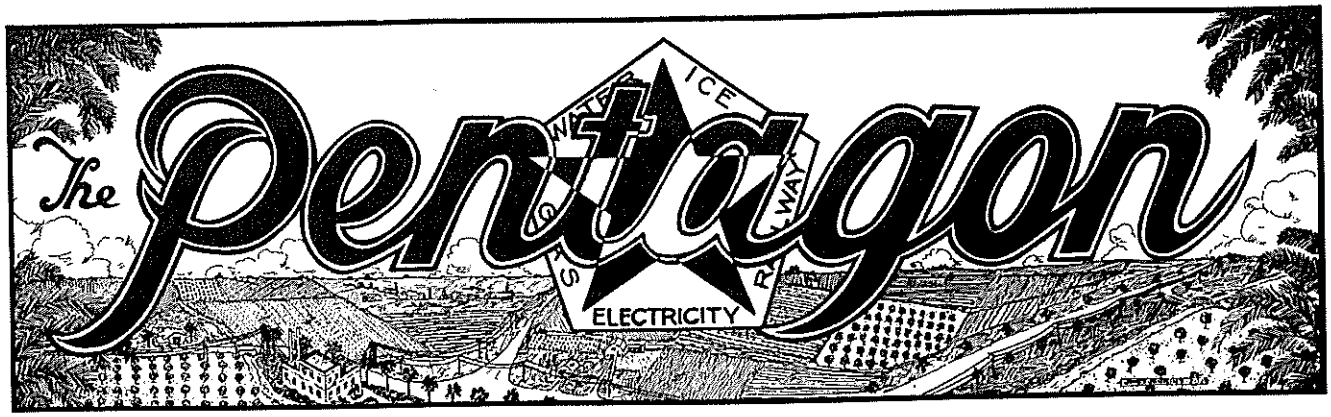


Volume 3 SAN ANTONIO, TEXAS, FEBRUARY, 1928 No. 2

NEW POWER AREA FORMED IN TEXAS

Interconnection Brings Large Transmissions Loop

With the completion of the Central Power and Light Company's present activities in Southwest Texas, Uvalde will have become an important keypoint in one of the largest loops of electric lines in Texas. Uvalde's strategic position is rapidly making it the hub of a system of electric lines connecting with the Winter Garden on the south, San Antonio on the east, and Del Rio, which is being connected with an extensive system of power lines in West Texas, on the west.

The connection with the lines from San Antonio was completed during Christmas week. Surveying for a line from Uvalde to Carrizo Springs has been started and every effort is being made to push to completion in record time both the line from Uvalde to Del Rio and the one from Del Rio northward, via the site of the hydro electric project on the Devils River, to an interconnection with the West Texas Utility Company lines at the north end of Val Verde County.

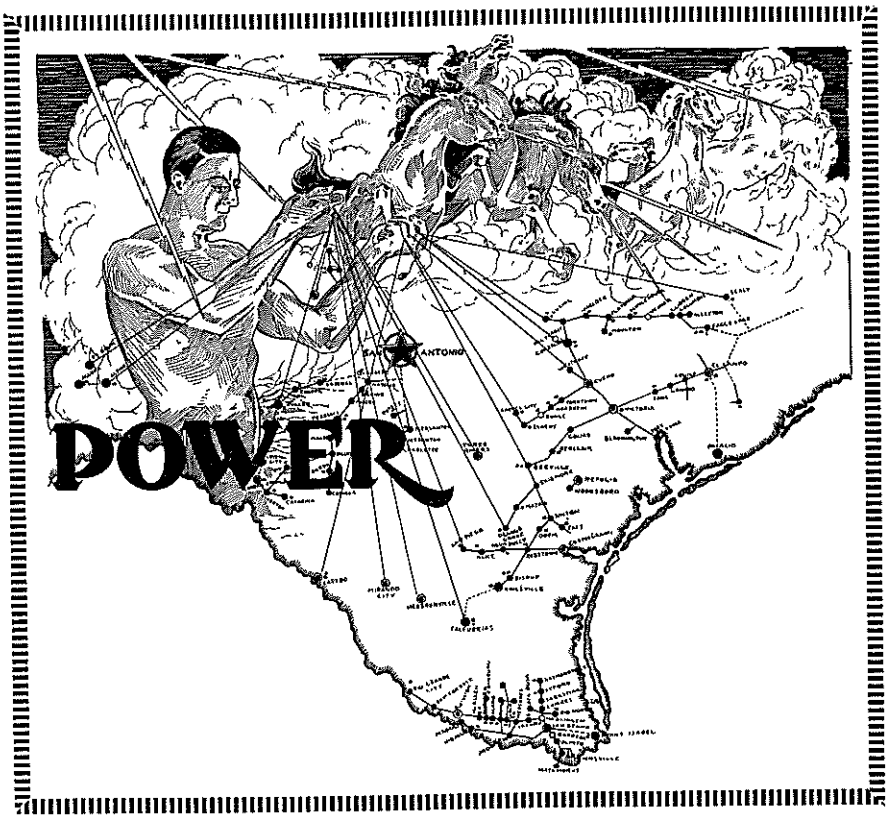
The power department, which will be responsible for the operation of this extensive system, has selected Uvalde as a logical point for the location of its Winter Garden District headquarters. The district will extend west and north from the I. & G. N. Railroad between San Antonio and Laredo to the north line of Val Verde County.

More Telephone Lines.

The company will construct a telephone system along the transmission lines in this district which will enable the power dispatcher, who will be stationed in Uvalde, to be in instantaneous touch with, and have continuous and direct control over all points served by the transmission system.

The power supply for this extensive transmission system will come from the company's generating stations in this territory and from the Devils River hydro project now under construction. Interconnections with the West Texas Utilities Company and the San Antonio Public Service Company afford another available source of power.

The Central Power and Light Company's present construction activities in Southwest Texas had been projected for the future, but the remarkable oil discoveries in West Texas, which resulted in the signing of a contract with the Illinois Pine Line Company to furnish power for pumping oil to the seacoast, necessitated the hastening of this vast construction program. In carrying out this program the Central Power and Light Company has seen in no uncertain terms that South and West Texas are on the threshold of a period of extensive new development which will demand great quantities of electrical energy.



