

PLAIN TALKS

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4 x 5 = 20



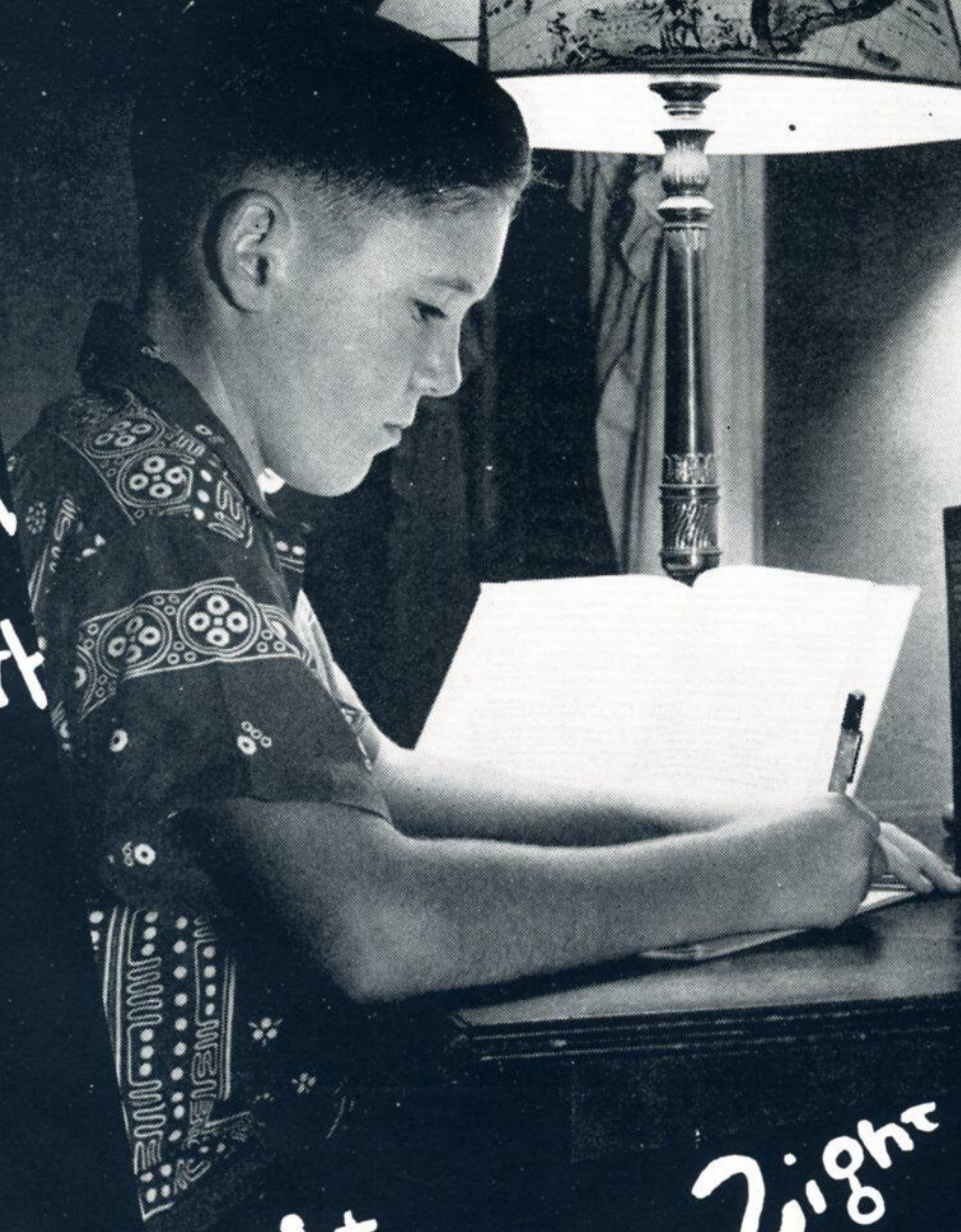
Teacher

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I love
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Better Light

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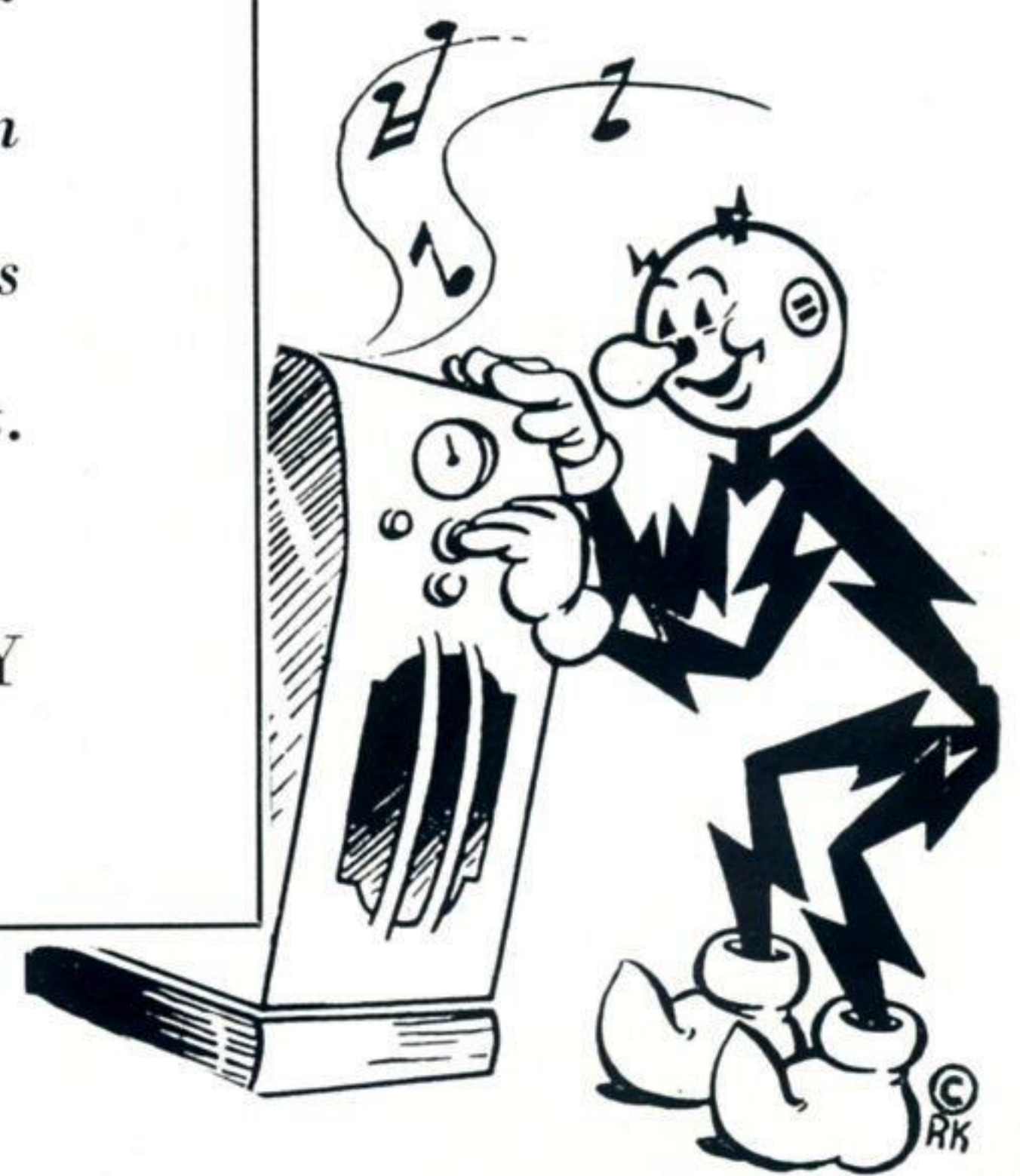
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"BACKBONE" LINE HURDLES OBSTACLES

240 MILES OF 138 KV LINE NOW OPERATING

It was during the young dark hours of the morning. There was unusual activity in the big substation at Louisiana Generating Station. Men gathered around several of the biggest pieces of equipment in the latticed structure and waited. Suddenly the giant drum-like things began buzzing as if a swarm of bees had been stirred up inside.

The humming sound was the noise of electrical current from the generating station energizing the station transformer on Gulf States' new 138,000 volt transmission line. For the first time a hi-line in the Gulf States system was to begin carrying electrical energy at 138,000 volts, making it the highest voltage line in Louisiana or Texas. Now after eighteen months of construction, plus years of planning and a cost of almost \$6,000,000 this big line was to be made hot. Called the "backbone" line of the Gulf States system, it would soon be carrying double the amount of power across the system that was formerly fed through the network of 66 kv lines.

Far-sighted engineers had looked forward to a line of this voltage over 20 years ago and way back there certain equipment had been designed and purchased in anticipation of the big line. This line was a fulfillment of their dreams.

LINE ENERGIZED IN THREE STAGES

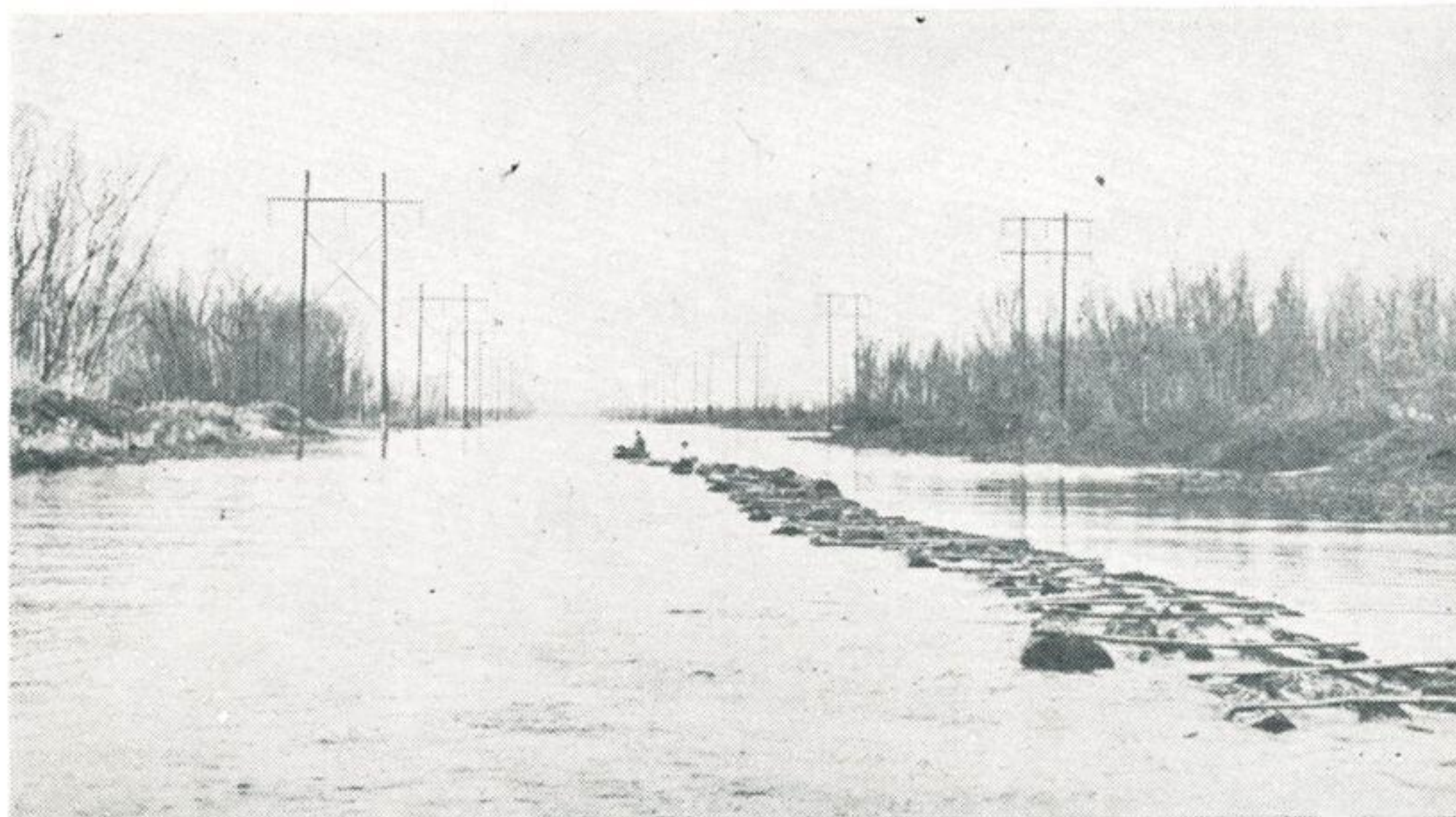
The "backbone", which now is operating from Baton Rouge, La. to Dayton, Texas, was cut into service in three stages. The June 27 schedule was the first, and placed the longest section, 135 miles, in service. This section interconnects the 35,000 kw Riverside Generating Station at Lake Charles with the 108,000 kw Louisiana Station. Near the half way point on this stretch, at Lafayette, a huge switching station has been erected to relay power to the various centers in that area, and to interchange, or feed power east and west between the two generating stations as desired.

A week after the Baton Rouge-Lake Charles line was energized, the second section, from Lake Charles to Beaumont, was cut in. This line, 51 miles in length, connected Neches Station, the company's other major operating station, into the big line and added another 125,000 kilowatts to the interconnection.

Then on July 17 the Beaumont-Dayton section, last portion of the big line now built, was placed in operation. This 53.5

Many obstacles were encountered in constructing the big line, which crosses rich farm lands, dense dark forests, dank, snake infested swamps and marshes and spans six of the major rivers of Texas and Louisiana in its 240 miles. There was the matter of getting workmen to the job site, sometime deep in the wilderness of a swamp, miles from even a small settlement. Cars, trucks, handcars, motor and row boats were some of the means of transportation. Portions of the line were

Miles of swampland in Louisiana were traversed by the big line. Here is a typical section west of Opelousas Bay.



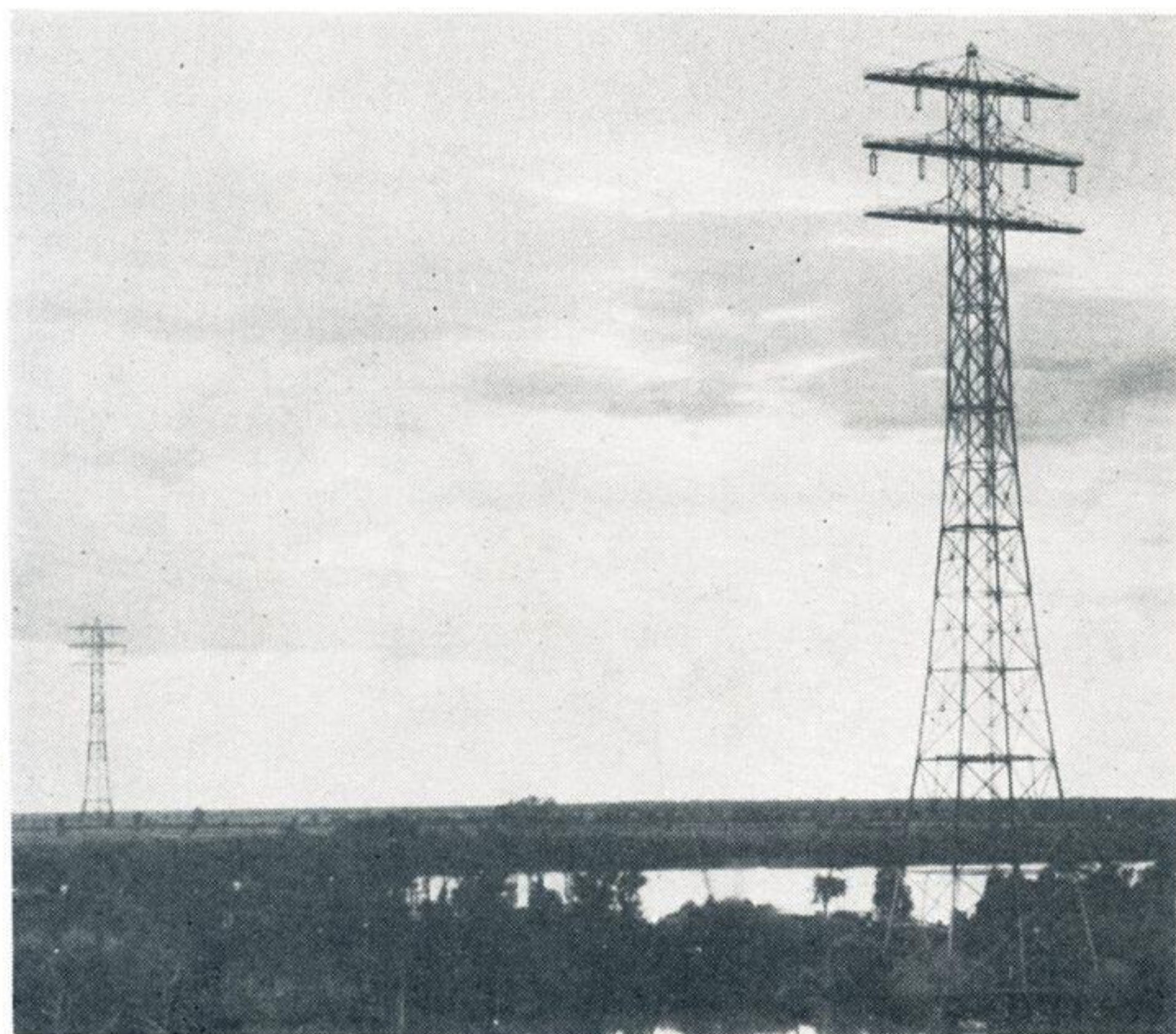
miles of line feeds about double the amount of power formerly carried into the Dayton territory and later, when the line is extended the 80 miles into Navasota, that area also will receive the benefits of the increased capacity of this line.

LINE WORK INVOLVED MANY PROBLEMS

Great care had to be exercised in cutting in each section of the new line. Crews on duty were thoroughly briefed; through written instructions; as to their duties when the changeover was made and every move was carefully scheduled to avoid serious damage to equipment and resulting line outages.

strung from boats and in places poles were distributed from barges pulled by swamp buggies. Equipment sometimes had to be moved in months ahead of the time they were needed because when the time came to use them at that particular place weather conditions would not permit the moving of anything with any great weight.

Construction of permanent structures posed many perplexing and costly problems, too. One notable example was crossing the Whiskey Bay channel in the Atchafalaya River sector of Louisiana. The soil on the turbulent river's banks stumped engineers who were in charge of



The big line makes an impressive start on its westward journey as it rises high in the air to cross the mighty Mississippi at Baton Rouge. These towers are 425 feet high and the cross arms are 120 feet wide. These big steel structures are located just several hundred feet west of Louisiana Station and a short distance below the big highway bridge. This picture is looking west.



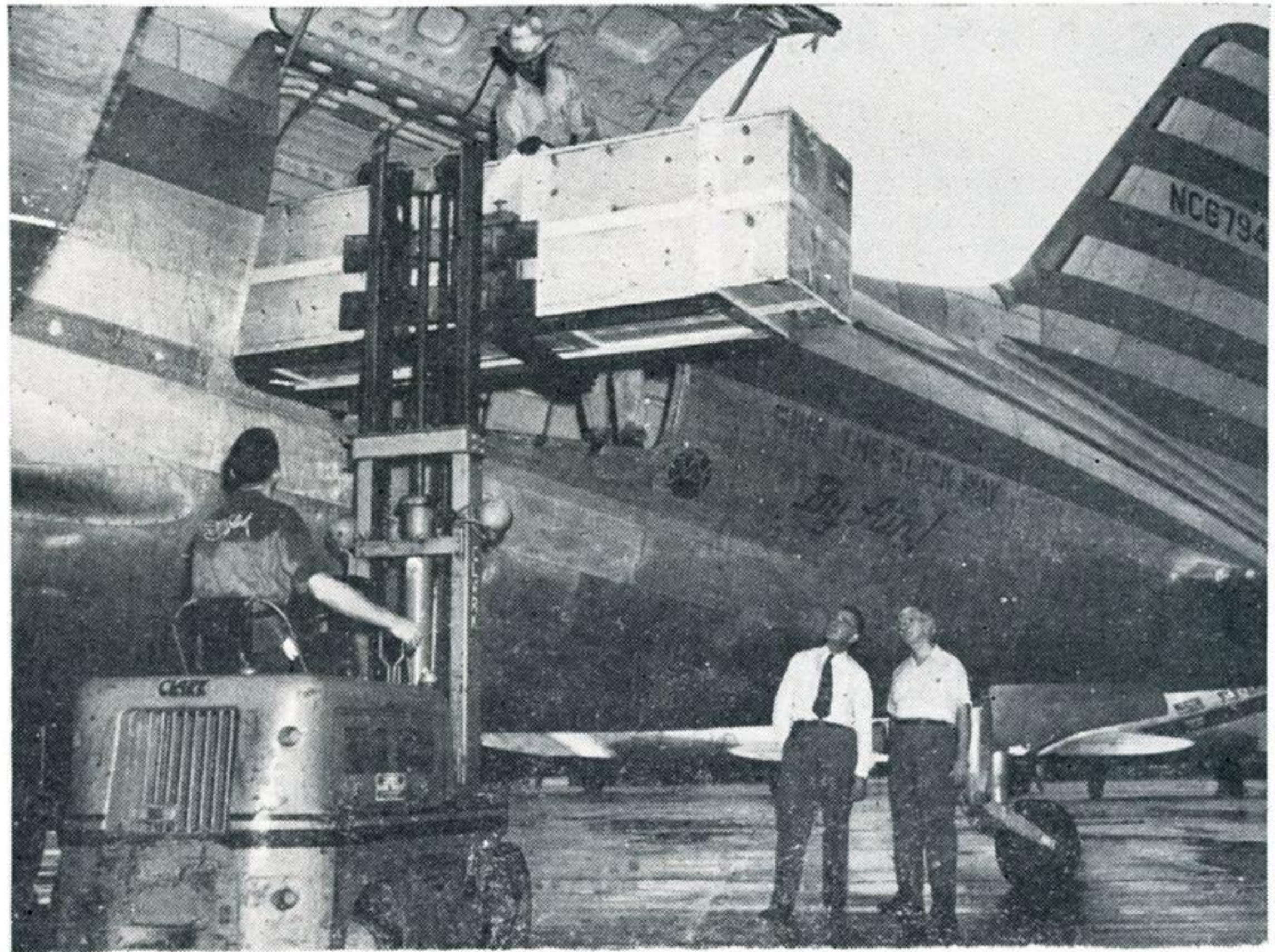
Some of the right of way looked like this. The timber was not removed before construction because it afforded support for heavy equipment moving over the soft terrain.

