



Plain Talker

GULF STATES UTILITIES COMPANY

JANUARY, 1955

Holland

**ELECTRICITY
YOUR
BIGGEST
BARGAIN**

REDDY KILOWATT



GULF STATES Utilities Company

Thrifty Kilowatts

IN THESE DAYS of high prices, high taxes and an expanding economy, Gulf Staters can take pride in a very important fact about the electric industry: our product, despite skyrocketing expenses in nearly every phase of the business, has *decreased in cost* per kilowatt-hour over the years.

The billboard shown here, featuring our Gulf States outdoor advertising message for January, states that electricity is the public's "biggest bargain."

The average customer (who uses two to three times as much electricity as he did 15 years ago) is taking advantage of the bargain. More and more homes enjoy good lighting, electric cooking, television, air conditioning, efficient electrically-operated laundries and scores of other benefits as time goes by. In 1920, there were only 10 of these home appliances available to customers. Ten years later, less than 20 were in common use. By 1940, there still were less than 40 on the market. Now there are more than 60, and the number is going up all the time.

Giving our customers service at a price they can afford has enabled them to make use of these appliances. The result is easier, more comfortable living for many thousands of families. Where electricity is concerned, every day is bargain day . . . around the clock, too, because "we never close."

'GREAT EXPECTATIONS'



A magazine for employees of
Gulf States Utilities Company

Beaumont, Texas

January, 1955

Vol. 33, No. 1

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HUBERT COLLINS — EDITOR

Gulf States Utilities Company

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THIS is the 30th anniversary year of our company as Gulf States. The company has grown a good deal in this time but particularly rapid growth has occurred since the war. Our electric customer count has grown from 157,086 at the close of 1947 to 1954's year end figure of 240,910; gas customers increased from 22,702 to 42,516 and water customers from 13,813 to 23,512 although all or parts of four water systems were sold during this period. We have a fabulous 28,000 square mile service area in which to grow still more.

How big is 28,000 square miles? How much population could the area contain? Describing Gulf States operations, President Roy Nelson explained it to a group of Eastern bankers and security analysts as follows: "A line drawn southwest from New York for 280 miles then projected inland for 100 miles and back north to the coast will approximate 28,000 square miles. Included in this area are such cities as New York, Philadelphia, Newark, Baltimore, Washington, Richmond and Norfolk. Together they have a population well in excess of 15 million, not counting smaller towns and rural areas."

Of course, size itself is not necessarily a virtue or a shortcoming. But we may as well face the fact that we are a growing utility company in a healthy, growing part of the country. We can look forward to a continuation of this trend. We can expect more customers, and we can expect increased demand for our services from the ones we already have.

Perhaps the Texas-Louisiana coastal belt will never become another highly congested, densely-populated industrial and commercial region such as some of our metropolitan areas in the East. (And perhaps we wouldn't be happy here if it did.) But all the reliable signs indicate that continuing solid development is in prospect.

As proved in the past, Gulf States will be ready to measure up to any kind of growth and change with which our territory challenges us. As Gulf States has done in the past, so will we do in the future. An interesting review of 1954 operations is offered in the article "Keeping Reddy Ready" on Page 2.

'DIXON-YATES' INFORMATION

Interest continues high in the so-called Dixon-Yates contract to furnish the Atomic Energy Commission with 600,000 kilowatts of electric power. Unfortunately, many distortions of the issues have been made. A company pamphlet of factual data concerning this contract is being printed and will be mailed to each employee very soon. This booklet will furnish accurate information which will be helpful when discussing these important issues.

OUR COVER

THE SITE on which the Company's new office building in Baton Rouge will be built was cleared and placed in readiness during the latter part of 1954. An architect's visualization of how the structure will appear furnishes us with this month's cover picture. Company engineers worked closely with architects of the firm of Bodman, Murrell and Smith on the plans for the four-floor building, which will be located on the corner of North Boulevard and St. Charles streets.

Again in 1954, We were ...

KEEPING REDDY READY

THE POSER, "How long is a piece of string?" might well apply to the expansion of the electric industry in general and to Gulf States in particular. The job of building goes on and on.

In 1946, Gulf States launched into a major long-range expansion program. After World War II the backlog of construction demands was tremendous, and it was expected to require five or six years to catch up. Now after some eight or nine years of unprecedented building of new and additional facilities, we are still "building bigger" and the end is not in sight.

In the eight-year period ending at the close of 1954, approximately \$177,000,000 has been invested in plant facilities throughout our system. This

is an average of more than \$22,000,000 annually. Actually it means that for every single day, including Saturdays, Sundays and holidays during these eight years, over \$60,000 has been spent on expanding our system. Last year, which was the low in recent years, approximately \$16,500,000 was spent for plant facilities.

Now, in the five-year period from 1954 through 1958 it is estimated that construction expenditures in excess of \$95,000,000 will be required — an average of \$19 million annually. For a company whose total prewar plant investment was less than this sum, this amount indicates fairly rapid, but steady, solid growth.

Major Projects

Highlighting 1954 construction proj-

ects was the completion of two 55,000 kilowatt generating units, Nos. 2-A and 3-A, at Louisiana Station No. 1. These additions, placed in service during September and December, bring the capability of No. 1 Station to 221,000 kilowatts and total capability of the two Baton Rouge plants to 376,000 kilowatts. The previous installation of two 566,000-pound-per-hour steam boilers at Station No. 1 during the first quarter of 1954 were, of course, equally important since they made possible the use of the generators, as well as providing steam for the combination customers.

Commencement of work during 1954 on the 100,000 kilowatt generating unit at the Sabine Area's Neches Station was significant, since it will be the largest single unit in the entire system. It is the seventh unit for Neches, although it will not be housed in the main plant building as it will be a completely outdoor-type unit.

Previously three semi-outdoor units were installed at Neches, but the new unit is the first all-outdoor type in the company. Considerable saving will be realized through elimination of a housing structure. The unit is scheduled for completion during April, 1956.

One other major job related closely to system power production was the installation of a 62,500 Kva, 138-69 Kv bus tie transformer at Riverside Station Substation near Lake Charles. This equipment will assure the supply to the area 69 Kv load under certain emergency conditions.

New Loads

Other projects of a major status include installation of substations at various points where new or increased load centers are located.

Typifying our company's outstanding industrial load growth are the projects to serve industries. Probably the largest was construction of 18 miles of 69 Kv line from Rose City to Evadale and a 6750 Kva substation to serve the East Texas Pulp and Paper Mill. This mill, owned jointly by Time, Inc., and Houston Oil Company, represents an investment of \$25,000,000 and employs 350 people.

A half mile of 69 Kv line and a 7500 Kva substation were completed to serve the Spencer Chemical plant south of Orange.

In the Port Arthur Division a 3750 Kva substation was installed near Nederland to serve the new DuPont plant located there. The commencement of operations at the Williams Plant of the Koppers Company on the West Port Arthur road required a new 600 Kva substation there.

New Baton Rouge Division Headquarters





Vice President Bell, President Nelson and R. K. Wilkinson at groundbreaking for new Neches Station generator. S. E. Moore and grandson Kenneth participate.

The Navasota Division was represented with a new load for Warren Petroleum Company, southeast of Conroe, which required a short 34.5 Kv line extension and a 1000 Kva substation. A 3750 Kva mobile substation was also acquired for Divisional use to accommodate emergency needs or temporary service so that changes or repairs may be made more safely to permanent facilities.

Near Westlake, in the Lake Charles Division, a new 69-13 Kv, 3000 Kva substation and a mile of 13 Kv line were built to serve a rock crushing plant. For the purpose of serving increased loads in the general area of Iowa a mile of 69 Kv line and a 3000 Kva substation were built and two and a half miles of 13 Kv line and a 1000 Kva substation were installed to serve a Shell Oil Company load.

In the Baton Rouge Division a major project was construction of 23 miles of 34.5 Kv line and a 1500 Kva substation to serve the Angola State Penal Farm northwest of Baton Rouge.

For bolstering the network serving the metropolitan area there, a new 34.5 Kv line was built from Louisiana Station to Government Street station — a distance of 4.7 miles.

The gas department also completed a major project for the area with installation of eight miles of four-inch gas line along the Greenwell Springs Road to the state TB hospital. (See page 12)

Baton Rouge General Office

Attracting the greatest attention in Baton Rouge was beginning of work on the new half-million-dollar building.

This is the first general office building ever built by the company and is designed specifically to fit the company's needs for executive and divisional staff operations.

Throughout the system, modernization programs for city street lighting have shown significant progress. Either completion or continuation of such programs brought new systems or installations to Baton Rouge, Zachary, Baker, Navasota, Conroe and Orange.

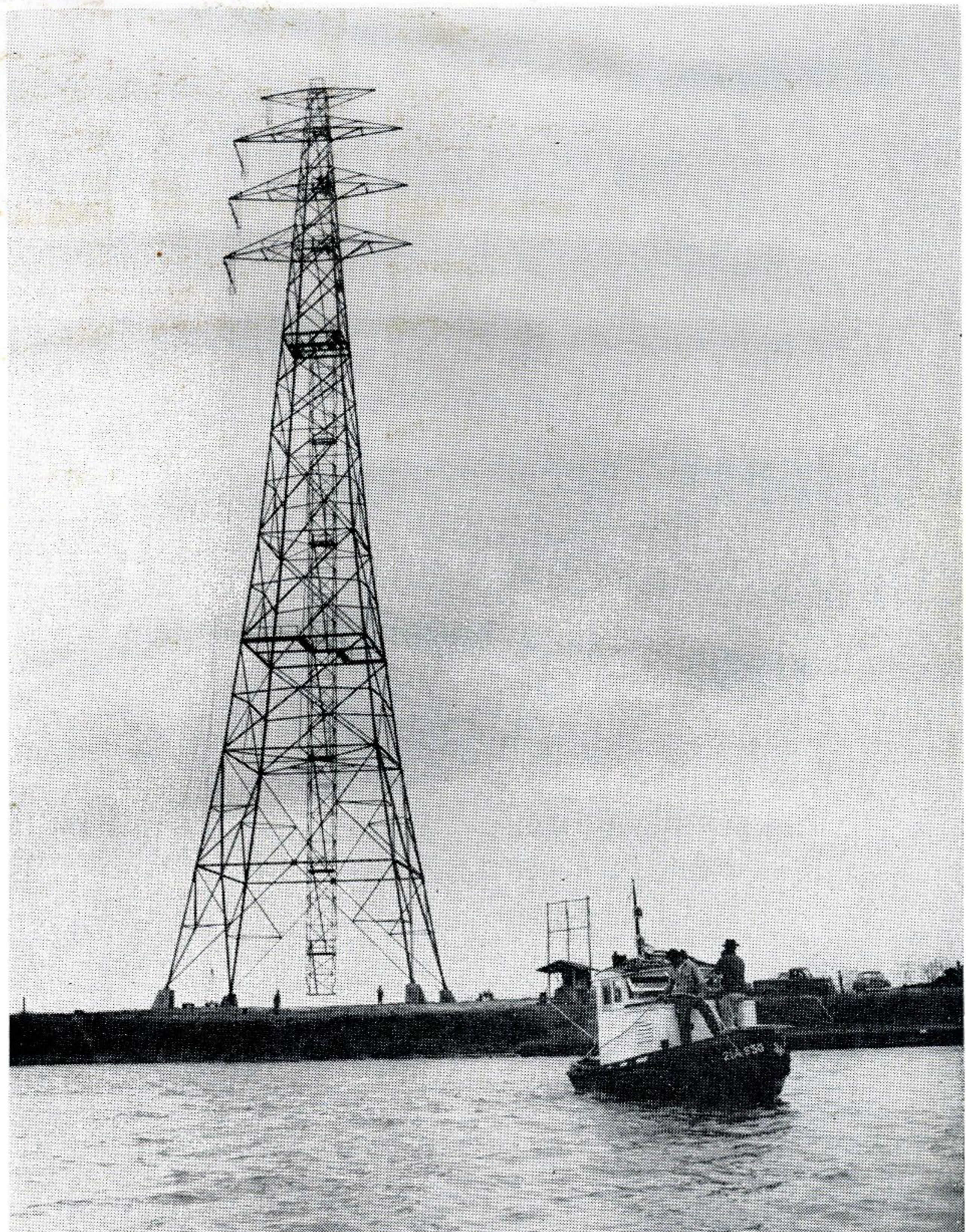
Of a general improvement nature other major projects included construction of a 69 Kv line from Neches Station to Orange and the installation of the Lincoln Substation at Beaumont to serve the residential area in the southwest section of town.

