

PLAIN
TALKS

NO. 2

1948

DEPENDABLE
GULF STATES UTILITIES CO.
PUBLIC SERVICE



★ **GULF STATES** *and* **OTHER ELECTRIC COMPANIES** ★

Proudly Present

FRANKIE CARLE

and his

BAND



FRANKIE CARLE



NAN WRIGHT

Featuring Singer

NAN WRIGHT

ON THE SUMMER ELECTRIC HOUR

"CARLE COMES CALLING," featuring Frankie Carle, the nimble fingered wizard of the keyboard, his band and vocalists, will star on the Summer Electric Hour which commences Sunday, May 9 at 4:30 p. m. Carle is popular from coast to coast as a pianist, band leader, composer and recording artist, and has a program which you are certain to enjoy.

**LISTEN TO "CARLE COMES CALLING" EVERY SUNDAY AFTERNOON AT
4:30 OVER ANY CBS NETWORK STATION**

GULF STATES WINS TWO NATIONAL AWARDS



Replicas of the two plaques awarded to our company at the recent annual Electric Institute meeting in Chicago.

The eyes of the nation's top ranking electric company executives were focused on our company early last month at the Annual Edison Electric Institute meeting in Chicago. Competing with the largest electric operating companies in America, Gulf States won the Laura McCall Award for excellence of its over-all home service program, and second place, Charles A. Hughes Award, for outstanding achievement in the promotion of electric cookery.

Representing our company at the award presentation were Miss Lenora O'Neal, director of our Home Service department, F. Parker Allen, residential sales manager, and General Sales Manager L. F. Riegel. Miss O'Neal was presented with the McCall Award and Messers Riegel and Allen received the Hughes Award on behalf of the company.

The Laura McCall Award, made by McCall Magazine is awarded to the operating electric utility company whose Home Service department made the greatest contribution to the advancement of modern electrical household equipment. The awards were based on achievements in home call operation, kitchen planning, education of the home maker in the use of the range, refrigerator, water heater, laundry equipment, or other domestic appliances, home lighting activities, community or educational group activities, home service calls and other helps on equipment sold by dealers, employee

The winning of two national awards in a single year is an honor of which we can all be proud. No single person is responsible for this splendid record, nor is some select group deserving of the lion's share of credit. The lion's share must go and properly, to those men and women on the firing line inspired and led by Frank Smith, Fred Johnson, Phil Newman, Henry Levois (who was Port Arthur Division sales superintendent in 1947), Doc Charlton, Leonora O'Neal and Parker Allen. I want to give credit, also, to the many men and women in other departments whose cooperation made the winning of the awards possible.

L. F. Riegel
General Sales Manager

education programs and cooperation with other departments within the utility company, and any other outstanding home service activity not included in the foregoing.

The basis of the Hughes Award, made by Hotpoint, Inc. in honor of George A. Hughes, inventor of the first practical electric range, is excellence in advertising, sales training of both company and dealer personnel, activities with architects and builders to promote electric cooking in the home, work with home

economics teachers on installation of cooking equipment, organization used to promote electric cooking dealer, cooperative activities and other promotional activities.

CO-OPERATION WINS AWARDS

Quite naturally every employee in our company is proud of the honors won by the employees responsible for the work which was the basis of the awards. The public recognition received by the company and the prizes themselves are well deserved tributes particularly to the efforts of the personnel in charge of our home service program. The home service department, which operates under the sales department, is comprised of a staff of 14 home service advisors and a director. Members of the lighting sales, advertising, and others in the sales department throughout the system also deserve praise for their part in this program.

Members of the home service department who made the winning of the two awards possible are: Director Leonora O'Neal; Frances Fuchs, Evelyn Wilsford and Gloria Lamoyne, Baton Rouge division; Grace Brooks, Olivia Heiman, Dell Cryer, Gertrude Dickson, and Thelma Carson, Beaumont; Ruth Hession and Ernestine Woodard, Lake Charles; Mildred Tribble and Dorothy Gene Moore, Navasota; Mamie Voyles and Berla Whiddon, Port Arthur.

42 MILE SECTION OF NEW BATON ROUGE-DAYTON

The farm boy stared in wonder at the tanned men as they jumped by ones and twos from the black and orange trucks. They had stopped by the pile of long black poles that had laid at the turn-row for the past few weeks. Some of the men began taking ropes, wrenches and other, unfamiliar tools from inside the steel covered trucks. The curious boy shuffled closer to the laughing, working group.

Finally he eased up to the big bronzed man who was standing somewhat apart from the others. "What you gonna do mister?"

"Sonny we're building the biggest electric power line this part of the country ever saw."

This "biggest" power line is the new Baton Rouge, Louisiana—Dayton, Texas 132 kv transmission line being built for Gulf States by Stone & Webster Engineering Corporation. Over rich rice farms, through dense, silent timber lands, across dank, snake infested swamps and marshes, and spanning six of the major rivers of Texas and Louisiana, including the mighty Mississippi, the "backbone" transmission line will stretch for 260 miles across the fabulous Gulf coast. This big line is estimated to cost over \$5,700,000.

The opening scene, sans the youngster, is taking place in a half dozen places today between Beaumont and Lafayette, Louisiana. Several hundred men are busy planning and working to hasten the completion of several very important parts of this huge project.

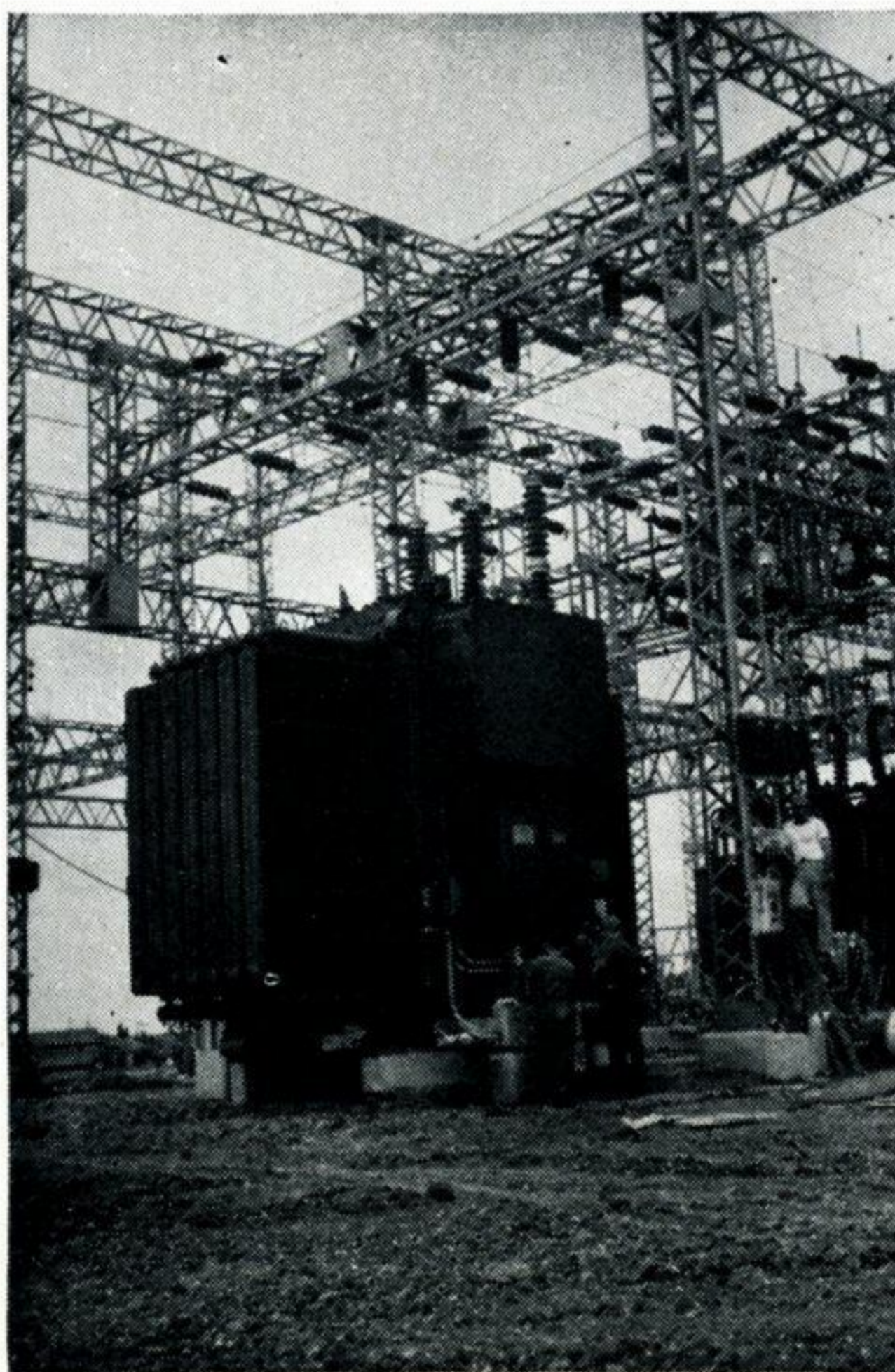
LOUISIANA GETS PRIORITY

The "number one" job at the moment is to complete the 42 mile section between our new Riverside Station at Lake Charles and the strategic switching point at Jennings. Engineers and construction crews are bending every effort to complete this section by June 1, when summer loads in this and the Lafayette area will make heavy power demands on our system. Other crews, of our own skilled linemen, are busy building and strengthening lines radiating from terminal points on this new high-line to the various load centers lying to the north and south of the "backbone".

Two crews are busy on each side of the picturesque Calcasieu River north of Lake Charles, just a stone's throw below lazy Hous-

ton Bayou. There, in a spot where every angler thereabouts has cast a hook, workmen are now erecting two steel towers, which with their 200 feet height will soon dwarf the surroundings.

A few miles east, in the heart of the rice belt north of Iowa, several other crews are changing the landscape by raising ten, twelve, and sometimes sixteen H-frame structures a day as they race both east and west to meet



GULF STATES POWER PLANT PERSONNEL checking oxygen content in Riverside substation's new 36,000 kva, 3 phase, 13.8/66 kv transformer which was put in operation on April 8. The men are, from left to right, R. B. Corkran, R. A. DeBlanc, and E. P. Madison, who is from Louisiana Station.

other construction points. Other workers are busy clearing right of way of heavy woods which dot the path of the apparently endless staked line.

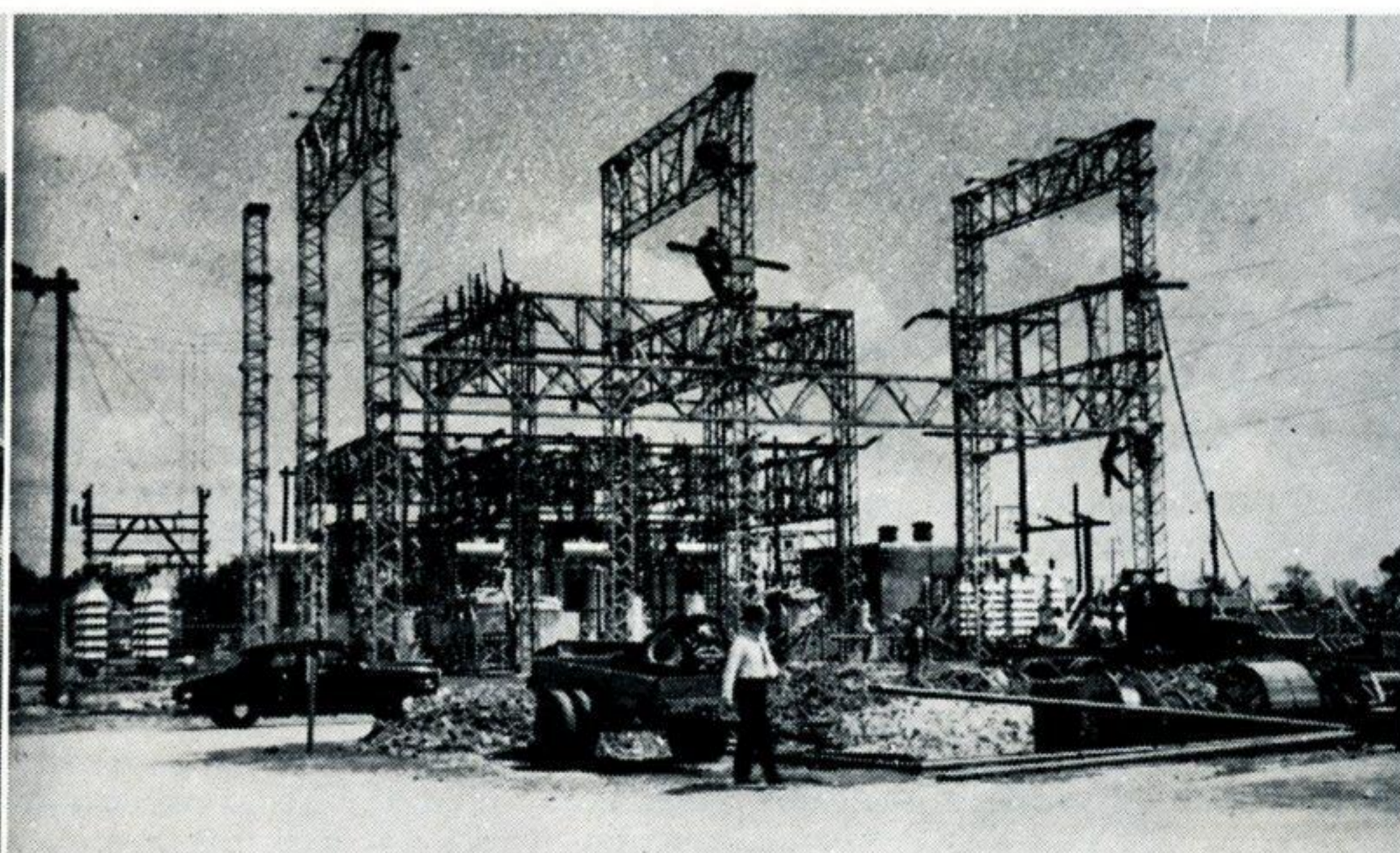
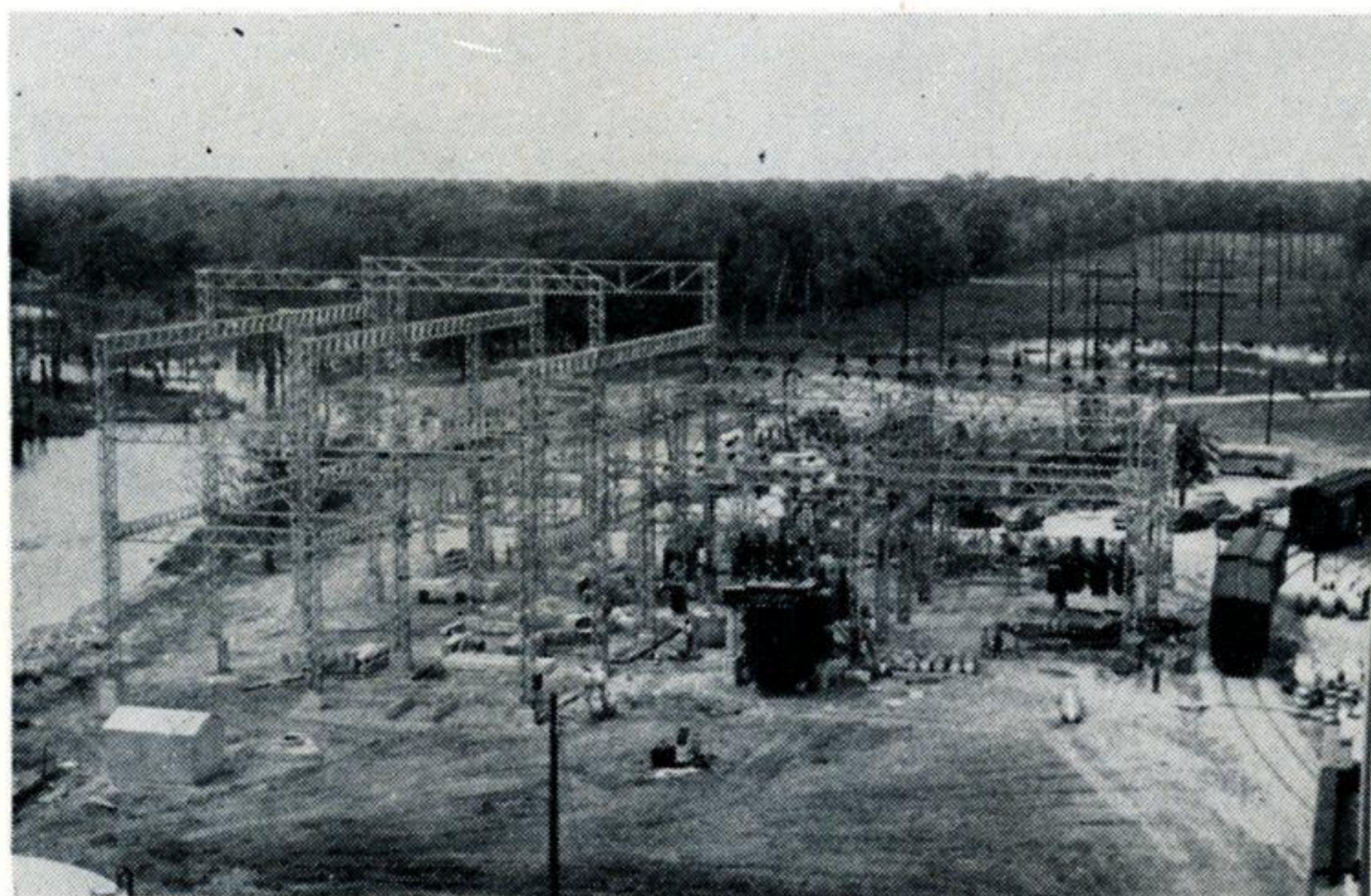
The 35,000 kilowatt Allis-Chalmers generator at Riverside Station underwent its first annual maintenance-overhaul on March 13 and went back in service on April 8. On the same day the new outdoor substation was also placed in operation, and made available for the first time the full capacity of the Riverside generating unit. Previously the output of Riverside was limited to 30,000 kw, the capacity of the temporary substation that has been used since the plant was placed in operation last August.

Further company generated power was added to the system when the five Diesel engines in the Navasota division went into service, putting 5,000 kw in the transmission system in that area. The two units at Navasota and the one at Calvert were placed in operation during March and the two at Huntsville were put in service early in April.

At Lafayette, hardy linemen are stringing heavy copper conductors as big as a man's thumb on structures hurriedly built weeks ago. More men are crawling over a maze of lattice like steel work in the substation yard, adding to the existing substation, so that still more men can install the intricate equipment that will bring additional power humming into this rapidly growing area.

RIVERSIDE SUBSTATION IN

Back at Riverside Station one would hardly recognize the power plant property Gulf States took over and put in operation less than a year ago. A few hundred feet from the plant building workmen have erected several thousand square feet of steel work for the substation through which the station power will be converted from the generated voltage of 13.8kv to 132kv transmission voltage. Crews have just completed installation of the huge 36,000kva transformer, which has forced draft



RIVERSIDE AND LAFAYETTE SUBSTATIONS, at the moment two of the most important substation jobs in the Gulf States system. The picture at the left shows the station substation for the Riverside Power Plant at Lake Charles, where workmen have just completed installation of the huge 13.8/66 kv, 3 phase, 36,000 kv transformer shown in the foreground. An idea of the size of the substation and transformer can be obtained by a comparison with the box cars at the right. In the background are the two new 132 kv poles lines (left), which are not completed, and the 66 kv line (right) which feeds the station power into our transmission system. The picture on the right shows workmen adding to the Lafayette substation to accommodate the new 132 kv line and five 66 kv lines.

HILINE TO BE PUT IN OPERATION BY MID-SUMMER

fans attached to step up capacity of the unit to 44,000 kva for the 66 kv system. This new transformer is now handing the output of Riverside Station. More apparatus, such as switch-gear, regulators, lightning arresters, and other essential equipment are being installed as fast as they are delivered. Three lines of H-frame structures have been built from the substation to a point on the present right of way from Beaumont to Baton Rouge and one is already in operation as a 66kv tie-line to the station.

