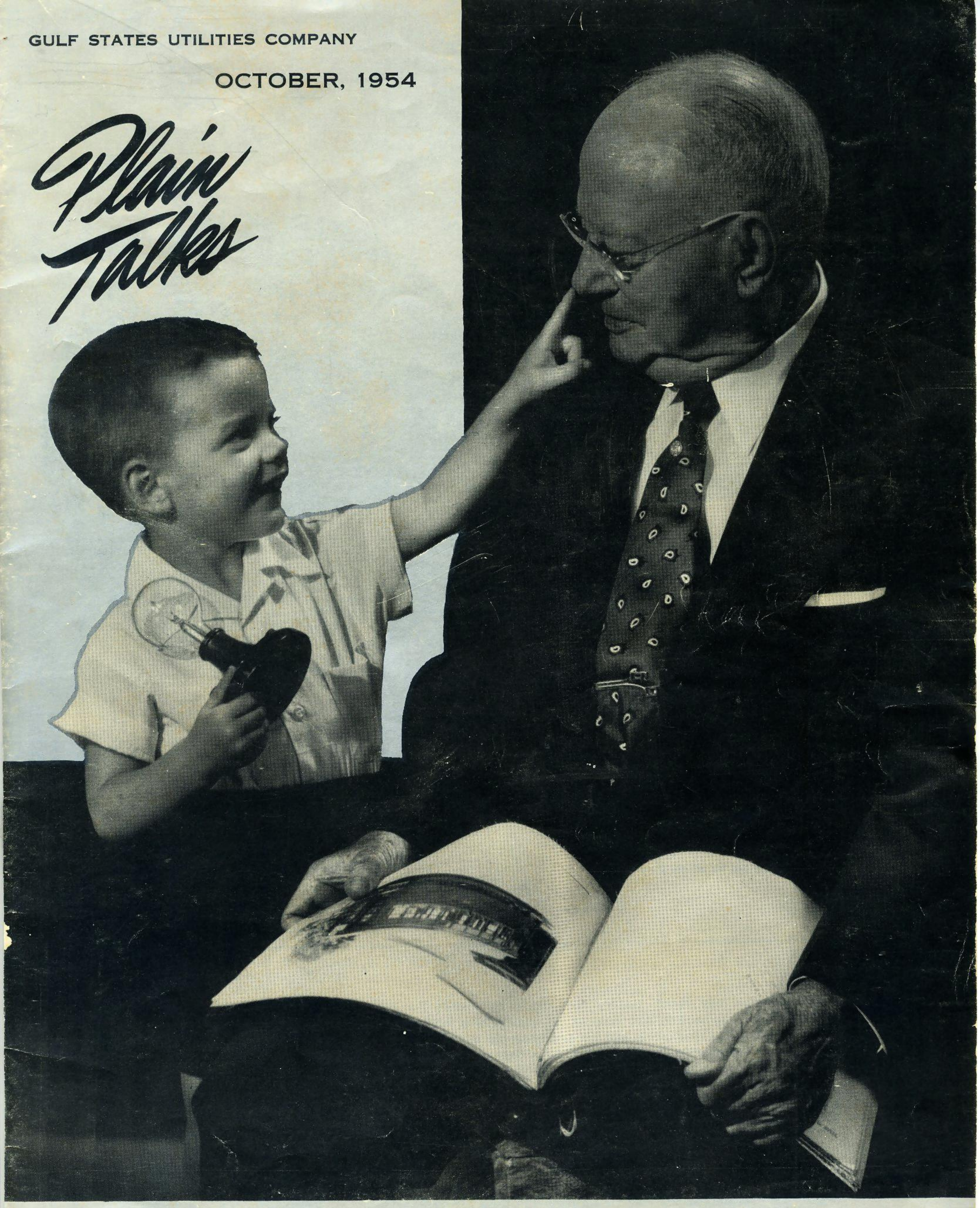
GULF STATES UTILITIES COMPANY

OCTOBER, 1954

Plain Talks

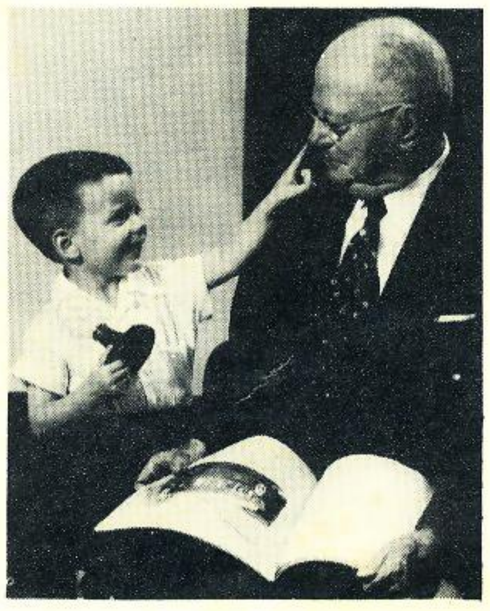


LIGHT'S DIAMOND JUBILEE ISSUE

THIS IS NOT an ordinary issue of PLAIN TALKS. On the 75th anniversary of Thomas Edison's invention of a practical incandescent lamp, it seemed proper that we pay special attention to the memory of this man and his accomplishment. Hence this special "Light's Diamond Jubilee" issue. The entire electric industry — not just the utility companies, of course — is taking part in the observance. Incidental to the occasion was the design and distribution of the medal reproduced here. It serves as a fitting reminder that light and power are essential in these times to the maintenance of freedom, progress and prosperity.

Every one of us has a right to feel proud of our individual part — however small it may sometimes seem — in the effort to carry on the fight for a better, brighter, less burdensome life for all the people.

For this issue, our cover picture was made by Baton Rouge's capable photographer Fonville Winans. It illustrates a dual theme, using Rodolph A. Delaroderie and his four-year-old great-grandson, Rodolph A. Delaroderie IV. Mr. Delaroderie became a Gulf States annuitant last year after 58 years of service, during which he became widely known in the Baton Rouge area as an electric company employee in a variety of duties, especially that of claim agent. He can remember the electric industry in its infancy. But while he shows his playful great-grandson a replica of Edison's first successful lamp, and looks over his excellent collection of pictures out of the past, he also can pause and wonder: "Perhaps all this has been only the beginning. What electrical marvels will become as common as the electric light by the time his generation grows up?"



IN THE ELECTRIC INDUSTRY, we s
by looking ahead. We must try to anticipate new electrical developments, new loads and load patterns. We must find ways of financing our business as our service area grows, and this certainly calls for foresight.

Now we are doing a little looking backwards, and, I think, with good reason. We are reviewing our debt to Thomas A. Edison, who did so much to build our industry. Through the celebration of "Light's Diamond Jubilee" we are paying our respects to the memory of Mr. Edison, and admitting our debt to him.

Let's look back on the year of his great accomplishment, when he made an incandescent lamp that worked—and worked in such a way that it could be available to everybody, rich or poor. It was in 1879. Rutherford B. Hayes was in the White House. John L. Sullivan, the world's heavyweight boxing champion, was shouting at the drop of a hat, "I can lick any man in the house!" A merchant named Woolworth had just opened a new kind of store in Utica, New York, offering the public nothing that cost more than a dime.

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President

Plain Talks

A magazine for employees of Gulf States Utilities Company

Beaumont, Texas

October, 1954

Vol. 32, No. 8

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; Jerry Stokes, supervisor employee publications; James Turner, associate editor in charge of Baton Rouge Division material.

HUBERT COLLINS — EDITOR

Contrived by one of America's greatest minds, it spawned a whole new industry . . .

THOMAS ALVA EDISON was a successful and well-known—but nearly bankrupt—inventor in September, 1879. At the age of 32, he was in the last stages of creating a practical incandescent light, which he had promised a skeptical world a year beforehand. It still didn't work. Employees in his Menlo Park, N. J., laboratory had not received their paychecks. Edison's bills were piling up. During the Christmas holidays of the previous year, his wife had been reduced to painting fancy baskets, perfume boxes and glassware at home. Her brother and Edison's nephew peddled them from door to door through the snow.

In that September, however, the inventor did something that should be of interest to all of us—our 2,400 Gulf Staters, the electrical appliance dealers in every town across the nation, people in the manufacturing industries . . . in short, everybody who benefits from electricity today, which is everybody.

Edison wrote letters to seven sewing machine companies. He was going to introduce a new system of electric lighting, he said, and the electricity also could be used in "running elevators, small shops, sewing machines, etc." Therefore, would the sewing machine companies each send him one of their machines so he could install an electric motor on it and try it out? He promised to return them, with motors attached.

Here was a man who still didn't have a practical, workable incandescent lamp. He didn't have a generator good enough to power his proposed system, nor did he have meters or control instruments for it, lines, underground cable or any of the other essential parts. What's more, nobody else did. Much of it hadn't even been invented yet. And he was broke.

But he was looking ahead to operating not only lights, but also "elevators, small shops, sewing machines, etc." Edison's "etc." has turned out to be the most important "and so forth" in modern history. The light made it possible.

The following month, on October 21, 1879, Edison fashioned an incandescent light which worked for 40 hours. He had his foot in the door and there was no stopping the advance of his idea now.

It was not an easy accomplishment. A dozen or so scientists and inventors had made incandescent lamps of one kind or another before he began work on his own. None was practical, and

> 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 more prosperous. Be brave as your fathers before you. Have faith.
>
> **Thomas A. Edison**
>
> **June, 1931**

of a horseshoe, he found a filament that would withstand electric current and glow brightly inside a glass bulb for many hours.

"Spilt milk doesn't interest me," Edison later said, reviewing his many temporary failures. "I have spilt lots of it, and while I have always felt it for a few days, it is quickly forgotten, and I turn again to the future." He once reminded a co-worker that "nothing that's any good works by itself, just to please you; you've got to **make** the d—— thing work."

His life was so marked by the early failures of his inventions that he often commented, "It's got to be so that if I find something in a hurry, I get to doubting whether it's the real thing. So I go over it carefully and it generally turns out to be wrong."

His light was right, a sweeping improvement over gas and electric arc illumination. Public response was immediate and favorable. Still remembered, for instance, is the "almost pathetic expression of gratitude" on the faces of veteran reporters from the New York Times when they first witnessed his lamp in operation. They were men who had "battered their eyes sufficiently by years of night work to know the good and bad points of a lamp."

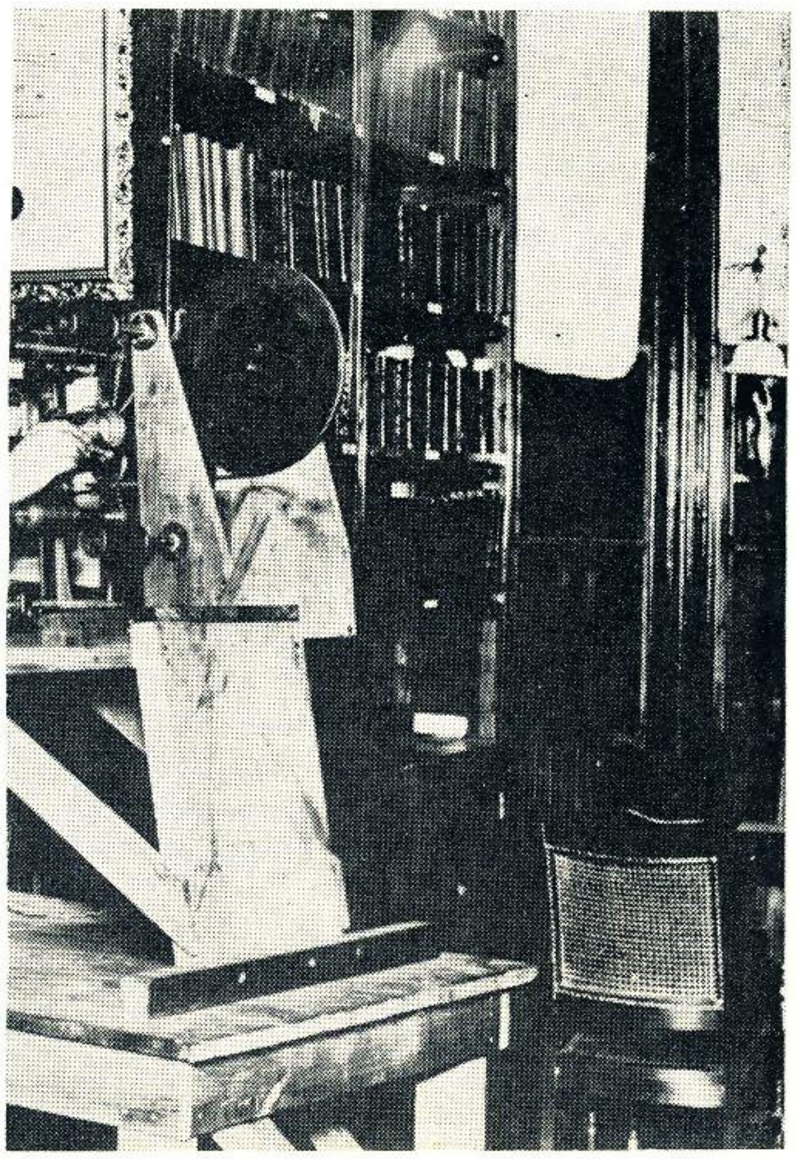
Installation of the lights in New York City made it necessary to build the world's first large central power plant, Pearl Street Station, and to construct the first significant electric distribution system. In many respects, Edison's shrewd and energetic supervision of this project rivaled or surpassed his accomplishment with the lamp. The job was done in only three years, and he started almost from scratch. He not only designed practically the whole generation and distribution system, but also oversaw step-by-step construction of it, sometimes actually sleeping in the ditches where workmen were laying underground cable.

Electric light isn't worth much without a power plant. Here's the first — Pearl

True, Edison did not "invent" electricity. Michael Faraday didn't invent it, nor did Alessandro Volta, nor the Greek philosopher Thales, who seems to have done the first serious thinking about it. Hundreds of pioneers came before him, each adding his contribution. Electricity has been with us always, and to this day we still can't fully **explain** it. But thanks to Thomas A. Edison, more than anyone else, we have learned to **use** it.

Charles F. Kettering, another inventor, summed it up this way: "Every citizen is as much a beneficiary of Mr. Edison as if he had mentioned him in his will."

vented the motion picture camera. Here's



LIVING IS SO relatively luxurious in America today it is hard to recall how tough it really was before the electric light—even for those old enough to have known it.

