

J.K.G.



PLAIN TALKS

VOL. 15 MAR. 1937 NO. 2

new power jobs

... require cooperation and coordination

Increased business activity, particularly in the oil industry, has three departments — power sales, engineering, and transmission-distribution — traveling in high these days. The large power customers, after they're signed, must be served, and that's why all three of these departments are involved practically every time large industrial load is secured by the power sales engineers.

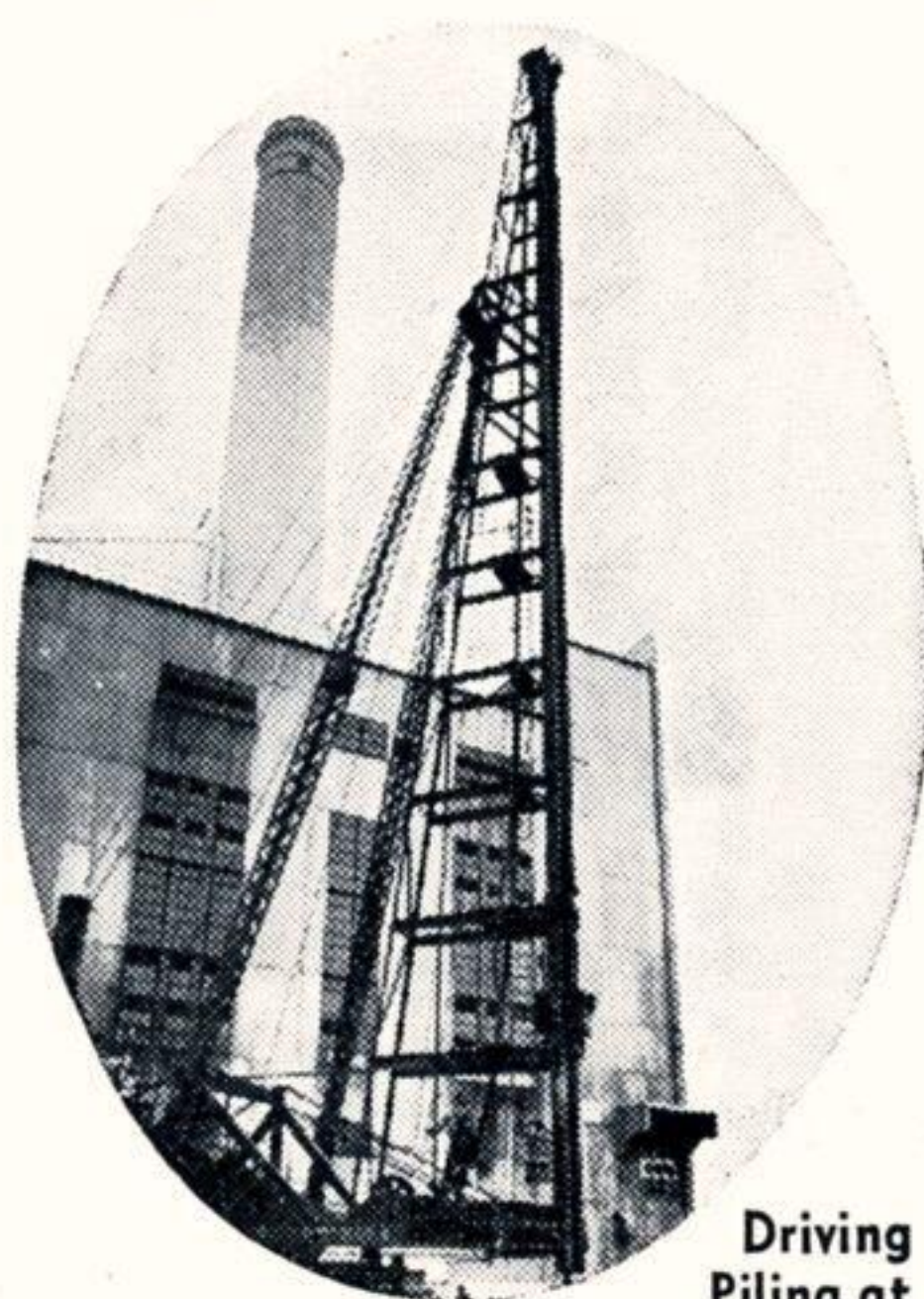
E. L. Robinson and his associates get the signature on the dotted line.

E. C. Adams and his engineers and survey parties, design and lay out necessary facilities.

H. E. Braunig and his crew see that lines and substations are built and "hot" on time.

Among important jobs either completed, or underway, at the present time, is the new service to the new Atlantic Refinery, located on the Neches river near Port Arthur. To take care of the 5,000 kilowatt demand, plans called for rebuilding of the old line to Atreco, and construction of a new line connecting with the tie between Neches and Lakeside.

A 33 Kv. line to the Pure Oil's Smith's Bluff refinery and some changes in facilities have been made to take care of an increase of 1,500 horsepower in load.



Driving
Piling at
Neches

About 20 miles of new line has been completed to take care of Shell pipeline stations at Cleveland and Carmona. Each of these stations have installed 1,000 horsepower. The Engineering department is planning a new steel 6,000 Kva 66/33 and 2.3Kv. substation for the Cleveland district as a system improvement to take care of increasing load. Three hundred horsepower additional load has been secured at Shell's Goodrich pipeline station.

The S & G Company at Romayer is to abandon the Dolen pit and move equipment to No. 2 pit where we will take care of an 850 Hp. load. The Atlantic plans to start up its Cleveland pipeline station.

A new circuit has been completed to the Petroleum Iron Works in Beaumont to care for increased load.

A new substation, 1000 Kv-a 66/2.3 Kv. Substation is in operation to take care of load in the Amelia oil field and the Mayfair addition. Humble is using 140 hp. for water pumping and camp needs at present.

