

PLAIN TALKS

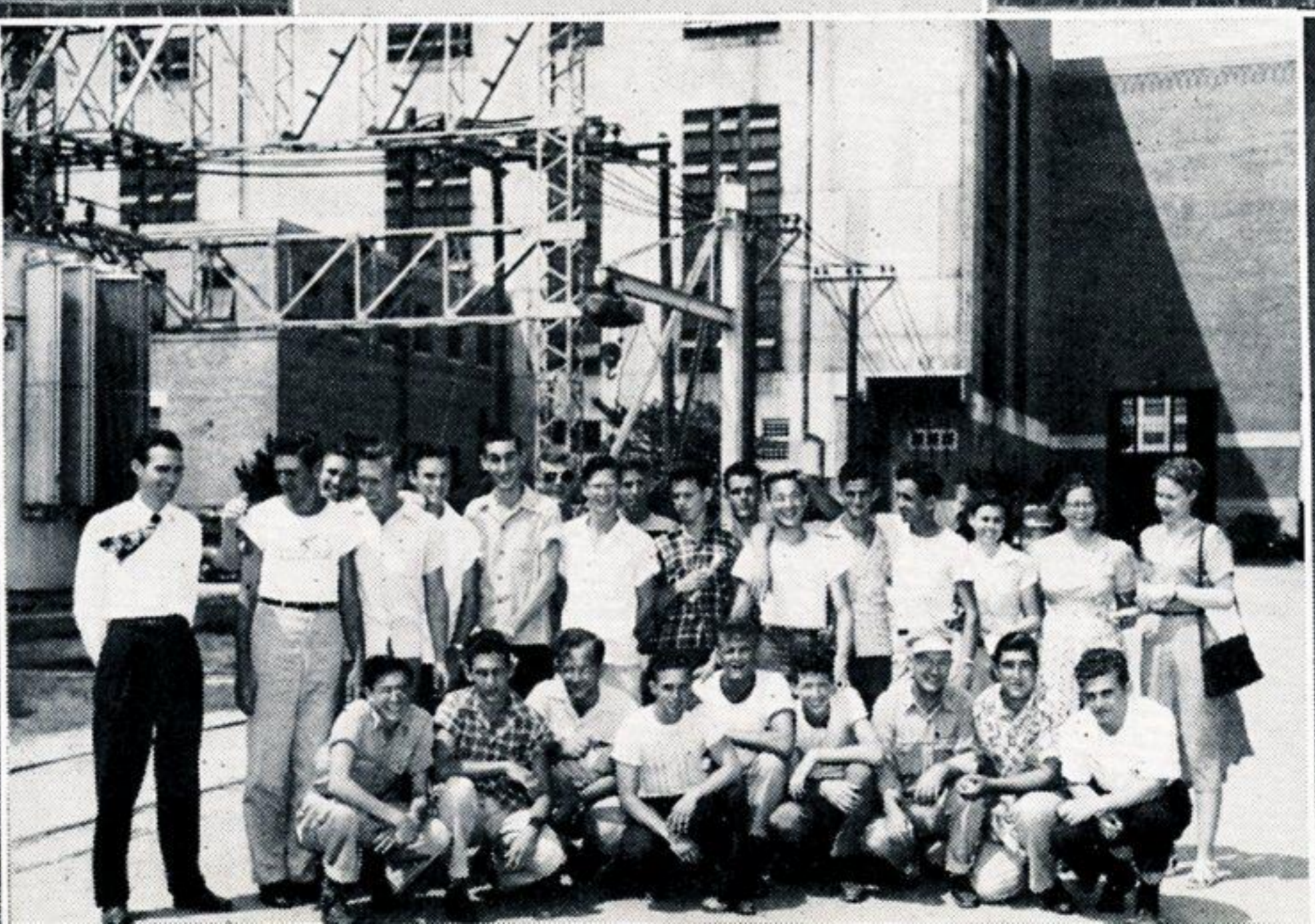
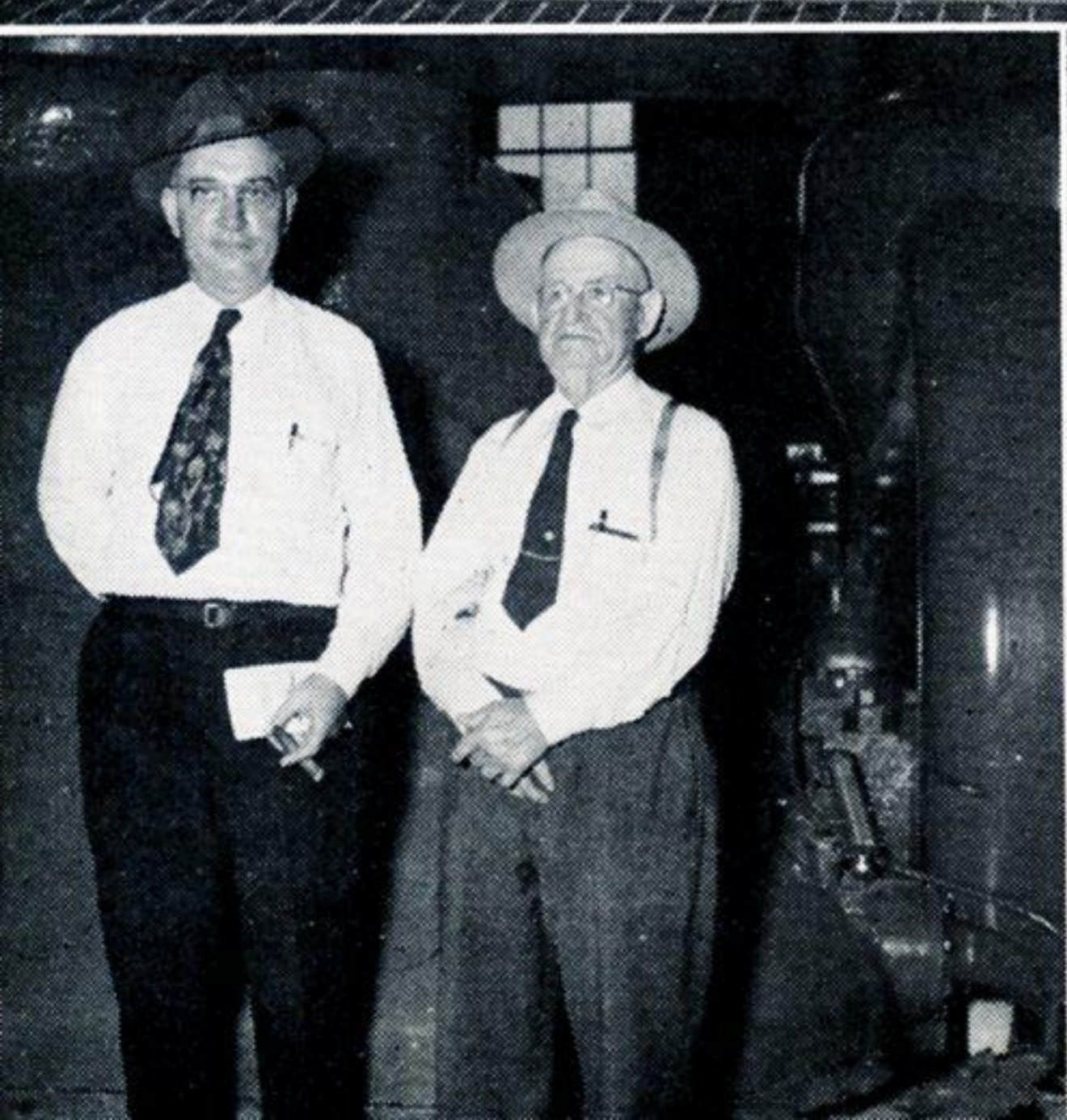
VOL. 27 - JUNE 1949



End of the Line



NECHES STATION TOUR



TOUR OF NECHES STATION AND NEW ADDITION ATTRACTS 1300 VISITORS

One of the highlights of the Gulf States expansion program so far this year was the addition of the 40,000 kilowatt turbo-generator to Neches Generating Station. After working on the project for a year and a half, Stone and Webster engineers put the finishing touches on the turbine and boilers in time for the unit to go into commercial operation early in April, some time ahead of schedule.

After the unit had been on the line and the new addition to the plant had been cleared of construction equipment, the station was thrown open for a tour by city, county and district officials residing in the Texas portion of the system. Immediately this tour was complete science classes in schools located within a reasonable traveling distance of the plant were invited to tour the station. Also those attending the May department head meeting and some employees from Beaumont took advantage of the tour to make several trips from "stem to stern" of the plant. During this period over 1300 people visited the home of Reddy Kilowatt to find out just what made him "tick." Some employees made their first trip through the station during this period.

A special brochure, showing pictures of the plant and some of the major equipment, together with a description of its operation and pertinent and interesting facts about the generation of electricity, was given to each visitor. One of the supervisory staff at Neches conducted the tours and explained the operation of the

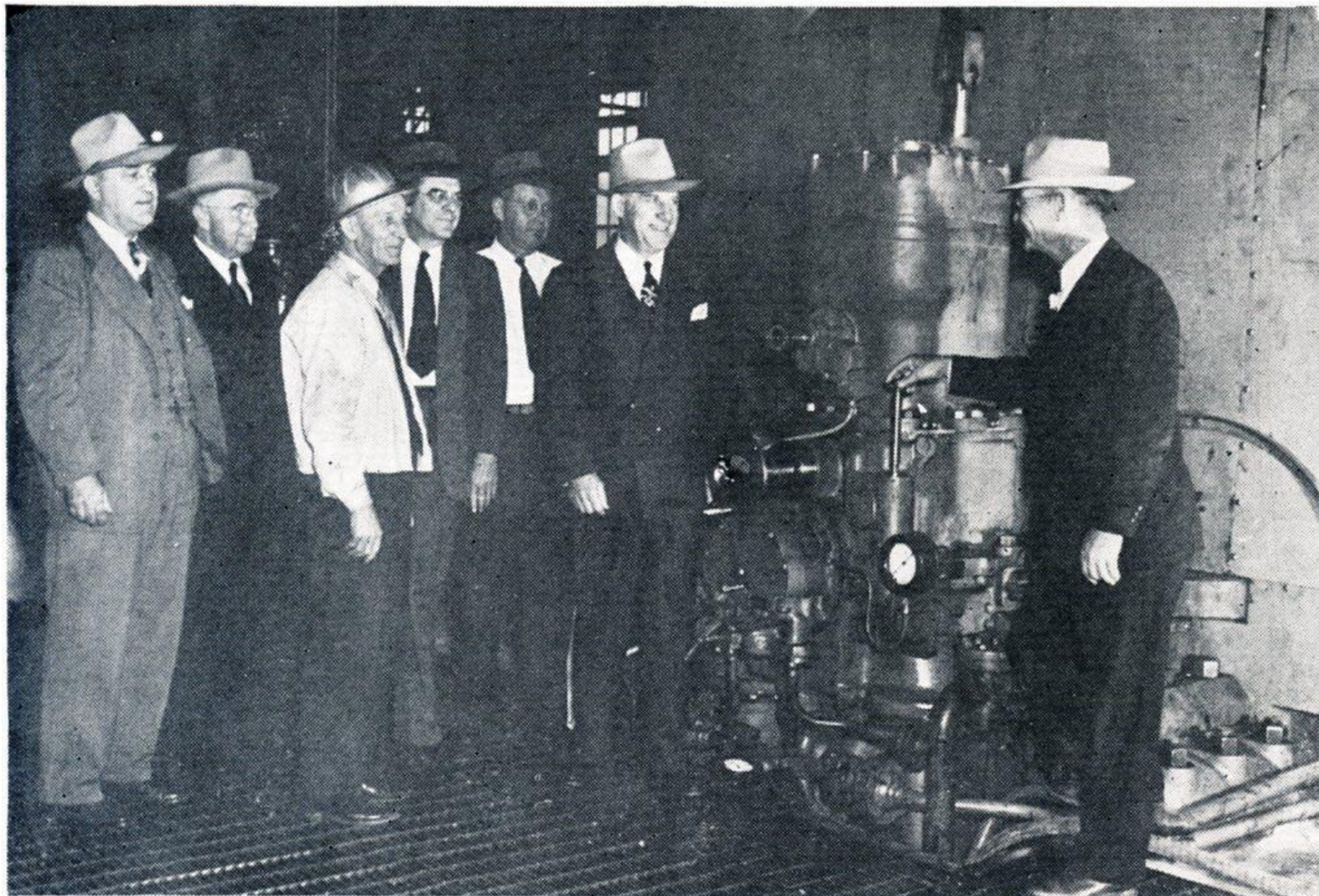
plant and equipment, then refreshments were served to each group. Pictures were made of the visitors and in most cases newspapers from towns represented used these pictures as news items.

PICTURES

Pictures on the facing page show some of the visitors at the plant during the "tour" period. The scenes at the top are two groups from the purchasing department at Beaumont. The second row of pictures are city and county officials. The center picture is a group from the department head meeting, which was held at the Neches Station assembly hall. The remainder of the pictures are additional groups of city and county officials except the one at the bottom center, which is a group of students from one of the high schools in the Port Arthur area.

Our Cover

The tower shown in the background of the picture on our cover is part of the Sabine River crossing span in our 132 kv transmission line (pole line on left). This point marks the "end of the line" in Texas or Louisiana, depending on your direction. In this instance it signifies the completion of major construction on this "backbone" line from Baton Rouge to Texas. By the time this is read this new line should be operating at 132 kv from Louisiana Station to Riverside Station. The section shown on the cover is the 132 kv line and a 66 kv line as they approach the west side of the Sabine River. Stone and Webster took the picture.



Neches Station's new 40,000 kilowatt turbo-generator gets a final inspection before it goes on the line. M. B. Marshall, Texas superintendent of production, right, shows the new unit to President Roy Nelson, center, and, left to right, J. A. Reich, system superintendent of production; L. F. Riegel, general sales manager; Fred Taylor, Stone & Webster; W. R. Bell, vice president and L. R. Eddins, chief engineer at Neches.

Work on New 66 kv Line to DeRidder to Get Underway Soon

Work on a new 66,000 volt transmission line that will extend Gulf States service some thirty miles north of the present limits around DeQuincy, Louisiana is scheduled to get underway soon. Activity now consists of purchasing a 100' right-of-way from DeQuincy through Beauregard Parish to DeRidder where the line will terminate. This, the first north extension in the area by Gulf States, is being built to serve the Beauregard Cooperative (REA,) the Long-Bell Lumber Company, and the Gulf Public Service Company, all at or in the vicinity of DeRidder.

While the line will be utilized for the delivery of power to the three concerns named, the bringing of dependable central station-power into this area is a tremendous contribution to the potential development of a vast area. Farm homes and equipment, industrial plants, and commercial establishments can henceforth be assured of sufficient power at all times. Hundreds of customers in Merryville, Leesville, and DeRidder will be served by Gulf Public Service Company with Gulf States power and the Beauregard Electric Cooperative will serve hundreds of farm homes and residences in the extensive rural area in the DeRidder section. The installation of this transmission line will afford more and better electric power service to the DeQuincy area also.

The line will be of H-Frame construction; designed for 66 kv operation, but initially it will be operated at 33kv, which voltage will provide ample capacity for the present requirements. As future needs demand, the voltage can be increased to 66kv with only a few minor changes to certain equipment in the line.

No.1/0 copper conductors will be used throughout the line, with 1-3 no.7 E. H. S. cw. wire used for the static conductor.

Spacings of structures will be 650 feet and a 3,000 kva substation, to step down voltage from 33,000 to 2,400 volts, will be erected at DeRidder to tie in with the Long-Bell Lumber Company generating system, which will operate in parallel with our system there temporarily. A 33 kv circuit breaker will also be installed at DeRidder to protect the lines there. A regulator to maintain proper voltages on the line will be installed at DeQuincy.

The poles, insulators and conductors for the line have been ordered and the other materials necessary were already on hand. Actual construction will require one month. Depending upon the final location of the right-of-way, the line will be somewhere between 37 and 38 miles in length. N. C. Spencer, of the system engineering department, is in charge of the design and engineering of this project.

HOW COULD HE?

Jeannette Sangster, secretary to Navasota division manager E. L. Granau, and also one of the division reporters for Plain Talks says this actually occurred up her way recently.

