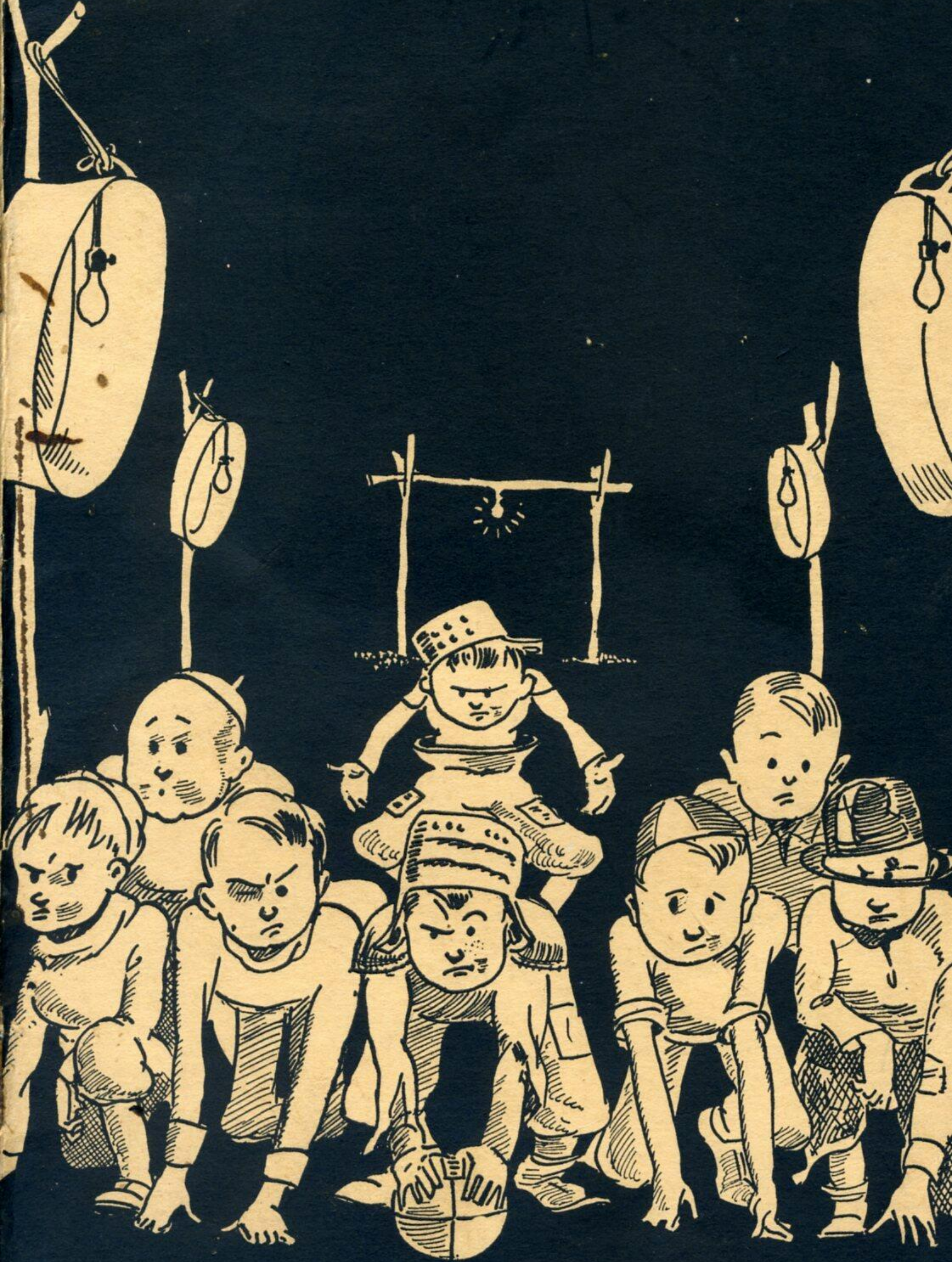


PLAIN TALK



OCTOBER 1939

midnight oil



oil

Now comes Fall and Winter. Vacations are over; the weather is more stimulating, the blood begins to stir, and the curve of ambition takes an upward turn.

Longer evenings are here with their invitations for study or recreation. And along with all the other urges, we feel the spur to improve ourselves in the career which we have chosen. Bogie and budget time is close by. Question: What is in store for the next year? What will be the program?

The Gulf States Utilities Company encourages individual and group study of any subject which will make an employee more efficient to the Company and a greater satisfaction to himself. It recognizes the obligation, yes the privilege, of giving each employee an opportunity to develop to the fullest extent whatever business or technical talents he may possess, and at the same time give him sufficient information about the Company's affairs and about the public utility business in general, to lay a foundation on which to build a well-rounded and successful career.

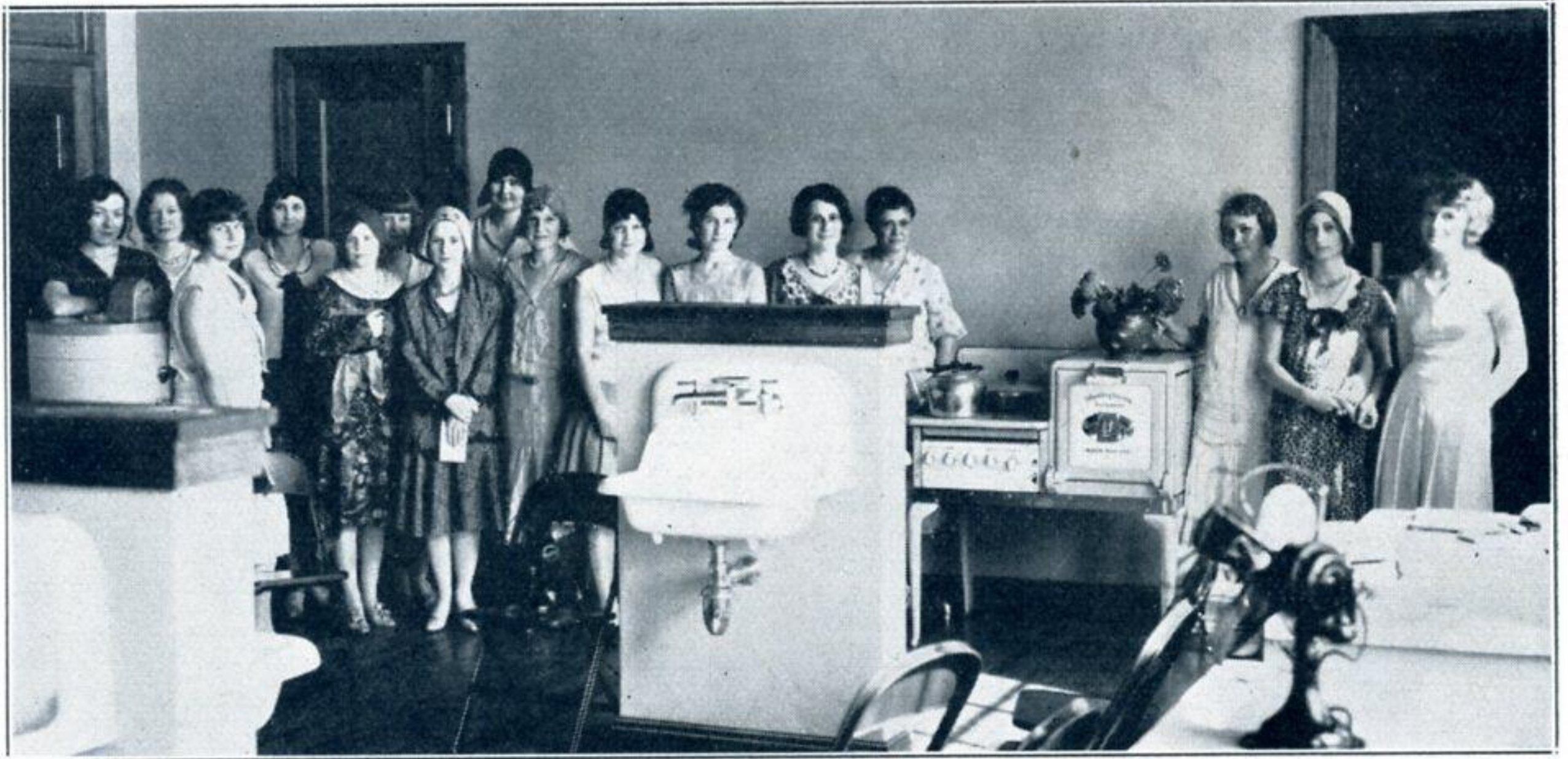
In the past, W. A. Sherman has taken a very praiseworthy interest in the Company's educational activities, and for his devotion he merits the sincere thanks of every employee. Now he has taken on other work, and Fred Johnson, in addition to the conducting of self-development classes will undertake to carry on the job.

Now just a word about plans for the winter. All of us need more intensive training in the mechanics of our business. We need to be better salesmen, better engineers, better meter readers, better stenos, better employees in whatever department we serve, but in addition to the technical details of our particular jobs, we also need to know more about the bigger phases of our Company's business and its larger problems. During this coming winter, our neighbors and friends are going to discuss quite actively the "power trust", holding companies, utility rates and many others of the larger and more general problems of the light and power industry.

In our winter's reading and study and in the classes that we help support, we should make the discussion of these larger problems a part of our programs. Let us ask ourselves a few of the questions that others are going to ask, and let us find their answers, so that we, too, may take part in these discussions with our neighbors. We will not only be gaining interesting conversational material, but we will be finding a more wholesome respect and a more dignified affection for our chosen career.

Tom P. Walker

appliance school at Navasota



A two day study course was held for the girls of the Navasota Division last month to acquaint them with the operation of electrical appliances. Mrs. W. A. Browne, domestic expert of Westinghouse, conducted the meeting in the Domestic Science department of the Navasota High School.

In the picture from left to right are Ruth Hailey, Conroe, Ruth Meekins, Cleveland, Annie Frances Spann, Navasota, Millie Matcek, Somerville, Grace Beeler, Huntsville, Billie Edwards, Navasota, Mary Magee, Groveton, Mrs. Lamoyne Goodwin, Navasota, Mrs. T. S. Walker, Franklin, Selma Birmingham, Hempstead, Julia Peterson, Navasota, Mrs. R. C. Wakefield, Conroe, Imogene Seeley, Alvin, Mrs. W. A. Browne, of the Westinghouse Electric and Manufacturing Company, Laura Burnitt, Calvert, and Julia O'Rear, Franklin.

Navasota news

On September 5th, Jim Baird, formerly Watch Engineer and Dispatcher in the Navasota Plant, was transferred to Dayton where he will take up a similar job.

Jack Jett has "blown himself" to a new Chevrolet sedan. That's what marriage will do for you!

Mr. and Mrs. R. E. Tucker spent the weekend of September 7th with his brother in Beaumont and while there they visited the many interesting power stations and refining companies in and around Beaumont and Port Arthur.

