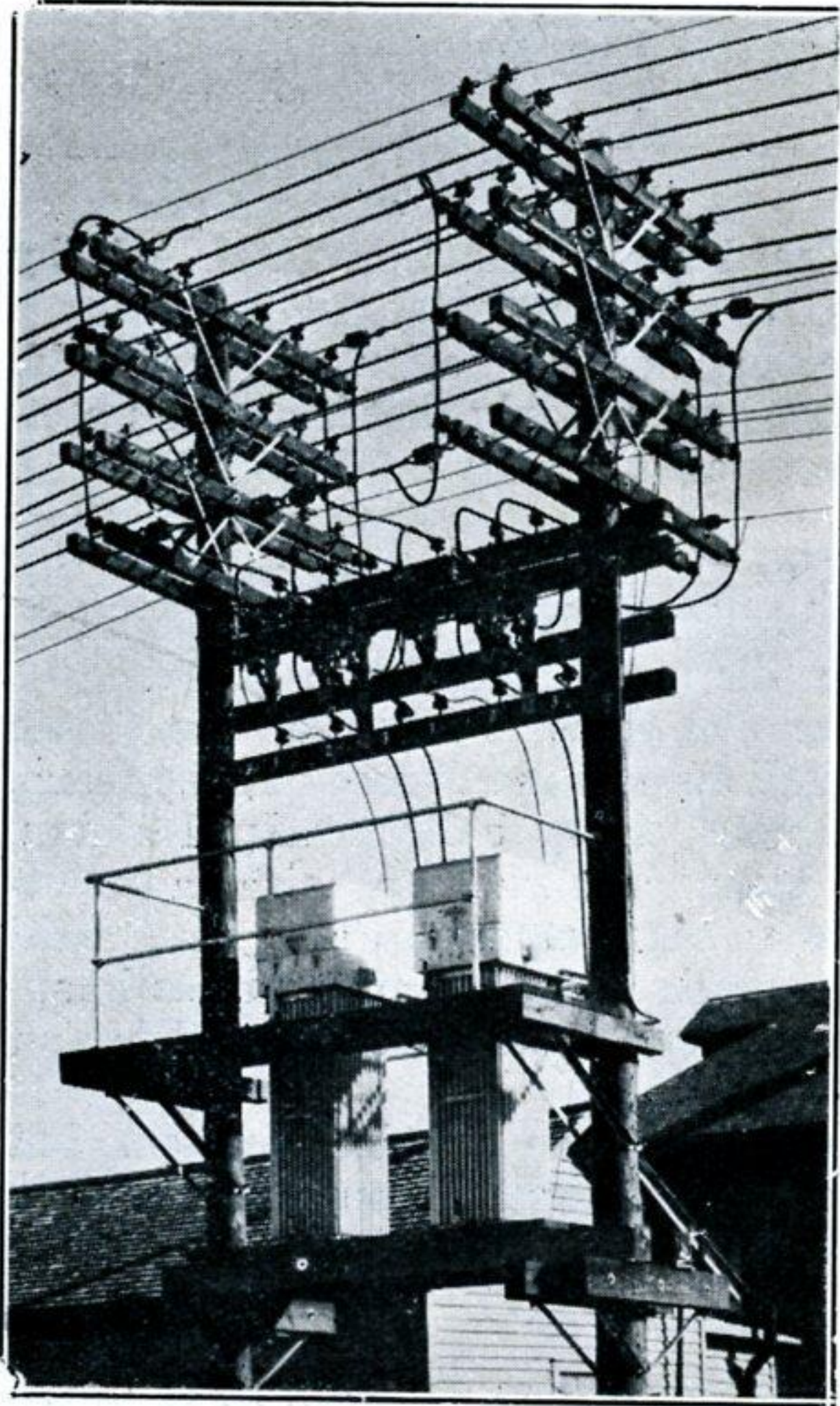
“I was a young man then. I am an old man now. I have lived to see the street car, the elevator, the electrified railroad, the automobile, the phonograph, the motion picture, the radio, the airplane, and the beginning of television. It seems today to many, as it seemed to most men and women in 1882, that no great forward steps remain to be taken which are comparable to those that have been taken.

“It may be that the next forty years will not produce inventions of such revolutionary character. Progress has been so rapid that we may require a breathing spell in which to consolidate our gains and develop present inventions to their full capacity. But of one thing I am more positive than I was even forty years ago—the electrical development of America has only well begun.

“So long as there remains a single task being done by men or women which electricity could do as well, so long will that development be incomplete. What this development will mean in comfort, in leisure, and in opportunity for the larger life of the spirit we have only begun to realize. Great days are ahead of this nation and the world. And electricity will have a great part to play, granted only that it can be unfettered, with full opportunity for the largest possible individual initiative and energy.

“I look back with happiness to that eventful afternoon forty-five years ago. What will be happening in electricity forty-five years from this evening? I wish I might be here to see.”





Two single phase regulators have been installed on two of our long single phase feeders in the north end of the city and have improved voltage conditions considerably. The installation was designed by the engineering department, the line work, platform, switches and regulators being installed by the line department while the adjustment and cutting in of the regulators was done by the substation crew. This is one instance where "too many cooks did not spoil the pie."

This installation improved voltage conditions approximately 5 per cent and put an end to low voltage complaints from customers served by these feeders. Incidentally, this installation will increase the revenue from the territory served by these feeders around 7 per cent.

## ACCIDENT PREVENTION WORK PROGRESSES

Mr. Braunig and Mr. Reid of the Transmission and Distribution Departments attended a meeting of the Accident Prevention Committee of the Southwestern Geographic Division, N. E. L. A., in Houston on February 17. Mr. Braunig, who is Chairman of this committee, reports that the meeting was well attended and a large amount of good work accomplished.

The Accident Prevention Committee for the Southwestern Geographic Division decided in October last year to confine its work for this year to two or three subjects. It was decided that the first subject would be a letter to all member companies asking them to put into effect a mandatory rule requiring every employee to learn and practice the Prone Pressure Method of Resuscitation. The Shaeffer Prone Pressure Method of Resuscitation is recommended by the National Electric Light Association.

During the past year there were approximately 17 lives saved by this method in the Southwestern Geographic Division, and approximately 167 lives were saved by this method in the United States. As this number represents only a portion of the lives which might have been saved, it can readily be seen that a mandatory rule requiring every employee to learn and practice the Prone Pressure Method of Resuscitation will greatly reduce the number of fatalities each year.

In our own company, Mr. Herrin, our Service Foreman, received an Insull Medal Award for successfully resuscitating a victim of electric shock. This award was presented by Mr. Holtzelaw at our annual Picnic last year.

The second subject which the committee had decided to work on this year was the putting into effect by all companies in this division, a mandatory rule with reference to the wearing of rubber gloves on energized conductors or apparatus carrying voltages between 250 and 5000 volts.

On February 6, Mr. Holtzelaw issued a bulletin making it mandatory for any employee of our company to use rubber gloves on all energized lines or apparatus carrying voltages over 250 and less than 5000 volts. Voltages above 5000 will be handled with special live line tools.



# Taking the BOGEY

By  
P.R. WILLIAMS



out of  
the

# BUDGET

Webster says that a bogey is a bugbear—unfriendly, menacing, to be avoided! But I want to prove to you that the bogey as we know it in accounting and operating language, is one of our best friends—reliable and helpful—our budget.

A chance remark which I overheard one of our employees make, questioning the value of all the work necessary to compile and maintain our bogies, suggested placing before you employees and readers of PLAIN TALKS the principles of bogey-making.

### “Ouija” Not Necessary

In the first place, a bogey is not arrived at through solemn conclave over an ouija board, as is the rather universal belief, I imagine, among laymen. It is compiled in October of each year, and is a scientific, studied estimate of the revenue which it is believed will be made during the twelve-month period beginning with January next, as well as the expenses which will necessarily have to be met, in order to obtain such revenue.

A bogey is prepared for each department, based upon that department's previous experience, plus a tempering of the immediate surrounding situation, as it may affect or react upon such department's earning. It is logical to assume that history repeats itself, and if, during the last two years, a certain percentage of growth was apparent in the various revenue-producing departments, it is not unreasonable to suppose that this same

percentage of gain will again result, unless some self-evident and wholly abnormal factor is involved. For instance, 1927 was an unusual year.

Its building program alone was almost phenomenal, and it would be unwise to expect 1928 to equal or surpass it. However, a steady, normal increase in prosperity and growth is expected, and based

upon what we do know of 1928 (or what we did know in October)—including the building of new hotels and the completion of office buildings, together with the improvements in roads and highways, as well as the whispered possibility of a refinery being erected near Port Arthur, the bogey for this year was thoughtfully prepared.

## NOTE

Every employee whether directly or indirectly interested in operating or accounting work should read this article.

The Editor.

The facts that we know, the history that has been made, and the common-sense guess of what will be—all go toward making what we call our “bogey”.

### Bogey Important

The bogey plays an important part in our company, and its chief advantage may be classified in the following manner:

- (1) Each one in the organization has a definite goal to attain. “Beat the Bogey” is the watchword of all.
- (2) Sales effort and production costs are considered with the Company's financial position. In the words of the homely proverb: “Don't bite off more than you can chew.”
- (3) Responsibility for expenditures is

(Continued on Next Page)



definitely assigned to departments and their heads.

- (4) The bogey gives warning when to be cautious and when to forge ahead. It acts as a traffic light to all who care to read the signs of the times.
- (5) The bogey serves as a measuring stick to compare actual performance with promises and standards, showing not only what may be done, but (more important) what should be done.

“A measuring stick to compare actual performance with promises and standards.” Let me say here and now that the fact a bogey is exceeded far and beyond its promises, is **no indication of especial merit**. Rather, all things being equal, it shows a decided lack of foresight upon the part of the bogey-makers. A bogey, to be of the greatest value to all, should be conservative, never skirting the impossible, but likewise should be stiff enough to be a star at which to aim.

Such a bogey, I am glad to tell you, was ours for 1927. Taking the results of all three of our companies for the past year, and looking back to the figures we compiled in October of 1926, we find that by the very slight percentage of one-third of one per cent, our net earnings failed to meet the high standard we had set. This very slight underrun would have been further reduced, had not our tax assessment been so far out of line.

Let us, then, make friends with the bogey, studying it carefully, and it will guide us on to bigger, better jobs.

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## TAKING THE JOY OUT OF LIFE

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Someone is always taking the joy out of life. Here Parker Allen was, completely resigned to southern fare, when Geo. Freeman, the “Black Beauty” boy, sent him a postcard from Boston inscribed thus:

“Am getting plenty of baked beans and everything. Wish you were here with me.”

George has been east for several weeks on Texas Creosoting Co. business.



C. B.  
BARRON,

who came from Boston about a month ago, is learning about lighting from Illuminating Engineer Whiton.

