

PLAIN TALKS

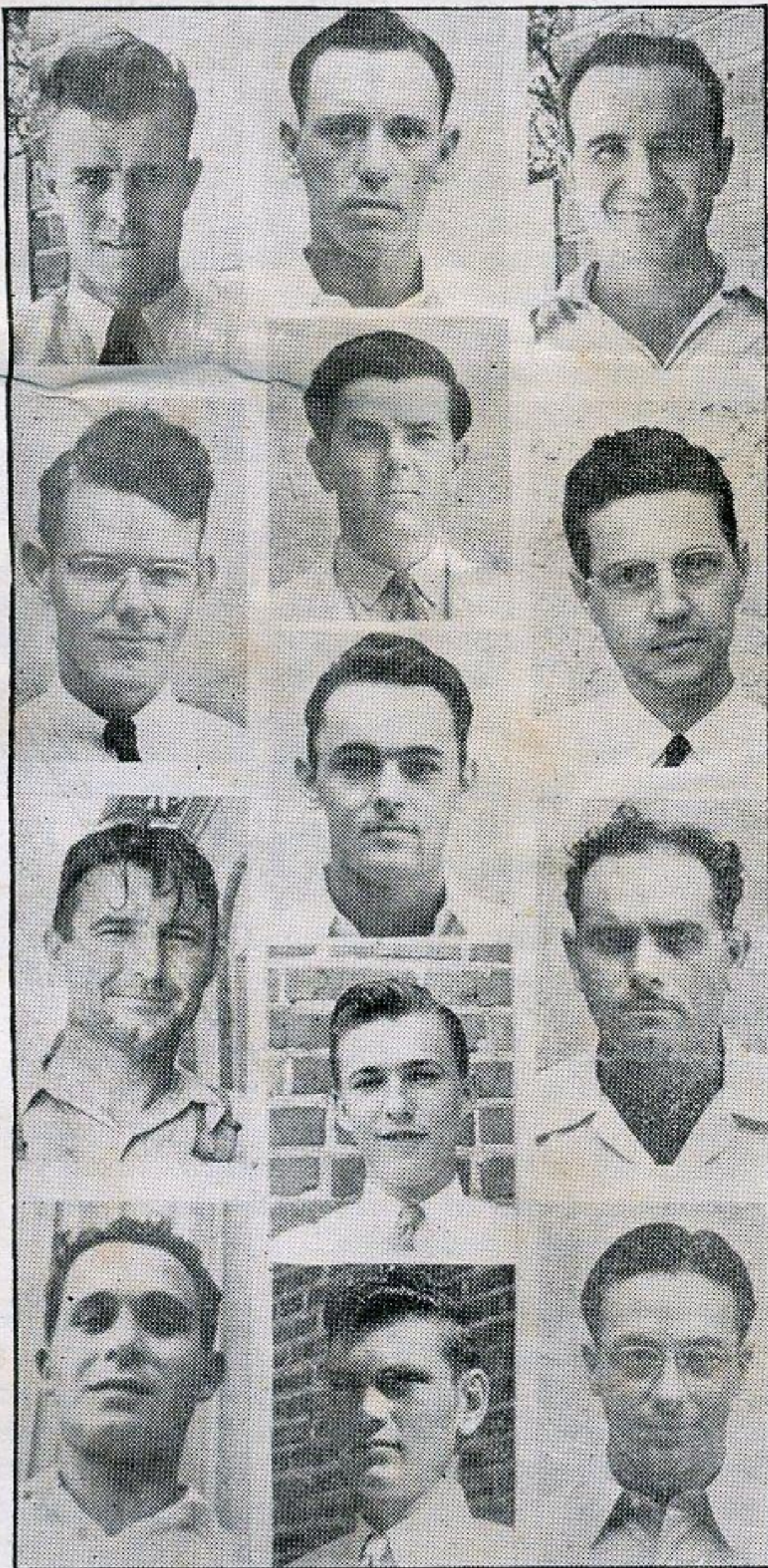
GULF STATES UTILITIES COMPANY

AUGUST, 1940

STATIC

AND HERE'S NEW FOLKS YOU'LL BE SEEING AROUND . . . E. F. Cockrell, Port Arthur Line . . . Joe Guarino, Baton Rouge Line . . . T. E. Walston, Beaumont Drafting . . . Frank Ayres, Lake Charles Accounting . . . Bob Thompson, Port Arthur DR . . . Fred Thompson, Baton Rouge Stores Accounts . . . J. L. East, Beaumont Line . . . Willis Fontenot, Lake Charles Distribution . . . W. A. McGrory, Port Arthur Collections . . . L. C. McCullar, Beaumont Line . . . James Cotton, Assistant DR at Denham Springs . . . A. W. Didner, Beaumont Line . . . H. Garrett, Beaumont Line . . .

Another new member of the Beaumont Line Department is Jesse Perricone, brother of the famous Perricone Quadruplets. . .



Top to bottom — (first row) Frank Ward of Port Arthur, reported in last issue; Walston; Cockrell; Guarino.
(Center row) McCullar; Garrett; East; Fred Thompson; Cotton.
(Last row) Bob Thompson; McGrory; Perricone; Didner.

* * * *

Our deepest sympathy to Bill Young, Louisiana Station, whose young daughter recently succumbed to an infection which has long baffled medical science. . .

* * * *

CENTRAL DIVISION SERVES WIDE RANGE OF INDUSTRIES

S. B. Scott Served 34 Years with Street-car Company



S. B. SCOTT
Beaumont
Sub - Station

Thirty-seven years ago, in March, 1903, Mr. Scott was employed as fireman by the Beaumont Traction Company. Prior to his coming to the company he was a building contractor and carpenter by trade but was anxious to get into another field on a regular pay roll as the contracting business was on a decline.

From the date he went to work for the company Mr. Scott recalls the following highlights in his record of service.

1904—Made assistant engineer of the Crockett Street plant.

1906—Left the plant to take a job as conductor with the street car company.

1907—Was made night-foreman of the street car shops.

1912—Was promoted to general shop-foreman of Beaumont Traction Company.

1937—Following the sale of Eastern Texas Electric Company to the present Beaumont City Lines, Mr. Scott was retained in the Gulf States Sub-station department.

TURNING BACK . . . From Dick Lawton at Neches Station comes a clipping from a Pensacola, Florida paper . . . "Twenty-five year ago — The 'blue team' in the Pensacola Electric Company 'safety first' competition was the winner in the last contest period and members were guests of officials at a banquet last night. 'Safety first' talks were made by Manager Tom J. Hanlon, C. L. Shine, O. J. Semmes, J. L. McClung, and Capt. Mathis."

* * * *

(Continued on page 2)

Towns in Division Keep Abreast of Progress

ORANGE, TEXAS

The history of Orange, Texas is both colorful and interesting as can be seen from the following excerpts from the diary of T. S. McFarlane, who was one of the earliest settlers in Southeast Texas.

"I landed in Orange on the 20th day of June, 1854, therefore I have lived here now going on 58 years, quite a while for one to live in one town.