THE ABOVE DRAWING WAS USED IN CONJUNCTION WITH CENTRAL POWER AND LIGHT COMPANY ADVERTISING WHICH FEATURED THE SCOPE OF THE COMPANY'S ACTIVITIES.

Personnel Shifts Announced Affecting Rice Belt District

Vance Porter, Rice Belt district manager, has announced the following important organization changes in his district which will take place as soon as possible:

W. T. Stamps, Jr., present local manager at Bay City, is to become Rice Belt district distribution engineer and will work jointly with Vance Porter and the San Antonio engineering department.

R. W. Bussell, local manager at Palacios, will assume Mr. Stamp's position as local manager at Bay City.

Elmore Schier is being transferred from the Rice Belt district office to Palacios as local manager.

The Pentagon

Published monthly by and for the employees of the Central Power and Light Company. San Antonio, Texas.

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. —Abraham Lincoln.

Men Who Served

February, the shortest month of the year, is also the most remarkable month in the annals of American history because it harbors two very distinguished days, one of which is a legal holiday by act of Congress, and the other a legal holiday in many states by writ of legislative statute, and even more of one by popular usage. On the 22d day of this month 196 years ago, there was born in a Virginia home one destined to be the "Father of his Country" and the first President of a Republic which has come to be the mightiest commonwealth in all the files of time. On the 12th day of the month, 77 years later, there came into the world a second American who was to emblazon the world with his ruggedness and honesty, and was to save the Republic that Washington had carved from the dreams and conscience of genius.

Generically, George Washington and Abraham Lincoln were sprung from the same stock—Saxon and Norman and Dane, transformed in Britain's melting pot into a composite breed that has planted enduring footsteps on every continent and in every ocean. Literally, there could be no parallel drawn in their origin or the manner of their birth. Washington came from aristocratic lineage, of a race that challenged and dared and that, "though rarely hating ease, yet rode with Spottswood round the land and Raleigh over the seas." Lincoln was poverty's child. The Manger itself was not humbler than the squalid cabin among the Kentucky hills where a career brighter than that of any monarch of history was started. The blended achievements of these two men, so dissimilar, yet so alike—utterly unlike while still one in character, in purpose and in accomplishment, afford no finer proof that America has been, is, and always will be, the spot of equal opportunity.

Washington taught the earth an unforgettable lesson in political liberty. Lincoln drove into every mind the unlying thought that every other issue must be subordinate to human freedom. Without them there can be no government of equality or of opportunity. And Washington the patrician and Lincoln the commoner from youth to their deathbeds put into action the sentiment forming the crest of an illustrious prince, "I Serve." In service they shone and in service they triumphed. Service to their country; service to mankind; service at the hour; service for the centuries.

Wrote Lincoln: "I do the very best I know how; the very best I can; and I mean to keep doing so until the end." He lived that from boyhood until the tragic finish that set a Nation to weeping. That was his conception of service. Homely, yes, but Holy, also. Lofty his theme, lofty his deeds. But not more than Washington's. The last survivors will look back at the final hour to that picture of travail at Valley Forge, of Washington on knees in the snow. The inspiration granted there meant much for humankind; but not a whit more than the lifelong martyrdom Lincoln so freely gave. Service! It is far easier to measure the sun than to weigh the sphere of Service.

It is not improper to recall that there is not a well-managed utility today without a vision of service patterned along the lives of these two American Immortals. This company's eternal slogan is contained in a quotation from Lincoln. Its employes are urged to talk service, breathe service, live service. Opportunity for service brought it into being. Without service it will not long exist. As Washington and Lincoln served, let us serve and "keep doing so until the end."

The Chance Taker

How true it is that the CHANCE TAKER—is an ACCIDENT MAKER. This is being demonstrated more forcibly every day. For instance, among the accident reports received is one in which a man was sawing off the limb of a tree while standing on a ladder improperly placed against the tree. The limb broke, the ladder fell, and the man was injured.

That recalls the accident which happened to another man engaged in the business of sawing tree limbs. In this case the man was sitting in the tree. All would have gone well had he not accidentally sawed through the limb on which he was perched. The resulting injuries were not so comical as the accident itself may seem.

Then, we have two men who were on a pole demonstrating the proper manner of lowering another man who had received an electric shock. In lowering this man, one of the men stuck his gaff into his fellow workman's right foot. This was rather an unkind dig to give the poor fellow when he was only trying to help in a demonstration of safety and accident prevention.

The minutes of a safety meeting held recently, reports that those present at the meeting were asked what they would do if they were one member of a party of three—the other two having been simultaneously electrocuted. One man answered, "I would get one man down, start working on him, and holler for help." Another answered, "I would probably go crazy." Under such circumstances, no doubt, most of us would feel like the last man, but unnecessarily so, for IT IS POSSIBLE FOR ONE PERSON TO ADMINISTER PRONE PRESSURE TO TWO OTHERS SIMULTANEOUSLY.

Our Partners

The Rusty Cusses, as the seventh grade pupils of an Edna, Texas school call themselves, publish weekly their own paper, which they call The Bee. In a recent issue of this extremely interesting paper the following poem, written by F. Smith, appeared:

Our Partner, the C. P. and L. Co.

You've ever been a friend of ours,
No matter what we do;
And now we write this poem
To show our thanks to you.

We truly crave your friendship
Throughout our earthly days.
We've adopted as our motto
Courteous Service Always.

Whenever you may need us,
A helping hand we'll lend.
We want to be your partners;
Please stay our best big friend.

The Central Power and Light Company will indeed remain a true friend of the Rusty Cusses. It appreciates this sincere expression of good will and it is proud that it can be a partner in friendship and a partner in rendering courteous service always with the Rusty Cusses. To them it extends good wishes and the warm hand of fellowship.

The Welfare of the Nation

Lord Rothmere, the eminent British publicist, writes, "Whoever visits the United States is struck with the truth that the economic welfare of the country is based more than anything upon the fact that she has 29,000,000 horsepower of electrical power established in her factories—a forse estimated as the equivalent of 290,000,000 workers."

"The day is visibly approaching," he says further, "when practically all the hard manual labor of the United States with its 118,000,000 people will be done by electricity, and done far more swiftly and cheaply than human labor could accomplish it."

