

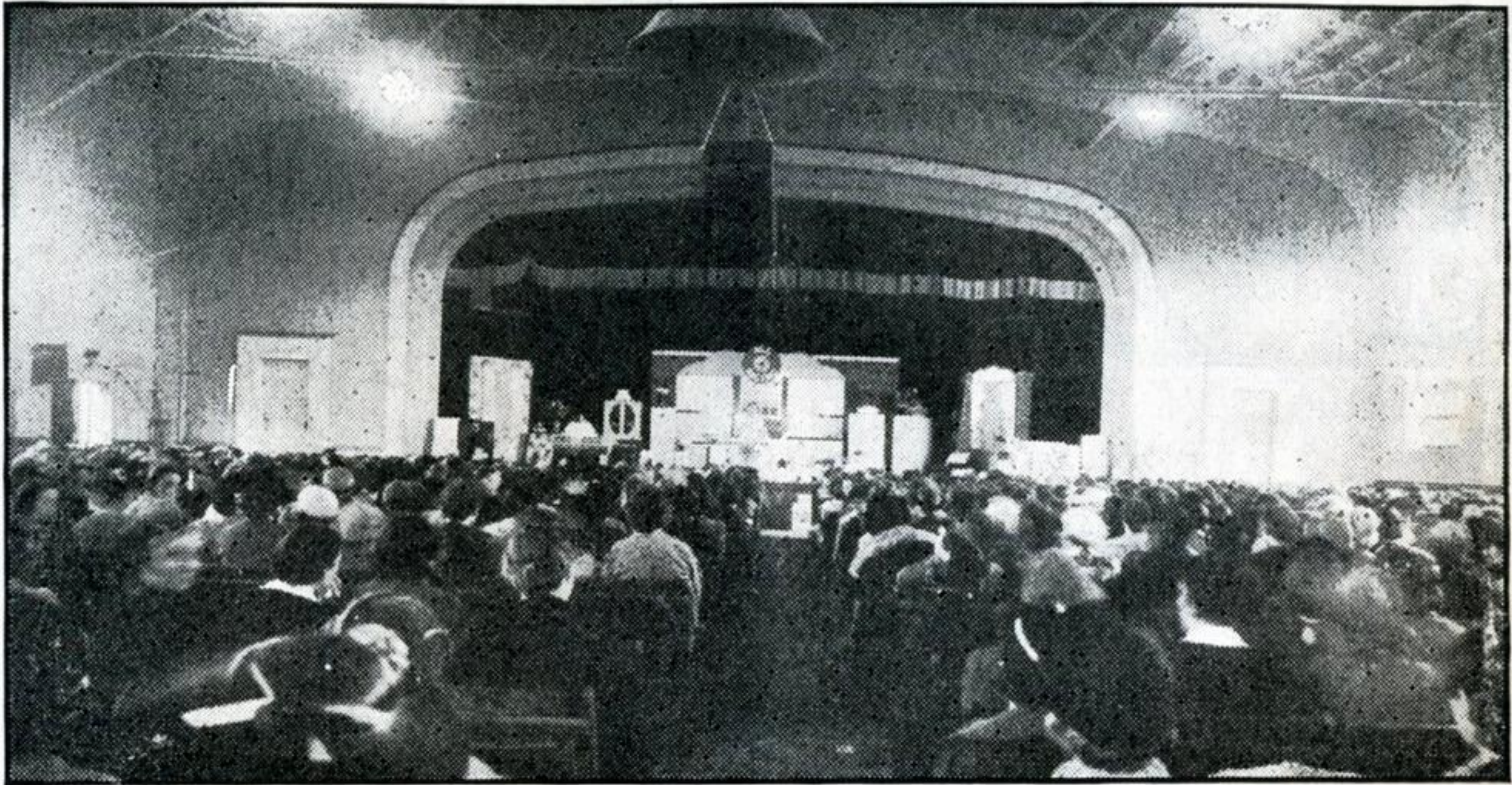
**PLAIN**

**TALKS**

**VOL. 16 - NO. 3**  
**MARCH 1938**



## **all-electric cooking school attracts hundreds**



"Hunger never takes a holiday," according to Miss Jessie Hogue, well known economist and lecturer, who conducted a four day annual all-electric cooking school in Port Arthur March 28, 29, 30, and April 1. In Miss Hogue's opinion the health, hope, and happiness of the individual family and the nation as a whole, depend very largely on the way the housewife discharges her duty of properly feeding her family.

Electric appliances were effectively used in demonstrating the better way of performing this important household job. Miss Hogue's demonstrations took place

in an electrically equipped kitchen which was set up on the stage of the armory building. The appliances consisted of electric range, water heater, dish-washer and waste disposal, and two electric refrigerators.

The cooking school was sponsored by the Port Arthur News with cooperation from our company and various food dealers, and other merchants in Port Arthur. It succeeded in attracting hundreds of women in Port Arthur and vicinity, who have grown to look forward to this annual event.



# play ball



Recruiting for the Beaumont Division City League Soft-Ball Team is going on in a big way. The turn-out this year has passed all expectations and from all appearances the proper interest has been aroused among the team aspirants.

From the looks of the material at hand we are going to have a really powerful team and we should aptly represent good old G. S. U.

However, no team is at its best without rooters. If the non-playing members of the company would evidence a little interest and give us a bit of backing at our games we could do lots better.

Why not come out and pull for us this year?

With the makings of a good team and your cooperation the Company will be proud that they have sponsored a bunch of "winners".

We'll be looking for you!!

