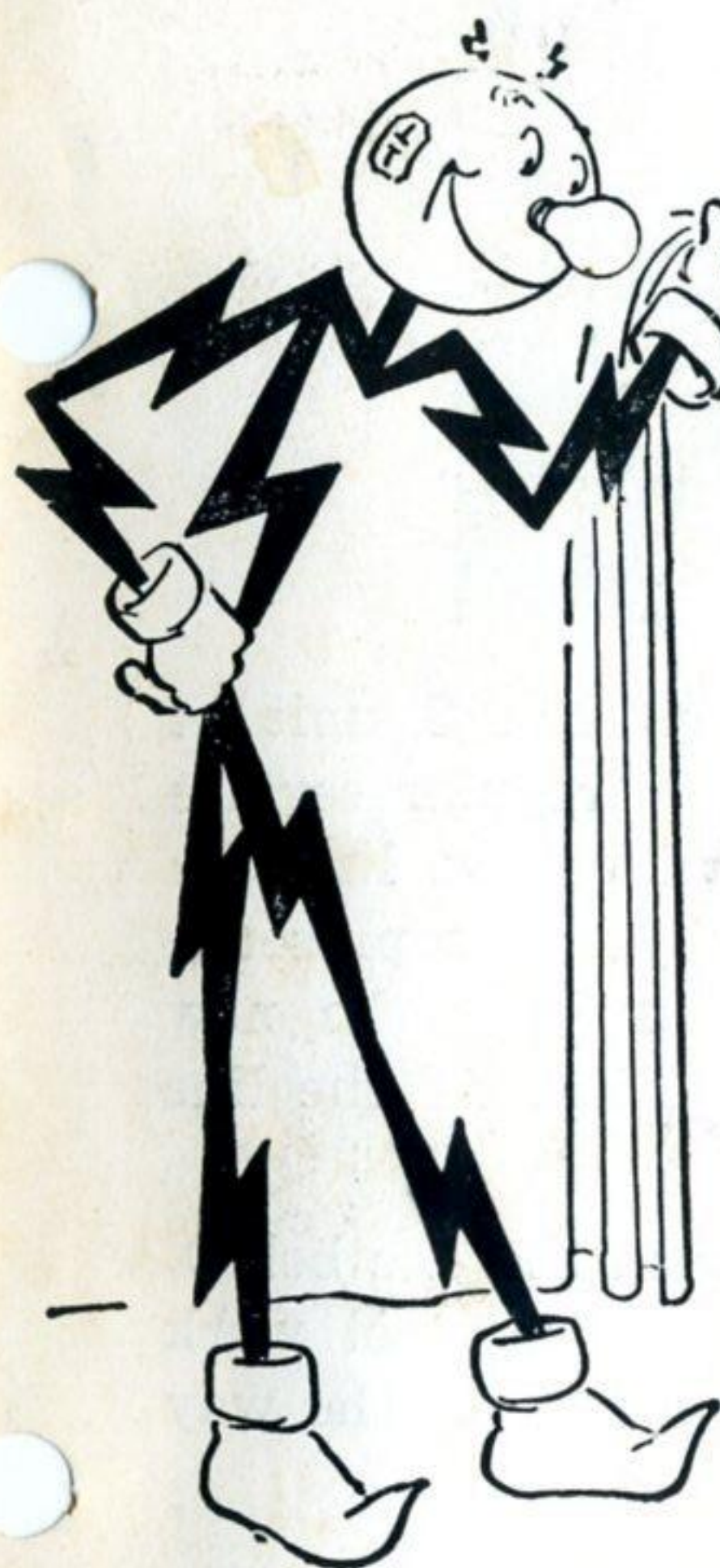
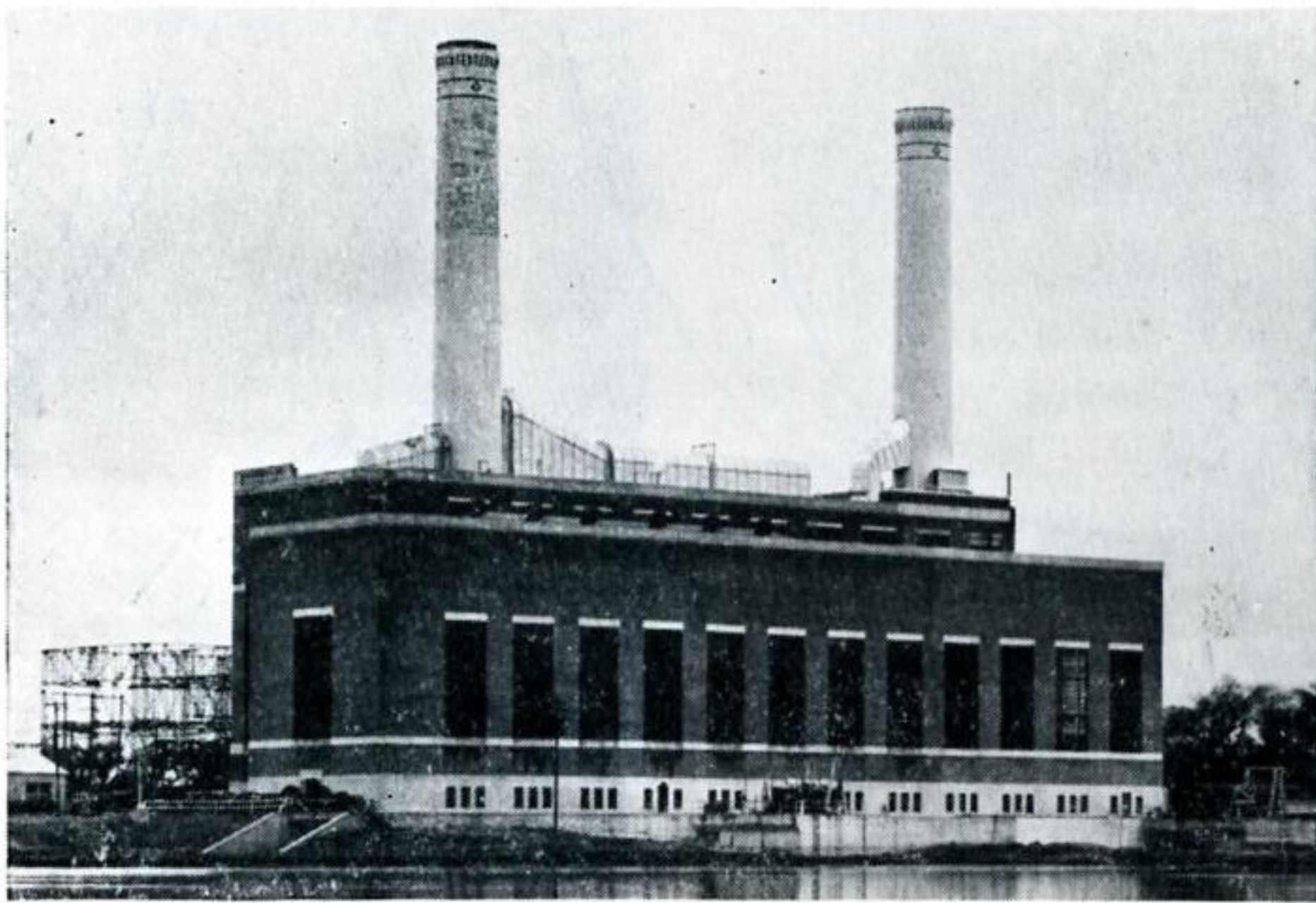


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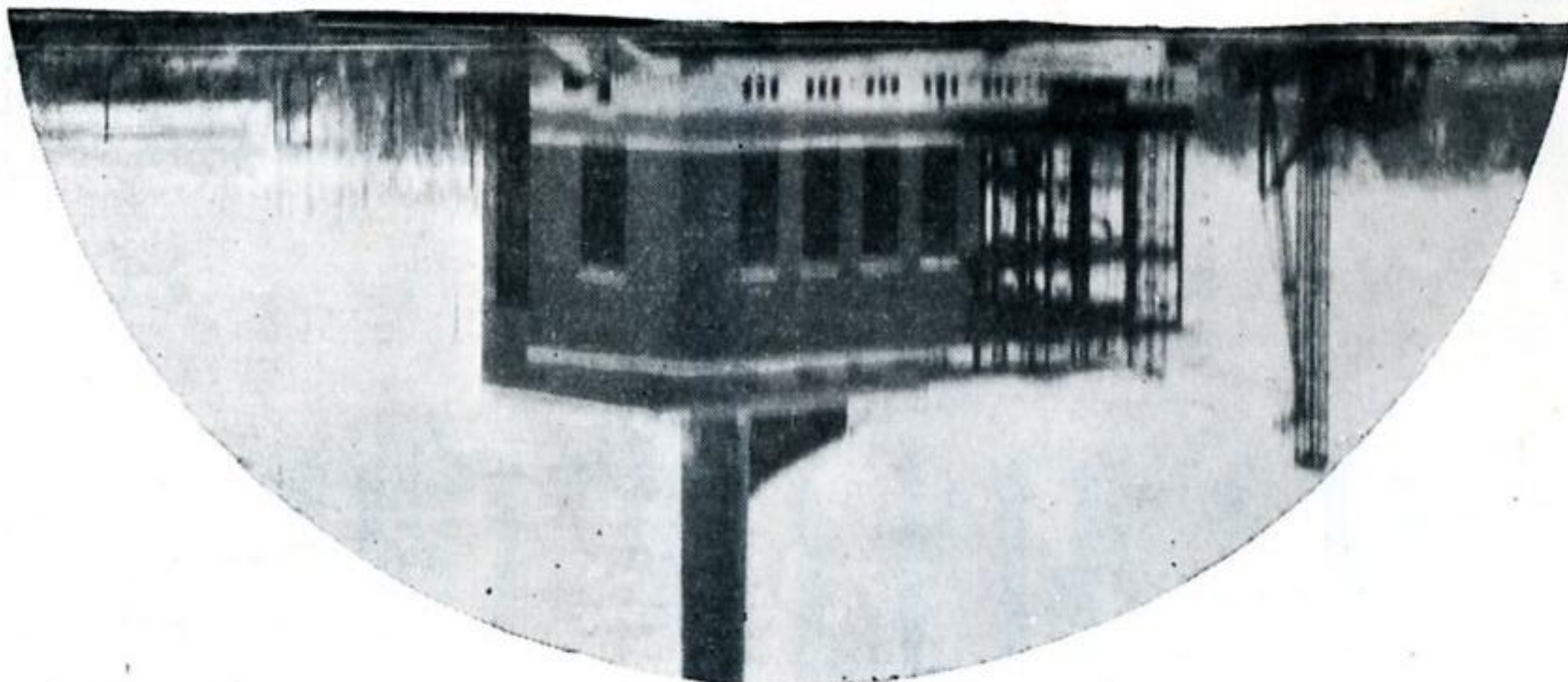
PLAIN TALKS

VOL. 16 -- NO. 5 -- MAY 1938



THERE will be no further progress reports on No. 3 unit at Neches. It is completed and probably will be in regular service when you read this. No. 3 generator was put on the line the first time at 10:43 P. M. on May 18. Earl Griffith, in the presence of a large audience, closed the switch thus synchronizing the new unit with the old ones. After a short time it was taken off the line for final adjustments.