138 Kv Line Operating RECORD AIR SHIPMENT MADE TO G.S.U.

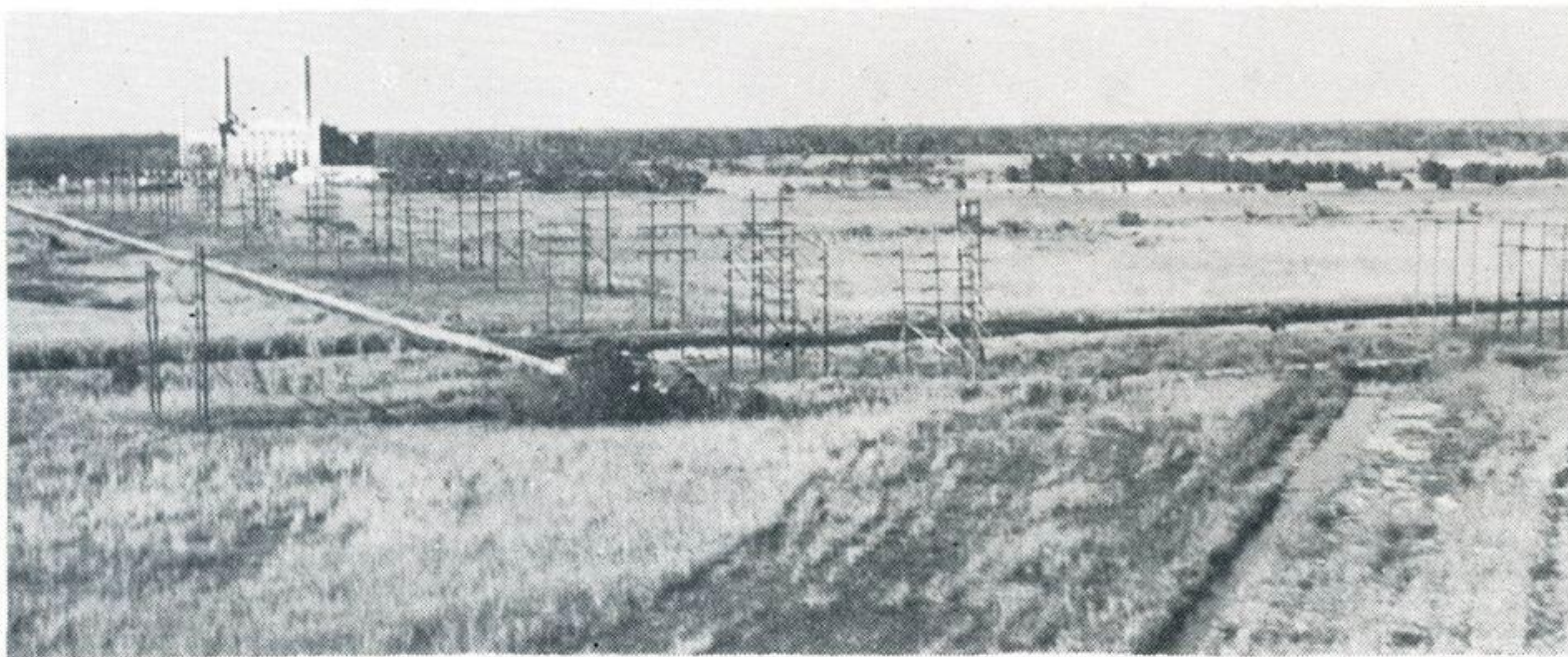
designing crossing towers at this site. It seemed that for some peculiar reason with varying weather conditions the bank had a tendency to shift elevations, a condition that would throw a strain on any rigid structure located there, and result in damage to the complete structure. This precluded the erection of a square base tower which had been contemplated.

A plan was devised to build a triangular base structure with a screw jack at the base that would adjust the steel structure to the rising and falling elevations. The scheme worked and today two 215 foot towers support a 2000 foot span across Whiskey Bay as substantially as any tower anywhere.

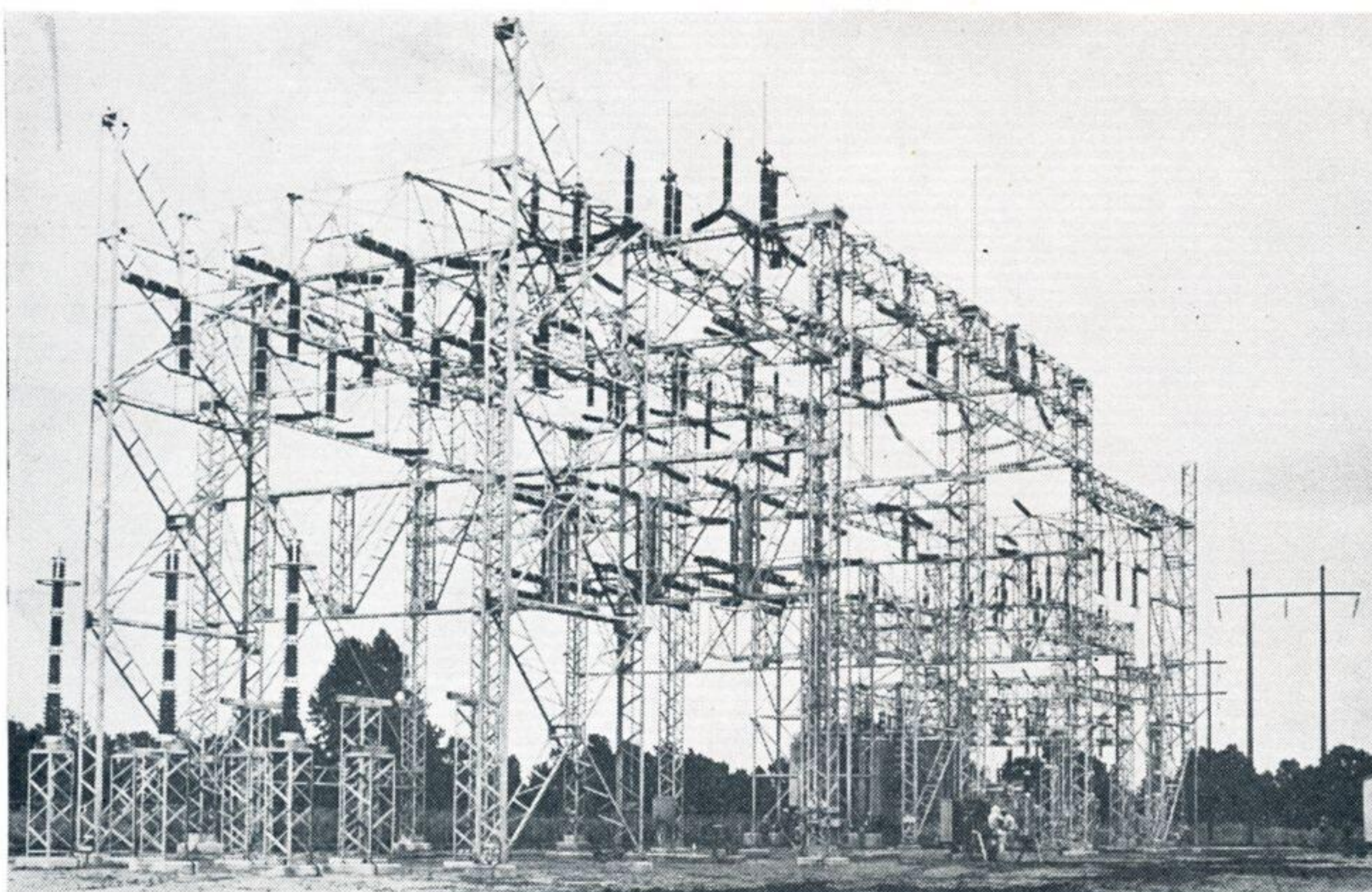
All other obstacles were overcome with the same skill and result, and today this "backbone" line carries even greater amounts of vital electric energy over thousands of square miles of the fabulous Gulf Coast; a monument to the faith Gulf States had had since the beginning in the future of the area it serves so well.



W. W. Eckles and W. A. Whitten traveled to Houston Airport to check on the air delivery of bushings for Gulf States. C. L. Schooley (in plane) unloaded and brought the bushings to Beaumont.



The "backbone" line joins others coming into and leaving Neches Station at Beaumont. The lines shown here are located in what is known as Neches Marsh. The power plant is in the background.



Present terminus of the line is this big new substation at Dayton, Texas. This structure is 300 feet in length, 90 feet wide and 70 feet high. A 37,500 kva, 132/66 kv transformer handles the power coming into the station.

When the Lake Charles-Beaumont section of the new 38,000 volt line was energized several weeks ago a unique problem arose for Gulf States to cope with. When the switch was thrown, bushings on the big oil circuit breaker in Neches substation failed to withstand the heavy load, and two of them blew up.

The result was almost a total shutdown of Neches Station, and power in the Texas area was off, but a score of station men located and corrected the trouble in a matter of 10 or so minutes, a remarkably short time considering that such an emergency cannot be anticipated nor planned against.

But the oil circuit breaker on which the bushing failure occurred was a vital piece of equipment, necessary to the operation of the last section of line, scheduled to be energized the following week. To make matters worse, this particular breaker required bushings that had to be made to order.

After contacting Westinghouse Electric and Manufacturing Corporation, who made the breaker, it was found that they just happened to have six bushings of this type; however, they had been made for Indiana Power and Light Company. Negotiations were made with this utility and because of the emergency, they generously agreed to let Gulf States have them. From Westinghouse's East Pittsburgh factory the bushings were flown by air freight to Houston, Texas where a crew of Gulf States men picked up the big units for final delivery to Beaumont. These bushings, incidentally, constituted one of the biggest shipments of air freight ever to be flown into the Gulf Coast area. Five of them making up the first load, weighed a total of four and one half tons and occupied practically all of the space in the big Slick Airlines plane which delivered them.

Work of installing the bushings was commenced early July 15 and crews working overtime had them ready for the last section of the 138,000 volts line to be energized at 3.38 Sunday afternoon, July 17. With the "cutting in" of this last section all of the completed portion of the big 138,000 volt "backbone" transmission line was in operation.

Million Dollar Beaumont Service Center Beginning to Assume Final Shape

One of the biggest construction projects in the city of Beaumont at the present time, Gulf States new million dollar service center looms more and more into the public eye as it begins to assume the form the completed project will take. Past the half way mark in its construction, steel work for all of the buildings planned for the center has been erected and the skeleton is now being enclosed with the brick and other covering designed for the finished job.

The structures comprising the center are the office building, store house, line and substation building, paint shop, sheds and garage. Biggest of these is the two-story office which is 82 feet by 138 feet and the warehouse, which is 138 feet by 240 feet.

Stone and Webster Engineering Corporation who is building the center have hopes of completing the job by January of 1950 providing they get all the breaks involved in a construction job. Already however, several short period work stoppages have occurred on the job due to labor difficulties, and unless work can be maintained on a continuous schedule, these hopes cannot be realized.

Some of the subcontracts have already been let, including those for air-conditioning, plumbing, wiring, and of course, some of those incident to the construction already completed.

The air-conditioning for the office building at the center will be an installation of much interest to engineers and building trades in this area. Called the heat-pump system, it is unique in that it is one of the few installations of its kind in this section of the country and the first in Beaumont. Although involving a long known principal, there have not been many units installed and only nine are known of in Texas at this time.

Three 500 foot water wells will be used as part of the system. Water, which at this depth maintains a year-round uniform temperature, will be pumped to the surface where heat can be extracted in the winter time and which in the summer periods can be used for cooling. One of the gases commonly used in air-conditioning units will carry the heat or cold through a duct system, and the same equipment can be used both in summer

and winter. The cooling towers, so familiar in conventional air-conditioning installations, will be eliminated in the heat pump system.

Approximately 250 employees will work in and out of these quarters when they are completed. Located at this site will be personnel in the distribution engineering, line, substation, dispatchers, purchasing, stores accounting, appliance repair, meter, service, safety, claim, and garage departments. At present, most of these departments are located in several buildings around the old Tevis street power plant building.

Good Fishin'



While on vacation at Galveston recently, A. J. Smith, Beaumont garage and his son-in-law Billy Cook, of Los Alamos, N.M., caught the string of beauties pictured above.

They were out on the forty-two mile Snapper bank in a boat from the Galveston Yacht Club Basin, skippered by Captain John Qunicy Adams. The catch consisted of King Mackrel, Bineto, and Red Snapper.

If your left hand itches, you're going to get something. If your head itches — you've got it.

Conroe To Huntsville Line about Complete

Possibly by the time this is printed, additional Reddy Kilowatts will be pouring into the Navasota division over the newest of the many new Gulf States transmission lines.

Extending from Conroe to Huntsville, a distance of 31 miles, the new line is planned for completion early in September, and as this is written there is no reason why the line will not be in operation as scheduled. Work is practically complete in every respect, with only a few pieces of equipment left to be installed.

The line, which in general parallels an existing 33 kv line from Conroe to Huntsville, is designed for 66 kv operation, although initially it will operate at 33,000 volts. As soon as 66 kv transformers ordered for the line are received, the system will be converted to the higher voltage. Excepting short sections in the city limits of both cities, the line consists of H-frame structures and does not have any tap lines. The line is built with 650 foot normal spans and is strung with 4/0 aluminum conductors.

This "direct" line will furnish the Huntsville. Erected in a newly cleared 150' right-of-way, continuity of service between Conroe and Huntsville will be materially improved by this fact. The old line is built on single poles and considerable portions are located along county roads very near to adjoining tracts of timber. Trees frequently fall into or across the old line, causing outages.

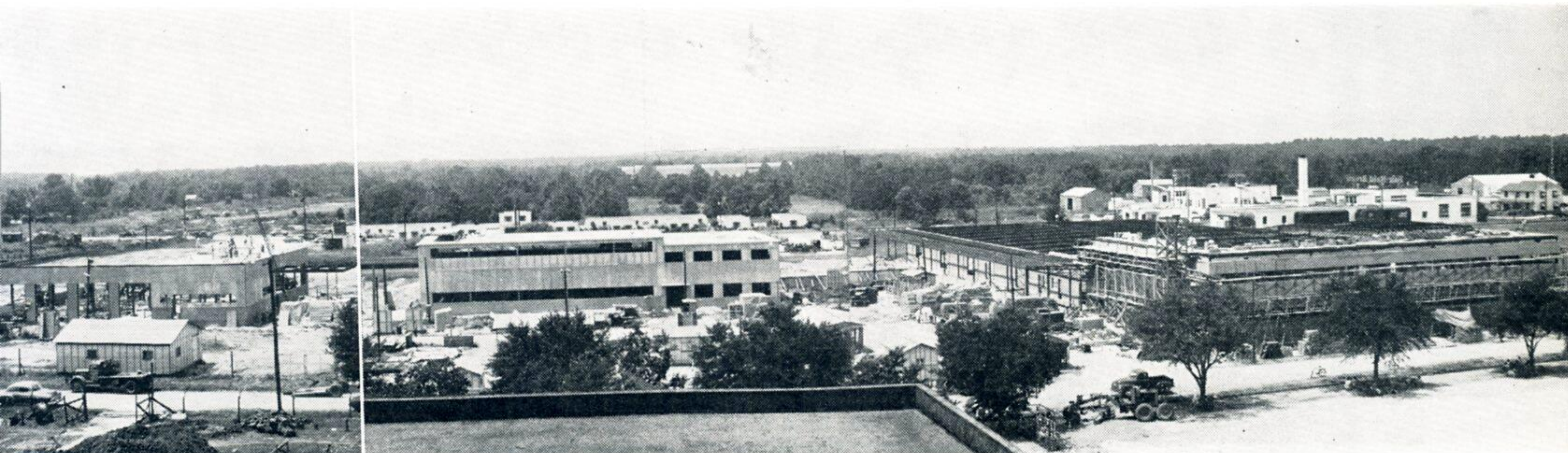
The line was built by Stone and Webster Engineering Corporation who also was in charge of design. Additions to the Conroe and Huntsville substations, made necessary by the line, were built by another contracting firm and Gulf States crews. Floyd Smith of the system engineering department was in charge of engineering on this phase of the project.

Seeing Is Believing

One of the town's ladies, self-appointed supervisor of village morals, accused a workman of having reverted to drink because "with her own eyes" she had seen his wheelbarrow standing outside a saloon.

The accused man made no verbal defense, but the same evening he placed his wheelbarrow outside her door and left it there all night.

A panorama view of the service center from atop the Beaumont High School building gives a pretty good idea of the size and state of progress of the big project. At right is the office building, center the line and substation building and left the garage. Considerable area has been eliminated at the left where the white line separates the garage from the line and substation building, this space being occupied by a long traveling crane.



Of Interest To The Gals

Easy To Make Taste Tempting Treats

Looking for something that would be helpful and suitable for this column this month we asked our ever willing friend Grace Brooks, Beaumont home service advisor for an idea. As usual she had one, and this is it. There is no particular order to these recipes — they are just summer-time helps — something to remember when the time is short or you don't want to go to much trouble for a meal. Clip them out and put them with you favorite recipes, they'll come in handy before too long.

SUGGESTIONS

For Your Green Salad

Crumble blue cheese into your favorite tart French dressing, toss lightly with greens.

Fast Way for Cloverleaf Rolls

Put whole roll in greased muffin pan. Cut two ways crosswise with greased scissors all the way down to the pan. Let rise and bake.

Iced Tea the Easy Way

Place 2 Tbsps. black tea in a covered glass container and add 1 pint of cold water. Place in refrigerator and let stand for 6-8 hours. Strain. Ice and serve.

OATMEAL DROPS FOR SUMMER HOLIDAYS

1 cup shortening	3 cups oatmeal
1 cup white sugar	1½ cups flour
1 cup brown sugar	1 tsp. soda
2 eggs	1 tsp. salt
1 tsp. vanilla	1 cup pecans, chopped

Cream shortening and sugars. Mix rest of ingredients in order given. Drop on greased cookie sheet with tip of teaspoon. Bake at 375 degrees 15 minutes. Makes about 60.

SALMON PUFF

1 cup bread crumbs	2 cups milk
1 tsp. salt	1½ cups canned salmon
2 tsps. prepared mustard	4 eggs, separated

Combine crumbs, salt, mustard and milk in saucepan. Cook on low heat until thick. Flake salmon and add. Beat egg yolks and add to fish mixture. Beat egg whites until stiff and fold into mixture. Pour into buttered baking dish or individual dishes. Place in pan of warm water. Bake at 375 degrees 30-35 minutes. Turn out onto hot platter. Nice to serve with sauce or without sauce.

Sauce

1 cup cream sauce	2 Tbsps. chopped olives
2 Tbsps. chili sauce	2 Tbsps. chopped pickles

Garnish with parsley

FROZEN STRAWBERRY SUMMER-TIME PIE

3 cups berries	1 cup water
½ cup powdered sugar	1½ Tbsps. corn starch
1 cup berries, crushed	½-¾ cup sugar

Let stand one hour

To crushed berries add water and cook 2 minutes. Strain for juice, mix corn-starch and ½ to ¾ cup sugar, according to sweetness of berries. Stir into the juice and cook until clear, stirring constantly. Add a little red coloring, if needed. Fill cooled, baked pie shell with the berries. Pour hot sauce over. Cool. Spoon fluffy whipped cream around edge of pie.

2% At Least

Customer (in store): "Do you take anything off for cash?"
Salesgirl: "Sir!"

Two Home Service Advisors Join G.S.U.



Carolyn Landry



Marilyn Burhoe

Meet Gulf States' newest home service advisors. They are Mrs. Marilyn Burhoe, who joined the Beaumont staff during August and Mrs. Carolyn Landry who went to work at Baton Rouge during June.

These young ladies bring to their jobs an enthusiasm, plus education and training that admirably fit them for their work. Both received college training in the science field and graduated with degrees in home economics.

Marilyn Burhoe is a graduate of Beaver College in Jenkintown, Pennsylvania. A native of New Jersey, she received her earlier schooling in the public schools of Riverton and Palmyra, New Jersey. Prior to moving to Texas early this year she had worked for the U. S. Rubber Company as a cost accountant and the Seymour, Connecticut public school system as a dietician. She has also had experience as a clerk and typist since moving to Beaumont. Her husband is also a Gulf Stater and is employed in the advertising department.

Carolyn Landry is a native of Napoleonville, Louisiana. Educated in Louisiana schools she earned her degree at L. S. U. in Baton Rouge. After graduation she went to New Orleans where she was employed with the General Electric Supply Corporation for about a year. She later worked with the L. S. U. Extension Service as home demonstration agent, which position she held until shortly before joining Gulf States.

Both Marilyn and Carolyn replace former home service advisors who left the company to devote full time to their duties as housewife.

EMPLOYEES MEMORIALIZED

When the new Baptist Hospital in Beaumont opens its doors to patients this fall at least part of the credit for its opening will be due to the generosity of Gulf Staters of the Beaumont division who contributed more than \$4000 to the building fund.

In a recent letter to the company the chairman of the Memorials Committee of the hospital stated that room 110, the Pharmacy on the first floor, had been assigned to employees of Gulf States as their memorial. The room will be bear a memorial plaque with the following inscription:

GIVEN BY EMPLOYEES OF
GULF STATES UTILITIES
COMPANY



HOME SERVICE ADVISOR KATHRYN SMITH of Port Arthur is really making a contribution to the younger women folk of that city, and the husbands of tomorrow, in a program she began early in August. Over 140 Camp Fire girls were given instruction in homemaking subjects by Kathryn as part of their summer home craft program. The above picture was taken at the first of the series of four meetings which were held at St. Mary's cafeteria. Every summer Gulf States home service advisors assist in this phase of the Camp Fire and Blue Bird activities, and hundreds of young girls have learned their way around the kitchen as a result of this instruction.

Orange Celebrates New Office With Gala Open House

Mighty proud these days are the Orange folks who just recently opened their newly remodeled offices and sales floor. To celebrate the event there was a three day open house attended by some eleven hundred customers and friends. Refreshments and favors were given to everyone who attended and three door door prizes were given away each day at a drawing.

