

# The PENTAGON

Published By and For the Employees of the Central Power and Light Company

Vol. V

San Antonio, Texas, May, 1930

No. 5

## Stock Sales For April 50 Per Cent Over Bogey

With the mighty strides of a giant, monthly stock sales, rising from 230 shares in January, 670 shares in February, 717 shares in March, rocketed to the new high mark of 1,512 shares during the month of April—exactly 512 shares in excess of the 1000-share bogey.

The record is a splendid one, one of which we may all be justly proud, and it is the result of the fine spirit with which all employes have entered into the stock-selling campaign.

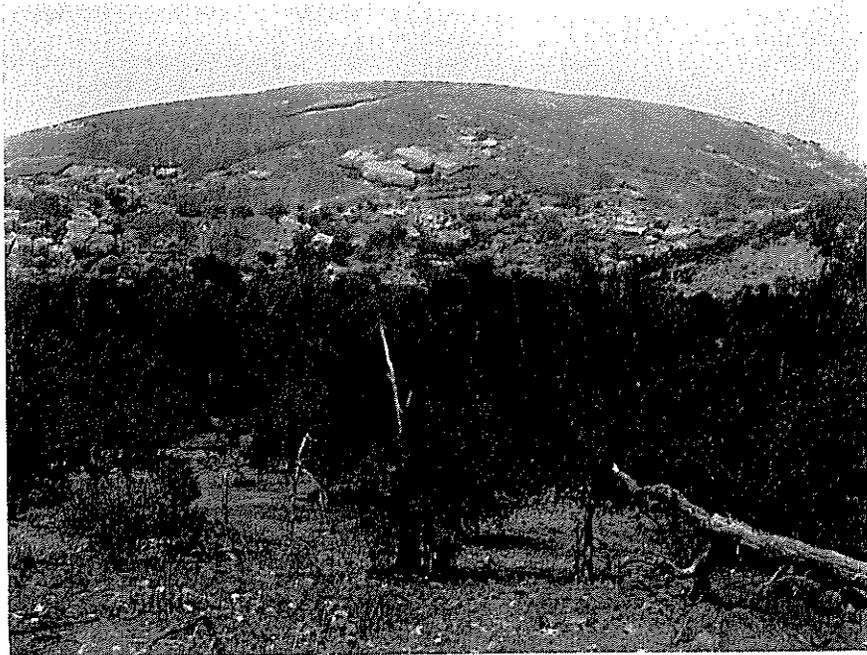
### Tie For First Honors

Individual first honors in the April contest for the greatest number of customers sold were shared equally by Lucille Moore of Victoria and R. A. Ewing of the power department, San Benito, each having sold stock to 14 customers. Miss Moore and Ewing agreed to lump first and second prizes, each receiving a cash award of \$20. The battle for third honors also resulted in a tie, and L. M. Levinson of Victoria and W. H. Cole of Laredo were each awarded a cash prize of \$10. So much interest was evinced in the contest that all employes selling five or more customers during April were awarded 50c for each customer. Those receiving these prizes included: F. N. Schroeder, San Diego; Mauldin Griffin, San Antonio; Essie Vickers, Sinton; L. A. Diegel, Beeville; E. Treadwell, Del Rio, and Mrs. E. L. Carleton, Bay City.

### Gulf Coast Sets Pace

In the number of shares sold during the month, the Gulf Coast district was the pace-maker with sales of 415 shares—more than doubling its bogey of 200 shares. The Valley district ran a close second with a total of 327 shares sold. Only two districts failed to attain their quotas, but most of them went over the top with a substantial margin.

During the past three months an intense rivalry has existed between the different districts as to which one could outsell the other in stock sales. Each district went into open competition with another district, and challenges between districts and individuals within the dis-



Enchanted Rock, near Fredericksburg, bids fair to become one of the show places of the Southwest. This huge mountain of solid granite covers 640 acres of land.

tricts were rife. The district contests resulted in victory for the Valley, Victoria, Winter Garden, Del Rio and the Guadalupe districts. With the coming of May the contests were renewed with a promising outlook for many more interesting battles.

The month of April with its gratifying record of stock sales is already relegated to the past, but the real history in stock selling is yet to be made. The best monthly record in stock selling so far came in July, 1929, when 1,602 shares of stock were sold. A large percentage of these shares were sold to employes, while most of the sales made during the past April were made outside our company.

The quota for May has been raised from the 1000 April quota to 1250, and May promises to be a great month in stock selling.

Prizes for May are being offered similar to the ones offered in April. The first prize will be \$25, second prize \$15, and third prize \$10, the honors to be based on the number of customers sold.

## April Merchandise Sales Establish New High Mark

Breaking records is our company's specialty, so along comes April and another old record is placed in the cupboard and a shiny new one is put out to look at—and to shoot at. This time it's in merchandising sales.

During the month of April our company registered \$116,614.63 in merchandise and jobbing sales. That's the best month in the whole history of the Central Power and Light Company, and it bespeaks the energetic, intelligent efforts of all employes, and the functioning of a 100 per cent selling personnel.

May promises to be an even better month. Practically all April activities are being continued and in addition, one of the biggest campaigns on a major electrical device ever attempted by our company has gotten off to a fast start.

That million dollar 1930 sales quota is not only in sight, but may be passed up and left out of sight before the year is over.

# PENTAGON



General Office San Antonio Texas  
 Dwight A. Carlsen . . . . . Editor  
 Julian B. Cross . . . Associate Editor

*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.*

## Our Company

A suggestion recently submitted to the employes suggestion committee states that, in the future, all employes should refer to the Central Power and Light Company not as "the company," but as "our company."

That suggestion, which outwardly seems to be only a little thing in itself, is really one of great importance and is one that should be carried out to the letter by all employes. The very import of the expression "our company" embodies in it much of the spirit of the Central Power and Light Company. As a matter of fact, the Central Power and Light Company is "our company." It works for us and we work for it; its success or failure is our success or failure; its efforts, its enthusiasm, its personality, are but a composite of our actions and dispositions.

If we are loyal employes who have absorbed the real spirit of our company, we will greet this suggestion with enthusiasm. In conversations with our friends inside and outside of our company, we will refer to the Central Power and Light Company as "our company," and this practice will make us better employes.

The "our company" practice must not stop with our conversations, however. We must think in terms of "our company." This means that when we go about our daily duties we will perform them with all the care and accuracy we would devote to something exclusively our own. Our interest in the Central Power and Light Company will not cease when our daily duties have been performed; we will want to do more than simply that which is expected of us. When we have arrived at that stage, our work will have a new meaning. It will reflect our own individuality, and if we have any special ability, undiscovered as yet, it will be brought to light.

If we speak, think and work in terms of our company, what is there, then, that can eclipse our pride in our company?