Homes were lighted by gas or oil lamps. Cooking was done mostly on coal or wood stoves. Fresh foods could not be kept safely; there were no vacuum cleaners, washing machines, fans—virtually no labor saving devices for the home.

The telephone was brand new. Most travel was by horse and buggy or wagons. Cultivation of farms was done with mules and oxen. Life was lonely, hard and relatively short. The life span was less than 50 years.

This was the general condition about the time Edison perfected his incandescent lamp. This was a condition Edison earnestly wanted to improve. And with **his lamp** he lighted the way out of this loneliness, illiteracy, toil, poverty and disease.

But even Edison's magic lamp could not light itself. Electricity was needed to serve it! Edison knew the things required, however, to get the electricity safely and economically to the places it would be used — and he made **them** too. Even so, one of the small

GULF STATES

. . . how we came to be

electrical systems of Edison's early days was a relatively complicated and costly proposition. Not many individuals in America could afford to install one.

American business, spurred by the freedoms of opportunity to invest savings, to work and earn a profit, and the will to advance our civilization, found a way. Men pooled their money — invested it in business enterprises willing to build electric plants and systems to bring to the people of the nation this new-found light.

Our present Gulf States Utilities Company grew from a score of such businesses, all small isolated enterprises, but all motivated by the same will to invest and work and earn a deserved profit for their risk and their efforts.

Although perfected in 1879, the incandescent lamp did not immediately light the houses and offices of the public. A utility company was organized but had to build a plant and an electrical system, and it was 1882 when the Edison direct current parallel circuit system was installed in New York. It was not until 1886 that the first alternating current system was used—in Great Barrington, Massachusetts.

In our Gulf Coast territory, a utility company had served Baton Rouge since before the Civil War; the Louisiana capital was one of the first cities in the nation to have a gas company. On February 9, 1860, coals were ignited in the gas benches of the Baton Rouge Gas Light Company and remained lighted for 65 years, until a new method of producing "water gas" was introduced. Thus began the first utility operation of what is now Gulf States.

The electric arc, or street light, had been used in some cities since 1877, but it was Edison's alternating current system that Americans everwhere desired. So it was that shortly after its inauguration in the cities of the East, electricity came to the so-called cities of our adolescent East Texas and Southwest Louisiana.

Beaumont, a small but prosperous lumber and cattle community, was the first of our Gulf Coast towns to enjoy the brilliant new electric lights. Organized in 1882 by a group of local citizens, the Beaumont Ice, Light and Refrigerating Company began furnishing electric service early the following year. Not only did this enterprising concern provide light, but power and ice, and at one time or other it made and sold ice cream, stored meats, ran a meat market, ran the water system—and most important to many a thirsty citizen—stored and chilled all the beer shipped into town.

Being a lumber town, locally milled pine poles were used for the distribution system. These poles were not round, but square, measuring 12 inches at the bottom and tapering to 4 inches at the top. A 1100 volt, 133 cycle Fort Wayne arc generator furnished the electrical energy. The first plant was located on Cypress Street, on the bank of the Neches River between the Southern Pacific Railroad and the Texas Tram Lumber Company. Sawdust and slabs from the lumber mill fired the boilers for the infant light plant.

A virtual "epidemic" of light companies quickly sprang up hereabouts. Baton Rouge Electric Light and Power Company also began operation in 1889; Navasota Water, Light & Ice Plant put its electric system into service in 1891; Lake Charles' J. A. Landry and Company went "on the line" in 1892, and Port Arthur Water Company served the last one of our present division headquarters cities with electricity in 1903. Many smaller towns in the area likewise commenced "lighting up" and a number of tiny isolated plants were in operation by 1907 when Stone & Webster, the forerunner of our present company, came upon the local scene.

Stone & Webster was an eastern investor-owned corporation which began as a consulting firm in 1888. The founders, Charles A. Stone and Edwin S. Webster, were fresh out of Massachusetts Institute of Technology with degrees in electrical engineering — a rarity in those days.

Making things which kill people is against my fibre. I would rather make people laugh. The world has been steeped in darkness long enough.

Thomas A. Edison

From consultants, the firm went to managing electric companies and later to building and financing them. In the process of this corporate development, the firm's activities carried them into many states, among them, Texas and Louisiana.

In Baton Rouge, as in most other places, the utility set-up underwent a series of corporate changes in the early period. The electric, gas and railway systems had begun as separate concerns, but finally ended up together. The electric firm had many names. The Baton Rouge Electric Light & Power Company became the Citizens Electric Light and Power Company in 1890; in 1892, it merged with the Baton Rouge Railway and Improvement Company to emerge as Capitol Railway & Lighting Company; three years later it became the Home Electric Company.

In the meantime, the gas system was acquired by a Mr. John D. Fisher in 1892, and the company carried this name. In 1900, however, the Home Electric Company and the gas company became one and assumed the name of Baton Rouge Electric & Gas Company. Another electric company, the Capitol Light & Power, appeared on the scene in 1904; but within a year was absorbed by the Electric & Gas Company.

A lasting reorganization of the Baton Rouge Company took place in 1907. The firm became the Baton Rouge Electric Company and the management was assumed by Stone & Webster. The entire property was rebuilt and the company revitalized. Referred to as BRECO by employees and customers, this name lasted for 30 years, until the merger with Gulf States in 1938. The year following the change to BRECO found the company with 672 electric customers, who combined, were using a maximum load of 390 kilowatts! Physical property at this time consisted of a power station of 1,000 kilowatt capacity, a car barn and a gas plant. There were 3.92 miles of street car tracks.

Meanwhile, the Beaumont Ice, Light and Refrigerating Company was having good sailing — being aided by financial winds blown up by the famous Lucas gusher. There was no change in this corporate set-up until 1911 when this firm too was bought by Stone & Webster, which changed the name to Beaumont Electric Light and Power Company. The office location, which had already moved three times since the beginning, was changed once more in 1911, this time from the old Weiss Building to the present company building at 362 Liberty Avenue.

In 1912, the Port Arthur Water Company was likewise purchased by Stone & Webster, and the name there was changed to Port Arthur Light and Power Company. Both the Port Arthur and Beaumont properties became Eastern Texas Electric Company in 1918.

The Lake Charles Ice, Light & Water Works Company organized in 1895, was that city's main utility company. This firm was organized by the J. A. Landry interests, which owned the electric system. The ice plant had its beginning during the 80's and the water plant came along in 1890.

Here, as in Beaumont and Baton Rouge, one of the electric company's big loads came along through the street car, for in 1905, the horse drawn cars were electrified. Arc lights were abandoned this year also.

Stone & Webster acquired the Lake Charles utility system in 1924, and the electric business became the Lake Charles Electric Company. In 1925, this company acquired the Jennings Utilities Co., Inc. and as a result of this, area operation changed names to become Louisiana Electric Company. Property in western Louisiana belonging to the Orange Ice, Light & Water Company was purchased later this same year by Louisiana Electric Company.

There will one day spring from the brain of science a machine or force so fearful in its potentialities, so absolutely terrifying, that even man, the fighter . . . will be appalled, and so will abandon war forever.

(Atomic) energy could be turned into electricity . . . The force residing in such a power is gigantic and illimitable.

If wars are ever done away with, their cessation will not be due to sentimental arguments, but to the fact that science and invention may make war so dangerous . . . that . . . people in all nations . . . will be universally against the stupid war idea.

Thomas A. Edison

Thus, electricity came to town in the major cities of our present system. However, size is no deterrent to progress and just as today, the small town knows a good thing when it sees it. Hence, very early in the picture we find a number of smaller isolated plants.

Biggest and most important was the Orange Ice, Light & Water Company, organized by a Mr. Dan Morison about the same time as the Beaumont company. Eventually this system ended up as one of the Stark enterprises and it was this company Gulf States was organized to purchase as the nucleous of a central station and transmission system in Southeast Texas.

In 1917, a Stone & Webster operating company named Intermountain Railway, Light & Power Company expanded operations they had in Colorado and acquired the Navasota Ice, Light, Power & Water Company, and the Sour Lake Ice, Light & Power Company. Because the Texas properties did not fit into the "mountain" identification of this firm, its name was changed, more appropriately, to Western Public Service Company in 1922.

Shortly after its corporate birth, Western Public Service started flexing its muscles and in 1923, began acquiring other Texas utility properties. This year it purchased Somerville Light, Water & Ice and Calvert Water, Ice & Electric Light Company, which also included the Bremond system, and Franklin Electric and Water Company, a municipal set-up. In 1924, Kosse Light & Power Company was acquired.

In 1925, business really picked up. In order shown, the following properties were bought: Cleveland Water & Light Company; Conroe Gin, Ice & Light

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Seeing the whole picture

TEN MEN face a beautiful cathedral. Nine of them see only the rich coloring of the stone, the sweeping grace of the towering spires, the glowing richness of the intricate, stained-glass windows.

Only one sees beyond the surface appearance of the finished product.

He sees an architect at a drawing board, slaving to imprison a vision on paper. He sees other men at drafting tables computing strains and stresses, translating the vision into blueprints.

He sees men sweating over iron forges and in stone quarries. He sees men painstakingly assembling precious little pieces of colored glass.

This one-in-ten sees a thousand men —and their sons and their sons' sons— working together to build a majestic cathedral for the people and their faith.

Like that cathedral, Gulf States Utilities Company didn't just happen. Its dependable public service at low rates was not conjured full grown, but was built first in the minds of men, then by their hard work.

Our Company is a living thing — a part of the people. It is never finished. It must continue to grow, for the basic reason for its existence is to serve the people, whose needs always change.

So long, and only so long, as it fulfills this mission will it endure.

Nine out of ten people will never see beyond the surface of our service. They have too many problems of their own. Only the one in ten will see that we are the "cathedral."

Gulf States has its origins back in the Nineteenth Century. A lot of companies, some of them poorly financed, most of the smaller ones rendering what today we'd characterize as poor service, have gone into Gulf States. But don't dismiss them without thanks.

They were pioneers. They planted the hardy seeds of desire for better living in the hearts of those they served.

Company; Dayton Light & Power Company; Liberty Light & Power Company; Saratoga Light & Water Company; Groveton Power & Ice Company; Huntsville Cotton Oil Company; Trinity Power Company and the J. M. Norwood property at Madisonville. Two years later another flurry of buying brought the WPS Company the Normangee and Corrigan properties. The Moscow property joined the Gulf States family in 1929.

I have friends in overalls whose friendship I would not swap for the favor of kings.

Thomas A. Edison

It can be seen that the Western Public Service operation encompassed what is now our Navasota Division, plus the Liberty, Dayton, Sour Lake, Saratoga and Hull-Daisetta plants now in the Beaumont Division. All of these properties came into the Gulf States organization in 1929, when a large scale program of transmission line construction began integrating the individual systems. Central station power from the Sabine area's Neches Station thus fanned out in probably the biggest single spread in Gulf States history.

In the preceeding period several other companies were acquired but later disposed of for various reasons. Most important were: the Bryan Ice Company, Jasper Electric Company, Hempstead Light & Power Company, Alvin Light & Power Company, and Caldwell Ice & Electric Company.

In Louisiana the Baton Rouge Electric Company was also expanding. In 1925, the Port Allen Electric Company was acquired and in 1929, the Denham Springs and Gonzales properties purchased. The Maringouin system, a municipal operation, was taken over in 1930.

Meanwhile Gulf States had emerged from the adolescent stage and was beginning to assume an area stature of no inconsiderable size. Realizing the vast potentials to the east, the system jumped across the Sabine to become a Louisiana operation also when the Louisiana Electric Company was merged into the corporate family in June, 1926. Shortly afterward the Carencro electric company was acquired from J. Frank Ard and the municipal system at Lake Arthur purchased.

As mentioned, the Baton Rouge Electric - Gulf States merger of 1938 extended the Gulf States operation to its present service area limits. This merger also brought into the GSU company the Louisiana Steam Generating Corporation, organized in 1930 as the Louisiana Steam Products, Inc., to supply steam and electricity to the Esso Refinery and the new Ethyl Corporation.

Subsequently other isolated or municipal or independent utilities joined Gulf States. The Plaquemine, Louisiana, electric distribution was acquired in 1944; the Clinton and St. Francisville (La.) systems in 1945; Church Point (La.) in 1946, and Broussard and Youngsville (La.) in 1947. Latest to be added was the Woodville, Texas, system, purchased from Community Public Service Company in 1950.

In the beginning each of the little plants serving the then small cities or towns were limited operations, generally inadequate for the needs of the relatively few customers. Separately they were not worth too much money, and even collectively did not represent a very large sum by today's standards. The Orange Ice, Light and Water Works property was the first acquisition of Gulf States. The plant investment figure after this purchase was $2,500,000. As of August 31, 1954, our plant figure had become a healthy $232,336,000.

This change in plant investment figures in the space of the some 24 years since Gulf States was born reflects the great increase made in electric facilities installations to serve the ever growing customer list.

Gulf States, through Baton Rouge, first became affiliated as a Stone & Webster property back in 1907, and in the following 25 years eventually acquired most of the present-day Gulf States system. In 1930 Stone & Webster acquired a subsidiary "holding company" to assume direct management of a number of their operating companies, including Gulf States. This holding company was the Engineers Public Service Company. Engineers, however, became disassociated from Stone & Webster in 1937, and as an entirely

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The world owes nothing to any man but every man owes something to the world.