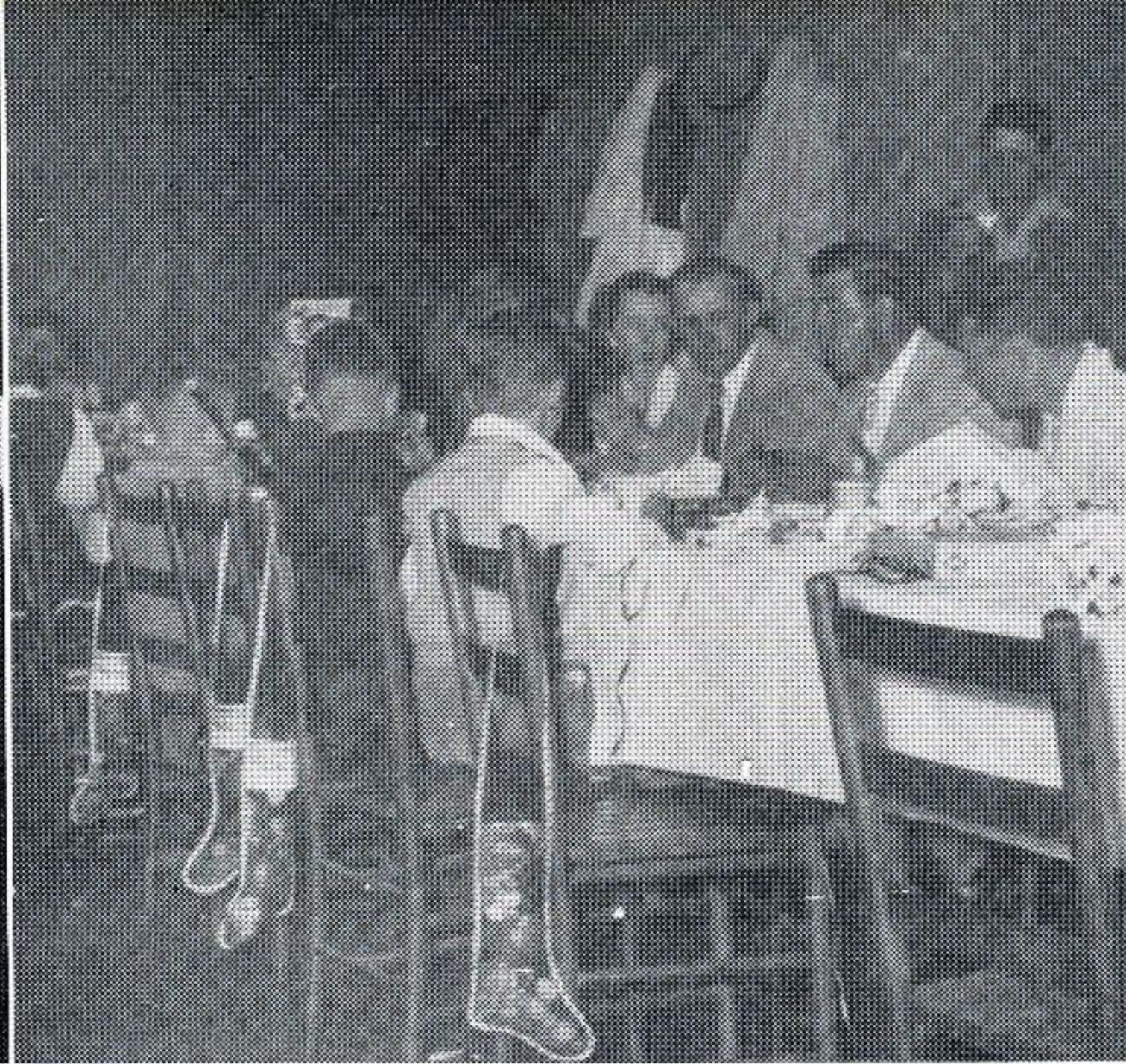
Together with the above jobs the company as a whole experienced a net gain of 69 miles of transmission line and 338 miles of distribution line or a total of 407 miles during 1954. These additions brought the total pole line mileage in the system to 10,390.

Substation capacity was increased by 136,662 Kva to bring the total capacity of the system's 335 active substations to 2,218,117 Kva.

With the existing generating stations capable of producing 17,400,000 kilowatt hours of electric energy daily and the above facilities capable of delivering this power to the consumer, **plus** the continuing program of planning and building ahead, Gulf States and Reddy Kilowatt are "Ready for Anything!"

