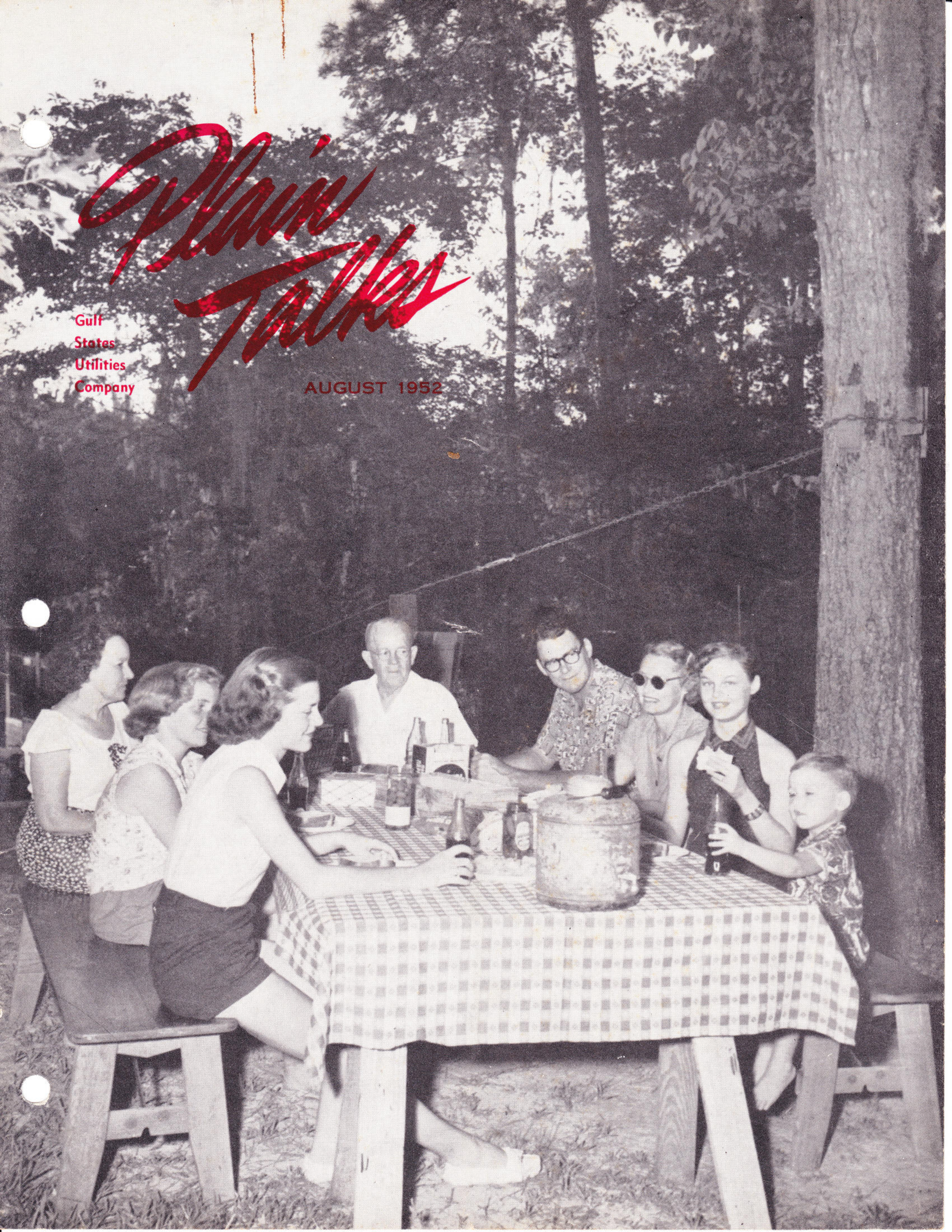


Plain Talker

Gulf
States
Utilities
Company

AUGUST 1952





Ships that ply the seven seas can dock little more than a stone's throw from the Columbia Southern Chemical Corporation plant near Lake Charles, where great tonnages of chlorine and caustic soda are produced with the aid of electric energy supplied by Gulf States Utilities Company. The nearness of Gulf States' Riverside Station (left foreground) symbolizes the close relationship between electric power and the thriving industry located in the dynamic Texas-Louisiana area served by the company.

What Kind of AMERICA Will Your Children INHERIT?

You wouldn't want to leave a socialistic America to your children. Most Americans wouldn't.

But you may — without realizing it. For socialism wears many false faces. You can't always tell it at a glance.

It's socialism, for example, when the federal government takes over for keeps the rights and responsibilities of its citizens on any pretext.

It's socialism when the government steps into and takes over a business or industry.

It's socialism when people urge you to give up the freedom to run your own life and let the government run it for you.

Today in America, there are people who would like to see an all-powerful federal government own and operate our railroads, our medical profession, our electric light and power companies and other businesses and services. Perhaps they're not all socialists, but what they suggest is socialism — even though they never call it that.

And they'll have their way unless you act now. Here's what you can do: Start thinking of your future and your children's. Exercise your rights as a citizen. Discuss this danger with your friends and neighbors. Use your ballot wisely. And above all, learn to recognize socialism behind the many false faces it wears.

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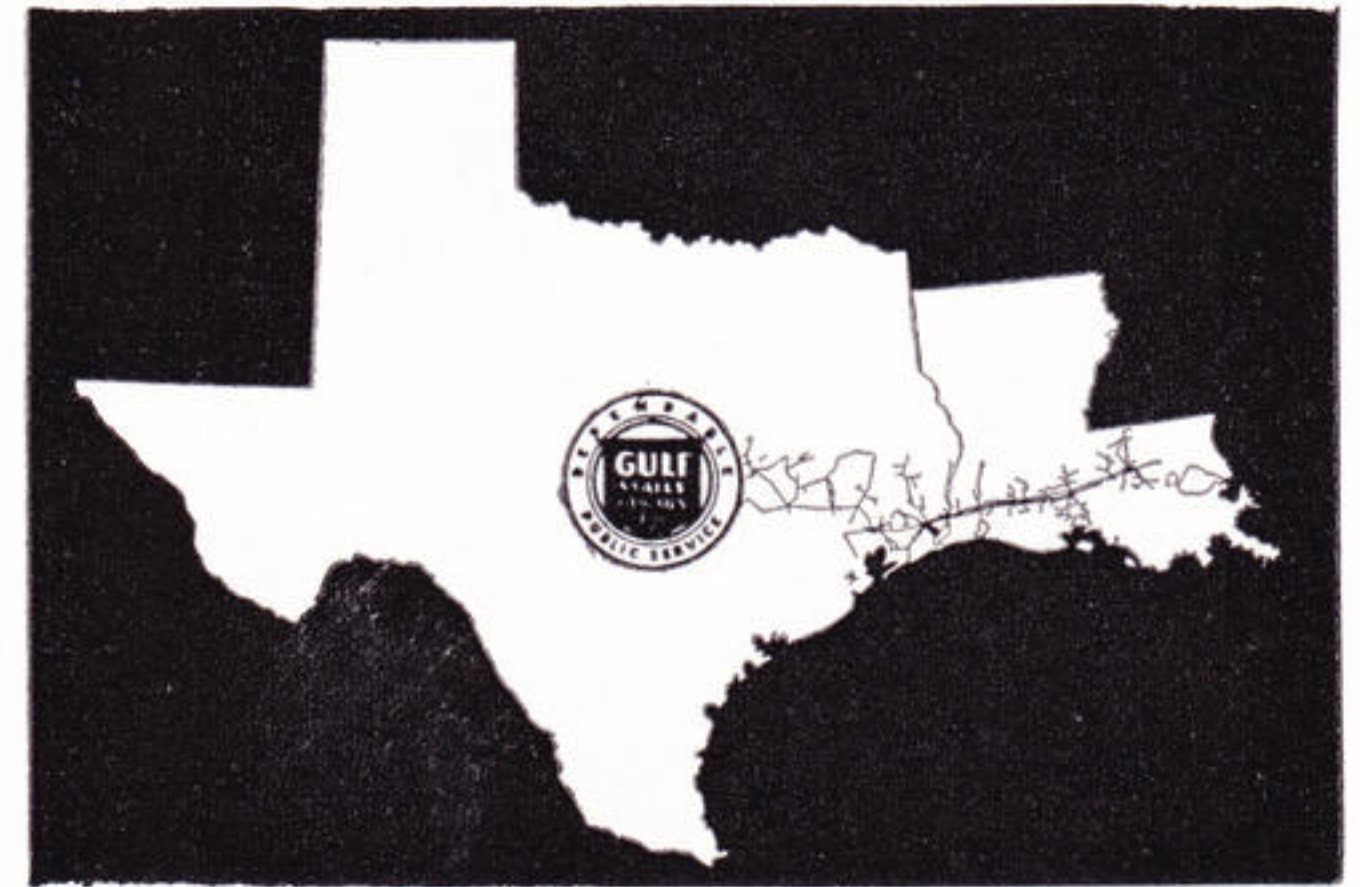
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PLAIN TALKS



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OUR COVER

GETTING IN A FINAL picnic before the end of summer, families of two Lake Charles employees are seen by the Plain Talks photographer on an outing on the banks of the Calcasieu River at "Kirk Woods," beautiful camp owned by the Homer Kirkwoods (Mr. Kirkwood sits at the table end). Walter House, to right of Mr. Kirkwood, visited the camp with his family as the Kirkwoods' guests.

The Safety Story

at
Gulf
States

(This story appears on pages 2, 3, 4 and 5, and is concluded on page 18.)

This is a story with only a vague beginning, and with no foreseeable ending. Yet it is a story of major personal importance to every Gulf States employee.

It is, on the whole, a story of success and progress, but it also contains elements of tragedy, pain and hardship.

Safety at Gulf States goes back more than a quarter of a century, and a part of the story survives only in the memories of older employees, because there has been no need to preserve permanently the detailed records of early accident-prevention efforts. Future chapters will continue to be written as long as men and women of Gulf States are on the job serving the public.

In the cold light of statistics, it's a happy story. The National Safety Council has reported that the average

frequency rate of disabling accidents per million man-hours for electric utilities in the United States last year was 11.06. For Gulf States, the figure was 4.82, or less than half as high. The Council said that in accident severity (days lost per 1,000 man-hours), the average for electric utilities was 2.0. For Gulf States, the figure was 1.33, or only two-thirds as high. The GSU motor vehicle accident rate last year was only 1.10, compared with the national electric utilities rate of 1.87.

Unless Gulf Staters are just luckier than other electric power people (which is doubtful) or do less work (which is certainly wrong), our accident-prevention ideas are paying off. Statistics aren't a shield, and no employee is likely to think last year's accident rates will protect him from this year's accidents. But the company's

CLIMBING ALOFT like sailors of old, GSU line-men are protected by hard-hats. Their company was the nation's first power company to require the use of this important safety equipment. At right, employees of the Lake Charles area watch a demonstration of fire-control at a safety meeting.



Reviewing the tough Battle Against a Relentless Enemy ... the ACCIDENT

high safety standing does justify attention.

For instance, how did it come about?

GSU an Early Leader

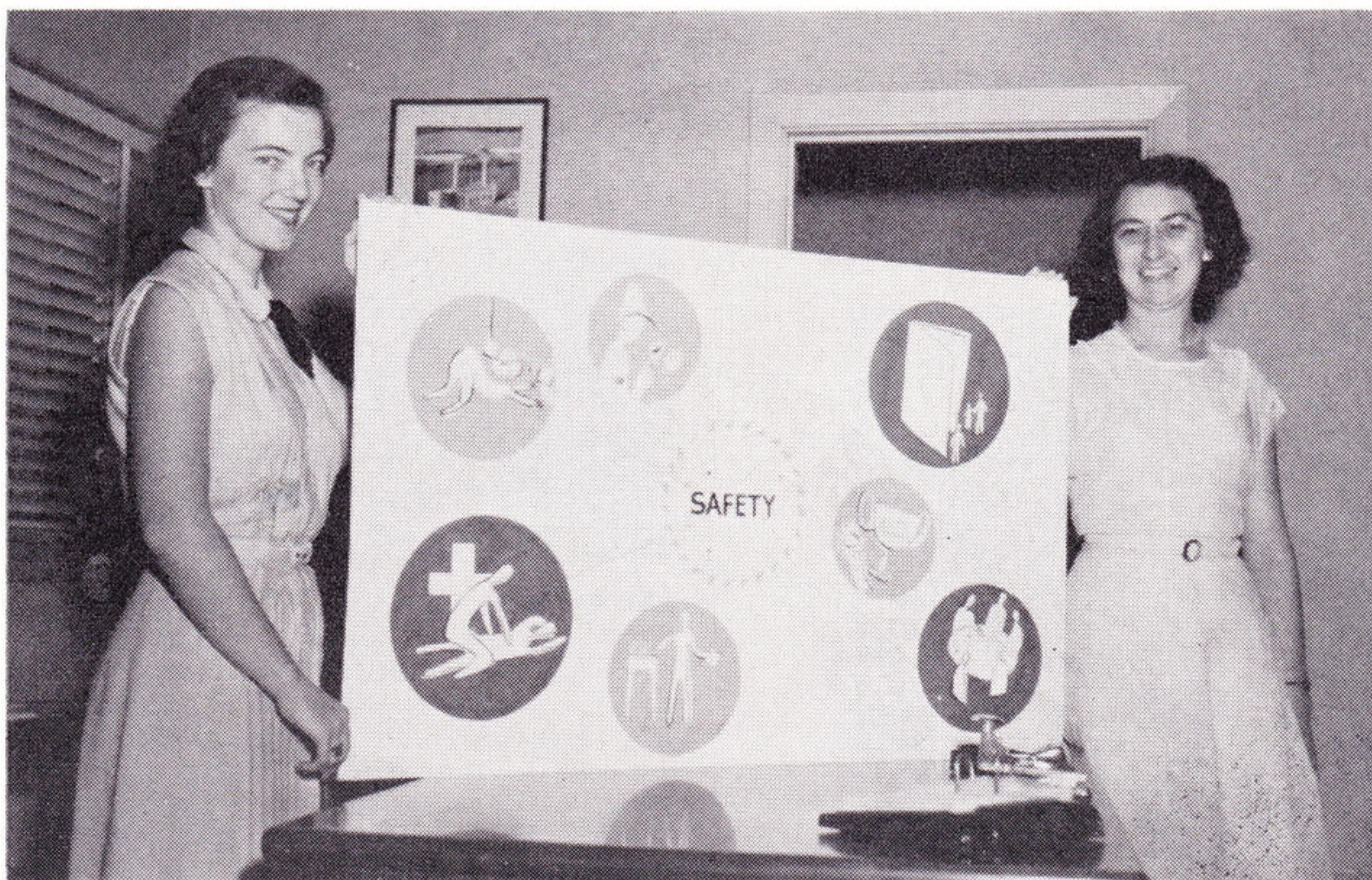
Back in the early 1920's, few industries in the United States conducted comprehensive, well-organized accident-prevention campaigns, but in Beaumont as early as 1922 Eastern Texas Electric Co., a forerunner of Gulf States, was making a start by offering free a three-piece uniform to employees who operated a streetcar for 12 months without being involved in an accident for which they were to blame. Motormen and conductors also were entitled to wear a gold star on the band of their cap if they completed a year without an accident due to carelessness, and older residents can remember employees whose gold stars almost encircled their headgear.

In those days, L. C. Singleton was in charge of the safety program, in addition to his duties as claim agent. It was in 1923 that the first central safety committee was organized, and Mr. Singleton was chosen secretary.

Two early instances of heroism in the field of public service were recorded in 1923 and 1926. In the first-named year, Trainman W. A. "Bud" Mulligan averted the violent death of a child at Irving and Powell Streets in Beaumont through quick thinking and direct action. The youngster darted into the path of his streetcar from between two parked automobiles, and although Mr. Mulligan applied the brakes immediately, he saw the heavy rail car could never stop in time. At the risk of his own safety, he lunged through the front window and hung far enough over the tracks to reach the child and shove it clear — an instant before the streetcar would have crushed it. Three years later, W. E. "Shorty" Herrin put the first successful resuscitation of an electrocution victim on the company's books. He revived an oilfield worker at Spindletop with artificial respiration and earned



BACK IN THE 'TWENTIES, streetcar "pilots" in Beaumont and Port Arthur were racking up impressive safety records at a time when many companies paid little attention to the field of accident-prevention. Below, today's employees of the safety and claim departments show a poster which illustrates the many phases of modern safety work. At left is Thelma Tevis and at right is Dorothy Richardson, photographed at the Beaumont service center, where Jack Shirey maintains headquarters for the company's far-flung safety organization.



The effort is paying off every day



THE OLD BOY in the center of this picture has the hardest job in Gulf States. He's none other than Poletop Pete, and his specialty is taking long, bone-crushing falls from some of the company's tallest poles for the benefit of the safety department movie camera and serving as the object of resuscitation demonstrations. To the left is C. P. "Jack" Shirey, system safety director, at right is Anders Poulson, Texas division safety representative, and in the picture below is T. Odis McKnight, Louisiana division safety representative. Mr. Shirey was the first full-time safety man in the Gulf States system, and he's held his position since 1941.



the Insull Medal for his action. Mr. Mulligan, no longer with the company, has been a member of the Beaumont Police Force for about 25 years; Mr. Herrin, still a well-known Gulf Stater, is service foreman at Beaumont.

By 1927, J. T. Reidy had succeeded Leo Singleton as claim agent and also took over safety work in Texas and Lake Charles.

An early safety record was hung up with the announcement in November, 1929, that 51 "Gold Star" operators of Beaumont and Port Arthur had driven streetcars, buses and interurbans 315 million miles without an accident chargeable to carelessness. That's the equivalent of 12,600 trips around the world!

During the 1930's the company continued to grow, and increasing emphasis was placed on safety. Finally a fulltime safety job was created — C. P. "Jack" Shirey was elected due to his experience in first aid and water safety, and also due to his chairmanship of, and interest in, the Navasota district accident prevention committee. The job began July 1, 1941, and Jack still holds it.

Widespread Effort Pushed

"Some of the first work done was to visit safety engineers of the other public utilities companies," Jack recalls, "and I spent a week with the Virginia

Electric and Power Co. safety department observing their work in accident prevention."

The present safety program began to take shape. Through meetings, training periods, slogan contests, literature, signboards, movies, special awards, Plain Talks articles and other media, the company sold safety — and found plenty of buyers.

The first safety meeting places were tool rooms, where employees sat on nail kegs, wire reels, rope and other paraphernalia. These valuable monthly sessions still are being carried out by all operating departments, but now employees in all but a few locations enjoy modern meeting rooms, most of which are air-conditioned and highly suitable. Topics for the gatherings include first aid, motion pictures and slide training films, reading and discussion about accidents, specific safety instructions for individual jobs, written quiz programs, question-and-answer periods and suggestion periods. In addition, safety committees are active in most of the operating departments. They are composed of mixed groups of employees representing workers, supervisors and management.

Although the bulk of the company's accident-prevention effort has been internal in character, some of it has overflowed into public channels. In



SAFETY ISN'T ALWAYS a grim business, as these pictures at area meetings indicate. Above, Port Arthur Gulf Staters are shoveling down a supply of shrimp; at right, Navasota employees attack barbecue with the same enthusiasm. Similar events are held periodically all over the far-flung Gulf States network in the interest of getting employees together for a session on safety.



the 1920's, Beaumont kids were being educated against the danger of flying kites near power lines. By 1943, we find a public-service safety task in Baton Rouge being performed by Gulf States employees M. H. Elissalde and J. C. Spengler, who represented the electric and gas departments, respectively, on a special industrial committee which prepared a display in a downtown store-window for National Fire and Accident Prevention Week. Mr. Spengler and Mr. Elissalde, both still with the company although the latter has transferred to Beaumont, set up a visual warning of the hazards which result from careless use of gas and electric appliances.

First Aid Emphasized

The main problem of safety work is to prevent accidents from happening, but plenty of emphasis is placed on prompt rescue and first-aid work for the ones that do happen. Eloquent testimony as to the success of this phase of safety is found in the long column of instances in which alert, trained employees revived unconscious workers who had been subjected to electric shock or other injury. The modest answer of a Lake Charles lineman, Perry Dickinson, to a newspaper reporter asking him how he administered poletop resuscitation to the injured Harvey Johnson in 1948 furnishes the key. "I just did what we were taught to do," he declared.

Probably the most impressive single example of how safety training can pay off occurred one summer day in 1947. The Gulf States superintendent at Clinton, Louisiana, Tully Brady, lay prostrate after having sustained an impact of 2,400 volts in an accident at the Zachary substation between Clinton and Baton Rouge. He was, to all appearances, dead, and a doctor called to the scene pronounced him so.

But crewmen H. C. Rogers, H. J. Ripple, (now deceased), R. C. Harris, M. B. Price, H. C. Norton and J. W. Bello continued their efforts to revive him. For at least 32 minutes they labored over the unconscious superintendent before he showed any signs of life whatever; finally, the "corpse" drew a breath of air, then another, until after a total of about 45 minutes, it became apparent that Mr. Brady was still on the payroll. Thanks to "the crew that wouldn't quit," he's still alive and on the job today. (Ironically, Tully says his back wasn't even sore after the lengthy resuscitation.)

A second doctor, who arrived at the substation purely by coincidence, deserves at least part of the credit for

When the Time Came, These Men Were Prepared

ACCORDING TO THE most reliable records available to Plain Talks, these Gulf States men are credited with saving human life through resuscitation:

INSULL MEDAL

W. E. HERRIN. Resuscitated W. J. McNeal, Yount-Lee Oil Co employee, near Beaumont on August 16, 1926.

AVERY A. ADAMS. Resuscitated Rayburn Blach, GSU employee, at Port Arthur on May 17, 1928.

A. F. COOPER and DAVID SHELTON. Resuscitated Rene Choate, GSU employee, at Port Arthur on August 14, 1928.

J. M. McCLAIN. Resuscitated M. W. Taylor, GSU employee, on the highway near Madisonville, Texas, on June 21, 1930.

E. E. I. MEDAL & CERTIFICATE

A. J. PREJEAN. Resuscitated W. H. Stoeber, GSU employee, at Port Arthur on September 5, 1934.

J. B. JONES, JR. (medal and certificate), H. J. SISCO and W. H. BRADER (certificate of assistance). Resuscitated J. B. Crapp, GSU employee, in Conroe, Texas, oilfield on July 3, 1936.

COY W. WEEMS (medal and certificate) and DAVID SHELTON (certificate of assistance). Resuscitated Guy Settoon, GSU employee, in the Hackberry, Louisiana, oilfield on November 9, 1943.

HOMER A. VAUGHN and GENE D. WILLIAMS. Resuscitated two colored employees of a house-moving contractor near Lovell's Lake, Texas, Humble station on March 19, 1945.

C. W. STRACENER and J. H. STURDIVANT (medal and certificate), J. C. MORRISON, J. E. ICKLES, SR., D. E. SMITH, J. A. ELKIIN, M. L. HAMILTON and G. W. BOSWELL (certificate of assistance). Resuscitated GSU lineman E. E. Young near Beaumont on February 6, 1946. Mr. Young died March 1, 1946.

EDWARD JULIAN. Resuscitated John Pooler, colored employee of contractor on construction job for GSU, at Baton Rouge on May 31, 1946.

H. J. RIPPLE, R. C. HARRIS, H. C. NORTON, M. B. PRICE, J. W. BELLO and H. G. ROGERS. Resuscitated GSU employee Tully Brady at Zachary, Louisiana, substation on August 18, 1947.

PERRY A. DICKINSON (medal and certificate), JACK KILLOUGH, C. E. TORRANS, J. VAN WINKLE, SAMMIE BONO, R. W. DERBY, C. N. HALL and L. C. KENT (certificate of assistance). Resuscitated GSU employee Harvey R. Johnson at Lake Charles on August 17, 1948.

LEONARD H. ERNST. Resuscitated GSU employee Billy Joe Corbello at Lake Charles on March 12, 1951. Mr. Corbello, seriously injured, later underwent amputation of both arms below the elbow.



EMPLOYEES WHO ADMINISTERED SUCCESSFUL RESUSCITATION, BUT WHO FAILED TO RECEIVE AWARDS FOR SOME REASON

T. E. GREEN. Resuscitated J. B. Morrison, GSU employee, in Beaumont on February 9, 1927.

ED WARD. Resuscitated Walter Rauschenberg, GSU employee, in Port Arthur on May 4, 1927. Mr. Rauschenberg died 10 days later.

ROY ROBINSON and DAVID SHELTON. Resuscitated A. F. Cooper, GSU employee, in Port Arthur on August 6, 1929. Mr. Cooper completely recovered but later was fatally burned in Lake Charles.

OTHERS CITED

PATRICK HENRY BARRAS. (President's Medal and certificate from National Safety Council). Resuscitated Frank Robinson of the Louisiana Highway Department, who accidentally swallowed red gasoline in Lake Charles (no date specified in records). Mr. Barras, no longer with Gulf States, was assisted by three other persons, including a GSU employee, Ralph W. Smith, colored. Mr. Robinson apparently recovered from the suffocation but died four days later.

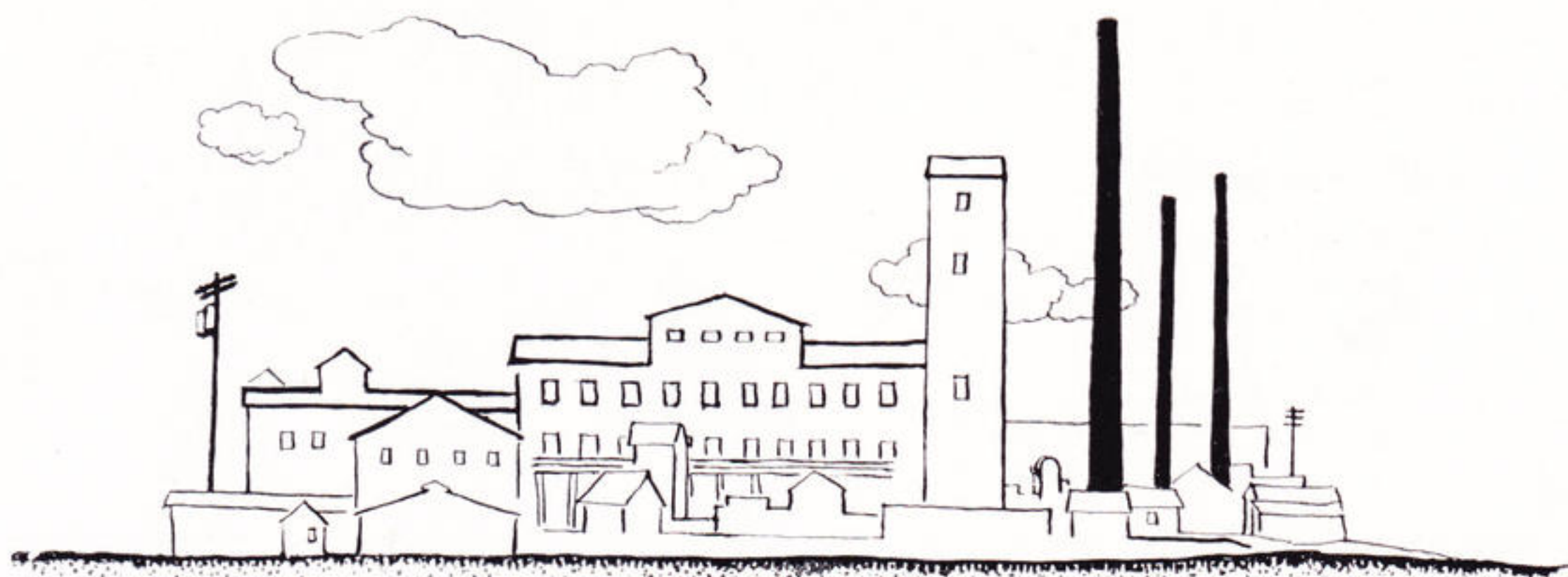
S. J. GUIDRY. (President's Medal and certificate from National Safety Council). Rendered first aid responsible for saving the life of a non-employee who had taken poison at Port Arthur on April 24, 1942.

ALBERT TATE (special medal). Colored GSU employee rescued foreman H. E. Conerly after gas explosion and fire at Baton Rouge on January 16, 1947.

DELMAR JOHNSON. Mr. Johnson, now watch engineer at Lakeside station, Port Arthur, saved a six-year-old boy from drowning in Lake Sabine in 1948 after the child had fallen unnoticed into the water by the seawall.



TAKEN IN BEAUMONT in 1926, this picture shows the company's first first-aid team. From left are L. C. Singleton, safety director; W. E. Herrin, team captain; Tommy Burdette, Cecil Nantz; Louis Roberts (deceased); John Hill; John W. Brady (deceased); H. E. Braunig, superintendent of t & d.



SALT of the Earth

Weeks Island, site of
Morton Salt Company's big
Salt Mine, adds 350
residential customers to
Gulf States system.

IN some parts of the world a hundred pound sack of salt can buy a fair to middlin' wife, and for just a few more pounds he can even get the latest native "pin-up gal."

If salt were a universal medium of exchange, a small isolated community in our Louisiana service area sits atop enough salt to corner the world's market on wives.

This unique and interesting place, Weeks Island, located south of New Iberia on Vermillion Bay, is situated on a pile of practically pure salt over three and a half miles deep. In this huge deposit of salt is located the salt mines of the Morton Salt Company, one of the world's foremost packagers of table salt.

Weeks Island is of special interest to Gulf Staters now because its some 1500 inhabitants represent the newest and biggest group of individual customers to connect onto company lines in several years.

The "island's" chief resident, and owner, the Morton Salt Company, and its predecessor, the Myles Salt Company, have been Gulf States customers since way back in July, 1928, when a 12.7 mile line was built to bring electric power to the salt mine. That line, incidentally, was built along a canal for a distance of three miles, and erection of the poles and other construction work was done from barges. This section is still maintained from boats and barges as the size of the job necessitates.

Originally electric service for this comparatively remote place was needed primarily for operation of the salt mining and processing machinery and equipment of the Bay Chemical Company. The chemical plant was organized in 1925 to manufacture sodium sulphate, "salt cake" and muriatic, or hydrochloric acid. It is also owned by the Morton interests, which for these two plants, employ someone from practically every family in Weeks.



