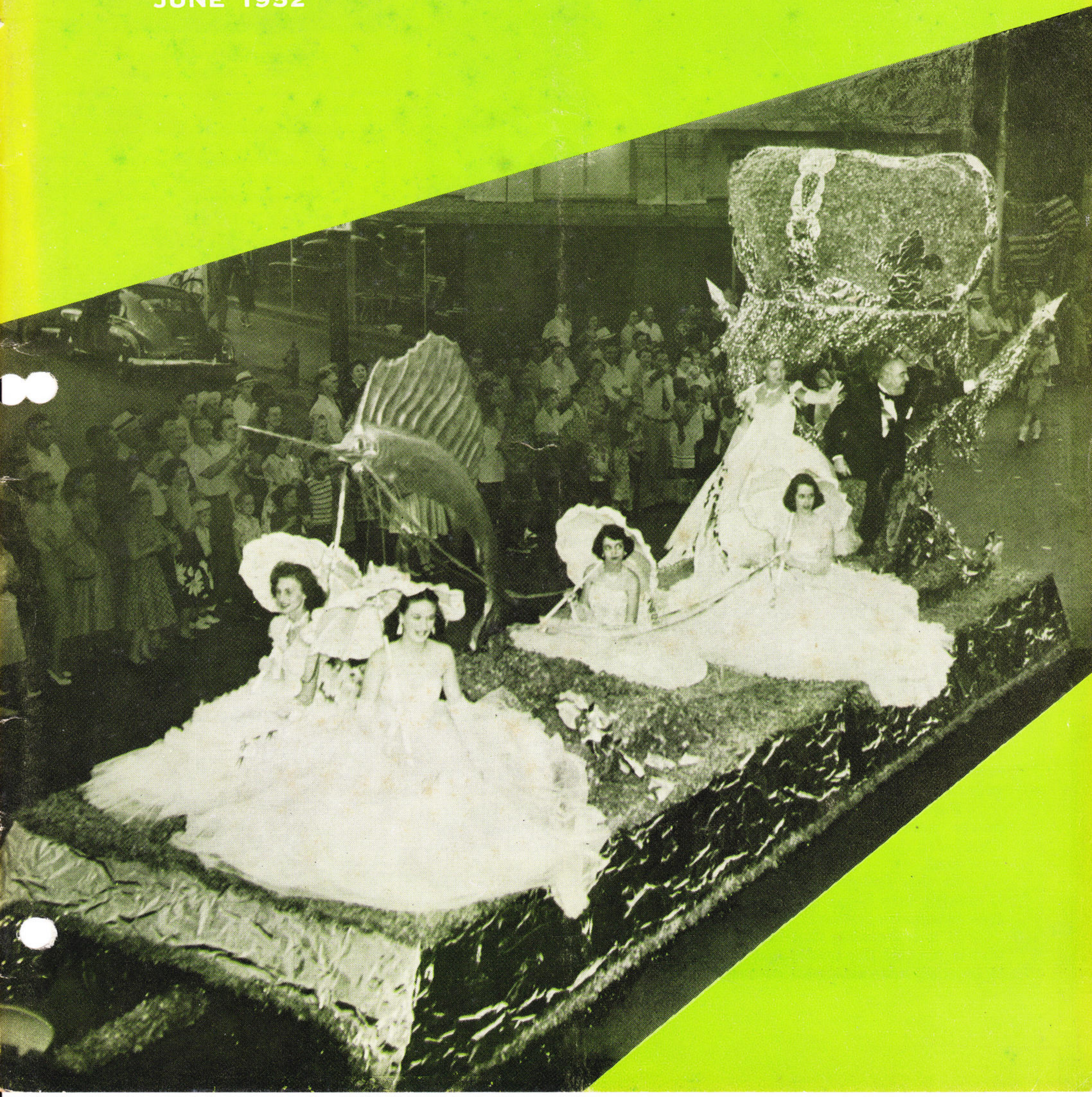


Plain Talks

JUNE 1952

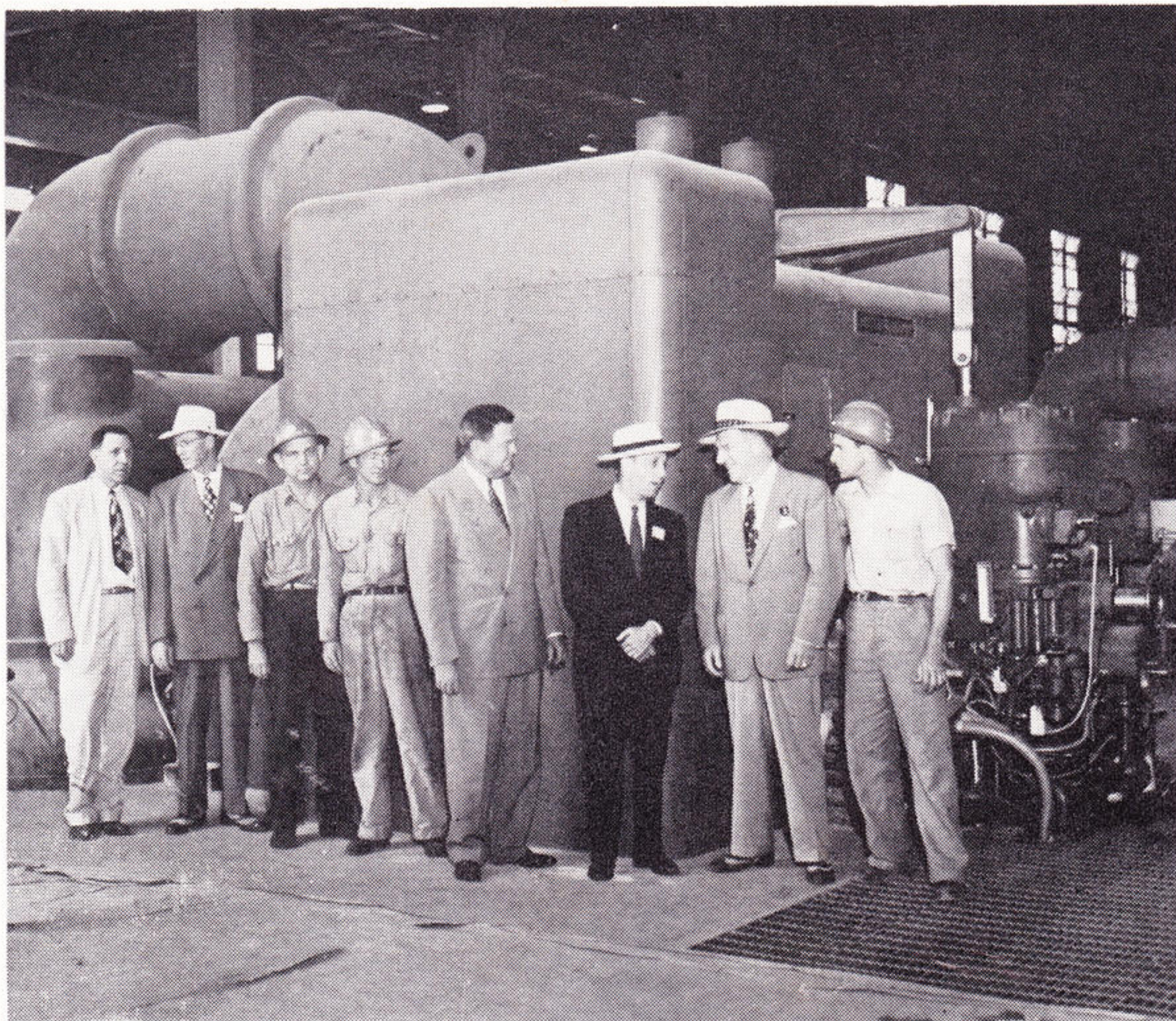


More Power for More Progress

Final tests on Gulf States latest addition to its generating facilities were made during the closing days of May when No. 6 unit at Neches Station was declared "formally" in operation.

This unit added 66,000 kilowatts and boosts the system capability well past the one-half million mark.

No fanfare accompanied the initial operation of this big machine but to record the event properly President Roy Nelson and representatives of the Beaumont chamber of commerce visited the plant and had their picture made in front of No. 6. The picture was used in the local newspaper and later evoked an editorial in the paper. The editorial is reprinted below.



NECHES STATION'S NEW TURBO-GENERATOR gets visit from Beaumont business leaders. Left to right are H. C. LeVois, GSU system superintendent of industrial and commercial sales; Ray Hedges, manager of the Beaumont chamber of commerce industrial department; Ottis Parker and Vernon Holland of Neches; T. T. Hunt, president of the chamber of commerce; President Roy Nelson and J. V. Layson, also of Neches.

ELECTRICITY TO GROW ON

The important thing about Gulf States Utilities' new unit at the Neches power station is that the big electric production plant is keeping ahead of needs.

Capable of turning out 264,000 kilowatts, the producing center on the Neches river is now prepared for the anticipated expansion of the industries of the Sabine area. That covers not only enlargement of the present establishments but new concerns which may locate here.

Gulf States is no government-subsidized power project. It represents investment of the savings of thousands of citizens in a privately operated concern designed to yield a profit.

Farsighted management of this electrical firm is developing a power network that extends from Baton Rouge through Lake Charles to the Beaumont-Port Arthur-Orange industrial triangle and westward.

In this fast-growing manufacturing belt along the Gulf coast is coming into being one of the nation's greatest strongholds of the free enterprise system.

It is reassuring that the power plant which turns the wheels is also a part of the traditional American way of doing business and is meeting adequately all demands upon it.

Editorial—Beaumont Enterprise

PLAIN TALKS



*A magazine for employees of
Gulf States Utilities Company*

Vol. 30, No. 5

June, 1952

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Ella Andre Wendt.....Louisiana Station

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Tom Stiteler.....Beaumont Line
Minnie Wilbanks.....Beaumont T & D
Tennie DeVore.....Liberty District
Naomi Haynes.....Neches Station
Sheelah Barron.....Orange District
Lois Day.....Silsbee District

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Fay Denny.....Lake Charles Division
Betty Guidry.....Lake Charles T & D
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Pat Peveto.....Sulphur District

NAVASOTA DIVISION

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Alma Greathouse.....Caldwell District
Louise Satory.....Calvert District
Jane Bazzoon.....Cleveland District
Raymond T. Wright.....Huntsville District
I. C. Moore.....Madisonville District
Ethel Doan.....Navasota District
Jeanette Sangster.....Navasota Division

PORT ARTHUR DIVISION

Wanda Hubbard.....Lakeside Plant
Elizabeth Whatley.....Nederland & Port Neches
Rosemary Vaught.....Port Arthur Division
Loraine Dunham.....Port Arthur T & D

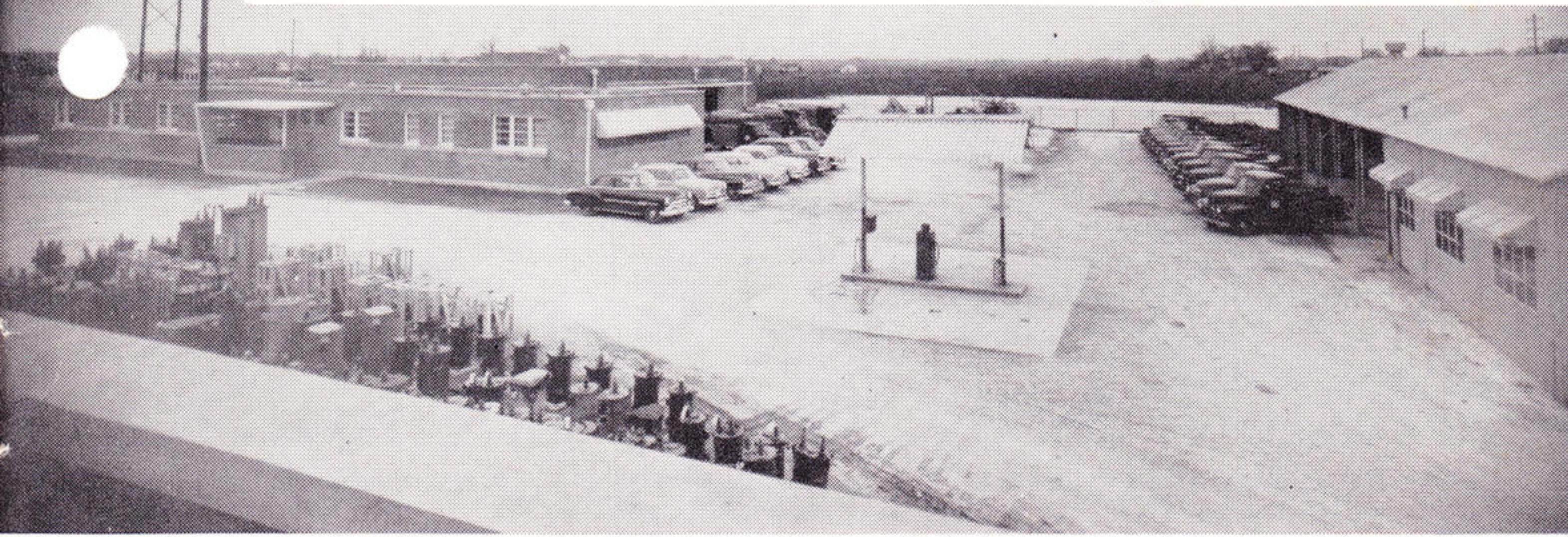
PHOTOGRAPHERS

Jim Turner.....Baton Rouge
Jerry Stokes.....Beaumont
Charles DeCuir.....Port Arthur
Lloyd Clements.....Lake Charles
Pat Griffith.....Navasota

OUR COVER

Probably the biggest event of Beaumont's annual Neches River Festival is the Parade, in which Gulf States always participates. The judges this year selected Miss Janie Nelson, daughter of Mr. and Mrs. Roy S. Nelson, as Festival Queen. By coincidence, the Company float was chosen to carry the King and Queen in the parade, and the result is depicted on our cover. The Queen is seen here with her Royal Consort, Walter Casey, popular hotel operator, as they wave to part of the crowd of 60,000 who lined the route.

LAFAYETTE, we are here!



LAFAYETTE'S SERVICE CENTER, built in 1951, is now one of the finest and most modern small service centers in the system. The air-conditioned brick building houses three shops, engineering department, seven offices, store-room and mens' locker room. This picture was made from the top of the office building.

LAFA YETTE area residents know by now that regardless of how fast and great their progress and growth may be, Reddy's ready for 'em!

Although the city of Lafayette itself is not served by Gulf States, its adjacent area plus the surrounding rural territory and the greater portion of the Gulf Coast in Southwest Louisiana is. This section, according to the loyal Lafayette Gulf Staters, is the fastest growing and most promising in the company's operations. As a matter of fact, the Lake Charles division is the fastest growing division of the five making up the GSU system. And, say the good people from the heart of the Cajun country, Lafayette district is responsible for this record.

Regardless of the claims, with which Plain Talks is not taking issue, Gulf States is 'ready for anything' in the Lafayette district. Events within the past year prove it.

The first improvement, electrically speaking, to come to the area was GSU's big "Backbone" transmission line. This 138,000 volt line connected Lafayette with two of the company's main generating stations, both within a distance of 80 miles. A big switching station located less than a mile from the Lafayette substation added

to the city's importance as a main terminal point in the system. Next, the local substation itself was rebuilt and enlarged to make it one of the major load centers in the division.

Today this station has a capacity of 50,000 kva at 138/69/34.5 kv, whereas

only four short years ago it had a mere total of 10,000 kva. In addition to the local ability to handle load, two other stations, Abbeville and New Iberia, have 10,000 kva stations, making overall capacity a whopping 70,000 kva.

Keeping pace with the new facilities to receive and transmit large blocks of power, the district also acquired a new home only last summer when the district office building just west of the city limits line was dedicated to public use. Open house for this office, one of the prettiest in the system, attracted visitors from 34 neighboring towns and communities.

Latest plant addition to the district facilities is the service center, which, located at the rear of the office, makes a close knit, efficient headquarters for the forces servicing Lafayette suburbs and the rest of the district. This t & d building was built in 1951 and occupied around the end of the year.

(Please turn to Page 29)

LAFAYETTE DISTRICT T & D EMPLOYEES are seen below. They are (kneeling, left to right): Corbett LeBlanc, Jack Peck, Claude Patin, Russell Bonnet, Gervis Richard, Bernard Wiltz, M. M. Miller, Wilfred Duhon, Honore Miller, Sidney Ayo, Hugh Holland, Douglas Provost, Culen Rome, Paul Broussard, Harold Airhart, F. B. Sonnier (supervisor t. & d.), Joseph Gallet, Robert Domingue, James Daigle, Ivy Becnel, John DeRousselle and Joseph Angelle.

STANDING: Lester Gauthier, James Richardson, L. J. Pitre, A. B. Mitchell, Rufus Mier, Donald Boudreaux, Roy Jardell, John Prejean, J. K. Powell, Horace Trahan, Leroy Boutin, Dale Desormeaux, R. E. Compton, A. J. Dubus (superintendent), Renix Broussard, Catherine Foret, E. Rauschenberg (gen. line foreman), Luther Gallet, Charles Gary, Oray Hernandez, Julian Perry, Ralph Broussard, Eugene Mouton, John Landry, Harold Beaugh, Elmer Sudderth, Fredy LeBlanc, Chester Farmer, George St. Julian and Gilbert Broussard.

Other employees at Lafayette are: Henry Buckalew, J. J. Hopkins, Paul Dugas, Marshall Zenon, Henry Legnon, Thomas Thayer, Otto Hebert, Myrl Narans, Joyce Fournet, Marguerite Blue, Joyce Clark, Maude Adams, N. P. Broussard, Murphy Guidry, Emick Guidry, O. L. Romero, Germaine Savoy and Whitney Trosclair.



BEAUMONT

"BIG B ON THE NECHES" as it appears from the Southeast is shown in this interesting aerial.

TO Beaumonters, Beaumont and the Neches-Sabine area are the Alpha and Omega. Being Texans, of course, account for some of this smug attitude, but even to other Texans they let it be known that this region is something extra special.

Even neighboring Houston, which has lately come in for a little publicity, they say got its big start from former Beaumonters who felt that Beaumont could do all right on its own. And there is a good deal of truth in what they say.

Since the early 1800's the Sabine-Neches area has been a place of considerable importance. Lying athwart the main throughfare between the East and the Southwest, it assumed prominence at an early age. Never since, say residents here, has it lost its place in the sun. And again, there's a good deal of truth in what they say.

First timber, then cattle and rice made the area wealthy and great. Then in 1901 oil began spewing from the good earth and has continued to do so ever since. It was this oil that really **made** the region.

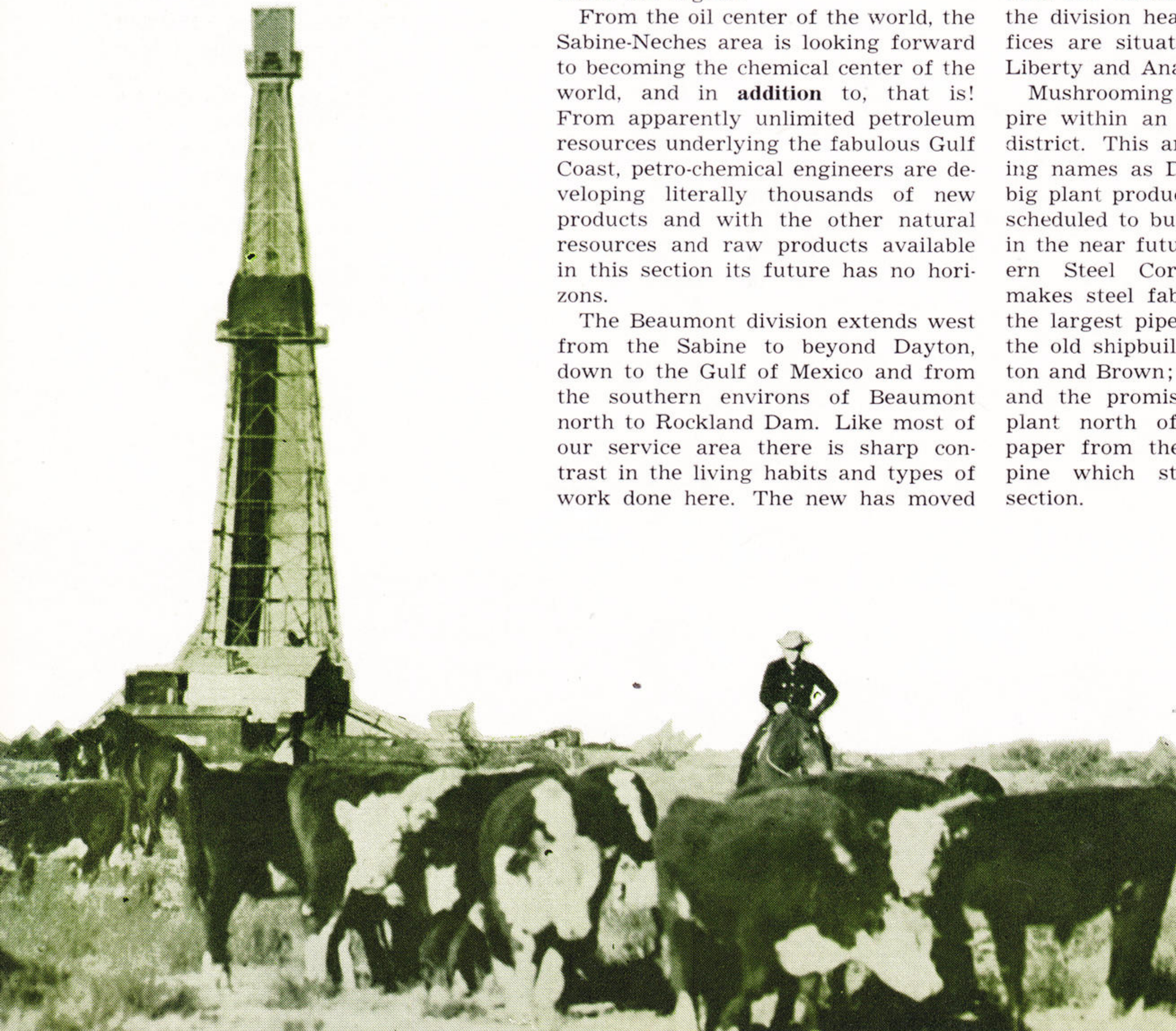
From the oil center of the world, the Sabine-Neches area is looking forward to becoming the chemical center of the world, and in **addition** to, that is! From apparently unlimited petroleum resources underlying the fabulous Gulf Coast, petro-chemical engineers are developing literally thousands of new products and with the other natural resources and raw products available in this section its future has no horizons.

The Beaumont division extends west from the Sabine to beyond Dayton, down to the Gulf of Mexico and from the southern environs of Beaumont north to Rockland Dam. Like most of our service area there is sharp contrast in the living habits and types of work done here. The new has moved

in with the old and coexist harmoniously. Industries so new that even while being built their owners do not know what they will produce, are going up in rice fields and cattle pastures that have nurtured inhabitants here for over a hundred years. Both the natives and the increasing number of newcomers take the situation in stride.

Beaumont is the metropolis of the Beaumont division. Other incorporated cities are Orange, Silsbee, Woodville, Kountze, Sour Lake, Dayton, Liberty and Anahuac. Gulf States' general offices are located in Beaumont as are the division headquarters. District offices are situated in Orange, Silsbee, Liberty and Anahuac.

Mushrooming into an industrial empire within an empire is the Orange district. This area boasts such imposing names as DuPont, which has one big plant producing nylon salt, and is scheduled to build another giant plant in the near future; Consolidated Western Steel Corporation, which now makes steel fabrications and some of the largest pipe made in the country; the old shipbuilding firms of Levings-ton and Brown; the Orange Paper Mill and the promise of a big Champion plant north of Orange for making paper from the abundant growth of pine which stands throughout the section.



Cattle and oil have made Texas and many Texans rich. The Beaumont division has been doubly blest with this combination, as this typical scene shows.



DIVISION

ORANGE, the biggest city in the division outside of Beaumont is shown in the aerial above.

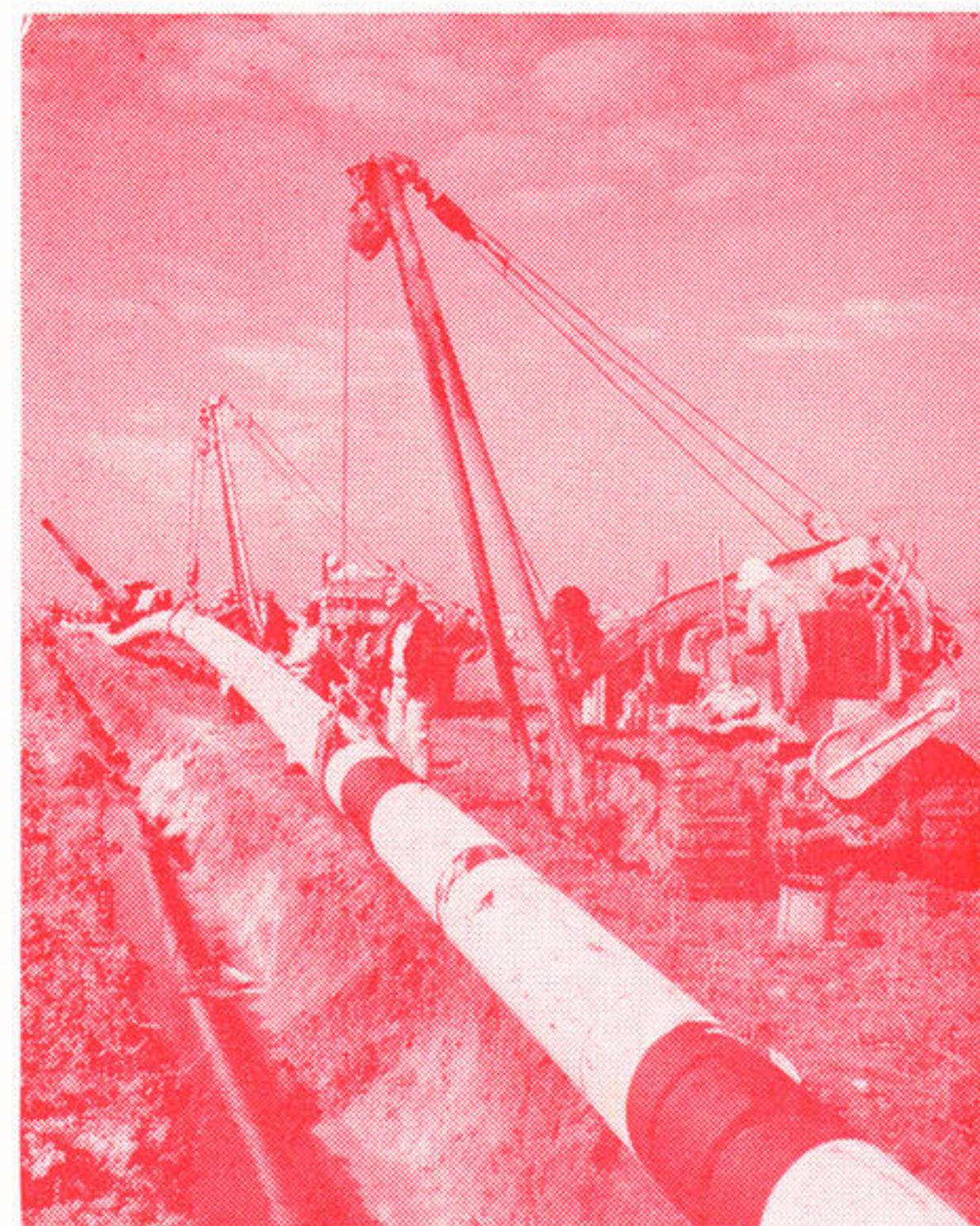
The big Magnolia Petroleum Refinery, practically born in Beaumont, is the largest industry in the division; but a number and variety of others bolster the area economy and play an important part in giving this area the world renown it enjoys. There is the Bethlehem Steel Shipyard, the new Beaumont Texas Gulf Sulphur plant, which during May began taking sulphur from beneath the famous Spindletop, plus another plant at Moss Bluff; Baldwin Locomotive's Beaumont Iron Works; Dresser Industries' International Derrick and Equipment Company; Oil City Brass; International Creosoting Company; Texas Gas Corporation, Winnie; three big rice mills: Comet, Beaumont and Tyrrell and a number of rice dryers; Sun Pipe Line Company and a half dozen pipe line pumping stations including some of the big transcontinental gas lines; lumber mills; a box factory and a number of smaller firms supplying the oil industry.

Rail lines of the Southern Pacific, Missouri Pacific, Kansas City Southern

and the Santa Fe, fine truck lines, airlines and a port ranking with America's tops furnish the area with excellent transportation facilities.

Since last fall the section boasts a new four year college in Lamar Tech which will keep the area industries supplied with the technical sciences necessary for operation and expansion.

An area resident can choose his recreation as his heart desires, this field is wide open. Beaumont, as a member of the Texas League, offers top flight baseball, which although rated AA is some of the fastest outside the majors. Annually many Texas League players step directly into major league berths. Lamar Tech now offers senior college football play for fall and winter diversion, and the college plus many high schools in the vicinity provide all kinds of organized sports for spectators. Four excellent golf courses at Beaumont and Orange give the more active sportsman an opportunity to indulge in this outdoor exercise.

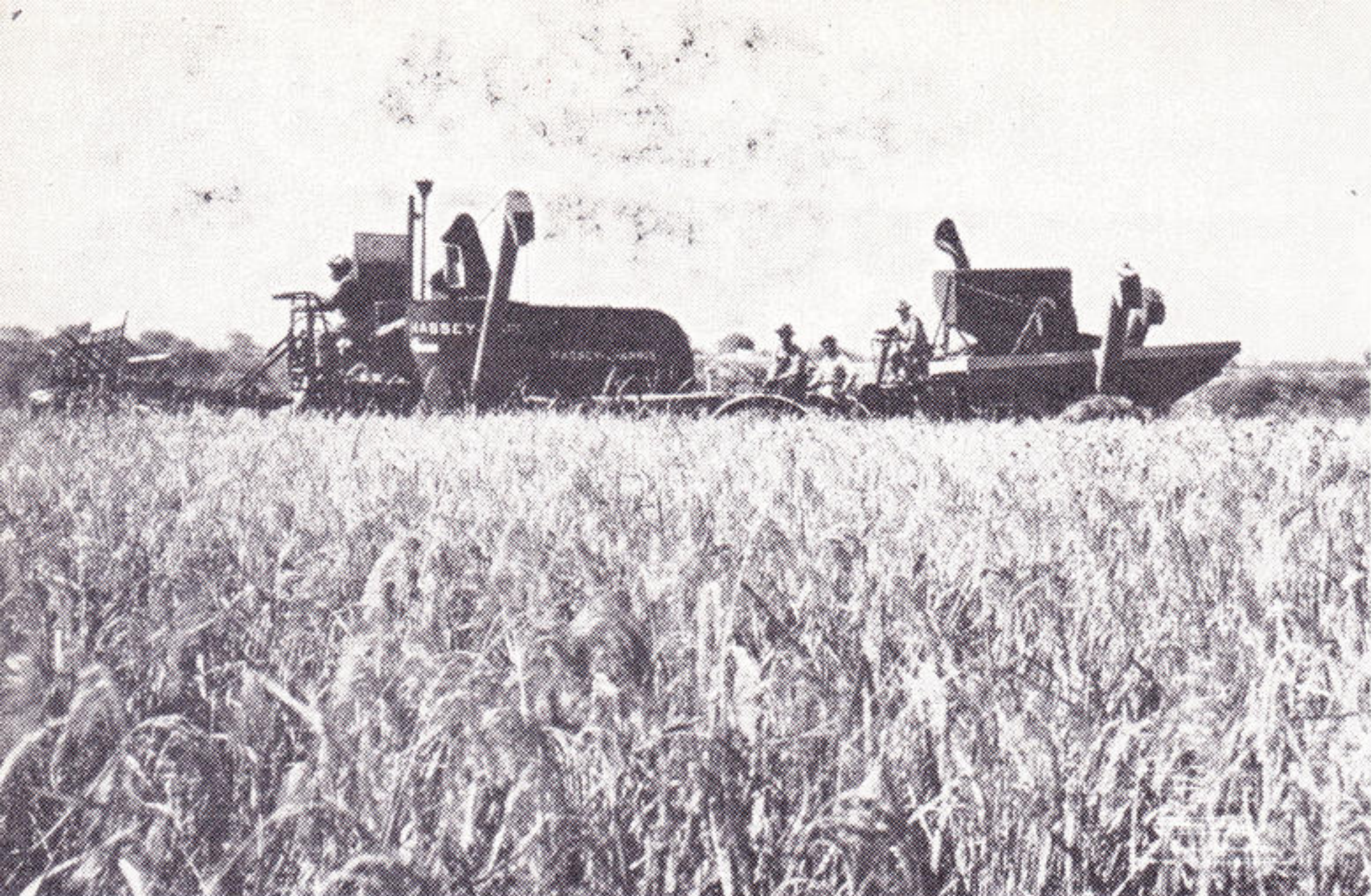


A multi-million dollar business developed since the war has been the transportation of Texas gas, some from this area, to the east. Many miles of such lines as that above were laid through the Beaumont division. Thousands of miles of crude oil lines traverse the area also.

The big boy in the Beaumont division, industrially speaking, is Magnolia Petroleum Company's refinery which is situated on the Neches just

a short way upstream from our own Neches Station. Some 2500 workers are employed at the big Magnolia Refinery plant, shown below.

