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1948

TALKS



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Merry Christmas



*Listen
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The
“ELECTRIC THEATRE”
Starring
HELEN HAYES

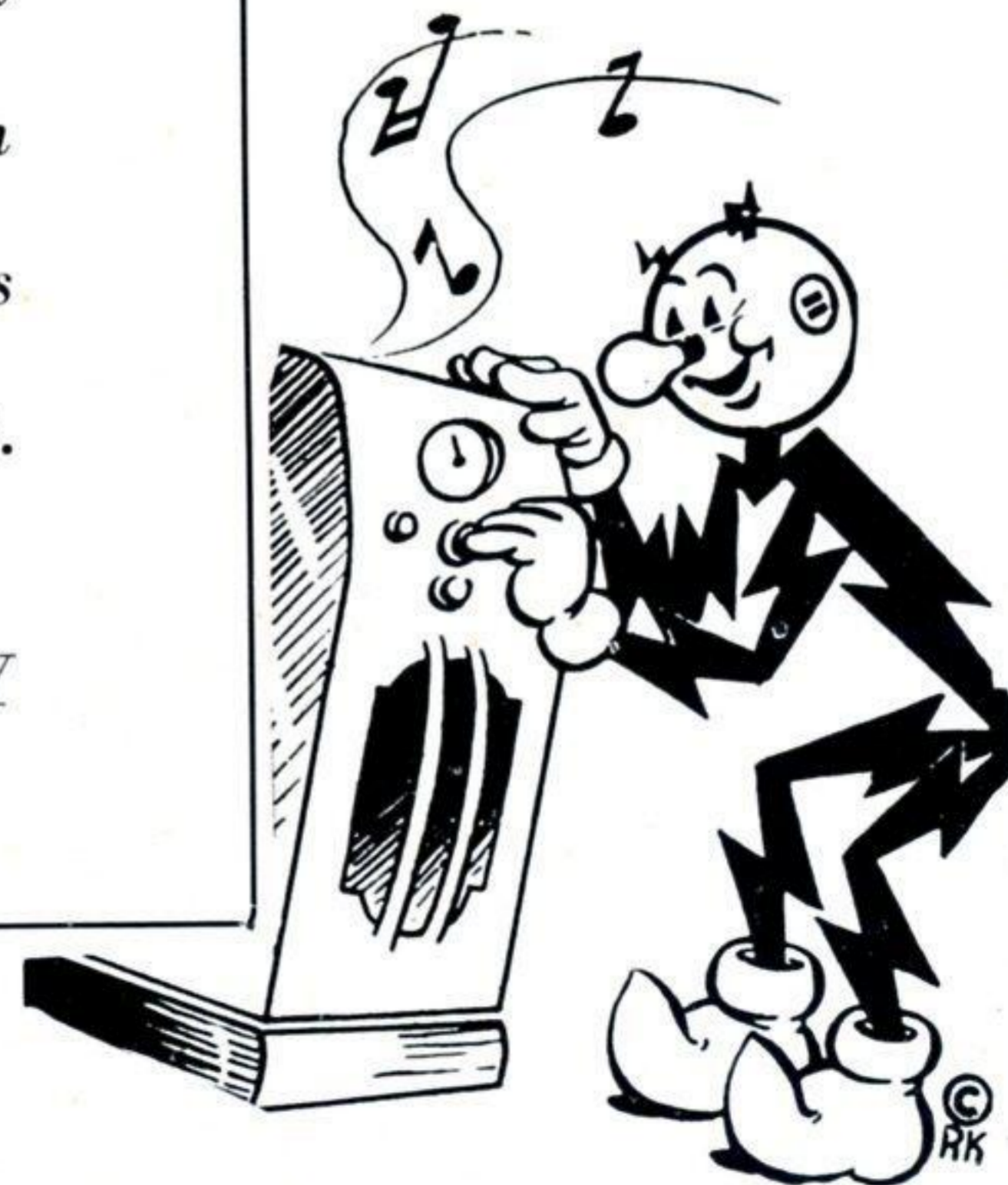
The First Lady of The American Theatre

★ ★ ★

*Hear a thrilling New Drama every week, selected
from the biggest hits of Broadway. Well known
stage, screen and radio actors join with Miss Hayes
in bringing you the best in Radio Entertainment.*

TUNE IN C.B.S. AT 8 P. M. EVERY SUNDAY

**They're Swell
Programs, Folks!**



Season's Greetings

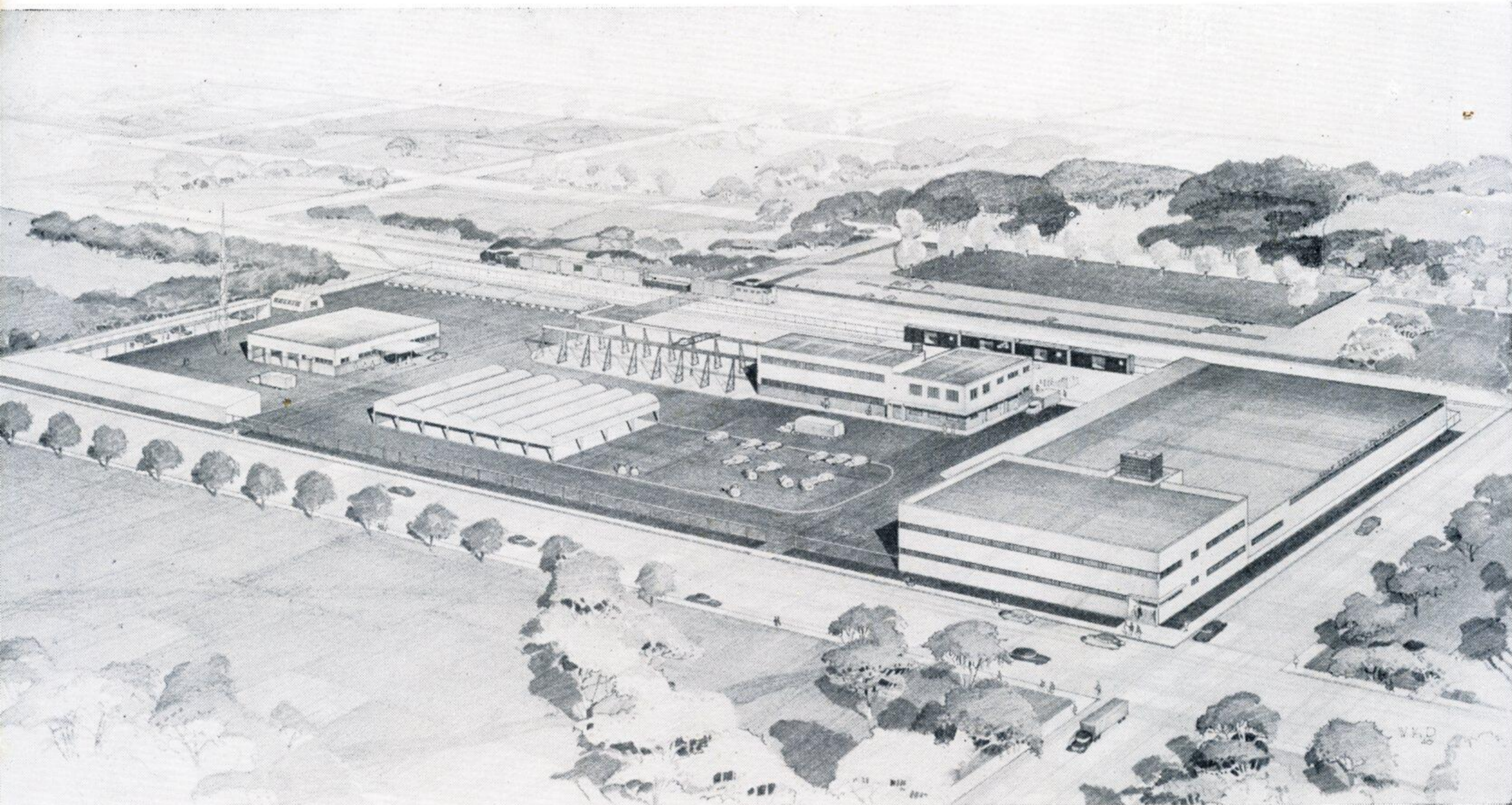


THE coming of Christmas each year ushers in a season during which a special spirit seems to pervade everything. It must be the spirit of the One whose birth we celebrate.

May this joyful spirit enter into and transform the home of every Gulf Stater at this Christmas-time, and may the blessings we now enjoy continue through the New Year.

Sincerely,

Roy Nelson



Beaumont Divisions proposed million dollar Transmission and Distribution Department Service Center

WORK BEGUN ON MILLION DOLLAR G. S. U. SERVICE CENTER

Another phase of Gulf States' multi-million dollar expansion program is destined to become a reality during the next year when the Beaumont division's million dollar transmission and distribution department service center will be erected. Architects plans for the center have been completed and preliminary work is scheduled to get underway around the middle of December, with actual building to start around January 15.

On this page are architects drawings of the center, which show the proposed layout of the entire project and also perspective drawings of the individual buildings comprising the center. In its entirety the service center will occupy an area of approximately six acres, and will afford roomy accommodations

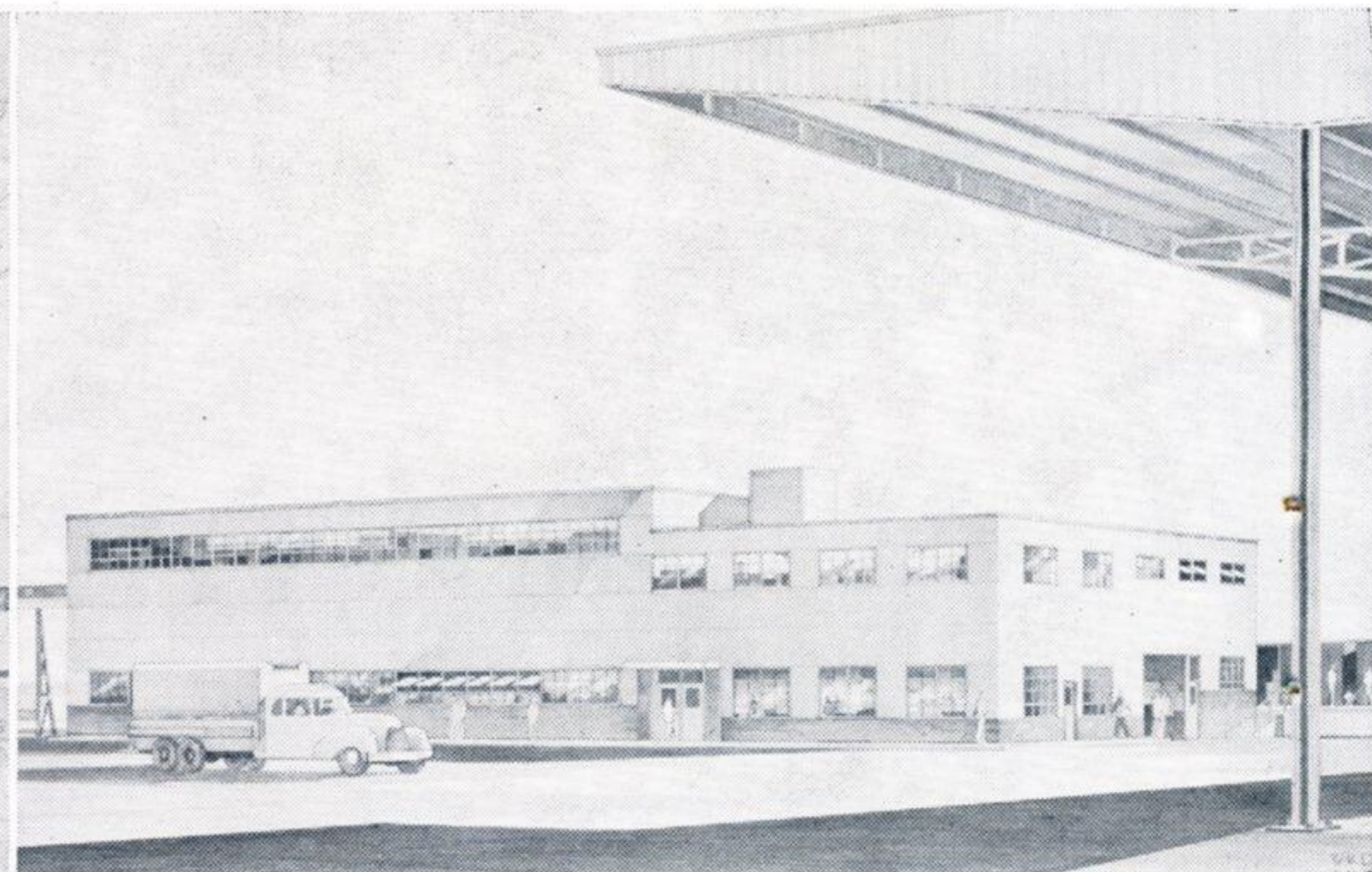
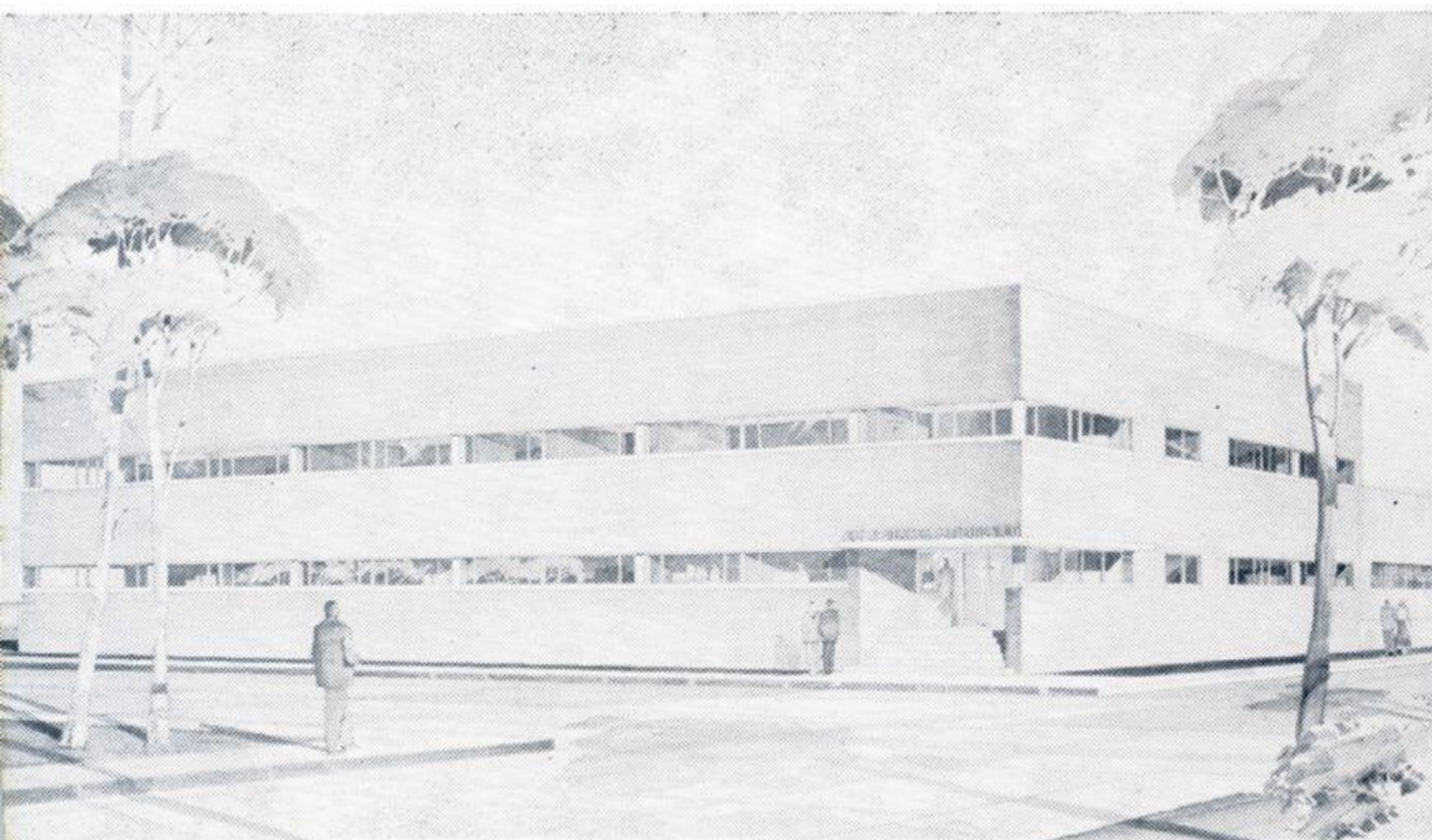
for personnel and equipment in the transmission and distribution department. The location of the center will be in the West end of Beaumont, on South and Oxford Streets, on an eight and one-fourth acre tract purchased in 1941 for this purpose. At present a store yard and the company's F-M radio antenna occupy the site.

Included in the center will be a two story office building, 82 x 138 feet, connected to a single-story storeroom 138 feet wide by 240 feet long; a warehouse with a truck loading dock and canopy for a maximum of 20 trucks; a line and substation building 70 x 150 feet, with an overhead traveling crane; a garage building, car storage shed, paint shop, paved yard storage, concrete storage dock and other minor appurtenant facilities.

Approximately 250 employees will work in or out of these buildings when they are completed. Departments which will occupy this new location are: distribution engineering, line, substation, purchasing, stores accounting, storeroom, merchandise stores, appliance repair, meter, service, safety, claim, garage, and transmission and distribution department offices. At present most of these departments are located in several buildings around the old Tevis street power plant building near the Neches River.

The plans for the new center were prepared by the architectural firm of Goleman and Rolfe and D. E. Steinman, and the actual building will be done by Stone and Webster Engineering Corporation. The center is supposed to be completed by December 1949.

Office Building for the Center is shown below (left), and the Line and Substation Building, right.



GULF STATERS RECEIVE LIFE SAVING MEDALS



Seven Gulf Staters were paid high tribute by fellow workmen and company officials in appropriate ceremonies in Baton Rouge recently when they were presented with medals and citations for saving the lives of two men. The seven men honored, all of the Baton Rouge transmission and distribution department, were Serviceman H. G. Rodgers, General Substation Foreman H. J. Ripple, and R. G. Harris, M. B. Price, H. C. Norton, J. W. Bello and Edward Julian all of the substation department. The awards were made during the annual Baton Rouge t & d Safety meeting which was held at Harry Cloud's Camp near Baton Rouge. Over 200 men were present for the meeting.

Vice President H. C. Leonard made the presentation of medals and certificates which were awarded by the Edison Electric Institute. The awards were given in recognition of the emergency action in applying artificial respiration and thereby reviving two men who had been injured by electrical shock, (The two men received their injuries in two separate accidents) In presenting the awards Mr. Leonard stated that, "In my estimation there can't be anything finer than a man's saving the life of a co-worker and fellow employee." He further commented that, "It is quite unusual for any company to receive as many E. E. I. awards as we have tonight."

Edward Julian was cited for saving the life of John Pooler, a colored employee of a contractor doing some work for Gulf States. Pooler was injured May 31, 1946, in a substation in which he was working, when he moved his head into contact with a high voltage fuse and received 40,000 volts through his body. He was "frozen" to the fuse, and Julian, who was working nearby, had to pull him free with a hot-stick. The shock had rendered Pooler unconscious and he had stopped breathing and registered no pulse when Ed

PRESENTATION OF AWARDS to those honored for life saving was made by Vice President H. C. Leonard, who is shown above with the recipients of the awards. From left to right, above, are: Tully Brady, R. C. Harris, H. C. Norton, H. J. Ripple, M. B. Price, J. W. Bello, and Mr. Leonard. In the lower picture are Ed Julian, left, and H. G. Rodgers, who also received awards but were not present when the top picture was made.