An applicant for a job was given an application to fill out, and in answering the question, "Have you any disability? — If yes, what?," put down this revealing reply.

"Yes — Wife and two babies."

O. B. Steele Dies at Home in Baton Rouge



Gulf Staters were saddened to learn of the unexpected death May 16 of O. B. Steele, Jr., purchasing agent at Baton Rouge. Mr. Steele had no prior knowledge of the heart condition which caused his death at his home during the early hours of the morning, and his death was a shock to his family and his many friends.

Ollie Bruce Steele was 58 years old at the time of his death. He was born in Baton Rouge February 25, 1894 and was a lifelong resident of that city. He came from a prominent Louisiana family and well known in the Baton Rouge area. He started work with the old Baton Rouge Electric Company as a store keeper in August, 1920 and in 1926 was made purchasing agent for the company, the position he held until his death. Prior to his employment with the electric company he worked with the Standard Oil Company of Louisiana.

Mr. Steele was a graduate of LSU and a veteran of World War I.

On behalf of Gulf Staters in both Louisiana and Texas, Plain Talks extends deepest sympathy to Mrs. Nan Steele, his widow, and other members of his family.

Well over half the entire American population, counting all ages from infancy up, has savings currently in one or more forms, according to figures on the number of savers by major types of thrift compiled from private and government sources. Savings and loan associations, savings deposits, savings bonds, and life insurance are the principal mediums preferred for financial umbrellas.

SIX GULF STATERS GET PROMOTIONS



LeVois



Barron



Goodwin



Orrick

Promotions came to six Gulf Staters within the past several weeks when changes in the assignment of duties in the sales and purchasing departments were announced by company officials. Involved in the promotions are Henry LeVois, Clarence Barron and Lamoyne in the sales department and R. J. Orrick, J. P. French and Ray S. Pace in the purchasing department.

LeVois, who was formerly superintendent of industrial sales for Texas, was made system superintendent of industrial and commercial sales; Barron, formerly system lighting director, was named system director of lighting and municipal sales; and Goodwin, formerly Texas farm representative, was named system director of agricultural services. All three men are located in the general offices at Beaumont.

Orrick, who has been purchasing agent, was made system director of purchasing; French, formerly assistant purchasing agent, was promoted to become purchasing agent; and Pace, formerly general clerk in the accounting department, but for seven years a clerk in the purchasing department, was named purchasing agent replacing O. B. Steel, of Baton Rouge, who died last month following a sudden illness. Orrick and French will maintain offices in Beaumont. Pace was transferred to Baton Rouge from Beaumont.



French



Pace

"Advice is something, usually given free, but smart people don't need it, and darn fools won't take it."

There are now 3,000,000 electrified farms and there will probably be 5,000,000 by 1950.

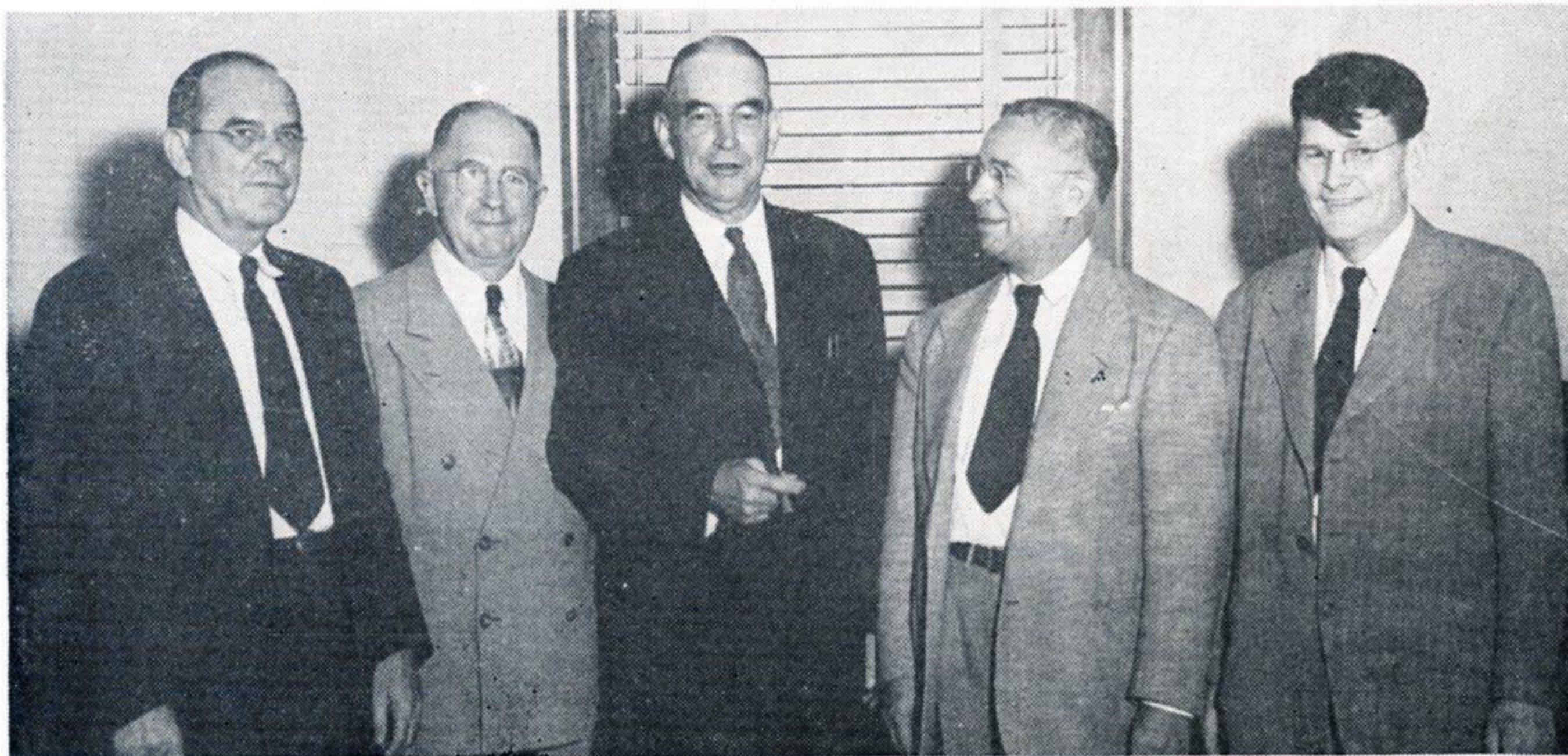
**When a Kitchen is Practical and Pretty
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Henry McGee Killed In Huntsville Accident

A freak accident claimed the life of Lineman Henry McGee of the Navasota line crew as he was working in Huntsville May 31. Preparatory to reworking a distribution line near the State Prison, McGee was atop a pole fastening his safety belt when he caught an unenergized conductor to hold to. By pulling this wire he raised it into the middle of the span of an energized 2300 volt circuit attached to the top cross arms on the same pole line. At the same time the catch on his safety belt came into contact with the clipped end of a ground wire, and although wearing leather gloves the current went through his body sufficiently to make him unconscious and it is presumed the shock caused his heart to stop functioning. Although artificial respiration was given immediately he was never brought back to life.

Henry had been with Gulf States since 1939. He started working in the water department at Navasota but after a month transferred over to the line department. From a groundman he worked up through every classification in the line crew until he became a first class lineman. He was a good workman, and was well liked by everyone who knew him. A native of Singleton, Texas, he spent all his life around the Navasota area except for three years when he was in the U. S. Navy during the war.

Plain Talks joins with Gulf Staters in extending sympathy to the surviving members of his family.



FORMER GULF STATER C. F. Terrell, who was vice president of the company and one of the most popular and well liked men in the organization, was a welcome visitor around the Beaumont office last month. Mr. Terrell, who is now a vice president with the Puget Sound Power & Light Company in Seattle, Washington is shown here with Vice President W. R. Bell, General Sales Manager L. F. Riegel, Treasurer H. V. Faber, and Office Engineer F. A. Wilson. Mrs. Terrell also accompanied Mr. Terrell to Texas.

Baton Rouge Latest to Get New Sales Floor

One of the most stimulating phases of the company's expansion program occurred in Baton Rouge recently. It was the opening day of the new sales floor and Kitchen Planning Center.

Long before 8 A. M. on the morning of the opening all folks connected with the sales department were in a flurry. The excitement was the climax of a long and extensive remodeling program which saw the complete renovation of the entire sales floor.

When the curtain was finally raised on the harmonious setting, Baton Rougeans were given a view of one of the most beautiful and modern sales floors in the state. The news had spread and all day an incessant stream of business men filed through offering congratulatory messages, and the surprised customers yielded only expressions of "Ooooooh's and Ah-h-h's until they found other words to express their dreamy hopes of owning one of the modern kitchens with the nearby complete home laundry some day.

OUTSTANDING LIGHTING

Large bouquets, to which were attached warm messages of best wishes, highlighted every outstanding feature on the sales floor. The four modern types of lighting, planned by Marcus Andrews of the local office, were scanned enthusiastically. Nearly every sales department employee was present to show visitors around.

A local radio station aired the setup descriptively to those who were not present. The broadcast was extemporaneous as the announcer, Ralph Sims, chose sales employees at random to describe the colorful event to the listeners.

With the opening of the new center, the Baton Rouge office can now boast of probably the city's most exclusive lighting system, pointing mainly to the "Sky Glow" effect created with hundreds of egg crate louvres on the sales floor and throughout the building, above which are fluorescent lamps.

KITCHEN PLANNING CENTER

Evelyn Wilsford, Home Service Advisor who is to be in charge of the center to help plan and arrange kitchens and kitchen and laundry equipment, offered most of the help in airing features of the center. Other Baton Rouge Home Service Advisors on hand for the event were Mrs. Frances Fuchs and Mrs. Gloria Lamoyne, and Miss Leonora O'Neal, home service director of Beaumont, was also present to help.

Reddy Kilowatt was probably more popular that day than for a good many days in Baton Rouge, for visitors were happily "stuck-up" with the little leprechaunic figure that has become symbolic of dependable electric service.

Seven beautiful faces, matched with the loveliness of corsages of yellow jonquils, highlighted the rear walls as the cashiers and contact clerks met customers paying bills. It was a colorful day indeed.

Come 5 p. m. and the flowers were still fresh, the general setting as radiant as ever — except for the employees. They had had a busy day — but wonderful nonetheless.

**When a Kitchen is Practical and Pretty
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Plain Talks



FIRST VIEW. This is the angle from which customers first saw the elaborate setting making up the new Baton Rouge sales floor. Note the attractive lighting.



GOING UPSTAIRS visitors are treated to this view. This is the left side.



TWO LOVELY KITCHENS, bedecked with glistening white appliances of the latest type, and the efficient, modern laundry room adorn the right wall.

Of Interest To The Gals

Shrimp Dishes Attract Appetites in Summer

With the advent of summer and warm weather the family meal planner starts thinking of dishes that will appeal to flagging appetites. One favorite with everyone is seafoods. From this variety of tasty and nourishing foods one of our well known home service advisors, Ruth Hession, has selected shrimp from which to prepare several delicious recipes. Ruth, who hails from Lake Charles, where they really whip up some fine seafood dishes, has selected her best shrimp recipes for this issue of Plain Talks. Try them soon.

COCKTAIL SAUCE

| | |
|-------------------------------|-----------------------|
| 1 cup mayonnaise | 2 Tbsps. celery, |
| ½ cup chili sauce | chopped |
| 2 Tbsps. Worcestershire sauce | 2 Tbsps. grated onion |
| 1 tsp. Hot sauce | Juice of 2 lemons |
| 4 Tbsps. horseradish | Salt and pepper |
| | 1 small clove garlic |

Mix all ingredients in order given. Chill. Remove garlic before serving over chilled shrimp. (To prepare shrimp: wash and cook in boiling water seasoned with "Seafood Boil" for 20 minutes. Peel shrimp and remove black vein. Chill.)

SPECIAL SHRIMP SALAD

| | |
|---------------------|-------------------------------|
| 4 lbs. shrimp | ¼ tsp. hot sauce |
| 4 Tbsps. salad oil | 4 Tbsps. horse-radish mustard |
| 2 Tbsps. vinegar | 6 green onions, |
| ¼ tsp. black pepper | finely chopped |
| 1 tsp. salt | 2 stalks celery, |
| Dash of red pepper | finely chopped |
| | ¼ tsp. paprika |

Wash shrimp. Cook in boiling water seasoned with ½ package of "Seafood Boil" for 20 minutes. Peel shrimp and remove black vein. Make a French dressing of oil, vinegar, salt, peppers and hot sauce. Add remaining ingredients. Pour over shrimp. Let stand in electric refrigerator 4-5 hours before serving. Serve on lettuce. (Nice for a luncheon or supper served with deviled eggs, potato chips, olives, crackers and iced tea.)

HOME SUGGESTIONS

Recent studies show that the best place to keep eggs fresh and sweet is in the crisper of your electric refrigerator or in an open dish or cardboard container in the bottom of the food storage compartment.

A gaily decorated plastic cover to fit over the electric mixer when not in use will serve two purposes—the utilitarian one of keeping out the dust, and as an incentive for keeping the mixer handy for instant use. . . . Cleaning of the mixer is simplified if the bowl and beaters are washed in luke-warm water immediately after use.

In the interests of long, clean lives for your parchment lamp shades, try waxing them with one of the clear colorless furniture waxes now available. It makes the shades easy to dust and adds a soft luster.

To simplify the removal of grit from greens, wash spinach, water cress, endive, etc., in slightly warm water.

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FRIED SHRIMP

| | |
|------------------------|----------------------|
| 4 lbs. shrimp | 1 cup flour |
| 1 egg, slightly beaten | Salt |
| 2 Tbsps. salad oil | Red and black pepper |

Wash and peel raw shrimp. Remove black vein. Dip shrimp in beaten egg to which salad oil has been added, then in flour to which salt and peppers have been added. Fry in deep fat for 3 minutes. Drain on absorbent paper. Serve while piping hot.

Employees Thanked For Help After Fire

Recently a fire of unknown origin broke out in the apartment of Wanda Hubbard, Lakeside Power Plant station clerk, and her roommate, and before the blaze was put out Wanda and her friend had suffered quite a loss in clothing and other personal effects. Upon hearing of Wanda's misfortune, her friends in the company voluntarily took up a collection and presented it to her to help her replace her losses.

This fine gesture of friendship was made by a score or more of people and Wanda wants to express her gratitude to these people and also make public the generosity of this fine group. She has, therefore, requested Plain Talks to carry this message for her:

"My deep appreciation is extended to all Port Arthur employees for such kindness shown me after my apartment was partially destroyed by fire.

"This word of thanks could never express my gratitude and your contribution presented me will never be forgotten."

Wanda Hubbard.

Advisors Advised on Arts of Advising

An interesting recent event for some members of the home service department was a trip to Dallas where the gals who tell the little housewife how to live right by living electrically, were given a few hints on what to tell the housewife.

Six advisors attended a two-day school conducted by a staff from the General Electric Consumers Institute. Advisors Grace Brooks and Loretta Reynolds, from Beaumont; Ruth Hession and Berla Whiddon, from Lake Charles; and Mildred Tribble from Navasota made the trip. These women were given instruction by factory representatives on the proper use and care of the electric range, refrigerator, home freezer, washing machine, ironer and small appliances.

All six reported a fine trip and with their new knowledge plan to do an even better job of electrifying the homes in their respective districts.

CHINESE ODE TO JUNE

Nice Night In June
Stars shine Big Moon
In Park On bench
With girl In clinch
Me say "Me love"
She coo Like dove
Me smart Me fast
Never let Chance pass.
"Get hitched?" Me say,
She say "Okay."
Wedding Bells Ring, Ring
Honeymoon Everything
Settle down Happy Man!
Another Night, Another June
Stars shine Big moon
Ain't happy No more
Carry baby Walk floor
Wife mad She fuss
Me mad Me cuss
Life one Big spat
Nagging wife Bawling brat
Me learn At last
Me too Damn fast!

