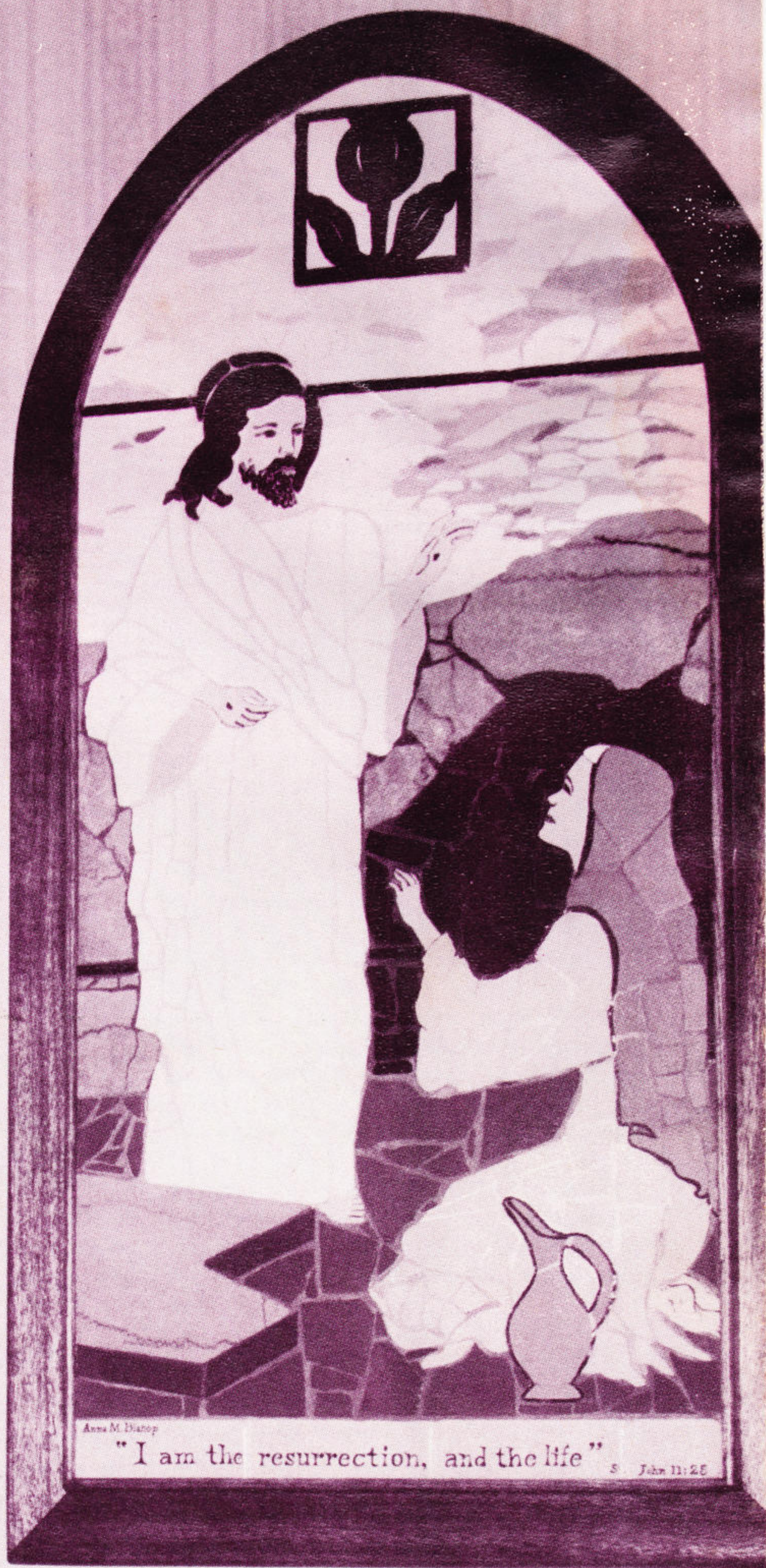
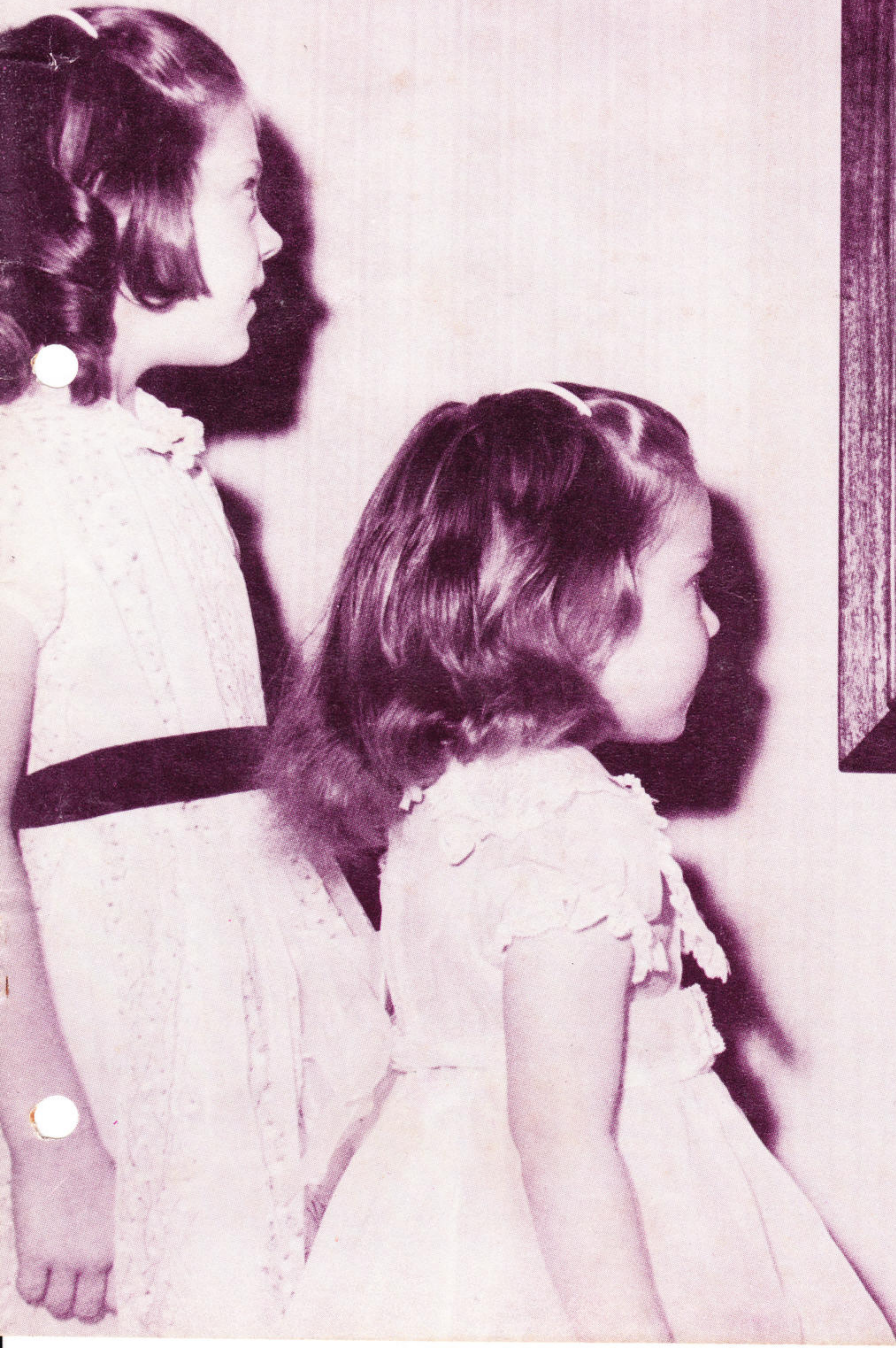


Plain Talks



GULF STATES UTILITIES CO.

APRIL, 1957

Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Roberts, contributing editor; Graham Ward, contributing artist.

April, 1957

Vol. 35, No. 4

A magazine for employees of Gulf States Utilities Company

THRIFT PLAN IN THE OFFING

Big and good news for all of us is that our Company is working out a Thrift Plan for all employees who have been with the Company a year or more. If and when the plan is given the blessing of our stockholders and satisfactory rulings are obtained from the Federal Power Commission, Securities Exchange Commission and the Internal Revenue Department, the Board of Directors will put the program into effect.

Briefly, the fund will allow eligible employees to put aside a certain percentage of their earnings each month by payroll deduction. The Company will contribute half the employee's monthly sum and it will all belong to the employee, who will direct how his funds will be invested, whether in U. S. Savings bonds, common or preferred stock of the Company or a savings account.

Should the Thrift Plan materialize as expected, it will be another step by our Company along the road of progress we're all traveling together.

DON'T FORGET YOUR GOLF CLUBS . . . OR SAFETY!

With the coming of Spring, vacation plans for many of us are going forward at full speed. Speed is fine during the planning stages, but let's please remember that vacation time is no time to put aside our good driving and other safety habits. Far too many holidays have ended in tragedy, some of them right in our own Gulf States family. Enjoy your vacations, and take your safety habits along with your golf clubs, fishing tackle and bathing trunks.

ANNUAL REPORT TO YOU

About this time of year another widely-read company publication comes into our homes—the Annual Report to our 14,000 plus stockholders. Issued by the Corporation Department, the Annual Report tells us exactly how we're doing as a company. From the President's message to the statistical charts, the 1956 Annual Report is chock full of interesting information for all of us.

WE'RE IN THE ATOMIC POWER RESEARCH BUSINESS

An announcement by our management that along with ten other electric companies in Texas, we will form the Texas Atomic Energy Research Foundation, puts us officially in the atomic energy business. The Foundation will do research work and will keep member companies informed as to the advantages and disadvantages of each type of reactor being developed for atomic energy power stations.

While ample supplies of natural gas in this area make it uneconomic for us to build an atomic power plant now, taking an active part in the Foundation indicates that our Company and the others involved will be ready, willing and able to enter the atomic power generation field when the time is right. In the meantime we may take pride in knowing that we are having a real part in contributing to research and development in the Atomic Energy field along with other investor owned electric utilities throughout the nation.

TAXES AND SOCIALISM

Our Company's tax bill for 1956 came to more than \$13 million, or 24c out of each dollar of income. For the seventh consecutive year taxes constituted the largest item of expense in the company. We don't mind paying our fair share of taxes. We know our way of life is the best in the world and is worth paying for. But we deplore the spending of millions of dollars of tax money on government power projects which could and would otherwise be built by tax-paying companies and operated by them at a profit under existing regulations. Boiling it down, we don't like socialism under any guise, and it should be a matter of grave concern to every well informed citizen in America to know how rapidly it is progressing here through expansion of government in various kinds of business.

JST

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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Vice President and
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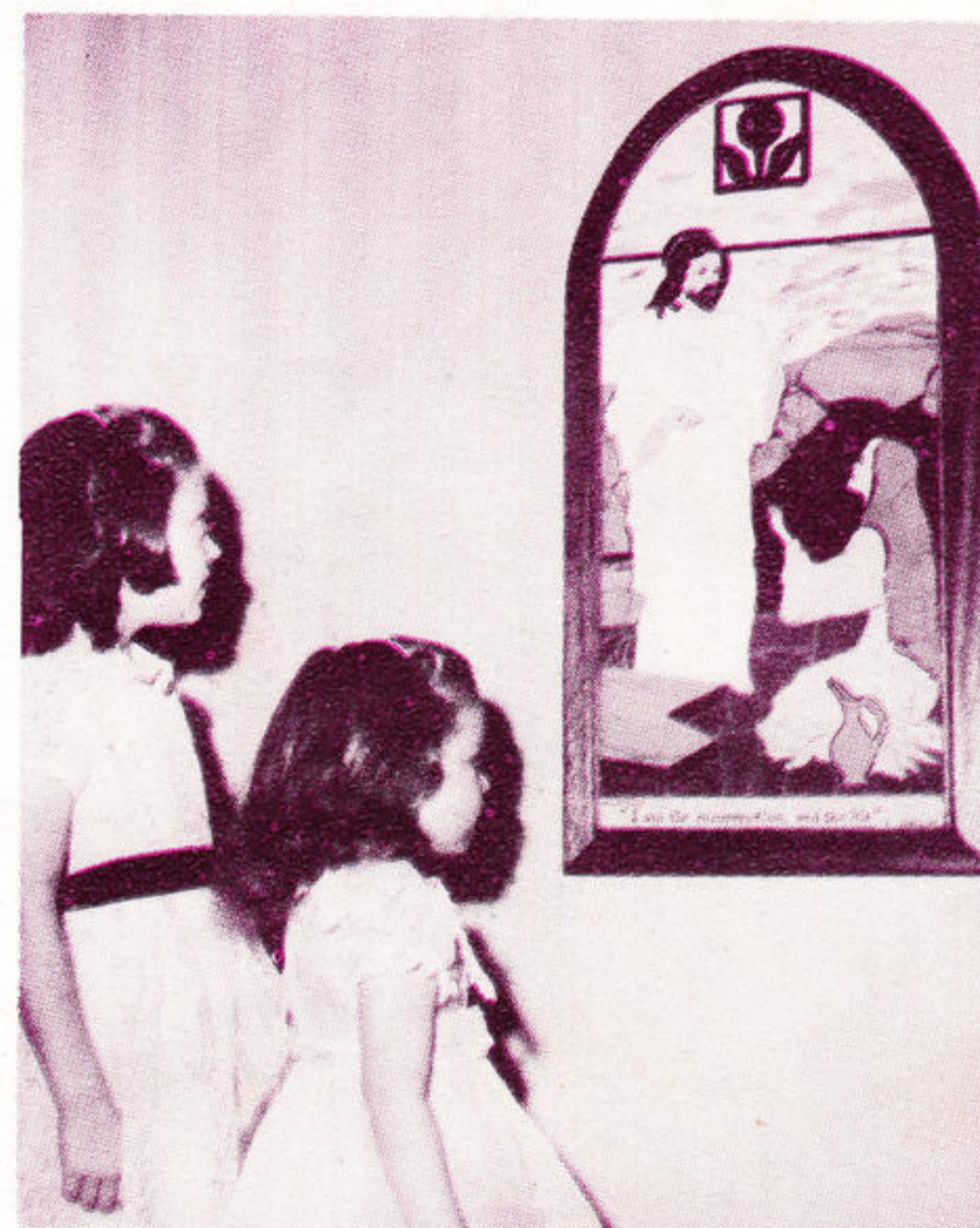
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Vice President

E. L. ROBINSON
Vice President

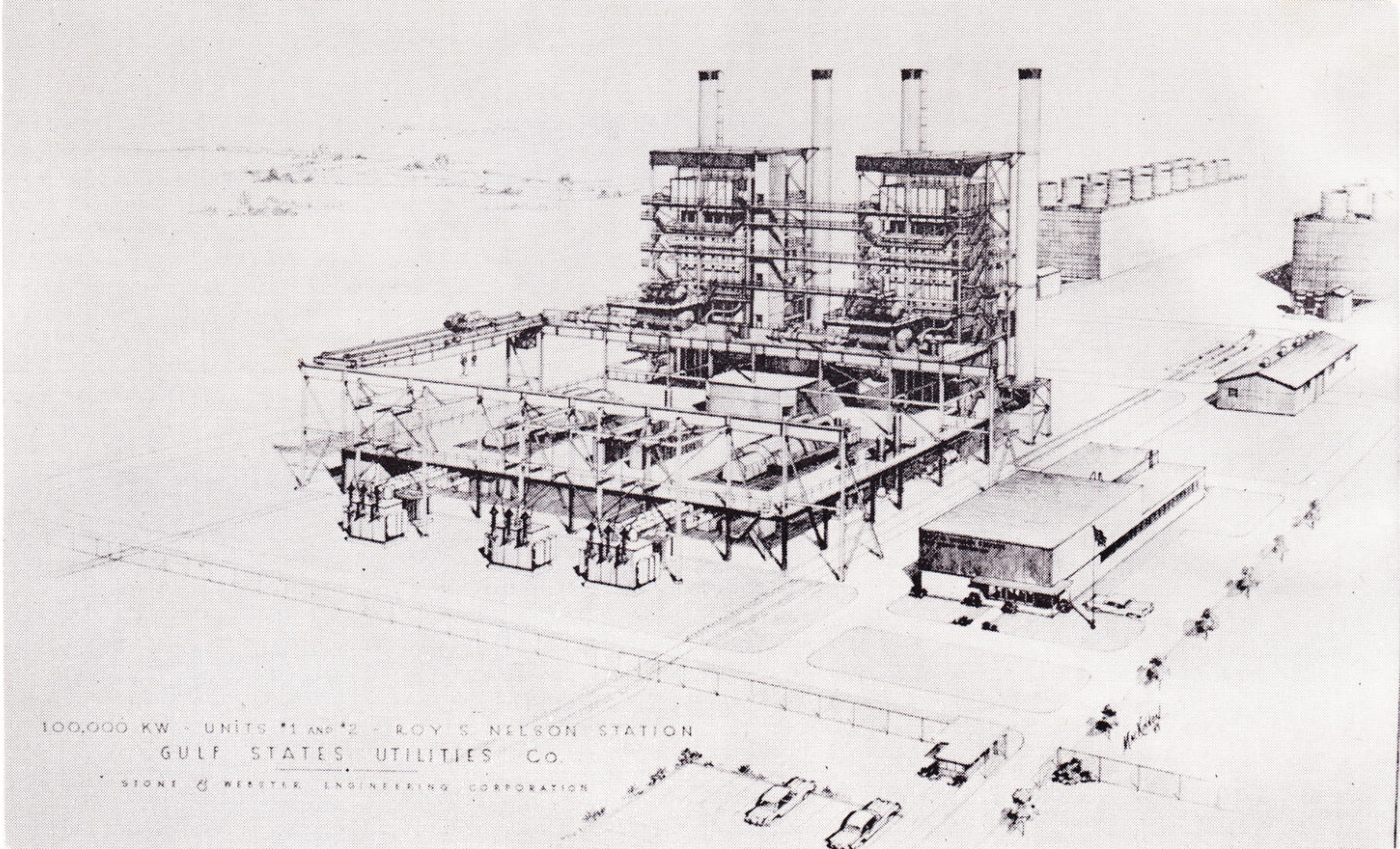
L. V. SMITH
Vice President

G. E. RICHARD
Treasurer

OUR COVER



Victoria and Karen Bishop, daughters of Beaumont Commercial Sales Representative J. B. Bishop, Jr., admire a chipped, hand made tile mosaic created by their mother. Mrs. Bishop created the beautiful picture of the Resurrection for presentation to her church on Easter Sunday. We think it makes a timely, inspirational cover for our magazine. J. B. "Pat" Bishop, Sr., grandfather of the two little girls, agrees with us. We hope you do, too.



100,000 KW - UNITS #1 AND #2 - ROY S. NELSON STATION
 GULF STATES UTILITIES CO.
 STONE & WEBSTER ENGINEERING CORPORATION

Unlike our three other power plants, the Roy S. Nelson Station will be a completely outdoor type and will be located in a secluded wooded area near West Lake, far from industries. Here's an architect's drawing of the 222,000 Kw plant.

Construction Progress Report On Roy S. Nelson Station

Men and machines are carving the site of our fourth electric power station out of the remote piney woods section of southwest Louisiana on the Houston River near West Lake.

Powerful earthmoving equipment is teaming up with concrete mixers to help build the foundation of the company's first all outdoor power plant, —the 222,000 kilowatt Roy S. Nelson station.

Foundations of the main plant, as large as a normal city block, are taking shape rapidly. Deep and solid to support the enormous weight of the twin 111,000 Kw turbo-generator units, the foundations have required thousands of tons of earth and concrete.

Substation Going Up, Too

Nearby, the foundations of the step-up substation are nearing completion. Already switching equipment for the substation has been delivered. The substation, which will be interconnected with our 138,000 volt trunk transmission line which links Lafayette and Dayton, will be completed and operating prior to the installation of the first generating unit.

The first 111,000 kilowatt turbo-generating unit is scheduled to go on the line in 1958, and the other the following year. The outdoor units will be almost

identical to the number 7 and number 8 units at Neches Station.

Roy S. Nelson station will provide power for the new industries locating in the developing Lake Charles division and for the resulting increasing residential and commercial loads in the area.

Work Began Last Year

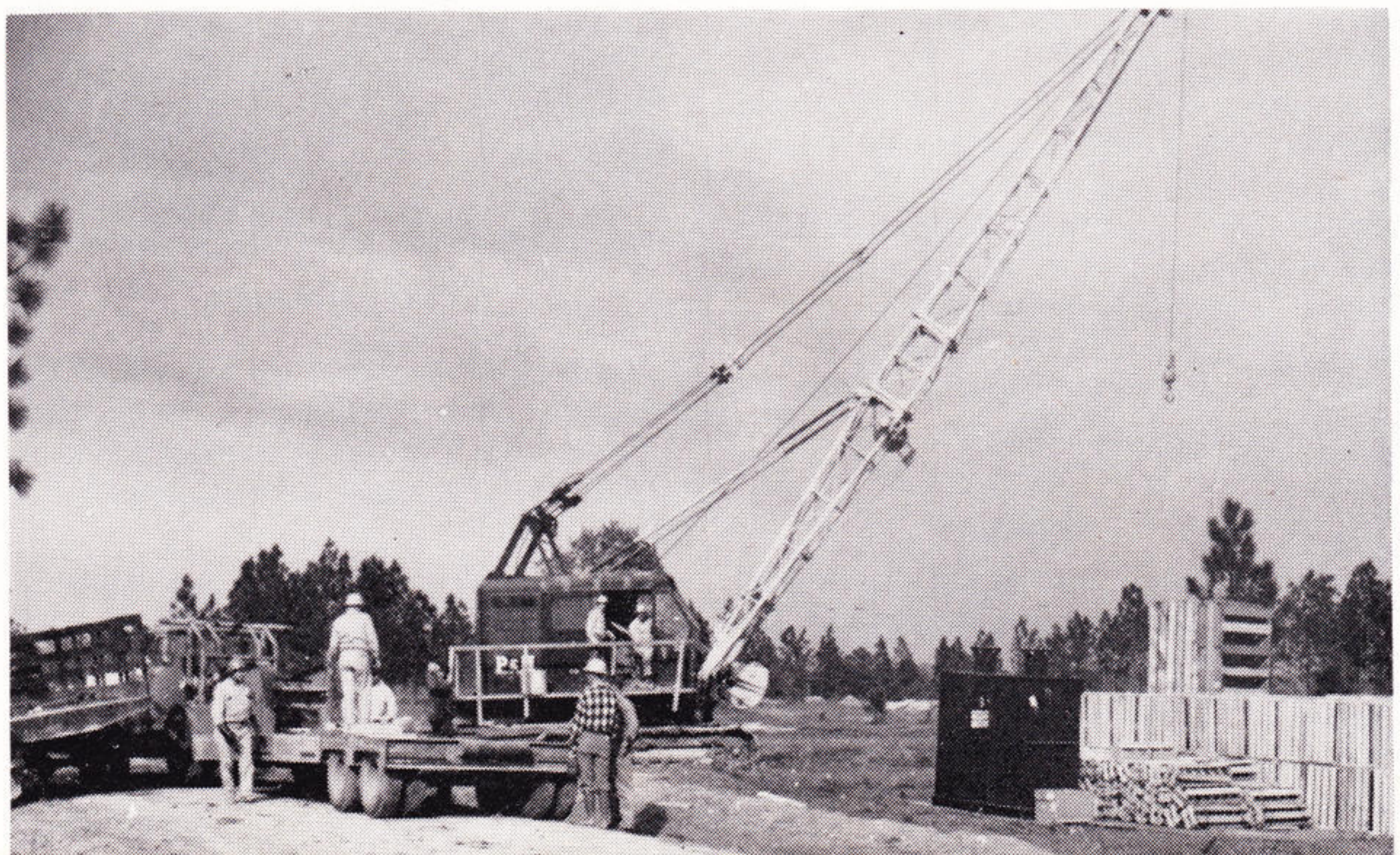
Work on the new power plant started last Fall. Water wells were dug to provide men and equipment with a dependable supply of water. Roads were built so that the construction crews could get to the area. Work

continues on a paved highway and a railroad spur, both necessary for the delivery of heavy equipment.