Contrast the picture above of Neches today with the one below, of Neches reflected in the Neches river, made when the steel work for the second unit was going up, and you get a good idea of the way the station has grown.



Mr. Walker warns of false promises

A wealth of sound advice that deserves to be taken to heart by adults as well as adolescents was offered by Mr. Walker in his commencement address to the graduating class of Beaumont High School the evening of June 2. A part of his talk that was of general interest and significance was as follows:

"There was never a time in the history of man when some sharp promoter was not trying to put over a deal where he promised something for nothing. The gambling instinct is as old as man himself and shares in some fake mine or an impossible oil prospect have always been easier to sell than a legitimate business proposition.

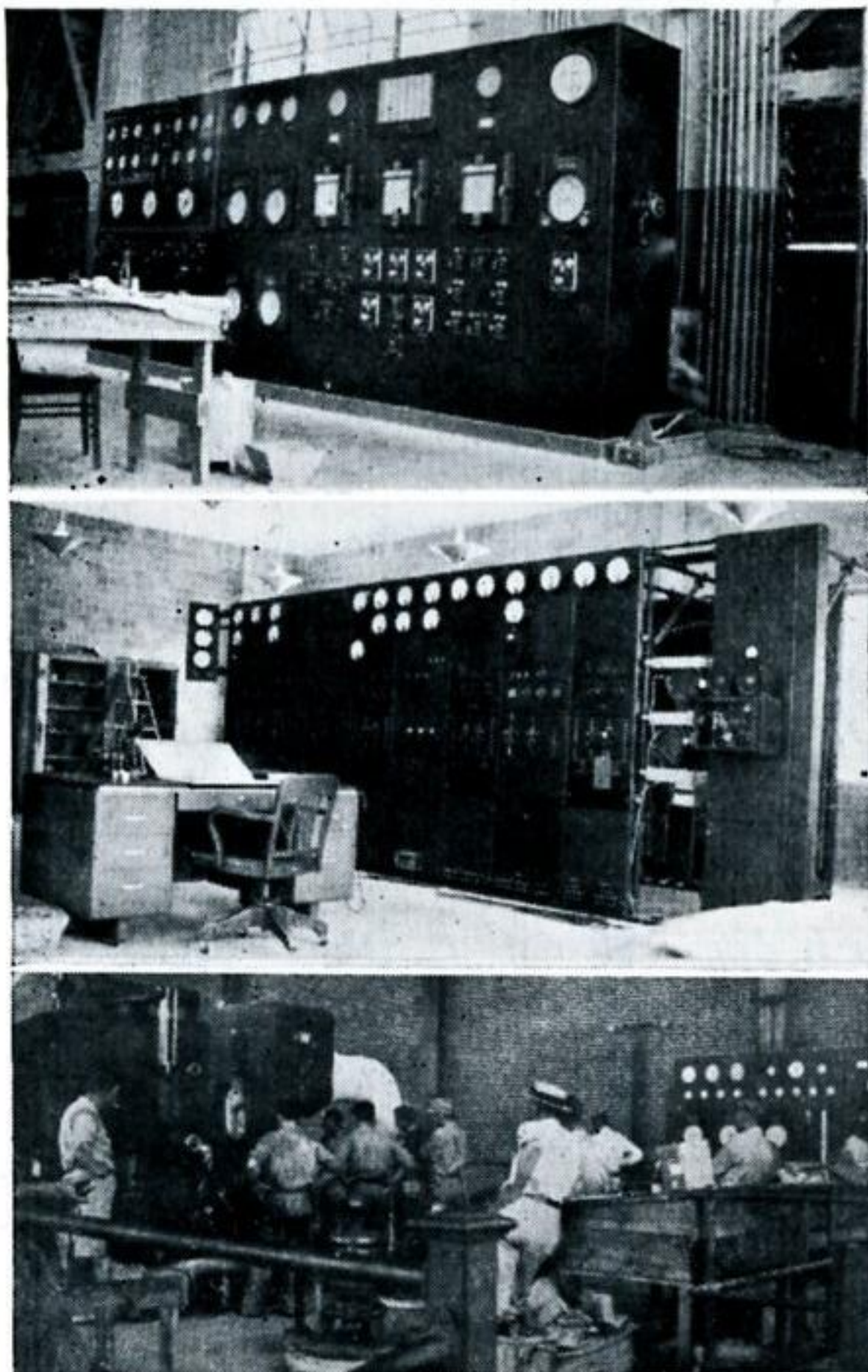
"Of the same promoter stripe are those who would sell you the idea of a \$200 a month income for life just for the price of a vote, or the security of old age pensions and unemployment insurance and many other Utopias, without cost. Every one of these most desirable benefits is bound to cost the beneficiary. You don't get something for nothing. There is too great a price to pay for security and I implore you as you become more and more conscious of things political that you look for the catch in the promises being made. The things your government do have a very direct effect on the details of your life. Don't be fooled by cheap political promises that insult the intelligence of any high school student.

"Be jealous of the American right of individual initiative that has been handed down to us through trials and tribulations and even bloodshed; and that right now, as you prepare to take over the reins, is being threatened more seriously than ever before. I don't mean the license to exploit or rob or steal. That's been done and should be punished. I do mean the right of a young man to aspire to any social or economic height his ambition and his qualifications may lead him without the crushing hand of government harassing him on every hand as it does in so many parts of the world. Our economic system has been sick now for several years and we've had doctors with strange ideas concerning its cure. The democratic plan by which the American people have brought their civilization to the highest point ever known is being tinkered with and there are those who would destroy it completely. Don't let them do it. Don't sell out this precious thing that means as much to you young people as life itself for some immediate benefit that looks like an easy out. Even if we cannot all achieve the highest pinnacles, let's never give up the right to strive for them; let's pass on this glorious thing called Freedom regardless of present hardships."

Mr. Walker closed his address with:

"And now, as you scatter out to your various fields, may God bless you with a rich abundant life, lots of hard work, not too much money, but the fine satisfaction of having contributed some lasting benefit to the world's progress."

inside at Neches



Top: Control and Instrument board No. 9 Boiler.

Middle: Switchboard and Operators desk in new control room.

Lower: Making final adjustments to No. 3 unit preparatory to opening the throttle.

Pictures taken by Walter Straughn, Neches Station candid camera man.

The Port Arthur girls were very happy to entertain the Women's Employees Committee in Port Arthur on April 28. Docia Moore was chairman for the occasion, and was assisted by all girls in Port Arthur, Nederland and Port Neches. The meeting was at the Department Club and a feature of the program was a study of the book by Morgan & Webb "Making the most of your Life," which was led by Frances Trotti.

MAY PLAIN TALKS

Here's one for Ripley's Believe It or Not:

Company range sales have exceeded our refrigerator sales by a generous margin during the first four months of this year! We have sold 417 electric ranges, only 336 refrigerators according to April 30 figures.

This does not mean, of course, that our customers are buying more ranges than refrigerators, for dealer refrigerator sales are not counted in this total and dealers are selling an ever increasing share of refrigerators sold. But it does mean, among other things that the person who predicts that electric water heating will never be generally popular had better not bet on it! We can remember when some folks were foolish enough to say that about electric cookery.

Through the first four months we sold 24.4 per cent of our year's major appliance quota.

Mr. Walker's mother, Mrs. Frances Walker, passed on in Elko, Nevada, May 10, and Mr. Walker went west to attend the funeral. Mrs. Walker had many friends in Beaumont, where she made her home with Mr. Walker from 1930 to 1933.

HERBERT MANUEL MANN

We regret to report the loss of our fellow employee, Herbert Manuel Mann, who passed away unexpectedly in April due to heart failure.

Herb, as he was known to both his fellow employees in the Meter Department and his host of friends outside of the Company, had completed over ten years of service with the Company.

He will be greatly missed due to his versatility in his Company work and also in his social, fraternal and religious organizations outside of the Company.

LAKE CHARLES

We are glad to welcome SIDNEY GRAY and CORA PITRE who have recently joined the accounting department in Lake Charles.

MRS. ROBERT SHERWOOD and children have sailed for Puerto Rico on a six week's vacation with MRS. SHERWOOD'S family.

The "Muni" golf course held a Bar-B-Q recently for the members. Preparations were made for more than actually attended. It is rumored that ROY FRANQUES and BOOBY MATHIS consumed all the excess food and beverage.

ROY FRANQUES entered the Hall of Fame on May 10th when he made a hole-in-one at the municipal golf course.

ANDRE DUBUS and his crew have been busy surveying rice farms. To date a total of 84 farms have been surveyed, or a total of 15,665 acres.

MICKEY CONDON, apprentice lineman, is leaving the company on June 1st to make his home in Houston, Texas. "BUSH" BOUDREAUX who matches nickels with Mickey, and wins consistently, will miss him a great deal.

"DUCK" MONTALBANO and wife are the proud parents of a boy. "DUCK" seems to be getting along nicely, as he is back at work.

Everyone has been wondering who the young lady is that has been coming after NICK REEVES lately. She has been questioned, but NICK "The Shepherd" as SHUG says, watches as though someone was trying to steal a sheep. Come on NICK, don't keep us in the dark.