Neches River Crossing Towers

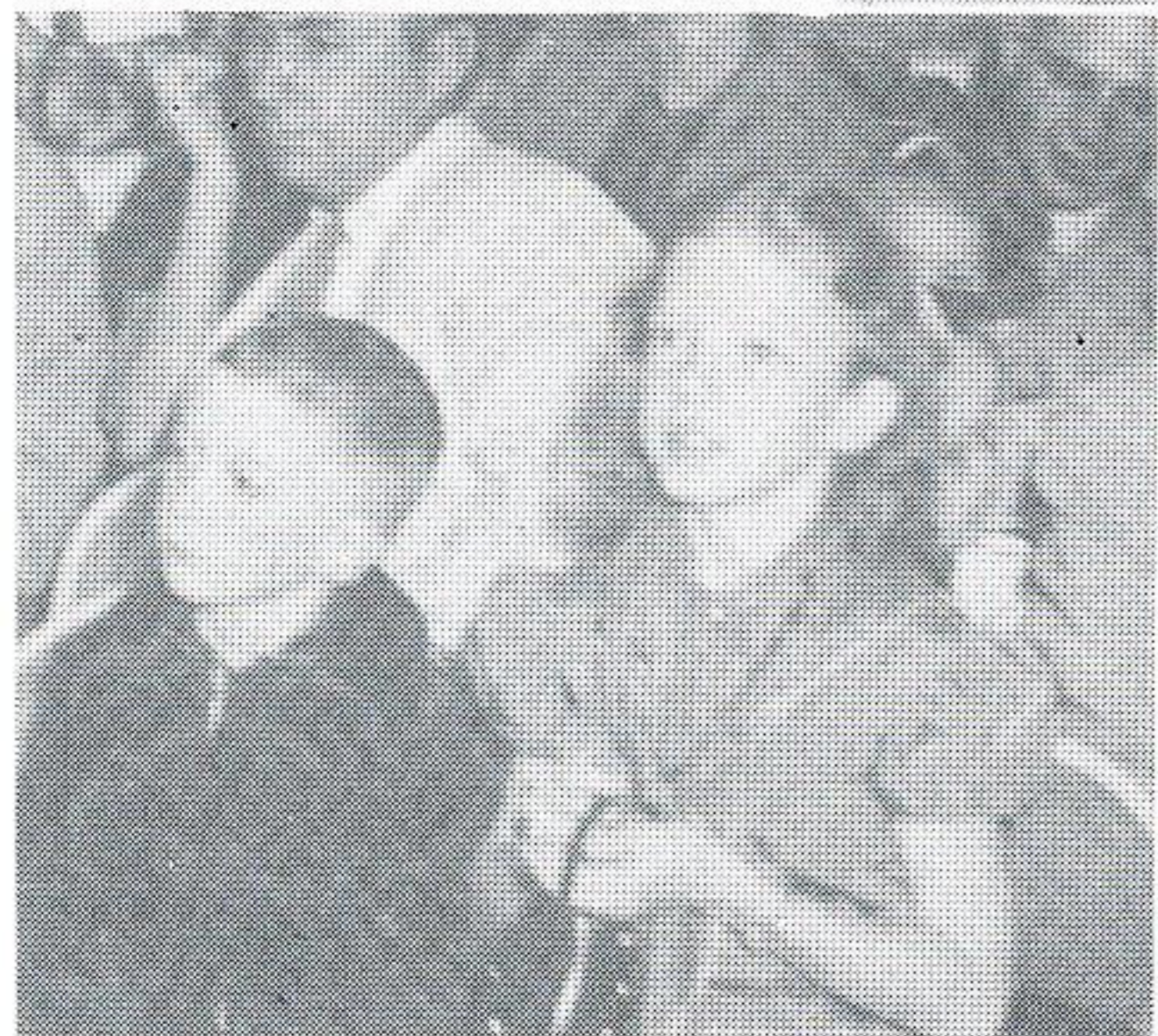




Silsbee ↑

Navasota ↓

**Christmas Parties
... 1954**







Jennings & Lafayette ↑ **Orange** ↓ **Lake Charles** →









T & D ↑

← **Production and Accounting** **Beaumont** **Sales and Engineering** ↓





Port Arthur



Huntsville



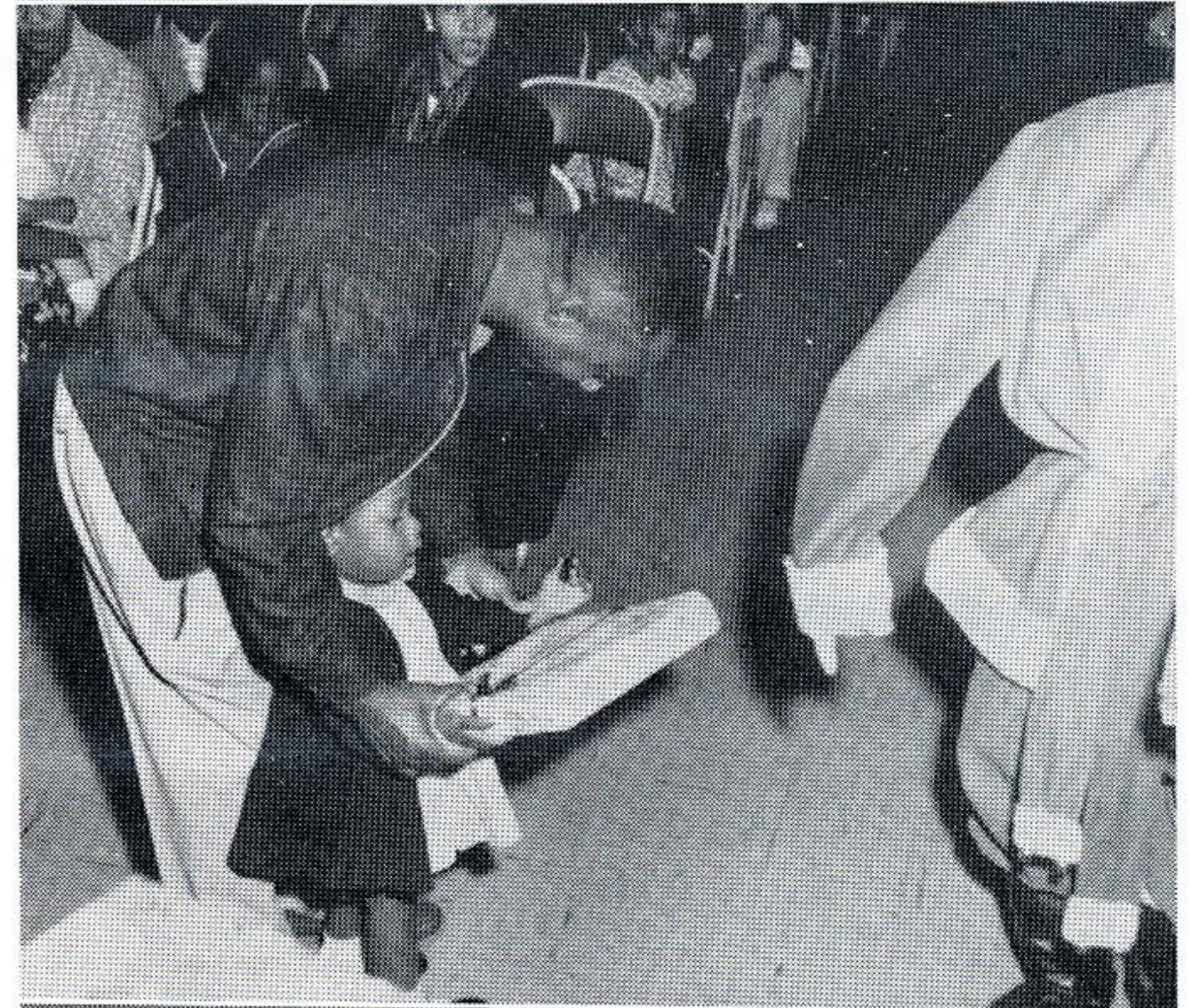
Jennings



Beaumont

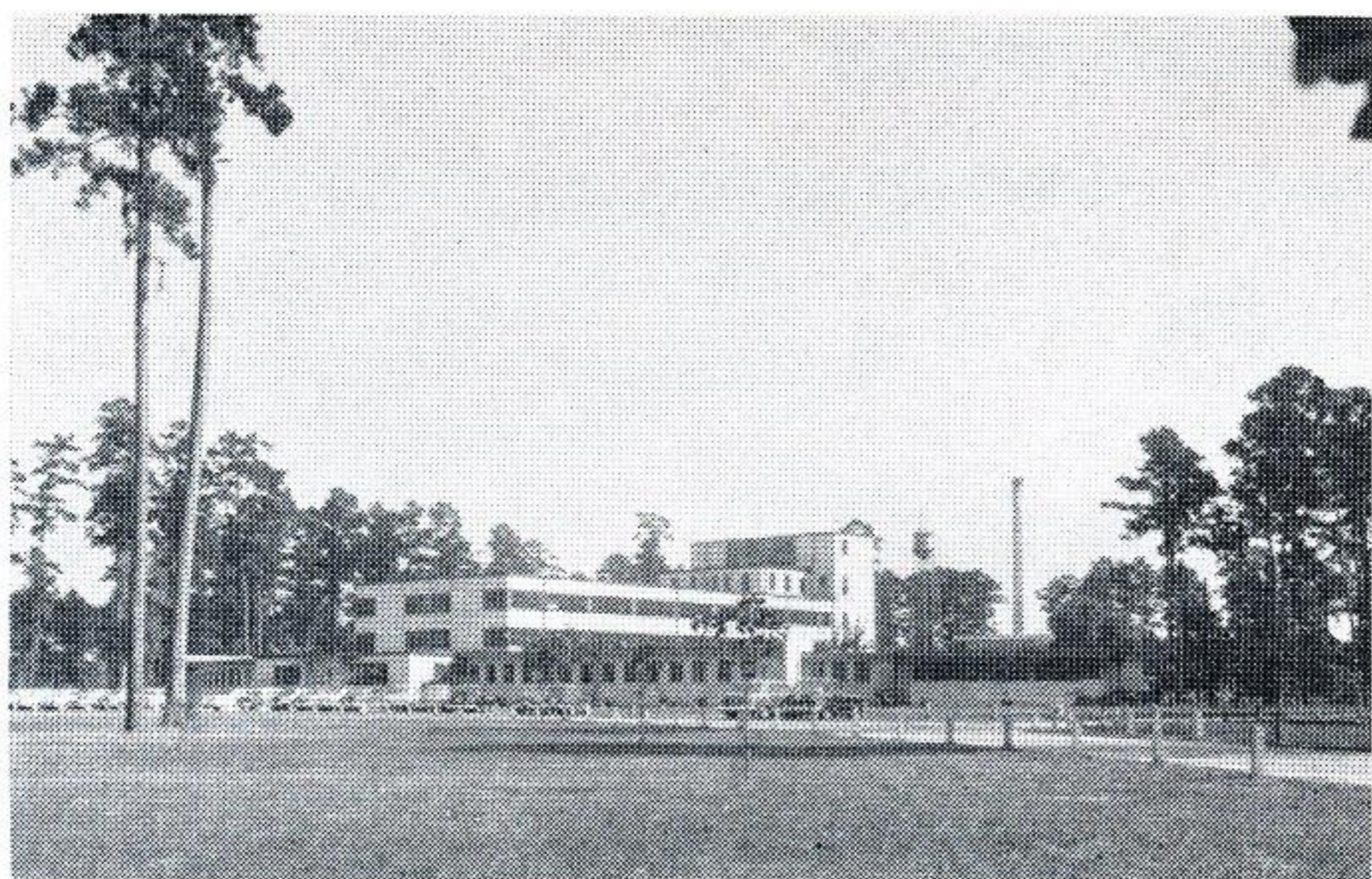


Lafayette



Orange





Here's a new customer for the gas department near Baton Rouge — Greenwell Springs Hospital. On GSU electricity for many years, the area now gets "double service."

Hospital Becomes A GSU Customer

A NEW CUSTOMER as beautiful as it is vital to public health is now among the Company's gas customers in Baton Rouge Division. Natural gas service has been made available to the Greenwell Springs Hospital and to residents along the eight-mile stretch of the Greenwell Springs Road where a four-inch gas main was laid between the Comite River and the sanitarium.

Electric service has been furnished by Gulf States in this area for many years.

The Greenwell Springs Hospital is a landmark near the Louisiana capital city. It has a fine record for the treatment and cure of patients suffering from tuberculosis. The hospital is located in the picturesque piney woods about 15 miles east of Baton Rouge, where the dry, scented air is pleasant and restful to tubercular patients.

Company and contracted crews completed the laying of the gas service feeder line in plenty of time for the new customers to enjoy natural gas service during the cold weather.



GSU labor foreman L. E. Wallace (right) is shown heavy-duty boilers, now fired with natural gas, by hospital staff-member Neal.



James Brooks, Louis Knighten, Jimmie Thornton and foreman Wallace of the gas department are shown after they set the hospital's new gas meter.

Debt Expansion . . . the Root of Inflation

THE TOTAL U.S. debt — including amounts owed by government, by corporations, and by individuals — increased more than threefold between 1939 and 1953. Furthermore the portion represented by government (federal, state and local) debt increased from about one-third of the total in 1939 to almost half of the much larger total in 1953.

The rise in the price level has meant that the real burden of debt has not increased as much as dollar figures would indicate. Debts can now be paid in dollars that are worth only 52 cents compared with the 1939 dollar. The other side of the picture is that creditors are paid back in the same debased dollars. Creditors include savings bank

depositors (whose deposits are invested in government and corporate bonds and in mortgages) and insurance policy holders (whose policies are backed by the same forms of debt).

Debt also is related to inflation as a causative factor. The expansion of government debt was due largely to federal deficits which have prevailed over most of the last twenty years. When government debt was sold to banks money was created but no goods were created for it to buy. An expansion of the supply of money without a corresponding expansion of the supply of goods inevitably leads to inflation. Thus debt expansion — in excess of the amount called for by normal economic expansion — is the root cause of inflation.



Waiting anxiously for word about prize winners, these Church Point area people were part of the hundreds that attended Gulf States' open house.

There's Something New at

CHURCH POINT

CUSTOMERS at Church Point, Louisiana, now transact business with Gulf Staters in a brand-new office complete with a five-ton heat pump, electric kitchen designed for demonstrations, roomy sales floor, and an electric laundry. About 600 persons were the Company's guests late in November when the office held open house.

Located in the Lafayette district, Church Point is "home base" for three employees — Oscar Borne, Jr., sales representative; Harold Beagh, serv-

iceman, and Miss Florine Wimberly, local office clerk. The growing community, which is northwest of Lafayette between Rayne and Opelousas, has been served by Gulf States for nearly nine years.

Prizes were given away during the open house, with Pat Flynn of Jennings and Joyce Fournet of Lafayette, home service advisors, cooking up such tasty awards as baked turkey. Hot coffee and biscuits were served to everybody who dropped by.



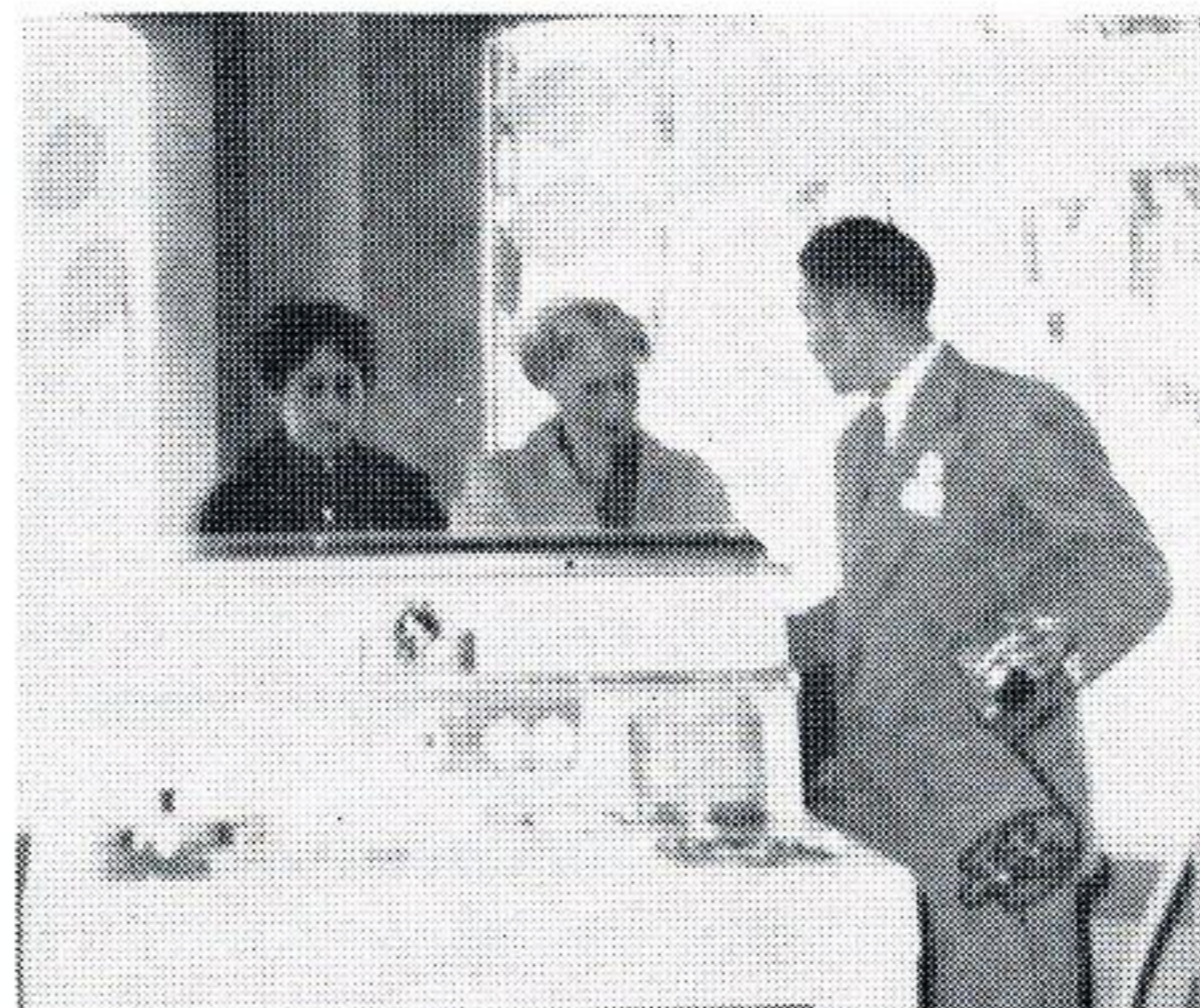
Marvin Coleman, Lafayette sales; Andre J. Dubus, Lake Charles district superintendent, and J. R. Peckham, Sr., Lafayette superintendent, talk over a point while Mrs. Borne serves coffee and biscuits to visitors.