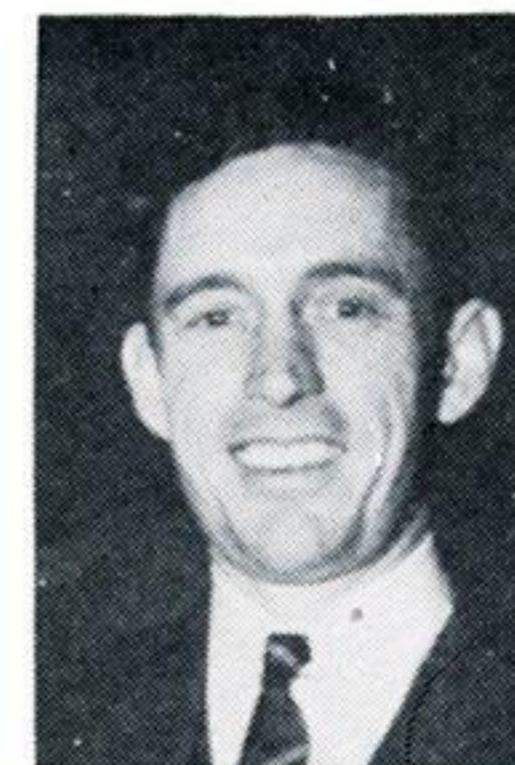


started giving him artificial respiration. The citation stated that, "Only the quick thinking and efficient action of Edward Julian saved his life."

Ripple, Rodgers, Harris, Price Norton and Bello were responsible for saving the life of Tully Brady, our superintendent at Clinton. Tully was injured in the Zachary substation on August 18, 1947. He was standing between the steel substation structure and a steel fence, and in contact with both, when a 2400 volt repeater fuse flashed over to the structure and through him. Brady was also shocked into unconsciousness, had stopped breathing and registered no pulse by the time the quick thinking crew had opened the switch and begun giving artificial respiration.

The crew, taking turns, gave prone pressure resuscitation to Brady for 32 minutes before he showed signs of life, and worked eight minutes more before his breathing became practically normal. No other such incident is known in our company where artificial respiration was successfully applied for that length of time. Tully was an interested member of the group attending the meeting.

The awarding of medals to these men brings to 19 the number of Gulf Staters who have been recipients of awards for acts of heroism or life saving, and is an outstanding example of the splendid safety training received by Gulf Staters and the bravery and quick action of the men in executing the necessary acts to help in any emergency.



Gayle

Bishop

"TEACHERS" Victor P. Gayle and J. B. Bishop, who instruct employees attending the Training Classes. Boasting long service records, these men are well versed in company history and policy.

Gulf Staters attending the Employee Training Classes were handed a copy of "Your Job and Gulf States" at the classes. Subsequently all other employees, regardless of type of work, location or length of service were mailed a copy of the booklet. If you have not received your copy of this booklet, please notify Victor Gayle, J. B. Bishop, or your supervisor and one will be delivered to you immediately.

The classes are to be held monthly throughout the system, with the same group attending each successive class. Victor Gayle and Pat Bishop, both assistant system residential sales managers, are in charge of instruction, with Bishop covering Beaumont and Port Arthur Divisions and Gayle the remainder of the system. Both men are long time sales department employees and each has had experience in other departments before becoming members of the sales staff. Bishop has a service record of 28 years, and Gayle 25 years with our company.

Gulf States "Students" were introduced to something new recently when Professors Victor Gayle and J. B. "Pat" Bishop resumed fall classes in their Employee Training Courses. The new addition, which by now has been seen by many Gulf Staters, is the employee booklet, "Your Job and Gulf States", the cover of which is pictured at the top of this page.

This booklet, which was printed during the summer when training classes were suspended because of vacation schedules, will serve as the "text" for the classes during the next three months. Primarily prepared for the new employee, the booklet was assembled to give answers to some of the questions about the company, its history, operations and policies which might naturally occur to the new-

comer. However, even "old-timers" will find many items in the book that will bring them up-to-date. It is colorfully printed in magenta and brown, with a map of the system using an additional color, blue. It is illustrated throughout with both photographs and drawings, with the sketches using our little friend Reddy Kilowatt. Including the covers, the booklet totals 28 pages.

Of necessity, all topics covered in the book cannot be covered at length, and in instances where further information is desired the instructors of the training classes will endeavor to elaborate and answer any questions not answered in the book. Other, more detailed material will also supplement the booklet in the classes.

A Beaumont group studies the pictures in the booklet, "Your Job and Gulf States," as instructor J. B. Bishop explains the functions of various departments in the company. Beaumont had the largest single classes in the system.



Riverside Station Turbine Back In Service After A Record Breaking Reblading Job

Although kicked around a bit by old man Hard Luck lately, Riverside Station is back on the line these days humming out its rated 35,000 kilowatts.

Back in May the big turbine which Gulf States purchased from the Government along with the power plant property, had its first accident. On May 7 the turbine threw some of the blading from the whirling spindle and had to be shut down for removal of the damaged blading. Working round the clock, crews from all over the system put the big machine back in operation in the record time of twelve days, at about two-thirds capacity.

On July 2, however, more blading was thrown off, and another shutdown was necessary. More of the blading in the machine was cut out and in 10 days the turbine was again put back in operation, this time at about one-half capacity.

Since the full capacity of the machine was sorely needed, new blading was ordered from the Allis-Chalmers factory and plans were made to shut down the turbine and install the blading as soon as it could be delivered. Considerable time is required to manufacture the blading, which must be specially designed and machined, and the first of the blading wasn't ready until the latter part of October. On October 21 the machine was shut down and the reblading work begun.

Crews from Louisiana Station, Neches Station, and men from Lakeside and Sabine assisted those from Riverside in tearing down the turbine and installing the blading. The Allis-Chalmers plant would send parts for the machine to Lake Charles by airplane as soon as each one was made. Everything possible was done to expedite the overhaul of the generator. All of the old blading was re-

moved, but due to the long time required to make these parts it was decided to use a diaphragm in place of some of the blading on the low pressure cylinder. The pieces of two halves, were engineered and rushed to completion in record time and installed. Finally, on November 19, one month after it was taken off the line the unit was turned over and again began turning out kilowatts.

After the machine had been put in operation again it was found that the diaphragm, which at best would result in less efficient operation, caused too much restriction to the high pressure steam flow, and only 30,000 kilowatts could be generated, and that at an unreasonable fuel cost. It was decided once more to shut down the turbine and enlarge the holes in the diaphragms so that more power and better efficiency could be obtained.

On the day before Thanksgiving, at 11 P.M. the low pressure turbine was dismantled and the diaphragms removed. Working continuously, men took one half of the diaphragm to Neches Station in Beaumont and one to a machine shop in Lake Charles to have the holes in the diaphragm machined larger, and returned them for reinstallation in the turbine. In what was probably one of the fastest such repair jobs on record the machine was placed back in operation by 7 A. M. Saturday, only two and one-half days after it had been torn down.

Six rows of blades are still missing from the turbine and it still can't generate the full 40,000 kilowatts it is capable of turning out when necessary, but it is back on the line, thanks to hard working power plant crews with the "know-how" and the spirit that exemplifies the workmen of America's electric operating companies.

NECHES STATION TO GET 60,000 KW UNIT

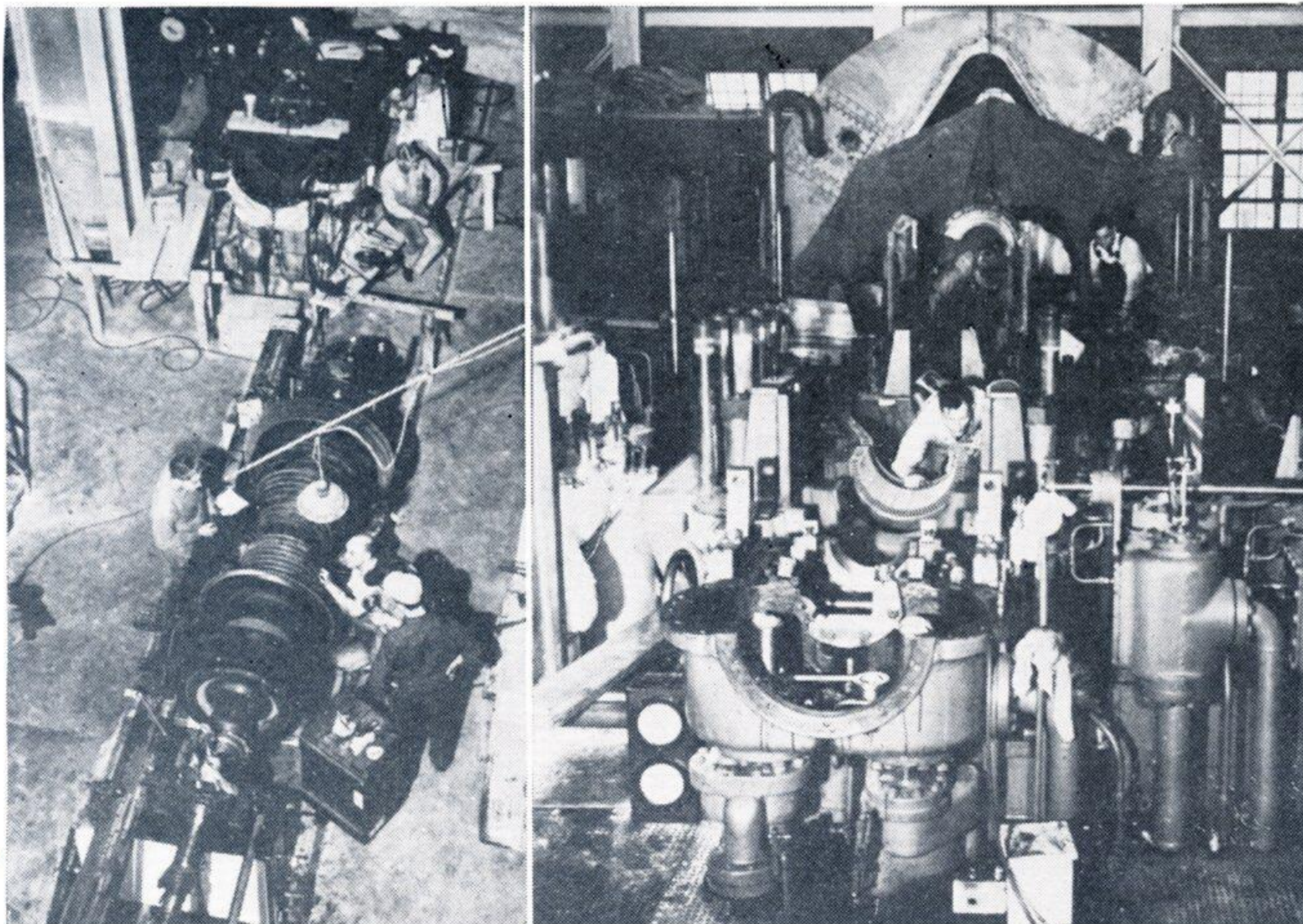
With the new 40,000 kilowatt generating unit for Neches Station still unfinished, plans for the second additional generator for the plant were changed several weeks ago to provide for a 60,000 kw unit instead of the 40,000 kw unit previously announced. The increase in size of this second new unit will give the station a total increase of 100,000 kilowatts when the installation work is completed sometime in 1951 and will bring the overall capacity of the plant at that time to 185,000 kilowatts. Cost of the new unit is estimated to run around \$8 million dollars, according to Jack Reich, system superintendent of production.

To be installed along with the new generator will be a 600,000 pound per hour steam boiler, which will operate at 900 pounds per square inch pressure and 900° Fahrenheit steam temperature. To provide for the new equipment the power plant building will be enlarged and the adjacent outdoor transmission substation will be expanded. Mr. Reich stated that workmen now employed on the present plant addition will continue with the installation of the 60,000 kw unit as soon as the 40,000 kw unit is completed sometime around May, 1949. Stone and Webster Engineering Corporation will also install the second unit.

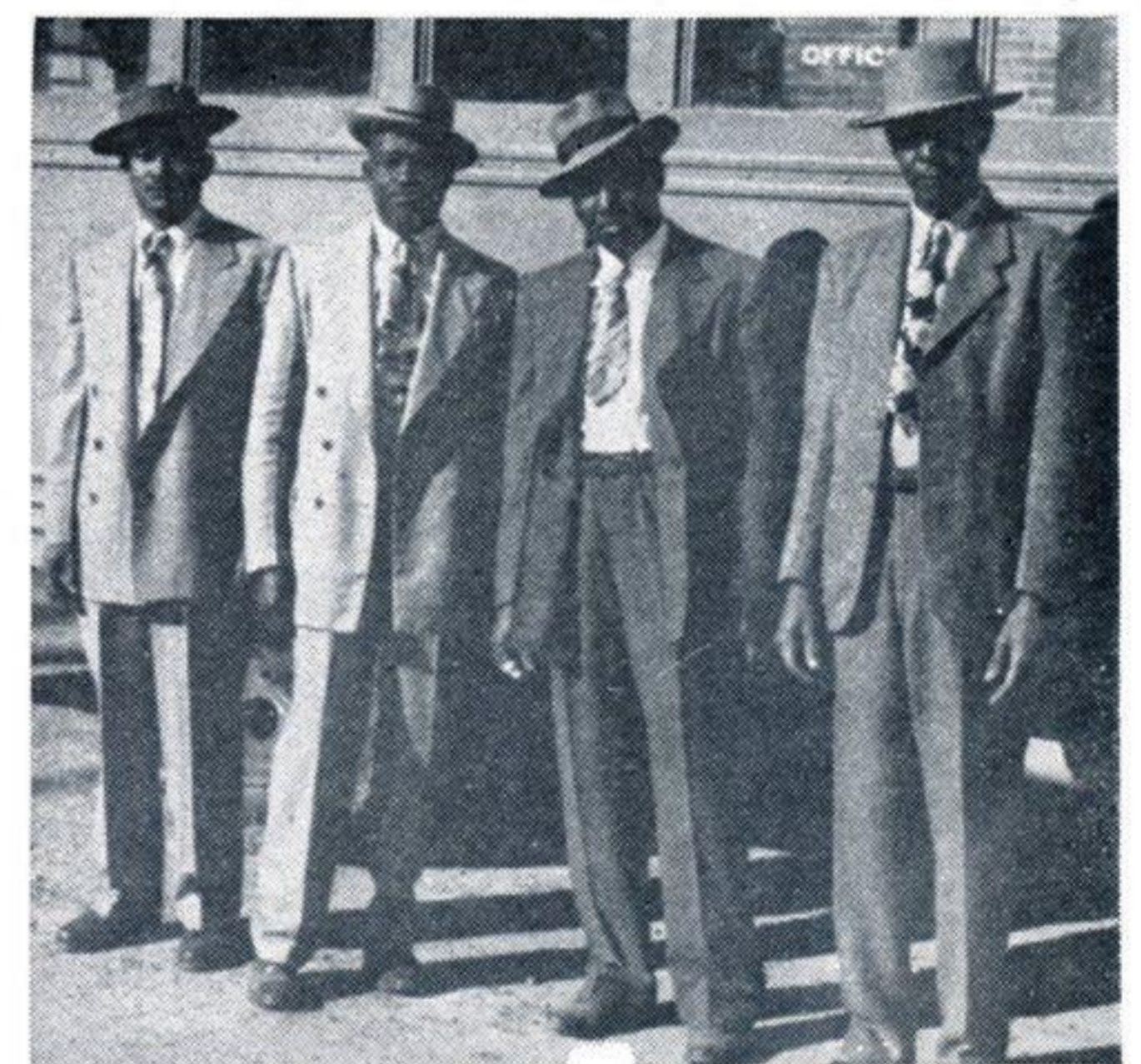
This new generating capacity at Neches Station, together with the 40,000 kw unit proposed for Riverside Station at Lake Charles and the two 40,000 kw units for Louisiana Station at Baton Rouge, will give Gulf States a total capacity of 470,500 kilowatts when the present expansion program is completed sometime in 1952.

BETTER CIRCULATION

Stuffy winter-time rooms can be freshened up by using the electric fan as a circulation booster. Place the fan behind a chair or divan directed at an angle against the wall, using medium speed. This will help air circulation and spread warmth more uniformly.



A ROW OF BLADING on Riverside's high pressure spindle is being replaced in the picture on the left. Special frames for holding the rotor were made on the ground floor of the plant building and other special equipment had to be devised by plant workmen especially for this job. At right, measurements are being made for replacing blading on the high pressure cylinder of the turbine.



AN EMERGENCY TRIP to Riverside Station in Lake Charles was a November occasion for these Louisiana Station employees. These men, from left to right, Billie Corbin, Joe Dorsey, John Bell and Willie Leonard, helped repair the damaged turbine at Riverside last month.

NEW D-C NETWORK CALCULATOR HELPS ENGINEERS FIGURE LINE PROBLEMS



MECHANICAL "BRAINS" in system engineering department are given a real workout by operator Joe Robichau. This network calculator works problems faster than it takes to write them down.

Although the system engineering department boasts the smartest collection of mathematical minds in the company, this department recently went out and acquired a set of mechanical "brains." This new engineering automaton is called a Portable Direct Current Network Calculator, and is used, primarily, to determine the magnitude and distribution of short circuit currents on, or in, our transmission system. To most of us that simply means that this machine will determine what will happen to all the other lines in an area, supplied from a common source, if one or more of the lines is short circuited. The machine is used by the relay engineers whose duties are to keep up with this phase of operation.

Prior to the acquisition of this smart gadget several engineers worked almost endlessly trying to figure out what would occur in certain places if certain lines were put out of operation. This work is necessary to determine the size, type and location of protective equipment (such as circuit breakers, and other switchgear) needed to prevent certain interruptions to interconnected lines. It is this arrangement that keeps your neighborhood supplied with electric service when possibly all the houses across the street, or another nearby section of town is without service.

The new board performs one of the functions of the big A-C Network Calculator installed at A & M College last year through cooperation of Gulf States and some of the other electric operating companies in the Southwest. Of course this small board cannot do many of the more complicated load flow studies made on the big board, but so many of the participating companies need the big board for the more complicated studies that time on that equipment is not available for short circuit problems except on an overtime basis. Due to the tremendous amount of short circuit problems in our system, occasioned particularly by our expansion program, this work alone would require a staff of engineers working altogether on this phase of operations. When the above picture was taken Joe Robichau was trying to determine whether the addition of two new generators at Louisiana Station (which project will be completed within the next three years) would overtax the circuit breakers on adjacent systems. It was found, in a comparative short time, that they would not.

The calculator consists of 96 "elements," representing lines, generators, motors, condensers or some other element of an electric system, and these elements can be connected in any desired combination to represent any given network. These combinations can be effected by merely plugging in one of the

wire "jumpers" shown in the wall (in the above picture) behind the operator. When the board is then energized (by two 22½ volt dry cell batteries) readings may be taken off the two scales shown at the top right of the board. Merely by changing the jumper to another position and continuing the above procedure the desired number of readings can be obtained very speedily.