Vacation time finds the ST. DIZIERS rounding up mules down in the 'ole Missouri' home town. Better be careful, JERRY, as the ole man is still Sheriff down thar.

CHARLIE GOODWIN and the MISSIS are vacationing in the city of Bastrop. CHARLIE says when he gets there he is going to pull off his shoes and make himself at home.

The CARPENTERS have returned home from their vacation, and already NEIL is wanting next year to hurry up and come again.

Of all the positions to get into—figure this one out. While BOB SAVOIE was chasing a small kitten with a big hoe, he cut himself under the elbow and had to have three stitches taken. At least, that's the story as BOB gives it, but we haven't heard the MRS' side of the story yet.

We have noticed that DAVE SPEARS has been seen around the preacher's house recently, which puts a little light on the mystery of the circled 5th of June on his calendar. Does it mean "I do" DAVE?

It becomes a very hot debate when LEE HENRY and C. DOBBERTINE argue over who catches the largest fish. And then along comes LUM JORDAN and settles the question by the



Frank Smith
Editor

Pelican state news

one he caught. How long was it LUM? Or is it safe to tell—because JACK SHIREY way up in Navasota may write over hear and tell the boys just what kind of a lad you must be.

It is rumored FRITZ SIMONSON and PAT CONNOLLY have been burning the midnight oil lately trying to figure out a way to make photographs of themselves, as nobody else will trust their cameras to take snapshots of them. Really the ones FRITZ and PAT make are pretty fair of the background.

FROM THE EAST

JOE ABBOTT and W. N. McCLARY, linemen, were transferred to the Jennings District on the first of May. Good luck, boys—and come up and see us sometime.

LOST AND FOUND—Anyone knowing the whereabouts of one registered Spitz dog, please notify S. J. LeBLANC. The dog entrusted to him by his bride-to-be is missing and it looks like the big event in SAM'S life depends on the finding of the pooch.

A. A. (JOHNNIE) ADAMS can be seen fishing in all places (but not with JACK) containing six inches of water or more. Watch your gold fish folks.

WANTED—By a promising power engineer: A positive method of distinguishing between rice and oats. Address all replies to L. GOODWIN, Lake Charles.

JEROME BROUSSARD has assumed D. R. duties in the newly created district in the Lafayette territory. Give 'em the works, JEROME.

VALRY (POKER FACE) DUGAS threw a half in the collection box at Church last Sunday, and said "Raise a Quarter."

P. C. FAULK is in the mood for a new used car, so all you car salesmen come around. If P. C. is as good a buyer as he is a salesman, it is going to be awfully pleasant work for some auto peddler.

R. J. (RUBE GOLDBERG) HEINEN is still out looking for bargains. He almost sold an electric razor the other day, but something happened 'twixt the razor and whisker. DICK has invented and installed a signal system that's

... see next page

going to be a big help to the boys on duty on dark and stormy nights.

C. M. (CHOOKIE) SCOTT is redecorating the Lafayette Substation. We hope the completion of this work will be celebrated by an old fashioned shrimp bust. If, as and when CHOOKIE raises the money and GEORGE buys the shrimp, we only ask that the other Lafayette boys arrange things so the law will not be necessary.

J. L. McCRARY says if JIM STOKES would pay up a certain account of his that collections would be better in Lake Arthur. Incidentally, the grapevine tells us that FRANK SMITH sold a fan at the same account on very easy terms. MR. McCRARY says FRANK didn't get the down payment.

Orchids to Ernest Little



Here is something new under the sun, and people are always wanting something different. District Representative Little of Sulphur is trying out a new idea to help his range business.

He writes a brief, bright letter inviting a preferred range prospect to take the afternoon off at his expense. The letter then goes on to explain that Ernest Little will have a complete meal prepared for the prospect and for her to come by the office and place it in the automatic electric oven. On her way home from her afternoon of pleasure, she passes by the office, removes the meal from the oven and takes it with her.

Several prospects have accepted this invitation that relieves them of all thought and trouble of planning a supper for their family. Above are two pictures showing Ernest discussing electric cookery with his prospect before she places her meal in the oven. It is a novel idea and has proven in a dramatic way the economy of time and labor electric cooking brings to the housewife.

MAY PLAIN TALKS



Top picture . . . Soup's on at the Port Arthur sales meeting. Directly below . . . General Sales Manager Riegel talks to the assembly. Left, under top picture . . . Hyacinth Eden, Port Arthur Refrigeration Campaign Manager. Right, below top picture . . . J. P. Knapp talks things over with Naomi Wiggins, Silsbee. Directly below, Gladys Spell, Beaumont Campaign Manager, receives a bouquet of carrots after speech. Center full width picture . . . snapped at Braunig's party for Central division. Pictures at bottom snapped at Beaumont's beach party.

ACCOUNTING DEPARTMENT: Have you ever tried to break in on an enthusiastic discussion of baseball and golf to get news for Plain Talks. No, well, you can't sympathize or imagine what goes on in these parts. To hear these discussions about 8 a. m. and 1 p. m. every day, you'd think Ducky Medwick and Horton Smith had moved in up here . . . With this and all the Ohs, Ahs, etc, over the present rush of female applicants whom ROLLY JACKSON has been interviewing recently, we are wondering if those dear ole' financials will go out on time this month . . . And speaking of applicants, our Prince Charming has certainly lived up to his reputation of picking 'em and passing 'em on up the line for approval. And when he picks them and passes them on, not many of them are ever turned down. It seems that he has a natural gift for recognizing talent and ability. His latest accomplishments being AUDREY BRACKIN and PEARL TABER. AUDREY goes to the billing department as comptometer operator replacing RUBY WILSON who will take over MARGARET PARISH'S duties as comptometer operator in this department. . . . RAY PACE and V. L. BEAGLE have started their summer relief work. RAY to Hull as relief cashier, and BEAGLE to Port Neches. RAY ought to enjoy this country life, being the son of a Baptist preacher, we know that he just naturally has a yen for fried chicken, and Hull has a reputation for putting it out, especially EMMIE SCOTT'S and LOUISE KELLEY'S mothers. . . . We wonder when JOE AUSTIN has time to do his thinking, now that he is temporarily working in Port Arthur on meter records, and we understand that the job is progressing rapidly. . . Although CAMPBELL emphatically denied the accusation that he was going along as chaperon with MARGARET and JACK on their honeymoon, he did take his vacation at the same time, and said that he was going back to the "old country," Louisiana, to visit with relatives. . . We didn't find out where GEORGE RICE was going, but he also took his vacation the latter part of May . . .

SPECIAL NOTICE. This is not a paid advertisement, but there is nothing like helping a friend along, and we know that PECKHAM could use some more business at his ice cream and coca cola stand at the corner of Liberty and Mariposa. He has the best ice cream and coca colas in town folks, and if you haven't already found out for yourself, do so the next time you are near there.

BOOKKEEPING DEPARTMENT: DENNIE TAYLOR seems to be looking in the wrong direction when an important decision has to be made. Since the "flare-up" in a recent softball game, we believe he will keep "eyes front" in the future. . . . BYRON ANDERSON has finally gained his eye for baseball. From in-

treasury department news



Carra Williams
Editor

formation given us by the team manager, a certain brunette on the sidelines seems to have helped him a great deal. Oh, a grand stand player, huh! . . . LEAH RAMEY, protege of RAYMOND WRIGHT, was a recent visitor in the Beaumont office, learning the art of cashiering before taking over that position in the Trinity office. . . F. R. WELLER has not been disturbed by any of his rivals these past weeks. No wonder he has been smiling all the time. . . . JOE POWELL certainly knows how to keep his popularity, judging from the number of young ladies seen in his company at a certain time of the day. How about an introduction to the young lady from Silsbee, JOE. (Says the anonymous author of Bookkeeping Department news.) . . . VIC FAVER will get an opportunity to spend a week or so in his home town, Lake Charles. We wonder how he will get along not having to work at night. . . . "California Here I Come," sounds good to FLETABEL DENTON. FLETA leaves June 18 for a motor trip to California, several days there, and motoring back a different route in order to see all she can . . . ADRIANNE GLYNN went to Houston for a convention recently. We hope this convention was different from other conventions we have heard about in the past. . . FLORA MAE CLEMENTS has finally decided between the doctor's profession and the oil industry and will be married June 25. We thought the office hands had a chance at one time. . . The bookkeeping department welcomes PEARL TABER, who replaces AVA MARY STEVENS. AVA MARY goes to TONY FONTANA'S department, where she replaces LOUISE LAUDERDALE. SPENCER LeCLERE was transferred to Lafayette from that department, thereby causing other members of that department, EVELYN HOAG and IDA MUELLER, to be moved up or over a desk. . . Attention music lovers, baseball fans and radio fans: The bookkeeping department can give you any information desired regarding the above mentioned subjects. A review of the screen and radio is given early each morning. . . . Be careful SCOTTIE, there are some very nice looking car salesmen in Beaumont, and they certainly

. . See next page



"Step right up and we'll shine 'em up." The losers in Beaumont's March-April contest in addition to throwing a beach party for the winning team, had to shine their shoes for one week after close of the contest. It is reported that several good pairs of socks were ruined with polish.

treasury dept.

... continued from page 5

have a smooth line... We haven't heard a word from PAUL MASTERSON regarding the success of his recent trip to Louisiana. Can it be that it was all business...

STENOGRAPHIC DEPARTMENT: From necessity, sheer exhaustion after the golf tournament, or something, maybe it's the lull before the storm, the stenographic department had nothing to offer in the way of spicy bits of news this month, except that ROSE LEWIS went along as chaperon with NELLIE RAE and friend on a vacation trip to Abilene and Carlsbad recently. NELLIE RAE, it seems, is of the opinion that she and her friend turned out to be chaperons to ROSE when she made friends with all the guides at Carlsbad...

Friends and acquaintances of Mildred Dees, of the Billing Department, wish to extend their sincere sympathy in the loss of her mother on May 5th.

speaking of soft ball

Through the courtesy of "The Pinch Hitter—official organ of the Reddy Kilowatt League," which is made up of teams representing the accounting, commercial, distribution and production departments in Beaumont, Plain Talks passes along some of the vital statistics.

