



Plain Talks

AUGUST - SEPTEMBER 1951

ON NAMING NELSON STATION



ROY S. NELSON

Plans are already well underway for our company's new power plant to be built at Scott. This station will be named Nelson Station after President Roy Nelson. The appropriateness of this selection has been well stated in the following words of Mr. Thomas J. Hanlon, Jr., the chairman of our board of directors.

"It is particularly fitting that our new station at Scott be named in honor of Mr. Nelson. As Gulf States' president he guided the company through the crucial war years when an adequate, dependable supply of electrical power was vital to war industries in the area served.

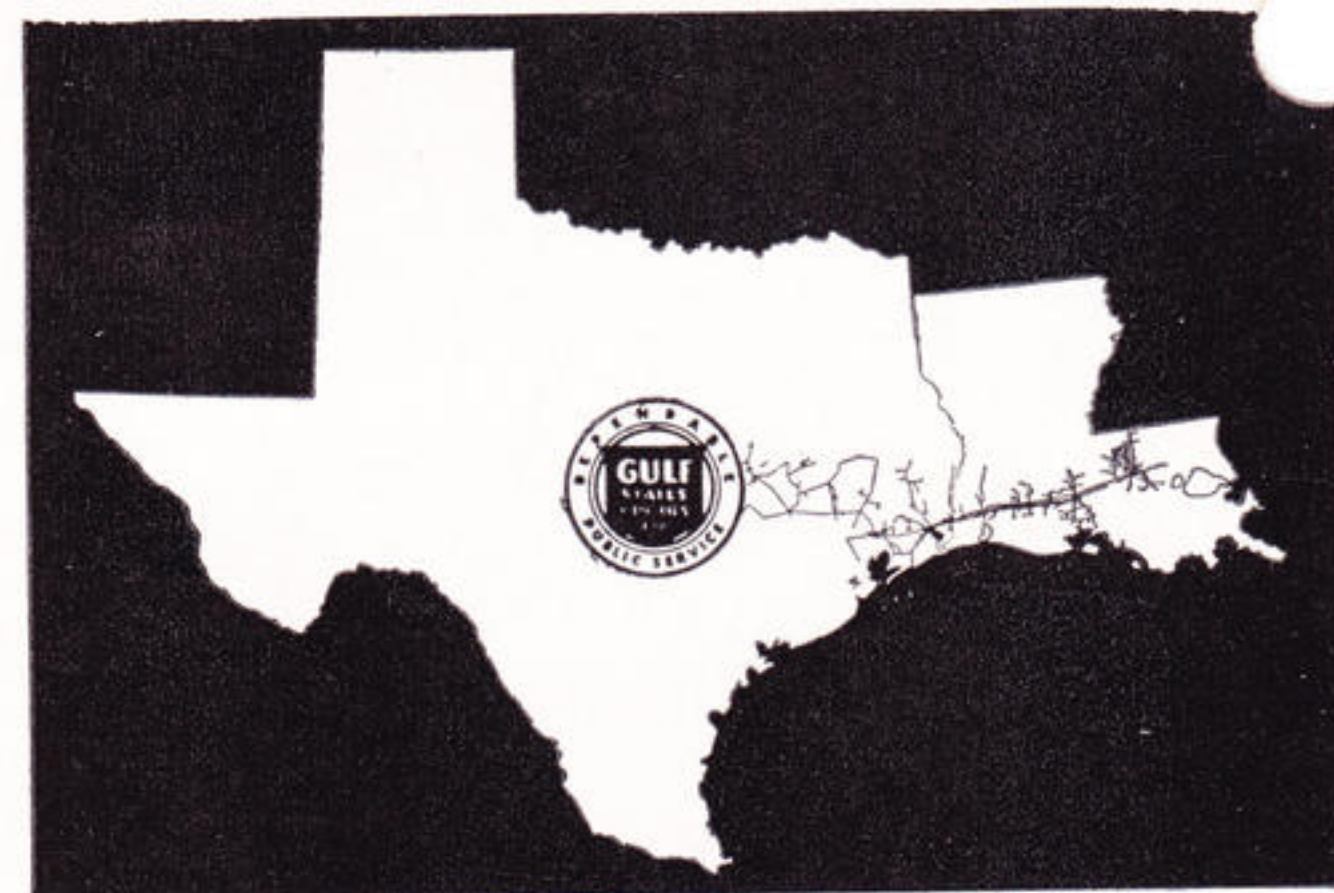
"In the years since the war he has actively directed our unprecedented expansion program which has been necessary to keep the facilities of the company abreast of the growing needs of the people of the area served. The company's investment in facilities and its capacity have been more than doubled since the war, and as the new power plant at Scott illustrates, Gulf States is continuing to grow in order to measure up to area needs.

"We are designating the latest power plant development 'Nelson Station' in his honor as a tribute to his tireless efforts to give the people served an adequate supply of electricity and service that measures up to the very highest standards."

Mr. Nelson became our president in 1942, coming here from the presidency of El Paso Electric Company. Although a newcomer to Beaumont he was no stranger to many Gulf Staters. From 1921 until 1923 he was chief engineer at Lakeside Station in Pt. Arthur and from 1931 to 1936 was president of Baton Rouge Electric Company. His entire career has been devoted to the utility industry and he knows the business from the bottom up. Graduating from Williamson Trade School as an operating engineer his first job was switchboard operator with Blackstone Valley Gas and Electric Company. Subsequently, he was a plant operator in Middletown, Connecticut and Ponce, Puerto Rico and chief engineer for Jamaica Public Service Company. Later he became superintendent at Kingston, Jamaica and left there to be division general manager for Virginia Electric & Power Company. He moved from Virginia to become BRECO's president.

The honor to Mr. Nelson is a tribute to a man who well deserves the distinction.

PLAIN TALKS



*A magazine for employees of
Gulf States Utilities Company*

Vol. 29, No. 4 August-September, 1951

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THE COVER

The grass won't be growing on the path long after Myra Carolyn Strong and her school mates all over the system have been at their study a couple of weeks. Myra — waving goodbye her mother — will be six-years-old in October and will attend school for the first time this month. She is the daughter of Mr. and Mrs. Garland Strong, Maplewood, Louisiana. Mr. Strong is a station engineer at Riverside Station.



Nelson Station

COWS pastured on the old Atakapas Plantation near Scott, Louisiana, will have to moo elsewhere as workers begin the big job of clearing the site for Nelson Station — our brand new 63,000-kilowatt generating station.

It's the first time a Gulf States generating station has been named for an individual. But the site itself, once a sugar plantation, was named for a group of individuals — the Atakapas Indians, a friendly tribe in the Lafayette area.

A. E. Beattie, system engineering manager, located and handled acquisition of the 253-acre plant site for the company from Charles R. Mayer of Opelousas.

Access to the old Spanish Trail and the Southern Pacific Railroad on the south consists of a 400-foot strip running south from the plant site to the old Spanish Trail. On the north the property joins the company's 138,000-volt main transmission line into which the company's plants at Lake Charles, Baton Rouge, and Beaumont now feed electricity and with which the station at Scott, when completed, will be tied in.

J. A. Reich, system superintendent of production, and R. J. Robertson, superintendent of production in Louisiana, flew to Boston August 27 to consult on preliminary plans for the station with Stone & Webster Engineering Corporation who will handle design and construction of the plant. Actual construction will not begin until the first of the year. The plant is

scheduled to begin operation in March, 1954.

The plant will be of the modern semi-outdoor type, operating at 1,250 pounds pressure and 950 degrees Fahrenheit, and will be equipped with forced draft enclosed cooling towers. It is being planned for an ultimate capacity of four machines, the next three, probably, to be of 100,000 kw capacity each. After the 66,000 kw unit is finished and other power plant expansion the company now has underway is completed, the generating capability of the system will be 806,000 kw.

Nelson Station will be built new from the ground up and will be our fourth major power plant. The original unit at Neches Station, in Beaumont, was built in 1925. The first unit at Louisiana Station in Baton Rouge was constructed in 1930. Riverside Station at Lake Charles was acquired, partially complete, following World War II.

The new station exemplifies the long

Signing the final papers for transfer of the Nelson Station site near Scott, Louisiana, to Gulf States were (seated) Charles R. Mayer, former owner of the property, and Vice-president H. C. Leonard. Others present were (l. to r.) Kenneth Sutton, advertising director; Andre Dubus, Lafayette district superintendent; R. J. Robertson, superintendent of production in Louisiana; Sam Sharp, supervisor of storerooms in Louisiana; and A. E. Beattie, system engineering manager.

range planning that is necessary in the electric utility business to keep facilities abreast of the electric power needs of the rapidly growing gulf coast area.

The power plant location at Scott was chosen for several conditions favorable to power plant construction, but its location in general was selected because it is approximately half-way between the company's existing power plants at Riverside in Lake Charles and Louisiana Station in Baton Rouge. It is also in the center of a major load area of the company and will add substantially to the power reserves in that area.

Along with the steadily increasing use of electricity, record-breaking hot weather accounted for the use of record-breaking amounts of electric service by Gulf States customers during the past month. New system peak load marks were made and surpassed several times during this period with the latest of these peaks resting, briefly it is anticipated, at a high of 440,400 kilowatts. This new load record was set on September 4 at 8 p. m., with a load factor of 84.65.

August and September are the usual times for our system peaks and with the commencement of school, together with continued warm weather and other seasonal loads, still new peak load marks are expected before the month is over.

