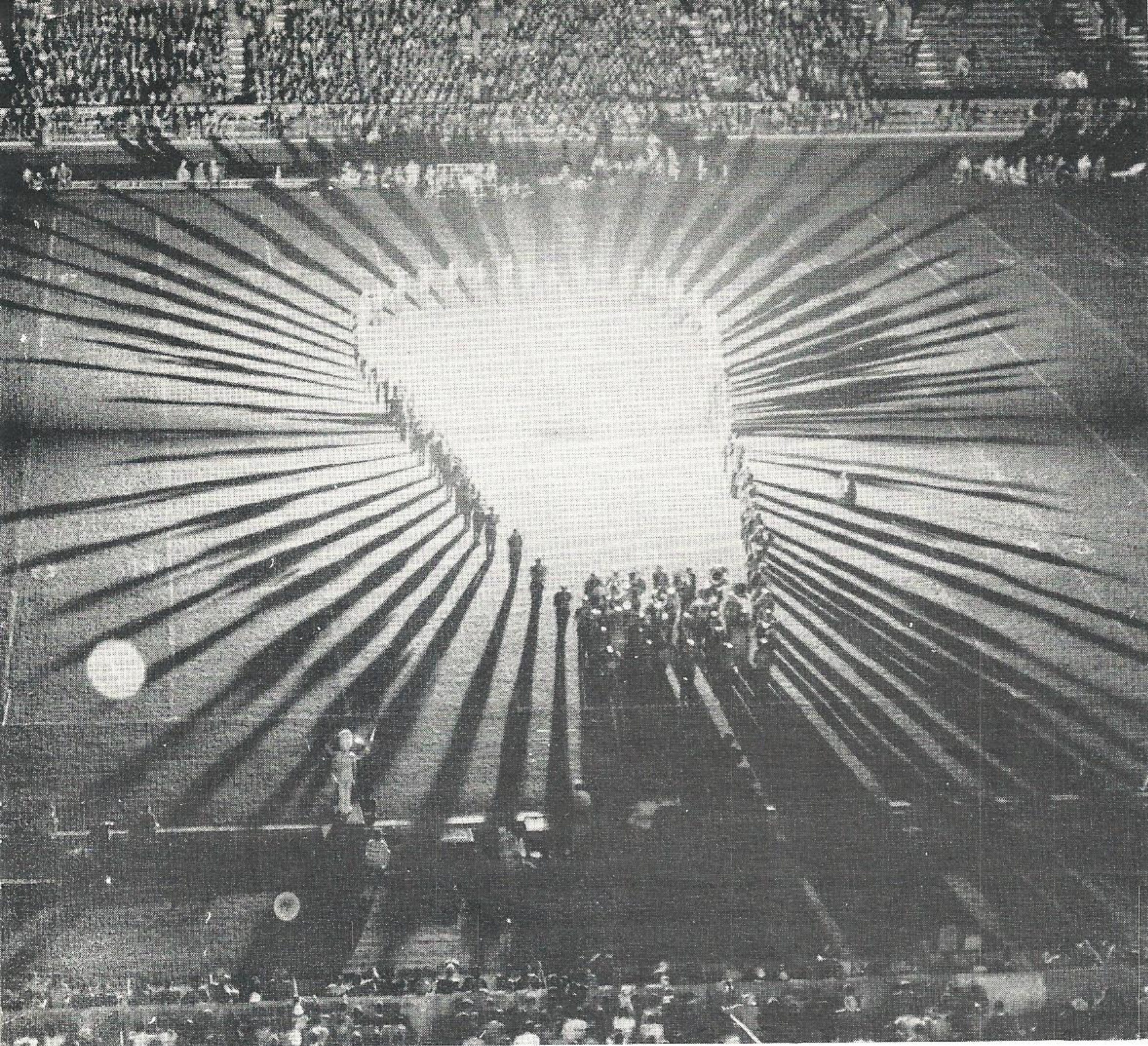




Plain Talker

GULF STATES UTILITIES COMPANY

DECEMBER, 1954



THERE WERE "ooh's" and "ah's"

aplenty in Baton Rouge and Beaumont as Gulf States collaborated with General Electric for Light's Diamond Jubilee programs. The attraction was G-E's 75,000-watt Jubilee lamp, the largest in the world. Above, it lights up Tiger Stadium for a halftime show at the LSU-Florida football game. The LSU band, directed by Professor L. Bruce Jones, built an impressive show around it. Below, President Roy Nelson addresses a standing-room-only crowd shortly before the lamp was turned on at the Southeast Texas State Fair, where it proved to be everything it was cracked up to be — and then some.



What They're Saying About

DIXON-YATES

AS THIS IS WRITTEN there is a lull in public discussion of the so-called Dixon-Yates electric power contract with the Atomic Energy Commission. The financing plan for the proposed Mississippi Valley Generating Company (Dixon-Yates) is before the Securities and Exchange Commission for approval. It may be several weeks before an SEC decision is reached.

It is regrettable that the real issues have become somewhat confused in the public's mind in this matter, as so often happens when politics mixes into business. The parties to the contract have confined their defense of the contract to the facts, but facts are seldom glamorous and more often than not lose the battle for the headlines to irresponsible, inaccurate charges.

As employees of a company which is a member of an industry serving America well but which by inference may now be "smear-ed" by the proponents of federal power monopoly who are opposed to the contract, it becomes a matter of self-respect for us to inform ourselves as to the facts of the Dixon-Yates matter. If there is something underhanded and contrary to the public's interest about this deal, we certainly should want to know. If on the other hand, this is simply another case where proponents of federal power monopoly are attempting to discredit a group of electric companies similar to our own company, then we should know that, too. The public — our public — will look to us for correct information and we should be prepared to oblige.

I think you will find the views expressed in editorials reprinted from several American newspapers and magazines very enlightening.

(The comments appear on the following pages.)



OUR COVER

VISIBLE FOR MILES each night with its dazzling array of lights and flares, Esso Standard's big Baton Rouge refinery is our cover subject this month. It's a patriarch in the oil industry dating back to 1909, employing 8,000 persons, able to turn out some 700 different products from its capacity of 300,000 barrels of crude a day. The picture shows only a small part of the refinery's total area, where alkylation units are operating under a full head of steam to handle their end of the complicated refining process — which squeezes every possible molecule of useable substance out of a barrel of oil. (Photo by Standard Oil Co., N. J.)



A magazine for employees of
Gulf States Utilities Company

Beaumont, Texas

December, 1954

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... MANY SUPPORT IT

Showdown on Socialism . . .

"The fight against the contract is being stirred by (1) Democrats for political reasons, and (2) people who believe fanatically in publicly produced (Socialist) electric power such as TVA generates. These Socialist-minded people think TVA should build that West Memphis steam plant at the taxpayers' expense . . .

That's the nub of the whole dispute—a showdown between Socialism and the free-enterprise philosophy."

New York DAILY NEWS

A Shrinking Profit . . .

"The fact is that the Dixon-Yates proposal contains no small element of risk. It arises principally out of the provision in the contract concerning construction costs. If the cost of building the plant at West Memphis should exceed the estimated \$107¼ million, Dixon-Yates would have to bear half the additional expense, up to \$117 million, at which point it would assume the entire burden. The carrying charges on the extra capital that would be required if the project cost exceeded its estimates would quickly begin eating into earnings. At \$117 million the return would shrink to less than 4%. At \$120 million and above it would completely disappear.

"The project will be built with private capital by a group which has a keen pocketbook interest in doing the job right. The contract may be cancelled by AEC at any time before or after completion of the plant, thereby giving the Government some protection against a future decline in its power needs or the advent of some new and more efficient source of electricity. And the transaction will save the taxpayers some \$100 million in original investment.

BARRON'S

An Exploded Effort . . .

"But the effort to discredit the contract in advance on the ground that the power participants have not entered into it with clean hands, has been exploded by the

SEC-FPC findings, it simply remains for White House or Republican National committee publicists to get the story across to Congress and the American people."

National Whirligig by Ray Tucker

PORT ARTHUR NEWS

Advantages & Benefits . . .

"In the first place, it should be said that I believe the proposed arrangement is in the interest of all of the people.

"The principal features of the contract and some of the advantages which will accrue to the Government are as follows:

"1. The AEC will be assured of a firm supply of power. The plant will be constructed and operated by experienced utility companies and backed up by an existing utility system . . .

"3. Cost to the AEC for power would be at rates lower, on a comparable basis, than rates under existing contracts with TVA or other private utilities . . .

"9. Financing with private capital avoids an increase of \$100 million in the national debt which would be required if the Government itself built the plant.

"13. There is no guarantee of return on the equity invested by the sponsors. For example, under the terms of the contract if the cost of construction and the cost of operations exceed the estimates on which the rate structure is based, the effect is that the so-called 9% return on the equity about which there has been so much misinformation would be reduced. Since this is a risk contract the contractor's profit can indeed be reduced to zero or result in a loss. There is no guarantee of any percentage return on the equity of the sponsors.

"14. As is customary in Government contracts, there is included in the basic rate structure to be paid by the Government an estimated amount for Federal income taxes. Terms of the proposed contract which relate to this feature are specifically authorized by law."

Lewis L. Strauss,
Chairman,
Atomic Energy Commission

TVA 'Sticks' AEC . . .

"The relative cost of power supplied by TVA as against that produced by private enterprise is a subject of constant bickering. However, Sen. Fulbright, in addressing the Senate last

July ninth, submitted figures to show that the Atomic Energy Commission has been paying more to TVA for its electric power than is charged to TVA's other customers in its area. Sen. Fulbright said it looked to him as if 'the TVA has been siphoning out of AEC quite substantial sums of money, in many cases at a higher rate than is taken out of local citizens, in a very satisfactory manner.' Undoubtedly TVA could charge less for power than can private companies which must pay taxes and interest on their capital, but what the Government would save on one side of the ledger it would lose on the other."

Chattanooga, Tenn.
NEWS-FREE PRESS

Issue Is Joined . . .

"The issue, in any case, now is joined between public and private power. As President Eisenhower sees it, the Dixon-Yates contract is the best deal that was offered the Government. As supporters of TVA see it, the contract is the first step in a campaign to hem in, perhaps destroy, the TVA. Thus, Dixon-Yates seems certain to be an issue for some time to come."

U. S. NEWS & WORLD REPORT

A Good Deal . . .

"By normal contract standards, Dixon-Yates is a good deal for the Government. In previous AEC contracts for power negotiated under the Truman Administration, the Government had to pay most of the increase if costs ran over the estimate. Under the Dixon-Yates terms, the company will be largely liable if costs run high, and the Government can cancel out if the power is no longer needed."

TIME MAGAZINE

The Real Reason . . .

"The real reason, the principal reason, why so much ado has been made by politicians and others over the Dixon-Yates contract is that it represents a turn-away from state socialism and conflicts with the aims of those who want to socialize not only the power business in this country, but all other forms of private enterprise."

THE BEAUMONT ENTERPRISE

Ignore One Truth . . .

"It seems to me that all arguments for the construction by the federal government of the additional steam plants ignore this one and very important truth: if the federal government assumes responsibility in perpetuity for pro-

viding the TVA area with all the power it can accept, generated by any means whatsoever, it has a similar responsibility with respect to every other area and region and corner of the United States of America."

President Eisenhower

The Other 47 . . .

"You know, this little furore being stirred up by a passel of senators—objecting to putting some kind of curb on a tax-eating TVA—should have some reverse English put on the ball. The furore should be on the other foot—a rising up by the folks who pay the fiddler—and amongst such are the citizens of the Tennessee environs. The 47 other states are the Tennessee environs."

Clinton CITIZEN-WATCHMAN

Fair & Reasonable . . .

"I would like to emphasize that I believe the MVGC contract is a fair and reasonable contract."

K. D. Nichols, Gen. Mgr.
Atomic Energy Commission

Bigger Than TVA . . .

"The issue at stake here, however, is bigger than TVA—big as it is. The real issue is how far the government should go in its services to the people to promote their welfare."

THE WASHINGTON COLUMN
by Peter Edson, Baton Rouge
MORNING ADVOCATE

Share the Risks . . .

"We have satisfied ourselves that this contract is entirely fair as a business proposition for the Government . . . The contractors have agreed to obtain their own funds and build their own plant to supply the Government's needs; they will share with the Government the risks involved if AEC's operations in this area are curtailed in the future. The ability and willingness to meet such needs and to assume a share of the risks involved is the very essence of our free enterprise system. I unreservedly recommend to the Committee this contract which is a splendid example of the way that system works. I want also to point out that the rates paid by AEC for power under this contract will be lower, on a comparable basis, than rates under their existing contracts with TVA or other private utilities."

Rowland R. Hughes
Director, Bureau of the Budget

The Phony Yardstick . . .

"As to TVA, he (American citizen) pays taxes to support a considerable group of civil servants who do the same job. And instead of getting any income from the operation, he is forced to pay taxes to give a favored area the blessing of 'cheap power.' The people's real interest in the matter (Dixon-Yates) lies in the service the industry renders and not in the perpetuation of a monopolistic bureaucracy over which they have only remote control . . . President Eisenhower's effort to permit the building of a privately owned steam power plant to meet the increasing needs for electrical energy in the TVA area was condemned by liberals and by local politicians as a sellout to the power trust. Originally, TVA was supposed to provide a yardstick by which the utility industry could measure its costs and its rates to consumers. But now that one private utility company appears willing to accept the challenge, cries of 'Stop, thief!' reverberate through the halls of Congress."

SATURDAY EVENING POST

Kefauver's Ambitions . . .

"The absurdities into which a man can be led by a rabidly partisan or ideological viewpoint is well illustrated by the position of Senator Kefauver on confirmation of two appointees to the Atomic Energy Commission . . . Senator Kefauver is (1) a Democrat with ambitions to be his party's 1956 nominee for President, and (2) an ardent advocate of the Tennessee Valley Authority and public power. Each of these things he has a perfect right to be, but both of them now color his attitude toward the so-called Dixon-Yates contract."

Fort Worth STAR TELEGRAM

Spreading Out . . .

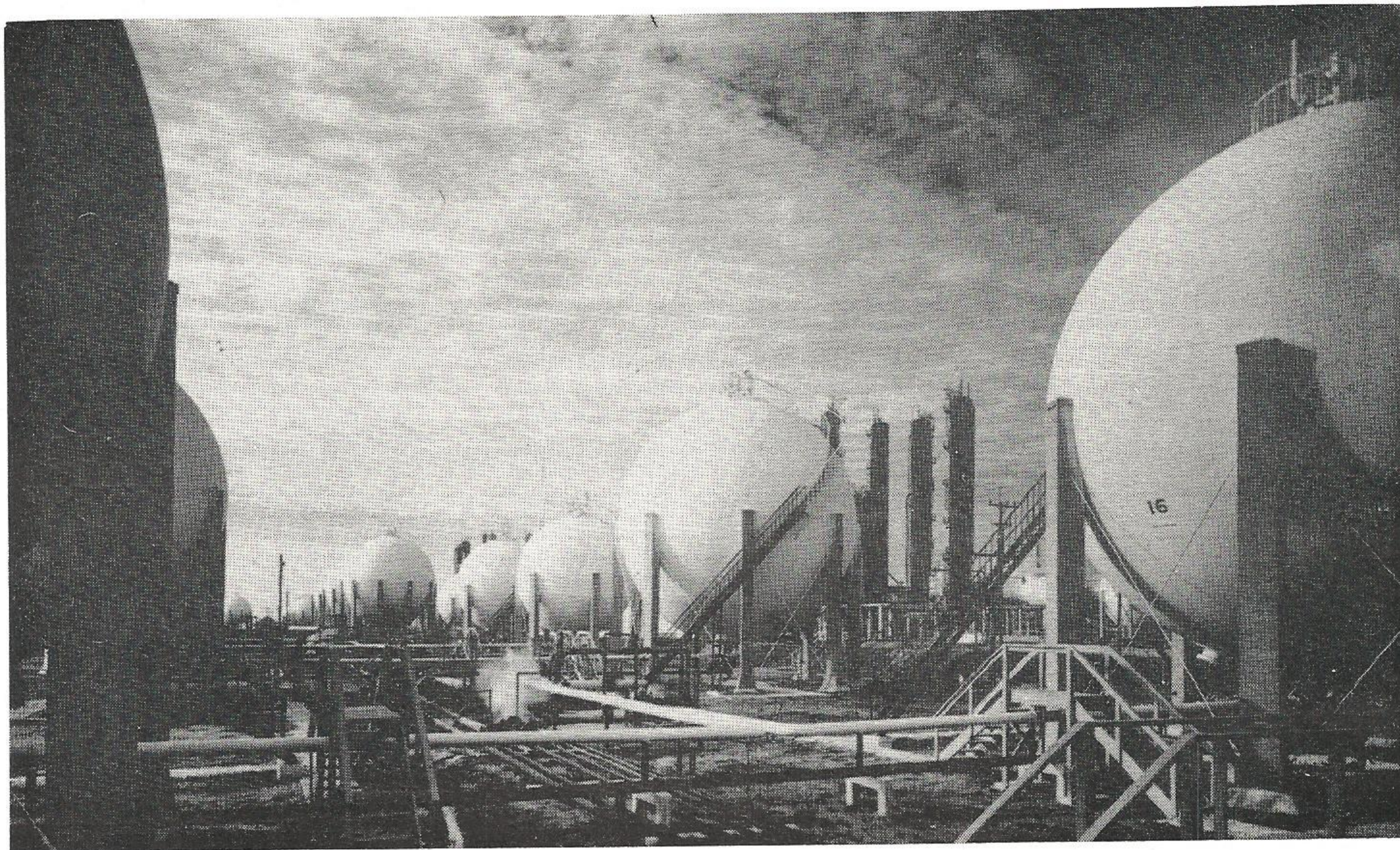
"Why all the shouting? It's not really a question of whether it's a deal or a steal. The real issue is public vs. private power."

"The Dixon-Yates contract was negotiated because the Republican Administration thought that TVA had already spread far beyond the scope and confines Congress originally intended, and because the Administration believes in letting private enterprise do the job when it is in a position to do so."