Thomas A. Edison

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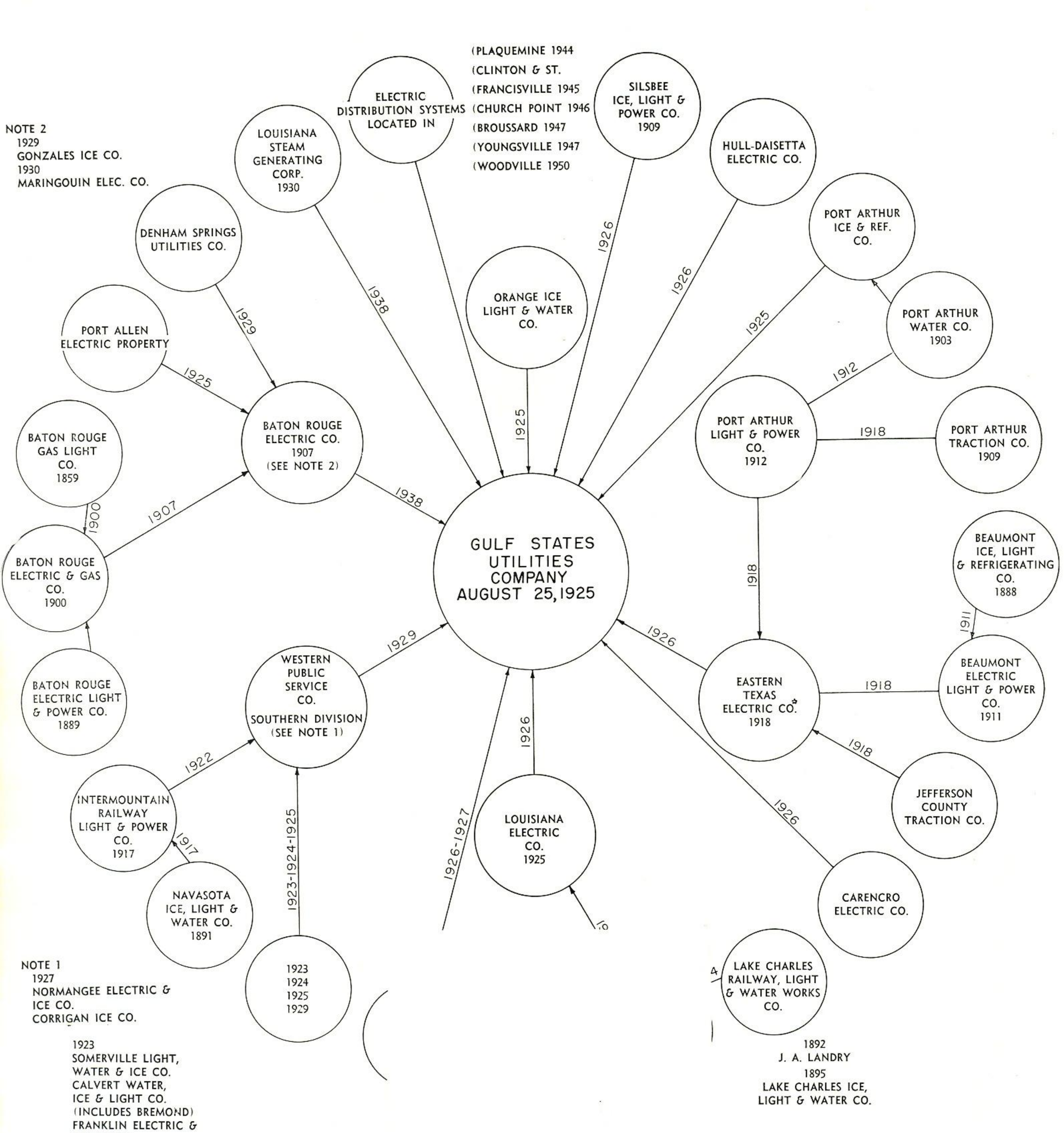
separate concern became the "parent" company of Gulf States. Then under the Holding Company Act of 1935, Gulf States in turn eventually became disassociated from Engineers and in 1947 itself became an independent company.

Gulf States is still today an independent operating company, neither owned nor controlled by any other company. Its owners are some 14,000 individual and institutional investors living in all 48 states. It is a Texas Corporation with headquarters offices in Beaumont. It is managed by duly elected officers and directors, all of whom live within our service area.

There is no end to this story of Gulf States development. The history of company is being traced across the landscape of Central East Texas, Southeast Texas, Southwest and South Central Louisiana, day by day and being transcribed onto the maps and ledgers used to record such events for interpretation on some future occasion, such as Light's Diamond Jubilee.

Truly the 75 years since Thomas Edison gave humanity the electric light have seen the greatest progress ever witnessed by man in a similar period and the electric industry aims for even greater fulfillment of the heritage this genius of the incandescant lamp passed down to us. Gulf States is dedicated to the principles of the American free enterprise system, and is proud to be a part of our great utility industry which has played an essential part in bringing ever better living to the American people during the past 75 years. As a prominent participant in business in our Texas-Louisiana scene, Gulf States stands ever ready to meet our responsibilities — anticipate and satisfy the ever increasing demands for electric power in the same reliable manner which has made "dependable public service" a by-word to our more than 230,000 customers.

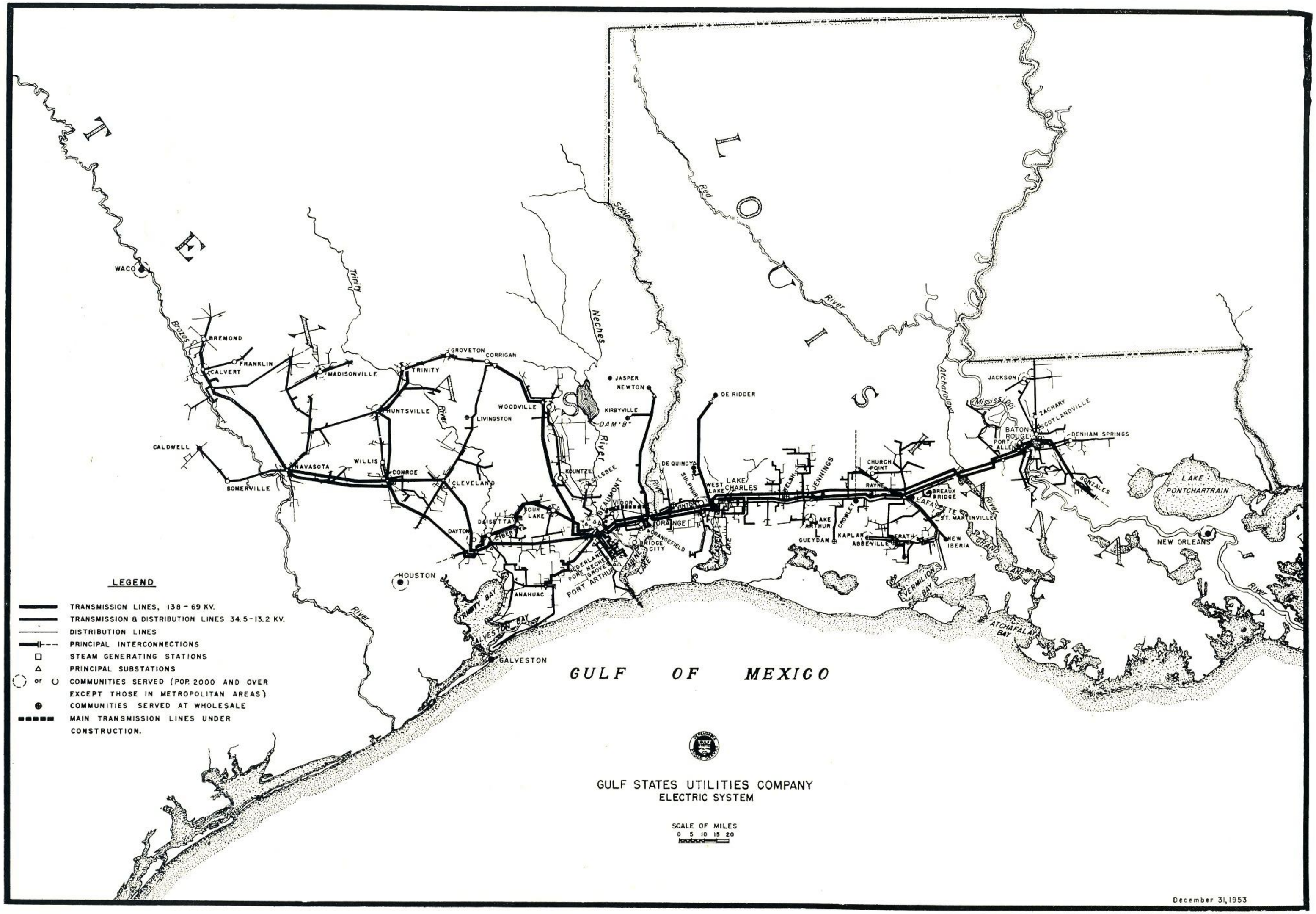


NOTE 1
1927
NORMANGEE ELECTRIC & ICE CO.
CORRIGAN ICE CO.

1923
SOMERVILLE LIGHT, WATER & ICE CO.
CALVERT WATER, ICE & LIGHT CO.
(INCLUDES BREMOND)
FRANKLIN ELECTRIC & WATER CO.
1924
KOSSE LIGHT & POWER CO.
1925
MADISONVILLE ICE
MADISONVILLE LIGHT & POWER CO.
(CLEVELAND
(CONROE GIN ICE & LIGHT CO.
(DAYTON
(LIBERTY
LIGHT & ICE CO.
TRINTY POWER CO.
TRINTY ICE CO.

SARATOGA LIG
WATER CO.
GROVETON EL
ICE CO.
HUNTSVILLE C
1929
MOSCOW ELE

) diagram, here is how Gulf States Utili-
was formed out of separate components
For purposes of more efficient operations,
panies tended to join progressively larger
anizations which served the public better.
we see our service area tied together in
ndable electric production, transmission
system. Had this integration process not
ay there might have been 200 or more
isolated systems operating independently
in place of a single system fed by three
ons — in short, not mass production of
iecework on a local scale.


TEXAS
LOUISIANA
Red River
Sabine
Trinity
Neches
Brazos
Atchafalaya River
Mississippi River
WACO
BREMOND
FRANKLIN
CALVERT
MADISONVILLE
TRINITY
GROVETON
CORRIGAN
HUNTSVILLE
LIVINGSTON
WOODVILLE
JASPER
NEWTON
KIRBYVILLE
DAM "B"
DE RIDDER
JACKSON
ZACHARY
SCOTLANDVILLE
BATON ROUGE
PORT ALLEN
DENHAM SPRINGS
GONZALES
LAKE PONTCHARTRAIN
NEW ORLEANS
CALDWELL
SOMERVILLE
NAVASOTA
WILLIS
CONROE
CLEVELAND
KOUNTZE
SILSBEE
DE QUINCY
SULPHUR
WEST LAKE
LAKE CHARLES
ELTON
JENNINGS
CHURCH POINT
RAYNE
BREAUX BRIDGE
LAFAYETTE
ST. MARTINVILLE
CROWLEY
LAKE ARTHUR
GUEYDAN
KAPLAN
ABBEVILLE
MAURICE
NEW IBERIA
VERMILION BAY
GRAND LAKE
ATCHAFALAYA BAY
BEAUMONT
SOUR LAKE
DAISETTA
DAYTON
LIBERTY
ORANGE
BRIDGE CITY
ORANGEFIELD
NEDERLAND
PORT NECHES
GROVES
PORT ARTHUR
CADDO LAKE
HOUSTON
ANAHUAC
TRINITY BAY
GALVESTON BAY
GALVESTON
GULF OF MEXICO
LEGEND
TRANSMISSION LINES, 138 - 69 KV.
TRANSMISSION & DISTRIBUTION LINES 34.5-13.2 KV.
DISTRIBUTION LINES
PRINCIPAL INTERCONNECTIONS
STEAM GENERATING STATIONS
PRINCIPAL SUBSTATIONS
or COMMUNITIES SERVED (POP. 2000 AND OVER EXCEPT THOSE IN METROPOLITAN AREAS)
COMMUNITIES SERVED AT WHOLESALE
MAIN TRANSMISSION LINES UNDER CONSTRUCTION.
GULF STATES UTILITIES COMPANY
ELECTRIC SYSTEM
SCALE OF MILES
0 5 10 15 20
December 31, 1953

OUR GULF STATES

FAMILY ALBUM

Out of old files, trunks, attics and goodness knows where, the pictures on the following pages were brought to light. They afford us a brief glimpse into the past, back in the days when there was no Gulf States Utilities Company, only a scattered assortment of incorporated ancestors over a two-state area. They also afford us a look at the new company during its early years. People depicted in many of the photos still are with us; others have passed on. Turn the page and see: Were you there when . . . ?

This famous picture was taken as the last silver spike was driven in Baton Rouge's first city belt railway, in 1889. The photograph was presented to R. A. Delaroderie by the gentleman holding the sledge hammer, Ben Mayer, who was owner of the original street railway company. The scene is at the intersection of Lafayette and Main Streets.

ACKNOWLEDGEMENT

When the advertising department asked for old pictures to be used in this issue of PLAIN TALKS, we fully expected difficulty in finding enough that were suitable for a section of eight or 10 pages. However, the response from all quarters was gratifying, and we were forced to pass up at least two dozen pictures for each one we selected due to lack of space.

A list of all the employees and former employees who were kind enough to lend us this material (or tell us where it might be located) would run to considerable length. Named below are only some of them. We sincerely hope no one who went to any measure of trouble has been left out through oversight.

In Lake Charles Division: R. M. Dunn, J. H. Connley, Brad McMaster, Ray McGowen, Blanche Suydam, R. J. Landry and Homer Kirkwood.

In Baton Rouge Division: Jim Turner, drawing upon materials provided by R. A. Delaroderie and others.

In Navasota Division: Jerry Post, P. P. Newman and John Crouch.