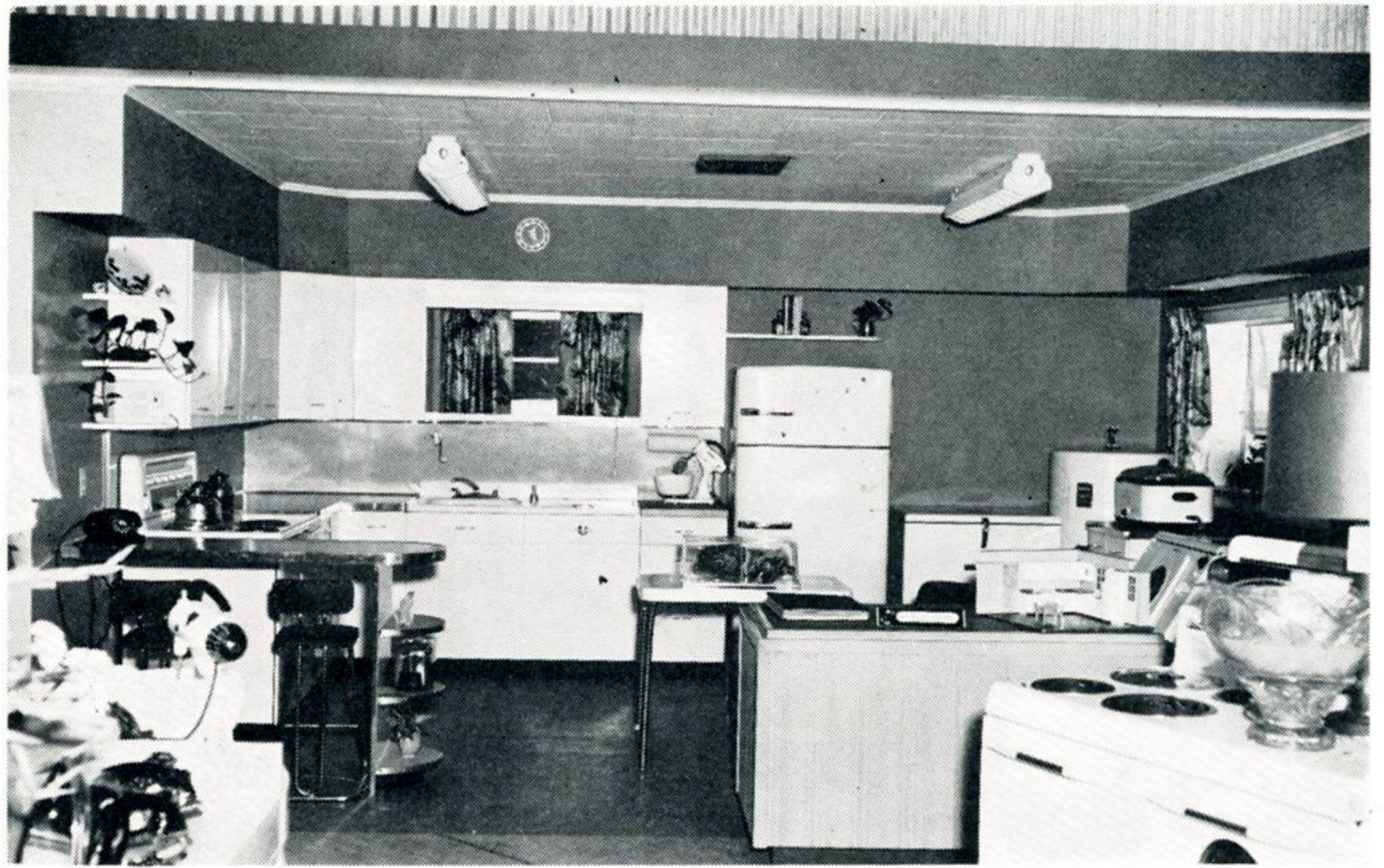
Superintendent C. H. Meeks expressed complete satisfaction with the new arrangement which he avers is one of the prettiest and most practical office and sales floors in the Gulf States system.

As can be seen by the accompanying photographs, practically the whole front of the building has been utilized for display floor space. The customers' accounts counter is located across the back of the display floor directly facing the entrance. A customers' lounge is located in one corner of the display area and affords comfortable arrangements for customers and visitors.

KITCHEN PLANNING CENTER ADDED

Something brand new for the Orange office, and added as a part of the remodeling, is a new kitchen planning center. This center is completely equipped with the latest kitchen and laundry equipment and gives prospective home builders or kitchen remodelers an opportunity to see an all-electric kitchen as it will appear and operate when installed. Home Service Advisor Hellon Henderson has been named to be in charge of the Planning Center.

Modern lighting illuminates the entire



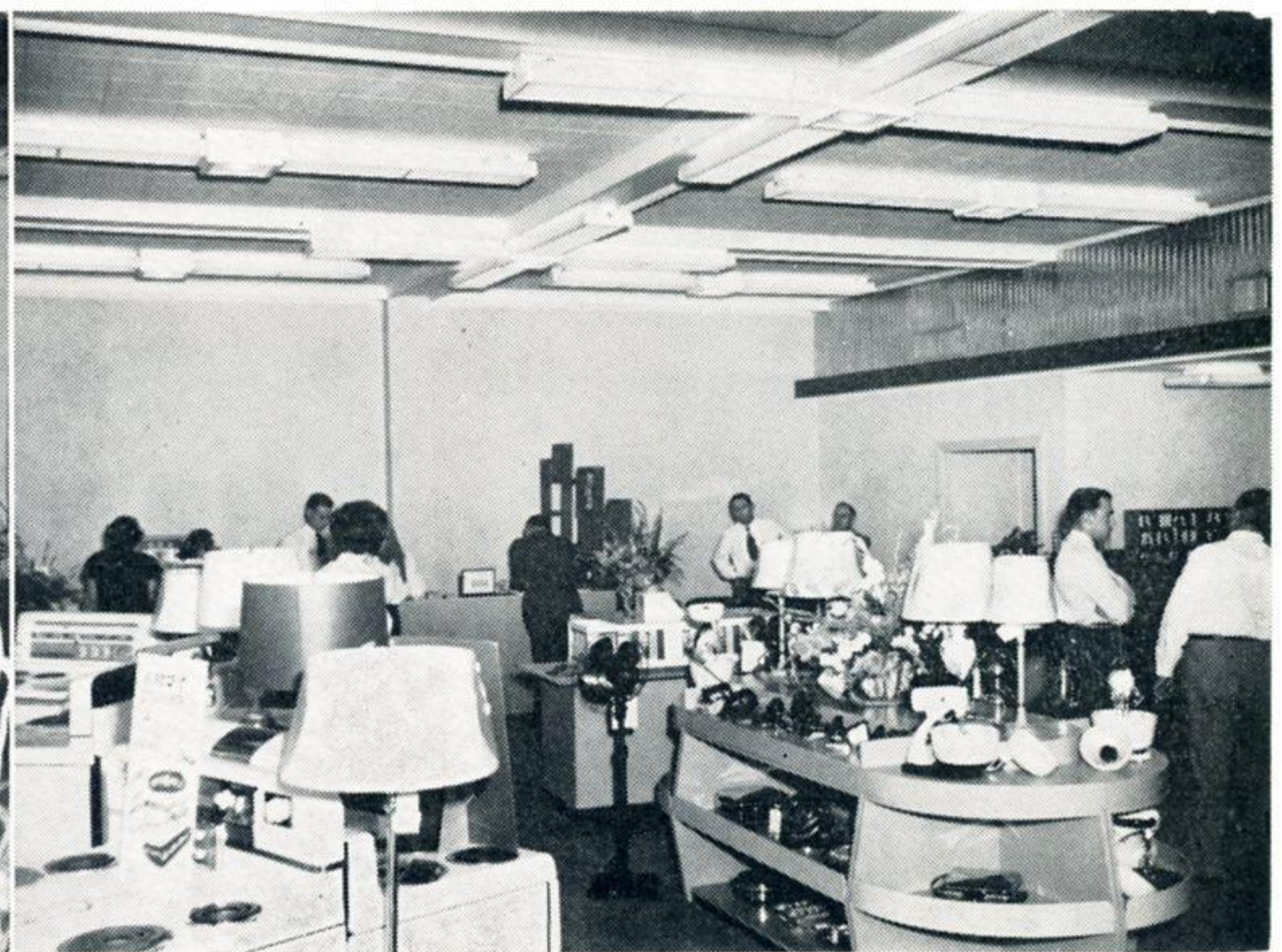
THE NEW KITCHEN PLANNING CENTER has a complete, modern electric (of course) kitchen and laundry. Most of the laundry equipment is hidden at the right of the picture.

building. On the sales floor are louvered fluorescent fixtures, combined with incandescent units. Spotlights arranged along the front of the office ceiling, supplement the general lighting and emphasize points of interest in the floor arrangement.

G.S.U. LOCATION 24 YEARS

The present site of the Gulf States office has been the business office of the

company since the Orange system was acquired September 1, 1925. Since then the present location has been remodeled three times, including the present renovation. The first improvement was made in 1935, and in 1939 further changes were made with alterations to the exterior. Further interior changes were made in 1947 to accommodate the airconditioning equipment.



THE NEW ORANGE OFFICE. At left is a general view of the sales floor looking toward the entrance from the far end of the customers' accounts counter. In the foreground is one of the display counters featuring small appliances. At right is the sales floor looking from the kitchen planning center towards the customers' lounge in the far corner. Lost in a black and white picture is the effectiveness of the color scheme used in the decorations, and the beautiful color in the many bouquets of flowers sent for the opening by local appliance dealers.

L. M. Welch, J. M. Henry Promoted



Welch



Henry

L. M. Welch and Joseph M. Henry both well known Gulf Staters were involved in two promotions and transfers announced late in July. Diddy Welch, as he is familiarly known, was named to fill the office of the newly created superintendency of the Lake Charles district and Joe Henry, Beaumont distribution engineer, was appointed to replace Welch as superintendent at Conroe, Texas. Both changes were effective August 1.

As superintendent of the Lake Charles district Welch will have charge of the water department, accounting, sales and service personnel, a job necessitated by the tremendous growth of these facilities there. Although with the company for many years, during which time he has held a number of different jobs, this is the first time that Welch has been transferred outside of Texas. For five and a half years prior to this latest move he has been superintendent at Conroe. Before coming to Conroe he had been superintendent of the Navasota district from 1929 to 1944.

A graduate of Texas A & M College, from which he received a B. S. degree in electrical engineering in 1925, he went to work for Gulf States upon graduation. Although he had worked in the Beaumont sales department during summers while in college, he went to work regularly in the t&d department at Port Arthur where he held a number of different jobs before being promoted to the Navasota superintendency.

Joe Henry, also a long time Gulf Stater, has likewise held several different jobs in the Texas portion of the company. He began working as a student engineer at Orange in 1927 about two years after he received his B. S. degree in electrical engineering from L. S. U. A year later he was transferred to the Beaumont t & d department and in 1929 was promoted to become local superintendent at Trinity. Returning to Beaumont in 1936 as engineer in the system engineering department, he has remained on various engineering jobs at Beaumont until his latest transfer except for four years in the army during the war. He returned from military service with the rank of major.

A CURRENT JOKE

When visitors came, Sonny, age 5, took them to see the pigs in their electric fence enclosure, explaining, "When the piggies back into the 'lectric fence there'll be a short circus."

"Don't fuss if you are getting older. If you weren't getting older you wouldn't be here at all."

Proof!

Sherman West, Beaumont substation, and the Missus are past masters of this piscatorial art, as evidenced by the string here which they caught late in August. The fishin' hole is a secret, but its good. The two caught 22 catfish and 6 gaspergous, totaling 44 pounds, with the largest ones dressing out around three pounds each. Last year they did even better, catching 75 pounds in one day.



B.R. Gets "Package" All Electric Homes

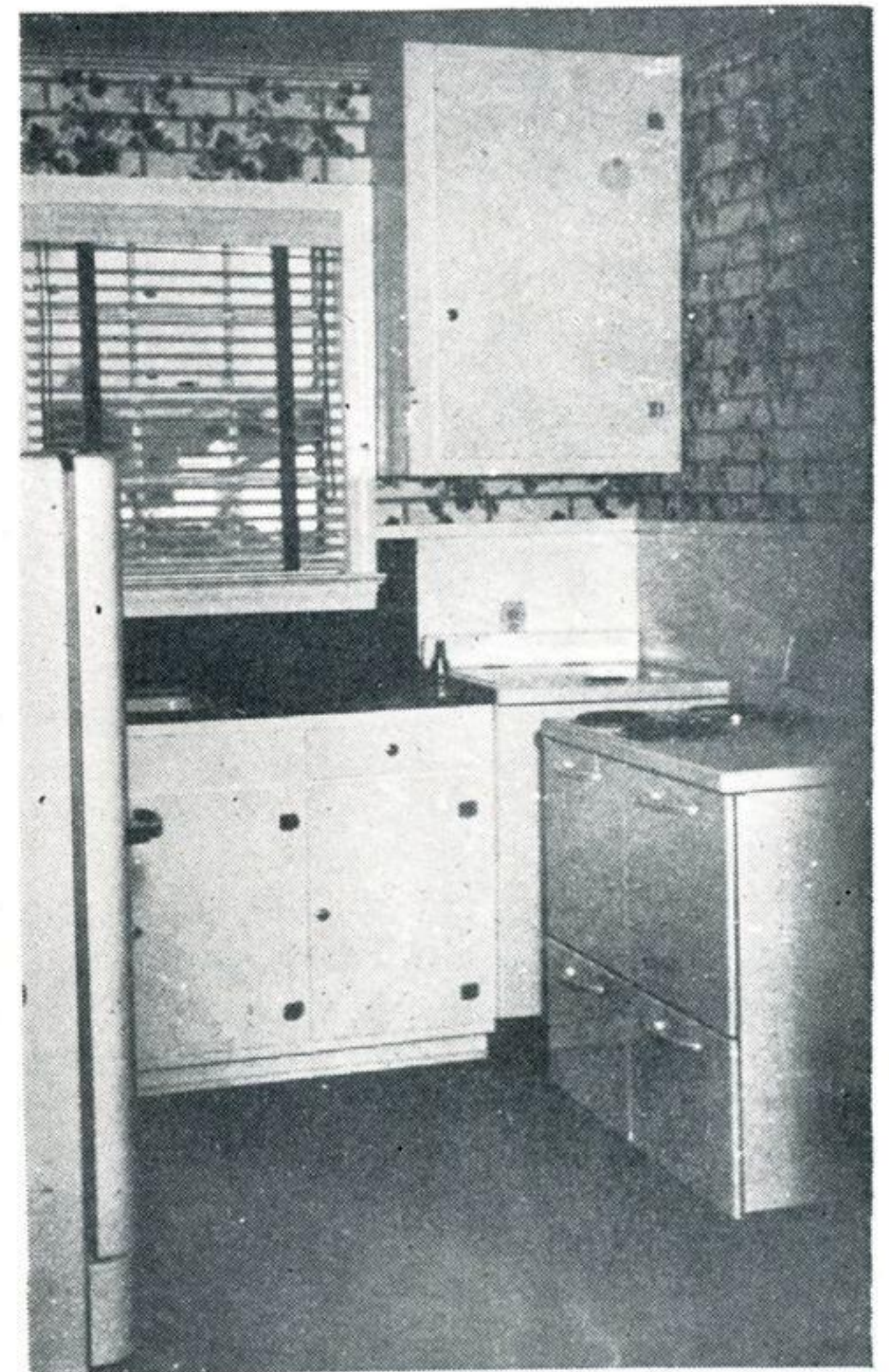
Future homeowners in Baton Rouge now have a chance to buy their dwelling with nine electric appliances already installed and financed along with the home. A two-day showing of a home of this type introduced the "package home" in Baton Rouge during the summer.

The home, highly publicized in the Baton Rouge division, boasts thirteen electrical circuits, enough to assure its owners adequate wiring for years to come. It was constructed by Bardwell and Holloway Real Estate Agency of Louisiana's capitol city, and sold weeks before it was completed.

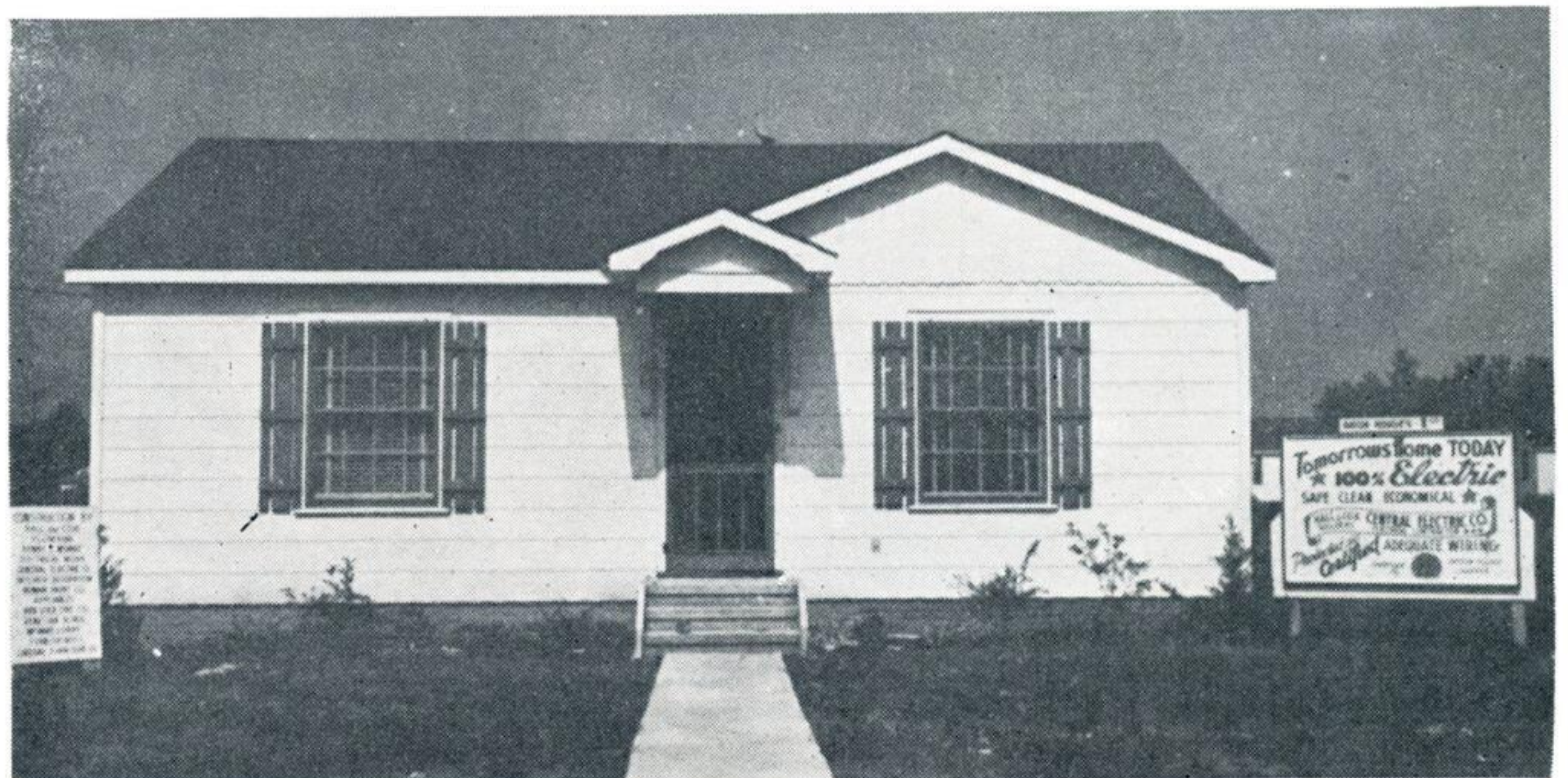
Labeled "Tomorrow's Home of Today", it was advertised as 100 percent electric; however, two natural gas appliances, the floor furnace and water heater, were installed to be served by the good Gulf States natural gas Baton Rougeans use.

The electric appliances are General Electric products and include a range, refrigerator, dish washer, automatic clothes washer, clothes dryer, clothes ironer, deep freeze, kitchen ventilating fan and attic fan.

The Central Electric Company were the electrical contractors.



Publicized as "Safe, Clean, Economical," the two bedroom dwelling is located at 5739 Beechwood Street in Woodlawn subdivision. The realtors advertised it to sell for about \$9750. A view of the stepsaving electric kitchen is shown above.





GROWING WITH GULF STATER'S

The Gulf Staters children seen on the following pages make one of the finest layouts in this or any other magazine. Identified further they are:

See next two pages for pictures ➡➡➡

Francis Elizabeth McPhearson, the daughter of Mr. and Mrs. D. L. McPhearson, Jr., of Abbeville is shown here in her party dress on the occasion of her seventh birthday party February 22nd. She is the granddaughter of Mrs. "Billie" Hill, well known in the customer accounts department in Baton Rouge.

Jo Owen Antosiak curiously inspecting a garden hose is the grandson of Owen G. Floyd, Beaumont power sales. Jo Owen will celebrate his second birthday on February 14.

Paul Wayne Anawaty, sitting behind his first birthday cake, is the son of Mr. and Mrs. Maurice Anawaty of Beaumont. Paul Wayne, who was the best Christmas present the Anawaty's have ever had, became eligible for a one-year candle on December 25.

James Allen Powell, shown sunning himself in the over-sized lawn chair, is the son of J. K. Powell who works in the Lafayette appliance repair department. James Allen is one year old and celebrated his birthday February 18.

Nancy Anne Delage, is the pride and joy of Mr. and Mrs. J. F. Delage and son of Beaumont. This little twenty-one pound honey celebrated her first birthday February 21. Daddy is in the Beaumont system engineering department.

Carolyn Ann Daigle, out for a ride in her wagon, is the daughter of Mr. and Mrs. Jimmy Daigle of Lafayette. Carolyn Ann will celebrate her second birthday December 20. Her Dad works in the t & d department.

Gwendolyn Louise Faver is the daughter of Mr. and Mrs. Victor Faver of Beaumont. Gwen became eligible for her first birthday cake last May 5. Vic is in the personnel department.

L. E. Wallace, Jr. is the son of L. E. Wallace, who works in the Baton Rouge gas department. He celebrates his birthday on December 20. Husky L. E. Jr. is shown in this happy pose soon after his birthday.

The pert young miss in the cowboy ensemble is the five-year-old daughter of Mr. and Mrs. Cyril Dominguze. Patty stole many hearts when she participated in "Rodeo Week" held in Baton Rouge. Her proud Daddy works at Louisiana Station.

Michael Allen Carpenter is the husky son of Mr. and Mrs. Allen W. Carpenter of Baton Rouge. Smiling happily at Christmas time last year, young Carpenter is pictured at the age of five months. His proud Pop is in the gas service department.

Charles David Boykin, is the son of Mr. and Mrs. David Boykin of Beaumont. Young Boykin became eligible for that single candle last January. Daddy is in the system engineering department and mamma Barbara used to work in customers accounts.

Cynthia Teresa Cannow is the bouncing baby daughter of Mr. and Mrs. George S. Cannow of Baton Rouge. When her picture was taken in this engaging pose, Cynthia Teresa was five months old. George is in the electrical engineering department.

Bonnie Sue Jordan, daughter of Mr. and Mrs. J. J. Jordan, paused long enough to have her picture made during the snow in Caldwell. Bonnie Sue will be five years old next May 13. Her dad is serviceman at Caldwell.

