

HUGE POWER CONTRACT SIGNED

EIGHTH MANAGERS' MEETING MOST SUCCESSFUL IN COMPANY'S HISTORY

While finis has been written to the eighth Managers' Meeting of the company, continued reports from both the General Office and the field show that the spirit of the meeting has been carried home and that serious thought is being given to the practical application of the constructive suggestions made during the three-day session in San Antonio.

The management is satisfied that the meeting was a distinct success, and through the pages of the Pentagon expresses its appreciation for the co-operation which made this possible.

Details of the meeting will be published in book form, but pending its distribution, the Pentagon will briefly review this meeting for the benefit of those employees who could not attend.

All managers and department heads of the Central Power and Light Company, with executives from the Chicago office, from Dallas, Texarkana, Abilene, Tulsa and Okmulgee, were in attendance. Mr. Martin J. Insull was present for the second day's session and addressed the meeting and all General Office employees, varying his comments between service, financial problems and Government ownership of the utility business. His message of encouragement has inspired us all to attempt greater accomplishments.

Mr. James C. Kennedy, president of the company, dealt at length upon the fundamentals of our business—from expansion to practical economics. In closing he gave his conception of our business to be: "Essential service to the public at a cost which will allow them to use it to the greatest extent, at the same time permitting the people who are engaged in the business to make a profit."

Practically every phase of the company's activities was discussed by the
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Ten Pipe Line Pumping Stations Electrified Averaging Four Hundred Horsepower To The Station

Pulling Power From the Devils

Central Power and Light Company is engaged all the while in many endeavors. Its chief objective at the moment is to compel the flood waters of the Devils River to produce an initial force of 2500 horsepower, and to do the job in record time. The project of building a hydro-electric plant on Devils River had been under engineering consideration a long time and, in all probability, would have been undertaken without other than normal reasons.

However, it remained for J. R. McCoy, Commercial Manager of the company, to hustle the enterprise along. McCoy "stepped out" and landed a contract for supplying at least ten pumping stations of not less than 400 horsepower each to the Illinois Pipe Line Company, a concern which wants to provide, without a second of unnecessary delay, a conveyance for the transportation of oil from the Yates Field to tidewater. This contract rather galvanized the whole organization from General Manager Neiswanger down. Everybody wanted the Devils River improvement and negotiations with the pipe line company furnished a reason for speed of the *muy pronto* brand.

Thorough surveys of the Devils River watershed had already been made and every other preliminary in the matter of purchases and leases had been looked after. Once more the engineers "hit the road", this time un-

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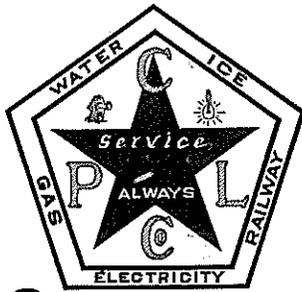
First Pipe Line In History to Be Completely Electrified From Beginning to End

Through the intensive efforts of J. R. McCoy, Commercial Manager, the Central Power and Light Company recently closed a contract with the Illinois Pipe Line Company which marks another milestone in the Central Power and Light Company's march of progress.

The terms of the contract call for the operation of ten pipe line pumping stations averaging four-hundred horsepower to the station. Each station will have two four-hundred horse power centrifugal motor-driven pumps, one active and operating generally at a load factor of about ninety per cent, and the other a reserve for overhaul and repairs of the active unit.

This pipe line is expected to transport oil up to a maximum capacity of forty thousand barrels per day between the Yates Oil Field in northeastern Pecos County, Texas, and the surrounding oil field territory down to Del Rio, a distance of about one hundred and thirty-five miles, thence to a port of entry on the Gulf of Mexico which has not yet been determined. The electrification of this pipe line represents the first pipe line in history to be completely electrified from beginning to end.

As near as can be estimated, there will be five pumping stations between the Val Verde County Line and Del Rio, and five pumping stations beyond Del Rio toward the Gulf. The Centrifugal Oil Pumps to be used maintain a pressure in the pipe line of as much
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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.

WHEN IT'S A PRESIDENTIAL YEAR IN POLITICS

(Reprinted from Commonwealth Edison Company, November Bulletin to Stockholders.)

One year from today—on November 1, 1928—you will be getting ready to vote your choice for President of the United States.

The coming twelve months, therefore, will be, as usual, a year of politics. You already see the beginnings of it in the newspapers. And again, as usual, there will be presidential year politics in most of what Congress does next winter.

Your attention is drawn to this because of the always expected effects of a presidential year upon business and investments. Some or all lines of business often slacken and market prices of investment securities often decline in a presidential year. But both business and security prices pick up again after election and the country goes on growing and prospering as before.

"Forewarned is forearmed," hence, if we keep in mind the character of the year before us, its effect upon business and investments will be lessened and we will be less disturbed by whatever may occur.

Industries Sometimes Made "Issues"
 Presidential years require "issues." When real clear-cut issues between political parties are lacking, which is often the case, party leaders try to develop them. In this issue-manufacturing, various businesses and industries have figured at one time or another: at one time, for example, the "trusts," as large commercial and industrial corporations used to be called; at another time, the "money power" vs. "free silver," which was a classic example, with all the trimmings of oratory, congressional resolutions and "investigations."

That sort of thing in presidential years has at times deranged business and industry temporarily. But they

have gone on disproving, by results, the unsound theories and intemperate predictions of their critics and Americans have become increasingly the most prosperous, the most comfortable and altogether the happiest people on earth.

