

PLAIN TALKS

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



NOVEMBER

1928

*Light Up for
Happiness This
Christmas*

Again this year in Beaumont and every other community we serve, we employes have an opportunity to lead the way in Christmas lighting. Begin planning your Christmas decorations now. Set a good example for your the holiday spirit with colored lights. Old - fashioned candles are dangerous. Use electric lights on your tree, and decorate outside for the pleasure of those passing by.



If there's ever a time when mere words and "stock" phrases fail a fellow, it's at a time like this.

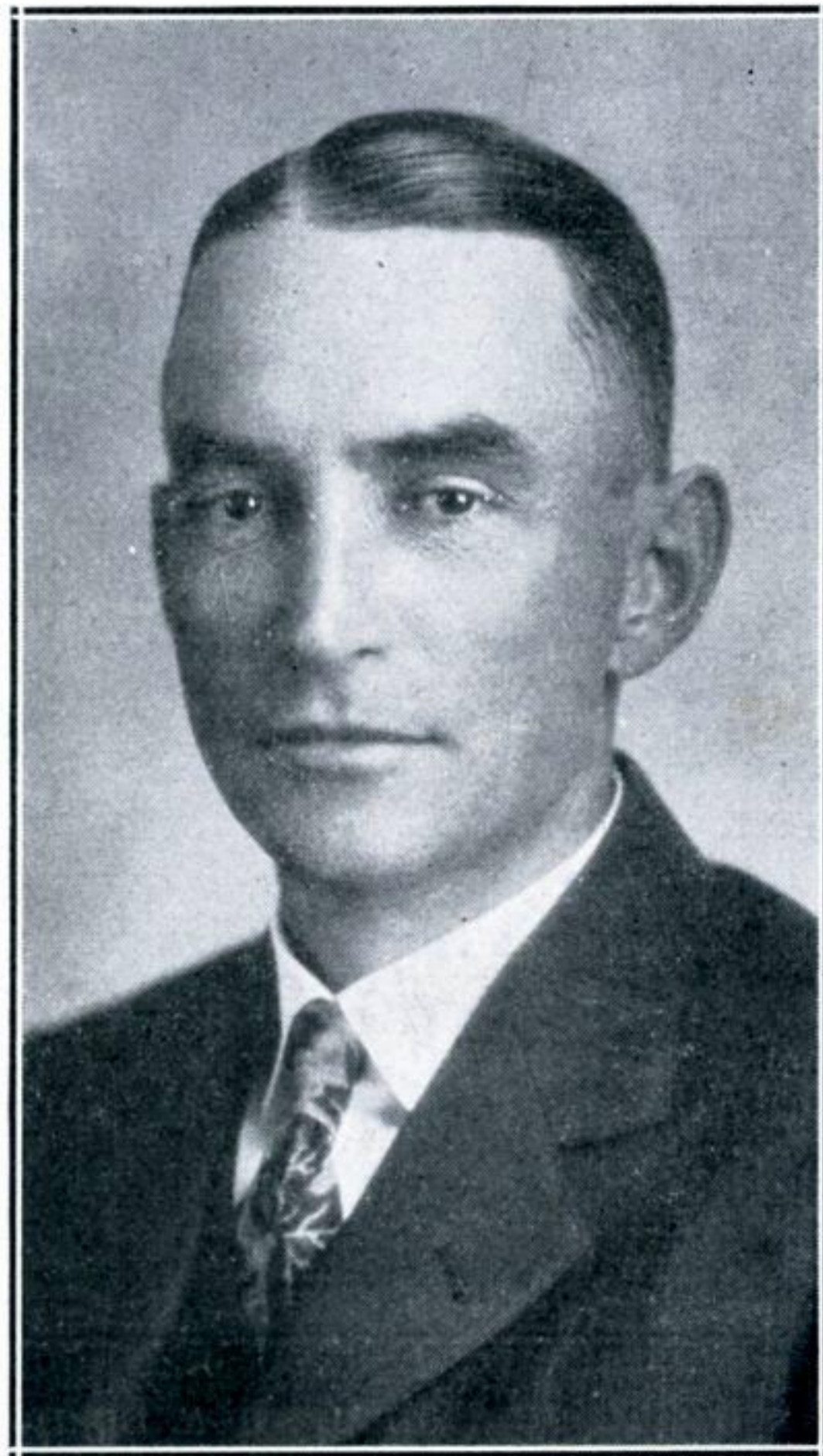
They have a way of refusing to "click" with sincerity as they should. They're hardly any help at all.

Ever since it was first rumored that E. S. Fitz was to go to Virginia, we have been hearing expressions of sincere regret from all sides.

We have discussed his transfer with almost everyone we have come in contact with, inside the company and about town; in his department and in other departments; in the General Office and in outlying properties. Always the sentiment expressed has been the same, and it has been sincere.

Mr. Fitz goes to Virginia leaving all friends and no enemies behind him. That knowledge should make him happy, for no man ever valued friendships more, or contributed to them greater loyalty. Throughout the organization, we find, there is a feeling of distinct loss, but at the same time

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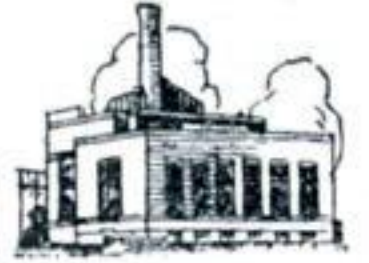
CHARLES F. TERRELL, formerly General Superintendent of the Light and Power Department of the Tampa Electric Company, formally succeeded E. S. Fitz as Operating Manager of our properties on November 16.

For several weeks he has been in our territory familiarizing himself with the properties and meeting members of his department and the organization generally.

"Charlie Terrell," according to a sketch of his life and work published in the Confidential Sales Letter a few months ago, "was born in Illinois in 1885, is a true western type, being alert, friendly, outspoken and upstanding. He has been connected with the properties under Stone & Webster management for the past twenty-five years and his record has been one of steady promotion. He was raised in Nebraska and spent many years in Seattle.

"Charlie commenced work with this organization at Seattle while attend-

(Continued on Page 21)



C. B. Melton Resigns

C. B. MELTON, assistant treasurer of Eastern Texas Electric Company for the past three years, has resigned. He has gone to Greensboro, North Carolina, to take charge of the accounting work connected with the extensive ice properties of the Southern Public Service Company in Virginia and South Carolina and Georgia.

For something like a dozen years, "C. B." has been a member of the Stone & Webster organization. He started as a boy—a clerk in the Pensacola property. Up the ladder he climbed—to Houston and then Beaumont.

"It takes courage of high order for a man to break off associations of such long standing and start out in new and not so certain fields," declared Mr. Holtzclaw, in paying him tribute at a gathering of close friends a few days before his departure for Greensboro. "The easier course is to remain where he knows absolutely he is among friends. But I know his determination to succeed, his ability to get along with people and his courage will carry him to success in his new undertaking."

Comptroller Williams also paid high tribute to "C. B." from both business and the human side, stressing particularly his ability to bring out the best in men under him. He, too, predicted for him great success and expressed the regret of everyone in having to part with a friend.

Julius DeBouy, Jim Murray, Jack Orrick and Sam Serio all spoke with feeling regarding relationships with Melton. And when the time to break up came, all present stood and gave three rousing cheers with a "Good luck, 'C. B.!'!" at the end.

"C. B.'s" response to the fine compliments paid him was typical of his sincerity.

"You fellows," he said, "are only losing one friend. Look at all the friends I'm having to part with!"

Mrs. Melton and the children will remain in Beaumont for several weeks before going to Greensboro to join "C. B."

It's Better to be **SAFE!** —than Sorry

Now that cool weather is here, our thoughts turn to ways and means of keeping warm. Home and office fires will soon be burning brightly.

Before starting fires in your stoves and heaters, make sure that they are in good condition. Gas heaters should never be connected with a hose. However, if you must connect that way, see that the hose does not leak, and ALWAYS turn the gas off at the wall, NEVER at the stove. Gas experts advise that burning gas heaters never be left unattended, and that they should not be left on in a room where anyone is sleeping.

Heaters placed near curtains, walls or desks are dangerous.

Remember that burns are very painful and often cause death. Practice "Safety First" at all times.

J. T. REIDY,
Safety Director.

HONOR ROLL

Trainmen who have not had a chargeable accident for a period of twelve months or longer: 80 months, T. A. Cosper; 77 months, H. E. Davis; 76 months, W. Hughes; 65 months, H. H. Goza; 60 months, A. Christopher; 42 months, S. Arceneaux, C. A. McBride, E. Samford; 38 months, D. E. Cosper; 35 months, L. P. Bodin; 34 months, E. R. Frost, G. W. Stevenson; 31 months, R. M. Tucker; 26 months, G. A. Smith; 24 months, L. Lacouture; 23 months, W. H. Ahrendt, R. L. Kendrick; 21 months, R. L. Claiborne; 19 months, I. H. Ferguson, J. D. Lloyd; 18 months, I. B. Johnson; 16 months, W. O. Fedd; 15 months, A. W. Cox, S. W. Van Norman; 13 months, L. Hudler, C. A. McMillan; 12 months, F. B. Gaslin, E. E. Herring, P. P. Nesom, and W. A. Tiller.



Big Banquet For Fitzes

An evening that will long live in the memory of many is the evening of November 20, 1928.

It was one of those rare evenings when joy and sadness are intermingled in just the right proportion. It was the evening on which some of the many friends of Mr. and Mrs. E. S. Fitz gathered at Hotel Beaumont in their honor to say good-bye and wish them success in Virginia. It was also the evening on which we welcomed to Beaumont again J. Frank McLaughlin, who is to succeed Walter H. Burke as District Manager, and Charles F. Terrell, successor to Mr. Fitz, and had the opportunity to greet again our old friends George H. Clifford and Mr. Burke.

Mr. Holtzclaw, acting as toastmaster, first called upon Division Manager Clifford and elsewhere in this issue Mr. Clifford's few but forceful remarks on transfers and success are reported in some detail. District Manager Burke was next called upon and he expressed pleasure at seeing another man move up the line to a larger field.

In introducing Mr. McLaughlin, Mr. Holtzclaw declared that this district had the distinction of having two district managers at the present time.

"It makes me feel I'm back home again to be here in Beaumont with you folks," declared Mr. McLaughlin, "for I see Pete McChesney, Hubie Braunig, Rip Swift and many other old friends and associates. In the transfer of Mr. Fitz, your loss is Virginia's gain. But I know you will find in Mr. Terrell the same fine leader and friend."

Mr. McLaughlin declared the Southwestern District is the pride of Stone and Webster and asked the support and cooperation of everyone in filling the shoes filled before him by Mr. Bradley, Mr. Clifford and Mr. Burke. On behalf of the organization, Mr. Holtzclaw promised we would be the "rubber heels," "inner soles" and anything else needed.

Mr. Holtzclaw himself paid the tribute of the evening to Mr. Fitz.

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PLAIN TALKS

Vol. VII

No. 9

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Transmission

Published monthly, by and for Employees of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.

Mr. Clifford Talks On Success

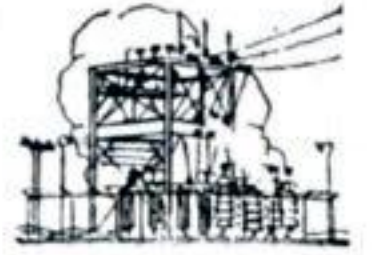
Whenever George H. Clifford talks, he says something worth while.