Because of additional load at Devers Canal company's No. 1 and No. 2 plants, and increased load including 110 horsepower for air conditioning the new court house at Anahuac, the 13,000 volt system south from South Liberty is to be reinforced. Our 33,000 volt line will be extended west from Monroe City

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Port Arthur division news

GENERAL



Mrs. Trotti Spring is in the air—tra la, tra la—and its effect is seen from many angles—Loraine Spence buying hats, bright red and Kelley green—L. E. Thorne reviving interest in his fishing stories—Sam Umphrey waxing more romantic than usual—M. J. Babin offering to give the fairer sex a lift in his new spring-colored Plymouth—Elizabeth Hagy talking about vacation plans—Spring! Ah! Sweet Spring!

No one can say "That Port Arthur Division gang is not ambitious." They have organized a weekly class in Practical English and Effective Speech. It meets Friday nights in the D.R. room, from 7 until 8 o'clock. Its teacher is the very capable Mrs. Floy Ranqueta, instructor in the Literary Department of Port Arthur College. Its text is the highly recommended course of the Better Speech Institute of America. Come down, Fred Johnson, and we'll say something to you very "effectively."

The Thorne family was made happy on the 26th of March by a visit from the one and only big brother—L. S. Thorne of El Paso.

Overheard over the coffee cups—the kettle called the pot black! Frog Handley called Blackie DeCuir a 'Frenchman'. Gee, but you are polite when you come to town, Frog!

* * *

ACCOUNTING DEPARTMENT

Vernon Bodin's friendly smile and 'Hi, Toots!' is being missed around the cashier's cage and office. Ill several weeks, he is convalescing from an appendectomy. Speedy recovery, Vernon!

Forest (Buck to you) Elkins is back in the CAGE in Vernon's absence.

That strange noise you hear over your telephone, is our pretty little brunette manager of the switchboard singing "What'll I tell my heart?"

P. W. DeBlanc, Sr.—end-man at the main office—has been worried over the operation of P. W. Jr., helper in the Commercial Department—but we understand P. W. Jr. is improving nicely.

* * *

COMMERCIAL DEPARTMENT

Annie doesn't live here any more! Boo Hoo! Mrs. Ann Grove left on March 1 to become

Home Economist, Navasota Division. The 'gang' gave her a radio just before she left, but Blackie DeCuir is still wondering how Ann is going to argue with it. Ann left a host of friends in Port Arthur, Nederland and Port Neches, and each wishes her well in her new position.

Miss Docia Moore came to fill the vacancy created by Mrs. Grove's transfer. Docia is located at 2648 Procter Street. It is hoped that she will find her work pleasant and interesting. Mamie Voyles tells us that she managed to see that Docia has not had time for homesickness. On March 3, Mrs. Voyles and Miss Moore served a luncheon at the Port Arthur Country Club for 85 ladies attending the Inter-City Golf Tournament. On March 5, about 25 high school girls came to the office and received electric kitchen instructions. Mamie lectured, and Docia, Mrs. Lola Martin and Harold Mortimer assisted by demonstrating small appliances and serving hot chocolate and cakes.

Docia had a most enjoyable and instructive trip to Dallas to attend a Westinghouse conference, March 15-16 at the Baker Hotel. About 75 girls attended from all parts of Texas, and Oklahoma. The All-Electric Westinghouse Kitchen was the outstanding feature of the conference.

Don't look now, but that new-permanented person on the salesfloor is not permanent—it's Bessie Carter assisting while 'Buck' is relieving in the Accounting Department. Glad to have you back for a while, Bess.

The girls in the main office have proof that Harold Mortimer would make someone a good wife. His broiled steak went over big—but if it's chocolate cake you want, page Lola Martin.

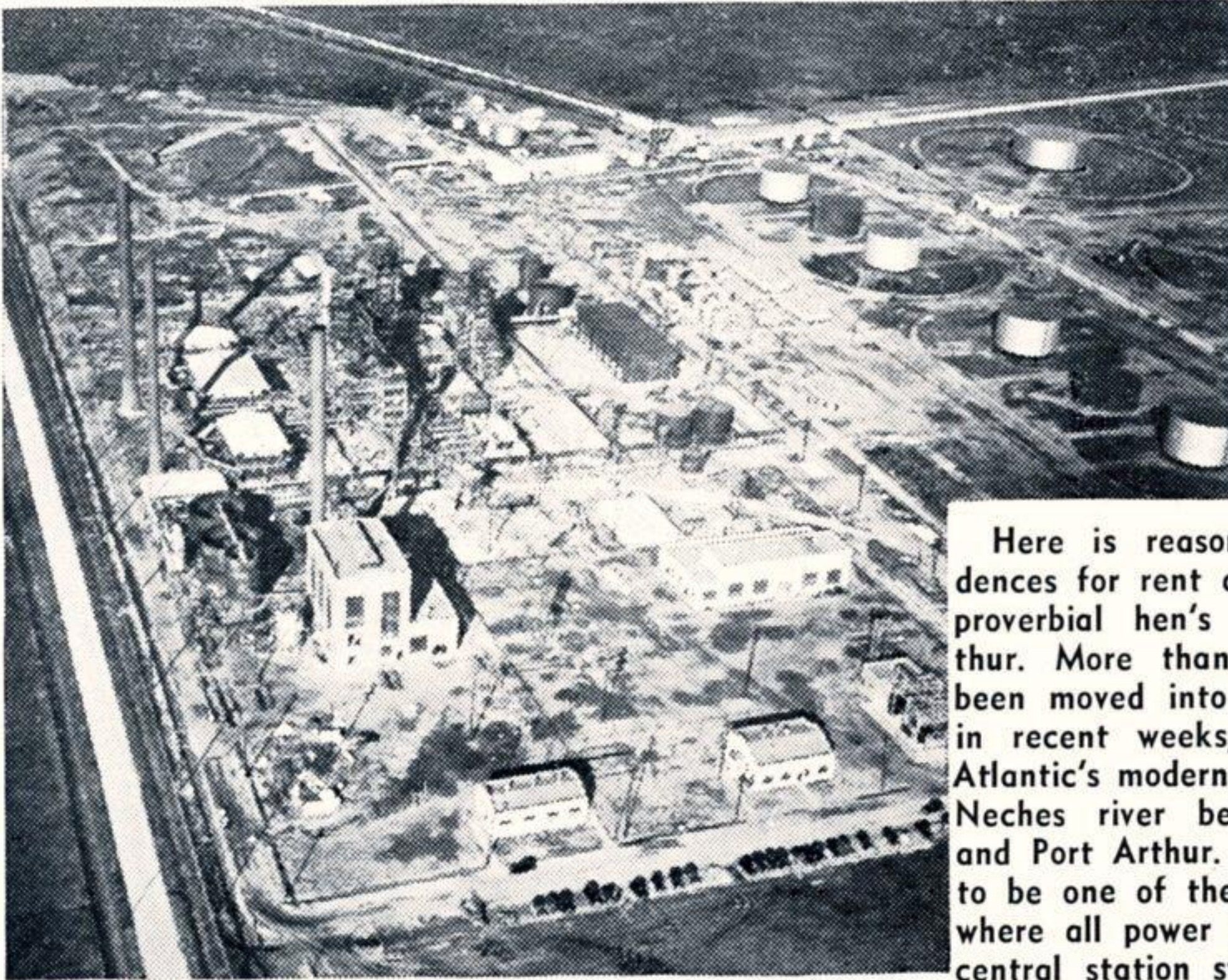
All right, we'll bite—who holds the record? Joe Hatley or L. E. Thorne? We'd say, it's your move L. E. as Joe had the moving van out last week. Does that make the score 7 to 8—or is it a tie?