Pat Flynn and Joyce Fournet present baked turkey to lucky prize winner.



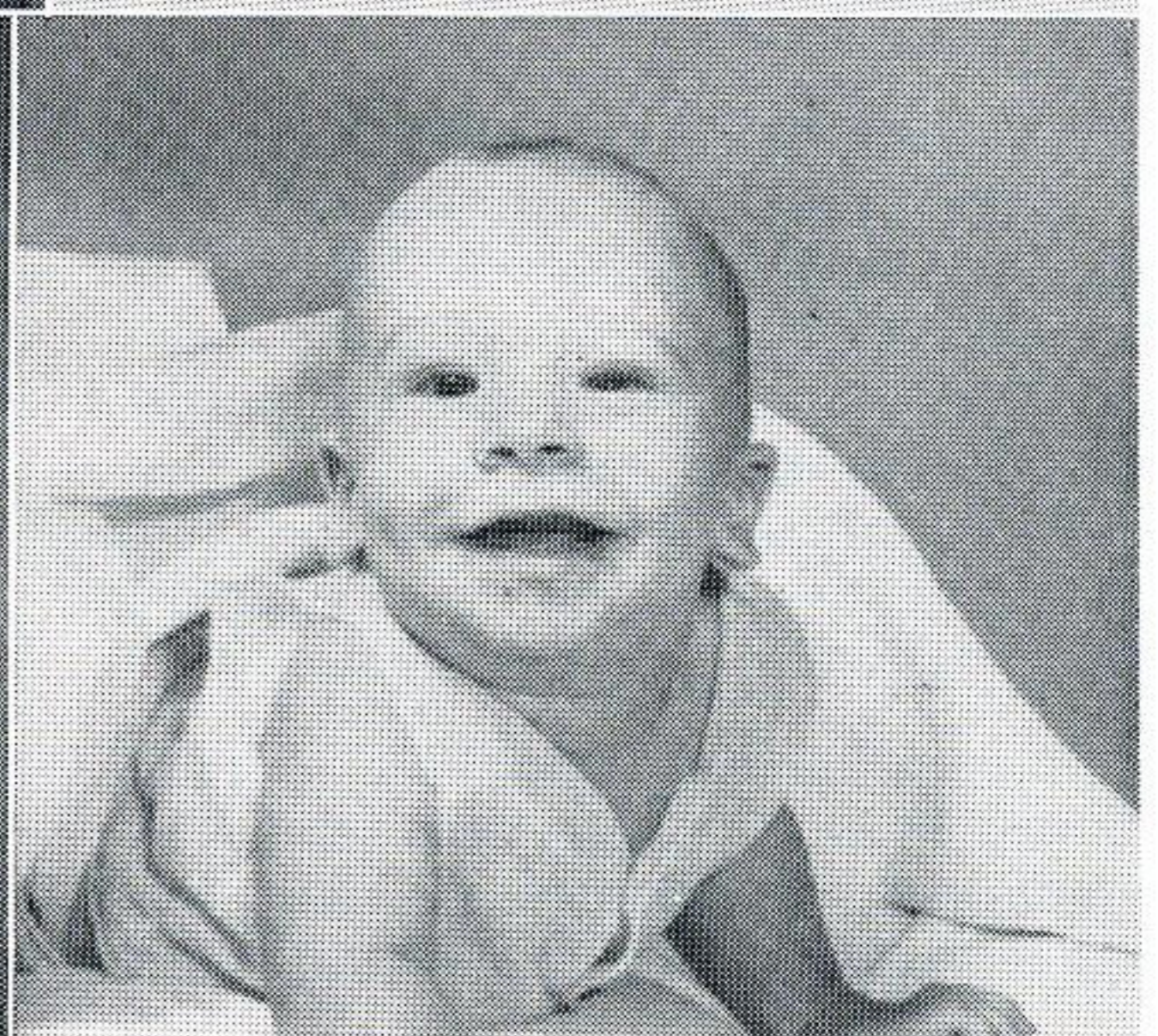
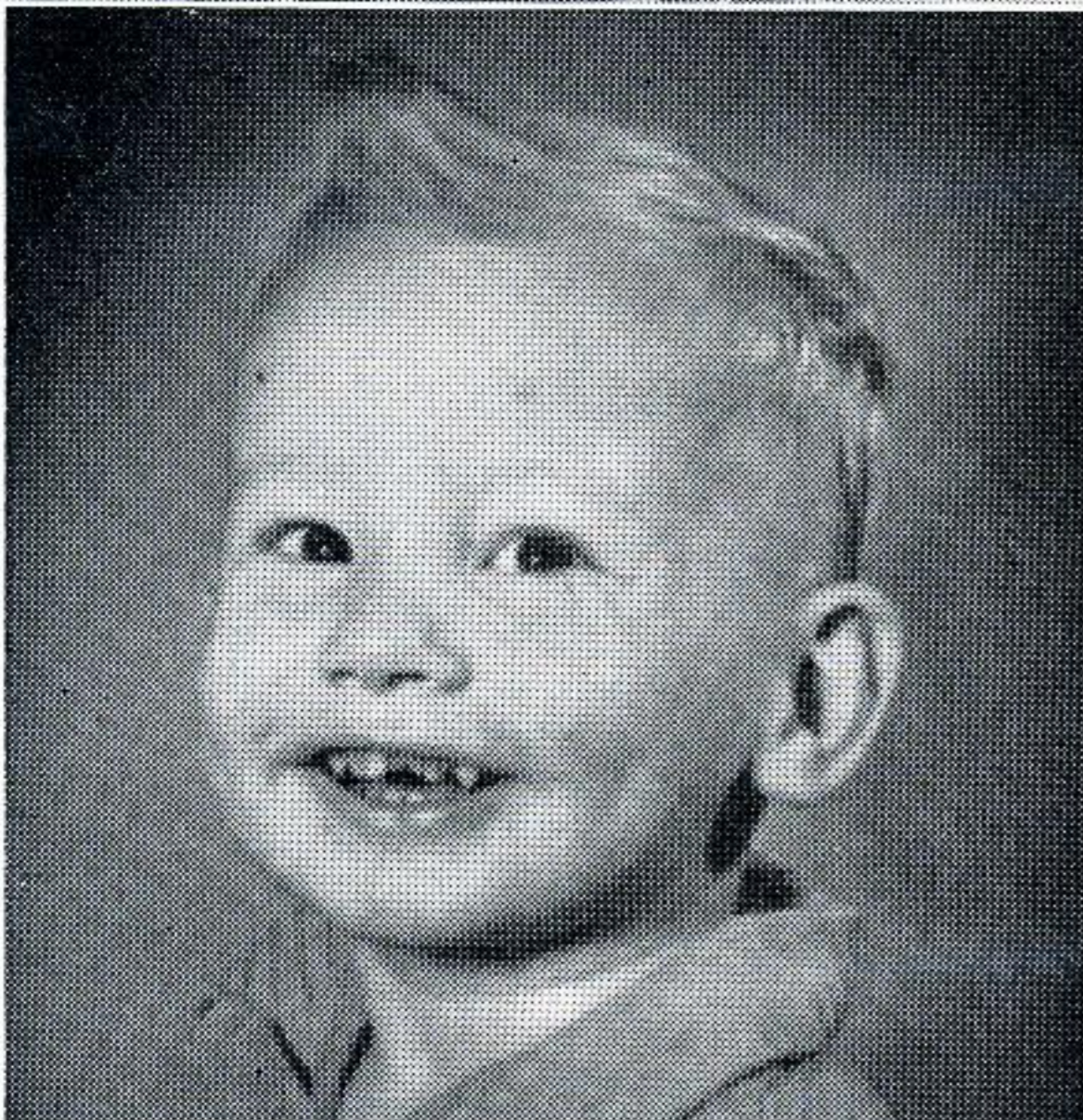
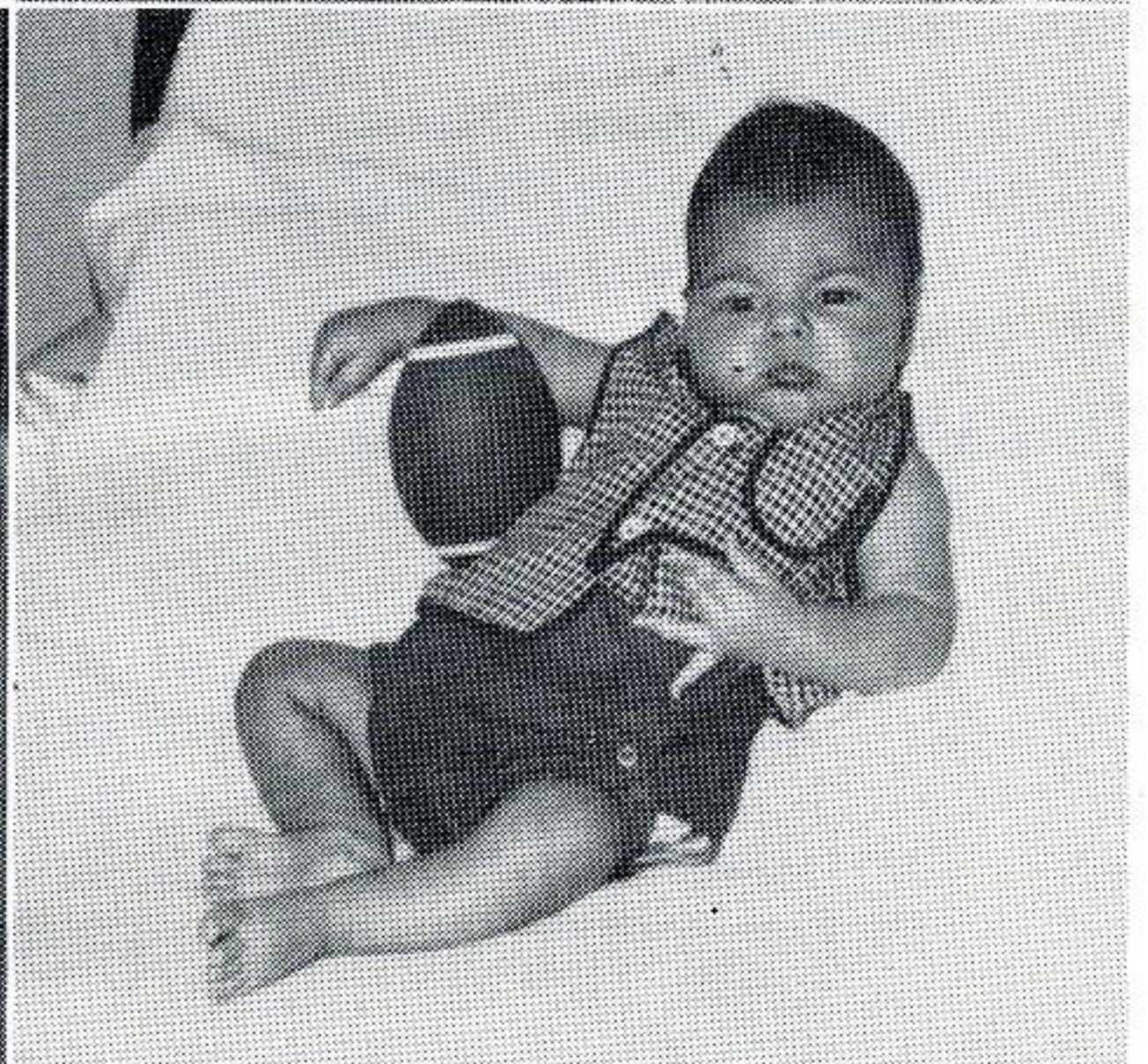
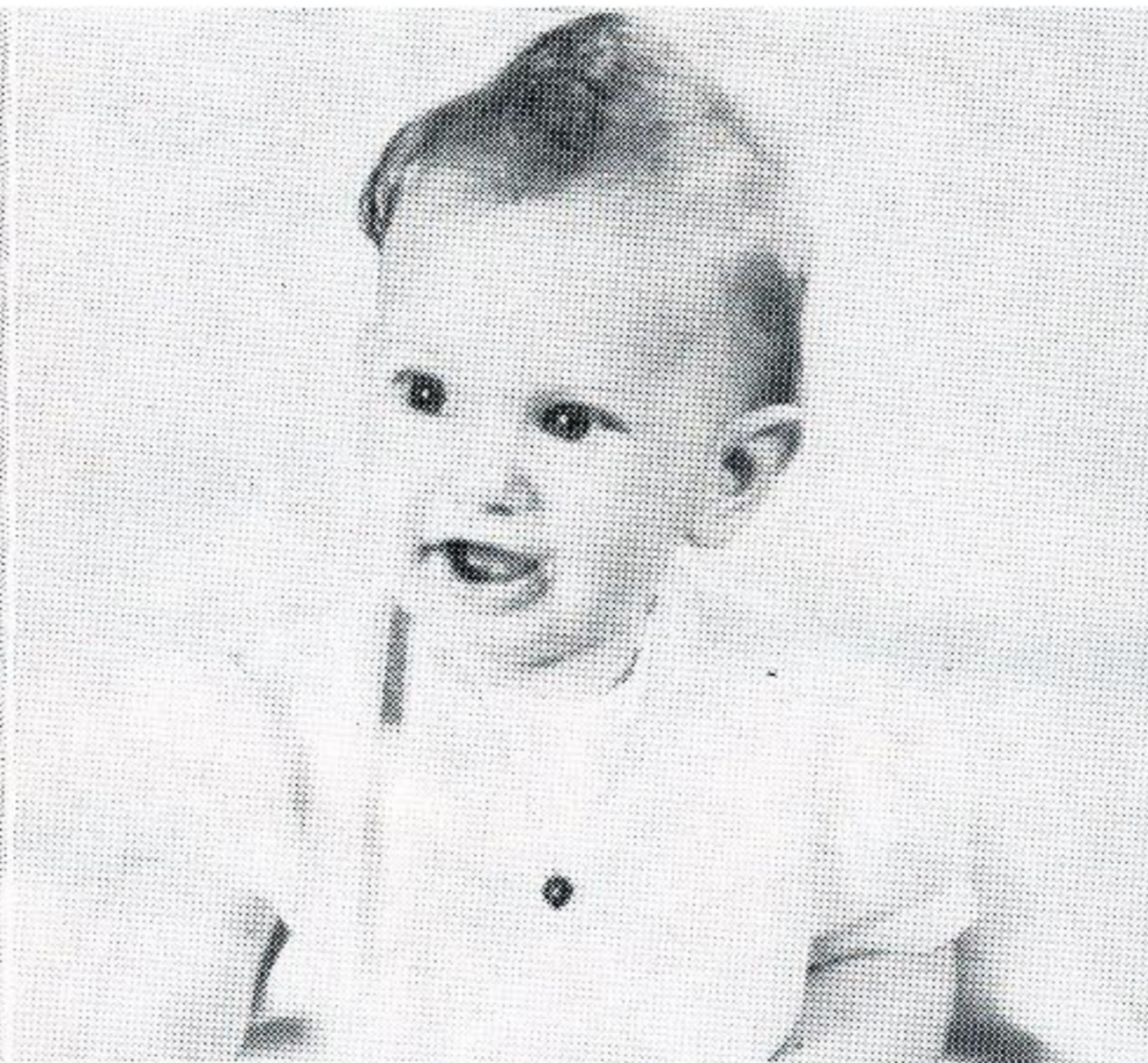
Mrs. Oscar Borne and Mrs. Harold Beagh, pictured at the open house.