The Neches marsh south of Neches Station is also seeing much activity. An H-Frame line has just been completed from the substation to the east-west right of way to Orange and Dayton, approximately one mile in length. Crews here had to work in water, sometimes waist deep, to drive pile, set poles and frame the structures for this section of line. It was necessary to drive pile so that the line poles will have secure footing in the boggy ground. Bog logs are also a part of the 'extras' needed to build a substantial line through this marshy terrain.

S & W ENGINEERS REPORT

A check with Stone & Webster engineers gives the following over-all picture of the progress of construction: At the crossing towers on the Calcasieu River the foundations for the east tower are complete; the pilings on the west tower are driven and excavation on this tower was begun April 15. The entire crossing is scheduled for completion by July 1.

Acquisition of the 42 miles of right of way on the Lake Charles-Jennings section is 75% complete and 70% cleared, and about 35% of the structures on this section have been erected. An oil circuit breaker will shortly be installed in the Jennings substation so that this entire section of the line can be put in operation at 66kv by June 1.

Conductors are now being strung on each of the 132 kv lines coming into and out of the Riverside substation and these two lines will be cut into service around May 1, at 66kv operation. In the substation, practically all of the structural steel is erected and only the

substation electrical equipment is needed to complete this work.

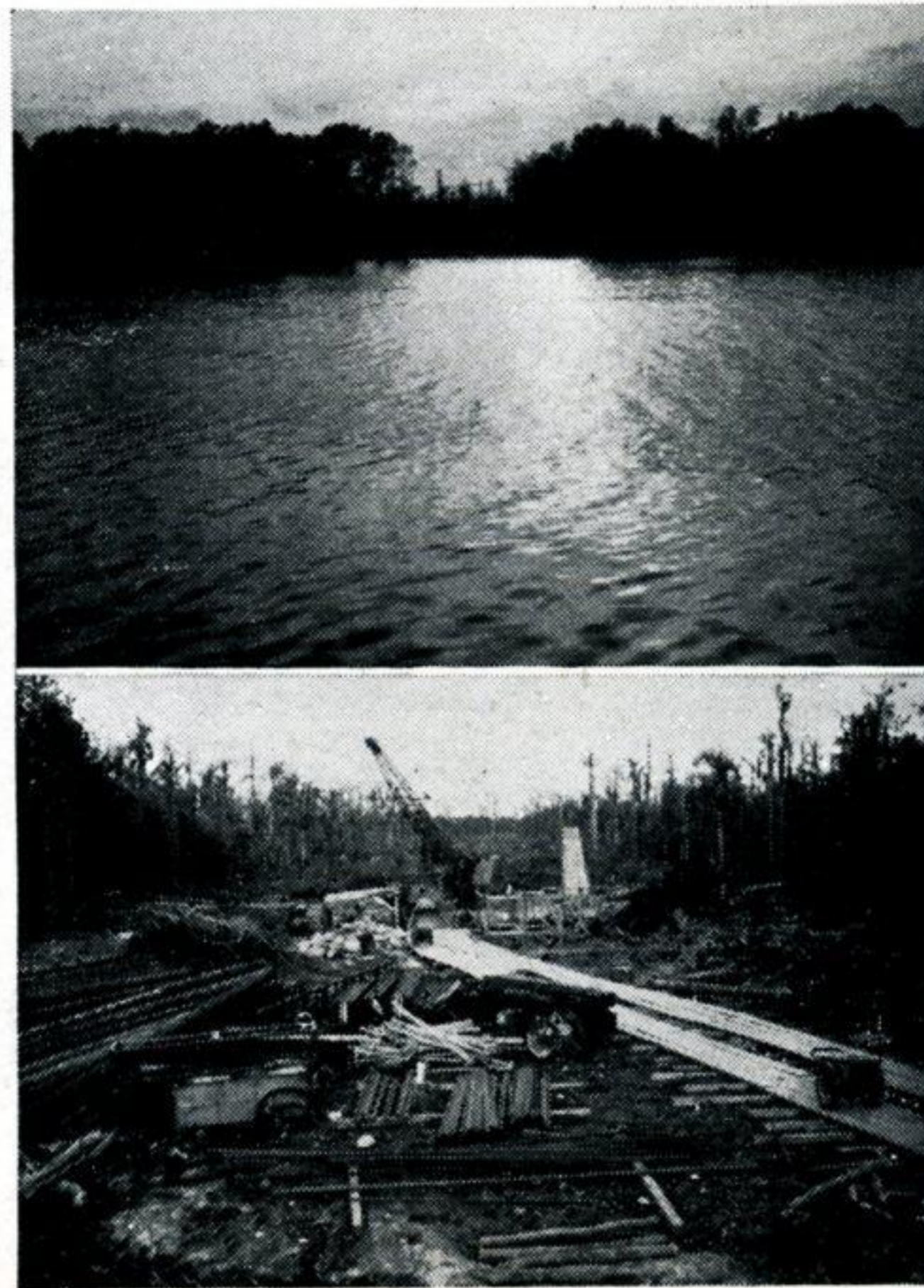
At Lafayette, all foundations for the substation are in and 70% of the steel work is erected. All duct lines are installed and the brick control house was completed around the middle of April. All work in the substation is scheduled for completion by June 1 in time to be utilized at 66kv.

The Jennings-Lafayette line has been completely surveyed and right of way is now being purchased. The 132 kv tap line north of the substation is complete and 50% of the poles on the three circuited 66 kv tap line are erected. This section of the line is scheduled for completion by September 1.

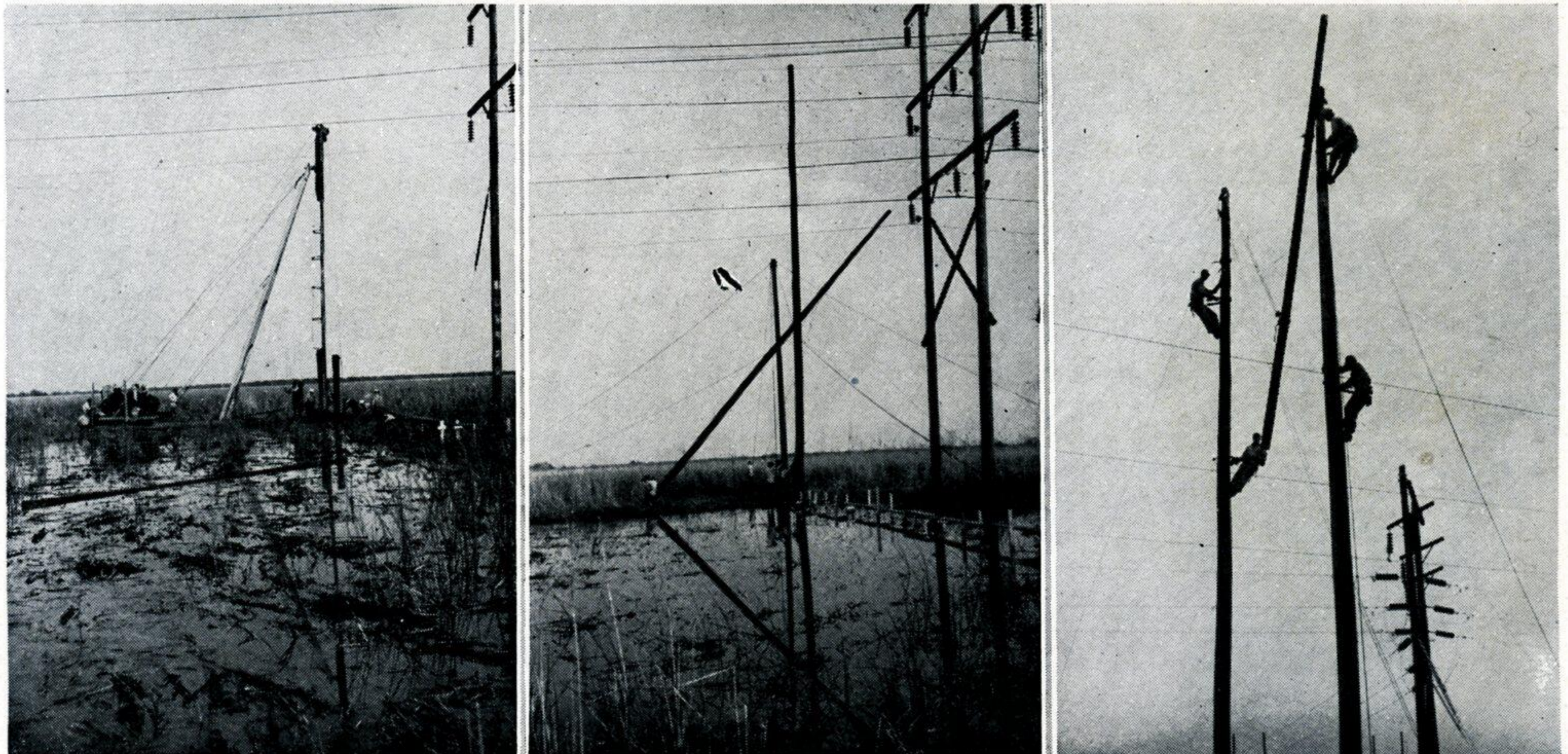
COMPLETION DATE 1949

The western section of the line, from Beaumont to Dayton, will amount to reinsulating the present 66kv line for 132 kv operation. A considerable portion of this line is located on cultivated land so the work will be done as farming conditions permit and will be done over a longer period of time. The eastern section, from Lafayette to Baton Rouge, will be new line work and will be begun as soon as the Lake Charles-Lafayette portion is completed. The entire 260 miles of 132 kv line is scheduled for completion by February 1, 1949.

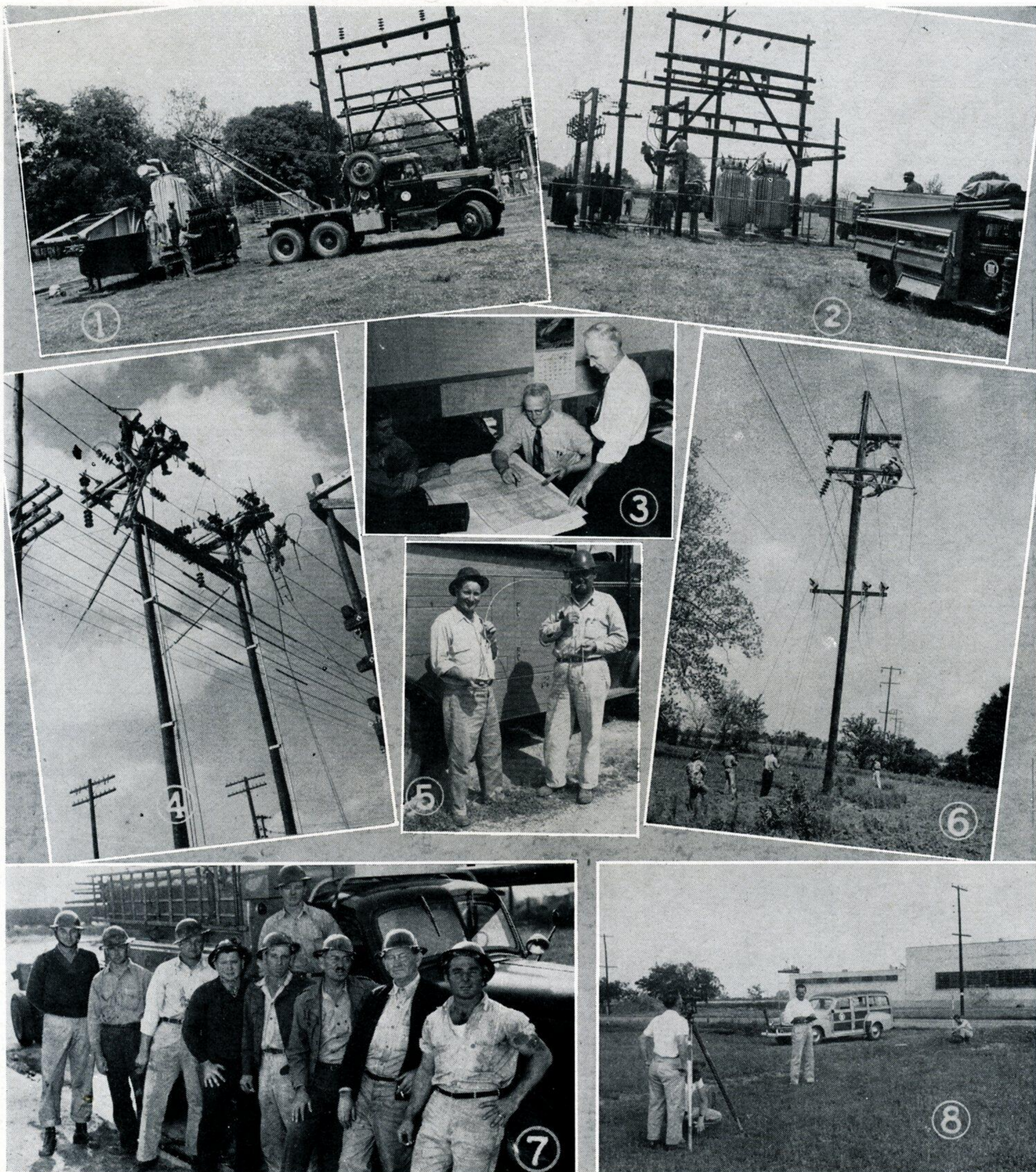
Many more smaller lines, of 33 and 66 kv, will be built new or provided by reinsulation by our own crews and those of Stone & Webster during the next four years, after the completion of the backbone transmission line and the additions to the three major power plants at Baton Rouge, Lake Charles and Beaumont. This program, the biggest in the history of our company, will, with the additions made in the past year, provide in itself more power than was generated in the system before the program was begun, and will keep Gulf States well ahead of the continually growing power demands in this rapidly expanding Gulf States area.



132 KV RIVER CROSSING TOWER SITES on the Calcasieu River northeast of Lake Charles. Top scene is a view of the west tower site across the 950 feet of river which the line must span. Lower picture shows the east side site while workmen were pouring concrete for the tower footings.



GULF STATES' NEW 132 KV LINE GOES UP. The first two scenes show Stone & Webster workmen erecting the pole line in the Neches Marsh. At left a pile driver has just finished driving one 35 foot pile and is moving to drive the other. The middle panel shows one of the 70 foot poles for the H-frame structure being raised in place. The poles are fastened to the piling and all of the poles are above "ground." The picture on the right shows linemen framing an H-frame structure at Lake Charles. This structure is built over the existing Beaumont-Lake Charles 66 kv line which can be seen between the two poles.



GULF STATES' CREWS KEEP BUSY building new lines and substations, and rebuilding others. Some of these jobs and the men working on them are shown in the above pictures. No. 1 shows a Beaumont crew swapping out a bank of 3-500 kva transformers at Dunreath substation in Lafayette for 3-750 kva units. This crew, headed by J. H. Albe, includes Joe Parker, and helpers, E. L. Butler, L. Williams, H. L. Moore, J. Simms, and H. W. Long, Jr. No. 2 shows the actual transformer change, which was done without cutting the station, and which also necessitated raising the 2400 bus in the station 2½ feet to accommodate the larger transformers. Doing this work was R. E. Compton's crew, composed of S. J. Ayo, Paul Broussard, H. T. Buckalew, James Daigle, Wilfred Duhon, L. P. Gallet, Whitney Trosclair, C. J. Rome, Douglas Porvost and Dennis Rogers. No. 3 shows members of the system engineering department in Beaumont checking plans for some of this work being done in the Lake Charles division. Left to right are George Whitten, N. C. Spencer and Wade Phillips. No. 4 shows a Beaumont crew erecting a tap structure for a new substation on Crockett Street in Beaumont. Crew members are shown below in No. 7. No. 5 shows Lafayette Line Foreman Elmer Sudderth, and Freddy LeBlanc holding a strut guy designed by our engineers and made up by LeBlanc for use on the line shown in the next picture. No. 6 shows Sudderth's crew doing some hot stick work while changing out a pole on the Lafayette-New Iberia line, and converting the line from 33 kv to 66 kv operation. On the pole are J. H. Beagh, Harold Airhart, and R. J. Broussard. On the ground are Horace Trahan, Jerry Lalande, Harry Daigle and Pat Oliver. No. 7 is a picture of W. B. "Oak" Ewing's crew who did the work in No. 4. They are, (1. to r.) Fred Farenthold, H. S. Hereford, H. A. Bearden, R. S. Robinson, L. C. McCulluh, Ewing, Frank Smith and P. V. Morreale, with W. A. Cain in the rear. No. 8 shows a survey party from the system engineering department in Beaumont making a check on the tension in a 66 kv line at Lafayette. They are, (1. to r.) David Boykin, Buddy Cammack, S. A. Oliver and Don Beck.

Linemen's Picturesque 'Slanguage' Gets Earthworm's Tongue in Hatchet Knot

The following item, written by Jackson Cox for the Community Public Service Company's employee magazine, "The Communicator," reveals quite interestingly what some of the apparently senseless jabber wabber an uninitiate might hear around a working line crew. If you want to delve further into this jargon see your nearest lineman.

"Hey, Clumb Sum," the Big Noise yelled, "grab your spurs and scared strap and get up there and help the lumber walker change out that pot."

"Leave that lump alone," the Ram Rod said, poking a grunt with an idiot stick. "Load some clay pigeons and a stinger in the nose bag and send it up. Be sure you don't tie no hatchet knots in the Becky line, and when you get done with that, find a manicuring set and help that spur grunt dig a hole for a dead man. And don't waste any time because we want to get through with Old Misery without too much velvet."

AMUSIN' BUT NOT CONFUSIN'

Nope, the foregoing is neither a bunch of double-talk nor a couple of bobby-soxers rehearsing a new chorus of "Hey Bop A Ree Bop." It is a picture typical of America, where every profession has its own particular and peculiar slang, lingo or jargon. Call it what you wish, it is always refreshing and amusing even though confusing to the outsider.

A lineman may not know what a railroader means by "highball" or what a newspaperman refers to with "p. i. must" but he understands the slanguage written above to mean that the foreman told an apprentice lineman to get his climbers and safety belt and go up a pole to help a lineman replace a transformer. And that the assistant foreman poked a ground helper with a shovel, told him to leave his lunch alone, put some pin type insulators and a grounding cluster into a canvas bag so it could be pulled up the pole, cautioning him not to get any hard knots tied in the short rope. Then the helper was to get a post hole digger and help an apprentice lineman dig a hole for an anchor. He was further instructed to hurry so they could finish the highline job without too much overtime.

CURIOUSER AND CURIOUSER

There are a good many slang terms in every day usage which apparently have no reason for existence other than the fact that somebody dreamed up a new "word" which didn't mean anything, then used it in a way that gave it meaning. For example, "Hubba Hubba" could have been used to express almost anything. It just so happened that the first vocal chords to utter the sound were those of a modern youth whose eyes had fallen upon a pleasing example of the feminine anatomy. Or, can anyone offer an explanation for the origin of such a term as "Lallapalooza"? (My word, I'm giving away my age!)

However, most linemen's jargon is based on similarity of objects, or association with the manner in or purpose for which equipment is used. For instance, an insulator hood is known as a "pig"; rubber gloves are "mittens" or "boxing gloves"; and a "stick of brown" is a stick of dynamite.

To "burn a pole" is to slide down one accidentally (and usually with painful results); and a "separator" is a digging bar, so-called because "it separates the boys from the men." Here are a few more, out of hundreds:

BRIEF GLOSSARY

Cat Head—Extra drum on a winch (popularly spelled with an "e").
 Grunt pliers—Bolt or cable cutters.
 Soup—Hot lead.
 Hot stick—Hardwood stick with fittings on one end, used to manipulate hardware on a "hot" line.
 Glim—Tool used in leveling cross arms.
 Suck it up—A little more tension.
 hard head — lag screw
 slat — cross arm
 jug — insulator
 earthworm — lineman helper
 beetle — hand ax
 misery stick — shovel
 creep up irons — climbing hooks
 screw — any kind of boss

Most foremen at some time or other have had some special, or extra special, "pet" name in the idiom of the lineman, but no foreman has been alert enough to overhear just what this name might be. Also, the name varies, depending upon the circumstances.