A permanent supply house and several temporary office buildings have gone up.

At present the area under construction, with its draglines, bulldozers and concrete mixers, looks like anything but the site of one of the most modern power plants in the South. But from the firm foundations being laid will rise a kilowatt factory capable of furnishing the normal electrical requirements of a city of 300,000.

Switching equipment for the step-up substation is unloaded from truck.





George W. Dunlop



E. L. Bailey

Dunlop, Bailey Are Promoted; 8 Lake Charles Men Move Up

Two promotions affecting accounting personnel were announced this month by Glenn Richard, our treasurer.

George W. Dunlop of Beaumont is promoted to the position of assistant treasurer in charge of a newly established Systems and Procedures Department.

Transferred from Lake Charles and promoted to assistant treasurer in charge of accounting is E. L. Bailey, formerly chief clerk in Lake Charles. Both promotions are effective April 16, Mr. Richard said.

Mr. Dunlop

In his new position, Mr. Dunlop will be responsible for reviewing existing accounting systems, for planning and installing new systems and procedures and following developments in the field of new electronic data processing machines and methods.

A native of Nova Scotia, Mr. Dunlop entered the utility business in Boston in 1936. He was with the Key West Electric Company and Savannah Electric Company, and in 1936, joined Gulf States Utilities in Beaumont as assistant chief clerk. In 1947, he was promoted to chief clerk and in 1956, became an assistant treasurer.

Mr. Bailey

Mr. Bailey, a native of La Place, Louisiana, joined the Accounting De-

partment in Baton Rouge in 1928 and was transferred to Beaumont in 1948. He was made an accounting supervisor in 1952. In 1953, he was transferred to Lake Charles as chief clerk of that division.



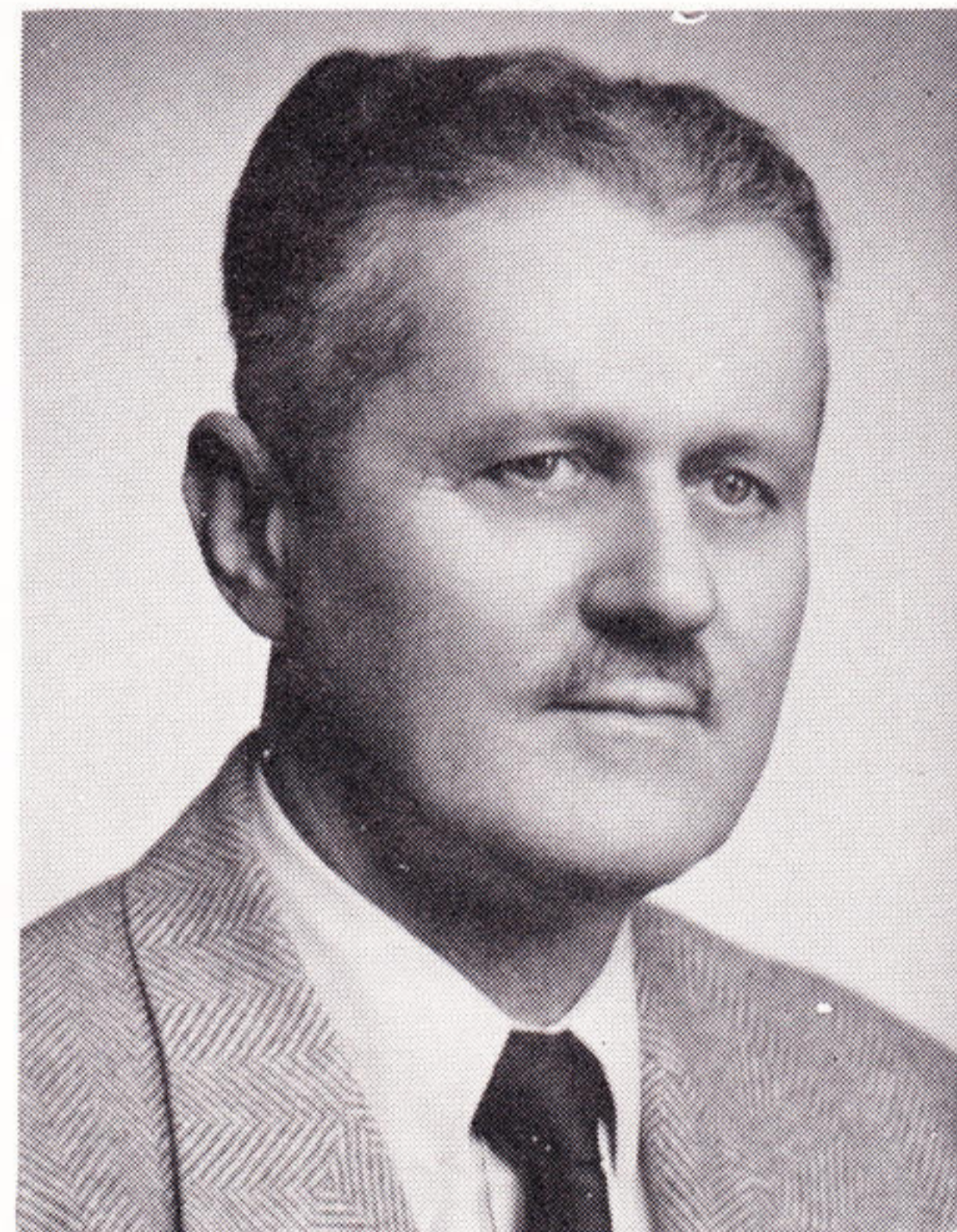
Coy W. Weems

Eight promotions in the Lake Charles Division, effective April 1, have been announced. The employees who were promoted and their new positions are as follow:

Coy W. Weems to assistant general line foreman; Leonard H. Ernst, line

foreman; Emery J. Fruge, line foreman, Robert W. Derby, substation foreman; Lloyd J. Frederick, utility foreman, Line Department; Jack P. Trouard, utility foreman, Line Department; James T. Van Winkle, utility foreman, Substation Department; and Lee D. LaFleur, section head, T & D Engineering Department.

Funeral Services Held For J. V. "Jerry" Post



J. V. "Jerry" Post

Funeral services for J. V. "Jerry" Post, operations superintendent in Navasota, who passed away April 7 at a hospital in Navasota, were held April 9 in the Navasota Methodist Church. Mr. Post, who died a week after suffering a heart attack, had been with the Company since November, 1921. He was 59.

A native of Moulton, Texas, Mr. Post was affiliated with our predecessor companies, the Galveston Electric Company and the Galveston-Houston Electric Railroad Company from 1921 until 1925. In April, 1925, he came to Gulf States as assistant superintendent of transportation in Baton Rouge. In 1927 he became transportation superintendent and in 1931 he became electrical engineer in the Lighting and Power Department.

He transferred from Baton Rouge to Beaumont in 1941, becoming assistant superintendent of distribution. In 1942, he became operations superintendent in Navasota, the position he held at the time of his death.

Survivors include his wife, Ruth, of Navasota; a son, J. V. Post Jr., stationed with the U. S. Air Corps at Alameda; a daughter-in-law, Elsie, of Alameda; and a grandson, William Charles Post, of Alameda.

200 Gulf Staters Rate Bowling

TEN PIN ALLEY

Their After-Hours Hobby Favorite



Ever listen to a bowling alley talk? It speaks a healthy international language. There's a hollow-sounding "boinggg" as a heavy bowling ball strikes a group of wooden pins. There's the hush as a bowler steps forward and smoothly releases the ball. There's the pause as the ball rumbles down the lane, then the sudden eruption of cheers and applause as a strike or spare is recorded.

Bowling alleys, with their cheerful, sporting atmospheres, are favorite recreation areas after hours for more than 200 Gulf Staters who happen to live in

the four cities we serve which boast bowling facilities. At Baton Rouge, Beaumont, Lake Charles and Port Arthur, enthusiastic and skilled men and women kilowatt keglers meet and compete each week.

Weekend contests between teams from Beaumont, Port Arthur and Lake Charles are regular and exciting events. Due to the distance involved, Baton Rouge's teams play each other. Climaxing the season in each division are the dinner meetings where individual and team awards are presented. To make the sport more attractive to Gulf Stat-

ers, our company shares in the cost of the weekly bowling sessions and the victory banquets.

Bowlers swear by their sport as an excellent way to "blow off steam" and relax after the pressure of our fast-moving society. Gulf States' bowlers go this one better. They say that the inter-departmental array of production, distribution, accounting, sales and engineering men and women adds up to more company esprit de corps, in an organization where teamwork is all important.



Here are the Lake Charles Gulf Staters who bowl every Wednesday night. Meet the "Volts" and "Fuses." Left to right, seated, are Bill Boutte, Stan Trahan, Malcolm Williams, Sam McDaniel, Albert Buller and Francis Wiggins. Standing are Columbus Hanks and Jim Doucet.



"Ohms" vs. "Watts." Annuitant Pat Connerly, at extreme left, is always welcome at Lake Charles weekly bowling meetings. Others are Alice Vining, Jeannine Kiehl, Carl Grimmet, Bob Guidry, Ray Kearney, George West, Sue Franques, Vernon Horstman and Woody Vining.



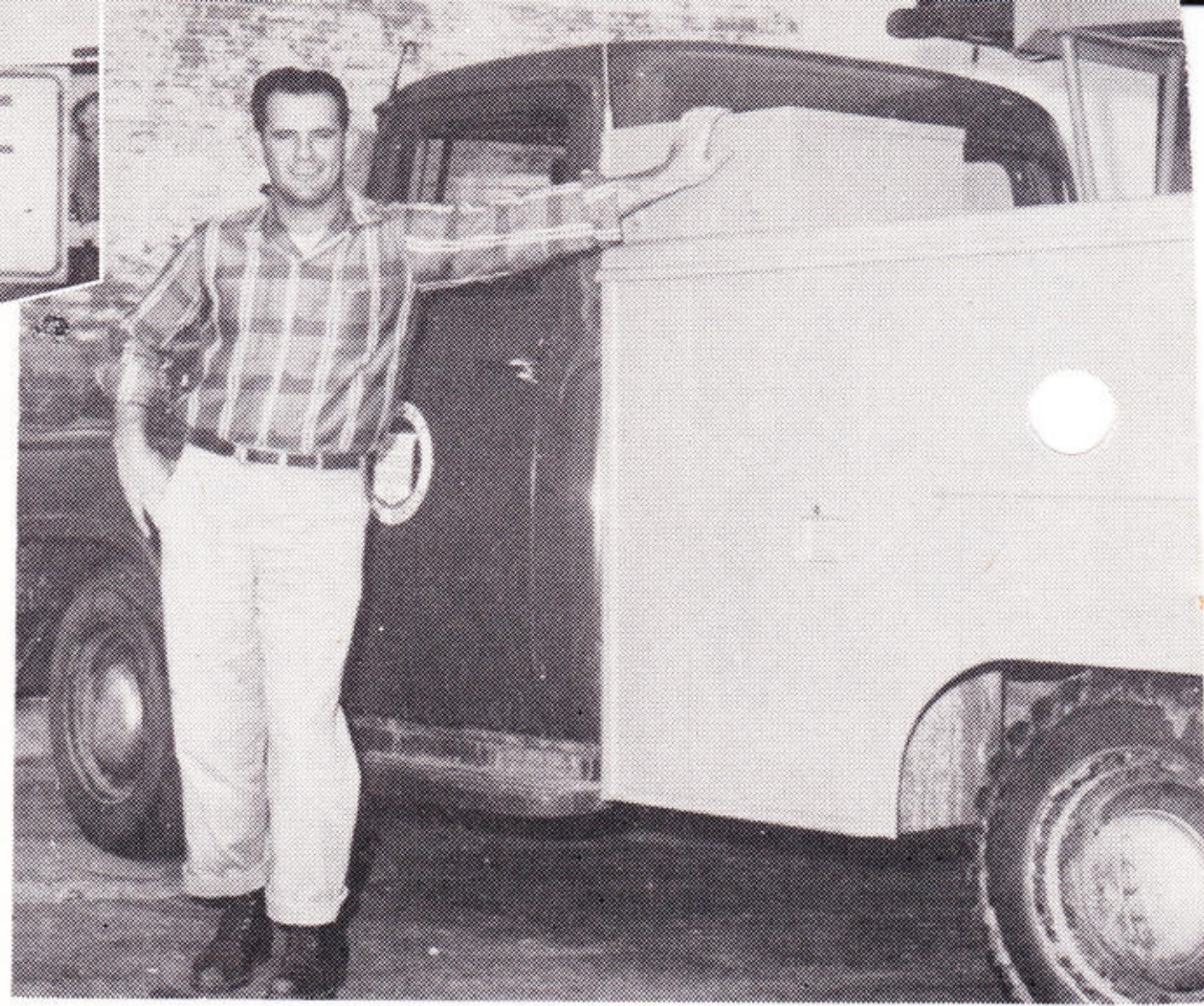
"Relays" vs. "Amps." Left to right: Nick Laughlin, Theresa Doucet, John Trouille, Noah Dickerson, Hubert Landry, Carol Foreman, Morris Thibodeaux and Roy Franques.



"Bulbs" vs. "Meters." Left to right: Perry Dickenson, Luther Risher, Leora Robicheaux, Eva Gaussiran, Lloyd Frederick, Paul Harrington, Irma Foreman and Lucina Ory.



A GULF STATER'S Day



Robbie D. Sweet

District Serviceman

"You might call me sort of a miscellaneous operator," replied Robbie D. Sweet, district serviceman at Somerville, to our question about his work. "I do a little bit of everything."

The district serviceman is our company to people in small towns. He reads meters, repairs appliances, sells appliances, takes care of the sub-stations, makes reports, answers complaints, does some line work—"a little bit of everything."

A native of Cleveland, Mr. Sweet came to work for Gulf States in 1948 and has been in Somerville less than a year. Previously, he was in Accounting Stores and T & D Departments. He served in the army from 1950 to 1952.

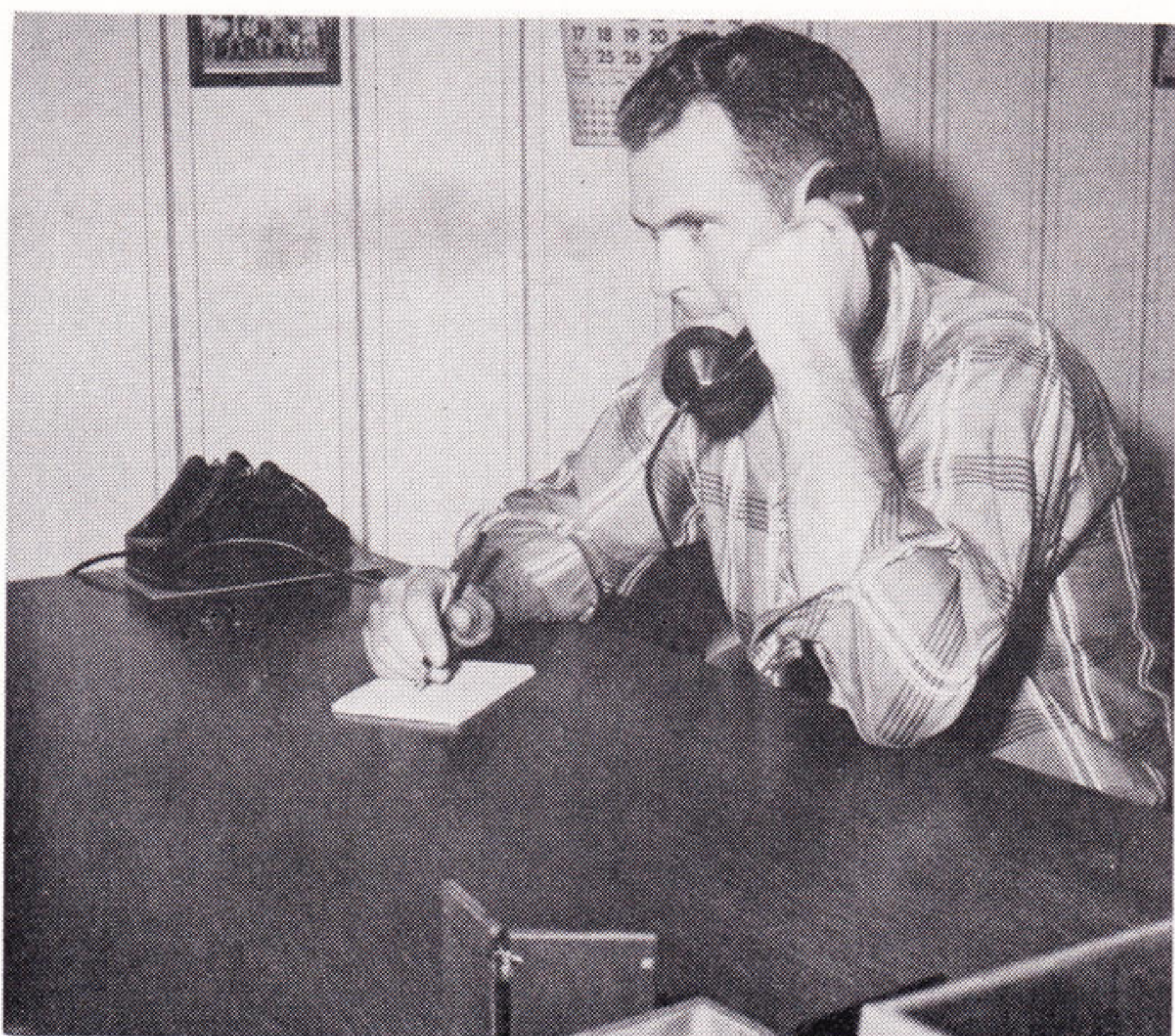
The pictures on this and the following page may or may not cover a typical day with Robbie Sweet. Some of the jobs are done daily, others, only occasionally. They do attempt to show the diverse responsibilities of a district serviceman second class. According to Mr. Sweet, the daily routine is seldom boring.

"After checking the meter at the sub-station," he says, "I go back to the office to pick up any service calls. Sometimes, I have to go to the customer's home to check an appliance or read meters. To tell the truth, I don't know what might come up during the day. I guess that's why I like the job."

Mr. Sweet will receive his ten-year service pin from the Company next year. He is already looking forward to his twenty-year pin.



Daily duty — servicing substation meter.



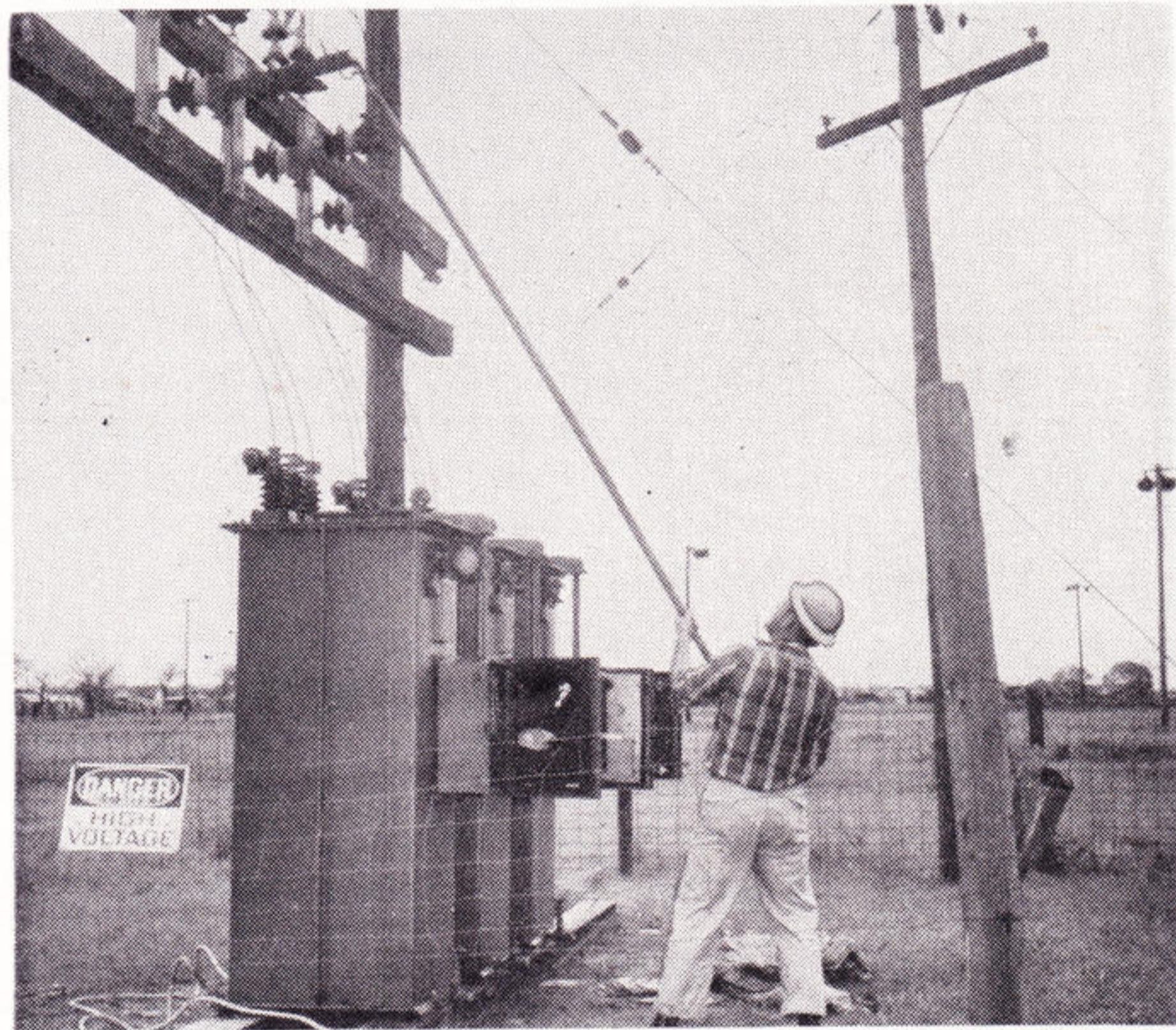
Morning call — customer needs help.