Sam Umphrey says you have to get up early to put anything over on Blackie DeCuir—and even then you get caught. Sam wanted to put a range on 'trial' and was just about to get away with it when Blackie found out that the customer had been using an electric range for nine years. Shame on you, Sammie!

Our Illuminating Engineer—W. W. Phillips—is singing "Shine on, Shine on, big illuminaires" and has informed all employees and many customers that the Lighting Department is up and at 'em. A lighting sales meeting was held on March 1 and 45 employees who attended were told of company's plans to secure additional

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new Atlantic refinery near Port Arthur



Here is reason No. 1 why residences for rent are as scarce as the proverbial hen's teeth in Port Arthur. More than 150 families have been moved into the Sabine District in recent weeks, the men to man Atlantic's modern new refinery on the Neches river between Port Neches and Port Arthur. The refinery is said to be one of the few in the country where all power is purchased from a central station system.

Louisiana division still leads

The Louisiana Division continued to lead in February in the contest for the President's Cup which will be awarded at the end of the year to the division of the company which shows the greatest gain in average kilowatt-hours consumed per home customer in 1937. As a result, the cup remains for the time being in the possession of Mr. True at Lake Charles.

Here is the record.

Comparison of Kw-h. Consumed Per Home Customer Through February

Division	No. of Home Cust.		Avg. Kw-h Consump.		Inc.
	Jan. 1	Feb. 28	Jan. 1	Feb. 28	
Beaumont...	12,511	12,548	816	832	16
Pt. Arthur...	11,557	11,721	775	795	20
Central.....	4,627	4,688	1,040	1,064	24
Navasota....	6,124	6,182	930	944	14
Louisiana....	6,769	6,845	956	987	31
COMPANY	41,469	41,984	868	889	21

It is the company's hope that we can reach an annual average of 1,000—"a grand"—Kw-h. per home customer during this year. To do this we need an average monthly increase of 11 Kw-h. We got eleven in January. February was a short month and we did not quite make it. But Sales Manager Riegel is confident that the average will be boosted materially when figures for March are available.

One industrial company reveals keen appreciation of the kind of advertising needed today to educate the public regarding how little margin of profit usually is exacted.

It asks and vividly answers—by text and illustration—the question "How much of a quart of milk is profit?"

Less than one tablespoonful.

It adds: "That is the small share received by Sheffield Farms in 1933 as a return on its investment."

Executives received in salaries just 39 drops.

On the other hand, farmers got almost two glasses, while over one glass went for wages.

This is exactly the clear-cut kind of information and explanation thousands of corporations and other businesses should drive home to the people to dispel the false notion that enormous rates of profit are levied on consumers of everything they need.

Navasota division news

YOU MAY NOW SEE:



G. H. Johnson

Marvin Seigler popping off vest buttons since the arrival of May Elizabeth on February 22. . . . The Rod Honsbergers busily looking over the latest travel circulars on Havana. . . . Cheerful Allphin raising sand about the transfer of any and all merchandise. . . . Charles Riddell, recently made line foreman, gathering

data on farming as well as line construction. . . . Diddy Welch endeavoring to learn the practical use of modernistic furniture. . . . Bob Morton, Ed Ward, C. M. Russell, Pat Griffith, traveling to Waco to mail an important letter. We do not know whether or not the letter reached its destination. . . . Agnes Jameson limping from accidentally stumbling over an oven door. (Oh, Yeah!). . . . Oscar Wyatt claiming to have walked eight miles through the mud to repair the hole digger. A picture of this would probably be worth a fortune. . . . Louise Campbell learning how to cook. We wonder why. . . . Figari dashing around like a chicken with its head chopped off. It must be the ice business; it can't be spring. . . . Bennie Stagg up and down with the flu. . . . Wiley Sadler buying soap and washing powders or what have you. Notice Salesmen! Wiley will buy whatever you have to sell. . . . Ethel Doan recuperating from a vacation to Beaumont and Houston. . . . The Russell's and Simon's returning from a week-end to Baton Rouge. . . . Ann Grove, formerly of the Port Arthur Groves, Home Economick-ing in the Navasota Division.

Diddy Welch offers the following to prove his claim to having the world's dumbest stenographer:

Diddy: "One of these days, gal, I'm going to give you a lecture on loafing."

Steno: "Never mind, Mr. Welch, I already know more about loafing than you do."

Diddy prefers to be addressed as L. M. by those seeking employment.

DIVISION HAPPENINGS

Our division has the honor of having the two high men in merchandise sales for the entire company. More power to Rod Honsberger and A. B. Wilson.

It has been reported from a reliable source that the following members of the Huntsville

organization have been down with the flu: Ruth Lee, Bradley McMaster, R. M. Andrews, R. T. Wright, T. A. Sandidge and H. R. Weaver. Outside of these everyone is hale and hardy.