NOW YOU TRY IT

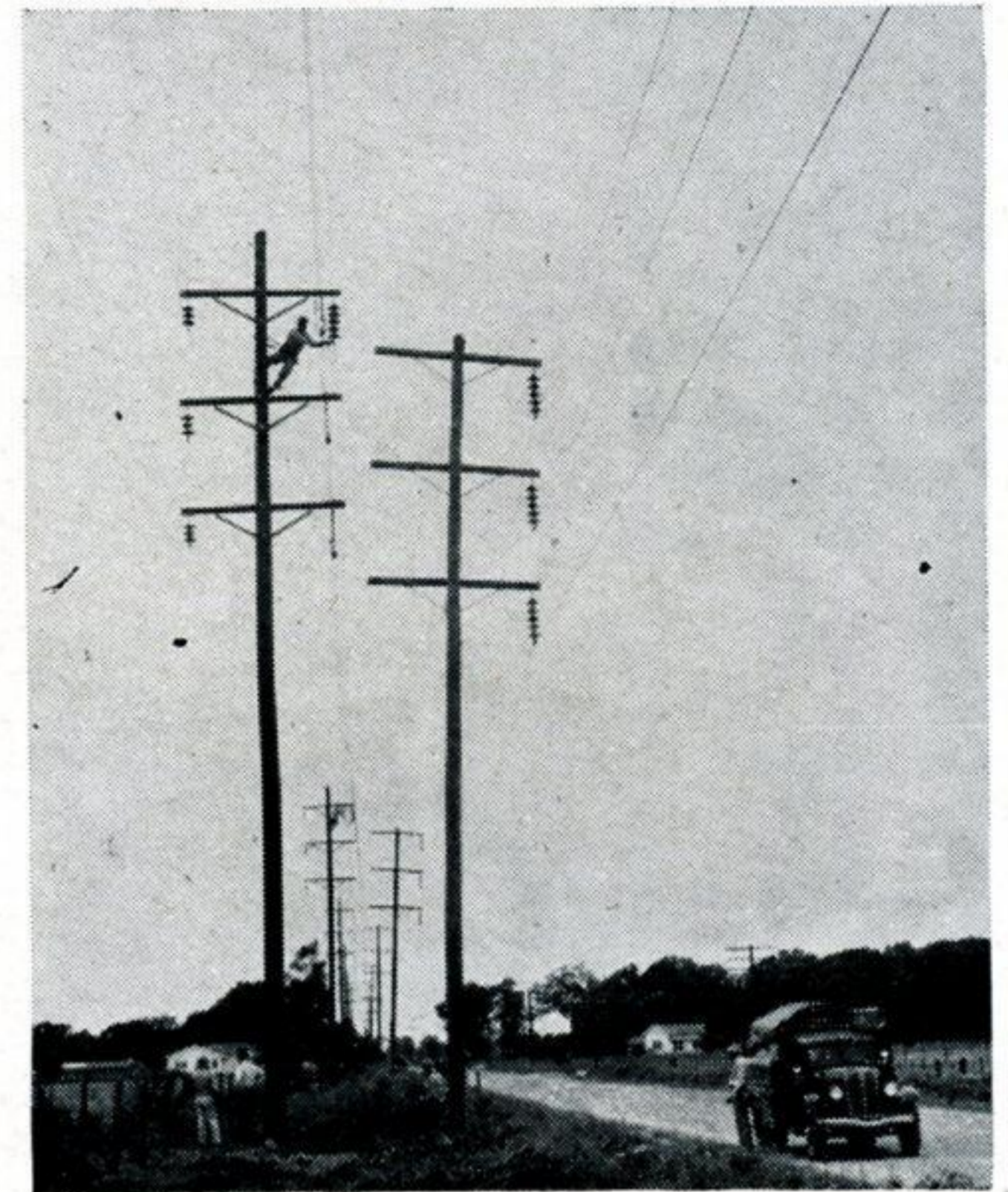
Now that you know how the game is played, try yourself on this:

The snooper was pokin' around a job the other day when he heard someone holler, "Headache!" and a knuckle buster whizzed past his ear. He looked up indignantly and said, "Just for that we'll have a meeting at 5 o'clock. And by the way haven't you any guts?"

All right, if you insist—a "snooper" is a safety director; "headache" is the traditional warning shouted when something has been dropped from a pole; a "knuckle buster" is a wrench; and "guts" are rubber line hose. And if there are any technical errors in the foregoing, don't blame me, because I'm not even a "squeak" (apprentice grunt, to you).

"Mother, are there any electric lines in heaven?"

"No, son, engineers and linemen build electric lines."

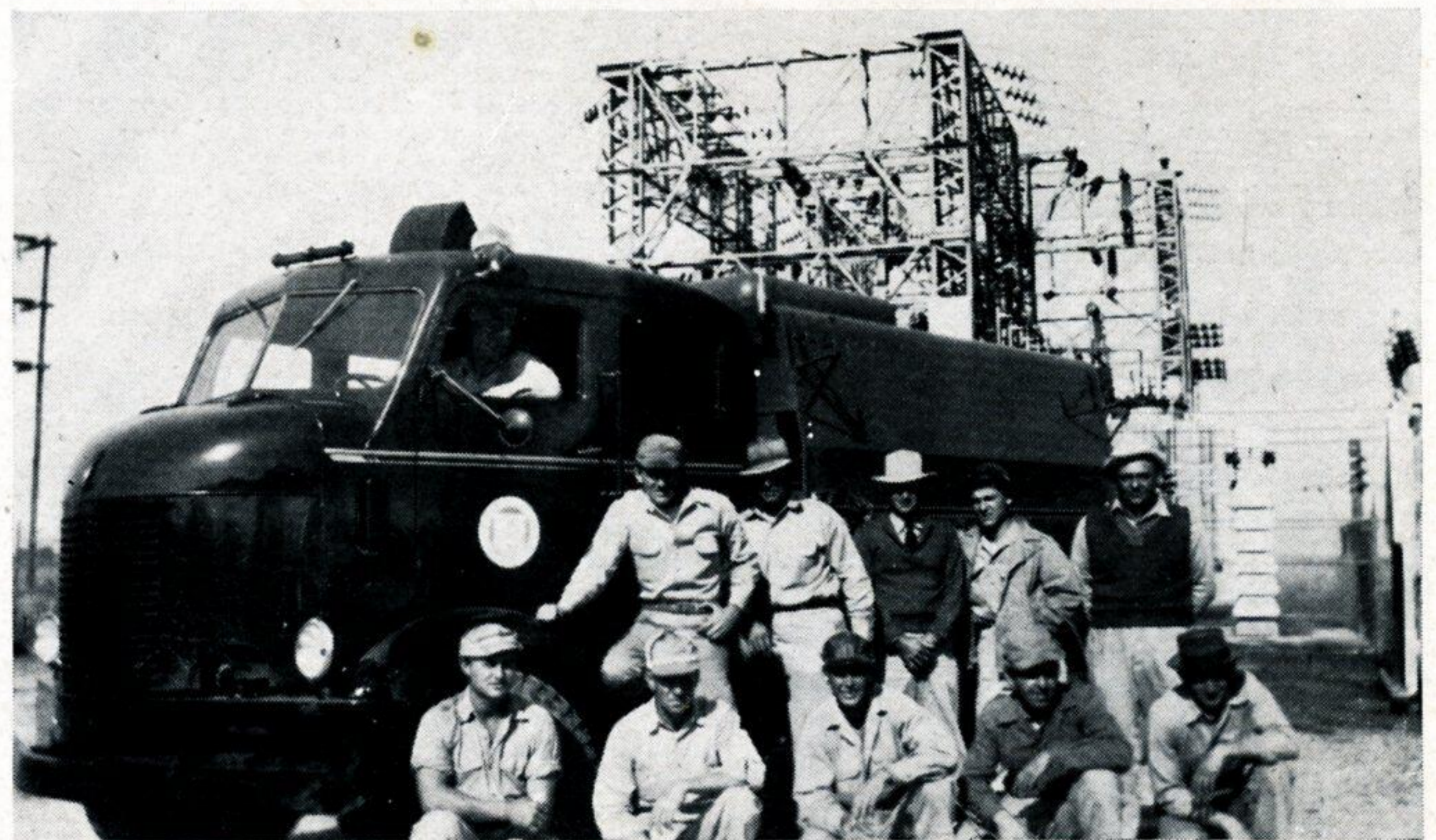


RELOCATING a double circuited transmission line east of Jennings, where a new highway will soon be built. George Hall's line crew from Jennings is doing the work at this particular spot, where linemen can be seen changing a circuit from the right hand pole line to the new line on the left. Members of this crew are Wilfred Broussard, Hilliard Meyers, John DeVall, Oscar Gann, Charles Heichelheim Henry Istre, Odom LeBlanc and S. L. Robert, Jr.

If a girl expects to win a husband she ought to exhibit a generous nature, or else how generous nature has been to her.

For two pins I'd park and kiss you, said the wolf. Here take these, the girl replied, my hair will come down anyway.

Courtship causes a man to spoon; marriage to fork over.



JENNINGS LINE CREW poses beside their new F. W. D. line truck, which they have been breaking in on a transmission relocation job east of Jennings, where our line was moved to make room for a new highway. These men are from left to right, (bottom row); J. W. Hurst, P. H. Deaville, E. E. Mayfield, B. F. Sanders, J. D. Doucet; (top row) W. J. Duhon, T. J. Lawrence, Line Foreman Adams, R. J. Vellieux and J. M. Leger. The man in the cab is "Dusty" Spell, who, the crew says, is just muscling in on a good gang.

Promoted



DeBlanc



Rauschenberg

Ernest G. Rauschenberg, formerly line foreman at Port Arthur, was promoted to the newly created job of general line foreman for the Lafayette district, effective April 1.

Bully, as he is called by his many friends, is a long time Gulf Stater, coming to work originally way back in 1920. He changed jobs for two years beginning in 1925 when he worked for the Gulf Refinery, but returned to continue in the Port Arthur line department. Moving through series of jobs in the line, substation, the trolley and service departments, he was made a line foreman in October, 1939.

Bully has been on the job coordinating the many projects now underway in connection with our company's expansion program, but returned to Port Arthur to attend a farewell party in his honor given by his former co-workers there on the evening of April 9.

Rene A. DeBlanc has been transferred from Louisiana Station and promoted to the post of master electrician at Riverside Station at Lake Charles. His appointment to his new job was effective March 7.

Rene, although a comparative young Gulf Stater, has had considerable experience in his field. He worked as an electrician for a contractor at Lafayette before coming to our company. His first job with Gulf States was as substation operator at Lafayette, which he held from 1941 until 1943 when he was transferred to Louisiana Station. He interrupted his service there to serve in the Navy for about 18 months during the war, returning to work at the station as 1st class electrician in November 1945.

"THE LINEMAN"

By CHAN GARDINER

They sings of the men as goes down to the sea,
Of the heroes of cannon and swords!
That highest and mightiest clan,
An' the bravery of old knighthood and lords.

They sighs cause the romance of knighthood
is past,

Cause there aint no ideals anymore.
They says that this old world is rollin' too fast
To develop this "Espirit de corp."

But them as complains are the ones as don't
know,

Who sits loose where it's warm and then kick.
They aint never seen a line sagging with snow,
And had to get service back—quick!

They aint never struggled with death at their
side,

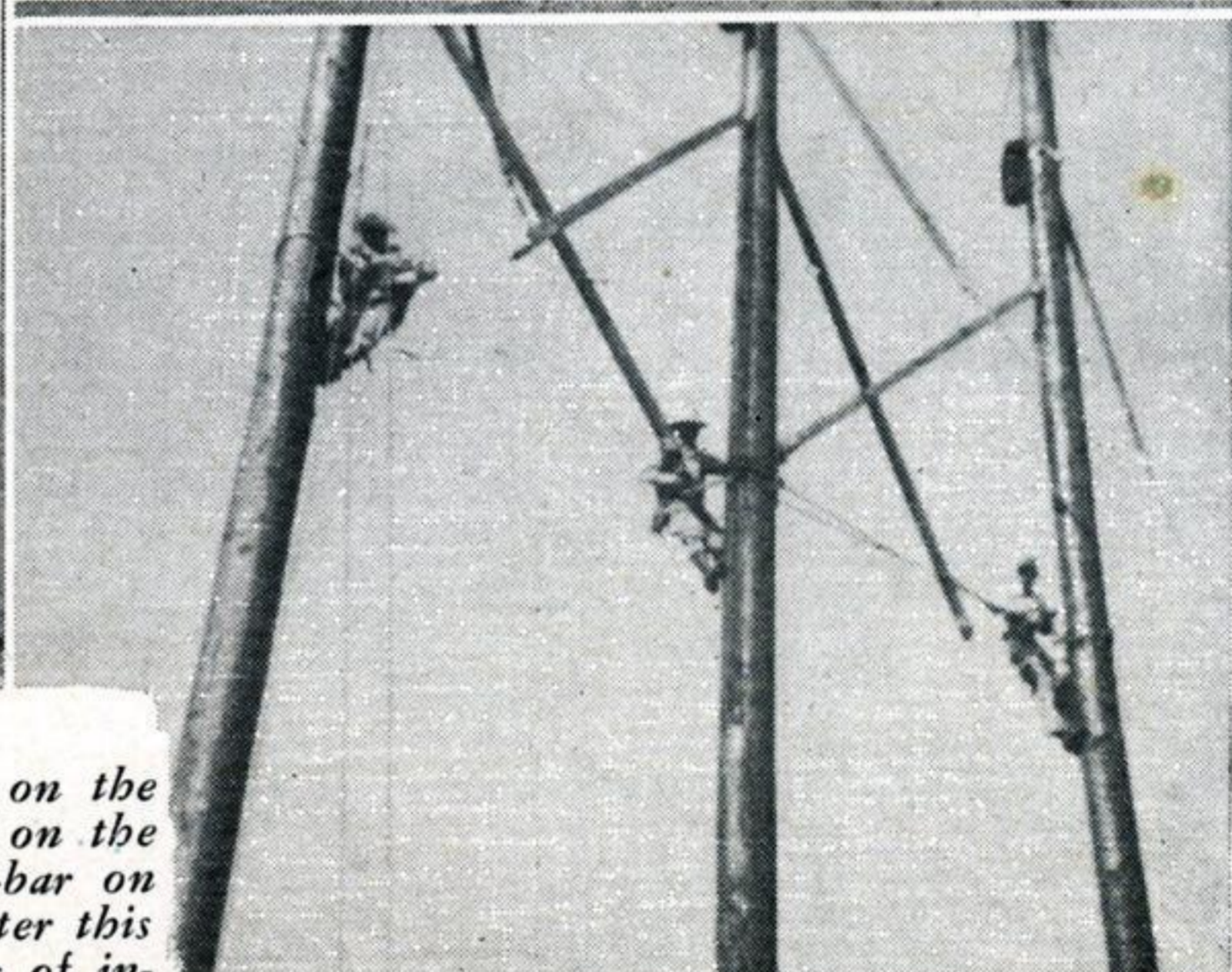
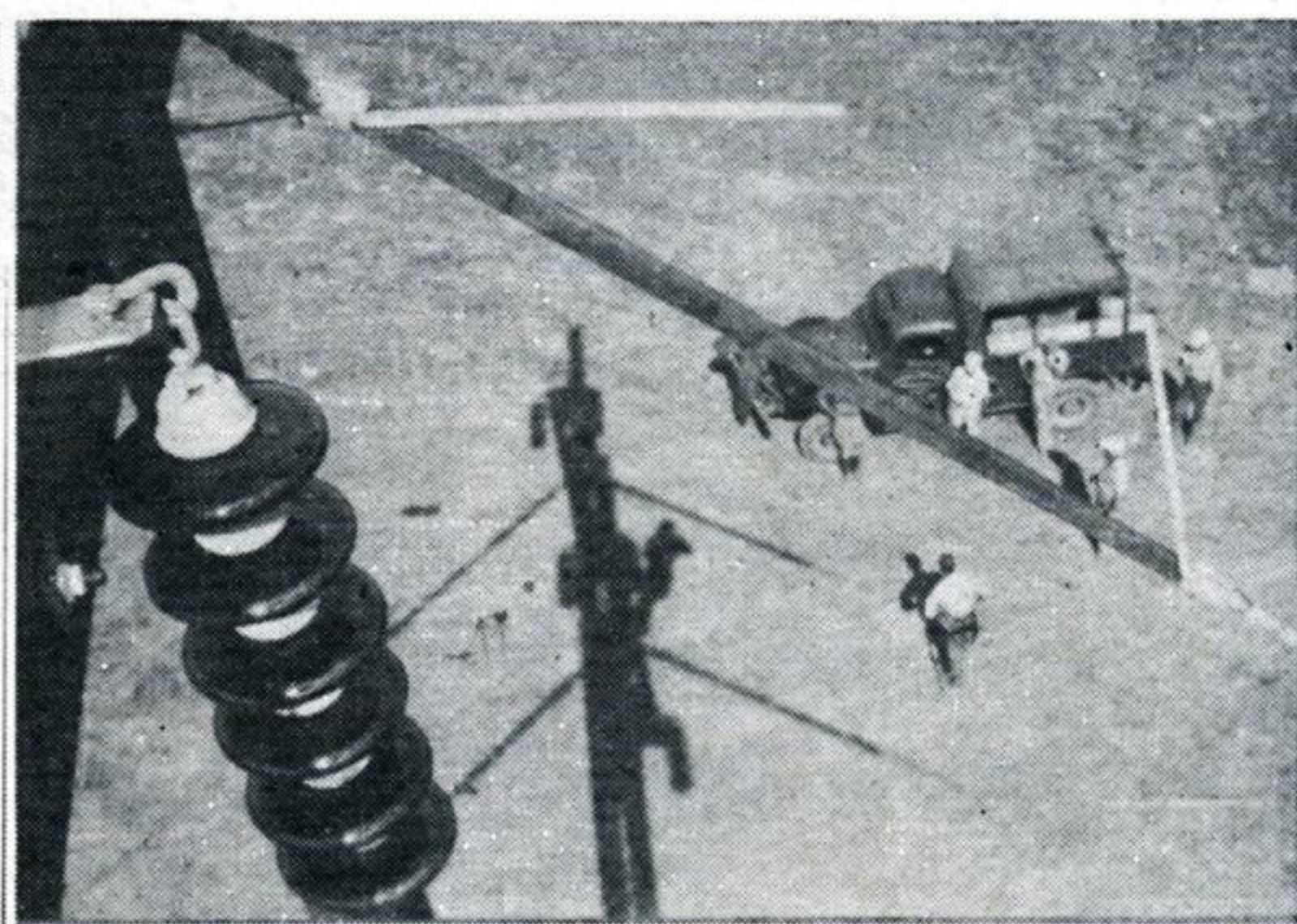
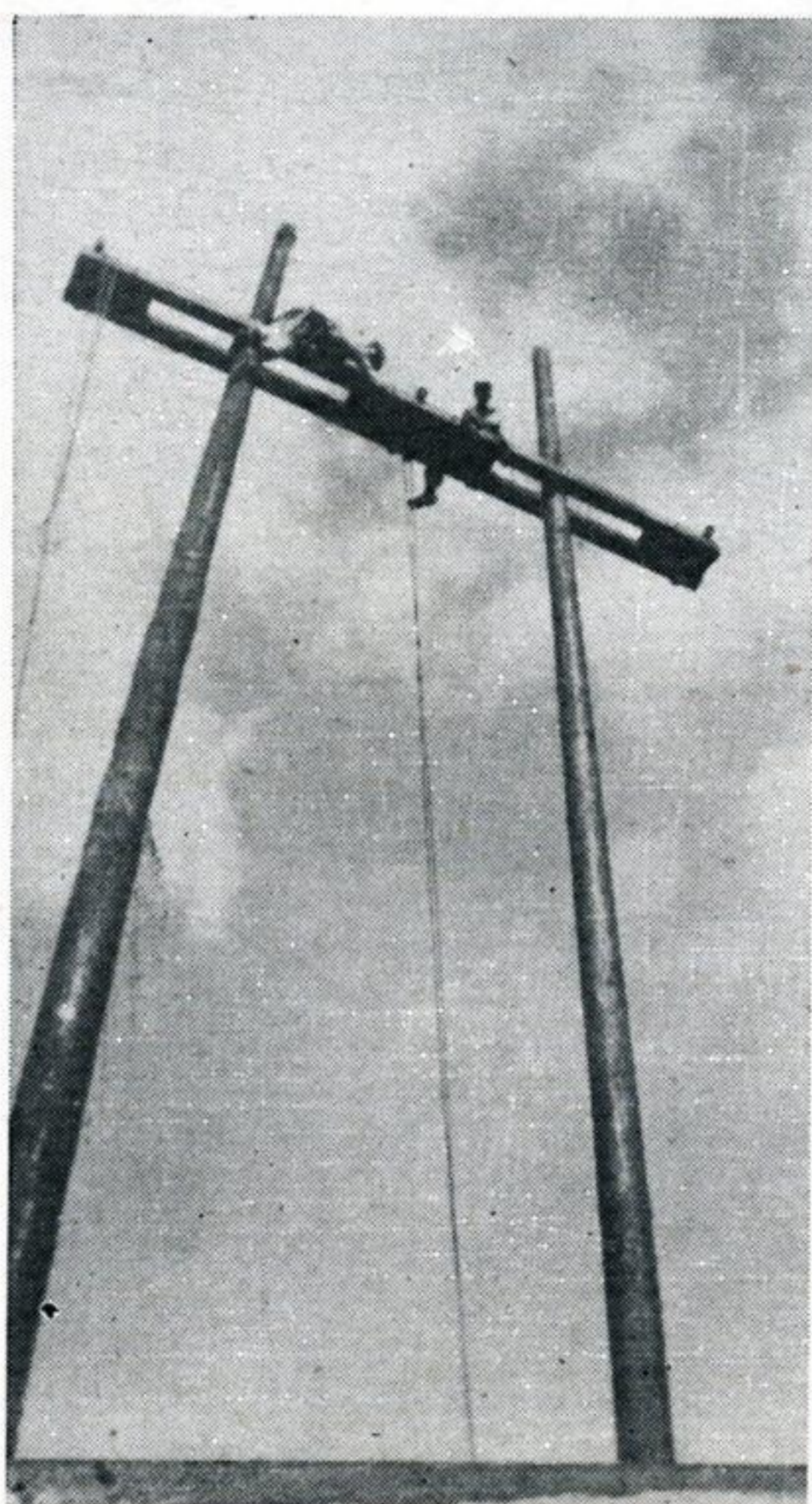
A snappin', and hiss'n' and pale—
Nor clung to the towers and grimly defied,
The assaults of the blizzards and gale.

