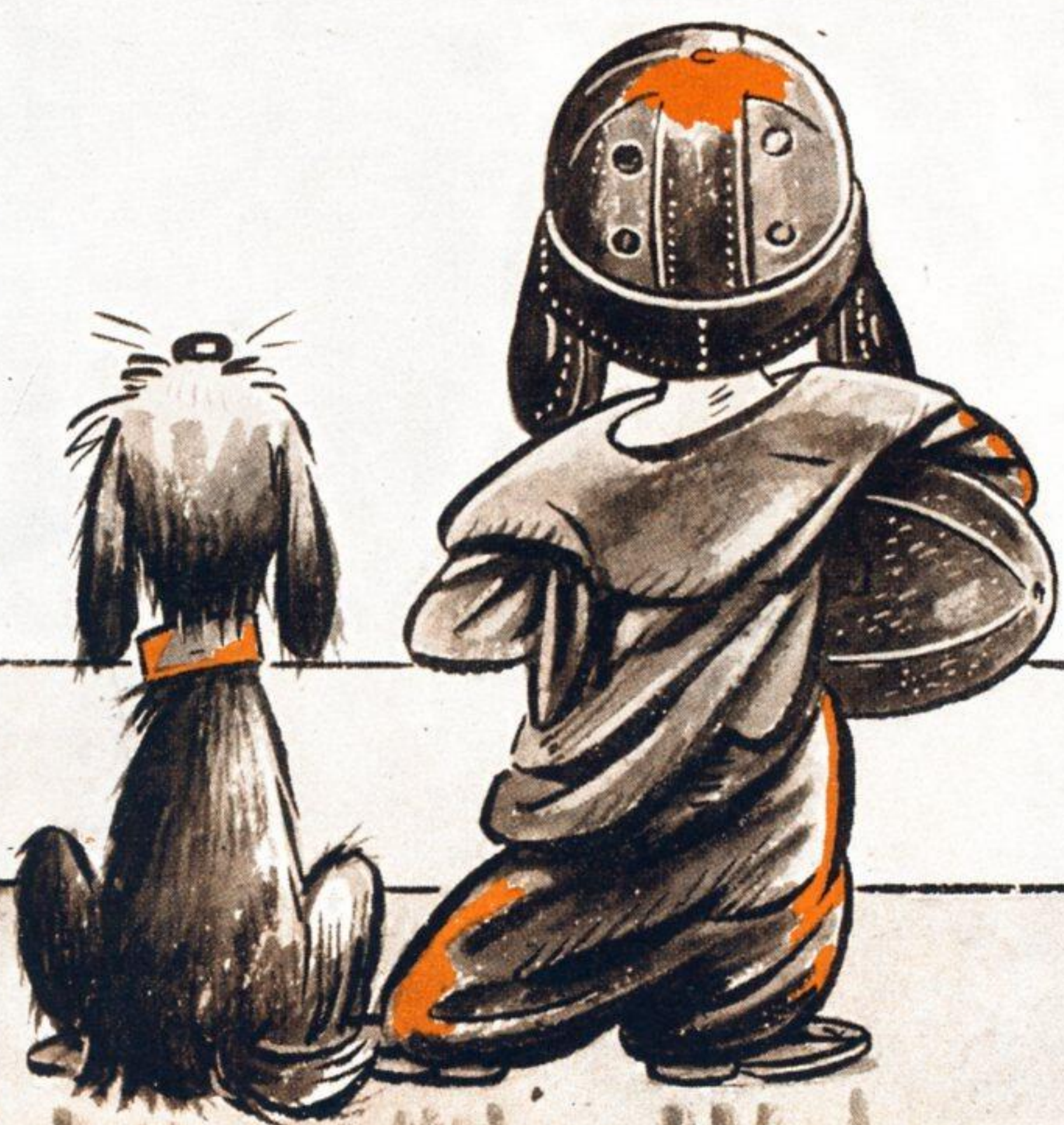
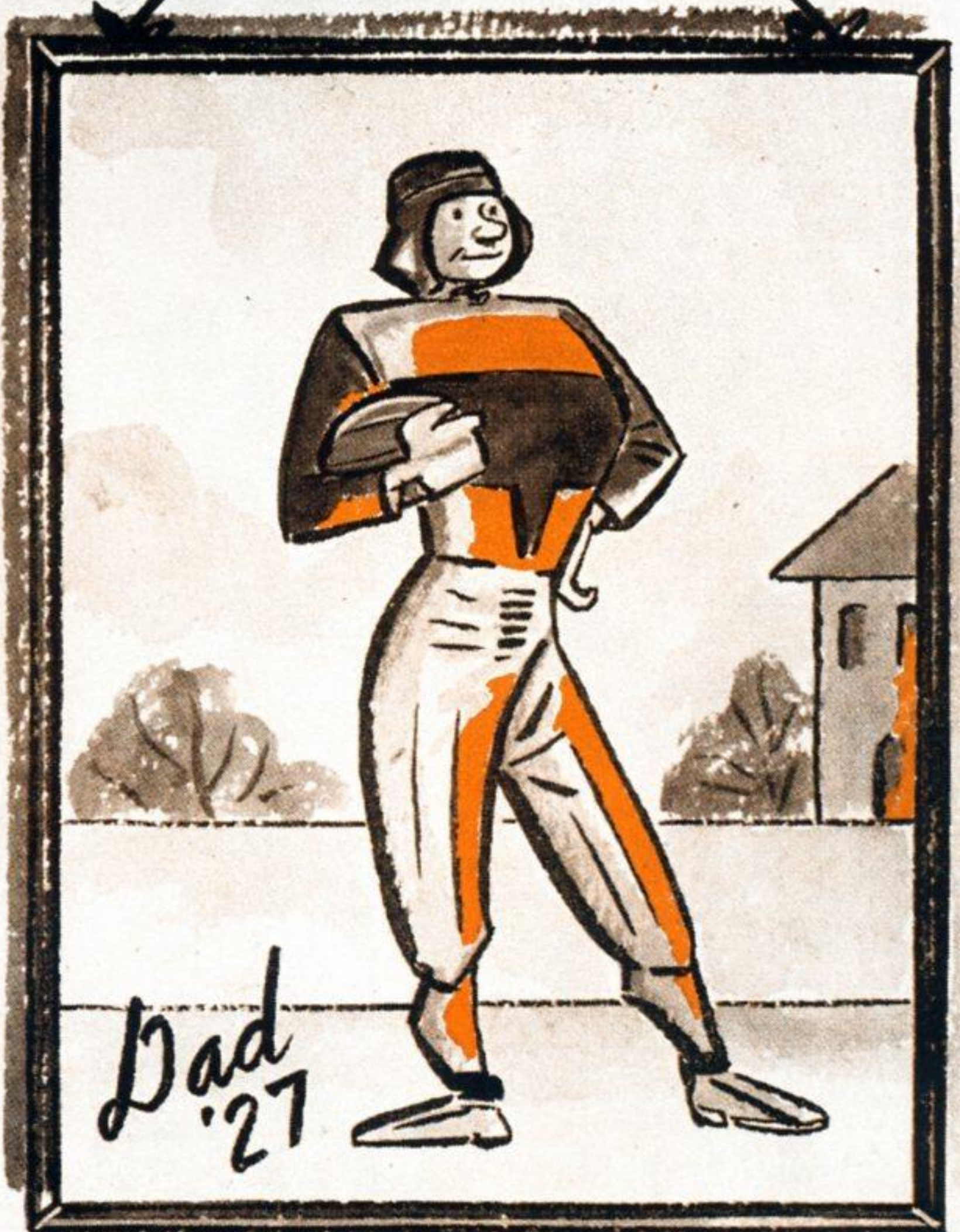
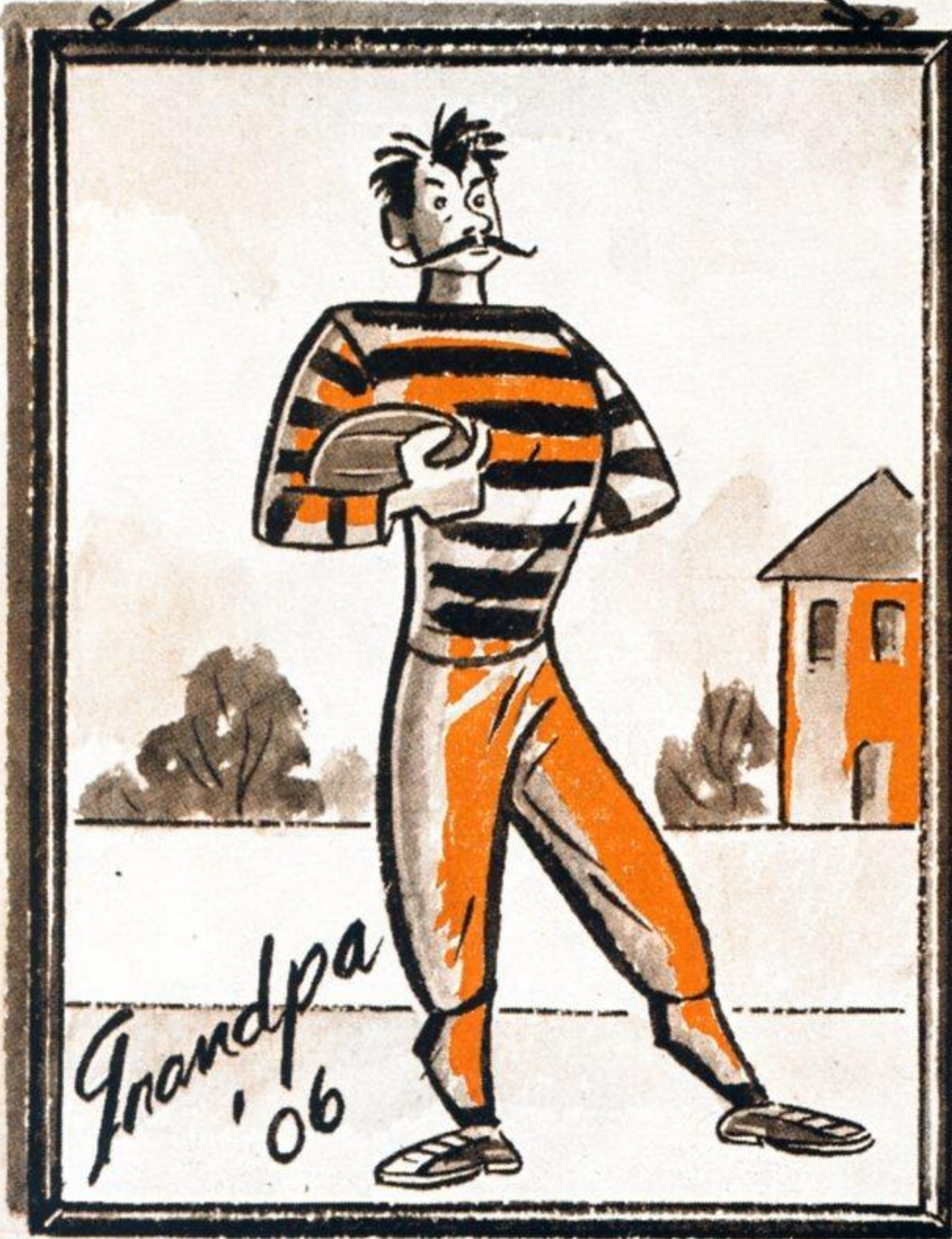


# Plain Talks

OCT. 1949



Dennis McCarthy



# WHAT

## GOES ON HERE?

# PLAIN TALKS

A magazine for employees of  
Gulf States Utilities Company

Vol. 27 No. 4



Oct., 1949



**R**EFEREE makes first down—  
or did he really just miss it?  
Field judge blocks out the nearest  
tackler—or was it clipping? If the  
officials call 'em—and play too—  
what kind of a game is that?

Folks wouldn't stand for that  
sort of thing on a football field—  
but it happens every day in the  
electric light and power business.  
Government not only regulates the  
electric companies—but is in com-  
petition with them at the same  
time!

The catch is that government  
sets up two different sets of rules.  
Government electric agencies pay  
little or no interest on borrowed  
money, and pay *no* Federal taxes—  
but our company and other electric  
companies do, and expect to. When  
government-in-the-power-business  
can't make ends meet—it gets a  
handout of tax money from the U.  
S. Treasury. Who foots the bill?  
American taxpayers — of whom  
you are one.

If government can get into the  
light and power business this way

—it can get into *every other busi-  
ness* in just exactly the same way.

In sixty-odd years, the self-sup-  
porting electric companies like ours  
have built for America the most  
and the best electric service in the  
world. While costs of everything  
else are way up (including the  
costs of making and delivering  
electricity) electric service is still  
the best bargain in the American  
family's budget . . . it does so  
much, and costs so little.

This is a good record for the  
thousands of people like us who  
work in power companies, and for  
the millions of people who invest  
savings in companies like Gulf  
States.

Don't you think electric com-  
pany employees and these men and  
women who have invested their  
saving in business managed elec-  
tric companies deserve a fair  
break?

Unless the trend is stopped it  
won't be too long until we, the  
people, find ourselves "servants  
of the state" and America will no  
longer be the home of the free.

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

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

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Madge Gonsoulin.....Port Arthur Division  
Lorraine Dunham.....Port Arthur T & D

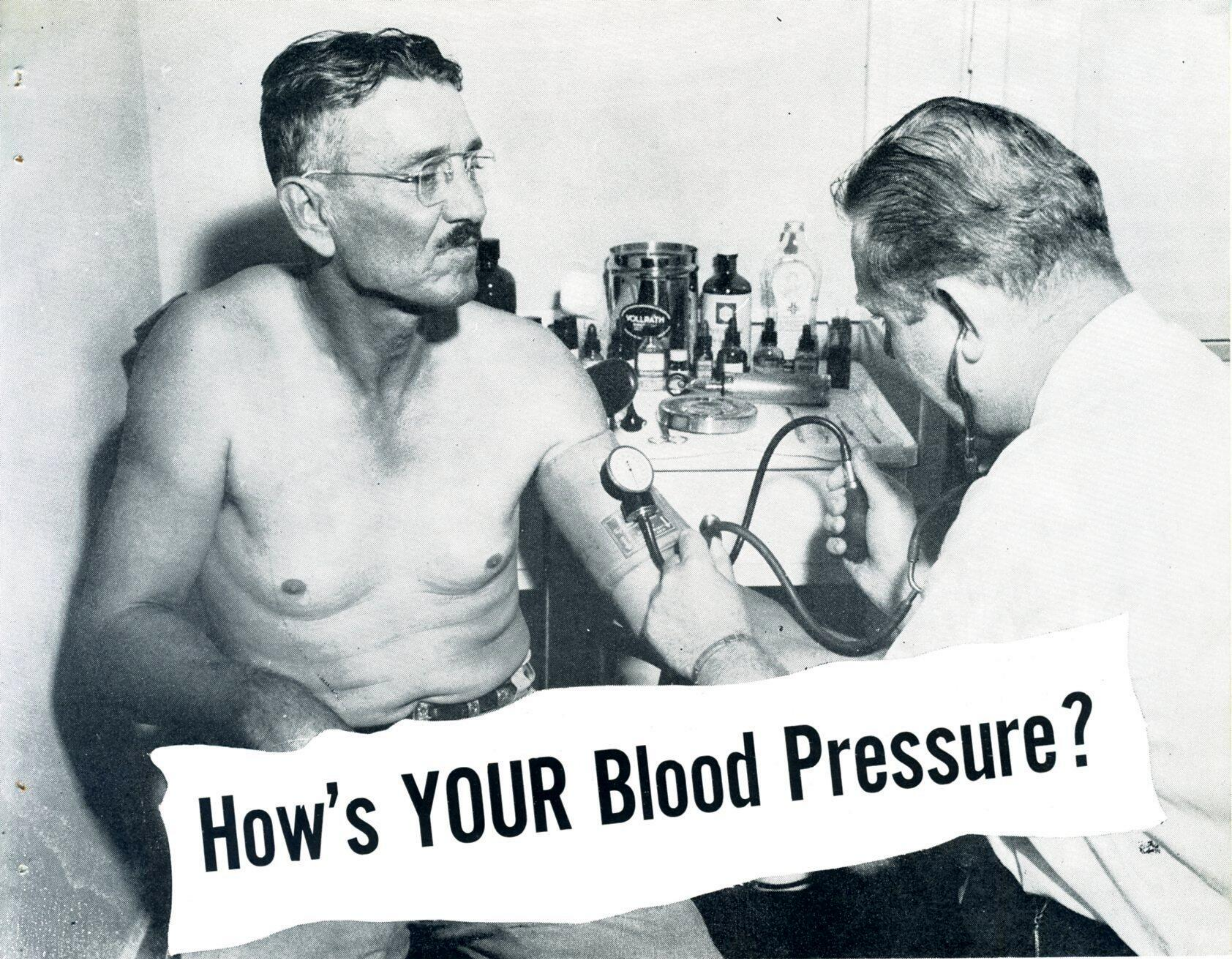
### PHOTOGRAPHERS

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Jack Burhoe.....Beaumont  
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Lloyd Clements.....Lake Charles  
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# How's YOUR Blood Pressure?