Other Industries—Maybe Utilities

Thus nearly every business or industry of importance has been, at one time or another, a presidential year "issue" in some part of the country. It will doubtless be always so while there are peculiar-minded people who seem to think industrial usefulness and prosperity are evil and business success a crime.

There are signs of the public utility industry figuring in the issue-manufacturing of this presidential year. You should not be surprised. The industry's amazing growth and success, especially in the electrical branch, have made it conspicuous and therefore attractive to issue-seekers. Hence a proposed senatorial investigation of the industry is a possibility.

Fair Inquiry Always Welcome

The public utility industry has nothing to fear from, and does not oppose, a fair and square fact-finding inquiry. All the information anybody may want can be had for the asking—from the utility companies themselves and from the official records of the various State commissions. If financial adventurers here and there have broken in, they and their doings can be uncovered without aspersions upon the whole industry.

As pointed out in a Chicago Daily News editorial of October 14, 1927:

"* * * Well managed utilities should have nothing to fear. The soundness of their policies is illustrated by the friendly attitude of investors and consumers. * * * Unquestionably the utilities, on the whole, deserve their success and bright prospects. Abuses have been eradicated, rates have been fair, service has been improved, and earnings have been distributed among constantly widening circles of investors. If here and there abuses have lingered, or been permitted to return, it is to the interest of the utilities themselves that they be exposed and condemned."
 * * *

No Harm to Your Company

In this country, public utility securities are owned by more persons than any other class of investments. Protection of these millions of owners and their holdings is among the first obligations of the utilities. To that end, they are prepared to give the public all the facts about their business in any conceivable way that will leave them out of presidential year activities.

This company, of course—your company—cannot be really harmed by any kind of investigation. It is made immune by its consistent record of increasingly good service to customers at steadily declining rates and fair return to stockholders.

But subjecting the industry, of which your company is a part, to a general investigation, with political im-

plications, would not help any investor. If you feel that way, too, it would be a neighborly, helpful act for the good of the industry to say so to your Senators and Representatives in Congress, even though your own company is not especially interested.

PIG VALUED AT \$33.00 PER POUND DIES

International News Service

El Paso, November 1.—A pig valued at \$33.00 per pound died here. It weighed 150 pounds and had a total value of \$5,000.00.

He was a trick pig and belonged to a trick animal exhibitor. The pig suffered an injury en route here from Los Angeles in a truck. Thorpson operated and the pig caught cold in his wound and died.

The pig could climb a ladder and high dive, turning a somersault in the air, and many other things to show his higher education.

Had the animal been an ordinary sort of pig his price would have been ten cents a pound wholesale.

Such is the value of education.

There is no truer test of a man's qualities for permanent success than the way he takes criticism. The little-minded man can't stand it. It pricks his egotism. He "craw-fishes." He makes excuses. Then, when he finds that excuses won't take the place of results, he sulks and pouts. It never occurs to him that he might profit from the experience.—Thomas A Edison.

CHANGE OF BENEFICIARY

Attention is called to the matter of beneficiary in connection with the Group Life Insurance plan of this company. It should be remembered that change in beneficiary can be made by any certificate holder at any time, and this office should be notified promptly when a change is desired.

At this time we are entangled in the matter of making a settlement with a beneficiary and claimants for the amount of insurance left at the death of one of our employes. It will probably be necessary to bring the parties into court before the matter is finally settled.

How much easier and better it would have been had the deceased made a change in the beneficiary when it was on her mind.

Any employee who desires to make a change should communicate with

T. K. MOTHERSPAW,
 General Office.

PULLING POWER FROM THE DEVILS

(Continued from Page 1)
der orders for "action front".

The Yates Field is in the territory of West Texas Utilities, which necessitates cooperation between the sister companies. West Texas Utilities will do the oil driving to the northern line of Val Verde County. From there Central Power and Light will take on the task down to the sea.

It will be necessary to construct 214 miles of transmission line. Central Power and Light Company will construct 124 miles of this line and West Texas Utilities the remaining 60 miles. Of the 154 miles to be pushed to completion by General Power and Light Company, 68 miles of the distance will be built connecting Del Rio and Uvalde, and 86 miles of the distance will be pushed through a terrain as rough as that which stood between General Pershing and Sedan—the final word in engineering obstacles.

It is proposed to build three dams on the Devils River before the project shall have been finished. Plans of the engineer's call for the completion of the first unit within eight months. This first dam is to be located at a point 16 miles northwest of Del Rio and ten miles above the confluence of the Devils with the Rio Grande. It is to be 45 feet high and 850 feet long and will require 300,000 cubic yards of material for its making. This will be of limestone quarried from adjacent cliffs—the river wash which make of the stream one of the most picturesque water courses in any country. The stone will come from the cuts in great blocks and will be laid in cement mortar. The power house will be of Spanish style and built of rubble masonry with reinforced concrete. The hydraulic and electric equipment will consist of one 2500 horsepower unit, with switchboard and auxiliaries.

This first dam will create a reservoir seven and one half miles long and give storage to 15,500 acre feet of water. Though the Devils River, fed by never failing springs miles above its mouth, runs like an Alpine torrent after every rain and at a lively gait all the while, the watershed is as arid as any other similar area of Texas. Both the artist and the sportsman may visualize the splendid addition to the topography of the entire section the big reservoir will make—so do the engineers.