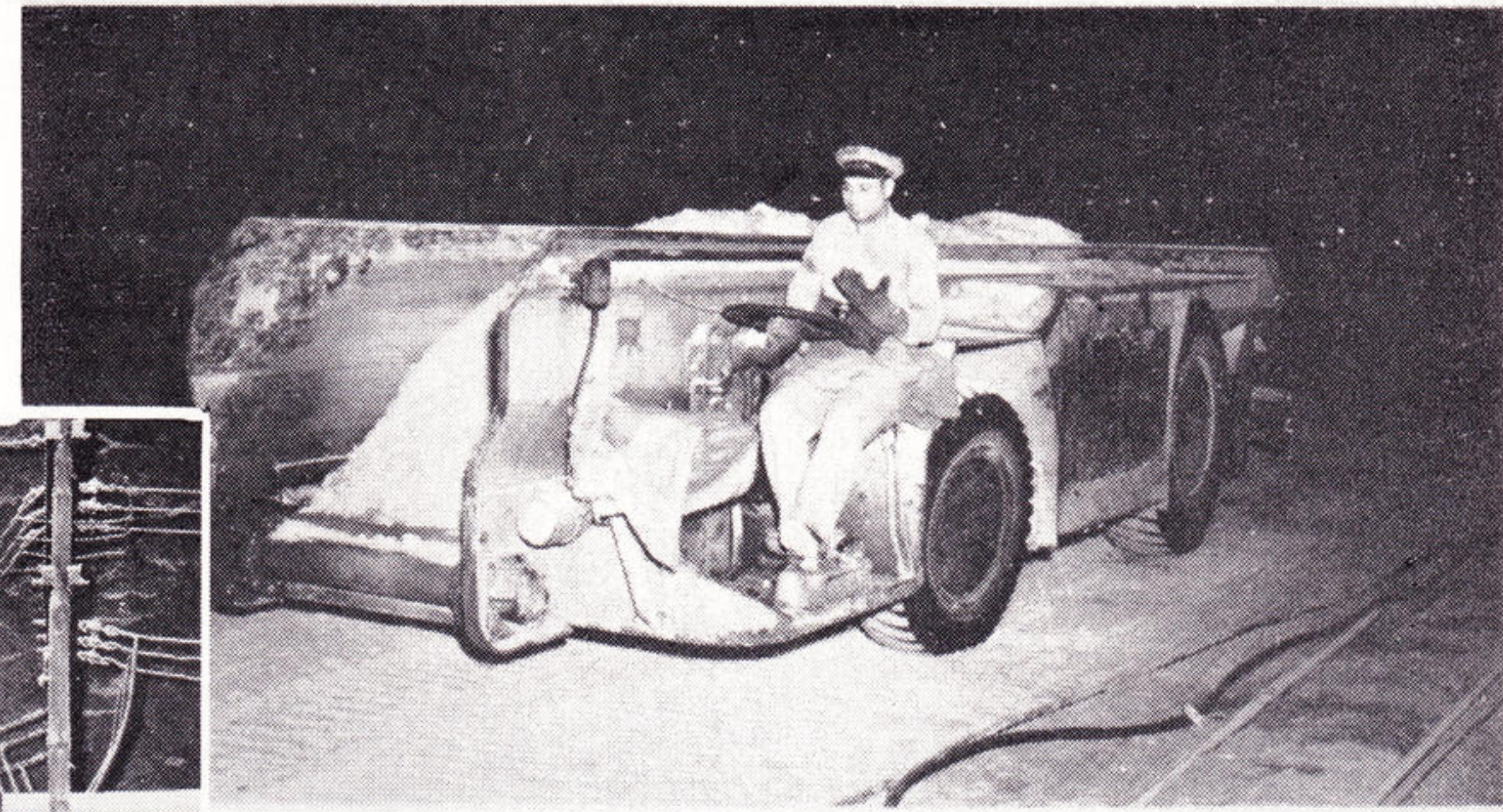
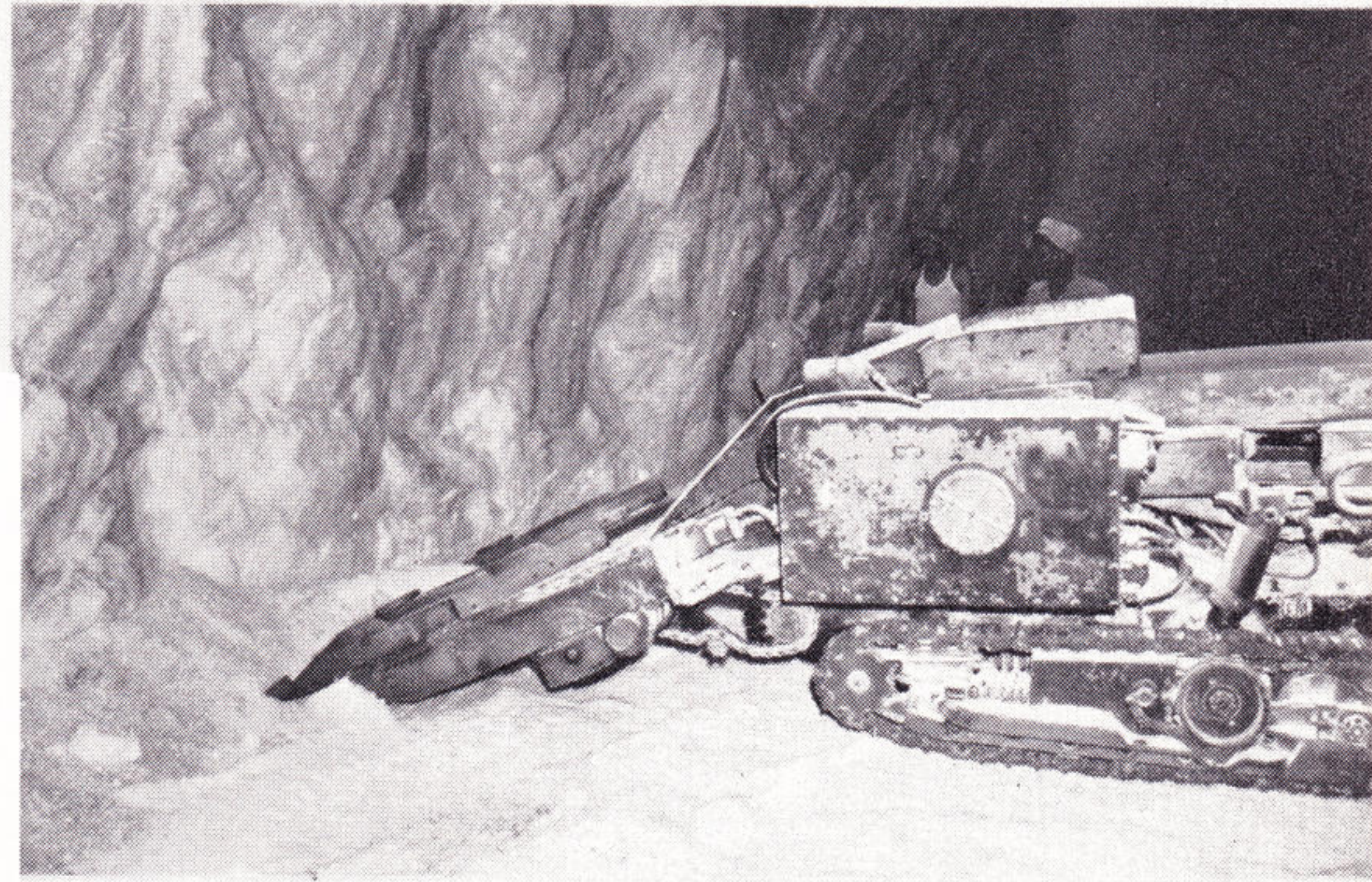
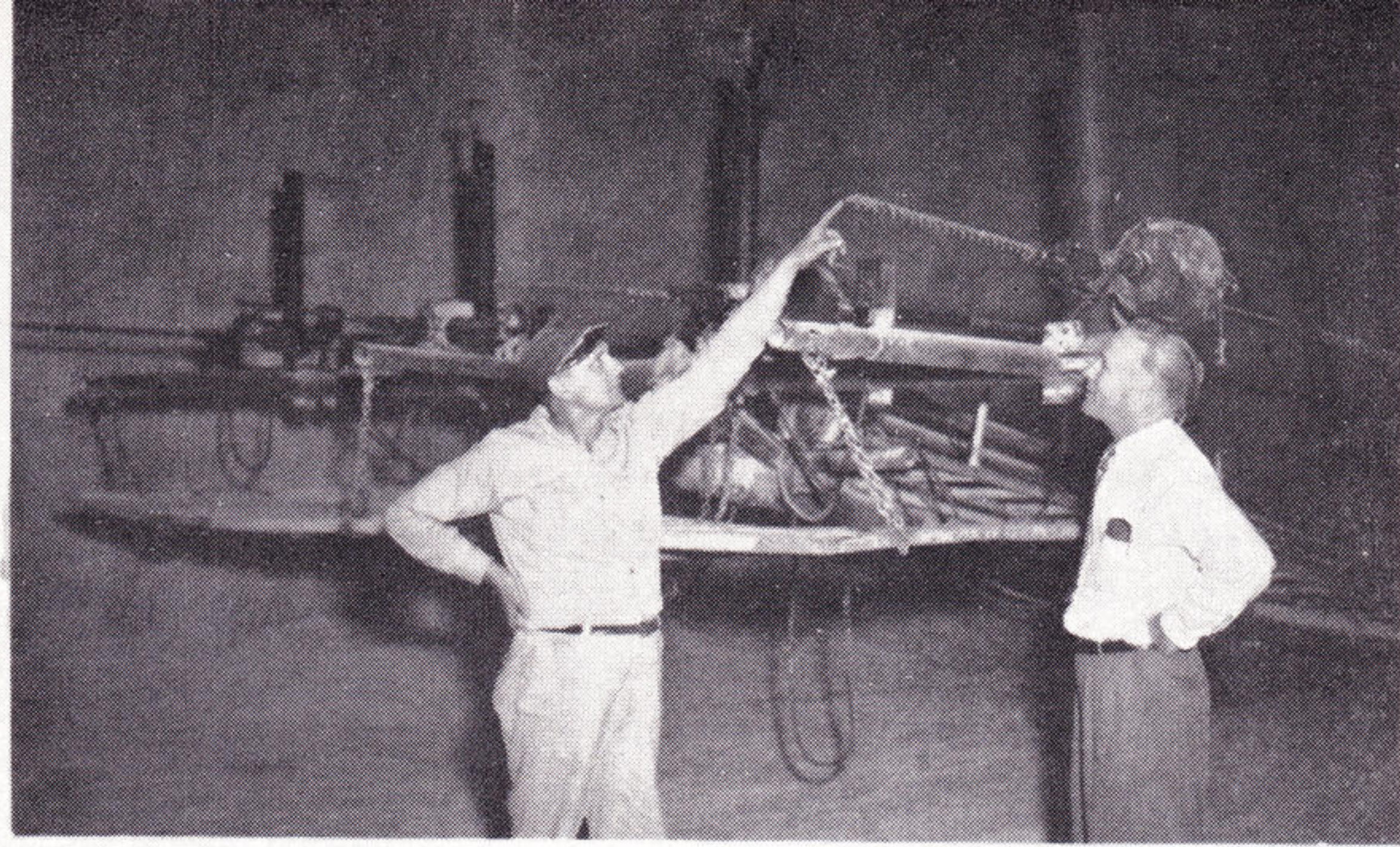


"WHEN IT RAINS IT POURS" salt comes from the plant seen behind Plant Manager F. L. Jordan who is the man responsible for a continual flow of salt from the mine. At top right Captain Richard Glaubrecht shows GSU Engineer Neill Carpenter one of a battery of mounted drills which bore the dynamite holes for blasting.

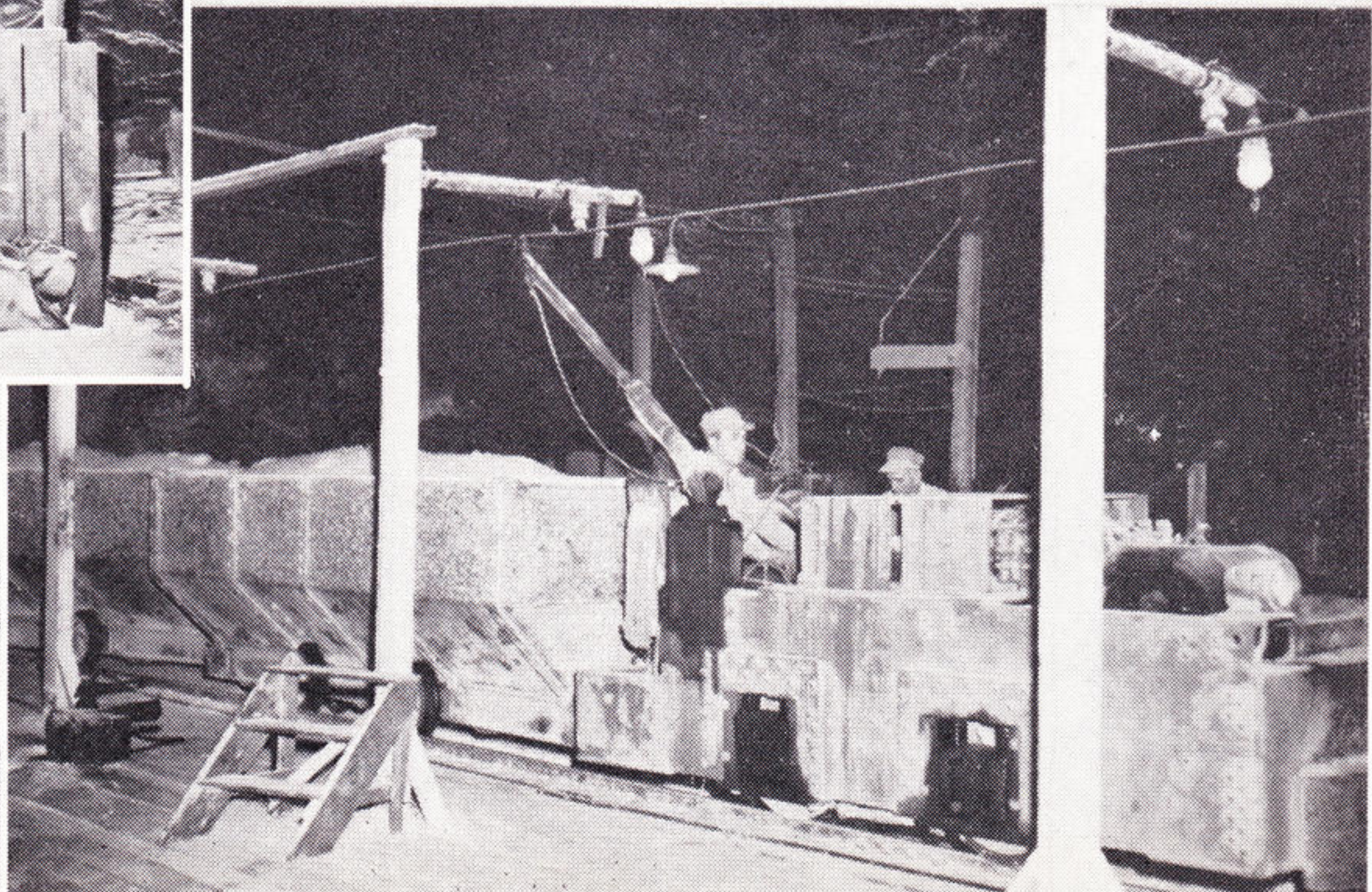
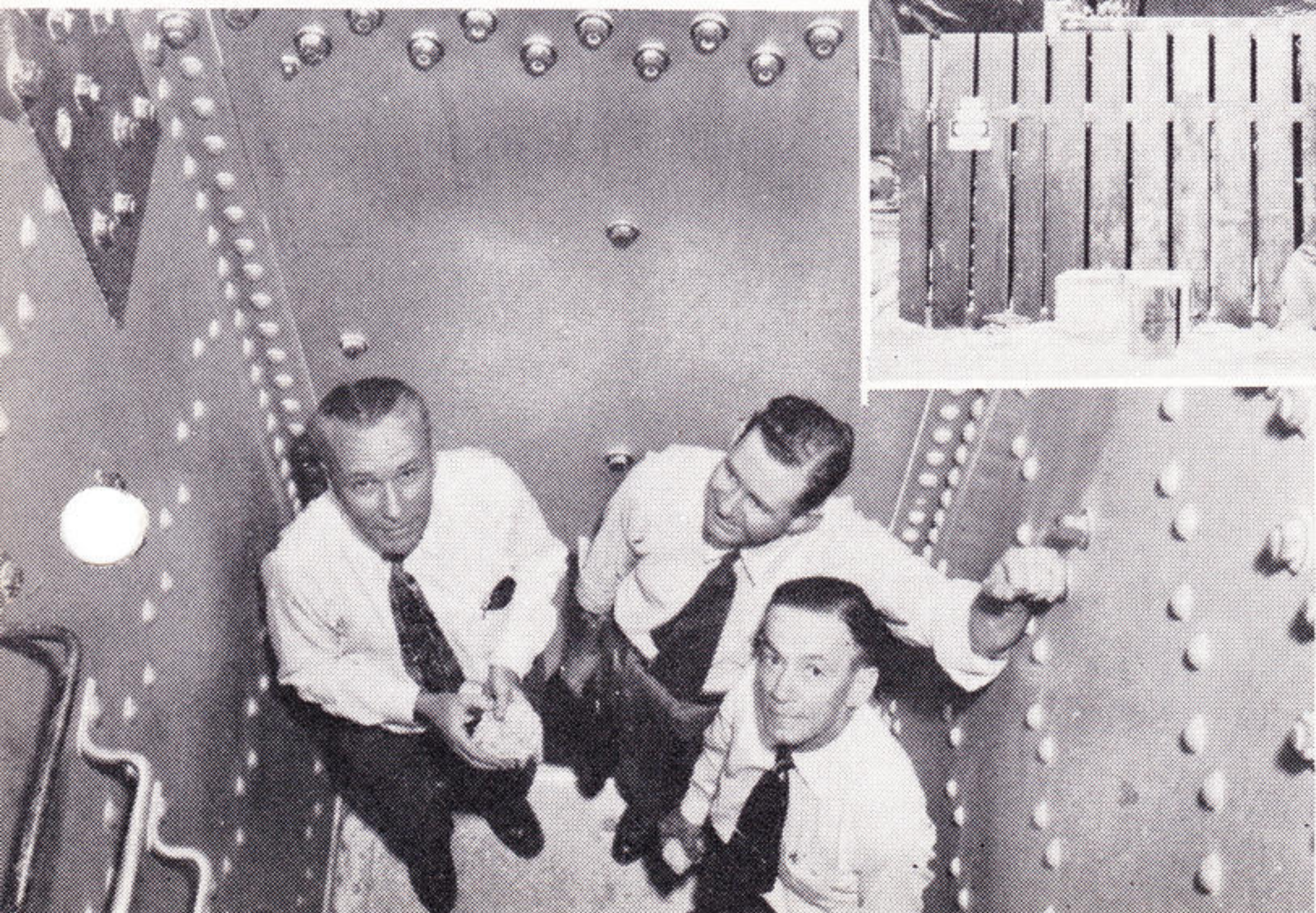
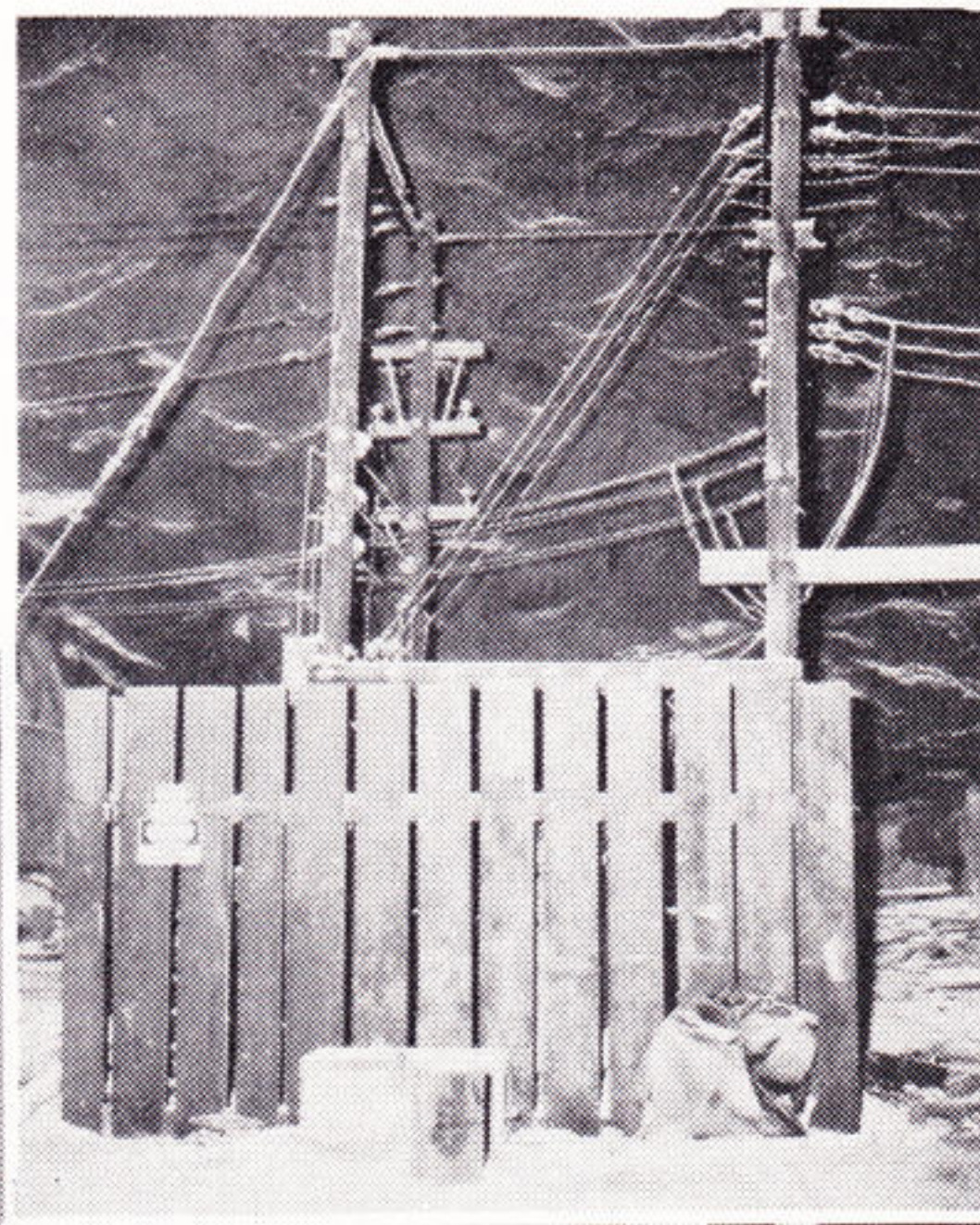
Up until March of this year the 350 customers of Weeks, or Weeks Isle, as it is sometimes called, enjoyed free electric service paid for by their employer. When electric service was first available, a generous and progressive management decided that it would be an advancement in living conditions as well as a safety measure to put electric lights in every employee's home, without cost to the employee for installation or service.

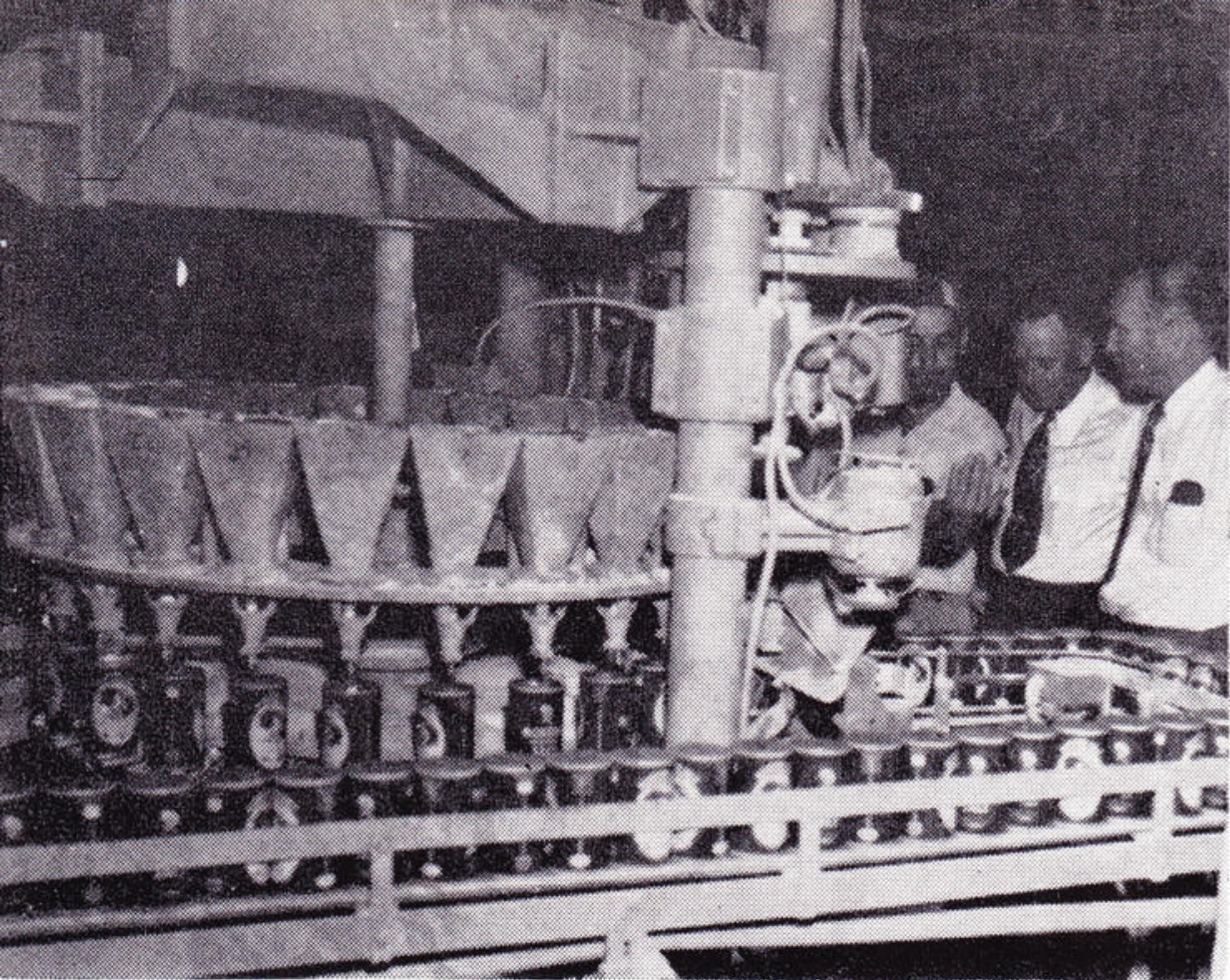
(Please turn to Page 8)

Next below is a "Joy loader," which with crab-like arms picks up salt from the mine floor and loads it onto a conveyer belt carrying salt to a bed in the rear. Next is a shutter car which takes the load from the Joy loader to the rail cars, bottom, which carry it to the lift bucket.



GOING UP! Gulf Staters Neill Carpenter, Charles Gary and Ernest Little get ready here for the 825' ascent back to the "ground" after a tour of the mine. They are in the 8 ton stainless steel bucket which normally hauls salt. Insert shows one of the underground substations which feed the mine equipment.





A TRADE MARK known to millions of people, "When it Rains It Pours," passes through this machine at the rate of 146,000 times daily as boxes of salt are automatically filled. Here Whitney Jolet, salt company foreman, explains to Lafayette District Superintendent Andre Dubus and Neill Carpenter the operation of the packaging machine.

Twenty-four years ago, a good many families required little more of Reddy Kilowatt than electric lights, and this was true of the Weeks residents. Consequently, it was relatively simple to provide and maintain the town's electric distribution system. Like almost everyone else, however, the inhabitants of this community soon began to learn of and use the many appliances with which Reddy could do work easier, faster and better — and in this case for free — until the rather frail electric system was hardly adequate.

It was the result of years of trying to keep up with these increased demands that finally led the Morton Company, who did not want to go into the electric business as such, to call in Gulf States to take over the distribution of electric service to all residential and the few commercial users in the town.

Although the chemical plant is the largest consumer of electric power,

this plant would not be here at all if it weren't for the tremendous quantities of salt available here. The salt is the basic raw product for the manufacture of the chemicals and salt is what the "island" is.

Different Kind of Island

Indeed, the word "island" used here does not mean the kind of island you learned about in geography. Instead of a body of land surrounded by water, the "island" here is a body of salt, rising to an earth covered mound, surrounded by land. Weeks is one of South Louisiana's "Five Islands" and is highest of the five. In fact, it's 150 foot elevation makes it the highest point of coastal land between New Orleans and Corpus Christi.

Various theories have been advanced for the peculiar geological formation which results in this "salt dome" but that's another story. The fact remains

that here is an underground supply of salt, beginning only about 50 feet below the surface and extending downward more than an estimated 18,000 feet. An almost inexhaustible supply of almost pure salt! Tests have shown some samples taken right from the mine to be 99.9% pure, but generally the average for unrefined samples run around 99.9% and 99.6%.

Salt, in many ways, is a very important item in our modern lives. Salt has likewise played an important part in the world's history. In many places it has been used as money, and back into antiquity salt was the reason for some of our first known highways of commerce.

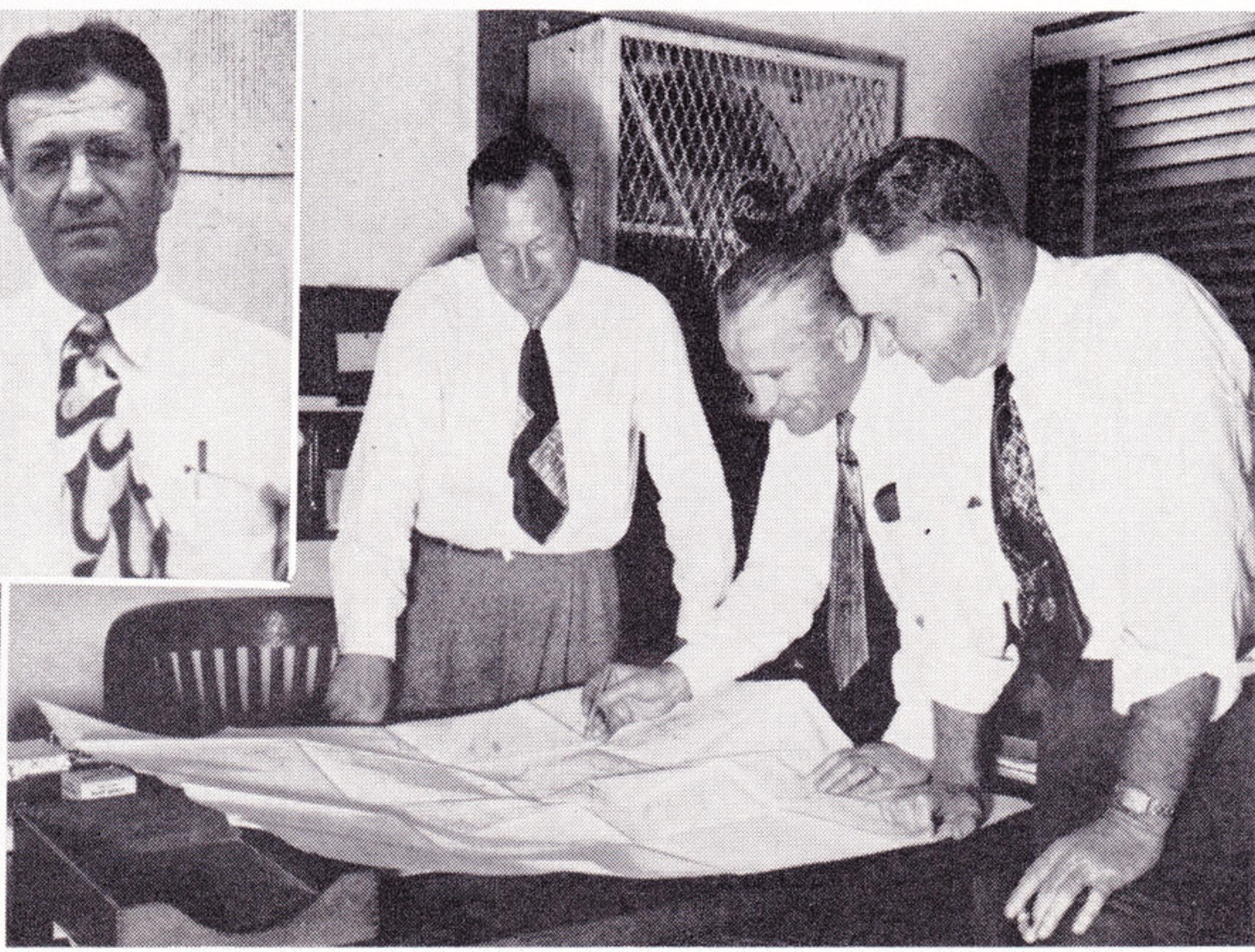
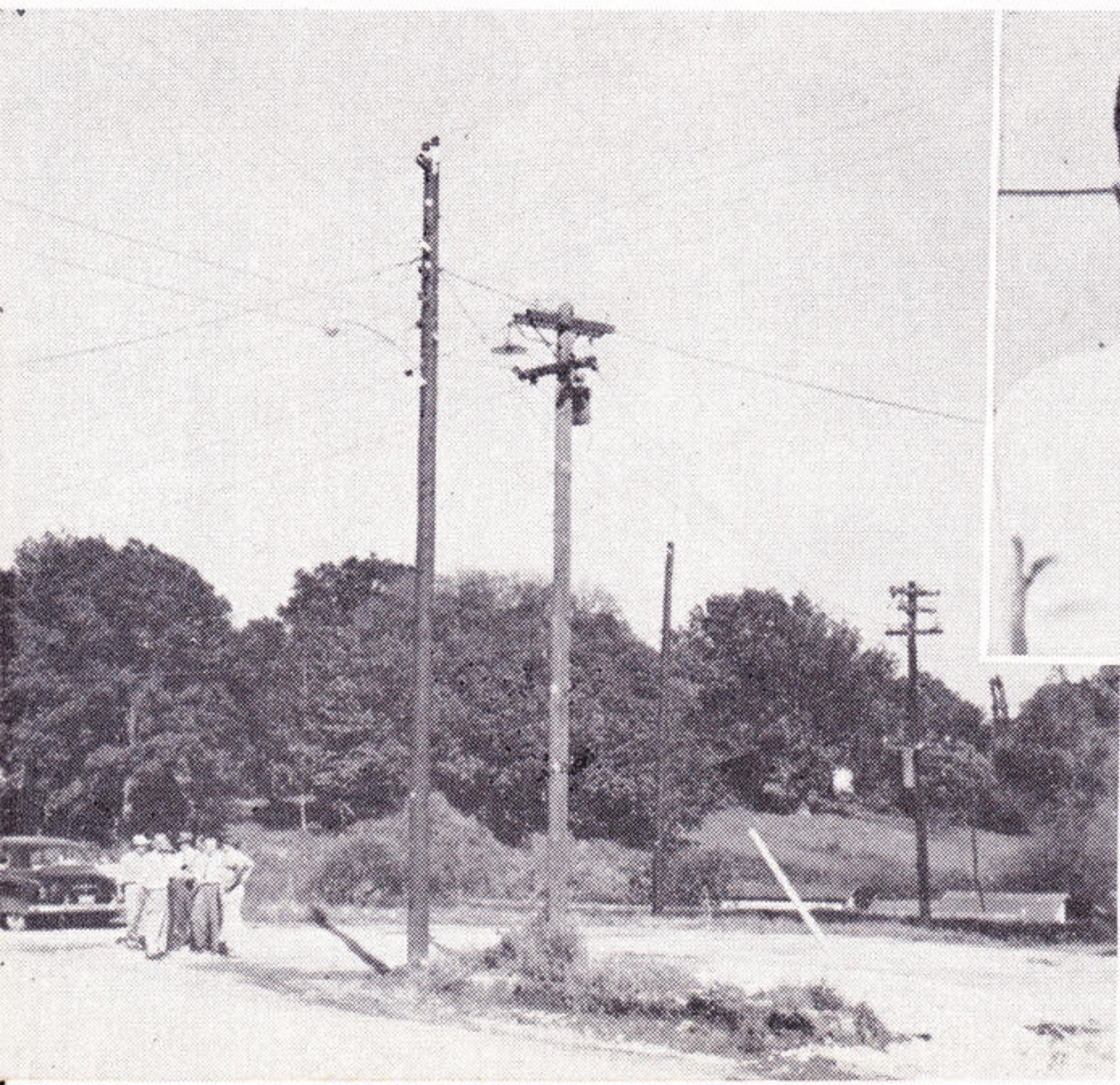
Salt mines in India were worked before the time of Alexander. The Bible makes frequent reference to salt, and it was a part of some religious ceremonies. Wars have been fought over possession of sources of salt and even in modern times women and children have been bartered for salt.