**VETERAN LINE FOREMAN W. B. "Oak" Ewing of Beaumont was one of the first Gulf Staters to get a check-up under the new free medical examination offered by the company. "Oak" is shown here getting his blood pressure checked. It was O.K.**

**Annual Health Check-Up  
At Company's Expense Now  
Available To All Employees**

**S**OMETHING new has been added to the company's expanding health program.

On the heels of our new "hospitalization plan," came the announcement that all employees who care to do so can now have a periodic physical check-up at company expense.

As a matter of fact the program has been underway for several weeks. Perhaps you are one of the hundreds of employees who have been examined to date. If you are, you now know

whether your blood pressure is normal and other useful things about the state of your health, and are in a position to act accordingly. The free physical examination service ties in nicely with the expanded health program which became effective on September 1.

The free examination being offered is substantially the same as the present pre-employment examination required of job applicants. It will reveal conditions that need correction and with the hospitalization plan available to help the employee financially, will put us in a position to take "a stitch in time and save nine."

Together they offer Gulf Staters an opportunity to be assured of better health, a longer and more useful life and a happier outlook. The periodic examination reveals ailments that should be corrected. The hospital benefit plan helps the employee financially to get them corrected.

Detailed schedules for examinations for members of all departments throughout the system have been worked out and are in the hands of department heads. Records will be kept and from them the company will decide how frequently examinations should be repeated for different age and job groups.



# Work Booms on Louisiana Station Expansion

NEW NO. 9 BOILER ALREADY FINISHED  
FIRST 40,000 KW TURBO-GENERATOR  
TO GO IN OPERATION BY NEW YEAR

A one month long pipefitters strike at Louisiana Station awhile back delayed construction considerably, but when L. T. "Paddy" Larsen, Stone and Webster construction superintendent said upon resumption of work, "We'll pick it up," he meant it.

The new 40,000 kilowatt No. 7 turbine, which prior to the work stoppage was scheduled to be ready for operation by Christmas, is now expected to be put on the line in January. Nine flatcars of turbine parts arrived at Louisiana Station during the first week of October and crews jumped right on it to get it assembled in the shortest time. Parts for the condenser arrived at about the same time and other workmen are also working to get this equipment operating in the quickest possible time.

A total of 790 men, including subcontractors, are presently engaged on the various construction projects at the plant.

The first major phase of construction at the station went into preliminary operation when the 650 lb. No. 9 boiler was placed in operation May 25. This is a dual purpose boiler, steam being used

first for operation of the station's turbines and then piped to the Ethyl Corporation or Esso Standard Oil Refinery plants for their use. This boiler was added because of the increased steam demands of Standard and Ethyl who together purchase 1,880,000 pounds of steam each hour from Louisiana Station.

The additional boilers, both the conventional type that are used only in generation of electricity, are now going up, with installation of the No. 10 unit being almost complete and the No. 11 unit getting started. These boilers, identical in design operate at 900 pound pressure, and 900° Fahrenheit steam temperature and generate 400,000 pounds of steam per hour.

Because Louisiana Station is a combination plant, furnishing large quantities of steam in addition to its electrical generation, unusually large amounts of water are required. This water is taken from the Mississippi River and treated before use in the boilers. This necessitates extensive water treating facilities which, of course, must be expanded as new boilers are added. Due to the increase in boiler capacity just made and that are now being added, the water treating plant

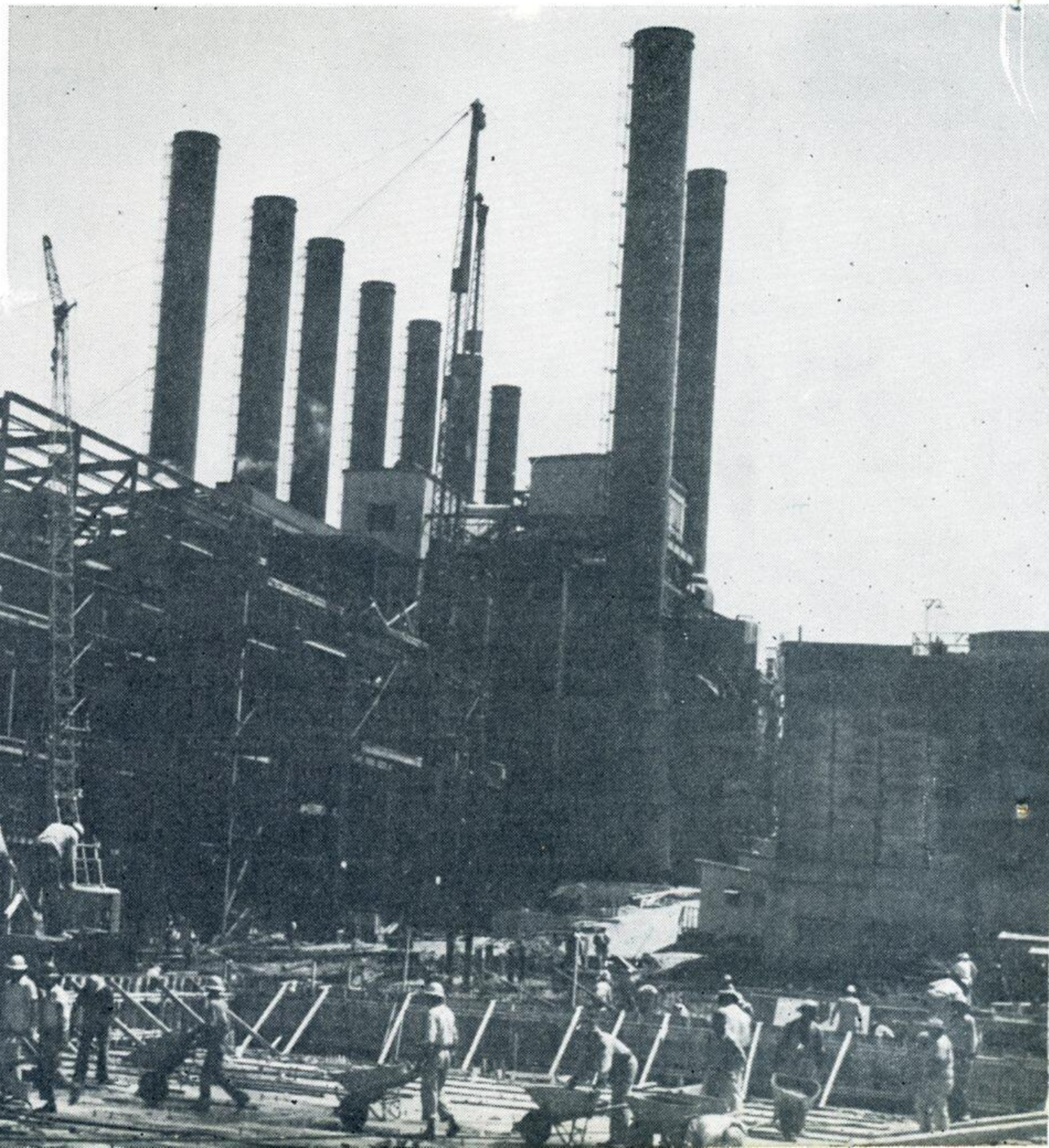
is also being expanded. Work on this project is 98% completed.

Foundations for a new cooling tower that will furnish approximately 80,000 gallons of condenser cooling water per minute to the new No. 7 and No. 8 turbine units is complete and the wood superstructure is now being erected.

New electrical feeders have just been installed to Ethyl Corporation, which in addition to being a large steam customer, is the largest single electric customer in the system, with a present load of 57,000 kilowatts which is scheduled to increase to 80,000 kw in the latter part of November. A new 24 inch, 135 pound steam line being constructed by Ethyl is past the halfway stage of construction.

There are also several other phases of electrical work being done at the station in connection with the expansion there. A new electrical bay is over 70% complete. A 33,000 volt substation is over 75% complete and the 132,000 volt substation is over 50% finished. The 132 kv switchboard is in temporary service, and will be ready for permanent operation when the substation is completed.

**ALMOST 800 MEN** working at Louisiana Station make it a beehive of activity. Here is a recent picture taken from the river side looking into the new plant extension. Work in the foreground is for the new station cooling tower, which although appearing adjacent to the plant extension is several hundred feet from it.





## "Hospitalization" Plan



**PAYS OFF!**

First claim was paid to Joe Robichau (seated) who gets his check from Emery Pintsch, Benevolent Assn. director. Looking on is Carl Larpenter.

**J**OE, your fever has gone up quite a bit and I think we had better make arrangements to take you to the hospital. This virus pneumonia can get pretty bad."

Events were moving a little fast for Joe. On Labor Day he had had a big time celebrating his holiday at the beach. That night he hadn't felt so good but had managed to come to work the next day. Later in the day he saw the doctor and was sent home to bed. The day after that the doctor bundled Joe off to the hospital.

Joe Robichau is an engineering assistant in the system engineering department at Beaumont. He's young, healthy, and quite active, not the kind of fellow you would expect to see so sick that hospitalization was necessary.

In fact Joe himself thought so little of being sick that he neglected to vote on the hospitalization and surgical benefit plan when it first was submitted. However, when the issue came up a second time he voted for it (although he didn't expect to get sick any time soon) and after its adoption, signed up.

So when Joe got so sick he had to have hospital treatment he didn't have the additional worry of money problems. Joe knew his hospitalization policy, together with his regular Benevolent Association benefits, would take care of the greater portion of this expense. And it did.

After Joe's six days in the hospital he filed the necessary claim with Emery Pintsch, Beaumont division director of the Benevolent Association, of which the hospitalization plan is a part.

A few days later, and even before Joe had paid a premium, the first check in payment of a Gulf States claim was delivered.

Although Joe received the first payment of a claim in the company, there were others receiving payments too.

Among the other claimants were several dependent members, that is, wives or children of Gulf Staters.

One Baton Rougean's wife had an emergency operation.

(Turn to page 16)

## LIGHT'S 70th BIRTHDAY



THOS. A. EDISON  
1847 - 1931

Seventy years ago, this month at 9:11 p. m. on October 21, 1879, to be exact, three weary young men, after forty hours of constant vigil, watched a horseshoe-shaped carbonized thread filament in a glass globe flicker and die.

Thomas Alva Edison, only 32 years old, turned to his two assistants, one 22 and the other 33, with the remark, "Good, but not good enough, we'll improve."

Thus was born the incandescent electric lamp, and with it was born a new era. Civilization was started on its march down the path of "The Electrical Age." It was to be illuminated by the incandescent electric lamp that had just been invented by Thomas Edison and which, in a comparatively short time, was to brighten the highways and byways of the world.

But at that time there was only the lamp. Humanity was denied its use because there was no method of transmitting the electricity necessary for its practical application. This to Edison was but another problem to solve. He visualized electric light in every home, in stores and factories and lighting for our streets. To accomplish this he conceived the idea of a central station generating electricity to be distributed over a wide area. This too, he accomplished with the now famous Pearl Street Station in New York City. From Pearl Street electric lines started growing. Then new stations grew, and today other lines from other central stations serve homes in these United States. All use electric lights.

Edison's invention of the incandescent light is considered his greatest contribution to civilization. Certainly this and the other 360-odd that dealt with electric lighting, power distribution easily tops his numerous spheres of endeavor.

Truly Edison merits the honor and gratitude of every electric service company employee in the world. Hundreds of thousands of people in this industry are employed today because of him.



# Look at YOUR Lighting...

EMPLOYEES ARE ELIGIBLE FOR BONUS BULBS IN THE CURRENT LAMP CAMPAIGN



ARE you one of those sneaky "Bulbsnatcher" characters? Have you "bathed" the diffusing bowls on your lamps lately? Are you doing *right* by the light in your life?

Light is an important thing. We aren't conscious of it, but light is essential to seeing, without it we would be as blind people. Light is like the water in the oft mentioned well, it isn't thought of until it's gone. Thanks to the bountiful goodness of nature, old Sol furnishes us all the light we need in the daytime—and we don't even think about the sun, we know it rises every morning. And then at night we just flip a switch and there's some more light. It's too simple—you get it almost as easily as the air you breathe. But it's too important to be dismissed so carelessly. It's not fair to our eyes.

Our poor, overworked eyes are constantly busy with this job of seeing every waking minute. Outside of the organs necessary to keep us alive, our eyes probably have more work to do than any other part of our body. It is said that more than 80 percent of all the impressions we receive come through our eyes. So it is imperative that these precious eyes have plenty of light and it should be **good** light. Eyes shouldn't be abused trying to save a couple of pennies a day. You only get one pair in a lifetime, and when they start failing you can't get an

overhaul that'll "fix 'em like new" either.

On first thought it would almost seem like taking coal to Newcastle to tell a group of Gulf Staters about the need for good lighting. But Gulf Staters are just like all other humans, even like the proverbial shoemaker who quite frequently is seen wearing run down shoes — you may be fairly conscious of the other fellow's need for adequate lighting, but rather careless of your own requirements.

So while Gulf States is sponsoring one of the biggest lighting campaigns ever seen in its service area, it seems a good time to call to the attention of Gulf Staters the importance of good lighting and that now is the time to 'brighten the corner where you are.'

Practically every home in the 27,500 square miles served by Gulf States lacks good lighting. This may sound like an overstatement, but the people who know lighting will vouch for its accuracy. You are one of those customers. Is your lighting o.k.? Check up and see where you stand.

Now good lighting, in its simplest terms, must meet four major requirements There must be:

1. Enough light for the task at hand.
2. Freedom from glare, both direct and indirect.
3. Proper distribution of light.
4. Proper direction of light.

The sun, of course, provides adequate light for seeing, even on cloudy days. On a bright sunshiney midday there may be 10,000 footcandles in the open; in the shade of a tree 1000; on a shady porch 500. Yet some homes, and other places where eyes are used in working, show only THREE or FOUR footcandles, less than one percent of the light on a shady porch. Obviously, this is not enough for anything but general illumination.

So get enough light to do the job right. Use big, bright bulbs. It doesn't cost but a few cents more a month to have better lighting, and it will probably save a lot of trouble and expense later in fitting glasses. The slogan "EYESIGHT IS PRICELESS, GOOD LIGHT IS CHEAP" is a very true one.

Now just a lot of light isn't good either. It must be light that is free from glare also. Be sure no bulbs are exposed to the eye. Avoid reflections from a book, desk or other objects by having all lamps and fixtures shaded to provide diffused lighting.

Proper distribution means throwing the light upward and downward over wide areas. Do not confine lighting to one spot. A diffusing bowl and a light-lined shade large enough to furnish a broad spread of light, together with supplementary lighting from another source, is the best method of providing proper distribution of light.

Proper direction of light, of course, means placing the source of light where there will be no shadows on the work being done. A good rule to follow is to have the light coming from the left for right handed people and from the right for left handed people.

Table, floor and wall lamps are the most convenient and practical means of providing good light where you want it. Gulf Staters have every inducement to have the best lighting equipment in the neighborhood. It will benefit you and your family and be an example for your friends so that they too will benefit, if you get the lighting you need.

The present lighting campaign offers a further incentive to everyone to stock up on bulbs so that never will your face be red at having to snatch a bulb from one place to use in another. As our advertisements are saying to everyone who can read— **get good lighting now—fill those empty sockets.** This is one time it will be to your advantage to get "all lit up." Don't delay—do it today!