—(CPL)—

## A&M Graduate Engineers Visit Company Property

"And in this plant, gentlemen, we have the first and largest Kaplan turbine in America," stated Joe Woods, assistant chief engineer of the Central Power and Light Company, as he proceeded to show 46 graduating engineers of A. and M. College around our Lake Walk plant.

Joe Woods, acting as toastmaster on all occasions, J. T. Persons, chief engineer, Central Power and Light Company, E. H. Kifer, H. Braunig and B. Gouger of San Antonio Public Service Company, accompanied these young engineers on a four days tour of both company's electrical properties.

Wednesday, April 2, the A. and M. students arrived in San Antonio and were taken through the Comal plant at New Braunfels, on Thursday, the city auditorium, Olmos substation, Portland cement plant, where all were guests of the cement company for luncheon served at the plant, the Jones Avenue office of San Antonio Public Service Company where control equipment was studied, the city sewage disposal plant, the Grandview sub-station, and later the underground distribution in the business district was thoroughly explained after which the San Antonio Public Service Company and Central Power and Light Company gave them a dinner at the Plaza Hotel.

Friday morning, the Southwestern Bell Telephone Company and Western Union offices were points of interest visited, as well as a thorough inspection of the electrical equipment in the Majestic the-

atre, before leaving for Uvalde and Del Rio. At Uvalde the substation was inspected and the entire group had lunch. After lunch the party went on to Del Rio where the Devil's Lake hydro plant was inspected before night fall.

Saturday morning an inspection was made of the steam plant and the Lake Walk hydro which completed the trip.

This trip was voted as being the most interesting the class had ever taken and all were more than pleased with the results. Special arrangements were made with the Plaza Hotel in order that the trip could be made at a minimum expense. Furnishing their own transportation in the form of a bus and one or two extra cars, the contingent headed by M. C. Hughes, professor of engineering, and M. F. Roder, associate, returned to the college on Sunday—feeling that a great benefit had been derived from the excursion.

—(CPL)—

## Another Town Receives First Electric Service

On April 21 the total number of communities served by our company was raised to 175 when the community of Barksdale was given its first electric service.

Barksdale is located in the fertile and picturesque valley of the Nueces River just about four miles north of Camp Wood. A new and complete local distribution system was erected in the town and service was rendered from a newly-constructed 11,000 volt line running out of Camp Wood.

Camp Wood and Rock Springs as well as Leaky and Barksdale are now served from the 66,000 volt line between Uvalde and Sonora which was constructed by our company and placed into operation late in February of this year.

## MERCHANDISE SALES

District	Month of April		Year to Date	
	Total Sales	Sales per meter	Total Sales	Sales per meter
Guadalupe .....	\$38,692.04	\$9.35	\$60,318.45	\$14.60
Big Bend .....	5,099.23	4.84	14,163.33	13.35
Del Rio .....	4,864.66	4.05	11,987.89	10.00
Laredo .....	5,761.10	2.45	19,544.92	8.30
Rice Belt .....	8,464.32	2.79	24,152.71	7.95
Valley .....	26,286.01	3.50	54,419.45	7.25
Winter Garden .....	4,043.82	2.31	11,752.33	6.70
San Antonio .....	5,383.83	2.66	12,726.33	6.30
Gulf Coast .....	14,482.73	1.98	36,839.92	5.04
Victoria .....	3,536.89	2.35	7,023.52	4.67
<b>TOTALS.....</b>	<b>\$116,614.63</b>	<b>\$3.64</b>	<b>\$252,928.85</b>	<b>\$7.93</b>

## Survey Reveals Future For Textiles in Texas

One of the latest achievements of the department of industrial development is an attractive booklet recently put out containing the report of a survey of textile possibilities in South and Southwest Texas.

The survey was made for W. E. Dickerson, director of the department of industrial development, by Robert and Company of Atlanta, Georgia, and the report may be classed as a distinct achievement in more ways than one. It presents in a most interesting, concise and accurate manner the possibilities offered in South and Southwest Texas to the manufacturer of textile products.

### Unparalleled Facilities Available

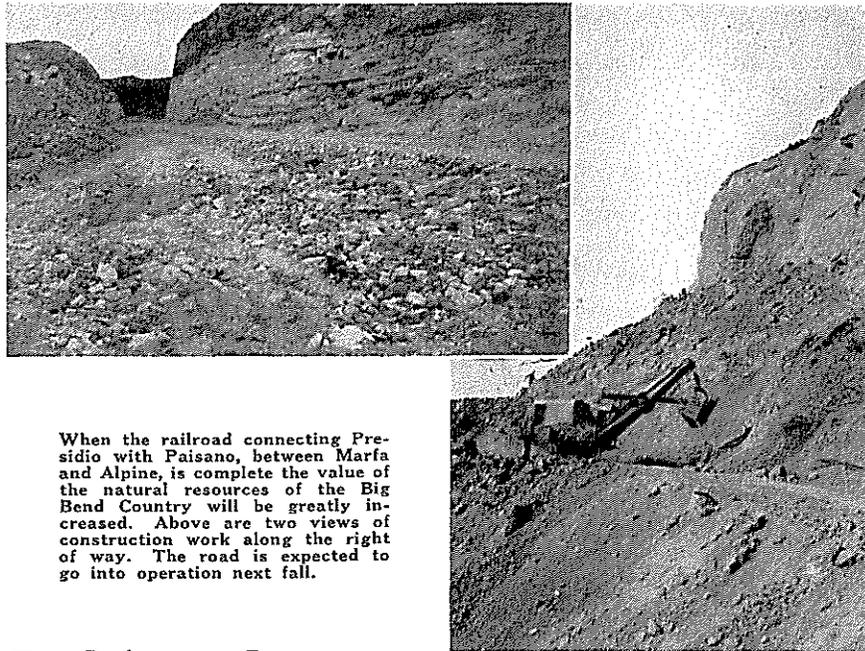
According to the report, South and Southwest Texas offers facilities for the development of certain textiles and associated industries that are, perhaps, unparalleled in any part of the United States. It points out that raw materials—cotton, wool and mohair—are produced in plentiful quantities annually and could be obtained by the manufacturer at a very low rate since the cost of transportation, brokerage and the expense of middlemen would be reduced to a minimum. The large Mexican populations in this territory would be another advantage to the textile manufacturer, for the Mexican laborer, with a small amount of training, would be cheaper than and as efficient as the white laborer for this type of work. Other production costs, such as taxes, land, power, water, etc., would be found to be much cheaper than in New England.

### Booklet Reveals Vital Facts

Besides being extremely convincing, the booklet is quite authoritative and does not exaggerate or misrepresent the advantages to be found in South and Southwest Texas. Written in an interesting, non-technical style and containing facts, figures and information of vital interest to the manufacturer of textile products the booklet is certain to claim the attention of textile interests wherever it is distributed.