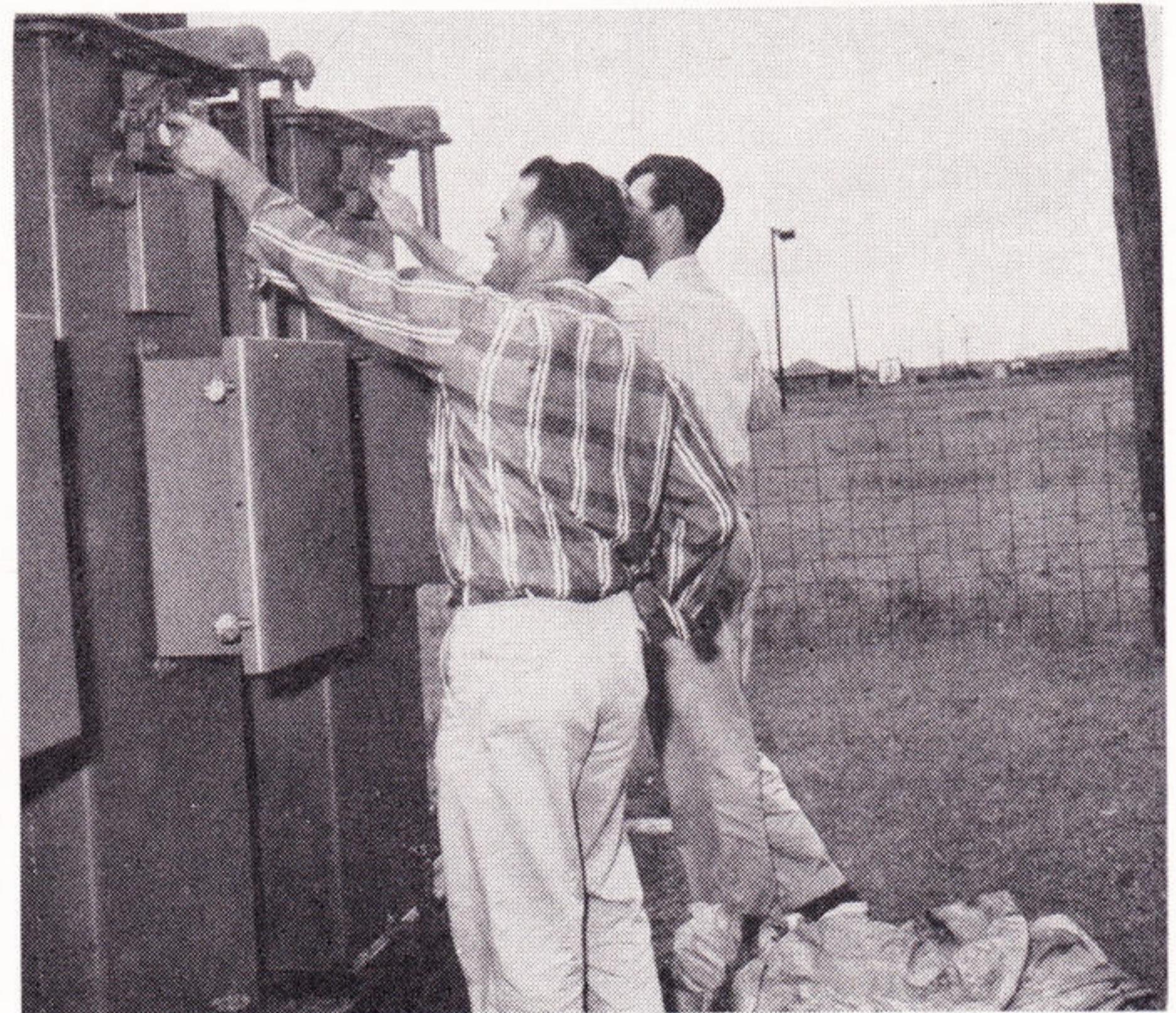
Monthly chore — reading meters.



He repairs electric appliances . . .



Checks substation transformers . . .

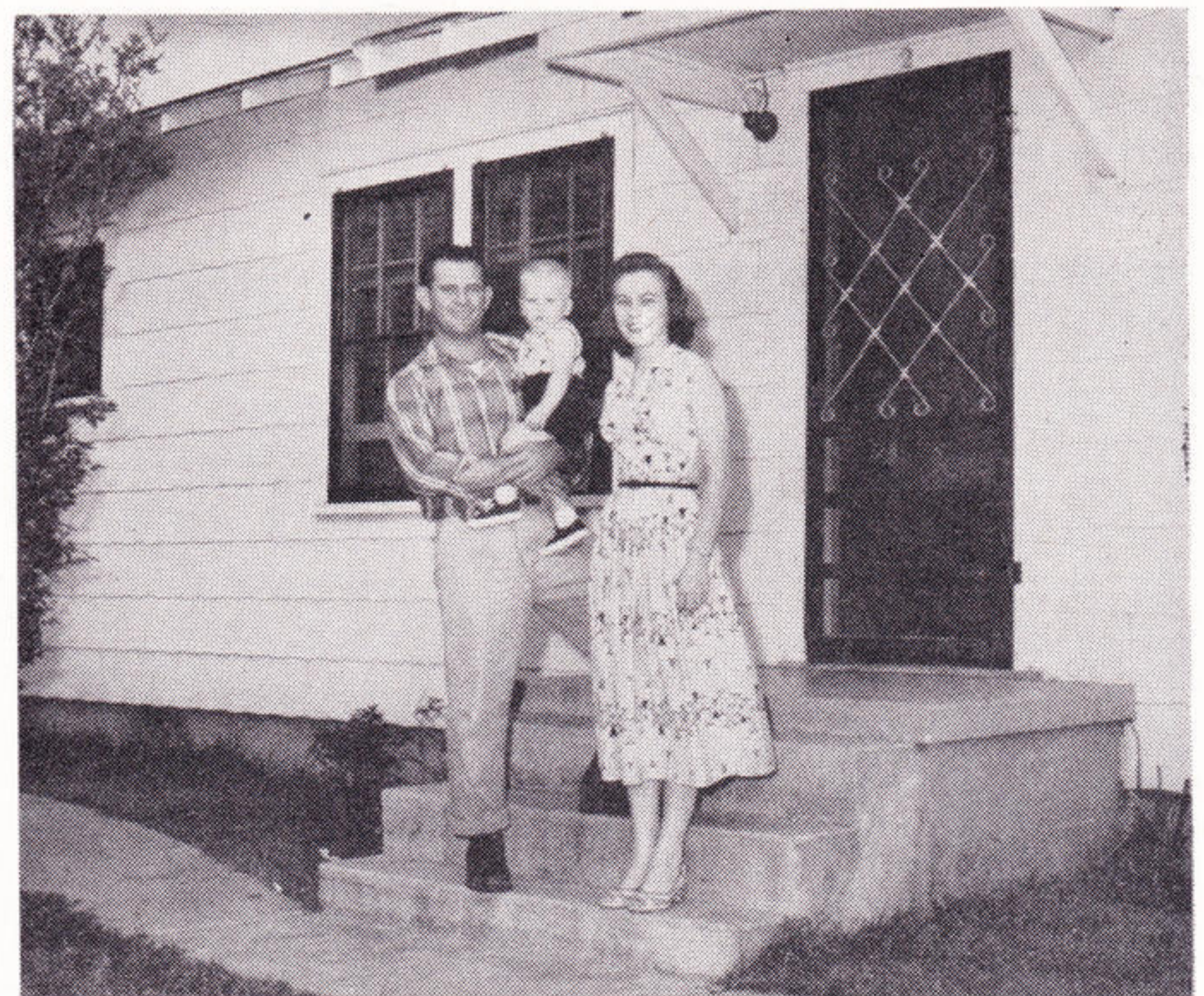


Helped by Jimmy Stout, district serviceman.

Lois Grace, Robbie Sweet and Jimmy Stout ARE Gulf States in Somerville.

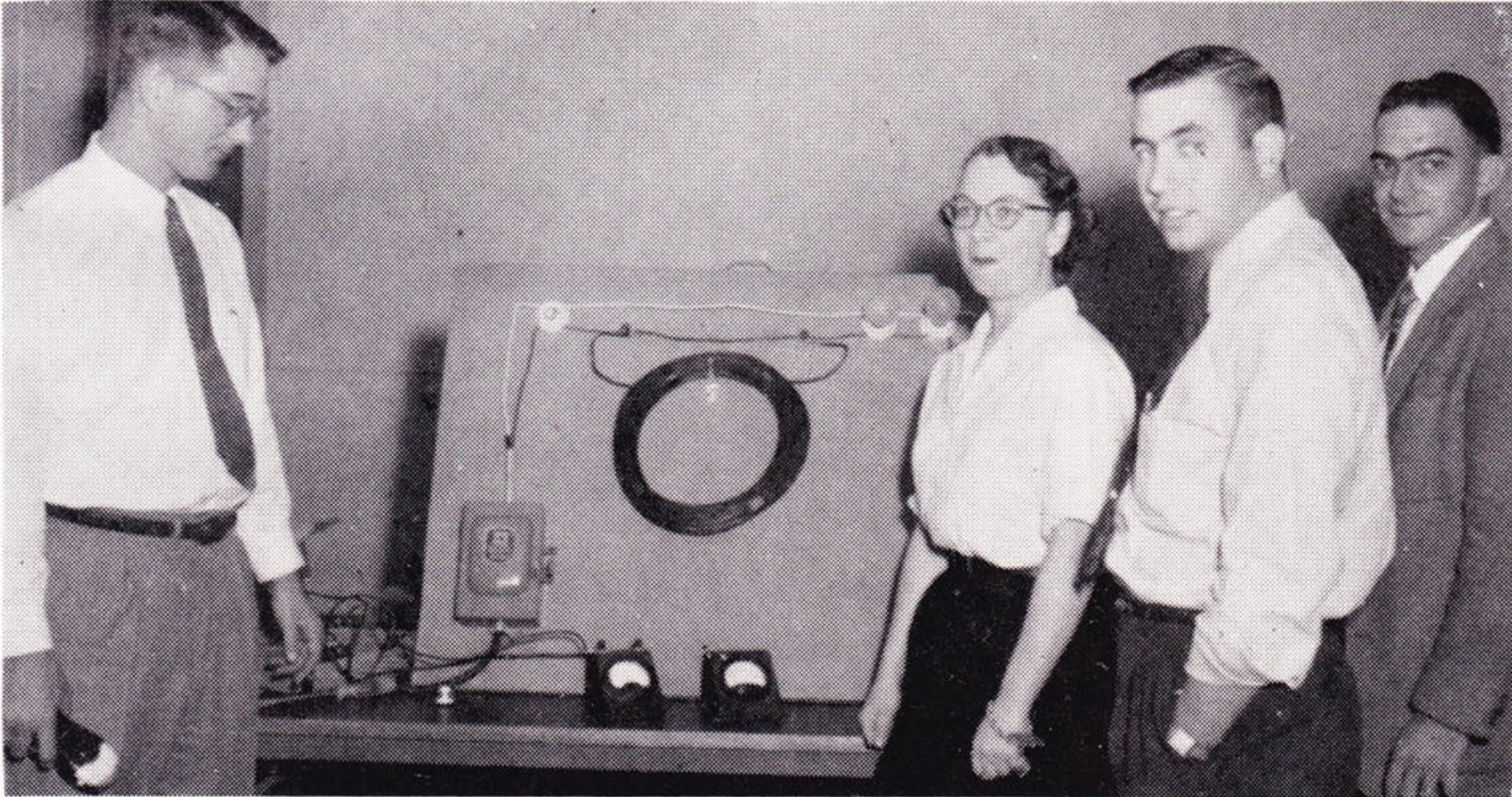


Home to pretty wife, healthy son.



In Lake Charles . . .

Sales Know - How Pow - Wows Pay Off



Malcolm Williams, area development engineer in Lake Charles, uses a wiring board, voltmeter and watt meter to explain the fundamentals of wiring to Joyce Fournet, home service advisor in Lafayette; John Bordelon, sales representative in Jennings; and Oscar Borne, sales representative in Church Point.



Students work out problems assigned by instructor Williams.

After a class at Lafayette, students and teacher pose for picture. Left to right, are John Bordelon, Jennings; Martin Wagnon, Jennings; Oscar Borne, Church Point; Rufus Mier, Jr., Lafayette; Earl Broussard, Lafayette; Joyce Fournet, Lafayette; Betty Merrill, Jennings; Instructor Jim Richardson, Lafayette; Frank LeMire, Lafayette and Hut Reed, Jennings.



People who sell electricity need to know about their product the same as a car salesman. That's why training classes are worth the time

If you were selling and servicing new automobiles, to be a good employee you'd need to know all about performance, special features, power and all the advantages of the car. You should know your product.

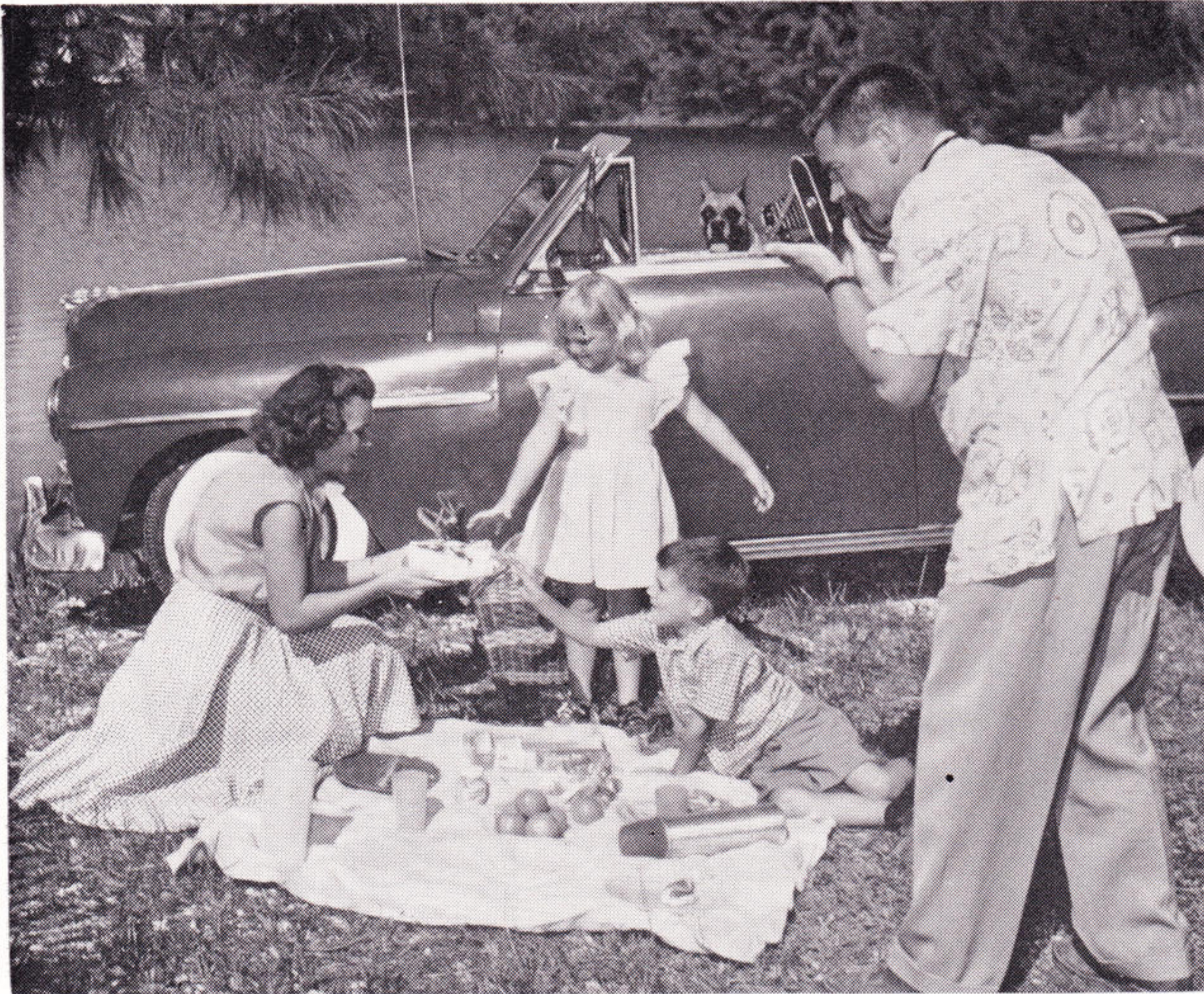
With this in mind the Lake Charles Sales Department, with the blessing and cooperation of the Training Department, has started a series of training courses for sales personnel in Lake Charles Division.

Purpose of the training series is to equip Gulf Staters to sell "better living electrically." Employees discuss such subjects as Electric Fundamentals, Wiring, Company Distribution Facilities, Lighting, and Customer Contacts.

"Teachers" for the series are Jim Richardson and Malcolm Williams, area development engineers, respectively, for Lafayette and Lake Charles; Neil Carpenter, Charles Glass and Bill Richard, industrial engineers in Lake Charles; Jerry St. Dizier, lighting engineer, Lake Charles and Ernest Little, residential sales supervisor, Lake Charles. "Students" are sales people in Lake Charles, Lafayette, Jennings, Church Point and Sulphur.

According to Lake Charles division Sales Superintendent F. F. Johnson, who pioneered the program, the classes are paying off already, because sales people have gained confidence as they learned more about their commodity—electricity.

"People work better when they know what the job is all about," Mr. Johnson commented.



American Cancer Society helps Keep YOU in the picture

EARLY EXAMINATIONS CAN BEAT CANCER

"It's a swell picnic, isn't it, Dad?" Johnny grinned at his father, and without waiting for an answer, dashed off to join his younger sister in a fast game of beach ball.

John Sr. smiled and glanced at his wife, Jane, busily cleaning up the "remains" of their picnic lunch. "The first picnic of the year is always the most exciting one for the children," she said. "Remember last year, how they just couldn't wait to get into the water and then Betty discovered she'd left her swim suit at home?"

"I remember — Joe and Clara were with us that day, Poor Joe, he certainly looked the picture of health then."

"Yes, John, he would have been the last person I would have suspected to have cancer, but you never know—", Jane folded the table cloth and placed it in the hamper. "Clara and Joey have moved in with her folks—I guess they don't feel much like a picnic now, so soon after the funeral," she continued. "Well, let's join the children."

Cancer is Curable

What happened to Joe was a tragedy, certainly, but one that might have been prevented. Many people, although not all, die of cancer because they go to

a doctor too late. Most cancer can be cured if treated early, but delay in seeing a doctor can be fatal. Don't wait for pain — it may appear only when cancer is in an advanced stage.

The American Cancer Society, of which President Nelson is Beaumont area chairman, tells us that if present mortality rates continue, more than 160 persons living in our area will die of cancer in 1957! The Society lists seven danger signals, a knowledge of which might save your life. They are:

Seven Early Signs

1. Any sore that does not heal.
2. A lump or thickening in the breast, or elsewhere.
3. Unusual bleeding or discharge.
4. Any change in a wart or mole.
5. Persistent indigestion or difficulty in swallowing.
6. Persistent hoarseness or cough.
7. Any change in normal bowel habits.

To make sure that you'll be around to enjoy many more years with **your** family, why not have a medical check up? A few minutes spent now in a doctor's office may save you heart-break and pain — and delay can be fatal.

System Engineering Department Has Moved to Edson Building

Beaumont system engineering personnel moved into their new office in the former Edson Hotel, on March 30. All departments are slated to be situated at the new location by the latter part of May.

The System Engineering Department was the first group to move. With a personnel of 88, this department now occupies floors 14 through 17, at the newly renovated 20-story building.



Bob Sherwood, system engineering manager, officially takes leave of the old Interurban Building.

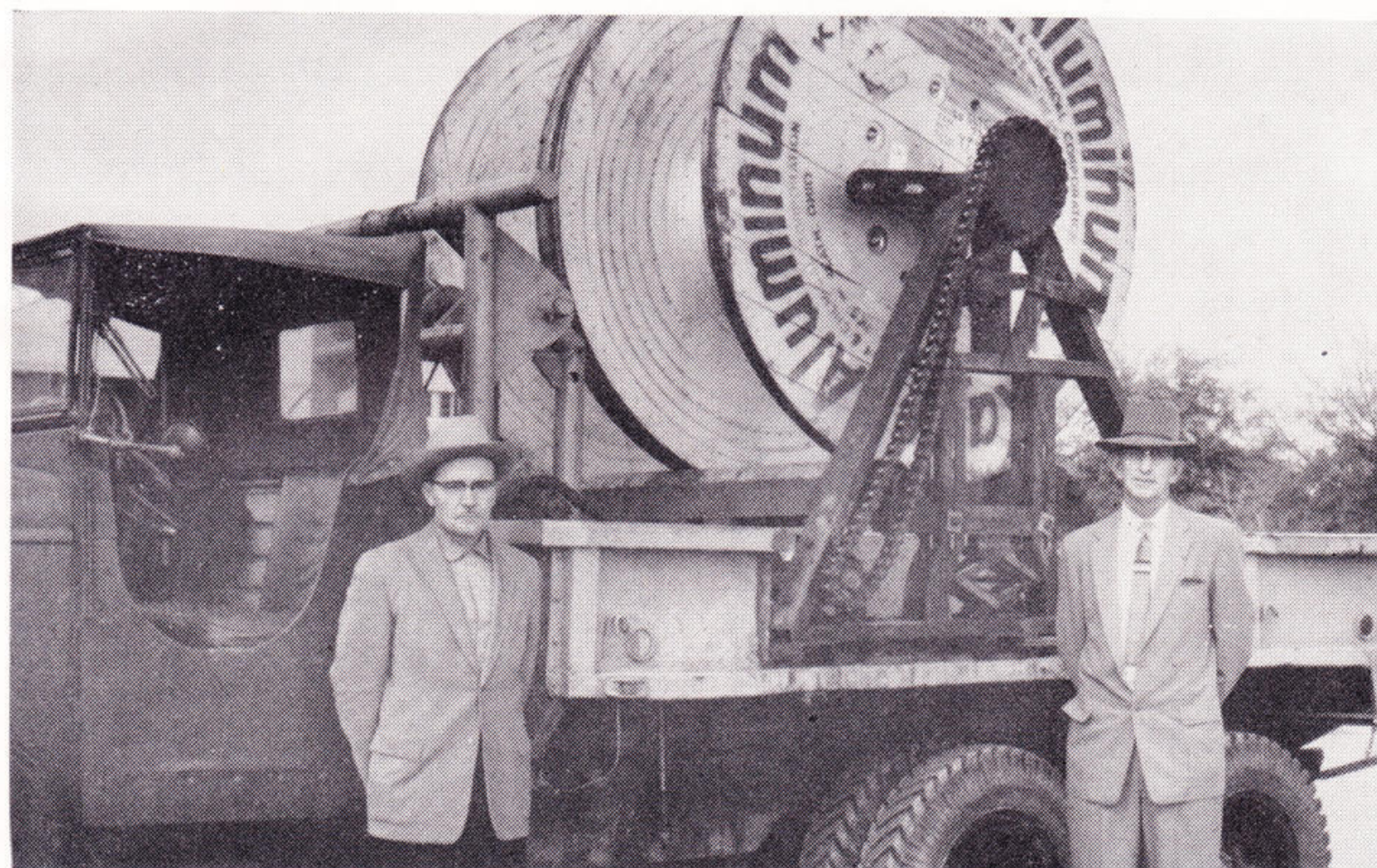
Moving to new quarters will be gradual with individual departments being moved as renovation is completed in sections of the former hotel building. The entire move is expected to require approximately eight weeks.

The business office and salesroom on the first floor of the present building, at Pearl Street and Liberty Avenue, will remain intact until the latter part of May.

New high speed completely automatic, electronic elevators are being installed in the new office building which has been completely re-equipped with a modern air-conditioning system.

Telephone service will not be disrupted during the entire move. A new switchboard has been installed in the new building and has been tied in with the existing switchboard so the change-over can be made without interruption.

WIRE STRINGING REEL HAS DOUBLE FEATURE



E. L. Priest, left, assistant general line foreman in Beaumont, and G. B. Oglesbee, Beaumont general line foreman, show off their latest invention—a wire pulling truck. The truck allows linemen to remove the old copper wire and install the new aluminum conductor in the same operation.

Gulf Staters combine two jobs in one with their new wire-stringing truck

Ingenuity on the part of two long time Beaumont Gulf Staters helps our company complete two big operations at one time in the important job of re-conductoring high voltage transmission lines now under way on a large scale throughout the system.

Reconductoring usually requires two steps: (1) removing the old conductor, and (2) stringing the new conductor.

Thanks to headwork on the part of G. B. Oglesbee, general line foreman in Beaumont and E. L. Priest, assistant general line foreman, the two operations are now combined through the use of their recently improvised wire stringing truck.