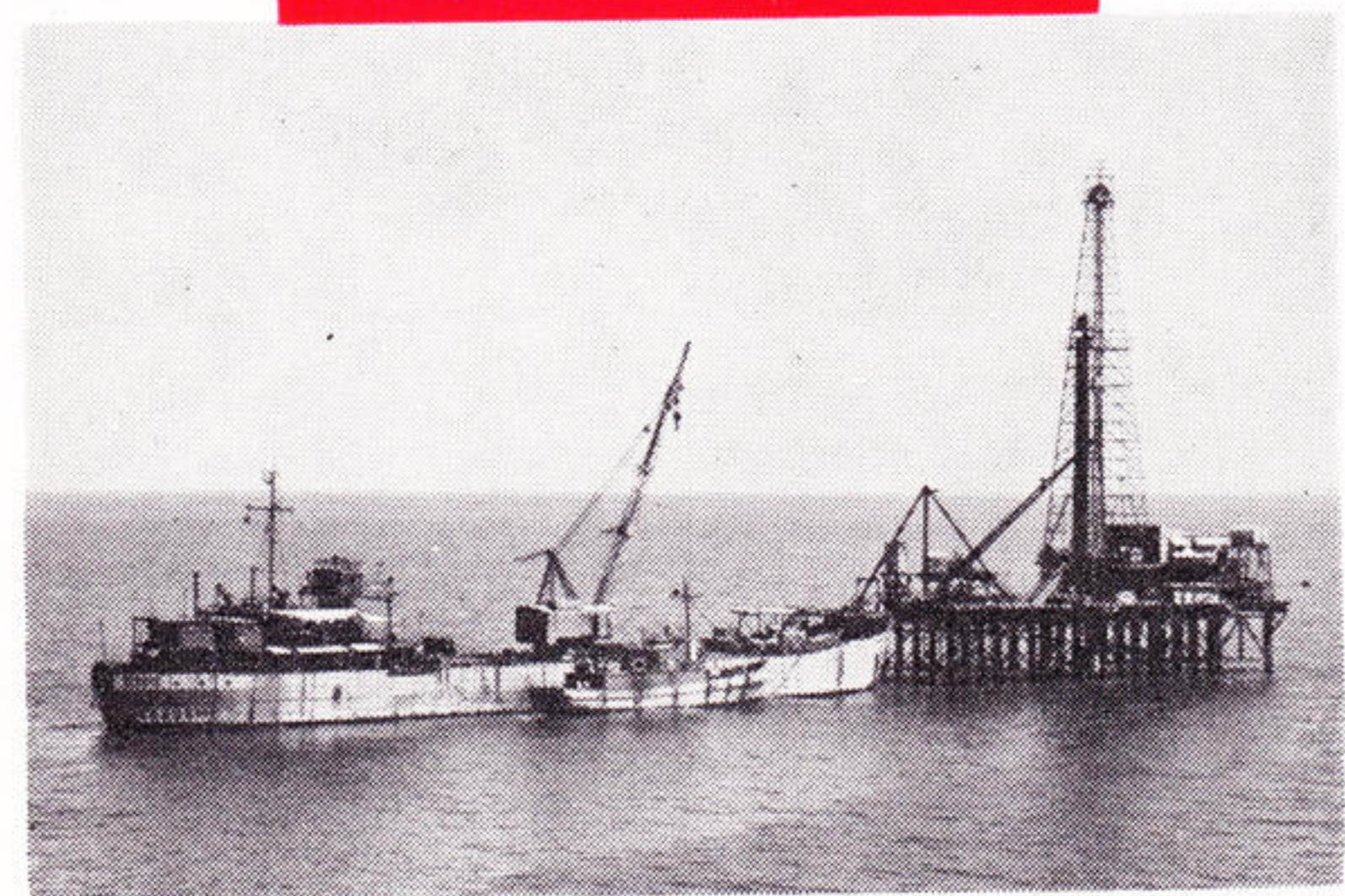


Port Arthur division

FROM rags to riches in fifty years — that's the successful story of the Port Arthur division.

In the short time span of fifty years the Port Arthur division has grown from the gleam in founder Arthur Stilwell's eye to an area that, during World War II, produced 25 per cent of the nation's high octane gasoline.

Port Arthur boasts that, "We Oil the World" — and they are not far wrong. Three of the world's largest oil refineries are located in the Port Arthur division. Gulf Oil Corporation, the Atlantic Refining Company, and the Pure Oil Company. The world's largest synthetic rubber plant is located at Port Neches and has a capacity for the output of 120,000 tons annually. Shown at left are typical industrial scenes in the Port Arthur division. At the bottom is a picture of off-shore drilling operations.



The Port Arthur division with main offices at Port Arthur, consists of six incorporated towns: Port Arthur, Nederland, Pear Ridge, Port Neches, Lakeview, and Griffing Park. Groves and Port Acres are not incorporated. Actually, it is rather difficult to tell where one begins and another ends, because the growth of each one has welded the whole into one large area.

The first homestead in the Port Arthur area was called "Aurora," settled by John Sparks. After a malignant disease scourged the community the settlers moved away, and there was no activity there until Arthur E. Stilwell, from whose name the city of Port Arthur gets its name, built the Kansas City-Pittsburgh and Gulf Railroad. His interests built the canal, finished in 1899, by which ocean going ships could steam from the Gulf to the end of the rails at Port Arthur. Into the early history of the Port Arthur division came another financial tycoon named John "Beta-Million" Gates, whose financial backing of Port Arthur projects added another gilded edge to the division's growth.

Industrial operations in the Port Arthur division read like a "Who's Who" of the American industrial empire. The Texas Company asphalt plant manufactures asphalt roofing and paving materials; the Jefferson Chemical Company produces anti-freeze and other chemicals; the Burton Construction and Shipbuilding Company build and repair small craft; Gulfport Shipbuilding Corporation builds all-welded barges and tug boats; J. & L. Steel Barrel plant manufactures steel barrels and containers; Standard Brass and Manufacturing Company produces brass fittings and valves; Great Lakes Carbon Corporation operates a coke calcining plant; Ellerbee Brothers and Sabine Steel Construction Company are both fabricators and erectors of steel storage tanks; Port Drum Company reconditions oil drums; Port Iron and Supply Company has scrap metals available; Mathieson Chemical Company operates a large sulphuric acid plant; United States Steel Products Company produces steel barrels; the Koppers Company is building a plant to produce ethyl Benzene; and Port Arthur Menhaden Products, Inc. and Quinn Menhaden Fisheries of Texas, Inc. have large plants.

It is truly phenomenal growth that transformed the early area of Port Arthur into an industrial empire within a period of less than fifty years. The Port Arthur division today is a true representative of the new industrial South.



The Sabine-Neches ship canal, 34 feet deep and seven miles long, allows ocean-going vessels to pass within a stone's throw of some of the finest homes and the business section of Port Arthur. The canal extends from Port Arthur, skirting the western shore of Lake Sabine, to the mouths of the Neches and

Sabine rivers, from which points improved channels extend to Beaumont, Orange, Lake Charles, Galveston, and Brownsville. The intracoastal canal links the Port Arthur division with inland waterways throughout the nation. The original canal was completed in 1899 by Arthur Stilwell.



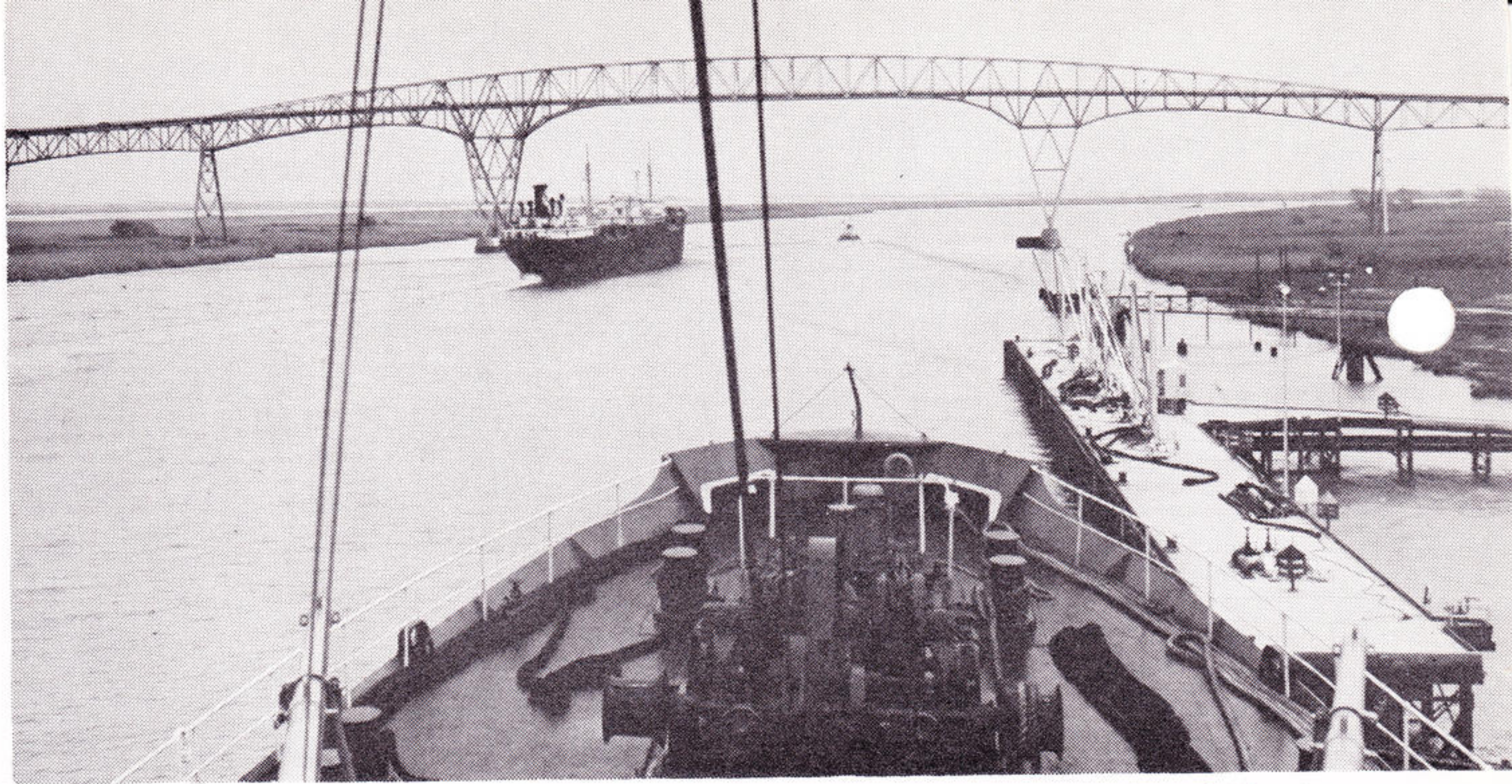
Few people realize the importance of cattle upon the economy of the Gulf Coast region. This herd in the Port Arthur division is typical of the growing cattle industry in the area as the need for a more diversified economy increases. Favorable conditions in the region make cattle-raising a profitable business.