So here is to the Lineman—The Son-of-a-Gun,
That can do without sleep for a week,
That sticks to the job 'til every bit is done
And the feeders can carry the peak.

For his is the knighthood that's noblest by far
An' writes of the valors of dead chivalry,
That's fighting the battles for things as they
are

In the cause of the "Service to Man."

NAVASOTA-HEARNE HI-LINE COMPLETED



LINEMEN put the finishing touches on the Navasota-Hearne hi-line. The picture on the left shows linemen affixing the cross-bar on one of the tall H-frame structures. After this phase of the work is done the strings of insulators will be installed on the cross-arm. The picture on the top at the right shows how workmen on the ground appear to those atop the towering poles. The bottom scene shows a team of three linemen fitting the braces and guys which enable the hi-line to withstand winds up to 100 miles an hour.

The first phase of the most important project of our company's construction program in the Navasota division was completed on April 14, when the 45 mile hi-line loop from Navasota to Hearne was energized. This line, built for 66,000 volt operation, is now being operated at 33,000 volts, pending delivery of 66kv transformers. When these transformers, which are scheduled for delivery in the next four or five months, arrive, they will be installed in the Hearne substation and the line will operate at 66,000 volts.

This line, which is of H-frame construction, is one of the biggest and most important improvements in the Navasota division since the big building program of 1929, when most of the existing transmission lines were installed. Every community served in the Navasota division, and every customer in these towns will benefit from this new investment in this area, as capacities are being increased all along the line to assure greater dependability and the handling of larger amounts of power. "Industries which may wish to locate or develop in this area will find us prepared to supply their electric power requirements," our company officials said. The line forms the west side of a transmission loop between Calvert and Navasota, the east half of which feeds through Normangee to Hearne.

Our company does not serve the town of Hearne, but does serve approximately 4,000 horsepower of industrial load in the immediate vicinity of this town. These loads are principally the three petroleum products lines belonging to the Humble Pipe Line Company, the Texas Pipe Line Company, the Sinclair

Pipe Line Company and the Atlantic Pipe Line Company.

The new hi-line was built by Stone & Webster Engineering Corporation, who were contractors on this and other projects of our current construction program.

New Employees

BEAUMONT: Mary Whitman, Juarell Langston, Betty Jo Matte, stenographic; Betty Jo Sanford, sales; Jewel Due Crile, Wilma Broussard, customer accounts; John R. Lamar, t&d; Bobby Walker, system engineering; Dudley Williford, production; William Crockum, Jr., accounting.

LAKE CHARLES: William Terrell, Robert Derby, t&d; Donald Ginbey, system engineering; Johnnie Babin, garage.

BATON ROUGE: Walter Watson, Marion Austin, Thelma Bryant, gas; Wallace Felsenthal, Marvin Day, t&d; Earl Davidson, Leo Herrington, Gibbons Lange, production.

OTHERS: Harvey Barron, production and Annabel Locke, customer contacts, Orange; James Carter, Conroe t&d; Willie Langlinois, Lafayette storeroom.

That's That

She: "There's one thing I want to tell you before you go any further."

He: "What's that?"

She: "Don't go any further."

Letters Show Good Service Appreciated

To one whose business is dedicated to public service, as ours is, it is most gratifying to get a commendatory expression from one of the public whom we serve, as the Port Arthur office did recently from one of their customers.

The letter and our company's reply follow:

Manager
Gulf States Utilities Company
Port Arthur, Texas
Dear Sir:

Am enclosing check for bill covering month of January for \$11.81. This is the 169th monthly bill I have paid to your company. In the last 14 years I have lived at this address and upon review I find these bills have ranged from \$10.00 to \$13.00 per month over that time. This is roughly \$2,000 I have paid for electrical service during this 14 year period. While this seems like a lot of money I wish to assure you it's been well worth it.

During this period we have purchased an electric stove and hot water heater from you and two or three new elements for the stove. All have given excellent service and I wish to express my appreciation for the prompt and courteous service we have enjoyed on the few occasions when we have called on your repairmen in connection with those appliances or for electric service. It is also very remarkable to me that you have maintained your service and costs of power thru the war and this inflation period as you have. We have a washing machine, three fans, refrigerator, mixer, clocks and radios all running on electricity in addition to the stove and water heater and I can't remember more than once or twice during the 14 years when we were without power.

We have one of the first electric refrigerators put out and it is in bad shape. We need a new one badly and from all we've seen, like the G.E. best of all and hope to be able to buy one from you folks soon.

Thanks again for your excellent service.

Yours very truly
/s/ L. R. Strawn

Mr. L. R. Strawn
3332 Fifth Street
Port Arthur, Texas
Dear Mr. Strawn:

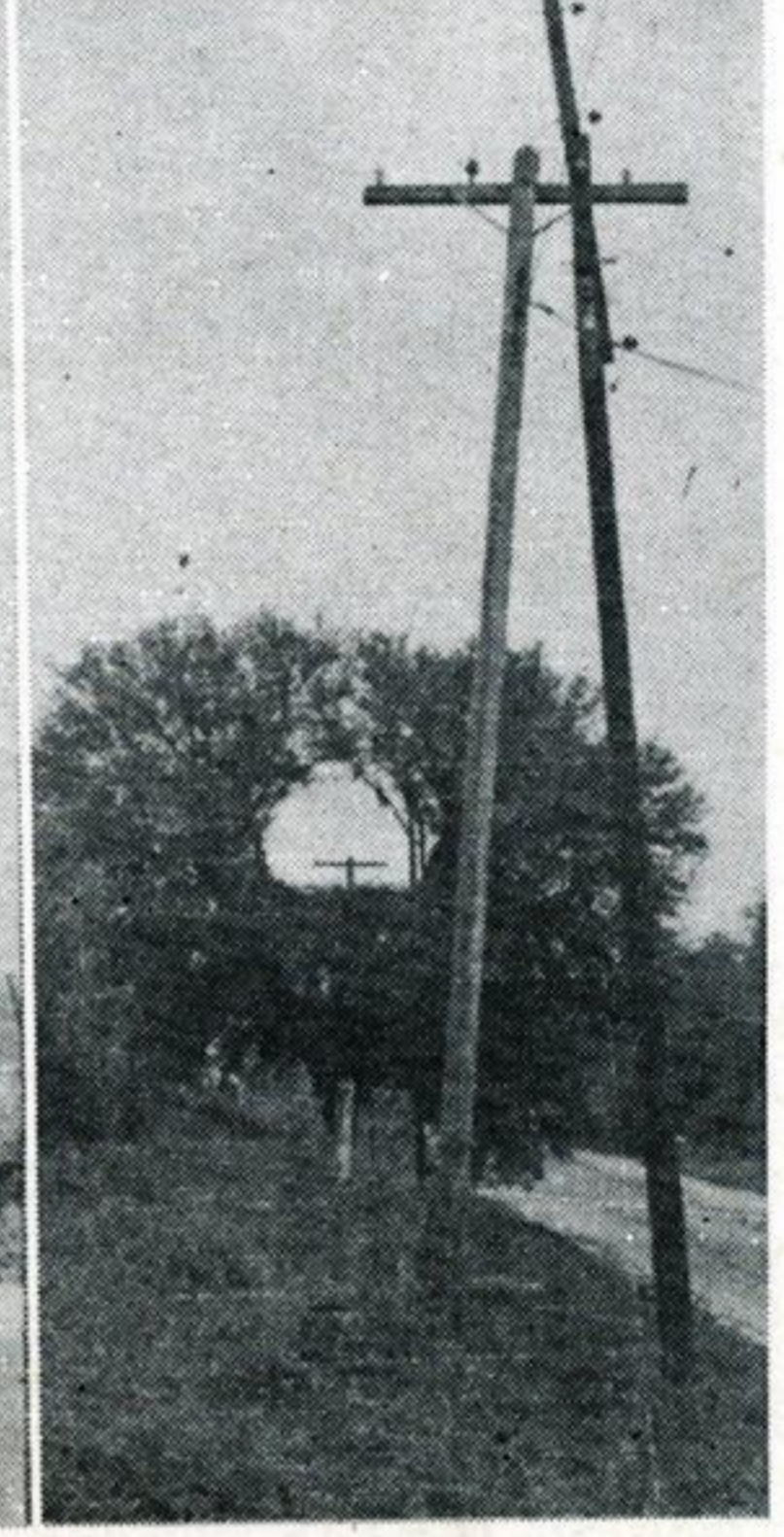
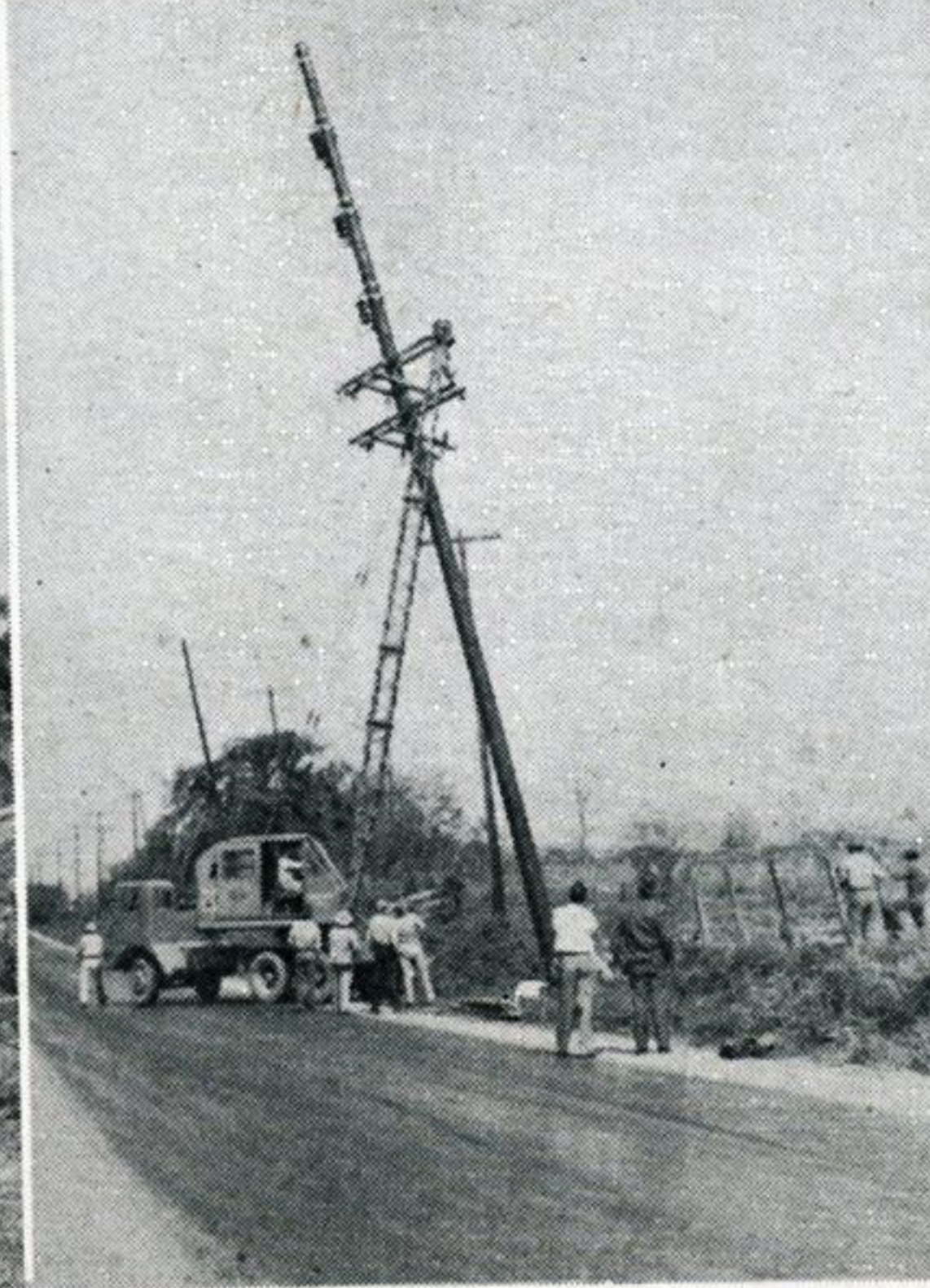
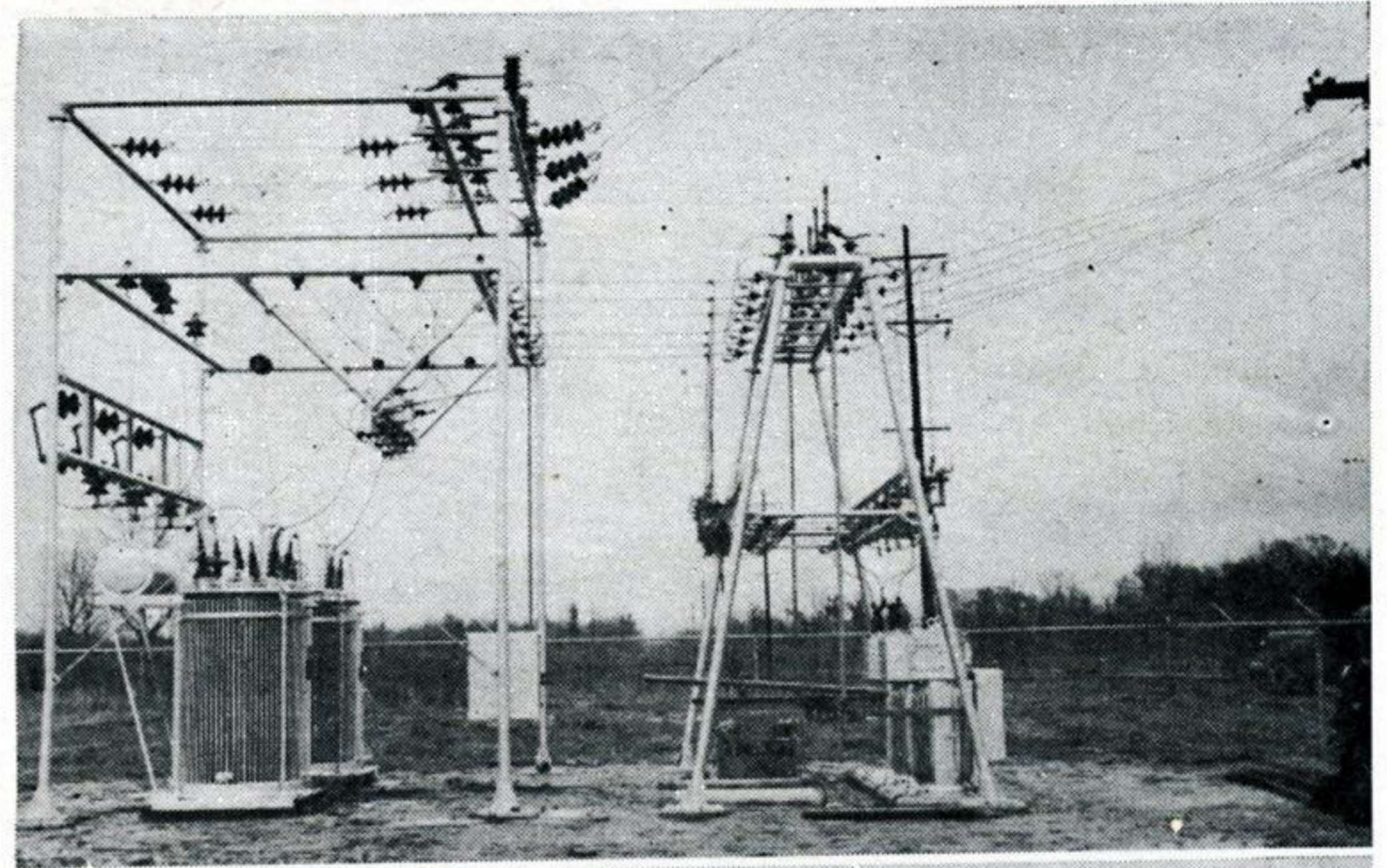
We have your letter of February 12 and wish to thank you for the very kind remarks about our service. While we realize that our contact with you is principally through the bill that we send you each month, we are well aware that your account is a substantial one and we appreciate it most thoroughly.

It is particularly gratifying to receive a letter such as yours for too many times we only receive letters from our customers when they are complaining about the size of their bill or about some oversight of service. We further hope that we will soon be in position to supply you with a new electric refrigerator.

Thanks again for your kind expression and we trust that we will continue to merit your good wishes.

Yours sincerely
J. B. Hodge, Operating Manager
Port Arthur Division

Baton Rouge Gets New 1000 KVA Sub At Highland



Out on Highland Road, which leads to Louisiana State University, the Baton Rouge electric department has recently completed the 1000 kva, Highland Substation, shown here. General Substation Foreman H. J. Ripple's substation crew, supervised by R. W. Minvielle, erected the station. Also shown are line crews of U. P. Hicks and R. W. Hicks, rebuilding distribution lines which supply the area around the substation.

The first two scenes show a completely "rigged" pole being lifted into position. First, the pole is seen on the ground (left) as it is being framed, and as the preparatory work for the setting of the pole is being done. Second, (center) the motor crane is shown setting the 75 foot, corner pole. The third scene, also in the Highland area, is an "air-conditioned" tree, which was later removed from the path of the line.

And just to show how good friendly service and quality merchandise makes a lasting impression on a person read this little epistle from a departed (from our system) customer.

Flagstaff, Arizona
February 5, 1948

Gulf States Utilities Company
Beaumont, Texas.

Dear Sirs:

I bought an electric perculator from you about eight years ago. After constant use for these years, it has just now broke. I can't find one like it in this country. Just wondered if you still have them in stock. Would like to have another like it. It was a Universal No. E. 9666A.

Please give me this information if possible.

Thank you,
Mrs. S. M. Stewart.

Nobody ever made a thing so bad that somebody couldn't do it worse and sell it for less.

ONE BULB vs. 129 CANDLES

The light of a single 100-watt bulb matches the output of 129 candles.

Smart: It's been proved that opposites attract each other.

Alec: Give us an example.

Smart: Tight men and loose women.

HEAD OF THE CLASS

A group of grade school children were asked the following question by their teacher: "If two automobiles were approaching from different angles, one traveling at forty miles an hour and the other at sixty miles an hour, how old am I?"