CITIZENS CELEBRATE NEW OFFICE OPENING

Over 1200 People Participate In Joyful Festivities

On the evening of January 16 the citizens of Cuero celebrated the opening of the Central Power and Light Company's new office in that town. Over 1,200 people accepted Manager McAlister's cordial invitation to inspect the company"s new home and to make merry with the local force.

Refreshments were served to all, cigars were plentiful, and souvenir handkerchiefs, balloons, powder puffs and bridge tallies were distributed freely. Throughout the evening the happy throngs were entertained with music and toward the end of the celeberation a vacuum cleaner was given away as an attendance prize.

The new office is large and roomy and is conveniently located on one of the principal street corners in Cuero. It has been completely furnished with modern fixtures and carries a comprehensive stock of merchandise that can be displayed to advantage in two large show windows.

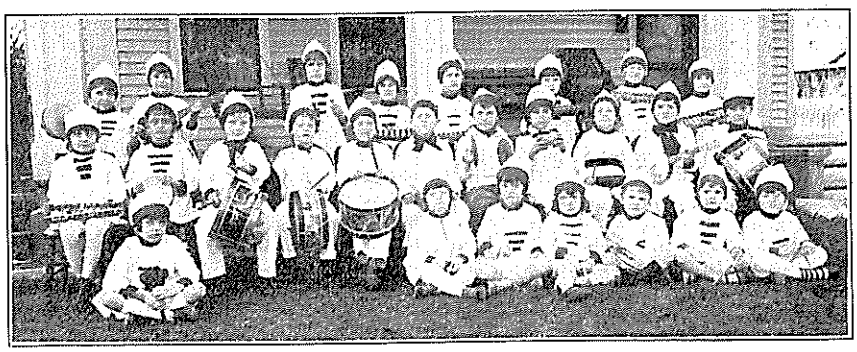
By opening this office the Central Power and Light Company has added another link to the long chain of Cuero's utility history. Back in 1896 Otto Buchel pioneered the way for the development of today. One hundred thousand dollars was spent by him in constructing the Buchel dam across the Guadalupe River. The cornerstone bearing the inscription, "The Old Order Changeth, Yielding Place to the New," was set in March, 1898.

This dam was builded of limestone walls with a concrete filling and was twenty-two feet wide at its base. Two new American turbine wheels were installed to drive a 50 KW Stanley generator, which gave Cuero its first electric service and supplied power for a pump used to elevate water from the river into a 16,000,000-gallon reservoir for irrigating truck, rice, and alfalfa fields.

Disaster followed the project and in 1908 it was bought by the Cuero Light and Power Company. In 1914 the plant was sold to the Texas Southern Electric Company, and after being operated at a loss for five or six years, it went into receivership and was purchased by Morrison and McCall, who organized under the name of the Texas Central Power Company. In 1925 the plant was purchased by the Central Power and Light Company.

This company, inspired by the faith of Mr. Buchel, continued to build. Provision was made to provide Cuero with an adequate and dependable power supply through the interconnection of Cuero with high power lines of the Central Power and Light Company's system, and today Cuero enjoys a service comparable to that of cities of many times its size.

WIDE OPEN DOORS WELCOMED THE THRONG OF VISITORS THAT SURGED INTO CUERO'S NEW OFFICE A FEW MOMENTS AFTER THE ABOVE PICTURE WAS TAKEN.



THESE MUSICAL CHILDREN, RANGING IN AGE FROM THREE TO SIX YEARS, HAVE ORGANIZED THEIR OWN ORCHESTRA. THEY SHOWED THE GROWN-UPS AT THE FORMAL OPENING OF THE CUERO OFFICE THAT THEY COULD PLAY, TOO.

"Mah bredren," shouted Parson Potluck, "yo' want t' be ready to jump when yo' heahs Gabriel blow dat horn."

"Fo' goodness saks!" murmured Brother Simpson, "am he a-comin' in er autymobeel?"

Jones—"Sorry, old man, that my hen got loose and scratched up your garden."

Smith—"That's all right; my dog ate your hen."

Jones—"Fine! I just ran over your dog and killed him."

Landlady—"I think you had better board elsewhere."

Boarder—"Yes, I often had."

Landlady—"Often had what?"

Boarder—"Had better board elsewhere."

He—"The man who married Ethel got a prize."

She—"What was it?"

"The next person who interrupts the proceedings will be sent home," declared the judge.

"Hurray!" yelled the prisoner.

In Japan you can tell if a girl is single or married by looking at her hair. In America you can't even tell if it's a girl!

A young man with a pretty but flirtatious fiancee wrote to a supposed rival:

"I've been told that you have been kissing my girl. Come to my office at 11:00 o'clock Saturday. I want to have this matter out."

The rival answered: "I've received a copy of your circular letter, and will be present at the meeting."

Judge (to officer who had arrested a man for not wearing any clothes)—"What is this man charged with?"

Officer—"Impersonating a woman.

The Electric Meter

By D. E. Woods.

The electric induction watt hour meter is an instrument which accurately measures the amount of electrical energy used for any given purpose, regardless of the rate at which the energy is used. The working parts of the induction type of meter are not numerous, considering the functions it performs. The meter consists of two coils, one a series coil through which passes all the current used, and the other a potential coil of very high resistance which is connected across the two wires that supply the energy to the various outlets. Between these two coils is an aluminum disc mounted on a shaft which is free to revolve on jeweled bearings. The upper end of this shaft is connected to a register which indicates, by a series of four dials, the number of kilowatt hours used. In addition to these parts there are two permanent magnets, similar to horseshoe magnets, which act as a brake on the speed at which the aluminum disc rotates.

The theory of the operation of this type of meter is very similar to the operation of the magnetic type of speedometer on an automobile. In the speedometer the aluminum band on which the numerals showing miles per hour are painted, is delicately suspended on fine bearings and is held in the zero position by means of a hair spring similar to the hair spring in a watch. Within this band is a small horsesehoe magnet mounted on the shaft which leads to the transmission of the car. The magnet, rotating within the band, sets up a magnetic attraction which tends to pull the band around with the magnet. Instead of being free to rotate, the band is held back by the hair spring, and it will leave the zero position by a distance proportional to the force being exerted by the magnet. This force is directly proportional to the speed at which the magnet rotates. Further, the shaft is geared to a system of counters which show the total number of miles traveled by the car.

Operation of Meter.