Alvin Ray Miller is the son of El Ray Miller, Lake Charles water department. Alvin Ray's picture was made in this happy pose at the age of thirteen months. The handsome youngster celebrates his birthday on January 7.

Tommy Akins is the four year old son of Mr. & Mrs. M. O. Akins, Baton Rouge line department. Young Tommy will be five years old next November 12.

Charles Robert Baird, is the six month old bundle of joy of Mr. and Mrs. A. W. Baird. Charles Robert became a year old on September 7. Poppa Baird is in the Port Arthur distribution department.

Durwin Keith Lafleur is the pride and joy of Mr. and Mrs. Lee Lefleur of Lake Charles. Durwin Keith will be two years old October 7. Lee is in Lake Charles engineering department.

It is easy to see why little Linda Fay Ballard is the object of Mr. and Mrs. Herbert W. Ballard's affection. Linda Fay, shown here at the age of ten months, is also the granddaughter of Archie V. Browning, Baton Rouge serviceman. Herbert is in the Baton Rouge meter department.

Clarissie Nell Holmes is the two year old daughter of Mr. and Mrs. Malcolm Holmes of Baton Rouge. Clarissie Nell's proud pop is switchboard operator at Louisiana Station.

Yvonne Marie Cash, is the pride of Mr. and Mrs. Ben Cash of Beaumont. Yvonne was a year old February 28. She is also the granddaughter of R. B. Cash, superintendent at Hull, Texas. Her proud pop is in Beaumont t&d.

Glenda Carol and Linda Fay Ellis are the engaging little twins of Mr. and Mrs. Ralph Ellis. They will be two years old December 29. Ralph is in the Beaumont accounting department.

Carol Hubert Primeaux, is the son of Mr. and Mrs. Frank Primeaux of Lake Charles. Young Carol Hubert is eight months old. His proud pop is in the Lake Charles water department.

Linda Lee Parks is the daughter of Mr. and Mrs. Robert Parks. She will celebrate her second birthday December 15. Proud papa is in the Lake Charles t & d department.

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

Billy Lee Toups, Tommy Levis, t & d; John Lee Barrett, Jr., commercial sales; James A. Stelly, J. E. Follmer, James W. Brinson, engineering; Mat Edwards, production; Zeda F. King, purchasing, Mary P. Foster, steno; Johnnie C. Carter, garage.

PORT ARTHUR

Robert Adlai Simmons, Lloyd D. Bean, Dickey P. Connally, t & d.

LAKE CHARLES

Henri M. Duplissey, Rolland J. Broussard, Eugene D. Keller, t & d; Eldee Reed, production.

BATON ROUGE

Arthur L. Aucoin, Jr., Robert W. Butler, t & d; Hardold C. Hill, customer contacts; John K. Speeg, Edward A. LeLaune, production.

OTHERS—Mary Sleelagh, Orange, accounting; John C. Towner, Sulphur, janitor; Donald E. Langston, Oran C. Boone, t & d Jennings.

Of all the vegetables that evolved from the wild cabbage, the most unusual is the "miniature cabbage," the Brussels sprout. In keeping with its minuteness, it is more tender and delicately flavored than the cabbage. Incidentally, records show that the sprouts were sold in Brussels as early as 1213.

See next two pages for pictures ➡➡➡

Jane Elizabeth Fredricks, is the daughter of Mr. and Mrs. J. A. Fredricks of Baton Rouge. Jane Elizabeth was almost four years old when this picture was made. Daddy Fredericks is in the Baton Rouge meter department.

Alice Marie Wiggins is the daughter of John B. Wiggins, Louisiana Station. Born December 24, Alice Marie celebrated her first birthday last year.

Leslie Ann Hebert is the daughter of Mr. & Mrs. Sidney Hebert of Port Arthur. Blond, sunny Leslie Ann celebrated her first birthday on March 16. Her Daddy is in the Port Arthur sales department.

Donald Robert and Thomas Glenn Brader are the handsome grandchildren of Walter Brader, Beaumont Meter department. Donald Robert will be five years old next October 16. His younger brother, Thomas Glenn, was two on August 29. They are the children of Mr. and Mrs. Bob Brader. Bob is a student at Rice Institute.

WHEN YOU CHANGE YOUR ADDRESS

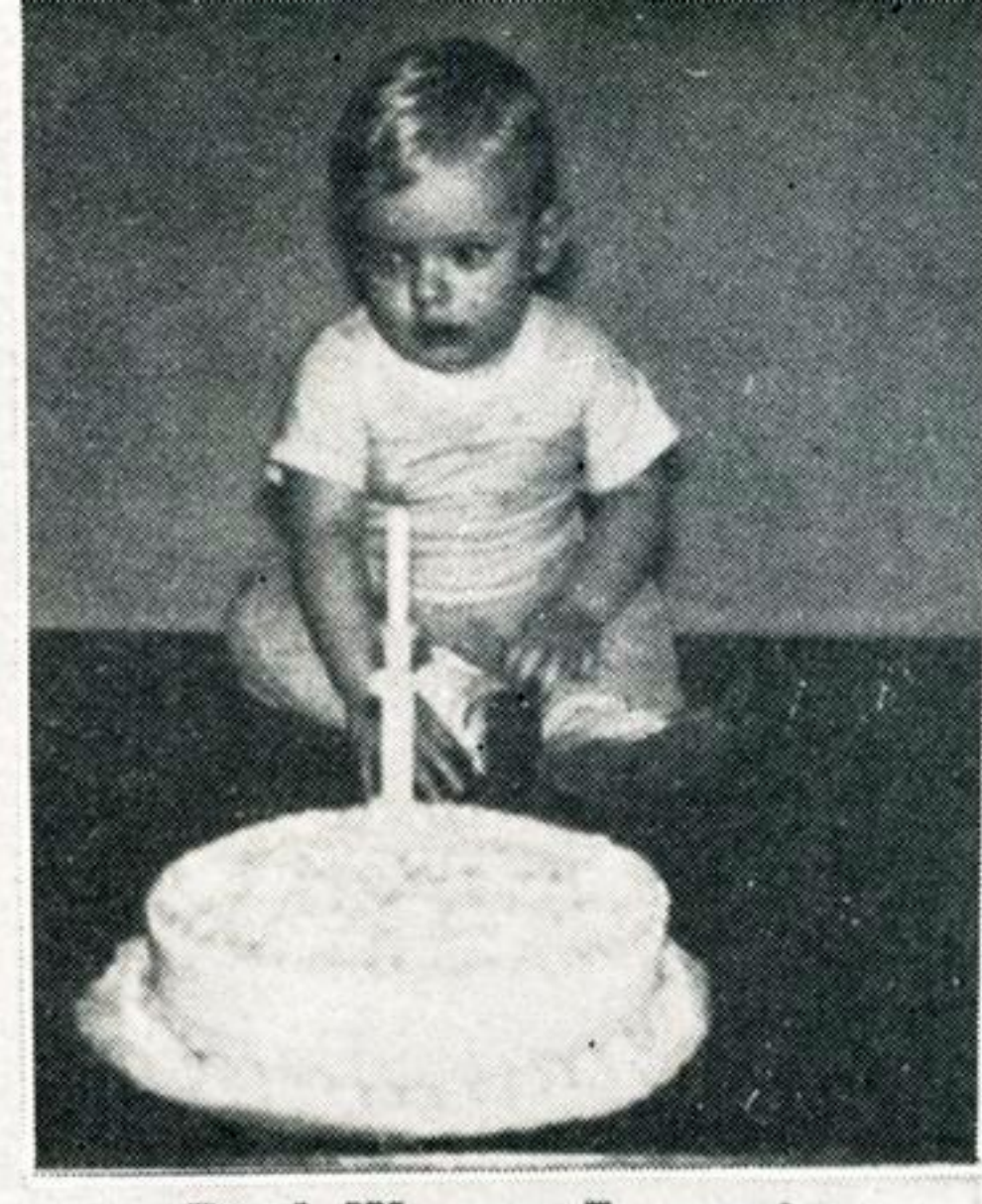
—Please notify your reporter promptly. Your copies of **PLAIN TALKS** will then reach you without delay and without interruption. Uncle Sam won't forward magazines mailed third class.