The truck incorporates two large reels connected, through a system of gears, to a power take-off. The ends of the copper wire conductors are hooked to the reels on the truck and the other ends of the wires are attached to the new aluminum conductor. Power is applied to the truck reels from the truck engine, and as the old conductor is pulled off the lines, the new wire is pulled on.

Imagineering like this is an old story in Gulf States. Fortunately, the story never ends. Time and money saved by "inventions" like this helps us speed up our work and hold down the cost, keeping dependable electricity the biggest bargain in our customers' budgets.

A PEEK AT THE T S A P

These items were among the news that employees were reading in PLAIN TALKS back in . . .

1934

E. V. Folsom, Jr. is a new cashier in the Beaumont Accounting Department . . . **H. C. Davidson** has been transferred from the construction clerk's desk, Beaumont, to the Beaumont Statistics Department . . . During the months of February and March, the Port Arthur Commercial Department reported a sale of a total of 68 electric ranges — it looks as if old man depression has been licked at last.

1939

The Baton Rouge Sales Department welcomes to its staff **Henry Landry**, formerly located at Lafayette . . . In a recent range water heater campaign, **Otto Woods**, Navasota, sold 500 per cent of his campaign quota to top the heap as highest percentage salesman in the company.

1944

Major Kirby Jones, formerly in Beaumont power sales, has sent back some pretty conclusive evidence of his having knocked around the Pacific War theatre — among the articles he has sent were pieces of Japanese money, bomb fragments, a Jap rifle complete with bayonet, etc. . . . Leaving for the Navy this month are: **Pearl Reeves**, Beaumont Purchasing Department and **Ottis Parker**, Baton Rouge Production Department.

1949

C. F. Lively, well known member of the Port Arthur T & D Department, has been promoted to service foreman at Port Arthur . . . More than 1300 people visited the new 40,000 kilowatt turbo-generator at Neches Station as the unit went into commercial operation early in April . . . **Ray S. Pace**, formerly general clerk in the Beaumont Accounting Department, was named purchasing agent at Baton Rouge, replacing **O. B. Steel** who died recently.

1954

Chalk up another new local office for Gulf States, this time in Kountze . . . To take care of customers in the area, the Company has **Johnny Osburn**, serviceman and **Eva Beth Wren**, local office clerk . . . The 1954 bowling champion is **A. G. "Tony" Fontana** of Beaumont Stores Accounting Department . . . **Charles Shirgley** of the Beaumont Statistical Department was in second place.



Supreme Court Ruling Averts Political Power Threat to Free Enterprise at Hell's Canyon

Above is a surveyor's view of Hell's Canyon on the Idaho-Oregon border, where the Snake River rushes to the sea. Its swift current makes the Snake an ideal site for hydro-electric power dams which will generate electricity for the needs of that booming northwest area.

More than a year ago the Idaho Power Company, an investor-owned, business-managed electric company like Gulf States, was authorized by the Federal Power Commission to begin building three power dams on the Snake. When finished, the dams will generate 783,000 kilowatts and will represent an investment of \$175 million.

Men like the engineer in the picture have been working in the shadow of continuing efforts by political power groups to overthrow the FPC's decision and authorize the government to build a single high dam which would generate 800,000 kilowatts and cost about \$400 million. The taxpayers would foot this bill just as they have poured several billions of tax dollars into the Tennessee Valley Authority (TVA).

Engineers like the man above, who have worked hard on the free enterprise project, and U. S. taxpayers, who are increasingly concerned about high government spending, can breathe easier today. This month the Supreme Court ruled to let the FPC decision stand. Idaho Power Company can continue working to serve the people in its area without a political sword of Damocles hanging heavy.

But political power groups will continue to work just as hard in an effort to make the setback a temporary one.

What Others Are Saying

Atomic Plants Are Safe

The odds are 50,000,000 to 1 against a fatality from an atomic plant explosion in any one year, Lewis L. Strauss testified March 25 before the Joint Congressional Committee on Atomic Energy — New York Times.

Waste, Inefficiency and Confusion

Waste, inefficiency and confusion seem to be part of every federal venture into the electric power business. An ironic factor is that the cost of power is a minor matter to almost everyone. To quote from John Chamberlain's review, "... the cost of power to the average U. S. householder is about 1 per cent of his family budget. A reduction of 3 per cent in the citizen's tax bill would pay for all of his power!" — Industrial News Review

Dig This!

The proposed fiscal 1958 federal budget, \$72 billion, is just slightly more than total federal spending for the first 132 years of the nation's life. As calculated, total spending from 1789 to and including 1921 amounted to \$71.5 billion. Next comes April 15, 1957! — Tax Foundation

From The Bible

But the fruit of the Spirit is love, joy, peace, long suffering, gentleness, goodness, faith. — (Galatians 5, 22.)

Why should anyone deliberately choose hatred, turmoil, misery, when the Lord Jesus — ever eager and ready to show us the way to all that is joyous and good in life — stands waiting at the door of our souls for us to ask Him to enter?

Hell's Canyon Action	
Represents Tax Savings To U. S.	
Texans and Louisianians	
are better off tax-	
wise to the tune of	
TEXAS	\$18,900,000
LOUISIANA	\$ 5,100,000
as a result of the decision to let	
Free Enterprise Harness	
Hell's Canyon	

SALES PROGRAM

No Sales Let-up In
Sight After Chalking
Up A Record Year In 1956;
Company-wide Cooperation Appreciated



Vice President E. L. Robinson uses new Sales Program to outline year's objectives in sales, advertising and public relations.

Winning public acceptance of our Company and its services throughout our service area is the key to continued growth and prosperty for all Gulf Staters. This was the theme of the Department Head meetings presented to hundreds of Gulf Staters by the Sales Department last month at meetings in Beaumont, Baton Rouge and Lake Charles.

Vice President and General Sales Manager E. L. Robinson presided and began each meeting with a brief discussion of the vital role of sales under the American system of free enterprise, where half of the total work force of 63 million is engaged in selling goods and services produced by the other half.

Operating Help Appreciated

Commenting on the help needed and always received from all Gulf Staters, Mr. Robinson pointed out that 157 men and women are members of our Sales Department, or 6.37% of our 2,457 employees. Forty-two of these are residential sales representatives, who work with 250 dealers and do business with 228,619 residential customers for a ratio of one sales person per 5,443 home customers. Seventeen home service advisors work with schools with

our residential group, averaging one advisor per 13,448 home customers. Last year residential revenues totaled \$17,681,741.

Mr. Robinson said that 19 commercial sales representatives work with 30,532 commercial customers. Commercial business last year amounted to \$13,285,000. The industrial sales force consists of 15 men who handle 1,279 industrial customers. In 1956 industrial revenues totaled \$12,494,128.

Residential Picture Bright

Parker Allen, residential sales manager, presented a slide talk on last year's record sales and the bright prospects for this year. Sold in our service area in 1956 were more than 8,000 electric ranges, 1,500 water heaters, 6,500 freezers, 5,000 dryers, 10,000 air conditioners, 40,000 television sets and 169 heat pumps. Total merchandising sales amounted to an estimated \$35,000,000.

Residential sales goals this year are 8,500 freezers, 5,500 dryers, 10,500 air conditioners, 35,000 television sets and 250 heat pumps.

Commercial, Industrial Training

H. C. LeVois director of industrial and commercial sales, emphasized that constant training of commercial and industrial sales personnel is an important factor in the good results being achieved in those fields.

Mr. LeVois presented an impressive picture of new and potential industrial

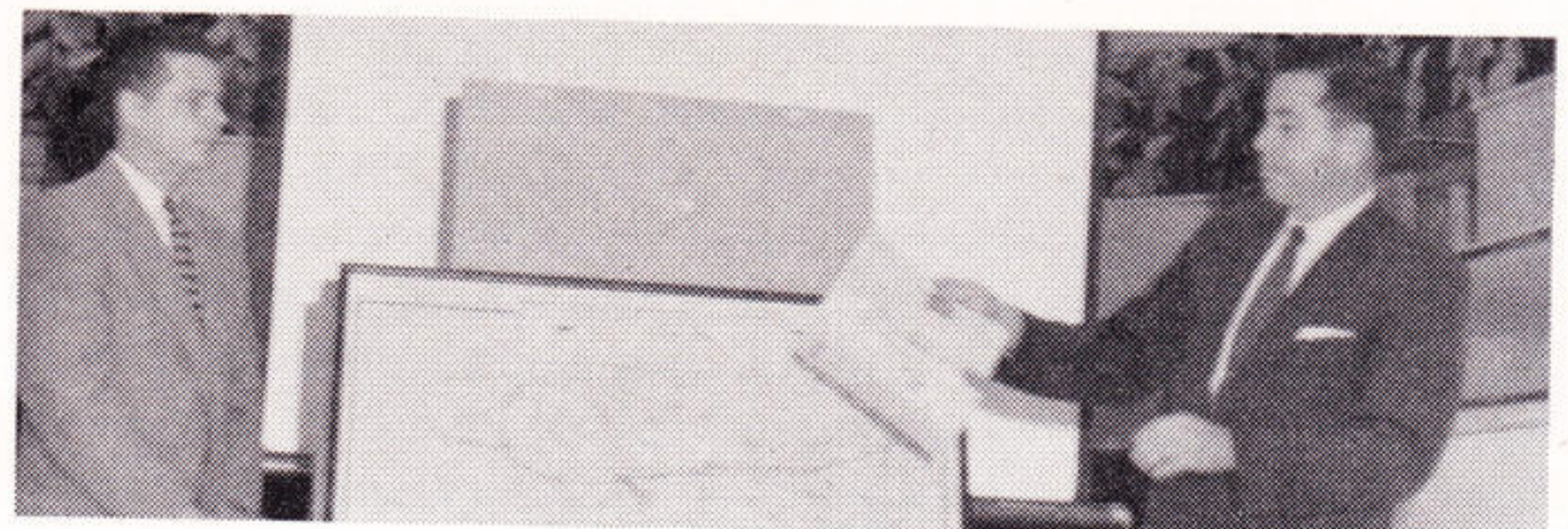
loads in our three heavily-industrialized areas of Beaumont-Port Arthur-Orange, Lake Charles and Baton Rouge. In the Texas area, the increase in load under contract amounts to 77,000 kilowatts and will increase to 97,000 kilowatts by 1960. In Lake Charles, the 27,000 kw of additional load contracted for will increase to 44,500 kw. In Baton Rouge, the 23,200 kw under contract will increase to 65,200 kw by 1960. Addition of the paper mill at St. Francisville will increase the load to 82,700 kw. Total contracted additional load now stands at 186,700 kw with prospects for a total of 261,700 kw.

Advertising—378,000,000 Sales Calls

We will continue to promote our services and product, the ideas of "Live Better . . . Electrically" and "Housepower," and the advantages of the Free Enterprise system as opposed to socialism. Kenneth Sutton, advertising director, with the visual aid assistance of Joe DeJean, supervisor of advertising, and Jim Turner, supervisor of publicity, outlined the big communications picture for 1957. Mr. Sutton stressed that only through advertising and publicity could we talk to our customers economically and repeatedly. Based on newspaper and magazine circulation figures and radio and television station's listening and viewing audiences, Mr. Sutton revealed that in 1957 the staggering total of 378,000,000 sales calls would be made through our advertising and publicity.



Lake Charles department heads hear story from key sales executives.



Joe DeJean, left, and Jim Turner, assist Kenneth Sutton in telling communications story.

12,000 Baton Rougeans see advances made in American schools at exhibit we sponsored



Gen. Troy Middleton, president of LSU, and Dr. Lloyd Funchess, superintendent of East Baton Rouge Parish Schools, sit at desk used by Henry Ford as a boy.



LSU education students admire the equipment used today in many schools to teach home economics. This is the last section of the second or modern car of SCHOOLROOM PROGRESS and includes such facilities as the electric range in the foreground, refrigerator and sewing machine.



School and Company officials prepare to board train for preview of exhibit of SCHOOLROOM PROGRESS U. S. A., located on First Street I. C. side track.

"Schoolroom Progress, U. S. A."

Our Company gave more than 12,000 children and hundreds of adults the opportunity to visit "Schoolroom Progress, U. S. A." Sponsored by Gulf States the display presented a review of the rustic, antiquated learning facilities of the 18th and 19th centuries, and a glimpse at what some of tomorrow's rooms of learning will look like, during the exhibit's six-day showing in Baton Rouge last month.

The exhibit illustrates, by sharp contrast with the old, the great improvement made in American schoolroom facilities over the past 150 years. Sponsored by the Henry Ford Museum and Greenfield Village, and the Encyclopedia Americana, the exhibit was brought to Baton Rouge as a public service by our Company.

"The School" has a threefold objective: (1) to build greater student interest in teaching as a profession; (2) to build a community-wide awareness of today's tremendous school needs, and (3) to build community-wide recognition of the contributions made by the teaching profession to our American heritage. It was to direct public attention to these objectives that "Schoolroom Progress, U. S. A." was offered as a public service in the Baton Rouge area by the Company.

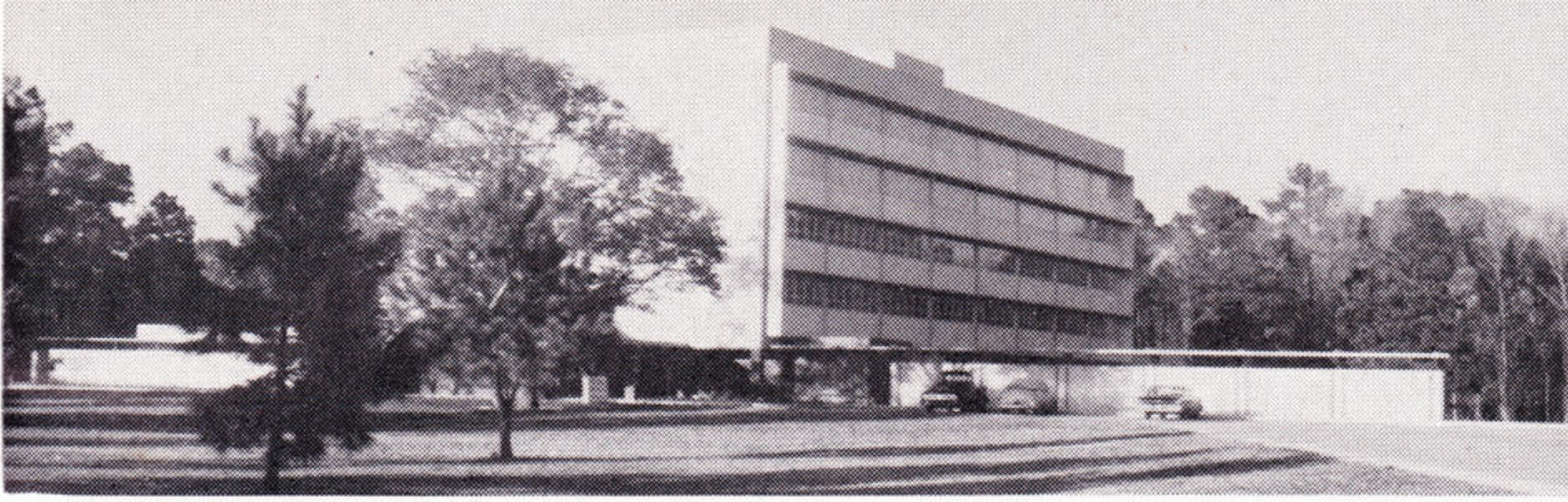
Members of the East Baton Rouge Parish School Board, and leading educators of the parish and state attended a breakfast at the Heidelberg Hotel and a special preview showing February 27, the first day the exhibit was in town.

H. C. Leonard, executive vice president of Gulf States, presided at the breakfast. Among the early-morning breakfast guests were Shelby Jackson, state superintendent of schools; General Troy Middleton, president of L. S. U.; and Dr. Lloyd Funchess, East Baton Rouge Parish superintendent of schools.

Equipped with initial-carved desks and McGuffey readers, the historic display ranges from the "blueback speller" published in the late 18th century by Noah Webster, to a desk in a classroom of 1870, on which the initials of Henry Ford are carved.

Other features drawing the admiration of the exhibition visitors were a group of remarkably preserved old textbooks, including a "Pike's Arithmetik," used in 1797; a model of a frontier school classroom in the early 1800's, in which quill pens were used for writing, and a classroom map more than 100 years old.

Four home service advisors and three L. S. U. students training in the department, and seven residential sales representatives served as hostesses and hosts to "welcome aboard" people visiting the two-car exhibit. Serving as hostesses were Mildred Tribble, Marlene Schwartzenburg, Gail Chambless, Evelyn Wilsford, Jackie Jackson, Betty Dickert, and Mae Cucullu. The hosts were Hebert DeLaune, Walter Benjamin, Charles Foss, Howard Hornsby, Lloyd Bencaz, Aubrey Glover, and Donald Hood.



New Orange County Memorial Hospital is on Orange-Beaumont highway.



Reddy Kilowatt
lends a helping
hand with
lighting, instruments,
cooking, heating
and communications
in modern layout

New Hospital Serves Orange

April 1 was the opening date for the Orange Memorial Hospital, one of the most modern and complete in our system.

An efficient, well-planned unit, the five story building was laid out with the future in mind. Capacity is 167 patients and there's room for expansion when needed.

Five Operating Rooms

Five operating rooms, three major and two minor, eliminate congestion in the surgical ward. Reddy Kilowatt assists in surgery by furnishing power for sterilizing instruments and steady, reliable lighting.

Reddy helps out in a new communications system, too. When a patient wants something or needs the nurse quickly, he presses a button which flashes a red light in the nurses' office. From a microphone in her office the nurse asks the patient what he wants. The patient "talks back" from his bed,

thus saving many steps and time in the daily routine of the nurses.

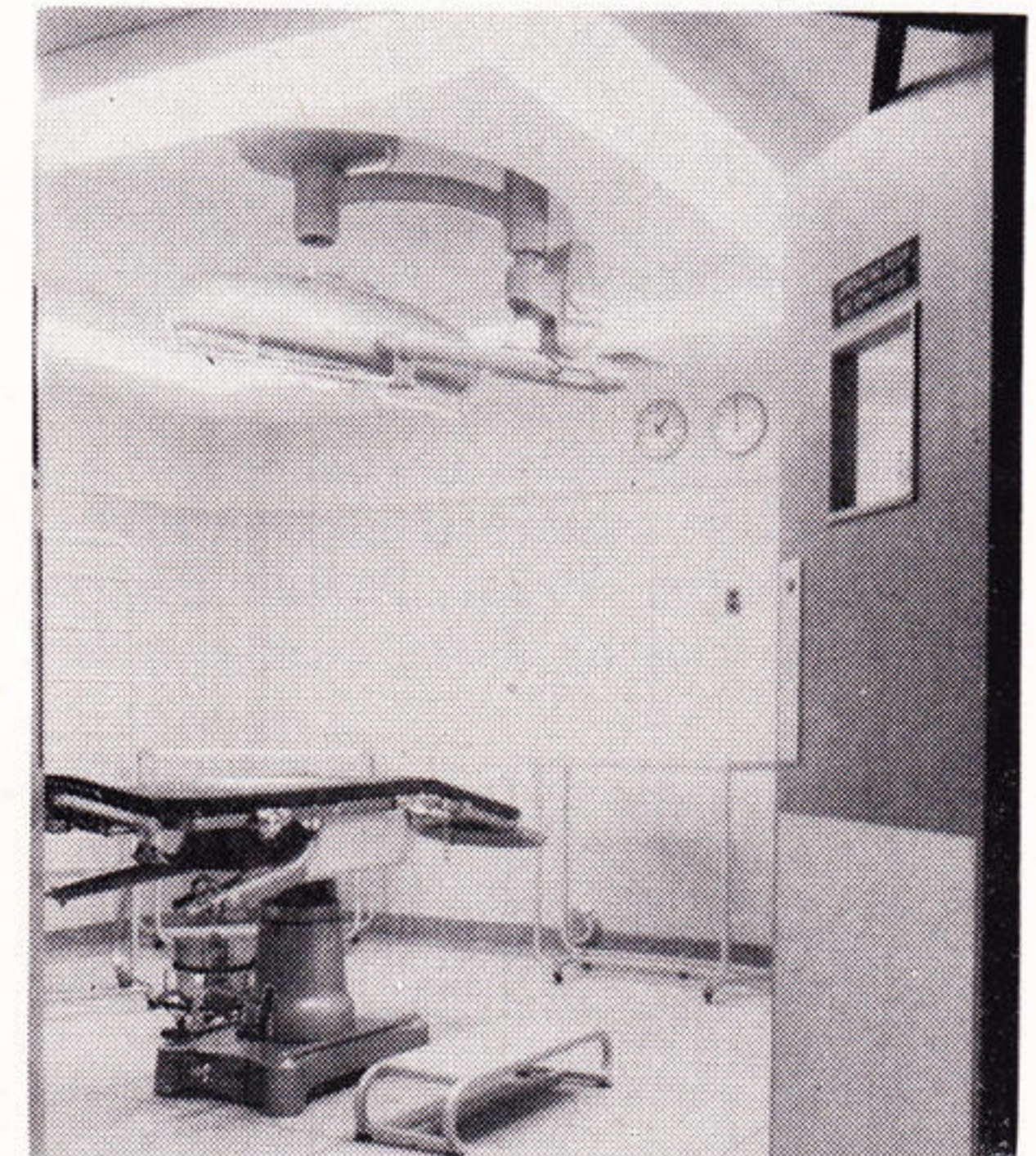
Every room has a telephone outlet and an oxygen outlet. The oxygen supply is located in a central position with extensions to each room.

Modern Furnishings

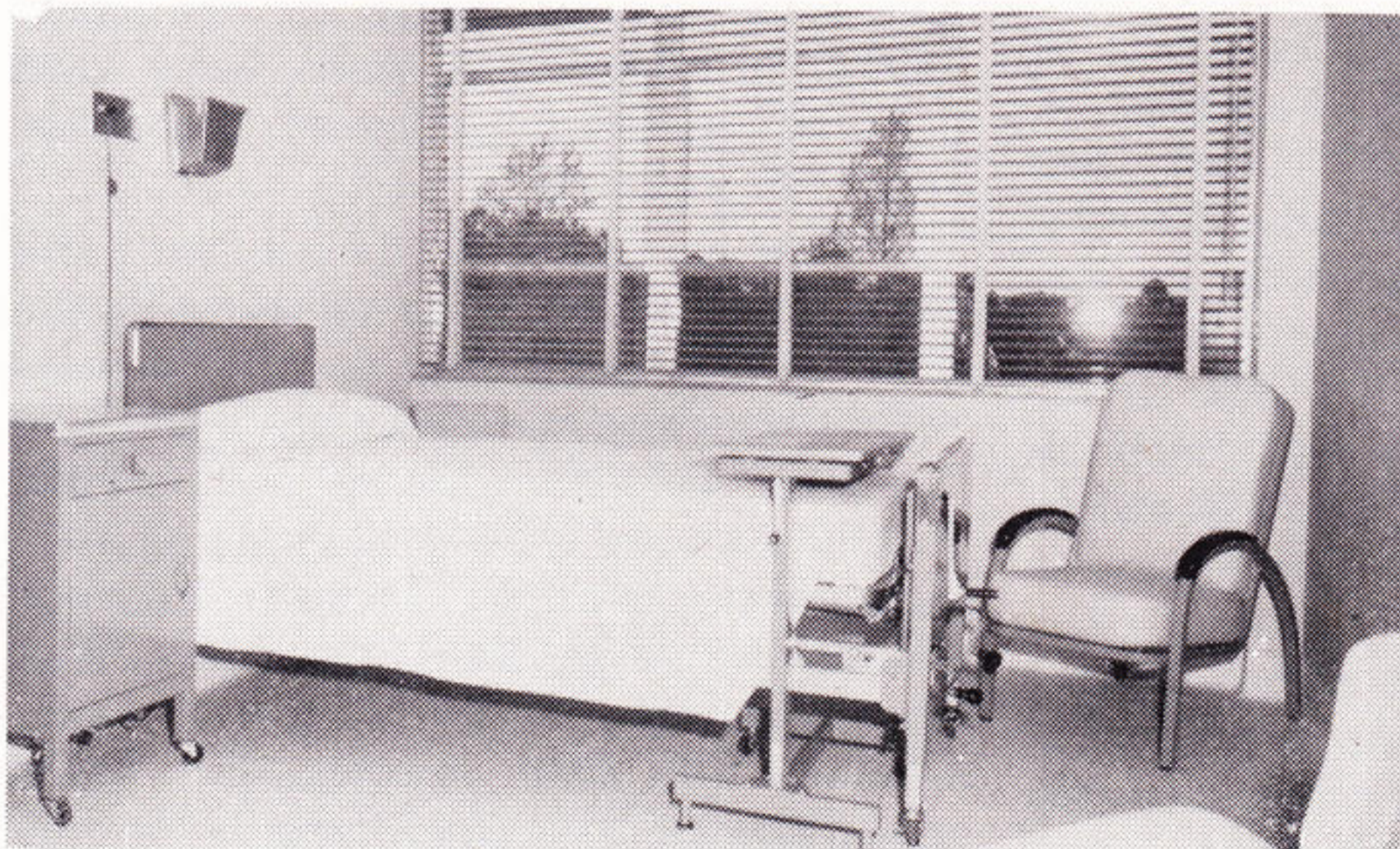
Comfortable, modern surroundings and shadowless, indirect lighting keynote the hospital. An all electric cafeteria and snack-bar are centrally located off the lobby. Every room has a pleasant view and large, well decorated rooms promise a pleasant stay for visitors.