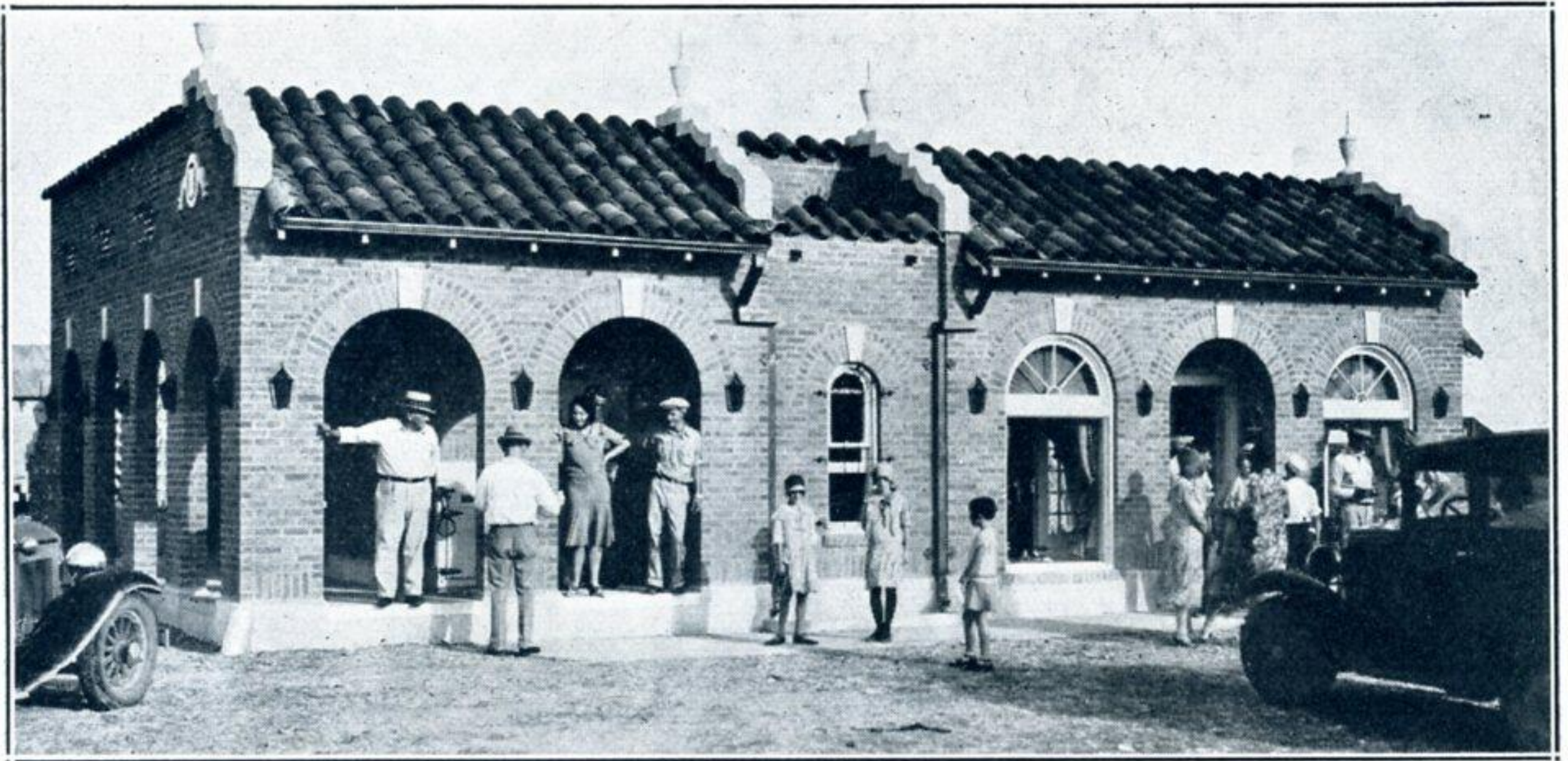
Due to trouble in Caldwell in the water department, Mr. Bridler and Mr. Tucker spent several days there. The

pipe in the well had rusted and dropped forty feet and after removing the pipe, which had been estimated at eighty feet, they found that in reality it was 184 feet long. As the pipe was pulled, they found a 4 x 10" wedge, a 7-8" nut, and a 25 calibre automatic pistol in the pipe.

The Navasota division extends sympathy to Mr. and Mrs. E. W. Ward at the loss of their baby, Edwin Jr., on September 1st. The funeral was held at Gatesville, Mr. Ward's former home. Mrs. Ward is remaining with Mr. Ward's mother for awhile before returning to Navasota.

Mr. C. W. Shrigley has been in Navasota for several days auditing our books.

Port Neches plant



Several hundred people gathered to help the Port Neches force open their new building September 13. From three o'clock in the afternoon till late that night a stream of visitors came to sample the delicious punch that Mrs. Myrtle Johnson and Theresa Kaper were serving and to congratulate A. C. Handley

on his neat new shop. Mrs. Johnson is in charge of the new office, having been transferred from Nederland. It is one of the most modern structures of its kind in the Texas Division and Dan Poulson, Uncle Dan Tucker and the construction crew are to be congratulated on the arrangement of the ice storage vault and the office.

news from Port Arthur

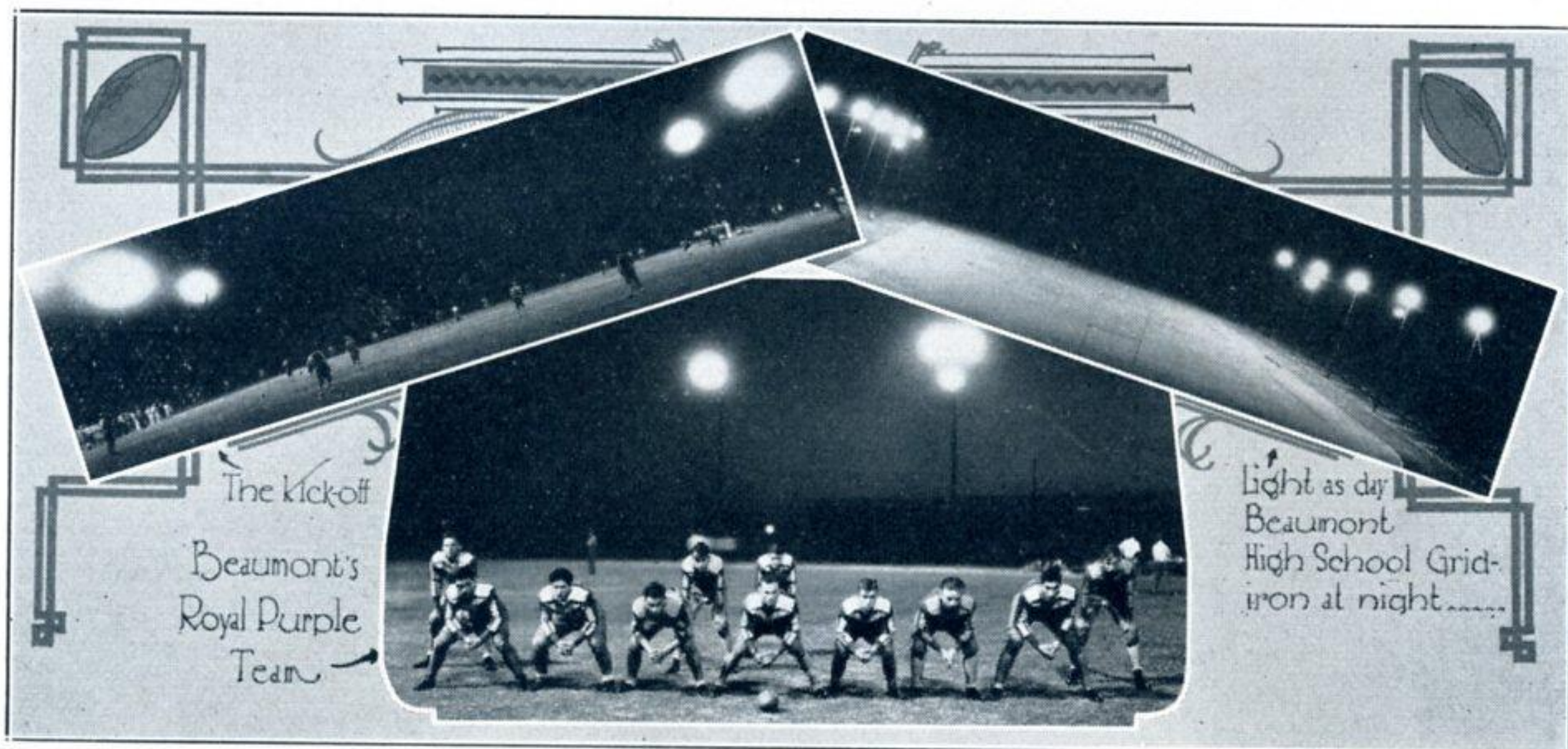
On August 26, the Women's Committee held their monthly meeting in the form of a watermelon party at Nederland, having as hostesses Miss Theresa Kaper and Mrs. Myrtle Johnson. After the party, everyone journeyed to Port Neches and inspected the new office building which everybody agreed, was the most artistic small office ever seen.

Port Arthur isn't trying to compete with Beaumont when it comes to weddings—but on the 13th of September Miss Curtis Cochran of the Meter Department changed her name to Mrs. Baker Barnes. To both we extend our best wishes for a happy future.

Incidentally—it is rumored that Harold Purcell is to "put one over on us" soon and bring a very attractive little Miss from Navasota to Port Arthur—and doggone if he didn't do it! Miss Judith Lott is now his bride; they married September 19th at Navasota. Here's best wishes!

Miss Dorothy Stevenson left the employ of the Company on September 1, 1930. We will all miss Dorothy's happy disposition around the office. Dorothy stayed with us only a year, and made lots of friends with the Company. She has accepted a position to teach Junior High English in Port Arthur, and on discussing her decision to teach she was heard to remark, "It's not only the school I adore—but the principal of the thing."

night football



Night football is now an accepted fact. Beaumont High School has lighted its field, one of the best in South Texas, for night playing and opened its season under the lights on September 19 before the largest opening crowd in its history. Though the day had been warm, the evening was cool and the game was thoroughly enjoyed by the big crowd who could plainly see every play.

A total of 52 1500-watt lamps, mounted 55 feet above the ground in batteries of three lamps, with auxiliary lamps to light high kicks, make the field bright as day. A total of 78,000 watts is installed, the installation of the transformers, the ten 65-foot poles and the lighting equipment all being done under the supervision of Company engineers and by men of the distribution department.

new coach for quintet

The Gulf States Utilities Company basket ball squad will be called together for a meeting October 15th at the Travis Street Station, where arrangements will be made for the schedule for the coming season.