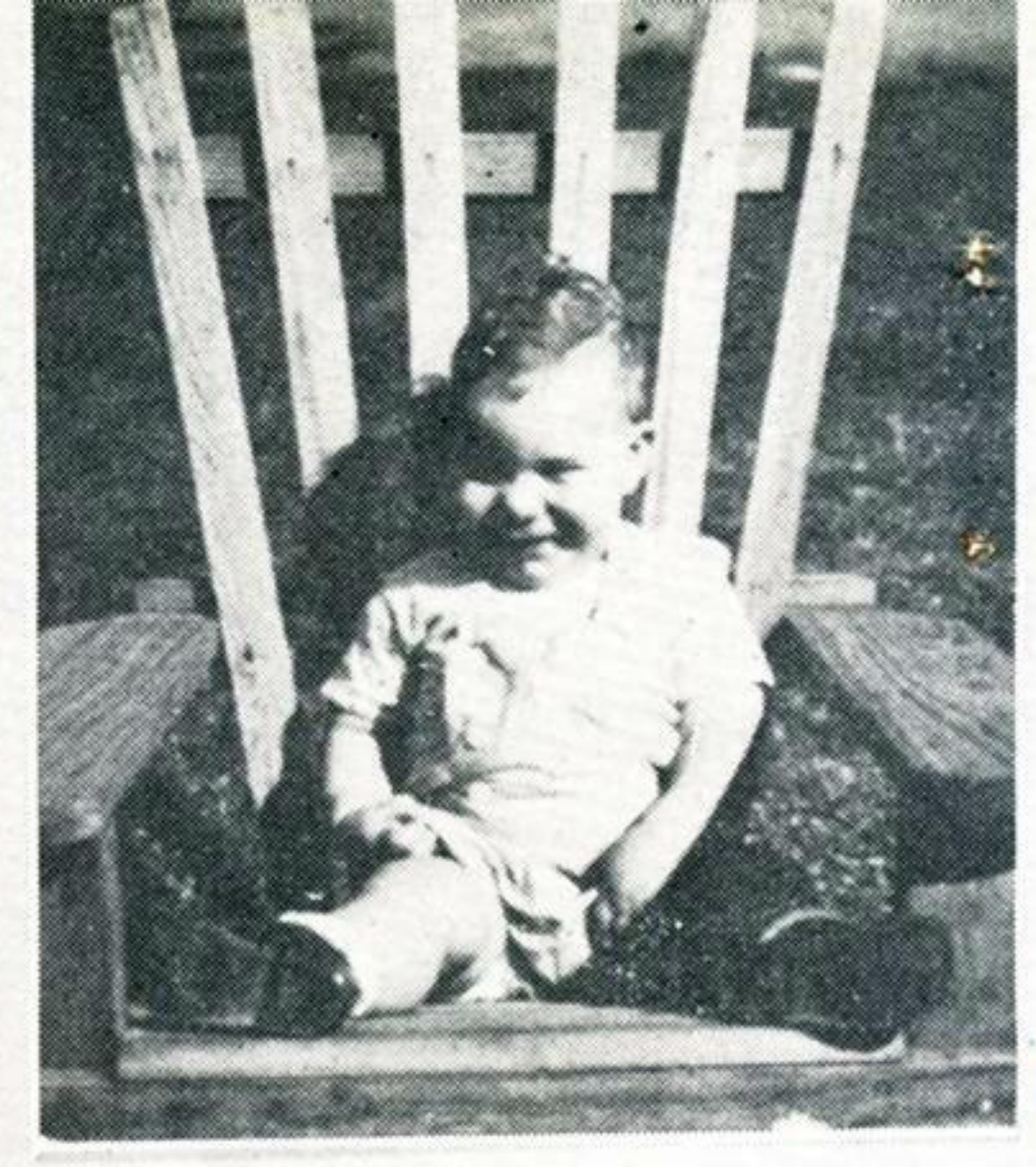
Frances Elizabeth McPherson



Jo Owen Antosiak



Paul Wayne Anawaty



James Allen Powell



Patty Dominguez



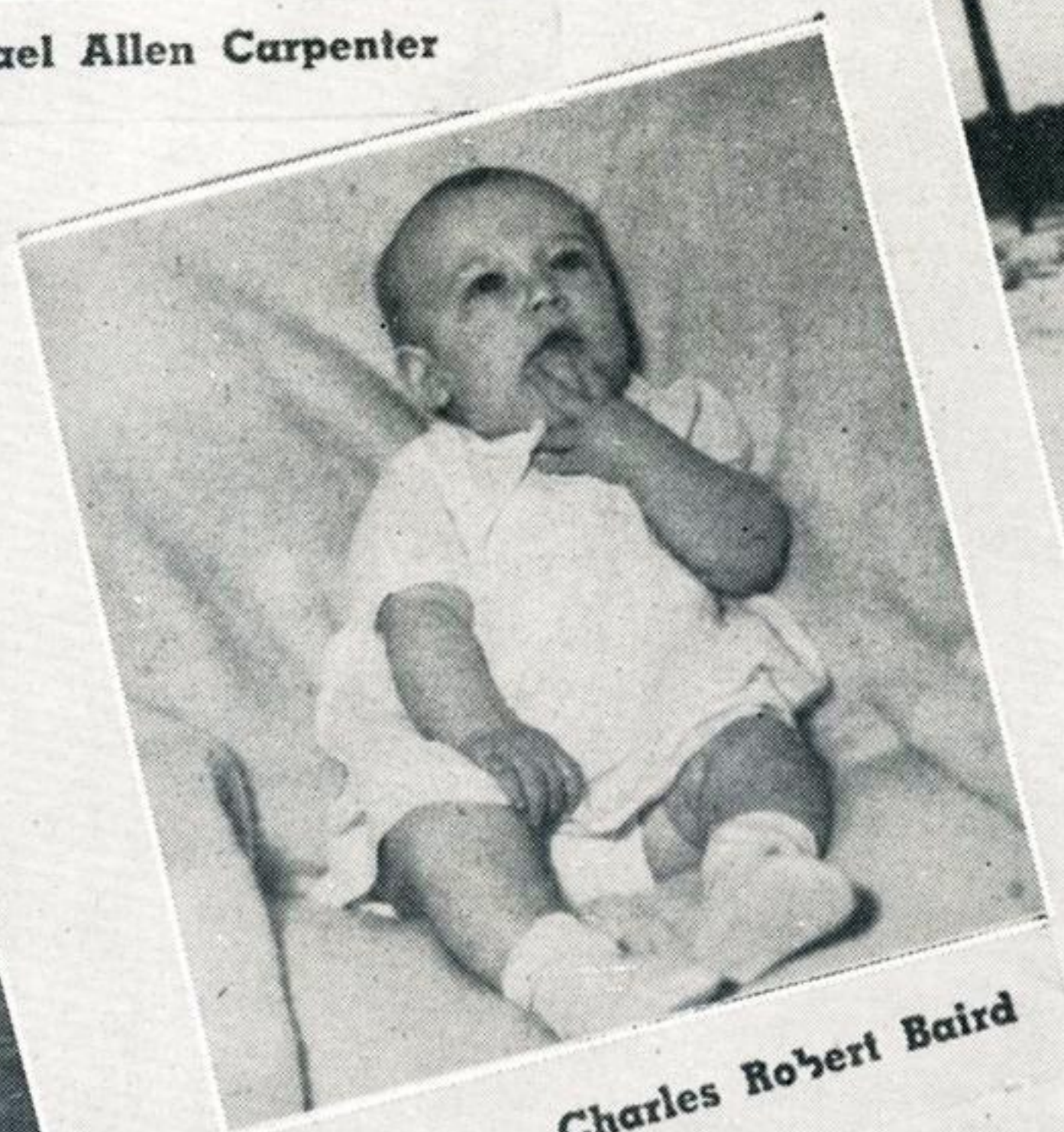
Michael Allen Carpenter



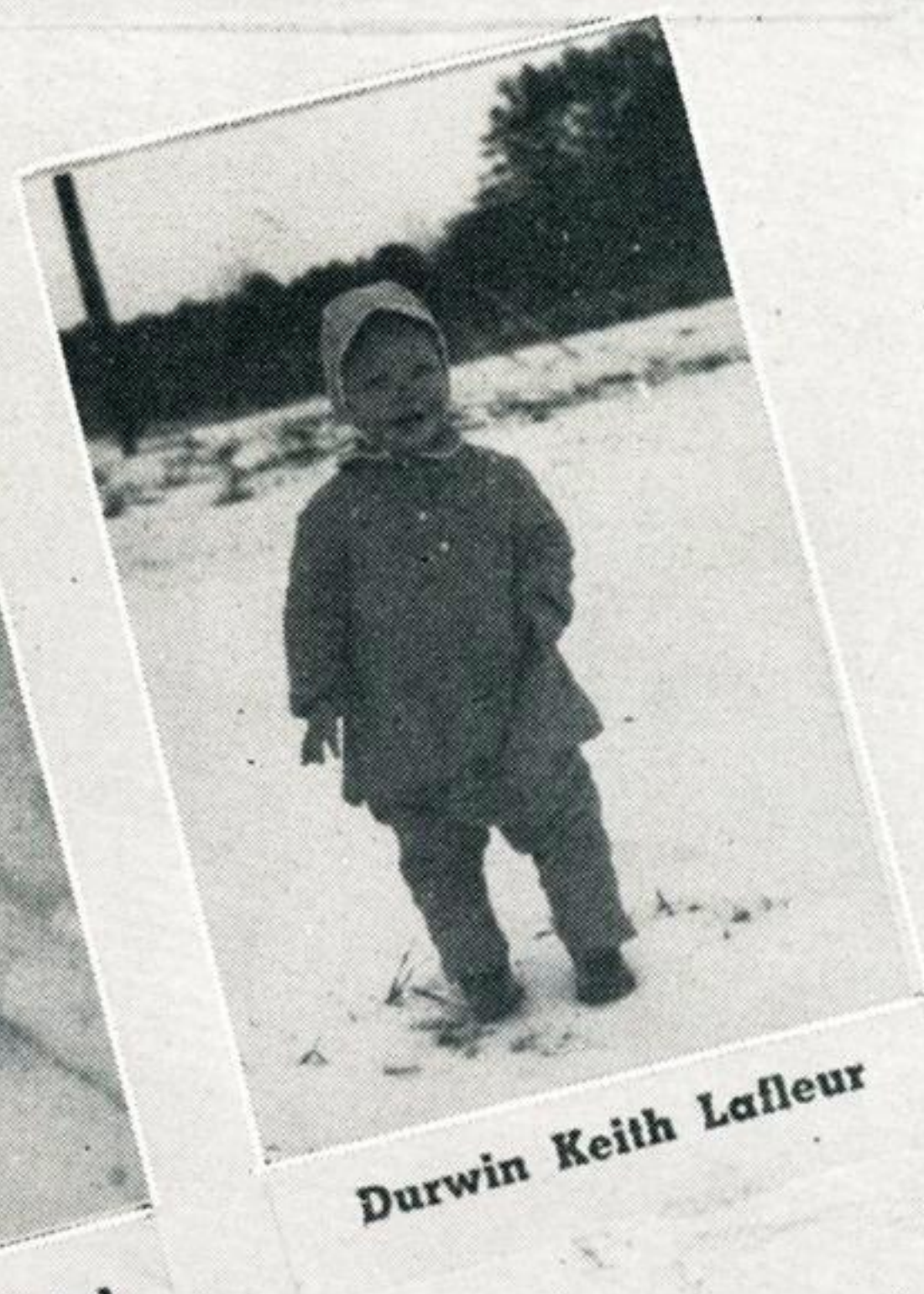
Charles David Boykin



Cynthia Terrell



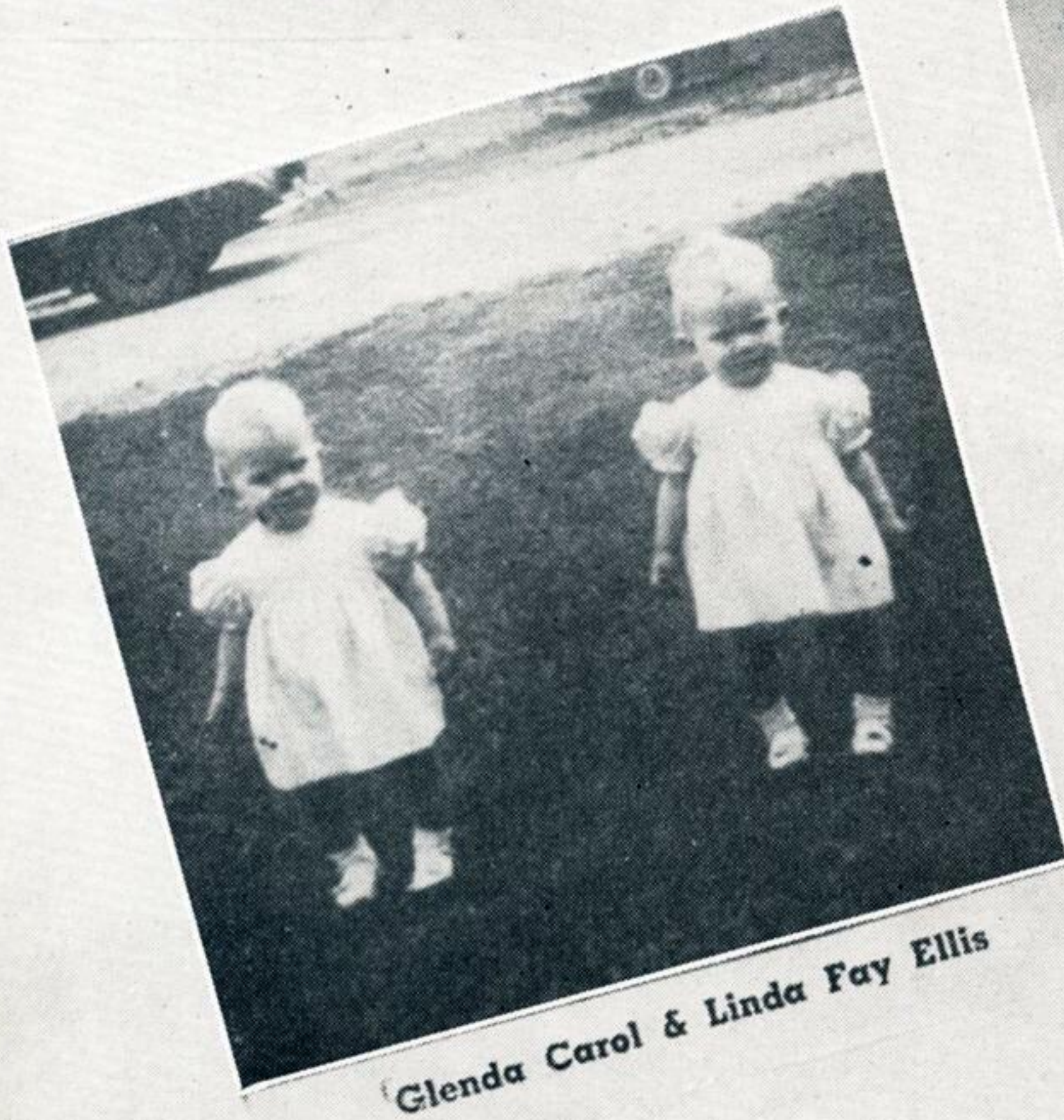
Charles Robert Baird



Durwin Keith Lafleur



Linda Fay



Glenda Carol & Linda Fay Ellis



Carol Hubert Primeaux



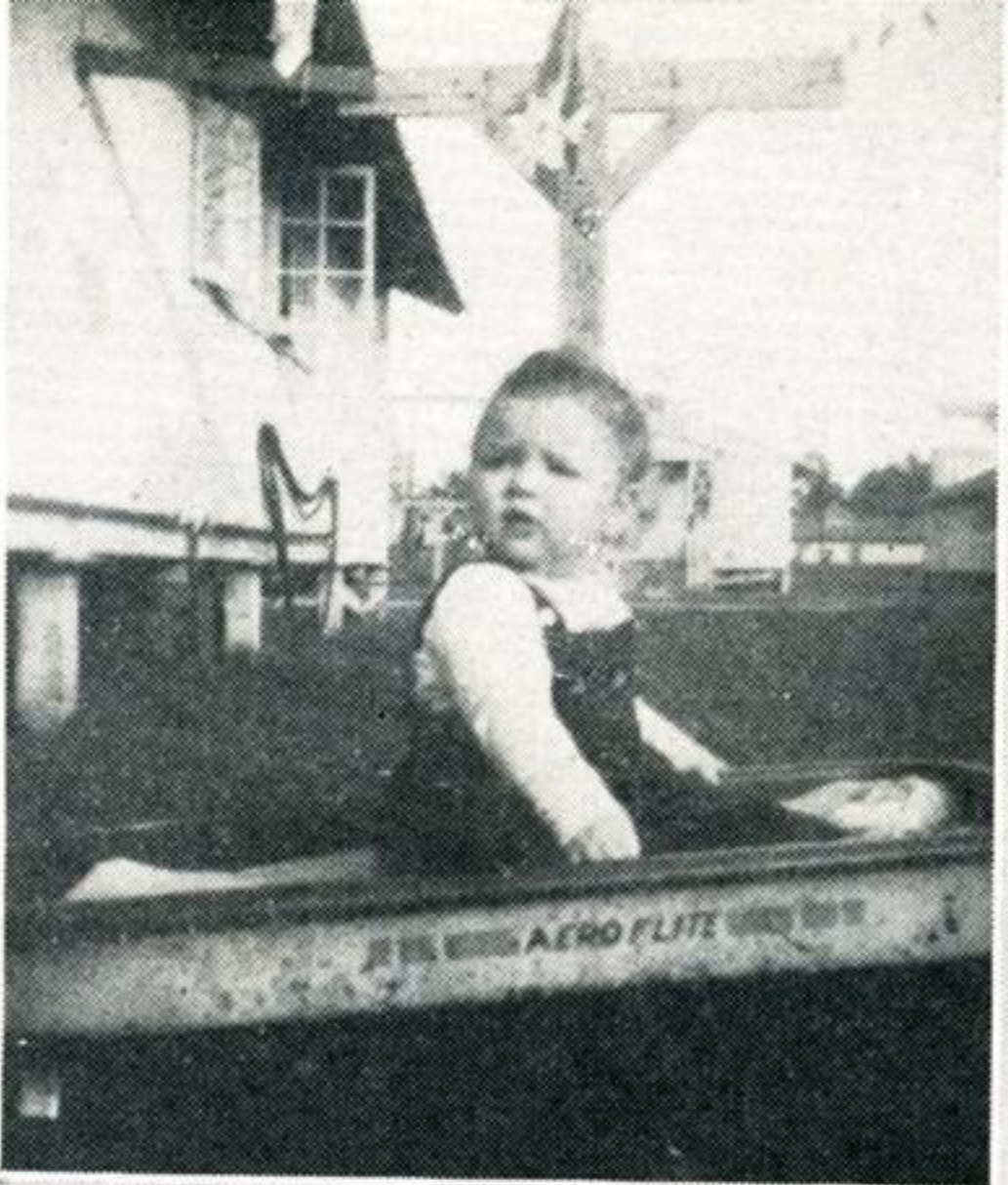
Linda Lee Parks



Jane Elizabeth



Nancy Ann Delage



Carolyn Ann Daigle



Gwen Faver



L. E. Wallace, Jr.



sa Cannow



Bonnie Sue Jordan



Alvin Ray Miller



Tommy Akins

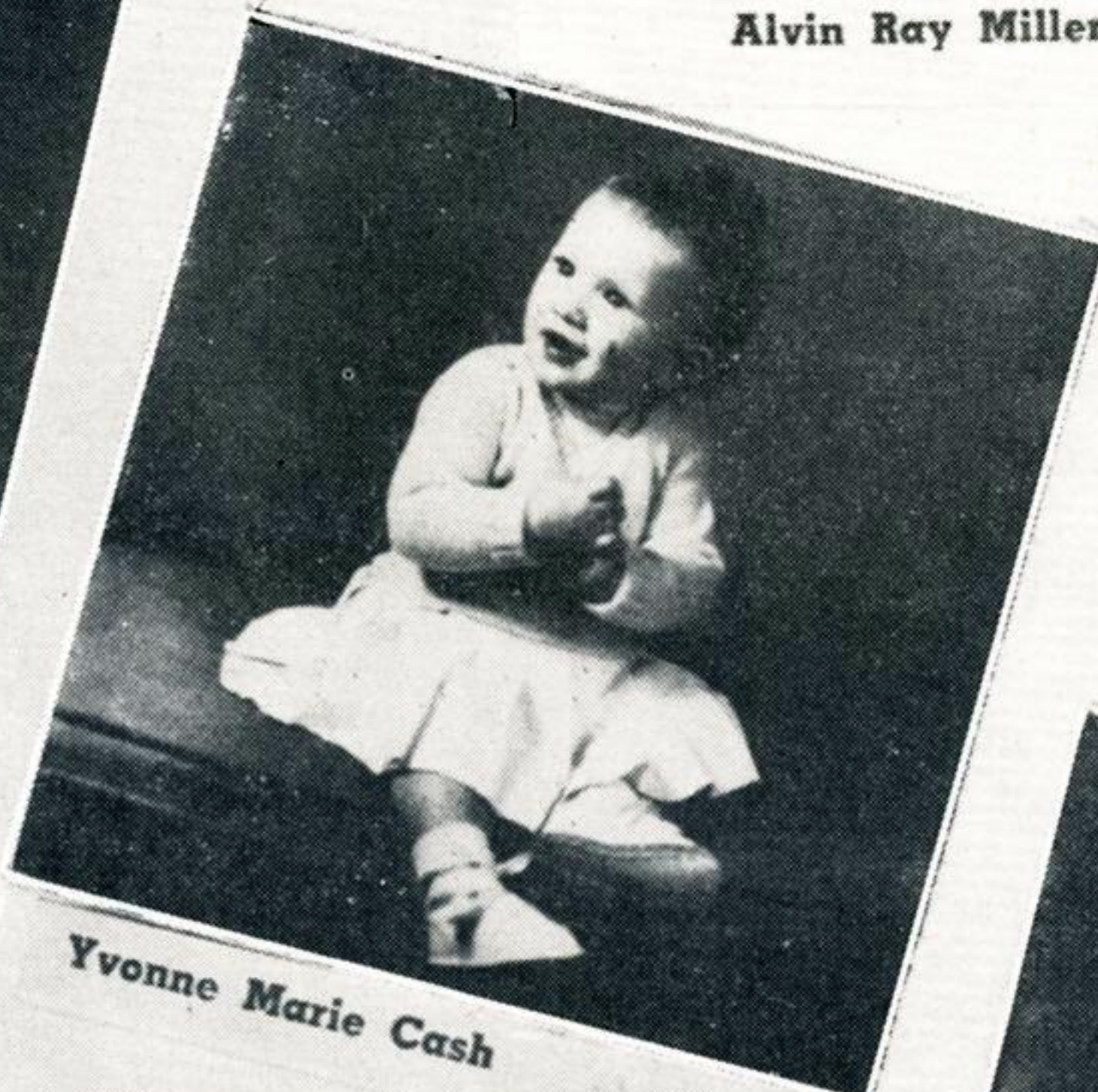
GULF STATES



Ballard



Clarissie Nell Holmes



Yvonne Marie Cash



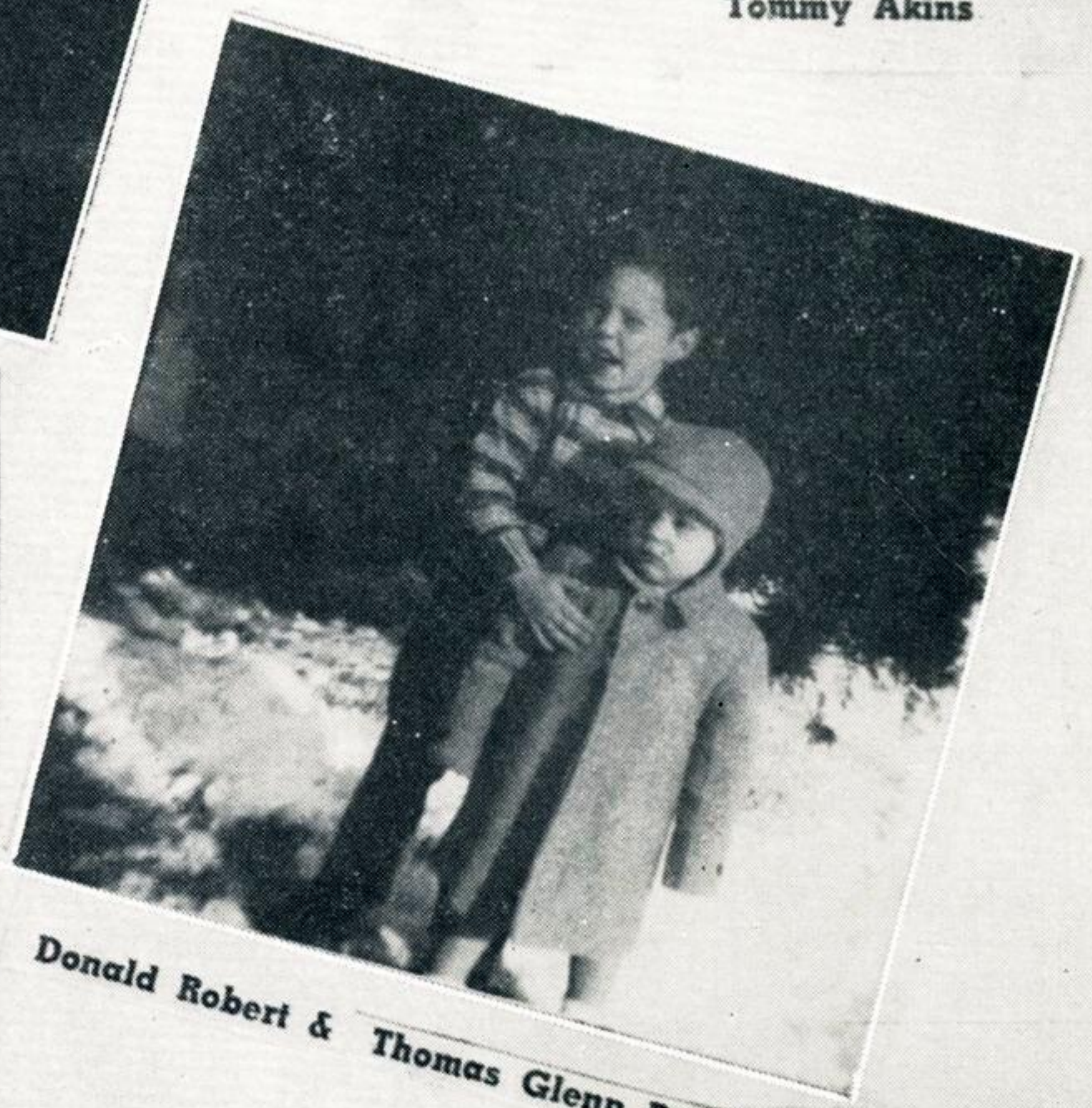
Fredericks



Alice Marie Wiggins



Leslie Ann Hebert



Donald Robert & Thomas Glenn Brader



SPECIAL BULLETIN

We would be remiss in our duty if we did not emphasize again and again the "crack down" against unsafe workers and unsafe practices. It is of extreme importance that every employee of Gulf States realize the seriousness of disregarding company safety rules and the laws of our communities and states.

In order that every Gulf Stater know the measures recently adopted by the company in this respect, we are repeating here a BULLETIN which has been posted throughout the system. Read it carefully . . . and REMEMBER it.

I. SAFE WORKING PRACTICES

"Any employee found to be violating the Safe Working Practices as established by the Company will be subject to a minimum 'lay-off' of five working days."

II. SAFE DRIVING PRACTICES

"Any employee found to be violating safe driving practices, such as speeding on streets and highways and/or other needless dangerous practices, will be subject to a minimum 'lay-off' of five days."

III. ACCIDENTS INVESTIGATION

Each department will establish a policy of investigating each serious accident or potentially serious accident, and will hold a court of inquiry concerning same.

This meeting is to be held within one week's time after the accident and will include the appropriate department head, supervisor or foreman, and any other individuals involved. Assistance of the Claim and Safety Departments will be requested where necessary.

Following this meeting a complete detailed report will be prepared including all the facts in the case, and this will be presented to a System Investigating Committee.

It will be the responsibility of the System Investigating Committee to weigh the evidence and place the responsibility for the accident. This Committee will also recommend whatever disciplinary action seems in order.

Roy Nelson

WHY!

For many years we had an enviable record operating motor vehicles without serious accidents, then all of a sudden the roof caved in. Within a six month period we've had six light trucks to turn over due to accidents. That isn't all — there have been plenty more other types.

What can be done about this? You as a driver have the answer. We've listed the rules of safe driving in "Plain Talks" and in special books. The State Department of Public Safety has issued books and literature. You hear safety over the radio — read it in the papers. If you drive a Company car or truck do so with courtesy and common sense. We will list again:

Slow down! Speed seems to be the main bug-a-boo. Start in time to arrive in time — without speeding. Don't pass moving cars at intersections! Keep a safe distance behind the car ahead! Don't pass on curves and hills! If you can't drive safely, report this fact to your supervisor. Was this a bit natsy? So are mangled bodies.

"The biggest challenge to all safety workers is the creation of a universal state of mind that will automatically rule out the needless and heedless accidents."

—Percy Bugbee, General Manager
National Fire Protection Assoc.

WHAT THE EMPLOYEE THINKS ABOUT HIS FOREMAN

The foreman's attitude toward safety determines the attitude of his men toward accident prevention. An indifferent foreman is a positive menace to the safety of his men. If he regards safety as a function of secondary importance, then his men will think of safety only when there are no other things to think about. The foreman who does not recognize that SAFETY is the RIGHT WAY OF DOING A JOB has missed the target.

If a foreman will take safety seriously, he will make his safety activities the foundation for the building of a great deal of good will. If he approaches safety always with the idea that he is working for the welfare of his men, it is inevitable that his men will appreciate this spirit and return to him many times the effort he has made in their behalf.

Men will respect a foreman much more if he takes safety seriously. The foreman who is slipshod and apologetic about his half-hearted enforcement of safety regulations may think that he is being "a good fellow" with his men, but they DO NOT so regard him. In their hearts they feel he is an undependable fellow who is not living up to the safety of his men and the policies of the company.

Particularly important is the impression that the foreman makes on the new worker. There is no better time for the foreman to impress a man with the importance of safety than when he is learning the job. The development of safe working habits right from the start is a vital feature of good safety work.

—Lone Star Safety News

COURTESY

By EDGAR A. GUEST

Not the "right of way" when driving,
But the simple way of right,
And never once forgetting
To be courteous and polite.
A little bit of patience
As behind the wheel you sit,
And you'll never lose a fender,
And a child you'll never hit.

Oh, the worst of phrases ringing
All through motordom today
Is that selfish bit of wording
That is known as "right of way."
It has filled the graves of many
Who have sped some road along—
Since Death never asks the question,
Is the driver right or wrong.

Just a little thought for others;
Just remembering to be kind;
Just the willingness in traffic
To slow down and stay behind;
Just the show of gracious manners
Which all gentlefolks display,
And the accidents that happen
Will be fewer day by day.

Just control that flash of temper
When another sounds his horn:
In the car may be mother
Soon to have her baby born.
Be considerate in your driving,
And be courteous and kind,
And you'll reach your dwelling safely—
And you'll keep your peace of mind.

SALT

It's hot today. It was hot yesterday and at day's end I was all fagged out. I didn't sweat too much — maybe perspired a little. Last Saturday I got real hot while mowing the lawn and I sweated plenty. The other day just standing around in the firing lane at Neches Station I also sweated. I put salt on practically everything I eat — an extra shake or two. Not on pie, of course.

Now linemen really sweat. So do groundmen, truck drivers, and some foremen — many others do too.

Sweat is salt and other minerals just oozing out in liquid form. Grandpa and 'em didn't have to worry too much about this, eating foods chuck full of vitamins and minerals right out of the field. The experts say we don't get those minerals in today's food — top soil gone, commercial fertilized truck farms and all. So, to replace the salt we sweat out we should take on a few salt tablets. We have the red kind, guaranteed not to make you sick.

Now don't go out and eat half the box — just a few during the day. For me maybe one or two, or three on Saturday: For Joe Mayeaux perhaps six in a working day: For Maxie Montague 'bout half a tablet — it's just according to how much you sweat, but unless in extremely hot places such as boilers and condenser work not over six per day. Try this and see if you don't have more energy when day is done.

Plain Talks

HIGH SCHOOL INSTRUCTION IN AUTOMOBILE DRIVING

No part of the traffic safety program is more susceptible to enthusiastic public support than that of driving instruction in high schools. The very logic of a plan whereby safe drivers may be educated in the regular school curriculum generates almost limitless appeal. This should not be an unexpected result in a nation which has assigned its hope in the future to the discoveries of science and to a system of broader and better education.

We who work in the field of public support for highway safety find that the question asked most frequently by organizations wanting to make a positive contribution to safety is: "What specific thing can we do?" Most of us offer several alternatives, among which we list the steps leading toward driving courses in the high school program. Almost invariably the support organizations will select this important element in safety education as first choice. Parent-teacher groups, women's organizations, veterans' organizations, men's civic and service clubs, farm groups—it makes no difference—a course in the high school is something local and tangible, it can be seen and understood.

Unfortunately, support groups sometimes approach this program as they would a campaign to raise funds for a new hospital wing—a drive straight toward a single objective. The question of driving instruction in a particular high school must be considered from many angles. Are trained teachers available? Is there room for the course in an already crowded curriculum? Is there a complete understanding of the need for safety education? Is driving instruction accepted by the superintendent and school board as a proper component of modern education?

From the answers to these queries we find the key to adaptation of the driving instruction program to local needs. It may be a case of organized public support educating the educators, or it may be only the problem of financing and scheduling. Significantly, public support can be a powerful factor in solving any one or more of these problems. Complete cooperation between school officials and support groups is an essential of success.

It may be that the growing interest of public support organizations in driving instruction is indicative that the oldsters are ready to give themselves up as a bad job—their mistakes in driving may never be corrected—and one hope for the youngsters lies in the formation of attitudes and skills which will make them capable and sensible when behind the wheel.

If we can educate two or three generations of good drives, we will go a long way toward attaining the safe streets and highways which we seek, though the process is painfully slow. Then we will only need to find a method of controlling human emotions to give us our highway safety Utopia. Education may have the answer when driving instruction in high schools is a universal reality.

A bad habit is like a soft bed—Easy to get into, hard to get out of!

See you next issue.

Jack Shirey

SYSTEM SETS NEW LOAD RECORD

In a period of less than one month the company's system peak load record has been broken three times, and with continued warm weather there is a possibility that other records will be established before this is printed. As Plain Talks goes to press the latest record, recorded at 8 p.m. September 8, was 323,300 kilowatts. This surpasses the previous peak made on the 6th by 2600 kw, and eclipses a peak established August 11 when a mark of 312,100 kw was reached. The latest peak was established with a load factor of 82.2%.

Groom "Showered"

What was probably the first nuptial shower over the entire Gulf States system honoring a bride-groom took place in the customers accounts division in Baton Rouge this summer.

Unique honoree Philip J. Marquette customers accounts in the Baton Rouge division, who married Doycie LeBlanc in Sacred Heart Catholic church there July 16, has been employed alongside his harem of hostesses since 1941. The newlyweds honeymooned in Pensacola, Fla., and are presently making their home on Laurel Street.

Oddly enough, the hostesses presented a theme of mourning to surprise the potential husband. His desk was skillfully draped in black and marked with sympathetic daisies. After overcoming his surprise, Marquette was presented a corsage, which consisted of a egg beater on which were attached practical plastic kitchen utensils.

Ideas for the successful event were those of Patricia Henry, who arranged the corsage and prisoner of love cage, Patricia and Jackie Kleinpeter, who decorated the desk; Marjorie Raborn, who took the pictures, and Mrs. Yvonne Sanders, who offered her assistance in general arrangements.



Riverside Station Construction Goes Full Speed Ahead

Lake Charles' Riverside Station Unit No. 2 is coming along at a rapid rate, as this recent photograph will reveal. Even since this picture was made three boiler drums have been set and installation of boiler tubes are underway. The turbine foundation is being poured and building steel is being erected. The 40,000 kilowatt Allis-Chalmers generating unit is scheduled to be put in operation in April 1950.



AT THE BRIDEGROOM'S SHOWER, honoree Philip Marquette was presented with a "training throne" inscribed with catchy commercial slogans by his female co-workers. Onlookers are (left to right) Mrs. Yvonne Sanders, Mrs. Agnes Smith, Mrs. Betty Levert, Pat Henry, Mrs. "Seetsie" Spillman, Mrs. Gloria Cook and Hazel Brogden.



"Guess I really am a 'Prisoner of Love'", Philip conceded, as he bends to get a better view of the miniature man symbolizing himself surrounded by bars of the mock prison. Package caddies are (left to right) Alfred LeBlanc, Lon Sandifer, Walter Eiermann and Ben Campo.

Two Promoted in Baton Rouge Sales



Andrews



Stallcup

Two promotions in the Baton Rouge division sales department were made during August. They involve R. Marcus Andrews, formerly lighting engineer, who was made superintendent of lighting and commercial sales, and Joe Stallcup, formerly residential sales representative at Lake Charles, who was transferred to Baton Rouge as sales supervisor.