Until 1898 nearly all the salt in Louisiana came from Avery Island (also served by our company), where the first attempt to make salt was undertaken in 1791. In 1897 a corporation was formed by the Weeks family, original owners of Weeks Island (by Spanish grant in 1760), and the Myles family of New Orleans, to mine the dome on Weeks Island.

Early transportation of salt from this mine was made by water and mule teams over a dirt road built through the marsh by convict labor to haul sugar from the Weeks Plantation to the nearest railroad. Later, a railroad was built to the mine. Now both rail and water transportation are used.

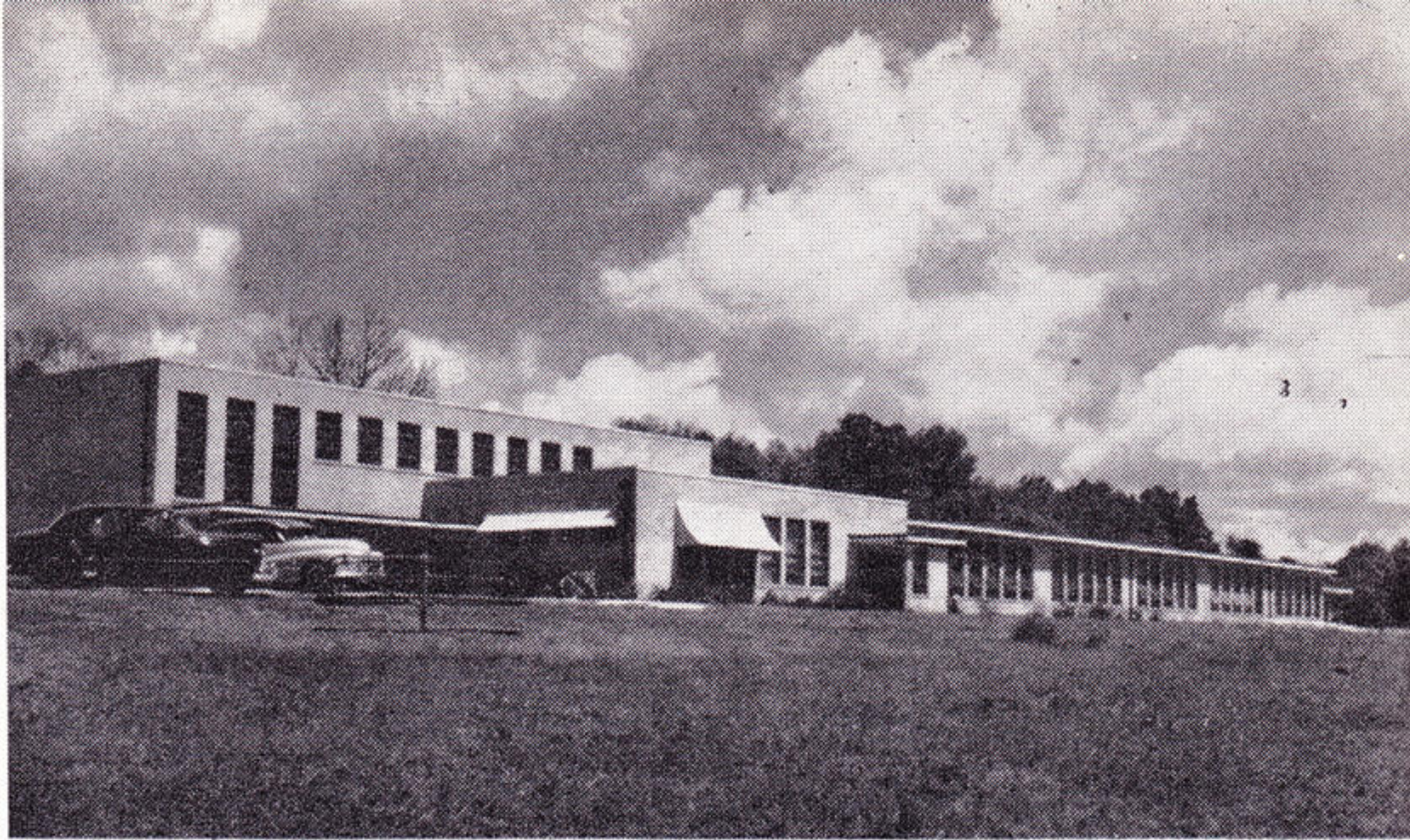
GULF STATERS and contractors who put in 51 street lights for Weeks inspect one of the new installations. One of the old poles is seen at right. Thirteen electric eyes operate the street lights. At right

Carpenter and Dubus check over the street light locations with Village Manager H. W. Mele. Insert shows L. J. Broussard, superintendent of the Bay Chemical Company.





QUITTING TIME at the Salt and Chemical plants occasions more than usual pedestrian traffic in downtown Weeks.



WEEKS ISLAND'S modern new Junior High School (only one in Iberia Parish) is the community's most attractive building.

The mine shaft is similar to a coal mine. A shaft sinks some 800 feet straight down to the first level, where huge tunnels are cut into the solid salt as workmen remove the salt and send it to the surface for processing. This level, incidentally, was abandoned just several weeks after the visit during which the accompanying pictures were made; and after more than half a century of working was only abandoned because it was easier and cheaper to open a second level than to extend the ventilating system necessary to furnish air for the men working underground. The new level is approximately 1000 feet below the surface.

All operations in the mine are performed with electrical equipment and a small distribution system similar to our overhead systems has been installed underground to supply power where needed. The system includes a substation near the shaft entrance and others are located near the work loads, which in the first level were more than a mile from the shaft.

The salt is mined somewhat like coal and other minerals, except that the salt does not run in veins or stratas; everything removed from the mine is salt. Holes are drilled into the salt walls and dynamite rammed into these holes and exploded. A crab-like piece of equipment, called a Joy loader, pulls the dynamited salt, now in small crystalline pieces, onto a conveyor belt and back into a bed on the rear of the loader.

The salt is then loaded onto a rubber-tired electric shutter car, which moves the salt to the end of the miniature railroad, also electric.

The railroad in turn hauls the cars of salt back to the shaft where it is dumped into a huge bucket, which is lifted to the surface, where it is moved to the processing plant for slight refining and packaging. From 1000 to

1300 tons daily are removed from the mine which is worked around the clock.

The huge corridor-like tunnels radiating from the shaft are cut out to a total height of about 90 feet and a width of around 60 feet. These passageways, whose walls and ceilings look like frosted glass, extended as far as one and a quarter miles from the shaft in the 825 feet level, but in the new 1000 foot level it will be possible to run them even farther because they will be designed to permit better ventilation.

On the surface, Weeks looks like almost any other community in the area except that there are hills of different elevation throughout the town and roads and streets are not flat as in other coastal towns. The town has a Village Manager, Mr. H. W. Mele, an employee of the Salt Company, whose duty it is to see that all streets, street lighting, water systems and other such facilities are properly installed and maintained. The Salt Company owns all buildings in the town, but store and a few other commercial establishments are leased and privately operated.

One of the outstanding buildings in the community is the Junior High School, a modern brick building with everything a student or teacher needs in the way of educational equipment. This school, incidentally, is the only Junior High School in Iberia Parish. There is also a modern school plant for the Negro children living in the area. The other main structures in the town are the buildings of the salt plant and chemical works. Mr. F. L. Jordan is manager of the salt operations and Mr. L. J. Broussard is superintendent of the chemical plant. The Chemical Company has only recently remodeled its facilities and increased production. Additional electric load in the amount of 750 kilowatts was required for this expansion.

Helping to maintain the Gulf Coast's reputation as a fabulous section of America, Weeks Island contributes more than salt and chemicals. Oil derricks dot the horizon around the salt dome to make up a nice size oil field, which is one of the state's largest. Rivaling their sister state of Texas, which usually claims the biggest or mostest, Weeks Island had and may still have the world's deepest oil well, producing from a depth of more than 16,000 feet.

As Mrs. F. L. Jordan, wife of the salt company manager, puts it, "From a cluster of Indian tepees in a wilderness, Weeks has developed into a modern up-to-date community, whose residents enjoy comfortable homes, excellent schools and good roads to the neighboring towns." What community could ask for more?



METERS are installed on a duplex at Weeks by Paul Dugas, John Beaugh and Kelley Powell preparatory to switching customers over to GSU's distribution system.

System Safety Director **Jack Shirey**, Beaumont, is to act as general chairman for the forthcoming Southeast Texas Regional Safety Conference. The event will be held in Beaumont November 20 under sponsorship of the Texas Safety Association, Beaumont Chamber of Commerce and Sabine-Neches Chapter of the American Society of Safety Engineers.

gulf staters in the news

Navasota Division Superintendent of Sales **Phil Newman** and Mrs. Newman have been enjoying a visit this month from their son and daughter-in-law, Dr. and Mrs. Phil Newman, Jr., who have been living in Hawaii. Dr. Newman has been medical officer for a submarine squadron in the Pacific for the past two years. In the early part of September, Dr. and Mrs. Newman will leave for his new assignment at Medical Research Laboratory, Submarine Base, New London, Connecticut.

The name of **Roy S. Nelson**, president of Gulf States, appeared on the charter of the recently-organized United Appeals organization in Beaumont. In last month's Plain Talks, Vice President L. F. Riegel's name was substituted accidentally for Mr. Nelson's in a news item about the charter being mailed to Austin for state approval. Mr. Nelson is vice chairman of the UA board of trustees.

R. B. Cruise, right of way engineer, Beaumont, is ending his tenure of office as commander of the American Legion Post at Beaumont in a blaze of glory. Bob headed a delegation from Beaumont to the Legion State Convention at Dallas on August 9, and was instrumental in having Beaumont named as the host city to the 1953 state parley. In addition to this honor, the division delegation meeting at Houston during June named Bob the official delegate of the 2nd division, Department of Texas, to the National American Legion Convention to be held in New York City during the latter part of August.

Gulf Staters have taken a prominent position in the schedule of activities for the coming year in the Beaumont section of the American Institute of Electrical Engineers. Following a recent meeting of the group's executive committee, these GSU men were listed as chairmen of standing committees: **M. H. Elissalde**, arrangements; **H. J. Sutton**, technical; **N. C. Spencer**,

awards and **H. E. Mortimer**, publications. **R. W. Sherwood**, **A. E. Beattie** and **Rex Lee** are members of the executive committee.

The territory of the Beaumont section includes not only numerous Texas counties, but also several parishes in southwest Louisiana. It was announced that the first general meeting of the season will be a business meeting and stag social September 23 at the GSU Neches station clubhouse near Beaumont.

David Boykin and **George Hayes**, both of system engineering, Beaumont, were two of Beaumont's American Legion Post 33 delegates to the Legion State Convention held at Dallas during the early part of August. David is the 1st vice commander and George the 3rd vice commander of the Beaumont Post.

Wesley F. Spiegel, Jr., Port Arthur Gulf Stater, is taking his place in the civic work of that city. Mr. Spiegel, who is employed as a junior industrial engineer, is the newly-elected second vice-president of the Junior Chamber of Commerce and also is the new secretary-treasurer of Port Arthur's Texas A & M Ex-Students Club.

Port Arthur members of the Business & Professional Women's Club recently heard a talk by **Mary Lilyerstrom** of Beaumont, secretary to the treasurer, about the 1952 national B. & P. W. convention in Boston, which she attended as a delegate.

Employees in the SERVICE

PRODUCTION DEPARTMENT

DeLaune, E. A., Baton Rouge..... Army
Himel, J. S., Baton Rouge..... Navy
Hebert, J. F., Jr., Baton Rouge..... Army
Jolisaint, G. S., Baton Rouge..... Army
NaQuin, G. H., Baton Rouge..... Navy
Petty, Donald E., Baton Rouge..... Army
Reid, G. R., Jr., Baton Rouge..... Army
Whittaker, J. L., Baton Rouge..... Army
Couvillion, R. L., Baton Rouge..... Army
Dumas, Dan G., Beaumont..... Navy
Echenhofer, W. R., Beaumont..... Marines
Gammage, James E., Beaumont..... Army
Duhon, F. J., Beaumont..... Army
Davis, R. D., Beaumont..... Navy
Pryne, R. H., Beaumont..... Navy
McGee, F. B., Lake Charles..... Army
Fontenot, D. B., Lake Charles..... Army
Cole, Ras L., Orange..... Army
Dean, W. J., Orange..... Army
Dunham, J. W., Port Arthur..... Army

DISTRIBUTION DEPARTMENT

Clark, K. K., Baton Rouge..... Army
Derr, Thos. R., Baton Rouge..... Navy
Eirmann, W. J., Baton Rouge..... Navy
Gautreaux, C. P., Baton Rouge..... Army
Hebert, C. T., II., Baton Rouge..... Marines
Jackson, Z. B., Baton Rouge..... Army
Jones, Walter W., Baton Rouge..... Army
Saurage, C. J., Baton Rouge..... Army
Smith, M. K., Baton Rouge..... Army

Chambless, J. H., Beaumont..... Marines
Gaspard, L. G., Beaumont..... Army
Hawkins, J. A., Beaumont..... Army
Klaus, W. H., Beaumont..... Navy
Lee, Norman R., Beaumont..... Navy
Maxwell, Kenneth R., Beaumont..... Navy
Rosser, J. N., Beaumont..... Navy
Parker, A. B., Conroe..... Army
Ginbey, D. B., Lake Charles..... Navy
Hall, G. W., Jr., Lake Charles..... Navy
McManus, W. K., Lake Charles..... Navy
Seals, C. J., Lake Charles..... Army
Falcon, Paul, Lafayette..... Army
Grimsley, E. B., Jennings..... Army
O'Dell, C. L., Jr., Navasota..... Army
Hughes, Y. L., Jr., Navasota..... Army
Woodard, R. D., Orange..... Army
Cooper, J. P., Port Arthur..... Navy
Lumpkin, L. W., Port Arthur..... Navy
Brown, J. H., Silsbee..... Army

SYSTEM ENGINEERING

Blake, K. T., Beaumont..... Marines
Fitzenreiter, W. L., Beaumont..... Navy
Richardson, C. P., Beaumont..... Marines
Robichau, J. O., Beaumont..... Army
Wallace, Van Lewis, Beaumont..... Army
Whitten, G. A., Beaumont..... Army
Beck, Arthur R., Beaumont..... Army
Pitman, H. W., Beaumont..... Army

GAS DEPARTMENT

Barrick, J. Q., Jr., Baton Rouge..... Army

Couvillion, M. A., Baton Rouge..... Army
Greer, J. M., Baton Rouge..... Navy
Kilburn, S. J., Baton Rouge..... Army
Marston, F. L., Baton Rouge..... Navy

PRODUCTION DEPARTMENT

Square, George, Baton Rouge..... Army

T & D DEPARTMENT

Collins, C. M., Beaumont..... Army
Rhone, J. H., Beaumont..... Army
West, Joe, Beaumont..... Army

ACCOUNTING DEPARTMENT

Chambers, E. E., Baton Rouge..... Army
LaFosse, H. W., Beaumont..... Army
Pellegrin, C. J., Beaumont..... Army
Henderson, Lorene, Beaumont..... Army
Faggard, A. C., Beaumont..... Army
Neves, R. E., Conroe..... Army
Duplant, J. A., Port Arthur..... Army
Sweet, R. D., Cleveland..... Army

CORPORATION DEPARTMENT

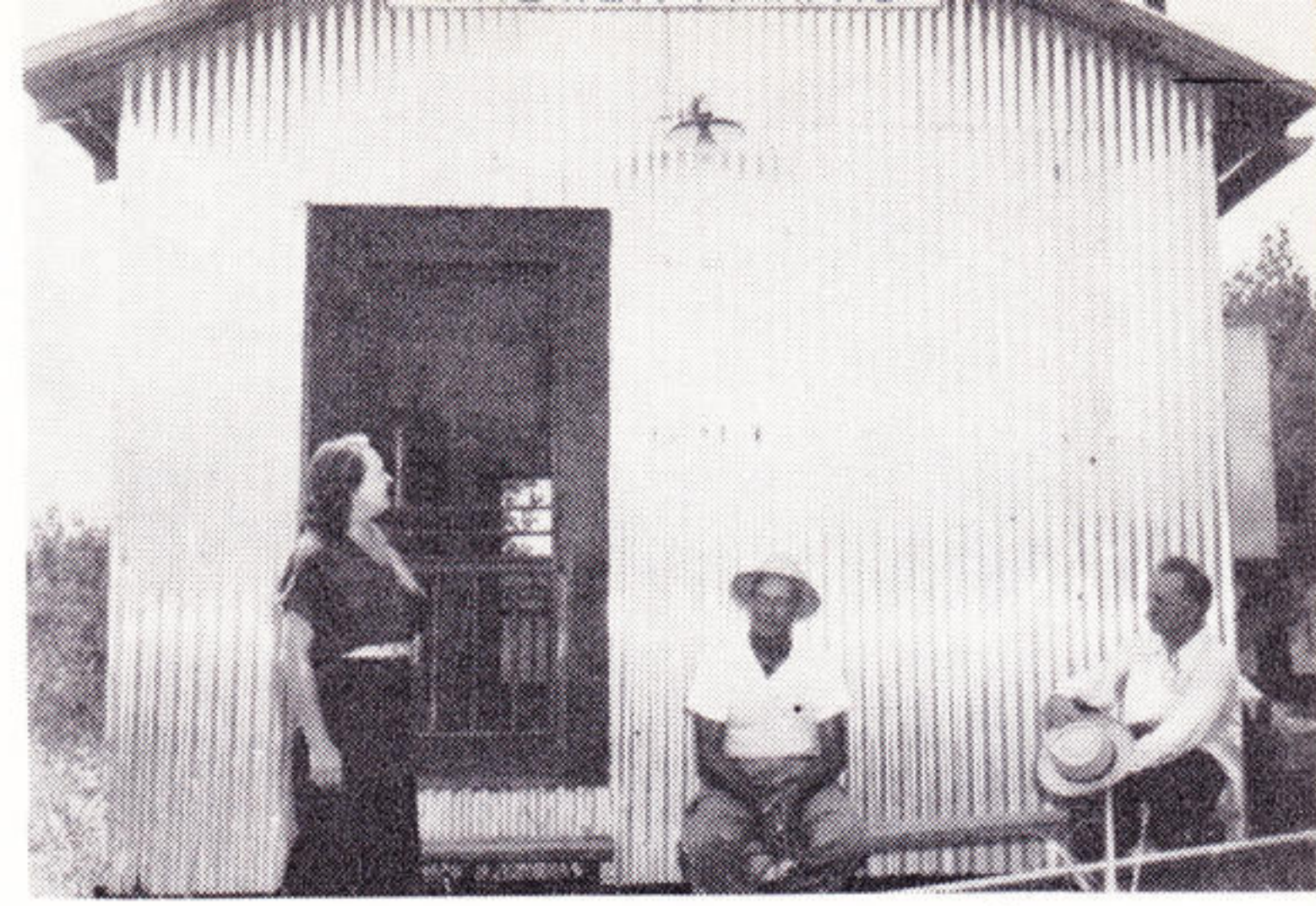
Wilson, John C., Beaumont..... Navy
Jackson, T. M., Beaumont..... Navy

SALES DEPARTMENT

Burhoe, John M., Beaumont..... Army
Hill, J. G., Beaumont..... Army
Hodges, Edward, Jr., Beaumont..... Army
Richard, W. E., Beaumont..... Army
Sprawls, A. D., Beaumont..... Army
Williams, M. M., Beaumont..... Army
Norvell, V. R., Navasota..... Army

NEWSPAPER WOMAN LEARNS OF THE . . .

Swamp Watch



MRS. BILLINGHAM expresses amazement at the modern electric kitchen and conveniences at "Kent Arms," cottage maintained by Gulf States on Whiskey Bay for its swamp watch. Named for D. T. Kent (now retired), it sleeps 10, has a deep well, showers, range and huge larder. In center is Ed Kirby; right is J. B. Coltharp.

IN the steaming Atchafalaya Swamp, sweat drips from men in July even when they are still. Cranes resembling prehistoric fowl of the dinosaur age flap lazily away as our little Gulf States rail car grinds its way through the tropical growth.

Overhead, the hum of the 66,000 and 138,000 Kv lines blends with the drone of thousands of insects, punctuated by an occasional sharp rapping noise, as a hard-bill woodpecker goes to work.

Here, in this trackless land which is oil-rich and people-poor, a lonely 10-mile stretch of railroad cuts a thin streak through the dense swampland along the Gulf States right-of-way where the two power lines traverse the land between Baton Rouge and Beaumont.

Late in July, a representative of the Baton Rouge Morning Advocate, Mrs. Rena Billingham, asked to be shown

this important phase of company operations. An exponent of firsthand reporting, Mrs. Billingham wanted to get a close picture of how our people work in the swamp to keep electricity at the fingertips of customers throughout the system.

As the guest of J. B. Coltharp, superintendent of transmission and distribution, Mrs. Billingham visited the Atchafalaya, talked with Ed Kirby, right-of-way foreman, ate lunch in the Kent Arms, a company-built and maintained cottage on remote Whiskey Bay, rode the rail cars and motored down Bayou De Glaise on a company powerboat, the "Mary Ell."* She chatted with longtime residents of the swamp, who fish for a living and are friendly with and cooperate with Gulf Staters on equipment upkeep.

She measured the water mark on the poles, higher than her head. She learn-

ed from Mr. Coltharp that woodpeckers are the worst pests in the swamps . . . and nature's rival to them are the yearly deposits of silt which have raised the roadbed of the tracks far higher than when they were operated by the Southern Pacific railroad, long ago when the track helped link New Orleans with San Francisco.

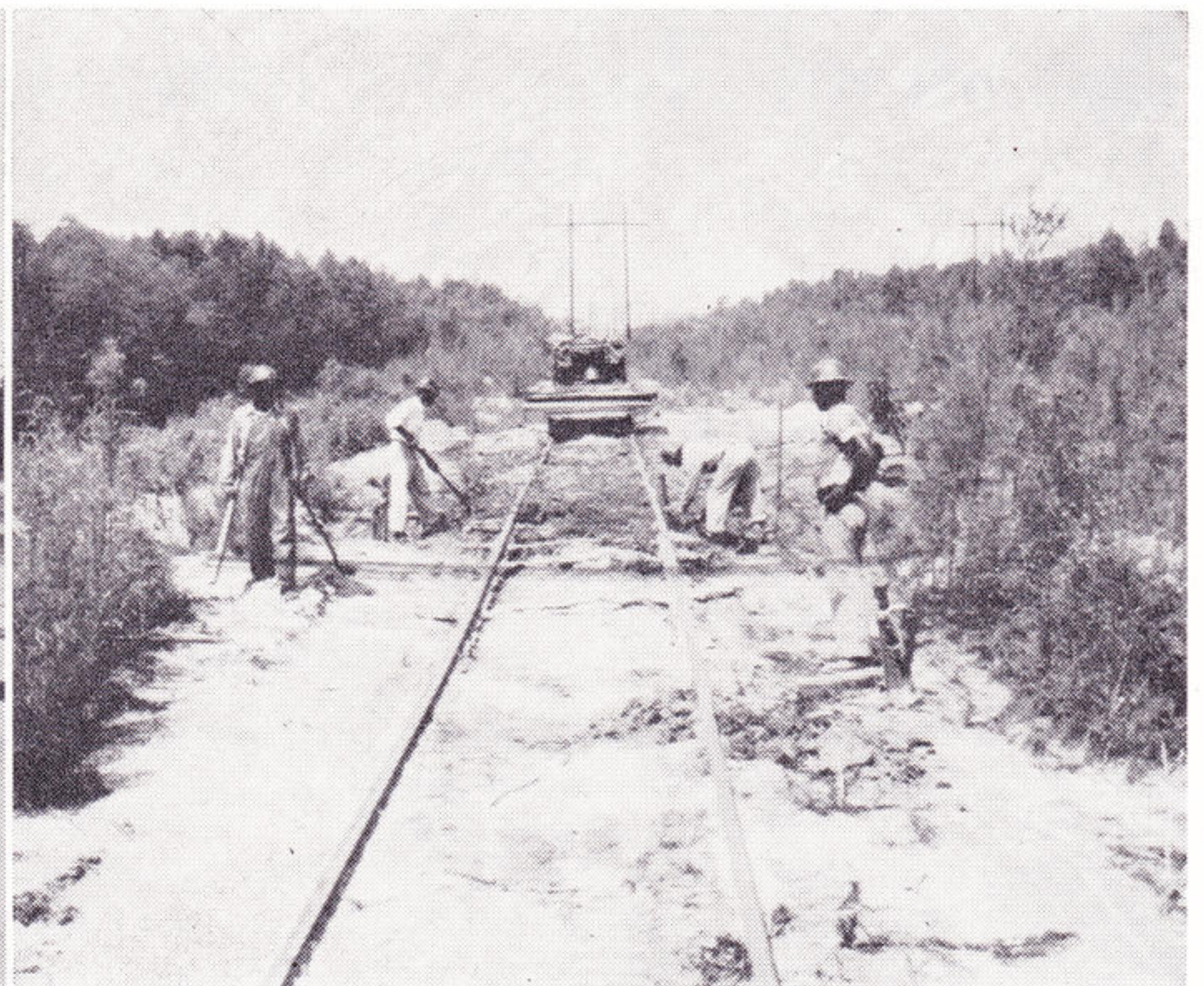
She took notes as Mr. Coltharp and Mr. Kirby showed her the Amnate chemical, which is sprayed along the right-of-way, in order to keep down the almost incredibly rapid tropical growth.

And, when she returned home at the end of the day, sun-burned and tired, she sat down and wrote a story which appeared in the August 3 Morning Advocate Sunday supplement.

* The "Mary Ell" is a company power boat on Bayou De Glasie named for Mrs. Mary Leonard, wife of Vice President H. C. Leonard.



IN PICTURE AT LEFT an oddity of the swamp country, a "store boat," is seen in Whiskey Bay channel, passing under highline crossings. Store boats barter food for fish throughout waterways of Atchafalaya Swamp. Old pilings are site of old Southern Pacific railroad crossing. Gulf Staters now must put equipment on barges to work on lines or right-of-way



across the bay. At right, swamp watch crew works to keep tracks clear of silt, a continuous job. Each year up to a foot of sandy silt is deposited along the roadbed by high water. Shown here are Varice Allen, Avery Toussant, Blanchard Howard and Harvey Hatch.

Forty Year Club

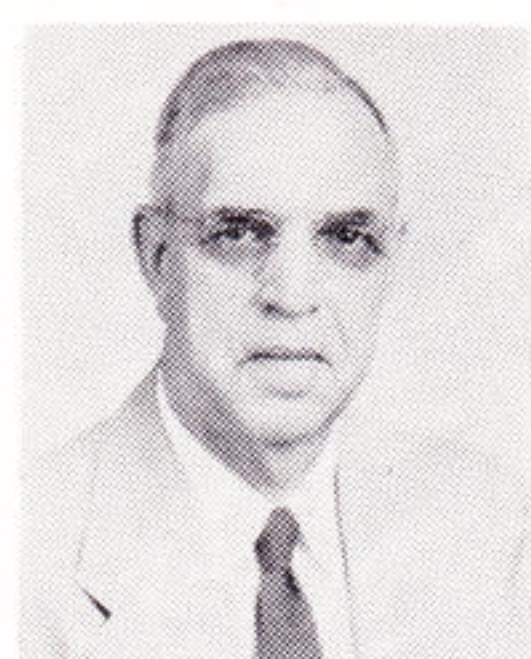


L. L. Hirsch
Production
Port Arthur

NEW SERVICE CLUB MEMBERS

(By printing Service Award pictures the month of the actual anniversary Plain Talks hopes to give added recognition to the new Service Club Members. Publication date of Service Award pictures in Plain Talks does not affect in any way the awarding of Service Club pins or the Service Club meeting.)