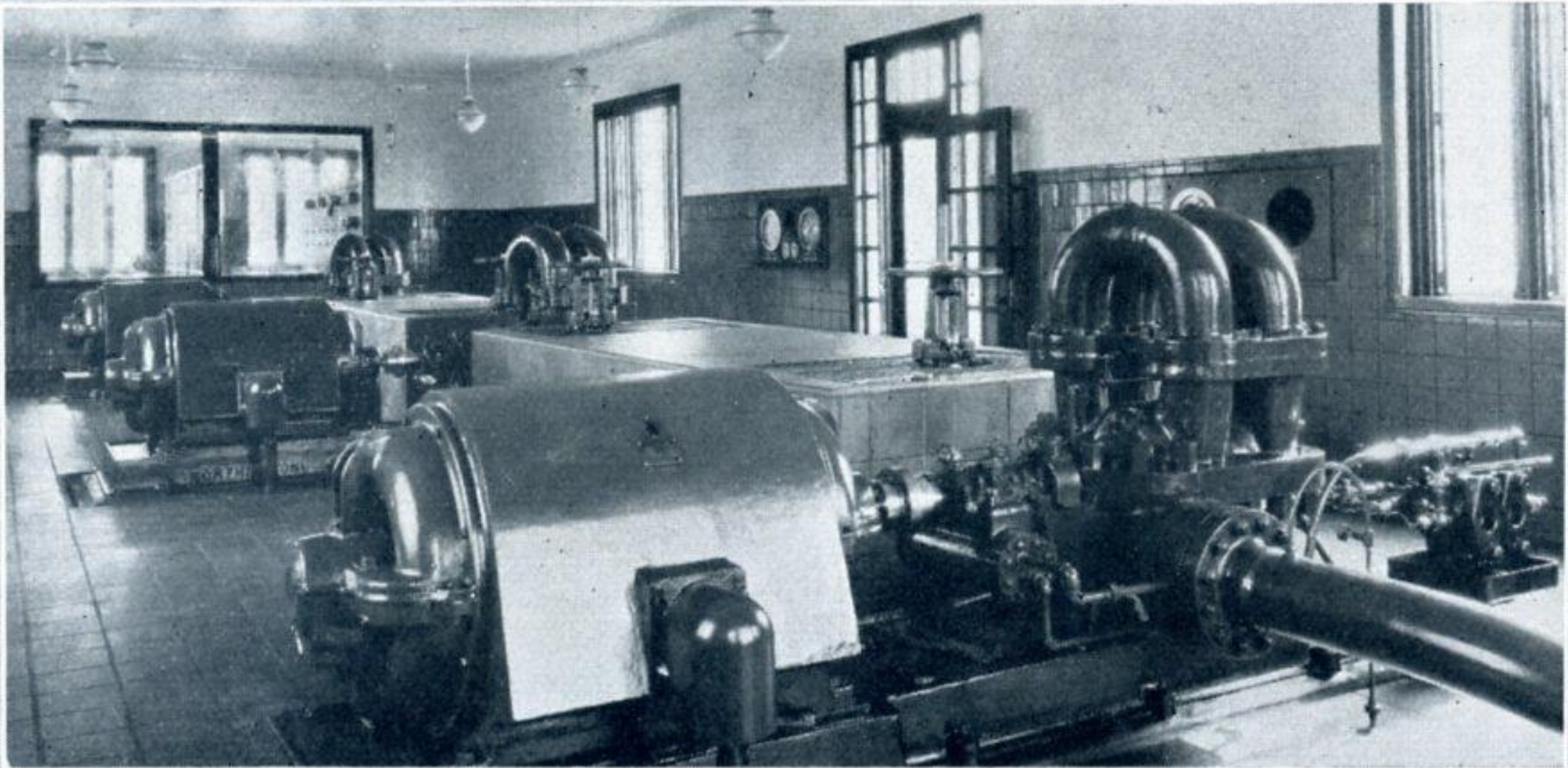
Many likely new prospects will be among those present at this meeting. Some of them will put in a determined bid for a place on the 1931 quintet. Among the new faces will be: O. G. Floyd, H. Rafferty, J. M. Blanchard, W. O. Murchinson, O. Jacobsen, R. Roy, G. Schluntz, F. Grimes and E. Henry. Others who saw service last year include: J. Johansen, A. Poulson, C.

French, T. O. Charlton, E. E. Price, B. Buckley, W. Ricks, V. Davis and E. Dawson.

Owen G. Floyd, who recently came to the company as power sales engineer, will coach the squad. His fifteen years of experience and natural interest in the game make him an ideal selection. Following three years in high school in Terre Haute, Indiana, he played five years of professional basketball with the Muncie, Indiana, Y. M. C. A. against some of the best teams in the Middle West. He has played every position on the court and is capable of turning out a winning combination if his material shows a willingness to work.

Games will be scheduled with some fast companies during the winter and an exciting season is in store for the team.

new pump station



By J. B. Coltharp
Distribution Department

If you like history, winding roads, pine woods, exploration, and desire to see what lines the Distribution Department has recently built about sixty miles north of Beaumont, you should drive up to Chester, Peach Tree Village and the Pure Van Pumping Station. When you leave Woodville for Chester you really start exploring, for the road is rough and winding. After about an hour's

drive you will come to Chester, and then it is only about two more miles on to Peach Tree Village where a sign board tells the interesting story of that historic spot.

Our distribution system was extended out to Peach Tree Village to serve a part of the old Kirby estate where John Henry Kirby holds his annual birthday celebration.

The Pure Van Pumping Station is also
(Continued on page 17)

when lady luck smiled



Above: Andy takes off. Left: Mr. Edmundson hands him his ticket to Philadelphia. Below: At left I. F. Daniel of Cleveland and Clint Wakefield of Conroe and the other Bogie Busters. Standing left to right, Benny Stagg, Beaumont; Rhea Hudnall, Hull; Sam Houston, Beaumont; R. I. Morrison, Beaumont; Rod Honsberger; George Johnson, Nederland; Blackie DeCuir, Port Arthur; George Minton, Port Arthur; Doc Charlton, Beaumont; Ellis Taylor, Orange; Geo. Peglar, Dayton; A. B. Hays, Port Arthur, Frank Quaidy, Beaumont; J. R. McCann, Beaumont; Fred Johnson, Beaumont; L. E. Thorne, Port Arthur; John Gouldy, Edmundson Refrigerating Corp., Houston. Kneeling: Marcus Andrews, Beaumont, Joe Hatley, Orange; F. P. Allen, Beaumont; Frank Smith, Port Arthur; Earl Clubb, Beaumont; J. B. Bishop, Port Arthur, and a representative of the Edmundson company. Jerry Outlaw stepped out of the picture which was made at the Houston Yacht Club.

bogie busters' big blowout

Andrews wins series trip

The World Series Refrigerator Sales Contest—the feature event in this record-breaking sales year—reached its climax the night of Saturday, September 27, with the announcement that Marcus Andrews, Beaumont District Representative, was the lucky winner of the free trip to the World Series in Philadelphia, donated by the Edmundson Refrigerating Corp., General Electric Refrigerator Distributors, Houston.

Mr. Andrews left Monday afternoon planning to combine his annual vacation with the trip East and do the job up brown by running over to New York and up to Boston from Philadelphia. The drawing, held in accordance with plans previously announced, took place at the Houston Yacht Club with Mr. E. B. Edmundson drawing the names from the box.

Commercial Manager McChesney, who planned the World Series Contest and announced it at the meeting of Superintendents and Salesmen earlier in the year, arranged the big Whoopee party that brought the contest to a close. One of the big Eastern Texas Electric Company buses, loaded to the guards with bogie busters, left Beaumont Saturday afternoon for San Jacinto Inn where they were met by the Navasota bunch. Following supper at the Inn as guests of Mr. McChesney, the bogie busters boarded Mr. Edmundson's cruiser, "The Mystic", and cruised to the Houston Yacht Club where members of Mr. Edmundson's sales organization were already gathered, and where they were guests of Mr. Edmundson Saturday night and Sunday, returning home Sunday afternoon.

The trip to the World Series was the second prize of major importance won by Mr. Andrews this year. He was winner—and he had only two chances—of the set of matched golf clubs given away as the grand prize in the annual golf tournament several months ago.

Some of the high spots of the trip were:

Benjamin Stagg's lack of control.

The ability of Claude Lazenby, six star operator of the bogie buster bus, to miss ferry supports by three-thousandths of an inch.

Rod Honsberger's distaste for tartar sauce on pineapple sherbet.

R. I. Morrison's record time between Beaumont and Raywood.

Jerry Outlaw's perfect control.

Sam Houston's hysterical laughter.

P. E. McChesney's appropriately re-naming an innocent game called "apple cider"—sweat.

Mr. Edmundson's geniality.

And Mr. Gouldy's anxiety to see that everyone had a good time.

kwh contest grows hot

When the August figures were released in the Home KWH Sales Contest being waged between the Navasota, Beaumont, Lake Charles and Port Arthur Divisions of the Company, they placed the KWH crown atop the head of L. C. McClurkin who leads the Navasota Division and put the big pants on J. B. Bishop, of Port Arthur.

W. D. Sproule of the Lake Charles Division and Parker Allen of the Beaumont Division are in a mighty big sweat over the results. Verily, those big pants which Pat Bishop has been wearing for a month, would hang in folds like a circus tent on Mr. Allen and it would be a new angle on the jewels of the crown if they were mingled with the unruly locks of Mr. Sproule.

OFFICIAL FIGURES FOR AUGUST

Division	July 31 Kwh on	Aug. 31 Kwh on	Gain Kwh	Pts.
Navasota	511.9	522.47	10.5	206
Beaumont	463.8	472.3	8.5	183
Lake Charles	513.1	521.3	8.2	160
Port Arthur	413.3	437.8	6.48	150

a golden opportunity

employees' special offer



A golden opportunity for employees to earn extra money, and also to become electric range owners and enjoy the advantages of electric cookery, is offered by the commercial department in connection with the greatest electric range and electric water heater drive ever launched by our organization.

The Company will pay employees \$5 each for tips that result in the sale of either range or water heater at regular sale price. All that is required is that the employee make the opening sales talk to the prospect and build up interest. Then, on a prospect card secured from his department head or local superintendent he turns in his "tip." A regular salesman closes the sale and the employee receives the \$5 bonus.

The Westinghouse Cabinet Royale automatic electric range is being offered to the public at \$1 down with two years to pay balance and \$20 trade-in allowance on any old stove. The offer will be effective to December 1.

Rock Bottom Terms to Employees

The Company has made it even easier for any employee to enjoy electric cookery. The sale range will be sold to employees at cost and the Company will allow up to \$25 on installation. You may take two years to pay.

Now is the time to get busy earning easy extra money for Christmas or that new radio. Now is the time to familiarize yourself with the advantages of electric cookery . . . its fast, clean, economical, automatic operation. Now is the time to start enjoying electric cookery in your own home.

Sherman, Johnson and Guelfi shift

September witnessed three shifts in the personnel of the Beaumont office that are of wide interest in the Texas Division.

W. A. Sherman, who has been in charge of personnel work for the past two years became assistant to President Walker and Vice President Terrell. He will continue to handle employment in addition to his new duties.

F. F. Johnson who has been director of personal improvement classes for the past three years, is now in charge of all educational work in the Company. He will direct all employee activities and earnestly asks the cooperation of everyone in making the various classes and activities sponsored by the Company of the greatest possible benefit.

Pete Guelfi, who for three months has filled the temporary office of assistant to the Vice President, is now in the Power Sales Department as engineer. He has been with the company since he graduated from Texas A. & M. College in 1926 and has demonstrated marked ability in the discharge of every duty entrusted to him.

To all these fine fellows "Plain Talks" extends congratulations.



Caldwell notes

T. A. Sandidge, our chief engineer, advises us that little Miss Sandidge arrived September 12, weighing nine and one-half pounds, and that both she and her mother are doing nicely.

R. F. Poland and his crew are spending some time in Caldwell, building an additional vault for the turkey packing plant.

Mr. and Mrs. I. C. Moore returned on the 21st of August from a vacation spent in Memphis and Nashville, Tenn.

a story of results

company enters S. & W. contest

**WE THANK YOU,
MR. McLAUGHLIN**

Boston, Mass., Sept. 12, 1930.
Mr. Tom P. Walker,
Gulf States Utilities Co.,
Beaumont, Texas.

Dear Mr. Walker:

I have been greatly interested in and enjoyed very much reading the presentation of your Company in the Sales Contest. The accomplishments have been outstanding and significant, and the presentation is as attractive and fine as any I have ever seen.