## Winds and Rain of

# H-U-R-R-I-C-A-N-E

## Find Gulf States **PREPARED**

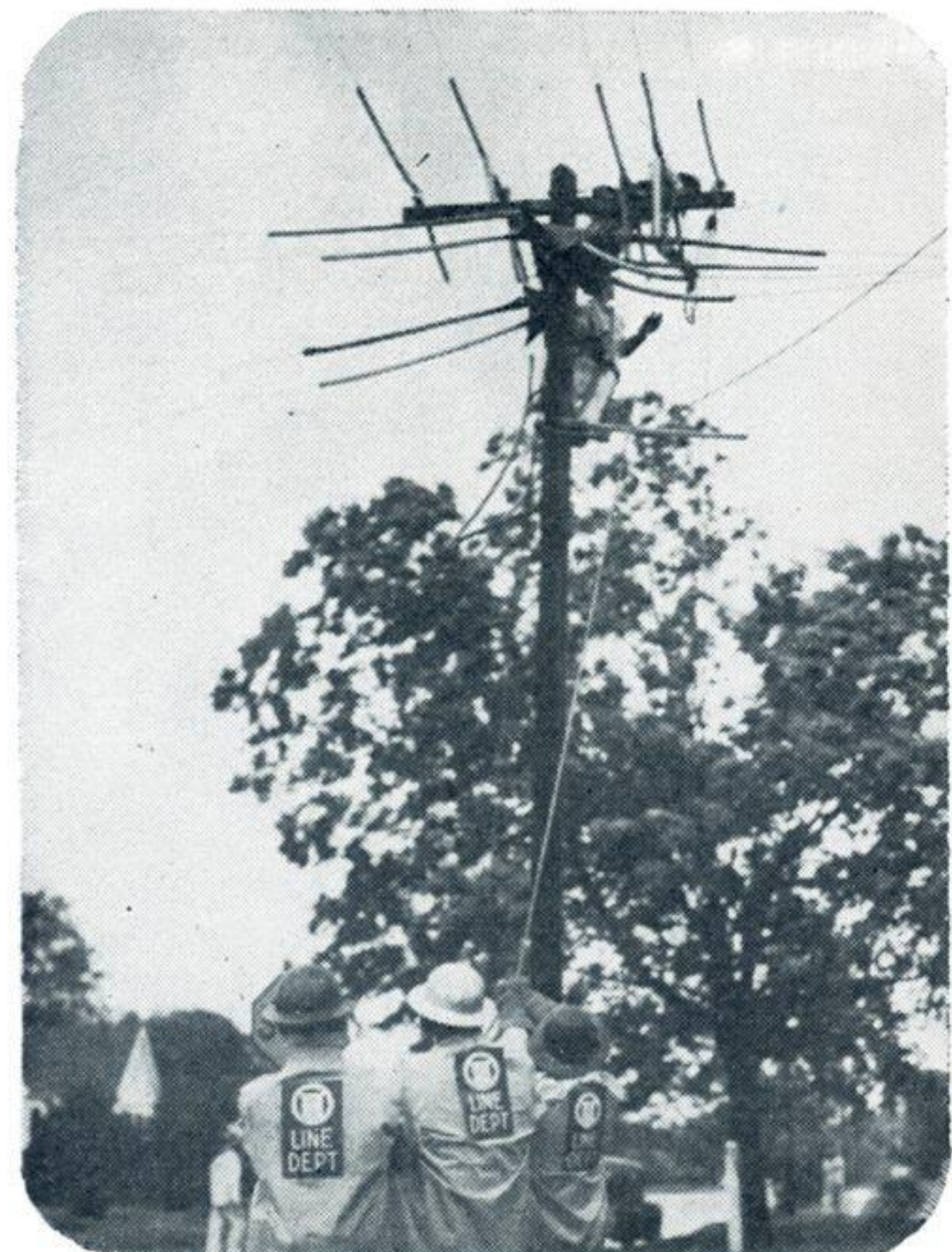
When word came on Monday, October 3 that the tropical hurricane would probably move inland between Galveston and Lake Charles, it looked like Gulf States was in for a terrific beating. Power plants were alerted and line crews shifted to strategic positions. Switchboards remained open and radio operators stood ready. The night was a long one for many supervisors, linemen, servicemen, production men and other employees, and a wet one, too, for many of them.

But at the last minute the storm swerved and damage—considering how heavy it

Port Arthur, Beaumont and Navasota might have been—was relatively light. divisions were hit by winds of gale force and falling trees and flying limbs took their toll of distribution lines. But most of the system escaped and, as a result, extra men with necessary equipment were able to move from unaffected areas to other hard hit areas where they were badly needed. Our short wave radio network, as usual, proved of great value in the emergency. Damage was repaired in record time.

The men on the job did not spare themselves and the company did not spare expense to restore service as quickly as possible. The job was a credit to our

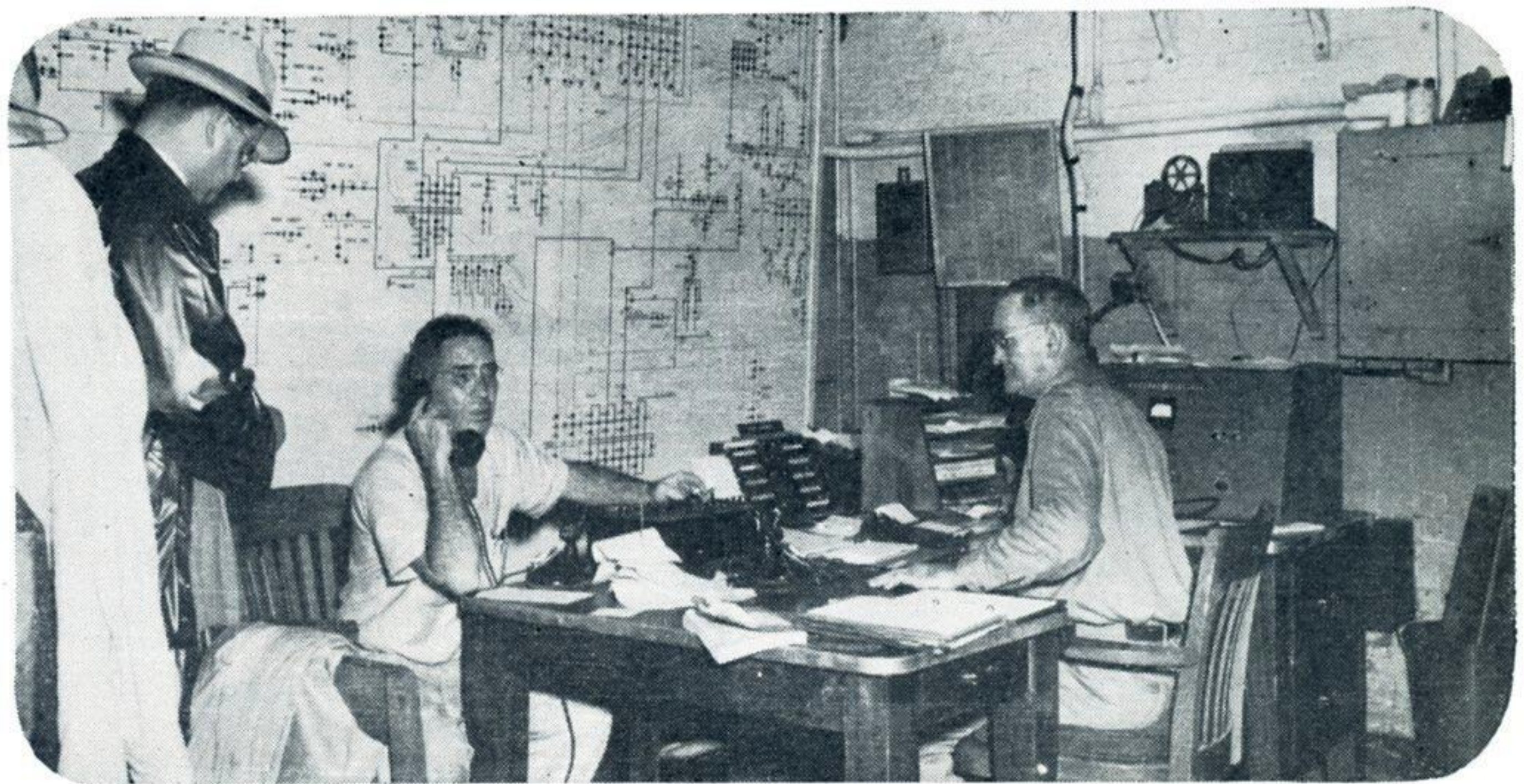
**DAWN** found Beaumont line crews working like fury to restore service to the residential area of the city. This (below) is Bill Purdom's crew.



personnel and to the company. My thanks and appreciation for a job well done.

*Roy Nelson*

**HIGH WINDS** almost blew down some transmission line poles near Neches Station, and despite the high water men in Jimmy Morrison's crew (below) anchored the pole so it wouldn't fall. One of the most important "tools" utilized during the storm was the 2-way radio. From 50 to 75% more work was done because of this equipment which is set up in the dispatchers office. Virgil Shaw, W. E. "Shorty" Herrin and J. B. Flanagan are shown relaying orders during the early morning. Port Arthur was much harder hit but, we regret, no pictures of our men at work were available.



## G.S.U. Too Busy to Note New KWH Mark

Because most of us were so busy selling kilowatts, making kilowatts and distributing kilowatts that a kilowatt event worthy of note in the current history of Gulf States went by virtually unnoticed recently.

This event, which in our younger days would have merited a small celebration, no less, was just another figure in the today's busy operations. The event and the figure was that Gulf States is now selling the average residential electric customer over 1400 kilowatt hours annually. The latest exact figure as this is written is 1419 kilowatt hours.

It was in July that we passed the 1400 mark, and coincidentally it was in July ten years ago that we moved into the 1000 class. While still not up to the national average, Gulf States is doing a very fine job in Texas and Louisiana, particularly considering the large number of rural customers also being added to the system. The promotional work launched by the residential sales department this year and scheduled to be continued throughout 1950 and later should see the average annual residential usage figure continue to go up and up.



# dollars

## don't grow on trees!

Most of us can remember that as kids our parents tried to impress on us the basic fact of life that "dollars don't grow on trees."

They explained that money we needed to grow up enjoying life, liberty and the pursuit of happiness had to be worked for and wasn't simply a gift of the gods.

As grown-ups we know from personal experience that what our parents told us is true. Money does not grow on trees, either literally, or figuratively. We know that we must work for what we get.

Another basic fact of family financing which we also know from personal experience, is that after we pay all of the taxes and our household operating expenses we don't, as a rule, have enough cash left from salary or wages to pay cash for our cars, or houses, or some of the other things we want, or need.

We must sign notes, or mortgage property in order to get a bank or some other lending agency to put up the cash we need to swing these "big" deals. And we pay interest whenever we borrow.

Basically, the financing problems of our company are somewhat similiar to our own as heads of average households.

The company takes care of ordinary expenses, like fuel, payroll, maintenance, and taxes out of the wages it receives for working to supply various services supplied to customers. But when it needs a bigger "house"—larger power plants, lines, etc.—to take care of the needs of our growing "family" of customers, it must "borrow" the large sums required just as we as individuals do in similiar circumstances.

In order to borrow at all, and at a reasonable rate of interest, the company must have a good credit rating. The company must show folks with money to invest that it has a steady job and that chances are good that its wages will be sufficient to cover its operating expenses

with enough left over to make proper payments on money borrowed. The lender wants assurance that he can get his interest and principal when due.

The additions that have been added and must still be added to our company's "house" during this year alone are costing about \$32,000,000.

Obviously, the company can't build additions costing \$32,000,000 out of its wages which amount to about \$25,000,000 when most of this money is required for "household expenses" and for interest on money previously borrowed. That's why the company, as long as it continues to grow, must continue to "borrow"—issue new bonds and stocks—to obtain new capital and that's why, now and then, you see items like this in the paper.

When someone figures out how to make money grow on trees, he can get a good price for the formula. Until that time it looks like we will **all** just have to go on borrowing when we need money in large amounts to build additions to our respective homes to take care of growing families.

One reason why our company has been able to secure needed capital for expansion is that investors everywhere are aware of the rapid and substantial development being experienced in the great Gulf Coast. Just as a banker or other money lender asks you who you work for, how long you have been employed and considers your prospects for continued employment, so do the people with money to invest consider our company's past record and its prospects, its organization and management, and its ability to pay.

Pictured are some of our "employers", who with others like them, are among important reasons why investors consider it a good bet that this part of the Gulf Coast will continue to grow and prosper—and that the company will continue to have steady work at fair wages. From left to right and top to bottom, they are:

1. American Rice Growers Association Rice Dryer, Raywood;
2. Texas Gulf Sulphur Company, south of Liberty;
3. Kaiser Permanente Corporation and Senter Plant, Baton Rouge;
4. Copolymer Corporation, Baton Rouge;
5. Esso Standard Oil Company, Baton Rouge;
6. Solvay Process Company, Baton Rouge;
7. Levingston Shipyard, Consolidated Western Steel and Navy Berthing Area, Orange; and
8. McCarthy Refinery, Winnie.