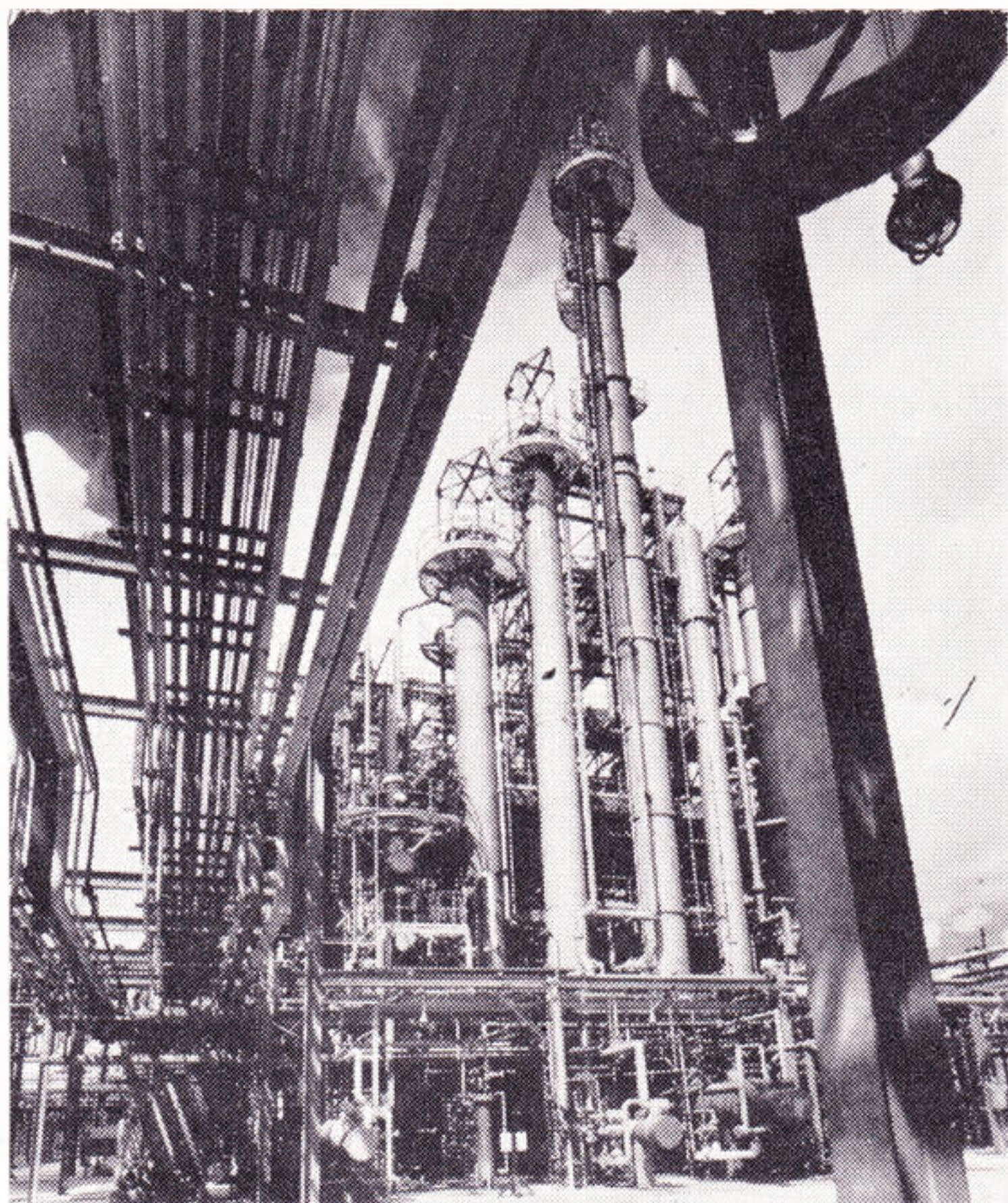




HARVESTING RICE is a familiar scene in the Beaumont area, from where rice is shipped worldwide. Use of combines (above) permit rice to be harvested almost anytime after maturity and dried later in driers. In recent years driers have themselves grown into one of the area's big industries. Rice has been a major area crop for about a century.



BEAUMONT'S DOCKS, where this picture was taken, (note uptown buildings in background) play an important role in the economy of the Beaumont division. Recent impetus given the port business, such as the big banana deal made within the past few months, indicates still greater importance for the area as a shipping center. The area has three ports.



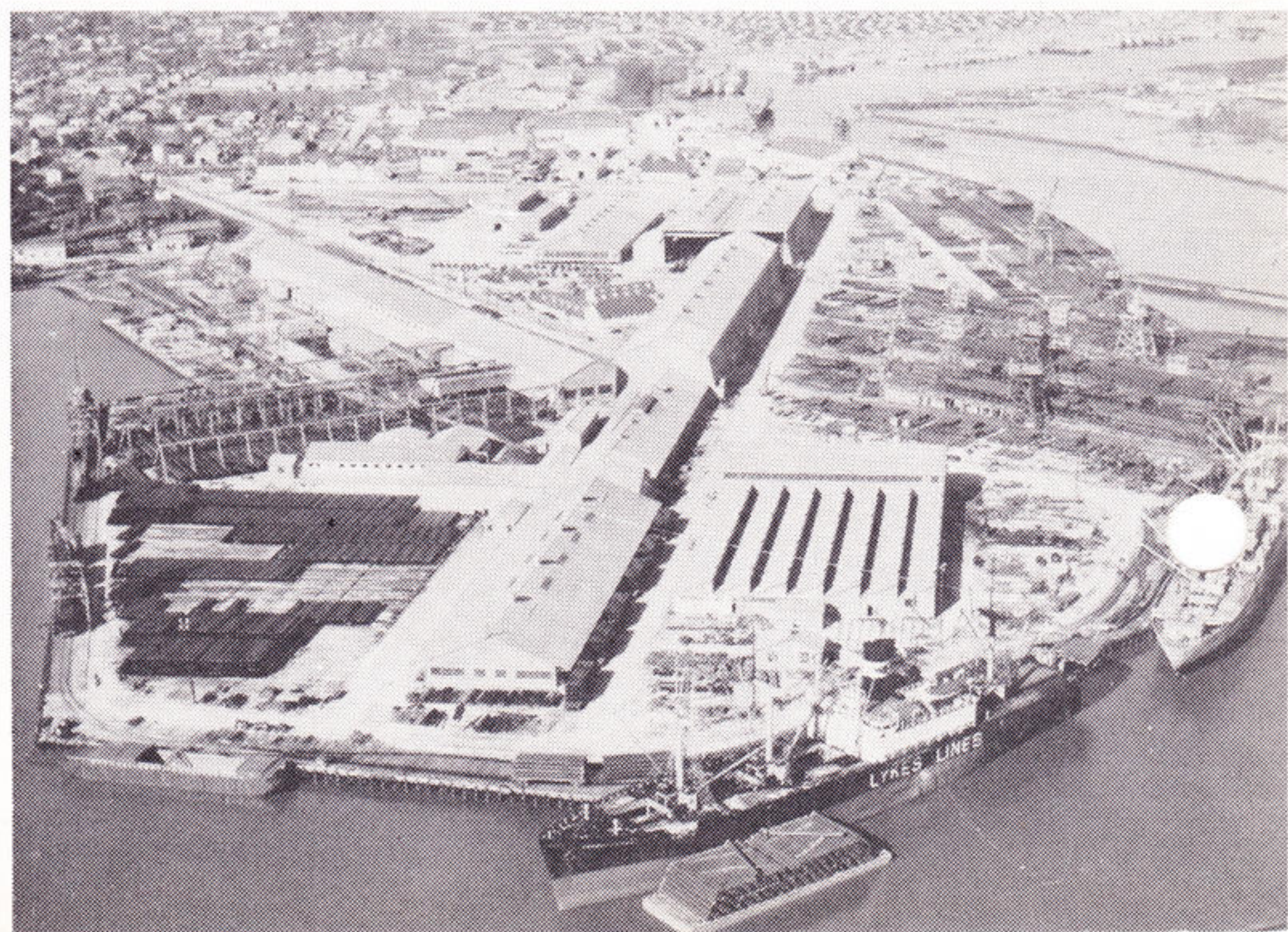
DUPONT'S SABINE RIVER WORKS located south of Orange, is one of the area's newest and most promising industries. Processing petroleum and chemical products, through equipment like that above, this famous industry produces the nylon intermediates methynol and polythene plastics.

WHERE SHIPS GO DOWN TO SEA there are people to build and repair them. This Beaumont shipyard, (below) now operated by the Bethlehem Steel Company, built ships for two world wars. Now, however, the yard just repairs ships, fabricates steel and builds barges for the oil industry and other peacetime uses.



SPINDLETOP is probably one of the world's most important landmarks, for it was here that the oil industry was born in 1901 when Lucas gusher roared in. The monument above stands on the spot of this famous oil well. The shaft was dedicated in 1941.

ANOTHER BIG WARTIME SHIPYARD was the Consolidated Western Yard located at Orange. Like other area yards, this one too has converted to peacetime business, and now makes steel fabrications. The yard is probably best known for its pipe, which is the biggest in the Southwest. Pipe lines use lots of it.



Traveling In Gulf States

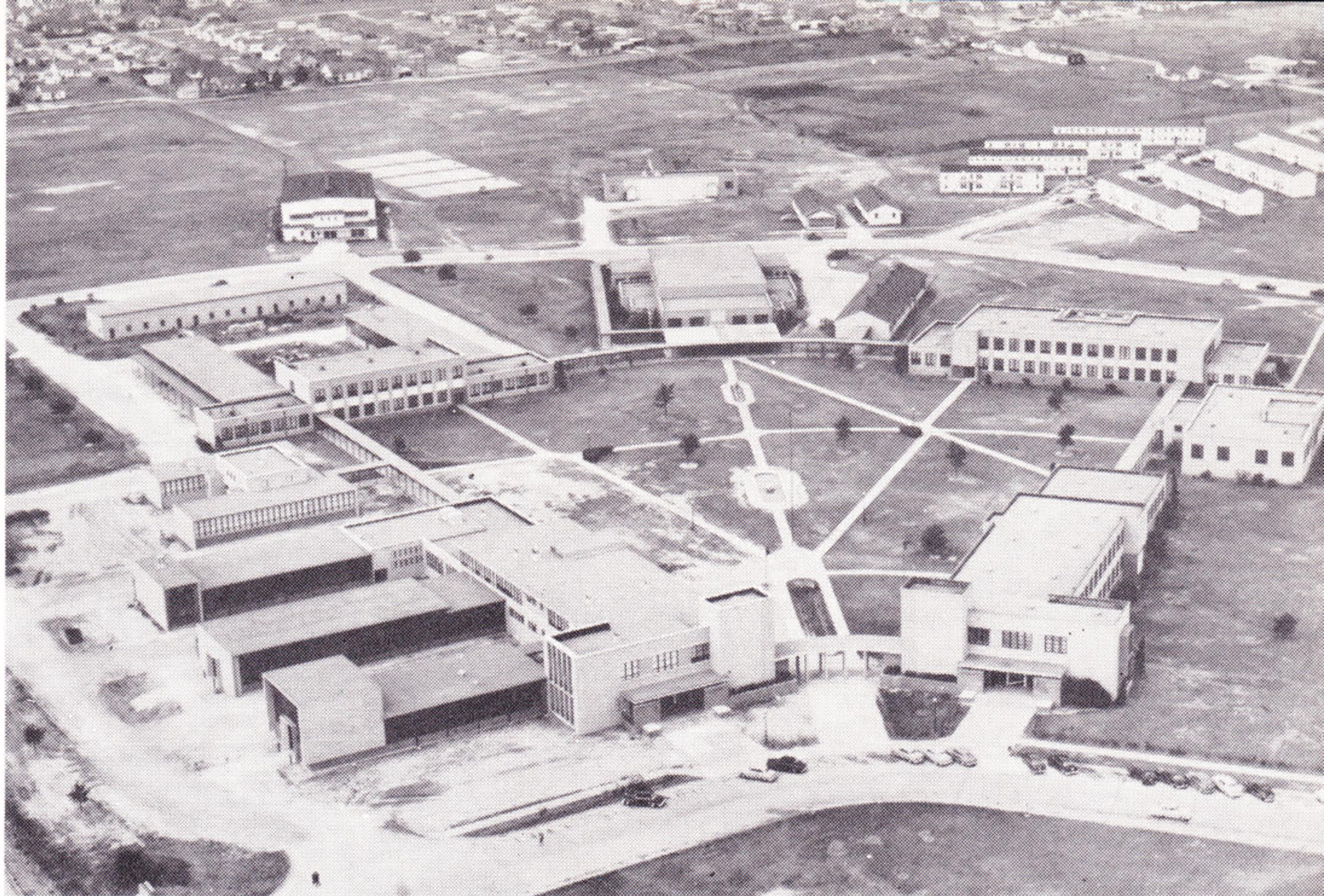
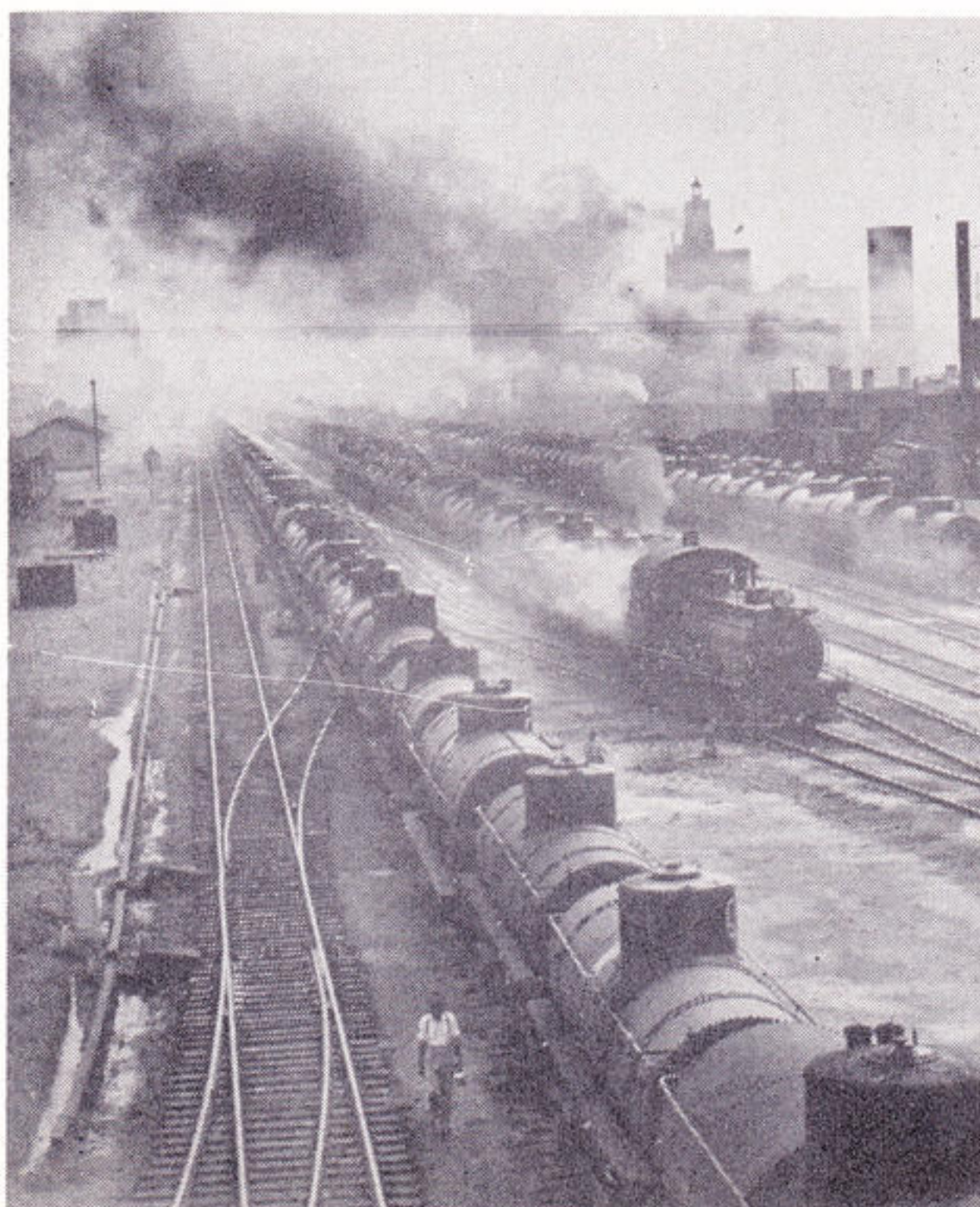
BEAUMONT DIVISION

Beaumont's annual Neches River Festival is one of the city's and the area's big festive occasions and besides the usual gala social functions a big street parade and one of the nation's top speed boat racing events garnish the sports calendar. The South Texas State Fair at Beaumont is an institution with area residents. Every fall thousands of Texans and Louisianians visit the fair for the fine exhibits and the fun to be found at any time during the ten day exposition.

But it is in the natural attractions that the outdoor-loving resident find greatest delight. Take what you want, lakes, rivers, salt water, beaches, hills, woods, wild-west like ranches—they're here. Hunting, fishing, swimming, hiking, camping, or just plain communing with nature—you can have them within a radius of 50 miles from Beaumont.

Considering all the natural and man made attractions of the area, the abundant natural resources existing here and the impetus given to development of these endowments since the last war, it is no wonder that this section extending in all directions from Beaumont has been called "nature's wonderland," "America's New Frontier," and "the gold coast of the Gulf coast." The area is destined to bring realization to these almost extravagant appealations, and soon!

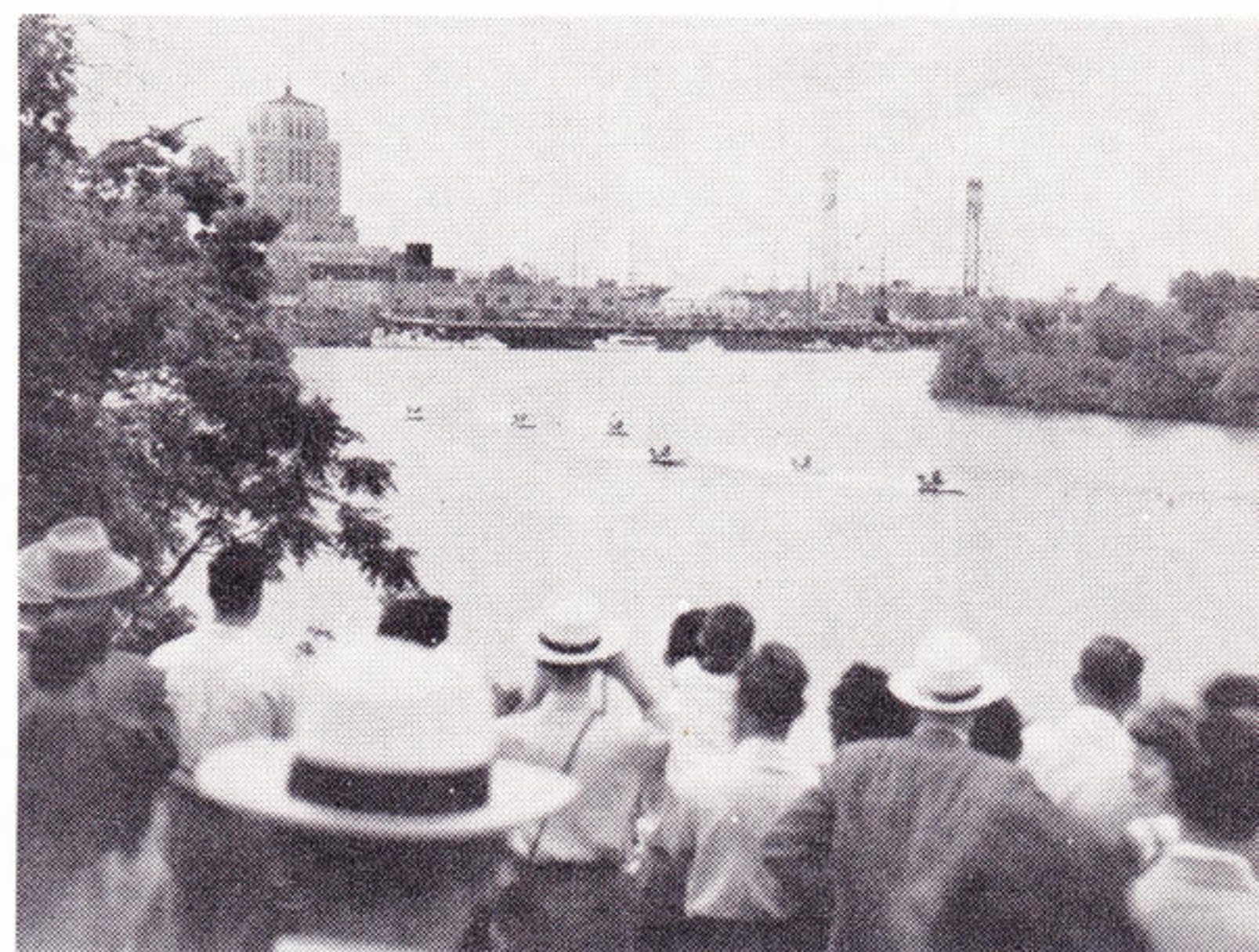
RAILROADS, though vital to progress and prosperity, are a woe to Beaumonters. Tracks of four major lines crisscross the town and two lines go through the business district. Plans have been made for rerouting these tracks and building overpasses for some so that they will not interfere with vehicular traffic.



LAMAR TECH, Beaumont's new four year technological college, has stimulated much pride and interest on the part of Southeast Texans. This college was created primarily to furnish the area's petroleum and chemical industries with trained personnel. Keeping abreast of these industry needs is a responsibility Lamar can now fill.



GOLFING is becoming more and more popular as a recreation for everyone. This picture was taken on one of the three Beaumont courses.



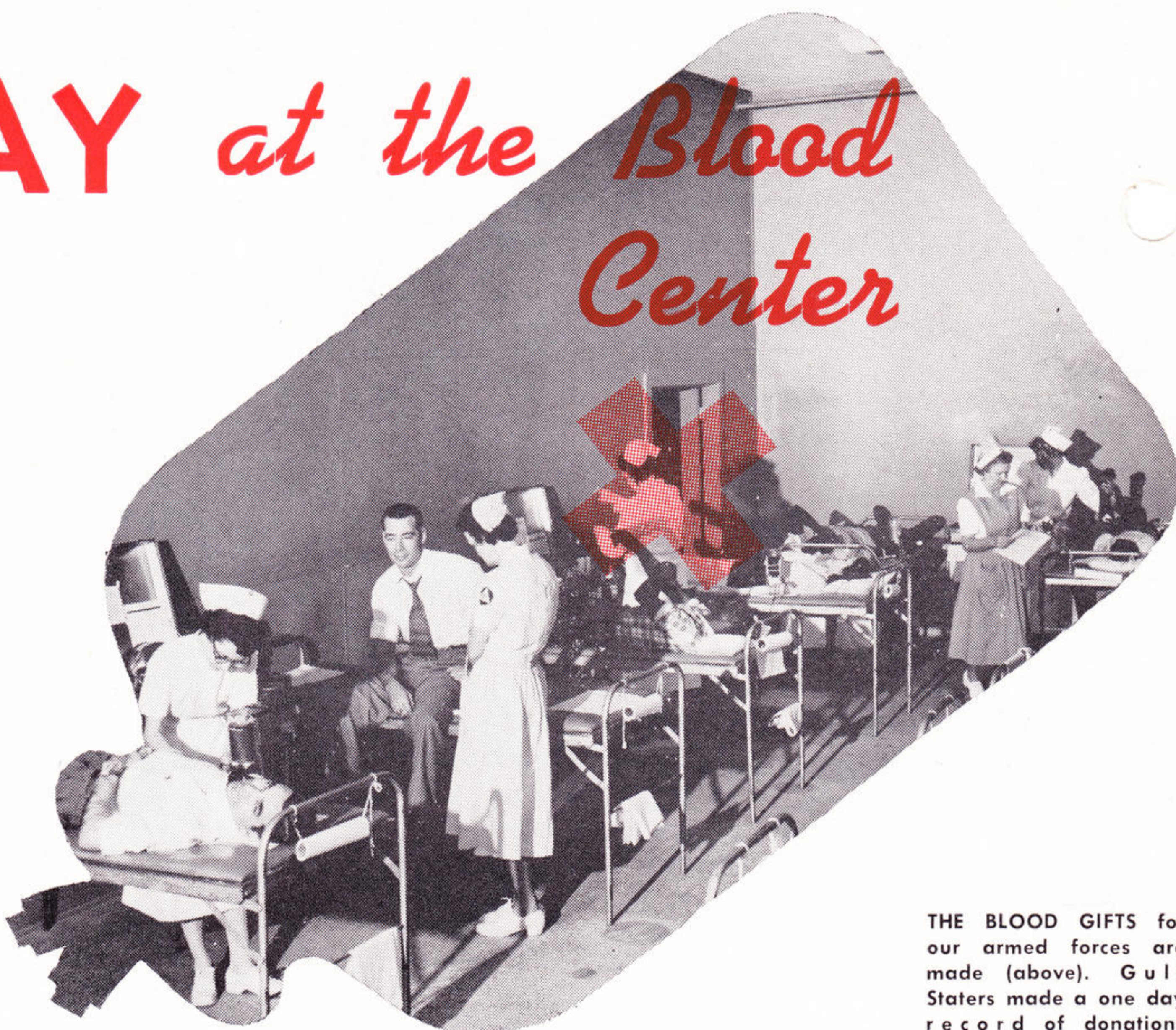
BOATING in all classifications abounds in this country of rivers, lakes and bayous. This speed boat racing scene was one of Beaumont's Neches River Festival events, which annually attract some of the nation's best racers.

TEXAS LEAGUE BASEBALL is the area's most popular spectator sports. Beaumont, now one of the top teams, has long been one of the league's best baseball towns. Many big league stars have played at Stuart Stadium, seen here.



GSU DAY *at the Blood Center*

BEAUMONT EMPLOYEES
GIVE RED CROSS
BLOOD CENTER
139 PINTS
OF BLOOD



THE BLOOD GIFTS for our armed forces are made (above). Gulf Staters made a one day record of donations

FLOATING back and forth across a thin line of consciousness the young soldier could feel himself growing colder and weaker.

An unseen Korean sniper had cut him down.

And now, so soon, his life was ending, in a barren, unfriendly place, far from help or even a last small comforting word.

A noise, words—American words—brought him out of the cold fog again. His eyes focused. A will too young to die stoked the small light of understanding and lo! there was help. A friend! A white band with a thrilling familiar cross of red. A kind firm hand. More words, sympathetic, reassuring.

A pain, quick and faint, as a needle pricked his arm. Like a blush, a tingling warmth crept inside and stirred him full awake.

It was help, medics, with pain erasing medicine—and blood. Life giving blood! He closed his eyes so the other young men could not see the tears of relief and thankfulness.

The blood might have been from Texas. Maybe from Beaumont! It could have been a Gulf Stater's blood. For it was just such as this that some two hundred Beaumont Gulf States offered to volunteer their blood a few weeks ago.

Last October, a Red Cross Defense Blood Center had been established in Beaumont. The need for blood donors was great. Certain Gulf States employees hit upon the idea of a Gulf States blood donor day. They discussed the idea with company officials and developed a plan for employees to go to the Center in groups at proper intervals on company time. March 31 was designated Gulf States' Day.



DEPARTURE of a line crew after donating is shown below. These workers were scheduled to go to the Center near the end of their work day and did not go back on the job.





GETTING PLEDGES was the first step toward having a Gulf States Day at the Blood Center. The scene left above, taken in the customers accounts department, was one of several similar "signing up" sessions. "B DAY"



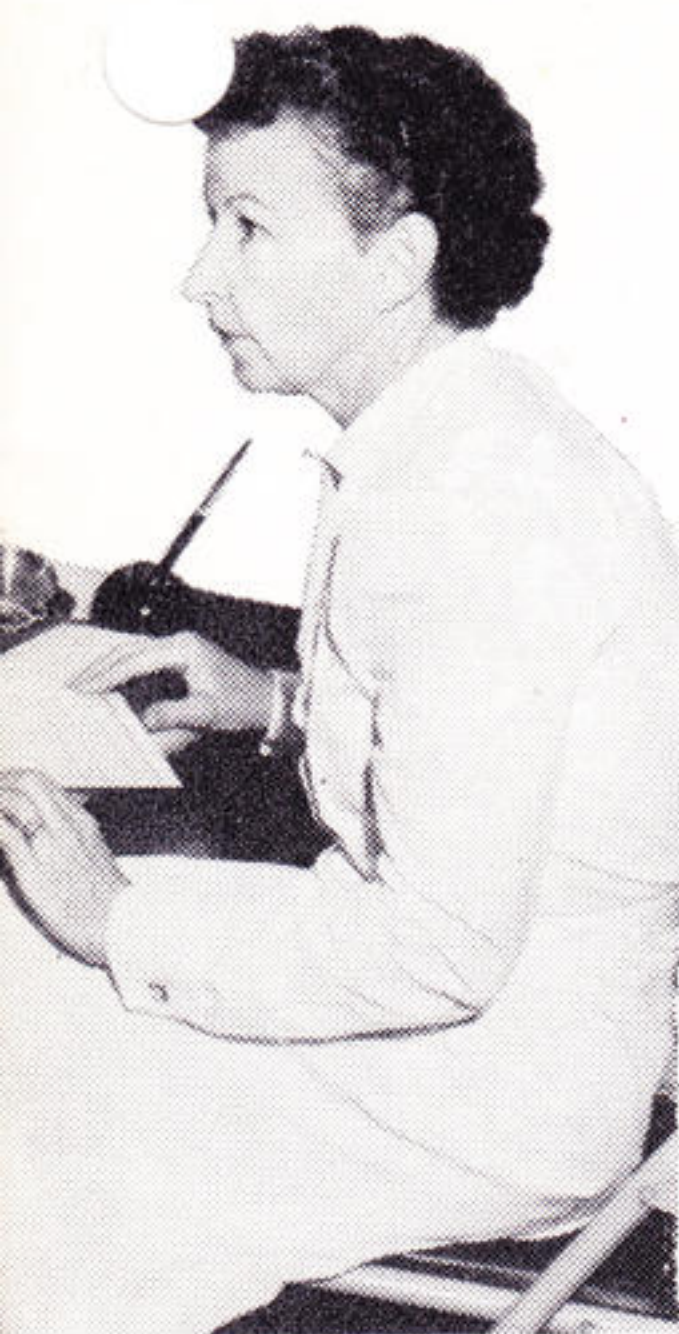
saw group after group, each working on a pre-determined schedule, arriving at the Center. The picture above shows a group checking in with the Center hostesses who checked wraps and directed them inside.

Working with committees from four locals of Gulf States Employees' Association, employees obtained 209 pledge cards and arranged working schedules. White and colored men and women, including three wives of employees, were included in the pledges.

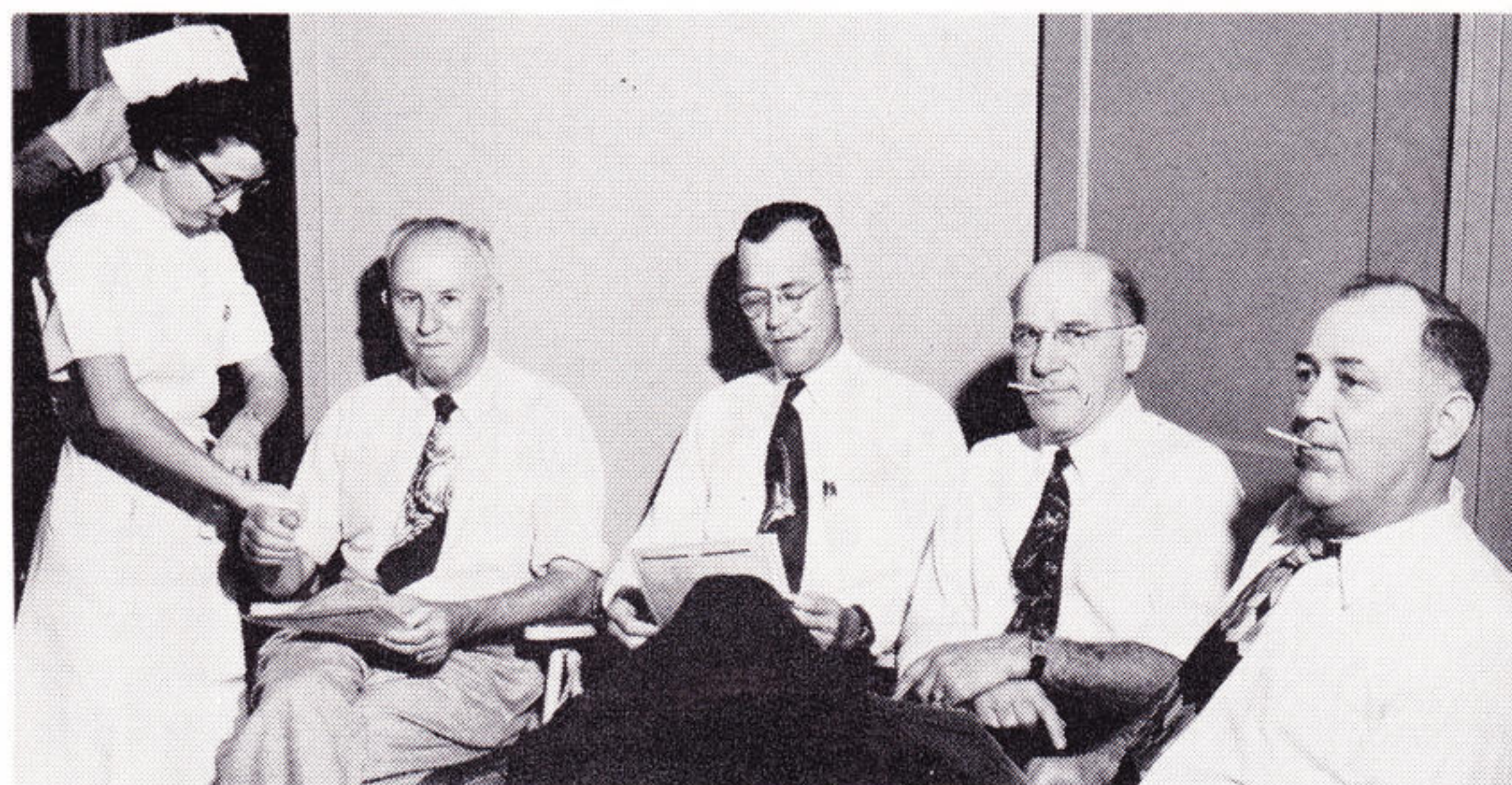
Of the 209 pledges, 181 presented themselves as donors. Twenty-eight were unable to come because of illness and other reasons. Of the 181, 42 were rejected by the examining staff because of colds or for other medical reasons. Finally 139 men and women each painlessly contributed a pint of blood to save lives of men fighting in Korea.