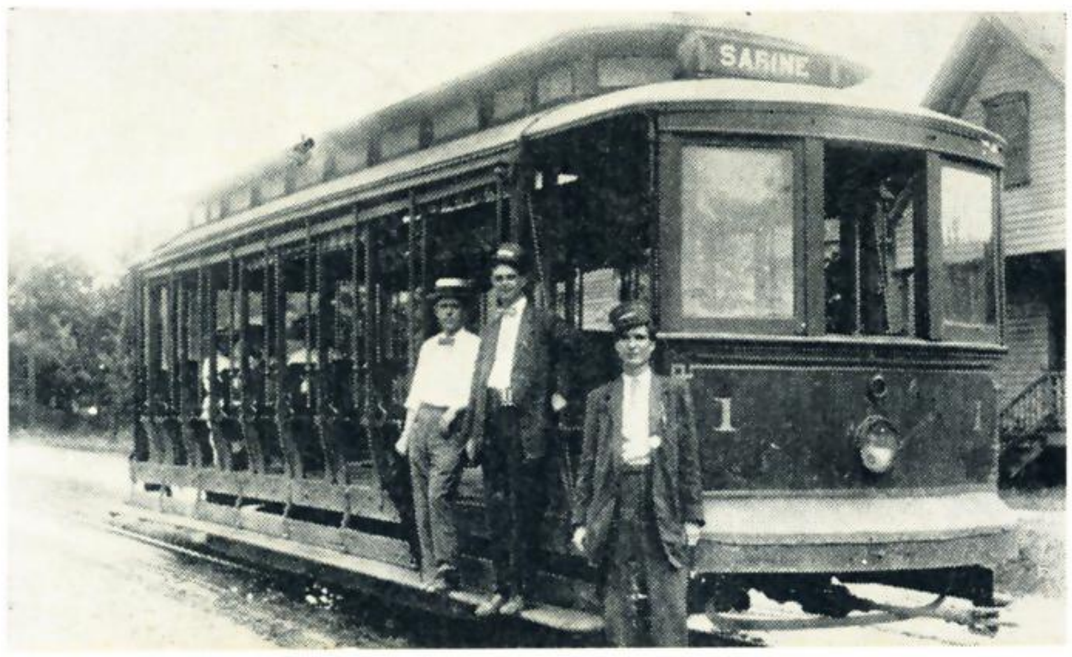
In Beaumont Division: A. M. Melancon, J. B. Coltharp, Ann Banks, W. L. Straughn, R. K. Wilkerson, G. G. Hall, Reid Tevis, Floyd Tevis, Mrs. Thelma Kuritz, R. O. Pennington and E. E. Figari.

In Port Arthur Division: J. Kirby Jones and A. D. McMillian.

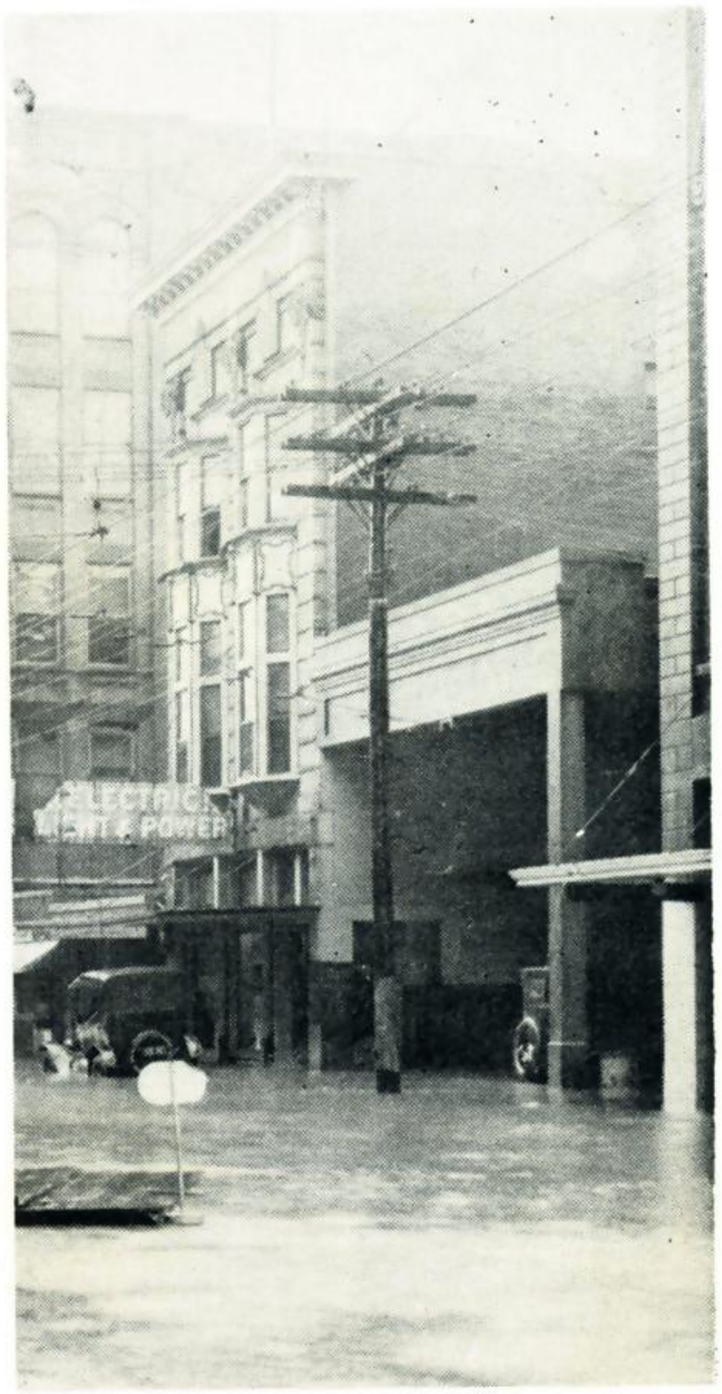
Port Arthur employees included this ready, willing and able group in 1920: from left, Glenn Jernigan, Allen Jernigan, R. D. McMillian, "Happy" McMillian, Cliff Follett, Fred Lorenz, a Mr. Zeno, Dean Saby, C. E. McMillian, Cecil Nantz, a Mr. Derrough, John Azwell and R. R. Jackson.

This was how Navasota looked in the 1890's. The occasion is obscure, but that's the Navasota Volunteer Fire Department marching along Washington Avenue.

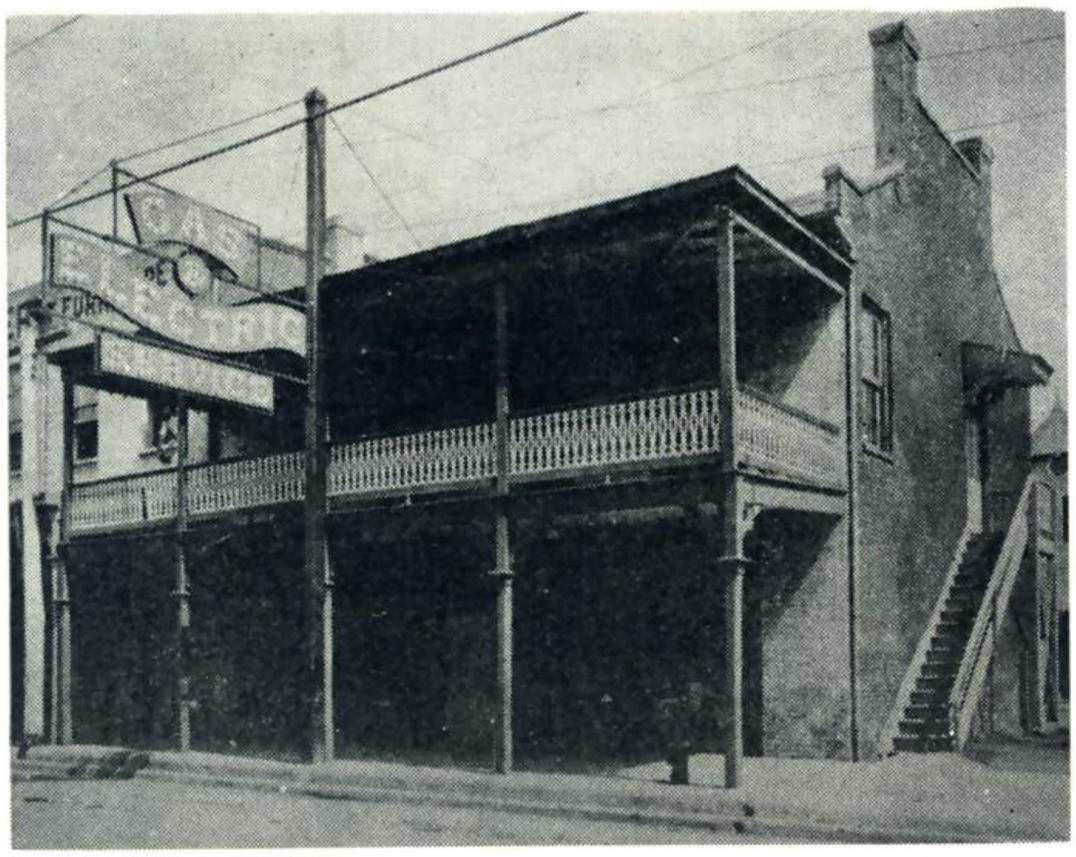
Here's how an old Beaumont "summer" streetcar looked in yesteryear. Transportation was a large part of our predecessor companies' business then, but one by one all the rail properties were sold as Gulf States began to specialize in electric service. The picture was made about 25 years ago, the car was Number One, and the gentlemen shown aren't identified. It's an open-air job with canvas curtains to protect the passengers from summer thundershowers.



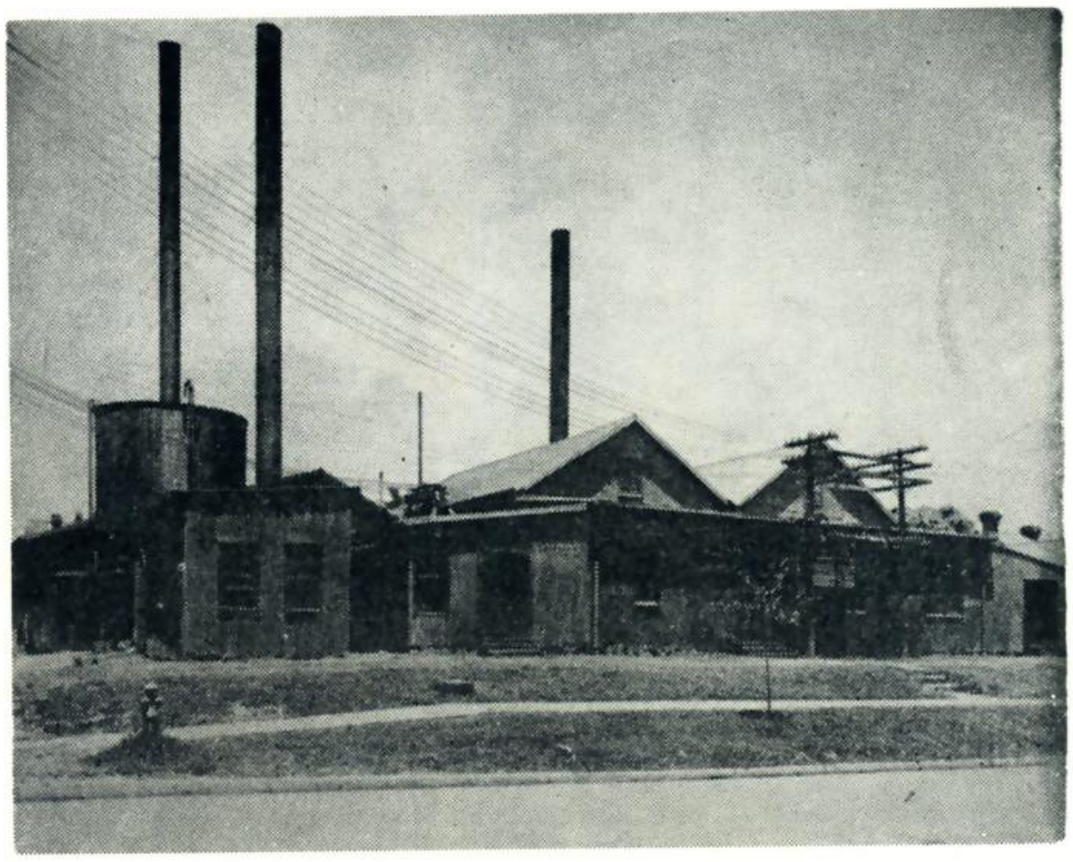
Remember the "women's committees"? For some time the Company used the groups as a means of spreading employee information to the distaff side of the Gulf States family. Here's an old shot from Lake Charles showing two ladies percolating "Women's Public Service Committee" activity there. At the coffee pot are May Thomson and Gertrude Hebert, the latter having left the Company many years ago. May Thomson's brother, Bill, is in the Beaumont sales department.



These are views of office buildings which housed GSU predecessors in Beaumont. Beaumont Electric Light and Power Company set up shop in the building at left, formerly a gay establishment known as the Opera Bar. That was in 1911, after Beaumont Ice, Light and Refrigerating Company passed out of the scene. By 1918 the place has assumed an appearance of public service and solid respectability (center). Right picture shows how the property looked during the "duck-drownder" that fell May 18, 1923. Location is Liberty Street, looking west.



The photographer snapped this picture in 1908. It shows the first office of Baton Rouge Electric Company, located on Main Street. Gas and streetcar service also was supervised here.



Here's the old North Boulevard power plant in Baton Rouge in 1909. Although Ramshackle by today's standards, it had six generators and they were ample for the city's needs at the time.

A number of these gentlemen at Lake Charles are still with Gulf States. Date of the picture is 1927. Front row shows J. H. Connley (retired) at far right. Center row includes Ed Shea, C. H. Meeks (now at Orange), Robert Savoie, and R. R. Sumrall (retired). Rear row shows Raymond McGowen, Dick Heinen, and Jim Nash (retired). Others are deceased or no longer with the Company. The picture was taken in front of the old power plant.

Contemplating important matters in this Baton Rouge picture, made in 1927, are J. C. Hays, left, and A. G. Delaroderie. Both still are in the Gulf States family.

Gulf Staters at a meter school held in 1926 at Texas A & M included members of this group. See if you can pick them out: Forrest Merrill, J. B. Crapp, J. H. Cates, Walt Brader, J. W. McClain and Charles Ingraham.