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## PERSONNEL CHANGES IN THE BEAUMONT TRANSMISSION AND DISTRIBUTION OFFICES

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Several changes were to be noted in the personnel of the Beaumont Transmission and Distribution offices during the latter part of January.

R. F. Reid, Distribution Engineer and Assistant Superintendent of Distribution in Beaumont, was transferred to Mr. Braunig.

F. W. Merrill of the Engineering Dept. is now hanging his hat in the Distribution Department where he now holds the title of Assistant Supt. of Distribution for Beaumont.

A. J. Cooper, student engineer in the Distribution Department, is seen parking his lengthy form in the Engineering Department, having taken over Mr. Merrill's place.

J. B. Coltharp, formerly assistant to Mr. Whiton, is now a student engineer in the Distribution Department in charge of maps and records.

W. W. Phillips, formerly general Distribution Engineer, has been transferred to Port Arthur as assistant to Mr. Morgan, Local Superintendent.

P. Guelfi, that genial lad in the Distribution Department, now bears the title of Distribution Engineer for Beaumont.

Mr. Guelfi has been sick for several weeks, and we are mighty glad to see his smiling countenance in the office once more.

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Mr. Hays of the Orange Power Plant has just recently been transferred to Port Arthur in the Distribution Department.



# Do You know?

That out of the 567 species of trees native to the United States, that only three are suitable for use as poles: Pine, cedar and chestnut.

That in the Beaumont Division alone at the end of December 31, 1927, there were 217 miles of distribution pole line. Setting these poles as they grow in the forest would cover an area of more than 36 acres.

That in the Beaumont Division alone at the end of December 31, 1927, there were 700 miles of wire worth, at the present prices of copper, around \$175,000.00.

That there was a gain of 1350 customers in the Beaumont Division during 1927, bringing the total number of customers up to 11,511.

That the total outage of all distribution lines in Beaumont was 26

hours, 39 minutes during 1927 compared with 86 hours, 09 minutes during 1926. (P. S. This does not mean that we suffered a total outage of service of 26 hours, 39 minutes, inasmuch as in the majority of cases more than one class of service was interrupted at the same time.) The total time that all of Beaumont was without service amounted to less than five minutes.

That there were 6591 trouble calls during 1927, an increase of 11.9 per cent over 1926. While this increase was due to the number of new customers gained over 1926, the average time in minutes required to clear these trouble calls decreased 17.66 per cent as compared with 1926.

(Editor's Note: "Bill" Holik, Superintendent of Distribution, Beaumont, contributed this interesting information. We would like to make the "Do You Know" column a regular PLAIN TALKS feature. What do YOU know that the rest of us ought to know? Start getting busy now!)

## IMPORTANT POWER CONTRACT

A. R. Watson, power engineer, brought to successful conclusion in February long negotiations with the Neches Canal Company of Beaumont for electrification of the company's pumping plants.

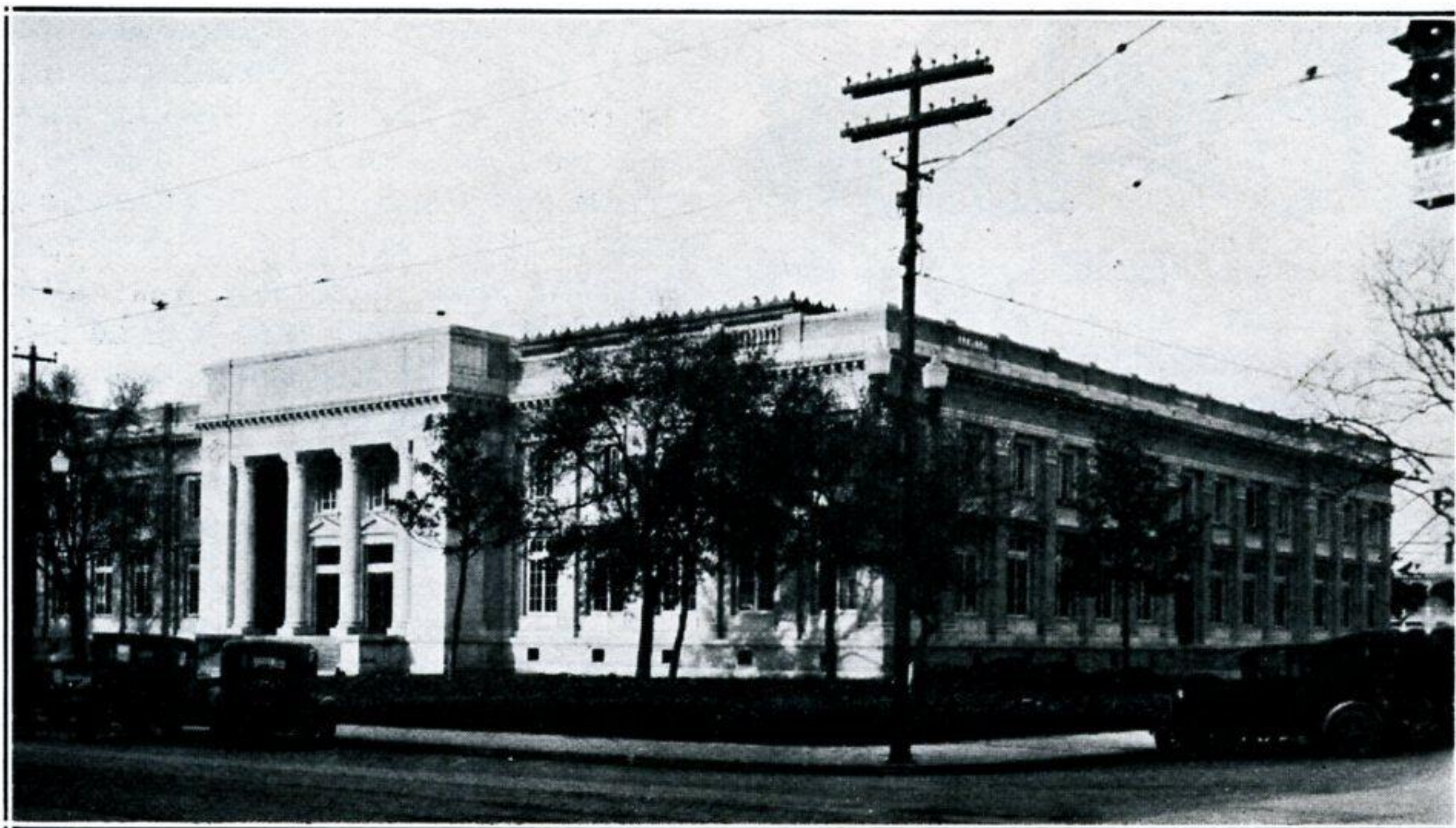
The Neches Canal Company supplies fresh water to thousands of acres of rice in southeast Texas and furnishes it, too, to the city of Port Arthur and refineries.

The company's present steam equipment, totalling over 3000 H. P., will be replaced by motor driven pumps and this will mean, under our contracts, important load and additional revenue.

## MISS HAZEL WEBB RICHARD- SON

of Railway Supt. Singleton's office, was elected at the February meeting of the Women's Committee to succeed Mrs. Mary E. Ganchan as chairman.





## *Steel Poles, White Way Lighting and Beaumont's New City Hall*

Steel poles with white way street lighting fixtures make a very neat appearing installation as may readily be seen by this picture which was taken at Beaumont's new City Hall and Auditorium.

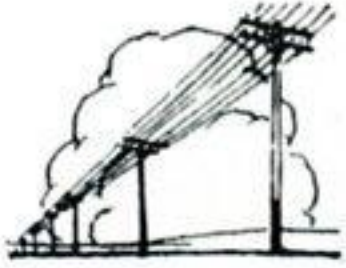
Steel poles are being installed in place of the wooden poles in the greater portion of the downtown district, in order to improve the appearance and permanency of the distribution system. The installation of these poles requires a great deal of re-routing of circuits and transferring of live conductors, especially at locations such as at the City Hall, where the street was widened and the pole lines had to be moved a distance of ten feet.

R. K. Wilkerson, Assistant Station Superintendent of the Neches Station, is in Florida where he was called due to the serious illness of his brother. Mr. Wilkerson was accompanied by his wife on the trip. We trust that Mr. Wilkerson's brother's condition is much improved by this time.

Mr. and Mrs. B. C. Douglass are rejoicing over the arrival of a baby boy. Mr. Douglass is an employee of the Neches Power Station.

### “DIPLOMAT” JOE POTTS

We understand that there is but one man in the city who could have done so much good in such a short time as did Mr. Potts when he got permission to cut down *that old crooked tree* on Irving Street, near Jackson. All credit is due Mr. Potts and we all feel that it was only a real diplomat who could have done the job so well.



## AIR COMPRESSOR INSTALLED AT PORT ARTHUR

A motor driven air compressor has been installed in the No. 2 Power Station at Port Arthur which replaces the old steam driven Westinghouse Locomotive type air compressor located in the No. 1 Power Station. The old compressor, which was formerly the property of the Port Arthur Ice & Refrigerating Company, has been in service for over ten years and was in such condition that extensive repairs were needed.

Since Mr. Morgan has built offices in the No. 1 station for the Port Arthur Meter Department and the Distribution Department, considerable complaint has been made about this noisy old steam driven air compressor and we are sure that the employees working in these offices will be glad to know that this piece of equipment has been consigned to the junk pile as it quite often disturbed their peace and comfort whenever it ran.

The new motor driven compressor was imported from the Orange Power Station where it was no longer needed, due to the fact that the three artesian wells supplying water for the city water system have been connected up to a horizontal centrifugal pump which is located in the fuel oil pump-house. The compressed air connections still remain on these three artesian wells and an auxiliary steam driven air compressor is available in the Orange Plant in case compressed air is ever needed for this service.

The motor which drives this compressor in the No. 2 Power Station was purchased by Mr. Granau from the City of Port Arthur and re-connected to give the proper speed for driving the machine. The installation of this new larger compressor in

the P. A. Plant gives added protection to the Port Arthur Ice Plant where high pressure air is used for agitating the water in the cans while it is being frozen. This equipment was installed under the supervision of Mr. Bridler and was completed during the month of January.

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### PORT ARTHUR

W. W. Phillips of the Beaumont Distribution department was appointed Assistant to George B. Morgan, Superintendent of the Port Arthur Division, as of January 16. Mr. Phillips replaces C. M. Scott, who was transferred to Stone and Webster Construction Division at the Neches Station as of October 27, 1927.

At one of the recent sales meetings held weekly at the Nederland office, the Beaumont bunch entertained with a few vocal numbers offered by a quartet from that division. After the selections were rendered, Mr. Allen announced to Pat Bishop that Port Arthur would be expected to do as much at the next meeting. The noises that have been issuing from the Port Arthur office for the past week have been most unusual.