REDDY KILOWATT LEAGUE STANDINGS

	W	L	Pct.
Kilo-Counters	5	1	.833
Kilo-Senders	4	3	.571
Kilo-Makers	3	3	.500
Kilo-Peddlers	1	6	.142

THREE HUNDRED, OR BETTER, HITTERS

KILO-COUNTERS	Ab.	R	H	E	Avg.
Rafferty	19	7	10	0	.526

KILO-SENDERS

Reese	2	0	1	1	.500
Stahl	22	6	10	1	.454
A. Poulson	19	5	8	4	.422
Thomson	20	4	8	4	.400
Wiggins	22	6	8	3	.363
Baird	26	2	9	2	.346
Oliver	16	4	5	0	.312

KILO-MAKERS

Steele	19	2	8	3	.421
Baird	15	3	6	0	.400
Guidry	-7	5	6	5	.352

KILO-PEDDLERS

Larkin	20	3	8	1	.400
Dawson	20	3	7	5	.350
Hammond	23	3	8	3	.347
Crabbe	16	3	5	3	.312
Manley	13	3	4	0	.307
Connaughton	23	6	7	1	.304

HOME-RUN PARADE

Wiggins—Senders	2
Scigousky—Makers	1
Oliver—Senders	1
Bishop—Peddlers	1
Hansen—Counters	1
Larkin—Peddlers	1

To Charles DeCuir and his family we extend our deepest sympathy at the loss of his sister Aline, who lost her life by drowning Saturday, May 14, while in Louisiana.

PRODUCTION DEPARTMENT

By C. H. Watler and J. A. Uehlinger

The many friends of MR. AND MRS. D. O. GIDEON and FAMILY regret their departure.

MR. GIDEON has been transferred to Neches Station and Employees of Lakeside Station are sorry to lose a swell boss and wish him every success in his new position.

We hope JACK THORNTON, severely injured in an auto accident May 11 recovers speedily.

Power plant employees welcome MR. AND MRS. L. L. HIRSCH and FAMILY and hope their stay with us will be a pleasant one. MR. HIRSCH is the new Superintendent of Lakeside Station.

Well folks it's happened at last, C. BEAN, "the one and only, the greatest of them all", has been transferred to Neches Power Station. This means of course that Lakeside Station has lost its No. 1 "News Hound". Henceforth Neches instead of Lakeside will have "The fastest service in existence."

We welcome another new plant employee, M. E. NEEL. Glad to have you with us ELLIS.

"SNAKE-BITE" ANDERSON has just about removed all the dents in his car received in a recent collision and is now ready to begin removing those of secondary importance—namely in his head.

The old mule barn which formerly housed the "horse-power" which pulled the company's ice wagons has been torn down. Part of the material will be used in re-modeling part of the distribution building for a new general merchandise store room.

Heard in the Bath-room—"John what keeps the Moon from falling?" by CHARLIE ARISCO.

JOHNSTON—"The beams, I suppose."

LAWRENCE LACOUR—"SACHEL" what do you know about Algebra?"

WALDRON—(just back from Florida)—"I don't know, it was dark when I passed thru there".

Heard at Last Safety Meeting.

MR. GIDEON to RICHARDSON, who is walking around room. "RICHARDSON sit down in front."

RICHARDSON: "I can't. I'm not made that way."

NEDERLAND AND PORT NECHES NEWS

SUPERINTENDENT HANLEY still has his eye on his New Private Office being created from the old ice platform office.

The old Port Neches Ice Vault is being converted into a store room.

EARL DINKINS and J. W. McMINN JR. both presidents of the Y. M. B. L. of their cities, in co-operation with Port Arthur supporters, are doing their best to interest the

Port Arthur division news

government in the proposed Mid-County Air Port.

MATTIE GRAY, Port Neches office, left on May 23 for Corpus Christi to vacation with her family. She recently moved into a new "bachelor" apartment and gave a "Hen Party" May 16. Your reporters claimed special privileges as "Members of the Press" but were not given "Little Gold Keys," so we can not tell what happened.

ACCOUNTING DEPARTMENT

ARSEY BORNE was well shot last month. He took 46 inoculations in an effort to find the cause of his attacks of hay fever. He stood up well under the severe treatment and says he feels better, for which we are all happy.

We are glad to have with us during this month JOE AUSTIN and RAY PACE who are making a check of meter history records. We understand that JOE has been checking up on some of his old hangouts. He used to be Port Arthur's No. 1 eligible bachelor, you know.

Several old timers in the accounting department were very glad to welcome P. R. WILLIAMS, our former boss, back to Port Arthur during his recent visit in this territory.

Since last publication, MR. V. L. BEAGLE was with us for two weeks pinch-hitting during vacations. Glad to have him with us and appreciate his splendid cooperation.

LORAIN SPENCE, unless our eyes deceive us, is again wearing the coat of arms of the House of Bellanger—more commonly known as an engagement ring. Congratulations, HENRY! Thus is proved again the old saying that a woman's mind is cleaner than a man's because she changes it more often.

COMMERCIAL DEPARTMENT

During April we held a contest on ranges, refrigerators, water heaters and I. E. S. Lamps. DICK EDDLEMAN was captain of one team and W. E. DINKINS captain of the other. CAPTAIN DINKINS' team won in a "landslide" victory, but our heartiest congratulations to everyone who participated for making it a splendid success. There was a Beach Party at Gilchrist the weekend of May 7—the losing team "giving" the trip. A big time was had by all, with lots of good things to eat. There was only one casualty—H. J. HEBERT didn't get his hands out of his pockets quick enough to break a fall; as a result he had a badly scratched nose.

While the line crew was repairing damage done by the storm early Saturday, May 7,

... see next page

MAMIE VOYLES, of the home service department prepared sandwiches and coffee (in wholesale lots) for the men—mild stimulants but mighty good.

Well, FREDDY PARENT arrived home safe and sound from his California vacation "happy about the whole thing", and certainly has lots to tell.

JOE PREJEAN'S DAUGHTER was rushed to the hospital on May 9 for an emergency appendectomy. Home now, she is getting well rapidly.

The home service department concluded a series of cooking schools for this season with a two day school at Beauxart Gardens April 12 and 13. There was good attendance both days and prizes were given away the last day.

We are happy to welcome several newcomers to the commercial department here. GEORGE WINGES, recently transferred from New York, a new DR; RUTH LELEUX (called by many Miss DeLuxe) is on the Service Desk and Sales Floor; CLEO SMITH, while he isn't new to our organization, was transferred from Calvert to Port Arthur as appliance repairman. We also welcome MRS. GEORGE WINGES to Port Arthur.

LINE DEPT.

J. L. TERRELL spent five days "doing" Baton Rouge. We welcome F. L. ROMERO, new employee in the line crew. Glad to have you, Romero. D. S. BORING is sporting a new car, the better to go see his Lake Charles girls. "SPEEDY" McMILLIAN has made few trips to the beach or to Galveston since he ran into a cow on that highway recently. We notice that K. D. SISTRUNK is still deeply interested in the pie business. Wonder what she looks like.

It's really an education to hear BONNER and "RED" McCLELLAND trying to get a cup of coffee from "SPEEDY" McMILLIAN. MATULIK and SPEEDY have their heads together trying to figure a way to get MATULIK out every Friday nite to go to the fights. We might mention here that "BIG BOY" HOMUTH has revealed himself in a new light. He is the ace reporter in this department. If there's any news to be found, he always gets it.

GARAGE

G. A. ATKINS, said to have been found under the bed when a burglar attempted to get in his house, is trying to pick up a weapon of defense "Cheap."

ED YELTON has been spending all of his Sundays on the Canal in his boat, "Miss Eva". He says he is willing to take anyone on for a race.

SCHILDNECHT, and anybody he could persuade to help him, had a hard time fixing a

tire for the line truck, but after about two hour's hard labor he and his four able assistants got it repaired. Incidentally, SCHILDNECHT has been raving because that long looked-for trip to St. Louis to bring back a new line truck has not yet materialized. However, we think he may get away about the 25th of this month.

WILLIE WELSH, our new employee in the Engineering Dept., wants to state that if any of you fellows want the address of a reliable hat cleaner, please see him. He had rather an enlightening experience the other day, and it's really worth hearing.

JOHNNY SIDDALL has already started settling down and getting a "married" look. His wife is coming down to live in Port Arthur next month.

Y. L. HUGHES has been spending quite a bit of his time in the line department trying to win a few domino games.

METER DEPT.

JOE DUGAN took a week of his vacation and spent it tearing his "Chevy" down and believe it or not, it's running again! JAKE HAGLER is sporting a stream-lined hat these days. It seems he found one of his old hats the other day, and the dips in the brim are truly the latest things in *chapeaux*.

J. O. LIVELY intends to spend a week of his vacation in dear old Mississippi.

We think that LEE HYATT missed his calling. During recent sales campaign he sold so much merchandise that we believe he would make an excellent "Door Knocker."

Was "BULLY" RAUSCHENBERG happy when he returned and found he had won that \$15.00 prize on the Golf punch board? Foolish question No. 99999. L. K. BANKSTON says his face is not yet accustomed to his electric razor, he won on the punch board, but he is working on that now.

SLIM STOEVEER isn't saying much about how good his domino game is since his father and brother took him for about eight games last week-end.

Good will is one of the greatest assets of any business. It is built up by good values, fair dealing, reasonable prices, courteous service and good advertising.

Spring fever overtook RUBY RAY RIDLEY and she found that a good vacation is the only cure. She reports an unusually good time around Galveston and Houston (no details were given) including a yacht trip with some deep sea fishing. A week was spent at Harrisonburg, La. with no activity but lots of sleep and good fried chicken.



Congratulations to RUBY RAY on having been elected president of the Beaumont Business and Professional Women's Club. RAY has been very active in civic work and is well deserving of the honor.

D. O. GIDEON and CLEBURNE BEAN of Lakeside Station, Port Arthur have been transferred to Neches. GIDEON takes over the maintenance engineer's job, while BEAN becomes an operator. We welcome these two men and now that they are Beaumont men we wonder what they think of 12th grade football players.