It shows, and conclusively, that Texas, South and Southwest Texas particularly, is the logical place for further textile development in the United States.

The booklets, about 140 of which have been distributed to date, are being disseminated among all leading textile interests and also among many colleges and universities, and it is expected that they will do much toward arousing interest in the textile possibilities of South and Southwest Texas.



When the railroad connecting Presidio with Paisano, between Marfa and Alpine, is complete the value of the natural resources of the Big Bend Country will be greatly increased. Above are two views of construction work along the right of way. The road is expected to go into operation next fall.

## Ten Delegates Represent Company at Hot Springs

The 22nd annual convention of the Southwestern Division of the National Electric Light Association, held in Hot Springs, Arkansas, May 6 to 9 inclusive, was attended by a goodly delegation from the Central Power and Light Company.

Those who attended report that the convention was a most successful one from many standpoints, and the various meetings held during the three days of the convention were all pleasant and instructive. Members of the personnel of the Central Power and Light Company who attended the convention included: E. B. Neiswanger, H. C. Loehr, C. T. Gilliam, J. R. McCoy, J. T. Persons, H. G. Voigt, Dwight A. Carlsen, Misses Mary L. Edwards, Alice Schuetze and Mrs. Glenna Carpenter of the Carrizo Springs office.

President Neiswanger presented a formal discussion on the subject "What Executives Expect from Merchandising Departments", and Dwight Carlsen led the discussion on "How to Advertise Electrical Merchandise". Addresses delivered during the convention included: "Competition in Power Field and How to Meet It", by C. T. Gilliam; "Value of the Power Manual", by J. R. McCoy, and "Methods of Compensation of Merchandise Salesmen", by H. G. Voigt. H. C. Loehr, chairman of the committee on purchasing and storeroom, and J. T. Persons, chairman of the overhead systems committee, both made committee reports.

On Friday afternoon the public speaking contest was held to choose a speaker to represent utility companies of the Southwest at the national contest to be

held in San Francisco in June. There were five speakers in the contest, one representing each state in the Southwest. Miss Mary Edwards, representing Texas, presented her speech better than ever before, and although she did not receive the judges' first award, she did, nevertheless, live up to her reputation and delivered her speech in such a manner as to win the commendation and high praise of practically everyone present.

—(CPL)—

## Electric Power Output Continues to Increase

Taking rapid strides toward the next goal of a million kilowatt-hours a day output, power operation figures for April show encouraging increases in power output that indicate that the goal is not far away.

Power districts numbers 1 and 3 established new high output marks during April with an increase of 12 per cent and 7 per cent respectively over last month's output. The entire system output increased 9 per cent over last month, or an increase of 18.5 per cent over April, 1929. Purchase power for the month of April, 1930, amounted to only 31 per cent of the power purchase of April, 1929.

The average system load factor has advanced to 72.6 per cent, or an increase of 5 per cent over the month of March. It is estimated that, during the next five months, load factors and output will increase 5 to 10 per cent per month due to the opening of the irrigation and ginning seasons, according to E. T. Ankele, engineer in charge of transmission and substation operation.

## New Transmission Line Is Nearing Completion

Work on the new transmission line of the Central Power and Light Company, extending east from Laredo to Falfurrias and interconnecting at that point with the company's Victoria and Corpus Christi districts, is moving fast toward completion, and engineers of the company estimate that the entire line will go into operation by June 1.

Part of the line has already been completed and electric service from the Laredo plant is being given the various towns along the line as fast as the line can be completed. The line from Laredo was completed as far as Bruni on Tuesday, May 13, giving Bruni and Mirando City electric service from Laredo. The company's generating plant at Mirando City was shut down, but will be maintained there in the future as a standby station.

Another portion of the line was completed on Tuesday, May 20, when the line was extended further from Bruni to Hebronville. The Hebronville plant was shut down also, but it will continue to be maintained by the company at that point to be used in case of an emergency.

The remainder of the line, Hebronville to Falfurrias and Falfurrias to Kingsville, will be completed by June 1, and, when complete, will give electric service to all the towns along the line, and will furnish power in abundance for the development of the oil fields in the territory around Mirando City, Oilton and Bruni. Laredo, which is already connected with the company's plants on Devil's River at Del Rio, will be connected with the company's Victoria district also with the completion of the new line, which fact will afford added protection to electric service on the entire line, for, in case of an emergency, electric power could be obtained at any point on the line from any of the company's main generating plants in these districts.

The completion of this new transmission line will form a well connected network of transmission lines operated by the company from the north edge of Val Verde County in the west to the Wharton County line east of El Campo in the east.

—(CPL)—

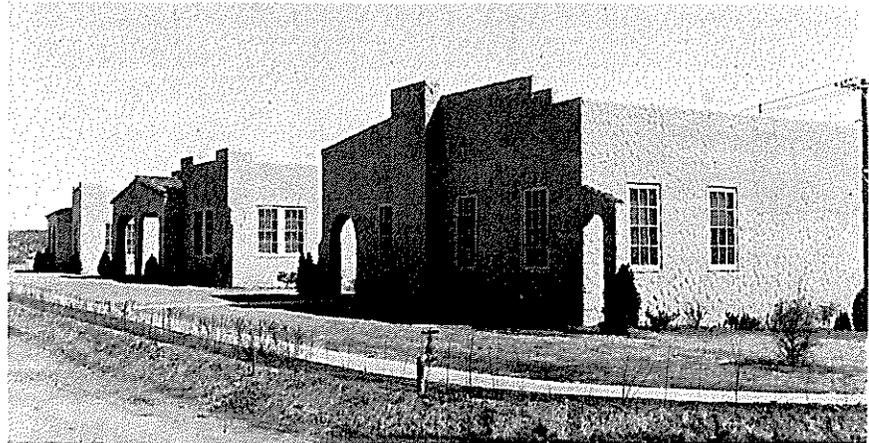
"Mother," said the small boy, "do they have electric plants in heaven?"

"No, dear," replied the mother, "it requires engineers to build electric plants."

—(CPL)—

"Auntie, were you ever proposed to?"

"Once, dear, a gentleman asked me to marry him over the telephone—but he had the wrong number."



A view of a part of the miniature city erected by our company near the steam plant on Devil's River.

## Long Service of Employees Wins Service Pin Awards

In recognition of their long and continued service with the Central Power and Light Company, nine employees have been awarded service pins since the first of the year.

Eight of the pins represented service records from five to ten years, while one pin was given for a record of between ten and fifteen years of continuous service.