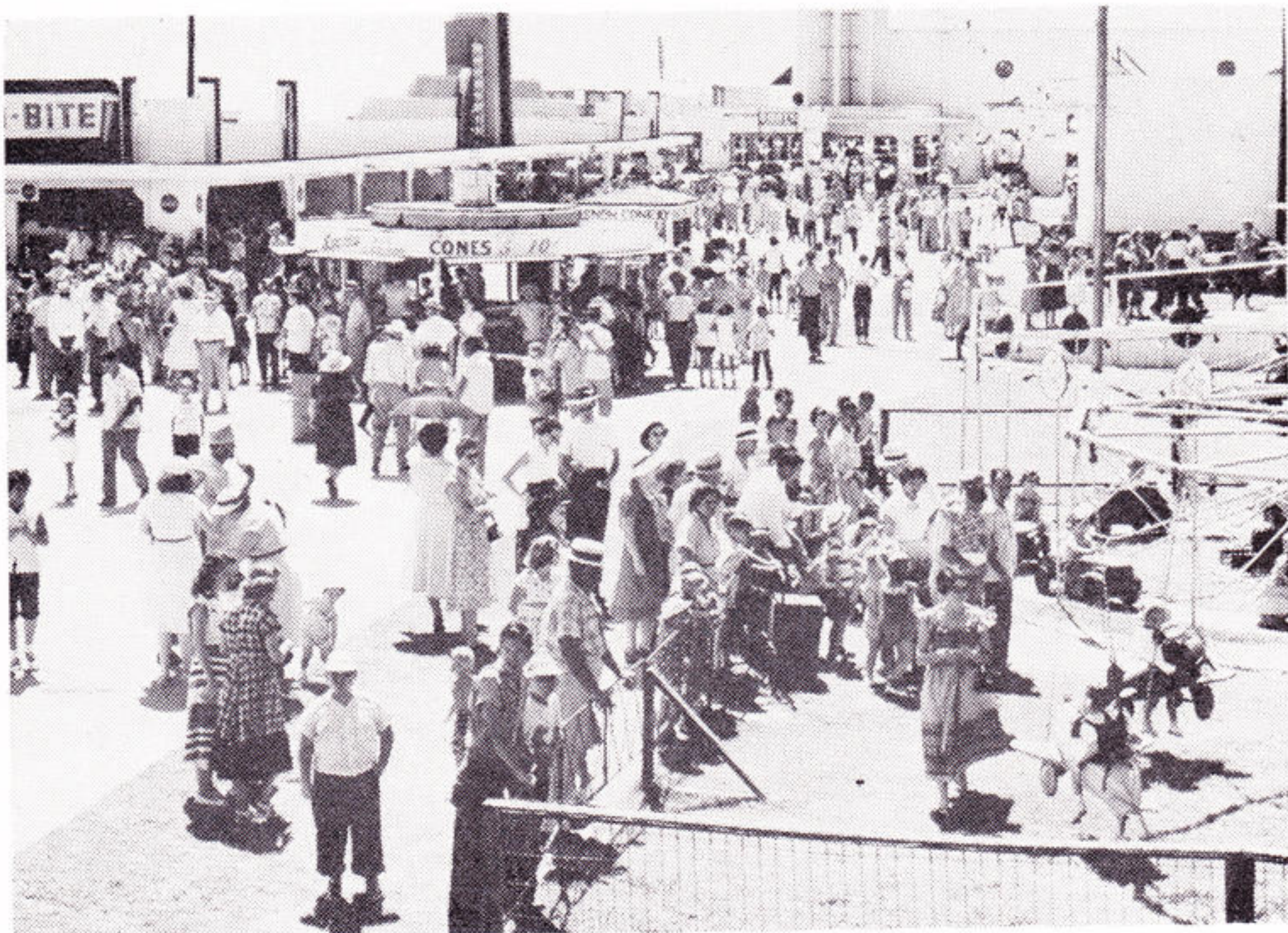
Well known for both deep-sea and fresh-water fishing, towns in the Port Arthur division play host each year to a fishing rodeo. At the outlet of the Sabine-Neches ship canal is this "sidewalk in the sea," a concrete-capped jetty extending 6,000 feet into the Gulf of Mexico. The jetty is about 12 miles from Port Arthur.



Port Arthur Division is Mighty Industrial Arsenal

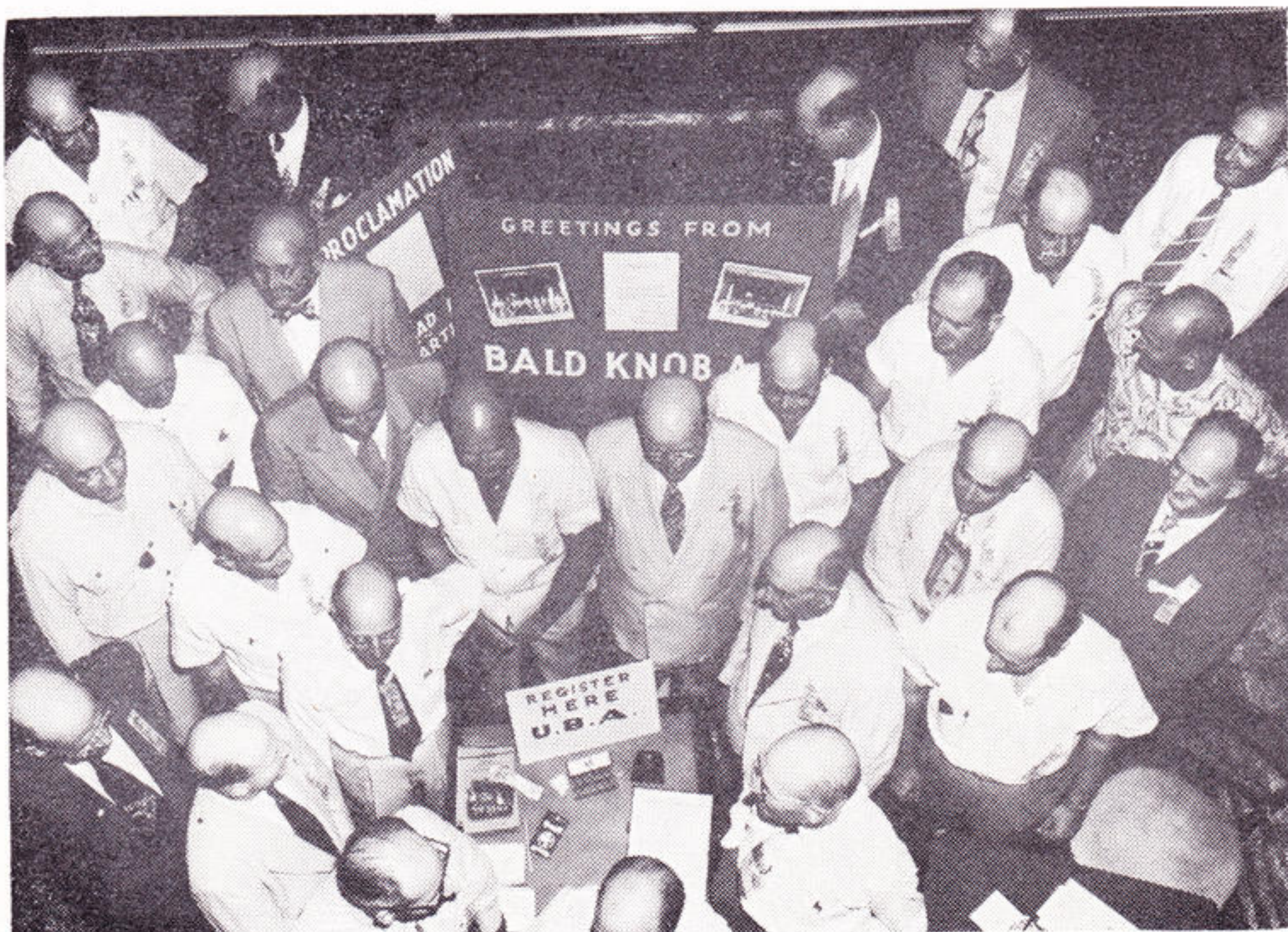


Rising 230 feet above the water level of the Neches River is the tallest highway bridge in the South, located on Highway 87 between Orange and Port Arthur. Over 7,000 feet long with a water clearance in the center of 176 feet, the approach to the bridge from the highway looks formidable, but has only a 5 per cent grade.



Texas Company employees made use of the many facilities of the Million-Dollar Pleasure Pier at their annual outing in July. With dancing and swimming, as well as a midway with rides and games, the Pleasure Pier is one of the Port Arthur division's favorite recreational spots. Built on a man-made island, the pier extends into Lake Sabine.

Port Arthur division citizens don dark glasses and toupees are discarded at the United Baldheads of America convention in Port Arthur. Carrying signs declaring that "Busy Blocks Grow No Locks" and "No One Frowns on Hairless Crowns," shiny-domed conventioners resorted to umbrellas to protect their sleek skulls from sunburn during their parade.



At Sabine Pass on September 8, 1863, Lt. Richard W. Dowling and forty-four Confederate soldiers with six guns withstood 1500 Yankees on twenty-one ships and captured two gunboats and 315 men. This monument to Lt. Dowling stands near the site of Fort Griffin — a reminder of one of the most crushing defeats suffered by the Yankees in the War between the States.

Commercial fishing for shrimp and salt-water fish is a very profitable business in the Port Arthur division. A part of the shrimp fleet is shown below. Although you can fish in the Port Arthur division the year 'round, the best salt water fishing takes place during the summer months when the migratory fish come inshore with the warm water.