The particular board has two sections, 60 in the panel on the left and 36 in the operating panel on the right. By streamlining, the entire transmission system of our company may be set up on this small board for calculating short circuit currents. We don't know, but if Junior brings home a problem too tough for you maybe you can get some help here. It's worth a try.



Two of our most popular Christmas hymns have their tunes written by two of the world's immortal composers. Joy to the World's melody was composed by George F. Handel, the master of the oratorio, in 1742.

Hark the Herald Angels Sing is set to a melody by Felix Mendelssohn-Bartholdy, composer of the well known overture to Midsummer Night's Dream and of a famous Wedding March.

Good G.S.U. Service Brings City Tax Cut

When a man bites a dog its news. Likewise in these days of rising costs, high prices, etc., when the cost of most anything comes down, its news. So recently when an item regarding the reduction of taxes in Broussard, Louisiana appeared in the paper it was really news with a special flavor added.

The significant part of this news to Gulf Staters is that our company is more or less responsible for the reduction of the taxes in Broussard. Here is an excerpt from the news item and the reason behind the news.

TAXES TUMBLE FOR TOWN OF BROUSSARD

In at least one community in the Lafayette area the news is good concerning taxes.

In the town of Broussard, Mayor Frank Beullieu disclosed that the tax millage rate for the coming year had been set at seven mills, a reduction of five mills over last year's rate.

Mayor Beullieu said that the reduction came about because "Our franchise with the Gulf States Utilities effected a substantial saving in operation and repair of our obsolete light system, which savings we are happy to pass on to the taxpayers of our community."

Last year Gulf States purchased the electric system owned by the town of Broussard. Immediately we dismantled the generating plant and began installing a new distribution system. (The old city owned system was so antiquated and inadequate that in some sections of the town customers couldn't use an electric iron because voltage was so low.) Along with new service, new rates were inaugurated and of course a new tax payer immediately appeared on the town rolls. This was a three-fold benefit to the town, because previous rates were high, service was poor and the operation of the electric system cost the city money instead of making money.

Today, thanks to a smart mayor and council and the availability of good cheap electric power (here's where we take a bow) everyone concerned is happy.

Plain Talks extends sympathy to:

Joe Henry, Beaumont distribution engineering, whose mother, Mrs. Cammie Garrett Henry, died at her Melrose Plantation home near Natchitoches, Louisiana, November 17.

L. M. Welch, superintendent at Conroe, whose brother, Thomas J. Welch, died at Port Neches November 16 after a three day illness.

A. A. Adams, Jr., Jennings t & d, whose father, Allie Allison Adams, was accidentally drowned in Beaumont November 7.

A. J. Matherne, Jr., Riverside Station, Lake Charles, whose brother died September 4.

Burton C. Cannon, Riverside Station, Lake Charles, whose sister died September 10.

Gloria Guidroz Cook, Baton Rouge accounting, whose father died November 18.

Alex Bourgeois of Baton Rouge Dies

Alexander Bourgeois, 63, retired Baton Rouge distribution department employee, died in a Baton Rouge hospital November 27. Although Mr. Bourgeois had been in bad health for some time, he had become seriously ill only two weeks before his death.



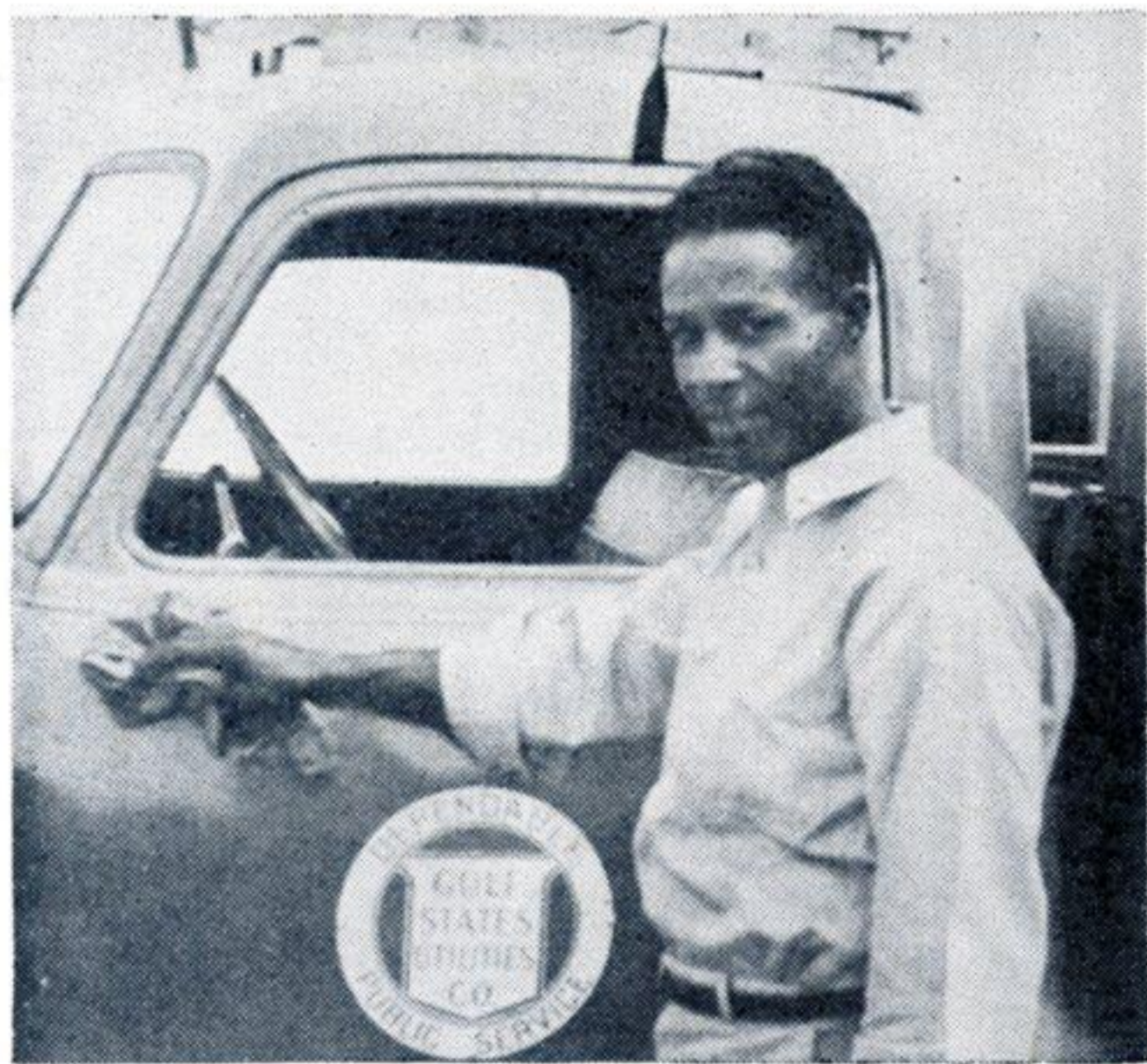
Mr. Bourgeois was a native of Ascension Parish, Louisiana, where he was born in 1886. In 1918 he moved to Baton Rouge and shortly after began working for the old Baton Rouge Electric Company as this company's first storekeeper. Later he became a serviceman and pipefitter in the gas department, where he remained until 1937. In that year he became a trouble clerk, and it was this position he held at the time of his retirement, which became effective June 1, 1948.

On behalf of Gulf Staters, Plain Talks extends deepest sympathy to his widow, Mrs. Eva Bourgeois, his three daughters, two sons and other members of his family who survive him.

More than 150 parts make up the average small electric motor.

TOASTER CARE

To insure long and faithful service from the toaster, never place it in water or shake it violently. Manufacturers suggest that the crumbs be cleaned out with a soft brush. Always disconnect the toaster, or any other appliance, from the circuit before cleaning or otherwise servicing it.



HOWARD HARRISON, Huntsville Gulf Stater is living up to the tradition of other Gulf Staters. Howard recently made the "Who's Who in Southeast Texas" column run in a Huntsville colored newspaper, "Old Ironsides." One of the fine things under Howard's picture in the paper was the statement that, "His dependability as an employee is only equaled by his fitness as a neighbor." His boss at Huntsville agrees that Howard is a good and trusted employee.

Plain Talks

"Light" Bills to Take on "New Look" in 1949, Post Cards to Replace Envelopes

Your "light" bill, which has been delivered to you in the familiar brown envelope as long as anyone can remember will take on a "new look" beginning next month.

The envelopes, with the electric service water or gas bill inside, are being replaced by plain postcard bills. Customers throughout the system will receive this new style bill with billings commencing around January 7, and after that date there will be no more envelopes.

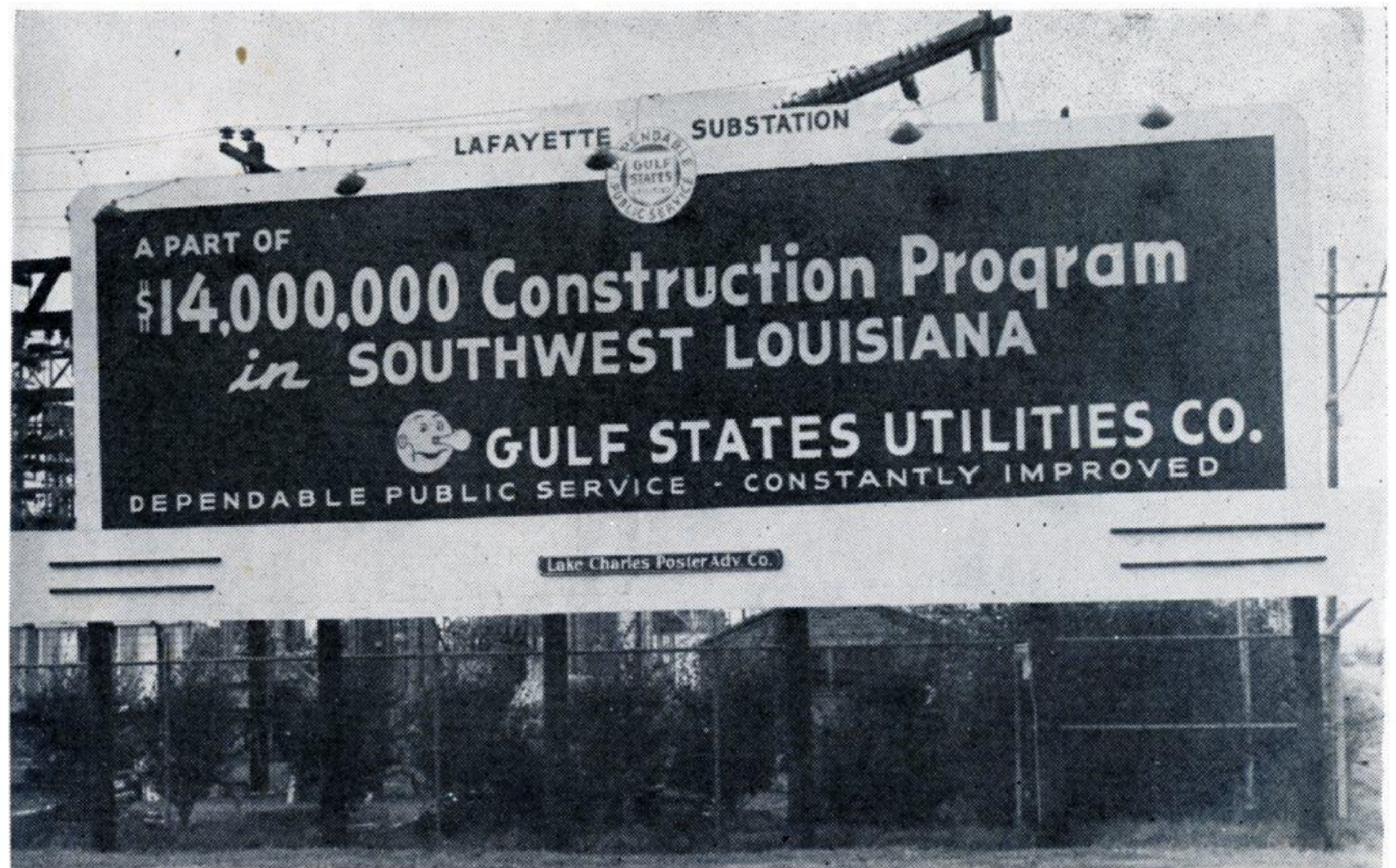
The customer information contained on the new bill will remain practically unchanged from the old style bills. One side will show the customers address, a customers account number (for company use), a return address, and a postage permit or stamp. The other side will contain a cashier's coupon and the customer's receipt, and will show the latest meter reading date, the amount of electricity used and the amount of the bill. Another portion of the original card, which will be detached from the customers card before mailing and remain in the company's files, will contain a collection record and a bookkeeping record.

The new postcard bill will be more convenient for the customer and will enable the company to handle its billing much more efficiently and economically. The new bills will be handled completely by automatic machines, and will save many man-hours in preparing the bills for delivery. Where formerly bills were computed, printed, stuffed and mailed in separate operations, everything except the mailing will be automatic in preparing the new bills. Eight of the latest design Burroughs billing machines will print the billing data on the card after it is has been through the Addressograph. The new billing machines are estimated to be 25% faster than those formerly used. A new Addressograph machine will print the entire card with the exception of the billing data. This new addressing machine alone will handle 3,000 bills per hour. Since Gulf States handles more than 170,000 bills monthly the economies, in both time and money, effected by the changeover will be considerable.

The wife who drives from the back seat is no worse than the husband who cooks from the dining room table.



Christmas cards, messages of cheer and good will today, have their origin in class room assignments in English schools. Each year at Christmas time, pupils turned in specimens of their handwriting on large sheets of paper to demonstrate progress in penmanship during the year. These were called "Christmas pieces," and were decorated with elaborate scrolls and flourishes. In time they grew more fancy and were colored; and from them evolved our Christmas cards.



TELLING THE STORY of our part in the current growth and progress of Southwest Louisiana is this large painted poster board at Lafayette, Louisiana. Located at the site of Lafayette Substation, where considerable construction work has been going on since early summer, this sign tells travelers along Highway 90, that the work they see underway there and on transmission lines in the area is a part of our construction program. This substation is being enlarged to accommodate our new 132 kv Baton Rouge-Navasota "backbone" transmission line and five new 66 kv lines. The lights on the sign are controlled by an electronic device called an electric eye, so that the sign will be illuminated as soon as darkness falls.

Of Interest To The Gals

Christmas Cookies, Candy, Cake and Pie

Christmas always calls for something "extra" in the line of cookies, cakes and other "sweet treats." Maybe you or the family, are tired of the same old things, or maybe you are cooking up Christmas goodies for the first time — in either event, this is the place to get that new recipe.

Home Service Advisor Thelma Carson took off some time from her kitchen planning chores, and prepared these delectable items, and she and the department hope you, your family and guests enjoy them. These recipes will be good later too, so clip them for future reference.

CHRISTMAS COCONUT COOKIES

2-4 oz. pkgs. shredded coconut 1 can sweetened condensed milk
2 cups pecans, chopped 1/2 lb. fruit cake mix
Combine all ingredients and mix well. Drop by teaspoons on well greased cookie sheets. Bake at 350 degrees for 15 to 18 minutes. Remove from cookie sheet immediately. Makes 5 dozen cookies.

SUGARED PECANS

1 lb. pecan meats 1/2 cup milk
2 cups brown sugar 1 Tbsp. Vinegar
Rinds of 2 oranges, cut fine
Cook sugar, milk and orange rind until it forms a soft ball in cold water; then add the vinegar. Cook 2 minutes longer, then add pecans and beat until pecans separate. Drop on cookie sheet or waxed paper.

NESSELRODE PIE

2 tps. gelatine 1 1/2 cups milk
2 tbsps. cold water 2/3 cup sugar
3 eggs, separated 1/4 tsp. salt
1/4 cup finely chopped 2 tbsps. sweet choco-
Maraschino cherries late, grated
4 tps. rum flavoring

Soften gelatin in cold water. Beat egg yolks, add milk, salt and 1/3 cup sugar. Cook on "Low" heat or in the top of double boiler until mixture thickens. Add soaked gelatin to hot mixture, stir until dissolved. Chill until mixture begins to thicken, add flavoring and cherries. Beat egg whites until stiff. Gradually beat in remaining 1/3 cup sugar. Fold into custard mixture. Pile into baked 9 inch pie shell. Sprinkle with grated chocolate. Chill until ready to serve.

DATE BREAD

1 tsp. soda 1 cup dates, finely
1/2 tsp. salt chopped
1 cup boiling water 2 cups flour
1 cup brown sugar 1 tsp. vanilla
1 egg 1 cup nuts, chopped
1 tbsp. shortening

Place the chopped dates in a bowl, sprinkle with soda and salt, cover with boiling water. Allow to stand until cold. Then add brown sugar, beaten egg and shortening and mix until well blended. Gradually add the flour, stirring constantly. When well mixed, add vanilla and nuts. Mix well. Pour in a well greased loaf pan 8x3 1/2x3. Bake 350 degrees for 1 hour. Cool before cutting.

Cashier's Smiles Evokes Appreciation

It pays to smile! So found out the cashiers at the Beaumont office recently.

A businessman walked in the office and fell in the line formed at the cashier's counter. He looked at the other people in the line, who like himself were just paying bills, and who were preoccupied with other thoughts. But as it came each person's turn to receive the cashier's attention the gentleman observed that each one was greeted with a cherry, "Hello" and a friendly smile. It was the same with this man when it came his turn.

"You know", he said, as he picked up his change, "I've been paying bills all morning and this is the first place where anyone has smiled at me and spoken to me in a sincerely friendly manner. In appreciation I want to leave some money for your coffee fund so you girls can have a drink on me. Keep on smiling, too."

It's a sad commentary on folks in general that we in our company were singled out because we are friendly, but isn't it nice that we were the ones!

HERE'S A SMILE

**Here's a smile, if you can use it.
Take it. Keep it. Don't refuse it.
And when you have used it, then
Pass the smile right on again;
Someone else may use it too.
Smiles, if they've been worn, it's true,
Still are just as good as new!
If you've not learned this, you will:
If the smile's a hand-me-down,
Even second-hand, it's still
Better than a brand-new frown!**

—Author Unknown



REDDY KILOWATT HELPS COMMUNITY PROJECT, could be the title of this picture. This scene was taken in the Gulf States Reddy Kilowatt kitchen at Lake Charles, and unlike most of the pictures that have appeared in this space, this one is not of a company sponsored undertaking. Although many employees may not be aware of it, the Reddy Kilowatt kitchen facilities are loaned to many groups or organizations who have undertaken projects in behalf of the community good.

The above activity is a demonstration for Home Demonstration Clubs in Calcasieu Parish and is conducted by three leading Louisiana home economists. Shown in this picture, these women are, from left to right, Miss Estelle Farnet, Food Preservation Specialist for the Extension Department of Louisiana State University; Elizabeth Williamson, City Home Demonstration Agent, Lake Charles; and Clothilde Tuten, Calcasieu Parish Home Demonstration Agent. Among those attending the demonstration were our own Lake Charles home service advisors, Ruth Hession, Ernestine Woodard and Berla Whiddon.



This pretty, high stepping miss is Clair Lynn Dinkins, popular young daughter of Mr. and Mrs. W. E. Dinkins of Caldwell. Clair Lynn has been selected Drum Major of the Caldwell High School Band, and sweetheart of the Caldwell Hornet Football team.

