

PLAIN TALKS

NO. 4

DEPENDABLE
GULF STATES UTILITIES CO.
PUBLIC SERVICE

1948





Hey Kids !
Don't let this
Gremlin cause you
to miss any school
time this year. Ride
your bike carefully.

Reddy Kilowatt

O'MY, the Accident Maker



Come on, Sonny, let's have a couple of "lazy-S's" down the road—break up the monotony y'know. SHH! He doesn't see the car behind him.



Yup, right on the nose. That'll teach him to watch traffic. Day-dreaming kids on bicycles are my meat! Oops, here's where I get OFF!

The Gremlin You'd Like to Blame for Accidents—but Can't



—Courtesy American Mutual
 If he isn't dead, he's pretty near it now. And just think, there'll be just lots of kids riding bikes to school—Boy, all those mangled kids!

GULF STATES -- BATON ROUGE



MERGER MADE 10 YEARS AGO

August, 1948 probably seemed like just another month in another year to a lot of folks, but to Gulf States Utilities Company it was an important anniversary month. As a good many old timers throughout the Company will remember, it was just ten years ago on August 25 that the merger of Baton Rouge Electric Company, Louisiana Steam Generating Corporation and Gulf States Utilities Company took place.

Accounting department employees, especially remember this date, as do some of our executives, for it meant a lot of planning, a lot of traveling, a lot of extra work and burn-



ing of the midnight oil. The merger required the issuance of \$10 million in bonds; filing of the necessary legal statements, prospectus, etc.; arrangements to operate the three companies as an integrated system; and the changes in the records and accounting methods occasioned by bringing three separate businesses under one operation. It was the last of the many additions and changes to the financial and corporate structure worked out by our former parent companies to insure the best electric service throughout the area served, and to most of us the most important. This final act solidified into one close family what had previously been a "double-cousin," "in-law" kinship — mighty close but still not in the immediate family.

In 1938 the Gulf States system encompassed practically the same territory now comprising the Navasota, Port Arthur, Beaumont and Lake Charles divisions. In this area our Company furnished electric light and power service to 35 counties and parishes having a combined population of 290,000. In addition, we supplied water to eight communities and manufactured ice in ten more. Baton Rouge Electric served generally what is now the Baton Rouge division, furnishing Baton Rouge and 54 adjacent communities with electric service and Denham Springs with ice and water service. A bus transportation system was also operated in Baton Rouge by the electric company and the entire city was, as it is now, furnished with natural gas service by the Company. Louisiana Steam Generating Corporation was the power and steam plant in Baton Rouge, now known as Louisiana station, and it furnished steam and power to several large industries and in addition supplied Baton Rouge Electric with their electrical energy requirements. In turn, Baton Rouge sold the excess over its own requirements to Gulf States.

The Baton Rouge Company was older than Gulf States but due to the already existing charter powers of Gulf States permitting it to do business in Louisiana as well as Texas, plus the fact that it was the larger company and its name was more suitable for the interstate operation, it was decided to continue the use of Gulf States Utilities Company as the corporate name. As a matter of historical interest the Baton Rouge Company began operations February 1, 1909; Gulf States, August 25, 1925; and Louisiana Steam, May 30, 1930. Both Gulf States and Baton Rouge Electric were incorporated for the purpose of acquiring other predecessor companies, one of which, the gas company in Baton Rouge, had been in operation since 1853.

Things have moved swiftly in the brief decade since the merger, and these years have dealt kindly with Gulf States thanks to a



sound foundation, capable and loyal employees, good management and the healthy growing territory in which we are situated. Our Company has emerged in a booming post-war period an independent company, handling our own problems, making our own decisions, and going ahead with the biggest expansion program in our history. A few comparisons will reflect just how much change has occurred since the merger took place.

In 1938 Beaumont, which was and is the headquarters office of Gulf States, had a population estimated at 72,500; Baton Rouge, which was the home office of Baton Rouge Electric, had an estimated population of 53,000. Today Beaumont's population is estimated at 104,000; and greater Baton Rouge at 117,000.

In 1938 Gulf States served a total of approximately 58,300 electric customers and Baton Rouge served a total of about 17,850, or a combined total of around 76,150. Baton Rouge also served about 8,500 with natural gas. Today the Baton Rouge division serves about 46,500 electric customers while the rest of the system is serving more than 118,500, together making a total of about 165,000 customers. Meanwhile, the number of gas customers in Baton Rouge has increased to more than 24,000.

The growth indicated didn't stop with customers either. At the beginning of 1938 the average annual kilowatt hour use per residen-

tial customer in the Baton Rouge-Gulf States systems was less than 1000. Today the average use in our entire system is over 1300 kwh per home customer. Gas consumption has likewise shown an increase and, like electricity, its use continues to grow almost daily.

Naturally the physical properties of the company had to grow to keep pace with the growth in our service area. Gulf States, as usual has anticipated the needs of our customers and taken the necessary steps to provide the same dependable service to which they have become accustomed. This progress is reflected in the following comparisons.

In 1938 Gulf States had a plant investment of about \$39-1/3 million, Baton Rouge slightly over \$6-1/3 million and Louisiana Steam \$7 1/2 million, or a total of slightly over \$53 million. The 1947 stockholders report shows that Gulf States now has a \$72 million plant investment and states that in the next four years this figure will be more than doubled.

Ten years ago Louisiana Steam power plant had a capacity of 45,000 kilowatts and Gulf States had 102,120 kilowatts capacity in four power plants, or together there were 147,120



kilowatts. Today Louisiana station itself has more capacity in its rated 108,500 kilowatts than all of Gulf States had before the merger, and the Company's combined capacity is now 238,000 kilowatts. We now have over 7,065 miles of electric lines where in 1938 there were only 4,430 miles of line, 678 in the Baton Rouge territory and 3,572 in the Gulf States system. In Baton Rouge there are over 285 miles of gas lines today compared with the 125 miles of ten years ago.

In 1938 the merger was big news. Today it is merely a memory among the old timers, and the young old timers who have been in the "family" these past ten years. The merger was good business. It effected economies and eliminated red tape in dealings between the three sister companies. It provided the final Gulf States that has grown since that day to the major company it is today; a sound, progressive, still growing institution serving the public of the great Gulf coast area in Southeast Texas and Southwest Louisiana in a manner to make every employee proud of their affiliation with it.

VETERAN EMPLOYEES RECALL MERGER ON 10th ANNIVERSARY

About 750 employees of Gulf States were around the company 10 years ago when the merger between Baton Rouge Electric Company, Louisiana Steam Generating Corporation and Gulf States Utilities Company took place. Recollections of the merger by some of these folk are given in the following interviews.



ELMA ENGLADE, pbx operator at Baton Rouge. Yes, Elma's one of the "hello" girls who handle our high-line and phone calls so efficiently. "I sure do remember the merger," says Elma, "you see, I was a pbx operator then and I remember the little single-panel board

we had and how all calls for the other divisions had to be placed through long distance since we had no high-line at that time." "Changing from Baton Rouge Electric Company to Gulf States, practically overnight, posed a problem too," Elma said. "The first day was really something!, we'd either catch ourselves saying "Baton Rouge Electric" or else after we did say correctly, "Gulf States" the customer would become confused; but we made it!" (and that's a feather in her hat, folks!, as you will note in the picture above.)

SIBYL DUKE, secretary to the president. Sibyl was also head of the stenographic department then, in addition to her secretarial duties, and she recalls, "There was quite a bit of work to be done at that time. There were so many letters and so much other typing to be done that we worked many nights to keep up with the event. Other than the extra work I wasn't affected by the change, but I certainly remember the merger well."



BOB CRUISE, office engineer in the system engineering department, Beaumont. Bob has seen a lot of changes since he started his utility career in Boston 26 years ago. Like most of the old Stone & Webster men he worked with several other utility companies before settling

down with Gulf States. In 1938 Bob, among other numerous duties, had charge of the system maps which were used for producing maps shown in the annual stockholders report. After the merger he remembers having to see that a revision was made to show the Baton Rouge properties on the map and see that the Baton Rouge area, formerly colored blue, was changed to red on the stockholders map. Additional transmission or system engineering work was also occasioned by the merger and subsequently resulted in enlarging the scope and size of the department. "In those days," Bob said, "we were in the loft, that is on the second floor of the present distribution building. Boy, was it hot! We've had some wonderful improvements since those days, believe me."

SHARKEY BERGERON, gas department at Baton Rouge, tells us that at the time of the merger he was working at his same old stand on Government Street as a Draftsman. Sharkey is now an Engineer Assistant. He says he remembers the merger as if it were only yesterday and that the resulting name change in companies didn't cause an undue commotion in the near century old gas business which has seen many a name change during its years of operation. Sharkey started work for the gas company just a little over a year after the advent of natural gas in Baton Rouge. Up until this time (1927) the gas served was manufactured in a plant located on Laurel Street.



MORRIS CUNNINGHAM, electric department at Baton Rouge. All who know Morris, and there aren't many who don't, agree that he is a "connoisseur" of the lovable, Louisiana-Cajun stories. Morris hails from Houma, Louisiana and joined the company family just a little

more than a year prior to the merger at which time he was a District Representative in Port Allen. Today, Morris is an Appliance Repair Foreman, but he's still the same old Morris, always cheery and with a good word for everyone. Morris tells us a story about the merger, and even though it can't be written with that famous French-accent of his; we'll tell it to you. It seems that the day prior to the merger Morris had just completed a job for a customer (a Frenchman just like our own Morris) and after the merger Morris presented the customer with the bill. "Hey Morrees!" says the customer, "What is dees Golf States," "That's my company," says Morris. The customer replied, "you make joke, Morrees!" "I know you work for Baton Rouge Electric and I pay them, not this Golf States." No doubt a honey of a French argument followed, but Morris only tells us that he returned the next day, submitted the customer a bill from Baton Rouge Electric Company, the customer paid off, and everyone was happy. Morris says that he returned to the customer's home a few days later and showed him the emblem (G.S.U.) on his truck and convinced him that Baton Rouge Electric and "Golf States" were one and the same, they had merged!

PHIL DUPUY, sales department at Baton Rouge. Phil is one of our young, old-timers. He started to work with the company in 1925 in the accounting department. "I certainly do remember the merger," says Phil, "for two very good reasons; I had just gotten married and I had just been transferred to the sales department." Phil says, "those were the good old days when we were setting the world on fire selling refrigerators by the carloads and lots and lots of ranges and lamps." "You know," Phil pointed out, "directly after the merger we sure had a hard time. We'd tell the customer we were from Gulf States and when we got that puzzled expression in return we had to go through the whole story about how and why Baton Rouge Electric was Gulf States Utilities Co."



ELIZA BRYAN, confidential payroll clerk in the Beaumont accounting department, has gone through several mergers. In fact she was originally employed with the old Western Public Service Company which also later merged with Gulf States. When queried about the 1938 merger Eliza replied, "Yes, I remember. I even went over to Baton Rouge with a few others to take some records to the accounting department there. I remember how I was impressed with the newly remodeled offices over there. They were wonderful. You see, our office in Beaumont hadn't been remodeled then and in contrast everything in Baton Rouge looked so nice." Eliza thought the merger was fine, "because," she laughed, "after that, I didn't have as much work to do. Before 1938, employees in Lake Charles, Lafayette, Jennings and other places west of the Atchafalaya River were paid out of the Beaumont accounting department. The only bad part about the merger," she concluded, "was that I hated to see some of the fine people who were transferred to Baton Rouge leave Beaumont."



C. A. IBACH, production department at Baton Rouge, has literally "grown-up" with Louisiana Station. He started work for Louisiana Steam Generating Corporation (La. Station today) in 1930 which was the year the station began operation. Upon interviewing Ibach, the reporter received this answer on the question: "Where were you on the night of August 24, 1938?" Ibach answered, "Gosh!, I don't know, where were you?" We must admit that this come-back equally stumped the reporter, but difficulties were soon smoothed out and it was learned that Ibach definitely remembers the merger and that he was a Switchboard Operator at the time; he is now a Test Engineer at Louisiana Station, the largest generating plant in the company system.



Two Baton Rouge Employees Retired

After many years of faithful service with our company, Henry Firstley and Oscar Livous, colored employees in the Baton Rouge electric transmission and distribution department, were both retired recently because of ill health.

Henry, who was born in 1886, began working for the company in 1925, and had 23 years of service in the t & d department. His retirement was effective June 1.

Oscar, who was born in Louisiana in 1898 began his service with the company in 1926, also in the t & d department. His retirement was effective early in May.

Plain Talks joins fellow employees in extending Henry and Oscar best wishes for better health real soon.

Bill: "Have you seen one of those new instruments that can tell when a man is lying?"
Hank: "Seen one? I married one."

LOUISIANA STATION ENLARGMENT WORK BEGUN

Informal groundbreaking ceremonies at Baton Rouge's Louisiana Station August 19, witnessed only by a small crowd of company employees, marked the beginning of the largest single project in Gulf States' \$82 million expansion program. The turning of the first spadeful of earth by Vice President Harold Leonard launched construction on the power plant addition which will add 80,000 kilowatts to the capacity of the station.

To serve greater Baton Rouge and the rapidly growing Gulf Coast area served by Gulf States, the project which is estimated to cost \$15 million, calls for the installation of two steam turbine generating units with a rated capacity of 40,000 kilowatts each, and three boilers, two rated at 400,000 pounds of steam per hour each, and the other 500,000 pounds per hour. Providing materials are delivered according to schedule the first of the two generating units is expected to be in operation before midyear, 1950, and the second unit early in 1951. The large 500,000 pound boiler is scheduled to be in operation during the second quarter of next year.

Situated in North Baton Rouge, in the heart of the capital city's huge industrial area, Louisiana Station is already Gulf States' largest generating station with a rated capacity of 108,500 kilowatts. Although work is already underway enlarging Neches Station at Beaumont and additional capacity planned for Riverside Station at Lake Charles, the new units to be installed at Louisiana Station will keep it the largest station in the system, with a rated capacity of 188,500 kilowatts. This addition will increase capacity at the station almost 60%. The last unit added to Louisiana Station was in 1943, when a 20,000 kw unit was installed.

System Sets New Peak Load Record

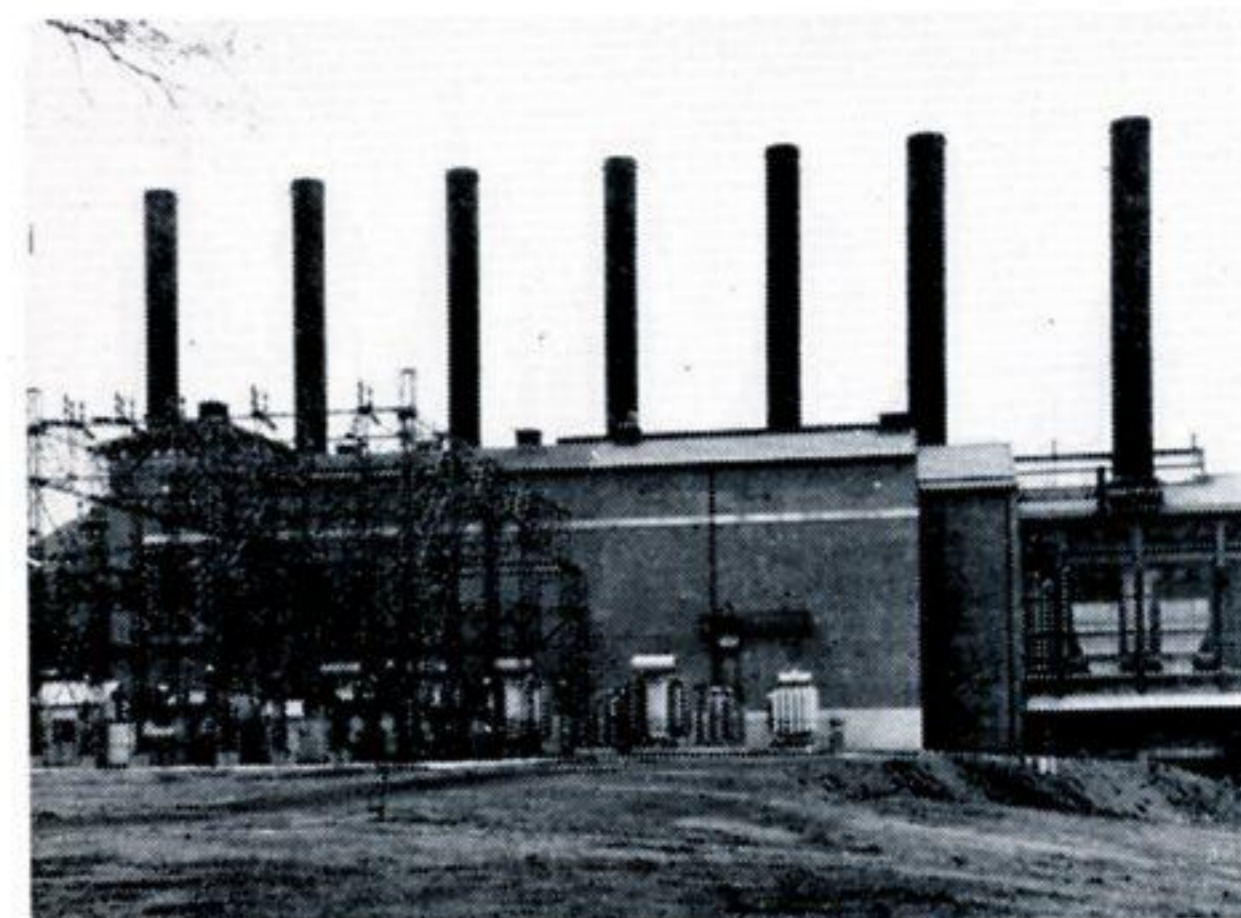
On August 20 at 8:00 p. m. our company established a new all-time system peak load of 278,600 kilowatts. This peak exceeds the previous all-time peak of 276,400 kw established June 24 by 2,200 kilowatts. The new peak was established with a load of factor of 86.2%.