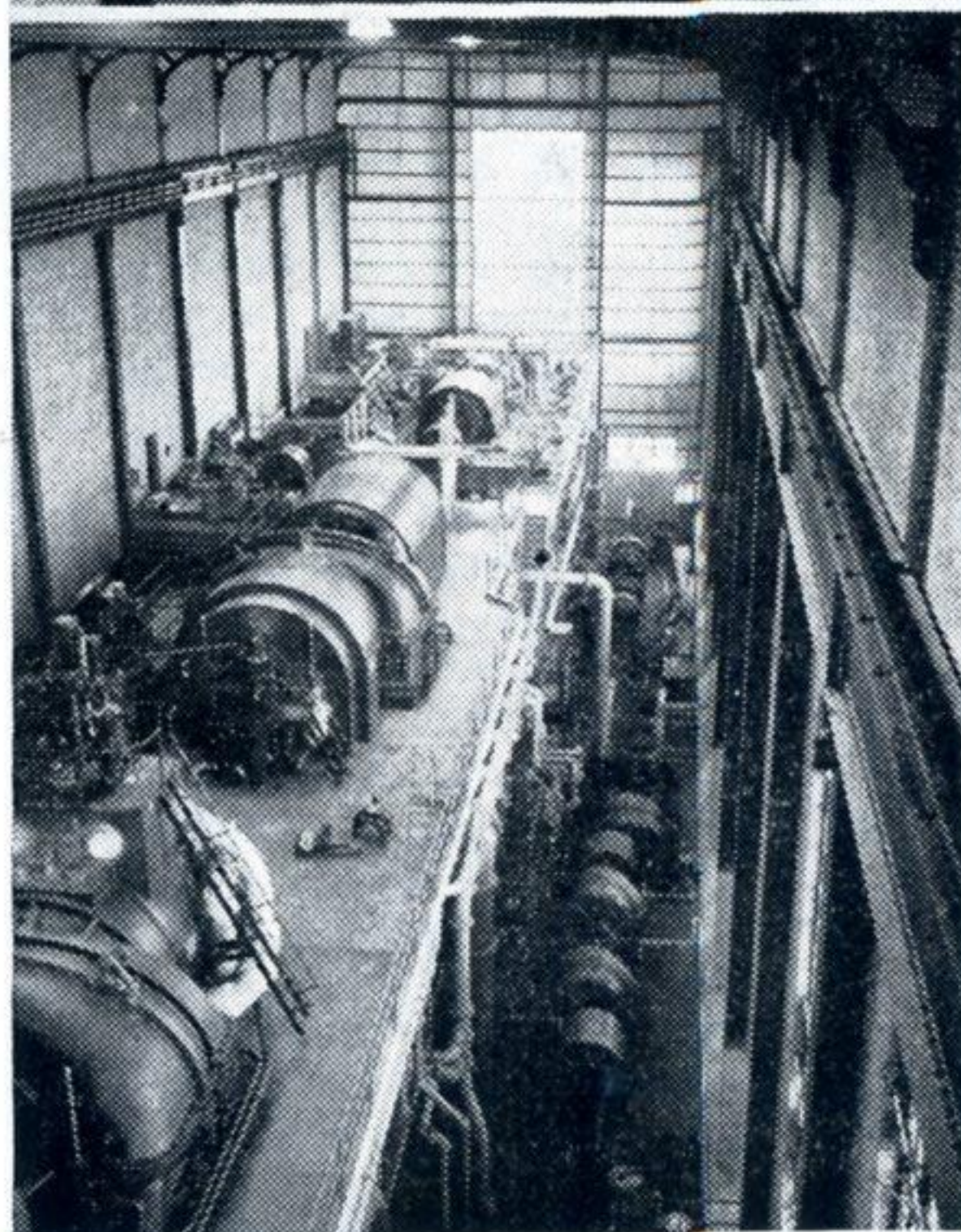
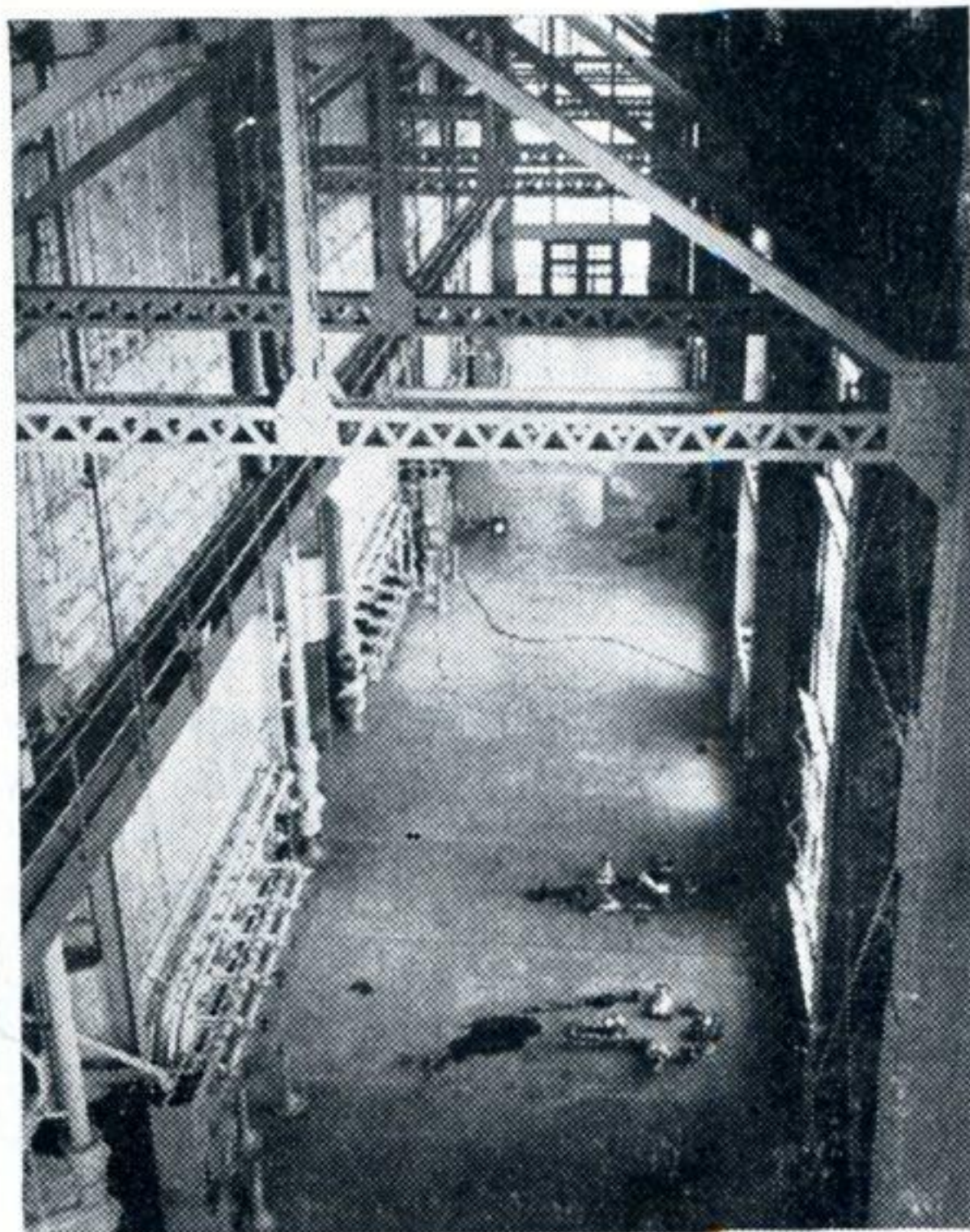
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The commercial department and the accounting department played the first game of the inter department softball classic on March 29. Score 19 to 6 in favor of the Commercials.

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"Say," one neighbor asked another excitedly, "Do you know a fellow down your way with one leg named Oliver?"

"I'm not sure," returned the other doubtfully. "What's the name of the other leg?"



*The New unit at Neches is nearing completion. Above, section of boiler room looking from new section. Below, new generating unit being assembled in background.*

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Doctor: "Madam, your husband is suffering from voluntary inertia."

Wife: "Oh, the poor man, and I have been accusing him of being lazy!"



# what's the hurry?

By C. P. Shirey

In this intelligent age in which we exist, there are fewer industrial accidents and accidents in the home each year. But automobile accidents are increasing, despite all steel bodies, safety plate glass, better brakes, lower air pressure, better tires, wider highways, safer curves and bridges, and better traffic regulations.

There is but one answer to this increase — "SPEED"

In 1927 and 1928, top speed of the lower priced cars was about fifty miles an hour. In 1929 and 1930, sixty was obtained without much difficulty and now, no one brags about eighty. That is your answer to the yearly increase in automobile accidents.

In Texas last year, there were over 39,700 fatal automobile accidents. The number in itself doesn't seem so large, but if we read in our morning paper that the entire population of a town that size had been killed in some disaster, we would gasp in horror. We would offer sympathy and donations. We would discuss it with our fellow workers and neighbors. For some time this tragedy would be the topic of conversation — some steps, if possible, would be taken to prevent a recurrence. Yet when we read these totals of fatal accidents during the year of 1937, what did we do? Possibly a day later we didn't remember if the total was 2,400 or 4,200 and we discussed it with no one.

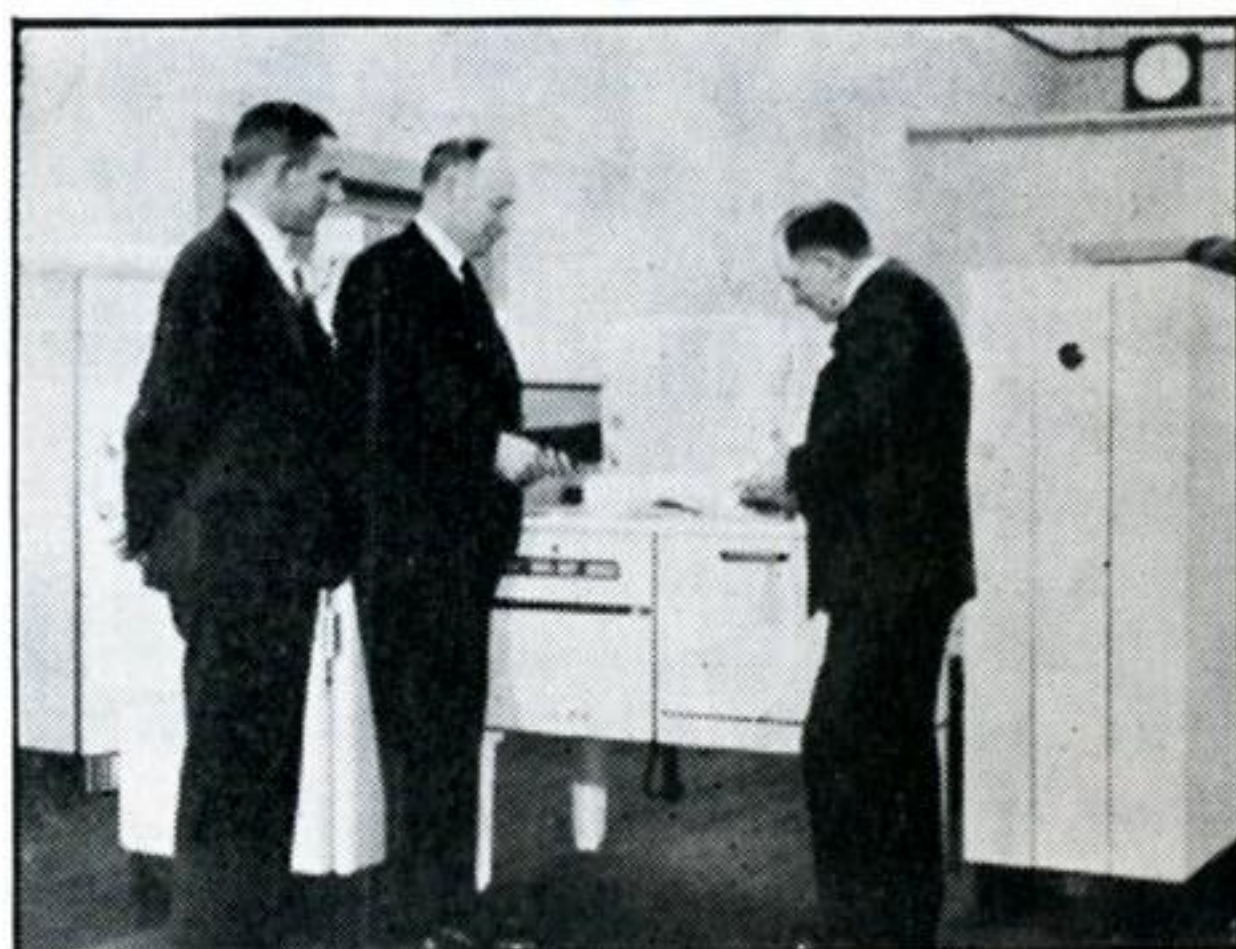
There are two types of fast drivers — the first and most dangerous offender is the driver who thinks it smart to speed and boasts about his records. He should go out to the salt flats of Utah. There the speedway isn't cluttered with women and children, or other automobiles. Too he will be clocked by officials; then if he does break a record, he may even get paid for the fun he has had. The record he boasts about between Houston and Beaumont is never recorded. There was no stop watch check so his listeners judge him more of a fool than a hero.