Here's what he said in part the other night when Mr. Holtzclaw called upon him at the banquet for Mr. and Mrs. Fitz for a few remarks:

"One of my greatest interests is personnel. My greatest pleasure is seeing the men in the organization advance. The transferring of men from one section of the country to another serves a double purpose. It results in the circulation of fresh ideas which is valuable to the organization and it has a broadening effect on the men themselves which is valuable to them and to the company. The sorrow of leaving one group of friends is offset by the pleasure of making new ones. I've found there are good people everywhere.

"Not very long ago I was asked what I considered the principal elements of success. After a discussion of the matter with

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COMMERCIAL DEPARTMENT

P. E. McChesney, H. R. Whiton and T. R. Hunnicut attended a meeting of the Committee on the Relation of Electricity to Agriculture, in Dallas the 9th and 10th. The Southwestern Geographic Division of the N. E. L. A. held this meeting, which was the first of its kind to be organized. Hereafter, from time to time, meetings of this committee will be held throughout the country.

A. R. Watson and T. M. Keiller made a business trip to Prairie View on the 8th.

“Sonny” Duperier resigned to accept a position with H. & B. Beer. We are sorry to see “Sonny” leave, but congratulate him on his new position. T. O. Charlton has taken his place as District Representative.

Cecil Keith moved to Port Arthur the first of the month as Supervisor of the outside salesmen.

“Glenavor Causey certainly knows how to sharpen twigs for a weiner roast,” say the girls of the organization, and they each want to thank him for doing this service for them.

A. M. Croswell has recently joined the organization as a student in the Merchandise Sales Department.”

“A friend in need is a friend indeed”—that’s Frank Quaidy and V. O. Tunstall. Mrs. De Bouy needed a friend when she drove into a hole one dark night at the Fair, and these two gentlemen came to her aid.

The Commercial Department was very active in the Coronation program

at the Fair. “Dusty” Glidden, Marcus Andrews and Ray Blanchette were dukes and escorted beautiful duchesses to the King’s throne. Kenneth Sutton, assisted by two members of the Accounting Department, J. E. Murray and Julius DeBouy, saw that everyone got a seat to witness the marvelous display of royalty.

Man is a Transformer of energy. Its currents flow into him—flow through him to perform useful work—if he will let them—*The Roycrafters*.

Beaumont, Texas,
November 16, 1928.

Mr. M. E. Moore, Superintendent,
Board of Education,
Beaumont, Texas.

Dear Mr. Moore:

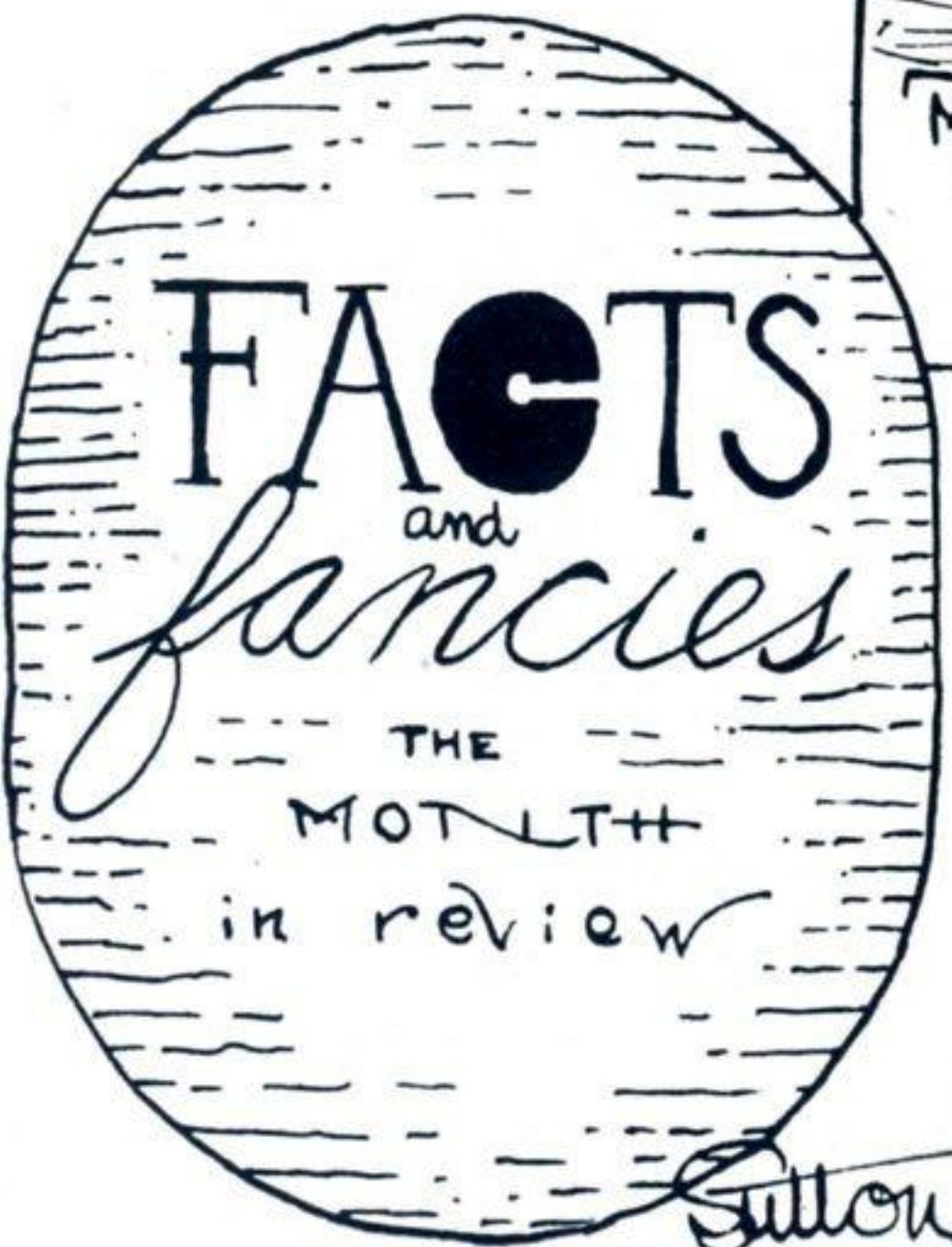
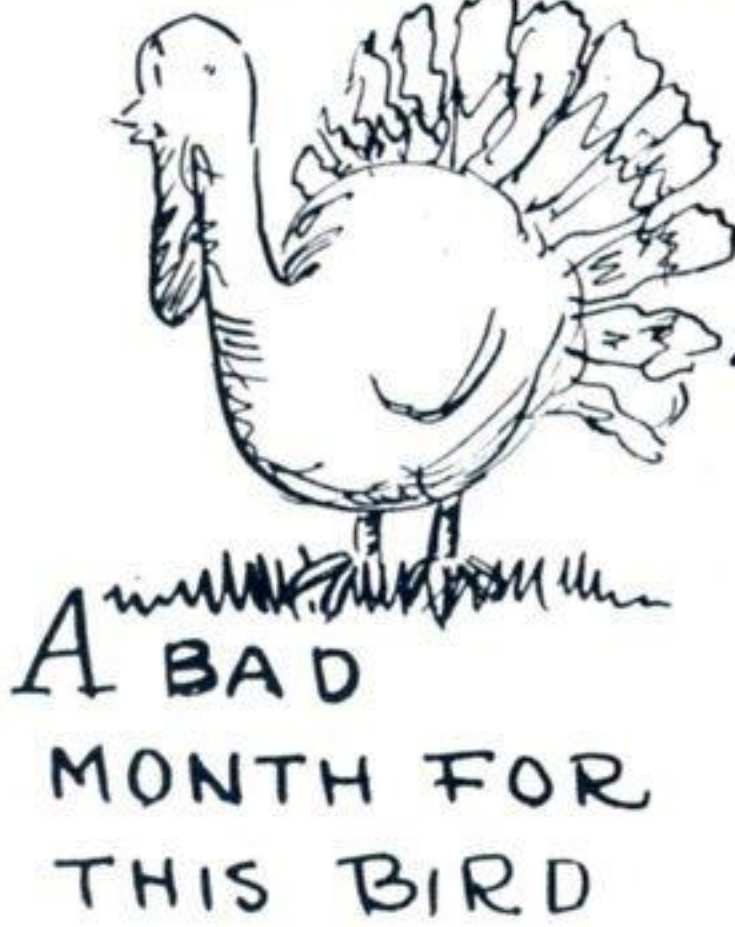
I believe you will be interested to know that on Educational Day of the South Texas State Fair, the day on which school children rode our cars to the largest extent, and also the day on which we probably operated through the heaviest traffic conditions during the entire Fair, the trainmen of this Company operated through the entire day without any accident of any kind.

We feel that this is a remarkable record, in view of the heavy automobile traffic on that day.

Yours very truly,
L. C. SINGLETON,
Superintendent of Railways.

GIFTS FOR MELTONS

A handsome Gladstone bag and a number of pieces of Ming China to complete a set—these were the gifts presented to C. B. and Mrs. Melton by their friends.





Scenting Sales and Signing 'Em Up

SALESMEN must remember that they cannot sell a prospect unless he understands them—they must talk his language.

There is an old adage which runs: "When in Rome, do as the Romans do," or, as the modernists say: "When in a Greek restaurant, order ham and eggs." But, in all the smart sayings of ancient or modern philosophers, there is nothing mentioned on this important point: "What to do when in Caldwell."

Hallie Earthman, who calls Caldwell home, has had ample opportunity to study that question and I might add, he found several answers. He was born up there, drifted away for a number of years and forgot a lot of things about the town and its people, but he has learned a great deal more about them since he has been back there as District Representative for a few months, than he ever knew before he wandered far afield.

During his rounds a few weeks ago, sales were not going as well as they had been, so in accordance with his custom, he determined to try a real hard one. There was one woman whom he had called upon regularly whenever he was in town, but he could never persuade her to answer a single question. One day after visiting her he told a friend about his plight and asked his advice. The friend laughed and said, "Of course you couldn't get