With the changing of our lines, patrolman L. T. Haney, has been given a much larger territory and his face will soon be as familiar to Conroe and Caldwell Districts as to Navasota District, and we in Navasota know that you will soon become as fond of Haney as we are because, folks, he's really a swell guy.

The Shell Pipe Line Company has contracted for electrical service at two new locations. For a new Booster Pump Station of 1000 H. P. capacity, approximately twelve miles south of Cleveland and the other location is about eight miles north of Carmona.

The capacity of the Shell-Goodrich station has also been increased. These new units will start operating about April 1st.

Our sympathy to Anders Poulson in his recent loss of his brother, Jess.

CALDWELL

Caldwell is gradually pulling out of the mud. A large construction crew has started excavation preparatory to paving the muddy stretch between Caldwell and Bryan, so in the next few months they will expect a visit from the outside world.

Operator Earl Coleman and his crew are gradually making the old ice plant come to life, by painting and refinishing all parts of the plant.

CLEVELAND

Electric service was completed to the town of Coldspring on February 10. At this time we have forty customers, including six range, four water heater, and three refrigerator users.

The Goodrich school has just completed an addition well equipped with an adequate number of 14" lighting fixtures burning 200 watt lamps. The entire building is equipped with a Radio Amplifier System, controlled from the superintendent's office.

CONROE

Mr. Walker paid us a much appreciated visit.

Ann Grove, our new Home Economist, was with us getting acquainted, and we are glad to welcome her to our division.

Mr. O. T. Moffett, at Four Corners (near Conroe oil field) has been made our ice dealer.

MADISONVILLE

J. L. Barrett, Serviceman, at Madisonville, is the proud daddy of a new Chevrolet.

Several new gymnasiums are under construction for the high schools in this locality.

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..believe it or not it's a water heater

oddity unearthed at Caldwell

By W. T. Thagard

Way back ten years ago the company started to sell water heaters, the kind that stood up on three legs and put out fifteen gallons of hot water. The bills would run from \$12.00 to \$16.00 per month on the old four cent rate. The cost was high for these heaters.

In those days this writer was a young D. R. just starting. Very few heaters were sold, but we had a chance to see all kinds of water heaters from the old copper tanks on the back of the stove to wash pots and tanks where they were piped in the fire box and heated by coal and wood.

The D. R. was moved to East Texas and the company began to get the improved water heaters from 18 to 30 gallon capacity, and the rate was cut to two cents. A good many were sold but the bills still ran high. However, the D. R. kept pushing the sale of water heaters, seeing many different kinds of old heaters.

Then the company put in the one cent rate for electric water heating. The D. R. went to work and sold lots of water heaters in his territory. Then he was transferred back to Central Texas to the little town of Caldwell. He is still selling electric water heaters. One day a lady called up and said she would like to trade her old water heater in on a new electric heater, so of course he rushed out to see if he could make a trade with her. She invited him in and told him the old water heater was there in the bathroom just over the bath tub. He looked at this thing she called a water heater and the more he looked at it the more it resembled the old "moonshine stills" that they used to use back in Alabama and Georgia for making whiskey.

However, he did not voice his thoughts to the lady but went on with his sales talk on the new forty gallon electric water heater the company is now selling. In the course of the conversation he discovered the method of heating water in this curious heater was to put in a handful of newspapers and a few pieces of wood, light it, and in a few minutes you have enough hot water for a bath.

The sale was made and a new forty gallon water heater was installed. The old heater was



brought down to our storeroom so we could have a good look at it, and I can't for the life of me figure out how hot water could be gotten out of it.

The picture shows you what an oddity it is. We are keeping the heater as a remembrance of old times.

new power

(Continued from page 1)

about 4 miles where it will be tied into the 13,000 system by a new 1,000 Kv-a. 33/13 Kv. substation.

The twelve mile rural extension west from High Island to serve summer colony residents at Caplan and Gilchriest on the Gulf is nearing completion. About 90 customers will be served by this extension.

The Engineering department is making a study which will result in the not very distant future in erection of a distribution sub-station, feeding from the transmission system, in the north end of Beaumont near the fair grounds.

This department also is making plans for reinsulating the pin type construction in Port Arthur on the 33,000 tie with Neches station. The change to suspension type insulation will result in greater dependability.

These major projects, either recently finished or on the fire at the present time, usually require close coordination of effort within the company. It has taken fast work and night work in many instances to meet the customer's demands for service almost immediately.

"Rip" Swift forms ice company

G. W. Swift, affectionately known as "Rip" to a legion of friends in the Stone & Webster organization, has resigned as of March 31, to become president and general manager of the SERVICE Company of Lake Charles. This newly organized firm, formed by Mr. Swift, has purchased and will operate the plant the company has operated in Lake Charles for many years.

Mr. Swift became associated with Stone and Webster in 1912 and has been continuously with operating companies or headquarters since then. He was with the old Eastern Texas Electric company in Port Arthur, later served as vice-president of the Louisiana division of Gulf States Utilities company, was president of the Western Public Service company at Scotts Bluff and from there went to the Virginia Electric and Power company as vice-president of the Norfolk division. He came to Beaumont about a year ago as assistant to Mr. Walker.

He leaves behind in Beaumont a host of friends. However, in Lake Charles, he will be no stranger for he and Mrs. Swift really regard the Louisiana city as their home town.

Associated with Mr. Swift in his new business venture will be Harris Craddock, who has served as superintendent of the ice department at Lake Charles for many years, several of which were during the time Mr. Swift was head of that division, and the entire ice department personnel.

Plain Talks expresses the sentiment of their many friends in wishing them every success.



G. B. Morgan appliance dealer

Beaumont's newest electrical appliance firm, The Morgan Appliance Company, opened for business recently. The Morgan is none other than George B. Morgan, well known ex-member of our organization.

Mr. Morgan, after careful consideration, elected to handle the Westinghouse Line. He has an attractive and spacious store at Orleans and Liberty, just a half-block from us, and has organized a capable crew of salesmen. His friends will be glad to know that they are proving that "every house needs Westinghouse."

MARCH PLAIN TALKS



Mrs. Spell

**mdse.
dept.
news
Bmt.**

Vacation season is here—"Slim" Larkin and family headed for Baton Rouge, March 13th to spend two weeks with "Slim's" family.

