

Plain Talks

GULF STATES UTILITIES CO
AUGUST, 1958



Right of Way
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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 and editor; Jack Stengler, associate editor; Alton Young, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

New "Commercial" For State Lawmakers . . .

*"If you wonder where your Tax Dollars went,
Just ask our Federal Government . . ."*

Anybody who reads the papers knows that Uncle Sam is not the only one who's hard up for tax revenue to finance the constantly growing demand for government services, schools, roads, etc.

Take the states of Texas and Louisiana. Both legislatures have been in session recently and such words and phrases as "deficit," "new tax sources," and "where will the money come from?" made the headlines regularly.

Wouldn't the \$106,300,000 which residents of these two states have contributed to TVA since its origin come in mighty handy now?

The chart below shows what residents of each state have paid out through June 30, 1956, so that the world's largest electric system can provide "cheap" electricity to residents of the Tennessee Valley.

New Jersey	67.8
New Mexico	5.9
New York	294.1
North Carolina	29.7
North Dakota	5.3
Ohio	120.0
Oklahoma	21.0
Oregon	19.6
Pennsylvania	147.3
Rhode Island	10.7
South Carolina	13.6
South Dakota	5.7
Tennessee	24.7
Texas	84.0
Utah	6.7
Vermont	3.4
Virginia	29.3
Washington	31.8
West Virginia	15.6
Wisconsin	40.8
Wyoming	3.4
District of Columbia and U. S. Possessions	29.9
Total as of June 30, 1956	\$1,977.5

Tax Dollars Contributed to TVA By Residents of Each State (In Millions of Dollars)

Alabama	\$ 20.4
Arizona	7.7
Arkansas	11.3
California	172.8
Colorado	18.6
Connecticut	35.0
Delaware	9.1
Florida	27.9
Georgia	26.9
Idaho	5.7
Illinois	150.9
Indiana	46.5
Iowa	27.5
Kansas	21.2
Kentucky	21.6
Louisiana	22.3
Maine	8.1
Maryland	36.8
Massachusetts	66.2
Michigan	102.0
Minnesota	34.8
Mississippi	11.1
Missouri	52.0
Montana	6.5
Nebraska	16.0
Nevada	2.8
New Hampshire	5.5

Holiday Season Should Be Fun — Drive Carefully

It's getting so folks who drive look with fear and trembling toward the next long, holiday weekend. The National Safety Council predicts a grim death toll on the highways. Motorists are urged to "slow down and live." Some radio stations even play Christmas carols for those who won't be around to hear them at Yuletide.

Worst thing is, the tragic prediction is usually right, or low.

Now comes Labor Day, the last-gasp weekend for summer vacationers. Many school children are all set for classes right after this holiday. We add our voice to those of our good friends in Safety and Advertising who do such outstanding public service jobs to keep people alive.

Please. Slow down. Live and let live. Let's have no empty seats at the little red schoolhouse next month.

—JST

DIRECTORS

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

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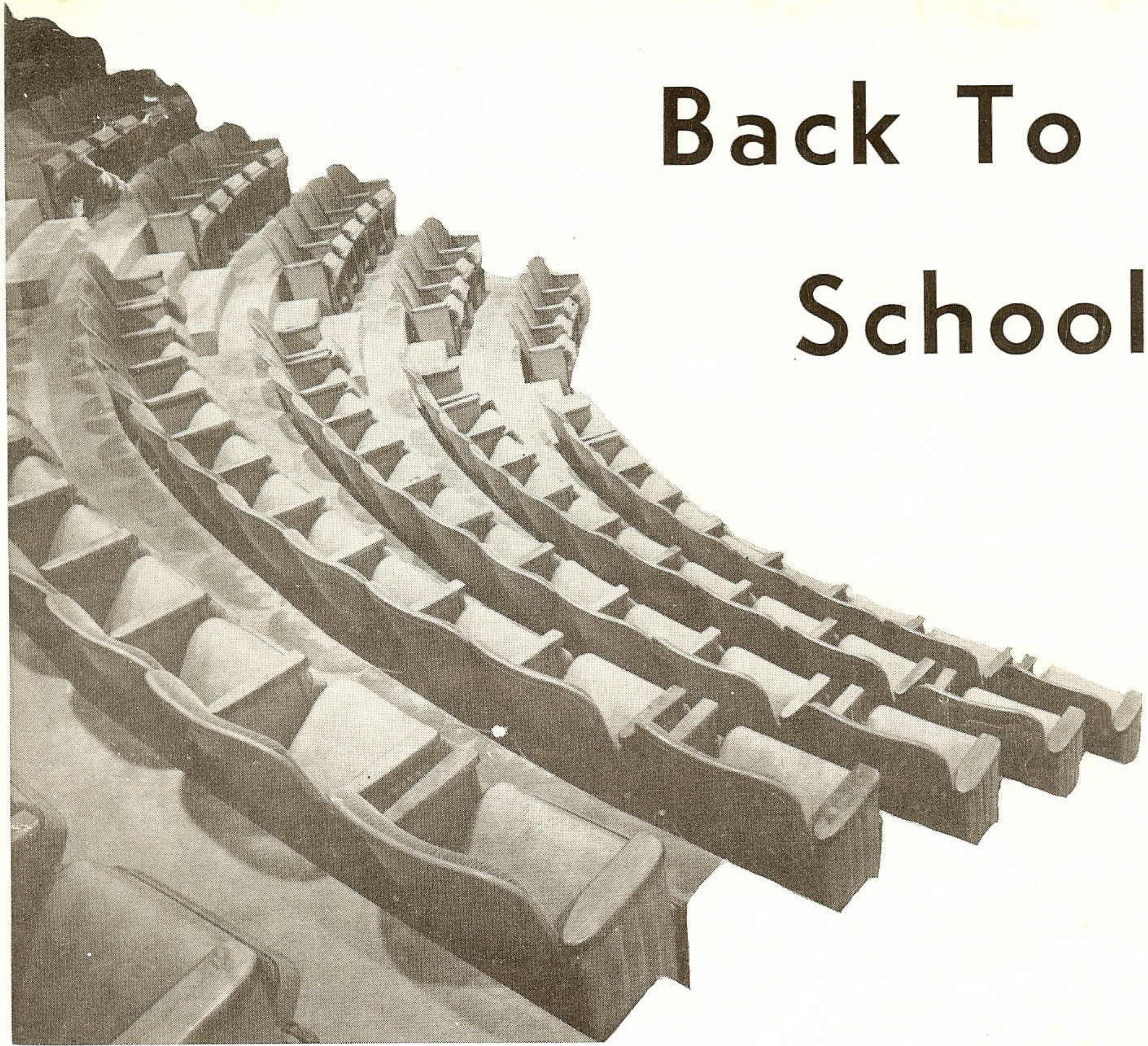
G. E. RICHARD
Treasurer

OUR COVER



When school bells ring out for the first time in the next few days, another warning "bell" should clang loud and clear in the minds of all vehicle operators.

The beginning of school means that children will be crowding the sidewalks and intersections going to and from school. Please, Mr. Motorist, use extra caution driving through residential and school areas. Children thinking about that test tomorrow, the big game or how great it is to be young and alive are not as alert as they could be. Baton Rouge Meter Serviceman Henry Toups shows that safety and courtesy go together where children like Kay and Bill Latimer are concerned. Kay and Bill, children of Mr. and Mrs. Doug Latimer of Baton Rouge, are our model students. Mr. Latimer is in our Industrial Sales Department.



Back To School

SEATS OF LEARNING ARE GETTING CROWDED

PEOPLE throughout the nation are concerned with how and where we will teach the growing number of student now entering our nation's schools. Educators, legislators and laymen have joined to study the problem and offer remedies.

A serious shortage of teachers and facilities followed World War II. During the depression, our birth rate was low and school construction was small because there was little need and less money to buy materials. When World War II started, our birth rate jumped, but still no educational facilities could be built because of materials frozen for war use. School boards set aside money to expand their plants after the

war to meet the big jump in enrollment that would come when the "War Babies" entered school.

Instead of falling off as predicted, after the war, the number of babies born, like the national debt, kept rising each year. The yearly birth average from 1939 looks like this:

1930-1939.....	2.4 million
1940-1949.....	3.1 million
1950-1954.....	3.8 million
1955-1957.....	4.0 million

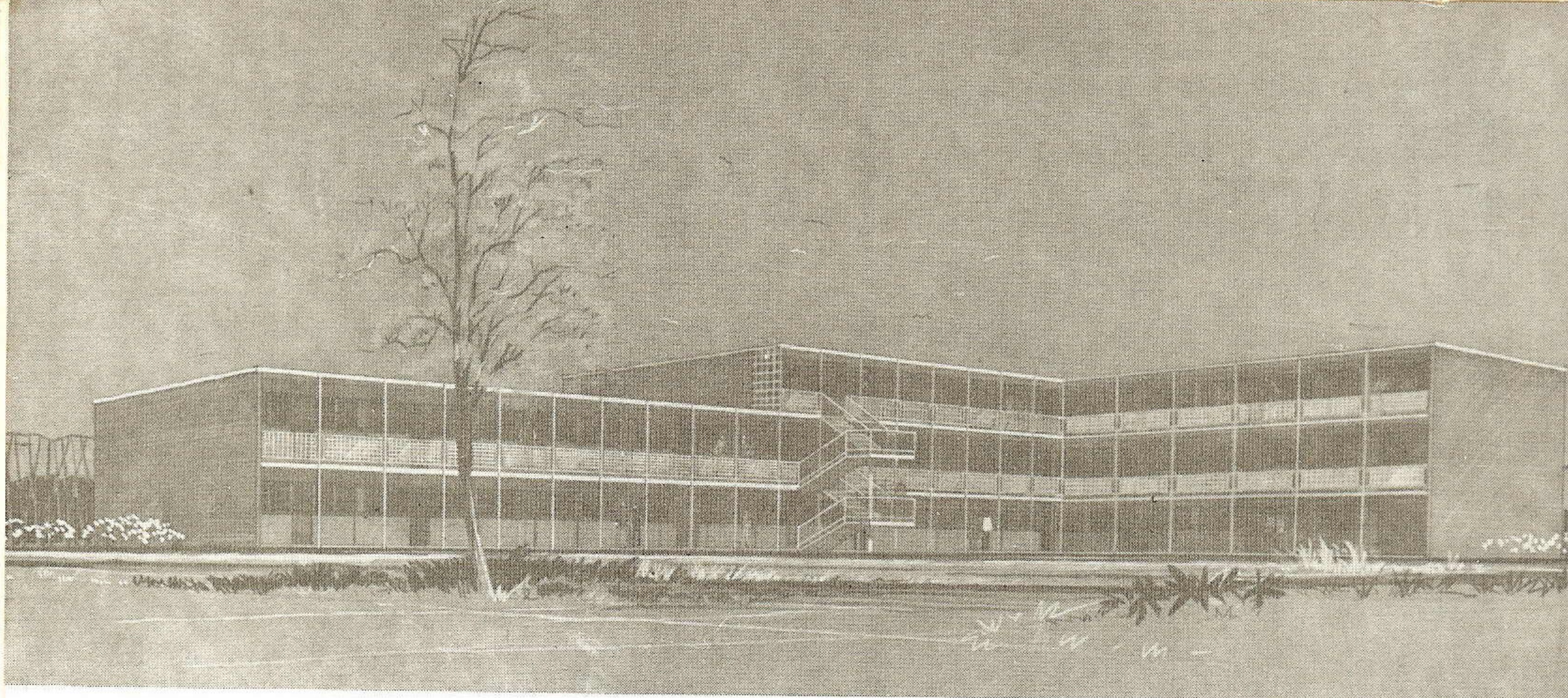
The industrial activity in our area since World War II has not been the

only "boom" which has stepped up the demand for our service. Much activity has been evident in the building of new educational plants. Grammar, junior high and high schools have either added to existing buildings or built completely new facilities.

Colleges in our service area have been expanding rapidly, building new housing and classrooms, plus adding to their faculties and offering additional courses of study.

McNeese State College

In Lake Charles, for instance, McNeese State College enrollment reached a record high of 2,024 for the regular 1957-58 session and expects even more



Men's Dormitory at Sam Houston State College — Huntsville, Texas

students this fall.

The college has experienced a steady growth since opening as Lake Charles Junior College in 1939 with 154 students and three buildings on campus. In 1940, the school changed its name to John McNeese Junior College and in 1951 it changed its status to a four-year college.

The curricula includes accounting and economics, animal science, biological sciences, business administration, and secretarial science, education fine arts, languages, mathematics, nursing, physical sciences, plant science and social studies.

Recently a new auditorium and a science building were opened. Also located near the campus is a college-managed ten-acre farm.

Lamar State College of Technology

Located in Beaumont, Lamar has an enrollment of 5,600 last year and expects about 5,900 this fall.

Contracts have been let on \$770,000 in new buildings, among which are a new married students apartment house, a wing on a new men's dorm and doubling the size of the dining hall.

Plans are drawn and contracts were let August 2 for an advance chemistry building, a music building and a school of vocations building to be located on eight and one-half acres of land north of the campus.

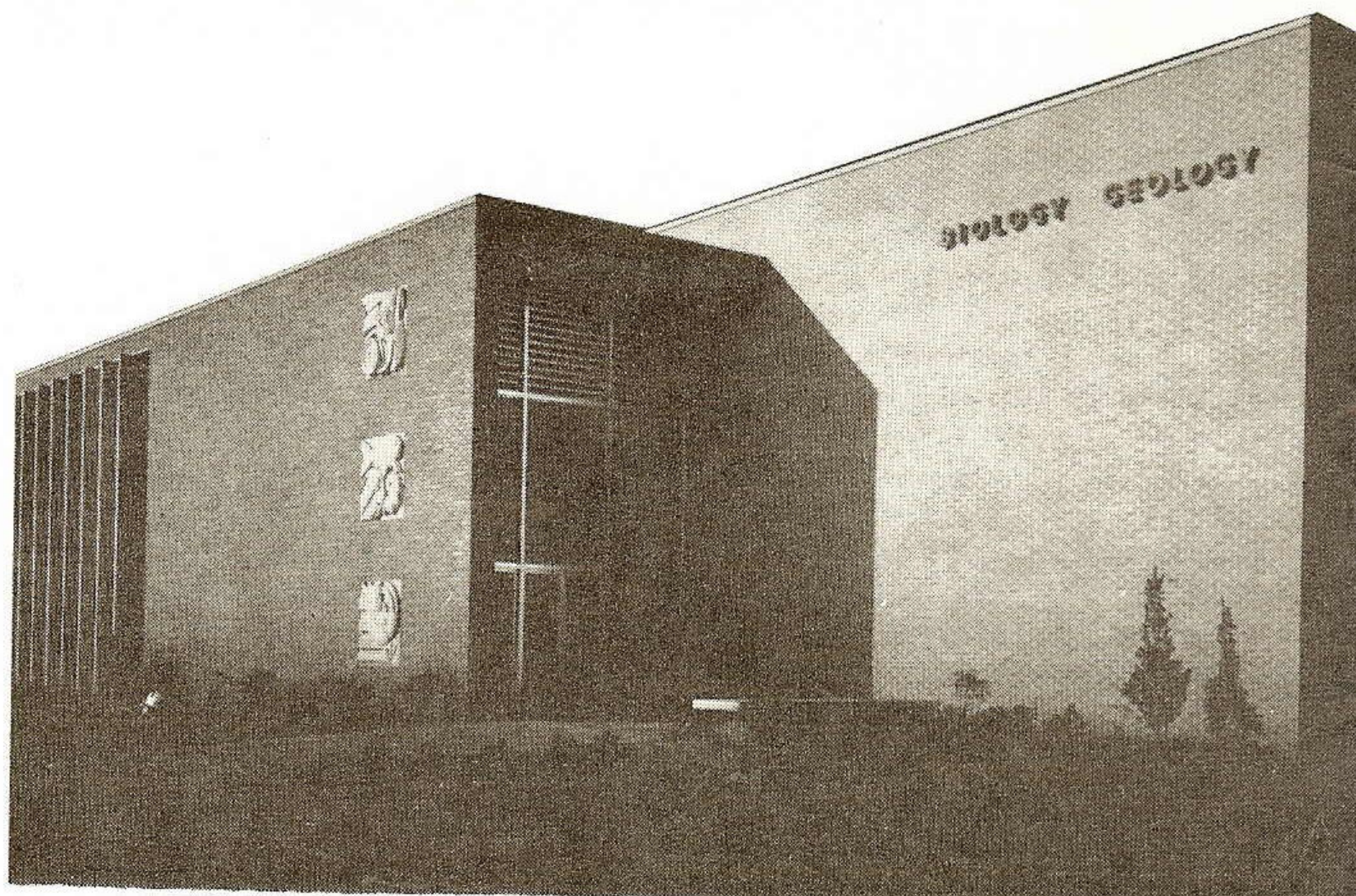
Last fall the school opened its \$1 million gymnasium, 32 bed health center and Morris Hall men's dormitory.

A 50-meter Olympic swimming pool went into operation this summer.

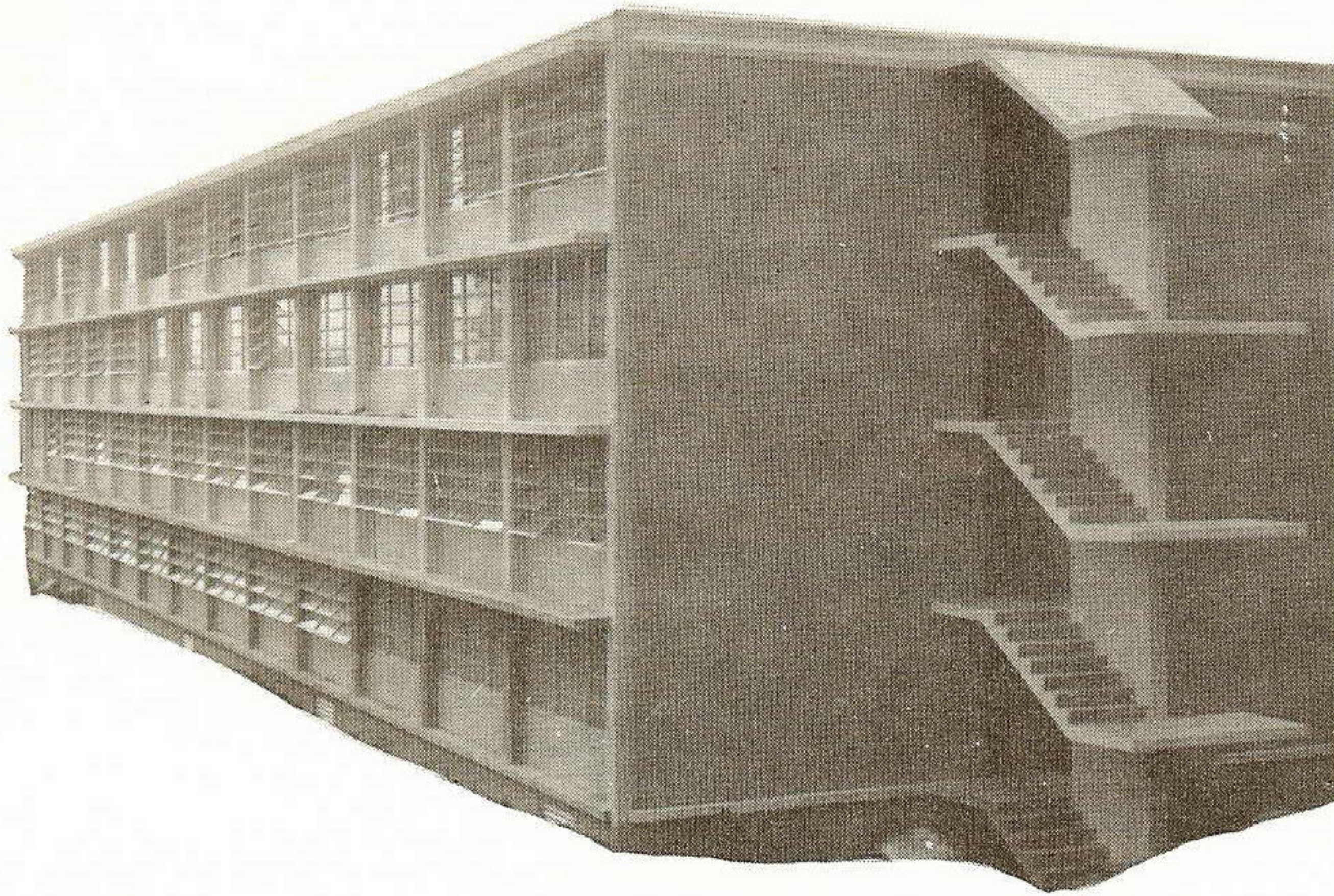
A degree in physics was added to the curricula, to bring to 41 the areas in which students may study for degrees. This fall Lamar is also offering an expanded program of evening classes. Here students can work toward a degree or follow a special interests program.