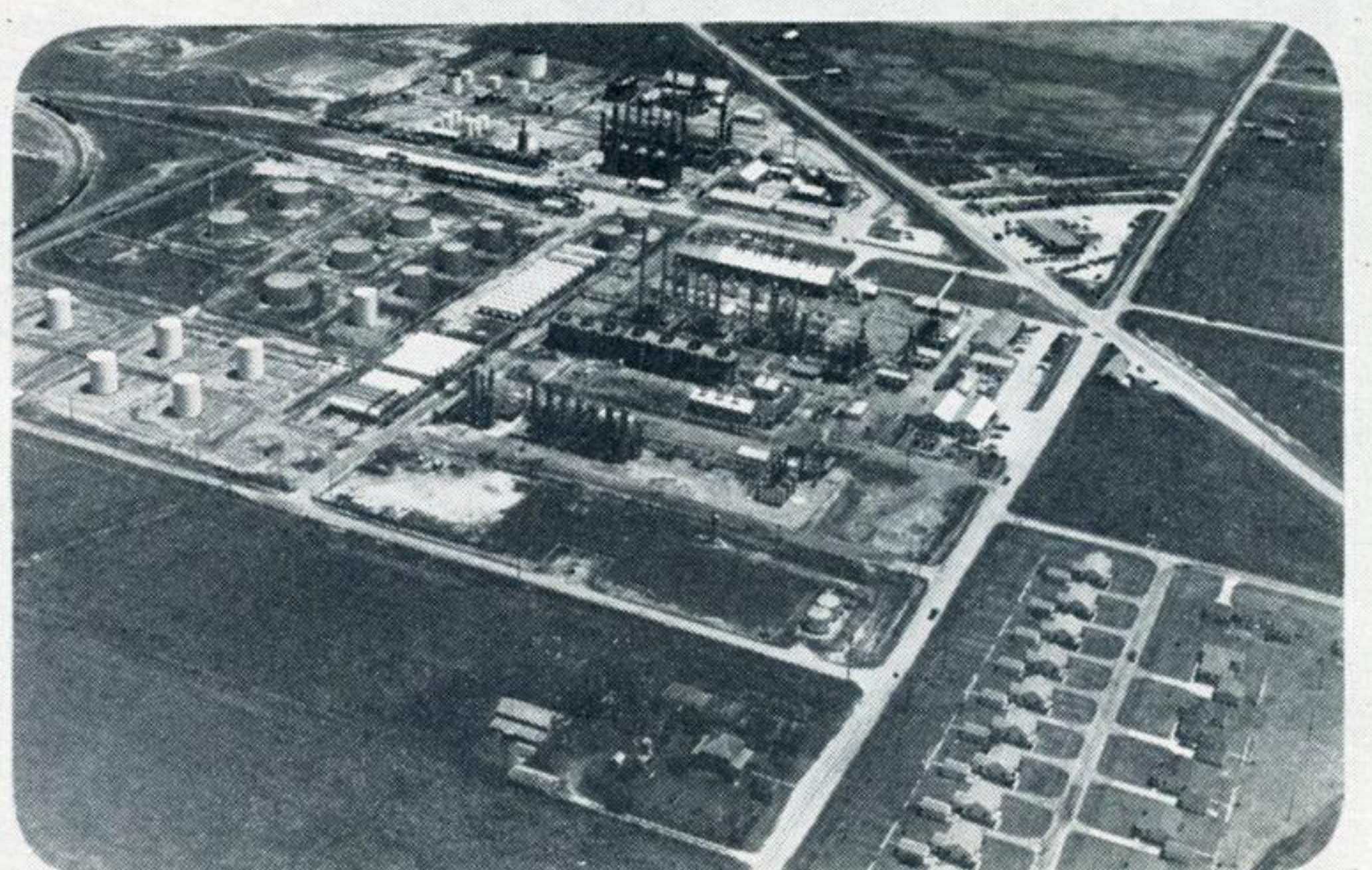
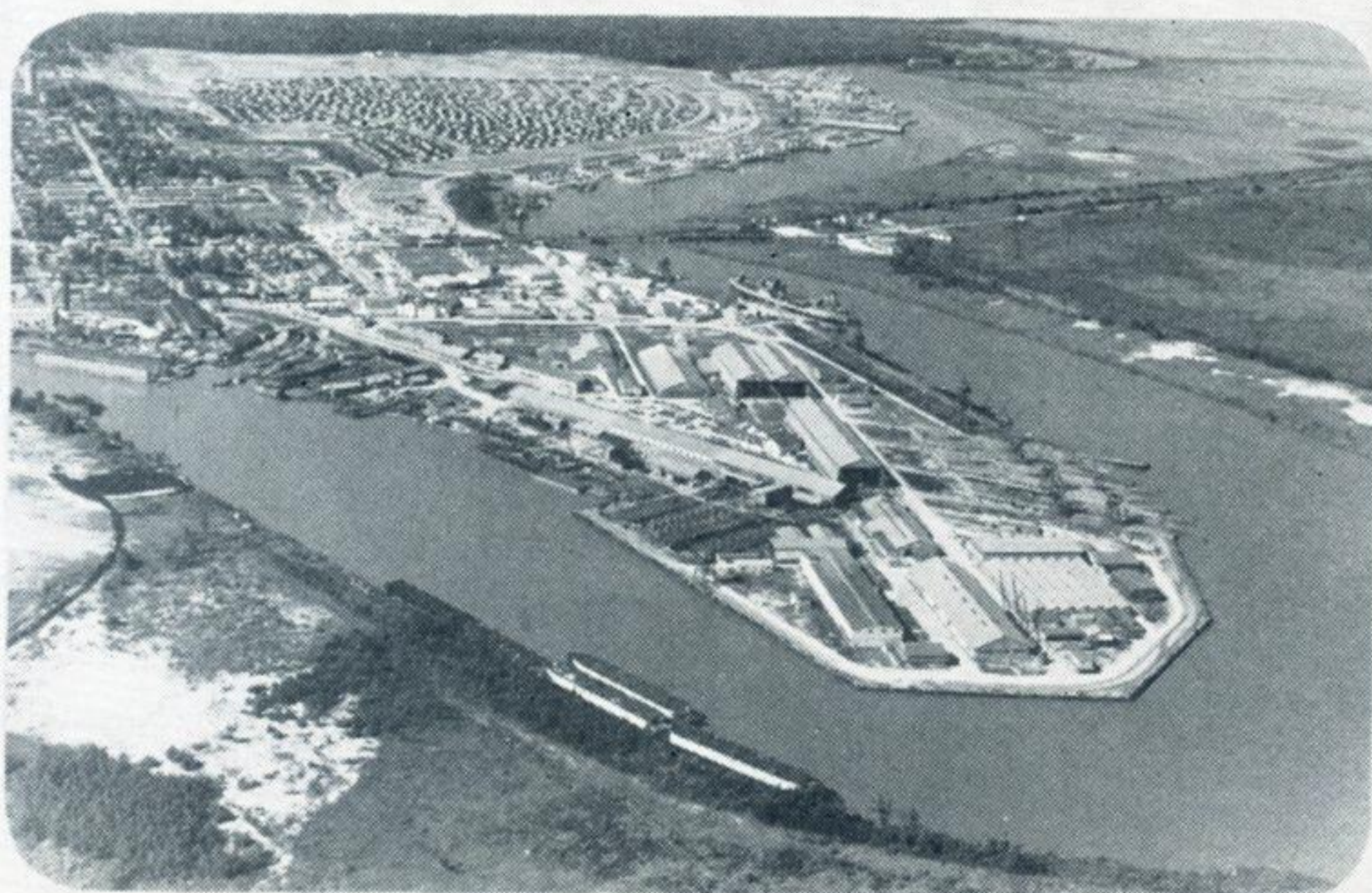
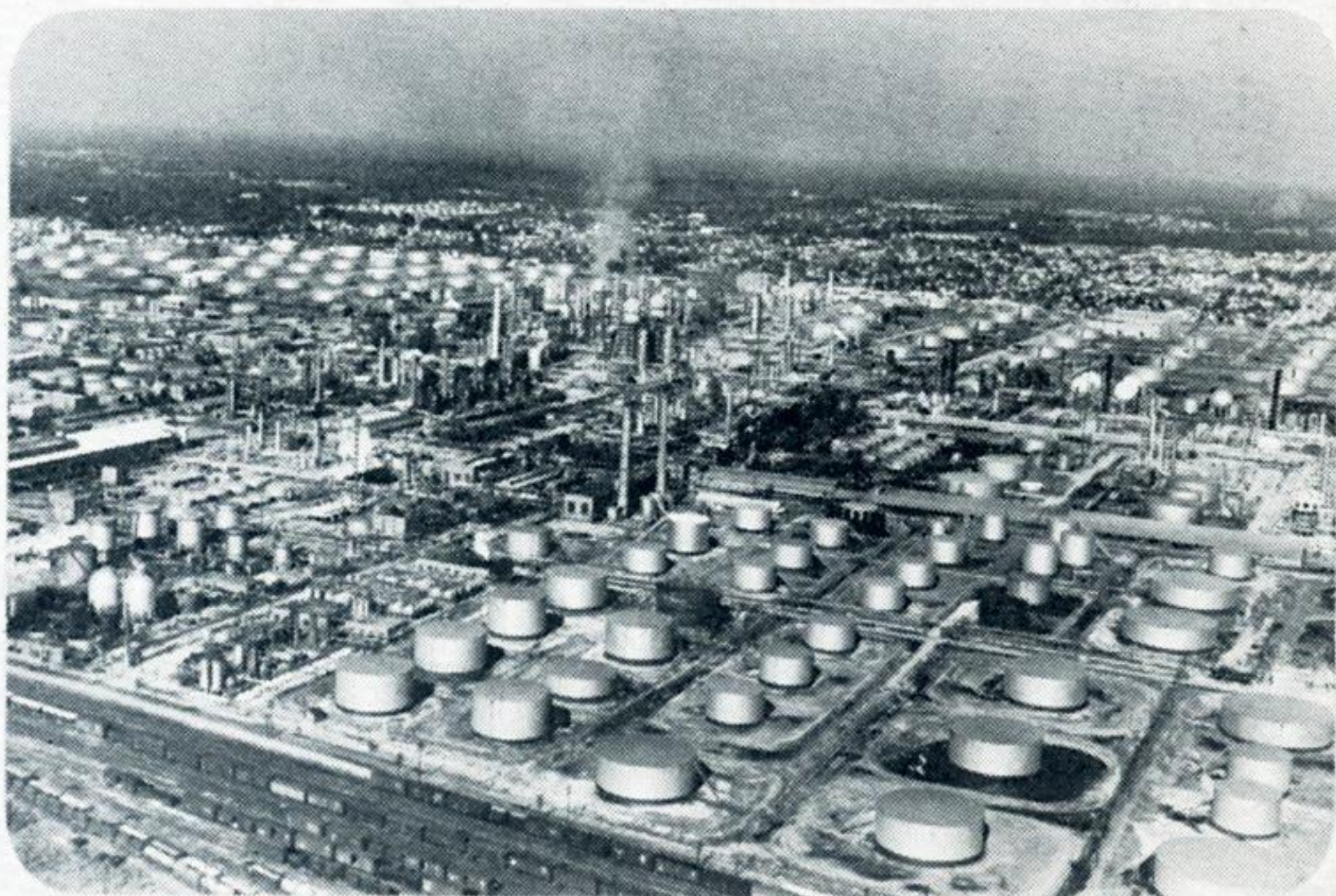
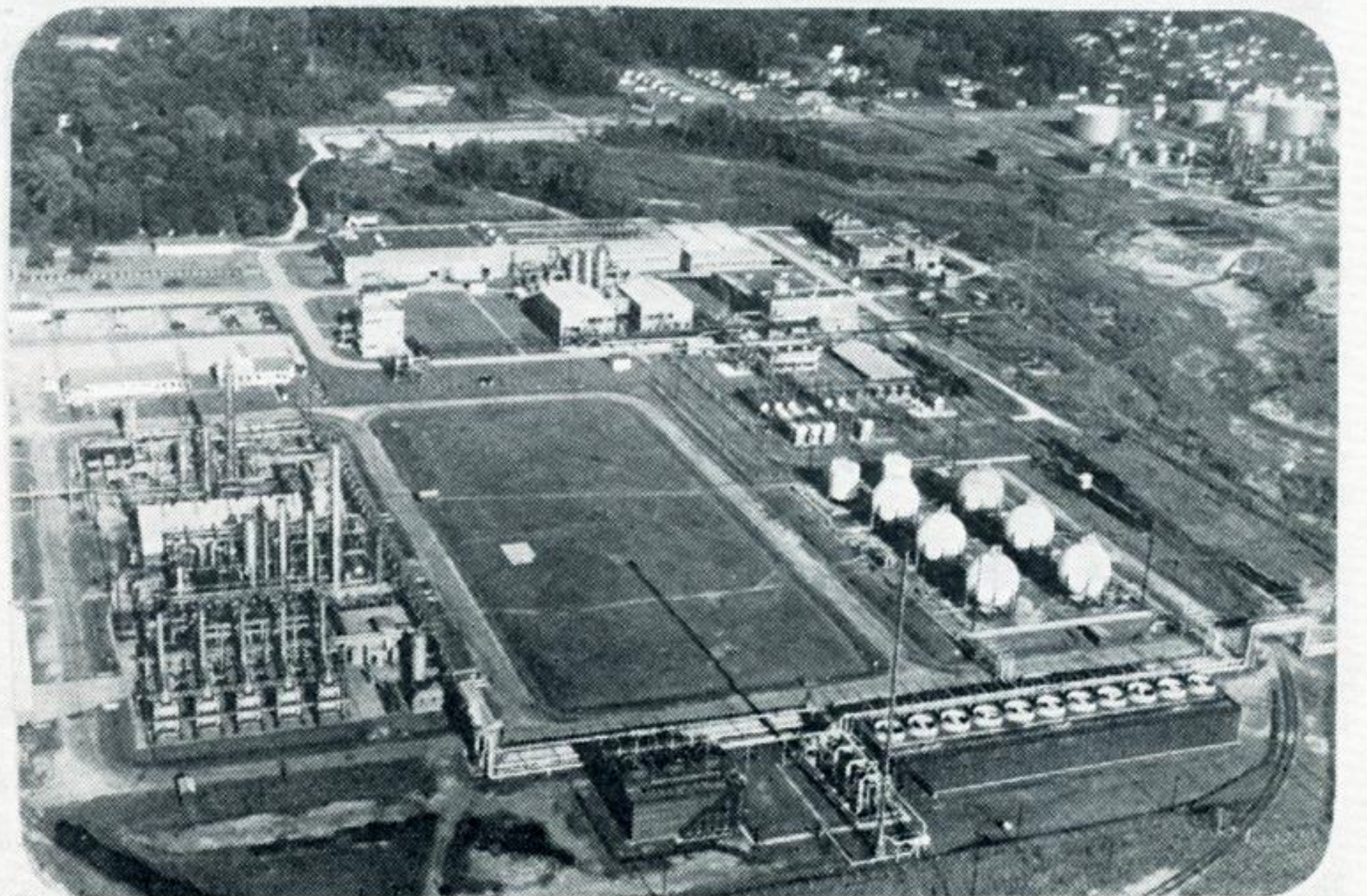
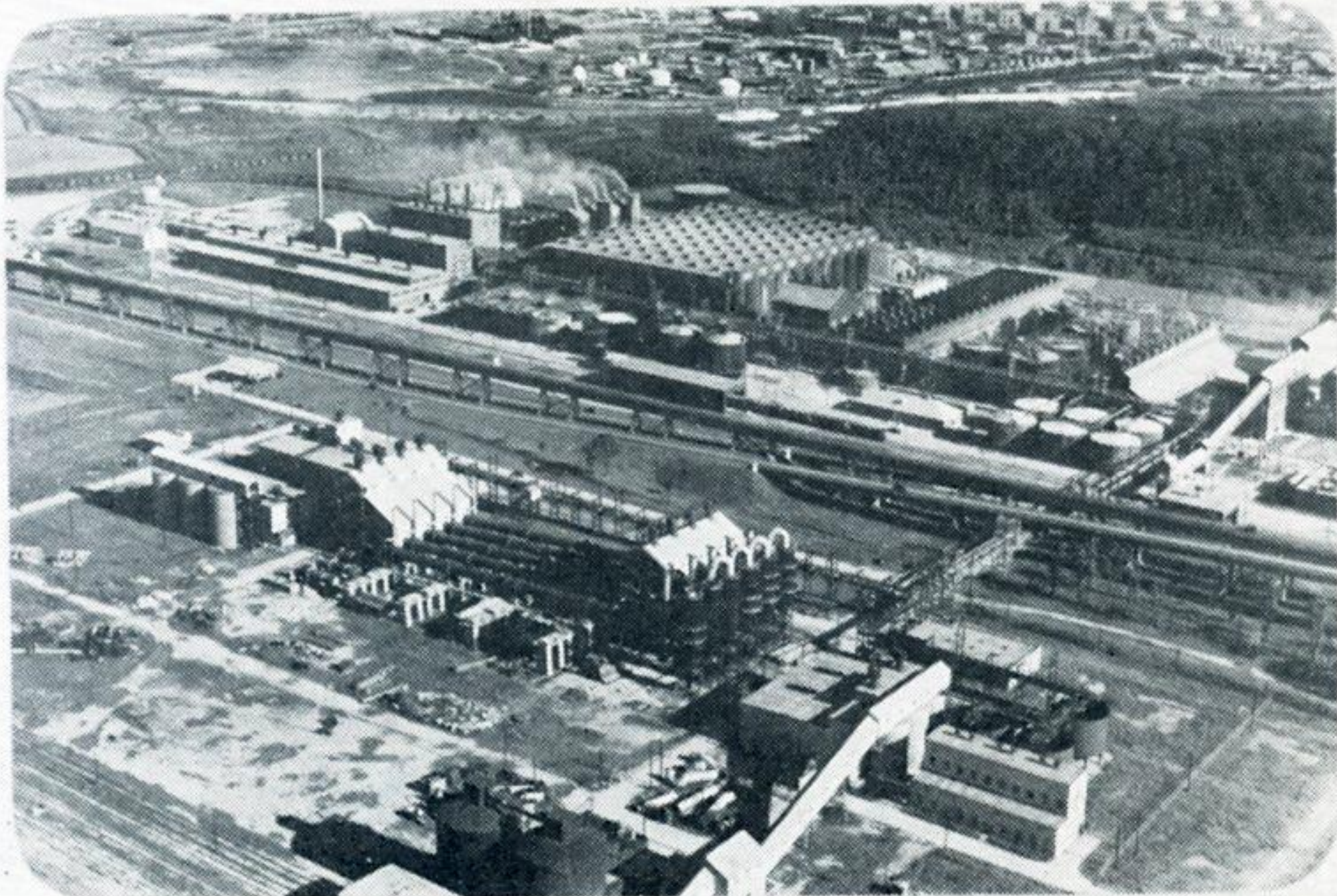
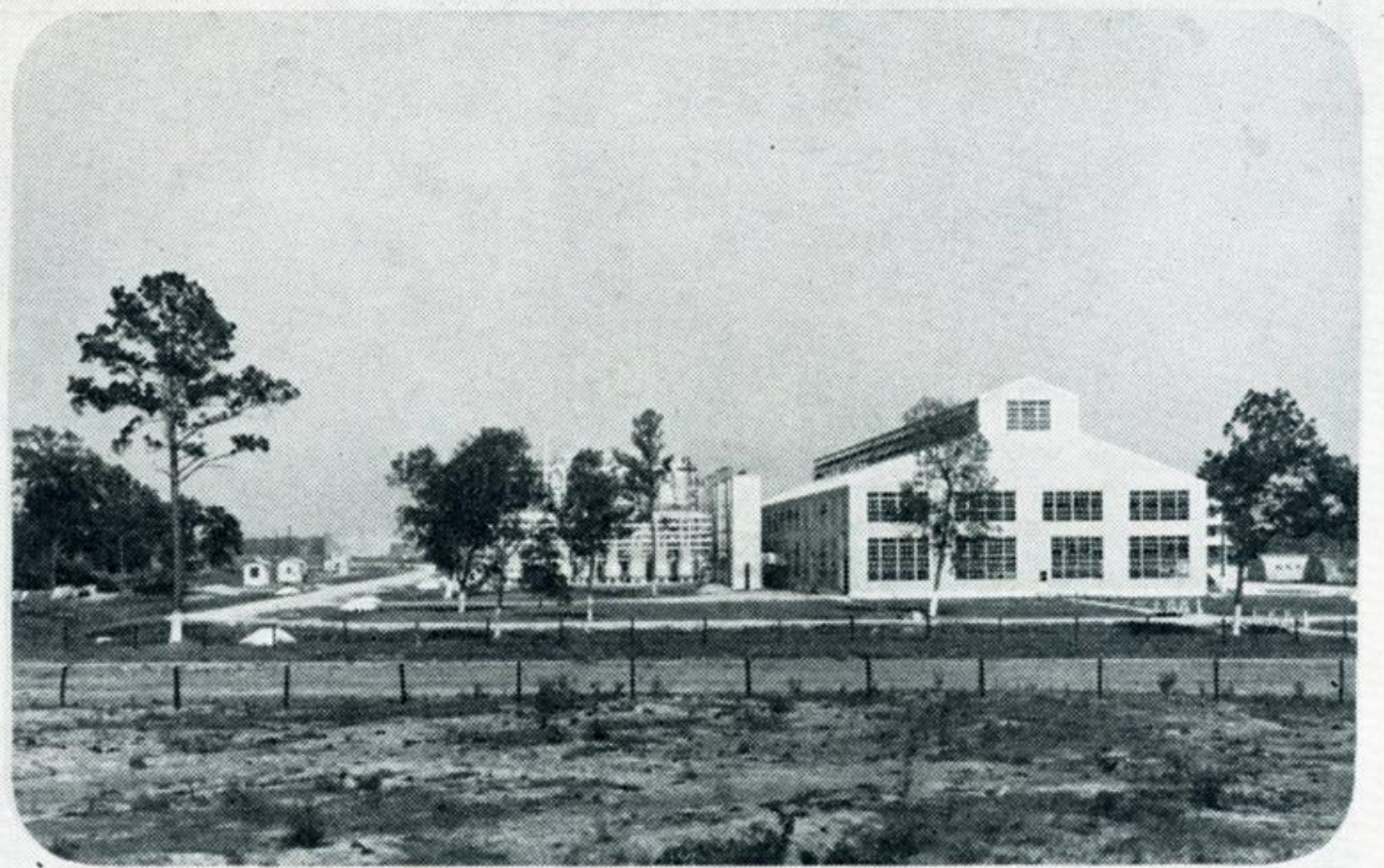
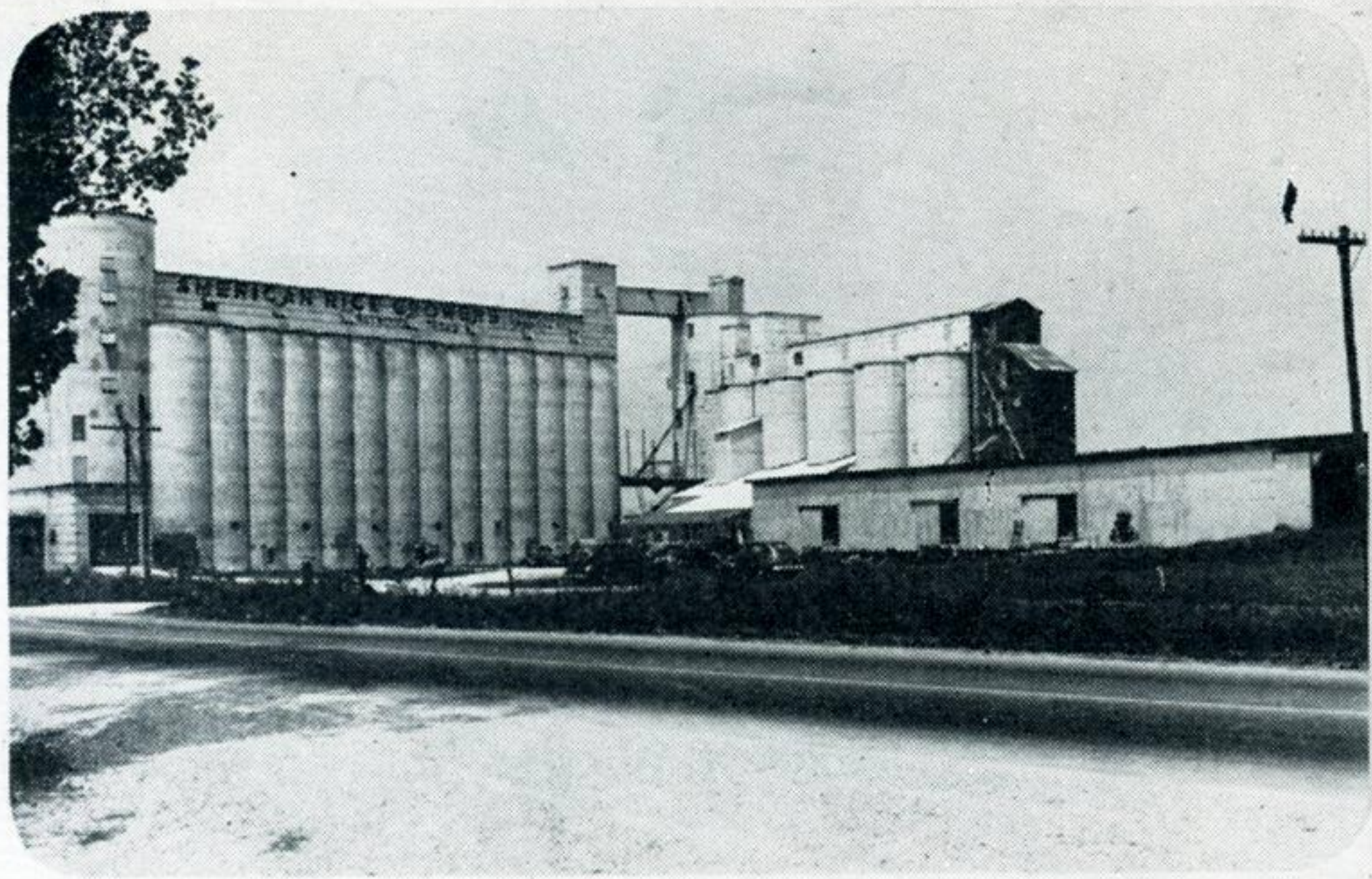
**GSU Authorized To Issue Added Preferred Stock**

