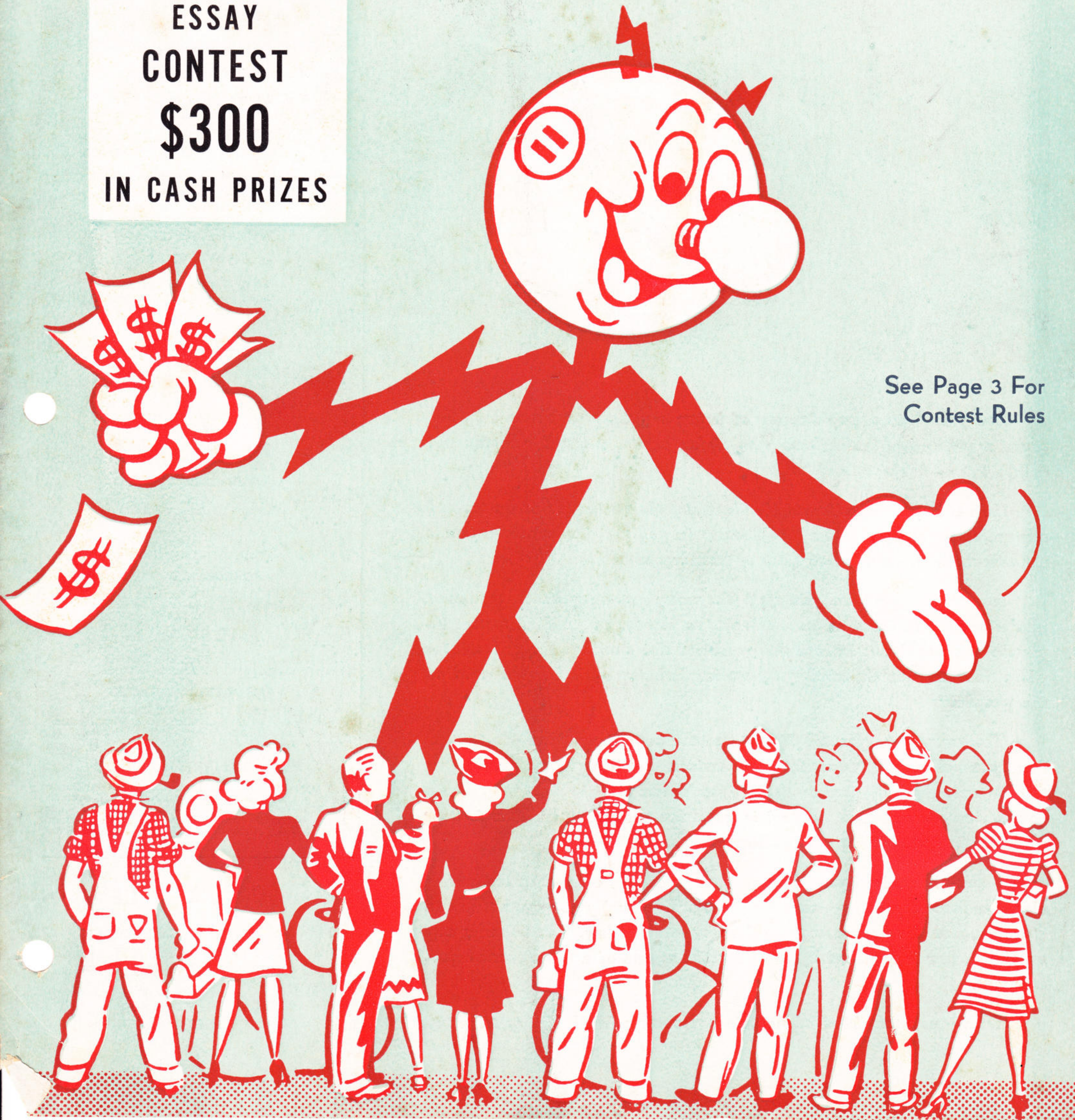


# Plain Talks

NOVEMBER-DECEMBER 1950

ENTER THE  
*Reddy Kilowatt*  
ESSAY  
CONTEST  
**\$300**  
IN CASH PRIZES

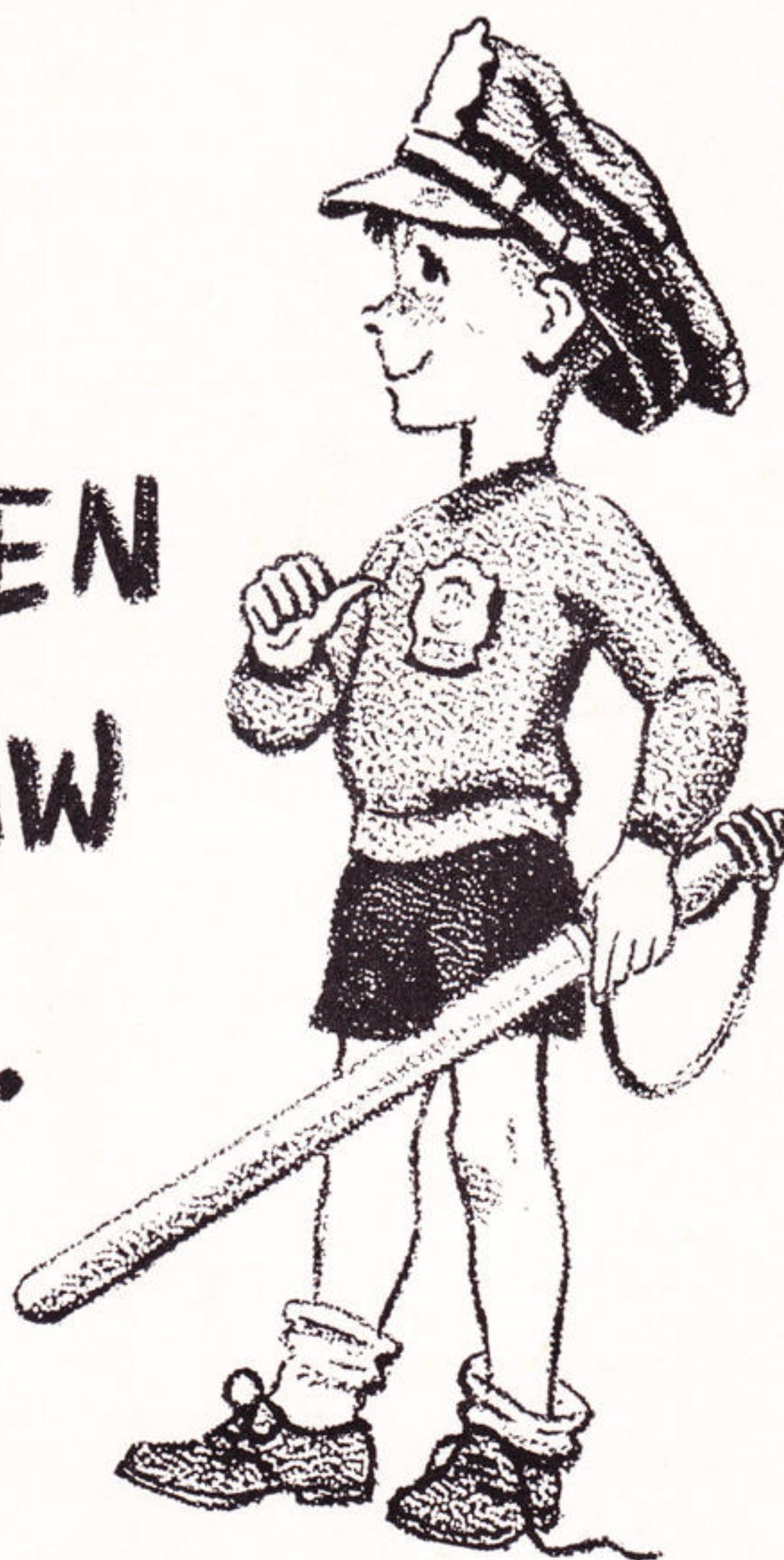
See Page 3 For  
Contest Rules







WHEN  
I GROW  
UP...



Every American boy dreams of being a policeman some day. Because a policeman is the hero who fights crime, yet still remains the child's friend at the school corner.

He's the symbol of American freedom, where the law is the trusted servant of the people. It's a lot different in *police* states, where the man in uniform is the symbol of tyranny and oppression.

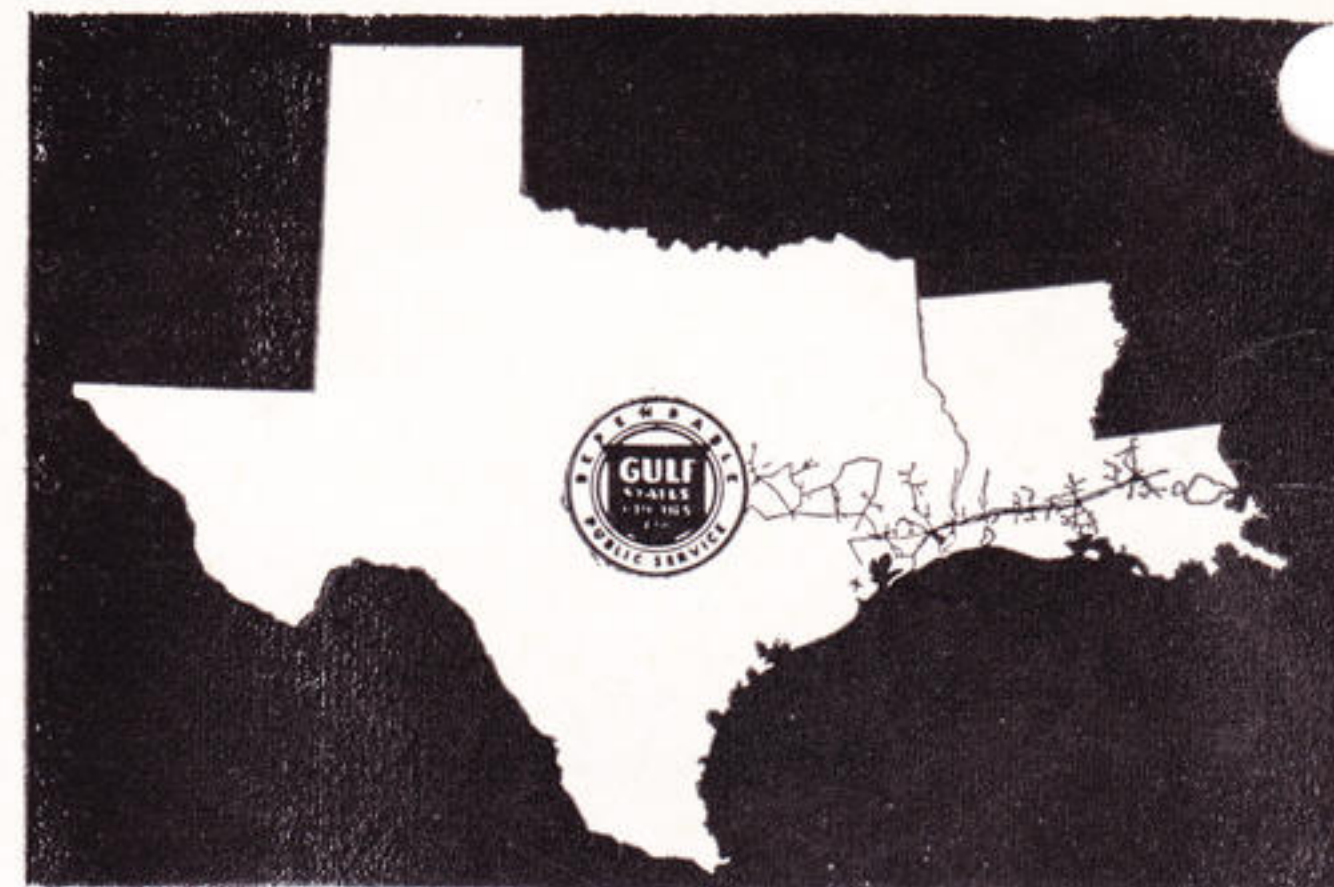
It can't happen here, you say? Yet many a country has been inched into a socialistic form of government, so slowly, so gradually, that its people were enslaved before they realized the danger . . . and all the while their leaders declared, "Everything is being done for the good of the people!"

Yes, even in the United States, we hear people say, "Let the government control certain industries and services. Let it begin by taking over the doctors, the newspapers, the railroads, the electric light and power companies. Government control is *good* for the people!" This is how a socialistic government gets its foothold.

Remember this: Every time government gains control of something else, *you* lose something—another liberty. Eventually government grows stronger, and the people become the slaves to the law. The friendly cop on the corner is replaced by the watchful agents of a too-powerful government.

Who wants that kind of America? Nobody; Well, it's up to you!

# PLAIN TALKS



A magazine for employees of  
Gulf States Utilities Company

Vol. 28 No. 4 November-December, 1950

Editor—Kenneth Sutton  
Managing Editor—Jerry Stokes  
Associate Editors—Joe DeJean, Jack Burhoe  
Art Editor—Roy Keller

## REPORTERS

### BATON ROUGE DIVISION

Glenese Chustz ..... Baton Rouge General Office  
Julia Marie Amrhein ..... Electric Dept.  
Miner Fugler ..... Gas Dept.  
Ella Bee Andre ..... Louisiana Station

### BEAUMONT DIVISION

J. Roy Peckham ..... Alvin District  
Lola Martin ..... Beaumont General Office  
Tom Stiteler ..... Beaumont Line  
Rose Annie Ray ..... Beaumont T & D  
Tennie DeVore ..... Liberty District  
Naomi Haynes ..... Neches Station  
Julia Ludrick ..... Orange District  
Bruce McClelland ..... Sabine Station  
Lois Day ..... Silsbee District

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Melvin Garman ..... Jennings District  
Barbara Melancon ..... Lafayette District  
Fay Denny ..... Lake Charles Division  
Betty Guidry ..... Lake Charles T & D  
E. C. McGehee ..... Riverside Station  
Ana Mae LeDoux ..... Sulphur District

### NAVASOTA DIVISION

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Alma Greathouse ..... Caldwell District  
Louise Satory ..... Calvert District  
Jean Walker ..... 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  
Madge Gonsoulin ..... Port Arthur Division  
Lorraine Dunham ..... Port Arthur T & D

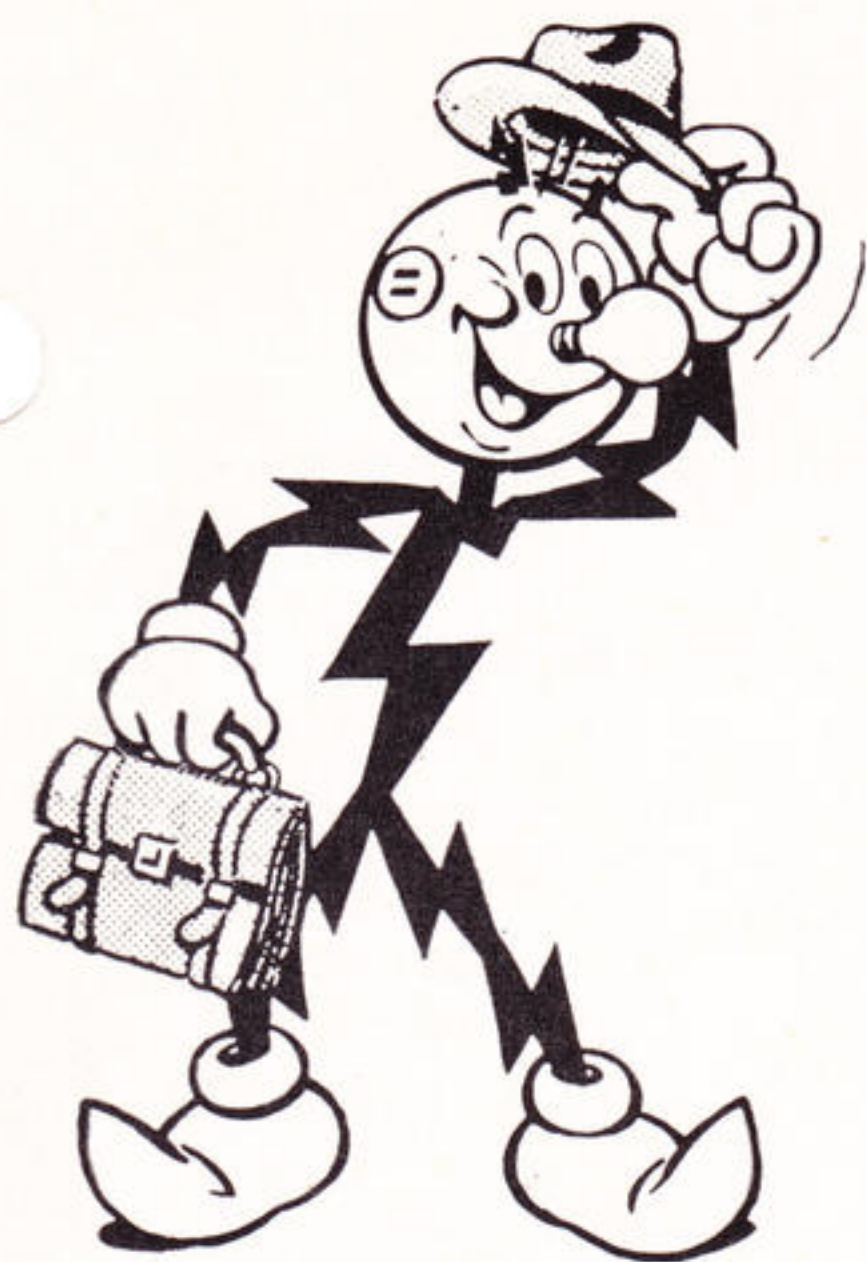
## PHOTOGRAPHERS

Joe DeJean ..... Baton Rouge  
Jack Burhoe ..... Beaumont  
Charles DeCuir ..... Port Arthur  
Lloyd Clements ..... Lake Charles  
Pat Griffith ..... Navasota

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# What's Watt with Reddy Kilowatt



REDDY COMBINES ROLE OF SALESMAN AND WARRIOR  
IN NEW SERIES OF GULF STATES ADVERTISING

**Y**OU pick up the paper today and you read about wonderful new products, bigger and better and everything like that. Smart commercial concerns tell of their new stepped-up gasoline, new soap, new automobiles, new ways of doing things.