This new peak load exceeded by 32,900 kilowatts, or 11.8% the load in the corresponding period of 1947, and is 81,200 kilowatts above the same period of 1946. The new all-time mark was due to increased irrigation, fan, air conditioning, and refrigeration loads on account of dry, hot weather.

When the current generating station additions are completed throughout the system, sometime in 1951, the total generating capacity in the Gulf States system will be 416,000 kilowatts, a little more than double the company's 203,000 kilowatt capacity at the close of the war.

Contract for the construction at Louisiana Station was let sometime ago to Stone and Webster Engineering Corporation, which firm has already established offices at the site. Stone & Webster engineers state that employment there will reach a maximum of about 500 men when work on the plant is fully under way.

Present at the ground breaking ceremonies were a number of officials and other employees of the company from other points, in addition to those from Baton Rouge. Present from Baton Rouge, in addition to Mr. Leonard,

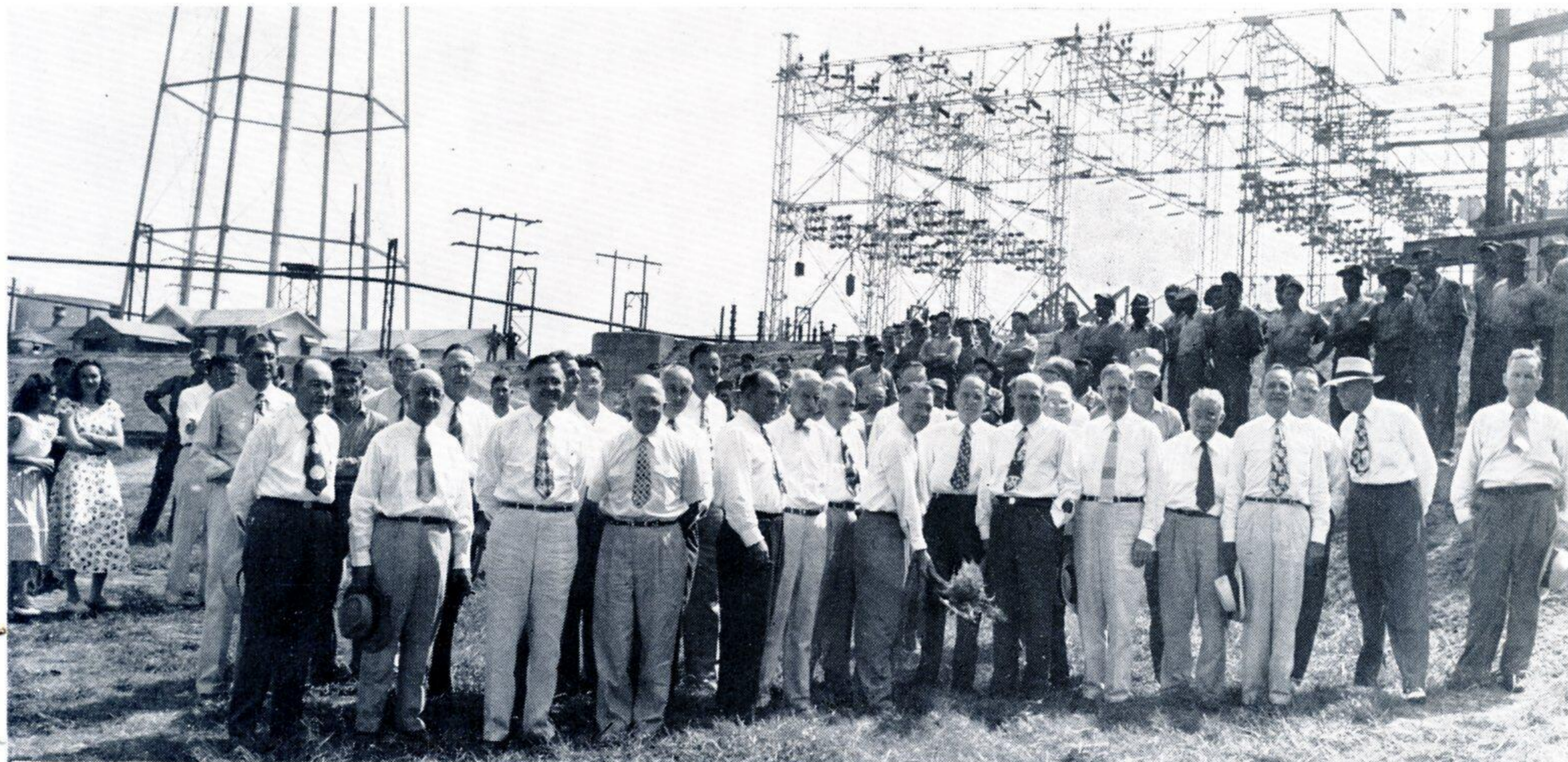


Louisiana Station

were: T. J. Hanlon, Jr., chairman of the board of directors; C. V. Porter, a director; R. J. Robertson, superintendent of production for Louisiana; C. F. Contois, sales manager for the Baton Rouge division; C. V. Merriam, Baton Rouge division manager; L. V. Smith, assistant treasurer; R. A. Delaroderie; L. W. Brooks, J. B. Coltharp, J. G. Hornsby, A. J. Mary, R. O. Wheeler, J. C. Spengler, O. K. Bolton, R. W. Wilkerson, N. T. Graves, A. H. Demers; L. T. Larsen, and F. H. Smith.

From Beaumont were President Roy Nelson; W. R. Bell, vice-president; L. F. Riegel, general sales manager; H. V. Faber, treasurer; J. J. Morrison, assistant to the president; E. C. Adams, superintendent of engineering; W. H. Gieseke, secretary; R. E. Cargill, system operating superintendent; J. A. Reich, system superintendent of production; and E. W. Austin of the personnel department.

Others present included J. B. Hodge, operating superintendent of the Port Arthur division; E. L. Granau, Navasota division manager; and all employees of Louisiana Station who did not have to remain at their stations inside the plant.



GROUNDBREAKING: As officials of the company and employees of Louisiana Station looked on, Vice-President Harold C. Leonard turned the first shovelful of earth for the commencement of construction on an addition to the power plant.

HISTORICAL BOLIVAR GETS ELECTRIC SERVICE



Monument erected by the State in 1936 in memory of Simon Bolivar, for whom Point Bolivar was named, and Capt. James Long, a hero of the war with Spain in 1819.

Port Bolivar, probably one of the few remaining towns of its size in the United States without electric service lost that distinction July 22 when Gulf States "turned on the lights."

For more than 80 years the little Galveston County town has been within sight of the big modern city of Galveston, and in recent years the modern industrial town of Texas City, and for all those many years residents have been without the modern conveniences of their neighbors. Year after year they have watched the thousands of twinkling friendly electric lights of their sister cities herald the approach of darkness as they themselves trimmed the wicks of their smokey lamps and lanterns for the few hours these lights would burn before the inhabitants of the town retired.

Port Bolivar was without lights, and many other of the conveniences of our modern civilization because it is situated on the tip of the long finger-like sparsely settled peninsula extending along the coast between the Gulf of Mexico and Galveston Bay. Although within sight of one of Texas' big cities it is separated from it by Bolivar Roads, almost two miles of a sometimes impassable body of water connecting the bay with the Gulf, and

on the other side it is about 18 miles from the nearest town with any of our modern day essentials, sometimes called conveniences.

The town of Port Bolivar lies to the right of the highway going to Galveston from Beaumont, and many people who frequent this section have been unaware that a town exists in the vicinity. The most familiar landmark in the area is the old, now unused, Bolivar lighthouse, a tall round structure erected in 1872, that today sits just about 200 feet from the highway about a mile before it reaches the Galveston ferry landing. An earlier lighthouse was fired upon by federal troops during the civil war. Port Bolivar itself is an old community of over 80 years existence and the locality is historically important because of the part it played in the Mexican War in 1820, during which time it served as a camp for United States troops. However the present town is comparatively new.

The first hopes for bringing electric service to the residents of Bolivar were raised when our company extended the distribution line from High Island to Gilchrist and Caplen, but before any definite plans could be made the war came along and the matter was dropped until last year. At that time the single phase line from High Island to Caplen was converted to three phase and other changes made in the High Island substation to accommodate the additional capacity required to extend the line beyond Caplen. Then, as materials were available, work was finally begun on the actual line extension to Bolivar.

A 17 mile, 13,000/7600 volt three phase line extension was built along Highway 87, the coastal highway from Caplen to Galveston, and 10 miles of tap lines were also installed from this line to serve Port Bolivar and the camps and residences on the peninsula. A Gulf States crew, under the supervision of E. W. Robertson, set the poles for the extension, and crews of H. J. Hurst Construction Company made the necessary pole assemblies and strung the conductors on the new poles. Engineer Joe Henry of the t&d department handled the engineering and over-all supervision of the job. T. O. Charlton, Beaumont division superintendent of residential sales, assisted in handling all phases of the work in connection with the extension.

Finally, on the morning of July 22 at 9 a. m. a switch was closed to energize the new line and simultaneously mark the beginning of an Open House at the Port Bolivar school, celebrating the bringing of lights to the town. The Open House, sponsored by the Port Bolivar Parent-Teachers Association, was a gala affair lasting until 12 noon, during which time



A Beaumont crew setting poles at Bolivar. The house in the background is typical of Port Bolivar homes.

242 men, women and children of the community registered. Among visitors from Beaumont were President Roy Nelson, Vice President W. R. Bell, Beaumont Division Manager E. L. Robinson, and others from the sales and distribution departments. Other company representatives from Liberty and Anahuac also visited the town during the morning's celebration.

A feature of the Open House was a display of all types of electrical equipment by area appliance dealers, and at 11 o'clock a number of electrical appliances were given as door prizes by these dealers and our company. Also contributing to the success of the Open House were the efforts of Leonora O'Neal, Grace Brooks and Gertrude Dickson, of our Home Service Department, who served cool refreshments and cookies during the entire morning.

A memorable event to the residents of the town and the peninsula as a whole, the extension of a Gulf States line to this area marks the first modernization in its history, and offers a much longed for convenience, as well an incentive for future progress of the peninsula. Altogether, 90 to 100 homes and commercial establishments at Port Bolivar will be connected to the line with a total of 125 to 150 customers on the entire extension.



BOLIVAR'S OPEN HOUSE brought a festive air to the community as the above scenes show. At left is a picture of the winner of the "first" door prize, Mrs. W. A. Martin, receiving her Sunbeam mixer from T. O. Charlton, Beaumont division superintendent of sales. At right, Home Service Advisor Grace Brooks makes the folks happy by dispensing a cooling tasty punch.

Cleveland, Texas Grants G.S.U. 25 Year Franchise

Plain Talks is happy to report that the city council of Cleveland, Texas voted unanimously to grant Gulf States a 25 year electric franchise at a special called meeting on August 23. The granting of this franchise by the city council ends a controversy of several years standing between the citizens of Cleveland, who had gone on record at the voting boxes in favor of granting the franchise and certain members of the city council who had previously opposed such action in favor of erecting a municipal electric plant and distribution facilities. The change on the part of the council was due to two main reasons, the mayor of Cleveland stated. These two reasons were: (1) The people desired that Gulf States receive the franchise, and (2) the difference in the cost (of a municipal system) now, and when the project was first contemplated.

Beaumont Division to Get Million Dollar T & D Service Center Soon

Announcement of a million dollar Gulf States service center in Beaumont was made during the latter part of August by President Roy Nelson. The center, which will house facilities for transmission and distribution operations of the Beaumont division, is another phase of the \$82 million construction program launched by our company in 1947, however, the center is the same one originally proposed in 1940 but postponed because of the war.

The building or buildings to comprise the center, will be located on property west of Beaumont High School, where the company's F-M radio antennae is now located. The property, consisting of eight and one-fourth acres, was purchased by the company in 1941 expressly for the service center. The architectural firms of Goleman and Rolfe and D. E. Steinman have been engaged to prepare plans for the center and Stone and Webster Engineering Corporation will do the actual building. Work has already begun on the plans and construction work is expected to begin within the next several months.

The new center will effect directly some 200 employees in the Beaumont division t & d

department who now occupy or work out of quarters in and around the old Tevis Street power plant building. These facilities have long been overcrowded and the employment of additional personnel and the increased activity occasioned by our expansion program makes the step necessary at this time.

Facilities will be provided at the center for the line and substation departments, a garage, storeroom, service department, appliance repair and meter departments, storage space for transformers, poles and other equipment. Plans also provide for large loading docks with individual parkways for the large line and other trucks used in the t & d department.

In addition to furnishing the much needed additional space for Beaumont division activities, the new location will greatly expedite the moving of line, service and other trucks which at the present service center location must of necessity move through the downtown traffic congestion to get to practically any job site.

Plain Talks hopes to publish a picture of the architects' drawings of the new center in the next issue.

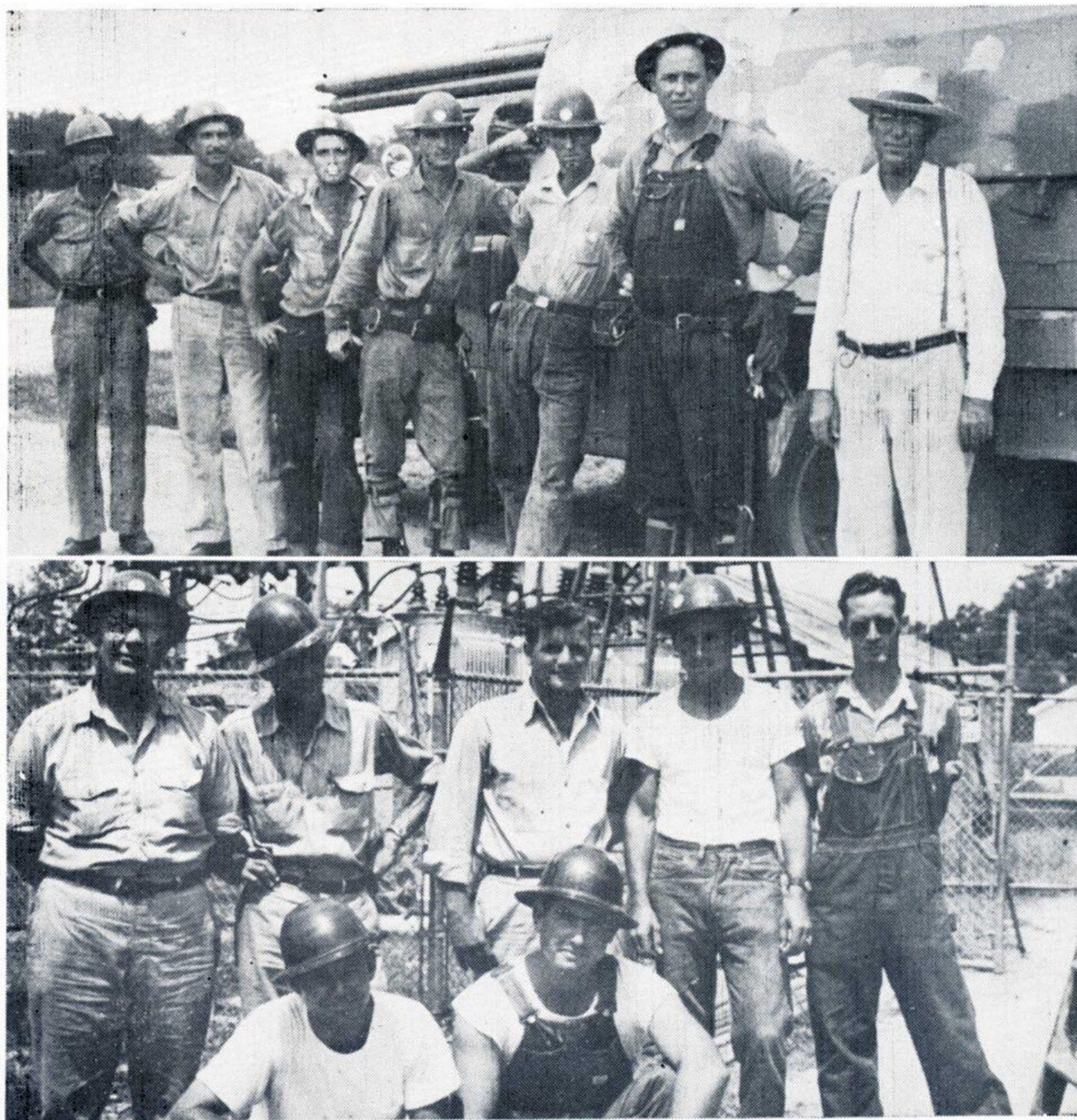
Teacher: "Now, children, every morning you ought to take a cold bath; and that will make you feel rosy all over. Are there any questions?"

Boy in back of room: "Yeah, teacher, tell us more about Rosie."

G.S.U. Installs Street Lights at Silsbee

One of the bright highlights in Gulf States activities this summer was the installation of new and additional street lights in Silsbee, Texas. This East Texas town added the most modern lighting fixtures to the previously unlighted residential districts and also replaced the smaller, old style units formerly lighting their business districts. In all, 62 new street lights were installed by workmen from our company, with 8-4000 lumen lamps going uptown and the remaining 54, all 1000 lumen lamps, going elsewhere throughout the town. The new set-up is what is known as a series lighting system, and is designed so that any number of lights in the system may go out, through accident or usage, and the remaining lights will continue to function with the same performance as if all were in operation. The new system is automatically operated by a photo-electric cell which is activated by the light of the early morning skies or the approaching darkness of the night. This magical instrument is so sensitive that even at mid-day, when the sky is darkened by heavy clouds, such as precede a storm or heavy rain, it will turn the lights on.