The induction watt hour meter operates in a similar manner. One of the outside lines enters the meter, goes through the current coils of the meter and then to the house circuit. All of the current used by lamps and other appliances must pass through the current coils of the meter. The other incoming line enters one of the two holes in the center of the meter and is connected with the house line by a heavy strip of copper in the meter. The only reason that the extra line enters the meter is to provide a place to connect the wires from the potential coil so as to secure the full line voltage across the terminals of the potential coils. The potential coil sets up a magnetic field proportional to the voltage. The current coils set up a magnetic field proportional to the amount of current flowing through the current coils. The reactions of these magnetic fields cause the aluminum disc between them to rotate.

The action of the potential and current coils is similar to the action of the permanent magnet rotating in the speedometer. In the speedometer the force exerted against the spring is proportional to the speed of rotation, and in the meter the force is proportional to the amount of current flowing through the current coils. In the speedometer the disc is held back by a spring and in the induction meter the rotating action is furnished by the permanent magnets. In the speedometer the miles per hour are registered by the deflection of the disc from the zero point. In the meter the rate of watts per minute is registered by the speed of rotation of the disc. On the speedometer the indicator will show 50 miles per hour if the car is traveling at that speed, and further, the dials measuring total miles traveled will show an increase of 50 miles if the car is driven exactly fifty miles per hour for one hour. On the electric meter the registering action is similar, but requires some explanation.

How the Meter Registers.

For the sake of making a distinction, the ordinary 5 ampere, 100 volt Westinghouse single phase meter commonly used in residences can be used for comparative purposes. (Meters made by different manufacturers have slightly different disc speeds for different loads.) With a load of 500 watts, one-half kilowatt, the disc on the Westinghouse 5 ampere 100 volt single phase meter will make 25 revolutions per minute. With a load of 250 watts, one-fourth of a kilowatt, the meter disc will make 12½ revolutions per minute. Through a system of gears, the rotating of the alumnium disc will turn the pointers, or hands, in the register and indicate the number of kilowatt hours used. A kilowatt hour may be defined as being the use of one kilowatt of energy for one hour. Ten 50 watt lamps, or their equivelent in various sizes of lamps, equals one-half kilowatt, and if these ten 50 watt lamps are burned continuously for two hours the pointer on the meter will move through one full division on the right hand dial and show that in the two hours one kilowatt hour of energy was used.

By the use of simple arithmetic it is easily determined that if the meter disc makes 25 revolutions per minute while measuring a load of 500 watts, that the disc must make 3,000 complete revolutions before one kilowatt hour of energy has been measured. To make this clearer by the use of analogy, the average circumference of the tire of an automobile is approximately ten feet. It can readily be determined that the wheel must make 528 full revolutions before the speedometer will indicate a full mile traveled. The car may be driven fast or slow, it may be started and stopped a dozen times, but nevertheless the wheel must turn around 528 times before the speedometer will click up another mile.

The elecetric meter operates in a similar manner. If a 10 watt lamp is burning, the meter disc will turn very slowly. If an electric iron is added to the load the disc will turn much faster. If both lamp and iron are turned off then no current is being used and the meter disc will stop turning. But, no matter how many lights or appliances are on the line, and no matter how often they are turned on and off, the meter disc must turn 3,000 times before the register will show that one kilowatt of energy has been used.

Industrial Development Dept. Begins To Function

Although the Industrial Development Department of the Central Power and Light Company has only begun to function, the interest shown by the field any by the inquiries coming from the outside in regard to opportunities in this section are highly gratifying, and indicate that Mr. Neiswanger's judgment in establishing this department was well grounded. Practically all sections of our territory have responded with requests for certain investigations and developments.

From the outside have come many requests for information regarding various industrial and development lines, among these being requests for information toward the establishment of brick plants, woolen mills, box factories, cotton and worsted mills, poultry raising, bee culture and electric water and air heater manufacture. These requests have in all cases been attended to promptly. Investigations have been started and the field has been asked for pertinent information which will in turn be forwarded to the parties making inquiry.

Many letters have come from the various Chambers of Commerce in our territory expressing appreciation and best wishes in the work of this new department. These expressions are indeed appreciated, as the department was designed for the purpose of closely co-operating and working with our Chambers of Commerce and other civic bodies in an effort to develop our existing industries and resources and to attract other worth while industries and developments to our section.

The Industrial Development Department belongs to our entire territory. All are invited to use it freely in every way that they feel it can be beneficial to them.

The tired business man came home after a long day at the office. The family gathered for dinner. The tired business man bowed his head to ask the blessing and all was quiet.

"This is Mr. Jones speaking," he began.

If you want your dreams to come true, don't oversleep.

NEW SERVICE GIVEN TO OUR CUSTOMERS

Home Economist Visits Homes To Help Housewives

On January 1, 1928, an entirely new service was made available to the customers of the Central Power and Light Company. Feeling that the women in the homes served by our company would appreciate instruction and advice in th eeconomical use of the domestic service which we give them, the Commercial Department enlisted the services of Mrs. Pearl Spencer, who will represent the Central Power and Light Company as a Home Service Specialist.

Mrs. Spencer is a capable and thoroughly trained Home Economist, who has had many years of experience in all parts of the country in conducting cooking schools and bringing a clearer understanding of domestic science to hundreds of public utility customers. She has recently returned from an inspection trip through a number of range and appliance factories.

In inaugurating this new service, the Commercial department has intended that the Home Service Specialist will make a personal contact with the company's customers by calling at their homes. Instruction in the home is the fundamental element of this service. There the Home Specialist will explain the science of electric cookery, the economical use of electric appliances and the cost of operation of such appliances. She will check the operation of ranges and other electric appliances to see that they are functioning properly and will report any defects or failings immediately so that the company can carry out its policy of rendering the best possible service to its customers by promptly correcting the fault.

The Home Service Specialist will carry a message into the homes concerning ice refrigeration and the preservation of foods. She will make intelligent recommendations on home lighting and the proper use of lamps, and will also be of service to the housewife on many other matters pertaining to the home.

The scope of the Home Service Specialist's services need not necessarily be limited to the home. She will always be available to conduct cooking schools and make talks of a strictly educational nature, to schools, clubs, and other organizations.