Sam Houston State College

Ready for September at Huntsville's Sam Houston will be six new dormitories - three men's and three for women - costing \$1,188,000. They will provide housing for 512 students in year-



Biology and Geology Building at Lamar State College — Beaumont, Texas



Men's Dormitory at Louisiana State University — Baton Rouge, Louisiana

staff, plans are rapidly being completed for new classroom and laboratory facilities costing approximately \$2,242,644.

Louisiana State University

An estimated 10,000 students are expected for the fall semester at Louisiana State University in Baton Rouge, with between 1,600 and 1,800 more anticipated in the New Orleans Medical School branch.

Now under construction are four married students' apartment buildings, to house 100 couples and a men's dorm for 352 students. The men's dorm is designed so a T-wing can be added to alleviate future expansion in the student body.

A new library will open this fall on campus. The books and facilities of the old library were moved to the new location this summer.

Completed last year were an agriculture administration building and a dairy building. LSU is the largest university served by our company.

Southern University

Southern University, in Baton Rouge, is the largest Negro university in the South. It is a co-educational agricultural and mechanical college with an enrollment of approximately 4,000 students.

Last year it put into service a new football stadium, an agricultural exhibit building, a school for the deaf and a gym and armory building.

'round air-conditioned comfort.

Also under construction on campus is the \$92,000 Wesley Foundation building. It will include a chapel, classrooms, recreation room and offices.

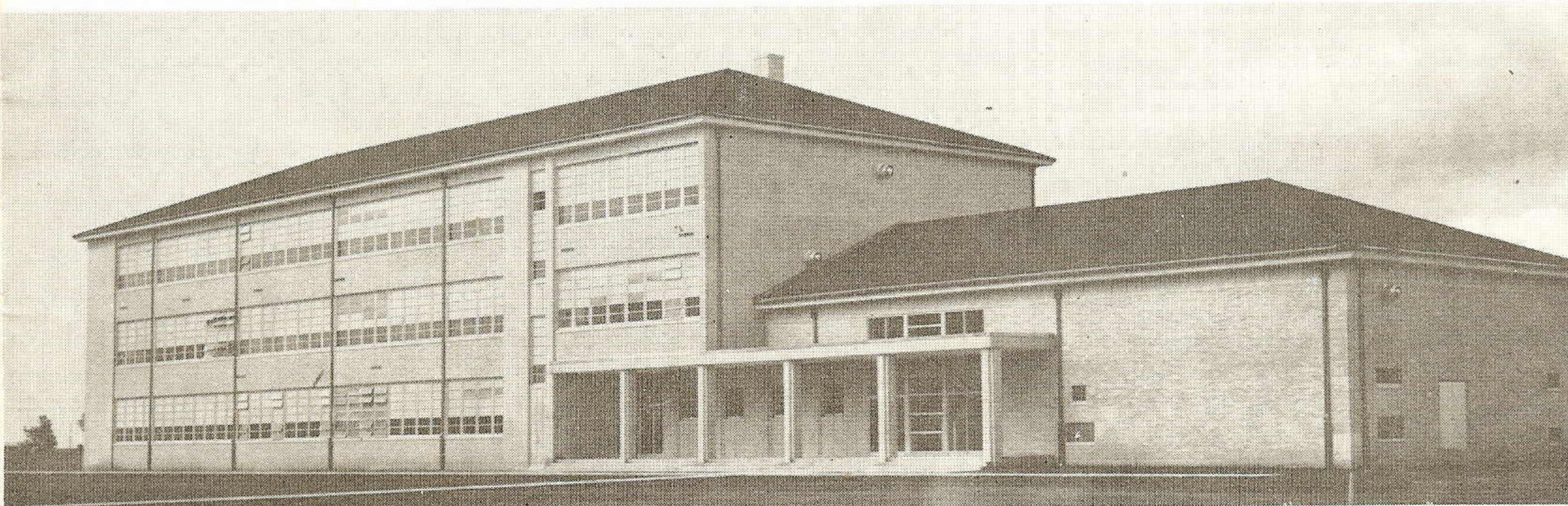
Arrangements are being made to accommodate an all-time record enrollment this fall - expected to be 20 per cent over last year's 3,116 - and the new dorms are either filled or nearly so even before completion.

This increase is in keeping with the growth shown during the current summer sessions when 14.4 per cent more

registered for the first term and 31 per cent more during the second as compared to the same times last year.

"This growth is due to increase in the number of students graduating from high school and the increase in population of the Gulf Coast area, where a substantial number of Sam Houston students are from," said Harmon Lowman, president of the college.

Fourteen new faculty members have been added for the 1958-59 year to meet the demands for more class sections. In addition to this increase in



Science Building at McNeese State College — Lake Charles, Louisiana

Last month President Roy Nelson and Vice-Presidents W. H. Gieseke and L. V. Smith met with a group of Security Analysts in San Francisco to discuss the growth and potential growth of our area and how it has and will affect our Company. At the right is what John C. Piper, financial editor of the SAN FRANCISCO NEWS, had to say about our future in this area.

Beaumont Rotarians

Hear Atomic Story

"Man's dream of unlimited power available to serve his needs can be realized if the long-range goal of the Teaxs Atomic Energy Research Foundation is reached successfully."

So said Col. H. R. Hallock, executive vice president of the Foundation, before the August 6 meeting of the Rotary Club of Beaumont.

Colonel Hallock discussed, in general, the nuclear research program to date of the investor-owned electric utilities of America and, in particular, the fusion research program being conducted by the 11 Texas electric utilities (including our Company) in cooperation with the General Atomic Division of General Dynamics Corporation. With colored slides he illustrated his report on the construction progress at the John Jay Hopkins Laboratory for Pure and Applied Science being erected by the Foundation and General Atomic near San Diego.

The ultimate goal of the research program is discovery of an economic method of producing electric power using the tremendous heat resulting from the fusion of deuterium atoms (an isotope of hydrogen) as the fuel source. This would mean an almost unlimited supply of fuel since one square mile of sea water contains enough deuterium to produce sufficient electric power to serve the electrical needs of mankind for thousands of years.

Colonel Hallock's appearance on the Rotary Club program was arranged by George R. Fulton, executive vice president and the club's program chairman. Colonel Hallock was introduced by President Nelson. Our Company is also a member of the Southwest Atomic Energy Associates, which is stressing research in nuclear fission.

It's Up and Up

Talk About Growth in a Utility, Here You Have It

BY JOHN S. PIPER

Talk about growth in a public utility company! Sure, Pacific Gas & Electric and Southern California Edison are growing. But they can't come up to Gulf States Utilities Co., which has had a phenomenal gain in the last five years and which will double in the next five.



PIPER

Roy S. Nelson, president of this firm which operates in the gulf part of Texas and Louisiana, came to San Francisco today to tell the Security Analysts all about it. Two vice presidents were with him: W. H. Gieseke and L. V. Smith. George Hopiak, of the Wells Fargo Bank, was chairman of the day at a St. Francis Hotel luncheon of the Analysts.

FIVE AND a half years ago Gulf States appeared before the local Analysts. Since then, the following increases have occurred:

- Plant investment has increased \$200 million, or 56 pct.

- Peak load has gone up from 476,000 to 777,000 kilowatt or 63 pct.

- Operating revenues went from \$37 million to \$62 million, up 66 pct.

- Earnings on the common stock jumped from \$1.45 a share in 1952 to \$2.26 in 1957, a rise of 56 pct.

- Common dividends increased from 94c in 1952 to \$1.60 last year.

IN THE prepared text of his talk to the Analysts, President Nelson said with a touch of humor that "there has been some slight effect in our territory due to the current business recession, but not of a noticeable nature." "For instance," he added, "kilowatt sales for the five months ended May 31 are 15 pct. above the corresponding months of 1957."

And at a Stock Exchange press conference prior to the Analysts meeting, he said that



THREE OFFICIALS of Gulf States Utilities Co., here for a meeting with the Security Analysts, seated: Roy S. Nelson, president; standing, left to right: L. V. Smith and W. H. Gieseke.

"we in Gulf States wouldn't know there's a recession if we didn't read about it."

THE REASON for this utility's rapid growth has been a big industrial invasion of the area served. Two and a half years ago, large chemical companies descended on the company, said Nelson, with demands for big blocks of power at a rate that had never before happened in the firm's history.

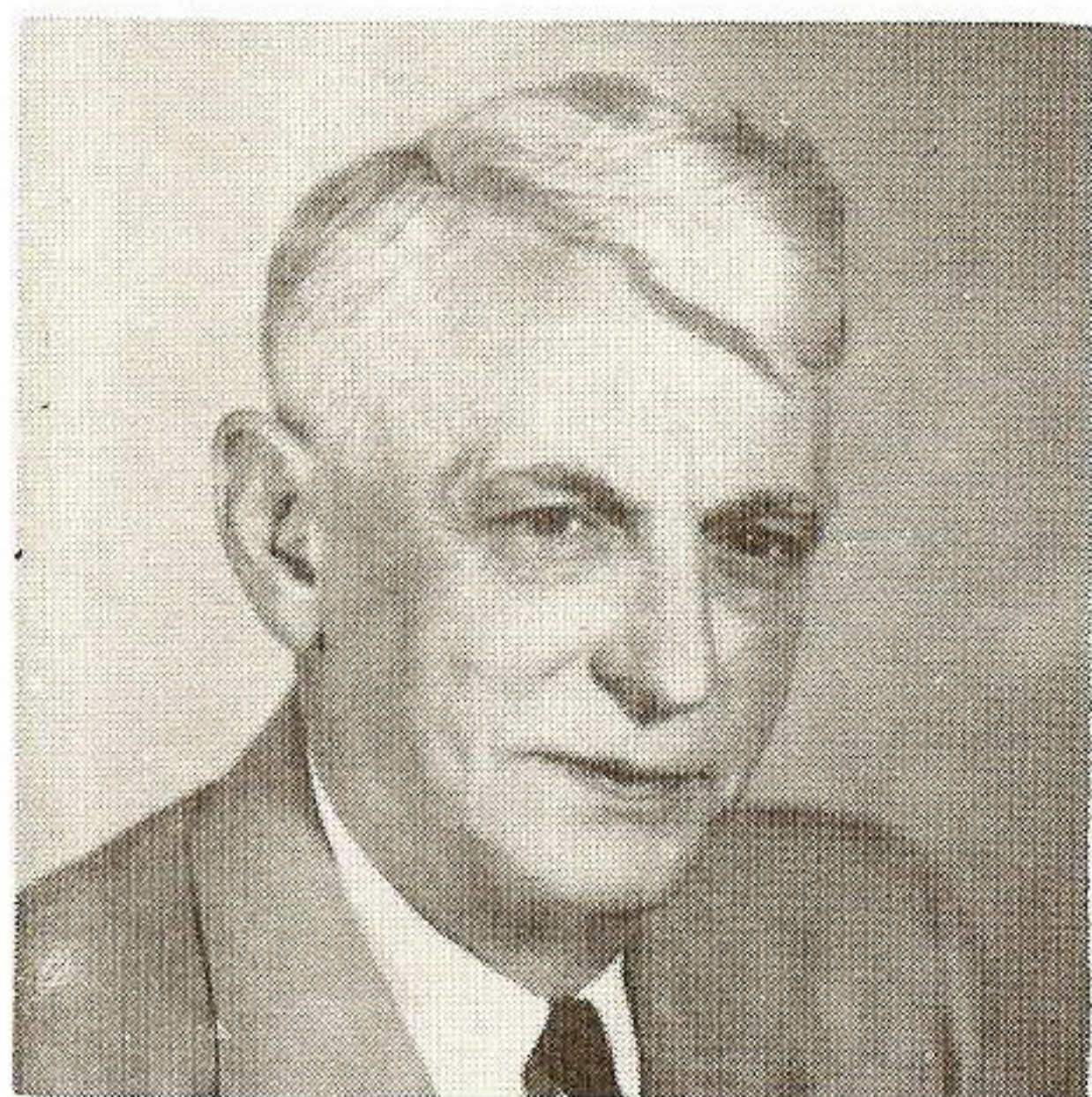
One after another, he continued, the best names in industry—Du Pont, Mathieson, Firestone, Dow, Wyandotte, W. R. Grace, U. S. Rubber, Spencer

Chemical, Jefferson Chemical, Neches Butane and Crown Zellerbach—came in to discuss new plants.

AND AS to the future, he declared: "Our present expectation is that we will double our present generating capacity in the five year period ending with 1963."

This will cost \$190 million, of which \$130 million will be new money, Nelson said. In May the company sold \$20 million of mortgage bonds and \$10 million of common stock. No new financing is contemplated until early 1959.

L. V. Smith To Retire After 45 Years Service With Company



Mr. Smith

L. V. Smith, vice president and assistant secretary and assistant treasurer, will retire September 1, concluding 45 years of service in the electric utility industry.

A native of Maxon, Kentucky, Mr. Smith first came to Baton Rouge 30 years ago as assistant treasurer for the Baton Rouge Electric Company. Except for a short period during 1933-34 when he was employed by the Western Public Service Company at Scotts Bluff, Nebraska, he has been a Baton Rouge resident, connected with Louisiana Steam Products Company, Baton Rouge Electric Company, and Gulf States since 1928.

He entered public utility operations in 1913 with the Paducah Electric Company in Kentucky, and after Army service in 1918 returned to Paducah, then to the Boston offices of Stone and Webster in 1920.

He was named assistant treasurer at Keokuk Electric Company in 1920 and treasurer at Houston Electric and Traction Company in 1926. Coming to Louisiana the following year, Mr. Smith joined Gulf States as assistant treasurer in Lake Charles, transferring to Baton Rouge in the same capacity with Baton Rouge Electric Company in 1927. In 1938 he was named assistant treasurer of Gulf States when the Company was consolidated with Baton Rouge Electric Company, and in 1955 moved up to a vice-presidency, retaining his status of assistant treasurer and assistant secretary.

Leo L. Hirsch Dies; Served Company 47 Years

Funeral services were held July 16 for Leo L. Hirsch, who died July 15 at his home in Port Arthur, after nearly half a century of service to the public.

Mr. Hirsch, a native of Sealy, Texas, had worked with Gulf States and predecessor companies for 47 years. He had lived in the Port Arthur area since 1925, at which time he joined Gulf States as chief engineer in Port Arthur. He had previously been associated with the industry through Houston Electric Company, Baton Rouge Electric Company, Pensacola Electric Company, and Jacksonville Traction Company.

He was station superintendent at Neches Station from 1927 to 1938, and station superintendent in Port Arthur from 1938 until 1955, at which time he became salvage supervisor in Beaumont, the position he held until his death.



Mr. Hirsch

Mr. Hirsch is survived by his wife, Bertha R. Hirsch of Port Arthur; two sons, Capt. Charles O. Hirsch of Kelly Air Force Base, Tex., and James Hirsch of Bryan, Tex.; a granddaughter, Mary Kay; a sister, Mrs. J. W. Ripple, of Sealy, Tex.; and a niece, Mrs. Elsie Ripple of Sealy.

Services were handled by Grammier-Oberle Funeral Home in Beaumont and burial took place in Sealy cemetery.

Board of Directors Set Stock Dividend In August Meeting

In its meeting this month in Baton Rouge, our Board of Directors declared the usual quarterly dividends on Preferred Stocks and a 45¢ dividend per share on Common Stock of the Company.

They also authorized the Company to proceed with a proposed \$17 million bond issue, the proceeds of which will be applied to the redemption of a like amount of outstanding 4 7/8 per cent Series Bonds. This transaction is subject to approval by the Federal Power Commission and receipt of a satisfactory bid for the new bonds, which are to be sold on a competitive basis.

All officers of the Company were reelected for the coming year.

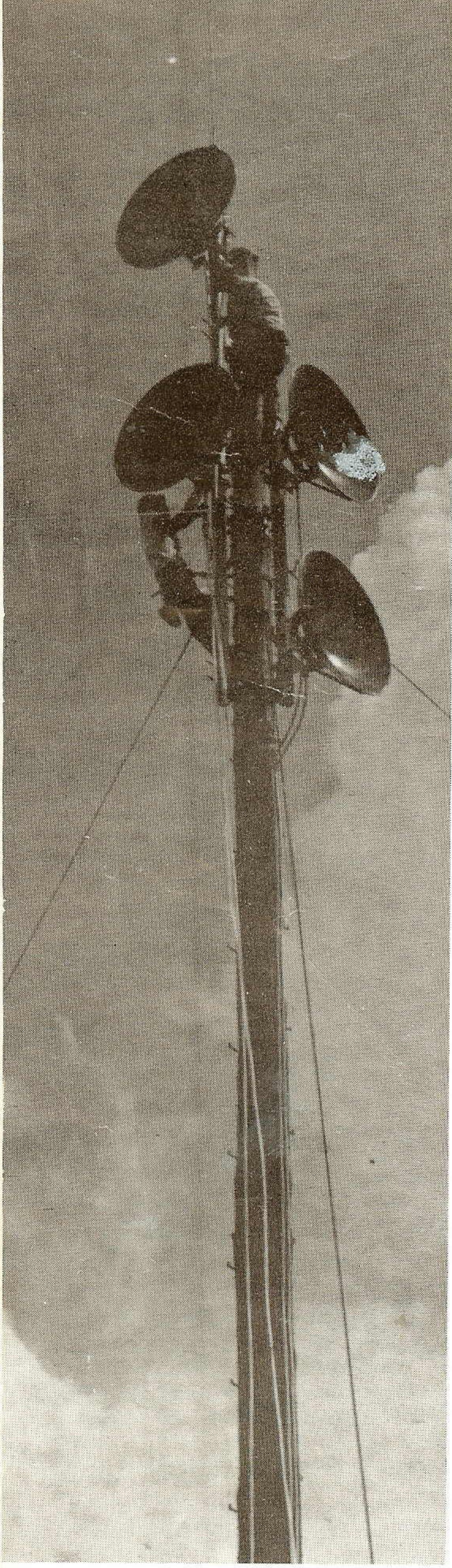
David Shelton Rites Are Held In Port Arthur

Funeral services for David Shelton were held in Port Arthur by the Grammier-Oberle Funeral Home July 22, with burial in the Greenlawn Memorial Park Cemetery.

Mr. Shelton had been with the Company for 37 years. He died July 21 at the home of a daughter, Mrs. E. V. Sourdellia, in Port Arthur. Mr. Shelton was a native of Rayne, Louisiana.