Distribution was made as follows:

### Ten Years' Service:

Tate, Robert ..... Gonzales

### Five Years' Service:

Brantley, Guy O. .... Del Rio  
Cheek, Frank ..... Del Rio  
Clark, L. A. .... San Benito  
Crockett, B. L. .... Victoria  
Gay, Alice M. .... General Office  
Haag, G. A. .... Falfurrias  
Scott, R. E. .... Raymondville  
Swedhine, H. M. .... El Campo

The policy of recognizing long and continued service on the part of employees was first inaugurated by our company in 1928 and since that time many of the attractive buttons have been awarded to employees who, by reason of their span of employment, are entitled to recognition. These service pins are designed in the form of a pentagon, the representative seal of our company. Years of service are indicated by a different jewel set in the pin, for each period of time spent with the organization after ten years. A plain gold pin represents five to ten years of service; one set with sapphire represents ten to fifteen years' service; a ruby designates 15 to 20 years' service; an emerald for 20 to 25 years' service, and a diamond mounted on the pin marks the bearer as one who has served his company faithfully and well for 25 years or more.

## Miniature City Erected At Site of Steam Plant

An attractive addition to our company's property at the steam generating plant on Devil's River near Del Rio is the fourteen houses occupied by employees of the plant and their families.

Located on a hill overlooking the steam plant, these attractive houses form a group that might well be the pride of an exclusive urban subdivision. Built on lots ranging from fifty to seventy-five feet, each house has an individual exterior although the inside arrangements of most of them are similar in many respects as all of them were built with a view to include the very best in neatness, roominess and convenience. Seven of the houses have four rooms each, six have five rooms each, and one, the home of the chief engineer, has six rooms.

In each house both the living room and dining rooms have walls of sheetrock stippled with plastic paint, while the kitchens and baths are enameled and the bedrooms are papered. Sufficient electrical outlets were installed for all appliances and each house is fitted with electric refrigeration, an electric range and an electric water heater.

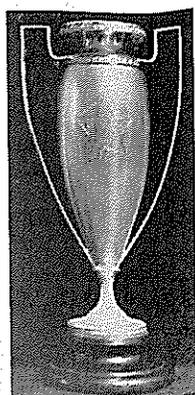
Due to the fact that the steam plant is located at some distance from Del Rio and the fact that it requires a crew of sixteen men working three shifts of eight hours each to operate the plant, it was deemed advisable to provide the operators with living quarters adjacent to the plant. Also, by taking this step, all men will be available at a moment's notice in case of an emergency.

This group of homes, representative of the most modern type of construction, not only forms a very attractive addition to our company's property, but also furnishes ideal living quarters for the operators of the plant.

## Excellent Safety Record Is Awarded Recognition

The Del Rio district distribution crew is now the proud possessor of a handsome silver loving cup, the gift of J. B. Morton, director of the department of safety, personally presented by President Neiswanger at a division safety meeting held in the high school auditorium at Del Rio May 12.

The Del Rio crew, working under the supervision of S. A. Worley, is well deserving of this signal honor, and the crew and its supervisor have the congratulations of the entire company upon their achievement.



This honor came to it for having worked 40,280 man hours without a single lost time accident, a record worthy of the highest commendation.

The presentation of the cup by President Neiswanger followed several impressive talks on safety. Talks made during the meeting included: "Where to Start Safety Work," by Alva Woodward; "Safeguarding the Community," by C. L. St. John, and "The Human Element in Safety Work," by J. B. Morton. Following Mr. Morton's talk, President Neiswanger made the presentation after which S. A. Worley made a short speech of thanks and acceptance. The meeting was concluded with entertainment and refreshments on the lawn of the auditorium.

The record made by the Del Rio crew, which covered work over the last nine months of 1929, is a goal toward which all company employes should strive, not only to attain it, but also to surpass it.

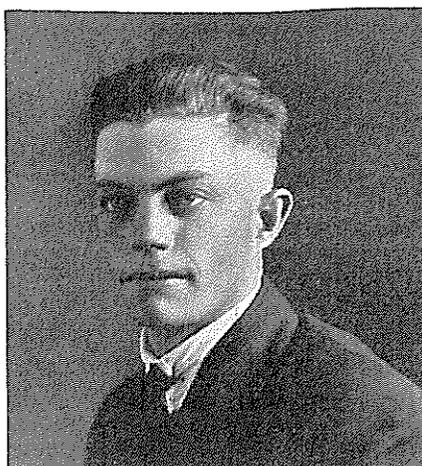
The distribution crew at Victoria comes in for second honors in safety. Running the Del Rio crew a close race, it negotiated the last nine months of 1929 without a single lost time accident and with a total of 29,109 man hours of work. For its admirable work the Victoria crew, under the supervision of T. E. Luecke, district engineer, will receive the second prize of a handsome cast plaque mounted on wood for its permanent possession.

—(CPL)—

"This wonderful speaker whom you have just listened to could not speak a word of English when he came to the United States."

"Where did he come from?"

"He was born here."



S. A. Worley, under whose able supervision the Del Rio distribution crew won the J. B. Morton safety cup.

## Large Sections of U. S. Face Power Shortages

Serious shortages in hydro-electric power are being faced by a considerable area of the United States because of a scarcity of rainfall, according to information recently released by the information and service department of the National Electric Light Association. This bit of news should be no cause for alarm, however, in the towns and cities of South and Southwest Texas served by the Central Power and Light Company.

Not only has there been ample rainfall in this section of Texas, but the steam and hydro generating stations of our company are so well interconnected that it would take a long dry spell indeed even to threaten the supply of power.

Various sections of the United States are not so well protected, however, according to the information which states that only a heavy and persistent rainfall in the near future will prevent a recurrence of the situation last fall when, due to a widespread drought, electric light and power companies had to burn nearly three million additional tons of fuel to make up for the deficiency in rainfall.

The sad plight of Tacoma, Washington, last year is cited: "It will be recalled that last December the city of Tacoma, which depends for its power and light upon a municipal power plant, was forced to call upon the Federal Government for aid and borrowed the Airplane Carrier "Lexington" which was hooked up with the city's distribution lines as a generating plant for 30 days at a cost of half a million dollars to the tax-payers of the United States."

—(CPL)—

"Is your boy friend a lady killer?"

"I'll say he is—he starves 'em to death."

## Company Stock Salesmen Have Varied Experiences

Clothes may make the man in many cases, but when it comes to stock prospects it is an entirely different proposition. Experience has taught many Central Power and Light employes that stock sales may, and usually do, come from the most unexpected sources. Not only do they come from unexpected sources, but also under the most unusual circumstances, as the following stories will witness:

In one case an employe called on a prospect for the purpose of selling her a refrigerator. Failing this, he tried to sell her an electric percolator. This failed, and he tried a toaster, and when his efforts to sell her a small electric curling-iron failed, he offered her, more in jest than in earnestness, some shares of stock in our company. To his great surprise, the lady prospect bought several shares.

