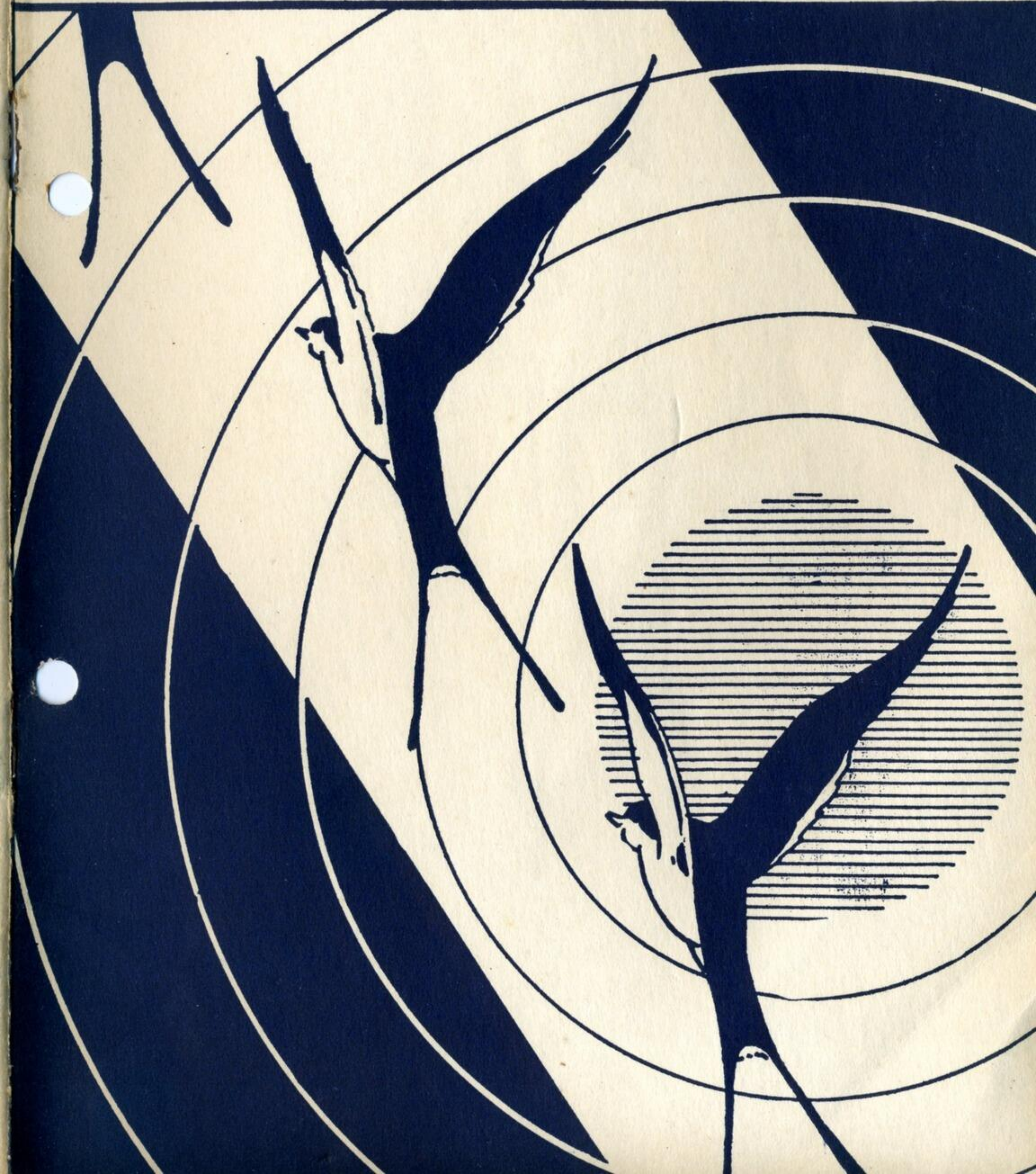


PLAIN TALKS

MAY

1930



chick meets ... *the public*

Dear Dad:

Your letter arrived yesterday, and the cake mother sent arrived and "departed" two days ago. The "wife" and I almost got homesick over it. (We fellows down here call our room mate "the wife"). He says that he thinks mother is almost as good a cook as his mother is.

Don't worry, Dad, about me getting hard boiled working for this company. Maybe the Public Utility people used to be that way but let me tell you what happened to me the other day. I went out to a house with the man I am helping this month, and the lady jumped all over me. She said a lot of things about her light bill and asked me a lot of questions I couldn't answer. When I told her I was just new, she bawled me out for that. She didn't want any explanation, so I got sore and told her that if she didn't like it why didn't she buy her electricity somewhere else. That stopped her, but when I got back to the office, the boss was waiting for me. She had phoned in and told them what I said. The way it looked I thought sure I would be fired. The boss told me not to act like that, and asked me to go down to a Personal Improvement Class of employees



that night and hear some other employees talk. They were saying how, in this business the boss is the Public. Even if this boss gets peevish some times we can't afford to lose our temper. One fellow said that the success of the company came from the good relations we have with the public and our reputation for being gentlemen and treating everybody on the square. I wish you could hear it all. It sure opened my eyes. I learned that one of the best ways for a fellow to lose out in this business is to get hard boiled. So, you can bet your old pipe that I'll avoid any more wise cracks.

Say, Dad, if I run up home some week end, would you let me drive that old roadster back down here? It would be awful handy around.

Love to you and Ma,

Chick

P. S.—Never mind that girl's name. I found out she is married. But, I was on a truck that went to Huntsville the other day, and saw a peach of a brunette sitting at a desk in that office. I know, the way she looked at me, she isn't married! There may be news in that.

EDITOR'S NOTE: *This is the second of a series of letters from a new employe to his father. Each month you will see Chick in some new situation.*

work for progress award

Cooperation Needed to Win

By Fred Johnson

What will win the PROGRESS AWARD? Each individual in the Company's employ in the many towns that are competing can tell you what will win, but in order to tell who will win, there must be a concerted effort on the part of each and every employee involved.

Remember that the Award for 1930 goes to the town that has the best record in:

Administration—Progress made in the development of personnel and in making your Company a greater asset to the community served—25%.

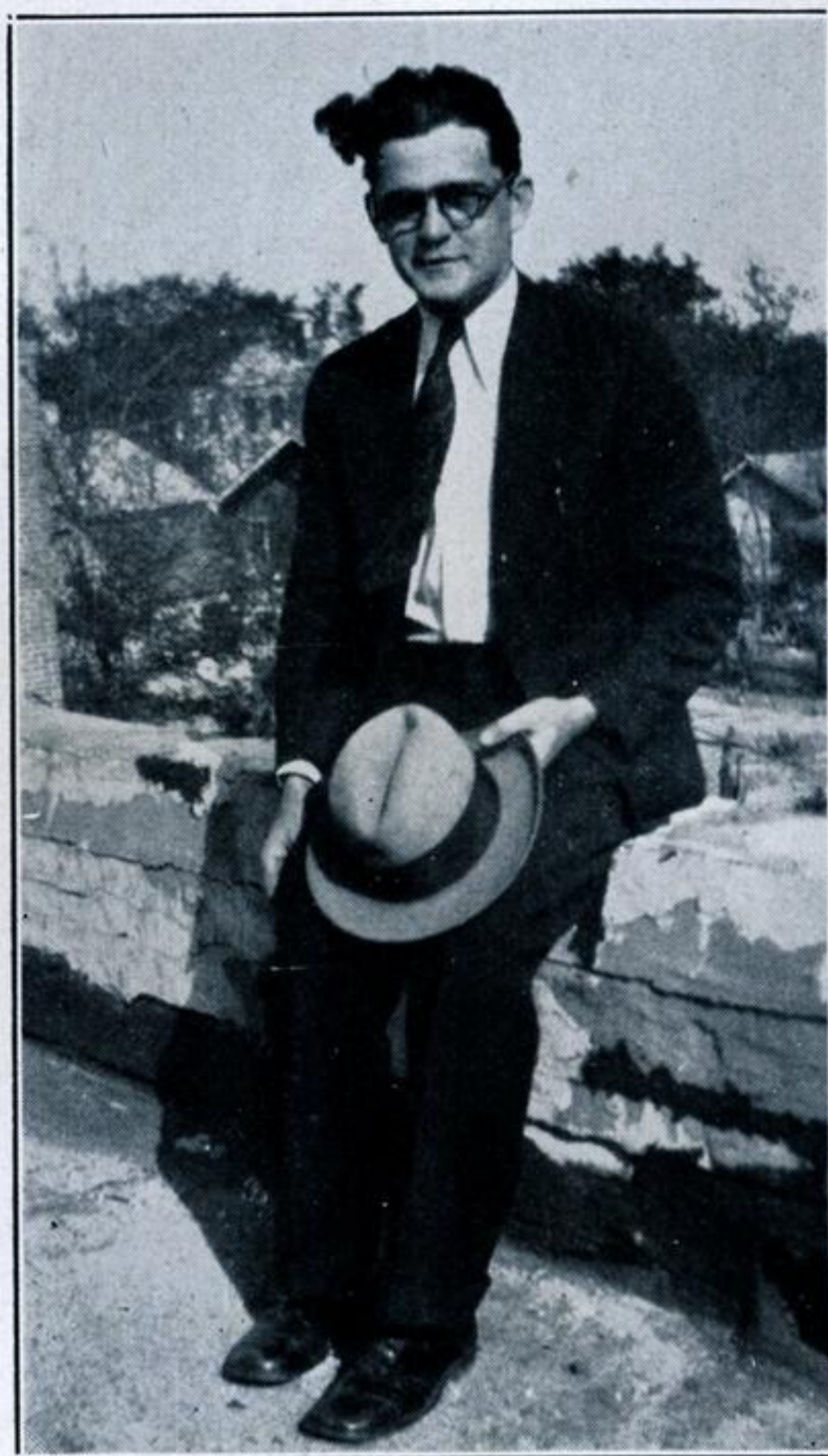
Operation—Economies effected in operating practices, ideas initiated and carried out which result in reduced operating cost or increased service to consumers—25%.

Sales—Best efforts and results to increase the sale of Company's services—50%.

The general nature of the considerations listed above shows conclusively that the town that is declared winner in 1930 will have shown marked efforts in all undertakings, but at present we should devote our unsparing efforts to the sale of the 3,000 shares of stock that the Company is offering to our customers.

Results in this endeavor will have a decided bearing in the awarding of the Progress Cup. You can not only win the prizes for the largest number of shares of stock sold in the campaign, but you can add real strength to your claim of the Award by securing real results in this sale of stock.