Tom Anderson, FARM and RANCH



The Federal milking machine — power projects such as the Tennessee Valley Authority are like gigantic cows that feed on the taxes of the people of all 48 states, but give their milk to the people of only one region. (From the booklet, "Light and Power in Texas")



Although their complexity prompted one observer to call them a "plumber's nightmare," Louisiana and Texas petrochemical plants are fascinating to artists and photographers, who admire the clean, abstract designs such as those found in spherical tank at Port Neches.

Industry views a **NEW HORIZON** along the Gulf Coast

THE OIL AND PETROCHEMICAL industries are a trademark of our part of Texas and Louisiana — the way pretty girls and oranges mean Florida, and coal and steel mean Pittsburgh. Oil and gas nowadays yield more than 1,000 different products, and all but a few can be (and are) made in the Gulf States service area. The result is steady jobs and good business.

Everybody is familiar with the more common oil products. They begin with gasoline and automotive lubricants and extend down to heavy substances like asphalt and coke. Then cigarette fuel, spot remover, kerosene and insecticides made from oil are household staples, as are a dozen others.

But in recent years we have seen the refinery chemists — who took the oil industry out of the horse-and-buggy class—making a lot of products now only a chemist can identify. Some of them have jaw-breaking names like "monoethanolamine" and "hydrazine." On an average day, about 20 new products (or new uses for old ones) are developed. Oil goes into a staggering list of items ranging from cleats for football shoes to plexiglass domes for jet bombers—not to mention perfume, nylon, rubber or medicine.

Some of these are products of the oil industry, pure and simple. Others are petrochemical industry products, and still others are strictly chemical in nature. The distinction for our purposes is difficult, because of overlapping activities and close cooperation between plants. But the question is unimportant. It was the oil and the natural gas that staged the party, and some mighty important guests have shown up in recent years.

Around the oil refineries have sprung up scores of plants not directly related to petroleum. They utilize the pool of skilled labor attracted by the oil industries, or perhaps the electric power (plug for Gulf States is in order), or maybe a refinery waste—or possibly all three. Industry loves company.

That still doesn't explain why the South Texas and South Louisiana coastal belt became the home of the nation's (and the world's) greatest concentration of oil and petrochemical plants.

The first — and obvious — answer would be the fact that there is plenty of oil and gas here, and it was discovered early. Beginning with Spindletop (when a breathless rancher rushed into Beaumont with the news, "They

. . . and if you don't believe it

ASK THESE PEOPLE

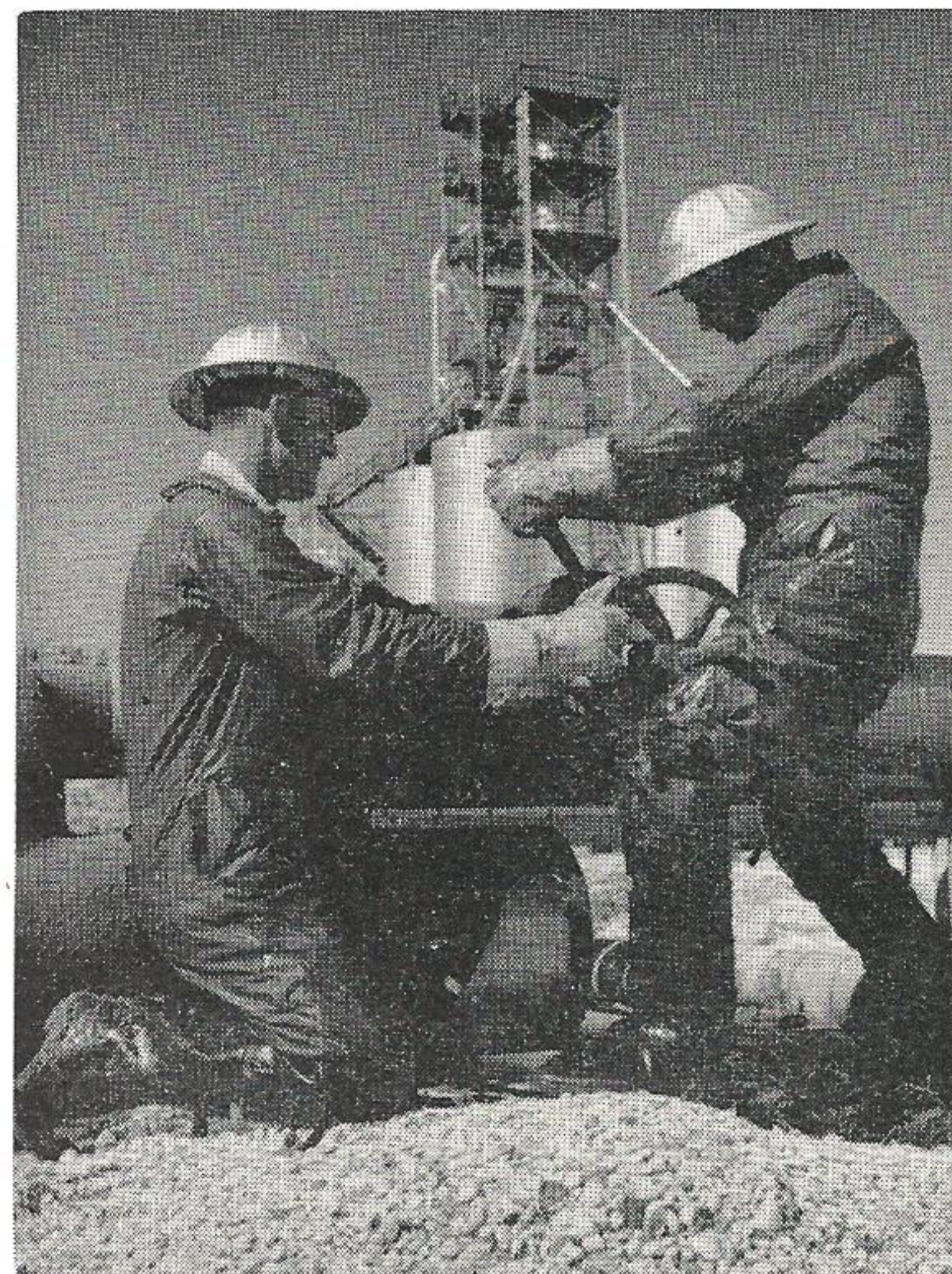
Acheson-Texas Corp.	Orange
Air Reduction Magnolia Co.	Beaumont
Allied Chemical and Dye Corp.	Orange
American Petrochemical Corp.	Lake Charles
Bay Chemical Co.	Weeks Island
Cities Service Refining Co.	Lake Charles
Columbia-Southern Chemical Corp.	Lake Charles
Columbian Carbon Corp.	Conroe
Consolidated Chemical Corp.	Baton Rouge
Continental Oil Black Co.	Lake Charles
Davidson Chemical Corp.	Lake Charles
E. I. Du Pont de Nemours & Co., Inc.	Orange
E. I. Du Pont de Nemours & Co., Inc.	Beaumont
Esso Standard Oil Co.	Baton Rouge
Ethyl Corp.	Baton Rouge
Foster Grant Co.	Baton Rouge
General Chemical Corp.	Baton Rouge
Gordy Salt Co.	Anse La Butte
Great Lakes Carbon Corp.	Port Arthur
Gulf Oil Corp.	Port Arthur
Houston Oxygen Co.	Orange
International Salt Co.	Avery Island
Jefferson Chemical Co.	Port Neches
Jefferson Island Salt Co.	Jefferson Island
Jefferson Lake Sulphur Co.	Starks
Kaiser Aluminum & Chemical Corp.	Baton Rouge
Kelly-Weber Co.	Lake Charles
Koppers Co.	Port Arthur
Mathieson Chemical Corp.	Beaumont, Port Arthur
Mathieson Chemical Corp.	Lake Charles
Morton Salt Company	Weeks Island
Neches Butane Products Co.	Port Neches
Pure Oil Co.	Nederland
Solvay Process Div., Allied Chemical and Dye Corp.	Baton Rouge
Spencer Chemical Co.	Orange
Texas Gulf Sulphur Co.	Liberty
Texas Gulf Sulphur Co.	Beaumont
Texas Plastics	Trinity
Warren Petroleum Corp.	Conroe

SYNTHETIC RUBBER

Copolymer Corp.	Baton Rouge
Firestone Tire & Rubber Co.	Lake Charles
B. F. Goodrich Co.	Port Neches
Naugatuck Chemical Corp.	Baton Rouge
United States Rubber Co.	Port Neches



Butyl rubber is being finished in the above picture at Baton Rouge; below, two men are shown at work on a steam line at a big Lake Charles oil refinery.



got a wild well out at Spindletop, and it's ruinin' my land!) and Sour Lake in Texas, and Jennings in Louisiana, one field after another has been brought in since the turn of the century with thrilling regularity. The search for oil in our service area has been intense, and geologists probably have as much accurate information about the ground underneath us here as there exists about any similar area in the world.

As offshore drilling begins in earnest (following deflation of a political football over so-called "tidelands"), still more fields are expected to be found.

Some may lie beneath 100 feet of water, but oilmen will find a way to reach them. They will spend a lot of money doing it, but with an estimated 100 oil fields out there within reach of presently available methods, the stakes make it worth while.

For example, an 8,600-foot well completed by three companies as a joint venture this spring showed a hard-to-believe total of 17 different sand layers saturated with oil or natural gas. The well, off the Louisiana coast, will have to be connected to land by means of an underwater pipeline.

A second reason why the industry thrived here has been the availability of sea-going transportation. When Pennsylvania's great oil boom began in the 1860's, storage facilities consisted of anything from a washtub to a cistern while thousands of teamsters and flatboatmen struggled to get the crude to the refineries and the oil to the market, such as it was. The price of a good wooden barrel rose to \$3.25 while the price of crude fell to a dime.

The cross-country pipeline has entered the picture now, and the coast is well "hooked up" with the big market

and industrial centers in the North and East. Oilmen say they can pipe a gallon of petroleum products to New York or Boston as cheaply as you can mail a postal card.

A third reason is the easy accessibility to an abundance of salt and oyster shells (for lime) and the availability of tremendous quantities of sulphur. To some producers these factors are far more important than any.

There were other reasons why the petrochemical industry was built here. Good water, a mild climate, inexpensive industrial sites and local hospitality are a few. Regardless of why the industry centered along the Gulf, there is one clear reason why it was born in the United States.

It's a classic lesson in the value of bold, free enterprise.

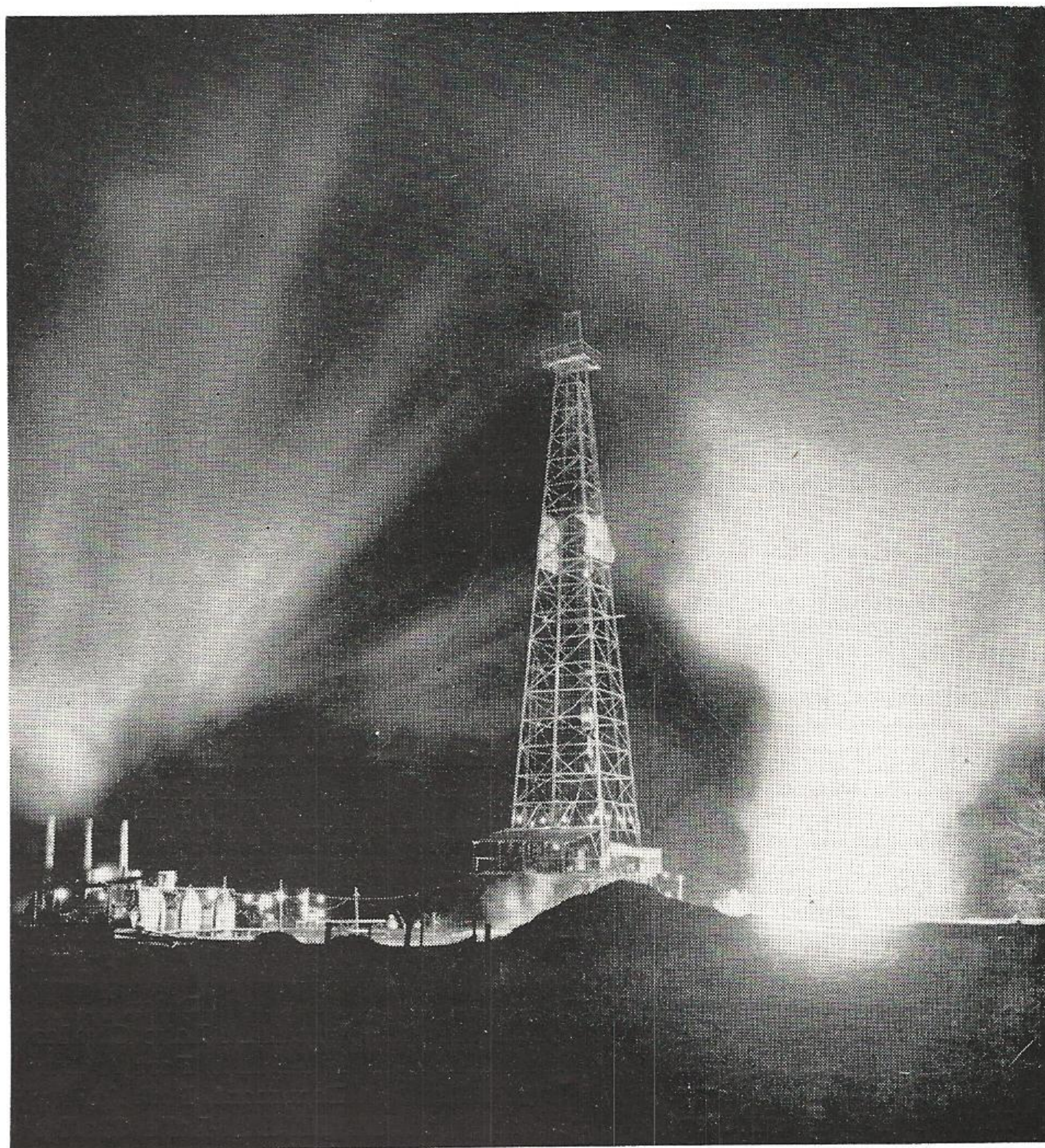
Nearly all of us unconsciously regard America as an oil-rich land, while the rest of the world is pretty much a "have-not" area. That isn't true; there's oil all over the globe, and the potential in some countries is greater than in America.

An executive in the industry once expressed it this way: "Oil is a natural constituent of the sedimentary rocks of the earth's crust, and sedimentary rocks, containing oil, are widely distributed in the earth's crust." But, he said, "Men have to be free to search for it."

It naturally follows, he pointed out, that they must be free to have a secure share of ownership when they find it, and they must be free to find new uses for it in the market. Exploration is a risky business and an expensive one. This year one major company announced that the average cost of a well has risen past the \$100,000 mark. If the well is a wildcat, the company said the odds are 8 to 1 it will be a dry hole. The good ones have to pay for the bad ones.

In the matter of proven oil and gas reserves, Soviet Russia is a good case in point. Many geologists estimate potential production there could exceed that of the United States, that rich fields await the arrival of the drill. But Russia has suffered chronic shortages, although exporting some for political purposes or for food. The engineer responsible for too many dry holes might find himself taking a cold vacation in Siberia.

Oil seepages in the Middle East and in other parts of the world were known and used since Biblical times; natural gas seepages were trapped and transported in bamboo pipes in China no



Louisiana oil rig's nighttime operation symbolizes the fact that despite heavy demand for petroleum products, oilmen are still finding more oil than we're using.

telling how long ago. But exploitation and development such as America has seen never took place elsewhere.

Almost half of all the sulphur produced in the world is mined on the Gulf Coast. As brimstone, sulphur was probably the first chemical man put to work for him. It is now used mostly for producing sulphuric acid which directly or as a by-product is the most widely used of industrial acids. So indispensable is sulphur to industry, and particularly the petroleum and chemical industries, that altogether about 160 pounds is used each year for every man, woman and child.

Salt has been essential to man's existence since the beginning of time. Our Gulf Coast is fortunate in having a virtually unlimited supply in several of the huge salt domes located here. About 99.9% pure salt is taken from the mines which furnish the industries hereabouts in addition to flavoring the food you eat. Salt is a basic ingredient of many chemicals and essential to the processing of many others.

No less important is the lowly oyster shells which abound in our beneficent Gulf waters. These shells have serviced man as building materials and road beds since he first came to the coast. But made into lime and used in the production of chemicals the myriad shells serve mankind throughout the civilized world.

Even in the United States, what we call the petrochemical industries are new enough to be considered almost a post-war baby. Certainly their arrival in our part of the country dates back only to World War II. But their progress since then has been an industrial miracle. What will they do in, say, another 10 or 20 years?

Gulf Staters, who live and work in what has been tagged the "Golden Bend" of the coastal territory, have a 50-yard-line seat to watch them — and many have already been in the game, as industry and power are on the same team and in many cases have combined forces to develop or expand some phase of the business.

SIDE BY SIDE with electric department people, 87 Gulf Staters in Baton Rouge's Government Street service center are operating a spry, 95-year-old gas business that has been matching the Capital City's vigorous growth stride for stride all the way.

It's the Company's only gas property. The department began as a manufactured gas plant the year the first oil well in the United States was drilled (1859). The shift to natural gas came in 1927.