We had quite a conference this morning discussing the matter of advertising with some of the officials of N. W. Ayer & Son, and I took occasion to show them this brief. They were greatly interested and one of the Vice Presidents took my copy along with him to look it over. They praised the presentation very highly, which I know will be gratifying to you and to the fellows who labored so diligently to develop the masterpiece.

It seems to me that the presentation has been like an artist painting a picture, and that frontispiece certainly portrays the brotherly and fighting spirit of your organization.

My congratulations!

Sincerely,

(Signed) J. F. McLaughlin.

When Gulf States Utilities Company has a story to tell, there is nothing like "getting 'em told" in the estimation of Mr. McChesney, Commercial Manager. So when it came time to present a brief of accomplishments to the committee of judges in the first stone and Webster Sales Contest, the Texas Division had a real story to tell and told it in a manner to win the praise of the officials in Boston.

In brief the brief is a story of results of well directed sales efforts to build a widely scattered territory into a well-knit unit. New sales practices, novel and effective selling schemes and sound business practices have made sales in the territory show a constant upward trend, even in the face of stiff competition.

The brief was carefully prepared with an eye not only to telling the story as a story, but to showing the widely varied sales activities at work, getting results.

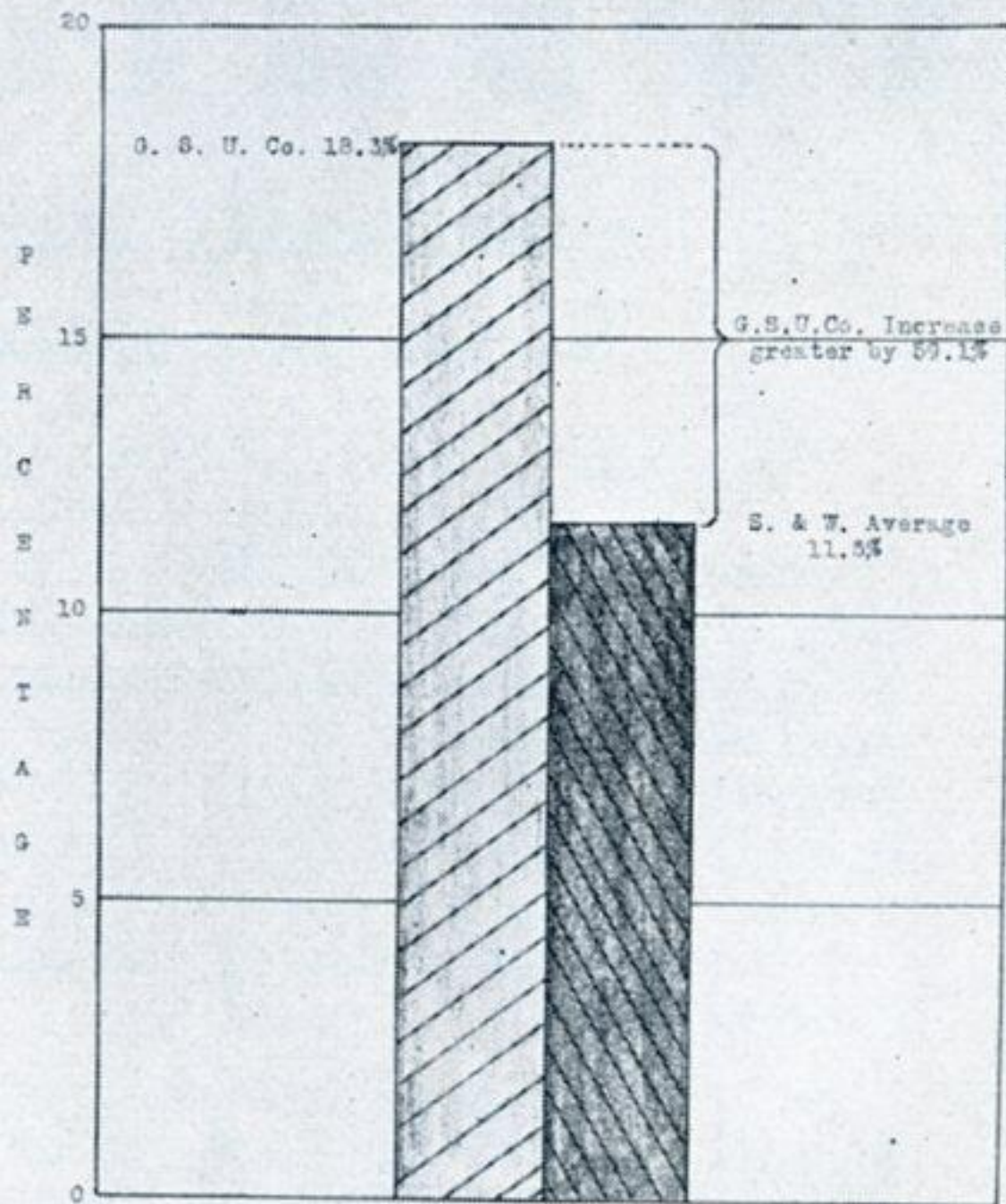
It would be impossible to give the readers of Plain Talks the whole story. But every department plays its own indispensable part in building up the territory and the work of each is reflected in this graphic account that the judges now have in their hands. The words of Mr. McLaughlin are proof enough that it has made an impression.

The following two pages will give you an idea of its contents and appearance.

Steele goes up

The many friends of A. S. J. "Sid" Steele, who knew him when he was Purchasing Agent for our organization, will be glad to know that he has been transferred from Western Public Service Company to the Puget Sound Power & Light Company as Manager of the Bremerton District with headquarters at Bremerton, Washington. Sid left Beaumont in 1927.

KILOWATT HOUR RESULTS
 PERCENTAGE INCREASE IN KILOWATT HOUR CONSUMPTION
 PER HOME CUSTOMER FOR GULF STATES UTILITIES COM-
 PANY COMPARED TO STONE AND WEBSTER AVERAGE



Here again we see the results of a well balanced merchandising program.



NIGHT-TIME IS BRIGHT-TIME
AGGRESSIVE SELLING ADDS KILOWATT HOURS

A 42 KILOWATT LIGHTING LOAD IN ONE SERVICE STATION ALONE -

FLOODLIGHTING EARNS A PLACE IN REAL ESTATE - PROMOTION

THE BIGGEST SIGN IN TEXAS OR THE TALLEST HOTEL

NIGHT - TIME IS BRIGHT - TIME -

— THANKS TO AGGRESSIVE SELLING

AREA	
Population Density	
Per Cent Negro Pop.	
No. Miles Transm.	
No. Miles Distrib.	
Division	(No. Comm. / No. Real. / Other C. / Populat.)
Liberty Division	(No. Comm. / No. Real. / Other C. / Populat.)
Kansas Division	(No. Comm. / No. Real. / Other C. / Populat.)
Total Communities	
Total Residential	
Total Customers	
Total Population	
This territory square miles than entire Rhode Island its per square of thirteenth that of	

A STORY



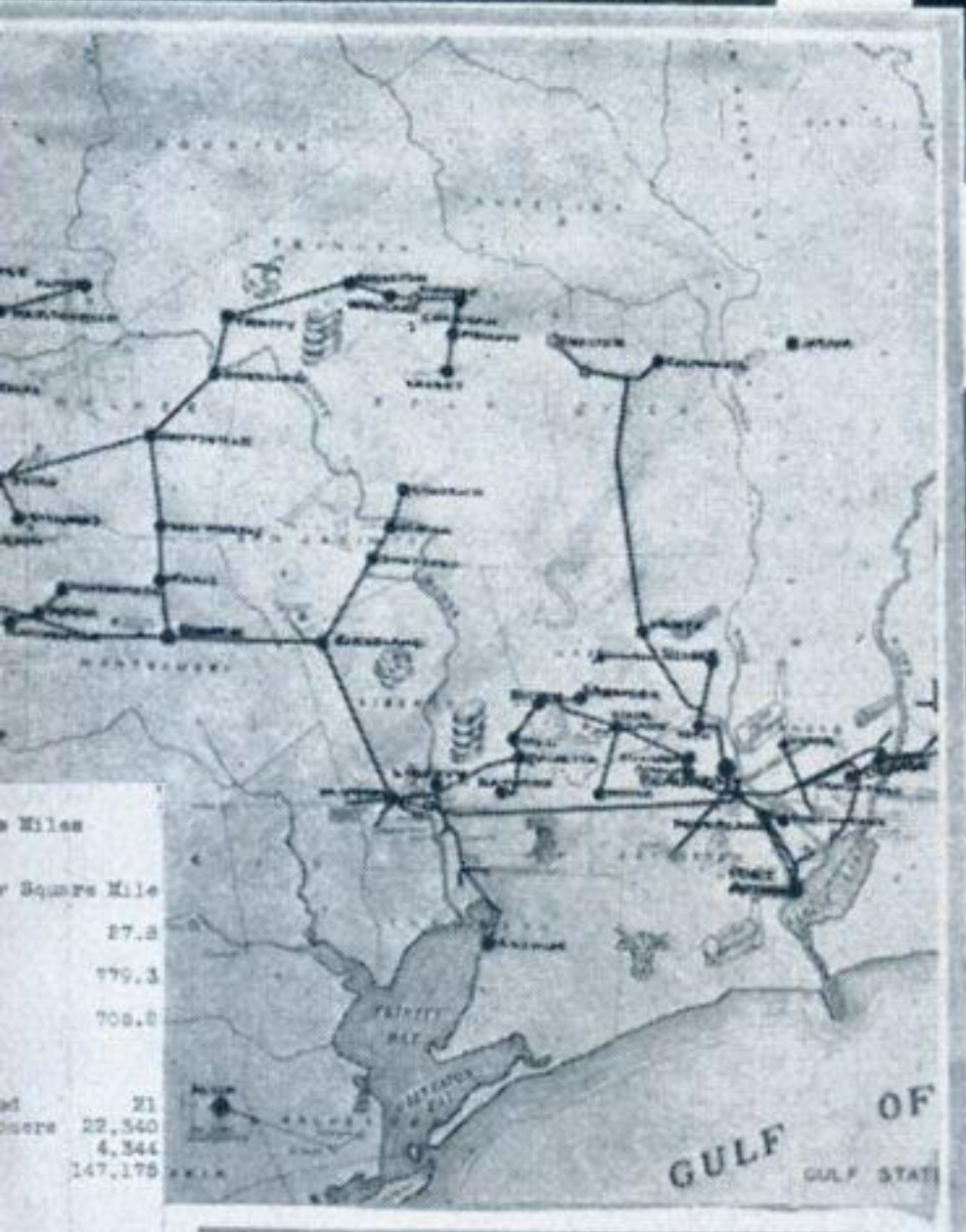
COOKING SCHOOLS

LIKE THESE

and WORK WITH

DOMESTIC SCIENCE CLASSES like this

RESULT IN ELECTRIFIED KITCHENS like these



The
TERRITORY
 GULF STATES UTILITIES
 COMPANY
 TEXAS DIVISION

KWH KWH KWH
 SELL 'EM!!

THE BATTLE CRY

KWH - KWH - KWH - SELL 'EM!

Down in Texas that's the battle cry of the organization known as Gulf States Utilities Company. Into the home -- out to the farm -- into industry -- up the highway -- down the byway we are crusading against drudgery, inconvenience and wastefulness by selling kilowatt hours. The story we present in these pages is primarily a story of results and the very definite program that has made them possible. No miracles. No hokus-pokus. No fiction. Just a story of simple fact concerning our achievements in the sale of kilowatt hours.