The other type of fast driver is represented by those of us who are always in a hurry. Sometimes for a reason but often not. The National Safety Council recently put out a poster that we should all apply to ourselves while driving. The poster read: "NOW, HONESTLY, WHAT'S THE HURRY?"

Do you realize that on a fifty mile trip, if you increase your driving rate

from sixty to seventy, you save only six, or seven, minutes. What will you do with them? Time is precious, but its bad policy to drive like a maniac in order to conserve it. We haven't the right to jeopardize the lives of our fellow man by driving at a rate of speed at which we have little control of our cars.

We, the American Public, are slow to arouse, so until some legislative steps are taken about fast driving, we drivers, while at the wheel, can help by organizing one man committees to prevent traffic accidents. Simply ask yourself "NOW, HONESTLY, WHAT'S MY HURRY?", and slow down a bit, Pop.



## wrap it up!

*Sales manager Riegel demonstrates his sales ability by getting the order for a new range from Col. D. M. DeBard while on a visit to us a few weeks ago. Manager John True of Louisiana is the witness.*

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

KENNETH SUTTON . . . . . EDITOR  
JACK GAMMAGE . . . . . ART EDITOR



## speaking of operations



R. F. Reid  
Editor

**TRANSMISSION AND DISTRIBUTION DEPARTMENTS:** Mr. and Mrs. Hugh Morrison announced the arrival of crown prince and heir apparent, Rodney Hugh, on February 22. Prince Rodney weighed 6½ pounds and his father emphatically claims that he is not a junior.

Responding to spring fever and lure of beautiful flowers, the following members of the Transmission and Distribution Departments made trips into the Azalea Country: Al Gager and family; Mr. and Mrs. "Hubie" Braunig; Mr. and Mrs. Pete Simon; Mr. and Mrs. Ralph Cargill, accompanied by Mr. and Mrs. Forrest Merrill.

J. H. "Country" Smith enjoyed the week end of March 19 in Center.

Mr. Ingraham, Mr. Brader and "Pop" Jordan of Beaumont, along with F. C. Watson of Lake Charles and J. M. Dugan of Port Arthur, left March 21 for College Station, where they will participate in the Electric Meter School at A. & M. College for one week.

Distribution Department engineers are working steadily to provide for the new 375 H. P. air conditioning load at Hotel Beaumont. Other plans are being prepared for serving additional air conditioning load at the Liberty Theatre.

**ENGINEERING DEPARTMENT:** Baseball season has arrived! We hear definite rumors of new uniforms, new balls and bats, a new place to practice and a winning team; also a new manager, Dan Poulson, who is very busy now getting dope about clothes sizes and who likes what bats, and what teams are to be played on what dates. Turn out for the games, gang! We will try to publish a schedule of games in next issue of Plain Talks.

Robert ("Athadunit") Atha has his amateur radio station on the air again and reports some fair DX contacts. You other G. S. U. fans listen for him on 40 meters. Why not a G. S. U. net?

Have you heard? We have a new stenographer—and, new neckties and fancy socks and clean shirts have sprung up

all around us. Miss Nell Bass is the name, and we hear tell that Myrna Loy and Sonja Heinie have nothing on our Nell.

Watch your step! Candid cameras are coming into fashion, and the shutter may get you at any time. Too bad there was no film in the camera that was focussed on our friend, H. E. B., from across the hall.

Talk is turning to picnics again. If you Engineering Department members are ready for it, raise your voices a little.



Along about the end of summer we can expect some giant tomatoes, potatoes, pansies, etc. to be displayed around the office. Ivan (Old Farmer) Pevoto is experimenting with soil-less horticulture and hoping for

great results.

The Cruise family is enjoying a visit from Mrs. Cruise's mother, here from New York for a short time.

Plans for a new 33 KV line from Neches Station to Lakeside Station, Port Arthur, are almost complete and construction should soon be under way. Cross bracing for H frame structures along the Interurban Transmission right-of-way will be installed within the next month or so, if all goes as planned.

A recent Engineers' Club Meeting was enjoyed by many of this department. Wm. Wendt, Wm. Godsey and R. O. Hopkins held forth on the subject of voltage regulators. It was well done and the entire program held the audience's interest. Tom Keiller was official ramrod of the well attended meeting. A large group attended from Port Arthur.

*Continued on page 5*

**MARCH PLAIN TALKS**





Bob Guidry  
Editor

## production news

Lonnie Pace finally made the front page of our local newspaper. To get this publicity he matched his DeSoto against a fire plug. The fire plug was counted out but damage to Pace's car amounted to something like \$250.

W. S. Simonds has a new home under construction at Roberts and Avenue C.

Bill Spence and G. F. Brill were off several days as a result of minor home accidents. Spence stuck a nail in his foot and Brill hurt his hand.

Jack Jett resigned to accept a position with the York Engineering Company at Houston.

Robert Beedh Powell became air minded and resigned to take up aviation on the West Coast.

The Neches Maintenance crew have been in high the past few weeks giving No. 1 Turbo-Generator unit an annual inspection. While this was going on S. & W. men moved No. 1 Unit Switchboard into the new control room. The unit was put in service March 17, in first class condition.



M. B. Marshall is back from Philadelphia with a full report of his activities in the big cities, New York, subways, tunnels, fast subway rides and Westinghouse shops is all we

have heard the past few days. Jake sums up by saying it was one of the best trips of his life and he is very grateful for having had the opportunity to see and learn so much.

W. A. Whitten leaped right into the big car class. He traded the Chevrolet for a new Oldsmobile.

Frank Delage the local load dispatcher makes numerous trips to Orange to make

necessary purchases. Frank, why don't you try our stores, prices are just the same?

Baseball is now the noon hour sport and the production department promises a strong team for the company league.

### PROGRESS NO. 3 UNIT

The boiler was fired up with gas officially at 9:15 P. M. March 14, 1938. Fred Taylor has his name on the historic match to be placed in the Archives of Neches Power Station.

The new gas line and metering equipment was put into operation March 1. This new gas line completes a loop system so that gas can be furnished from either end of the header.

That long siege of anticipation is now over. The turbine parts are now coming in and are being put in place very rapidly. It won't be long now.

## speaking of operations

*Continued from page 4*

### LIBERTY

Oak Ewing is able to be up and around again. We'll be glad to see him back in his regular work before very much longer.

Laura Nan Ellis spent last week-end at College Station attending the dances and — well we don't know the rest of the story as the person who reported this incident merely said attending the dances, etc. — but that seems to cover everything anyway.—Perhaps you were there too.

Mr. Rouse and his substation crew have been working in Liberty for the past few weeks. Mr. Rouse has lost a few pounds but the crew seems to have held its own very well.

Bill Norman, brother of Holly Norman, patrolman, was seriously injured in a fall from an oil derrick a couple of weeks ago. It is confidently expected that Bill will recover in time now but he has a long stretch in the hospital ahead of him and numerous operations to undergo in an attempt to mend all the broken bones.

Mr. Aubin of the Beaumont office has been transferred to the Hull Office to take the place of V. L. Beagle who is to become relief cashier in the Beaumont Division.

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## COMMERCIAL DEPARTMENT

Our Home Service Department has been very active this month. The annual Department Club Luncheon, held on March 14, was planned and prepared by Mrs. Voyles and Miss Moore, with 144 in attendance. Miss Upchurch, home demonstration agent from Orange, gave a most interesting talk on "The American Home".

The annual Employee's Wives Cooking School was held Wednesday and Thursday, March 16 and 17. There were a number of "goodies" prepared and given away the second day of the school at a drawing. The Eddleman household was among the particularly lucky ones; Mrs. Eddleman winning both the baked ham and cake. "Dick" (the man of the house) said it was one of the squarest meals he had had in some time—he was getting tired of just plain beans.