The county of Orange was organized in April 1852. It was at one time a part of Jefferson and Jasper counties. At the time my father moved here it was called Green's Bluff, afterwards changed to Madison and from Madison to Orange. In 1854, when I came here, it was a small village, you might say, on the bank of the Sabine River. No one lived more than three blocks from the river.

At that time, the principal industry was shingle making. Everyone made the hand-made shingles from cypress timbers cut and floated down the Sabine river. There was also two or three small saw mills on the river.

Boating traffic from up-river was also an important feature. Cotton was the chief cargo and was brought down the river on steamboats.

Today Orange is a modern, progressive city of big industries and in 1936 the city celebrated its centennial as it was a hundred years prior to 1936 that a few pioneer families settled on the banks of the Sabine River to form the nucleus of what has become the community of Orange. The community grew, the saw mills came and Orange became the center of the great East Texas lumber empire. Other industries, rice farming on a large scale and oil development, followed.

Orange is an important part on the great intracoastal canal, ships from its deep water

(Continued on page 5)

KINGS FOR A NIGHT



Cinderella and her night at the ball had nothing on this bunch. They, too, had a night of glory recently when a team was chosen from the four teams playing in the Beaumont Inter-department Softball League to play an exhibition game.

For some of the fellows, this was a first

experience under artificial lights but the orgy of errors was enjoyed by all.

(Left to right) standing, Carrol Laughlin with the cigarette mustache, Oliver, A. W. Baird, Bradley, Turley, Perkins, Cruthirds (a "ringer" from the City League team), Griner Down in front, Fitch and Smith.

STATIC

(Continued from page 1)



Bought or caught . . . Take your choice and it's still a nice mess of finny tribe. . . Ivy Sternberger (right), Baton Rouge Accounting, took no chances on having his fish story doubted so he brought in this picture of himself and a friend with four piscatorial beauties which they landed while vacationing in Florida. . .

Neel Buell, Baton Rouge Industrial Sales, claims a record for landing a 114 pound tarpon in ten minutes. . . The picture of Neel and his tarpon wasn't available so we'll have to take his word for it. . .

* * * *

HERE AND THERE . . . In and around Liberty District . . . E. L. Granau elected Treasurer of Liberty Rotary Club . . . C. E. Taylor chosen as President of Dayton Rotary Club . . . Kirk Brock made a Director in Liberty Lions' Club . . . Lloyd Brannan elected Second Vice-president of Liberty Lions' Club . . . Tully Brady, Anahuac, reveals that he is a Deacon in his church . . .

* * * *

AND THIS FROM BOB WILLIAMS, BEAUMONT MAPS AND RECORDS . . .

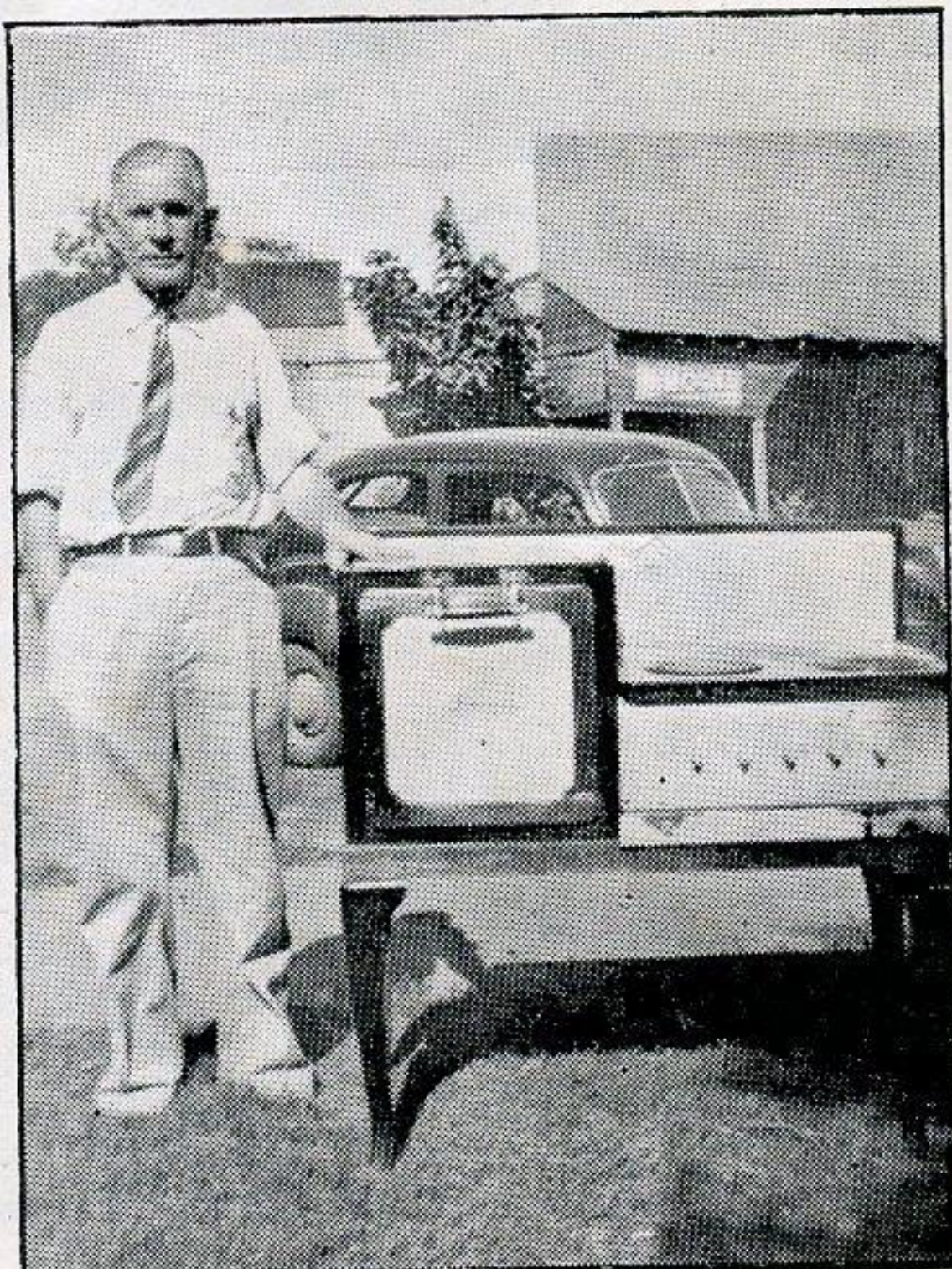
Question: Why is a fire engine red?

Answer: A fire engine has two pedals, a fireman has two feet, a half of two feet is one foot, one foot is a ruler, Queen Mary is a ruler, Queen Mary is a ship, a ship sails on the ocean, the ocean is full of fish, fish have fins, the Finns fought the Russians, Russians are Reds, a fire engine is always rushin'; therefore, fire engines are red. . .

WELL!!! We dare you to say it!!