After Big Prize



Folks, meet Jimmy Odom, district representative at Huntsville. Jimmy sold a General Electric Refrigerator a week for eight weeks during the months of February and March. That's good selling anywhere and Jimmy evidently has a trip to the World Series in his mind. The Houston distributors have offered that trip to the salesman who sells the most refrigerators between now and September 1.

◆
Whatever trouble Adam had,
No man in days of yore
Could say when Adam told a joke:
"I've heard that one before."

sell your share of shares

After Madisonville



Folks, meet R. C. Wakefield, energetic District Representative at Conroe. He and Mr. Hereford are after that sales record this year and are going to make it hard for Madisonville to take the trophy again.

100 Days with a Sale-a-Day

Ogden "Doc" Charlton, Beaumont District Representative, has set something of a record for the rest to shoot at in the first quarter. Beginning January 1, he made a sale a day or better for 100 consecutive working days. He passed his bogey on every month with ease by systematically working for membership in the Sale-a-Day Club.

The Old Cynic Says

"They may be dumb, as alleged, but you never heard of a rabbit marrying a wildcat, or an old crow ruining his health digging worms for a young bird of paradise."

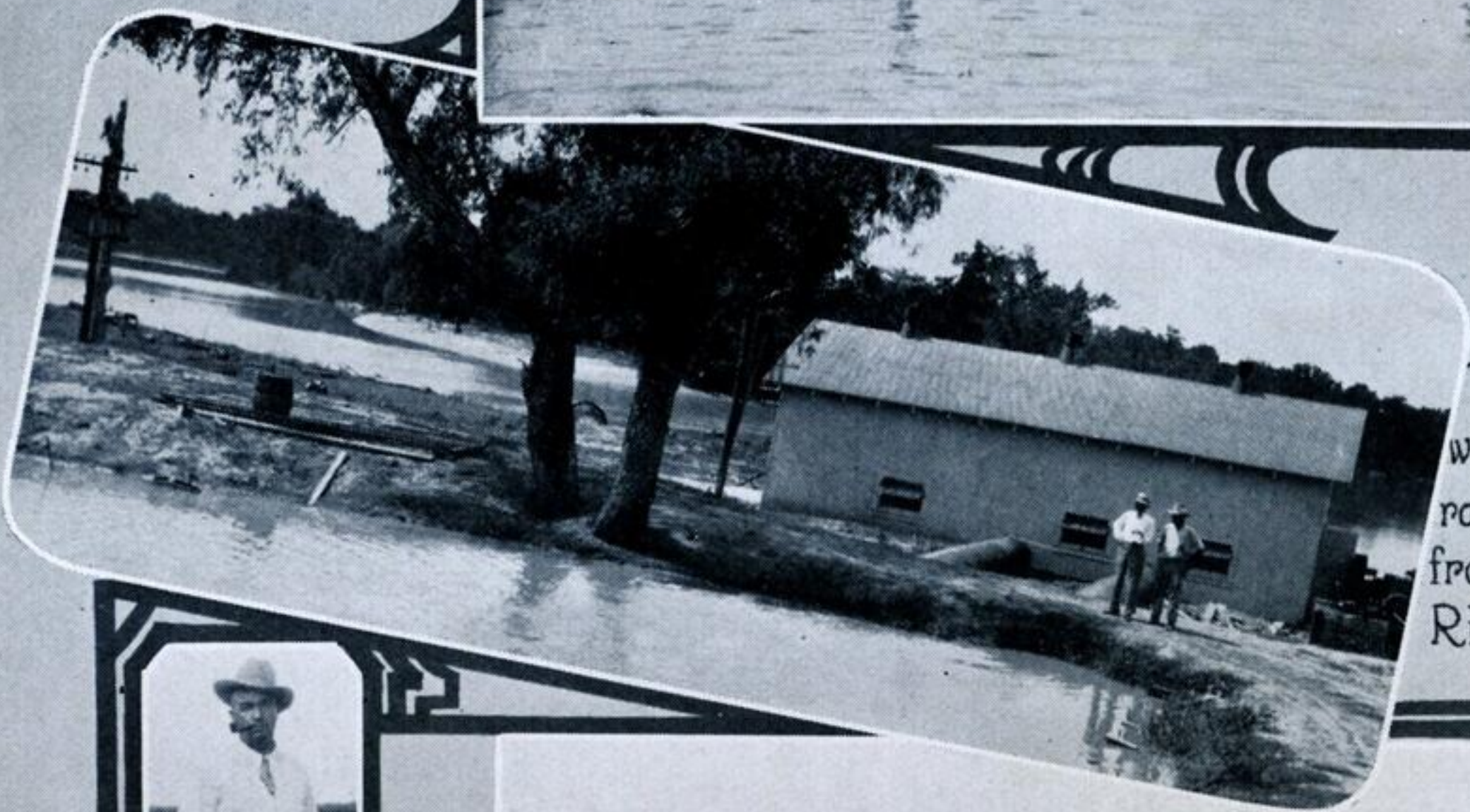
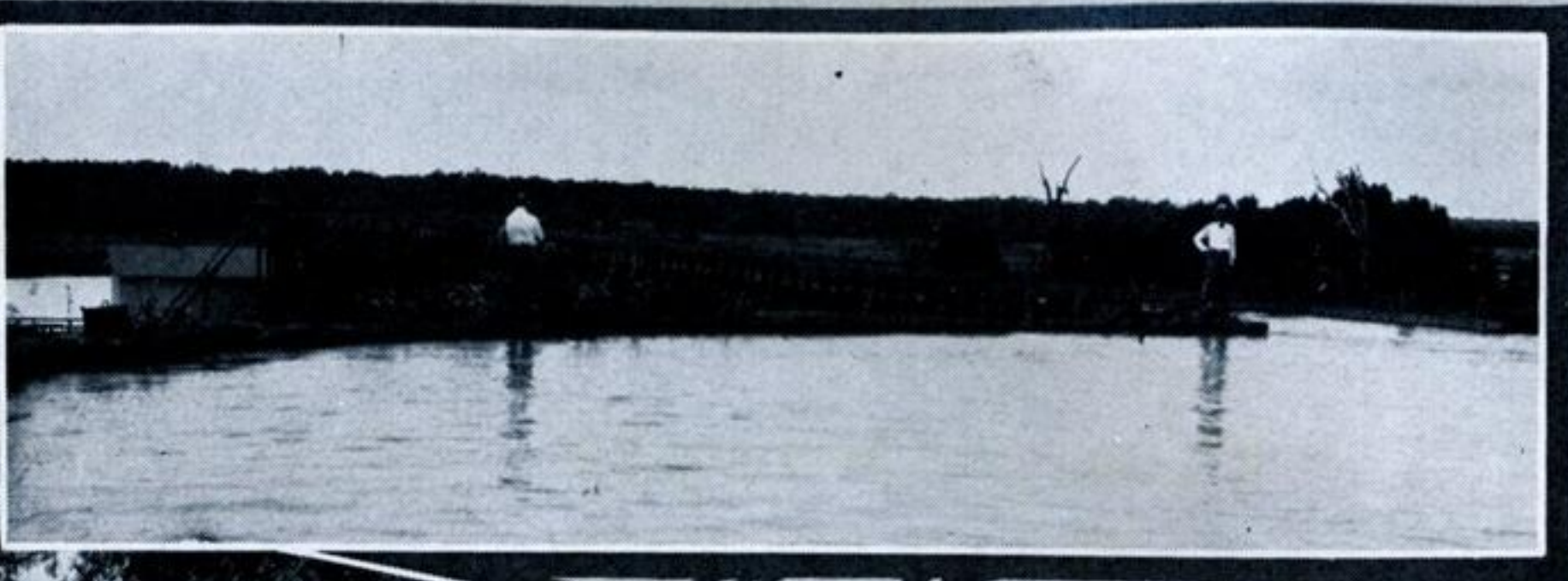
On April 21 a three weeks campaign to sell 3000 shares of Gulf States Utilities Company \$6 Dividend Cumulative Preferred Stock was launched with prizes offered in each of five divisions of the company to the employees making the largest number of sales. At the end of the first week more than 1000 shares had been sold and as is usual some employees have been selling their share of shares while others have not been working.

A daily Stockolator gives the standings of the departments and the ranking individuals, so no figures are included in Plain Talks. However there will have to be more concerted effort among the employees if the drive is to be completed in the time allotted.

Sell your share of shares. Every customer should be a partner in this business of providing dependable public service to Southeast Texas and Southwest Louisiana and every dollar invested in stock in this sale will be spent in enlarging that service.

If you have not bought, do it now—then go out and tell your friends and customers about this opportunity to buy stock in DEPENDABLE PUBLIC SERVICE.

The beginning of a 60 mile canal system supplying 60,000 acres of rice.....