R. H. LAWTON, watch engineer, has been advanced to the position of operating engineer. This is a new position in the Neches organization and DICK gets our heartiest congratulations.

S. R. BOLEMAN, resigned May 15, to accept a position as inspector for the Mutual Boiler Insurance Company, of Boston. After some three months' training SAMMY will be stationed at Spartanburg, South Carolina. We'll miss you SAMMY but good luck to you in your new work.

ELLIE PREJEAN, the Kilo-makers baseball holdout, finally signed a contract. However when he failed to hit in the pinches his salary was reduced to correspond with his batting average 000.

This season of the year usually results in a few snakes around the Neches substation and believe me they have kept LASYON and CARVER stepping high. In fact LASYON gets credit for doing some real high jumping at times.

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

production news



Bob Guidry
Editor

There is every reason to believe that OTTIS PARKER is weakening to somebody's charms. He is now building a garage apartment and is considering some furniture. OTTIS, the boys at Neches will be glad to help you with the painting.

MR. AND MRS. W. S. SIMONDS have moved into their new home at 1625 Roberts Avenue.

We extend our deepest sympathy to FRANK DELAGE, load dispatcher, whose father died at New Roads, La.

WALTER STRAUGHN finally parted with "Ole Henry". He traded it in on a 1937 Chevrolet. He hasn't become adjusted to the increased comfort yet and furthermore he needs an amplifier on the motor so that he won't go off and leave the motor running.

MARSHALL SHARP, while on a sightseeing trip near Jasper, decided to pluck a few magnolia blossoms. He claims to have climbed a high tree to pluck an unusual blossom but the true story is, that he dropped his magnolias and climbed the tree to get away from a bunch of ferocious looking hogs and to top it all they kept him up in the tree about thirty minutes.

STONE & WEBSTER NEWS

Construction of the Neches substation extension for the new NECHES - LAKESIDE HILINE is under way. Some of the electricians have gone to Conroe to install a synchronous condenser, after which they will return to Neches to finish a few odd jobs and that's all.

Our best wishes for a long life and prosperity to MR. AND MRS. R. McLEMORE, who were married April 30. MRS. McLEMORE was formerly MISS JEWEL COX, a popular young stenographer in the Stone & Webster office.

CHATTER — BEAUMONT

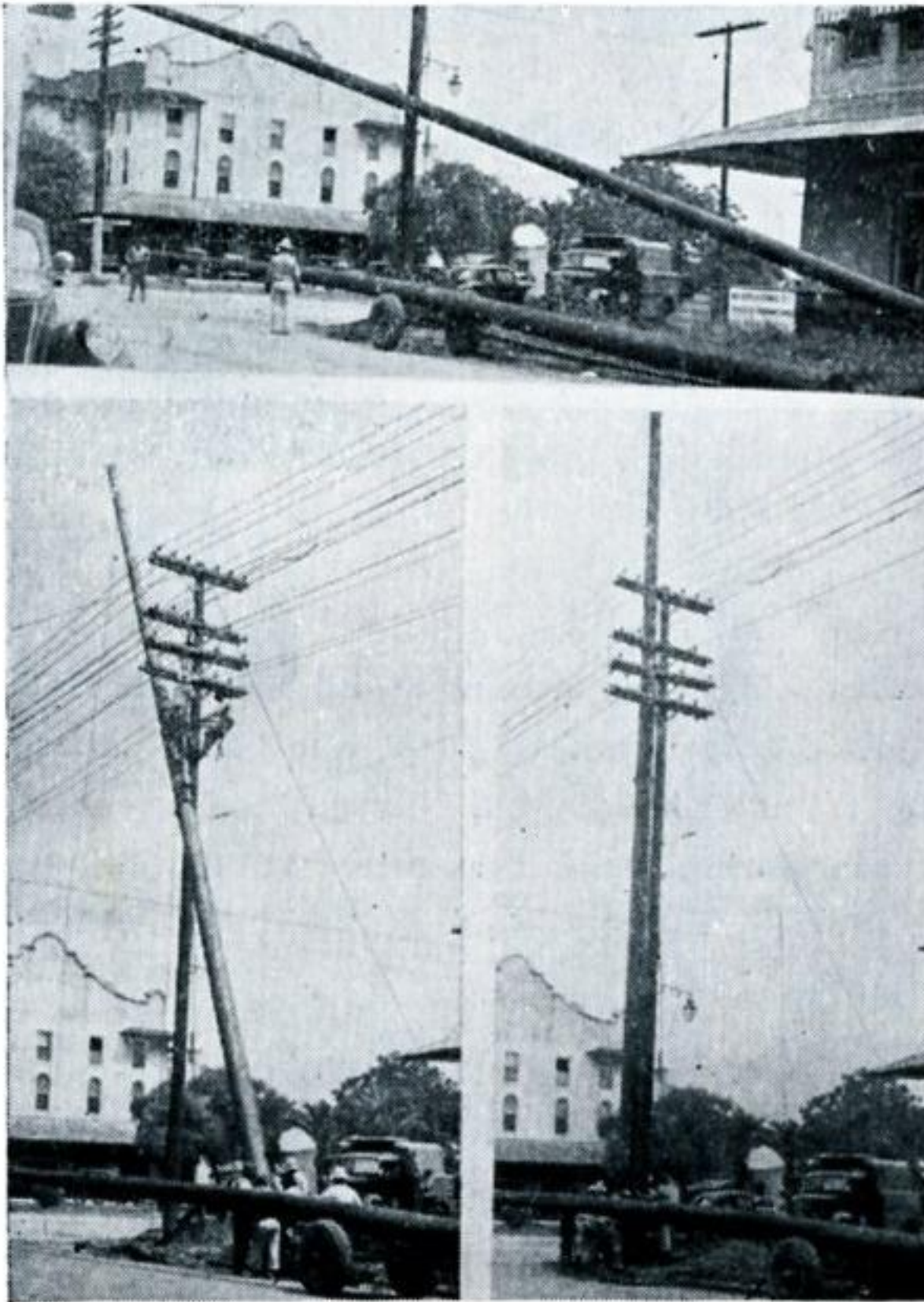
CAROLYN IRENE was the name given the daughter born to MR. AND MRS. W. E. BOYD, April 1.

JIM, MARY, MARK, JIMBO and AZILEE COLTHARP to 40 miles west of Waco by covered wagon. Now is your chance, girls, "GAS-HOUSE" came back alone. FLOYD SMITH and FAMILY to Las Cruces, New Mexico, for a visit with MRS. SMITH'S PARENTS. C. E. LAUGHLIN is back from a cruise through the wilds of Nebraska. G. B. OGLESBEE is vacationing in Arkansas.

The new distribution engineer, STUART WILL, was transferred from Richmond, Va. Welcome, STUART, we hope you like Texas and the Gulf States.

After toting a Chevrolet axle in his golf bag on his initial round of golf, A. G. MASH-BURN has returned to his first love—the guitar.

Wanted: A softball glove that can be worn on the Adam's Apple—JOE HENRY. A serious-minded political partner—PAT HIMMEL. Softball players that can take it—RALPH CARGILL.



UP SHE GOES

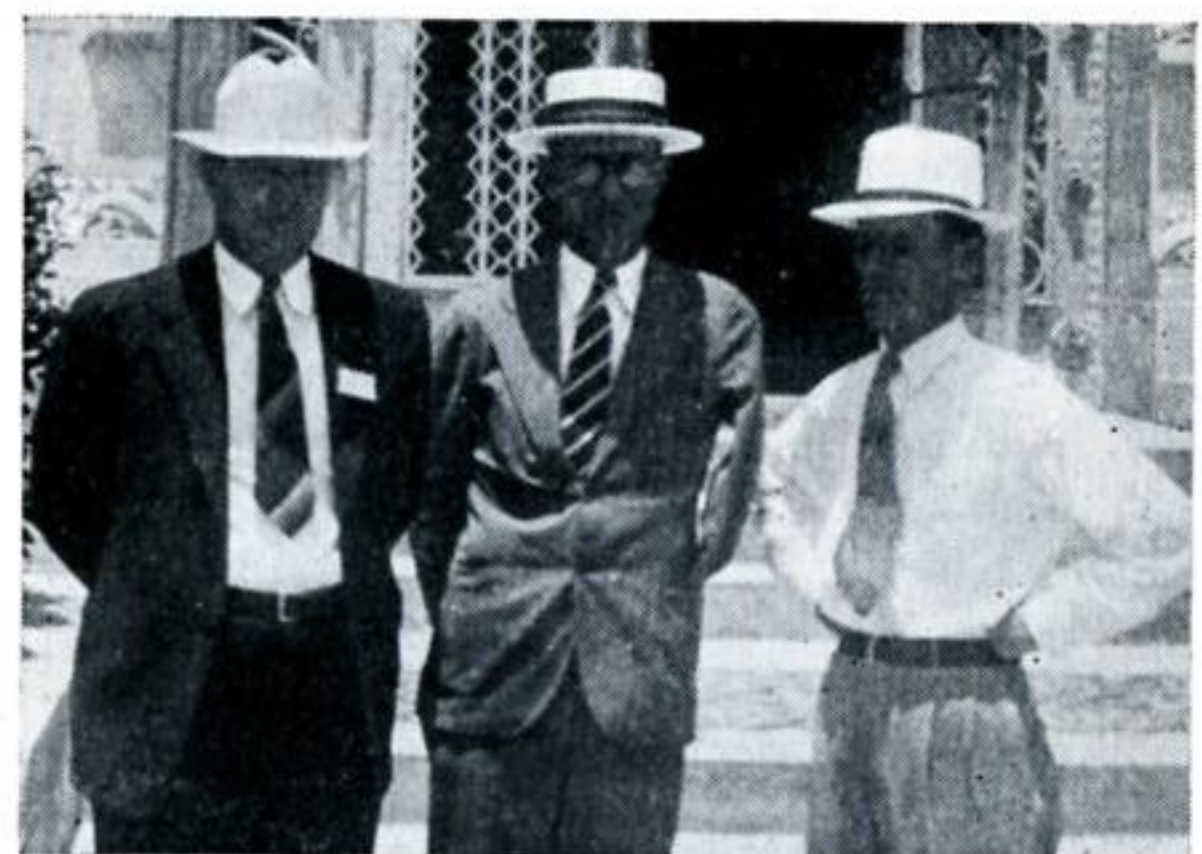
by Pete Simon

In the Plain Talks for the month of Feb., 1938, there appeared an article under the heading, "Distribution Department Rebuilding 33 KV Lines No. 3 and No. 4." The work on these lines is still in progress, but will be completed in the near future. These pictures of the line crew setting a 75 ft. pole at the corner of Main and Gilbert Sts., where the 33 KV Line No. 3 crosses the K. C. S. R.R. Tracks, were made on May 6.