Her father W. E. Dinkins, is superintendent of the Caldwell District.

Golfer Fred Johnson Shoots Hole In One

A hole in one — the oft dreamed of but seldom realized goal of every golfer — recently became a reality for Fred Johnson, Lake Charles division superintendent of sales.

The million to one shot was made on the Lafayette Municipal Golf Course hole No. 15, which is a 146 yard, par three hole. A No. 4 iron was used in making the perfect shot.

Long a golfer, and a good one who shoots in the 70's, this is Fred's first ace. Fortunately for Plain Talks (because Fred has been real modest about his accomplishment and hasn't said much to anyone about it) he was playing with some good witnesses at the time. All Gulf Staters, they were: W. M. "Slim" Larkin, and Neil Carpenter of Lake Charles power sales, and Andre Dubus, superintendent at Lafayette.

The hole in one was a thrill for the entire foursome, but it wasn't entirely new to Andre Dubus. Andre made the first hole in one on this very same course after it was converted from a nine hole to an 18 hole layout several years ago.



"MISS TEXAS" is the pretty girl, and the lucky man is our own Ralieg Jackson, system consumers accountant, Beaumont. Ralieg, as general chairman of the highly successful 1948 South Texas State Fair, earned the pleasure of greeting Miss Texas as she alighted from an Eastern Airlines plane to officially "open" and visit the Fair. The 1948 beauty queen of Texas, Miss Bonnie Bland, resident of our neighboring city of Orange, is presently living in Austin where she is attending the University of Texas.

A PRAYER

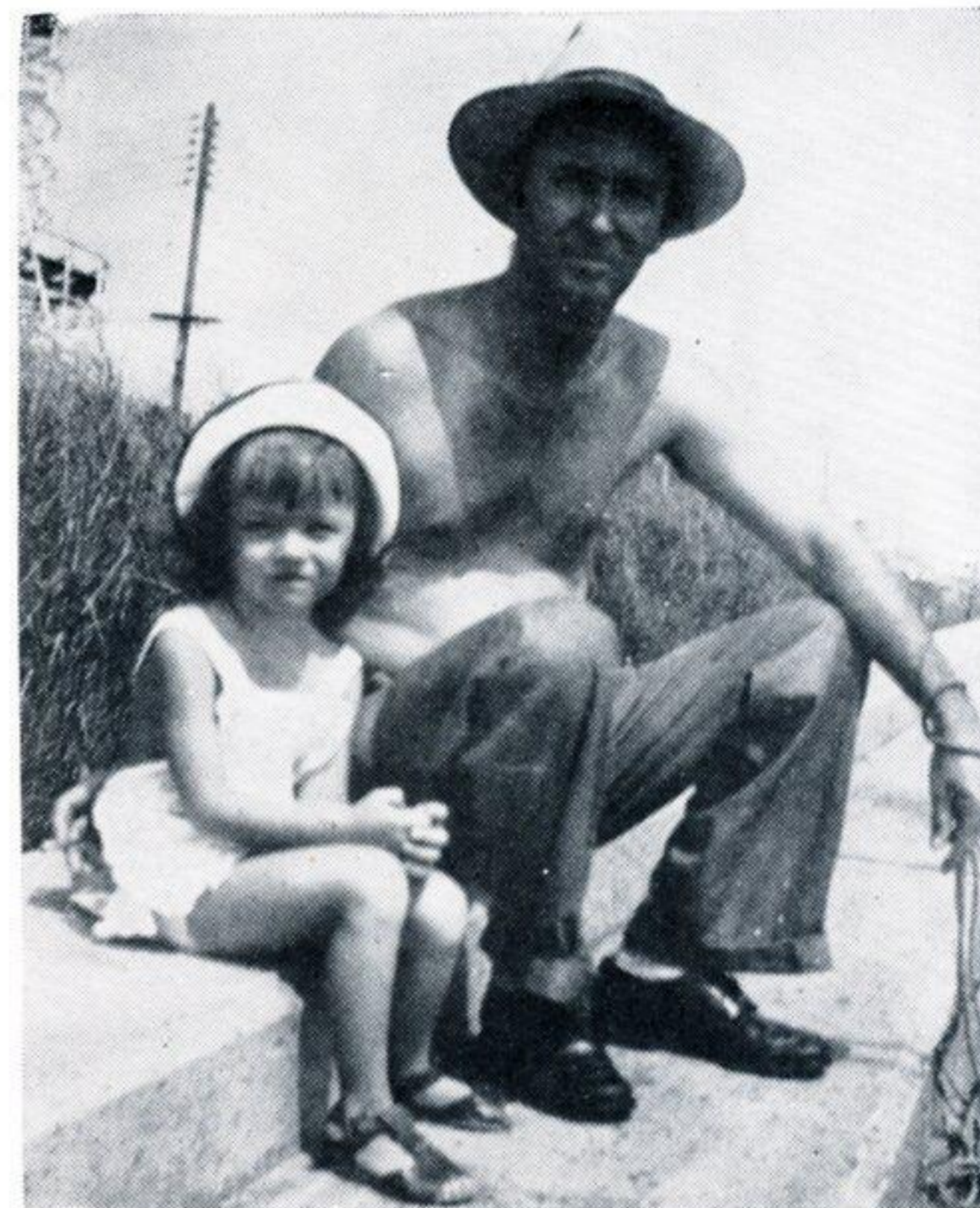
I expect to pass through this world but once. Any good things, therefore, that I can do, or any kindness I can show to any fellow human being, let me do it now. Let me not defer nor neglect it, for I shall not pass this way again.

—Grellet.



Dickens' Christmas Carol, now so much associated with Lionel Barrymore's readings on radio and records, was first published in 1843, one hundred and five years ago. It made over \$3,000 for its author in the first year of publication when 150,000 copies were sold.

SAVE BOY'S LIFE



Linda Johnson and her daddy Delmar Johnson, Port Arthur production department, pose modestly for a picture shortly after rescuing a six year old boy from drowning in Lake Sabine.

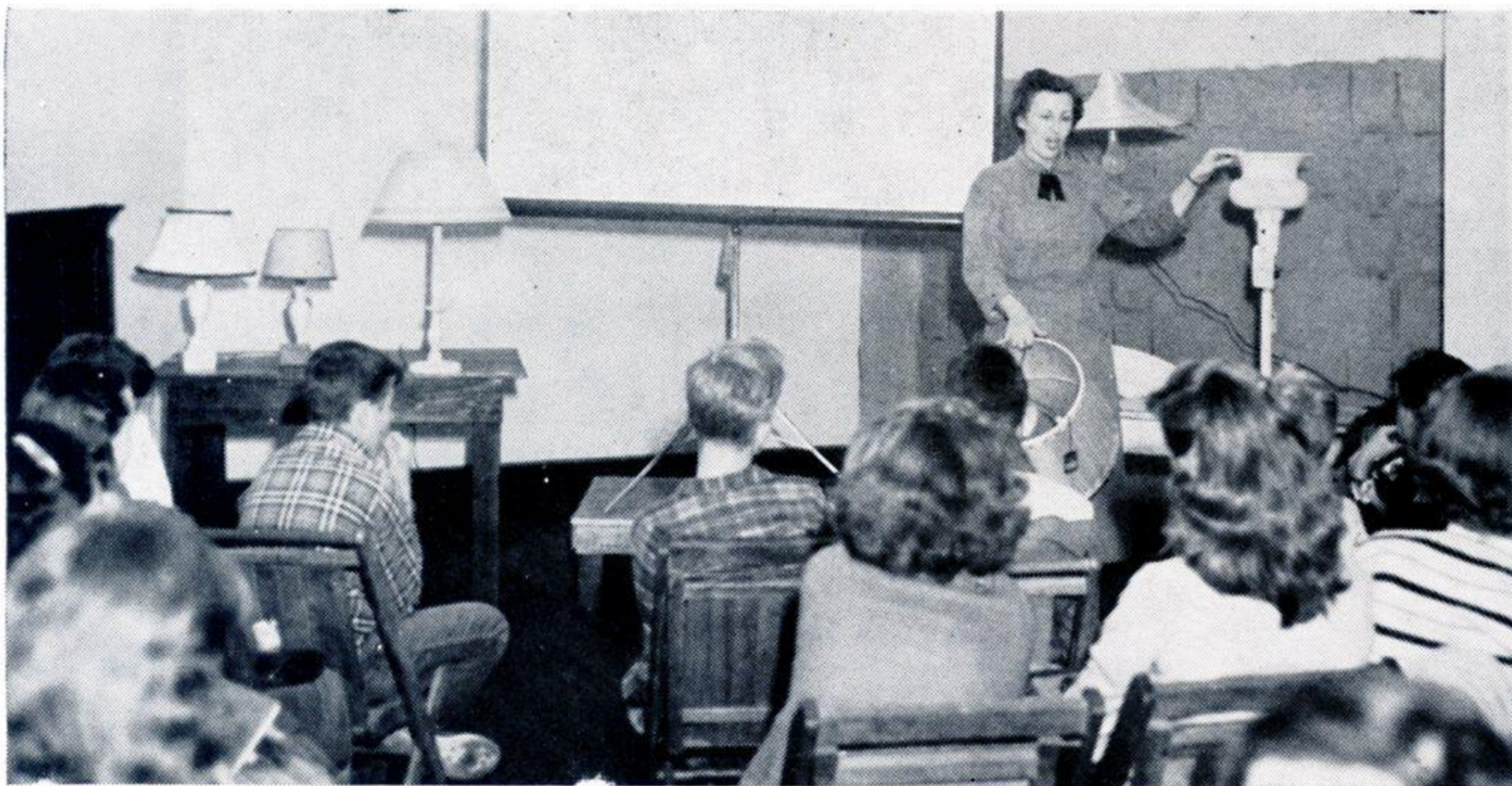
Delmar Johnson, operator at Lakeside Power Plant in Port Arthur, was thrust into the role of a hero recently while he and his three year old daughter, Linda Carroll, were taking a stroll along the shores of Lake Sabine in Port Arthur.

Linda, who was playing along the seawall, was attracted to an object floating in the water and called her father's attention to it. A quick glance convinced him that the object was the body of a child floating face downward in the Lake. Delmar immediately jumped into the water and pulled out a six year old boy, and a bystander started giving the unconscious youngster artificial respiration. In a few minutes both men were relieved to see the boy show signs of life and later start breathing normally.

It was found out later that the boy had fallen into the water from the seawall while playing near the spot where his parents were fishing. He had not been missed by the parents and had it not been for the keen eyes of little Linda and the quick action of Delmar the boy would probably not be alive today.

Neighbor: "What did your son learn at college?"

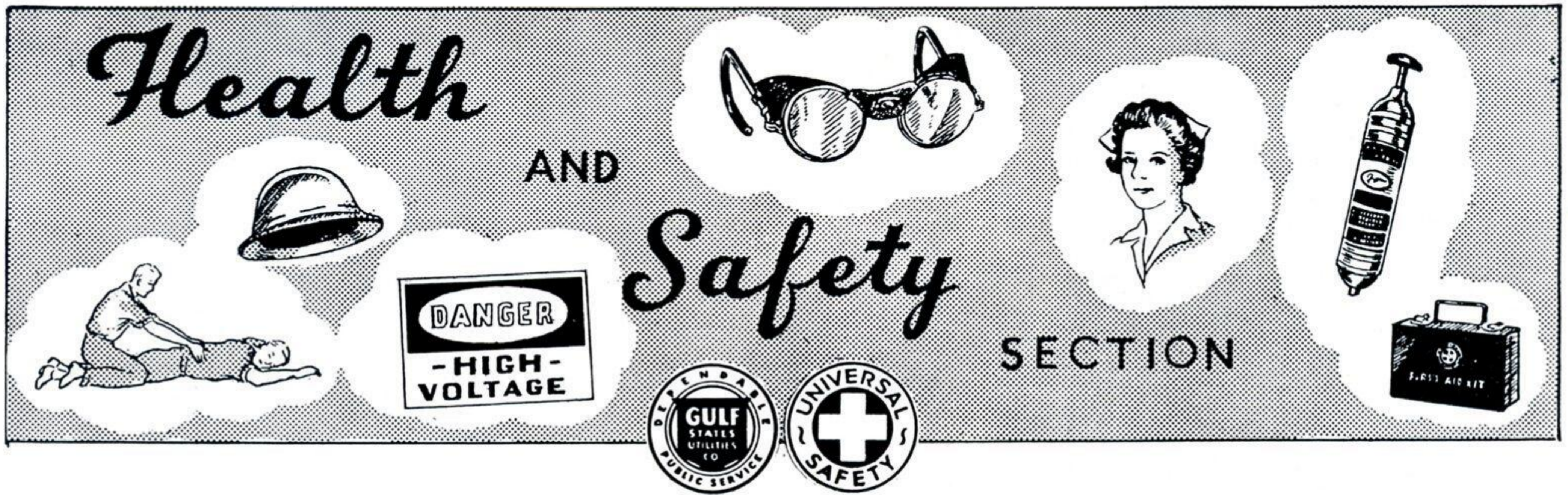
Proud Parent: "Well, he hadn't been home a week before he showed me how to open bottles with a half dollar."



THE STORY OF BETTER LIGHT is being brought to school children at Baton Rouge by our Home Service Department. Here, Frances Fuchs is shown giving a vivid demonstration on home lighting to a very attentive audience of teen agers. To make this demonstration more effective and entertaining two interesting and educational films were shown to the classes in conjunction with the talk. The films were, "The Dawn of Better Living" and "Light is What You Make It." The effectiveness of the demonstration can be indicated by the fact that many requests for this demonstration has been made by the schools themselves. To date over 4,000 school children in the Baton Rouge area have been privileged to witness the demonstration. Many others have seen the films alone.

WHEN YOU CHANGE YOUR ADDRESS

—Please notify your reporter promptly. Your copies of PLAIN TALKS will then reach you without delay and without interruption. Uncle Sam won't forward magazines mailed third class.



SOMEBODY LOVES YOU-DRIVE CAREFULLY!

The following item on traffic safety is, we think, a fine one, and one that should be of interest to every person, working for Gulf States. This item originally appeared in the Fort Worth Press, in a column written by Walter Humphrey and called the "Home Towner." Read it and think it over.

By WALTER R. HUMPHREY

Most warning we heed only in the most casual way.

We think that some of them "listen good" but then we proceed to forget all about them.

Then, some day when we least expect it, something happens because we did not heed the warning and we remember it vividly. But too late.

One warning which has been given to me many times I recall over and over. It has branded itself on my mind.

It is a warning which is the stronger because it contains the elements of love and affection, too.

* * *

SELDOM, WHEN I depart from home on an automobile trip, do I fail to receive these words of caution from my wife as I go out of the door:

"Drive carefully. I love you."

Somehow, that strikes me as more than just a warning, more than just a statement of affection.

It impresses me keenly with the responsibility to my family which I undertake when I hit the highway . . . a responsibility to come home safely.

At home so much depends on me and my ability to earn a livelihood for my family, to see that the family is fed, clothed, housed, entertained, educated, provided for in emergencies.

Insurance is a good asset and an indispensable one but it's so much better to be alive as long as possible to do the necessary things for your family personally, in the flesh!

* * *

WHEN MY FOOT pushes the accelerator a little too close to the floorboard as my car sails down the highway, I'm often reminded of that warning and the love behind it.

Maybe not often enough! Possibly, if I think about it often enough, it will be a constant check on my carelessness or recklessness. Surely it implies plenty to think about.

No one who is responsible for the well-being of others has a moral right to be careless with his own life or the lives of other people.

Carelessness under those circumstances is carelessness of the most selfish sort.

* * *

AN AUTOMOBILE can so easily be turned into a weapon of death.

There is no reason for it to be and a million reasons why it shouldn't.

I have seen or heard many warnings about driving safely. The records, the statistics, the headlines in every day's newspaper re-inforce the urgent nature of those warnings.

Yet none hits me so close to a vulnerable spot and impresses me with greater finality than the one I receive when I leave home on a trip, for it implies the full depths of my responsibility.

"Drive carefully. I love you."

I should need nothing else to dictate the course of my conduct behind the wheel on the highway.

And, said or unsaid, it's the warning which is spoken from the heart of women everywhere as their loved ones take their leave for trips or just for the duties of each individual day.



The Texas Safety Association says the lives of hundreds of children—perhaps the life of your own child—would be saved if drivers observed three simple rules:

1. Drive at a moderate speed that will enable you to stop quickly in residential and school neighborhoods.
2. Keep on the watch for sudden, unexpected actions of children.
3. Look around carefully before backing or starting up from a parked position.

Children should be seen and not hurt.

KEY SAFETY MEN



THE FOREMAN — A KEY SAFETY MAN

Here are three more very fine foremen for KEY SAFETY MEN. These two men have been Gulf Staters for a long, long time and all the time they have been good SAFETY workers.

Your foreman, too, has been with Gulf States a long time and he, too, is a SAFETY worker. Listen to him and observe how he works. He knows SAFETY.



S. A. OLIVER was born in Waco, Texas, and why he left the cotton country to come to the rice country he can't tell you.

Oliver started to work in the Beaumont Engineering Department as an instrument man in the survey party. He was made a draftsman in June, 1941, then in Sept., 1941, was made an engineer's assistant. On Dec. 1, 1945, he was promoted to Chief of a survey party—the position he now holds.

Among Sterling's hobbies is his golf game, but anyone that plays golf as well as he does at some time or another has practiced so hard it would have to be classed as work. He really smacks that ball.

I do not know if he is president of the Bachelor's Club or not but certainly he is one of the eligibles.

A record of Oliver's Safety can be found in the Claim Department's records. No disabling injury or any injury or accident of a serious nature since 1937—the year he started to work.

L. C. PACE (Lonnie to most of us) came to work in December, 1926, as an electrician's helper in the Port Arthur plant. Like most plant men in those days he transferred from Port Arthur to Beaumont and back to Port Arthur so many times most people thought he was a commuter. Finally in 1934 he came to Beaumont as an electrician. May 1, 1944, he was made master electrician and in February, 1947, was made electrical foreman at Neches Station.



The one hobby of Lonnie's that we know about is his bowling and if you have any doubts of his taking it seriously come out some night when he is bowling and listen to him give his team pep talks. Men like Lonnie on bowling teams make their teams hard to beat.

Pace always plans a job Safely and sees to it that it is done the way it is planned. Keep it up Lonnie.

At trade school or as an apprentice you spent years learning your trade. You can lose an eye and your trade in the time it takes a clock to "tick." Wear your goggles!