by C.A. Brann

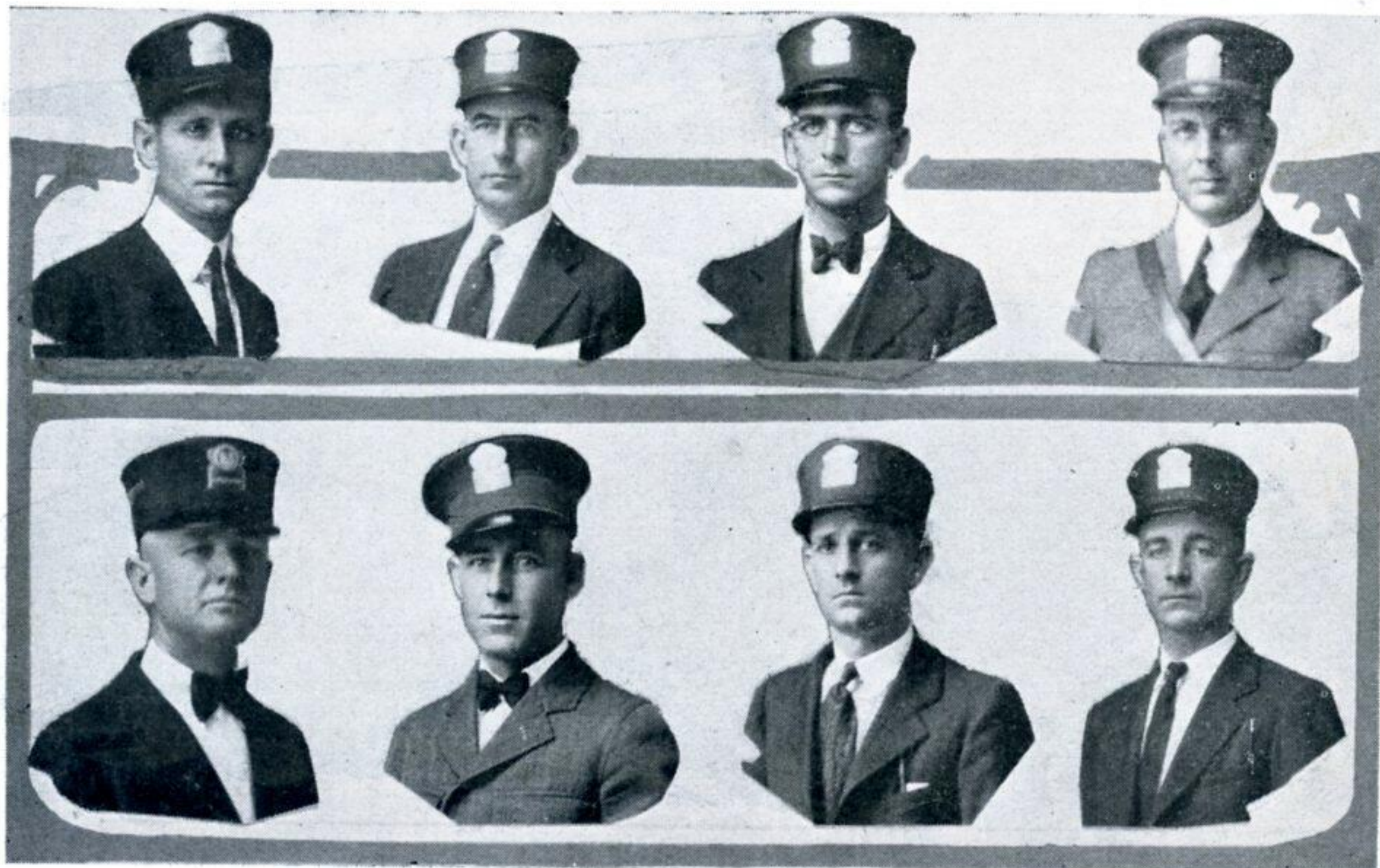
anything out of her, she doesn't speak English."

So Hallie thought things over; he just had to make this sale. Back to the office he went, rushed into the plant, found W. J. Lina, bundled him out to the prospect and told him what to tell the lady. Hallie explained all the fine points of an electric range in English, Bill Lina translated them into German, and the sale was closed.

The scheme worked fine. It was like an ace in the hole having that fellow Lina to help him out, so Hallie carried him around to some other prospects whose names had been turned in and paved the way to other possible sales. It was getting along toward noon and they wanted to close one more sale before luncheon, but they ran up against a snag. Hallie dug up his best selling points, told them to Bill and the latter tried to put them over in German. There was an answer, but what the answer was Hallie could not make out, so he asked: "What did she say, Bill?" and Bill replied: "Jiggered if I know, it isn't German, it isn't English, might be Bohemian."

Bill Lina was back in the plant in short order and Miss Hermena Mrnustik had been substituted for him as interpreter. Again it worked. Hallie was getting all pepped up. He decided that Miss Hermena would be his interpreter for the rest of the day. Of course, they had lunch together and mapped out their campaign. It was beautifully arranged so that Hal-

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Five Years or More Without Accident

Here are Operators of Eastern Texas Electric Company who have been on the job for five years, or more, and never had an accident. In these days of heavy traffic that's an enviable record.

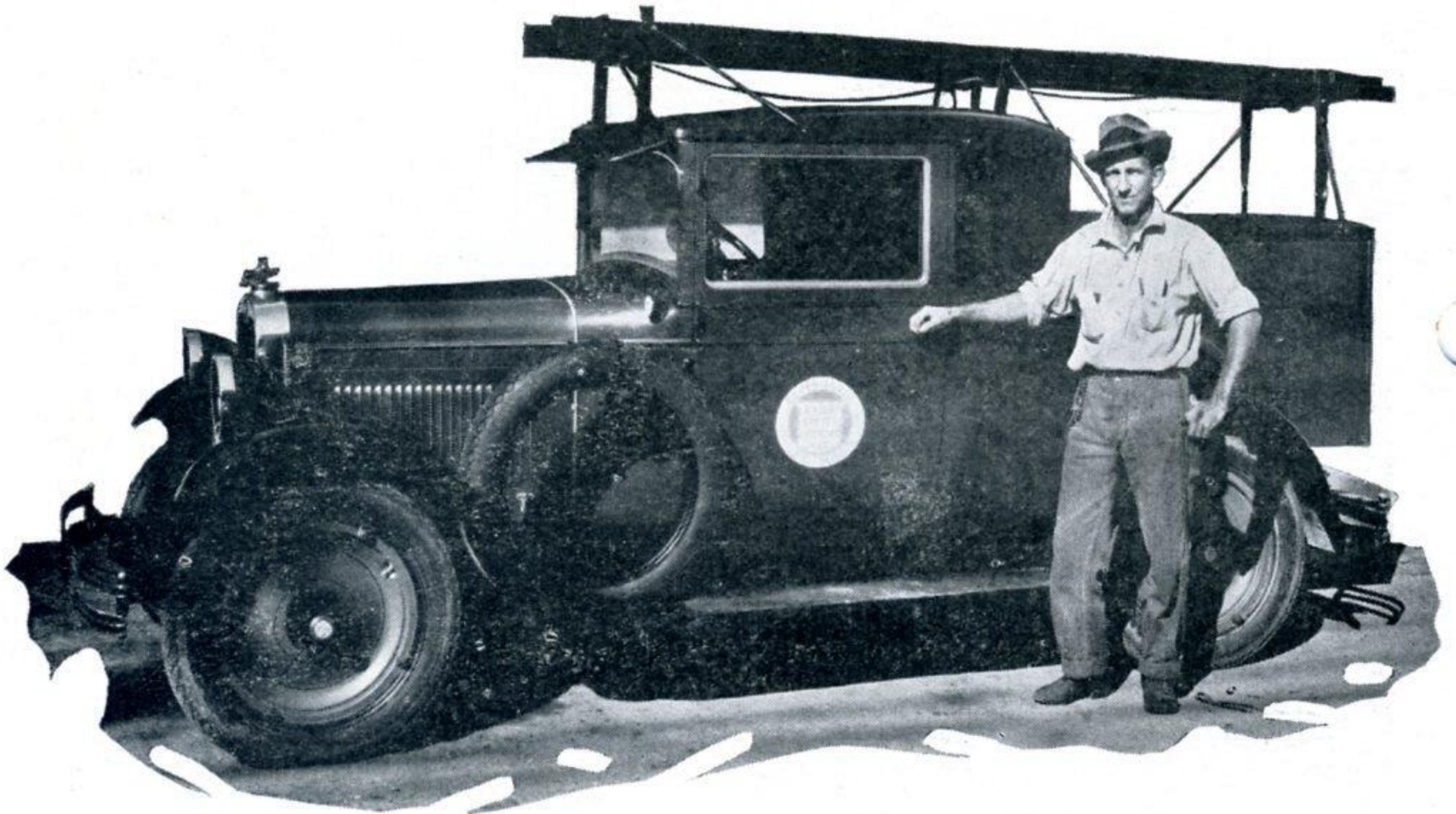
They are, top row, left to right: H. H. Goza, five years and five months; T. A. Cospser, six years and eight months; G. A. Smith, five years and two months; W. Hughes, six years and four months. Lower row: O. E. Eggleston, six years; C. A. McBride, five years and six months; E. E. Wooley, five years, and H. E. Davis, six years and five months.

The men wear a gold star for each no-accident year in their caps. The company also has 10 four-star men, 10 three-star men, 7 two-star men and 14 one-star men.

MEETING OF SOUTHWESTERN DIVISION HELD IN DALLAS

J. G. Holtzclaw called a joint meeting of the Executive Committee of the Southwestern Geographic Division of the N. E. L. A., with a Rural Lines Conference, in Dallas, November 9

and 10. A very enthusiastic and worth while meeting was held, with at least a hundred men attending, including executives of the utilities companies of the Southwestern Division, representatives of the farm press, and farmers.



HERE is the last word in trouble shooting, a 1928 Chevrolet Coupe with a place for everything and everything in its place. The special features of this car were designed by Mr. Holik, Superintendent of Distribution. The large cabinet behind has a place for tools and supplies, as well as an emergency box. In the compartment just back of the driver's seat, the trouble man carries the equipment that he will need most often, such as pliers, screwdrivers, rubber gloves, fuses, etc. A fire extinguisher is located in front so that small fires of any origin can be controlled.

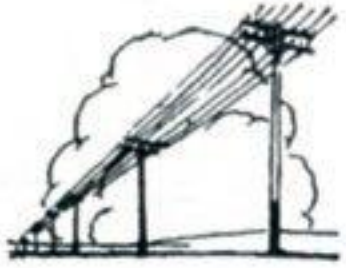
Inasmuch as a troubleman's duties require that he be out in all kinds of weather and at all hours, the closed-in feature of this car and the protected equipment are greatly appreciated by our troublemen.

Much favorable comment has been made by the general public on the appearance of this car and no doubt it is a good advertisement for the Company, as it shows the public we are well equipped to give them service.

The man by the car is recognized by most of us, being Mr. Follett, a veteran trouble shooter.—J. B. Coltharp.



At the last minute we received this picture of the Jane and John Knapp residence at Navasota. It has a real fireplace 'n' everything.



SCENTING SALES

(Continued from Page 6)

lie would have to give a tip only now and then. It looked like easy sailing, but the wind blew in the wrong direction, the very first prospect they called upon.

Hermena tried and tried and tried, but all to no avail. She could not understand the answers, not a single one of them; turning to Hallie she said, "I don't know what it is, but it's not Bohemian, and I'm sure it's not German."

Having tried English first, Hallie knew that would not get it so he and Hermena took a trip back to the office at the usually slow pace at which Hallie drives. Things were looking blue for a spell, but not for long. A smile came over Hallie's face. He was out the door like the comet which is named after him. When the rest of the gang looked out to learn what had happened, they saw him with his arm around the ice platform man's shoulder, talking to him like a "Dutch uncle."

The automobile was gone, Hallie was gone and Tony Roblinsky was gone. The problem was about to be solved. They met the prospect. Hallie talked English to Roblinsky, Tony explained matters in Polish and another name was on the dotted line.

If you ask Hallie Earthman about salesmanship he will say, "A fellow can't sell without cooperation. I talked four languages today, one of them by myself and three others through my fellow workers, and each time we made a sale, but say, I'm stumped sure enough. There is one man in Caldwell who burns coal oil lamps in his house. I can't find anyone to speak his language and the queer part of it is I believe he is a native of a little green island where the Shamrocks grow."

G. J. Glidden, employed in the Engineering Department in Port Arthur, is champion 6-60 salesman of the entire Gulf States Utilities Company. As compensation for his efforts, in addition to the fun he had, Mr. Glidden received a total of \$102.14 in commission and prizes.



MR. CLIFFORD TALKS

(Continued from Page 3)

many district managers and others, I came to the conclusion that there are three things a man must have to succeed. You may have other ideas. If so, we would like to have them for we are trying to find the answer.

"First, and most important, is enthusiasm. Unless we are interested and enthusiastic it is impossible for us to succeed. In our particular work the public's interest and enthusiasm for us is necessary to success. Unless we ourselves are enthusiastic the public will not be.

"Second, is the ability to think logically to the point where we have a definite objective. Unless we know where we are going when we start, it is hardly likely that we will arrive.

"Third, is courage and the energy to put our program into action and push it through to completion."

TWO DISTRICT MANAGERS

The Southwestern District has the distinction at the present time of having two District Managers. They are Walter H. Burke and J. Frank McLaughlin.