The lighting set-up and electrical work in connection with it were planned by R. A. Honsberger, of the lighting sales department and J. M. Henry, engineer in the t & d department. A Beaumont line crew under the supervision of Wylie A. Garrett, who incidentally, lives just east of Silsbee, installed the lighting system, and a substation crew working under Lester R. Jackson installed the controls and other equipment. Contract negotiations with the city council were handled by Lloyd Brannan, superintendent at Silsbee, and other representatives of our company.



LAMPLIGHTERS: These Beaumont crews did most of the work of installing the street lights and appurtenant equipment in Silsbee this summer. In the top picture, from left to right, are shown members of the line crew: E. F. Lee, G. A. Geiger, Jr., R. V. Bryant, W. P. Mitchell, S. E. Williams, J. O. Castilaw, and W. A. Garrett, line foreman.

At bottom are members of the substation crew, who are: kneeling, Joe Savoy, and F. L. Kirkpatrick; and standing, left to right, T. C. Merriman, L. R. Jackson, foreman, A. J. Toups, A. Boswell and R. E. Massey.

Gulf States Is Beaumont's Biggest Taxpayer



BIGGEST TAXPAYER: E. H. Pintsch, right, Beaumont tax department, hands Beaumont City Manager Mrs. Willie J. Brockman a Gulf States check for \$44,872 in payment of the annual street rental tax our company pays to the city. Beaumont's Mayor Otho Plummer observes the payment, which represents the largest such tax the city receives from any taxpayer. Including ad valorem taxes, that is, taxes on the value of property owned, our company is also the largest single taxpayer to the city.

A considerable portion of the revenue earned by our company in all its phases of business goes into taxes. The 1947 stockholders report, for instance, shows that last year Gulf States paid in taxes of all kinds the sum of \$3,698,105.74, or approximately 19% of the total revenues of the company for the same period.

G.S.U. ANNUAL REPORT WINS MENTION

The Financial World, which each year awards an "Oscar" to the American company which produces the best financial report, included Gulf States in the list of companies receiving honorable mention for excellence of their reports on 1947 operations. This is the first time our company has received this recognition.

A. T. HOLLEY DIES

As Plain Talks goes to press we learn that a popular veteran Navasota Gulf Stater, Albert T. Holly, 53, was claimed by death September 1 in a Lufkin hospital. A. T. as he was known to his many friends, had been in ill health for some time, and for the past several months had not been able to work at his job of lighting engineer for the Navasota Division.



Mr. Holly had been with Gulf States and a predecessor company since 1925, being first employed with Western Public Service Company as chief clerk in Liberty. He came with Gulf States in 1927, moving to the Beaumont sales department. He left Beaumont in 1940, moving to Navasota where he has served as the division's lighting engineer. A. T. was a native of Pennington, Texas, where he was born July 28, 1895.

On behalf of fellow Gulf Staters, Plain Talks extends deepest sympathy to his widow, Mrs. Verna Holly, and to other members of his family.

SUMMER PARTY CLIMAXES LAKE CHARLES BOWLING SEASON

Climaxing the biggest and busiest bowling season in Lake Charles Reddy Kilowatt league history, the players wound up in a nip and tuck Shaughnessy play-off late in June that left everyone gasping for breath-but happy.

Bowling play in Lake Charles was suspended during the war and only this past year was it resumed. The men from Riverside Station added to the number of players this year and eight girls also joined the keglers, making a total of over 30 players and six teams to comprise the company league. A rough and tumble race followed with the Kilowatts and Hi-liners jockeying for the lead through most of the season's play.

At the end of the season the four top teams entered a play-off, with the Exciters, a team that just barely made the play-off series, coping the title. This team was captained by A. J. Matherne, of Riverside, and made up of players: Earnest Little, S. L. Adams, Ed Farlow, Bobby Burgess and Paul Harrington, who claim they were just holding back 'til it really counted. Second was the Short Circuits, captained by C. E. Johnson; third, the Hi-Liners, led by Roy Franques, and fourth, Jack Kirkland's Kilowatts.

The losers along with everyone else found consolation in the big shrimp boil held by participants at the Riverside recreation hall June 18. Of course, a good time was had by all, and the players can hardly wait for another season's play to begin.



REDDY KILOWATT BOWLERS at Lake Charles celebrate the conclusion of their first post war bowling season at the Riverside Station recreation hall. Scenes from the party show that everyone was having a wonderful time when the camera man passed through. Picture at top right shows Vice-President George Fulton as he spoke a few words to the assembly.

Safety Training Pays Off for L.C. Lineman



Lineman Perry Dickinson

Quick action plus safety training on the part of Lineman Perry Dickinson of Lake Charles & d possibly averted more serious or fatal injury to his fellow lineman Harvey Johnson, who was burned when he came in contact with a 2400 volt conductor August 17.

The two men, members of a line crew installing a new distribution feeder on Bilbo Street in Lake Charles, were working on opposite sides of the same pole when the accident occurred. Harvey was covering up one "hot" or energized conductor with a rubber shield when his left arm accidentally contacted another, uncovered line carrying 2400 volts of electricity. Harvey, knocked unconscious by the shock, fell back in his safety belt with his arm still against the live wire.

Perry, quickly sizing up the predicament his companion was in, leaned across the pole and with one of his rubber-gloved hands knocked Harvey off the conductor. He then swung around on the pole and immediately began applying artificial "pole-top" resuscitation while other members of the crew started up the pole to assist him. Harvey regained consciousness after a few moments and was able to climb down the pole by himself after crew members had tied him with a safety rope to protect him from falling. He was taken to St. Patrick's hospital for treatment.

When newspaper reporters questioned Perry about the accident and his part in the rescue, he said, "I did what we were taught to do. We hold drills once a month so we'll know what to do when we have an accident like this."

Other crew members who assisted in taking Harvey from the pole under the direction of Line Foreman Jack Killough were: C. E. Torrans, Robert Derby, J. T. Van Winkle, Calvin Hall and Stanley C. Kent. Serviceman Sammie Bono also came to the assistance of crew members.

After an examination at the hospital, Harvey's injuries were determined to be not serious although rather severe. In addition to

"KNOW-HOW" INCREASES STATION OUTPUT

Necessity is the mother of invention—providing the necessary "know how" is available to meet the challenge of an unsolved problem. In Gulf States we have the "know how."

The problem that provided the opportunity for the ingenuity of our fellow Gulf Staters was the rehabilitation of some boilers and a generator at Sabine Station in Orange. Since the war this equipment has remained practically idle, but lately, due to the increased load in our system and the two generator failures at Riverside Station, it was decided to put this equipment back in good working condition.

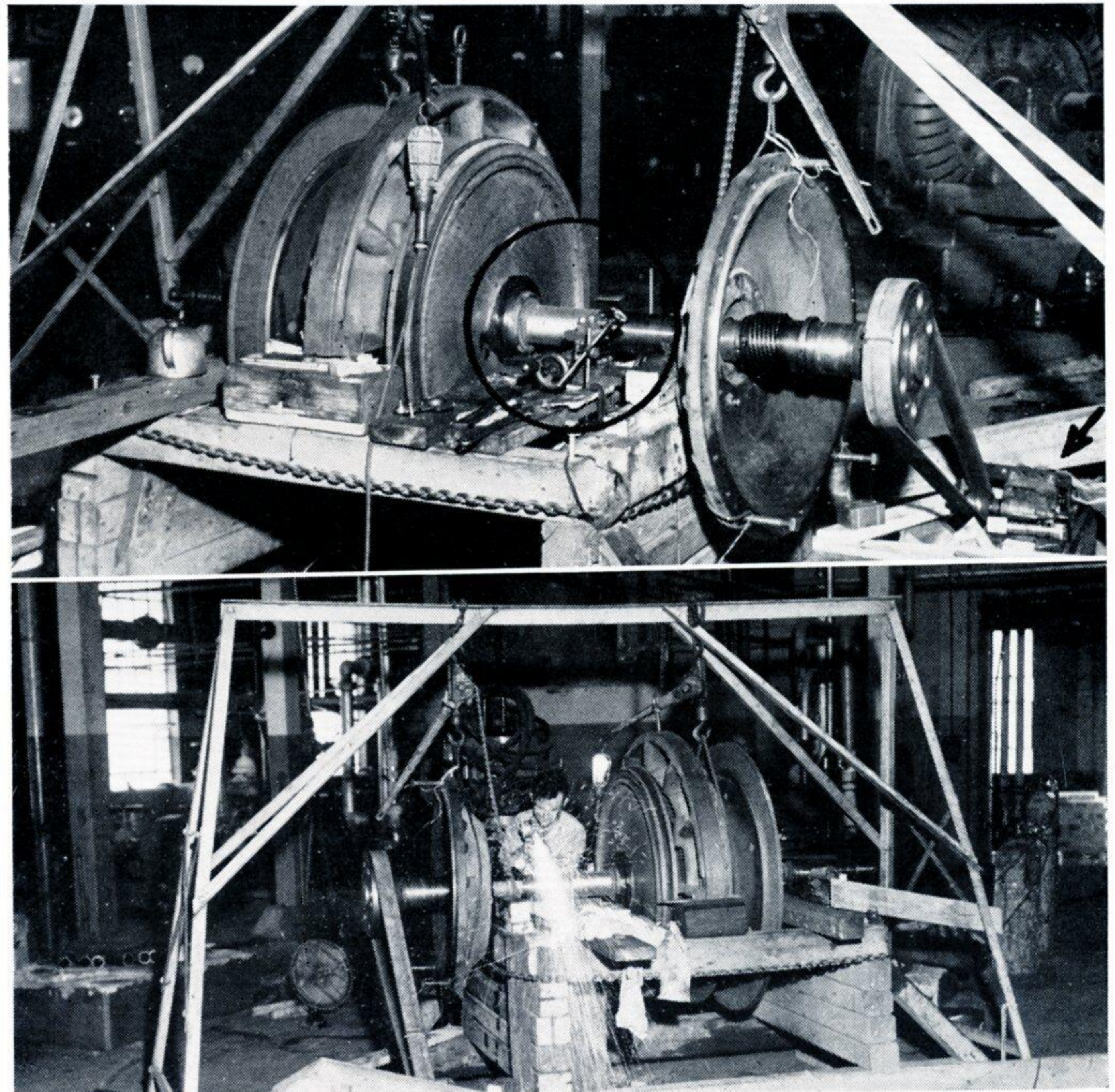
Putting the boilers in shape was more or less a routine job, tedious and hot, but posing no great problem. A crew composed of Roy Henckel, Tommy Stewart, Peck Turner, C. O'Brien, Chris Netzer and Will English, all of Neches Station, installed a set of burners and a new 8" header direct from the No. 5 and 6 boilers to the No. 2, 1500 kilowatt turbo-generator, and that was that.

Getting No. 2 generator back in running order was something else. The shaft of the

spindle was found to be pitted around the sealing gland and needed to be turned down and re-metalized — but there was no place available in Orange that had a lathe large enough to handle the job. Here's where the "know how" came in.

C. O'Brien, Steve Glach, of Neches Station, and Mr. McKenzie, General Electric engineer, went to work and built a foundation and "A"-frame and proceeded to do the work right at Sabine Station. The spindle was turned slowly by an Ingersoll-Rand Air Power tool while a portable lathe from Neches Station grooved the shaft to prepare it for metalizing. After metalizing, a nice little process in itself where a special molten metal is sprayed on the shaft, the shaft was dressed down to the necessary exact diameter and reassembled by the Sabine crew, headed by Dave Gideon, and the crew from Neches.

RESULT—the kilowatt capacity of this turbo-generator was raised from 800 to 1800 kw, and overall the station capacity was increased from 6800 to 9000 kilowatts, a commendable job.



"HOMEMADE" LATHE DOES WORK: The Rube Goldberg assembly at top is a close-up of the makeshift lathe built at Sabine Station recently to repair a generator shaft there. Inside the drawn circle is shown the portable lathe, and the arrow at right points to the Ingersoll-Rand air tool used to power the lathe. At bottom is a picture of Steve Glach, of Neches Station, metalizing the shaft, or building it up with molten metal so that it can later be dressed down smooth to its necessary exact diameter.

the bad burn suffered on his left arm he was also burned slightly on his feet as the electrical charge left his body. At this writing

he had been dismissed from the hospital but will be unable to return to work for two or three weeks.

It Ain't the Temperature, It's the Humidity



Hot enough for you? The hot, dry weather experienced this summer has been the most frequent subject of conversation among Beaumont Gulf Staters, but even these pretty ingenious people aren't able to do much about the cause of it all.

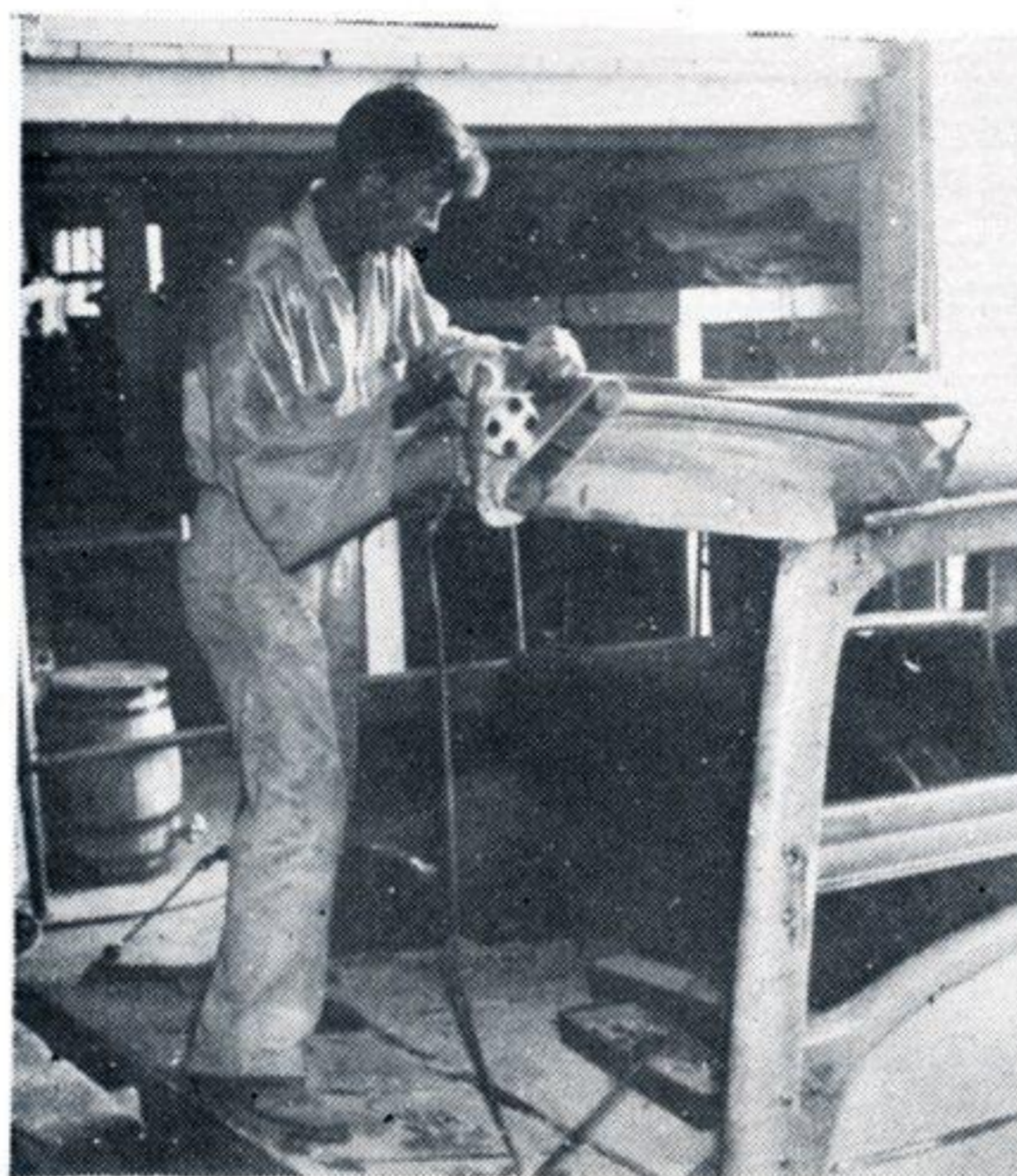
How to cool off? Now that's another angle to the subject. You might put on a swim suit and lounge in the nearest swimming hole—if you have the time, that is. Or you might get the ice house owner to let you sojourn in his plant. Everyone has his own idea of how to beat the heat, but whatever the method, whether it's over the week-end, on your vacation, or just after hours, there is no getting around it, it's still hot. In July some Beaumonters reported temperatures of an even 100 degrees, and then came August when it really started getting *hot*.

Some Gulf Staters enjoy the comfort of our air-conditioned buildings during the day (boy, are they swell), but many of us, as the men pictured here will verify, work in the sun or in buildings where air-conditioning or even fans would be little help against heat generating engines, boilers, electric welders, or what have you.