We discovered a number of excellent voices, but none that would blend therefore, vocal entertainment was cast aside and an orchestra has been organized that would cause Ted Lewis to step aside from chagrin. Mr. Bishop directs and plays a saxophone at the same time and we recommend that everyone who can find time to come to Nederland some Thursday night hear them. "The Bishop Players" will be called upon to entertain often, we are sure.



# Some REPRESENTATIVE REMARKS

BY  
F. PARKER ALLEN



The District Representative Plan functioned very smoothly during January. Out of 12,000 odd meters to be read during the month, only 125 were missed, which is less than one-tenth of one per cent. Since this was the first month that the boys read, we consider this a record to be proud of.

They also sold without particular effort almost \$3,000.00 worth of merchandise.

The idea of allotting one truck and one student to every three district representatives, which was original with the Gulf States Utilities Company, worked very satisfactorily. Several times during the month the students were called on to take the place of one of the District Representatives, since one of the District Representatives was sick and Mr. Clubb was called for jury service which lasted a week. If it had not been for this plan, the working of the District Representative system would have been disrupted.

## Sales More Than Double

Our sales in January were over 2 1-2 times what they were the preceding January, going over the top on both kilowatt hours and dollars and cents. The Western Public Service Company also went over the top.

The sale of 10 vacuum cleaners to the Goodhue Building was one of the outstanding sales. Mr. H. H. Luce, Supervisor of the District Representatives, was instrumental in making this sale. We are also trying to get

the cleaner business of the new La Salle Hotel and the American National Bank. Forty-six vacuum cleaners were sold in January, which was particularly good.

## First on Budget

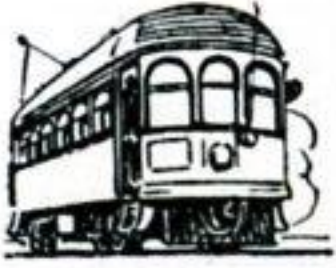
The Gulf States Utilities Company and the Western Public Service Company were the first Stone & Webster companies to send in their budget for 1928. (Extract from the Confidential Sales Letter.)

All the District Representatives and students are taking Public Speaking Monday nights.

The Liberty Division of the Western Public Service Company had the biggest month they have ever had, selling over \$4,000.00 worth of merchandise. More power to Mrs. Bettis, A. E. Hatley, J. W. Brady, Red Smith and Grace Hunnicutt.



Stop us if you have heard this one. Parker Allen asked C. B. Melton to do something-or-other. Mr. Melton protested he was too busy and pointed to the stack of "correspondence" in his incoming basket. How all the dust got on such important correspondence is still a mystery.



## RAILWAY DEPARTMENT PORT ARTHUR DIVISION

“Day by day, in every way, we are getting better and better.” So says every member of this department, and patrons say “ditto.” Although modern equipment hasn’t been placed in service yet and will not until track and overhead have been rehabilitated, Port Arthur is smoothing out the rough places. As one patron of the Procter line expressed it, “I no longer have to remove my false teeth before boarding your cars.”

Alton Pressler and his department are managing to keep the “cracker boxes” and “jumpin’ jacks” together and in fair operating condition until that eventful day comes when “we’ll watch ’em burn with glee.”

Introducing the Port Arthur Division Trainmen, and their length of service:

Walter Thomson, 11 years.  
William Drews, 8 years.  
Paul Abshire, 8 years.  
Walter Hebert, 7 years.  
Fred Glidden, 7 years.  
Philip Melancon, 5 years.  
Marion Knight, 3 years.  
Collie Denson, 2 years.  
Felton Hargrove, 2 years.  
Prentiss Ramsey, 1 1-2 years.  
Lionel Steed, 1 1-2 years.  
John Walker, 1 1-2 years.  
Alfred Fuller, 1 year.  
Clark Mills, 1 year.  
Jesse Hamilton, 7 months.  
William Huff, 7 months.

Many of the Port Arthur Trainmen have visited Beaumont where they met many employees, got a glimpse of their new cars, and took a fling at the pool game in the Train-

men’s Club Rooms. In regard to the “Pool” game, there is soon to be a Port Arthur night on the tables when the championship of that group will be decided.

Philip Melancon, after returning from a visit to Beaumont, was heard to say, “Mr. Sheffield is a good “Pool” instructor but he wouldn’t let me beat him.”

All trainmen proved themselves real salesmen when the sale of weekly passes was started.



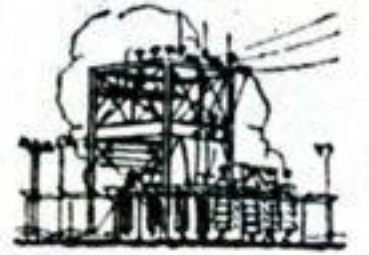
This picture shows a certain Port Arthur operator offering up a silent prayer to hasten the day when his car will not get “hung up” on high places between tracks.

Some real merchandising was displayed when the operators started selling tokens. Clark Mills took a supply of his to his boarding house and sold out and then came back for more.

It can be easily seen that the Port Arthur bunch are natural born transportation salesmen. As Walter Thomson expressed it, “We can sell transportation when we have transportation to sell. If we can sell it now,

(Continued on Next Page)





just watch us sell it when we get those new cars." Walter spoke the sentiments of all.

W. H. Ahrendt, one of the Beaumont operators, is a frequent visitor around the Port Arthur car barn. On these visits he always manages to go to dinner with Operator Drews. The question now arises just how Ahrendt knows when Drews is going to have chicken for dinner.

When the new runs were placed in effect on February 5, Alfred Fuller was bumped back on the extra board. Now Alfred divides his time by operating a work car for the track department and acting as "Skipper" on the Docks shuttle. The first thing we know, Fuller is going to have a nickname and we will know how he got it.

One Operator, in commenting on the new runs, said, "It sure pleases me because when I get off my run at 3 o'clock I can go home and rest and 'knit back together'." —O. W. G.

Golf player waiting impatiently for Mr. Morgan to return to the office so they can go to the club: "Miss Amthor, if you will only tell me where Mr. Morgan is I'll go get him."

Miss Amthor: "He is right in the middle of a hair cut and he must not be disturbed."

Golf Player: "Can't be; there is no middle to George Morgan's hair cuts."

—Luciel Decker.

### Not Fast Enough

Cop: "You were doing 40 miles an hour."

Davis (whispering): "Sh-h, make it 70; I'm trying to sell the car to this guy."



### LET'S CO-OPERATE

Our safety director, Mr. Reidy, reports that when he went to the Gulf States garage to make an inspection a few weeks ago that Supt. Largent advised that all of his men had agreed to "QUIT SMOKING" in the garage and made a request that signs be furnished to warn all those who enter their work shop that he is likely to be reminded of the fact that "We are not permitted to smoke in here." Please help these boys carry out this very good practice. They are doing good work under crowded conditions and will continue to do so with your kind assistance.

### WIN IN ADVERTISING CONTEST

Second place in the electric division and third place in the railway division were won by Gulf States Utilities company and Eastern Texas Electric company, respectively, in the advertising contest participated in by all Stone & Webster companies in December.

### Time Flies

Kitty: "I'm all ready now, dear."

Tom: "Well, you shall have to wait until I shave myself again."



## ACCOUNTING DEPARTMENT

H. F. Pintsch was recently transferred to Scottsbluff, Nebraska. Mr. and Mrs. Pintsch made the trip to Scottsbluff by automobile without any trouble, although they had plenty of rain and drove quite a distance through snow. Mr. Pintsch writes us that he has gained twenty-two pounds—in clothes.

T. M. Will was transferred from the Billing Department to the Railway desk of the E. T. E. Co. recently.

E. H. Pintsch of Alvin, Texas, is now a member of the E. T. E. Co. Accounting Department, having filled a vacancy left by Mr. Cone who recently resigned.

W. H. Ricks, formerly cashier in the Beaumont office, has been transferred to the Accounting Department, filling the position left vacant by W. G. McGown.

Dan Green joined the Gulf States Utilities Co. family on February 13. He says he is not at all afraid of the date. Dan is a proud booster of Sherman, his home town, but says he also likes Beaumont, and is glad to be a cog in the Utility industry.

D. R.: "Let me demonstrate this vacuum cleaner to you."

Housewife: "I don't want it; I ain't got no vacuums in the house."

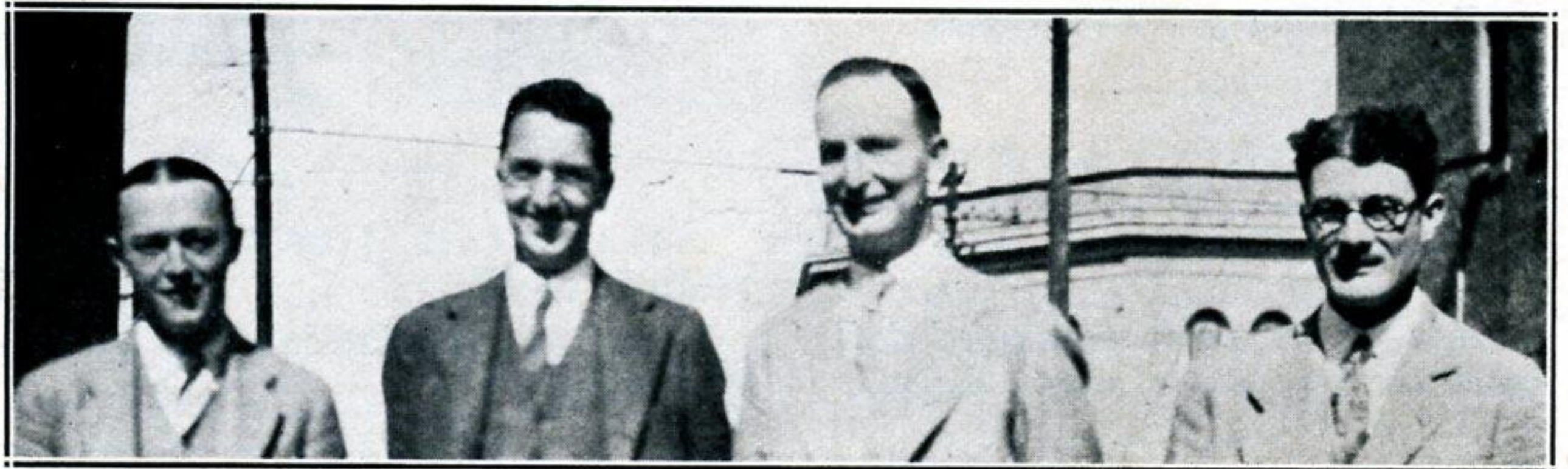
## TEVIS ST. STATION

F. L. Swearingen, Electrician, left on Febraury 7 for Barranquilla, Columbia, South America, to take a position with the Parrish Engineering Company there.

In addition to his duties as Chief Electrician of the Production Department, W. W. Eckles, since H. A. Walsh's transfer to the Baton Rouge Electric Company, has taken over the duties as Acting Station Superintendent of the Tevis Street Station.