In Picture 1, the pole is being lifted. Ed Green, in charge of the job, standing with his back to the camera. The other pole, on the trailer, is also a 75 footer and will be located on the north side of the R.R. tracks.

In Picture 2, Homer Vaughn and Jimmie Morrison are up on the pole, chaining the new pole to the old 55 foot distribution pole, so that the attachment of the rope blocks may be lowered, to lift the pole to the proper height.

In Picture 3, the pole is shown as it was being lowered into place.



L. Goodwin, F. F. Johnson, and E. B. Stagg are shown here while attending a two day short course on Rural Electrification, on May 26 and 27, at Texas A. & M. College. The course was attended by county agents, farm demonstration agents, vocational teachers, R. E. A. representatives, representatives of utilities companies, and manufacturers.

Presenting
NAVASOTA DIVISION

Directed by
H. E. BROWN

Costumes John Brady
Photography R. E. Morton
Sound Effects Oscar Wyatt
Recorder Ethel Doan

Dedicated to
George H. Johnson

(All characters and happenings in this are true and any similarity to fiction is a mere co-inky-dink.)

A C T I

Scene 1.—Alvin

IMOGENE SEELEY, our faithful reporter, has been ill for several weeks and for her we wish a speedy recovery. Perhaps next month, she will furnish us with the latest news and gossipiest gossip ever gossiped at any bridge table.

JELLY GILMORE and "SISTER" UZZELL seem to have plenty of inkwells—thanks to V. L. BEAGLE. Pen dry, BEAGLE? By the way, are we going to have to write some more obituaries to get action out of that Alvin bunch.

Caldwell (Change scenes)

LOUISE STOKES, perhaps you failed to read the last issue of Plain Talks or do you believe with the old proverb—"Never let man know he's dead or he will be" or how does that Chinese saying run.

W. T. THAGARD, in Navasota the other day, was informed his daughter had had a wreck in the family automobile. The daughter was not seriously hurt but W. T. had received no report on the condition of the car.

Scene 3.—Calvert

Orchids to you, LOUISE EPSTEIN, for the swell way you came through with news.

A new rural line west of Kosse has been completed by E. W. WARD and crew. It's about four miles long and the Calvert bunch can already see ranges and refrigerators dancing before their eyes.

EMORY BARRETT entertained ED WARD at the Calvert Country Club. No one can name the winnah.

W. M. COOK, JR., joined forces with FLOYD SHARP at Franklin. You'll have to step high, COOKIE, to keep up with FLOYD.

LUTHER SADLER, late of Cleveland, who moved in and took possession of Calvert when Cleo Smith was transferred to Port Arthur, spent the week end in Huntsville and Cleveland on May 8, in that new Chevrolet of his. (RUTH MEEKINS of Cleveland, please do not read.)

**Navasota
division
news**



G. H. Johnson
Editor

LUTHER spent several days in Beaumont too—company business.

A. B. MITCHELL visited in Calvert on May 3 while MARCUS and PINKIE ANDREWS drifted up for Mother's Day with PINKIE'S mother.

EMORY BARRETT again finds the spotlight with the Calvert Softball Club. The club has moved from the Country Club to the high school. We hope you can walk after the first practice, EMORY.

Scene 4.—Cleveland

RUTH MEEKINS of Cleveland reports that LUTHER SADLER (referred to above) hasn't spent but four days in Cleveland since being transferred two weeks ago—and SHE wonders why. Your face should be red, RUTH.

CLYDE and PAT CAMPBELL spent a day in Navasota while MRS. A. B. WILSON and son visited in Italy, Texas.

A C T I I

Scene 1.—Conroe

Thank you, thank you, OMA PEARL GRANT—so you are alive.

J. D. ROBERTS, driller for Layne Texas Company, reported a 43 ft. strata of coarse sand, from 173 ft. to 210 ft., in the new water well which will be a 250-gallon pumped well to provide cooling water on the new synchronous condenser to be installed in the near future.

Two sporty fox hunters, RED BOSWELL and H. T. SMITH, sallied forth with gun in hand to corner Mr. Fox. At 4 A. M., HUNTER HENRY SMITH came in—not adorned with fox but with his eye draped in the deepest shade of blue we have ever seen. His story is that this was received from the barrel of RED's gun.

At a recent American Legion convention (we've heard of those be-e-fore) W. E. EARTHMAN was "arrested" and fined \$1.00 after a long and tiring hour in the hoosegow. The charges were baldheadedness and selling rotten peanuts at a ball game two years ago.

The Conroe-Cleveland District was bogied for 14 ranges and actual sales for the first quarter

. . . see next page

were 20. Some start—we're interested in the finish.

FLOYD MORGAN recently bought the last available electric appliance and is once more out of the "dog house". What are you going to use next time, FLOYD?

W. M. SIVLEY bought a nifty '38 Chevrolet and Bill Earthman no longer wonders how he paid cash for it. (You tell us, Bill).

CHARLIE DRENNAN says it's all right for BILL EARTHMAN to have his prayers answered but why does he always have to pray for rain on CHARLIE'S meter reading days.

April 8 marked the opening of Conroe's \$8,000 lighted Baseball Club, which consists of one hundred 1500 watt lamps, with a seating capacity of 1500. A total of 22 games have been played with an attendance of 9,613. The Conroe Club has won 16 games, while 50 more games are scheduled for this season. The revenue from this field will net approximately \$16 a game. A 50 gallon Sepco water heater installed in the clubhouse, furnishes plenty of hot water for the three showers used by visiting and home teams.

Scene 2.—Groveton, Texas

MARY SCOTT says she has alighted from the transom after that panning she got in April Plain Talks last month and promises to forget us no more.

Groveton's one regret is that WILEY SADLER is still behaving himself and nothing can be pinned on him. That far away look in CHARLIE WALLER'S eye means that Kosse and Central Texas will soon be seeing him on vacation. C. B. BROOKS yearns for Gawgia and will soon be hitting the highway.

It was noticed in April Plain Talks that JOHNNIE KNAPP was bitten by an Easter bunny and was recovering nicely. But HOW IS THE BUNNY?

ACT III

Scene 1.—Huntsville

COOKIE LEE reports the Huntsville office has been moved to the new Stiernberg building on 12th Street. It certainly is nice to be in a new office and the whole organization is invited to visit and try to get in to see RAYMOND WRIGHT. If you've ever gotten an audition with the President of the United States, perhaps that little trouble you went through will give you enough experience to get in to RAYMOND'S office. The force is especially proud of the lighting and feels that it has already stimulated interest in better lighting as several business men have inquired about it.

By the way, it seems that someone asked our cooks to be on hand to entertain the visitors on the grand opening day of the new office. This someone slipped on the date and two

weeks before the event, ANN and RUBY appeared in flowing dresses armed to the hilt with five gallons of punch and cookies. But it can never be said the girls aren't equal to any occasion and, opening or no opening, everyone had a swell time as usual with ANNIE and RUBY on hand.

First-hand information that a certain GEO. H. JOHNSON stepped gaily before the ladies at the Huntsville Item-Gulf States Cooking School and asked, "Is there a lady in the house who has a week old baby?" Now, MR. BROOM.

J. D. BARNES, recently transferred to Huntsville to replace OTTO WOOD, now of Cleveland, hasn't failed to get his daily letter yet. He says it's from a boy friend. Tsk, Tsk.

Scene 2.—Madisonville

Just between friends, it seems everyone is afraid of being buried alive as KELLY HEREFORD of Madisonville broke down and gave us the lowdown on that part of the division.

Who says advertising doesn't pay? Since BILL HAY started advertising soup EARL PARKER has really gone in for soup. He has even had his teeth drawn so as not to be tempted by fried chicken and the like.

ABE ROWE and JIMMY ODOM claim the distinction of being the champion fishermen of the division. It has been rumored that they caught a catfish as the result of an all day angling episode for bass—but even the catfish is hearsay.

JOHN LEE BARRETT is going to town with that lawn of his—first new concrete culvert entrance and now levelled and gravelled driveways. Some class, that JOHNNIE.

I. C. MOORE seems satisfied to enjoy his fried chicken and from now on it appears he will have plenty of them. (Don't you remember them ham sandwiches and potato chips, I. C.?)

Flash, Flash, Flash—KELLY HEREFORD getting all the lowdown on crime—Does it pay? Heck, that's what he wants to know. He's serving on the Grand Jury.

JACK REIDY paid a pop call to Madisonville during the first part of May. Come again, fella.

ACT IV

Scene 1.—Navasota

Opening day of the Isaak Walton Club found JACK SHIREY and PAT GRIFFITH, along with one thousand other would-be followers of dear old Isaak, at State Lake near Norman-gee. Perhaps they helped JIMMY ODOM and ABE ROWE land the catfish. T. A. SANDIDGE angled at Harmon Creek while SLIM BROADDUS and CLYDE BOLES, together with JELLY RIDDEL claimed the Brazos was too red for

fishing. What is sold at that little white building on the curve of the Brazos. Perhaps that was red, too.

Is a certain lineman called TUFFY going into the lingerie business or is his eyesight failing?

What became of the new trailer OSCAR WYATT built?

The Navasota poet extends an olive branch to the Nederland poet and asks that on your grave be carved:

"Rest In Peace"

The mighty hunter sallies forth to shoot the vicious squirrel. Clothed in the latest hunting garments, including laced boots, BENNIE FRANK BUCK STAGG charged into the forest and shot (at) a squirrel. He raised his gun and fired. The half-grown squirrel budged not an inch. Bang, bang, he fired again and again. Fourteen times he fired and finally he climbed up the tree and pushed the baby squirrel out on his ear. The next day, BENNIE, the hunter, waked up with the rising sun and he felt an itching. He glanced at his legs, previously swathed in laced boots, and behold—you guessed it—pisen ivy. That's his story and we're stuck with it.