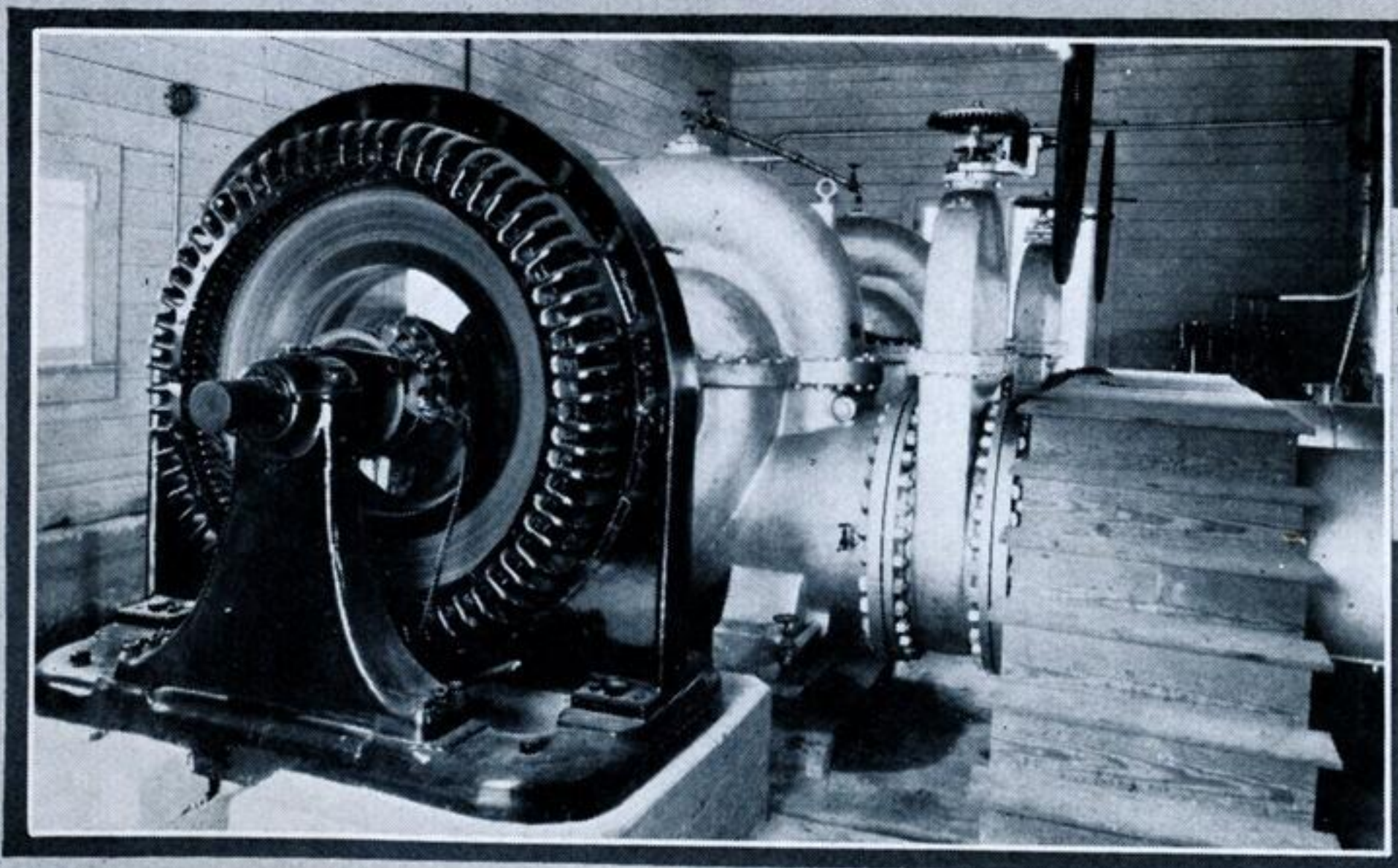
The first lift, where water is raised 12 feet from the Trinity River.....



Mr. Elmer Boyt, president of the Devers Canal Co.



The second lift, raising the level another 32 feet.....



123,000 gallons per minute flow through these pumps.....

kwh's water great farm

Pumps Supply Rice Canals

By E. L. Robinson

While this story deals primarily with the largest rice farm in Texas, it would not have the proper background unless the early history of Elmer Boyt and his activities along other lines of endeavor are recounted.

Mr. Boyt, rancher, rice farmer and owner of an oil field or so, was born in north Mississippi in 1876. He does not talk with a noticeable brogue but it is unnecessary for him to wear a shamrock on St. Patrick's Day and he is proud of his Irish lineage. He is also proud of a family consisting of Mrs. Boyt, twin daughters Ila and Leila, and two sons Cecil and Pat. Cecil, a chip off the old block, is a born cattleman and looks after the ranching business. Pat, a quiet, studious civil engineer, handles all engineering work in connection with the extensive canal system used for rice irrigation, in addition to other duties too numerous to mention.

Ila and Leila can follow their dad or brothers all day in most any capacity, both being excellent horsewomen, or can pinch hit for their capable mother around the house. This combination gives Boyt and company an organization within the family that can meet situations as they arise and possibly leaves you wondering what the head of the household does to occupy his time.

Starts Own Farm

Mr. Boyt moved to Jefferson County in 1899 and worked as a farm hand for six years. Working for others never did suit him so he saved enough to start a farm of his own in 1905 and continued to add to his holdings until he had considerable acreage in Jefferson County when the rice industry crashed in 1920. He had been interested in the cattle business along with rice farming and this too received a severe set back about this time.

Mr. Boyt's steady progress from those distressing days until the present time is a story of grit, determination, daring and Irish tenacity. He had done some farming in Liberty County and was interested in a canal system that was started in 1916 by E. E. Sapp. In 1922 he reorganized and named this the Devers Canal Company, the system at that time consisting of sufficient canals and equipment to water about 3500 acres. Gradually he and his associates, J. M. Rich and Jim Elkins, have acquired land and extended this project until they now have 20 miles of main canal and 40 miles of laterals serving an area of 60,000 acres extending north and east from the Trinity river. They own over 25,000 acres of this land and lease the remainder, which enables them to rotate their crops and keep the area in excellent condition. Land not in cultivation makes fine grazing for cattle and is used for this purpose.

Water From Trinity

Water for irrigation purposes is taken from the Trinity river. The station at their No. 1 lift consists of 3—250 H. P. synchronous motors driving 36 inch centrifugal pumps which lift the water 16 feet. It flows through two miles of canal to the No. 2 lift which is equipped with 1—450 H. P. and 2—500 H. P. synchronous motors driving 36 inch centrifugal pumps which lift the water 32 feet. Electric service was extended from the South Liberty oil field to these pump stations in 1926 and replaced oil engine equipment.

The Trinity river drains a fertile black land area and is the longest river in Texas to have its origin within the State. During the driest seasons ever recorded in this section, the salt and other mineral content of the water of this stream has never been sufficient to damage a rice crop, which partly accounts for the record yields this section is able to boast. In 1929 the acreage watered by the Devers Canal Company

(Continued on page 20)

flashing pajamas

There was a time when basket ball was just basket ball and by this time, no doubt, the game has returned to its native state. But for a night at least, basket ball was something else again.

Just what it was is difficult to describe. A combination of slumber party, mixed wrestling and dirty work at the crossroads is the nearest we can come.

And it is safe to say that no basket ball game in history ever contained so many loud pajamas, so much loose playing, or was followed by so many sore muscles. As witnesses we offer Messrs. Braunig and Holik on the pajama issue; Messrs. Brulard, Linnehan and Himel on the second matter; and Messrs. Williams and Sherburn (the auditor from Boston) will testify to the muscle business and no fooling.

All of which is merely more or less a prelude to the account of the story of the big party employees in Beaumont enjoyed at the Y. M. C. A. the evening of March 22. The basket ball game was one of the features of the evening. The gentlemen referred to above (Mary Lilyerstrom protests against designating them as such and she ought to know because she was on the other side)—the gentlemen referred to above and Messrs. Sharpless, McCann and Sutton formed a team, so called, and played the regular company girl's basket ball team. These gentlemen (female hisses) dressed in their best pajamas for the occasion. We even suspect that some went out and acquired best pajamas for the occasion. The girls became confused by the gaudy colors in Mr. Braunig's sleeping garments and Mr. Holik's blatant flowered adornment and for a while it looked like the gentlemen (more female hisses) might win. They didn't and it wasn't because guard Brulard became confused and tried to rope baskets for the girls either. Fred Johnson, who refereed will swear to that.

A goodly crowd of employees, their families and friends, witnessed the spectacle. They also witnessed some plain and fancy weight lifting by Big Muscles

The Big Parade



Here is a rare sight these days. Christy Brothers Circus came to town recently and you see the "lorns and taggers" as they were paraded down Orleans street in Beaumont. Traffic was blocked for half an hour to give the throngs on the streets another of those old time circus thrills which are fast losing their glory.

Maher and Bulging Biceps Orrick, some very creditable tumbling by Bill Terrell and A. J. Johanen and some wrestling by Charley Crushem Ingraham and Jim Jerkem Koultharp. Mr. Terrell, refereed for the last mentioned event, wore a white sweater (oh yes, other clothes too) and a pained expression. Then the girls' quartet, which included Miss Mary Lilyerstrom, Mrs. Loraine Flynn, Frances Emmer, Pearl Gholson and Agnes Goode sang some very sweet songs. Some folks had cold feet and didn't go swimming. Those that did got cold feet. Everybody ate heartily, thanks to the Y. M. C. A. The whole party, in fact, was thanks to the Y. M. C. A., and a good time was had by all. —k. s.

home of the exporters



Stuart Stadium, Beaumont's new baseball park, as it appeared on opening day. This airplane view shows the Beaumont Exporters in the field and in the upper right corner the long string of street

cars waiting to carry hundreds of fans back to town. Incidentally, the Exporters have started the season off like a pennant winning combination and such crowds as this are not uncommon.

Off to Good Start

By C. H. French

It looks as if the Gulf States Utilities baseball team will have to play the Beaumont Exporters for the city championship if the play of the utility team keeps up.

Playing in the city amateur league they won their first three starts. The Enjo Club of the Beaumont Enterprise and Journal were the first victims by a 4-3 score, featured by the tight fielding of the club and the excellent pitching of Lester Gay.

Dover's was the next team to fall before the bats of the company team. Robichau's triple with a man on third in the final frame broke a tie to win 6-5.

A hit and run game was won from Spear's Dairy 9-4. Seven of the runs were counted in the first inning.

The fourth game was a close decision to the Zummo Packing Company aggregation by a score of 11-10, but it was followed by a 10-2 victory over the Petroleum Iron Works.

The last game was played against the San Jacinto Life team who have signed up a half dozen men of excellent ability. It was a nip and tuck affair. The San Jacinto boys got to Rob Roy for five runs in the first inning but the score was knotted in the fourth and the game was lost on a break in the final frame, ending 8-7.

Robichau, Ray Gay, Tevis, and Poulson patrol the outer gardens for the G. S. U. outfit; Price, Rafferty, Fontana, Henry and Sherman play the infield positions while Lester Gay, who pitches with either arm, Rob Roy and Hardcastle have seen service on the mound. Marcus Andrews is catcher and manager of the team.

the young 'uns



The delightful young lady in the upper corner out for a spin in company with Rover the pup is Miss Elizabeth Ann Granau, daughter of Mr. and Mrs. E. L. Granau of Port Arthur. Her daddy is superintendent of distribution in the Port Arthur division.

Below her stand the two lively sons of Mr. and Mrs. Harry Sharpless of Beaumont, Robert, age 8 years, and Ralph, age 12. Lying on the pillow next to them is their new brother, Harry III, age 1 month. Big Harry is superintendent of production.

Another brother team is shown this month in the engaging persons of Fred Johnson, Jr., whose frank gaze looks out from the center of the page, and Robert Darrell, age 3 months, at the right of the picture. They are the sons of Mr. and Mrs. Fred Johnson and their dad is well known over the whole territory as the director of public speaking classes.

And there is still another male member of the party this month. James Perry Clubb, son of Mr. and Mrs. Earl Clubb of Beaumont looks cheerfully from the upper right of the picture. His dad is one of the popular district representatives in Beaumont.

Mr. Walker at A. & M.

On March 18, President Tom P. Walker presented a Regimental Standard to the Engineer Unit Reserve Officers Training Corps at A. & M. College. The presentation was made in Guion Hall where all of the cadets were present.