Surviving are two daughters, Mrs. Sourdellia and Mrs. Ray Woodson of Port Arthur; a stepson, D. J. Sargent of Lake Charles; two half brothers, Joe and Wilfred Meche of Crowley, Louisiana; three half sisters, Mrs. Arthur Kibedeaux of Amelia, Texas, Mrs. Noah Cessac and Mrs. Mary Bertrand, both of Crowley, and three grandchildren.

There are 34 gas and oil pipeline companies operating in Louisiana with 10,136 miles of trunk lines and 3,208 miles of gathering lines.



Lightning touches the slender cable and the surrounding area is flooded with day-like brilliance. The strand sags and drops to the ground.

This is one instance in which a fault may occur on one of our 138,000 volt transmission lines that could do damage to much expensive equipment. Currents created in situations of this type sometimes reach 10,000 amps.

To protect this equipment from major damage our Company is installing a new microwave protective relaying system throughout the area we serve. Within one-tenth of a second after the fault has occurred, this system has the

fault isolated and the circuit is open between it and any substation it may affect. And most customers in the area don't notice even a flicker in their service.

First Microwave Units In

Utilizing wooden poles on which antenna are mounted, the first microwave system transmits information between Helbig, Amelia and Neches Substations in the Beaumont division. (See diagram.) It uses the principle of transmitting information between points of operation by radio waves of 960 megacycles. (A megacycle is one-

M I C R O W A V E

New Relaying System Helps Safeguard Beaumont Division

Installing the microwave relaying system's antennas atop a 100 foot pole at Helbig Substation are Beaumont Linemen Homer Sharver and Don Tingen.



William Tucker, Baton Rouge Relay Department, and William Hack, Beaumont Relay Department, test the microwave transmitting and receiving equipment at Amelia Bulk.

comply relaying action while others are switching to the rotating machinery power supply.

Microwave Saves Money

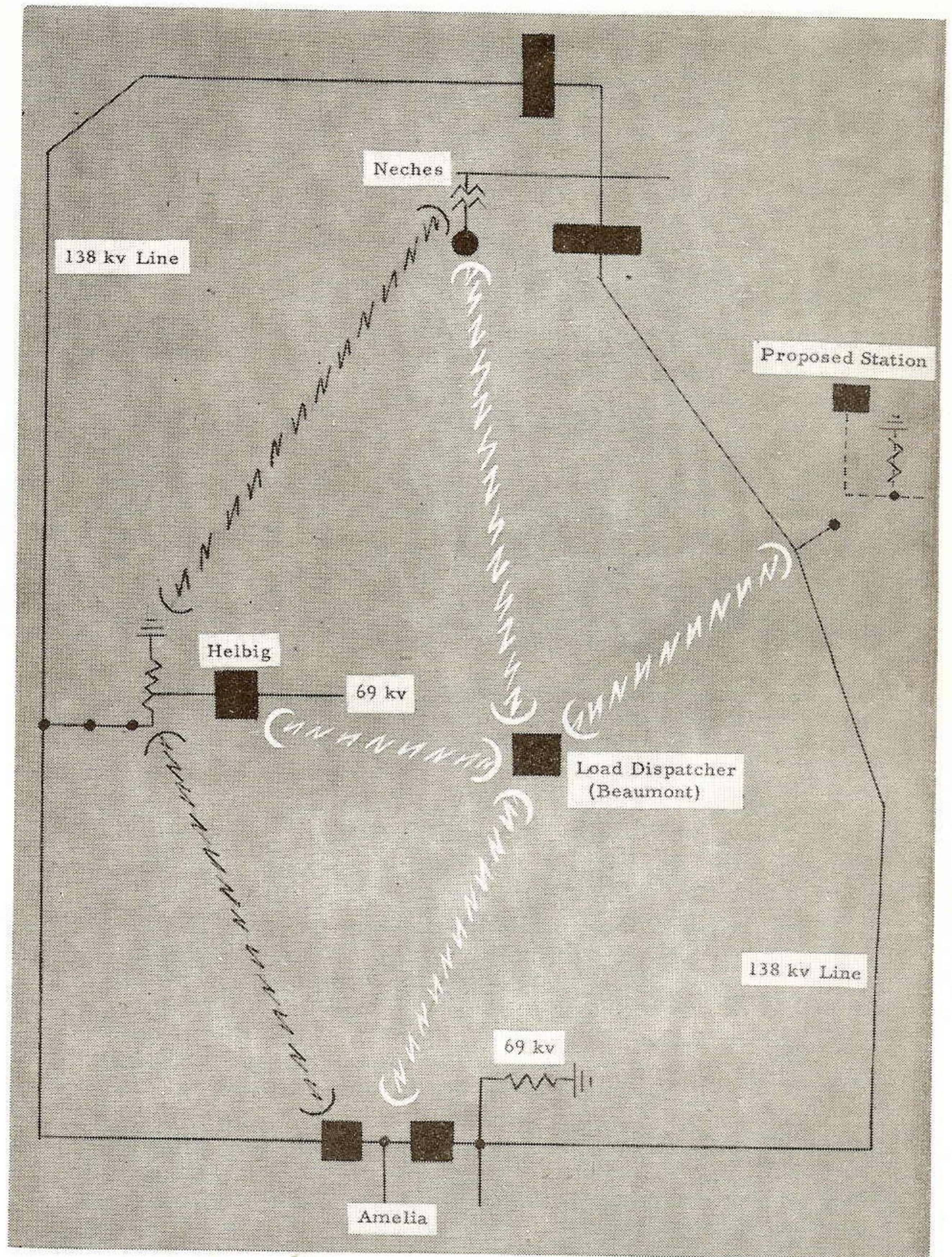
Microwave relaying is more economical from the Company's viewpoint because there is no need for expensive special equipment necessary for tying in the signal to our power lines, as used in the past.

A central control point will be located at the Beaumont Service Center

where the load dispatcher can check and monitor the system anytime necessary. If a failure occurs in the microwave equipment, he is automatically warned.

The equipment may also be operated on a two terminal circuit and if necessary changed very easily to three terminal operation. When the third line is added, no parts become obsolete.

This system is one more step by our Company to keep adding to its record of its "Dependable Public Service".



Above is the layout of the new microwave relaying system between Neches, Helbig and Amelia stations. The white lines are the central control communications path.

million cycles per second.)

One problem that was solved by our Company and the Radio Corporation of America in developing this pioneer system - this is the only one like it in the United States - was supplying it with an independent power source. J. O. Robichau and F. S. Roby, engineers of the Relay Engineering Department, Beaumont, worked with RCA and designed a battery supply that would fill the bill. Systems are being tested by other companies using rotating machinery for auxiliary power. The new method eliminates troubles occurring in this type power supply and can ac-

THE RIGHT-OF-WAY MAN



by Don Hinkle

Number One of a series of articles about the people who *are* the Gulf States Utilities Company.

This month "Plain Talks" discusses the Right of Way Department, its problems and how its employees cooperate to get this important job done. Our thanks to employees of the department and to Ben Fannette, supervisor of the department, who patiently dug up the facts and supplied the answers for this article. Thanks also to Harold Berly, R/W Agent, who posed for innumerable photographs in order to provide the illustrations. Art work by Charlotte LeVois of the Advertising Department.

LOOK, I don't care where you put your poles or whose crop you tear up but it's not going to be on my land. Find yourself another patsy."

Words similar in meaning and emotion to those are familiar to the men of our company's Right of Way Department, who have the difficult task of obtaining easements and property for our power stations, substations, and transmission and distribution lines.

When Gulf States and the country were much younger it was no problem to find land on which to set up poles and string wires. Landowners generally were sympathetic with the purposes of a utility company - they felt as if it were their public duty to provide pathways for the electric power that could bring so much good to themselves and their neighbors.

But in recent years, three major factors have made it more difficult to obtain right-of-way:

(1) Land values have skyrocketed, mainly because more and better land uses have developed (subdivisions, increasing trends toward suburbanization, industries competing for plant sites, etc.).

(2) The Federal Highways Program has caused a great deal of land speculation, and bidding often prices the land far above its actual value.

(3) Along with these outside forces, a belief has gradually grown that a utility company can afford and should pay as much for land as large, non-regulated industries.

Together, these three factors have caused landowners to realize that even agriculturally worthless land can prove to be a "gold mine" if they only wait for the right price. Optimistically they tend to look to the future where their land will resell for a far higher margin of profit than they might realize on it today.

And how does this affect our Company in the midst of a long-range expansion program of all our major facilities?

Headaches On Right of Way

"It's difficult - and becoming more so - to get the land easements we need to serve our growing area" comments Ben Fannette, supervisor of the Right of Way Department.

Not so long ago, Mr. Fannette had estimated that 20% of the needed right

of way easements were obtained from landowners on the first contact. Since then, he says, this percentage has narrowed to a small 10%, and is still shrinking. The other owners either want to obtain the highest possible return from their land and do not wish to accept the estimates of independent appraisers, or they are in no way sympathetic to the needs of our Company and use different means to thwart the acquisition of right of way. Such was the case with one man who owned partial rights to a piece of land which our company needed to acquire. Even in the most generous appraisal, his share of the land amounted only to \$25 - he demanded \$10,000.

There is also a problem in multiple ownership of land. In certain cases, our Right of Way Department has had to deal with as many as 80 individuals or their lawyers in order to obtain a 50-foot easement in one tract for transmission lines.

Naturally, right of way men do not attempt to purchase easement rights to land until the best route for lines has been carefully drawn and surveyed. This is the reason they must buy certain routes - they cannot change the path of a transmission line to please individual landowners.

Right of Eminent Domain

Despite these handicaps, our Company has one right which makes it possible to obtain the land it needs: the right of Eminent Domain. This is described by law as "the power to obtain

land needed by the government or a public utility only under due process of law and, provided that adequate compensation is paid to the landowner." As defined by the courts which have jurisdiction over eminent domain proceedings, "adequate compensation" usually consists of the average appraised market price of the land, plus an intangible sum for "damages."

In theory, the courts say, by placing a power line on an easement which is part of a larger section of land, the company lowers the selling price of the whole section. Perhaps this could be true in certain cases. However, that is the exception rather than the rule. According to our own right of way men who have made a study of the resale prices of lands on which we have constructed lines. In not one case studied has the land suffered any depreciation in value due to the presence of our lines. Nevertheless the courts continue to award "damages" to the landowner.

But the right of Eminent Domain also poses a question to the right of way man. Should he use it or not?

On his first contact with a landowner, the right of way man must inform him that the use of his land, whether he wishes it so or not, is for sale to the utility company. He has a problem of public relations on his hands. Otherwise he could immediately tell the landowner that if he does not wish to sell the land that the company will instigate Eminent Domain proceedings. But he wishes all

The R/W Agent "sells" one landowner and gets his help to persuade the others in cases where multiple ownership of land presents a problem.





A case of Eminent Domain goes to court. Proceedings are usually peaceful, held without jury.

dealings to be as friendly as possible under the circumstances and so usually avoids any reference to the possibility of such proceedings. For it is on the basis of his attitude and behavior that the landowner judges our company; in fact, Gulf States' representatives go out of their way to avoid resorting to court procedure except as a last resort. Sometimes the landowner may be a member of the 10% who are sympathetic with our purposes. Such owners are the right of way man's joy. Of course this natural reluctance to go to court can serve the purposes of the landowner, too. He knows that he can demand a higher price for his land and may very well get it.

Often the owners will hire their own appraisers with the idea of setting the value of the land at a much higher price. Such appraisals involve an abundant use of the "if" clause: "If this land were divided into lots for homes," "If an industry should locate here...", and so on and so forth. More headaches for the right of way man.

Right of way men recall several cases where the company was forced to pay an easement price worth twice the actual market value of the land, only to have the original owner resell the property for its original worth. Such people generally regard the company as playing the role of a "corporate sucker." Actually, this only makes it more difficult for our Com-

pany to provide inexpensive service, so such landowners only hurt themselves and their neighbors.

Land Bought Ahead of Need

There is little that our company can do about this growing problem, except to make an attempt to buy land ahead of our needs. Company engineers have forecast load growths through the next five and ten years and so can tell the right of way men where they will probably need lines by that time. With this knowledge, they can make more leisurely transactions and so can usually secure the land for a fair price.

Even this apparent solution has its drawbacks. Sometimes - but not too often - land that is bought for an intended purpose can not be used because of population shifts. In such cases, the land will be unprofitable to

the Company, which will have to sell it, even at a lower price than was paid for it.

On the other hand, it is possible for a suburb to mushroom out of a former wilderness and the land which was purchased ten years before for the intended construction of a substation may be so restricted by zoning laws that it cannot be used for that purpose.

The answer is that there is no perfect solution to this problem. In the near future, the Right of Way Department plans to institute a training program to enlist and train more right of way buyers to help meet the increasingly ticklish and difficult problems that will confront them when they go out to obtain the land on which to locate our company's lines.



ROY S. NELSON STATION –

Power Plant in the Pines

Gulf Staters can see from the pictures on this page how the new Roy S. Nelson Station near Westlake, Louisiana, will look when completed.

Although construction work was at a temporary standstill when this was written, due to construction labor problems, the “shells” of the numbers One and Two units are substantially as they will be when commercial operations begin.

Number One and Number Two turbo-generator units will be capable of generating 111,000 kilowatts each and when the Number One unit goes on the line our Company's total generating capability will exceed 1,000,000 kilowatts.

First Safety Meeting Held

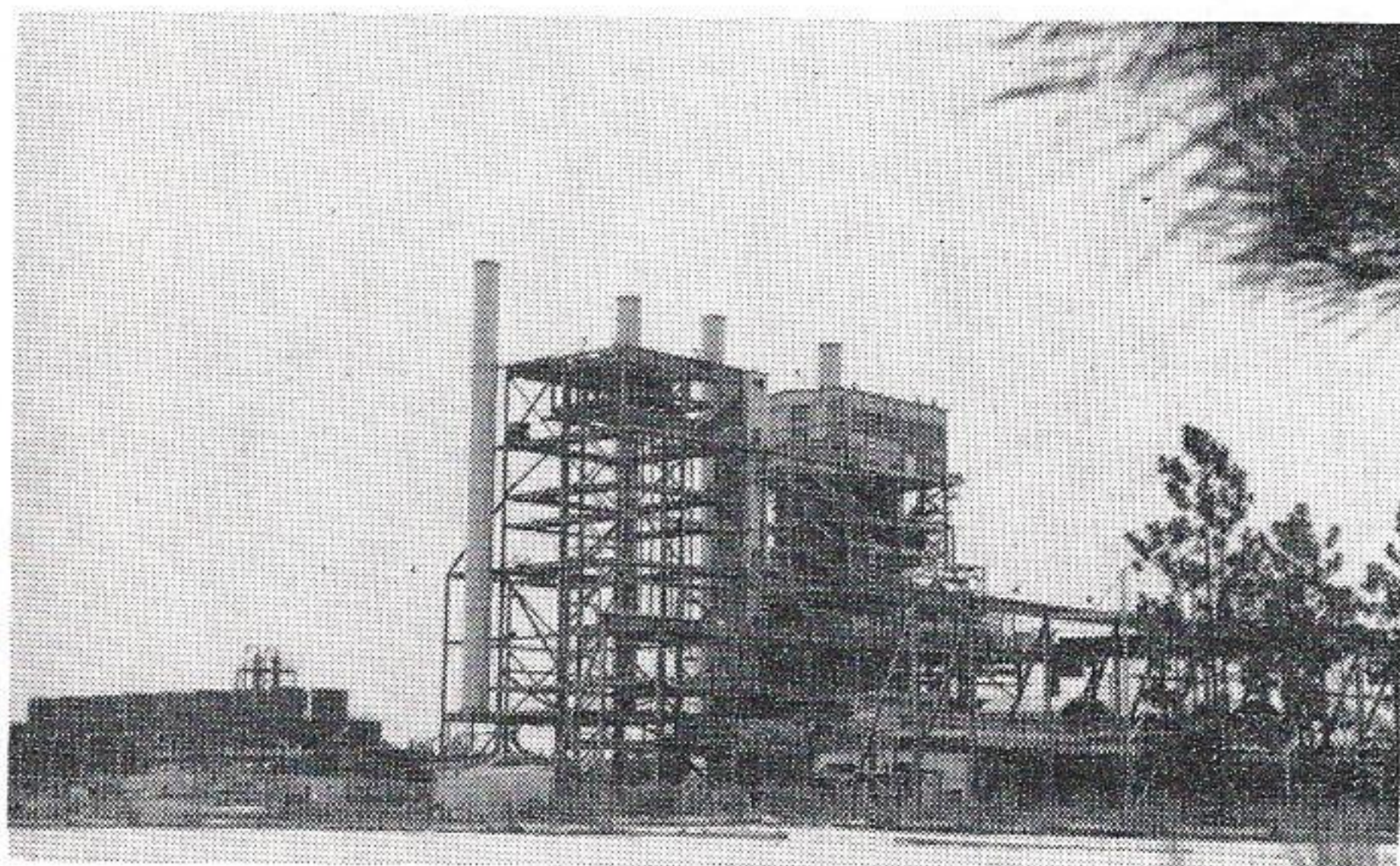
The first official safety meeting took place at the plant July 29.

Summa L. Stelly, safety representative of the Lake Charles Division, took this opportunity to get acquainted with the Production Department employees who have been assigned to the new power plant.

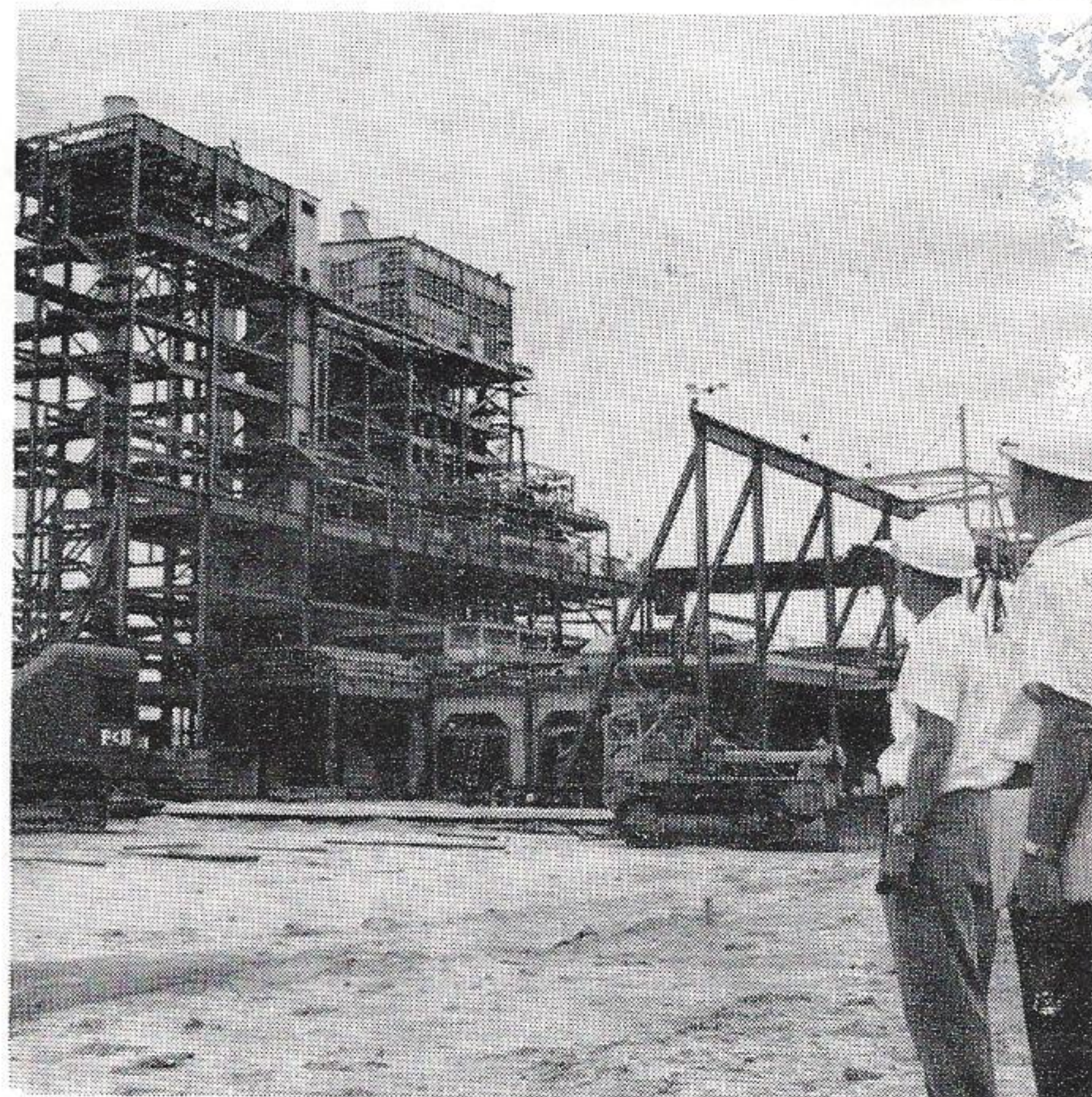
Mr. Stelly headed up the meeting with a general discussion of the safety program at the new station, the Disaster Program scheduled for this month, and the safeguarding of work areas, the latter being more fully explained in a slide show.