Sales representative Oscar Borne, Jr., shows range to prospective customer.



Mr. Peckham and Fred Johnson, L. C. sales superintendent, examine turkey.

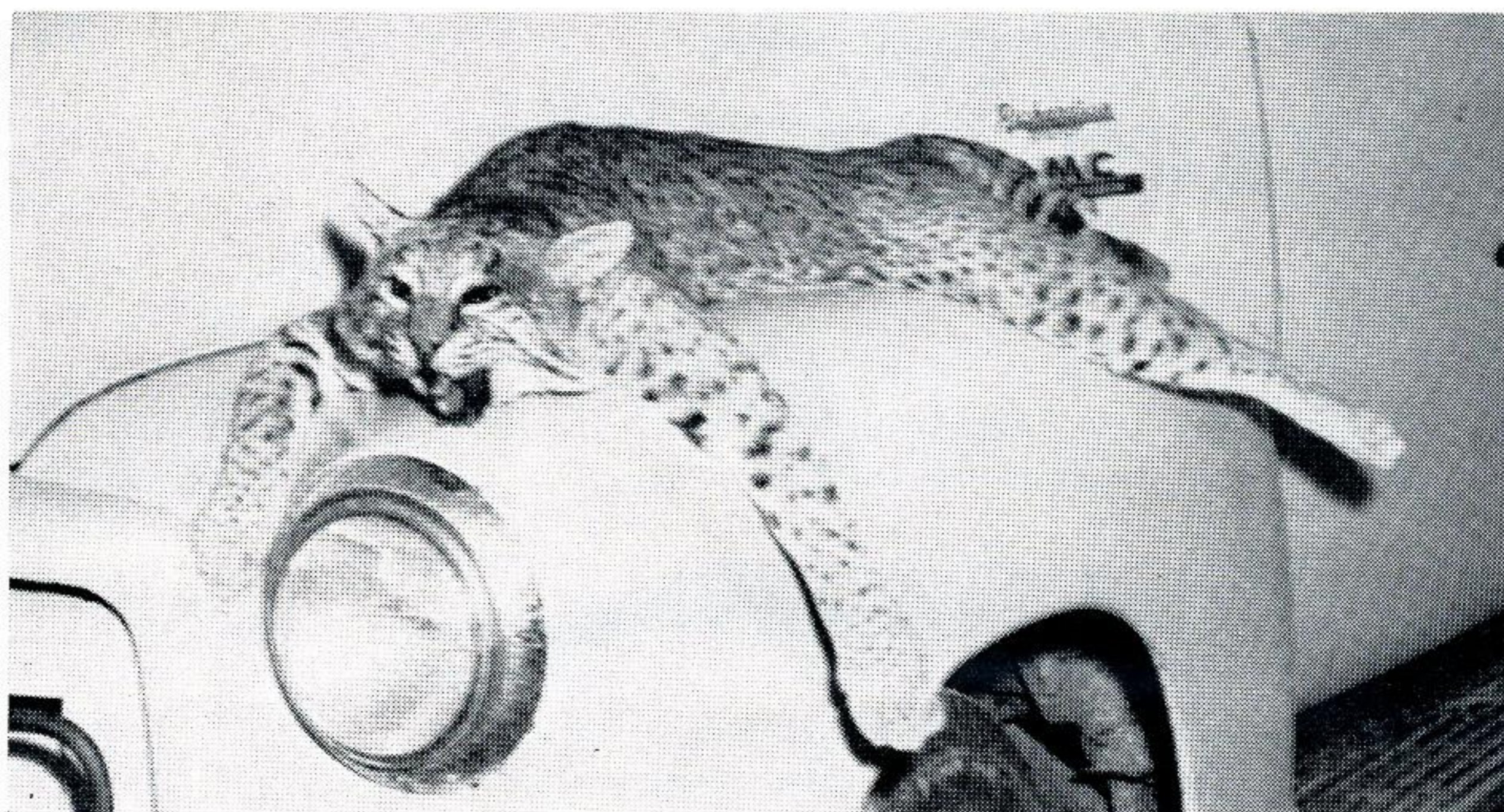


GROWING with GULF STATERS

THIS FINE-LOOKING GROUP of youngsters were some of the subjects of proud Gulf States parents' snapshots and portraits last year. From left—Top: **Robert Grant**, son of **Mr. and Mrs. Gerald Dean**, Beaumont; **Deborah Kay**, daughter of **Mr. and Mrs. S. E. Moore, Jr.**, and granddaughter of **S. E. Moore**, Beaumont; **Judy**, daughter of **Mrs. Gladys Hammond** (Pop is radio's "Uncle Willie" and a former Gulf Stater). Second row: **Jeffry**, son of **Mr. and Mrs. Jim Derr**, Lake Charles; **Douglas Dolph**, son of **Mr. and Mrs. Dolph McKowen**, Baton Rouge; **Russell Roland Gerard**, son of **Mr. and Mrs. Russell Gautreaux**, Baton Rouge. Third row: **Kirk**, **Gayle Ann** and **Gary**, children of **Mr. and Mrs. Clarence Bailey**, Baton Rouge. Bottom left: **David**, son of **Mr. and Mrs. Norman Head**, Baton Rouge.



Omar Cassidy and his trophy.