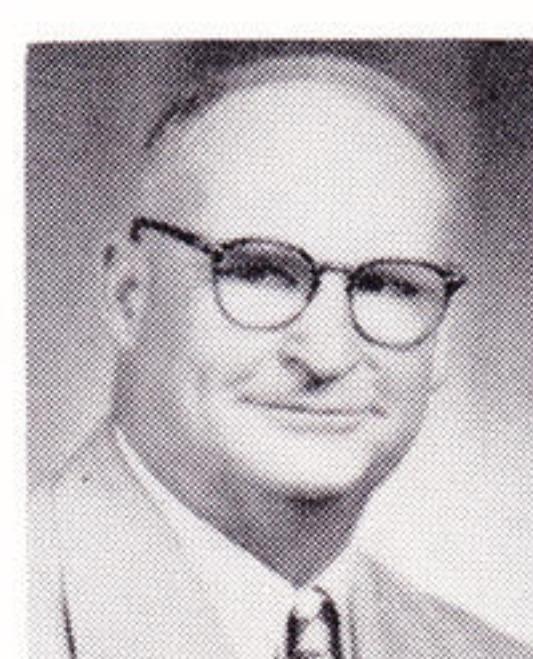
Thirty Year Club



A. E. Beattie
Engineering
Beaumont



A. F. Gager
Distribution
Beaumont



G. L. Hagler
Distribution
Port Arthur

Ten Year Club



R. L. Burgess
Distribution
Lake Charles



Burton C. Cannon
Production
Lake Charles



C. E. Chambers
Production
Baton Rouge



Marjorie Cook
Accounting
Orange



J. E. Peveto
Production
Beaumont



G. W. Richardson
Production
Baton Rouge

Twenty Year Club



J. R. Powell
Distribution
Lafayette

Colored Division

Twenty Year Club



Albert Tate
Gas
Baton Rouge

Beaumont T & D Promotes Three Men

Three Beaumont t & d employees moved up the ladder this month as announcements were issued on new job titles for Jack Kirkland, C. B. Purdom and G. B. Oglebee.

Mr. Kirkland was promoted to general line foreman, Beaumont division, reporting to the operating superintendent. This position was formerly held by T. E. Green who died of a heart attack July 15.

An L. S. U. graduate engineer, Kirkland began work with Gulf States as a survey crew instrument man at Baton Rouge in 1939, and advanced to distribution engineer at Lafayette in 1941. He spent nearly three years in the navy during World War II and attained the rank of lieutenant, j. g., before being released. Postwar service at Gulf States included jobs as engin-

eer at Lake Charles, senior engineer at Navasota and Beaumont and assistant line foreman at Beaumont.

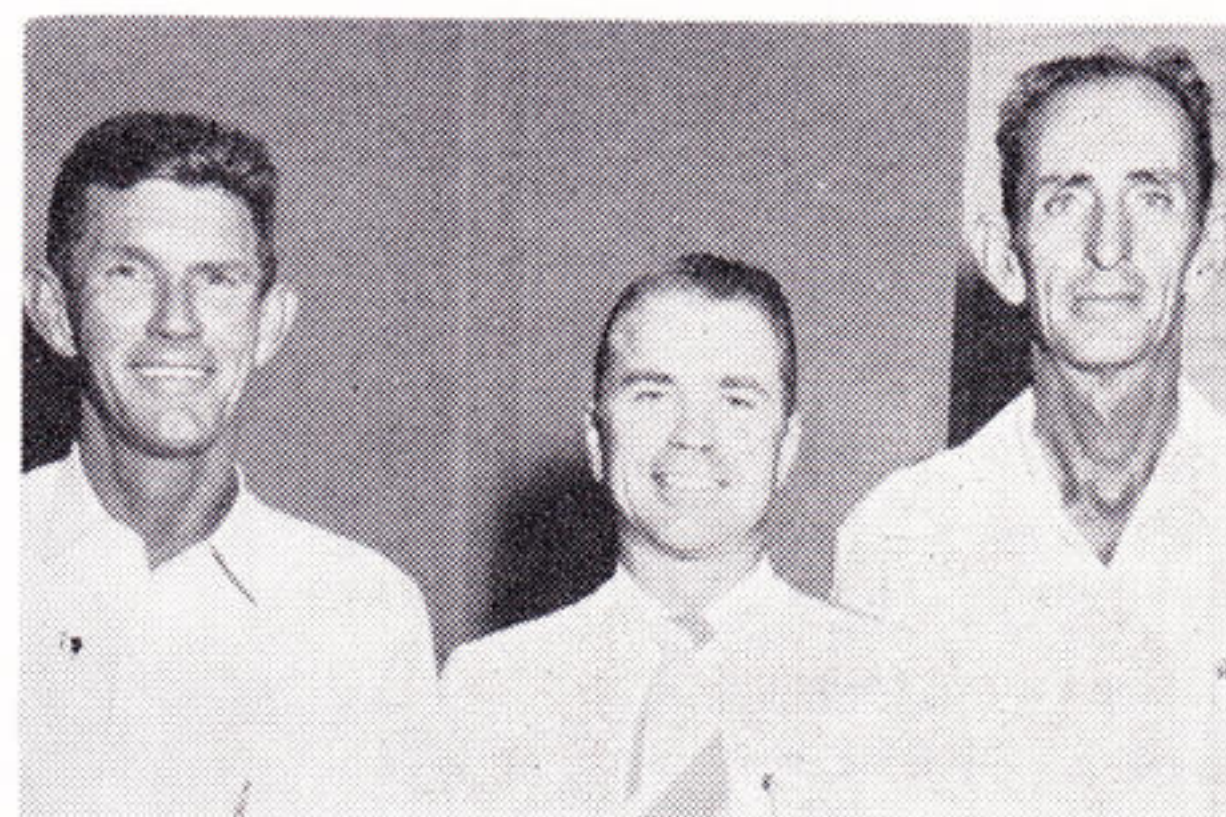
Mr. Purdom and Mr. Oglebee were promoted to jobs of assistant general line foreman, Beaumont division, reporting to the general line foreman.

Mr. Purdom began work as a groundman at Beaumont in 1933 and advanced to lineman, serviceman, line foreman and finally to his new position, during his 16 years with the company, all served in Beaumont division.

Mr. Oglebee entered the Gulf States family as a helper in Beaumont in 1926 and worked up through the jobs of lineman, troubleman and serviceman, and line foreman, to attain his new position. Except for duty at Huntsville, his service has been in the Beau-

mont division.

All three promotions were effective August 1.



LISTED AMONG the numerous promotions announced by the company in recent weeks are these Beaumont t & d employees. In center is Jack Kirkland, now general line foreman, Beaumont division. Flanking him are C. B. Purdom, left and G. B. Oglebee, right, now assistant general line foremen.

Reddy's Even Keeping Young Chicks Warm

The long list of jobs electricity performs on the farm these days is still growing. One of the recent new applications of electric energy attracted the attention of farm writer Monk Vance of the Beaumont Enterprise, and he took a long, approving look at the innovation for the benefit of the newspaper's readers.

A former Houston area nurse, Miss Ruth French, who said she was "tired of listening to other people gripe," threw in the towel and moved away to a 16-acre farm south of Spurger, Texas, in Tyler County, where she lives with her parents. There she has a milk cow, a fine garden, a rabbit business and is building a pottery shop.

But her main interest is devoted to a man-sized poultry enterprise. At present she has one house capable of accommodating 4,300 broilers, and she plans to build another 3,000-capacity house this fall. Eventually, she expects to have four broiler houses. Then she'll be able to market broilers about every two weeks.

During chilly weather, the birds are kept warm by radiated heat from 125-watt infrared bulbs in a new kind of brooder, which is something new in the poultry industry but promises to enjoy widening popularity in the future.

"I read a lot about how they were being used for baby pigs and lambs, and chicks, too, in other localities," she explains, so she decided to try it. The system worked out well. The average yearly cost of supplying heat with this method is only a cent or a cent and one-half per chicken for the whole period of nine to 10 weeks it is in the broiler house — which is mighty inexpensive.

L. G. Goodwin of Beaumont, farm service director for Gulf States, explains that heat from the infrared bulbs is directed only to solid objects such as the birds and their litter (Miss French uses sawdust and wood shavings in her broiler house), so that no expense is wasted through heat loss in the air. "Poultry can find the center of comfort," he adds. "The vital organs of a chicken are in the unprotected part of its back and that's where the light strikes it."



ULTRA MODERN ELECTRIC BROODERS for broilers being produced on a commercial basis in Tyler County are seen in this Beaumont Enterprise photo made by farm writer Monk Vance. At left is Lamoyne Goodwin, Gulf States farm service director and electric brooder expert, talking over the chicken business with Miss Ruth French, a former nurse who's in the poultry business near the town of Spurger. Departing from the usual means of heating brooders, she installed banks of infrared lamps to do the job — with the result of considerable savings in overhead. The warm infrared rays heat only solid objects, and don't waste energy in the air.

Mr. Goodwin points out that infrared light commonly is used on humans for treatment of sore muscles, and also has many more applications. "We even have several instances in the Beaumont area where it's used to keep young puppies warm."

Miss French consulted with Gulf States farm representative Aubrey Sprawls (now in the service) when she installed the infrared brooders. Her setup employs fixtures suspended from the ceiling to a level of about 16 inches from the litter floor of the houses. There are six lamps in each brooder. The system could be regulated by thermostat, but Miss French prefers manual operation and simply watches the birds to see how they're doing. For instance, she explains, "If they pile down or crowd each other in a group, then more heat is needed."

Through good management, the death rate among Miss French's broilers is almost negligible. Probably her worst losses (100 chicks at one time) came at the hands of a nocturnal prowler which turned out to be an ordinary cat. The feline developed a fatal case of lead poisoning, however, after the Tyler County lady waited for it one night with a rifle.



SURPRISE was written on the face of Nawlton Doffeny, main office porter at Port Arthur, as he unexpectedly got his picture made. Chief Clerk "Red" Dunham found him working on a new electric floor-polisher, said "Look up, Nawlton," and flashed the picture. Nawlton has been a GSU man almost 10 years.

Here are
the reasons
why your



HIGH

HOSPITAL BILLS ARE

It costs a great deal to get sick today, especially if your illness makes it necessary for you to enter a hospital. Your hospital bill, like most of your other bills, will be higher than it once was—in many instances much higher.

But there are reasons for it, and if it were possible to reduce the expense, the people who administer America's hospitals (the world's finest) would do so.

To begin with, hospitals have had to raise their employees' wages in order to secure enough nurses, technicians and other personnel to offer adequate care to patients. Next to salaries, the most expensive item for hospitals is food, and if you've been to a grocery store lately, you know what has happened to prices in this category. Finally, all the other things a hospital uses cost more to buy today, such as machines and equipment (up about 100 per cent), fuel (doubled in many cases), laundry service (ask any housewife) and so on.

These increases, naturally, have to be passed on to the patient — those who receive the services logically should pay for it. But no patient pays for anything he doesn't receive. Laboratory tests and similar items on your hospital bill would not be there if your doctor hadn't ordered them as a help in diagnosis and treatment.

"But why should they cost what they do — just to stick a needle in my finger and draw a little blood?" some patients ask.

Whoa, there. Don't forget the man behind the microscope and the trained technical staff in the hospital laboratory. Their findings, often after hours of labor, can tell whether or not that piece of tissue means cancer, or when the slow clotting of your blood indicates danger under surgery, and many, many other things.

"But what about the operating room charge. Isn't that a high rental just to use a little room for so short a time?"

If it were an ordinary room, the answer would be "yes." But it's far more than that. Preparing an operating room for surgery requires the services of many people. It must be spotlessly clean, which means almost endless scrubbing and sterilization of not only the room itself but all its contents — gowns, towels, instruments, rubber gloves and scores of other items. Every detail must be handled with care and precision.

And the hospital has to do this for every operation!

A similar situation holds true in the case of the patient's individual room or ward. Special equipment, meals, additional linen and many other things make it more costly than, say, a hotel room. Each patient, moreover, requires services of about two hospital employees, whereas even the swankiest hotels have only about one employee for each guest.

But a lot of folks, trying to make ends meet in today's inflationary spiral, still shake their heads when they see their hospital bill after a bout with illness. "All that may be true," they say, "but it still seems high."

Yes, it's "high" all right, but consider this little-known fact: even with

present substantial charges, most volunteer hospitals in the United States are actually **losing money**.

Why?

For one thing, many poor people cannot pay for the cost of their care. Others can pay only a part of their bill.

Also consider the big items of equipment which cannot be absorbed in charges to the individual patient. Example: the equipment in your hospital's X-ray department might cost \$100,000 or more. Much of this equipment is obsolete before it's worn out, and must be replaced to keep with medical progress.

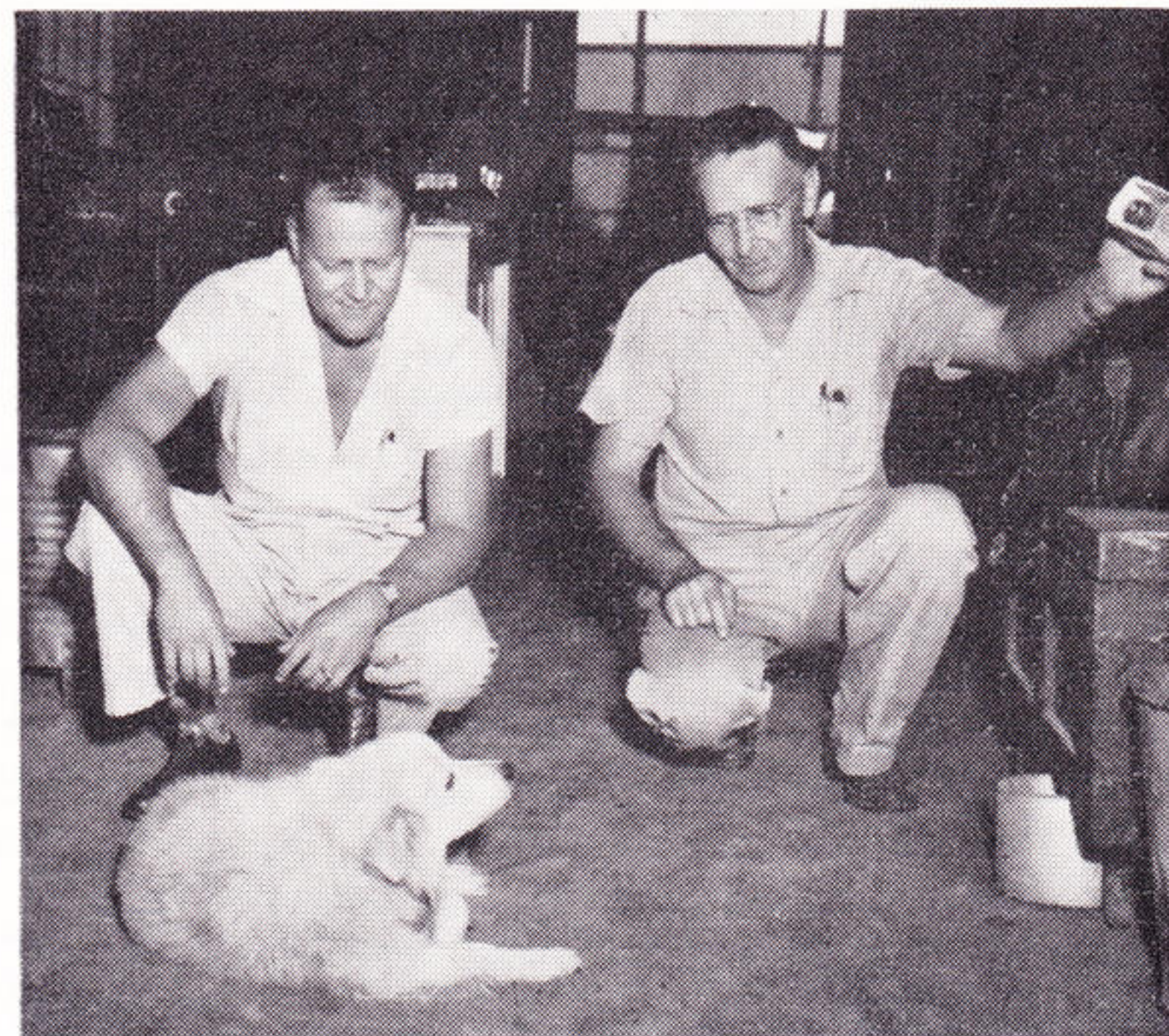
These are a few of the factors which affect hospital bills nowadays. Your hospital administrators, trying to make their money go as far as possible, but at the same time striving to guarantee the finest in medical care, hope the public will make an effort to understand.

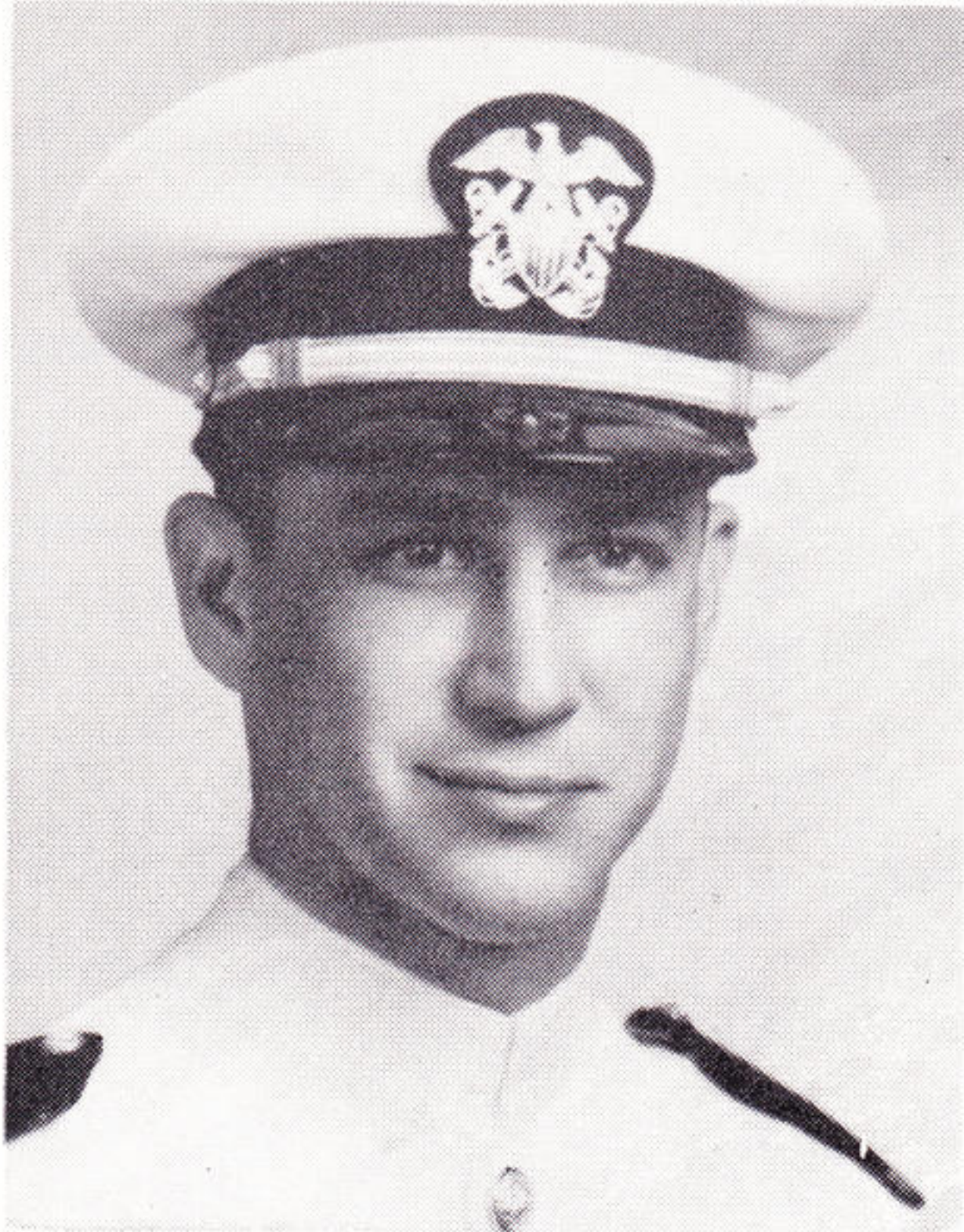
They urge you to remember that there was a time when effective hospital care wasn't available **at any cost**. Millions of men, women and children living elsewhere in the world even today stand unprotected against the ravages of diseases which the ordinary American can overcome at the cost of a few weeks' wages — thanks to our great hospital system.

So if a visit to an institution of mercy knocks out your plans for a new car this year, or if you're tired of payroll deductions for hospitalization insurance, stop and think about your hospital a moment before grumbling about their bill. If you do, the chances are you won't grumble.

(Adapted from a booklet titled "The Story Behind Your Hospital Bill," published by Blue Cross and Blue Shield.)

FOR 11 YEARS or more, production and water department employees at Orange have been feeding and helping care for "Duke," the canine shown here with commercial sales representative O. C. "Buck" Wingard (left) and maintenance foreman C. N. Fleming (right). Duke knows Mr. Fleming as his owner but has adopted the GSU crew at Orange and spends nearly all his time around the local plant. He displays a fine instinct for safety and stays clear of plant machinery.





A RECENT VISITOR to the general offices at Beaumont was Ensign Richard D. Davis of the navy, formerly a GSU employee but now a naval officer at San Francisco. He is the son of Mrs. Imogene Davis, secretary to Vice President W. L. Bell.



CALLED ORANGE LATELY? Chances are the young lady who answered the phone and helped you locate your patry is Edna Mae Jewell, above, a new Gulf States employee who operates the switchboard at Orange.



YEARS OF SERVICE to the Beaumont Music Commission as secretary-treasurer earned Mary Lilyerstrom this handsome trophy. "Mary Lil," secretary to Gulf States treasurer H. V. Faber, receives the appreciation award from Mrs. Beeman Strong (left).

Marriages

J. W. Eaves, Beaumont production, was married to Miss Shirley Senters, also of Beaumont, in a ceremony held in the bride's home July 24. Mrs. Eaves is the daughter of Mr. and Mrs. J. A. Senters.

Of interest to her friends at Gulf States was the recent wedding of the former Dorothy Cady, who is employed in the claim department at the service center in Beaumont.

Dorothy was married to John Richardson at the Church of the Open Door in Beaumont on the afternoon of July 17. Her husband is employed by Gulf Refining Corp. at Port Arthur.

The couple have made their new home at 2725 Pennsylvania Avenue in Beaumont.

Two Beaumont employees of Gulf States were united in marriage on the evening of August 9. They are the former Miss Jo Ann Price of the advertising department and James B. Gibblin of system engineering. The wedding took place in the chapel of the Robetrs Avenue Methodist Church in Beaumont. On August 18, the couple returned to their jobs following a honeymoon trip in Louisiana.

LSU Honors Mr. Bell's Son

William R. Bell, Jr., of Beaumont, son of Vice-President W. R. Bell, has been initiated into Beta chapter of Bea Gamma Sigma at Louisiana State University.

Beta Gamma Sigma is a national fraternity for commerce students, and it is the only honorary fraternity recognized by the American Association of Collegiate Schools of Business. None but students of outstanding scholastic records are eligible.

Billy was graduated from Sewanee Military Academy in Tennessee, and has received a master of business administration degree from LSU this month. He also is a member of Tau Beta Pi, Phi Mu Epsilon and Sigma Nu.



FISHING IS THE SUBJECT of these recent photos. Top, truck driver B. H. Peters and substation operator L. J. Biessenburger, both of Jennings, show what they hauled out of Bayou Nezpique on a trotline. Center, Port Arthur division manager J. B. Hodge strains mightily, and with assistance, to handle rough-looking king mackerel taken from Gulf near Galveston. Below, Mr. Hodge poses with B. E. Millikan, retiring Port Arthur storekeeper, when employees gave him going-away presents of fishing rod and other fishing equipment to use in his free time now that he has ended his GSU career.

I want to know . . .

ABOUT THE **ELECTRIC** Industry

How does the U. S. rank in world production of electricity?



It's no secret the answer is **first** — and by a wide margin. The United States is a giant among nations in electrical power, having produced upwards of 432 billion Kwh last year. In 1950, U. S. production was under 390 billion Kwh but that was more than 42 per cent of the world total.

Soviet Russia's much-ballyhooed, state-operated power system accounted for only **9.8 per cent** of the total with an estimated 90 billion Kwh. Our neighbor to the north, Canada, ranked third.

Despite well-established world leadership, the United States still is expanding its generating capabilities. America's business-managed electric companies have predicted that possibly 6 million kilowatts of generating capability will have been added by the end of this year and more than 8 million by the end of 1953.

Who buys U. S. electric power, and how much?

Industry purchases more than anyone else — 49.5 per cent in 1950. Residential customers bought 24 per cent, followed by commercial customers with 18 per cent. Railways, railroads and others accounted for the balance.

This vast electrification of industry has played a major role in American **mass-production** techniques and the resulting abundance of inexpensive consumer goods. The people who work with statistics have figured that the average U. S. worker in a manufacturing plant uses electric power equivalent to the muscular energy of **210 men** each day.

The use of electricity in manufacturing industries more than doubled since 1939, and a great increase also has been noted in electrical consumption in the home. Mr. and Mrs. America were spending an average of about \$29 a year in 1925 for the electricity; in 1950 their annual bill had risen to more than \$52 — despite the fact that the average price of one Kwh for residential service **dropped** from about 7.30c to 2.88c during the 25-year interval!

How many types of appliances does a typical U. S. family have?

Most families have at least **seven** different types. Most common, listed in order of popularity, are:

Radios, irons, refrigerators, electric clocks, electric washers, toasters, vac-

uum cleaners, coffee makers, waffle irons, heating pads, sandwich toasters, electric shavers, mixers, television receivers, ranges, water heaters, ironing machines, roasters, freezers and electric bed coverings.

(Telephones weren't included in the appliance list.)

Most remarkable gain in numbers — as anyone will guess — came in the television category. In four years, sales of TV sets increased over a **thousandfold!** Only 6,500 sets were sold in 1946, but nearly 7 million were marketed by U. S. dealers in 1950.

What about electricity on the farm?



Until recently, the main concern in farm electrification was the extension of power lines to the farmer. This problem has pretty well been licked. Now the emphasis is shifting to the study of **techniques and equipment** to enable the farmer to make better use of his electrical service. At the end of 1951, more than 4½ million U. S. farms were being served, and nearly half were direct customers of business-managed electric companies. Of the remainder, many were using power

generated by business-managed companies and sold to REA cooperatives for distribution. Only about five per cent of the nation's total farms did not have electricity available from power lines.

Where do electric company revenues come from?

All but a fraction comes from the sale of electricity. America's business-managed electric companies reported total revenues in 1950 of \$4.6 billion, of which \$4.4 billion was derived from the above source.

Electricity revenues primarily come from residential or domestic customers (33½ per cent), industrial customers (28½ per cent) and commercial or small light and power customers (27 per cent).

Where do the revenues go?



Taxes took the most vicious bite of the total in 1950, exceeding even salaries and wages, which traditionally has been the big item of expense for electric companies. They shelled out **\$939 million** to pay local, state and federal taxes — this is the equivalent of 64 per cent of all revenue taken in from residential sales of electricity!

Wages and salaries cost the companies \$919 million, and fuel continued as the third largest item of expense, claiming 17 per cent of electric revenue. Maintenance, materials, supplies and miscellaneous accounted for the fourth largest expense, costing \$461 million, followed closely by the \$434 million arising from depreciation and amortization. The rest of the revenues went to cover interest charges, stock dividends and other obligations, or was retained in business.

A contract for selling electric energy to the City of Livingston was put into effect July 9 when power from GSU's big Neches Station began serving a portion of that fast growing East Texas City.

Due to this growth and consequent demands for more electric energy by residents there, the city, which operates a municipal electric system, was going to have to invest \$144,000 in new generation facilities to provide additional power. Instead, the city council entered into the purchase agreement with our company. The contract calls for Gulf States to deliver 1,500,000 kilowatt hours, subject to a revision upward of the demand increases.

A section of the city's distribution system was segregated from the municipal plant and cut over to the GSU system. Power is being fed into their distribution system from the same substation Gulf States uses to feed power to the Sam Houston Electric Cooperative, another wholesale customer in that area. This substation is located northeast of Livingston near GSU 34.5 kv transmission line from Cleveland to Leggett.

Gulf States sells power for resale to eight other municipal systems serving a total population of about 29,500 and also to 11 rural cooperatives.

Writing Stories, Articles

Busies GSU Man, Wife

Most of us, in actual hours, spend less than one-fourth of each week at work on our jobs — whether it be trouble-shooting power lines, reading meters, manipulating an adding machine, overseeing a department or any other of the types of labor that keep Gulf Staters busy.

It would seem that our on-the-job effort takes up more of our time than that, wouldn't it? But it doesn't, and a typical employee often has more time at his disposal than he realizes. Proof of the free time our schedules can allow for private pursuits is indicated by the large number of Gulf Staters who keep up with hobbies or other "after hours" interests. Gardening, fishing, photography, church affairs, woodworking and music are a few items from the impressive list of fields that furnish satisfaction and relaxation (and often profit) for many employees.

Sometimes you'd be surprised at the scope and seriousness of an employee's hobby. Take the case of Hugh Bell of Beaumont, master electrician at Neches Station — or, properly speaking, Mr. and Mrs. H. P. Bell, because his wife is a full partner in their particular after-hours interest.

Hugh Bell is a native of London, England, who came to this country in 1921 and whose service at Gulf States begins officially in 1932, although previous experience includes a hitch with Stone and Webster. His wife, Evelyn, is a native East Texan from the Big Thicket country.

Mr. and Mrs. Bell are a free-lance writing team. They collaborate in writing both fiction and non-fiction, and their articles and stories have been accepted by newspapers and both state and national magazines. These include The Texas Outlook, Progressive Education, Your Success Guide, March of Progress, Scientific Detective, The Houston Chronicle Rotogravure Magazine and The Beaumont Enterprise.

Although they feel they have barely scratched the surface of the potential market, they have sold more than 20 pieces (including a novelette) and received letters of encouragement from the better publications where they didn't make a sale. That's not to be

'after hours'



WHILE NOT BUSY working together on stories and articles for newspapers and magazines, Mr. and Mrs. Hugh Bell of Beaumont find time to raise a wide variety of flowers and plants at their home nursery. Mr. Bell, who is a master electrician at Neches Station, and his wife, who is a teacher, have collaborated on articles ranging all the way from education methods to power production, and even have sold a novelette about the Big Thicket country.

treated lightly in view of the highly competitive field that writing is today. One publishing authority has estimated there are well over a million Americans who, for pleasure or profit, regularly submit some kind of material in the vast range from poetry to western stories to scientific studies, and hope to see it in print.

Tell of Beginning

How did the Bells get started? "That's hard to explain in terms of 'whys' and 'whens.' It's something that creeps up on a person and has penetrated every fibre of his being before he is aware of it at all," they explain.

But there were two primary reasons, they feel. "One reason was to find an outlet for the creative urge found in the minds of most people. The other, or so we think, must have been the unconscious desire felt by each of us to find a common ground for thoughts and interests." Mr. Bell, an electrician, and his wife, a teacher,

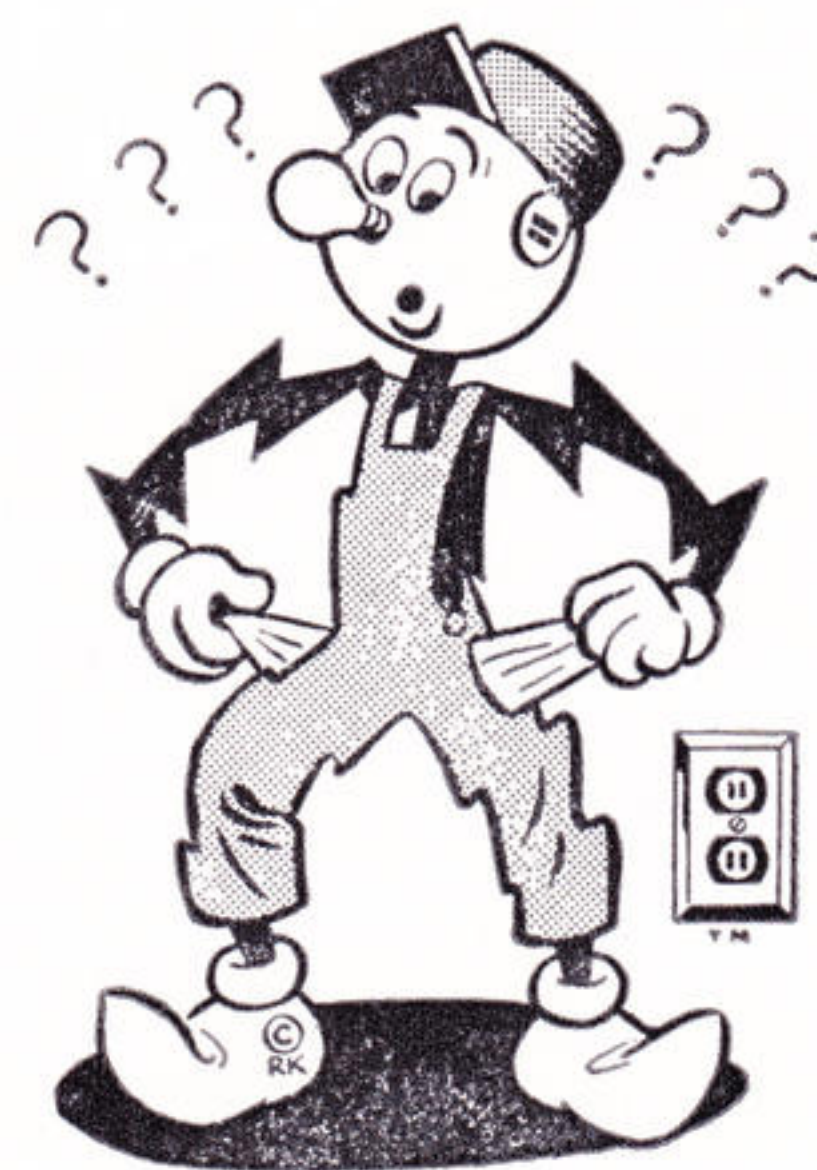
succeeded in merging their widely-separated interests through the medium of writing.