Mr. Laughlin was recently transferred from the Virginia Electric and Power Company, of which he was executive vice-president in charge of operations, to succeed Mr. Burke, who will go to the Boston office about January 1, it is said.

Having been associated with the Stone and Webster organizations in Beaumont, Baton Rouge and El Paso, Mr. McLaughlin is familiar with the district.

Tom P. Walker succeeded Mr. McLaughlin in the Virginia company and Joseph Bowes, formerly of Beaumont, Lake Charles and El Paso, takes the place vacated by Mr. Walker.



HEALTH ? HOW'S YOUR

BY DR. W. F. THOMSON

“LORD, WE THANK THEE”

Though we're thankful that we're
living,
And so express it on Thanksgiving;
There follows then that burning ques-
tion—
“What is good for indigestion?”

IT WON'T be long now till millions
of us will gather 'round the festive
board and, with bowed heads, hear
“Lord, we thank Thee for these and
all other blessings” . . . “these” hav-
ing special reference to the redun-
dant of food “of which we are about
to partake” to appease our gustatory
cravings.

If you can't afford a big Thanks-
giving dinner, be thankful for that.

*Do we intentionally lift our voices
in expressions of appreciation of our
ability to indulge our palates intem-
perately? Would it not, in observ-
ing Thanksgiving, be more appropri-
ate to regard “these” as of lesser im-
portance, and accord to “all other
blessings” first place in our declara-
tions?*

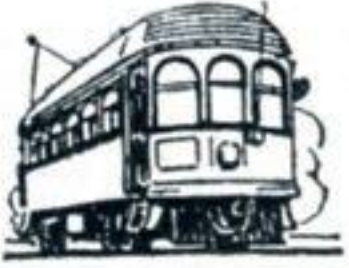
Doctors figure that a big Thanks-
giving dinner is good for at least two
professional visits.

Among “other blessings” may we
not list health, the privilege of enjoy-
ing the great inventions of the age,
and the privilege of participating in
the prosperity of this great country?
If there is work for us to do and we're
not physically incapacitated, should
not that, too, be listed under the head
of “other blessings?”

Another good thing about “G. E.”
refrigeration, it makes Thanksgiving
turkey last so much longer.

*In our gratitude for generous help-
ings let us not neglect to include,
among “other blessings,” the friend-
ships that have been formed during
the year . . . to pause, thankfully con-
scious of the friends who have added
something to our happiness . . . who
have made the load a little lighter
during the year.*





Thomas Edison Talks On Water Power

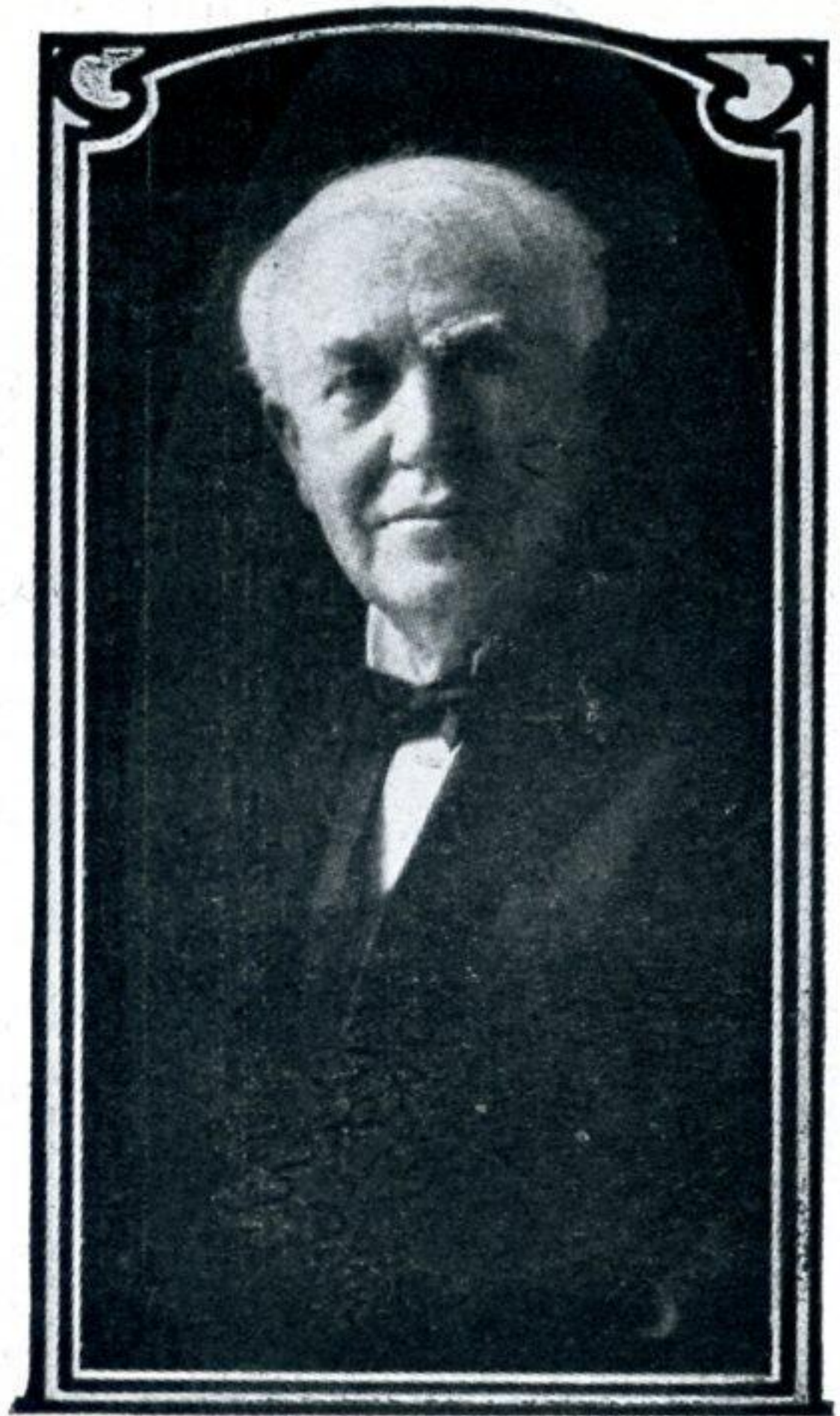
Shortly before the recent election, Thomas A. Edison, the Grand Old Man of the electrical industry, issued a statement on the relation of water-power to the general power needs and power supply of the country. The election is now history, but we are passing along Mr. Edison's discussion of this much discussed question. You will find it well worth while:

"Water-power seems to have been adopted as the shibboleth of this campaign," said Mr. Edison. "As often happens, the public is at a loss to know what it is all about, and some of the utterances of politicians indicate that they are as much in the dark as some of their listeners.

"In the first place, developed water-power today is but a small fraction of the power required in the country, the balance being essentially generated from fuel-burning plants. Approximately 80 per cent. of the undeveloped water-power of the country lies in the Rocky Mountains and in the Pacific Coast region. The large market for power unfortunately is east of the Mississippi. Great as have been the advances in transmission of electricity, the art has not yet reached that stage when it is probable, or even possible, that electrical energy can be transmitted from the Pacific to the Atlantic.

"Indeed, the cost of developing water-power in the Sierra Mountains and transmitting it to the cities on the seaboard has become so great that it is now cheaper and more satisfactory to develop the electricity by steam located in the center of the load district. Two of the large public utility companies on the Pacific Coast who have pioneered in water-power developments are at present engaged in erecting mammoth steam stations from which to supply future demands for electricity.

"Moreover, by no stretch of imagination can the inhabitants of Rhode Island, Massachusetts, Connecticut, New Jersey, Ohio, Indiana, Delaware, Maryland, Florida, Mississippi or Louisiana, for example, enjoy any material advantages from water-power, because these States possess



no undeveloped water-powers of any consequence.

"If experienced people engaged in the development of power find it unprofitable to develop hydro-electric situations, is it logical that the Government will possess any more successful executives than the industry itself has developed?

"Two outstanding factors characterize water-power development as distinguished from steam development. The cost of hydro-electric power is essentially one of investment. Steam generation, however, is generally one of smaller investment plus a larger cost for fuel and operation of the plant itself. The electrical output from

(Continued on Page 14)



WOMAN'S

SIBYL DUKE, Editor

VANABEL ROBINSON

STELLA CURTIS

Big Get-together

The last meeting of the Women's Committee, which was held in the Terpsichorean Clubroom, Thursday night, October 25, was literally a howling success. "Howling," because Parker Allen's well-trained chorus of the Sales Department, acted as our hosts, and as for the success of the meeting—well, ask anyone who went to verify that!

A fierce legal battle consumed a part of the evening, wherein and whereby Joe Hatley, after a hard fight, was exonerated of the disgraceful charge of forging his name to electrical tap orders in the interest of his team, of which he was captain. Dusty Glidden, the prosecuting attorney, proved as inexorable as Shylock, but Mary Lysterstrom, capped and gowned as judge, restrained his violent outbursts and carried on the trial in a supreme court manner. P. E. McChesney was foreman of the jury and rendered the verdict that the District Representatives' salaries be divided between the members of the Women's Committee, which was greeted by loud applause from the gentler sex.

Acting as a sedative after this emotional and stirring scene, came Mrs. Griffith's talk on the Westinghouse Electric Range, thoroughly enjoyed by all, and climaxed, just as our thoughts turned to food as a result of her splendid talk, by a delightful repast of fried chicken, potato salad and soda pop.

Weine

MEMBERS of the committee's team Wednesday evening by members of the team with a victory at Port Neches during October winning by four

Two busses arrived from Beaumont and the following and their wives

Mr. and Mrs. Mr. and Mrs. L. C. Mrs. W. E. B. George B. Morrell, Mrs. C. B. Melt

About 75 guests awaited them. marshmallows the fire and consumed along pounds of potato we don't know soda pop, and Sybil and Jan onions.

After the inson took the and with the ale and Mar nished excellen ing the evening

Everybody questioning an especially whe Mrs. Singleton —and they too! Ladies,



Meet Josephine Holtzelaw, girls, well chaperoned by Ranger. Too bad, we couldn't have Toots, too, her orange Persian pussycat, but then, you know, it was only in the nursery rhyme that—

"The gingham dog and the calico cat . . .

Side by side at the fireside sat."

the PAGE



RUTH WILBANKS

CARRIE ALLEN

LUCIEL DECKER, Reporters

Winners

Tap! Tap! Tap! The Girls Went Selling!

Miss Alice McMaster were entertained on ng, November 7, ss Mary Haynes' ner roast at the k, as a result of sales contest held the former team oints.

several cars fur- ation for the ded, besides the ut-of-town girls, epartment heads

P. E. McChesney, R. Sharpless, Mr. ngleton, Mr. and n, Mr. and Mrs. a, Mrs. C. F. Ter- uig and Mrs.

s were present.

ived at the park es and food galore einers, bacon and ere roasted over s food was con- h about twenty salad, 300 buns, ow many pickles, oh, yes—onions! must have their

s" Vanabel Rob- guests in charge stance of Ray Rid- Lilyerstrom, fur- entertainment dur- and how!

joyed the cross- crooked answers, Mrs. Terrell and ave their answers t straight faces, w could you?

We have with us here Misses Docia Moore, Alice McMaster and Mary Haynes. Docia sold 39 electrical taps for her side in the recent contest, captained by Alice, and Mary, not having enough to do as captain of the opposing team, sold 52 taps herself!



Mrs. "Hubie" challenged Mrs. "Harry" to a cracker-eating contest and both admitted that they had enough crackers to eat for once. Mrs. "Hubie" lost in the race and had to admit that Mrs. "Harry" surely "knew her crackers."