WASHINGTON, Sept. 28. (AP)—The power commission authorized Gulf States Utilities company, Beaumont, Texas, today to issue 60,000 shares of \$100-par value preferred stock.

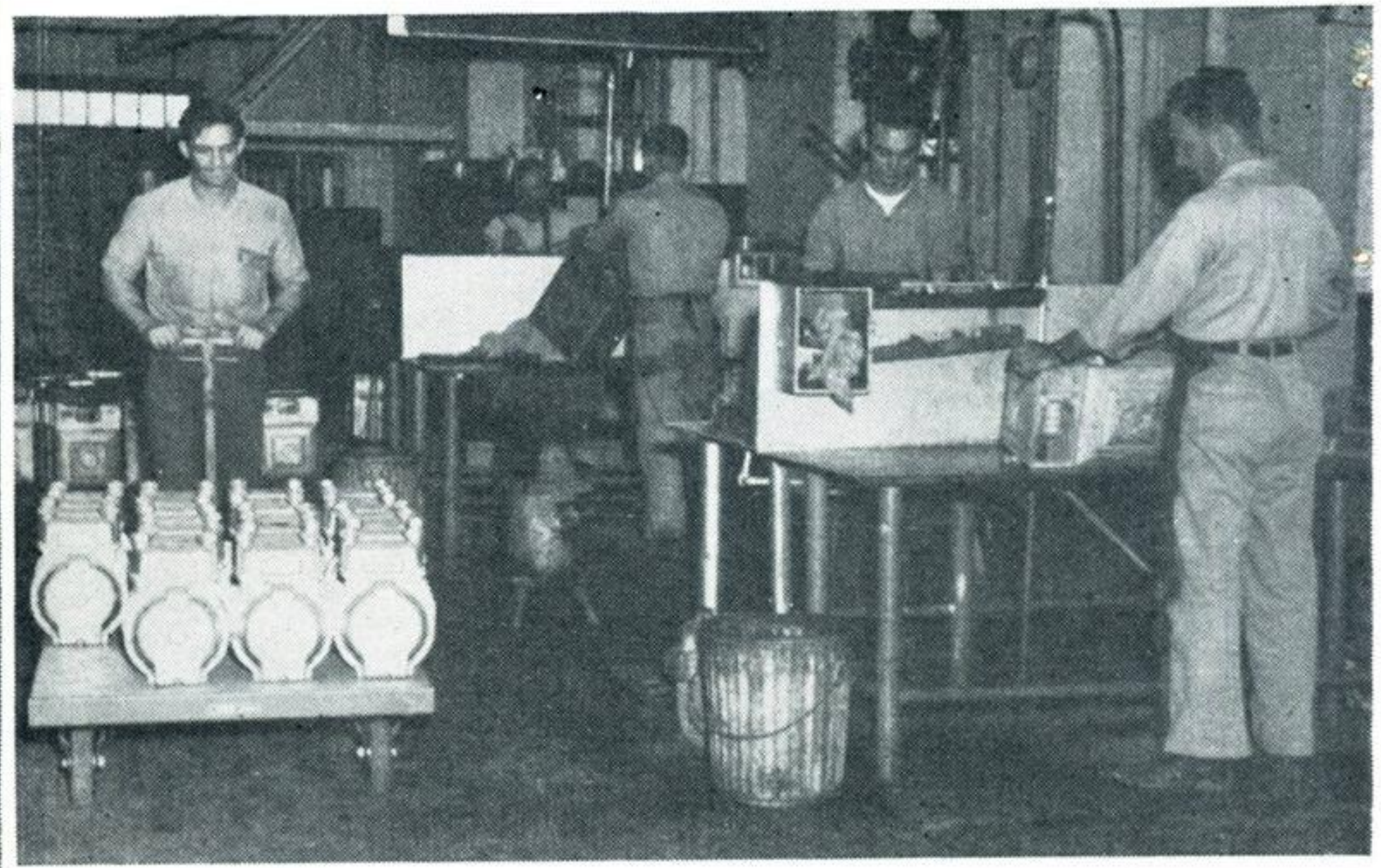
The company said Stone and Webster Securities corporation will place the \$6,000,000 issue with 11 insurance concerns which have agreed to pay \$101 a share. Proceeds will be used to help finance a construction program.

The purchasers include: New York Life Insurance company, Equitable Life Assurance Society of the United States, Manufacturers Life Insurance company, Massachusetts Mutual Life Insurance company, the Life Insurance Company of Virginia, Hartford Accident and Indemnity company, Great-West Life Assurance company, Rochester American Insurance company, Massachusetts Fire and Marine Insurance company, Indemnity Insurance Company of North America and the trustees of the North American companies' pension fund.









**THE GAS DEPARTMENT** spent most of the summer repairing meters for winter. Shown on these two pages are some typical preparatory activities. At left John Greer runs air through a meter box and inserts it into the cylinder filled with water to test it for air leaks. Above are Albert Weimer, John Greer, Mark Couvillion and Allen Carpenter soldering meter boxes. Bill Humphries is pushing the dolly full of meters.

## BATON ROUGE'S

# GAS DEPARTMENT Gets Ready

## for 58th

**G**ULF STATES' Gas Department is getting ready to keep its thousands of customers comfortable and happy for its 58th year. Right now its 80 employees are in the midst of the usual seasonal hustle-bustle, increasing feeder lines, taking winter cut-in orders, servicing the requests, and turning right around to test old and new meters to replenish the rapidly dwindling stock which accumulated over the summer months. Meter racks "run dry" daily.

The unpredictable Louisiana climate contributes a lot to the rush season experienced by this department each September and October. After the usual hot weather, a rain out of nowhere, a sudden shift of the winds and the company's switchboard is flashing rush calls for gas to be cut in and heaters to be adjusted. Year in and year out the same shivering voices and chattering teeth sound off to our PBX girls, "I'm telling you, this north wind kind of surprised us."

And numerous new Baton Rouge home-makers are being added each day to join the ranks of satisfied gas customers. In 10 years the number of gas customers has increased over 120 per cent, and today the department serves gas to almost 30,000 Baton Rougeans as compared with the 13,273 who were served in 1939.

With new customers are whole new subdivisions which request gas. In the post-war building boom, an outstanding period in Baton Rouge, gas extensions have busied gas engineers and construction crews beyond their wildest imagination. Under contract right now are two big feeders, an 8 inch and a 10 inch line, each about a mile long which, by winter, will deliver fuel from South Baton Rouge gas fields to feed our distribution system.

Few gas customers, and probably few Gulf Staters, ever stop to realize today that the company's gas product did not always flow from the good earth.

### GAS LIGHTS IN CIVIL WAR

Back during the outbreak of the Civil War for instance, Baton Rouge streets were lighted with gas lights burning fuel that was manufactured — but only the street lights were served. It wasn't until the fabulous Gay Nineties that Gulf States' predecessor, our original gas company, was organized to expand service to residential and commercial customers.

This company, formed by a John D. Fisher, was merged with the Home Electric Company in 1904 and the two became known as the Baton Rouge Gas and Electric Company. In 1909 the firm changed names again to the Baton Rouge Electric Company.

All this time, however, the gas distributed by those successive firms was manufactured. In 1909 the manufacturing plant was operated by five regular employees, a superintendent and four coal-gas makers and the distribution system consisted of 6.3 miles of gas mains (piping), and 296 customers.

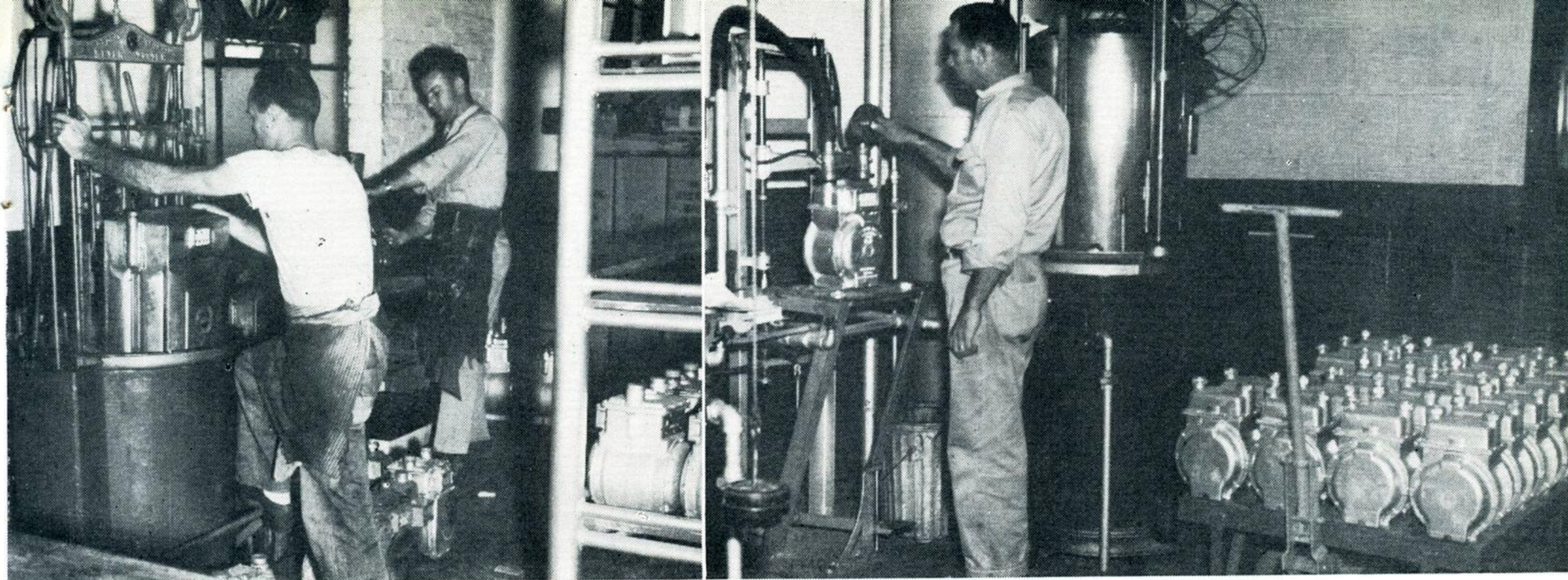
### NATURAL GAS IN 1927

It wasn't until 1927 that natural gas was fed into the distribution system, which at that time had 2,889 customers and about 40 miles of mains. Today over 328 miles of main distribute the natural gas which comes to Baton Rouge through transmission mains from nearby gas fields.

Serving nearly 30,000 customers really presents problems, and calls for efficient organization among the gas department personnel. This was pointed out by R. O. Wheeler, gas superintendent, in explaining the usual seasonal rush for gas.

Normally three or four trucks are used to shoot trouble, but during the busy season the department has seen the time when men were kept busy long past their scheduled eight hours in order to provide the dependable public service of which these men and the company are so proud.





**ANOTHER TEST** for leaks is given meter boxes by Allen Carpenter and Albert Weimer (father-in-law and son-in-law) in the scene at left above. Albert Hill, right, gives the repaired meter a test.

# WINTER

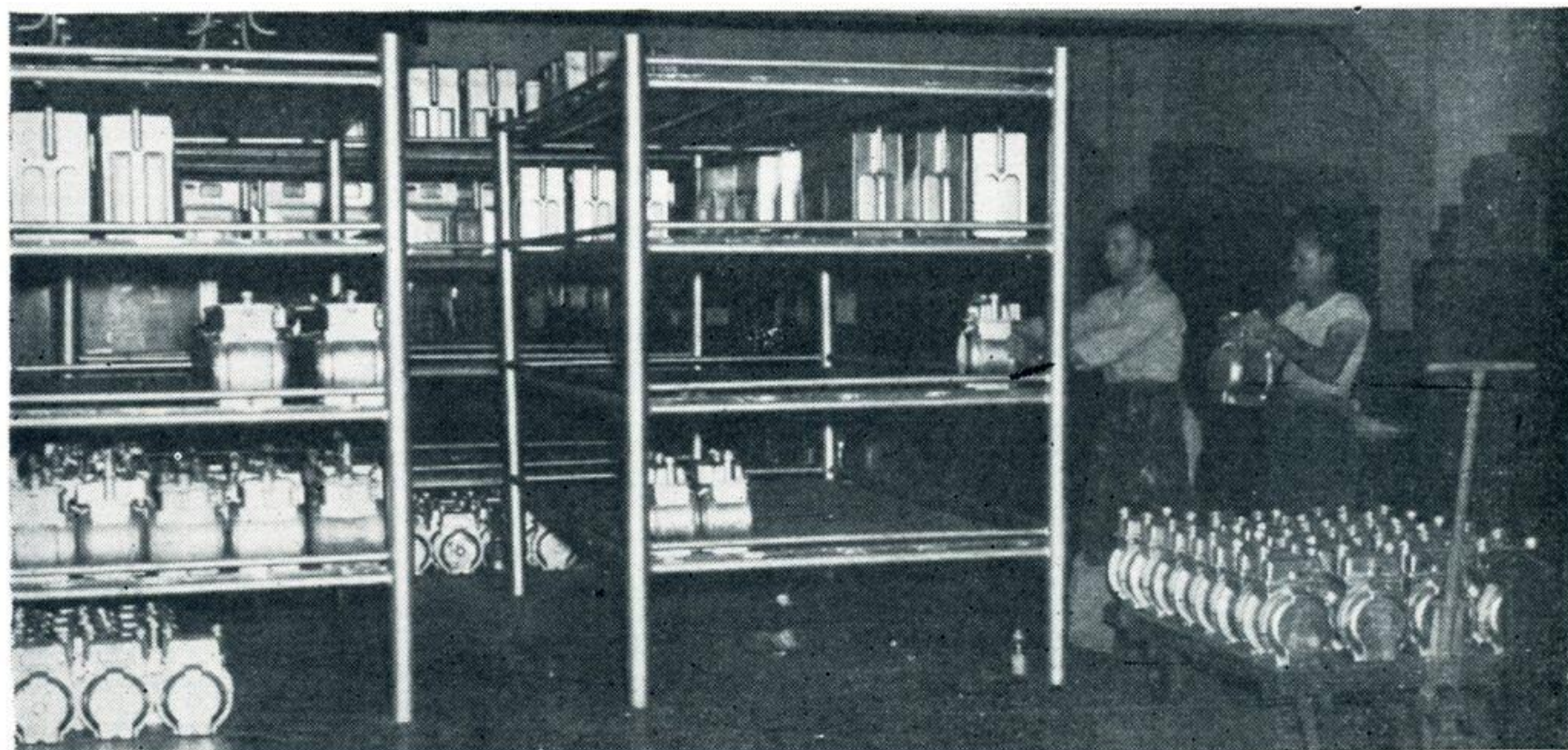
Assisting Dick Wheeler in running this department are J. C. Spangler, supervisor, who heads gas distribution, and who also has charge of street crews and maintenance; O. K. Bolton, service supervisory, who has charge of all servicemen, handles cut-ins and cut-outs, installs new meters and adjusts appliances from heaters to boilers; and F. J. Bello who is meter shop foreman, and who sees that meters are repaired and district distribution regulators function properly.