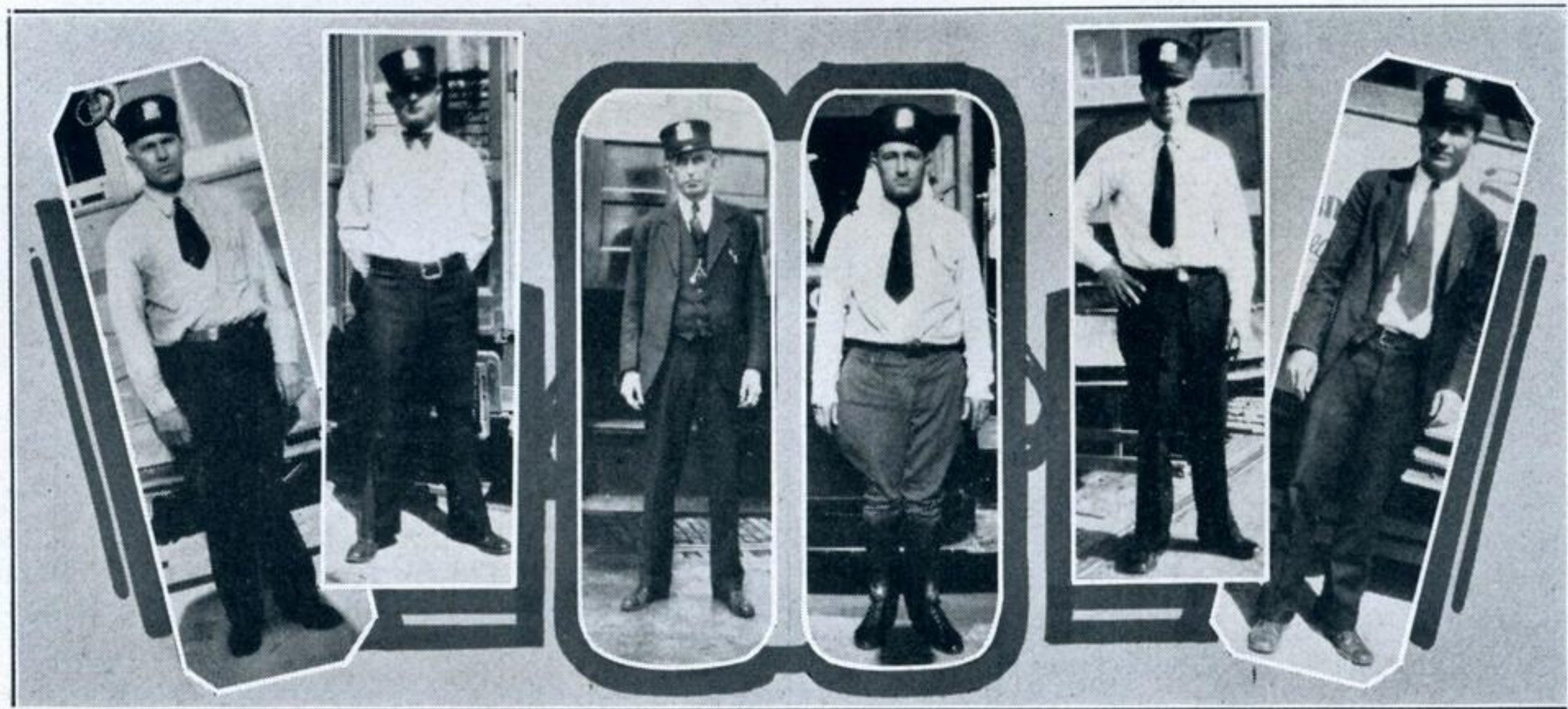
Major Donahue, on behalf of the Engineers Regiment, presented to Mr. Walker a painted copy of the standard, suitably framed, as a memento of the occasion.

That evening a banquet of the Engineers Regiment was held in the Mess Hall honoring Major General Brown, Chief of Engineers of the United States Army, and Mr. Walker, who is a retired Army Officer.

Easter Present

F. A. New, Beaumont street car operator, was the recipient of an 8 1-2 pound daughter as an Easter present. Miss Esther Sidonia New arrived at his house, 366 Flowers street, on April 19.

march gold stars



Rogers

New

Cosper

Duhon

Lloyd

Coggins

R. C. Rogers completed his qualifications for his fourth gold star in March. He has been operating a street car in Beaumont since October, 1927.

F. A. New operates one of the Royal cars in Beaumont and is sporting his first gold star.

T. A. Cosper has achieved a really remarkable record as a conductor on the Beaumont-Port Arthur Interurban. His string of gold stars reaches half way round his cap with the addition of his eighth this month. In making this record he has won a star every year since they were introduced in 1922. He has average 200 miles per day and better than 325 days per year and has taken his car over half a million miles without an accident charged against his record. He is one of the ranking members of the force, his record with the company dating back to March 1913.

Dewey Duhon, operator of the Rose-dale Bus line, has also established a great record with the winning of his sixth star. Since he entered the service in 1921 he has operated both street cars and buses and it is no small achievement to have had six years out of eight pass by at the controls without a chargeable accident to mar the record.

J. D. Lloyd, operates the Park car in Beaumont and was awarded his third gold star. Since 1926 he has been plugging steadily away and his record has shown improvement every year.

W. L. Coggins is the sixth Beaumont operator to win a gold star in the month of March, getting his fourth. He pilots his car over the Sabine-Magnolia line and has been with the company since 1921.

One should put an "X" beside the poem by Arthur Guiterman which goes:

X in the Roman notation is ten;
X is the mark of illiterate men;
X means a crossing, as drivers should note;

X in a circle may count as a vote;
X is a quantity wholly unknown;
X is a ruler removed from his throne;
X may be xenon, a curious gas;
X is a ray of a similar class;
X-mas is Christmas, a season of bliss;
X in a letter is good for one kiss;
X is for Xerxes, that monarch renowned;

X is the place where the body was found.

Now there's an E-cellent poem!

ice sales show gain

All Set for Good Season at Pt. Arthur

By H. B. Earthman

The Ice Department, Port Arthur Division, is in excellent shape for one of the most successful years of its existence. The winter and early spring months have been spent to good advantage in reconditioning buildings and equipment and in "lining up" old customers and adding new customers to the routes.

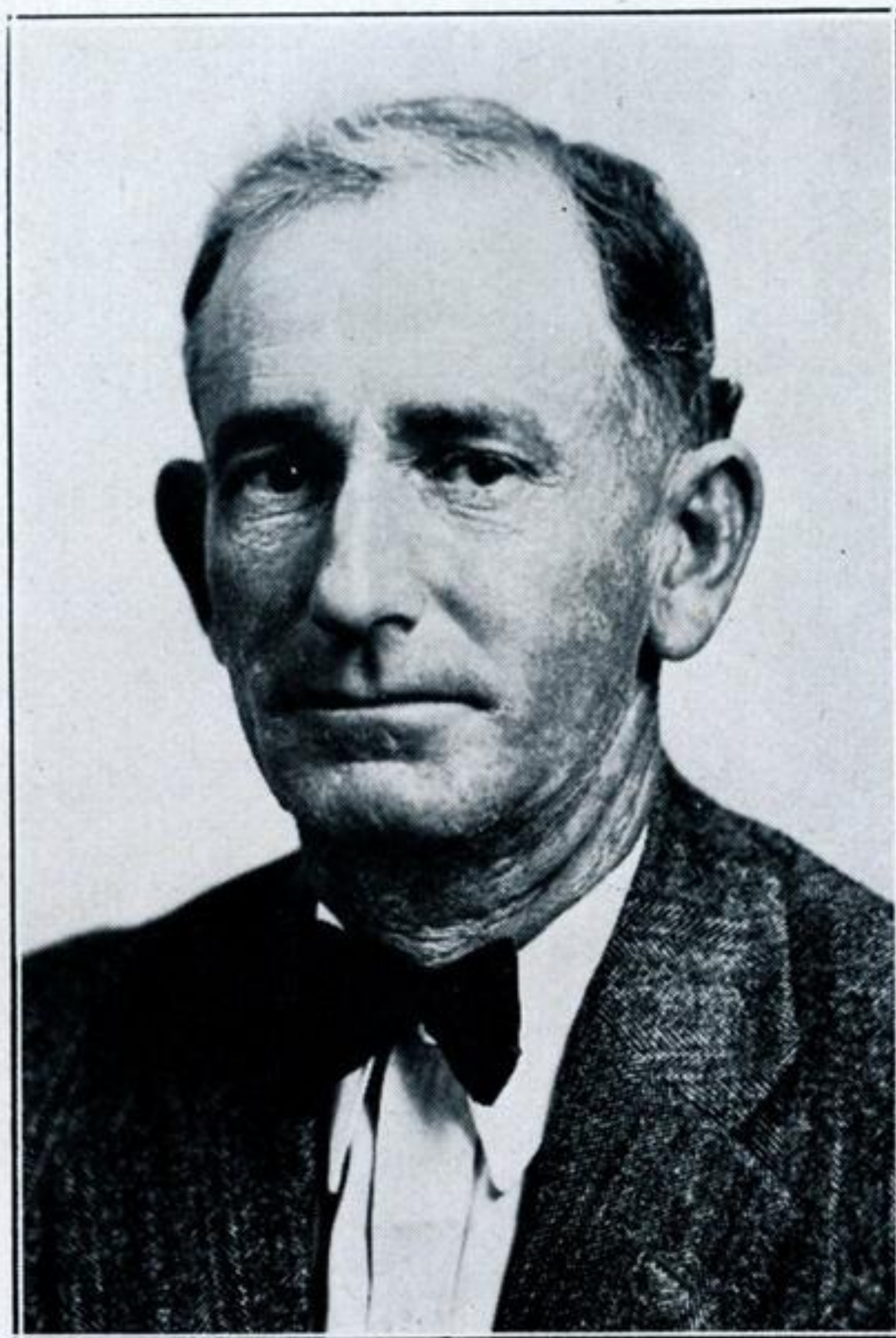
The ice cubing machine installed last year and intended to serve as a means of advertising is fulfilling this purpose admirably and has yielded, in addition, gross sales more than sufficient to cover the investment in the machine.

We have replaced four two-mule wagons with four single-mule wagons which will answer the same purpose and yet reduce delivery costs about \$18.00 per month for each route. The number of customers served on our down-town route has increased to the extent that we have had to replace our double-mule wagon allotted that section with a new ton and a half Ford truck built especially for this route.