Does all that catch us napping in the electric business? Not on your life!

Electricity is going to play an even greater part in all our lives than ever before. Now we have the opportunity of a lifetime to portray and dramatize our great service of electricity to all our people in new and better fashion, and Reddy Kilowatt is going to do it for us.

Many people may think of us in the electric business as selling the same old electricity, but we're not. It's new and fresh every second and we can even say that **It Is Even Better Than Ever Before!**

Why?

Because of the new and better equipment for making electricity at the lowest prices in history, and the continued dependable service furnished by Gulf States who grow better as the passing years add to their experience and know-how.

## SERVANT OF THE CENTURY

And so it is that Reddy Kilowatt and his grand electric service from our company takes on new meaning and new life as we enter the atomic age and Reddy Kilowatt really becomes the Mighty Atom in Person and the Servant of the Century

as he travels at the speed of light, 186,000 miles a second, into home, office, store, farm or factory giving the finest electric service that money can buy.

This new and up-to-the-minute concept of Reddy Kilowatt is now appearing before our customers, the public, as Reddy Kilowatt Power, the finest power in the world that has brought the United States the winner through two wars and ready for any emergency — never too little or too late.

## SOME MORE PUNCH

This new idea is now being dramatized in our ads and other ways featuring the key values of Reddy Kilowatt in this new role with the public. Watch for these ads as they break in our sales and advertising promotion. Try them on your family and your friends and neighbors.

Business-managed, investor owned, tax paying companies such as ours need co-operation and encouragement from our government in order to continue to be ready with plenty of power as we always have been. Instead of encouragement, however, there has been a trend, nurtured by government socialist planners, toward the production of this vital electric power by the government — at our expense as tax payers and to our detriment as employees of an investor owned company. These planners want to **socialize** the electric industry!

Therefore, we must also tell **this** story

to the public — that we can do the job of providing electric power better than the government, as we always have done. Here again we will use Reddy Kilowatt to do the job.

The full page of reproductions of ads on the next page is a series which our company proposes to use to tell this story.

## REDDY KILOWATT ESSAY CONTEST

**Now**, here's where you can learn all about this new program — and make some Christmas money in the bargain.

Read each one of these ads carefully — really **study** the copy. And then write an essay of about 200 words or less on "How Government In Business Hurts You." You can get a lot of ideas for your essay by reading these ads and there is also a sample essay that will give you still more ideas. Use the simple language that Reddy Kilowatt would use, nothing stilted or high-falutin', just plain every-day shirt-sleeve English. Imagine you are writing your congressman, or a friend, telling him of the injustice of such socialistic practices and just how it affects you as an individual. You can have fun, you can learn more about your government, and you stand a chance to win a nice little sum of money.

So get out your writin' paper, sharpen up your pencil, and write that essay — now. Then send it in the company mail to "Reddy Kilowatt Essay Contest—Beaumont." Join in and let's have a flood of essays.



**His Game  
Will Cost You  
MONEY!**



Yes, it is a shell game and it is already costing you a lot of money... **TAX MONEY**... taken out of your hard-earned pay-checks to support crackpot schemes like "SOCIALIZED MEDICINE," "GOVERNMENT STEEL PLANTS," "GOVERNMENT RAILROADS," AND "GOVERNMENT POWER." They are not new. Socialists and slick politicians have been trying to sell us on them for 25 years!

For instance, those fellows want to build **SOCIALISTIC, GOVERNMENT-OWNED** Electric Power Plants all over the country! **WHY?** Nobody knows why! You have plenty of Electric Power in good business hands for all your needs with more on the way all the time, and my wages are only about 3 cents an hour!

Remember this, too... Government Power Plants would be built with **YOUR** tax money. Seems a shame, doesn't it, to throw a lot of your money into a wild idea for extra electric plants you don't need.

**Tell  
Your Congressman  
and Senators**

Tell them to cut needless government expense. Tell them to keep the government out of your business.

**Government in  
ANY Business is  
SOCIALISM!**

**STOP! LOOK! LISTEN!**  
dangerous road ahead!

Let's stay off this road, folks. No real Americans want any part of **SOCIALISM**. But a bunch of crackpot schemers have been trying for 25 years to sell us wild ideas like "SOCIALIZED MEDICINE," "GOVERNMENT RAILROADS," "GOVERNMENT POWER," "WELFARE STATE."

They fool some people when they are dressed up with slick promises, but let's consider this:

First of all, **GOVERNMENT IN ANY BUSINESS IS SOCIALISM**. Second -- these wild schemes are paid for with tax money -- **our TAX MONEY** -- and taxes already cost you 31 cents out of every dollar you earn!

**Tell  
Your Congressman  
and Senators**

Tell them to cut needless government expense. Tell them to keep the government out of your business.

**Government in  
ANY Business is  
SOCIALISM!**

**WAKE UP  
Mr. and Mrs. America!**

You're being cleaned out, folks. That little crackpot with his hand in your pocket is the fellow who for 25 years has been trying to promote his **SOCIALISTIC** schemes for **GOVERNMENT POWER, GOVERNMENT RAILROADS, GOVERNMENT STEEL PLANTS, AND SOCIALIZED MEDICINE**.

Who in the world wants to be told what doctor he's allowed to have? Who wants some government bureaucrat telling him how he must farm his land, what insurance he can have, how he can run his business? **WHO WANTS BUREAUCRATS WASTING MILLIONS OF DOLLARS TO BUILD GOVERNMENT ELECTRIC POWER PLANTS WHEN ELECTRIC SERVICE HAS NEVER BEEN TOO LITTLE OR TOO LATE!**

Few people want these government schemes and no one needs them, but we are all paying for some of them right now with the 31 cents of **TAX** money that comes out of every dollar we earn!

**Tell  
Your Congressman  
and Senators**

Tell them to cut needless government expense. Tell them to keep the government out of your business.

**Government in  
ANY Business is  
SOCIALISM!**

**Let's Unmask  
the "GOVERNMENT POWER" RACKET**

Yes, let's be honest about this **SOCIALISTIC "GOVERNMENT POWER"** scheme to put electric light and power companies into the hands of a bureau in Washington. It has been promoted for twenty-five years by a bunch of schemers and it's hurting all of us! First, nobody in his right mind wants the government as his landlord... his trainman... his electric company... his farm boss... or his doctor. That's **SOCIALISM**, no matter what those slick promoters call it!

Second, this government power scheme is a useless waste of your good **TAX MONEY**. You have **PLENTY** of **ELECTRIC POWER**, the **SERVICE IS GOOD**, and **MY WAGES ARE SURE LOW**.

So... why change from a sound business system to an uncertain **BUREAUCRATIC** one that will be paid for by your hard-earned **TAXES**? It just doesn't make sense.

**Tell  
Your Congressman  
and Senators**

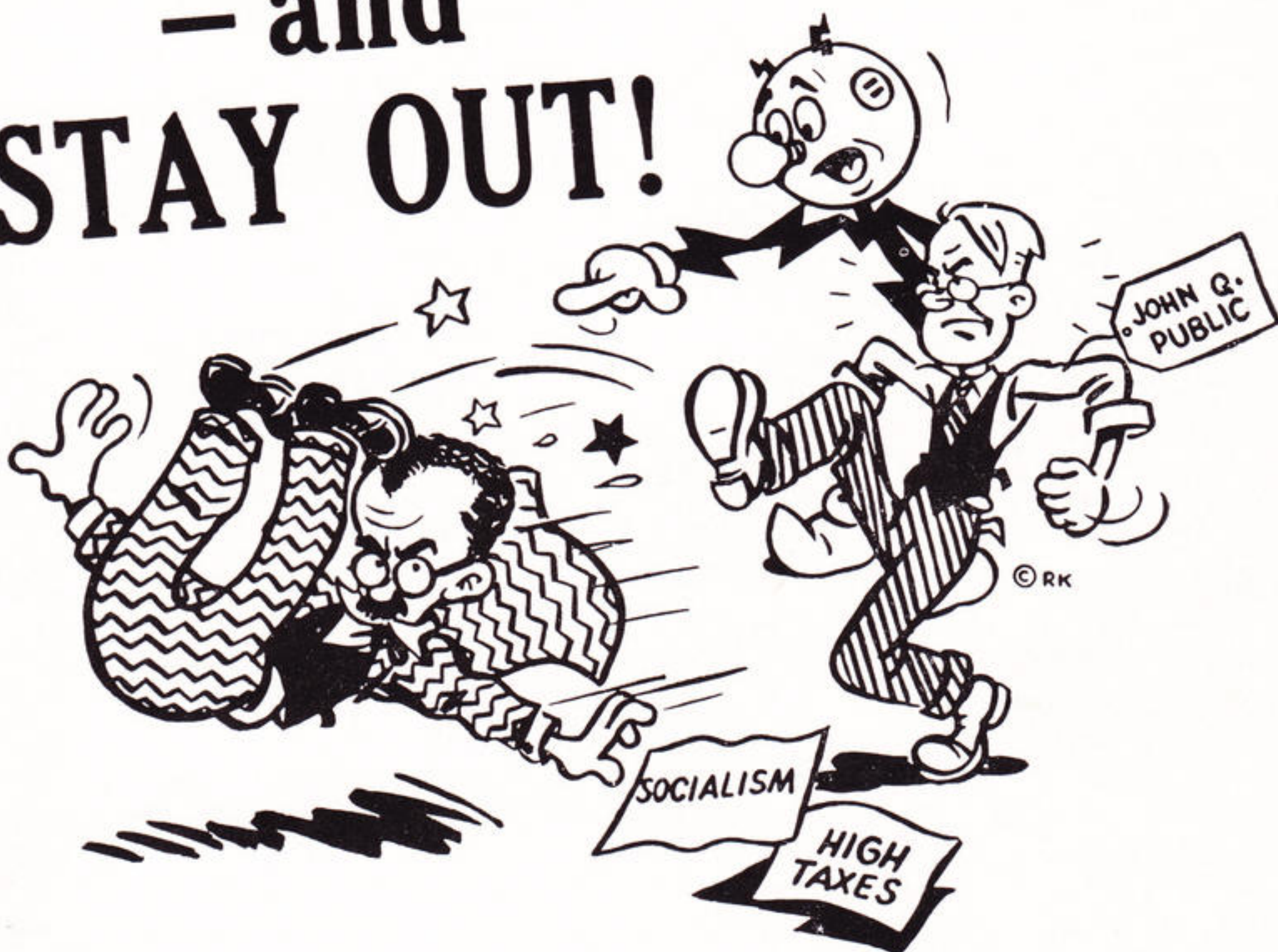
Tell them to cut needless government expense. Tell them to keep the government out of your business.

**Government in  
ANY Business is  
SOCIALISM!**

That figure I'm pointing to is the crackpot planner who wants the **GOVERNMENT** to run **ALL BUSINESS, ROADS, SOCIALIZED MEDICINE, GOVERNMENT RAILROADS, SOCIALIZED MEDICINE, GOVERNMENT POWER, AND GOVERNMENT STEEL PLANTS**. How is he going to do it? He does not tell you that, but the only way he can do it is with your **TAX MONEY** -- more and more of it all the time. He has been trying to promote his ideas for 25 years now, and your own increasing tax bill will tell you what it costs.

Let's get rid of these schemers before they crack us up as they have cracked up other countries. No matter what they call themselves, they are **SOCIALISTS** and we Americans don't want socialism in the good old U. S. A.

**- and  
STAY OUT!**



Let's do something about these crackpot dreamers who have been trying to sell us down the road to **SOCIALISM** for twenty-five years. We Americans still don't need anyone to take over our lives or our business.

For instance, we do not want any government bureau to take over our job of bringing you electric service. I like working for you, my service is good and my wages are low, goodness knows! **Why change?**

What can anybody gain by such socialistic schemes as "GOVERNMENT POWER," "SOCIALIZED MEDICINE," "GOVERNMENT STEEL PLANTS," OR "GOVERNMENT RAILROADS"? They all cost a lot of money, and the government gets money from just one place -- **YOUR TAXES!**

No -- let's quit playing tag with **SOCIALISM**. **LET'S KEEP ON EARNING OUR OWN WAY**. That's the only way we can live and still be Americans!

**Tell  
Your Congressman  
and Senators**

Tell them to cut needless government expense. Tell them to keep the government out of your business.

**Government in  
ANY Business is  
SOCIALISM!**





# CALLING GULF STATERS WIN CASH!

in Reddy Kilowatt's BIG  
ESSAY CONTEST

**\$ 300 IN PRIZES**

## NOTHING TO BUY — NO BOX TOPS TO SEND

Here you are folks! Reddy Kilowatt's Essay Contest is wide open — and you can win yourself some extra Christmas cash — real easy.

This Essay Contest is open to all Gulf Staters, except company officers, division managers, department heads, and members of the personnel and advertising departments.

Essays become the property of Gulf States and will not be returned.

## HERE'S HOW IT WORKS

1. You write an essay of 200 words or less, finishing the title "Government in Business Hurts Me Because — — —". Information from which to prepare the essay is contained in the ads which are printed on page 3. A sample essay is also printed herein to give you more ideas. Don't be fancy. We're not interested in poetry, beautiful language, decorations or colored ink. We want to know what you think and how you would tell someone else. Use plain, simple, everyday English.

2. Sign your essay, including department and address. Address your essay to "Reddy Kilowatt Essay Contest" and drop it in the company mail. Deadline is December 15.

## SAMPLE ESSAY

The government in business hurts ME because I've got to pay for it out of taxes and it's a waste of good money. Besides, why let the government build extra power plants or steel plants we don't need when there are lots of other places the government can really do some good.

Instead of being socialistic on things like government doctors and the rest of it, let's try to cut needless government expenses. Let's keep the government out of business; the government wasn't created for that purpose anyway.