Andrews, whose experience with Gulf States has led him to be widely known in Texas as well as Louisiana, has been with the company 22 years. He was first employed as a student in the sales department in Beaumont after he left the University of Minnesota in 1927. Later he

was made district representative at Groveton, then Calvert, Conroe and in 1934 at Huntsville, Texas where he remained until 1939, when he entered the lighting sales department in Navasota. The next year Andrews was transferred to Lake Charles where he served six years as lighting engineer, until he assumed duties in the same capacity at Baton Rouge.

Stallcup, who has been with the company 15 years, was first employed in the accounting department in Beaumont. In 1937 he was made cashier at Huntsville, Texas where he remained about a year prior to returning to Beaumont as a customer's account clerk. He moved into the sales department two years later as district representative, and in 1940 moved to Lake Charles in that capacity. Except for a year as distribution department clerk at Jennings, Stallcup was located in Lake Charles until 1943, when he enlisted in the navy. He returned to Lake Charles from military service in 1945 as sales representative and became residential sales representative there in 1946.

"SEE YOUR DENTIST TWICE A YEAR!"

How many times have you heard that slogan? According to a recent survey in the January issue of the Journal of the American Dental Association, however, only 20.4 per cent of the people studied had taken this advice in the past two years. "The most marked neglect in dental health seems to be among the three-to-nine-year-olds," say the dentists in charge of the survey. Better take your youngsters to a dentist for examination if you've been neglecting it. Treatment at this early age can save lots of trouble later on. The dentists also found that 95 per cent of the American public use toothbrushes, but an earlier survey showed that four out of five toothbrushes in use were not suitable for mouth hygiene. If your own present toothbrush has been in use more than three months, have a good look at it tonight.

Honors Wait While Gulf Stater Works

Civic minded William A. "Bill" Efferson, affable local superintendent of Port Allen in the Baton Rouge Division, made the biggest news of the week there recently when he was named outstanding Lions Club Member for 1948-49.

Ask Bill about it, and the 26-year employee will modestly say he "cooked some fish for 'em and they liked it." But the leading headline in the Westside Journal tells things differently.

Since he came to Port Allen four years ago, he served on the Lions Board of Directors, Vice-President, Lion Tamer and just this year hesitantly rejected Presidency of the group. He served as Chairman of the Red Cross drive in Port Allen this year, Boy Scout Vice-Chairman of the West Baton Rouge District, and at present is working with a group to get street and house markers for the town. July 22, 1949 he was named Chairman of the West Baton Rouge Scouts.

The outcome of balloting to name the outstanding member traditionally remains a secret until the actual presentation of the plaque. A faithful Lion, but also a faithful Gulf Stater, Efferson had plans to attend the annual function at 8:00 P.M. Not to his surprise, a line went out in Plaquemine about 15 miles away at 7:00 P.M. He remained on this job until 1 o'clock in the morning and returned home, still unaware of the choice of his fellow club members.

It wasn't until the next morning when he answered the door bell that he received the plaque from the president of the club.

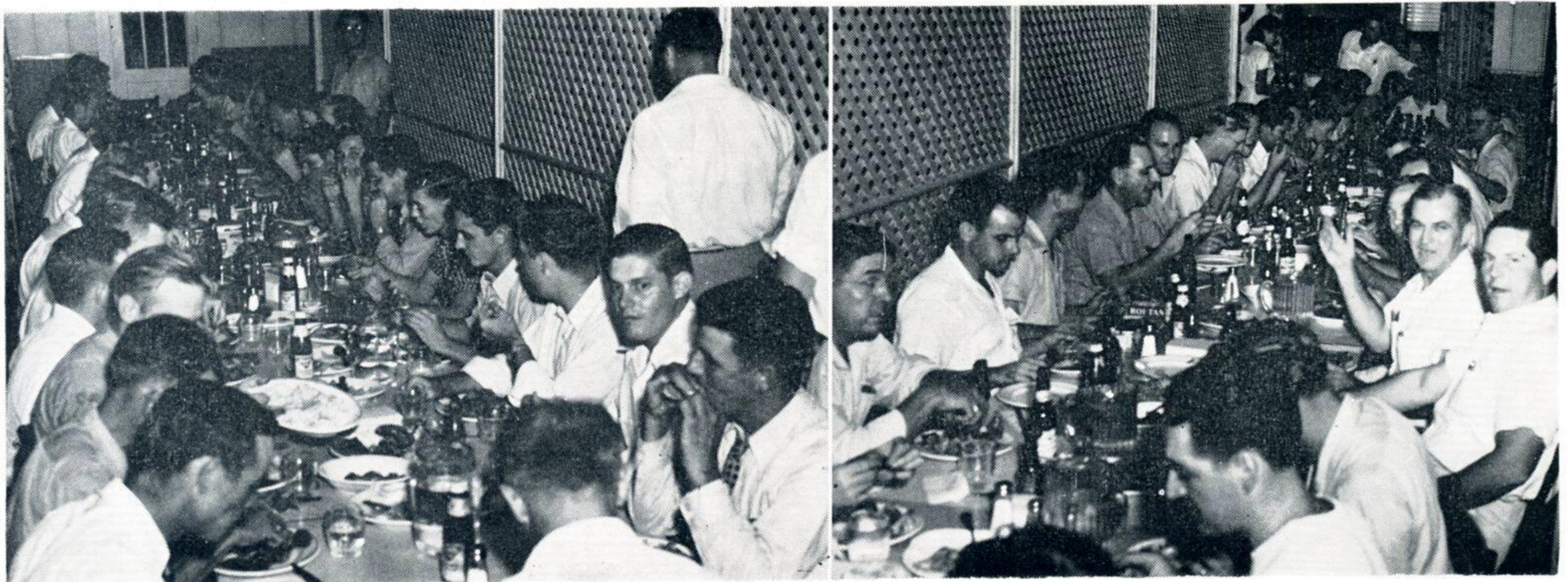
A congratulatory message was written to Efferson recently by H. C. Leonard, vice president, telling him to keep up the good civic work in Port Allen.

Efferson's unique and delectable fish fry, which, he claims, won him the outstanding nomination, consisted of cubes of fish dunked into a heavy iron pot of smoking lard. He reminisced, "As Mama used to say, 'The way to a man's heart is through his stomach'."

La. Station "Parties"

Proceeds from the cigarette, candy and soft drink machines at Louisiana Station provided funds for two enjoyable stag parties recently for employees at the electric and steam plant in Baton Rouge.

The funds, boosted high in the last few months by Stone and Webster construction employees at the plant, were split two ways to allow the fellows on all shifts to cash in on the "Coke and coffee" profits. The events were given at Jarreau's place at False River, about 20 miles from Baton Rouge and famous for its delicious "hush puppies" usually munched with fried fish and chicken.



GUESTS CONCENTRATED ON EATS at the climax of the stag party. The only feminine surroundings were the two efficient waitresses, who busied themselves constantly providing all the food and drinks for some 35 hungry men to consume.



James B. Hodge

Citizen of the Gulf States

Our own Jim Hodge, operating manager at Port Arthur, was featured as the Port Arthurian of the month in a recent issue of the "Port Arthurian", a magazine published monthly in that city and devoted to events and problems of that city. Following are several excerpts taken from the story that was published.

"The story of Jim Hodge, operating manager of the Port Arthur branch of the Gulf States Utilities Company, is the story of the American system of free enterprise. Born in Keokuk, Iowa of a typical mid-western city family, Jim has over a period of years by hard work, honesty and persistence risen from common field engineering work to the position of responsibility which he now holds.

"After receiving his education from the public schools of his native town, he went to work in the engineering line. By study and constant application to his duties he became proficient in civil engineering and surveying. In 1922 he went to work for Stone and Webster and was sent to Florida. He went to Baton Rouge in 1933 with the Gulf States Utilities and in 1947 came to Port Arthur in the capacity he holds today.

"Jim Hodge is a friendly man, although brisk and business-like. His enthusiasm is contagious as he points out on his office maps the proposed and suggested plans for the betterment of the Port Arthur area. Quick to spot the advantages and the drawbacks of any suggestions offered, both from the standpoint of engineering and that of industry, he is a valuable asset to the region at this time of rapid expansion.

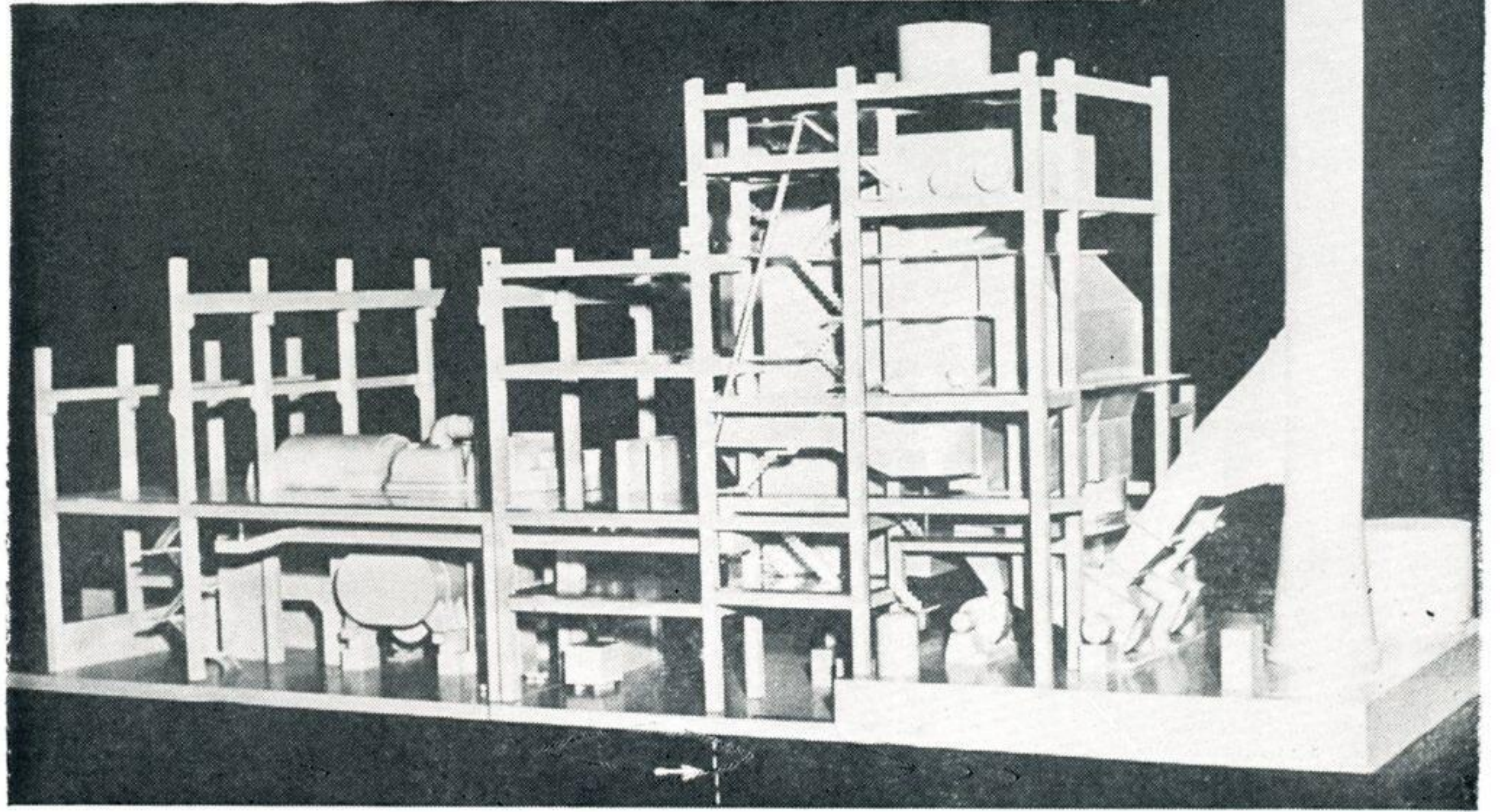
He is married and his only son, James B. Hodge, Junior, is a physician, currently practicing in Sulphur, Louisiana. He is a member of the Port Arthur Chapter of the Kiwanis Club and belongs to the Port Arthur Chamber of Commerce, of which, as previously mentioned, he is the current president. He is also a Senior Scouter with a great deal of interest in the Boy Scout movement. Also, he is serving the Port Arthur Red Cross in an official capacity."

Never Do It

"Do you object to petting, Alice?"
 "That's something I've never done, Bill."
 "Never petted, Alice?"
 "Never objected, Bill."

NECHES STATION UNIT NO. 5

Here is the 60,000 kw turbo-generator which is scheduled for Neches Station, and for which construction work has already begun. The portion of the unit to the right of the arrow at the bottom will be an "open air" section as the plant building stops at the dotted line.

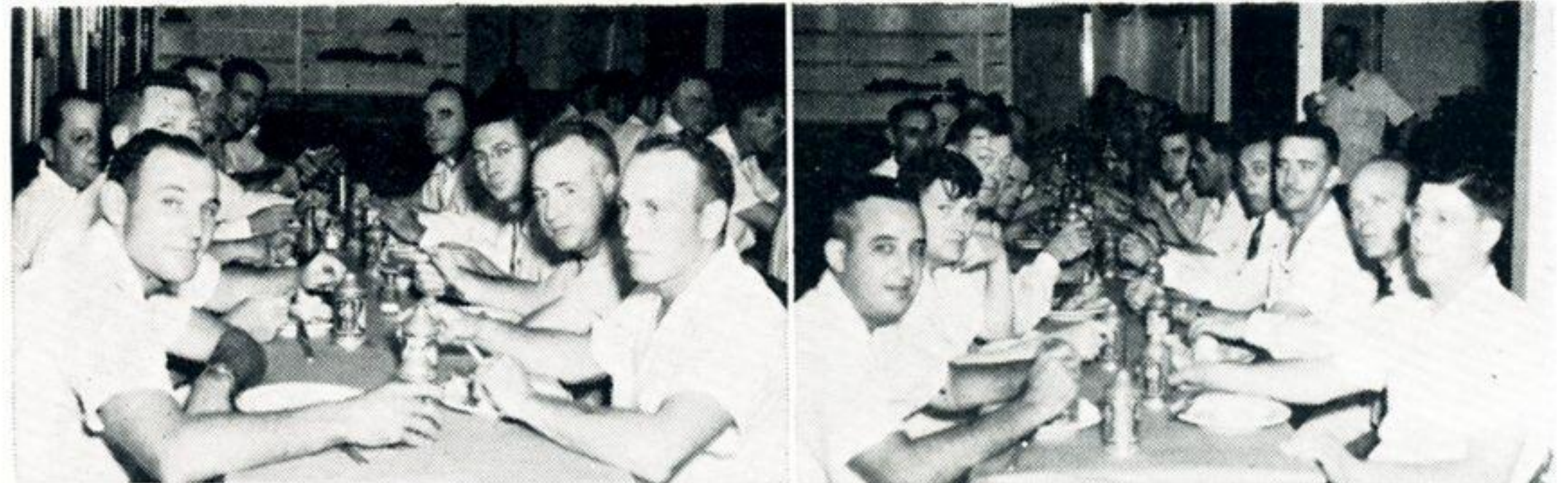


NECHES STATION'S NO. 5 TURBO-GENERATOR UNIT was the subject of considerable interest in Beaumont during July when the above scale model of the unit was displayed there. The model, an exact depiction of the finished unit, was built by order of Stone & Webster Engineering Corporation as a construction aid. Particularly useful in drawing the various sets of blueprints required in building the big addition to the generating station, many thousands of dollars have already been saved through the use of this miniature. Built on a scale of one-

fourth inch to one foot, it has an overall length of five feet, five inches and a height of two feet, exclusive of the stack. The No. 5 unit will be the biggest in the company's system and will raise the generating capacity of Neches Station to 185,000 kilowatts.

The model was shown to supervisory personnel attending the July department head meeting in Beaumont and later was displayed on the company's sales floor, where hundreds of customers stopped to inspect the interesting project.

Reddy Bowlers Reddy Again



This month many of the Gulf Staters pictured here are preparing to begin another torrid season of bowling in the several Reddy Kilowatt Bowling leagues around the system. These pictures were taken at the conclusion of the season which ended earlier this summer and show the "social" side of bowling; the actual play sometimes waxes a little "warm". The two top pictures show Beaumont keglers celebrating the finish of a pleasant season. At the lower left, Lake Charles pin busters are shown as they enjoy a shrimp boil which topped the season's activities there. At the lower right, members of the Beaumont championship team "strike" a pose following the last play-off. They are, left to right, Preston Crysel, R. M. Tomkins (captain), Joe Savoy, Maurice Anawatty and Andy Poulson. Members not shown are R. D. Smith and H. G. Zahn.

Church Point Gets New Street Lights

A recent "big event" in the town of Church Point, Louisiana, made local history when Mayor R. E. Beaugh closed a switch and put into service the town's new street lighting system.

The new "lights" consist of over one hundred modern fixtures ranging in size from 2500 lumens to 6000 lumens, and provides Church Point with one of the finest street lighting systems in South Louisiana.

The arrangement for lights were worked out by the town officials with recommendations of lighting engineers of Gulf States. Lafayette division construction crews spent several months rebuilding the distribution system there and installing the new lights. Since it acquired the electric system three years ago, Gulf States has completely rebuilt the church point distribution system and has also constructed a new 33,000 volt line to Church Point from Sunset to provide a two way feed to the town.

At the ceremony inaugurating the lighting system Mayor Beaugh spoke briefly thanking Gulf States for the fine cooperation given the town officials dur-



Church Point's Mayor Beaugh throws the switch which puts the city's new street lighting system into operation as city officials look on. Also present was Gulf States' Lafayette District Superintendent Andre Dubus, second from left. Church Point's main street and the new lights are shown in the bottom picture.

ing the construction program. Andre Dubus, district superintendent of the Lafayette district responded, complimenting the officials for the progressive civic spirit demonstrated in providing such an improvement for the residents of Church Point.

A barbecue was given by Mayor Beaugh for the city fathers, the Gulf States line crew that installed the system and other company representatives connected with this project.

Jim Coltharp Writes Electrical World Story on "Package Unit" Transformer Installations

Installing hundreds of transformers and capacitors each month to serve the greatly expanded demands of old and new customers in the Baton Rouge division has become almost as easy a job for the linemen as setting up a new cross arm, according to J. B. Coltharp, superintendent of electric transmission and distribution in that area, who told in a recent issue of **Electrical World** how shop-built package units speed service to new loads.

The new solution simplifies the job to this:

The units are completely wired by two men in the shop within a few hours, hauled to the job, and delivered to line crews as a package, hoisted up the pole, and connected in an hour or so.

Coltharp contrasted this new method to that of yester-year, when the laborious piecemeal assembly of various types of units 25 or 40 feet above the ground was necessitated. The conventional single pole three-phase transformer bank installation consists of as many as 125 separate pieces, with the conventional two pole

transformer bank installation having as many as 450 pieces, all of which had to be hoisted about 40 feet in the air and put together piece by piece.

"Both time and money are saved," the superintendent indicated, "since experienced workers are limited and line crews cost \$100 to 150 a day."

"Certainly our industry should give careful thought to the original practices, when such work can be done in the shop with power tools and the mechanics can move freely around the job."

The article consisted of a double page spread in nationally circulated **Electrical World**, with seven photograph illustrations of the various units which were snapped by Bob Dawson, engineer's assistant.

Two men can do the work of assembling in the shop; in the field, the men assembling the units frequently must work near energized conductors some 25 or 40 feet above the ground and usually, three or four men with a truck are at the base of the pole passing equipment.

"The company does not regard the units as standard. Their application is special, but where appearance and speed are important these shop fabricated units may have a place."

DIFFERENT UNITS DEVELOPED

Coltharp presented a list of shop built package units which have been developed. These units have primary bus, secondary bus, lightning arrestors and fuse cutouts as necessary, all wired and in position before they leave the shop. They are:

1. A flat bus of primary and secondary wires supported by a 2 inch rectangular pipe rack, outside dimensions about 8x12 feet. When this rack is mounted above a two-pole platform, it supports all accessories for three 100 or three 150 KVA transformers on a single pole.
2. A 2 inch pipe rack that will support as much as three 50-KVA transformers on a single pole.
3. A two inch pipe rack for two-pole mounting that will support as much as three 150 KVA transformers.
4. A rack built of 1½ inch pipe that will support 12-15 KVA capacitors on a single pole.
5. A 1½ inch pipe rack unit for single pole mounting that will support as much as three 15 KVA transformers.
6. A two inch pipe rack that will support two branch feeder regulators with all by-pass equipment on a single pole.
7. A rack of 1½ inch pipe that will support a complete 2,300 or 4,160 v primary meter outfit, that is, cutouts, lightning arrestors, instrument transformers along with secondary terminal box.

As Mr. Coltharp points out in his article, the unit is not standard with Gulf States yet. So far the installations are being used in the Baton Rouge division only, while Coltharp and other engineers are keeping records and compiling data on the various units to check the feasibility of their application throughout the system.





Etta K. Jones Retires



25 YEARS AGO

During the month of May, 7,080,788 Kilowatt hours were generated at our two power stations. This is the largest output in the history of the company.

Our 6th annual company picnic was held at the fair grounds on August 28. All employees of the company and their families were present . . . The weather was ideal and resulted in an attendance of around 2000—the largest we have ever had. (See picture below for chefs and waiters at barbecue. The meat was barbecued electrically, the first time this method of cooking had been used in this section and the second time in the United States.)

Stone and Webster took charge of the Lake Charles utilities on August 1—Mr. Joseph Bowes, formerly general superintendent of Eastern Texas Electric Company was appointed manager of the newly organized utility company which is to be known as the Lake Charles Electric Company, Inc. Properties involved in this change included the light and power company, street railway, water works, and the ice and coal business.

20 YEARS AGO

Miss Mary Lilyerstrom was again elected President of the Business & Professional Women's Club of Beaumont.

Messrs. Morgan, Granau and Bishop of the Port Arthur Division attended the East Texas Chamber of Commerce Convention in Bryan last month.

V. P. Gayle, superintendent at Bryan, was recently elected as secretary-treasurer of the Bryan Rotary Club.

TRANSFERS AND APPOINTMENTS

DENNIE CLUBB, assistant clerk of G. S. U. Company, was transferred to general clerk of E. T. E. Company.

PAUL MASTERSON has been transferred from auditing department to cashier at Huntsville.