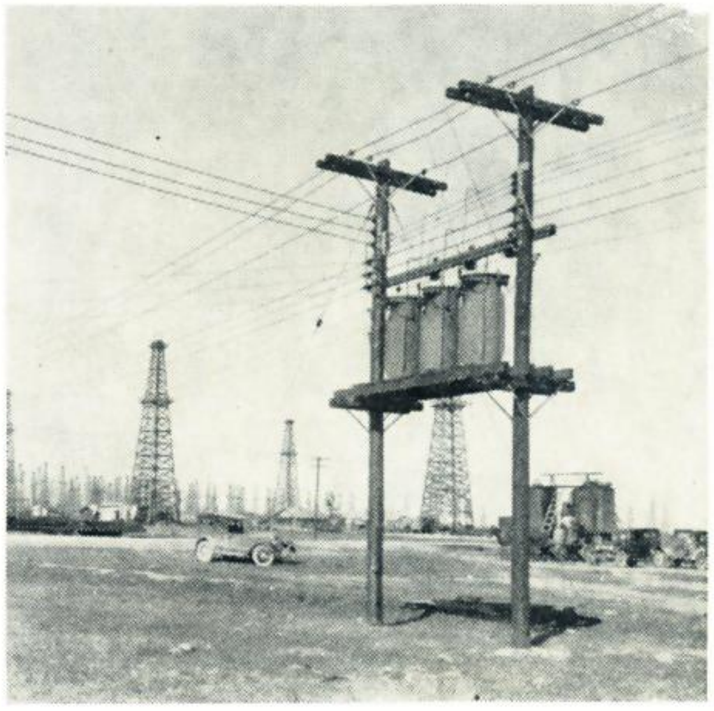
Applying for a job in June, 1928, Texas A & M Cadet E. E. Figari enclosed this ID photo. The handsome devil, age 19, got the job, now is at Beaumont.

In his youth, R. A. Horlock served aboard a Confederate blockade-runner during the Civil War. Later in life he became a successful Navasota businessman, and by about 1890 he was operating the plant shown here. Electric power, land, ice, cotton ginning, a jewelry store and cold storage were among his interests.

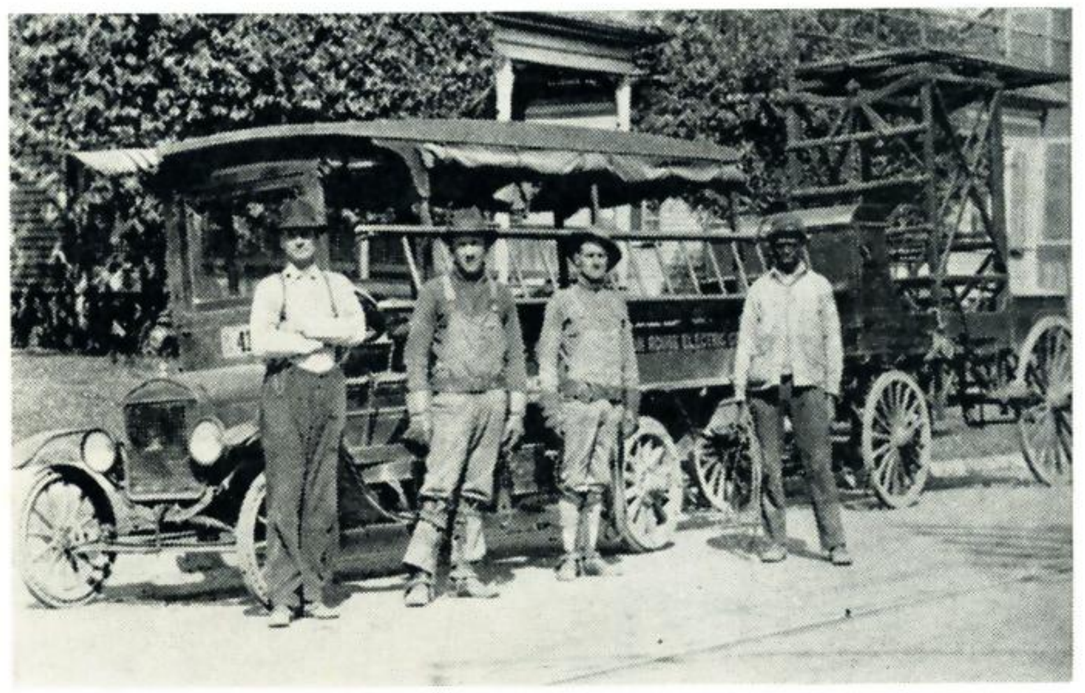
The year: 1925. The place: the muddy banks of the Neches River, near Beaumont. Construction crews were getting started on Neches Station, now one of the major power plants in the Gulf Coast area. Needless to say, hip-boots came in handy at this stage of the job.

It's now June 3, 1926, and Neches Station is beginning to look like a power plant. Construction on the building was entering its last stages.

Not long afterwards, this picture was made of Gulf States service facilities for Spindletop oil field, which was revitalized in 1925 by discovery of a new oil-bearing formation beneath the fabulous discovery brought in 24 years previously. Electricity was pumping many of the wells.



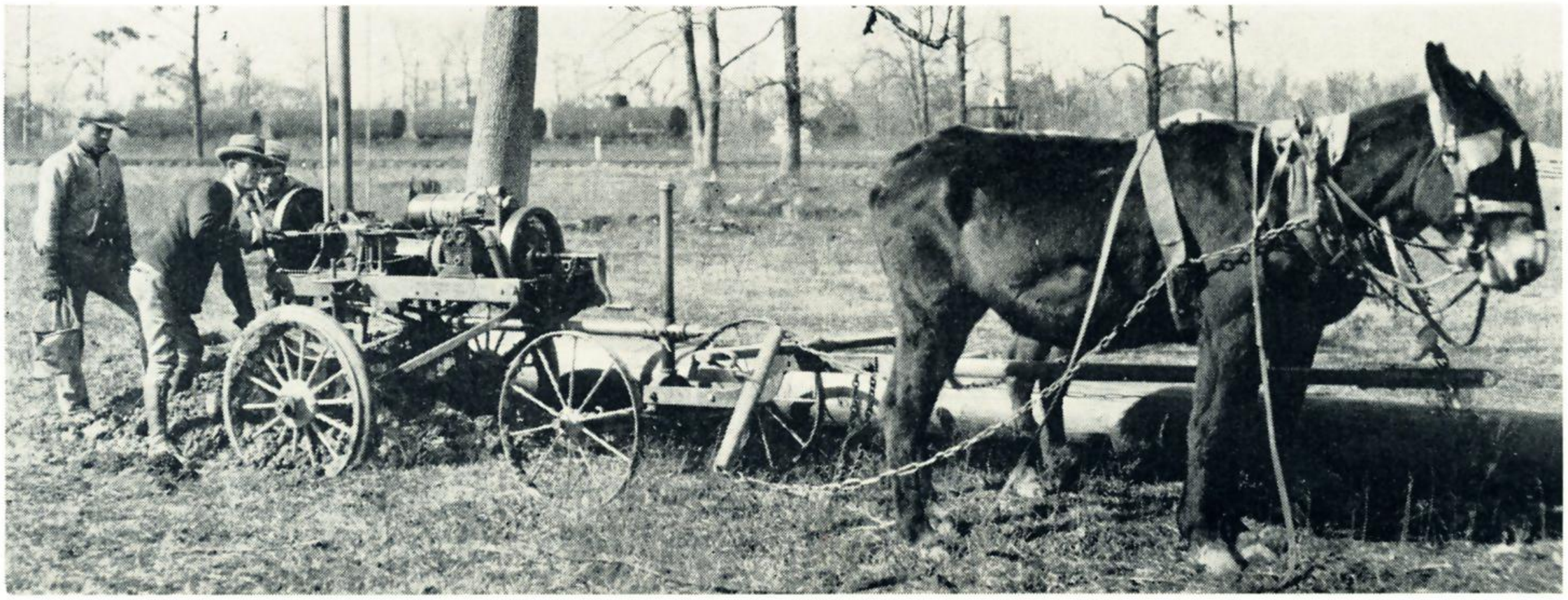
The rear of the Gulf States office at Jennings looked like this during the Model A Ford era. Lake Charles General Line Foreman Jack Killough was among the group; positive identification of others was not made, however. Were you there?

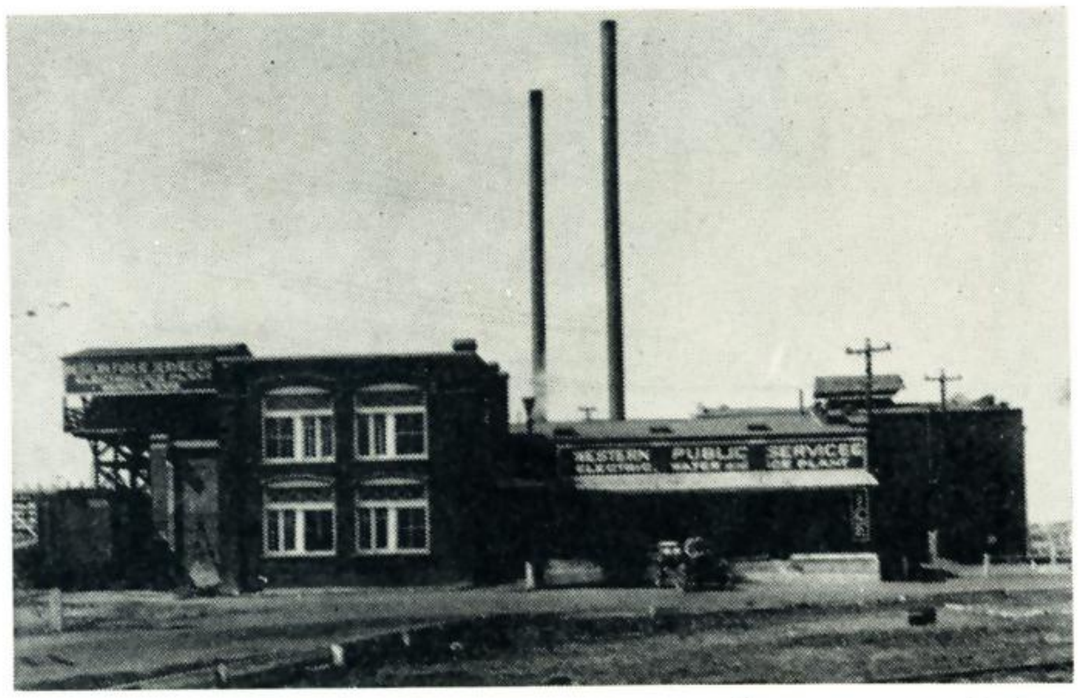


At Baton Rouge in 1918, this was "the" line crew. From left are Cap Denham, Cecil Collins, F. F. "Blondie" Gaines (now retired) and Lec Brown. Flag on cab of truck adds patriotic motif. Rig in rear was used for streetcar line work.

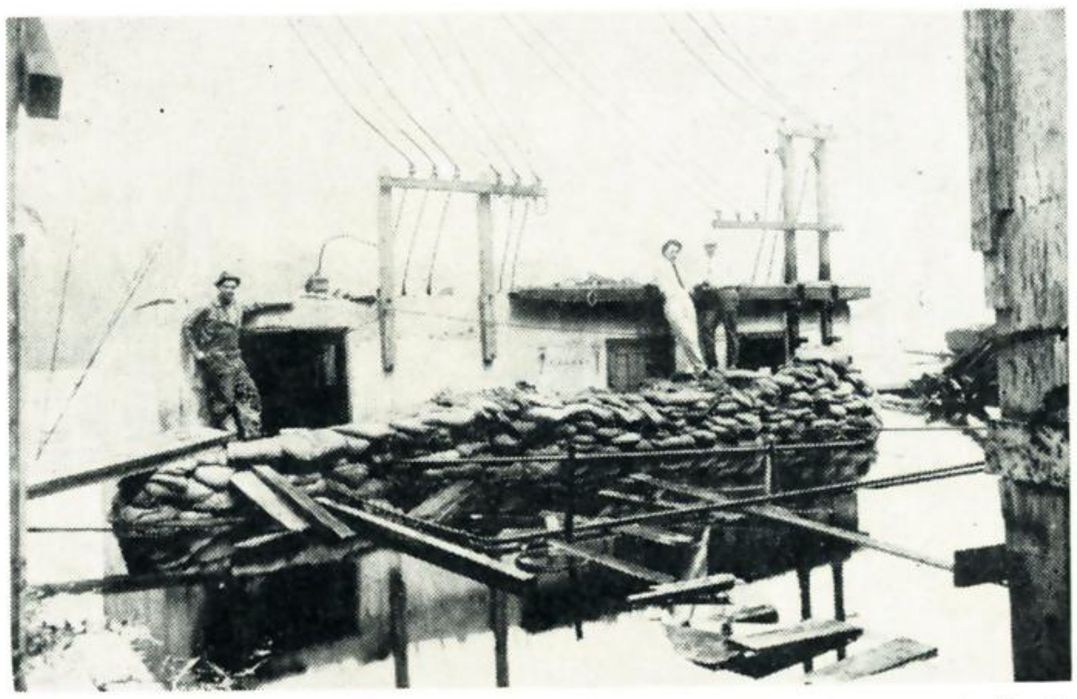
Beaumont and Port Arthur lady employees were all set to leave for Little Rock here. The year is 1930, and at left is Ruth Wilbanks, now in the Beaumont meter department; center, Mrs. E. C. Adams, no longer with the Company (but her husband is in construction budget at Beaumont); right is Mrs. Mamie Voyles, who's still telling the folks about the "electric way" in the Port Arthur home service department.

Here's a labor-saving device that came along a little too soon — a mule-drawn, gasoline-powered hole digger. This one was pictured in the Lake Charles Division. It was abandoned in 1927. Nowadays special automotive equipment does the job efficiently and quickly.