A third survey party is already at work on details looking to the building of two more dams and the creation of several thousand additional horsepower. Without definite information from the engineers, nobody, of course, can even guess where the sites of the extra dams will be found. The needs of extra power in the Del Rio district have long been appreciated by the company executives. The building of the dam plus the Del Rio demands make immediate arrangements for aux-



SAENGERFEST PARADE AT COMFORT

iliary power necessary. The company has ordered for 40-day shipment a 1150 horsepower De Lavergne oil engine, driving an 800 K. W. generator. Three hundred horsepower will be needed by the construction company for driving motors employed in various capacities during construction of the dam. Del Rio will take the rest. Extensive improvements are to be made in the Del Rio plant. The electric needs of that area are growing just like they are all over the company's served area.

Hydro-electric power on the Devils River makes sensible the belief that Del Rio's progressive and courageous business men will not neglect or forget the splendid opportunity they will shortly have to make of their city an important industrial center. As all the world knows, Del Rio is a great concentration point for wool and mohair. Splendid textile mills at Del Rio are not dreams. Manufacturing plants go where there is an abundance of power at reasonable cost. The section already has the raw material in unlimited quantity and Central Power and Light Company will soon be in position to propel enough machinery to convert into cloths the products of all the sheep and goats in that territory.

As may easily be imagined, the Devils River improvement involves a con-

The picture shows the parade of the Sangerfest on October 12, along the main street of the quaint little town of Comfort, away up in the hill country. The hospitality of the Comfort people, long noted, was again glorified, for on that day they entertained 5,000 guests in grand style. Central Power & Light Company dressed the town in holiday garb by stringing lights across the street every fifty feet for the entire length of the business section.

HOUSTON ICE DOCKS BURN

On Sunday afternoon, October 16, the old wood car icing docks at the South Yards Car Icing Station in Houston were destroyed by fire.

Modern new steel docks are now being constructed at a more convenient point nearer the city and will be completed in time to handle the winter rush of business going north out of the Valley.

siderable expenditure. But its execution has been sanctioned by both business and engineering reasons. It is the company's biggest undertaking at the moment and makes of District Manager Sam H. Walk the head of one of the most important of the operating groups.

District.	Current Month		Year to Date	
	Mdse. Sales	Sales Per Res. Cust.	Total Mdse. Sales	Total Sales Res. Cust.
Winter Garden	\$ 3,921.40	\$3.66	\$ 48,451.41	\$44.38
Rice Belt	7,469.91	2.89	87,458.39	36.32
San Antonio	3,516.72	1.81	41,246.50	21.27
Valley	8,430.46	1.46	108,760.47	18.62
Natchez	8,209.51	4.01	37,069.87	18.20
Laredo	3,992.73	1.26	50,213.35	15.98
Marfa	1,240.28	1.43	12,378.16	15.42
Victoria	2,258.28	1.83	16,166.75	13.91
Guadalupe	5,194.38	1.19	48,588.47	11.59
Del Rio	1,897.37	1.40	14,721.69	11.41
Gulf Coast	7,053.26	1.06	63,105.65	9.99
Panhandle	*447.57	61,388.03	13.50
Total	\$53,631.87	\$2.00	\$589,518.74	\$19.73

* 5 days for Panhandle District.

HIGH LIGHTS ON THE WOMEN'S COMMITTEE

Some splendid Girl Scout organization work is being done in the Guadalupe District by Mrs. Coffey. This is a real service when you can get a company woman to devote her spare time in working with the youngsters in her district.

Along this line, just a word of praise for Gretchen Nagel at Fredericksburg. We are glad Gretchen is back at her office, well and strong again. Her work with the Girl Scouts in Fredericksburg has been splendid, too. She is coaching a pageant, "The Evolution of Lighting," to be presented real soon.

We have heard of the work being done by Miss Kerridge at Corpus Christi, time and again and have always been proud, but since we learned of the wonderful educational work being conducted by Miss Kerridge in the schools with the home economics teachers, our thanks seem mild. The Gulf Coast group have held splendid meetings and have lately invited the men cashiers, a few managers and various linemen into their meetings.

The Valley girls thoroughly enjoyed their last meeting in Mercedes. This was the first time the Valley girls had ever held their meeting any place other than San Benito. Miss Jewel Dunson acted as hostess, and a splendid meeting was held with the subject of "Lighting" being discussed. The Valley is doing some excellent work with the Federation of Women's Clubs, and in December will have a most remarkable contact with the club women there. A world of educational work will be conducted at that time.

We haven't heard from the Rice Belt

in two months and are wondering just what is the trouble. It has rained hard, and we all know the conditions of the roads down there, but the girls in this district are so alive and energetic that we regret that they have to miss this educational work.

The Winter Garden girls are without a chairman at present, and have been unable to get together lately. However, under the leadership of Miss Carr, this group will hold their meetings regularly this next month. Miss Cox is still away on sick leave.

The Natchez, Mississippi girls have certainly been active. With Mrs. Cameron, Mrs. Grissom and Mrs. Samuels all interested, we know they are doing big things. This last week finds them interested in a poultry show. To tie in their company with the poultry show they put an electric breeder in the window of the office and had one hundred little chicks with it. This attracted quite a crowd. Leave it to Natchez to do great things. They also acted as hostesses to the Congressional party when it came down the Mississippi River on its inspection trip regarding river contro..