Five different groups furnished stunts and the competent judges pronounced Alice McMaster's group as winners, who represented the latest in Henry Ford products. Mrs. Wilbanks was the "flat tire" and Frances Emmer took the part as the "nut that holds the steering wheel."

During the evening Mary Haynes and Docia Moore were each presented with a beautiful boudoir lamp as prizes for selling the most electric taps during October. Mary sold 52 and Docia, 39.

About 9 p. m. the crowd called it a day and returned to Beaumont, agreeing that "a good time was had by all."

PERSONAL

Miss Maude Hildebrandt has been transferred from the Billing Department of the Beaumont Office to the Billing Department of the Port Arthur Office. Mrs. Ben Carrier, formerly of the Accounting Department of the Gulf States Utilities Company in Lake Charles, Louisiana, has filled Maude's desk in Beaumont.

Miss Marion Bone has been transferred from the Purchasing Department to the Stenographic Department.

Miss Elizabeth Perkins is a new member of the Purchasing Department, and we are glad to welcome her into the Women's Committee.

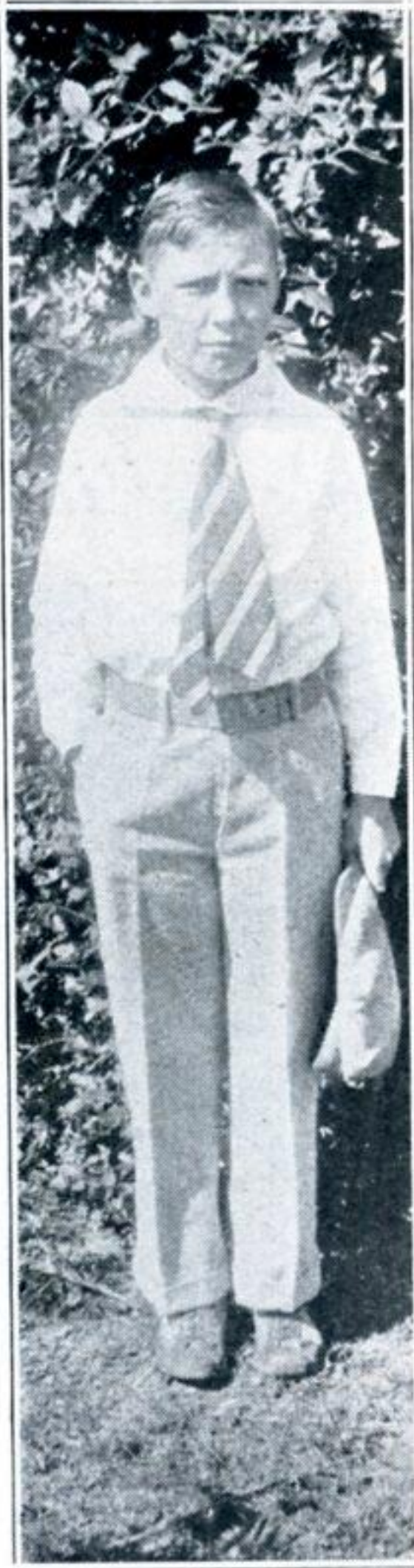
Misses Mary Lilyerstrom and Docia Moore took advantage of Armistice Day being a holiday and drove to Docia's home, Kerens, Texas. In all, they covered 700 miles, without a single mishap.

CONGRATULATIONS

We, the girls of the losing team in the Electric Tap Sales Contest, wish to take this means of congratulating the girls of the winning team for their excellent work in selling so many Electric Taps.

We thought we were good but you proved yourselves better and we cannot let your good work pass by without offering our congratulations to you in your success.

MARY HAYNES,
For the Team.



Lawrence Jefferson, 13-year-old son of M. P. Jefferson, Chief Engineer at our Conroe plant. A few days ago Lawrence ran home one night at 8 o'clock and said to his father, "D a d d y, t h e woods are on fire between Willis and Conroe and you had better get somebody out there to walk up and down that hi-line because the fire might put the electric lines out of business."

When Superintendent Hereford heard of what the boy had done he sent for him, gave him a dollar and said to him: "Young man, that is just a little reward for using your head for something else besides a hatrack."

H. H. LUCE PROUD FATHER

We were happy to learn of a new arrival to the family of H. H. "Hal" Luce of the Commercial Department. The very young lady has been named Harriet Hume. She weighed in at eight pounds on November 20. Mrs. Luce and Harriet are both getting along nicely.

—o—
THOMAS A. EDISON
(Continued from Page 11)

most water-power situations is dependent upon the seasonal flow of water and requires for economical operation a close tie-in with fuel-burning plants that are subject to operation in accordance with the demands for power.

"The hydro-electric plant, on the other hand, in order to be utilized to its greatest efficiency, is thus generally dependent upon operating in a network system with

fuel-burning plants in order to utilize the water supply at the time the water is available.

"Owen D. Young, in a recent talk at Cleveland, has stated that the development of water-power by private capital imposed an economic check on each investment that could not be had if the development were made through public funds, the value of this economic check in itself being worth a somewhat higher rate of interest that private capital must pay for investment funds.

"The charge has been made that when coal has been exhausted the entire country will be dependent upon water-power alone. The coal mined to date is less than 1 per cent. of the available supply. On the other hand, the efficiency of coal utilization is low and has steadily increased with the development of the art to about 20 per cent., with the possibility of this going still higher. Water-power now operates at over 90 per cent., and has about reached perfection in its utilization.

"With the continued improvements in the burning of fuels yet to come to offset the increased power demands, the coal supply will carry us indefinitely into the future. Water-power, then as now, will be quite inadequate to meet the demands for electrical power, and posterity will have to develop other substitutes. But that is so far in the future that it is a matter of small concern today.

"An analysis of these points with even the barest knowledge of engineering considerations must remove water power as such from the bag of political issues so blatantly set before the public during the last few weeks. Geographic placement of water with respect to the great industrial load, the dependence of water-power stations upon fuel-burning plants for their economical operation, the economic check desirable in financial development and the relatively small value of water-power compared to the power required for the country are all factors that have influenced the development of the industry in the past. They are of equal importance in guiding the development of the future.

"Over every function of operation of this great public utility the Federal Government and State Governments have exercised the greatest scrutiny and control, this control being established essentially for the protection of those who use and pay for the commodity, electric energy."



Candles Kept Home Fires Burning in Old Days Says Dr. Thomson



**Candles, Tinsel, Christmas Trees,
Santa Claus and Tragedies.**

**Across the sky there is a glare . . .
The smell of smoke is on the air;
Electric bulbs instead of these
Would not set fire to Christmas trees.**

WHEN the open-air, living Christmas tree has been generally adopted as a substitute for the customary, indoor menace; and when, for lighting, miniature electric bulbs have been substituted for candles, we'll have fewer tragedies on Christmas Eve.

WHILE in cities the old order changeth, the community Christmas tree of the rural sections is still decorated in the school or church,

illuminated by candles, and attended by puffy old Santa, with his cotton-trimmed cap and jacket and his flowing crop of inflammable rope whiskers. There children, costumed in filmy gauze and tissue paper, prance about in childish glee beneath the glowing Christmas tree.

ALIGHTED candle tips against a lacy curtain, or Santy's whiskers become ignited . . . or a child, standing to near the open grate, sets off her gunpowder costume.

There is a startled cry . . . a panic . . . (always a panic) . . . and soon the building is a seething inferno. All the occupants may or may not have escaped.

In the days gone by such tragedies were by no means infrequent. In those days it was the Christmas tree candle that kept the home fires burning.

ANYWAY, there's something different about a living Christmas tree, gorgeously decorated and illuminated with its varicolored electric lights. It seems to better typify the spirit of the occasion . . . and it spares the tree. It puts the stamp of disapproval upon the customary forest vandalism at Christmas time, preserving for posterity that much of our priceless pine.



Newsy Notes From Navasota

Charles O. (Doc) Wilson, Navasota District representative, is all smiles these days. He and Mrs. Wilson are rejoicing over the arrival of an eight-pound son at Temple, Texas, on November 7.

Ernest Foerster, line service man at Navasota, jumped into sales work while "Doc" Wilson was over in Temple awaiting the arrival of his son. Navasota had a bogie of 30 percolators, so Ernest got out the first ten days of the month and nearly made the whole requirement on sales of this appliance. In addition to the percolators he sold two ranges and three irons.

V. B. (Kelly) Hereford, Madisonville District Superintendent, is back from his vacation, which he spent with his parents on their farm near Austin. It is the first vacation "Kelly" has taken since he entered the employ of Western Public, so he did not know what to do with himself the first few days.

G. G. Hollinshead, Navasota District Superintendent, is planning to spend his vacation in Evergreen, Louisiana, eating crawfish bisque.

There is a tree close to the Western Public Service Company plant in Somerville which attracts much attention. It is the meeting place of two lovebirds and rumor has it that they are talking over the plans of a couple of Western Public folks down there. Nothing definite yet but rumor has it that plans have been made to start down the long, long trail soon.

Navasota employes are planning a "hot tamale" sales meeting for November and promise that kind of refreshments.

Miss Mary Alda Hurt, cashier at Trinity, had a narrow escape from injury in an automobile collision about a week ago. The car was badly damaged but Mary Alda came out unscathed.

W. E. Dinkins has assumed his new duties in the Navasota local office, succeeding Miss Helen Hill, who will leave shortly.

District Superintendent G. G. Hollingshead, of Navasota, has been appointed chairman of the Program Committee of the Kiwanis Club.

Victor Gayle, superintendent of the Bryan property, takes frequent trips to Houston to visit friends.

Mr. and Mrs. Fred Bridler and children have arranged to occupy the old Baylor home on Tenth Street.

Miss Kathleen Keelan of the Navasota Division office says: "Any bet is a good bet. I would bet on the same man again, even if I did lose."

District Superintendent John L. Crouch, of Calvert, visited the Dallas Fair and while there gave his name to the General Electric exhibitors as one who is interested in this refrigerator. Now he gets a lot of G. E. publicity, which helps him and District Representative Goodwin learn more about this appliance.

A meeting of district superintendents was held in the Division office on November 7 in order to welcome Mr. Charles Terrell and bid E. S. Fitz adieu. Several operating matters were discussed and policies outlined for the balance of 1928.

Navasota's population has further increased by the arrival of Eric Foerster, Jr. His father is Highline Patrolman Eric Foerster.

Clipped from the Caldwell News.

FOR SALE—New wood cooking stove. It is a "Leader," enameled; bought from J. F. Polansky. Reason for selling, bought an electric. R. S. Bowers.

Alvin

Milk Price Raised

Alvin farmers are rejoicing over the 5 cents per gallon increase they have obtained in the price paid them for milk. Butterfat requirements also have been raised.

Bryan

Turkeys are bringing a higher price this year than last, it being reported that the crop is smaller.

The Texas Water Works Association is scheduled to hold a convention in Bryan next January.



Bryan is to have another chain store, the F. W. Woolworth Company having taken a 20-year lease on a Main Street building.

Caldwell.

W. E. Simpson has let a contract for the erection of four new brick stores on Buck Street.

Frank Drgac is erecting a new brick bungalow on Main Street.

The Moravians have purchased property and are making plans for a new church building.

Turkeys in this section are reported to be more plentiful than last season.

CALVERT DISTRICT

The sum of \$240, to be used for beautifying the schoolgrounds, was raised at a street fair held under the auspices of the P.-T. A. Music for the occasion was furnished by the Franklin Municipal Band.

Reynolds Brothers have remodeled their furniture store, installed new lighting fixtures and convenience outlets so that it will be properly illuminated. This will give Calvert two modern furniture stores.