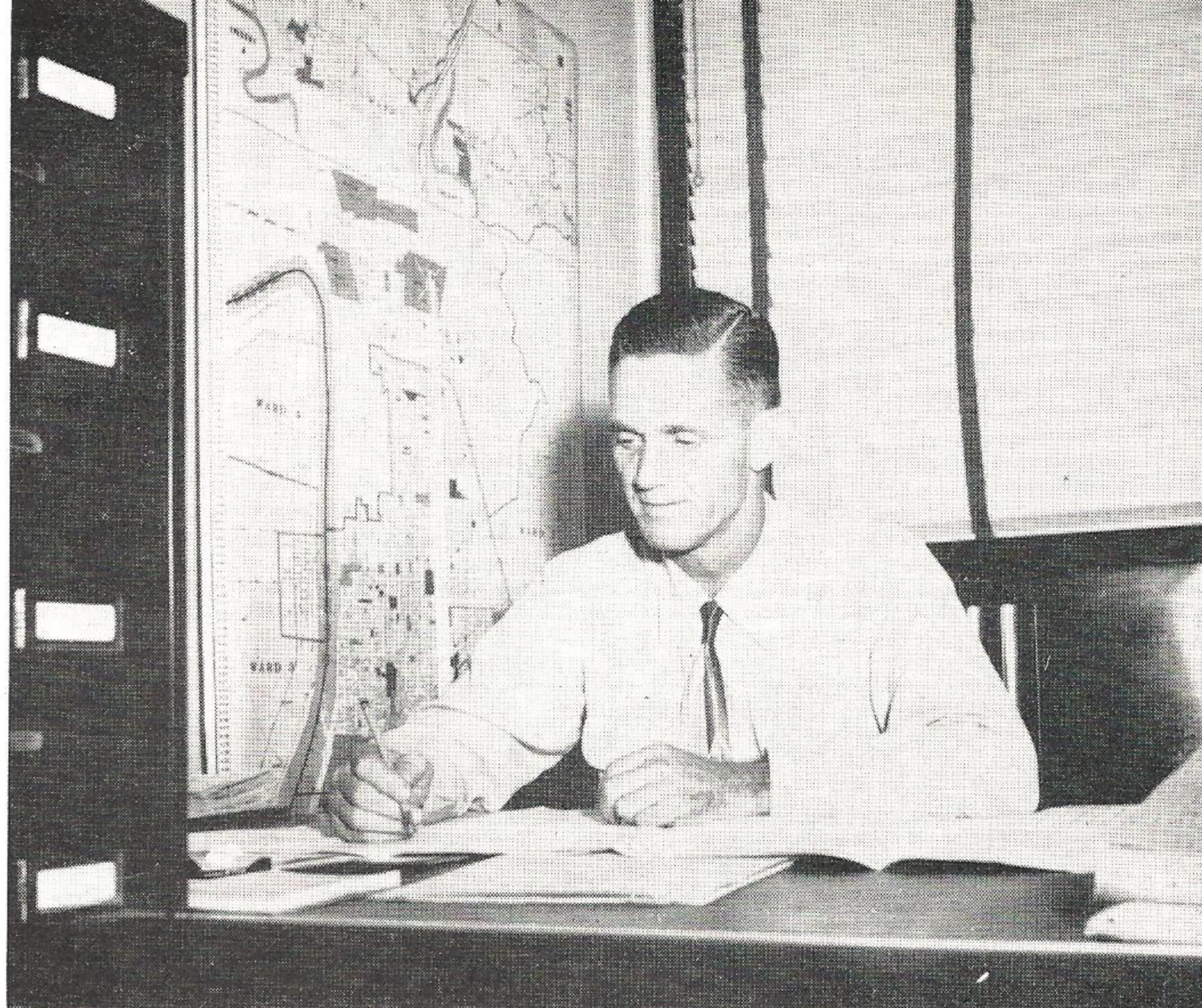
One of the organization's employees is a popular GSU veteran named James Q. Barrick, or plain "Jimmy" to his friends. He has been with the Company 22 of his 44 years, all in the gas business except for a brief stretch as a clerk and assistant storekeeper. Classified as a senior engineering assistant, Mr. Barrick does the same kind of work an engineering employee does in the electric end of the Company's operations — but he deals with gas flowing through pipes instead of electricity flowing through conductors. The essential problem for both is the same: give the customer good service.

He ranges over a good many square miles of the Greater Baton Rouge area, making on-the-spot investigations of requests for service, preparing bills of materials and cost estimates, making piping layouts and diagrams, interviewing architects and builders about prospective gas demand in new structures, determining land descriptions and titles, getting right-of-way agreements, figuring how to get mains extended under streets with a minimum of cost and confusion, seeing about securing right-of-way railway crossings and highway permits . . . plus a dozen or so other matters he may be assigned to handle.

Jim maintains direct radio contact with the office via the gas department's new radio wave length. This enables close coordination of activities which require immediate decisions.

All of which keeps him moving at a good clip during his day on the job. The city's mushrooming residential development, following on the heels of industrial expansion which made Baton Rouge one of the world's major petrochemical refining establishments, has given the gas department little rest since he joined the Company in 1932. Drainage and street improvements mean still more work.

"When I first came to work in the gas department," Mr. Barrick recalls, "we had less than 5,000 customers. Now we have over 40,000." In addition, most of these people are using a lot more gas. This means new lines, high-



This is Jimmy Barrick, Baton Rouge gas department employee for more than 20 years, kicking off his day's duties with a survey of paper work in the morning at the service center. Born in McComb, Mississippi, Mr. Barrick is a longtime resident of Baton Rouge — the only community Gulf States serves with natural gas.

a GULF STATER'S day

SENIOR ENGINEERING ASSISTANT

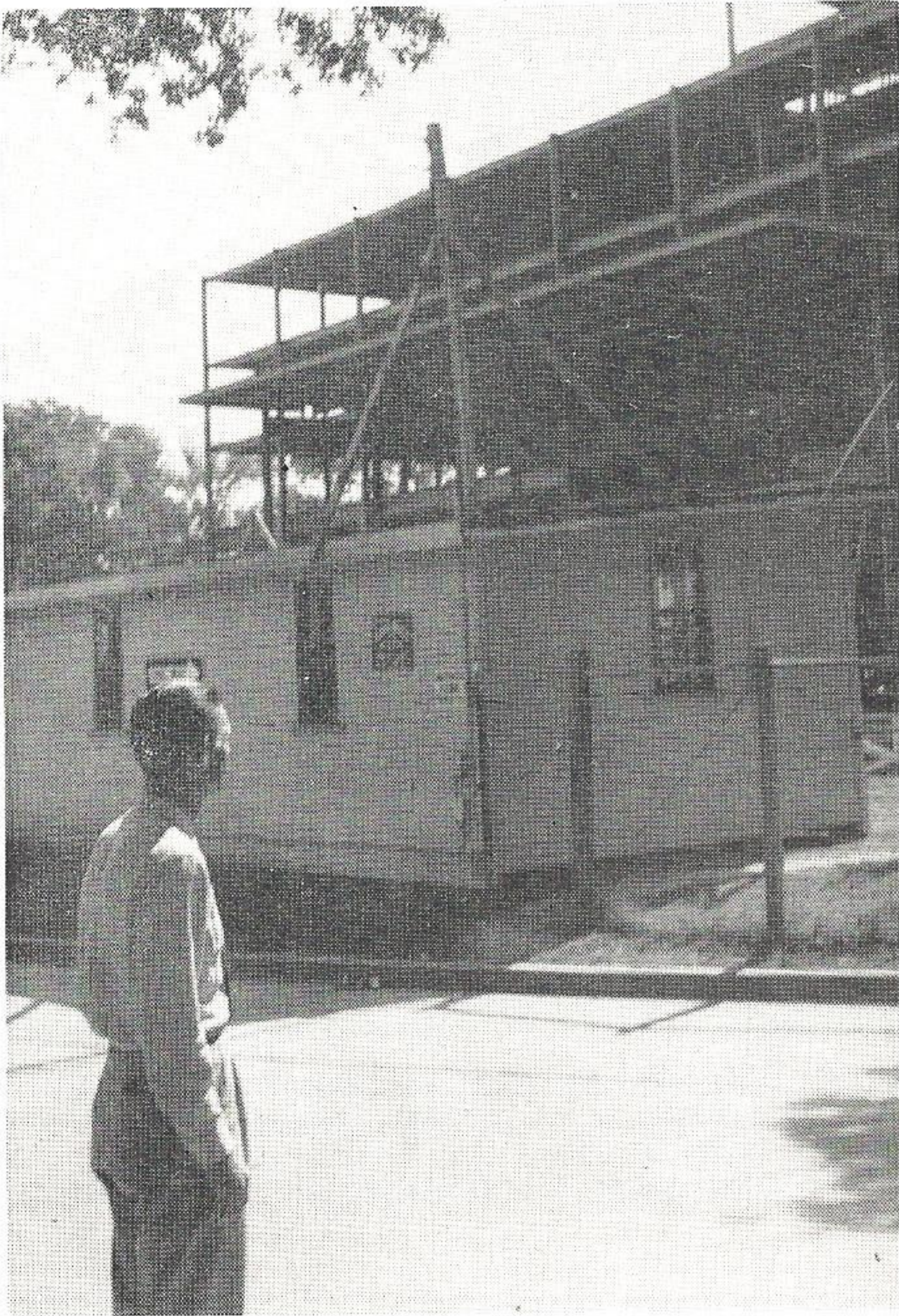
. . . GAS DEPARTMENT

er pressures, better controls and regulators, and constant attention on the part of gas employees.

As is the case with electricity, there's practically no end to the types of requests for gas service. When PLAIN TALKS toured Mr. Barrick's territory with him in his Company pickup, the department had on hand more than 400 requests in various stages of being taken care of. They ranged all the way from a new eight-story building on

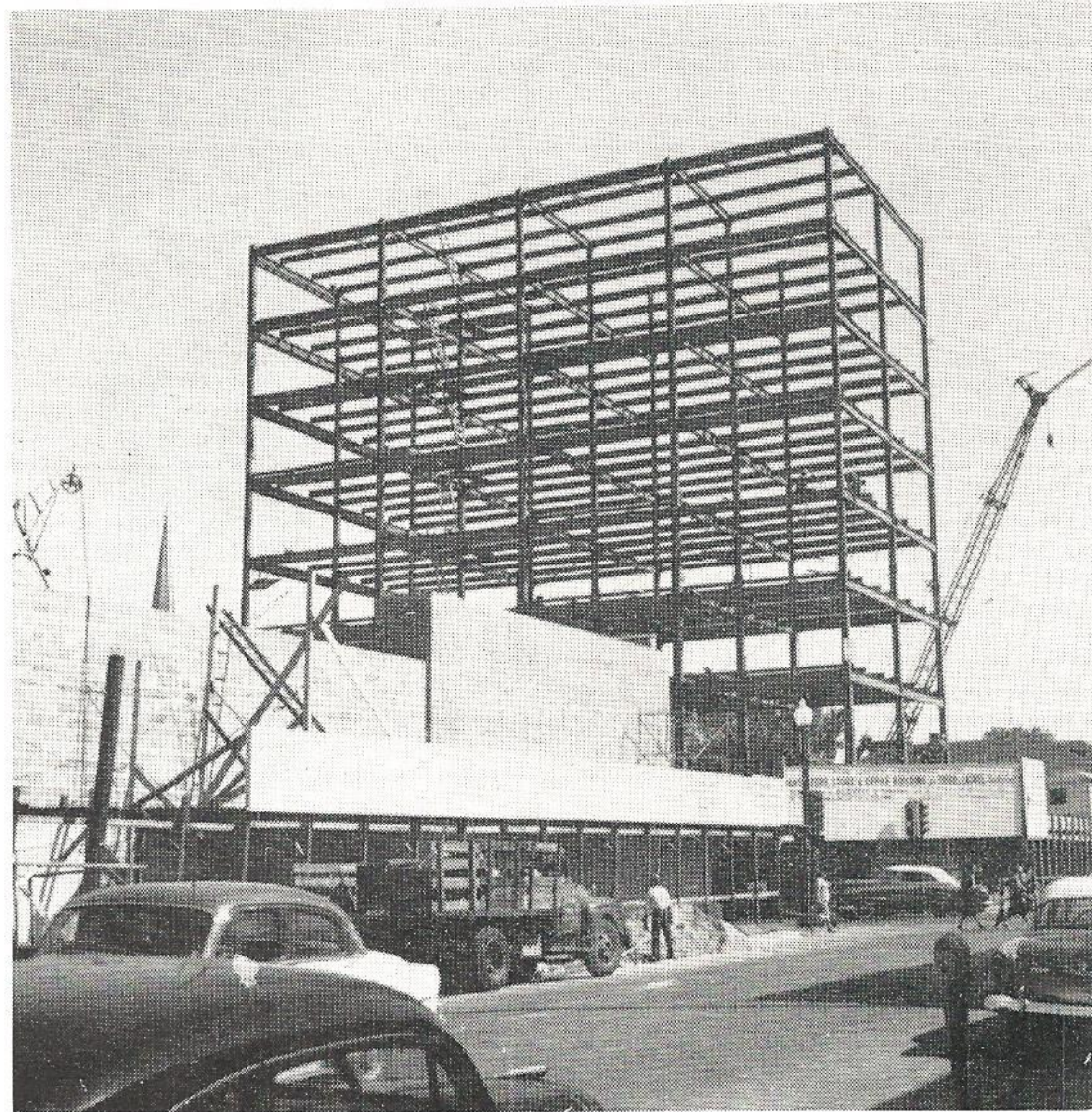
Third Street to a tent being used as temporary quarters for a small church.

The result is that in Baton Rouge, Gulf States has two distribution systems providing energy to the public — the electric system, most of which is visible overhead, and the gas system, which lies out of sight beneath the ground. Keeping the latter effectively extended over an area where more than 140,000 people live and work is the big job of people like Jimmy Barrick.



Going up on the site of Catholic High's old football field is this big building, which will house the Louisiana State Department of Welfare. The department has occupied office space in the capitol building but has outgrown its present quarters. Mr. Barrick stops by to discuss gas service with the contractor.

Jimmy's Ford pickup is his "office on wheels." Keeping records on the run, by means of a well-filled clipboard, he covers plenty of territory.



Plenty of new construction is in evidence at the Third-and-Laurel intersection. Dominating the skyline is an eight-story store and office building. Mr. Barrick explains that gas service will be available through an underground vault which has been planned well in advance.



In the coffee shop at the Government Street Service Center, Jim joins F. J. Bello, meter forman; Sharkey Bergeron, gas department senior engineering assistant, and Carl Harris, engineer in the electric department.

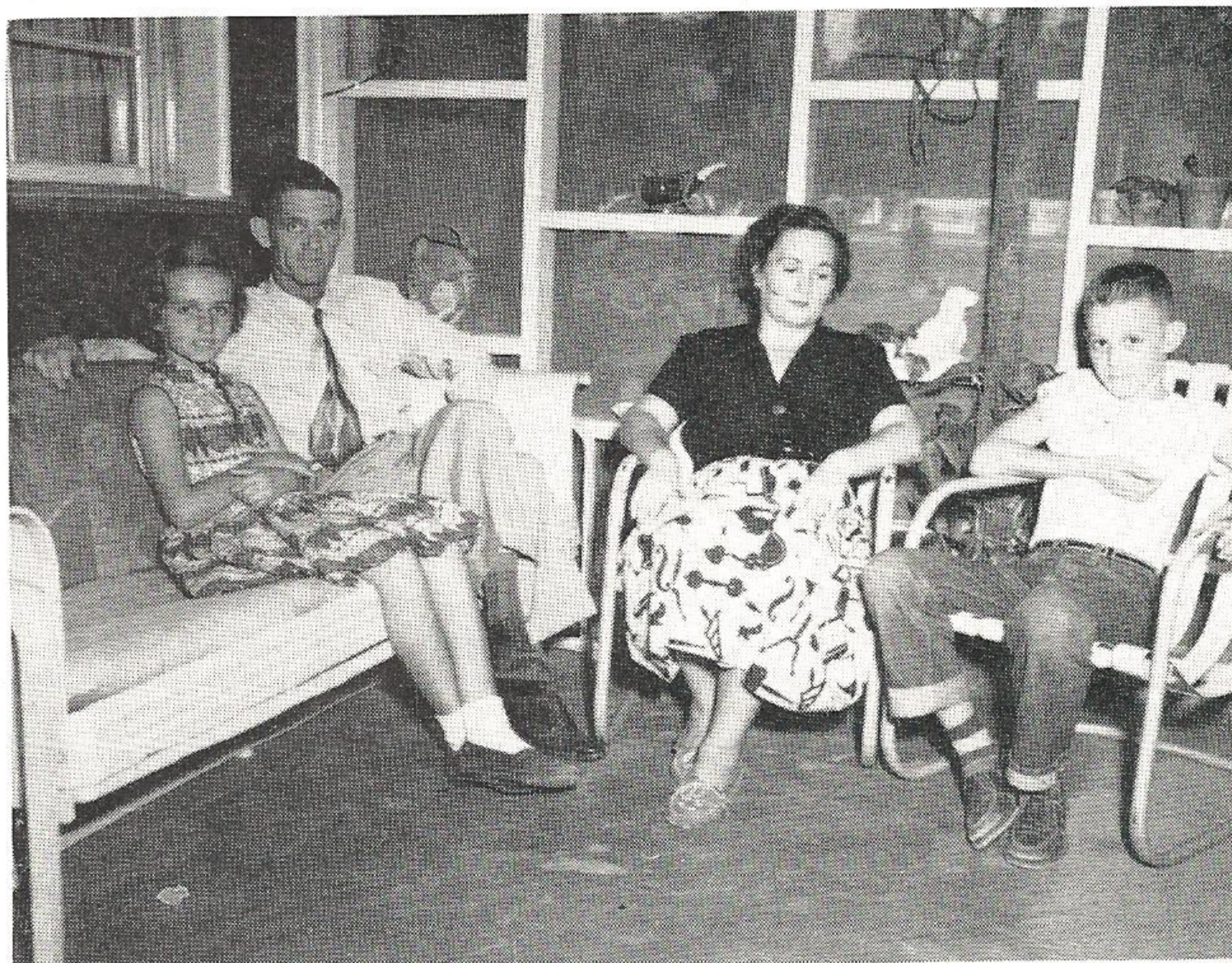


This is the new East Broadmoor subdivision, where houses are going up right and left. How far is this one from the GSU gas line? In a few minutes Jimmy will know, using a wheeled measuring device that he puts on the ground and rolls along from point to point. Along roadsides, he sometimes just holds it outside the truck window, drives until he