We ought to get rid of the dreamers who have been trying to sell us a bill of goods for 25 years. Businessmen have been doing all right on their own for a long time and they don't need any outsiders trying to tell them how to run their businesses. After all, I don't need any government bureau telling me how to do my job, and I don't think they do either.

Besides, government in any business is socialism, and we don't want that in our country.

## HERE'S WHAT YOU WIN

FIRST PRIZE

**\$ 100 CASH**

SECOND PRIZE

**\$ 75 CASH**

THIRD PRIZE

**\$ 50 CASH**

FOURTH PRIZE

**\$ 25 CASH**

3 FIFTH PRIZES

**\$ 10 EACH**

4 SIXTH PRIZES

**\$ 5 EACH**

## JUDGES

Three impartial judges who will not know the names of the contestants will determine the winners. Winners will be listed before Christmas.



# GAS DEPARTMENT BOASTS LONG HISTORY IN SERVICE AND SAFETY FOR BATON ROUGE

November Marks B. R. Gas Department's 58th Birthday

ASK R. O. "Dick" Wheeler, extremely capable superintendent of the Baton Rouge Gas Department, how it turned out that his department functions so efficiently to keep some 31,000 gas customers happy, and he'll rare back in his swivel chair, take a long drag on his favorite Chesterfield, and with his Oklahoma accent exhale, "sit down, partner, it's a long story."

"The fact is," he began, "incidents date back to 1892. Is that too far back for you? Then I'll try to put it briefly."

"At the time, Baton Rouge was a sleepy little place, prosperous, to be sure, but still not like today. Old stern-wheelers were chugging up and down Ol' Man River then, stopping here mainly to unload commodities and pick up a little agricultural produce. There was a lot of cotton then, but lumber was the principal industry."

"Our records indicate that even that far back there were signs of the great industrial expansion which was to come. One such sign, for those who had imagination and faith in the community's future, was the City Council's granting a gas franchise to John D. Fisher on November 15, 1892. Out of this grant (a reproduction of which appears with this story) was to grow the extensive gas service with which Gulf States now serves the entire Baton Rouge Area."

For 12 years after its organization John Fisher operated the gas company. Then came the first of several mergers. This initial one occurred when Fisher's gas supply became associated with the Home Electric Company. Later a second merger found the Baton Rouge Gas and Electric Company taking over the gas firm, together with the city's electric facilities. This firm dropped the "Gas" in 1909 to become the familiar BRECO, although its properties still included the gas production and distribution system. Also in this year, the Standard Oil Company had made its debut in Baton Rouge, to become one of the world's largest oil refineries and contribute greatly to the growth of Louisiana's capital city. Other large industries followed gradually, and the first twenty years of this new century saw tremendous growth for "Red Stick."

*An Ordinance granting a right to use the streets of Baton Rouge for the purpose of laying gas pipes and other privileges to John D. Fisher, his heirs and assigns:*  
Be it ordained by the Mayor and City Councils of the City of Baton Rouge, that the privilege shall be and is hereby granted to John D. Fisher, a resident of the parish of East Baton Rouge, State of Louisiana, and his heirs and assigns, to use any of the streets, alleys and thoroughfares within the corporate limits of the City of Baton Rouge for the purpose of laying gas mains, pipes, etc., to conduct gas for light, heat and power, provided that said pipes shall be so laid as not to interfere with the drainage or passage of any street, alley or thoroughfare.  
Be it further ordained, etc., that the privilege shall be and is hereby granted to John D. Fisher, his heirs and assigns of maintaining the gas mains, pipes, etc., in the streets, alleys and thoroughfares of the City of Baton Rouge as they are at present located for the purposes for which they are at present used.  
Be it further ordained, etc., that the privileges herein granted shall exist for a period of twenty five years commencing from the date that the same were granted.  
Be it further ordained, etc., that the privilege herein granted on the condition that the owner, John D. Fisher, his heirs and assigns, shall furnish light, heat and power to the City of Baton Rouge for public use and purposes when desired by said City at a rate not to exceed three dollars per thousand feet.  
The Council then resumed the regular order of business.  
Mayor Robert

**THE RIGHT TO GO INTO THE GAS BUSINESS IN BATON ROUGE** was granted to John D. Fisher on November 15, 1892 in this ordinance which was photographed from the original records. Among other things the ordinance gave Fisher "the right to conduct gas for lights, heat and power to the City of Baton Rouge for public use—at the rate not to exceed three dollars per thousand feet." By comparison today's average rate is considerably less than a dollar for each thousand feet, and is nearly 30% less than it was when natural gas made its appearance 20 years ago.

A quarter of a century ago this year, the East Baton Rouge Police Jury granted a 99-year franchise to BRECO to lay and maintain piping to supply gas to parish residents and businesses, even outside the city's corporate limits. This was another important factor contributing to the continued growth of the city as well as to the gas business, and established our predecessor company well on the way to the 58 years of dependable public service to which Gulf States now points with pride.

In 1926, things really got hot in the gas department with the replacement of the manufactured fuel by natural gas, Mother Nature's 100-proof stuff having a heating

content almost double that of the synthetic variety. With the introduction of natural gas, lower rates were put into effect, so that gas heating service was made available at just slightly over 25 per cent of what it had cost prior to that year. And of course customers were getting more value with the better fuel.

It was with the change-over from manufactured to natural gas that the "safety-mindedness" of the gas department was brought to the attention of the company and the public.

Extensive plans were begun to complete the required change-overs, including the added precaution of distinctively odorizing



the natural gas. Since the heat value of the manufactured gas was 545 B.T.U. and the natural gas had a B.T.U. rating of 1,000, customers had to be "re-educated"

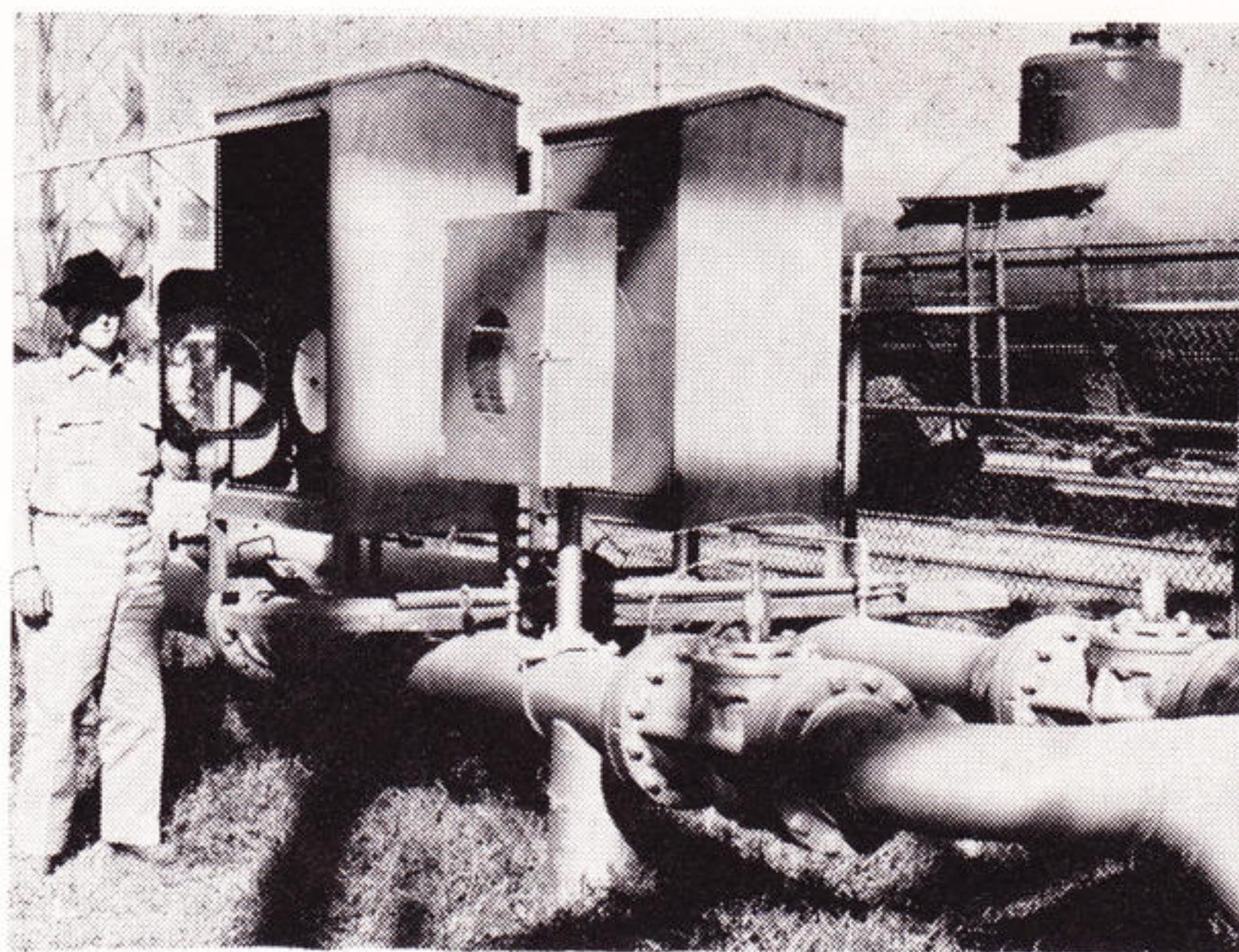
the use of their appliances, and cautioned until numerous adjustments had been made. The emphasis was definitely on safety. Considerable publicity was given the change-over in the newspaper, and at the stipulated date and time natural gas was turned into the distribution system and workmen immediately effected the changes. There were 2,889 customers to be contacted personally and the workers averaged about 290 calls a day. The department accomplished this change-over without a single accident.

Today the gas department has worked more than 1,375 days without a lost-time accident; a record highly lauded recently by Vice President H. C. Leonard and acknowledged throughout the entire Gulf States organization. This makes more than three and three-quarters years without a lost time injury.

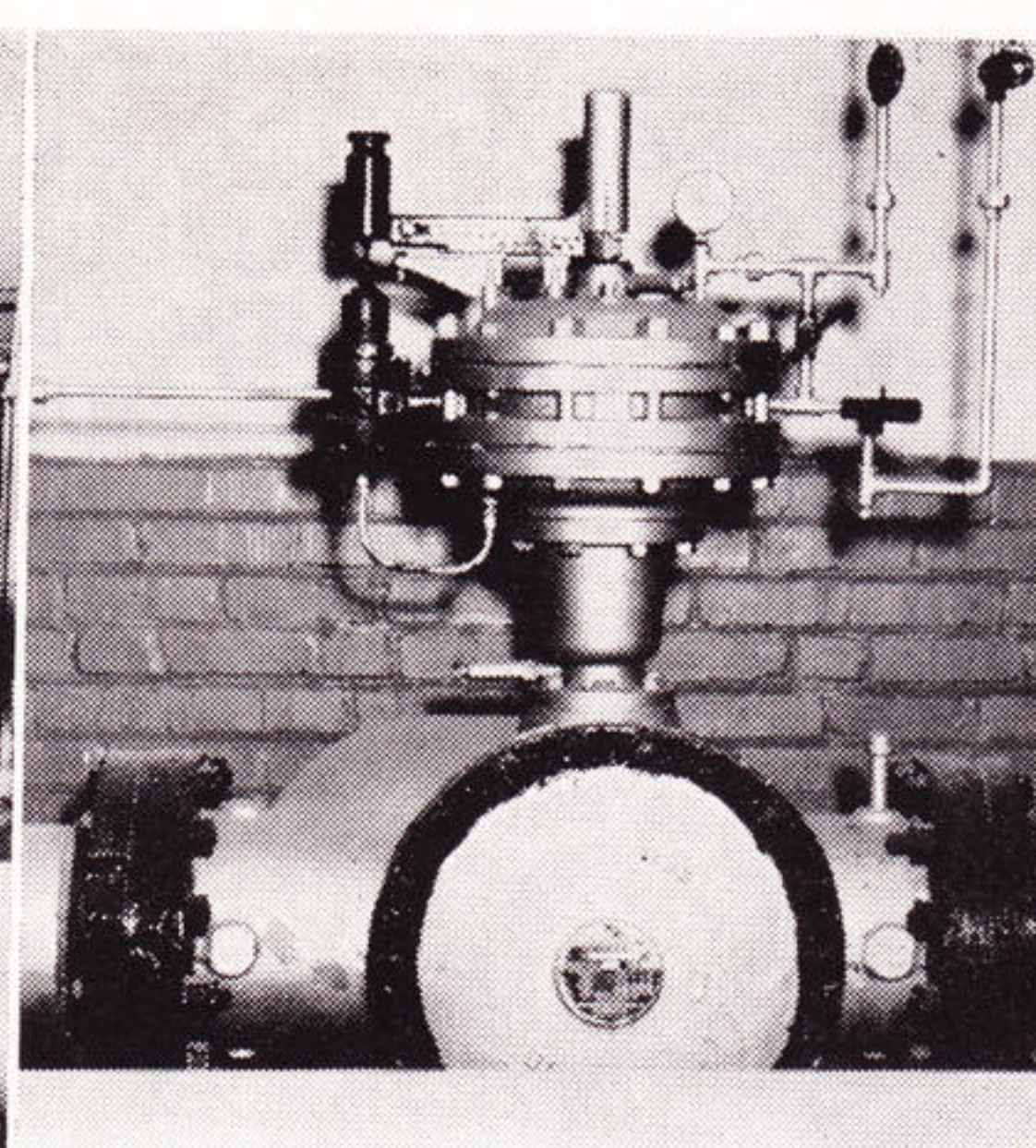
With the advent of natural gas there was a still better opportunity for the gas business to grow. An indication of just how rapidly the city and area have grown may be seen by a comparison of gas customers at the beginning and end of the fabulous forties. On January 1, 1940 we served 11,141 customers, while on the first day of this year we served over 31,210 customers, an increase of 180 per cent.

In 1940 we had 169.5 miles of gas mains, while today we have 368.5 miles.

Consistant with a continuing promise of dependable and economical service the growth of this business has been accompanied by a steady decrease in the charge made for gas service. In 1939 a rate reduc-



**NATURAL GAS** purchased for Baton Rouge passes through these facilities before going into GSU lines. At left, Floyd Lee Marston, Jr. stands beside a receiving station in the yard at Louisiana Station. At right is the Monte Santo station, showing the automatic regulator which controls pressure in the mains in the city.



tion of 16 per cent was put into effect, which meant an annual saving to customers of \$91,600. Then in 1942 another reduction was made, resulting in a further annual saving to customers of \$71,000.

Ten years ago our franchise to supply gas in East Baton Rouge Parish was extended by the Police Jury to include the entire parish area. The franchise for supplying gas within the corporate limits of the city was given overwhelming endorsement at an open election of Baton Rouge voters.