KING-SIZE KITTY

AS ANY SCHOOLBOY can tell you, things just naturally grow bigger in Texas. Sometimes Texans would just as soon they didn't, however.

Take the bobcat shown here, for instance. It was found near Beaumont before Christmas by GSU relayman first class Omar K. Cassidy. Mr. Cassidy had small traps set out in the Pine Tree Lodge area along Taylor's Bayou, hoping for a muskrat or two. He got more than he bargained for.

After shooting the cat, he measured it. From the tip of its short tail to the tip of its nose, the animal measured 38½ inches — an unusual length for a

bobcat, which ordinarily is a short, rather stubby rascal.

The Gulf Stater speculated that the well-fed cat's diet had included pork on the hoof. It obviously was a match for any but the orneriest of razor-backs. Exposing the animal's set of long, knife-sharp claws, Omar said, "Boy, couldn't he tear you up with those?"

Hunters generally agree that bobcats never attack humans unless cornered or thoroughly provoked over something. Cassidy's cat certainly won't — especially since the taxidermist got through with him.

FOR THE SCHOOLS, ONLY THE BEST

TODAY'S schoolkids in a number of GSU area towns have thrown away their paper sacks and lunch boxes, thanks to the large number of shiny, efficient kilowatt cafeterias installed in schools. In place of sandwiches, they enjoy well-balanced, nutritious meals amid pleasant surroundings.

Here Hotpoint's electric cooking expert Al Mesko gives Gulf Staters pointers on commercial-type cooking equipment in Baton Rouge's Walnut Hills Elementary School. Looking on are Evelyn Wilsford, O. G. Floyd, Dolph McKowen, Bill McCarter, Dick Hebert, R. P. Cazes (Port Allen dealer), Lester Landry and Jim Stelly.



... about the BACK COVER

SOMEONE HAS SAID, and possibly on good authority, that much of a man's success depends upon the frame of mind he is in when he leaves home for work.

It's so often the case, in the investigation of accidents, that we learn that the victim was thinking of "something else" when he was hurt. In other words, his mind was wandering from the job at hand. It might have been worry over a sick child, concern about overdue bills . . . or any number of other things of a domestic nature. The upshot is, the victim was concerned with his home problems rather than his job problems.

Now, if the breadwinner is a grocery salesman or a shoe clerk, the situation isn't so serious. As long as he gets to work (and back home again) without a traffic accident, his mistakes aren't likely to cause him or anyone else serious trouble.

But in industry, the picture is different. This is especially true where work involves high-speed machinery, energized electric circuits, high-pressure steam or other potentially hazardous situations.

Our back cover picture was intended to reveal that it's a good habit for the homemaker to make sure her man leaves for work with a minimum of domestic trouble to worry about while on the job. It's not easy for a man to handle both kinds of responsibility at the same time . . . and the records are full of cases where failure on the job was the end-product of worry at home.

The Honor Roll

UNIT	APPROXI. NO. OF EM-PLOYEES	COMMENTS
Port Arthur Division	152	First Place Division Safety Contest Winner—Roy Nelson Award Personal Injury and Motor Vehicle Section
Production Department Louisiana Station Neches Station Riverside Station	450	No Lost Time Case In 1954
Jennings District	55	No Lost Time in 1954
Gas Department Baton Rouge	90	Last Lost Time Injury Dec. 12, 1951
Meter Department Baton Rouge T&D	22	No Lost Time Injury in 1954 Last Disabling Injury July 17, 1936
Store Room Baton Rouge	2 to 10	No Lost Time Injury Since Store Room Department Originated December 1, 1925
Meter Department Beaumont	14	3,178 Days Since Last Lost Time Injury
Orange District	75	No Disabling Injuries in 1954
Substation Department Beaumont	40	No Lost Time Injuries in 1954
Line Department Baton Rouge	88	No Lost Time Injuries in 1954

SERVICE AWARDS

30 YEARS



T. E. Hensley
Production
Beaumont



W. E. Teel
Distribution
Hull

10 YEARS



P. F. Donaldson
Production
Baton Rouge



E. R. Saide
Distribution
Orange

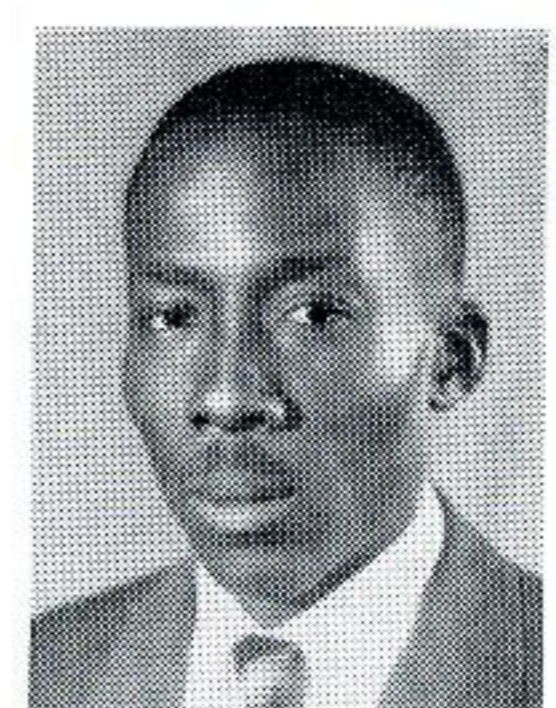
COLORED DIVISION

20 YEARS



J. L. Davis
Production
Baton Rouge

10 YEARS



Arthur Wilson
Production
Baton Rouge

DIVISION SAFETY CONTEST

... for the President's Award

Standings as of Dec. 31, 1954

PERSONAL INJURIES SECTION

LOST TIME INJURIES

DIVISION	Mo.	Year	Total Days Lost
First Place			
PORT ARTHUR DIVISION	0	0	0
Accounting Department	0	0	0
Nederland Dist.	0	0	0
Sales Dept.	0	0	0
T. & D. Dept.	0	0	0
Second Place			
BATON ROUGE DIVISION	0	2	46
Accounting Department	0	0	0
Gas Dept.	0	0	0
Louisiana Station	0	0	0
Sales Dept.	0	0	0
T. & D. Dept.	0	1	9
Eastern Dist.	0	0	0
Northern Dist.	0	1	37
Western Dist.	0	0	0
Third Place			
NAVASOTA DIVISION	0	2	9
Calvert Dist.	0	0	0
Cleveland Dist.	0	0	0
Conroe Dist.	0	0	0
Huntsville Dist.	0	0	0
Madisonville Dist.	0	0	0
Navasota Dist.	0	2	9
Fourth Place			
LAKE CHARLES DIVISION	0	3	114
Accounting Department	0	0	0
Riverside Station	0	0	0
Sales Dept.	0	0	0
T. & D. Dept.	0	1	7
Water Dept.	0	0	0
Jennings Dist.	0	0	0
Lafayette Dist.	0	1	75
Sulphur Dist.	0	1	32
Fifth Place			
BEAUMONT DIVISION	0	7	6,122
Accounting Department	0	0	0
Neches Station	0	0	0
Sales Dept.	0	0	0
System Engineering	0	0	0
T. & D. Dept.	0	7	6,122
Gulf Dist.	0	0	0
Liberty Dist.	0	0	0
Orange Dist.	0	0	0
Silsbee Dist.	0	0	0
TOTAL	0	14	6,291

PERSONAL INJURY STANDING:

Rate = Frequency X Severity.
 Frequency = Disabling injuries X 1,000,000 :- Manhours
 Severity = Days lost X 1,000 :- Manhours