Lloyd Brannan and family visited friends and relatives in North Texas. Report a very enjoyable trip.

Mary Lena Nall is starting a new series of cooking schools at the Colored Y. W. C. A. for colored maids. These will be held each Thursday afternoon at 2:00 P. M. If you have a colored maid, Miss Nall takes this opportunity to extend her an invitation to attend these classes.

New 1937 fillers for the black books have been completed. Just a reminder—if you have not sent your book to the Beaumont Office for a new filler, please do so at once.

Clay McCarroll recently sold 14 Electromaster Ranges to be used in the Crosby Hotel Annex. This is a grand sale, and are we proud of Clay! Fair warning, boys, this certainly is a big step towards Cuba.

A few of the Beaumont boys (Bill Hammond, Bus Winfrey, Connie Winborn, Day Seastrunk, Jack Connaughton and Slim Larkin) got the spring fever and decided to organize an indoor ball team. It seems that they went out for practice one or two afternoons and then the spirit for baseball faded. The boys are giving the excuse as being too busy, but we really think, after seeing the bruises and the way they get around (sore muscles, etc.) that "they just ain't what they used to be".

L. T. A. "Sam" Houston's present address is Kennard, Texas. Latest report—he is getting along just fine and would more than appreciate any news from the Gulf States family.

Gwendolyn Youse, our new home economist, was on the sick list about four days. She recently returned to work and we are glad to see her around again.

Earl Clubb, of the Repair Department, was one of the flu victims. He, too, is able to be with us again and here's hoping he is feeling much better.

I. B. Johnson, Repair Department, returned to work Saturday after being on the sick list about two weeks—was another victim of the flu.

Louisiana division news



AVERY ISLAND
By John Mattingly

If you follow our high line west from New Iberia and then turn south for a few miles, the dome of Avery Island appears, towering over the surrounding country. This "Island" is a solid mountain of salt with only the peak showing. Here is the home and gardens of Mr. E. A. McIlhenny. Here is where the famous Tobasco sauce comes from.

Mr. McIlhenny has more than 200 acres under cultivation in his gardens, which are known throughout the south for their beautiful flowers, shrubs and bird refuge. It is of particular interest to employees of our company to know about this wonderful estate of Mr. McIlhenny's which is served from our system. Only through a visit can the beauty and magnificence of Jungle Gardens be appreciated.

It is well worth a long trip just to see the wonderful azaleas when in bloom, or the romantic camellias. The giant timber bamboos brings one to an Oriental forest. But above all, the finest part of Jungle Gardens is the bird sanctuary that has attracted thousands and thousands of egrets.

In the gay nineties when milady's chapeau demanded a plume, this species of white heron was threatened with extinction. Mr. McIlhenny was told the story of the Indian Rajah who built large cages to hold rare birds for the delight of his girl queen. In time the cages fell apart but the birds that had been reared there still remained. Some forty-five years ago, Mr. McIlhenny built such a cage over his lake on Avery Island. In it he placed seven young, snowy egrets. He fed them and watched them grow to maturity, nest and rear their young. With the next migratory season, the cage was destroyed and the egrets took wing for more

southern lands. Then lo and behold, with the next spring these same birds returned to the spot they knew as home.

Since then with the complete protection afforded them at Bird City, these beautiful white heron have returned each year to breed and rear their young, multiplying with the years until now Bird City contains thousands and thousands of inhabitants, whereas, before the turn of the century they were practically extinct.



Work on the downtown distribution system in Lake Charles to improve its appearance and increase capacity was started recently. Completion of the work will mean a substantial reduction in transformer installations and a simplification of our secondary circuits.

John Mattingly The load from the business area has grown rapidly during the past 18 months. In October, 1935, part of the load on the downtown system was transferred to another substation which left spare capacity of about one-third of the downtown circuits. However, recently they have been carrying rated capacity and over again.

PERSONALS

F. C. Cordsen, load dispatcher, has been transferred to the Lake Charles planning department. . . . Jerry St. Dizier was transferred from Jennings to Lake Charles as load dispatcher. . . . Albert Newlin has resigned, effective March 31st, to enter business for himself. His many friends with the company wish him success. . . . Bob Sherwood recently went to Galveston to meet his family, returning from a vacation in Porto Rico. . . . Jim Stokes, our representative at Elton is now recuperating from a serious siege of pneumonia. The doctors say Jim will have to be very careful for some time. However, Jim will be there at the finish as a strong contender for that Havana trip. . . . Mr. and Mrs. Guy New of Jennings are the proud parents of a son. . . . Miss Eleanor P. Kaster has joined our organization as cashier of the Jennings office. . . . Albert Buller is a

(Continued on page 12)

Central



div. news

R. F. Reid ORANGE

The Orange plant force reports that it begins to seem a little like old times with Sabine Plant in operation once more. Orange is to have one of the best lighted tennis courts in this section of the country, Mr. H. L. Stark having authorized our company to install the most modern lighting available.

W. B. Boswell has been confined to his home for ten days due to sickness.

E. A. Stobart and family spent the week-end March 13th, in Galveston, visiting relatives.

The Orange employees have become baseball minded lately, organizing a team and practicing regularly.

JASPER

T. E. Hensley has just recovered from a severe attack of influenza, and we're mighty glad to have him back on the job.

LIBERTY

Tullie Brady is sick with the flu.

Charles Ott is at home after an appendix operation.

Pat Lee is in Beaumont for a minor operation.

K. P. Brock is in the hospital for an appendix operation.

Remodeling of the Liberty office has been started and the moving of the general line department storeroom, a new merchandise storeroom with ample facilities will be constructed in the immediate future.

A large meat storage vault has just been installed at our Silsbee ice plant, equipped with temperature control and it is anticipated that a considerable business will be done during the coming summer.

Business activity in Silsbee has been considerably strengthened due to the oil field 7 miles north of Silsbee which now has eight producing wells.

We extend our sympathy to Paul Himelreich on the loss of his mother last week and to G. M. Durdin whose brother is low. G. H. Giles passed away on March 8.