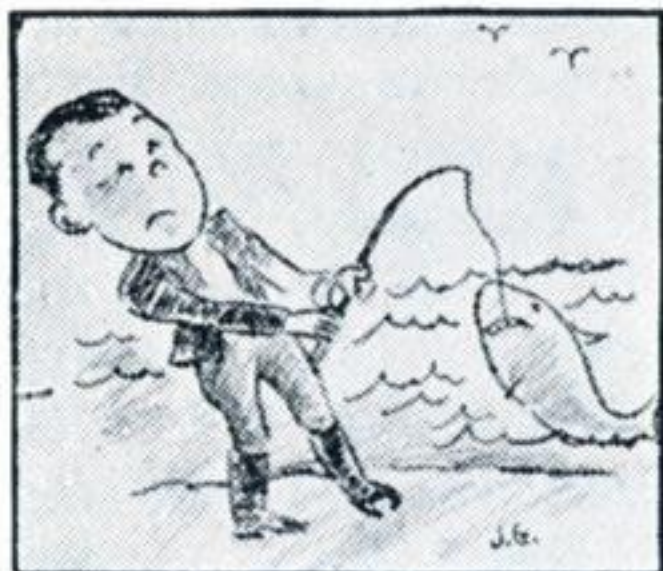
Well, we are gradually acquiring some cooks among the D. R.'s, as a result of Vita Miser demonstrations conducted the week of March 7, by Mrs. Voyles and Miss Moore. All the new features were explained and demonstrated, giving the "boys" new and important selling points.

Hip! Hip! Hooray! Port Arthur is now going to have an adequate (we hope) General Storeroom. Work has been started on this building and can't be finished any too soon, for us!

Luke Levesque—the deep-sea fisherman. My oh my, with all of the new equipment that he has purchased the poor fish in the Gulf had better take to deeper waters. Good luck, Luke!

Too bad the \$100 down payment prospect for a G. E. that Ralph Brown (our West Side D. R.) had the other week had to ask him for a dime with which to purchase something to eat the following day when he called to "close" the deal. Well, those things are all in a day's salesmanship!

Sidney Hebert was out for a week due to illness, but is back again, fit and ready for the on-surge of D R's.



Another fisherman is Paul Baker. On his last attempt, all that he could catch were sharks, and who ever heard of eating sharks! However, he still says he won't give up!

## Port Arthur division news



Mrs. Trotti  
Editor

## ENGINEERING DEPARTMENT

A. L. David, who has been with our company for about three years, first in Navasota, Beaumont and Port Arthur, resigned to accept a position as an Electrical Engineer with the Gulf Oil Corporation in Venezuela, S. A. David sailed from N. Y. on March 18. We are sorry to lose David but realize what a wonderful opportunity he has in his new work. The boys requested that he send them an actual unretouched postal card of natives of South America.

We are wondering why Johnnie Siddall is spending most of his evenings at the Walk-A-Show". . . Could it be that he is considering stepping in, in case one of the men fall out.

Two car-loads of material have already been received in Port Arthur for the construction of Line No. 75 which is to be built in the near future from Neches to Lake Side.

## METER DEPARTMENT

Joe Duggan joins four others from Beaumont who are at A. & M. College attending a meter school.

## GARAGE

Ed Yelton has joined the garage force. He comes from E. P. Baker's service station and we are glad to have him with us.



Schildnecht is spending spare moments on his farm outside the city, raising chickens. When they get to be frying size, we shall expect a big chicken feed out of him.

## PRODUCTION DEPARTMENT

C. H. Watler is about the proudest "papa" we have seen in a long time.

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MARCH PLAIN TALKS





Carra Williams  
Editor

## treasury department news

**THIRD FLOOR ACCOUNTING DEPARTMENT:** To give credit where credit is due, or something; this month it goes to none other than our versatile "Vice-President in Charge of Accounting for Louisiana Division," Mr. W. O. (Pete to you) Murchison, author of the following mimicry:

On March 7 at 1:30 p. m. the employees of the accounting department enjoyed a delightful repast through the courtesy of Messrs. Jackson and Dunlop. The occasion was prompted by a golf game between the above mentioned gentlemen and Messrs. Faber and DeBouy. It seems that Dunlop and Jackson weren't quite so hot at the ancient game of pasture pool as they imagined. At any rate, a good time was had by all with the possible exception of the hosts, who seemed a trifle "burned up" over the whole affair. . . . As usual, there have been several changes the past month. Hilton Deutser has moved to the voucher desk and was replaced by Henry Herndon, who in turn was replaced by James Inglehard, a newcomer. James comes from Navasota. . . . Charlie Genaro has been rather off schedule the past few weeks. His excuse being that Charlie, Jr., is growing so fast that wants to play a game of "checkers" with "Pop" before he leaves for work every morning. . . .



The Federal Power Commission report has Julius DeBouy almost doing the "Dipsy Doodle." He and his department have been doing quite a bit of research work trying to answer all the questions pertaining to our company's business during 1937. This will be an annual report, and steps are being taken to assemble information during this year that

will be needed for the 1938 report. Glenn Richard has been particularly valuable in getting the accounting department boys off on the right foot even though he is not one to argue about the way things are done. . . . These pretty spring days certainly have a decided effect on R. O. Jackson. He is such a nature lover that with the coming of the beautiful spring flowers, it is nothing to see several bouquets on his desk at one time. The biggest surprise came however when the members of this department noticed in addition to his flowers a gold fish bowl, with a fish in it, on his desk. The fish was promptly christened "Ferdinand Jackson." . . . "Hit & Run" Shrigley has been in town for sometime. Reports



have come in that he will be in condition to "run" a good game in the coming Company golf tournament. . . . Humps Hansen was out several days during the month for

a tonsillectomy. The construction department managed to keep going in his absence due to the efforts of Eddie Bode and "Andy" Chatelain. . . . Drinking partners (cold drinks) usually seen taking recess about 9:30 a. m. and 2:30 p. m.: "High Pockets" Campbell and Joe Austin; Al-Bert (Sweet Pea) Watson and "Pancho" Deutser; Gipson and "Assistant-Treasurer" Bode; Charlie Genaro and "Scotty" Dunlop; Lyndon Futch and "Windy" Peckham; "Gloomy" Folsom — by himself, if at all; "Cap" McCann and "Andy" Chatelain; "Farina" Clubb and "Deacon" Davidson; and Humps Hansen waiting for a call from that roving home economist, Gwen Youse.

Friends of Mr. Linnehan were sorry to learn of the death of his mother on February 28. Mr. Linnehan returned home to Wayland, Mass., for the services.

For the first floor this month we have as guest writer, Ava Mary Stevens.

**COLLECTION DEPARTMENT:** The new collector, or outside man, is F. S. Sheffield, who was formerly with the Eastern Texas Electric Company. Mr. Pennington took Mr. Sheffield around the first few days to introduce him to some customers, but the first thing Mr. Pennington knew he was being introduced to customers by Mr. Sheffield. . . . Mr. Pennington seems to be quite glad to



get back to his desk handling notices and delinquent reports, and especially since he now sits just a few feet from our red headed secretary. . . . We didn't hear the conversation, but one day Adriene began blushing, and she blushed so painfully that she had to leave her desk and go out in the hall to regain her composure. . . . Paul Masterson, the collector of all collectors, had a certain lady customer to come in his office a few days ago, and after they had the matter of the bill settled to every one's satisfaction, she invited Paul to come out and have a bottle of beer with her, if for nothing else! . . . Flora Mae Clements, with her family recently moved into a new home, but the night before they moved in someone went into the house and removed, without permission, two ceiling fans. So if you see Flora Mae inspecting ceiling fans, don't get excited, she's probably looking for a familiar scratch. . . .

**BOOKKEEPING DEPARTMENT:** Violet Marie Rafferty celebrated her first birthday, on March 14. . . . This department has taken on a little more work. We are now handling Sour Lake and Hull records, and we have heard something too about what a hard job it was to re-copy the deposit ledgers. . . . The book-keeping and collection departments recently enjoyed a Saturday afternoon picnic



at Baby Galvez. Hot dogs, potato chips, and everything that goes with them was welcomed after a ball game in which everyone participated. As a special entertainment feature, for members of the party and the folks from the country side, Joe Powell

gave his interpretation of that latest thing called swing, truckin and all the others. . .

**BILLING DEPARTMENT:** Mary Dewey is now recuperating in her home in Orange, from a recent operation. . . . Your reporter is reliably informed that Helene Heller has suddenly found herself between two fires, F. R. Weller and Glover Fannette. Jack Watson watches

from afar to see that everything is on the up and up. Helene says she is going to change her way of living. For better or worse, Helene? Mary, you had better hurry back. . . . We have been wondering why Ben spends so much time in the billing department, and have just heard that he is a cuttin' eyes at someone, maybe by next month we'll find out. . . .