C. V. MERRIAM was appointed superintendent of distribution for the entire Navasota Division.

L. M. WELCH, formerly general foreman at Port Arthur, is appointed district superintendent of the Navasota district.

R. H. HENCKEL, formerly of Sabine Station, is appointed chief engineer of the Navasota plant.

B. H. GAGER, superintendent of Franklin, W. P. S. Co., was transferred to the service department in Port Arthur.

Y. L. HUGHES of the Beaumont t & d, was transferred to Port Arthur as assistant to superintendent of distribution.

15 YEARS AGO

Mr. McChesney announced the transfer of Lee McClurkin to the Texas Utilities

Co. E. L. Robinson succeeds Mr. McClurkin. "Robin", in the past thirteen years has traveled thru various pobs with Eastern Texas Electric Co., the Meter Department, and finally to power salesman in Beaumont in 1926. C. F. Contois, power salesman in the Louisiana Division since 1927, will take over Mr. Robinson's duties in Beaumont.

10 YEARS AGO

Company sells 121 electric ranges and water heaters in first 15 days of big mid-summer campaign. The Reddy Kilowatt Indian Club for salesmen who do the best selling job was organized the first of this year. Each Division was given an Indian Tribe name, i.e., Beaumont Blackfeet, Central Cherokees, Navasota Navajos, Lake Charles Crees and Baton Rouge Sioux. Since P. P. Newman's tribe, Port Arthur Division, brought up the rear rank, he rates the title of "Chief Pain-in-the-Bogie."

Our home economists recently got together at Reddy Killowatt cottage in Beaumont for a day with Ruth Graham, Electromaster home economist. Present were LOLA MARTIN, RUTH LANDRY, MAMIE VOYLES, MERCEDES CHAMPAGNE, RUBY NELSON, FRANCES FUCHS, JACKIE STOCKARD, DOCIA MOORE and GRACE BROOKS.

5 YEARS AGO

David Shelton and Guy Weems were guests of honor at a banquet in Lake Charles where employees of the Lake Charles division gathered to see President Nelson present Weems with the E. E.I. medal and certificate and Shelton with a certificate. They were honored for saving the lives of fellow employees Guy Setton and Ivy Dupin.

"Taking life easy" will be the theme song from now on for Mrs. Etta K. Jones, veteran Port Arthur clerk, who retired in the summer after working with Gulf States for 27 years. Mrs. Jones left the scene of her working days entirely when she did leave, moving to Lyons, Colorado a very few days after putting in her last "eight hours." Her husband, a retired Texas Company employee, is going to give her a hand with the loafing they both have planned to do.

Her co-workers held a little get-together for Etta before she left and at that time presented her with a vanity and two sterling vases for the new home she is now building in Colorado. One of her last requests while visiting at the party was that every Gulf Stater who vacations anywhere near her Colorado home make it a point to stop by and visit her.

Mrs. Smith has been working at the Port Arthur office ever since December 18, 1922, the day she started to work for the company. Beginning as a billing clerk, she worked at this job until 1937 when she was named customers accounts clerk, the position she held at the time of her retirement. She worked as a post office clerk from 1910 until 1918 and as a clerk for the Dallas Power & Light Company from 1918 until 1922 before joining Gulf States. She is a native of Winona, Smith County, Texas.

Mr. and Mrs. Jones are going to live the proverbial life of Reily during their retirement. In addition to the Colorado home they are building, they plan also to build another home at Waco this fall. Later they will winter in Texas and spend the summers in Colorado. Happy hours, Etta!



PLAIN TALKS

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

REPORTERS

BATON ROUGE DIVISION

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

BEAUMONT DIVISION

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

LAKE CHARLES DIVISION

Melvin Garman.....Jennings District
Barbara Melancon.....Lafayette District

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

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Louise Satory.....Calvert District
Jean Walker.....Cleveland District
Raymond T. Wright.....Huntsville District
I. C. Moore.....Madisonville District
Ethel Doan.....Navasota District
Jeanette Sangster.....Navasota Division

PORT ARTHUR DIVISION

Wanda Hubbard.....Lakeside Plant
Elizabeth Whatley.....Nederland & Port Neches
Madge Gonsoulin.....Port Arthur Division
Lorraine Dunham.....Port Arthur T & D

PHOTOGRAPHERS

Joe DeJean.....Baton Rouge
Jerry Stokes.....Beaumont
Charles DeCuir.....

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

Editorially Speaking

WHISTLE WHILE YOU WORK

Do you know a successful man or woman who isn't happy with his or her job? Chances are you don't. Not many people attain success unless they have been happy in their work.

These days there seem to be quite a few workers who aren't too happy with their work. Maybe they haven't got the right work, or maybe they just aren't happy because they are supposed to work.

Nearly everyone who gets away from his own job at all these days has run across the indifferent, or even sometimes unpleasant worker. Remember the clerk who continues with his conversation, or just plain ignores you while you look around for attention? Or some other fellow who might have done, or been asked to do work for you, and didn't seem to care whether you were pleased or not? Some of them were pretty "sorry", and usually that particular person didn't seem to be very happy with his or her work, did he?

On the other hand, remember the salesman or woman who spotted you the minute you walked in, and in a friendly manner asked if he could help you? Or the fellow who worked on your house, your car, or what not and really was interested in giving you a good job? Wasn't that person usually happier than the other poor soul?

Then remember, if you later had occasion to go back to the store, office or shop where you had done business, or tried to? Usually the pleasant, happy worker met you with a friendly greeting as if he remembered you. The other kind of worker? In the majority of cases, he was the little man who wasn't there.

The people who are friendly on the job are that way because they are interested in their work. They are **satisfied** at doing a job well, what has long been called "pride of workmanship." Doing an honest day's work has made them happy, and their happiness is infectious, it makes others feel a little better for having been around them.

Remember when you saw Walt Disney's classic cartoon of the screen, "Snow White and the Seven Dwarfs?" Recall how they went about their job of mining, whistling and singing the song, "Whistle While You Work?" They made a game out of work. They had captured a philosophy that kept them eternally "young" despite their age.

Most everyone went away from that picture with the happy little tune running through their head. It is a spirit worth cultivating. Be happy at **your** job, do it well, be proud of it, it will be easier if you feel that way about it. Learn how to "Whistle While **You** Work."

Facts File . . .

Andre Marie

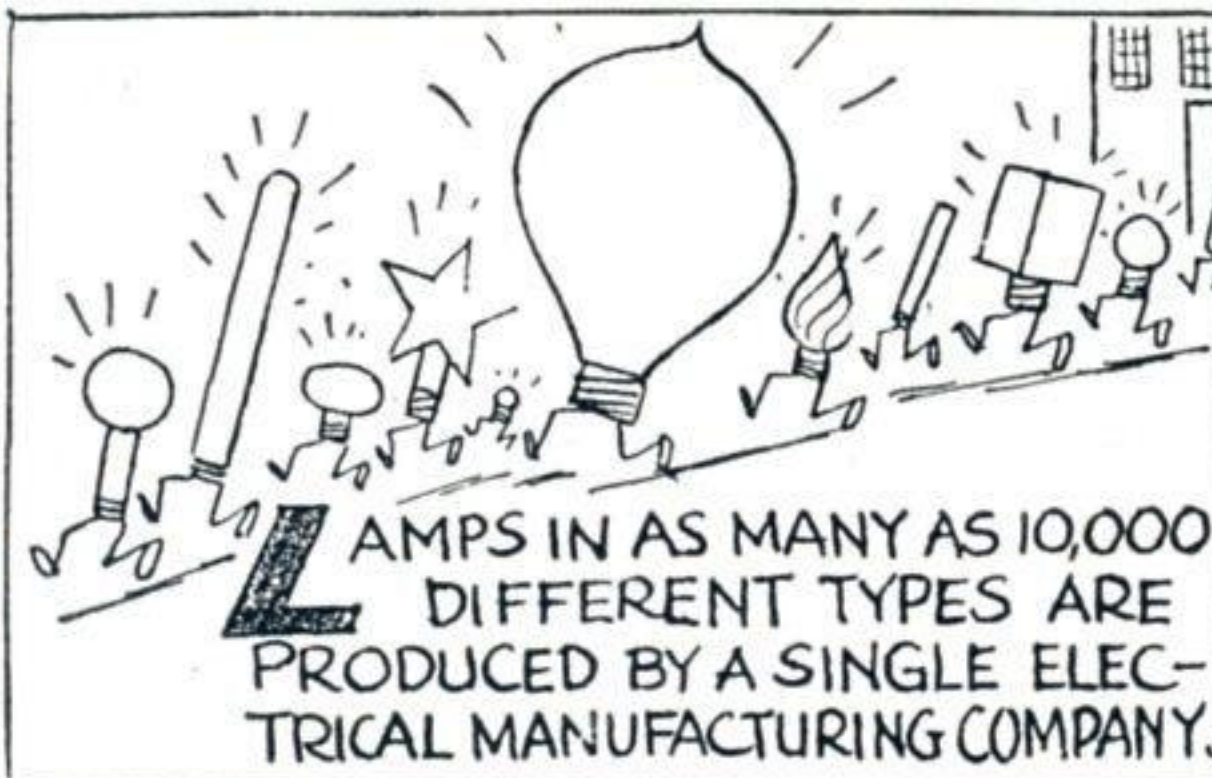
Ampere

1775-1836

A BORN MATHEMATICIAN, HE STUDIED CALCULUS AT THE AGE OF 12. HIS RESEARCH INTO ELECTRICITY IN MOTION HELPED TAMP THE FOUNDATIONS FOR TELEGRAPH, TELEPHONE AND RADIO. THE "AMPERE," UNIT OF ELECTRIC CURRENT, NAMED IN HIS HONOR.....



THE QUEEN ELIZABETH, WORLD'S LARGEST OCEAN LINER, HAS 4,000 MILES OF ELECTRICAL WIRING, 30,000 LAMPS AND 650 MOTORS....



LAMPS IN AS MANY AS 10,000 DIFFERENT TYPES ARE PRODUCED BY A SINGLE ELECTRICAL MANUFACTURING COMPANY.

how to REMODEL A HOUSE

It needs a larger kitchen, and a bigger front porch. So — blow it up, and sleep in a tent!

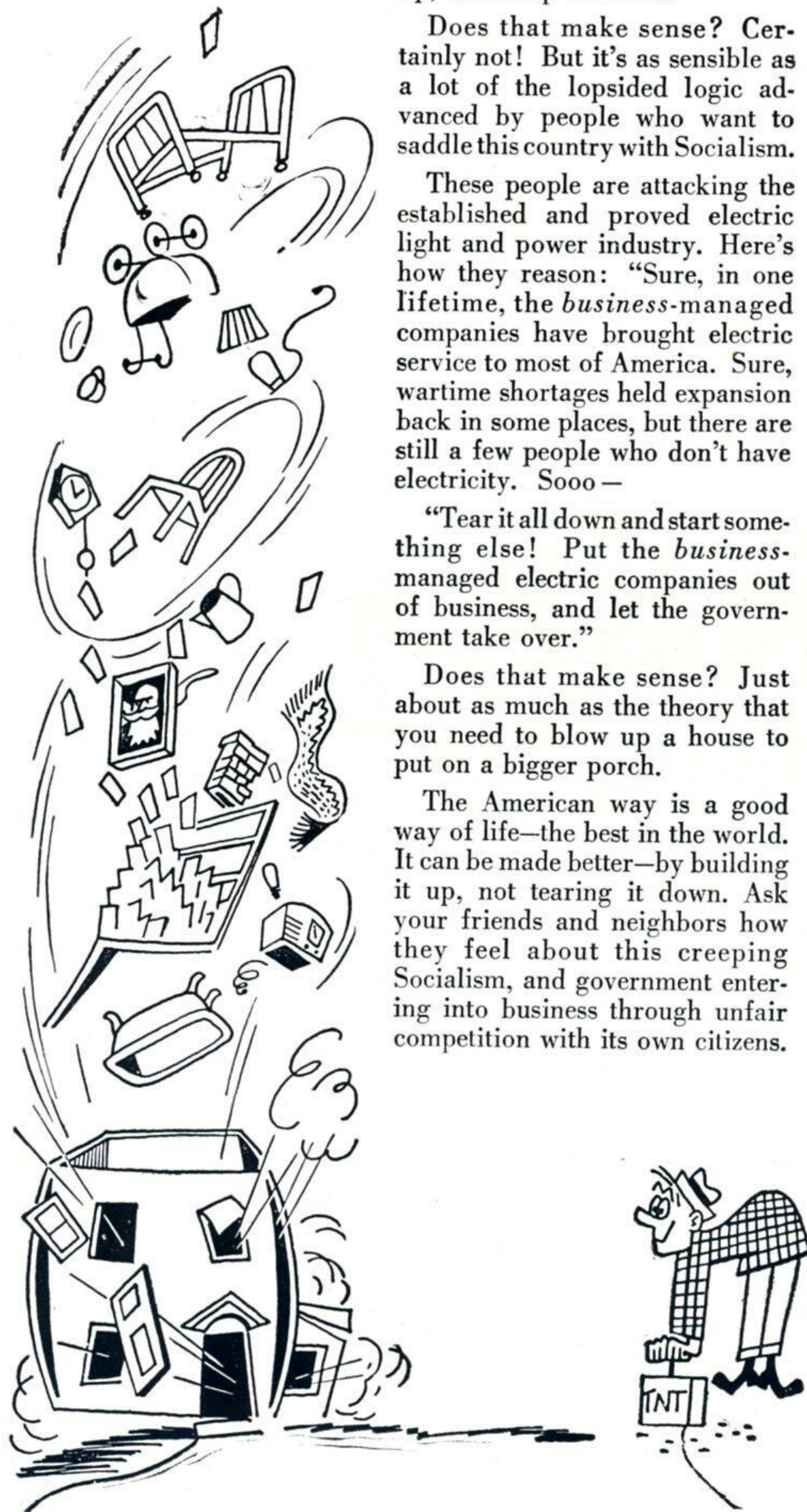
Does that make sense? Certainly not! But it's as sensible as a lot of the lopsided logic advanced by people who want to saddle this country with Socialism.

These people are attacking the established and proved electric light and power industry. Here's how they reason: "Sure, in one lifetime, the *business*-managed companies have brought electric service to most of America. Sure, wartime shortages held expansion back in some places, but there are still a few people who don't have electricity. Sooo —

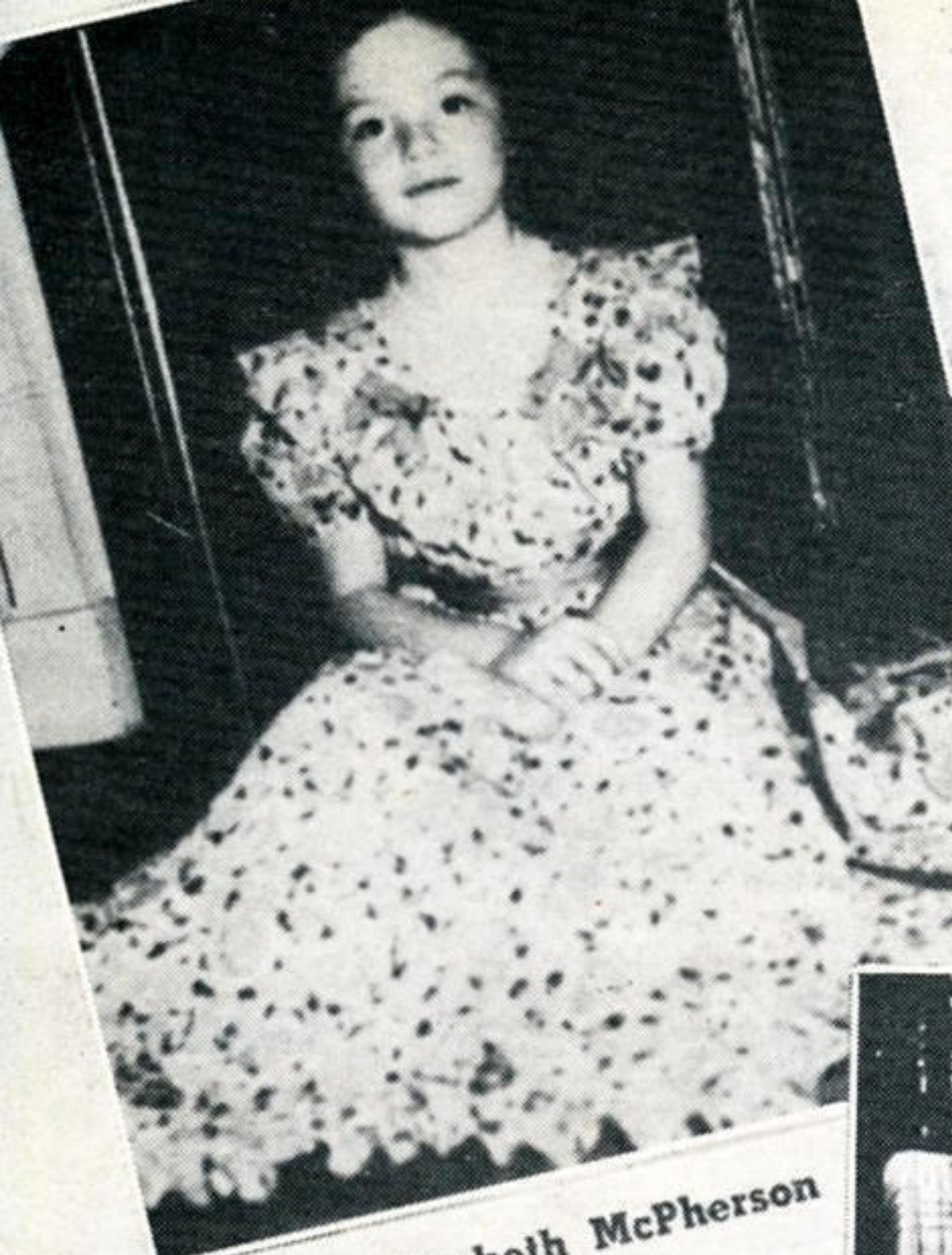
"Tear it all down and start something else! Put the *business*-managed electric companies out of business, and let the government take over."

Does that make sense? Just about as much as the theory that you need to blow up a house to put on a bigger porch.

The American way is a good way of life—the best in the world. It can be made better—by building it up, not tearing it down. Ask your friends and neighbors how they feel about this creeping Socialism, and government entering into business through unfair competition with its own citizens.