The Laredo girls are still conscientiously studying and carrying out the work of their committee. We have read all about their successful lamp campaign and just wish they had sent in some of their reports on this to us. Miss Blume and Miss Devine are doing splendid work among their girls there.

We are glad to report that Miss Etta Davis and Miss Gretchen Nagel of Fredericksburg, both of the San Antonio District, have recovered and are back at their offices.

We are sorry to learn that Miss Jonnell Warner of Del Rio and Mrs. Ethel Hirth of Marfa have resigned. They

NATCHEZ HOLDS GAS RANGE DEMONSTRATION

After cooking sixty-nine years with manufactured gas, the housewives of Natchez are today using natural gas brought to them from the Bastrop field in Louisiana.

They like it too, as was shown by the record attendance at the gas range demonstration held in the offices of the Company early in October.

Five hundred women assembled on the first day to see Mrs. Allen T. Bowie, Natchez local "Wizard of the Kitchen" bake biscuits and rolls. The second day six hundred women watched the baking of cakes. The last day of the demonstration six hundred and fifty men and women saw a complete meal consisting of roast beef, buttered onions, boiled potatoes and baked apples go into an oven with Thermostate Heat Control at 1:15 P. M.. Three hours later they saw it come out a delicious, thoroughly cooked meal.

Twenty-nine ranges were sold during the demonstration. This, together with the friendly spirit of co-operation shown by both the Company and the public, stamps the activity a distinct success.

Every man knows something wherein I may learn of him, and in that I am his pupil.—Emerson.

were both very splendid workers and we regret their leaving.

Miss Emily Kerridge and Mrs. Fannie Coffey were guests of the city a few days ago, but were not here long enough to visit their general office. Come up and see us.



GENERAL OFFICE GIRLS' HALLOWEEN PARTY

**T. K. MOTHERSPAW
INSTRUCTS JOHN JONES
ON GROUP INSURANCE**

- T. K.—Hello, John. Have you filed application for additional insurance yet?
- J. J.—No, I haven't. In fact, Mr. Motherspaw, I don't quite understand this insurance question. For instance, what do you mean by gift insurance?
- T. K.—Gift insurance, John, is the insurance which the Company gives free of cost at Christmas each year to all employes who have been in the service of the Company for a period of six months or more from June 30th of the year in which the insurance is given.
- J. J.—That sounds interesting. Now isn't there other insurance which the employes can apply for?
- T. K.—Yes, there is. All employes receiving gift insurance each year may apply for what we term **additional** insurance to an amount equal to the gift insurance he receives from the Company. Should you, for instance, receive a \$500 policy from the Company at Christmas you may subscribe for \$500 of additional insurance.
- In addition to this additional insurance, all employes whose yearly salary is \$2500 or more may subscribe for insurance to the amount of their salary. This is what we designate as managerial insurance.
- J. J.—Am I obliged to take all or any part of this insurance?
- T. K.—No, John, you are not. The Company, however, aware of the uncertainties incident to our daily existence and appreciating the merits of insurance, recommends that each employe take advantage of the protection afforded by this insurance.
- J. J.—How much gift insurance did you say I was entitled to?
- T. K.—The amount of gift insurance an employe receives is based on his length of service with the Company. \$500 is given to those on the permanent payroll for six months and this amount is increased until the maximum of \$1500 is reached for those whose service covers a period of six years or more.
- J. J.—What is the cost of this insurance, Mr. Motherspaw?
- T. K.—The gift insurance will cost you nothing. That is paid for by the Company. The additional and managerial insurance will cost you 50 cents per month for each \$500 of insurance you carry.
- J. J.—I doubt whether I could get insurance, Mr. Motherspaw. You know I have not been up to standard since my accident and I do not believe I could pass the physical examination.
- T. K.—A physical examination is not necessary, John. The condition of your health is not considered. This

you will readily see is a very important feature of this insurance, as it gives protection to you and your family which would otherwise be impossible.

- J. J.—That is something to consider, isn't it? Just what protection would this insurance give me?
- T. K.—In the event of your death the full face value of your policy would be paid to your beneficiary. Should you become totally or permanently disabled at any time before attaining the age of 60 years, so as to be prevented thereby for life from performing any work for compensation or profit, the insurance will be paid to you as a disability benefit instead of to your beneficiary at your death.
- Another advantage is that, should you be temporarily laid off through no fault of your own, it may be arranged at the option of your company to continue your insurance in full force during your absence from employment.
- J. J.—Mr. Motherspaw, I did not realize how important this insurance could be to me. You have made me think. What do you mean, though, by a beneficiary?
- T. K.—A beneficiary is the person you designate to receive the benefits of your insurance in the event of your death. In your case it would probably be your wife.
- J. J.—If I take this insurance how long will it remain in force?
- T. K.—Your insurance will remain in force for one year. If you are still in the employ of the Company at that time it will be renewed for a similar period. Should you leave the employ of the Company, however, your insurance would be canceled unless you take steps to have it continued in force.
- J. J.—Then I can continue my insurance if I leave the service of the Company?
- T. K.—Yes, you may. In the event of the cancellation of your insurance because you terminate your employment the amount of insurance then in force on your life, whether it be gift, additional, or managerial, may be converted into insurance on the regular life or endowment plan issued by the Canada Life Assurance Company, without medical examination, provided application is made and the premium paid within 31 days of the date of cancellation.
- J. J.—One thing more. Are Service Annuitants entitled to this insurance?
- T. K.—Yes, John, to the same extent as an employe on the permanent payroll of the Company.
- J. J.—Let me have your pen, please. I am convinced that it is a privilege to fulfill my duty to those dependent on me by signing on the dotted line.
- T. K.—Thank you, John.