OF RESULTS

women
enjoy
annual
visit
to
neches
station



Three cheers for the good ship Lillie E! You hadn't heard of her? She's the nifty little craft out at the Neches Power Station that carries the boys back and forth when the road is flooded and—well, we don't know what her other regular duties are, but we know that she showed the Women's Committee a swell time when they went visiting out to the Neches Station. They're in favor of making her an honorary member of the committee as all the "hers" in the company automatically become members of the Women's Committee. By dividing the party into three groups everybody got a fine ride down the river and around the island (one of them) under the supervision of Skipper Sharpless. Skipper? Why sure, he's the fellow who kept skipping through the boat showing the girls the beauties of the river, answering questions, etc., and had his picture taken surrounded by fair maidens on Lillie E's "back porch."

Company buses carried the girls out to the Neches Station on the afternoon of August 27, for an inspection trip of the plant and with Mr. Eddins and several others leading the way the girls wound their way among the turbines, condensers, boilers or what have you. One welcome feature which has been

added since old timers recall first having "inspected" the plant is the elevator which takes passengers right up to the roof. From that vantage point the countryside for many miles around may be viewed.

Following the trip through the plant and the aforementioned rides down the river, picnic lunch was served on the Power Station grounds.

Alice McMaster
leaves office

Query: What's the big idea of Al McMaster's departure as Mr. Terrell's secretary? She has been doing well there for over a year and so far as we know her services were satisfactory when she was Mr. Sharpless' secretary before that. But quit she did! She took down her last pothooks September 30 and pounded out her last memorandum just at five o'clock. Then she gave her desk key to Jane Adams, smiled a last smile at W. A. Sherman and walked serenely down the stairs with—C. B. Barron. "There's a long long trail a-winding . . . tum-te-dum-te-dum" you know the rest.

women elect new officers

Miss Lilyerstrom to head committee

At the regular monthly meeting of the Women's Committee, held September 24 in the Substation Assembly Hall, officers were elected for the ensuing year. Ethel Douglas, Mary Lilyerstrom and Eliza Bryan were nominated for the office of Chairman, Mary Lilyerstrom being elected. Estelle Pipkin won over Dorothy Stahl in the Secretary's race.

Mrs. Ruth Wilbanks and Elsie Murray, the retiring Chairman and Secretary, have completed a very successful term as officers of the Women's Committee, and our Company looks forward to a continuation of the many useful activities that have in past years so distinguished the organized efforts of our girls.

The choice of Mary Lilyerstrom marks the second time that she has been selected by her co-workers to lead the activities of this important committee. In 1926 she was instrumental in strengthening the organization which had been launched several years before, and her untiring efforts in the promotion of Committee work have kept her continually prominent.

The repeated honor of the Chairmanship could be bestowed on no one more deserving of the prestige and opportunity that goes with the office.

Miss Mary did not let the grass grow long after election before she issued a bulletin to all the Committee asking the interest and cooperation of every member in carrying out the program of the year, explaining the scope and purpose of the organization.

For the information of new members and those unfamiliar with the functions of the Women's Committee she outlined the objects of the organization as embodied in the three following points:

1. To acquaint ourselves with the fundamentals of the Public Utility business in general and of our Company in particular.

2. To equip ourselves with such information that will create better relations between the utility and the public.

3. To perfect an organization among women employees whose members through increased knowledge shall better render an efficient, loyal, intelligent and courteous service.

And to show that she plans to lead the Committee to a year of achievement she gives four factors that make women employees recognized as equal to their gentlemen friends in ability and asks that they be kept in mind through the year.

"Men are realizing that when women apply themselves to their tasks they can be as worthy of responsibility as men," said Miss Mary. "When women can show that they are capable, that they can be relied upon, that they can stand up to hard work and that they can cooperate, then they are called upon to share the responsibility that heretofore only men have enjoyed. We plan a year of work toward making the women employees of this Company a vital part of its every phase."



G. S. U. Co. sextet plans second season

The black and gold suited girls' basketball squad with a year's experience behind them will be a fast outfit the coming year. Last year was the first in which the Company was represented by a girls' team and they made a great hit by proving that they were a winning combination. The squad will show better with at least two new additions: Mrs. Pearl Krauel and Miss Jennie Lou Peck. Pearl played on the Orange High School team four years and captained the last two; Jennie Lou, known by her associates as "Wee Wee", played for Central High School of Fort Worth. The squad will be made of players from last season with a few additions and should make a strong bid for the city girls' title.

departmental news



production paragraphs

Bob Guidry is back from the "old country." He had been loaned to the Louisiana Steam Products Company for a few months while they were straightening out their plant kinks.

The following at Neches Station are asking for a return engagement of the meeting of the Women's Committee: Willie Prejean says there are lots of places about the plant that he has not shown the girls yet; while "Skipper" Lawton and "Engineer" Webb insist that the Lillie-E was just getting warmed up last time. Ray Gay says, "O'-yea-a! Anyway if A. J. Reed and "Red" Burgess hadn't fixed up that whistle it wouldn't have seemed nearly as much like the 'Showboat'." It is reported that Mr. Sharpless also went; well, nobody swam home, so I heard.

L. E. Stagg, J. A. Keith, J. B. Caldwell and J. F. Bagwell left Neches Station to return to school. W. E. Long left Lakeside Station to teach at Texas A. & M. College, while F. F. Axtell and K. Moss have returned as students. J. C. Worley, F. G. Meyer and B. H. Moore left Sabine Station to take up their studies. Kirby Jones quit the load dispatcher's office at Travis Street Substation to take up his school work at A. & M. College as "Fish" Jones. Don't tell us that this department doesn't have educational tendencies.

The Production Department Yacht Club met a watery grave with the emersion of the "Loose-E". This fine craft (fourteen foot, one lung) now lies on the bottom of the Neches river, sunk by rain water. Its three mourning owners, O. K. Beard, W. W. Eckles, and Julius Caesar Tucker are bargaining with the United States Salvage Service to float the craft at an early date.

Monte Marshall, Production Department inspiration, had an interruption to service of more than a week when she lost a bout with Kid Tonsilitis and took the count of 10 (days).

the meter gang

Frank Jones, in the Meter Department, married Miss Billie Oglesbee in Lake Charles, Louisiana September 20. It was all a big surprise until W. H. Brader had made his morning round! Anyway, we wish them the best.

J. S. Smith and A. E. Read have been assigned the duties of renumbering the meters of the whole system.

Lewis Lengneck has been transferred from the Illumination Department to the Distribution Department.

Johnny Wakefield is a new member of the Meter Department. He was recently transferred from the Service Department.

W. V. Holik, W. H. Brader, C. W. Ingham, R. A. McAlpin, W. E. Herrin, and Lewis Roberts took a fishing trip about the middle of September. It is rumored that Shorty Herrin sets up a mosquito net over the creek bank and so fishes in solid comfort. Walter Brader was the sea going member of the crew. He took off in a leaky boat and barely made the shore.

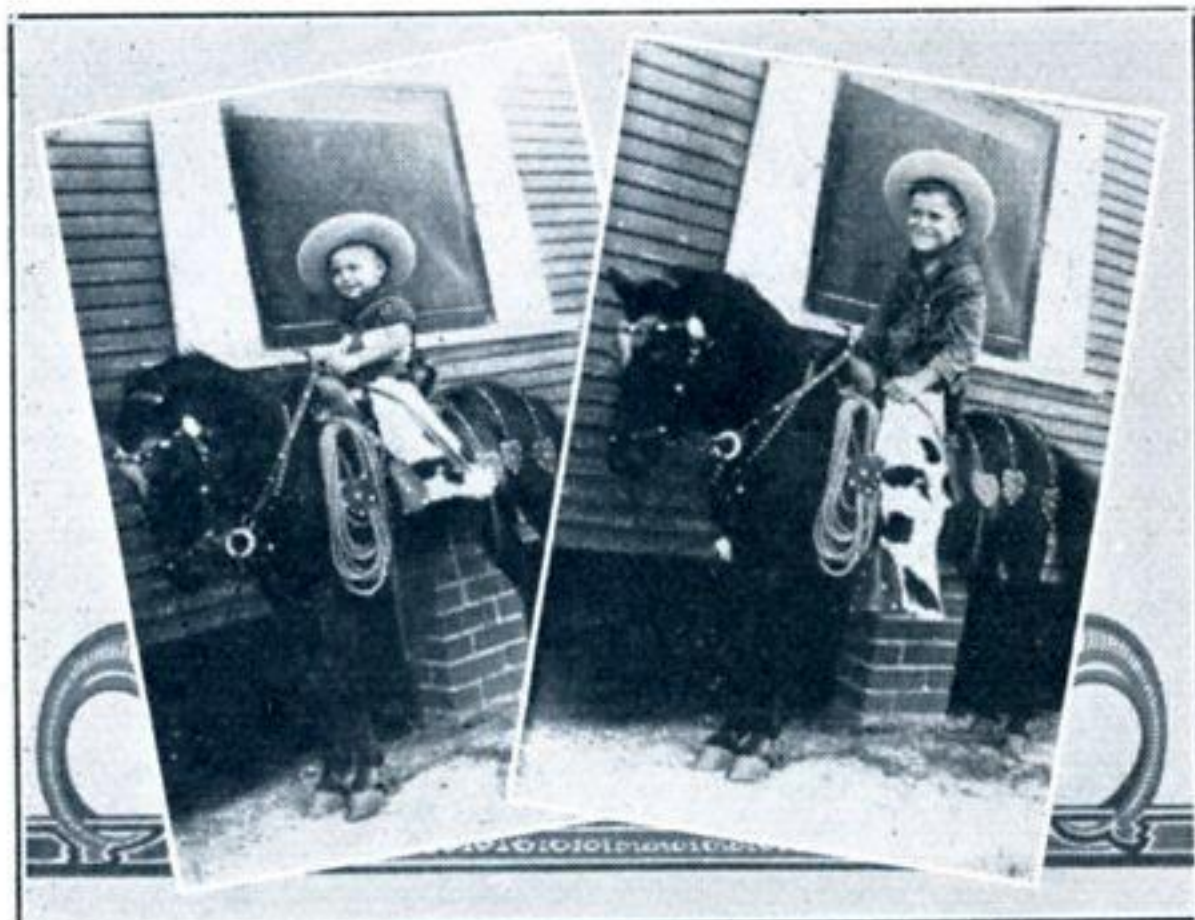
engineering department

H. A. Duncan who has been experimenting with a small airplane for several months put his ship in the garage for the winter. He says he will have it already for its maiden flight next spring.

Dan Poulson drew the plans and supervised the construction of the new Port Neches plant. Uncle Dan Tucker, the refrigeration engineer, was his right-hand man.

Jesse Chandler will take off pretty soon for Monterrey. There's no telling what will happen.

ruff riders



These gentlemen, kind reader, are James Milton Hyatt, age 2, and his big brother, John Lee off for a gallop after bad men down at Port Arthur. Their dad is John Lee Hyatt of the Port Arthur Distribution department.

vacation briefs from Port Arthur

Fred Davis, Chief Clerk, departs on October 1st for Boston—(The Home of "BEANS") to visit homefolks—so he says. He will also attend the National American Legion Convention, as well as visit our Boston office.