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OUR LITTLE FRIEND REDDY KILOWATT was borrowed for decoration purposes by a couple of Gulf Staters recently and the results show that all the artistic talent isn't corralled at any one place. Shown above are examples of the ingenuity of Lola Martin, left, Beaumont sales, who designed a hat that won first prize in a "hat" contest at Hotel Beaumont; and right, Ethel Doan, Navasota local office clerk, who created the figure she is showing to Victor Gayle, assistant system residential sales manager, of Beaumont. Ethel designed and made the figure for use in decorating the dinner tables at the recent Range Campaign sales meeting held at the Navasota Country Club.

Two Home Service Advisors Join G.S.U.



Henderson



Miller

The two new faces here are the latest additions to the home service departments staff of home service advisors. Both are married and both are temporarily working in the Beaumont district. Later Mrs. Henderson is scheduled to be located in Orange and Mrs. Miller will remain at Beaumont. Both are well qualified to undertake their new duties of selling electric living.

Helen Henderson is a native of Greenville, Texas and attended high school at Greenville. She went to college at Texas State College for Women at Denton where she received her B. S. degree. Prior to coming to work for Gulf States she has crammed quite a bit of experience into a relatively short period of time. She has taught school at Orange, where she makes her home, has worked as a clerk in an insurance office, clerk in personnel offices for the City of Austin and the U. S. Army at Waco, assistant training instructor for the Air Force and as home service director for the Oklahoma Natural Gas Company.

Maxine Miller is a native Southeast Texan, being born at Silsbee. She also attended school in the city of her birth and later finished her education at the University of Texas. She received a B. S. degree from the University, and then became a school teacher at Silsbee High School. She too, has had experience as a secretary in a business office, and was a computer for the Atlantic Refinery for almost two years. Maxine lives in Silsbee.

Helen and Maxine do not increase the number of home service advisors on the staff since two former advisors, Mrs. Gertrude Dickson, of Liberty, and Dorothy Gene Moore of Navasota, have resigned.

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Port Arthurian Uses Light Bulb 29 Years

Mrs. Thomas L. Watkeys, of 3201 Sixth Street in Port Arthur, is shown proudly displaying to Superintendent of Sales J. Kirby Jones a light globe which has been in service at her residence since July, 1920—a period of almost 29 years. For comparison, Kirby holds a new bulb of approximately the same wattage as the old globe, and also a replica of Thomas Edison's first incandescent lamp. The lamp which Mrs. Watkeys holds has been in use as long as Superintendent Jones has been working.



Busy Man

R. P. Griffith, familiarly known as Pat throughout the company, probably holds the distinction of being one of the busiest men in the Gulf States organization. Pat who does a mighty fine job as distribution engineer for the company, and who was recently promoted to be supervisor in the t & d department, also manages to find time to do an outstanding job in several activities outside of his working day.

Within a very short period of time recently Pat was elected, appointed or drafted into the following positions in the designated organizations at Navasota:

Member of the Navasota School Board
Director Navasota Fishing Club
Chairman of Greens, Navasota Golf Association

Chairman of District Health and Safety Committee, Sam Houston Area Council, Boy Scouts of America

Chairman of Food and Entertainment Committee for Baptist Brotherhood

Member Safety Committee, Navasota Division, G.S.U.

The Fishing Club no doubt had a hard time getting Pat to join but since he is a member he has taken quite an interest in their activities, it is reported.

Credit Union Names Officers, Committees

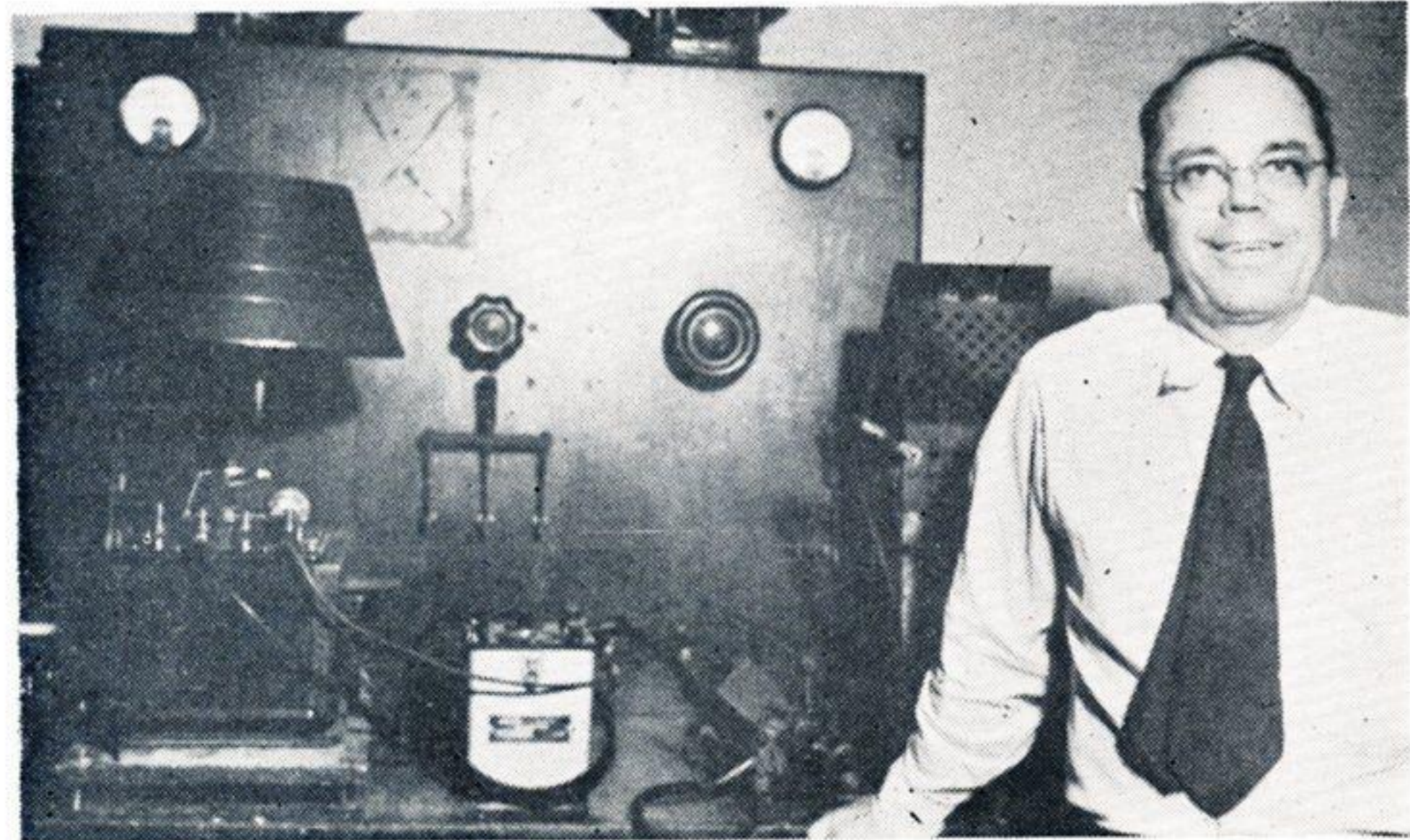
Officers to guide the Gulf States Employees Federal Credit Union through another year were elected at a meeting held at the company's general offices earlier in the year. R. J. Orrick, purchasing agent, was elected president; W. A. Whitten, Neches Station, vice-president; Ruby Ray Ridley, accounting, treasurer and clerk; and E. A. Bode, statistical, assistant treasurer.

L. G. Maher, Beaumont accounting, was named to serve on the credit committee for a two year period and J. H. Linnehan and G. E. Richard, both assistant treasurers, and R. O. Jackson, system consumers accountant, all of Beaumont were named to the supervisory committee.

Directors to serve for a period of two years were also elected at the meeting. These are R. J. Orrick, T. O. Charlton, W. A. Whitten, and Ruby Ray Ridley, all of Beaumont. Directors elected for a one year term are Russel Dunn, Lake Charles t & d; P. P. Newman, Navasota sales; Kirby Jones, Port Arthur sales; C. M. Scott, Beaumont t & d; and J. B. Bishop, Beaumont sales.

An educational committee was named to apprise employees throughout the Lake Charles division and all of the Texas divisions, of the Credit Union. Serving on this committee are: V. P. Gayle, chairman and J. B. Bishop, vice chairman, both of Beaumont sales; Robert Guidry, Beaumont production; N. G. Carpenter, Lake Charles sales; L. N. Brannon, Silsbee superintendent; C. W. Winborn, Navasota, sales; H. E. Norman, Liberty t & d; J. R. Peckham, Alvin superintendent; J. P. Peveto, Orange accounting; J. K. Jones, Port Arthur sales; Tom Stiteler, Beaumont t & d; Ana Fay Denny, Lake Charles sales; W. H. Caswell, Beaumont t & d; H. C. Davidson, and J. Ben Fanette, system engineering, Beaumont; Mary Dewey, Beaumont billing; C. E. Johnson, Lake Charles production; Johnny LeBato, Lake Charles water; and Charles Gary, Lafayette sales.

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BEAUMONT METER FOREMAN WALTER BRADER, left, was in the process here of winding up 22 years of calibrating the company's master standard meter before the precision meter, shown under the lamp on the table, and used for this purpose, was moved from the meter department to the system engineering department's laboratory.



The V & NV station at the foot of the hill on Front St. was a very pretty place in 1909 with gardens etc. The garden has given way to more station.



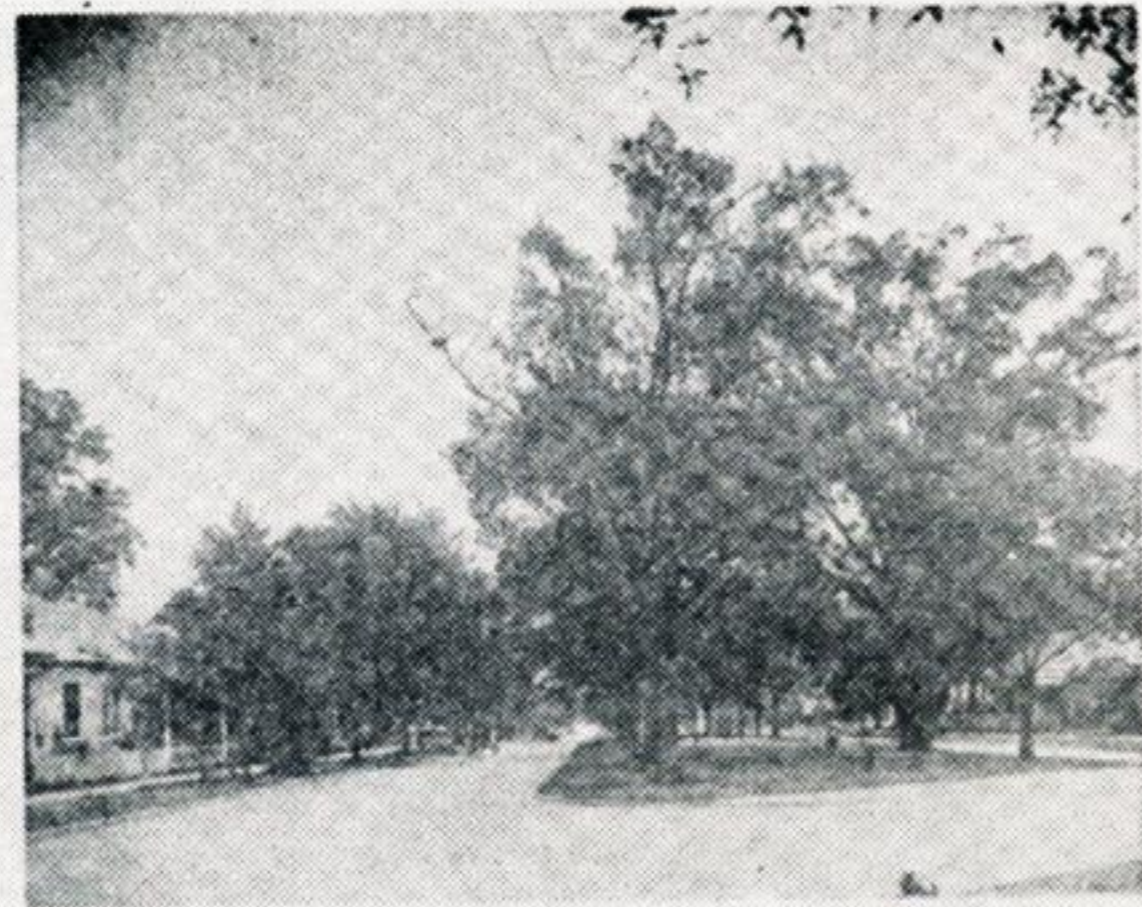
The first downtown offices of the Baton Rouge Electric Co. for which Mr. Dolph worked were in this building which looks as though it must have been on Lafayette St.



The old car borne on Government St. looked like this in 1909. These were the days when the whole family would board the cars and ride around the square & Sunday drive for only a nickel!



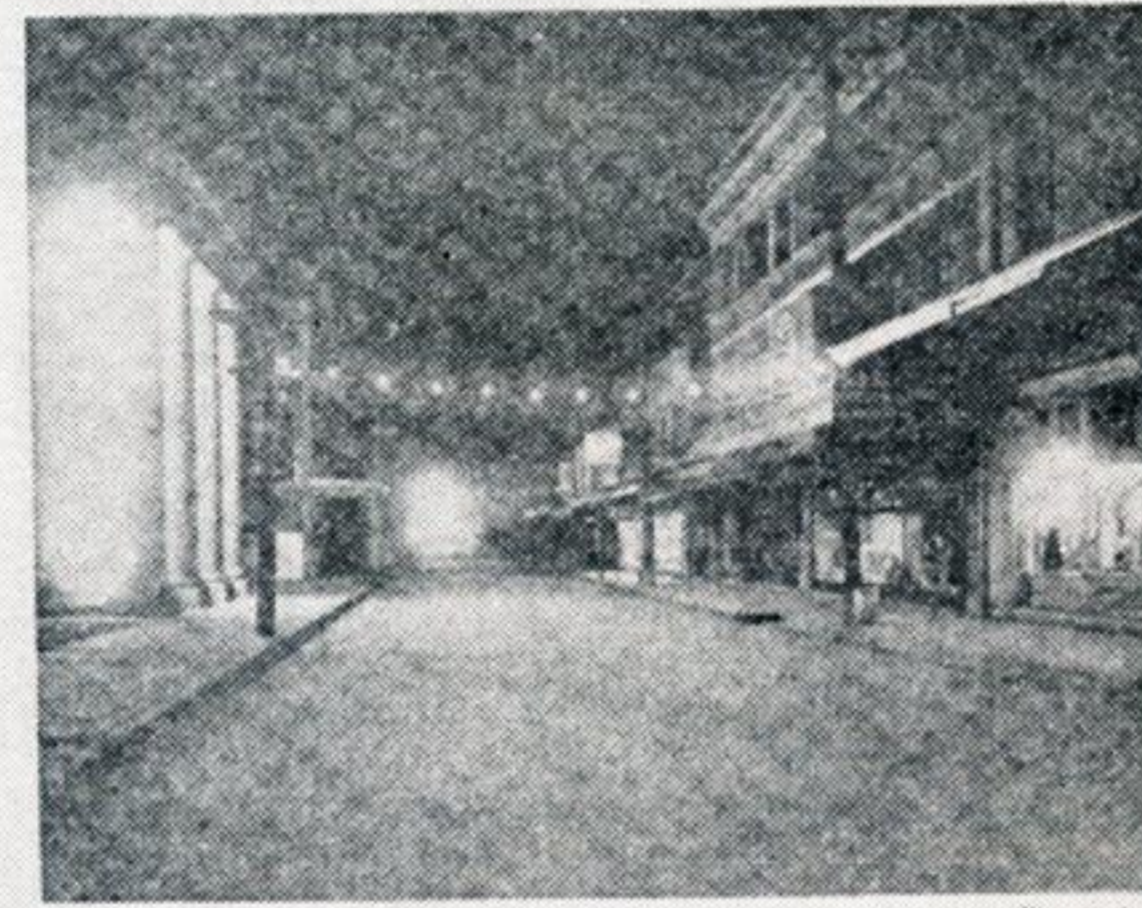
Third St. in 1909 was lighted by strings of light bulbs which were hung across the street. The street was crowded in those days. Notice National bank occupies the building on the far left which in those days was the Bank of Baton Rouge.



