

## Plain Talks

February 1946

Just a few notes about this issue and the way it is presented:

- There is a map covering the front and back covers. I included an image of the entire map after the back cover. There are some stereotypical figures used on the map that are considered offensive today by many of us. Just be warned.
- Included inside this issue was a 2.5 page wide service area map showing the transmission system. You can see parts of it as you page through the pages. There is an image of the full map at the end.
- If you download the PDF for this issue, it may be easier to zoom in and out on the larger images of the maps.

October, 2021

David Smythia



ANNUAL REPORT NUMBER

LOUISIANA



GULF OF MEXICO





At last we are again on a peacetime basis. And it's a fine feeling to know that the turmoil of war, with its horror and tragedy on the battlefield, and its anxiety on the homefront, is over.

Since that happy August day when the Jap capitulated, industry throughout the nation has been in the throes of reconversion, some have gone ahead, others are still fighting to emerge from the chaos occasioned by the cessation of military production.

With us in Gulf States activity did not suffer a marked decline following the end of the war. However, there has been a substantial curtailment in industrial power demand as a result of the closing of certain war plants and curtailed operations in ship yards, oil refineries, chemical and synthetic rubber plants and oil-pipeline pumping stations.

On V J Day we reached the highest system peak load in the history of the company, 224,454 kilowatts. This exceeds by 61 per cent the highest prewar system peak which occurred in August 1941. Due to previously mentioned factors we estimate a somewhat lower maximum load of 195,000 kilowatts for 1946.

Despite the curtailed industrial activity, the reduction in employment throughout our service area has not been of a serious nature because of the expansion of retail business and service establishments; greater volume of construction, including the erection of a large chemical plant; and a shorter work-week in most industries. Important from another angle, the yield of rice and sugar cane, two of the principal agricultural products in this section was much higher than in 1944; however, the cotton crop was slightly less because of weather conditions and reduced acreage. Prices approximated those prevailing in 1944.

We are engaged in the business of generating distributing and selling electric energy at retail and at wholesale in an area in southeastern Texas and in south-central Louisiana comprising approximately 27,500 square miles and extending from Deanville, Texas on the west to Holden, Louisiana on the east, a distance of over 350 miles. Our service area is shown in detail on the system transmission map in the center of this Plain Talks.

We sell natural gas in Baton Rouge and vicinity. We furnish water service in Lake Charles, Orange, Navasota, Franklin, Calvert, and Carencro.

We have 153,355 customers in all; 124,902 electric; 17,254 gas and 11,399 water.

During 1945 approximately one-fifth of the Company's total operating revenues was derived from the sale of electric energy or steam directly to the oil industry for refinery, pipe-line pumping, and well pumping and drilling. Shipbuilding and the production of chemicals also are substantial industries. The territory served includes districts well adapted to agriculture; rice, cotton and sugar cane being grown. Cattle, lumber and salt are other important products of the territory.

Present indications are that general business and industrial activity in the territory served will stabilize at a materially higher level than that prevailing before the war. However, as a result of the industrial curtailment mentioned above and rate reductions made in 1946 the Company's revenues are estimated to be materially less in 1946; but, repeal of the Federal excess profits tax law will effect a substantial reduction in taxes, thus compensating somewhat for the decrease in revenues.

Gross revenues for 1945 were \$17,920,000, the most we ever took in, but due to increases in taxes, operating expenses, and other deductions, the net income was somewhat less than the company's highest net income figure. Of the gross income, 92 per cent was derived from electric revenues.

We made a gain of 7831 residential and rural electric customers in 1945, an increase of 8 per cent. Also showing an increase was the average annual use of kilowatt hours by these home customers. Commercial customers showed a gain of about 10 per cent, both in number and in consumption of kilowatt hours. Industrial customers were greater in number in 1945 but the post-war curtailment of production caused a decline in kilowatt hours used and also in revenues. Steam sold was likewise less than during 1944.

As a matter of interest to you as employees, and some of you are stockholders, other more detailed statistics about our company are shown in the following tabulations.

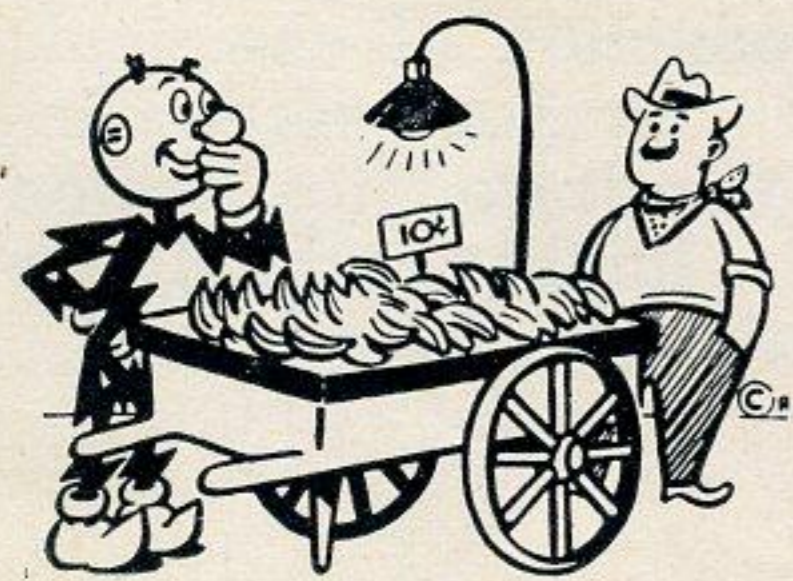
# A COMPARISON-PREWAR TO POSTWAR

## INCOME

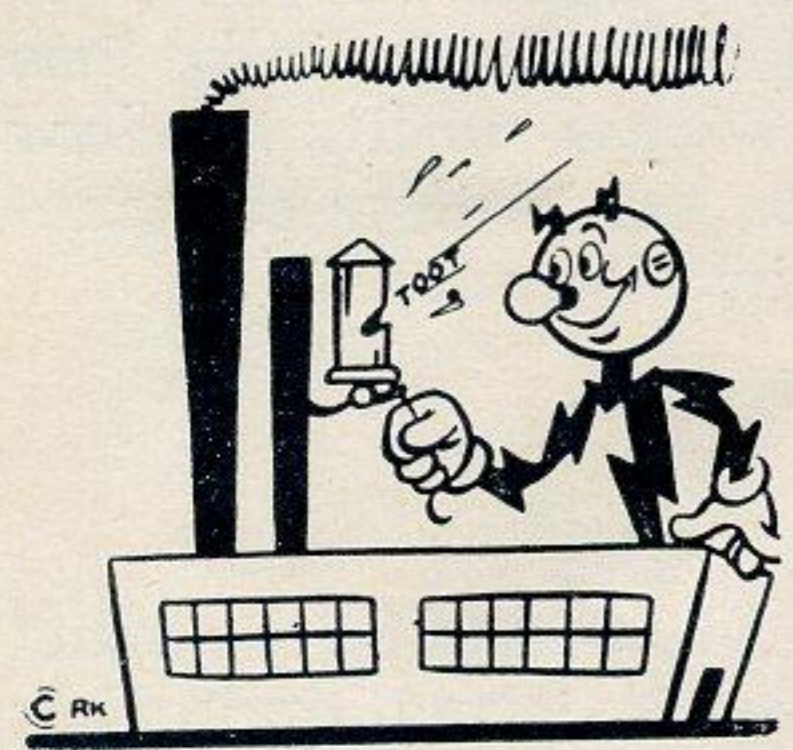
### AVERAGE REVENUE RECEIVED FOR EACH KILOWATT HOUR



1940	1941	1942	1943	1944	1945
4.1¢	3.9¢	3.9¢	3.8¢	3.7¢	3.7¢
<b>RESIDENTIAL</b>					



1940	1941	1942	1943	1944	1945
3.6¢	3.2¢	3.0¢	2.9¢	2.8¢	2.8¢
<b>COMMERCIAL</b>					



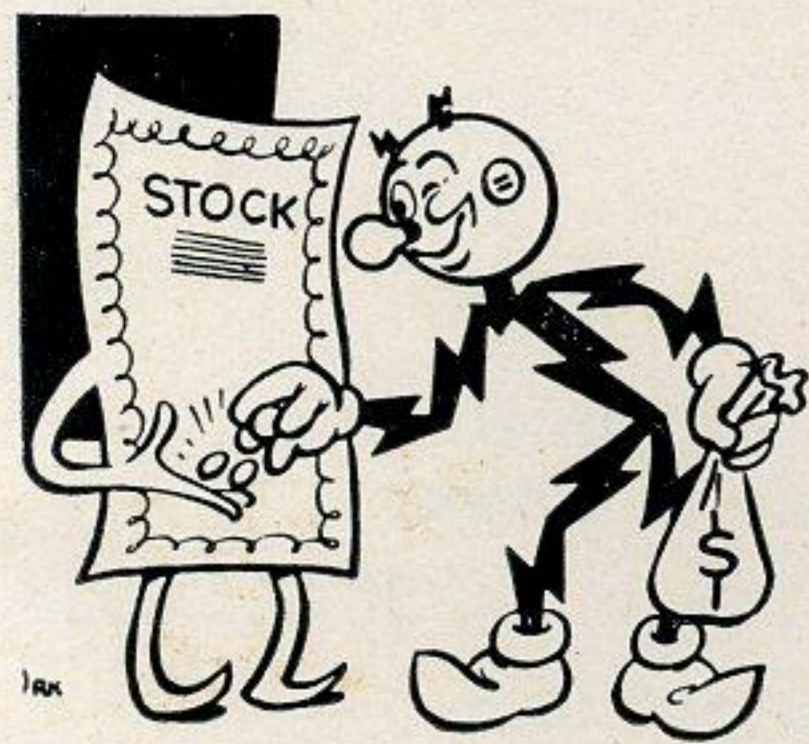
1940	1941	1942	1943	1944	1945
1.2¢	1.2¢	1.2¢	1.0¢	.9¢	1.0¢
<b>INDUSTRIAL</b>					

## WHAT WE TOOK IN DURING 1945

The principal sources of our system revenues during last year were:

<b>FOR ELECTRIC SERVICES</b> to homes and farms throughout the five divisions of the Gulf States system, which are the Beaumont, Port Arthur, and Navasota divisions in Texas and the Baton Rouge and Lake Charles divisions in Louisiana.....	<b>\$ 4,430,000</b>
<b>TO INDUSTRIES</b> and other users.....	<b>11,508,000</b>
<b>FOR GAS SERVICES</b> by gas department operated in Baton Rouge, Louisiana and vicinity.....	<b>833,000</b>
<b>FOR WATER SERVICES</b> .....	<b>482,000</b>
<b>FOR STEAM</b> supplied to large industrial customers in Baton Rouge, Louisiana.....	<b>502,000</b>
<b>FOR ICE</b> manufactured in a number of communities.....	<b>165,000</b>

# OUTGO



1940	1941	1942	1943	1944	1945
<b>INTEREST AND DIVIDENDS</b>					
\$2,766,000	\$2,730,000	\$2,433,000	\$2,699,000	\$2,756,000	\$2,940,000*



1940	1941	1942	1943	1944	1945
<b>SALARIES AND WAGES</b>					
\$2,591,000	\$2,897,000	\$3,023,000	3,171,000	\$3,423,000	\$3,674,000
1,569	1,589				1,473
<b>EMPLOYEES</b>					
		1,347	1,246	1,274	



1940	1941	1942	1943	1944	1945
<b>TAXES</b>					
\$1,724,000	\$2,755,000	\$3,231,000	\$4,479,000	\$3,863,000	3,723,000



1940	1941	1942	1943	1944	1945
<b>COST OF MATERIALS, SERVICES, ETC.</b>					
\$3,231,000	\$3,891,000	\$3,514,000	\$5,388,000	\$4,910,000	\$6,115,000

## HOW OUR MONEY WAS SPENT IN 1945

<b>TAXES</b> —money set aside from the year's operations for the support of local, state and federal government (Taxes to federal government were 2,724,000; state and local, \$999,000.)	<b>\$3,723,000</b>
<b>MATERIALS</b> , supplies and services necessary in the business, bought from others. (This includes gas and oil for making electricity, gas bought to sell customers, and supplies such as poles, wire and cable)	<b>\$6,115,000</b>
<b>PAID SECURITY HOLDERS</b> (whose money has built the property), in interest on bonds and notes and dividends on their stock holdings *	<b>\$2,940,000</b>
<b>WAGES</b> and salaries paid	<b>\$3,674,000</b>

*The above were the four principal channels in which funds flowed as a result of the year's operation of the business.*

\* The plant investment of the company is approximately \$65,274,000 and the \$2,940,000 paid to security holders, as above noted, is equivalent to 4½ per cent of the plant investment.

NOTE: The above figures include expenditures for operation and construction, etc.

# FACTS AND FIGURES FOR 1945

## ELECTRIC DEPARTMENT

Population served at retail	
Estimated .....	573,000
Number of customers	
Residential .....	107,046
Commercial .....	17,070
Industrial .....	633
Other .....	153
Total .....	124,902

Electric line-pole miles (includes small amount of line on poles owned by telephone companies)	
6,600 volts or over .....	2,666
Less than 6,600 volts .....	3,044
Generator capacity (name plate rating—kilowatts)	
Steam .....	204,620
Internal combustion .....	300
Total .....	204,920

Output-net kwh generated and purchased	
Steam .....	1,331,575,000
Internal combustion .....	1,335,000
Purchased .....	216,100,000
Total .....	1,549,010,000

Sales — kwh	
Residential .....	120,987,000
Commercial .....	118,831,000
Industrial .....	1,104,713,000

Other (Includes 35,648,000 kwh of non-firm power transferred to Louisiana Power & Light Company)..... 90,048,000

Total — (difference between output and total sales represents energy distributed to departments other than electric, free service, Company use and losses ..... 1,434,579,000

Steam sales-M lbs. .... 11,763,000  
Maximum demand steam sold-M pounds per hour.. 1,496

## GAS DEPARTMENT

Population served—	
Estimated .....	104,000
Number of customers .....	17,254
Natural gas purchased—M cubic feet.....	1,737,633
Sales—M cubic feet.....	1,651,092
Main—miles .....	206

## WATER DEPARTMENT

Population served—	
Estimated .....	106,000
Number of customers.....	11,399
Pumping capacity—M gallons per day.....	25,920
Output—M gallons pumped.....	2,381,341
Sales—M gallons .....	1,878,157
Main-miles .....	161

## ICE DEPARTMENT

Output—tons manufactured and purchased.....	34,639
Sales—tons .....	34,662



The Company sells electric energy at retail in 118 communities located in Texas and in 150 communities located in Louisiana, which together with surrounding areas have an estimated combined population of 573,000. This area includes the cities of Beaumont, Port Arthur and Orange, Texas, and Baton Rouge, Lake Charles and Jennings, Louisiana. In addition the Company furnishes at wholesale the entire electric energy requirements of 7 municipal systems serving a total population of approximately 20,000 and part of the requirements of a municipality serving a population of 23,000. Electric energy is also sold to 22 other utility systems, including 14 rural cooperatives. All of the Company's electric system is interconnected with the exception of the small isolated property at Alvin, Texas.

The Company supplies under long-term contracts all steam and electric energy requirements of the chemical plant of the Ethyl Corporation and more than one-half the steam and electric energy requirements of the large refining plant of the Standard Oil Company of Louisiana. Natural gas is purchased and distributed in the City of Baton Rouge and vicinity, serving an estimated total population of 104,000. The Company supplies water in 6 communities with an estimated combined population of 106,000. Ice was manufactured and distributed at wholesale or retail in five cities with an estimated combined population of 77,000, however, all ice properties were disposed of before the end of 1945.

## Imogene Seeley, C. Wallace Retire



**Charles L. Wallace**

(Picture of Imogene Seeley not available)

Charles L. Wallace, of the Beaumont transmission and distribution department, and Miss Imogene Seeley of the Alvin office became the first 1946 annuitants in February. Both employees are old time Gulf Staters and are well known in the Texas division.

Mr. Wallace, a native of Knoxville, Tennessee, came to work with our company on May 1, 1912. Prior to this time he had worked for nine years with the S. P. Railroad company. He began working for the local light company, then the Beaumont Electric Light & Power Company, as a driver and lineman's helper. Since that May day in 1912 Mr. Wallace has worked in Beaumont altogether, and spent all that time in the transmission and distribution department. He has served in various capacities in the line department, working as truck driver, groundman and shopman.

Mr. Wallace worked his last day with the company on January 31, but he can still be found most any day down around the distribution building watching whatever work is going on or talking with some of the fellows he has worked with so long.

Miss Seeley came to Texas from Wisconsin, but she was born in Fremont, Nebraska. Before starting out in the utility business she had already had quite a business career, having been a school teacher, a life insurance company bookkeeper, a doctor's secretary, and a clerk in the First National Bank of Alvin. She came with our company on August 8, 1930, as office clerk at Alvin, Texas.

Imogene also spent her entire time with the company in one locality. She is now enjoying her leisure time there too, and her intentions are to do just that for some time, at least they are at the moment.

### HAVE YOU CHECKED YOUR DRIVER'S LICENSE LATELY?

Texas Operator's Licenses expire two years after date of issue. Much time, inconvenience and possible expense can be saved if application for renewal is mailed to Austin before date of expiration.

License renewal forms may be obtained at County Court Houses, City Halls or your nearest fire station.

## HONORED

J. B. (Pat) Bishop, Beaumont sales, has been appointed chairman of the solicitation committee of the Beaumont Chamber of Commerce for 1946. Pat headed this committee in 1945 also.

W. T. (Bill) Buckley, Beaumont accounting was in charge of the scoutmasters' course at the university of scouting held in Beaumont during March. The course was to train more adults for leadership in the Boy Scouts movement.

Fred L. Davis, Port Arthur accounting, was reelected president of the Port Arthur Retail Merchants association for another year at an election held the latter part of February.

J. P. French, Beaumont purchasing, was reelected a member of the board of trustees of the South Park Independent school district in an election held the early part of April.

H. C. LeVois, Port Arthur superintendent of sales, who is the president of the Port Arthur Lions club, was selected by his club as one of the delegates to the Lions International convention to be held in Philadelphia from July 16 to 18.



**Col. J. R. McCann**

John R. McCann, Beaumont accounting, received a present with his discharge early in March, when he was promoted to the rank of full colonel. By virtue of this promotion, McCann becomes the first Gulf Stater to attain this high army rank as a consequence of having served in World War II. Mac is back on the job again after visiting his home town of Rockford, Illinois while on his terminal leave.

John McCann's career with the army goes back to the first world war, in which he served overseas, finally earning the rank of captain. After the war "Cap" continued to be active in the army reserves and when he was called to active duty in the second world war he entered the service as a lieutenant colonel. He was stationed at various camps in the United States during the early part of the war and later was transferred overseas where he was on combat duty until April 1945 when he became ill and was sent back to the states for treatment and convalescence.

Col. McCann has been an employee of the company since 1925, and received his Twenty-Year Service Award at the recent Club meeting in Beaumont.

Treasurer H. V. Faber, Beaumont, chairman of the East Texas Chamber of Commerce committee for the Beaumont Chamber of Commerce has been chosen to head a Beaumont delegation to the annual convention of the East Texas organization to be held in Shreveport April 21 through 23.

## Goodwin Made Texas Farm Representative

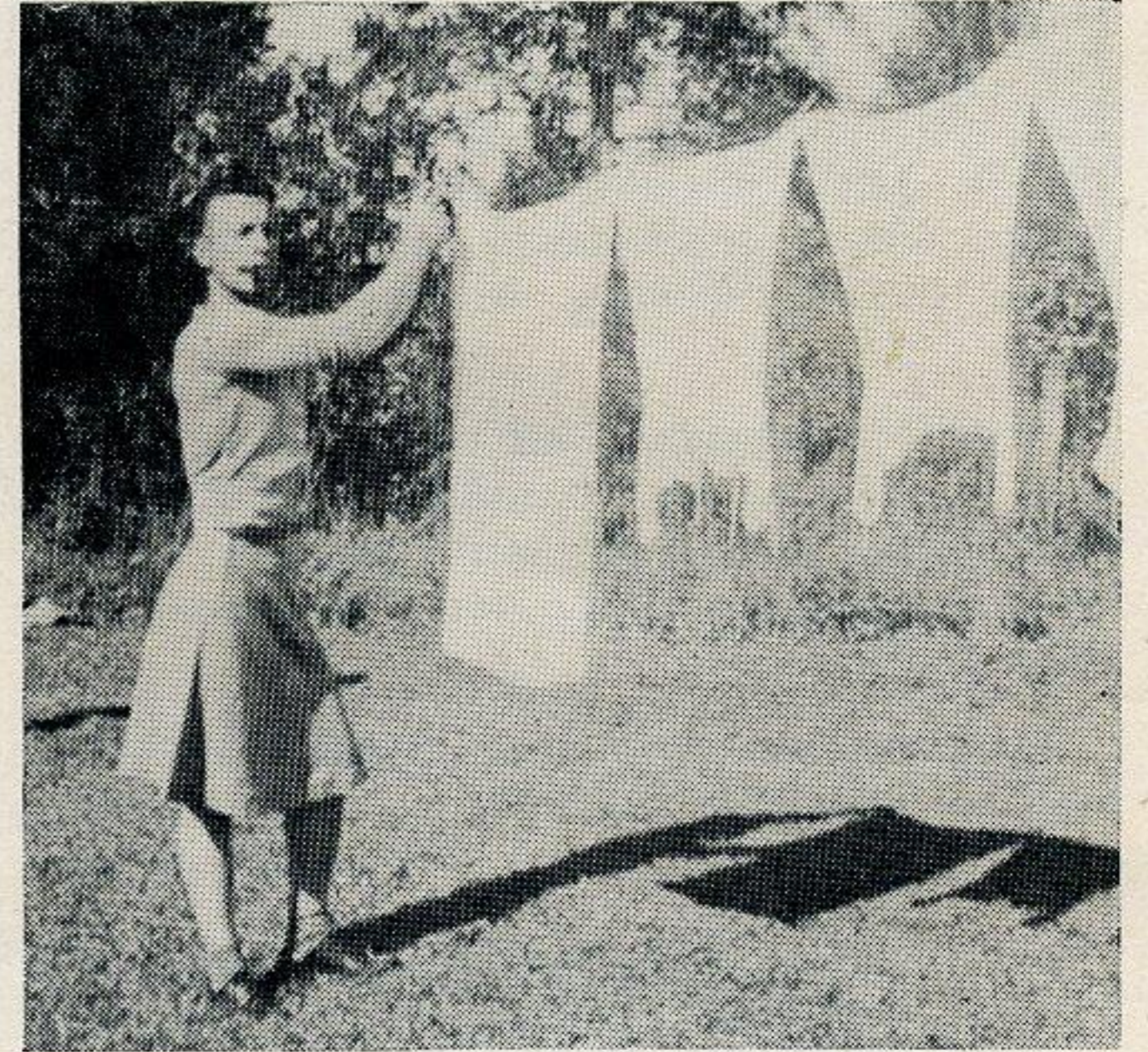
Lamoyne Goodwin, former Lake Charles Power sales engineer, has been appointed to the newly created position of Texas Farm Representative, effective on April 1, it was announced by General Sales Manager L. F. Riegel.