Frank Smith—Colorado and Old Mexico—We don't know whether the tired look is due to too much driving or an over-indulgence in Mexico. We notice that he goes around whistling "It happened in Monterey"—Wonder if it's the Revenue Officer he's thinking about.

George Minton—Nacogdoches—Fishing. Understand really caught some.

Mildred Smith—Athens and Crockett. Also brags about eating fried chicken three times a day.

Blackie DeCuir—Moss Lake—Fishing. If he can catch fish like he can catch G. E. prospects—it's just too bad for the fishes.

Lee Stanley—San Antonio, Corpus Christi—We'd like to know more about the card he sent back to office addressed to "Sweet Dumplin'." Switchboard operator was the recipient.

F. T. Hargroves and Burris Hays—It wasn't a vacation trip but it was a

trip that needs mention. Late one afternoon, it developed that a unit in a milk cooling machine recently installed would not function properly. These two men worked on the machine until they found that they could not fix it—and about eleven o'clock that night 'phoned Edmundson Refrigerating Company in Houston and ordered another unit and jumped into a truck and made the trip to Houston after the unit. They arrived back home at 3:00 A. M. and in half an hour had the unit installed and until this good day it is working in first class condition. The customer appreciated this service and the whole Port Arthur Division considers this an outstanding example of voluntary service to our customers.

Ernest Figari—Galveston—Has some wonderful fish stories to tell. Wish he'd brought some of those large mackerel back. He has a new way of setting out bait—mostly under Murdock Bath House. Wonder just what luck he had.

Fred Todd—Timpson—Enjoyed a fox hunt for a week.

Mrs. E. K. Jones—Dallas—Visiting relatives. Believe it or not—but Mrs. Jones claims she went on a camping trip.

Mrs. Amy Oubre—Port Arthur—Spent her vacation recuperating from a tonsil operation.

L. E. Stafford—Mexico—Judging from the cards he sent back, we know he went places and did things.

L. J. Johnston—Alabama—Visiting and sight seeing.

Miss Maude Hilderbrant—Milano—Visiting in the old home town.

M. J. Babin—White Castle, La.—Spent his time eating shrimp and drinking home brew.

Sidney Hebert—Lake Charles, La.—On lookout for a ball game.

Bill Caughlin—Stayed home and played golf every day and is displaying a good coat of tan as a result.

Mrs. Frances Trotti—Hot Springs, Ark. Claims she holds record for eating fried chicken while away.

Mrs. Bessie Allen Carter—San Antonio, Mexico, and Dallas. Getting acquainted with her new "In-Laws."

Miss Hyacinth Eden—New Orleans—When asked about her trip Hy says: "I didn't do nuthin',"—all of which means she "Did things".

Conroe stages big party



The Conroe and Cleveland employees held their annual encampment at Grand Lake on the 4, 5, 6 and 7 of September. The women folks stayed at camp all of the time and the men folks came in during the day and carried on their work, and returned to camp for their meals and to spend the night. There are lots of things to tell about this encampment, in fact we could fill in the entire "Plain Talks" with interesting things that happened. Red Boswell was the champion chicken killer, "Sherbet" Earthman furnished most of the entertainment and practically all of the military drill. Supt. Hereford won by slight margin over "Runt" Coleman in pajama parade. We had no fishermen to speak of, so we ate barbecue instead.

"Hot Hips" Sisco, versatile quarter back of Conroe High School in former years, recently joined our Company. He filled the vacancy in the electric department left by J. C. Long who was transferred to the Groveton district.

W. C. Sadler, Cashier, recently purchased a S-62 G. E. refrigerator which makes him a user of all the major appliances as he was already using a range and water heater.



100th range for Huntsville

Huntsville connected its 100th electric range to the lines in September. There are now 103 range users among Huntsville's 572 home customers. Superintendent Gus Hollinshead and Jimmy Odom, the district representative of that thriving city, sold nine ranges in September. They have made a good record this year despite discouraging business conditions, and are working hard to keep Lee McClurkin's KWH crown perched securely on his head.

Brady lands a big one



A six foot tarpon weighing 106 pounds was landed by Superintendent John Brady and W. B. Ewing near Anahuac recently. Here the two nimrods are showing off their catch after the big scrap they put up to land him.



the low down on the operators

Since the last Trainmen's party everyone knows why all the City League baseball teams were anxious to sign Pop Pressler. He was the pitching hero of the day.

Bill Gaines is convinced that a loud cap is not all that is needed to be a ball hawk. For a real first-class umpire see Ed Frost.

Buddy Ward says that as long as there's life there's hope. He is still trying to win an accident contest, but old age may defeat his purpose. Two Frenchmen are hard to beat. Frenchy Sheffield and Alphe Vincent walked off with the last accident contest.

Claude Lazenby made a big hit with the D.R.'s on that trip to Houston. He is not only a first-class bus operator but a real guy.

a nice string



Four fine fishermen are these fellows. From left to right they are Charles Johansen, Jr., H. Hahn, A. J. Johansen, who adds figures for Jimmy Linnehan in the Beaumont accounting department, and his uncle, Charles Johansen, treasurer of the Houston Electric Company. The picture was made during Joe's vacation which was spent near Galveston.

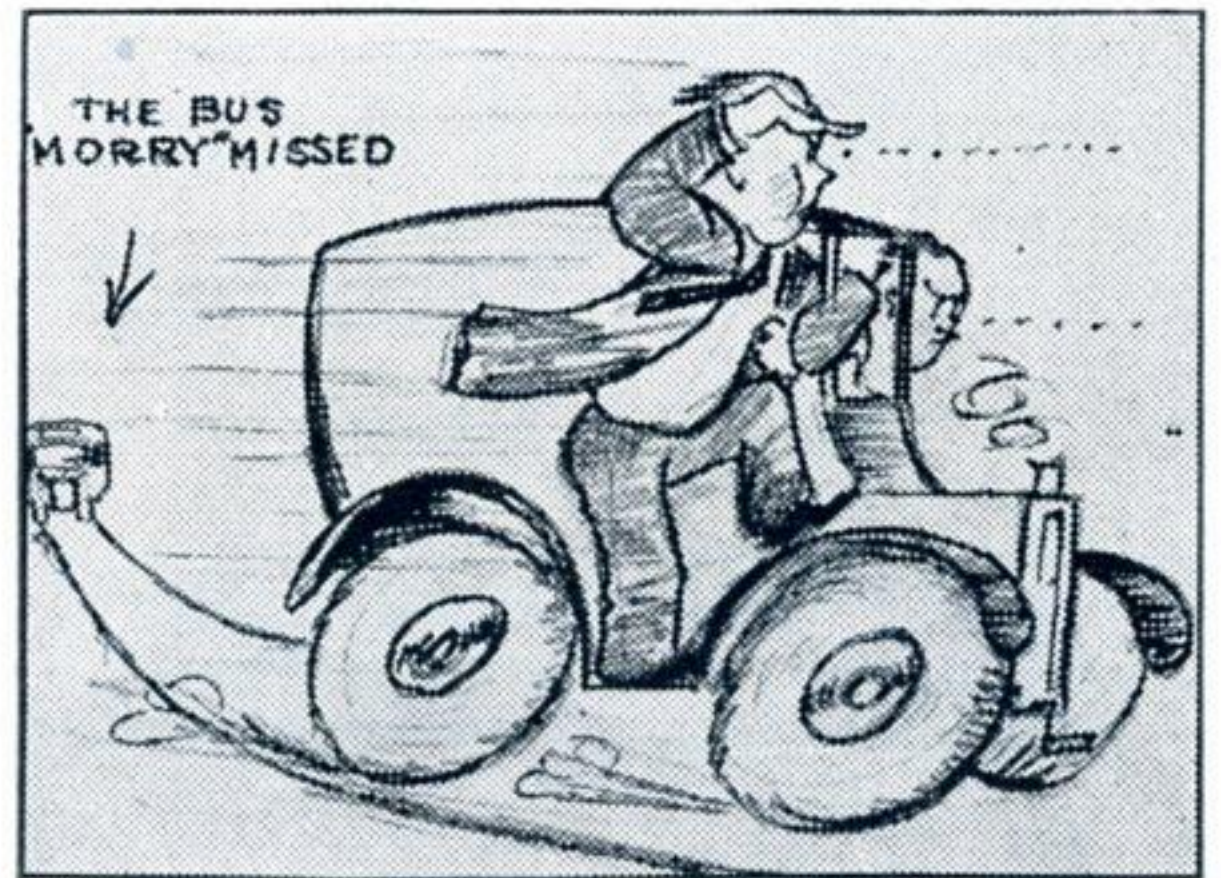
pump station

(Continued from page 5)

well worth seeing. One can reach it by turning off the Woodville-Chester Road at the Gulf Pumping Plant. When you come up on this new Pure Van Pumping Station, you are amazed. The pumping plant is built of brick, painted white and trimmed in blue, and it is not just four walls and a roof to shelter so much machinery, it is beautifully designed and executed. The architect did not stop with making the exterior beautiful. Inside the floors are tile, the motors are painted grey, oil fittings look like stainless steel, the walls and ceilings are cream colored, and the lighting fixtures are well arranged and are better than you see in most of the stores in Beaumont. The office for the operator is glassed in from the rest of the exterior so that the noise will not disturb him.

The little hills around the station have been landscaped, several ornamental lighting standards and fixtures have been installed, and three very attractive houses have been built and so located that they complete the picture. These houses have the distinction of being first homes in this section to be heated altogether by electricity—all this where only a few months ago there was nothing but an unbroken wilderness.

Morry goes to the party



R. I. Morrison, Supervisor of D.R's. in Beaumont missed the Bogie Buster Bus and with George Schluntz he made the 40 miles to Raywood in 38 minutes—but he and the bus went out different streets and Morry was ahead all the way.

new face in E. T. E. office

Another interesting announcement comes out of the Beaumont office as we go to press. Mat Craig, who has been Mr. Singleton's assistant in the head office of Eastern Texas Electric Company, goes to the Distribution department and his place will be taken by a newcomer.

Robert F. Scott, who replaces him, comes from Fort Worth where he has been assistant to Manager Townsend of the Northern Texas Traction Company for several years. To Mat we extend our very best wishes as he takes up his new job and to Mr. Scott we give a hearty welcome. Lack of time and space prevent our digging into their past, but here's to their future.

“Andy quarreled with his girl just before Christmas.”

“Hot-blodoed, eh?”

“No, Scot-blooded I guess.”

HOW'S YOUR HEALTH?

by Dr. W. F. Thomson

ATHLETIC HEART

He ran a mile in something flat
To win some worthless bauble;
He won the prize but, after that,
His heart began to wobble.



The strained heart of youth is oft' a
pained heart of mid-life.



He is a wise physical director who
recognizes the symptoms of a weak
heart.



Forcing one's heart to compensate for
over-taxation is another reason why
hearts sometimes grow old before the
man.



And oft', to win a loving cup,
We find the heart is crippled up.



One of the common causes of dis-
qualifying heart disease in mid-life is
the neglect of the teeth and tonsils in
early life. The absorption of bacteria
and bacterial toxins from the diseased
teeth and tonsils of our childhood is the
common cause of rheumatism in child-
hood . . . "growing pains", we are apt
to misdiagnose them . . . and many a
crippled heart got that way by being
associated with rheumatism.



In the prevention of heart disease in
later life, it is therefore important that
we use every precautionary measure to
prevent primary infections, of the teeth
and tonsils in particular, during early
childhood. The temporary teeth should
have the same careful dental attention
we give the permanent teeth. If tonsils
are enlarged and inflamed we should
lose no time in having them removed.