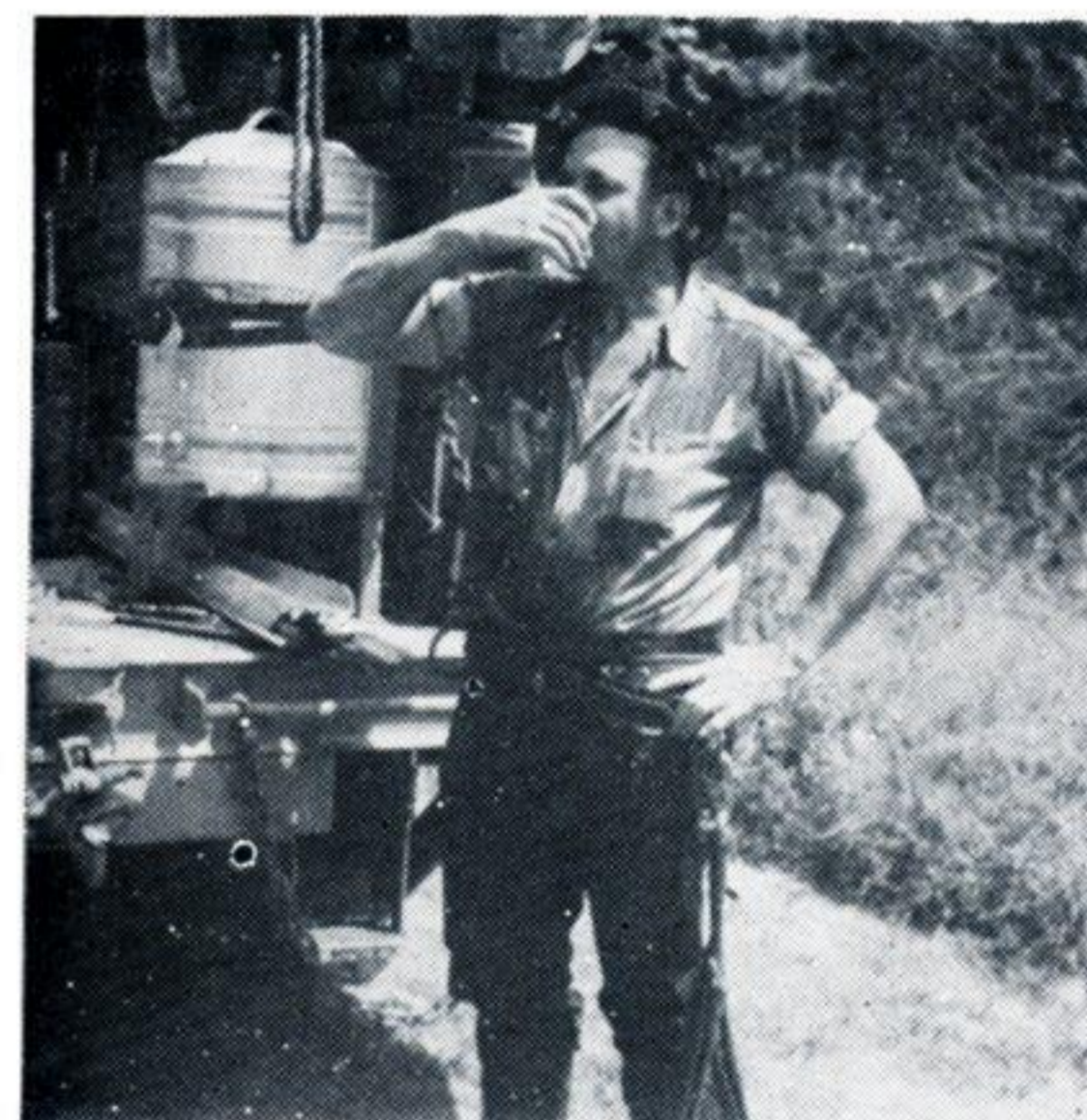
and forced draft fans and other machinery at 92.40 (the station name for this location, meaning number of feet above sea level) is like a visit to a steam room in a turkish bath house. Here Joe is oiling an induced draft fan, used to force hot flue gas which has been exposed to a boiler, up a stack in order to produce a better draft. Heat generated by the fans keeps the temperature up between 120 and 140 degrees during the summer. Joe makes a check on this equipment every hour.



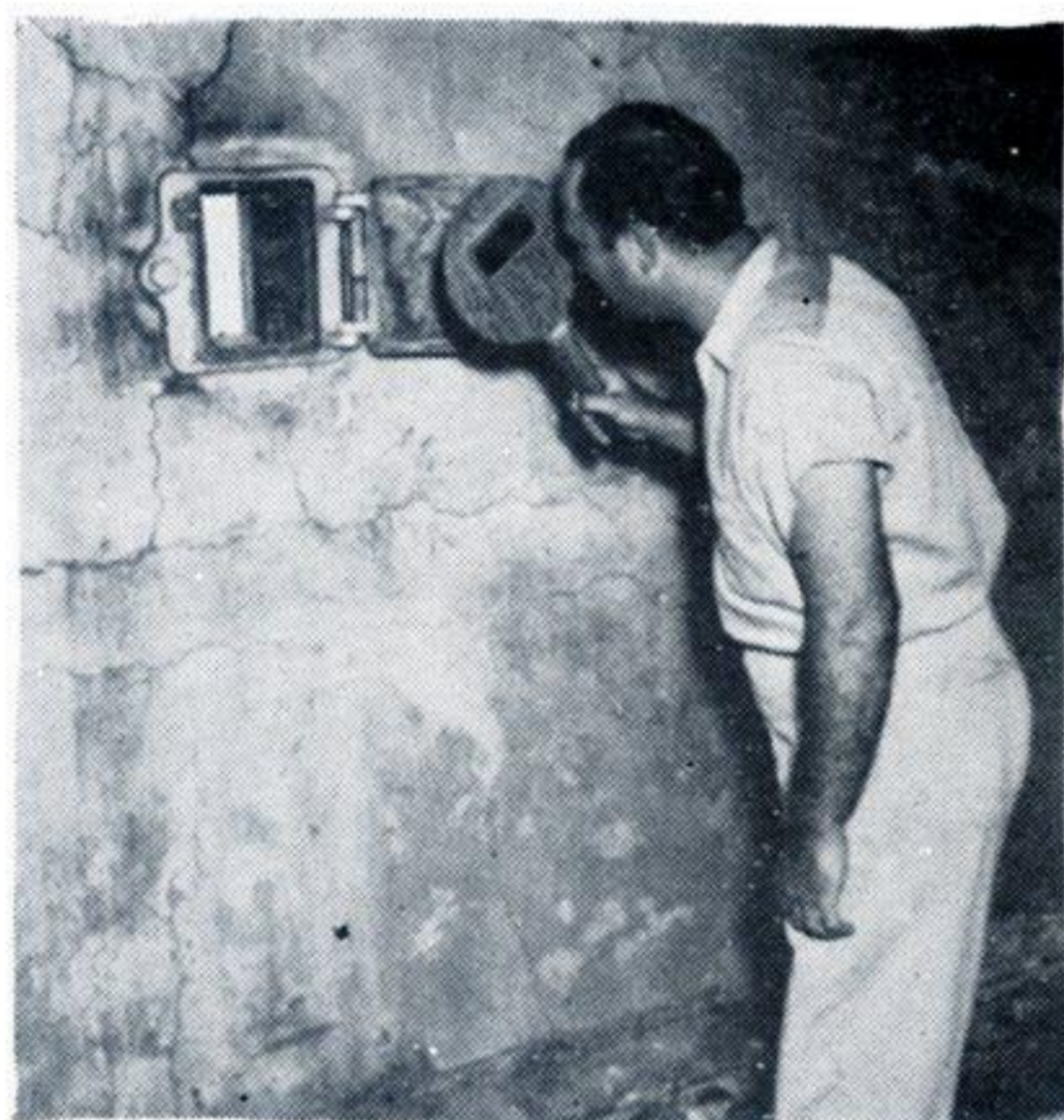
the crew has just set, and although the spot was shady, the job was still H-O-T



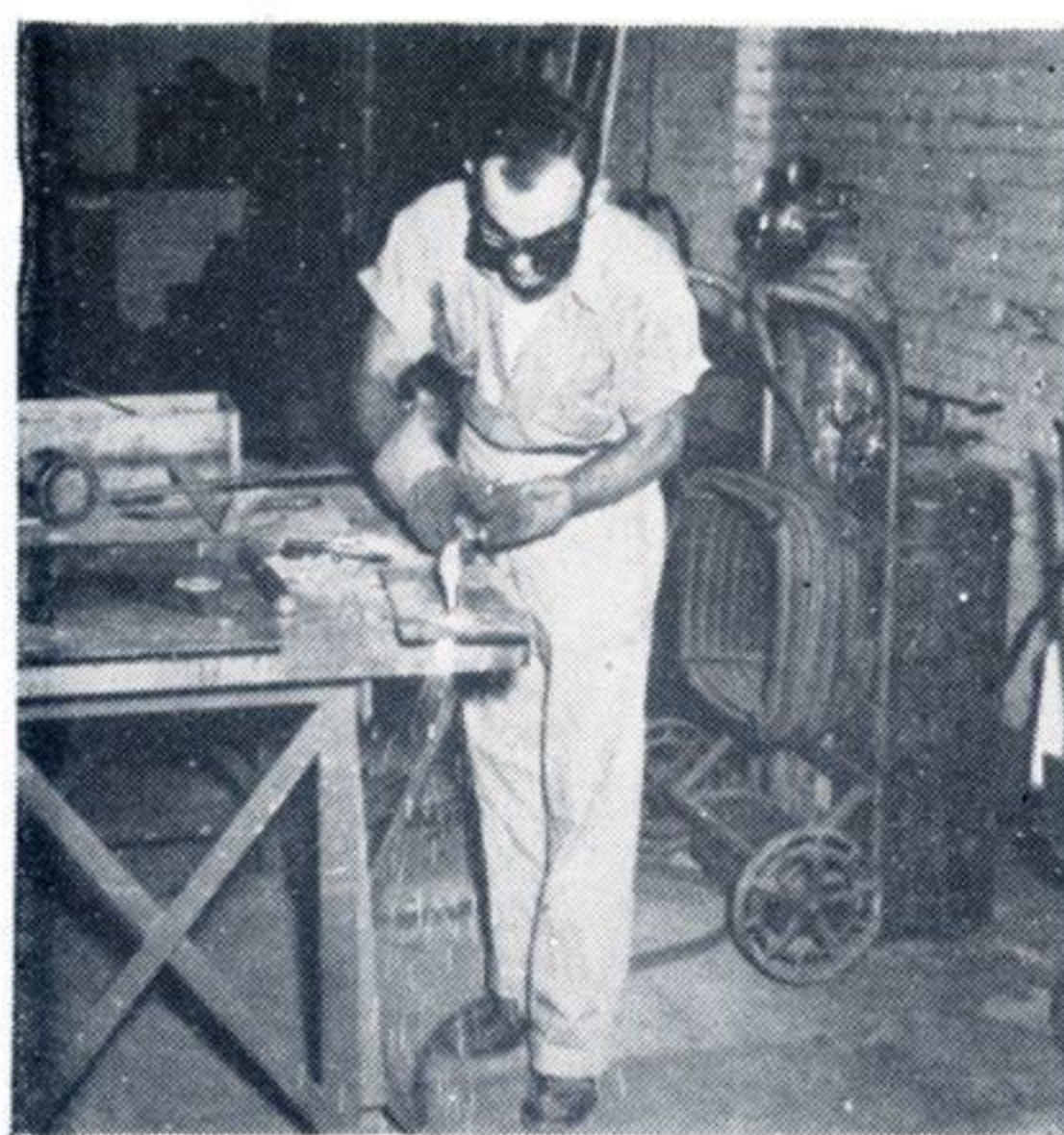
Physical exertion always makes the summer heat more noticeable, and more uncomfortable. That's why Hugh Morrison, of the substation repair department, has that rained-on look as he sands down a new partition on a survey crew station wagon. Hugh's comment about the job was, "This is easy compared to a job of hand work, that's when the temperature really goes up."



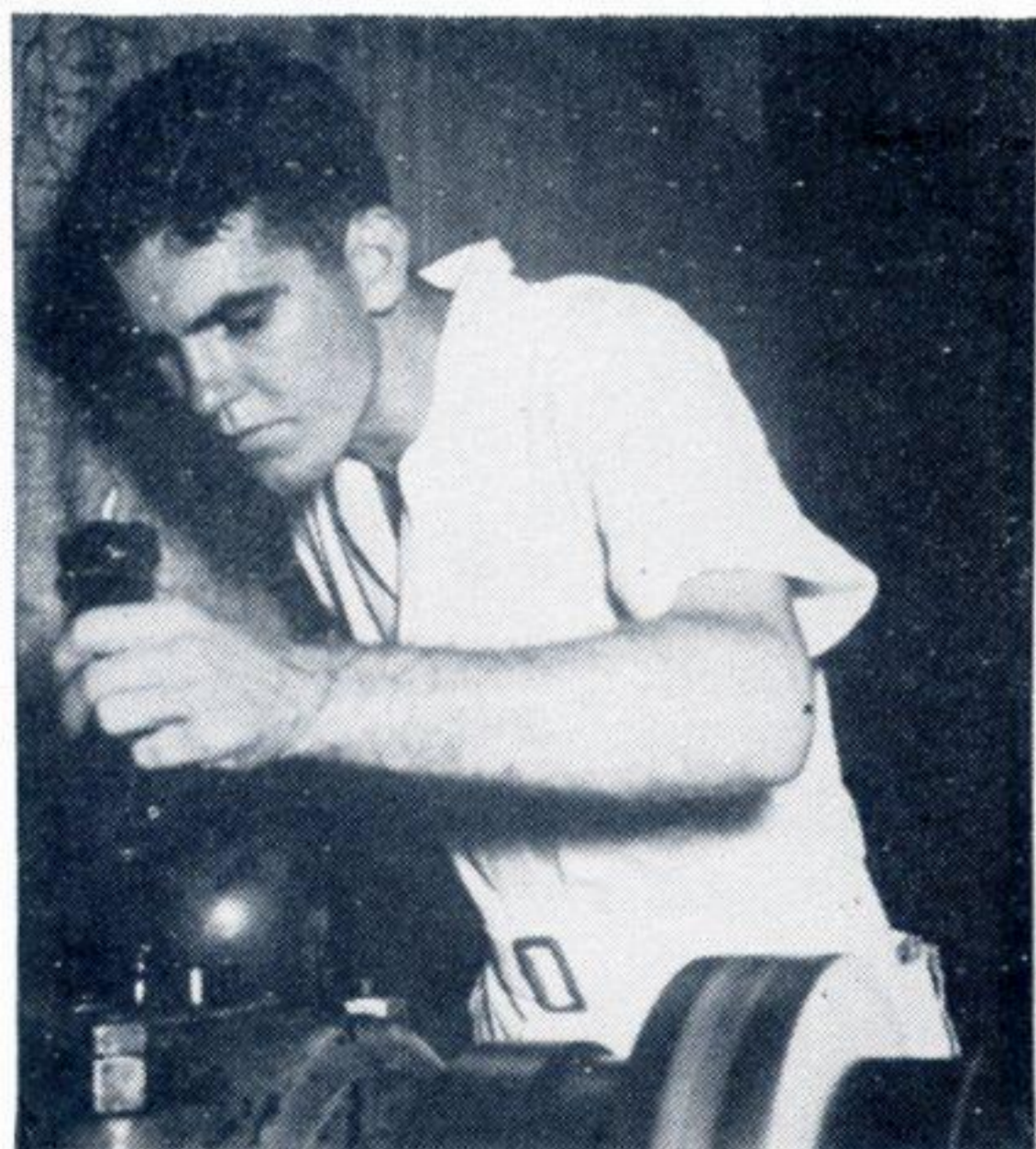
The pause that refreshes—A. J. Bearden, also a member of Oglesbee's crew, takes a long pull on a cup of cool water at a break in the hot day's work. "They say it's not the temperature, it's the humidity," A. J. said, "but whatever it is, it's terrific."



One of the fellows who can tell you about some "real" heat is H. T. Hendrikson, fireman at Neches Station. That aperture in what seems to be a concrete wall exposes a blue blazing furnace in one of the station's boilers. Standing too close for comfort, H. T. uses an eye-saving colored glass paddle to look into the furnace, which inside is 2400 degrees warm. (That ain't no typographical error, son — 2400 is right.)

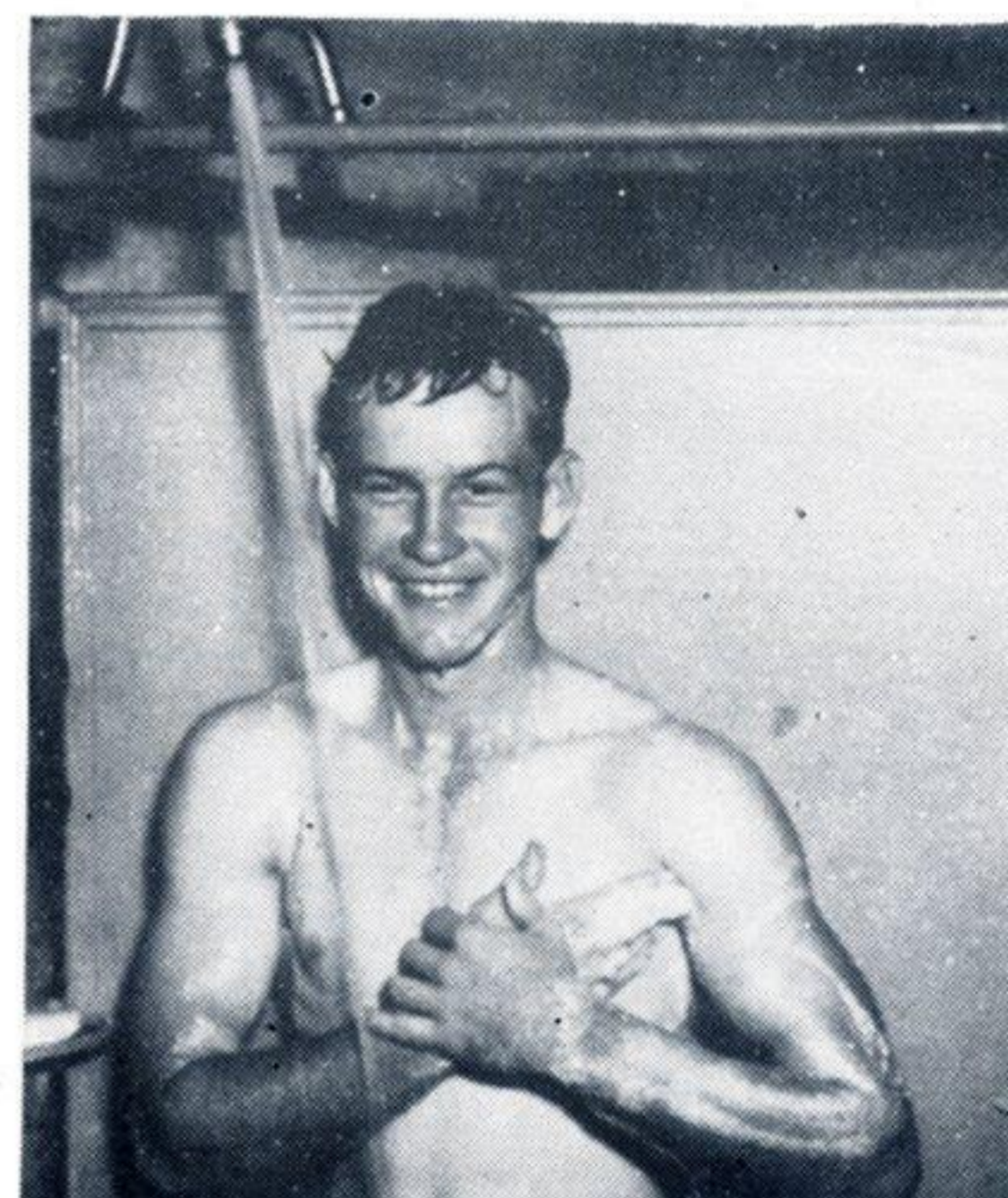


Also in the substation department is another hot job, which this time fell the lot of Joe Savoy. Joe is shown here bending an electric welder to a piece of metal. Whether used to weld or to cut metal, which is the job shown in the picture, the welding machine generates a lot of heat.