Mrs. Spencer is carrying on her work in conformance to a schedule that will bring her, in time, to all parts of the territory served by the Central Power and Light Company. She started the year by visiting the homes of Uvalde, Sabinal, and Asherton. The expressions of appreciation of her work, coming from grateful friends of these communities, is an indication that the Commercial department has not erred in bringing this new service, through Mrs. Spencer, to the customers of the Central Power and Light Company.

Glances Here and There

BEEVILLE—Connection secured for a 12,000-egg incubator.

BROWNSVILLE—The new 60-ton ice plant is scheduled for operation March 15.

CORPUS CHRISTI—A power contract for a cold storage plant has been secured which replaces an oil engine installation. Building permits issued here during January totaled $381,820.

CUERO—A contract has been secured to electrify the Westhoff gin for the coming season.

DEL RIO—The first two new 840 HP engines have been rushed to completion and have been placed in service and the third engine is now being assembled. The hi-line north to the Val Verde line was placed in operation on January 21, and power is now being supplied to two pipe line pumping stations.

DEVILS RIVER—The commissary and camp at hydro project number one have been completed. The substation there has been finished and current from Del Rio was supplied for the first time on January 21. Actual construction on the dam is about ready to begin. In addition to work at number one, engineering data and estimates are being worked up for the proposed dams at sites known as numbers 2, 7, 8 and 9.

GUADALUPE DISTRICT—The January iron campaign netted a sale of 90 irons in this district, 55 of which were made by the women in the organization.

HOUSTON—During the first week of February, 774 cars of vegetables were iced and shipped.

McALLEN—The new 50-ton addition to the ice plant is scheduled for completion by March 1.

NATCHEZ—More than 200 women attended a very successful 5-day cooking demonstration.

PALACIOS — Exceptionally artistic window displays in the local office are attracting considerable attention. Special mention of the Christmas window was given in the local newspaper.

SAN DIEGO—The campaign on Sollaire lighting units netted the sale of 40 fixtures here.

SINTON—On the third day of the waffle iron campaign sales amounted to one less than bogey.

UVALDE—The first 1150 HP engine is now being assembled and the second unit has been received and unloaded. Each of these engines required ten cars to transmit all the parts, not including the generator. The flywheel alone, on each engine, weighs more than 20 tons.

VICTORIA—The 50-ton addition to the ice plant is in line for completion by March 15.

"Raising Chickens No Joke" Says Famous Fowlologist

M. C. St. John, head of the general office drafting department, and his prize winning Orpington chickens have been the subject of much friendly joking, but anyone who can raise chickens that will bring home thirty-two first prizes and about as many second and third prizes, deserves serious attention.

Blue ribbons just naturally stick to St. John's birds. In the year 1927 his Orpingtons took first prizes wherever they were shown and that included such places as Fredericksburg, Boerne, Flatonia, Gonzales, Seguin, Beeville and Victoria. At the San Antonio poultry show, which is also a state exhibit, the Orpingtons made a clean sweep of prizes.

Three years ago St. John began his chicken raising career as a means of obtaining diversion from office work. He started with the best Buff Orpingtons that could be procured locally, but soon sent East to professional breeders for higher quality "Buffs" of perfect type. His stock grew by the addition of high pedigree White Orpingtons secured in Indiana and beautiful Black Orpingtons from Louisiana. St. John's latest acquisition, Australoops, are imported directly from Australia and round out a flock of birds that are attracting much attention in this section of the country.

	Current Month Mdse. Sales January	Sales Per Meter	Year to Date Total Mdse. Sales	Total Sales Per. Meter.
Natchez	$ 6,310.70	$3.89	$ 6,310.70	$ 3.89
Winter Garden	2,601.92	2.12	2,601.92	2.12
Del Rio	2,037.16	1.96	3,037.16	1.96
Rice Belt	3,704.78	1.64	3,704.78	1.64
San Antonio	2,406.37	1.33	2,406.37	1.33
Victoria	1,582.08	1.28	1,582.08	1.28
Laredo	1,910.39	1.13	1,910.39	1.13
Guadalupe	4,051.13	1.09	4,051.13	1.09
Gulf Coast	5,963.26	.99	5,963.26	.99
Valley	5,170.27	.98	5,170.27	.98
Marfa	552.39	.74	552.39	.74
Total	$36,290.45	$1.36	$36,290.45	$1.36

Women's Committee Plans Interesting Year's Program

January is usually the month to start all over—to begin at the beginning with new ideas, new thoughts and new chairmen. True to form, that is exactly what we did. The following chairmen and secretaries will conduct the affairs of the Women's Committee for the year 1928:

Valley district: Chairman, Miss Jewel Dunson, Mercedes, Texas; secretary, Miss Mary Leverman, San Juan, Texas.

Guadalupe district: Chairman, Mrs. Fannie Coffey, Cuero, Texas; secretary, Miss Belle Whitesides, Kenedy, Texas.

San Antonio district: Chairman, Miss Gretchen Nagel, Fredericksburg, Texas; secretary, Miss Ann McFaddin, San Antonio Shops.

Rice Belt district: Chairman, Mrs. Ira Rose, Bay City, Texas; secretary, Mrs. Lewis Carleton, Bay City, Texas.

Gulf Coast district: Chairman, Miss Laura Savage, Corpus Christi, Texas; secretary, Miss Leola Briggs, Corpus Christi, Texas.

Winter Garden district: Chairman, Miss Kate Powell, Sabinal, Texas; secretary, Miss Elsie Weaver, Uvalde, Texas.

Laredo district: Chairman, Mrs. Ellen Blume, Laredo, Texas; secretary, Miss Ernestina Garcia, Laredo, Texas.

Natchez district: Chairman, Mrs. Alice Samuels, Natchez, Miss.; secretary, Miss Dorothy Bagot, Natchez, Miss.

General Office: Chairman, Mrs. Adalaide Allen, San Antonio; secretary, Miss Mary Edwards, San Antonio.

The yearly program, according to the outline from the Dallas and Chicago offices, will include a complete study of the modern home, electrical equipment for the various rooms of the modern home, a thorough study of the economics of the industry and, as usual, the courtesy drills. A creed, quite new for this year, will help us to understand the value of loyalty to our company and to our fellow workers.

Judging from the minutes sent in from the first meetings, the year is going to bring some wonderful results and will be most interesting and instructive to every girl in our company.