The infectious diseases of childhood
are also prolific sources of permanent
damage to the heart muscles. Scarlet
fever, diphtheria and measles, particularly
are apt to produce changes leading to
incapacitating heart trouble later in life.
For this reason we should endeavor to
prevent these diseases when ever possi-
ble; by artificial immunization when
available; by keeping children away
from these diseases, when artificial im-
munization is not available.



Most of the crippled hearts that have
their origin in the adolescent period of
life are chargeable to immoderate in-
dulgence in athletics . . . causing the so-
called "athletic heart" that was respon-
sible for the majority of rejections by
recruiting officers during the World War.
The misguided lad who aspires to be a
hero and receive the plaudits of the mul-
titude is, by the terrific demand upon
his heart and blood vessels, very apt to
produce damaging changes which will
accompany him to an early grave.



To meet the abnormal demand upon
the heart and blood vessels, Nature
thickens the walls of these organs ac-
cordingly. Well and good, as long as
the athlete keeps up his athletics. But
when the college days are over, and the
tumult and the shouting dies, he takes
a swivel chair in Dad's office . . . and
right there is where the trouble begins.
With no further use for the double
duty heart and arteries, Nature proceeds
to allow the extra and now unnecessary
structures to "degenerate" into a low
grade, fibrous structure which is in-
elastic and does not function normally,
the manifestations of which are short
breath, swelling ankles and a rising
blood pressure in that period of life when
one's productivity should be at its peak.
Verily, it seems that the trophies won
at twenty become the atrophies—due
and payable at fifty.

plain talk

WHO is the power trust and where does he live?

OF what use are holding companies, and just what are they anyhow?

WHAT has the light and power industry done toward the economic and social welfare of this country?

ARE electric light rates high or low?

WHAT is the promotional rate, and what good is it to the customer?

WHAT is a service charge, and why does its amount depend on the number of rooms in the house?

WHY is the price of a kilowatt-hour of electricity several times its generating cost?

WHY is a public utility a monopoly in our cities and towns?

IS high line service as good for the customer as isolated central station plants?

Employees of this Company can win or lose friends for it on the strength of their knowing, or not knowing, the answers to these questions put squarely to you, by President Tom P. Walker. Study them carefully. How many can you answer?

company players

The Beaumont Little Theatre will open its fall season with a brand new director, a brand new play and some brand new players. It is interesting to note that four of the cast are members of the Beaumont office. J. R. McCann, assistant to Mr. McChesney, Walter G. Chamberlin, who recently came down from Boston to take charge of security sales, and Frank White, of the Engineering department, will make their bows to the audience when the show opens October 31. Beatrice Burnaby who was a member of the stenographic department during the summer, but who is teaching this fall, is also in the cast. The first production is A. A. Milne's "The Perfect Alibi," a clever mystery play, which is still running in Chicago.

stepping out!

Beaumont Texas Sept 2 1930

J F McLaughlin
49 Federal Street
Boston Mass

Merchandise sales Texas Division month of August exceed all records stop Total of \$66835 which is \$23200 over bogie stop Above includes 146 refrigerators 43 ranges 19 water heaters stop Sales organization enthusiastic to maintain this record stop They are certainly knocking down old man sales resistance

TOM P WALKER

Boston Mass Sept 4 1930

Tom P Walker
Gulf States Utilities Co
Beaumont Texas

Remarkable sales results month of August certainly indicate your organization achieving big things and making another of its wonderful cooperative efforts to outdistance the other companies that are challenging its leadership My congratulations

J F McLaughlin

Boston Mass Sept 3 1930

Tom P Walker
Gulf States Utilities Company
Interurban Building
Beaumont Texas

Delighted with August sales results stop Am sure El Paso and Virginia will have to hustle to beat you in coming fall campaign

DAVIS M DEBARD

PLAIN TALKS

Vol. IX

No. 10

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor
Jack Gammage, Art Editor

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



static



TOUCH ARTIST

Janet: "Jack says he can read you like a book."

Olive: "Yes, but darn him, he wants to use the Braille System."



Asker: "Are you saving any money since you started your budget system?"

Wiseby: "Sure. By the time we have balanced it up every evening it's too late to go anywhere."



GRAMMATICAL DOGGUMS

"Lay down, pup; lay down!" ordered the man. "Good doggie—lay down, I say."

"You'll have to say 'Lie down,' Mister," declared a small bystander. "That's a Boston terrier."



Mother: "What made you stay so late? Have a flat tire?"

Daughter, dreamily: "No mother, I'd hardly call him that!"



WHY MOTHERS GET GRAY

"Well, I proposed to Jim myself to-night," announced the beautiful daughter.

"You must be mad!" cried her mother.

"You're darned right I am! He turned me down!"



Business Man (butter and egg): "Well, Miss Smith, would you like to take a business trip with me next week?"

Miss Smith (chewing hard): "Say, I may be your typewriter, but I'm not portable."



BLACK AND WHITE

"Sambo, where you all gwine in such a rage?"

"Ah's gwine to git that doctah what sewed up my operation with white thread."

Old Gentleman (bewildered at the elaborate wedding): "Are you the bridegroom?"

Young Man: "No, sir; I was eliminated in the semi-finals."



I never had such a tough time in my life. First I got angina pectoris, then tuberculosis, pneumonia and finally appendicitis. I don't know how I ever pulled through. It was the hardest spelling test I ever had.



GENTLY SPEAKING

"Oi've come to tell ye, Mrs. O'Malley, that your husband met with an accident."

"And what is it now?" wailed Mrs. O'Malley.

"He was overcome by the heat, mum."

"What? Overcome by the heat in January?"

"Yes, mum. He fell into the furnace over to the foundry."



Little Albert came home from school with a new book under his arm.

"It's a prize, Mother," he said.

"A prize? What for, dear?"

"For natural history. Teacher asked how many legs an ostrich had, and I said three."

"But an ostrich has two legs."

"I know that now, Mother, but the rest of the class said four, so I was the nearest."



An Unprofitable Research

Two friends who had not seen each other for some time met in the street one day. "You're looking rather down in the mouth, old man," said one to the other. "Are you feeling sick?"

"Not exactly," replied his friend, "but I'll admit that I've been worried of late. You remember that I hired a man to trace my pedigree?"

"Yes," said the other, "What's the trouble? Hasn't he been successful?"

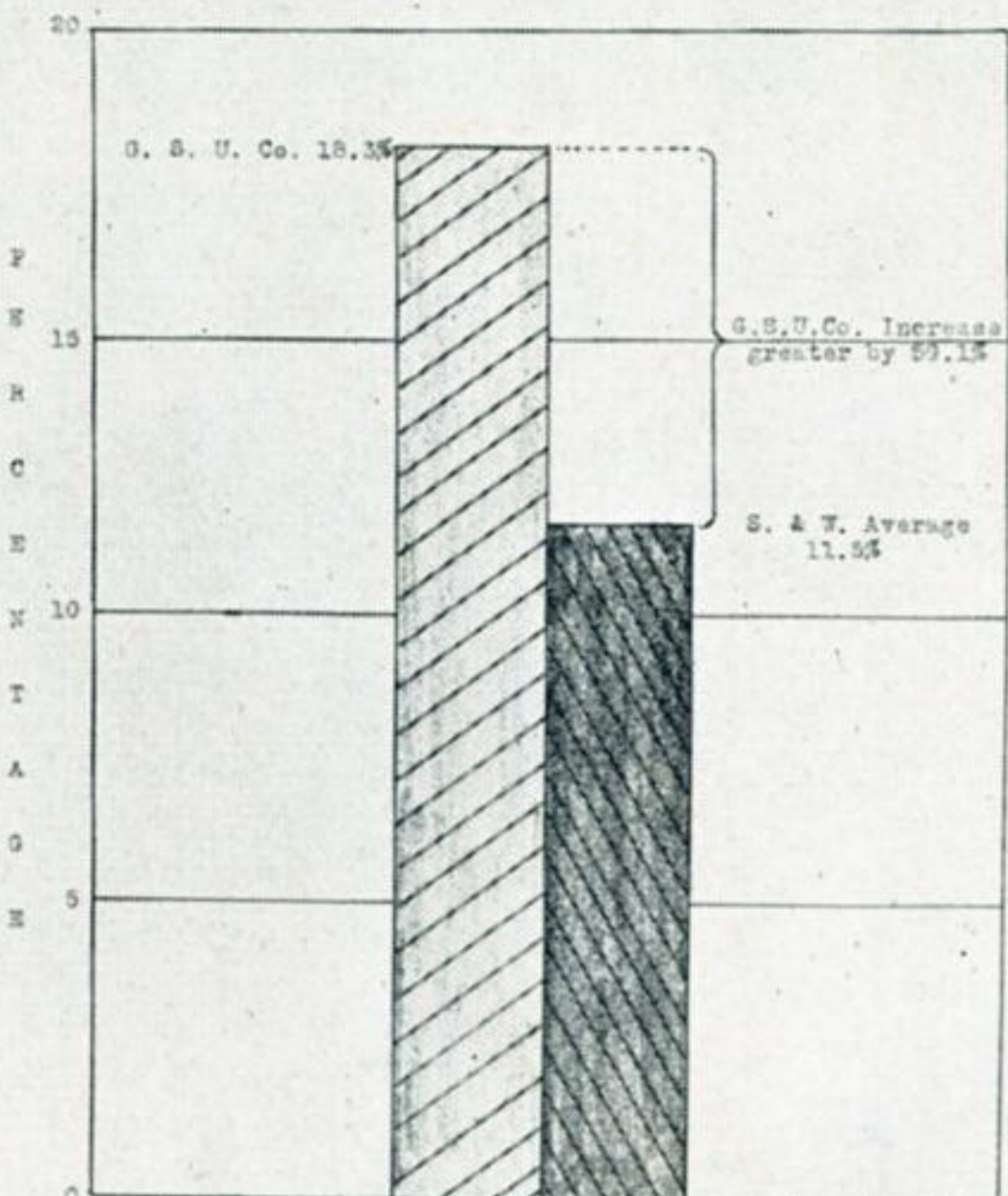
"Successful! I should say he had!" came the reply in despairing tones. "I'm having to pay him hush money!"