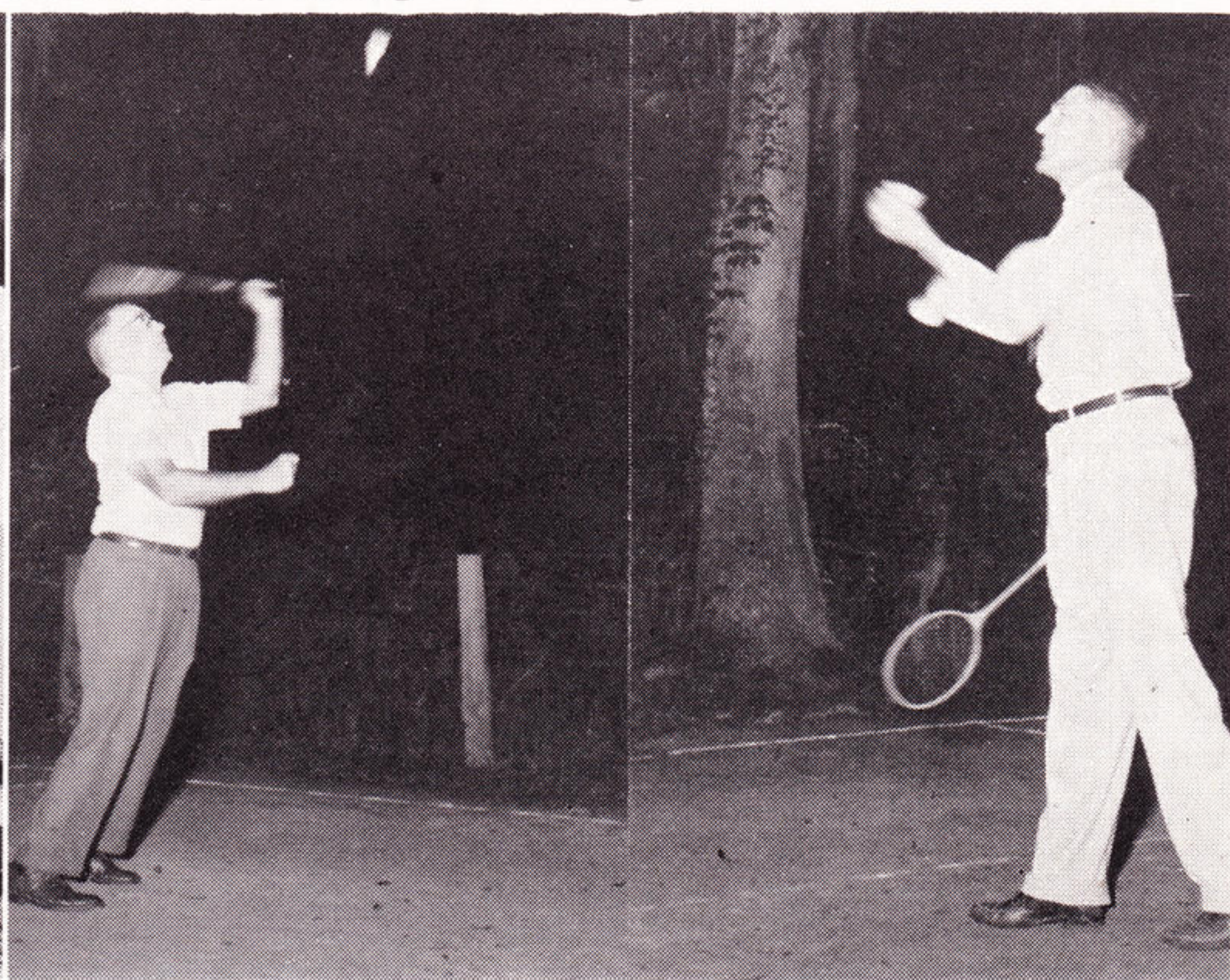
The business of serving gas is so intimately tied in with the living of all those who use this service, that it is almost a continuous job for someone to study all the methods that apply to this business. Changes are occurring almost daily; appliances are being improved, meters are

being changed, and installation methods are being simplified. As an example, a few years ago practically all of the gas today all of the new meters bought are meters were of the "tin" variety, whereas cast iron or aluminum.

About 90 employees divided into four groups operate the gas department. There are the engineering department, meter laboratory, service department and construction and maintenance department. The trouble department is operated jointly with the electric department and receive all calls and complaints about troubles of any nature.

It is safe to say there is no similar force of this size in Baton Rouge that attempts to do a more conscientious job and does a safer job than do the men of the gas department of Gulf States. Their record speaks eloquently for them.

**THE SAFETY** party is a gala annual event for the gas department workers who use this occasion to take stock and enjoy an evening of eating and visiting. At left is a session of chicken in the "rough." The VEEP vs the SOUP could be the title for the badminton contest shown at right in which Vice President Hal Leonard, left, finally defeated Gas Superintendent J. C. "Steady" Hays during a period of play during the evening.





## HONORED



**Wright**



**Jones**



**Sprawls**



**Rafferty**



**Eddleman**



**Hodge**

Raymond T. Wright, superintendent at Huntsville, was named campaign director for the Piney Woods Polio District of the National Foundation for Infantile Paralysis early in November. The Piney Woods district includes 17 counties in East Texas, seven of which are in our service area. Mr. Wright was appointed chairman of the Walker County drive again this year also. Last year he headed the very successful drive for Walker County.

Kirby Jones, superintendent of sales for the Port Arthur division, was installed as the secretary of the Sabine Area Sales Executive Club at a meeting held September 27 in Beaumont.

Kirby was also co-chairman of the United Baldheads of America membership drive which added 35 new members just prior to the group's international convention held in Port Arthur during the latter part of September.

Aubrey Sprawls, farm representative in the Beaumont division, has been appointed scoutmaster of the newly organized Scout Troop 222 which is sponsored by the First Methodist Church of Beaumont. Aubrey has demonstrated that he is a very energetic worker and should make Troop 222 a leader in scouting.



**Davidson**



**Poulson**



**Simon**

H. C. Davidson, system engineering at Beaumont, was installed as president of the Calvary Baptist Church Brotherhood at a meeting held October 17.

Anders Poulson, Beaumont safety representative, was appointed health and safety chairman of the Jefferson-Hardin Boy Scout district for 1951 at a meeting held in Beaumont in October.

P. G. Simon, system engineering, Beaumont, was elected president of the Fellowship Class of the First Methodist Church at an election of class officers during the latter part of October.

Anders Poulson, safety representative, was also elected an officer of the class. He was named secretary.

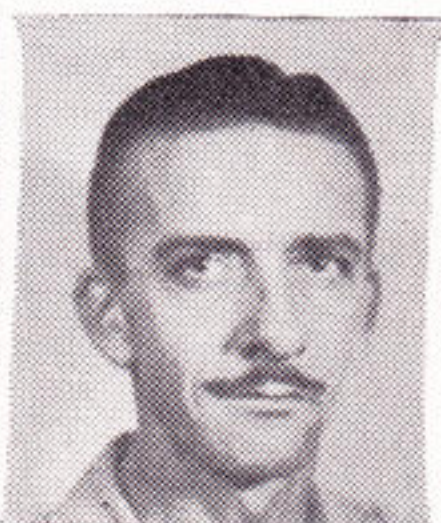
Harry Rafferty, supervisor customers accounts, Beaumont, was elected to a two year term as director of the Beaumont Kiwanis Club at an election held November 14.

Appointment of Dick Eddleman, Orange sales, to the Orange Dock Commission was approved by the city commission October 12. Dick was already serving on the Zone Adjustment Board but was pulled off that job by the mayor and put on the new and more important board when plans were made for enlarging the Orange docks to five times their present size.

James B. Hodge, operating manager of the Port Arthur division, was elected president of the Port Arthur Kiwanis Club at an election held November 8. President Hodge will be installed as the new prexy on December 8 and will take over the new office on January 1.



**Beattie**



**Hopkins**



**Shirey**

Two members of the system engineering department received national recognition recently through the American Institute of Electrical Engineers. R. O. Hopkins, relay engineer, was honored by being appointed to the National Relay Committee of the A.I.E.E.

A. E. Beattie, superintendent of planning, was appointed to the National Transmission & Distribution Committee of the A.I.E.E. and also was made a member of the Towers, Poles and Conductors' sub committee.

Both men are well qualified for their positions and will no doubt make valuable contributions to these committees.

Jack Shirey, system safety director, came through with three honors during the past several months. Most recent was his appointment to the Executive Committee of the Public Utilities Section of the National Safety Council for 1951 at the annual national meeting in Chicago during the week of August 15. Prior to this appointment he was elected a regional vice president of the Texas Safety Association and the other job was acting chairman of the Southwest Electric Safety Exchange which he helped to organize.

## H. J. Ripple Dies at Home in Baton Rouge



Final rites for Harold J. Ripple, 47, gene substation foreman of Baton Rouge, were held November 6 in Sealy, Texas. Mr. Ripple died suddenly and unexpectedly during the night of November 2, of a heart attack. Funeral services were held in Baton Rouge, followed by services at the home of his mother, Mrs. J. W. Ripple of Sealy. Interment was in Sealy.

Harold Ripple was employed with our company for 25 years during which time he worked in four division headquarters towns. He made a host of friends throughout the system and his untimely death was a shock to these many friends.

Mr. Ripple began his career with the company in 1925 as a repairman helper in Port Arthur. Within a year he was transferred to Beaumont as an electrician helper, returning to Port Arthur nine months later to serve in the same capacity. In 1928 he was transferred to Navasota where he worked for about a year as substation electrician. He transferred back to Beaumont in this same capacity until 1936 when he moved to Baton Rouge. He worked in Baton Rouge from that time until his death. His progress through the ranks is evidence of his ability on his job and his loyalty to the company.

He is survived by his mother; his widow, the former Hazel Wells; two sons, Harold John and Alva, both of Baton Rouge.

On behalf of Gulf Staters, Plain Talks extends sympathy to:

Eliza Bryan, Beaumont accounting, whose mother Mrs. Mag Tyler Bryan, died at her home in Beaumont November 9 after a long illness.

Jim Baird, Neches Station, whose wife died November 9 in her home at Beaumont after a long illness. Final rites for Mrs. Baird were held in Trinity, Texas her former home. In addition to Mr. Baird, survivors are a son and a daughter.

Engineers in the various Beaumont departments of the company pretty well dominated the list of committees announced at the initial meeting of the 1950-1951 season of the Beaumont section of the American Institute of Electrical Engineers held recently. Officers of the section include Harold Mortimer, chairman and A. E. Beattie, member of the executive committee. Committee chairmen include Rex Lee, arrangements; Jimmy Atkins, public relations; and R. O. Hopkins, publications. Committee members included P. G. Simon, Earl White, Frank Jones, R. B. Cruise, R. N. Rouse, G. F. Brill, L. V. Dugas, Floyd Smith and Albert Baird (Port Arthur), R. M. Craig, J. G. Hotard, H. J. Sutton, Carol Laughlin, E. C. Adams, N. C. Spencer and R. E. Cargill.



# Gulf Staters Contribute to Success of Community Chest

THE 1951 Beaumont Community Chest Campaign appeal was "Give a Day's Pay." When 80% of the employees of a firm with 10 or more employees gave at least a day's pay they received a "special award" flag. As might be expected Gulf States folks were among the first of 80 employee groups to qualify.

Gulf Staters collectively gave a little more than \$8,000 toward the \$239,908 goal. Before the Chest drive officially got underway, the officers of the four Beaumont locals of Gulf States Employees Association and Al Glynn, asso-

ciation secretary, volunteered to handle solicitation among company employees. Their offer was accepted and they then planned the inter-company drive which leaders were:

OFFICE—B. J. Harrop, Bob Werner, Dwessa Kellam, Fred Tenholder, George Ingraham, Joe McClelland, Ralph Spafford and Jim Braswell, who was general chairman.

SERVICE CENTER—Lloyd Priest, Clifford Meaux, Jack Watson, and J. T. Slocum.

NECHES STATION—Archie Whitson and J. D. Wilson.

COLORED—Joe Lopez, Willie Jefferson and E. L. Taylor.

Many others earned personal recognition and received miniature plastic figures of the campaign character "Chesty" for their part.

President Nelson, who was general chairman of the Chest Drive and under whose leadership the drive went over the top for the first time in several years, personally awarded flags to office, service center and Neches station groups.







## Safety Talks Highlight Operating Department Meeting

Kicking off the annual fall series of safety meetings held across the system, the Baton Rouge division t & d department and the Orange district led the field with meetings on September 28. The Baton Rougeans met at Harry Cloud's Camp and the Orange group at the Old Timers Hall. Orange marked up another first by making the meeting an affair for employees in all departments, both men and women. Traditionally these meetings have been for male employees in the operating departments.

An exceptional turnout of practically all of the Orange staff, excepting those on duty, together with quite a few visitors from Beaumont and Port Arthur almost filled the meeting hall. After a "visitin' session," the guests ate, then devoted a period to a program which consisted of a movie film and several brief talks.

Superintendent C. H. Meeks, as master of ceremonies introduced out of town guests and the evening's speakers, E. L. Robinson, Beaumont division manager, and President Roy Nelson.

Mr. Robinson spoke briefly on the object of the meeting, bringing out the personal observation that accidents were not happening to someone unknown, from some distant place, but were happening right at home to folks we know — to our friends, and it was up to us to see that they stopped.

Mr. Nelson paid tribute to the Orange district for their fine safety record of three years without a lost time accident, and to Gulf States for the overall company record. "I'm convinced," he said, "that we are doing one of the outstanding safety jobs in the United States. We are now one of the top three in safety in the public utility industry, and you in Orange are holding up a good example with your safety record." He added that we were on the right track in safety work with the program of "proper discipline for violations and incentives and personal recognition for a job well done."

The Navasota division meeting on October 13 (Friday) was also a well attended meeting. For men in the operating department only, approximately 95 per cent of those employees were present. A delicious meal featuring barbecued chicken and garlic bread preceded the program.

George Cannon, Navasota t & d, was master of ceremonies and presented Division Manager E. L. Granau who introduced guests and in turn presented Safety Director Jack Shirey who was in charge of the program. Shirey introduced the speaker

of the evening who was Jim Musick, manager of the Texas Safety Association.

Musick's topic was concerned primarily with traffic accidents, which he stated was one of the greatest problems facing our nation today. In connection with accidents, Musick said, "The safest place you can be is on the job in a company such as Gulf States." In conclusion he admonished that "we all must become disciples of the Apostle of Safety. If not," he warned, "we will exterminate ourselves." His talk, which cited actual, horrifying statistics on injuries and deaths resulting from accidents received rapt attention.

Pat Griffith, Lee Scrivener, W. P. Carroll, Jim Sullivan and Connie Winborn were in charge of arrangements for the meeting.

At Port Arthur on October 27 about 70 Gulf Staters met for that division get-together, holding an outside meeting there for the first time. The weather was perfect for the occasion and a fine meal and a good program made the get-together a splendid affair.

Operating Manager J. B. Hodge was master of ceremonies and introduced the number of out of towns guests, mostly from Beaumont and Orange, and several of the company executives, including Vice Presidents W. R. Bell and L. F. Riegel.

President Roy Nelson spoke briefly, saying that Gulf States had a good safety record but that we had to keep working at hammering at this safety work. "We want to make Gulf States perfect," he said, "and we will keep having safety meetings, contests, get-togethers and the such as long as they seem desirable and necessary."

George Shuster, safety director for the United States Rubber Company's Port Neches plant, made the principal talk of the evening, delivering a paper on "Fire in the Industrial Plant."