In another instance a man garbed in overalls who was, to all intents and purposes, looking for a job, walked into the general office one day. It was soon discovered, however, that he was merely looking for a safe place to invest his savings. He paid cash for 15 shares.

Then there is the case of the lady who walked into the treasury department one fine day and purchased ten shares of stock, and imparted the information that she first became interested in the Central Power and Light Company when she heard several people discussing it coming down in an elevator in a building in Chicago.

And some employes manage to turn their personal charms to account in selling stock. It is reported that one employe has quite a way with widows. At least most of his stock sales—and there has been quite a number of them—have come from widows. Anyway, it is a fine way to help the widows along.

Perseverance is, perhaps, the greatest personal asset in selling stock. One salesman in the Valley district braved a tornado, drove miles in an angry storm and forded several swollen streams in order to interview a prospect. It may even have been that he risked his very life, but it was worth it, for he came away with a sale of 52 shares.

Instances such as the above occur frequently to stock salesmen who consider everybody a prospect under any and all circumstances, which all goes to prove that Central Power and Light Company stock selling is a thrilling adventure besides being profitable to the salesman. The Pentagon would be glad to receive notice of stock sales that have taken place under extraordinary circumstances.

# District News Section

## BIG BEND

C. R. SOLCHER, Correspondent

By the time this issue issues forward my promotion from the Big Bend office boy to janitor in the Statistical Department will have taken effect and as some four hundred miles separate the Big Bend from San Antonio here are a few of the things I think:

I think that Large Curve sounds more refined than Big Bend.

That John Mead should be proclaimed Kut Plug Champion of the universe, that,

No betterment work should ever be done without a work order number, that,

Because of his beautiful curly hair, Dave Morris should have been a girl, that,

Carl Cazell will probably die with his boots on, that,

A West Texas cow pony has lots of fine points, that,

Tarver's never broke cause he has a gold tooth, and that,

Anybody who reads this columns knows his rubbish.

As the eastbound train pulled into Marathon on the last day of April folks on board were greeted by a peculiar sight. A speck loomed in the distance. As it approached one discerned the form of a man lugging a suitcase trodding the rails in the direction of El Paso. One's first thought would have been "just another knight of the road", but as the foot weary stranger came in full view the conductor shouted "this is your car, Mr. R. A. O'Neil".

Miss Leola Seastrunk of the home economics department paid the district a visit recently.

Another visitor during the month was H. G. Voigt of the commercial department. Mr. Voigt accomplished quite a bit during his stay and promised Mr. Norman he would endeavor to visit the Big Bend more often in the future.

Malcolm T. Swann is the latest addition to the district office force. So when somebody said "who is that bird?" he wasn't so far wrong.

Lucky break for Pentagon readers—C. R. Solcher no longer Big Bend correspondent. Adios and may the bend in Big Bend bend bigger as time goes on.

(CPL)

## RICE BELT

MRS. FRED CARLETON, Correspondent

Public relations in the Rice Belt are certainly good these days. Everybody's talking about it, and A. D. Magruder 'special-ly'. Reason? Well, when the good looking distribution engineer goes "pioneering" into the country places, and an old hen gets in his car while parked at a farmer's house and politely lays an egg for "hizzoner", it seems to us that relations are mighty good.

H. J. Barton, of the El Campo office, is doing some real good work with the boy scouts in the Tonqua area. He recently attended the boy scout convention in Dallas.

Lillian Wheeler and Edna Albrecht spent San Jacinto holiday in San Antonio. They reported a delightful visit.

The women's committee held a most interesting open meeting in El Campo in April. About eighty homemakers of that community were with the girls for their program and tea, which was held at the

Mayfield Hotel. It was quite pleasant to have Miss Seastrunk as a guest for this occasion.

Improved road conditions, paving and sewerage systems seem to be the order of the day throughout this section, many of our smaller towns gettings these conveniences now. Progress, and in the right direction!

With warm days here, fish bitin', and swimming pools opening up all over the district, believe we are going to have some real good times. Then, too, just look at the miniature golf courses springing up over the district—Bay City being the latest addition to the ranks. Where's my putter?

We appreciate the little visit we had recently from Mary Edwards, Dwight Carlsen and Munroe Edwards, while on their way to Galveston from San Antonio. Nice visit, folks, but not long enough. How about another visit?

Hall Richardson is spending his vacation in Indiana. That's right, Hall, make it a real vacation. Might as well, and the Hoosier state is a plum good place to take it.

Employee educational meeting was held at Bay City on the 23rd of April, with a good attendance. The program, while short, was worth while, and we particularly enjoyed the round table on stocks, led by Mr. Carson, our director, whom we were so happy to have with us for the occasion.

(CPL)

## VICTORIA

JESSE SITTERLE, Correspondent

Victoria district held its monthly safety meeting for April on the 11th. L. C. Picnot was listed among the guests present, and favored us with a very interesting talk. The Victoria district operating department feels very proud of its safety record—having gone through the years 1928, 1929, and the first three months of 1930 without a "lost-time" accident.

About the worst luck that happens down our way is having to put up with these "summer bachelors". Heinie Blaise and Leon Buerger are enjoying "single blessedness" once more since their wives are away. Leon has been looking and acting kinda puny—don't know whether it's too many parties or just having to eat his own cooking; and as for Heinie, he doesn't have to hurry home so soon after work, and has had time to talk up some new stock prospects. His latest contribution was a "ten-share" sale.

And say, speaking about proud fathers, you should see Ed Tyler's beaming face these days since he has become the proud possessor of a bouncing baby boy. Poor Ed! He couldn't celebrate in the "old-time" fashion; some new revenue officers came to town.

Mr. McAlister of Cuero, the Guadalupe district optimist, challenged Victoria to a contest on the sale of ice refrigerators to last from April 15th to May 15th. Mr. Mac sure walked into a hornets nest that time. If there is anything Victoria can't do nothin' else but, it's sell ice refrigerators. Sorry, but you walked into this thing with open eyes, Mr. Mac!

Power district No. 1 reports a 100% increase in KWH output during the month of April over this same month last year, having produced over 9,780,000 KWH during April.

Zeb Carson seems to be our old stand-by when we have a public relations meeting. Don't believe he has ever failed to be our San Antonio representative at these meetings, and we want to thank him for always showing up. He was here for the last meeting we had, and from what we can gather, he enjoyed the fish feed we had with him.

Ray LeSage has been steadily losing weight since he's been taking inventory of his merchandise. Too bad he doesn't have to check it over every month. Another week of this kind of work and Ray would be able to wear a hand-me-down.

## GULF COAST

V. C. MYRICK, Correspondent

The April meeting of the Gulf Coast district women's committee met at the district office on Wednesday, April 18th. A delicious electric oven dinner was prepared by the girls and served to eighteen members and guests including Mrs. Eldridge and Mrs. Franke Johnson of Uvalde.