YOUR CREDIT UNIONS

BORROWING \$100 is no trouble at all — if you're a member of one of the two credit unions available to Gulf Staters. And wise savings investments are just as simple — if you invest part of your salary in your good-as-gold credit union.

For the more than 600 Gulf Staters east of the Atchafalaya River in Louisiana the letters BRECO stand for savings. For those employees in Texas and west of the river in Louisiana the Gulf States Utilities Employees Federal Credit Union symbolizes savings opportunity.

That employees under both credit union plans have faith in the groups is evidenced by the fact that more than 80 per cent of those eligible are members of the Baton Rouge plan and more than 50 per cent of those employees eligible west of the Atchafalaya are members of the GSU Employees Federal Credit Union. In all, there are 1,410 Gulf Staters enrolled in the two savings groups.

Unlike the credit union plan in Texas and Louisiana west of the Atchafalaya River, BRECO was set up under a state charter. The Texas credit union operates under a federal charter. Consequently, rules governing the amount of earnings, dividends, and the limitations imposed on individual loans, differ widely, although both offer excellent savings and loan opportunities.

Under the federal credit union plan all employees can join immediately, but they are not eligible for all benefits until after working three months for the company. There is a \$500 limit on individual loans. Since the plan went into effect in 1936,

more than \$730,000 — 7,750 loans — has been loaned out, with a current interest rate of eight-tenths of one per cent. Only a small fee of 25-cents is needed to join the credit union.

The Texas credit union, which now has assets of over \$100,000, paid a dividend in its first year of operation and has paid dividends, declared at the end of each year, ever since. Last year's dividend rate was 4.45 per cent.

Each member may purchase up to 100 shares of stock at \$5 per share in the credit union. This money can be withdrawn at any time unless it is being used for loan collateral. Although it is preferable to make deposits through payroll deductions, cash deposits are accepted.

At the annual meeting of the members of the Texas credit union, a supervisory committee of three members is elected as top authority for the group. In addition a nine-member board of directors and a credit committee of three members is elected. Officers of the credit union are elected by the board from its membership. The credit committee meets every day to approve day-to-day operations of the credit union.

For those employees working outside the Beaumont area, the credit union has contact men all through the area who receive applications for loans and forward them to the main office.

BRECO was initiated in 1934 for employees of the Baton Rouge Electric Company, from which, incidentally, the credit union got its name. When the electric company merged with Gulf States Utilities Company in 1938, the organization

was already so popular that it was decided to retain the name.

The credit union was an immediate hit with the employees, and began paying a small dividend in its second year, 1935. By 1950, the interest rate on accrued savings amounted to four percent.

The July financial statement of BRECO lists assets totalling over \$170,000. Like the Texas credit union, BRECO requires only a 25c fee to become a member.

A system of checks and balances is maintained throughout the governing body of the organization. Its bylaws specify that at least one person from each department be represented on the seven-man Board of Directors. However, since there are but five departments in the Baton Rouge division, there will be, of necessity, two representatives from two departments each year. The three-man supervisory committee and credit committee are also elected at the same time, with their duties similar to those of the Texas credit union groups.

Since its small beginning in 1934 almost a quarter of a million dollars has been loaned out.

The outstanding fact about both credit unions is that they are profitable whether you are saving money or borrowing it. The interest rate on loans is low and the interest rate on savings is high.

Like all salaried personnel, Gulf Staters are prone to grumble about "deducts" on payday. But there is one symbol on your deduct slip which should cause nothing but satisfaction — the big "R" for your credit union.

In Beaumont, Ruby Ray Ridley, seated, is secretary of the Gulf States Utilities Employees Federal Credit Union. She and her assistant, Peggy Stone, run the office of the credit union and are the hubs of the credit union serving those employees in Texas and west of the Atchafalaya River in Louisiana.



In Baton Rouge, Julian Hays, standing, is treasurer of BRECO and Patricia Jacobs is secretary of the state-chartered credit union which serves more than 50 per cent of those employees eligible east of the Atchafalaya in Louisiana. BRECO has not had a single loss on its loans since 1946.



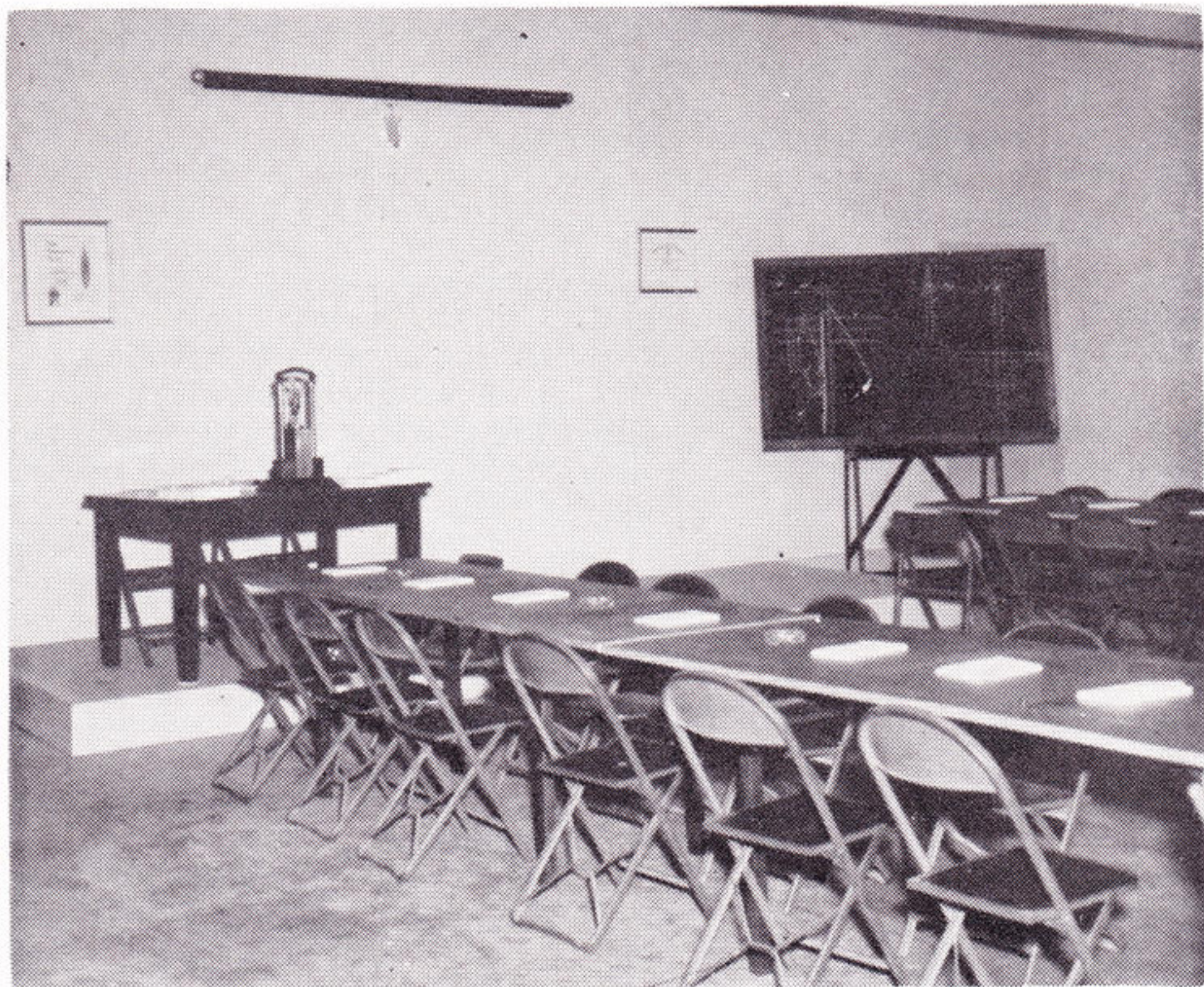
Health and Safety Section



Baton Rouge Meter and Service Completes 15 Injury-Free Years

This story could have any number of titles, such as 5,465 victories, for any time a department of 50 people work a day without an injury it is a victory. The meter and service department, Baton Rouge, on July 18th completed 15 years without a lost time injury. This chain of days, weeks, months and years started after an unavoidable accident occurred while an employee was properly parked in front of the service building on July 18, 1936.

What is responsible for this outstanding achievement? F. G. "Red" Hornsby would probably say, "Not any one thing, but here is what we do." He would tell you that they have monthly meetings (so do other departments) and all of the other things that go to make up a balanced safety program. It seems that this department has the priceless ingredient that goes into any program or effort that makes it a success. It seems that accident prevention is contagious with the employees in this department; they all have it and pass it along to each new employee and those who are transferred into the department. Whatever is responsible for this achievement of working one and a quarter million man hours is a worthwhile ingredient. All Gulf Staters are pulling for those in the meter and service department to go on and on piling up more victories each day, week, month and year.



Odus McKnight, Louisiana safety representative, recently announced the opening of this new assembly room in the Service Center on Government Street in Baton Rouge. The room will accommodate 100 persons and is equipped with a moving picture screen and projector, a loud speaking system and new furnishings. Mr. McKnight says employees are more receptive to instruction and safety talk in the pleasant environment.

Hind Sight and Fore Sight

- Foresight:** Rubbing water cooler with acid soaked brush when acid splashed in eye.
- Hindsight:** When using acid, wear eye, face and hand protection.
- Foresight:** Putting up "A" frame and cut fingers on right hand.
- Hindsight:** Use extreme care when handling "A" frames. Be sure that hands and feet are in the clear. P.S. There were four "A" frame accidents during July.
- Foresight:** Working in vault when he looked up and a piece of steel from star drill fell into his eye.
- Hindsight:** When working under anyone using drill or chisel, wear eye protection; do not look up unless absolutely necessary.
- Foresight:** Public stopped for traffic light and Company vehicle struck the rear of public's car.
- Hindsight:** Be prepared for emergency stops at all times — follow at a safe distance.
- Foresight:** Backing out of 450° angle parking, and was struck by public.
- Hindsight:** Yield right-of-way to all traffic when pulling or backing away from curb.