Fred Story has opened a new barber shop on South Main Street. Thus, Calvert is provided with three white and two negro barber shops. The white flappers should have no trouble getting their locks curled, while the negro flappers may have theirs straightened.

Cleveland

Rebuilding of the electric distribution system is now under way.

Anderson & Sims have purchased the L. C. Tanner Furniture Company.

Three new residences have been erected in Cleveland since September 15, the latest, now under construction, is being erected for rental purposes.

Conroe

October electric sales showed 33,000 K.W.H. in excess of the October, 1927, output. This is due to the sale of merchandise and the obtaining of several new customers.

Considerable change has been made in the distribution system here, three-wire secondaries being substituted for two-wire, in order to care for increased range loads.

Dr. T. S. Falvey is building a \$20,000 brick residence for which our illuminating engineer, Mr. Henry Whiton, is drawing the electric plans.

Arzy Cale is erecting a new filling station and sandwich shop in the north part of town on Highway No. 19. Our company has sold him a 2,500-watt hotplate, two Armstrong automatic toasters and an eight-cup percolator.

The West barber shop has moved to a new location and installed modern lighting fixtures throughout.

C. E. Etheridge is building a new brick residence in the east part of town.

At a recent meeting of the Montgomery Fair Association, District Superintendent S. R. Hereford was elected a director.

The Kameron Brake Shop has added a machine and also increased its electric load by installing a small motor.

Manufacture of veneering by the Conroe basket factory has been discontinued.

Montgomery

There were 58 customers on our line at the end of October and it is expected that the 60 mark will be reached by Christmas.

H. F. Mickler has installed a 5-horsepower pump for operating his waterworks plant.

Willis

Four 100-watt street lights have been installed in this town. They are paid for by individuals and are operated by individual switches.

There are now 98 meter connections in Willis.

Mr. Fultz is building a new residence in the south part of town on Highway 19.



Franklin

Crops in this section this season are far above the average. There is an air of optimism noticed and considerable building activity is anticipated.

Approximately 150 teachers attended the Teachers' Institute, which was held the latter part of October.

Mrs. Dan Morris is now occupying her new residence.

Groveton

A movement has been started by the local chamber of commerce to have Main Street paved when the work on the Trinity-Groveton Highway approaches this point.

Polk County has voted bonds to meet the Trinity County Highway and carry it on to Woodville.

A new cafe has been opened here and has been equipped with a G. E. refrigerator and an electric coffee urn.

Another grocery store has recently been opened.

Hearne

The Atlantic Oil Company is progressing with construction of its oil pumping station near here.

A new bridge across the Little Brazos River has been completed. This will open a straight way to the Milam-Robertson County bridge and open up new trade territory.

Hempstead

W. M. Wheeler, county judge-elect, has purchased the stock and fixtures of the Bennett Estate drug store.

Huntsville

A new three-phase 1/0 feeder has been erected to relieve the overloaded condition in the downtown district heretofore served with No. 4 copper.

A Kiwanis Club of 40 members has been organized and the charter is to be presented by District Governor H. G. Hatfield on November 22, at which time a number of Navasota Kiwanians will be in attend-

ance. Division Superintendent C. A. Brann is scheduled to introduce Governor Hatfield.

Approximately 50 East Texas towns were represented at the semi-annual convention of the East Texas Firemen's Association held here the early part of November.

The Chamber of Commerce is sponsoring a movement to build permanent buildings to house the Walker County Fair exhibits.

In order that the Madisonville Highway pavement will be unbroken the city council has let a contract for the connecting link within the city limits to be paved at once. Paving in town will also be repaired at the same time.

Kosse

It is reported that the Lone Star Gas Company will bring its pipe line through Kosse next year.

Kosse's High School building has been repaired and now presents an attractive appearance.

DeWitt Todd is building a seven-room bungalow on his farm just outside the city limits and plans to equip it electrically.

Superintendent Louis Guenzel and his assistant, Glen Meek, took part in the play produced for the benefit of the Methodist church.

Bank deposits show a 49 per cent. increase over the same period last year. Loans are fewer, indicating a more prosperous condition of farmers.

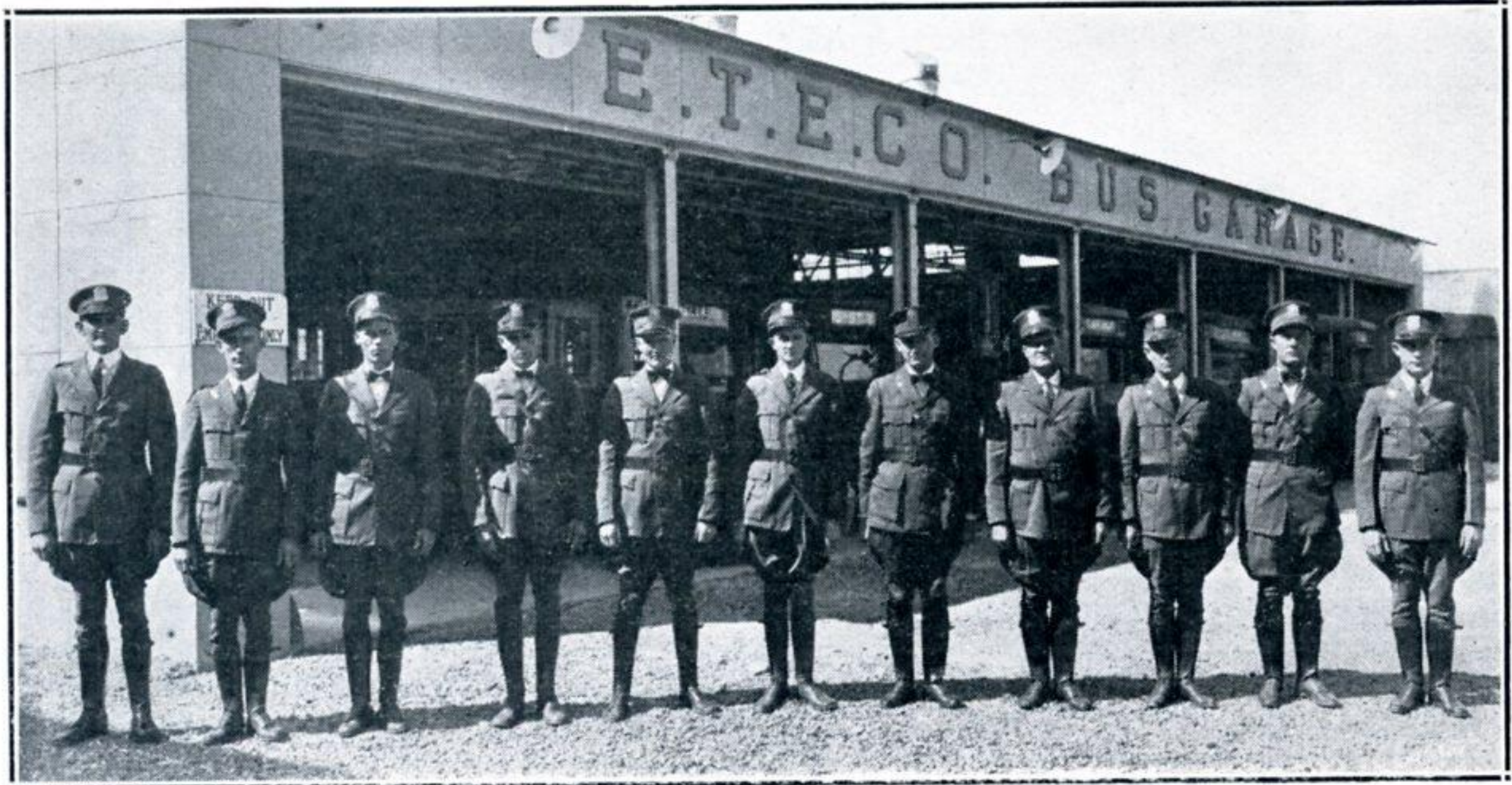
Herring-Turner Hardware Company is building a modern warehouse facing Main Street.

Navasota

Twelve new residence customers came on the lines during October in this district.

Westmoreland & Dorman are opening a modern barber shop which they are equipping with electric sign, awning lights and special interior lighting fixtures.

The R. B. System has opened a new grocery store on the west side of Courthouse Square and have installed lighting units.



Neat, but not gaudy, are these new uniforms now being worn by the bus operators on the Port Arthur system. The Sam Brown belts were added as the finishing touch only a few weeks ago and the fine appearance of the men is drawing praise from the community. The operators in the picture are, left to right: Walter Poole, Howard Merritt, Dave Montgomery, Charles Stephens, Thurman Davis, Jake Landry, Emmett Brewton, Tom Gibson, Herbert Lusted, Adrian Johnson and Dewey Smith.

MR. WILLIAMS BACK FROM BOSTON

Stone & Webster, Inc.—49 Federal Street—Boston, Mass. . . .

For those of us who have never been there, and for those of us who have, Comptroller P. R. Williams, who has just returned from a short trip East, passes along a few words regarding the "Boston Office."

"A real inspiration is in store for him who visits the Boston Office," said Mr. Williams, "as well as a splendid welcome which is invariably extended to those coming from the local properties. It was somewhat surprising, even to me," he added, "and decidedly pleasing, to learn the amount of pertinent information which those men who have regarded the activities and personnel of our local companies.

"Outstanding among the chief aims of our home office is a determination to extend their holdings and thereby create additional opportunities for the men in the organization. The fact that certain of the sons of the members of the firm have begun to take active participation in

(Continued on Page 20)

The New Navasota Boss

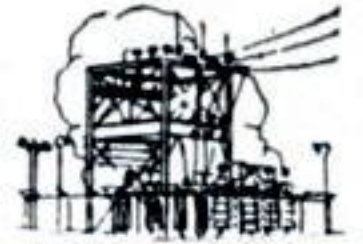
By
"One of the Gang."

There is a new boss up in Navasota—No, "Poppie" Brann hasn't resigned, nor quit, nor been transferred. It may be that he will not even admit there is a new boss up there. Perhaps "Mommie" Brann will not either, but if you happen to drop in on them one of these evenings you will be convinced of the truth of my statement.

The new boss has big blue eyes, hair of Titian tinge and the loveliest, whitest skin that you love to touch. She has a smile, too, and perhaps all of these things considered is why "Poppie" and "Mommie" have named her "Patricia Jeanette Brann."

Beaumont friends gave her a shower that "Poppie" says was a regular rain; Navasota friends did the same and when I dropped in I was sure that Santa Claus had got his seasons mixed and come to see "Patsy" ahead of time.

When I saw her she smiled and cooed and showed two dimples. "Poppie" and "Mommie" both declared she will not be spoiled—but—I wonder.



Boney Bros, have built a new brick warehouse adjoining their general merchandise store in Iola.

The electric distribution system in Midway was completed November 1, starting off with 19 residential and 18 commercial customers, four of the latter having power loads in addition to their lighting. Several more customers will be connected up during the month.

Navasota

Three full automatic electric ranges were sold during the month of October following the cooking school. One lady customer paid cash for her new range, turning in over \$100 in dimes which she had saved from time to time.

The annual Grimes County Fair, held in Anderson the second week in October was more successful than any preceding year. The W. P. S. Company had an attractive display consisting of range, water heater, pump and G. E. refrigerator.

Four boys and four girls were sent to the Dallas Fair by the Grimes County Fair Association. They were prize winners in the Boys' and Girls' Agricultural Clubs.

The Chamber of Commerce has approved plans for a city directory and work thereon has already started.

Upon endorsement of the Chamber of Commerce the American Business College is arranging to open a unit here.