Johnnie Wakefield of Silsbee is down with the flu, but seems to be improving.

After a final inspection by M. B. Marshall and Mr. Beck, Worthington erector the No. 5 unit, was placed in regular service.

MARCH PLAIN TALKS

news of operations

By R. F. Reid

ENGINEERING DEPARTMENT NEWS

Our sincerest sympathy is with Mr. R. B. Cruise and Mr. Dan Poulson in their recent bereavements; Mr. Cruise of his father and Mr. Poulson his brother.

Dan Cupid is certainly favoring the Engineering Department what with one recent marriage and two pending. On January 2, James M. Geen was married to Miss Thelma Vaanastrom. Jerome M. Stokes' engagement to Miss Margaret Murphree of Victoria and Mr. L. Perry Wiggins engagement to Miss Fay Rimer, make three hits for "Dan."

This department was happy to have Monte Marshall Stewart and Estelle Pipkin Kennedy with us for a few days doing extra work.

The fire right next door to the Engineering Department made many of us feel like school kids again, if you get what we mean—you know—Spring, Fire, No School.

New members of this department are as follows: S. A. Gunn, A. L. Howell, Draftsman; A. E. Nelson; L. J. Romano; and N. C. Fitch, Rod and Chainman.

Those leaving the company were: W. J. Balmer, who went to the Magnolia Refinery and M. M. Fitch going to the Sun Oil Company in Mississippi.

NECHES

The boys out at Neches "threw a good one" in the form of a chicken dinner on March 11, as a farewell gesture for W. H. Henderson, Test Engineer, who has been transferred to the Virginia Electric and Power Co. at Norfolk, Virginia. After several impromptu speeches, etc., the boys presented Henderson with a Gladstone traveling bag.

As a progress report on our New Addition at Neches Station, it is reported that the excavation has been completed and pile driving started, also the Coffee situation is well in hand with the opening of a temporary restaurant.

G. L. Johnson is a new member of the production department, having joined as repairman helper at Neches.

Mr. and Mrs. R. C. Perdue announce the arrival of Nannie Joyce in their household March 14th.

H. V. Reed and H. G. Fitzgerald are being missed at Neches, both being off due to illness.

Mr. T. W. Rubortom, Westinghouse Service Engineer, is making a superficial examination of No. 2 Turbo-Generating unit, while the Neches Maintenance crew are retubing No. 2 Condenser.

Treasury dept. news

By Carra Williams



Rod Honsberger



A. B. Wilson

leaders

Ladies and gentlemen, meet the pacemakers of our company's race to add residential load to our lines. Rod Honsberger, District Representative of Navasota, leads the league—or did through February—with a total of 96.1 points on a 300 point annual merchandise bogie. Mr. Wilson, at Cleveland, was runner-up, with 90.8 points. Other leaders are:

House (L)	73.4
McCrary (L)	71.1
Bowden (L)	71.1
Dinkins (PA)	70.8
French (C)	65.5
Richardson (B)	65
Goodwin (L)	62.9
E. H. Little	62.3

refrigerator drive

Now is the time for all good friends to come to the aid of their district representatives!

The boys are out "to get a grand" of refrigerators for the three months of March, April and May and they'll appreciate any "tips" or other help you can give them.

General Sales Manager Riegel has set up special rewards for the fellows who sell refrigerators during the spring refrigeration campaign and sales supervisors and division superintendents, too, who have not been overlooked, will appreciate your full cooperation.

The company has 2,100 refrigerators bogied for the year and in years past more than half of the annual bogie has been made in these three campaign months.

You can buy, or recommend to your friends and acquaintances, the 1937 General Electric refrigerators with even greater confidence than in the past for they are better values than ever before.

Prices are low. The new machines are very economical. They are more beautiful and include many cabinet refinements and convenience features that will appeal to any housewife.

COLLECTION

Mr. Scanlon has gone into the General Accounting Department, his place in the collection department being taken by Paul Masterson. Oscar Pennington and Ogden McLaughlin are assisting Paul in Collections. Mr. Scanlon's gay wit and good humor is missed on the first floor. Mr. Masterson was a Lake Charles visitor this week.

BOOKKEEPING



On Monday morning, March 15th, Harry Rafferty was passing around the candy and cigars, and being very proud of his new daughter, Violet Marie. He was bragging about how much she looked like her father, but Mr.

Terrell gave us encouragement by saying "Oh well, she will outgrow that."

BILLING

Miss Margaret Hogan resigned her position on March 15th to return to her home in Houston. Through Margaret's departure lone Richardson has become a new member of the Billing Department. Ellis Baker resigned his position on March 1 to accept a position as manager of the Athletic department of the McGee-Ross Hardware Company in Jackson, Tenn. Floyd Aubin replaced Ellis. Mr. Robichau and Mr. Dunham were Lake Charles and Orange visitors this week.

STENOGRAPHIC

New members of the Steno. Department: Elizabeth McQueen, Fern Nantz, Margaret Stripling, Rose Lewis, and Hilton Deutser. Friends of Jeanette Gilbert are happy to know that she is improving.

PURCHASING

Opal Mauldin is in St. Therese recuperating after a recent operation. In Opal's place while she is ill is Mrs. Delsie Miles Levesque. We are happy that Delsie can be back with us renewing friendships. Mr. Orrick recently spent several days in the Navasota office.

THIRD FLOOR

The accounting department heads the list this month with two new bridegrooms. Pete

(Continued on page 11)

MARCH PLAIN TALKS

YESTERDAY IS GONE TO-MORROW MAY NEVER COME TO-DAY IS THE DAY TO PREVENT ACCIDENTS



NATIONAL SAFETY COUNCIL

Beaumont, it recently developed, is the fourth most dangerous traffic city in the United States. R. B. Cruise, of the engineering department, is a member of a committee of citizens and police authorities seeking ways and means to cut down traffic accidents. The following message, prepared by Mr. Cruise, is to be distributed to automobile drivers of the city. Because it was written by a member of our organization and also because it contains food for thought for all of us who drive cars, Plain Talks passes it along.