Air-conditioning for the building is furnished by a central unit with 310 ton capacity. A stand-by electric generator is also available when needed.

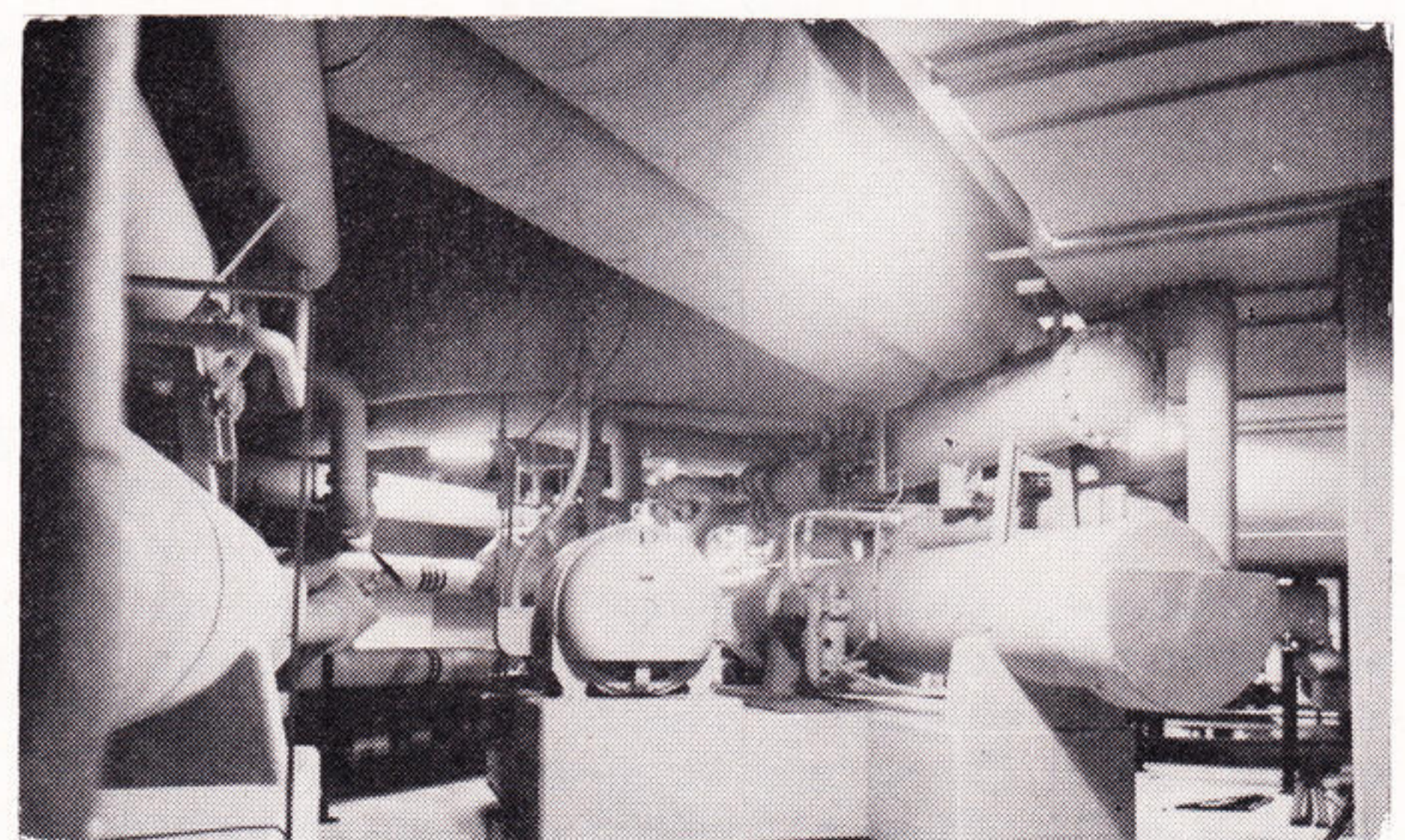
Reddy Kilowatt shares with fellow Orangites a feeling of pride in the new facility which will help them "take care of their own."



Modern lighting chases shadows from gleaming operating room, one of five.



From rooms like this, patients can converse with doctors, nurses.



Central air conditioning unit provides patients with 310 tons of cool air.

Slow-Heating Iron?

Flickering Lights?

Shrinking TV Picture?

Sounds Like —

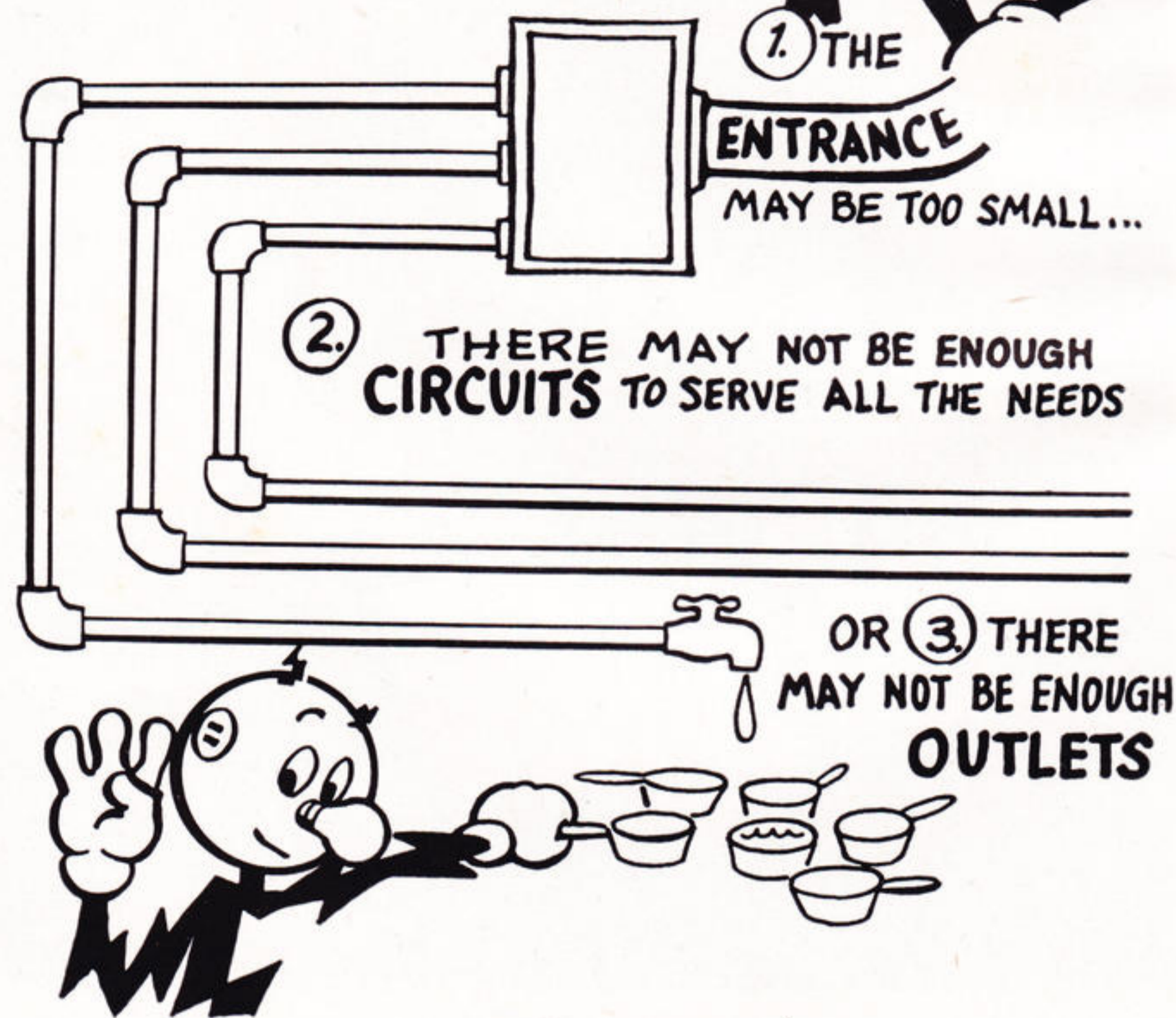
LOW HOUSEPOWER

Low HOUSEPOWER is another way of saying that your electrical needs have outgrown your electrical system. You as a homeowner can recognize these annoying and sometimes dangerous symptoms of Low HOUSEPOWER—lights dimming when other appliances are turned on, shrinking TV picture, the slow to heat iron or toaster and blown fuses or tripped circuit-breakers.

If your home has any of these symptoms you should start thinking of rewiring. Contact a qualified electrical contractor or the Residential Sales Department here at Gulf States. They can tell you what you need and how much it will cost—in most cases, no more than a new appliance.

With an FHA Title I home improvement loan it's easy and inexpensive to modernize—electrically. Under authority of Title I of the National Housing Act, FHA insures loans to qualified lending institutions and thus makes credit available to you for financing improvements which add life and livability to your property.

ELECTRICITY MUST
TRAVEL THROUGH WIRES
LIKE WATER THROUGH PIPES



THREE CHANCES FOR TROUBLE!

AND CHANCES ARE YOUR WATER SYSTEM IS IN
BETTER SHAPE THAN YOUR WIRING SYSTEM. FOUR
OUT OF FIVE HOUSES NEED HOUSEPOWER. SEE
YOUR ELECTRICAL WIRING CONTRACTOR SOON.



To maintain our company's outstanding sales record, we need the continued support of electric appliance dealers and distributors like these attending our meeting this month in the Beaumont Service Center, where the three month electric range, water heater and home freezer sales campaign was launched. This year's quota of 8,500 ranges, 1,800 water heaters and 6,500 home freezers, if met, will surpass last year's all time record. More than 600 appliance dealers, distributors and manufacturing and advertising representatives from our service area heard our program at Beaumont, Lake Charles, Baton Rouge, Orange, Lafayette, Jennings and Port Arthur.

gulf staters in the news

President **Roy Nelson** has been presented with a plaque in recognition of his United Appeals work during 1955 and 1956, when he served as president of the United Appeals group. The presentation was made at the annual UA meeting in the Harvest Club, Beaumont, last month.

Ken Maxwell, Residential Sales Department, Beaumont, was speaker at a meeting of the Beaumont Evening Optimist Club March 13. He discussed electrical rates.

Jack Worthy, assistant advertising director in Baton Rouge, has been appointed to the Recreation and Park Commission's Public Relations Committee as a lay member for 1957, for the parish of East Baton Rouge.



On behalf of our Company, Safety Representative Anders Poulson, receives the Texas Safety Association's award for industrial off-job safety achievements during 1956. Awards Chairman A. W. Breland presents the certificates.



W. M. Taylor, Navasota sub-station mechanic, (right) received the Texas Safety Association Individual Driver Award for 1956. A Gulf Stater for the past 33 years, he drove approximately 50,000 miles on Texas highways during 1956 without an accident. The presentation was made by Capt. Ken Odom, Chief of Weight and Measures for the State of Texas, March 26, at the Texas Safety Conference in the Rice Hotel, Houston.

"Why I Want My Dad to Work Safely"

Children Should Have Safety Clubs, Says Martha Roberts, 14

Another of the recent winners in the Company's "Why I Want My Dad (or Mother) to Work Safely" essay contest was Martha Sue Roberts, age 14, of Baton Rouge. First place winner in the seventh through ninth grade group, she is the daughter of Mr. and Mrs. Jeff Roberts. Mr. Roberts is with the Line Department at Baton Rouge. Martha Sue's entry follows:

"Why I Want My Dad To Work Safely"

"How would you feel if you had been living a happy life with your family, then one day a man would drive up and say to Mother that her husband had been hurt.

"Later, when we found Mother crying we asked what was wrong. Only then when she says, 'Daddy has been hurt,' do we realize that he wasn't working safely.

"As we see our Daddy lying in a hospital bed, we say that something has to be done to promote safer working habits.

"If you ever read the comics in the papers, you have probably read 'Priscilla'. In reading this, awhile back, you read of her safety club. I would think this is a wonderful thing, if children start this sort of club, parents have said or done something to promote their interest in safety.

"As you already know my Daddy works for Gulf States and goes to safety meetings. In the afternoon when he comes in from work he tells us what they did in the meetings. As he is telling about the film they saw or the talk they heard, I feel bad inside because I feel that children and teenagers

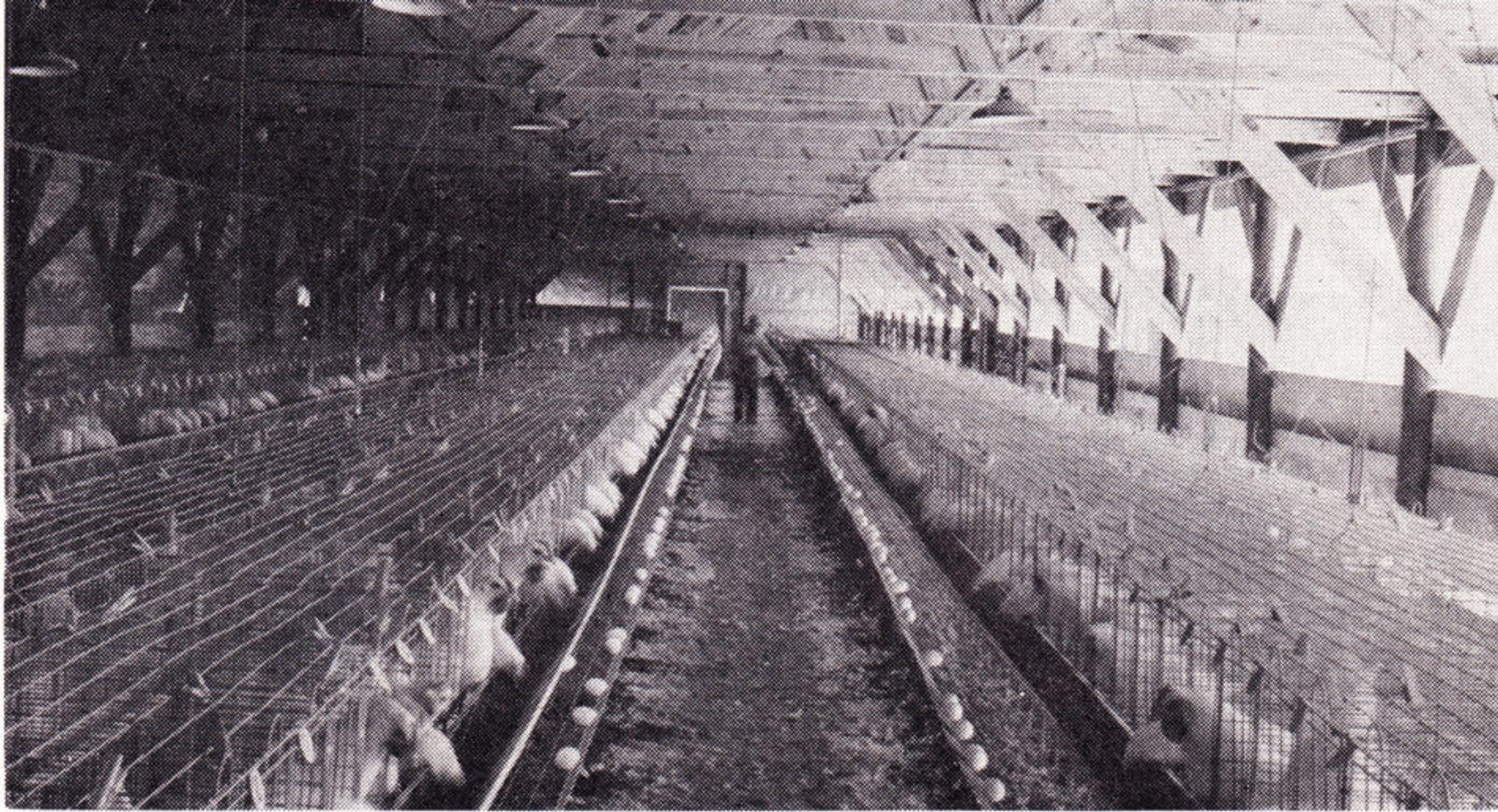
as well as parents should work and play safe. I am glad that as I was growing up, my Daddy helped me to grow safer. I feel that Gulf States Safety Program has helped my family and others as well to promote safety in our city, state and nation.

"This is why I want my Daddy to work safely. I want to say 'Thanks' to the Safety Program and 'Keep up the good work!'"

Safety Driving Manual

To Be Distributed

A safety driving manual is being distributed to all Gulf States employees who drive in conjunction with their work. Many of these books have already been distributed and others will be, as soon as they are available from the printer. Information contained in the book was obtained from national safety organizations, public service organizations, our System Safety Department, city ordinances in both Louisiana and Texas, and from departments of public safety in Louisiana and Texas. It is recommended that each employee study his copy and then place it in the glove compartment of the car for handy reference.



There are 1,440 caged laying hens in each house. A tally is kept on each hen and those failing to meet the standards are culled.

Every day is Easter in this community which is staging an economic comeback on a diet of eggs

Servicing the new houses is an important step in getting the egg business "rolling". Holding the rope are Junior Yates and Bobby Feagin; at left is Foreman G. B. Boswell; in background, James Wells. Linemen are C. J. Heaton and Melvin Shelly.

TRINITY'S GOLDEN EGGS

About this time each year, the common egg comes into its own. It is dyed bright colors, decorated gaily and "prettied up" to the credit of the Easter Bunny and the delight of youngsters throughout the nation. But in Trinity, nowadays the egg is in the spotlight year 'round.

Eggs are big business in Trinity, where folks hope they'll restore the community's economy. For the past several years, the town has suffered one economic blow after another—now it's striving to make a comeback—on eggs.

When the saw mill, lifeblood of Trinity, closed in 1954 because of lack of timber, many families left town, several businesses closed and the bank lost a half a million dollars in deposits.

The town's boosters sought new industries, finally securing a plastics plant, which, after a struggle, folded. Meanwhile the farmers and cattlemen who had furnished most of the balance of Trinity's spending money were hard hit themselves, not only by the prolonged drouth but also by the governmental restrictions placed on farming.

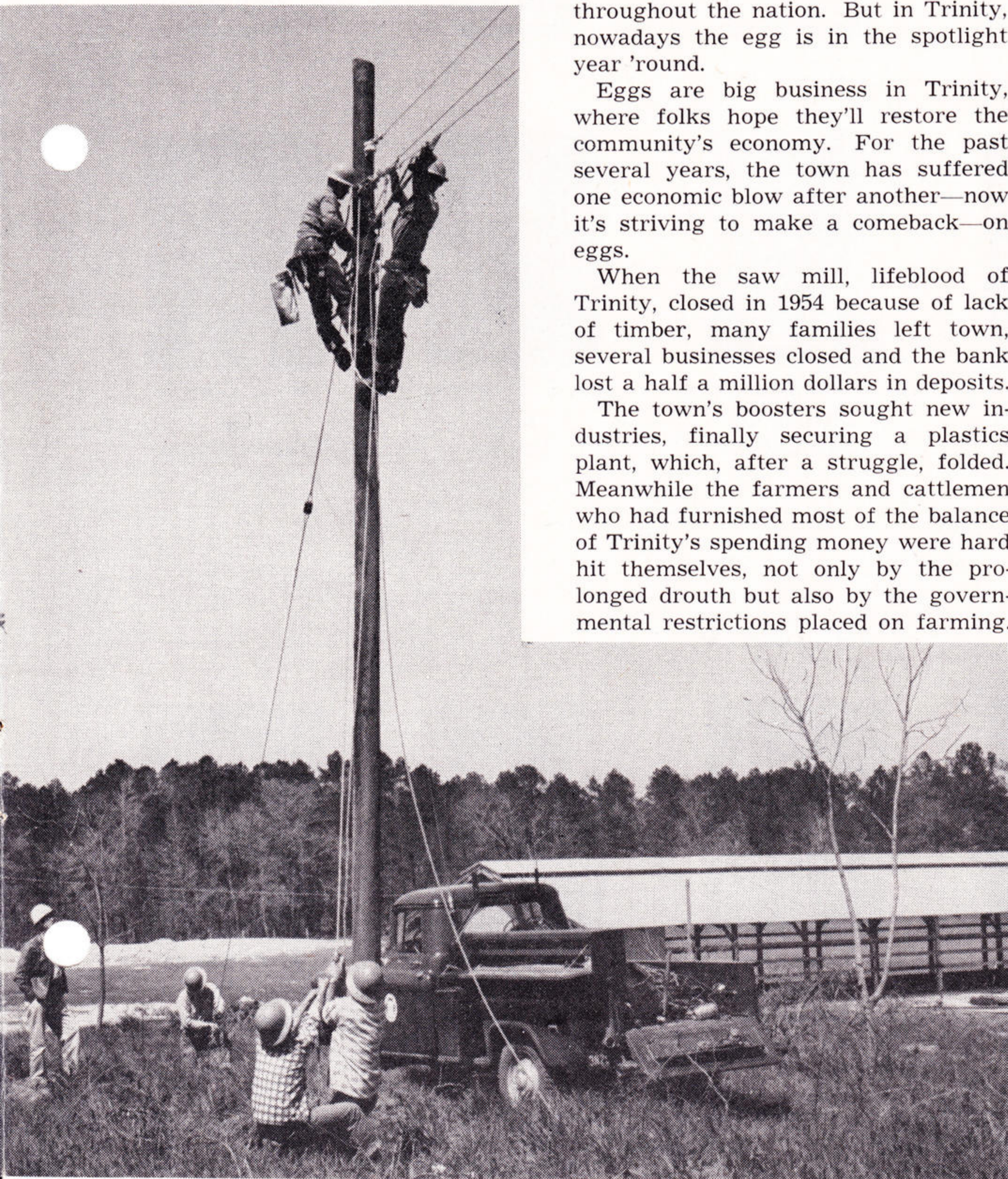
Then Agriculture Teacher James Watson of Trinity school started talking about profits from caged laying hens, based on a survey made by him and former Trinity Chamber of Commerce Manager Ray Cochran. The Chamber was interested; it investigated and the Sherwood Farm Supply and Egg Company was formed. It is a cooperative venture, shared equally by producers, Uncle Johnny's Feed Company of Houston and Egg Sales, Inc. of Houston.