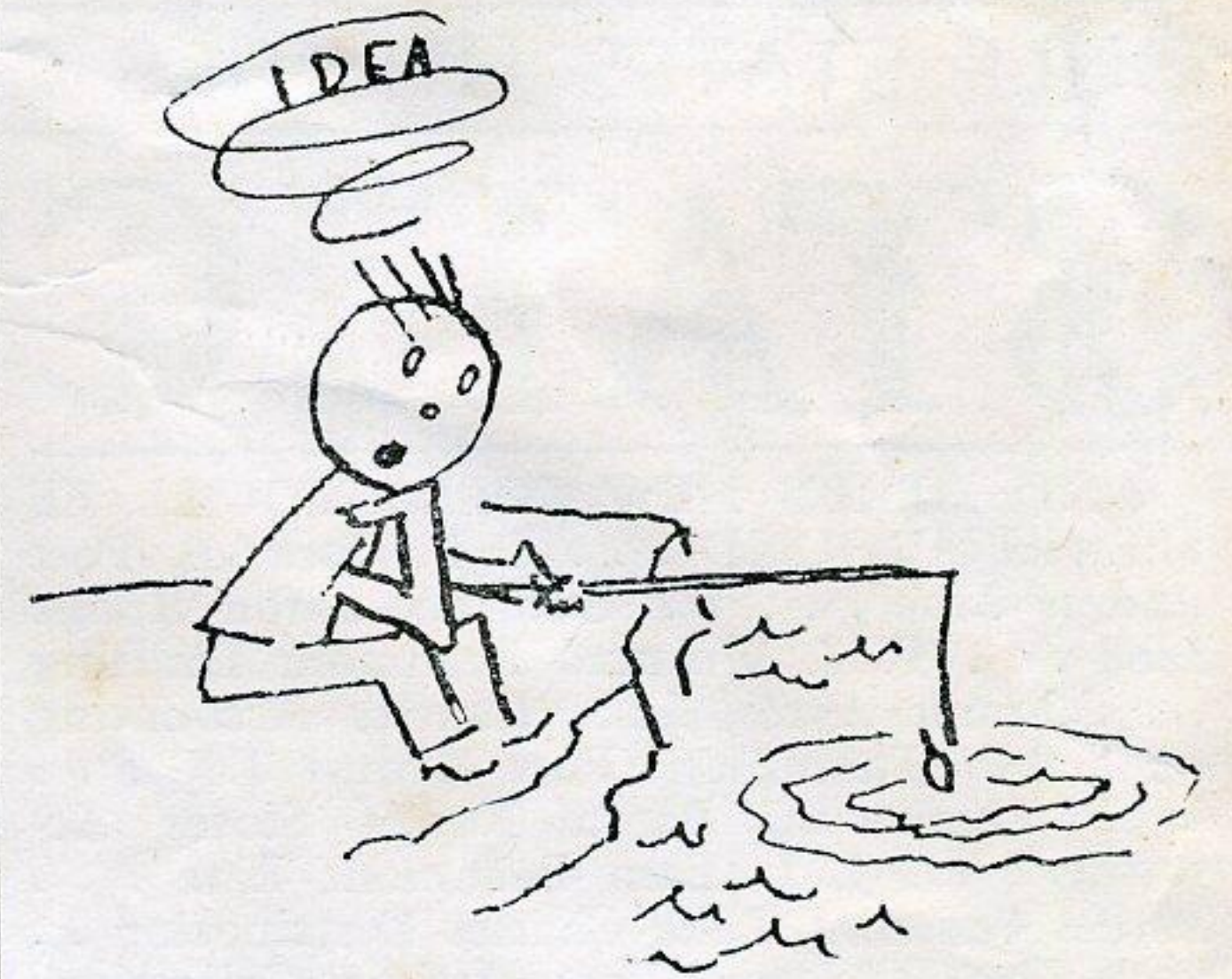
* * * *

George Stobart, Franklin Sup't., believes in modernizing his electric range users' kitchens . . . Here is George with an antique which he recently took from a kitchen when he sold the customer a modern electric range. . .



* * * *

The water that comes out of the spigot is free at the river's bank.



Once upon a time there was an ambitious young fellow named Spivens—Adalous X. Spivens, to give his full name—who wasn't at all satisfied with the way the world was run.

Ideas spun through Spivens' head at a rapid rate but there wasn't much he could do about them until one day, when he was sitting fishing on the river bank, he got his BIG idea.

Here, reasoned Spivens, is water—free water—all one had to do was to take it. It cost nothing at the river, yet every time a fellow brushed his teeth, made coffee, or washed behind his ears at home he had to pay, actually pay, for a bit of this free essential to living! That was no way to run a world. He would do something about it.

So he campaigned for office on the slogan "A vote for Spivens is a vote for free water at the spigot." And was elected.

Then, and only then, alas, did he discover what most of us know—that it's not the cost of water at the river that fixes the price to you. The water in the river is free.

Things that determine the cost are what you have to pay to purify that water and make it fit to drink . . . how many miles of water-main you have to lay to deliver the water to the spigot . . . how many people you must employ and how much money you pay them to build and operate the water works system.

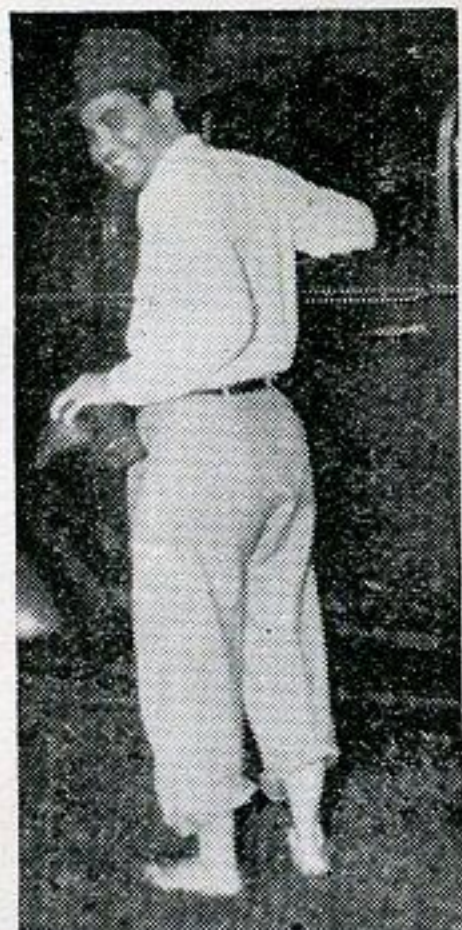
The difference in the cost of water at the river (remember it is free) and the cost to you is not "all profit" for anybody. And it's that way with electricity or elephants, too. Wages, taxes, machinery, rent, interest on bonds and payments on principal . . . that's where most of the difference between the cost of raw material and the cost of the finished product delivered to you goes.

—k.e.s.

Good-by and good-luck to Merle Fisher who was recently transferred from Louisiana Station to the Virginia Electric and Power Company at Richmond . . . Estelle Hopkins has been helping out in the Beaumont Store during vacations.

* * * *

During the recent hurricane which sorta' tossed things around this neck of the woods the boys in the transmission and distribution departments had several busy days. . . . Naturally pictures of the damage to our system and the repairing of such damage were a matter of interest to be kept for future reference . . . And to get these pictures someone had to get out in the windy fury . . . Jack Gammage, advertising department artist, and Lloyd Baker, Beaumont photographer, brought in some mighty fine pictures . . . In addition to this masterpiece of Gammage in an unguarded moment. . .