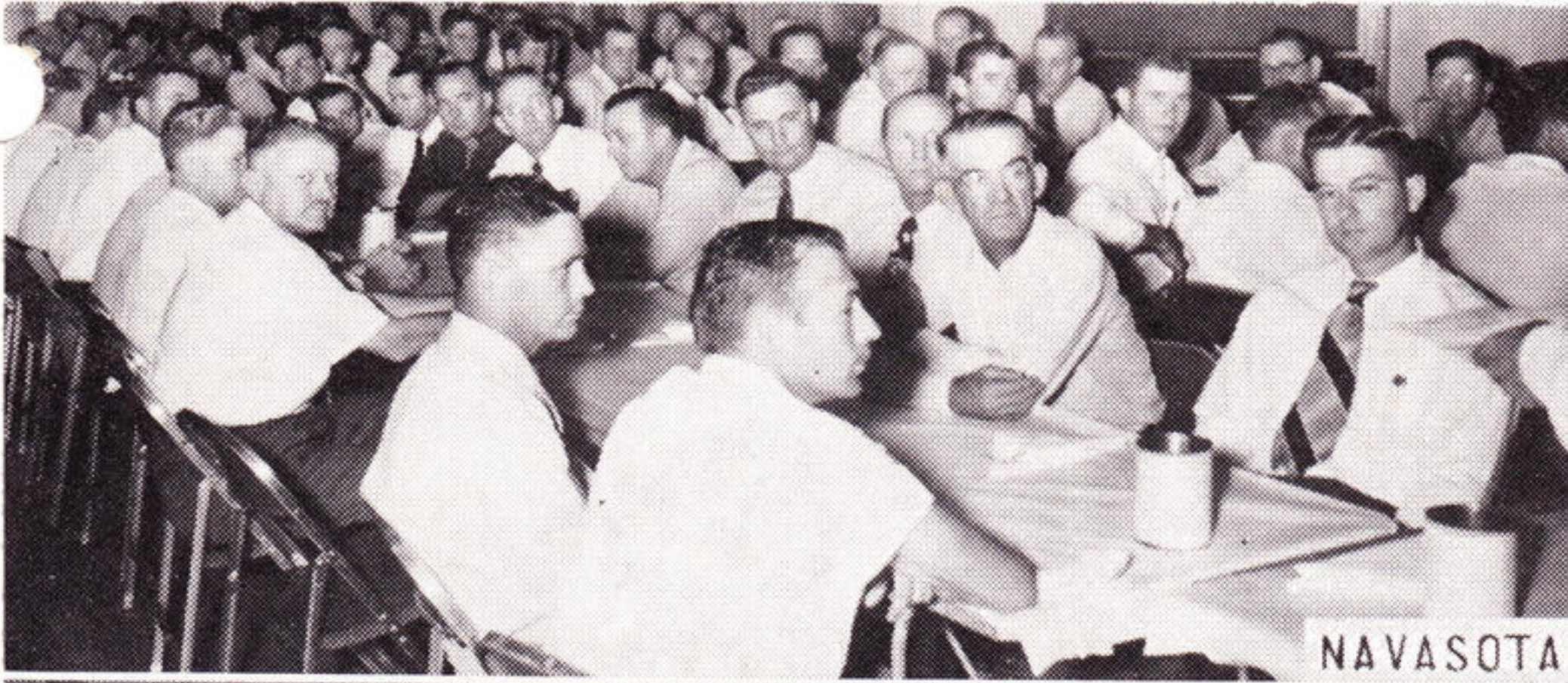
The series of division safety meetings concluded with the Beaumont Division party at Neches Station assembly hall on the evening of November 3.

See you next issue.

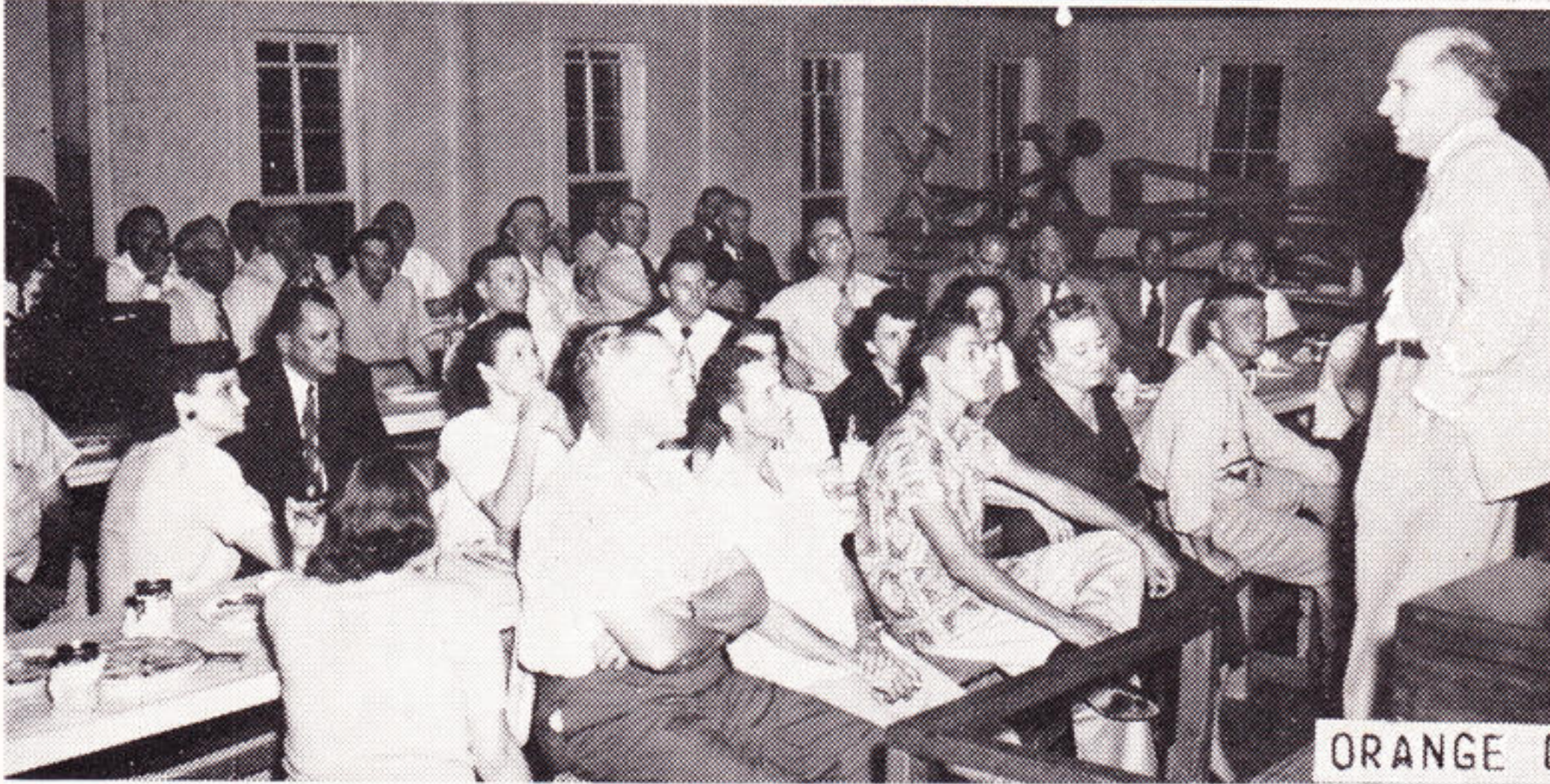
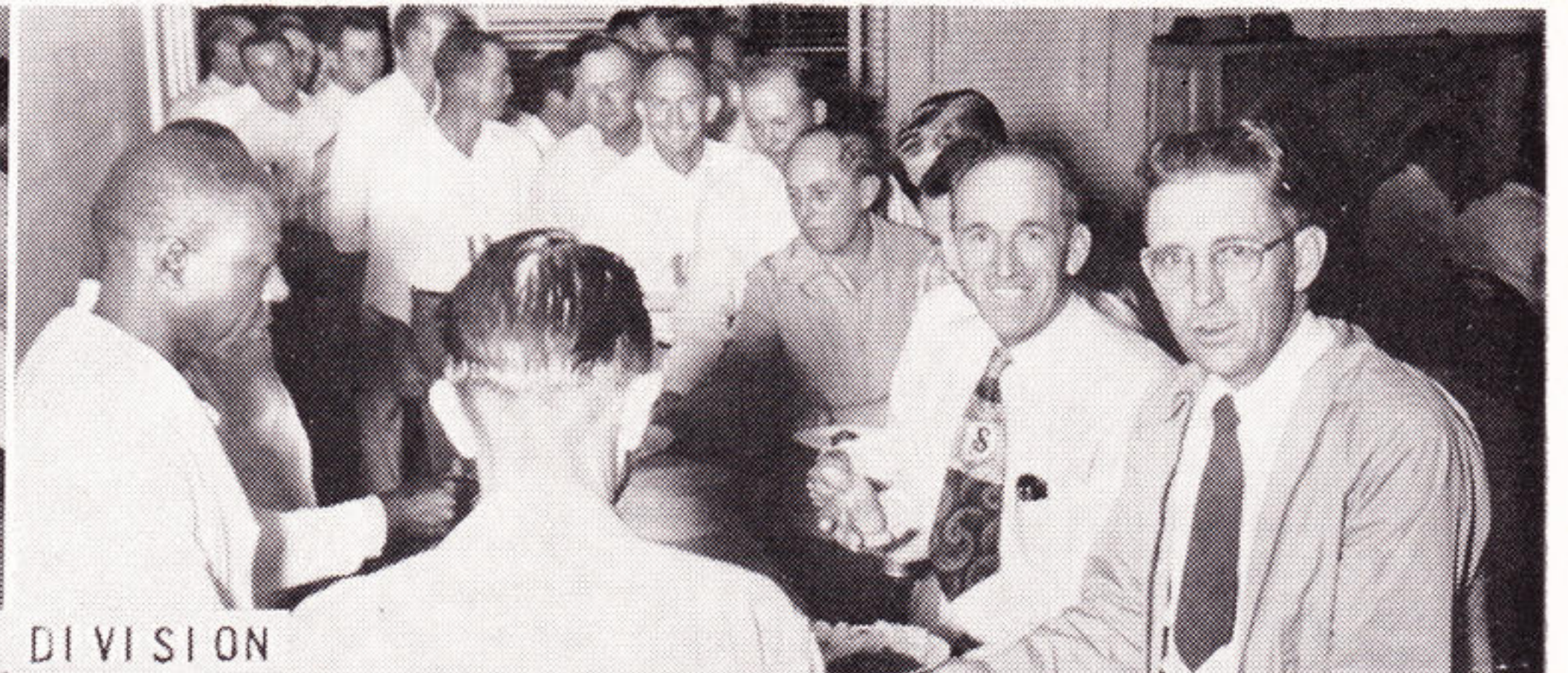
*Jack Shirey*



# SCENES FROM ANNUAL SAFETY MEETINGS



NAVASOTA DIVISION



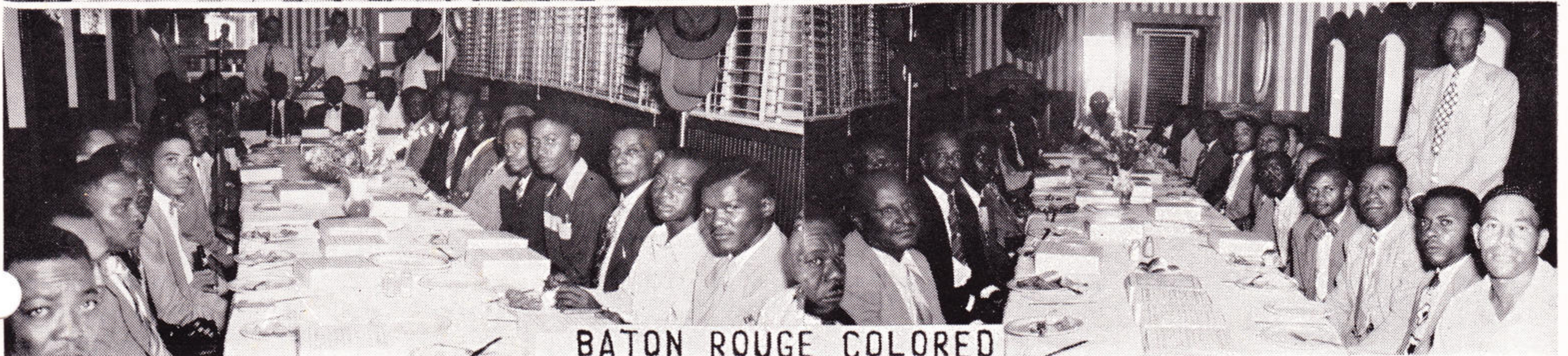
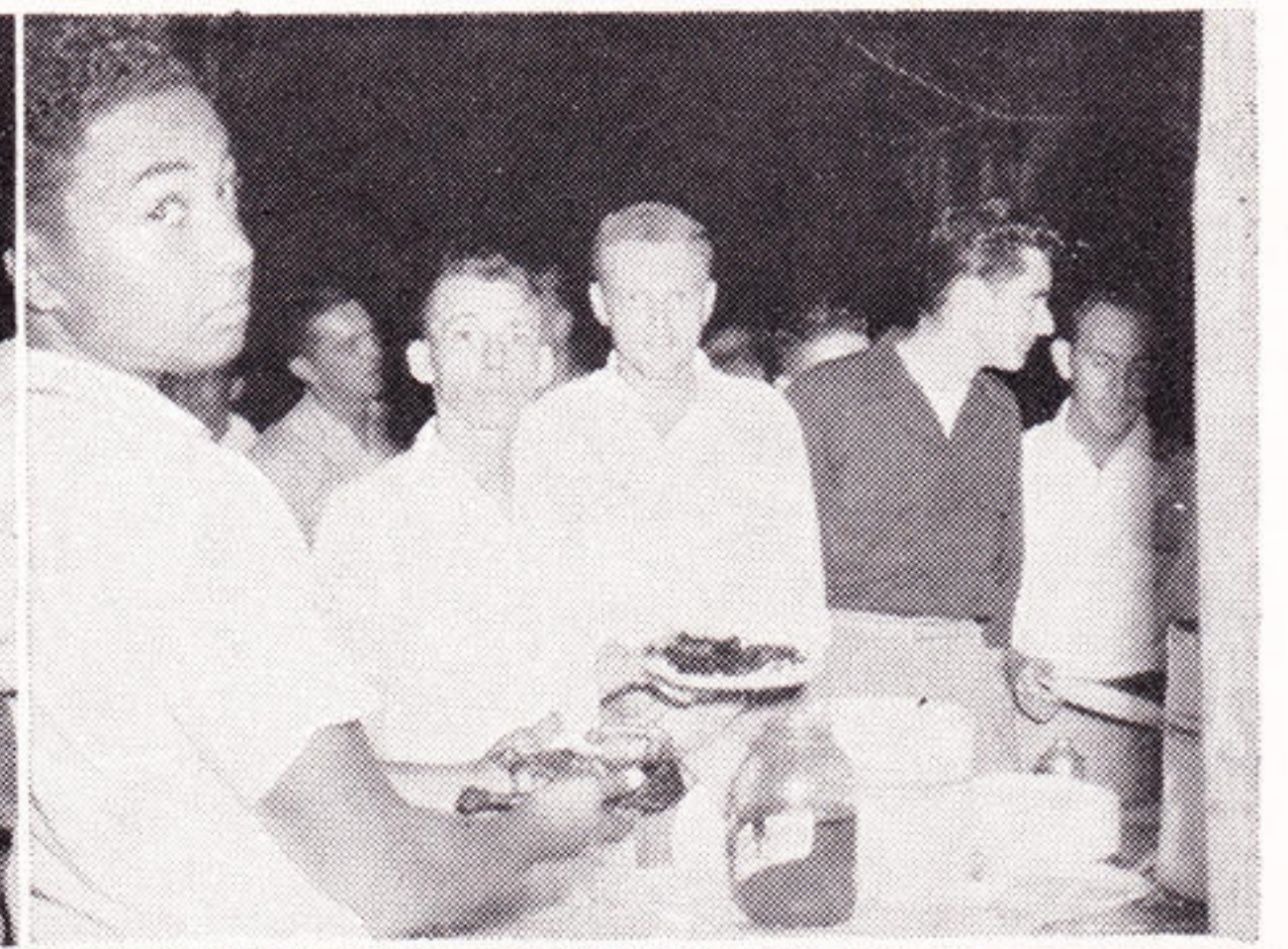
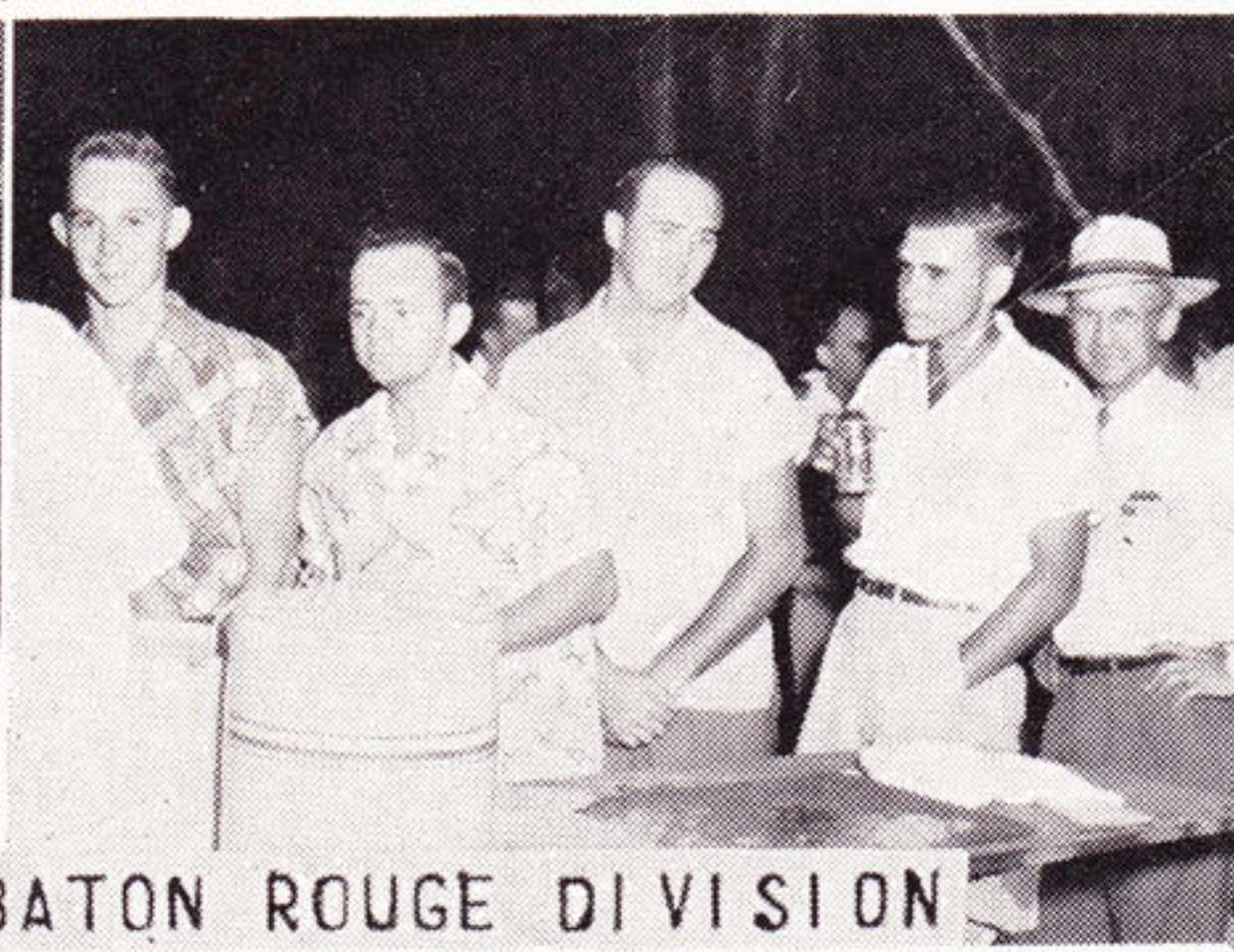
ORANGE DISTRICT