At first, their hobby was simply an effort to satisfy their desires to find a common, creative medium of interest. After submitting a number of early articles and stories to editors and having them rejected, their hobby took on a new aspect: the strong desire to see their work accepted. They kept trying, and they succeeded.

Plan More, Better Stories

But as soon as they achieved one goal, the Bells found that another, more distant, goal would come into view. Now it's a challenge to write "more and better articles for more and better magazines," and they hope eventually to write a successful novel. If they do, the odds are they'll be working together on it. They explain good-naturedly, "It takes both our lame brains to turn out a marketable piece of writing."

Despite the many hours of work they have devoted to writing, Mr. and Mrs. Bell have not exhausted their urge to stay busy "after hours." This year they started a home nursery, and now short stories and feature articles have to compete with flowers and plant for attention.



Here's how direct and hidden taxes—state, local, and Federal—hit everyday items in a typical U. S. community:

	Value	Taxes	Price
Cigarettes	\$.09	\$.12	\$.21
Bread	.09	.05	.14
Milk (qt.)	.14	.09	.23
Beef (lb.)	.58	.32	.90
Gasoline (gal.)	.12	.14	.26
Phone (month)	6.60	2.95	9.55
Liquor (fifth)	1.05	3.35	4.40
Coal (ton)	9.00	15.00	24.00

—Newsweek

The Safety Story

(Continued from page 5)

Mr. Brady's survival. His treatment supplemented the artificial respiration administered by fellow-workers. The physician, a young man remembered now only as "Dr. Donohue," also remedied a particular condition which had the Gulf States volunteers stymied — Mr. Brady had swallowed his tongue and his jaws were frozen shut. He was in immediate danger of strangulation. The doctor simply knocked out five front teeth with a pair of pliers and returned his tongue to its normal position. When Mr. Brady later called upon the doctor to thank him for his services, he learned he had been the young man's second patient — the first died — and the doctor apologized for having to take such a drastic course to recover Tully's tongue.

"That's all right," Mr. Brady answered. "My family would rather have their old daddy with store-bought teeth than have a new store-bought daddy."

Looking back on the incident, Mr. Brady states: "I owe my life to the training those men received, and I am around today to personally vouch for its importance."

Many, Many Cases Recalled

Many other cases of praiseworthy first aid and rescue work cannot be reviewed here, due to lack of space. Take, for instance, Albert Tate, colored gas department employee of Baton Rouge, who in 1947 pulled his foreman, H. E. Conerly, to safety from a hole after gas burst out of a pipeline fitting and engulfed the excavation with roaring flames. Another example occurred in 1944 as several employees obtained a saturated solution of sodium bicarbonate and quickly bathed a Baton Rouge production worker who had been splashed with sulphuric acid. There is no shortage of such stories.

Oddly enough, a postwar slump in the company's accident record helped bring about the present extensive safety organization. While World War II was being fought, Gulf States had a high percentage of older employees on the job, and relatively few serious injuries were sustained. For a period of five years there wasn't a single fatal accident. But immediately afterwards, when employment was stepped up and a program of expansion inaugurated, accidents zoomed.

"During this expansion," Mr. Shirey says, "we had a series of severe accidents which began in 1948 and continued through 1949. This possibly was due to inexperience. Work had to be done with line crews composed of helpers and apprentices. Even cut-over jobs, considered the most hazardous of our work, were done in several towns with crews of this classification."

Realizing that safety activities should be stepped up, the company added two employees to the safety force. In 1947, Anders Poulson stepped into the job of safety representative, Texas division, and the following year T. Odis McKnight became safety representative, Louisiana division. The program began rolling in high gear.

In the last decade, the Gulf States accident rate has skidded sharply towards the lower part of the page. There was an average of five lost-time accidents per 100 employees in 1941; for the last three years, the rate has averaged only one such accident per 100 employees. Yet, to an employee in the hospital with a broken leg, figures are hardly a source of comfort, and safety personnel can understand his attitude. A lot of work remains to be done.

Each month all Gulf States department heads receive a report on the previous month's accidents throughout the system. It contains a summary of the mishaps, a breakdown on types of injuries and traffic collisions, suggestions for avoiding recurrences in the future and other information. An ordinary employee, in scanning the report, is likely to conclude that there is almost no end to the number of opportunities he has to hurt himself or be hurt by others. And he's right.

Even Dogs Cause Trouble

It's not surprising that such accidents as cut-outs on poles, an ever-present hazard for linemen, nearly al-

ways make the list, or that mashed and cut fingers and hands rank high in percentage of the total. But if the common human-error types of accident were all that appeared in the summary at the end of the month, safety would be a far simpler problem.

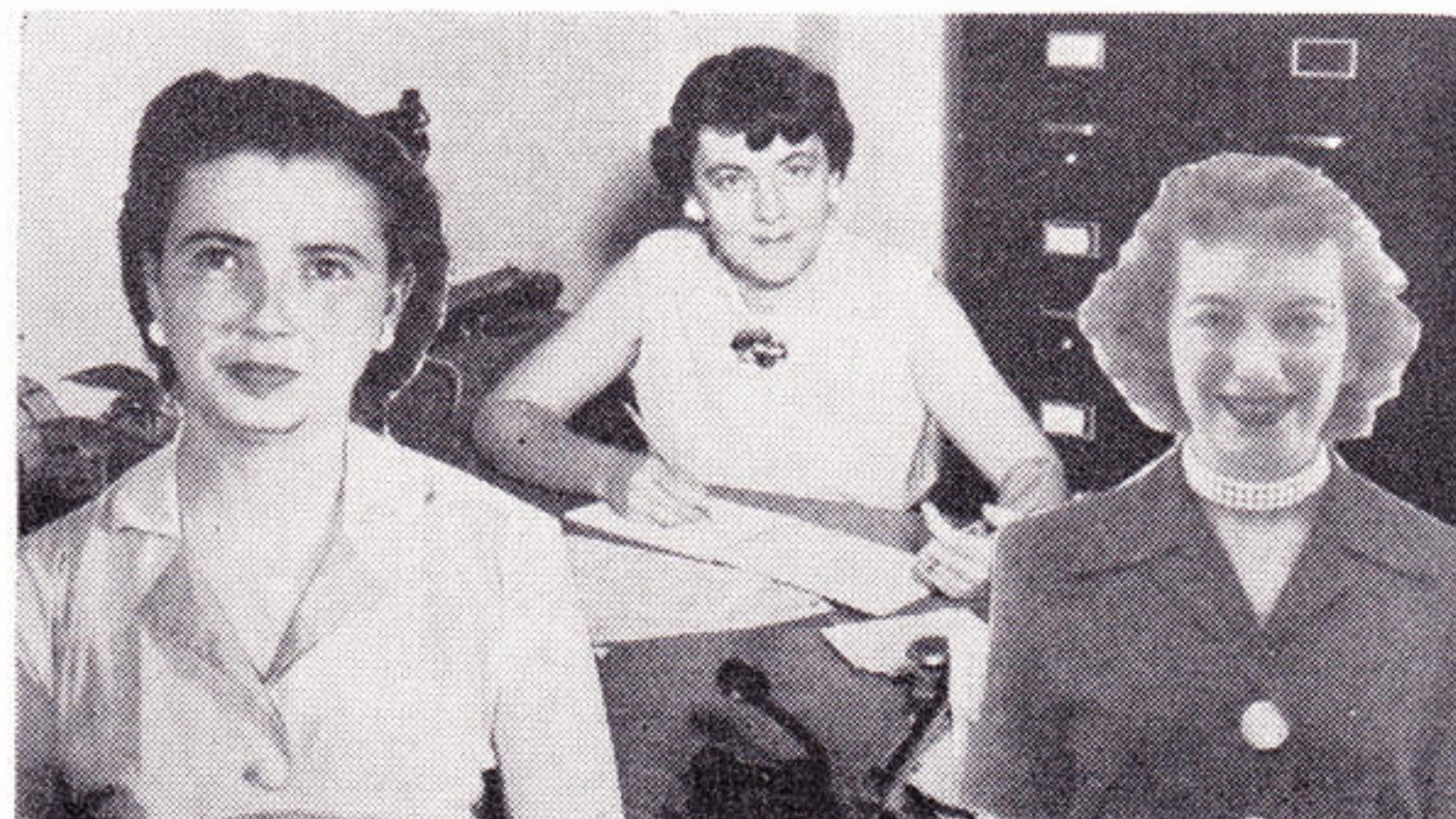
Look at this summary for May and June, 1952, for example: burns and scalds, 3; caught between and struck objects, 15; cut-outs on poles, 4; cuts and punctures with sharp objects, 12; dog bites, 5; electric burn and shock, 6; falls—same level, 2; falls—different level, 1; flying particles, 13; sprains and strains, 14; poison oak or ivy, 4; others, 5. Add to this 14 motor vehicle accidents.

Why do they happen? For many reasons, the safety department says. A rough estimate of the causes of accidents which affected Gulf States employees last year were: lack of knowledge of job, 35 per cent; human failure, 35 per cent; poor supervision, 5 per cent; failure of equipment, 5 per cent; unaccounted for, 20 per cent.

Do they have to happen? No—a great majority could have been avoided, and some Gulf States departments are proving it. As this issue of Plain Talks was being compiled, the Baton Rouge meter and service department completed 16 years without a single lost-time accident. The entire Navasota division was free of a lost-time accident during 1948; Port Arthur did the same thing in 1950; and Orange had a similar record last year, to name a few of the impressive accomplishments.

Although it's doubtful that any organization as large as Gulf States — and with as many varied and difficult operations to perform — can hope to be completely free of lost-time accidents, the company hopes that with a continuation of the constantly improving safety effort developed over the past 30 years or so, employees can look forward to a day when such mishaps are truly a rarity.

NEW EMPLOYEES at three Gulf States offices are shown here. Left, Miss Rose Mary Hawthorne, Woodville; center, Mrs. Emma Romero, Orange, and right, Mrs. Maureen Baker, Port Arthur.





Mr. and Mrs. Ray Poole, who became parents of Miss Rhonda Carleen Poole July 19. The infant weighed 5 pounds, 1½ ounces. Mr. Poole is an employee of the Port Arthur meter department.

James Key, Navasota meter department, whose wife gave birth to a son, James Key, Jr., on August 4.

Tom Stiteler, Beaumont t & d, whose wife gave birth to a son, named Thomas Chris, July 25. He weighed eight pounds, 15 ounces.

J. A. Misenheimer, Beaumont t & d, who became the father of a son, Hugh Warren, June 14. Young Mr. Misenheimer tipped the scales at seven pounds, two ounces.

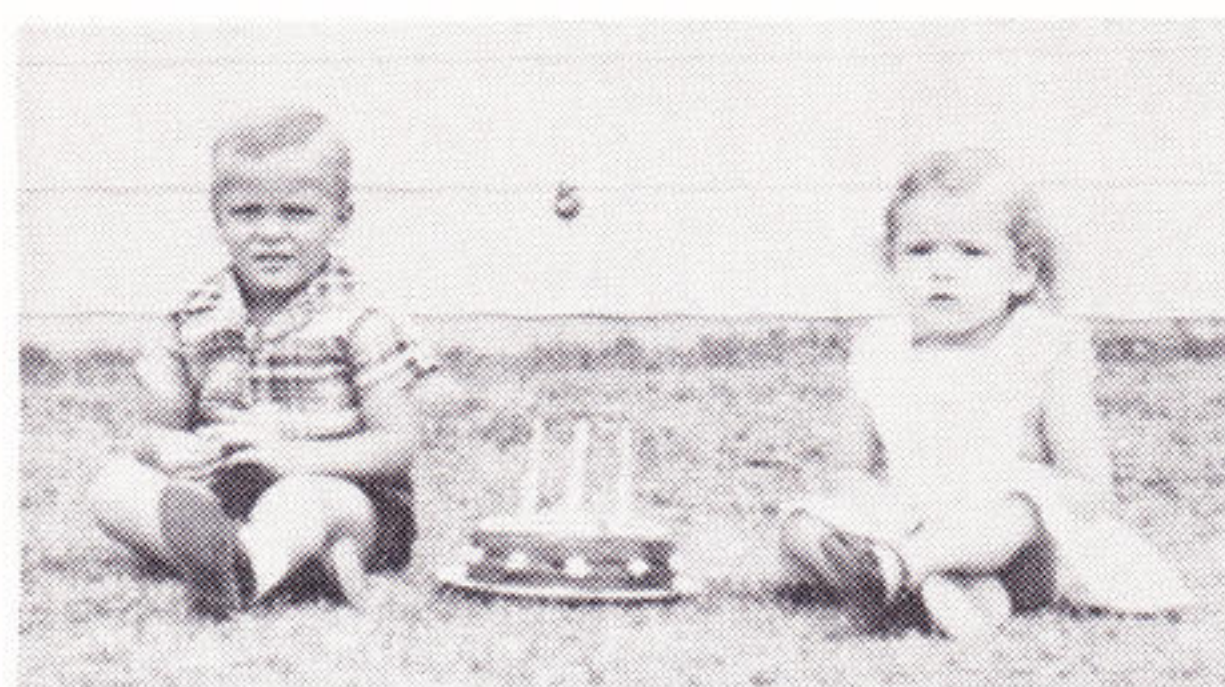
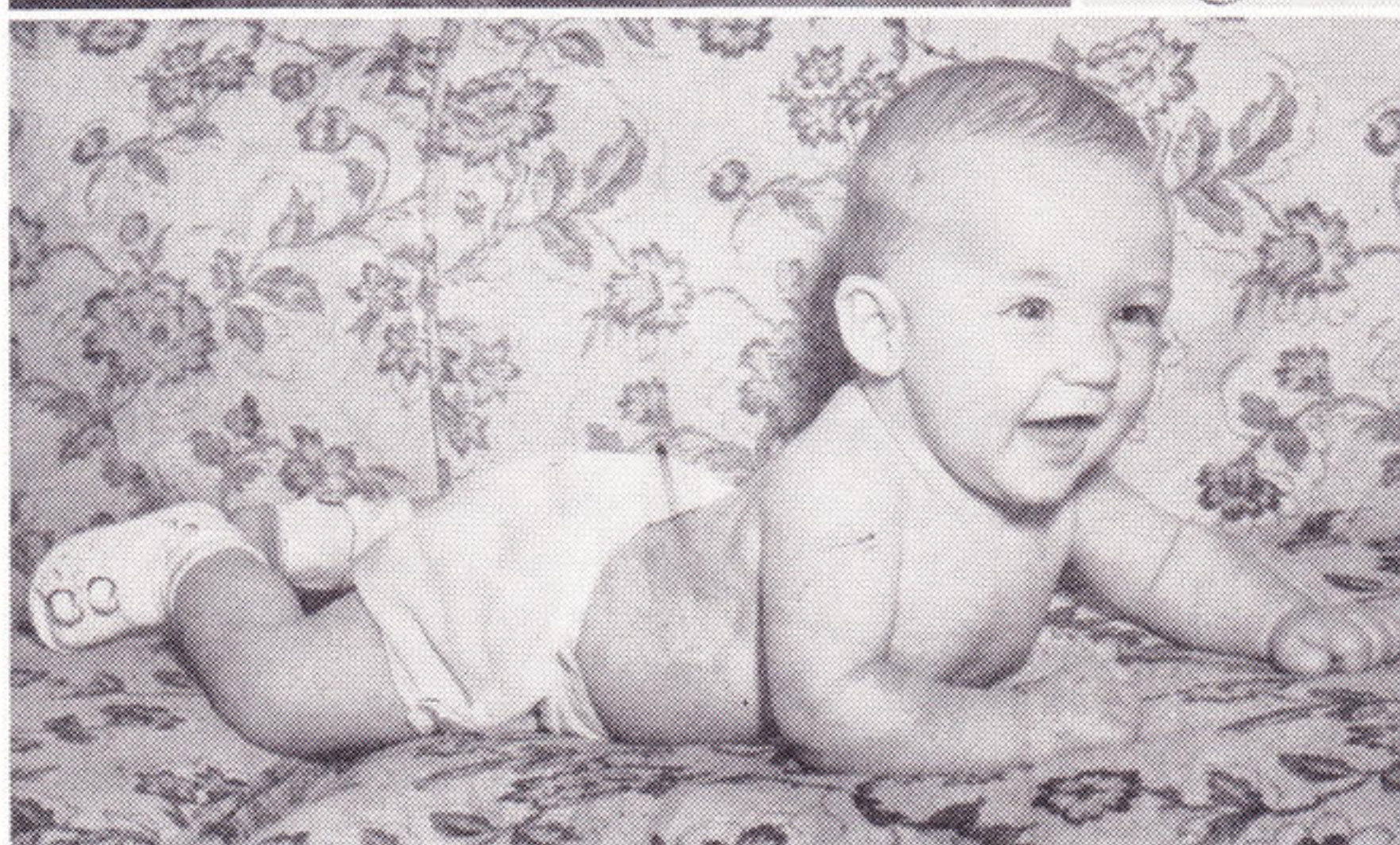
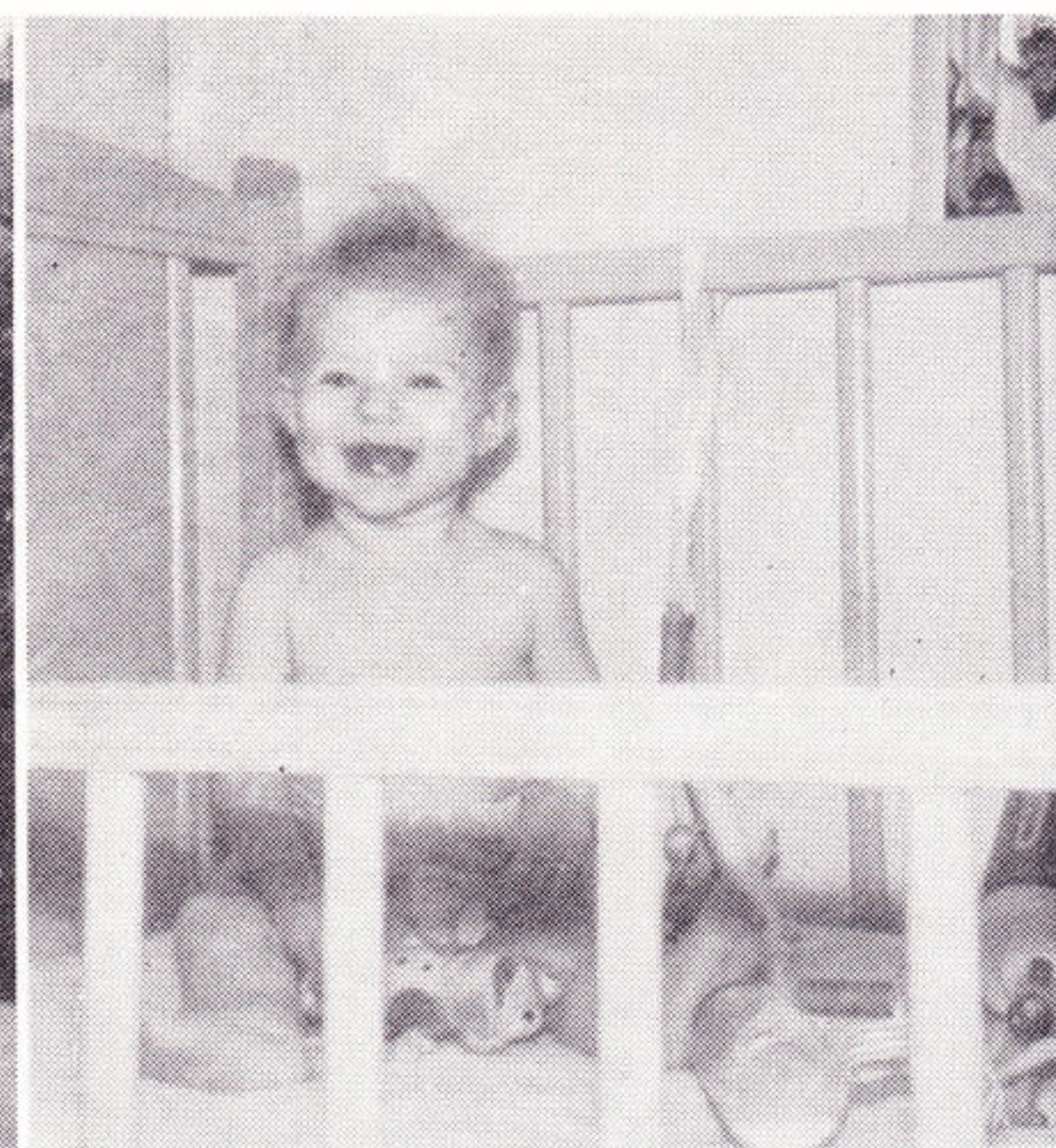
E. P. Traiteler of Beaumont, system engineering, whose wife gave birth to Miss Jeanne Marie Traiteler, weight seven pounds, 4½ ounces, early on the morning of August 3.

R. Marcus Andrews, Baton Rouge residential sales superintendent, who now has two sons to help him mow the grass. The latest addition, a six pound 13 ounce husky, named Dan Frank, arrived August 1. Marcus and "Pinky" are receiving congratulations from all corners.

Harry Sumrall, who proudly announces the arrival of an eight pound, nine ounce son, Kenneth Harry, on August 13. Ken is the first child for the happy Sumralls. Harry is in maintenance at Louisiana Station.

Charles D. Goodman, Navasota line crew, whose wife gave birth to a son on June 20.

Roy Franques, Lake Charles engineering department, whose wife gave birth to a 7-pound, 14-ounce son, named Michael Roy Franques, at St. Patrick's Hospital in Lake Charles July 29.



GROWING With GULF STATERS

AT TOP LEFT are Patsy and Earl Mayfield, Jr., daughter and son of Mr. and Mrs. Earl Mayfield of Jennings, taken on the porch of their new home. Earl, Jr., starts school this year. Happy youngster at TOP RIGHT is Peggy June Carlisle, daughter of Reid Carlisle III and granddaughter of Mrs. June Carlisle, secretary to the president. CENTER LEFT is Lionel Elmer Partin, son of George W. Partin of Westlake, who works in the Lake Charles transformer shop. CENTER RIGHT is Michael Lee Hinyub, grandson of Mr. and Mrs. George W. Hall of Jennings, all set to clout one over the fence. Two children at LEFT are Yerby Lee Hughes III and Dorothy May Hughes, son and daughter of Yerby Lee Hughes, Jr., formerly of Navasota but now at Ft. Bliss, near El Paso. Their grandfather is Y. L. Hughes of Beaumont. At BOTTOM is demure Paula Anne LeBouef, daughter of William J. (Jay) LeBouef of the Port Arthur accounting department.



A Brave General Said It

"This is a hell of a way to die," said the general, as they lifted him into the ambulance.

Put these down as words to be remembered. Remember them as words that speak the bitter tragedy and the utter irony of accidents. Maybe we should put the words on the highway billboards. Or paste them on dashboards near the speedometers or on rear license plates. Better still, pin them on your hat close to your driving sense:

"A hell of a way to die."

Tough words of a tough man. A man feared by the whole Nazi army. A man who had known the stark danger of war — danger that is continuous and terrible even with caution and preparedness. A man who had seen the bloody violence that is necessary once a war is on. A man who was himself brave and shrewd and appreciative of life.

But General Patton died — a few days before Christmas, 1945 — as a result of an ordinary traffic collision between a truck and the car in which he was riding on a game hunting trip. Just a peace time motor vehicle accident. The kind that happens every day on our streets and highways "over here."

It was what some people call **just one of those things.**

The eulogies for General Patton have long ago been spoken and written. But, whatever else is remembered about him and his accomplishments, let's also remember those prophetic words which, without pointing the accusing finger at anyone in particular, do forcefully and convincingly state the whole case against accidents.

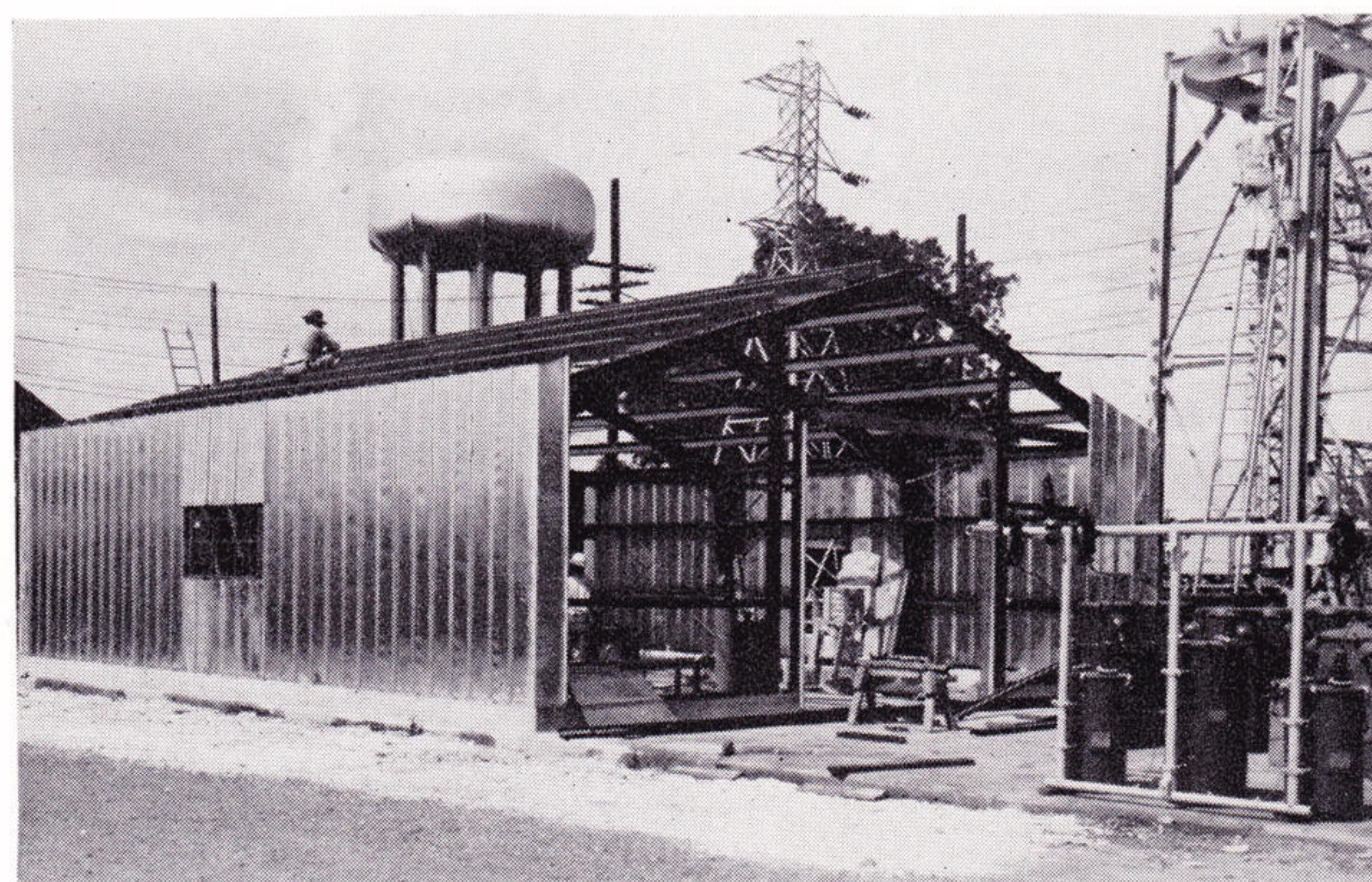
Yes, even in his last battle — for his life — hard fighting General Patton charged forward against an enemy of mankind that is still to be conquered.

The general gave us a battle cry:

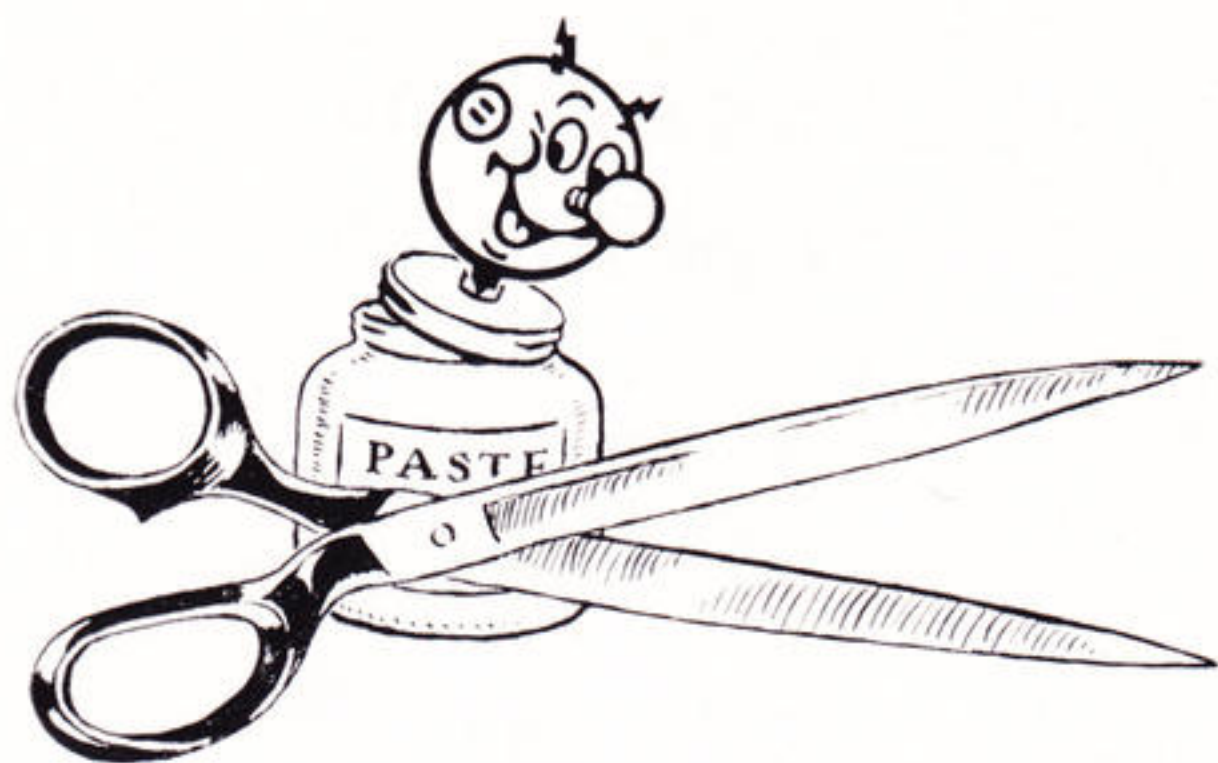
"This is a hell of a way to die."