**STENOGRAPHIC DEPARTMENT:**—Newsy notes by Helen Dutton: In the stenographic department, you will find: (Our sincere apologies to Bill) several lassies who are so-o-o fond of religious discussions and miscellaneous argument that they arrive at a quarter to and a quarter after . . . working hours, of course! . . . One sly maiden who still indulges in the old-fashioned art of blushing. . . . One young miss who manages her own date by taking advantage of the driving herself - - - ask a certain power salesman! . . . One so well equipped with dry wit that the girls look forward each day to her jovial antics. . . . The girls in this department are exceptionally fond



of bike-riding and scurry off in the afternoons to borrow, rent, or otherwise, acquire a bicycle for such diversion. Their vote is for a Recreation Week to include a Golf

Tournament and a Six-day bike race! They think a week off will do it very easily and allow time enough for the older employees, such as Mr. DeBouy, to take a rest and the younger ones to play. The girls have appointed a so-called Recreational Development Committee to discuss the matter with Mr. Faber. A report will be published next month—so stand by! . . . Here we might add another note about "Ferdinand Jackson", the goldfish. Mr. Jackson's enthusiasm over his "catch" was only exceeded by the Steno. Departments' gracious donations to his call for food for the newly-arrived "Ferdinand". They sent up a reception committee and presented a card proclaiming "Ferdy's" epitaph! Strange enough "Ferdy" was missing next morning. (No tears were shed except by our own Prince Charming, Rolly Jackson!) . . . Fashions: For fashion's display, we note Lavern Franke's dutch-looking shoes with built-up, solid insteps. . . . Elizabeth's peasant-style print containing fifteen yards in the skirt. . . .

*Continued on page 12*





Frank Smith  
Editor

## Pelican state news

With summer just around the corner, and knowing that the demand for water is going to be plenty big this year, you will find Mr. West and his ever ready maintenance men making necessary repairs and installing a new air compressor.

Tom Bird and Tom Steen have completed inspection and repairs at the Jennings ice plant and are back in Lake Charles. It is rumored Steen is going to buy Bird a wedding ring—isn't that what you said Steen? (We wonder what these Tom's were up to).

Will someone please tell Mrs. Savoie that Bob means no harm when he says in his sleep, "No, lady, there ain't too much chlorine in your water."

It is rumored that a certain dispatcher, who some people think is a saint because his name happens to be "St. Dizier," has



Above picture is of Jim Nelson and his line crew that work out of Lafayette. Last month Jim resigned and his friends and fellow workers from Beaumont and Louisiana gave him a farewell party. He leaves with the sincere best wishes of everyone with whom he was associated. The handsome guy second from left, rear row is Jim.

MARCH PLAIN TALKS

a new Candid, and is taking pictures on the river banks. How about a good picture of the Lake Charles substation, or the ole' swimmin hole, for Plain Talks?

French Verret coming on duty: "Now, I wonder whose been in the transformer file—What did 'Shot' want?"

We understand that R. Sumrall has quite a few chicks that will soon be ready to be served fried or baked. Someone said that he is to have a chicken fry for the production department and dispatchers. The date has not yet been set.

Everyone enjoyed the cooking demonstration by Ruth Landry and Mercedes Champagne at the substation. E. W. Mixon especially, as he got there just as everybody was getting up from the table.

Dave Spears recently invested in a diamond ring, and has announced that he will wed Miss Margaret Roth on June 4.

Speaking of romances—We'd like to hear more about the "budding romance" between Jim Sudduth and Norma Bertrand. We feel sure J. Hunter Thornton can give Jim a few points on how to court the gals at the gas company.

The Lake Charles line crew is really working in style these days. We expect them to come to work in spats most any day, since the supervisor, N. Carpenter set the pace by wearing a "tux" to work.

Our cooking demonstrations continue to pay dividends. Two sales have resulted already from our Roanoke demonstration which was held March 15 at the Roanoke school. Incidentally, the Home Economics Department at the Roanoke school is to be equipped with three Electromaster ranges—two of which are already installed.

He doesn't exactly look the part, but M. E. (Pete) Dennis is an expert pansy picker. (He grows his own at the substation.)

Hubie Brauning must have used no less than a gallon of Prof. Whata Snozzle's "Stretchalene" to get his neck out as far as he did at our last sales meeting in Jennings. He also must have swallowed a hurricane to blow as long and loud as he did.



We noticed in Jack Reidy's and Russell Dunn's accident report that a dog bit



a man on the leg, with the comment "No time lost." We wonder what they expect at a time like that—for the man to stand still?

Mike Meisner has been laid up with the flu. We hope he is hale and hearty again by the time we go to press.

Mr. and Mrs. Joe Abbott announce the arrival of Miss Jo Ann on March 20th.

Henry Landry is sporting a new tudor Plymouth Sedan. Oh Boy! Some class.

Sure signs of spring fever: J. T. Cart motor boat riding. Charles Gary, Johnnie Adams, P. C. Faulk bringing in some very large fish stories. J. K. Powell dealing serious grief to the truck farmers of South Louisiana by over stocking the vegetable market from that estate of his. Shame on you Kelly, give the boys a break.

Mike Carver, Lafayette operator, says that anything "Shug" Goen says about him is nothing but plain LIBEL (Not quoted exactly the way stated).

C. M. Scott surprised his family by coming home before dark one day last week.



*Did you ever see a gourmet. Here is a room full and all swear by electric cooking for the most exquisite cuisine. This was taken at the electric range demonstration for the distribution department in Lake Charles.*

## wanted:

Silent partner by DR supervisor to join in promising agricultural process. Large returns are possible for the right party. Exclusive rights to patent have been obtained for transforming vetch into carrots. Send applications in care of Frank Smith.

An automobile for the genial garage foreman Lake Charles. "Shug" has quali-

fied as first assistant DR and the Lake Charles DR's want an automobile so "Shug" can get out and show the folks what a good salesman he really is. He's going to get a bogey next month.

A blonde secretary for the hard working Lafayette distribution supervisor. There seems to be considerable pressure by some of his assistants for a young blonde thing to decorate their dreary office.

A reducing girdle by the big he-man operator at Lafayette. Anyone with such a device slightly smaller than a barrel get in touch with Jack Cart.

## Port Arthur news

*Continued from page 6*

His reason is little Miss Anita Louise who made her debut March 15, tipping the scales at 7 pounds.

Cleburn Bean is off from work on account of an appendectomy. He is doing nicely though, and will be back with us soon.

### ACCOUNTING DEPARTMENT

Anticipation of pleasant vacations was engendered in the minds of many of us last week with the posting of the Accounting Department vacation schedule.

Arsey Borne hopes to see the World Series; Mrs. E. K. Jones hopes to visit the Ozarks; Elizabeth Hagy hopes to meet a "dude" on a Dude Ranch in West Texas; Loraine Spence hopes to do the Rhumba in Havana; Prentice Pevoto hopes to install plumbing fixtures at his estate near Port Neches; Thelma Caughlin hopes to find a pot of gold in California; and Fred Davis hopes to renew acquaintances with a few Republicans located in and around Boston, Mass. All members of the department anticipate picture post-cards with the favorite quotation, "Having a fine time—wish you were here."

Vernon Bodin is keeping us all advised on the activities of the Walk-A-Show contestants. Last week he reported that in the wee hours of the morning all the girls were knitting sweaters.

Mr. Johansen and Miss Loraine Spence and friends made a pilgrimage to Lafayette to witness the blooming of the azaleas which are famed for their beauty at this time of the year. They have also been seen together at picture shows, Walk-A-Show, and the Casino. We can't decide whether it's romance or "just doggoned good friendship."





G. H. Johnson  
Editor

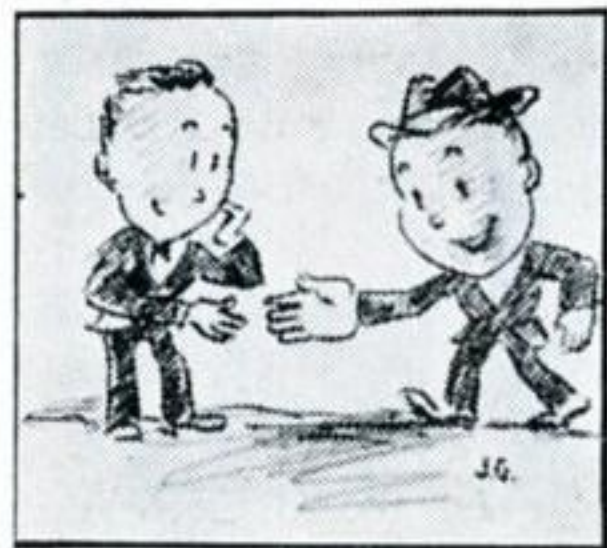
## Navasota division news

Deer Flamingo:

With hevy hart I pass my pin to my hand to write you on paper what has been happinin down here since you went to the city to make your forchun. I still have this job as rovin' reporter fer the "Plain Talks" but it seems that time hangs hevy on my hands since you have went away.