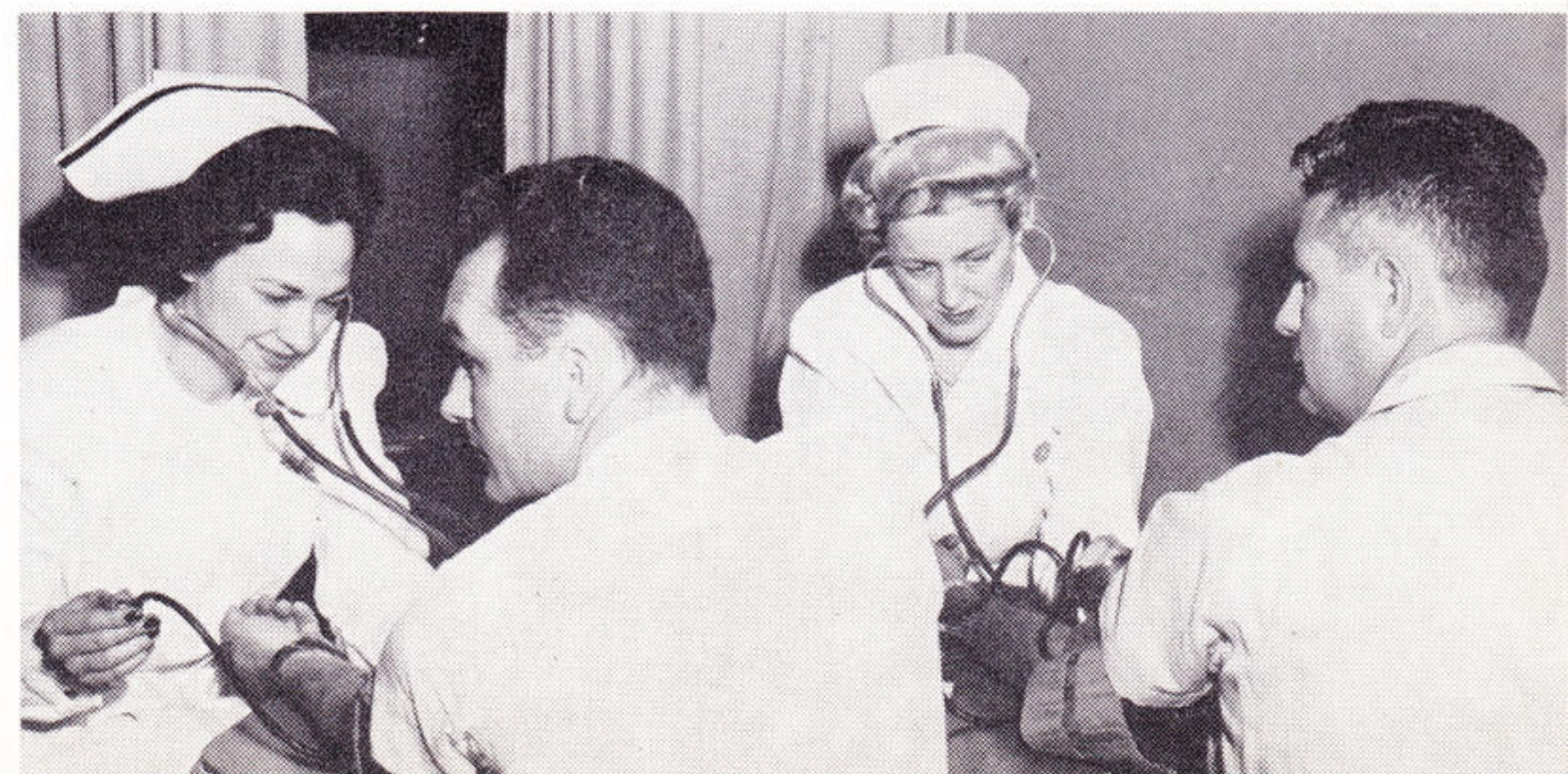
REGISTERING was the next step. A group of linemen (above) give clerks their names, addresses, etc. The record begun here is carried with the donor as he gets along.



A MEDICAL HISTORY (left) is compiled after the various checks and tests are done. This is the point at which donors are accepted or rejected. If the donor is fit, he or she is sent to wait his turn (below) to be called for the actual taking. Tests reassure donors.



TEMPERATURE AND BLOOD PRESSURE is checked to see if the prospective donor is physically fit to give blood. With the good looking nurses doing these tests they are probably ones on which the men donors were apt to get an "above normal" rating.



THE CANTEEN (left) provided liquid refreshments for those who had just given their blood. The fluid content of the blood supply is quickly restored after a donation by taking plenty of liquids. The normal human has from eight to ten pints of blood.

GSU Day at the Blood Center

The accompanying pictures show the various steps taken by employees who gave their blood, which was immediately shipped to the Armed Forces.

A total of 44 employees were named to committees to handle pledges and other duties in connection with the day. These people worked under Fred Tenholder, general chairman; J. D. Roberts, main office; Maxie Montagne, Neches Station; A. L. Stahl, Service Center; Jack Doiron, t & d; and Ernest Taylor, Negros.

GSU established a local record as the first industry to have a full day designated for its employees at the center. Another was made, and still stands, for the quantity of blood donated in any single day.

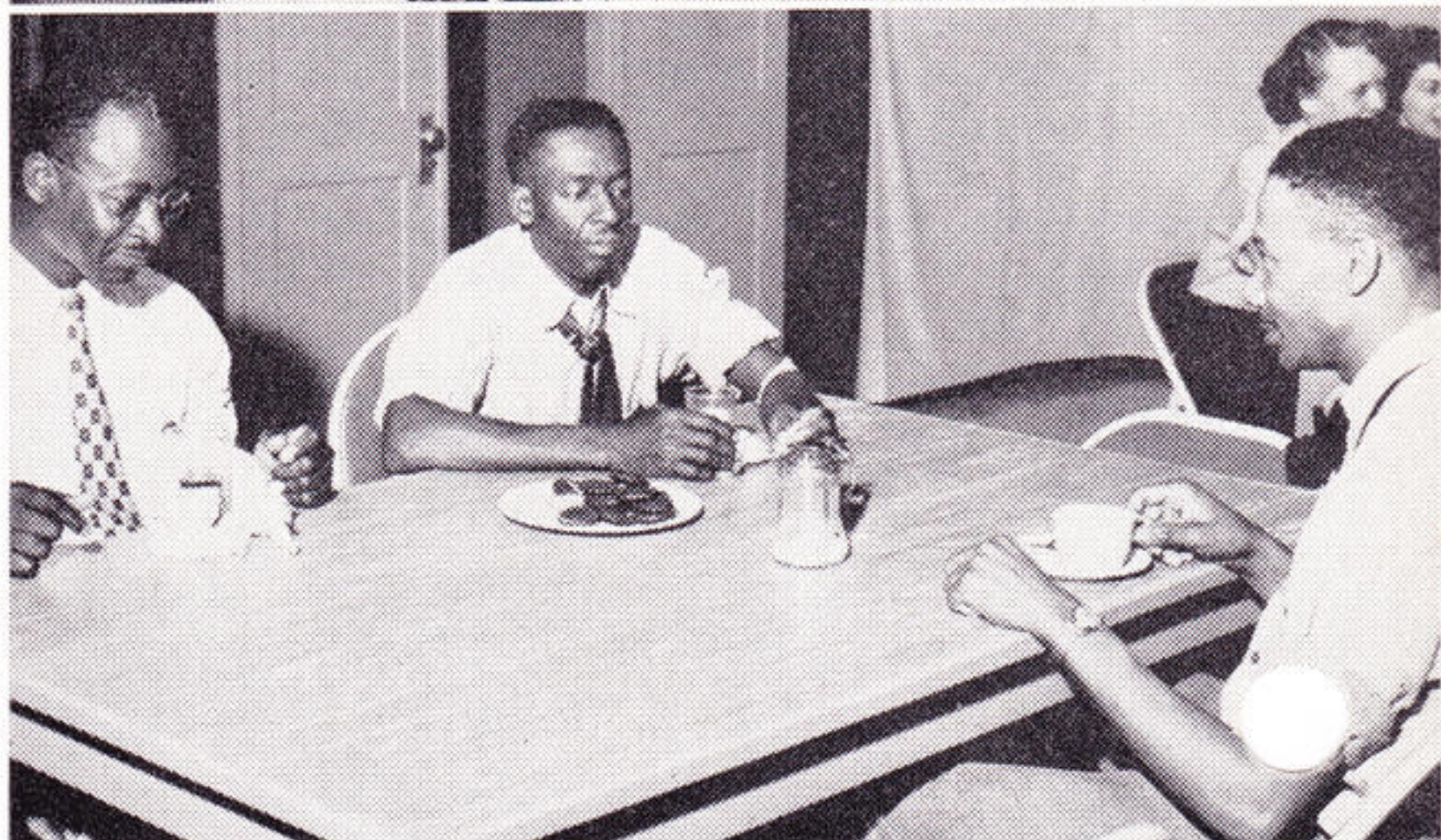
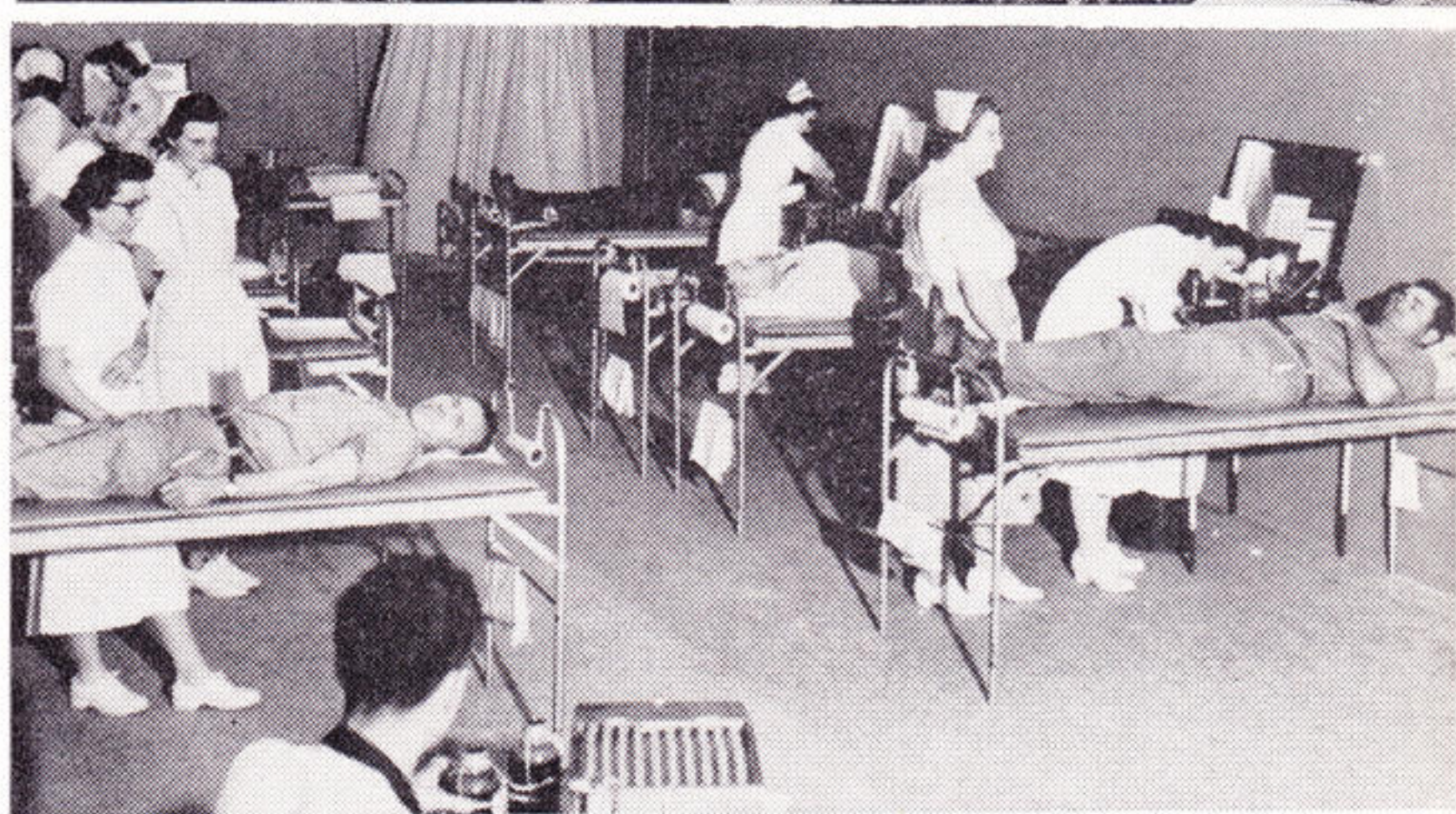
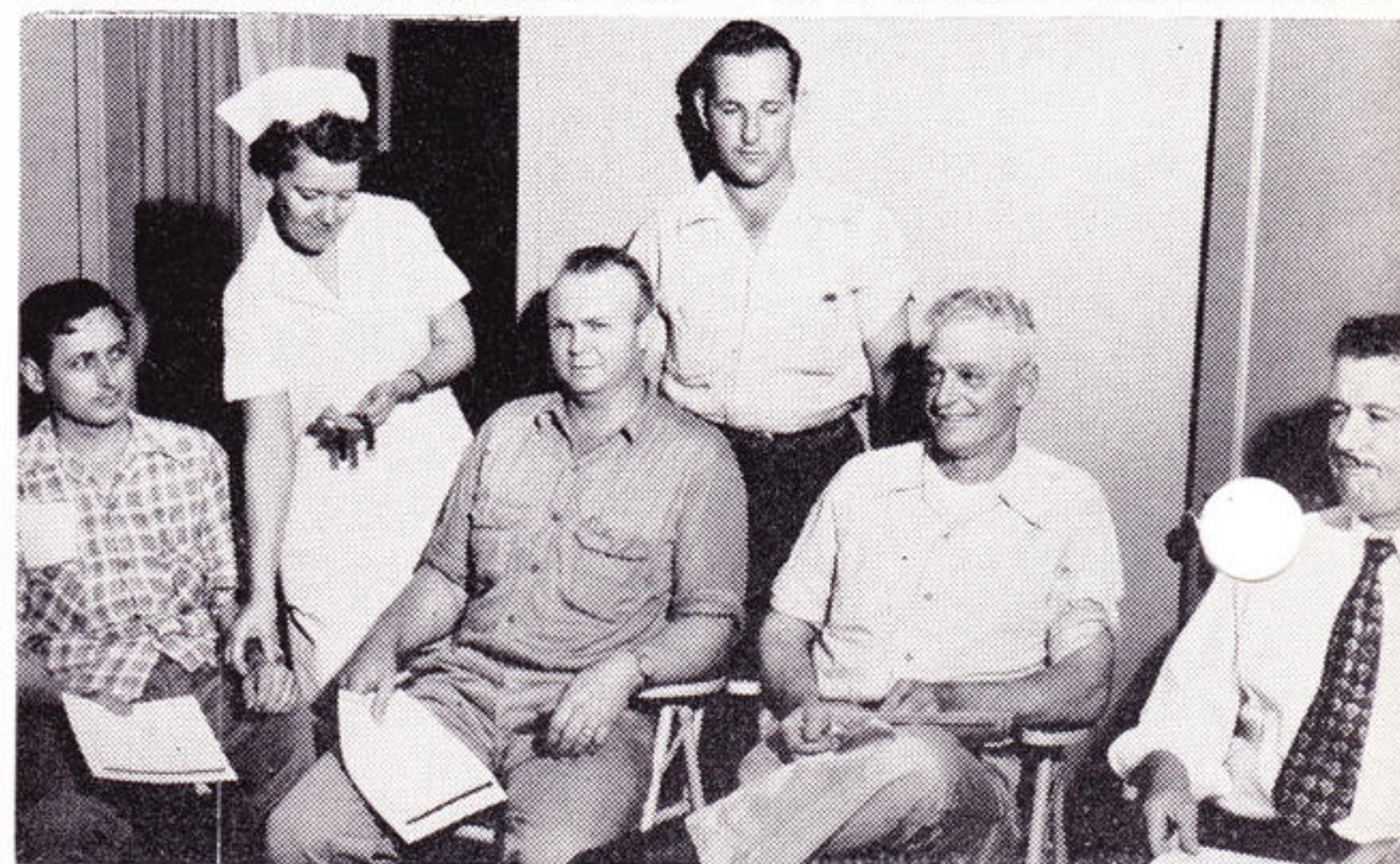
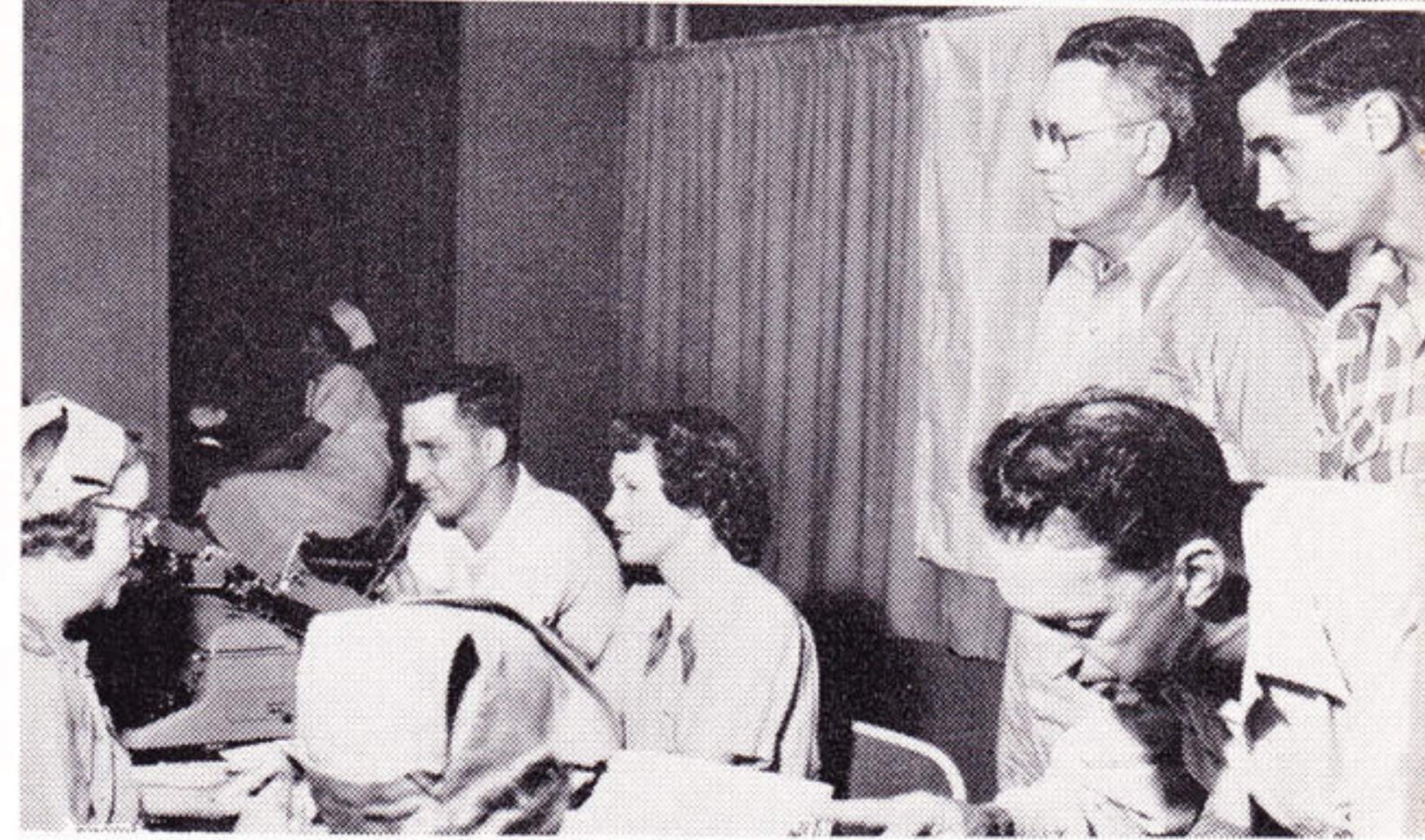
The idea received wide publicity and since then other groups have followed with their respective "Days". Gulf

Plain Talks has been advised that Baton Rouge Gulf Staters have made arrangements for a similar day at their Blood Center sometime during June. Photographs will be made of this event and Plain Talks will run a series of pictures for the occasion.

States Day at the blood center was an event in which we all took pride, but happiest of all, perhaps, was Vice President Riegel. As chairman of the Beaumont Chapter of Red Cross, he had played a major role in securing establishment of the blood center for Beaumont. It serves, through operation of a bloodmobile, 29 Texas and 3 Louisiana chapters and has collected more than 11,000 "bloods" for the armed forces. Many Gulf Staters are giving blood in their local communities when that bloodmobile calls.

Gulf Staters feel better for having done their bit for the Red Cross and their country; and who knows, maybe the life of a friend or relative has been saved through this patriotic generosity.

The two panels of pictures on this page show other groups of Gulf Staters as they were processed through the Center. The scenes are arranged so that the various steps are shown in proper order from top to bottom. The continuity is the same as explained on pages 6 & 7.



Edward C. Kopp, Louisiana Station, was named "the outstanding reservist trainee" while on his two-week training cruise to Kingston, Jamaica aboard the USS PCE 846 recently. The selection was made by the instructors, shipmates and officers and was based on their observance of performance of duty, interest, military bearing, conduct and knowledge of rate held. Kopp is a member of Organized Surface Division 8-22.

gulf staters in the news

At the inauguration ceremonies on May 13, one of the songs played was "Louisiana My Home Sweet Home". The lyrics were composed by **Samuel A. McKenzie**, Louisiana Station, and the late Lou Levoy. The music was composed by Castro Carazo, former band director of L. S. U.

C. P. Shirey, system safety director, Beaumont, was unanimously elected a member of the Executive Committee of the 13th Annual Texas Safety Conference by the Texas Safety Association. Mr. Shirey was chairman of the Industrial Section for the conference which was held during the latter part of March.

Lamar Tech's recent Citizenship and Career Conference Day for placement of college students in jobs in the business world was given a big assist by two Gulf Staters. Joining other Sabine area business and professional men who addressed and interviewed students were **A. E. Beattie**, system engineering manager, and **F. Parker Allen**, system manager of residential sales. Mr. Beattie talked to students taking electrical engineering while Mr. Allen conferred with those interested in sales work.

L. F. Riegel, vice president, Beaumont, was appointed chairman of the Beaumont Red Cross chapter's blood program committee it was announced during April. Mr. Riegel continues a number of years of vital service to the local chapter in accepting this post. He has just completed two years as chapter chairman.

Stanley E. Davis, Louisiana Station electrician, District Bugler for the Veterans of Foreign Wars, played the

Bugle at Flag raising ceremonies at the Old State Capitol Building on Inauguration Day, May 13.

William E. Dinkins, superintendent of the Caldwell district, was honored by his fellow Rotarians recently by being elected president of the Club for the 1952-53 term of office. Mr. Dinkins has been a member of Rotary since moving to Caldwell several years ago, and has made a fine record in the Club. He will assume his new office in July.

A. C. Handley, superintendent of the Nederland district, was installed as a member of the board of directors of the Port Arthur unit of the Texas Tuberculosis Association at a meeting held early in March.

O. G. Floyd, supervisor of commercial sales, Beaumont division, was elected president of the Downtown Optimist Club for the ensuing year at a meeting held early in April. Mr. Floyd will be installed in his new office early in June.

Goree Matthews, district serviceman, Somerville, was elected president of the Somerville Chamber of Commerce at the annual election of officers held March 17. Mr. Matthews has only been a resident of Somerville about a year, but has obviously made himself an outstanding one.

C. F. Contois, Baton Rouge Division sales manager, was elected president of the Industry-Faculty Conference held at Louisiana State University April 28.

He was also re-elected to the Executive Board of the Istrouma Area Council of the Boy Scouts of America, at the last meeting of the Board.

Mr. Contois, who was general chairman for the 1951 Community Chest Drive, has been elected to the Advisory Committee of the Executive Board of the Baton Rouge General Hospital. His term of office will expire in 1955.

H. C. Leonard, vice-president and director of the company, has been re-appointed to the chairmanship of the New Industries Committee of the Baton Rouge Chamber of Commerce. One of the most active of the Chamber's committees, the New Industries group works to bring in additional industries to this area. Mr. Leonard was also elected to the Board of Directors of the Baton Rouge Country Club recently.

G. L. Gilmore, Sulphur district superintendent, has been registered and duly qualified with the Boy Scouts of America as district vice chairman, Calcasieu Area Council, for a one year

period. Mr. Gilmore has also qualified as an executive board member for 1952.

Roy Hudspeth, Cleveland district superintendent, was elected to the Cleveland Independent School district board of trustees during an election held during April. He was sworn into office a week following his election.

L. W. Harrell, of Baton Rouge t&d, attended a conference on "Louisiana Highway Department Roadside Development" given at Louisiana State University March 11-14. After hours of study, conferences, and instruction, this group inspected highway beautification projects in Louisiana and portions of southern Mississippi.

President Roy Nelson, Beaumont, lay director of District 10 of the American Cancer Society, Texas Division, was selected to head the Cancer Crusade in 13 East Communities during April. Also during early April, Mr. Nelson was among 50 of American leaders in business, industry, government and education who met at Bandera to attend a meeting of the National Industrial Conference Board. This board was established in 1916 as the "research and educational center of American industry."

Marcus Andrews, superintendent of residential sales in Baton Rouge, has accepted the chairmanship of the Employee Division of the 1952 American Red Cross Drive here. There are approximately 800 commercial firms in this division. Mr. Andrews was also re-elected vice president of the Baton Rouge Sertoma Club at the annual May election of officers.

Victor P. Gayle, system sales promotion director, Beaumont, was elected president of the Beaumont Sertoma Club at the annual election of officers held during late April. Mr. Gayle will assume his new post during the first meeting in July.

Joe M. Henry, district superintendent at Conroe, is a member of the committee sponsoring a new hotel for Conroe. Conroe has long needed modern hotel accommodations and the group backing the new hotel campaign is, of course, made up of the progressive, civic minded citizens there.

It had been a terrible season for the local baseball team and a friend was trying to console the manager. "At least you've taught the boys fine sportsmanship," he said. "They're certainly good losers."

"Good?" growled the manager, "Why, they're perfect."

plain and *Fancy* talk



by Frances Fuchs

Beaumont Home Service Advisor

LIFE begins anew once a food freezer enters the home!

It's the day of the big dinner. The morning is spent shining up the house, getting out the best china and linen, arranging a pretty centerpiece, and setting the table. After lunch a nap, a bath and a manicure. An hour before the guests arrive, take dinner out of the freezer, arrange the canapes and other appetizers. Then, while company enjoys the last tidbit, disappear into the kitchen, unmold the desert, cook vegetables and heat rolls, broil steaks—and there it is—all in a matter of minutes!

However, company meals come only once in a while; but the food freezer is a time and money saver every day in the week. With a freezer, it's possible to eliminate countless shopping trips and food is always on hand to cook when and whatever the family wants. Lunches can be prepared a week or more in advance. Meats, vegetables and fruits can be purchased at bargain prices and served out of season. Time and trouble can be saved by cooking large quantities; and at a half-hour's notice, it's possible to serve sliced turkey, meat balls, chili, hot

bread, apple pie or cake, as the family whims dictate. In fact, a food freezer even makes unexpected company around meal time no cause for concern.

With a home freezer the homemaker can prepare for a party even before she decides to have one! She can get ready the minute she invites guests because any time spent in preparation before the party is saved on the day of the party. That all-important birthday cake may be beautifully decorated and stored away in the freezer several weeks ahead of time, provided a butter icing is used. Cake may be cut into quarters, halves or in the size pieces needed for Samba or bridge groups, to serve the family or put in a lunch.



Home-cleaned and packaged chickens and turkeys are ready to cook once they are thawed.

Save money with a freezer by keeping a watchful eye for "specials", taking advantage of quality discounts and storing vegetables and fruits grown in the family garden.

However, don't underestimate the many small economies of a freezer. A scrap of food need never be wasted. Keep a covered jar in the freezer in which small bits of leftover vegetables and meats can be stored and later used to make stew or meat pie. The last morsel of cheese, grated or whole, can be packaged in moisture-vaporproof paper. Extra whipped cream may be frozen in blobs to serve atop next week's dessert and packaged when frozen. The half-can of pimiento or tomato paste (that invariably spoils in the refrigerator before it can be put to use) will keep perfectly for several weeks in a ramekin covered with aluminum foil. Egg yolks left from an angel food cake can be frozen and they will still be good to make a gold cake or mayonnaise months later. Simply add salt or sugar (depending on expected use) and freeze in moisture-vaporproof container.

Eat Better With

The secret to successful food freezing is to exclude as much air as possible. To do so, the packaging materials must be folded tightly around the pieces of food. Air bubbles should be removed from liquid foods. Hot foods should be quickly chilled until they become quite cold before packaging. Care must be taken to use the proper moisture-vaporproof wrapping material and seal to make sure the package will remain moisture and vaporproof. Freezing temperatures would dry out foods if not packaged air-tight. Head-space for the expansion of food while freezing should be allowed.

Packages of unfrozen food should be placed in contact with refrigerated surfaces and spaced at least one inch apart to facilitate the escape of heat.

For the latest information on freezing procedures, contact the home service advisor through the local Gulf States office. Freezer owners are

thrilled with the way this newest electric helper simplifies kitchen work. Naturally, Gulf States home service advisors are anxious to pass along the



good news. For those who like having handy reference material on the kitchen shelf the book, "Home Freezing for Everyone", by Alkire and Schuler and the bulletin, "Frozen Foods—How to Freeze; How to Cook", are highly recommended. The bulletin can be secured free by a telephone call or post card to your Home Demonstration Agent.

Always remember that the food taken out of a food freezer—whether it be meat, vegetables, fruit, or cooked product—is no better than it was before it was frozen. For this reason, meats should be fresh and properly aged; vegetables tender, young and at the right stage for good eating. During hot weather the latter should be harvested in the early morning before they have absorbed much heat from the sun and frozen without delay.

twenty-four hour period. Although it depends somewhat on the type of product to be frozen and the make of freezer, the general rule calls for freezing 50 pounds of food in a 24 hour period in an 8 cubic foot freezer and about 60 pounds in an 11 cubic foot model. Larger quantities should be taken to a locker plant for freezing, after which they may be stored in the home freezer. Care should be taken not only in selecting what goes into the freezer, but also how much of each type of food, to prevent overstocking of a few kinds and leaving no room for others.

Operating cost on a food freezer runs about 10 kilowatt hours per month per cubic foot—so don't use the freezer as a savings bank for frozen foods; instead let it be a checking account for storing "bargain" foods, seasonal foods, foods cooked in quantity and stored in serving amounts, foods prepared for special occasions and emergency foods for the homemaker's con-



cellophane wrappers as purchased. Do not confuse this store wrapping with moisture-vaporproof packaging material.

It is possible to store a week or two's supply of bread in the freezer in the original wrapper or wrapped in ordinary waxed paper. Coffee cakes, rolls, and other baked foods may be stored for a few days in the original cardboard containers.

But remember, if foods are to be kept longer than two weeks, be sure they are wrapped securely in moisture-vaporproof material.

Here are some food freezer tips:

- A good supply of ice cubes may be stored in polyethylene bags for company use or for chilling foods for freezing.
- Fried foods do not freeze well. Thin-cut French fried potatoes are the exception.
- Baked or broiled potatoes do not freeze well unless riced.
- To heat unthawed frozen waffles, place in automatic toaster set on "light" position, or heat in 400 degree preheated oven 2 or 3 minutes or until crisp.
- Fill the oven with cakes or pies each baking season. It's little extra trouble and convenient to have them frozen and ready to serve when company drops in unexpectedly.
- Package cantaloupe and watermelon balls by the loose pack method. Serve in cocktail glasses from freezer 15 to 30 minutes before time to eat. Frozen fruits should be served while they still contain tiny frozen particles.
- Nuts of all kinds keep well in the freezer.
- Freeze rich soups in ice cube trays; then package cubes in bags for quick single servings.
- There are new aluminum freezing containers on the market in pint and quart sizes. They are reusable.



Let the food freezer give the family better eating—easier living! Remember, too, to call on Gulf States Home Service Advisors if help is needed in utilizing this modern appliance.

a Home Freezer

Freeze only sound, fully ripe fruit; those vine or tree ripened have a better flavor. Both fruits and vegetables should be of the correct variety for freezing. Care should be taken not to overcook cooked foods which are to be frozen.