Another hot spot at Neches is the site of the next picture. To Joe Smith, checking induced

There's nothing like a good long shovel to bring out the ole' perspiration, and especially in the good old summer time. S. P. Robinson, a member of G. B. Oglesbee's Beaumont line crew, was a testimonial to this fact when he paused to glance at the camera. Robinson was filling in around a new distribution pole which



Into every life some rain must fall — a shower in this case — and mighty refreshing too. Ted Maxwell, the smiling young man in this picture, may not hold with the theory that beating himself on the head with a hammer is a good thing because it's such a relief when he stops, but he does say that the hot weather makes the shower much more refreshing. As Ted says, "This is the big event in my working day, boy, it's swell."

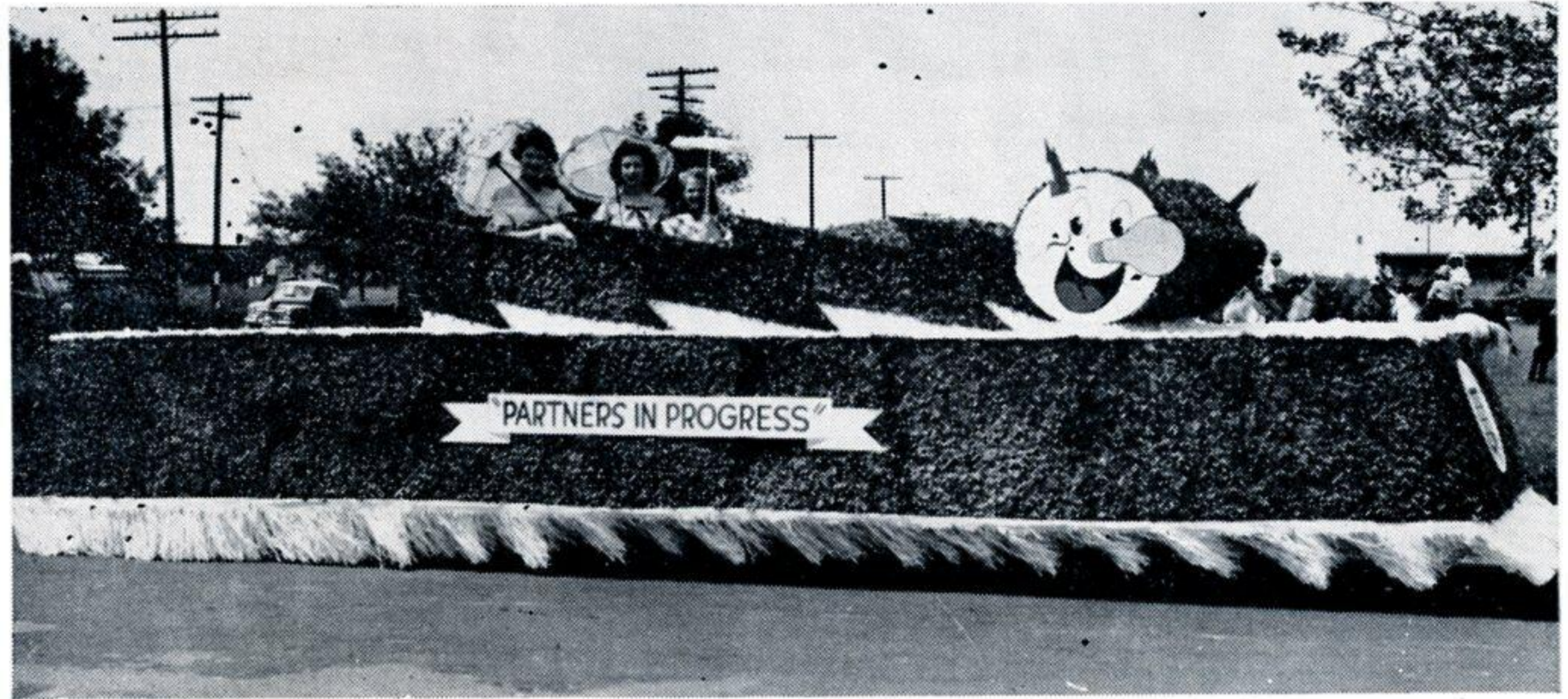
PORT ARTHUR CELEBRATES 50th ANNIVERSARY

Gulf Staters down Port Arthur way had a real "old fashioned" celebration during the early part of July, when along with some 75,000 other Port Arthuri-ans, (Chamber of Commerce please note), they celebrated the 50th anniversary of the founding of their city.

In addition to a lot of merry making, speech making, picture making and other such activities, the outstanding feature of the anniversary was the attempt on the part of the male citizenry to make a real honest to goodness he-man beard grow on their electric-safety razor modernized faces. This "beard growing" was the result of an edict by the mayor of the city making each resident subject to fine if he failed to have some sort of beard in the "making" for the Golden Jubilee celebration. Some were able and some were not, but in all cases the effort was rewarded by various comments, especially from fellow Gulf Staters from their neighboring cities.

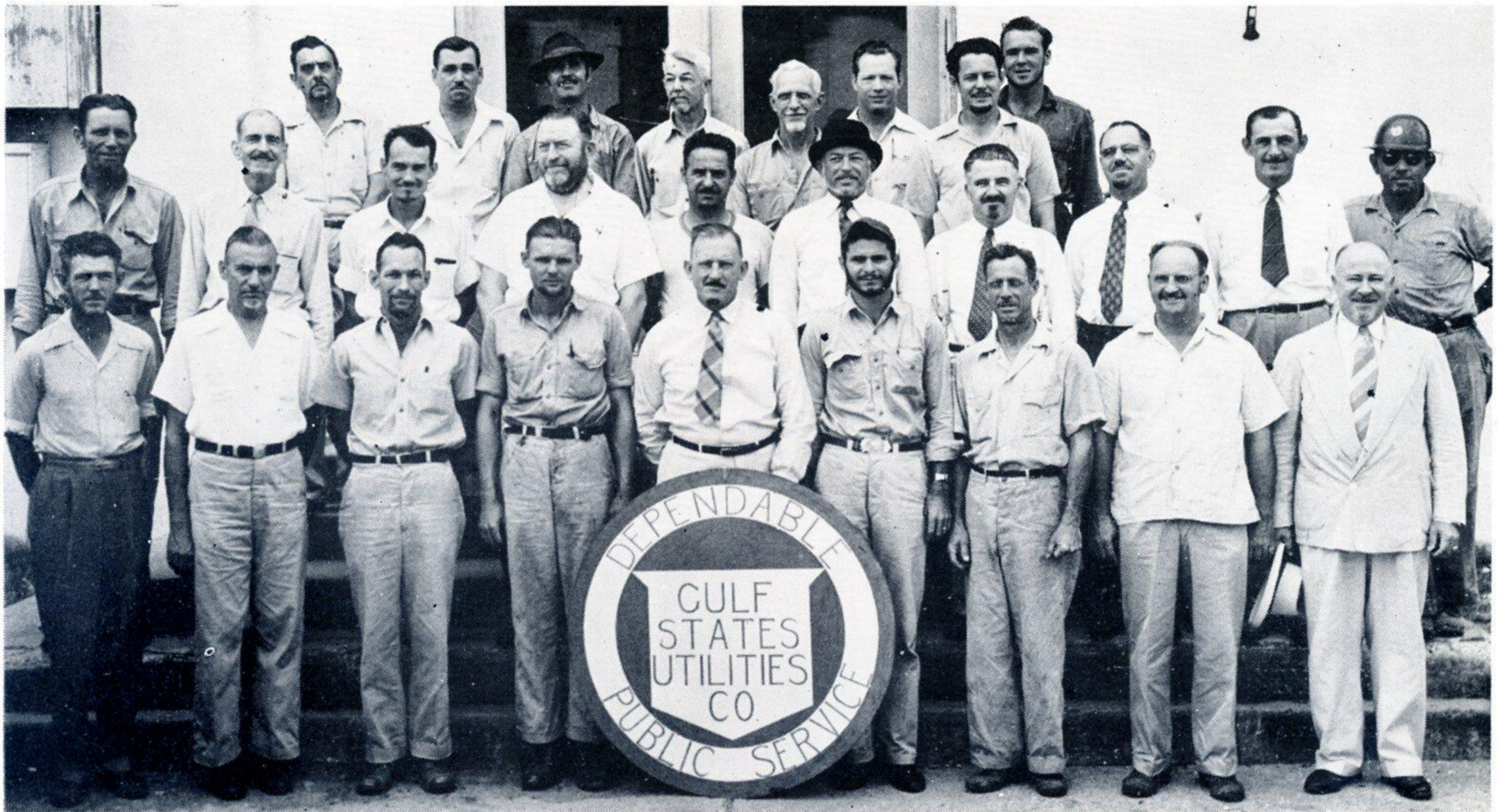
Despite complaining wives most of the masculine members of our Gulf States family managed to grow a reasonable facsimile of a beard—at least enough to escape a fine; and to prove their ability to grow hair on their face even if they all couldn't on their heads, the accompanying group of manly representatives had their picture struck for posterity.

Members of the gang, that is-er group, are listed underneath the cut.



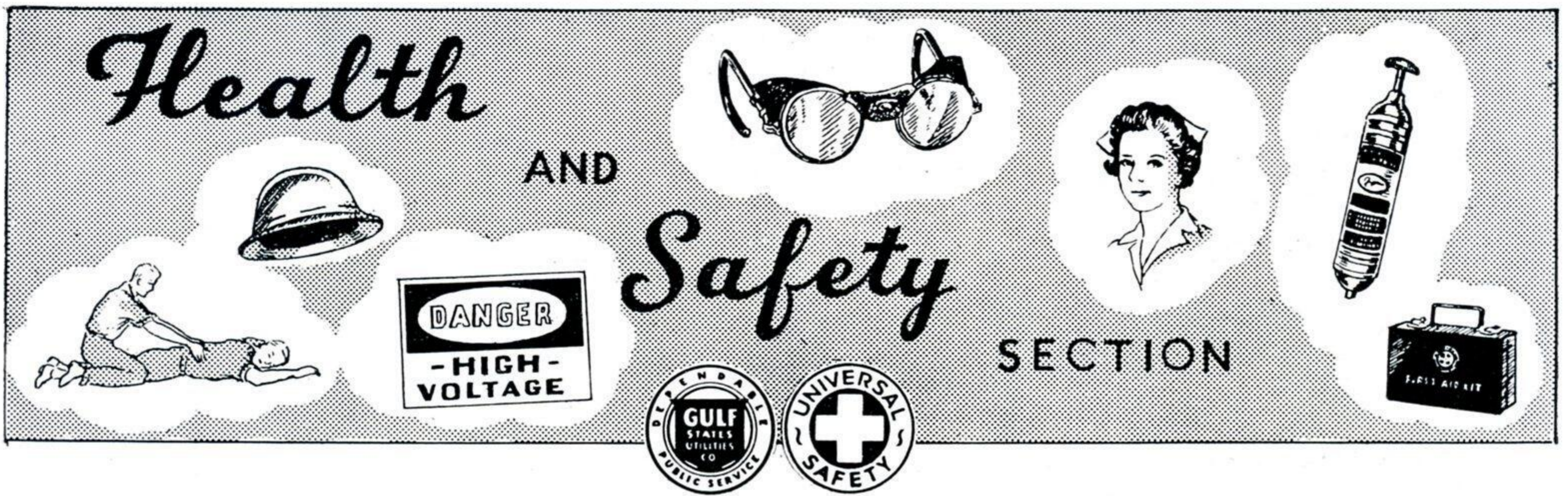
PARTNERS IN PROGRESS — Reddy Kilowatt and Port Arthur. This was the theme of our company's advertising during the Golden Jubilee celebration at Port Arthur when for a week the citizens there celebrated the 50th anniversary of the founding of their city. Another media for this slogan was the above float which represented Gulf States in the gala parade held during the week of festivities in the Port city.

In addition to Reddy Kilowatt, the float was decorated by four very pretty representatives of our company, three of whom are shown above. The three young ladies are: left to right, Loraine Dunham, distribution department; Betty Trosclair, also distribution department; and Lucile Jones, the daughter of J. Kirby Jones, superintendent of sales for the Port Arthur division. Also riding on the float was Ione Peters, accounting department, who was a little late for the picture.



REFUGEES FROM A BARBER SHOP or *The Barber's Nightmare*, might make a good title for the above picture. They are really our good friends from the fine city of Port Arthur and the reason they look like they do (natural wear and tear excepted) is because they were good citizens and cooperated with the spirit of the Golden Jubilee committee which wanted them to look like their predecessors of 1898.

From left to right, they are: front row, Charles Giffin, Lee Hyatt, R. M. Wharton, Carl Beaumont, Charles (Blackie) DeCuir, William LeBouef, A. Boutte, G. L. Hagler, and J. Kirby Jones. Middle row, W. H. Stoeber, Joe Dugan, Ray Pharo, L. L. Hirsch, Charles Arisco, A. J. Prejean, F. W. Merrill, James B. Hodge, Paul Baker and R. W. Matulik. Top row, S. J. Guidry, H. J. Hebert, Lawrence LaCour, Joe Hatley, C. A. Boyd, J. C. Queen, H. V. McGee, and R. J. Kemp.



KEY SAFETY MEN



THE FOREMAN — A KEY SAFETY MAN

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

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



We want to tell you about a very quiet guy from up Mississippi way. We want to blow the horn of R. C. PRAY, a line foreman at Baton Rouge, Louisiana. Riley, as he is better known, is so quiet the chances are you have never heard of him, and for that reason we are sounding off so you may know of the good job he and his crew are doing in Baton Rouge.

Riley began working for Gulf States on May 15, 1937, in the T. & D. Department at Baton Rouge and has spent his entire employment here. He worked hard and Safely as a lineman until on June 16, 1947, he was promoted to line foreman. Since then he and his crew have done a

good job in a Safe way.

Riley keeps pretty busy but does find time to indulge in his favorite pastime, hunting.

WINDSOR L. JONES is another asset Louisiana Station received from our neighboring state of Mississippi. For on April 5, 1925 Jones, (as he is better known) began work at Louisiana Station after leaving Centerville, Mississippi, where he was born. Later he became operator of the Municipal Power Plant.

Presently Jones is one of our Station Engineers at Louisiana Station where, over the past twenty-three years he has established a Safety record worthy of any younger employee setting his sights on. He has performed all the duties that any one there may be called upon to do; and from his Safety record we know these jobs can be done safely. His is a good example of how to do a job the safe way.

His hobby is helping young fellows off to a good start, whether it be work or fishing. He has the key.



HOWARD CHANEY, on the morning of May 2, (a number of years ago in Pride, Louisiana) brought much happiness to his family, for this was the date of Howard's biggest event. Since this time Howard has made it a practice to do things in a big way and his Safety record and long list of experiences will bear me out in this.

Before Howard came to work for Gulf States on February 29, 1930, he had worked for such companies as Stone and Webster Engineering Corp., Mengel Company, Standard Oil Company, Department of Commerce, Louisiana Highway Commission and others.

Howard is now one of our Station Engineers at Louisiana Station where he has greatly helped to establish their fine Safety record.

Some of his hobbies are hunting and talking shop, or he will talk Safety if encouraged; and more than talk he practices what he preaches on this subject. At Louisiana Station there are many operations which if not carried out to the letter, could result in most anything happening. It is a watch engineer's responsibility in this case to be a watch dog over 145,000 horse power (your car has about 22) and all the auxiliaries that are involved in getting these Reddy KW's on their way out of the plant. Of course, Howard and the other watch engineers have help from the other personnel in the station, but it is still their job to know each operation and each man's task. In Howard and the other watch engineers, GSU is fortunate in having Safety minded men keeping check on the operations of these large plants.



How Many Birthdays?