The folks down in Alvin hev bin all het up over this range and water heeter campaign and it looks to me as if Dean Saxby is goin' hog wile with all his sellin' right and lef. This las month he also taken up what Miss Seely calls anglin' but I never seen him doin no anglin' fer anybudy while I was there. I set in on one of their meetin's and Mr. Terrell from Beaumont was there. He's a city feller, Flammy, and if'n all of them in the city acts like him, I never will hev a chanct with you agin.

Not long ago I went over to Caldwell and they was tearing down the old ice plant which was making ice for thirty year or more. That really made me feel sad, Flammy, just like an old friend had died and was being berried. Marvin Seigler, that serviceman down there, sold a range and refrigerator to one person the other day and he's as pixilated as Dean Saxby.



Flammy, you rec-olleck how W. T. Thagards always go around shakin' hands with everybudy he met—well, you know we alwuzs thot it was becuz he was Pres. of the Chamber of Commerce—

but he still does it and isn't Pres. any more. Must be persunality.

Up Calvert way, on March 9, a wind struck up there that made the 1890 tornado look sick. It shure played havoc with the coolin tower — in fact, it wrecked it. All I could heer up there durin the wind was, "I hope Mr. Curley Figari heers of this and notes that we will soon begin work on a sprinkler system to replace that old load of junk."

It seemed to me that all I saw in Calvert wuz folks from Navasota—Pat Griffith, J. D. Barnes, Frank Bolton, J. B. Crapp, Sheriff Binford, and Pop Taylor. Letters from all parts of the US beat J. D. and Frank there. Sumbudy shure must miss those two boys.

We all thot Ruth Meekins in Cleveland had passed on, sense we hadn't herd from her in so long so I journeyed up that there way but shure enough there she set just as pretty and red-heded as ever. She allowed that A. B. Wilson and family hed ben to Navasota to visit A. B.'s folks and that Clyde Campbell and his family went down to Anahuac during March fer a visit. Luther Sadler still hung around the office during his spare time moonin at Ruth so I guess everythin blows smoothly over thar too. This bootiful spring weather shure does make me feel all sedimental like inside.

Whin I went thru Conroe I seen Bill Earthman flying right down the middle of the main street with his jaw set fer akshun. Charlie Drennan was hedded out the other direckshun so I ges the Conroe territory is well tuk care of fer sales with those two birds out gunning. I didn't see Ray Hereford or Oma Pearl so I culdn't git much happinnins fer ye, Flammy. Maybe, they will come close to hand next month and give me the low-down on everyone.

I'll sware I looked all over cre-a-shun fer Floyd Sharp at Franklin and, durned, if he hedn't gone hide and hare to where I couldn't find out nothin fer ye from that sekshun either.

Like to didn't find C. B. Brooks at Groveton either but after trailin him with my never failin Injun instinks, I found where he was last been. The trail led to the garage and all I seen then was two pare of feet sticking out the edge of the car. From whut the wife of one pare of feet told me, I gathered thet her husband, owner of one pare of feet, was too busy to see Brooks, owner of the other pare of feet, and listen about a range so Brooks crawl right under thet car and showed him pitchers of the new range and, by gum, Flammy, he sold him one.

Hempstid is still on the map and last time I wuz headed down thet way, Goree Matthews met me right at the bridge so I come back to Navasota with him and he told me a lot of interestin things about Hempstid but sense he didn't give me his permisshion to tell them I wun't until you come home agin.

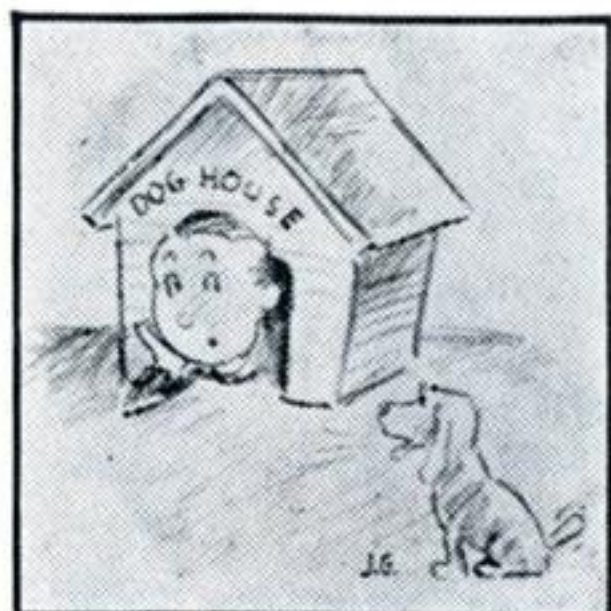
That Huntsville bunch who strings wire and climbs poles really clum up a pole—they are now using electric ranges and refrigerators 100%. Mrs. T. A. Sandidge went to Sanatorium for treatment and is reported doing nicely. A. B. Mitchell, who calls himself an operator, although I never seen him operate on nobody, bought a new Vitamiser 80 and is John Brady proud of him.

The East Texas Chamber of Commerce is a gonna hold its Birthday Party in Huntsville on March 24. The town is dressin itself up all



purty, Flammy; I shure wisht you culd see it. Hit just sorta makes my heart all hevvy and droopy like feather what got wet.

Otto Wood lost a bet and the penalty was to eat a range. Although, I'll tell you, he ain't et it yet. He can make plenty muneey if he does manage to pay off that bet and he is a man of honor.



I seen a sign "'Bedroom for Rent" whin I passed Joe Stallcup's house the other day and I wondered why but found out Joe was now sleeping in the dog house and that made a exter place to rent.

Ruth Lee sorta told me all the gossip and asked me to write to you so thet you'd know she hadn't fergot you wuz living and still the pride of my heart. She shure helps me out with news so I won't hev to make up things.

I never seen Slim Birmingham this munth but I know he's still up thar. Shure wisht he'd tell me sumethin to write you. Thet bunch up at Madisonville wuz all hidin out whin I journeyed up there and they never tole me a thing to write my little Flamingo.

Pete Allphin run fer Justice of Peace and his campain manager, E. E. Figari, didn't do sech a good job as Pete only got one vote and, after all, Pete voted.

The gardun of Diddy Welch's is shure progressin and Selma should hev plinty onions this cumin summer. Dutch Foerster is raisin chickuns. He got 200 of the little fuzzy white things and shure is givin them lots of care with all this rain.

Our poet handed me this little pome to mail you and I know you will be glad to hear that he has not lost his spunk and can still "dish it out":

"I'm not a learned man  
Nor a genius at all  
I know I'm not a Shelly  
So, why put up a stall.  
But to answer someone  
(In a most sarcastic way)  
I'm not stooping to use  
Good Old St. Valentine's Day.  
So you poets from Nederland  
And Port Arthur, as well,  
If you don't like my efforts,  
Well, I don't think you are such a much  
either!

Diddy Welch and Rod Honsberger is getting themselves all fixed up with some things thet look like long-handled unnerwares, but both say those things are fer customes. Romes and Juli-et. I never heerd of them two fellers but maybe they are good people.

Frank Bolton jist stands on the corner with his face turned toward the south. Sorta pitiful like the Injun who turned his face to the sun and died fer love. Only Frank ain't gonna die fer love — he wants to live fer it.

Dick Haddox sez he wuz kidnapped again and thet his abductors is secund offenders. Sumetimes I think Dick just uses that alaba to keep out of the dog house.

Got rained out of Sommerville and Trinity this time so if'n someone over there don't write me sumething to tell you, I'll never get you no news from there.

Now, Flammy, I gotta get busy and hunt up some news fer "Plain Talks" so this ends this letter that I tuk up my pin to rite you.

Love and Kisses,  
Navy Soda.

## cooler than a cucumber



Warm weather turns our thoughts to electric refrigeration and you will be proud yours is electric. The candid camera friend catches a shot of a young man surprised while raiding his refrigerator for a midnight snack. The culprit is Master Paul Mattingly of Lake Charles.

## treasury dept.

Continued from page 8

Sybil Duke's new coiffure, (or is this rushing matters a wee bit?) For that young-girlish look, nothing is better than flats, right June? We miss Ruth Markley's French braids . . . **CONFIDENTIAL:** The favorite pastime of the steno department seems to be reading the current newspapers. Moreover, comfortable positions are essential! (confidentially, we think George Dunlop agrees with the girls!)





Mrs. Spell  
Editor

# mdse. dept. news Bmt.

## FROM THE SUBLIME TO THE RIDICULOUS

We have always marveled at the way a nickname attaches itself to a person and have been awed by the tenacity with which these sportively familiar surnames stick with one.

We trace and analyze herewith the various bogus cognomens that have become synonymous of members in this department. Where a party has been fortunate enough to avoid this blight on humanity and has kept the family escutcheon free from stigma, we will make recommendations.

\* \*

Floyd Hilsman came to the Company some months ago and brought with him the name "Bill." Investigation reveals that there is no real reason for his being called "Bill", so we suspect that this "Bill" business is an attempt to forestall any chance of his being called "Floyd".