Lamoyne is a long time employee of the company, having begun work with the old Western Public Service Company in 1927 at Navasota, automatically coming into the Gulf States family in 1930 when we took over that utility property. In 1933 he was transferred to Jennings, Louisiana as district representative and in 1937 to Lake Charles in the same capacity. He was promoted to agricultural power sales engineer for the Lake Charles division in 1938, which position he held when he went into the armed service in February 1941. He received his discharge from the army in December 1944, with the rank of Lt. Colonel.

Although Lamoyne's duties begin on April 1, he will attend a six weeks short course on farm electrification at Texas A & M College from April 8 to May 18 and will not get completely situated in Beaumont until about May 20.

The purpose of this new post in the Gulf States organization is to establish a closer relationship between our company and the farmers and ranchers in the service area and offer thereby a specialized service to this important area industry which is rapidly becoming an electrified industry. In this capacity Lamoyne will work closely with the various county farm agents, home demonstration agents and other agricultural representatives throughout our Texas territory.



**WARNING**—Here is what's likely to happen when these family men finally do get their discharges from Uncle Sam. It has happened here, as the above picture of J. W. Billodeaux, Jennings appliance repair, will attest. One of the unanswered questions about the picture is whether J. W. couldn't find any clothes when he doffed his uniform or whether the Mrs. thought this was a good way to keep him from straying too far from home.

This is not, as has been charged, army recruiting propaganda.

Doctor: 'How's the patient this morning?'  
Nurse: 'I think he's regaining consciousness. He tried to blow the foam off his medicine.'



## G.S.U. BUYS NEW POWER PLANT AT LAKE CHARLES

Public announcement of the purchase from the War Assets Administration of the Riverside generating station at Lake Charles by Gulf States Utilities Company was made April 18. The deal for Riverside, which pended for many months, will increase our system generating capacity to 239,920 Kw and puts us in an improved position from a production standpoint in facing the anticipated rapid development of the territory we serve.

The plant, rated at 35,000 kilowatts, was to have been a part of a D.P.C. project for the manufacture of magnesium during the war. However, the plant was about 85% complete when the end of the war put a halt to construction.

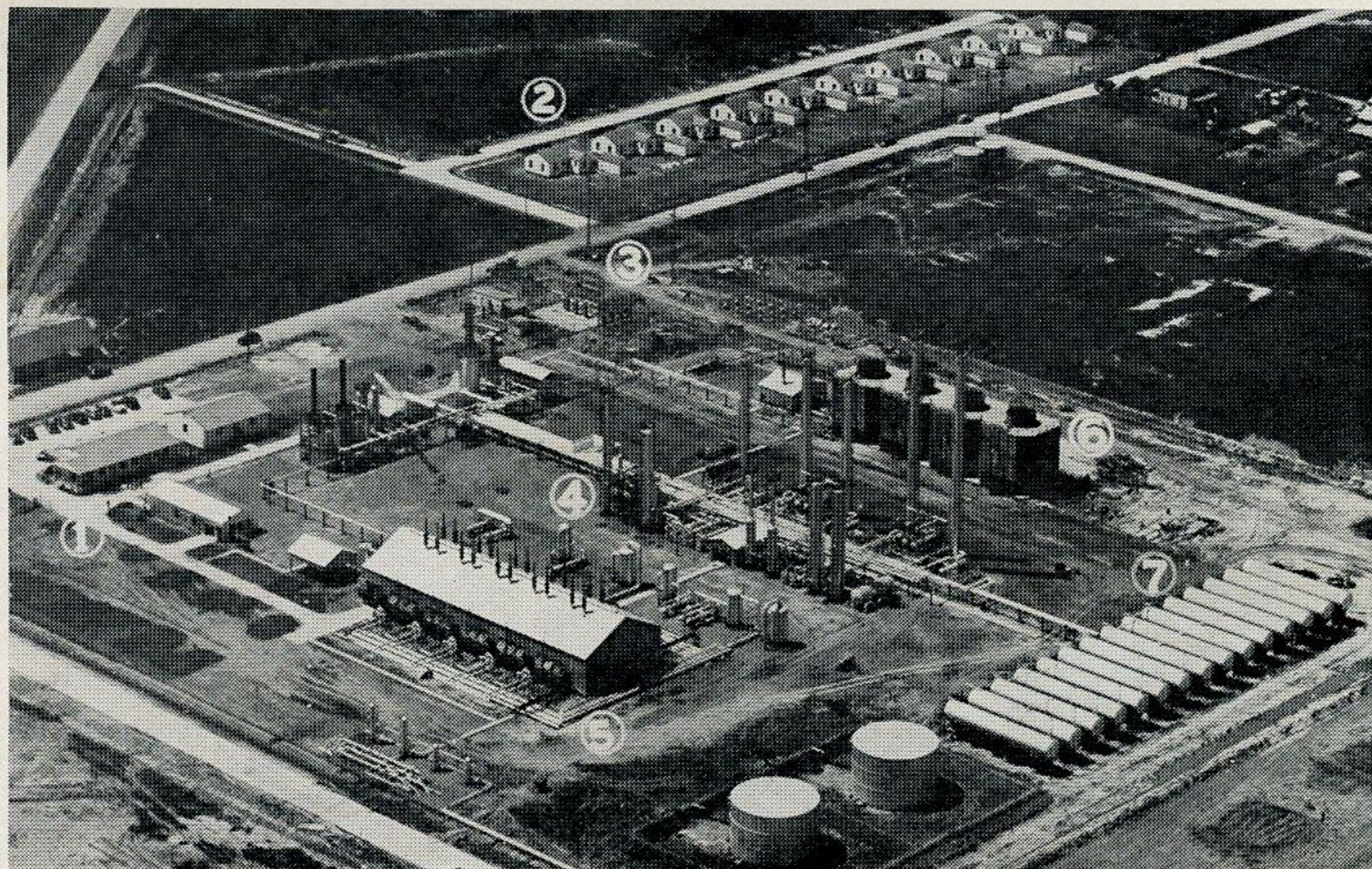
President Nelson says work on the plant will be resumed in the very near future and that we will spend about \$1,000,000 to complete the plant, which cost us \$2,408,126, and to install a substation so that the generator can be tied into the Gulf States transmission system. The whole job, it is estimated, will take about a year.

## McCarthy Celebrates Winnie Gas Plant Formal Opening

On March 6 one of the most significant steps yet made in the Gulf Coast area toward conservation of the section's most important natural resource, oil and gas, was celebrated with the formal opening of the Glenn H. McCarthy gas absorption plant near Winnie, Texas. This four and one-half million dollar plant will utilize dry residue and casinghead gas heretofore burned as waste from the familiar flares seen in every oilfield. The gases are gathered from the nearby Fig Ridge, Fannett and Winnie-Stowell fields and piped through pipe lines also owned by the McCarthy interests to the absorption plant where they are processed into gasoline, propane, ethane, butane, isopentane and dry gas.

The low pressure part of the plant, which can handle up to 30 million cubic feet of casinghead gas daily, will operate at 450 pounds pressure using ten 800 horsepower compressors.

High-pressure gas from condensate wells will be processed through absorbers operating at 850 pounds. Capacity for handling high-



An aerial view of the Glenn H. McCarthy absorption plant at Winnie. Numbers in circles identify: 1. Plant offices; 2. employees camp; 3. Gulf States substation serving the plant; 4. products pumps and equipment, with control room in center; 5. compressor station; 6. cooling towers; and 7. storage tanks. The road in the upper left is the Galveston-Beaumont highway and the road in the lower left is McCarthy's private concrete road to a railroad spur, not shown.

pressure gas will be up to 50 million feet daily.

Equipment in the plant is electrically operated and power for its operation is furnished by and through Gulf States facilities. I. V. Dugas of the power sales department worked with the McCarthy staff in planning the addition of this load to our lines.

The dry gas processed in the absorption plant is distributed through gas lines of the Beaumont Natural Gas Company (also a McCarthy property) to customers in the Beaumont-Port Arthur area, including our Neches power plant, Neches Butane Products Company, and commercial and residential users in the Beaumont area, Port Arthur, and Central Gardens. The gathering and distribution pipe lines involve an additional investment of four and one-half million dollars.

It will be recalled that the rate reductions announced by our company early this year were made possible in part because of lowered operating costs, and these costs were in turn effected materially by the reduction in fuel costs when we became a gas customer of McCarthy's Beaumont Natural Gas Company.

Oddly, McCarthy's important oil strikes have all been in the southeast Texas area, and it is only fitting therefore, that his latest contribution to the development of the Texas oil and gas industry should be situated in this section and dedicated to the conservation of the very resources that made him a millionaire operator. It is also significant that the location of this plant here will add materially to the financial worth of the surrounding area, furnishing additional income to the land owners, and royalty holders providing employment for others and affording additional quantities of cheap fuel gas to established and future industrial concerns.

## Electrical Living In 1946 America

The nation needs seven to ten million housing units within the next ten years, of which about 450,000 units can be erected during 1946;

New and existing homes will require each year about 3,000,000 refrigerators, 800,000 electric ranges, 2,500,000 washing machines, 2,000,000 vacuum cleaners, and 5,000,000 radios;

The "electrical living" business should employ more than 600,000 men and women, not to mention the thousands of others who manufacture materials and parts for appliances, radios, and other equipment;

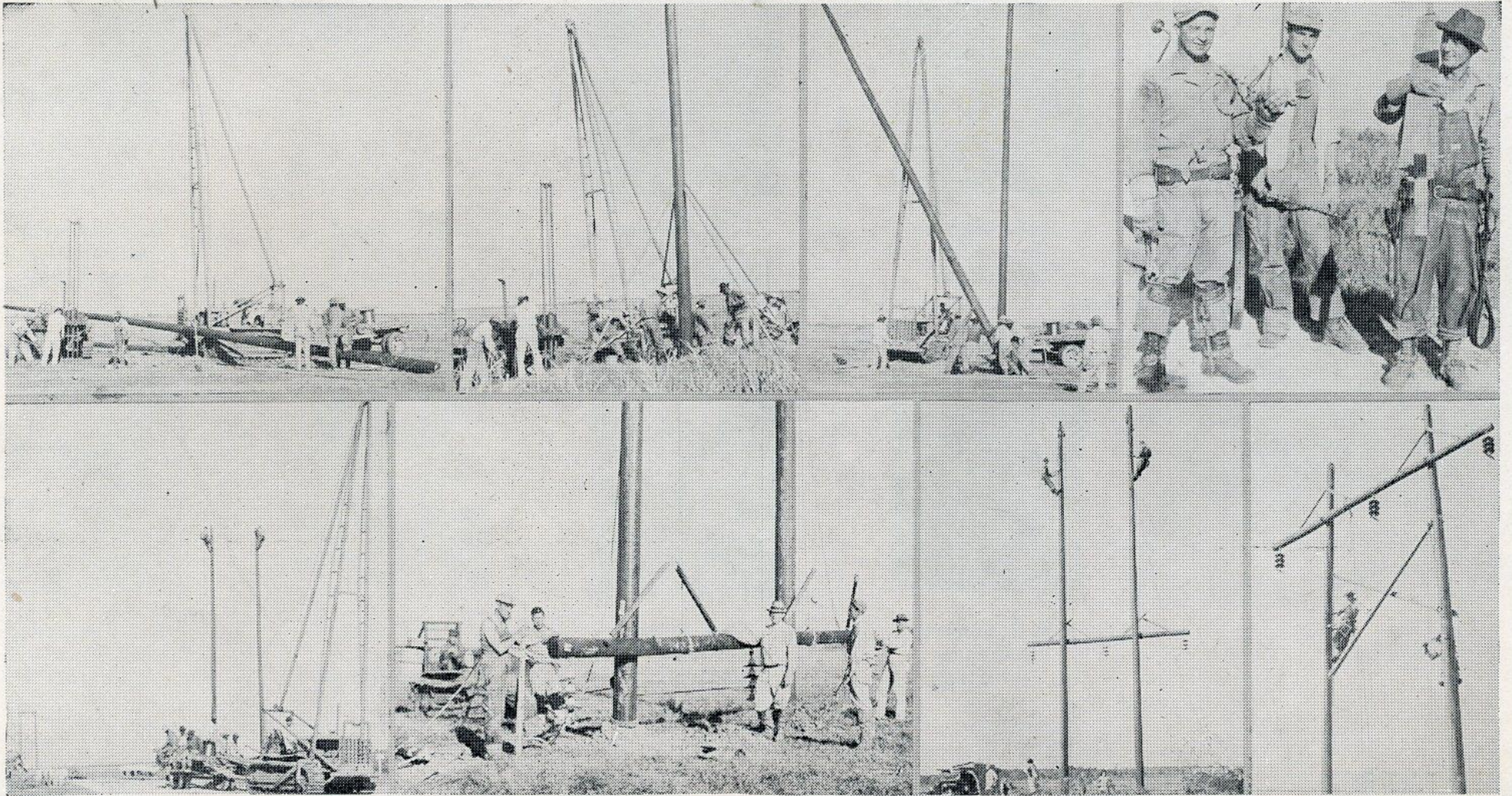
About 95 percent of American homes today are inadequately wired, and with the number of electrical appliances used by the housewife on the increase, the need for wiring systems capable of carrying the greater load becomes urgent;

The use of electricity has doubled in the ten years, 1935-45, while the unit cost of electricity has been cut just about in half, and that if this rate of growth continues, the use of electricity will again double itself by 1955.



Caught by the cameraman at the McCarthy absorption plant opening ceremonies held March 6 were, left to right, President Roy Nelson, Gulf States; Glenn H. McCarthy; Colonel Ernest O. Thompson, Texas Railroad Commissioner; and J. M. Sappington, McCarthy plant manager.

# GULF STATES BUILDS NEW HILINE TO WINNIE AREA



The above pictures, taken during construction of the Beaumont-Winnie hi-line, show the various steps necessary to erect one of the H-frame structures on this new line. Beginning with the top strip, from left to right, scene No. 1 shows the tractor hole digger, on extreme left, boring one of the H-frame holes, while an A-frame on the other tractor lifts the 60' pole preparatory to placing it in an adjacent hole already dug. Scene 2 shows the pole in place, with crew members tamping it in. No. 3 shows the second pole of the structure going into the hole. In No. 4, line crew members Ray Bacon, W. L. Williams and C. P. (Red) Jordan, with X-brace template on shoulder, are getting ready to go to work on the two newly set poles. Scene 5 shows Bacon and Jordan atop the poles, fixing the block and dragline necessary to raise the crossarm to position near the top of the structure. In No. 6 crew members Williams, Joe Carter, John Abernathy (line foreman), H. C. Dunn and Willie Trahan prepare the crossarm for raising, which in the next scene is on its way up. The last picture shows the crossarm in place with Jordan and Bacon in the process of placing the X-braces on the poles, after which the particular H-frame structure is completed.

Gulf States' biggest post-war line construction job, which is to serve an estimated 1000 kilowatt load to be used at the recently completed Glenn McCarthy gas absorption plant near Winnie, is fast nearing completion. The project covers the installation of approximately 26 miles of new 33 kv suspension, H-frame X braced type line from the Yankee Doodle substation in Beaumont to the Jefferson-Chambers county line, a short distance beyond the McCarthy plant. When completed it will supplant the old 33 kv single pole pin type line No. 62 which has served the Winnie-High Island for the past 15 years.

The McCarthy plant, which is not yet in full operation is presently being served through existing facilities which have been temporarily improved to handle the added load.

The first two miles of line, from Yankee-Doodle to the Neches-Dayton line No. 66, will be double circuited with the Yankee Doodle-Kolbs line No. 1; then, utilizing our Neches-Dayton right of way a new H-Frame line will be erected for a distance of 3.2 miles, intersecting with existing line No. 62; from this point a new H-Frame line will be constructed parallel to the old line No. 62 the remaining 21 miles to the Jefferson-Chambers county line. A single pole suspension type tap line one mile in length has already been installed from Line 62 south to the McCarthy plant where a new 1500 kva 33/2.3 kv substation has been erected. Old line No. 62 will be dismantled and removed when the new line has been completed.

It was necessary to replace the existing line to a point in the vicinity of the new gas plant due to the lack of sufficient capacity

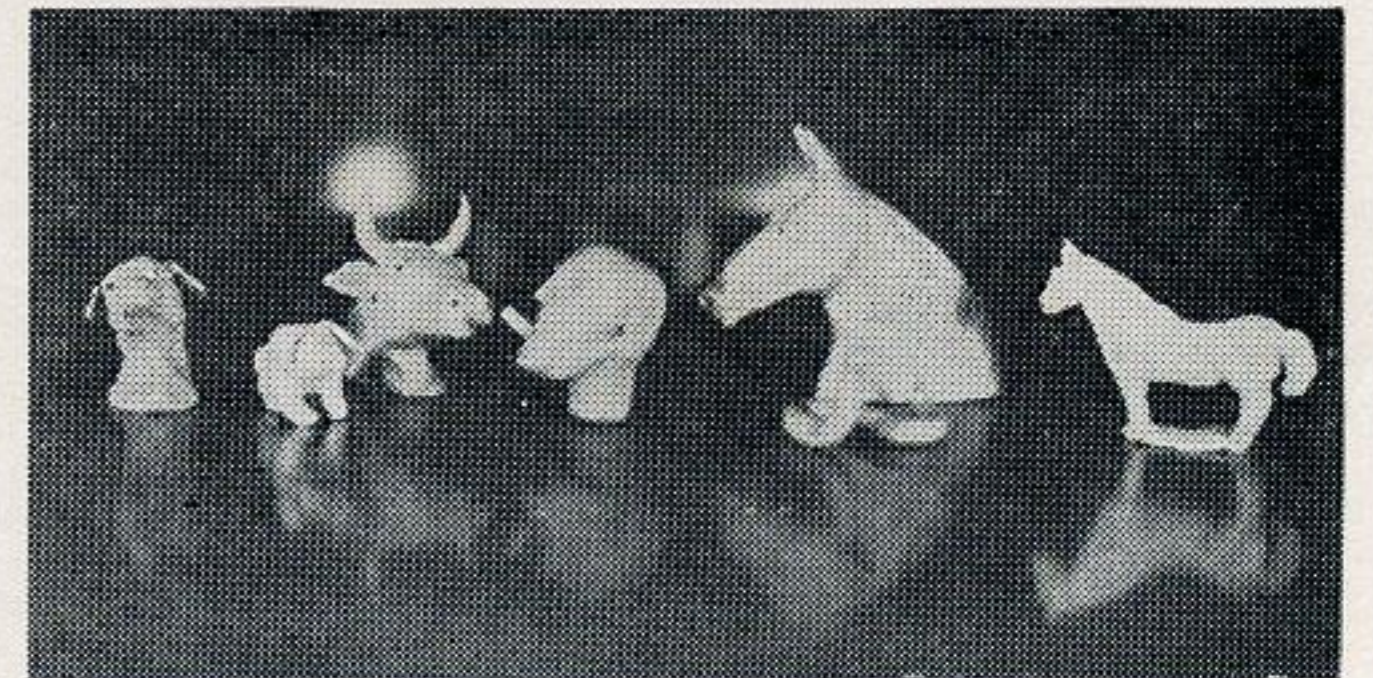
in the old line and also because the characteristics of this line make it very susceptible to the high winds and frequent electrical storms incident to this particular area. The new line is engineered to anticipate the steadily increasing load growth in the Winnie-High Island section, with a maximum of protection from interference or outages to these loads served over this line. The line is spaced for 66 kv operation with the angles insulated for 66 kv and the tangent structures insulated for 33 kv operation.

## DEEP MUD HANDICAPS CONSTRUCTION

The new H-Frame line, which is approximately 85% complete, has been delayed in construction, first due to critical materials shortages, and lately to extremely bad weather conditions. Because of the deep mud existing along the right of way, it has been necessary to use tractors to haul equipment and materials usually handled by trucks, and in some instances, especially in the rice fields, the line equipment installed on trucks has not been available when needed. One instance was reported where a lineman who stood too long in one place became mired in the mud until he was unable to extricate himself and had to be pulled out by fellow workmen. With the advent of sunnier weather, however, work is expected to proceed at a faster pace, and unless unforeseen difficulties are encountered the line will be finished within the next four to six weeks.