This year will see the completion of a new mule barn to be located on company property west of the Port Arthur Power Plant. This structure will replace the old mule barn on Houston Avenue which has been very unsatisfactory. We have just purchased a lot in Port Neches upon which we will erect a new brick refrigerated ice vault which will assure Port Neches better service and a better quality of ice and will assist in reducing delivery expenses for this territory. Also, a location has been purchased on Houston Avenue and Sixteenth Street where we will erect a modern ice station to accommodate refinery employees returning from work.

It is encouraging to note that the Ice Department of this division gained approximately 1,000 new customers dur-

Ice Salesman



Tom Loupe has been selling ice in Port Arthur for fifteen years. He has built up a route that is one of the most productive in the city and much of the satisfaction that Tom's many customers enjoy is due to the unfailing courtesy and interest that he shows his patrons.

ing the year 1929 and anticipates a gain of 800 additional customers in 1930. The Port Arthur Commercial Department is giving splendid cooperation in furnishing us with a complete list of new cut-ins daily. Representatives are calling on each of these new customers soliciting their business and in addition, "thank-you" letters are being mailed to all customers, new and old, served by this department.



PAW PERKINS SEZ--

“come in, stranger”

Hev a seat on the steps over thar. This here weather's been too good to set indoors and I told Maw a coupla weeks ago she might as well move the cheers out to the porch now as I reckoned we'd hev purty nice weather from now on. Sure looks good fer Hallie and the ice business.

Wall, how be ye? I wuz tellin' Maw I wisht ye could hev been down here tother day when I made a trip over to the Carbarn. Its a purty fur piece over thar and I reckon I hadn't been over in quite a spell. Place looks mighty nice—all clean and neat. Thot at fust I warn't goin' to find anybody that that I could sorta gossip with what with Mr. Reel a'busy countin' money. Thar wuz a policeman a sittin' in a cheer but he didn't look rite sociable so I hunted up



Buddy Ward and chatted with him. Heh, heh. Reckon I oughtn't to tell it, but Buddy claims the policeman sets on that thar cheer in Mr. Reel's office to keep the gals away while Mr. Reel counts the money!

I heerd Tom Gibson over to the Carbarn has been purty sick since he's had his tonsils taken out. No siree! This cuttin' business ain't all its cracked up to be and I got a hankerin' suspicion that the wimminfolks thet talks about their operations got somethin' purty serious to talk about. Course I don't dast to tell Maw this cause she'd think I wuz sick or somethin' and I reckon the fellers over to the Elks Club would tar 'n feather me—so keep it under yer hat, young feller.

Wal, stranger the fishin' times hev come. Buddy Ward wuz fishin' down to Nacogdoches last weekend and Blackie DeCuir's been oilin' up the reels fer the past two weeks. Blackie kin tell yarns thet beat any I ever heerd. Has he

sprung thet one on ye whar the bass wuz so thick in the water a person caught fish on the hook when he wuz castin' the rod round fer a good spot to rest it.

Say, think I'll see if I can't jine one of these here Personal Improvement classes. They had one over to the car-



barn tother nite and each feller chipped in a dime and bought a ticket and six bags of peanuts fer the circus in town the next day. Walter Thompson wuz the lucky feller. Yep, he drew the right number out of the hat and got the peanuts and the ticket. These here classes must be purty nice. Buddy Ward told me O. E. Ward made a speech over to the Gulf States' Personal Improvement class and Edgar Jones talked in Beaumont. Fust thing you know, we'll be able to talk back to the wimmin'.

I wuz talkin' to thet McGinnis lady yestiday and she claims the whole dern department over to the distribution buildin' has gone up to Liberty fer a spell. Reckon she wuz stretchin' things some but I don't fuss with a woman. Tain't no use.

Y. L. Hughes has just got back from Mississippi. He's been off on a vacation but now that he's back the Engineering fellers are lookin' fer Stone & Webster stock to go up. Heerd 'em say somethin' bout a “little game” and they didn't have to go into particulars. Reckon Kunitz' smile wuz worth about two dollars in nickles and pennies.

We lost two fellers last week. R. U. Reneer and L. L. Decker went off to Baton Rouge to work with the Louisiana Steam Products Company thar. Did ye hear about Hebert cuttin' his finger? Yep, it wuz a bad cut. Ye sure have

(Continued on page 20)



Women's Committee

WHISPERINGS

Spelling Bee

An old-fashioned spelling bee was the feature of the program at the Women's Committee meeting held March 19, in the Assembly Room of the Travis Street Substation. Sides were chosen by the



two captains, Clover and Thelma South, and Mr. Sherman acted as "teacher." After the list of spelling words had been more or less successfully gone through, a number of questions pertaining to the Company and associated subjects (and some not associated) were put to the remaining contestants. Mrs. Wimberly, on Clover's side, stood up longest, thereby winning the contest.

In the absence of Mrs. Wilbanks, who was attending the Denton Short Course, Eliza Bryan acted as Chairman of the meeting. Minutes were read by the secretary and approved.

Miss Selma Birmingham of the Hempstead office was introduced as representing the Navasota Division.

The first number on the program was a vocal selection by the girls—what would you call five girls singing a three-part song? Anyway, that's how it was and they sounded mighty pretty. It was their first appearance in public, if the Women's Committee meetings may be termed "public", and they give promise of becoming a popular addition to the Company's activities.

At the close of the program, delightful refreshments in Easter motif were served by Loraine Flinn, Nita Hogan and Elizabeth Perkins.

What did Juliet say when she met Romeo in the balcony?

"Couldn't you get seats in the orchestra?"

Spaghetti Feed

Members of the Girls' Basket Ball team were guests at a spaghetti supper Monday evening, March 24, when Mrs. Vannie Bell Robinson entertained at her home. Spaghetti proved a very popular dish judging from the great quantities consumed, and after some



experimenting, the best method of securing it on the fork was found to be giving the fork several quick twists in the slippery tendrils and passing it to the mouth before the spaget' could disentangle itself. The customary garnish of Italian cheese was optional and used very gingerly by some.

We don't know what made Estelle Pipkin thirsty enough to drink her iced tea without any sugar. Maybe she didn't know it was iced tea.

After supper, Dorothy Futch regaled those present with some hitherto unrevealed incidents of her recent trip—to Denton. Ted and Nita were heard over the radio and their music was much enjoyed.

Those present on this occasion were Evelyn Wallace, Estelle Pipkin, Monte Marshall, Dorothy Futch, Thelma and Clover South, Doris Futch, Agnes Goode, Elizabeth Erickson, Helen Jones, Frances Emmer, Dorothy Seale and the hostess.

With Spring in the air and all about us, and knowing what that is supposed to do to the young man's as well as the young maiden's, fancy, we are not surprised at the rumors of approaching wedding-bells which we have heard about the company. But we are not in position to tell any secrets now.

Passion Players

Another incident occurred recently in Beaumont which goes to show that Gulf States Utilities Company employees are taking part in every sort of civic enterprise. The Freiberg Passion Play, the Biblical drama that has been presented in Freiburg, Germany, for eight hundred years, came to Beaumont April 21, 22 and 23. It included some very noted actors and brought along costumes and scenery for several hundred people.

Naturally such a vast production could not carry the great throng of people necessary for its production and the extras had to be recruited from the citizens.

Behold, then, the curtain rises on the scene of the angel driving Adam and Eve from the Garden of Eden. The other two are not known but Adam was none other than our efficient asst. purchasing agent, J. P. French. Then came other scenes which followed the Biblical story of Christ. There were court scenes in which a whole army was composed of members of the Beaumont Commercial and Accounting departments, prominent being R. I. Morrison, Marcus Andrews, Sam Houston, E. H. Pintsch, V. L. Beagle and Frank Quaidy.

Two burly soldiers came into court leading the bewhiskered robber, Barab-bas, struggling on a rope. After the performance it was discovered in the dressing room that he, too, was Mr. French. But that gentleman was not to be through with the evening until he had a creditable part in the show, so at the tragic scene of the Last Supper, he was lined up at the table with the other disciples as Bartholomew.

It is rumored that Pintsch and Andy almost came to blows as a result of Andy's carelessness with the point of his spear, and that Morrie was almost unable to find a suit of armor to fit his particular style of architecture. Probably the most effective bit of pantomime in the show was done by Sam Houston, the lictor in Pilate's court, who was mistaken by some sweet thing as admiral of the Jewish navy.

Flower Garden



Flowers from the rose garden at the Beaumont car barns were sent to the Tubercular Hospital as an Easter present from the operators. Henry Presslar, master mechanic, is shown in the garden. It has been his particular hobby for many years and he has some beauties blooming there nearly every month in the year.

Stenographic Department

Miss Florene Farris has been assisting Estelle Pipkin in the Distribution Department several days during the past month.

Mrs. Lillie Davis Bennen and Miss Ruth Varnado are new additions to the Stenographic Department. Mrs. Bennen assisted in the typing of the Coffin Award.

The Stenographic Department is all puffed up over their new Postage Meter Machine. This machine arrived just in time to be initiated during the Gulf States Utilities Company Stock Sale, and saved many hours of labor. This machine is to be operated by Mrs. Imogene Davis, who has charge of the mail, together with Andy Poulson and Robert Vernon.

Firestone's New Plant



On April 19 the Carl Markley Tire Company opened this new \$136,000 plant at Broadway and Main streets in Beaumont. Excellent lighting and adequate power play important parts in the complete service that this branch of the Firestone Tire Company offers.

In addition to a total installation of 40,000 watts for lighting purposes, the various facilities for the operation of cleaning, gasoline filling, lubricating and tire repairs are completely motorized, about 20 horsepower being installed.

Production Department

Five employees of the Neches Station crew were transferred to the new plant at Baton Rouge this month. F. A. Wilson, N. T. Groves, A. J. Matherne, L. Young and A. Laughlin will become part of the permanent personnel at the big power plant just being completed.

Matherne says he is getting back home. He had crawfish gumbo the first night there.

Everybody is getting ready for vacations. It's getting hot enough to begin thinking about the subject, too.

The "Lillie E.", Neches Station high water transportation, made a trial run this month down the Sabine River. Just to while the time away a little fishing was done. One shoe, a carbide can, two eels and a perch made up the catch.

Not Much Difference

"Your sister is spoiled, isn't she?"

"Naw, that's just the perfume she uses."

Commercial Department

The sales meeting held in Nederland Thursday, April 3, was one of more than usual interest. Hartwell Jalonik and J. R. Clark of the Automatic Water Heater Company were present and both gave interesting talks on the construction, operation and sale of electric water heaters. This subject is of particular interest to this company from the standpoint of load building and many employees outside of this department were present. C. A. Brann, Lee McClurkin, J. P. Knapp and Jimmie Odom were up from the Navasota Group. Mr. McChesney, Mr. Terrell, Mr. Watson, Mr. McCann, Mr. Thorne and Mr. Johnson were also present at this meeting.