North Blvd. in 1909 was known simply as "Boardside" to most Baton Rougeans. The grassy plot between the two streets was free for playing those days with no sidewalk down the middle.

1909 in Baton Rouge

The picture on this page was taken from a scrapbook of local scenes which belongs to Mr. Dolph. They show that things are pretty different today, although many of the homes still stand and the lovely trees that mark many of the streets are still the same.



Third St. in 1909 was lighted by strings of light bulbs which were hung across the street. The street was crowded in those days. Notice National bank occupies the building on the far left which in those days was the Bank of Baton Rouge.

Mr. 'Dolph' Remembers When...

By Virginia L. Brueck

When one of Baton Rouge's pioneer citizens, Mr. D. A. "Dolph" Delaroderie, looks for "Dolph's point" in Baton Rouge, he remembers the days before the city was in the city. He remembers the one block stop long street that had to be lighted every night and turned off every morning. "You," he exclaimed, "I can even remember the old street lamp! I used to walk like a ghost."

Claims Adjunct
Mr. Dolph is claims adjunct for the Gulf States Electric Co. and in his social number lives out the complaints and the problems of the employees and employees of the company. He is known and loved by thousands of Baton Rougeans because he listens to people and is keenly alert to find a helpful word and inspiring word of encouragement.

As he talked in his office, located right in the middle of things at 1144 North St., several people came in and the phone rang. On the phone he said to an employee who was blue about an auto accident. "Get out of those blues. They are for young fellows, the ones who have to worry about their old folks' auto with other guys." When he hung up, the problem was solved and the employee was happy and relaxed.

Grown-Up With Plant
He was literally grown up with the plant, beginning as an oiler, then working as a street light trimmer, as a wire installer for 15 cents an hour and then he became a master mechanic in 1914 and has continued to progress with the company.

One of Baton Rouge's best known citizens, "Dolph" Delaroderie was born here, reared his family here and they all live here now. It is no wonder that he has such long experience in looking back over the years. Because Mr. Dolph, there is a man and a son-in-law in the Gulf States family. Together they represent 114 years of service with the company. The two other sons are living in Baton Rouge, one works with a transfer company and the other with an import company. Mr. Dolph's son-in-law, Mr. J. J. McHugh, who lives with his father and mother-in-law, Mr. and Mrs. Jerry Williams, at 4133 Government St., Mr. Dolph was born June 20, 1873 and lived the first years of his life about a mile from the small river-front town of Baton Rouge in what is now the 1800 block of North St. When Mr. Dolph was a boy, the oxen drawn wagons were traveling down North St. to and from the port taking as many as five bales of cotton at a time to be shipped.

Walked on Bales
"I've walked on cotton bales on the river bank from North St. to Government St. Sometimes there were as many as 12 bales loading on to the ship in New Orleans. When the bales were loaded, only the pilot bales and marker stacks could be seen above the high piled cotton bales," he said.

About this time, Mr. Dolph remembers that everybody had a cotton patch, and there were at least three sugar houses in and around what is now the Capitol city. Baton Rouge's only other industries were several saw mills and an ice plant.

Another of his favorite "old times tales" is about the family street car ride. The Monday the whole family dressed to its best and went out to take a so-called 1500-foot car ride. There were ten days when the street cars would stop at 1000 feet and wait for customers who would walk up to the car. One of these customers was Mr. J. J. McHugh who drove a street car before he graduated modeling.

One of the most exciting times during Mr. Dolph's career was the big storm of 1909. The whole town down town made stacks of the power buses, leaving the town without electrical service that several days. At that time there were about 1000 people in Baton Rouge and electricity was 15 cents a kilowatt. The electric company's capacity was 100 kilowatts. There's been much progress since then, and Mr. Dolph says that by 1952 the local company will have a capacity of one-half million kilowatts.

Looking back over his 54 years with Gulf States, he says, "No one could ask for a better place to work. I've enjoyed every minute of my association with the company."
"Yes, 54 years ago on February 5, to be exact, Mr. Dolph Delaroderie began a career that has been successful with each passing year because he loves people,



Mr. "Dolph" Delaroderie was photographed at his desk at Gulf States Utilities where he is claims agent. Next week, Feb. 5, Mr. Dolph will complete 54 years of continuous service with the company.



This is the way that North St. looked in 1909. The view is looking east from the river. The houses which line the street are familiar sights to most of us, although the trees have grown a great deal in the past 40 years. Notice that progressive Baton Rouge had at least one automobile to compete with the buggies.

Another of his favorite "old times tales" is about the family street car ride. The Monday the whole family dressed to its best and went out to take a so-called 1500-foot car ride. There were ten days when the street cars would stop at 1000 feet and wait for customers who would walk up to the car. One of these customers was Mr. J. J. McHugh who drove a street car before he graduated modeling.

B.R. Magazine Writes About Uncle "Dolph's" 54 Years of Service

R. A. "Dolph" Delaroderie, the dean of Gulf Staters and a pioneer citizen of Baton Rouge, completed 54 years of service with Gulf States and predecessor companies in Baton Rouge on February 5. Commemorating this fine and lengthy service record, and as a tribute to a beloved friend of all Baton Rougeans, the Baton Rouge Morning Advocate honored "Uncle Dolph," as he is lovingly called by his co-workers, with a three page pictorial story. Reproduced here are the first two pages of the article, written by Virginia L. Brueck, feature writer for the Morning Advocate. Pictures accompanying the story show scenes around Baton Rouge in 1909, with one (the second from the top in the upper left corner) showing the first downtown offices of the Baton Rouge Electric Company. All pictures came from a scrap book belonging to "Uncle Dolph" who is shown in the upper right, as he appeared at his desk late in January.

A few excerpts from the story bring some interesting things to light about the early days of Baton Rouge, Mr. Dolph, and the electric and transportation business.

"Mr. 'Dolph' has literally grown up with the plant (eds. note: the Capitol Railway and Light Company,) beginning as an oiler, then working as a street light trimmer, as a wire installer (at 10 cents an hour) and then he became a master mechanic in 1898 and has continued to progress with the company.

"One of Baton Rouge's best known citizens, Dolph Delaroderie was born here, reared his family here and they all live here now.—Besides Mr. Dolph, there is a son and a son-in-law in the Gulf States family. Together they represent 114 years of service with the company.

"Mr. Dolph was born June 20, 1873.—He recalls the oxen drawn wagons traveling down North Street to and from the port taking as many as five bales of cotton at a time to be shipped.—About that time,—everybody had a cotton patch, and there were at least three sugar houses in and around what is now the Capitol city. Baton Rouge's only other industries were several saw mills and an ice plant.

"The first public transportation in the city was a mule drawn street car that began to be used about 1888. Mr. Dolph is an authority on public transportation in Baton Rouge, having been superintendent for the Baton Rouge Electric Company, when the company installed the city's first buses to take the place of the power street cars. They had taken the place of the mule-drawn cars in 1893."

In 1909, "there were about 10,000 people in Baton Rouge and electricity was 15 cents a kilowatt hour (eds. note: the present residential rate averages 3.27 cents.) The electric company's capacity was 100 kilowatts. There's been much progress since then, and Mr. Dolph says that by 1952 the local company will have a capacity of one-half million kilowatts.

Looking back over his 54 years with Gulf States, he says, "No one could ask for a better place to work. I've enjoyed every minute of my association with the company."

"Yes, 54 years ago on February 5, to be exact, Mr. Dolph Delaroderie began a career that has been successful with each passing year because he loves people,

young and old. To know this Baton Rouge public relations man is to make a friend. He is a friend with a hand shake that proves his sincerity, and a perpetual smile that is a constant inspiration from a kind heart."

Lewis Roberts Dies After Long Illness

Lewis Roberts, 46, veteran Gulf States employee of the Beaumont meter department, died at his home May 23 after an illness of over a year.

Lewis was one of the meter department's oldest employees from point of service and was well known and extremely popular among his fellow workmen. He has been connected with the Beaumont meter department practically ever since coming with Gulf States on February 1, 1920, as a meter tester. His only absence from Beaumont since then was for 10 months when he was transferred to the Port Arthur meter department. At the time of his death he was primary and special meter tester for the Beaumont division. Lewis Roberts was born in Evergreen, Louisiana, November 5, 1902. He moved to Beaumont during his childhood and went to work at the old Beaumont Shipbuilding and Dry Dock Company as a crane operator before joining Gulf States.

Plain Talks extends deepest sympathy to Mrs. Birdie Roberts, his wife, Miss Barbara Roberts, his daughter and the other members of his family.



Special Offer on Air Condition Units Made

A special arrangement whereby room air conditioning units could be purchased by employees at special discount prices was announced by the sales department last month. This offer, which is limited to units manufactured by York and Carrier Companies, will extend through the month of July. The units covered in the special offer include window and console types of air conditioners, which are particularly suitable for the type climate and weather in the Gulf Coast area, and are the latest models manufactured by these two companies.

The units are relatively easy to install and, in most cases, employees, with the help of local service or repair departments, can make their own installations. According to the bulletin announcing the offer, units from 1/2 ton to 1 ton capacity are available. The smaller sizes are quite sufficient for small rooms, however, the 3/4 ton size is recommended for ordinary size rooms. The console type has a little more capacity as to cooling and moisture removal, and are quieter in operation.

Prices are quoted in the bulletin, together with arrangements for deferred payments. The bulletins should be on the boards in each department, or in the hands of your local sales supervisor. See him for any additional information, and he will also be glad to help you in selection of size and type.

Lee Hyatt Retires



Hyatt

Lee Hyatt, Port Arthur service foreman, retired recently, after 27 years and 11 months of faithful service with Gulf States, all of it in Port Arthur.

The well-known Lee came to work with the old Eastern Texas Electric Company back on April, 1922, after a varied career in Louisiana and Texas. His first job with the Electric company was as a helper, but he had experience enough to graduate from that classification in a hurry, and before long he ended up in the service department.

Lee proved his ability with the electric company and was made Port Arthur service foreman on September 1, 1926. He remained in charge of this department until his retirement. At present he is living at Magnolia Springs, Jasper County, Texas, where he is just taking things easy.

Plain Talks joins with his friends in Port Arthur in wishing Lee the best of luck in his leisure days.

TENTH ANNUAL SERVICE AWARD MEETS HELD FOR 906 EMPLOYEES

Nine years ago a plan was adopted for recognizing veteran Gulf Staters who had employment records of ten or more years. The plan provided for awarding a 10-year emblem to those employees who had served one decade or over, and so on. The emblems were called Service Awards and the occasion for the presentation was called the Service Award Meeting.

At the time of that first Service Award meeting 649 employees, from a total of 1459, had been with Gulf States, predecessors or affiliated companies for 10 or more years, and received Service Awards. Very proud indeed were the first men and women to wear the now familiar gold pin with the G. S. U. symbol.

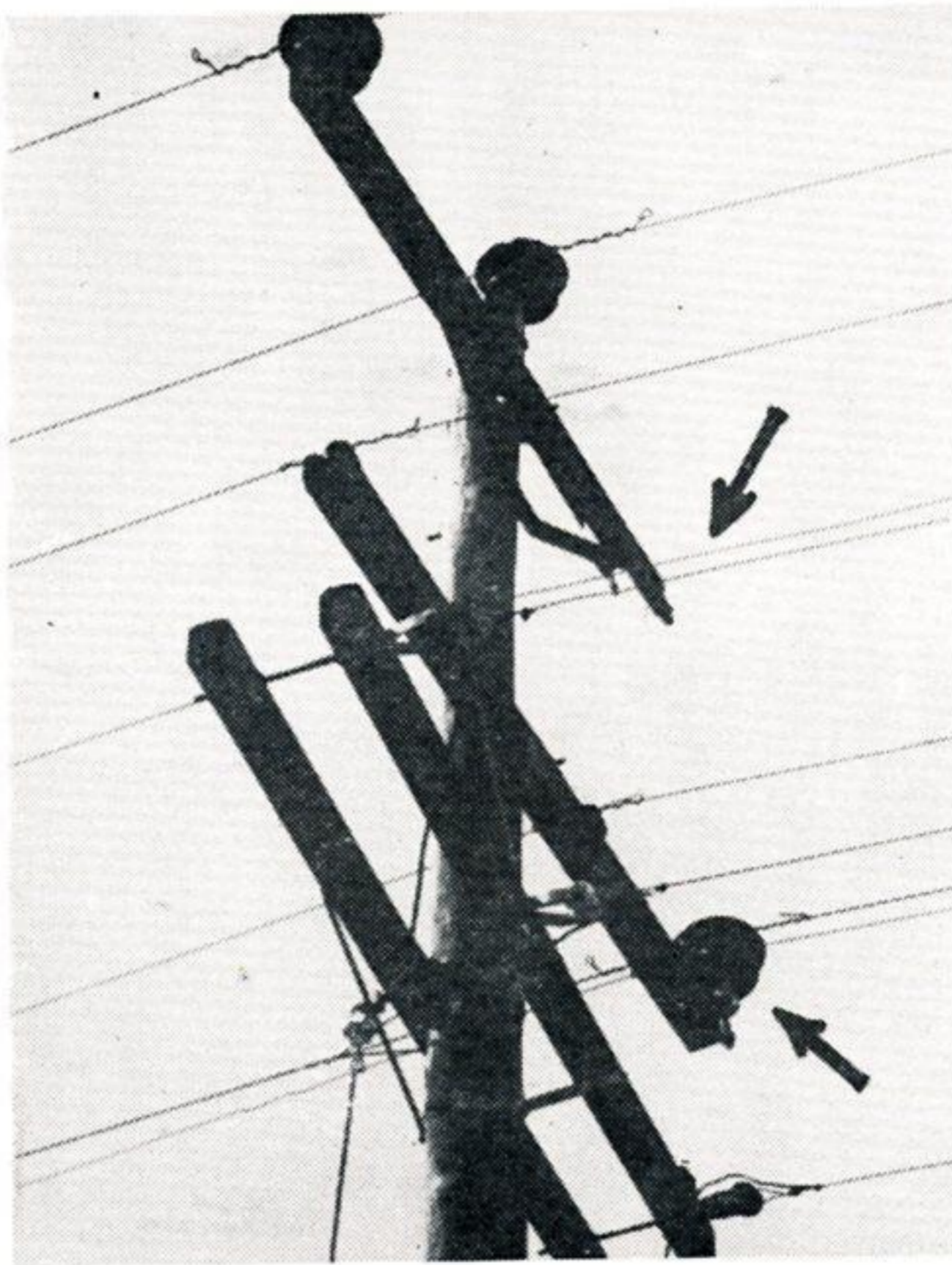
The 649 people who wore those first pins represented over 44% of the number of men and women employed throughout the extensive Gulf States system. Some were from Navasota, some from Lake Charles—many from Baton Rouge and Beaumont. There was one from Silsbee, one in Elton, one in Lake Arthur. One man had 48 years of service. Altogether these people had worked the amazing total of about 11,000 years, serving the public and their company.

Since that time nine years ago, many Gulf Staters have earned another pin, and many have moved into the select group by virtue of their first emblem. All told 906 men and women had earned their first emblem or Service Awards of one kind or another since the inauguration of the plan.

This year 109 of these moved into another group or became members for the first time. There was one employee who received a 40-year pin, 22 got 30-year emblems, 44 were presented with 20-year pins and 42 were given their initial service awards.

Baton Rouge was the site of that division's meeting, Lake Charles division per-

Freak Line Breakage



In this picture is shown one of the unusual things that are frequently occurring to electric power lines. In a good many instances these freak happenings result in trouble, sometimes bad trouble, but in this case everything turned out all right. Here is what happened.

Presumably lightning, the scourge of overhead power systems struck this line, which is the 33,000 volt line serving De Quincy, Louisiana. When this occurred is not known. The bolt struck the end of the top cross arm (top arrow) knocking off the wire and insulator which fell astraddle the insulator for the 2300 volt circuit, supported by the next crossarm (bottom arrow). Falling into exactly this position was a strange and fortuitous accident as it kept both the lines from burning down — it also appears to the casual observer that the line was designed to be in this arrangement.

As soon as the trouble was spotted a line crew took charge and in the speedy time of 21 minutes the lines were put back in their former proper condition.

If women's clothes did not have to change so often, there'd probably be more change in men's.