After several minutes of meditation one small boy held up his hand and gave his answer as forty-two.

"How did you arrive at this answer?" asked the teacher.

"Well," said the small boy, "my brother is twenty-one and you are twice as crazy as he is."

MEET YOUR REPORTER

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

Reporting news to Plain Talks from the Silsbee district is our affable friend LOIS DAY, who regrets that there isn't very much news from her neck of the woods to report, but surely tries to get in what there is. Lois has been in the Silsbee office



since starting to work for our company back in June, 1943, as cashier. She is now local office clerk, which job she has held since 1944.

Lois is married and devotes most of her off-time hours to cookin', cleanin' and tendin' to the thousand-and-one routine duties every housewife has. She does admit to finding time for several games of "42" every week, and modestly claims being a fair player.

Lois is a native of East Texas, being born in neighboring Woodville, where she also attended school. Her only other job, before coming to work for us was at the Silsbee Dry Goods Company.



TENNIE S. DEVORE, local office clerk at Liberty, is one reporter who hardly needs to be introduced to Gulf Staters, especially to those in Texas. Tennie, whose maiden name is Scott, is one of the younger long-

time employees, and grew up in the company with many of her present day fellow-workers.

Tennie, who was born in Providence, Texas, went to school at Somerville, and later got her first job in Somerville. She worked for the Wallace Lumber Company there before coming to Gulf States. In 1925, last month, she came with our company, working in the Somerville office. Seven months later she transferred to the Liberty office, where she remained until 1928 when she moved to the Beaumont office.

After a year in Beaumont she returned to Liberty where she has been located since. Tennie's husband, also known to many Gulf Staters, owns and operates one of the leading retail grocery establishments in Liberty.

One of our busiest Plain Talks reporters is RUBY KESSLER, the friendly young miss who holds forth in the Beaumont transmission and distribution department. Ruby's big job is seeing that the several hundred employees in the department continue to have a current mailing address; quite a problem in case you don't happen to know.



Ruby is as energetic about her Plain Talks reporting as she is about everything else—she is really a worker. She keeps her own apartment, and her friends say that it is always as

SUPERINTENDENTS CHANGE JOBS



Hughes



Hereford



Nantz

V. B. Hereford, Cecil Nantz and Y. L. Hughes moved into new supervisory positions in a series of transfers announced by President Roy Nelson late in March. In the three job changes Y. L. Hughes, formerly assistant superintendent at Orange, moves into a newly created job in the system engineering department, with offices in Beaumont. His title will be equipment engineer, and he will be responsible for the purchase and allocation of major equipment for the system. He will also follow closely the state of progress of the company's extensive construction program, and the distribution of materials on the various phases of the project.

Cecil Nantz, formerly superintendent of the Navasota district, goes to Orange in a new job, that of superintendent of electric and water distribution for that district. In this capacity he will be in direct charge of all operating work there.

V. B. "Kelly" Hereford, formerly superintendent at Madisonville moves to Navasota to fill the vacancy left by the transfer of Nantz to Orange.

All three of these men are veteran Gulf Staters. Y. L. Hughes, a native of Mississippi, and an electrical engineering graduate of Mississippi State College, came to Gulf States in 1926, after almost a year's employment with the Mississippi Power & Light Company. He started working at Beaumont as a distribution department clerk. He was transferred to Port Arthur several months after coming to Beaumont and after working as clerk, engineer, office engineer, assistant superintendent of distribution, he finally became assistant to the operating superintendent, which position he held when he was transferred to his recent position in Orange in 1943.

Cecil Nantz started out way back there when electricity was in its swaddling clothes. A native of Kirbyville, he came to work in Beaumont in 1918 as a patrolman. Working his way up through the ranks, he has seen service in the line crew, as a troubleman, or serviceman, radio troubleman and at the time of his transfer to Navasota was assistant service foreman and radio specialist. He went to the superintendency at Navasota in 1944.

neat as the proverbial pin. She likes to cook, and even likes to grow her own vegetables. In her "spare" time she grows flowers, is a very active Sunday School officer, and manages to go to the current movie.

Ruby has been a Gulf Stater since November, 1940 when she became a member of the Beaumont stenographic department. The very next month she went to the t & d department, and made a such a hit that it would be hard for someone to get her away. She is a native of Eunice, Louisiana, where she attended school. She also went to Chenier's Business College and prior to coming to work with us she was employed at Sears, Roebuck.

Kelly Hereford, also a native Texan, from Llano, came to Gulf States by acquisition. He began his utility career in 1922, at the old electric plant at Hempstead, and when our company acquired that property back in the 20's he came along as superintendent of that system. He was transferred to Cleveland as superintendent there awhile later and in 1928, exactly 20 years ago, he became superintendent of the Madisonville district.

All three of the above transfers were effective April 1.

Weather Important Factor to Utilities

Spring, ah lovely Spring! This season of the year is not only the favorite of school boys and lovers. It is pretty well liked by electric companies too. Its the time of year when line work speeds up, maintenance work is done, accidents are at a minimum, and generally everything is swell.

Basking in today's balmy weather its hard to believe that only three short months ago residents of East Texas and Southwest Louisiana were in the grip of sub-freezing weather, with snow, sleet and ice menacing the routine of almost every home and business. With us more than a routine was upset.

Just ninety days ago, as this is written, Beaumont and Orange were practically "iced" over. It was rather pretty to look at but it was dangerous too. As the ice got heavier and heavier, trees began to split, limbs fell and here and there electric and telephone lines were broken. Uptown Beaumont suffered a serious outage when a feeder line was broken by a falling limb. Service interruption calls began piling up and our F-M radio went on an emergency basis, crackling orders to line crews and workmen who were out clearing lines. Despite the bitter cold, intensified by a brisk norther, the stoical linemen and servicemen worked rapidly to repair the damage. Night came and still the tough seasoned crews kept working. Service had to be restored with all possible haste. Again our own short-wave, two-way radio proved invaluable by saving incalculable time in dispatching crews to trouble areas.

Dawn of the third white day found all but a scattered few of the some 35,000 electric customers in the ice storm area flipping their light switch as usual — and finding Reddy Kilowatt just where they hoped he'd be — on the job. The remaining broken lines were quickly put together and tired crewmen went home to thaw out, leaving the beautiful ice and snow to amateur photographers and school children.

Remember?

HONORED



Fulton



Lilyerstrom



Reed



Sutton



Clubb

Mary Lilyerstrom, Beaumont accounting, was renamed secretary-treasurer of the Beaumont Music Commission for the 1948-49 series, at a meeting of the commission held early in April. This makes the 29th consecutive time Mary has been elected to this office.

George Fulton, of Lake Charles, who is our vice president, was elected chairman of Gulf States Industrial conference by 200 delegates from four states attending the fourth annual session of the conference held in Biloxi April 16. The conference is sponsored by the industrial services committee of the southern area council of Y. M. C. A.

Kenneth Sutton, our advertising director, was honored by the citizens of Beaumont,

when they went to the polls on April 3 to elect him a member of the board of trustees of Beaumont Independent School District. He, has been a member of the board for several years, by virtue of appointment. This is the first time the members have been elected. Ken was further honored at the first meeting of the new board when he was elected president of the board by his fellow members.

Earl Clubb, appliance repair foreman, Beaumont, was another Gulf Stater honored by his fellow citizens in the April 3 school elections. Earl, who resides at Cheek, offered as a candidate for trustee of the school district there, and was elected. This is Earl's first time out for an elective job too.



McGehee



Pratt



Hammond



Bishop



Contois

E. C. McGehee, Riverside Station at Lake Charles, has been named the new District Commissioner of Senior Scouting for Lake Charles. "Skipper" has long been interested in scouting and while a resident of both Jasper and Orange was an adult leader in scout work.

E. S. Pratt, Riverside Station, has been made assistant Scout Master of Troop 6 in Lake Charles. Pratt is a comparative newcomer to scouting in Lake Charles but with his co-worker Skipper McGehee to guide him, promises to go far in this work.

W. L. Hammond, Riverside Station, Lake Charles, has been appointed Skipper of the Sea Scout Ship, Jean La Fitte in Lake Charles.

H. H. "Hutt" Reed, sales representative, Jennings, has been appointed to serve on the Civic Affairs Committee of the Jennings Association of Commerce at a meeting of that group held the latter part of April.

Pat Bishop, assistant system manager of residential sales was appointed chairman of the Solicitations Committee of the Beaumont Chamber of Commerce recently, for the third consecutive year. The committee operates in lieu of a Better Business Bureau in Beaumont, to protect merchants and citizens of the city from swindlers and racketeers. The Chamber sent Pat to Houston after his appointment, to meet with the Houston Better Business Bureau and study their organization.

Frank Contois, sales manager, Baton Rouge, was appointed chairman of the promotion committee for the second annual Boy Scout circus which was held in the LSU coliseum April 24. The theme of the circus was "Operation" Boyhood."

Louisiana Politics Pays Off With Fish Fry For La. Sta. Employees



Election bets have been known to produce some queer doings when it comes to "paying-off," but in the case of C. L. Blackwell's bet with Valdemar Westh it was simply a question of just who would "treat-the-crowd" to a big fish fry. The "crowd" consisted of employees at Louisiana Station, where both Blackwell and Westh work. Second from the left in the above picture you will find the winner, C. L. Blackwell having his hand shaken by Valdemar Westh, the loser. Right beneath the hands is one of the finest kettles of fish which the Louisiana Station employees have ever enjoyed. Some of the many who enjoyed the feast are gathered around the betters. From left to right: E. J. Bello, Blackwell, J. W. Hebert, C. M. Russell, Sr., W. P. Carnes, R. J. Berthelot and Westh.

W. R. Bell Named to Gulf States Directorate



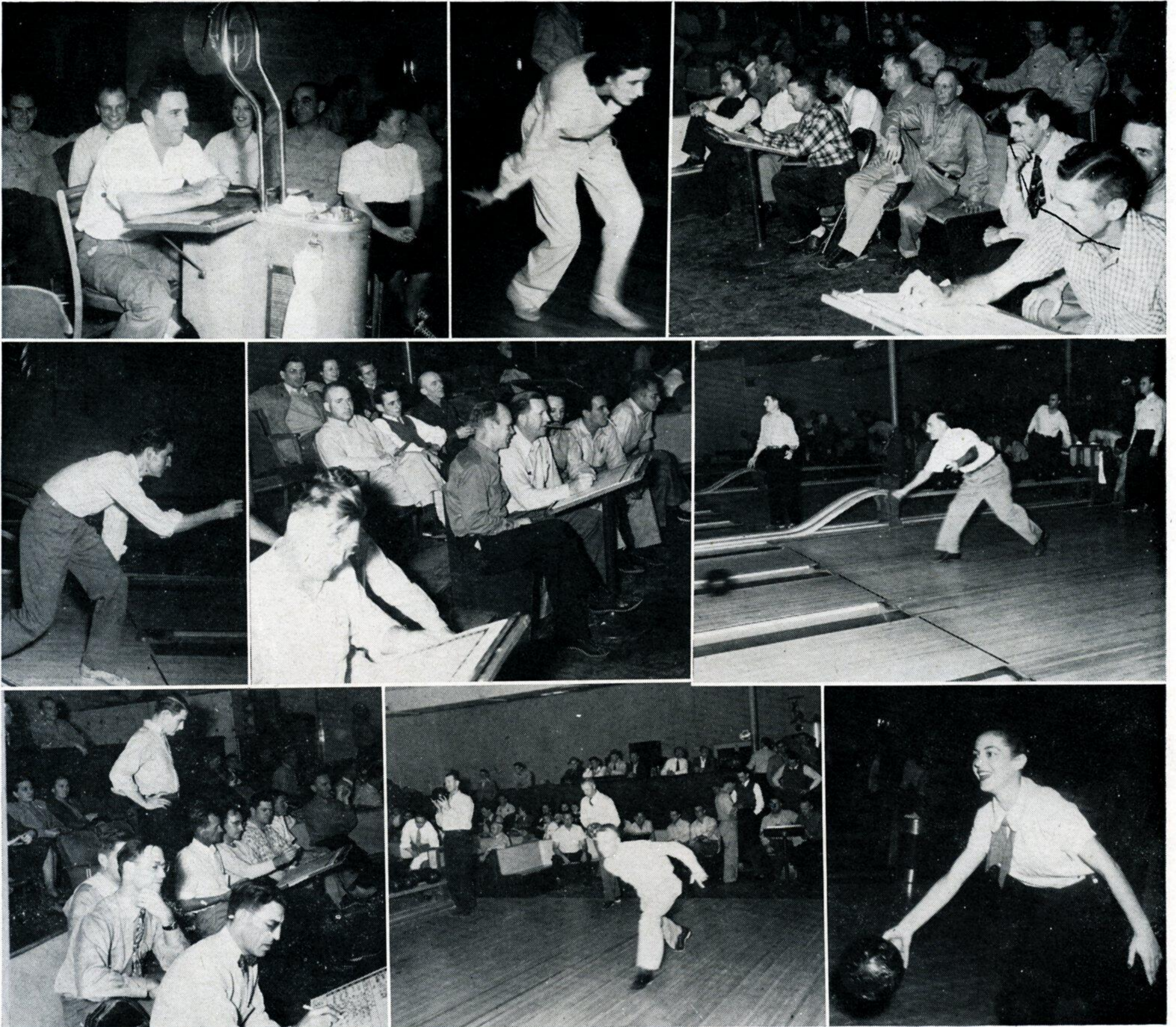
W. R. Bell, operating vice president in Texas, was named a member of the board of directors for our company at the quarterly meeting of the board held during March. Mr. Bell's selection as a new member of the board comes only five months after his appointment to his position as vice president. Formerly he was general superintendent of operations in the Baton Rouge division.

Mr. Bell is a veteran of 37 years service with Gulf States and former associate companies under the old Engineers Public Service Company when it was our parent company. His first job was with the old Baton Rouge Electric Company in 1913. Later he worked with Haverhill Electric Company and El Paso Electric Company before returning to Gulf States at Baton Rouge in 1930.

Other members of the board of directors are: Munger T. Ball, president of Sabine Towing Company, Port Arthur; Thomas J. Hanlon, Jr., chairman of our board of directors, Baton Rouge; Harold C. Leonard, vice president, Baton Rouge; Roy S. Nelson, our president, Beaumont; Will E. Orgain, attorney, Beaumont; C. Vernon Porter, attorney, Baton Rouge; and Edward H. Taussig, owner of Taussig Motor Company, Lake Charles.

G.S.U. Gets Franchise

Plain Talks is proud to report that another Louisiana town, Church Point, Arcadia Parish, has granted our company a 25 year electric franchise. The new franchise was granted by the City Fathers on April 6. The franchise becomes effective May 15, 1948.



BATON ROUGE AND BEAUMONT BOWLERS show their form (bowling) for the cameraman. Top panel, left to right, shows Mal Akin, Baton Rouge, keeping the keglers straight. Behind him are Marcus Andrews, Howard Charlton, Pauline Sims, R. W. Minvielle, and Velma Minor. Center is Helen Rea, Baton Rouge, adding a strike to her score. Right is a Beaumont group watching their team mates roll. Middle panel shows Harry Sumrall, Baton Rouge, letting one go; center, another group of intent Beaumonters League President Red Dunham (with cigar) is keeping score; right, Charlie Genaro, Beaumont, grooving that ball. Bottom, Tony Fontana, erstwhile Beaumont bowler, keeps score for his team; center, Bill Ricks, Beaumont, poised before delivery, while Lonnie Pace and Charles Shrigley get ready; right, Laura Mae Hebert, Baton Rouge, smiles as she releases a strike ball.

One of the most torrid seasons of bowling ever seen in Gulf States is drawing to a tumultuous close, as the Keglers in Baton Rouge, Beaumont, Lake Charles, and Port Arthur gird themselves for the rough wind-up and play-off series that will determine the respective champs.

Play at Baton Rouge which included a first and second half series, will go into a play-off between the first half winners, the "Line Faults" and their recent vanquishers the "Meters". A slam-bang fight is promised the second half winners by Line Faulters, Mel Akins, W. O. Lepine, Howard Chaney, Len Harrell, W. W. Jones, Norma Browning and Velma Minor, who say the Meters were just lucky. Meter members Phil Levert, Jimmie Derr, M. Voyles, R. Kirkwood, Annie Alexander and Elizabeth Wingate claim their

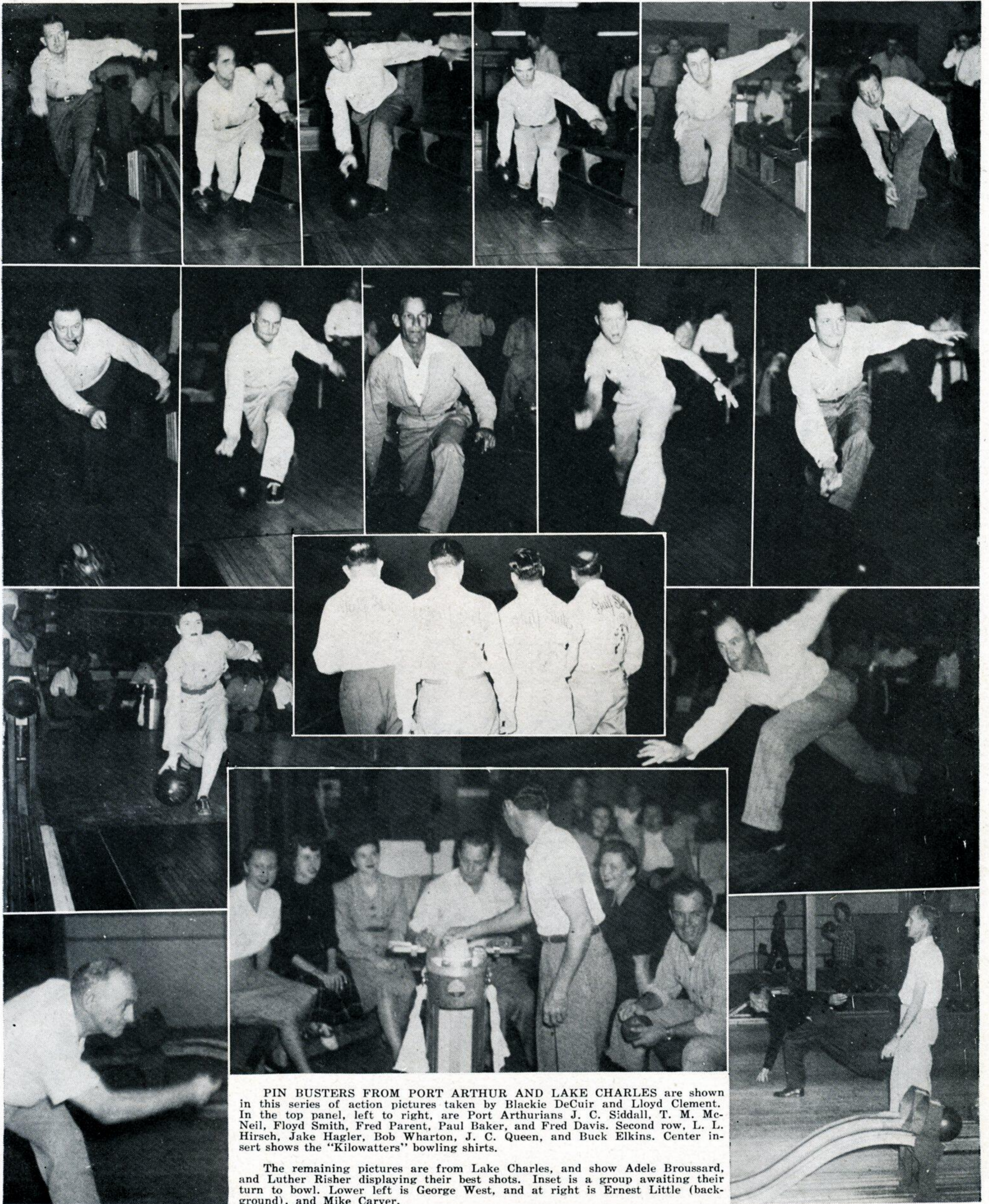
present form will carry them to the Baton Rouge crown.