The above picture is that of G. H. Boyett's car after a serious accident which occurred on the first day of Boyett's vacation(?). He and two friends were making a trip to California and the driver went to sleep. The car was considered a total wreck and Boyett, Beaumont line, was seriously injured, but he is back on the job at the present time. He wanted "Plain Talks" to print this story and picture so that other vacationists will be more careful and enjoy their vacation — rather than spend it in a hospital.

Sales Campaign Ends in Success

"Of Course, It's Electric" took on added significance August 1 when another GSU sponsored sales campaign ended in success. Through May, June and July the appliance dealers in our system sold a total of 1,719 electric ranges and water heaters. Range sales numbered 1,325, with 394 water heater sales reported.

This activity was beneficial to dealers, customers and the company. The appliances represented a gross business of almost half a million dollars to dealers; they represent better living to thousands of residents across our service area and to our company they represent an increased electrical load which totals almost three million kilowatt hours annually.

The campaign was system-wide, with each company division sales staff working closely with dealers and distributors operating in their respective territory. The Navasota division made 14.74 sales for each 1,000 residential sales customers to top the four other company divisions. While there was no official intercompany contest, there was much interest among sales personnel in gaining this top spot. Lake Charles nosed out Beaumont, 11.62 to 11.55 sales per thousand customers to cop the second highest average.

Gulf States now has over 30,000 customers using electric ranges and over 10,000 using electric water heaters. Percentage-wise, the figures show that nearly 17 per cent of Gulf States customers cook electrically and almost 6 per cent use electric water heaters.

The figures were announced in the Sales promotion department's Matchless News at the completion of the May, June, July range and water heater campaign in which 1,719 sales—1,325 ranges and 394 water heaters—were made.

An interesting sidelight on the sales activities throughout the system is shown in the following listing of the ten top towns in kilowatt hour consumption as of July 30, together with the ten leaders in increased kilowatt hour consumption since January 1 this year.

Top Ten in KWH Increase since Jan. 1	
1. Dayton	120
2. Liberty	107
3. Cleveland	104
4. Sulphur*	95
5. Somerville	84
6. Eastern District*	82
7. Hull	81
8. Jennings*	81
9. Conroe	77
10. Silsbee	75
10. Franklin	70
Top Ten in KWH Consumption, July	
1. Liberty	2162
2. Franklin	2017
3. Dayton	1990
4. Anahuac	1970
5. Somerville	1915
6. Sour Lake	1896
7. Sulphur*	1802
8. Jennings*	1801
9. Beaumont	1776
10. Lake Charles*	1687

* Indicates districts instead of towns.



J. Kirby Jones and family



Virginia Lightsey



Mr. and Mrs. Jerry Post



J. O. Bauman and family

Vacation time found Gulf Staters all over the country. Mr. and Mrs. J. KIRBY JONES and their daughter of Port Arthur took advantage of the Lions convention to ride on the boardwalk at Atlantic City, New Jersey. Mr. Jones was a delegate to the convention from the Port Arthur Lions Club. VIRGINIA LIGHTSEY, Beaumont accounting, also traveled up the east coast. Just one of the many places she visited was Rock City on top of Lookout Mountain near Chattanooga, Tennessee. Mr. and Mrs. JERRY POST, an operating superintendent at Navasota, took off for the west — and the cool mountains. They spent their time fishing in the Conejas River at the Menkehaven Lodge at Antonito, Colorado. Judging from the 18 inch rainbow trout Mrs. Post is holding, fishing was pretty good. The J. O. BAUMAN'S traveled through the eastern seaboard up to Washington, D. C. At historic Williamsburg, Virginia, they had their picture snapped in front of this old covered wagon. The Bauman's were accompanied by their son, John Hugh, and by Mrs. Bauman's brother and sister-in-law, Mr. and Mrs. Blackman.

Gulf Staters Recovering from On-the-job Accidents

On-the-job injuries hospitalized two Beaumonters during the latter part of August in an accident that could have been much more serious than it was.

Tom Ridley and A. R. Burgess, of Neches Station, were injured while making repairs to a feed water pre-heater and both were severely burned. As Ridley and Burgess, together with other workmen, were checking a small leak, a 1½" bolt broke and under 450 pounds pressure struck Ridley in the head and Burgess on the leg. Steam and hot water at around

250° then sprayed over the two men causing severe burns.

Burgess has been released from the hospital and Ridley is expected to be released within a short time.

Another accident victim, L. J. Gaspard, of Port Arthur t & d, who received severe electrical burns in July when he came in contact with a 4000 volt conductor, is progressing satisfactorily but is still not back at work. Gaspard was burned on the stomach and right arm.

Gulf States Helps Celebrate Farm Electrification Week

Joining other business-managed utilities of the nation in celebration of National Farm Electrification Week — August 26 to September 1 — Gulf States took the opportunity to review its progress in the field of farm electrification.

In both newspaper stories and advertisements throughout the system, the company's part in advancing electrification to its rural areas since organization of the company in 1925 was told. The news stories noted that Gulf States pioneered farm electrification in 1926 by extending lines to a number of dairy farms near Alvin, Texas, in co-operation with the dairy and agricultural engineering departments of Texas A&M. At about this same time electric service was made available to rice farmers of Southwest Louisiana for irrigation. Advertisements pictured Reddy Kilowatt in his multi-purpose jobs on the farm.

With the exception of the war years when manpower and materials were not available, Gulf States has constantly expanded its farm and rural distribution facilities. Today only 5 per cent of the occupied farms and ranches in the area

served by Gulf States are without electrical service. When rural electrification co-operatives became active a decade after Gulf States pioneered rural electrification in this area, a good foundation was already laid. Gulf States' high voltage transmission networks brought most farming sections in its area within reach of the low-cost energy sources. The remaining work was largely a matter of building low voltage distribution lines.

That the company does not consider the job of farm electrification completed was pointed out by the fact that we maintain a large staff of home service advisors and farm representatives to show the farm customers how to use power profitably and to devise new ways of utilizing electricity on the farm.

"The big job of actually electrifying the farm is just starting. Day to day developments in farm electric service will continually open new ways to better living and contribute greater national preparedness by helping the farmer to increase yields and supplement the food crops of our country," the newspaper story concluded.

Garden soils should not be worked too wet as it results in poor condition of the soil and therefore a poor garden.

10% Chlordane dust placed around steps will aid in keeping ants and roaches out of the house.

Plant diseases should be prevented before they start by early spraying, plant rotation, and the use of resistant varieties.

More than half of the known species of animals in the world are insects.

Three Water Systems Scheduled for Sale

The sale of three of Gulf State's remaining water systems moved another step to completion recently when the residents of Calvert voted in favor of purchasing that system.

Sale of the Calvert system, together with those at Franklin and Navasota, will take place as soon as legal technicalities can be cleared for the towns to issue revenue bonds. Franklin and Navasota had previously decided to purchase the systems, but no action could be taken until the Calvert election because of the company proposal based on selling all three systems or none.

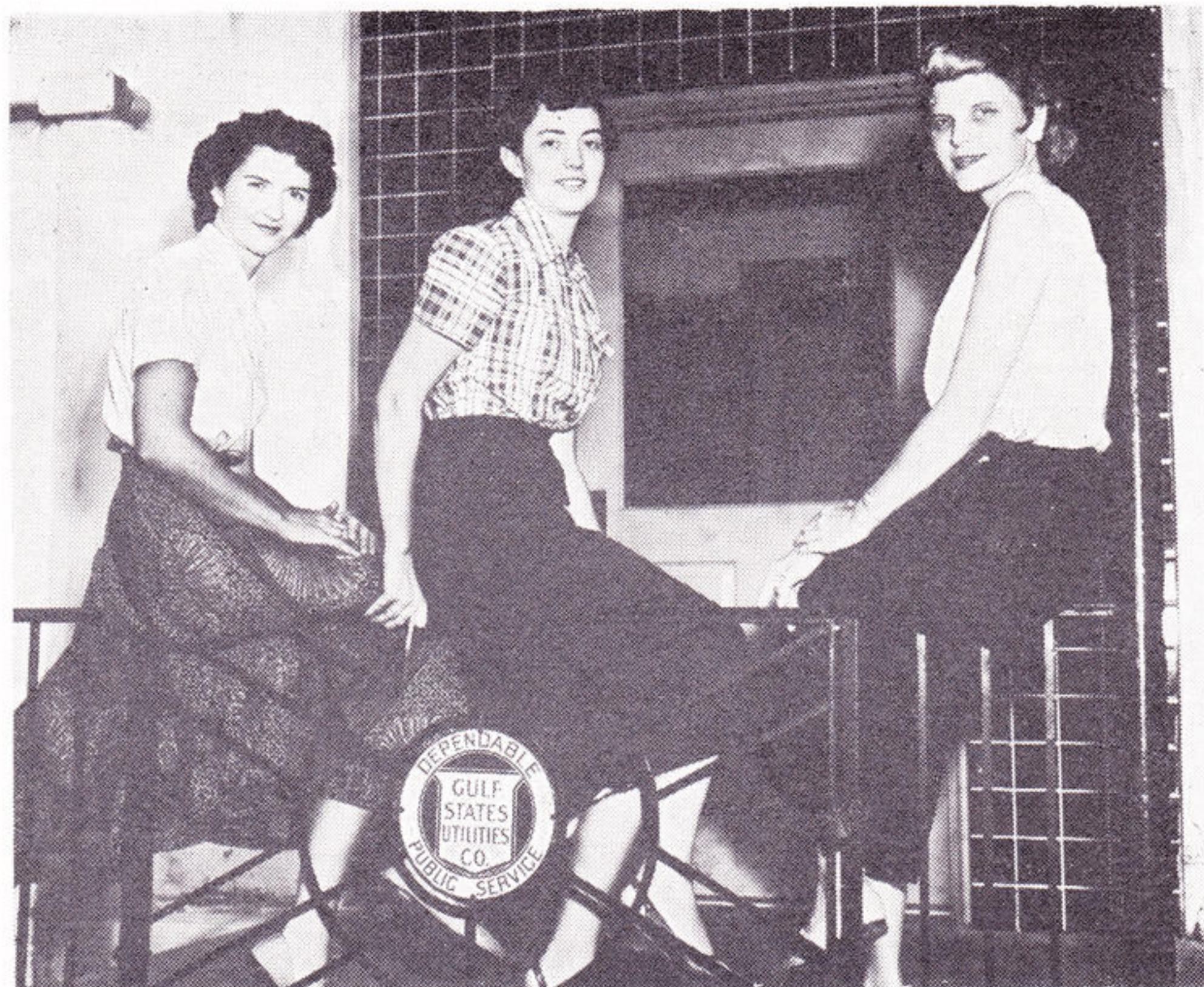
Negotiations for the transfer of the system at Lake Charles moved in the opposite direction when a vote of more than 15 to 1 was cast against a \$12 million bond issue proposed by the city for a water works and drainage system in a referendum election held July 24. The city had proposed the bonds to buy the water works system from Gulf States, and for improvements and additions to its sewerage and drainage systems.