Public Speaking.

The most outstanding district of all, when it comes to public speaking and talks to clubs, schools and various civic organizations, is our Guadalupe district. Mrs. Fannie Coffey has made quite a reputation for herself, her committee, and her district, and has, incidentally, educated the personnel of her audiences on the subject of "Safety."

Along with Mrs. Coffey is little Miss Estella Janzsen of Moulton, who has made several talks on "Ice and the Care of the Refrigerator." This work is of real value and we are so proud of both these committee members. More power to them.

Girl Scouts.

"Do a good turn daily" could well be recommended for every girl in the company. We are so glad to know that we have six of our own company girls who are leaders of Girl Scout troops over our properties. We know exactly how much time it takes to be a cashier, and when that cashier takes upon herself a group of young teen-age" girls to assist in home service tests, safety instruction, and all the tests of girl scouting, we feel like shouting "Here's to you!" Miss Gretchen Nagel of Fredericksburg, Miss Cecil Eiband of Pearsall, Miss Lois Chandler, Miss Estella Janzsen, Mrs. Coffey and others in Mrs. Coffey's district are hard at this work and were in San Antonio this past week attending a Scout conference.

A Word From Natchez.

Natchez is getting a world of publicity these days, according to Mrs. R. L. Grissom. In New York there is being played to capacity audiences a new play called "Show Boat," and the scenes from this play are all taken at our own Natchez, Mississippi. In this play every outstanding feature of Natchez is being advertised well, including the front of the office of the Natchez Democrat.

And another thing: We are watching with anxious eyes the outcome of the Mississippi State contest for the N. E. L. A. public speaking contest. We understand that our own Mrs. Grissom is one of the entrants.

Home Service Department.

Mrs. Pearl Spencer, our new home economist specialist, has been of great assistance to the Women's Committee in the short space of time she has been with us. In the Winter Garden district she has been making talks to Parent-Teachers' Associations and Home Economic classes of high schools on the subject of modern equipment and, incidentally, she assisted the Women's committee of that district with their very interesting meeting last month.

Merchants' Pageant

On January 5 and 6 all the business men of Pleasanton and North Pleasanton staged a play which was called the "Merchants' Pageant." The Central Power and Light Company was represented both evenings.

Thursday evening the stage was set with an electrical display consisting of a vacuum sweeper, curling iron, toaster and other appliances. Miss Alma Rutledge of our Women's Committee gave a demonstration of the vacuum cleaner to the audience and explained the many details to the ladies present. Among other things she said, "Take the drudgery out of our housework by hooking up with electricity. Do your own washing, ironing, cooking, sewing and cleaning with electricity. The Central Power and Light Company can supply all your needs. This is an electric age. Are you living in the past or in the present?"

Mrs. Smith as a colored mammy at the ironing board, wondered why they had not had that electrical apparatus forty years ago—then life would have really been a pleasure. Miss Maurine Morris gave a demonstrtion of the curling iron and Miss Fannie Witten with the electric toaster.

Friday evening the stage setting represented little Miss Catherine Smith as an icicle during a heavy snowstorm. The background consisted of huge cakes of Central Power and Light Company ice. This ice, of course, was of the quality such as only our company can produce.

Girl Scouts Present Pageant.

Miss Gretchen Nagel, captain of the Girl Scouts at Fredericksburg, presented the pageant, "Evolution of Lighting," with the help of her scouts on January 13, to a capacity house. The theater of Fredericksburg was filled and the audience was a most enthusiastic and appreciative one. The scouts made enough money from this pageant to take them to camp next summer and, incidentally, the pageant was very instructive to the scouts as well as the others who attended. Every stage of lighting was shown and with the historical display of lamps in the window of our Fredericksburg office, the people of Fredericksburg were able to appreciate the change in our lighting methods.

"Save With Ice" Slogan Adopted By Company

The new National slogan, "Save With Ice," has been adopted by the Central Power and Light Company and will appear on all company equipment in the near future.

All wagons are to be painted white with red wheels and the new slogan, "Save With Ice" will be conspicuously displayed on the sides of each wagon in blue and red letters. This is part of the advertising campaign recently inaugurated by the company's ice department.

The ice industry in the past has been practically at a standstill. Ice was manufactured and sold, more or less, as the occasion demanded, with little attention being given to advertising or modern merchandising methods.

But, with the coming of this new era, the ice industry is realizing that there is more to do than to simply make ice and let people buy it. Thus, the industry is taking gigantic steps toward becoming an up-to-date merchandising business, and is already prospering because of these new methods.

National ice sales for 1927 exceeded by 10 per cent the sales of any previous year, and the progress made during the past three years is greater than in any period before.

The ice department is looking forward to an even greater increase in the demand for ice in 1928, and is making the necessary preparations to take care of this increase by adding approximately 300 tons to its present daily capacity.

"How long did it take your wife to learn to drive?"

"It will be ten years in September."

GENERAL OFFICE NOTES

The Employes' Club, under the able leadership of Tom Gunn, held its first meeting of the year on January 27, and much good was done. This was the first adventure of the club's new officers and we feel sure all of the electing voters are well pleased with their selection.

The Public Relation Employes' program, which is being enthusiastically carried out in all districts of the company, was outlined by W. D. Boone, Director of Public Relations. The employes then discussed the desirability of including this program as part of the year's work for the General Office Club and it was unanimously agreed that this should be done. Six meetings will therefore be devoted to these programs and an equal number of meetings will be devoted entirely to social activities. With this important decision made, the club members broke out into song and followed that by an enjoyable evening of dancing.

Messrs. Neiswanger, Reynolds and Dickerson were traveling speedily from Del Rio in an effort to reach the Employes' meeting and dance and lost one engine out of a so-called automobile named "Hudson." After a short wait on the road they caught a bus and journeyed forth, but not for long. They reached the scene of an accident and the bus was offered to assist the injured. Mr. Neiswanger, not wanting to miss the dance, started hot-footing it along the road, and as he did not look like a bandit, he was picked up by a chivalrous gentlemen in a Chevrolet and reached the meeting in time to dance. Atta boy, fella's, let's emulate the spirit of our leader!

Bob Exelby has purchased a new Pontiac and we wonder if the "blowout" was tire trouble or otherwise.