Service Award pictures are shown on the following pages.

sonnel met at Lake Charles, Huntsville was host to the Navasota division employees and a meeting for the combined membership in the Port Arthur and Beaumont divisions was held near Port Arthur, between the two cities. Colored employees in Texas and the Lake Charles division met at Beaumont and the Baton Rouge division employees met there.

President Roy Nelson traveled throughout the entire system to present the awards to every employee except at the Colored meeting at Baton Rouge which he was unable to attend. Vice President H. C. Leonard of Baton Rouge presented this group with their awards.

At each meeting Mr. Nelson took the opportunity to review the previous year's operations of the company and outline briefly some construction plans for the future. As each group of awardees were called before the respective gatherings to receive their awards, Mr. Nelson recalled the highlights of the period when the particular group of employees went to work for Gulf States. Many hitherto forgotten but important events concerning the company and the nation were brought to mind by Mr. Nelson in these remarks. Other parts of the several meetings included interesting entertainment features.

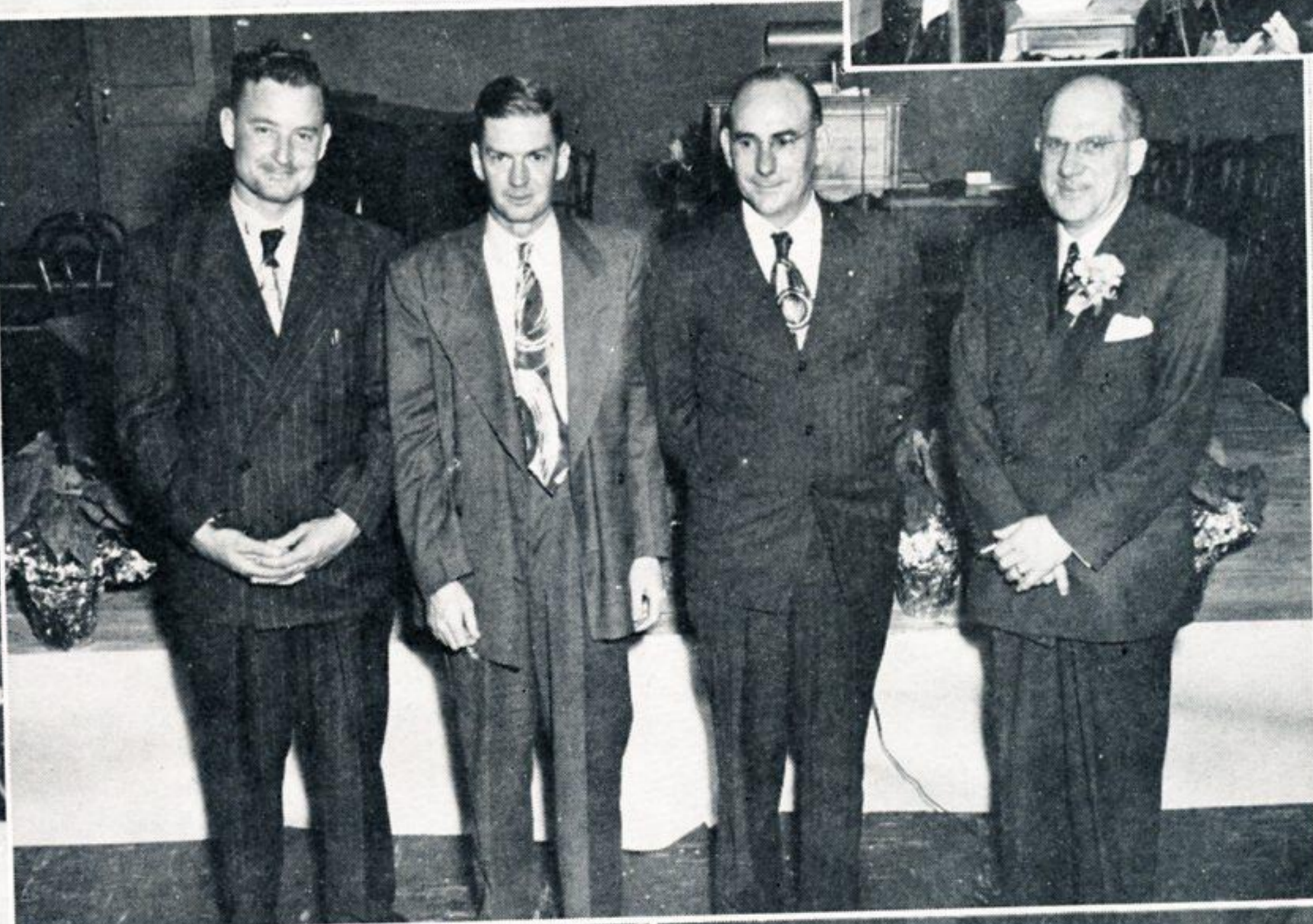
About 1350 employees and their wives or husbands attended the six meetings, and all declared this year's meetings probably the best of the ten since the beginning.

One night Joe came home with lipstick on his collar. "Where did you get that?" demanded the little woman "from my maid?"

"No," Joe replied.

"From my governess?" she snapped.

"No," repeated Joe, adding indignantly: "Don't you think I have any friends of my own?"



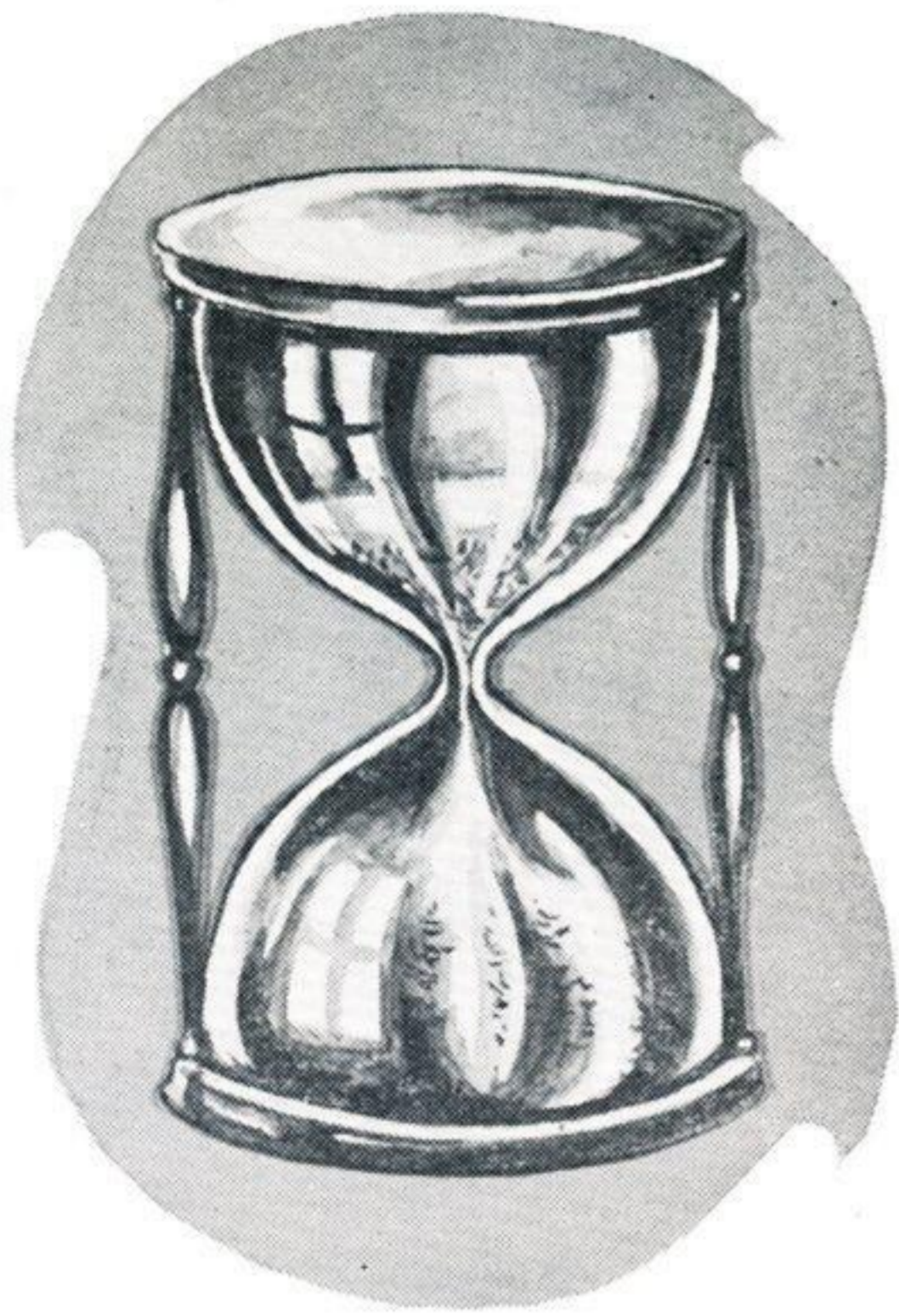
G
S
U





AWARDS





E. L. Bailey
Accounting
Beaumont



E. A. Bode
Accounting
Beaumont



T. F. Brown
Distribution
Beaumont



E. E. Figari
Production
Beaumont



W. H. Gandy
Production
Navasota



W. M. Gibbs
Distribution
Lake Charles



L. R. Jackson
Distribution
Beaumont



Virginia Lightsey
Accounting
Beaumont



C. A. Littlepage
Production
Beaumont



Curtis Lusk
Local Supt.
Dayton



Earl C. Parker
Distribution
Madisonville



Anders Poulson
Safety
Beaumont



M. M. Rodriguez
Gas
Baton Rouge



E. F. Shea
Distribution
Lake Charles



W. G. Strong
Production
Lake Charles



A. O. St. Dizier
Distribution
Baton Rouge



F. B. Sonnier
Distribution
Lafayette



J. A. Uehlinger
Production
Port Arthur



F. C. Vercher
Distribution
Beaumont



W. P. Carroll
Production
Navasota



R. F. Clark
Production
Beaumont



R. M. Craig
Engineering
Beaumont



A. J. Dubus
Superintendent
Lafayette



H. G. Fitzgerald
Production
Beaumont



J. W. Hatcher
Claim
Baton Rouge



G. H. Hawkins
Distribution
Port Arthur



R. O. Hopkins
Engineering
Beaumont



F. W. Jones
Distribution
Beaumont



Maxie Montagne
Production
Beaumont



E. A. Moore
Production
Beaumont



H. E. Mortimer
Rate
Beaumont



R. E. Morton
Distribution
Navasota



J. F. Simonson
Distribution
Lake Charles



M. D. Smith
Production
Navasota



H. F. Sockrider
Accounting
Lake Charles



W. Spence
Engineering
Beaumont



C. A. Waldron
Production
Port Arthur

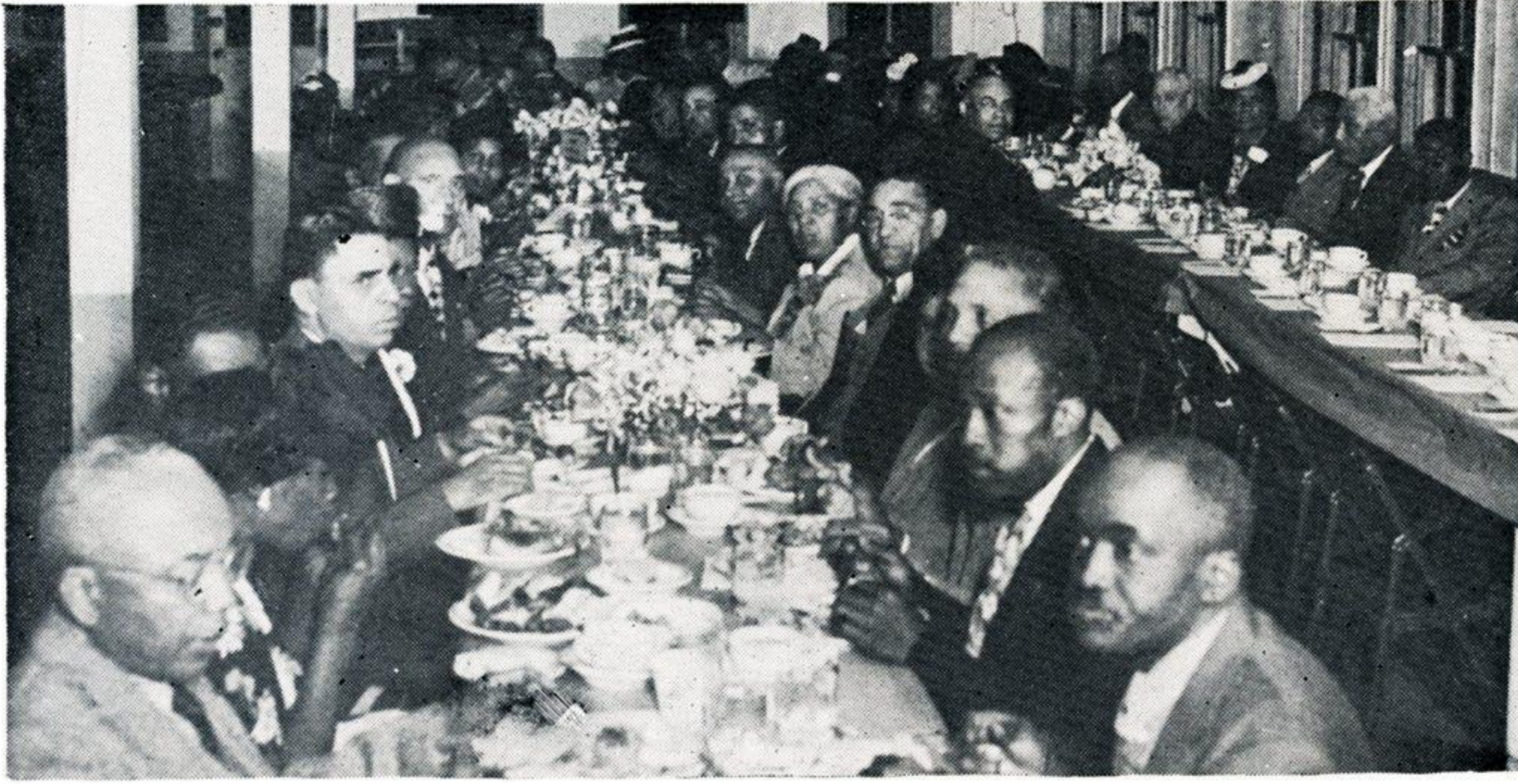


H. H. Welsh
Corporation
Beaumont



C. W. Winborn
Sales
Navasota

**NEW 20 YEAR
SERVICE
CLUB
MEMBERS**



Service Awards—

Among those receiving Service Awards at this year's meetings were 17 colored employees. Scenes from these two gatherings are shown on this page and are identified as follows:

Employees from the Navasota, Beaumont and Lake Charles divisions met in Beaumont for their Service Award meeting. This group is shown at the upper left. Next below are those men from these divisions who were honored at this meeting. From left to right these men are: J. C. Porter, Beaumont; Lester Bush, Port Arthur; Claude Williams, Beaumont; and Louis Rochon, Felix Sterling, and Johnnie Lewis, all of Lake Charles. President Roy Nelson, who presented the Award emblems, stands on extreme right. Sherman Dieson, Lake Charles and John Prescott, Beaumont, were unable to attend.

The third picture was taken at the Baton Rouge division meeting. At bottom are some of those honored there. From left to right they are: Asberry Williams, Joseph Dorsey, Henry Marshall, Shedrick Chinn, Steve Bell, and Hosey Adams. Vice-President H. C. Leonard made the presentation of Awards.