Each producer borrowed about \$2,500 from the Trinity National Bank (through an FHA loan) to build his house and get cages for 1,440 birds. Uncle Johnny's financed the pullets and the feed to bring them to 70 per cent production, about \$2,800, and Egg Sales, Inc. guaranteed a market.

When the group began planning, the goal was set at 50,000 caged hens, meaning an estimated annual income of around one million dollars to the community. However, the response has been so good that the goal has been increased to 200,000 in two years.

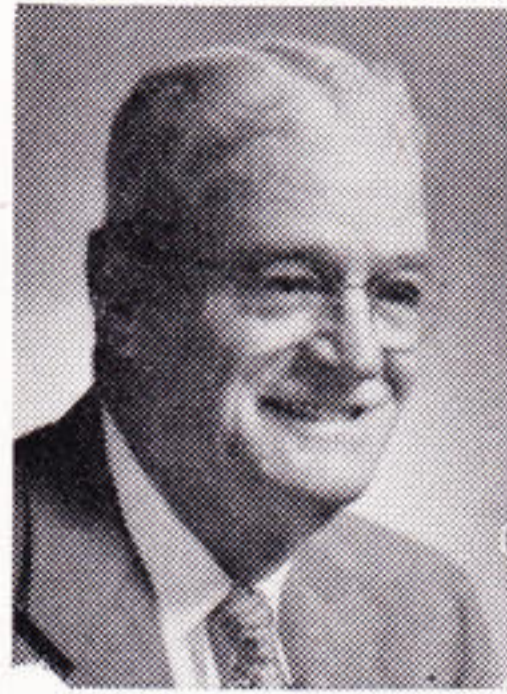
Gulf States has a big part in Trinity's venture, servicing the chicken houses, a total of eight to date, with eight more in the process of being serviced, and another two producers scheduled to start building.

Our company takes a big interest in helping small towns, such as Trinity, help themselves, realizing that the success of such business undertakings as that in Trinity will mean a sounder economy for our area.



SERVICE AWARDS

30 Years



Tom Ridley
Production
Beaumont



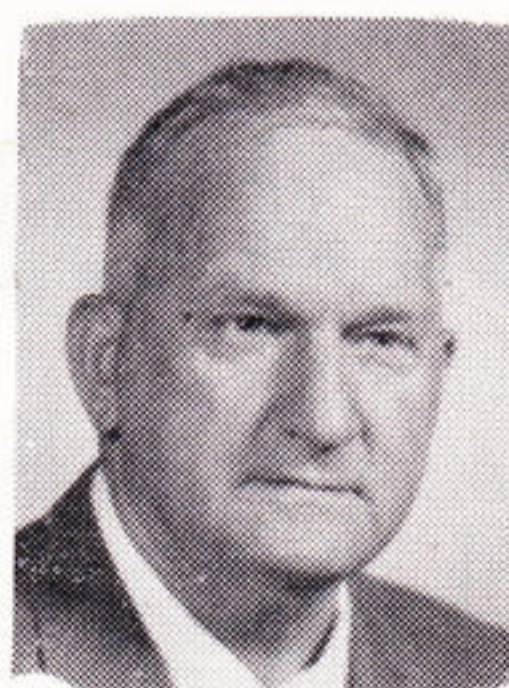
Imogene Gray
Purchasing
Beaumont



T. O. Charlton
Distribution
Orange



G. W. Adams
Distribution
Liberty



J. B. Coltharp
Engineering
Beaumont



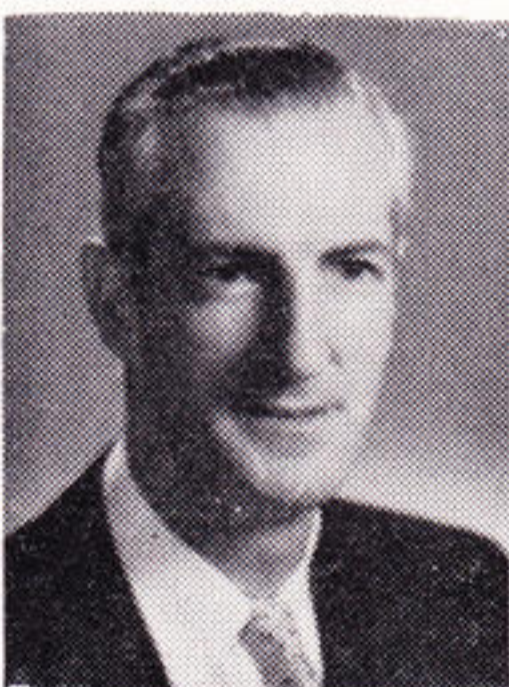
C. B. Barron
Sales
Baton Rouge



H. C. Hansen
Corporation
Beaumont



T. A. Sandidge
Production
Beaumont



W. T. Buckley
Accounting
Beaumont



E. O. Fischer
Distribution
Beaumont



C. W. L. Dobbertine
Distribution
Lake Charles



W. E. Earthman
Sales
Conroe

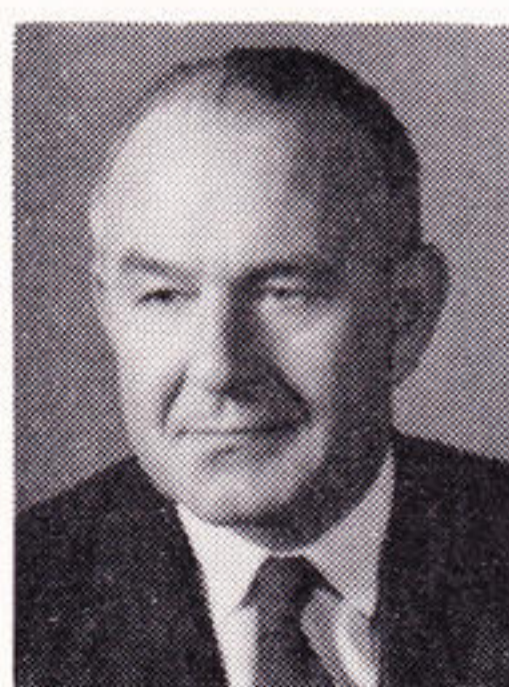


H. E. Conerly
Gas
Baton Rouge

20 Years



M. M. Jenson
Production
Beaumont



C. E. Laughlin
Distribution
Beaumont



Ralph Ellis
Accounting
Beaumont



C. N. Griffin
Production
Lake Charles



F. F. Parent
Sales
Port Arthur



Keen Franklin
Distribution
Trinity



J. L. Terrell
Distribution
Liberty



S. A. Oliver
Engineering
Beaumont



O. C. Wingard
Sales
Orange

10 Years



A. L. Whitson Sr.
Production
Beaumont



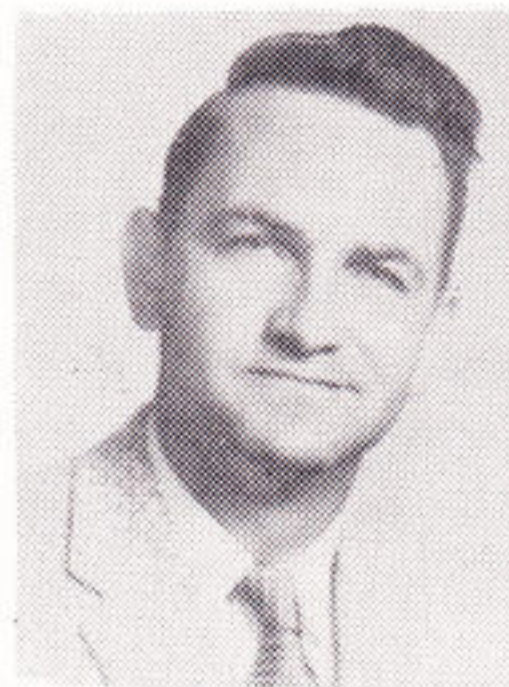
V. F. Horstmann
Distribution
Lake Charles



W. J. LeBouef
Accounting
Port Arthur



Paul Harrington
Distribution
Lake Charles



K. R. Hoffpauir
Production
Lake Charles



D. G. Dumas
Production
Beaumont



Otha C. Hughes
Accounting
Beaumont



C. N. Hall
Distribution
Lake Charles

Colored Division

20 Years



Howard Parker
Building Maintenance
Baton Rouge



Gabe Lute
Distribution
Port Arthur



Cleveland Guidry
Building Maintenance
Beaumont



Walter Branch
Building Maintenance
Navasota

10 Years



You don't wait at the gate
at Riverside Station
Since Gulf Staters
installed their - - -

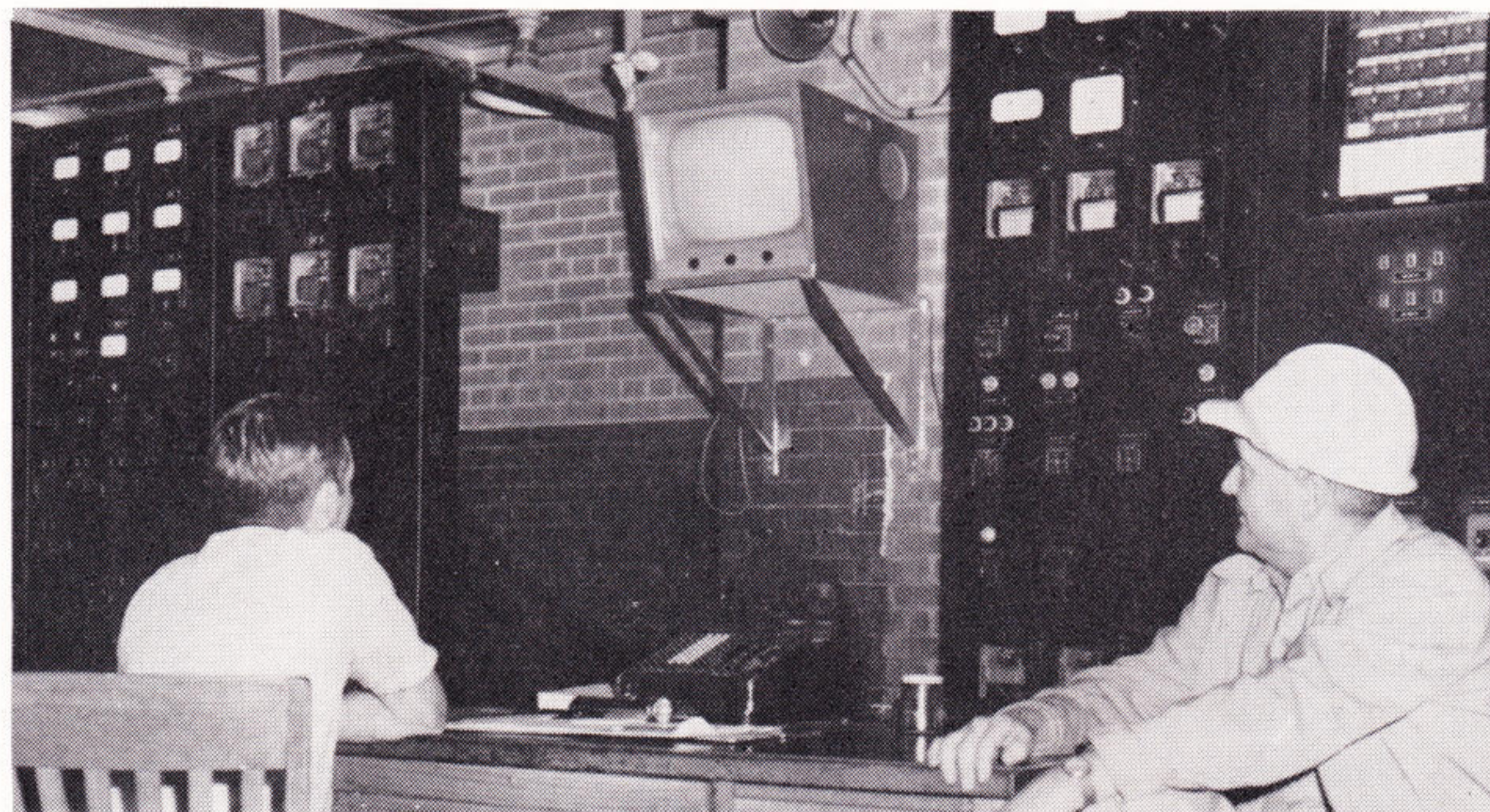
Pushbutton Patrol

Bob Guidry, maintenance engineer at Riverside Station, demonstrates the gate telephone. In left foreground is the mounted television camera.

"Howdy," said the gate at our Riverside Station near Lake Charles in a pleasant, female voice. "Greetings, gate," you're sorely tempted to reply.

But you needn't. It's all quite simple. These efficient-minded, electronically skilled, and imaginative folks at our 84,000 kilowatt power plant have streamlined the business of gate-keeping by doing what comes naturally in an electric company—using electronics.

They devised an enclosed television camera, complete with telescopic lens, water sprayer, and automatic windshield wipers for those rainy days, and have mounted same just inside the main gate, so that the camera covers the gate area. When you approach the



W. W. "Casey" Pharr, switchboard operator, controls the gate. At right Station Engineer D. I. Norwood watches.

gate, you notice a sign instructing visitors to pick up the telephone and announce your name and the purpose of your visit. You're under observation, so if you pass inspection, the gate keeper hundreds of yards away pushes a button and unlocks the gate. If

you're driving, the gate, also operated electrically, swings wide in welcome.

Driving out, a handy telephone enables you to reverse the procedure. The loudspeaker system, incidentally, is also of recent vintage and permits clear and understandable inter-departmental communications throughout the usually noisy power plant.

Riverside Gulf Staters enjoy using their automatic equipment, and think that the key men in the installation and maintenance job, John Warmack of Louisiana Station in Baton Rouge, and Riversider Rene' DeBlanc, both deserve plenty of credit for a job well done.

Receiving set in main office is controlled by Alice Vining, as Rene' DeBlanc adjusts set. Willie Prejean, left, and Mr. Guidry are interested onlookers.



REDDY QUIZ NO. 3

Q. What is a heat pump?

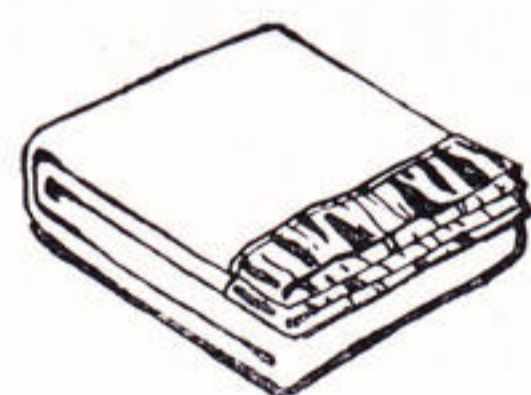
A. It is a device that removes heat from one source, such as air, water or earth, and dissipates it into another. It is generally used to heat air in buildings. The operation of the heat pump is reversible so that it can cool the air inside a building by removing heat, and dissipate the heat outside to the air, water or earth.

PLAIN AND *Fancy* TALK

Timely Tips

This is the time of year to store blankets, sweaters and other winter items. Prior to storing, they should, of course, be laundered. Below we will give the correct procedure for laundering woollens and some of the man-made fibers.

First, let's consider the blanket, which can be laundered at home very successfully. The "soak" method is recommended as it has been found that agitation is the real enemy to loosely woven fibers. Carefully follow the directions below.



To Wash a Blanket

1. Fill the washer with warm water and add the correct amount of soap or detergent.
2. Submerge the blanket in the soapy water and let it soak for 15 minutes. Turn the blanket over a few times by hand if you wish.
3. Disengage the washer control and turn to spin to remove the dirty water.
4. Remove the blanket from the washer.
5. Fill the washer with warm water and let the blanket soak four or five minutes in this rinse water.
6. Turn to spin and remove rinse water.

To Dry

1. Preheat the dryer on "high" for about five minutes.
2. Put five or six large bath towels in the dryer with the blanket to buffer the tumbling action.
3. Set the drying time for 15 to 20 minutes.
4. Remove the blanket from the dryer while it still contains some moisture.
5. Stretch the blanket to its original size by pulling it gently from each end, a small portion at a time. It takes two people to do this.
6. Return to the dryer to finish drying or complete the drying by placing the blanket over two clothes lines. Do not overdry in the dryer.
7. Brush the nap on the blanket with a clothes brush or a metallic bristle pet brush and press the bindings with a warm iron.



To Launder a Pillow

All feather pillows and feather plus down pillows can be laundered. Genuine down pillows will wash satisfactorily, although so-called "down" (which is stripped feathers) pillows do not wash satisfactorily.

Rip the pillow at one end for about three or four inches and pin together securely with small safety pins. This will help in removing air and in allowing the water to wet the feathers. Wash only one full size pillow in a tumbler type washer or two pillows in an agitator type washer. Place pillows in washer and turn the control dial to "rinse." Allow washer to complete the cycle. Remove the pillow, place it in a large dishpan and press the air out with a kneading action. When feathers are wet return the pillow to the washer and add soap or detergent. Use the "warm" setting. Let the washer complete its cycle.

Dry pillows one at a time, using the regular setting. Dry for one hour. Remove pillow and shake it to get the feathers out of the corners. Return the pillow to the dryer and reset the dial for another hour. Pillows will be fluffy and resilient. Do not attempt to dry pillows on the clothes line.

To Wash Sweaters

The cold water soaps are effective in laundering wool or orlon sweaters. Follow the directions and let the automatic washer help you do a better job by spinning both the wash water and rinse water from your sweaters. Before washing wool sweaters, draw an outline of the sweater on heavy plain paper. If ordinary soap or detergent is used, dissolve it in warm water. Soak the sweater for five or six minutes and then squeeze suds through the garment. Rub gently, don't scrub. Place sweater in the washing machine and spin out the

Easy To Peel

- Boil eggs that are two or three days old — never fresh — then put them in a pan of cold water after cracking each egg. The water will run through the cracked shell and the shells will slip off easily.

Colored Eggs

- Pour the spicy vinegar left from pickled beets over peeled hard-cooked eggs. This gives a delightful flavor and color. They are especially good for Easter.

Easter Souvenir

- Save eggshells to make favors for the children. Break off about one-third of the shell, saving the rest to dye bright colors. About a week before Easter, put a piece of wet cotton sprinkled with mustard seed in each shell; if the cotton is kept moist, the seeds will grow.

One On Baby

- When you carry baby, wrap a small-size plastic tablecloth around his blanket to keep that unsightly fuzz and lint from rubbing off on your dark clothes.

Handkerchief Trimming

- When you make a dress for your small daughter or a blouse for yourself, give it a fresh touch by using the embroidered corners of white linen handkerchiefs for collar and cuffs.

Rusty Garden Tools

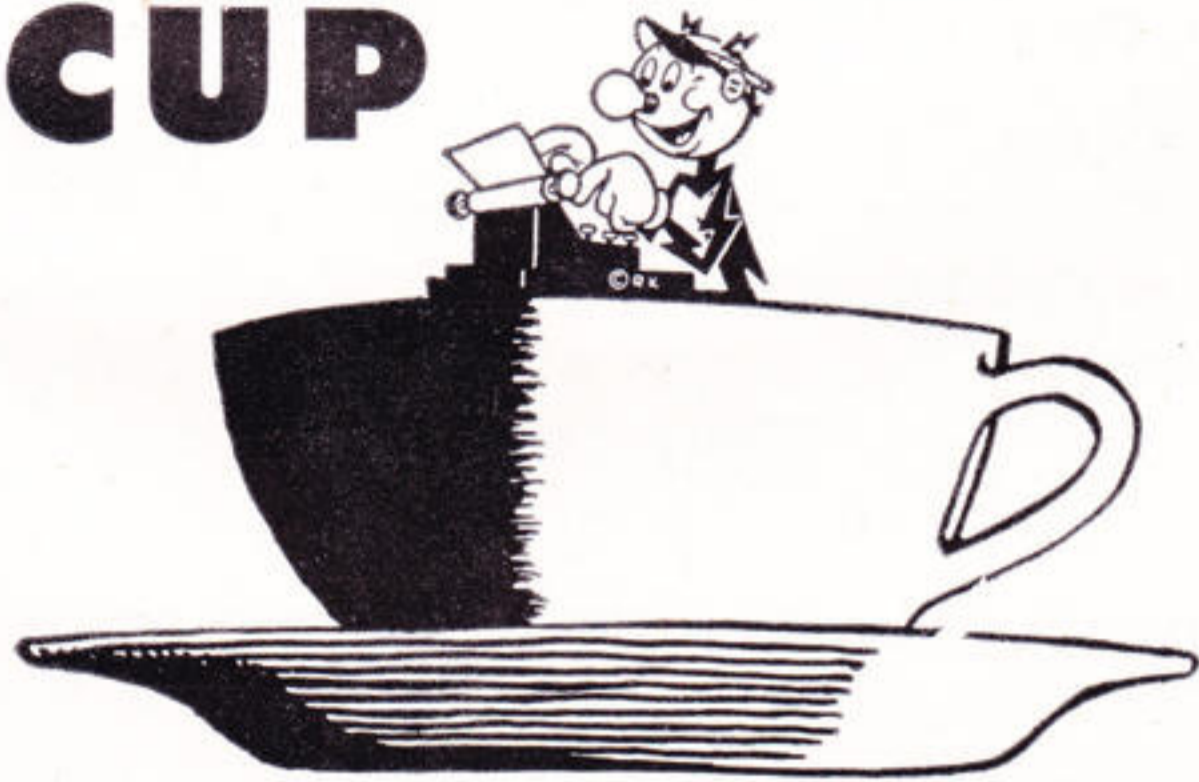
- Soak rusty garden tools in kerosene for a while, then use a wire brush and an emery cloth to finish the cleaning.

Question Box

- Q. "What is a safe method of bleaching discolored white nylon?"
- A. Dissolve one cup of Electrosol or Calgonite in one gallon of warm water and soak overnight. Rinse thoroughly.

suds; rinse by hand and spin out the rinse water. Shape wool sweater into shape of pattern drawn. Place orlon sweaters (not wool ones) in the dryer with six or seven large bath towels and dry, on "low" setting or no heat, for 10 to 15 minutes. Remove wool or orlon "balls" by brushing sweater with a stiff brush, while slightly damp. Press with a steam iron or damp cloth.

over the
**COFFEE
CUP**



**Jack Stengler Is Your
New Associate Editor**

With this issue your new associate editor of PLAIN TALKS is **Jack Stengler**, formerly with the Advertising Department in Beaumont. Mr. Stengler is a native of Daisetta, Texas, and graduated from Sam Houston State College in Huntsville, with a BS degree in Journalism.

Mr. Stengler, who replaces Tom Read, will be visiting in the different divisions in search of PLAIN TALKS news. His picture will appear in the next issue of our magazine.



Meet **Jeanette Le Blanc**, Advertising Department in Beaumont. Mrs. Le-Blanc, a native of New York, celebrated her first year with us this month.

Edaleen Bean, Beaumont Billing Department, took a trip to the "Deep South" for the Natchez pilgrimage recently, touring old plantations and mansions built before the Civil War.

Vacations are here again! **Beatrice Rogers**, Beaumont Billing Department, is back at work after two weeks of rest and fishing.

Sally Dowden is off to the Natchez Pilgrimage, Gulfport and Biloxi.

Glenda Milner is happy to have her four-year-old son, **Stanley** back home. He has been visiting with relatives in Yazoo City, Mississippi, Glenda's former home. She and her mother visited friends there prior to bringing Stanley home.