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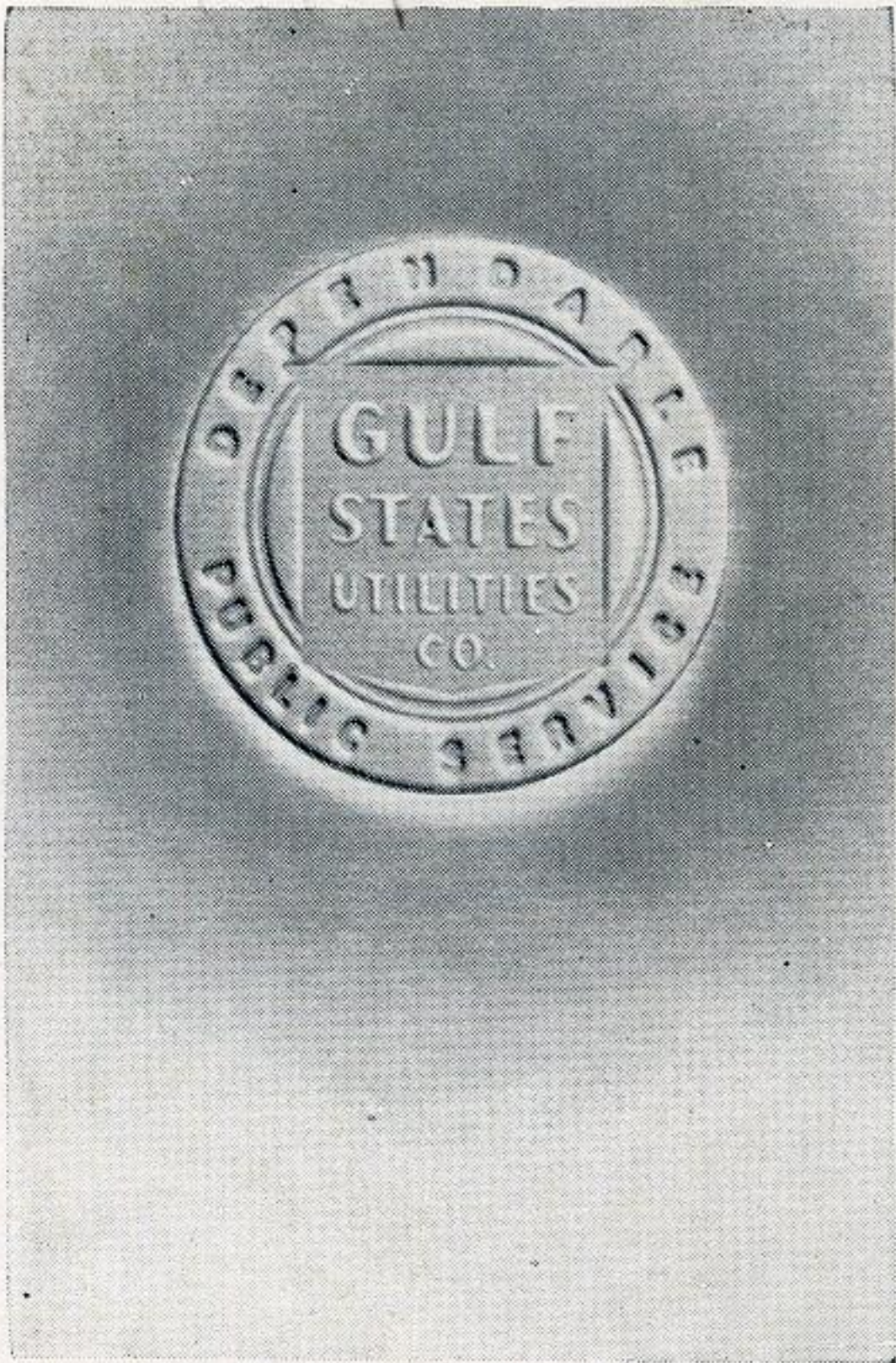
There's a switch in the modern home to control everything but the children.



*Objects de art created by our own Charlie Ingraham on his first attempt at making clay models. The clay used was a ten cent box of childrens molding clay.*

Last Christmas, at the Beaumont engineering department party, Santa Claus brought Charlie Ingraham, system metering engineer, a small box of molding clay — not with the thought that Charlie could put it to any good use, but just as a joke. Charlie took it home and carelessly tossed it aside for the moment and there it lay until recently when he ran across it while whiling away a rainy week-end at home.

He decided to try his hand at making a few clay models, which he did with quite an artistic touch as the accompanying picture will attest. Charlie is an old farm boy and still has a yen for horses and animals which accounts for most of the subjects being horses and such. The one object that isn't a farm animal is supposed to be Charlie's fellow worker, George Morgan, who is an electrical engineer.



**L. G. Maher**  
Accounting  
Beaumont



**L. W. Brooks**  
Legal  
Baton Rouge



**J. W. Baird**  
Production  
Beaumont



**E. A. Ackoury**  
Accounting  
Baton Rouge



**R. S. Burges**  
Production  
Beaumont



**C. V. Porter**  
Legal  
Baton Rouge



**H. C. Hall**  
Accounting  
Baton Rouge



**H. T. Schroeder**  
Production  
Conroe



**H. P. Robichau**  
Accounting  
Beaumont



**H. E. Brown**  
Distribution  
Lake Charles



**P. G. Simon**  
Engineering  
Beaumont



**R. J. Orrick**  
Purchasing  
Beaumont



**R. W. Matulik**  
Distribution  
Port Arthur



**W. H. Stoever**  
Distribution  
Port Arthur



**J. B. Morrison**  
Distribution  
Beaumont



**L. C. Pace**  
Production  
Beaumont



**K. E. Sutton**  
Advertising  
Beaumont



**R. W. Sherwood**  
Engineering  
Beaumont



**W. L. Jones**  
Production  
Baton Rouge



**Marcia B. Hammond**  
Accounting  
Baton Rouge



**J. R. McCann**  
Accounting  
Beaumont



**C. R. Goodman**  
Engineering  
Beaumont



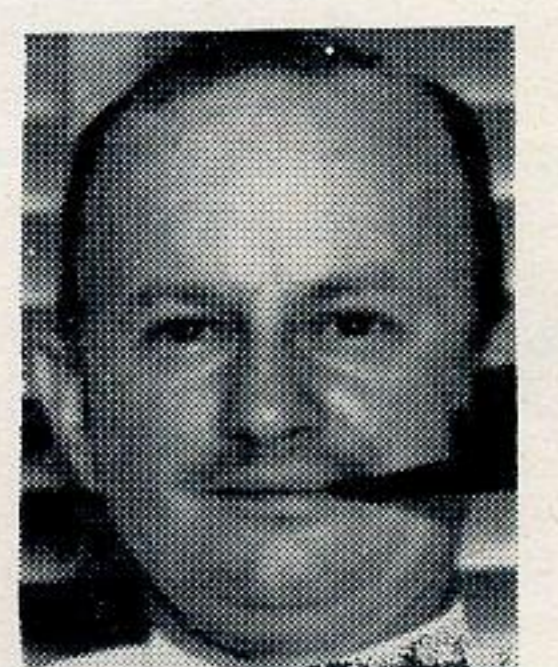
**O. K. Beard**  
Engineering  
Beaumont



**A. R. Roussel**  
Production  
Baton Rouge



**A. G. Mashburn**  
Distribution  
Beaumont



**L. M. Welch**  
Superintendent  
Conroe



**S. F. Kleinpeter**  
Distribution  
Baton Rouge



**R. W. Dunham**  
Accounting  
Beaumont



**W. H. Caswell**  
Accounting  
Beaumont



**J. F. Delage**  
Engineering  
Beaumont



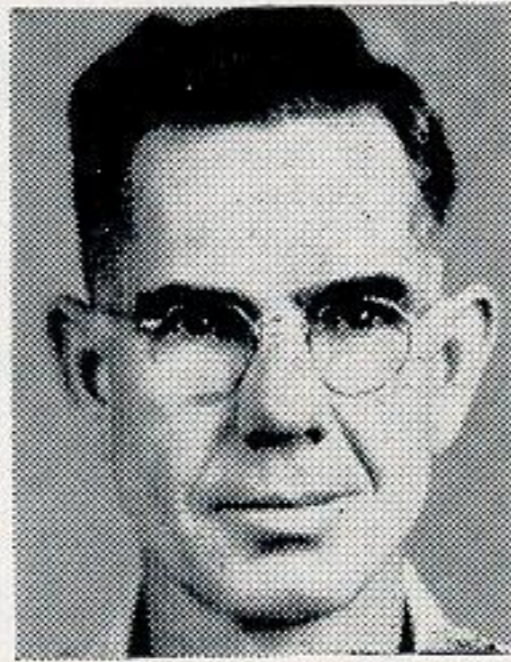
**F. M. Peveto**  
Distribution  
Port Arthur



**T. E. Hensley**  
Production  
Beaumont



**R. E. Cargill**  
Distribution  
Beaumont



**E. B. Williams**  
Production  
Huntsville



**H. J. Ripple**  
Distribution  
Baton Rouge



**H. P. Lindee, Jr.**  
Accounting  
Baton Rouge



**C. W. Weems**  
Distribution  
Lake Charles



**G. W. Hall**  
Distribution  
New Iberia



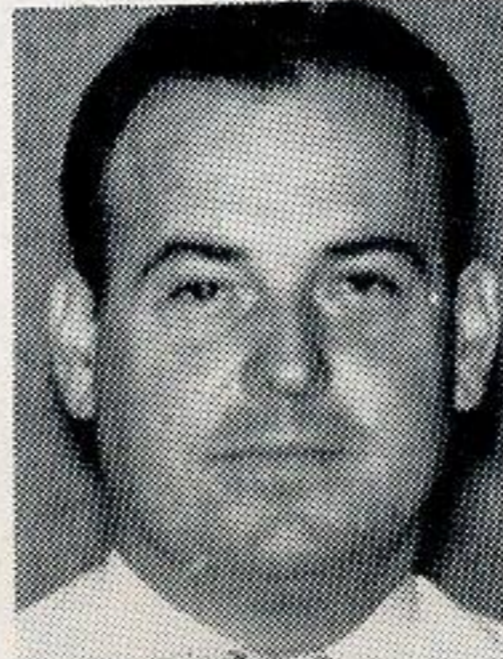
**W. B. Ewing**  
Distribution  
Beaumont



**A. T. Holley**  
Sales  
Navasota



**B. B. Taylor**  
Legal  
Baton Rouge



**J. P. Pevoto**  
Accounting  
Orange



**R. C. Perdue**  
Production  
Beaumont



**P. R. Dupuy**  
Sales  
Baton Rouge



**Sibyl Duke**  
Stenographic  
Beaumont



**J. D. Behrens**  
Accounting  
Baton Rouge



**C. Arisco**  
Production  
Port Arthur



**C. H. Otis**  
Production  
Orange



**B. H. Cager**  
Distribution  
Beaumont



**H. S. Charlton**  
Accounting  
Baton Rouge

# 20 YEAR

## SERVICE CLUB MEMBERS

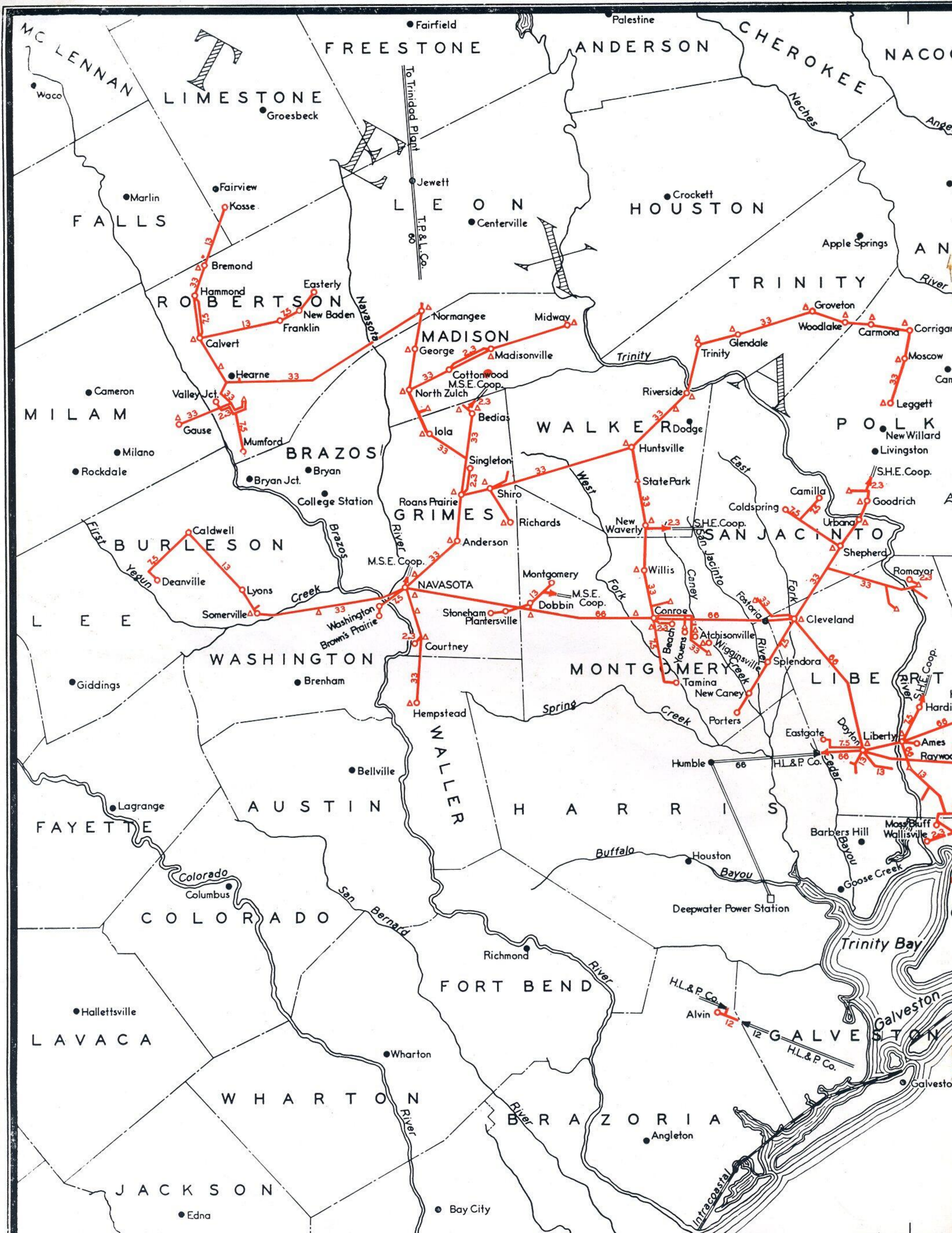
### FOR 1945

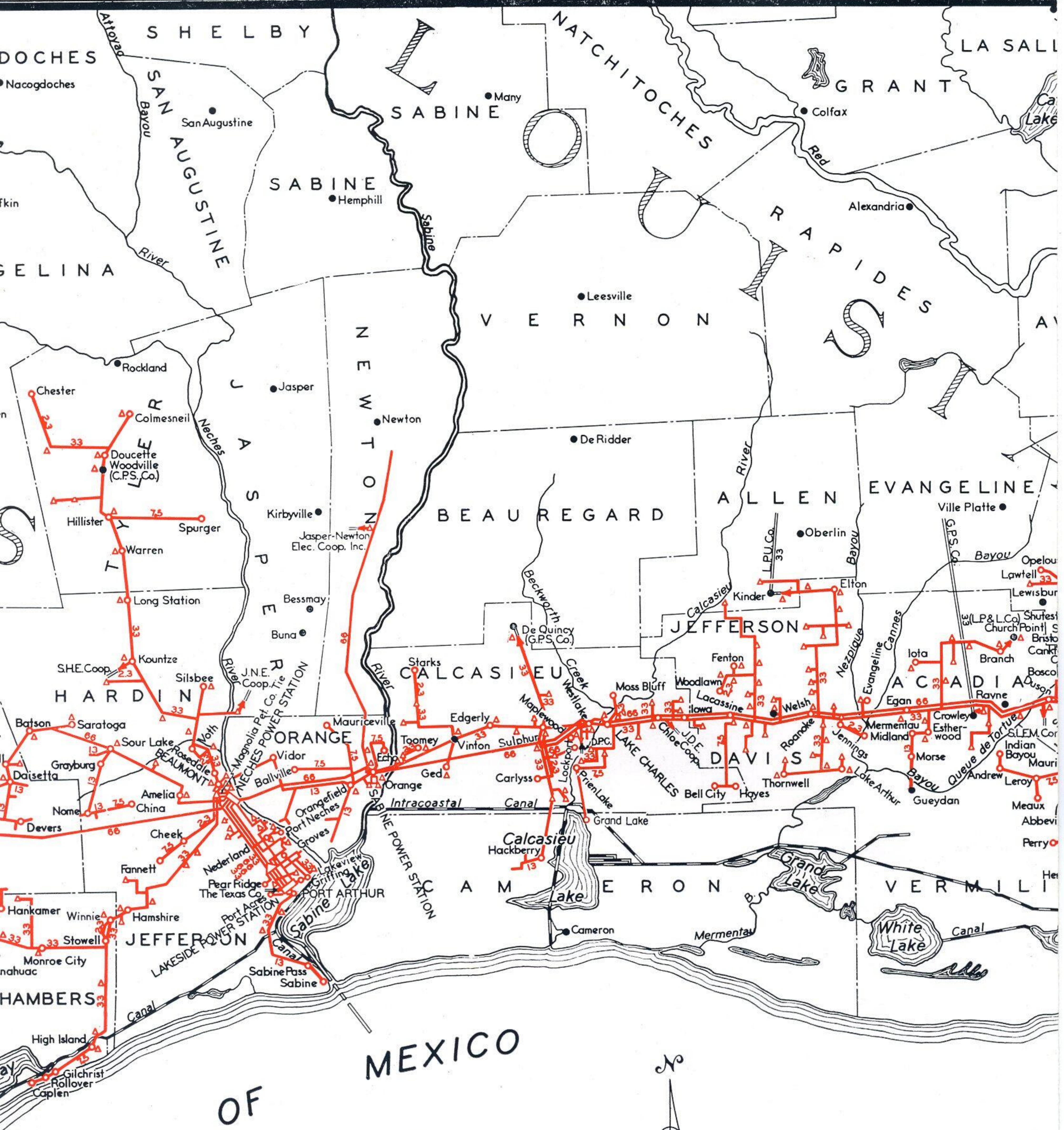


**K. Sonnier**  
Production  
Orange










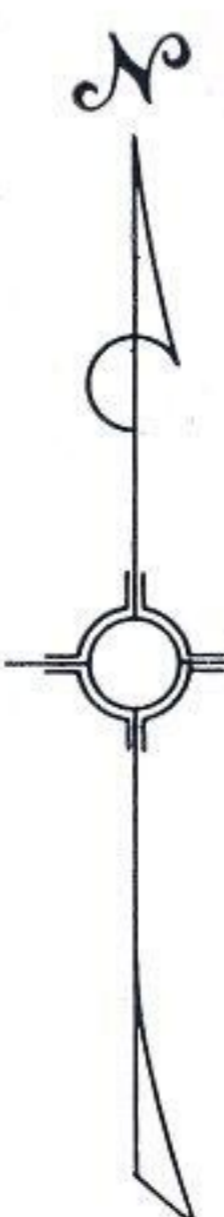
**J. B. Crapp**  
Meter  
Navasota





**LEGEND**

-  SUBSTATIONS - 66 & 33 KV.
-  GENERATING STATIONS
-  COMMUNITIES SERVED BY G.S.U. CO.
-  TRANSMISSION OR DISTRIBUTION LINES  
VOLTAGE IN THOUSANDS INDICATED
-  TIE FOR THE SALE OF POWER TO FOREIGN COMPANY
-  TIE FOR THE PURCHASE OF POWER FROM FOREIGN COMPANY
-  TIE FOR THE INTERCHANGE OF POWER WITH FOREIGN COMPANY

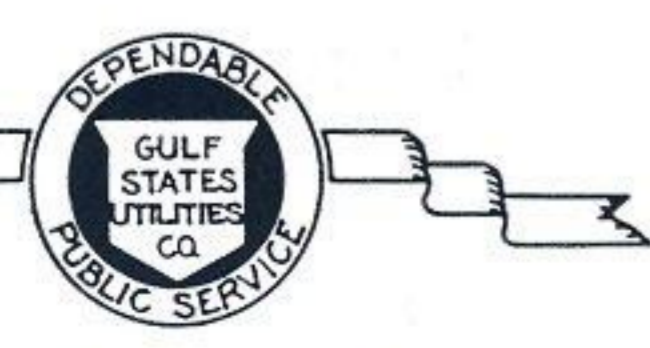


GULF

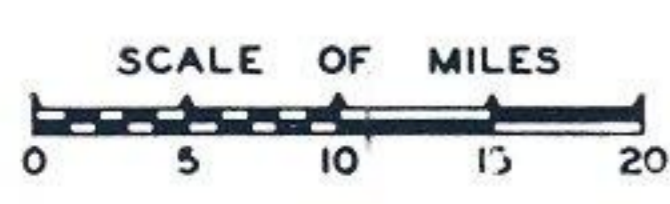
OF

MEXICO

G

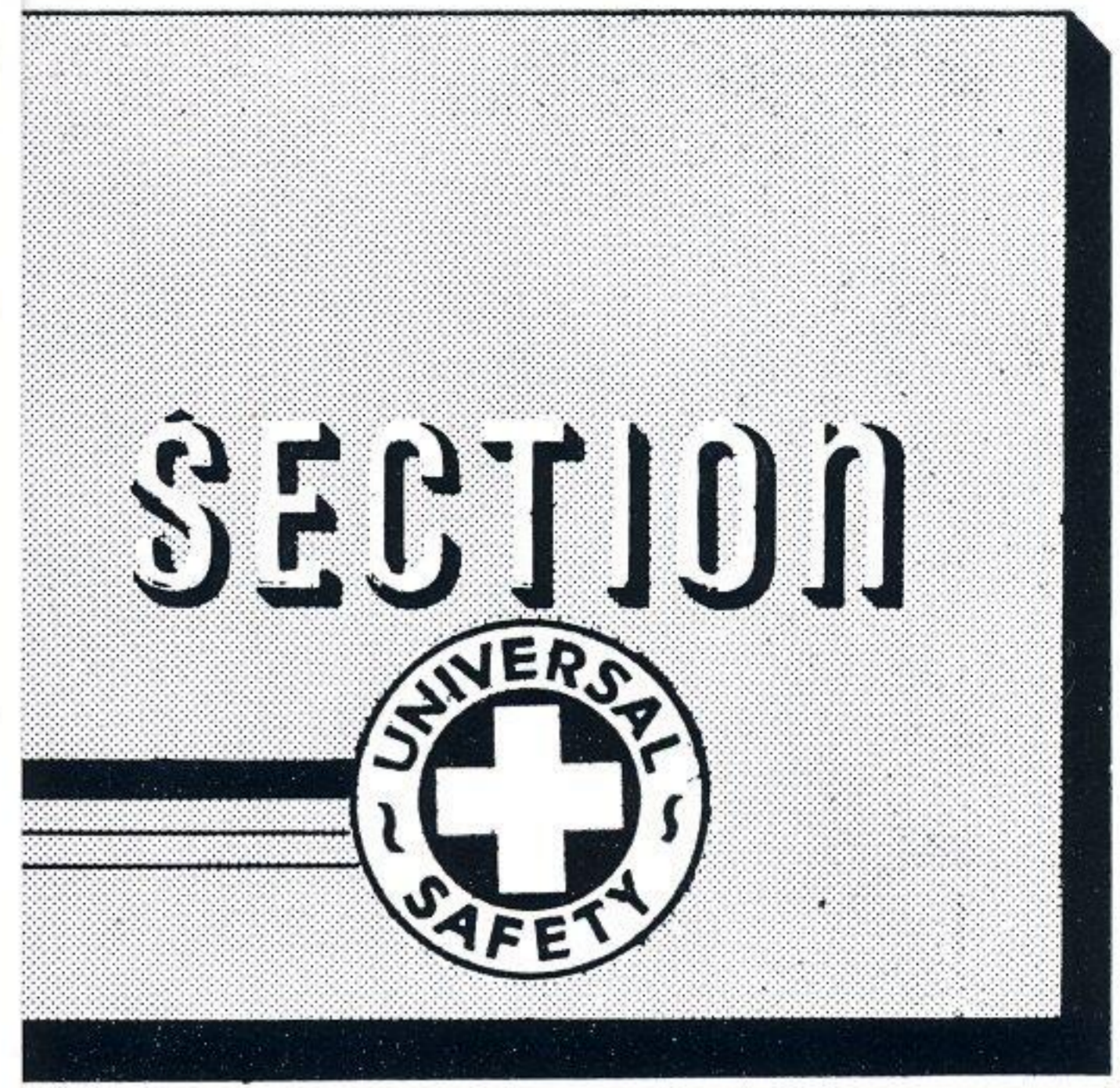


TRANSMISSION SYSTEM  
OF THE  
GULF STATES UTILITIES COMPANY



December 31 1945

X-4000



## What Do You Put It?

Insecticide which saved our GI Joes from typhus, and other dangerous ailments is now being used on the home front. In science circles DDT has the name, dichloro-diphenyl-trichloroethane. It is made from a coal tar product, and is not flammable, if properly handled. It is not a repellent, it will alight again and again on a treated surface, in spite of the fact that it is not soluble in water, so it is mixed with a solvent and sprayed on walls, ceilings and other surfaces where insects abide. Simple precautions for

its use: Mouth and nose should be covered with a type of protective device, to prevent inhalation of the spray.