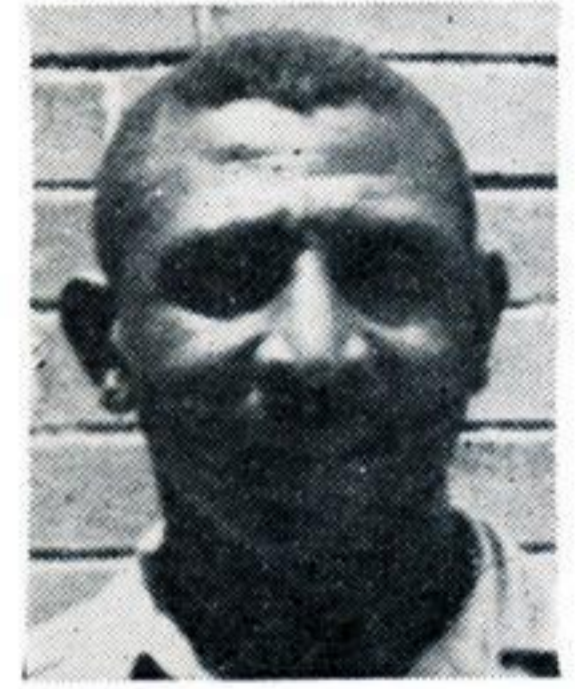
NEW 20 YEAR SERVICE CLUB MEMBERS



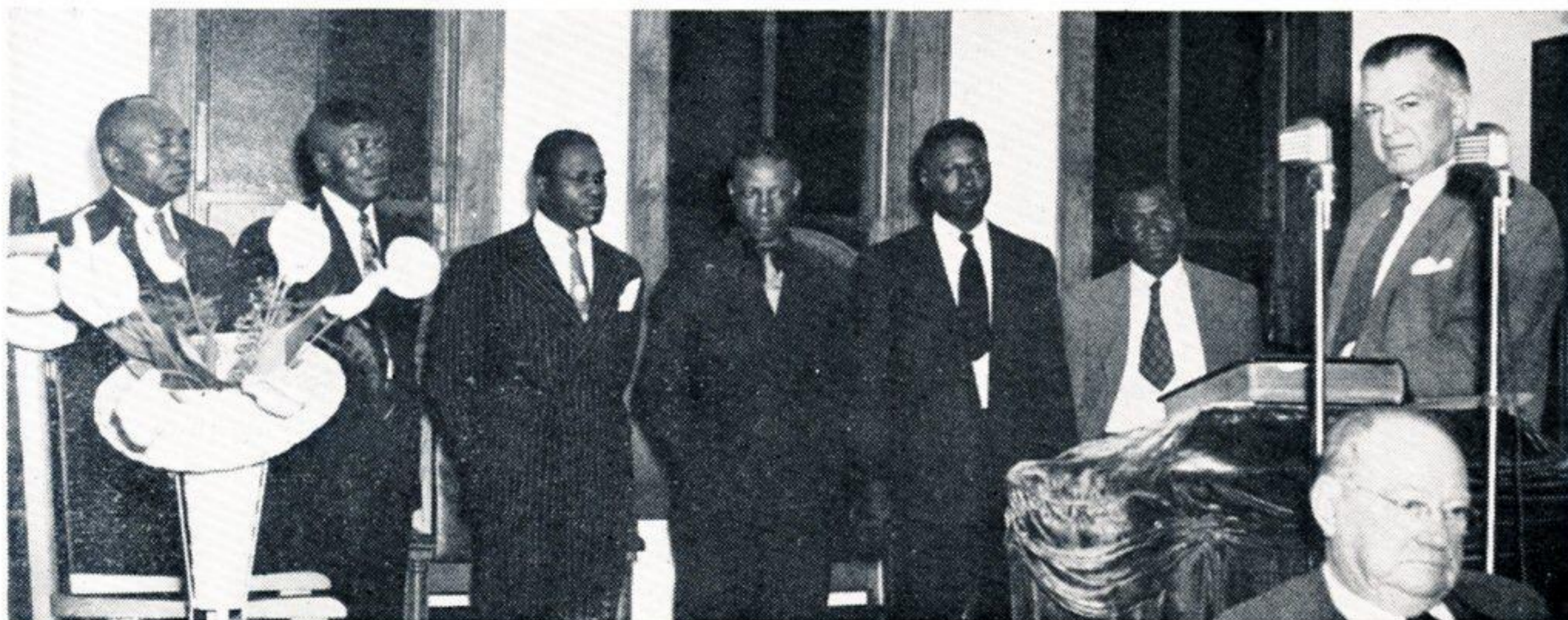
James Collins
Gas
Baton Rouge



Sherman Dieson
Distribution
Lake Charles



Morris Locke
Accounting
Baton Rouge



Louis Rochon
Distribution
Lake Charles



Claude Williams
Sales
Beaumont



NAVASOTA DIVISION WINS STATE SAFETY CONTEST



On behalf of the Navasota Division, Safety Representative Anders Poulson, right, receives the Texas Safety Association's first prize Safety Award from the Association's president, Charles Miller, at a recent Safety Meeting at Houston. Navasota Division won the Public Utilities Group 2 contest over all other similar contestants in the State of Texas.

Occasionally there are moments when a Safety Director feels that his efforts are not in vain — in fact he sometimes feels like he has done a real swell job.

This is the feeling the Safety Department had at the Tenth Annual Texas State Safety Conference held at Houston recently. At that meeting Anders Poulson, representing Gulf States Utilities Company Safety Department, and R. P. Griffith, representing the Navasota Division Safety Committee, were presented with an award for winning a public utilities safety contest.

The Navasota Division, by virtue of having an injury free year during 1948, won the Texas Safety Association's award for public utilities Group 2. This award indicates the Navasota Division had the best safety record of any like group in the State of Texas. This group includes all sections in the range of 40 to 200 employees.

This contest was inaugurated in 1948 and covers all types of industries in the state of Texas.

How to Tie a Ladder to a Pole

C. C. LINARD and GEORGE STROTT, The Ohio Power Co.

A procedure has been developed to fasten the top of a ladder to a structure before ascending it, so that a workman can climb it safely with confidence.

When a ladder is used to reach a point on a pole or other structure, such as a steel column, it has usually been required that the ladder be steadied by at least one man on the ground while another man climbed the ladder and securely tied its top to the structure. However, this operation always has had the potential hazard of a ladder slipping away from the structure before being tied.

One Man Does Job

This danger and the necessity of having someone hold the ladder are easily eliminated by a workman tying the top of the ladder to the structure while standing on the ground, in this manner:

1. Tie a handline to one side of ladder top before raising it, making sure that the tie includes both the top rung and one side of the ladder (see illustration).

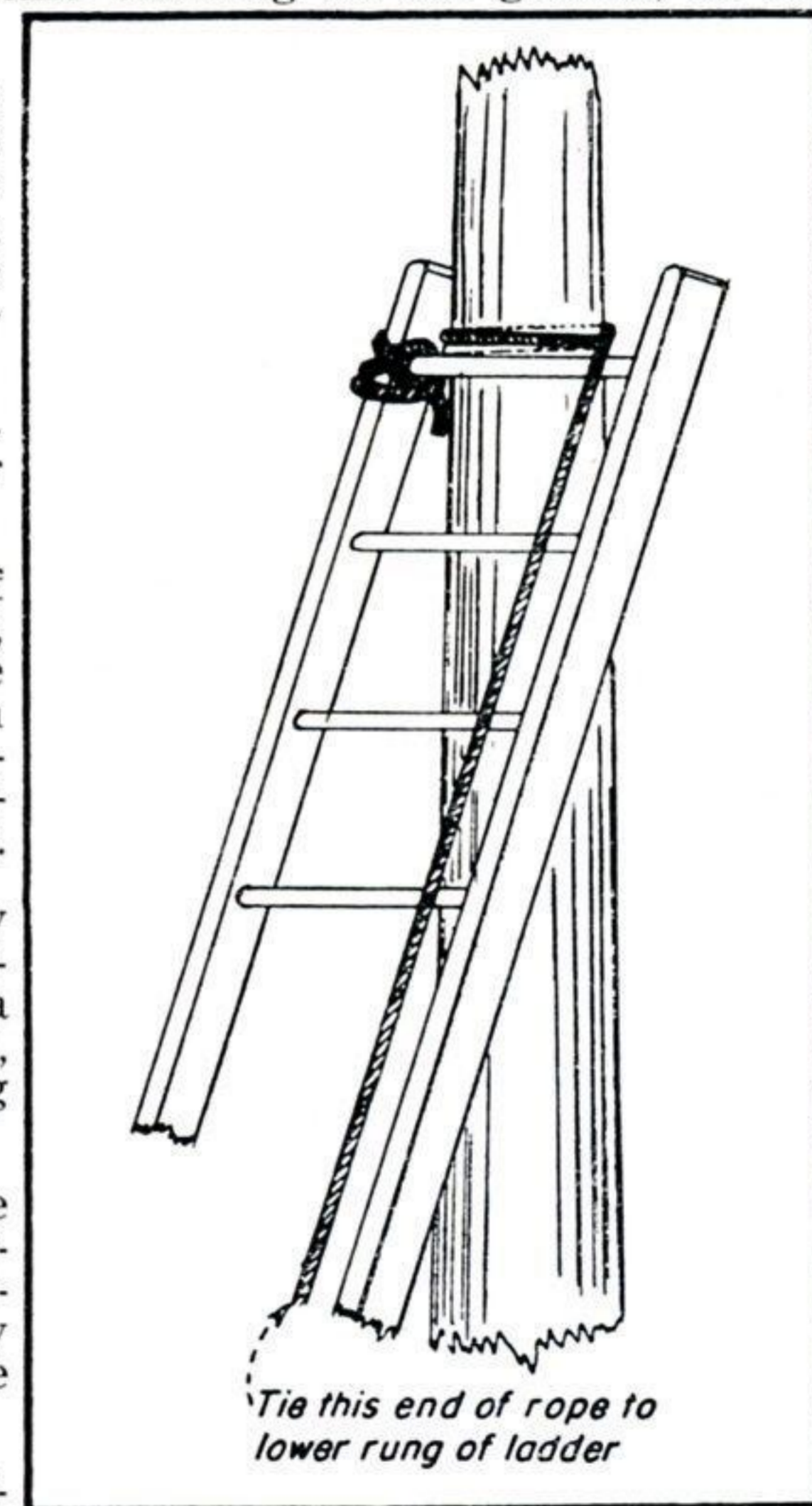
2. Raise ladder to desired point on pole or column.

3. Take free end of handline, keep it tight, and walk twice around the pole, tossing the rope each time so it will fall between the pole and adjacent side of the ladder.

4. Pull rope tightly down climbing face of ladder and secure it to a lower rung or, better still, pass it under that rung and tie to base of pole.

By this procedure the ladder is securely fastened to the structure. If desired, the workman may make the last tie to the top rung and side.

Where objects or horizontal beams are fastened to the structure below the desired tie point, as is often the case in substation work, the foregoing method of tying the ladder may be modified as follows: **Provided no electrical hazard exists**, the free end of the rope may be tossed over the beams in completing Step 3. Otherwise the "ground-tie" method may be used to bring the ladder to the height of the horizontal beam. Then the workman can safely climb the ladder and place a single loop around the pole above the horizontal beam so the ladder may be extended to the desired height. The tie loop will slip up with it, and may finally be pulled tight and fastened as in Step 4.



LADDER is tied to top of pole by workman on the ground who may then safely ascend

National Accident Fatality Toll Shows Too Many Ways to Die

THE NATIONAL ACCIDENT FATALITY TOLL

| | 1948 | 1947 | Change |
|--|--------|--------|--------|
| ALL ACCIDENTS | 98,000 | 99,579 | -2% |
| Motor Vehicle | 32,000 | 32,697 | -2% |
| Public Nonmotor-Vehicle—Civilian | 16,500 | 17,500 | -6% |
| Home—Civilian | 34,500 | 34,000 | +1% |
| Occupational—Civilian | 16,500 | 17,000 | -3% |
| Military Personnel | 1,200 | 1,300 | -8% |

Note: The motor vehicle totals include some deaths also included in occupational, military personnel and home. This duplication amounted to about 2,700 deaths in 1948, and 3,000 in 1947. The 1947 all-accident and motor vehicle totals are National Office of Vital Statistics figures. All others are National Safety Council estimates.

ALL ACCIDENTS

Killed—98,000. Down 2 per cent from 1947.

Injured—10,300,000.

Cost—\$7,200,000,000. Includes wage loss, medical expense, overhead cost of insurance for all accidents: interrupted production schedules, time lost by workers other than injured, etc., due to occupational accidents; and property damage in traffic accidents and fires.

Deaths of children under 5 years decreased 2 per cent from 1947, and those of children 5 to 14 decreased 6 per cent. Changes in adult groups were: 15-24 years, down 3 per cent; 25-44 years, down 3 per cent; 45-64 years, down 1 per cent; 65 years and older up 1 per cent.

Fatal falls numbered about 3 per cent more than in 1947—27,000; burns increased 1 per cent to 8,400. Drownings were down 7 per cent at 6,900, and firearms accidents down 8 per cent at 2,300.

The 1948 death rate per 100,000 population was 67.1. This is the lowest rate on record, the next lowest being 68.4 for 1921.

OCCUPATIONAL ACCIDENTS

Killed—16,500. Down 3 per cent from 1947.

Injured—1,950,000, or 5 per cent less than in 1947.

Cost \$2,600,000,000.00. Includes cost of interrupted production schedules, time lost by workers other than the injured, etc., as well as wage loss, medical expense and the overhead costs of insurance.

Total all-industry employment was about 2½ per cent above 1947. Manufacturing employment, alone, increased only 1½ per cent.

Coal mine deaths totalled 916 in the first 11 months of 1948, or 12 per cent fewer than were reported in the same months of 1947.

Railroad employee fatalities totalled 425 in the first nine months of 1948, a 21 per cent decrease from the comparable 1947 figure. The nine-month injury total was 23,486, or 12 per cent below 1947.

The 1948 disabling injury frequency rates reported by plants in national safety contests averaged 13 per cent less than in 1947. In local contests there was a decrease of 18 per cent. However, the severity rate in the local contests was 9 per cent higher than in 1947.

WORKER ACCIDENTS

Killed—48,000, a 2 per cent decrease from 1947. On job, 16,500, off job, 31,500.

Injured—4,550,000, a 2 per cent decrease from 1947.

Time lost, including indirect, amounted to 410,000,000 man-days, equivalent to the shut-down of plants with 1,350,000 workers.

PUBLIC ACCIDENTS

(Not Motor Vehicle)

Killed—16,500; down 6 per cent from 1947.

Injured—2,050,000.

Cost—\$600,000,000.

The largest decrease was in deaths of children 5 to 14 years old, which dropped about one-fifth. Other age groups under 65 years shared in the decrease, but persons 65 years old and older recorded a small increase.

Over-Fatigue Invites Polio in Summer Months

Strenuous exercise or games causing extreme fatigue should be avoided during the hot summer months as another precaution against polio, the National Foundation for Infantile Paralysis, through its local chapter, stresses among six simple health rules that should be observed in combating the disease.

Tests on laboratory animals carried out in experiments financed by March of Dimes funds, showed that where animals were strenuously exercised, twice as many of them exposed to the virus developed more severe forms of infantile paralysis than did those which had rested quietly in their cages.

The studies indicate, the National Foundation points out, the wisdom of avoiding extreme fatigue is a worthwhile precaution in the polio danger months—June through September.

The studies indicate, the National Foundation points out, the wisdom of avoiding extreme fatigue is a worthwhile precaution in the polio danger months—June through September.



RAILROAD ACCIDENTS

Nine-month death total—2,762; down 12 percent from 1947. Injuries decreased 11 per cent to 32,549.

Grade crossing deaths were down 14 per cent; injuries, 1 per cent.

Passenger deaths numbered 35, a 40 per cent drop from 1947.

Trespasser deaths numbered 1,087, a decrease of 1 per cent from 1947.

AIRPLANE ACCIDENTS

There were five fatal scheduled air carrier accidents in 1948 in passenger-carrying operations. Death totals were: 83 passengers and 15 crew members. The passenger death rate per 100,000,000 passenger-miles, based on preliminary information, was 1.4 compared to the 1947 rate of 3.2.

HOME ACCIDENTS

Killed—34,500. Up 1 per cent from 1947.

Injured—5,200,000.

Cost—\$700,000,000.

The increase was chiefly in deaths of persons 65 years old and older, although children 5 to 14 years old had a small increase. Other age groups either had the same number of deaths as in 1947, or small decreases.

MILITARY PERSONNEL

The estimated accidental death toll for 1948 was 1,200, an 8 per cent decrease from 1947. Armed forces in the U. S. decreased slightly in number during the year.

FIRE LOSSES

The value of property destroyed by fire in 1948 was \$711,000,000, or 3 per cent more than in 1947.