Both the Kiwanis Club and the Chamber of Commerce are backing the plan to raise \$3,000 for the purpose of erecting a statue to the explorer, La Salle.

A traffic policeman has been appointed by the mayor and city council. Members of the Kiwanis Club have adopted a resolution that any Kiwanian convicted of traffic violations is to pay a fine of \$5 into the Kiwanis treasury in addition to any fine he may be required to pay the city.

The annual Hallowe'en Fun night, sponsored by the Kiwanis Club, was rather a disappointment due to heavy rain. The orchestra was on hand but the parade and dance had to be cancelled.

S. D. Marrett's cotton gin, operated by an oil engine was entirely destroyed by fire on the morning of October 26. This entailed a loss of approximately \$26,000, of which approximately \$10,000 was covered by insurance. Three cotton gins remain in Navasota, all of them operated by electric energy.

The Navasota Telephone Company has been granted an increase in rates by the city council. Rates in this town were lower than in practically all other towns of similar size in this section.

Somerville

Oil has been struck by the Sun Company on a salt dome seven miles east of Somerville. The flow has been about 400 barrels and the well has been capped.

Following several burglaries, merchants are now lighting their stores all night.

G. E. Allen, plant electrician, again topped all other employees in sales efforts.

Trinity

Highway No. 19, through Trinity, has been paved with tarvia and Highway No. 94, from Huntsville to Groveton, is almost completed. It is also being tarviated.

W. E. Head has sold his wholesale feed and grain business to G. W. Locke.

A special committee has been appointed by the Lions' Club to make a survey and prepare plans for electrically lighting the streets.

C. P. Wade, electrical contractor, has enlarged his salesrooms.

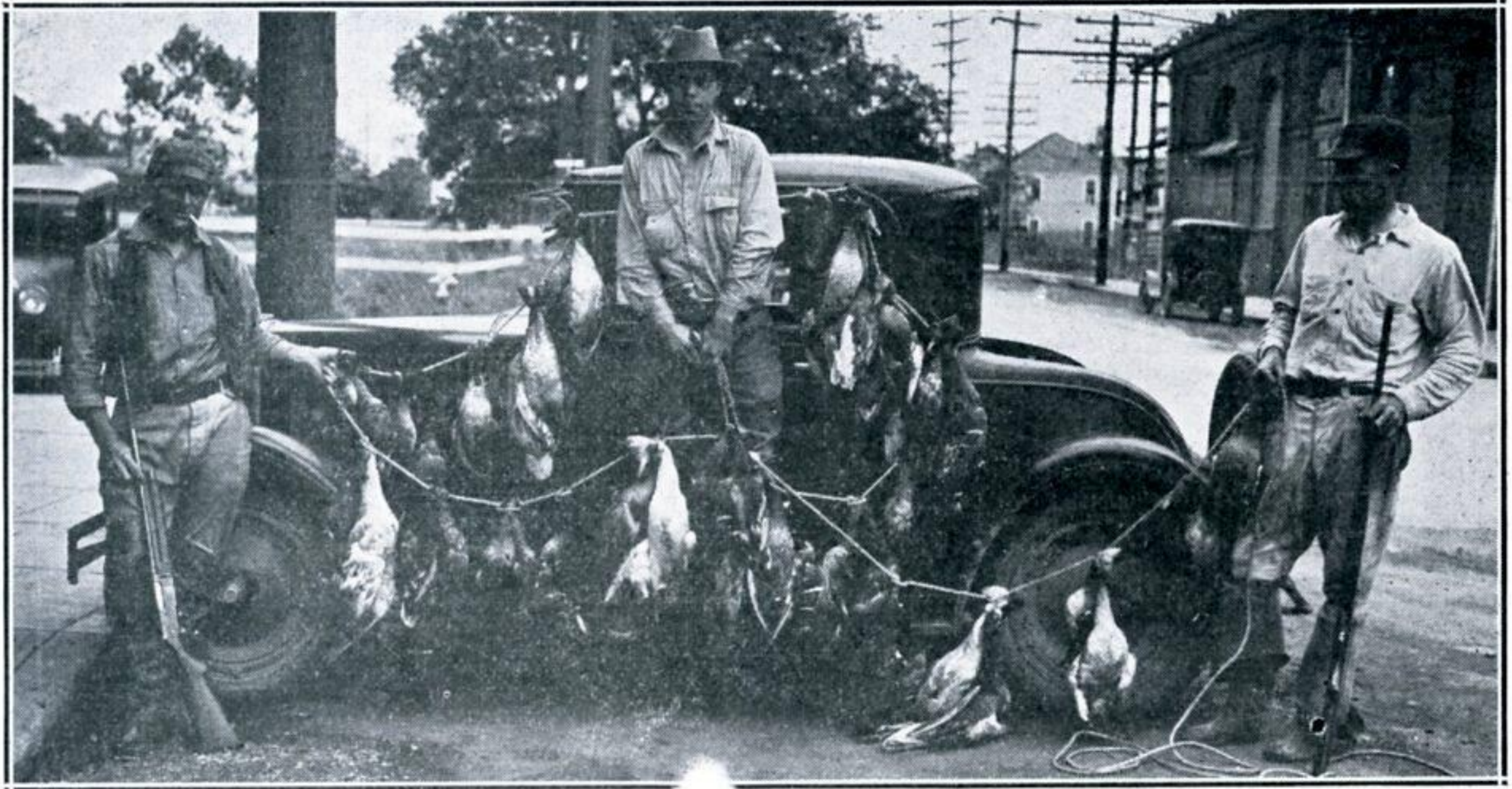
Main and Robb Streets are to be paved at once, surveys having been completed for this purpose.

WILLIAMS

(Continued from Page 19)

the business, adds further to the solidity of our background.

"It is a distinct comfort to find unchanged the men of whom I have, throughout my twenty years' association with Stone & Webster, continued to expect high and good things, and my message to the employes of our three Companies is that with such men at the helm of our Company ship, we will unquestionably reach our port safely, with our cargo intact."



HERE'S HOW

The Service Department boys had a very successful duck hunt. C. W. Ingraham, W. H. Brader, W. Sterling and C. L. Follett (the latter not shown in the picture) went down to the Big Marsh when duck

season opened on November 1. The result was a bag of more than 50.

Brader reported that the ducks were so thick that he let three flights go by trying to decide which five ducks to kill with his first volley.

CHARLES F. TERRELL

(Continued from Page 1)

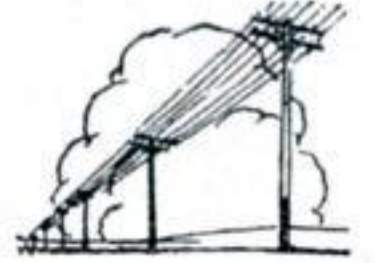
ing the University of Washington, from which institution he graduated in 1910 as Electrical Engineer. His initial position with the Seattle Company was that of sub-station operator and he advanced steadily until he became Superintendent of Sub-stations and then Superintendent of Transformation. Early in 1923 he was sent to Bellingham as Superintendent of Light and Power, and here he made a fine record. His next promotion came in 1925, when he was transferred to the position of General Superintendent of Light and Power at El Paso.

“Here many notable improvements and extensions in service were completed under Charlie’s supervision: The 115-mile power line extension to the upper and lower valleys, installation of the Texas Street White Way System, and rearrangement of the downtown underground wiring system were important projects superintended by him. During his stay in El Paso he made many friends inside and outside company

circles. He was a member of, and active in, affairs of the Chamber of Commerce, the Rotary Club, the El Paso Country Club and other civic organizations.

“In 1926 Charlie was appointed to his present (this sketch appeared before his transfer to Beaumont) position—Superintendent of Light and Power with the Tampa Company—and here he has been carrying on in the same successful manner. He left behind him at El Paso an enviable record and a host of friends, but Tampa and her people are doing their best to make up for what he left in coming to them. He is loyal, dependable, decidedly popular with his men and in the community, and is handling his job and its problems most capably.”

With such a record behind him, there can be no question as to his ability to step into the position Mr. Fitz has so ably filled, and even those of us who have known him only since his arrival here are already agreed that the writer of the sketch, printed above, certainly knew his man. He is, you become convinced on first meeting, deserving of all the fine things said about him.



PORT ARTHUR

The Gulf States Utilities Company at Port Arthur organized a basketball team and have one of the strongest teams in the City League. They have been defeated once by a small score, but expect to come out in the lead at the end of the season. The following men make up the team: Messrs. Spencer, Borne, Grimes, Nelson, Adams, Prejean and Carrol.

A rural line extension is now under construction to Port Acres. This line will be about five miles long and approximately one hundred residence customers and the new school building at Port Acres will be connected to this line.

There has been a clean-up, paint-up campaign at the main office here in preparation for the Christmas holiday trade. Minor repairs have been made; the front of the building, window facings and ceilings have been painted and as a result the building has taken on a very attractive and inviting appearance.

The merchandise sales at Port Arthur for October increased 71% over the corresponding period last year.

George B. Morgan attended the National Ice Convention which was held in Detroit, Michigan, from November 13 to 16.

A. B. Hays of the Commercial Department, is the proud father of a baby girl, born on Thursday, October 25. She has been named Frances Anne.

Mrs. Jones of the Accounting De-

BIG BANQUET FOR FITZES

(Continued from Page 3)

"I doubt if anyone feels the loss as I do," he declared. "His value I cannot fully express in words. He has been my right hand and right everything else. I can understand now how the fellows coming back from war felt toward their buddies. 'Red' Fitz and I have been through a battle together. We shall miss you both, very much."

On behalf of those present, Mr. Holtzclaw presented beautiful sets of golf clubs to both Mr. and Mrs. Fitz, suggesting that with each swing they take next spring they give a thought to the folks back here.

Mrs. Fitz in a few words expressed appreciation for the gifts and regret at leaving friends here. Mr. Fitz in saying goodbye characteristically passed along credit to the men under him.

"The many nice things said about me have been all right," he declared, "except that they have been misdirected. The credit really belongs to the fellows working with me."

partment has been transferred from the position of utility clerk to that of complaint clerk. Miss Hildebrandt from the Beaumont office has taken over Mrs. Jones' former duties here.