Your cooperation is earnestly requested in making Beaumont a safe traffic city and to save at least twelve lives a year. The toll of traffic deaths last year in this city and immediate vicinity amounted to 22 with 881 accidents and 254 injured. Beaumont ranks as the fourth most dangerous traffic city in the United States. This is a terrible indictment of our intelligence.

Please consider the following facts:

1. Traffic Laws are made for your protection, obey them for your own sake.
2. Develop safe driving habits and safe driving will become automatic.
3. The first rule of the road is "KEEP TO THE RIGHT". Always keep on the right side of the road, never cut corners or curves to the left and NEVER park on the left hand side.

4. The greatest cause of accidents is SPEED.
5. You can reduce the chance of accidents by being a courteous driver.
6. If you are violating a traffic law at the time of an accident your insurance may be voided.
7. Don't drive where you can't see.
8. Always drive at a safe driving speed for the particular road conditions existing.
9. Six accidents out of ten are caused by mistakes of the driver. Seven accidents out of ten are caused by drivers who never had an accident before and seven accidents out of ten occur when the road is dry.
10. One out of each 100 persons in the United States will be injured in a traffic accident this year. You can improve your chances if you will.

Will you not accept personal responsibility to set an example for your family, your neighbors and associates, of law observance, carefulness and courtesy on the highway?

Any suggestions toward the success of the Beaumont Safety League Traffic Safety program to reduce accidents and deaths will be appreciated. Write to Beaumont Safety League, Attention of Police Chief, L. B. Maddox."

Treas. Dept. news

(Continued from page 9)

Murchison, after some years of struggle, finally succumbed to the charms of Catherine Rambo, and they were married on February 27, and are at home at the LaSalle Hotel. Elmer Engman and Miss Maurine Brown were married on March 21st. The Accounting Department is happy to announce the arrival of George Dunlop, formerly with the Savannah Electric and Power Company, Savannah, Georgia, who succeeds W. L. Clements. Friends are glad to learn that Mrs. R. O. Jackson, who underwent an operation for appendicitis, has been removed to her home and is doing nicely. We are glad to announce that Lettie Long, who was on the sick list for several days, because she didn't know that tonsils should be removed before reaching the age of ten, has fully recovered and is back at work.

There is much ado about the secret committee for our forthcoming Annual Golf Tournament, thereby eliminating the possibility of any chosen partners, and many of us are somewhat leary of said committee.

The yearly scramble over vacations has begun, and from all reports it seems that we will have the pleasure of hearing some more interesting stories from those who go sight-seeing, and also receive more and more post cards from the four corners.

electric kitchens

The new Crosby Hotel annex apartments, Beaumont, now being rushed to completion, will offer residents kitchens that are really modern. Each of the fourteen apartment kitchens will be equipped with an Electromaster electric range and a Frigidaire.

Navasota

(Continued from page 4)

Mrs. A. Viser is building a new brick home that is to be equipped electrically throughout.

CALVERT

The Chamber of Commerce is sponsoring a yard beautification contest with prizes to the persons improving their yards the most. A clean-up campaign is being made by the city at the same time.

The smoke stack on the Calvert plant has been lowered from 110 ft. to 70 ft. When the work is complete it will look better and be much safer.

Week-end trips: The Barretts to Houston and Bedias; Louise Epstein to Navasota; the Cleo Smiths to Beaumont and Corrigan.

A new one-story brick school building is being erected at Kosse, at the cost of approximately \$55,000.00.

The St. Mary's School at Bremond has recently been completed. It is a two story brick building costing \$35,000.00.

GROVETON

The Groveton High School has approval of a WPA project for a \$12,000 gymnasium to be built of rock.

A \$9,000 WPA project has been approved for landscaping Courthouse grounds. The Agriculture Building, which is of native rock and situated on the west side of the Courthouse, is nearing completion and beautification program will start immediately. This includes a low rock wall for each end of the grounds, two concrete tennis courts, a wading pool for the children, reterracing the grounds, planting shrubs and evergreens and sidewalks to be laid through the grounds.

The following excerpt was sent in from Groveton. We wonder if it has any bearing on note in previous column.

"We haven't noticed any large packages directed to the local superintendent from a certain well-known mail order house, laying around the office lately."

Port Arthur news

(Continued from page 2)

lighting business. A Westinghouse representative made an interesting talk and demonstration. Mr. Phillips was assisted by W. A. Sherman of Lake Charles, and Clarence Barron of Beaumont. A very enthusiastic trio, we'd say.

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DISTRIBUTION DEPARTMENT

Mrs. Virginia McInnis resigned on March 1 to devote full time to the gentle art of house-keeping. Virginia worked in the Distribution Department for eight years, and has many friends throughout the company. The P. G. of a coffee table and end table to match, is just a small token of esteem from her many friends. The gang 'down there' sends word as follows "We'll miss you a lot, Red." Mrs. F. W. Merrill and Mrs. G. P. Fillingame were co-hostesses at a lovely party with Virginia as the honoree on March 12.

The serious young lady at Virginia's desk in Mr. Merrill's office is Miss Leonora O'Neal.

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tournament announced

Good news for company golfers, those, at least, who live in and around Beaumont—emanated from third floor front of the general office a few days ago when it was announced that the annual company tournament would be held at the Beaumont Country Club April 27, 28 and 29. The big banquet will be held the evening of May 1 at the club.

Treasurer Faber, who succeeded P. R. Williams as "papa" of the affair, has deviated from usual procedure and has turned the entire job of running tournament and banquet over to the ladies, bless 'em. As a result it is expected that the event will be not only bigger and better but different. Those of you who live in the tournament territory may watch the bulletin boards for developments.

Port Arthur news

(Continued from page 11)

Kunitz remarks, "Oh, well she will soon learn not to take Hughes too seriously."

That important gentleman driving the new Plymouth these days is none other than F. W. Merrill.

From all comes an expression of sympathy to Jake Hagler in the loss of his mother.

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LAKESIDE

Things have been humming at Lakeside Plant lately, with two machines and four boilers on the line—while Neches Plant is undergoing annual spring cleaning. Neches will be out for the Easter Parade, we understand, and then Johnny Uehlinger can spend more time on the plans for a new home. Is this another evidence of Spring—and the proverbial 'Young man's fancy'?