Remember, too, that each freezer has a maximum amount of food that can be satisfactorily frozen in it in a

venience. For instance, don't use time and freezer space to package and store thirty pints of available mustard greens if the family will only eat ten pints before next season, unless it is planned to share it with neighbors, use it for a church supper or give it to the old folk's home.

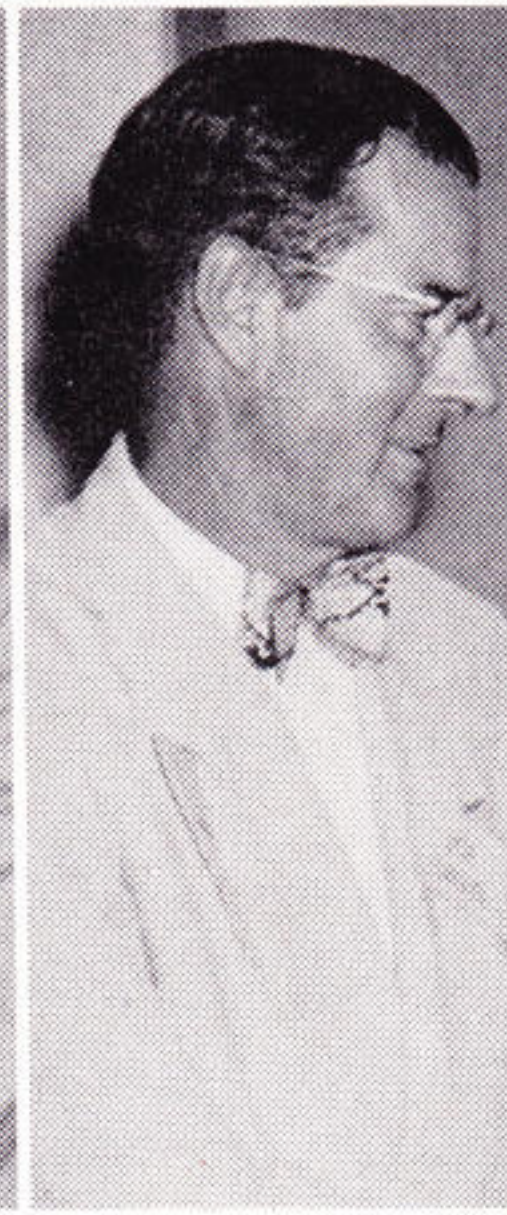
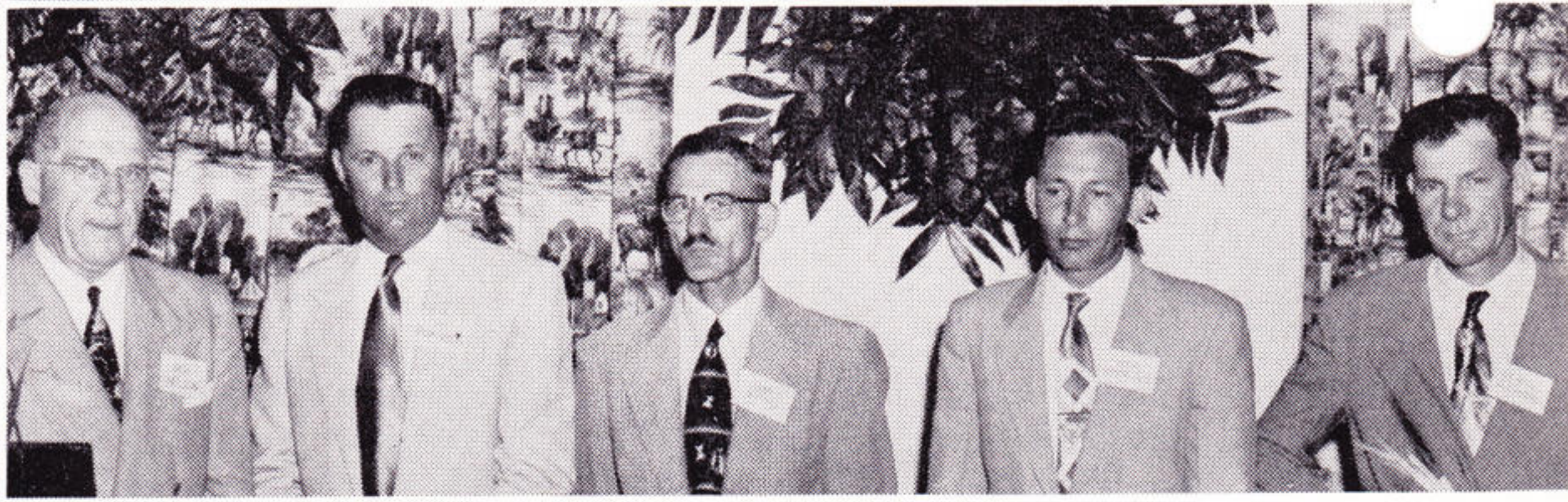
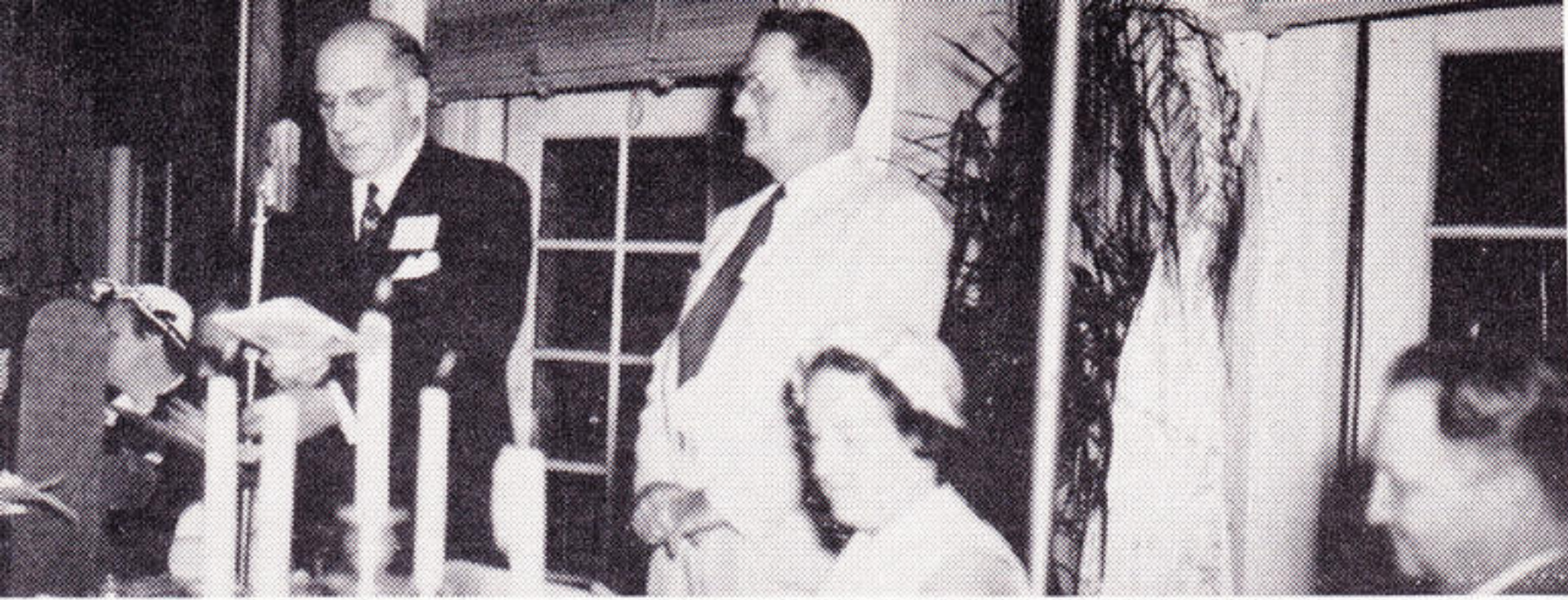
Label all foods; kind and date. It is also advisable to note type of pack for fruits, how many servings in each package, and to keep information on any special methods used for freezing to enable repetition of a particularly good product or improvement of an unsatisfactory one.

For short time storage of two weeks or less foods need not be wrapped in moisture-vaporproof containers. Many left overs may be stored in regular refrigerator dishes with self, plastic, or oiled silk covers. Leftover cooked meats and fowl may be stored in a covered container or heavy wax paper while fresh meats may be stored in the

★ SPECIAL ★

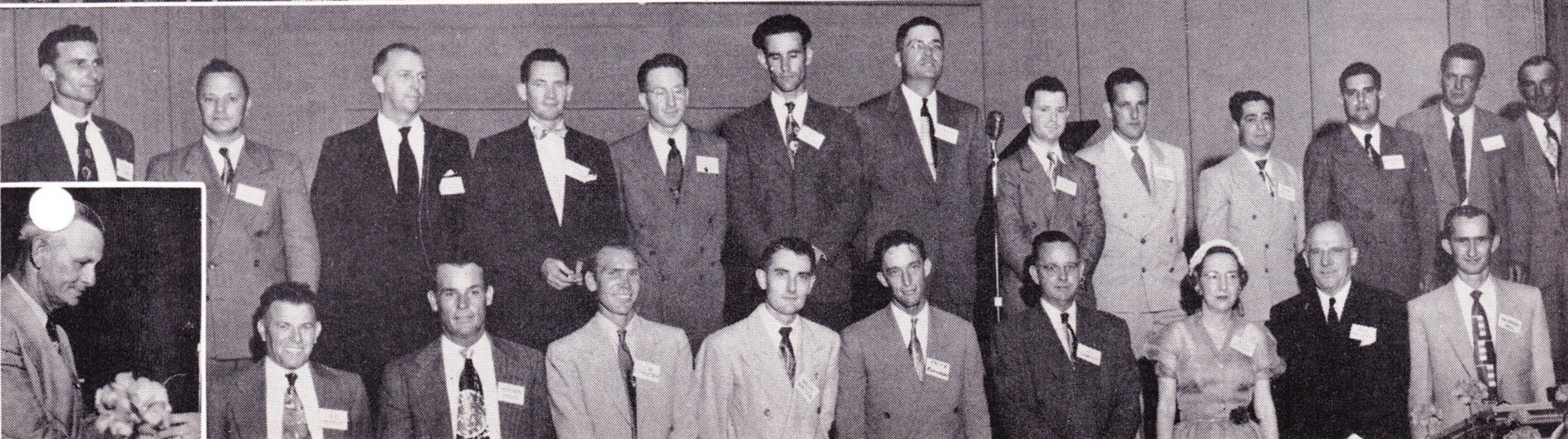
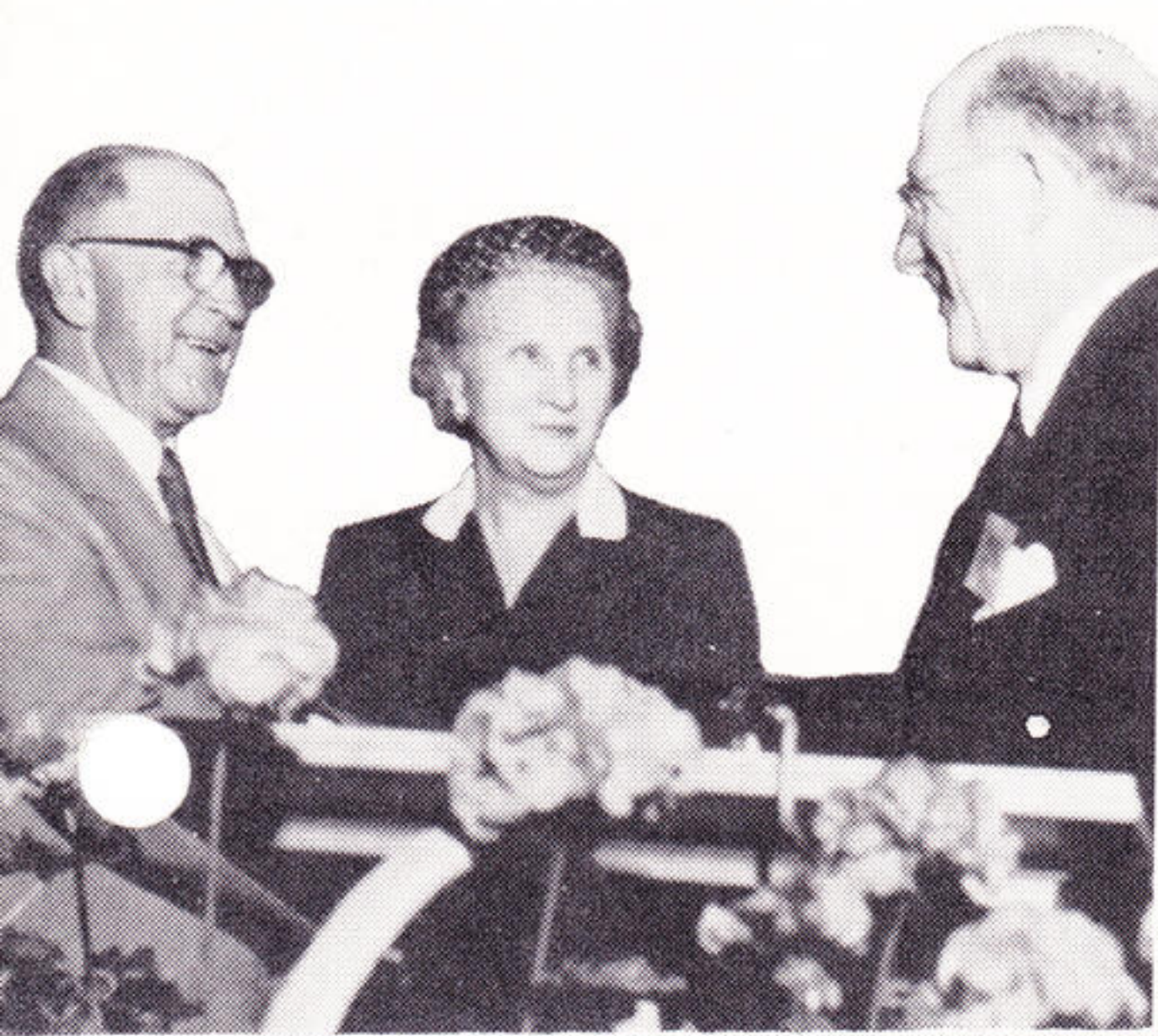
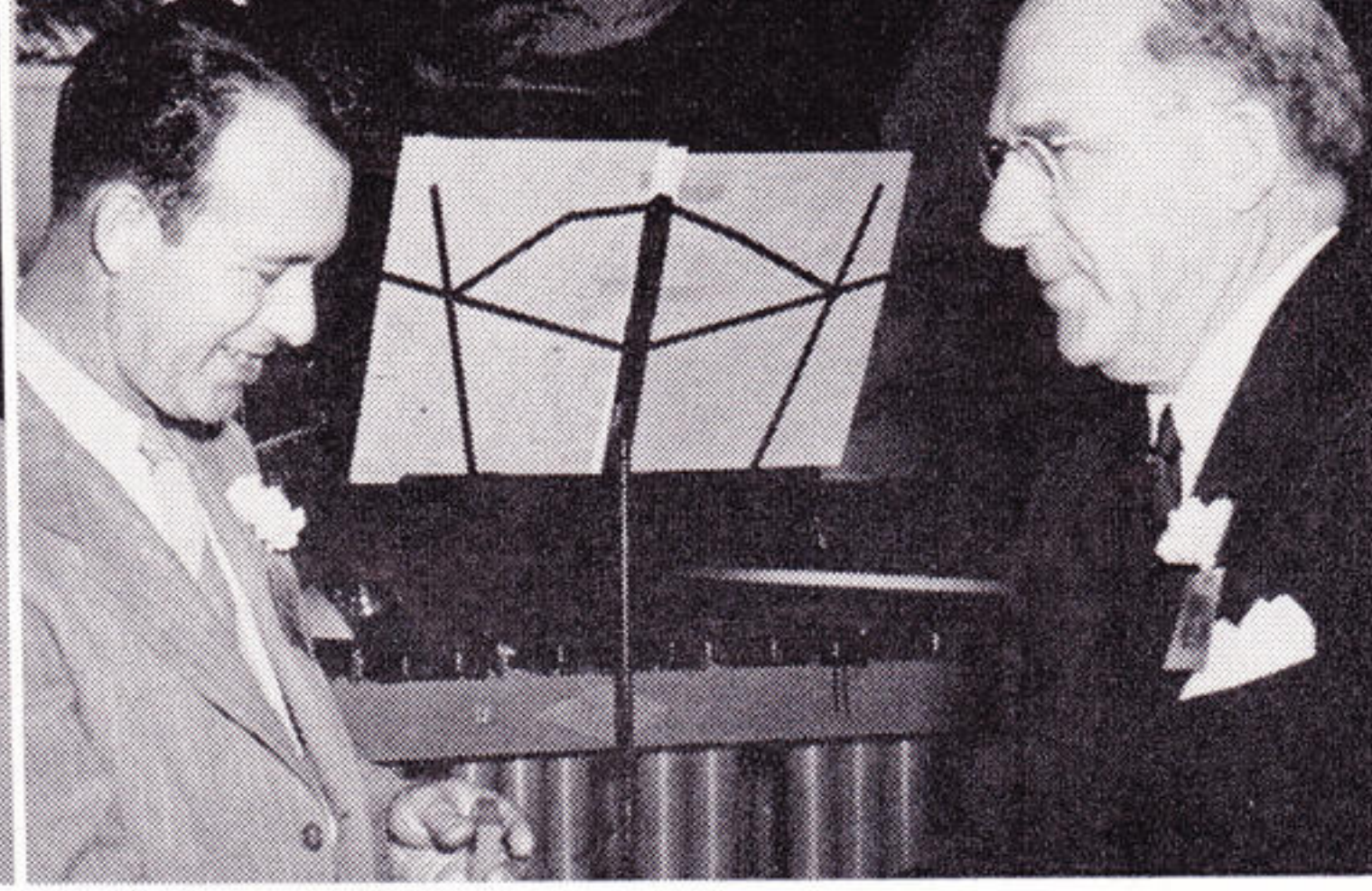
During June and July Gulf Staters may buy a Hot Point freezer at a specially reduced price. Nothing down.

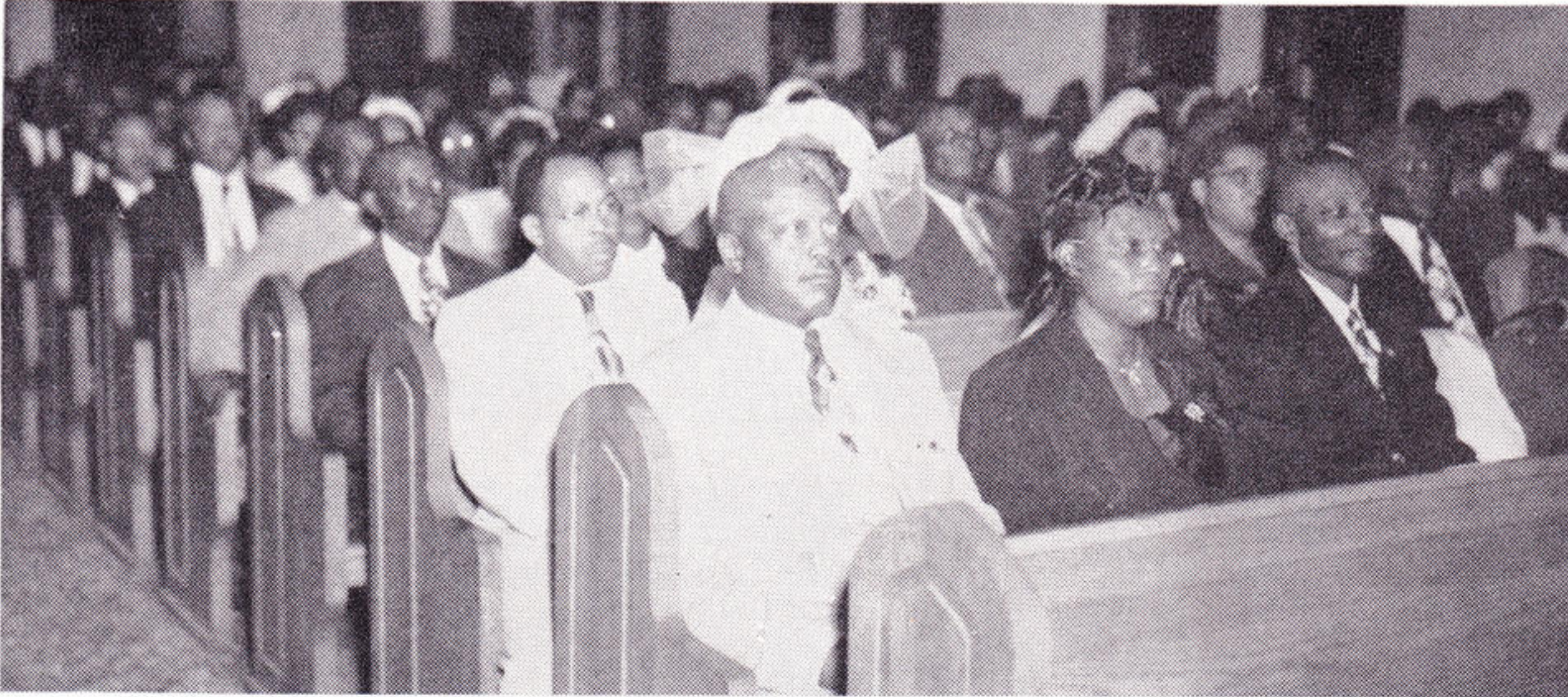
See Your Sales Representative



1952 SERVICE AWARDS

Pictures on these and the following page show people and events of note on the occasion of the twelfth annual series of Gulf States Service Award dinner meetings. The two top panels opposite left are pictures from the Baton Rouge division meeting; the next two panels show Lake Charles division scenes and the bottom pictures are from Navasota. The pictures at top right are from the Port Arthur division meet while the others on this page are from the Beaumont meeting. The two colored meetings are represented on the next page. Outlined pictures show the three 40-year awardees.





NEGRO EMPLOYEES belonging to the Service Award Clubs had meetings at Baton Rouge and Beaumont, with employees living outside the Baton Rouge division attending the Texas affair. Pictures above show scenes from the Baton Rouge dinner meeting while those below capture highlights at the Beaumont get-together.



L. H. ERNST GETS LIFE SAVING MEDAL

Lake Charles Substation Foreman Leonard H. Ernst is the proud possessor of a very unusual medal, presented to him by Vice President George Fulton recently. The medal is the Edison Electric Institute medal, given to Mr. Ernst for saving the life of fellow workman Joe Billy Corbello by resuscitation after electric shock.

Being awarded such a medal is distinction enough, but this particular medal is of historic value also. The metal from which it is made has in it some of the copper taken from the original mains laid down in New York by Thomas Alva Edison in 1881 as part of the first underground distribution system in the world supplying current for electric light and power. In addition to the medal a framed certificate citing the life saving event was presented to Mr. Ernst.

The act for which the medal was bestowed occurred March 12, 1951, when Mr. Carbello accidentally contacted a live wire while in the act of removing a limb from a circuit on Kirkman Street in Lake Charles. After being shocked into unconsciousness Carbello fell from the pole severely injured. Mr. Ernst radioed for help and immediately began giving prone pressure resuscitation, which action finally revived Mr. Carbello and was credited with saving his life. As a result of the burns received, however, both of Mr. Carbello's arms were amputated.

A picture of Mr. Ernst being presented with the medal and certificate appeared in the Annual Report which was issued early in April.

REINSTATED FROM MILITARY SERVICE

BATON ROUGE

Robert E. Dawson, t & d

BEAUMONT

C. E. Lowery, Sub. Sta.

L. D. Powell, T&D

ORANGE

Marvin R. Kyburz, T&D

Incompatible

Mrs. Jones: "How long was your last cook with you?"

Mrs. Smith: "She was never with us. She was against us from the start."

WORRIED? Depressed? Getting mental fatigue from doing the same job day after day? Then just join the Baton Rouge Division's "Short Circuit" Club, and enjoy life in your leisure moments.

If that reads like a medicine man's "pitch" to sell his personal brand of the elixir of life, don't look down your nose. The Short Circuiters can attest to the simple fact that relaxing in your time off, with fellow employees and their families, is one of the best cures for flagging spirits ever devised. And they should know. They do it!

THOSE BATON ROUGE

SHORT CIRCUITS

Look at the club's schedule of events for 1952. In April the big annual picnic was held (see pictures). In mid-summer, a combination watermelon and outdoor party holds the spotlight. Next Fall a barbecue party and dance are scheduled, and the year's activities are climaxed in December with a Christmas Dance and Tree for the children.

More than 300 Gulf Staters will take part in the club's festivities this year, a far cry from the small but merry social gathering which started the ball rolling back when the Baton Rouge Electric Company was young.

In those days, not long after World War I, the social gathering took the name "BRECO" Club, similar to the present title of Baton Rouge's credit union. Everyone in Baton Rouge knew everyone else, and to plan a shindig for any night was only a matter of passing the word around.

BRECO lasted several years but became defunct during the Depression. In 1934, however, a new club came into being.

That year began an era of initial abbreviations, which were linked to the new administration by the depression-weary nation. Symbols like N.R.A., W.P.A., and P.W.A. were everywhere, and it almost caused the promoters of the new club to label their new organization the N.B.C. Club. "N" represented the club's livewire, Roy S. Nelson, then president of the Baton Rouge Electric Company. "B" stood for W. R. Bell, now Vice-President;



PRES Cyril Dominguez, second from right, was circulating around at the most recent picnic.

and "C" stood for Thomas Crossan, now with Virginia Light and Power. After a good deal of thought, the N.B.C. idea was tabled and BRELASCO, a contraction of Baton Rouge Electric Company and Louisiana Steam Generating Company, was adopted.

Social functions of the BRELASCO Club were held in the Government Street building, where the Assembly Room is today. F. G. Hornsby, one of the originators of the club, recalls the work done by the club members, to make the room ready for dancing one night. Everyone pitched in, to sand, wax and hang curtains and the room was soon as bedecked as any dance club of that day, complete with billiard parlor and lounge.

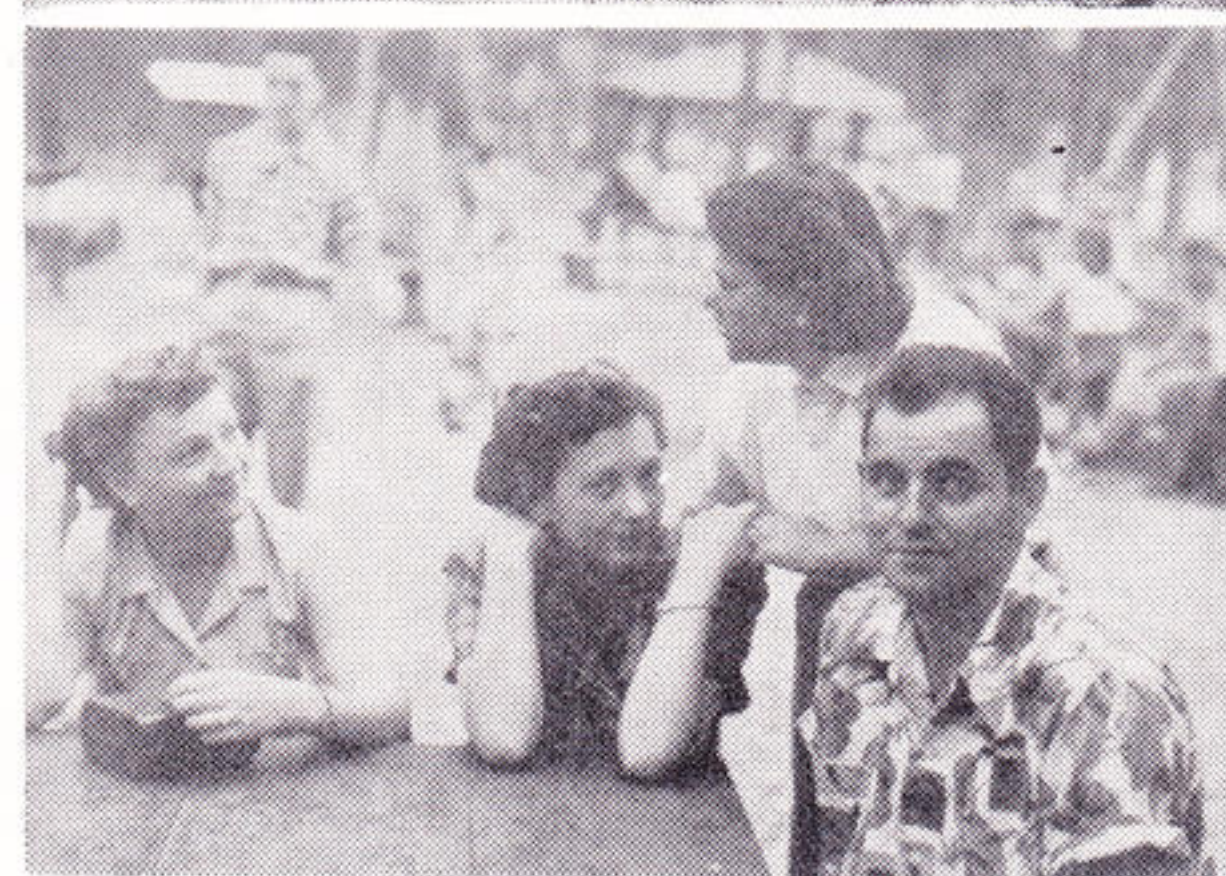
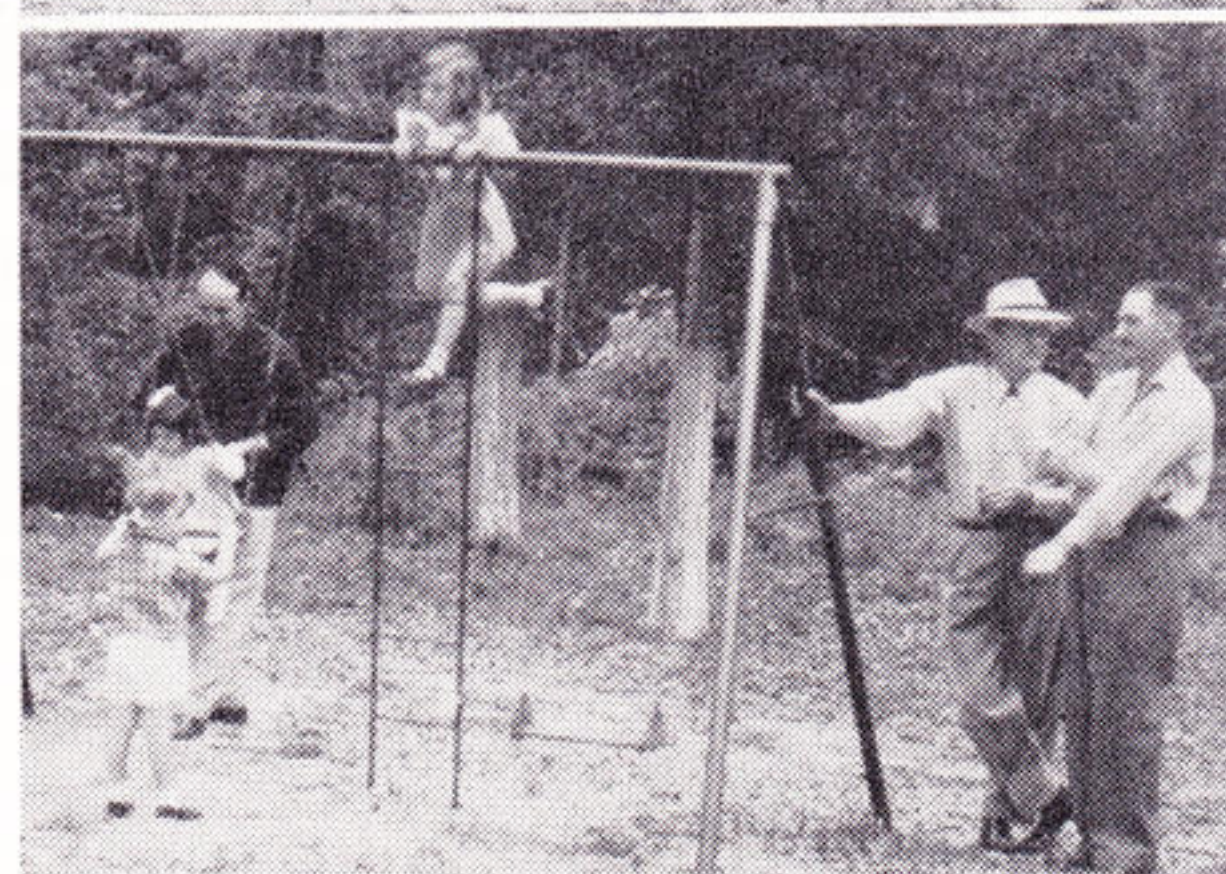
It was not until near the end of World War II that the present "Short Circuit" Club emerged, but already it is one of the most popular social gatherings in the company.

Proof of its acceptance was indicated by the members as a result of the recent request for an increase in dues amounting to twice as much as was formerly paid. Few grumbled and everyone agreed that the present figure, \$2.00 per quarter, is very nominal in view of the schedule of events which the club president, Cyril Dominguez, has lined up.

One of the first items on Dominguez' agenda after his election was the preparation of membership cards for all Short Circuiters.

"Too many non-members were enjoying our dances," he explained. "They would hear the music, see a dance in progress and wander in. Sometimes there wasn't enough room left for our late arrivals. Now we can demand the card as proof."

Dominguez leaves little doubt in anyone's mind that the club is dedicated to fun and frolic in the Baton Rouge tradition, but he gives much of



KIDS — Big, little and in-between, including mammas and poppas took a little exercise and soaked up a bit of sunshine at the picnic.

the credit for the splendid schedule of events to the other officers of the club.