This month we have with us Mrs. Annie Dial of the Knox Gelatine Company, who is holding demonstrations throughout this territory on the use of the General Electric Refrigerator for making frozen desserts. One such demonstration was held at the South Park College Cafeteria on April 10 and 11. The Home Economics Class of the South Park College as well as many outsiders attended this demonstration. Another demonstration was held April 16th and 17th at the Y. W. C. A. The Knox Gelatine Company has chosen the General Electric Refrigerator to use in all demonstrations of their product.

The Sale-A-Day Club has the following members to date this month: J. A. Outlaw, George Schluntz, Raye Blanchette and T. O. Charlton.

D. R. Plan Succeeding

At this particular time when almost every firm in Beaumont is complaining of decreased sales and hard times, the district representative plan of selling is proving beyond a doubt its justification, for our sales are not only up to expectations, but a little better. The district representatives are able to intelligently apply their sales effort where it will yield the best returns. They are thoroughly familiar with the territory and have an opportunity to carefully analyze their customers as to their needs and purchasing power. This means diversified sales and satisfied customers.

Meter Department

W. V. Holik and family spent Easter with his parents in Caldwell.

R. O. Hopkins of the Distribution Department has returned from a several months "tour" of Navasota Division.

H. J. Kelly has resigned to accept a position with the Humble Oil Company in Houston.

J. T. Newcomb has gone to Philadelphia where he has accepted a position in the electrical department of the Pennsylvania Railroad. He and Mrs. Newcomb and Teddy left the first of the month.

C. W. Ingraham has returned from the Navasota Division where he made a test on the High Line Meters of the Normangee interchange with the Texas Power and Light Company with officials of that company. He also made a check of load conditions and metering equipment at the Somerville Tie Plant.

The fact that we have found a snake charmer in our midst in the person of Jim (Speedy) Coltharp has caused much comment around the Distribution Building. It seems that Jim not only charms snakes but trains them as well. Facts of this case, as near as they can be ascertained from the astonished witness, are something like this:

While working as inspector on the construction of the Dayton-Beaumont high-line recently, Jim was walking through the marsh when an unearthly scream was heard by members of the line crew. Ted Jones rushed to the scene and found Jim sitting on top of a four foot black moccasin which was bent on a journey through the marsh. Jim was much more upset than the snake seemed to be and declares that he was doing his best to disentangle himself from its coils after accidentally falling on top of it.

"Shoes! Shoes! Has anyone seen our shoes?"

This plaintive cry has been echoing around the Distribution Building lately. A peddler called on Charlie Ingraham, Bill Sterling, Cecil Nantz, Lewis Roberts and Fred Lofland and displayed a highly attractive line of shoes and a silver tongue. Down payments were forthcoming, but to date no shoes have come to decorate the feet of these Beau Brummels.

Company Bowlers



Eastern Texas Electric Company is represented in the Commercial League of the Beaumont bowling tourney by this aggregation which includes W. L. Trumper, captain, Bob Guidry, L. L. Hirsch, J. P. Peveto and Charlie Genaro. At present they stand fifth in the league but some recent good bowling has indicated that they will finish pretty close to the top.

In the tourney recently completed in the City League The Gulf States Utilities Company team, captained by H. R. Sharpless, finished third. Two members of that team showed outstanding ability, Mr. Sharpless receiving a handicap rating of 0 and Tony Fontana of 3.

Moves of the Month

Several changes in the personnel of the Navasota Division were made in April.

I. F. Daniel of Conroe was appointed superintendent at Cleveland, succeeding W. S. Dixon who was transferred to Calvert.

L. Goodwin of Calvert was appointed district representative at Navasota succeeding C. O. Wilson, who resigned.

N. B. Archer of Navasota was made cashier at Alvin to fill the vacancy left by the resignation of Mrs. Katherine Spears.

G. B. Boswell of the substation crew at Navasota was made line foreman succeeding I. F. Daniel, at Conroe.

Orange Fishermen



The big question about this fishing picture is whether the fishermen used a hook or a seine. These gentlemen hail from Orange and are from left to right, Jesse Parish, Ed Stobart and J. C. Strickland. There's one thing certain, there are plenty of fish in the rivers this spring.

Girls Broadcast

Didja tune in on K F D M Sunday afternoon, April 6, from one to two o'clock? If you did, you no doubt were charmed with the strains of lovely song furnished by the Company's girls' chorus, announced as the Dependable Public Service Girls' Chorus. Three numbers were sung, "Honey Chile" by Strickland, "The Cuckoo Clock" by Grant-Schaefer and "Sweet and Low" by Barnby.

The girls have been practicing for several months under E. O. Bangs and have appeared on three programs, Sunday afternoon making their radio debut. Their first appearance was before the Women's Committee meeting in March, and they "went over big" at the Company's party recently given at the Y. M. C. A.

The personnel of this group is as follows: Pearl Gholson and Loraine Flinn, sopranos, Agnes Goode and Frances Emmer, second sopranos, Mary Lilyerstrom, alto, and Nita Hogan, accompanist.

Dutch Doings

In Nederland the "M" in March was very significant, for it was not just a letter—it stood for a "more money making month" in this little Dutch town. Our gross sales figure was considerably over the bogey set for the month. It was General Electric month over here, and we chalked up a total of five G. E.'s for March.

Not only in our sales did we progress, for Nederland and Port Neches boasted a gain of eighteen customers for the month. This, we feel, is an unusually good showing. Of these eighteen customers several were connected as business establishments, guaranteeing quite an increase in K. W. H. consumption.

One new extension was completed in March to serve two customers. Our merchandise sales to these two customers more than doubled the cost of the extension.

We refuse to let a bogey become a bug-bear, and by hard work of every member of our force we have gone "over the top" every month this year. Although April is less than half gone, we have already made the largest bogey ever allotted to Nederland. On April 10, we charged out four Westinghouse ranges, which we feel sure will merit a visit from Mrs. Ethel Ballinger.

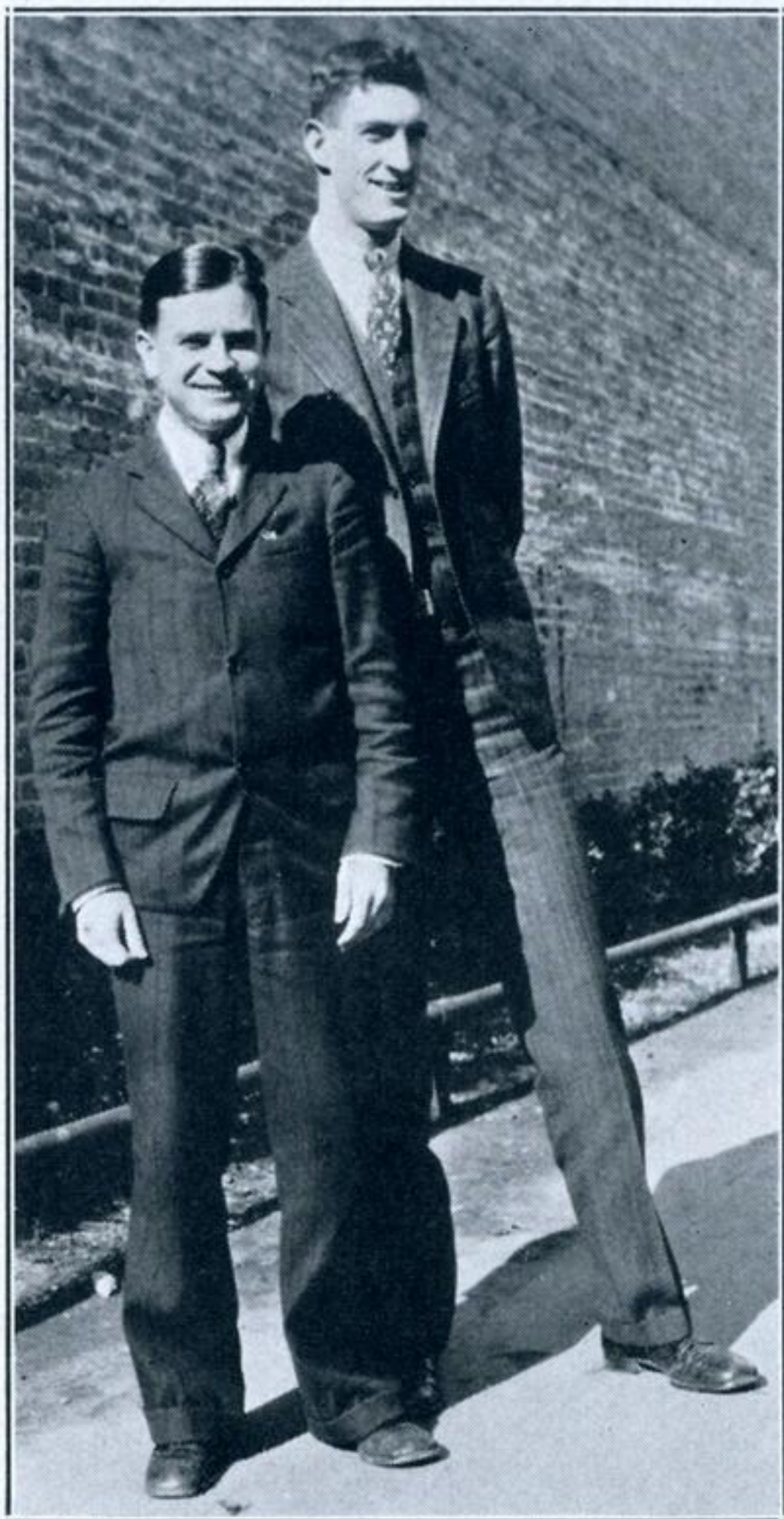
Westinghouse seems to reign supreme in Nederland for our percolator campaign got away to a good start, and our customers all agree that coffee made in one of these percs is true to the old standard set for the far-reaching fame of southern hospitality.

Easter was heralded in correct style this year. Attractive nests were provided for the annual visit of the Easter rabbit, and even though one usually associates gaily colored eggs with Easter, we revolutionized the old tradition by equipping our nests in a very up-to-date manner with electric percolators, waffle irons, egg cookers and vacuum cleaners. The favorable comments of passersby and customers made us feel that our time and effort were well spent.

Tourist: "Heap big pineapples."

Indian: "Aw, heap 'em yourself."

Denny and Bill



The "before and after" of the Beaumont Accounting department. Dennie Club, the little man with the big smile was recently married, but Bill Buckley is still open for engagement.