In a letter received from Mickey recently he sent his best regards to all the fellows and his love to all the girls and said he is looking forward to the day when he can come back to "Sunny Texas" to see all of his old friends.

P. G. Simon, formerly Station Engineer at the Tevis St. Station, has been put in the Load Dispatching office, filling the vacancy left by E. R. Griffith, who has been transferred to the Neches Station.



THE BOYS FROM BOSTON

Here are the boys from Boston who come down now and then to check up on us and see just how we are running our business. But as you can clearly see from the picture they are not at all the kind of fellows some of us sometimes suspect auditors to be. They are, left to right, Frank Brady, R. C. "Bob" Owers, senior auditor, A. A. Rodarmal and Warren "Skipper" Sherburne.



# HEALTH ? HOW'S YOUR

BY DR. W. F. THOMSON

We introduce our health page this month in the hope that it will prove of real helpfulness to our readers. It is conducted especially for you by Dr. W. F. Thomson, of Beaumont, whose writings on medical matters have appeared in several magazines of national prominence and in newspapers throughout the country.

## THE DAILY APPLE

'Twas Nature's intention  
To practice prevention  
When she moulded the form of a man.  
But, with money and leisure,  
The man wanted pleasure—  
So Nature abandoned the plan.

All winesaps are not apples.

*From the doctor's point of view, the apple is an expensive fruit; and I don't mean literally; because there are so many apples, figuratively speaking, that, when consumed daily, knock the Docs out of many shekels.*

What can't be cured could have been prevented.

The office man or woman who takes an apple a day in the form of

outdoor recreation, and the motorman and lineman who take their apples in the form of restful relaxation, are all making the practice of medicine most difficult.

*The cow is by no means an apple tree, but Grade A milk is the apple a day that keeps the doctor away from the kiddies; while the vacuum sweeper and the electric refrigerator supply apples for the whole bloomin' family, the year 'round.*

An ounce of prevention means more to us all

Than tons of intention that's merely a stall.

Wholesome, nourishing food, eaten leisurely, without worry, and in moderate amounts—neither too much nor too little—is a most prolific apple.

Alcohol, tobacco, coffee and worry



are crab apples and are not to be confounded with the doctors' old time enemy. Crab apples contribute liberally toward the upkeep of the doctor's over-head.

**Ah, how diseased we often get  
When first we learn to fume and  
fret.**

The immunization against typhoid, the vaccination against smallpox, and the immunization of children against diphtheria and scarlet fever, are all apples—regular Pippins.

The prompt removal of fly breeding garbage and the abolition of mosquito breeding harbors, and well fitting screens for the exclusion of these insects from our homes are fine apples.

**Disease is the pilot of poverty; prevention engenders thrift.**

Perhaps the biggest and the best apple of all is the annual or semi-annual inventory of our physical assets and liabilities—a trial balance of our physical status.

*The best time to correct degenerative changes in the heart and in the kidney is in the beginning—and the*

*periodic physical examination detects beginning degenerative changes—which, left uncorrected, become permanent damage.*

**When it comes to medicine, patented and self administered medicine—most of it's just applesauce.**

Many of us preach and all of us know that "an ounce of prevention beats a pound of cure," but so few of us make any practical use of it. The majority of us prefer to delegate the care of such common place things as health to the visiting nurse and to the physician while we pursue what we are pleased to call pleasures, not always healthful.

**The preservation of health is the first law of Nature—a perfectly good law but frequently fractured.**

*It isn't consistent with our conception of common sense to suppose that one may disregard the laws designed for the preservation of health—and get by with it. We who enjoy health by reason of having inherited clean blood and sound bodies accept it as a matter of course, when, as a matter of fact, it is a fragile thing, highly sensitive to indignities and to indifference.*





# Transformer and Substation Maintenance

by  
**A. E. BEATTIE**

This company has a large investment in substation equipment and in order that this equipment may function properly and to safeguard the investment, close supervision is necessary.

Every piece of equipment bought is subject to thorough test on purchase and maintained up to standard. A record card is made out for each transformer or oil switch on which is recorded all the solvent facts regarding the equipment. On the back of this card is recorded the condition of the equipment and details of the performance of the equipment.

To keep up with the condition of this equipment, which is located at widely separated points from the Sabine River at Orange to Dayton, two men are continuously traveling on a prearranged schedule over the territory making inspections. This crew makes inspections and such corrections as are found necessary. Any condition found which cannot be corrected by this crew is taken care of by the Substation maintenance crew. Transportation for this crew is provided by a three-quarter ton, express body, Dodge truck.

A record is kept of every switch operation and each operation is analyzed to see if relay operation is correct. Relays and automatic equipment are periodically tested and checked to see that they are functioning properly.

## Transmission Lines

The Texas Division is operating ap-

proximately 229 miles of transmission lines of various voltage from 13 Kv to 66 Kv, and the record of the performance of these lines is kept up by the Transmission Department.

The thing we are most interested in is service to our customers, and to better this service a record is kept of each interruption covering date, line affected, time of outage, loss of revenue and cost of repair. These interruptions are analyzed and studied for ways and means to reduce the number and keep the time at a minimum.

There is one thing which causes interruptions over which we have no control, and that is electrical storms. The U. S. Weather Bureau records show that we may expect 50 to 60 thunderstorm days per season for our territory. This is very high, and is only exceeded in three localities in the entire United States, which are along the Gulf in Florida and Alabama and near Denver, Colo. Our lines are fully protected by lightning arresters which help to prevent lightning entering the equipment, but lightning surges operate the O. C. B. and causes interruptions. The line may or may not be interrupted by a surge, but the surge affects the service.

Our records for 1927 show that we had 63 thunderstorms and that it required 88 breaker openings to clear



the faults. That works out to be 38.7 breaker openings per 100 miles of line. The total number of insulators of all classes, which had to be replaced due to lightning strains was 87.

Other interruptions are caused by electrical and mechanical failures of equipment. This can only be guarded against by buying good equipment and by careful inspection and maintenance.

Another class of interruptions is caused by the "human element." We are particularly fortunate with regard to this type of interruption, but still in 1927, we had three interruptions directly due to this cause.

The new Dayton substation is now being tested before being put in service. When the testing is completed the company will have available a source of supply from the Houston Light & Power Co. To make this connection required the building of a 10.5 mile 66 Kv. line, and a modern substation to take care of the switching and metering.

W. P. S. CO.

Miss Virginia Brogdon has been transferred from Beaumont to Sour Lake. She started with the Company as extra clerk and proved to be such a good clerk that she was transferred to the Beaumont office and took over the duties of keeping the merchandise and jobbing ledgers. Miss Brogdon is now returning to the Sour Lake office in charge of the accounting work, replacing Mr. Duke who is transferred.

### Fame

"Yessir, that's the first man in town to be hit by the new Ford."