Other officers include Frances Warren, vice-president; Calvin A. Oubre, secretary-treasurer; and A. P. Lusk, Marjorie Force, E. A. Ganiem, Frances Gross and Jimmy Stelly, all directors. Harry Sumrall, Audrey White and Ralph Shirley make up the Membership Committee; Morris Cunningham is in charge of the Christmas Tree Program and C. L. Blackwell handles the picnic events.

In company lingo a "short circuit" may mean trouble; but the Baton Rouge club's translation is "Let's get a charge out of life, Babe!"

SALESMEN GO FOR "4 in 1"

The sales department's "Four-in-One" major appliance campaign has gained excellent momentum during the first few weeks after the large kick-off meetings which were held throughout the service area, according to a recent tabulation of sales report cards.

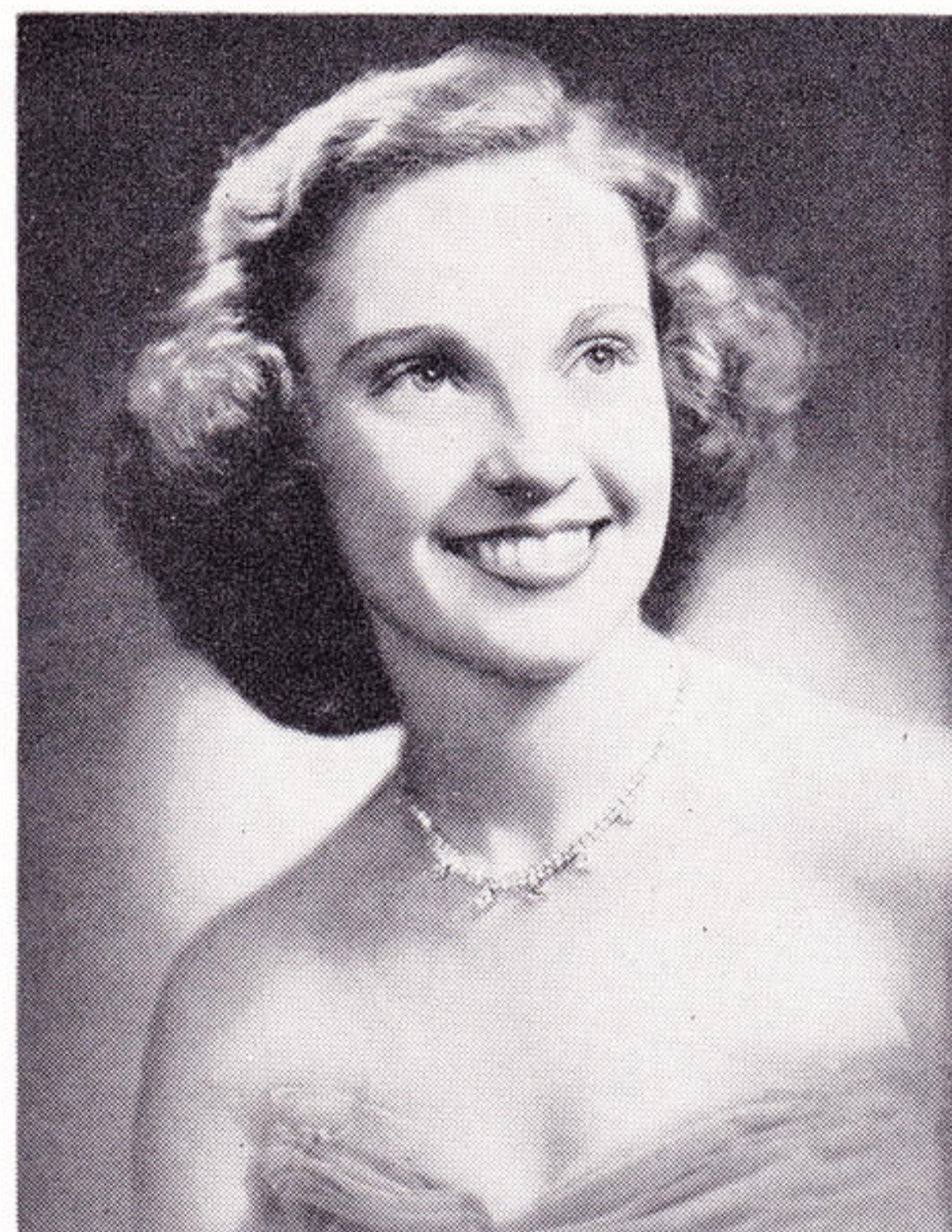
About 934 sales of electric ranges, water heaters, home freezers and room air conditioners have been reported to date, representing about 19 percent of the three month quota of the 5,000

unit-sales hoped for during May, June and July within the area served by Gulf States. Of these 5,000 units, 2,000 are electric ranges, 500 electric water heaters, 1,500 home freezers and 1,000 room air conditioning units.

More than 1500 electric appliance dealers, their salesmen and wives, and Gulf States sales personnel rallied to four tremendous meetings held in Huntsville, Beaumont, Port Arthur, and Lake Charles, April 29-May 2, to celebrate the campaign opening.

Following dinner, during which lively entertainment was provided, the appliance sales personnel viewed a one act play in two scenes, which was presented by Leonora O'Neal, home service director; Victor Gayle, director of sales promotion; Ralph Evans of General Electric, and Bob Lloyd of Graybar. Speakers following this presentation were Randolph Reed, Beaumont Philco distributor, who spoke on the sales potential of room air conditioning units; and Cecil Prashaw, Frigidaire Division of General Motors, Dayton, Ohio, who gave some pointers key-noting selling.

F. Parker Allen, manager of residential sales, was master of ceremonies. The local superintendents in each of the divisions presided over the meetings: Phil Newman, Huntsville; T. O. Charlton, Beaumont; Kirby Jones, Port Arthur, and Fred Johnson, Lake Charles.



Florence Marie Thorne, daughter of Mrs. L. E. Thorne and the late Lawrence E. Thorne, former Port Arthur division manager, represented the city of Port Arthur in two festivals recently. Florence Marie was Duchess of Port Arthur in the big Beaumont Neches River Festival and earlier she was Duchess at the Tyler County Dogwood Festival's annual spring coronation affair. Florence Marie was sponsored by the Port Arthur Chamber of Commerce.

Miss Thorne, a June high school graduate, has been one of Thomas Jefferson high school's most popular students. She was elected queen of the graduating class and in addition was secretary of the student body congress, a member of the famed Red Hussars and an adviser for the Rainbow Girls of Port Arthur.



TWO STARS of the "one night stand" troupe of the 4-in-1 Campaign Kick-off Show were Home Service Advisor Leonora O'Neal, left, and Sales Promotion Director Victor Gayle.



KICK-OFF MEETINGS for the big 4-in-1 sales campaign now underway in the area served by Gulf States were held in four of the five company divisions. All were enthusiastic, stimulating meetings and attracted

hundreds of dealers and their staff members, together with their wives and husbands. Typical of these events was the Beaumont meeting held at the Harvest Club. The picture above was taken on this occasion.



J. Roy Peckham, Jr., Beaumont t & d, and wife, Pat, formerly Pat Hutchinson, also of Beaumont t & d, are the parents of a six pound, 13 ounce son born May 24. The youngster has been named Michael Ross. Paternal grandparents are Mr. and Mrs. J. R. Peckham, Sr. of Beaumont where Mr. Peckham is superintendent of the Gulf district.

Mr. and Mrs. C. A. Estes, Navasota, parents of a five pound, eight ounce girl born May 12. Pop is in the Navasota meter department.

Mr. and Mrs. Buck Wingard of Orange became the proud parents of twin girls, Rita Arlene and Nita marlene who were born at the Orange City Hospital March 4. Rita and Nita weighed 5 pounds and 7½ ounces and 4 pounds and 7½ ounces respectively. Buck works in commercial sales at Orange.

Mr. and Mrs. Kenneth Sutton, Beaumont, became grandparents during March when Mr. and Mrs. Kenneth Sutton, Jr. of Albuquerque, New Mexico, became the parents of a six pound, seven ounce daughter. The baby, born March 27, was named Janet Lynn. The Suttons, Sr. vacationed in Albuquerque during early May.

Mr. and Mrs. John L. Warmack announce the birth of an 8 pound 6 ounce girl, Patricia Lee, on April 11th at Baton Rouge General Hospital. Mrs. Warmack is the former Mary Haynes Allen, John is a student engineer presently working in the Baton Rouge t&d.

C. C. Kuritz, Beaumont production is the proud father of a 6 pound, 2 ounce daughter, Khristine Ann Kuritz, born March 23.

Mr. and Mrs. E. J. Sanchez announce the birth of a 7 pound 7 ounce girl, Debra Jane, at Baton Rouge General Hospital on April 20th. Mrs. Sanchez is the former Lois Crumholt. Mr. Sanchez is in the Baton Rouge t&d.



Typifying the spirit, beauty and color of the Beaumont area's annual Neches River Festival, Janie Nelson, daughter of Mr. and Mrs. Roy Nelson, reigned as the 1952 "Queen of the Neches" during the fourth celebration of the gala event. Queenly and gracious in appearance and manner, Janie captured the plaudits and hearts of participants and onlookers at the various functions held during the holiday-like weekend.

In selecting the festival queen, judges independently score the candidates on the basis of intelligence, wit, personality, poise and personal appearance. Janie's selection brings another laurel to the many which have come to the members of our organization and their families.

Kendall Dewey Reeves, son of Mr. and Mrs. C. L. Reeves, was born March 19. Daddy, who works at Neches Station, said the youngster weighed 7 pounds, 7 ounces at birth.

Mr. and Mrs. Robert F. Nichols announce the birth of a 7 pound 8 ounce girl, Karon Irene Nichols, on May 5. Mrs. Nichols is the former Eva Gentiles of Baton Rouge. Robert is an employee in the Baton Rouge t&d.

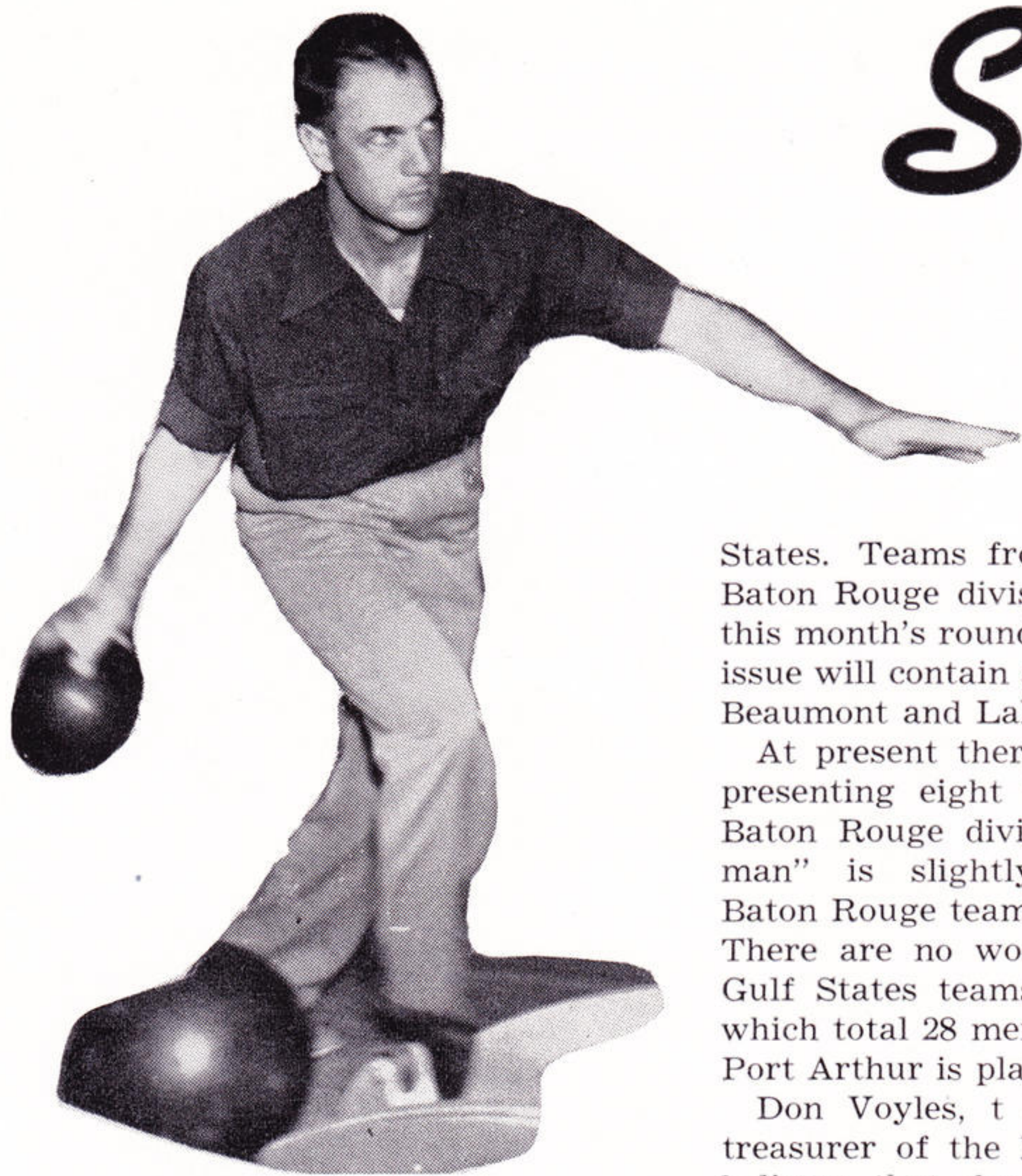
A popular member of Beaumont's younger set, Janie's interests extend beyond the usual social activities of teen-agers. A junior in Beaumont High School this year, she has served as a student council representative for three years, has been a delegate to the Southern Association Student Council and has been active in Junior Red Cross work. She is a past historian and corresponding secretary for the local Junior chapter. An extra curricular activity has been with the Y-Teens, for whom she has held the office of treasurer for the past two years.

Plain Talks joins in a salute to Janie, Gulf States' own "Queen of the Neches."

"The Government never really goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on."

THOMAS EDISON

Set 'em up!



States. Teams from Port Arthur and Baton Rouge divisions are featured in this month's round-up of keggers. Next issue will contain a similar report from Beaumont and Lake Charles.

At present there are 56 bowlers representing eight 7-man teams in the Baton Rouge division. (The term "7-man" is slightly misleading, since Baton Rouge teams include the ladies.) There are no women bowlers on the Gulf States teams from Port Arthur, which total 28 men. One other team in Port Arthur is playing in a city league.

Don Voyles, t & d, and secretary-treasurer of the Baton Rouge league, believes that the team standings this year in Baton Rouge are about as close as last year's baseball flag chase in the National League.

ONE of the first questions fired at new Gulf States employees by fellow workers in four of the five divisions in the system concerns an all-important phase of his physical make up—his bowling ability.

This is true in Baton Rouge, Beaumont, Lake Charles and Port Arthur where company employees have been playing for many years. The Navasota division has no bowling alleys, so, of course, employees there have not succumbed to the bowling bug as yet.

Bowling came into the sports picture as far as Gulf States is concerned, back in the late '30's. At that time a number of teams were organized and took hold for good. Some of today's top flight bowlers, such as Port Arthur's Jake Hagler and Leo Hirsch, were among those original keggers.

Today there are 153 men and women in the four named divisions bowling in company sponsored leagues or bowling in city leagues and representing Gulf

N. L. Romero, league secretary-treasurer in the Port Arthur division, reports that the "Kilowatts" have won the season's championships in Port Arthur, defeating the "Short Circuits" in four out of seven games in the play-off. The Kilowatts are captained by J. C. Queen. Team members are R. W. Dunham, Forrest Merrill, J. I. Vice, Leo Hirsch, Romero, and H. M. Becker.

Voyles explained that spreading the talent around has had much to do with Baton Rouge's neck and neck races.

"Each year we use numbers to represent players and write them down with their corresponding averages opposite; we put an equal number of topflight bowlers on each team of five men and two women, and try to hold the number of shift work bowlers, who work the same shift, down to one per team," Voyles said.

Pictures on this page show teams from Gulf States bowling leagues in Baton Rouge and Port Arthur. The Port Arthur teams are composed of men only while the Baton Rouge folks have teams of men and women. The group at bottom left is one of the Louisiana teams. The picture at top shows Safety Representative Odis McKnight in action.



Teams from the two divisions have such electrifying titles as "Kilowatts," "Sight Savers," "Short Circuits," "Energizers," "Generators," "KVA's," "Currents," "Sparks," "High Pressures," and "Hilines."

Port Arthur's leading bowlers are: High scratch game, Jake Hagler, 245; high handicap game, A. C. "Frog" Handley, 268; high handicap series, Hagler, 735; high game, Handley, 232; and high average, L. P. Allen, 178.

In Baton Rouge, the top bowlers and their scores are, men's high scratch game, Ralph Shirley, 225; women's high scratch game, Frances Gross, 192. Shirley also leads in the high handicap game with 265 and Miss Gross tops the women in that category with 229.

In the high scratch series, Shirley is tied with Wayne Huff at 561, while Mrs. Yvonne Cooper leads the women with 487. High handicap male series record belongs to Ed Eichelberger, and

Mrs. Cooper heads the women's series. Shirley and Miss Roberta Zuccaro lead high scorers with averages of 167 and 135, respectively.

The pell-mell race in Baton Rouge this year takes priority in any conversation among employees, and when Friday rolls around, bowling talk is heard on all sides. In fact, a hasty explanation was necessary recently on the Florida Street sales floor when a pretty young girl bowler, about to give an elderly lady customer her change, waved at a departing shift worker from Louisiana Station and called after him, "So long, Al. See you in the alley at 6:30 tonight!"



The greater portion of Port Arthur and Baton Rouge Bowlers are seen in the bowling ball and pin layout. The top and bottom group in the ball are Baton Rougeans and the rest from P.A. The next to the bottom panel extending up the right side in the pin are Port Arthurs, as are the two men in action at the top. All others hail from Red Stick.

The five Gulf Staters at the right are part of another of the Baton Rouge teams; two members were absent. There are eight 7 men teams in the Captiol City GSU league.

HEALTH & SAFETY



SECTION

Special Record Merits Special Trophy

At 11:45 on the night of July 18, 1936, a Gulf States Service truck crossing Government Street in Baton Rouge was in a collision and the driver was knocked unconscious.

Since that night 15 years ago, no lost time accidents have been reported in the electric meter and service department. At this point, F. G. "Red" Hornsby, new Operations Superintendent, pronounces a hasty "Knock on Wood!" with a fervent "Amen" from T. Odis McKnight, Safety Representative.

Through April 1 of this year, the number of days worked without a lost

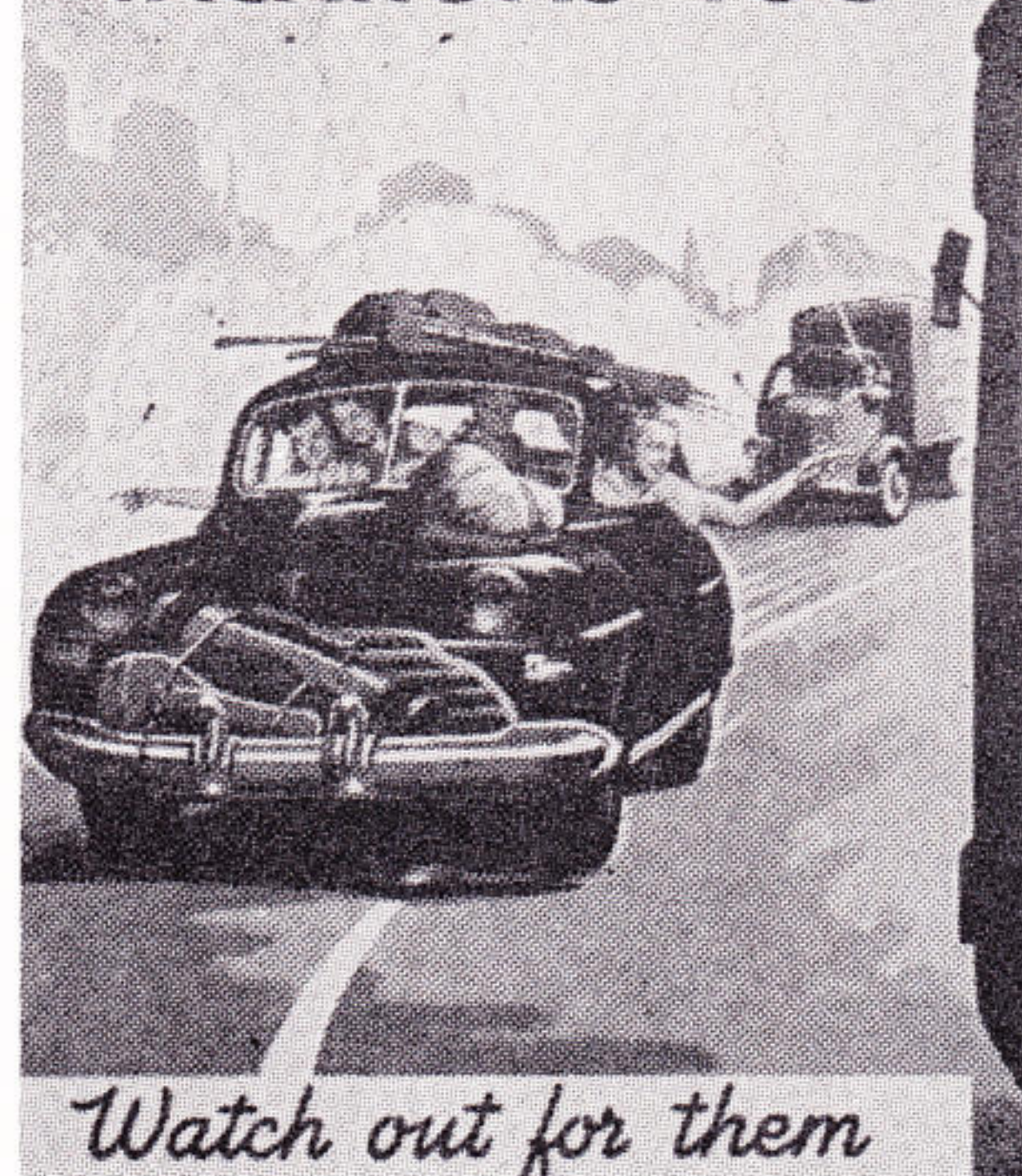
time accident in the Meter and Service Department reached the astounding total of 5,736 days. Broken into man hours worked without lost time, the figure is more astronomical, at total of 1,265,000 hours being worked as of last July 18, exactly 15 years from the time of the last lost time accident.

In recognition of this record, Vice President H. C. Leonard presented Mr. Hornsby and his foremen, A. L. "Les" Faures and L. F. "Jack" Donaldson, with a special bronze plaque, commemorating one of the best safety records ever compiled by any company.



CONGRATULATIONS! F. G. "Red" Hornsby, Baton Rouge operations superintendent, takes part in a three-way handshake with L. F. "Jack" Donaldson and A. L. "Les" Faures, meter and service foreman, as they display the Accident Prevention Trophy just presented to them as service foreman, as they display the Accident Prevention Trophy just presented to them as meter and service department representatives by Vice President H. C. Leonard. The department has worked over 1,265,000 hours during the past 15 years without a lost time injury.

ACCIDENTS GO ON VACATIONS TOO



The Motor Vehicle accident frequency rate is going up—

1951 .98 accidents per 100 thousand miles

1952 1.42 accidents per 100 thousand miles

RECOMMENDATIONS: Place emphasis on the following:

1. Reducing speed
2. Staying a safe distance behind the car ahead
3. Using extra caution at intersections

SET THE PATTERN

C. P. Shirley

The Safety Engineer drew up his chair beside his wife's sewing machine. "Don't you think you're running too fast?" he asked. "Look out! You'll sew the wrong seams, Slow down. Watch your finger! Steady!"

"What's the matter with you, John?" said his wife in alarm, "I've been running this machine for years."

"Well, dear, I thought you might like me to help you, since you insist on helping me drive the car."

GAMBLING is very much in the news these days. Many people are saying that other people are making suckers out of themselves and selling our country down the river to the gambling bosses.

The evidence does seem to indicate that the average American, being free,

All like to win. But win or lose, some like the thrill of chance-taking. Some are convinced their shrewdness or luck will make them winners. Others, even when they realize the odds are rigged or the game is crooked, still can not resist the temptation to give it a try.

Wheel of Fortune!



independent, ambitious, and sometimes cocky, likes to take some kind of chance.

One of the top authorities on gambling has written a book called, "You Can't Win". He sets out to show that the player hasn't much of a chance to beat the odds or the tricks in horse race betting, dice and cards, lotteries, numbers, punch boards, slot machines, roulette, bingo, carnival games and chain letters.

Maybe you are not one of the 50,000,000 Americans who are suckers for some form of gambling. Whether you are or not remember this:

The steering wheel is a wheel of chance. Every time you take a driving risk you bet your life, your income, your vehicle and your family's welfare—against what? A few seconds of time. And during the rest of your life you can't win enough times to make the odds favorable.—

Safety Topics, Texas Power & Light Co.

YOU NEED SUNSHINE
...but avoid **OVER-EXPOSURE**



More persons met death or suffered personal injuries in highway accidents last year than there are people in the State of Kansas.

Motor vehicle accidents at railway-highway crossings last year resulted in the death of 1,530 persons . . . injuries to 7,840. Most of these accidents were caused by motor vehicles running into the sides of trains.

SPLINTERS are dangerous

The lowly splinter ranks as one of the most common annoyances of mankind. It is forever jabbing itself into an unsuspecting finger, hand or toe, and imbedding itself in such a way that it defies any but the most patient efforts to remove it.

Fortunately, most splinters, slivers, thorns, and similar foreign bodies cause few serious consequences, aside from the pain and annoyance involved. Ever present, however, is the danger that the splinter wound may become infected. Many cases of the more serious infections such as tetanus and blood poisoning have developed as a result of tiny slivers which have carried bacteria under the skin.

It is always advisable to remove a splinter immediately after it enters the skin. Removal is best performed by the person who knows the "tricks of the trade," as well as when, and

when not, to attempt the operation. Here are some suggestions compiled by the Institute for Safer Living on the American Mutual Liability Insurance Company, which will help you to remove your next splinter more easily and with less danger of infection.

Attempt to remove only superficial or easily reached foreign bodies from the flesh. All deeply-imbedded splinters or other foreign bodies should be removed by a doctor. Use small sterilized forceps or tweezers if possible. If a needle or similar sharp instrument is used, be sure to sterilize the instrument by holding it over a match flame. Use promptly after sterilizing.

Wash the adjacent skin with soap and water and apply antiseptic before you tackle the splinter. One method is to soak the hand or foot in a warm salt water solution (one teaspoon of salt in one pint of warm water) from

twenty to thirty minutes. This tends to bleach the skin and make the foreign body readily visible. In some cases it may help to draw the foreign body to the surface of the skin, making it easier to reach.

Lift or press a splinter out **in the reverse direction of the penetration**. Do not attempt to dig the flesh or skin away from it. If a splinter is broken while being removed, have a doctor remove the remaining imbedded part at once!

Remember that the two main objectives in removing a splinter are to keep the wound clean and free from contamination and to avoid further damaging of the tissues. Unless this can be done safely, it's best to leave the removal to a doctor. A small sterile dressing should be applied until the wound heals.



Carol Dianne Glenn

Carol Dianne Glenn and her one candle cake is the prize picture owned by Grandma Mary Snowden, Beaumont customers accounts. Carol Dianne is the daughter of Mrs. Snowden's son, Carlo Glenn, and Mrs. Glenn. Carlo works for Stone & Webster's engineering department at Beaumont. Carol Sue was one April 21.

Eric Krupp, who isn't worried about a thing, is the happy son of Freida M.



Eric Krupp



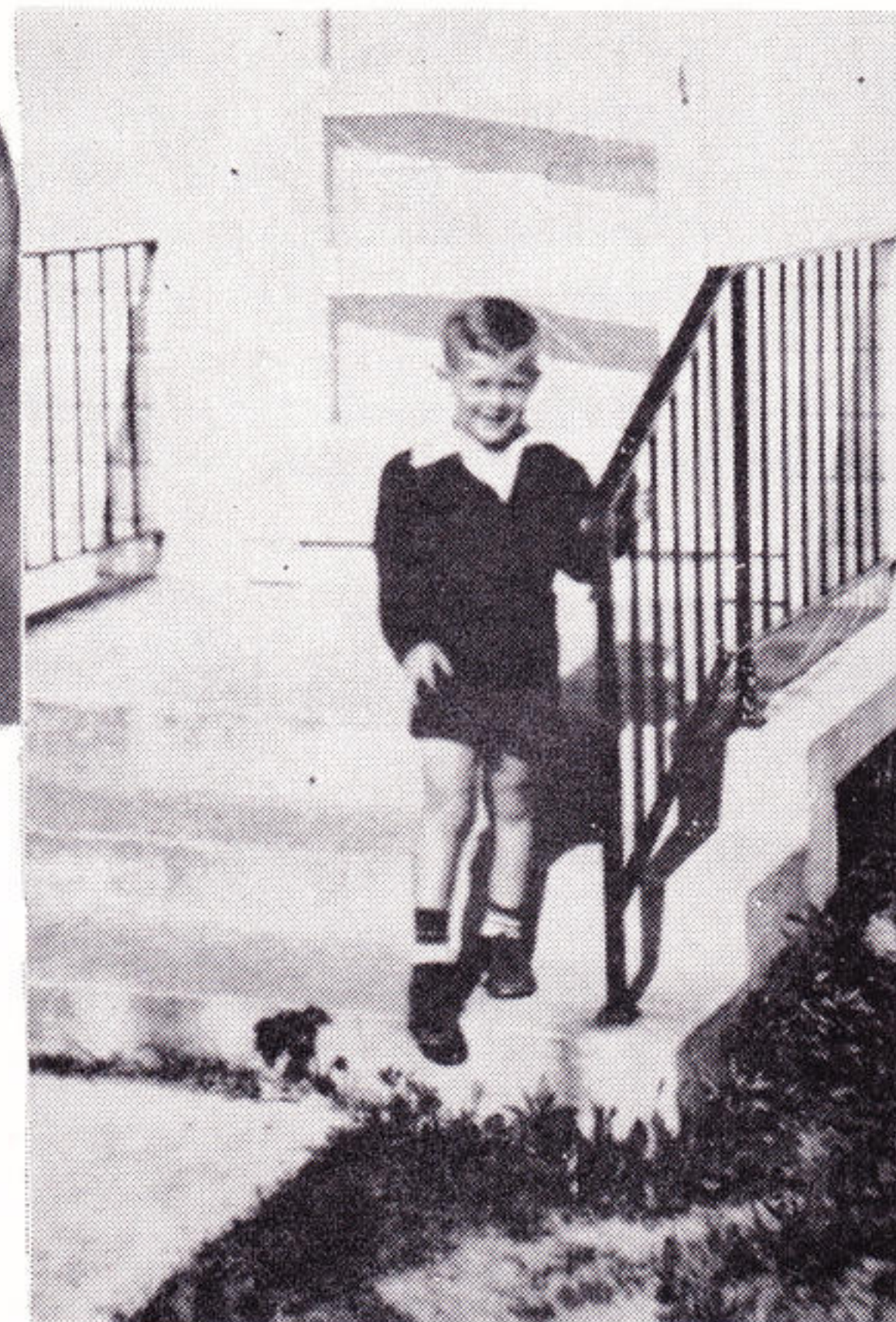
Krupp, who works in the office at Louisiana Station. Eric was three and a half months old when this picture was taken.

Master William Murray Greer is the young son of E. M. Greer, operator at Louisiana Station.

Another Krupp youngster is Stephanie (Stevie) Krupp who was 20 months old in this picture.

Emily Murree Greer is William's little sister. Emily is just half her big brother's age.

Sharilyn Sue Graves astride her loyal steed stopped long enough for



William Murray Greer

this snapshot which was taken on her second birthday. Her daddy is also an operator at Louisiana Station.

Pals despite several years difference in ages are these two youngsters, Dianne and Russell Melancon. Miss Melancon was 10 months old here and bubba was three. Their daddy is R. M. Melancon of the Port Arthur t & d department and their grandma is Mrs. Lydia Albers of the accounting department there.



Stephanie Krupp



Emily Greer



Sharilyn Graves



Dianne and Russell Melancon

WITH GSU CONVELSCENTS

T. Otis McKnight safety representative, has been seriously ill with a kidney infection. He has recovered nicely and is back on the job.

A. H. Casanova, senior residential sales representative in Baton Rouge, is recovering from a serious abdominal operation. His condition is improving, but he is expected to be off the job for some time. Mr. Casanova has been with the company 27 years. His many friends wish him well.

Henry Landry, senior industrial sales engineer in Baton Rouge, recently underwent surgery for an old ailment. Mr. Landry's operation was a success and he will be back at his desk soon.

NONE FOR TAXES. To the harassed housewife and taxpayer, the Department of Agriculture the other day offered some recommended substitutes for high-priced beef. They included: grilled squirrel, woodchuck pot roast, roast o'possum, armadillo sausage and boiled moosehead.

PLAIN TALKS TO SERVICEMEN

Plain Talks would like to mail copies of the magazine to Gulf Staters now in service. If any of our readers have these addresses, please give them to your Plain Talks reporter to mail in, as we do not have any way of knowing the whereabouts of these people.

We would like to make this list 100% complete. Please help us.

How about a dog food that would taste like a postman's leg.

Personnel Changes Made in Baton Rouge T & D

Three long time Gulf Staters were involved in personnel changes announced for the Baton Rouge t & d department during April. Assignment of two Baton Rouge men to new duties and the transfer and promotion of a Beaumont were highlights of the changes.