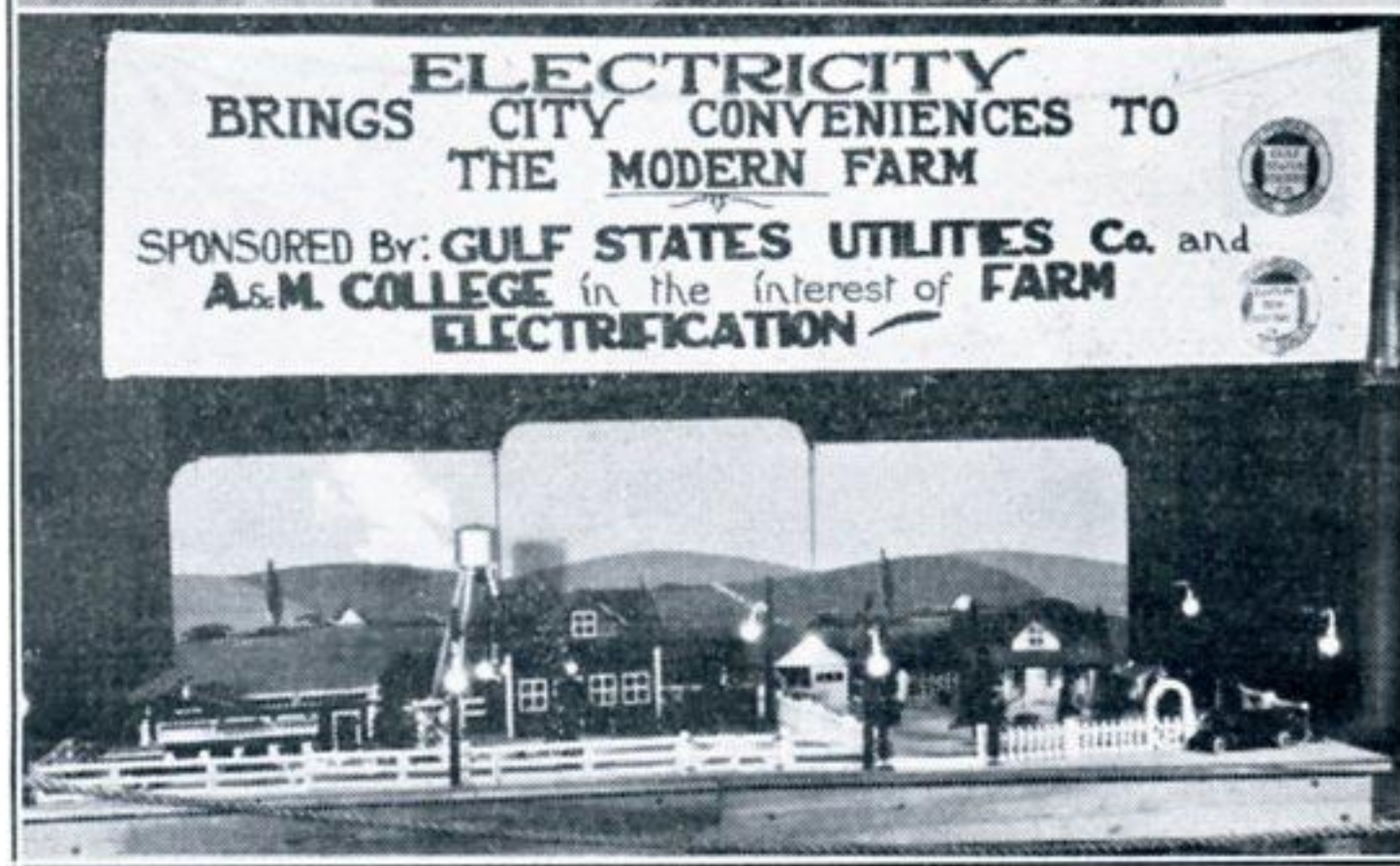
George H. Johnston of the Sales Department at Port Arthur has been transferred to Nederland as the District Representative there.

MOTORIST TOWS OFF ANOTHER AUTO WHEN BUMPERS HOOK

This is another Ford joke.

A. R. Watson, 2237 North street, drove off with a Ford car belonging to Douglas Landry, 465 Milam street, hooked into his bumper and traveled two blocks before he discovered it. When Landry discovered his car was gone, he reported to police that his car had been stolen.

Police were notified of the car having been towed away, and Landry was told where he could find the car. Landry had parked his car at Broadway and Pearl street at 6:15 o'clock.—Beaumont Journal, Nov. 24.



The South Texas State Fair is second only to the Dallas fair in Texas. Each year it draws residents of eastern Texas and western Louisiana in increasing numbers. Our booth this year was outstanding among the various exhibits. General Electric Refrigerators, Electric Taps and small appliances were featured and the lighting, designed by our

own illuminating department, was far ahead of anything else on the grounds. The main exhibit is shown above. At the left is the miniature electric farm, designed and built under the direction of Mr. Keiller of the power department and exhibited in the poultry building. Master Mechanic Presslar, by the way, was chairman of the poultry show this year.

E. S. FITZ

Continued from Page 1)

something akin to rejoicing at his good fortune in being moved along to larger responsibilities.

In Virginia Mr. Fitz will hold a position with the Virginia Electric & Power Company similar to the one he has filled with us. He will direct activities of the organization, much larger than ours, and will be located in the general offices of the company in Richmond.

Mr. Fitz has been in Beaumont as

operating manager since December, 1924. He is a graduate of Brown University and has been with Stone & Webster, Inc., since graduation in 1911 except for the period when he was in the Army Air Service overseas.

For several weeks prior to their actual departure, Mr. Fitz and Mrs. Fitz, who has been active in Little Theater and club work, were entertained by their many friends.



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

Hot Stuff

“Jones has been going to blazes lately.”
 “Taken to drink?”
 “No, he’s driving a fire truck.”

Promoted

“What did the boss say when you told him you had triplets?”
 “He promoted me to the head of the Production Department.”

It’s a Fact

“You simply cannot trust a maid these days. That one you recommended left suddenly with nine of those Pullman towels I brought back from my trip.”

Very Practical

“The man who gives in when he is wrong is a wise man, but he who gives in when he is right is—”
 “Married,” came a meek voice from the crowd.

No Sale

D. R.: “Well, I got two orders today.”
 Parker Allen: “Good, what were they?”
 D. R.: “One was ‘Get out,’ and the other, ‘Stay out.’”

Today’s Proverb

Grandma says we have too much of “pep” and “hustle” these days, but judging from the old family album, there was plenty of “bustle” in the old days.

Light Work

Farmer: “Bert, I hear you been in the city takin’ up golf. How is it?”
 Bert: “Well, it ain’t bad. It’s a bit harder than hoein’ turnips, and a bit easier than diggin’ potatoes.”

Quite Painful

Pop: “There’s nothing worse than to be old and bent.”
 Son: “Yes, there is, Dad.”
 Pop: “What is it?”
 Son: “To be young and broke.”

Walk a Mile

“Have you any camel’s hair brushes?”
 “No, none of our customers has a camel.”

The Best Way

“And how do you like school?” inquired the kind old lady.
 “Closed,” replied the urchin.

Justifiable Murder

“Hooray,” shouted the enthusiastic golfer, “I just made a hole in one.”
 “Did you?” asked the innocent beginner. “Please do it again, I wasn’t looking.”

It’s Easy

Exasperated Cop: “Say, lady, do you know how to drive a car?”
 Fair Motorist: “Yes, what would you like to know?”

Plenty

Coach: “What experience have you had?”
 Freshman: “Last summer I was hit by three trucks and one auto, and recovered from them all.”

Never

Judge: “Guilty or not guilty?”
 Rastus: “Not guilty, suh.”
 Judge: “Have you ever been in jail?”
 Rastus: “No suh, I never stole nuthin before.”

CONTRARY TO POPULAR OPINION, THE EXACTING CUSTOMER IS THE EXCEPTION, NOT THE RULE—AND OUR SERVICE MUST BE PLANNED TO PLEASE *ALL* OF OUR CUSTOMERS EVERY TIME THEY CHOOSE TO CALL UPON US.



WOMAN'S *The* PAGE

SIBYL DUKE, Editor

VANABEL ROBINSON

STELLA CURTIS

RUTH WILBANKS

CARRIE ALLEN

LUCIEL DECKER, Reporters



Meet Josephine Holtzclaw, girls, well chaperoned by Ranger. Too bad, we couldn't have Toots, too, her orange Persian pussycat, but then, you know, it was only in the nursery rhyme that—
 "The gingham dog and the calico cat . . .
 Side by side at the fireside sat."

Big Get-together

The last meeting of the Women's Committee, which was held in the Terpsichorean Clubroom, Thursday night, October 25, was literally a howling success. "Howling," because Parker Allen's well-trained chorus of the Sales Department, acted as our hosts, and as for the success of the meeting—well, ask anyone who went to verify that!

A fierce legal battle consumed a part of the evening, wherein and whereby Joe Hatley, after a hard fight, was exonerated of the disgraceful charge of forging his name to electrical tap orders in the interest of his team, of which he was captain. Dusty Glidden, the prosecuting attorney, proved as inexorable as Shylock, but Mary Lilyerstrom, capped and gowned as judge, restrained his violent outbursts and carried on the trial in a supreme court manner. P. E. McChesney was foreman of the jury and rendered the verdict that the District Representatives' salaries be divided between the members of the Women's Committee, which was greeted by loud applause from the gentler sex.

Acting as a sedative after this emotional and stirring scene, came Mrs. Griffith's talk on the Westinghouse Electric Range, thoroughly enjoyed by all, and climaxed, just as our thoughts turned to food as a result of her splendid talk, by a delightful repast of fried chicken, potato salad and soda pop.

Weiners for Winners

MEMBERS of Miss Alice McMaster's team were entertained on Wednesday evening, November 7, by members of Miss Mary Haynes' team with a weiner roast at the Port Neches Park, as a result of the Electric Tap sales contest held during October, the former team winning by four points.

Two busses and several cars furnished transportation for the guests, who included, besides the Beaumont and out-of-town girls, the following department heads and their wives:

Mr. and Mrs. P. E. McChesney, Mr. and Mrs. H. R. Sharpless, Mr. and Mrs. L. C. Singleton, Mr. and Mrs. W. E. Brown, Mr. and Mrs. George B. Morgan, Mrs. C. F. Terrell, Mrs. J. F. C. C. and Mrs. C. B. Melt.

About 75 guests were present.

When they arrived at the park three large bonfires and food galore awaited them. Weiners, bacon and marshmallows were roasted over the fire and this food was consumed along with about twenty pounds of potato salad, 300 buns, we don't know how many pickles, soda pop, and oh, yes—onions! Sybil and Jane must have their onions.

After the "bits" Vanabel Robinson took the guests in charge and with the assistance of Ray Ridley and Mary Lilyerstrom, furnished excellent entertainment during the evening—and how!

Everybody enjoyed the cross-questioning and crooked answers, especially when Mrs. Terrell and Mrs. Singleton gave their answers—and they kept straight faces, too! Ladies, how could you?

Tap! Tap! Tap! The Girls Went Selling!

We have with us here Misses Docia Moore, Alice McMaster and Mary Haynes. Docia sold 39 electrical taps for her side in the recent contest, captained by Alice, and Mary, not having enough to do as captain of the opposing team, sold 52 taps herself!



Mrs. "Hubie" challenged Mrs. "Harry" to a cracker-eating contest and both admitted that they had enough crackers to eat for once. Mrs. "Hubie" lost in the race and had to admit that Mrs. "Harry" surely "knew her crackers."

Five different groups furnished stunts and the competent judges pronounced Alice McMaster's group as winners, who represented the latest in Henry Ford products. Mrs. Wilbanks was the "flat tire" and Frances Emmer took the part as the "nut that holds the steering wheel."

During the evening Mary Haynes and Docia Moore were each presented with a beautiful boudoir lamp as prizes for selling the most electric taps during October. Mary sold 52 and Docia, 39.

About 9 p. m. the crowd called it a day and returned to Beaumont, agreeing that "a good time was had by all."

PERSONAL

Miss Maude Hildebrandt has been transferred from the Billing Department of the Beaumont Office to the Billing Department of the Port Arthur Office. Mrs. Ben Carrier, formerly of the Accounting Department of the Gulf States Utilities Company in Lake Charles, Louisiana, has filled Maude's desk in Beaumont.

Miss Marion Bone has been transferred from the Purchasing Department to the Stenographic Department.

Miss Elizabeth Perkins is a new member of the Purchasing Department, and we are glad to welcome her into the Women's Committee.

Misses Mary Lilyerstrom and Docia Moore took advantage of Armistice Day being a holiday and drove to Docia's home, Kerens, Texas. In all, they covered 700 miles, without a single mishap.

CONGRATULATIONS

We, the girls of the losing team in the Electric Tap Sales Contest, wish to take this means of congratulating the girls of the winning team for their excellent work in selling so many Electric Taps.

We thought we were good but you proved yourselves better and we cannot let your good work pass by without offering our congratulations to you in your success.
 MARY HAYNES,
 For the Team.