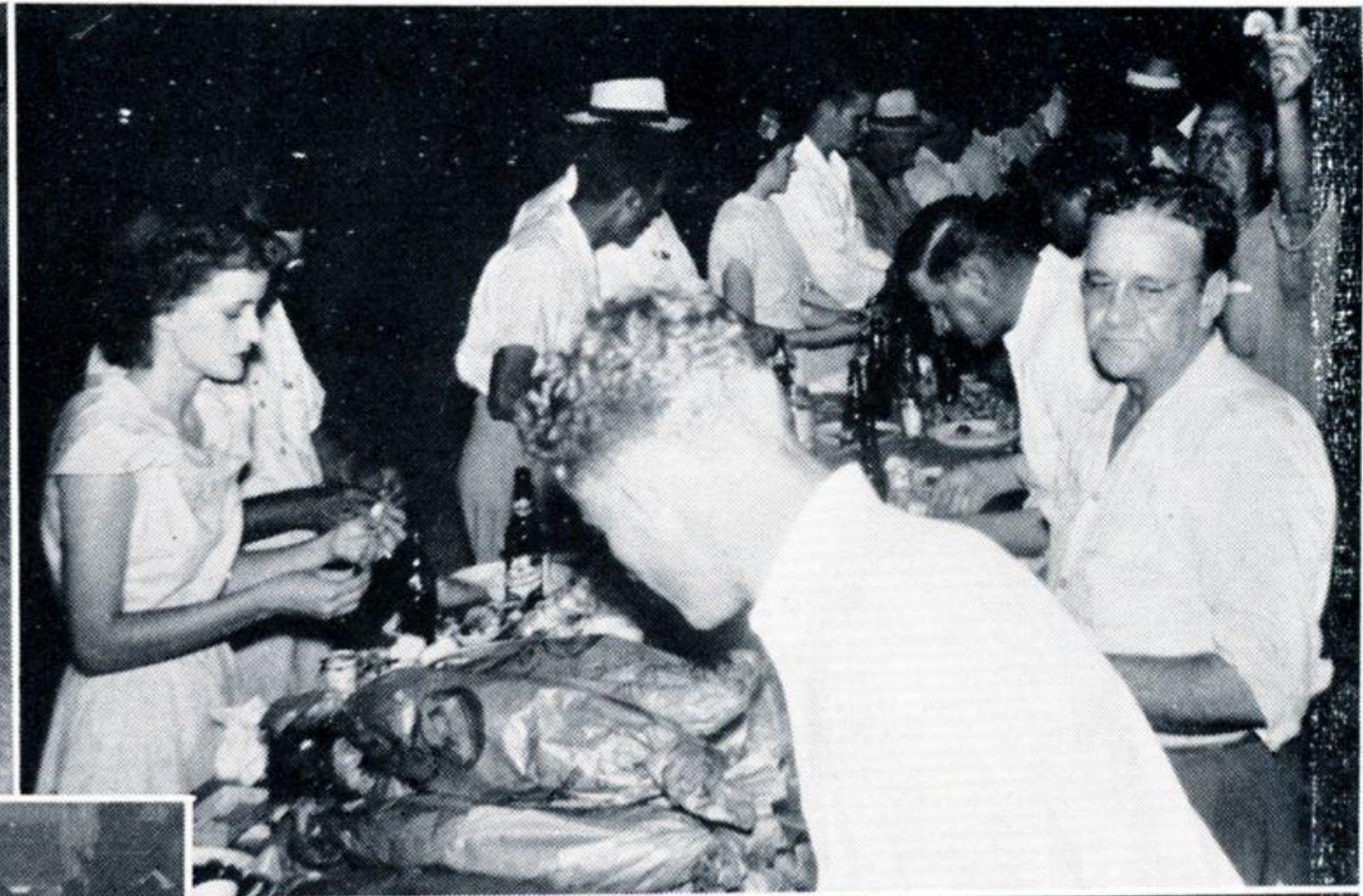
Today is my birthday. I am forty some odd years old. "So what!" is possibly your reaction. To me it could also be "So what!" but with a bit of thought I glance back over the years. Fortunately, I now have normal vision, hearing and all my fingers and toes—for which I'm thankful. However, I've had some close calls. Old Lady Luck has been with me on many occasions while at work and at play. It may be I'll have an accident today or tomorrow but if I do it will be an accident. I've quit pushing my luck. Cold facts and reasoning tell me luck won't last, and honestly, I'd like to stick around with all my limbs attached and enjoy ripe old age.

What about you? You are on my list as a fast driver. You are a good driver it's true, but you must consider the following factors. There are more automobiles on the road today than ever before, and tomorrow there will be more. The highways just aren't adequate for fast driving. The coordination of your mind and muscles gradually fades with age. (If this were not true Ty Cobb would still be in baseball and Jack Dempsey in boxing.) Your luck may last—you can't be sure. The automobile, after all, is a man made contraption of nuts, bolts and bailing wire. The frail flesh and bones of man is no competitor in a clash with steel.

This little note is personal. I'm passing it along to you because you are on my list—the list of people that at regular intervals someone whispers to me about being such gosh-awful fast drivers.

Jack Shirey.

Health and Safety Section



SAFETY RECORD WINS LAFAYETTE BIG SHRIMP BOIL: Scenes from the Lafayette Shrimp Boil show that everyone had a wonderful time. Eating was practically the only activity on the program hence most of the pictures show folks eating. The one other picture shows the Lafayette bulletin board which proudly proclaims to the world that workers there have worked over two years without a disabling injury.

You don't need a very plausible excuse to boil up a batch of Louisiana jumbo shrimp. However, Lafayette district had a very good reason to celebrate an occasion July 2nd. Their accident record board showed two years without a disabling injury. They could even go back further—to five years, starting the time when Andre Dubus transferred from Baton Rouge to Lafayette as District Superintendent. They have lost three days due to injuries during this time.

You might ask what is outstanding about that. It's true that it is not a national record or G. S. U. record, but we would like to state a few of the conditions under which this district has worked. Of the line and servicemen, only four that climb poles are seasoned men. The others might yet be classed in the training period. The G. I. crew as they are called (being ex-service men) completely rebuilt electric distribution systems in the towns of Broussard and Youngsville, by cutting it over from 2.3 kv to 13.2 kv, and gave continuous service to all the customers. Any lineman can tell you what is involved in a job like this. Another potentially hazardous job was re-insulating a line from Lafayette to New Iberia. This work involved changing all insulators, also many poles and cross arms were replaced—all while the line was in operation.

We believe Frank Sonnier can take a portion of credit for this training program, teaching the trainee how to hot stick and work live circuits on *cold* lines—learning the safe procedure before working on the hot stuff.

Others who are in line for credit are Jug Sudderth and Dude Compton, line foremen, for imparting their knowledge to the trainee. But every man in the district can justly be proud of his part in the record as all, from the superintendent down to the newest employee, have shown a willingness to cooperate in the Safety program.

The shrimp boil was enjoyed by all attending. Kelly Powell had charge of the food with some assistance from the one and only sauce pecan maker, Alex Hulin. Others who assisted in making it a fine sociable evening were A. B. Mitchell, Jimmie Carson, and Buf Young.

We saw many others working but can't remember their names. *Congratulations on the record and the spirit in which it was established.*

Safety Contest for President's Award Passes Half Way Mark

The first half of the Division Safety Contest for the President's Award is over. The employees of the Navasota division have worked 166,825 man hours without a lost time accident. The automobiles in this division have been driven 403,788 miles and were involved in four chargeable accidents. With this record they were in first place for the first six months of the year.

During the second half of this contest personal injuries and vehicle accidents will be carried separately. At the end of the contest an award will be made to the division with the best personal injury record, also an award will be given to the division with the best automobile accident record. These awards will be made on the records for the full year.

All divisions started July 1st with a clean slate. Who will be the second half winner?

See you next issue.

Jack Shirey

Of Interest To The Gals

Tasty Iced Drinks Help Beat the Heat

With hot weather still one of the consuming thoughts of the day most of us are always looking for some way to get a little touch of coolness into our routine existence. With the help of our good friend Olivia Heiman, Beaumont home service advisor, we have several suggestions for making a few moments of the day enjoyable, as a relief from high temperatures and also as a treat to the palate. These suggestions are below in the form of easy, economical recipes for cooling, tasty summer drinks. Clip these recipes and save them for next summer too.

HAWAIIAN PUNCH

"Made Quick as a Flash"

1 pt. Hawaiian Punch 6 cups water
1 pt. ginger ale

Mix Hawaiian Punch with water and pour over cracked or cubed ice. Just before serving add ginger ale and mix well. Fills 20-25 punch cups.

LEMONADE SIRUP

"Always Ready"

2 cups sugar 1/8 tsp. salt
1 cup water Rind of 2 lemons
1 1/4 cups lemon juice

Cut lemon rind into small strips. Mix sugar, water, salt and lemon rind and boil 5 minutes. Cool, then add lemon juice. Strain and store in covered jar in electric refrigerator. Use 2 Tbsps. of sirup to each glass of ice water or charged water.

Variations:

2 Tbsps. sirup and 1 Tbsp. pineapple juice, orange juice or apricot nectar to each glass of ice water or charged water.

MAKE BELIEVE CHAMPAGNE

1/2 cup water 1/2 cup grape juice
1/2 cup sugar 3 Tbsps. lemon juice
1 pt. ginger ale, chilled

Boil water and sugar three minutes then cool. Add grape juice and lemon juice. Chill in electric refrigerator. Just before serving add ginger ale and mix well. Serve over cracked or cubed ice. Makes 4 tall glasses.

To add "color" to drinks, use these DECORATIVE ICE CUBES

1. Fill ice tray half full of water. When partially frozen add a red or green maraschino cherry and 1 or 2 mint leaves to each compartment. Fill remainder of tray with water and freeze.
2. Cut lemon slices 1/8 inch thick then in quarters. Partially freeze ice cubes then add pieces of lemon to each compartment and finish freezing.
3. Partially freeze ice cubes. Chop red cherries and add, then finish freezing.

To avoid diluting drinks, use these

FLAVORED ICE CUBES

1. Freeze ginger ale in ice cube tray
2. Freeze 1 cup strong tea with 1/2 cup lemon juice and 1 cup water in ice cube tray. Use these cubes for iced tea.
3. Freeze 1 cup coffee and 2 cups water in ice cube tray. Use these for iced coffee.

Patent for a precooked rice has been awarded to an Arkansas man. Rice is first boiled briefly, quickly chilled to prevent continuous self-cooking, finally dried rapidly by warm air to harden the surface while the interior of the grains is still soft and puffy.

Reddy Kilowatt House Attracts Attention

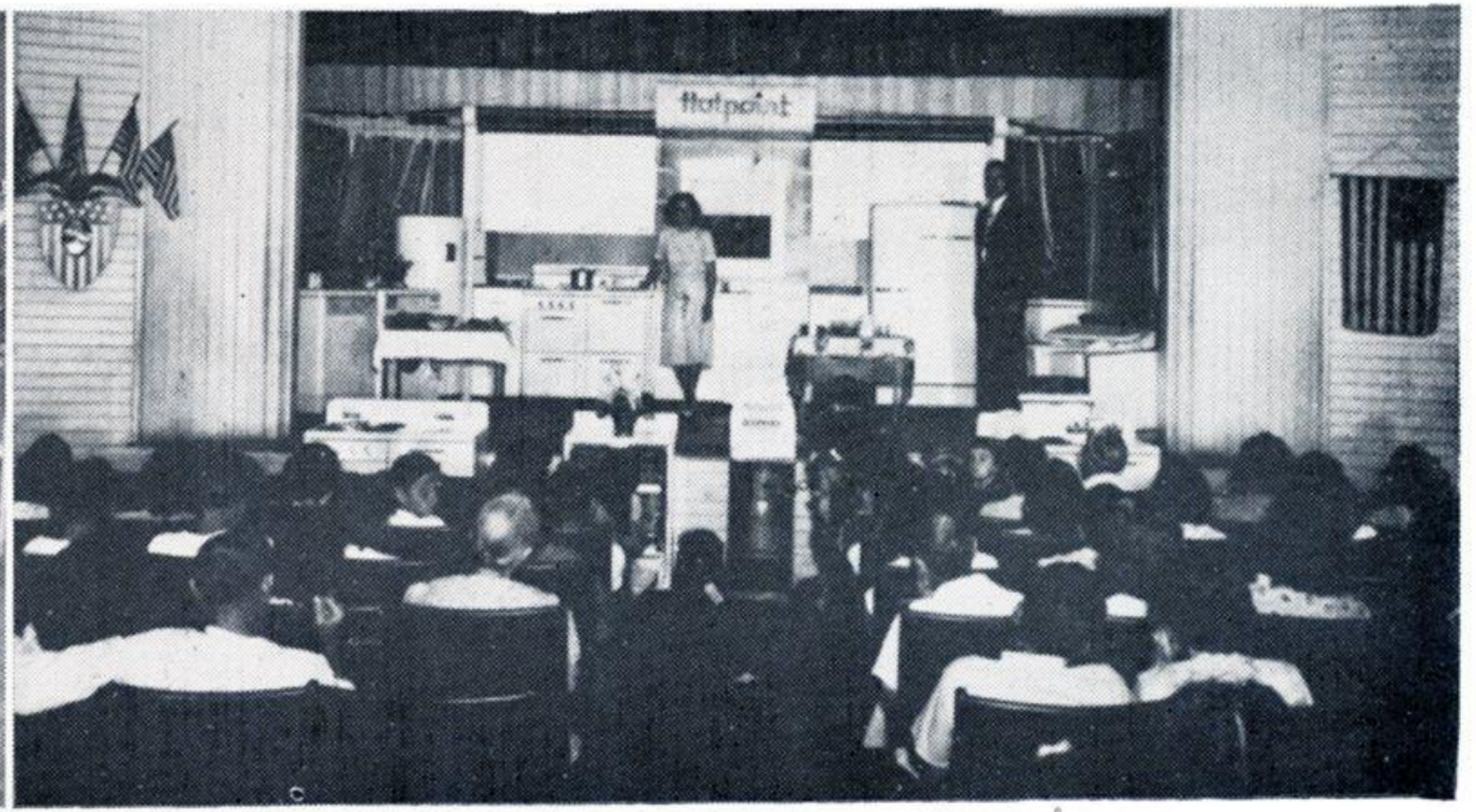
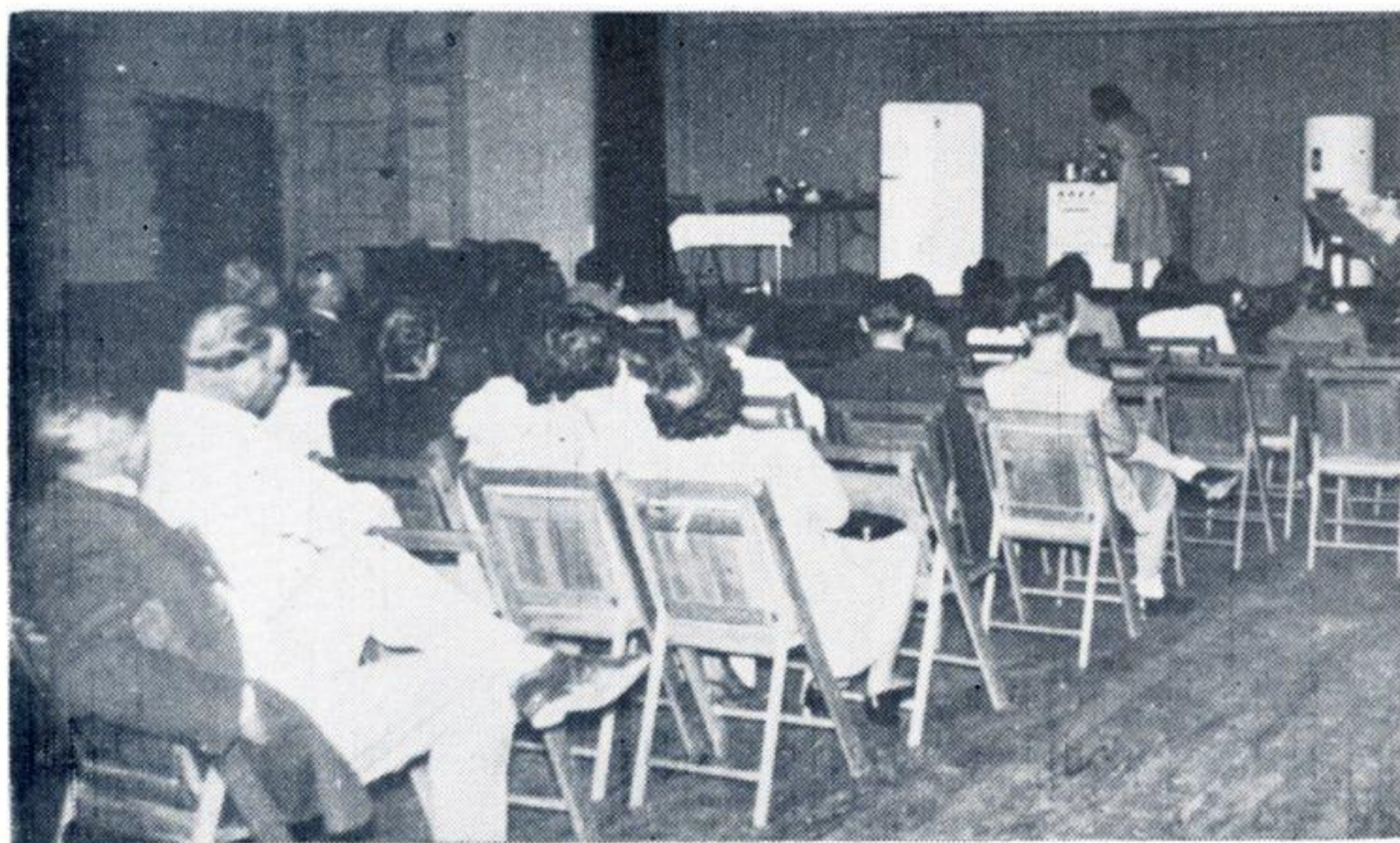


MODEL REDDY KILOWATT COTTAGE which is attracting much attention from Beaumonters is shown above. The miniature house, built from regular house plans on a scale of 1"=1', is 47" x 29 1/2", outside dimensions. It is presently located on the sales floor of the Beaumont offices.