Albert Thomas, cousin of Tommy Thomas of the district office, has been added to stores personnel, taking the place of Al Simmons who was moved to the local office.

Cecil Dodds has also been added to the stores department force. He has been with us for some time but has worked with the line gang.

Leonidas Gomez, an employe of the Corpus Christi ice sales department, lost his life in an automobile accident while on a pleasure trip on the night of April 10th, near Alice. He had been with the company for approximately three years and was a loyal and energetic worker. He is survived by his wife and four small children. We are glad to report that Leonidas had availed himself of the additional insurance plan in the amount of \$600.00. He was also a member of our Employees Welfare Association of the Gulf Coast district and a check for \$137.00 was delivered to his family on the day of his death. These sums, together with his gift insurance, afforded his family protection to the extent of \$1,337.00.

The company's attractive office in Mathis was appropriately dedicated on the evening of April 5th, when several hundred of our customers and friends were our guests upon that occasion. Music and refreshments were enjoyed until a late hour. Jimmie Parish, local representative, is pleased with his new location and his modern office and store, and promises to place Mathis on the map in merchandise sales henceforth.

Glynn Lincoln has just returned from his vacation which was spent in Rockdale and surrounding territory.

A most successful cooking school, sponsored by the Central Power and Light Company, was conducted by Mrs. Franke C. Johnson of Uvalde on April 17, 18, and 19, in Corpus Christi. Housewives of this city were greatly benefitted by the demonstrations of Mrs. Johnson's culinary art shown in the preparation of delicious food and all the goodies cooked electrically. At the conclusion of the three day school an electric table stove was given away.

A district safety meeting was held on April 18 with a large percentage of employes present. An interesting program was rendered, followed by a contest between the boys and girls in a demonstration of the prone pressure method of resuscitation. Judges said a fair decision could not be given, as the boys put their demonstration on equally as well as the girls, so prizes were awarded to both sides.

A Rotary convention of the 47th district was held in Corpus Christi May 1 and 2. Approximately 525 Rotarians and Rotaryans from many points in South Texas were in attendance. Among those registered were Joe Carper of Uvalde, Hal Ellsworth, Laredo, F. H. Enckhausen, of Hebbronville, Geo. Williams, Goliad, E. T. Laubscher, San Antonio, W. C. Jones of Donna, R. M. Edwards, Edinburg, and J. B. Morton, San Antonio.

(CPL)

"In the waters around the Philippines, they say there's a kind of fish that gives off a phosphorescent light."

"Isn't that interesting!" exclaimed the lady who was always turning off lamps. "I wonder if one could keep it in a bowl, the way one keeps a goldfish?"

(CPL)

"Mother, can I keep a diary?"

"Certainly, my dear."

"I'm glad, because I get a kick out of this perfectly dizzy one I found in your desk."

USE YOUR HEAD  
OR ALL THE  
MECHANICAL  
SAFEGUARDS IN  
THE WORLD WILL  
NOT ELIMINATE  
ACCIDENTS



## LAREDO

ARNULFO ZAMORA, *Correspondent*

Everything is quiet down by the Rio Grande with your correspondent trying to patch up this monthly epistle to fill this column. Aside from the fact that our neighbors from across the "Bravo" have celebrated "El Cinco de Mayo" there has not been much doing around the Laredo district.

On second thought—not so quiet. One of the best rains has fallen around this section and Herbie Uribe is happy because his newly constructed tank at his ranch is full of water. He is ready to barbecue Jim Hill's pet goat and invite the whole gang to celebrate.

A third thought now—not quiet at all. Ella Devine lost one whole night's sleep and ten pounds several days ago when she was falsely accused by "a jealous wife" for flirting with her husband. Several investigations were made and finally Ella was "regusted" when she found out that it was all a joke. Curses! Ella thought she was regaining her "It".

The eminent scholar, soldier, and cartoonist, Joseph Arnold, has been elected editor-in-chief, composer, printer, etc., of the "Laredo Notes". Joe has been doing a good job and he asks the support of all the gang to better our bi-monthly publication.

Harold "Teen" Wine has been transferred from the sales force to the stores department.

Alton Witten (Wright this time) the ice delivery foreman, is one of the Kress store's best customers. It is said that Alton likes Kress articles so much that he goes back after closing hours to do "window-shopping".

It has just been discovered that Johnnie Townsend is quite upset because he will not have anybody to write his letters anymore. Seems there is another party sorry for not being able to do the writing. Careful!

To watch one of the famous Goldberg cartoons is enough to picture Dick Traylor entering the office one morning after having played two rounds of real golf, after he stayed away from the game for over a year. Brace up, Dick! By the time of this publication you will be able to start on another couple.

Mrs. Willie Belle Barry, after staying away from Laredo for several weeks, got back in time to take charge of Better Home Week. Mrs. Barry's department has been doing considerable amount of work in and around Laredo.

And to close this quiet scramble it is only fitting to say that another month has gone by and "Time is getting near, Olive".

(CPL)

## WINTER GARDEN

SAM SCHLEICHER, *Correspondent*

Chesley Redus of the treasury department, San Antonio, has been in the Crystal City district for a few days the latter part of the month. At miniature golf, Chesley is an expert.

Mrs. Elizabeth Treadwell of the Del Rio office paid the Crystal City office a visit on Texas Independence Day.

Lee Hugon says he is turning over a new leaf. Last week he was home one night, and next week he states he won't be home at all.

A district office conversation: Dorothy (payroll clerk): G-o-o-d-n-i-g-h-t, we have fifty men on ice.

Lee Hugon: Geel that's bad!  
Dorothy: Crazy, 50 men on the ice payroll.

N. W. Hully, traveling auditor, might want to learn how to start his Ford off without killing the engine. Don't everybody speak at once.

Alfred Watts is getting entirely too large. Yes, his chair broke with him the other day. Uvalde must agree with Watts; wonder where he eats?

After spending several weeks in our district Ben Barclay bade us all a sad adieu, cranked up "Sadie" and hit the trail for Santone.

The district safety meeting for April was held in Sabinal on April 14th. We had

an excellent meeting, and everyone enjoyed it very much. Mr. Neiswanger, Mr. McCoy and Mrs. Alice Gay were visitors from the general office. We were surely glad to have them attend.

On April 5th the Winter Garden staged a revival of the famous strawberry festival, and from the success attained it has been decided to hold this every year. The town of Carrizo Springs was host to approximately 15,000 visitors on that day.

Mr. and Mrs. E. B. Neiswanger were at Carrizo Springs on the 5th, taking in the Strawberry Festival, and Charley Buckland, local manager, Carrizo Springs, says from the comments heard in and around the local office we will have them with us next time.

Norman Wedemey has been placed at Carrizo Springs as merchandise salesman for the south end of the district. We are glad to have Norman with us and wish him success.