* * * *

RESIGNED . . . Ben Ragusa and Bill Southwick both of Baton Rouge Gas Department. . .



Southwick

* * * *

BEST WISHES TO . . . Phillip Hicks, Baton Rouge Line, who got bunged up in a recent automobile crash . . . "Pinkey" Jennings, Baton Rouge Bus, down with the mumps . . . Jim Hubbs, Baton Rouge Bus, recovering from a combined attack of malaria and pneumonia . . . George Adams, Liberty Line, back at work after a brief illness . . .

* * * *

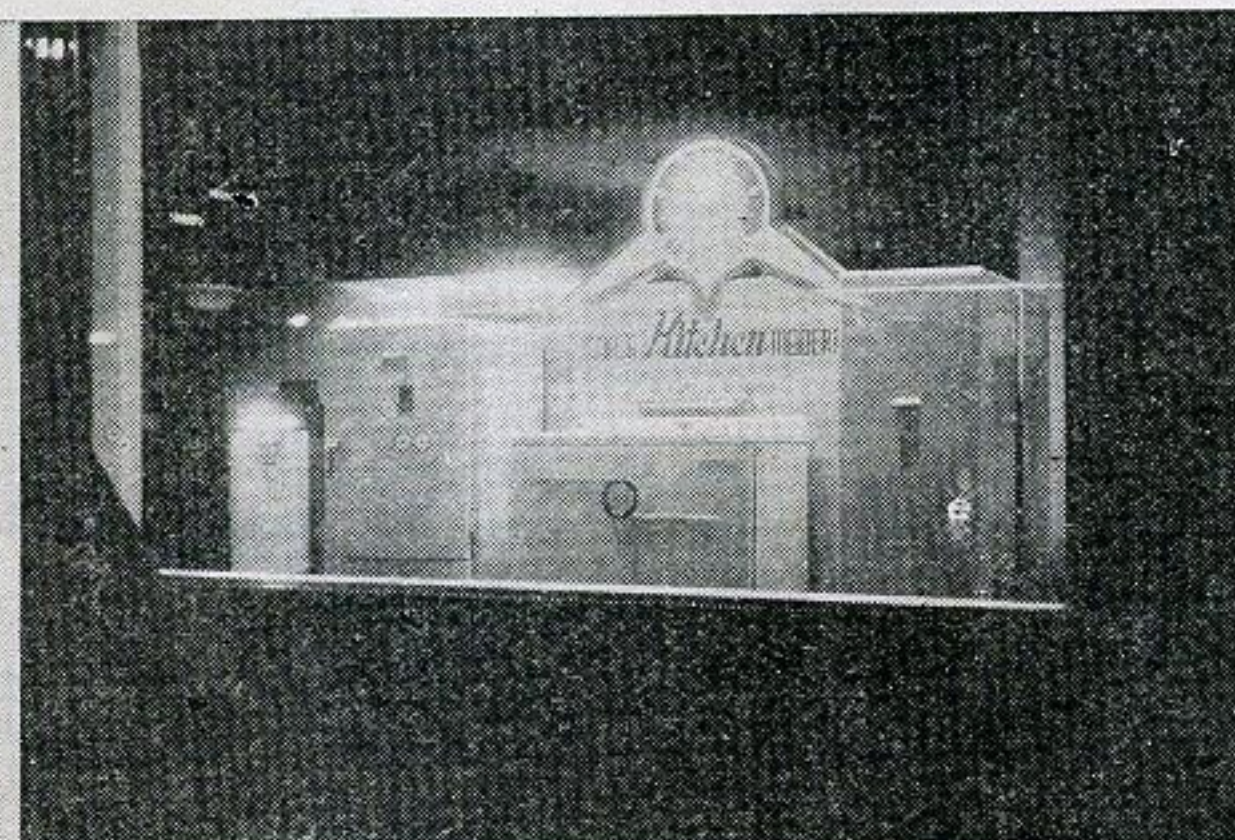
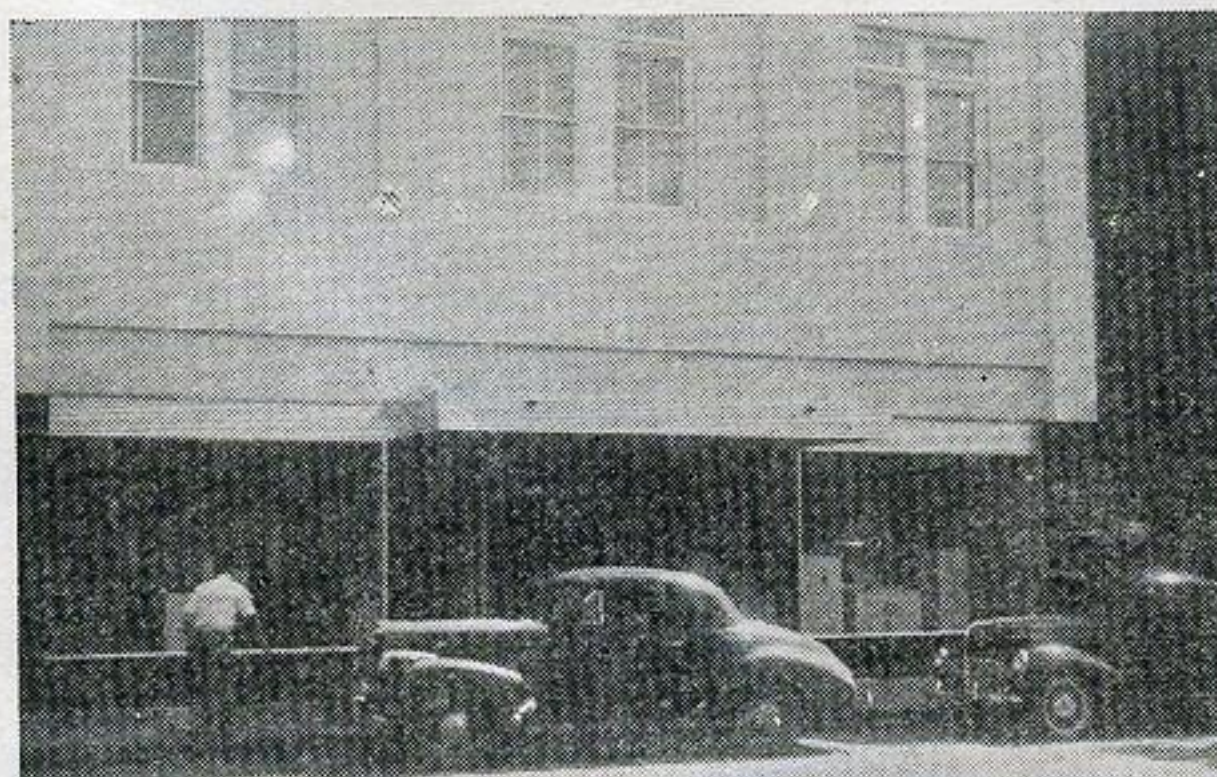
PROUD PAPAS SEEN RECENTLY PASSING 'ROUND THE SEEGARS AND CANDY



Left to right — (top) Strong, Henriksen; (bottom) Atkins, Laughlin.