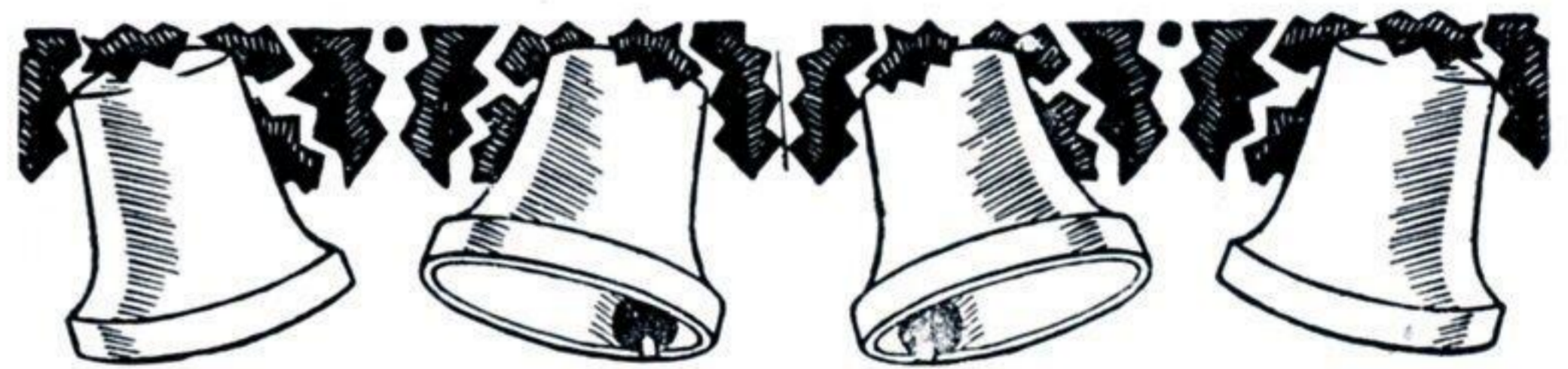
Flame throwers, used in the war, are more merciful than acid or hot molten metal. They burn a man to a crisp *quickly*. Wear safety clothing if your job calls for it—always!

Plain Talks

SPECIAL KNOTS All Linemen Should Know

SPECIAL KNOT	USE
WILL NOT	Always indicates uncooperativeness, or bull-headedness.
SHOULD NOT	Indicates you know better. (Should not do it, but maybe I will anyway.)
TRY NOT	Shows good intentions. ("I'll try not to do it again!")
CAN NOT	Shows lack of skill, or improper attitude. ("I cannot work with rubber gloves - - too clumsy.") ("I cannot see why I should bother with protective grounds both ways, in sight.")
WHY NOT	Very useful when considering whether to use protective equipment. ("Does this job require rubber gloves? . . . Why not?" "Does this job require protective grounds? . . . Why not?" "Is a hot stick shorter than 8 feet safe? . . . Why not?")
IF NOT	Very important if it is decided not to use protective equipment. If not—why not?
DID NOT	Very handy for epitaphs on tombstones: He did not wear rubber gloves. He did not use protective grounds. He did not use an 8-foot hot stick.

PUBLIC UTILITIES,
N. S. C.



*Wishing You and Yours
A Happy and Safe
Holiday Season*

Jack Shirey

AND YOUR SAFETY DEPARTMENT

GROWING WITH GULF STATERS



Bernard Wiltz, Jr.



Garland Anthony Bossley



Sandra Faye Crile



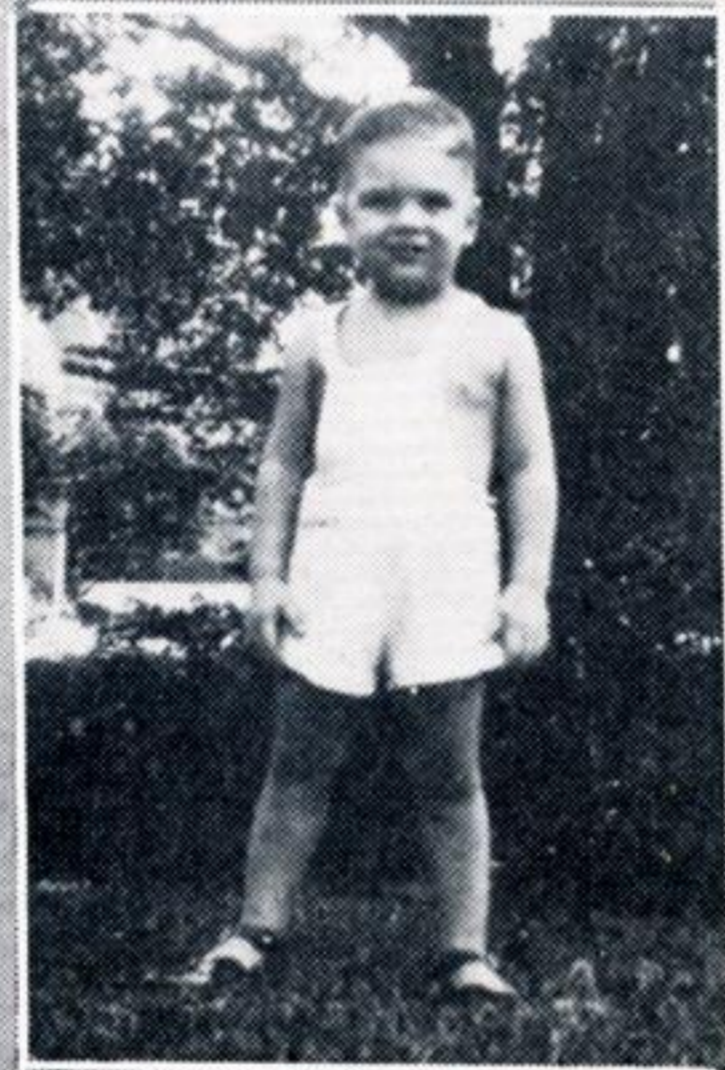
Carl Ray Deaville



Edgar Gordon Mathis, III



Linda Gayle Conner



Reuben Miles Tompkins



Duan Homer Domingue



Larry Vernon Corkran



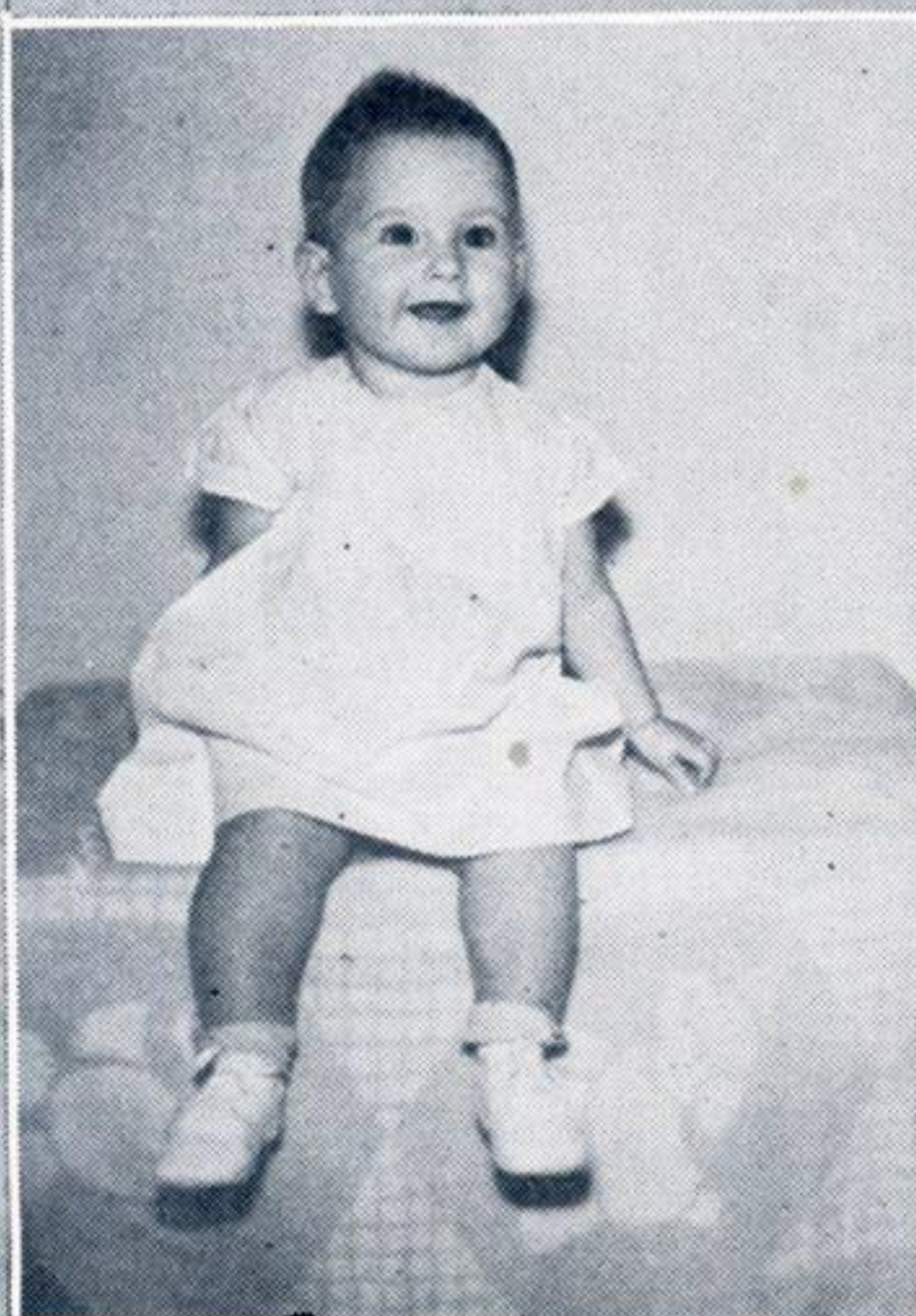
Shirley Marie Landry



Billie Jo Clement



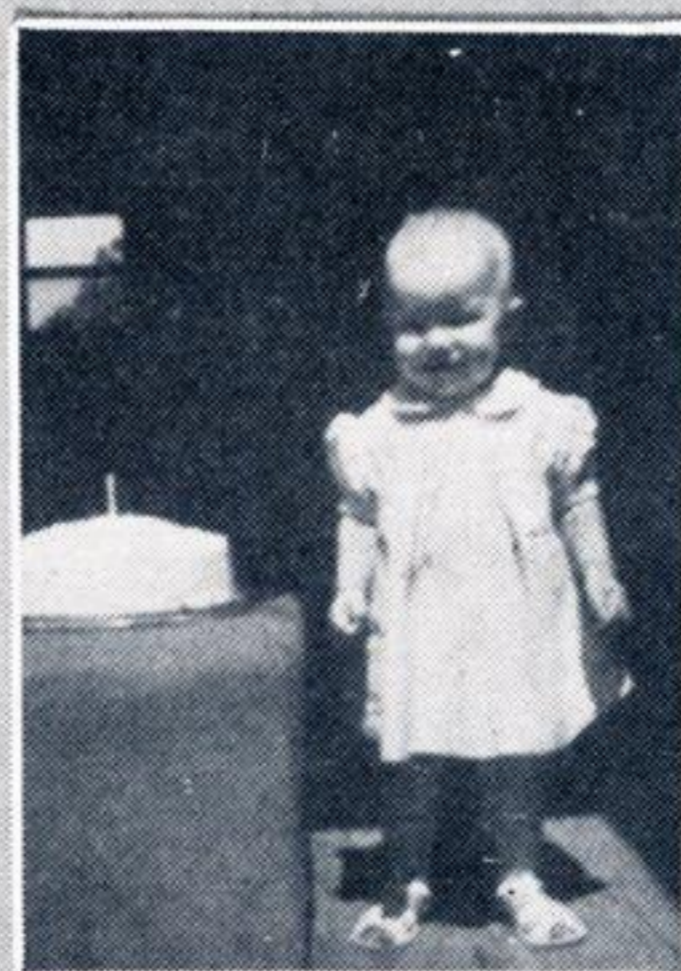
James Edward Risher



Leslie Anne Hebert



Leonard Dalton Atwood



Nelda Reed Hamm



Danny Anthony Airhart



GROWING WITH GULF STATERS

The Gulf Staters' children seen on the opposing page make one of the finest pages in this or any magazine. Identified further, these fine youngsters are:

The young man who is getting such a "kick" out of life is Bernard Wiltz, Jr., the son of Mr. and Mrs. B. Wiltz of Lafayette. The youngster celebrated his first birthday October 3. Bernard, Sr. is in the Lafayette repair department.

The husky fellow wearing diapers is the center of attraction for the G. A. Bossleys of Beaumont. He is a junior and his name, of course, is Garland Anthony like his pop's, who works at Neches Station. Junior celebrated his first birthday September 10.

Sandra Faye Crile is the only child of Jewel Crile, of Beaumont customers accounts. Sandra was one year old when this picture was taken on September 30. She weighed a husky 23 pounds then.

Carl Ray Deaville is the handsome son of Mr. and Mrs. Paul Deaville of Jennings. Carl Ray was 16 months old when this picture was snapped and will be two years old March 27. Paul is in the Jennings line department.

Edgar Gordon Mathis, III, rolling around that interested looking contraption, is the son of Mr. and Mrs. E. G. Mathis of Beaumont. Edgar, III will be 18 months old on December 22. Daddy is in the Beaumont distribution department.

Linda Gayle Conner is the granddaughter of T. H. "Snooks" Lindsey, well-known veteran serviceman, who keeps things going at Vidor. This engaging little personality will be one year old December 1. Is her grandpop proud of her!

Reuben Miles Tompkins, a husky lad who was three years old August 20, is the son of Mr. and Mrs. R. M. Tompkins of Beaumont. Proud Papa "Tommy" is in the Beaumont accounting department.

Happy Duan Homer Domingue is the grandson of Whitney Trosclair, of the Lafayette line department. This husky baby was six months old on November 23. "Tros" is really proud of this youngster.

Larry Vernon Corkran is the helpful youngster in those "shorties." Larry Vernon, who is 19 months old, is the son of Mr. and Mrs. Richard Corkran of Lake Charles. Richard works at Riverside Station.

Shirley Marie Landry's daddy and granddaddy both are Gulf Staters. This pretty lassie is the daughter of Hubert Landry, of the Lake Charles meter department and the granddaughter of R. J. "Pappy" Landry in the accounting department. Shirley is 15 months old.

Cute Billie Jo Clement is the pride and joy of Joe Clement, Denham Springs serviceman. This picture of Billie Jo was made when she was only four months old. She is now 15 months old, or was on December 3.

The young, young man in the above group is James Edward Risher, son of Luther Risher of Lake Charles storeroom. James Edward was seven weeks old when this picture was made, and at that time weighed an even ten pounds.

Leslie Anne Hebert is the only child of Sidney Hebert, of Port Arthur sales, but he is as

Retired Alvin Clerk, Imogene Seeley, Dies

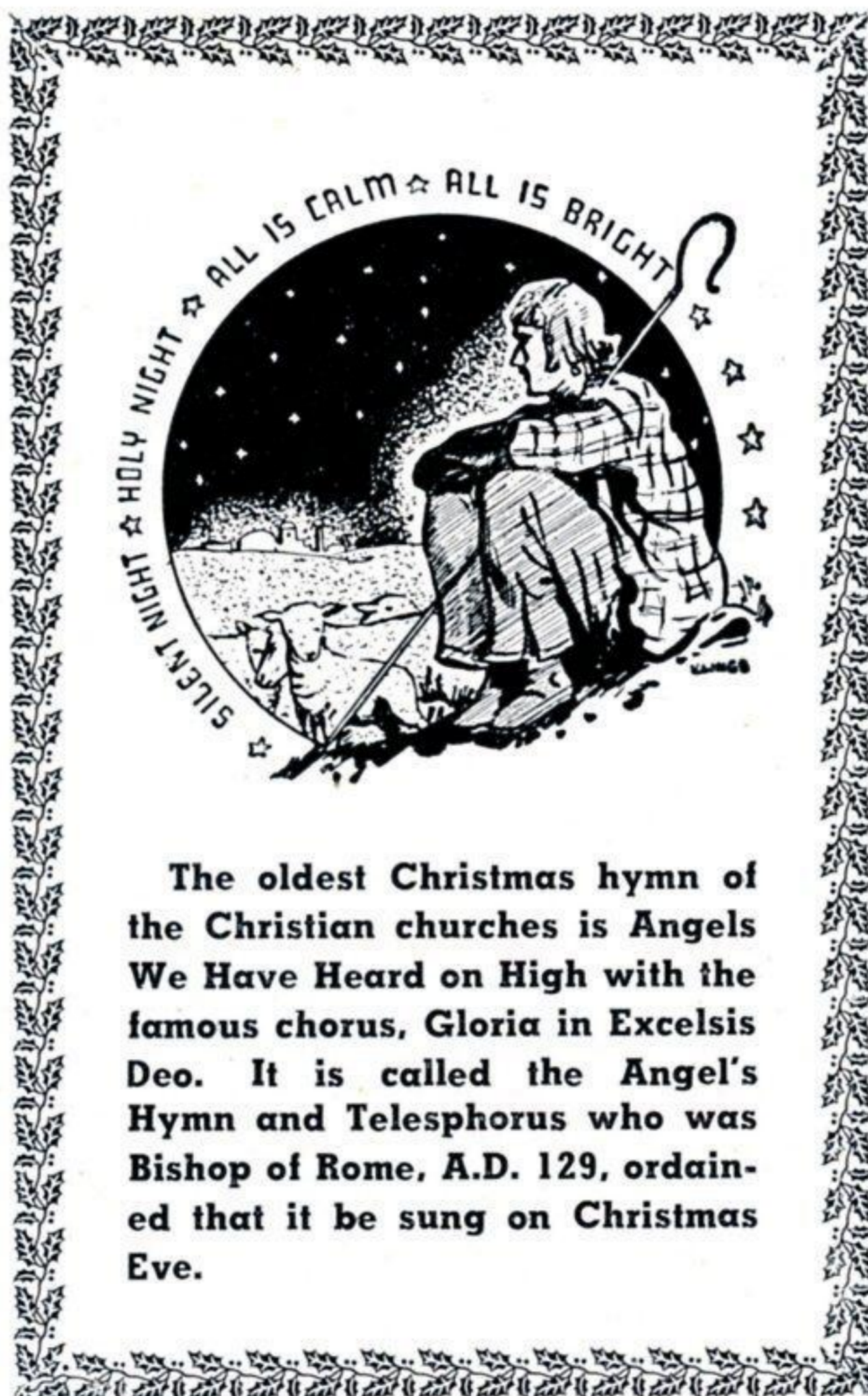
Miss Imogene Seeley, retired local office clerk at Alvin, died at a hospital in Galveston November 11 shortly after she was stricken with a heart attack in her home in Alvin. Miss Seeley was 67 at the time of her death.

A native of Freeport, Nebraska, Miss Seeley lived there and in Wisconsin before coming to Texas many years ago. Long a resident of Alvin, she came to work with Gulf States on August 8, 1930, as office clerk there and remained there in that capacity until her retirement on February 1, 1946, after 16 years continuous service. Miss Seeley was a loyal and thoughtful employee and friend, and her presence will be missed very much.

On behalf of Gulf Staters everywhere, Plain Talks extends deepest sympathy to Miss Seeley's mother, Mrs. Laura Seeley, her two sisters and two brothers.



"IT'S GOOD TO BE BACK," said George Bunch, right, who has been off work for about a year because of illness. He is shown here at his job of storeroom clerk at Louisiana Station, looking over the station stock book with Red Lange, station clerk. Plain Talks joins George's fellow employees in expressing gladness at his return.



The oldest Christmas hymn of the Christian churches is **Angels We Have Heard on High** with the famous chorus, **Gloria in Excelsis Deo**. It is called the **Angel's Hymn** and **Telesphorus** who was **Bishop of Rome, A.D. 129, ordained that it be sung on Christmas Eve.**

proud of this one as he could be of a dozen. This pretty baby was born March 16, so she has grown in a hurry as the picture of her was taken last month.

Leonard Dalton Atwood, Jr. is the young fellow sitting on the steps for a well earned rest. He is the pride of Mr. and Mrs. Leonard Dalton Atwood of Beaumont. Leonard, Jr. was a year old August 11. Leonard, Sr. is in the Beaumont distribution department.