GLANCES HERE AND THERE

SAN BENITO—Concrete is now being poured on the new filter plant. The loop line from San Benito to Mission is just about completed.

EDCOUCH—Ground has been broken for the new ice plant.

HARLINGEN—The rebuilding of 180 feet of the icing dock is about completed.

COTULLA—A 14,000 acre ranch just south of here is to be broken up into 20 and 40 acre farm tracts—each tract to have a well.

NATALIA—The Humble Pipe Line Company has signed a contract for a 75 H. P. motor.

FREDERICKSBURG—The first frost of the season spent a night here recently. Everything is set for the rebuilding of the distribution system.

BEEVILLE—Construction on the ice plant is to be started immediately. The Victoria-Sinton-Corpus telephone line installations at the Beeville local office and plant have been completed.

CORPUS CHRISTI—Just finished a very successful cooking school.

TAFT—The hi-line to Gregory is nearing completion. The distribution system in Gregory is now being built.

FALFURRIAS—Nine ranges sold during a recent campaign.

CUERO—The turkey market here is quite active. 25c a pound being offered for turkeys.

GOLIAD—The citizens of Goliad experienced a new thrill—that of rushing over to a rig that was drilling to see oil shooting over the derrick, which didn't shoot.

EAGLE LAKE—A contract for a 250 H. P. motor for the Gemme and Tanner Gravel Pit has been signed.

COLUMBUS—The 11 KV line to Alleyton is about completed. Most of the houses in Alleyton have been wired and are ready for service.

UVALDE—Good prospects are showing up for a big development in the irrigated farm industry. A portion of the distribution system in Uvalde is to be re-built.

CRYSTAL CITY—The rush is on! The first car of Spinach for the season went out on November 5th.

SABINAL—Good progress is being made on the Sabinal-D'Hanis hi-line.

ASHERTON—A splendid demonstration of electric cookery was given here recently.

VICTORIA—The houses in Bloomington are rapidly being wired and will be ready for service when the hi-line from Victoria, which is under construction, comes in.

DEL RIO—With the dam and new hi-lines to be constructed, things are beginning to hum here. In the mean time, Sam Walk sits in the jury box.

NATCHEZ—Everybody is busy adding new gas customers. 47 were added in October and more are expected this month.

SINTON—Manager J. C. Kelley states that he has one street light for every three families in town. That's going some.

SAN ANTONIO DISTRICT NOTES

It is gratifying to note an announcement in the Comfort News of the election of Mrs. G. S. Wright, wife of the local manager, to the position of first vice-president of the Parent-Teachers' Association in that City. We are proud to know that our employe's wives are active in civic affairs.

The Lone Star Ice Company and the San Antonio District Office are going around rather chesty lately because of the fact that they are the only ones around this territory that can grow sure enough good bananas. A stalk of the bananas grown on the property of the Central Power & Light Company was entered at the Frio County Fair at Pearsall for competition and walked off with first prize, which brought them a check and a ribbon.

E. W. Franke was absent from his office a few days this month because of having a slight operation on his throat. We are glad that this is over E. W., for we know that you will feel much better.

Word has been received that work is about ready to start on the new distribution system at Fredericksburg, Texas. We know Mr. Wilke, our local manager at Fredericksburg, will certainly appreciate the new lines for he has made the best of what he had for a mighty long time. We are expecting the range sales in Fredericksburg to jump because Mr. Wilke will be able to give his customers better service after the new distribution system is in.

Mr. Tielsch of Devine, reports that he has been very busy at our new little town of Natalia lately. It was not very long ago that the newspapers carried head-lines to the effect that Mr. F. C. Ladd paid three million dollars for the Medina Valley irrigation. It looks like Mr. Ladd has kept Mr. Tielsch on the jump getting things lined up to take care of the many new "home seekers" that are being brought into that county by special trains.

LAREDO NOTES

We wish to call the Pentagon's attention to an error which occurred in the last issue. As published, our lamp quota was 31,117, whereas, it should have read 3,117; the number of lamps sold, 8,408 was correct.

A very serious accident occurred in Laredo on the morning of October 30th which resulted in the death of Andres Juarez, one of our linemen. Juarez was electrocuted while working on a 2300 volt line supplying the Tex-Mex shops. He was lowered to the ground and the Prone Pressure Method was given for about four hours, but with no success. Funeral services were held the following afternoon at the H. L. Jackson Undertaking Parlor with a number of the employes present.

Mr. K. R. Milam of the Laredo dis-

trict was transferred from Mirando City to Uvalde, his home town, the past month.

Much success and happiness to you Mr. Cushman; but bear in mind that Dan Cupid exists and performs in district offices as well as in general offices. The next issue of the Pentagon will confirm this statement as we have a strictly inter-company romance, the results of which will take place on the 17th.



Who is this?

This is Tom Gunn.

What is he doing here?

Why, he is running for chairman of the General Office Employees' Club.

He looks sick.