\* \*

One look at Monroe Larkin and you know why we call him "Slim." Either "Skinny" or "Slim" would fit his six-foot-plus and he was fortunate in that the latter seemed to fit him better.

\* \*

We suspected that Everett Bishop was dubbed "Bish" in order to keep confusion at a minimum. To walk into the D R room and ask for Bishop was to get a response from both Everett and Pat Bishop. Now they are known as "Bish" (meaning Everett) and Mr. Bishop.

\* \*

For Luther Mosier the choice of a handle is "Thumpy." Mosier, now known as "Luke," owns a rubber stamp with his full name and official title on it. When "Thumpy" starts applying this stamp to various papers and folders, the office sounds like a troop of soldiers is passing through.

MARCH PLAIN TALKS

We haven't heard Connaughton addressed as other than "Jack." We suggest, however, that he be referred to as "Slick", as you gotta' watch the boy, or every sale made will end up credited to "Slick's" hangout, District No. 2.

\* \*



Howard Sandefer was addressed by his proper name for quite some time but he got caught in a loud and long dissertation on the proper method of raising children. He sounded so much like our old Grandpappy used to when "Gramp" was lecturing us kids on how to behave ourselves that we couldn't resist slapping the nickname of "Pappy" onto Howard.

\* \*

Since Walt Richardson is so active in the U. S. Army Reserve Officers Corps and is a full-fledged "shave-tail", and it is difficult for the layman to do full justice to rank division, and outfit without knowledge of those things, it is felt that in calling Richardson "Sarge" we compromise in a satisfactory manner.

\* \*

Someone suggested tacking the moniker of "Noisy" on Hammond and for want of a better name just let it go at that. Bill manages to make his share of the racket around the office, and then some.

\* \*

Winfrey, known as "Bus" for as far back as we can trace, because he thoughtlessly tried to purchase a 'spring tweed suit' one day, has rightfully earned the new nickname "Tweed".

\* \*

Sooner or later some enterprising person is going to start addressing Day Seastrunk as "Doc". Animal husbandry and the fixing up of ailing cows, chickens, horses, etc., is right up Seastrunk's alley. As a diagnostician he is infallible.

\* \*

Oftimes we have heard Holley called "Speedy". This particular nickname is of the peculiar variety that needs no specific reason for attaching itself to a



person. Therefore, no definite quality, or fault, is revealed when a party is dubbed "Speedy".

\* \*

We are not going to tax ourselves to the extent of coining a pseudonym for Connie Winborn but if the following suggests a good tag, please send it to us at once. Connie just recently learned that Charlie McCarthy is a ventriloquist's dummy and not a smart-aleck youngster.

\* \*

Finding a nickname for Lloyd Brannan has us stumped. Brannan says so little and commits himself so seldom that he makes investigation of his past, present, and future an impasse. Any suggestions will be gratefully received.

\* \*

We have a corking good handle for Lawrence Talley. From now on wouldst like to hear him called "Happy". Ask him how near he came to making the Sales Floor bogie on Wesix Heaters this last winter, but don't come crying on our shoulder if your question makes Lawrence so 'happy' that he bends a lamp over your skull.

\* \*



Unbeknownst to himself, Bobbie LeBlanc is about to find himself the proud possessor of the moniker, "Dude". A member of this department can't expect to go scot-free if he persists in wearing those durn city slicker britches.

\* \*

Staggering out of the fog for a moment we suggest that Dot Futch henceforth, hereafter, and from now on be addressed as "Reddy". Reddy Kilowatt is noted for the fine service he gives and since Dorothy so capably dispenses with all that work which crosses her desk, she is equally entitled to be called "Reddy."

\* \*

How the head man of the D R Room, Mr. J. Brooks Bishop ever got the nickname of "Pat" is a source of unending

dilemma. It fits him well enough and, as far as we know, he is universally known by that title. We suspect that Mr. Bishop was first called "Pat" by the Buck Privates in the rear rank during the World War days. No one ever stayed out of the guardhouse by addressing a Top-Sergeant as "Brooks".

\* \*

After futilely pumping Mary Lena Nall for two days in an effort to uncover some childhood nickname to pass on, we give up but surely someone can think up a fitting moniker. On occasion Mary has been addressed as "Cookie". If you are agreeable, we will definitely affix the tag of "Cookie" on Miss Nall.

\* \*

We nominate Gwen Youse as "Boss". If you have never seen yes-men in action then just be around when the mighty Youse makes her rounds of the small towns.

\* \*

Turning our spotlight on Kelley, we find ourselves thoroughly stumped for lack of ability to find a proper cognomen for Louise. If she had any consideration for the Press, Lou would let down her hair and give us a chance. Home-town folks may know something that would interest us, but until further notice, page Kelley as "Lou."

\* \*

Of the millions of nicknames known to man, only one would fit Grace Brooks. That one is "Sunshine". Grace wears a smile all the time and if there is a sunny side at all she will find it. Like Claud Stroud, Mrs. Brooks is always "happy about the whole thing".

\* \*

For Lola Martin we choose the name of "Skippy". Lola spends most of her time skipping from store to store making demonstrations of kitchen appliances.

\* \*

Jimmy Crabbe draws, as the appendix to his name, the label of "Sleepy". Maybe this one came to us because Jim never says much around the office and we have seen so very few salesmen who didn't gab a lot unless they were asleep.

\* \*

Our esteemed editor has been led to believe that something scandalous has been written about her and would appear in this column.

Knowing how anxiously she is awaiting this issue of Plain Talks, we say to her; "APRIL FOOL, Gladys!"



# meet your general sales manager

By Carra Williams

Mr. L. F. Riegel, the "newest" of our officials, came to our Company in July, 1936, from the Virginia Electric & Power Company, Richmond, Virginia.

Mr. Riegel is another Stone & Webster man of long standing, having started in 1911 as application clerk for the Minneapolis General Electric Company after graduation from the University of Minnesota. In 1913, he was transferred to Middletown, Conn., as salesman; in 1915 to Savannah, Georgia, for the Savannah Electric & Power Company, as salesman. In 1922, Mr. Riegel was made Sales Manager for that company, and continued in that capacity until September, 1925, when he was transferred to Richmond as Sales Manager. In 1927 he was made general sales manager for the Virginia Electric & Power Company, a position he most capably filled until he came to Beaumont as our general sales manager.

Mr. Riegel is a member of the Rotary Club and the Beaumont Country Club. He is also on the National Electric Range Committee of the Edison Electric Institute and will attend the annual meeting of the Sales Section which will be held in Chicago the latter part of March. Mrs. Riegel will accompany him and before returning, they will go to South Bend, Indiana for a short visit with their son, Louis, Jr., who is in his freshman year at Notre Dame.

To know Mr. Riegel is to understand to what his success as a business man, a friend, a father, and a husband, may be attributed. He has a very keen sense of humor, likes to 'kid' and can "take it" in return; is most thoughtful and appreciative, never lets the smallest deed go unnoticed; very fairminded, always realizes there are two sides to any question, and can always find time to help someone in trouble. He is one of the Gulf States girls' best friends. He is sponsor of the Women Employees' Committee and is very interested in its welfare. He likes golf, especially his boy Bobby's, likes hunting, but positively adores fishing whether they're biting or not! He has a warm friendly smile, an engaging personality, but most important of all, he is not a fair weather friend. His many

kindnesses and thoughtful manner make him one of those 'the longer you know, the better you like' persons. And folks, this must be true, for 'them words' came direct from his secretary, Dorothy Seale.

## to E. E. I. meet

General Sales Manager Riegel, a member of the range committee, and Superintendent of Merchandise Sales Allen attended the meeting of the merchandise section, Edison Electric Institute, in Chicago starting March 29. The trip to the Windy City was by car, Mrs. Riegel accompanying her husband, and they planned to spend a week of Mr. Riegel's vacation touring the middle west and visiting relatives before returning to Beaumont. Mr. Allen returned by train following the meeting.

## speaking of operations

*Continued from page 5*

Hull Office also reports a recent visit from President Walker. We might be smug enough to add that Liberty Office has also had the same pleasure within the past week.

"Old Faithful" Ellis Taylor was the cause of the loss of a day's work by all the girls in the Liberty Office not long ago. He made an early trip to Anahuac (or a late trip from Dayton) and failed to make adequate provisions for a day's supply of chewing gum for the office force—after all, routine must be followed daily.



a good catch of fish.

Perhaps we'll have more news next month since fishing season will be well under way and the prospect for good fish stories looks much better than the prospects for



## **new office at Jennings**



*Jennings is very proud of the new office. Last month the new building shown above was officially opened with about 150 visitors calling.*

## **annual golf tournament**



The following bulletin was issued March 24:

"The annual Golf Tournament will be held April 26-27 and 28 with the Annual Banquet to be held the night of April 30th.

"Registration will be under the direction of Harry Rafferty and his able assistants.

"Teams will be captained by those good old veterans of many a campaign — Julius DeBouy and Jimmy Linnehan.