But with all of this, Mr. Gideon has had time to change his address to 3736 Fifth Street.

And if Hallie Earthman reads this—we say to him "Best wishes in your new location in Plainview"—and to our old friend C. M. Russell, we hope little Skeeter is doing nicely after his accident.

MARCH PLAIN TALKS

Louisiana division

(Continued from page 7)

new employee at the Elton plant. . . . Tom Brooks is a new member of the Jennings line crew.

A CHALLENGE

Lake Charles employees have again entered a team in the Lake Charles Softball League. At a meeting on March 15th, "Runt" Lyons was elected manager. Official practice started on March 16 and from all indications the team will be in condition for the opening of the League on April 15. The team promises to be much stronger than last year, and all other Gulf States Utilities teams are challenged to play two or more games.

1937 IRRIGATION

One thousand and ten horse power of new rice irrigation load has been connected this season, with but four miles of new pole line and 2.8 miles of new circuit on old poles being constructed. A new outdoor metering installation on the service structure pole has been devised for irrigation wells to take the place of the old type inside connection.

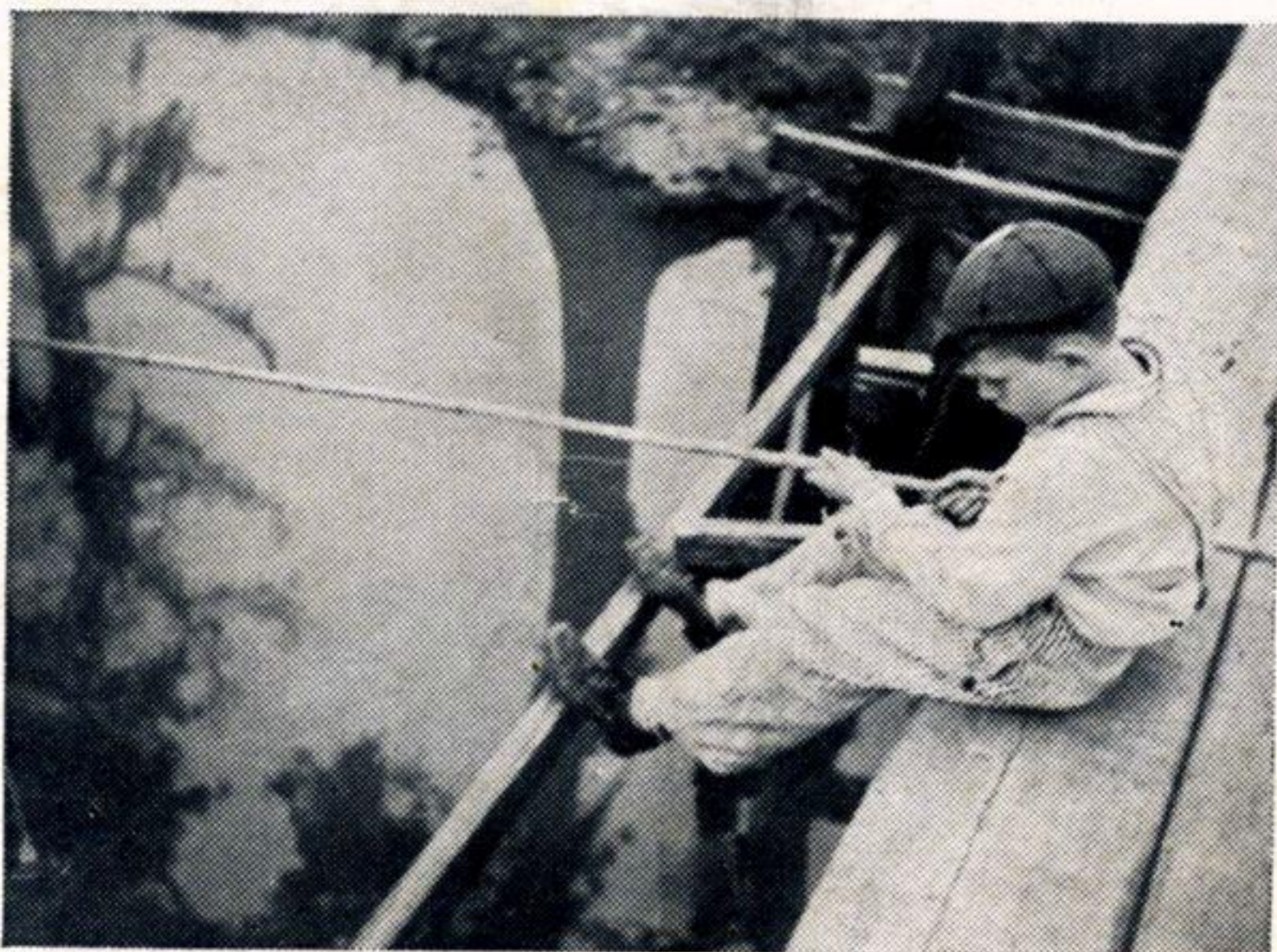
RURAL LINES

The Burke-Lozes-Charlotte line of 12 miles was put in service during the last days of February.

The line running out of Maurice to serve the towns of LeRoy and Andrew in Vermillion Parish will be completed and made hot during the week of March 22. Total length of this line is about 16 miles.

Charlie Gary and George Hall have been very successful in loading these rural lines with major appliances. Gary has made numerous night calls, and he has even had to arouse his prospects from slumber. In one day he sent in \$1,300 cash as payments on appliances. Most of the people living in this territory do little banking business, but instead deposit their money in a sock or hide it in the mattress or such hideaways.

Ruth Landry, crack home economist of our division held a special cooking demonstration in Maurice March 14. This school was for customers being connected on the new rural extension to serve LeRoy-Andrew. More than twenty prospective customers specifically interested in electric kitchen equipment attended. So much enthusiasm was shown that extra good results are expected.



A boy with a pole,
A line with a pin,
A brook or a creek,
A shoe that is thin.

A knee that is out,
A castle of blue,
A throne that is lined
With a splinter or two.

He's king in a world
That lies at his feet,
A truant from school,
But, gosh, life is sweet!