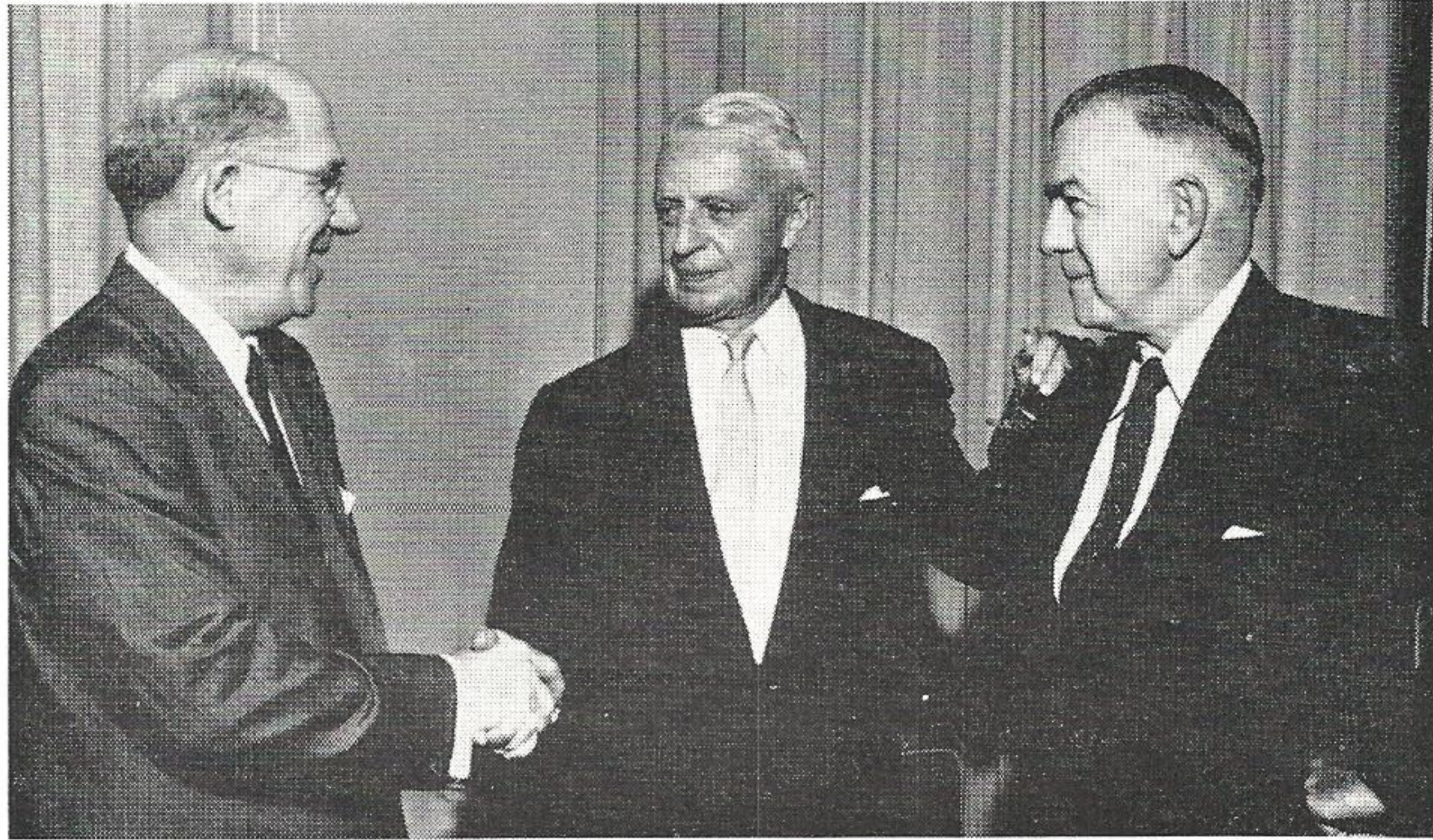
has covered the distance, then reads what the counter shows in feet. "People look at me like I'm crazy sometimes," he says, "but it's a lot faster than trying to handle a 50-foot steel tape by yourself, using a steel pin to hold one end of it down while you walk off the distance holding the other end." But he still does plenty of walking.

Back at the service center, he confers with Cooper Spengler, gas distribution supervisor. R. O. Wheeler, whose office is just down the hall, is in charge of the department. If all the gas department's pipe and main were dug up and laid in a straight line, it would reach from New Orleans to Atlanta with enough left over for a generous loop at each end.



Home for the day, Jimmy joins part of the family on the porch of their home on the Airline Highway. With him are Mrs. Barrick; daughter Barbara, 9, and son Gary, 11. The Barricks' oldest son, J. Q., a former Gulf Stater, will be home soon from the Air Force, bringing with him a new wife. Next oldest is Reggie, 19, who was in between basketball practice and taking in a football game when the picture was made. Last year, he played on Baton Rouge High's state championship basketball squad; this year he's an LSU freshman. Mr. Barrick's spare time is well taken care of working around the house, which he and the family built for themselves.

MR. TOM HANLON RETIRES



Mr. Hanlon is congratulated by President Nelson and Vice President Leonard.

THOMAS J. HANLON, JR., Chairman of our board of directors since 1947, retired November 1 and resigned from his position as board chairman. He will continue to serve as a director of the company.

Mr. Hanlon's retirement ended a career of 47 active years in the utility industry.

President and Mrs. Roy S. Nelson were hosts to Gulf States business associates and their wives at a dinner in honor of Mr. and Mrs. Hanlon in Baton Rouge the evening of October 27.

Highlighting the occasion was Mr. Nelson's tribute to Mr. Hanlon's "long record of loyalty and work for Gulf States and his splendid record of un-

broken service to the industry."

Mr. Nelson added, "Mr. Hanlon is resigning from active participation in our day-to-day operations as chairman of our board. We are pleased, however, that his connection with the Company will continue, as he will remain a member of the board so that we will be able to avail ourselves of his advice and counsel."

Career Began in 1907

Mr. Hanlon's experience in public utility operations dates back to 1907, when, upon graduating with a degree in electrical engineering from the Lawrence Scientific School of Harvard

University, he joined the Stone and Webster organization in Boston and transferred shortly thereafter to Dallas, as assistant to the master mechanic of the Street Railway System. In those days great emphasis was placed on training of personnel for executive positions in the street railway industry, which was a thriving and prosperous industry.

In 1908, he was assigned to Pensacola, Florida, as railway student with the Pensacola Electric Company. The following year he became railway superintendent of the Company, and in 1913 he was made manager. In 1919, he was transferred to the Tampa Electric Company where he served as

As host and hostess look on, Mrs. Hanlon unwraps a sparkling imported silver service tray, one of several gifts presented during the party, which Mr. and Mrs. Roy Nelson gave in honor of Mr. and Mrs. Hanlon.



vice president and manager until 1931.

In 1931, Mr. Hanlon was elected vice president of Engineers Public Service Company, and moved to New York to act as operating sponsor for Baton Rouge Electric Company, Louisiana Steam Products Company, Gulf States Utilities Company, El Paso Electric Company, Western Public Service Company, Ponce Electric Company, Savannah Electric and Power Company and the Key West Electric Company. All of these companies were subsidiaries of Engineers.

Became Chairman at GSU

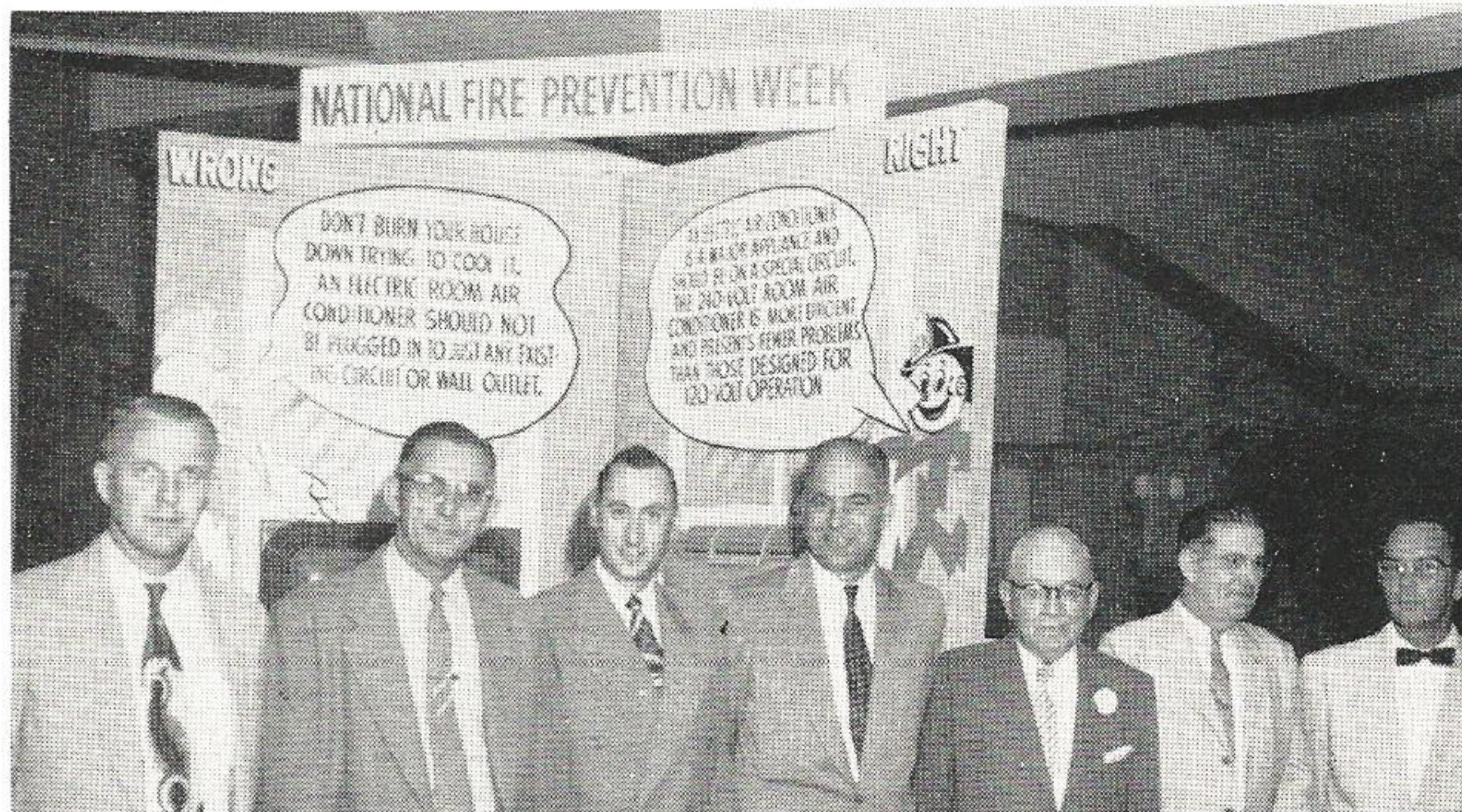
In 1947, the holding company was dissolved, and Mr. Hanlon, who had been a vice president and director of Gulf States, was elected Chairman of the Gulf States' Board of Directors.

Since moving to Louisiana in his capacity as board chairman, Mr. Hanlon has resided in the Baton Rouge area. Mr. and Mrs. Hanlon, their daughter, Eugenie, and their son, Michael, now live at Twin Oaks Farm in Prairieville.

At the party in his honor, Mr. Hanlon and Mrs. Hanlon were presented several gifts.

Special guests at the event were Mrs. Hanlon's mother, Mrs. T. H. Glancy of St. Louis, and the two children, Eugenie and Michael.

The Board of Directors, meeting November 10, did not act to fill the Board Chairmanship vacancy resulting from Mr. Hanlon's retirement. The duties of the chairman may be combined with those of president, and the former post abolished, it was said. The duties of the positions are being administered by Mr. Nelson as provided under the company's by-laws.



Gulf States and the Baton Rouge fire department teamed up during Fire Prevention Week, with Reddy Kilowatt giving out good advice to the public about checking electric wiring to prevent fire. Here are W. P. Tucker, A. L. "Les" Faures, Dick Krouse, Niles Woodward (of the National Fire Prevention Association), Fire Chief Robert Bogan, George Lill and John Chambers, shown before the GSU display.



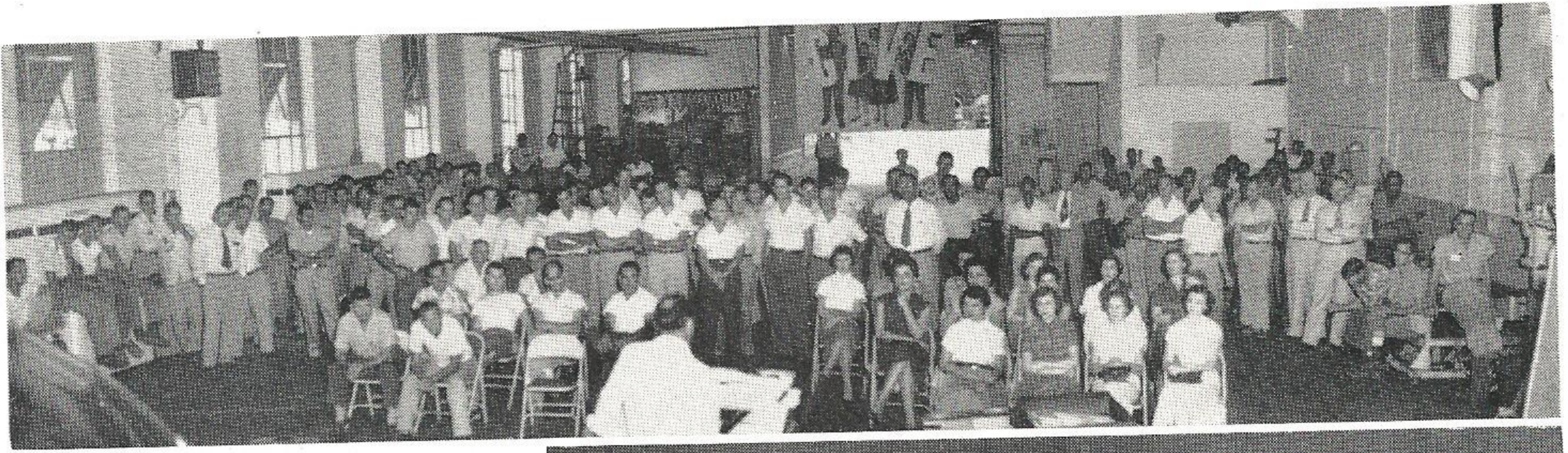
A highly informative presentation on the subject of "Incremental Loading of Generating Units" was staged in Beaumont and Baton Rouge for the benefit of Gulf Staters not familiar with the technicalities of this handy innovation. Shown at Baton Rouge following the demonstration are E. E. Figari, W. W. Eckles, Curtis Johnson, Jimmy Derr and G. G. Hall. The display featured flashing lights that told the audience what was going on at each generating unit at the Company's power plants under a given set of conditions.

CORRECTION

The editor regrets that in last month's PLAIN TALKS a photograph showing J. O. Bauman, Louisiana Station, incorrectly identified him as W. L. Straughn of Beaumont. Mr. Bauman and W. A. Whitten, Neches Station, were posing with a snake which

grounded a transmission line. The picture, made in 1929, was among the "Family Album" snapshots included in the Light's Diamond Jubilee issue.

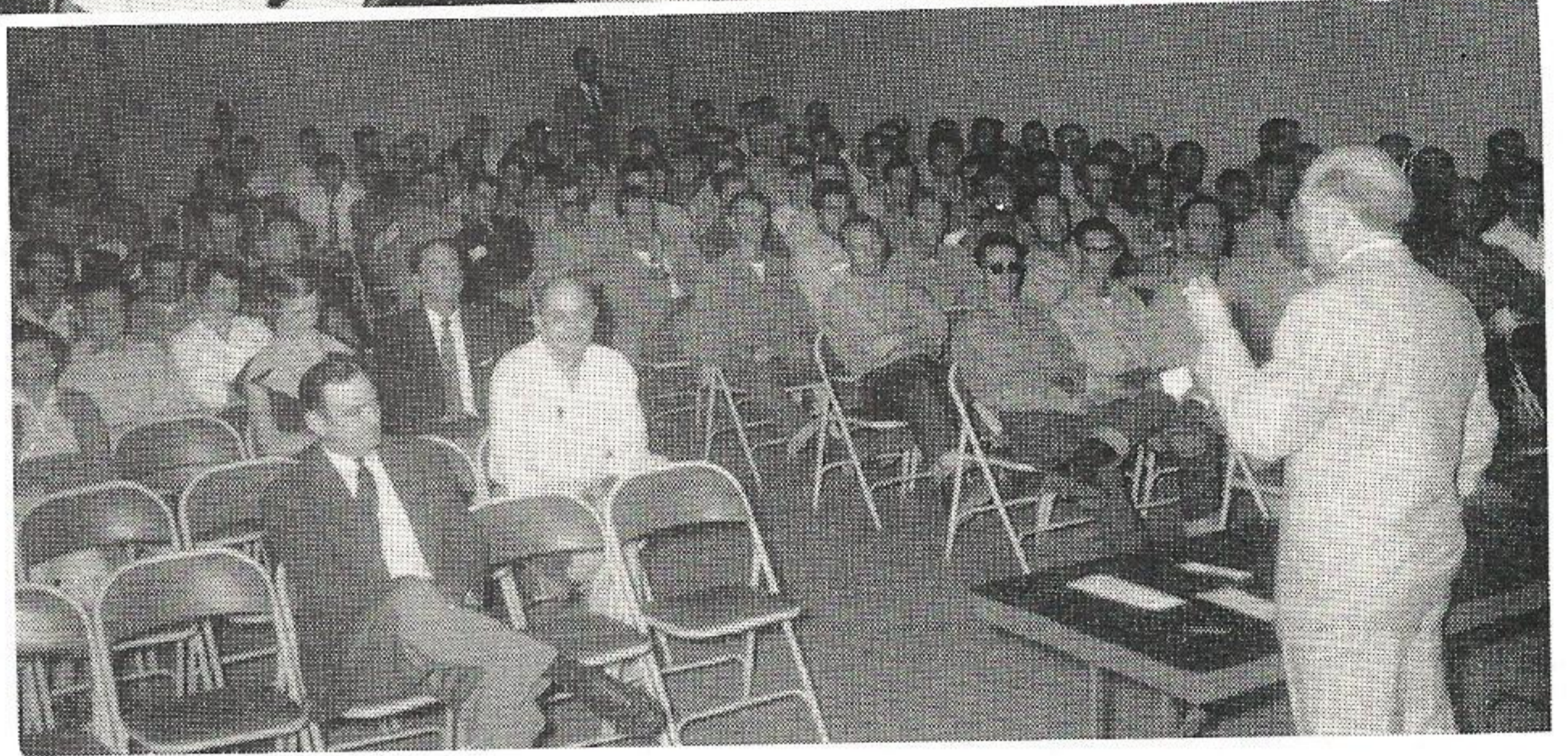
Apologies to Mr. Bauman and Mr. Straughn.