Smiling happily over her first birthday cake is Nelda Reed Hamm, who was one year old August 16. She is the daughter of Mr. and Mrs. H. R. Hamm of Voth, Texas. Daddy works in the Beaumont meter department.

Danny Anthony Airhart, pictured in his cowboy "shoot 'em up" outfit, is the son of Mr. and Mrs. Harold Airhart of Lafayette. Young Danny, who celebrated his second birthday October 31, was one year, eleven months when the picture was snapped. Papa Harold is a member of the Lafayette line department.

Port Arthurians See "Reddy Magic" Film

Port Arthur Kiwanians were given a "Reddy" made treat recently by Jim Hodge, operating superintendent of the Port Arthur division, and Paul Baker of the sales department, when they showed this group a movie sound film, "Reddy Made Magic." The film, recently acquired by Gulf States, is a 10 minute technicolor picture depicting the evolution of electricity from 600 B. C. to the present day.

Several weeks following the showing to Kiwanians, Kirby Jones, superintendent of sales at Port Arthur showed the film to members of the Lions Club there.

A sound animated cartoon, it was made in Hollywood at a cost of \$75,000 for Reddy Kilowatt Service, the company who owns the copyright on Reddy Kilowatt. It is an educational picture, made in a colorful, tuneful and entertaining manner somewhat on the order of the well known animated shorts seen almost daily on the screen of your local theatre. The story of electricity is uniquely carried from the early days of history to today's development of this great force which has made work so much easier and life more pleasant for all civilized people.

In addition to showing the film Mr. Hodge made a brief talk on the tremendous industrial expansions in the Port Arthur and Sabine area, which together with the entire Gulf Coast, is described as the "most potential" section in the country. He added that in this connection Gulf States Utilities Company had well underway a program that would invest millions of dollars to keep pace with the growth of this section.

Many favorable comments on the program were received by Mr. Hodge and Mr. Baker.

An item appearing in "The Cub," Port Arthur Lion Club weekly paper, had this to say about the film.

"Thanks to Lion Jones for the picture showing the history of Reddy-Kilowatt. We've often wondered where that little critter came from and didn't know he was as old as 600 B.C. It was very entertaining and instructive.

MEET YOUR REPORTER

The object of the thumbnail biographical sketches carried in this column is to acquaint Plain Talks readers with their fellow workers who report the "goings on" from the various towns, districts or divisions in our system. Learn who they are and see that they get the news that other Gulf Staters would be interested in.



Tom Stiteler, who is Line Foreman Ed Green's right hand man, is the amiable fellow who sends in news from the Beaumont line department. Because of assignments in the field, Tom has been busier than usual lately, but whenever called on for help

is always willing to cooperate.

A native Texan, Tom was born in Beaumont where he attended grade and high school and later Lamar College. Before coming to work for Gulf States, he worked with the Sun Pipeline Company and the Edson Hotel in Beaumont. He has been with our company since a few months before the war, and after serving in the air force for more than three and a half years as an aerial engineer, returned to the Beaumont line department in 1945. Just in case you gals didn't know, Tom is one of Gulf States' top "eligibles."

The charming person pictured here is Grace Fails of the Beaumont distribution department, who comes to this column on an unofficial basis because her name is not in the Plain Talks masthead as a reporter. It wouldn't be fair, however, to introduce the Beaumont t&d reporter without bringing Grace into the introduction. She is the reporter's reporter, in a sense and as such has been quite helpful to the Plain Talks staff. It is Grace who helps keep the t&d mailing list straight and who also does some of the contact work between the hard-to-catch linemen and the staff, all in addition to keeping us posted on some of the goings-on in her department.



Grace is a native of Lexington, Texas, but she moved to Taylor soon thereafter, and it was here she grew up and attended school. Grace is a Mrs. and has a fine teen-age son of whom she is justly proud. She has been a Gulf Stater since 1944 when she first came into the t&d department. Before coming with our company she worked for the J. C. Penney Company in Beaumont.

News from Huntsville way comes straight from the most official source in that area. This is so because our good friend Raymond T. Wright, superintendent of the Huntsville district, has kindly consented to squeeze in one more chore on his busy calendar and send Plain Talks the news from Huntsville. This, of course, is fine for Plain Talks because Raymond knows everybody and just about everything that makes news in that neck of the woods.

Superintendent Wright is a long time Gulf Stater, and incidentally one who has been around the system in his career. A native of Galveston

"Walkie-Talkies" Added to G. S. Equipment

Another "something new" has been added to the company's equipment to make even better the dependable public service that Gulf States gives. The equipment consists of portable transmitting and receiving sets to supplement the F-M radio facilities already in use throughout the system. Made famous during the war, these "gadgets" are commonly known as "walkie-talkies," and have long since been proven very practical.

A great improvement, over the army type instrument, both in utility and in appearance, these light weight, highly sensitive sets will be used by patrolmen and others in locales inaccessible to the mobile equipment. The units are all F-M, and operate with nine tubes, on one-half-watt power. While operating on 30 times less wattage than the mobile equipment used by the company, this is not an indication of the comparative strength of the sets. The effective range of these F-M instruments is determined to quite an extent by the atmospheric and geographic conditions, together with the height of the transmitting antennae. Since the F-M sound waves do not follow the curvature of the earth, the higher the antennae, the farther the waves are transmitted.

These radios have been tested by Radio Serviceman Carol Laughlin and Ben Cash, also of the Beaumont t & d department, with



WALKIE-TALKIE TEST being conducted by Radio Serviceman Carol Laughlin, (left) and Ben Cash, both of Beaumont t & d department. With average reception of about three miles, these portable sets picked up the State of Oregon on this test.

favorable results. Choosing a flat stretch of countryside near Beaumont for the testing ground, reception was found to exceed the limits set for these instruments, which consistently got messages transmitted from another portable set over three miles away. From the stronger mobile units in the automobiles, messages transmitted over seven miles away were received. Also, due to the freak air waves which are always present, stations at Conroe and Lake Charles were picked up, and even some chatter from way up in the state of Oregon was received. Brief testing prior to the ground tests also disclosed good connection between a walkie-talkie in an airplane in Lake Charles and a ground unit in Beaumont.

Possible use of these new portable units are many, but their primary purpose will probably be for patrolling. In an emergency they should prove invaluable in directing personnel and equipment and communicating between points difficult to reach.

Help to P.T.A. Groups Brings G.S.U. 'Thanks'

For over a month following Hallowe'en, notes of appreciation from various P. T. A. groups, school officials, and others were circulating through offices of the company. Not everyone sees these notes but certainly everyone should know what they are about.

They are notes thanking Gulf States and Gulf Staters for their cooperation with carnivals, shows and general get-togethers held at most schools on and around the Hallowe'en date. In some cases schools wanted some temporary lights, some others wanted to borrow something and some just wanted a willing individual to help out. Where possible, 100% cooperation was the result of such requests.

It's characteristic for Gulf States and Gulf Staters to participate in civic affairs of almost every kind, and while patting one's own back can become obnoxious, a back patting for this work is deserved.

Although the individuals who participated in the Hallowe'en school projects are not known, Plain Talks is happy to commend these anonymous people for a job well done.

Plain Talks

Christmas



Although the season of Christmas festivities is celebrated throughout the world, it is known by many names. The Polish call it *Boze Narodzenie*, the French *Noel*, the Italians *Il Natale*, the Spanish *Navidad*, the Slovaks *Vianoce*, the Croats and Bohemians *Bozic*, the Welsh *Nadolig*, the Scotch *Yule*, the Scandinavians *Juletide*, the Greeks *Christougena*.

County, he moved to Beaumont where he graduated from Beaumont High School and later started work with the old Beaumont Electric Light and Power Company. Affiliated with Stone and Webster, Incorporated, with the exception of one year with the Gulf Colorado & Santa Fe, he subsequently held jobs with Jefferson County Traction Company, Houston Electric Company, Wilmington & Franklin Coal Company, Chicago; and in the main office of Stone & Webster in Boston, before he came back to Gulf States to become assistant treasurer in the Lake Charles office. He later was made superintendent of the Orange district, where he was located for four years, and in 1936 moved to Huntsville as superintendent there.

Raymond is a generous and energetic civic worker and is a real booster of Huntsville and that area.

New Employees

On behalf of all Gulf States, Plain Talks extends a hearty welcome to these new employees. If any of these people are in your building, town or neighborhood, look them up and get acquainted. They are:

BATON ROUGE—Vernon Blanchard, Jr., Elvin Rowan, Lynes Allain, Jr., James Cifreo, John Hill, Edward Eichelberger, production; Iris Inez Webb, Jerelyn Spencer, customers accounts; Elsie Johnson, t&d department; Dorothy Thomas, stenographic; Louis Ville-neuve, customer contact.

Raymond Jones, Leo Scallan, gas; John Sheets, sub station; Julia Thomas, Ruby Hus-sar, distribution; Ferris Parent, garage; Mar-guerite Richard, accounting; Clarence Roberts, Jr., engineering; Francis Earle Brown, Charles Harris, t&d.

BEAUMONT—James Van Self, distribu-tion; Etta Lou Talbert, Dorothy McInnis, Betty Greathouse, Jamie Hunter, accounting; Yvonne Cloud, customer contact; Edna Jack-son, Margaret Stanford, Edna Wagner, bill-ing; Maxine Thomas, purchasing; Barbara Berg, statistics.

Glen Boyett, Elbert Brown, Jessie Doyl Hall, Charles Gerald Parker, William Lindsey, Earl Garvin, Jesse Childress, Orin Dixon, t&d; Harris Le Blanc, Alton Killgo, Bobby Lee Perkins, Claire Purvis, Jr., system engineering; Henry Will Levy, line department; Wyatt Bell, Victor Norvell, sales department; Joe Kathryn Smyly, Daisy Miller, LaVerne Noble, payroll; Eva Joy Geldard, Mercedes Cobb, billing de-partment; Charley Rawls, garage; Jim Debes, Jr., purchasing; Betty Koncki, Joyce Sterrett, Audrey Mae Spell, Helen Byrd, accounting; Jean Ming, Martha Nees, customer contact; Beverly Jewett, Ruby Lee Alexander, steno department.

JENNINGS—Stanford Istre, Woodry Smith, Louis Hormell, Forrest Doucet, t&d; Rena Truxillo, local office clerk.

LAFAYETTE—Summa Lee Stelly, Leroy Boutin, John Landry, Eugene Mouton, Emick Guidry, t&d department.

LAKE CHARLES—Marion Villery, t&d department; Louis Stough, production; Urabell Thomas, sales; Jack Bass, Rayford Bagwell, t&d; Jack Sanders, Jr., Frank Hoover, John Baxter, engineering; Edward Trouard, produc-tion; Joseph Fuselier, distribution; Clark Mc-Kinney, storeroom; Robert Charles, garage; Chester Savoie, McKinley Berry, water depart-ment; Sally Kisler, Jessie Yelverton, account-ing.

ORANGE—Ray Gossett, Roy Barber, t&d; Gerald Lee Bridges, Claude Wilkinson, David Lester, Jr., Samuel Roberts, water department; Robbie Mae Singletary, accounting.

PORT ARTHUR—Van David Peters, pro-duction; Helen Pellerin, accounting; Albert Richard, t&d; Charlotte Ann Mahaffey, steno.

OTHERS—Sherry Thomason, steno; Joseph Foreman, t&d; both of Liberty; Melvin Shelly, Huntsville customer contact; Walter Roese, Juan Garcia, water; Edd Mitchell, Jr., account-ing, both of Navasota; Lawana Swann, Corri-gan local office clerk; H. G. DeLaune, Denham Springs customer contact; James Stout, Charles Turner, Conroe t&d; and T. E. Mitchell, Sul-phur, customer contact; James Beachum, Pert Allen, accounting.

She: "Did you know that tunnel we just came through is two miles long and cost \$12,000,000?"

He (full of lipstick): "Well, it was worth it"

Plain Talks



The old time Swedish Christ-mas Eve, called Jul-afton, had many traditions. The horses were given a drink of ale to make them lively for the drive to church the following morning. Cattle were observed closely for omens of the coming harvest. If they were lying down, the crops would be abundant; if they were standing, crops would be scanty. At supper all the family coin, silver cups, and spoons were placed on the table so that the light of the Jul fire reflecting on them would cause them to in-crease and be lucky.

G.S. Customers Prove Good Service Pays Off

Two little incidents from up in the Nava-sota Division show that friendliness, plus good service, is noted and remembered by those good people, our customers.

One piece of evidence is the letter recently received by the Madisonville office carrying the following address:

*Dependable
Gulf States Utilities Co.
Public Service
Madisonville, Tex.*

This envelope, so our Plain Talks reporter, I. C. Moore, informs us, was sent from a cus-tomer in Bedias—obviously a satisfied cus-tomer.

Another instance is given in a letter from a former customer who was moving from Bedias to some other town, and was asking that their electric bill be sent to them. An excerpt from the note says:

"Surely appreciate the good service you boys gave us all these years. Enjoyed know-ing all of you and will be seeing you again."

These are some of the "little" things in life that make some of the little jobs we all have a little more important.

Over Six Miles of Insulator "Strings" Will Be Used on New G.S.U. 132 kv Hi-Line

Just 57,000 insulators will be re-quired for the new 132,000 volt line our company is now building from Dayton, Texas to Baton Rouge, Lou-isiaiana.

To those of you who may not know what an insulator is, pretty Juanita Van Winkle, stores record clerk in Beaumont stores accounting, stands between two "strings," or as-semblies of insulators, and rests her hand on one of the individual units. The string of the left is a 132 kv dead-end assembly and contains eight insulators and appurtenant fittings and hardware. This particular as-sembly is 5' 10½" in length — prac-tically a foot longer than Juanita herself. The string on the right is a suspension type assembly and re-quires only six units, making it 4' 5¼" long.

The dead-end assembly is the type used at the beginning and ending of a line, plus sharp angles and river crossings and other such cases. On straight lines and on even most angles, the suspension or tangent as-sembly is used. Each suspension as-sembly costs in the neighborhood of \$23 and the dead-end around \$28, so if the entire line from Baton Rouge to Dayton were built alto-gether with the suspension type units the cost of these assemblies alone would amount to more than \$48,500. While not an insignificant part of the cost of building this line it is just a minor part of the total outlay and explains in part why the cost of adding to our system runs into the millions of dollars.



Company Office at Silsbee Remodeled

Superintendent Lloyd Brannon and other Gulf Staters at Silsbee were mighty happy to entertain many of their fellow citizens on September 10, at which time they celebrated the recent remodeling of their office with an open house. Despite a rainy day, over 250 friends came by to look, say "howdy" and visit awhile.

In addition to the new quarters another attraction was the showing of new electric appliances, a new electric kitchen, which is a part of the new sales floor, and the display of the miniature Reddy Kilowatt model house recently built for the sales department for showing throughout the system. Also, Olivia Heiman and Leonora O'Neal, home service advisors from Beaumont, served iced drinks and cookies from 10 in the morning until 4 in the afternoon. At 4 o'clock three prizes, consisting of household electrical equipment, were given away at a drawing of registration numbers.

Greeting visitors, in addition to those already named, were Lois Day, Sidney Miller and Morris Van Winkle, all employees of the Silsbee office. Among company personnel attending the reception were President Roy Nelson, General Sales Manager L. F. Riegel, E. L. Robinson, Beaumont Division Manager, J. J. Morrison, assistant to the president, Victor Gayle, T. O. Charlton, Thelma Carson, Mamie Voyles and Gertrude Dickson, of the sales department; C. M. Scott, J. M. Henry and J. N. Jordan of the t & d department; Paul Masterson of the collections department and Rhea Hudnall, superintendent at Liberty.

FERDINAND THE BULL GETS GULF STATES TO BUILD HIM BACK SCRATCHER

Gulf States has a fine reputation for giving good SERVICE. It has become one of the things that our customers have learned to expect as a matter of course over and above the commodities we sell. But recently, down at Hamshire, southwest of Beaumont, Gulf States put the finishing touches on this thing called service. We built a BACK SCRATCHER for a cow. It all happened like this.

Residents of the town of Winnie, just a mile or so from Hamshire, had been experiencing an unusual number of outages on their electric system, and there was no apparent cause for it.

The thing was called to the company's attention and an engineer from the t & d department, Frank Jones, undertook to solve the problem.

After a careful check of all electrical equipment and questioning almost all the customers in the area, it was discovered that a very large bull owned by a stock farmer at Hamshire was the cause of all the trouble. This

The new offices are furnished with texture walls, asphalt tile floors, fluorescent lighting, and will later boast air conditioning. Space was rearranged to provide more workshop room and a private office for the superintendent, in addition to improved record storage and display space. The offices aroused a comment of approval from all visitors, both Gulf Staters and the general public.

bull, evidently suffering from falling hair or dandruff, was bothered by an itching back. But being a smart bull, he had worked out a scheme to have Reddy Kilowatt help ease the irritation by scratching his back.

The last electric pole serving the farmer's house was a dead-end structure, anchored by a down guy. The bull had found that he could back up under this down guy and by moving his body vigorously back and forth against it, scratch his back. Being an animal of some 2,000 pounds weight, every time he started rubbing against the down guy he started shaking the nearby electric pole and it in turn started the wires to swinging. The more he rubbed the wider the wires would swing until finally they swung into one another and "pfft" the lights went out.

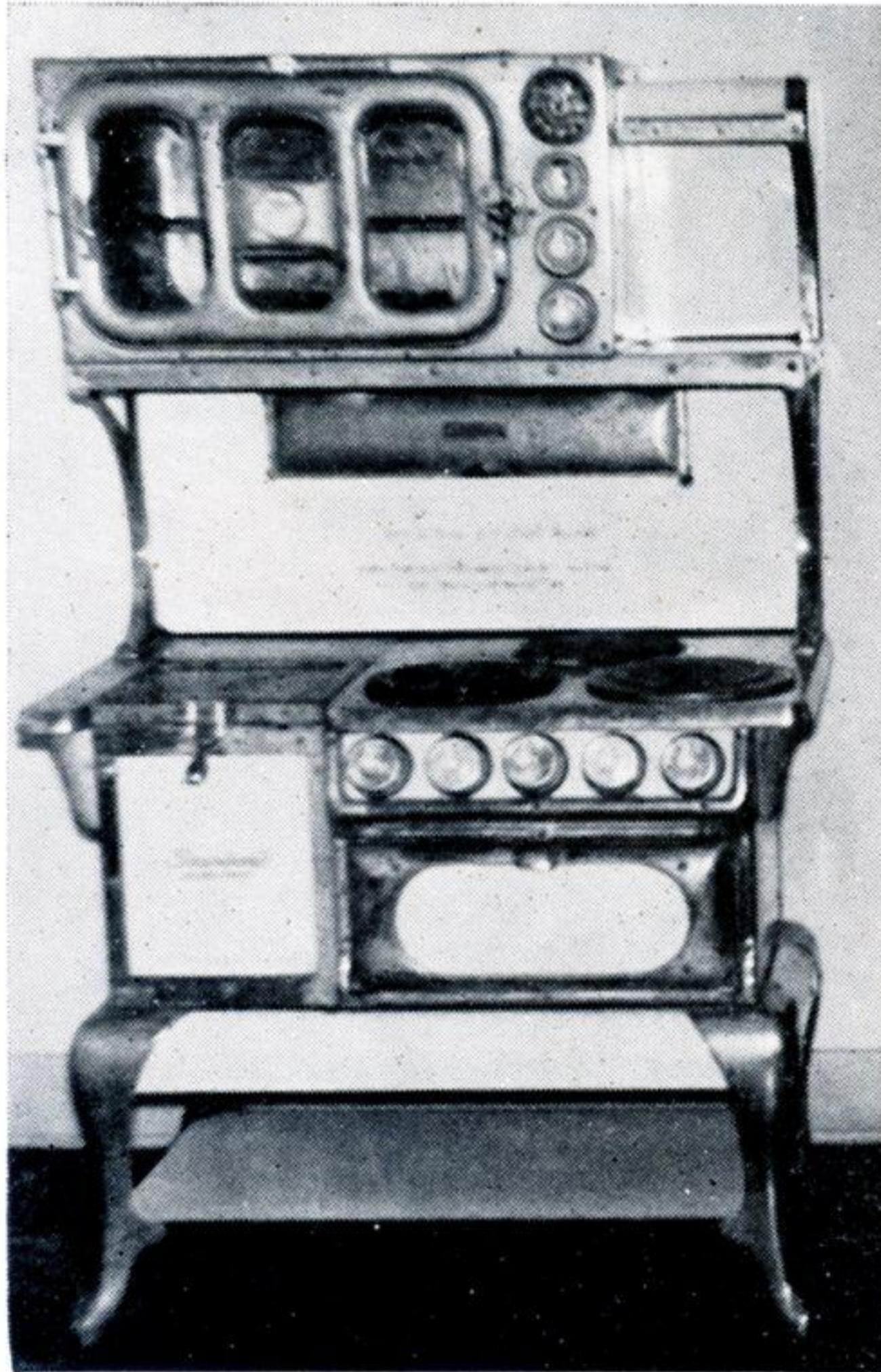
Here's where the service, and a little diplomacy too, came in.