The company also owns and operates the water system at Orange. In Conroe the water wells are owned and operated by the company for the use of the city which operates the distribution system.

L. B. McGee In Korea

Pvt. L. B. McGee, former operator's helper at Riverside Station, is now serving with the U. S. Army in Korea. P. McGee is presently ten miles behind the front lines assigned to a chemical mortar battalion. He is working on a telephone switchboard at headquarters.

10% Chlordane powder placed in cabinets and drawers will get rid of roaches in the house.



PORT ARTHUR t and d department boasts this trio as its "Glamour Department." The three, Loraine Dunham, Doris Kanewske, and Wanda Hubbard, are shown above resting on the railing at the entrance to the Port Arthur distribution building.



DORIS McCLAIN, home service advisor in Liberty spread the Electric Cooking story in a big way recently. More than 225 women attended an electric cooking school held in Liberty in cooperation with local appliance dealers there.

A PEEK AT THE T2A9



1946

Austin J. Mary, former engineer in the Baton Rouge distribution department, was made supervisor of the distribution engineering department of the Baton Rouge division effective June 16. Mary succeeds Matt Craig who was recently transferred to the system engineering department in Beaumont.

Fred Parent, Port Arthur t & d, is really MR. Parent now. Fred's beaming over the arrival of a baby girl, Patricia Ann, born July 4.

Ed Melancon, Baton Rouge sales was passing out the cigars on July 13 after the birth of a son, Michael Thomas. Ed says that new boy makes it "even-steven" at his house, two boys and two girls.

B. J. "Johnnie" Harrop, Baton Rouge accounting, welcomed a son, Gregory Thomas to the Harrop family on July 24. Gregory weighed in at 7 pounds, 6½ ounces.

A. J. Reaux, Beaumont production, is the proud father of an eight pound, two ounce daughter, Mary Jane, born July 12. Congratulations!

A newcomer to most of us is Jewell Ernestine Woodard who has been added to the Home Service Staff at Lake Charles. Ernestine began work on July

A new record established by Gulf States came to light recently with the distribution of a compilation of customer and kilowatt hour figures. As of the end of July our company attained an average of 1202 kilowatt hours consumed by each home customer during the preceding twelve month period. This is 52 kilowatt hours more than a year ago and 177 more than the annual consumption by each home customer before the war.

1936

Harold C. Leonard, vice-president, Louisiana Division, at Lake Charles, for the past 18 months, left the company on June 1 to become president of the Baton Rouge

Electric Company. He is succeeded by John G. True, formerly district manager of the Virginia Electric & Power Company at Suffolk.

Four hundred employees, one-half the total number in the company, are now members of the recently formed Gulf States Utilities Employees Federal Credit Union.

Louis F. Riegel, of the Virginia Electric and Power Company, is appointed general sales manager of Gulf States Utilities Company, effective about July 10, to succeed P. E. McChesney.

J. R. Peckham is relieving cashiers in Navasota division during their vacations.

H. H. Welch is temporarily working at the Meter Department on records.

H. J. Ripple, electrician at Neches station, resigned to accept a similar position with the Baton Rouge Electric Company.

J. D. "Pop" Jordan was married on Wednesday, June 18th to Miss Sadie Lumsden, of Columbia, Tenn.

The highest daily kilowatt hour output yet reached by the Gulf States entire system was 1,116,103, on Monday, June 22.

1926

Construction on the first unit of the new Neches Power Station is on the last lap. Testing of equipment is going ahead by a crew which includes L. L. Hirsch, R. K. Wilkerson, L. E. Davis, M. B. Marshall, W. H. Whitton, L. O. Jones, W. L. Straughn, L. L. Guidry, W. M. Prejean, R. H. Lawton, C. Bonin, R. Guidry, A. J. Matherne, P. G. Simon, and S. R. Bell.

Charles M. Scott has been employed in the Port Arthur Division as student engineer. Mr. Scott comes to our company from New Mexico A. & M.

P. G. Simon, N. C. Spencer and A. J. Matherne of the Port Arthur power plant were transferred to the Neches power plant. These three men all graduated from Louisiana State University in the class of 1926. Dick Lawton, watch engineer, was also transferred to Neches.

Proposed Electric Rate to be Lower Than 1941 Figures

As we go to press there is no new information to report of the proposed adjustment of electric rates. As previously reported, the company has submitted data to the Louisiana Public Service Commission showing the need for increased revenue to offset higher operating costs and provide a reasonable rate of return for continued expansion of facilities. The commission is studying this data and will report their findings upon conclusion of their study.

In the meantime one of our analytical Gulf Staters has compiled a comparison of our revenue after the proposed 20 per cent increase with revenues of ten years ago. We are printing the comparison here as an item of interest to other employees.



In the pre-war year of 1941, when prices of most things were low compared to prices of most things today, Gulf States received an average revenue of 3.9c for each kilowatt hour of electric service sold to residential customers. In 1950, we got only 3.2c per kwh on the average for residential service.

An increase of 20 per cent on this 1950 average of 3.2c would provide average revenue per residential kilowatt hour of 3.8c—a figure still .1c below the 1941 figure!

In other words, even after the increase asked the average kilowatt price we obtain from residential users will be below pre-war 1941!

In pre-war 1941 the company's average revenue per commercial kwh sold was 3.2c. In 1950, the average obtained was only 2.5c, or 7/10c less. A 20 per cent increase on last year's average of 2.5c would produce 3.0c or .02c less than in 1941.

In other words we'll still be below pre-war prices after rates are raised!

Lake Charles, La.
July 30, 1951

Mr. G. J. Gilmore
Gulf States Utilities
Sulphur, La.

Dear Mr. Gilmore:

We want to thank you most sincerely for your cooperation in the recent demonstrations on freezing that were given at Sulphur. It is nice to know that we can enjoy such splendid cooperation from the utility companies, and we know that we shall enjoy working with your group in the future.

If we can be of any service to you, please let us know.

Sincerely,
Mrs. Valmae S. Robertson
Home Demonstration Agent

Mrs. Louise E. Hanchey
Assoc. Home Dem. Agent



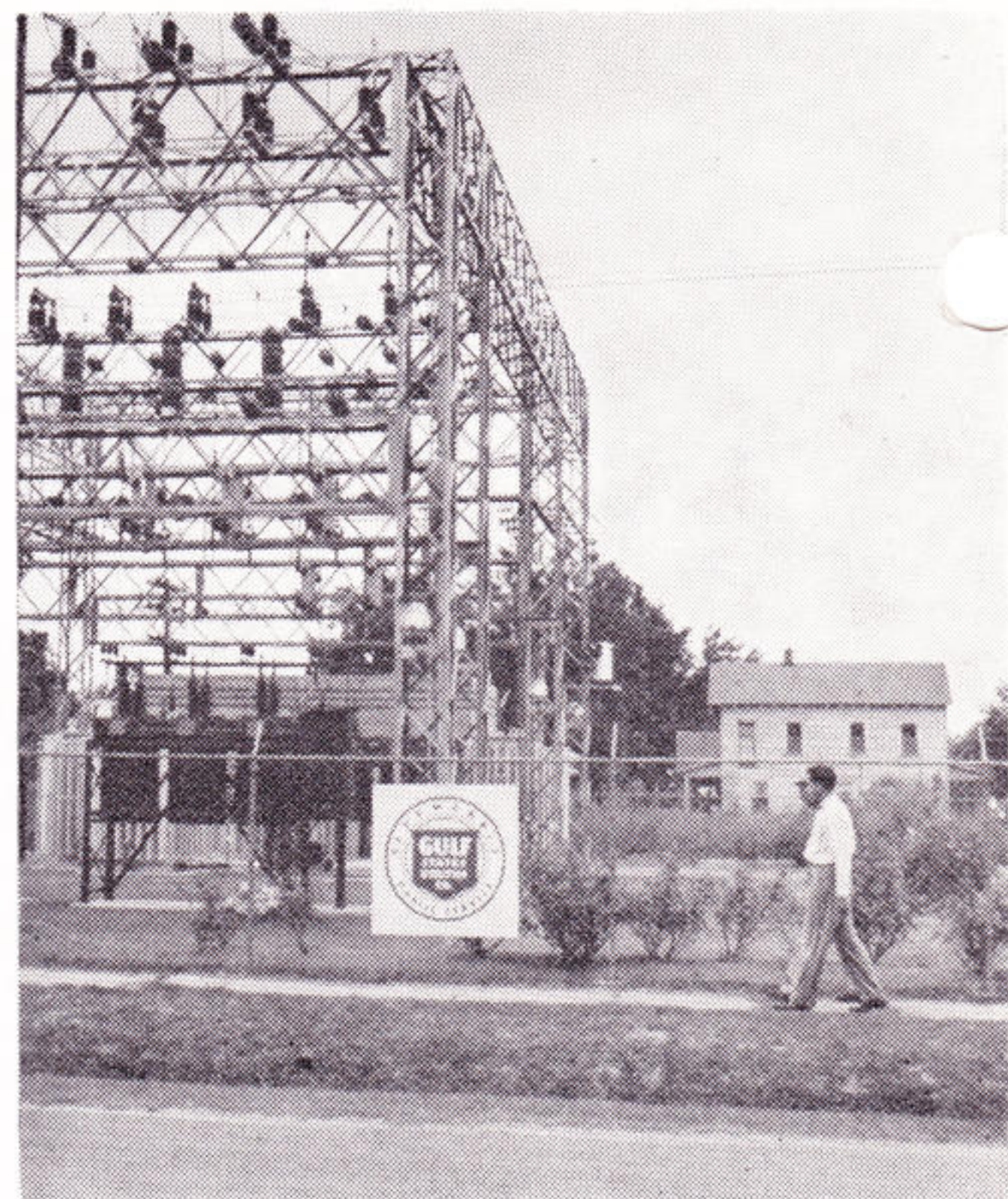
SELLING IN 1934. At the conclusion of our recent sales campaign it seems appropriate that this picture of a long bygone campaign be used here. The above picture, taken in 1934, shows leaders in a Baton Rouge Electric refrigerator campaign. Left to right are (front) V. P. Parker, deceased, and A. H. Casanova; (rear) E. P. Guillot, retired; J. B. Folse; Al Vincent, deceased; Phil Newman and R. B. Nettles, deceased. R. S. Nelson was president of BRECO then and J. B. Hodge was sales manager.