Once again the touch of autumn is in the air, and as usual a few requests for service for the coming months have been made. Already the "summer cut-outs" have been notified to authorize Gulf States to give them gas again. Business is noticeably picking up.

## CALL FOR SERVICE NOW

But come the first stiff North Wind, and our PBX operators and trouble shooters will know that someone overlooked his notice. Maybe you have a neighbor who may be caught without gas when the first severe cold spell comes. Unless you remind him that the North Wind soon will blow and while we may not have snow, he will be wise to "do it now"—"it" being a phone call to Gulf States to get his gas turned on while the weather's still balmy.

**METER SHOP FOREMAN** Ferdinand Bello (right) sits where he can keep a constant eye on the recording pressure gauges to regulate pressure on the main gas line. The scene at bottom reflects what the threat of winter does to a stock of meters. Weimer and Carpenter replace the stock that was depleted by trucks leaving earlier in the morning.





# THEY'LL FALL for THESE TASTY LUNCHESES

The midday meal should provide one third of a child's daily foods. If a child is to get his share of this food from a lunch he takes to school it should be well planned and attractively prepared. Try something new and vary the menu often. Talk over the lunch situation with your youngsters and let them help prepare lunches if they are old enough to do so. They will be proud to show off an attractive lunch that they helped prepare, and what's better they will eat it all. Home Service Director Leonora O'Neal has prepared these menus and suggestions to give you a hand with the brain-racking chore of thinking up something new and nourishing for the school lunch. Try them tomorrow.

Sandwich mixtures are tastier—Here are two standbys with variations—

## BASIC EGG FILLING

3 hard-cooked eggs, 1 tsp. lemon juice  
sieved salad dressing or mayonnaise to moisten  
 $\frac{1}{2}$  tsp. dry mustard  
 $\frac{1}{4}$  tsp. salt  
 $\frac{1}{8}$  tsp. cayenne

Blend eggs, salad dressing, lemon juice and seasonings. Add more seasoning if desired. Spread for 4 sandwiches—2 tablespoons for each sandwich.

### Variations:

Egg Salad—Add 1 tbsp. chopped sweet pickle, 1 rib chopped celery.

Egg & Bacon—Add 2 tbsp. crisply cooked chopped bacon.

Egg & Olive—add 2 tablespoons chopped olives. (omit lemon juice)

Egg & Deviled Ham—Spread deviled ham on bread and top with egg mixture.

Egg & Olive—Add 2 tbsp. chopped olives. (omit lemon juice)

Egg & Pineapple—add a 3 oz. package of cream cheese and  $\frac{1}{2}$  cup well-drained crushed pineapple.

Egg & Peanut—add  $\frac{1}{4}$  cup finely chopped peanuts or peanut butter and season with salt and pepper.

## RAISIN-DATE-NUT SANDWICH FILLING

(Substitute for Dessert)

1 cup raisins  
1 cup dates  
 $\frac{1}{2}$  cup nut meats  
Orange juice  
Butter

Grind raisins, dates and nut meats in meat chopper. Add butter and small amount of orange juice to make a smooth spreading consistency. Spread on raisin bread.

## CHICKEN OR TUNA FISH SANDWICH FILLING

1 cup (1 small can or Jar) chopped cooked chicken or tuna fish  
 $\frac{1}{2}$  tsp. salt  
 $\frac{1}{4}$  tsp. pepper  
3 tbsp. salad dressing  
2 tsp. chopped parsley  
 $\frac{1}{4}$  cup finely chopped celery

Blend all ingredients. Add more seasoning and salad dressing if desired. Makes  $1\frac{1}{4}$  cups—filling for 8 to 10 sandwiches. Suggestions to vary the filling:

Add  $\frac{1}{2}$  cup grated carrot and 1 teaspoon finely grated onion.

Salad Sandwich Boat—Cut top off weiner or hamburger bun and scoop out inside. Spread with butter and add sandwich filling. Butter top and replace.

## "MUSTS" BY THE HALF-DOZEN

**Pack** food that's easy to eat out of hand  
**Vary** the sandwich bread — use rye, wheat, raisin, brown bread, etc

**Include** surprises—you might scoop the middle out of rolls or muffins and fill with meat salad

**Use** fresh fruits and vegetables in season—strips of carrots, cabbage wedges, bunches of grapes

**Consider** food values and use foods that are nourishing

**Make** the lunch look appetizing as well as taste good—be generous with sandwich filling



## Helpful Household Hints . .

To make glassware sparkle, add a small amount of bluing and a few drops of ammonia to the warm soapsuds.

Getting the paraffin out of jelly glasses is usually a chore. You might try pouring a thin layer of paraffin first. Then right away put a short length of string on it with the ends extending over the rim of the glass. When that's cool, add a second layer, filling up the glass, and tilt the glass all around to seal the edges. The string does the trick when you want the jelly.

Coffee, chocolate and cocoa stains can be removed from color fast fabrics—or almost taken out if they're very bad—by a thick paste of borax and water. Rub the mixture well in the object. Then rinse and wash thoroughly in warm suds.

White tea towels come from boiling them in a porcelain enameled sauce pan in which a few lemon peels have been added to the water.

## Moves to P. A. Home Service



Mrs. Julya Rowan, who came to work for the company last June as a book-keeper at Port Arthur, has been transferred to the Home Service Department. Her new duties will keep her on the move as she is Home Service advisor for the whole Port Arthur division excepting only the city proper.

Julya is well qualified for her new job, having attended Millsaps College and the University of Mississippi where she graduated with a B.A.E. degree in Home Economics. She taught for a year in the Oak Ridge Tennessee school system before moving to Port Arthur. She is a native of Yazoo City, Mississippi.

## BE CAREFUL



## HALLOWE'EN

Come Hallowe'en time a lot of you kids are going to want masks, "ghost" sheets, jack-o-lanterns and other spooky things so you can play "trick or treat", or scare the family and the neighbors.

That's all right for that's an old Hallowe'en custom and good clean, safe fun is fun. But I'm asking you as a pal—PLEASE DON'T PLAY WITH MATCHES, CANDLES, OR ANY OTHER TYPE OF FIRE WHEN YOU START.

Many a happy Hallowe'en has been made unhappy by someone's carelessness, or an accident with fire. Don't let this happen to you Be on the safe side and don't have a flame of any kind around to cause trouble.

You can light your jack-o-lantern, or get a light for any other purpose with a FLASH-LIGHT. It's much safer and gives a better light anyway. If you don't have one, do without.

Remember, whatever you do, don't play with fire. You'll be happier and a lot safer if you won't. Will you do this for me? Thanks pal.

Peddy Helowatt



# Jennings, Louisiana Celebrates Newly Remodeled Office

Brad McMaster, superintendent at Jennings, and other Gulf Staters there, figuratively put on the top hat, white tie and tails during September when the staff celebrated the remodeling of their office quarters with an open house. During the day and a half of the event hundreds of friends came by to look and visit for awhile, and the force there are still smiling happily over the many nice things these friends said about the new quarters.

It took four months to finish the work on the office, which was completely rebuilt at a cost of approximately \$25,000. There are many outstanding features of the office which caused special comment. A modernistic glass front, utilitarian as well as attractive, which permits full vision of the entire interior is one. Another is the combination display and demonstration L-shaped kitchen, an entirely new feature there. This double duty kitchen which was of course set up with the latest in modern kitchen equipment was put to use the first day serving the visitors refreshments. Another "first" for the Jennings office was the installation of complete summer and winter air conditioning equipment; a welcome addition, especially on those real hot summer days. The cashier's counter evoked much interest due to the material used in its construction, a mother of pearl plastic; as did the color scheme used, a combination of green and coral.

Modern lighting arranged to do the best job of illumination and add to the overall attractiveness of the office was a highlight of these new quarters.

In addition to the many local friends who dropped in there were many well known out of town visitors. Among these were President Roy Nelson, J. A. Reich, L. F. Riegel, and Leonora O'Neal from

Beaumont; Mr. and Mrs. C. H. Meeks, Mr. and Mrs. Cecil Nantz, and Hellon Henderson from Orange; Vice-President G. R. Fulton, F. F. Johnson, H. E. Brown, Floy Wilson, L. M. Welch, Berla Whiddon, Fay Denny, Lillian Ferguson, Bernice and Jach Eaves, and Mrs. J. L. Prudhomme, H. A. St. Dizier, W. R. House, L. D. LaFleur from Lake Charles; A. J. Dubus, C. J. Gray, and N. L. Bourque from Lafayette; Vice-President H. C. Leonard, C. V. Merriam, A. B. Wilson, and W. M. Goff from Baton Rouge; and Mrs. J. E. Woodard of Rodessa, La.

**The gleaming white, efficiently arranged, all-electric kitchen was one of the most praise evoking features of the Jennings Open House.**

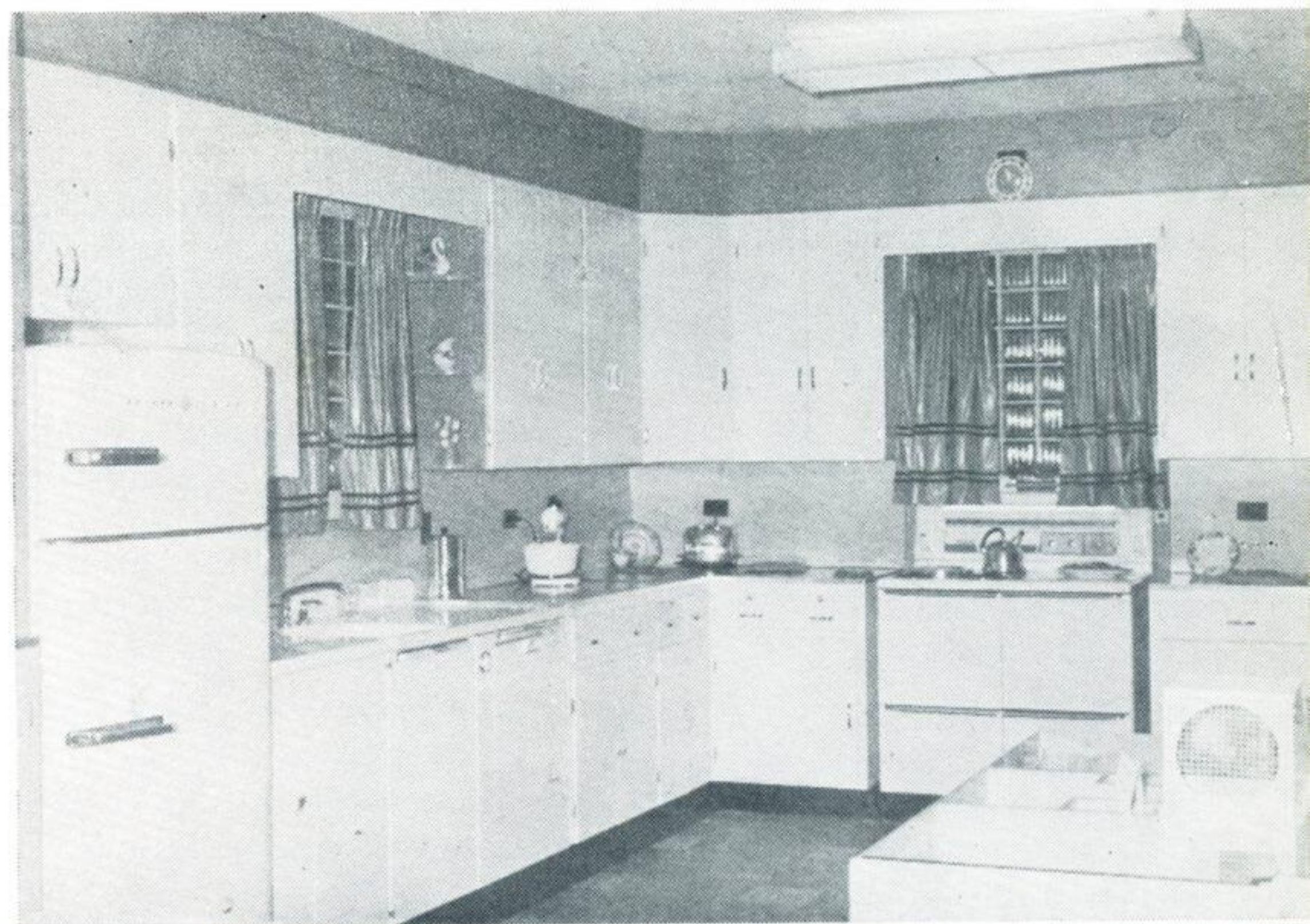
**A modernistic "open front" extends an invitation to passers-by to stop in. Jim Stokes stands proudly before his new abode.**

**Visitors were eager to see the new electric equipment outfitting the kitchen. Home Service Advisor Berla Whiddon shows off a new refrigerator.**

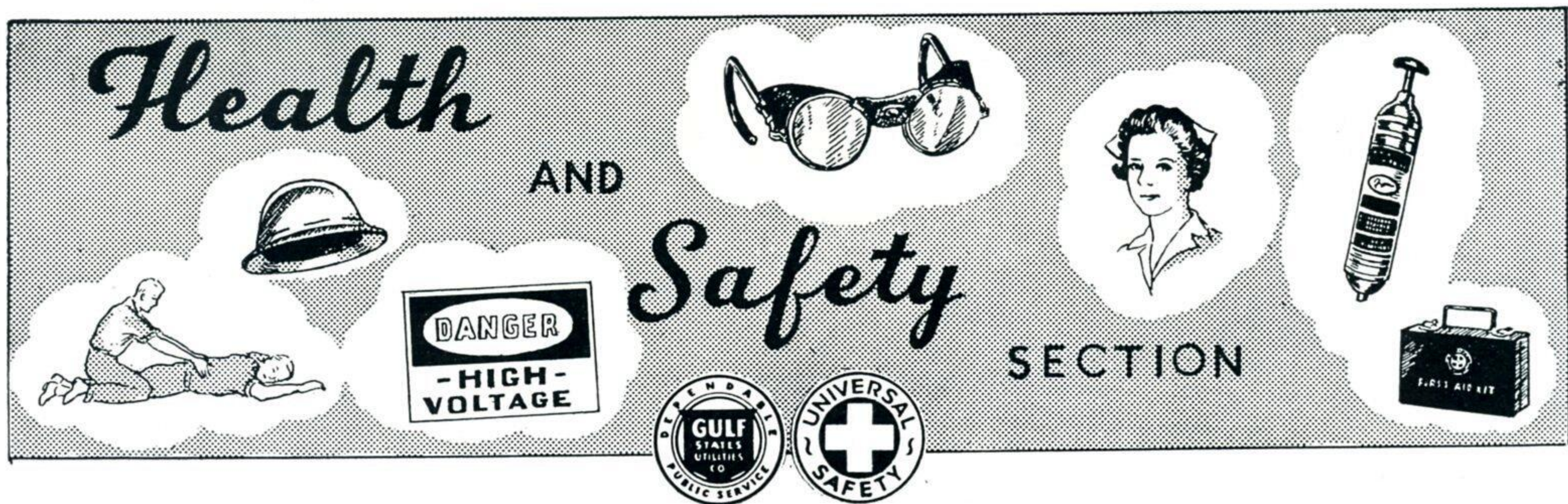
## ELECTRIC RANGE 40 YEARS OLD

In October, 1909, just forty years ago this month, George A. Hughes built and sold the first practical electric cook stove. It was a slow, inefficient range which was styled after the oil and gas stoves of that day. It was certainly a far cry from the efficient gleaming white, chrome trimmed, easy to clean electric range of today.