The top, or roof, is removable and when taken off shows a doll like interior, finished in every particular, and furnished with miniature furniture. The main attraction of the house is a model attic fan which actually operates. It blows the little white curtains in the windows just as a full size fan does in a full size house. Attention is called to the fan and many other electrical devices and appliances throughout the house by a little Reddy Kilowatt pin stuck in the various pieces. A glass cover is built in place of the ceiling to permit inspection of the interior when the roof is removed, and also to protect the furnishings from the curious, both young and old.

The model house, naturally, has an all-electric kitchen and shows the utilization of electricity to the fullest. Its main purpose is to demonstrate attic ventilation, but a complete job of depicting the all-electric home is also accomplished. The house is scheduled to appear on practically all of the company's sales floors in the course of time.

The house was built by Herbert McCormick, a Beaumont sales department employee.



Bringing good electric service and the other services that go with it to all customers, whether in the city or on the end of some rural line, is one of the things of which Gulf States is really proud. Above are two illustrations of a Gulf Stater doing just that, and doing it in fine fashion too.

Ernestine Woodard, home service advisor in the Lake Charles division, is shown in the

scene on the left at an electric range demonstration at Church Point, which is the last stop on one of our lines in Arcadia Parish. The show was held at Convent Hall there in cooperation with area appliance dealers, and attracted 61 adults who went away with high praise for electric cookery and Gulf States service.

The other demonstration was at Hackberry,

also practically on the end of a line, this time in Cameron Parish. This show was a two day exhibit at the Hackberry High School by the Hotpoint dealer in Sulphur, and included a display of ranges, refrigerators, dishwashers, washing machines, and other appliances. Ernestine conducted a demonstration on electric cooking during the show, and contributed materially to the success of the activity.

Married

The marriage of Hyacinty Eden, secretary to Port Arthur division manager L. E. Thorne, to Lynn Gilstrap of Houston was a recent event of much interest to many Gulf Staters. Hy, as she is known to her many friends throughout the system became Mrs. Gilstrap August 28 in a "quiet, informal, unpretentious ceremony" at her home in Port Arthur. After the wedding the couple took a short honeymoon trip and then moved into their home in Houston where Mr. Gilstrap is a petroleum engineer with the Inspector of Naval Material.

Maggie Louise Gratton and Feland H. Bush, Jr. decided that two could live as economically as one, so on July 2 they said "I do" at the First Christian church in Lake Charles. Louise is a PBX operator and Feland is with the meter shop, both of Lake Charles. The couple are residing at 712 Division St.

Thelma Ulmer, well known pbx operator at Baton Rouge, became the bride of John W. Davis, also of Baton Rouge, on September 5th. Mr. Davis is employed in the city and Thelma and John will make their home in Baton Rouge. Thelma will continue to work for the company.

The Gulf States "family" became a little more literal in meaning June 26 when Burna Talbert and Orie Sherwin Richardson, both of Orange, became Mr. and Mrs. Burna is cashier in the Orange office and Orie Sherwin works at Sabine Station.

Donald Beck, Beaumont engineering, took the proverbial step July 3 when he and Ruth Reese, also of Beaumont, were married in the First Baptist church. The couple left after the ceremony on a wedding trip and have returned to Beaumont to make their home.

Audrey Geraldine Stewart, Beaumont billing department, became the happy bride of Charles Ramond Jones June 18. "Jerry" and "Shorty" took a brief wedding trip to Houston and have returned to Beaumont where Jerry is still with Gulf States and husband Jones is employed at IDECO. They are residing at 2670 Magnolia.

Angie Marie Giglio, Beaumont pbx operator to Sam Jerome Serio, also of Beaumont. Wedding vows were exchanged September 6 in St. Anne's Catholic Church. Angie plans to remain with Gulf States.

Yvonne Teague, Beaumont power sales, walked down the aisle September 4 to exchange vows with Pruett Jones, also of Beaumont. After the ceremony in the Magnolia Avenue Baptist church, the couple took a brief honeymoon trip and have returned to make their home in Beaumont. Yvonne will remain with the company.

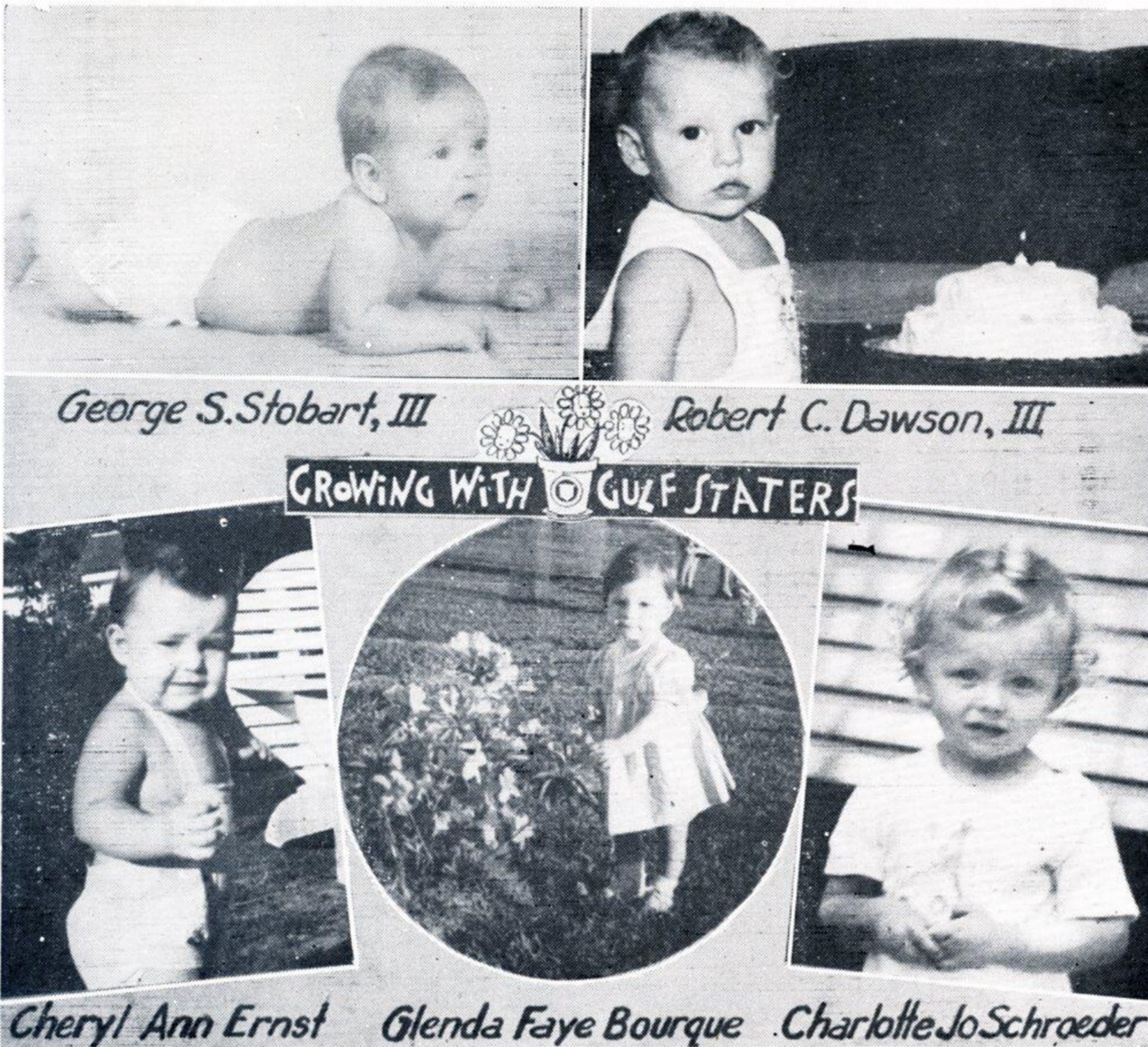
"Mary, we have breakfast promptly at 8:00."

New Maid: "All right, mum. But if I ain't down, don't wait."

A really smart man is one who has never let a woman pin anything on him since he was a baby.

PORT ARTHUR — Erwin Venghaus, t&d department; Mary Saylor, cashier; Julya Rowan, pbx operator.

OTHERS — John Prejean, Lafayette store-room; Amaryliss Grissom, John Haltmar, Navasota engineering department; Robbie Sweet, Cleveland customer contact; Roy English Neves, Conroe customer contact; Imogene Mathis, Normangee local office clerk.



The young fellow who seems to have the answer to this heat problem is the grandson of George Stobart, local superintendent of Franklin and the son of George Stobart of Beaumont. His name is George S. Stobart, III and he was 5½ months old when this picture was made. As you no doubt guessed, he is the pride and joy of grandpop George.

Robert C. Dawson, III is the son of Mr. and Mrs. Robert Dawson of Baton Rouge. Father Bob is in the gas service department there. His handsome youngster became eligible for that single candle last July 12.

The little miss looking curiously into the camera is the daughter of Mr. and Mrs.

Leonard Ernst of Lake Charles. Cheryl Ann celebrated her first birthday on June 9. Daddy is in the Lake Charles t&d department.

Glenda Faye Bourque, inspecting flowers and out for a romp in the sunshine, is the pride of Nolan Bourque who is in the sales department at Lafayette. Pert Miss Bourque was one year old on March 18.

The blonde little lady posing for an interview with the camera is the daughter of Mr. and Mrs. Henry Schroeder of Conroe. Charlotte Jo, who was 23 months when snapped in this picture, also has a baby sister, three months old in July. Her proud pop works in the Conroe production department.

New Employees

BATON ROUGE — Henry Kluttz, Floyd Lee Marston, engineering; Isidore Guerin, Jr., t&d department; Eric Brown, Earl Rodriguez, customer contact.

LAKE CHARLES — Andrew Doucett, Milard Parker, William McManus, Dock Smith, t&d department; Eva Claire Craddock, customer accounts; Martin McDaniel, production; Raman Spilman, engineering; Billy Lee Ward, Frank Thomas, LeRoy LaFleur, t&d.

JENNINGS—Harry Jeanise, John Desnotel, Lawrence Broussard, t&d; Anna Marie Gooch, distribution.

Norman Ratcliff, Port Arthur production; Toy Ann Pool Liberty local office clerk; Mary Joanna Dickerson, Orange customer contact; Louise Perry, Lafayette local office clerk; Carl Allen Davis, Baton Rouge t&d.

BEAUMONT — Annie Lee Castilaw, Bob Flannigan, Harold La Fosse, Charles Smith, storeroom; Jacqueliene Klein, Merlyn Hart, Nell McGuire, Mary Fisher, Bobbie Cain, Wilma Eddins, Phyllis Perry, Jeannine Brown, accounting department; Ruby Hall, stores accounting; John Arnold, Gerald Wilbanks, purchasing department; W. E. Woods, Jackie Leo Powdrill, Y. L. Hughes, Jr., Stuart Hurst, Bonnie Gore, Wallace D. Erwin, Horace Davis, Bruce Bishop, Robert Allred, system engineering; Kenneth Maxwell, Eddie Golding, Elbert Frank Lee, Robbie Dee Smith, Billy Birch Turney, t&d department; Clenton Reeves, production department; Bety Jean Pate, billing department; Kathryn Verner, home service department; Dorothy Drodody, steno department; Harold Guidry, general office.

Winston McClure, Joseph Smith, Neches Station; Marvin Enderle, Jr., Patricia Jean Hutchison, t&d; Frederick Armstrong, engineering; Olga Harvill, collection; Hampton Gallow, line; Helen Blanchette, Winella Ferguson, Nelwyn Bartlett, accounting.

Short Circuits Have Summer Picnic in B.R.

The Baton Rouge division's Social Club, the "Short Circuits," gave Gulf Staters there their No. 1 summer social event of 1948 with one of their famous annual outdoor picnics.

Food, and plenty of it, was the order of the day, thanks to Club President Cedric L. Blackwell, and two of his fellow fishermen club members E. J. Bello and J. W. Hebert from Louisiana Station, who caught a big mess of catfish for the party. (Sorry fellows, information on how and where the fish were caught is not available.) Along with fried fish, members enjoyed rice-A La Creole, potato salad, and hot buns, and a delicacy called Boulette. Boulette is a concoction of one part fish balls, two parts sauce, and seven parts seasoning with a dash of Cajun "no how" thrown in. Needless to say, eating was the main event of the evening.

Following the meal, dancing was held on a cement dance floor which was laid for the occasion and music was furnished by Wur-litzer and sons. Highlighting the entertainment was an interpretive dance given by Tom Macon and Calvin Oubre. Both are graduates from Miss Lee's School of Dancing—Class of 1897. Swings and a ball field were available for the younger generation to spend their excess energy.

The committee in charge of arrangements was composed of C. L. Blackwell and Tom Carr. Howard Chaney, Ramey Kirkwood, Tom Macon and others pitched in and helped prepare and serve the food.

ON NEW JOBS



Wall



Van Winkle



Spafford



Kessler



Brown

Harold Wall, former substation operator at Lafayette, has been transferred recently to Lake Charles where he will undergo a year's training as an engineering assistant. Harold began working for Gulf States in 1941 at Lafayette substation and remained there until his transfer in June.

Juanita Van Winkle, formerly in the Beaumont storeroom has been transferred to the accounting department where she is a stores records clerk. Juanita is a native of Beaumont and on graduation from high school in Silsbee in 1944, she began working for the company as a customer accounts clerk.

The Short Circuits Club wishes to take this opportunity to extend their thanks to Vice President Harold Leonard who made possible the funds available for the dance floor at the U.C.T. grounds. They also wish to thank other company officials who furnished equipment and material to help erect swings and other facilities at the picnic grounds.

Ruby Kessler, who has been in the t & d department for over seven years, has transferred to the main office to become secretary to E. C. Adams, superintendent of engineering. Ruby's presence will be missed by her former t & d workers, but their loss will be the engineering department's gain.

Ralph Spafford, formerly residential sales representative in the Beaumont sales department, was transferred to commercial sales during July. Ralph began working with the company in 1938 as a district representative. He had also worked as a floor salesman in addition to his recent duties as a residential sales representative.

James T. Brown has been transferred from the purchasing department to residential sales representative in Beaumont. Jim began working for Gulf States as a bill deliverer in 1939. He worked on the pay roll a year later, and after serving two years in the navy, returned to the accounting department where he worked until his transfer to the purchasing department.



SHORT CIRCUITS ENJOY ANNUAL OUTING: These scenes were taken at the picnic and fish fry held at the U. C. T. grounds. Pictures were taken by Robert Dawson, of the t & d engineering department.

HONORED



Laughlin

Carol E. Laughlin, radio serviceman, Beaumont, was elected to the important Operating Committee of the Utility Radio Coordination Association of Texas at the second meeting of that organization held in Houston during the latter part of July. The purpose of this committee is to establish a standard procedure for operating mobile and fixed F-M radio stations used by utility and industrial concerns in Texas. The Association was formed to allocate new operating frequencies to these radio users.

W. W. Eckles, system engineering department, Beaumont, was re-elected chairman of the Frequency Coordinating Committee of Utility Radio Coordination Association of Texas. This is Ek's second term in the important office of chairman of this committee which is responsible for formulating a fre-



Eckles



Atkins

quency assignment plan for F-M Radio users in the utility and industrial field in Texas.

James Atkins, Beaumont engineering, has recently been named commanding officer of the Associated General Contractors sponsored engineer construction unit for the Sabine area. Jimmy is a lieutenant-colonel in the corps of engineers reserve. The construction organization is being formed as a part of the army affiliation program whereby technical skills of industry can be utilized in the event of a national emergency.

Parker Allen, system manager of residential sales, Beaumont, was re-elected secretary-treasurer of the Beaumont Exchange Club at a meeting held early in July. This makes the fifth consecutive time that he has been elected to this office. He is also a past president of the club.



Allen

MEET YOUR REPORTER



The very attractive young lady pictured here is ELLA BEE ANDRE who reports the news for Louisiana Station in Baton Rouge. She busies herself everyday for Gulf States as a station clerk and in addition keeps those pretty hazel eyes of hers ever on the alert for news for Plain Talks.

Ella Bee is practically a native Baton Rougean, hailing from Erwinville just west of the City. She graduated from Poydras High of New Roads on False River which is where so many of the Baton Rouge Division employe's outings are held. Shortly after finishing a year's course at Baton Rouge Business College Ella Bee began working for Gulf States right at Louisiana Station where she has been now for almost five years and where she has been doing a most efficient job.

News for Plain Talks from the Baton Rouge transmission and distribution department is sent in by this smiling reporter JULIA MARIE AMRHEIN.



Julia Marie, better known as "FIFI," busies herself everyday as a distribution department clerk at Baton Rouge.

And Fifi's smile isn't just for the picture either; as she always has a friendly word and a bright smile for everyone.

Fifi is a native of Zachary, East Baton Rouge parish, and has lived in Baton Rouge all her life. She graduated from St. Joseph's High School then went to work as a general clerk. She joined our Gulf States family circle just about three years ago, on October 9, 1945, assuming then the job she now holds.

Company Cuties Collect Customers Cash



CUTE CASHIERS at Beaumont makes paying that electric bill as pleasant as paying any bill could possibly be. Members of this beautiful group are, from left to right, Otha Hughes, Hortense English, Gertheen Gardner, Mary Kilmer, Olga Harvill, Yvonne Cloud and Nancy Thompson.

Engaged



Betty Alexander, Beaumont corporation department, has a special interest in her vacation this year. Betty, who has been sporting a beautiful engagement ring lately says marriage plans are set for October 3. The lucky guy is Emil Weaver of the First National Bank in Beaumont. Their honeymoon vacation plans are a secret, but Betty will remain with the company.

WHEN YOU CHANGE YOUR ADDRESS

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

"Nobody seemed to think he was such a bad egg until he lost his money."

"Brother, you never discover a bad egg until it's broke."



PLAIN TALKS CONGRATULATES



Mr. and Mrs. Douglas Provost who are proud parents of a baby girl, Lynette Clair, who was born June 29. Lynette Clair weighed an even husky 9 pounds at birth. Papa Douglas is a member of the Lafayette line crew.