REDDY WELCOMES

New employees in the Gulf States family. A smile and a handshake will help them feel at home. Look them up.

Dorothy Lemare, Beaumont sales
A. L. LaFour, Liberty t and d
Mary M. Jennings, Beaumont sales
Dorothy H. Wilkins, Beaumont sales
Edith L. Noble, Beaumont accounting
E. B. Stinnett, Liberty t and d
C. G. Tarpley, Beaumont testing
Jerry L. Brown, Beaumont t and d
Patsy E. Thomas, Beaumont accounting
Nell R. Lee, Beaumont accounting
Earnest Vallier, Beaumont Bldg. and Grounds
A. J. Edwards, Beaumont operator's helper
Charley Trimble, Beaumont advertising
Max L. Smith, Beaumont t and d
Bobbie S. Crank, Beaumont accounting
Alfred E. Gajeske, Beaumont purchasing
C. R. Williamson, Beaumont engineering
Ronald J. Theriot, Beaumont sales
Mildred G. Taylor, Beaumont sales
Jack A. Reed, Huntsville t and d
Patricia F. Hall, Beaumont accounting
W. G. Loomer, Jr., Beaumont system engineering
George E. Hayes, Beaumont system engineering
Henry W. Jackson, Beaumont system engineering
Charles D. Suitt, Beaumont t and d
Edward R. Bohler, Beaumont t and d
John W. Hughes, Navasota engineering
Joseph Fontana, Beaumont accounting
Vernon E. Winter, Beaumont stores
Paul H. Lacey, Jr., Port Arthur t and d

Gloria S. Stutes, Port Arthur sales
Gertrude Rice, Navasota home service
Opal L. Tatom, Beaumont system engineering
Hebert M. King, Jr., Beaumont t and d
Horace C. Davidson, Jr., Beaumont t and d
George F. Woody, Beaumont painter
Marie Sanders, Navasota stenographer
Jo Ann Price, Beaumont system engineering
Oliver E. Smith, Huntsville t and d
Robert M. Newnan, Beaumont system engineering
Van L. Wallace, Beaumont system engineering
F. P. Whittington, Lake Charles t and d
Edward B. Picou, Jr., Baton Rouge t and d
Mary M. Greer, Baton Rouge gas
Daniel D. Dunn, Baton Rouge operator's helper
Paul L. Davidson, Baton Rouge production
Hilda M. Dillon, Baton Rouge sales
Raymond C. Harris, Baton Rouge engineering
Severen L. Manuel, Lake Charles t and d
Peggy H. Hebert, Lake Charles PBX
Thomas M. Engels, Baton Rouge operator's helper
Vernon Blanchard, Jr., Baton Rouge turbine operator
Eugene A. Verrett, Lake Charles t and d
W. J. Schexnayder, Baton Rouge operator's helper
Iva Fay Morgan, Baton Rouge sales
Allen R. Ellis, Baton Rouge t and d
Virgle P. Braud, Baton Rouge garage
Mary A. Bello, Baton Rouge sales
Robert A. Leonard, Baton Rouge garage
Betty Jo Jordan, Baton Rouge sales



THE PUBLIC won't have any trouble recognizing our substations and other properties when these new signs go up all over the system. The four foot signs showing the company's circle-and-shield and made of tempered masonite, were distributed in July on a limited basis. A favorable reaction to the identification resulted in plans for placing the signs throughout the system.

HOME SERVICE ADVISORS SHIFTING LOCATIONS

Some familiar faces in the home service department are being seen in new places these days.

Gertrude Rice, after training in Beaumont office, assumed her new duties as home service advisor in Navasota July 23.

Marilyn Stewart King changed names as well as places. Formerly home service advisor at Jennings she became Mrs. King July 22 and moved to Beaumont where she is now working.

Joyce Pintsch, formerly in the Beaumont division, has resigned to become Mrs. James L. Seay. She will make her home in College Station for the next year.

Dell Sandlin, formerly in the Navasota division, has resigned and will make her home in Beaumont.

Called to the Colors

THEODORE R. DERR, Baton Rouge, Navy

EDWARD HODGES, JR., Beaumont, Army

W. J. EIRMAN, Baton Rouge, Navy

AUBREY D. SPRAWLS, Beaumont, Navy

MALCOLM M. WILLIAMS, Beaumont, Army

Every month quite a number of Plain Talks are returned because of out of date mailing addresses. Keep your address up to date—just tell your Plain Talks reporter your new mailing address as soon as you have this information. Gulf Staters in the Baton Rouge area can keep their Plain Talks coming to their proper address by calling any of the four following extensions: 202, 207, 208 and 213. Beaumonters may call extension 264 or your department reporter. Prompt attention to this matter after changing address will enable your Plain Talks editor to mail you your copy without delay.

In the last issue, Plain Talks carried a list of all employees called into military service before July 1. A request for addresses of these Gulf Staters was also made at that time. Since July the number has increased by five, making a total of 84 'called to the colors' since the Korean war.

The latest of those to leave are listed above. If Gulf Staters know the addresses of these men please forward them to your Plain Talks reporter or to the editor in Beaumont so that Plain Talks may be mailed to them.

Port Arthur, Texas
 August 21, 1951

Mr. Charles DeCuir
 Gulf States Utilities
 Port Arthur, Texas

Dear Mr. DeCuir:

May I express my appreciation and that of the Port Arthur Council for the excellent "Sugar and Spice" cooking school which was conducted recently for the Camp Fire Girls. The Cooking School was certainly a boost to our program and an excellent activity for our girls.

We appreciate the fine cooperation which we have always had from Gulf States Utilities, and hope that such activities may continue.

Sincerely yours,
 Katherine Daniels
 Executive Director

Wedding Bells Still Ringing as Gulf Staters Say 'I Do'

D. V. Garon, Louisiana Station, and Loretta Khipps of West Virginia were married July 12 at Woodville, Mississippi.

K. W. Ferrell, Riverside Station, and Molly Jean Plumlee were married April 23 at the home of Rev. Billy Crews at English Bayou, Louisiana. Mr. Ferrell returned to work in June after Navy service aboard the aircraft carrier USS Boxer.

Albert L. Hawkins, Riverside Station, and Kathryn Carlin were married at Westlake Baptist Church in Lake Charles on June 8.

Jerry Akin, cashier at Baton Rouge, and L. O. Denham, industrial supervisor at the Standard Oil Company in Baton Rouge, were married June 30 at the home of the bride. They spent their honeymoon on the Gulf Coast and in New Orleans.

Marjorie Bean, Orange accounting department, and J. P. Cook, DuPont employee, were married June 1.

James C. Stafford, Baton Rouge meter department, and Neta Joyce Scardina were married July 21 at the Sacred Heart Church in Baton Rouge.

Patricia Hendry, Baton Rouge accounting, and Leonard Jacob, Baton Rouge t and d, were married May 12 at the Sacred Heart Church in Baton Rouge.

Dean Thomas, Baton Rouge electrical engineering department, and Roland J. Jarreau, Baton Rouge line department, were married September 1 at Woodville, Miss.

H. J. Rutherford, Neches Station, and Marilu Foster were married July 6 at Dougola, Illinois.

C. O. Baer, Neches Station, and Mrs. Monell Morris were married in Beaumont July 14.

Robert Reid, former employee at Louisiana Station, and LaRue Brown, Baton Rouge accounting, were married July 22 at the home of Miss Brown's uncle in Baton Rouge. Mr. Reid is now in the army at Camp Chaffee, Arkansas. Mrs. Reid left Gulf States August 17 to join her husband there.

Mary Dillon, Baton Rouge accounting, married Walter Abadie July 14 at the St. Anthony Catholic Church in Baton Rouge.

Joe Willie Watson, Baton Rouge accounting, and Donald Howard were married August 31 at the Community Church in Wilson, Louisiana.

Mary McDougald, Beaumont stenographic department, and James David McAdy were married September 8 in the South Park Church of Christ in Beaumont.

Barbara Ann Robichau, Beaumont, stenographic department, and James F. Hogan were married August 11 in St. Anne's Church in Beaumont. Mr. Hogan, a lieutenant in the army reserve, is awaiting call to active duty. Mrs. Hogan will remain at Gulf States. Barbara Ann is the daughter of H. P. Robichau, chief billing clerk in Beaumont.



Mr. and Mrs. W. W. (Casey) Pharr, Riverside Station, a girl—Henrietta—on June 4.

Mr. and Mrs. B. C. Cannon, Riverside Station, a boy—Lee Oscar—on June 13.