VACATIONING GULF STATERS are seen in these pictures taken a long way from this part of the country. Top left are Mr. and Mrs. Melvin C. Garman of Jennings with children, M. C. and Adele, at Fort Ticonderoga, in upper New York State. In three weeks they covered 5,300 miles, including parts of 23 states and two provinces of Canada. At right are Mr. and Mrs. William Goff of Baton Rouge, posing before thundering Klamath Falls in Washington during a trip to the far West. Faces of the presidents sculpted in the rocks of Mt. Rushmore, South Dakota, form the background for a family vacation portrait of Mr. and Mrs. T. D. Brooks and sons, Paul and Tomboy, who live in Jennings. They covered 17 states and two provinces in Canada.



A NEW EQUIPMENT BUILDING for the Baton Rouge t and d department will be ready for operation by the time this issue of Plain Talks appears. Situated on the service center lot, just north of the substation, the new building is shown here in the middle stages of construction. Painters may be seen putting finishing touches on the large lifting tower, to the right of the new building.



scissors & paste

Chasms of Error

The history of Federal projects has shown that actual costs far exceed estimated costs. It seems to be standard procedure to obtain approval for projects on one figure in order to get started, knowing full well that the ultimate cost may be two or three times the original cost.

A recent study of 46 Federal projects by the Corps of Engineers and the Bureau of Reclamation shows that the early estimates of these projects totaled \$1,579,000,000. However, last year they were estimated to cost, when completed, \$4,567,000,000. In other words, they missed their guess by \$2,988,000,000 — or a margin of error of 189 per cent.

To be more specific, let's consider the three major projects now under construction in the two Dakotas: Garrison, Fort Randall and Oahe dams. Originally these projects were estimated to cost \$255,000,000. In 1950 they were re-estimated to cost \$602,000,000. And today they are estimated at over \$776,000,000. Approximately \$282,000,000 has been spent and collectively they are not one-third completed.

—R. D. Furber

Today's Biggest Problem

For twenty-two years the Harvard Business School has been holding a one-day summer conference for businessmen. Purpose of the conference has been to bring the best thought of faculty and industry leaders to bear on the one subject most important to businessmen for that year.

Before reading the next line, stop for one minute or so, close the book and see what was chosen as the subject of the conference held this year on June 7.

Here is the title:

"Getting People to Do Things."

—CAPS and lower case

The Indifferent Voter

The voting record of the American people is disgraceful. In the 1948 presidential election, the Truman triumph, only 51 per cent of eligible citizens voted. The voting percentage of Belgium is 90, of Italy 89, of England 82, France 75 and Japan 70.

—Beaumont Enterprise

Socialism and Communism

One of the great enigmas of our time is the inability of so many so-called intellectual leaders to comprehend the inherent kinship between socialism and communism.

Confused and misled by the semantics of collectivist planners, fuzzy-minded liberals are actually selling America down the road to Communism.

But Noah Webster was not confused.

His definitions of socialism and communism are classics of brevity, simplicity and clarity. The words are there. The meaning is clear. The kinship is in bold relief.

Here is the way he describes the two:

SOCIALISM — a political and economic theory of social organization based on collective or governmental ownership and democratic management of the essential means for the production or distribution of goods.

COMMUNISM — Any theory or system of social organization involving common ownership of the agents of production, and some approach to equal distribution of the products of industry.

The economic goals are identical. Both demand an end to private property. The objective is collective ownership wherein the individual is submerged and the group in the form of an all-powerful state becomes almighty.

But the abolition of property carries with it a penalty as inexorable as death.

Destroy private property and individual freedom loses meaning.

Destroy private property and political democracy is dead.

Destroy private property and man becomes a tool of production in the hands of the state.

The evil that is collectivism — be it socialism or communism — is the peculiar menace of our day because an individuals, as communities, and as states we are shrieking the responsibilities that accompany man's God-given freedom of self determination.

It is the free man's responsibility to rely primarily on his own efforts for his welfare and security, and to look for help only when his own means fail.

Dependency has become the curse of our generation. It is the debilitating disease that weakens and destroys.

The International Labor Organization's blue-print for social reform and the United Nations' belief that the state must assume the burden of traditional family responsibilities, both of which are reported in Washington Report this week, are but symptoms of the curse of dependency."

—Washington Report

A New Emily Post

A new "Emily Post" has been published by Interstate Power Company. It is called the "Code of Courtesy." There is nothing in it about dinner parties or weddings. But it does prescribe rules that a utility employee should follow to win the friendship of the customers for himself and the company. Here are the ten basic rules the booklet lays down:

1. Treat every customer, every employee as you want to be treated in the same circumstances (the Golden Rule).

2. Be truthful. Build us confidence in your work.

3. Neither ignore nor evade a question. It is better to say you don't know than to bluff or make up an answer, especially if asked about company plans or rates. Say that you'll find out and then do so.

4. Never make a promise that you can't keep nor that involves another person without his knowing it. Having made a promise do all in your power to see that it is fulfilled.

5. Say "thank you" sincerely, in a clear pleasant tone—not gruff, nor short, nor perfunctory.

6. Remember the value of "please" when you make any request.

7. Smile often and show that you mean it.

8. Accept responsibility. Don't pass the buck. And don't hesitate to admit an error.

9. Do not contradict anyone or argue, for friendship was never made this way.

10 The best way to make a friend is to BE one, and the time to make friends is BEFORE you need them.

'Rush Order'...

THEY MEAN WHAT THEY
SAY IN PORT ARTHUR

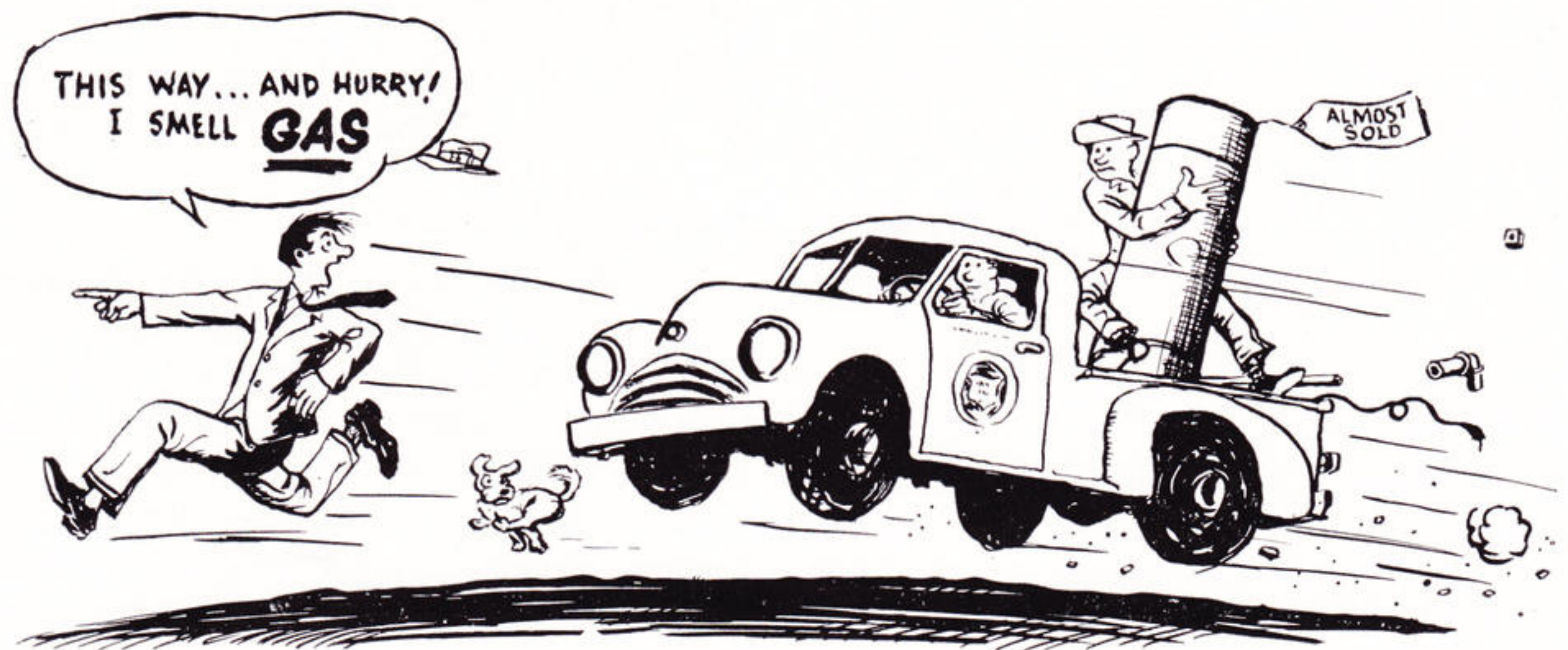
Slightly altering a battlefield rule of the famed Confederate cavalryman, General Nathan Bedford Forrest, a Gulf States sales department employee a Port Arthur this month added a post script to the familiar GSU pledge of "Dependable Public Service."

It reads, "Git Thar Fustest With the Bestest." Here's the story:

A customer who had been using an electric water heater called the Port Arthur service department and said her heater was leaking. A GSU serviceman, Verlin McGee, went to the address and discovered that the appliance had failed, and that it would be necessary to replace it. Then a hitch developed.

The customer told Mr. McGee she had decided to purchase a gas water heater and was going to call the gas company. He returned to the service department and immediately telephoned the sales department. He advised residential sales representative Joe Prejean of the situation.

Joe wasted no time calling on the customer, and he succeeded in selling her an electric water heater. **BUT**, she informed the Gulf Stater, the electric



water heater had to be delivered **immediately**. The customer explained that she already had called the gas company, and if they delivered a gas heater before the electric heater arrived, she would go through with her plans to buy a gas heater.

Joe hastily informed operating superintendent F. W. Merrill of his urgent need for a half-ton pickup truck and helper in order to deliver the heater — pronto. Mr. Merrill supplied both without delay and the heater was delivered within minutes and installed

in the customer's house. As it was being connected for use the gas company representative appeared on the scene and was told by the customer that he was too late — she had purchased a 52-gallon electric water heater!

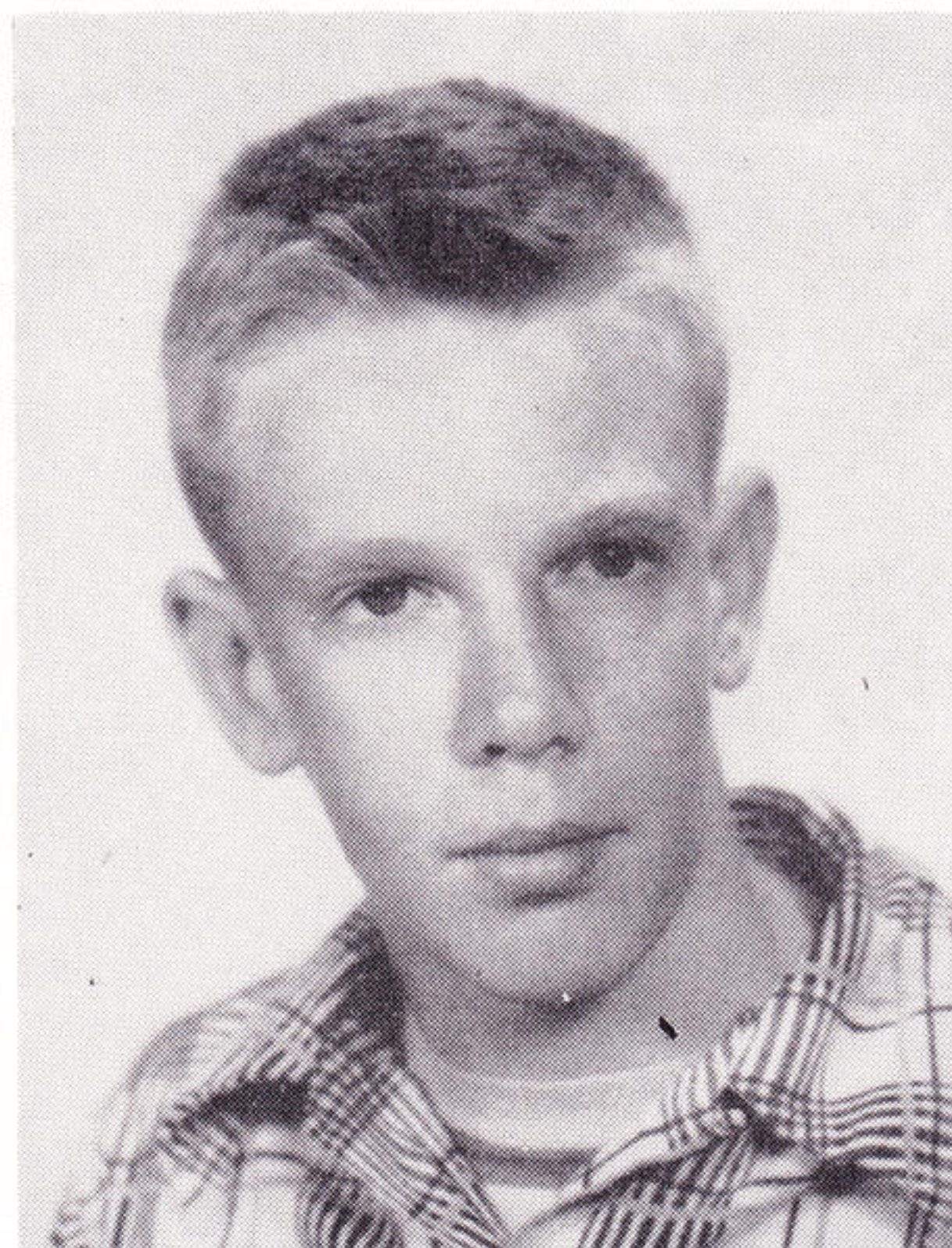
Orchids to Mr. Prejean for his energy and initiative, which Port Arthur sources say is typical of their wide-awake sales department and helps prove to everyone concerned that electric service is the logical choice for heating water in homes.

Employee's Son Praised for Contest Essay

The July issue of "Public Service Magazine," which is published each month at St. Paul, Minnesota, includes an essay written by the son of a Gulf States employee. The author is 14-year-old Rogers Craig, student at Beaumont's French High School. Rogers is the son of Mr. and Mrs. R. M. "Matt" Craig, and his father, an engineer specialist in Beaumont, completed his 24th year with the company in July.

The title of young Craig's essay is "Why the Private Practice of Medicine Furnishes This Country With the Finest Medical Care," and he received second place and a cash prize for the work in a Jefferson County Medical Society Auxiliary essay contest. Because much of his information was obtained through reading the magazine, publisher C. W. Battley asked the family's permission to include the essay in his July issue.

In a letter to Mrs. Craig, he commented that he read the essay with



"a great deal of interest" and considered the manuscript a "masterpiece for a young high school boy."

Rogers concludes that government-controlled medicine would be bad in the United States because it would "destroy the personal relationship between doctor and patient," lower the quality of medical care, kill the incentive for medical research and abolish the existing "strong spirit of freedom and individual initiative in the private practice of medicine."

He charges that the vast superiority of American medical care over that available in other lands has been achieved "because free men with free minds could work unhampered by government regulations." Rogers also declares: "American medicine is based on freedom and private enterprise. It possesses all the vigor and vitality that competition, ambition, and human hope give to human affairs. The slavery of socialized medicine in Russia has not produced a system that can compare with ours."

PLANNING A TRIP?

Just Pack up and . . . go!

A Gulf States employee was surprised this month to read in Bob Aldridge's "The Beaumont Parade" column, which appears in the Beaumont Journal, the details of a recent trip he made with his wife to the Mississippi Gulf Coast.

The item read:

"Here's how to take a trip, Hewitt P. Robichau, Sr., style.

"Hewitt pushed away from the lunch table not long ago and told his wife: 'If you can be ready in 18 minutes I'll take you to Mississippi to see the kids.' (The kids are Joe Robichau and family in Biloxi, where Joe is stationed. He is a system engineering employee on military leave.)

"I simply cannot make it," said Mrs. Robichau. But you know how grandparents are . . . she wanted to go so very much.

"The Robichau gals, Imogene, Juanita and Mary Jo, looked at each other, winked . . . and flew into action. Fifteen minutes later (with three minutes to spare), Pop and Mom Robichau were starting the car at their 2441 Laurel home. They had no idea what clothes they were taking. But when they arrived at Baton Rouge, where they planned to spend the night, they read a note the girls had given them. It said: 'Small bag is for night stops — it contains night clothes and toilet articles. When you get to Biloxi, take out the big bag.' They followed instructions to the letter.

"Most fun we ever had," later observed Grandpater and Grandmater Robichau."

Mr. Robichau, who's in the billing department at Beaumont, was asking, "How do you suppose he found that out?" Wondering who the "reporter" was, he concluded: "It must have been somebody pretty close to the family."

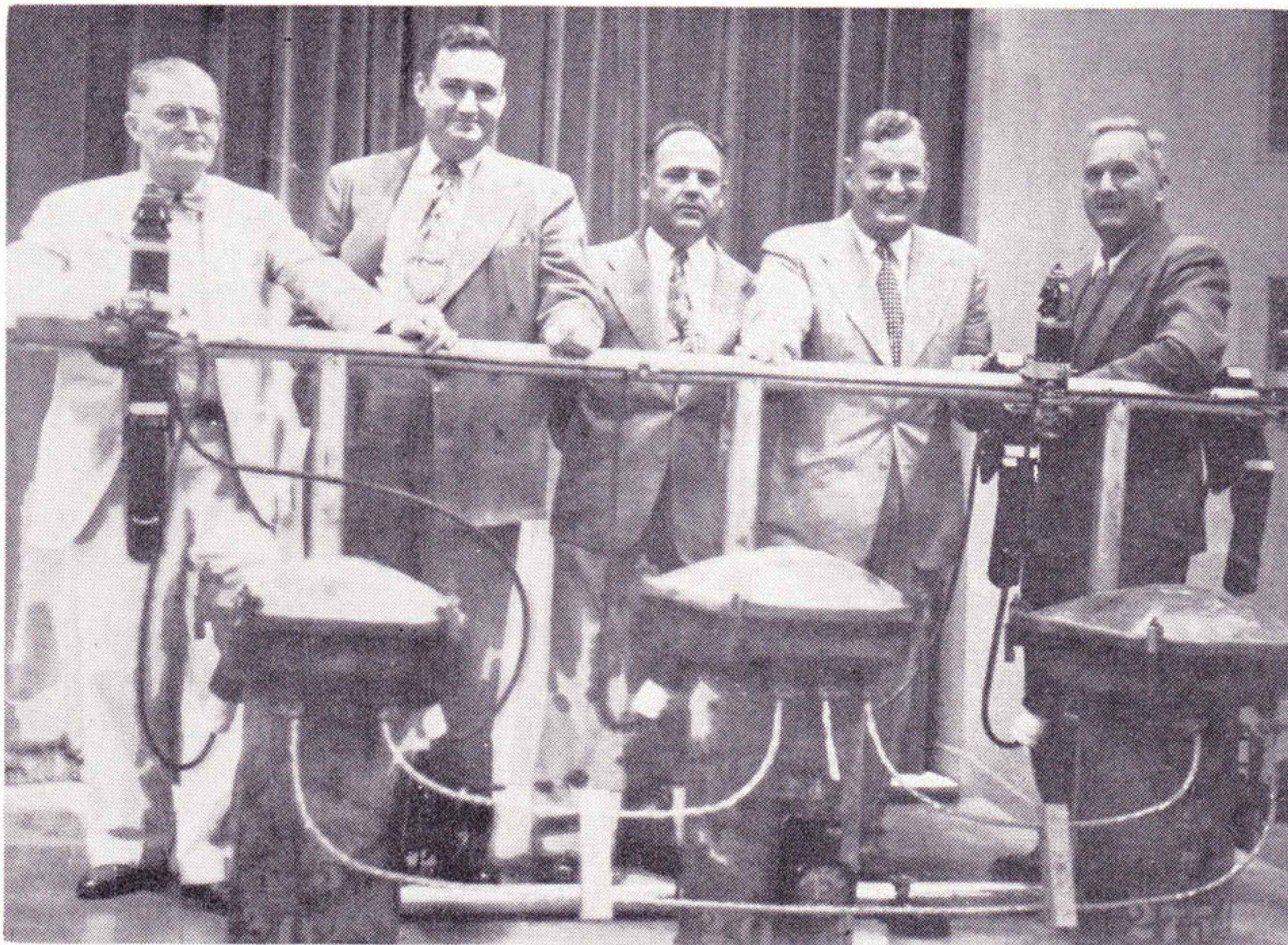
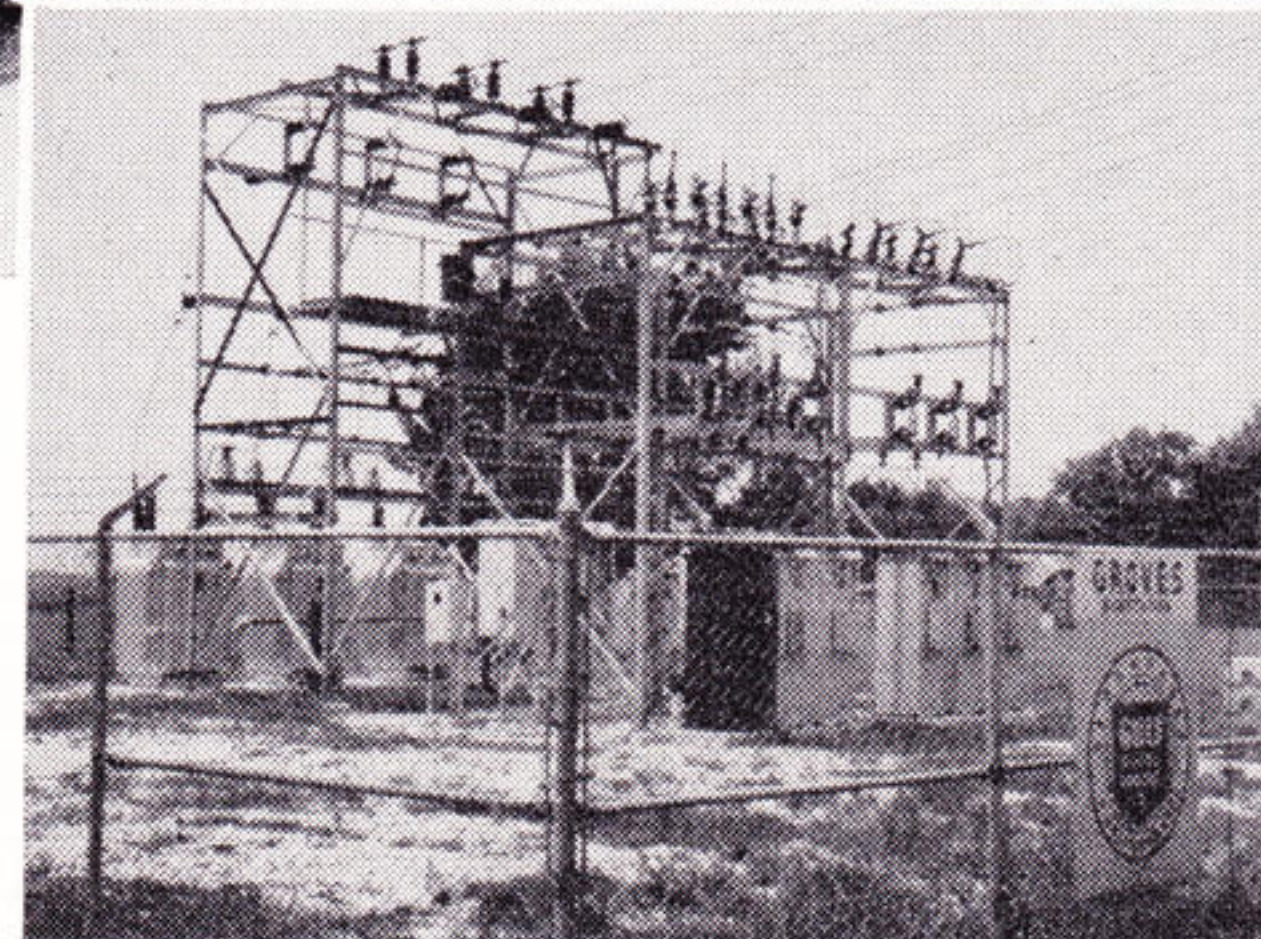


J.S.

Plain Talks



THIS IS GROVES, TEXAS, one of the more unusual communities served by Gulf States. Located just north of Port Arthur, Groves is the home of a good many refinery and industrial plant workers. The unincorporated suburban "town" was built largely in an old pecan orchard, and most streets and homes are shaded from the summer sun by rows of tall pecan trees. At right is the GSU substation at Groves which was placed in use this year.



BATON ROUGE T & D DEPARTMENT furnished the program for the Texas and Lake Charles Division Department Head Meeting held in Beaumont July 27. Presenting their story were the five men shown above: F. G. "Red" Hornsby, Austin Mary, Gerald Hotard, Frank Jones, and J. B. Coltharp, who are standing behind one of their "props". Subjects for discussion included "Efficiency in Handling Records" by Mr. Hornsby; "Atomic Energy for Power" by Mr. Mary; "Determination of Transformer Peak Loads" by Mr. Hotard; and "Prefabricated Transformer Racks" by Mr. Jones. Mr. Coltharp acted as M.C. and summarized some of the activities of his department.

The Baton Rouge t & d department has not only developed several devices for making work easier or faster but have even invented a few of their own. The transformer rack above is one of the devices they have adapted and improved to save many line crew man hours formerly required to install transformers.

plain and *Fancy* talk

By Ernestine Woodward, Berla Whiddon, Dolores Comeaux and Joyce Fournet.

If you'll just let him, Mr. Refrigerator can save you a lot of work in the kitchen, and he also can make your food dollar go further. Why not give him a chance?

Here are a few things to remember in order to get the maximum use out of your refrigerator:

For the Standard Refrigerator

Avoid overcrowding the inside, because circulation of air over and around food is important.

Keep butter, margarine and cheese in covered containers.

Meats should be loosely wrapped in waxed paper and put in the meat keeper — but not longer than five or six days.

Vegetables and fruits should be washed, drained and put in the vegetable pans. But don't wash berries ahead of time.

Cooked foods and leftovers should be covered and placed in the general foods storage zone. Satisfactory covers include aluminum foil, bowl-covers and waxed paper.

Commercially frozen foods should be placed in the evaporator or frozen food compartment.

Commercial ice cream should be put in the evaporator in a hard, solid state; during storage the control should be turned to the coldest setting. Ice cream should be stored on the bottom shelf of the evaporator, and if it doesn't remain hard enough to suit your taste in the original carton, pack it in the ice trays and cover with waxed paper.

For the Dual-Temp Refrigerator

Leave the control for the food freezer on "5" for average conditions, and on "9" (coldest position) for storing frozen foods for a year. In extremely hot weather or other cases of warmth, use "6" or "8" for the fresh foods compartment, but "5" is right for the average condition.

Ice cubes freeze much faster in the food freezer and can be stored in large quantities in a plastic bag for entertaining.

Because of the high humidity in the general foods storage compartment, left-overs **do not have to be covered**, but foods having strong odors **should be covered**. Unwaxed cardboard cartons containing eggs and other foods were not designed to be stored in this compartment. They'll become limp, so

remove their contents and place in refrigerator dishes.

Fruits and vegetables should be stored the same as in a standard refrigerator.

Meats kept only a few days are stored the same as in a standard refrigerator, or placed on platter uncovered, but if kept longer should be wrapped for freezing and placed in the food freezer.

Can Help in Preparing Meals

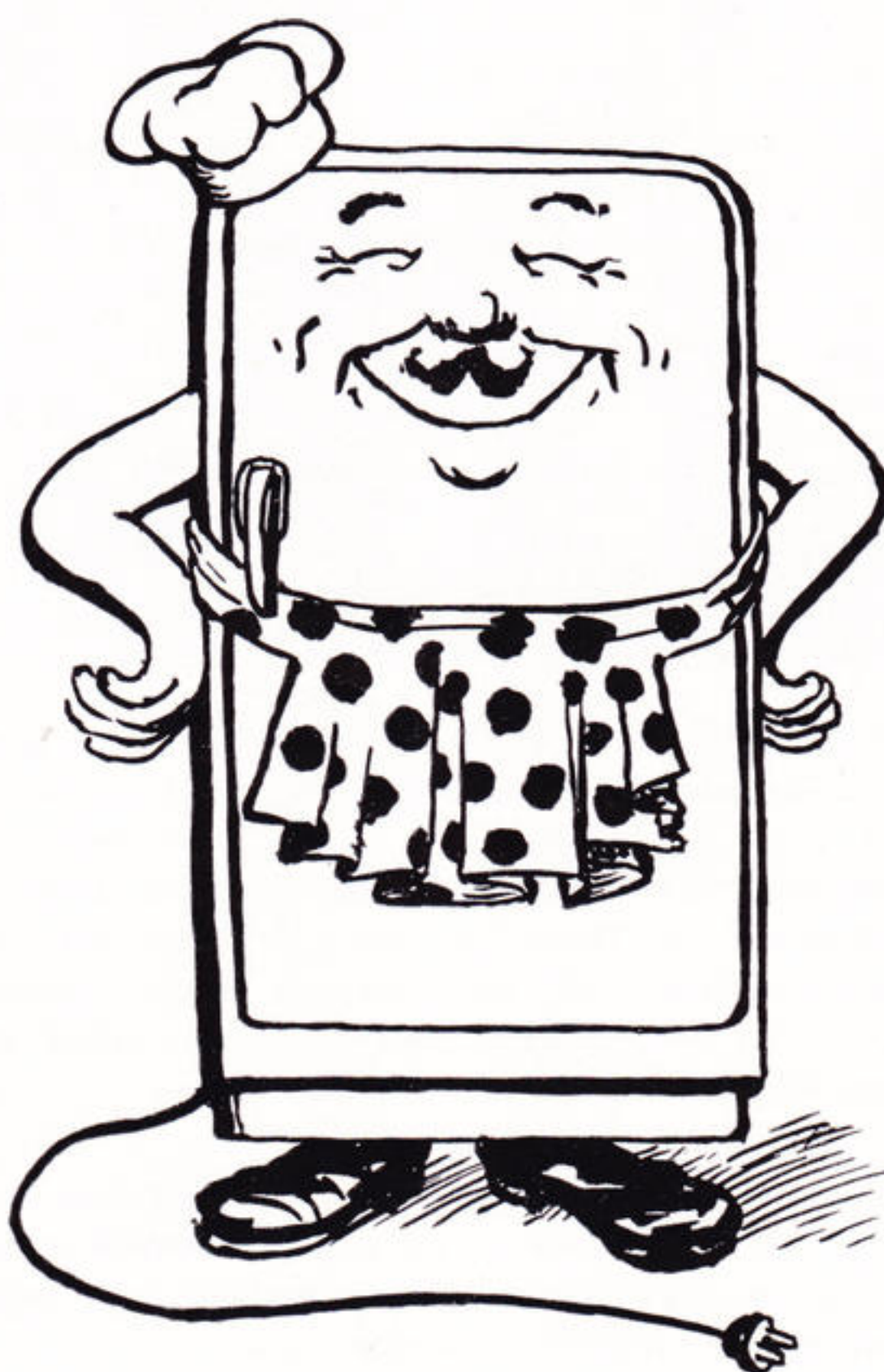
Your modern electric refrigerator will do much more than keep your foods in good condition — it's a valuable helper in preparing meals. For instance:

IT FREEZES flavored and decorative ice cubes for party deserts; smooth-textured desserts and salads; ice cream pies.

IT CHILLS gelatine desserts and salads; chiffon pies or individual molded salads.

IT HOLDS dough for rolls and cookies; brown-and-serve rolls; sandwiches made for a party; certain types of main dishes such as casseroles, stews and hamburger patties; quick mixes for biscuits, cornbread and others which can be made at home and kept on hand in covered containers in the refrigerator.

In an adjoining panel are shown a number of recipes which your refrigerator can help prepare. Try 'em and see!