It did, however, earn George Hughes the title of "father of the electric range". And earn is correctly used. The job of selling electric cooking was tremendous. It was almost as difficult to sell it to the men who should have been selling it to the public—as it was to sell it to the public itself. Gradually, of course, the real objections to electric cooking—slowness and high cost of operation—have been overcome, but their shadows linger on, and it is for this reason that, after forty years, only one in six American homes enjoys the many advantages of this most convenient of all cooking methods.







## HORSEPOWER VS. HORSE SENSE

A close observer from behind the wheel of an automobile today is soon convinced that there is too much *horsepower* being operated upon the streets and highways with too little *horse sense*—or should we say horsepower is on the loose?

In the days of the horse and buggy the driver did have some help. A horse seems to have instinct which warns him of danger—and there were times when he refused to do his master's bidding. Today, however, with horsepower canned and harnessed on four wheels, it is in the absolute control of one human being and it will do its master's bidding regardless of the consequences—and the consequences are often disastrous.

Few drivers realize the horsepower of the car they drive, and far too many do not have the proper training to control so much power. Even the so-called good driver sometimes does not plan his driving and as a result not only gets himself into trouble but others as well.

Let's watch the intersections—not argue about right-of-way—and closely observe the roads that cross the highway. Let's obey the traffic signals and lights and above all obey the traffic laws. Let's keep our car under control at all times and keep our minds on the job at hand and be courteous and considerate of the other fellow.

Just because we passed our drivers' examinations and have drivers' license doesn't mean that we are skilled drivers and nothing can go wrong—no more so than a marriage license guarantees a successful married life. In both cases it requires study, practice, recognition of capabilities and limitations, as well as understanding. To control the highway *horsepower* of today requires more than the *horse sense* of yesterday. Let's recognize our limitations and the limitations of our automobiles. Let's control the horsepower that's on the loose!

—Texaco Safety Digest.

### COULD BE:

One wife to another: "My husband is a safety expert in a large organization."

"What does a safety expert do?"

"Well, if we women did it, they'd call it nagging."

—Indiana Telephone News

## Check Poles Before Climbing

When organized accident prevention among public utility workers was first begun many years ago, much time and attention was devoted to the prevention of injuries caused by falling poles. These efforts have continued, yet men still are receiving serious and fatal injuries from this cause. Why? Because some workers fail to use certain well-known preventive procedures.

Perhaps the reason is that in the course of a day, a worker may climb anything from a pole set yesterday to one set twenty years ago. Obviously, he need not make elaborate tests on the new pole, although new poles sometimes fall. The twenty-year-old pole and those in between, however, are different matters.

Size up the pole before you climb it. Does it show any outward signs of decay? How about bird holes? A woodpecker doesn't spend much time on sound wood. The screwdriver or bar test will help discover concealed decay. Drill  $\frac{3}{8}$ -inch holes, if in doubt.

How does it look at the ground line? Most poles break off there. If you suspect unsoundness, dig down two feet below the surface to see what things look like. Don't use the "shaking" test. You may cause the pole to fall.

If there is any doubt at all in your mind about the pole, don't take chances. Guy it with rope. Don't depend on pike poles. They aren't safe substitutes for rope guys. Remember, many a seemingly sound pole falls when the last conductor or service is removed.

—Safety Bulletin Bureau of Safety

## IF EVERYONE COULD

If every one who has a job could lie a month in bed,  
With broken bones and stitched-up wounds, or fractures  
in the head,

And there endure the agonies that many people do,  
They'd never need preach safety any more to me or you.  
If everyone could meet the wife and children left behind,  
And step into the darkened home where no more sun-  
light shines

And look upon the vacant chair where Daddy used to sit,  
I'm sure each careless worker would be forced to think  
a bit.

See you next issue.

*Jack Shirey*



# A PEEK AT THE T S A 9



## 25 YEARS AGO

**Ruby Ray Ridley** entertained the Fat Ladies Club at her home on Ave. A, Wednesday, October 15. The excuse was a bridge party and the result a big feed. **C. V. Merriam** was a guest at the party. We can give no good reason as he is entirely and hopelessly ineligible for membership.

Beginning this week boys and girls of Beaumont and Port Arthur will have a chance to compete in a contest which has back of it one of the most important educational moves. This contest is a gigantic competition in essay writing and is sponsored by the electric light and power industries. The subject of the essay will be "Better Lighting in the Home." First prize will be a \$15,000 model electric home.

## 20 YEARS AGO

**W. W. Phillips**, who has been assistant to Mr. Morgan at Port Arthur since January, 1928, was recently made Illuminating Engineer at Port Arthur. His rise has been steady and he has made himself thoroughly liked throughout the organization.

**Bill Wilson**, file clerk, spent a week of his vacation in September touring Louisiana in his green ford.

A modern Don Quixote is in the person of **Dan Poulson** of the Beaumont Engineering Department. Instead of charging windmills on a donkey, he plows into roadside cattle in his Oldsmobile.

For goodness sake, don't walk so hard! **Jimmy Linnehan** is trying to soothe William Bond, the new autocrat who arrived at his house September 12.

## 15 YEARS AGO

Bulletin Board Notice:

SELL 6-60's  
The customer saves 10% by buying by the carton . . .  
No down payment required  
Two payments of 54c each  
**You** get 20c commission on each carton you sell . . .  
Watch bulletin boards for complete details

**YOU CAN EARN REAL MONEY IF YOU HUSTLE . . . . .**

Clarence (**Lieutenant**) Barron devoted his two weeks to brushing up on military strategy at Fort Barrancas at Pensacola.

Vacations—**B. H. Gager** and family to Stephenville; **J. B. Coltharp** and family to Turnersville; **R. O. Hopkins** to Fort Sam Houston; **Imogene Davis** and young son, Richard, to Henderson; **Mary Lilyerstrom** to her home in Knoxville, Ill; **Maxie Montagne** and family to Abbeville.

The large smile on **George Fulton's** face lately is caused by the new Ford V-8 which he recently bought.

## 10 YEARS AGO

**C. P. Shirey**, Navasota Sub-Station Electrician, is conducting a series of first aid classes for Navasota Boy Scouts who are studying for Junior First Aid Certificates.

The Merchandise Sales is doing a fine job in the October-November I.E.S. Lamp Campaign . . . October 31 was the half-way mark and the fellows were well past 50% of quota realization.

AMONG THOSE PROUD PEOPLE are . . . .

**L. M. Welch** of Navasota and the Mrs. announce the October 10 event of daughter Emily Claire . . . Mr. and Mrs. **Joe Hotard** boosted the Baton Rouge population by one with the arrival of son Charles Dale.

Don't be surprised if we bust a few buttons off the vest. We hear that the Saturday Evening Post will use a picture of Neches Station in an issue soon.

Taking an active part in the advance ticket sales for the 1939 South Texas State Fair in Beaumont are **R. O. Jackson** and **F. P. Allen** who get a share of the credit for making it the greatest advance ticket sale drive in the history of the Fair.

## 5 YEARS AGO

**Bob Sherwood**, who recently was transferred from Lake Charles division to Beaumont, is directly responsible for system engineering department development of system standards for all types of construction on the company's electric transmission and distribution systems, as well as the standardization of all materials and equipment used in providing electric service to our customers.

General Sales Manager **L. F. Riegel**, formerly vice-president, was elected president October 10 of the Beaumont Chapter of the American War Dads which was recently formed by the consolidation of six chapters of War Dads in Beaumont. Purchasing Agent **R. J. Orrick** was re-elected secretary.

The Central Safety Committee, Beaumont division, held its eighth meeting after a dinner at the Edson Hotel. Committeemen and their guests were **B. H. Gager, R. S. Burges, R. H. Henckel, B. L. Thompson, C. P. Shirey, R. E. Cargill, Y. L. Hughes, H. E. Mortimer, Fred Lenhard, L. R. Jackson** and **G. H. Rafferty**.

## LIKE A BARGAIN SALE

A young couple asked the parson to marry them immediately following the Sunday morning service. When the time came, the minister arose to say:

"Will those who wish to be united in the holy bonds of matrimony please come forward?"

There was a great stir as 13 women and one man approached the altar.

## New Employees

On behalf of all Gulf States, Plain Talks extends a hearty welcome to these new employees. If any of these people are in your building, town or neighborhood, look them up and get acquainted. They are:

**BEAUMONT**—Omar K. Cassidy, Robert W. DuBose, Harold W. Pitman, system engineering; Fred W. Thomason, Bobby Roy Votaw, Byron Lee Rubottom, Willie Horace Klaus, John Wilton Beard, t & d; J. R. Wheeler, Edward C. Hodges, Clarence Lefedge, James Ernest Gammage, Daniel Lattimore Giles, James Edward Hawkins, Max Benton Clark, John Jackson, George M. Triplett, Jr., James E. Newberry, production; Patsy H. Lipscomb, steno; Violet Maxwell, advertising; Marilyn Burhoe, home service; Charlsie M. Maund, billing; Glennore McCord, Dolores Wood, purchasing; Joseph Nesbit Rosser, repair.

**ORANGE**—Cecil Francis Wingate, collection; Julia O. Ludrick, distribution; Porter Vent Webb, production; Jack E. Smith, t & d.

**LAKE CHARLES**—Helen Lee Hofpaur, distribution; Raphael C. Parker, Joe R. Haven; Allen S. Keller, Danford J. Bergeaux, Lawrence Paul Broussard, Charles J. Christ, t & d; James Ray Skinner, Aron Matthew, Joseph Junis Pete, production.

**BATON ROUGE**—Frank D. McCartney, Zalvia B. Jackson, Clements A. LeBlanc, Berta Bransford Laycock, t & d; Eugene S. Miller, Douglas Pat Reynolds, Joseph C. Amedee, Jr., Charles R. Jarreau, Joseph J. Charleville, production; John C. Kershaw, storeroom; Beverly R. Landry, Betty Joyce Ashford, customer contacts.

**OTHERS**—J. D. Diltz, Port Arthur, t & d; John William McLean, Liberty, customer contacts; D. S. Whitmire, Madisonville, sales; Alma A. Coleman, Conroe, clerk; Melba Gates, Huntsville, Clerk, Ernest Lee Singletary, Jasper L. Rumbold, Navasota, t & d; Melvin P. Randolph, James W. L. Broussard, Jennings, t & d; Addie Mae Landry, Sulphur, clerk.

## CO-OPERATION

Farmer Brown had been on a bender in the big city and was suffering from a terrible hangover when he stumbled out at five o'clock in the morning to milk the cow.

"You look terrible," said the cow, bluntly. "Those circles under your eyes reach down to your knees."

"I know," said the farmer. "And milking you is only the beginning of my troubles. I'll be slaving on this darn farm 'til seven tonight."

"Well," volunteered the cow, "I'll help you all I can. You just hold tight and I'll jump up and down."

## 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.



## JULIA WEST WINS SCHOLARSHIP

A Gulf Staters' daughter had a signal honor bestowed upon her recently when she was selected as the first recipient of a newly created scholarship sponsored by the Southwest Section of the American Water Works Association.

The young lady is Julia West, the daughter of George H. West, supervisor of water production in Lake Charles. The scholarship is the Egmont S. Smith Memorial Award, which is now scheduled to be given annually to some son or daughter of a member of the Southwest Section of the AWWA. Julia is using her scholarship at Louisiana State University where she is a junior.

The selection of an awardee for this honor required an outstanding record on the part of both the parent (in Association activities) and the son or daughter. Therefore, the selection of Miss West is a tribute to herself, her father, and incidentally Gulf States. George West was the immediate past chairman of the AWWA Southwest Section, and has held numerous other offices in this organization.

Julia West has been outstanding in Camp Fire Girls, Inter-church Youth Council, Tri-Hi Y, MYF, Rainbow Girls and many other lesser organizations. She is a student of music, having played in the John McNeese Junior College band and sung in the choral club. She played basketball and took part in several speech organizations there also. Her grades there were in the 75 to 94 bracket.

## Married

Jacquelyn Kleinpeter, Baton Rouge customers account clerk, became the bride of Willford Dubb Dugas at St. Joseph's Church in Baton Rouge on October 8th.

Norma Pearl May, credit and collection department, Lake Charles, became the bride of Robert Anderson on September 2.

Ruth Redd, Distribution department clerk, Lake Charles, was married to Jack Bass on October 22.

J. C. Queen, Port Arthur meter department, became a bridegroom on September 10. He married Faye Woodall.

Dorothy "Diddy" Kohler, accounting department, Beaumont, became the bride of Marcus Dougharty at St. James Episcopal church on September 27.

Violet "Vicky" Green, advertising department, Beaumont was married to Kenneth Maxwell, Beaumont engineering department on September 16. This was a real Gulf States wedding, as the father of the bride is General Line Foreman for the Beaumont division.

## Woodpecker's "ha-ha-ha-ha-ha-" Isn't funny to G.S.U. Linemen

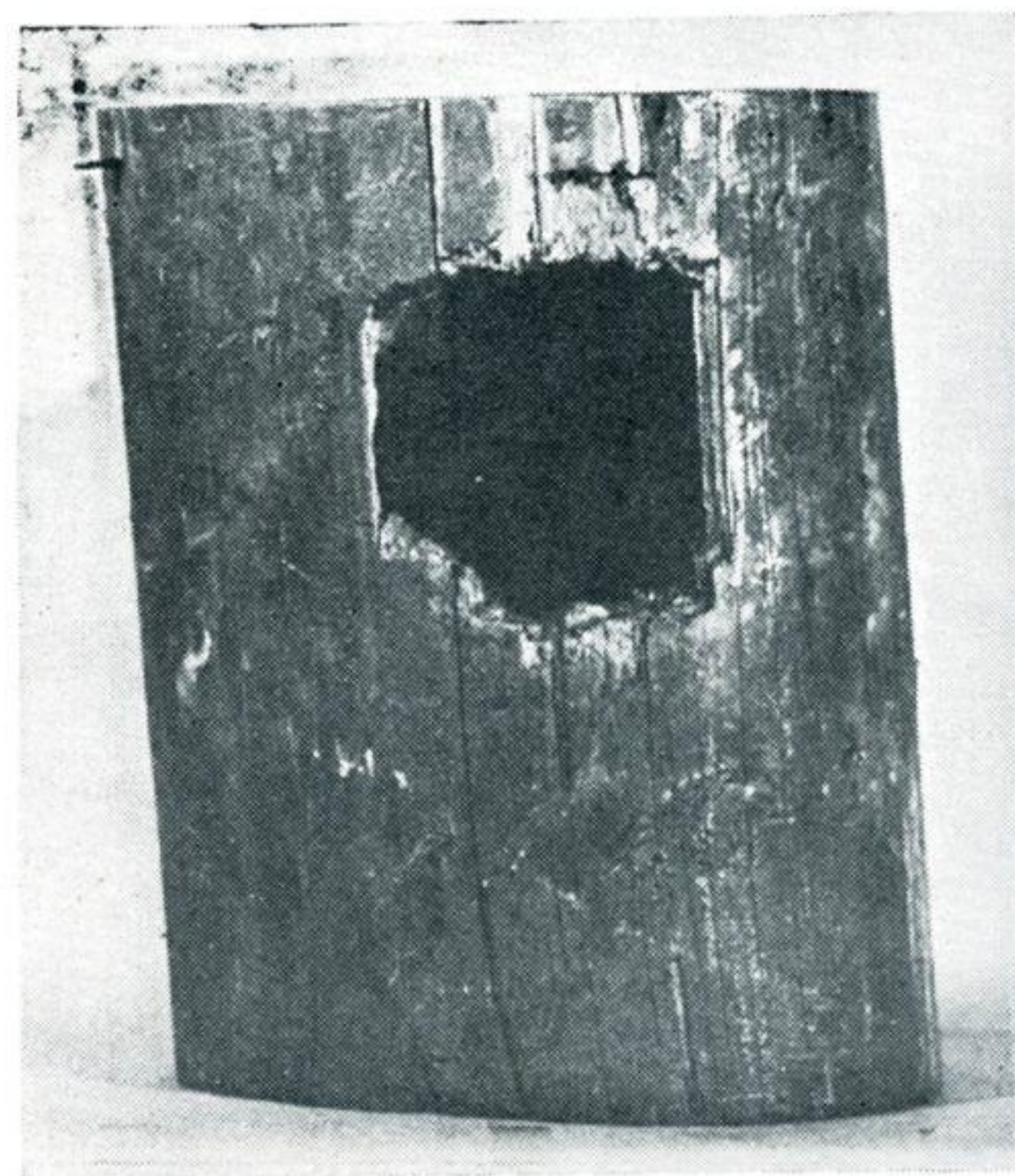
Every Gulf Stater is familiar with the staccato ha-ha-ha-ha-ha our fine feathered friend Woody Woodpecker makes while indulging in his favorite outdoor sport, making holes in poles.