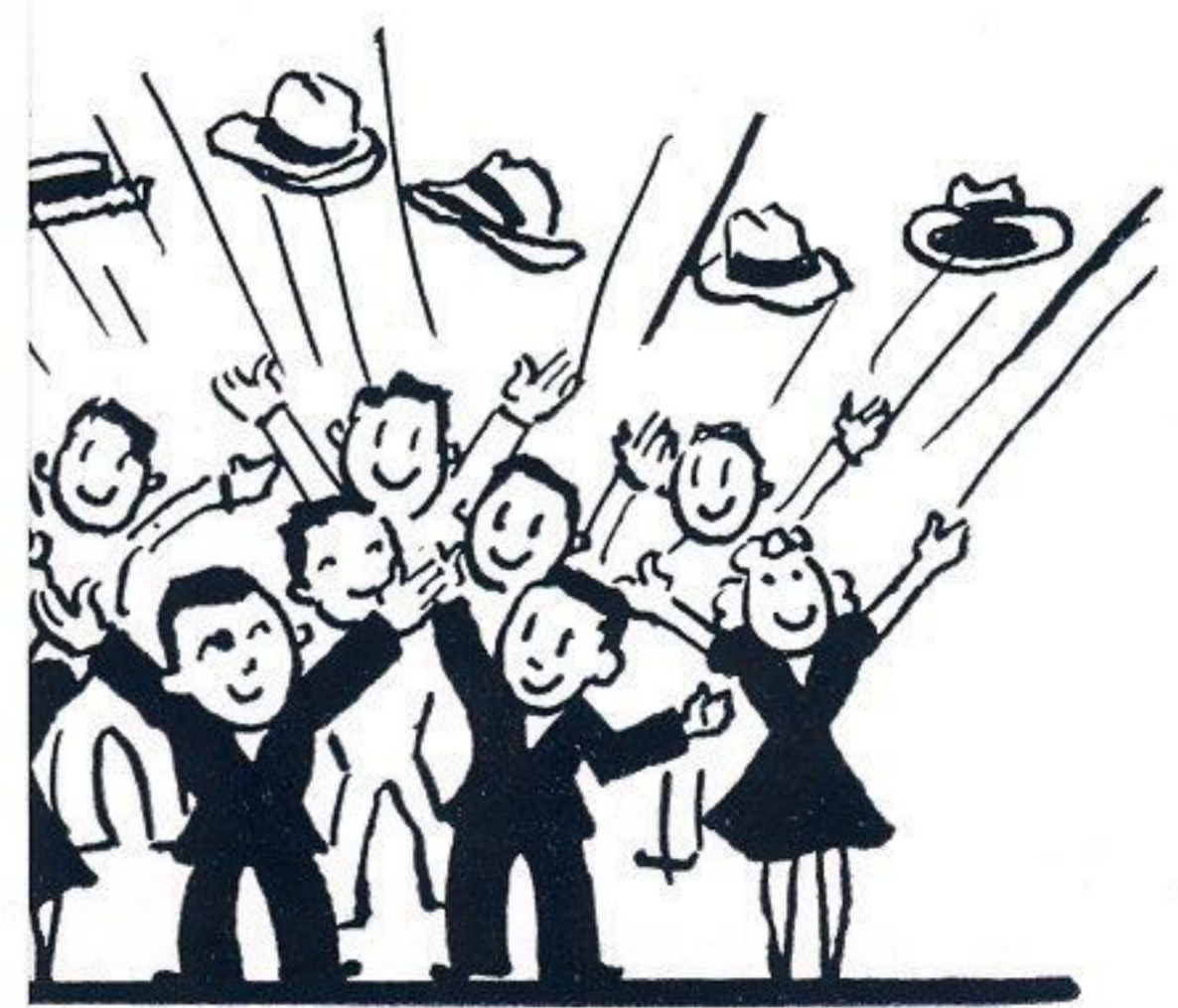
DDT should be kept rolled down and gloves worn to prevent coming into contact with the skin.

DDT should be frequently and thoroughly washed in soap and water during spraying progresses, in order to eliminate any DDT that has penetrated the outer clothing.

DDT should be kept out of drinking facilities, and removed from the room.

DDT, when properly sprayed on building surfaces, will not wash off, and, it is claimed, will retain its potency for years. As we have pointed out, care must be exercised during the application.

Safety News  
West Penn Power Company



## HATS OFF

Port Archa is the winner of the Safety plaque for the year by virtue of scoring a perfect record. Port Archa. Lake Charles Division 3rd place. Navasota Division 5th place.

Plain Talks



# HEALTH AND SAFETY SECTION



## PAT MADIGAN NEW SAFETY DEPARTMENT ADDITION



Pictured above is E. P. "Pat" Madigan, Assistant Safety Director—System.

Pat will be located in Baton Rouge with an office in the Government Street building. He will help with the general accident prevention program, and direct most of his time to the production department, plants, shops and garages.

Pat is an old-timer in the Gulf States organization, having 22 years service, most of which has been at Louisiana Steam Plant. His work there was in the various departments, which gives him wide experience in plant safety.

The U. S. Army had the use of Pat's services during the recent war. He attained the rank of Major. He is married and has one son who was recently released from the Navy.

We welcome Pat back from the Armed Services and into his new job.

## IDEA FOR THIS WEEKEND

Spring clean the bathroom medicine cabinet. Discard bottles and jars whose contents have lost their potency or their appeal for you. "Poisons" should be clearly labelled and put well out of reach of youngsters, with a rubber band around each to give your fingers warning if you snatch the wrong thing in a hurry.

## DDT — What Do You Know About It?

The magical insecticide which saved our GI Joes from typhus, malaria, yellow fever and other dangerous ailments is now being used to kill insects on the home front. In science circles DDT has a jaw-breaker of a name, dichloro-diphenyl-trichloroethane. It is a synthetic insecticide made from a coal tar product, and is not harmful to human beings, if properly handled. It is not a repellent, so that an insect will alight again and again on a treated surface, until it absorbs enough of the poison to kill it. The compound, a nerve poison, is not soluble in water, so it is mixed with a substance which can be dissolved and sprayed on walls, ceilings and floors of rooms where insects abide. Simple precautions for the use of DDT are:

(1) The sprayer's mouth and nose should be covered with a respirator, or other type of protective device, to prevent inhalation of the atomized liquid.

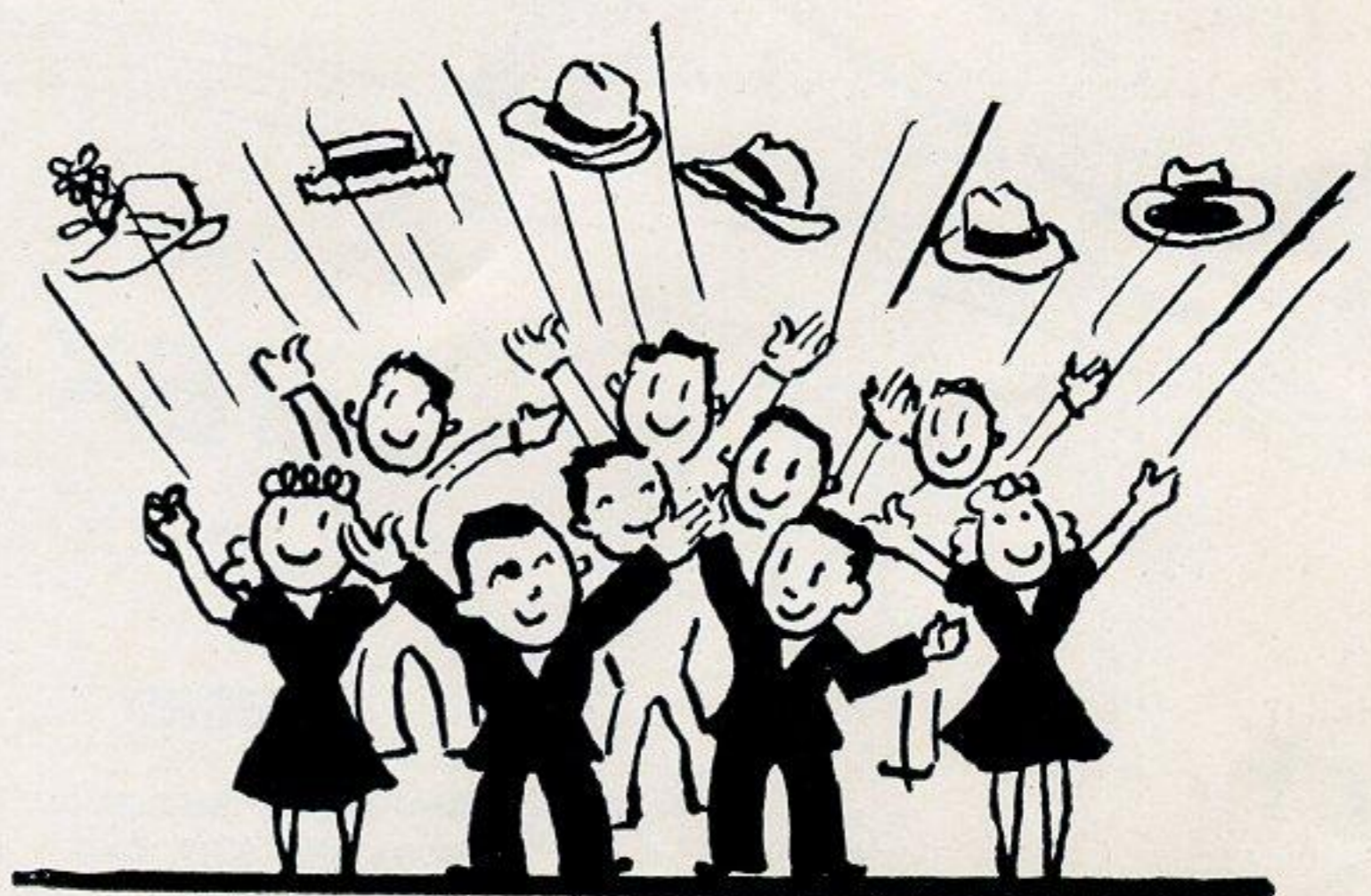
(2) Sleeves should be kept rolled down and gloves worn to prevent the liquid from coming into contact with the skin.

(3) Skin should be frequently and thoroughly washed in soap and water as the spraying progresses, in order to eliminate any liquid that may have penetrated the outer clothing.

(4) The sprayed liquid should be kept out of drinking facilities, and food should be removed from the room.

The formula, when properly sprayed on building surfaces, will exterminate insects, and, it is claimed, will retain its potency for several months. But, as we have pointed out, care must be exercised by the sprayer during the application.

Safety News  
West Penn Power Company



## HATS OFF

Baton Rouge Division is the winner of the Safety plaque for the first quarter of 1946 by virtue of scoring a perfect record. Port Arthur Division 2nd place. Lake Charles Division 3rd place. Navasota Division 4th place. Beaumont Division 5th place.



**DO YOU KNOW ENOUGH ABOUT DRIVING???**

1. Most automobile skids are the result of (a) fate and cannot be prevented (b) too much snow or ice on road (c) overinflated tires (d) driving too fast for the road conditions.

2. If a trolley is discharging passengers where there is no safety zone and you drive up from behind the street-car, you should (a) pass to the left (b) sound horn and pass slowly on right (c) stop back of the nearest door of the trolley car.

3. When you descend a steep hill, the ignition switch should be cut off to increase the braking effect of the engine (a) True (b) False.

4. Although automobiles are built today to run at high speeds, it still costs more to drive at 50 mph than at 35 mph (a) True (b) False.

5. If your right wheels get on a rough shoulder of the road, you should first (a) turn the steering wheel quickly to get back on the road (b) steer straight and slow down gradually (c) slam on the brakes (d) speed up.

6. When meeting glaring lights at night it is best to (a) look straight ahead (b) close the eyes for a second (c) watch the right shoulder of the road (d) look directly at the approaching lights.

7. You are driving on a snow-covered road and have to make a quick stop. The best way is to (a) slam on the brakes hard (b) roll down the window and signal (c) turn off the ignition and apply hand brake (d) pump the brake pedal.

8. It requires the same distance to slow down from 60 mph to 50 as from 40 to 30. (a) True (b) False.

9. In bringing a vehicle to a complete non-emergency stop from a speed in excess of 30 mph, you should depress the (a) clutch and brake pedals at the same time (b) clutch pedal first and then the brake pedal (c) brake pedal only (d) brake pedal first and the clutch pedal later.

10. When driving in a fog at night, you will obtain the best visibility by using (a) the upper headlight beam (b) the lower, or passing, headlight beam (c) the parking lights (d) no lights at all.

11. The oil gauge indicates (a) the amount of reserve oil (b) the pressure at which the oil pump is pumping oil (c) how much oil is in the transmission (d) the viscosity of the oil in the engine.

12. Generally the safest drivers are those who (a) have the best vision (b) have the quickest reaction time (c) do the most driving (d) adjust their driving to conditions they find.

13. Holding your left foot on the clutch pedal while driving is known as "riding the clutch" and results in (a) excessive clutch wear (b) the rear wheels turning slower (c) more control over the car (d) easier gear shifting.

14. Which is the most dangerous place to pass? (a) just before reaching a hillcrest (b) just over a hillcrest (c) going downhill 150 feet beyond a hillcrest (d) at the bottom of a hill.

15. Who has the right of way if you are approaching an intersection where there is no traffic light or officer and a pedestrian is in the crosswalk? (a) you have (b) the pedestrian has (c) you have if you sound your horn (d) neither has.

This Driver Information Test is condensed from one prepared by the Office of the Quartermaster General, U. S. Army.

**Cancer Struck All Three**



© Memorial Cancer Center

Between the ages of 5 and 19 years, cancer kills more children than all of the following diseases combined: Scarlet Fever, Infantile Paralysis, Typhoid Fever, Meningitis, Peritonitis, Diphtheria, Dysentery, Diarrhea and Malaria.

The American Cancer Society states that, contrary to common misconception, cancer is not solely a disease of middle or old age. Guard those you love from this scourge of childhood.

13. (a) ; 14. (a) ; 15. (b) .  
7. (d) ; 8. (b) ; 9. (d) ; 10. (b) ; 11. (b) ; 12. (d) ;  
1. (d) ; 2. (c) ; 3. (b) ; 4. (a) ; 5. (b) ; 6. (c) ;

**ANSWERS TO DRIVING QUESTIONNAIRE**

See you next issue.

*Jack Shiner*  
*Pat Madigan*

# OF INTEREST TO THE GALS

## Staff Additions Made To Home Service Dept.

### Salads For Spring

On warm spring days when your appetite needs a little "pick up" a cool, palate and eye pleasing salad is the one item that fills the bill. Having in mind the one thought of giving you a lift with your summer meal planning Grace Brooks, our Beaumont home service advisor has prepared several spring salad recipes that will be the delight of your luncheon or dinner. Here they are:

#### SPRING SALADS

##### BEEF LUNCHEON SALAD

1 pkg. lemon jello	1 1/2 cups diced cooked
1 pt. hot water	or canned beets
3 tbsps. vinegar	1 1/2 cups shredded
1 1/2 tsps. salt	cabbage
1/2 tsp. grated onion	1/4 cup diced green pepper

Dissolve jello in hot water. Add vinegar and 1 tsp. salt. Chill until slightly thickened. Season vegetables with 1/2 tsp. salt. Add onion. Fold into slightly thickened jello. Turn into oiled muffin pans or mould. Chill until firm. Serve on lettuce. Garnish with mayonnaise and slices of hard boiled eggs or stuffed eggs. Serves 8.

##### WILTED LETTUCE

Wash the leaves of fresh garden lettuce and shake off excess water. Leave whole or cut. Sprinkle with salt and pepper to taste and wilt with hot dressing. Serve hot.

##### DRESSING FOR WILTED LETTUCE

4 to 6 strips bacon	2 tsps. sugar
1/2 cup vinegar	2 hard boiled eggs,
1/2 tsp. salt	chopped

Cut bacon into small pieces and fry until crisp. Into this pour vinegar, salt and sugar. Heat to boiling point. Add chopped eggs to lettuce and pour over dressing. Serves 6.

##### FRUIT PLATE OR SALAD

Sliced pineapple	Thin slices of apple
Peach halves	with peeling
Orange sections	Grapefruit sections

Use any fruit you have available and serve cold on lettuce. Top with sherbet or fruit salad dressing.

##### FRUIT SALAD DRESSING

3 tbsps. lemon juice	1/4 cup boiling water
3 tbsps. orange juice	2 tbsps. cornstarch
6 tbsps. pineapple juice	1/2 cup sugar
	2 eggs

Mix dry ingredients. Add fruit juice and water slowly. Cook on Low heat. 15 minutes. Pour mixture very slowly over slightly beaten eggs. Reheat and add 1/2 tsp. salt. Thin with whipped cream if desired. Serve with fresh fruits.

##### GREEN BEAN SALAD

Split or leave whole 1 lb. tender green beans. Steam in 1/2 cup water, 1 tsp. salt 20-30 minutes. Drain. While hot add French dressing, minced white onion, finely chopped celery. Chill.

##### FRENCH DRESSING

5 tbsps. salad oil	1 tsp. lemon juice
	1 tbsps. vinegar

Use little bean juice to thicken. Add salt and pepper to taste and paprika. Rub garlic around cup before making dressing, if desired.

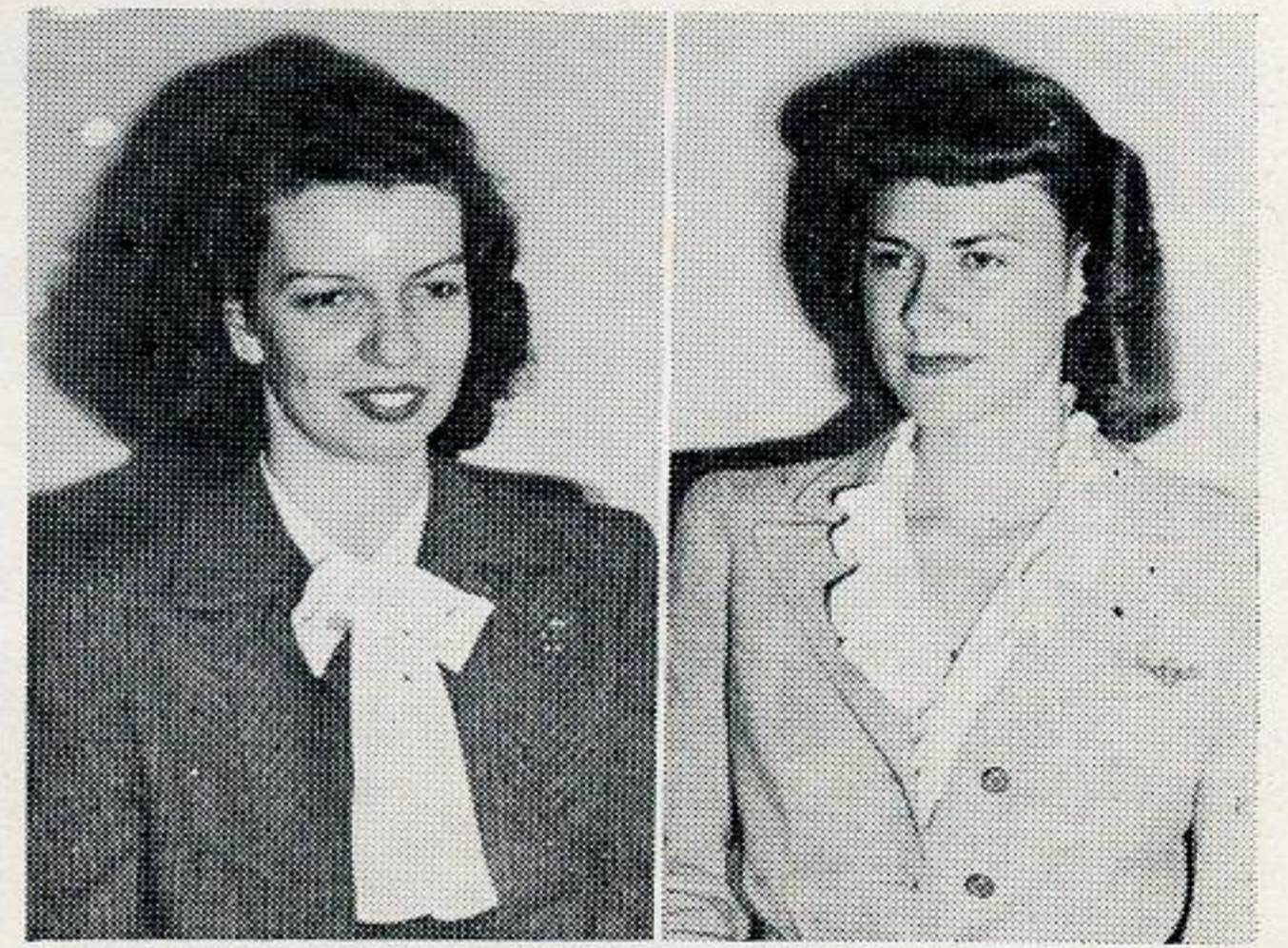
### Home Service Advisors Plan For More Work

Members of the home service department met at the Reddy Kilowatt cottage on March 28 and 29 to map out and discuss a system-wide plan for activities of home service advisors during the remainder of 1946. The plans, states Director Leonora O'Neal, include an expanded and intensified program of operations for the staff, which has been augmented to carry out the increased activities proposed.