PORT ARTHUR DIVISION



BATON ROUGE DIVISION



BATON ROUGE COLORED



# Reddy Killowatt Goes Underground in Three of Major Points in System

Gradually the maze of overhead wires and transformers which make up the secondary service circuits in two of the larger cities we serve will begin to disappear and people will be even less aware of a vital service already taken for granted by most of them.

In Lake Charles and Beaumont, work on new underground service facilities are rapidly coming to the point where it will be possible to tie in commercial loads.

In Baton Rouge the system which was originally installed as early as 1925 is being expanded and improved.

## LAKE CHARLES

In Lake Charles the new system will be fed from a substation at the corner of Mill and Ann Streets which is now under construction. From here the lines will extend down Mill Street to Ryan and then along Ryan as far as Pujo Street. Laterals run from Ryan Street a half a block east and west on Division Street; one block east and west on Broad Street; and two-thirds of a block east and west on Pujo. Along these laterals will be ten single vaults each containing one 500 Kv transformer and four double vaults with two 500 Kv transformers in each.

The primary feeders from the substation, which has two 5,000 Kv self regulating transformers, will be 13,200 volts. The secondary system will be 120/208 volt three phase four wire service.

## BEAUMONT

Beaumont's underground system will be fed from the Travis Street substation. The new duct line will pick up from an old one already in existence as far as Travis and Hickory Streets. Work now underway, and that proposed, will extend the system to cover the main blocks of the downtown business section of the city. Present construction consists of installing

a duct line from the corner at Travis and Hickory to Main thence to Fannin and down to Orleans. There will also be a line parallel to this which will originate at the same point and extend approximately two and two-thirds blocks down Bowie. Laterals will run two blocks north and south on Pearl and approximately three and a half blocks on Orleans with a connecting tie along Forsythe Street. Eight single vaults with one 500 Kv transformer in each and two double vaults with two 500 Kv transformers in each are now planned for the present system.

The primary feeders will be 4160 volts and the secondary 120/208 volt three phase four wire.

## BATON ROUGE

In 1925 an underground light and power system was installed in Baton Rouge. In 1939 additions to the system were made and it was converted to a four wire system. More additions were made in 1945 and today the system extends from North Boulevard to North Street on Third Street; from North Boulevard to Florida Street on Fourth; and has laterals and ties on Convention, Florida, Laurel and Main Streets.

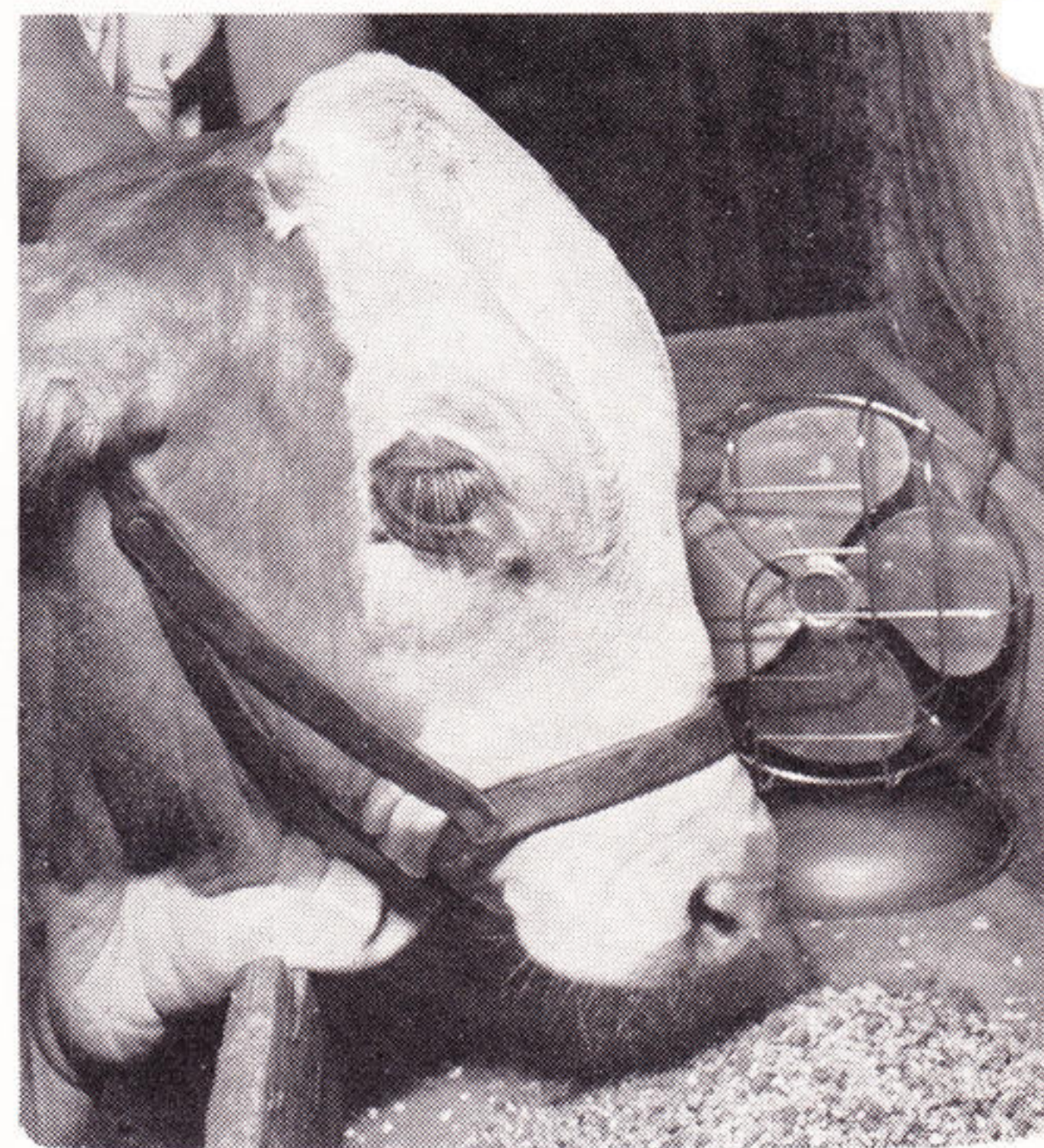
This year Beauregard substation was changed to accommodate 33 Kv feeders and new transformers and regulators were installed to further improve the system. The installation of more new duct lines and transformer vaults are proposed to care for the increased loads in the growing area served by the system.

## WIN CHRISTMAS CASH!

## ENTER THE BIG ESSAY CONTEST

See page 3 for details

## REDDY FANS BOSSY'S APPETITE



When Jimmy Weeks, high school vocational student at Silsbee, won a calf in the YMBL calf scramble last March he started thinking of ways to make it attractive for the big calf "beauty" contest at the fair. Now unlike us humans, the fatter a calf is the prettier he is, so the object was to put pounds on Bossy. Here's where Reddy Kilowatt came in, strange as it may seem.

Jimmy placed a small fan in the feed trough and turned it on. It seems that bovines sweat through their nose, so like any intelligent calf who has an electric fan in its boudoir, this calf sensibly ambled over to the fan to cool its calorific proboscis (that's English for hot nose). Now its nose knows nothing about it but strangely enough, when the innocent calf gets its nose by the fan it just so happens that it's also right over a pile of delicious, tempting feed. Naturally the surprised, but pleased animal starts eating — which as you know is very bad, that is good, for adding weight.

Jimmy, who must have had some help from Rube Goldberg or our Farm Representative Aubrey Sprawls, was even considerate enough to add a 60 watt bulb to the room's furnishings. This way the calf can find its way to the feed trough, even on the darkest nights. Truly Reddy Kilowatt is the servant of the century.

## SANG FROID

People these days are often given short emergency courses in how to carry out difficult tasks. An elevator operator, off for the day, was replaced by a girl who on her first trip with live passengers brought the elevator to an abrupt stop.

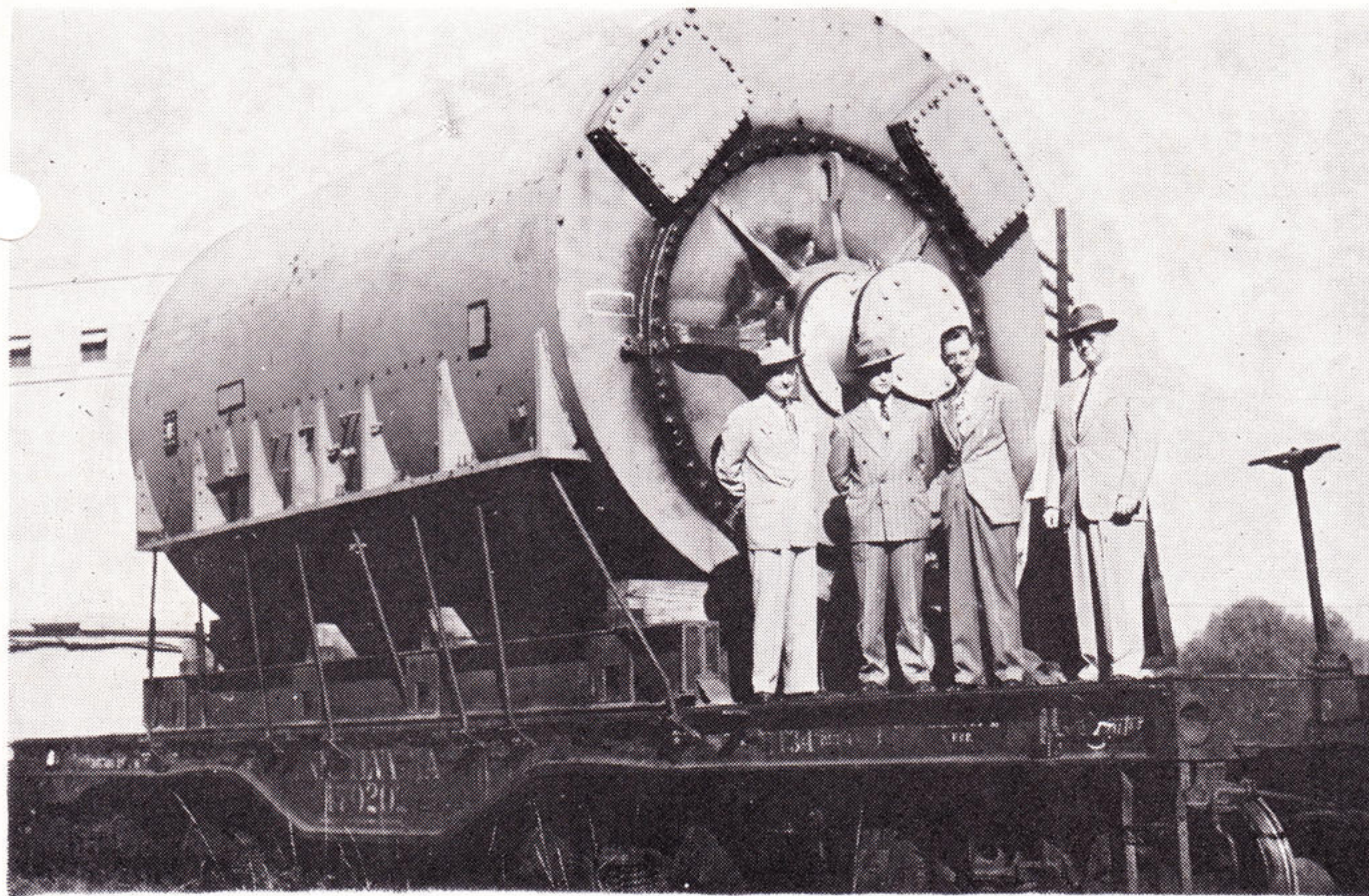
"Did I stop too quickly for you?" she asked the passengers.

"Oh, no indeed," coyly replied a little old woman in one corner of the car always wear my bloomers around my ankles.



A TYPICAL SCENE at Beaumont during the height of activity of installing underground circuits beneath downtown business streets. This particular scene was on Fannin Street, just east of Pearl. There are now only a few isolated spots still under construction. T. Miller & Sons were the contractors doing the actual construction.





**BIG BOY**—This 66,000 kilowatt generator which will be Neches Station's newest unit, made one of the heaviest cars of freight ever to be handled in Beaumont. Weighing 316,400 pounds, it required a special freight car to haul it, and because of its size and value was permitted to travel only on slow trains and only in the daytime. The freight car was one of the only three such cars owned by the Pennsylvania Railroad who hauled the huge equipment from the Westinghouse factory at East Pittsburgh. The trip required a month and four days. The above picture was taken as the generator arrived in Beaumont on October 26, and Stone & Webster workmen began installing the unit October 30. The completed unit is expected to be in operation during February, 1951. Addition of this unit to Neches Station will increase capabilities here to 198,000 kilowatts.

## 44,000 Kilowatts Added to Louisiana Station Capacity

A new 44,000 kilowatt turbo-generator was placed in commercial operation at Louisiana Station at 8:35 P. M. on November 9. The addition of this new unit to our generating capacity in the capitol city plant brings the total capability of this station to 210,000 kilowatts.

At the beginning of World War II the capability of Louisiana Station was 100,000 kilowatts. A 22,000 kw unit was installed in 1943 and a 44,000 kw unit was put in during January of this year.

Since Pearl Harbor there has been an increase of 146% in our company capabilities. When the present expansion program is completed in 1952 this increase will have grown to 219% with the total capability in all plants being 582,000 kilowatts.

Another 15,000 kw unit will be installed at Louisiana Station in 1951, with commercial operation expected around June.