Mr. and Mrs. Everett S. Pratt, Riverside Station, a girl on July 11.

Mr. and Mrs. W. R. Gammage, Riverside Station, a girl—Debra Sue—on May 25.

Mr. and Mrs. R. E. Deaton, Beaumont t & d, a girl—Patricia Jane—on July 14.

Mr. and Mrs. Stanley E. Davis, Louisiana Station, a girl—Patricia—on July 15.

Mr. B. L. Calvit, Baton Rouge general line foreman, is grandfather to a girl—Kathy Ann—born July 26 to Mr. and Mrs. B. L. Lang.

N. T. Graves, Louisiana Station, a grandson (first son in the Graves family)—Richard Graves Norton—August 4.

Mr. and Mrs. Edgar DeWoody, Lake Charles serviceman, a girl—Madelyn Mary—July 27.

DEATHS

Sympathy of Gulf Staters is extended to Jerry Stokes, Advertising, Beaumont, in the loss of his father who died July 30 in Victoria, Texas.

Gulf Staters at Louisiana Station and throughout the system extend sympathy to R. J. Furlow, Jr., in the loss of his mother who died recently.

Sympathy of Gulf Staters is extended to Edgar Mathis, superintendent at Sour Lake, on the death of his father, Dr. E. G. Mathis. Dr. Mathis, a resident of Corpus Christi, died September 2.

Phillip R. Dupuy Moves to El Paso

Phillip R. Dupuy, Sr., senior commercial sales representative in Baton Rouge, resigned from the company July 31, to accept employment with the El Paso Power and Light Company. Mr. Dupuy has been employed at Gulf States Utilities company for 26 years.



The Dupuy family will make their new home in Las Cruces, N. M., about sixty miles from El Paso. One of the main reasons for his making the change, Mr. Dupuy explained, was the chronic asthmatic condition of his eight-year-old son, Phil Roy, Jr., during the damp Louisiana winter season. Family physicians recommended the dry New Mexico climate as the best treatment possible for the youngster.

Mr. Dupuy began employment with the company in Baton Rouge as a billing clerk in the accounting department. He transferred to the sales department in 1937, and became senior commercial sales representative in 1945.

A native of Plaquemine, La., he is married to the former Evelyn Mae Hill, of Baton Rouge. Phil Roy, Jr., is the only child.

gulf staters in the news

Marcus Andrews, residential sales superintendent in Baton Rouge, has been named head of the mercantile division in the 1951 Community Chest campaign in Baton Rouge. Mr. Andrews has been with the company since 1928.

Dickie Bob Haddox, son of Navasota line crew foreman J. L. Haddox, has been placed on the list of superior students at Rice Institute in Houston. Only 160 students attending the school received the rating.

Leonard J. Olivier, S. V. D., son of Jim Olivier in the Lake Charles water department, was ordained in the priesthood June 29 at Bay St. Louis. He was born in Lake Charles and attended Sacred Heart school there.

Frank Robinson, residential sales representative at Cleveland, has been named Sunday School Superintendent of the First Methodist Church in Cleveland. Mr. Robinson returned recently from the National Methodist Town and Country Conference in Sioux City, Iowa, where he represented the laymen of the Huntsville District.

K. W. Franklin, son of Keen Franklin, serviceman at Calvert, has been employed on the teaching staff of the Bremond public schools. He will serve as principal of the elementary department.

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 annual Service Club meeting.)

Ten Year Club



Claude D. Adams
Distribution
Baton Rouge



Joseph L. Broussard
Water
Lake Charles



Perry Dickinson
Distribution
Lake Charles



C. L. Shannon
Distribution
Beaumont



Howard W. Webb
Production
Baton Rouge

Twenty Year Club



Ethel Doan
Accounting
Navasota



W. J. Johnson
Production
Port Arthur

Colored Division Thirty Year Club



Aaron Clark
Distribution
Port Arthur

Twenty Year Club

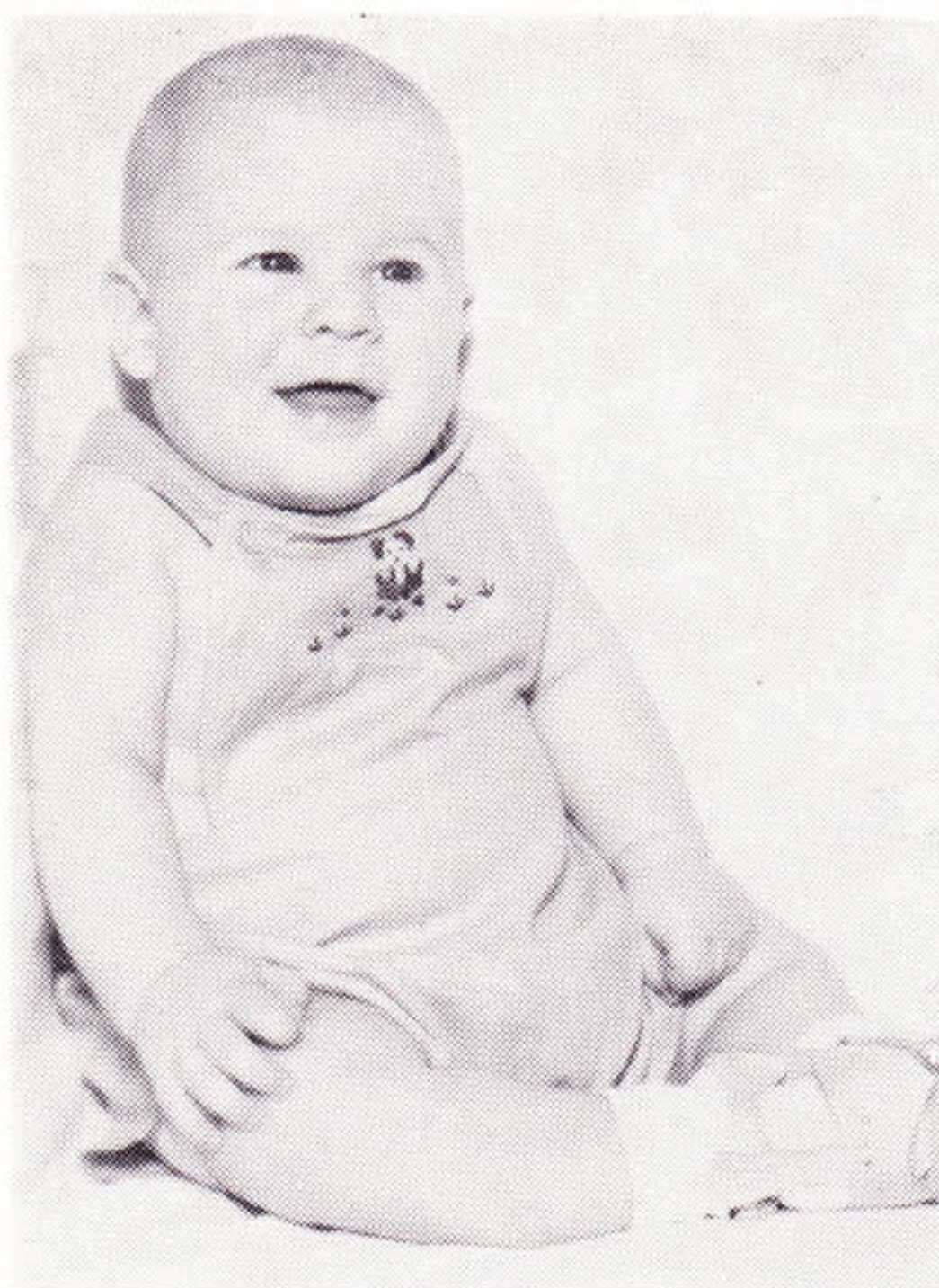


James Gage
Production
Beaumont



Thomas Gage
Distribution
Beaumont

GROWING WITH GULF STATERS



RICHARD JAMES SMITH is the smiling Gulf Stater at the left. His dad, Jimmie Smith, works at Louisiana Station and his mother, the former Agnes Babin, worked in the accounting department before her marriage. Richard is 8-months-old.



DIANE and NELDA WILLIAMS, in the center, are the daughters of John T. Williams, district serviceman at Winnie. Diane, on the left, is four-years-old and Nelda is two.



JANE INGWERSEN got her picture snapped on her first birthday recently. Jane is the daughter W. M. "Mooch" Ingwersen, Nederland sales department.

CORLISS ARCHER'S BACK!



JANET WALDO AS CORLISS

Pert Corliss Archer has returned to the airwaves for another season of teen-age antics. Janet Waldo and Sam Edwards will again be heard in their regular roles as Corliss Archer and Dexter Franklin, her high school sweetheart. Fred Shields and Irene Tedrow play the roles of Mr. and Mrs. Archer, and Ken Christy and Lois Cobett are heard as Mr. and Mrs. Franklin. The present season will mark the third year America's Business-Managed Electric Light and Power Companies have sponsored the show over the Columbia Broadcasting System.

**LISTEN TO CORLISS ARCHER EVERY
SUNDAY NIGHT AT EIGHT OVER CBS**

KLOU-LAKE CHARLES

KTRH-HOUSTON ★ KWKH-SHREVEPORT ★ WWL-NEW ORLEANS

SPONSORED BY AMERICA'S BUSINESS - MANAGED ELECTRIC LIGHT AND POWER COMPANIES



J. B. Coltharp, Operating Superintendent, congratulates F. G. Hornsby on the completion of 15 years without a lost time injury in the Baton Rouge meter and service department. The other four who are happy about the whole thing

are (l. to r.) T. O. McKnight, safety representative; Maurice Cunningham, appliance repair foreman; Les Faures, meter foreman; and Jack Donaldson, service foreman.

5,475 Victories

Baton Rouge Electric Meter and Service Department

5,475 Victories — a fitting title for the above picture because the Baton Rouge Electric Meter and Service Department has worked 5,475 consecutive days without a lost-time injury. That record is a real victory — and an outstanding accomplishment for Gulf States.

See story, "Fifteen Years" in the Safety Section