Station personnel in attendance were A. H. Demers, Bob Guidry, C. H. Watler, George S. Cannon, Clifford E. Chambers, Johnnie Graves, Everett S. Pratt, Kenneth Ferrell, Daniel Gipson, F. B. McGee and Elcee Reed.

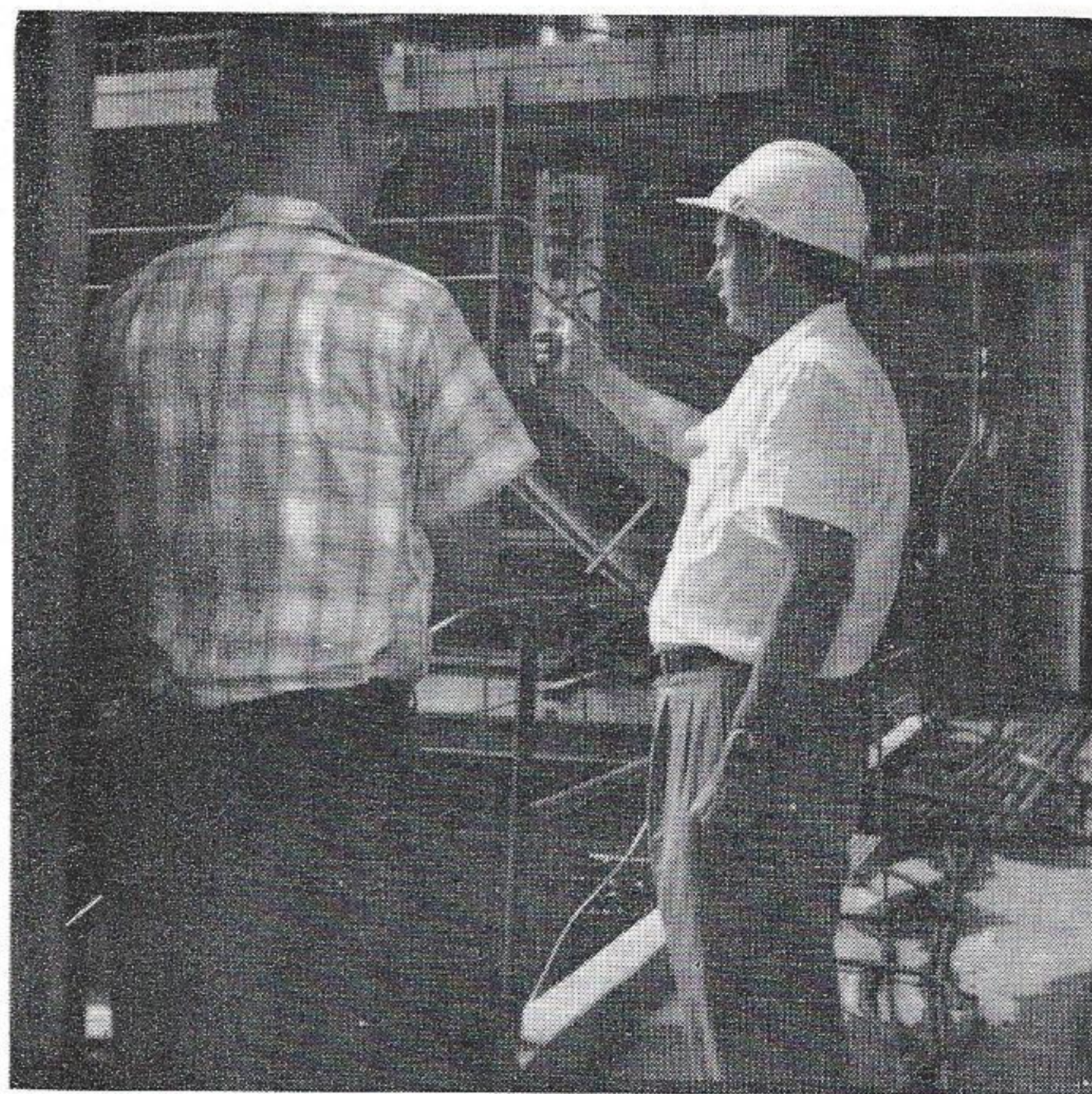
Mr. Demers, plant superintendent, called the meeting to order and spoke on present safety problems at Roy S. Nelson Station. He also announced monthly safety meetings would begin immediately.



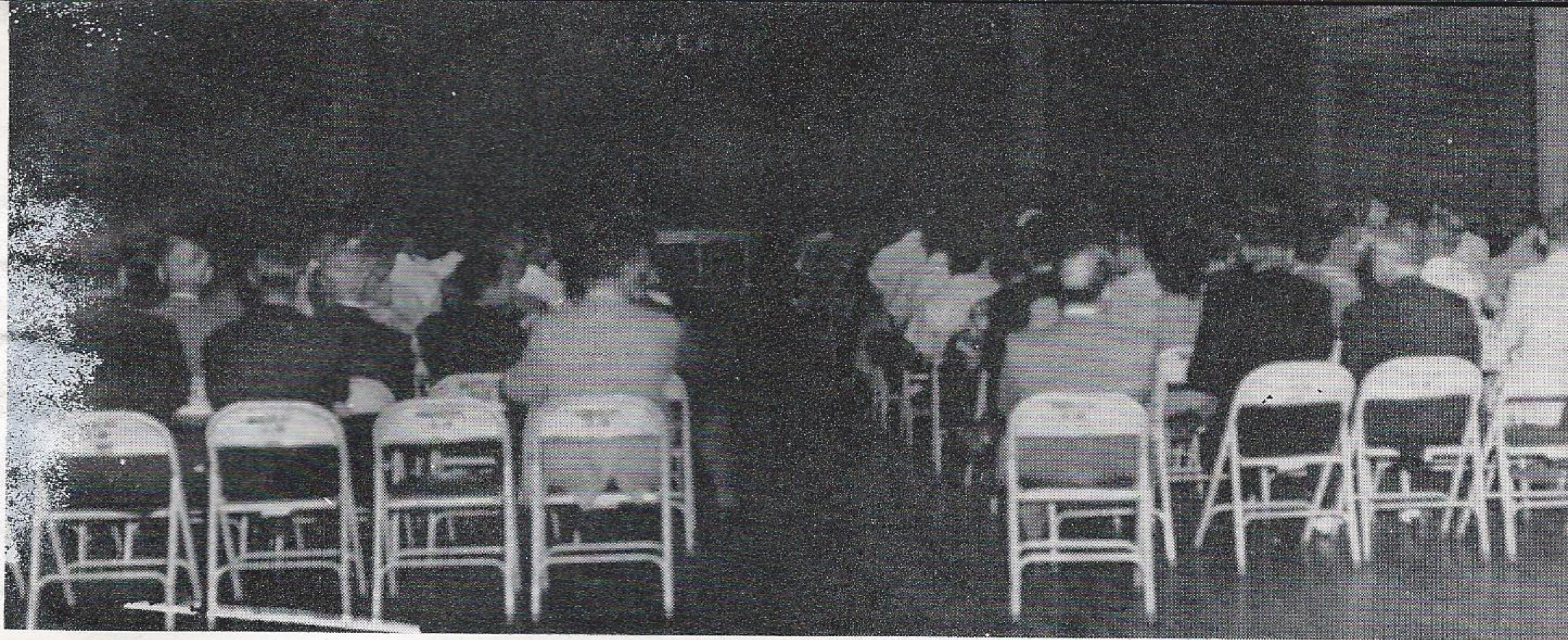
Roy S. Nelson Station rises above pines near Westlake.



Bob Guidry, maintenance supervisor at the new Roy S. Nelson Station, and Jim Derr, station engineer, note how the plant is “shaping up” as they inspect both units of the station.



Malcolm Williams, area development engineer at Lake Charles, and Bob Guidry, inspect Number Two unit from elevated walkway.



P O W E R U P !

More than 300 representatives of over 50 manufacturing, commercial and construction companies located in the Sabine area and southwest Louisiana attended the Westinghouse "Power Up" road show in the Harvest Club at Beaumont July 28 and saw a vivid illustration of how electric power can and must be put to work in the next five years to meet head-on the challenge posed by a fast-increasing population and dwindling labor force in the United States.

Our Company sponsored the appear-

ance of the show which was presented in dramatic "live" Broadway style by the Westinghouse Electric Corporation.

E. L. Robinson, vice president and general sales manager for the company, introduced the show with this thought: Numerically the American working force will not keep pace with the high birth rate that lies ahead of us. We must therefore produce more goods and services for man hours worked.

Ralph Parker, manager of Westinghouse's Beaumont office, added that it

was anticipated that there will be a demand for 40 per cent more electric power with a manpower increase of only 13 per cent by 1965.

The System Industrial Sales Department cooperated with Westinghouse in handling arrangements for the well-attended show. H. C. LeVois, superintendent of commercial and industrial sales; Lionel Dugas, supervisor of industrial sales and area development and Lloyd Brannan, area development supervisor, worked with Mr. Parker's Westinghouse staff to create wide interest in the dramatic presentation.



Making final checks on the program just before curtain time are: Edith Gresham, actress; Ralph Parker, Westinghouse representative in Beaumont; L. V. Dugas, supervisor of industrial sales, system; Larry Ward, actor; V. O. Clem-



ents, Westinghouse representative from Houston, E. L. Robinson, vice president and general sales manager and Dan Hogan, actor. At right, Dan Hogan and Larry Ward in a scene from the POWER UP show.

Department Heads Hear the Latest on:

- EMERGENCY OPERATIONS
- CLAIMS AND DAMAGE SUITS
- SALES AND COMPETITION
- STORMY WEATHER

As a Gulf Stater what's your role during times of emergency?

How can all of us help the Company avoid costly claims and damage suits . . . and build better public relations at the same time?

What's new on the construction, competitive and financial fronts in our service area?

The answers to these three vital questions and a slide-illustrated commentary on last Fall's tornado in Southeast Texas and Southwest Louisiana were the subjects of last month's department heads meetings held July 28, 29 and 31 in Beaumont, Baton Rouge and Lake Charles respectively.

Operation Disaster Discussed

James W. Atkins, engineering supervisor for the system Operations Department, Beaumont, discussed the roles of non-operating personnel during emergencies. Mr. Atkins pointed out that while operating personnel are in the field restoring service as rapidly as possible, the little-



Atkins

publicized behind-the-scenes activities of the following departments are contributing to the overall success of the Company:

- Accounting Department — handling switchboards around the clock.
- Sales Department — contacting industrial customers, handling food and lodgings for out-of-town and foreign crews, guiding foreign crews to trouble areas, protecting danger areas and keeping inquiring customers informed.
- Purchasing Department — Handling local and out-of-town repair and equipment orders and getting them to crews as rapidly as possible.
- Advertising Department — Through

the press, radio and television, keeping the public informed of the situation as it develops.

- Engineering Department — The department's policy of rotating engineers throughout the system has made available trained engineers, familiar with stricken areas, for emergency field work.
- Airplane — Available for reconnaissance work to determine extent of damage.

Claims Department

Jerry Stokes, claims director, emphasized the need for all company personnel to be ever conscious of their responsibilities to the public we serve and pointed out how employee alertness could result in fewer claims and lawsuits against our Company each year.



Stokes

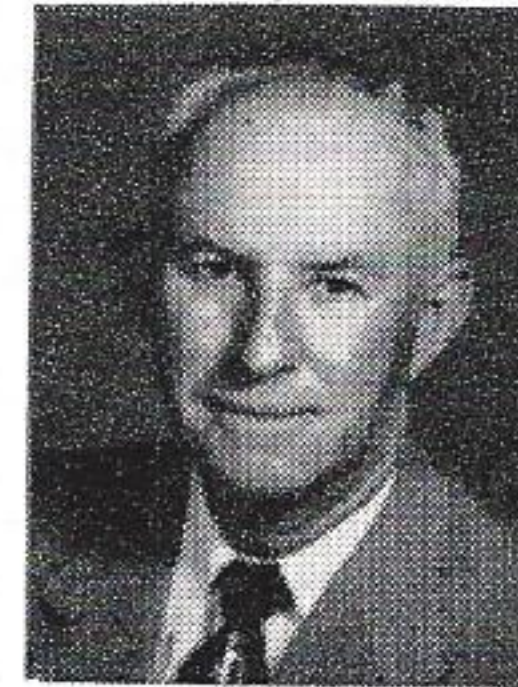
According to Mr. Stokes the Claims Department now receives an average of 100 reports a month from customers who believe they have a claim against the Company. While some are fantastic and many are exaggerated, all claims contribute to a loss of public favor to some extent. And, of course, there are the rare and tragic cases which involve the loss of life or property, and which are both serious and costly to everyone involved.

By strict adherence to our Safety Department rules, by reporting everything which could possibly become hazardous to the public and by being extremely careful in discussing an accident after it happens, we can

1. Help prevent accidents
2. Provide better service
3. Hold down claims costs and
4. Create better public relations

On the Competitive Front

E. L. Robinson, vice president and



Robinson

general sales manager, complimented the Operating and Sales Departments for the excellent sales results of the first half year. He called attention to the efforts of the gas utility industry to sell gas-lit ornamental yard lights and outlined our countering promotional campaign. Mr. Robinson then turned to another and more serious threat now facing the electric industry: the expansionist plans of some rural electric cooperative leaders. He reviewed the history of the REA from its origin during the depression years when it was established by the Congress to help the farmers get electricity, to the present, when some REA leaders are trying to get legislative support of their plans to gain equal status with investor-owned electric utilities and the right to serve areas now served by companies like Gulf States.

Tornado Damage Shown

Earl White, operating superintendent of the Port Arthur Division, narrated a slide presentation of the damage caused by a vicious tornado which ripped through the Port Arthur-Orange-Lake Charles areas last November.