Soap is now being made of gasoline. Imagine having Ethyl in your bath.

"Who gave the bride away?"  
"I could have, but I kept my mouth shut."

WIN CHRISTMAS CASH!

ENTER THE BIG ESSAY CONTEST

See page 3 for details

## R. O. Jackson Resigns To Take N.Y. Position

Raleigh Jackson, system consumers accountant, and a Gulf Stater at Beaumont for 16 years, has resigned to accept a position with Stone & Webster Service Corporation effective November 30. Raleigh is to assume a position in the accounting survey department of the Service Corporation with offices in New York City, however his job will require that he travel all over the United States. He and Mrs. Jackson will leave for New York December 1.

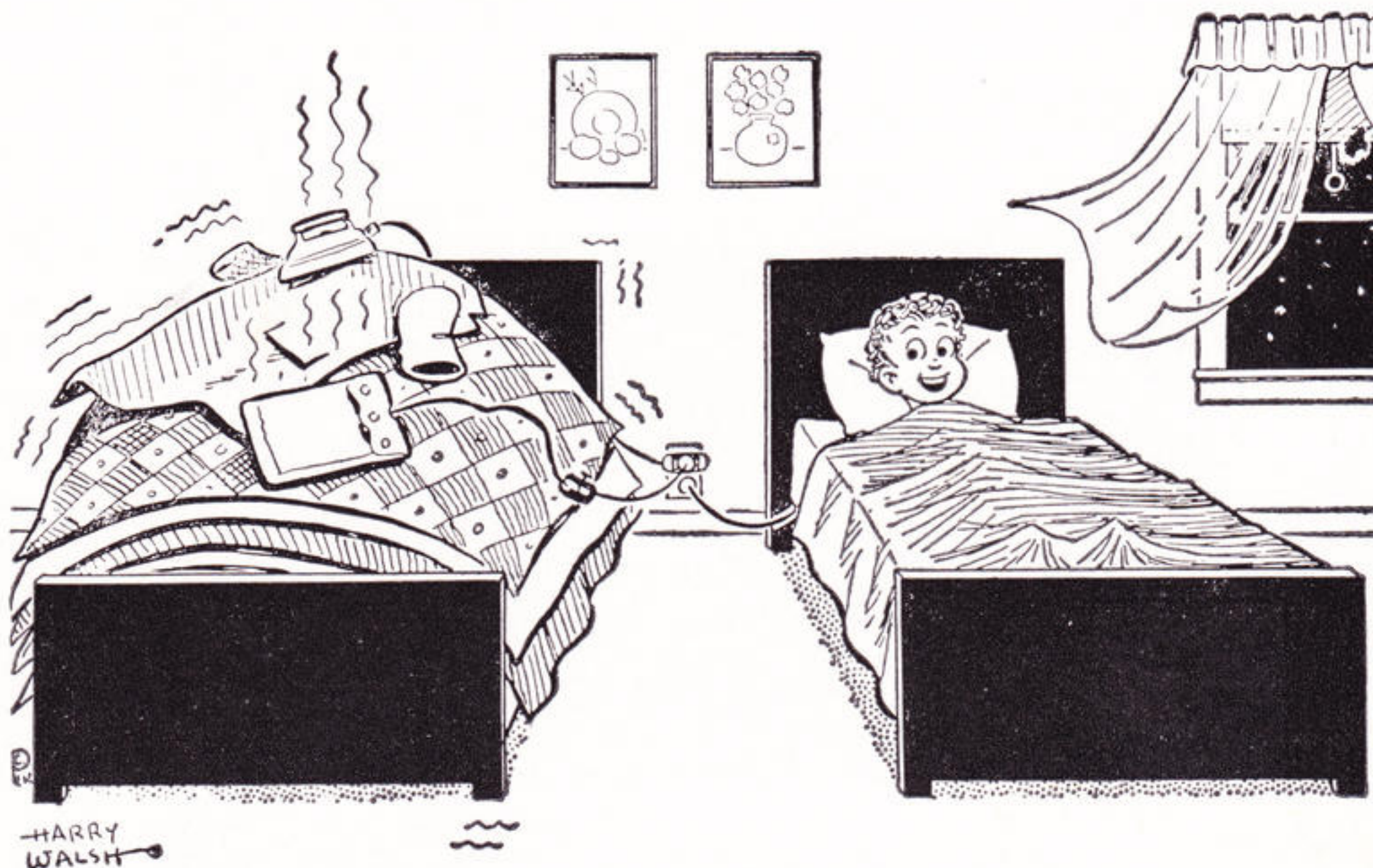


Jackson came to Gulf States on December 31, 1934 from Seattle, Washington where he was employed with Puget Sound Power and Light Company. He served as chief clerk in the general accounting department at Beaumont for 13 years until he was promoted to his present job. Prior to moving to Beaumont he had served the West Coast utilities company in various capacities since 1922.

Raleigh has been one of Beaumont's most active civic workers, and has held many important posts in community undertakings and in various civic, social, fraternal and religious organizations. His resignation and departure will create a loss in our organization and also throughout the Beaumont area.

Plain Talks joins with many friends throughout the system in wishing the Jacksons much luck and happiness in New York.

Sign in a bar: Please don't stand up while the room is in motion.



"WELL, WHY DON'T YOU GET AN ELECTRIC BLANKET, DEAR?"



## Line Crew Moves to Woodville



**NEW WOODVILLE RESIDENTS** comprising the line crew transferred there during October are shown in this picture. Left to right they are, W. T. Lang, L. D. Bell, Jamie Pike, Barkley Smith, E. C. Smith, D. E. Ridley, Johnny Osborne and John R. Abernathy, line foreman.

## GSU SETS RECORDS

Two events which a few years ago would have been occasions for much comment and publicity in Gulf States were almost unnoticed awhile back amid the other important activities of our current expansion program.

One was the establishment of a new all-time system peak load of 387,300 kilowatts and the other was the passing of the 1500 mark in average kilowatt-hours sold for each home customer.

The peak of 388,900 kilowatts was made at 8:00 p.m. on September 12, with a daily load factor of 81.8%. The figure was 74% higher than the 223,400 kilowatts registered at the end of World War II, and is 209% over the 125,900 kilowatt peak registered on Pearl Harbor day.

The home customer kilowatt hour figure was first established when the September statistical figures were prepared, showing a usage of 1502 kwh annually. The home customer's consumption at the end of the war was 1153 and at the beginning of hostilities in 1941 was 1041.

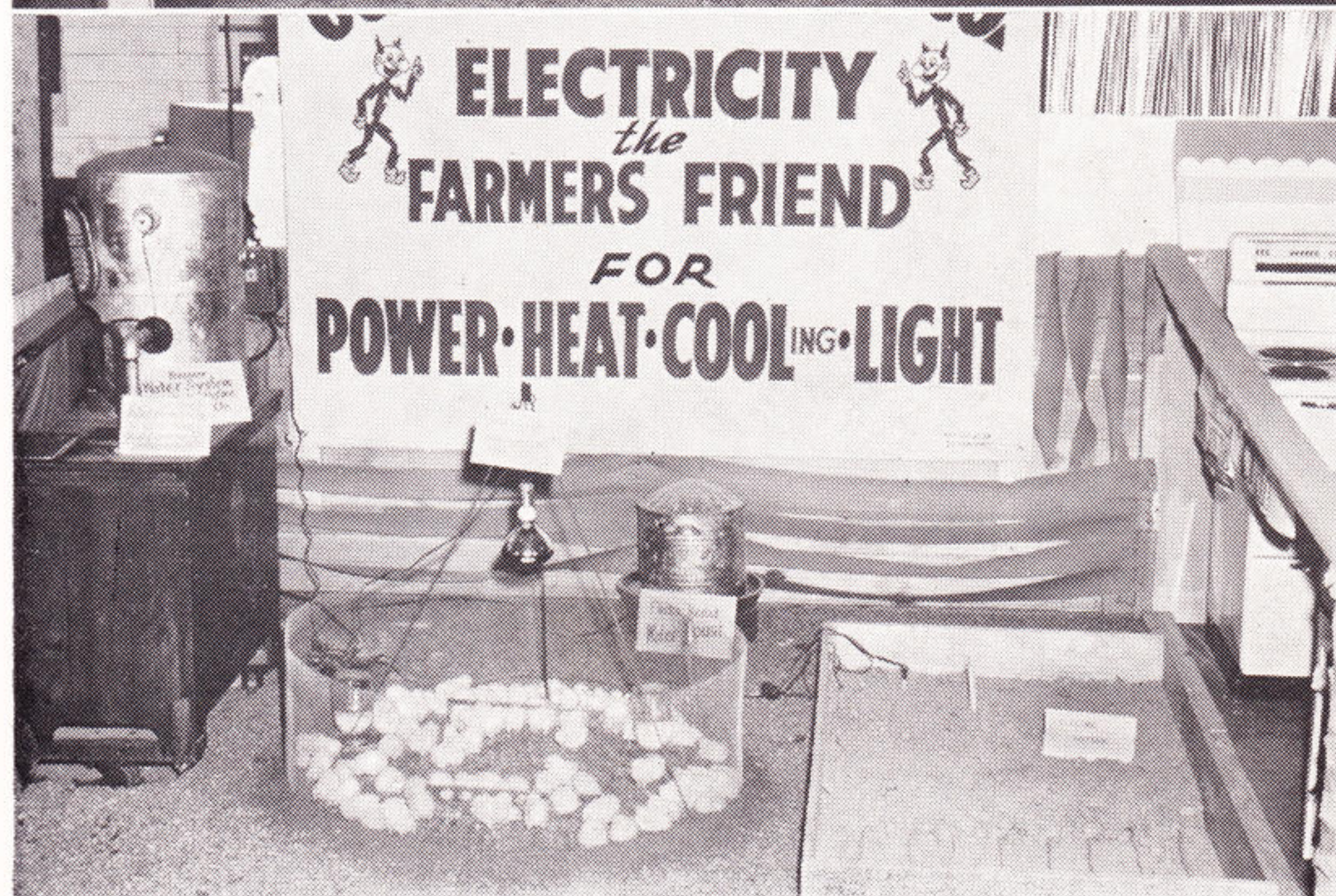
In a bulletin released by Vice President Riegel he attributes the new record to hard work, planning and promotions on the part of all Gulf Staters.



## Thousands See Fair Exhibits

**FAIR REDDY**—if you went to the fair, any fair in this area, chances are you saw one of these exhibits—or one similar to them. As usual our company took this opportunity to tell again the part Reddy Kilowatt—the servant of the century—plays in their everyday life. In the home, on the farm or in industry Reddy is always there, at the flip of a switch to do the hardest job, instantly.

The picture at the upper left shows the exhibit at Beaumont's South Texas State Fair, where the talking Reddy Kilowatt was an outstanding feature. Thousands of kids talked to Reddy here and also at Lake Charles and at Lafayette where he made an appearance at expositions prior to the Beaumont premier. Bottom left is a Navasota division booth, created by Farm Representative Victor Norvell. This exhibit was used at Caldwell, Franklin, Anderson, Huntsville, Trinity, Conroe and Coldsprings. The other exhibit was designed by Farm Representative Aubrey Sprawls who used it at Warren, Woodville and Liberty. The farm exhibits were designed to show the advantages of electricity as applied to chicken raising, vegetable or plant growing, and stock raising and providing water for general farm usage.





## GROWING WITH GULF STATERS



**Ann and John Scott Krebs**

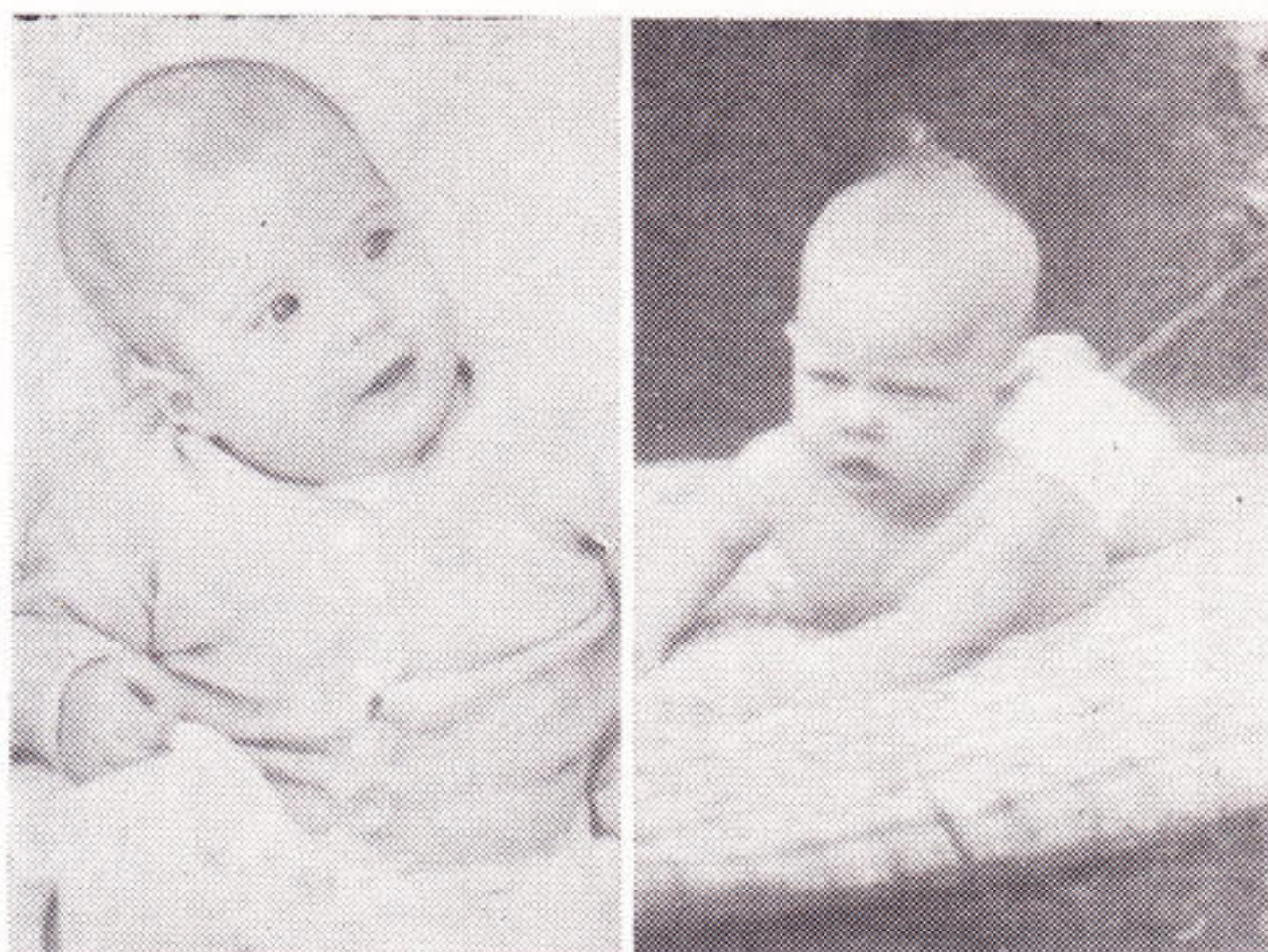
Happy birthday was the occasion for this picture of the fine twin children of Sidney Krebs, Beaumont serviceman. Celebrating their first milestone on October 21 are Constance Ann, left, and brother John Scott. The birthday cake in the foreground was decorated in a Halloween motif and inscribed "Happy Birthday, Scotty-Connie."

### REASON ENOUGH

A woman usually has eight excuses to buy something:

1. Because her husband says she can't have it.
2. It will make her look thin.
3. It comes from Paris.
4. Her neighbors can't afford it.
5. Nobody has one.
6. Everyone has one.
7. It's different.
8. "Because."

Politeness is like an air cushion; there may be nothing in it, but it eases the jolts.