Ralph Pipper of Uvalde has taken a position as salesman in the merchandise department. We are mighty glad to have Mr. Pipper with us and we trust that he will make a "howling" success.

Miss El Dera Baugh, cashier, Crystal City, has just returned from a much needed vacation.

(CPL)

## SAN ANTONIO

C. F. MOTSCH, *Correspondent*

Palo Patino slipped up on us but he gave himself away the other day when he said he wished "Elena Minerva" would get old enough so she could say daddy. She is three months old. Congratulations, Palo, but we think you owe us two cigars for not telling us.

The women's committee of the San Antonio district held its monthly meeting in Cotulla April 22nd, with good attendance, good eats and a fine meeting. Among those present were Miss Alice Schuetze of the general office, L. C. Buckland of Carrizo Springs and his cashier, Mrs. Glenna Carpenter, chairman of the Winter Garden district women's committee.

And now its Miss Taylor who has something on Chief Mann. Something about a barber pole—and—well, ask Miss Taylor. "Red" Harrison, our district work order clerk, is just back from his vacation, which he spent in Missouri.

Fred Wiley has joined our ranks as retail salesman, succeeding Roland Harris. Welcome to our family, Fred.

A baseball team organized at Pearsall has been called the "Pentagons" due to the number of Central Power and Light Company employes on the team. Now we know Pearsall will be on the map with baseball.

Judge Keithley was again re-elected alderman at a recent city election at Cotulla. Judge says he wants to warn everyone in the company he will not get their fines remitted if they get pinched speeding through Cotulla on the way to Laredo.

Mr. Franke is now in the silk stocking class. The other morning he drove up to the office owning a Packard sedan. But Mabel and Ann McFaddin are not to be out done they bought a new Cheve coupe.

The Pearsall Chamber of Commerce is conducting a number of good will tours to neighboring towns. Both Mr. Mattox and Miss Taylor are on the program.

Arthur Hayes, former night operator at Bandera, is back on the job again. Upon his return here he was promptly selected as the manager of the local ball team, and although they lost their first game, you just watch them.

Marvin Hunter, Jr., is the newest member of our family of employes, taking the position of relief at Bandera. He is an ex-editor and printer and son of the well known editor of Frontier Times. Welcome to our midst, Marvin.

Vacation time is coming, so come over to Bandera if you are looking for that ideal place to hold your special outing party. Just get in touch with the manager, he'll arrange the grounds for you.

(CPL)

"In other days the women wore their dresses down to their insteps."

"Yes, but now they wear them up to their stepsins."

## GENERAL OFFICE

MARY NELL MCCALL, *Correspondent*

"In the spring . . . ." you know. Cupid has been rewarded for his work, even for the overtime he has had to be on the job. Adrienne Benton is wearing a beautiful "indication", and waits eagerly for letters from California every day.

When the G. O. Pentagons won that baseball game from Frost National Bank, there was a future world series umpire on the mound—"Uncle Bugs" Gesler. You should have seen Pete Braden pitch and Red Austin catch 'em.

As of old, in days gone by, some of our modern youths sallied forth to the sea last week-end in search of mermaids. Alas, in vain, Hugo Werner, Bill Kilburn, Preston Wendel, Roland Osborn, Carl Homings and Arthur Redig, all returned empty handed—"There's not a one, not even a blonde in Corpus Christi Bay", they say. (P.S.—They were really looking for mermaids!)

Another sign of spring and growing things—has anyone failed to see Adolph Graf's fuzzy lip? Maybe he is just fresh out of shaving cream.

Joe Woods is the proud father of Margaret Jane, born May 3—and that's why his hat won't fit now!

On with the tennis tournament! Some of these sharks who play every day are getting too good, but we are already wondering who will win.

E. T. Ankele is anxiously awaiting the company picnic on May 28. He is very fond of picnics!

Who says we didn't enjoy the trades parade more than any other during Fiesta week?

There's always something going on in the commercial department. Now, they just up and walked away with the whole thing and moved the entire department to the eighth floor.

The power department has come down a notch—wait a minute—in floors only. They are just about to feel located now in their new quarters on the seventh floor.

B. McConnell has forsaken the accounting department and joined the ranks of Elmer Morris in San Benito, selling merchandise.

Lois Lacks was chairman for the April women's committee meeting held at the Casino Club. An interesting and educational program was carried out, also Mothers' Night was observed. Pauline Brennan, safety department, gave a tribute to the mothers, and Mrs. Henry Lacks responded.

Among the mothers present were: Mesdames Lee, Suche, Gerlach, Lacks, Huebner, Schuetze, Franks, Stuart, Lastinger and Klaus.

Other guests included Tom Pierce, treasury department and F. A. McCullough, legal department, and Mrs. Ruby Teller of the Teller Electric Company. Mrs. Teller made an interesting talk on what is necessary in the wiring of a home.

At the close of the meeting each mother present was presented with a beautiful bouquet of larkspurs.

Stranger things than this have happened, but she has surprised us all, by marching down the aisle to the wedding march. On May 15, our Alice Schuetze and Warren Bessellieu were married. Happy days are here again, and we hope they have come to stay for you who will always be just "Alice Schuetze" to us.

(CPL)

Teacher: Use "statue" in a sentence.  
Abbie: Ven I came in last night mine papa says, "statue Abbie?"



# KEEP OUT

This Is No Place For Your Name  
LOST TIME ACCIDENT RECORD—APRIL, 1930

INJURED	DISTRICT	FOREMAN	TOWN	CLASS OF WORK	INJURY	DAYS LOST
Jack W. Schroeder	Valley	Wm. L. Williams	San Juan	Ice Merchandise	Cut on R. Hand	3
Ramiro Garza	Valley	J. H. Beasley	Weslaco	Ice Storage	Mashed Finger	2
Lucio Domingo	Gulf Coast	E. M. Ellis	Corpus Christi	Car Icing	Mashed Foot	30
Eunice E. Leverette	Winter Garden	Sam Schleicher	Crystal City	Elect. Dist. Main.	Body Bruises	28
Jack Quinton	Laredo	R. C. Walters	Bruni	Sub-Sta. Const.	Infection in Hand	6
John Beyette	Laredo	Ella Devine	Laredo	Elect. Collection	Cut L. Ankle	10
G. W. Bradberry	Laredo	P. E. Green	Laredo	Elect. Merchandise	Sprained Back	5

TOTAL NUMBER LOST TIME ACCIDENTS 7, DAYS LOST 84.

## VALLEY

L. F. BOLING, Correspondent

Take a glance at these merchandise figures for the month of April, 1930: Gross sales, \$26,440.49, a new record for this district, net sales \$26,109.80, only \$330.69 difference. That will give them something to think about. Now let's compare this record with that of last year. In April last year our gross sales were \$19,022.99, \$7,417.50 difference, and this is not near what we are going to show you at the end of May, according to Elmer Morris. Morris has a bunch of live wire salesmen, and from reports out of the residential sections these boys are combing the highways and byways. Elmer says that this promised increase for May is not a threat but a promise and I notice that he generally makes good on his promises.