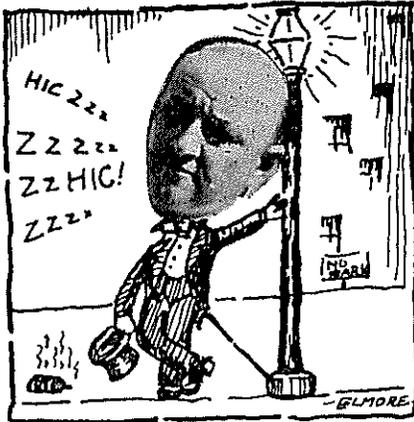
No, he is not sick—he is afraid.

Afraid of what?

Afraid he'll have to keep his promise.

What promise?

His promise to kiss all General Office girls under the age of 26 if he wins the election.



Well, then, who is this?

This is A. M. Klaerner.

Is he running for chairman of the General Office Employees' Club, too?

Yes.

He has a bald head.

That's correct.

He seems to be sleeping.

Yes, he is dreaming that he won the election.

Will his dream come true?

Read the December Pentagon and you'll find out.

GENERAL OFFICE NOTES

The girls of the General Office proved their independence of the "braves" when they donned their best barnyard garb Thursday evening, October 27th, loaded themselves into a nice hayridded truck and led their guests of honor, Mr. and Mrs. Ne-swanger, to an old haunted house 'way out in the sticks. It is no wonder that there were real spooks and goblins around, for the setting and atmosphere was perfect for a grand and glorious Hal-lowe'en party. The spooks and goblins furnished a lot of fun but when the mess call sounded they preferred to lose their identity and become just a gang of boys from the office. All of which proves that the girls had a wonderful time and that the "braves" are not so independent as they believe.

The G. O. girls wish to express their appreciation and thanks to Messrs. E. T. Laubscher, F. W. E. Weisse, J. B. Wilhelm, O. M. Evans and A. D. Magruder for their help in making the Hal-lowe'en party a howling success.

May there be no machine guns at the polls on November 17th, when the G. O. elects new club officers. Judging from the deluge of political broadsides, letters, posters, cartoons and miscellaneous mud-slinging and back-patting propoganda that has saturated the 2nd, 4th, 9th, and 10th floors of the Frost Building since the primary, held about a month ago, it is evident that there will be a "hot time in the old town" on November 17th.

The Manager's Meeting brought many welcome visitors to the General Office. All but one have come and gone. The sole survivor is Mr. Frederic A. De Lay, of the Chicago office, who is paying us a good long visit and who has by this time almost become a part of our own organization. Mr. De Lay has visited a good many of our properties and before leaving expects to get around to practically all of them. It really is a shame to make so many friends and then willfully plan to run away and leave them.

We are pleased to welcome N. A. Minor into the General Office organization, Power Department. Mr. Minor comes to us from San Benito where he recently completed the steam plant there.

Want a live Jack rabbit? Just ask our own D. E. Woods for one and he'll be only too glad to go right out and run it down for you. That's just a side line for him when he's out dove hunting. "Baldy" Klaerner is using Woody's latest catch for a pet and expects it to bring him quadruple luck in the coming G. O. election. He will be more than happy to vouch for Woody's nimble foot-work should anyone have even the slightest doubt about it.

A Househo'd Aid.

Among the mechanical aids to business which will be exhibited at a business show in Chicago is a machine which signs 7,500 checks an hour. Buy one for your wife.

RICE BELT DISTRICT NOTES

Our genial friend, Dave Gens, local manager at El Campo, must have been mighty anxious to get to the managers' meeting at San Antonio, October 12-15, else why such haste that he broke the speed limit, ditched his car, and was laid up for repairs at Gonzales? He missed all the fireworks at San Antonio and, in addition, now wears the badge of a veteran. He still seems a bit proud of the abused member and is cultivating a distinguished limp. However, the Rice Belt folks are mighty glad that he is able to be back on the job at El Campo and are thankful that the situation was not more serious.

Little Miss Ruth Virginia Mosley for two months has held the post of mascot for the District Office, but it seems that her nose is broken by the arrival on September 26 of Master Charles Clifton Musch. This newest addition to the C. P. & L. District family may explain why our commercial department head, G. C. Musch, is making things move in his department.

O. W. Jones of the commercial department, San Antonio office, is in the district this week in the interest of additional power load contracts. We are always glad to see Mr. Jones.

Vance Porter, district manager, H. S. Mosley and Sidney Bowman represented the District Office at the managers' meeting in San Antonio, October 12 to 15. They gave a very interesting account of the meeting.

The five miles of 11 KV line out of the Columbus sub-station to serve Alleyton and the Columbus Gravel Company's pits is nearing completion. The line is being built by the distribution department and George Wild is in charge of the work. This extension will add the little town of Alleyton to the Rice Belt family and will give us about 100 H. P. in motor load serving the Columbus Gravel Company's pits.

A meeting of the managers of the Rice Belt District held at El Campo on October 28 was attended 100 per cent. A number of matters pertaining to operations and relations were discussed. R. A. O'Neil, our newly appointed district ice engineer, was present at part of the meeting devoted to ice matters. Mr. O'Neil's work was discussed and he was received as a welcome addition to the district family, it being the unanimous opinion of all present that Mr. O'Neil's services would be very valuable to us. We feel that our ice department has a very bright future.