Beaumonters have several weeks of play remaining and do not have a play-off, so the leaders at the season's end are the victors. At this writing, the leading team is No 3, made up of L. L. Landry, Tony Fontana, Matt Craig, Fred Cordson, N. C. Spencer, G. F. Brill and W. D. Ramey. They are four games ahead of team No. 10. Team No. 10, incidentally won the city championship team play in a tournament held April 16-17. Members were: Carl Shannon, J. C. Cummins, and alternates Bill Ricks and Earl White.

Play at Lake Charles, which was out during the war, was resumed this year with an enthusiasm never before equaled. With new blood brought in by the personnel of Riverside Station and eight girl bowlers, competition is really waxing warm, with the femmes

crowding the boys for honors. Of the six teams comprising the League, the "Kilowatts" and "Hi-Liners" seem to have the edge at the moment. Members of the Kilowatts are Jack Kirkland, W. M. Larkin, Jerry St. Dizier, Brownie Boozer, Johnnie Lebatto and Floyd Clements. HiLiners are Roy Franques, Hugh Holland, Adele Broussard, Philip Allen and Sue Maginnis.

Port Arthur has no Gulf States League this year but three teams are representing the company in the city loops, which boasts some strong aggregations. Making the best showing to date is the team composed of Paul Baker, Jake Hagler, Fred Davis, Leo Hirsch and John Sidall who are in first place in the "C" League. G. S. U. representatives in the "E" League, T. M. McNeil, Bob Wharton, Fred Parent, Don Boring, Joe Prejean, Floyd Smith and J. W. Minner are in second place.



PIN BUSTERS FROM PORT ARTHUR AND LAKE CHARLES are shown in this series of action pictures taken by Blackie DeCuir and Lloyd Clement. In the top panel, left to right, are Port Arthurians J. C. Siddall, T. M. McNeil, Floyd Smith, Fred Parent, Paul Baker, and Fred Davis. Second row, L. L. Hirsch, Jake Hagler, Bob Wharton, J. C. Queen, and Buck Elkins. Center inset shows the "Kilowatters" bowling shirts.

The remaining pictures are from Lake Charles, and show Adele Broussard, and Luther Risher displaying their best shots. Inset is a group awaiting their turn to bowl. Lower left is George West, and at right is Ernest Little (background), and Mike Carver.

Tasty Recipes For Deep Well Cooker

Thanks to a cooperative home service staff you are always sure of getting some good recipes from this page—and this time is no different. The following tasty items were contributed by Ruth Hession, home service advisor from Lake Charles.

CHICKEN FRICASSEE

1 4-5 lb. chicken 2 cups hot water
 ½ cup chopped onion salt and pepper
 ½ small clove garlic flour
 4-5 Tbsps. shortening

Cut chicken as for frying; dredge well with seasoned flour. Heat shortening in Cooker on High; add chicken and brown well. Add onion, garlic and water. Cover. Let come to a steam on High; turn switch to Low and cook for 1½ hours.

SHRIMP CREOLE

2-3 lbs. shrimp 1 small clove garlic, minced
 5 Tbsps. shortening 1 Tbsp. Worcestershire sauce
 4 Tbsps. flour 1 tsp. hot sauce
 1 large onion, chopped 1 8-oz. can tomato sauce
 ¼ cup green pepper, chopped 1¾ cups water
 5-6 green onions and tops, chopped Salt—red—black pepper
 ½ cup celery, chopped

Wash raw shrimp and peel; remove black vein. Place in refrigerator until ready to use. Melt shortening in Cooker on High; Turn switch to Medium; add flour and stir constantly until a rich brown; add chopped onions, garlic, pepper and celery. Add tomato sauce and water. Season with salt pepper and sauces. Cover. Let come to a steam on High, turn to simmer and cook for 1 hour. Turn switch to High, when steaming, add shrimp and cook for 20 minutes. Serve over steamed rice.

CHOPPED BEEF IN CABBAGE LEAVES

1 lb. raw beef, ½ cup cooked rice
 chopped 2 large tomatoes
 1½ tps. salt 1 onion, chopped
 ¼ tsp. pepper 8 large tender leaves of cabbage
 1 small onion, juiced 2 Tbsps. vinegar

Season meat with salt and pepper; add onion juice and rice. Soak cabbage leaves in hot water for a few minutes to make them less brittle. Roll a portion of the meat mixture in each leaf. Place them in the Cooker; add the quartered tomatoes, onion and vinegar, 1 tsp. salt and ¼ cup water. Let come to a steam on High; turn to Low and cook for 1 hour.

NAVY BEAN SOUP

2 cups navy beans 1 tsp. prepared mustard
 1 large onion, chopped 2 tsp. Worcestershire sauce
 1 small clove garlic, chopped 2 tps. hot sauce
 Salt and pepper ¼ lb. salt pork, chopped
 2 Tbsps. celery leaves, chopped 2 qt. water

Wash beans thoroughly. Place all ingredients in Cooker. Cover. Turn switch to High; when steaming turn to Low and cook for 6 hours.

PET NAMES

You may call a woman a kitten, but you must not call her a cat.
 You may call her a mouse, but you must not call her a rat.
 You may call her a chicken, but you must not call her a hen.
 You may call her a duck, but you must not call her a goose.
 You may call her a vision, but you must not call her a sight.

SPRING CLEANING?

Although this is the time of year a young man's fancy turns to love, it is the time of year a housewife's mind is on SPRING CLEANING. And like as not dad and junior will get roped in on some phase of this annual chore.

To lessen the burden of this unpleasant but essential job some experts got together to work out mechanical aids and short cuts. Some of these helps are compiled by Angel Hawkins of the National Electrical Manufacturers Association and listed here for your benefit.

USE FAN

"After you have scrubbed the bathroom and kitchen floors, the back porch or vestibule, turn your electric fan on and it will dry the surface in about half the usual time.

"If painted woodwork tends to be sticky after it has been scrubbed, your fan is an invaluable assistant.

"After cleaning the attic or closets, set the electric fan to work there, too. It clears out odors that seem to settle, discourages moths, mice and such.

PAINT DRIES QUICKLY

"When you paint, shellac or wallpaper any part of the house, living is less upset and nerves less frayed if the surface dries quickly via a fan, so that furniture can be moved back, and normal routine restored the same day.

"As you get ready for summer—painting lawn or porch furniture, fences, screens—it is a good idea again to fan them dry. You can tackle the second side of a screen or lawn chair within minutes, and discourage the pebbly specks of dust that normally settle on wet paint.

FAN CLOTHES

"Another pre-summer task is the fanning of winter clothes before retiring them for the season. Those not worn for a long time need it especially, but even with togs just back from the cleaners, fanning for an hour or so is double precaution against moths. And if you do your own dry cleaning, what better way than fanning to get the cleaning fluid smell from the garments?"



TEACHING TEACHERS WIVES holds no fears for Grace Brooks, our Beaumont home service advisor. Here she is, with all the aplomb of a professor, at a recent cooking class for the wives of Lamar College faculty members at the Reddy Kilowatt cottage, telling them about the better way to cooking—electrically. The wives went away much wiser.

MARRIED



Heiman Hernandez Key

Olivia Hoffman, Beaumont Home Service Advisor, became the bride of Jack Heiman, also of Beaumont, April 3. After the ceremony in the Westminster Presbyterian Church, the happy couple left for Mexico on a wedding trip, then returned to make their home on 778 Third Street. Olivia is still with GSU.

Oray Hernandez, district serviceman at Abbeville, Louisiana was married to Hazel Broussard of Port Arthur on February 15.

Kathrine Petkovsek, formerly in the Beaumont steno department and William Clemmis Key of Humble, Texas were married March 28 in the rectory of St. Anthony's parish. The couple will be in Lake Charles until June 1, when they will return to Houston to make their home.



Haynie Gauthier Vice

W. K. Haynie, Neches Station, and Elizabeth Owen Lord, both of Beaumont were married February 27 in the home of the bride's parents. The newly weds took a wedding trip to New Orleans and have returned to make their home in Beaumont.

Kenneth Hoffpauir, Riverside Station, Lake Charles, and Barbara Lener Abshire were married in Westlake on February 2. The happy couple are residing on School Street in Lake Charles.

Yva George, formerly in the corporation department in Beaumont, and Ray O'Neil, of Paris, Texas exchanged vows in a ceremony at the Amelia Methodist Church April 8. After a reception at home, the bride and groom left for east Texas, before going on to Odessa, where Mr. McGlothen is employed, to make their home.

John Ivy Vice, Port Arthur t&d, and Gloria Marie Bodin, also of Port Arthur, were married at St. Mary's Catholic Church April 4. The couple took a brief wedding trip to Galveston and have returned to Port Arthur to make their home.

Wallace S. Norwood, Riverside Station, Lake Charles, and Betty Ann Clement said their "I do's" in the Maplewood Baptist Church February 5. The newlyweds are living at 401 Parish Road in Maplewood.

Bill Sharp, Lake Charles repair department, and Ann Grissom said "I do" on March 26 in the Presbyterian Church at Lake Charles. Friends will find them at home on 630 10th Street.

This item must have gone astray before the printer finally got it, but here it is. Lester Gauthier, Lafayette t & d department, was married to Joyce Broussard way back there on December 21. Congratulations to the Gauthiers.

R. Kilowatt Cottage In 'Exclusive' Block

Our enterprising home service advisor from Beaumont, Grace Brooks, who supervises the activities at the Reddy Kilowatt cottage here, firmly believes in the supremacy of electric cooking, and believes that electric cookery almost sells itself. Proof of the pudding are some interesting and revealing facts she related recently about her Reddy Kilowatt cottage neighbors.

When Gulf States moved into the present cottage on Elgie Street in June, 1939, there wasn't as single electric range in any of the houses in the block facing Elgie Street, and because there is a school across from the cottage, this block is an unusually long one and there are at present twelve houses located there. Now, although there has been no concerted drive to "sell" the residents of this particular block, eight of the twelve homes there are cooking with electric ranges.

Grace contends that this isn't a case of keeping up with the Joneses so much as "seein' is 'believin'." It will be remembered that there has been very little range campaigning since 1939, first because of the war and second because of the revised sales program now in operation in our company. Therefore, she concludes that because the neighbors had a chance, first, to see the range in our cottage, and later to see another neighbor's range perform, each in turn was sold on the merits of electric cookery.

Just goes to prove, Grace says, that the old saying about the better mousetrap is still true.

That salesman! I've never heard a man talk so fast in my life.

Why shouldn't he? His father was a tobacco auctioneer, and his mother was a woman.

ENGAGED



Cooke Riley Whitaker

The engagement of Barbara Cooke, Beaumont steno department, has been announced. The lucky fellow is Billy Jack Broadus, also of Beaumont. Wedding plans are for June.

Audrey Whitaker, Beaumont stenographic, is taking a very special vacation this year. According to plans, she and a lucky lad whose name is Jack Sirman, are engaged to be married July 11. After the wedding bells chime, the couple will head for points south for that combination vacation-honeymoon.

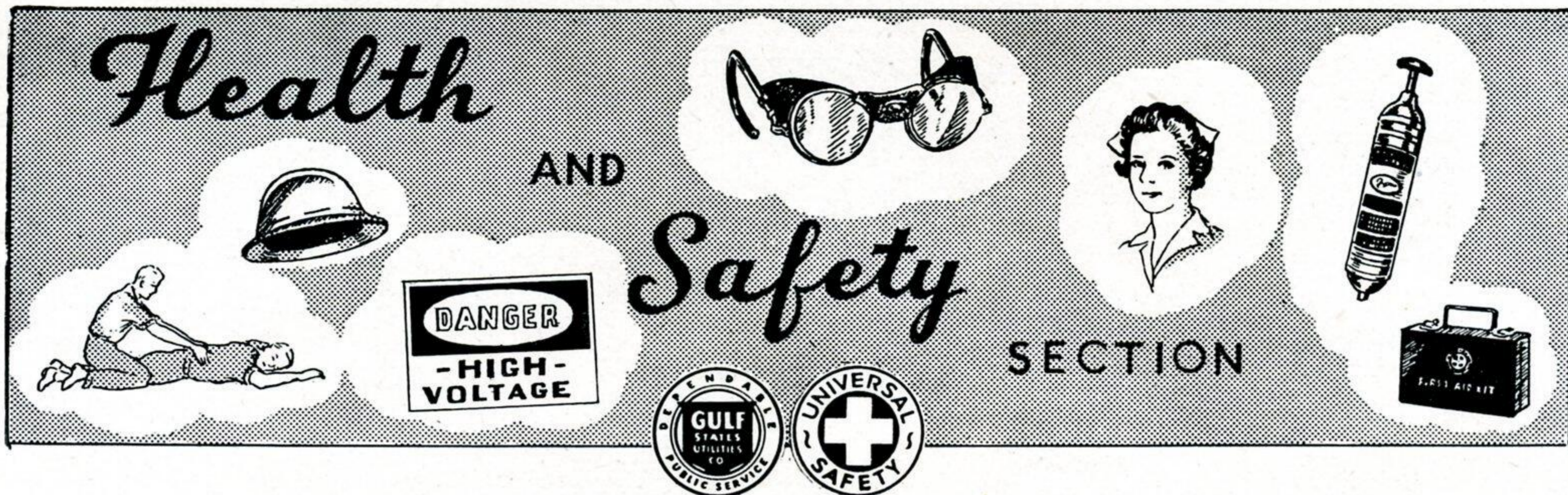
A coming June wedding of special interest to many Gulf Staters was announced recently in Beaumont. Mary Evelyn Riley, secretary to E. C. Adams, of the system engineering department, will become the bride of Clark Allen during the latter part of the month of weddings. Clark, who also lives in Beaumont, is the son of Parker Allen, manager of residential sales for our company. Clark is associated with KRIC, one of the leading Beaumont radio stations.

Zachary B. Brown, Neches Station, will soon join the ranks of the benedicts, according to a recent engagement announcement. He and Shirley Falcon, also of Beaumont, have made plans to be married May 15.



A SURPRISE SHOWER brought these employees of the Beaumont billing department together recently to honor Ruby Lee Carr, nee Comer, who is the happy lass in the center of the front row (under arrow). Co-worker Estell Hopkins was hostess to the group, which at refreshment time, consisted of some 35 people.

The colorful cup towels shown in the picture, presented to Ruby by those attending the party, were strung on the special "clothes" line with equally colorful plastic clothes pins.



AUTOMOBILE DRIVING IS A DEFENSIVE OPERATION

(Continued from Issue No. 8)

When a physician treating a patient knows the cause he can usually effect a cure. It's somewhat different in vehicle accidents. Figures compiled by the National Safety Council year after year show 18% of all vehicle accidents are at intersections; these are where two vehicles are involved. Side swipe collisions account for 17%; the other 65% are head-on, traveling too close, leaving road, etc. With Gulf States Utilities our troubles are somewhat like the national causes. We have our share of intersection accidents, but the greatest cause, over the past few years, is driving too close to the vehicle ahead. Let us emphasize this point—*try to keep a safe distance from the car in front of you.*

Fifty-two per cent of all vehicle accidents happen between 6:00 p.m. and 6:00 a.m. This gives cause to take up some of your time in discussing night driving. Most of the Gulf States Utilities driving is in daytime, but the driving of your own car is also to be considered. A few pointers: *speed should be reduced as darkness comes on.* This reduction should be governed by road and traffic conditions and visibility. If your cruising speed is say—fifty-five in the daytime, cut it down to forty-five at night.

If your eye sight is poor and your eyes are subject to glare, it's best not to do a lot of night driving—take a friend, who is not bothered by glare, along with you to do some of the driving:

Dim your lights when approaching other vehicles. This is not only a courteous gesture but may prevent an accident. If the driver of the other vehicle does not respond by dimming his lights—let yours stay on dim—it's better for one to see than none. Only practice will help you to be a good driver at night—you learn to judge distances and estimate your clearances between other vehicles by this method.

Be on the alert for pedestrians, live stock and parked vehicles. A black object reflects very little light. There is no rule to follow except be on the alert and drive at a reasonable rate of speed.

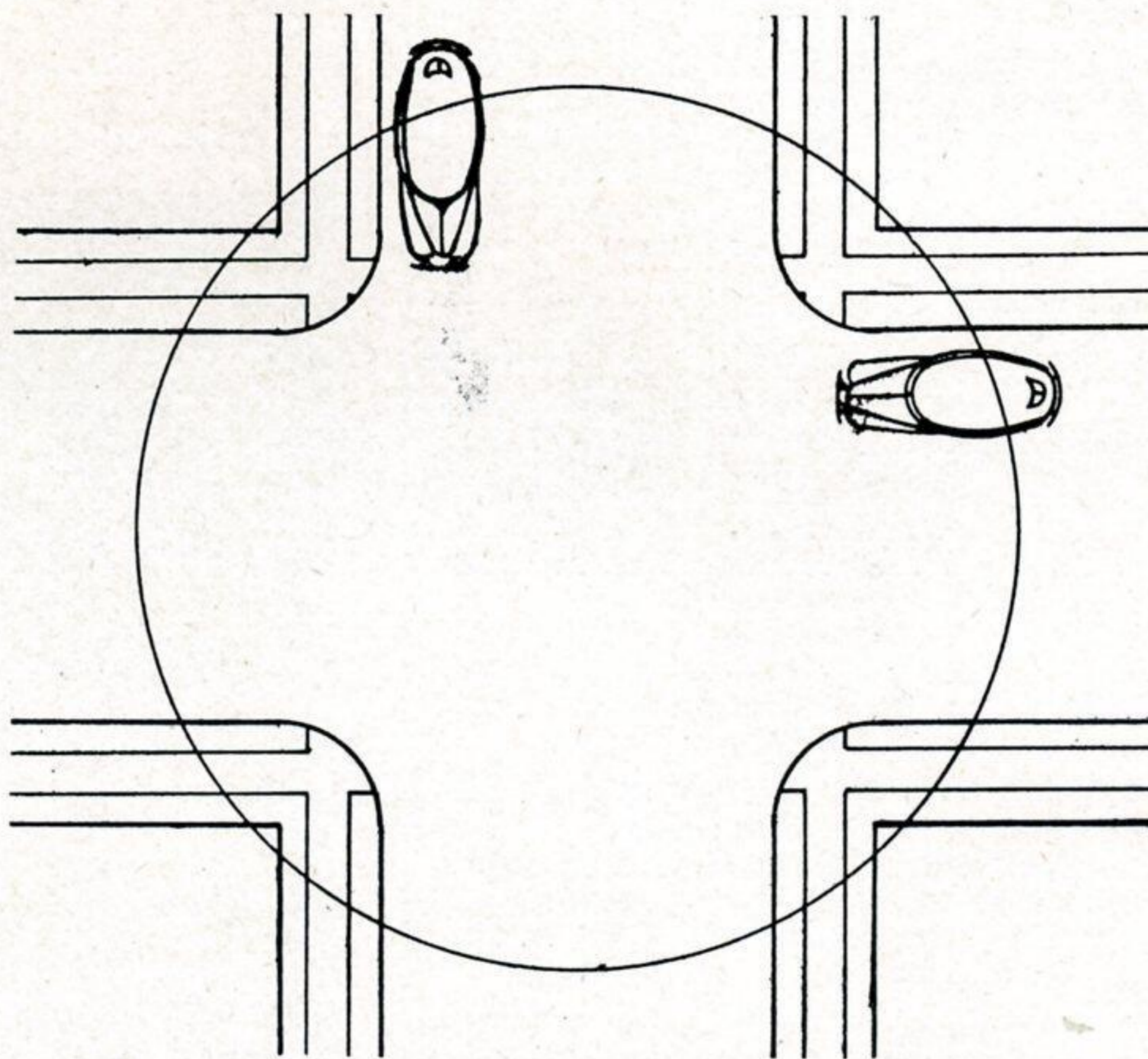
Many serious accidents occur due to fatigue. On long trips be on guard against this. First don't attempt to drive too long after your normal bedtime. Pills sold for keeping you awake are as a rule no good; they may help for a few minutes and then leave you in worse condition than before taking them. The best relief, if you must drive for many hours, is to stop and take exercise. Park off the road—get out of the car and walk for a few minutes. This helps circulation. Coffee helps some, has no effect on others.

Now, let us review what we have discussed in this issue and in past issues of Plain Talks.