An outline of the major home service activities proposed for 1946 is shown in the following schedule of discussions and demonstrations held during the two day meeting.

Home Calls — Miss Landry  
 School Activities — Mrs. Carson  
 Lecture Demonstrations — Mrs. Voyles  
 Home Service Centers — Mrs. Brooks  
 Home Service Reports — Mrs. Fuchs  
 Training Salesmen in Electric Cookery — Mrs. Voyles  
 Techniques in Making Home Calls — Miss Hoffman  
 Demonstrating a Range in Customer's Home — Mrs. Brooks  
 Demonstrating the Electric Refrigerator — Mrs. Rhader  
 Testing New Appliances And Conducting Repair Clinics — Mrs. Carson  
 Small Appliance Demonstration — Miss Tribble  
 Lighting Demonstration For School Classes — Miss Landry and Miss Bordelon  
 Ideas in Decoration And Use of Color In The Home — Mrs. Fuchs

A vast amount of contact work is scheduled for each home service advisor, Leonora said, and it is our aim that every customer in our system is to be acquainted with the benefits of electricity and the desirability of performing practically every household chore through this medium. The magnitude of this program is apparent to every member of the staff but each one feels that with enthusiasm and determination this end will ultimately be accomplished and for their part they are eager to make a vigorous beginning.



Evelyn Wilsford, left and Elsie J. Ingwersen are latest additions to our staff of home service advisors. Evelyn is located in Baton Rouge and Jackie reports in to the Port Arthur office.

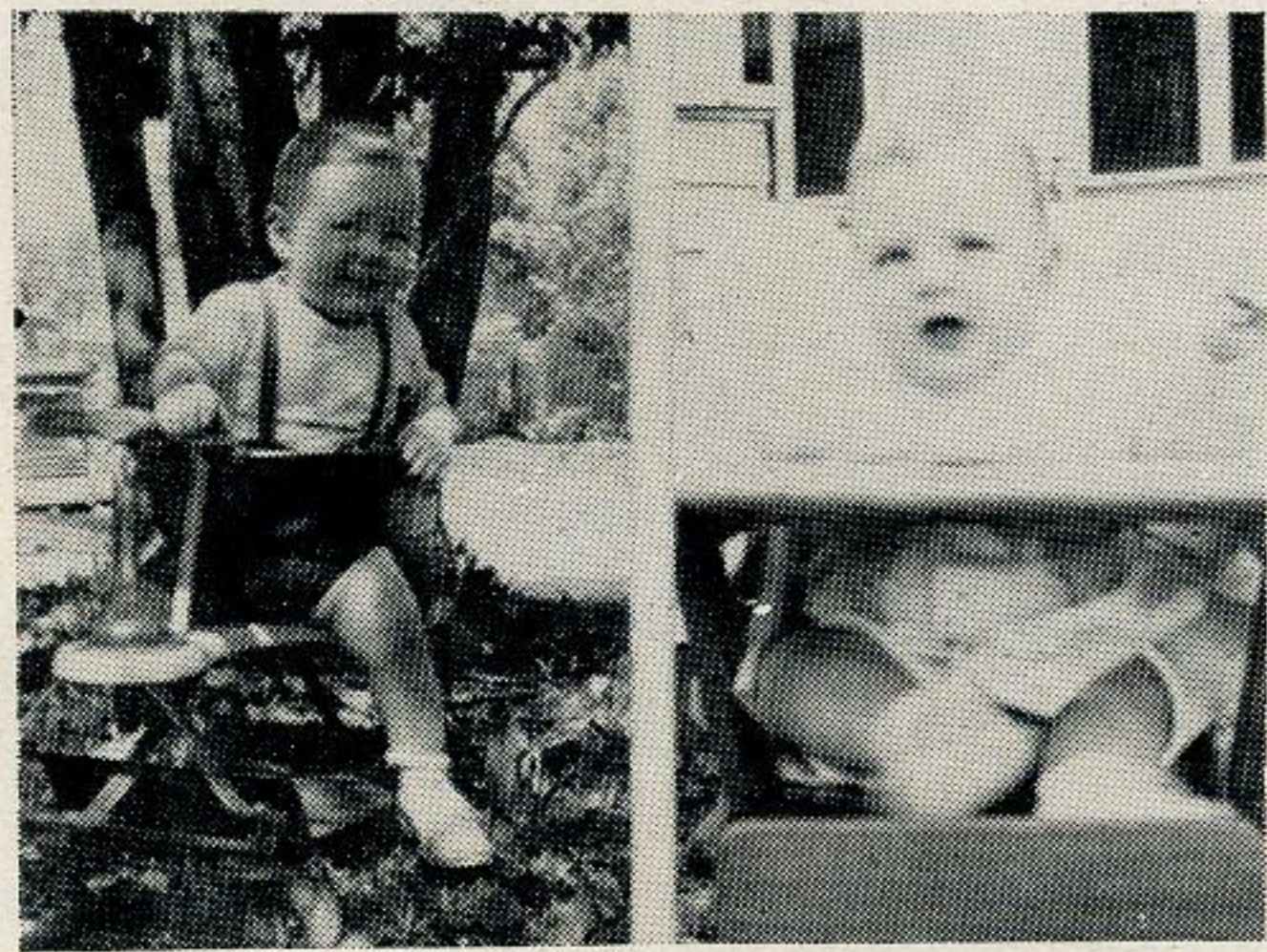
Miss Wilsford is a native of Bunkie, Louisiana. She attended high school in Baton Rouge and later attended Louisiana State University, where in 1944 she received her Bachelor of Science degree, majoring in home-making subjects. While attending the University Evelyn managed to gain some practical experience in home service technique, working with Louisiana Power & Light Company for a short period.

Miss Ingwersen was born in Nederland, Texas. She attended high school in Port Arthur and in her freshman college year was a student of Texas State Teachers College at Denton. Later she matriculated to Hunter College in New York City where she received her B. A. degree in 1946. Jackie worked as library assistant at Columbia University while attending Hunter College and for a short time was a laboratory assistant at the Atlantic Refinery in Port Arthur.

Know what two of the most coveted items are in the "friendship" boxes being sent overseas to destitute European girls? Cold cream and lipstick!



PLANNING — Home service advisors making plans for extensive home service work during 1946 are, from left to right: Jackie Ingwersen, Port Arthur; Evelyn Wilsford, Baton Rouge; Mildred Tribble, Navasota; Orvalene Rhader, Oliva Hoffman and Grace Brooks, all of Beaumont; Ruth Landry and Rosalie Bordelon, Lake Charles; Thelma Carson, Beaumont; Frances Fuchs, Baton Rouge; Mamie Voyles, Port Arthur; and Leonora O'Neal, Beaumont.



Master George Parker Wynne is the one year old son of Bob Wynne of Beaumont accounting. George Parker's birthday was February 25.

The other young man, Miles Tompkins, is the son of R. M. (Tommy) Tompkins of Beaumont T & D department. Young Tommy is now eight months old.

## Proud Parents

Julian Perry, Lafayette line, is passing out cigars these days. The reason is a new daughter, Rita Clair, born February 15.

H. P. Lindee, Baton Rouge accounting, has an addition to his family to brag about, and is. The new member of the Lindee family is Lauren Frances. Congratulations.

H. W. Blanchette, Beaumont line, is the proud parent of a eight-pound nine-ounce daughter, Sandra Marie, born March 3.

A. J. Green, Lafayette customer accounts, is the proud father of a baby girl, Beverly Jean, born January 13. Congratulations.

Mrs. Mary Carlton, Beaumont sales, has a brand new 6-pound granddaughter born March 18, that she says she can hardly wait to start spoilin'. The young lady's name is Janis Ann Jay, the daughter of Mrs. Carlton's daughter, Mrs. J. E. Jay of Beaumont.

J. B. Perkins, Beaumont line, is the proud papa of a 9-pound 10-ounce son, Jack Emette, born March 3, 1946. Congratulations.

## Beaumont's Relative Shown in Life Magazine

In the March 1 issue of Life magazine Mrs. R. W. Sherwood, wife of Bob Sherwood of Beaumont engineering, saw featured in a picture article, "Life Goes to a Wedding," the marriage of her nephew, Lt. Jorge Enrique Pristani to Gloria Chavez, daughter of New Mexico senator, Dennis Chavez. The wedding, which was attended by 500 persons, included, as an attendant Margaret Truman, the daughter of the president.

Mrs. Sherwood's nephew was expected to visit with the Sherwoods while on their honeymoon.

## Married

The matrimonial market is buzzin' with activity these days and quite a few Gulf Staters were objects of Cupids dart's. (looks like he had a field day in the Baton Rouge accounting department). Recent marriages are:

Frank Barranco, Beaumont substation, strode the middle aisle with Leonora Tarantolo on February 24. After the wedding, which took place in St. Joseph's Catholic Church, the couple left for Monterrey, Mexico, on their honeymoon.

L. L. Thompson, Beaumont production, and a recently returned serviceman, was married to Bessie Lee Allen, San Antonio, on January 11.

Marjorie Rollins, Beaumont sales, has resigned to devote her full time to being a housewife. She became Mrs. Vernon Jones on February 24, and has been honeymooning in Omaha and Wyoming where she will make her home.

Gordon Hatchell, Denham Springs t & d department, recently married Evelyn Milton, who was a former employee of the company.

Malcolm Holmes, Baton Rouge production, was married recently to Nell Matherne.

Louise Epstein, Calvert office clerk, became Mrs. Paul Satory at a ceremony performed in Calvert March 16. Louise and her husband left for a honeymoon trip to Iowa immediately after the wedding. Mr. and Mrs. Satory will make their home in Calvert, and Louise will continue to work with the company there.



**Epstein                  Cook                  Henson**

The following are B.R. accounting nuptials:

Vivian Cook, Baton Rouge accounting, became Mrs. Cary Hayes recently.

Jeanette Henson, Baton Rouge accounting, was married to Norman Goodson.

Lillian Arnold to W. Kay Wisner.

Mildred Sevin to Wilson L. Strickland.

Lynette Hendry to Guido Grady. Guido is a former employee and more recently a captain in the army.



**Atkinson                  Alleman                  Levert**

Doris Levert, Baton Rouge accounting, to Ruel Toups.

Lurline Alleman, to Chaney Calames.

Bonnie Belle Smith to Lawrence Austen.

Lillian Atkinson to Clement Farbe.

Florence Breaux, Lake Charles cashier, was married to Peter Dalavasio of Lake Charles on March 10. Florence will be a full time housewife and has resigned from the company.

## R. McAlpine Reunited With English Wife



After several false and disappointing starts Randy McAlpine's Judy finally made the long voyage to America and here they are together again.

Randy, Beaumont sales, met and married Judy in England in March, 1945, while he was stationed in that country during the war. After the war in Europe was ended Randy was sent back to the United States and discharged, but Judy had to remain in England until transportation was available for her and the other thousands of English girls who wanted to join their American husbands in the U. S. Judy embarked for Beaumont, Texas on February 25 and arrived here on March 7, four days after her first wedding anniversary.

Judy says America is a wonderful place and that she is very, very happy to be here. Her main concern now is learning how to find her way around Beaumont.

## Transferred



**Faver                  Davis                  Lee**

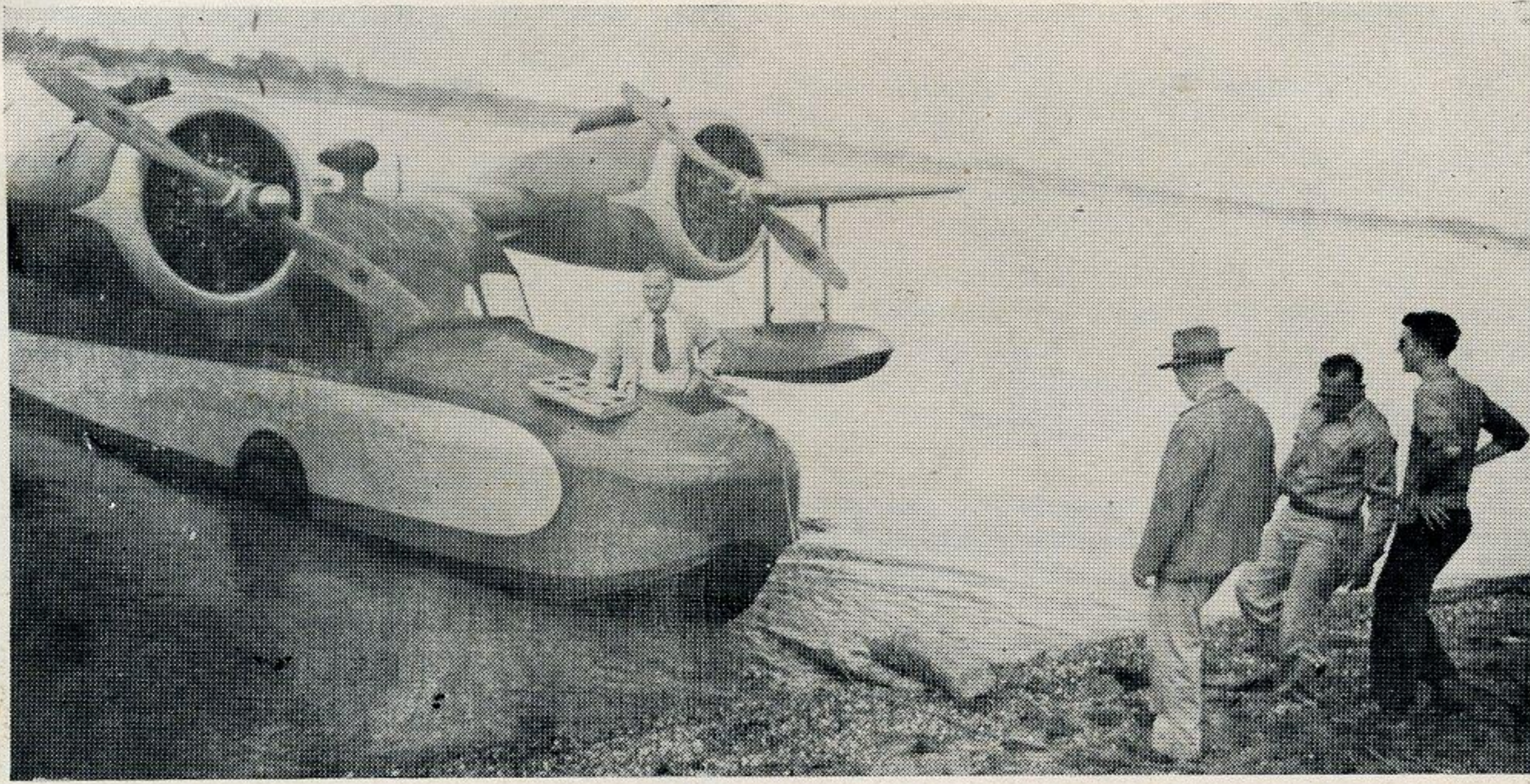
Imogene Davis, former Beaumont collections stenographer has been transferred to the sales department in Beaumont. Rex Lee, electrical engineer, has transferred from Beaumont transmission and distribution to the system engineering department.

Vic Faver has been transferred from Beaumont accounting to Beaumont personnel records.

A life insurance agent approached Mose Taylor, a very much married man.

"Better let me write you a policy, Mose," he suggested.

"No, suh," said Mose emphatically. "Ah ain't none too safe at home as it is."



Jim Coltharp boarding sea-plane used for hi-line inspection. Making ready to board, from left to right, H. C. Leonard; co-pilot of plane; and Frank Leonard.

Right up to the minute, that's us. First it's FM radio for dispatching and emergency communications, and now it's line inspection with airplanes. It isn't a company innovation yet, but that is the method Jim Coltharp, superintendent of transmission and distribution, and H. C. Leonard, vice-president, both of Baton Rouge, used to inspect hi-lines in the Atchafalaya swamps recently.

The seaplane landed in the Mississippi River at Baton Rouge and taxied up to the bank to take on the passengers. Backing off from shore was a bit difficult because the plane bogged down in the soft Mississippi mud, but once pushed and poled free the ship made a beautiful take-off and the inspection trip was otherwise successful and interesting.

## Cordsen Gets New Eng. Dept. Job

Fred C. Cordsen, formerly an engineer in the Lake Charles planning department, has been appointed chief draftsman of the system engineering department in Beaumont effective March 4. Fred only recently received his discharge from the navy, which he left with the rank of Lieutenant, after two years and two months of service. He came directly to his new job in Beaumont after being discharged from the navy.



While in the service Fred was stationed at Port Chicago, Calif., and was located there when the terrific explosion partially destroyed the port and killed 322 persons in July 1944. He was Assistant Maintenance Officer and later Space and Stock Control Officer while there.

In his new job in the engineering department Fred will have charge of all drafting, both electrical and topographical.

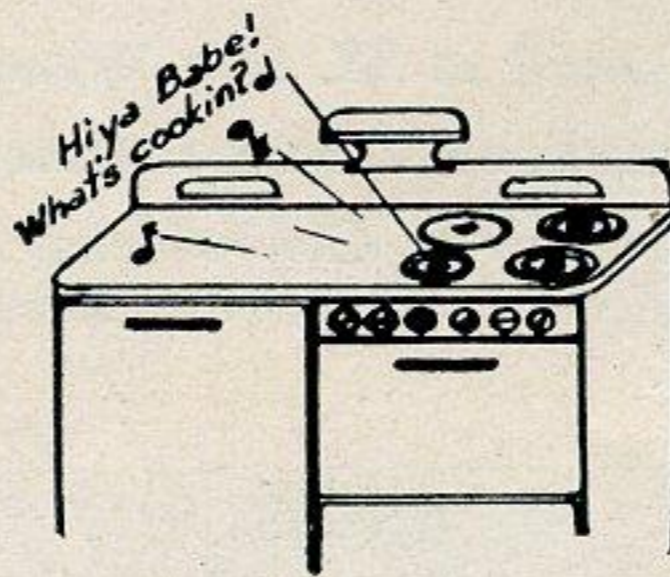
## Westinghouse Opens Beaumont Branch

According to an announcement by the Westinghouse Electric Supply Company that company has, on April 15, opened a branch office and warehouse in Beaumont under the management of Vernon Gonzales, a representative well known to many Gulf Staters.

According to the announcement this new Branch is being established in Beaumont to serve better this city and the entire Sabine area. Business from this area has previously been handled out of the Houston Branch of the Westinghouse organization, but after April 15 all orders received by the company will be handled complete by the Beaumont Branch.

## B. R. Has Talking Electric Stove

One of the new electrical appliances to emerge on the postwar market is a combination clothes and dish washing machine, but one of our Baton Rouge electric customers discovered recently that she has something still better — an electric stove that talks. Several Sundays ago Mrs. Joseph B. Elam, 1023 May Street, came into her home to turn on the radio to listen to Walter Winchell, only to find that his voice was already coming from some source in her kitchen. Upon closer inspection she discovered that the sound was emanating from one of the units on her electric stove, which through some electrical phenomenon was a perfect radio receiving set.



Mrs. Elam learned later from her maid that the stove had been "cutting capers" for some time, but her maid hadn't discovered the source of the "strange" voices and after looking all through the house for the speaker without finding anyone present was beginning to think the house was haunted. Thanks to Mrs. Elam's discovery she still has a maid.

One explanation of the strange happening is that the Elam home is located only several hundred feet from the Baton Rouge radio station WJBO's giant towers, and due to the close proximity of the transmitting source the coils in the stove unit pick up the radio waves and acts as an amplifier.

Mrs. Elam says that there is definite advantages to a "talking stove." She says that now she can listen to "The Electric Hour" on one unit while she makes ready with the afternoon snack on another.

Ernest E. Young, 35, first class lineman in the Beaumont T & D department died March 1 of injuries received February 26 when he accidentally came in contact with a 13000 volt circuit while working near Vidor. Ernest had been employed with the company since September 1939, and had only recently returned from the South Pacific where he had been on duty with the Seabees since November 1942.



On behalf of his many friends in the company Plain Talks extends sympathy to his wife and young son, Ernest E. III, and other relatives.

On behalf of fellow employees Plain Talks extends sympathy to:

J. W. McMinn, Beaumont appliance repair, whose mother Mrs. L. L. McMinn, 83, died February 24 in Beaumont.

## NEW EMPLOYEES

Beaumont: Oliver Busby, production; Fred Fowler, Gordon Wiley, C. D. Lambert, Jr., Kenneth Duty, Jr., t & d; P. H. Land, John Boykin, Leslie Ross, Jr., engineering; Osby Kirkwood, storeroom; Thomas Sturrock, garage Norma McDonald and Ida Hall, Customers accounts; Alyce Ney, stores accounting; Forest Reubin, production; Phyllis Wheale, steno.

Lake Charles: Rena Nelson, Leroy Robinson, Willie Scott, Lonnell Guidry, Sylvester Daniel, Joseph Gilliam, production; Adele Broussard, Thomas Kelly, Percy Quinn, customers contacts.

Raymond Trouard, Lester Franques, Kamille George, Byron Morgan, t & d; Barbara Steen, customers accounts.

Baton Rouge. Joseph Pizzuto, appliance repair; Albert Weimer, Cleveland George, Harvey Hatch, Edward Jones, production; Annie Alexander, customers accounts; Harold Bourgoyne, meter; Elsie Mae Clark, steno; Raymond Mayeaux, Billy Arnold, Malcolm Percle, Malcolm Price, t & d; Luella Townsend, customers accounts; Evelyn Wilsford, Home Service Advisor.