. . . Daughter, Nancy, to Jim Atkins, Beaumont Distribution, weighed in at 7 lbs. 8 oz. on Aug. 25 . . . Son, Jimmy Lee, to W. L. Parker, Baton Rouge Electric Distribution, born August 17 and tipped the scales at 5 lbs. 8 ounces . . . Heavyweight honors went to 11 lbs. 9 ounce Robert Bruce Laughlin whose poppa, Carrol, works in Beaumont Distribution. Bobby B. made his appearance on August 6. . .

LAKE CHARLES ALL DRESSED UP WITH PLACES TO GO



Top left; New exterior of remodelled Lake Charles Broad Street office.

Top right; One of the two display windows flanking the entrance.

Bottom left; View of Sales-floor.

Bottom right; Cashier and Customer Accounts desk in rear of street floor.

Emerging from the dust and clatter of a face-lifting and internal remodeling operation, the Lake Charles office celebrated its sixteenth anniversary as part of the Gulf States system and the opening of its remodeled main office and salesfloor with an open house for employees and their families on August 1. Individuals from all over the system attended.

First to greet the visitor's eye was the entirely new front made up of black, fluted glass trimmed with aluminum for the first floor and a new coating of white concrete for the upper floor. Visitors were extremely pleased by the beautiful cool green finish used inside and the new lighting fixtures which add to the appearance and eye comfort of the sales floor and customers accounting offices.

The same high standard also is visible on the second floor which accommodates the offices of Mr. True and the sales department. New partitions on this floor make the arrangement better and new lighting fixtures were also installed. The demonstration kitchen was equipped with a new set of gleamingly white cabinets to aid in the work carried on there.

And of course the building is now completely air-conditioned for both hot and cold weather.

A cordial invitation is extended to all coming to Lake Charles and see what a swell place they now have. Folks who used to work there will surely be surprised and others pleased to see what a fine place the Lake Charles people have to work in now.

* * * *

Ronny Dykes of Baton Rouge Electric Distribution boasts a new son in the person of Kenneth Leonard . . . Old Man Sterk called on two members of the Neches Station personnel when he presented H. T. Henriksen with a 7 lb. 6 ounce daughter, Melanie Ann, on Aug. 25 . . . And then made Garland Strong father of 8 lb. 1 ounce son, Walter Garland, Jr. on August 26. Garland's Missus was formerly Margie Adams, Jasper cashier.

* * * *

To Chicago via the Tennessee Mountains was the motor trip vacation taken by "Red"



Stirling, Baton Rouge Electric Engineer, and family, accompanied by Evie Dupuy, Baton Rouge Electric Distribution, and her small sister . . . Picture shows Evie Dupuy and Alma Stirling on Look-out Mountain in Chattanooga. . .

Victor Favor, Beaumont Accounting, is back from San Diego where he went as a delegate to the recent 20-30 Club convention . . . On a tour of the Central Division for Plain Talks news we ran across Owen Floyd, Beaumont Power Salesman, pinch-hitting in Jasper for R. I. Morrison on vacation . . .

Clarence Barron and Rufus Manley, Beaumont lighting engineers slated to attend the Galveston meeting of the Southwestern chapter of Illuminating Engineers' Society, October 2-26 . . . Evelyn Hoag, Beaumont Accounting another victim of appendicitis but coming along nicely . . . Louise Lauderdale, Beaumont Accounting, recuperating from a siege of illness . . . V. P. Parker, Baton Rouge Sales, under the surgeon's knife for a nasal complaint. . .

* * * *

(Continued on page 6)



Central Division Through The Camera Lens

1. Dayton office.
2. Orange office.
3. Liberty office.
4. Sun Pipe Line Company pumping station at Liberty.
5. Captain Brock's Seaside Inn at Gilchrist below High Island.
6. Irrigation canal pumping station at Dev-ers.
7. Orange plant as seen from across Sabine River.
8. Tex-La Tool Company at Liberty supplies surrounding oil fields with tools and equipment.
9. United Locker Storage plant at Liberty.
10. Oil field at Daisetta.
11. Marker on the spot where Texas Compa-ny brought in their first oil well in the Sour Lake field and from which start that company grew to its great proportions.
12. Jasper office and plant.
13. Hardy-Hancock Hospital at Jasper.
14. Hull office.
15. Consolidated Steel Corporation at Orange.
16. Orange Paper Mill.
17. Sante Fe shops at Silsbee.
18. Yards of Texas Creosoting Company at Orange.
19. Bell and Griffin Clinic at Liberty.
20. Ott Hotel at Liberty.
21. Kirby Lumber Company at Silsbee.
22. Sun Pipe Line pumping station at Sour Lake.
23. Packing pickles at Del-Dixie Canning Plant, Orange.
24. Bathing at Baby Galvez on Village Creek near Silsbee.

CENTRAL

(Continued from page 1)

harbor travel the seven seas, it is the gate-way to Texas on one of the most important and best known highways in the country, the Old Spanish Trail.

Industries in Orange include rice milling, meat packing, canning plants, steel fabrica-tion, creosoting plant, paper manufacturing, shipbuilding and lumber milling.

HULL, TEXAS

When oil was discovered at Hull in 1918 the town was just a flag-stop on the Missouri Pacific Railroad and at that time there were only about six families in Hull.

In 1919 the leasing of oil lands and drill-ing really got under way but the town had no modern roads and the rainy season turned every avenue of foot or vehicle travel into a quagmire. Persons going back and forth between the oil field and the town had to make their way about via a plank walk which was laid over the mud. In fact, one old

settler, tells of occasions when horses and cattle where suffocated in muddy streets and ditches into which they sank.

The oil companies soon got around to building camps at the field and the town of Daisetta came into being at the camp-site.

Keeping in step with the development of the oil field Hull and Daisetta now have fine paved roads and enjoy all the modern con-veniences typical of similar progressive towns in the Central Division.

SILSBEE, TEXAS

Few who walk the streets of Silsbee today realize that, comparatively, just a few years ago, on that very spot, mammoth virgin pines stood beckoning the hand of man to an industry that ranks with all the great in-dustries of the world.

Old residents of Silsbee take pride in point-ing out the old deer-stands where they killed fine deer. Moreover they tell with an air of sincerity that the early housewife could instruct her husband as to the kind of game she would like to have for the day, with full assurance that while she was preparing his breakfast, he would step out a short distance from their home and get the particular kind of game desired.

In 1894 the first residence was built in Silsbee. The next year the first logging camp was established. Soon after this, J. H. Kirby began the development of his lumber industry in this section. A tram was built from Silsbee to Beaumont to handle the logs from the various camps.

All the early development centered around what is now known as Old Town. Some years later the tram was extended to Buna, and not long after this the Santa Fe railroad was brought through Silsbee and became an important factor in the development of the lumber operations throughout the southeast part of Texas. The Kirby Lumber Company plant is one of the largest institutions of its kind in the state, its operations covering much of Southeast Texas, even reaching into Louisiana.