F. G. "Red" Hornsby, former meter and service supervisor for the Baton Rouge division, was promoted to the new position of operating supervisor for the division, the bulletin stated. Former General Line Foreman F. F. "Blondie" Gaines was appointed to another new position, that of Supervisor and Inspector of Contractor Tree-Trimming and Right of Way Services, and Frank Jones, former assistant general line foreman in Beaumont was transferred and appointed division line foreman to succeed Gaines.

Mr. Hornsby will have direct supervision of the line, substation and garage departments and will report to J. B. Coltharp, superintendent of transmission and distribution for the division. A. L. Faures and L. F. Donaldson, foremen of the meter and service departments, respectively, will report directly to Mr. Coltharp under the new set-up. All assignments are effective April 1.

Men Veteran T & D Employees

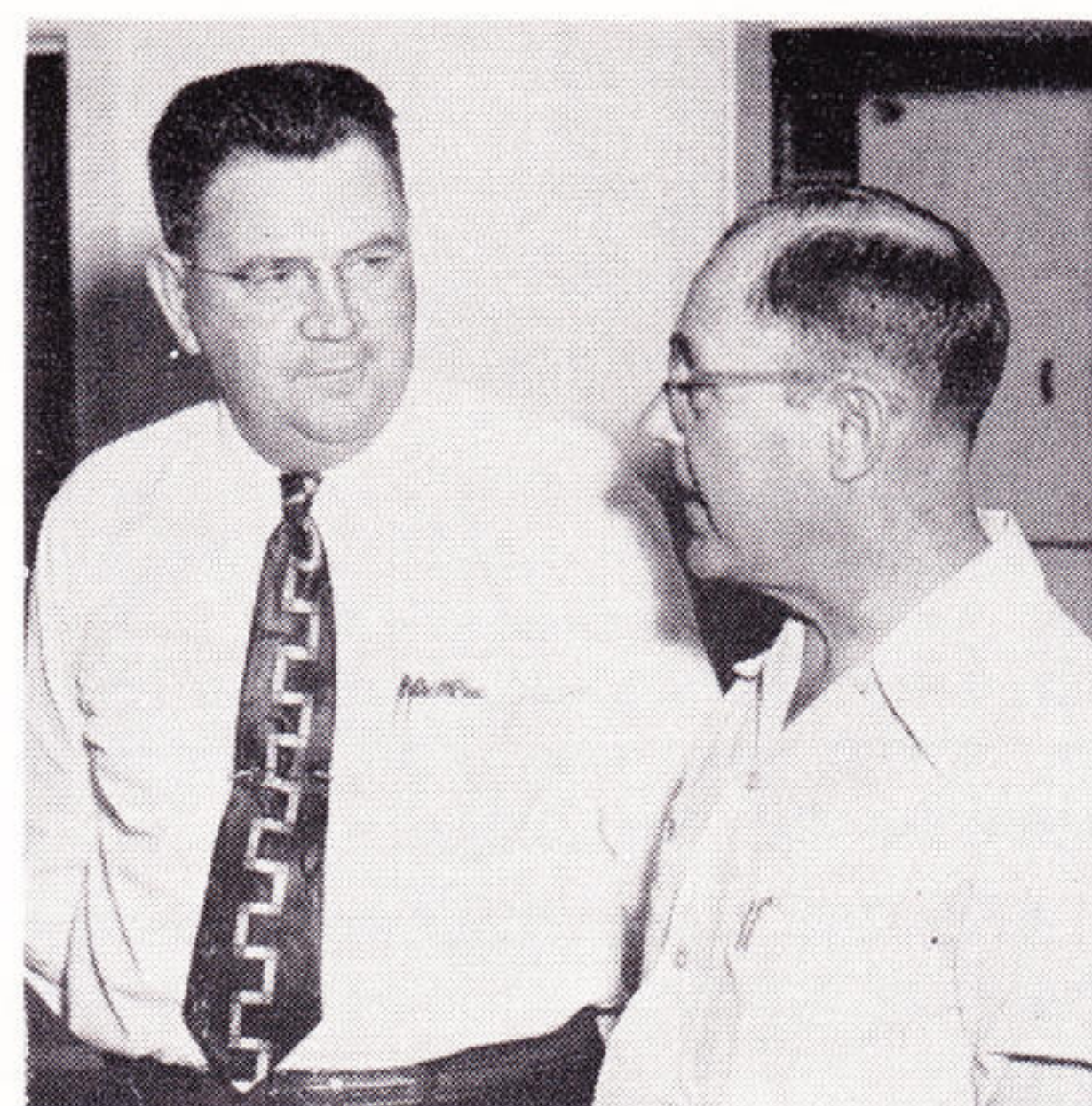
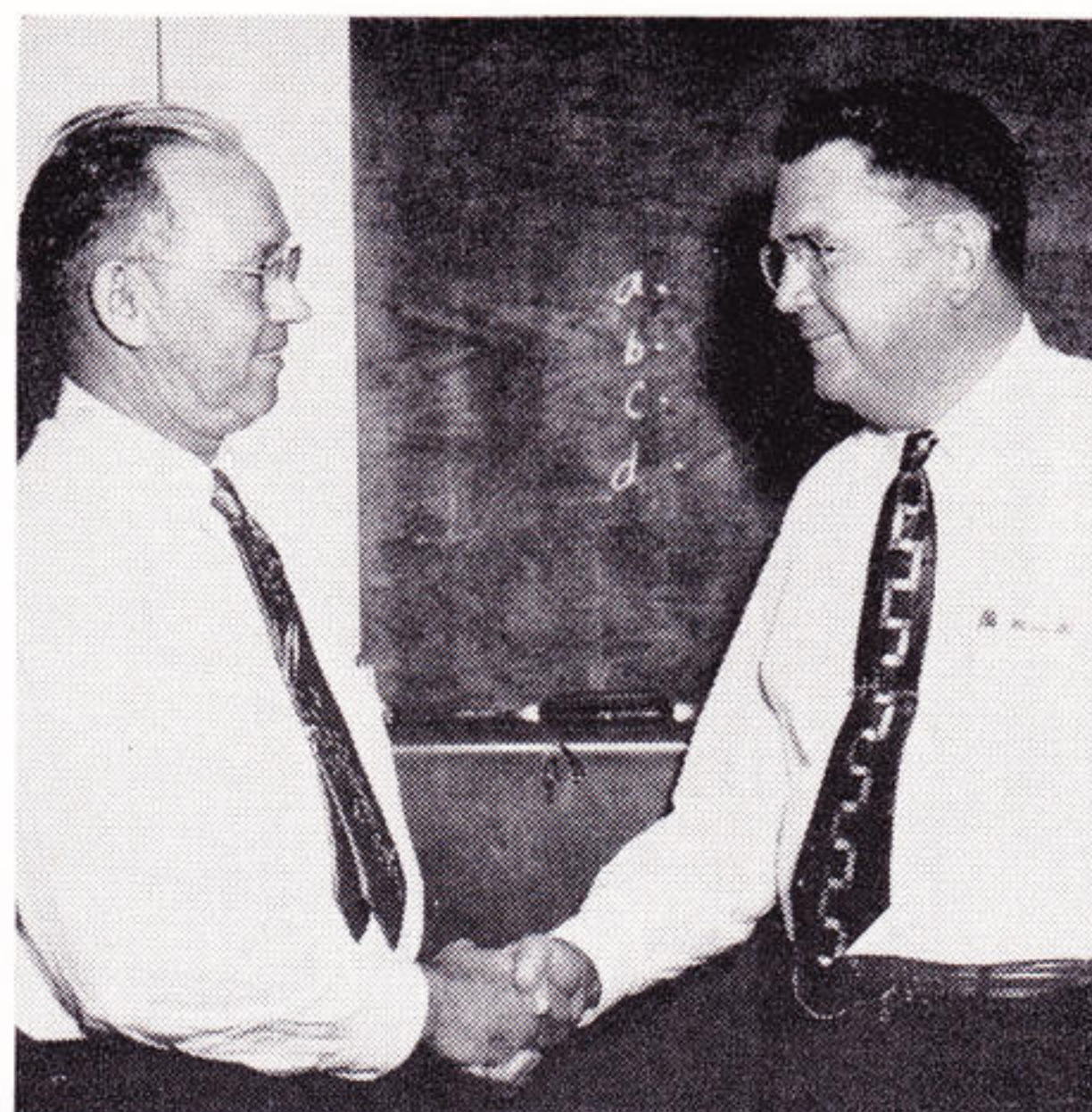


Hornsby has been with the company since 1924 when he began as a meter checker in Baton Rouge t & d. Subsequently he held various jobs in the meter and service department, reaching a supervisory position in 1927. He was made supervisor of meter and service in 1941.

F. F. Gaines joined the company in 1917, coming to work as a lineman in Baton Rouge. He was made a sub-foreman in 1924, line foreman in 1939 and became general line foreman in 1942.



Frank Jones came to work with Gulf States at Beaumont as a groundman



Good-bye Dick, Hello Ed!



Lake Charles bid a fond farewell to R. H. Lawton and heartily welcomed L. R. Eddins at a party held the latter part of April in honor of the two production department men. Above left, Mr. Eddins, formerly chief engineer at Neches Station who is now superintendent of Riverside Station, shakes hands with his predecessor, Mr. Lawton, who is now superintendent of Neches Station in Beaumont. Right above, Dick has a last huddle with Willie Prejean, operating engineer at Riverside, with whom he has worked ever since they were both transferred to Neches Station 26 years ago. Below, the party enjoys typical Louisiana fare—shrimp. Yum, Yum!



promoted to the job of assistant general line foreman in the Beaumont division.

If complete nationalization had gripped the country during Edison's day, the electric light might never have been invented. No government or bureaucratic agency would have dared brave the risk and ridicule that Edison did. No officeholding believer in the "welfare state" could have afforded to undertake such a rash venture. But Edison did.

In developing the electric light, Edison also had to devise a practical distribution system. So he devised equipment that had never been considered before: high efficiency generators, fuses, sockets, meters to read customer consumption, and many others.

SYMPATHY

On behalf of Gulf Staters, Plain Talks extends deepest sympathy to Mr. and Mrs. Phillip E. Levert, Baton Rouge, whose eight month old son, Brian Phillip Levert, died March 22. Mr. Levert is employed in Baton Rouge t & d.

J. B. Coltharp, superintendent of transmission and distribution, Baton Rouge Division, whose brother, Dr. R. W. Coltharp, 38, died at Baylor Hospital in Dallas, following a brief illness.

Jeannette Sangster, Navasota, whose mother died during February.

Ella B. Wendt, Baton Rouge production, whose father died suddenly during early April.

W. E. Dinkins, Caldwell district superintendent, whose mother, Mrs. H. C. Darden, of Kirbyville, died in a Beaumont hospital May 16 after a long illness.

The average normal human body contains from eight to ten pints of blood.

Marriages

Marjorie Rome, popular steno-clerk in Baton Rouge sales, became the bride of Richard Ramirez in a beautiful double ring ceremony held at the Sacred Heart Catholic Church in Baton Rouge May 4. Immediately following the nuptials a reception was held at the Ethyl Recreation Center at Harding Field. Marjorie will continue to work for the company.

Billie Ray Lewis, Beaumont accounting, was married to Jack L. Porter on March 25, at the First Methodist Church in Nederland with Rev. E. H. McKenzie officiating. Mr. Porter is at Fort Seale, Oklahoma, in Officers Candidate Training School.

William Bond Linnehan, Beaumont production, and Mary Linn Johnston, Beaumont accounting, were married in St. Anne's Catholic Church at Beaumont on May 10. James H. Linnehan, assistant treasurer, Beaumont, father of the groom, served as his son's best

Mollie H. Fuqua, Orange customer clerk, was married to Currie B. Matthews, in Jennings, Louisiana, on March 7. The Matthews are living at 1704 Texas, in Orange.

Dorothy Bradham, local office clerk at Huntsville, became Mrs. O. H. Walker back in February but somehow Plain Talks failed to get the news until recently. Her wedding, it is understood, occurred on the 9th at the First Baptist Church in Huntsville.

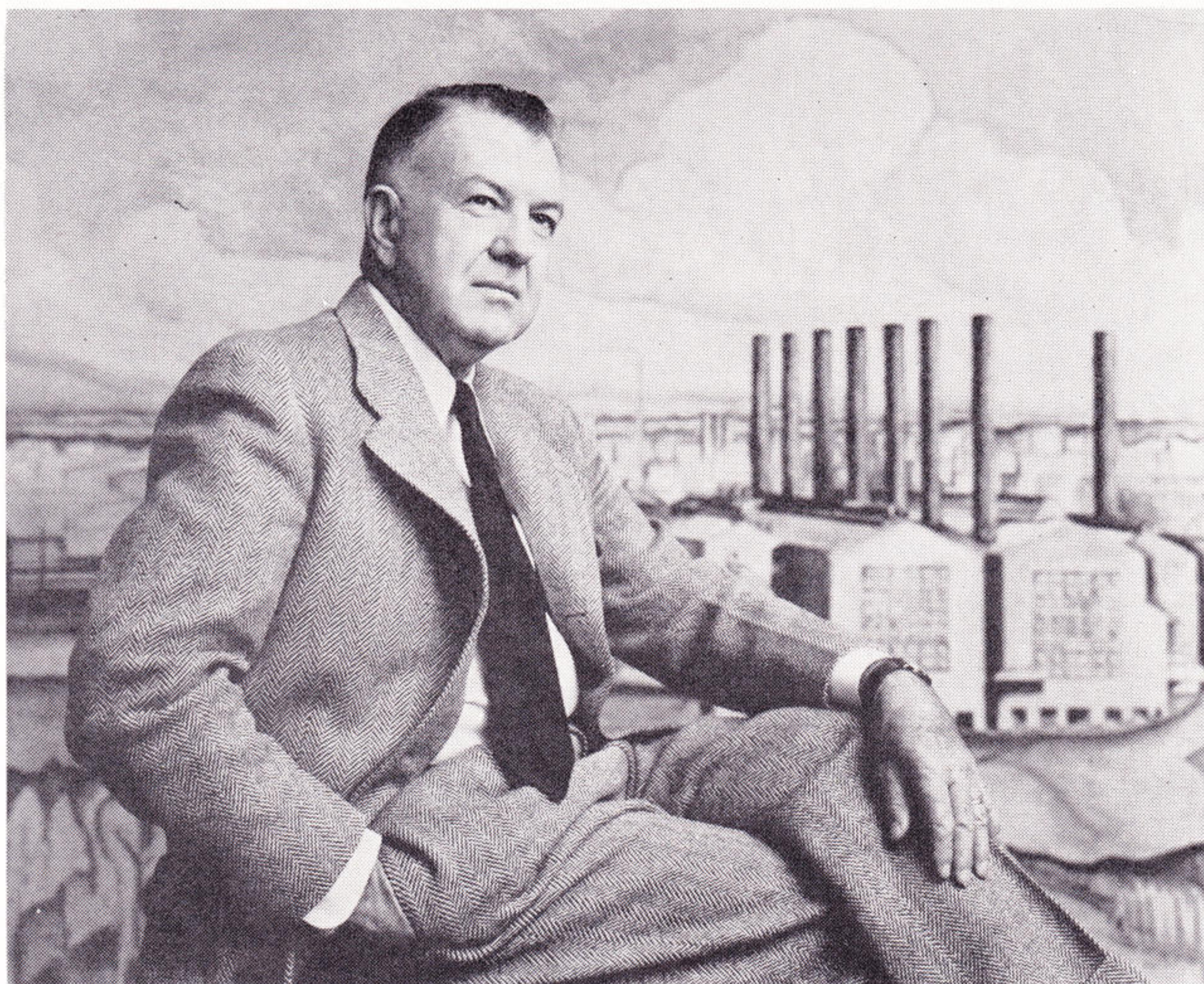
Mary Erwin, system engineering, Beaumont, to Jack S. Alspaugh, February 4 in the First Baptist Church with Dr. Patterson officiating. Mr. Alspaugh is in the navy stationed at Orange.

Betty Smith, nee Guillory, was married to Lee A. Smith on February 15 at the North End Baptist Church in Beaumont. Betty is in customers accounting and Mr. Smith is in the navy, stationed at Orange.

Alida B. Casey, Baton Rouge home service advisor, was married to John P. Casey on February 22 at Our Lady of Holy Rosary Catholic Church in St. Amant, Louisiana.

Mary G. Persick, gas department Baton Rouge, was married to C. O. Persick on February 21. Reverend A. E. Pardue performed the ceremony at the home of Mr. J. O. Greer, 5029 Bryon St., Baton Rouge.

R. W. Herndon, Port Arthur t & d, was married to Margaret Ann Gaspard on March 21. Best wishes to the bride and groom.



H. C. Leonard Elected SEE President

Vice President H. C. Leonard, of Baton Rouge, was elected president of Southeastern Electric Exchange at the annual conference of officials of member companies at Boca Raton, Florida, April 21-23.

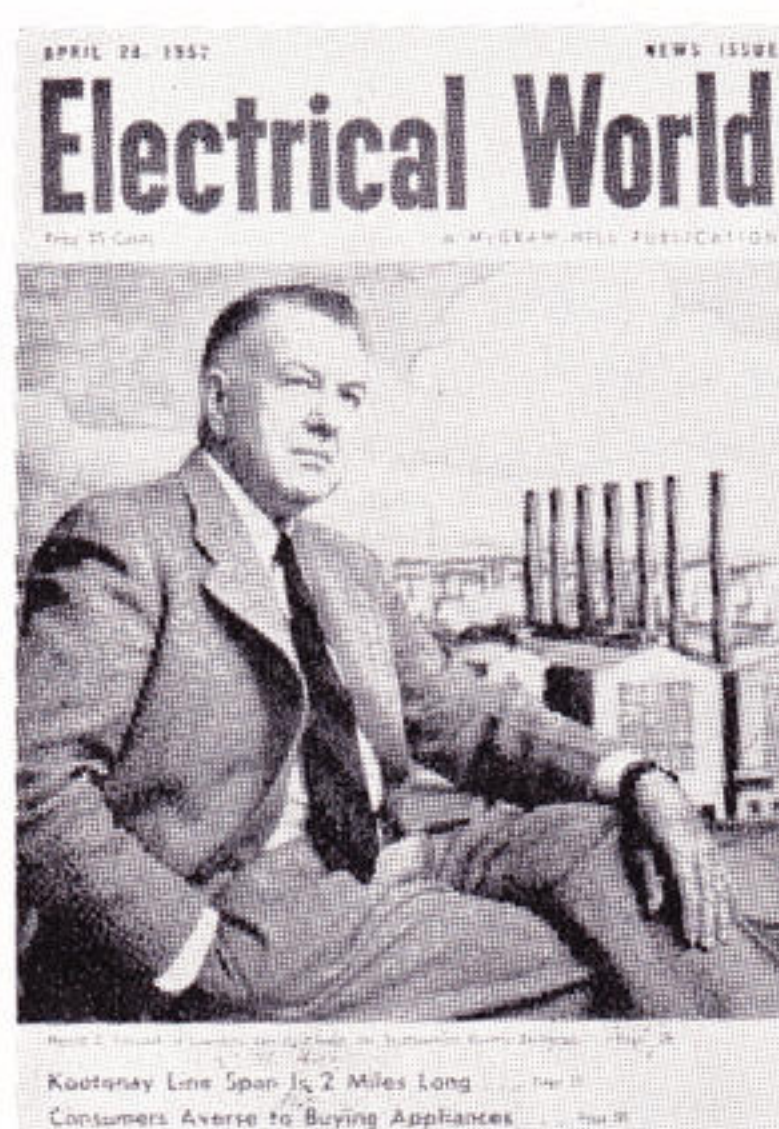
The portrait above was especially made for Electrical World for the cover of the April 28 issue, a reproduction of which is shown in the accompanying cut.

The Exchange, known as the SEE, is composed of electric companies such as Gulf States in the southeastern United States. Some 20 companies make up the membership of this organization.

Commenting on Mr. Leonard's career, the cover story in Electrical World said of him: "The Baton Rouge utility executive has taken a great

interest in civic affairs. The Louisiana Engineering Society has conferred on him the Lockett Medal for civic leadership. This is not an annual award, but an honor accorded only where the nominee has completed a truly imposing list of achievements. Leonard was the third man to be so honored." (This award was made January 10.)

Another picture of Mr. Leonard in the May 5 issue of Electrical World, shows him being congratulated by retiring SEE president, C. B. McManus, president of the Southern Company, and flanked by some of the incoming officers, one of whom is former Gulf Stater L. C. McClurkin, president of Savannah Electric & Power, who will be SEE vice president.



Yvonne Sanders, customers accounts, Baton Rouge, became the bride of George Cooper, of Interstate Natural Gas Company, last January in Woodville, Mississippi.

"The doctor has given me a week to live."

"Oh!"

"Yep; he sent my wife out of town for seven days."

The man who 'phoned his physician was highly excited; his small daughter had squeezed the entire contents of his tube of shaving cream—and eaten it.

"Keep calm; I'll be right over." soothed the doctor—then asked: "By the way, what have you done in the meantime?"

"Used my brother's-in-law electric razor," said the man.

Thirty Year Club



O. K. Baxley
Engineering
Beaumont



J. B. Hodge
Div. Mgr.
Port Arthur

NEW SERVICE CLUB MEMBERS

(By printing Service Award pictures the month of the actual anniversary Plain Talks hopes to give added recognition to the new Service Club Members. Publication date of Service Award pictures in Plain Talks does not affect in any way the awarding of Service Club pins or the Service Club meeting.)

Ten Year Club



Fritz Kornegay
T & D
Dayton



Gervis Richard
T & D
Church Point

Ten Year Club



Wilson Milton
T & D
Baton Rouge



J. M. Myers
Production
Lake Charles



E. H. Nevils
T & D
Beaumont



Calvin Oubre
Production
Baton Rouge



E. W. Shaffer
T & D
Baton Rouge

Colord Division

Twenty Year Club



Charlie Butler
Production
Baton Rouge

Gulf Staters who attained their anniversary dates for 10, 20, 30 or 40 years of service during the past year were presented emblems signifying this occasion at the various Service Award dinner meetings held during the early part of May. The pictures above are the last of those included in this period. The next series of pictures of employees reaching their anniversary dates qualifying them for entry into service club brackets will cover the 1952-1953 group.

Pictures of the different Service Award meetings are shown on Pages 12, 13 and 14.

Ten Year Club



A. J. Johnson
Production
Orange

ADDRESSES, PLEASE

Every month quite a number of Plain Talks are returned because of out of date mailing addresses. Keep your address up to date—just tell your Plain Talks reporter your new mailing address as soon as you have this information. Gulf Staters in the Baton Rouge area can keep their Plain Talks coming to their proper address by calling any of the four following extensions: 202, 207, 208 and 213. Beaumonters may call extension 264 or **your department reporter**. Prompt attention to this matter after changing address will enable your Plain Talks editor to mail you your copy without delay.

COFFEE TIME is characteristic of the Southwest but in Louisiana it probably is more significant than most any place else. Baton Rouge is a good example and recently the afternoon paper there, the State-Times, ran a little story on coffee habits in Red Stick. This picture of Gulf Staters was used in conjunction with the story. Here Harry "Shorty" Dent, a 30-year employee, serves coffee to Norma Browning, Iva Fay Morgan and Frances Gross. Leonce Boudreaux, building superintendent, handles the shop and Shorty is the main feature.



Rose Marie O'Brien Gets High Honor

One of the highest honors that can come to a Beaumont high school graduate was awarded to Rose Marie O'Brien, daughter of Mr. and Mrs. C. O'Brien in the closing days of this school year. Rose Marie was the 1952 girl winner of the American Legion Citizenship Award for Beaumont High School. The award was presented to her at Recognition Day ceremonies on May 15.

This award is presented annually to one boy and one girl from the graduating class, with the winners being nominated by the students and final selection being made by a faculty vote. The awards are based on scholarship,



leadership, service to the school, honor and courage. Rose Marie was also one of the upper scholastic group eligible to take tests to determine the class valedictorian and salutatorian.

Rose Marie has been unusually active in school affairs and activities involving teen age students. She was treasurer of the senior class and a member of the student council and was a member of the Beaumont high symphony in which she plays viola.

She has long been a member of Beaumont's famed Melody Maids and music is one of her consuming interests. She plans to be a teacher, probably of music. Next year she will enter Sam Houston State Teachers College at Huntsville, where she will major in music. She is a member of the Future Teachers of America.

In addition to the Citizenship award

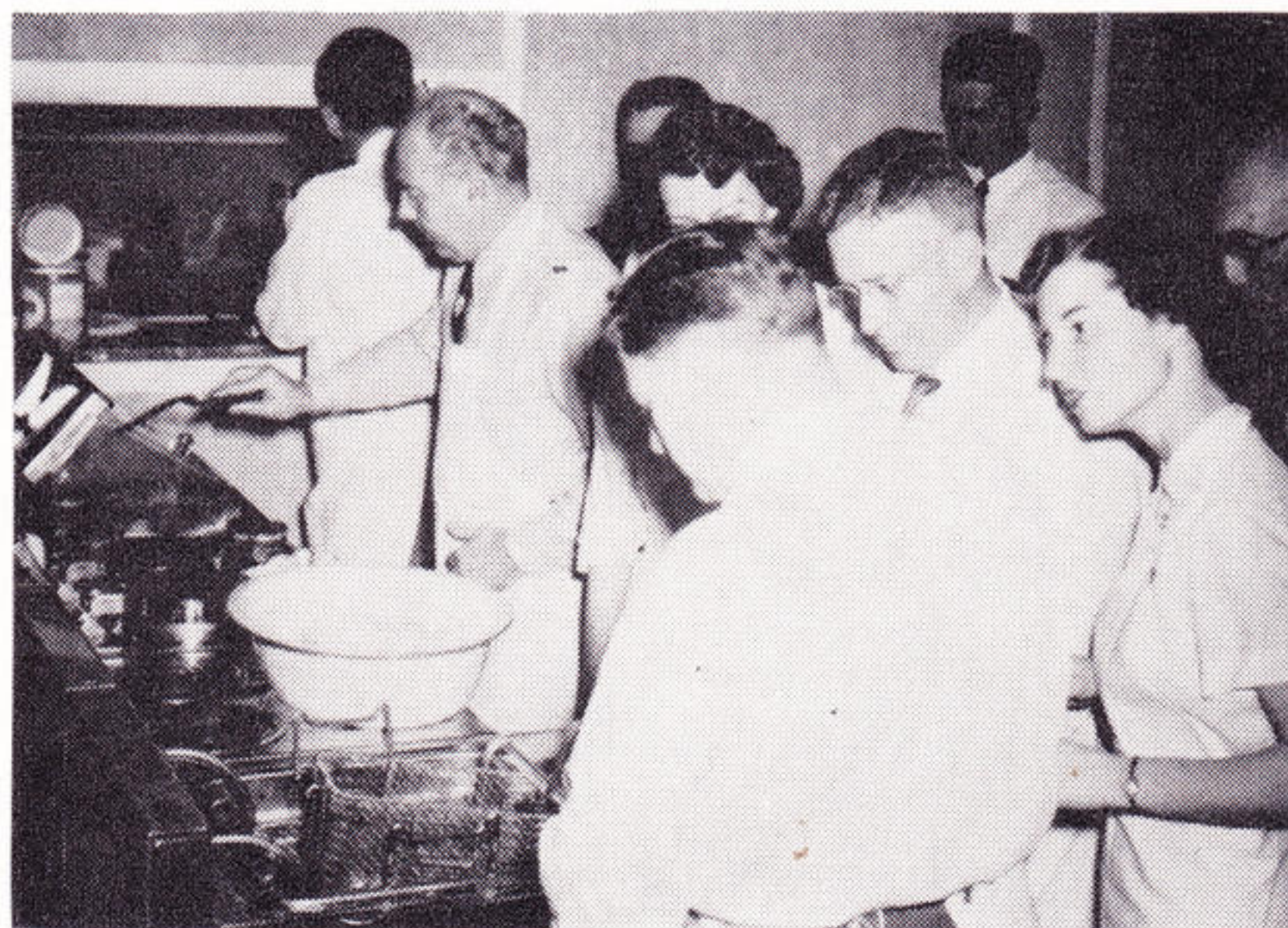


Employees of the Electric Meter and Service Department in Baton Rouge honored F. G. "Red" Hornsby with a new piece of luggage on the occasion of his promotion to the new position of Operations Superintendent in the Baton Rouge Division. The farewell gift was presented in the meter shop, where Mr. "Red" was a familiar figure for many years. Mr. Hornsby will continue to do business at the same old stand at Government Street until new offices are completed.

Lighting, Cooking Features Told at B. R.

District servicemen and members of the sales and lighting departments in Baton Rouge enjoyed some "home cooking" during a two-day series of commercial cooking and lighting demonstrations held recently at the Louisiana Station safety conference room.

CHEFS Bill Goff, Evelyn Wilsford, Lester Landry, Alida Casey and Randy McAlpine dish up some tasty fried chicken, steak and shrimp at the commercial cooking demonstrations recently held at Louisiana Station in Baton Rouge. Members of the power and residential sales groups, district servicemen and lighting department participated in the two-day affair and took turns preparing the food. Purpose of the school was to "brief" rural personnel on selling points of electric cooking appliances and proper lighting for rural customers.



Purpose of the event, according to Louis Christian, supervisor of industrial and commercial sales in Baton Rouge, and Marcus Andrews, superintendent of residential sales there, was to familiarize company personnel with selling features of electric commercial

appliances and commercial lighting so that the non-sales personnel will be capable of delivering impromptu "sales talks" to potential rural commercial customers.

The meal was prepared by the home service advisors with the help of those attending, and was under the super-

vision of "chefs" O. G. Floyd and Randy McAlpine of Beaumont commercial sales; and Joe Stallcup, residential sales manager of the Baton Rouge division.

System Engineer Speaks

Clarence Barron, system lighting engineer made a talk to this group on commercial lighting. James Stelly, lighting engineer for the Baton Rouge division showed a slide film and pointed out the possibilities for selling rural commercial customers on proper lighting.

Miss O'Brien was also winner of the Daughters of American Revolution award this year and the Citizenship award of the Grand Elks National Lodge.

Rose Marie's proud father is a long time employee at Neches Station.

REDDY WELCOMES

New employees in the Gulf States family. A smile and a handshake will help them feel at home. Look them up.

BATON ROUGE

Frank S. Atkinson, Jr., Gas
Alex Brown, Jr., t & d
Howard E. Buschmihle, t & d
Jackie F. Gaines, Storeroom
Marion A. Himel, Production
Jackie L. King, T&D
Leon I. Maxson, Jr., t & d
Sun Odell, t & d
W. H. Patterson, t & d
John L. Woods, t & d
J. H. Zerangue, t & d

BEAUMONT

Joye C. Busbee, T&D
Shirley J. Creswell, Const. Budget
Myrtice T. Dixon, Meter
James W. Eaves, Jr., Production
Nell M. Feigler, Stenographic
Patricia R. Ford, Purchasing
Sheldon P. Fruge, Production
Velma B. Furby, Billing
H. L. Gardner, Sys. Engineering
Dorothy C. Hall, Stenographic
Celia W. Harper, Billing
Anna S. Havens, Accounting
James L. Hayes, Sys. Engineering
Sallie J. Hicks, Accounting
Lee C. Holland, Jr., Sys. Engineering
Andrew Jackson, t & d
Madolyn S. Jackson, Sales
Charles R. Kelley, Production
Frank A. Lemire, Accounting
Donald F. Levis, Sub. Sta.
Marie H. Madaffri, Billing
Gulah W. Marshall, PBX operator
Betty McDonald, Accounting
Edward E. Prevost, Sys. Engineering
Ike Sims, General Office
William M. Stokes, Sys. Engineering
Thelma A. Tevis, Claim & Safety
Norma L. Torres, Accounting
Howard A. Verret, Production
Martin A. Watson, Production
Florence P. Wenzell, Stenographic
Lois P. Wess, Meter

CLEVELAND

John W. Jackson, Meter

CONROE

Jerry Fryer, t & d

JENNINGS

Joseph Guillet, t & d
Elson Miller, t & d

LAKE CHARLES

Billy J. Carpenter, Cust. Accounting
Thomas J. Clements, Production
Dunlin C. Crumpler, Production
Elray B. Dunaway, Jr., Sub. Sta.
Tyrelle Foreman, T&D
J. H. Smith, Production
Melba L. Trahan, Customers Acct.
Lillian H. Viehman, Cust. Accounting

LAFAYETTE

Ottis Hebert, Meter

LIBERTY

Eva J. Hollingsworth, Local Office

NAVASOTA

Billy H. Burke, Sales
Robert E. Leake, T&D

ORANGE

John R. Nowasky, T&D
Oliver F. Peveto, T&D
Emma M. Romero, T&D

PORT ALLEN

Charles E. Lucas, Meter

PORT ARTHUR

Maureen S. Baker, Sales
Joseph Scott, t & d

SILSBEE

Johnnie D. Bylsma (Mrs.), Local Office

WOODVILLE

John A. Pitman, T&D

Transferred

LLOYD D. BELL, formerly of Woodville t & d, has transferred to Beaumont where he will continue to work in t & d.

E. R. SAIDE, formerly engineering assistant at Beaumont, has been transferred to Orange where he is now performing the same duties.

JAMES E. STOUT, who has been working at Conroe in t & d has moved to Navasota where he will work in t & d.

EDWIN WALLACE, formerly residential sales representative at Huntsville, has been transferred to Madisonville, where he was appointed residential sales representative.

E. R. SELLERS has transferred to Woodville from Beaumont. He will remain in t & d.

JERRY L. BROWN has been transferred from Beaumont t & d to Woodville t & d.

Baton Rougean Dies From Car Injuries

William Sidney Gautreau, Jr., 29-year old helper in the Baton Rouge transmission and distribution department, died last February 5 at the U. S. Marine Hospital in New Orleans.