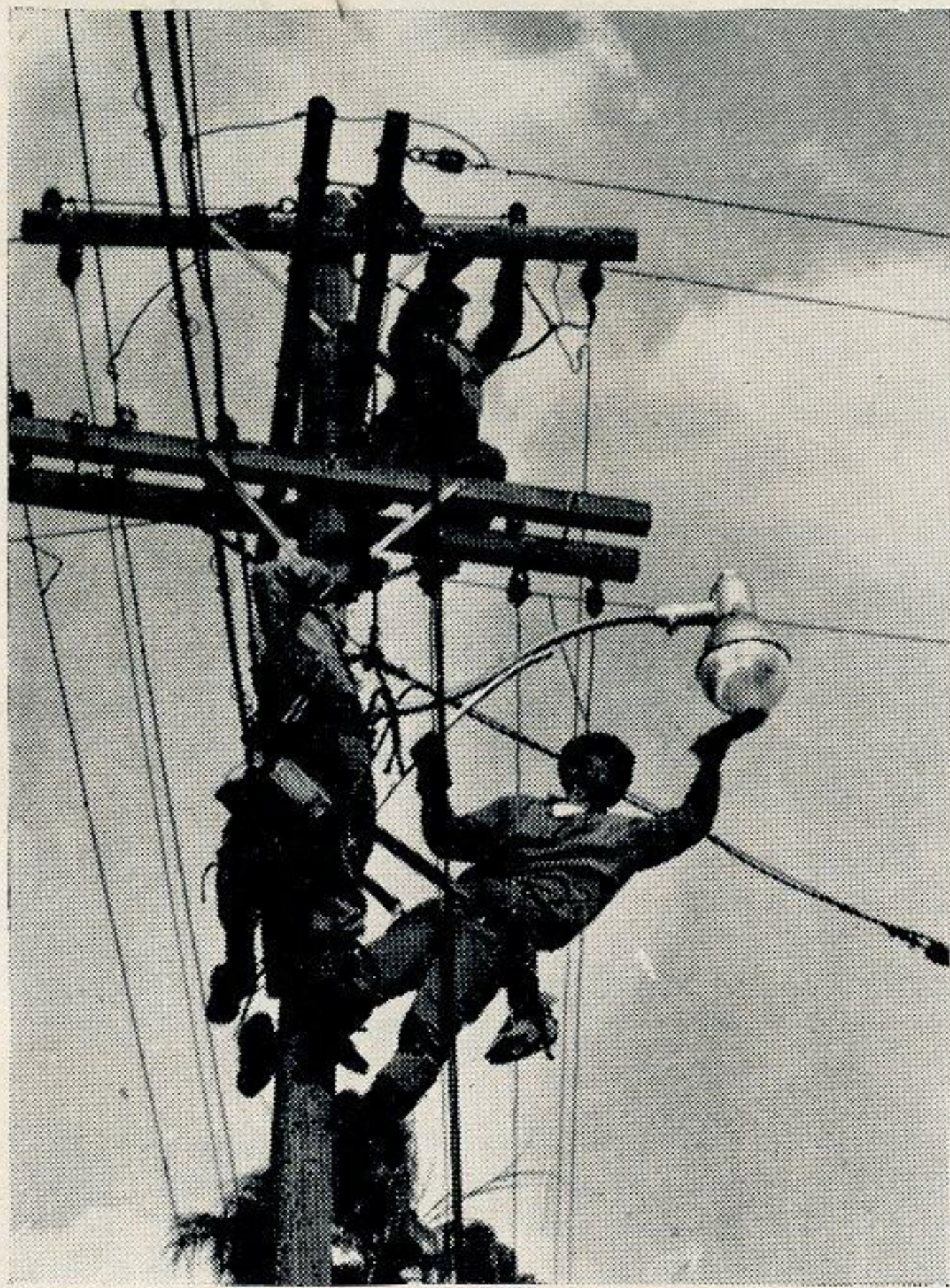
Others: Hillery Pruitt, Conroe production; Marvel Skeide, Hempstead t & d; Marjorie Bush, Calvert office clerk; George Baisdon, Huntsville customer contacts; Stella Clanan, Port Arthur customers contacts; Allen H. Bryant, Port Arthur t & d; Henry Buckaleu, Lafayette, t & d; Thomas Compton, Jennings t & d.

John Vice and Marvin Cox, t & d; Port Arthur, Lorraine Groff, Nederland customers contracts; Robert Steele, Orange t & d; Johnnie Spikes, Joseph Harrison, Orange water; Anne Miller, Orange customers contracts; Ross Reed, Liberty t & d; Oscar Gann, Jennings t & d.

Remember that story about the original owners trading Manhattan for \$24 worth of beads? Maybe it's balanced by the fact that the United States government has paid more than \$800,000,000 to the American Indians for the rest of the land of the pilgrim's pride.

Know how cuticle remover, and the world's largest manufacturers of manicuring preparations originated? Over 35 years ago, a young man saw women workers cutting their cuticle during lunch hours. The process looked so long and clumsy he decided to do something about it—and did!

## ORANGE LIGHTS UP



The linemen on the pole in the above picture are making one of the new street lighting installations on Green Avenue in Orange where a extensive street lighting program is now underway. On the pole are, top to bottom: Truman Hodge, Henry Mitchell and Donald Linscomb, with hand on light.

The lighting program for Orange proposes the installation of 260 new fixtures, with street lights of 10,000 lumens along Green Avenue; mercury vapor units of 16,000 lumens in the business district; incandescent units of 6,000 lumens in the secondary business districts, and along streets in the resi-

## \$5,500,000 In Silver Bus Bars Leave L. C.

Five and one-half million dollars worth of silver, which has been substituting for electrical bus bars in the D. P. C.'s Magnesium Plant at Lake Charles, will be retired from its wartime job, dismantled and returned to the United States treasury sometime within the next several weeks, according to a recent news item. Silver, which is a better conductor of electricity than copper, but prohibitive in cost, was loaned to the Defense Plant Corporation for bus bars in substations and power plants during the war when it was impossible to get enough copper to serve the necessary wartime needs.

Although kept under close watch while located at the magnesium plant, they were protected from theft by the fact that they were energized and therefore deadly dangerous to touch.

The bus bars at the magnesium plant were one-half inch thick, ten inches wide and of varied lengths, and weigh a total of 316 tons. It will require six freight cars to haul the silver to New Jersey where it will be stored.

These particular bus bars were used for the heavy d-c loads necessary at the cell blocks in the catalytic plant of the magnesium plant, and now that the plant is being converted into a plant for the manufacture of caustic soda and chlorine, will no longer be required. The Southern Alkali corporation has leased the plant facilities from the R. F. C. for this purpose

dential sections units of 2,500 lumens will be used.

All materials have been delivered or shipped and the work is expected to be completed within the next ninety days.

\* \* \*

Superintendent: "For this job we want a responsible man."

Applicant: "That's me. Wherever I have worked, if anything went wrong they told me I was responsible."

## British War Bride Works For Company



Employees in the Beaumont main offices in general, and in the purchasing department in particular, are enjoying the presence of a refreshing new personality in their new fellow worker, Doreen Ingram, who is the British war bride of an ex-G. I. Beaumont. Doreen, a stenographer, is an experienced typist and clerk, having done this type of work for about seven years at an accounting firm in England before coming to the United States. She is a former resident of Bridport, Dorset (county) England, and only arrived in Beaumont February 10.

Doreen met her husband, Douglas Ingram, who was a Tech. Sergeant with the army's 1st Division, when that division was stationed at Bridport on the English Channel.

The people of the United States are not much different than those of the British Isles avers Doreen, pointing out that there are various strata of society in England and also that the natives of different sections of the country are likely to have different customs and idioms just as in this country. The comparative abundance of foodstuffs and clothing in America is the most noticeable difference in the two countries, she said.

Doreen, who herself speaks with an accent somewhat similar to our "Yankee" brethren, says that Beaumonters are very friendly and that she likes living in America very much.

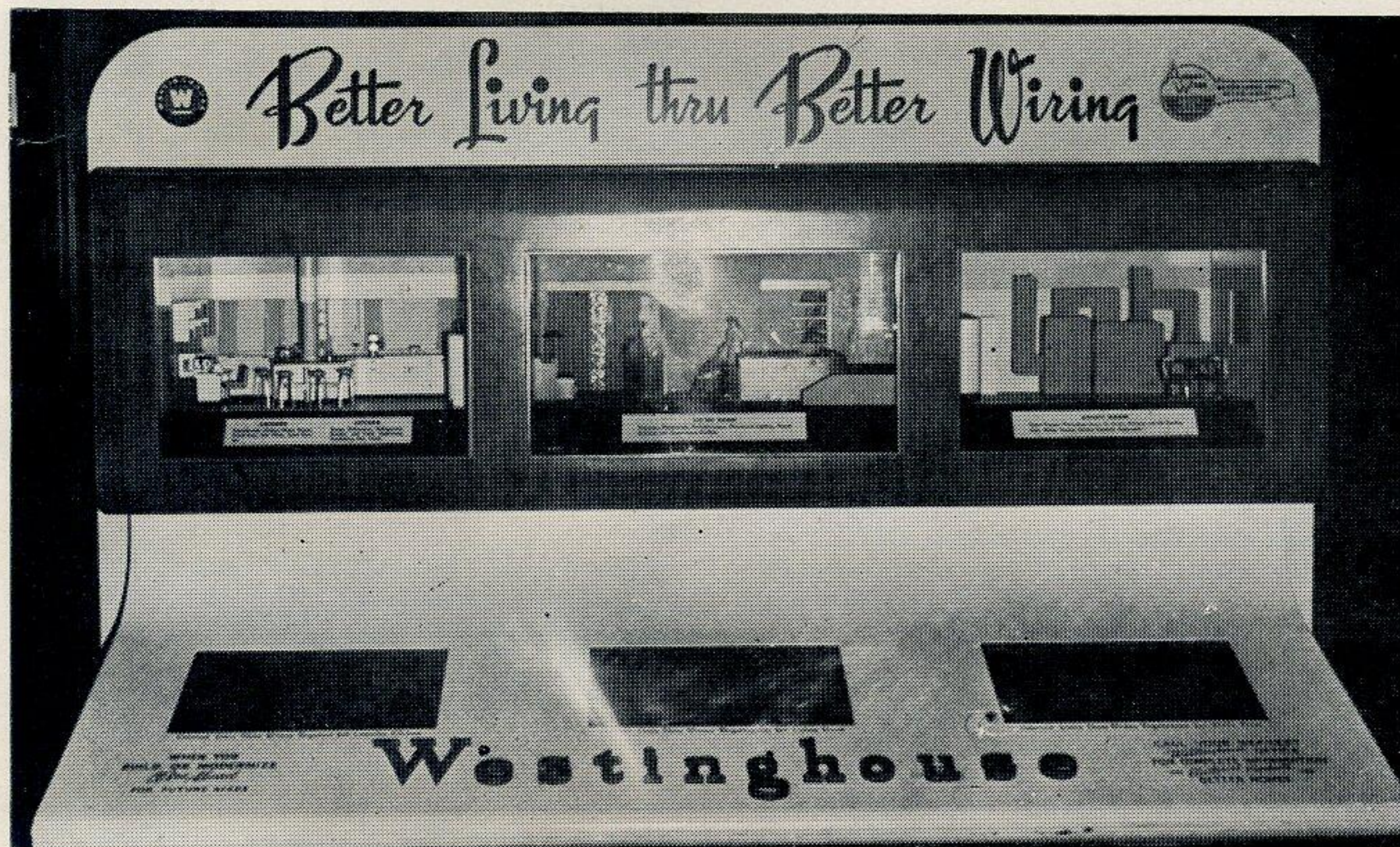
## Courteous Complaint

Our Dayton office received the following letter in January, (but just come to our attention) and because we thought the friendly and humorous tone of this request for assistance was a desirable and much appreciated attitude for one of our customers, are reprinting it for you, with orchids to the Dayton office for engendering such a fine friendly feeling among the people over there. Dear Gulf States:

My electric range has developed a short somewhere, and the situation is rather shocking — so won't you please have your service man to come and put Reddy Kilowatt back in his proper place.

Thanks.

Mrs. Julia T. Hohn



This Adequate Wiring exhibit, designed and exhibited by Westinghouse, attracted considerable attention on the sales floor of the Beaumont general office while it was on display there recently. The handsomely made model showed in complete detail a miniature of an average kitchen and laundry, on left; a living room, center; and utility room, right, with adequate wiring diagrams shown in the panels directly underneath each room (due to camera angle, blackened in this picture).

The model was placed at one side, at about eye level, between the entrance and the cashier's counter, and seldom did a customer fail to pause and study this attractive and educational exhibit.

It was necessary to ship the exhibit to another utility after only a short time, but efforts are being made to have it returned for display at other locations in the system.



Keeping up on the number of our employees who have received their discharges from the armed forces, plus knowing how many of those have returned to their jobs with our company is almost an impossibility. Many employees have been civilians for months before we here in the Plain Talks office can catch up with the news and due to necessary personnel work there is always some lag in checking on those who are back at work.

As well as we can ascertain there are now 217 employees who have been discharged from the armed services. Of course not all of these are now at work, but it is estimated that over half of those who served are back with us. In the following column only those who have returned to work since the last issue of Plain Talks are listed.

G. W. Boswell, Beaumont line, jumped the gun on Uncle Sam and enlisted in the navy for a two year stretch early in March. He is the only employee leaving for military duty in the past month.



SANCHEZ



ROMANO



BONNETTE

J. F. "Flip" Sanchez, Baton Rouge accounting, went into the Marine Corps in December, 1942 and was discharged as a sergeant in 1946. Flip was in the Phillipines, Ok'nawa and China. While in China he was stationed in Tsing-Yoa, which was Confuscious' home town. Flip is entitled to wear the Asiatic Pacific, American Defense, Phillipine Liberation Medal with one star and the Victory and Good Conduct Medal.

L. J. Romano, Beaumont engineering, back after two and one-half years in the Army. Of this time, Louis spent more than two years in Europe. He wears bronze stars for the campaigns of Normandy, Northern France, Rhineland, Central Europe.

Russell Bonnette, Baton Rouge electric, went into the Marine Corps in 1942 and was discharged in October, 1945, with the rank of Corporal. Russell was in the 3rd division and took part in campaigns at Guadalcanal, New Zealand, Bougainville, Marshall Islands, Guam and Iwo Jima. He received the American Theatre ribbon, Asiatic-Pacific with 4 battle stars and the presidential unit citation.

John Tempel Graves, B.R. production, entered Army November 5, 1941 and was discharged on March 30, 1946 as 1st Lieutenant, Anti-Tank Unit Commander. Battles and Campaigns—France, Belgium, Holland, Rhineland.

E. L. Maris, Calvert customer contacts, is back with us after serving in the army 3 years, 10 months and 8 days Edward was a Master Sergeant with the 136th Finance Dis-

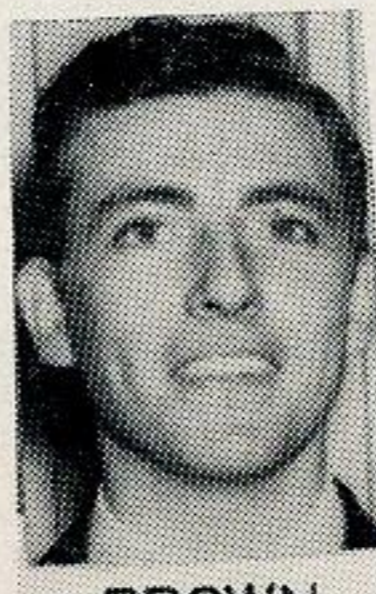
bursing Section. Overseas two years and four months, he took part in the campaigns of Normandy and Northern France and holds the American Theatre Campaign Medal, EAME Campaign Medal with 2 bronze stars, Good Conduct Medal, World War II Victory Medal.



RICE



RILEY



BROWN

George Rice is back in Beaumont customers accounts after being in the navy 4 years and 4 days. George was overseas 31 months, 19 months in the Atlantic and Mediterranean aboard the attack cargo vessel, U. S. S. Andromeda, and 12 months in the Pacific aboard the USS A. T. A.191, a seagoing tugboat. He earned four battle stars for operations in the Mediterranean. While on Kutaka Shima, which is an island off Okinawa, he was shipwrecked during a typhoon.

Theron Riley was discharged recently after three and a half years in the army and is now back in Beaumont system engineering. Theron served one year in the Medical department assigned to Air Transport Command, one and one-half years in the ASTP at V. M. I. and Harvard, and one year in the Sanitary Corps. He also served a short time in Panama.

Buddy was a lieutenant when discharged.

Former navy man James T. Brown, is back in Beaumont accounting after two years in the service. He had 20 months of sea duty aboard the U. S. S. Luke, TEP 577, which operated in the North Atlantic, Mediterranean, Irish Sea, English Channel and the Carribean, being engaged for the most part in convoy screening He was a Yeoman, 1-c.



PARKER



FRANQUES



JUMEL

Ottis Parker is back in Beaumont production after two years in the Navy. Ottis spent 14 months overseas in the South Pacific and wears the Asiatic Pacific and Phillipine Defense ribbons. At the time of his discharge he was a Chief Electrician's Mate.

Roy Franques, Lake Charles distribution, returned to work with the company on February 1st after four years in the army. He was overseas 23 months and served in the China-Burma-India Theater and was awarded the bronze star for participation in the North Burma Campaign. He held the rank of 1st Lieutenant when he was discharged.

Kenneth Jumel, B.R. accounting, returned to the company November 1945. States side Kenneth served in finance; overseas in England, Africa and France, he was in Civilian Affairs, where he worked with accounting of foodstuffs to French civilians. S/Sgt. Jumel, at discharge, was entitled to wear the following: good conduct, pre Pearl Harbor, Victory Medal; American Theatre and the ETO with 3 bronze stars.



SUMRALL



BALLARD



LATIMER

Harry Sumrall, B.R. accounting, entered Air Corps in December 1942, was discharged as a Corporal. Returned to Company in January 1946. Harry was in the Marianas, on Tinian where he refueled B-29's. He is entitled to wear the American Theatre ribbon, Good Conduct, Victory and the Asiatic Pacific Medals with three battle stars.

Douglas Latimer, B.R. sales, returned to the company in February, 1946. When Doug was placed on inactive status he held the rank of Lt. Commander. Doug was stationed 15 miles below Miami in Florida at a lighter-than-air ship station.

Herbert Ballard, B.R. electric, entered the Navy in 1942 and was discharged in 1945 as a Pharmacist's Mate. He was in the New Georgia and Bougainville campaigns and wears the following ribbons: Asiatic Pacific with 2 battle stars and the Victory Medal.



SMITH



DELAMATYR



HOLMES

George De LaMatyr, Baton Rouge electric, who is a former Lt. Commander in the Navy. He served three years in the communications office of the Navy department, then was transferred to Bureau of Ships, Naval research laboratory electronic field service and served in shore radio section, going anywhere in the world where service was needed. George went to Guam while in this work and helped set up the radio service there. He was later transferred to shore radio section, electronic division.

George received the following ribbons: American Defense, American Theatre, Pacific Theatre with bronze star and the Victory Medal. He also received a citation from Vice Admiral Krueger, forward areas commander of the Central Pacific for work done on Guam.

Malcolm R. Holmes, B.R. production, entered Army March 27, 1942, and was discharged on January 31, 1946. He served in the 13th Army Air Force Training Detachment. Battles and Campaigns — Luzon GO 105 WD 45.

M. D. Smith, Navasota production, is back with us after 2½ years in the army. Smith served one year and 11 months overseas and took part in the campaigns of Normandy, Northern France, Ardennes, Rhineland and Central Europe. He received five bronze stars and at the time of his discharge was a Technician, 4th grade.

Vernon Guatreux, B.R. production, was in the Navy and was discharged as a Motor Machinist Mate 3-c. Vernon served on the USS Torchwood. He was in the American area and the Asiatic Pacific. He is entitled to wear the Phillipine Liberation Medal and the Victory Medal.

E. E. Kaltwasser, Huntsville line, entered the army November 13, 1942 and was discharged November 30, 1945. He served overseas 1 year and eight months, taking part in the campaigns of Normandy, Ardennes, Rhineland and Central Europe for which he received four bronze stars. He was a Technician, 4th grade at the time of his discharge.

Sammy McKenzie, B.R. accounting entered the Air Corps in September 1942 and was discharged as a Corporal in February, 1946. Sammy was a radio instructor of Scott Field, Illinois; attended gunnery school in Yuma, Ariz.; and worked at Lincoln Army Air Base in the finance section, the separation center and in recruiting.

## Kirk Brock Made P. A. Power Salesman



Kirk Brock formerly of Liberty distribution department and more recently a major in Uncle Sam's army has rejoined the ranks of civilian Gulf Staters on a new job. Kirk is now the company's power sales engineer for the Port Arthur division with offices in that city.

Brock is a long time employee, having come with the company in June 1928, soon after graduating from Texas A. & M. College with a B.S. degree in mechanical engineering. Since that time Kirk has been in the repair, t & d and production, departments and before leaving for the army was assistant superintendent of distribution in Liberty.

While in the army Kirk was located at various camps in the states and was battalion commander at Camp Hood when he was sent to Europe in February 1945 where he served for one year. He returned to Gulf States on April 1.

Fred Tenholder, Beaumont storeroom, should be in the states by now. We received a letter from him early in March thanking employees and the company for his Christmas package which finally caught up with him, and also advising us that he was scheduled to sail for home in the next few weeks. By the time this is read Fred should be around shaking hands with us once again, we hope so.