—By *Dora Porter*

Elliott Craig, son of Mr. and Mrs. **Robert Craig** (he's in Beaumont System Engineering Department) has been acclaimed the most outstanding Jefferson County high school basketball player for 1956-57 in voting for the fourth annual Sheriff Charley Meyer trophy. The vote was conducted among sportswriters, sportscasters and coaches in the county, and the trophy was presented by Sheriff Meyer.

—By *Lola Martin*

ORANGE

New employees at Orange are **Jerry Hargis**, Accounting Department; **Carolyn Fruge**, Engineering Department; and **Gene Salonek**, Sabine Plant. We're very happy to welcome them.

Earl Harrison, line foreman, has been in a Houston hospital for the past several weeks. He is back in Orange now, but is unable to return to work. We wish him a speedy recovery.

Bob Saide, Engineering Department, is vacationing in San Antonio. He and his family have recently moved to Bridge City, where they have been busy becoming gardeners and fishermen.

Edna King, Accounting Department, has resigned after being with us for six years. We'll really miss Edna but wish her the best of luck in being a housewife. As her husband, **Fred**, is in the T & D Department, she won't be entirely lost to us.



Elayne Westmoreland

LAKE CHARLES

The Ohms, (the bowling team behind the eight ball) from the first of the season to the last had their "ups" and "downs". **Sonny Horstman**, the only member of the original team, was instrumental in keeping the team in the league through his constant efforts to replace members of the team. He helped his team come from eighth place to first and go into the final play-offs March 27 by picking up a 4-10 split to win the game.

March 28 is a different story, however. The Relays (**Carroll Foreman**, **Noah Dickerson**, **Roy Franques**, **Morris Thibodeaux**, and **Alice Vining**) won two out of three games over the Ohms (**Woody Vining**, **Carl Grimmett**, **Ray Kearney**, **Ann Snider** and **Sonny Horstman**.)

Sympathy

PLAIN TALKS extends deepest sympathy to **Mrs. Howard Mack** on the death of her aunt, **Mrs. Dorothy Lillie Schexsnayder**. Mrs. Schexsnayder died February 27 at St. Therese Hospital in Beaumont. Mrs. Mack is in the Industrial Sales Department, Beaumont.

Sympathy is extended to **Miss Audrey Cundiff** on the death of her mother February 15 in Eudora, Arkansas. Miss Cundiff is local office clerk in the Nederland District.



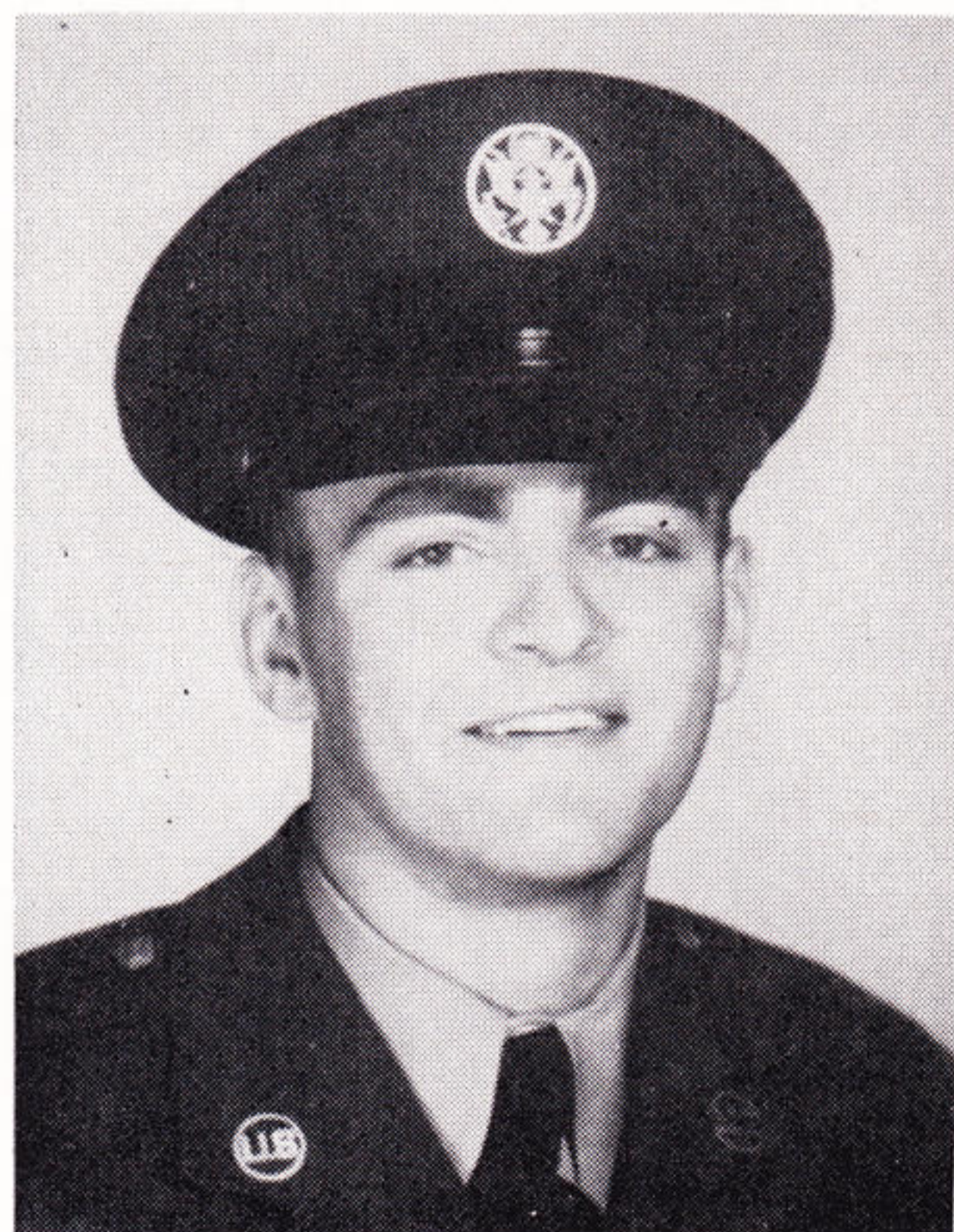
Port Arthur's Martin Jetz team participated in the State Semi-Final Basketball meet in Temple, Texas, March 15-16, where Mrs. Laura Sonnier (fifth from left on back row) won All State honors. She is the wife of Leroy Sonnier, meter reader in Port Arthur.



Among the many attending the Louisiana Station's Short Circuit Club masquerade dance were, left to right: Gerard Ruth, Mary E. Babin, Margie Force, Frank Montleone, Mr. and Mrs. Hubert J. Desselles, Mr. and Mrs. Calvin A. Oubre, Frances Gross and Jim Roshto. The event was February 23 at Club Louisiane.



A/2C John H. "Buddy" Bauman, son of Mr. and Mrs. J. O. Bauman (he's in the Baton Rouge Production Department) has been selected "Airman of the Month" by the 1604th Installations Squadron of the U. S. Air Force, stationed in Bermuda. A graduate of Baton Rouge High, he attended Southeastern Louisiana College prior to enlisting in the Air Force February 27, 1956.



John H. Bauman

V. Westh, maintenance engineer at Louisiana Station, and his daughter, Missy, rode in the parades at the 15th

Annual Livestock Show and Rodeo at L. S. U. last month.

—By Marion Brown

LAFAYETTE

Lafayette extends a warm "hello" to the following new employees: **Elaine Lowe**, **Norris Monique**, **Karl Guilbeau** and **Cecyl Babineaux**. Elaine is replacing **Bessie Rojas** in the Accounting Department; Norris is a meter reader; and Karl and Cecyl are helpers on the line crew.

Horace "Tutu" LaCombe looks mighty "slick" since he has become a sales representative. He is a former meter reader.

Rufus Mier, commercial sales representative, recently attended the Hot-point commercial cooking school in Chicago. He enjoyed the "windy city's" many points of interest.

Miss Joyce Fournet, home service advisor, is making plans for her forthcoming marriage to **Francis A. Thibodeaux** of Baton Rouge. The wedding will take place at a 10 o'clock nuptial mass at Our Lady of Wisdom Chapel in Lafayette May 11. After a wedding trip, the couple will reside in Baton Rouge.

A very "happy birthday" to **Elmer Sudderth**, April 1, and to **J. R. Peckham**, April 20.

Mrs. Priscilla Hebert, former Gulf Stater and PLAIN TALKS reporter, visited with her former co-workers this week. Pris and her young son, **David Allen**, "hashed over" old times with us. We were all glad to see her looking so happy with her new arrival.

—By Cynthia DuBois



Mrs. Laura Sonnier, wife of Meter Reader **Leroy Sonnier** in the Port Arthur Accounting Department, won All State honors at the Texas Amateur Athletic Federation Basketball meet March 15-16 in Temple, Texas. Laura plays the forward position on the Martin Jetz Team in Port Arthur, sponsored by **Mr. and Mrs. Roy Martin**.

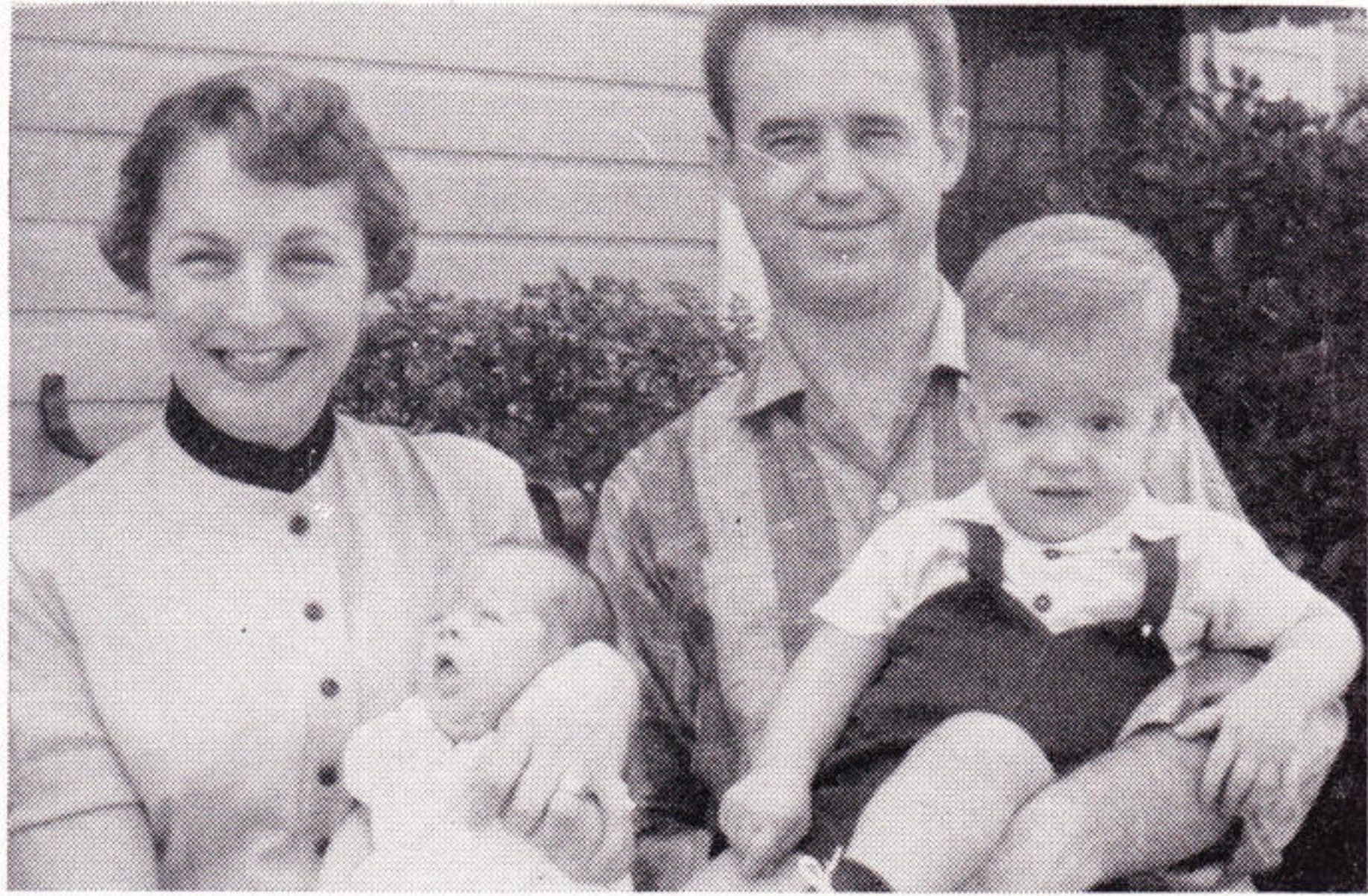
In the meet in 1954 when she was playing with the Trinity Baptist Team Laura also received All State honors. She and her husband, who has been with the Company since 1953, have two children, **Keith** and **Jacqueline**.

Lucile Jones, daughter of **Mr. and Mrs. J. Kirby Jones** (he's superintendent of sales in Port Arthur), represented the Port Arthur A & M Ex-Students Club as duchess at the annual Cotton Ball April 12 at Texas A & M College. Mr. Jones is an A & M alumnus.

A senior at Thomas Jefferson High School, Lucile is active in school affairs. She is a member of the Red Hussars, the Heralds, the Latin Club and the GRA and has held various home room offices. She is presently serving as a Student Cabinet member.

Last year she was a CavOilcade princess and served as the Lions Club duchess at the annual rodeo in Jasper. She plans to enter SMU next fall.

—By Rosemary Vaught



Gay Huff, former Baton Rouge T & D employee, holds Kenneth, age one month, while Wayne Huff, Baton Rouge Production Department, holds Donald Wayne, 16 months.



Our company covers 28,000 square miles, so keeping our "wheels" in good condition is a full time and important task. Garage Superintendent D. A. Spell (center) watches as L. A. Montgomery, left, and Johnny Babin, right, repair a car at the Lake Charles garage. In the background assisting is Willie Dixon.



Calvin Hall is back with us after an operation and is recovering nicely.

We welcome the following: to the labor crew—**Jessie Guillory** and **Patrick Dugar**; to the line crew—**Roy Taylor**, **Robert Bruce**, **Arthur Johnson**, **Travis Fox** and **J. M. Manuel**.

"Happy birthday" to **Beverly Jeghers**, March 22.

Lake Charles line crews welcome the Jennings line crews who are here to assist the local group with its work.

The Lone Star 69 kv Metering Station was completed March 29, and the Lone Star Cement Company starting receiving power from Gulf States April 1.

—By Anne Snider

Congratulations to **Luther Risher**, who won a neat pair of golf shoes and to **F. E. "Booby" Mathis**, who won a golf cart at the golf tournament held in Jennings. This was a 54-hole tournament.

Gulf Staters who have been elected officers of the Industrial Management Club of Lake Charles are **Ed Garlow**, third vice president; **Ray Kearney**, chairman of the publicity committee, and **Luther Risher**, chairman of the attendance and membership committee.

—By Jean Kiehl



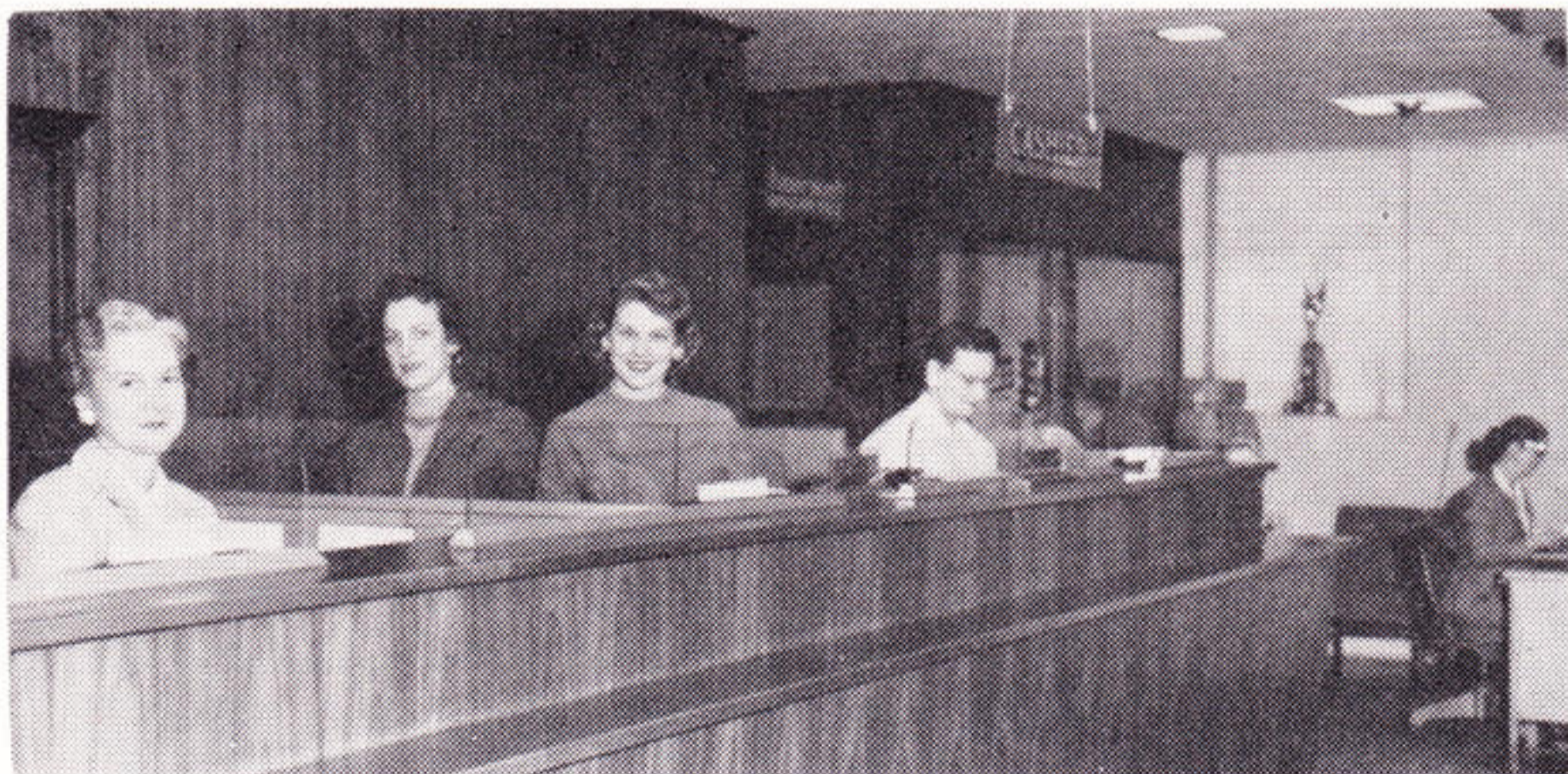
Mr. and Mrs. **Ed G. Mohr** of Navasota announced the engagement of

their daughter, **Barbara Jean**, to **Larry Hard**, son of Mr. and Mrs. **J. B. Hard** of Waller. Barbara is a clerk in the Stores Department at Navasota and Larry is engineering assistant in the Navasota Engineering Planning Department.

Elayne Westmoreland, office clerk in the Madisonville office, was married to **Dick Campbell** March 9 in a candlelight ceremony at the Church of Christ in Madisonville. Wyatt Sawyer of the Pecan Park Church of Christ in Houston performed the double-ring ceremony.

After a short wedding trip, the young couple will make their home in Madisonville. Dick is a car salesman for Standley Motors and Elayne will continue to work for the company.

—By Jeannette Sangster



The handsome Lake Charles sales floor features something extra special in the line of decorations in the pretty persons of the ladies who meet the public. From left, they are **Lucina Ory**, **Joy Adams**, **Jan Swearingen**, and **Lee Papin**. At far right is **Floy Wilson**.



Keeping the kilowatts available to the booming Lake Charles area means planning, paperwork and then more planning. Relaxing briefly for a picture are **Lee LaFleur**, **Beverly Jeghers**, **Blanche Suydam**, **Paul Harrington** and **Emile Matherne**, all of the Lake Charles Electric Department.



Johnny Babin, whose wife gave birth to their first son, **Ralph Alvin**, at the Lake Charles Memorial Hospital on March 5. Babin is in the T. & D. Department at Lake Charles.

Mr. and Mrs. Harrison Carlin announce the birth of **Tina Marie Carlin**. Mr. Carlin is an apprentice on the line crew at Lafayette.

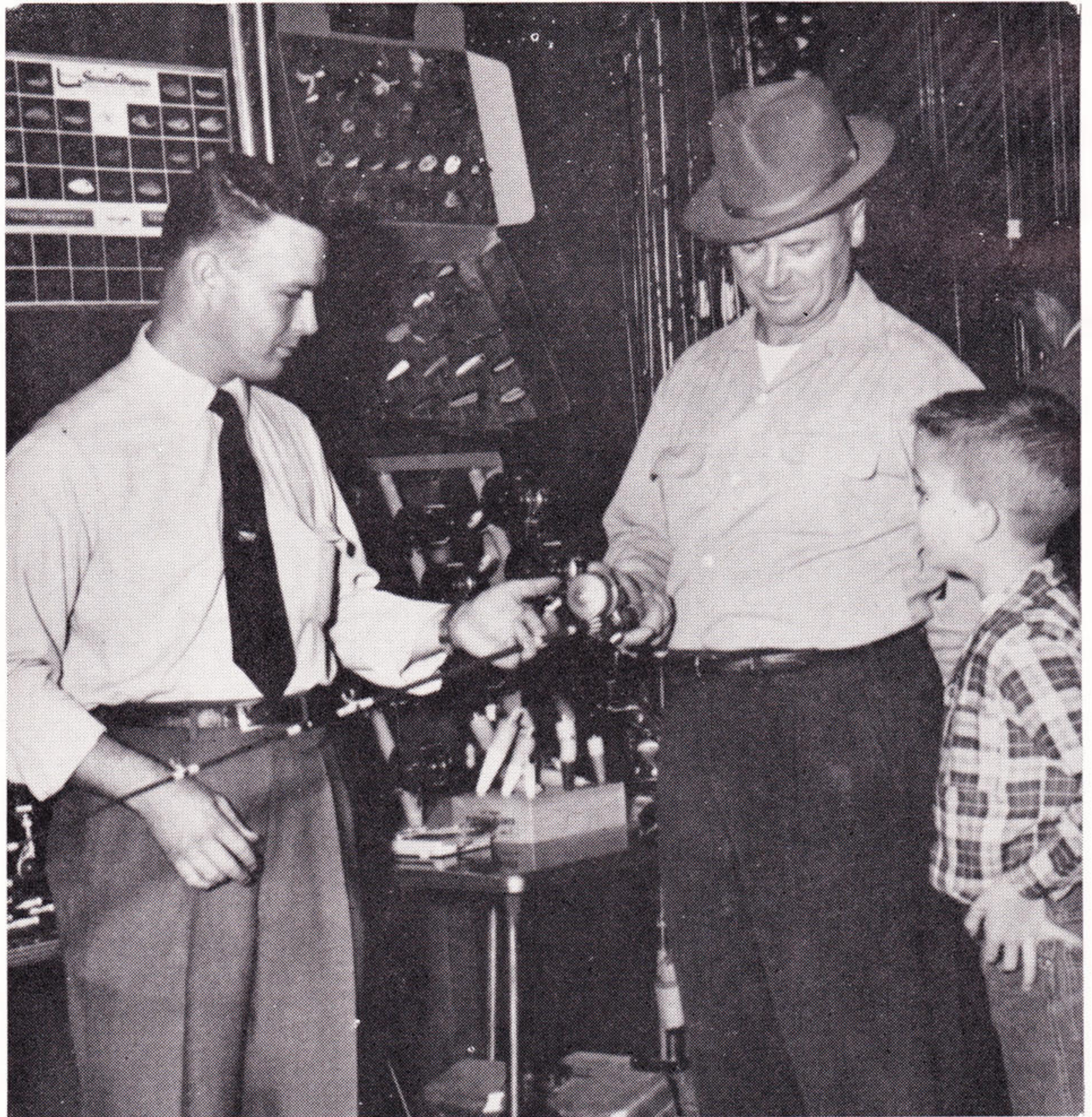
Mr. and Mrs. K. J. Marshall announce the birth of a daughter, **Vicki Gay**, born March 27, in Baptist Hospital, Beaumont. "Dude" Marshall had been a P. B. X. operator at the Beaumont office for the past seven years when she left the Company two weeks ago.