CHERRY SALAD

(Has a Festive Air)

- | | |
|----------------------------------|-------------------------------|
| 1 can red sour cherries | $\frac{3}{4}$ cup Sherry wine |
| $1\frac{1}{3}$ pkg. cherry jello | 1 cup pecans (chopped) |

Drain cherries and soak in wine for 1 hour. Dissolve Jello in cherry juice, (heating on range). Allow for the $\frac{3}{4}$ cup wine used when you measure cherry juice. Cool, add cherries and wine. Congeal slightly, add pecans, let congeal and serve on lettuce leaf with your favorite dressing.

CRAB MEAT MOUSSE

- | | |
|---|--------------------------------------|
| 2 Tbsps. unflavored gelatin | 1 Tbsp. Worcestershire Sauce |
| $\frac{1}{2}$ cup cold water | 1 tsp. salt |
| 2 3 oz. pkg cream cheese | $\frac{1}{2}$ tsp. black pepper |
| 1 $10\frac{1}{2}$ oz. can of cream of Mushroom Soup | $\frac{1}{4}$ tsp. red pepper |
| 1 cup mayonnaise | 1 $6\frac{1}{2}$ oz. can crab meat |
| 1 small onion, grated | 1 cup celery, chopped |
| Soften gelatin in $\frac{1}{2}$ cup cold water. | 1 16 oz. can cranberry jelly, sliced |
- Combine cheese, soup, mayonnaise, onion, Worcestershire Sauce, salt and pepper in sauce pan. Cook on low heat, stirring often until blended. Remove from heat; add gelatin, stir to dissolve. Add crab meat and celery. Pour into greased individual molds. Chill. Unmold on sliced cranberry jelly, or turn to ring mold. Chill. Unmold on lettuce and garnish with ripe olives and cranberry rings.

EL PASO CRUMB CAKE

- | | |
|-----------------------------------|--|
| 1 stiffly beaten egg white | 1 cup fruit (peaches cut in $\frac{1}{2}$ " cubes) |
| 2 Tbsps. sugar | 2 cups cake crumbs (broken into $\frac{3}{4}$ " cubes) |
| $\frac{1}{2}$ pint whipping cream | |
| $\frac{1}{4}$ cup nuts, chopped | |
- Whip cream and combine with stiffly beaten egg white and sugar. Mix cake crumbs, nuts and fruit; fold in combined cream and egg white. Place in refrigerator to chill. **Do not freeze.** Serve with topping of whipped cream and cherries. Serves 6-8.

FROZEN BANANA NUT PIE

- | | |
|---|---|
| $1\frac{1}{4}$ cups finely crushed chocolate wafers | 2 medium ripe bananas |
| 2 Tbsps. sugar | $1\frac{1}{2}$ pts. vanilla ice cream |
| $\frac{1}{3}$ cup melted butter or margarine | $\frac{1}{2}$ cup coarsely chopped nuts |

Mix cookie crumbs and sugar; add butter and blend thoroughly. Press evenly and firmly in bottom and sides of 9 inch pie plate. Chill in food freezer or refrigerator while preparing filling.

Cut bananas into 1-inch pieces and place in large mixer bowl. Beat at low speed (Speed 2) increasing to high speed (Speed 6) until bananas are mashed; then add ice cream and nuts. Beat at low speed about 2 minutes. Mixture should not be melted, but should hold its shape as you pour it into chilled chocolate crust. Place pie in food freezer and freeze until firm. When ready to serve, allow pie to stand at room temperature for 15-20 minutes before cutting. If desired, 2 Tbsps. of cookie crumbs may be held in reserve to garnish top of pie.

LEMON MILK SHERBET

- | | |
|------------------------|----------------------------------|
| 1 cup granulated sugar | 1 pint milk |
| Grated rind of 1 lemon | $\frac{1}{3}$ cup lemon juice |
| | $\frac{1}{4}$ tsp. lemon extract |

Combine sugar, lemon juice, lemon rind, and flavoring. Add milk and stir until the milk is completely dissolved. Pour into freezing tray and freeze firm. Remove to mixing bowl and beat with electric or hand beater until mixture becomes light and creamy. Return quickly to freezing tray and allow to finish freezing.

FOR AUTOMATIC REFRIGERATORS

FRESH STRAWBERRY ICE CREAM

- | |
|--|
| $\frac{1}{2}$ Can Sweetened Condensed Milk |
| $\frac{1}{3}$ C. Water |
| 1 C. Crushed Strawberries |
| $\frac{1}{4}$ C. Sugar |
| 1 C. Heavy Cream |
1. Combine Condensed milk and water — Chill —
 2. Sweeten strawberries to taste. Stir into milk mixture.
 3. Whip cream to custard like consistency. Fold into chilled mixture. Pour into freezing tray. Freeze.

Story Ends at Caldwell

by ALMA GREATHOUSE

The lights are out! Those four words mean more today, personally, than ever before.

Why? Because ordinarily, when service was resumed, the incident was quickly forgotten. But today, it is a different story. When the lights are back on, Gulf States will no longer be operating inside the city limits of Caldwell, and that writes finis here to 10 years with one of the finest companies and the finest bunch of folks that can be found anywhere.

The City of Caldwell has purchased the Gulf States Utilities Co. property and equipment within the city limits. The deal excluded the Gulf States substation and certain designated poles which carry GSU transmission lines to rural customers. The transfer was made on this date, July 28.

Ten years ago, on August 1, 1942, I started to work with the company — W. T. Thagard was local superintendent and Johnnie Strait was serviceman. That first day (oh, dear) the line crew from Navasota was sitting in front of the office as I came to work, and Holly Downs remarked, "That must be the new girl — she's coming to work at 7:30. Brother-r-r, has she got lots to learn!"

And I did learn, too. I learned that all down the line, the folks weren't just people to work for, but they were all fine, friendly and helpful. Even the big officials who take time to stop by and say "hello" and shake your hand — they make a "little" fellow feel mighty good.

Like the time Mr. Nelson, Mr. Faber and Mr. Allen came to see us. My!

How we did house-clean. Mr. Thagard met them in Bryan and they were to be here at 2:30. Jack Jordan (our serviceman) and I were anxiously waiting for them, and we were just a little nervous about making a good impression. We put the lights on in front, and when they came, Mr. Thagard kept pointing to the lights that were burning. I thought he meant put them all on, so I put on all 12. Then I realized my error. He meant for me to put out the two we had burning!

Mr. Nelson said, "What a nice reception — all the lights burning." But, shucks, he just smiled and shook my hand, and Mr. Faber started asking about my name, which was a hard one to remember (St. Wrba), and Mr. Allen began talking to Mr. Jordan about old times. Right then and there I said these men are "regular fellows," and I'm going to do my job in the very best way I know how.

Well, it's all over now, but to the folks I have worked with so closely, Mr. Hubert Burns, Dinkins, our local superintendent, Mr. Jordan, and all the folks in the Navasota division, it has been 10 wonderful years. I guess I might be getting old and sentimental, but there's a tear in my eye as I say goodbye to everybody and thanks for everything. Especially do I want to thank Mr. Granau, district superintendent, for all the kindness and favors which I'll never forget.

The lights are back on, and guess what? Our air-conditioner won't come on. The city manager just came in and said, "Of all places, this would have to be the one for the current to fail."

Joe Stallcup Resigns

Joe Stallcup, residential sales supervisor in the Baton Rouge Division, has resigned to accept an offer to represent two major appliance companies in a four-state territory effective August 25.

His 18 years with Gulf States has seen Joe in practically every division, beginning with a job as meter reader in Huntsville. From Huntsville, Joe moved on to Beaumont, thence to Jennings, Lake Charles and finally to his last company position in Baton Rouge.

One of the best-liked employees in the company, Joe is going to be missed

by his many company friends and his host of dealer friends throughout the Baton Rouge division. During his tenure in Baton Rouge he has become a fixture at all dealer meetings, and was the spark-plug of numerous sales campaigns. He and Evelyn, or "Squirt" as she is known to Gulf States, were familiar figures at most company functions.

In his new job, Joe will work with Sam Watts, a well known appliance representative in this area. Joe will operate in Arkansas, North Louisiana, North Mississippi and West Tennessee.

Plain Talks wishes him the best of luck in his new venture.

Four Assigned New Posts in Engineering

Personnel assignments for four employees in system engineering, Beaumont, were announced this month by A. E. Beattie, system engineering manager. Y. L. Hughes, F. C. Cordsen, M. H. Elissalde and J. M. Geen were named in the bulletin, dated August 15, and the new assignments were to take effect the following day.

Mr. Hughes, formerly equipment engineer, has become project engineer, where he will be responsible for major projects in the t & d section, working with Mr. Lee. The new project engineer came to work with the company in 1926 as a distribution clerk in Beaumont and later worked as transportation clerk, office engineer and assistant superintendent of distribution at Port Arthur and Orange. Mr. Hughes, an electrical engineering graduate of Mississippi State College, became equipment engineer in Beaumont in 1948.

Mr. Cordsen, formerly chief draftsman, now is equipment engineer, reporting to Mr. Sherwood. A graduate of Tulane University, he joined the company in 1933 as a helper at Lafayette and progressed to his present position via assignments as load dispatcher, estimator, engineer and draftsman. He took time out during the war to serve in the navy and attained the rank of lieutenant before returning to Gulf States in 1946.

Mr. Elissalde, who has been engineering specialist, now is engineering supervisor, having overall supervision of design drafting and all phases of detail design work including overhead and underground. He will be responsible for assigning work to engineers in the design section and will report to Mr. Spencer, design engineer. Mr. Elissalde, a Gulf Stater since 1935, joined the company as meter clerk in Baton Rouge and became an engineer in 1938. He is an L. S. U. engineering graduate.

Mr. Geen, formerly senior draftsman, has been assigned the post of chief draftsman, having direct supervision of engineering helpers, draftsmen and clerks in the design-drafting section, and will report to Mr. Elissalde. He began his Gulf States career as rod and chainman in Beaumont in 1935, and was made draftsman in 1941. All his nearly 17 years with the company have been spent in Beaumont.

ANSWERS YOUR QUESTIONS Quiz-Me TOP

By CAPPY DICK

Author of "The Pastime Book"

Here's an educated Quiz-Me Top that's fun to own because it answers questions for you. Just ask the top a question that can be answered "yes" or "no;" any foolish question will do. Then spin the top and it gives you the answer. The answer is more likely to be funny than it is to be right, but that makes no difference because the purpose of this stunt is pure fun.

A large cardboard box-cover makes a good board upon which the Quiz-Me Top can perform. Turn the cover bottom-side up so its sides form a fence (see Figure 3). With pencil and ruler,



divide the lid into halves. The right half is the "yes" side; the left half is the "no" side. Mark off 16 squares on each side, putting numbers in them from 1 to 8, as in Figure 3.

To make the top itself, use an empty

CEMENT TAG IS FUN



This is an exciting game to play outdoors.

One player is chosen to be "It." It is his job to chase the other players and try to tag one of them to make him "It."

The game is played as in ordinary tag, except that no player can be tagged while he is touching anything made of cement.

Cement makes a runner absolutely safe from "It."

If you wish to do so, the rule can be changed so that a player is safe from being tagged as long as he touches anything made of bricks, wood, or metal.

The more runners there are in this game, the more fun it is, so get your whole gang to take part.

FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

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FIG-1

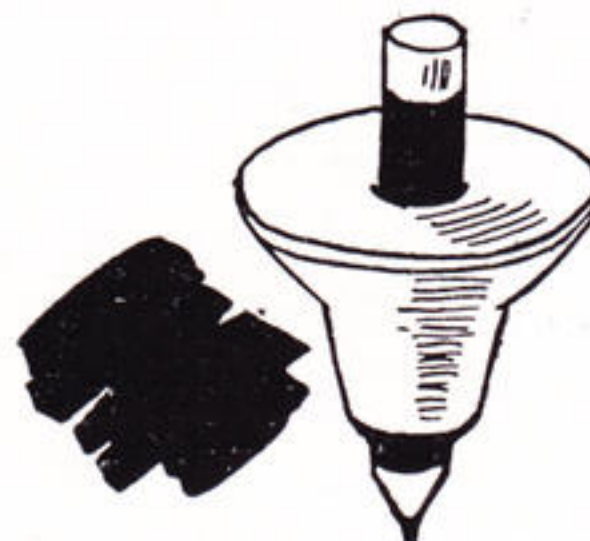


FIG-2

thread spool with one end whittled off as indicated by the dotted lines in Figure 1. Push a pencil stub into the hole of the spool as in Figure 2. The point of the stub should be sharp. You will discover it is easy to spin the top by twirling the pencil between your fingers.

The first player asks the top a "yes" or "no" question and spins it. If the top stops spinning in the "yes" side of the box, the answer is "yes." If it stops in the "no" side, the answer is "no."

The player may also ask the top any question to be answered with numbers. For example, he may ask how many days will pass before there will be stormy weather. Then he twirls the top and watches it closely to observe the number of the square where it actually stops spinning and falls to its side.

You will find your Quiz-Me Top a lot of fun to use when you are playing alone on a rainy day, or when you have a party. Invite your family to play, too. They'll have as much fun with it as you do.

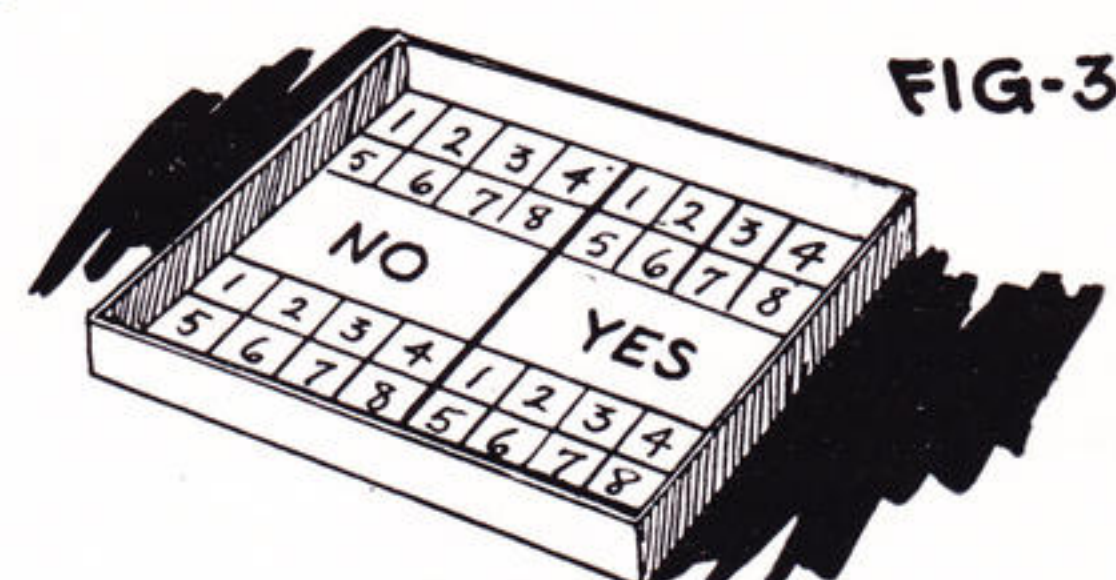
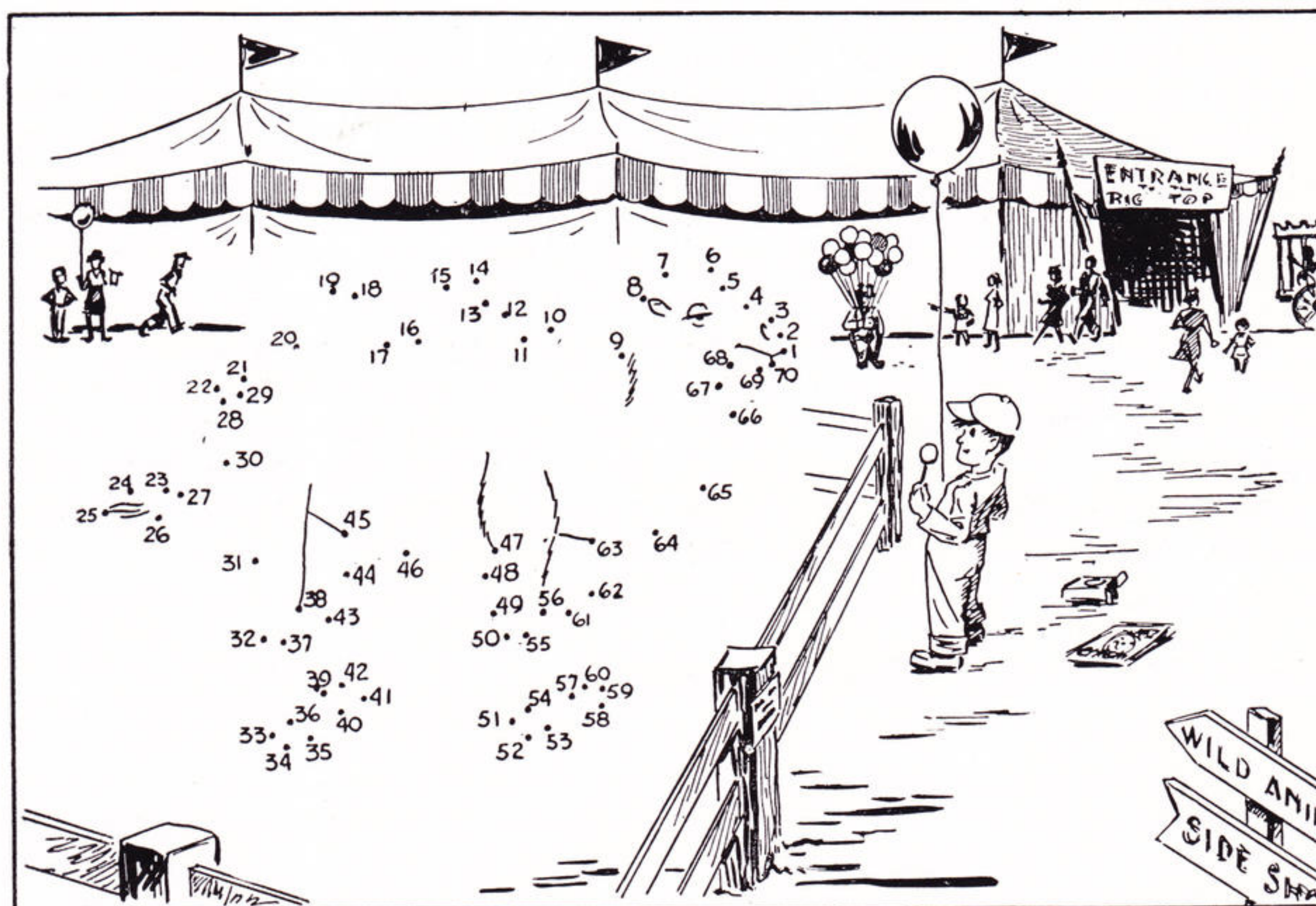


FIG-3

Reveal What This Boy Sees At the Circus



What's this boy looking at? You can find out by connecting the 70 dots with a pencil line. Start at Dot No. 1, go to Dot No. 2, then to Dot No. 3 and so on until the line arrives at Dot No. 70.

FUNNY MESSAGES IN A BOOK

Here is how to get funny messages out of any book. Open the book to any page. Close your eyes. Bring the point of a pin down on the page. Open your eyes and on a piece of paper write the word the pinpoint landed on.

Do this 15 times, using a different page each time. Then see what message the 15 words may be arranged to form. Some very funny results are possible. If you can't fit all 15 words into a message that makes sense, you may discard the useless ones.



Mr. Millikan Retires

Benjamin E. Millikan of the Port Arthur division, member of the Gulf States force for more than a quarter of a century, retired July 31.

Born July 13, 1876, at Sophia, North Carolina, Mr. Millikan began his storekeeper work back in 1902 when he worked as shipping and receiving clerk for the Georgia Railway Company in Savannah, Georgia. In 1909 he was made storekeeper. In 1913 he began to work for Stone and Webster in Savannah, Electric Light and Power Company and in 1918 transferred to Pensacola Electric Company for Stone and Webster. Here he remained until September 16, 1925 when he came to Gulf States as general storekeeper at Beaumont. In August of 1932 Mr. Millikan was transferred to the Port Arthur Division where he was in charge of stores in the general store-room until his retirement July 31st of this year.

Employees of the Port Arthur division had a little get-together for Mr. Millikan a few days before he left. Mr. Hodge, division manager, presented gifts from employees and expressed best wishes from all. Mr. Millikan expressed his deep affection for fellow workers and invited everyone to visit him and Mrs. Millikan at their home at 4060 Chaison in Beaumont.



Gifts presented were a large Coca-Cola ice box, thermos jug ("Little Brown Jug") and fishing pole. Mr. Millikan said before his retirement he was too busy building bird houses and taking care of his flowers to do much fishing but after retirement he plans to do lots of fishing — salt and fresh water.

Mr. Millikan is missed by many who had grown so accustomed to his help, particularly his efforts to make the annual Service Award meetings beautiful with floral decorations.

Three Advanced in L. C.

Congratulations are in order for Ed Ward, Jack Killough and Francis C. Mathis of the Lake Charles t & d department, whose promotions were announced this month.

Mr. Ward was promoted to operations supervisor of the Lake Charles division. He will be responsible for substation, meter and garage departments and will assist the operating superintendent in coordinating activities of those departments with the district line and service department. This is the latest advancement in a career with Gulf States which originated in 1918 at Navasota when Mr. Ward went to work for Western Public Service Co. He has been distribution supervisor in Lake Charles since 1943. His new ap-

pointment was effective August 8.

Mr. Killough has been promoted to general line foreman, and will be responsible for all line construction and line department operations in the Lake Charles and Sulphur districts. His service began in Lake Charles as a lineman in 1926, and with the exception of a period spent at Jennings, he has spent all his more than a quarter-century as a Gulf Stater in Lake Charles. Effective date of his promotion was August 1.

Mr. Mathis, whose GSU service dates back to January, 1937, was promoted this month to line foreman. All of his more than 15 years at Gulf States has been logged at Lake Charles and Sulphur. His new duties began August 16.

Records Fall In Four-in-One Sales Drive

Gulf States' "Four in One" campaign, the big appliance sales promotion employees have been hearing about this summer, wound up an overwhelming success. The pre-campaign quota was exceeded by 59 per cent.

Conducted during May, June and July to sell ranges, water heaters, freezers and window units, the Four in One campaign resulted in sales of 7975 units with a total gross value of \$2,500,000.

Hard work and close cooperation between distributors, dealers and salesmen was cited as the principal reason the campaign achieved such success. F. Parker Allen, Gulf States' residential sales manager, termed it "the most tremendous sales campaign success he company has ever known."

He added: "Congratulations are certainly in order to everyone for doing this outstanding job."

Navasota division led all others in percentage of quota (191 per cent). Beaumont led in total sales (2520). All five of the divisions listed in the final campaign report exceeded their quotas.

By appliances, these were the total sales made: ranges, 1,607; water heaters, 460; freezers, 2,533; air conditioners, 3,375.

In each division, Gulf States was host to distributors, dealers and their sales personnel for a kickoff meeting shortly before May 1. Although the retail sales outlook in many communities was not bright, the campaign was organized with such thoroughness that it carried through the initial period in high gear and never slowed down until brought to a successful close last month.

SYMPATHY

Plain Talks extends sympathy to Arsey L. Borne, Gulf States employee in Port Arthur, on the death of his mother, Mrs. Audrey Borne, who passed away August 15 at the age of 73. Mrs. Borne, widow of the late Hilbert Borne, had lived in Port Arthur 39 years. Her survivors include two sons and two daughters.



SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

Q: Is it true that a radio listener may hear a speaker before people in his audience in the the studio?

A: Yes. Sound waves travel about 1,100 feet per second, while radio waves travel at the speed of light, about 186,000 miles per second. In a typical case the voice of the speaker might reach the radio listener in about .005 second. During this time the actual sound waves would travel about five feet. A listener in the studio, farther away than this, would hear him after the person near the distant radio receiver.

Q: Why is it that some kinds of corn will pop but not others?

A: Corn pops because the heat converts water present in the grain to steam and the sudden expansion, really a tiny explosion, bursts the starch granules. Corn for popping must be of the flint variety, in which the starchy part, or endosperm, is surrounded by a horny layer. This holds back the expanding steam until it has force enough to explode. In sweet and dent field corn, the starchy endosperm is not so surrounded. This, and the fact that the sides are flat rather than rounded, as in the flint variety, allows the moisture to seep out gradually during heating. No steam pressure is built up and there is no explosion.

Q: What are the largest trees in the world?

A: Measured in volume, the largest trees are the giant sequoias, which grow in central California on the western slopes of the Sierra Nevada mountains. The biggest specimen, the General Sherman tree in Sequoia National Park, is about 31 feet in diameter at the base and 272 feet high. Its volume, exclusive of limbs, is 49,600 cubic feet, according to the National Park Service. At least three other species of trees exceed it in height. The tallest known tree in the world, at Dyerville, California, is a redwood, which is a close botanical relative of the giant sequoia. This specimen, called the Founders' Tree, is 364 feet high, but only 15 feet in diameter at the base. A mountain gum, near Melbourne, Australia, is 326 feet high, and a Douglas fir, near Ryderwood, Washington, is in third place with a height of 324 feet.

Q: Is there any danger in handling the picture tube of a television receiver?

A: The greatest danger in servicing such tubes is that they might accidentally be broken in handling. Since they contain a good vacuum the pressure of the outside air may cause an "implosion" (an "explosion" that is inward instead of outward). Fragments of glass may fly around at high speed and result in serious injury to the person handling the tube. Such tubes should not be handled unless one wears gloves and a protective mask over the face.

Q: Why do earthquakes occur more often in mountain regions than where the ground is more level?

A: All mountains, except those of volcanic origin, result from the uplift of the Earth's crust, followed by erosion which etches out these features. Where these processes are going on, great stresses are produced in the crust, and when the strains set up are relieved, great fractures called faults are produced. As huge blocks of the crust move along these faults, they set up the vibrations called earthquakes. In regions that are flatter, active mountain building processes are not going on. Such stresses are not produced, and earthquakes are less common.

Q: What causes the color on a shaving when a piece of steel is being machined in a lathe, and why doesn't it appear immediately when the metal is cut?

A: The color that appears on a steel shaving produced by a lathe is due to a thin film of iron oxide. Because the metal is hot, it reacts with oxygen in the air, and the film starts forming immediately when the metal is cut. It must be built up to a thickness of about a millionth of an inch before it becomes visible as brown. The color changes as it increases, blue appearing with a thickness of four millionths of an inch.

Baton Rougean A. H. Casanova, Age 58, Dies



After an illness of nearly five months, death came quietly on the morning of July 31 to A. H. Casanova, a 27-year Gulf Stater and one of the most popular employees in the Baton Rouge Division.

"Cass," as he was known to his many friends and associates, was laid to rest on the morning of August 2 in Roselawn Memorial Park, following services at the First Methodist Church, Dr. Warren Johnston officiating.

A native of Logtown, Mississippi, Mr. Casanova had called Baton Rouge home and was an ardent booster of the Red Stick, his church, the local schools and everything which represented progress in his home town. He was an active Mason, and was a member of the Charles F. Buck Scottish Rite Club, as well as a member of the Masonic Grand Consistory of Louisiana and past master and member of Capitol Lodge No. 399.

Mr. Casanova is survived by his wife, the former Aristine Comfort; three sisters, Mrs. J. E. Halpin, Mineola, Texas; Mrs. J. D. Osbourn, Mobile, Alabama; Miss Caroline Casanova of Tulsa, Oklahoma, and two brothers, Otis B. Casanova, of Rolling Fork, Mississippi, and William X. Casanova of New Orleans.

Among the active pallbearers were Marcus Andrews and William Wilkinson, and honorary pallbearers included H. C. Leonard, E. A. Werner, L. V. Smith, C. V. Merriam, R. O. Wheeler, Frank Contois, R. A. Delaroderie, Joe Stallcup, Bill Goff, Joe Lane, Lester Landry, all Gulf Staters and longtime friends of "Cass."

ADDRESSES, PLEASE

Plain Talks would like to mail copies of this magazine to Gulf Staters now in service. If any of our readers have these addresses, please give them to your Plain Talks reporter to mail in, as we do not have any way of knowing the whereabouts of these people.

Too Large For Private Enterprise?

By J. E. CORETTE

Vice President, Montana Power Co.

Repeatedly we hear that a project is too large for private industry, so the Government has to build it.

That's just pure baloney!

TVA has spent about \$540,000,000 on straight power facilities in the 18 years it has been operating, since 1933. Compare this with the following record of construction by private companies—a record that has been achieved in the 6 years since the end of World War II:

\$816,000,000 by Pacific Gas and Electric Company.

\$445,000,000 by Consolidated Edison Co. of New York.

\$344,000,000 by Southern California Edison Company.

\$246,000,000 by The Detroit Edison Company.

Between 1946 and 1952, the United States Steel Company spent almost one billion, four hundred million dollars on its expansion program.

From 1946 to 1951, inclusive, the electric utility industry spent ten billion, 89 million dollars to construct new facilities, while in the same period the Federal Government spent only about two billion, 428 million dollars on power projects—or only about one-quarter the amount financed by private enterprise.

This certainly indicates to me that the only thing our industry can't build is a project which is not economically feasible, not financially sound and which shouldn't be built at all, or which should be built for some valid non-reimbursable reason such as reclamation or flood control.

As I see it, our entire nation is on a direct road to a lower standard of living, to fewer comforts in life, to reduced freedom, to something comparable to what England has today, unless the people demand a complete change in administrative thinking in Washington.

Wasteful, extravagant government necessarily means—higher taxes—more inflation—more regulation by government—less actual value for your dollar—and that you will be able to buy less with what you receive for each hour you work. . . .



AMERICA'S FAVORITE SPORT and some fine area youngsters got an assist from Gulf States in several localities this year as in the past. Several junior and "Little League" baseball teams were sponsored by the company in some of the "leagues" functioning in youth recreational projects throughout our system. In Beaumont, GSU also joined with American Legion Post 33 in sponsoring two high school teams participating in the famed Legion baseball organization, which is national in scope. Pictured here are some of the members of these two teams, South Park Hi (Southeast Texas and Southwest Louisiana champs) and St. Anthony Hi, together with adults interested in this program as they met at Legion Hall for a supper August 13. Standing, left to right are: Philip Manriquez, Don Marshall, Dick Self, Curtis Mott, Byrum Porter, Louis Saldaria, Bradley Rodriguez, Frank Sala, Joe Mandry and Charlie Fiorenza. Seated are S. P. Hi Coach "Phoebe" Pythian; Gulf Stater Bob Cruise, also Post Commander; Paul Martin, Beaumont Journal sports writer; Dr. J. R. Venza, a St. Anthony's sponsor; Fred Tenholder, another GSU Legionnaire.

If the present administration can and does carry out its power program through future years, our industry is doomed and our personal futures are the futures of the people of America are dark and dreary.

Our fighting forces are far stronger than the opposition and if each utility company in these United States adopts and executes a sound intelligent program, our future and the future of the American people is bright.

Our future is so intermingled with the future of good government in these United States, with the future of all private ownership of property, with the future of personal freedoms and with the future of the people as a whole that they cannot be separated.

We have before us one of the most important — most worthwhile challenges ever confronting any industry and any nation, with a continuing land of plenty, if we do our job as we should.

The spare tire around your waist is the most expensive one that you can buy.

Marriage is a process for finding out what sort of a man your wife would have preferred.

A guy who takes a snort while driving may get a cop for a chaser.

Summer Bowling Finished At B. R.

In Baton Rouge, the Short Circuits took four games from the Kilowatts August 12 to win the Gulf States Summer Bowling League Championship by five games. High series for women was 458 rolled by Lois Melazzo of the Currents. W. L. Huff, Jr., of the Short Circuits, took high series for the men with a 625.

Frances Gross of the KVA's rolled a 191 for the women's high scratch game. Top high game for the men goes to Howard Chaney of the Kilowatts for his nine-strike game of 277. The women's top handicap series was Lois Melazzo's 458; Kilowatts' Ralph Shirley took high handicap series for the men with his 639.