White

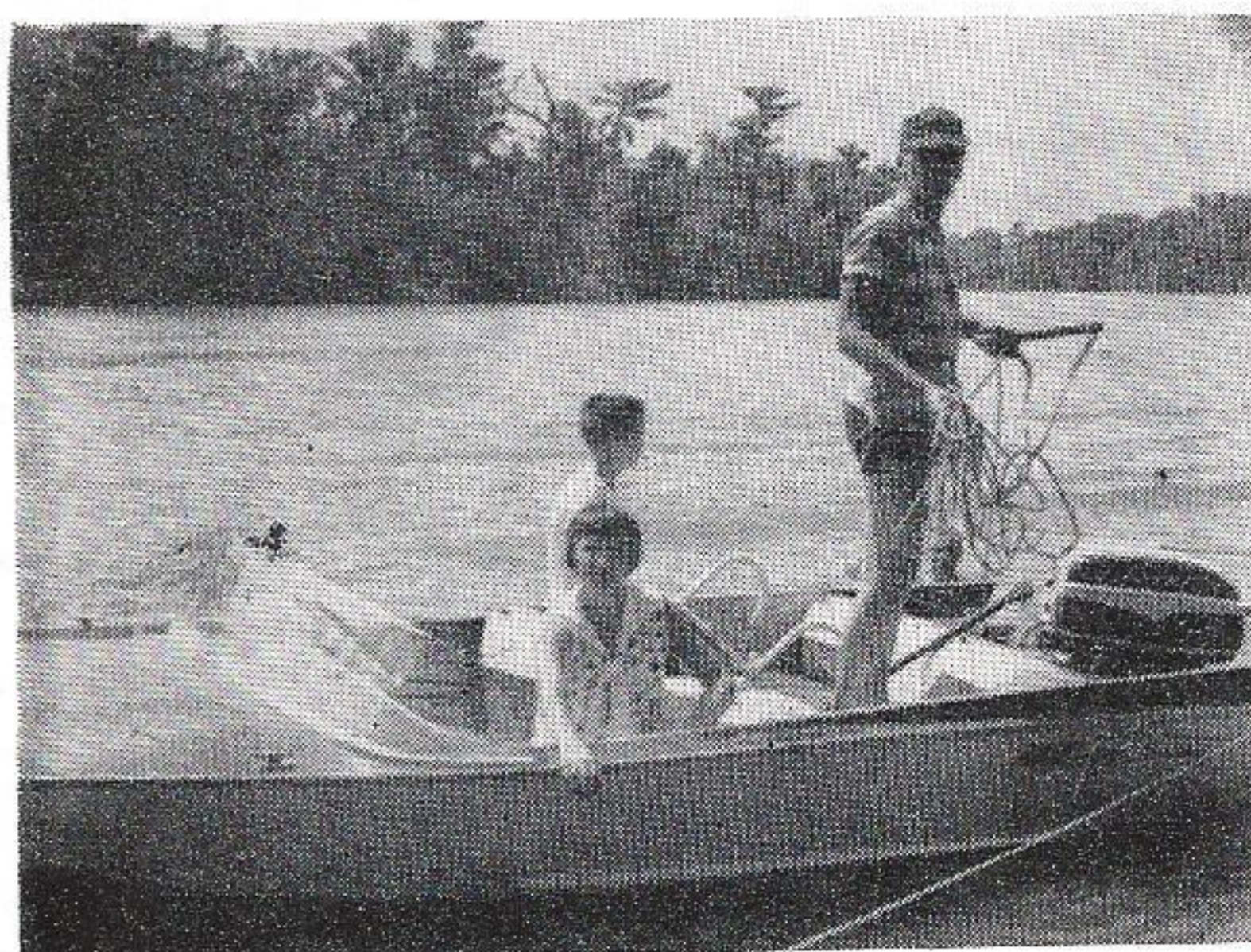
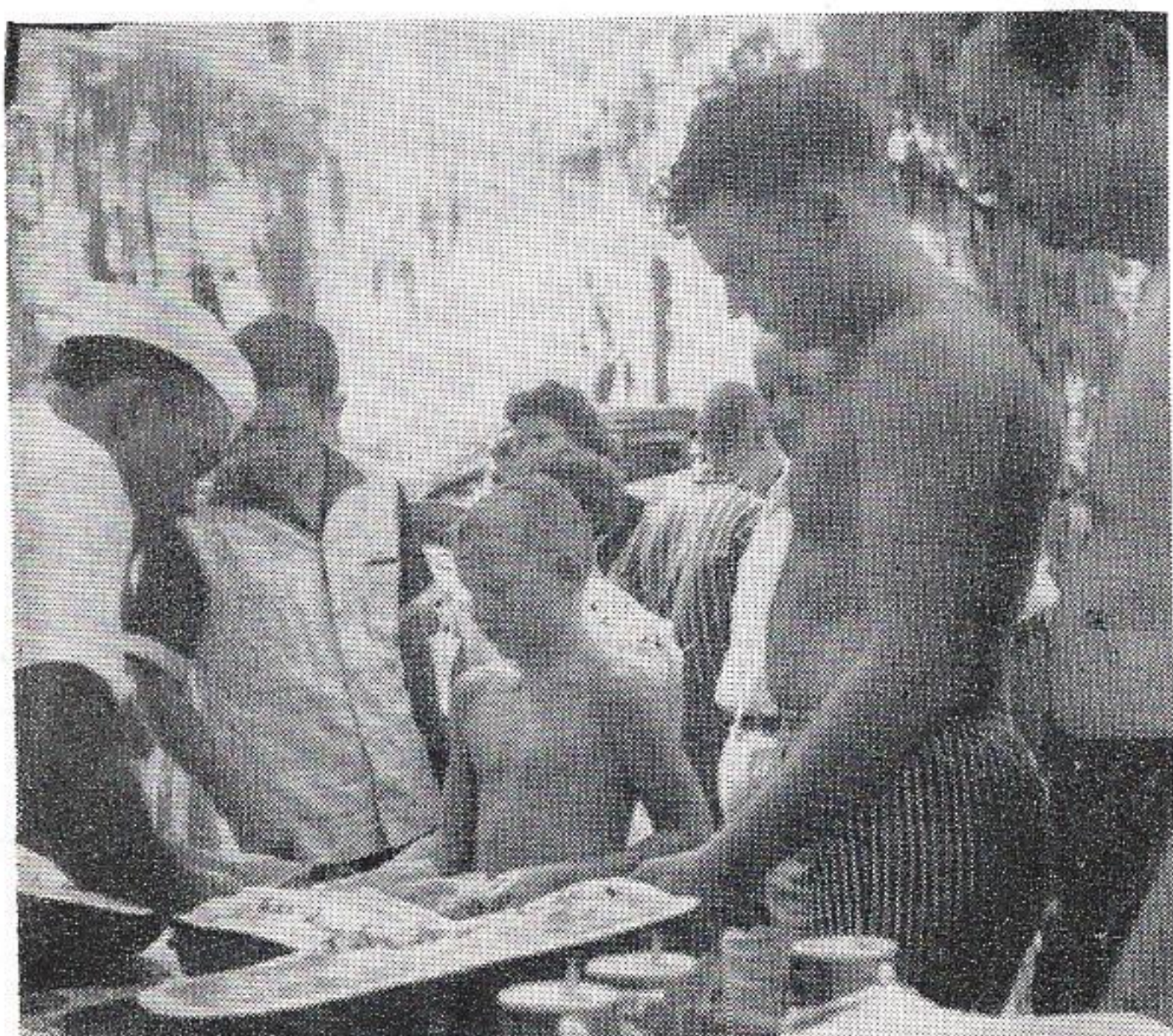
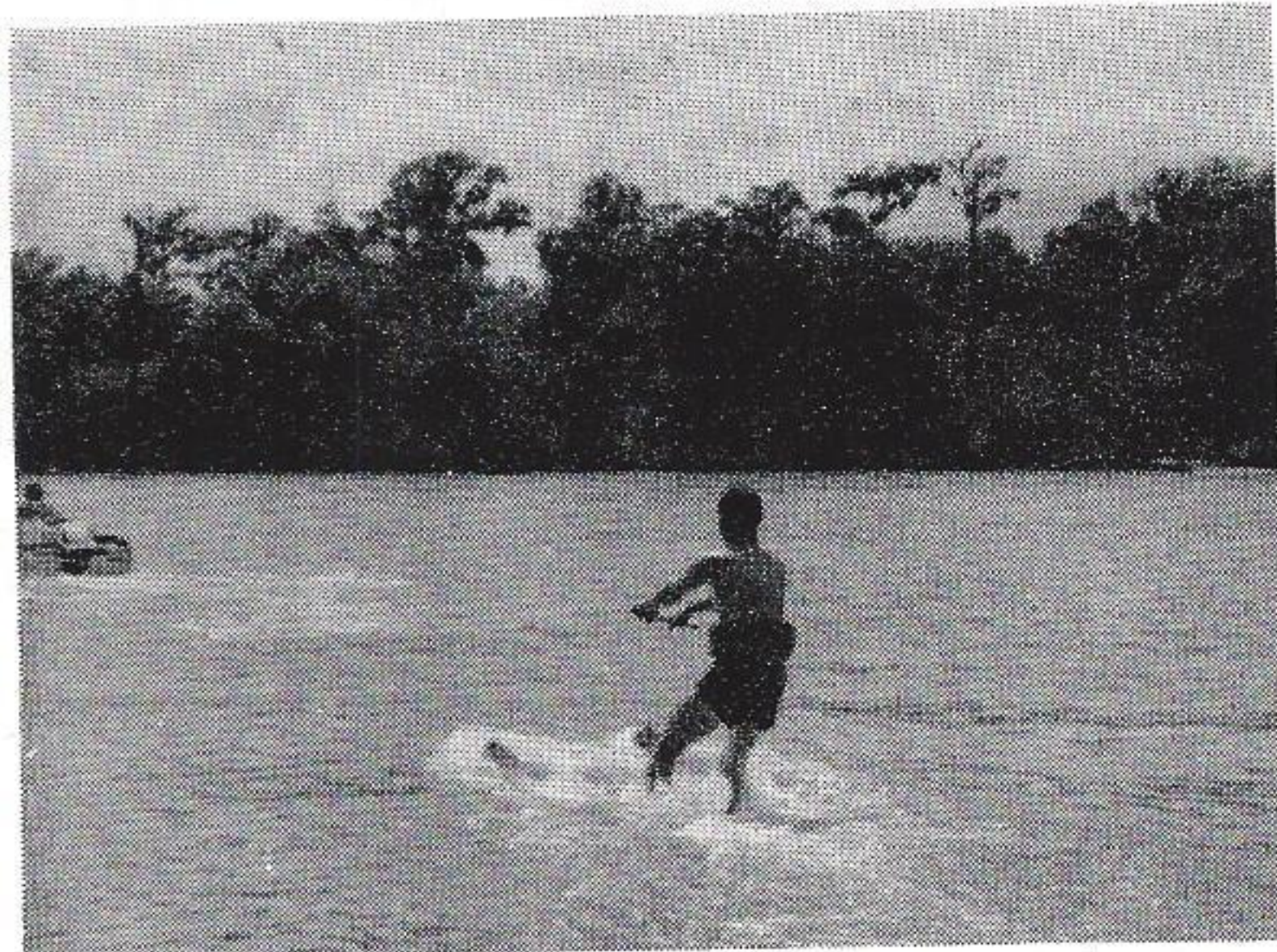
The department heads learned that, at the time of the three meetings, no industrial construction work was in progress in our service area due to labor problems which indirectly caused work stoppages at Neches Station in the Sabine area, Roy S. Nelson Station, Lake Charles and Willow Glenn Station, south of Baton Rouge.

WATER & MELONS ADD UP TO "FUN" AT LIVE WIRE CAMP

Open the cold drinks and pass the watermelon!

That was the cry at the Live Wire Club's July 26 watermelon party at their camp on the Neches River near Beaumont.

As a highlight in festivities Dick Childree was presented a complete outboard boating rig as "lucky donor" in the club's building fund drive. But from the faces on this page you'll agree everyone won a prize - a great day in the sun!





C. B. Barron, Baton Rouge sales superintendent, receives his Topper Award from F. P. Allen, residential sales manager, at the July Department Heads Meeting in Baton Rouge. Looking on are H. E. Brown, division manager, Rex Lee, electric operating superintendent and R. M. Andrews, residential sales superintendent. These awards were presented for the first six months sales which ended in a tie between the Beaumont and Baton Rouge Divisions.



E. L. Robinson, vice president and general sales manager, presents Topper Awards to R. A. McAlpine, sales superintendent, L. M. Welch, division manager, F. R. Smith, operating superintendent and Ralph Spafford, residential sales supervisor at the July Department Heads Meeting in Beaumont.

After Six Months, A Dead Heat . . .

Beaumont and Baton Rouge in Tie For First Half of Topper Program

Talk about your inter-divisional sales rivalry in a company!

The 1958 year-round "Topper Program" does just what the name implies - it "tops" all previous company selling contests in sales results and in the spirited interest being generated throughout the five contestant divisions: Baton Rouge, Beaumont, Lake Charles, Navasota and Port Arthur.

And sales people aren't any more enthusiastic than their colleagues in

operating departments throughout the system.

To illustrate just how close the contest is, the first six months' accumulated sales show Baton Rouge and Beaumont in a tie for first place.

And, if any additional proof is needed that the "Topper Program" is tops in competitiveness, how's this one? Due to an oversight in reporting just one heat pump sale in the month of June, the first report showing Baton

Rouge in first place for the first half year had to be revised and the resulting correction put Baton Rouge and Beaumont in a dead tie for first, and put Navasota in sole possession of third place rather than being tied for third by Lake Charles, as the incorrect report indicated. One heat pump sale changed the standings of the first four divisions!

The six month's standings are listed below.

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.		
1 Baton Rouge	120	1	2791	1716	61	2	518	110	21	4	1870	726	39	3	59	70	119	2	30	266	887	1
1 Beaumont	95	4	2597	1626	63	1	482	457	95	2	1740	851	49	1	73	76	104	3	25	116	464	2
3 Navasota	41	5	924	498	54	3	171	184	108	1	620	129	21	5	11	14	127	1	10	13	130	5
4 Lake Charles	102	3	2081	714	34	5	386	222	58	3	1394	555	40	2	54	21	39	5	20	75	375	3
5 Port Arthur	120	1	1307	609	47	4	243	46	19	5	876	323	37	4	28	19	68	4	15	31	207	4
TOTAL	103		9700	5163	53		1800	1019	57		6500	2584	40		225	200	89		100	501	501	
	93		6 Mos. 4740				6 Mos. 885				6 Mos. 2872				6 Mos. 77							

*This is 6 Mos. accumulated—5 Mos. 1958 and December, 1957—as agreed in determining division standings for first half of year. THRU JUNE, 1958

SYSTEM SALES DEPARTMENT

THRU MAY, 1958

T RAINING OUR

What happens when Gulf States hires an engineer?

One thing is for sure . . . from the very first day he shows up for work he is kept busy. And one of the first departments he gets to know is the Training Department, which takes the new Gulf Stater under its wing and schedules him for a very thorough training and orientation program prior to final assignment.

Al Naylor and Lee Hammack, recently employed engineering graduates, are shown in the photographs on these pages in the hurried whirl of the six-month orientation program, during which time they learned the duties of all departments in the Beaumont area, worked with practically everyone and, as both agreed, "met a couple of hundred fellow-workers every day!"



Ticket to a busy trip! Barbara Thompson hands Lee Hammack, left, and Al Naylor, their orientation program schedules as Jack Shirey, director of training, looks on.



M. A. Merchant explains finer points of personnel work to touring trainees.



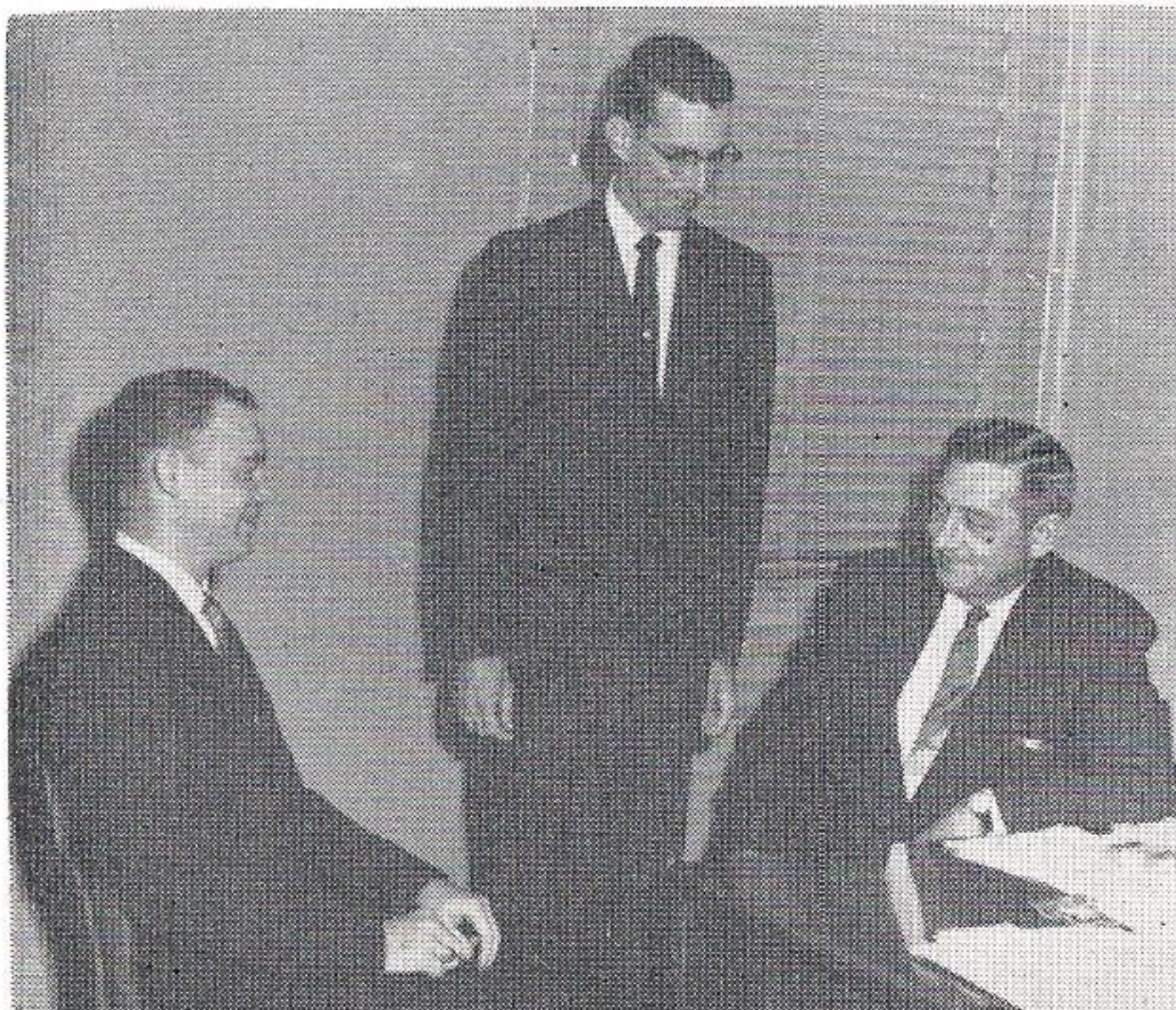
Meeting Jack Stengler, left, and Al Young, associate editors of Plain Talks, in the Advertising Department.



With Robert W. Sherwood in Beaumont engineering offices.

Stopping off for a chat with A. B. Wilson, Beaumont district sales superintendent.

With Frank Jones, director of safety, trainee get first-hand scoop on new-type safety rubber glove.

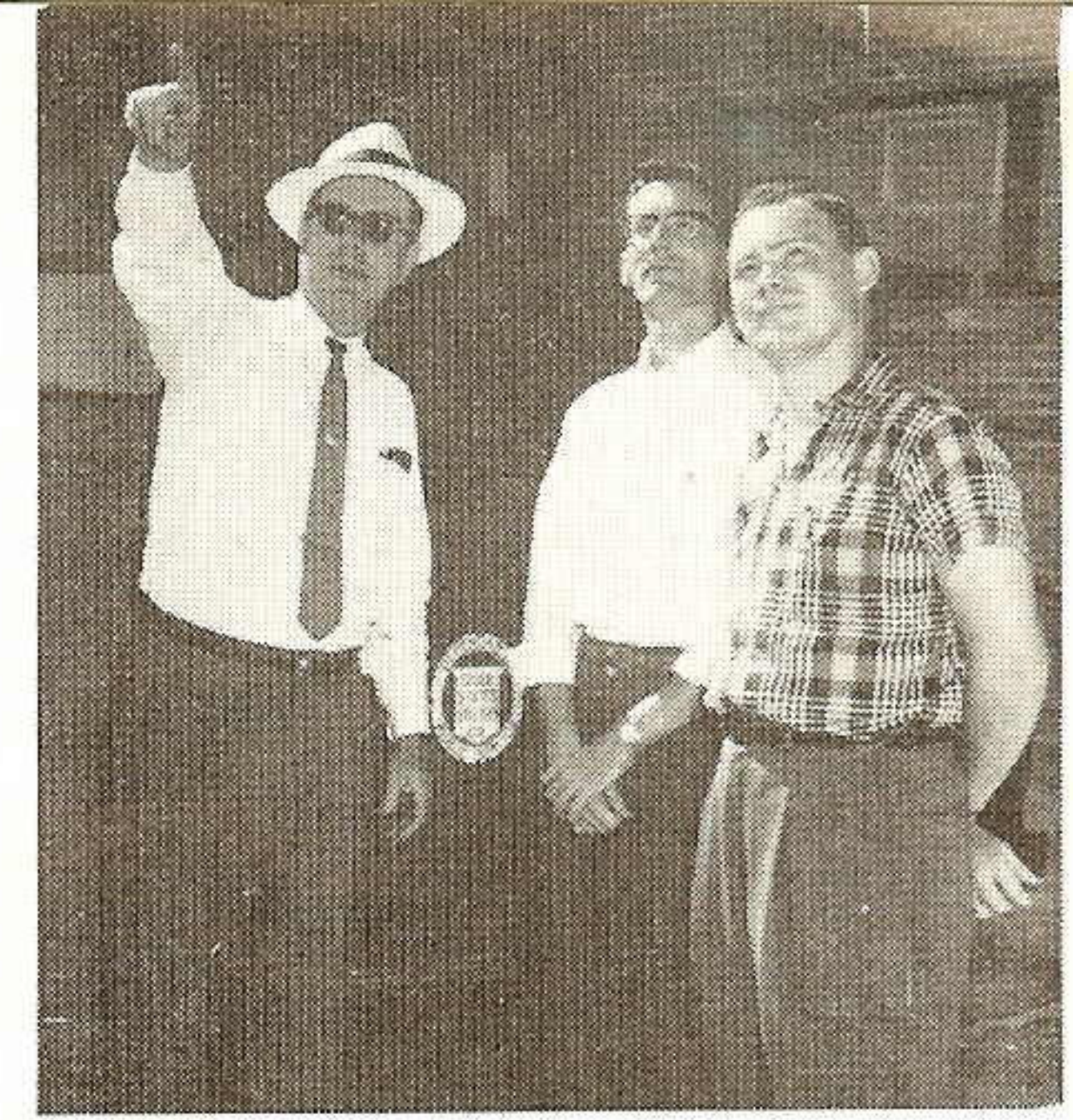




In payroll section with K. L. Jumel and Doris Flowers.



Out to make a sale with Ed Revere and Billy Creel, Beaumont salesmen, and Ken Gurstenberger, fellow trainee.



Floyd Smith, operating superintendent of the Beaumont Division, meets trainees in Service Center yard.