Not so well known is the destruction caused by this colorful little bird (of the family Picadae) while playing his fascinating tune on company line poles. Year after year these red headed little rascals (linemen have a more appropriate name which we can't use in a decorous family magazine like Plain Talks) peck into the maintenance funds of U. S. power companies to the tune of thousands of dollars. Although the woodpecker does a lot of peckin' looking for insects, no one knows just exactly why these creatures have such a fancy for peckin' poles after all insects are bound to be gone. Too, it seems to make no difference whether poles are creosoted or not, or what kind of wood the pole is made of, old Woody just goes on peckin'. As yet no effective means has been devised for preventing the pestiferous pasttime.

One scheme used to keep the birds from chewing up line poles is to place another soft wooded pole alongside the pole line. One on these diversionary poles looks like a piece of swiss cheese after several months in an area heavily inhabited with woodpeckers. Another plan is to wrap hardware cloth around a line pole. Even then the machine-gun-like action of the though billed Woody has been known to cut through this obstacle and get to the wood. A good many humans could imitate the perserverance of the red thatched bird to good advantage.

A small fortune awaits the ingenious individual who can figure out some plan to make Woody play his "woodpecker tune" on some instrument other than power company poles.

Got any ideas? "ha-ha-ha-ha-ha"



RESULT OF WOODY'S TUNE is shown here on a section of a pole taken from the new 138,000 volt transmission line located in the Whiskey Bay area in Louisiana. This pole was damaged even before the line went into operation, and was only several months old. The hole made in this section of pole had an entrance opening of 4½ x 4¼ inches and the inside was 9½ inches deep and 7½ inches in diameter. The thickness of the remaining wall of the pole was only 1¾ inches. The pole had an outside diameter of 11 inches at the point of damage.

### Warning

Perfume salesgirl to blonde: "Just a word of advice. Don't use this stuff if you're only bluffing."



SCHOOL—A group of Port Arthur employees listen as Pat Bishop conducts one of the first of this fall's Employee Training courses designed to acquaint employees with the history and policies of the company. Pat conducts the classes in Beaumont and Port Arthur—and Victor Gayle throughout the rest of the system. Both are veteran employees and assistant residential sales managers.



## Line to Huntsville Put into Service

Improved electric service and greater amounts of electric power for Huntsville and surrounding area were the result of the completion of a new 66,000 volt transmission line from Conroe, which went into operation last month.

Thirty-one miles in length, the line virtually parallels an existing line from Conroe, but unlike the older line, there are no tap lines or intermediate substations between the two terminal points. The new line is of H-frame construction and is located on a 150 foot right-of-way. This feature will eliminate outages due to falling trees, a common cause of trouble on the old line.

Pending delivery of new transformer equipment, the new line will operate at 33,000 volts. As soon as the new equipment is received the line will be converted to its intended 66,000 volt operation. The higher voltage will still further increase the amount of electric power for Huntsville.

Work on the line was begun in December 1948, when clearing on the right-of-way was commenced. Stone and Webster erected the line.

## Range Selling Champs



These happy people are celebrating the successful conclusion of the recent electric range and water heater campaign sponsored by Gulf States throughout its service area. This particular group represents the Beaumont division sales organization, which together with other electric appliance dealers in the division, sold 1009 ranges and water heaters to top all other divisions in the system. With a system wide bogey of 3,000 units, a total of 2,419 were sold during the three months campaign. Lake Charles division gave the Beaumonters a close race but were finally nosed out.

In a brief talk congratulating the Beaumont division staff, L. F. Riegel, General Sales Manager, complimented highly the efforts of every member of Gulf States sales department and paid tribute to those in the service, appliance repair and distribution departments who made the installation and connection of so many units to company lines during the campaign.

## New Van Speeds Material Deliveries



Ways and means of making a job easier, safer, and more economical are always being sought by every department in our company. This continual search is one reason Gulf States has been able to continue to furnish electric service at the same low pre-war rates while the costs of other services and goods have gone higher and higher.

The piece of equipment shown above is a mark of progress in the stores depart-

ment. This is a Fruehauf stainless steel van used for hauling the various types of material used in the operation of our business throughout the system. It has a capacity sufficient to replace three trucks normally used to transport equipment handled by the stores department. Powered by a Model F-8 three ton Ford truck it has a capacity of 35,000 pounds, it is 28 feet long, has loading doors at the side and the rear and is equipped with a hydraulic loading gate in the rear

that can handle a load weighing 2,000 pounds. It has a fifth wheel (seen suspended behind the rear truck wheel) that permits removal of the van from the truck so that the truck can be released for other purposes while the van is being loaded, unloaded or being repaired.

Harry Hebert, veteran stores department employee is standing beside the truck.

### IT COULD BE

The adventure in socialized medicine has been the butt of jokes, like this one, currently making the round in London:

A National Health Service patient went to see his doctor. He walked through the front door and found himself facing two more doors marked "Male" and "Female."

He went through the door for males and saw another corridor with two doors, one marked "Over 21" and the other "Under 21."

Through the "Over 21" door were yet two more marked "Married" and "Single." Next choice of two doors was "Conservative" and "Socialist."

He went through the one marked "Conservative" and found himself on the street.—Pathfinder.





Sandra Lynn &  
Brian L. Baily



## GROWING WITH GULF STATERS



Gregory,  
Stephen J. and  
Mary Virginia  
Ellis



Two families of well known Gulf Staters furnish youngsters for "Growing with Gulf Staters" this month. These fine looking boys and girls are:

Brian L. and Sandra Lynn Bailey are the happy children of Mr. and Mrs. E. L.

Bailey. Brian was three years old last May 10, and Sandra Lynn was four on February 5. Ed is in the Beaumont accounting department.

Stephen J., J. Gregory, and Mary Virginia are the fine children of Mr. and Mrs.

John A. Ellis of Baton Rouge. Stephen will celebrate his second birthday on November 11, Mary Virginia was three September 25, and Gregory celebrated his fifth birthday August 6. Father John is in the Baton Rouge electric department.

### Found—GSU 20-YEAR EMBLEM

A Gulf States Service Club 20-year emblem has been found on the streets of Beaumont and turned in to the personnel department here. This service award emblem was found during the early summer. The owner can contact Mildred Killbuck in the personnel department regarding indentification of same.

Mr. and Mrs. Wendell R. Smith, Baton Rouge, had a visit from the stork on October 19. The young lady, who weighed 6-pounds and 12-ounces, has been named Margaret Lee. "Smitty" too is in the gas department.

W. M. "Slim" Larkin, supervisor of industrial sales, Lake Charles, became the proud "daddy" of a boy, Richard Francis, on August 7.

Mr. and Mrs. A. V. Wisrodt, Jr. became the proud parents on October 2, of a 6 lb. 15 oz. baby daughter whom they named Martha Ellen. A. V. is with the Beaumont production department.

## Hospitalization Plan

(Continued from page 3)

A Silsbee employee had virus pneumonia and several other Beaumonters also were sick and required hospital treatment.

Although Joe Robichau was unfortunate in that he got sick and had to be hospitalized, he thinks he is also lucky that he had a good hospitalization policy that would help him recover from the financial burden such sickness can entail.

"When I signed up," says Joe, "I honestly thought the plan needed my premium more than I needed the plan's benefits. I think differently now and I'm mighty glad I voted in favor of it on the second go 'round."

### AIN'T IT SO

If people could buy postage stamps on credit, or pay for them at the end of the month, they'd hate the postoffice as much as they do the utilities, and for no better reason.—W. S. Tyler Company.

Plain Talks



## PLAIN TALKS CONGRATULATES

Mr. and Mrs. Robert C. Dalson, Jr., Baton Rouge, became the proud parents of a 7-pound daughter, Constance Inez born September 13. Papa is in the gas department.

Mr. and Mrs. F. J. Bergeron, Baton Rouge, announced the arrival of a daughter, Ella Marie, on October 13. She weighed 7 pounds at birth. Ella Marie's Pop is also in the gas department.

Mr. and Mrs. A. J. Blanchard acquired a bright new addition to their family on September 26, with the birth of Janet Marie. Dad is a member of the Baton Rouge line department.



# THOMAS EDISON *said . . .*

## ELECTRICITY WILL HAVE A GREAT PART TO PLAY

*"So long as there remains a single task being done by men or women which electricity could do as well, so long will that development be incomplete. What this development will mean in comfort, in leisure, and in opportunity for the larger life of the spirit we have only begun to realize. Great days are ahead of this nation and the world. And Electricity will have a great part to play, granted only that it can be unfettered, with full opportunity for the largest possible individual initiative and energy.—Harpers, 1928.*

## THE RECORD IS WONDERFUL

*". . . . I have been deeply impressed in observance of the magnificent proportions with which electrical development has attained. This wonderful combination has been achieved through the labors of many men of many minds in the fifty years that have elapsed since the unprecedented but effectual foundation was made in the broad field of electricity, heat and power . . . . I am proud of the electrical industry—of its vision, courage, zeal and devotion to public service; and I suspect every American feels the same way about it . . . . The record is wonderful; but, fine as it is, it can be made still better and I have a feeling that in your hands it will be."*

## ABOUT WATER POWER AND POLITICS

*"Water power is a political issue, not a business one . . . . There is far more danger in public monopoly than there is in private monopoly, for when the Government goes into business it can always shift its losses to the taxpayers. If it goes into the power business it can pretend to sell cheap power and then cover up its losses.*

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

*". . . . Any large extension of the Government into business affairs—no matter what the pretense and no matter how the extension is labeled—will be bound to promote waste and put a curb on our prosperity and progress. Somehow, and probably it is in the very nature of things a government office is below the level of a private office.*

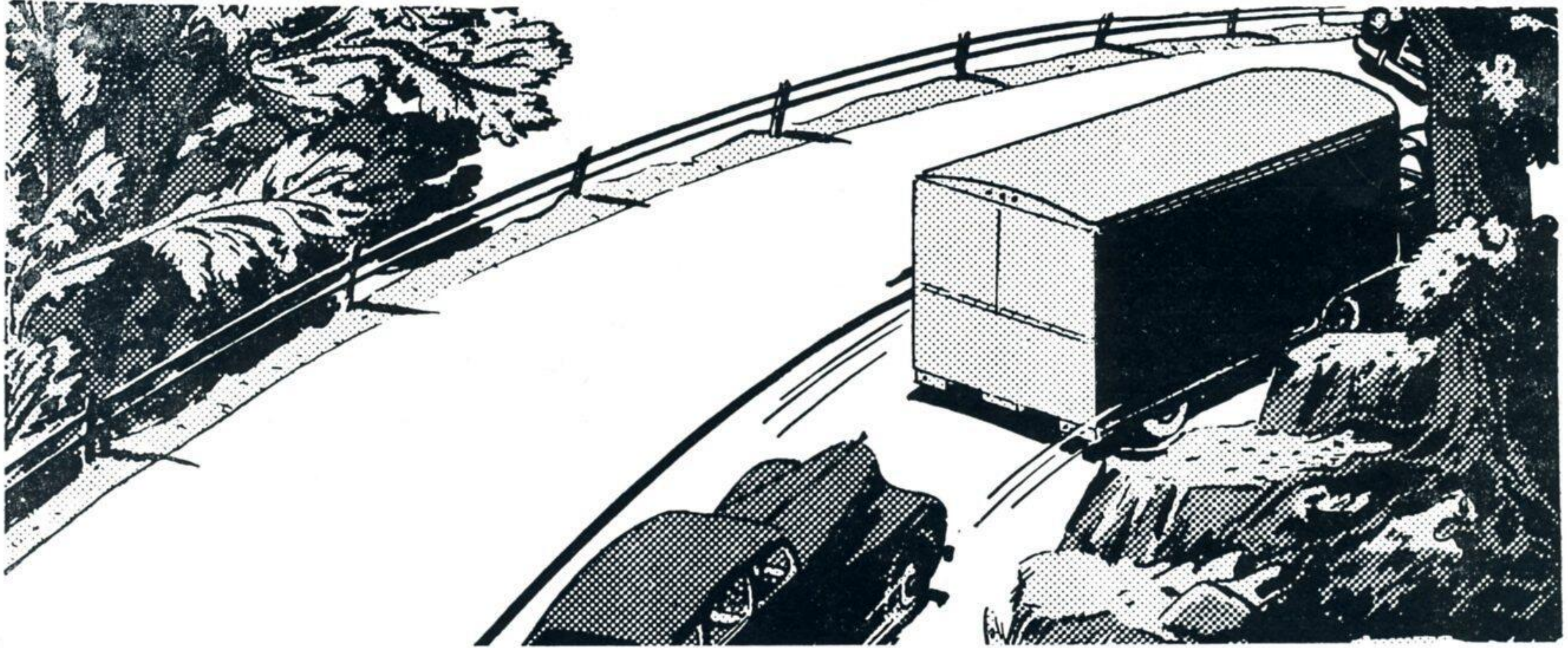
*"When I was in Washington during the war I needed to have a special article made up for me out of tin. It was not at all a difficult thing to make and there was at hand a Navy shop entirely equipped to make it. I wanted that article in a great hurry. I kept sending messengers over to the bureau and they brought back encouraging reports of progress. In four days the article was delivered. Some time afterward I was curious to ascertain how long it would take to make the article in my own shops. So I sent for one of my tinsmiths and told him what I wanted. He delivered it in two and a half hours. I think that is just about the ratio of efficiency between government and private operation in some cases."—The Saturday Evening Post, 1929.*

## HAVE FAITH—GO FORWARD

*"My message to you is: Be courageous. I have lived a long time. I have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out stronger and more prosperous. Be as brave as your fathers before you. Have faith. Go forward."—Last public utterance, June 11, 1931.*



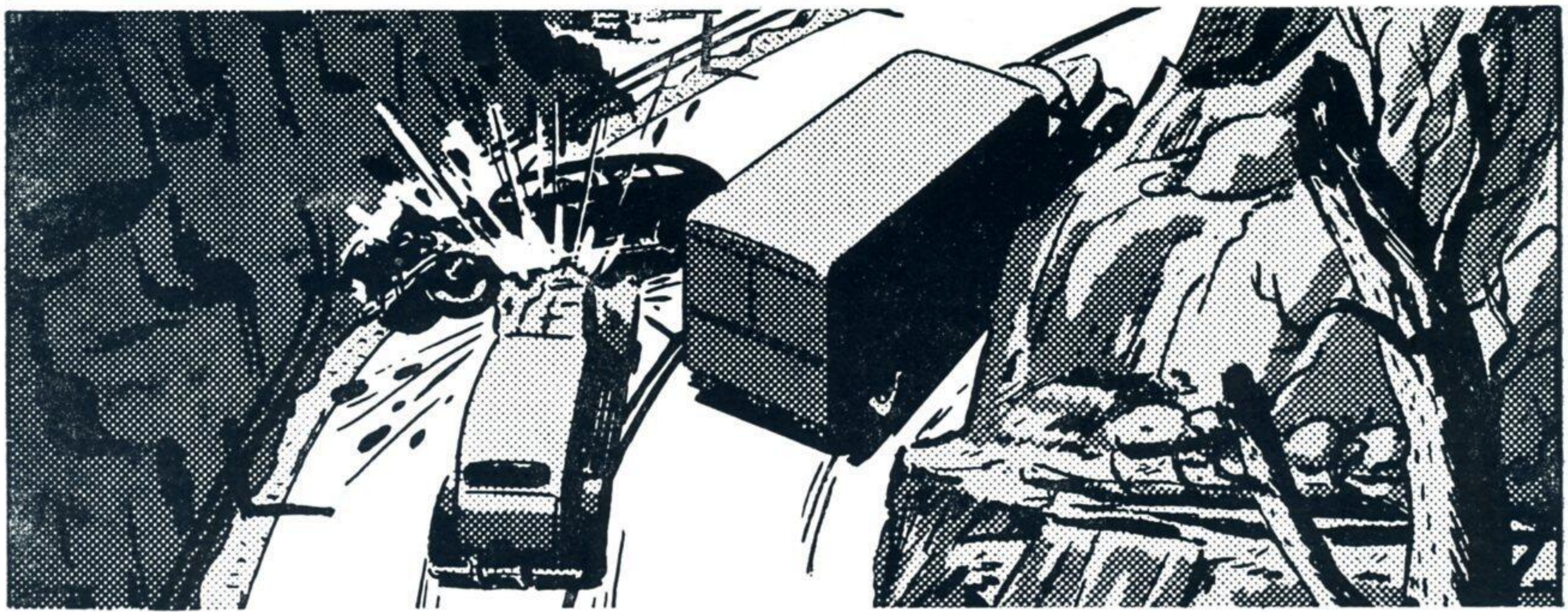
# Accidents never happen to you!



**You're a safe driver.** You hardly ever try to pass another motorist on a curve. And even when you do, you can count on your

car for that extra burst of speed that gives you a margin of safety. No, accidents *never* happen to *you*!

# Or do they?



**The driver of this car** thought he was a safe driver, too. Of course, he wasn't as lucky as you. He didn't see the oncoming car as he pulled out to pass. It was too late to learn

that an extra burst of speed isn't always a margin of safety. Don't pass on curves or hills. *Always* drive carefully. That's the only *real* margin of safety!

**Be Careful-the life you  
save may be your own!**



An official public service message prepared by The Advertising Council in cooperation with the National Safety Council.