Gulf Staters

Are

GOOD GIVERS



At top, Baton Rouge group; above, Beaumonters hear Mr. Nelson.

IN WHAT has virtually become a tradition, Gulf States' volunteer workers again assumed a very important part in the 1954 Baton Rouge United Givers Fund and the Beaumont United Appeals campaign.

Baton Rouge volunteer-worker leaders who put Gulf States over its quota in a weeks time were:

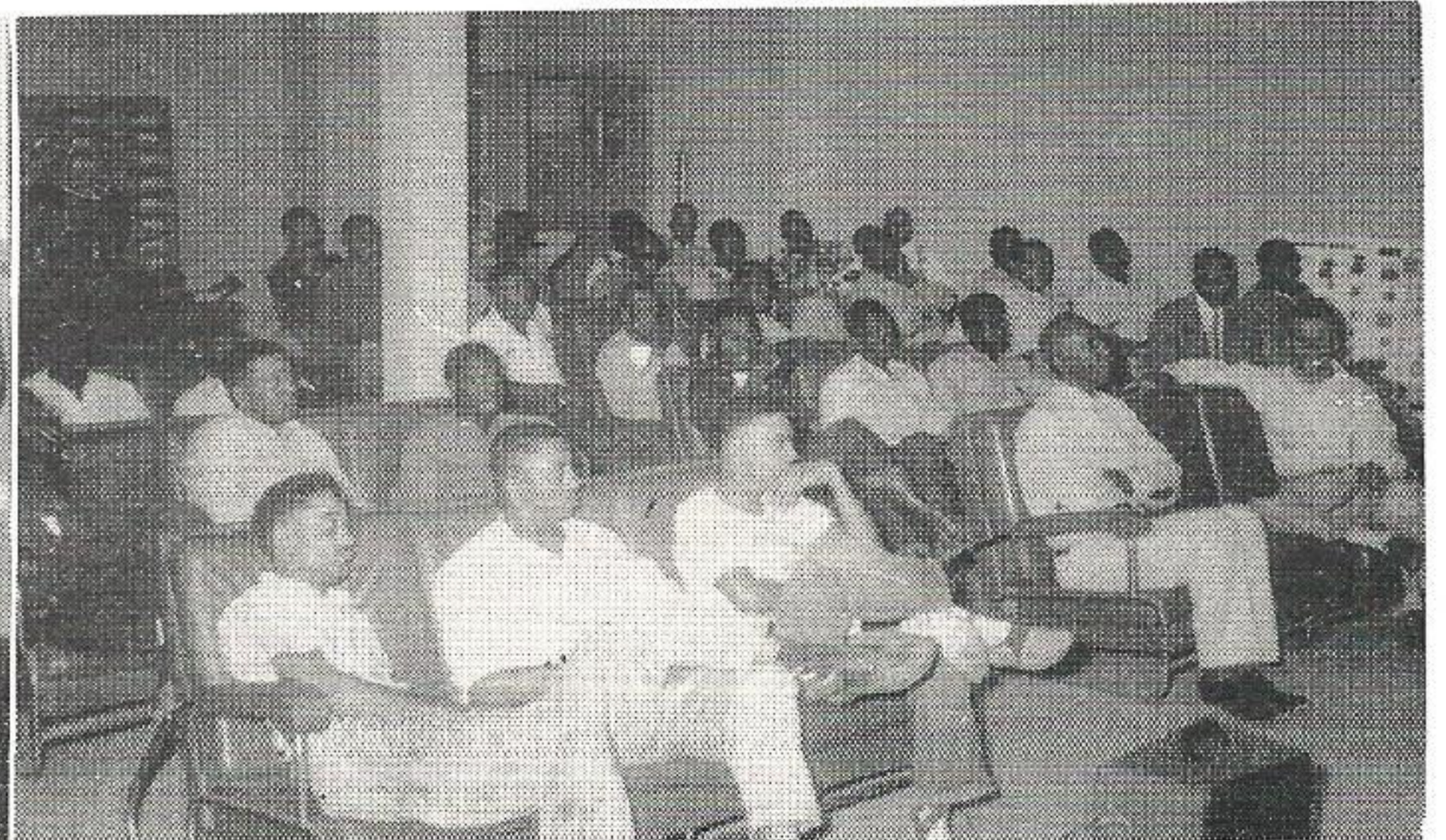
H. W. Ballard, electric meter, chairman; Walter Benjamin, sales, co-chairman; Wilson Cazes, appliance repair; Russell Bonnette, electric engineering; Ben Campo, accounting; Norma Alford, sales; Virginia Yarborough, and Evelyn Distefano, electric service; E. A. Cowart and Sharkey Bergeron, gas; A. L. Faures, electric meter; Cooper Spengler, gas engineers; Percy Walters, Bill Harger, Norman Head, Valdemar Westh, W. L. Jones, Dick Lawton, and F. E. Copponex, Louisiana Station; M. R. Williams, J. R. Braud, Gordon Minor and Barney Calvit,

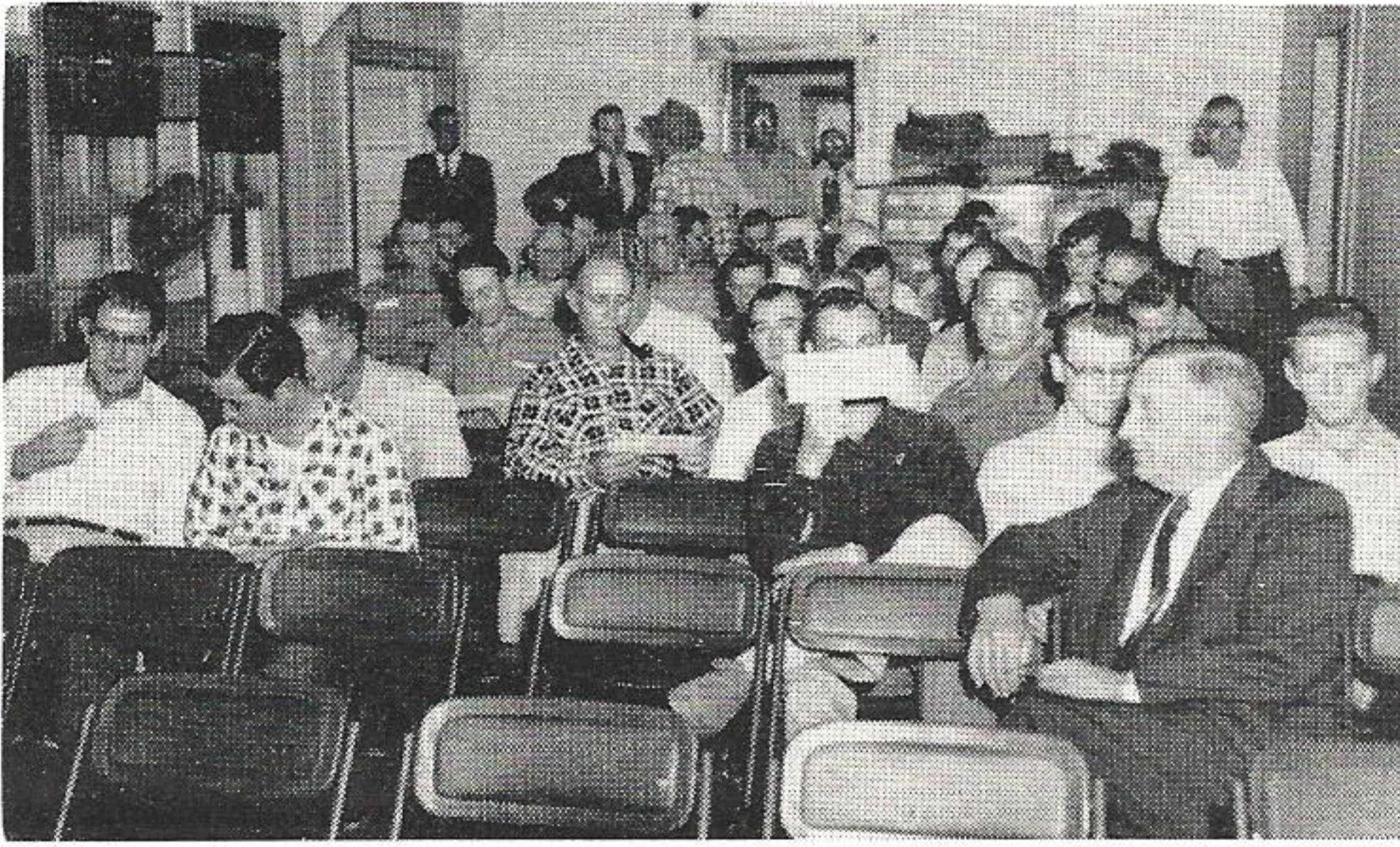
line. Vice President H. C. Leonard and Vice President and Assistant Treasurer L. V. Smith, also were present and addressed the group.

Jim Turner and Julie Hays handled publicity for the Company drive.

At Beaumont work leaders who helped Gulf Staters contribute over \$16,000 were: Ross Iles, engineering; Archie Whitson, production; A. C. Faggard, accounting; J. W. McMinn, repair; Tommy Sturrock, garage; Tom Stitler, Bob Summers and Perry Sanderson, line; Tommy Brown, meter; O. N. Dickson, substation and Osby Kirkwood, storeroom. President Roy Nelson and General Sale Manager E. L. Robinson plus W. H. McMullen, Boy Scout executive, made talks to the various groups. Ralph Spafford headed the Beaumont worker's committees.

The two meetings shown below were attended by Beaumont employees.





Above are Beaumont meetings; below, Baton Rougeans assemble.



Sales Folks Schooled on Good Lighting Technigues

A COURSE in lighting fundamentals was staged for sales department personnel November 30-December 1 at Beaumont. General Sales Manager E. L. Robinson opened the meeting, which heard Vice President L. F. Riegel, Director of Commercial Sales C. F. Contois, J. F. Dill and John Felton of Sylvania Electric Products, Inc., and Dan Weisser of General Electric.

Subject matter ranged from the purpose and importance of our lighting load to the quality requirements of good illumination. Color slides depicting lighting installations in the Gulf States area were shown, and general discussions on a variety of topics were conducted.



Mr. Contois (left) and Mr. Robinson address Gulf Staters at the Beaumont service center. Below is a general view of the group. Among those visible are Fred Tenholder, Randy Alpine, Buck Wingard, Phil Allen, Jerry St. Dizier, Ralph Spafford, Walter House, Glenn Haines, Hut Reed and Olen Peddy.



Numerous

PERSONNEL CHANGES

Announced late in 1954;

Many Promoted, Transferred

APPPOINTMENT of **R. E. Cargill** to the position of operations and engineering manager, and promotion of **R. W. Sherwood** to the position of engineering superintendent were announced in December. The changes resulted from the death of **A. E. Beattie**, former engineering manager. Both men have long records of engineering experience in the utility field, with much of it in supervisory capacity.

Mr. Cargill, a native of Livermore Falls, Maine, graduated from Lowell Institute, Cambridge, Massachusetts. After employment with General Electric and attendance at their engineering and test school, and jobs with two utility firms in Maine, he moved to Beaumont in 1925 as an engineer for Gulf States. Later he worked at Huntsville and Navasota (where he became distribution superintendent in 1935), then returned to Beaumont to serve as distribution superintendent. In 1942 he became operating superintendent; in 1946 he was appointed operations manager for the entire company.

Mr. Sherwood holds a B. S. and an M. S. degree in electrical engineering from Massachusetts Institute of Technology. His first employment was with Stone and Webster. Later he served with power companies in Massachusetts, Georgia, Washington and Puerto Rico. He became assistant superintendent of electric T & D operations at Lake Charles for Gulf States in 1934, then in 1943 was named assistant operating superintendent. He became standards engineer in Beaumont in 1944. Mr. Sherwood served as design engineer, then superintendent of planning, which position he assumed in 1951.

Mr. Cargill will have overall management of Company engineering activities. Mr. Sherwood will have direct responsibility for all engineering work, reporting to Mr. Cargill.

ADDITIONAL promotions and transfers of systemwide interest took place during the latter part of this year. Among those named were the following:

James W. Atkins, formerly engineering supervisor for the Navasota Division, became operating supervisor for the Port Arthur Division. Mr. Atkins, a native of Savannah, Georgia, is a graduate of Georgia Tech in electrical engineering. He was employed by Gulf States in 1938 after having worked for the Savannah Electric and Power Company and the Savannah Power Company. He entered military service in 1941 and served in the army until 1945, attaining the rank of major before his release. He had been engineering supervisor at Navasota since 1952.

Succeeding him in this job was **George W. Cannon**. Mr. Cannon, a native of Baton Rouge, is an L. S. U. electrical engineering graduate who came to work with Gulf States in 1948 as a junior engineer. He transferred to Navasota in 1952. Also an army veteran, he served in the Far East and was released from duty as a first lieutenant.

Production Men Move

W. B. Gurney, formerly efficiency engineer in Baton Rouge, was promoted and transferred to Beaumont as superintendent of results department of the production department, a newly-created job. A native of Massachusetts and a graduate of M. I. T., Mr. Gurney was

employed by Gulf States in 1932 following service with Stone & Webster Engineering Corporation. In his new post, Mr. Gurney will be in charge of analysis and evaluation of certain technical phases of power plant facilities and performances.

Assisting him will be **Floyd T. Langlois** of Beaumont, who became results engineer in the change. A native of New Roads, Louisiana, he is a graduate of Southwestern Louisiana Institute and a Gulf Stater since 1952. He is a veteran of service with the navy.

Curtis Johnson, formerly test engineer at Riverside Station, was promoted and transferred from Lake Charles to Baton Rouge, where he became test engineer at Louisiana Station. Mr. Johnson, a native of Garder, Texas, has been with Gulf States since 1933, following his graduation from Texas A & M with a degree in chemical engineering. His Company service began at Neches Station and he remained there until transferred to Riverside Station in 1947, except for an absence for duty in the army between 1941 and 1945.

J. H. Derr, Jr., formerly assistant to the superintendent at Louisiana Station, was transferred and promoted to the post of test engineer at Riverside Station, replacing Mr. Johnson. A Gulf Stater at Louisiana Station since 1940, Mr. Derr is a native of Tremont, Pennsylvania. He received an electrical engineering degree from Williamson Trade School, Williamson, Pennsylvania. He served in the navy between 1941 and 1943.

P. G. Simon, formerly engineer—specialist in system engineering, Beaumont, has been promoted to office engineer—executive in the rate department. Mr. Simon's service anniversary date is in 1924, when he began work with the Gulf States predecessor at Port Arthur as a student engineer after graduating from L. S. U. He subsequently served in a number of engineering and supervisory posts in Beaumont, Navasota and Lafayette, then moved into his last position in 1947. Mr. Simon is a native of Oberlin, Louisiana.

Personnel changes at Louisiana Station included:

C. A. Ibach, test engineer to efficiency engineer in charge of water and test departments.

Lovette Young, chief chemist to chief chemical engineer.

P. R. Davidson, junior engineer to chemical engineer—supervisory.

N. D. Head, junior engineer to office engineer—supervisory.



GROUND BROKEN FOR BIG NECHES UNIT

ON THE EVE of October 21, a group of Gulf Staters (plus one special guest of honor) gathered at Neches Station to round out the "Jubilee" by means of groundbreaking for a new, all-outdoor unit which will add 111,000 kilowatts to the station.

Helped by President Roy Nelson, young Kenneth Moore officially turned the first spadeful of earth.

Kenneth, age 6, is the grandson of veteran Gulf Stater S. E. Moore (who stands just to the right of him). Mr. Moore was a witness to groundbreaking for the first unit at Neches, 29 years ago, and went to work there as an electrician when it was completed. He began his utility career as a helper for the old Beaumont Traction Company in 1910, and has an unbroken service record with Gulf States and predecessors dating back to 1916.

PRESIDENT'S JUBILEE MESSAGE -- FAITH

FAITH — faith and the American individual — yes, it is on these two pillars that our future rests.