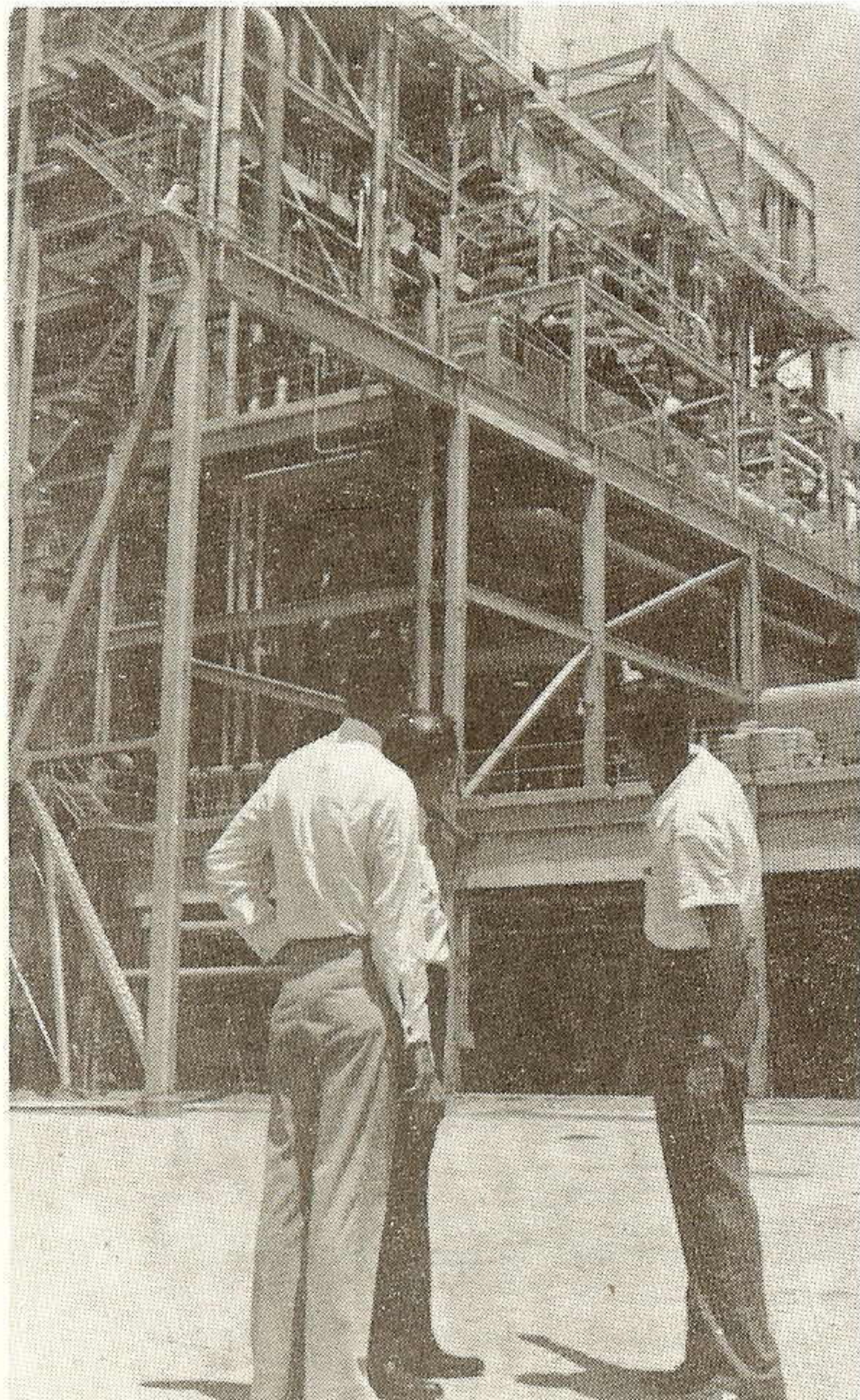


Albert W. Baird and W. H. Caswell, Beaumont T & D, point out highlights of Beaumont Service Center.



Meeting a line crew. This one is headed up by J. C. Morrison, veteran foreman.

With Floyd Langlois at Neches Station.



Above, Gulf States' full complement of engineer trainees meet in Beaumont offices for a series of talks with Robert W. Sherwood, engineering manager. And below, on the job at last!

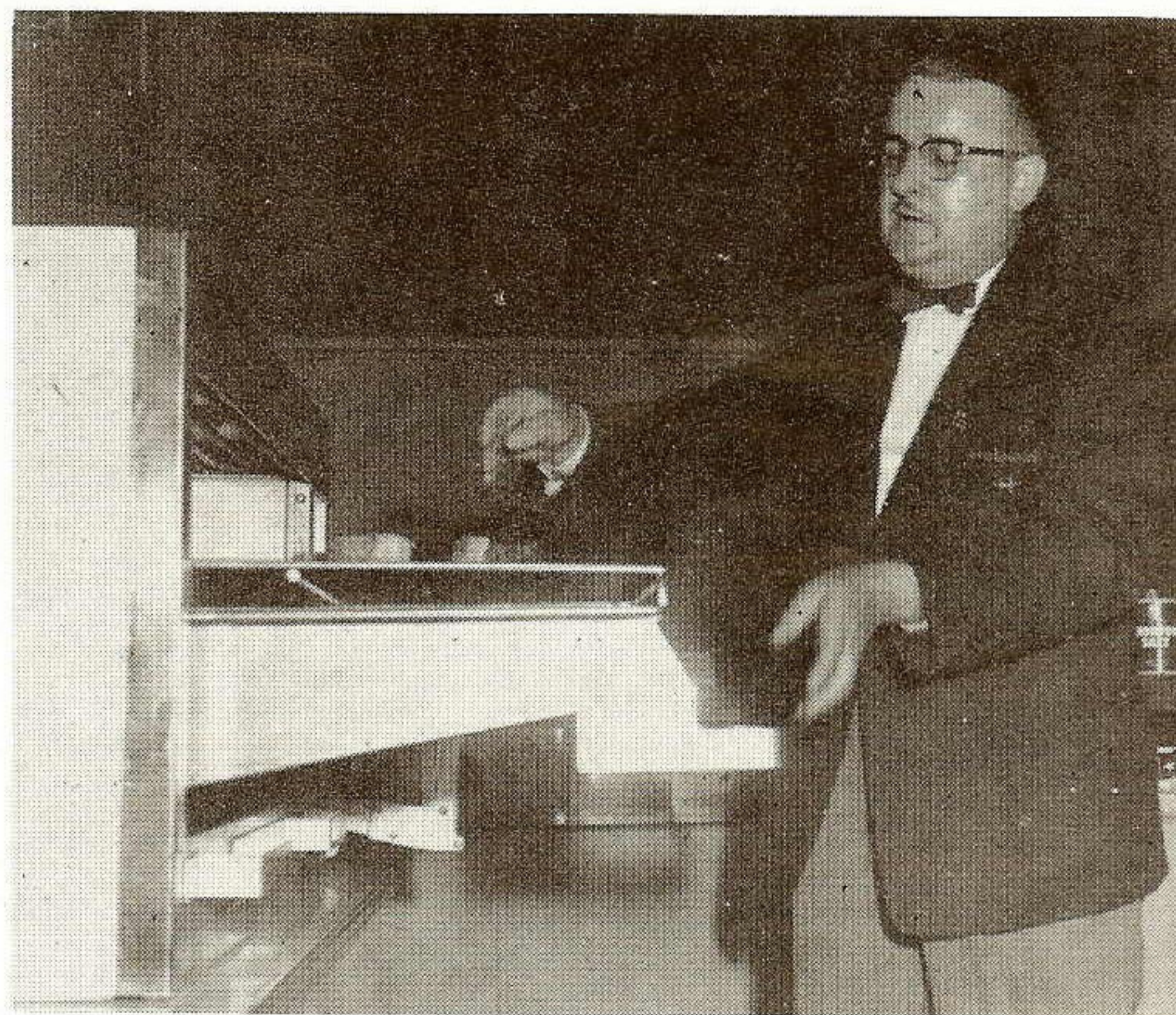


LESSONS IN LOADBUILDING

Commercial Cooking Clinics

Help Keep Our Company

Among Connected Load Leaders



Al Mesko, Hotpoint Company's research specialist from Chicago, illustrates some of the fine points of broiling meat electrically in the Baton Rouge commercial cooking clinics.

Last year Gulf States was one of the top 10 electric utilities in the nation in commercial electric cooking connected load, according to the Edison Electric Institute.

Like our other records, this one didn't just happen. Programs are carefully planned every year to win acceptance of the electric way as the better

way in cooking—whether it's for one family or forty.

The pictures on these pages show one way we boost commercial sales and provide needed information to consumers all over our system—cooking clinics.

Six clinics were planned by O. G. Floyd, system supervisor of commer-

cial sales, in cooperation with Al Mesko, Hotpoint Company representative from Chicago, Illinois. The clinics were held the week of May 19-23 in Beaumont at the Mont Leon Hall, in Port Arthur at the American Legion Hall, and in Lake Charles and Baton Rouge, where American Legion Halls were also utilized.



Baton Rouge commercial salesmen, who with O. G. Floyd, supervisor of commercial sales-system, Beaumont, and Mr. Mesko, conducted the show, are, left to right, Donald Sullivan, Walter Benjamin, Enos Parker, C. B. Barron, superintendent of sales, Baton Rouge, Jim Stelly, commercial sales supervisor in Baton Rouge, Lester P. Landry, O. G. Floyd, Mr. Mesko, and J. L. Clement.

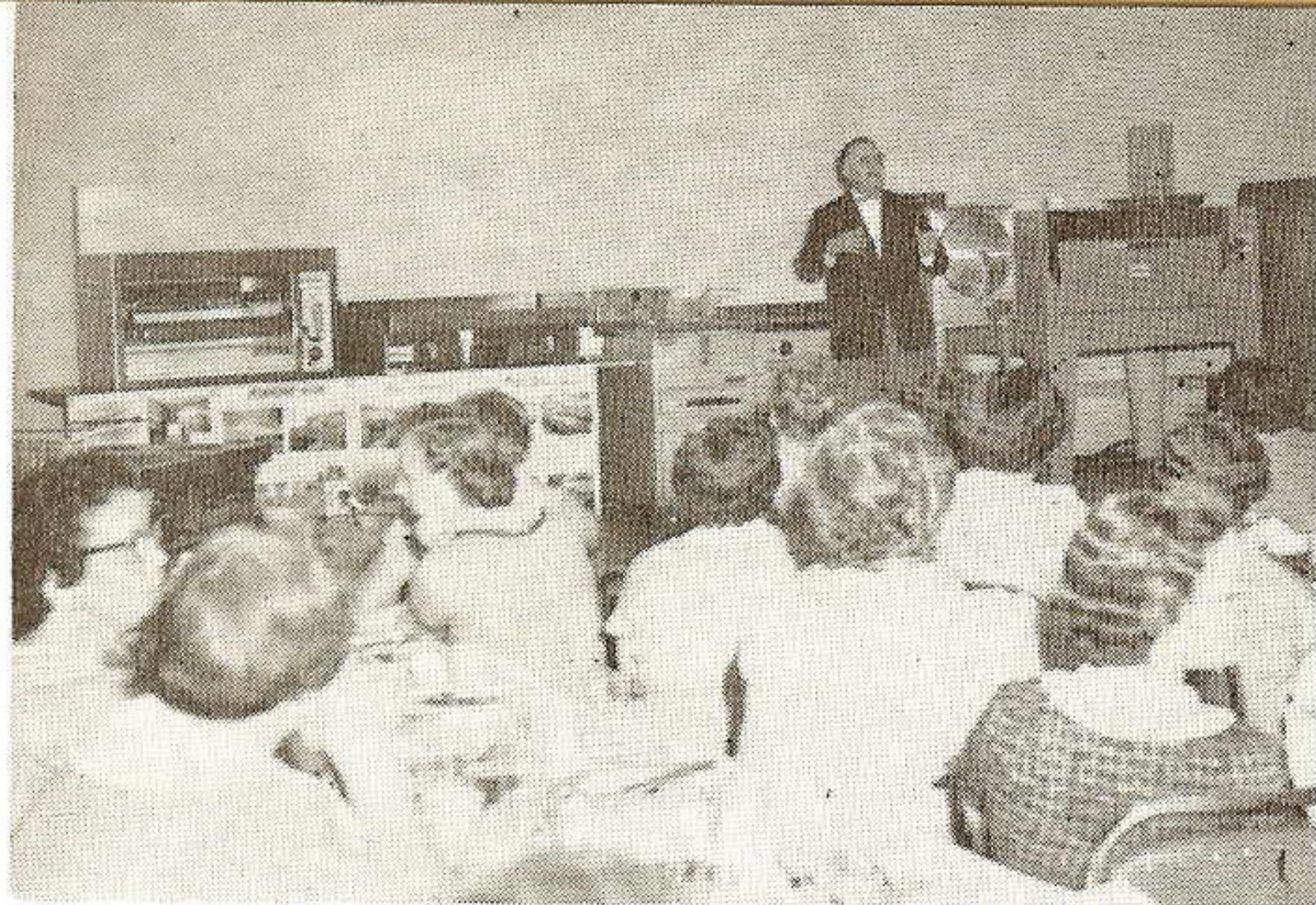
Educators Attend

More than 360 school officials, cafeteria personnel and restaurant people attended the six meetings.

Mr. Mesko stayed busy—when he wasn't presiding over activities at the demonstrations he toured cafeterias, restaurants, and other commercial installations, offering comments and suggestions for improvements.

The first three days of the week the Company joined Louisiana Power and Light Company, Central Louisiana Electric Company, and Southwestern Gas and Electric Company in sponsoring and manning the only live cooking demonstration at the Louisiana State School Food Service Convention at the Coliseum at Louisiana State University.

The planning and teamwork of the four Louisiana electric utilities resulted in the attendance of hundreds of educators and school administrators, a tribute to the hard work of those who prepared the booth.



Hotpoint's Mesko is an artist when it comes to showing the advantages of electricity in commercial cooking-where speed and economy count. Here he is impressing Baton Rouge onlookers at the American Legion Hall.



Lake Charles cooking clinic crowd, which during afternoon meetings included both restaurant people and personnel in the school lunch programs, hear Mr. Mesko elaborate on electric cooking procedures.