In 1903 the Santa Fe shops were established at Silsbee. There has been a substantial de-velopment of this great railroad's operations out of Silsbee from year to year.

In recent years oil and gas have become principal industries in this section and the two principal fields now furnish a monthly pay roll reaching into the thousands of dol-lars.

Silsbee field has 45 producing wells, of which Humble Oil and Refining company has five, General Crude Oil company two. Republic-Houston 38. An industry as im-portant as this is vital to the future of Silsbee and many improvements have been exper-ienced by the city since the discovery of oil in 1937.

In addition to oil, the lumber industry thrives on the timber resources in Hardin County. Through modern selective cutting methods and reforestation programs, the timber will be inexhaustible and saw-mills will turn out fine pine and hardwood lumber as long as there is a market for such lumber.

JASPER, TEXAS

One hundred and seven years ago when the first settlers located their camp in Jasper, they perhaps recognized the value in the tall trees that were all about them.

Since 1833 the growth of Jasper has been like the trees, always getting larger. With-out the aid of any artificial stimuli, oil boom, or pump priming, Jasper has grown steadily because the basic economic laws of nature have been followed; that is, food, fiber, and shelter have been provided.

The lumbering industry was so large in Jasper that when and before it had exhausted its supply a city had been built with sufficient wealth to endure the losses that occurred when the mills began to move. The people who migrated there to work in the lumber in-dustry were able to adapt themselves quickly to the available condition. For many years little money was necessary as the mill com-missaries furnished all the necessary clothing and food for the workers.

Jasper now is the location of over 200 business establishments.

The State fish hatchery at Jasper, which is one of the largest in Texas, and its game farm, which takes care of from seventy-five to one hundred deer, is one of the show-places of this section, and attracts hundreds of visitors through its gates each month dur-ing the season that it is open.

The size and condition of Jasper is not below the average for other cities of the same category of this area of the United States. There is no large market in Jasper for raw materials and thus there is no rapid increase in buying and selling power of the people. Highways and other modes of trans-shipment are available. Without these facili-ties Jasper would have been a ghost town when the mills began to leave.

We find Jasper a community of over three thousand people with an area of a few square miles. The city is still maintained by the industry of lumbering. The city serves as a trading center for over ten thousand people.

Jasper was named for Sergeant William Jasper of Revolutionary fame.

LIBERTY, TEXAS

Liberty was incorporated as a town in 1837.

No year in the past 103 has shown such wide development as the past year, even dur-ing the years of oil booms, growth was no faster, and improvement being shown is all along sound permanent lines.

Liberty faces a future of industrial develop-ment and expansion due to several important factors; first, dredging of the Trinity River from this city south to Anahuac and Gal-veston Bay has been contracted by the United States Army Engineers. This will assure a channel 100 feet in width, and will connect Liberty by water with Houston, Galveston, Beaumont, Port Arthur, New Orleans, Lake Charles and other coastal and inland ports which may be reached through the intra-coastal canal and other inland waterways.

Second, Liberty is situated in what eco-nomists believe to be one of the best potential consumer markets on the western hemisphere.

Third, Liberty is located in a land of natural resources; where timber, oil, gas, cot-ton, rice, corn, flax castor plants and scores of other vegetable, domestic and commercial crops are to be found in all varieties.

Fourth, Liberty is possessed of a rare clim-ate, well suited for industry, for truck farm-ing, for dairying, for almost all of the domestic and commercial pursuits being en-

(Continued on page 7)

STATIC

(Continued from page 3)

IT PAYS TO BE A HEAVY DRINKER

Yes Sir, all the fellows at Neches Station agree that heavy drinking shows profits, at least it pays to drink lots of "cokes".

According to R. H. "Dick" Lawton of Neches who is master mechanic and general caretaker of their Coca-Cola vending machine, the whole thing started several years ago when the machine was secured to take the place of a floral fund which was kept up by voluntary donations from the plant personnel.

The machine does a "land-office" business and besides taking care of the floral fund creates an excess profit which is diverted into an entertainment fund.

With the proceeds from sale of "cokes", the plant gang is able to stage five parties each year and feed and entertain about 100 persons at each function.



Dick Lawton (left), Roy Henckel (right).
* * *

Heard humming snatches of wedding marches which were recently played for them . . . C. R. Brinkley, Huntsville serviceman, married July 19 . . . Dorothy White, Beaumont Billing, August 31 . . . L. E. "Buck" Wallace, Baton Rouge Gas, July 27 . . . G. L. "Little" Johnson, Neches Station, August 15 . . . Nell Bass, Beaumont Distribution, August 3 . . . V. E. "Rip" Davis, Beaumont Garage, August 18 . . . George Matthews, Hempstead, in July . . . W. E. "Sugar" Tarver, Silsbee Service, in August . . . Jack Watson, Beaumont Billing, August 31.



Left to right — (top row) Dorothy White, Jack Watson, "Little" Johnson.
(Bottom row) "Sugar" Tarver, "Rip" Davis.
* * *

JASPER GETS NEW ENGINE



Left to right — (back row) Pace; Ford; Mays; Sharp; C. B. Gebres, Cooper-Bessemer Company; Eddins; White.

(Front row) Hensley, Jasper engineer; Street; Whitten; Dick Morrison, Jasper operator.