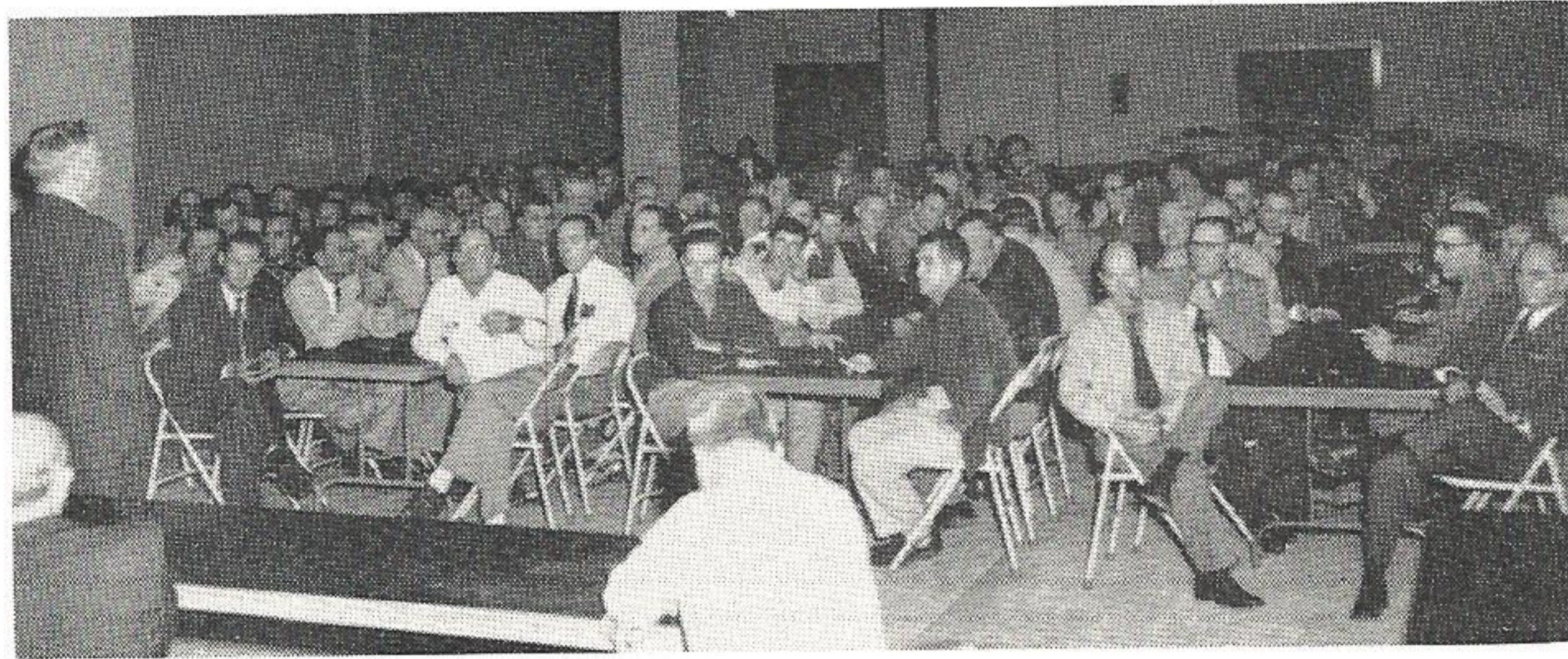
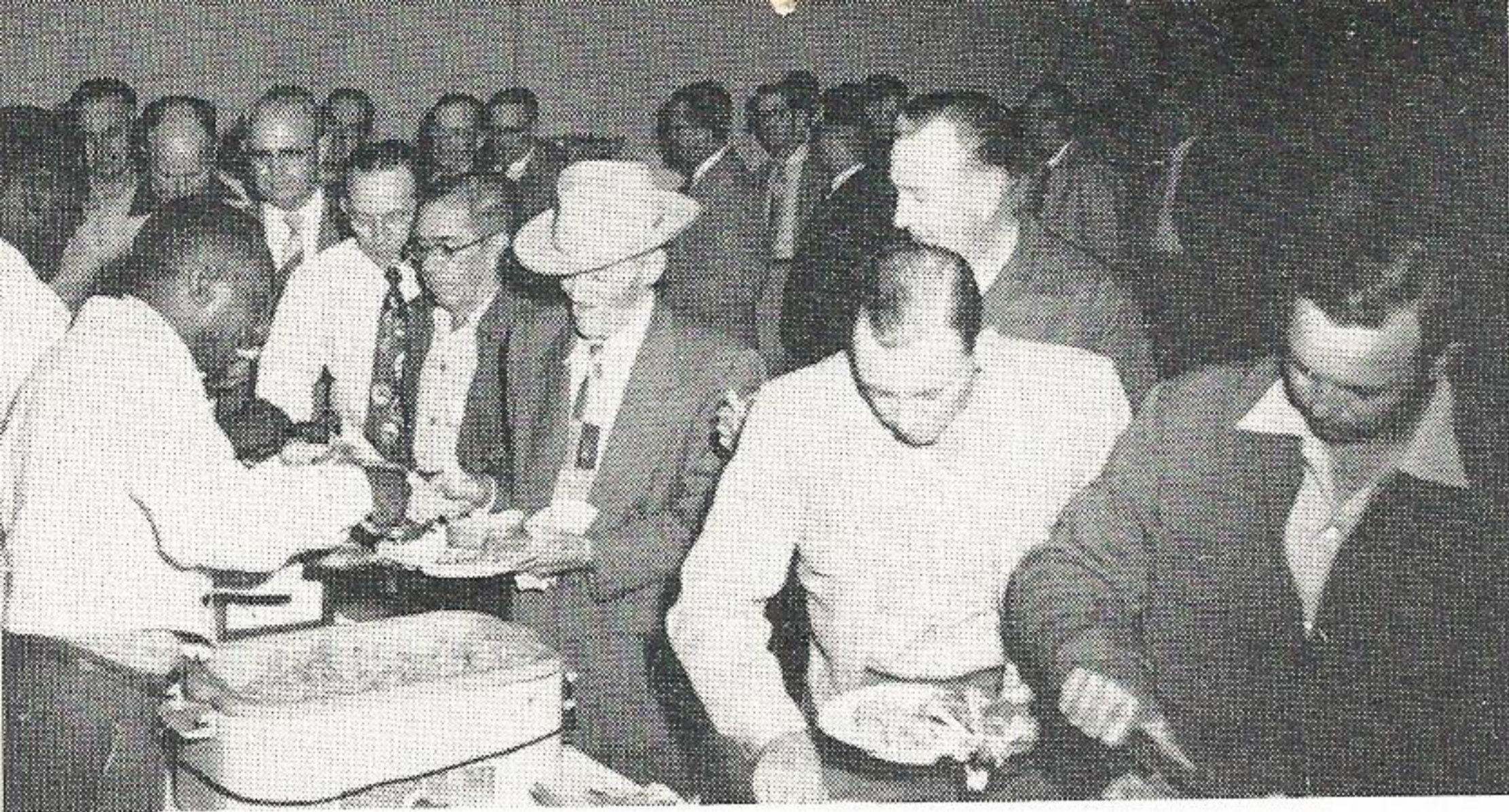
It was Thomas Edison who said — "Be courageous. Be as brave as your fathers before you. Have faith. Go forward." Seventy-five years ago this very week Tom Edison — a humble, typical sort of American — put this credo into action and gave a new light to the world.

It is faith that has made our nation — has made it, and kept it free. Atheism substitutes men for the Supreme Creator, and this leads inevitably to domination and dictatorship. But we believe — and it is because we believe that God intends all men to be free and equal that we demand free government. Our government is servant, not master. Our chosen representatives are our equals, not our czars or commissars.

We must jealously guard our foundation in faith. For on it rests the ability of the American individual to live and thrive in this blessed land, and to be able to help other less fortunate people to achieve freedom and individual opportunity. These we take for granted, but to others they are often a wistful dream.

"In God we trust" — often have we heard the words of this wonderful American motto — let us make sure that familiarity has not made them meaningless for us. We carry the torch of freedom as a sacred trust for all mankind. We do not believe that God intended the light that He created to be put out by men.

President Eisenhower
ON LIGHT'S DIAMOND JUBILEE
TV Program

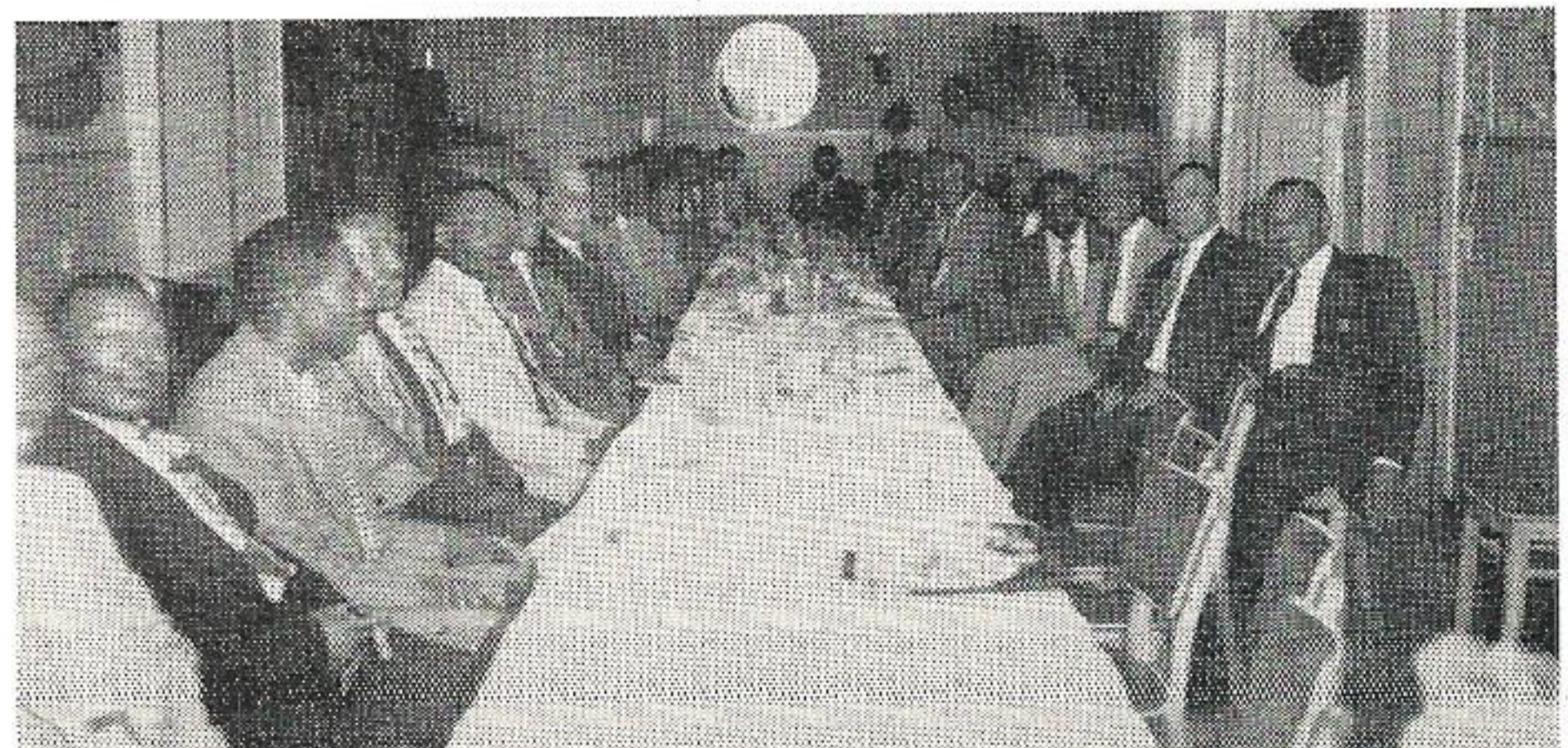
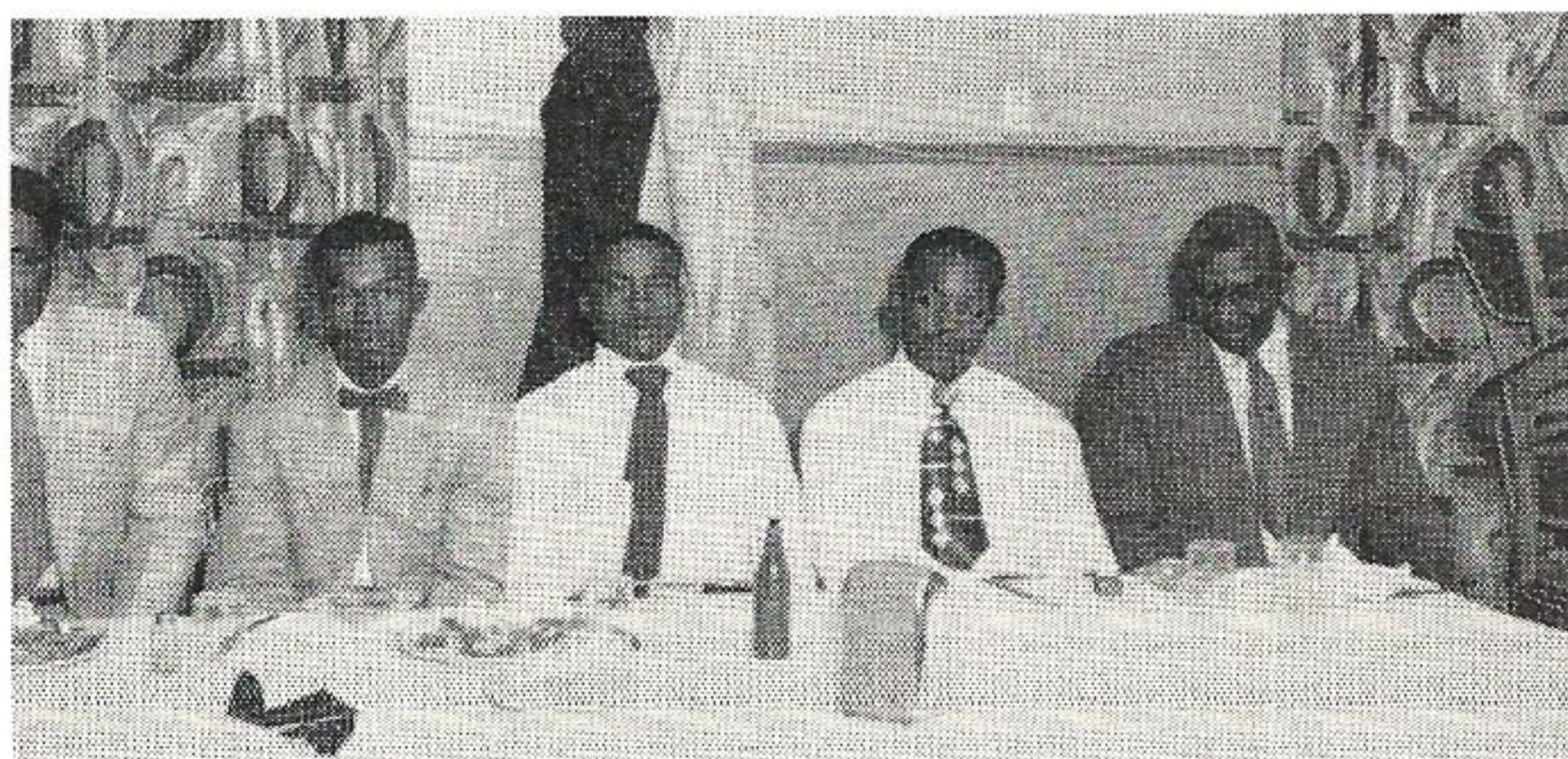


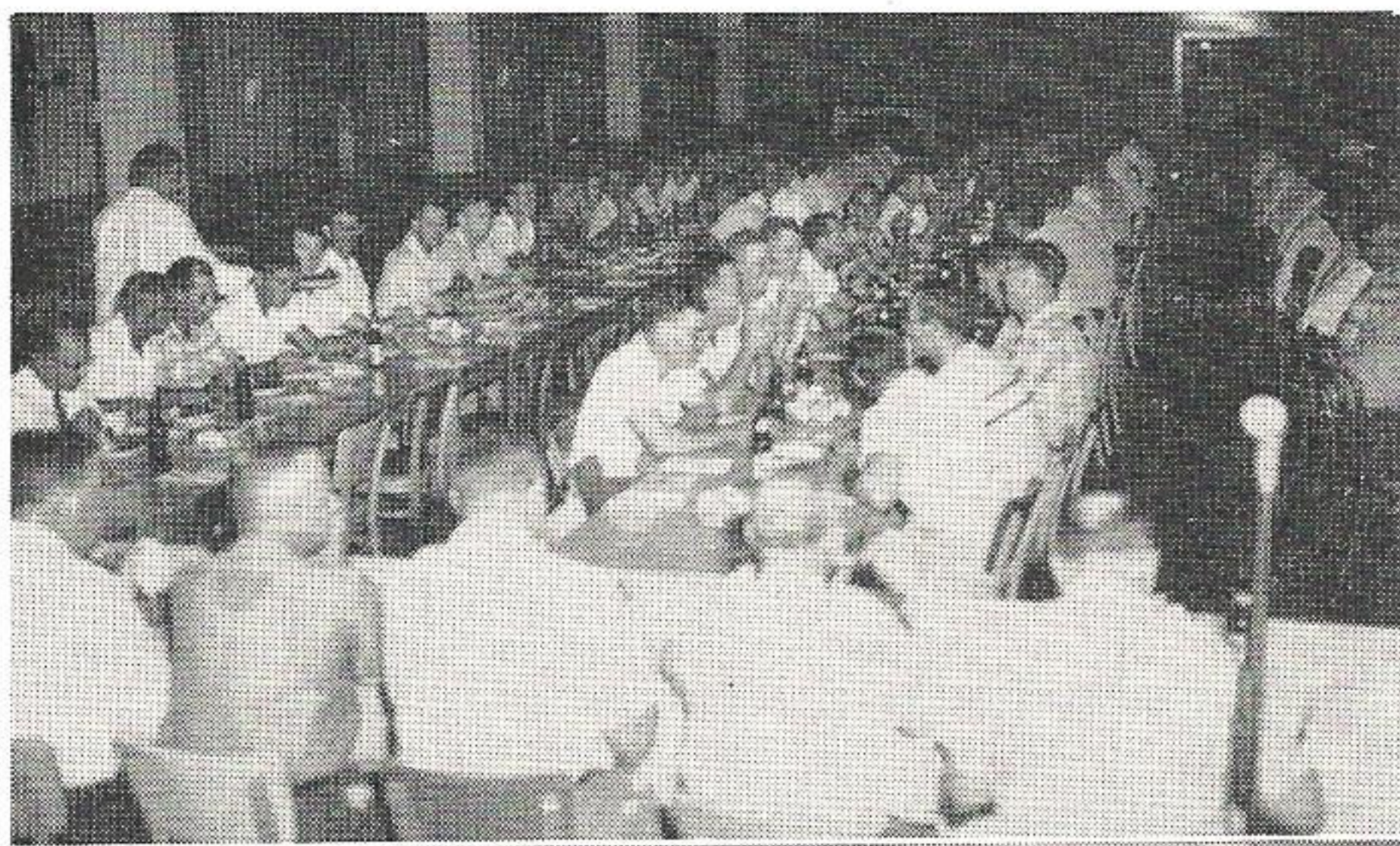
Mr. Nelson and Mr. Granau spoke at Beaumont safety parties seen at top.

PARTIES WITH A PURPOSE



These shots were made at three Baton Rouge departmental safety gatherings.





Two more Baton Rouge meetings were electric (left) and production departments.

PRESIDENT URGES STEP-UP IN SAFETY

Highlighting the company's 1954 annual safety meetings was the expression of deep concern for the continuing safety of Gulf Staters by President Roy Nelson as he spoke to Beaumonters November 16.

His talk, which expressed his personal as well as official interest in employees' safety, presented a "formula for safety" for serious consideration. We should develop a feeling of individual responsibility for ourselves and individual responsibility and respect for our fellowman," he said. "If, every morning before we go to work, we all think of the im-

portance of safety to ourselves, our families and our fellowman — then our safety program will be effective."

Mr. Nelson emphasized the need for greater personal safety in auto driving, and asked each one to check himself and his attitude as a driver, adding, "if we aren't as good a driver now as we were a year ago we must exercise just that much extra care and caution if we are to be as safe now as we were then."

Scenes from this year's safety meetings are shown on these pages.