**COMPANY GROWTH IN
COMMERCIAL CUSTOMERS
AND LOAD OVER
TEN-YEAR PERIOD**

Commercial Customers

June 1958	June 1948
30,610	23,398

Revenue

June 1958	June 1948
\$1,556,713	\$472,559

KWH Per Customer

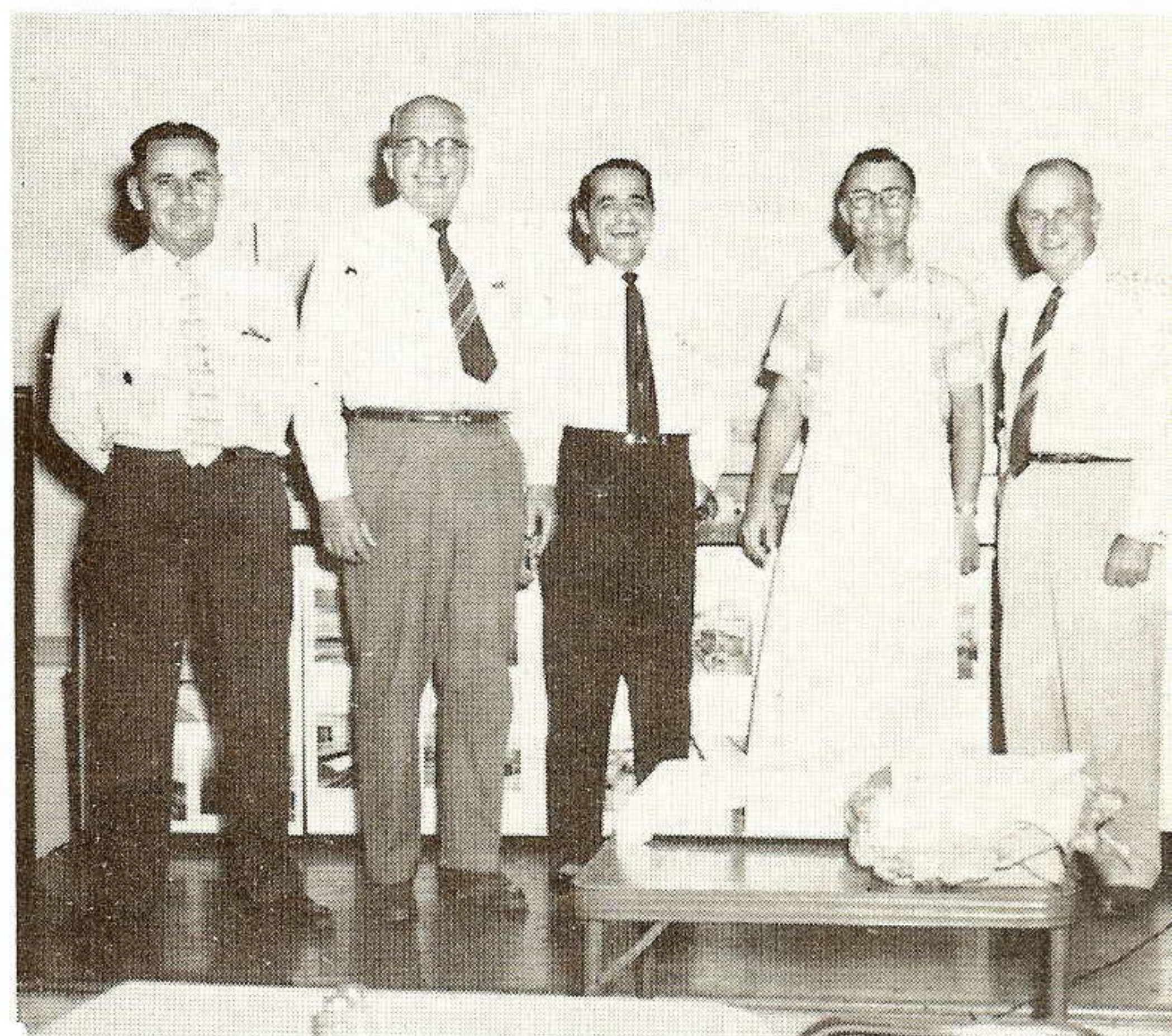
June 1958	June 1948
2,173	784

Average Revenue Per Customer

For Year Ending

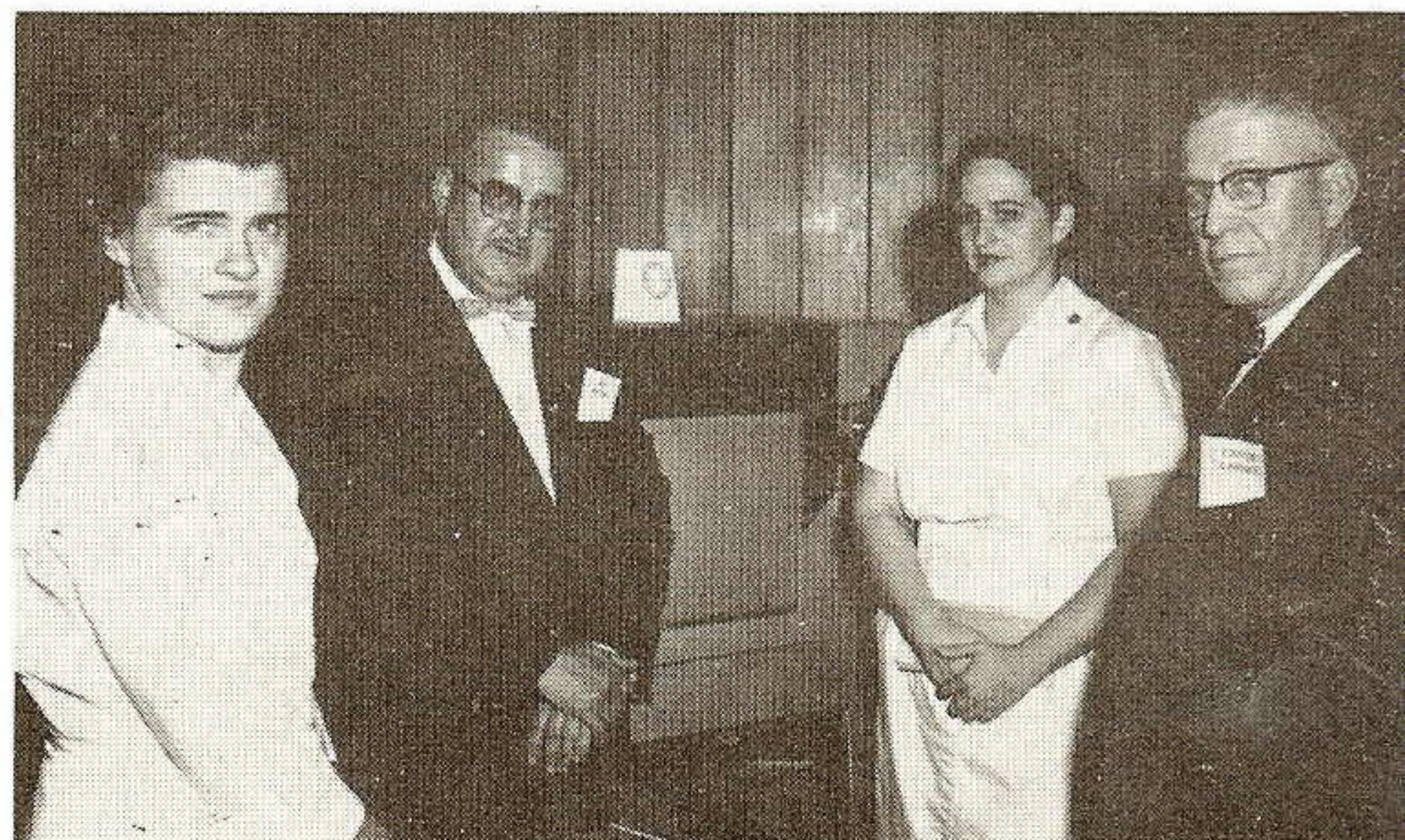
June 1958	June 1948
\$497.20	\$226.38

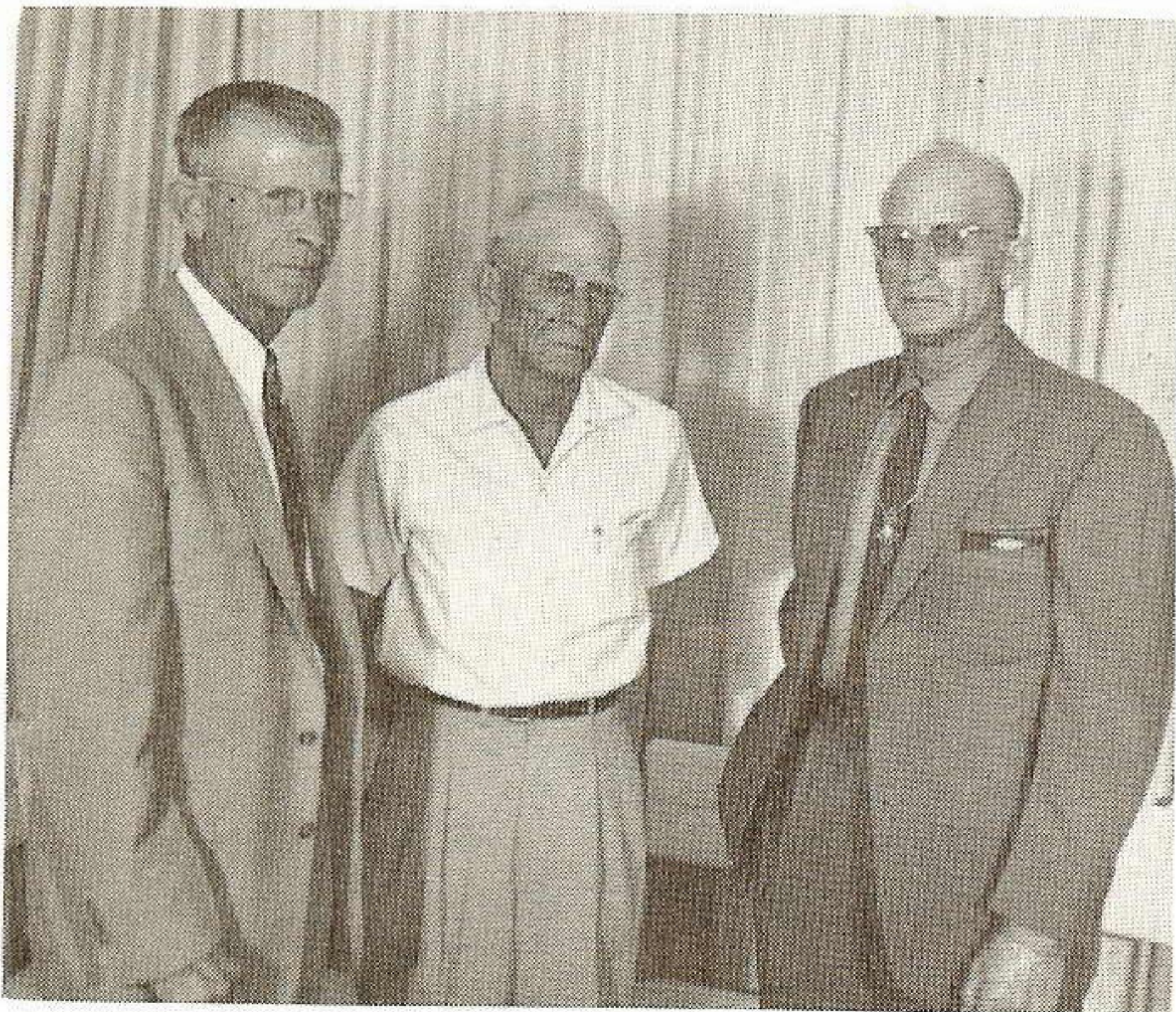
Representatives of the four electric utilities which co-sponsored the Louisiana State School Lunchroom Convention at L.S.U. are, left to right, Cecil Paslay, Louisiana Power and Light Company; O. G. Floyd, Gulf States; Ed Dangler, Hotpoint; Jim Stelly, Gulf States; Webb Oden, Southwestern Gas and Electric Company, and G. R. Lawrence, Central Louisiana Electric Company.



Commercial salesmen who helped with the Lake Charles cooking school are left to right, Raymond McGowen, Lake Charles, Luther Mosier, Sulphur, Roy Louviere, Lake Charles, Rufus Mier, Lafayette, and Huttson Reed, Jennings.

Dietitians at Our Lady of the Lake Hospital in Baton Rouge discuss mass feeding problems with Mr. Mesko and Lester P. Landry, Baton Rouge commercial sales representative. At left is Mrs. Shirley Floersch and at right Mrs. Doris Wall.





Representing 100 years of Gulf States service are the three Morrison brothers. Left to right, Hugh, J. C. and J. B. All three are foremen in Beaumont—J. C. and J. B. in the line department and Hugh in substation.

Morrison Brothers Represent

100 Years Of Service

When you ask for a Morrison at the Beaumont Service Center, you might get an answer from most anywhere.

One thing you can be sure of, all put together the Morrison boys of Beaumont T & D Department total 111 years of Gulf States service.

J. C., foreman in the Line Depart-

ment, came to work for the Company December 1, 1923, brother Hugh on February 19, 1924 (he's a substation foreman) and J. B., also a line foreman, joined Gulf States March 3, 1925. Norman E. Morrison, a nephew with 10 years of service, is a senior engineer assistant in Beaumont T & D.

When approached by a Plain Talks representative the brothers were modest about their accomplishments with the Company over the years, but J. B. didn't waste any time informing the reporter that he was "the best," and, according to him, "the prettiest" of the three.



*What
Others
Are
Saying*

In Protest Of Preference

Under what is known as the preference clause, public power systems, such as cooperatives and municipal plants, have first call on the electricity generated by federally-owned power systems. The taxpaying private power companies and their customers get what is left, if any.

A newspaper recently made the statement that the clause doesn't really involve discrimination—because all a community has to do to get the federal power is to give up service from private enterprise

and change to some sort of a socialized operation.

This remarkable argument brought an immediate rebuttal from the Sioux Falls, South Dakota, ARGUS-LEADER. The newspaper in question, the ARGUS-LEADER observed, "...has placed great emphasis upon individual liberty and freedom..." Then it adds: "But, it seems, such freedom is of no moment when the principle at stake is that of private or public ownership of property. How would it react, for instance, if the federal law provided that the river power would be available only to communities or areas served exclusively by private power and denied to those served by municipally owned or cooperative systems? Would it regard that as fair and reasonable?"

"The power preference, bear in mind, doesn't apply to the use of the electricity... Preference now is based solely upon whether the power is distributed on a basis of public or private ownership. The distinction doesn't make sense and most certainly is not in accord with the basic freedoms that are supposed to prevail in this country."

Suppose your postman had a preferred group to whom he delivered the mail—and then delivered it to the rest of the people on his route only if he had spare time and the inclination? In principle, the federal power preference clause is equally indefensible.

—The Lafayette Progress

SERVICE AWARDS

20 Years



J. A. Babin
Treasury
Baton Rouge



R. L. Wynne
Treasury
Beaumont



A. J. Dubus
Superintendent
Lake Charles



C. C. Lusk
Superintendent
Dayton



W. G. Strong
Production
Lake Charles

10 Years



Anna J. Atkins
Engineering
Beaumont



R. L. Bagwell
Distribution
Sulphur



L. P. Boutin
Distribution
Lafayette



O. M. Dixon
Distribution
Beaumont

Colored Division 30 Years



Morris Locke
Treasury
Baton Rouge



L. P. Hormell
Distribution
Jennings



J. E. Landry
Distribution
Lafayette



F. J. Parent
Production
Baton Rouge



J. R. Sheets
Distribution
Baton Rouge

10 Years



Robert Charles
Distribution
Lake Charles



Raymond Jones
Distribution
Baton Rouge



S. L. Stelly
Claim
Lake Charles



J. E. Stout
Distribution
Somerville



H. W. Levy
Distribution
Beaumont



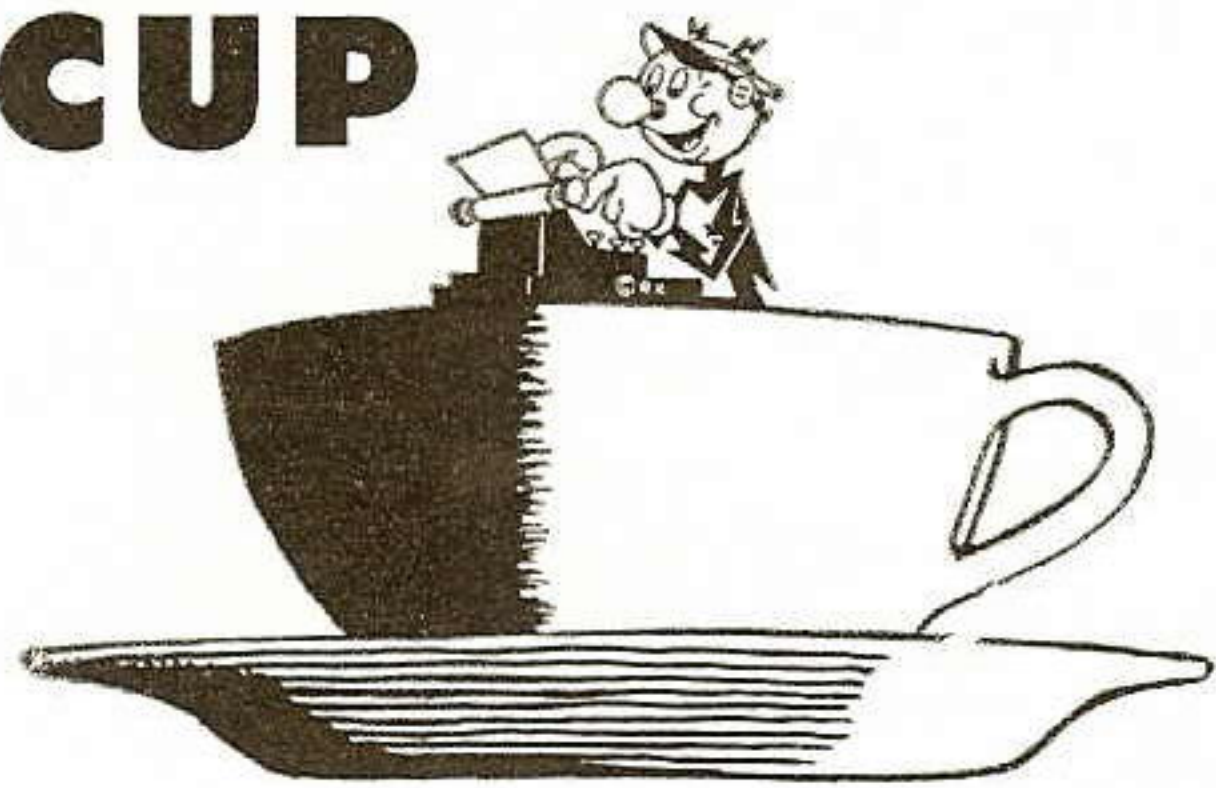
F. L. Roberts
Gas
Baton Rouge



F. L. Marston, Jr.
Gas
Baton Rouge

Service pictures of Mr. Roberts and Mr. Marston appeared in the wrong service groups last month. Mr. Roberts is in the 20 year group and Mr. Marston the 10.

over the COFFEE CUP



KNOW YOUR REPORTER



Meet Alice Vining, steno at Riverside Station, who replaces Skipper McGee as Plain Talks reporter in that bailiwick. Glad to have you, Alice!

William M. "Slim" Larkin, commercial and industrial sales supervisor in Lake Charles, was elected secretary of the Petroleum Electric Power Association at the organization's annual meeting in Fort Worth recently. Vice President and general sales manager E. L. Robinson of Beaumont, was one of the guest speakers at the meeting and L. V. Dugas, system industrial sales and area development supervisor, Beaumont, served on the program and nominating committees.

It's always fair weather—and that's what picnics demand—when good friends get together. And that's exactly what happened in Lake Charles when members of the Kilowatt Club enjoyed a barbecue recently at Mathieson Chemical Corp. park. Club officers Raymond Kearney, president, Bob Wiggins, vice president, and secretary Eva Gaussiran, planned the festivities.

—By Jack Bass



Meet Pat Heimbach, a recent addition to the Lake Charles main office. Pat peers out of the switchboard office, where she is working with Ann Snider. You'll see Pat and Ann when you reach the top of the stairs in the Lake Charles building, and you'll hear their pleasant voices on the telephone anytime you call L.C.



Norman Lee, Lake Charles Division engineer, huddles with members of the Project Engineering Department from Beaumont, in his Lake Charles office. The Gulf Staters are going over plans for the relocation of our lines made necessary in the fast-growing southwest Louisiana city by the forthcoming new Interstate Highway 10, which passes through Lake Charles. From left are Gene Dartez, Joe Vallot and Irving A. Manual, all of the Beaumont Project Engineering Department, and Mr. Lee.



The smiling gentlemen above have reason to be happy - when this picture was taken they had just polished off a whoppin' mess of catfish. The fish fry was held in honor of the Riverside station men being transferred to the abuilding Roy S. Nelson Station.... festivities were in the Riverside Station assembly hall July 18. Left to right are, first row, E. S. Pratt, B. C. Cannon, and F. B. McGee; second row, D. O. Gipson, J. L. Dorociak, Rene De-Blanc and L. E. Stough; and, back row, W. W. Anderson, Jim Derr and Bob Guidry. K. W. Ferrell, E. Reed and E. J. Trouard were not in the picture.

JENNINGS

Jennings employees are vacationing in all parts of the country this year. G. W. Hall, J. W. Billodeaux and Hillard Myers are spending theirs at home. Mr. and Mrs. Cheris Trahan are touring New York City and other points along the East Coast. Mr. and Mrs. Hutt Reed are visiting Texas. Miss Jo Beth Carruth is vacationing with friends in the Smoky Mountains. Mrs. Sylvia Dupre and husband came home with nice tans, but won't tell where they got them.

—By Mary Ann Gauthier

LAFAYETTE

"There was an old woman who lived in a shoe..." Shoes may be okay with some folks, but the Joe Oliviers in Lafayette are having a ball in their new home on Eula Drive. Joe is secondary power tester here.

Mr. and Mrs. Joseph Gallet are the proud owners of a new Buick. We're so happy for you, Joseph. (Joe is a truck-driver in Lafayette)

It was wedding bells for Thomas Broussard, helper on the substation crew, and Rosie Mae Broussard, who were married at St. Mary Magdalen Church in Abbeville July 4. The newlyweds are making their home in Abbeville.

Former meter reader Norris Monique has left the Company to make a career in the U. S. Air Force. John Hollier, husband of Ann Hollier, temporary ac-

counting clerk here, takes over Norris' chores. The Holliers live on Monroe St. here in Lafayette.

Lafayette must be a great place! Among vacationers through here this month were **George St. Julien, L. J. Pitre, F. B. Sonnier, Oray Hernandez, Jimmy Daigle, O. L. Romero, Paul LaPoint, Denis Dugas, Jr., Gilbert Brousard, Ann Hornberger, and Barbara Cortese.**

Many happy returns to **Ann Hornberger, Joseph Gallet, Henry Buckalew, and Corbett LeBlanc, Jr.,** who are celebrating birthdays this month.

Our loss, Beaumont's gain - **Mrs. Jacqueline D. Giles,** local office clerk at Church Point, leaves her job there to follow her husband to Beaumont where he will be employed in the Relay Department. Replacing Mrs. Giles is **Miss Gertrude Wimberly,** sister of **Florine Daigle,** former clerk at the Church Point office.

—By *Cynthia Nolan*



Baton Rouge vacationers made the rounds..... but most of them headed for Florida.

The **L. F. Donaldson** family visited son **Jackie,** who is stationed at Rosewell, New Mexico. **Mrs. Jackie Donaldson** and son **James Francis** returned to Baton Rouge with the Donaldsons.

Mr. and Mrs. M. J. Cunningham vacationed in St. Petersburg, Florida, and on the way home "broke down" in Chiefland, Florida, somewhat extending their sojourn.

Mr. and Mrs. R. P. Scioneaux and son spent a June vacation at Pensacola Beach, Florida.

Mr. and Mrs. H. E. Buschmihle and family went to Miami, Florida, for their vacation.

Mr. and Mrs. J. C. Pizzuto and family spent their vacation at Percy Quinn State Park, Magnolia, Mississippi.

Mr. and Mrs. W. L. Cazes and family vacationed at Biloxi, Mississippi.

Mr. and Mrs. C. D. Sing and family went to Memphis, Tennessee.

Letha Austin, Gladys Smith and Virginia Yarbrough spent a few days "sunning" in Destin, Florida, and vicinity.

Mr. and Mrs. D. C. Gates spent a week's vacation in Florida.