### Claim Department Bits

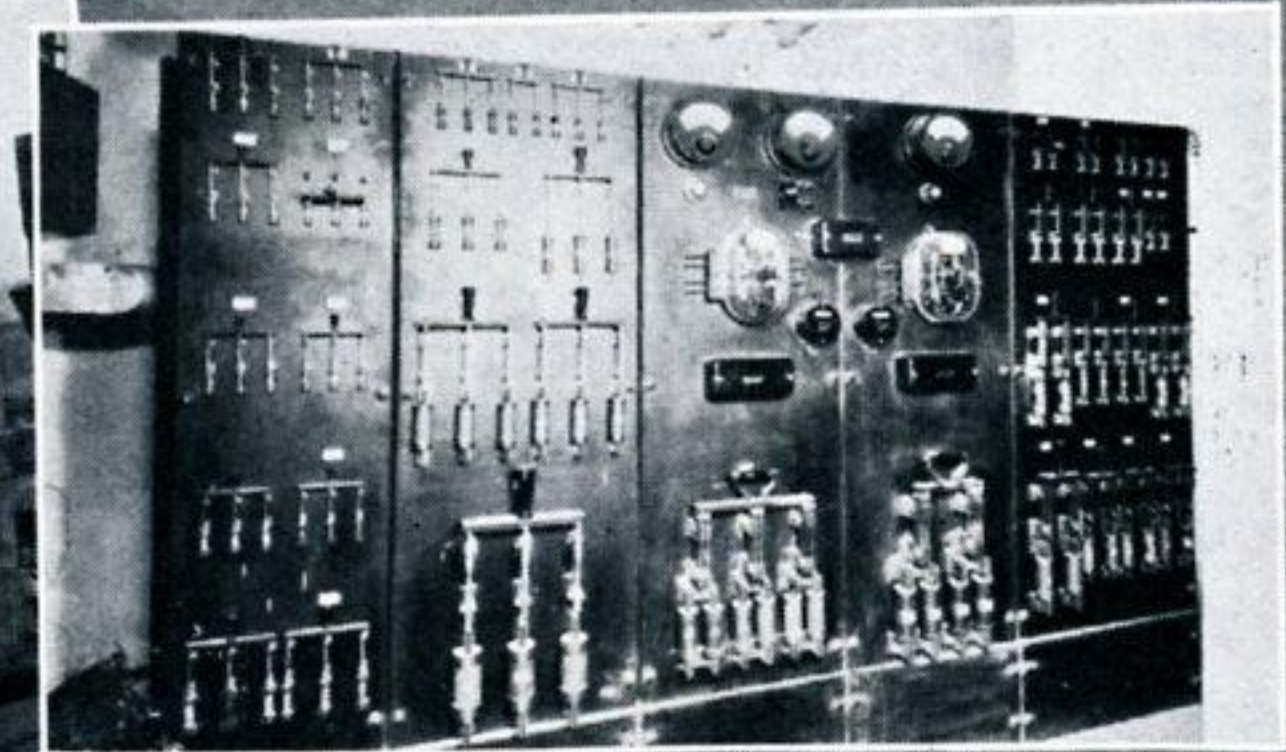
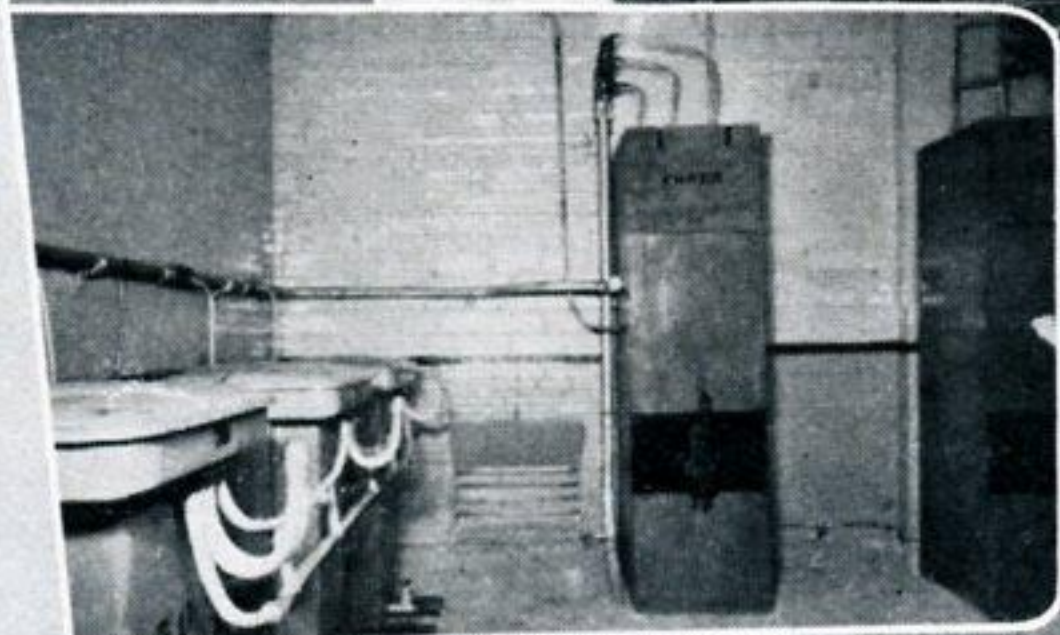
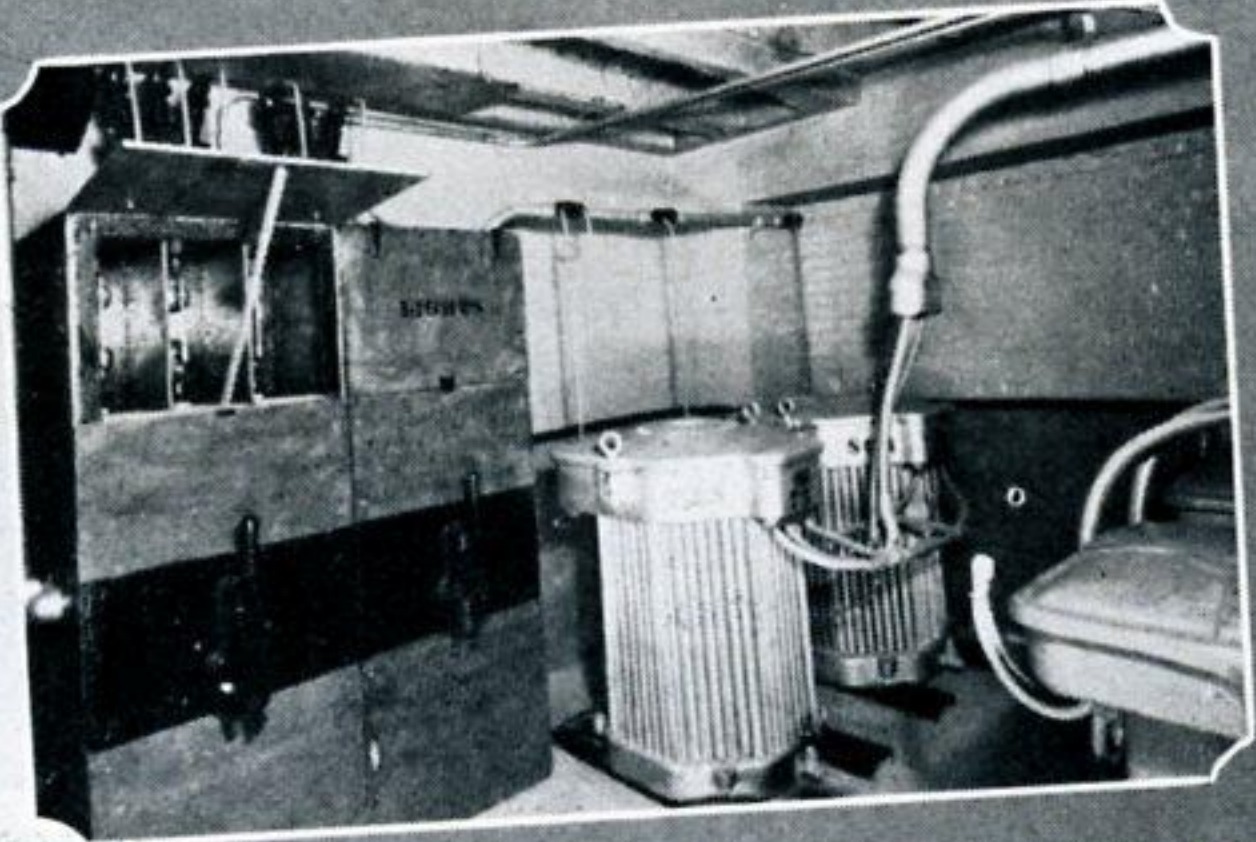
Thanks to the fellows who are striving so hard to keep us from sinking under the heavy expense that is necessitated by bad accidents. We are glad to report that we have had during January, 1928, but *one* personal injury resulting from transmission operation. Nine personal injuries resulting from accidents in Distribution Department. None of these have caused us to expend any money and we are feeling very good over it. During the month of January we had but 84 accidents in Transportation Department, none of them serious ones. This is the best record we have had for over 6 months. We are striving to cut these down gradually and hope to show the world that we can have fewer accidents than any other Company.

Mr. and Mrs. Walter Lane of Lane City, Texas, are announcing the arrival of an eight-pound daughter, named Gertrude Alma, on February 9 in Houston. Mrs. Lane was formerly Miss Dorothy Tabor who worked in the Commercial Department in Beaumont.

### A VALENTINE



JACK.





## Transformer Vaults

Here are a few pictures of the fire-proof transformer vaults which have been installed recently in the new office buildings and hotels in Beaumont. Transformer vaults such as these are used in all the larger buildings nowadays and add materially in reducing the number of transformer and meter installations on poles in the congested downtown districts.

The 2300-volt primary service enters the vault through two 5000-volt insulated lead covered underground cables, one for the lighting transformer bank and another for the power. Each cable terminates in a three conductor pothead. From the pot-

Pictures on opposite page show, upper left, Goodhue office building and transformer vault installation; lower left, American National Bank building and switchboard installation; center right, new La Salle Hotel and transformer vault installation.

heads the primary passes down through disconnecting switches, which are enclosed in a fireproof cell with barriers between each phase, thence down to oil circuit breakers with overload trips, which are also enclosed in fireproof cells. This arrangement insures protection to the transformers and to the customer's building wiring in cases of overload or short circuit. Both primary and secondary are installed in conduit in order to make the installation as safe and as fireproof as is possible.

The metering equipment for the building is installed on a switchboard panel along with the customer's fuses and other wiring, thus grouping all the electrical equipment together. Along with the metering equipment a push button switch is provided which allows the customer to cut off all supply of current from the building without the necessity of going into the vault to operate the oil switches.

The vaults were designed by the Engineering Department while all of the installation work was done by the Distribution Department.

## NEW ICE PLANT AT ORANGE

By Harry A. Sharpless

At the present time construction forces under the supervision of C. M. Vaden of the Engineering Department are installing in our Orange Plant, new equipment for the manufacture of raw water ice. This installation replaces the old distilled water plant which was operated in conjunction with the power station which supplied distilled water from its condensers for ice making.

The new equipment has been purchased from the Frick Company and consists of two new motor driven ammonia compressors of 30 tons ice making capacity each which are driven by 75 H. P. Westinghouse Synchronous motors at 2300 volts, one motor driven ammonia compressor of 10 tons ice making capacity driven by a Westinghouse 30 H. P. 2300 volt induction motor, two 250 cubic feet per minute Allen-Billmyre low pressure air blowers, a 9 1-2 K. W. motor driven exciter set and all auxiliary apparatus necessary for the manufacture of raw water ice.

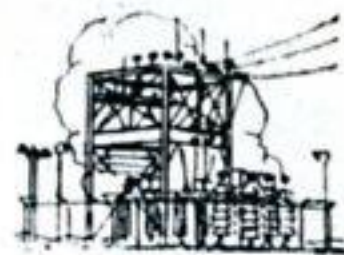
### First Unit Ready March 15

One of the old distilled water system brine tanks has been equipped with a new top and one entirely new brine tank has been purchased. Each of these tanks has a capacity of 30 tons of ice. This plant, when completed, will be thoroughly modern in all respects and will be considered as up-to-date as our large plant in Port Arthur, which is also designed for raw water ice making.

The first unit, which is the 10-ton machine, will be in operation by March 15, at which time the remaining distilled water ice making apparatus will be removed and the other new

(Continued on Next Page)





equipment will be installed. The construction work is being carried on with the plant making ice in its customary way and there will be no ice shipped into Orange during the entire period of reconstruction. It is expected that all work on the plant will be completed by April 15.