Francis Jones has accepted the position as stenographer in the merchandising department. Miss Jones lives in Harlingen.

The Valley district, women's committee, met in Edinburg on April 18th at the Edinburg Country Club, with about 25 members and visitors in attendance. The meeting was presided over by Miss Mary Cowgill. Brown, the Ford dealer of Edinburg, gave a very interesting talk, although he did not take the subject that had been assigned to him. The next meeting of this committee will be held at Donna.

Many factory representatives have been in the Valley in the past few weeks attending the different sales meetings of the merchandising department.

Helga Hansen of the McAllen office has been granted a leave of absence due to ill health. Miss Hansen has been with the company there two years and one half and we will all miss seeing her when we drop in up there. Mrs. E. F. Hersh is taking Eva Nordmeyer's place, Miss Nordmeyer having been granted a 45 day leave of absence. Miss Elizabeth Campbell will take over Miss Hansen's duties. Joe Gallagher, formerly of the district office has taken over the position of office manager, replacing Robert Collins, who recently resigned. We understand that Robert is going back to Florida.

The Pentagon news from McAllen this month starts with a large headline "Hail, hail, the gang's all here" and well they might sing the song. They were in the center of one of the worst hail storms the Valley has had in many a year. It was necessary to call on all of the line crews to help mend the damage to the lines, to say nothing of the automobile tops that had to be replaced.

Mission held the regular meeting of the safety club at Lions Park where a wiener roast was held. Many friends of the company were in attendance and a real get-acquainted time was reported by all. M. F. Spiegelhaur has replaced H. L. Smith of the Mission office, Mr. Smith having recently resigned.

E. C. Bennett has returned from a leave of absence and is again seen at his desk in the Harlingen office. Mr. Bennett was sent into the east regarding the purchase of the newest in fire fighting equipment

recently purchased by the city of Harlingen. Bennett is fire chief and Harlingen's department is regarded as one of the Valley's best.

Talk about Educator refrigerator salesmen, A. Piner Paine of the Harlingen water department is setting up a mark that anyone can shoot at. He has sold and delivered to date a total of 63 Educators. He is leading all of the Valley salesmen and we feel that this is a record for the entire properties. If you think that you have any one that can even tie him, we would like to hear from you. By the way we are unloading another carload today and they will be gone within the next few days.

B. C. McConnell has been placed in charge of Harlingen merchandising sales. Mr. McConnell came to the Valley from the San Antonio general office.

Chas. Pulliam states that he has a new eight and one-half pound lineman at his home in Mercedes. The boy arrived April 19th and is sure making his presence known. Congratulations, Charlie.

The retail ice department, hearing of the merchandising record set up by Elmer Morris, asked for the loan of a good salesman so Elmer sent A. B. Hankins to Brownsville to help Alfred Putegnat out. Hankins has been in the merchandising department for several years.

Lamp sales, well I tried to get a line on how the new bridge and reading lamps were going and found that the figures change so fast from hour to hour that it is impossible to give the correct dope right at this time. Just a little tip, the San Benito local office sold and delivered twenty-seven in the afternoon of May the third. Will try and get some figures by this time next month.

M. A. Dittmar of the San Antonio office, in charge of the new billing system arrived in the Valley last week. No wonder this new system is working out well. If earnestness and hard work will put the idea over and make it function smoothly we feel that we won't need to worry about it as long as it is in his hands. We do feel, however, that he made a mistake in mixing up with the district stores outfit. I said mixing up, but I didn't say what.

Kinney Graves is back. Oh yes, he tells us that the former attraction at the bank in Mission has decided to live in San Antonio, having gone into the beauty parlor business. Noticed his nails were looking well manicured.

Rubber Campbell and Joe Taylor are the star performers on Lew William's new San Benito ball club. These boys are apparently taking their baseball seriously this year, having won their first two starts, beating Brownsville 4 to 2 and the fast Mission 30-30's by a top heavy score of 9 to 5.

—(CPL)—

"Hello, Jake," said the farm hand. "Why ain't you comin' to the weekly dances down at the range hall?"

"Ho, ho, dances!" said Jake. "I could never learn to dance."

"You could, too. It's dead easy," replied the farm hand. "All you got to do is to keep turnin' around and wipin' yer feet."

## GUADALUPE

M. S. SPOONER, Correspondent

The business men of Cuero have recently learned Mr. Sawyers' ability as a worker and his knack in putting things over, and in consequence of same they have made him a director of the Chamber of Commerce. We well know now that the Chamber of Commerce of Cuero will be putting big things over.

We are at a loss to know the reason Mr. Morene, manager Schulenburg office, should address the cashiers of the Guadalupe District as mothers. Had he addressed them as "Sweet Mamas" we could understand.

The women's committee held its April meeting at Flatonia and we feel very elated after hearing the comments of the local ladies who attended our meeting.

Blisters is the subject now being discussed by Mr. Sawyers due to the fact that Mrs. Sawyers has found a way to make Mr. Sawyers work in the yard. We are sorry to chronicle the fact that both of Mr. Sawyers' hands are full of blisters caused from the use of grubbing hoe and shovel.

We held our district safety meeting this month in Runge and had a very instructive meeting. We wish to say that the ladies of Runge certainly know how to serve a meal.

The Gonzales office has issued a challenge to the Cuero district office for a miniature golf tournament. We will let you know about the outcome later.

The utility industry continues to grow in physical properties but also in population. Mr. and Mrs. Chas. Yaws, Runge, are rejoicing over the arrival of a happy little miss.

How is this for salesmanship? Local manager attending services Sunday morning came away from church with a sale of a 50 pound ice box. We do not know just what time during the services the trade was made but the box was delivered early Monday morning.

Merchandise sales for the Guadalupe district for the month of April were \$37,179.66. This is an increase of \$23,392.94 over the April sales of last year, and \$24,179.66 over the April budget for this year.

You can expect merchandise sales to continue on the increase as our district merchandise manager has a new car which enables him to carry small appliances to the different towns.

One can never tell what will happen when a wife leaves home. Mrs. A. C. Lienhard has gone to California and her husband steps out in a new suit, hat, shoes, tie and other accessories.

The employes basket picnic at the Cuero hydro plant of the Cuero district and Cuero local office was a "wow". We wish you could have seen Mr. Sawyers run races. Yes, he was the shiek of the evening.

The Guadalupe district is very proud of its preferred stock sales and especially proud of the employes of the distribution department who purchased eighty shares. Can any other department in any district compete with the distribution department of the Guadalupe district?