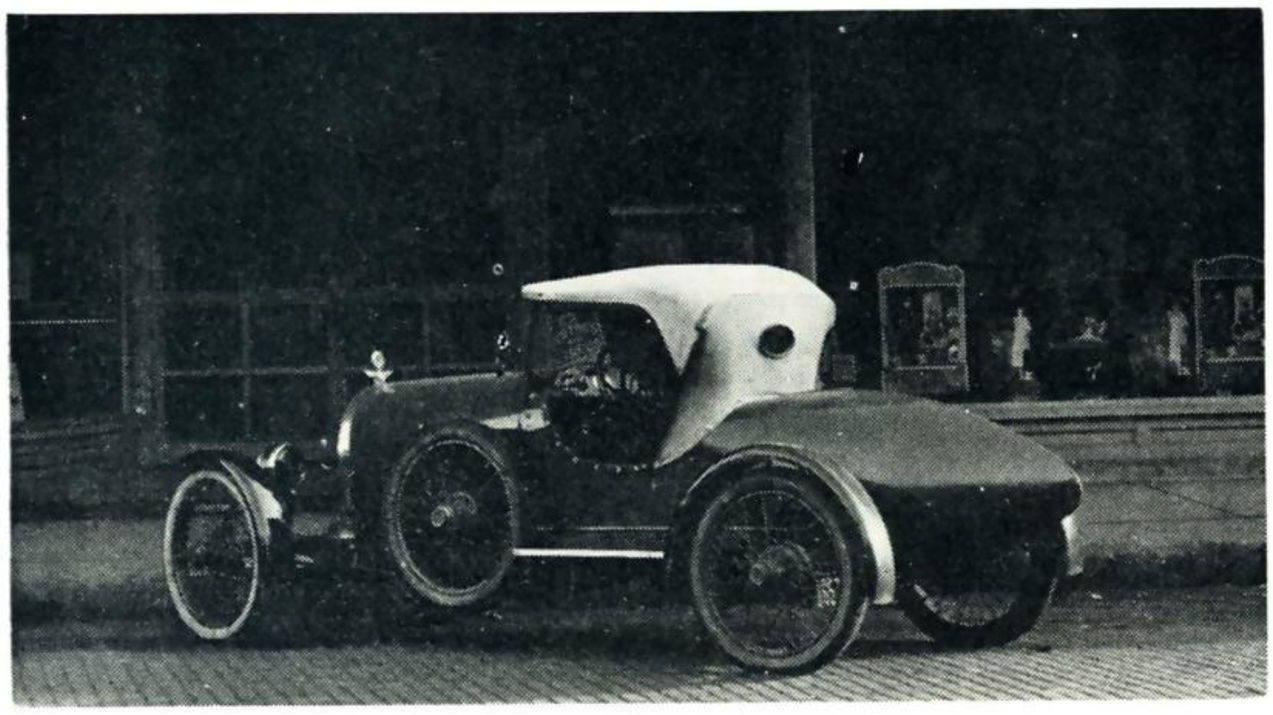
This efficient-looking layout was once the scoure of electricity, water and ice for Navasota. It was operated prior to 1929 by Western Public Service Company, which sold its interests in our area to Gulf States in that year. Nowadays, much remodeled, the building serves as division headquarters for GSU.



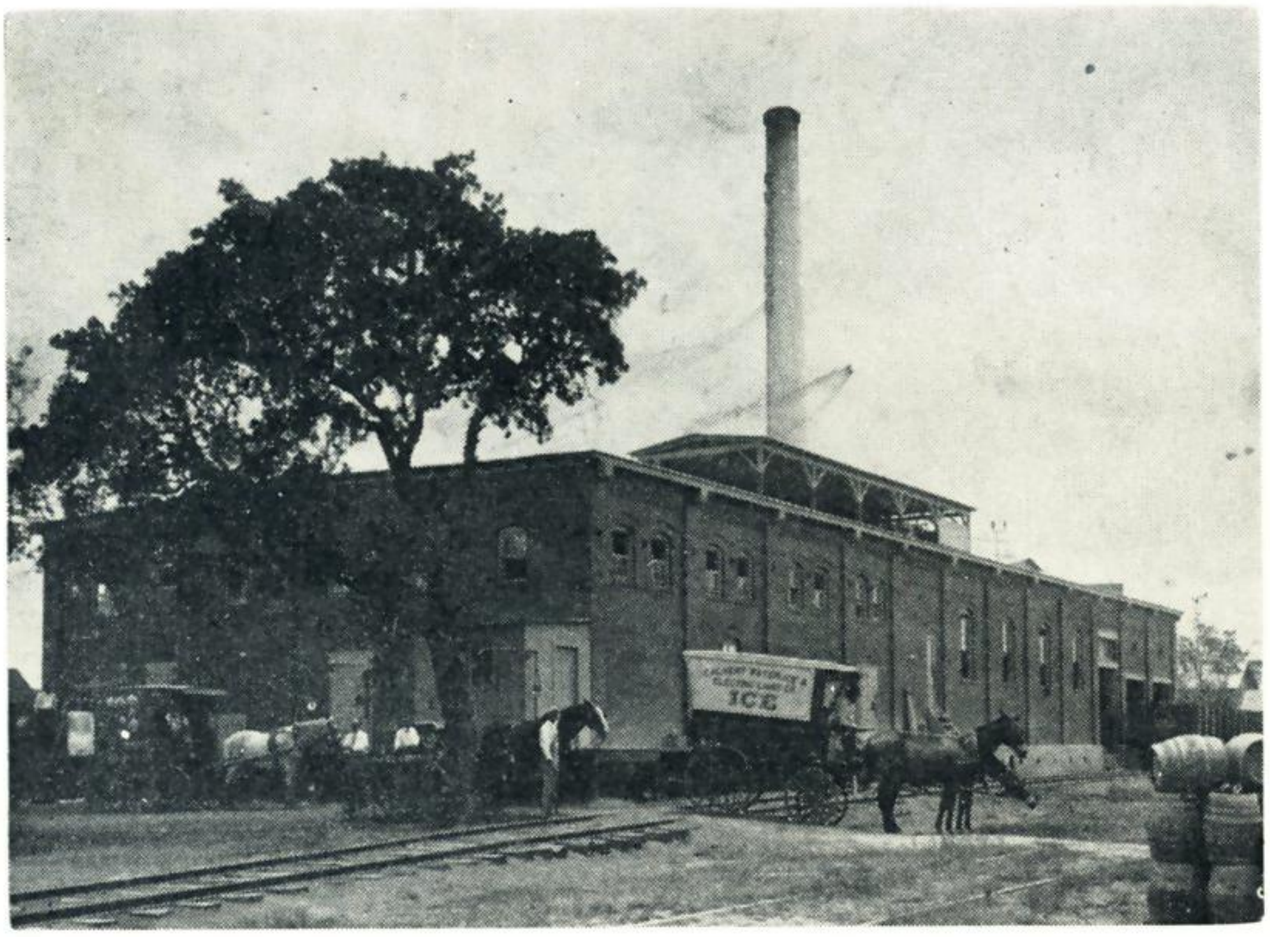
Before Neches Station was built, Beaumonters got their electricity from an old plant at the corner of Tevis and Travis streets. Water for the plant was taken from the Neches River at the site shown here, but sometimes (like 1915, for instance) there was a little more than necessary, which accounts for the sandbags.

Four of these ladies still work for the Company in Baton Rouge. They were snapped as they posed in front of the office in 1926. In the usual order, they are Anna K. Hill, Eugenia Carmena, a Mrs. Corbin (no longer with Gulf States), Marcia Hammond and Ethel Sharp.

Around 1930, the photographer set up his camera in the Beaumont office, crouched behind it under his black sheet, and made this picture. Of the group, no less than 19 still are Gulf Staters. They are Harry Rafferty, Bradley McMaster, Mattie Gray, Dennie Clubb, Virginia Lightsey, Emery Pintsch, Prentiss Peveto, Tony Fontana, Jimmy Linnehan, Mary Lilyerstrom, W. H. Caswell, H. V. Scanlon, W. E. Dinkins, Eliza Bryan and maybe one or two others we missed.

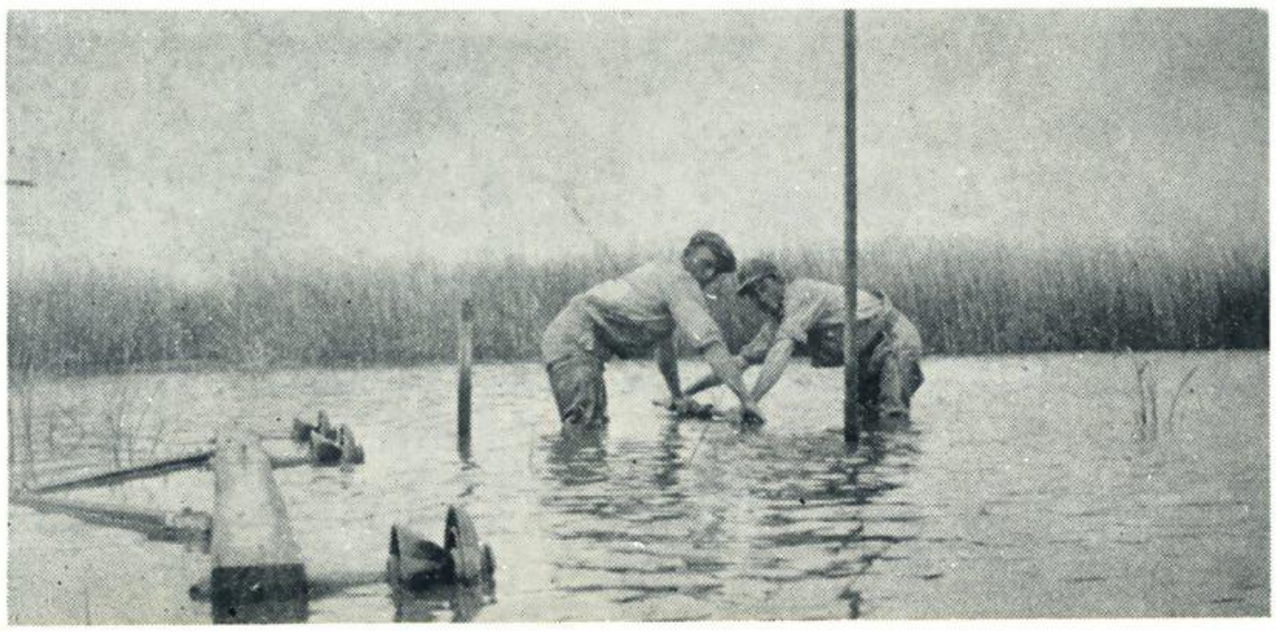


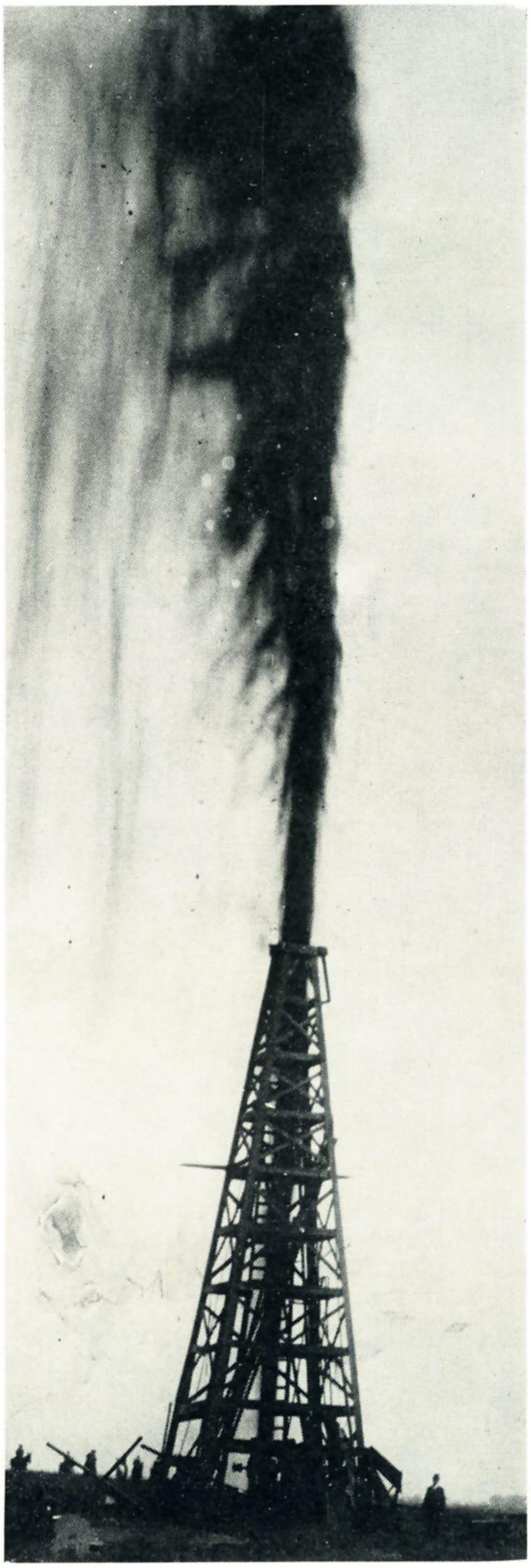
Whatever it is, it isn't a modern imported European sports roadster. The picture was taken prior to 1926 in front of the office of Louisiana Electric Company in Lake Charles, a Gulf States predecessor there.



Built in 1910, this is the old plant at Calvert before Western Public Service Company's southern division became a part of Gulf States. Ice was as important to the business as electricity in those days, with power only a byproduct of ice production at many old plants.

"It was work like this that wore us old-timers out," says one veteran GSU line department employee. The picture was made on a line construction job near Port Arthur which took two years to complete, and required the use of a marsh tractor, boats, and, on occasion, swimming. In addition, mosquitoes and alligators fought over the crew, but the line went up.



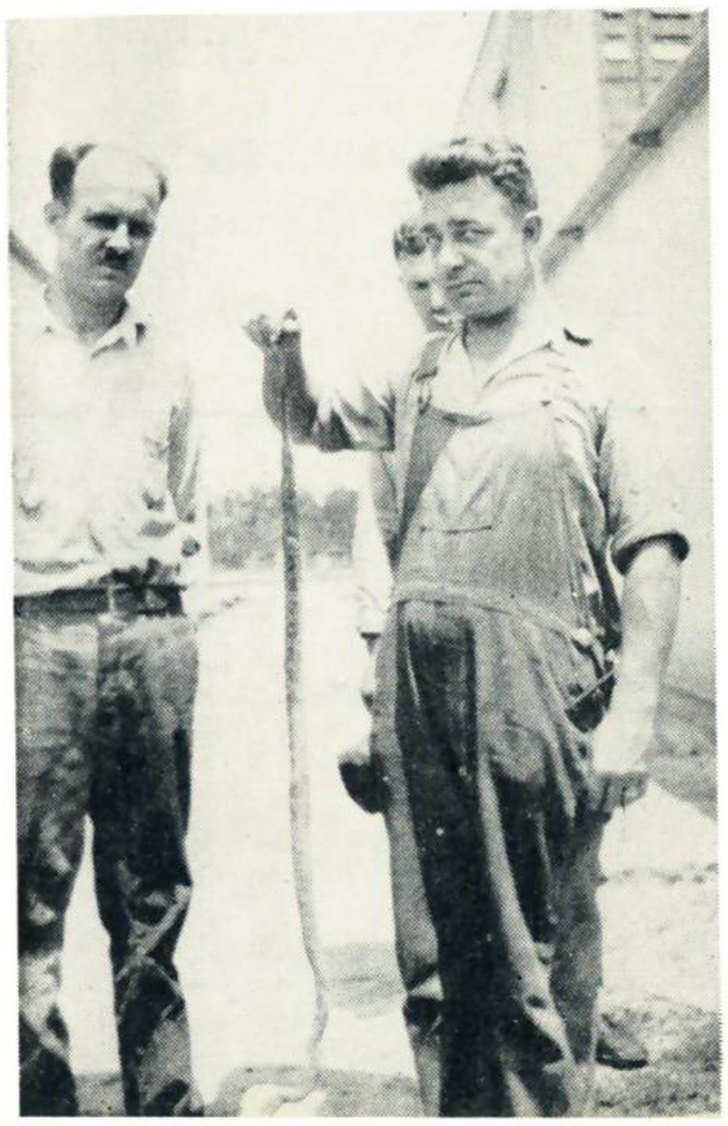


And this was the Lucas Gusher at Spindletop, just outside of Beaumont. It blew in January 10, 1901. No history of our service area would be complete without at least some reference to it. Oil shot 200 feet into the air for nine days before the well was brought under control. More than 2,200 wells have been drilled in the 400-acre field, which has yielded 300,000 barrels per acre and still is going strong. It was the starting gun for the development of Southeast Texas and Southwest Louisiana.