Might Makes Right-of-Way

Confidently and serenely the motorist sped along the highway to the crossroads.

Wham! Crunch! Tinkle!

Just as the first farmer arrived on the scene, the motorist crawled painfully through the top of what had been his coupe, remnants of upholstery draped about his neck and a section of steering wheel gripped in his hands.

"Hey!" he shouted, "I had the right-of-way there, didn't I?"

The farmer shifted his quid and chuckled.

"Yeah, I reckon you did stranger—but the other feller had a five-ton truck."

Political Announcement

A recent development in the Beaumont office is the tentative announcement of Mrs. Sibyl Duke as a candidate for the legislature.

Her platform has only one plank but it is a real plank and will make a mighty paddle if it is finally decided to bring it into play.

She plans to base her race on women's rights, with particular emphasis on the right of a married woman to sell any stocks, bonds or other property which she has bought and paid for or may have come into possession of by any other means, without the approval or signature of the husband.

The only flaw in such a declaration is that it is rather useless, because when a woman has decided to sell, there is nothing to be done by the husband except affix the old signature. Still if she wants the job, Plain Talks would be the first to rally 'round.

The slogan for the race will be "Full Feminine Freedom From Financial Fetters."

Gayle Now in Bonds

Victor Gayle, the popular supervisor of district representatives in Beaumont, and Miss Delia Ganter of Houston, were quietly married at the home of the bride April 19 at 8:30 p. m. They have made their home at 660 North Street. Plain Talks joins the many friends of the young couple in wishing them the very best of everything.

Sirman Succeeds Largent

D. W. Largent, for over two years superintendent of the Beaumont garage, left the company April 1 to accept a position with the Yount Lee Oil Company. He has been succeeded by L. Sirman, formerly head mechanic at the garage.

Silsbee Gang



Introducing, ladies and gentlemen, the popular representatives of Gulf States Utilities Company in Silsbee. The smiling gentleman on the left is Allen Littlepage, cashier; Dean Saxby, superintendent, is smiling in the center. The cause of the smiles is Miss Letha Pearl Holland who makes it a pleasure to visit the salesroom.

Mrs. Ballinger held a cooking school here Thursday and Friday, April 3 and 4. The first day there were about twenty-six present, and the second day about fifty were present. We believe that this school will bring good results, as it was wonderfully carried out, showing up the Westinghouse Electric Range to its very best advantage.

There was a big celebration of the opening of the Evadale Bridge on Highway No. 8, last Monday, April 21. Governor Dan Moody, Ross Sterling, John Henry Kirby and other notables spoke on this occasion and the Magnolia and Lucher Stark bands played for a big crowd of about four or five thousand. This is the successful conclusion of about eight years work and the closing of the last gap on Highway No. 8, which will mean much more progress and business for the little city of Silsbee.

Blackie DeCuir



Behold Blackie DeCuir, one of Port Arthur's star district representatives, as he proudly displays his catch. Anglers in the Sabine District this year have had an ideal spring and Blackie's catch in this picture is only a small one compared with some he has made.

Our Covers

By this time the readers of Plain Talks must have grown conscious of a new style in cover designs. If they have not, it is no fault of the artist who has designed our covers since the first of the year.

They are the handiwork of J. W. Betterworth, who gives us his interpretation of Spring in the May cover. There is plenty of life and movement in the wings of his swallows and Plain Talks readers are promised more of his unique artistry in following issues.

Mr. Betterworth is in the advertising department of the Beaumont Enterprise and Journal and has studied art in various schools in Chicago and elsewhere.

plain talk

PLAIN TALKS

Vol. IX

No. 5

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor

Jack Gammage, Art Editor

Bouquet

During recent years the Gulf States Utilities company has not only kept pace with community requirements but anticipated them.

New power plants have been constructed, existing plants have been expanded, modern equipment installed, unsightly poles on business thoroughfares removed and placed less conspicuously and ornamental iron poles put in place for street lights.

* * *

Locally the company has merited community respect.

Its associated company, the Eastern Texas Electric company, has provided Port Arthur with street car and bus service in marked contrast with its predecessor, the Port Arthur Traction company, junking old equipment, providing new, and greatly extending the service.

It has taken a vital, instead of passive, interest in the community in which it operates and contributed markedly in behalf of a program of community advancement.

* * *

Voluntary action in lowering electric rates to its thousands of consumers in Port Arthur, the county and the Sabine district may not effect any huge savings for individual consumers.

* * *

But spread over the district that saving is a considerable aggregate, in the neighborhood of a quarter of a million dollars annually.

* * *

As individual consumers we may not effect savings which will spell any great difference in our year's total of demands on family purses.

* * *

But dropping, at one stroke, a quarter of a million dollars in revenues by a corporation is voluntary relinquishment of a considerable sum in annual dividends, and we are disposed to a feeling of increased assurance of the part played and to be played in this community by the corporation doing it.—Port Arthur News

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

Looking Forward

For more than a month faint rumors have been going around that something or other was about to happen sometime that was going to be sump'n!

Here lately it has got to be a regular rumble and you may expect a flash next month when Plain Talks comes off the press. It is to be the annual Women's Issue.

With a high purpose and steadfast determination Eliza Bryan and a capable staff have planned a "bigger-and-better-than-ever number" and the editor of Plain Talks takes his hat off to them, not only because they are ladies, but because they are really going to do what they have planned.

It is going to be bigger and better than ever, and would you believe it, it's already half done! These women are clever people.

And now come the Operators. They say that no woman can show them up and so they have asked to put out the August issue. Bill Gaines and Buddy Ward and F. S. Sheffield are already making plans. With their heads together and 125 Operators ready to jump when they say "frog", there's no telling what may happen.

Here's hoping that these two issues will appease the disappointed readers who have been unhappy over the size of the last two numbers. Really, it was no fault of ours. It was just one of those things that have to be done. Cutting expenses on one issue will allow the next issue to be better. Life's like that, you know.

Paw Perkins

(Continued from page 11)

to be careful these here days. I dunno whether I'm goin' to sharpen up this here whittlin' knife or not and ye never kin tell when one of these here new-fangled automobiles is a'goin' to blow its horn in yer face and I don't hanker to die afore my time.

We're havin' a big celebration here next month. The East Texas Chamber of Commerce's goin' to meet here and Eddie Granau and W. W. Phillips hev been a'makin' plans fer 6,500 lights and 13,000 feet of cable fer the lights and decorations. Heerd they wuz goin' to use some colored lights to sort of "fancy" things up. Better drop down fer the big "goings'on", young feller. And say, if ye cain't find a place to stay ye might apply at the "Earthman Hotel." Spect it'll be most finished by then. Figari and Wilkerson showed me where it wuz goin' to be. Hosses and mules are gittin' mighty highfallutin' these days. That thar "Hotel" will be a mighty nice place.

Wal, stranger, glad ye dropped in. Do ye want a ride to the Interurban Station? Hey, Pop Jordan, be ye goin' up to the Main buildin'? Wal, wal. Thet's too bad. Thet's a good lookin' new company car he's got and I sorta wanted ye to see it but meybe Buck Thomson kin give ye a lift. He's been drivin' a big ton truck lately to test regulars and sez he feels like he's drivin' a movin' van. Its a durn good truck, young feller, and Buck'll be glad to give ye a lift. And say, don't fergit to tell Mary Lilyerstrom thet Maw and I are expectin' her down fer dinner next Friday noon at twelve sharp. G-bye.

◆
Mrs. Bess Stout of the Stenographic Department left the employ of the Company on April 1. Bess has been with us for several years and her friendly presence is greatly missed.

◆ Efficiency

The efficiency expert will tell you that if a farmer's boy can pick six quarts of berries in an hour, and a girl five quarts, the two of them together will pick eleven quarts. But any farmer knows the two together won't pick any.

Devers Canal

(Continued from page 5)

produced over 220,000 bags of high grade rice, which has been or will be marketed through a cooperative organization of the men who produced the crop. The area yields from 15 to 17 bags per acre, which is unusually high.

20,000 Acres

The Devers Canal Company plans to furnish water for 20,000 acres of rice in 1930. The crop will be fertilized at a cost of about \$2.00 per acre. The pumping equipment in the two lifts described above handles 123,000 gallons per minute or over 175 million gallons per day.

Mr. Boyt's rice farm is somewhat smaller than it formerly was, the Gulf Production Company having spoiled one corner of a section of land near Hankamer by discovering oil in the middle of a field of growing rice. They have completed several wells, are operating 3 electric drilling rigs in the field at the present time and the Gulf Pipe Line Company has recently completed a pipe line to Sour Lake to handle the oil produced.

It would seem that the above projects would take up the time of any ordinary man, but Mr. Boyt is not an ordinary man. He is and has always been an enthusiastic rancher and manages to slip off for a round-up now and then. His 4,000 acre ranch on Bolivar Peninsula extends from Galveston Bay to the Gulf of Mexico and in addition to being a fine winter pasture for stock, is one of the most delightful spots on the Gulf Coast. If you ever receive an invitation to visit this ranch, I suggest that you go down with an open mind and leave all plans to that most genial of hosts, Elmer Boyt.

◆
"Father, forgive me, I kissed a pretty girl."

"How many times did you commit this terrible sin?"

"Father, I came here to confess, not to brag."

◆
Wife: "I've put your shirts on the clothes horse, Jim."

Jim: "What odds did you get?"

Second Anniversary

It has been only two years since Eastern Texas Electric Company took over the street railway system in Port Arthur. According to the Coffin Award report, it was just "two streaks of rust and a mess of overhead wires, a few dilapidated outworn cars and no goodwill."

In two short years, by hard work, and steady dependability the street cars of Port Arthur are a part of that fine city's scheme of things. The city is well covered with a network of modern bus and street car routes and the company has won a splendid reputation for courtesy and reliability.

Without any celebration except the usual good service, the second year of operation was completed on April 21. Where the old company was in the hands of a receiver, the transportation routes are now paying money on a larger investment. Where the old cars ran on shaky track, new ones travel on schedule on excellent tracks. Where there was ill will there is good will. Where Port Arthur's growth was formerly restricted to close-in sections, transportation facilities have made possible the building and development of beautiful new subdivisions.

A continuation of the policy of the company to deliver Dependable Public Service is sure to bring a continuation of the rewards of that policy.

Accounting Department

It's funny what little four-leaf clovers have to do with things, now isn't it? We are not just real sure that the four-leaf clover had anything to do with a certain young lady's actions, but we do know that it didn't hurt any to find it. And that is just what Agnes Goode will tell you herself. One bright morning in April Agnes was coming to work and right in front of her she spies a four-leaf clover, and the next morning, at just about the same hour, Agnes was married to Mr. J. H. Armstead. Mr. and Mrs. Armstead are spending a very happy honeymoon in San Antonio.