A Praiseworthy Stand

THOSE OF US who are far from the centers of the public power controversy in the Northwest are sometimes surprised that such Northwesters as Secretary of Interior Douglas McKay and Oregon Sen. Guy Gordon still speak out against government ownership, considering the benefits that accrue to that section of the country.

It would be less surprising, perhaps, if everyone were aware that the people of the Far Northwest themselves have spoken out sharply against federal encroachment. Regardless of the low rates (which result because the rest of the nation helps pay the power bill) for Oregonians, they are afraid of big government, perhaps as fearful as the South that the tentacles of government will eventually loop around everything if the muscles are exercised on (electric) power.

For it is true that as far back as 1940, the most populous county in Oregon went to the polls to decide whether to go all-out for public power. The issue was defeated.

Is it not, then, wholly a matter of course when Sen. Gordon speaks out, as he did recently, and says, "If they believe in socialism, why don't they do something about it besides talk?" The Oregon senator endorsed the administration's "partnership program" of power development, under which federal and local governments and private enterprise work together to meet the future power needs.

It is a matter of courage among voters to reject a system that will aid their section and burden the remainder of the country and the Oregon voters; still staunchly for the American system, they are for the nation.

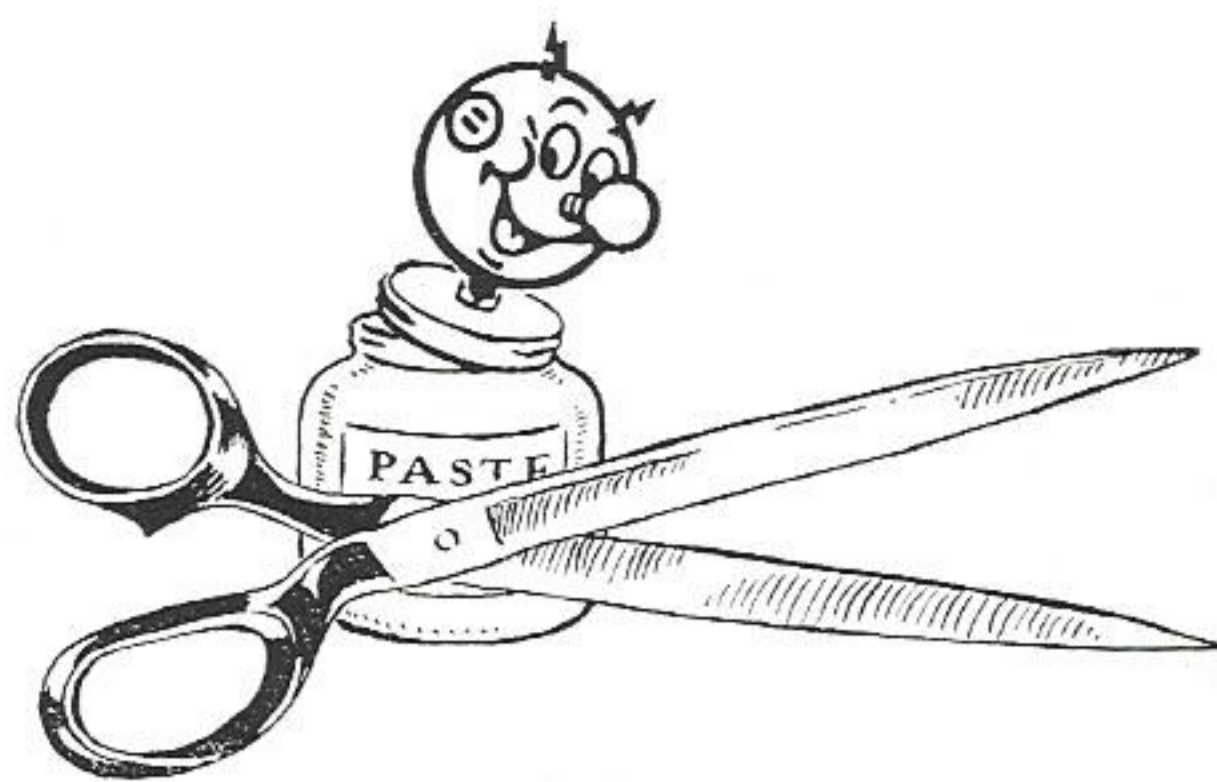
Baton Rouge STATE TIMES

Science will have to go some to be as frightening as ignorance.

Boston GLOBE

THE SUM the individual churchgoer deducts from his income tax under "church contributions" is between him and Uncle Sam, but the records of national church organizations show that most people actually give less than \$35 a year. The average sum dropped into collection plates each Sunday is 64 cents.

Jhan and June Roberts
in CORONET



scissors and paste

I WOULD SUGGEST that in a system of free elections and free government it is mean, selfish and reprehensible for a person to take the position that if he cannot have exactly what he wants he will not vote at all. I wish it were possible permanently to disfranchise those who follow that course. They are worse than useless. They are disloyal to the very essentials of free institutions.

Raymond Moley
NEWSWEEK

More Power to 'em

THE ELECTRICAL manufacturing industry is expanding at a rate twice that of industry as a whole, according to James H. Jewell, vice-president of Westinghouse and president of the National Electrical Manufacturers Association.

Mr. Jewell said on a radio broadcast that the expansion, now at the rate of 7.9 per cent a year, is expected to continue and that the increase in the use of home appliances probably will boost the average householder's use of electric energy from 2,300 to 5,000 kilowatt hours a year in the next 10 to 15 years.

The major obstacle to even faster growth of the industry is the inadequacy of the electrical wiring in homes, offices and plants, said A. F. Metz, chairman of the board of the Okonite Co., Passaic, N. J., and treasurer of the NEMA, explaining on the same broadcast that "plants and homes and other buildings are not sufficiently wired to take on the many things we have to operate by electricity today."

Atomic energy promises an "unlimited amount" of electrical energy in the future, Mr. Jewell said, adding that atomic energy is "controllable and just as safe as any other power-producing

medium" for the generating of electricity. Its development, he said, "is in about the same state today as the electrical industry was about 75 years ago."

In the Black Again

SOUTH DAKOTA has finally paid off the heavy mortgage she put on herself in 1917 when she took a fling at state socialism.

Under the political leadership of a party called the Nonpartisan League, converts were won by the thousands to the tempting doctrine that the middleman should be eliminated in our economy and the consumer would pocket the difference.

So the state went into business. It loaned money on farms, sold hail insurance, ran a coal mine and a cement plant. All the ventures folded up except the cement plant which is a monopoly, and a staggering \$50,000,000 rural credits-farm loan debt saddled taxpayers with the highest per capita state debt in the nation.

The 1932-33 depression was partly blamed for the collapse, but the state's attorney general, M. Q. Sharpe, after an investigation, stated that the principal causes were "political infection, catering too much to vote-getting policies and cheap, shallow, superficial statesmanship." Mr. Sharpe, who later became governor, declared that South Dakota's tragic experiment in business should be a lesson that "the state keep out of private business."

It's too bad that someone didn't talk to Uncle Sam about South Dakota before he plunged into 100 separate business ventures to eliminate the middleman. If it takes him as long to pay off billions as it did for South Dakota to wipe out a mere \$50 million deficit, we'll be paying through the nose until the millennium.

Clayton Rand

From The Bible

And let us not be weary in well doing: for in due season we shall reap, if we faint not.—(Galatians 6, 9.)

Somehow, until one really is strong in righteousness through asserting dominion over his desires, he may find it easier, more comfortable, to slip back into negative thinking, into coddling dislikes and resentments. But the rewards of holding good, positive thoughts and acting upon them, are great, in true and lasting happiness.

Plain Talks



Bernard's employs 22 people and keeps three delivery trucks busy in a \$90,000-a-year business.

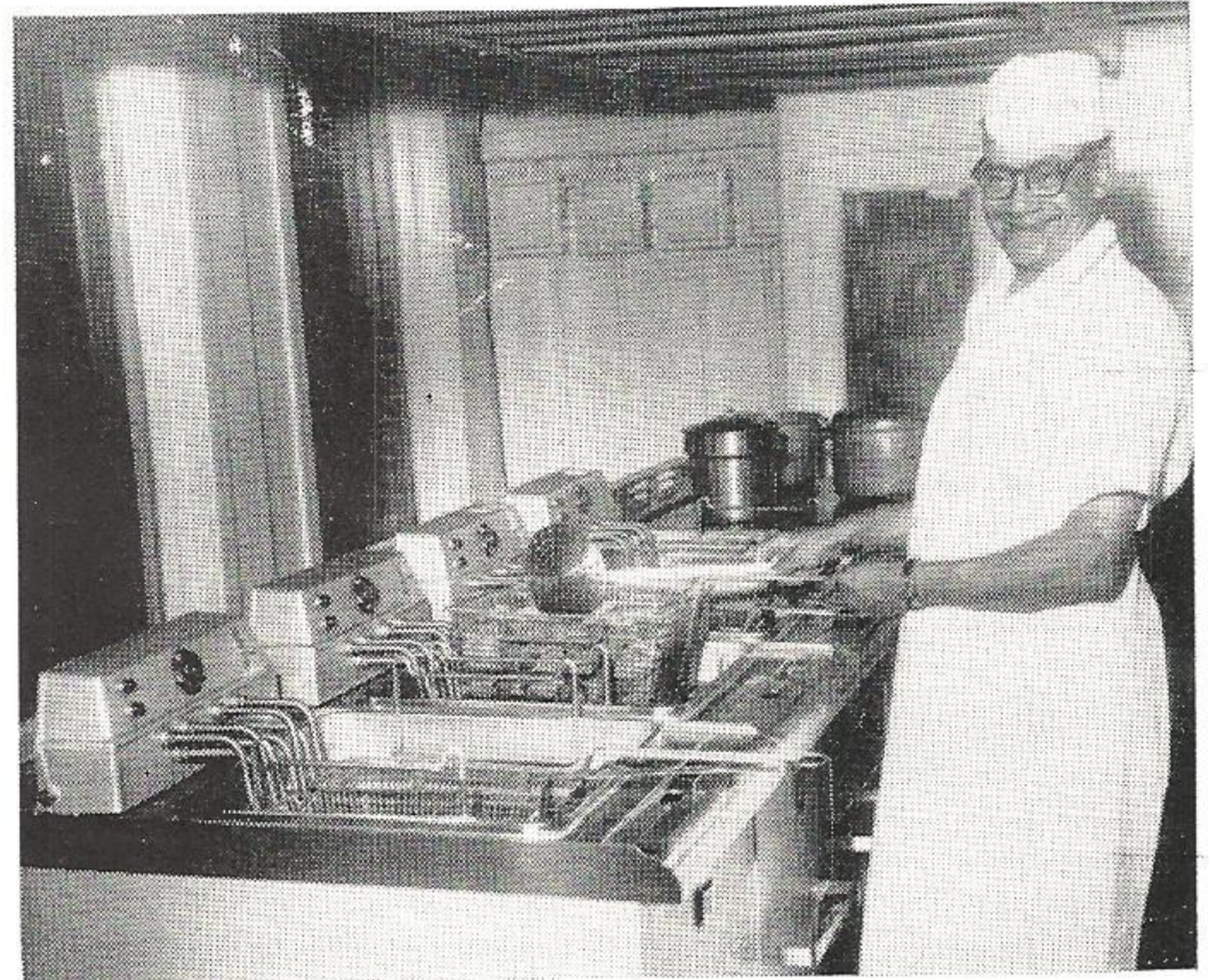
FOR 51 years, Baton Rougeans with a yen for Southern fried chicken have called on Bernard's Chicken Loaf House to satisfy their appetites. The city has grown, and so has the demand for fried chicken, with the result that Bernard's faced a serious production problem.

Joseph B. Bernard, son of the founder of Bernard's, operates the establishment nowadays. He wanted to keep up with the increased demand for fried foods, yet not lose any of his famous quality. He talked it over with Lester Landry, Gulf States commercial sales ace, and on August 3 dealer R. P. Cazes installed four Mark 313 Hotpoint electric fry kettles and one HRG7 Hotpoint commercial range.

With Reddy Kilowatt on the job, Bernard's weekly output of 3,500 pounds of Southern fried chicken is in capable hands. Chef Bernard comments, "We have to have the best equipment to serve the best food," and Gulf Staters who have tasted the Bernard product will agree he seems to have it.

BERNARD'S GOES

ELECTRIC



The Baton Rouge landmark was founded in 1903 by James Bernard, father of Joe, pictured here. Bernard's has served food for the governor's inauguration ever since 1925, and among his many satisfied customers have been such national figures as movie actress Bebe Daniels and the late Senator Huey P. Long.

From the MAILBOX . . .

SERVICE TROUBLES, it seems, have a way of happening sometimes despite all precautions aimed at preventing them. But prompt and effective corrective action goes a long way to convince the public that Gulf States is on its toes, and that "dependability" is a watchword in our business.

Here's a case in point, a letter received by General Sales Manager E. L. Robinson from a Beaumont customer:

"I want to take this opportunity to express to you my sincere thanks and appreciation for the most efficient manner in which your company handled my recent call for service.

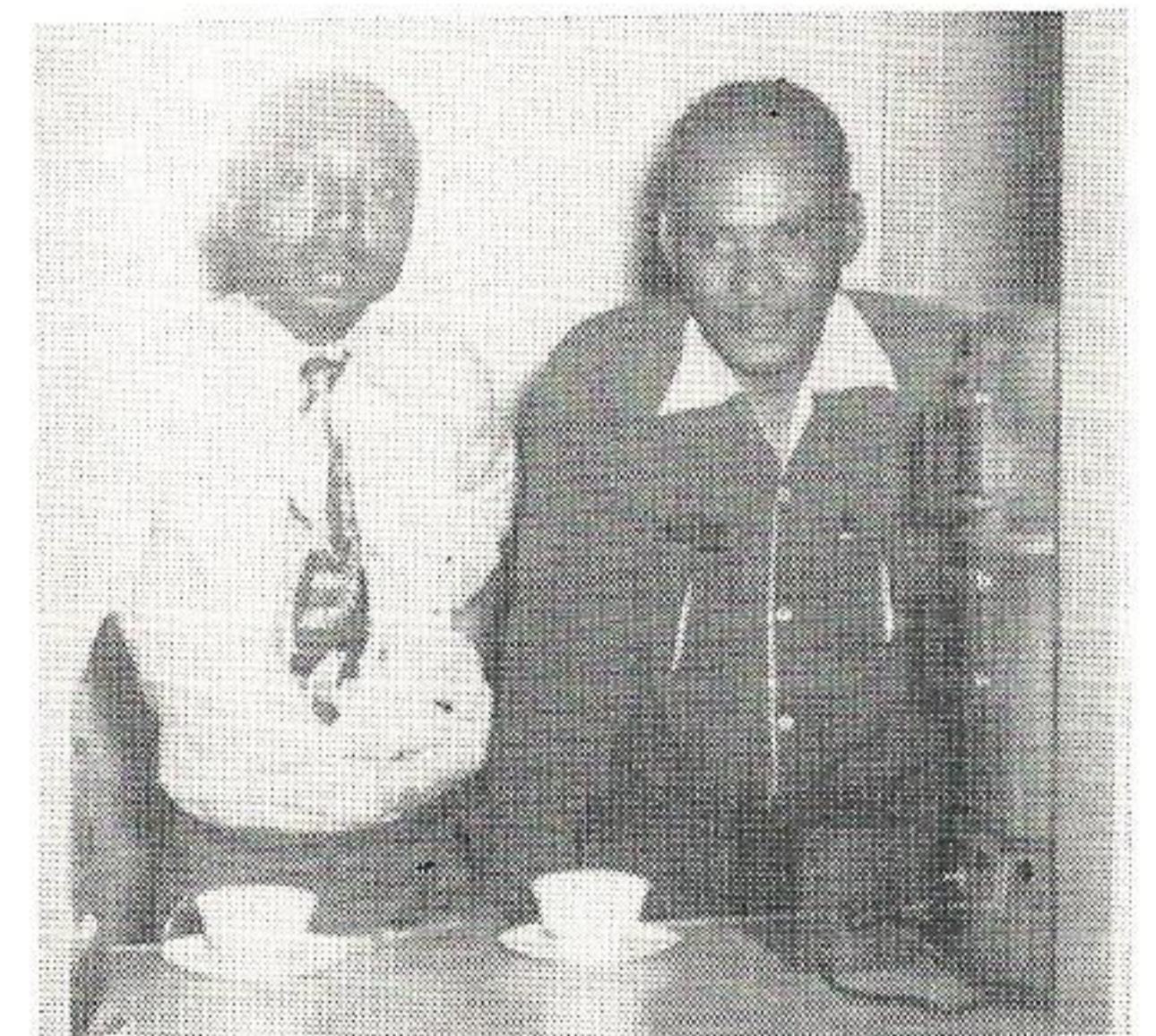
"You may recall that a large limb had blown down from one of the trees

in my back yard and had disrupted service to the street lamp, one of the wires having also been blown down.