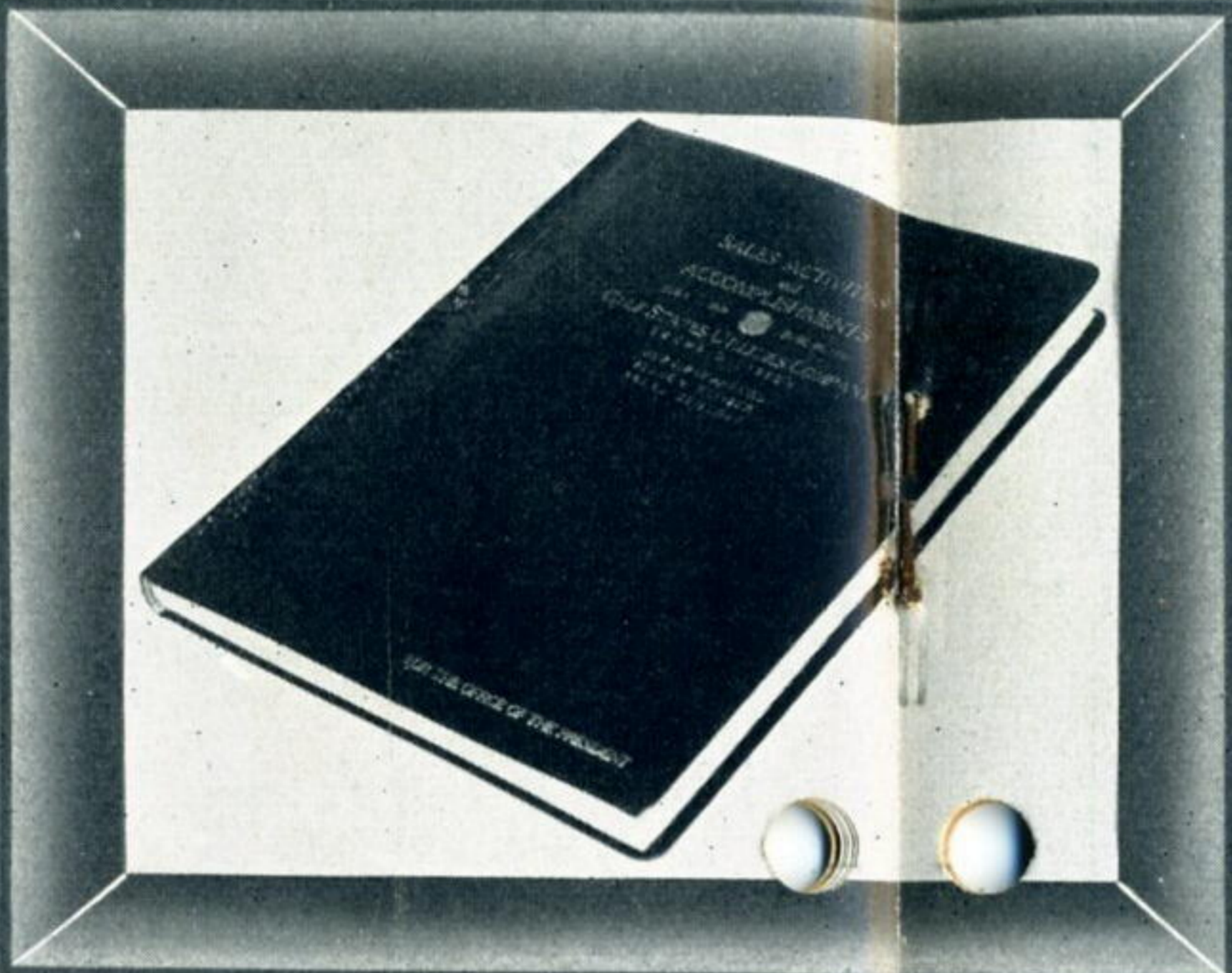
**Our service cannot
rise above the ideals
of those who deliver
it to our customers.**

KILOWATT HOUR RESULTS

PERCENTAGE INCREASE IN KILOWATT HOUR CONSUMPTION PER HOUR CUSTOMER FOR GULF STATES UTILITIES COMPANY COMPARED TO STONE AND WEBSTER AVERAGE



Here again we see the results of a well balanced merchandising program.



COOKING SCHOOLS



and WORK WITH



DOMESTIC SCIENCE CLASSES

RESULT IN ELECTRIFIED KITCHENS

like these

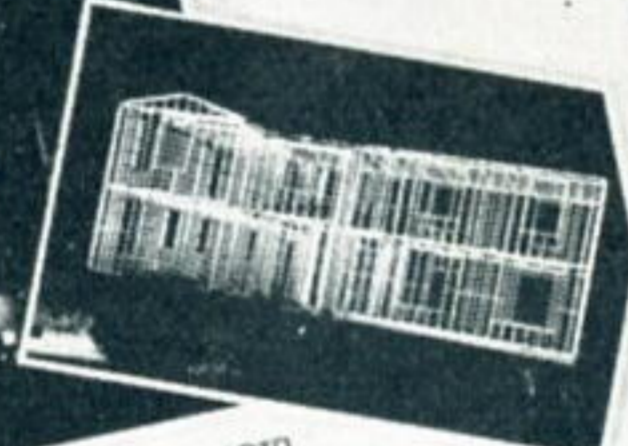


NIGHT-TIME IS BRIGHT-TIME
AGGRESSIVE SELLING ADDS KILOWATT HOURS

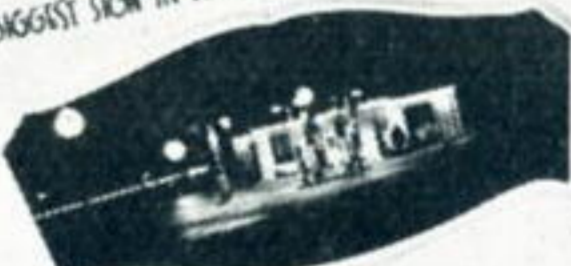
A 42 KILOWATT LIGHTING LOAD IN ONE SERVICE STATION ALONE -



FLOODLIGHTING EARNS A PLACE IN REAL ESTATE PROMOTION

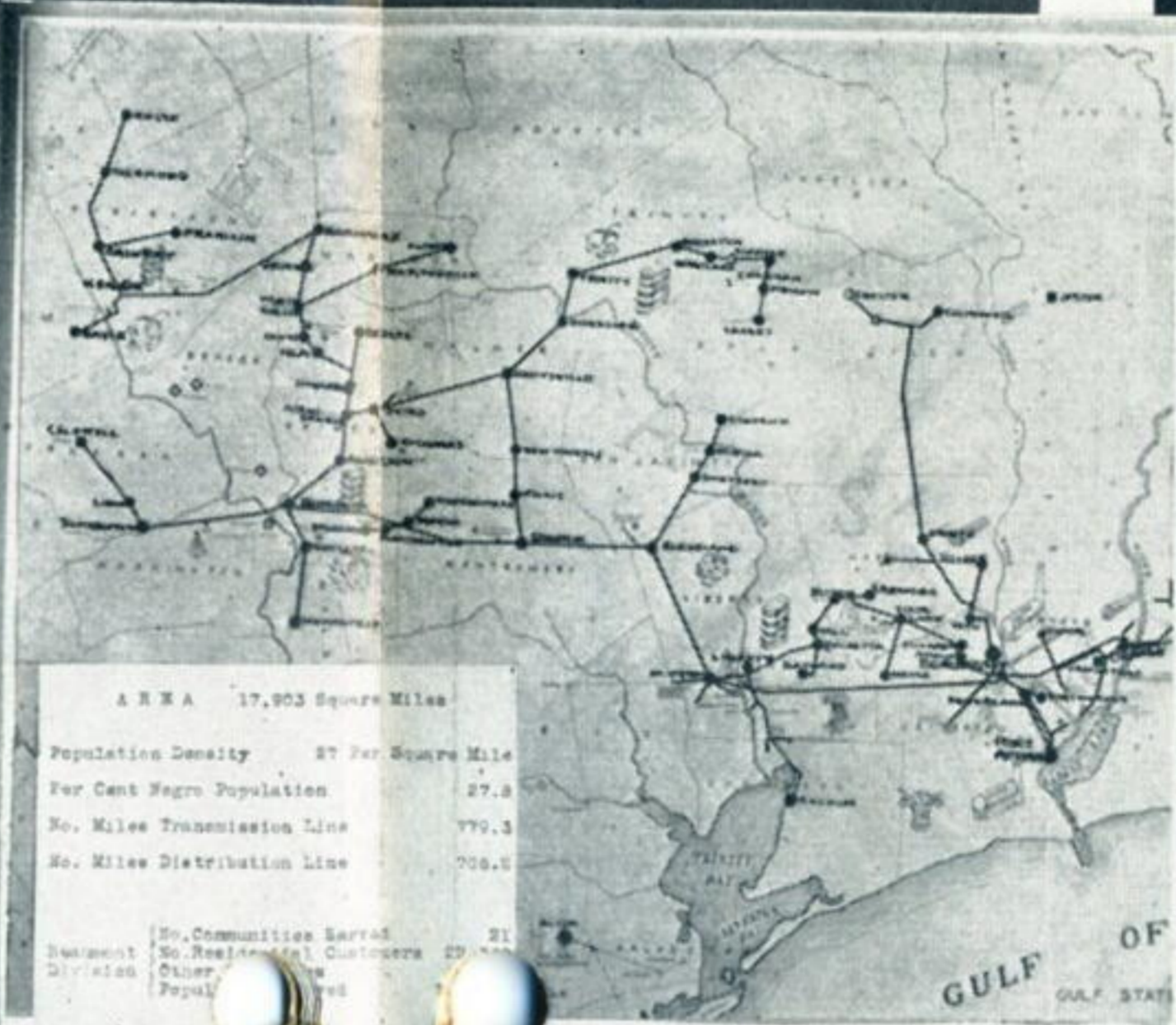
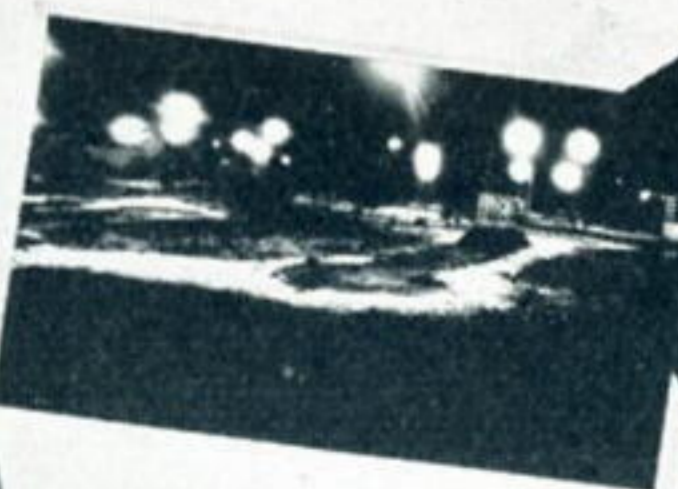


THE BIGGEST SIGN IN TEXAS OF THE TALLEST HOTEL



NIGHT-TIME IS BRIGHT-TIME

— THANKS TO AGGRESSIVE SELLING



AREA 17,903 Square Miles	
Population Density	27 Per Square Mile
Per Cent Negro Population	27.2
No. Miles Transmission Line	770.3
No. Miles Distribution Line	708.1

Dallas Division	
(No. Communities Served)	21
(No. Residential Customers)	29,777
(Other Customers)	5,211
(Population Served)	68,498

Beaverton Division	
(No. Communities Served)	43
(No. Residential Customers)	4,377
(Other Customers)	5,211
(Population Served)	68,498

Total Communities Served	79
Total Residential Customers	34,154
Total Customers	39,365
Total Population Served	206,498

This territory is larger than some 1,000 square miles that comprise the Mississippi Delta. Roads, inland and Delaware combined. Its per square mile density is about one-half that of the Gulf states.

The TERRITORY
GULF STATES UTILITIES COMPANY
TEXAS DIVISION

KWH KWH KWH SELL 'EM!!



THE BATTLE CRY

KWH - KWH - KWH - SELL 'EM!

Down in Texas that's the battle cry of the organization known as Gulf States Utilities Company. Into the home -- out to the farm -- into industry -- up the highway -- down the byway we are crusading against drudgery, inconvenience and wastefulness by selling kilowatt hours. The story we present in these pages is primarily a story of results and the very definite program that has made them possible. No miracles. No hokus-pokus. No fiction. Just a story of simple fact concerning our achievements in the sale of kilowatt hours.

A STORY OF RESULTS