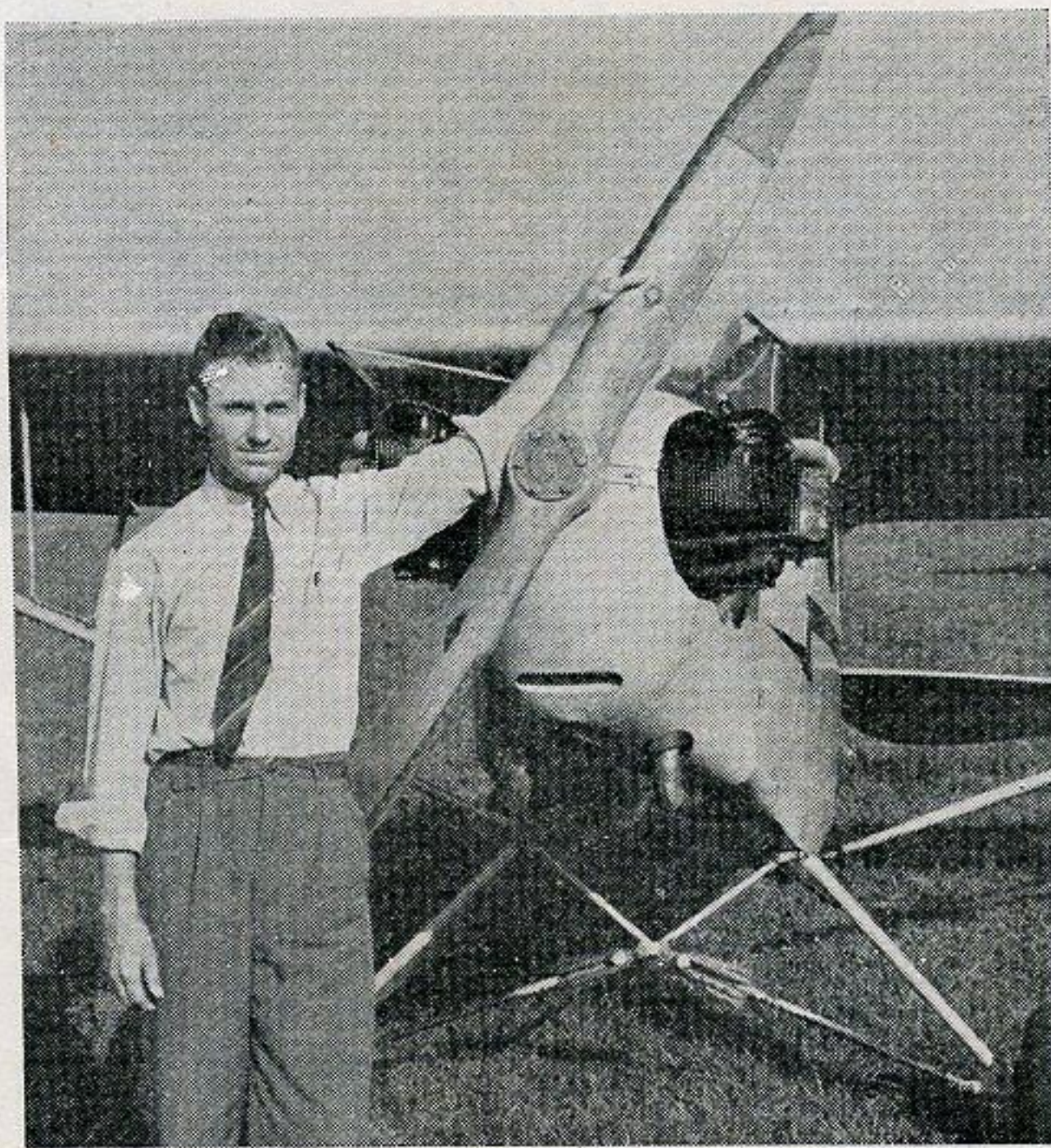
In the Spring of 1936, a Worthington oil engine, was installed in the Jasper plant. Everyone then said, "that takes care of them for years and years." But R. I. Morrison and his gang move mighty fast. They sold ranges, refrigerators, water heaters and connected new customers so rapidly it was apparent last year that more capacity in the plant was necessary.

A new Cooper-Bessemer oil engine was ordered this spring. The old Fairbanks-Morse engine was removed together with its foundation and the new engine foundation poured in the same location.

The new engine arrived July 10 and the installation work began in earnest, with the initial run taking place on July 30. This

engine has all the latest developments, air filter, closed cooling water system, oil cooled pistons, etc., and should give very efficient operation.

All mechanical work of installation, was done by a crew from Neches Station, including L. R. Eddins, M. Sharp, Maxie Montagne and M. C. Street. Electrical work was done by W. A. Whitten, L. C. Pace and R. F. Ford. Valuable assistance in unloading the engine and transporting it to the plant was given by Buck Albe, Jack Frazier and H. W. Deats, with the large transformer truck and trailer from the Sub-station Department. A. B. White and Floyd Mays, service men from Cooper-Bessemer Company, assisted in setting the engine and getting it operating satisfactorily.



Ralph Brown, Port Arthur DR, has done the thing that we always wanted to do but never could muster the necessary intestinal fortitude. . . Ralph took up flying and just recently soloed for the first time. . . "It's all a matter of just making up your mind to not be scared", says Mr. Brown. "It's very simple and safe and I feel just as much at home in the air as on the ground." OH YEAH!!!!

We'll stay on good terra firma. To us, air is just something you breathe and blow balloons up with. . .

* * *



when a little girl walking along the road was struck by a truck.

Sam got there just as she was picked up out of the ditch, bruised and muddy. There were cuts on her face and arms and legs, which he cleaned and bandaged. Later neighbors took her to a doctor in town who found she had two fractured ribs. The little girl is now well and suffered no complications, thanks to this Gulf States employee's preparedness.

You can never tell when any of us can use our First Aid knowledge in helping some customer or friend in need. Sam LeBlanc, District Representative in our Lafayette territory, proved this recently. He was reading meters early one morning along a rural route near Maurice

SOME OF THE FOLKS IN CENTRAL DIVISION



(Reading Left to Right)

Upper left corner — H. E. Braunig, Division Superintendent; J. P. Knapp, Division Sales Supervisor.

Dayton — C. E. Taylor; Roy Hudspeth; I. F. Flurry.

Jasper — top, R. I. Morrison, Superintendent; V. E. Blanchette; middle, Dick Morrison; Tom Hensley; bottom, Thelma Fillyaw; Ed Matthews.

Hull — Rhea Hudnall, Superintendent; Hubert Ward; W. E. Teel.

Anahuac — Tully Brady.

Woodville — S. T. Cooper.

High Island — C. W. Choate.

Liberty — top, E. L. Granau, District Superintendent; Tinnie DeVore; Kirk Brock; middle, W. B. Ewing; H. E. Norman; bottom, Laura Nan Ellis; Lloyd Brannan.

Orange — C. H. Meeks, Superintendent; Rod Honsberger; Jimmy Selman.

Silsbee — top, I. F. Daniel, Superintendent; Morris Van Winkle; G. P. Fillingame; bottom, W. E. Tarver; Johnny Wakefield.

Central Division Home Economist — Docia Moore.

Sour Lake — A. D. Barrow, Superintendent; Mrs. Fred Huddleston.

CENTRAL

(Continued from page 5)

gaged in today by the American people. Boasting a mild, even climate, Liberty offers to industry the very maximum of working days due to weather conditions . . . an advantage that industry frankly admits it must now seek.

Farmers and stockmen of this section are rapidly learning the great saving and convenience available to them through the use of facilities for frozen food storage in United Locker Storage plant.

Large quantities of beef and pork are daily being processed and stored.

Experts are available to cut the hog or beef up into the most marketable and usable cuts, and an expert sausage maker is working in the plant.

Frozen fruits of all kinds, as well as all varieties of frozen vegetables, are kept in stock, and sold through a local grocer. This is being done largely as a demonstration to show the people of this section that the locker storage plant can be the means of furnishing fresh fruits, vegetables, and meats at all seasons, at a price in line with seasonable usage.