The guy wire was raised out of reach of the bull by being attached to a stub pole, placed close to the anchor and between it and the dead-end pole. Now, instead of rubbing the guy wire, which was a little flimsy for a great big bull anyway, he scratches his back on a big pine pole and he's happy. The people of Hamshire aren't bothered by lights that go out at all times and they're happy. Frank, who was beginning to wonder considerably about the whole thing is happy too, and Gulf States has maintained a record of furnishing, good dependable service—to everyone, including Mr. Bull.

SILSBEE'S OPEN HOUSE attracted over 250 people from the surrounding area, some of whom are shown in the above pictures. At top left local office clerk Sidney Miller handles the registration table while at top right Victor Gayle, who is assistant manager of residential sales, shows two boys the miniature model electric home. Bottom left Home Service Director Leonora O'Neal conducts a "tour" through the electric kitchen which is a part of the sales floor; and on the right Home Service Advisor Olivia Heiman explains certain features of the miniature home to a young visitor and his adult companions.



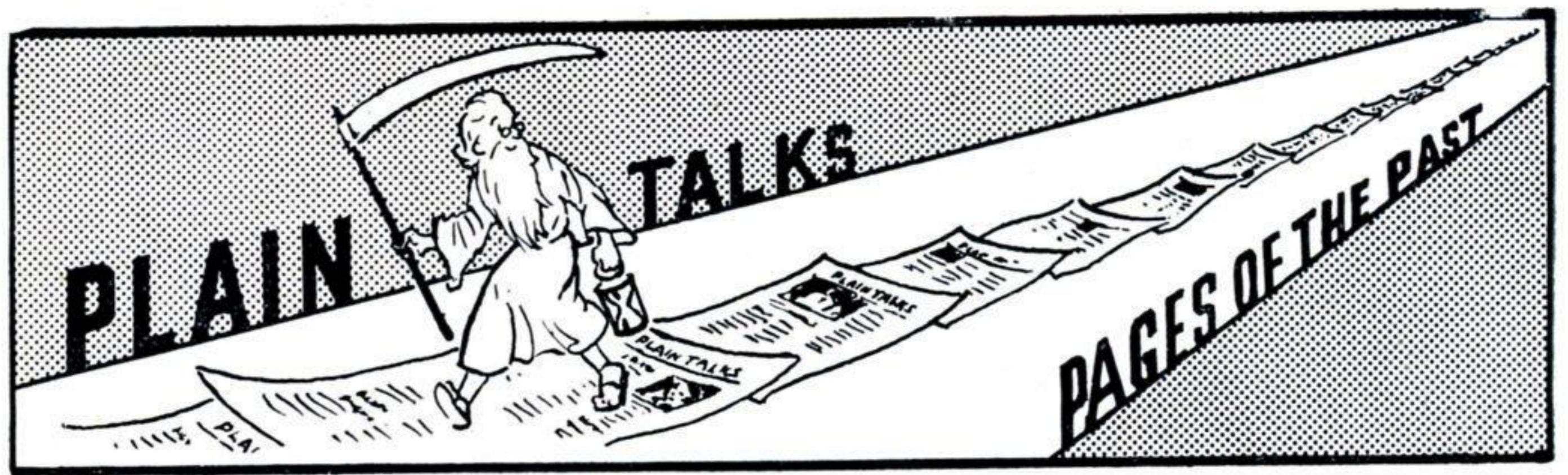
Gulf Stater Willed Old Electric Range



This, folks, is a 1918 model ELECTRIC range—with all the trimmin's. This little number—that used to make mamma's or maybe grandma's kitchen the talk of the neighborhood—may be old in origin but today's little woman's kitchen joy is different only in streamlining.

This range recently became the property of M. M. Miller, district serviceman at Lafayette, when an elderly housewife at Sunset, Louisiana, which is in the area covered by Morris in his work, died awhile back and willed the range to Morris because, as she put it, "He kept it in good operating condition all these years." Morris who thought the range would be of interest to the general public, especially since it was in such good condition after years of use, offered it to the company to put on display on the Lake Charles sales floor. During the month it was there it attracted much more attention than the several glistening 1948 models also being shown.

The range was a Standard Electric, and was so popular and so well designed and engineered, that this model went unchanged from 1918 until 1928. A feature of the range was the deep well cooker, (at left front corner, next to surface units) and an oven timer (at top of oven, which is the uppermost part of range.) Surprising, (to us anyway) was the fact that the glass in the oven door is the now well known Pyrex. The surface units were pretty good too, and one of the original units (in back) was still being used at the time of the owners death.



25 YEARS AGO

The service department (BEAUMONT and PORT ARTHUR) connected 744 customers and cut out 544, or a net gain of 200 customers during August. There were 13,363 connected customers at the end of August.

A. D. BARROW, storeroom clerk, left for New Orleans last week, and is evidently enjoying the visit, judging from the lack of news we have had from him.

We regret to report our company's loss of HAROLD BERLY, who is leaving October 15 for Los Angeles, California.

A completely electrically equipped home for "ye school marms" is the latest addition to PORT ARTHUR'S residential district. It is modern in every respect, having electric cooking stove, water heater, lights and heating stoves, as well as most of the smaller electrical appliances.

20 YEARS AGO

A formal opening of the company's new HUNTSVILLE office was held July 17, and was attended by several hundred persons.

A. B. WILSON has been appointed assistant to Mr. C. V. MERRIAM at Huntsville, especially in the operation of high lines.

A. S. J. STEELE, JR., erstwhile purchasing agent from Baton Rouge Electric Company, and family blew into Beaumont recently for a short visit.

15 YEARS AGO

Born to the J. T. REIDYS, John Thomas, Jr., October 2. Papa Jack is our company Claim Agent.

Born to the GEORGE H. WESTS, Georgia Ann, September 21. George is station superintendent at Orange.

JOE PREJEAN has been transferred from the Port Arthur line department to the service department.

Gulf States ice vaults have cooled more than 1000 kegs of beer since September 18.



From "Cane Seeds," the employee publication of the Baton Rouge Electric Company, come these items of happenings in the Baton Rouge area 20 years ago.

In October, Baton Rouge Electric Company's business to the North had far outgrown expectations and consequently the hi-line to SCOTLAND, ZACHARY and JACKSON was being rebuilt to take care of the great load. Just two years prior to this time when the line to Zachary was built it was thought that a 13,200 volt line would be more than ample.

10 YEARS AGO

A new line crew has been assembled in Conroe. Members are, left to right: HARRY SWEAKS, CHARLES RIDDEL, E. E. KALT-WASSER, PHILLIP STEPHENS, S. M. KELLER and W. C. STARLING. A store of line material supplies is now kept on hand here, all of which will facilitate line construction and maintenance work in the Conroe District.

We welcome four new employees at Neches Station: L. L. THOMPSON, E. R. DAVIDSON, C. A. DAVANT and V. L. HOLLAND. We are glad to have you fellows.

ANDRE DUBUS recently completed his perennial rice irrigation survey. As a fitting conclusion Andre wound up by being bitten on the hand by a mad dog. Some one said the dog died.

5 YEARS AGO

L. E. THORNE, manager of the Port Arthur division, recently received the following letter from R. L. Rutan, mayor of the city of Port Arthur, which we think is one of the finest compliments ever paid to a company such as ours.

Dear Mr. Thorne:

I have personally told you—how much I, —and the city of Port Arthur have appreciated the wholehearted cooperation of the service rendered by the Gulf States—to the city of Port Arthur. Every time the city, whether through me as mayor, or through some other person, has asked for help, I believe the Gulf States—has stepped up and done everything that was asked and usually much more.

I am writing especially now in regard to the services of H. C. LeVOIS and F. W. MERRIL in our recent drainage survey by a committee of engineers from Gulf States, the Texas Company and the Gulf Oil Corporation.

In addition to any remarks I have made, you have, of course seen the complimentary reports in the Port Arthur news.—

I do want to formally and officially—extend our sincere thanks for the cooperation we have received.

During the months of August and September, 8,014 feet of gas main were extended and 11 new service run, while the jobbing crew was completing 468 job orders, giving us a gain of 159 gas customers for these two months.

Work is in progress on constructing a transmission line from Baton Rouge to Lafayette, a distance of 54 miles, where it will tie in with GULF STATES UTILITIES system radiating from the Neches Station near Beaumont. The project brings some tremendous and very interesting problems to light with the necessity of crossing the Atchafalaya River and swamp.

HONORED



Brannan

O'Neal

Voyles

Lloyd Brannan, district superintendent of Silsbee has been named president of the Silsbee Kiwanis Club for 1949. An active worker, not only in the Kiwanis Club but in other civic activities of his community, Lloyd served as vice-president of the club this year before being elected to his new position as president, at the annual election of officers held recently in Silsbee.

Home Service Director Leonora O'Neal, of Beaumont, was recently appointed a member of the Edison Electric Institute's Home Service Committee for the administrative year 1948-1949 by Ernest R. Acker, president of the Institute. The outstanding work of Gulf States home service department last year undoubtedly helped bring this honor to Leonora.

Mamie Voyles, Port Arthur home service advisor, was honored by the Quota Club of Port Arthur for the second consecutive year by being chosen as a delegate to the Quota Club International Convention. The convention this year was held in Atlantic City, New Jersey and Mamie reported a wonderful trip. Last year she went to Victoria, British Columbia for the meeting. Mamie made the two trips during her vacations.



Crouch

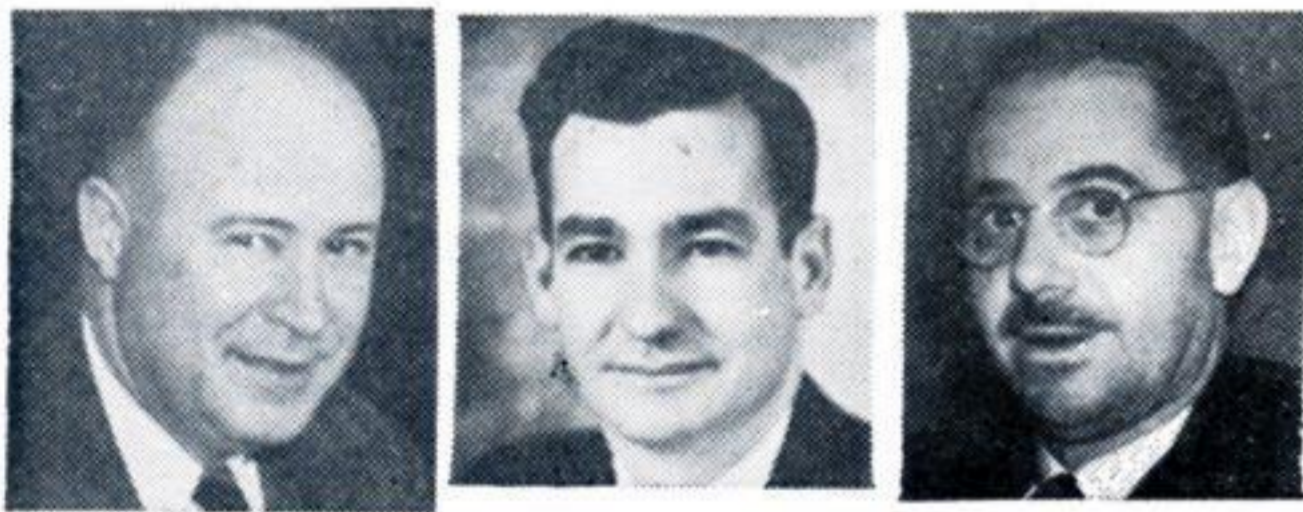
Welch

Eddleman

John L. Crouch, district superintendent at Calvert and a long time civic worker there, was honored by his fellow townsmen recently when he was elected a director of the Calvert Chamber of Commerce. Mr. Crouch will serve as director through August 31, 1949.

A bit of news for this column that escaped us (we think it did because of the modesty of the gentleman concerned) was the fact that L. M. "Didie" Welch was elected president of the Montgomery County Chamber of Commerce for the current year. This news was accidentally discovered through an announcement concerning a meeting of the Chamber at which another Gulf Stater, Major T. Bell, company attorney at Beaumont, was to be the principal speaker.

R. R. "Dick" Eddleman, residential sales representative at Orange, was named campaign chairman for the 1949 Community Chest drive in Orange. His appointment was made by the Orange Community Welfare Federation board. Dick is very active in community affairs and is also serving as Boy Scout commissioner and is Brotherhood president of the First Baptist Church.



Jones

Dugas

Hodge

Kirby Jones, superintendent of sales of the Port Arthur division, was honored by being named leader of the utilities division of the 1949 campaign for funds of South Jefferson county. Kirby has been working in Port Arthur a little over a year but he has been active in civic affairs during that short time. He is also active in the Lions club, the Chamber of Commerce, the American Legion, and the East Texas Chamber of Commerce.

Lionel Dugas, industrial sales engineer at Beaumont, who handles oil production and pipe line pumping sales throughout the Texas service area, was elected secretary of the Petroleum Power Association at the annual meeting of the Association in Oklahoma recently. Lionel was already serving on the board of directors of the Association.

James B. Hodge, operating superintendent of the Port Arthur division, was signally honored early this month by being elected president of the Port Arthur Chamber of Commerce for 1949. He has been a resident of the Port city less than two years, transferring there from Baton Rouge in July, 1947. His interest and ability in handling many civic problems was quickly recognized and the tribute which he received was well deserved.



Jackson

Rafferty

THOMSON

R. O. Jackson, system consumers accountant, was elected president of the Young Men's Business League of Beaumont at the annual election of officers held by the League late in November. Ralieg has long been active in Y.M.B.L. affairs and this year was chairman of the League's most successful South Texas State Fair.

Harry Rafferty, supervisor of customers accounts, was elected 2nd vice president of the Young Men's Business League for 1949 at their recent election of officers. Harry, like R. O. Jackson, has been an enthusiastic worker in the Y.M.B.L. and has previously held many important offices in the League.

William A. Thomson, Beaumont power sales, was honored at Lake Charles, Louisiana recently when the Robert E. Lee Chapter, United Daughters of the Confederacy, presented him with a Military Cross of Honor in recognition of the valient service which he rendered during World War II. His mother, Mrs. J. S. Thomson made the presentation. Bill served as a lieutenant senior grade in the navy. Also honored at this meeting was Bill's brother, Quentin Robert Thomson, who is well known to many Gulf Staters and who married a Gulf Stater, the former Nihla Hanks. May Thomson, of the Lake Charles accounting department, is a sister of the two men.

Farm Representative Added to Sales Staff



Roberts



Norvell

Placing emphasis on the importance of the rural customer and the application of electricity to agricultural activities in the Gulf States system, two new farm representatives were added to the company's sales staff within the past few months.

These two men, Clarence Roberts, and Victor Norvell, will work out of Baton Rouge and Beaumont, respectively, pursuing a method of operation adopted by Lamoyne Goodwin, who, up until the addition of these two men, has been the only farm representative for the company. Clarence has already located in Baton Rouge and has been doing some work among farmers in that area. Victor is still going through a training period to familiarize him with Gulf States policy and methods of operation in other departments. Both men have college degrees in agricultural work.

Clarence Roberts is a native of Alabama, and received his college education there. He is a graduate of where he received his B.S. degree in Agricultural Engineering in 1943. He served three years in the army, and prior to his employment with our company was an instructor at L. S. U. He had previously been employed with the Pennsylvania Salt Company in Philadelphia.

Victor Norvell is a native Texan being born in Silsbee. He received his education in Silsbee and attended A&M College, where he obtained his A. D. degree in 1948. Victor, too, was an instructor before coming with Gulf States. He was formerly the instructor in the Hardin County Vocational School in Kountze. While employed with that work he also conducted a Farm News column in the Silsbee newspaper.

Lola H. Noble Dies After Sudden Illness

Gulf Staters were shocked recently to learn of the sudden death of Lola Hughes Noble, 34, Beaumont stores accounting, following a brief illness. Lola, who had resigned from the company on November 15 to become a full time housewife, became ill a few days afterward, and died in a Beaumont hospital November 22.

Lola had been working with the company since 1938, and would have received her ten year Service Award at the next meeting. She began working as a customers accounts clerk, and later transferred to stores accounting. A native of Voth, Texas she attended high school and Lamar College in Beaumont. She worked with the Kirby Lumber Company before coming to our company.

On behalf of Gulf Staters, Plain Talks extends deepest sympathy to her husband, John W. Noble, her mother, a sister and three brothers.

Married



Tidwell



Cook

Jimmie Lee Carson, our friendly and helpful Plain Talks reporter from Lafayette became Mrs. James D. Tidwell on September 4. Jimmie Lee, who has been local office clerk at Lafayette for the past four years, has moved to Baton Rouge to make her home, but will continue to work for the company there.

Gloria Guidroz, customers accounts clerk in Baton Rouge, and Lacy D. Cook, also of Baton Rouge, were married October 23. The ceremony was held in the Florida Street Presbyterian Church. Gloria and Lacy honeymooned to Gulfport, Mississippi.



Sevin



LeBlanc

Bernita Carter, customers clerk in Baton Rouge became Mrs. Wallace Sevin on December 1, when she was married in the Rectory of the St. Gerard Majelli Church in Baton Rouge. The Sevins motored to New Orleans for their honeymoon. Bernita will continue working with the company.

Phillip Levert, of the line department, and Betty LeBlanc, formerly of customers accounts, were married October 16 in a ceremony held at St. Agnes Catholic Church in Baton Rouge. They motored to New Orleans for a brief honeymoon.

Mary Louise Perry, Lafayette office clerk, changed her name to Mrs. Alex Stirling, Jr. on September 5. Mary Louise, better known as "Perry," will continue her duties on the Lafayette staff.

Horace Davis, Beaumont system engineering department, and Patricia Joyce Clark, also of Beaumont, were married November 11 in the Washington Boulevard Christian church.