If FIGARI asks you, kind friends, if you've seen "Snow White and the Seven Dwarfs", just say, "Yes, DOPEY, have you?" and that promptly puts an end to his prattling. He has named everyone in town one of the famed dwarfs but so far the only name that has stuck is that of DOPEY for him.

RAY PACE from the Beaumont office spent a week with us during April and we expect him back sometime in July.

The LaSalle Cafe has put in air conditioning—that guy is really planning to keep some of these boys buying plenty of coffee. Hope he doesn't put in a radio during the World Series—still he has a telephone.

Seen in Passin':

PETE ALLPHIN nursing a sore thumb.

J. B. CRADDOCK trying to walk on a broken heel.

JOHN SCHUMACHER teaching RAY PACE to make an ice report.

PARKER ALLEN pinning a pink sweetpea on his lapel.

JOHN BRADY sporting a red one from the same vase.

DIDDY WELCH mailing a "Mother's Day" package on Monday.

ROD HONSBERGER cornering a likely looking refrigerator prospect.

WILBURN ROUTT bradding the band on his new straw hat.

Scene 2.—Somerville

Somerville CAN tat, folks. BUCK THOMPSON and CHIC JONES of the meter department are in Somerville testing meters.

At the present time Somerville is suffering a slump due to railroad conditions but it is hoped this will be only temporary. The tie plant is shut down for a few weeks but will probably be going strong by another month.

HERMAN LINA is hard to get along with now since he's driving that spanking new Chevrolet service truck. After using a 1930 model for eight years he feels mighty proud of his new buggy.

new office Huntsville



The Huntsville Item reported the opening May 16 of our new store and office at Huntsville as follows:

Despite the steady downpour of rain a large crowd of people called during the opening hours of the Gulf States Utilities Company Monday night to extend their congratulations and inspect the new offices in the Stiernberg building.

Members of the organization who were on hand to greet the guests were Mr. and Mrs.

... see next page

R. T. Wright, Mr. and Mrs. R. M. Andrews, Mr. and Mrs. J. H. Cates, Mr. and Mrs. Joe Stallcup, Miss Ruth Lee, Hubert Ward and J. D. Barnes.

Gorgeous flowers sent by friends and customers were lavishly placed to advantage, extending from the front all the way through the building. The brilliant array of colors added a bright touch of beauty to the already lovely offices. Punch was served from a table decorated with bowls of sweet peas.

The front office is divided by a long counter extending the width of the room. The front part is used for display purposes and various electrical appliances are placed for the inspection of customers. Back of the counter are four desks. Further back is the office of the manager and the store room.

The walls are all plastered in ivory which not only adds light to the rooms but gives the impression of more space. Beautiful lighting fixtures placed at correct intervals give indirect lighting. The walls of the store room are painted in silver.

Out of town people connected with the Gulf States who were present are as follows: Mr. and Mrs. E. B. Stagg, Mr. and Mrs. C. V. Merriam, Mr. and Mrs. H. E. Brown and John Brady of Navasota; Mr. and Mrs. L. F. Riegel and Mr. and Mrs. C. F. Terrell of Beaumont.

THE END



Mrs. Spell
Editor

**mdse.
dept.
news
Bmt.**

COMMERCIAL DEPARTMENT

"THUMPY" MOSIER, one of the first to take his vacation, is back on the job now. We can get very little out of LUKE other than the statement that he had a nice time while he was away.

The Commercial Department surprised themselves and everyone else when they finally won a game in the Inter-Department Soft-Ball Tourney. It was beginning to look like we were never going to break into the win column. However, it was done the hard way for we beat one of the best teams in the league.

Early in May CAPTAIN RICHARDSON'S North End team defeated CAPTAIN BRAN-

NAN'S South End team in a contest of selling major appliances. As a result the winners were setup to a party at Gilchrist Beach. The party got under way early on a Saturday afternoon and went on in a big way up until almost noon the following Sunday morning. Plenty of eats, drinks, games, and a sashay at playing soft-ball made fun for all. Not a one of the fellows failed to have an immense time. All are in favor of an early repetition of the party.

Louisiana accomplishments publicized

Practically two full columns of the Modern Kitchen Bureau News for May were devoted to pictures and story of accomplishments of our Louisiana division in selling electric kitchens to modest homes.

Under the caption "Be it Ever So Humble, It May Still Provide Electric Kitchen to Ease Housewife's Tasks", photographs of six modest residences were reproduced along with this explanation:

ELECTRIC KITCHENS ARE NOT RESTRICTED TO PALATIAL HOMES

These Modest Dwellings at Lake Charles, Louisiana, Offer Complete Kitchen Comfort To Busy Home Makers

The "big fellow," with the expensive, completely modern home, is by no means the only prospect for an electric kitchen these days. The "little fellow" is finding out that he needs an electric kitchen, too, and that the economies and conveniences are just as important to him as to anyone else. And he is finding that he can buy and pay for his appliances as he uses them, due to the various plans for extending payments which are in operation among dealers and others who sell these appliances.

Just to prove it, J. G. True, Vice President, Gulf States Utilities Company, at Lake Charles, La., sends these six photographs of small homes in his area, each of which is equipped with an electric range and refrigerator, and one of them with an electric water heater in addition. Among the owners are an automobile dealer, an employee of the local highway department, an employee of a lumber company and two men employed in the oil fields.

There are plenty of prospects among the "little fellows" for the dealers who look for them.

average residential Kw-h. consumption passes 1000

June 8 was a day for rejoicing.

A telegram from Mr. Riegel to division superintendents tells the story.

"STATISTICAL DEPARTMENT FIGURES SHOW OUR COMPANY HAS JOINED SELECT GROUP WITH RESIDENTIAL CONSUMPTION AVERAGING MORE THAN ONE THOUSAND KILOWATT HOURS PER CUSTOMER PER YEAR. OUR AVERAGE MAY THIRTY ONE ONE THOUSAND THREE. PLEASE PASS GOOD NEWS ALONG TO ALL THOSE WHOSE HARD WORK MADE RECORD POSSIBLE."

Relatively few power companies can boast of a load building record that equals ours and few are above the 1000 mark. Our residential load has grown consist-

ently each year. Here is the record furnished by Mr. Davidson:

1928—	344 Kw-h.
1929	377
1930	452
1931	522
1932	565
1933	596
1934	619
1935	696
1936	805
1937	912
1938	1,003

Our average is well above national average and something of which every member of the organization can feel proud. No small part of our success, Mr. Riegel points out, has been due to employee pioneering in the purchase of major appliances.

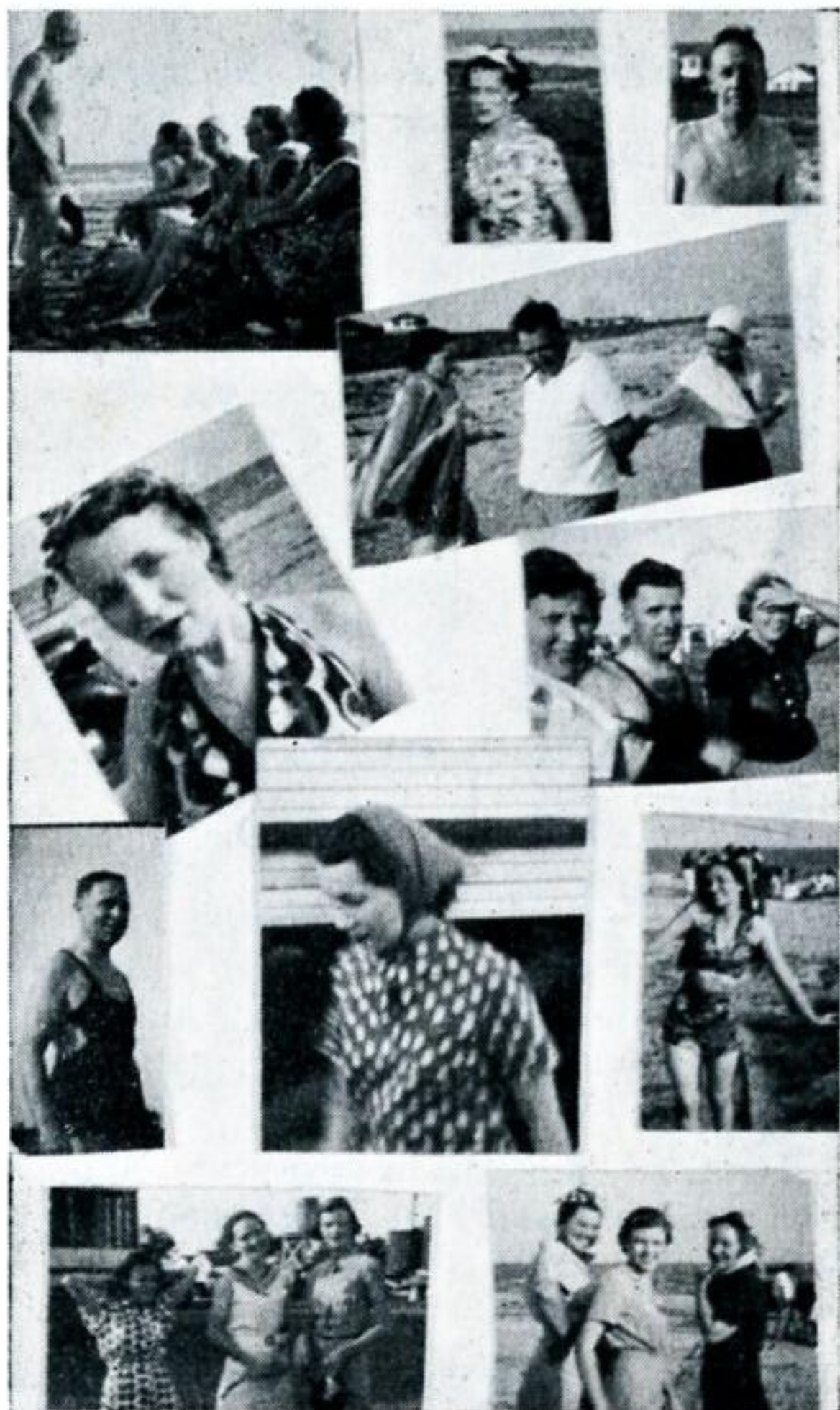
Detailed tabulation through May was not available as Plain Talks went to press, but here we are through April:

GULF STATES UTILITIES COMPANY TEXAS AND LOUISIANA

Comparison of Kw-h. Consumed Per Home Customer April, 1938

DIVISION	No. Home Cust. at End of Mo.	Average Annual Kilowatt-Hour Consumption				
		April 1938	March 1938	Increase During Month	Dec. 31 1937	Increase Since Jan. 1
BEAUMONT DIVISION	13,756	924	917	7	900	24
PORT ARTHUR DIVISION	12,892	904	897	7	878	26
CENTRAL DIVISION	5,382	1,185	1,182	3	1,158	27
Orange	1,747	853	847	6	833	20
Silsbee	877	1,379	1,370	9	1,328	51
Sour Lake	565	1,057	1,049	8	1,029	28
Jasper	424	1,293	1,286	7	1,244	49
Hull	594	1,266	1,274	—8	1,267	—1
Liberty	1,175	1,530	1,532	—2	1,509	21
NAVASOTA DIVISION	6,714	1,023	1,015	8	1,001	22
Conroe	1,434	932	928	4	921	11
Huntsville	1,642	1,069	1,060	9	1,044	25
Madisonville	610	1,265	1,262	3	1,252	13
Navasota	1,107	925	913	12	885	40
Calvert	828	948	948	0	960	—12
Caldwell	502	1,037	1,037	0	1,022	15
Alvin	591	1,136	1,108	28	1,065	71
LOUISIANA DIVISION	7,848	1,135	1,126	9	1,109	26
Lake Charles	5,212	1,129	1,118	11	1,096	33
Jennings	2,636	1,146	1,142	4	1,137	9
COMBINED COMPANY	46,592	997	990	7	972	25

women's committee picnic



The Orgain beach cottage at Caplen was the setting for the annual picnic on May 26 for members of the Women Employees Committee, and executives and their wives.

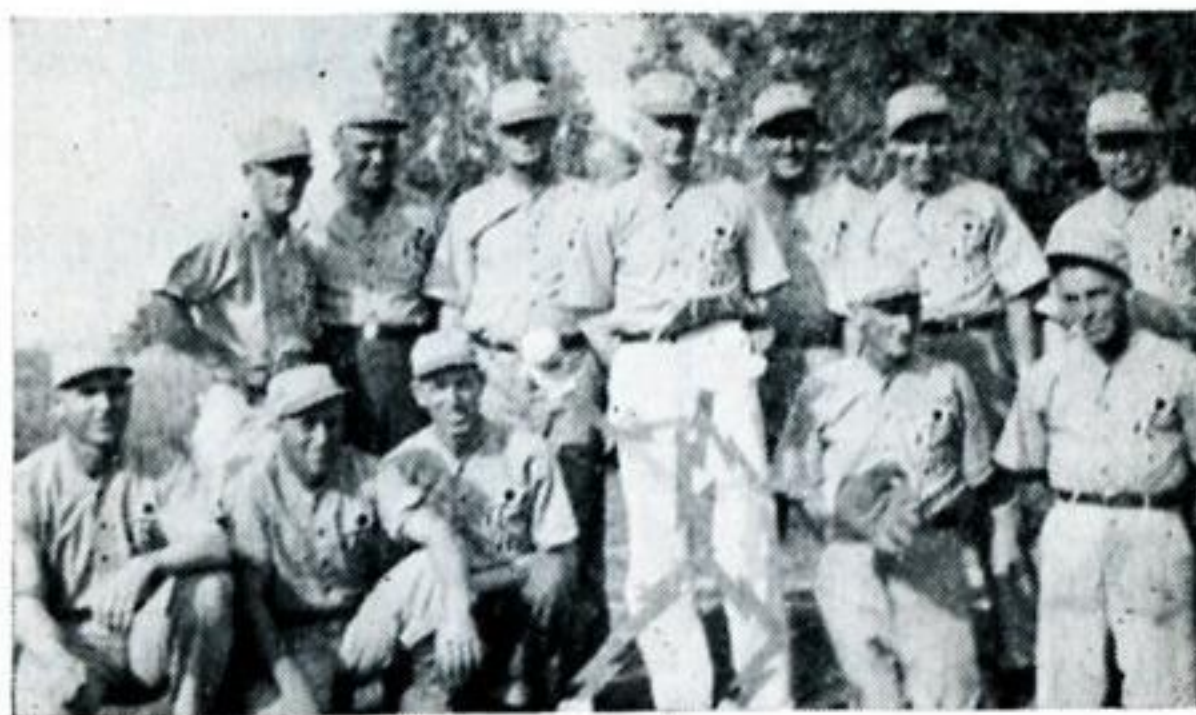
The party got under way early in the afternoon. Swimming and playing was the order of the day, as can be seen by pictures above, and resulted in appetites that made quick work of the delicious feast that was served.

Arrangements were under the direction of Dorothy Seale, Chairman of the Committee, assisted by Hyacinth Eden, Port Arthur, Lillian Ferguson, Lake Charles, and Mrs. Mabel Johnson, Beaumont. The refreshment committee was composed of Mayme Voyles, Docia Moore, Mary Lena Nall and Lola Martin.

All agreed it was a "whale" of a good party and are looking forward to another next year.

MAY PLAIN TALKS

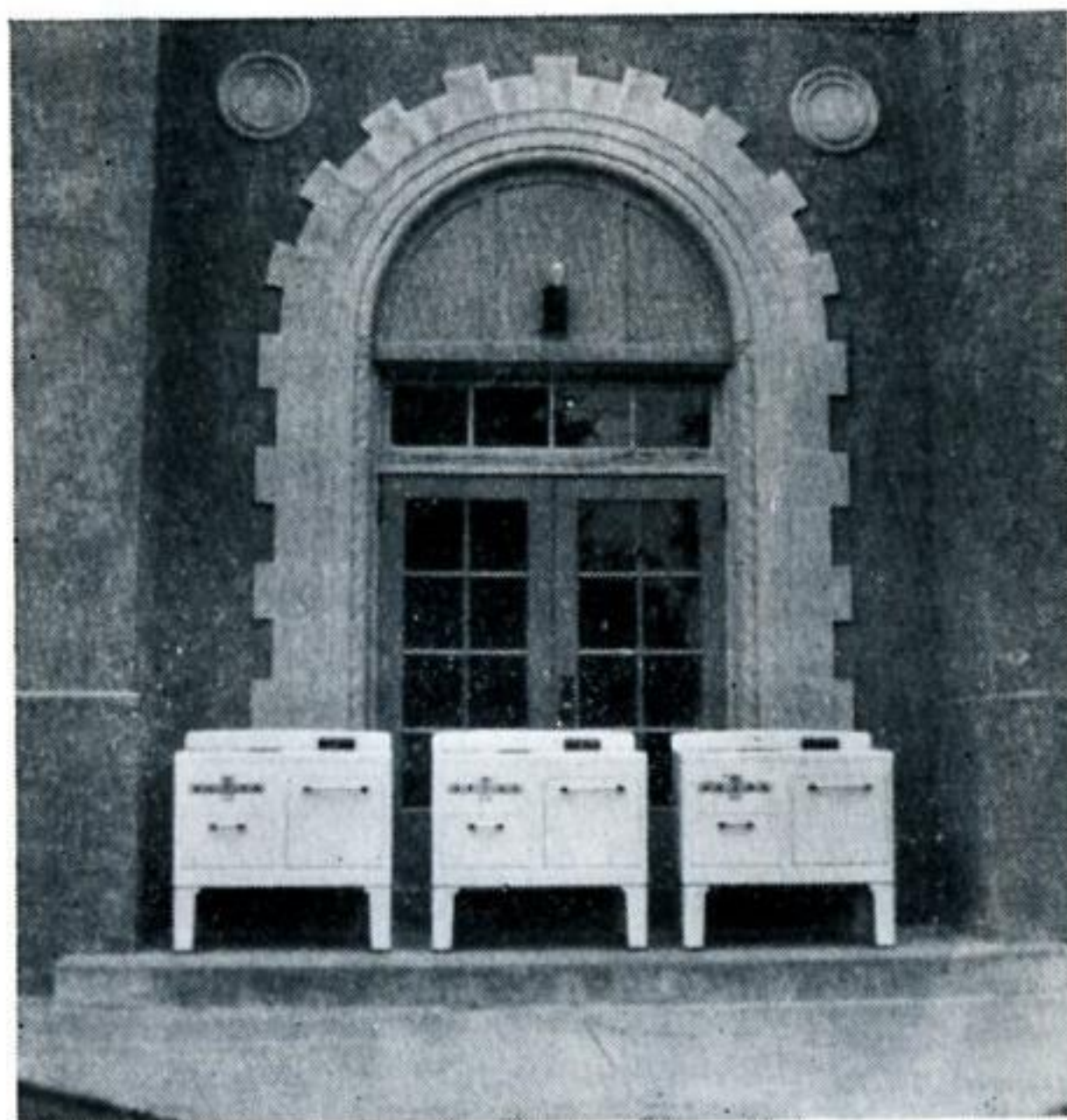
La. soft ballers



The Louisiana GSU softball team dressed in their new uniforms. This team is leading the league in Jennings at this time.

She was wandering 'round the local museum with her grandson when they came to the usual statue of Venus de Milo, with half an arm missing on one side and the whole arm cut away on the other. "There ye are, my lad," pronounced the old lady, wagging her finger toward the youngster. "That's what comes o' bitin' yer finger nails!"

electric ranges for Somerville school



Somerville is proud to report that the Home Economics Department of the local high school is now equipped with three new KA60 ranges. The teacher reports an increased enthusiasm as a result of the installation of the electric ranges.



*Don't forget to put in a good word for
Adequate wiring whenever possible*

Reddy Kilowatt