"Place will be announced later."

"Hello, pal, lend me a nickel to call up a friend, will you?"

"Here's a dime; call up all your friends."

## **credit union**

In a recent Farm Credit Administration bulletin, there appeared an article which your credit union believes will be of interest to the members. We quote as follows:



"The underlying principle of all credit union activities is to help members learn for themselves how to better manage their own affairs through their own co-operative effort. This is why the thrift element is so

important. What better lesson in finance could a new member, who has never saved before, possibly learn than by saving a regular amount for some definite purpose, such as creating a fund for unforeseen emergencies, vacation purposes, or purchasing new tires for the car.

"Too frequently members do not know the purposes for which credit unions grant loans. Often they think of their credit union only as a place to obtain remedial loans, that is, loans to consolidate indebtedness or provide medical care. In other words, they look upon their credit union primarily to help them through financial emergencies. Of course, it is essential that credit unions make loans of this character, which they will always continue to make; but in the long run, credit unions will find greatest opportunity to be of help to their members in the constructive class of loans. A constructive loan may be interpreted, briefly, as one which will help the borrower to do a little more with his income and thus improve his condition of life. Constructive loans are made for such purposes as: education, taxes, home improvements and furnishings, automobiles, taxes, insurance, vacations, clothing, and preventive medical care. For example, a member may have saved half the cost of a new set of tires for his car and his present set is in an unsafe condition, making it necessary to buy new ones. He could borrow the difference, buy the tires for cash, spend less, and be able to drive his car with assurance of greater safety."

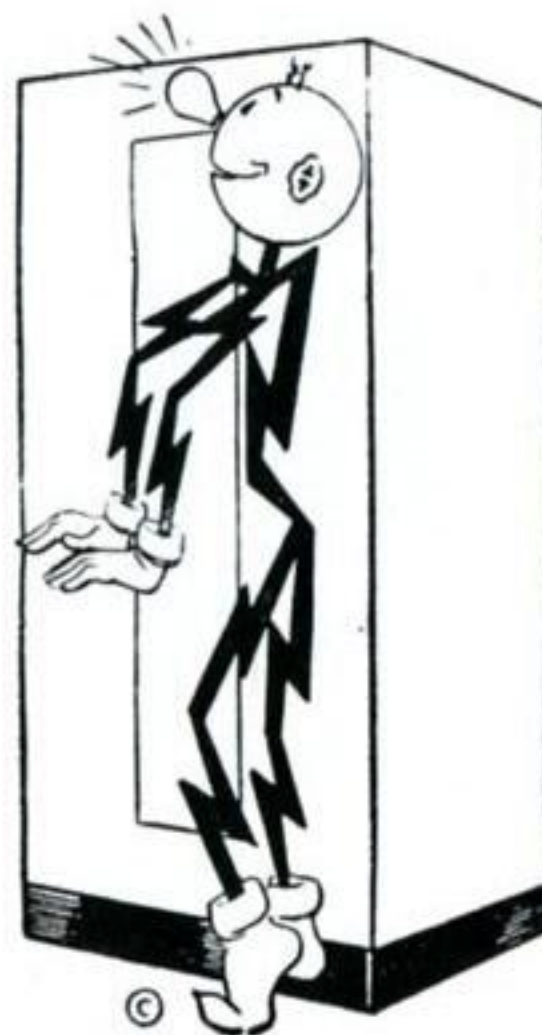


# Reddy Kilowatt Does the Big Apple!



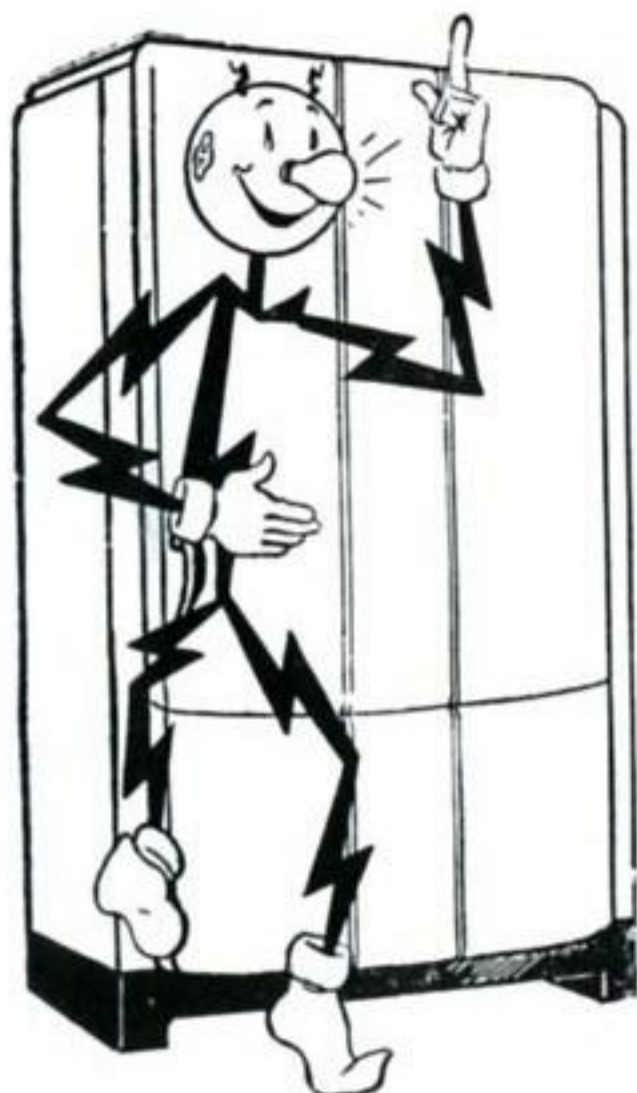
"GET A GIRL AND TAKE A TWIRL"

GET A GIRL AND TAKE A TWIRL—That's modern, automatic Electric Cookery for you . . . freedom, ease and convenience, unimaginable to the old-fashioned housewife. So simple even a child can cook! Set the controls and meals cook themselves.



"SUSIE-Q"

SUSIE-Q as Reddy Kilowatt takes over all of the watching, waiting, stair-climbing and the tank-patting in the modern home. Hot water when you want it, at any hour, by the mere turn of the tap . . . that's what Electric Hot Water Service means to you!



"TRUCK"

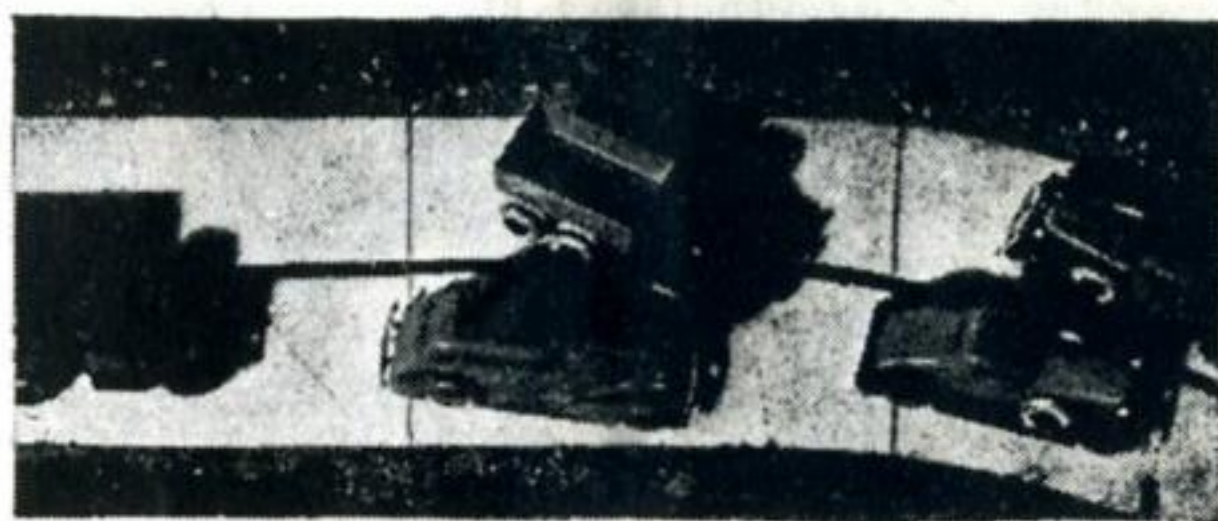
TRUCK—and who wouldn't with a big, safe, dependable guardian of health, right there in the kitchen . . . ever-ready, automatic Electric Refrigeration, the first step to kitchen modernization!



"PECK AND POSE"

PECK AND POSE—You surely can, right in front of your astonished and envious guests as dishes wash themselves automatically out there in the kitchen, while you enjoy the evening like any one of your guests.





**Do you . . .**



**DEPEND ON LUCK  
TO PULL YOU THROUGH  
OR . . . DO YOU  
STAY OUT OF  
TIGHT PLACES**

---

NATIONAL SAFETY COUNCIL