Rene A. DeBlanc, electrician at Riverside Station in Lake Charles, and Ruth Guillot, of Baton Rouge, were married in Lake Charles October 16. The wedding ceremony was performed in the Catholic church.

Ruby Spears, Baton Rouge accounting department, became the bride of Lt. T. J. Chambers, of Monroe, Louisiana September 20. The happy couple were married in the Baptist church of Osaka, Mississippi, then proceeded to Monroe, Louisiana.

Dennis Rogers, Lafayette t&d, and Shirley Romero, of Lafayette, are practically an old married couple by now. They recently celebrated their fourth anniversary of four months that is. They were married July 25.

ON NEW JOBS



Elissalde



Jones



Maher



Broussard



Ridley

M. H. Elissalde, formerly of Baton Rouge electric engineering, transferred recently to Beaumont, where he assumed a position on the staff of engineers in the system engineering department. A native and resident of Louisiana until moving to Beaumont in October, he has been with the company since 1935.

Frank Jones, formerly an engineer in the Beaumont distribution department, has been promoted to assistant general line foreman for the Beaumont division. Frank assumed his new duties last October. With the company since 1928, he has watched Gulf States grow up. He was in the meter department until 1942 when he went into military service, after which he was a distribution engineer.

Louis Maher, long time accounting department employee, has transferred from assistant stores auditor to the Beaumont general accounting department where he is a general clerk. Louis has been working on his new job since September.

Renix J. Broussard, popular Lafayette t & d department employee, was made line foreman in the Lafayette district, in a promotion announced recently. Renix, who is well known in the Louisiana area for his work in pole climbing competition for Safety awards, has been in the Lafayette line department since early 1937, and worked his way up from the beginners position in that department. Renix is now supervising a newly formed crew at Lafayette, where there is a lot of work cut out for them.

Ruby Rae Ridley, recently transferred to the general accounting department in Beaumont, where she is subsidiary accounts clerk. Ruby Rae was formerly a meter records clerk.

Louis Christian, formerly in the industrial sales department in Lake Charles has been transferred to Baton Rouge where he is in the personnel department. He replaces Murphy Fabre who resigned recently to return to the navy in which he served during the war.



Caswell



Tompkins



Pintsch

W. H. Caswell, familiar figure in the Beaumont accounting department, has transferred to the distribution engineering department, where he is distribution clerk. Hilly is getting back into a work which has long appealed to him as he studied engineering while attending A&M College.

R. M. Tompkins assumed new duties as plant retirement clerk in the Beaumont accounting department in December. Tommy transferred from the distribution department where he has worked for a number of years. He formerly worked at Navasota and Port Arthur, also.

E. P. Pintsch, of the statistical department, in Beaumont became the company's Tax and Insurance Agent, effective December 1. Pintsch has long handled tax and insurance matters pertaining to the company and is an able representative in this work. His office will continue to be in Beaumont.

David Lester, Jr., Orange meter department, and Mary Hogan, also of Orange, were wed in the St. Mary's Catholic church of Orange October 9. The young couple are at home on 276 Destroyer drive.

The average home utilizes eleven electric motors.



CHRISTIAN



Cruise



Guelfi

R. B. Cruise, former office engineer in the system engineering department, has been appointed right-of-way engineer for the company. Henceforth, he will devote his full time to the supervision of the survey, location and acquisition of rights-of-way, and other real property necessary to the operation of our system. This new allocation of duties is a result of our expansion program which has been keeping Bob, along with many others, mighty busy.

P. J. Guelfi, Beaumont, formerly assistant rate supervisor, has transferred to a new position in Beaumont, where he has been named office engineer for the system engineering department. Pete transferred to Beaumont last year from Baton Rouge where he was in the sales department. Pete's move, too, was occasioned by the large volume of work now being handled in the system engineering department.

Fred Tenholder, formerly in the customer contact department in Beaumont has a new position as stores record clerk. Fred has been a Gulf Stater since 1935 when he began in the Beaumont storeroom.

How to dance the hula-hula: put a crop of grass on one hip; then rotate the crops.



PLAIN TALKS CONGRATULATES

It's a baby girl for Mr. and Mrs. J. B. Cassels of Dayton, Texas. She was born November 17 and has been named Dianna Lynn. Cassels is a serviceman in Dayton.

Mr. and Mrs. Jessie Pericone are the proud parents of a baby girl born November 14. The youngster's name is Carolyn Anne. Her very happy pappy is in the Beaumont line department.



LeBlanc

Wynne

Stahl

Mr. and Mrs. Corbett A. LeBlanc, who are proud parents of a baby girl, Linda Susanne LeBlanc, born September 17, 1948. Linda Susanne weighed 9 pounds 1 ounce at birth. Corbett is Customers Contact Representative at Lafayette.

Mr. and Mrs. Bob Wynne who are the proud parents of a baby girl born October 30. The little girl, whose name is Virginia Cicely, weighed 8 pounds 12 ounces at birth. Bob is in the Beaumont accounting department.

A. L. "Bubba" Stahl, Orange distribution had a special birthday this year on September 17. A 7 pound baby boy was born on this eventful day to celebrate his own birthday with his daddy's.

The new arrival's name is William J.



Lindsey

T. H. "Snooks" Lindsey, whose second grandchild was born November 12. The baby was a 7 pound, 12 ounce girl, whose name is Sandra Marie Conner. Snooks is serviceman at Vidor, Texas.

George Ross Iles, who is the proud father of a bouncing baby boy born September 3. The youngster is third in the line of George Ross Iles. His pop, a junior of course, is in the Beaumont engineering department.



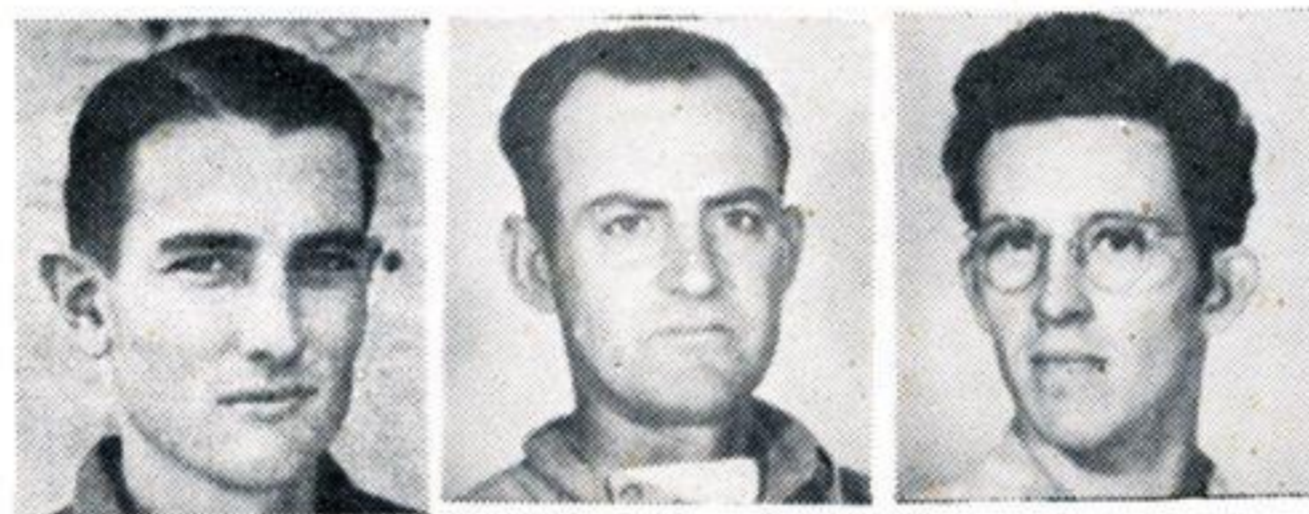
Geen

J. M. Geen, system engineering department, Beaumont, who is the proud father of another boy, born October 17. His name is John Marchel, and he weighed 7 pounds 1 ounce at birth.



Airhart

Mr. and Mrs. Harold V. Airhart, who are the proud parents of a baby girl, Bonnie Ann, born October 19, 1948. Bonnie Ann weighed 7 pounds, 13 ounces at birth. Harold is a lineman in the Lafayette t & d department.



Whitson

Trahan

Atwood

Mr. and Mrs. Archie L. Whitson, Beaumont, who are parents of a baby girl born November 16. The youngster, named Pamela Kay, tipped the scales at 6 pounds, 16 ounces. Archie works at Neches and Mrs. Whitson is a former customers accounts department employee.

Mr. and Mrs. Willie Trahan, who are the happy parents of a baby girl, born October 5. Named Billie Marie, the baby weighed 7 pounds, 8 ounces at birth. Her proud pop works in the Beaumont line department.

L. D. Atwood, of Beaumont, t&d, and Mrs. Atwood. This happy couple have been blessed with a baby boy named Terry Lee, who tipped the scales at 7 pounds, 3 ounces when he arrived on August 25.

Mr. and Mrs. Gordon Hatchell. A daughter, named Mary Alice, was born to this happy couple November 19. Gordon is district representative in Denham Springs.

Mr. and Mrs. Lester J. Gauthier, who are proud parents of a big boy, Lester James Gauthier, Jr., born September 5. The newcomer weighed 8 pounds 4 ounces on arrival. Daddy is an engineer assistant in the Lafayette t & d department

Mr. and Mrs. James Leveque, of Lake Charles. They are the parents of a daughter, Denise born November 7. Denise weighed seven pounds at birth. Daddy works in the t & d department.

A son was born to Mr. and Mrs. Fred Tenholder last June 28 and ye editor just recently discovered that it hadn't been announced in Plain Talks. The boys name is George Horace and his proud dad is in stores accounting in Beaumont. Apologies and congratulations to you and the Mrs., Fred.



4-H CLUB BOY Robert Tanner, receives a \$335 check from Beaumont Division Manager E. L. Robinson, in payment for a 4-H calf sold to Gulf States at the calf auction held in connection with the recent South Texas State Fair. The calf sold by Robert was also a calf which Gulf States donated to the 4-H Calf Scramble held in Port Arthur last spring and won by Robert at that time. This calf and another one also purchased at the auction was donated to several charitable institutions in Beaumont.

W. T. Woodside, Louisiana Station. Although a little late, congratulations are in order for the Woodsides. A daughter, Iola Louise was born to them on July 16.

Mr. and Mrs. Jack Blair, who announced the birth of Jacqueline Nell on October 16. The youngster weighed in at 7 pounds, 1 ounce. Jack is a district serviceman in Port Allen.

Mr. and Mrs. Donald Ginbey, who have been blessed with a baby daughter born October 22. The little lady's name is Deborah Susan and she weighed in at 9 pounds 11½ ounces. Donald is in the Lake Charles engineering department.

Mr. and Mrs. A. W. Baird, who are the proud parents of a baby boy born September 7. The young fellow, who was named Robert Baird, tipped the scales at 9 pounds 3 ounces. Papa Baird is an engineer in the Navasota distribution department.

Mr. and Mrs. B. J. Borque, also of Beaumont, who are the parents of a baby girl, Marllin Sue. Marllin Sue, who was born September 13, weighed 8 pounds, 13 ounces on arrival. Her proud pop is in the t&d department.

Mr. and Mrs. George Blackwell are also the proud parents of a baby girl. The bonnie lassie, Charlene, was born September 28, and weighed 7 pounds, 15 ounces.

Mr. and Mrs. R. E. Deaton who are the proud parents of a baby son born October 2. This new arrival in the family weighed 6 pounds 12 ounces at birth and has been named Michael Ray. His happy father is in the Beaumont t&d department.

S. E. Davis and Mrs. Davis. They are the parents of a fine daughter, Dennise Marie, born October 4. The little lady weighed 7 pounds, 11 ounces at birth. Papa works at Louisiana Station.

PLAIN TALKS

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No. 5

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

Editor—Kenneth Sutton
Managing Editor—Jerry Stokes

REPORTERS

BATON ROUGE DIVISION

Glenese Chustz.....Baton Rouge General Office
Julia Marie Amrhein.....Electric Dept.
Miner Fugler.....Gas Dept.
Ella Bee Andre'.....Louisiana Station

BEAUMONT DIVISION

J. Roy Peckham.....Alvin District
Roy Keller.....Beaumont General Office
Tom Stiteler.....Beaumont Line
Rose Annie Ray.....Beaumont T & D
Tennie DeVore.....Liberty District
Naomi Haynes.....Neches Station
Dick Eddleman.....Orange District
Bruce McClelland.....Sabine Station
Lois Day.....Silsbee District

LAKE CHARLES DIVISION

Melvin Garman.....Jennings District
Jimmie Lee Carson.....Lafayette District

Fay Denney.....Lake Charles Division
Betty Guidry.....Lake Charles T & D
E. C. McGehee.....Riverside Station
Ana Mae LeDoux.....Sulphur District

NAVASOTA DIVISION

Alma Greathouse.....Caldwell District
Louise Satory.....Calvert District
Jean Walker.....Cleveland District
Maxine Price.....Conroe District
Raymond T. Wright.....Huntsville District
I. C. Moore.....Madisonville District
Ethel Doan.....Navasota District
Jeanette Sangster.....Navasota Division

PORT ARTHUR DIVISION

Wanda Hubbard.....Lakeside Plant
Elizabeth Whatley.....Nederland & Port Neches
Madge Gonsoulin.....Port Arthur Division
Lorraine Dunham.....Port Arthur T & D

PHOTOGRAPHERS

Bill Goff.....Baton Rouge
Jerry Stokes.....Beaumont

Lloyd Clements.....Lake Charles
Pat Griffith.....Navasota

Charles DeCuir.....Port Arthur

Editorially Speaking

THE PROPER SPIRIT

Every Fall Gulf Staters are called upon, along with their neighbors, to give to their Community Chest. Called upon is probably not the correct way to state it, rather it should be "an opportunity to share in your community." There is no compulsion upon anyone to give to the Community Chest.

Every Fall Gulf Staters respond nobly, as someone has put it, "to fight back the shadows for the many—who will find renewed hope during the year ahead." Through the generosity of the employees of our company, assistance will be given, as needed, to the afflicted, the aged, the young and the unadjusted. A typical American way of sharing with ones unfortunate neighbor.

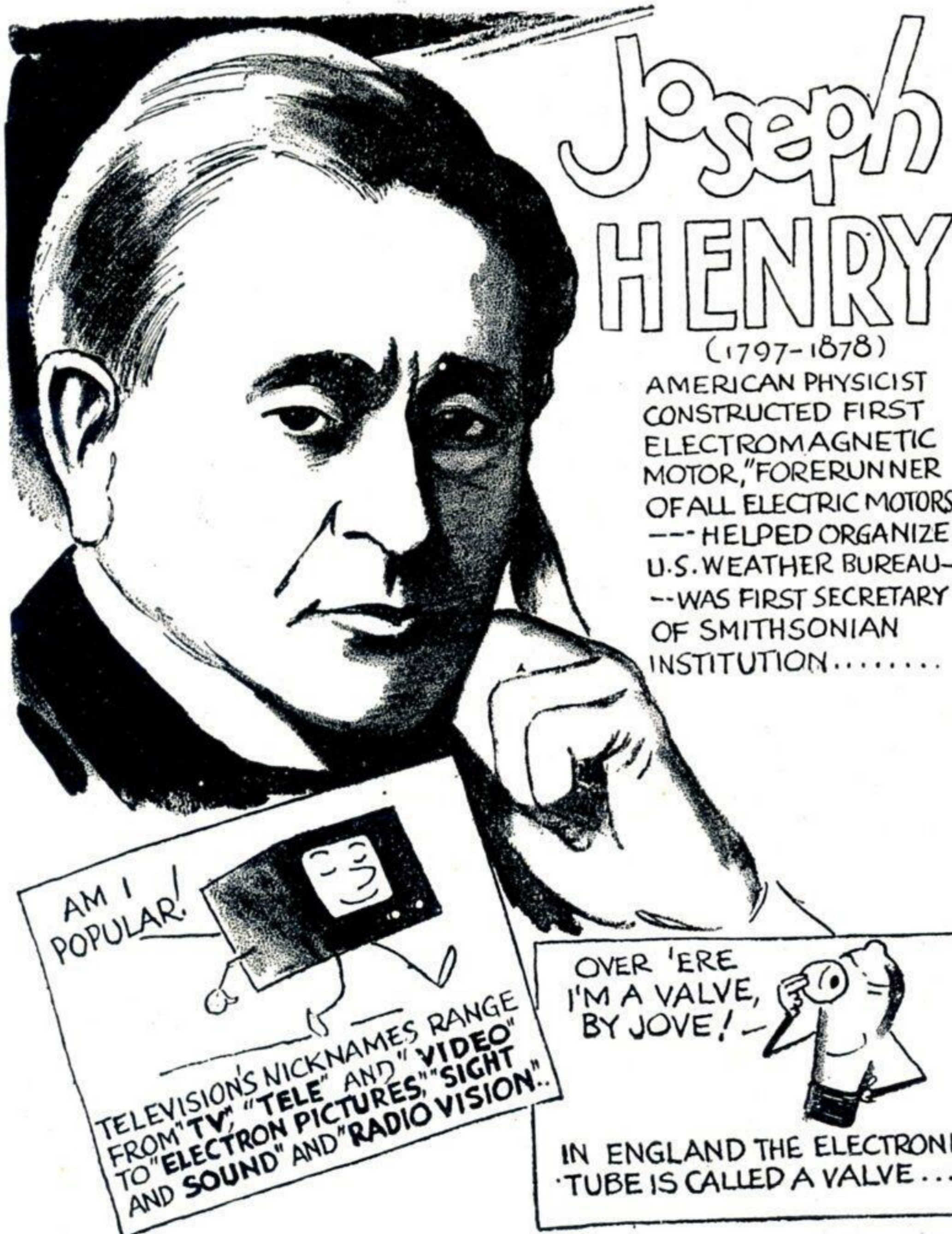
These words of commendation apply generally to all Gulf Staters, in Baton Rouge, Port Arthur, Orange or Lake Charles, wherever there is an opportunity to participate. A specific example of the outstanding job done by Gulf Staters is the result of the Community Chest drive in Beaumont. We can use this illustration for several reasons, one is the availability of the figures used and another is that we are referring to our own home town.

Beaumont's 1948 Community Chest quota was increased over last year's. The quota given Gulf States employees was practically double that of 1947. After long weeks of constant effort on the part of Chest workers, the drive was concluded with all of Beaumont having only 65% of its quota. After preliminary work of informing company drive workers of the scope and work of the Chest, and the subsequent contacting of employees by these leaders, Gulf States, in the comparatively short time of a few days, had oversubscribed its quota by 4%. Virtually every one of the 625 employees in Beaumont had participated. Some could not be contacted.

As we go to press an announcement had just been made that employees of the Beaumont Division raised over \$3800 in three days to help put the Baptist Memorial Hospital for Southeast Texas Fund Drive over the top. The amount of this three-day drive does not include individual contributions made to this fund previously.

Such a record needs no further comparisons or, for that matter, no comment. The bare figures speak, and eloquently, for themselves.

Facts File . . .





MERRY CHRISTMAS!

A Merry Christmas, friends! The wish
Is strong and deep and true,
To bear our greetings on this day
To every one of you!

A Merry Christmas, friends! And may
It ring with love and cheer,
A Christmas of such gladness
To last a 12-month year!

The merriest of Christmases,
A day to lift and bless
Your hours with warmth and welcome,
Your hearts with happiness!

ANNE MARY LAWLER