—By *Virginia Yarbrough*



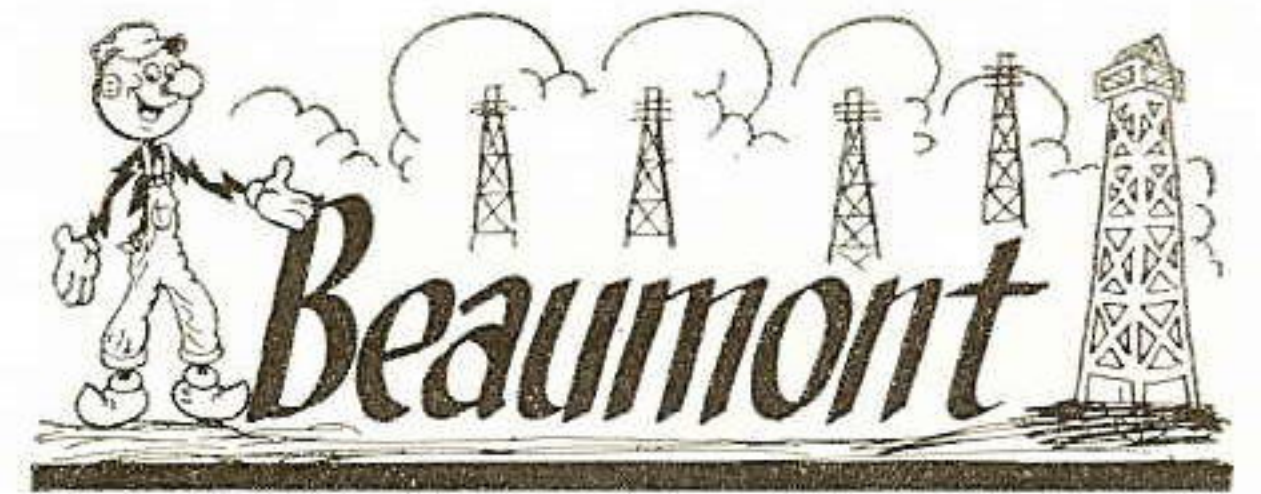
Fried fish and frog legs! That's the fare when Baton Rougeans get together-as witness the fish fry get-together of the men and families of "B" Shift at Louisiana Station recently. On hand for the outing at the U.C.T. Grounds were the families of **Frank E. Copponex, Cedric L. Blackwell, Aduron B. Cross, Lloyd J. Blanchard, Sabre J. Guidry, Lehman E. Strickland, James L. Reeves, Edward C. Kopp, Guy R. Reid, Morris J. Reynaud, Robert P. Rose, Ray Fisher, Eugene Andre, Robert C. Lafferty, Scott W. Bunch Joseph E. McMorris** and guests **Samuel L. Adams, Calvin A. Oubre and Andrew Jones.** It's rumored among reliable sources that the men did most of the fixing, giving the ladies a welcome respite from their "home on the range."

—By *Marion Brown*

Charles Dale Hotard, son of **Mr. and Mrs. J. G. Hotard,** was home for a 15 day leave after receiving his basic training in the U. S. Marine Corps at Camp Pendleton, California. His father is employed in our Baton Rouge T & D Department.

—By *Margie Force*

Harold E. Brown, Baton Rouge Division manager, has been elected to serve a three-year term as a member of the vestry of the St. James Episcopal Church in Baton Rouge. Mr. Brown was re-elected parish treasurer. At the same meeting, **C. Vernon Porter,** a director of our Company, was re-named senior warden of the vestry.



The Accounting Department extends the hand of welcome to newcomers **Mary Elizabeth Mathews, John Wayne Hodge, and Gwendolyn Swayze.**

Mary Ellen Babin took her vacation time in Benton Harbor, Michigan, while **Vivian Hays** and husband **Cary** went "way down south" to Destin, Florida.

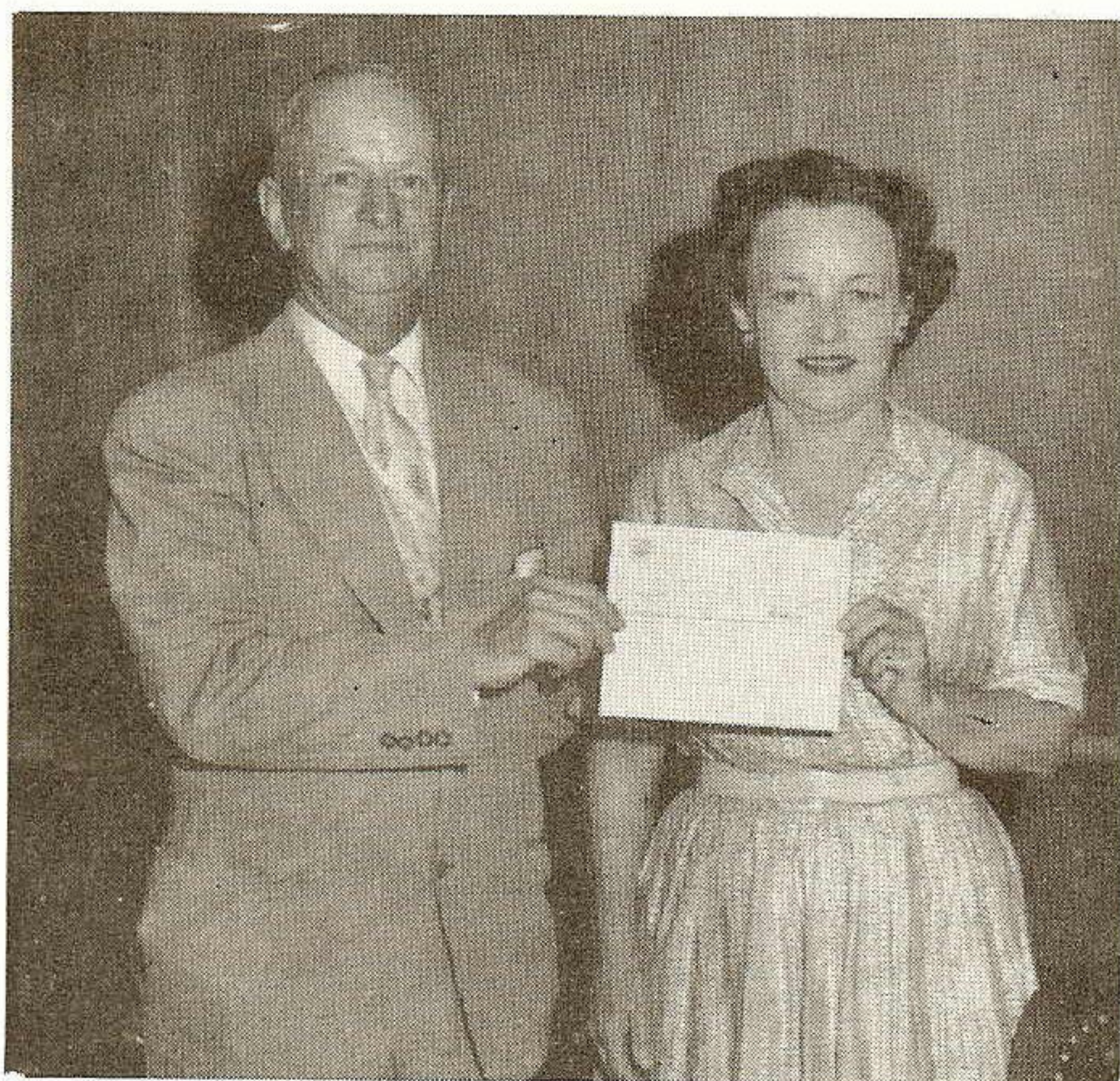
Dixie Taylor and her husband recently returned from Chicago where they got the jump on the rest of us and saw a midsummer football game, the College All-Star Game in Soldier Field.

Local folks vacationing nearer home in Louisiana and on the Mississippi Gulf Coast are **Mary Ann Sleeth, Lois Milazzo, Jerry Cabaniss and Ben Camo.**

Best wishes for an early recovery to **Betty Wiggins,** Advertising Department steno, who is recuperating in Baptist Hospital from a recent operation. Betty was the well-received model who last month graced Plain Talks' cover.



Watch your records, Bob Lemon! **John Jordan,** son of **Mr. and Mrs. J. D. Jordan** in Beaumont, was the pitcher of the league-busting Giants in the Spindletop Little League competition here. The Giants were city champions, notching 23 wins against no losses - John pitched one no-hit no-run 7-0 game. Mr. Jordan is supervisor of the Task Force (Project Engineering) in Beaumont.



L. M. Welch, Beaumont Division Manager, hands check for \$125,984.72 to Willie J. Brockman, Beaumont city manager, as payment for the largest street rental tax in Company history in Beaumont. The amount is based on two per cent of city revenues for the fiscal year ending June 30, 1958, and pays rental for the period August 1, 1958 to July 31, 1959. The tax payment would pay the cost of operating the Beaumont fire department for one and one-half months, or provide the city's general fund payroll for a half-month. Our Company pays street rental or gross receipts taxes to all incorporated communities served.

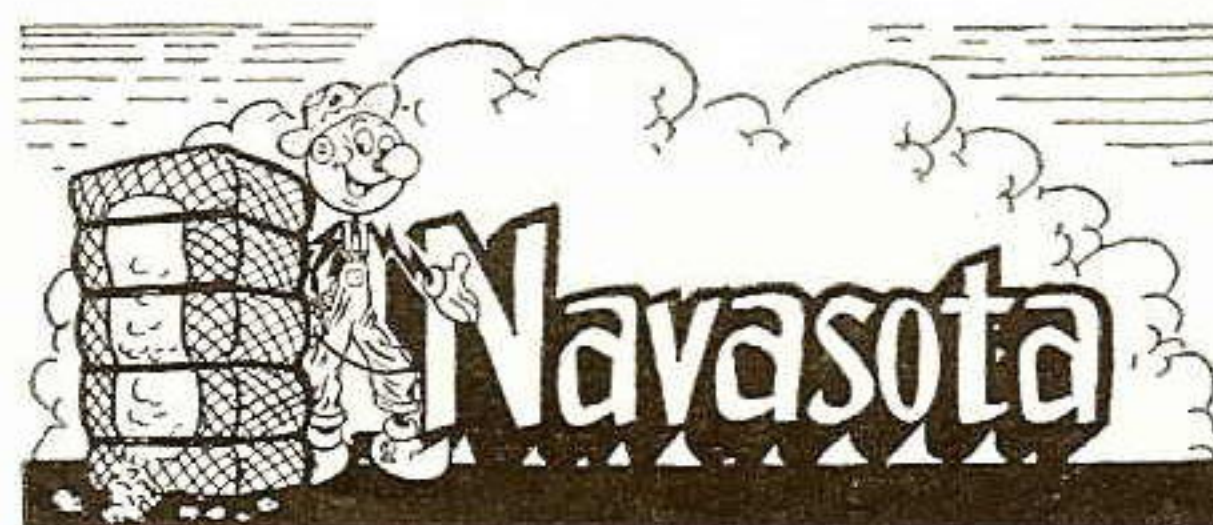
Boy, the lads in the Beaumont Engineering Department are really getting famous. These slide-rule boys are delivering talks before engineering students and are doing a bang-up job of representing our Company. In fact, they're doing such good jobs that some of the top national electric industry publications are printing the papers they deliver. For instance, the July 14 issue of "Electrical World" included an article by **J. O. Robichau** and **F. S. Roby**, both in Beaumont Engineering-Relay, entitled "A New DC Microwave System for High Speed Transfer Tripping," explaining the Company's new system which went into effect the first of August. Nice work.

The Engineering Department welcomes a new employee, **Marilyn V. Goldfield**.

—By Nadine Hester

The Beaumont Plant Accounting Department welcomes two new clerks, **Betty Duncan**, who joined us June 9, and **Shirley Stuart**, who began work July 11. Glad to have you, girls.

—By Minnie Marino



Move over, Natalie Wood, and watch out, Miss America. GSU's Navasota lovelies take a back seat to nobody when it comes to being "cover girl" caliber. Our nomination this month is **Nancy Scott**, 17-year-old daughter of **Mr. and Mrs. L. W. Scott**, of Navasota, who recently graced the cover of the HOUSTON CHRONICLE'S Sunday magazine supplement. Nancy teamed up with a big Grimes County watermelon to feature area agriculture. Mr. Scott is a serviceman in Navasota.

TRINITY

Mr. and Mrs. Keen Franklin have just returned from a vacation trip during which they visited their son, **K. W. Franklin**, and family in Evansville, Indiana, and relatives in Illinois. Mr. Franklin is district serviceman at Trinity.



Mr. and Mrs. Myrl E. Hollyfield, on the birth of their second child, daughter **Beverly Jean**, August 2. Mr. Hollyfield is in the Beaumont Engineering Department.

Mr. and Mrs. J. W. Lamm, Jr., on the birth of a daughter, **Anette Miller**, born June 13 at the Baton Rouge General Hospital. Mr. Lamm is local superintendent in Denham Springs.

Mr. and Mrs. Eldon E. Atkinson, on the birth of their third child and second daughter, **Catherine Marie**, June 29. Mr. Atkinson is in the Baton Rouge Production Department.

Mr. and Mrs. James D. Wallace, on the birth of their second daughter **Kathlene Lillian**, July 3. Mr. Wallace is in the Production Department at Baton Rouge.

Mr. and Mrs. Hank Rouse announce the birth of a son, **Hansford R. Jr.**, July 17. Mr. Rouse is in our Beaumont General Accounting Financial Section.

Mr. and Mrs. Rodney Touchet, parents of their first child, **Rocky Joseph**, born July 30. Rodney is a helper on the line crew in Lafayette.

SYMPATHY

Plain Talks extends sympathy to the family of **Harry H. Faulk**, Baton Rouge Gas Department foreman, on the death of his mother, **Mrs. Sadie Faulk**, July 5.

PLAIN TALKS extends sympathy to **Audrey Cundiff**, Port Neches office clerk, on the death of her father in Eudora, Arkansas.

Safety Contest Winners For Case Number Four Announced ; Case Number Five Presented

Case Number Five

TYPICAL ACCIDENTS THAT HAPPENED TO
GULF STATERS DURING THE MONTH OF
JULY, 1958

“While helping to move pole top into position
for raising into air, *sprained back.*”

Send your safety-suggestion ideas to Frank
Jones, Safety Director, Safety Department,
Beaumont.



What Safety Precautions Can Help Prevent "Heat Exhaustion?"

Listed below are the employees winning the Safety Department contest for the month of July, and their winning entries for Case 4.

R. N. Rouse, Beaumont Substation Department — “Avoid drinking excessive amounts of alcoholic beverages during hot weather periods . . . get plenty of rest during your off-the-job hours . . . drink lots of water, but not ice cold water.”

M. C. Van Winkle, Serviceman, Silsbee Service Department — “Get plenty of rest during your off-duty hours . . . when you become extremely hot while working, take a short break and cool off . . . be very careful about the proper diet during hot weather periods.”

Daniel Leger, Line Department, Lake Charles — “To prevent heat exhaustion, don't overeat . . . take plenty of salt tablets when doing hot, sweaty work

. . . . drink all the water that you can hold.”

Claude Strachener, Service Department, Beaumont — “During hot weather months, don't overtax your physical strength and try not to become highly excited when doing hot work . . . eat a good heavy breakfast, then eat lightly during the rest of the day drink plenty of water and don't forget salt tablets.”

Gerald Hotard, Substation Department, Baton Rouge — “Always be sure to take plenty of salt tablets when you do hard, hot work during the summer months . . . don't overload your stomach with food that is heat-producing drink plenty of cool water, not ice water people are prone to heat exhaustion when their nervous systems are not functioning properly and they are otherwise physically unfit or ill.”

THE OFFICE

BACK the Attack
DRIVE SAFELY

STOP

NOBODY COMING...
NO SENSE IN STOPPING

SCHOOL WAS OUT
15 MINUTES AGO..

WHY DON'T
YOU BUILD A
GARAGE AROUND
THAT HEAP!

P.S. 142
SCHOOLHOUSE

SLOW SCHOOL

MILK, BUTTER, EGGS...
WHAT ELSE?

GOOD GRIEF!
NO SIGNAL!

GROCERIES

SCREECKH

DOGGONE PEOPLE
WAIT FOREVER AT
A TRAFFIC LIGHT!

I'M NOT
WAITING ON
A LONG
FREIGHT

WHAT'S THIS?
PULLING OUT IN FRONT
OF ME? YOU
IDIOT !!

HONK
BLAT
HONK!

This cartoon may amuse some, but there is nothing funny about a careless driver. How many of us loudly proclaim the poor ability of other drivers while we get away with (literally sometimes) murder? When you get behind the wheel of your car or truck, remember, your life and others depend on your driving.

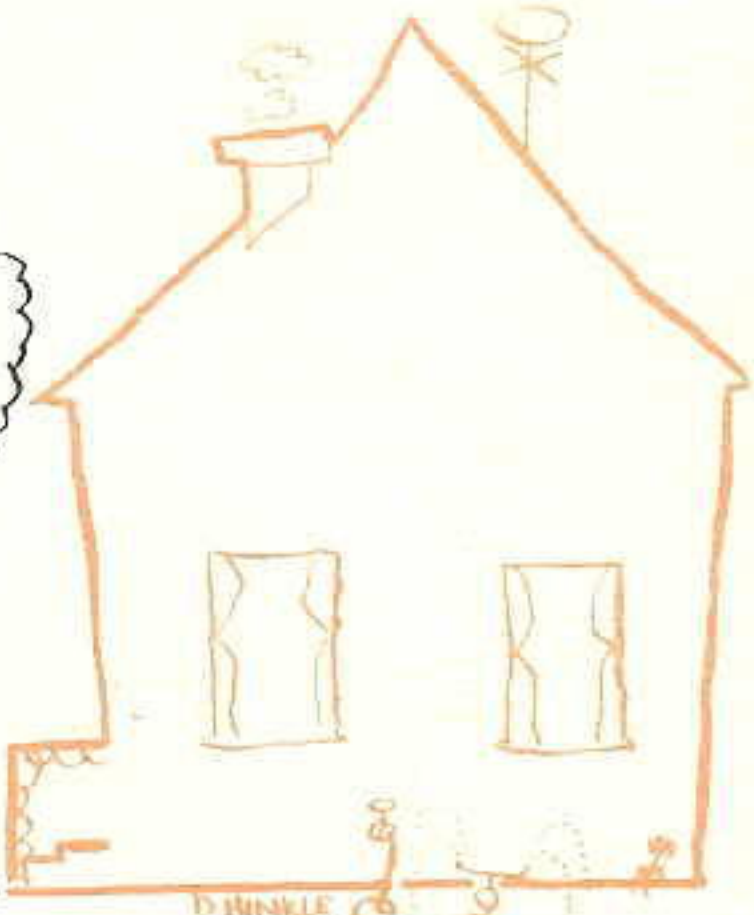
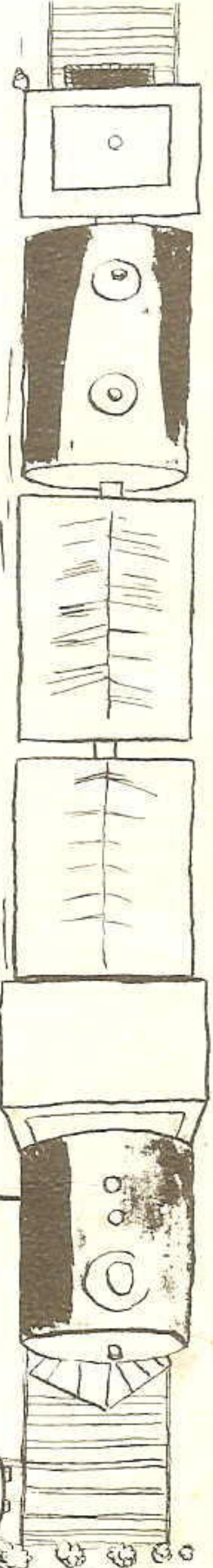
DRACTED
DRIVERS.. mumble..

..NO CONCEPTION OF
TRAFFIC RULES OR
COMMON SAFETY..

mumble..

I SHOULD HAVE
MADE A
CITIZEN'S
ARREST.

Mumblan



DINKLE