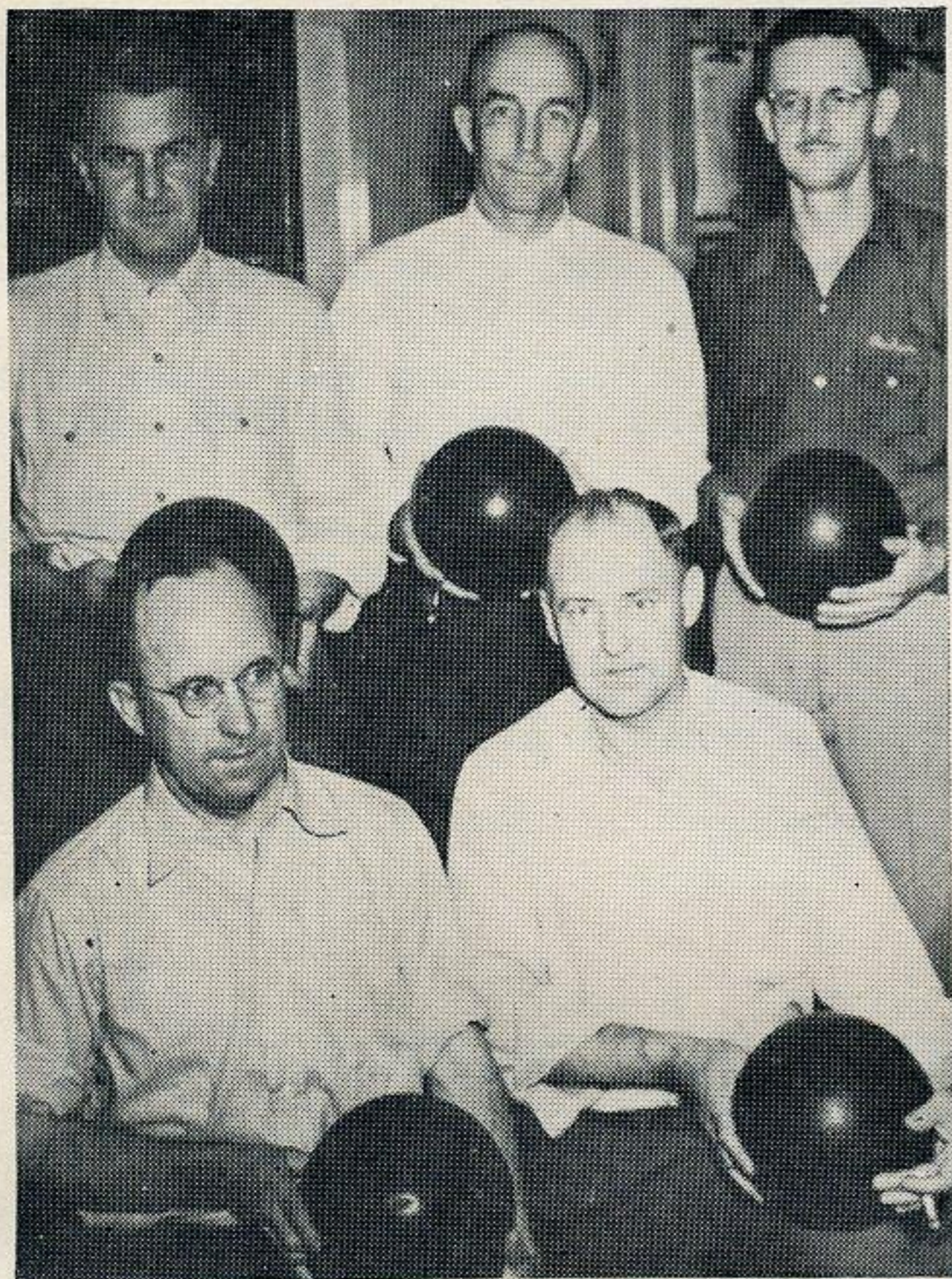


TENHOLDER

Lt. Col. Walter Richardson, Beaumont sales, dropped a letter to L. F. Riegel, sales manager, Beaumont, recently in which he stated that he is now located at Heidelberg, Germany where he is assisting in directing an officers school. He says his next assignment, conducting a Cooks and Bakers school, has him bothered but he will put it on or know the reason why. Walter passes on greetings to all his friends here in the company.



W. RICHARDSON



**BEAUMONT CHAMPS** — Standing, left to right, Bill Thomson, O. G. Floyd, Captain Dan Poulson, Kneeling, Pete Simon and Willie Prejean. Not available for the picture were H. J. McCormick, and Jack Shirey.

Topping the Reddy Kilowatt Bowling Leaguers Captain Dan Poulson's Team No. 2 was declared winner of the league play even before the season was ended. Out of 81 games Team No. 2 won 52 and lost 29 for an average of 642%. Nearest other team was No. 5, captained by C. O'Brien who had an average of 593%.

Team No. 2 had a total of 63,431 pins for an average of 783. Their high game was 877 and the high series was 2492. Neither the high game nor the high series was the league tops, however. Team No. 10, led by Bob Guidry rolled the high series with a score of 2569 pins, while Red Dunham's Team No. 6 copped high game with a total of 962.

The team standings at the end of the season are as follows:

Team	Captain	Percentage
No. 2	Dan Poulson	642
No. 5	C. O'Brien	593
No. 10	Bob Guidry	580
No. 6	Red Dunham	580
No. 4	Lonnie Pace	531
No. 8	Eddie Bode	531
No. 1	Fritz Spencer	407
No. 9	Vernon Holland	395
No. 3	Earl White	383
No. 7	Bill Ricks	358

## P. A. Bowlers Beat Beaumonters Twice

It's something you don't hear much about in Beaumont, but the Port Arthur bowlers took the Beaumonters for a cleaning in a series of bowling matches held during the first part of March, and good.

In the first match, played on the Beaumonters' own home alleys, a Port Arthur team composed of L. L. Hirsch, J. C. Sidall, Paul Baker, Donald Laughlin, and G. L. Hagler kicked the Beaumont boys around by the humiliatin' score of 2608 to 2423. In the second series, played in Port Arthur, Hirsch, Sidall, Baker, Hagler, Fred Parent and Lloyd Nott beat the Beaumonters again, this time by a score of 2346 to 2227 pins. In both series the Beaumont team was composed of Tony Fontana, Robert W. (Red) Dunham, Bob Guidry, L. R. Eddins and Dan Poulson.

Red Dunham has been slightly dejected since because in addition to losing both series he was unable to find a single "fish" among his worthy opponents, in fact the two series "cost" him..

A buck private and his girl were riding out in the country on horseback. As they stopped for a rest, the two horses rubbed necks affectionately.

"Ah, me," sighed the private, "that's what I'd like to do."

"Well, go ahead," answered the girl, "it's your horse."



Enjoying the first day of spring outing were those shown in the lower picture, who are, standing from left to right: Rose Lewis, Mildred Killbuck, Lola Hughes, Amos Westbrook, Doreen Ingram, Mrs. Ray Pace, Ray Pace; seated are J. P. French, Imogene Gray, Lola Martin and Rosalie McDermand. Mrs Mabel Johnson was present but is not in the picture.

The first day of Spring didn't go unnoticed to these Beaumonters. Mostly employees of the purchasing and stores accounting departments, they prepared sandwiches, cookies and other picnic items and at noontime of March 21, they took over a large spreading tree, a table and chairs in one corner of Wiess Park, which is two blocks west of the main office building, to celebrate the first day of this spring season with an outdoor lunch. Although a brisk wind caused some of the gals to develop goose-bumps, the one hour outing was a jovial and enjoyable occasion. It was, incidentally, the first such affair for the purchasing department's newcomer, Doreen Ingram, who only arrived in the United States from England in February.

After a three-day convention of the elbow-bending variety, the railroad-man awoke in the hospital wrapped in bandages and plaster-casts. His bleary-eyed companion sat by the bedside.

"What happened?" mumbled the Engineer. "Well," said his friend, "there we were sitting nice and quiet, when suddenly you rushed to the window on the seventh floor of the hotel and yelled, 'Watch me fly down to the street below!'"

"Why didn't you stop me?" said the Engineer indignantly.

"Stop you," was the reply, "I thought you could do it."

—Canadian Ass'n. of Railwaymen's Journal.

## Credit Union Reports New Loan Ruling

Stockholders of the Gulf States Employees Federal Credit Union will be interested in another evidence of the transition from war-time regulations to normal peacetime tempo, V. P. Gayle, chairman of the Union's educational committee, announced recently. This change concerns the extension of installment loan periods, and will permit some installment loans to be repaid over a period of eighteen months instead of the twelve-month period required during the war by Federal Reserve System Regulation W. The new regulation will apply to loans not involving the purchase of "listed" articles or refinancing of existing indebtedness.

Listed articles include all types of consumer durable goods on which restrictions are still imposed because of the comparative scarcity of this type of merchandise. Loans on consumer durable goods must be retired in twelve months.

The primary purpose of our Credit Union is to assist those employees who are in need of financial assistance because of some emergency or for some other worthy necessity, such as medical services, hospitalization, taxes or insurance. This liberalization of Regulation W will enable us to be more helpful in such cases, Gayle continued.

The Gulf States Employees Federal Credit Union was chartered in March, 1936, and a check of the first month's financial statement shows that at that time there was a share balance of \$4,045.25, and outstanding loans totaling \$1,275.00. Since that time, Treasurer W. H. Caswell states, the Union has made 5,828 loans totaling \$505,230.18, and as of the end of February, 1946, their assets were \$56,965.78. During the war the association purchased \$25,548 of War Bonds.

Any employee of Gulf States may become a stockholder in the Credit Union, which he must be to become a borrower, by purchasing even one five dollar share, which may be bought for as little as one dollar each month. There are at present 586 members, or stockholders in the association.

Officers of the association for 1946 are: R. J. Orrick, president; W. A. Whitten, vice-president; and W. H. Caswell, treasurer; all of Beaumont. These three officers, together with H. C. LeVois, Port Arthur; R. M. Dunn, Lake Charles; P. P. Newman, Navasota; and T. O. Charlton, J. B. Bishop and Ralph Cargill of Beaumont, constitute the board of directors.

Members of the educational committee, in addition to chairman Gayle, are: J. M. Dugan, Port Arthur; Robert Guidry, Kirby Jones, Tom Stiteler, and Mrs. Ruth Wilbanks, all of Beaumont; Jimmie Lee Carson, Lafayette; N. G. Carpenter, Lake Charles; I. F. Daniels, Silsbee; H. E. Norman, Liberty; J. R. Peckham, Alvin; and A. T. Holley, Navasota.

An electric fan, put to work for an hour or so each week in the closet, will freshen up the stored summer clothing—and discourage moths.

Walking along a quiet street, a man was attracted by frightened screams from a house. He ran in to investigate and found a frantic mother whose small boy had swallowed a quarter. Seizing the child by the heels, he held him up, gave him a few shakes and the coin dropped to the floor. The grateful mother was lost in admiration.

"You certainly knew how to get it out of him," she said. "Are you a doctor?"

"No, madam, I'm with the Internal Revenue Bureau."

## COLORED SERVICE CLUB MEMBERS HOLD MEETINGS AT B. R. - BEAUMONT

A dinner meeting for the colored members of our Beaumont, Port Arthur, Lake Charles and Navasota Division Service Award Clubs was held in the Assembly Hall at Neches Station on March 9. E. R. Nelson, Beaumont production, and a 20-year clubber, was master of ceremonies.

To open the meeting the group sang America, after which Westley Fields, Beaumont production, gave the invocation. Fifteen minutes of musical entertainment was furnished by a Beaumont quartette. Dr. L. L. Melton, dentist, made an excellent talk to the group and President Roy Nelson presented awards to the following new members:

Lon Dixon, Lake Charles retired with 43 years to his credit, was the only member added to the newly created Forty-Year Service Club.

Twenty Year Club: Will Green, Beaumont production; Jim Robinson, Orange accounting; Morris Slocum, Lake Charles garage.

Ten Year Club: Henry Jones, Nederland accounting; Clarence Napoleon, Port Arthur distribution.

The Baton Rouge Colored Employees Service Club held its annual meeting and banquet, March 7, at the New Guide Baptist Church.

Mr. Leonard presented the pins and made a short talk.



GREEN SLOCUM ROBINSON

Pictures of Oscar Livous and Henry Firstley not available.

Ike Johnson, B. R. electric, received a 40 year pin. Oscar Livous and Henry Firstley, 20 year pins; David Cain, Varice Allen, Jessie Davis and Nathaniel Ginn, 10 year pins.

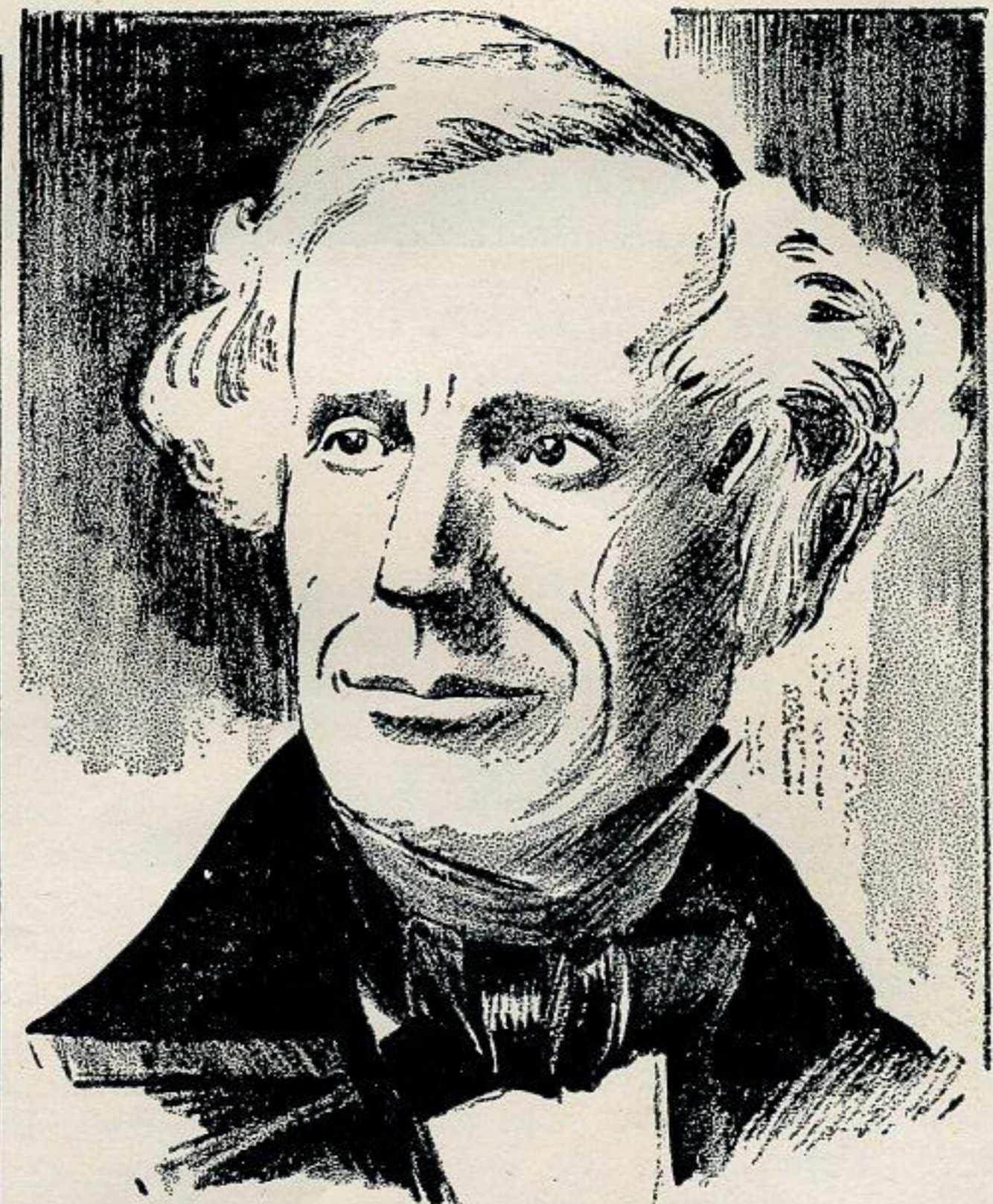
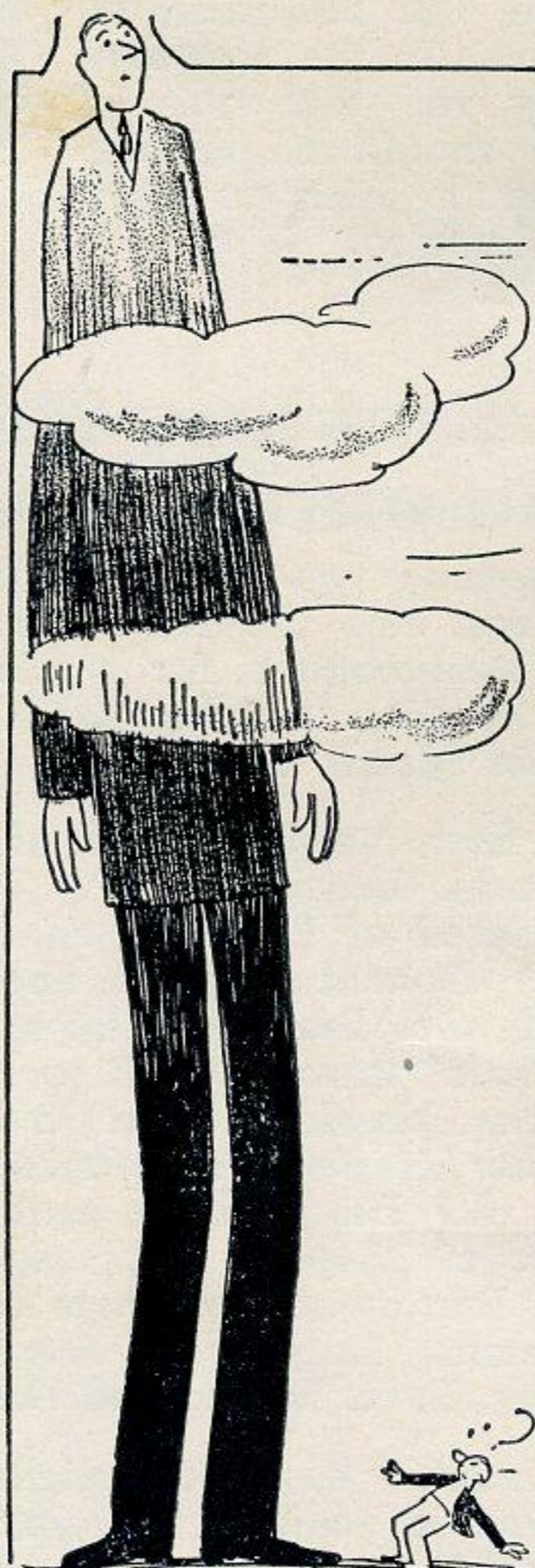
Sam Savers acted as master of ceremonies. Aaron Barber gave the invocation.

Ike Johnson and James Spears gave short talks about some of their experiences with the company.

Entertainment was furnished by Harvey Herron and his Gospel Singers.

If women think all men are alike, why is it that they are so particular in picking one?

## Facts File . . .



SAMUEL F. B. MORSE

WHO INVENTED THE ELECTRIC TELEGRAPH, WAS AN ACCOMPLISHED ARTIST AT 14 - HE WAS BORN IN APRIL AND DIED IN APRIL (1791-1872)

THE ELECTRON MICROSCOPE, WHICH IS CONTRIBUTING NEW KNOWLEDGE IN EVERY FIELD OF SCIENTIFIC RESEARCH, CAN MAGNIFY AN ATOMIC PARTICLE 180,000 TIMES - WITH THIS MAGNIFICATION, FOR EXAMPLE, A MAN OF AVERAGE HEIGHT WOULD STRETCH 200 MILES INTO THE STRATOSPHERE . . .



MECHANICAL REFRIGERATION NOW PERFORMS MORE THAN 200 ESSENTIAL SERVICES, . . .



# PLAIN TALKS

VOL. 24

1946

No. 2

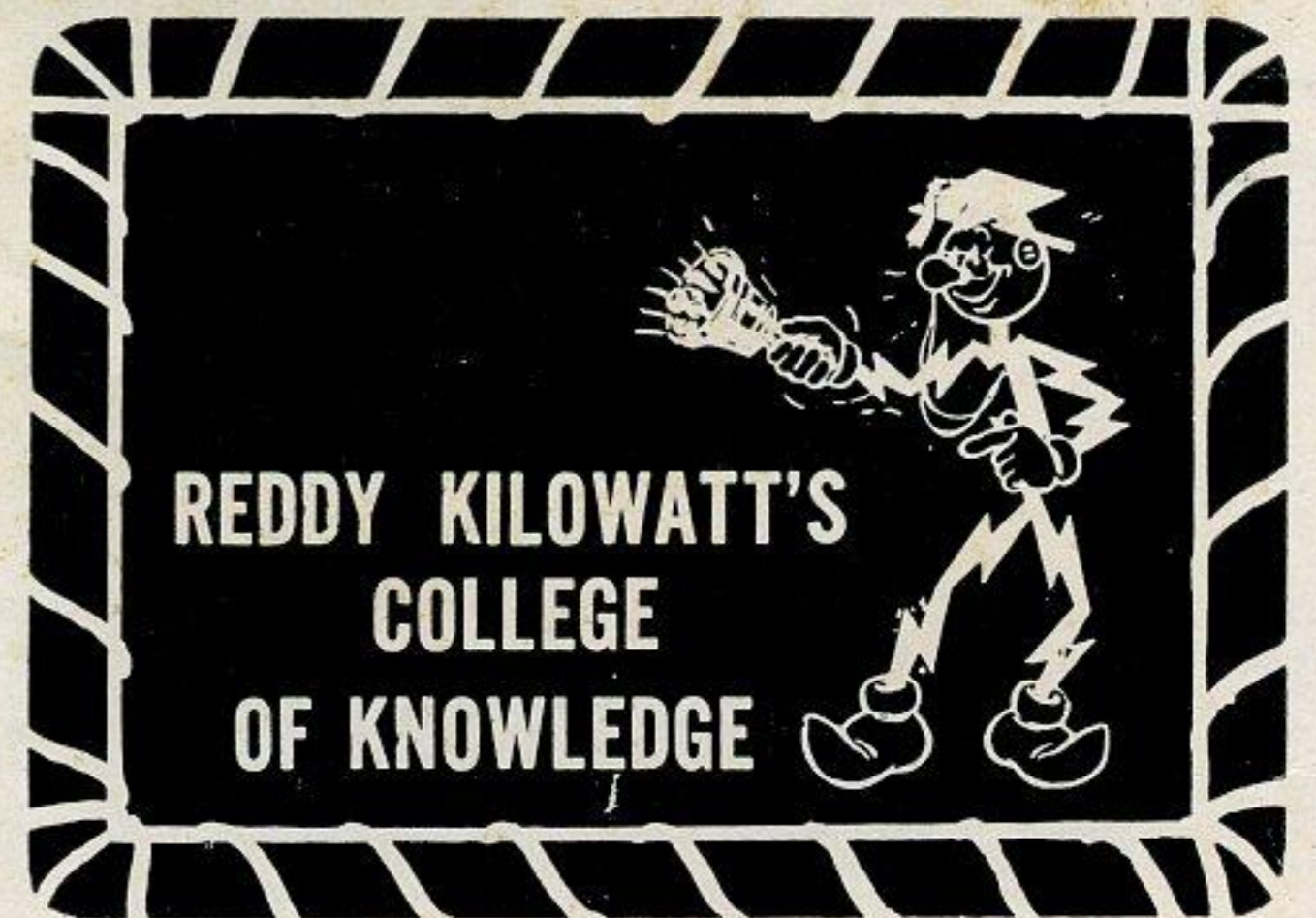
Published by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Editor: KENNETH SUTTON

JERRY STOKES

Associate Editors:

JEANNE MOYER



## ELECTRICAL ALMANAC

100 years ago

In 1846 M. J. Dubosck introduced first use of electric light for stage lighting at the Paris Opera. He represented the rising of the sun by means of an arc light placed at the focus of a parabolic reflector so that it cast a beam of light on a silk screen.