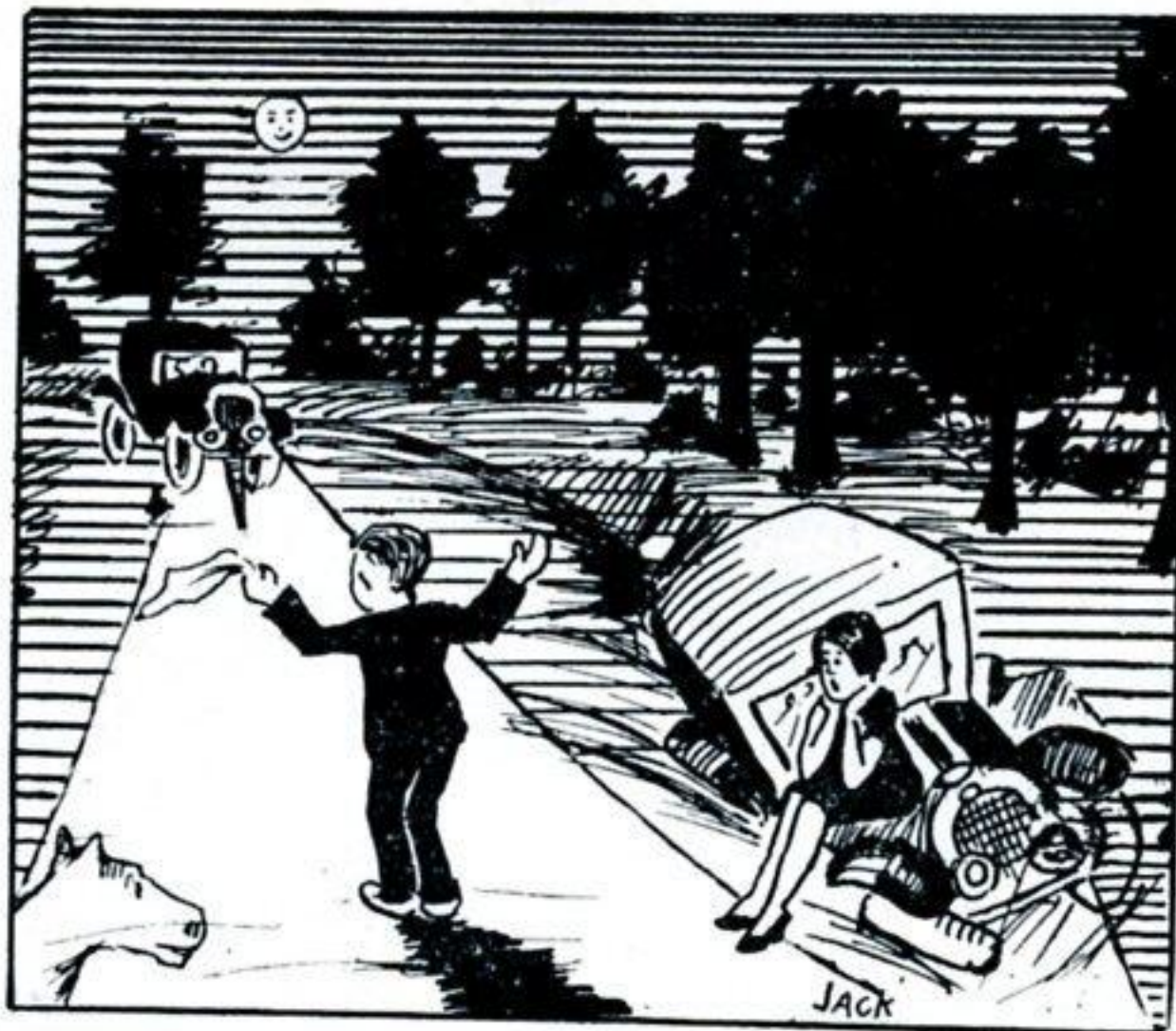
## Treating Plant

A treating plant is being installed to change the character of the water so that the best grade of ice possible may be made. All of the water for ice making is secured from the artesian wells which are the normal supply for the city water in Orange, but such water, even though excellent for drinking purposes, must be treated so that a crystal clear block of ice may be made. It is often said that ice which is made from city water supplies is quite often more pure than the water supplied to the public and our situation in Orange is further proof of this idea because the small amount of salts which exist in the artesian water will be removed by treatment and by being agitated in the cans while being frozen. Agitation of water while being frozen causes only pure water to freeze first, which means that the salts in the water would freeze later in what is known as the core. Just before the core of the ice is frozen this concentrated water is removed and thrown away after which a new supply of water is added to the cake of ice to take the place of the concentrated water which was drawn out.

—o—  
*Bang!*

Jim: "The desert stretched out on all sides of me. I raised my rifle; it went off with a crack; there ahead of me lay a dead lion."

C. B. (innocently): "How long had it been dead?"



Picture of Mr. and Mrs. Julius Debuoy enjoying beautiful moonlight night on Hudson Highway. One-arm driving was not, as you might suppose, responsible for the upset. We are assured on no less authority than that of the victims themselves that a horse (or was it a cow?) crossing the road presumably in search of a more comfortable place to sleep, caused it all.

## WELL, WELL, WELL

Do you know  
that the  
Purchasing Department has the only four  
of their kind  
in captivity,—a  
filing cabinet to  
keep out intruders,—an  
art gallery,—  
a quartet, P. D. Q.,—  
a tickler  
file,—  
a buzzer that  
never stops,—  
a "hell" book,—  
an invalid's  
chair,—an alley cat,—  
a gladiola bulb,—  
or "Else"—and a  
"Marthie"?



CAR BARN COMMENT

New cars "Dolled Up." Machinery, lockers and so forth painted up in car barn. Boards put up in bus garage to hang tools on and shelves made to keep parts in. All employees of G. S. U. Co. and W. P. S. Co. are invited out to look over these improvements and see a real bus garage and car barn.

Mr. O. Wyatt, air man at car barn, has been transferred to G. S. U. Co. garage as automobile mechanic.

Mr. P. Stanford has returned to work after a long spell of sickness.

Mr. E. B. Townsend has returned to work after being off for a few days with an injured hand.

H. C. Pressler, M. M., made a trip to New Orleans, La., to Southern Equipment and Master Mechanics meeting which was attended by over 225 members from the north and south.

Interurban station at Nederland, Texas, painted and fixed up.

—H. C. P.



TRUE

Here's something new. Pat Bishop suggested it when the work of tearing up tracks in Port Arthur was begun and the railway department was quick to carry it out.

RAILWAY DEPARTMENT  
BEAUMONT DIVISION

On February 12 the Laurel-Avenue A and Spindletop bus lines were united, giving through half hourly service from Hazel and 10th Streets to the Spindletop oil field. Fifteen minute service from Orleans and Crockett Streets to Washington Blvd. and Avenue A during "peak" hours on week days.

Operator Carl A. McMillan who entered the service August 11, 1926, is at Biglake, Texas, taking a (90-day) vacation, on account of his health. We are hoping Carl will be back with us soon.

Sterling Arceneaux and Charles A. Lewis, operators on the Sabine-Magnolia line, have been on the sick list for several weeks. These "buddies" have our sympathy and best wishes for a speedy recovery.

The Railway Department is boasting over a couple of leap-year victims. Operator Robert L. Peavy and Night Cashier Johnnie M. Johnson are the lucky guys. Boys, you have our sympathy.

Our smiling friend, Bill Adams, has recently moved to Rosedale. Bill is missed around the pool tables, as he spends all of his spare time flivvering to and from his work.

Operators Thomson, Drews, Huff, Steed, Fuller, Abshire, Melancon, Knight and Denson of the Port Arthur Division were recent visitors of the Beaumont Division. Glad to have

(Continued on Next Page)



you, boys. Come often and stay longer.

Mr. and Mrs. Dempsey E. Cospers have announced the arrival of an 8 1-2 pound boy in their home.

Mr. and Mrs. Cecil V. Hickman are the proud parents of a young trainman weighing 11 1-2 pounds.

Mr. and Mrs. Clyde A. Boyd have announced the arrival of a 7 pound baby girl in their home.

The following men have recently entered the service of the Company as trainmen: T. Edwin Rudd, Sammie F. Stephens, Wesley A. Tiller, Thos. F. Brown, Robert C. Rogers, Cecil V. Hickman, Robert E. Barnes, Bennie A. Busan, Felix A. New, Gordy G. Nesom, Alvin A. Erwin and Walter A. Bickford. —F. S. S.



Honest, folks, we hated to do this, but we felt this issue just wouldn't be complete without a picture of the younger generation. No one ever sends us any so we had to ring in this one of Miss Margaret Ann Sutton looking up "Sesquipedalianism" in Webster's. That's her mother helping her. Neither knows what it means and Papa didn't either until he looked it up. Won't you send us a picture for this space next month?

### HELP! HELP! HELP!

This belongs on the joke page. One of the Port Arthur operators has been saving it for four years—

### DENTAL SLIP HALTS TRAFFIC

Citizen Choked, Motorman Is Worried; Then—

Traffic lined up for two blocks. Something unusual even for Procter street.

Policeman enters scene. Saw street car stalled in middle of intersection of Procter Street and Austin Avenue. He walked over to see what was wrong with the street car. The motorman was not on the platform. Policeman boarded the street car.

Policeman found the motorman bending over a man who seemed to be having a fit. He was blue in the face and writhing. The policeman thought the sufferer seemed to be choking. He opened the man's mouth, stuck in his finger, and drew out upper and lower sets of false teeth.

The passenger swallowed once or twice, opened his eyes, fingered his throat tentatively, and whispered huskily:

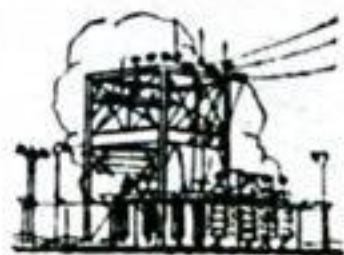
"Gosh. Near choked to death that time. Car jarred 'em loose when it stopped. I'm all right now."

The man seized the guilty teeth, jumped off the car and fled. The motorman went back to his place amid a bedlam of impatient horns and bells from vehicles five blocks back. He started his car. Traffic moved once more.

### G. S. U. CO. BILLING DEPT.

The Billing Department has made changes in the duties of Miss Fleta Bell Denton and Mrs. Ethel Douglas. Miss Denton formerly was one of the billing clerks and now she will meet the public more often in the capacity of complaint clerk.

Mrs. Douglas, formerly the complaint clerk, has taken over the duties of the billing clerk.



## NAVASOTA

J. H. Hill, former Superintendent at Trinity, was placed in charge of the operation of the Navasota plant effective February 1.

Division Superintendent Brann was appointed a member of the Advisory Committee of the Navasota and Grimes County Chamber of Commerce.

The monthly District Representative meeting was held at Navasota on February 8. R. I. Morrison, Assistant to Commercial Manager at Beaumont, was a visitor at this meeting.

Miss Winnie Frank Griffith, who worked in the Division Office for a while last spring, is now visiting her aunt, Miss Agnes Jameson.

Miss Dovie Parker recently visited her parents in Jewett.

Miss Mary Alda Hurt visited relatives and friends in Waco.

Lou Hatter has again joined our organization — this time as cashier. Mr. Schumacher, former cashier, is now in charge of ice distribution.

Jack Murphy recently visited relatives in Jacksonville.

Mr. and Mrs. J. R. Kirby entertained with a bunco party on the night of February 8. A number of Western Public Service Company and Gulf States Utilities Company employees were there.

Paul Wilson is reported ill. We hope he will soon recover and be able to be back at work again.

Dick Thomas visited in Dallas and Wichita Falls.

Mr. McClurkin tried to burn his house up the other night but the fire department wouldn't let him!

Mr. Francis attended a meeting of the Houston group of the Southwest-



### TREED

Bill Clark and Hal Luce are thinking of adding a course in tree climbing to the training of District Representatives as a result of the experience of Dusty Glidden recently. Dusty, however, assures us that no previous experience is necessary when such an emergency occurs.

ern Ice Mfgs' Assn. in Houston on February 3. He states that he obtained some very valuable information as to the successful methods of ice delivery employed by delivery companies in the larger cities and feels that some of the practices could be well put into effect in smaller places such as Navasota.

We take off our hats to Huntsville in the sale of the Gulf States Utilities Company stock but are very glad that for some time we have been leading Huntsville and group No. 2 by a substantial majority. We wish to take this opportunity to express our appreciation to the Hempstead plant for the wonderful support that they have given this group in the sale of stock.

Normangee has proved to be one of

(Continued on Next Page)



the Western Public Service Company's most progressive properties. The revenues at that plant have almost doubled since June, the first month under our ownership.

Five brick business houses have been erected there during that period, as well as one church and several residences. One of the progressive citizens of that town recently expressed his opinion that the entrance of the Western Public Service Company into that community had more to do, than any other agency, toward this development.