MOTOR VEHICLE ACCIDENT SECTION

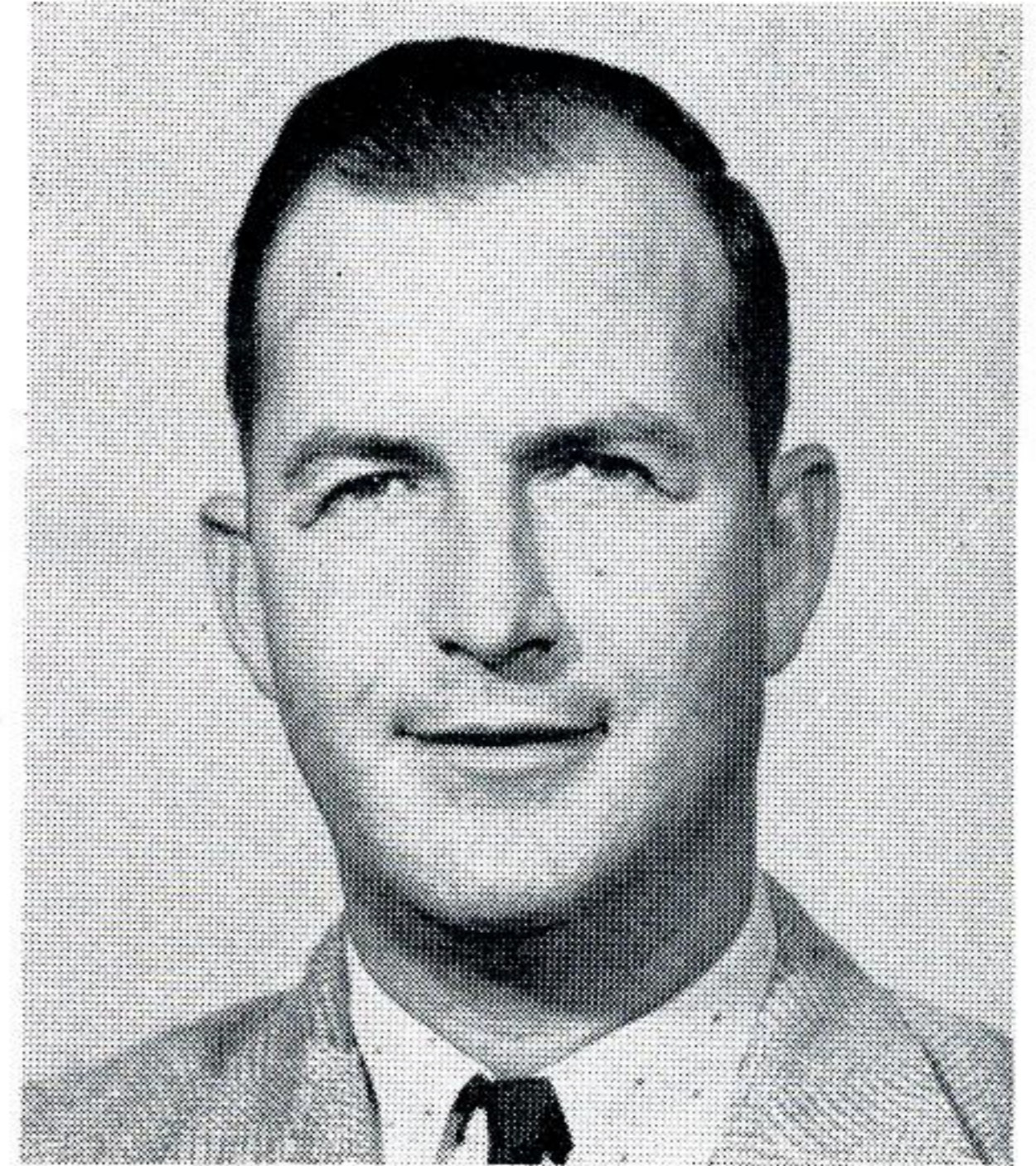
MOTOR VEHICLE ACCIDENTS

DIVISION	Mo.	Year	Total Dollar Damage
First Place			
PORT ARTHUR DIVISION	0	3	\$45
Accounting Department	0	0	0
Nederland Dist.	0	0	0
Sales Dept.	0	0	0
T. & D. Dept.	0	3	45
Second Place			
LAKE CHARLES DIVISION	0	12	\$657
Accounting Department	0	0	0
Riverside Station	0	1	0
Sales Dept.	0	0	0
T. & D. Dept.	0	3	17
Water Dept.	0	2	0
Jennings Dist.	0	1	25
Lafayette Dist.	0	3	55
Sulphur Dist.	0	2	560
Third Place			
BEAUMONT DIVISION	0	15	\$896
Accounting Department	0	4	193
Neches Station	0	0	0
Sales Dept.	0	1	25
System Engineering	0	0	0
T. & D. Dept.	0	9	568
Gulf Dist.	0	0	0
Liberty Dist.	0	1	110
Orange Dist.	0	0	0
Silsbee Dist.	0	0	0
Fourth Place			
BATON ROUGE DIVISION	3	37	\$790
Accounting Department	0	2	60
Gas Dept.	1	13	240
Louisiana Station	0	1	0
Sales Dept.	1	2	75
T. & D. Dept.	1	16	415
Eastern Dist.	0	1	0
Northern Dist.	0	0	0
Western Dist.	0	1	0
Fifth Place			
NAVASOTA DIVISION	0	6	\$801
Calvert Dist.	0	0	0
Cleveland Dist.	0	0	0
Conroe Dist.	0	1	30
Huntsville Dist.	0	0	0
Madisonville Dist.	0	0	0
Navasota Dist.	0	5	771
TOTAL	3	73	\$3,189

MOTOR VEHICLE STANDINGS:

Rate = Penalty Points X Repair Cost (Co. veh.) X 10,000
 :- Motor Vehicles X Vehicle Miles Operated.

Harrington Promoted



THE NEW engineering supervisor for Lake Charles Division is Paul A. Harrington, who has been employed in the T & D department there since coming to work for Gulf States in 1947. He succeeds Edwin F. Shea, who passed away November 30.

Mr. Harrington is a native of Baton Rouge. He attended Southwestern Louisiana Institute and Southern Methodist University, where he received a B. S. degree in electrical engineering in 1946. His background includes three years service in the navy. Between 1947 and 1951, he was assigned duties as an engineering assistant and as junior engineer; then in 1951 he became engineer.

The promotion was effective December 16. In his new job, Mr. Harrington reports directly to F. W. Merrill, operating superintendent.

Division Manager E. L. Granau announced that January will be the month the Beaumont Tuberculosis Association will conduct an X-ray survey of GSU personnel. The schedule was reported as follows:

Service center..... 8 a. m., Jan. 25
Neches Station..... 2 p. m., Jan. 26
Main Office..... 8 a. m., Jan. 27

"It takes only a few minutes to have your X-ray made," Mr. Granau pointed out. "It is free. There is a world of protection in it for you."



Vice President George R. Fulton served last year as chairman of the Calcasieu Area United Appeals drive. One of his pleasant duties was accepting a check from the Air Force which brought Lake Charles AFB contributions to a final total of \$22,017. Presenting the check is Brigadier General H. K. "Jim" Mooney, 806th Air Division commander. Looking on at left is Colonel Floyd J. Gudgel, base commander.
—Official USAF PHOTO

Gulf Staters in the News

W. A. "Bill" Efferson, district superintendent, Port Allen, acted as chairman of a committee for the Port Allen Lions Club, which purchased an inhalator for emergency use in the Port Allen area of West Baton Rouge. The funds were raised in a broom and mop sale campaign.

Vice President L. F. Riegel has headed the nominating committee which prepared a slate of Beaumont Red Cross chapter officers to be voted upon at a general membership meeting this month.

J. S. Turner, Plain Talks associate editor, received a Gold Colonel for his work as chairman of the Special Activities Committee during the successful United Givers Fund campaign in Baton Rouge.

Guy Miller, electric department engineer in Baton Rouge, helped organize a trainload of Baton Rougeans for a trip to New Orleans when famed evangelist Billy Graham was in the Crescent City.

Johnny Harrop, statistical department, has been elected president of the Beaumont American Little League baseball organization for 1955. He served the league as secretary last year.

The Beaumont Enterprise this month front-paged a photo of Randy McAlpine, supervisor of commercial sales, as he arrived at the post office with 30,000 letters soliciting March of Dimes contributions from Beaumont families. He acted as mailer committee chairman in the drive. (Overall chairman for the drive was another commercial sales Gulf Stater — Fred Tenholder.)

Another major civic honor—and responsibility — was awarded President Roy Nelson at the end of last year. Mr. Nelson was chosen to preside over Beaumont's United Appeals organization during 1955. New organizational plans and by-laws were expected to be presented in a special meeting in February as the UA begins its spadework for another big annual drive.



Mr. and Mrs. F. A. Wilson of Beaumont, upon becoming grandparents of Debra Lynn Mills January 7 in Pittsburgh. The mother is the former Barbara Wilson (now Mrs. J. E. Mills) and an ex-employee in system engineering.

Mr. and Mrs. William O. Lepine, Baton Rouge T & D, for the birth of a daughter, Mary Eleanor, December 17.

Mr. and Mrs. Charles Sheldon, Lake Charles sales, for the birth of a son, Gregory Wayne, December 19.

Mr. and Mrs. Vernon Blanchard, Jr., Louisiana Station, for the birth of a son, Douglas Joseph, December 5.

Mr. and Mrs. C. O. Ingalls, Lake Charles T&D, for the birth of a daughter, Mary Jo, December 7.

Mr. and Mrs. Charles J. Breaux, Lafayette substation, for the birth of a son, Charles Jerry, Jr., on December 7.



The Winner!

Sylvia Halphen, the smiling young lady at the right, was crowned Southeastern District winner of the Louisiana 4-H Farm and Home Electric Program contest, covering 18 parishes. With her is Evelyn Wilsford, Gulf States home service advisor in Baton Rouge.

In the foreground is Miss Halphen's new electric sewing machine, contributed by the investor-owned electric companies and the REA cooperatives serving Louisiana.

Miss Halphen is the daughter of Mr. and Mrs. Fabio G. Halphen, Jr., of Brusly. A senior at Brusly High School, she has been an outstanding 4-H Club worker for five years. She has completed 25 projects, one of which won her a trip to Chicago.

The eldest of 13 children, Sylvia will have no lack of models to use in trying out her new sewing machine.

Accident Takes Life of Baton Rouge Employee

A YOUNG Baton Rouge Gulf Stater and his companion were asphyxiated while sleeping in a house boat in the midst of the Atchafalaya Swamp, preparatory to an early morning duck hunt. Louisiana Station employee Charlton Harrison, 25, and Eugene Walker, an employee of Sachse Electric Company, died early Sunday morning, December 19.

The houseboat was anchored about 12 miles south of Ramah, in Iberville Parish. Bodies of the two men were discovered by their wives and fathers and a game warden. The families became disturbed when the hunters failed to return when expected.

Mr. Harrison leaves his wife, the former Katherine Harris; his parents, Mr. and Mrs. Carl Harrison; a stepson, Brian Harris; a stepdaughter, Valerie Harris, and several others.

Joint funeral rites were held for the two men December 22 at the Trinity Baptist Church. Burial was in Greenoaks Memorial Park, with Nicholson Post No. 38, the American Legion, conducting honors at graveside.

Mr. Harrison came to work with Gulf States on July 22, 1952. At the time of his death he was classified as an auxiliary operator. Gulf Staters, systemwide, offer deepest sympathy to his family.

'Short Circuits' Handle Holiday Parties

HARD WORK by members of the Baton Rouge Division Short Circuit Club resulted in Christmas cheer for both adults and kiddies at three festive events celebrating the Yuletide. There was a Christmas dance at Ryan Airport gymnasium December 17; a party (complete with Santa Claus) for the kiddies at the gym December 18, and another party with Santa for children of colored employees at the Greater New Guide Baptist Church December 21.

Club members who served on the dance committee were Frances Gross, Margie Force, Mr. and Mrs. Calvin Oubre (he's president of the club), Mr.

and Mrs. H. J. Desselles, Ramey Kirkwood and Sam McKenzie.

Wrapping and working committee members for the December 18 and December 21 parties included Frances Gross, Janice Theriot, Julie Hays, Mary Ellen Babin, Margie Force, Gay Huff, Mrs. Rodney Simoneaux, Elaine Couvillion, Mr. and Mrs. H. J. Dupuy, Mr. and Mrs. Calvin Oubre, H. J. Desselles and Marion Brown.

Calvin Oubre acted as master of ceremonies at both parties and Mr. and Mrs. Desselles and Mr. Dupuy helped distribute gifts at the December 21 party. Sam Schaeffer assisted at the December 21 event.

Mrs. Denney Dies

Sympathy is extended to Fay Denney of the Lake Charles sales department (and member of the PLAIN TALKS reporter staff) on the death of her mother, Mrs. H. J. Denney, who passed away at St. Patrick's Hospital there December 2 after an illness of six days.

The Nelson Trophy

PORT ARTHUR AGAIN!

FAST-FINISHING Port Arthur Division made it three in a row as they led the other divisions in Kwh competition for the month of November. The Nelson Trophy — for the best Kwh increase per residential customer — had been presented to Port Arthur in September and October also. The division was the only one in the system to hold on to the trophy for three consecutive months during 1954.

The November gain which "led the league" was 18 Kwh. In a tie for the number two spot were Lake Charles and Baton Rouge with 16.

The system averaged an increase of 16 Kwh during the month, bringing the total to 2,154, as of the end of November.

The Breakdowns

Division	Kwh Increase		Division	Kwh Increase
	November	Year to Date		
Port Arthur	18	215	Port Arthur	215
Baton Rouge	16	207	Baton Rouge	207
Lake Charles	16	199	Beaumont	199
Beaumont	15	184	Lake Charles	184
Navasota	13	158	Navasota	158

Commercial Sales

1954 WAS FINE

MORE load and more revenue continues to be the story from the commercial sales department with electric commercial cooking finding increased favor with our customers.

Commercial electric cooking sales promotion during 1954 resulted in 1,042 separate pieces of commercial cooking appliances being installed by some 700 of our commercial customers serving food. The 1,042 pieces of electric cooking equipment sold on our system included in the last year were 87 ranges, 50 ovens, 47 water heaters, 222 fry kettles, 270 food warmers, with the remainder being hot plates, griddles, griddle grills, waffle bakers, roll warmers, toasters, coffee makers, broilers and other equipment used for cooking food.

The electric load of the equipment placed on our system was 4,571 Kw and the estimated annual revenue was \$137,150.

A range and oven campaign in October and November gave the year's commercial sales business a home-stretch finish. It made 172 per cent of quota, with Baton Rouge Division finishing in first place with 350 per cent of quota and Beaumont Division coming in second with 200 per cent of quota.