The "Big Boy Scout" William Buckley has returned from a Scoutmasters' Convention which was held in Dallas, April 2 to 8. Bill certainly brought back a coat of tan that would be the envy of anyone. (Even a life guard.)

O. G. Curtis, who has been assisting in the audit of the books in the Lake Charles office, has recently been added to the staff at Beaumont.

Sam Angier spent last week-end visiting in Huntsville.

Miss Mary Carter of the Billing Department spent a very pleasant week-end in Orange.

Definition of Electricity

At last, a satisfactory definition for electricity! It is given by the New York State Committee on Public Information, which says:

"Electricity is something that starts, the Lord knows where, and ends in the same place. It is 1-36 of a second faster on its feet than its nearest competitor, backyard gossip, and when turned loose in Europe will get to the United States five hours before it starts. Nobody knows exactly what it is because it has never stood still long enough.

"Electricity is sometimes known as science gone crazy with the heat, and if you can understand its maneuvers you can do anything with it except open a can of of peanut butter at a picnic.

"Electricity was locked up in ignorance for centuries until Ben Franklin let it out with a pass key, and since then it has been pulling off more new stunts than a pet monkey.

"With it you can start a conversation or stop one permanently, cook dinner, curl your hair, press your trousers, blow up a battleship, run an automobile, or signal Mars, and many more things are being invented." —Puget Sound Electrical Journal.


Policeman (to pedestrian just struck by hit-and-run driver)—"Did you get his number?"

Victim—"No, but I'd recognize his laugh anywhere."

Tell me, please, how I should go about getting a start in the game of business.

Sell your wrist watch and buy an alarm clock.

HEALTH ? HOW'S YOU!



By D R. W. F. THOMSON

“it's th' climate”

Man and his poison,
Polluting the soil,
Makes dough for the doctor
Faster than oil.

A “bad climate” is a good alibi for poor sanitation.

Another form of bad climate comes in quart bottles.

A “malarial climate” is one where they have “skeeters” and no screens.

Oh, we blame it on the climate
When we're poisoned up with food,
And we “darn the bloomin' climate”
When we're in a bilious mood;
But a host of dire diseases,
No matter where we dwell,
Come from faulty drainage
And from the surface well.

While in the midst of a malarial chill one may call it “a visitation of divine providence,” if he chooses, but that isn't the proper name for a mosquito.

When marshes are tropical
The skeeters'll sing;
Germs microscopical,
The critters'll bring;
Abroad on the summer nights,
Appeasing their appetites,
Injecting their parasites . . .
Murderous things.

Some time ago we were asked why kidney diseases were more prevalent in this climate than in “higher” climates. The answer was that they weren't. Diseases of the kidneys . . . and the heart . . . are prevalent . . . too prevalent . . . everywhere. They are due to internal causes and are not influenced by climatic conditions.

It is the general impression that tuberculosis is more prevalent along the gulf coast than in the higher interior; an impression not verified by health department records. There is as much tuberculosis per thousand population in North Dakota as there is in South Texas.

But the most serious charge, and unmerited, is that the climate of the gulf coast country is “malarial.”

Malaria parasites are disseminated by mosquitoes that have been infected from the blood of some human being.

The mosquito must acquire the parasites from someone who has them before she can pass them on to someone who hasn't.

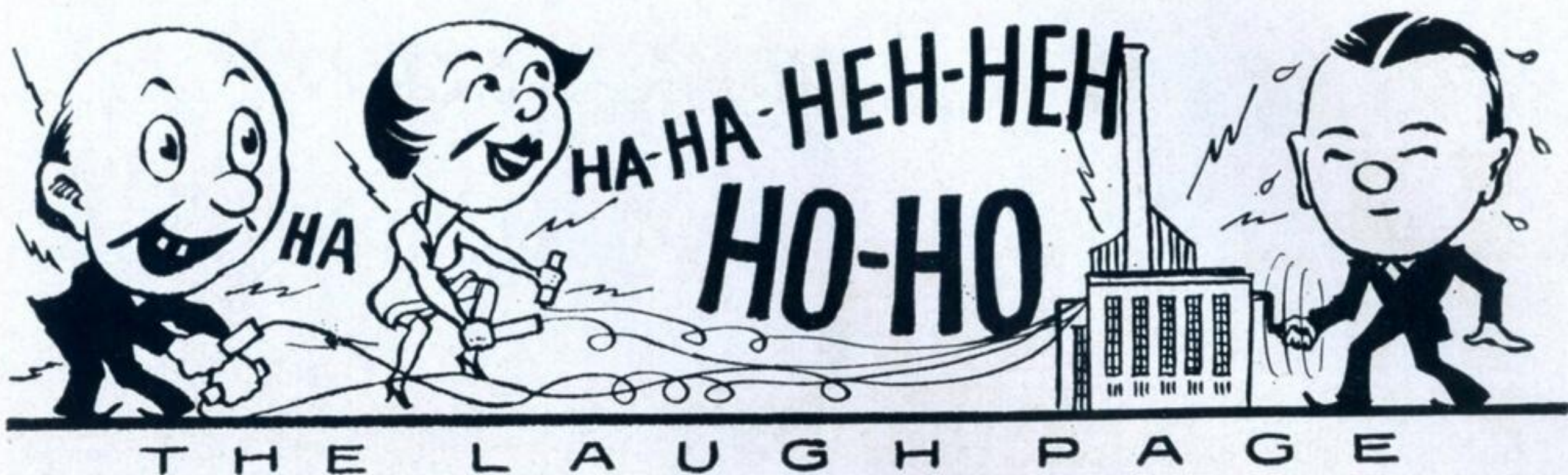
If we permit mosquitoes to “bite” us after sun-down . . . the malaria bearing mosquito forages only after sun-down . . . we're pretty sure to get malaria . . . if someone in the vicinity has it.

Now what has climate to do with that? Wherever they have mosquitoes they have malaria . . . and they have mosquitoes in Alaska.

Regardless of climate, communicable diseases are present because we permit them . . . because we do not consider seriously enough the preventive measures at our disposal.

The “climate” of the Canal Zone was once considered “sickly”. General Gorgas and modern sanitary measures made it one of the healthiest “climates” in the world.

Given a clean water supply, a clean food supply, well screened living and sleeping quarters, one may dwell indefinitely in the heart of a swamp without the least danger of contracting any communicable disease, tropical or otherwise.



PITTSBURGH, MAYBE

Three tourists were discussing the various scenes of their travels, when the conversation turned to the subject of fog.

"The foggiest place I ever drove through was along the coast of Maine," said one.

"Say, you don't know what fog is until you've been to London, England," declared the second.

"Aw piffle," interrupted the third. "I've been in a place that was twice as foggy as either Maine or London."

"Where was it?"

"Damfino. It was so foggy I couldn't tell!"

Matthew Sloan, of Brooklyn-Edison fame, found himself sitting next to a stranger at a recent banquet. To make conversation, he asked: "Do you play golf?"

"Yes, a little," came the reply. "I go around in about 150."

Sympathetically, Mr. Sloan asked, "What department of the game are you particularly off in? How's your putting?"

"The putts? Oh, I never count the putts."



Mrs. Batt: "And is your daughter happily married?"

Mrs. Lett: "Oh, yes, her husband is scared to death of her."



Mrs. Jones—"Do your daughters live at home?"

Mrs. Smith—"Oh, no! They aren't married yet."

The blow-out that makes a man late in the morning usually happens the night before.

Then there is the newlywed who cried all day because at breakfast that morning her hubby set the coffee pot down on one of her waffles thinking it was an asbestos pad.

A teacher was giving a lesson on the idiosyncrasies of March.

"What is it," she asked, that comes in like a lion and goes out like a lamb?"

"Father," replied the smallest tot.

Junk Dealer: "Got any old rags, madam?"

The Woman of the House: "Yes, but my husband makes me wear them."

Tourist: "Is it an offense to park on Main Street in this town?"

Native: "No sir, by gum, if you kin park on Main Street here it's a miracle."

A boy asked to write an essay on the zones, handed in this commendable effort:

"The world is divided into two zones, the male and the female. The male zone is temperate, intemperate or drunk. The female frigid, torrid, or horrid."

Courtesy - - - -

Rabbi Samuel Rosinger is the new president of the Beaumont Rotary Club. In a recent issue of "Rotarygrams", the weekly publication of the club, he had the editorial which we quote in full below. It is worthy of study by every employee of this company and could be applied with profit to every job.

"The other day I inquired over the 'phone of the clerk at one of our hotels for the street address of an out-of-town acquaintance of mine who frequently visits our city and puts up at that hostelry. The clerk informed me with regret, that the person had not registered his street address; but, he continued, "if you hold the wire for a moment, I have the telephone directory of his city, and will be glad to look up the address for you." In a few seconds I had the much-needed address. The courtesy of the clerk saved me the trouble of going to the Telephone Company, and wasting precious time in finding a parking place in that crowded neighborhood.

"The clerk who extended this courtesy to me out of the sheer goodness of his heart, inasmuch as he knew neither my name nor position, is a valuable asset to his establishment. I have a warm spot in my heart for his unselfish service, and if I have a chance to patronize that hotel or persuading others to do so, I shall not miss it.

"Courtesy is one of our most valuable acquisitions. It is a key to the hearts of our fellowmen. It will win for us more friends and well wishers than any other trait. Courtesy is an act of unselfish service, voluntarily rendered, without any hope of fee or reward. Courtesy reveals man at his best. In the light of courtesy, man's selfish, sordid, mercenary nature recedes to the background, and his divine traits of kindness and helpfulness come to the fore.

"Cultivate courtesy. It costs you naught, save a little trouble, and yet you will derive from it untold happiness and satisfaction. It will endow you with the charm to attract men, earn their goodwill and merit their friendship.

"Every now and then the press reports unusual rewards of courtesy. A rich passenger remembers in his will the train conductor for courtesies received. A wealthy woman leaves a legacy for a shop girl for courtesies extended to her while being served. Every act of courtesy awakens in the recipient a sense of gratitude and a desire to reciprocate. Every act of courtesy quickens a human heart, and opens up its fountains of kindness. Every act of courtesy is an ambassador of goodwill, allaying suspicion, removing reserve, dispelling misunderstanding between man and man. Every act of courtesy is a golden link in the chain of the brotherhood of man.

**Great Firms
Thrive on
Little
Opportunities
for Personal
Service**