75 years ago

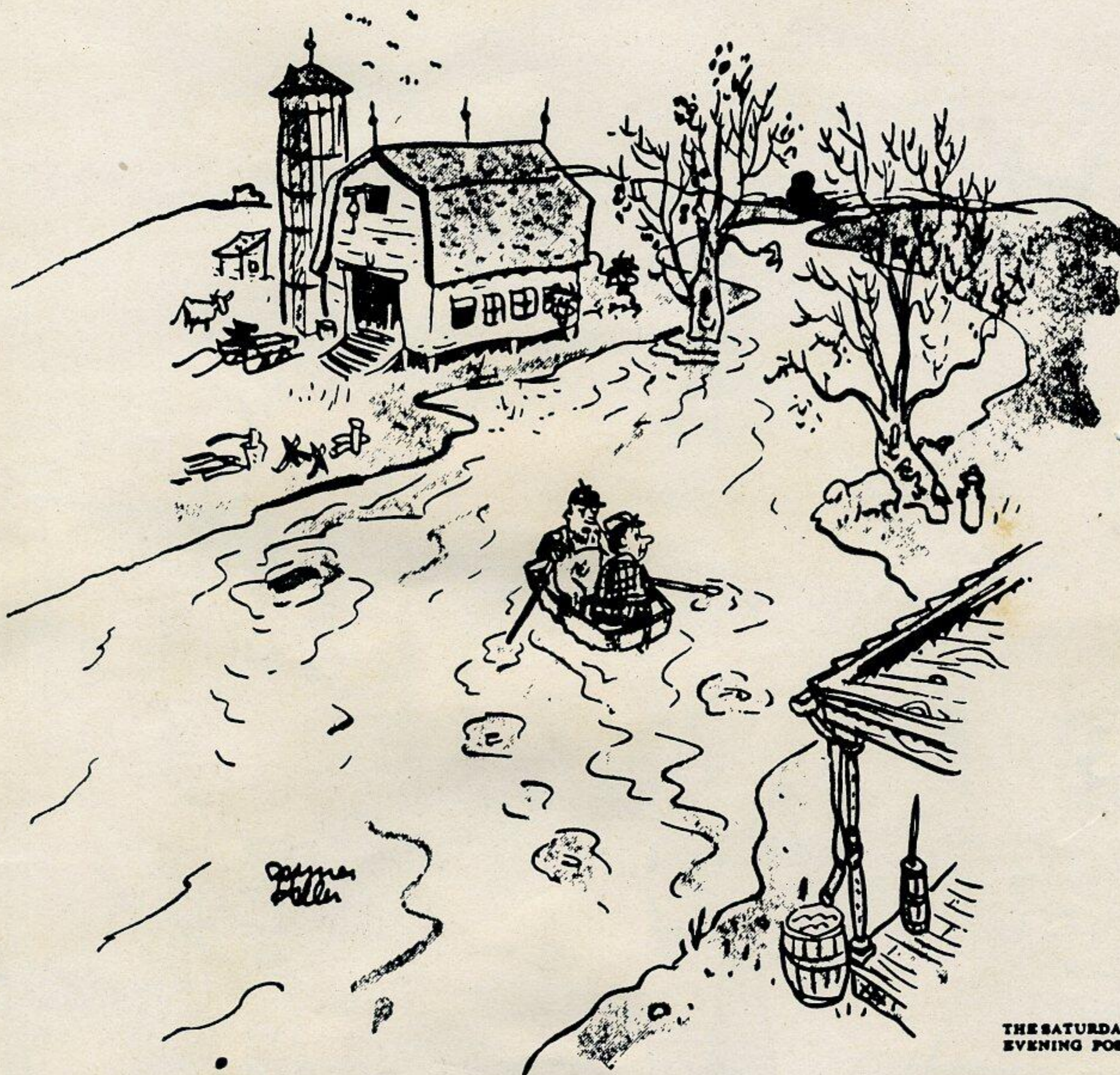
Zenobe Theophile Gramme, Belgian electrician, in 1871 exhibited his first hand operated generator of electricity before the Academy of Sciences in Paris.

50 years ago

Dr. Neils Rydberg Finsen, in 1896, discovered that violet rays are an enemy of disease, inaugurating electric light therapy.

25 years ago

First conversation by deep sea cable took place in 1921 over 115-mile route from Key West, Florida, to Havana, Cuba.



"Thanks to them Government engineers foolin' around with the river, I have to use a boat to get to the barn now."

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A small girl from the city was making her first visit to the country and on her first night on the farm, went to the barn to see the cows milked. The next morning, the hired man came running with the news that one of the cows had been stolen.

"Don't worry," piped the kid. "She won't get far. We drained her crankcase last night."

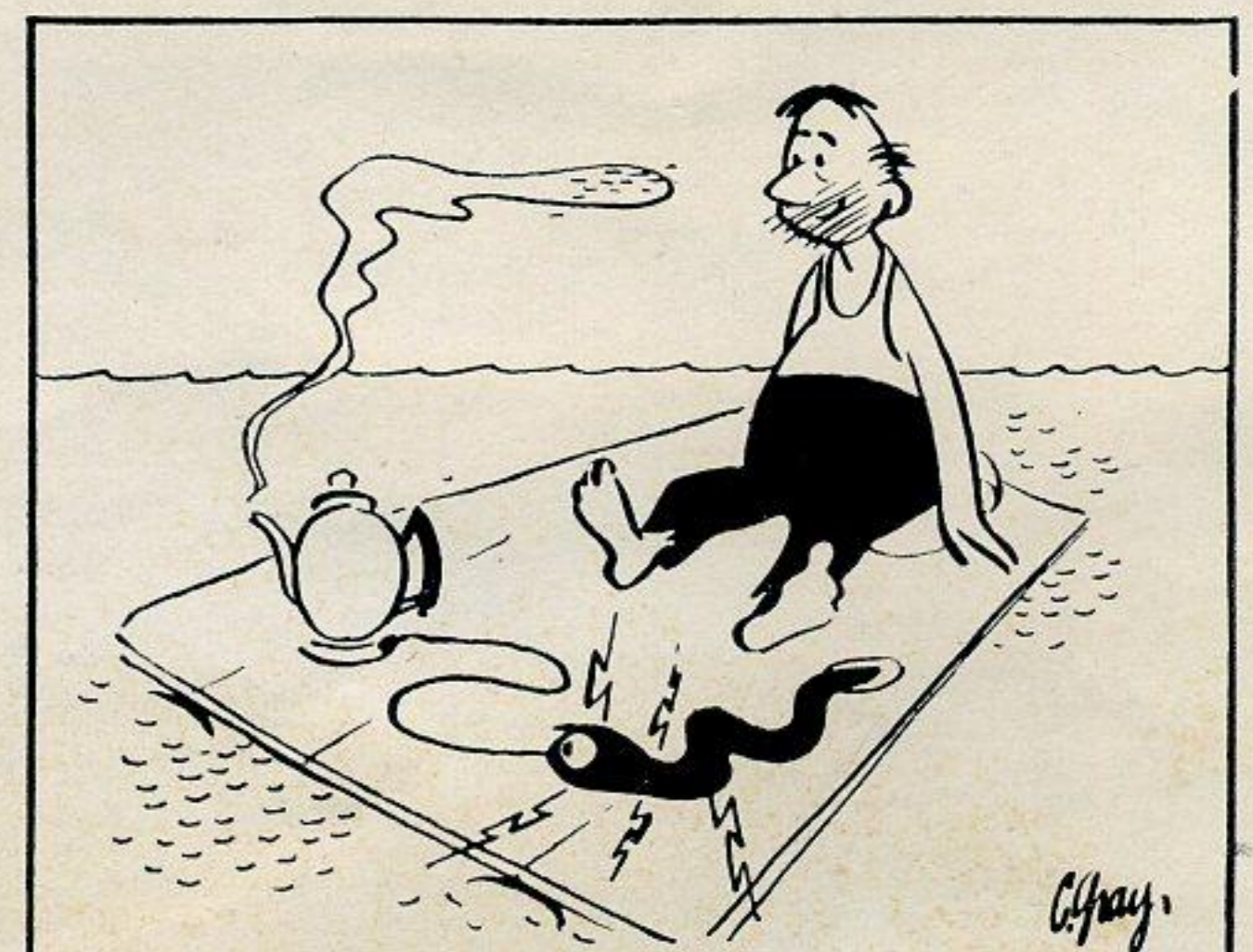
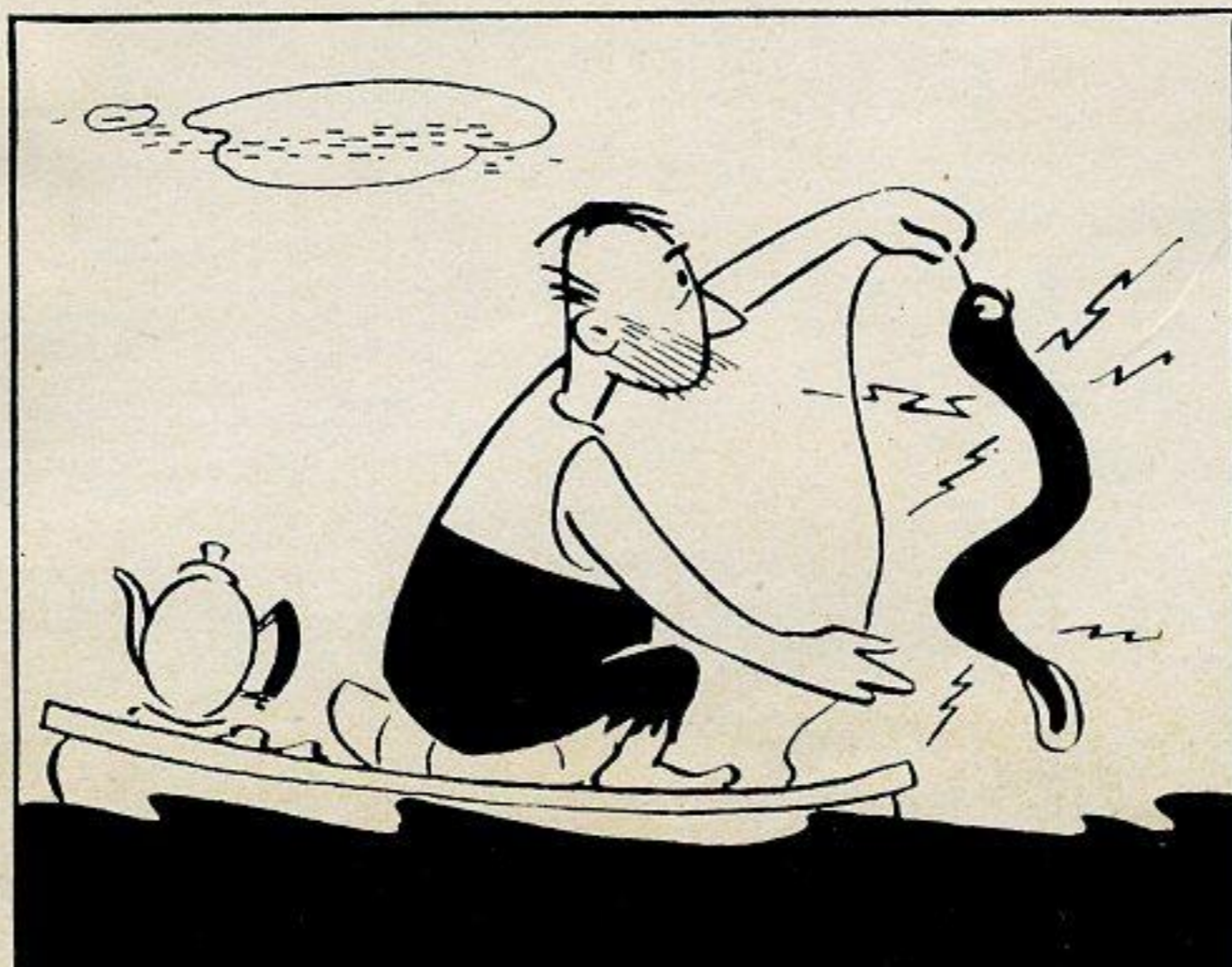
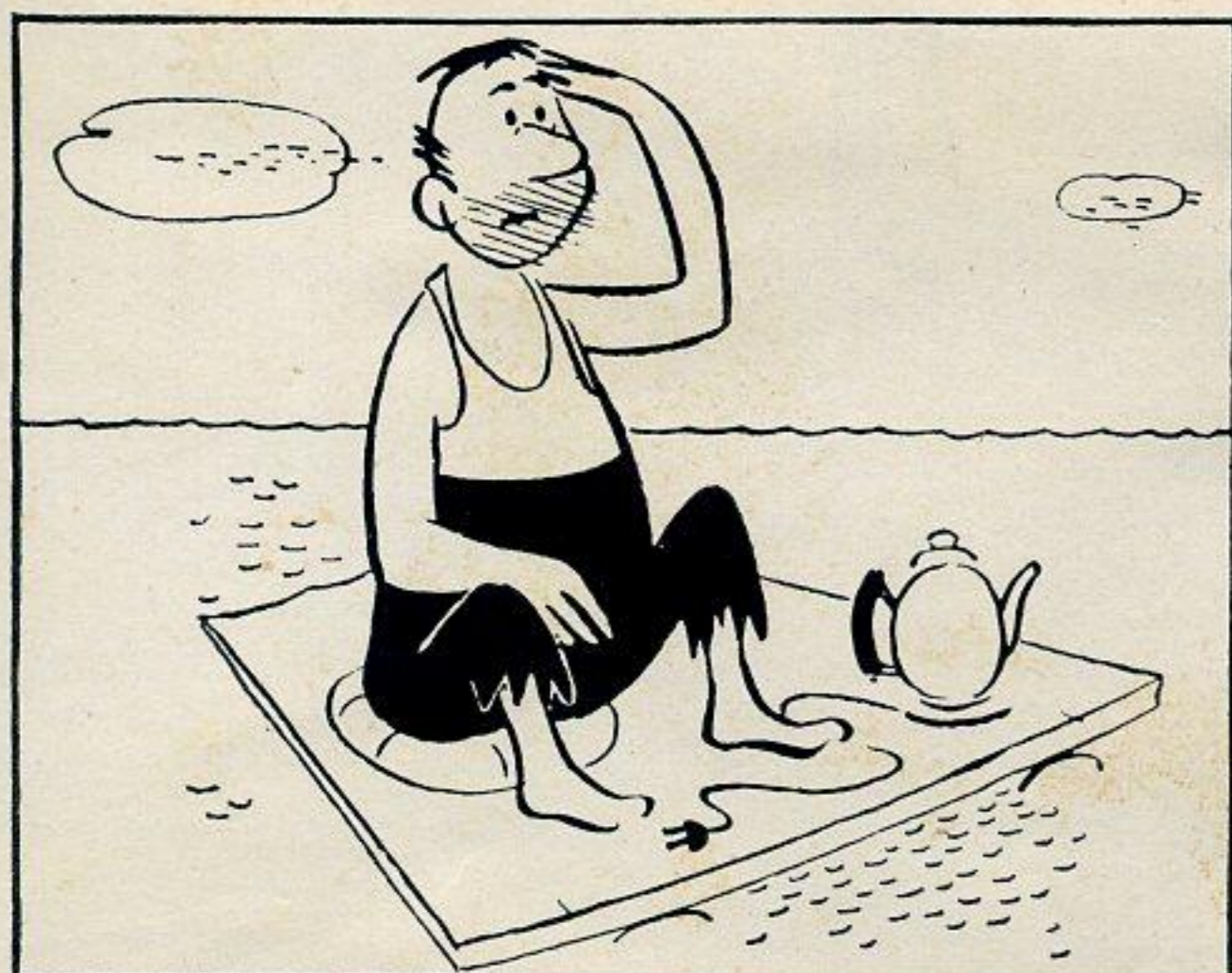
Lamp shades with white linings reflect 50% more light than those with dark hues.

Three-fourths of America's electricity is produced by steam power, the other fourth by water.

An investment of \$100,000 in business can create fourteen jobs.

Lightning flashes have speeds up to 200,000,000 miles an hour.

If a bulb is blackened inside, 25% of the light is wasted.





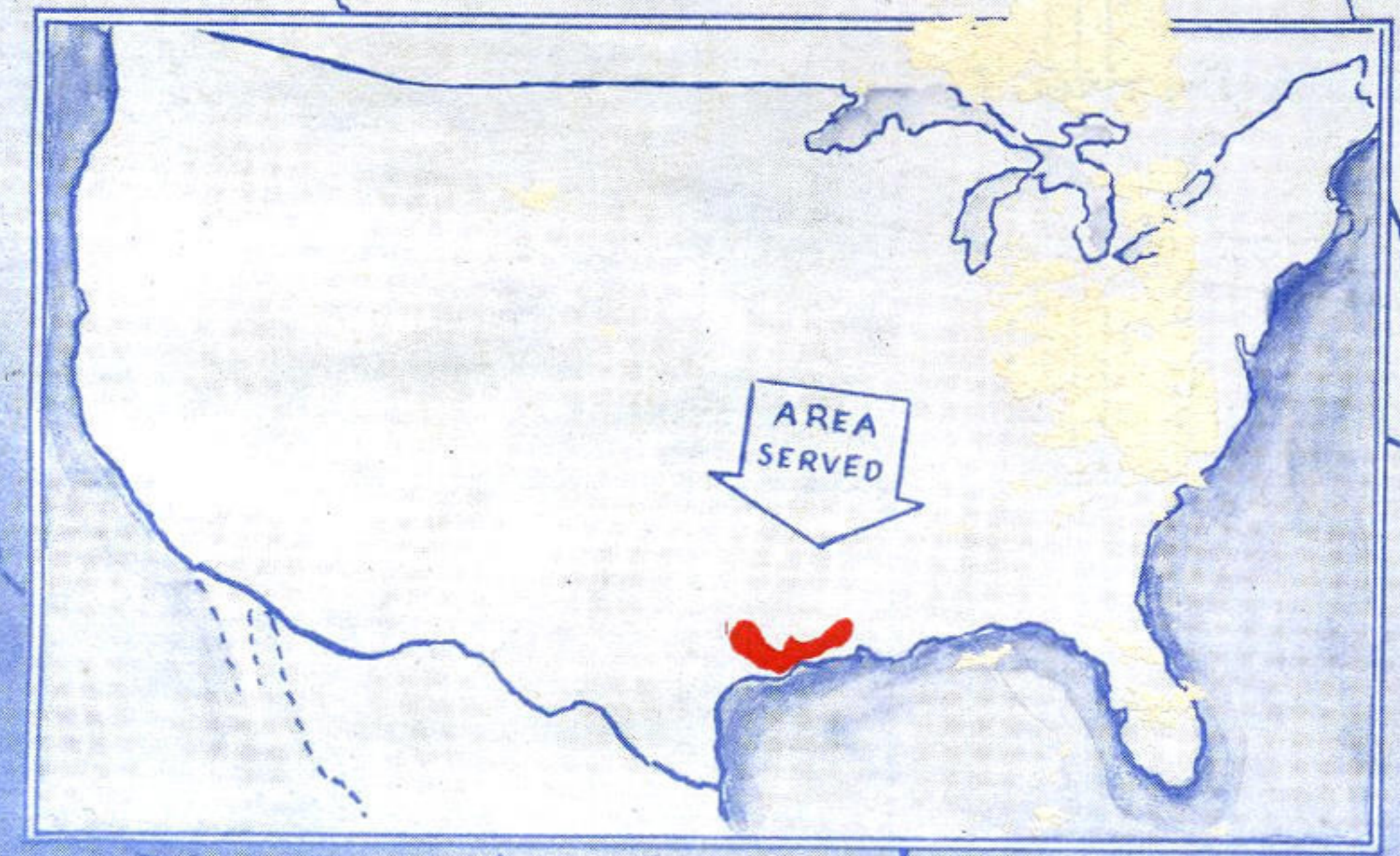
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GULF OF MEXICO

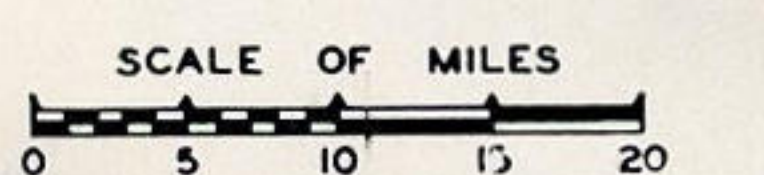




- LEGEND**
- ▲ SUBSTATIONS - 66 & 33 KV.
  - GENERATING STATIONS
  - COMMUNITIES SERVED BY G.S.U. CO.
  - TRANSMISSION OR DISTRIBUTION LINES
  - VOLTAGE IN THOUSANDS INDICATED
  - TIE FOR THE SALE OF POWER TO FOREIGN COMPANY
  - ← TIE FOR THE PURCHASE OF POWER FROM FOREIGN COMPANY
  - ↔ TIE FOR THE INTERCHANGE OF POWER WITH FOREIGN COMPANY



TRANSMISSION SYSTEM  
OF THE  
GULF STATES UTILITIES COMPANY



December 31 1945

X-4000