In the movies, when grapefruit squirts in the eye, it's sure to get a laugh. But it's *no joke* when a chip smashes your eye. Keep those goggles on!

See you next issue.

Jack Shirley

THE INTERIM REVIEW

Pictured here are some of the events which would have been news in one of the Plain Talks had your editor been able to get one out ere now. While not posing as news at this late date they are events which may be of interest still as they concern things, places, or people who have been making news during the previous few months.



VICE-PRESIDENT GEORGE R. FULTON STARTS THE DIRT FLYING on the \$4,000,000 Riverside Station expansion project which will see the plant doubled in size and capacity by midsummer of 1950. A 40,000 kilowatt turbo-generator will be added to the present unit of 35,000 kw capacity, and a boiler of 400,000 pounds of steam per hour capacity will be added. Work on the job is proceeding on schedule.

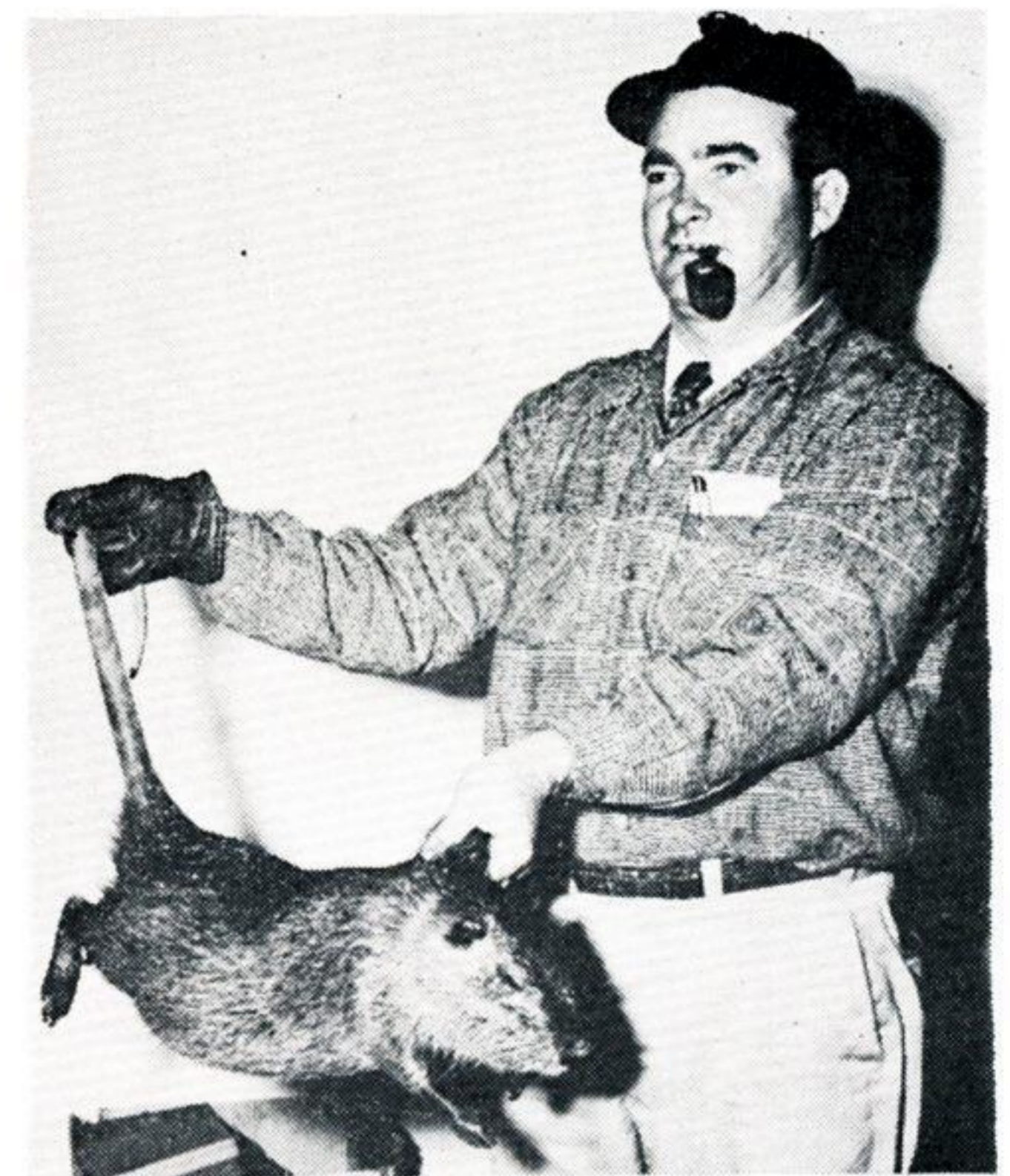
Shown on the "firing line" with Mr. Fulton are, from left to right, Vice-President H. C. Leonard of Baton Rouge; J. A. Reich, system superintendent of production, of Beaumont; R. J. Robertson, superintendent of production for Louisiana, of Baton Rouge; and R. H. Lawton, superintendent of Riverside Station.



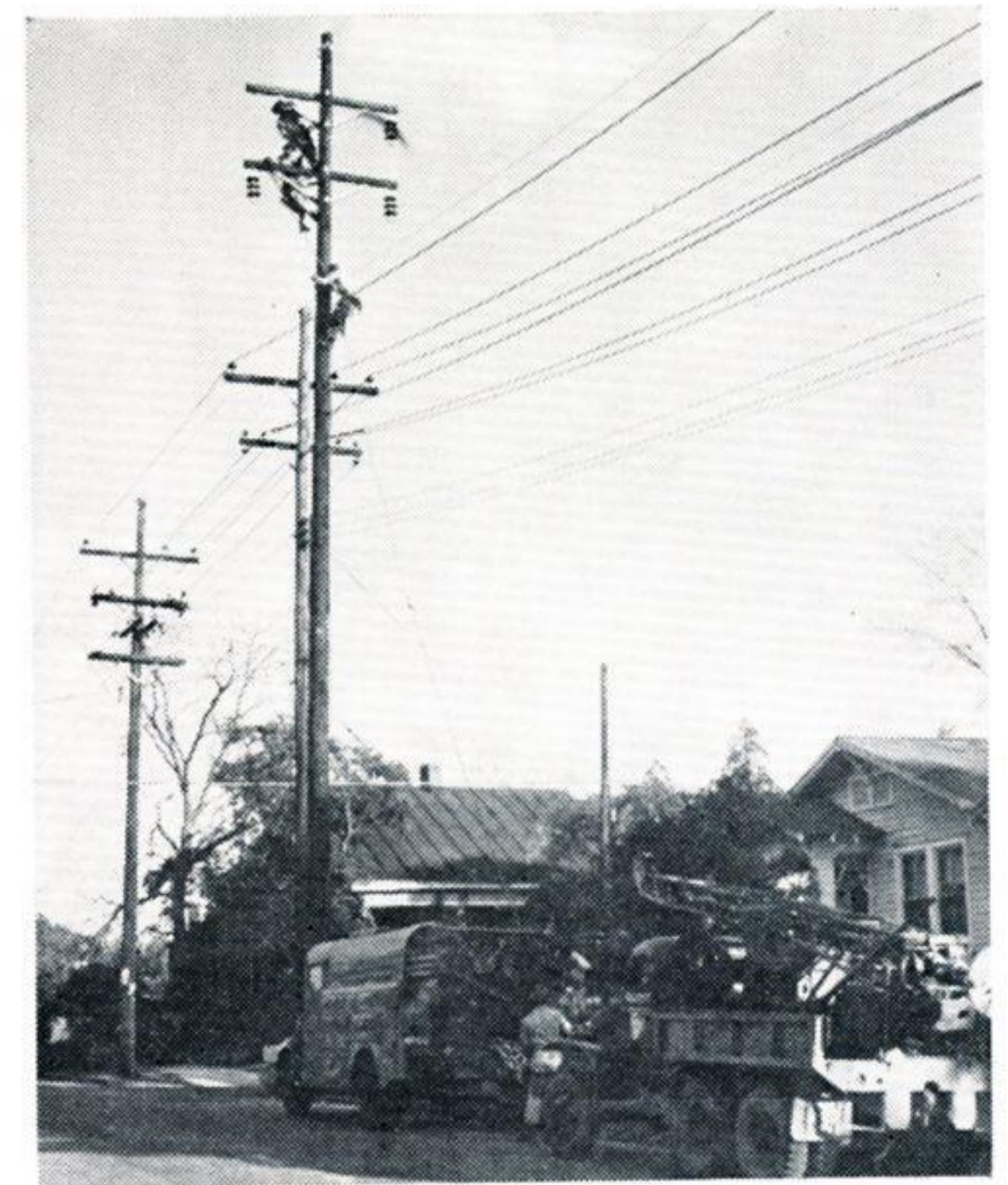
NINETEEN NEW STREET LIGHTS now illuminate the village of Addis, located across the river from Baton Rouge. The Village officials (four men on the left) are being presented a lighting fixture, typical of the equipment in the new system, by W. A. Efferson, local superintendent, and A. B. Wilson, rural district superintendent. The company received sincere congratulations for its work in effecting the fine installation to replace the old type lamps, of which only four, located near the depot, served the entire town.

Plain Talks

START ON FUR COAT . . .



Awhile back before the weather started warming up District Serviceman M. M. Miller of Opelousas made one last hunting trip near the Port Barre oil fields at Courtableau and this is one of his prize hauls. The critter Miller is holding up is a 16-pound muskrat — which when processed and tagged with a three figure sales tag in Ye Olde Dress Shopeee — is a very desirable piece of miladys wardrobe.



More power is assured a section of Baton Rouge by the installation of a 33 kv line along Highland Road, south of the city. Shown doing some of the construction on this new line are Otto Norton, Mac Percle and Phil Levert, who cling to the 65 foot pole to do their work. Their duties impressed Bill Goff to the extent that he took the above picture, of which he is exceptionally proud. These men are members of M. O. Akins' line crew.

Facts Are Facts

The difference between a model woman and a woman model is that the former is a bare possibility and the other is naked fact.



EAST MEETS WEST when Miss Joan D. Quinn of the Navasota High school band, representing Governor Buford Jester of Texas at the New Orleans Mardi Gras celebrations, presented Governor Earl K. Long of Louisiana with a typical Texas hat during a visit to the state capitol building. Miss Quinn is the daughter of C. M. Russels of Louisiana Station. Navasota is near the western extremity of the Gulf States system while Baton Rouge is practically the eastern limit of the system.

Songstress



SONGS, SOUTHERN STYLE, won Mrs. Yvonne Sanders of the Baton Rouge office first place in the Horace Heidt scouting show held in the Capital City a while back.

Her singing was in competition with everything from trumpets to various marimba stylings, but Yvonne topped the best of the competition. The Baton Rouge news account of the show had this to say of Yvonne's singing: "... Yvonne Sanders, vocalist, who won first place among the local youngsters, was very good.

"She has that demure Southern womanhood look and tone of voice ..."

The vocalist, who works in the customers accounting department, has been with the company for three and a half years. She is the mother of a four-year-old son.

**When a Kitchen is Practical and Pretty
Of course, It's Electric**

Short Circuits of B.R. Elect Officers

Big plans are in the offing for employees of the Baton Rouge division who belong to the Short Circuit Club. This club which is a social organization composed of personnel in the entire division who choose to belong, began a new year recently and elected a new group of officers to head activities for the ensuing year. Usually three or four parties or picnics are held during the year, and on every such occasion a large group turns out for the fun.

The new officers are: T. W. Carr, t & d department, president; C. L. Blackwell, production, vice-president; M. D. Voyles, t & d, secretary-treasurer; and directors Howard Chaney, production; Audrey White, accounting; Harry Faulk, gas; M. J. Cunningham, t & d; and Bill Goff, sales.

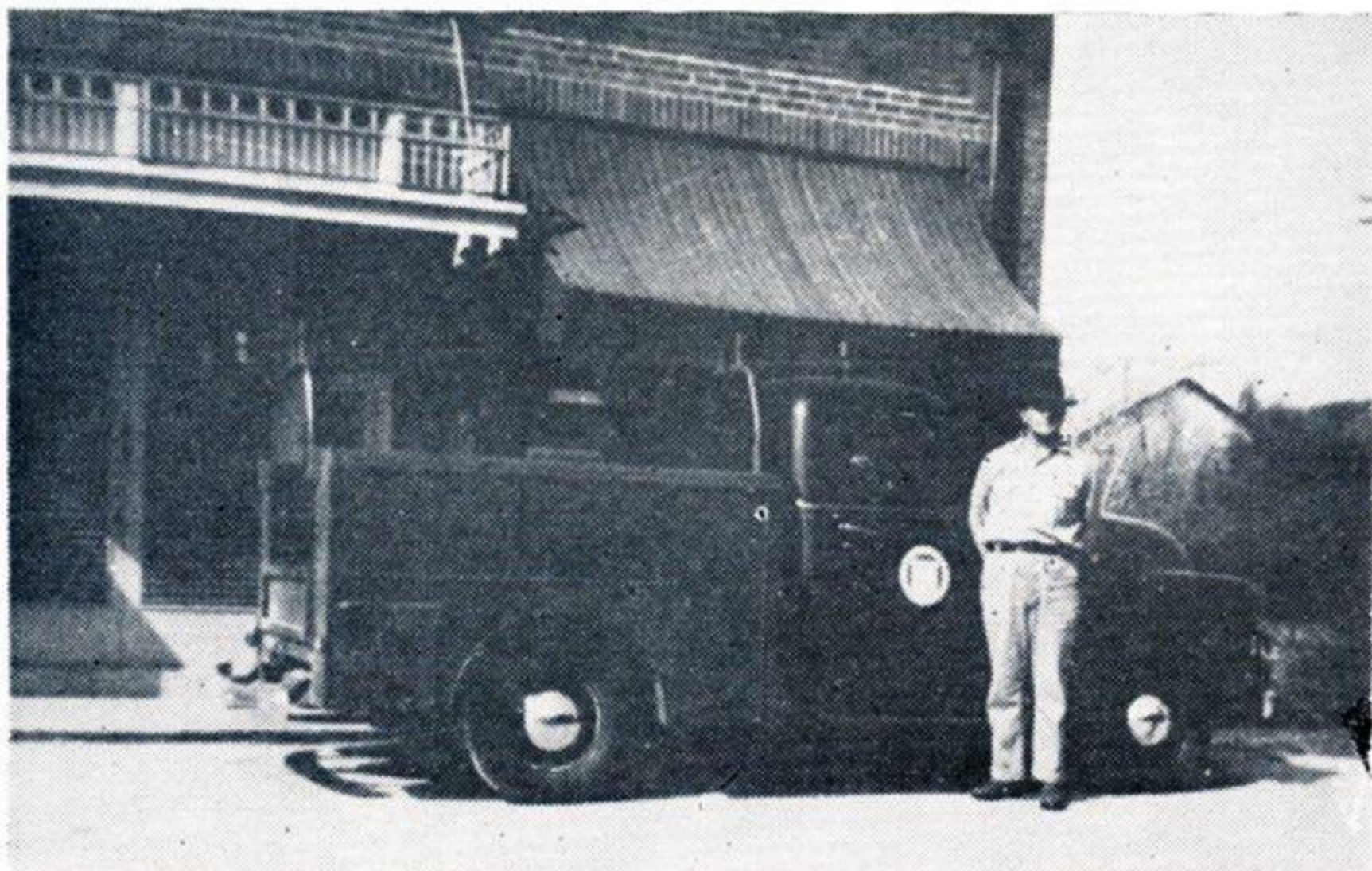
SAY IT ISN'T SO

A contractor stationed his foreman on the other side of a wall in a newly finished dwelling and then called out, "Can you hear me?" "Yes, I can," rejoined the foreman. "Can you see me?" the contractor next called out. "No," replied the foreman. "That," commented the contractor, "is what I call a good wall!"

**When a Kitchen is Practical and Pretty
Of course, It's Electric**



PROGRESS IN GULF STATES is not confined to building buildings, lines and power plants. Here four customer accounts employees are shown working at the latest improvement in the department, the Remington-Rand System of Customer History. This filing system brings to the finger tips of clerks a complete record of customers, service locations and meter records. Prior to the installation of this system, all of this information was not available without separate investigation. Much time is saved by the new system, which covers every meter, customer or location in the company's system. Shown here, from left to right, are Bill Hurt and Doris Squyres of Beaumont, explaining the new set-up to Thelma Caughlin and Helen Pellerin, unit bookkeepers from the Port Arthur office.