DAYTON, TEXAS

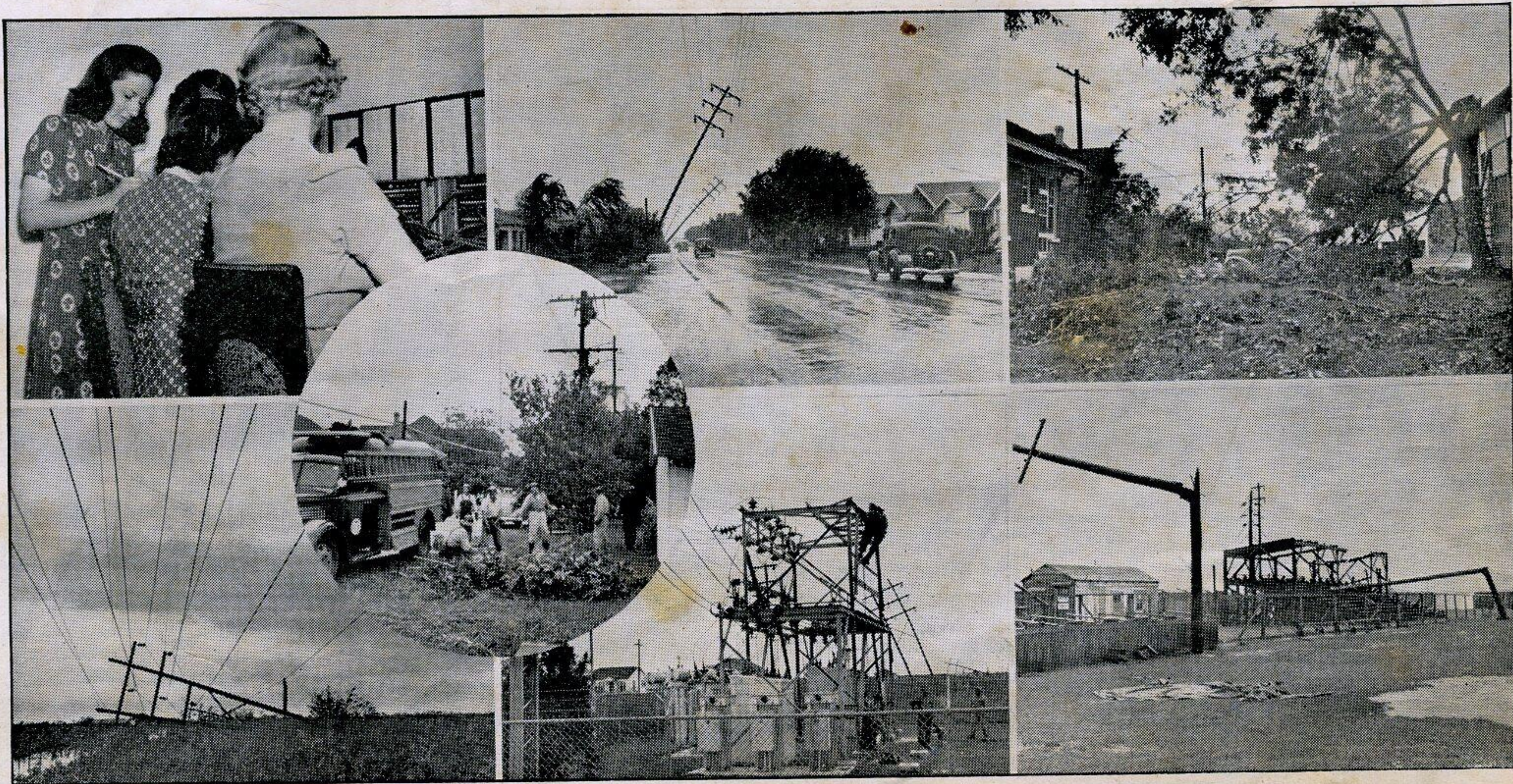
Dayton, Texas is located in the center of the Gulf Coast oil activity and has four producing oil fields within a radius of five miles.

The farm land in this territory is as rich and fertile as any in the state and produces better-than-average crops of rice, cotton, corn and vegetables.

Foremost among the industries are saw mills, a poultry hatchery and a milk depot.

(Continued on page 8)

WINDS AND RAIN GO ON A RAMPAGE



These scenes will give you a rough idea of the damage done to our transmission systems in Port Arthur, Beaumont and Central Division during the hurricane which struck these parts August 7.

Shown in the upper left hand corner is the Beaumont main office switchboard where shifts of operators worked day and night taking trouble calls from the Beaumont territory.

We cannot be too free in our praise of the line crews and other transmission personnel who worked without respite until every bit of the damage was repaired in about 48 hours from the time the storm struck.

A lion's share of credit goes to Port Arthur who was hardest hit of all.

Immediately on the heels of this scene staged by outraged Mother Nature constant rains swelled creeks and rivers of the Lake Charles Division out of their banks and caused a disastrous flood. The flooded area was east of Lake Charles and did considerable damage to the territory around Lafayette, Jennings and Lake Arthur. Full fury of the high waters was felt in Crowley and Gueydan.

CENTRAL

(Continued from page 7)

ANAHUAC, TEXAS

Anahuac is situated at the mouth of the Trinity River, with all the rich and fertile lands within the confines of Chambers County.

Cattle raising, and rice production, with the lumber industry ranks Anahuac very high in the use of its available resources.

The vast grazing range of good forage, and a mild gulf climate makes this territory first in the state in cattle per capita. A rough estimate of the value of the livestock industry in the county is near a million and half dollars each year.

Rice production in Chambers County ranks the county second as a rice growing area. Rice farmers waiting for rain and agonizing over the lack of water has been alleviated with an irrigation system which accommodates all the rice farms in the county.

Five small saw mills are within a radius of seven miles of Anahuac and the lumber produced in these mills is of excellent grade pine, cedar, hickory, cypress and live oak.

The five major oil companies operating in the county have brought to the area undreamed of prosperity.

HIGH ISLAND, TEXAS

In High Island, Texas we render service in the form of power to perform pumping operations in the surrounding oil fields.

Electric service is also made available to the numerous beach cabins, beach houses and beach-side establishments where tourists and seashore vacationists may stop to eat and refresh themselves.

One place very typical of the seaside inns and one which you will no doubt remember from the 1939 summer sales meeting, is Captain Brock's Place.

Summer vacationists find welcome relief from summer heat at any of the several beach settlements which are found on the beach drive route to Galveston.

SOUR LAKE, TEXAS

The origin of the name Sour Lake came from seven mineral springs which are located just Northwest of the town.

During the 1880's and 90's the town was widely known as a health resort and people came from all over the South to avail themselves of the medicinal waters. Analysis showed that the water flowing from each of the seven springs possessed different mineral qualities. The reason for the difference has never been satisfactorily explained.

The year 1903 was a year which saw a radical change take place in Sour Lake. For in this year oil was discovered near Sour Lake and with the discovery came a boom such as had never before been dreamed of. Within a few months Sour Lake became a town of 10,000 population and reached its height with a population of 17,000 shortly afterwards.

Over 3000 producing wells have been drilled in Sour Lake field and over 80,000,000 barrels of oil produced. The Texas Company received its start in Sour Lake, bringing in the Company's first producing well in January, 1903 with a daily flow of 5000 barrels.

Today Sour Lake is best known for its pipelines. Five major oil companies maintain pipe line stations in Sour Lake and it is said that more pipe lines come into and go out of Sour Lake than any other town in the world.

PLAIN TALKS . . .

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

NEWS EDITORS: Don Brown, Louisiana Division, Baton Rouge; Bill Hammond, Texas Division, Beaumont.

ART EDITOR: Jack Gammage, Beaumont.

ASSOCIATE EDITOR: Kenneth Sutton, Beaumont.