—o—  
ALVIN  
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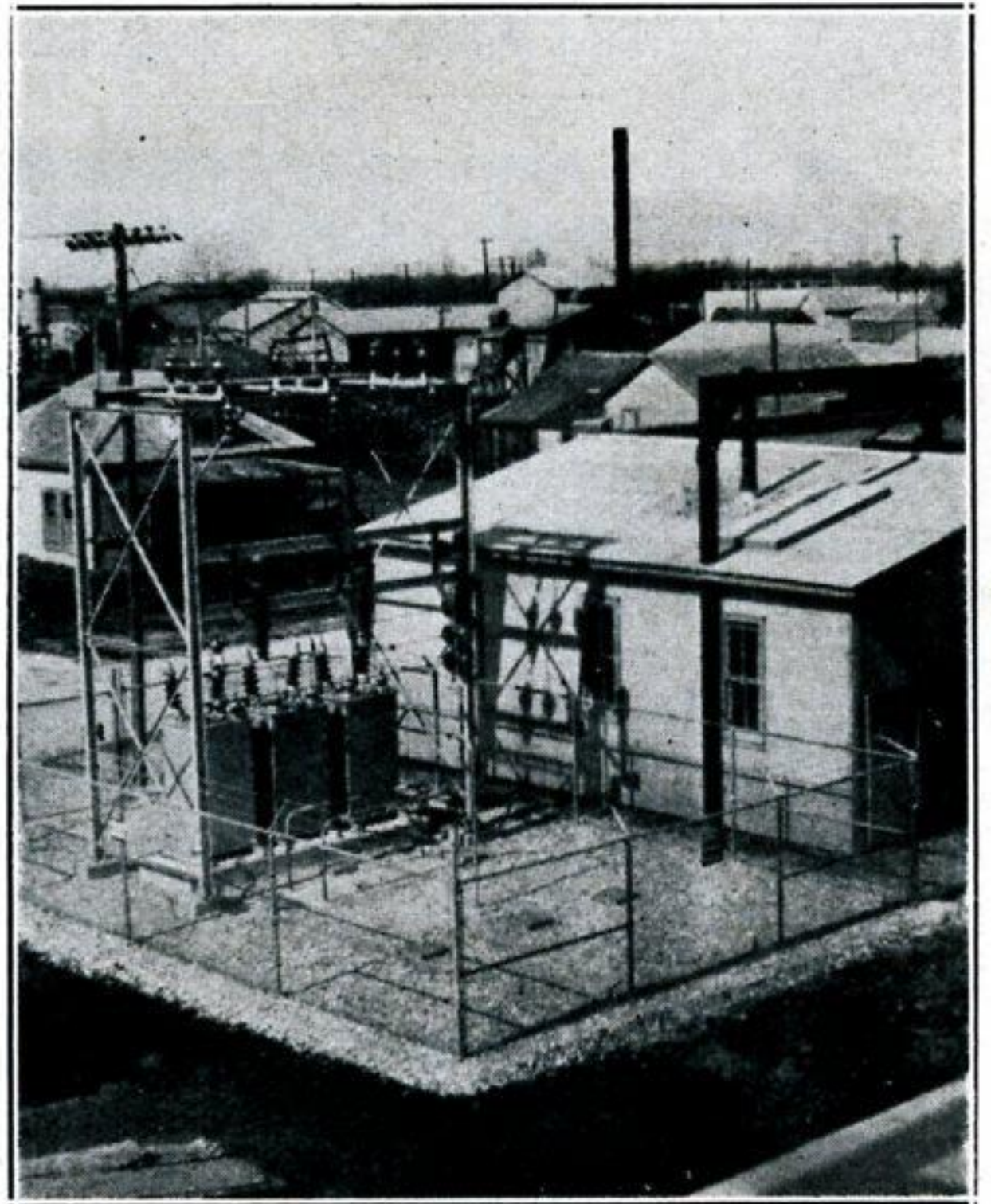
Alvin is taking on the aspects of a city. So many improvements are on the slate that one has to count them on the fingers. A complete sewer system, a concrete paving program, city hall, waterworks extension, gas, high line transmission and street lights. All have been approved except the street lights, which we hope will be next to bat.

A new salt dome has been discovered about twelve miles north of Alvin and lease hounds have staged a gay rush. Leases are selling up to \$75.00 per acre although no drilling has begun.

Carl Hickman, formerly with the Company at Corrigan, arrived February 1 and has assumed the duties of District Representative at Alvin.

A. R. Wilson, formerly District Representative at Alvin, with Mrs. Wilson, moved to Groveton February 1, where Mr. Wilson became District Representative for Trinity, Groveton and Corrigan.

All poles on Alvin-Lamarque high line are set and slugs and guys up



**NEW SUB**

Alvin boasts a new substation and our friend Carlton Ely sends us this picture to confirm all of his claims for it. It looks like a mighty neat installation and we hardly blame Alvin for being proud of it.

about half way to Alvin. We expect the line to be hot March 1.

We installed recently a two-waffle Strite Model Automatic Electric Waffle baker in Miller's Cafe. It is a wonderful little machine and will turn out from forty to fifty 15 cent orders per hour.

The dairymen are preparing to install a small refrigeration plant here for the purpose of cooling milk to comply with recent ordinance at Houston requiring milk to be delivered there at or below 50 degrees Fahrenheit. Motors incident to this installation will give us a nice off-peak load.

Carl Hickman spent two days in Navasota recently attending commer-



cial men's meeting. We understand he is anxious to go again soon, but that it is not a "commercial" meeting that is luring him.

Miss Maggie Henderson visited friends and relatives in Sugarland early in the month.

J. D. Shaw paid us a visit.

Carlton Ely attended the group meeting of Ice Manufacturer's Association, Houston-Galveston group.

Miss Elizabeth Lord, cashier, visited friends in Houston.

The golf bug has infected several of the local organization. Miss Lord, Mrs. Ely, Mr. Hickman and others are longing for longer days and better weather.

The Santa Fe has begun extensive improvements to roadbed and track around Alvin. Heavier rails and new ties are being used and track is being raised in low places.

W. E. Nott was in Galveston recently inspecting a Diesel engine with Mr. Sharpless of Beaumont.

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## CALVERT

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A recent campaign resulted in the placing of 44 Marvel 6P fixtures in the business section of town. This is a big improvement in commercial lighting.

Miss Lucille Easley of Bremond has been employed as stenographer.

We were pleased to have Miss Mary Alda Hurt of Navasota pay us a short call while on her way to Waco, February 4.

The men employees of the Calvert District held a Safety Meeting January 31, Mr. Brann being the main speaker of the evening. Much enthusiasm was aroused which almost resulted in a pep meeting. All em-

ployees were represented and Mr. Brann was well pleased with the interest taken.

We are very proud of our new office which was opened just before the Christmas holidays. A more convenient location and larger quarters are an invitation to the public, and have increased our sales extensively. The new office is located on the busiest corner in town. Awning lights and well arranged windows attract many visitors.

Charlie Waller has been transferred from the Kesse Plant to the Calvert Plant.

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## CONROE

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We made mention last month of having rented a display window at Willis, Texas, a small town served off the transmission line, and at present we are not maintaining an office there, and this is advising that our sales have increased from \$7.60 in December to \$38.00 in January. From the compliments that the District Representative receives on his meter reading route in Willis, we feel sure that this window is going to be worth while and is doing lots of good, for as the old adage goes. "Seeing is Believing." With Willis customers, "Seeing is Buying."

We have been petitioned by a group of Montgomery citizens, asking our company to install some kind of generating plant in Montgomery at once to take care of their needs until the high line reaches their town. A survey has been made by engineers and the matter is now up to officials for their decision as to whether the expenditure is justified.

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The city of Conroe is going to purchase an up-to-date fire truck, but at the present time has not closed the deal. This truck alone will lower the key rate on our insurance 9 cents and by placing a fire marshal with this truck, both night and day, will lower the rate another 6 cents, making a total of 15 cents on \$100.00, which will amount to \$75.00 on the amount of insurance that we are carrying. There will be needed only a slight increase in taxes to pay for this equipment.

The State Highway Department is graveling Highway No. 19 from Conroe south to Spring Creek, preparing to tarvia this road. This work is being done by state and federal governments, strictly a maintenance problem. The north part of this highway, from Willis to New Waverly, is well under construction and will be completed within a few months.

There was a mention last month of quite an acreage to be planted in cucumbers in and around Conroe, and at the present time 250 acres have been planted and the other 100 acres will be planted within the next two weeks. Everybody is very enthused over this project.

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## HUNTSVILLE

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Walker county has again been fortunate in securing another appropriation of \$322,000.00 to further the highway development program in this section of the country. At the completion of the concrete highway from Huntsville, northwest to the Madison County line, Walker County will enjoy approximately 35 miles of concrete highways through the county.

Quite an extensive building program is being carried on in Huntsville. J. C. Penny & Company is

putting up an up-to-date store. This store will add about 16 KW to our present load. Several other buildings are being renovated. With these improvements, the town is enjoying a streak of progress.

“Bill” Farmer, Superintendent at Bryan, was a distinguished guest at our public speaking meeting which was held in Huntsville at the Keep Hotel on February 16.

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## GROVETON

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E. Y. Baker, Chief Engineer of the Groveton plant, has been transferred to Trinity as Chief Engineer of that plant. G. M. Campbell of Trinity came to the Groveton plant.

J. A. Outlaw, our former District Representative, has been promoted to Superintendent at Trinity. Mr. A. R. Wilson of Alvin is now Representative for this district.

Mr. Bullington, Mr. Miller and Mr. Wilson met with the Boy Scouts in a joint Safety Meeting between our Company and the Boy Scouts on the 13th of February, and gave a prone pressure demonstration and a short lecture on safety methods; they were required to take part in the boys' games which were not exactly designed for older people.

Mr. Linnehan was in Groveton for a few days.

Our electric revenue in Groveton continues to grow. The revenue for the last month more than doubled the lowest month in 1927. We believe before the end of 1928 Groveton will be on the map properly. We also occupy third place in the sale of appliances. This was accomplished without the aid of a District Representative.