Won't be long now! Katherine Lee is wearing a diamond.

What is this we hear of Elmer Howell being the first Leap Year victim, huh?

The secret is out, Elfriede Suche is not all business—she seems to be interested in a roadster.

Edna Boas was whistled at by a cop and is now studying the rules of the "Pedestrian Lights." Sh-h—Mary Edwards is also studying the rules.

It is easy to understand Mr. C. A. Mast's jolly smile since we learn he was presented with an eleven-pound bouncing boy. Congratulations.

A belated thanks is offered to the Christmas party committee, consisting of L. C. Picnot, chairman, H. C. Loehr, Tom Gunn, H. G. Voigt, A. D. Magruder, Charlotte Kieffer, Nan Twiford, and Dorothy Stuart.

Kinly note the proud look on Walter Franks' face. He is signing as Senior now.

R. W. Price wants to know if it is absolutely necessary to put paraffin on a dance floor and WHY should they be made so slippery anyway.

It is with regret we learn of the death of J. C. Clark's mother. The entire general office extend their sympathy.

While discussing Safety, Jay Alan Reid, Safety Director from the Dallas office, met with a slight accident by walking through a glass door on the tenth floor and cutting his arm. He was fully reimbursed in the usual way.

We were favored during the past month with a visit by Mr. and Mrs. Charles B .Scott, Mr. McVay and Col. J. B. Reynolds. Messrs. Scott and McVay represent the Bureau of Safety. Col. Reynolds is Director of Industrial Development out of the Chicago office. It is always a pleasure to us to receive visitors from affiliated companies and the head office, as we always receive from them many things of benefit to us and our organization. Come again.

GUADALUPE DISTRICT NEWS

The Cuero local office had a formal opening on January 16, and it was such a decided success that it really belongs in the Society column. Almost the entire citizenship turned out for the event. We must attribute a large part of the success of the affair to the fact that the Kindergarten orchestra, composed of thirty children from three to six years old, played early in the evening, and attracted a great deal of attention.

The Hallettsville school invited us to take charge of their regular Thursday morning program on the 26th of January Miss Estella Janszen of Moulton talked on Home Refrigeration and Mrs. Coffey spoke on Safety. Both talks were well received.

Luling is beginning the construction of a modern Ice Factory.

Moulton now has a very attractive new office, and Mr. Leazer is quite chesty over the fact.

O. W. Jones of the Commercial Department is looking the Guadalupe district over for new load connections, and motor sales.

In connection with our program for a "No Accident" year for the Guadalupe district, we certainly trust that everyone in the district will be more careful of turkeys while driving on the roads. There must have been easily a carload killed by automobiles and left by the roads in this district during the past season. Since turkeys make up a large part of the farmer's crop, turkey deaths are a big loss to them.

Flatonia will stage an "opening" of their new office early this month that will do credit to our company and to W. D. Johnson, our enterprising manager there.

The million dollar Foundation Farm at Luling is now being served with electricity by the Central Power and Light Company.

Several of the employes of the Guadalupe group have declared their intention of entering the Public Relations Essay contest.

E. B. Neiswanger was the guest of the Cuero Rotary Club on February 2, and was also the chief speaker of the day.

WINTER GARDEN NEWS

Quite a bit of land has been sold in the neighborhood of Crystal City to colonization syndicates during the last few weeks, and we are looking forward to some large developments this year.

Work has just commenced on Highway No. 55, which will extend from Uvalde to Bart.

The "Dolling Up" of the Crystal City Power Plant has just about been completed, and, Oh Boy! you should see her now. If you don't look out we will redeem ourselves.

Lee Hugon has been percolating around Crystal City with a view of locating some work for his "destruction gang." Lee says he is going to rebuild the City of Crystal City just as soon as he can get his breath.

Spinach shipments from Crystal City, the largest shipping point of Spinach in the world, are rather slow this year, but the prices are high.

Uvalde Plant is installing two 1,000 H. P. La Vergne engines. We are giving all you fellows due notice. All we ask of you is to watch the smoke of the Winter Garden District, because we are long gone now.

On the morning of January 21, the Carrizo Springs force, strengthened by a large attendance from Crystal City, Asherton, Catarina and Big Wells, held one of the most interesting safety meetings that has been held for a long time. We had with us Mr. J. B. Morton from San Antonio and Mr. W. J. McVay of Chicago. There were fifty-five present. Of this number there were five ladies, wives of linemen in Mr. J. E. Mann's construction crew. A demonstration of the Prone Pressure Method of Resuscitation was given by Mr. McVay, explaining the various phases of this method, as to how the patient should be handled during the period of unconsciousness and after resuscitation. The talks by Mr. Morton and Mr. McVay, as well as the demonstration, were very much enjoyed and appreciated by all present. We are always glad to have these men with us as we believe that only through close cooperation can we attain the very best results in our efforts to reduce accidents.

Mr. J. E. Mann's crew has been in the Carrizo Springs section for about two weeks, building extentions to the south of town to serve more pump installations.

We connected in 75 H. P. for irrigation in Asherton this week and 15 H. P. in Big Wells. For Catarina we have 15 additional light customers. We have under contract for building of lines to serve 60 H. P. for irrigation in Catarina, 30 in Big Wells and 50 more in Asherton. If you will note **Asherton, Big Wells and Catarina** makes us the A-B-C of the famous Winter Garden district and we are going to try to live up to the name.

Darling—"Mamma, I have a surprise for you."

Mother—"What is it, darling?"

Darling—"I've swallowed a nail."

GULF COAST NEWS

You may not believe this, but it is true! Mr. Jack Preston was here today, Friday the thirteenth, and told us about duck hunting in the Valley. He says it was **hunting** all right, as he tramped all day and got, we believe, two ducks. Then some of the boys said they thought they could take him where he could get some ducks! Well, when he reached Corpus Christi the ducks were so sorry for Jack that they sent one to tell him all about it. The little Bluebill flew down on the pavement right in front of the district office and waited for Jack to come and get him. Just ask him if this isn't true. NEXT!

J. C. Kelly, Manager, Sinton, has secured the lighting installation for the new $100,000.00 High School at Sinton. This is a very beautiful structure and the lighting installation is in keeping with the building. We compliment Mr. Kelly on securing this contract.

Miss Laura Savage is much improved and hopes to be back at her desk soon.