"MAKE 'EM HAPPY" Sistrunk, serviceman for the Nederland district, proudly poses in front of his new service truck — the first of its kind in the Port Arthur division. The building is the Nederland office.

K. D. travels quite a good distance around the Nederland-Port Neches area, despite the fact it is a comparatively small district in size. Due to a heavy concentration of houses throughout the area he makes up in number of calls for the shorter distances he travels.

PLAIN TALKS

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Managing Editor—Jerry Stokes

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Miner Fugler.....Gas Dept.
Ella Bee Andre.....Louisiana Station

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Roy Keller.....Beaumont General Office
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Pat Griffith.....Navasota
.....Port Arthur

Editorially Speaking

E-DAY

June 1 was E-Day (Electric Day) in our industry throughout the nation. E-Day is a sort of official declaration that another era has just passed. The sellers market is over.

In Gulf States, E-Day marked the commencement of the first real "old timey selling" sales campaign since before the war. It was the beginning of a three months electric range and water heater sales campaign sponsored by Gulf States among the electric appliance dealers in the company's service area.

At the series of kick-off meetings launching the drive, some of the "old timers" in the sales department cut up like an old fire hoss hearing the fire bell clang. To them E-Day meant, "let us at 'em, we'll show 'em how we built this business." Some of them will modestly admit this. And maybe they have something.

Of course, everyone knows that salesmen didn't build the electric business — not by themselves. There were engineers, power plant men, linemen, lawyers, financiers, clerks, accountants and all the rest. But, sure enough, selling, in all its phases, created the desire to use the product that all those other people made. If it weren't for the salesmen a lot of folk would be satisfied with oil lamps, brooms, wood stoves, and ice boxes. Consequently a lot of Gulf Staters wouldn't be needed because regardless of how good engineers and the rest could make electricity — if nobody used it there would be no use going to the trouble.

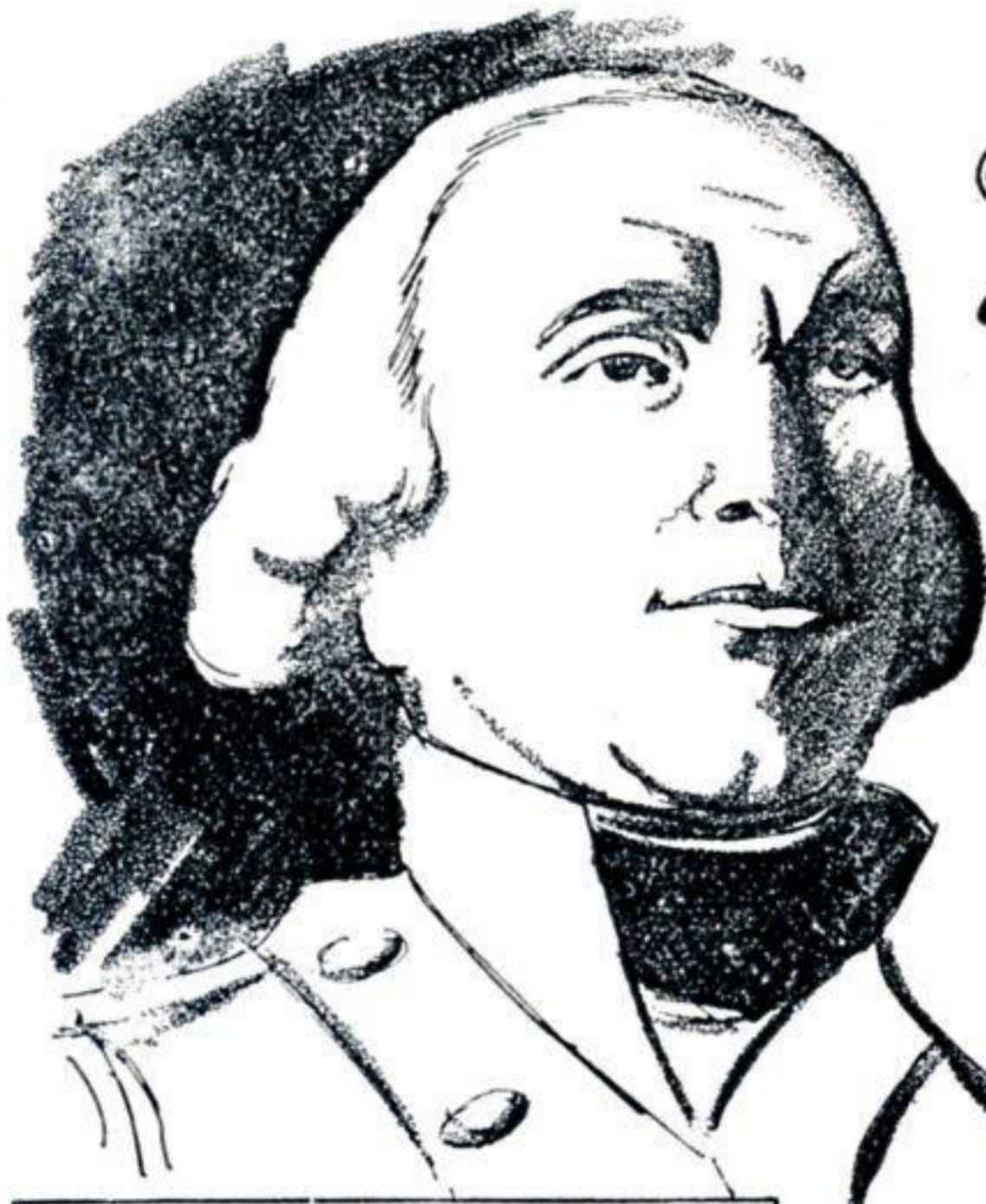
Gulf States is spending over \$100,000,000 to provide an adequate, dependable supply of electric power for years to come. That means that by the time this construction program is over there's going to be some excess power to sell. And its going to take salesmen to sell it. Electric ranges, water heaters, air conditioners, lights — all those things that use electric power, are going to have to be SOLD — sold like they used to be, too. You don't have to have a friend to be able to buy things anymore.

So, salesmen — **salesmen**, that is, may have something after all. The rest of us are probably willing to admit by now that maybe he's a pretty good Joe to have around.

Parker Allen and his residential sales staff have set a sales bogey of 2500 ranges and 500 water heaters for the three months campaign. They have a job to do — and a big one. It will be an interesting campaign and every Gulf Stater will be keeping his eye on its progress and pulling for its success.

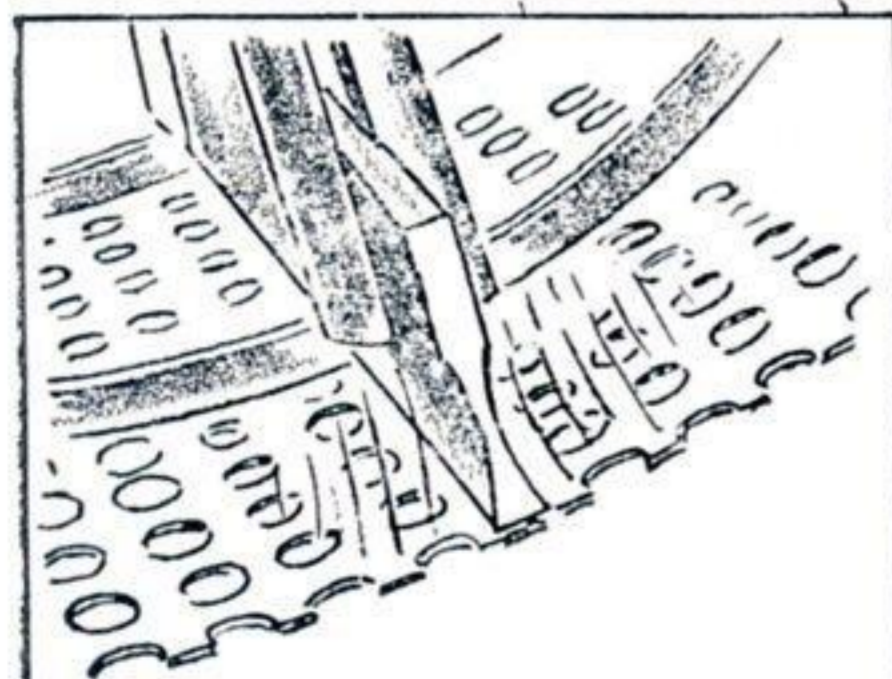
When a Kitchen is Practical and Pretty
Of course, It's Electric

Facts File . . .

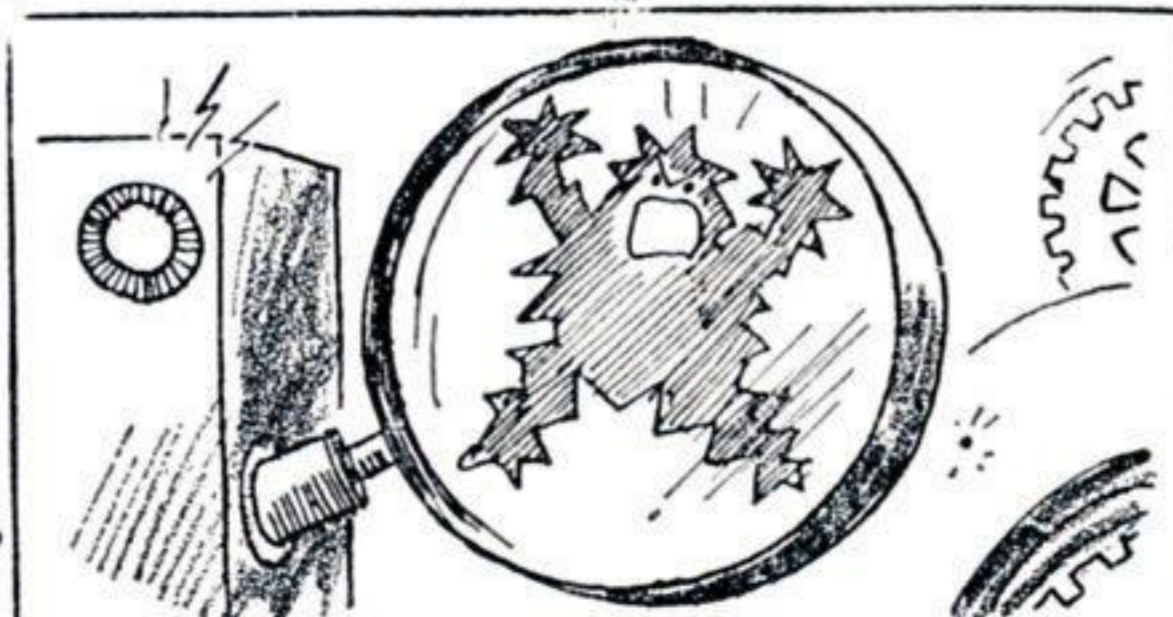


CHARLES-AUGUSTIN
de COULOMB
(1736 - 1806)

FRENCH PHYSICIST WAS THE FIRST TO APPLY MATHEMATICS TO ELECTRICITY — DISCOVERED THAT ELECTRICAL FORCE OBEYS THE SAME LAW AS FORCE OF GRAVITATION — THE "COULOMB," UNIT OF ELECTRICAL QUANTITY, NAMED FOR HIM ---

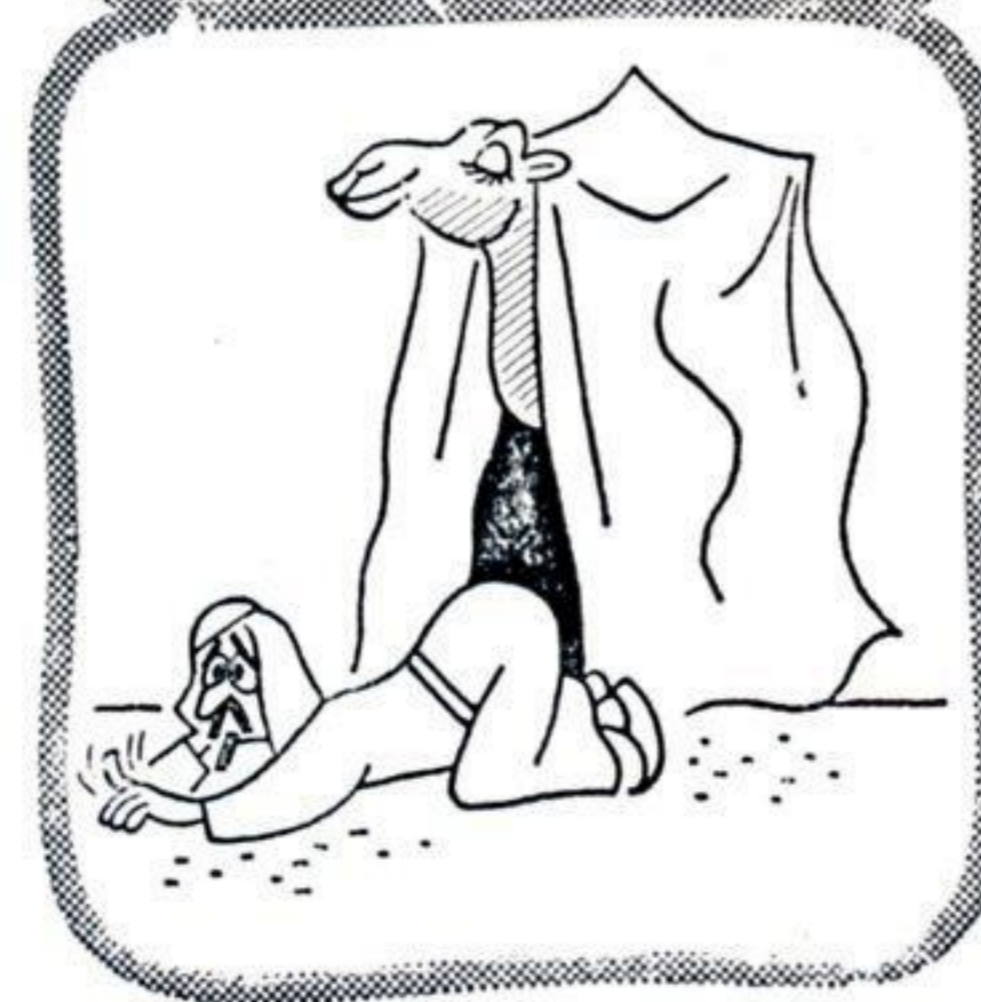


CUTTERS IN ELECTRIC SHAVERS MAKE AS MANY AS 12,000,000 SHAVING MOTIONS A MINUTE....



AN ELECTRONIC DEVICE, PERFECTED BY AN ELECTRICAL MANUFACTURER TO COMBAT THE TOLL OF FRICTION IN INDUSTRIAL MACHINERY, CAN SPOT UNBALANCE CAUSED BY A SPECK OF DUST...

the camel that broke the man's back



Remember the old story about the merchant and the camel? It was a cold night, and the camel begged to warm his nose — only his nose — in the tent. Then what happened? Little by little, the camel inched in his shoulders, his front legs — until he took over the whole tent. And the merchant was out in the cold.

That's how government agencies are inching their way into the electric business. First, public funds were set aside to build dams — for flood control and navigation. Then it was argued that the water behind the dams could be used to make electricity.

That led to the building of power lines, and then to more dams, more lines, and so on. Now these same agencies want more millions of dollars to build fuel-burning power plants — which have nothing to do with floods or navigation at all.

Yes, the camel of State Socialism is creeping farther and farther into the tent of the electric business. What it is doing here it can do in other industries. For when a government can enter one business in unfair competition with its own citizens, it is but a short step to entering all businesses — and eventually taking over all businesses.

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.



SERVICE

AWARDS

G.S.U.



DEPENDABLE
GULF STATES
UTILITIES
CO.
PUBLIC SERVICE

DEPENDABLE
GULF STATES
UTILITIES
CO.
PUBLIC SERVICE

SANDY

SANDY DIFER

GULF STATES
UTILITIES
CO.

GULF STATES
UTILITIES
CO.