The electrical manufacturing industry uses 50 to 60 per cent of all the copper mined in the United States.

A. Bourgeois,
Baton Rouge
T & D Dept.,
Retired



Alexander Bourgeois, veteran Baton Rouge employee and a familiar figure in the Baton Rouge distribution department, was retired from active duty effective June 1. Mr. Bourgeois has been in ill health lately and it was due to this that he retired.

A native of Louisiana, Mr. Bourgeois was born in Ascension Parish in 1886. He came to work for the Baton Rouge Electric Company in 1918, when he became the company's storekeeper. He later became a service man and pipe fitter in the gas department and remained there for several years before becoming trouble clerk in 1937, a position he held until his recent retirement.

For his former co-workers, Plain Talks extends best wishes to Mr. Bourgeois and for them expresses the hope that he will soon be able to enjoy more, the years of his retirement.

John W. Schumacher of Navasota Dies



John W. Schumacher, retired Navasota ice department employee, died at his home in Navasota July 10. Mr. Schumacher, affectionately known to all Gulf Staters as "Uncle Johnny", was beloved by all who knew him and his death brings sorrow to his many former fellow employees.

Mr. Schumacher, who was 77, was a native of Navasota and had resided there his entire life. He had long been connected with our organization, coming into the company by acquisition when the local company was bought by predecessors of Gulf States. He first started work with the old Intermountain Railway Light and Power Company July 25, 1920, as Navasota cashier. Continuing his employment with the local company through all ownerships, including Gulf States', he became retail ice clerk in February 1928 and remained with the ice department until his retirement on September 15, 1943.

Uncle Johnny was active until his death and was a frequent visitor around the Navasota office where he dropped in to see how things were coming along with his former co-workers. He was known throughout the Navasota division as a wizard at mental addition and could total a column of figures while one of the younger generation was looking for an adding machine. He helped many a youngster, now veteran employees, get started on the right foot when they first came to work.

On behalf of Gulf Staters, Plain Talks extends sympathy to Mr. Schumacher's survivors, including his widow, Mrs. Ada Wagner Schumacher, three daughters and three sons.



5 YEARS AGO

Louisiana Station established a new record when 2,225,800 kilowatt hours were generated from 7:00 A. M. Wednesday, June 16 to 7:00 A. M. Thursday, June 17, an average of 92,724 kw for the 24-hour period.

S. J. GUIDRY, Port Arthur production, was awarded the National Safety Council's certificate and medal at the Port Arthur safety meeting July 14, in recognition of his having saved a man's life on April 25, 1942.

Announcement was made on June 8 by the Baton Rouge Bus Company, that its assets had had been sold to the Intercity Transit Company of Little Rock, Arkansas, for \$348,000. The new owners took charge on July 2.

10 YEARS AGO

With enthusiasm that promised big results for July and August, Mid-Year Sales Meetings were held June 27, 28 and 29, at Conroe, McFaddin Beach and Lake Charles. Superintendents, DRs and others closely associated with sales work attended the meetings.

The meetings were arranged by GENERAL SALES MANAGER RIEGEL to review load building accomplishments of the first six months of the year and outline range and water heater campaign plans for July and August. The big idea, as outlined by Mr. Riegel, is to build load for Neches station, where the new unit was recently installed. Prizes will be awarded those who do outstanding work.

Mr. and Mrs. REID TEVIS announce the arrival of Miss Nancy Elizabeth Tevis, born June 17. Reid now boasts of a pair of Queens.

15 YEARS AGO

On May 15, Treasurer P. R. WILLIAMS announced the appointment of J. M. DeBOUY and J. H. LINNEHAN as Assistant Treasurers.

R. O. HOPKINS is working temporarily in the Port Arthur distribution department. N. C. SPENCER is working in the Beaumont distribution department while Mr. Hopkins is in Port Arthur.

MILDRED LEE SMITH of the Port Arthur commercial department resigned June 15 to be just Mrs. FRANK H. SMITH.

20 YEARS AGO

High line service into Western Public Service territory in East Texas is the biggest improvement noted in this section for many years.

Reaching out its long, thin arms of aluminum, the Neches Station at Beaumont, is carrying into the heart of the cotton country electric energy.

Our old friend C. V. "MIKE" MERRIAM has taken on a new job and a new title since the last issue of Plain Talks. In addition to being Superintendent of the Huntsville District, he is now superintendent of high line operation. He will continue to have his headquarters at Huntsville.

R. A. LANDRY succeeds W. W. ECKLES Chief Electrician of the Production Department, who has been Acting Tevis Street Plant Superintendent, but who now has been transferred to the Engineering Department under the supervision of W. E. BROWN.

J. B. CRAPP of the Meter Department is filling Mr. Crapp's place in Orange.

FROM CANE SEEDS—1928

Promotions of July: E. A. ACKOURY made assistant chief clerk; R. W. LANDERS made general clerk; PHIL DUPUY promoted to voucher clerk; H. C. HALL made jobbing clerk.

25 YEARS AGO

W. E. "SHORTY" HERRIN is back on the job after several months of enforced idleness caused by the loss of two fingers of his left hand and other burns received when he got tangled in some high voltage lines.

The annual picnic festivities of the Eastern Texas Electric Company, playing host to its employees, their families and friends, was held at Fair Park, Wednesday, July 25, when 1200 persons were entertained during the day.

THOMAS P. COMERFORD, recently of the Connecticut Power Co., of New London, Conn., is now in the accounting department in the capacity of utility clerk.

The Light and Power department gained 262 customers during May, making a total of 12,668 connected at the end of the month.

Beaumont Employee Killed in Auto Wreck

The many friends of Mrs. Rosalie McDermand, popular employee of the Beaumont purchasing department, were saddened when news of her sudden, tragic death reached the Beaumont offices early on the morning of July 16. Mrs. McDermand was almost instantly killed in a collision which occurred within two blocks of her home in Nome as she was on her way to work.



Rosalie, as she was called by her many friends and co-workers was a file clerk in the

purchasing department where she had been employed during the past four years. A native Texan, she was born at Hondo in West Texas, and attended school in China, Texas. After a year at San Marcos State Teachers College and a course at Chenier's Business School in Beaumont, Rosalie utilized this educational background for her work and interest in accounting and bookkeeping. Before she came to Gulf States in April, 1944, she was employed at S. P. Morgan Company in Nome, Texas.

Plain Talks extends sincere sympathy to Mrs. McDermand's survivors, including her son, Melvin of Houston; three sisters, one brother, and her parents Mr. and Mrs. Dave Thallman of China.

PLAIN TALKS

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Editor—Kenneth Sutton

Managing Editor—Jerry Stokes

Associate Editor—Bernard Daigre

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
 Roy Keller.....Beaumont General Office
 Tom Stiteler.....Beaumont Line
 Rose Annie Ray.....Beaumont T & D
 Tennie DeVore.....Liberty District
 Naomi Haynes.....Neches Station
 Dick Eddleman.....Orange District
 Bruce McClelland.....Sabine Station
 Lois Day.....Silsbee District

LAKE CHARLES DIVISION

Melvin Garman.....Jennings District
 Jimmie Lee Carson.....Lafayette District

Fay Denney.....Lake Charles Division
 Betty Guidry.....Lake Charles T & D
 E. C. McGehee.....Riverside Station
 Ana Mae LeDoux.....Sulphur District

NAVASOTA DIVISION

Alma Greathouse.....Caldwell District
 Louise Satory.....Calvert District
 Jean Walker.....Cleveland District
 Maxine Price.....Conroe 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
 Hyacinth Eden.....Port Arthur Division
 Loraine Dunham.....Port Arthur T & D

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 Jerry Stokes.....Beaumont

Lloyd Clements.....Lake Charles
 Pat Griffith.....Navasota

Charles DeCuir.....Port Arthur

Editorially Speaking

ELECTRIC LIVING

Any American today who cannot chase the darkness from his home, however humble, merely by the flip of a switch is indeed unfortunate.

True, there are still many homes, situated in rural areas and even some few in metropolitan suburbs, that are without the benefits of electricity, but in comparison there are few.

Three, and even two decades ago, a lamp lighted home was not uncommon, for electricity was not the low cost item it is today, and for other reasons did not have the widespread usage that it does now. Today there are doubtless any number of Gulf Staters who never saw a lamp, except in the movies or at a remote beach or camp house, and with the passing of each day the lamp is becoming more and more a rarity. No longer is electricity itself termed one of the "modern conveniences" — it is like some of the other former "conveniences," a modern necessity.

As a matter of fact, good engineering and fine salesmanship have made electricity a **commonplace** commodity. Americans are so accustomed to merely flipping a switch for the so many chores that Reddy Kilowatt performs that they are not aware of how versatile, how convenient, how wonderful he really is. Like the proverbial well water, electricity is never missed until it is not there.

A good illustration of just how much our daily routine is actually **ELECTRIC LIVING** can be gathered from the following excerpts from a recent issue of the Port Neches Chronicle.

Power Failure Disrupts Area

All of Midcounty was thrown into a war-time blackout last night — when the main transformer at the Nederland substation — exploded —

Business throughout both Nederland and Port Neches was practically brought to a standstill. The Port Neches city council was forced to adjourn. Theaters were forced to shut down. Many cafes and business houses lighted candles and lanterns to carry on business. Homes throughout the area suddenly found their fans and electric ice boxes stopped in addition to the lights being out. As a result many people went driving in their cars to cool off, and the streets of both cities were crowded with curious people forced to get out in the cool night air.

Telephone service was interrupted during the two-hour interval except for emergency calls.

Both water departments cut down the water pressure to where only a trickle would come out of the faucets. People owning deep freeze boxes suffered two hours of worry, but the power came back on in time to save any food which might have spoiled. Lights at the Midcounty airport were off also, but fortunately no flights were scheduled.

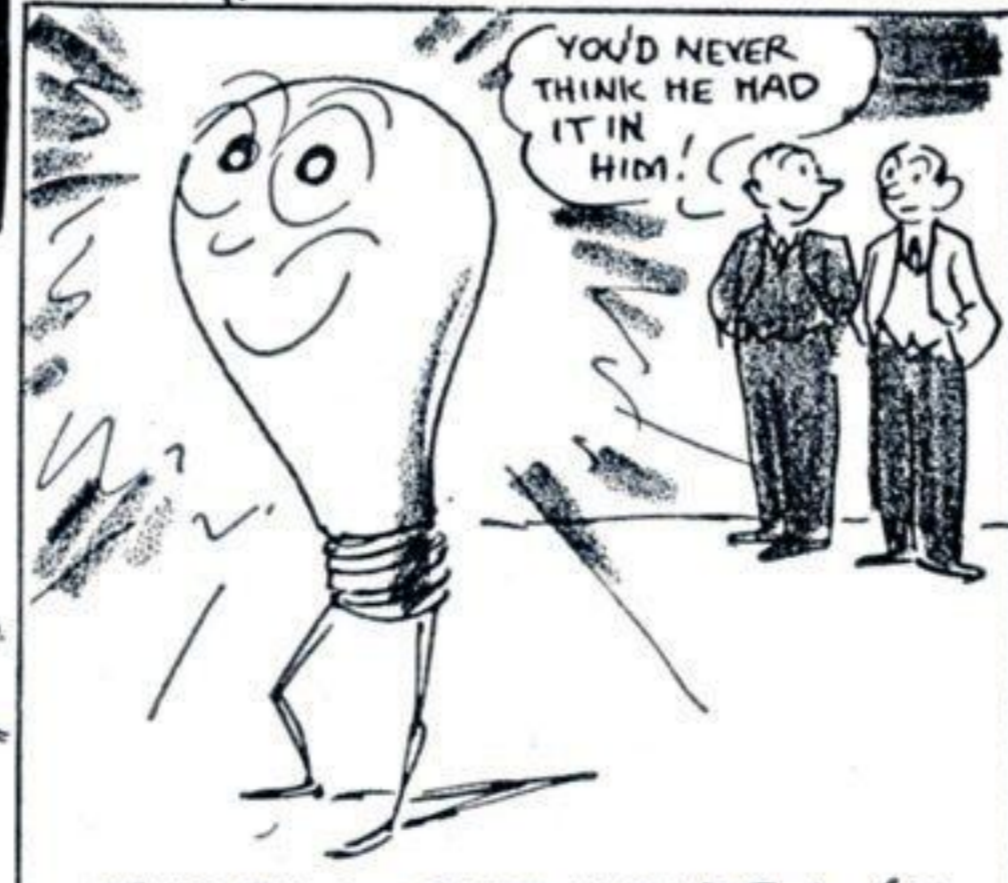
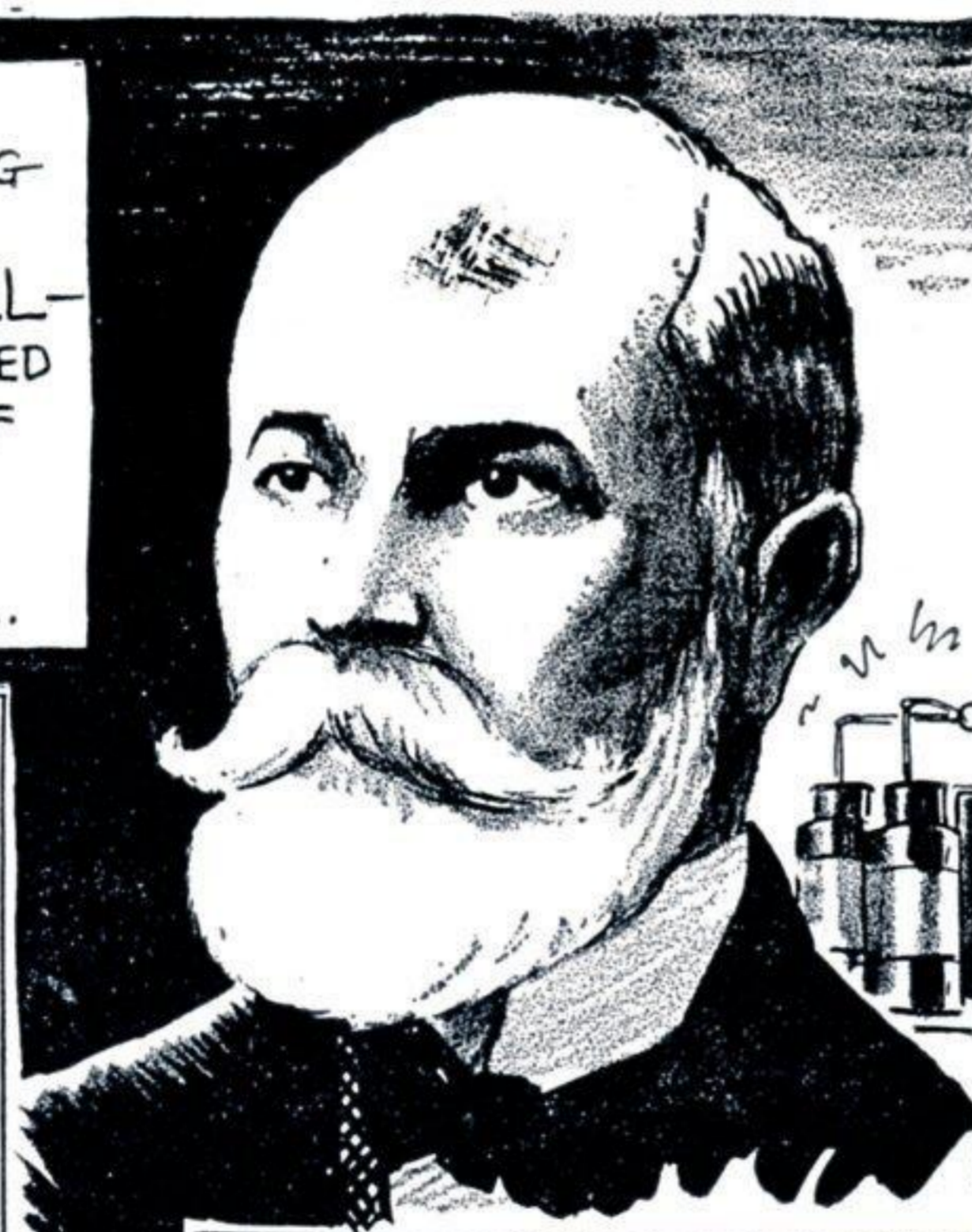
So you see, our business of providing **ELECTRIC LIVING** means a lot more to our friends and neighbors than we sometimes might think. It's true that the power plant men, the linemen and the servicemen have the direct responsibility of keeping the lights bright, but the rest of us have a likewise important job in providing some phase of this dependable, beneficial service that touches the lives of so many people.

Facts File . . .

EXPERIMENTS WITH MINERALS CONTAINING URANIUM IN 1896 BY HENRI BECQUEREL—FRENCH PHYSICIST, LED TO THE DISCOVERY OF RADIOACTIVITY, AND ULTIMATELY TO THE **ATOM BOMB**



PORTABLE X-RAY MACHINES ARE MAINTAINED BY MANY POWER COMPANIES TO LOOK THROUGH POWER POLES AND DETECT DECAY



THE FILAMENT INSIDE A 60-WATT LIGHT BULB RUNS A 4315 DEGREE TEMPERATURE WHEN IT LIGHTS UP

It isn't what you pay— It's what you get!

If you had to pay a million bucks
for that baby of yours, you'd still be
getting a bargain.

And you don't get many other bargains
these days of high costs.

Except electricity, of course!

Yes, electricity goes right on
being the biggest bargain in anybody's
budget. *The average family
is still getting twice as much
electric service for its money as it
got 20 years ago!*

One penny will light a
100-watt bulb for almost 3 hours.
Or whisk clean 3 tubs of washing!
Or run a radio a whole evening!

That little copper will vacuum clean
6 large rugs, run your refrigerator
for 5 hours, or tell you the correct
time for about a week.

*It isn't what you pay, it's what you
get, that's true. And when you buy
electricity, you get a lot—for a little!*



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