At top is Procter Street, Port Arthur, in 1903 . . . and the same street (center) now in 1910 . . . then in 1915, the day after the big storm blew in.

These gentlemen were not exactly Gulf Staters when this picture was made (quite some time ago, needless to say), but they have logged a total of more than 50 years of service with the Company since then. Know who they are? On the left is J. C. Farlow, and on the right is T. E. Farlow, both of Lake Charles. Each has abandoned Eton collars, droopy knickers and has acquired the habit of wearing shoes, but their facial expressions still are characteristic.

Titled "The cause of it all," this snapshot shows W. A. Whitten of Neches Station holding a snake which grounded a 33 Kv line in 1929. At left is W. L. Straughn, now in private business at Beaumont.



JUST PLAIN TALKS

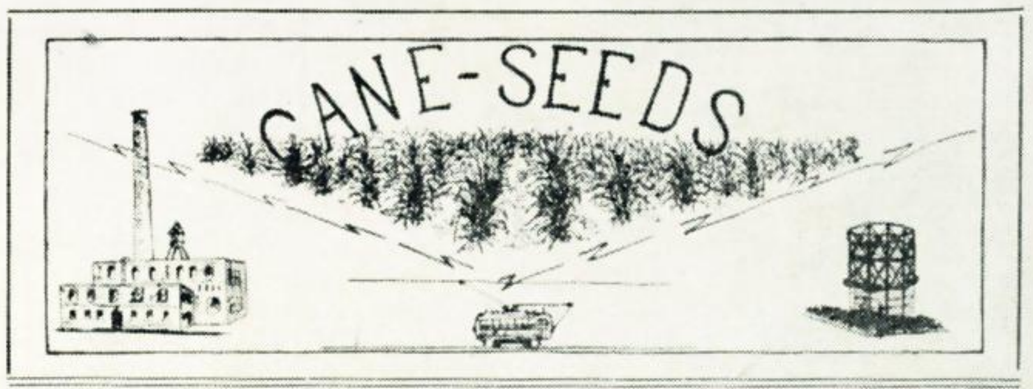
Volume I **Number 1**

Beaumont, Texas, June 1, 1922

Published as a medium for a better appreciation of our responsibilities to each other and the public

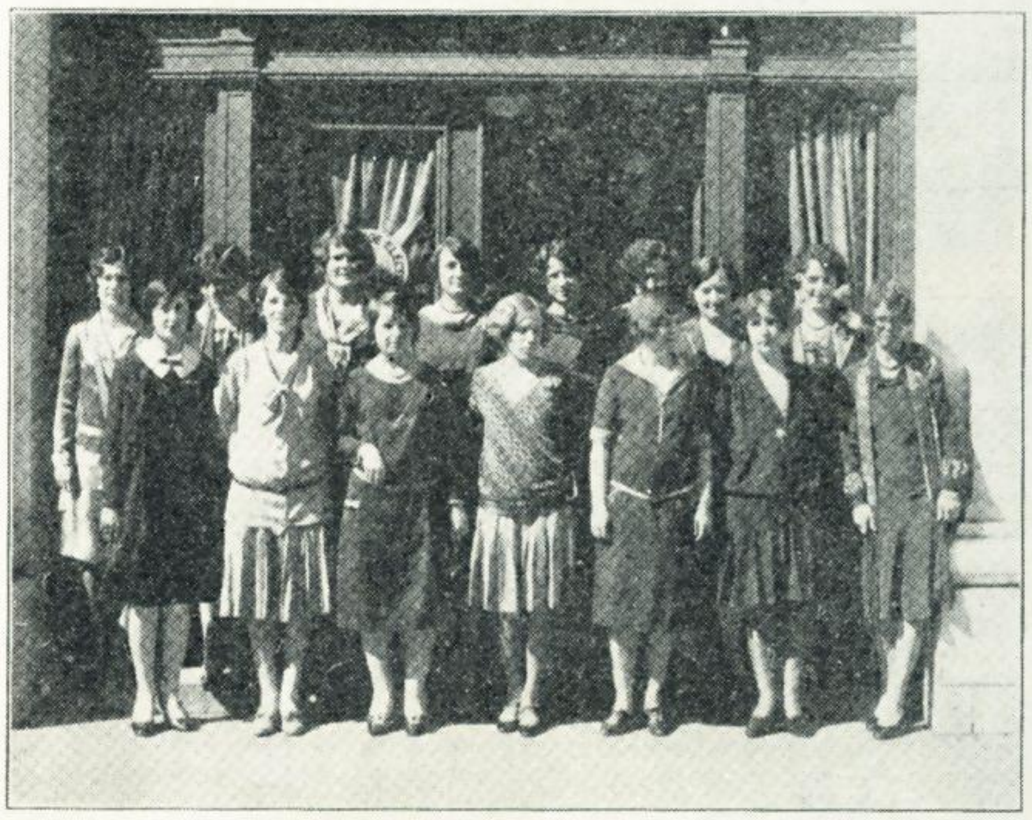
Here's the first issue of your Company magazine, which started off as "Just Plain Talks" in 1922. It is reproduced here actual size. Upper right is the old Baton Rouge Electric Company's employee magazine, "Cane Seeds," and at right is the publication formerly issued by Louisiana Electric Company in Lake Charles. PLAIN TALKS has changed format on several occasions but has been in almost uninterrupted production since its first issue.

GIRLS' ISSUE



PUBLISHED BY AND FOR THE EMPLOYEES OF THE BATON ROUGE ELECTRIC CO.

VOLUME 4 BATON ROUGE, LA., APRIL, 1928 NUMBER 2



BRECO GIRLS

Top row, reading from left to right: Lil Landry, Thelma Kennedy, Cecilia Stanley, Ethel Burgin, Ethel Chustz, Celestine Nawadny, Mrs. H. K. Vought, Mrs. A. K. Hill.

Front row: Mrs. G. C. Bowers, Camille Lessard, Audrey Hebert, Marcia Hammond, Alice Hebert, Katie Doiron, Eugenia Carmena.

SERVICE NEWS

Issued By Louisiana Electric Co., Inc.

Vol. 2. Sunday, Oct. 24th, 1926. No. 29

UTILITIES CONSOLIDATED.

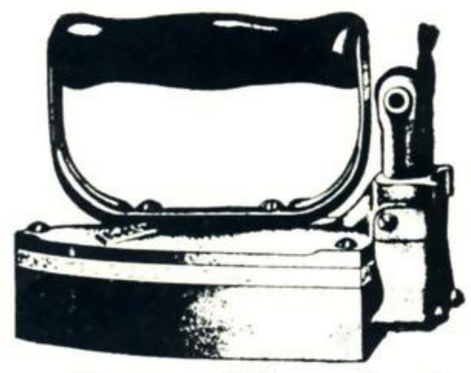
The public utilities in Louisiana which are owned by the Louisiana Electric Company, Inc. with the exception of the street railways in Lake Charles, have been consolidated under the name of the Gulf States Utilities Company Louisiana Division.

The purpose of this consolidation is to unite the utilities of East Texas and Southwest Louisiana, controlled by Stone & Webster, into one big company for the purpose of securing favorable financing. This change will enable the company in both states, to carry out the program of development and allow the system to expand.

All properties in Louisiana will be operated as the Louisiana Division, and there will be no change in the personnel of the organization.

The stock sold in Lake Charles in the Eastern Texas Electric Company, of Delaware, will not be affected by the consolidation, as the Louisiana Electric Company, Inc. and the Gulf States Utilities Company are now and have been owned by the Eastern Texas Electric Company, of Delaware, the holding company.

We wish to express our appreciation for the co-operation which has been extended to us by our patrons and in the public in making



Hot Point Electric Iron

¶ Perfectly safe---attaches to any light socket instantly---begin to iron in 3 or 4 minutes and you iron continuously. Stand attached to rear---no lifting. Costs 3 to 5 cents per hour. Lasts for years.

¶ No heat in room---no fuss nor bother.

Fully Guaranteed.

Many Lighting Companies and Dealers sell the HOT POINT IRON. Standard Model, $5.00; Automatic Model, $6.00. If you can not get it conveniently, send us your order direct, and we will gladly pay express charges. Give voltage; inquire of Lighting Company.

NEW
more economical
ELECTRIC RATES

The new, economical electric rates, recently inaugurated and now in effect, are the result of a long and careful study sincerely made in an effort to benefit the greatest number of customers. ¶ We are confident that you will like the new rates, once you understand them, for they make electrical energy so economical that you can now enjoy more freely the many comforts that electricity and electrical appliances can give you. ¶ You will profit by the new rates in proportion to the use you make of the service. There will be attached to your November statement a notice showing the benefit *you* derive from the new rates.

The Limited Use Rate

Beaumont—Port Arthur Homes

The Limited Use Rate is given to customers who limit the use of electric energy to lighting and small electrical appliances like toasters, waffle irons, etc. These new, more economical rates are as follows:

9½c per Kilowatt Hour for first 25 Kw-h.
7c per Kilowatt Hour for next 175 Kw-h.
5c per Kilowatt Hour for all excess Kw-h.
Minimum Charge—$1.00 per month.

This new Limited Use Rate takes the place of the old Residential Lighting Rate which provided a charge of 12c per Kw-h. for the first 20 Kilowatt Hours, and 8c per Kw-h. for the next 180 Kilowatt Hours, etc.

The NEW Full Use Rate

Beaumont—Port Arthur Homes

The New Full Use Rate is an entirely new rate never before offered. It gives those Gulf States Utilities' customers who use electricity not only for lighting, but for electric refrigeration, electric ranges or water heaters an extremely low quantity rate. Any customer who now has or who now installs one of these approved major electric appliances can receive the benefit of this bargain Full Use Rate.

Under the regular terms and conditions of the Company for all domestic uses of electricity, this rate is available, in a home in which there is permanently installed, and regularly used, one or more of the following appliances:

(a) Electric range of not less than 4,000 watt capacity; (b) Electric water heater of not less than 1,500 watt capacity; (c) Electric refrigerator of not less than 3½ cubic feet storage capacity.

This rate is not available for customers who supply electricity through one meter to two or more tenants of duplex or apartment houses. The rate is as follows:

Flat Rate—For four rooms or less, $1.25; For each counted room in excess of four, 25c per room.

Which Entitles Customer to Following Energy Rate:—4c per Kw-h. for first 125 Kilowatt Hours; 2c per Kw-h. for all excess Kilowatt Hours. Minimum Charge, $2.50 per month.

Rooms Counted—All rooms in the residence will be counted except hallways (not including reception halls used as living rooms), alcoves, closets, bathrooms, breakfast rooms in residences having dining rooms, unfurnished attic rooms, unfurnished basement rooms, trunk rooms, laundry rooms, and porches, not excepting sun porches. Each lighted bedroom or other regularly occupied quarters in garages, detached buildings or stables, if connected, will be counted.

Ask for

Ask for the booklet, "The New Economical Electric Rates." It describes fully the new rates and how you can profit by their use.

Now You Can Enjoy Many More Electrical Conveniences

These new rates decrease as your consumption of current increases. Now you can enjoy a much greater use of waffle irons, percolators, electric grills, etc., and obtain extremely low rates when you have more completely electrified your home.

One of the Gulf States Utilities' District Representatives will gladly explain in detail the many advantages of these new, more economical rates.

Follow Economical Alec

In the days that follow, Economical Alec will tell you how to enjoy and profit by the new, economical Electric Rates—read his messages regularly.

Gulf States Utilities Company

Advertising contemporary with the "bathing suit" in the upper left described an electric iron and announced a new rate scheduled (9½ cents each for the first 25 Kwh in 1929). In 1900, a Beaumont Ice, Light and Refrigerating Company ad announced in the Enterprise that circuits would be energized during the daytime for powering fans, as well as customary nighttime service for lights.