Mr. Wentworth had quite a job selecting the prize essays from the number that came in after the Kingsville students had heard Mrs. Veltmann's lecture on Home Refrigeration. He has awarded the following prizes:

1st Prize, Velma Oxford.....$5.00
2nd Prize, Alice Langlois..... 3.00
3rd Prize, Collins Pipkin..... 2.00
4th Prize, Doris Gwin..... 1.00

Many other essays were well worth "honorable mention."

Our District Manager has been busy appointing the different committees for 1928. Those appointed for the employe's meetings were:

Mr. G. W. Gilliam, chairman; Mr. Herbert French, vice chairman; Miss Emily Kerridge, secretary; Miss Elizabeth Rountree, assistant secretary.

Best wishes and much happiness are in order for our plant superintendent at Bishop and Driscoll, Theodore Plevins, and Miss Opal Garrett, of Bishop, who were married recently.

SAN ANTONIO DISTRICT NEWS

We regret to hear of the illness of Mrs. O. G. Tielsch, wife of our manager at Devine, and wish her a speedy recovery.

Mr. Motsch of Three Rivers has been relieved of some of his duties as a result of the sale of our gas property. He reports that his gas range is now for sale as he has become an electric range enthusiast.

Mr. Tielsch of Devine is anxiously waiting the next meter reading date to see how the 100 H. P. motor in the Humble Pipe Line Company will affect his revenue and, incidentally, his payroll ratio.

We were very glad to have Colonel Reynolds, of Chicago, and Messrs. Neiswanger, Boone, Dickerson and Armistead of the San Antonio office, attend the Semi-Annual Chamber of Commerce meeting at Fredericksburg with us on January 18th. This was a very interesting and enjoyable banquet.

Mr. Houghton, our district merchandise man, is as busy in Bandera these days as a proverbial cranberry merchant. Apparently he is making a hit with the citizens as they are proposing to incorporate their town and elect him mayor. Keep out of politics Gene.

We take off our hats to Miss Lucille Burris, our new cashier of Cotulla. In slang phraseology, "she knows her onions."

Miss Gretchen Nagel of Fredericksburg is to be congratulated on the successful manner in which the Fredericksburg Girl Scout's presented "The Evolution of Lighting" recently. Incidentally, the scouts' treasury was swelled considerably as a result of the Pageant.

Harold Mackie of the district office has been placed in charge of stores accounting and promises to keep a very close system of records.

VALLEY DISTRICT NEWS

A. B. Weaver of the San Antonio Engineering Department has been transferred to the Valley district as district engineer. The Valley as a whole is very glad to have Mr. Weaver.

Jess Dunn, who has been handling work orders in the District office, has resigned and has been replaced by I. B. Seigler, formerly with the meter department.

A. A. Scott, formerly ice platform superintendent at McAllen, has been transferered to assist "Pop" Roberts in the handling of centralized ice.

There was a death in one of our properties last week, which was no doubt due to the failure of our local manager, Ross Stanley, to perform the Prone Pressure Method of Resuscitation. A monkey belonging to a traveling show had been tied to a guy wire from a pole supporting 2,300 volt line and, for the entertainment of all bystanders, was performing his stunts up and down the pole when he came in contact with hot wires. Ross happened to be one of the bystanders, but for some unknown reason did not apply the Prone Pressure Method of Resuscitation, as he had been previously instructed in our safety meetings. This was a very bad example of the safety teaching in the Valley and will probably reflect considerable on our reputation, as Mr. Ludden and Mr. Neiswanger happened to be among the bystanders watching the monkey perform. It seems that they inquired of Ross why he would not apply the Prone Pressure Method, but it would be impossible to publish Ross' answer in this paper.

The first Public Relation meeting to be held in the Valley for the year 1928 will be held in Harlingen, Texas, February 16. It is expected that approximately 300 employes will attend this meeting, which will no doubt be a good record for any Public Relation meeting.

RICE BELT NEWS

Miss Frances Tucker, formerly of Port Arthur, but recently of El Campo, has just recently joined the Central Power and Light Company family at the district office. We are truly glad to welcome Miss Tucker.

At the January meeting of the Women's Committee, which was held on the 5th at Bay City, it was decided to rotate the subsequent meetings throughout the district. The February meeting is to be held at Columbus on the 2nd. Mrs. Lavine H. Miller, 1927 chairman, deemed it best not to serve another year, despite the enthusiastic requests of the women that she do so, Mrs. Ira S. Rose, cashier of the Bay City office, was elected chairman for 1928, with Mrs. Fred Carleton, district office, being re-elected as secreatry. We are looking forward to a year brimful of interest and profit.

The personnel of the Merchandising department of the district office seem to have struck a knotty problem; in fact, they have been scratching their heads mightily these days. This is patricularly true of Mr. Musch, Mr. Bowman and Mr. Luecke, who have everybody in the office stirred up over the weighty problem of which costs the more—lighting your cigarette from a match out of a penny box of matches or lighting from the 1000 watt unit on your range? Serious matter, isn't it? Figure it out, will you?

We certainly appreciate the visit made recently by Mr. M. A. Ray, Statistical Department, San Antonio. It is mighty nice to get acquainted with "the man who has the facts."

Mr. O. W. Jones, Commercial Department, San Antonio, has been in the district a good deal this month. District Manager Vance Porter and Mr. Jones have done some intensive work in the district out of which we hope to see come substantial additional power loads on our lines.

Mr. W. E. Dickerson, formerly district manager at Victoria, but now of the Industrial Development Department, San Antonio, has paid the district a visit recently in behalf of the industrial development of the lower Colorado Valley section. Mr. Dickerson made a talk before the Matagorda County Development Association which met in Bay City recently. Come again, Mr. Dickerson.

We do not know whether the interest the Matagorda folks are showing in the Central Power and Light Company's operations is due wholly to their foresightedness and the mighty work of our friends, O. W. Jones, Commercial Department, San Antonio, and Vance Porter, district manager, or not. It's a bit peculiar. There seems to be a determined effort on Matagorda's part to have electric service right now but we are at a loss to know just who is responsible for the request that if the Central Power and Light Company gives Matagorda this service, Mr. Dunlavey, of the Accounting Department, district office, be attached to the Matagorda personnel. If you want the answer, page Tommie!