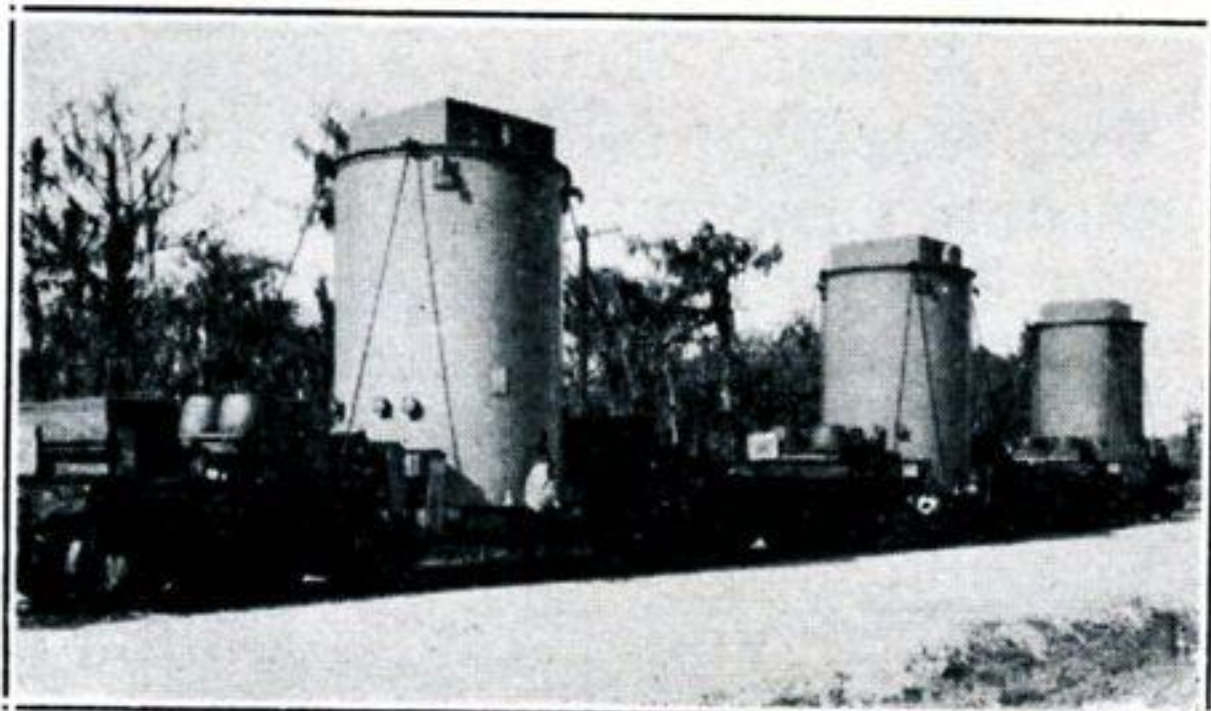
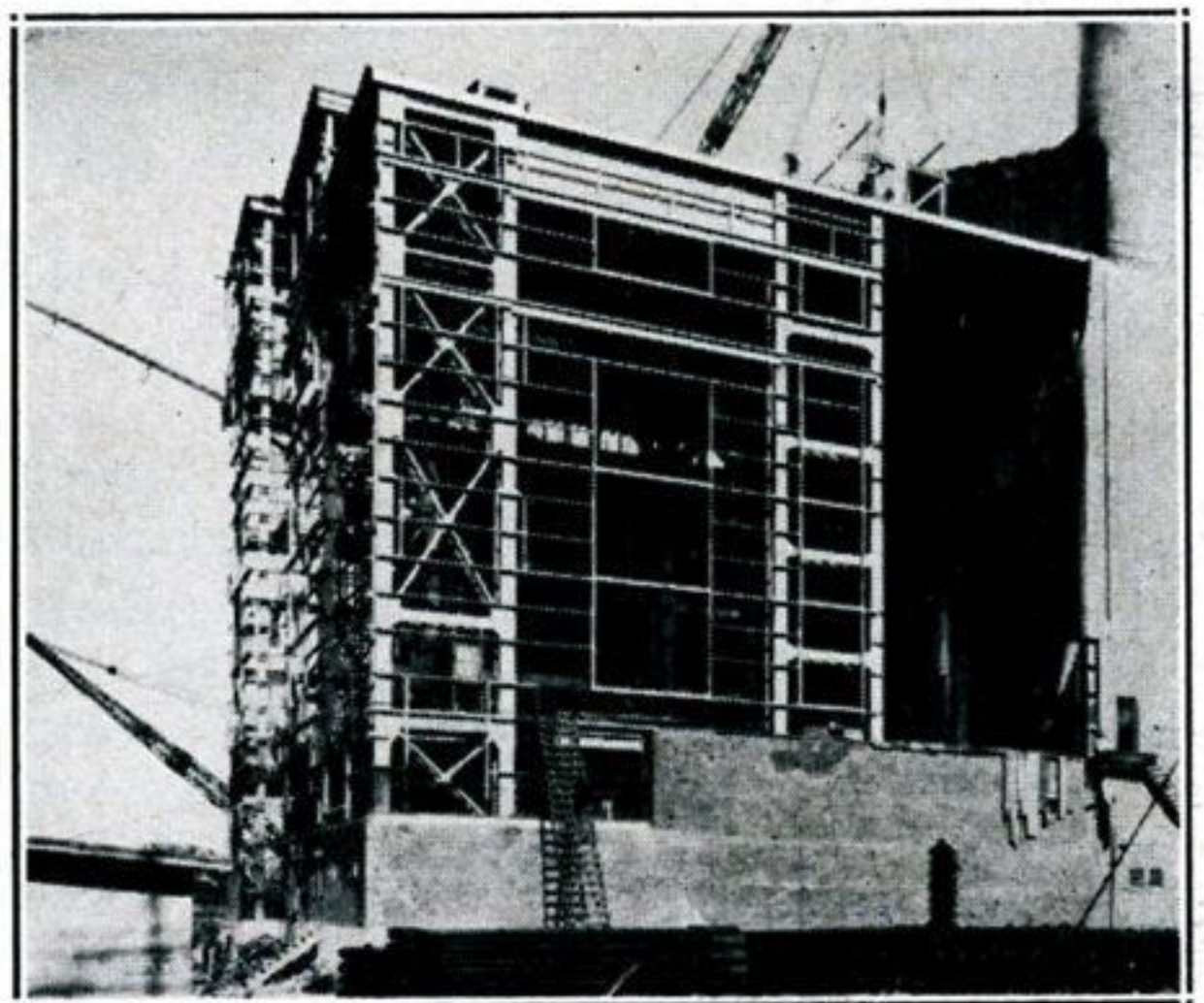


**NO. 84 LINE TRUCK AND CREW**

Here you have a picture of one of our latest type line trucks with its crew. This is a new 2-ton, 6-cylinder Graham Truck equipped with four-wheel brakes. It is also equipped with a rear wheel hub winch used whenever a pull is needed that is more than George Wingate can give.

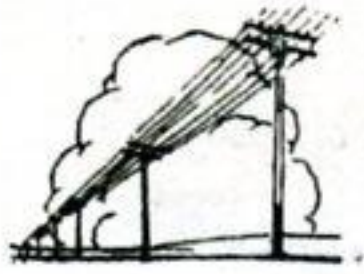
This truck is in charge of Mr. L. M. Foster and with his crew can be seen every day making money out of poles, wire, insulators and juice.

The new Neches station unit is coming right along. To the right is a recent picture of the structure. Below are the big transformers for the new section of the substation. These transformers, while not



the largest in capacity, are said to be the largest in the south. They are more than twenty feet high when installed.





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

Vanabel: "Give me a package of pancake flour. My husband is very fond of pancakes."

Grocer: "Indeed?"

Vanabel: "Yes, he was talking in his sleep the other night and said, 'Give me another stack!'"

Mrs. Clark: "I know where I can buy a lovely gown for a song."

Mr. Bill: "If you expect me to furnish the notes, you'll have to change your tune."

Hubby: "I miss the old cuspidor since it's gone."

Wifey: "And you missed it before. That was the trouble."

Cecil Nantz: "Say, there's a Scotchman outside who wants a dime's worth of electricity to commit suicide with. How can I save him?"

"Shorty" Herrin: "Tell him it'll cost him twenty cents."

A trackwalker was telling the railway superintendent about a head-on collision.

"You say," said the superintendent, "that you looked back of you and saw one interurban approaching at 30 miles an hour, and then looked in front of you and saw another one approaching at 30 miles an hour?"

"Yes," was the reply.

"Then what did you do?"

"I got off the track."

"Well, then what did you do?"

"I said to myself, 'This is one hell of a way to run an interurban line.'"

*Apropos*

A woman observing a mule owned by a colored boy asked: "What do you call your mule?"

"Ah calls him Utility," responded the boy.

"How did you come to give him such a name?"

"Well," he replied, "I'se been studyin' de animal and readin' de papers. Dat mule gets mo' blame an' abuse dan anything else in de city, an' goes ahead doin' his level best just de same."

*Not Particular*

Hotel clerk (to new arrival): "How did you get in?"

New arrival: "I just blew in from Montana with a bunch of cattle."

Hotel clerk: "Where are the rest of them?"

New arrival: "Down ta the stock yards—I ain't as particular as they are."

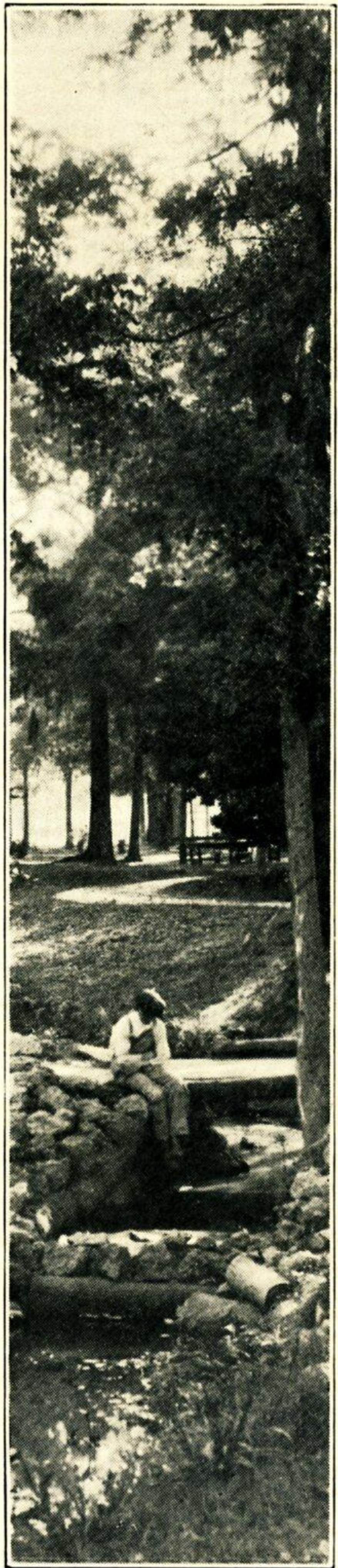
*A Raise Every Week*

The Employee: "I came to ask if you could raise my salary."

The Boss: "This isn't pay day."

The Employee: "I know that, but I thought I would speak about it to-day."

The Boss: "Go back to work and don't worry. I've managed to raise it every week so far, haven't I?"



LET US MAKE SURE  
THAT OUR CUSTOM-  
ERS ARE ALWAYS  
RIGHT — WHEN THEY  
COME HERE EXPECT-  
ING PROMPT SERVICE  
AND COURTEOUS  
TREATMENT.