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



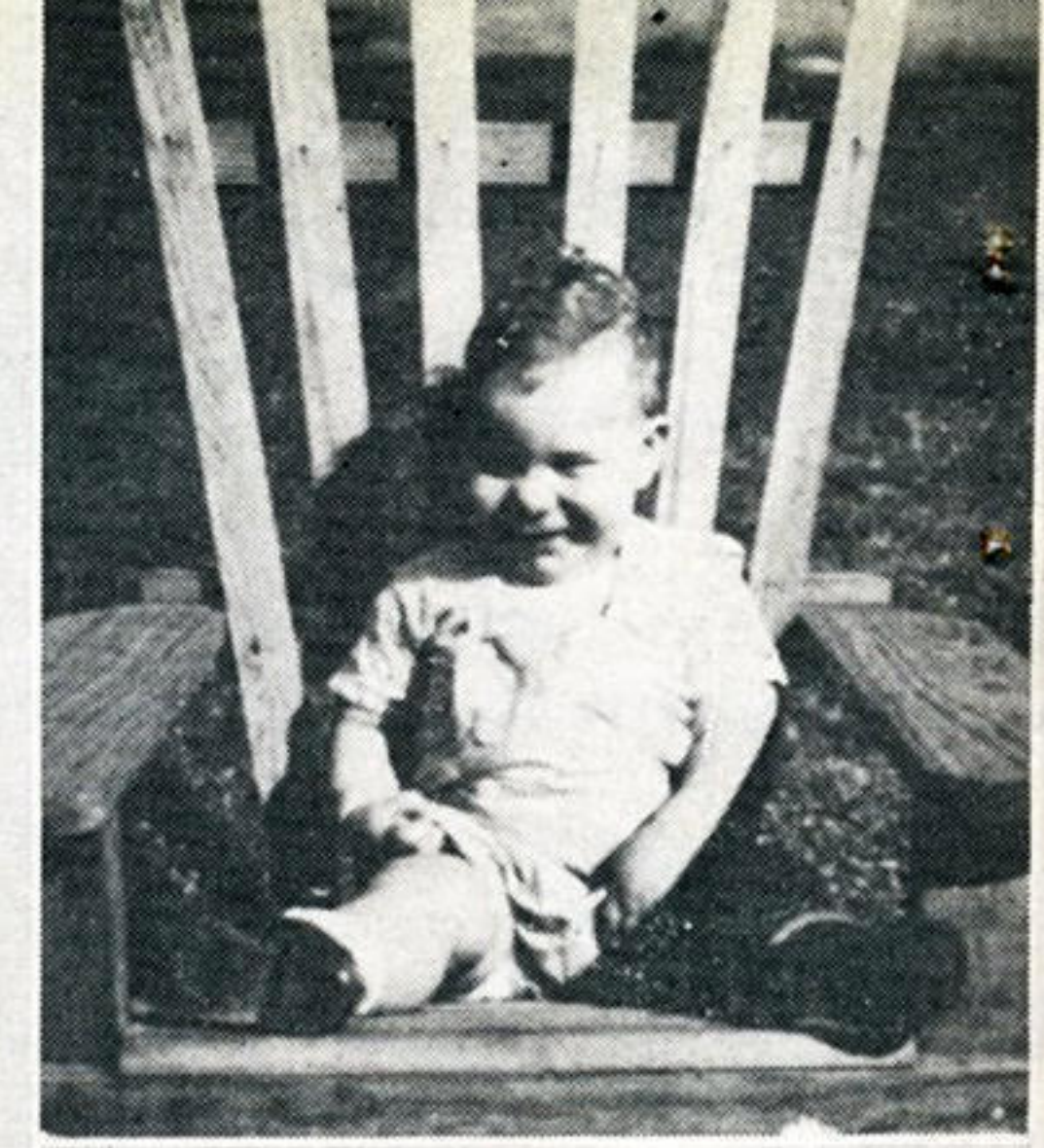
Frances Elizabeth McPherson



Jo Owen Antosiak



Paul Wayne Anawaty



James Allen Powell



Nancy Ann Delage



Carolyn Ann Daigle



Gwen Faver



L. E. Wallace, Jr.



Patty Dominguez



Michael Allen Carpenter



Charles David Boykin



Cynthia Teresa Cannow



Bonnie Sue Jordan



Alvin Ray Miller

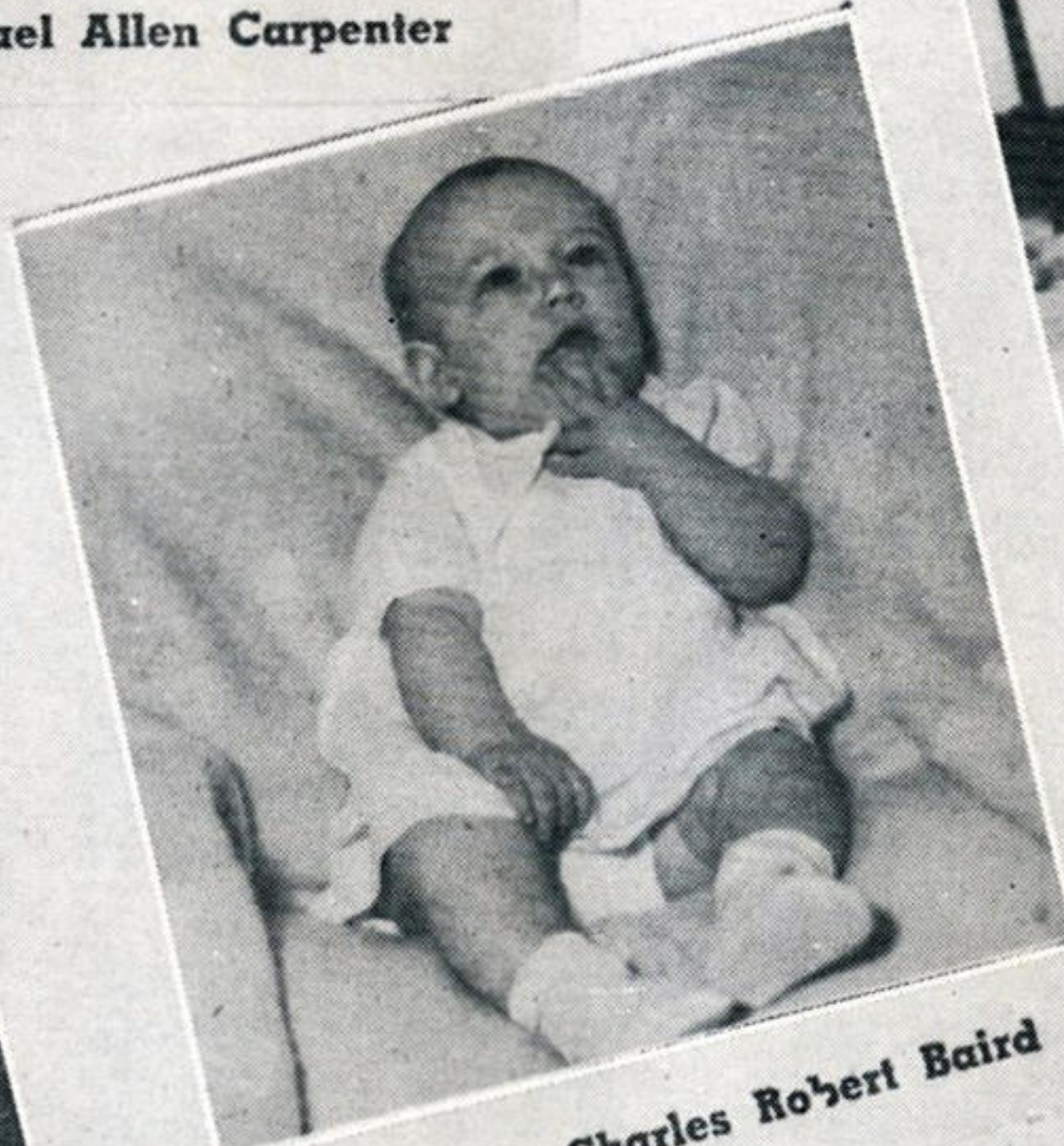


Tommy Akins

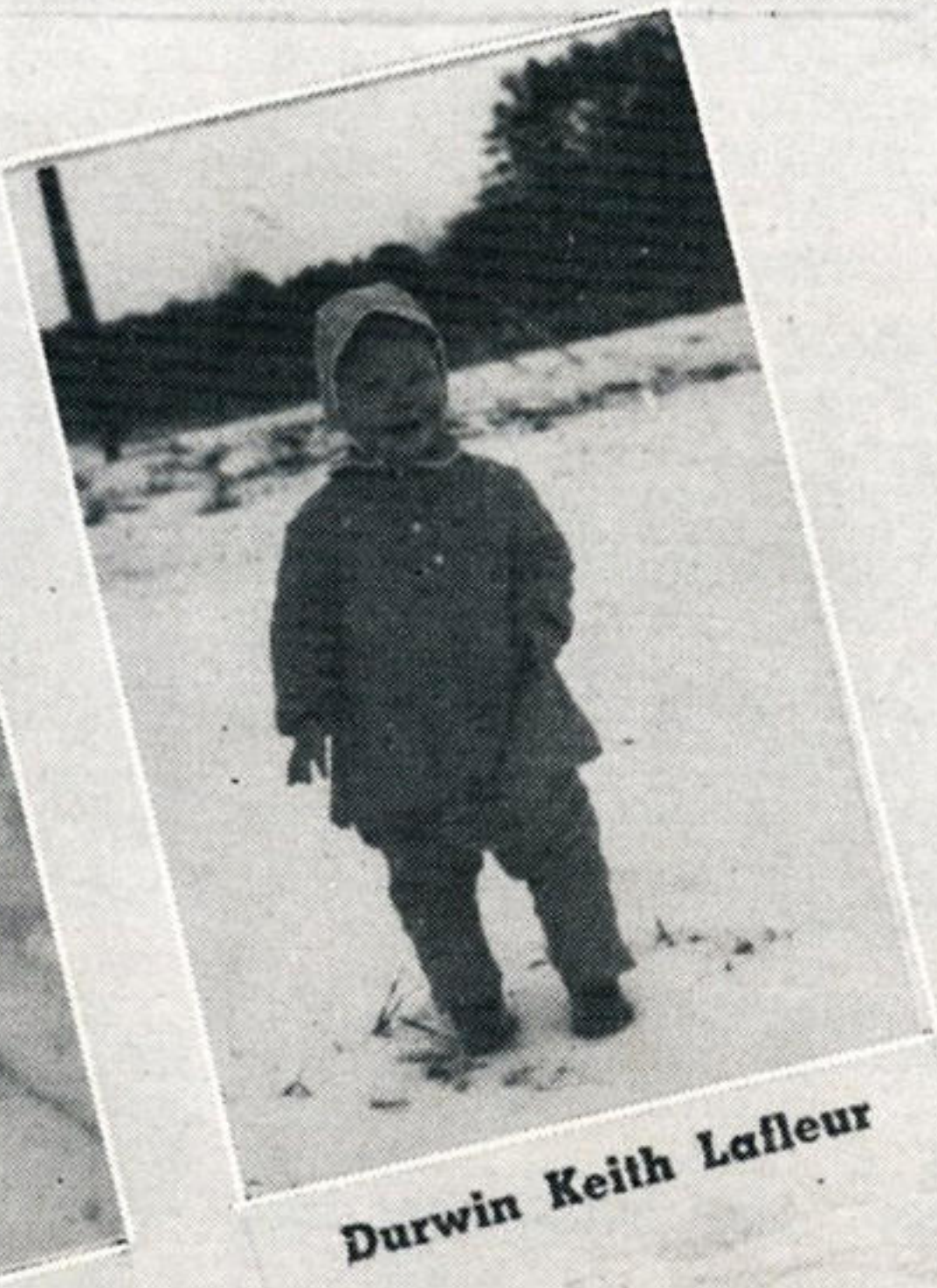
GROWING WITH GULF STATERS



Linda Fay Ballard



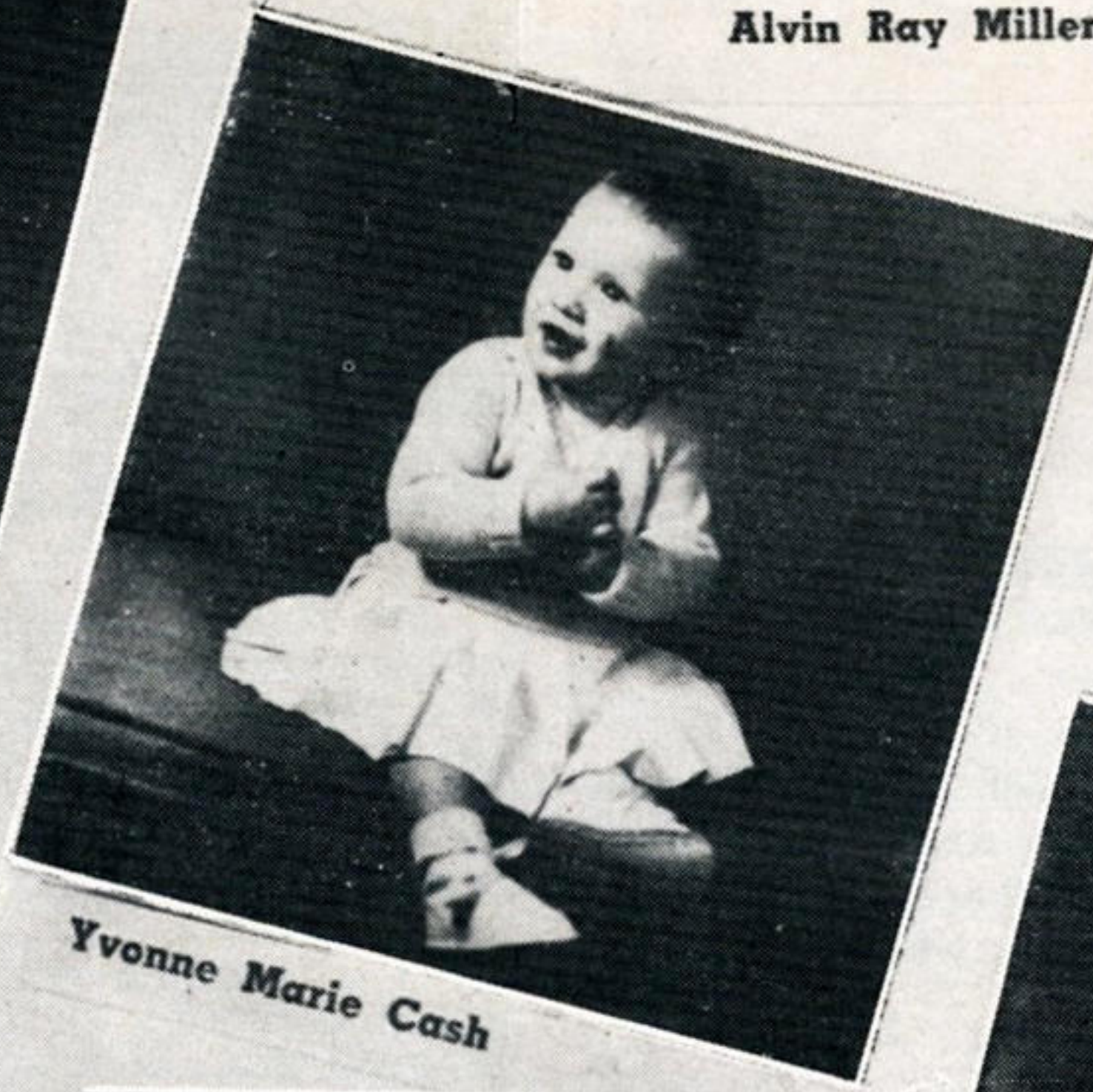
Charles Robert Baird



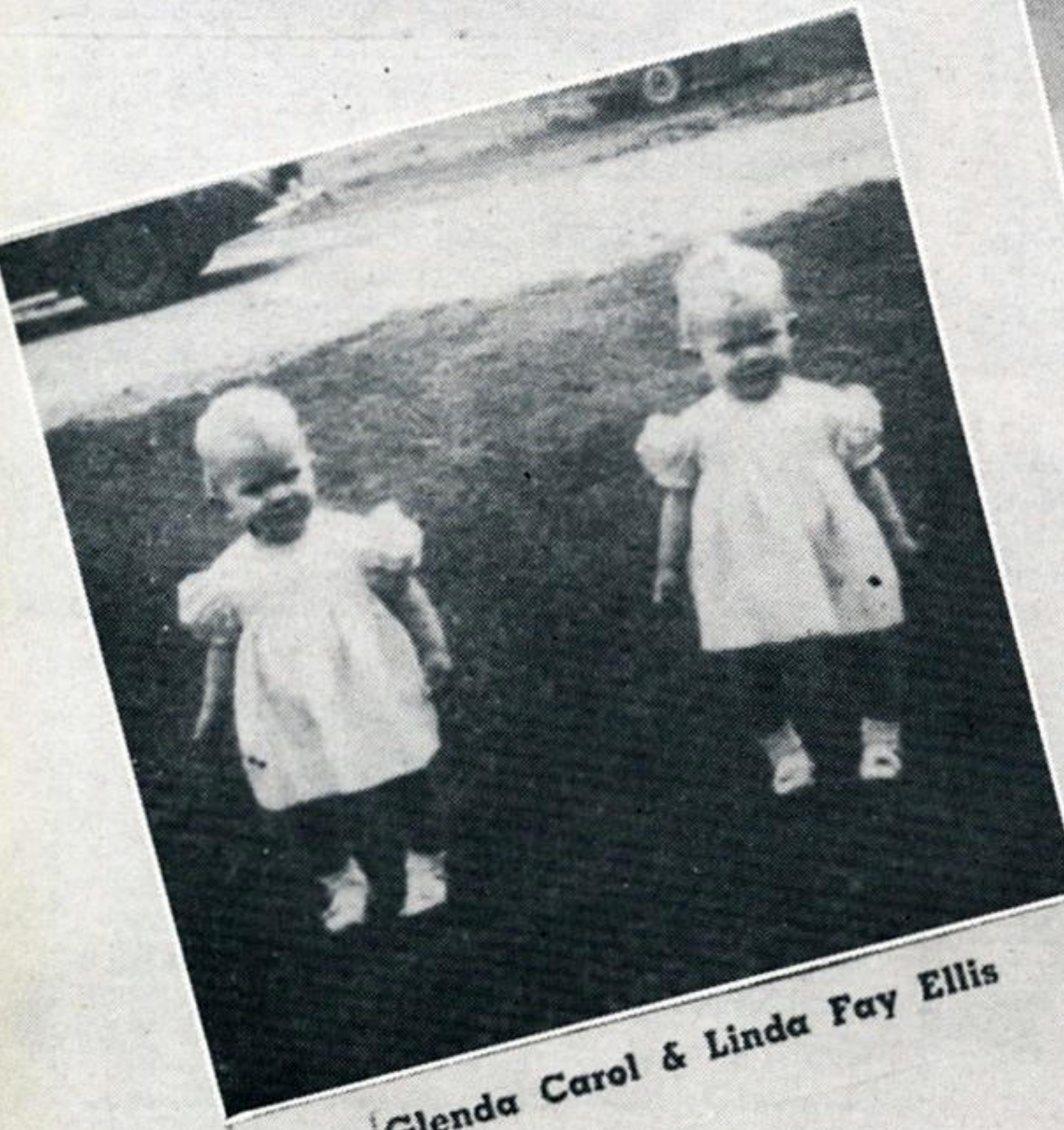
Durwin Keith Lafleur



Clarissie Nell Holmes



Yvonne Marie Cash



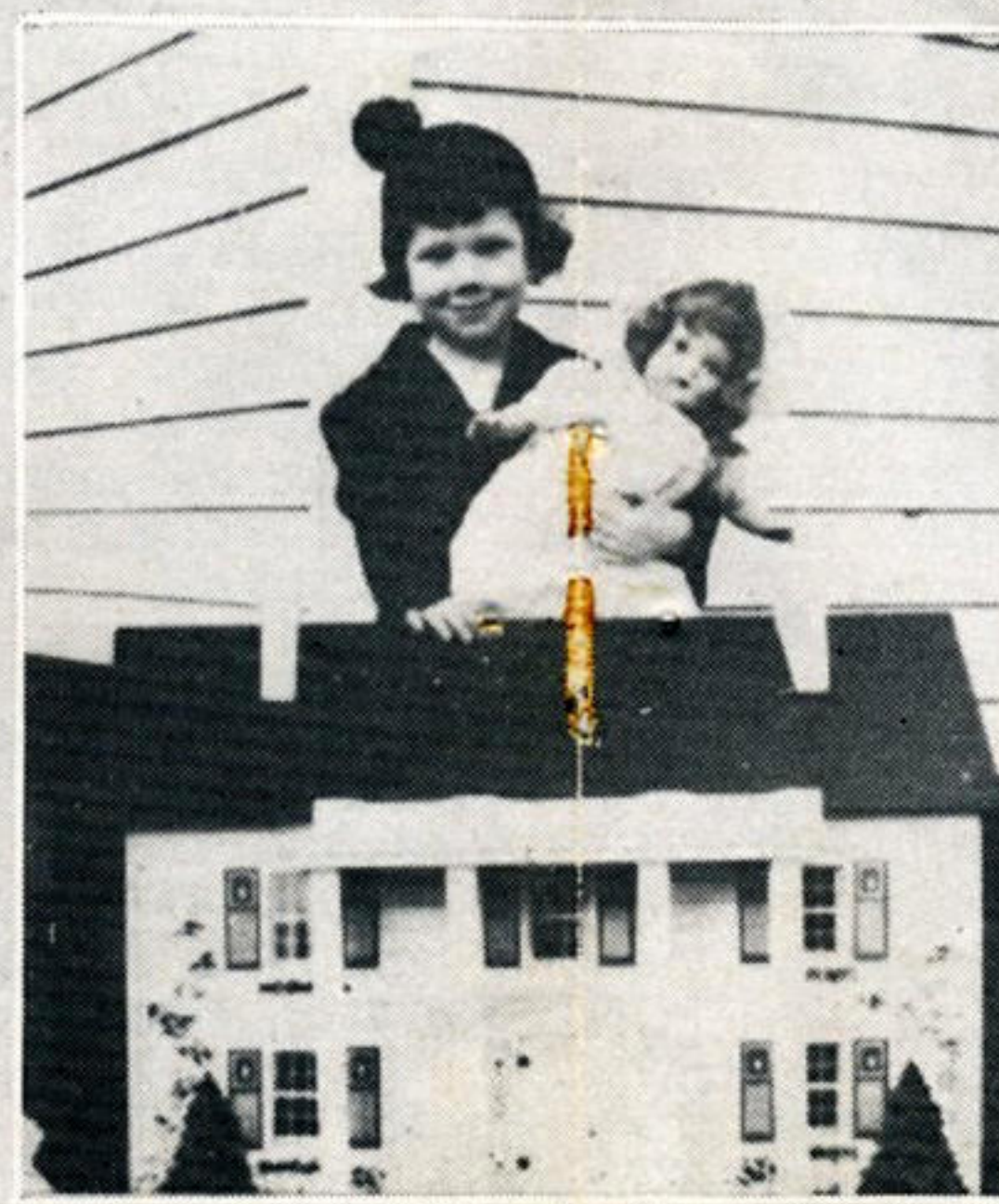
Glenda Carol & Linda Fay Ellis



Carol Hubert Primeaux



Linda Lee Parks



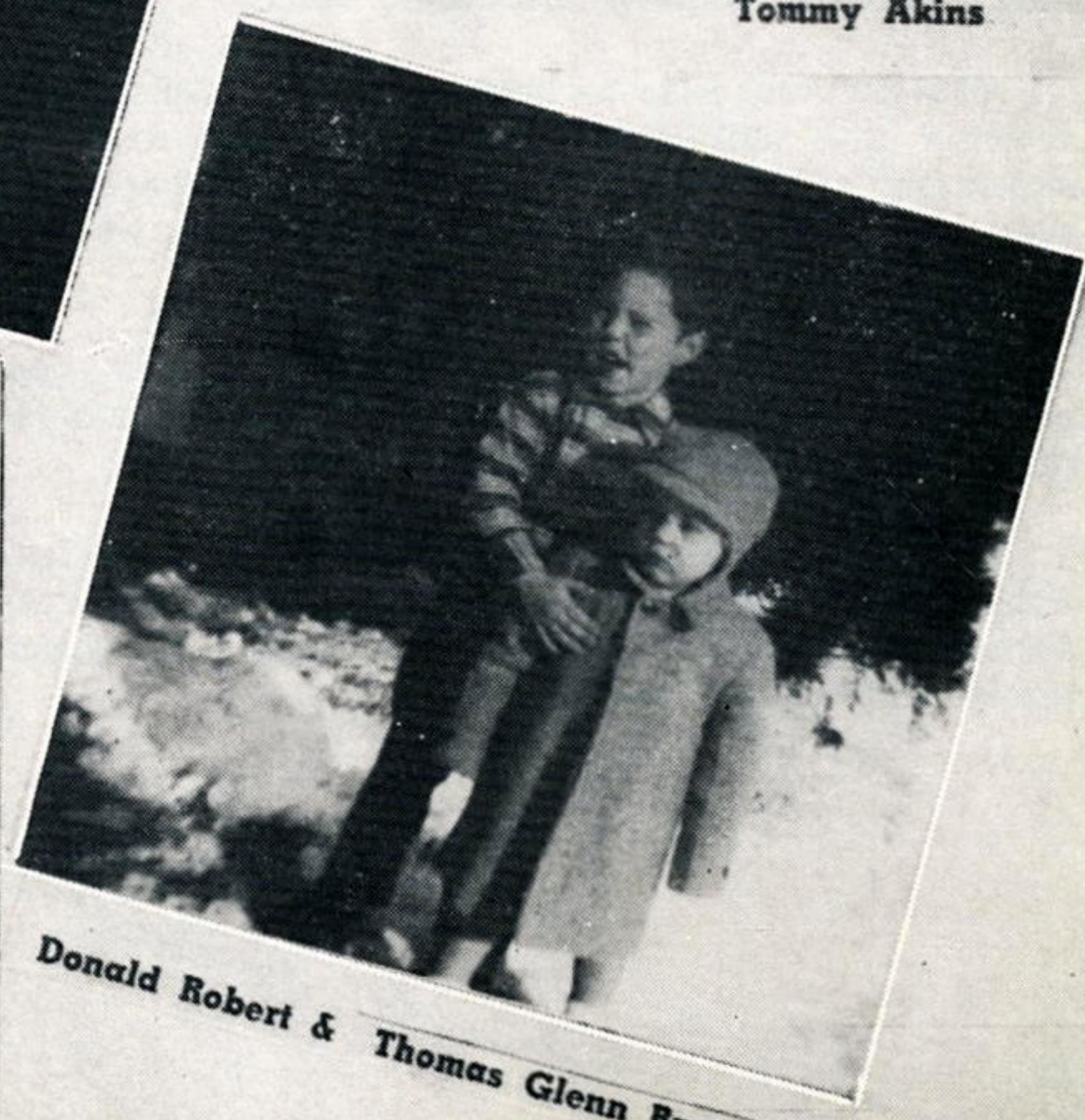
Jane Elizabeth Fredericks



Alice Marie Wiggins



Leslie Ann Hebert



Donald Robert & Thomas Glenn Brader