1. Driving is a defensive operation.
2. In the collision of two motor vehicles as a rule both drivers are partly to blame—particularly at intersections.
3. The majority of our accidents, where the public is involved, occur at street intersections—where extra precaution on our part would have prevented them.
4. Over the past few years we have had numerous accidents by following too closely vehicles ahead of us.
5. Rate of speed is involved in the majority of serious accidents. Slow down is the theme.
6. Trucks and crews when working on streets and highways should have warning flags in place; if at night, flares are in order.

7. More than half of all vehicle accidents occur at night—be on the defense in your night driving.
8. One-third of traffic fatalities are pedestrians—be on guard while crossing streets and highways. While driving give the pedestrian due consideration.
9. Where company vehicles are involved, make accident reports as quickly as possible. Witnesses are important—get names and addresses of eye witnesses. If the accident is of a serious nature where injuries to the public are involved—telephone your supervisor or claim department at once.
10. Driving Safely is a defensive operation.

Intersections Demand Caution



The uncharmed circle pictured above is a typical street intersection. This is where the majority of vehicle accidents occur, particularly collisions with public autos.

In preventing these may we suggest:

1. *Slow down, Reduce speed in this area.*
2. *Don't pass a moving vehicle within the circle.*
3. *If there is a stop sign—STOP*
4. *If there is a traffic light observe it.*
5. *If you plan to turn left or right get in proper position and give correct signal.*
6. *The other vehicle always has the right-of-way. This statement particularly true when you are driving a GSU vehicle.*

Health and Safety Section

KEY SAFETY MEN



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

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

L. V. HOMOUTH—PORT ARTHUR



Another Key Safety Man is L. V. HOMOUTH, Port Arthur line foreman, known as Big Boy to most everyone. If you know L. V. there isn't any doubt in your mind why he is called Big Boy.

Big Boy was born near LaGrange, Texas, in the heart of the Brazos River bottoms. Like most everyone else from the bottoms, he has to make one or two trips a year to the old river just to see if it is still flowing.

Leroy came to work for the Gulf States as a helper in the line department back in 1923. Unlike a lot of us he has spent all of his time in one place, Port Arthur — that is, most all of it. He was transferred to Liberty once for four days. He has been in only one department, that of course being the line department. From a helper up through all the steps to a foreman in 1937 is Big Boy's record; and his record since being a foreman is an enviable one. You would have to go a long way to find a better foreman to work for.

He has more than one hobby—his fine teen age boy, his garden and his fishing. His boy is his number one hobby and if he can slip away from his garden he takes a whirl at fishing, but like most amateur fishermen he says they bite the day after he goes.

Big Boy's record reflects he is very SAFETY minded and he passes on to his men what he has learned in the school of experience.

JACK KILLOUGH—LAKE CHARLES

JACK KILLOUGH'S first service with the Company started Jan. 2, 1926. To those of you who can remember that far back that was the year the name Louisiana Electric Co. was changed over to Gulf States. There was also a company known as Western Public Service Co., Eastern Electric Co. and Baton Rouge Electric Co. This was a year before Lindberg flew the Atlantic solo—Stone & Webster was building lines and substations from Lake Charles to Lafayette—Andy Poulson was promoted from the 8th to 9th grade.

To get back to Jack Killough—he hails from Athens, Texas, but married a native Lake Charles girl so that is his home. Jack owns his own home in Lake Charles and takes pride in his lawn and garden. Last year the flood floated his vegetables right up to the back door and saved his having to gather them.

Seriously speaking Jack is a top line foreman knowing the work from 115 V service to 66kv, from work on a 30 foot stub to rigging on a 200 ft. tower. In short he knows line construction and maintenance work and the harder the job the better he likes it. One of his assets is improving methods and equipment. His truck is equipped with all kinds of SAFETY and labor saving devices. The men under his supervision respect his ability and therefore he has a smooth running crew.

Hobbies of line foremen differ just like lawyers and school teachers—Jack's being making talk, his home and yard. But right now his main interest is oil wells being drilled in the vicinity of his farm in Athens—My good friend Jack.



H. J. HEBERT—PORT ARTHUR



H. J. HEBERT, foreman of the Port Arthur appliance repair department, was born in Mouton Cove, Louisiana. He came to Beaumont from the "Old Country" in 1926 coming to work for the Gulf States the same year. H. J. started out in the Beaumont meter department and after working there for almost a year he was transferred to Port Arthur in the department in which he still works. With the exception of a year or so in Port Neches and a hitch in "Uncle's" Army, Port Arthur has been his home.

In trying to find out about Hebert's hobby about the only thing that gets any of his spare time is a garden in Orange county. With the cost of living as it is maybe the garden will really pay off.

We looked back through our records to 1941 and did not find a single lost time for the appliance repair department in Port Arthur. That is a SAFETY record that speaks for itself.

PUZZLE



*Pick out the man who
didn't believe in wearing
SAFETY GOGGLES*

The report of the sudden death of a prominent businessman from heart disease in yesterday's newspaper is all wrong. He didn't die suddenly; he was years in dying. Years ago his physician, if given the opportunity, might have discovered the damaged heart which probably he had had since some infectious disease or infected teeth or tonsils in childhood. Early detection with proper personal hygiene and wise treatment would have added happy, useful years to his life. There are in the United States of America today 1,000,000 children with weak or damaged hearts.

See you next issue.

Jack Shirey



DAYTON'S MAYOR TOM COLLINS, (top) throws the switch to put Dayton's new street lights into actual operation for the first time. Witnessing the inauguration of the new street lighting system are members of the Dayton city council and representatives of our company. Rhea Hudnall, Liberty, is on the extreme left; Joe Henry, Beaumont is third from the right; and Curtis Lusk, Dayton, is second from the right.

Beaumont line crew that made the Dayton street lighting installations posed for the bottom picture. From left to right they are: G. B. Herrington, W. T. Lang, H. E. Merriell, Bill Purdom, E. D. Adams, Ray Vick, Hubert Calvin, C. D. Lambert, and J. T. Doiron.

Folks over in Dayton, Texas don't care how dark the nights get these days. The reason is the new street lighting system Gulf States workmen installed for the city during the latter part of last year. This act brought Dayton into the select group of well lighted cities in the United States, according to our lighting authorities, and gives it a lighting system superior to the average city.

The planning for the new Dayton system was handled by Rod Honsberger of our lighting sales department and Joe Henry, Beaumont distribution engineer. A line crew from Beaumont, under the supervision of

Line Foreman Bill Purdom, made the actual installation. Superintendents Curtis Lusk and Rhea Hudnall, of Dayton and Liberty respectively, handled the negotiations with Dayton city officials.

Obsolete lighting fixtures were replaced with modern type luminaires throughout the city limits, and a new unit was installed on every populated street intersection. Additional lights may be added as required as the wiring circuits provide for future installations.

A 10,000 lumen lamp was installed in the street light at each primary business street

Jim Farlow Injured When Pole Breaks

Jimmy Farlow, district serviceman at Sulphur, was critically injured April 14, while working in the Ged Oil field, when a line pole from which he was disconnecting service lines broke at the ground and fell with him. Jimmy suffered a seri-



ous brain concussion and a crushed left heel, and as this is written, he is still in an unconscious condition. He has been in St. Patricks Hospital at Lake Charles since the accident.

Jimmy has shown marked improvement since he was brought to the hospital. The doctors report that it is possible he may remain in a comma for a week or more longer but he may also regain consciousness at any moment. A pressure on the brain, resulting from the concussion, is the cause of the coma. An operation will be necessary to repair the damage to the injured heel and Jimmy will be hospitalized for some time.

His many friends are pulling for his quick recovery and hope that he will be up and back on the job before too long.

Reddy Kilowatt In Huntsville Prison

Reddy Kilowatt is in prison! But, uniquely he's in for being good instead of bad.

Yessir, our little friend is in the State prison at Huntsville, Texas, where he was hired by prison officials to furnish power for the prison and two farms which are a part of the Huntsville system.

Reddy is furnishing 500 kilowatts of power to this new customer, replacing three internal combustion gas engines which were formerly operated at the prison for prison needs and those of the Wynne and Goree farms.

According to prison officials the change was made after studies revealed that the prison system would save money by purchasing power from our company, although their own power plant was operated by "free" labor. These officials also said that prisoners working in the various industrial plants could not be kept employed on any set schedule because of the undependable source of power which they were using and consequently some 1200 to 1500 idle prisoners were planning mischief instead of being profitably employed.

It isn't often one is proud of being in the penitentiary, but in this instance we are. We feel that the employment of Reddy Kilowatt as a part of the industrialization and modernization program undertaken by the prison system's new Manager, O. B. Ellis, is a step in the right direction.

and traffic artery. On secondary business streets 6,000 lumen lamps were used. The new fixtures give considerable more light than those replaced, and in addition provide directional lighting which beams the light principally up and down the street. The new set-up gives Dayton 18-10,000 lumen lamps; 4-6,000 lumen lamps and 49-2,500 lumen lamps, making a total of 71 new lights. Formerly, the city operated only 27 lights, consisting of 250 and 100 candlepower lamps.

The new system is owned and operated by our company with the city of Dayton paying the cost of operation.

ON NEW JOBS



Lea



Downs

Patrick H. Lea, formerly 1st Class lineman at Liberty, has been transferred to High Island, Texas as district serviceman there. Pat has been on the job at the beach since March 1. There has been no serviceman at High Island since the war, but with the new extension going into Port Bolivar and the increased building at the beach, it is necessary to have a man back at this location, and Pat is well qualified for the work.

Pat has been a Gulf Stater since 1930 with the exception of ten months during 1933. He has worked at Beaumont and Liberty, in the t & d department in both places.

Holly B. Downs, who served as district serviceman at Hempstead has been transferred to Navasota as serviceman there, effective April 4. Holly has been with our company as a permanent employee since 1936, and prior to that time had worked with us on several occasions. He was transferred from Navasota t & d department to Hempstead in September 1944.



Estes



Dunn

C. A. Estes, formerly of Beaumont, is a new member of the Navasota meter department since March 29. Estes, who came from the Navy to our company in 1946 has been in the Beaumont meter department.

Howard C. Dunn, also a former Beaumont is a new transferee to Navasota t & d department. Howard is an Army man too, coming to work for our company in 1945, after his military duty.



Ickles

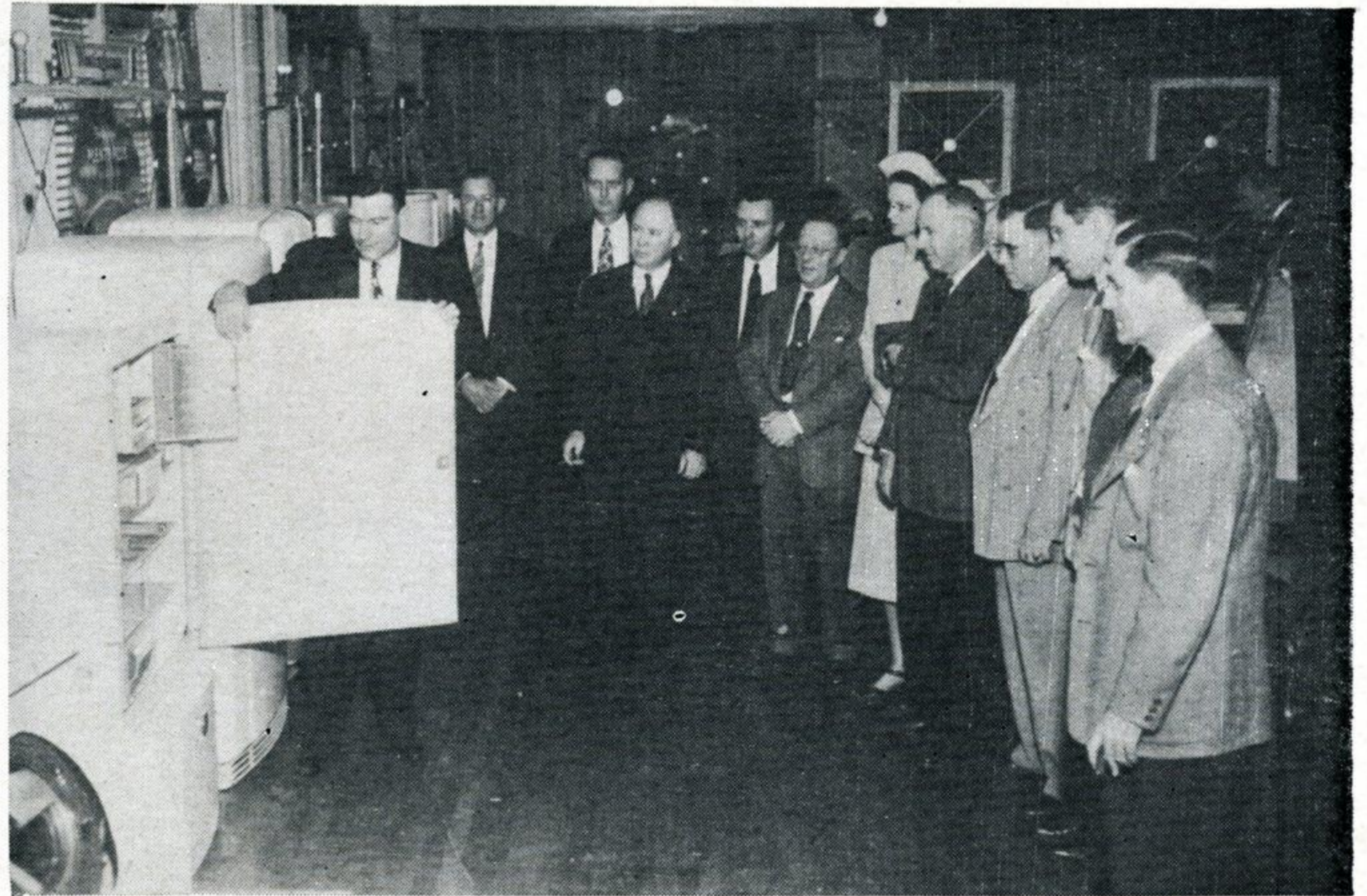


Weatherford



Williams

John Thomas Williams is a new member of the Liberty line crew since March 1. John transferred from the Beaumont t & d department where he has been employed since September 1945. John came to our company after service in the army.



A PREVIEW OF THINGS TO COME, by Westinghouse, was shown to members of the Texas sales department at a display held recently at the Edson Hotel in Beaumont. Lining the walls of the huge display room were more beautiful, glittering white electrical appliances than most of those present had seen since before the war.

One of the most joyful notes of the showing was that practically all appliances carried improvements, and generally no price increases were in prospect and in some cases prices were lower than last year.

Vernon Gonzales, local Westinghouse Electric Supply Company manager was host to the various groups of dealers who were invited to the two day showing, and E. C. Ricker, district appliance manager of the Southwestern District for WESCO, conducted the visitors on the tour of inspection.

MAN'S FOLLY

An old Quaker lady, who was very philosophical, used to say that there were three outstanding follies of which men were guilty. The first folly was that they would go to war and kill each other when, if they would only wait long enough, they would all die naturally. The second was that the men would climb trees to knock down the fruit when, if they would only wait long enough, the fruit would fall to the ground. The third and crowning folly was that they would pursue the women when, if they would only wait long enough, the women would pursue them.

The average use of electricity between 6 and 8 p.m. roughly equals the power used in the other 22 hours.

Anna Weatherford, who was local office clerk at Hempstead is now working in the Navasota distribution department as clerk since April 4. Anna came to work at Hempstead in 1942 as cashier there.

J. E. Ickles, Jr. has moved to Orange from the Beaumont line department. Ickles came out of the Navy to become a Gulf Stater in January 1946. He will be in the Orange line crew.

Victor E. Smith, a newcomer to our company, has transferred from Huntsville t & d department to Navasota where he is also in the t & d department.

Marvel Skeide, formerly of Hempstead has been transferred to Navasota where he has been working in the distribution department since March 7. Marvel is another ex-serviceman and came out of the Army to Gulf States in 1946.

"We Aim to Please" Lake Charles Motto

Things were unusually busy in the Lake Charles office, it seemed almost everyone in town was trying to get electric service. To add to the confusion the telephone rang for the umpteenth time. Frances Pitcher, on the service desk, picked up the receiver.

Woman Customer: "I'm Mrs. Blank. I purchased an electric range from you several months ago, and I'm trying to find out who installed the wiring for the job."

Frances: "I don't know, but I will find out and call you back."

Call to Ernest Little, Lake Charles supervisor, ensues; Ernest calls the Service Department who checks their records and finds the name of the contractor who did the job. Ernest then calls the customer to give her this information.

Customer: "Well, thanks. Do you know the name of the man who actually did the work?"

Ernest: "No but we could find out. Is there anything wrong that we could help you with?"

Customer: "Oh no, everything is all right, but I promised that electrician a puppy when they arrived, and I wanted to tell him they are here."

Ernest then called the electrical contractor back to tell the electrician that his puppy had arrived. The last news of Ernest reported him out buying Red Heart Puppy Food.

This just goes to show to what lengths some of our employees will go to please a customer.



Louisiana Station Employees Hold First 1948 'Coke' Party



Derr Hebert Powell

Mr. and Mrs. J. H. Derr, Jr. announce the arrival of a son, John Edward, born on April 3. Master John Edward weighed 9-pounds, 3-ounces at birth. Papa works at Louisiana Station in Baton Rouge, and until recently was the efficient Plain Talks reporter for that group.

Sidney Hebert, Port Arthur sales, became the proud papa of a baby girl born March 16. The little girl whose name is Leslie Anne tipped the scales at 7 pounds, 9 ounces.

James K. Powell, appliance repair, Lafayette, and Mrs. Powell are the very proud parents of a baby boy, born February 18. The newcomer has been named James Allen.

Louisiana Station employees at Baton Rouge held their first "Coke" parties of the year on March 10 and 17. So-called, Coke Parties because of the method of using proceeds from the Station Coca-Cola machine to defray expenses of the parties.

Golden-brown, fried chicken and fish and those delectable "hush-puppies" were the order of the evening up on the Big Horseshoe (False River) at Jim Jarreau's Camp. Needless to say the usual good time was had by all attending the parties.



Delage Littlepage Strong

Mr. and Mrs. J. F. Delage, Beaumont, are happy parents of a seven weeks old young lady who came to make her home with the Delage family on April 8. The young lady, whose name is Nancy Anne, was born February 21, and weighed 4-pounds, 12-ounces at birth. Papa Frank is a system operator in the system engineering department.

C. A. Littlepage, Neches Station in Beaumont, is mighty happy these days over the arrival of a 6 pound 14 ounce baby girl born March 31. Her name is Mary Delila.

Mr. and Mrs. A. G. Delaroderie who are the parents of a baby girl, born March 1. The little lady weighed in at 5 pounds 13 ounces and has been named Mary Ann. Her pop works in Baton Rouge distribution.

Mr. and Mrs. Adam Speeg, Jr. of Baton Rouge proudly announce the birth of a son and heir, born March 19. The youngster has been named Arthur Joseph. He weighed 7-pounds, 2-ounces at birth.

Connie Winborn, Jr. Gets High Scout Honor

Connie Winborn, Jr., son of C. W. Winborn, commercial sales representative at Navasota, qualified for one of the highest honors in scouting recently when he advanced to the rank of Eagle Scout. Connie, Jr. is a member of Explorer Post No. 36 in Navasota, in the Grimes-Waller district.

In addition to the Eagle rank, young Connie received eight merit badges.

HOUSEHOLD BOTTLENECK

Checks made to test the efficiency of electric appliances plugged into adequate and inadequate wiring systems, indicate that appliance efficiency is reduced as much as 28.6% when inadequate wiring forces a voltage drop of 10%.

In checks on electric toasters adequate wiring saved 28.6% in the amount of electric energy consumed; in coffee makers 4.09%, and in the case of an electric roaster 19%.

APPEARANCE COUNTS

Exploring the relation between appearance and personality in teen-agers, Mary Stuyvesant, Good Grooming Consultant for Pond's, finds these facts: The "good appearing" girls tend to be brighter and more intelligent than those whose hair is unruly, whose nails are unkempt, and who generally neglect their clothes.

Plain Talks extends sympathy to:

W. L. Hammond, Riverside Station, Lake Charles, whose grandson died in Biloxi, Mississippi.

Valry S. Dugas, Carenco Service Representative, whose son, Clay, passed away on April 2, 1948.

Frank B. Sonnier, Lafayette t&d, and Mrs. Sonnier. Mr. Sonnier lost a brother and Mrs. Sonnier lost her sister recently.