Young Gautreau, a veteran of World War II, had been hospitalized since November 25, 1951, when he suffered a broken neck and other severe injuries when his car hit a pig on the highway, ran into the ditch and overturned.

A lifelong resident of French Settlement, La., the deceased is survived by his widow, his parents, five brothers and three sisters. He was employed by Gulf States Utilities February 19, 1951.

"There is far more danger in public monopoly than there is in private monopoly, for when the Government goes into business it can always shift its losses to the taxpayers. If it goes into the power business it can pretend to sell cheap power and then cover up its losses."

—Edison

Mexico is known as the Storehouse of the World because of the fertility of its soil and its almost inexhaustible mineral and other natural resources.

The late Chauncey Mitchell Depew—U. S. Senator, railroad magnate, orator and afterdinner speaker extra-ordinary—when he was 80 was called upon to speak after a Christmas banquet. He started: "My friends, you have been giving your attention to a turkey stuffed with sage. Now please give your attention to a sage stuffed with turkey."



DOMINO, DOMINO — a favorite lunch pastime among Baton Rouge t & d employees. Enjoying a game here are: left to right, Robert Collier, Rodney Scioneaux, "Steady" Hays, C. M. Bailey, Guy Miller, Russell Bonnette, Murray Martin and Don Voyles. Who's champ, fellows?



One of the most attractive sales floors in the Gulf States system owes much of its success to the gardening ability and generosity of Port Arthur employee Frances Palmer Estes, whose lovely, homegrown flowers decorate the Port Arthur cashier's counter.

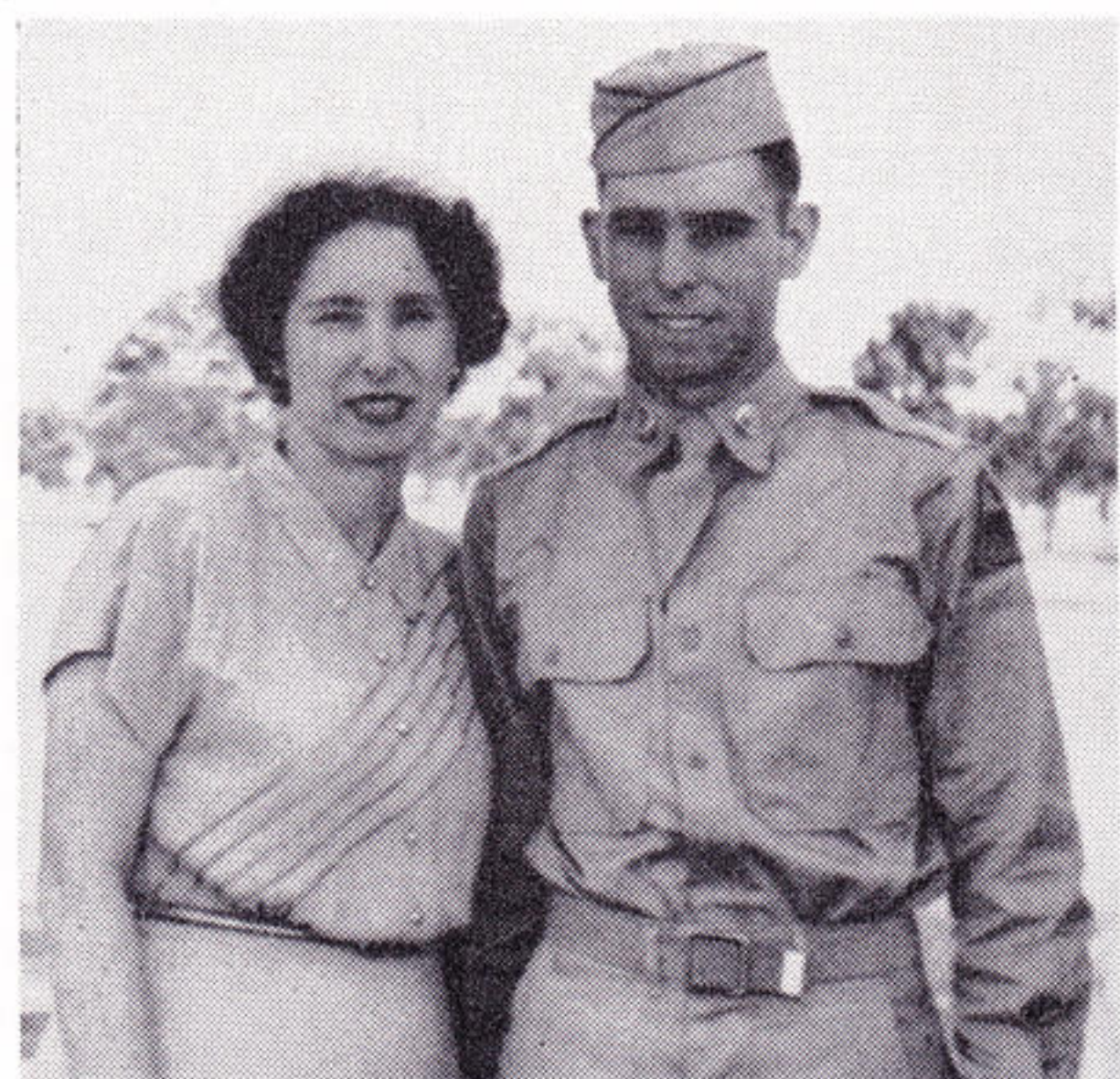
Mrs. Estes, who is a customer clerk lists gardening as the favorite hobby of herself and husband, and the beauty of the flowers she arranges on the sales floor proves that the Estes family has an uncommonly well developed "green thumb."

Mrs. Estes doesn't confine her floral contributions to the sales floor alone, but is very generous with them on special occasions for employees. To employees and customers alike, Port Arthur's "Flower Lady" brings beauty into the Port Arthur office.

The new secretary was recounting to the clerk her experiences with past employers.

"Good gracious," the clerk said after hearing of five different changes in eighteen months, "you have had a lot of bosses!"

"Yes," replied the young secretary, "but I think I'm on the last lap now."



THE H. B. FLOYDS of Baton Rouge were happy to have as a recent visitor in their home, their son, PFC Roland Floyd of Camp Chaffee, Arkansas. Roland is seen here with his mother while home on convalescent leave. He was wounded in Korea recently. Dad is station engineer at Louisiana Station.

Port Allen District Gets Line Crew



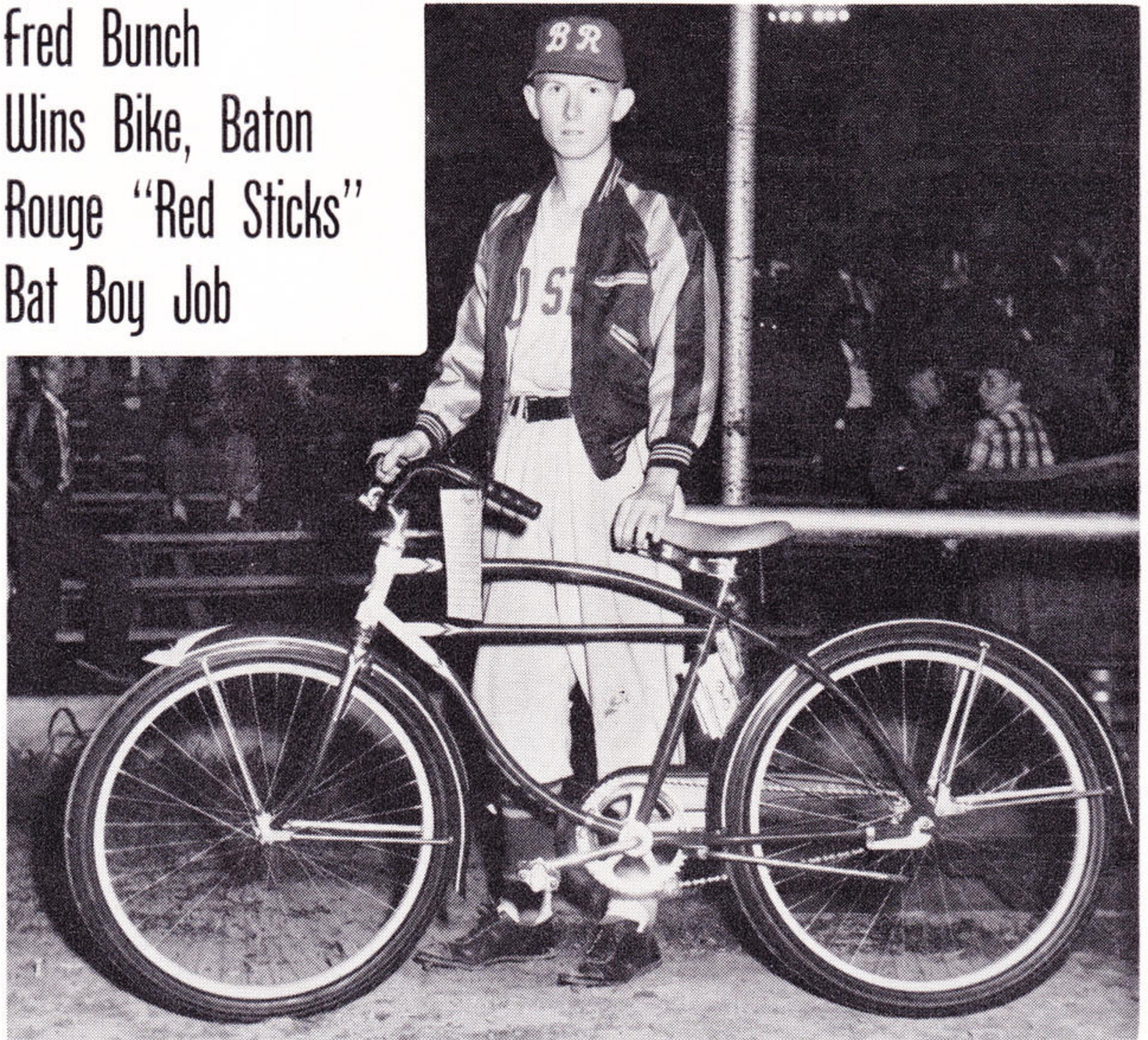
Growth of the Port Allen area in number of electric customers and the resulting increase of electric facilities recently necessitated location of a Gulf States line crew in that section. As of February a new line crew composed of former Baton Rouge t & d employees has been assigned to the Port Allen district.

A. J. Blanchard, 10-year Gulf Stater and former Baton Rouge line foreman, was appointed line foreman for the new group. Members of the crew are: O. H. Norton, A. D. Eggart and J. W. Roberts. All members of the crew are now residents of Port Allen.



BUDDIES — These two lieutenants, Malcolm Williams and George Whitten, Gulf Staters now in the service and stationed at Fort Bliss near El Paso, posed for this picture in the middle of the desert, they say. Williams, is a former student farm representative in Beaumont and George, whose father is W. A. Whitten, chief engineer at Neches Station, was student engineer.

Fred Bunch Wins Bike, Baton Rouge "Red Sticks" Bat Boy Job



A dream nearly every boy has come true for Fred Bunch, 15-year old son of Mr. and Mrs. George D. Bunch, recently. Fred's achievement was the winning of the post of bat boy for the Baton Rouge "Red Sticks" baseball team.

Fred won the envied position by writing the winning letter in a contest sponsored by a Baton Rouge paper. In

addition to the baseball job Fred also won the bicycle he is seen holding in the accompanying picture.

Fred is a sophomore at Istrouma High School and has played American Legion baseball for four years. He hopes to play professional ball when he is old enough.

Fred's father is repairman at Louisiana Station.

LAFAYETTE

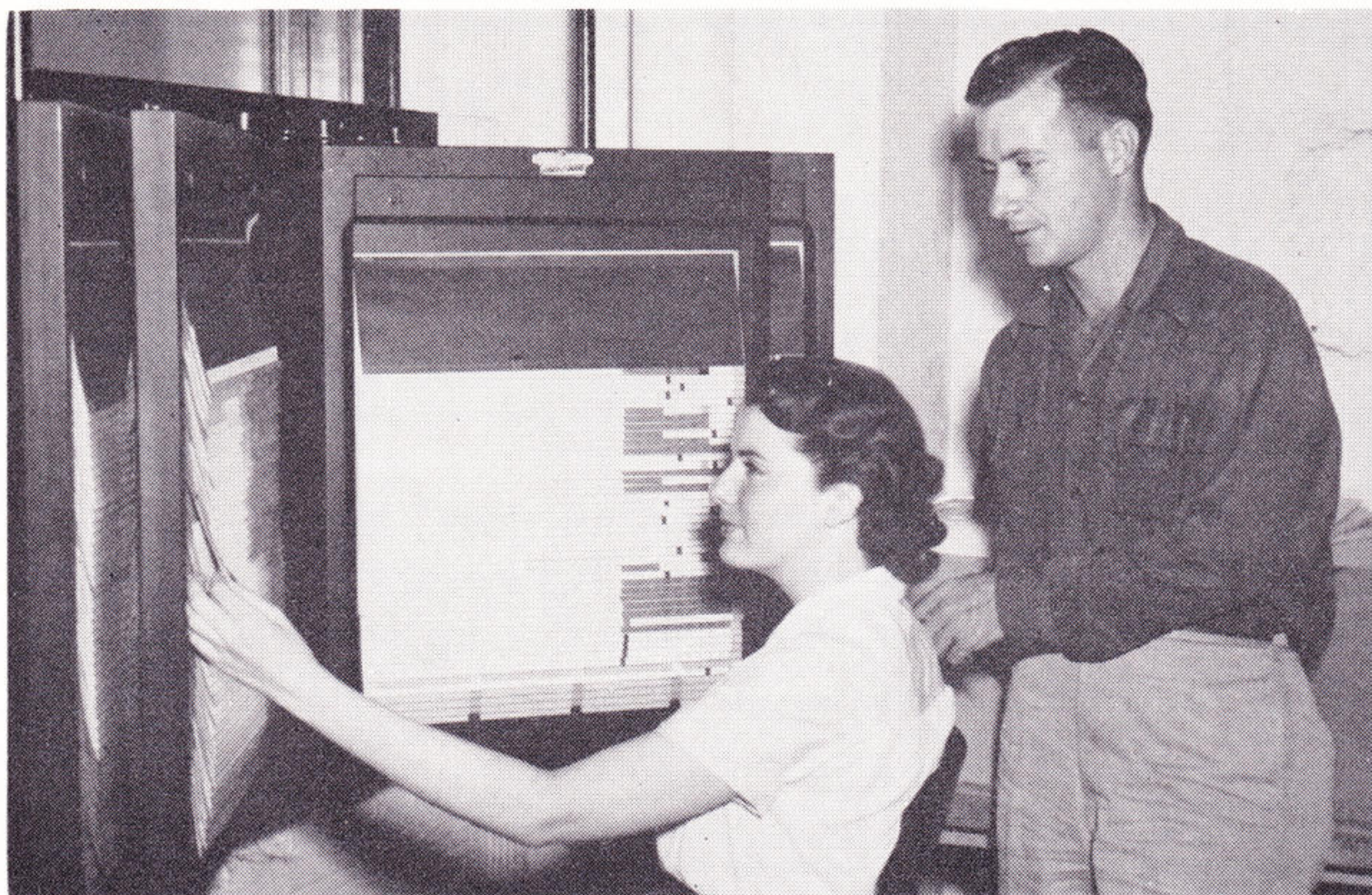
we are here!

(Continued from Page 1)

Probably the biggest thing of all for this important section was the announcement in 1951 that Scott, a small town five miles west of Lafayette, had been chosen as the site for a new Gulf States power plant. This generating plant, named Nelson Station in honor of President Roy Nelson, will have an initial capability of 66,000 kilowatts when completed sometime during 1954. Some work at the site is already underway.

A summary of the miles of line in the district should dispel any doubts of the claims made and prove interesting to the statistical minded engineers. There is a total of 900.1 miles of all types electric lines. Almost 43 of these are 138 kv; 84 are 69 kv and over 163 miles are 34.5 kv. The distribution lines include voltages of 13.8, 7.6 and 2.4 kilovolts, with the 7.6 voltage being most popular, with 274.7 miles.

Lafayette, we're not only here — we're **REDDY**.



The Baton Rouge electric engineering department has installed the new Remington Rand filing system which provides a visual picture of all active job requests, estimated, and jobs to be worked.

The new system, which has been in effect since February eliminated the

need for five filing cabinets and several large status books, and enables the engineering department to keep an accurate account of work to be done by the engineering, line and sub-station departments.

According to Don Voyles, engineering clerk, and Elsie Norman, stenographer clerk, the best features of the new system, by far, are its speed and accuracy. Elsie and Don are seen above.

Another selling point is that the files are light and portable, and can be rolled easily from office to office.

C. W. Choate's Daughter Weds

Miss Wilma Pearl Choate, daughter of Mr. and Mrs. C. W. Choate, Anahuac, was married to John R. McKenna, Springfield, Missouri, in a ceremony in St. Mary's Cathedral, Galveston, May 10. Mr. McKenna is a medical student at the University of Texas Medical School at Galveston. The couple will make their home in Galveston.

A perforated cap on a cork which will fit into any soft drink bottle makes an ideal device for sprinkling clothes.

LAFAYETTE'S rolling stock plays an important role in maintaining the dependable service which is traditional with Gulf States. These pictures show the number of vehicles necessary to service 900 miles of pole line and customers.



Called to the Colors

Beaumont

A. C. Faggard, Accounting
W. B. Linnehan, Production
Kenneth R. Maxwell, Engineering
Ralph H. Pryne, Production

Conroe

Alvin B. Parker, t & d

Lake Charles

Daniel F. Fontenot, Production

APRONS AID ACCOUNTANTS

Baton Rouge customers accounts employees found that they were getting their clothes soiled as well as getting their new Remington Rand system in working order. Hence the housekeeper-like appearance of the happy girls. Left to right, they are: Lurline Calmes, Ann Theriot, Lillian Fabre, Jerry Cabinness, Betty Bartlett and Shirley Bolton.





SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

Q: What is the average length of life in the United States?

A: According to data issued by the U. S. Public Health Service based on final 1949 vital statistics, a baby born in the U. S. now will live for an average of 67.6 years. White women have the longest expectation, with 71.5 years, while the average expected for white men at birth is 65.9 years. For non-white women the average is 62.9 and for men 58.6 years. The expectation of life at birth is now more than 20 years greater than it was in 1900, due largely to the control of infectious disease which has prolonged the lives of many who would have died young. There has been no significant change in the average lifetime remaining to those who reach 65 or 70.

Q: What is hydroelectricity and how is it generated?

A: Hydroelectricity is simply electricity generated by water power. A hydroelectric plant can be installed where there is a considerable fall of water, as at Niagara Falls. From above the falls some of the water is diverted through huge pipes to the power stations which are located at the level of the river below the falls. The water drops about 190 feet, and gains considerable energy in the descent, then it passes through a turbine which is made to turn, and so drive an electrical generator.

Q: Could a person live on a diet of milk alone?

A: No; although milk comes nearer than any other single food to affording all the essentials of a complete diet, it is deficient in iron, copper and manganese, which are needed in small amounts, as well as in Vitamin A and D. A person living on a diet of milk exclusively would develop anemia, and other disorders due to the vitamin deficiency.

Q: How does the brightness of artificial lighting for night baseball compare with daylight, and why aren't all of the overhead units turned on?

A: The intensity of light used for night baseball varies from about 5% to 20% of that of daylight. Major league parks average about 200 foot-candles, one foot-candle being the intensity of illumination produced on a surface by a standard candle a foot away. Daylight varies from about 1000 to 10,000 foot-candles. The incandescent lamps used are generally of 1500 watts each. The appearance that only a part of each floodlighting bank is turned on is due to the aiming of the units, which are directed to various parts of the field. From a particular point of view it may look as if some are turned off, but actually they are operating.

Q: When I burn natural gas in my range what gases are released in the kitchen?

A: Natural gas is mainly methane, and when a cubic foot of this gas burns completely, it would produce one cubic foot of carbon dioxide and two cubic feet of water vapor. Carbon dioxide in high concentration may have some effect on the body, but in ordinary amounts it is not injurious. However, ventilation should always be provided where gases are being burned, since the process of combustion consumes oxygen in the air, and the oxygen must be replaced to avoid suffocation.

Q: Has electricity been made from atomic energy?

A: Yes, this was accomplished for the first time, as far as we know, at the Atomic Energy Commission's testing station in Idaho on December 20, 1951. Heat, generated by splitting atoms in a reactor, was carried by a molten metal to a boiler where water was turned to steam. This, in turn, was used to drive a turbine generator, producing electricity. About a hundred kilowatts of electrical power were generated, which is very small compared with the output of tens of thousands of kilowatts by a central station. Power generation by this reactor was only incidental to the main experiments for which it is being used.

T. Hirsch Honored



The Leo Hirsches were receiving well deserved congratulations earlier this month for the accomplishments of their younger son, Teddy.

Teddy, who is a senior civil engineering major at Texas A & M, has been

named one of the winners of the School of Engineering Faculty Achievement awards for engineering graduates. The award is given in recognition of scholastic attainment, demonstrated leadership, organizational ability and for proficiency in the performance of extra-curricular activities.

Teddy, a 1948 graduate of Thomas Jefferson High School in Port Arthur, where his dad is a long time production department head, has won a number of other honors while at A & M.

He is president of Tau Beta Pi, member of the editorial staff of the Texas A & M Engineer, Ross Volunteers, Phi Eta Sigma, Phi Kappa Phi, major in the Cadet Corps, a distinguished military student and a member of the Student Engineering Council.

The Achievement award is pictured below.



One-fourth teaspoon Paradichloropenzine Crystals (Para Crystals) dropped in each crawfish hole will rid the garden or yard of that pest.

After giving his patient a complete examination, the doctor stepped back and calmly eyed the very tall, thin man. "Well, doc," demanded the patient, "how do I stand?"

"To be truthful," said the doctor, "I don't know, but I think, however, it's a miracle."

Four Promotions Made at Neches

Promotion of four Neches Station employees into additional supervisory jobs at the plant and of three others to replace the vacated jobs has been announced by Station Superintendent R. H. Lawton.

Clarence R. McGrew, Robert Guidry, Earl Ray Griffith and Robert W. Haynes, all former station engineers were moved up into operating engineers posts. There was formerly only one operating engineer at the plant.

H. G. Fitzgerald, Robert F. Clark and Irvin J. Teal, former head firemen, were moved into station engineer jobs to fill the vacancies created at this level. All new assignments are effective June 1.

The promotions at Neches were made necessary by the continuous growth of the big Sabine area plant, Mr. Lawton stated. Within the past few weeks, he reminded, another 66,000 kilowatt turbo-generator was put into operation here and this unit together with two others added since the war has boosted the station's total capability to more than a quarter million kilowatts.

As pointed out in a recent editorial in the Beaumont Enterprise (see inside front cover) it is necessary that Gulf States keep ahead of needs in this Gulf Coast area. It is expansion of facilities such as at Neches Station that will do this job. Since the war a total capability of 176,000 kilowatts have been added, about twice the entire station capability on V-J Day.

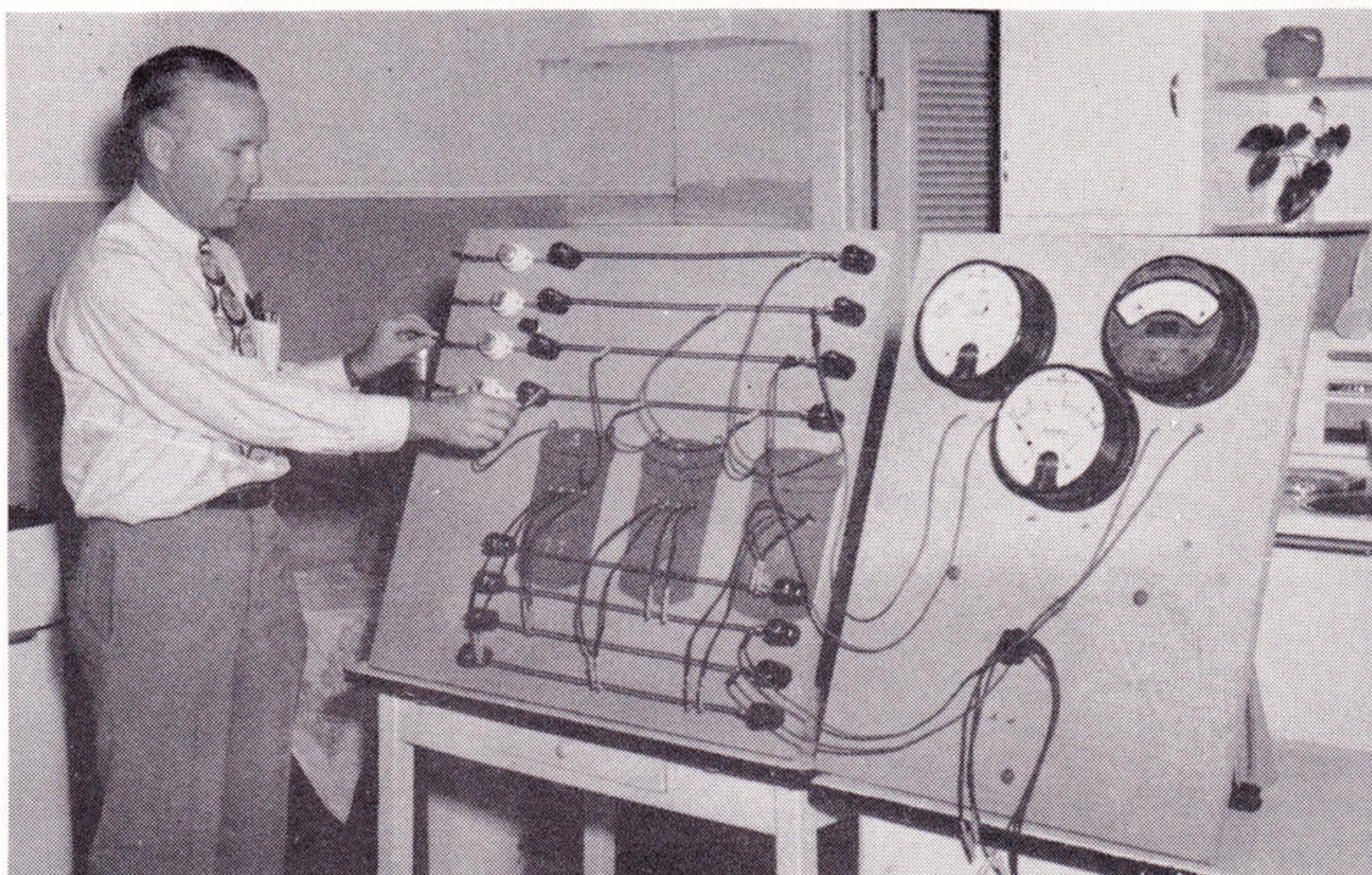
The continued expansion of the plant has at the same time placed a greater burden of responsibility on production plant personnel, Lawton said, and these additional jobs will insure the high efficiency maintained at the plant in the past.

New Beaumont



Rudy Landers, long time Gulf Stater in the Baton Rouge division accounting department has been transferred to Beaumont where, since March 16, he has been working in the accounting department as administrative assistant. Mr. Landers has been placed in charge of affairs pertaining to the benevolent association and the credit union.

Mr. Landers has been located in Baton Rouge since 1927 when he was transferred there from the Edison Electric Illuminating Company in Brockton, Massachusetts.



TRANSFORMER CONNECTIONS are taught by Neill Carpenter on this board which demonstrates paralleling transformer banks (left) and meter panel (right). This picture appeared in *Electrical World* with the article which Neill prepared for publication in a recent issue of the magazine.

Electrical World Runs Gulf Staters Story

An article by Neill Carpenter, industrial engineer in the Lake Charles division, appeared in the March 24 issue of the magazine "Electrical World." The article was prepared by Mr. Carpenter, who is an instructor for the Lake Charles Trade School Utilities Course, to tell about utilization of a transformer hook-up board for instructing classes of utility employees. The unique board, designed by Carpenter and built by the Trade School students, makes for more ef-

fective teaching on the subject of transformer connections.

Chief value of the board, according to Carpenter's article, lies in the fact that it eliminates the necessity of handling heavy equipment and using high voltage in the classroom.

Three of the boards are now in use at the Lake Charles school, with very effective results, the article stated.

Neill enjoys the teaching course as a hobby, along with his studies in painting and photography at which he is becoming rather proficient.



FUTURE ENGINEERS from Texas A & M College paid a visit to Gulf States properties at Beaumont and Port Arthur on their annual field trip made before graduation. They are seen here as they inspected the system operator's room at Beaumont. At extreme left are Engineers N. C. Spencer, R. O. Hopkins and R. E. White, who conducted the students on the tour. Operator Frank DeLage, seated at his desk, was on duty at the time.

Lawrence E. Thorne of Port Arthur Mourned



Burial service for Lawrence E. Thorne, former manager of the Port Arthur division who died March 29, were held in Fort Worth, April 1. Mr. Thorne had been ill for a number of years. He was 56.

A long time Gulf Stater, Mr. Thorne was one of the company's most beloved employees. Despite his illness, which impaired his speech and had made an invalid of him recently, he received a number of visitors from company associates and always enjoyed being with them. He was likewise popular with Port Arthurs outside the company and had been an active civic worker.

Mr. Thorne began his utility career as chainman and timekeeper for Stone & Webster Engineering Corporation in 1912. Later he worked as car barn mechanic for Northern Texas Traction at Fort Worth; mechanic and helper in the power plant; office clerk; assistant general superintendent; plant superintendent and general superintendent. He came to Port Arthur as manager for Eastern Texas Electric Company in 1930.

A native of Texas, Mr. Thorne had attended Texas A & M College and it

Underground System Gives City New Look

Six years ago Gulf States began preparing some of the Beaumont downtown services for connection to an underground electric system. There

was at that time no underground, but it was decided to extend this type system from Main to Park Street and from Liberty to College Street. The beginning amounted to the installation of isolated service boxes.

Construction on a main duct system and transformer vaults began in 1950, with T. Miller and Sons of Lake Charles contracting this work. The Beaumont substation crew began installing the cable and transformers in the early part of 1951.

Area Loop Completed

During the early part of this year the last customer between Main and Orleans on Forsythe and on Pearl Street between Forsythe and Fannin were connected to our underground system. Overhead lines of the type that had served these areas for more than half a century were removed. The striking contrast between the old and the new may be seen in the accompanying "before and after" pictures. The result is a definite contribution toward improvement of the appearance of downtown Beaumont.

Planning and designing for the underground has been handled by M. H. Elissalde of the system engineering department while construction, installation and change-over of customer services has been under direction of R. E. Deaton of the distribution department.

Work on extension of the downtown underground is planned for the future.

Joins Home Service

Dolores Jane Comeaux, at left is Gulf States newest home service advisor. Dolores, who came to work for the company January 30, has been working at Lake Charles until a few weeks ago when she was transferred to Jennings. She will be located at Jennings now, working throughout that district.



Miss Comeaux is a graduate of Southwestern Louisiana Institute, where she received her degree in home economics.

was during summer vacation that he went to work for Stone & Webster. He also worked for The Chicago, Rock Island Railroad.

Mr. Thorne is survived by his widow, Mrs. Marie Thorne, a son, Lawrence, of Houston; three daughters, Mrs. H. W. Collins and Florence Marie of Port Arthur and Mrs. W. O. Avery of Kilgore; and his step-father, G. H. Clifford of New York.



A MAZE OF OVERHEAD WIRES criss-crossed the uptown streets of Beaumont prior to the installation of an underground electric system. Their removal to ducts and vaults underneath the streets and side-



walks gave a "new look" to shop and office fronts and provided uptown customers with GSU's still better 'constantly improved, dependable service.' These Forsythe Street shots show the old and the new.

A PEEK AT THE T2A9



25 YEARS AGO

E. L. Granau, formerly Superintendent of Transmission of Gulf States and Western Public Service and has been transferred and made Superintendent of Distribution in Port Arthur.

A. E. Beattie, formerly with the Engineering Department has succeeded Mr. Granau as Superintendent of Transmission at Beaumont.

On May 20, Prentice Peveto was married to Miss Carrie Rogers of Port Neches. The wedding took place at the home of the bride. After the wedding supper, Mr. and Mrs. Peveto came to Beaumont where they will make their home.

20 YEARS AGO

John Mattingly was transferred from Jennings to Lake Charles.

Lionel Dugas was transferred from the Light & Power Department in Lafayette to Lake Charles as Merchandise Salesman.

Rex Lee, formerly in the Engineering Department at Lake Charles, has been transferred to the Jennings Substation.

Alden E. Hine has been transferred from Lafayette to Jennings and will handle service in this territory.

Mr. and Mrs. Earl Coleman of Caldwell are the proud parents of a new 7 $\frac{3}{4}$ pound son, born May 11th. The baby has been named Daphard Earl.

Richard Wright, Operator at the Conroe Ice Plant, was recently married to Miss Ava Lee Fields of the Conroe Telephone Company.

(Excerpts from old Baton Rouge Electric Co. publication "Cane Seeds"—June, 1930)

B. L. Calvit and his crew finished building the distribution system along False River, between Lakeland and New Roads, during the first week of June.

F. F. Gaines and his crew are rebuilding the Istrouma Heights distribution system. All old cedar poles are to be replaced with creosoted poles, and the entire distribution system is to be revamped.

The 33,000 volt line which supplies the territory north of Baton Rouge was cut over from our 2,300 volt buss to our 13,200 volt buss on May 29. This

gives our customers to the north practically unlimited power supply now, as they can consider themselves directly connected to the 45,000 kw station of Louisiana Steam Products, to Gulf States Utilities Co. and to the Government Street Station.

15 YEARS AGO

Joe Stallcup has been transferred from Beaumont to Huntsville, where he replaces Bradley McMaster.