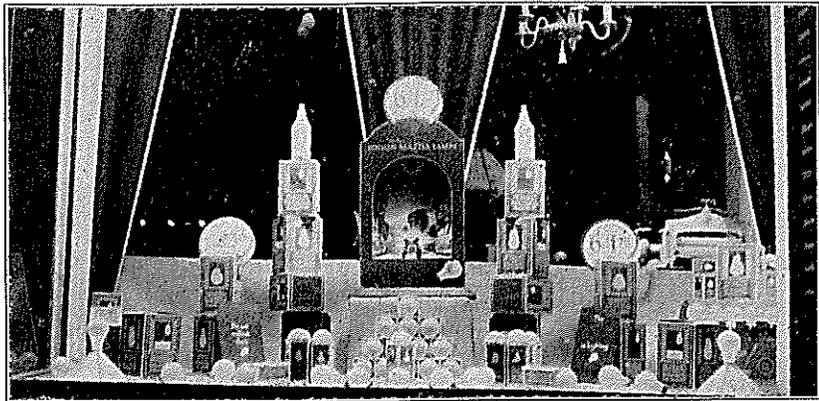
Men are four:

He who knows and knows he knows,
He is wise—follow him;

He who knows and knows not that he knows,
He is asleep—wake him;

He who knows not and knows not that he knows not,
He is a fool—shun him.

He who knows not and knows that he knows not,
He is a child—teach him.



YORKTOWN PRIZE WINDOW DISPLAY

EIGHTH MANAGER'S MEETING MOST SUCCESSFUL IN COMPANY'S HISTORY

(Continued from Page 1)

members of our immediate organization or by our guests. In the scope of its discussions and the earnestness of those taking part, this meeting excelled similar meetings of the past and set a criterion for those of the future.

Untiring in his efforts during the entire session of the Managers' Meeting was Mr. Neiswanger, our general manager. As chairman, he convinced us all of his grasp of our problems and aroused in us a more determined effort to help solve them. In his summary of the meeting he stressed particularly the following points because of their importance to the company and to the public it serves:

1. Collect accounts receivable, especially those delinquent.
2. Keep stores down, reduce stores.
3. Be sure billing and rate applications are correct.
4. Maintain good ice quality.
5. Check sales revenue against tonnage sales.
6. Compare ice tonnage delivered to ice delivery pay roll.
7. Keep local newspapers advised of company activities.
8. Keep close contact with public and local business men.
9. Conduct constructive employees' meetings, interest the public.
10. Reduce accidents.
11. Be a citizen in the community you serve.

On no single thought enumerated did Mr. Neiswanger endeavor to focus more attention than on the importance of the company's public relations and general contact with all the people within the area it serves.

Harry Loehr, purchasing agent of the company, cared for the physical needs and comforts of the visitors while they were in San Antonio. His efforts reached a climax with the dinner dance held in the Gunter ballroom on the second evening of the conference.

Interest and attention was the watchword of the entire session. Yet through it all there was a spirit of good fellowship and friendly co-operation. When the 1928 Managers' Meeting convenes the full fruit of the session recently

Here is the window display that put \$5 in the pocket of N. M. Davis, manager at Yorktown. Five judges agreed that the Yorktown window deserved first place in the Load Builder contest for the best trimmed window during the Mazda lamp campaign.

HUGE POWER CONTRACT SIGNED

(Continued from Page 1)

as six to seven hundred pounds to the square inch.

The Illinois Pipe Line Company has installed eighty seventy-five-thousand barrel tanks on a tank farm approximately four miles from Del Rio, and pending the completion of the pipe line to the coast, they will pump oil to this tank farm and load it on cars at Del Rio. It is interesting to note that in laying their line between Del Rio and McCamey, a very rocky area, they used over one hundred and fifty tons of dynamite for blasting ditches.

The estimated annual revenue derived by the General Power and Light Company from the contract with the Illinois Pipe Line Company is three hundred thousand dollars, and the contract covers a period of five years with the probability of its being renewed at the end of the fifth year.

This contract furnishes the Central Power and Light Company with the opportunity of developing hydro-electric sites on the Devil's River. It gives the company the additional advantage of an interconnection with the West Texas Utilities transmission system in the oil field area of West Texas.

A further advantage to be derived from this contract is that it will allow the interconnecting of Del Rio with Uvalde. Plans have been made for the installation of substations at the rock asphalt mines in West Uvalde County and at Brackettville.

The Company appreciates this contract and the organization as a whole extends its congratulations to Mr. McCoy for his untiring efforts in securing it and in working out its details.

closed will be more definitely known. Let us, therefore, direct our determination and enthusiasm to the end that a practical answer will be found for the problems still to be solved.

PUBLIC REATIONS DEPARTMENT

The Public Utility Industries can secure the confidence and support of the people and can wipe out the myste y which seems to surround public utilities in the minds of so many people by continuing to disseminate a knowledge of the fundamental facts concerning the public utility industry.

Facts, adequately presented, will override fiction every time, for there is no inherent strength or force in fiction which can act as a substitute for facts.

A public utility company must so live its ideas and ideals that it becomes natural for it to be friendly and confidential, frank and open, with the people it serves. It will then win their confidence and good will because it will deserve this confidence and good will.

The public should have an honest understanding of the utility business and we, who are in that business, should continue to strive to gain the confidence and cooperation of the people we serve by giving them a clear conception of our business. After all, good public relations is nothing more than good HUMAN RELATIONS.