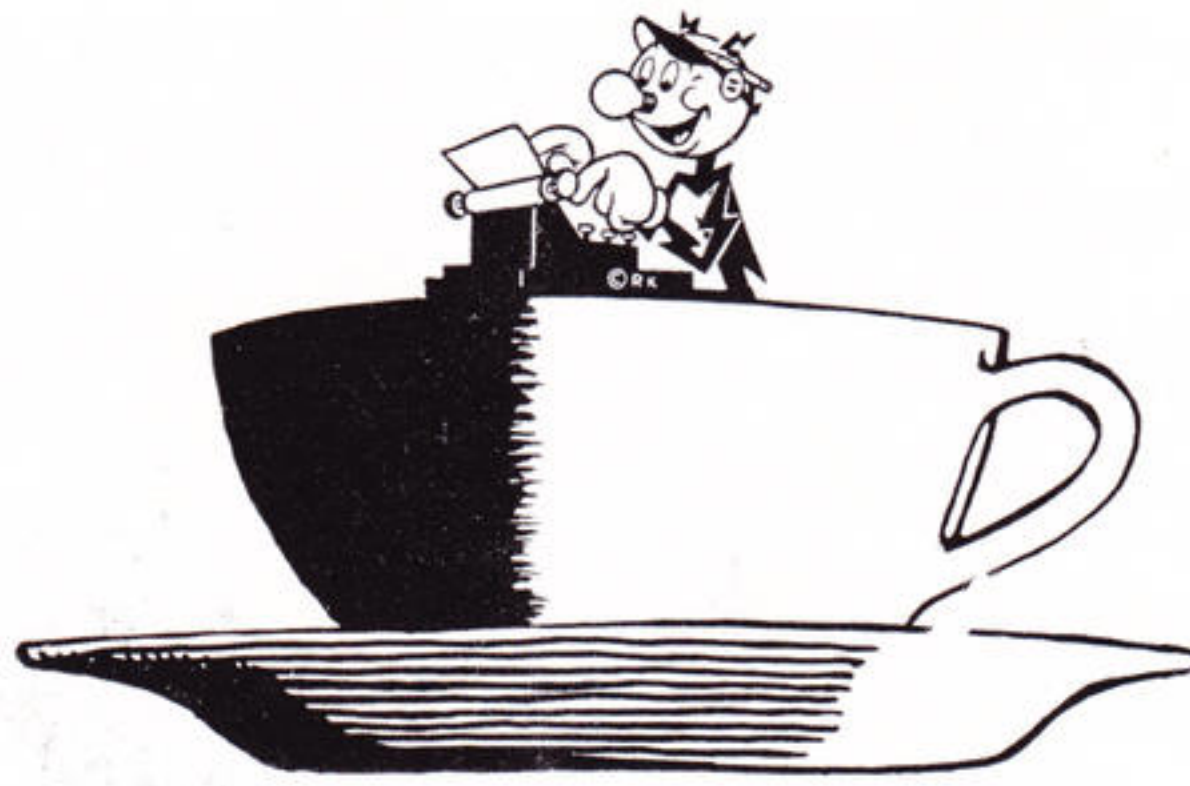
A 216 handicap game was high enough to take top honors for Frances Gross of the KVA's. High handicap game for the men goes to Howard Chaney for his 291.

The most difficult part of getting on the top of the ladder is getting through the crowd at the bottom.

Because a girl is lovesick is no sign she'll take any old pill that comes along.

A politician is one who stands for anything the voters fall for.

over the COFFEE CUP



they see a parked car, insert a coin, and leave this message on the auto: "You overlooked! We took the liberty of dropping a nickel in the meter to save you the inconvenience of going to traffic court and paying one dollar fine. Boys' Haven needs your support and can put that dollar to good use. Your cooperation is greatly appreciated."

From the engineering department comes word that **Delpha Fuselier** and **Howard Mack** will marry in September . . . **Betty Jane Kyle**, industrial and commercial sales, was to marry **Garnett Stratton Fox, Jr.**, August 29 . . . While ad department employee **Jo Ann Price** (now Giblin) was away on her honeymoon, **Mrs. Dorothy Hall** of the stenographic department pinch-hit for her in the advertising office . . . **Mrs. George Hilliard**, general office building receptionist, is back from her vacation trip to Albemarle, North Carolina, and the Smoky Mountains. Although she went by train to Albemarle, she rode back to Beaumont in a brand-new Lincoln with her aunt and uncle . . . **Mrs. Thelma Carson**, home service advisor, has vacationed in Denver and the Rockies, where she visited her mother and sister . . . **Mrs. Wanda Hodges**, who as Miss Wanda Lewis was a Gulf Stater in Beaumont, was back for a visit recently. Her husband is overseas with the Armed Forces . . . **Mrs. Liz Henderson**, secretary to system operations manager, spent her vacation at home working (she said) . . . **Mrs. Agnes Summral**, customer accounts, has returned home following a serious operation and is reported doing well . . . Also home from the hospital recuperating is **Mrs. Gladys Hammond**, secretary to Vice President L. F. Riegel . . . The many friends of longtime Gulf Stater **Jack Reidy**, claim agent, are wishing him a speedy recovery. He's confined to Hotel Dieu Hospital for treatment.

NECHES STATION

We are still having a little rouble getting **G. G. Hall** accustomed to our coffee time . . . A word to the wise: Please do not touch **Sid Moore's** hat . . . **H. C. Sanders** is off due to having an appendectomy . . . **J. V. Lasyon** returned to work August 19 after submitting to a similar operation . . . **H. G. Zahn, Jr.**, had hiccups for three days, but he finally came out winner . . . Bowling League opens soon and quite a number of the boys are looking forward to opening date. And from what we hear there will be some keen competition . . . **G. K. Zorn** is ill at this writing.

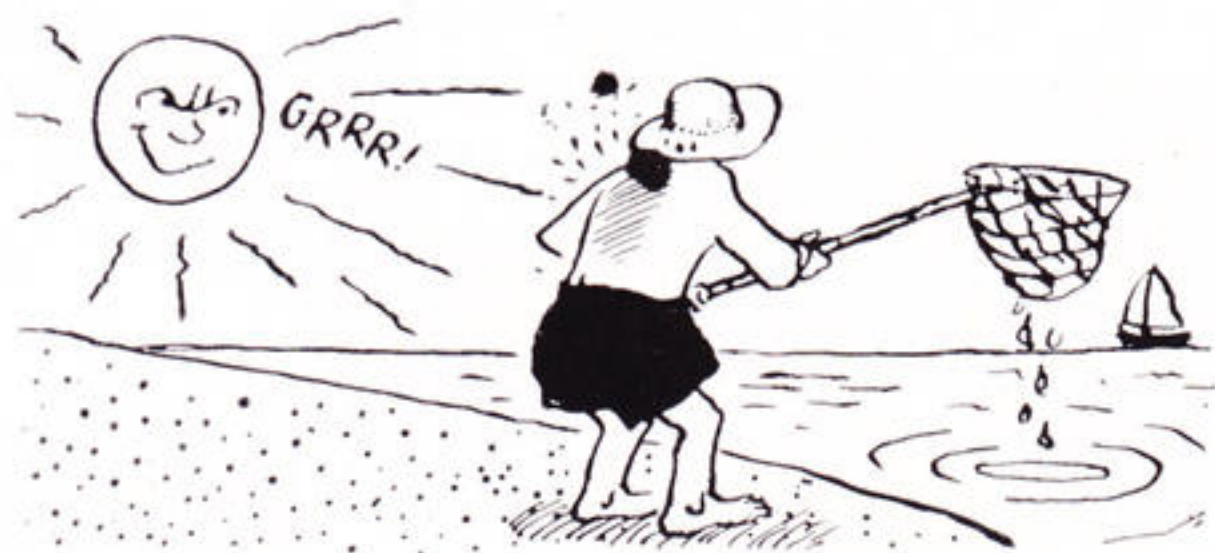
T & D

News from this department centers around arrivals and departures this month . . . **G. C. Rutherford** resigned to enter the U. S. Army . . . **S. O. Smith** is returning to school . . . **O. K. Baxley, Jr.**, is soon to be called for duty with the U. S. Navy . . . It's "welcome back" to garage mech **Leon Gaspard**, who has returned to work after being recalled into the Air Force for two years; Leon was an engine and

Baton Rouge

Ed Picou, whose picture of a cow nursing a black sheep last month in Plain Talks caused much comment, has some bad news to report this month. Seems some dogs broke into his lamb pens and killed or wounded four of them. The hounds did not get to the black sheep, who was with his adopted mother. Needless to say, Ed was quite a dog-hater for awhile . . . **Idalee Devillier**, better known to her many friends in Baton Rouge's main office as "Tabby," is a little sad this month. She's going to abandon her mail route and go to the cashier's cage for a spell. Tabby, unlike many of the young girls, liked the pony express route. Her replacement, **Betty St. Romain**, says she'll like it too. You meet so many more people! . . . **Jim Turner** of the advertising department has been feeling mighty puny with a cold and earache, but is back at work now . . . **Murphy Blanchard**, the new line foreman of the West Side, is watching the oncoming United Givers campaign like a hawk. "I don't know what they'll do without me to help 'em out over in Baton Rouge," he mourned. Then he grins, and says, "But, if they fall too far behind, I'll be glad to give them a hand!" Murphy was a hard worker.

Company friends of **Joe and Evelyn Stallcup** gave them a royal send-off the night of August 21 at "Steady" Hays' camp. Although the thought of losing Joe had a slight dampening effect, the party was a gala affair, with **Bill Goff** and the Home Service girls outdoing themselves on the "spread" . . . **Gerald Hotard**, general substation foreman in the Baton Rouge division, is taking a ribbing about his Grand Isle fishing venture. Gerald got pretty "burned," but not from the joshing he



took. Seems he crabfished in the sun for the better part of a day, and the next day could hardly walk. Although the trip was very successful, Gerald is being referred to a late Reading Rack pamphlet—title, "The Sun . . . and You" . . . In football, there's an award

for the man who plays the most minutes during the season. If awards were given for the most hours worked in the Baton Rouge division, friends and fellow workers of **Jack Donaldson** say he'd win hands down. In fact, **Jim Coltharp**, superintendent of transmission and distribution, made the statement that Jack would get a vacation this year, even if he (Jim) had to work in his place . . . **Mr. and Mrs. William B. Gurney** celebrated their 21st wedding anniversary this month.

Francis Amadee, the fun-loving Frenchman of Louisiana Station Laboratory, is sporting a new car . . . **Betty Lou Gautreaux**, cute stenographer in the main office, returned from her vacation as brown as an Indian. In fact, when her girl friends slapped her on the back in welcome, she gave out with a war-whoop . . . The **R. J. Robertsons** are vacationing in Florida this month . . . Seen on the local golf links: a fearsome foursome, composed of **J. R. "Pat" Murphy**, **Jimmy Derr**, **Frank Jones** and **Marcus Andrews**. As he summer got hotter, these well-conditioned athletes started going out earlier and earlier each Saturday. Finally, it got to the point where Marcus complained of the darkness, at which point Pat finally offered to bet him a nickel a hole . . . **Phil Levert** and **Sonny Braud** of t & d are also summer regulars at the city golf course . . . The new home the **Cecil Tylers** are constructing near Denham Springs is the talk of the Eastern district, where Cecil is superintendent. It's being built high on a bluff in a bend of the Amite River, and is one of the prettiest spots we've ever seen . . . **Cooper Spengler**, at long last, has moved into his "dream house" on Stanford Drive near the University Lake. It's rumored that Cooper had a gas meter ready almost before his lot was cleared. Seriously, it's a beautiful place, and Cooper and Lena waited a long time for it.

Beaumont

Beaumont general office employees visiting their coffee bar August 14 discovered their money was no good—it was the institution's first anniversary and coffee was "on the house" all day . . . **O. G. Floyd**, supervisor of commercial sales, Beaumont division, is president of the Downtown Optimist Club, and his group has undertaken a novel step to raise funds for their Boys' Haven project. Beaumont installed parking meters this month for the first time, and Downtown Optimists stop at any expired meter where

airplane mechanic at Waco . . . New arrivals of an entirely different category concern **Tom "Bachelor" Stiteler**, who became the father of a son in July, and **J. A. "Squarehead" Misenheimer**, who had the same experience in June.

Reports on two t & d employees Jack Watson and Billy Ray Chessire, who in separate accidents received serious injuries from falls off poles, find them either still or back in the hospital. Mr. Chessire, who is the most critically injured, is still being treated for burns and head injuries, with very little change in his condition. Mr. Watson had to return for surgery on his knee but is doing fine, although it will still be some time before he is back on his feet.

Jennings

News of interest from this neighborhood includes these items: Church bells rang for **J. W. L. Broussard** of the t & d department on June 20 when he said "I do" to Miss Flora Belle Canik. Congratulations to both . . . **Johnnie Ray Hardee** recently joined the Gulf States force here in the t & d department as a new employee . . . **Mr. and Mrs. Earl Mayfield** and children are living in a new home; he's a member of the Jennings t & d force.

Lake Charles

Mildred Landry, wife of **Hubert Landry** of the meter shop and daughter-in-law of **Bob Landry** of the sales department here, is in the Alexandria, Louisiana, Polio Center undergoing treatment for polio . . . Four GSU employees will be married in September, but there will be only three weddings, because two are marrying each other. They are **Miss Myrtis David**, **Miss Billie Jean Carpenter**, **Miss Maudeen Hale** and **Charles Callahan**. Miss Hale is scheduled to become **Mrs. Callahan** on the 19th . . . A Plain Talks photographer was in Lake Charles this month, and he was invited to make a picture of a carload of Hotpoint electric refrigerators being unloaded at Krause-Managan Lumber Co. Before he arrived at the railroad siding, however, all 75 had been sold and delivered to a colored housing project.

T & D

Platter Chatter from Lake Charles this month features these briefs: On July 26, the L. C. bowling team climaxed the season with a party held at the Riverside center. Approximately 50 employees enjoyed the outing. Along with good eats, music and dancing, awards were made to members. A plaque was presented to **Carol Foreman** for being the outstanding bowler. The achievement award went to **Ray Bagwell** for improving his average the most. Shoulder patches for team championship went to **Bob Wiggins'** team . . . **Ray Sumrall**, water meter repairman who retired July 31, after well over 30 years with the company, says he hasn't decided what activity

he will engage in, but for the time being, he'll just take it easy . . . Promotions were in order for the following: **Ed Ward**, to operating supervisor of the Lake Charles division; **Jack Kilough**, to general line foreman of Lake Charles and Sulphur district; **Luther Risher**, to storeroom supervisor; **Francis Mathis**, to line foreman . . . **Betty Guidry** recently returned from a vacation on the West Coast, spending the majority of the time in San Diego, Los Angeles, Yosemite National Park and San Francisco . . . **Ruth and Jack Bass** returned from their trip to Denver, Colorado Springs and Wichita, Kansas.



RIVERSIDE STATION

At the River's Side, this was the picture as Plain Talks went to press: **Willie Prejean** is back at home after a minor heart attack . . . **Ed Stough** is on vacation, enjoying fishing around Lake Charles; his mother is recovering from an operation and doing fine . . . **"Gip" Gipson** is expecting a boy this time and refuses to smoke until the occasion . . . **Curtis Johnson** is back from vacation in Texas, where he visited family, in-laws and out-laws . . . **Garland Strong** finished his mansion before it finished him (it was a close fight) . . . **"Red" O'Kelly** has lost 25 pounds since he started his home; he had to reduce or build bigger . . . **Monroe Myers** is batching. His wife is off to visit their son in the Marines at Oceanside, California. Watch out, Monroe . . . The newest pride of Riverside, our guardhouse, is the dream of **"Boots" Matherne**, supervised by **Curtis Johnson**, with labor provided by **Andy, Monroe and Joe**, with the rest of the bull gang helping them. The guardhouse is 12 x 12 with concrete floor, asbestos siding and varnished fir plywood interior. Thanks to all, it's well done.

Navasota

Included in the news of interest up here is that **Hollie B. Downs**, serviceman in Navasota, is raising worms — what is that old story about when the worm turns? It becomes coffee money for the one feeding it . . . **Ivamaye Scrivener** has a new car to take her vacation in but we still see her around town eating hamburgers at the local stands — guess that's a good enough vacation for anyone, isn't it? . . . **W. Scott** is planning to take out on August 4 for western parts unknown. I don't plan to dodge spurs from Scott's heels, but then you never can tell what the wide open spaces will do to a Texan

. . . **Mr. Hereford** and wife, **Maude**, fished a week at Buchanan Dam — no news on size or number of fish or too big or we'd at least heard about it . . . **Edd L. Marshall**, meter reader in Navasota, vacationed on his own farm in the rural section of the county — heaven only knows what he did except paint the bathroom . . . Navasota Scribe **Ethel Doan** spent a week in San Antonio . . . **D. M. Doan**, garage foreman, purchased a new brick home on Washington Avenue.

Mary Lou Houston, stenographer in the Navasota division office, leaves August 22 for a 10 day trip to Colorado Springs. She and three friends are driving through, stopping at points of interest on the way . . . **Burl Prueitt**, radio communications serviceman for the Navasota division, and his wife and son are on a two week vacation trip to Florida . . . **D. A. Minor's** father passed away in Dallas on July 31. Minor is porter in the Navasota division storeroom . . . **R. E. Morton** and family were scheduled to leave August 18 for a two-week vacation at Lake Lucerne, Arkansas.

Orange



Dude Johnson was scheduled to take up his position as sales representative July 28. He formerly was with the meter department . . . Orange engineering department has **Dennis Wade** back for the summer. He previously resigned from the company to return to college. (Good to have you, Dennis.) . . . **Joyce Mallin**, formerly of the sales department, was married June 21 to Dr. P. W. Bailey, Jr., of Galveston. They are making their home there until Dr. Bailey finishes his post-graduate work. Joyce, we hear, is on the staff of John Sealey Hospital. We all miss her at Orange . . . Since the arrival of twin girls in the **Buck Wingard** family, a definite loss of weight has been noticed for Buck. Could it be that he walks the floor nightly with the pair of them? . . . We have **Bob Dear** with us in the sales department. Formerly, he was with the Beaumont office, and they lost a good salesman . . . **Bill Perry** of the line department became the proud poppa of a baby girl (Linda Carol) May 26.

Port Arthur

Charlie G. "Blackie" DeCuir is doing business again this year at the same old stand — water melon, that is — and serves the best melons in Port Arthur. Blackie says water melons sell best in dry, hot weather. Well, he must be filling the old sock

(Continued on page 32)

So Long, Mr. Sumrall

An old timer with the company in Lake Charles, Redic R. Sumrall, laid down his tools for good come the last day of July and as a Gulf States annuitant will just take life easy.

Mr. Sumrall was one of Lake Charles' oldest employees in point of service, having worked there more than 33 years. He has been a water department employee since 1928 but for nine years prior to that had been a street car conductor. His job in the water department was water meter repairman.

Fellow workers got together for a farewell session with Mr. Sumrall on July 31 and L. M. Welch, district superintendent, spoke briefly on the occasion, expressing on behalf of everyone the pleasure at working with him and the regret at his leaving. A beautiful wallet was presented to Mr. Sumrall as a memento from his co-workers.

The new leisure seeking gentleman plans to spend a great deal of time catching up on his fishing and hunting and is soon scheduled to go to Mississippi where he and his wife will spend three months at a camp there.



Happy leisure hours, Mr. Sumrall, from your working friends at GSU!

Over the Coffee Cup

(Continued from page 31)

this season! . . . The **J. B. Hodges** (he's Port Arthur division manager) are moving this month into their newly-acquired home at 301 Dodge Place. There is a pool-table in the upstairs recreation room and rumor has it the games are on the house — just bring your own refreshments . . . **Arsey Borne** is back at work after a three weeks' vacation. This was a working vacation for Arsey as he gave his house a face-lifting: paint and new siding.

P. A. folks recently enjoyed seeing **Sam Umphrey**, former Gulf States district sales representative, who has been home for only one visit since leaving for duty with the army in 1942. Mr. Umphrey served five years with the army and an equal period with the Department of the Army as a civilian executive — much of the time in the Far East. He will return next month to resume his duties as utilities engineer for 13 major military installations in Japan. Sam says he likes the Far East and plans to stay as long as he is needed, but adds, "It's nice to get back and see all the old faces and renew acquaintances."

T & D

Leroy Bodemann, junior engineer in Port Arthur, reported for duty at Fort Hood July 1 as a member of the organized reserve. His address is Lt. Leroy J. Bodemann; Btry A, 0968742; 2nd AAA AW Bn (Sp); Fort Hood, Texas.

Reddy Welcomes

BATON ROUGE

Andre', Eugene, Clerk
Barrow, William, Production
Desseles, Marion, T & D
Gleason, James B., Sales
Guissinger, Marica, Home Service
Harrison, E. P., Production
Landry, John E., Line
Leslie, Felix R., Production
McGrew, Marion L., Accounting
Melancon, E. P., Production
Murray, Mildred, Clerk
Quinn, Max D., Production
Thibodeaux, N. J., T & D
Thigpen, Thomas C., Jr., Production
Williams, Ben Ray, Production

BEAUMONT

Barrilleaux, Shirley A., Accounting
Barron, J. D., T & D
Blake, Gloria U., Accounting
Brown, Cecil M., Sys. Engineering
Cochran, Lavona L., Home Service
Collier, Mary S., Sales
Collins, Hubert, Advertising
Craiglow, Betty P., Sys. Engineering
Dean, Ann Laura, Accounting
Dull, Joseph E., Production
Fleming, Sam, Sys. Engineering
Gallier, J. L., Jr., Production
Kearney, R. R., Engineering
Kuritz, Victor R., Sys. Engineering
Ledbetter, Jerrine S., Meter
Lewis, June B., Corp.
March, Marion H., Meter
Martin, Wilfried B., Production
McManus, Ruby O., Sales
Moss, Jessie M., Billing
Neel, Betty H., Accounting
Nesmith, Hazel, Clerk
Nicks, Josie C., Billing
Padgett, Joetta S., Billing

Price, Joseph S., T & D
Seale, Ruby, Clerk
Smith, O. K., Sys. Engineering
Smith, William R., Sys. Engineering
Sperling, Beth Anne, Clerk
Stone, Adelaide G., Accounting
Stutz, Lamar T., Jr., Sys. Engineering
Taylor, H. A., Production
Teel, Gene K., T & D
Williams, M. J., T & D

LAKE CHARLES

Dufrene, W. S., T & D
Fontenot, H. J., Meter
Guillotte, Janice Jr., Clerk
Ingalls, Clyde O., T & D
Pego, Beuford J., T & D
Smith, Lloyd, Jr., T & D
Sylvester, J. J., T & D

PORT ARTHUR

Clary, Elizabeth K., Clerk
Doucet, Lennes, Meter
English, James W., T & D
Foster, John D., Meter
Marshall, Lovelle, T & D

NAVASOTA

Cook, Joe L., Engineering
Venable, Jacqueline E., Home Service

JENNINGS

Herdee, Johnnie R., T & D
Martin, John A., T & D
Robin, John Ray, T & D

ANAHUAC

Jeoffroy, Betty Jo, Clerk

WOODVILLE

Hawthorne, Rose Mary, Clerk

DAYTON

Partain, Geneva R., Clerk

LAFAYETTE

St. Julien, Wilfred, T & D

ORANGE

Yound, John P., Meter

THE TRULY COMPETENT MOTORIST . . .

1. Drives at speeds safe for conditions.
2. Gives proper hand signals.
3. Exercises particular care and control at inter-sections.
4. Anticipates the driving acts of others.
5. Yields the right-of-way in doubtful situations.
6. Maintains his car in good and safe operating conditions.
7. Keeps at a safe distance behind the other vehicles.
8. Stays in line of traffic.
9. Turns correctly and from the proper lane.
10. Observes traffic when pulling out from curb.
11. Does not pass other vehicles on hills or curves.
12. Extends all courtesies of the road to drivers and pedestrians alike.

A PEEK AT THE T2A9



1922

One of the most interesting features of the past week is the purchase of a new helmet by Mr. Roy Nelson. As Mr. Bowes is also the proud possessor of one of these bald head preventers, Mr. Nelson is just a wee bit reticent about wearing his any place except at the plant. He was mistaken for Mr. Bowes at the Newport one morning when he had worn IT there, so he now wears a common hat much to the disappointment of the office force.

Denny Clubb was heard referring to Oliver Potts, Jr. as "the little boy." This seems to be another case of the pot calling the kettle black.

1927

EIGHTH ANNUAL COMPANY PICNIC GREATEST IN HISTORY

Pole Climbing Winners: Team—Port Arthur—A. A. Adams, W. H. Stover, E. Rauschenberg, David Shelton. Individual—A. A. Adams, David Shelton, both of Port Arthur, tie.

One of the highlights of the company picnic was the presentation of an Insull Medal to W. E. Herrin, Foreman of the Service Department. On August 6, 1926, by applying the prone pressure method of resuscitation, Mr. Herrin saved the life of W. J. McNeal, who was severely shocked while working in the Spindletop field.

A second unit for the Neches Power Station was formally announced by J. G. Holtzclaw on July 21 following his return from a trip to Boston. The addition will be of 35,000 kilowatts capacity and will almost triple the capacity of the station.

1937

Roy Henckel, the big, fat, jovial load dispatcher, has been transferred to Neches. We predict that in 12 months his state of obesity will have changed.

Conroe reporting the approaching marriage of Bill Earthman on the fifth—just what fifth I am unable to say.

We are mightily glad to see Big Bill Ragland about, even with a "young derrick" hitched to his arm. Bill had the misfortune to fall from a pole one rainy afternoon. We hope that it won't be long now before Bill can be back with us.

Leonora O'Neal, petty stenographer in the Distribution Department for the past several months, has resigned to attend Sate University this year.

Mrs. Grace Brooks is a new home economist in Beaumont. Mr. Brooks has been with us almost three weeks and is already well liked by everyone. We are glad to welcome you, Mrs. Brooks.



1929 METER DEPARTMENT at Beaumont shows a crew that was ready for business. Those shown are, front row, left to right: A. E. Read; a Mr. Newcomb; Ruth Wilbanks, Estelle Taylor, now Mrs. R. O. Hopkins; and J. H. Smith. Back row, Walter Brader; Ed Rollins; Frank Jones; Gus Hawkins; Lewis Roberts (deceased); and Charles Ingraham (deceased).

D. S. Boring and K. D. Sistruck are new employees in the Line department. A hearty welcome to both.

1942

Transfers: J. K. Inglehart, Huntsville, accounting to DR; Tully Brady, Sales, New Roads to Port Allen; C. R. Tyler, Sales, Port Allen to Denham Springs; J. H. Hicks, Baton Rouge, Merchandise sales to credits and collections.

From "somewhere in Australia" Captain J. Kirby Jones, formerly in Beaumont power sales, writes that all is well with him, and that "This is nice country but there's no place like home. Fishing is good if you're lucky enough to find time for it and don't mind sharks."

1947

J. B. Hodge, who for the past 14 years has been located at Baton Rouge, has been appointed operating manager of the Port Arthur Division.

C. F. Contois, who has been superintendent of industrial sales for the Lake Charles division for the past eight years, will be sales manager of the Baton Rouge Division.

WHAT ARE YOU GOING TO DO ABOUT IT?

In a recent address, Senator Harry F. Byrd compared actual non-military expenditures for the year ending June 30, 1940 with expenditures estimated in the President's budget for the year ending June 30, 1952:

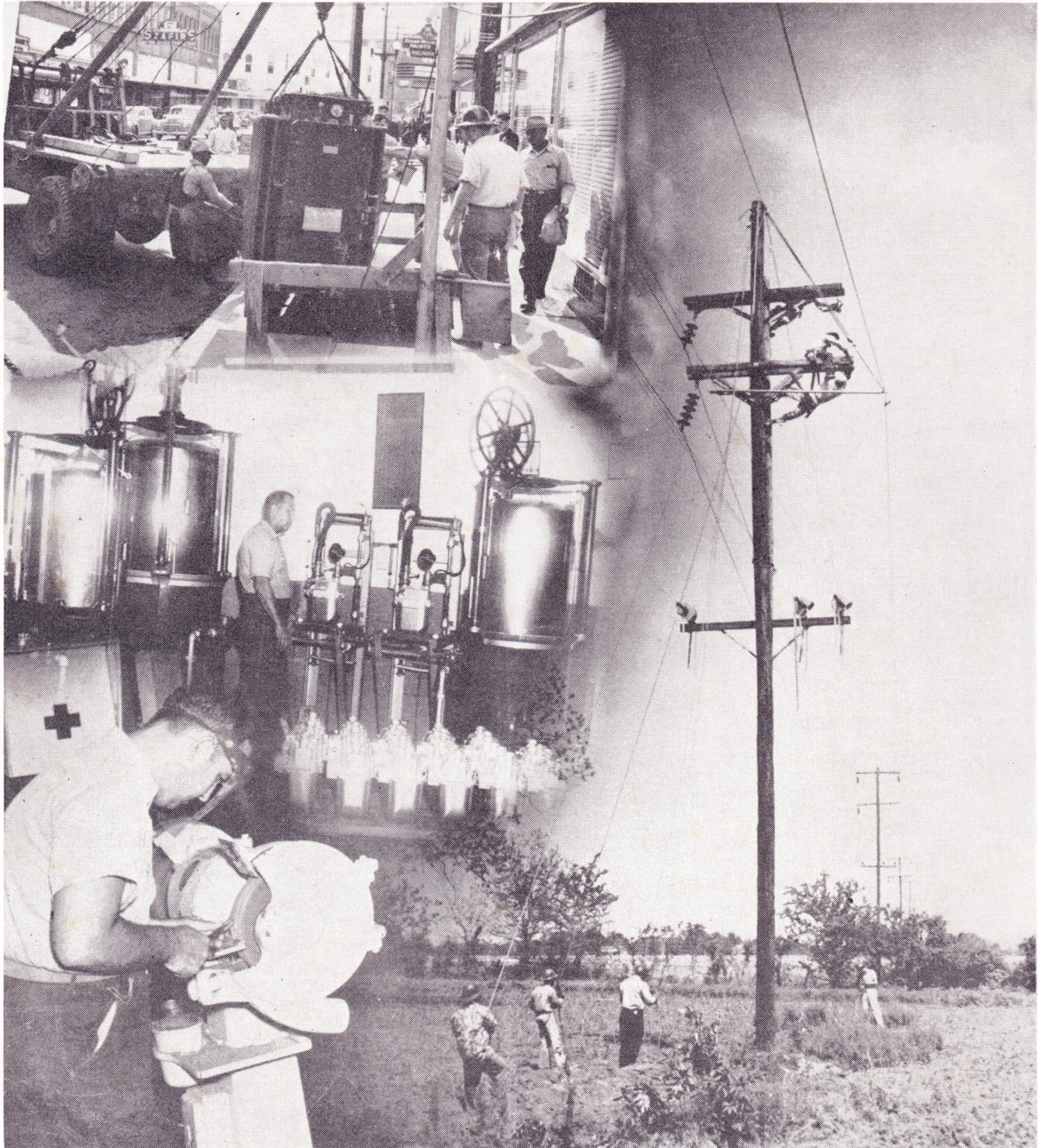
	1940	1952
Department of Commerce	75,116,535	982,082,852
Department of the Interior	71,385,280	603,435,344
Department of Labor	18,576,698	220,043,997
Department of Justice	50,813,162	153,290,804
Department of State	20,829,487	371,226,112
Independent Offices	3,269,254,403	8,033,499,925

F. F. Johnson, formerly residential sales superintendent of the Lake Charles Division for the past five years, has been appointed division sales manager, a new position for the division.

P. J. Guelfi, in charge of industrial sales in Baton Rouge since 1936, was named assistant rate supervisor for the company and transferred to Beaumont.

Effective July 15, Lloyd N. Brannan, formerly commercial sales representative at Orange, has been appointed district superintendent at Silsbee. Mr. Brannan succeeds Ike F. Daniel, deceased.

Showing Just Part of the Safety Picture —



It takes every single one of us — working every minute safely — to make a 100 per cent "showing." Get yourself in the Safety Picture with these safety minded Gulf Staters.

Safe Workers are Happy Workers