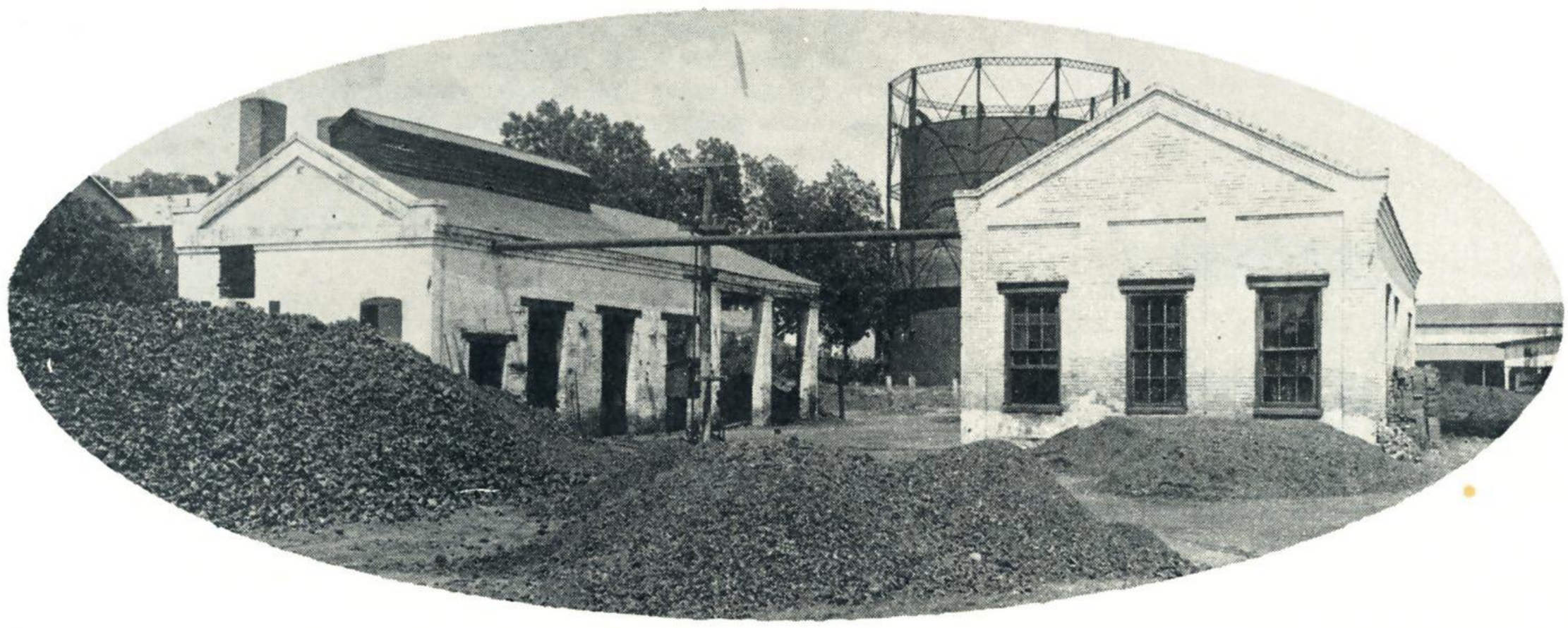
··· NOTICE.

ON MAY 15th the Beaumont Ice, Light and Refrigerating Company will put on a day current on their entire circuit, so that all who now use lights can have the fan service if they wish it.

Beaumont
Ice, Light and Refrigeratimg Co.

This was Third Street in Baton Rouge in 1925. Some of the old river town's wrought iron grillwork still was in evidence, and overhead electric service left a web of wires above the street.

At about the same time, this was how Beaumont's Pearl Street looked. There are no less than five street cars in this picture. The photographer was on the roof of what was at one time the electric company headquarters.



The oldest property operated by a Gulf States predecessor was the Baton Rouge coal gas plant, built in 1859. The pre-Civil War gas works changed over from coal gas to water gas, then "gave up the ghost" when natural gas was introduced to the community. GSU still provides Baton Rouge's gas needs. In a way, gas department folks can say they're "the oldest part of the Company."

THANKS, MR. PRESIDENT...

National Leaders, Celebrities Join in 'Jubilee' Events

PRESIDENT Dwight D. Eisenhower will appear on the two-hour, four-network "Diamond Jubilee of Light" television program on October 24 that will climax this year's celebration of the 75th anniversary of Edison's invention of the first practical incandescent lamp. This announcement was made by the White House after a conference with the President at his summer headquarters in Denver.

The appearance of the President is only one of many factors that will make "Diamond Jubilee of Light" an unusual and outstanding show.

The program will be broadcast over 325 inter-connected stations of the American Broadcasting Company, Columbia Broadcasting System, Du-Mont network and National Broadcasting Company. This is the largest network in television history.

David O. Selznick will make his television debut with this show. Mr. Selznick has won Oscars of the Motion Picture Academy for his work in motion pictures and is also a winner of the coveted Irving Thalberg award. Such pictures as "Gone With the Wind," "Rebecca" and "Duel in the Sun" have brought him world-wide acclaim.

The show will have what is literally a "galaxy of stars." Among those who will play important roles in it — and these will be "roles" rather than mere "appearances" — will be Judith Anderson, Walter Brennan, Joseph Cotten, Brandon de Wilde, Helen Hayes, Guy Madison, Thomas Mitchell, Kim Novak and Eddie Fisher.

The format and content of the show will be different from anything that has yet appeared on television. Understandably, Mr. Selznick is keeping his format "the most closely guarded secret in Hollywood," as one columnist has put it. Mr. Selznick says, however, that the program will be "an entertainment tapestry woven around the theme of Light."

Chief "weaver" is noted dramatist and author Ben Hecht. In collaboration with Mr. Selznick, he has written the master script for the show. In it will be incorporated dramatizations of material from the pens of such literary luminaries as science fiction writer Ray Bradbury, short story specialist Arthur Gordon, novelist Irwin Shaw, fiction writer Max Shulman and Pulitzer Prize winner John Steinbeck.

Another unusual aspect of the show is the fact that it will contain no "commercials." The electrical progress of the past 75 years and the prospects for the electrical future will be woven in as an integral part of the show.

Assisting Mr. Selznick in the production of "Diamond Jubilee of Light" is a group of top-flight creative motion picture and television talents. King Vidor and Christian Nyby, both noted directors, will each direct an important segment of the show. Victor Young will compose an original score for the show and will be in charge of all musical arrangements. Furth Ullman, well-known stage and television designer, will be the show's art director and is designing some 40 settings for the program. James Wong Howe and Ray June, prize-winning cinematographers, will be cameramen on parts of the show. William Phillipson, former ABC executive, is acting as Mr. Selznick's executive assistant. N. W. Ayer & Son, the Committee's agency, is supervising the production.

One unusual feature of "Diamond Jubilee of Light" will not appear on the show. Its cost is being underwritten by voluntary contributions from over 170 electric light and power and manufacturing companies, which is the broadest sponsorship in television history. Gulf States is one of the "hosts" of the evening.

"Light's Diamond Jubilee" will be seen on Sunday evening, October 24, at 8 PM, EST. There is no doubt of the fact that this will be one of the outstanding shows of the television year.

For the Jubilee . . .

WHAT WE'RE DOING

ALL NETWORK TV stations are scheduled to televise a special two-hour "Light's Diamond Jubilee" program this month. Baton Rouge and Lake Charles stations will air the presentation from 8 to 10 p. m., Central Standard Time, Sunday, October 24. Arrangements were being made for a delayed telecast later by KBMT, Beaumont.

The television show dovetails with the many other means being used by the electric industry to tell the Jubilee story to the nation.

Gulf States activities along this line include:

—Distribution of a fact book to libraries, newspapers and other agencies as a source of reference material about the electric industry's first 75 years.

—Presentation of replicas of Edison's first lamp (which actually give light), bronze medallions suitable for paperweights, and Jubilee playing cards.

—Showings of a movie, "The Eager Minds," before civic groups, school assemblies and other gatherings. The 27-minute film, which is in color and has a full musical score, offers an exciting glimpse into the future of the electric industry as well as a review of progress in the past.

—Newspaper, radio, outdoor and window display advertising, together with speeches and general publicity.

—Circulation of three booklets: a Reddy Kilowatt comic book, "The Story of the Man Who Changed the World"; "The Genie in the Amber Box"; and "The Story of Electricity." In addition, such Jubilee attention-getters as gummed stickers for Company mail will be used during the month of October.

—Special events. In this category will be the lighting of General Electric's "world's largest lamp" during halftime ceremonies at the LSU-Florida football game at Baton Rouge October 23. The 75,000-watt lamp will be displayed elsewhere, too—at Beaumont, members of the Rotary Club will view it October 20, and on the following night it will be shown at the South Texas State Fair.

MAGAZINES TAKING NOTE

Here are some of the national magazine stories on the Jubilee that are planned to appear in October. There may be some last-minute changes, but look for them.

LIFE—A "Speaking of Pictures" feature on the introduction of the light

GRIT—A story on Edison's perseverance

FORBES—A business story on the Jubilee

HOLIDAY—A story on Greenfield Village

PARENTS—A story on the Edison Museum in West Orange

REDBOOK—A feature on bathroom lighting

BANKING—A story on bank lighting

COLLIER'S—An editorial on the Jubilee

SCHOLASTIC—A special Jubilee issue (October 20)

TOWN JOURNAL—A major feature on Edison

FARM & RANCH—A story on lighting the farm home

AMERICAN HOME—A story on adequate wiring

FAMILY WEEKLY—A story on Edison in New Jersey

AMERICAN WEEKLY—"Postmark 1979," a story on the electrical future

CHILDREN'S DIGEST—A biography of Edison, written for children

LADIES' HOME JOURNAL—A story on adequate wiring

WOMAN'S HOME COMPANION—A story on electrical appliances

LIVING FOR YOUNG HOMEMAKERS—A story on home lighting

Plain Talks

REPORTERS

BATON ROUGE DIVISION

Frances Gross	Accounting
Virginia Yarbrough	Electric Dept.
Marion Brown	Louisiana Station
Norma Alford	Sales
Billie Pickett	Gas Dept.
Margie Force	T & D

BEAUMONT DIVISION

Lola Martin	General Office
Mary Helen Kellam	Customers Acc'ts.
Tom Stiteler	Line
Jerry Watson	T & D
Betty Neville	Neches Station
Reba Willey	Orange District
Johnnie Bylsma	Silsbee

LAKE CHARLES DIVISION

Fay Denney	Lake Charles Division
Dorothy Mitchell	Customers Acc'ts.
Patsy R. Clark	T & D
Eddie J. Belair	Jennings District
E. C. McGehee	Riverside Station
Montez H. Credeur	Lafayette District
Pat Peveto	Sulphur District

NAVASOTA DIVISION

Jeanette Sangster	Navasota Division
Mavis King	Conroe District
Louise Satory	Calvert District
Jane Bazzoon	Cleveland District
Johnnie Fay Elliott	Huntsville District
Katheryn Cole	Madisonville District

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur Division
Loraine Dunham	T & D
Elizabeth Whatley	Nederland & Port Neches

THE ELECTRIC INDUSTRY ALMANAC OF DISCOVERIES & INVENTIONS

1800—Volta develops the first battery
1808—Davy produces the first electric arc
1829—Henry constructs first electromagnetic motor
1831—Faraday develops a disk dynamo and the first transformer
1831—Henry invents the electric bell
1835—Clarke exhibits a generator
1836—Morse invents a telegraph instrument
1837—Davenport develops first commercially successful electric motor
1840—Davidson attains speed of four miles an hour in carriage propelled by electromagnetic motor
1842—Henry conducts series of wireless experiments demonstrating induction effect
1844—First commercial telegraph line in U.S., opened between Washington and Baltimore
1846—House receives patent for first practical telegraph printing system
1857—First locomotive using electric power makes trial run between Washington and Baltimore
1859—Plante designs a storage battery
1859—Simpson granted patent for first electric hotplate
1862—First commercial application of arc light in England
1873—Gramm introduces first lighting generator
1875—Elihu Thomson operates first radio set
1875—Bell invents the telephone
1876—Berliner invents the microphone
1877—Copper wire invented and cable development begins
1877—Weston gives first public exhibition of arc street lighting in U.S.
1879—Edison develops dynamo for his incandescent lighting system
1879—Edison invents his incandescent lamp
1881—First theater lighting plant begins operation in Boston
1881—Dr. Morton uses electrical current in medical treatment
1882—First central station opened at Pearl Street, New York City
1882—First central station using water power placed in service at Appleton, Wis.
1883—First night baseball game under arc lights
1883—"Edison effect" is discovered, the basis of electronics
1883—First photograph by incandescent light
1884—Nipkow invents a scanning disk for television
1886—Electric power introduced in American homes in form of motors for sewing machines
1886—William Stanley demonstrates practicability of alternating current distribution and George Westinghouse builds first commercially successful alternating current generating station at Buffalo, N. Y.
1887—Hertz establishes electromagnetic nature of light
1888—Nikola Tesla works out theory of induction motor
1891—Edison invents motion picture camera and projector
1893—DeLaval builds first high-speed steam turbine in U.S.
1895—Roentgen discovers x-ray
1896—Dr. Finsen inaugurates violet ray therapy
1896—Acheson receives a patent for an electric furnace
1896—First electrically heated flatirons manufactured
1896—Edison files a patent on the first fluorescent lamp
1897—First electric automobile
1897—Marconi receives American patent for wireless telegraphy process
1899—First installation of steam turbo-generators is made at Wilmerding, Pa.
1904—Korn pioneers in electrical transmission of pictures by wire and wireless
1907—De Forest granted patent for vacuum tube
1910—Manufacture of first practical electric range
1910—First electric washing machine introduced
1911—Drawn tungsten filament incandescent lamp introduced in America
1913—First electric refrigerator introduced
1915—Claude given patent for neon tube
1916—Electric clocks developed
1919—Strite invents the automatic toaster
1920—Station KDKA is first radio station to broadcast regularly scheduled programs
1923—Jenkins transmits pictures by radio from Washington to Philadelphia
1924—Zworykin develops system of television
1925—First air conditioned theaters
1927—Talking equipment for motion pictures, with action and sound simultaneous, is announced
1928—Station WGY pioneers as television station with regular schedule of broadcasts
1929—Coaxial cable is developed

In the 25 years since Light's Golden Jubilee was celebrated in 1929, new applications of electric power and refinements of inventions already in existence have come in great numbers. Such household appliances as television sets, mixers, steam irons, freezers, bed coverings, broilers and dishwashers have reached a high degree of operating efficiency and, during the last decade alone, have been introduced into American homes in great quantities. The great development in fluorescent lighting has come in the last quarter century.

Duing and after World War II, enormous strides were made in such diverse fields as electronics, aviation, plastics and nuclear physics. All these developments are dependent, more or less, on electricity. But they are far too numerous to list here.

Therefore, we close this list of significant dates in electrical progress with 1929, the year of Light's Golden Jubilee. From the perspective of Light's Centennial in 1979 it will be possible to select the truly significant dates in these last 25 years, which have been so productive in and through electrical progress.

THE GOVERNMENT NEVER

GOES INTO BUSINESS, FOR

IT NEVER MAKES ENDS MEET.

AND THAT IS FIRST REQUISITE

OF BUSINESS. IT JUST MIXES

A LITTLE BUSINESS WITH A

LOT OF POLITICS AND NO

ONE EVER GETS A CHANCE

TO FIND OUT WHAT IS

ACTUALLY GOING ON.

Thomas A. Edison