Tom J. Kelly, Lake Charles meter department, whose father died on March 6.

Percy Fore, Baton Rouge accounting, and Mrs. Fore, whose son J. D. Fore, died April 8 in Baton Rouge.

WHEN YOU CHANGE YOUR ADDRESS

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



Deryl Ramon Kirkwood



Linda Faye Fontenote



Rita Joyce and Ronnie Hugh Sistrunk



C. Wayne Stracener

GROWING WITH GULF STATER'S



Nancy Elaine Rix



Alice Diane Williams



Barbara Yvonne Cammack



Randolph A. McAlpine, Jr.



Joseph Raymond Beatty



Carol Lynne Werner



Nick Beryl LaRocca



Richard Alvin Devall



R. K. Chadbourne, Jr.

Cowboy Deryl Ramon Kirkwood is the son of R. E. Kirkwood, who is employed at Louisiana Station in Baton Rouge. Deryl, a big husky youngster, is now 14 months old. His birthday falls on January 7.

Mr. and Mrs. Amos Fontenote of Jennings, are the proud parents of this cute young lady standing in front of the stool which holds her first birthday cake. Her name is Linda Faye, and her birthday was March 11.

The blonde youngster sitting beside the happy miss with an arm full of dolls is Ronnie Hugh Sistrunk, son of Mr. and Mrs. K. D. Sistrunk of Nederland. The young lady is sister Rita Joyce. Ronnie had his first birthday November 5, and Joyce will be four September 26. K. D. is serviceman at Nederland.

Claude Wayne Stracner III is the venturesome young son of C. W. Stracner, Beaumont service department. Wayne seems to be trying out some of his first steps in the above picture. He was one year old February 28.

Grandpa Raymond Wright, who is district superintendent at Huntsville, is just about as

proud of his two grandchildren as their parents. The two 'apples of his eye' are Carol Lynne Werner, and Nancy Elaine Rix, both shown above. Carol's mother is the former Dorothy Carolyn Wright and Nancy's mother is the former Alta Wright. Nancy is seven months old and Carol is 14 months old.

The dainty miss with her hand raised to her face is Alice Diane Williams, daughter of Mr. and Mrs. John Thomas Williams, who are brand new residents of Liberty. Daddy John was transferred to Liberty t & d last month from Beaumont. Little Miss Williams was one year old on November 3.

The young lady who decided to rest while she was getting her picture snapped is Barbara Yvonne Cammack, daughter of Hubert Cammack, of the Beaumont substation department. Barbara is now 16 months old as she passed her first birthday on December 28.

Master Randolph A. McAlpine, Jr. is the lad preparing to throw a right hook into his first birthday cake. Little Randy celebrated his birthday on March 6, at the home of his paternal grandparents in Navasota, his daddy's

former home. Randy is a member of the Beaumont power sales staff.

Ready to get in the swim, young Joseph Raymond Beatty stops long enough to pose for just one picture. He isn't rushing the season, this picture was snapped last July when he was 17 months old. Master Beatty is the son of Roy N. Beatty of Louisiana Station.

The husky young man with the pretty dimples is Nick Beryl LaRocca, son of Mr. and Mrs. Nick LaRocca of Lake Charles. Little Nick is only eight months old. Daddy works in Lake Charles t & d department.

Richard Alvin Devall, son of John T. Devall, Jennings line, was exercising his lungs when his picture was snapped, and apparently doing a good job of it. Richard celebrated his first birthday March 11.

R. K. Chadbourne, Jr. is the son of R. K. Chadbourne who is station clerk at Louisiana Station, and Mrs. Chadbourne who is a former Gulf Stater and Louisiana Station employee. Master Chadbourne is now a big lad 17 months old.

Worms Bring Cash to H. T. Schroeder's Son



H. T. Schroeder is shown in the big middle of his son's new enterprise, a worm farm. Inset is the firm president, Walter Schroeder.

Young Walter Schroeder, son of H. T. Schroeder, Conroe production, has a new wrinkle to add to the ELECTRICAL LIVING catalog. Walter uses ELECTRICITY to grow worms.

No, Walter isn't crazy — unless it's crazy like a fox. He is in the worm raising business, and although new it promises to be quite a profitable business in time. Walter counts on numerous sportsmen who go in for fishing, to eventually become customers of his.

Walter, who is seventeen, and a junior in David Crockett High school in Conroe, learned somewhere that earthworms could be "hot house" grown in great numbers, with a little effort and care. After investigating the proposition he built an experimental box 3 x 10 by one foot deep, covered the bottom with tin so the "crop" wouldn't crawl away, filled it with loose earth and stocked this "farm" with worms. He acquired his first breeding stock by digging up everything in the vicinity of Conroe until he finally had 1500 large fine specimen.

The worms feed on old lettuce, cabbage or other waste foods, and thrive in the damp warm earth. The ground is kept warm during the winter months through the application of an electric heater, specially designed and constructed by his father. This extra something makes for "contented worms" and lessens the desire to leave for warmer climes deeper in the good earth. The heat also helps to keep up the production eggs and hurry the hatching.

Although Walter is the entrepreneur of this business, each member of the Schroeder family has a share in the enterprise and each receives a salary, or will, when it gets to paying off. Mother and dad each receive \$5 a week for their help and young Jimmie, a smaller brother, receives \$2. Walter plans to ship the worms to anglers, and dealers in live bait in other cities as soon as he gets the business operating in full swing.

"SAGE ADVICE"

"Son," said a Texan to his offspring. "I just heard you asking that man what state he was from. Now, my boy, I want you always to remember this: if a man comes from Texas, he'll tell you; and if he isn't from Texas, there's no need to embarrass him."

Plain Talks Pages of The Past

20 Years Ago

DID YOU KNOW that there was a gain of 1350 customers in the BEAUMONT DIVISION during 1927, bringing the total number of customers up to 11,511?

W. W. PHILLIPS of the Beaumont distribution department was appointed assistant to George B. Morgan, superintendent of the Port Arthur division January 16. Mr. Phillips replaces C. M. Scott, who was transferred to Stone & Webster, construction division at Neches Station October 27, 1927.

E. H. PINTSCH, of Alvin, Texas, is now a member of the Eastern Texas Electric Company accounting department.

P. G. SIMON, formerly station engineer at the Tevis Street Station, has been put in the load dispatching office, filling the vacancy left by E. R. Griffith, who has been transferred to Neches Station.

VICTOR P. GAYLE, formerly cashier at Conroe took charge as superintendent at Bryan on February 20. Victor has been with the company four years, having worked in the Bryan office while attending A & M College, where he graduated in 1926.

Mr. and Mrs. KENNETH E. SUTTON became proud parents of a baby boy, Kenneth Edwin Sutton, Jr., on February 29.

F. W. MERRILL of the Beaumont Engineering department is now hanging his hat in the distribution department where he holds the title of assistant superintendent of distribution for Beaumont.

J. B. COLTHARP, formerly assistant to Mr. Whiton, is now a student engineer in the Beaumont distribution department in charge of maps and records.

M. A. MERCHANT, clerk at Liberty, has been transferred to Beaumont as assistant to Mr. Buckley.

The accounting department girls posed for a "Cover-Girls" photo, and among those present were: ETHEL SHARP, EUGENIA CARMENA, MARCIA HAMMOND and ANNA HILL.

On February 20th Mr. L. V. SMITH was transferred from Lake Charles to Baton Rouge as assistant treasurer.

A peak load for the BATON ROUGE ELECTRIC COMPANY, approaching the highest of the winter of 1926-27 was carried March 9th, between 3:00 and 4:00 p. m., it having run up to 3,800 kw.

10 Years Ago

PROGRESS ON NO. 3 UNIT AT NECHES STATION: The boiler was fired with gas March 14. The new gas line and metering equipment was put in operation on March 1. —In April—the turbo-generator is completely assembled and will be ready for steam very shortly.

MR. INGRAHAM, MR. BRADER and "POP" JORDAN of Beaumont t & d department, along with F. C. WATSON of Lake Charles and J. M. DUGAN of Port Arthur, left March 21 for College Station, where they will participate in the Electric Meter School at A & M College for one week.

Plans for a NEW 33KV LINE from Neches Station to Lakeside Station, Port Arthur, are almost complete and construction should be underway soon. Two car-loads of material have already been received in Port Arthur.

The new collector, or outside man, for Beaumont is F. S. SHEFFIELD, who was formerly with Eastern Texas Electric Company.

The following bulletin was issued March 24: "The ANNUAL GOLF TOURNAMENT will be held April 26-27 and 28 with the Banquet to be held the night of April 30.

THE COMPANY AVERAGE (for kilowatt hour consumption per home customer for the year March, 1937 through March, 1937) was 900 kwh per customer.

Mr. and Mrs. HUGH MORRISON, Beaumont meter department, announced the arrival of crown prince and heir apparent, Rodney Hugh, on February 22. Prince Rodney weighed 6½ pounds and his father emphatically claims that he is not a junior.

C. H. WATLER, Port Arthur production department, is about the proudest papa we have seen in a long time. His reason is little Miss Anita Louise who made her debut March 15, tipping the scales at 7 pounds.

Not long ago we mentioned that J. W. McMINN, JR., of Port Neches had been elected president of the Port Neches Y.M.B.L. WILLIAM EARL DINKINS was not to be outdone and so he begged, bought and bribed his way into the office of president of the Nederland Y.M.B.L.

A HAPPY THREESOME—

George W. Adams, line foreman in the Liberty district is very proud of his two fine sons shown with him here, and rightly they are real proud of their dad. The two boys are Billie, left, and Roy, right. Billie is still in high school at Liberty while Roy is a student at the University of Houston.



PLAIN TALKS

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Managing Editor—Jerry Stokes

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BATON ROUGE DIVISION

Glenese Chustz.....Baton Rouge General Office
 Sybil Causey.....Electric Dept.
 Miner Fugler.....Gas Dept.
 Ella Bee Andre.....Louisiana Station

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 Loraine Dunham.....Port Arthur T & D

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Charles DeCuir.....Port Arthur

Editorially Speaking

PUBLIC SERVICE

The public pat on the back received by Gulf States at the Edison Electric Institute meeting in Chicago last month is something of which every employee can be proud. The winning of two top awards over many other electric companies in the United States is indeed a rare accomplishment and certainly proves something. That something is the fact that every Gulf Stater is making a sincere effort to render a good public service—and is succeeding.

The awards are, technically, for carrying out the best home service program and for excellence of our program of promoting electric cookery. But the credit, as General Sales Manager Riegel himself points out, doesn't belong to the sales department alone.

The lineman who built good lines, the power plant men who keep the turbines turning, the servicemen who so speedily remedy the minor troubles that occur, the switchboard operator who handles the customers' calls, the radio operator who relays the call, the garage mechanic who keeps the service truck in first class order, the cashiers whose friendly demeanor makes paying that electric bill as pleasant as paying a bill can be, and every other Gulf States employee all have made a contribution to the winning of these awards.

Without the cooperation of and skill of every worker to constantly improve the good dependable service our company gives, the ultimate job of SELLING equipment to use this service would not be possible.

So, when you see the plaques signifying our accomplishments in the field of home service and promoting electric cookery you can take pride in the fact that YOU helped win these outstanding honors.

"You can't keep your mind and your mouth both open at once."

Reputation is a personal possession, frequently not discovered until lost.

Human nature can not be altered by being haltered.

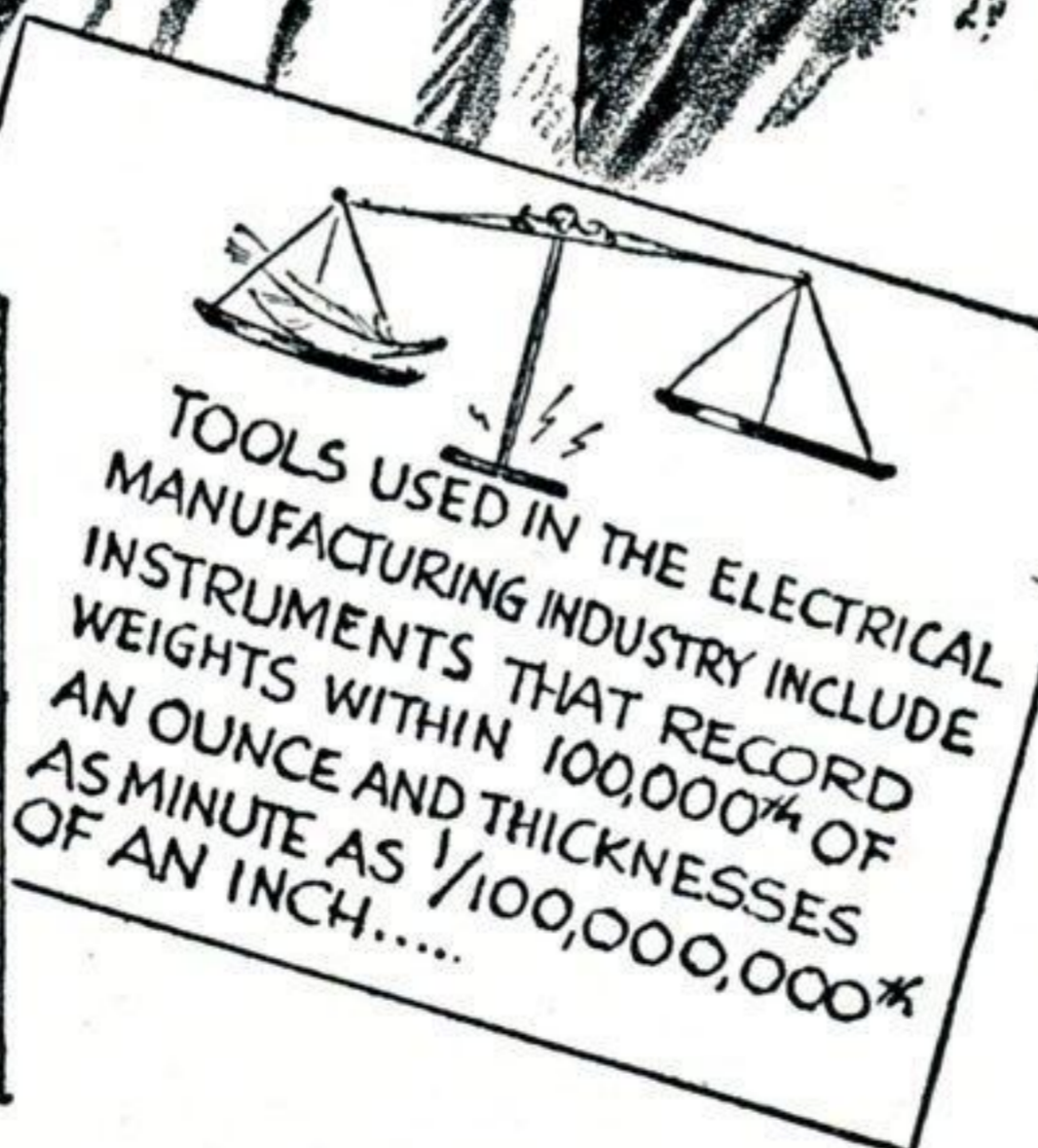
THOUGHT FOR THE MONTH

Customers are the greatest asset of any business. They provide the whole purpose of business enterprise. Guard them well. Satisfy their wants so effectively that they will want to come back "again and again and again."

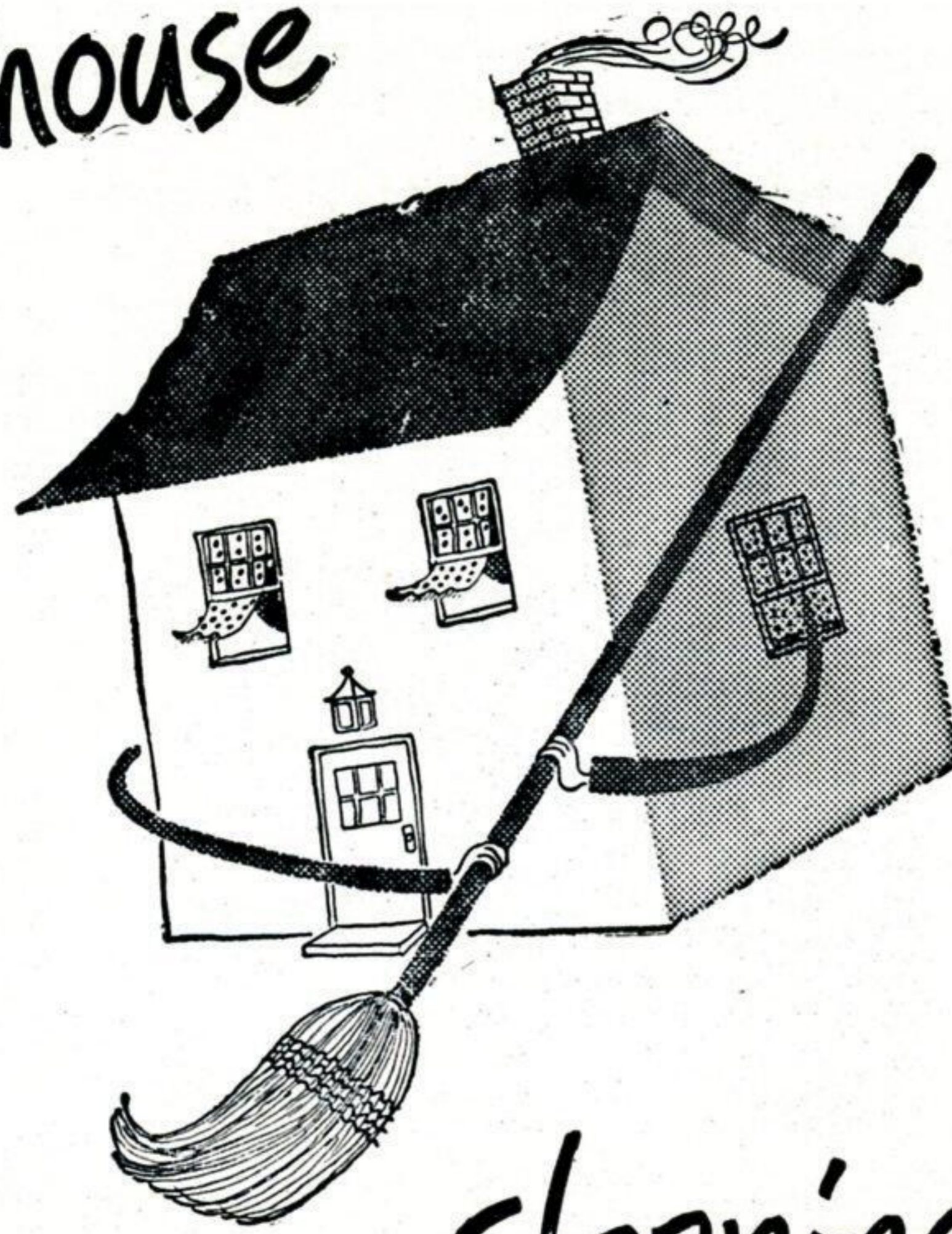
Facts File . . .

Luigi Galvani
 (1737-1798)

ITALIAN PHYSICIAN
 EXPERIMENTING WITH
 FROG LEGS IN 1780,
 DISCOVERED WHAT HE
 TERMED "ANIMAL"
 ELECTRICITY— SOME
 THOUGHT HE HAD SOLVED
 THE MYSTERY OF LIFE —
 ACTUALLY IT WAS THE
 REVELATION THAT
 ELECTRICITY IS A
 CURRENT, THAT IT
 FLOWS —



house



cleaning!

Grandma will tell you that housecleaning was one chore she hated—and Grandpa dreaded. But that was before electricity had taken so much work out of housework.

- Now, with cheap, dependable electric service ready to lend a hand—or a dozen hands—housecleaning has been stripped of much of its drudgery. *Housecleaning*—and *housekeeping*, as well.

- For the cost of a couple of candy bars a day, the housewife has a dozen helpers at her elbow. Today, electricity washes, cooks, sews and cleans, preserves her food, lights her home and entertains her.

- Never before has electricity done so much to make life easier and more comfortable. Yet the average family today is still getting twice as much electric service for its money as it got 20 years ago. What other item in the budget does so much for so little?

This is one of the series of advertisements sponsored by Gulf States and other electric companies of America. These ads appear in magazines and newspapers throughout the nation.