Although October was a month set aside for Public Relations meetings our records show that only two such meetings were held during this month—one at Corpus Christi and one at Kingsville.

We feel sure that a great deal of public relations work was done this month but that the districts have simply forgotten to report the work. We have heard rumors and seen indications of the results of a great deal of this work.

The Central Power and Light Company is now serving 108 communities which have a combined population of 262,885 people. The loss of the Panhandle District has reduced our total of communities served considerably. We all regret seeing our good friends in the Panhandle district leave our family.

Out of 61 correspondence courses that have been taken out, 24 are completed and on the payroll. There has been one new request for literature this month. We have received reports on 7 public talks made over the districts, with a total attendance of 1421. Also, 133 people have visited various plants.

Mrs. Fannie Coffey of the Cuero office has been making a number of talks to the school children in that district. She is most enthusiastic about the work and about the wonderful reception the children give her.

In checking up we find that over 41 First Aid Kits have been presented by our various properties to the schools, boy scouts, girl scouts, and other organizations. They have done a great deal to further improve our public relations in these communities.

R. L. Grissom, manager of the Natchez property, put on a big demonstration for the benefit of the housewives of that community which met with a

great deal of success, according to the newspaper writeup we received.

E. W. Franke, District Manager of the San Antonio District, is wearing a smile these days. It's all because of the wonderful letter he received from the Comfort Chamber of Commerce complimenting him on the way he handled their street illumination during the recent Sangerfest held there.

GLASS FACTORY USES ELECTRICITY

**Average Monthly Consumption 116,000
Kilowatt-Hours**

The only machine made bottle factory in Texas is electrically operated with power furnished by Central Power & Light Company. The average power consumption per month is 116,000 Kilowatt hours.

This factory is located at Three Rivers, 75 miles south of San Antonio on the Missouri Pacific Railway. The services of from 125 to 150 men working on eight hour shifts is required to take care of the daily output of 75,000 bottles. The factory operates 24 hours per day over a period of 10 months. The remaining two months of the year are used in making repairs and enlargements.

The main power unit is a 100 H. P. motor, belt-connected to an air compressor. Two additional 40 H. P. motors operate additional air compressors, which furnish air for the bottle blowing machines for their entire output. A seven H. P. motor generator set furnishes direct current for the timing gears on the bottle machines. A 60 H. P. motor direct connected to a blast fan furnishes air for cooling of equipment. Two 5 H. P. motors furnish power for the mold shop, and one 5 H. P. motor runs band saws in the box department. A 7 H. P. motor generator set operates the screen for cleaning the sand. Natural gas is used for fuel in the furnace.

Mr. Charles R. Tips, General Manager, of the Three Rivers Glass Company states: "At present we are furnishing half of the beverage bottles, and three quarters of the milk bottles consumed in Texas. Some of our recent export shipments are a carload of beverage bottles to Colon, Panama, and several cars to Porta Rica, and British West Indies."

Eventual Ownership.

Policeman (to man who has left car unattended for some time): "Is this your car?"

Man: "Oh, no, officer, not for 98 more installments!"

"I can't marry him, mother. He's an atheist and doesn't believe there's a hell."

"Marry him, my dear, and between us we'll convince him that he's wrong."

A Scotchman sent his sweetheart a package of flower seed with these directions: "Plant these now and you will have a nice bouquet for your birthday."

SAFETY DEPARTMENT

A careful analysis of the cause of the majority of accidents that occur on the properties leads one to the conclusion that the average accident is caused primarily by lack of proper training or instruction and lack of supervision.

Many a man goes on the job without first having been instructed in the safe and proper manner of doing the work before him, and then he is often left to his own devices about doing the work, without a more experienced workman with him to see that he does the work properly.

Then there are the habitually careless workmen, who, regardless of careful instruction or caution, do their work in a thoughtless and unsafe manner. These are the men who need careful supervision and training, otherwise it will not only mean injury and suffering to themselves, but also to their fellow workmen. In many cases ACCIDENTS CAN BE PREVENTED BY THINKING!

Our records show that for the month of October there was a total of 25 safety meetings held over the properties. Although October was a month set aside for public relations meetings, these properties held their safety meetings anyway, which indicates that they have the SAFETY SPIRIT and are interested in the work.

Our analysis of employe accidents for October shows that we have had a total of 52 accidents. Of these 22 were no lost time accidents and 30 were lost time accidents, making a total loss of 315 days. This is quite an improvement over October of last year, as October, 1926, showed a total of 87 accidents and 379 days' lost time.

We are slowly but surely decreasing our accident ratio. This should indeed be gratifying to every employe in the Central Power and Light Company. The only way to show a marked decrease in accidents is to continually work with that object in view and try every day to educate the employes to THINK SAFETY and thereby prevent further accidents.

We regret very much to report one fatality for October, which occurred at Laredo. The man who was killed was working a hot line WITHOUT HIS RUBBER GLOVES! The gloves were in his canvas carried at his side.

We also had a man lose three fingers off one hand in an ice scoring machine at La Feria. An analysis of this accident shows that it was caused by carelessness and lack of supervision. The man stooped to make a small adjustment with one hand while his other hand rested upon the machine. The blade came around and before he could move it took off these fingers. Had he stopped to THINK, and had he stopped the operation of the machine, he would still have his three fingers. This again brings to mind the truth of the statement that ACCIDENTS CAN BE PREVENTED BY THINKING!