Wedding bells rang for Jerome Stokes and Margaretta Murphree of Victoria on May 20.

New Employees: C. E. Laughlin, April 22, t & d. Mr. Laughlin hails from Nebraska.

W. A. Thomson was transferred from the Load-Dispatcher's Office at Lake Charles to the Transmission Department office at Beaumont on May 15.

On May 2, two hearts started beating as one. Ernest Emile Figari, Navasota, and Jessie Louise Campbell marched to Mendelssohn.

10 YEARS AGO

ROY S. NELSON IS NEW GULF STATES PRESIDENT PRESIDENT WALKER RESIGNS TO HEAD ELECTRICAL BOARD

Mrs. and President Nelson are by no means strangers to many Gulf Staters, more particularly in Baton Rouge where Mr. Nelson was president of the former Baton Rouge Electric company about six years ago.



BRECO BOYS OF 1931—On June 14, 21 years ago these Baton Rouge Electric Company men took time out for this picture. Most of them are still Baton Reaugeans, though now Gulf Staters. Left to right are: B. J. Stephens (now an appliance dealer in our territory); A. G. Delaroderie, supervisor of the service department; W. A. Efferson, supervisor, Western District; L. B. Faures, (deceased); A. L. Faures, foreman, meter department; F. G. Hornsby, supervisor meter department; U. P. Hicks, line foreman and H. J. Hebert. (now with Mississippi Power & Light).

GSU Storm Service Brings Praise

One aftermath of the April storm around Jennings which tore down several sections of Gulf States transmission and distribution lines was the reaction of customers. Typical of sentiments of these customers are the words of appreciation sent to the Jennings office by a storm victim. The card reads:

Dear Friends:

Thank you for that magnificent job of quick repairing and returning our deep freezes, refrigerators and water systems back to us to use. Your courtesy has often benn commented upon by members of our community when urgent calls for help have been made to you.

Please thank all for us.

The Roy Bowers family

The Roanoke Lions Club even passed a resolution expressing appreciation for the splendid service. It said in part:

"At the time of the tornado and when the service was disrupted it was thought we would be without electric service for at least three days, but thanks to your wonderful work, it was off in the town or at least the greater part of it for less than 24 hours."

REGULAR AFFAIR

Clerk: May I have next Monday off?

Boss: Why, may I ask?

Clerk: It's my silver wedding anniversary.

Boss: What! Are we going to have to put up with this every twenty-five years?

A Rubber-Band BANJO

By CAPPY DICK

Author of "The Stay-At-Home Book"

A rubber-band banjo really makes music. Find a cardboard box about five inches long, three and a half inches wide and two inches deep.

With a knife, cut a hole and a slot in the lid as shown in Figure 1. Out of another piece of cardboard cut a bridge, shaped as in Figure 1. The tab at the bottom of the bridge should fit snugly into the narrow slot. The bridge will then stand upright as on a violin.

Place the lid on the box and fasten it with glue. Stretch some rubber bands of various sizes around the whole box, pass-

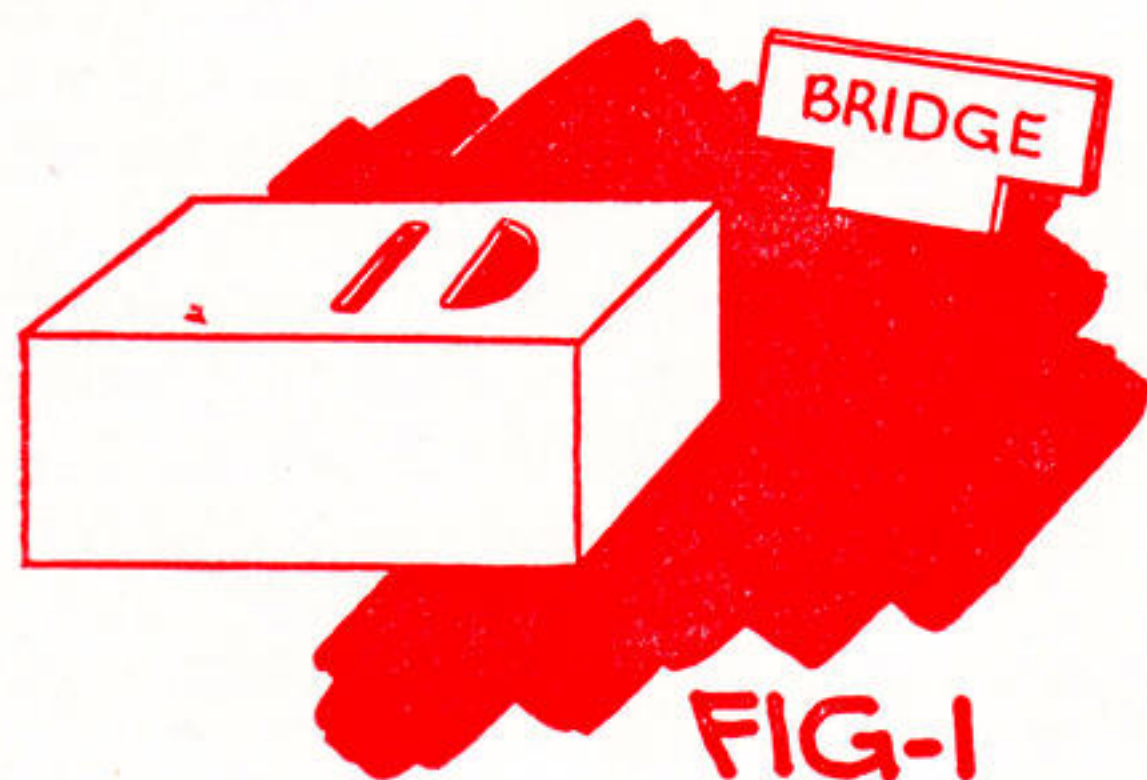


FIG-1

ing them over the bridge as in Figure 2. This completes the banjo.

To play it, simply pluck the rubber bands with your fingers.

You will notice that the rubber bands

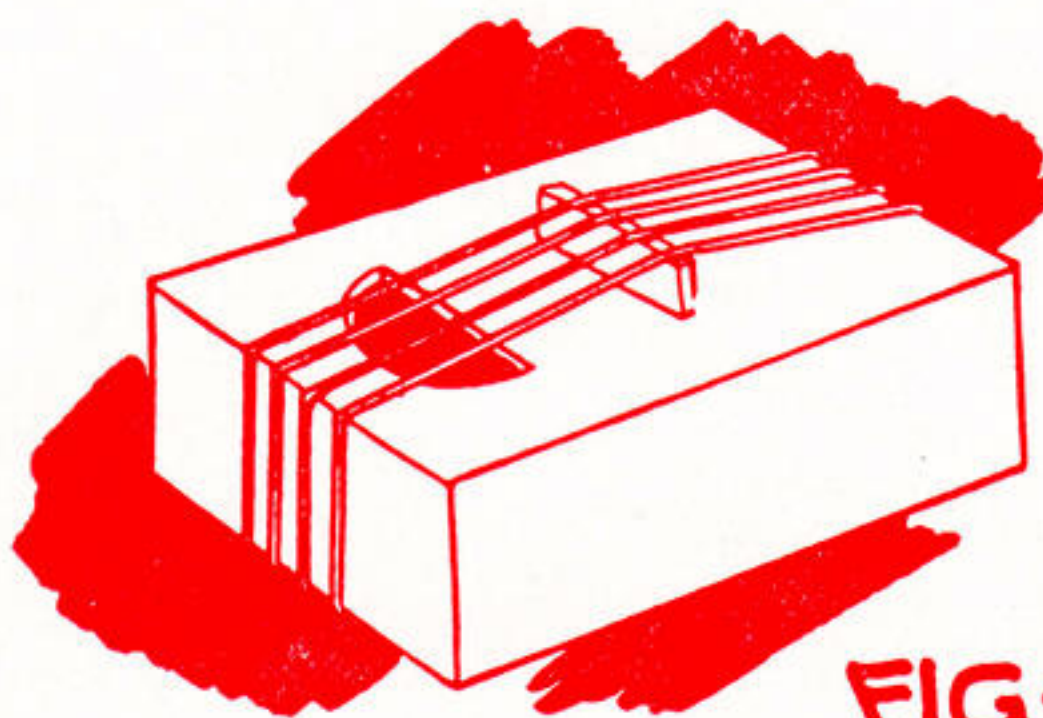


FIG-2

which are smaller and thus more tightly stretched will produce the highest tones. After experimenting, it will be easy to arrange the bands according to tones from the bottom of the musical scale to the top.

You'll have fun picking out tunes on this homemade instrument.

ANSWER TO PUZZLE

The slogan is "Safety First."

FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

Copyright, Vanguard Features Syndicate

LEAPING LENA WISHBONE



MAKE ONE NEXT TIME YOU HAVE CHICKEN OR TURKEY

Here's something to do with the wishbone of a chicken or turkey. Use it to make a Leaping Lena.

A Leaping Lena is simply a wishbone fixed up with a string and a small stick so it will leap high into the air.

First, clean all the meat off the wishbone. Then tie a loop of string rather tightly over the open end of it as shown in the little illustration above.

Between the two lengths of string insert a small stick about as long as a toothpick and as thick as a match.

With this stick twist the string around and around until it is wound up. As you do this, the ends of the wishbone will be pulled slightly toward each other. While they are capable of bending a little, be careful to avoid breaking them. If they break, your plans



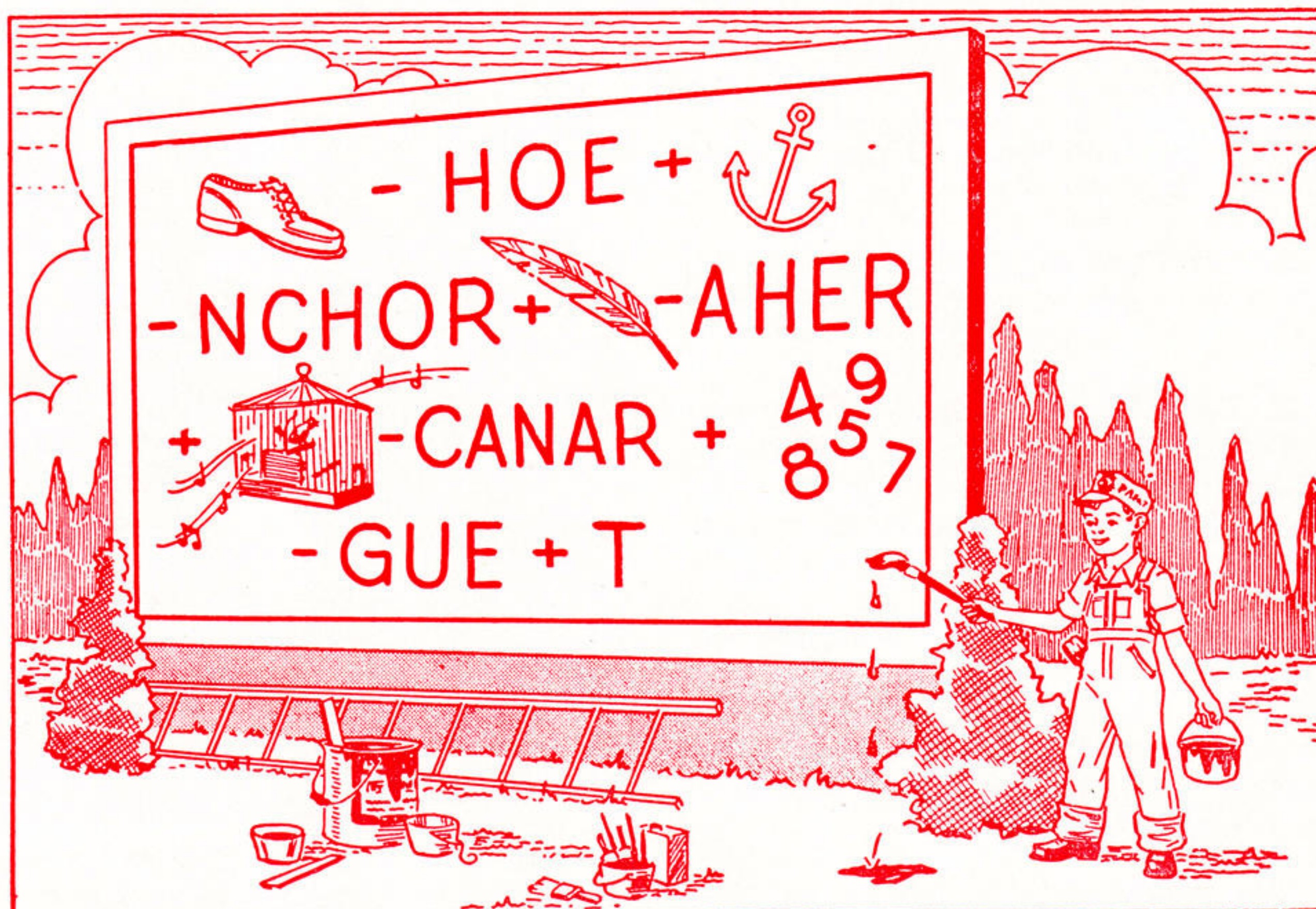
for a Leaping Lena will have to be laid aside until you have another chicken or turkey dinner.

When the string is wound up, adjust the stick so one end of it barely touches the closed end of the wishbone. The Leaping Lena is now ready.

Holding the stick in place, put the wishbone flat on the table. Release it—stick and all—and the stick will fly around very rapidly. As it does so, it will strike the table and this will cause the wishbone to pop into the air just like the one is doing for the boy and girl at the top of this article.

If the Leaping Lena doesn't work just right the first time, don't be discouraged. Experiment with the position of the little stick until you get a performance that is entirely satisfactory. Try it! It's fun!

Subtract and Add and You'll Get a Slogan



Bill, the boy sign painter, has posted an important slogan on this billboard. See if you can tell what it says by adding and subtracting words and letters. The answer appears elsewhere on this page.

TEXANS PAY FIRST RATE HIKE IN GSU HISTORY

For the first time in history rate increases have gone into effect for Gulf States customers in Texas. Residential rates, which have been increased about 15.8% on the average, and commercial rates, increased slightly more, have been approved by the various Texas cities served by the company.

In Louisiana, the Public Service Commission denied the request for a rate change and the company has petitioned the court in Baton Rouge to set aside this commission rate order.

This hike in rates reverses for the first time a historic trend of rate reductions. Since Gulf States was organized almost 27 years ago, electric rates have been repeatedly reduced. Even since 1940 there have been three separate rate reductions in our system. A reduction in 1940 lowered cost of residential, commercial and general power rates; residential rates were reduced again in 1941 and then in 1946 another cut was made for residential, commercial and general power rates. All of these reductions were voluntary.

Now inflation, high taxes and the continuing increased cost of doing business makes necessary the upward adjustment. As company officials explained when making requests for these increases, the rate of earnings on plant investment has been falling off for several years. The rate increases were necessary so that Gulf States could continue to raise the large sums of money needed for new construction work to keep pace with the growing power needs of this area.

The following abbreviated summaries of rate schedules, 202-T and 301-T, show the new Texas rates for residential and commercial services:

Schedule 202-T — Residence Service

\$1.10, which includes the use of 22 kwh
5.0c per kwh next 18 kwh
4.6c per kwh next 60 kwh
2.35c per kwh all additional kwh

When the demand exceeds 10 kw, the 4.6c block will be increased by 50 kwh for each kw of demand in excess of 10 kw. The demand will be the greatest average number of kilowatts used during any 30-minute interval of the current month.

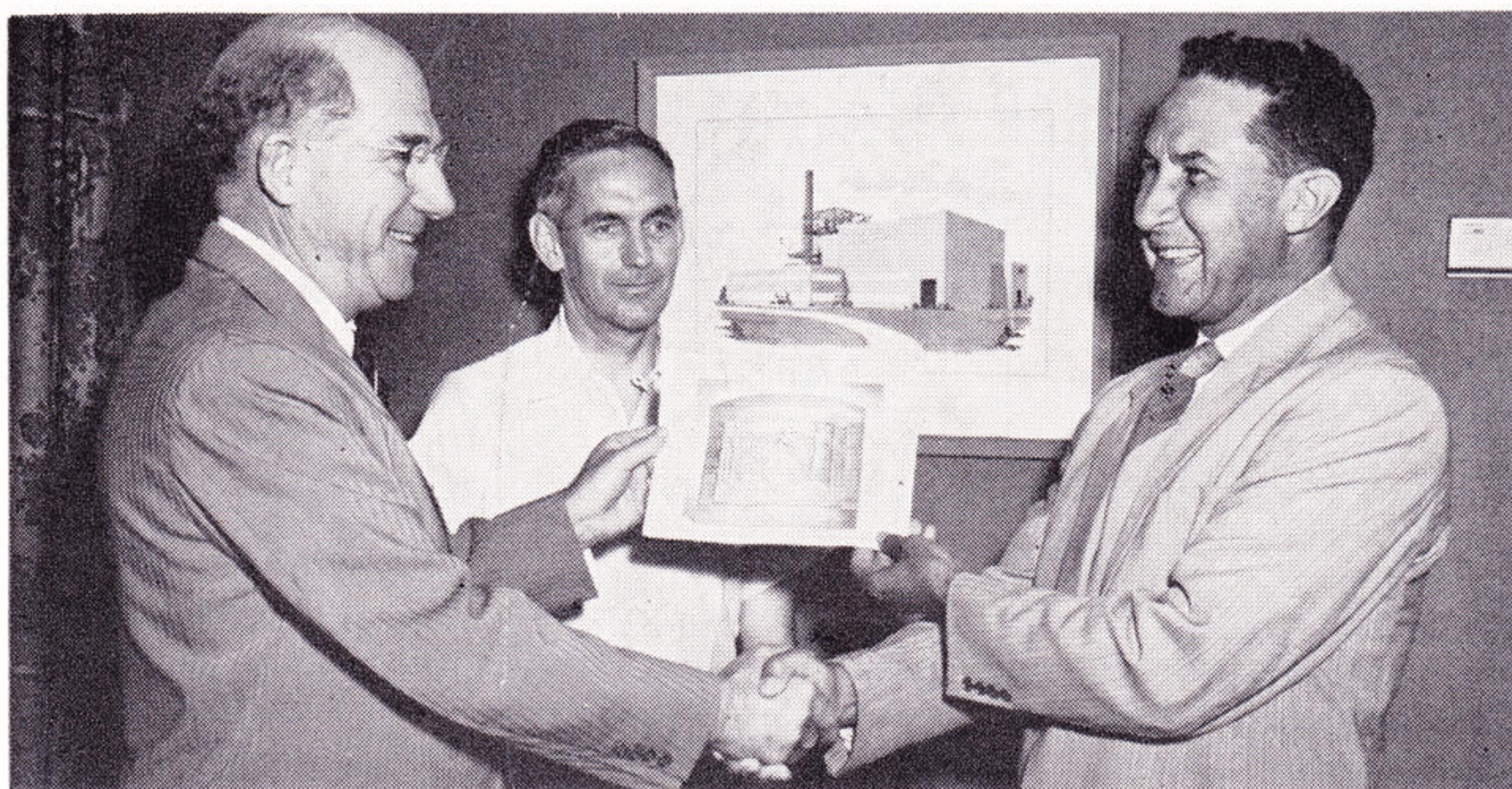
Minimum: \$1.10 plus \$1.50 for each kw of demand in excess of 10 kw.

Schedule 301-T — General Service

First 200 kwh used per month @ 5.25c per kwh
Next 400 kwh used per month @ 4.70c per kwh
***Next** 3,300 kwh used per month @ 3.50c per kwh
***Additional** kwh used per month @ 2.90c per kwh

*** However, all kilowatt-hours used per month in excess of 200 kilowatt-hours per kilowatt of load, or 1,000 kilowatt-hours, whichever is greater, but only such excess kilowatt-hours, shall be billed at 1.70c per kwh. All kwh in excess of 600 kwh will be subject to company's standard fuel clause.**

Minimum Charge: \$1.15 but not less than \$1.15 per kw load.



E. J. FORD, (right) Stone and Webster Engineering construction superintendent, presents Gulf States President Roy Nelson with a picture of the William N. Patten Trophy, a Stone and Webster Safety award, which has been won by Mr. Ford and his Gulf States projects personnel for their impressive 1951 safety record. Norton Morris, chief electrical supervisor, who played an important role in winning the award, is the proud onlooker.

Stone and Webster Cops Safety Record on Gulf States Job

An outstanding award for accident prevention work in construction has been presented to the Stone and Webster Engineering Corporation personnel working on Gulf States Utilities Company projects. The award, named the "William N. Patten Trophy" in honor of a retired Stone & Webster vice president and which is only three years old, was made for the construction firm's area 1951 safety record.

Construction Superintendent E. J. Ford, Beaumont, who supervised the several hundred workmen engaged on Gulf States projects, was notified that the safety record compiled here was the best of 49 projects of Stone and Webster and Badger Construction Company, a subsidiary firm. These 49 construction jobs are being done at various locations in the United States, Canada and both hemispheres.

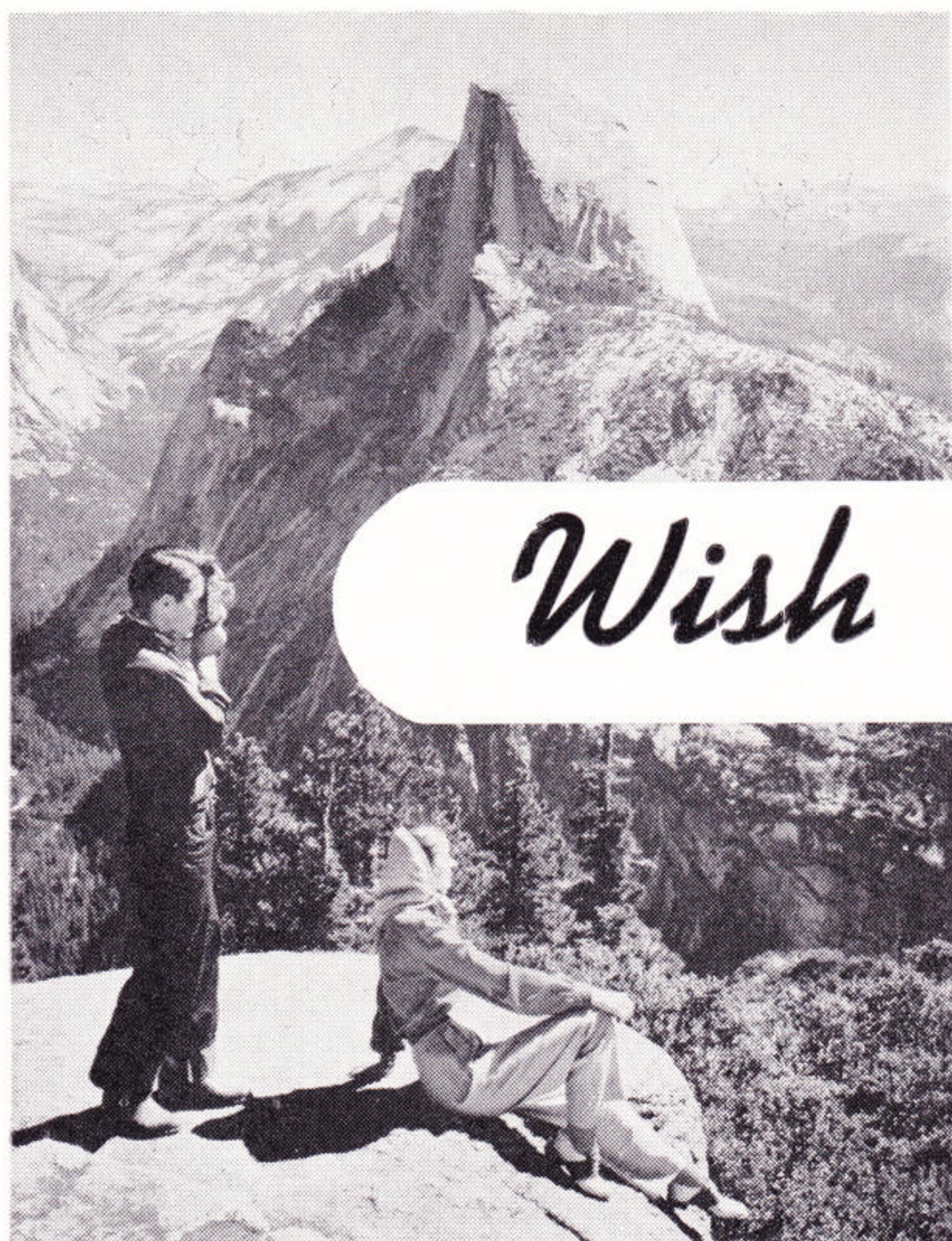
The record on which the award was made is impressive. A total of 797,120 man hours was worked on the Gulf States projects, and only 8 lost time accidents, resulting in 246 days lost, were suffered. This makes a severity total of .31 days lost for each 1,000 hours worked and a frequency rate of 10.04 accidents for each million hours.

The main project on which this record was made was the Neches Station job, where three turbo-generating units have been installed and the plant enlarged to house them. This work was in charge of A. W. McKim, assistant superintendent of construction at Neches, who played a big part in making the record. Probably the most hazardous job done here, however, was the re-insulation of the 138,000 volt "backbone" transmission line through

the marsh section in Orange, Jefferson and Liberty counties. This involved work on the big hi-line while it was still in operation. Stone and Webster built the entire 320 miles of this line.

The William N. Patten Trophy, Mr. Ford said, was established only three years ago at the time of Mr. Patten's retirement. This man, who was one of the pioneers in accident prevention on construction jobs, was a 49 year veteran with Stone and Webster. The trophy itself hangs in a conspicuous place in the firm's headquarters offices in Boston. On the bottom of the trophy will be placed a plaque engraved as follows:

1951
Awarded to Gulf States Utilities
Company Projects, Beaumont, Texas.
E. J. Ford
Superintendent of Construction



Having a wonderful time,
Wish You Were Here!

**YOUR VACATION IS
 FOR RECREATION
 AND DIVERSION. RE-
 LAX AND ENJOY IT.**

The main thing about your vacation is to ENJOY it. Forget your job and your work, that's what your boss wants you to do. The little woman and the kids want to forget routine things too, so get away from it all.

Don't try to see America first, on your first trip, that is. Don't try to overdo your exercise, either. Try to do something different from the things you do on the job. If you do manual work try to get in as much loafing as possible. If you sit at a desk all year try to get outdoors. Take along a book or two if your going to sit around. Take along a camera if your going out in the open. The book will help keep you entertained while resting and the camera will get and keep you interested in nature and the scenery at the beach, the mountains, the woods or in a big new city. You'll have something to show for it, too.

Again, the main thing is, relax and enjoy it! And when you come back to work life will seem better, fuller and richer.

AMERICA's genius of satire, Groucho Marx, once said: "A vacation is driving 2000 miles to have your picture taken in front of your car."

Vacations do mean travel to most people, and visiting new scenes calls for shooting a few pictures to show the folks back home. But vacations are more than that.

A vacation should mean a rest from your usual routine, a relaxation from the workaday cares that confront the average American worker. Certainly a change of scenery helps.

Vacations, in the sense we in Gulf States think of it, are relatively new. We know them as two weeks, or three to those employees who have service records of more than fifteen years, off the job — with pay! It hasn't been too long ago that vacations were for the rich, or maybe for the fortunate employee who could get a little time off from work — but he didn't get **paid** for it.

Today, everyone agrees that a vacation is a good thing, and American businessmen and workers in all kinds of jobs know that employees will return to their jobs to do a better job after a vacation from his regular work. Consequently vacations are as much a part of the American's industrial and business life as is the eight hour day.

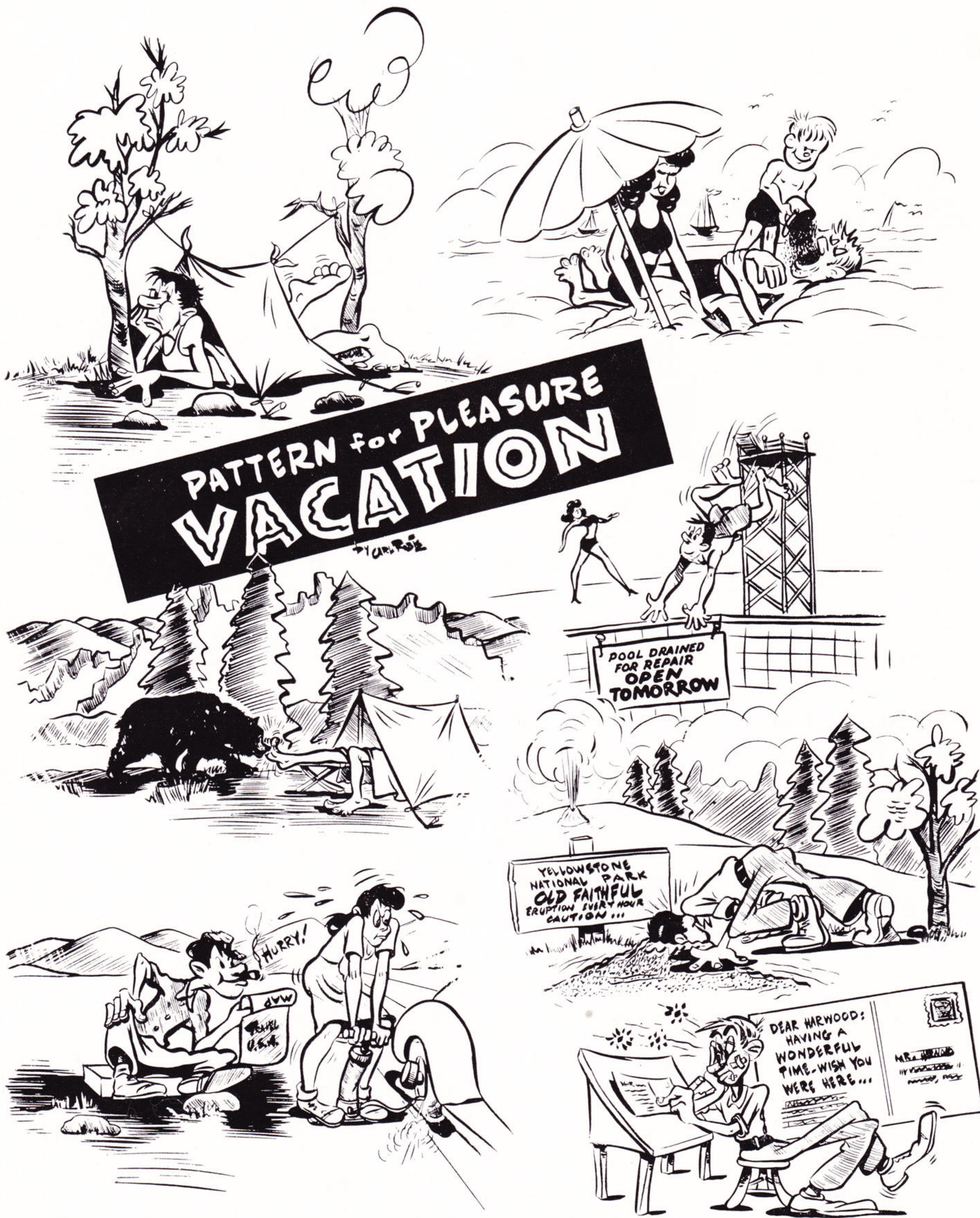
This year more Americans than ever before in history will take vacations. Authorities has estimated that tourist travel this summer will be from 10 to

15 per cent greater than last year's record volume. And travel is what most vacationers are going to do. Gulf Staters are no exception. You'll find them going east, west, north and some south, even if it is just to the beach.

Again the experts have done a bit of calculating about vacation travel, and have come up with some interesting figures. The average vacationer will travel 10.9 days and will go an average distance of 947 miles. More than half of all vacationists now stop at motels and motor courts while en route to their destination, and stay with relatives and friends once they get there. Most of them budget one-third of each vacation dollar for car operation and roadside refreshments. So much for Mr. Average Vacationist.

Pictures are part of a vacation trip. Bring home some good ones. Gulf Staters are interested in them to, so send your pictures in to Plain Talks.







JUDGES:
A. A. Adams
A. Clark
A. F. Hine

JENNINGS DISTRICT TEAM SAFETY STANDING CONTEST

| HILLIARD MYERS | WILFRED BROUSSARD | "DIDDLE" BILLODEAUX |
|---------------------|-------------------------|---------------------|
| "STICK" PETERS | T. J. LAWRENCE | JOHN DEVAL |
| "BOB" VELLIEUX | JACK HURST | JOHN DESHOTEL |
| STANFORD ISTRE | HAROLD SMITH | "WILL" DUHON |
| HOWARD RACCA | HARRY JEANISE | O. J. LEBLANC |
| LOUIS HORMELL | O. C. BOONE | P. C. FAULK |
| CHARLES HEICHELHEIM | PAUL DEAVILLE | AL GANN |
| CHERIS TRAHAN | JIMMY BROUSSARD | "CHUBBY" BUJOL |
| HOWARD BROUSSARD | WALLACE BERTRAND | BILL BOLICH |
| TOMMY BROOKS | RAY MORRIS | CAMILLE MILLER |
| EARL MAYFIELD | EMERY ISTRE | "EDDIE" BELAIR |
| MARY ANN GAUTHIER | "BIEZZIE" BIESSENBERGER | NELSON VERRET |
| AMOS FONTENOT | RITA MACK | "AMY" GOOCH |
| "SAMMY" ARCENEUX | MARTIN WAGNON | MELVIN GARMAN |
| "HUTT" REED | JIM LEE | "TOM" WILLIAMS |
| D. R. M'COY | RODNEY RINGUET | "BENNY" SIMON |

HOW DOES YOUR CONTEST GO ?

Dress it up—
Keep it up—
Play the game
Help your team

Safe Workers are Happy Workers