**Cynthia Burhoe**

**Clarice Foreman**

These two very young ladies were born the same month and these pictures show them before they reached their third birthday (month, that is). Cynthia Louise is the daughter of Jack Burhoe, of the advertising department and Marilyn Burhoe who was a former home service advisor in Beaumont. Cynthia was born August 16. Clarice is the daughter of Mr. and Mrs. Joe E. Foreman, of Liberty. Little Miss Foreman made her arrival August 7. Her daddy works in the t & d department.

WIN CHRISTMAS CASH!  
ENTER THE BIG ESSAY CONTEST  
See page 3 for details

"Your wife used to be awfully nervous. What cured her?"  
"The doctor told her it was caused by advancing age."

## J. R. Peckham, Sr. Heads New District

Creation of a new operating district and appointment of J. Roy Peckham as the district superintendent was announced in an October 12 bulletin by Beaumont Division Manager E. L. Robinson.



Named the Gulf District, the new territory includes Vidor, Voth, Amelia, Nome, China, Sour Lake, Stowell, Anahuac, White City, High Island, Hamshire, Winnie, and Bolivar. Personnel in these areas will continue to report to the local superintendents as at present and the local superintendents will in turn report to Mr. Peckham. At Vidor the local office clerk and the serviceman will report directly to Peckham.

The Gulf district is made up of sections of the Beaumont and Liberty districts and lies wholly within the Beaumont division. However, in addition to the Gulf district the remainder of the Liberty district containing Liberty, Dayton, Hull, Daisetta, Hardin, Batson, Saratoga, Raywood and Devers, will be within the operations superintended by Peckham. Personnel in this district will report to District Superintendent Rhea Hudnall as formerly, and Hudnall will in turn report to Peckham.

Formation of a new district has been made necessary by the large increase in population in this area and the growth and expansion of industrial, commercial and agricultural enterprises throughout this section.

Peckham was the superintendent of the Alvin district until it was transferred to the Community Public Service Company in a trade in which we exchanged the Alvin system and acquired the Woodville system, formerly a Community property. This exchange was effective October 1. Peckham's appointment as superintendent of the Gulf District is also effective as of October 1.

Peckham has been a Gulf Stater for 21 years, having begun work in the Beaumont accounting department as a billing clerk. In August, 1929 he was transferred to Navasota as bookkeeper where he remained until 1930 when he returned to Beaumont. Until 1935 he was a cashier for outside offices, and at that time became customers account clerk in Beaumont. Again in 1936 he served as traveling cashier as well as A.R.M. clerk at Beaumont. In 1938 he became utility clerk in the general accounting department and later served as chief voucher clerk, classification clerk and general and construction clerk. He was promoted to the superintendency at Alvin in June, 1945.

A native of Crowley, Louisiana, Peckham worked for the Gulf Refinery at Port Arthur for seven years before joining Gulf States. He is the father of another Gulf Stater, J. Roy Peckham, Jr. who is employed in the Beaumont t & d department.

Mr. and Mrs. Peckham have moved to Beaumont which will be the headquarters office of the Gulf district.



**GSU ENTRY** in the big Huntsville parade which opened the Walker County Fair. Competition was keen among the many beautiful floats in the three mile long parade and all the Reddy Kilowatt entry could do was win an honorable mention, although the partisan Gulf Staters and many of their friends were of the opinion that this float was one of the top three.



## MARRIED

Joyce Choate, Beaumont accounting, became the bride of Pat Eagan in a ceremony in the First Baptist Church parlors at Beaumont on October 20. Joyce will continue to work with the company.

Carlo Fasulo, Jr., Beaumont stores accounting, was married to Lydia Marino, also of Beaumont in a ceremony at St. Joseph's Church on October 15.

Charlotte Ann Mahaffey, Port Arthur sales, was married to James C. Fennell, Jr. on October 7 at the Methodist Temple in Port Arthur. The Fennells honeymooned in Houston. They are now at home at 3207 Thomas Boulevard.

Ferdinand B. McGee, Riverside Station, Lake Charles, was married to Miss Lee Ethel Miller in a ceremony at Savoy Catholic Church on October 22.

Beverly Landry, customer clerk of Baton Rouge, married Louis P. Simon-eaux, Jr., on September 30, in Sacred Heart of Jesus Catholic Church in Baton Rouge. The couple honeymooned at Look-out Mountain. Beverly is continuing her duties with the company.

J. W. Bello, employed in the Baton Rouge substation department, was married to Miss Betty Thibodaux on August 19.

Miner V. Fugler, stenographer Baton Rouge gas department, was married to Gerald L. Reynolds on August 28 in the First Methodist church of Baton Rouge. The couple honeymooned on the Gulf Coast. Gerald is a senior in the school of forestry at L.S.U. Miner is Plain Talks reporter for the gas department.

WIN CHRISTMAS CASH!

ENTER THE BIG ESSAY CONTEST

See page 3 for details

## E. W. Robertson Loses

### Leg in Job Accident

Emmett W. Robertson, Beaumont t & d department employee, suffered the loss of his right leg in an unusual job accident October 20.



Robertson, who was operating a hole digger used in setting poles at the time, was caught in the digger and had his leg so badly mangled that amputation just above the knee was necessary as soon as he was taken to the hospital. Only the quick work of fellow worker Joe Parker in giving first aid and applying a tourniquet saved Robertson from more serious results.

The accident happened on a line extension being built near Amelia, west of Beaumont. Holes were being dug along-side a ditch at the edge of the road right of way over a spot formerly occupied by an abandoned barb wire fence where ditching equipment had covered the old fence with dirt to a depth of about 12 inches. When the hole digger hit this depth it caught the old barbed wire, pulling it out of the ground and also catching it around Robertson leg which was pulled into the whirling blades of the digger. There was no indication on the surface of the existence of the old fence.

Emmett is recuperating nicely and has been up and around the hospital on crutches for several weeks. As there were no complications he is expected to return home soon.

#### CHOICE!

If freemen want to stay that way,  
They must concede this fact:  
They cannot win by what they say,  
But, rather, how they act!

## TRANSFERRED

Sam McKenzie, former residential sales representative at Alvin, has been transferred to Beaumont where he will be located at Neches Station as tool room man.

F. W. Farenthold has been transferred from Alvin, where he has been located as serviceman 1st class, to the Beaumont t & d department. He will serve as line-man 1st class at Beaumont.

George Covington, formerly in customers accounts at Clinton, Louisiana, has been transferred to the sales department in Baton Rouge.

John E. LeBlanc has been transferred from customers accounts in Baton Rouge to customers accounts in Gonzales, Louisiana.

Louis Guthrie is a newcomer to the Baton Rouge engineering department where he transferred from the Beaumont engineering department.

## Daughters of Gulf Staters Get Honors

Members of Gulf Staters families took over a section of the news recently when the Camp Fire Girls' Soit Horizon Club at Port Arthur elected officers.

Susan Merrill was elected president of the club and Betty Merrill was elected vice president. Both are the daughters of Forrest Merrill, operating superintendent of the Port Arthur division. Florer Marie Thorne, daughter of Division Manager L. E. Thorne, was elected the club secretary. In addition to their executive duties, Betty and Susan were also appointed to committee posts.

Adding further to the tie-in with Gulf States, the Soit Horizon Club is sponsored by the Lions Club of which Division Sales Manager Kirby Jones is 2nd vice president.



ADEQUATE WIRING PLANNERS are shown in this picture of Port Arthurian electrical contractors, architects and builders who met October 20 to hear J. B. Pat Bishop explain Gulf States' Adequate Wiring program. Pat told them of our newspaper and radio advertising program on adequate wiring and the necessity of installing adequate wiring in today's homes so that owners can enjoy to the fullest the advantages of electrical living. It was the first of a series of systemwide meetings to get home builders working toward an effective adequate wiring program. Much interest was demonstrated at this meeting. J. Kirby Jones, Charles DeCuir and Paul Baker represented our Port Arthur office.





**FISHIN'S FINE** — or it was for these two Lake Charles Gulf Staters on a recent outing. C. W. Dobbertine, service department, and Albert Buller, appliance repair, felt they should have some proof of this catch, hence the picture. The trip began at Cameron, Louisiana.

## Opal Ford Joins Home Service Staff



Miss Opal Ford, pictured here, is the latest addition to our home service department staff. For the present Miss Ford will work in Beaumont and elsewhere in this division.

A native of Longstreet, Louisiana, Opal attended grammar and high school in Logansport, Louisiana. She attended Stephen F. Austin State Teachers College in Nacogdoches and graduated with a B. S. degree in home economics.

Opal comes to her new job well qualified, both with training and experience in home economics. Before joining Gulf States she taught school in Beauregard Parish, Louisiana and Vidor, Texas. Plain Talks joins in a welcome to Opal in her new work.

No wonder we don't believe in flattery. Flattery is soft soap, and soft soap is 90 per cent lye.

## GSU Annual Report Among SW Winners

Gulf States was honored several weeks ago for being one of the winners in an international competition for excellence in annual reporting. GSU's 1949 annual report was judged third best in the Southwest in the public utilities classification. More than 5000 annual reports were in the competition which was sponsored by the magazine "Financial World."

Secretary W. H. Gieseke, under whose direction the report was compiled, was in New York when the award presentations were made and attended the banquet held for that occasion.

Winner of first place in the Southwest region public utilities section was Central Power & Light Company of Corpus Christi, with the runner-up being the Central and Southwest Corporation.

Gieseke said, "Next year we're going to bring home the bronze 'Oscar' given to the winner for the 1950 report."

## PROUD PARENTS

C. L. Reeves, of Neches Station, and Mrs. Reeves, who are the proud parents of a daughter born November 20. Miss Reeves, who was named Sharon Diane, weighed seven pounds, four ounces at birth.

Charles McManus, Liberty t & d, and Mrs. McManus who are the parents of a fine son born October 8. The new heir has been named Charles Dudley, and latest reports are that Charles Dudley is getting a world of attention from his proud parents.

Marvin Seigler, Navasota t & d, and Mrs. Seigler, who announced the birth of a son on October 6. The young man was named Thomas Morgan.

Mr. and Mrs. Ralph M. Shirly who are parents of a son, Ralph M., Jr., born September 2. Shirly is employed in the electric department in Baton Rouge.

**WIN CHRISTMAS CASH!**  
**ENTER THE BIG ESSAY CONTEST**  
See page 3 for details



**WORD FROM THE FRONT**



## GSU is Host to Louisiana Teachers

Gulf States was one of thirty-six Baton Rouge business and industrial firms which opened their doors to 35 of the 625 teachers of East Baton Rouge Parish October 2, in participating in the city's first Business-Industry-Education Day. The object of B.I.E. day is to increase the teachers' understanding of America's economic system working through free enterprise.

Plans for this B.I.E. Day, the first to be held in the South, were made last fall at a meeting of the Industrial Committee of the Baton Rouge Chamber of Commerce, headed by Frank Contois, sales manager of Gulf States.

Contois received the 35 Gulf States visitors aboard a Gulf States bus, welcoming them with a brief address while enroute to see the service center at Government Street where the group joined Vice President H. C. Leonard and service center hosts.

From this point the teachers journeyed to Louisiana Station and were served refreshments before their tour of the plant, returning to the recreation room of Louisiana Station for luncheon. Following lunch the group traveled by company bus to view the Florida Street Office facilities. They climaxed the day with an hour and a half conference headed by Leonard, Contois, and L. V. Smith, treasurer. Following the conference, the group was served coffee and cookies by the home service department and adjourned.



**GULF STATERS GREET GOODWILL TROUPERS.** When the busload of Beaumonters boosting the South Texas State Fair toured Southwest Louisiana and East Texas recently a delegation of leading citizens in the towns visited were on hand to greet the travelers. As civic leaders, there were of course Gulf Staters present for this purpose whenever a town served by our company was visited. As there were also some good civic workers on the bus there was naturally some visiting done between Gulf Staters. At Orange, Lake Charles and Corrigan company employees were on hand. Pictures were made at Corrigan, left above, showing Charlie Waller welcoming Raleigh Jackson, right, and Harry Rafferty, YMBL officers. At Orange Dick Eddleman, C. H. Meeks, Jackson, Cecil Nantz and Rafferty posed for the other picture. At Lake Charles Fred Johnson was present with city officials and Chamber of Commerce officers.

## Reddy Recipe Anniversary Edition Praised

Gulf States' 1950 annual recipe bulletin which, incidentally, is the 25th Anniversary Edition called "Album of Reddy Recipes" has been well received throughout our service area. A great number of acknowledgments have been received, congratulating the Home Service Department on this publication. The other day, however, Home Service Director Leonora

O'Neal received a congratulatory letter even from London. Miss Mary Gilbert, Women's Press Liaison Officer of the British Electrical Development Association said, "I am delighted to have your Silver Anniversary Edition of Reddy Recipes and often pass these recipes to fellow home economic advisors."

## Groves Make It Easy To Pay Utility Bills

Something new has been added to the utility operations in the town of Groves, an incorporated suburb of Port Arthur. One office where residents can pay all their utility bills has been set up in the city.

The new office will be located in the Groves water district building and in addition to paying electric, gas, and telephone bills the water bill also may be paid there. A unique arrangement, it is credited as probably being the first of its kind in Texas.

Groves is not large enough to support a separate office for each of the utilities involved in the new arrangement, but opinion is that the consolidated office should prove entirely satisfactory.

The Groves Chamber of Commerce suggested the plan and conferred with representatives of the utilities companies involved in working out plans. J. B. Hodge, Port Arthur division operating manager, sat in on the planning for our company.

The Chamber of Commerce there is very happy over the set-up and the manager said that "this sympathetic view of the utilities companies toward a suburban area will result in increased conveniences and greater savings of time and money to the citizens."



**NEDERLAND** is really proud of this sales floor, the result of their recent remodeling. Taken at their open house reception it shows the main feature of the office—the new all-electric kitchen. Home Service Advisors Julia Rowan, at left, and Kathryn Smith, third from right, together with Sidney Hebert, right, helped the Nederland staff greet the many visitors who came in to see the new quarters.



## A Scene from Yesteryear . . .



## . . and Today



**TWENTY YEARS AGO** the general accounting department looked the same busy place it is today, and even some of the same faces there today were present then. The top picture was taken in 1930 when all accounting, except billing, was handled in this one office. In addition, the Eastern Texas Electric Company accounting staff occupied the row of desks on the left. Today only general accounting work is done in this room, with payroll, plant accounting and customers accounting departments each occupying almost as much room as the whole department of 20 years ago. Nineteen of the people in the old picture are still Gulf Staters. They are: Harry Rafferty, Bradley McMaster, Mattie Gray, Dennie Clubb, Jimmy Linnehan, Virginia Lightsey, Emery Pintsch, Prentiss Peveto, Tony Fontana, M. A. Merchant, Amos Westbrook, Louis Maher, Ruby Ray Ridley, H. C. Davidson, Mary Lilyerstrom, Eliza Bryan, H. V. Scanlon, W. H. Caswell, and W. E. Dinkins.

### Former Gulf Stater Dies in Chicago

A good many Gulf Staters were saddened to learn of the death recently of Mrs. Frances Canada Fulton, the former Frances Trotti, who was for a number of years the secretary of Port Arthur Di-

vision Manager L. E. Thorne.

Frances was living in Chicago at the time of her death which occurred October 26 after a long illness. Her body was returned to Port Arthur for interment.

### DID YOU KNOW

That taxes of all kinds—Federal, state and local—are now 25 times what they were only 35 years ago. Federal taxes increased the greatest amount; they are about 58 times what they were in 1915. State taxes went up 20 times; local taxes 7 times.



What do you mean,  
**CHICKEN FEED?**



**NO** INDEED, pennies aren't chicken feed these days—not when you spend them for electricity! Because the pennies that buy your electric service are just about the hardest working coins in your family budget!

For instance, a little, lowly penny will do any one of these things for you:

*Vacuum-clean 6 large rugs  
Tell you the correct time for a week  
Light a 100-watt bulb more than 3 hours  
Toast 35 slices of bread  
Wash half your family laundry this week  
Run your radio for an entire evening*

What else in your family budget does so much to make life easy, healthful, comfortable—for so little cost?

• "MEET CORLISS ARCHER" for delightful comedy. CBS—Sundays—9 P. M., Eastern Time.