Mr. and Mrs. Wayne L. Huff, Jr. are parents of a son, **Kenneth Paul**, born December 28. Mr. Huff is in the Production Department at Louisiana Station.

Mr. and Mrs. Richard H. Lawton Jr. announce the birth of a son, **Richard Mike**, in New Iberia, Louisiana February 20. The baby is the grandson of Richard H. Lawton Sr., superintendent at Louisiana Station.

Charles R. Lopez, whose wife gave birth to their first son, **Matthew Charles**, March 18 at Austin. It might be a little difficult to have the cigar right now, since Mr. Lopez is temporarily Lt. Lopez at Bergstrom Field in Austin. But when Lt. and Mrs. Lopez return to Beaumont, where he was an engineer unassigned, we know he'll hand them out to all his friends.

Dr. and Mrs. J. L. Bridges announce the birth of a son, **James Louis**, born April 1, in Beaumont. Mrs. Bridges, is the daughter of **O. G. Floyd**, Commercial Sales Department, Beaumont. James Louis is his fifth grand child. The Bridges live in New Orleans.



Inspecting the fishing gear of the sporting equipment exhibit at the second annual Baton Rouge Boat, Vacation and Sports Show of March 16-17, are **Reeves Garrison**, supervisor of customer accounts for Baton Rouge, and 8-year-old son **Reeves Jr.** Mr. Garrison is one of Gulf State's more ardent out-of-doorsmen. The show was held at Ryan Airport and attracted some 15,000 spectators.

Mr. and Mrs. Joe A. Bailey are parents of a daughter, **Becky Jane**, born at Memorial Hospital in Huntsville March 11. Mr. Bailey is a residential salesman in Madisonville.

A new addition to the home of **Mr. and Mrs. C. J. Gray** is a son, **Clayton Patrick**, born March 5. Mr. Gray is in the Lake Charles T & D Department.

A baby boy, **Cornelius Joseph**, was born to **Mr. and Mrs. C. P. Rogers** March 18. Mr. Rogers is in the Lake Charles T & D Department.

Mr. and Mrs. Truman Burton are parents of a son, **Bryan Vance**, born March 11. Mr. Burton is in the Lake Charles T & D Department.

James H. Varnado was passing out cigars, as the proud father of son, **Stanford Morris**, born March 5. Mr. Varnado is a janitor in the Meter Department at Lake Charles.

Sympathy

PLAIN TALKS expresses sympathy to **Carl Grimmert** and to **Nig Laughlin**, both of whose grandmothers recently died. Mr. Grimmert and Mr. Laughlin are in the Lake Charles T & D Department.

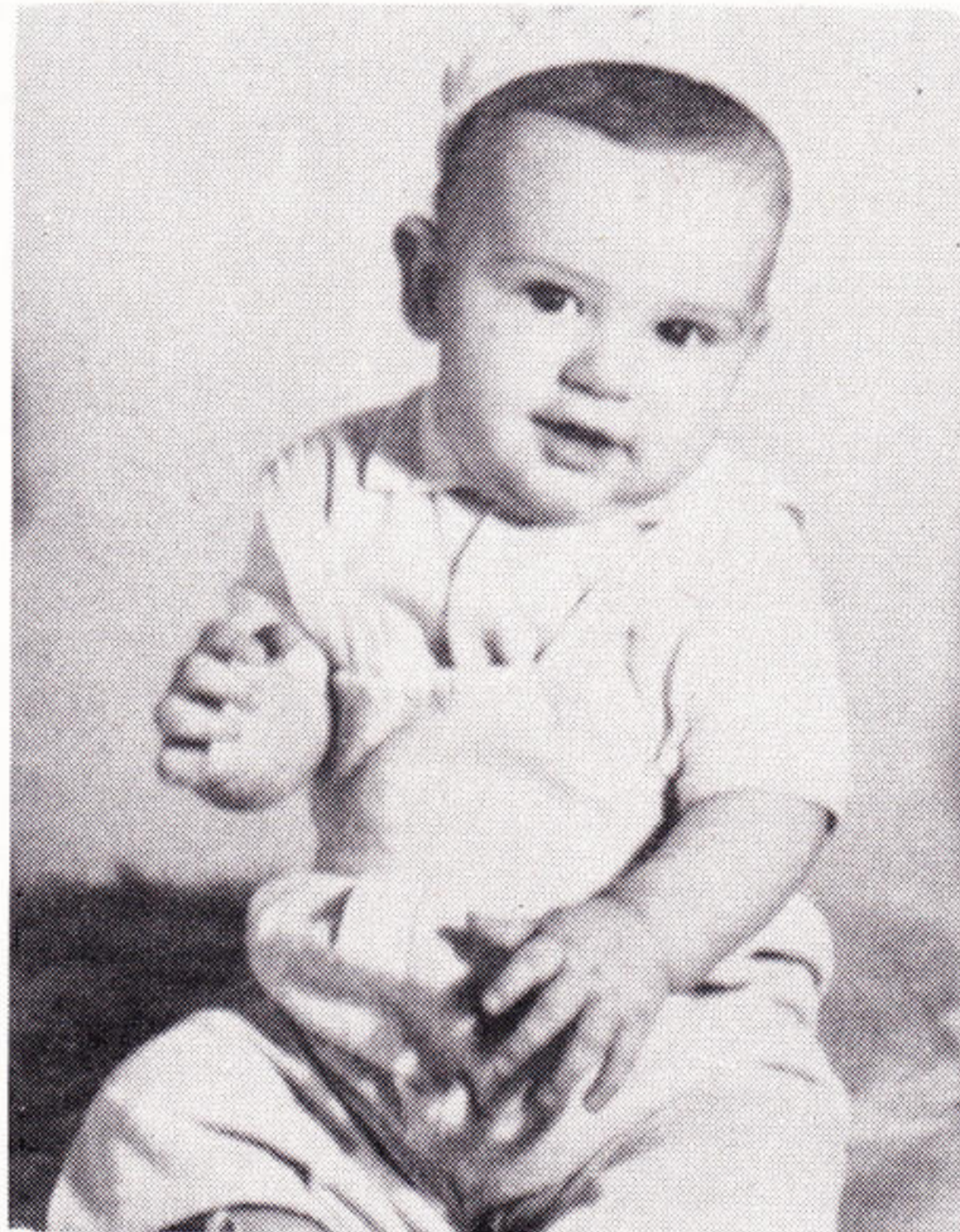
PLAIN TALKS extends sympathy to **Miss Jeannette Sangster**, whose father, **R. A. Sangster**, died January 13. Miss Sangster is in the Navasota Executive Department.

The PLAIN TALKS staff extends sympathy to **W. R. Allen** of the Navasota Property Maintenance Department, whose father, **A. R. Allen**, died January 13.

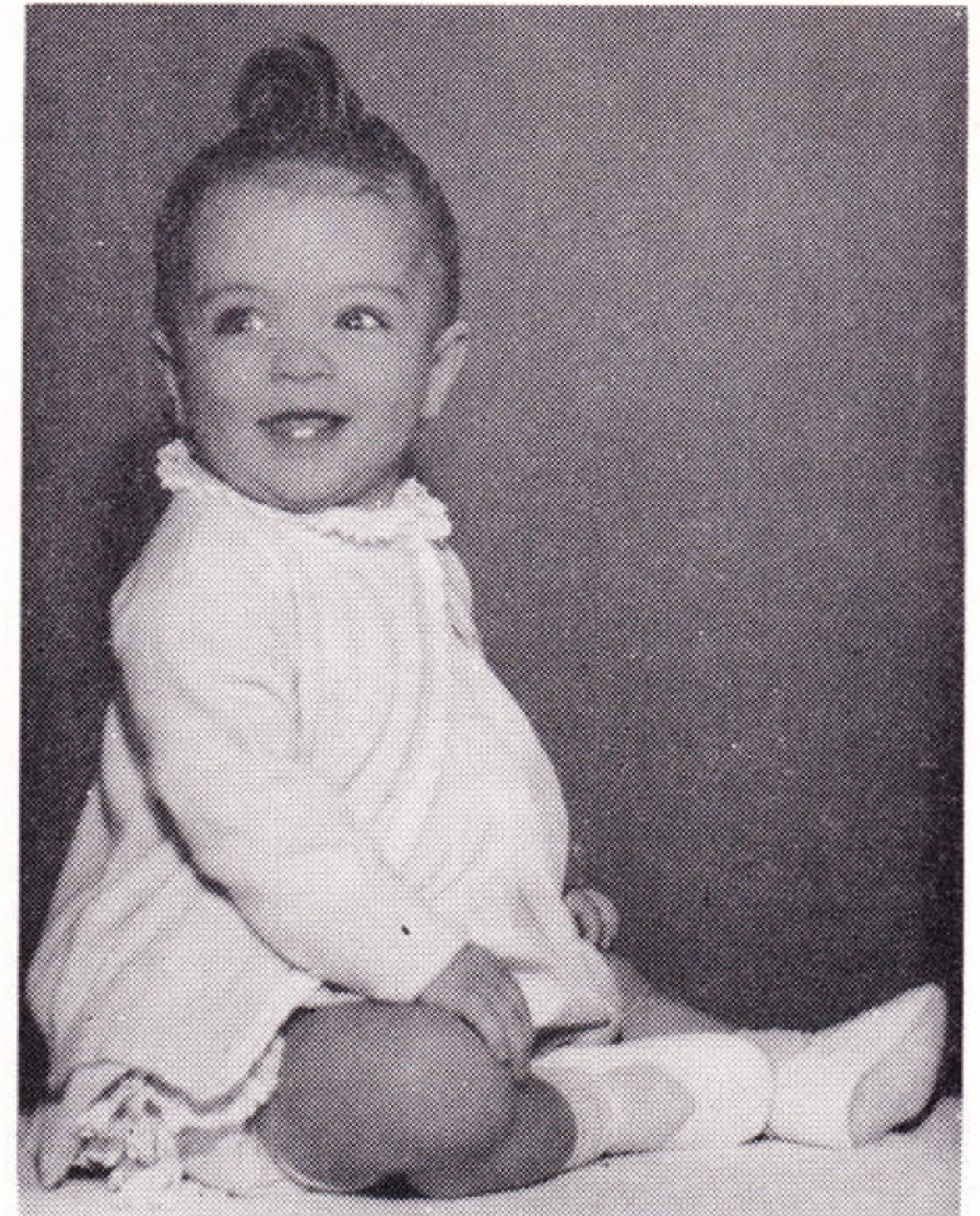
GROWING with Gulf Staters



All "dressed up", Joyce Ann Guillot celebrated her fifth birthday April 6. She's the daughter of Mrs. Mary Guillot, a cashier in the Orange office.



Handsome young J. T. Sparks, Jr. is seven months old and the son of Mr. and Mrs. James "Sparkie" Sparks. Mr. Sparks is in the Repair Service Department at Orange.



This pretty little girl is 14-month-old Pamela Jo Skipper, daughter of Mr. and Mrs. Joe Skipper. Mr. Skipper is in our Lake Charles Engineering Department.



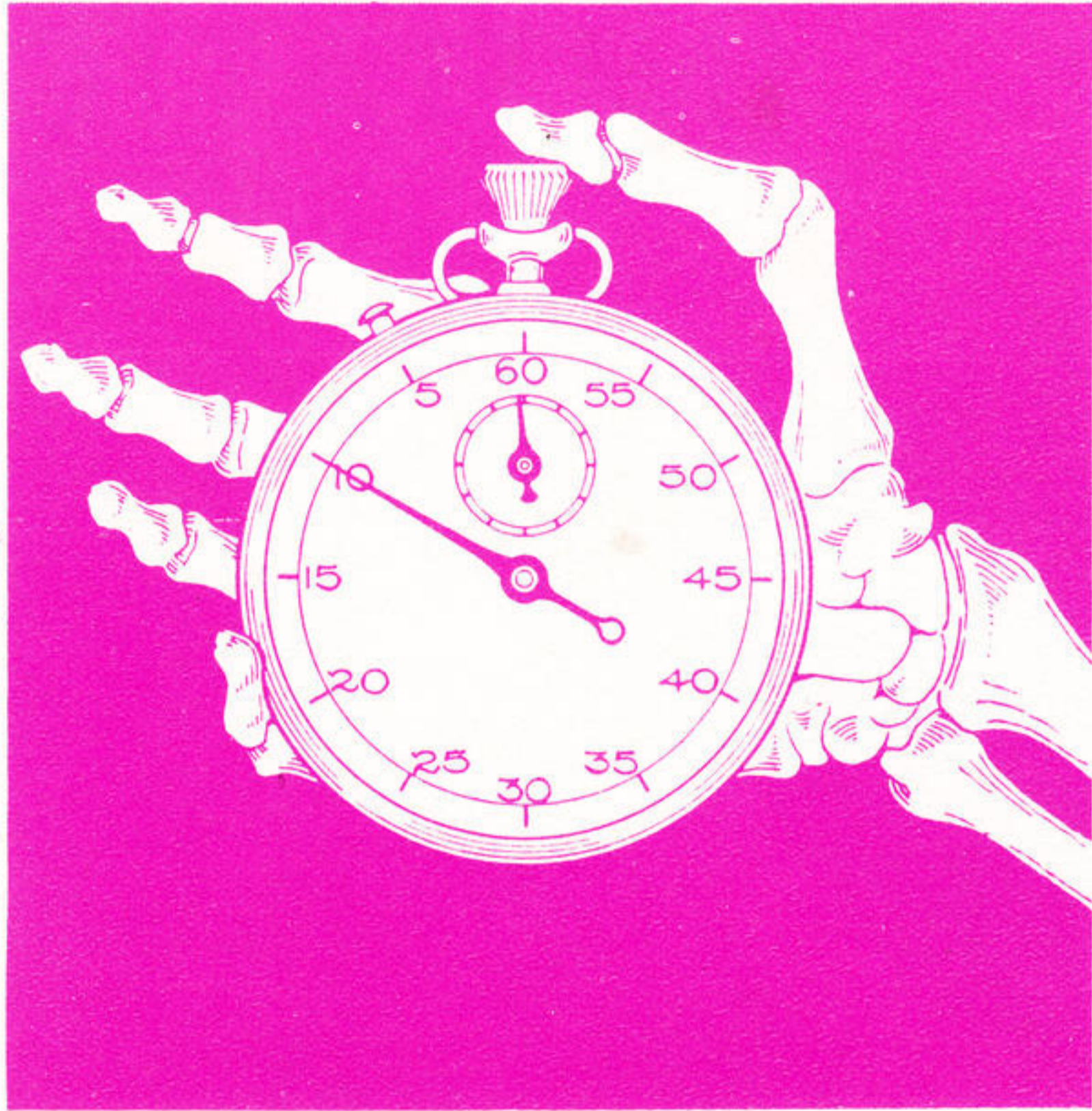
Smiling prettily are Rita and Nita Wingard, five-year-old twins of Mr. and Mrs. Buck Wingard. Mr. Wingard is in the Commercial Sales Department at Orange.



Kerry Paul Hughes, four-month-old son of Mr. and Mrs. Richard A. Hughes, seems happy with the world. Mr. Hughes is in the Baton Rouge T & D Department and Mrs. Hughes is a former employee of the Gas Department and PLAIN TALKS reporter.



"King" was the title won recently by Donnie Voyles Jr. in a pageant for pre-school children held at Baton Rouge High. His parents are Mr. and Mrs. M. D. "Don" Voyles. Dad's in the Baton Rouge Engineering Department.



TEN SECONDS TO LIVE

Several years ago Raymond D. Eastman, young advertising writer from Des Moines, Iowa, wrote the following dramatic article entitled "Ten Seconds To Live:"

He pushed his sleeve back, held his wrist watch close to the lighted speedometer, squinted to read the time. A little after nine. Five, ten, minutes after. Ought to be home in half an hour.

"If he knew! Only ten seconds more! If he knew, he'd check the time more closely. He'd resist the caress of the grim reaper. He'd drive his car differently—more carefully—more slowly.

"10 Seconds—Eyes need massaging—it'll rub some of the sand out.

"9 Seconds—Eight hours of driving since lunch, beginning to feel it.

"8 Seconds—Lousy driving in the rain. Light from your headlights just seems to soak in along with the water.

"7 Seconds—Windshield wiper spreads the water around instead of wiping clean—must get a new one tomorrow—or next time it rains anyway.

"6 Seconds—Somebody threw a cigarette out of an oncoming car. Red glow dissolved almost before it hit the pavement.

"5 Seconds—Heels planted on the floorboard, squirmed back on the seat trying to get comfortable.

"4 Seconds—At 60 miles an hour, a car covers 88 feet of pavement every second. Four seconds, 325 feet!

"3 Seconds—Something looks awfully wrong in the blurry windshield. A dab at the brakes stiffens into a desperate pressure because here's an old, unlighted, slow-moving vehicle up ahead.

"2 Seconds—Panic moves in. Turn to the left. No! There's a car coming. Headlights too close. Can't make it! Turn to the right!

"1 Second—Horror numbs everything into slow motion . . . mouth opened to scream.

"NO SECOND TO LIVE—It's happened to lots of people, may be not just that way, but similarly. Drive too long, eyes get tired, reactions slow down. Rain or darkness, or a windshield that's hard to see through.

"Driving too fast. A car or truck ahead that you can't see. It's happened to lots of folks.

"It happens to more than 37,000 people each year.

"It happens to more than 100 people every day.

"It can happen to you."

On August 24, 1954, Eastman died in a hospital at Atlantic, Iowa, after his new Jaguar sports car "clipped" another while passing it and crashed into a bridge, a victim of the very kind of accident he had written about.

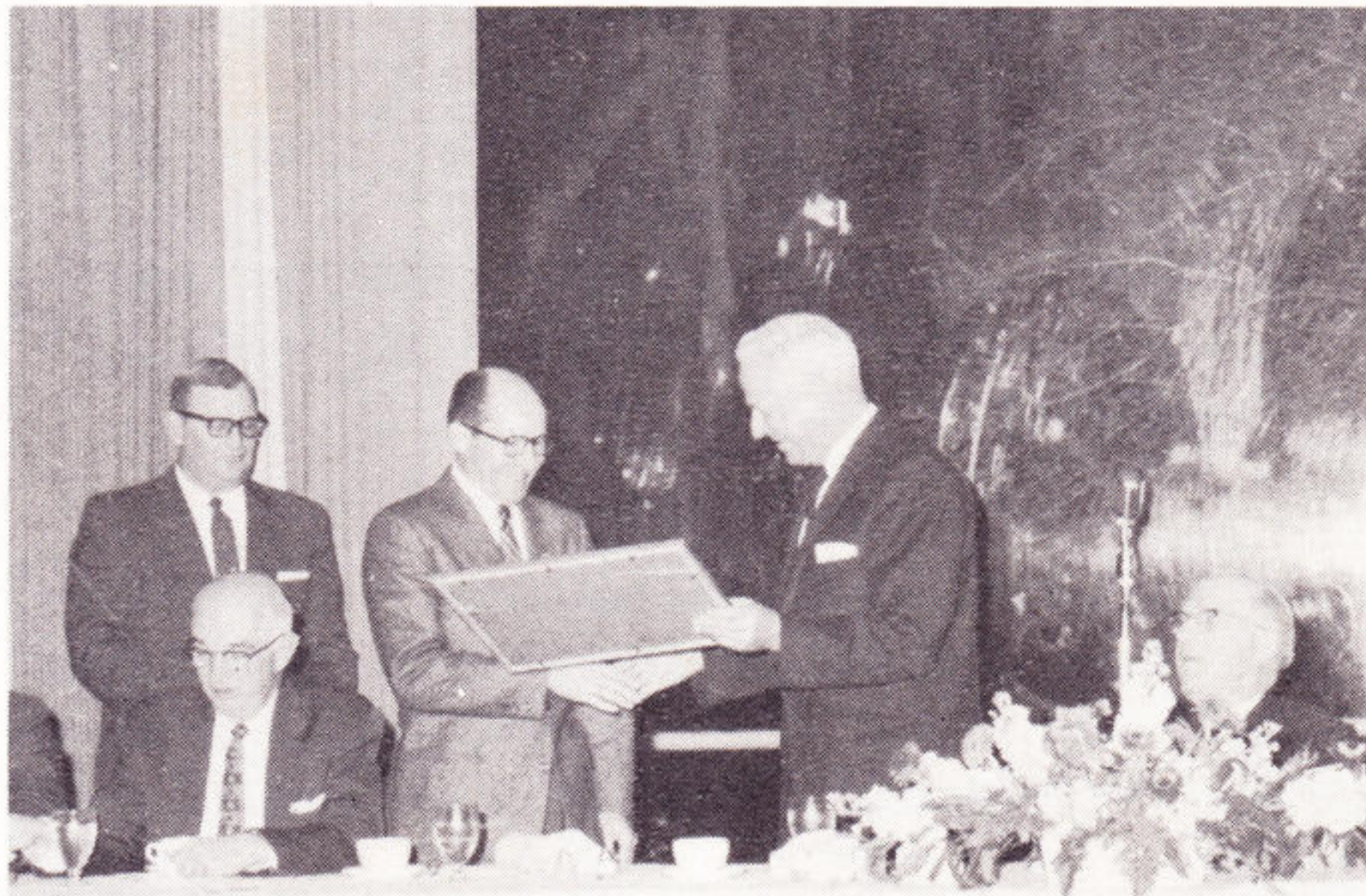
TURTLE CLUB INITIATION



-the hard ^{hat} way!

Gulf Stater Emory Shead, of the Transmission and Distribution Department in Navasota, is our Company's newest member of the Turtle Club, composed of men who have been protected from death or serious injury by hard hats. Mr. Shead escaped injury when a Stillson wrench fell from a pole, cracking his hat (see picture) but not his head.

Turtle Clubber Shead is one of 400 hard-hatted men who from personal experience fully appreciate the wearing of protective hats in utility work. No doubt those fortunate 400 would have given a standing ovation to our Director of Safety and Training, C. P. "Jack" Shirey, who was presented the Southwest Electric Safety Exchange's Certificate of Award for his pioneering efforts on behalf of the honorable hard hat during the Exchange's recent meeting in Beaumont.



Southwest Electric Safety Exchange

Certificate of Award

Whereas: the prevention of physical injury and the safeguarding of human life provides the basis of the Safety Engineer's profession and WHEREAS our Colleague has attained meritorious achievement therein this Certificate is awarded to:

C. P. "Jack" Shirey

as the pioneer in the Utility industry of a head protection (hard hat) program for employees. First advocated by him over a decade ago, he has evolved a program for his Management and for the Industry.

Whereas: Since 1949, when his Management required its personnel to wear head protection, their employees have suffered no serious injury from falling objects or from electrical contact.

Whereas: the Turtle Club, composed of men who have been protected from death or disabling injury by the wearing of hard hats for head protection, has over 400 members from electric utility companies who owe their lives or physical well being to his foresight, perseverance and efforts.

Done this 28th day of February Nineteen Hundred Fifty-Seven