Plain Talks



REPORTERS

BATON ROUGE DIVISION

Frances Gross.....Accounting
Virginia Yarbrough.....Electric Dept.
Marion Brown.....Louisiana Station
Norma Alford.....Sales
Billie Pickett.....Gas Dept.
Margie Force.....T & D

BEAUMONT DIVISION

Lola Martin.....General Office
Mary Helen Kellam.....Customers Acc'ts.
Tom Stiteler.....Line
Jerry Watson.....T & D
Betty Neville.....Neches Station
Reba Willey.....Orange District
Johnnie Bylsma.....Silsbee

LAKE CHARLES DIVISION

Fay Denney.....Lake Charles Division
Dorothy Mitchell.....Customers Acc'ts.
Betty Bagwell.....T & D
Eddie J. Belair.....Jennings District
E. C. McGehee.....Riverside Station
Montez H. Credeur.....Lafayette District
Pat Peveto.....Sulphur District

NAVASOTA DIVISION

Jeanette Sangster.....Navasota Division
Mavis King.....Conroe District
Louise Satory.....Calvert District
Jane Bazzoon.....Cleveland District
Johnnie Fay Elliott.....Huntsville District

PORT ARTHUR DIVISION

Rosemary Vaught.....Port Arthur Division
Loraine Dunham.....T & D
Elizabeth Whatley.....Nederland & Port Neches

FUN FOR BOYS AND GIRLS

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

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A STUNT with TWO MIRRORS

By CAPPY DICK, Author of "The Stay-At-Home Book"

Here is an entertaining stunt that is fun to do with the aid of a couple of pocket mirrors.

The mirrors to be used should be like those shown in Figure 1. They're the kind Mother carries in her purse. Ask her if you may use hers.

In addition to the mirrors, you will need a colored picture such as you can

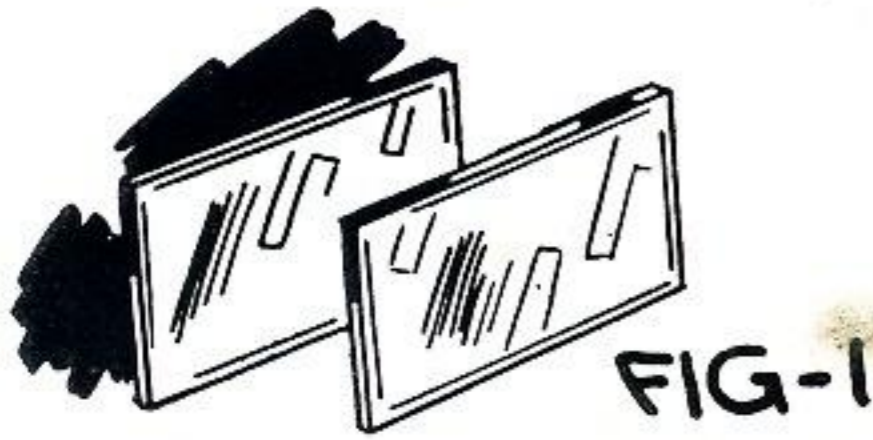


FIG-1

find in a book or magazine. Select a picture with a lot of different colors in it.

If you place the two pocket mirrors on the picture as shown in Figure 2, standing them end-to-end at right angles,

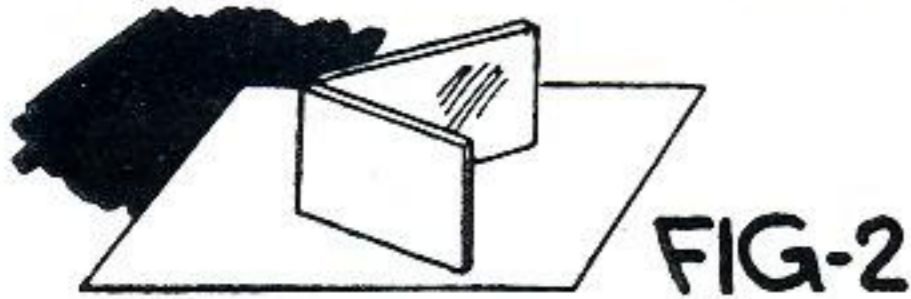


FIG-2

you will find that the colors of the picture will be reflected in them as in Figure 3.

Then, if you slowly move the two mirrors toward you, continuing to keep them together, you will see that re-

flected colors appear to move, creating a fascinating series of designs in the

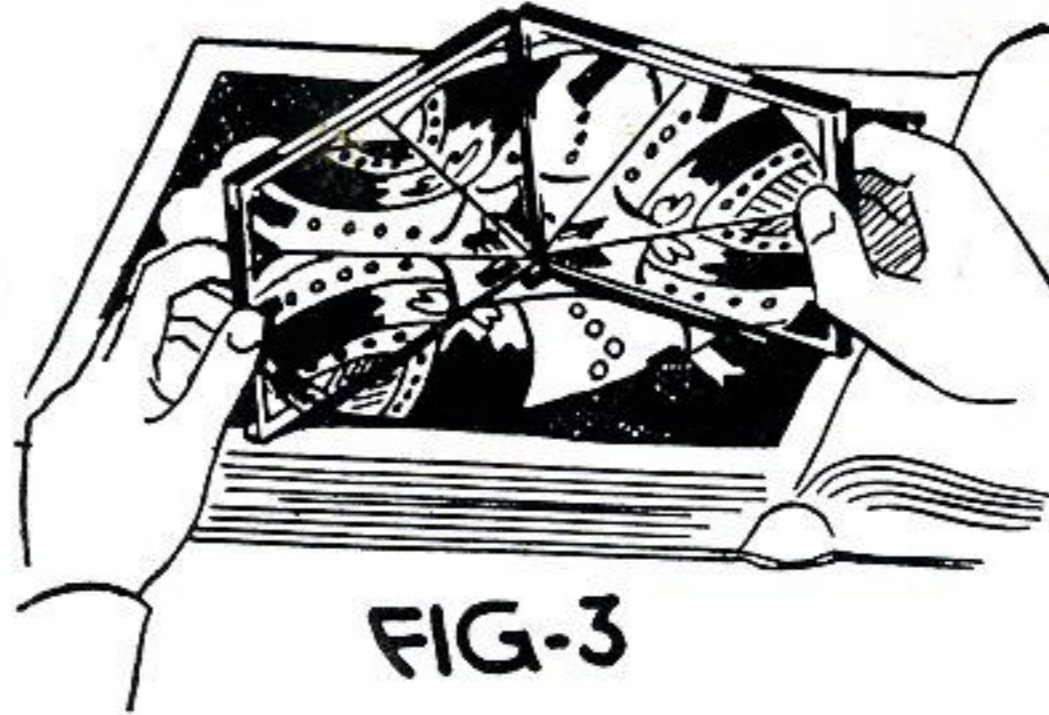


FIG-3

glass. The designs will change again if you move the mirrors backward over the same area.

Furthermore, if you move your hands closer together, sharpening the angle at which the mirrors stand, you can change the color patterns reflected in them.

Try it! It's lots of fun!

TURNABOUT STORIES

This game is fun when you and some friends are hiking. One hiker starts telling a story which he makes up as he goes along. Suddenly he stops and the next hiker must continue the story from that point. When he stops, another hiker takes up the story. This turnabout story becomes a very funny one before long!

How to Make a BEANIE

Any boy who has never made himself a beanie can do so by following these easy fun-project directions.

You can buy a beanie, of course, but by making one of your own you can give it a lot of special touches that will make it different from anybody else's beanie.

You begin with an old felt hat such as Dad wears. However, you must be very sure it is a discarded hat he no longer wants. To play safe, ask him if he will let you have one of his oldest, most battered hats. When you tell him

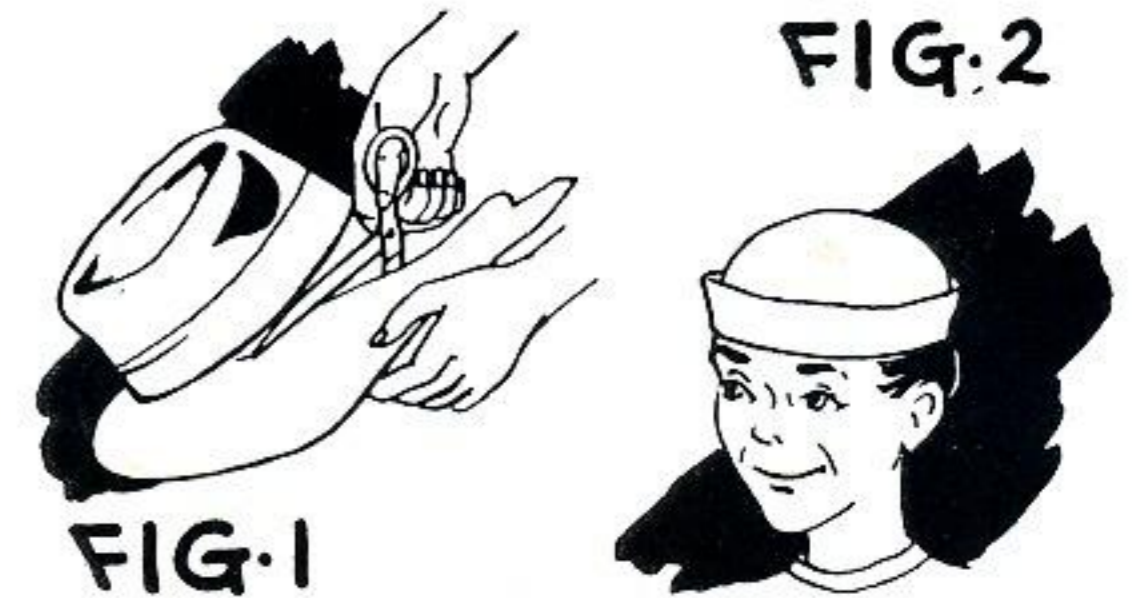


FIG-1

FIG-2

why you want it, I'm sure he will find one that he'll donate.

With a pair scissors, neatly cut the brim off the hat as shown in Figure 1. Next, pull the crown of the hat down over your head as far as it will go. It probably will be so big it will come way down over your eyes.

Turn the excess upward as the boy has done in Figure 2. If the upturned part is more than one and a half inches high, trim off some more. By this time



FIG-3

what remains of the hat should fit your head satisfactorily.

Next comes the decorating. You may cut air-holes of various shapes through the felt with a sharp pocketknife, or you may attach fancy pins and buttons.

Figure 3 shows various types of air-holes—hearts, diamonds, spades and clubs. Brass paper clips are pinched into the felt at the base of each pointed scallop. Those scallops, by the way, are cut into the hat with your scissors. Try to make them all the same size.

ANSWER TO PUZZLE

Blouse and skirt; pen and ink; hammer and nails; ham and eggs; ice cream and cake; peaches and cream; ball and bat; comb and brush.

Teammates Puzzle: Can You Fill in the Blanks?



What is the usual teammate of peaches? What goes with a comb? Study these eight panels and see if you can correctly fill in the missing teammates. Then look at the right answer on this page.



What does this picture have to do with SAFETY?

Many of our finest creeds, habits and humanitarian attitudes originate in the home. Accident prevention is one of them. Unhappily, many of our troubles originate in the home, and on-the-job accidents sometimes can be traced back to the home. Your Gulf States safety department will endeavor to show that safety should begin in the home, and this issue of PLAIN TALKS contains the first statement on the subject.

The safety department says, "If the safety program is to be successful on the job, it must be accepted in the home."

. . . SEE PAGE 16

(Picture shows lineman Lloyd J. Frederick, posing with Mrs. Frederick and their daughter. Photographer was Lee LaFleur, Lake Charles Gulf Stater.)