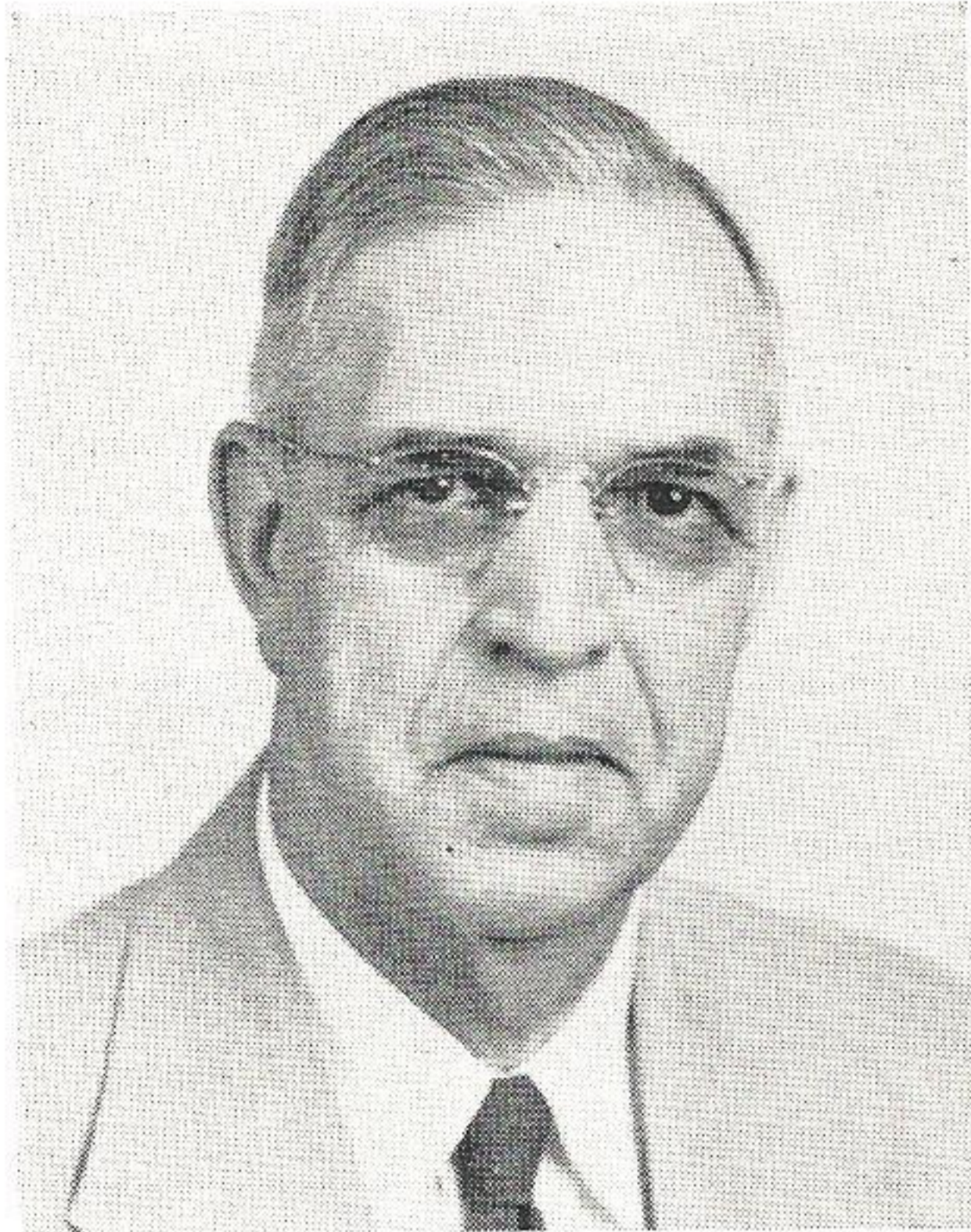
"Your servicemen were promptly on the job to correct the interruption in electrical service and the following day your tree crew came out to remove the offending tree.

"While I have grown to expect this kind of service from your company, I still think it is outstanding and it never ceases to amaze me with the efficiency of the manner in which you operate."

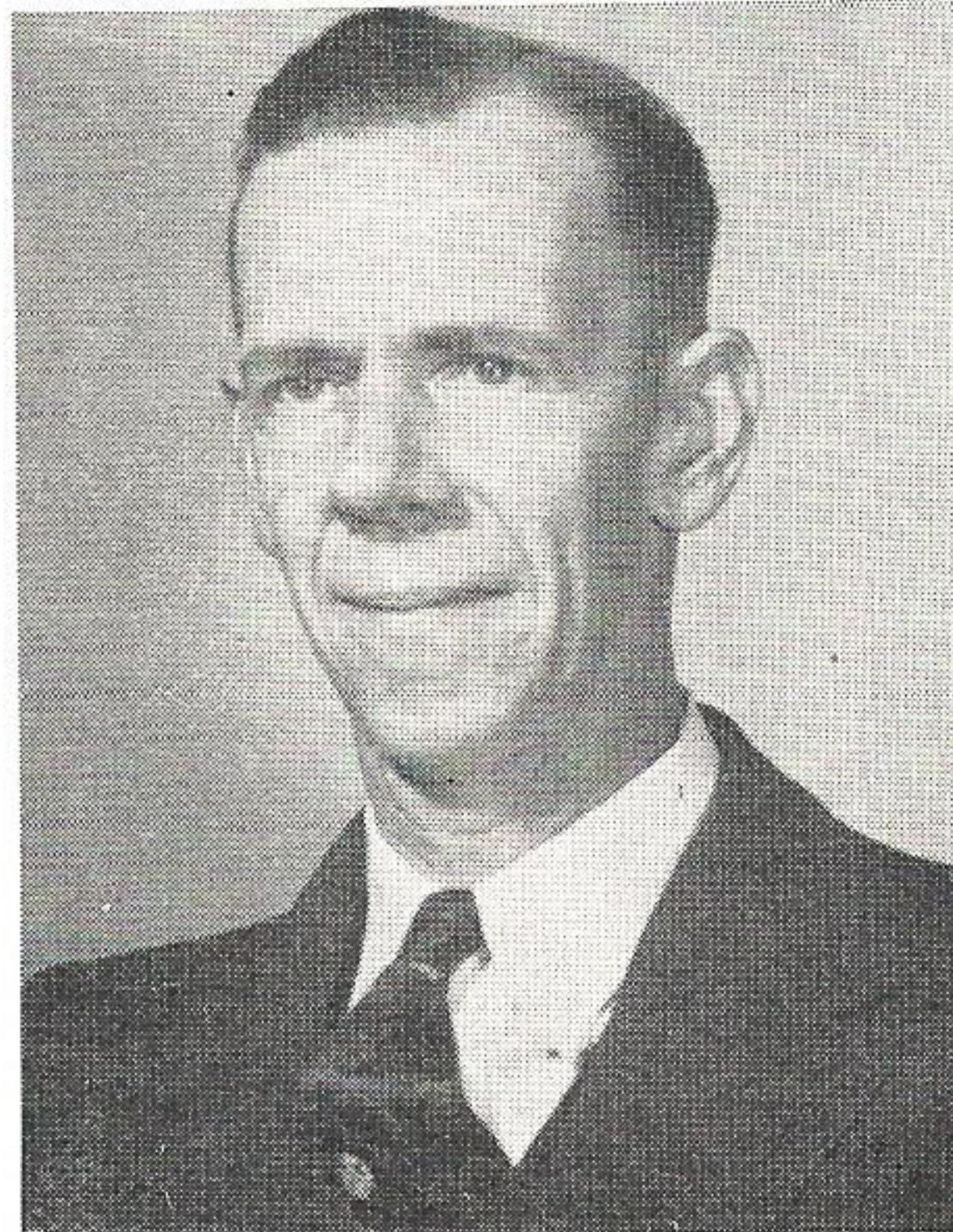
Not all customers whose problems are handled in this way take time out to write a letter of thanks — which is natural, as the public has a right to expect good service for their money. But the appreciation is there, nevertheless, and as long as Gulf Staters go out of their way to merit it, your Company will continue to be looked upon as a "good citizen" wherever we do business.



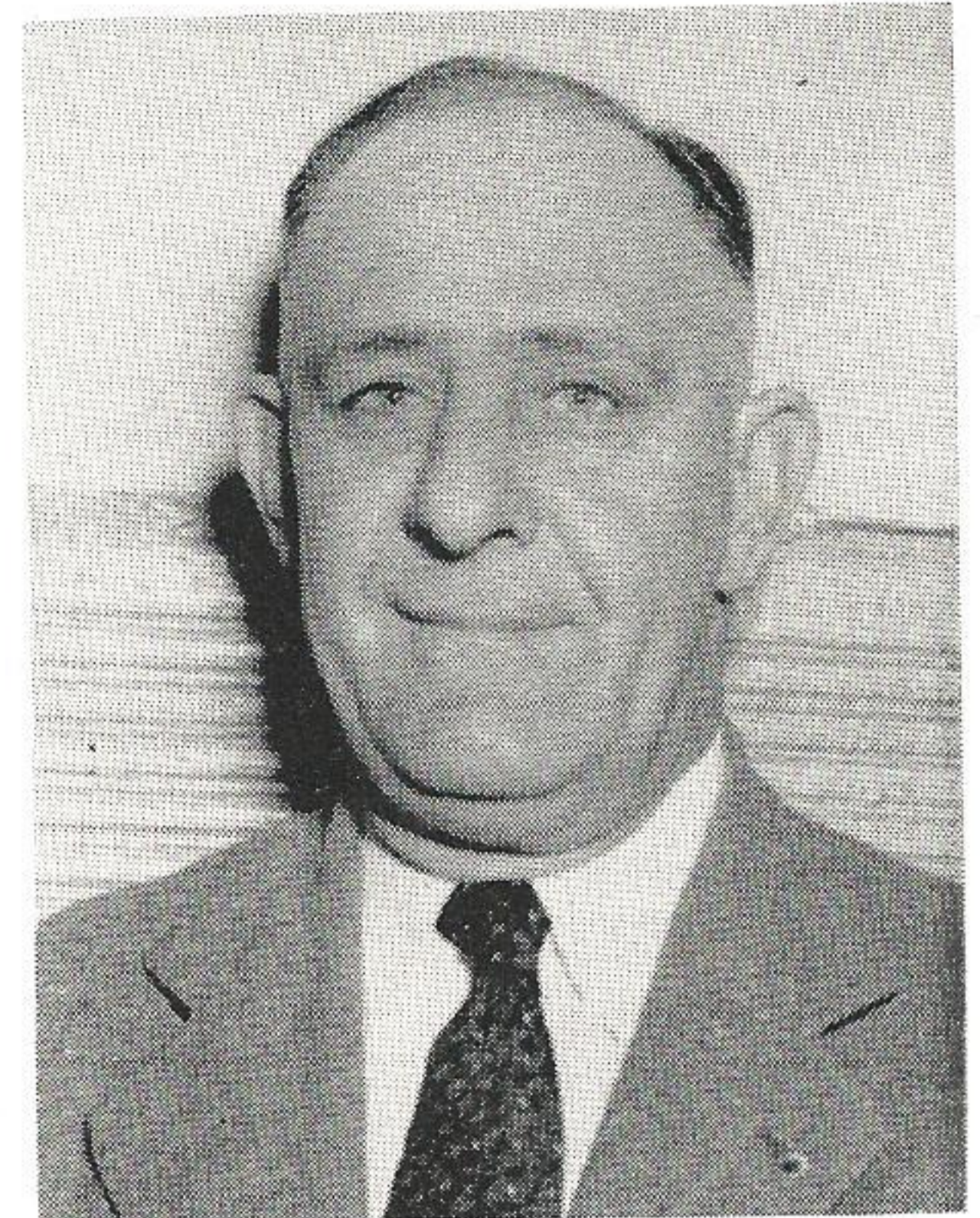
Harrison Simms, left, and Kyle Hutchinson are as important to the Beaumont Service Center coffee shop as sugar and cream is to the coffee they serve. Familiar to patrons at the coffee bar as dispensers of their favorite brew, Harrison and Kyle lend a hand for the many special occasions at the auditorium which adjoins the coffee bar. Kyle is a veteran of 24 years GSU service.



A. E. BEATTIE



E. F. SHEA



A. N. SCHENE

THREE ACTIVE, ONE RETIRED, EMPLOYEES DIE

GULF STATERS were saddened to learn November 29 that Aubrey E. Beattie, 61-year-old engineering manager, died suddenly at about 3:30 that morning.

A native of Amherst, Nova Scotia, he was a graduate of Nova Scotia Technical College and began his engineering career with Stone and Webster as a student engineer in Boston. After work with Cape Breton Electric Company in Nova Scotia, he transferred to Beaumont and Eastern Texas Electric Company in 1925. He became superintendent of construction, then assistant superintendent of the T & D department. In 1935, he moved to Lake Charles as superintendent, returning to Beaumont in 1942. He was appointed engineering manager in 1950.

Survivors include his wife, Mrs. Olive Beattie; a son, John H. "Jack" Beattie, student at Rice Institute; two daughters, Mrs. Ruth Johnson of Houston and Mrs. Shirley Hazlett of Cleburne. In addition, he leaves a brother and a sister, Roy Beattie and Mrs. L. R. Smith, residents of Canada, and one granddaughter, Kathleen Hazlett of Cleburne.

Pallbearers at the funeral were E. L. Robinson, Rex Lee, H. C. Spencer, R. W. Sherwood, Harold Cruthirds, W. R. Bell, J. W. Litherland and Ralph Managan.

All Gulf States employees were designated as honorary pallbearers.

ASERIOUS illness of many months duration ended for Edwin F. Shea, Lake Charles engineer supervisor, when he passed away November 30. The well-known Gulf Stater was 48 years of age.

Mr. Shea was born in Lufkin, Texas, but moved to Lake Charles at an early age and spent practically a lifetime there. He was an electrical engineering graduate of Southwestern Louisiana Institute and studied at M. I. T. afterwards. He began work as a student engineer at Lake Charles in 1928, advancing to his last position through jobs as load dispatcher, estimator and layout man, and distribution engineer. He had been engineering supervisor since 1944.

Survivors include his wife, Mrs. Opal Shea; a son, Charles Edward Shea; his mother, Mrs. Stephen Shea; a brother, Lester Shea, and two sisters, Miss Doris Shea and Mrs. James D. Henderson, all of Lake Charles.

Pallbearers were George Fulton, Frank Contois, Andre Dubus, H. E. Brown, George Hines, Barbe Goodeau, C. J. Lloyd and Gorham Streater.

ALFRID N. SCHENE, a Gulf Stater for 36 years in Baton Rouge, died November 18 of a heart ailment. Death occurred in our Lady of the Lake Hospital in Baton Rouge.

Mr. Schene is survived by Mrs.

Schene, the former Myrtle Calligan, and one daughter, Kathleen.

Quiet-spoken and reserved, Al was popular in the Company and off-job activities. He was born in New Orleans and attended schools there and in Vicksburg, Mississippi.

His service with Gulf States and its predecessor company in Baton Rouge—the Baton Rouge Electric Company—dates back to 1918, when he came to work as a lineman in the electric department. He worked in this capacity until 1925, when he transferred to the garage department as garage mechanic. In 1936 he was made garage foreman. He was promoted to labor foreman in November, 1953, and held that position at the time of his death.

Funeral services were held November 19 at the Rabenhorst funeral parlor, and interment was at the Greenoaks Memorial Park.

A. J. REED, retired production department employee with nearly 29 years of service, died in Beaumont September 9 after a lengthy illness. He was the father of A. J. Reed, Jr., Neches Station Gulf Stater recently returned from military service.

Mr. Reed was a native of West Point, Mississippi, but a longtime resident of Texas. He was first employed at Port Arthur as a pipefitter, but soon moved

to Beaumont, where he logged nearly all his years with Gulf States. He advanced through a number of positions before becoming maintenance foreman at Neches Station. Mr. Reed retired last year.

Survivors include his wife, Mrs. Mamie Reed; five daughters; four sons; two sisters; three brothers, and 15 grandchildren.

Deaths in GSU Families

PLAIN TALKS joins with her many friends in and out of the Company in extending deepest sympathy to Mrs. Louis Milazzo for the death of her husband, Thomas Edward Milazzo. Mr. Milazzo, 31, died of a heart attack on November 8, at Our Lady of the Lake Hospital. He was an employee of the Ideal Cement Company of Baton Rouge.

Mrs. Milazzo, a member of Gulf States' Ten Year Service Club, works in the Baton Rouge accounting department. Funeral services were conducted in the St. Anthony Catholic Church on November 10, and burial was at Green Oaks Memorial Park in Baton Rouge.

THE DEATH on November 12 of Mrs. F. J. Bello brought sorrow to the family's many friends in the Company and in the Baton Rouge-New Roads area. Mrs. Bello died in Our Lady of the Lake Hospital after an illness of two years' duration.

She is survived by her husband, F. J. Bello, gas department foreman; her mother, Mrs. Joseph Garon; three sons, F. J. Jr., Emile Lieux, and James Warren; two daughters, Mary Ann and Theresa Fay and numerous nieces, nephews and grandchildren.

F. J. Bello, Jr., is in the electric department in Baton Rouge, and Mary Ann is in the accounting department in Baton Rouge.

DEEPEST SYMPATHY is offered Mr. and Mrs. Lee Roy Butler of Navasota, who lost their baby daughter, Charlotte Elaine, on Thanksgiving Day. Mr. Butler is a member of the line crew there.

MR.S. C. H. WICHMAN, mother of Mrs. Mary Lou Smith of Beaumont, died in Houston December 2, and sincerest sympathy is extended to Mrs. Smith and other members of the family. Mary Lou is employed in plant accounting.

THE FATHER of Navasota Gulf Stater Connie Winborn, L. H. Winborn, died at Madisonville September 23 at the age of 84. He was buried the following day at a funeral attended by employees from many parts of the division.

PLAIN TALKS joins the many friends of Barney L. Calvit in expressing

sympathy on the death of Mrs. Calvit, who passed away unexpectedly while the couple was on vacation at Mt. Sterling, Kentucky. Death occurred on November 18 and funeral services were held in Baton Rouge November 20.

Survivors include Barney Calvit, her husband, who is assistant general line foreman in the electric department in Baton Rouge; her mother, Mrs. Ada Wall of Baton Rouge; two sisters, Mrs. R. M. Bankhead of Ft. Worth and Mrs. Boyd Phillips of Baton Rouge; and two brothers, R. E. Wall and Elmer Wall, both of Baton Rouge.

TO THE H. P. Robichau family of Beaumont, sympathy is offered for the death of Miss Katherine Imogene Robichau, who passed away unexpectedly November 15 following a brief illness. Her father is employed as chief billing clerk, and a brother, Joe, also is a Gulf Stater.

DEEPEST SYMPATHY is extended to the family and friends of Mrs. Ethel Hall Geen of Beaumont, who died November 15 following a long illness. She was the mother of Gulf States' chief draftsman J. M. Geen.

In addition to the Gulf Stater, survivors include another son, a sister, three brothers and four grandchildren. Mrs. Geen, a native of Dixon, Tennessee, was 59 years of age.

GULF STATES TRIO KEYNOTE MEETING

THREE GULF STATERS had leading roles in the Fifth Annual Louisiana Safety Conference in Baton Rouge December 6 and 7. The conference, in the Heidelberg Hotel and State Capitol Building, covered practically every type of business, industry or off-job activity involving safety.

H. C. Leonard, vice president of the Company and president of the Louisiana Safety Association, presided at the opening session.

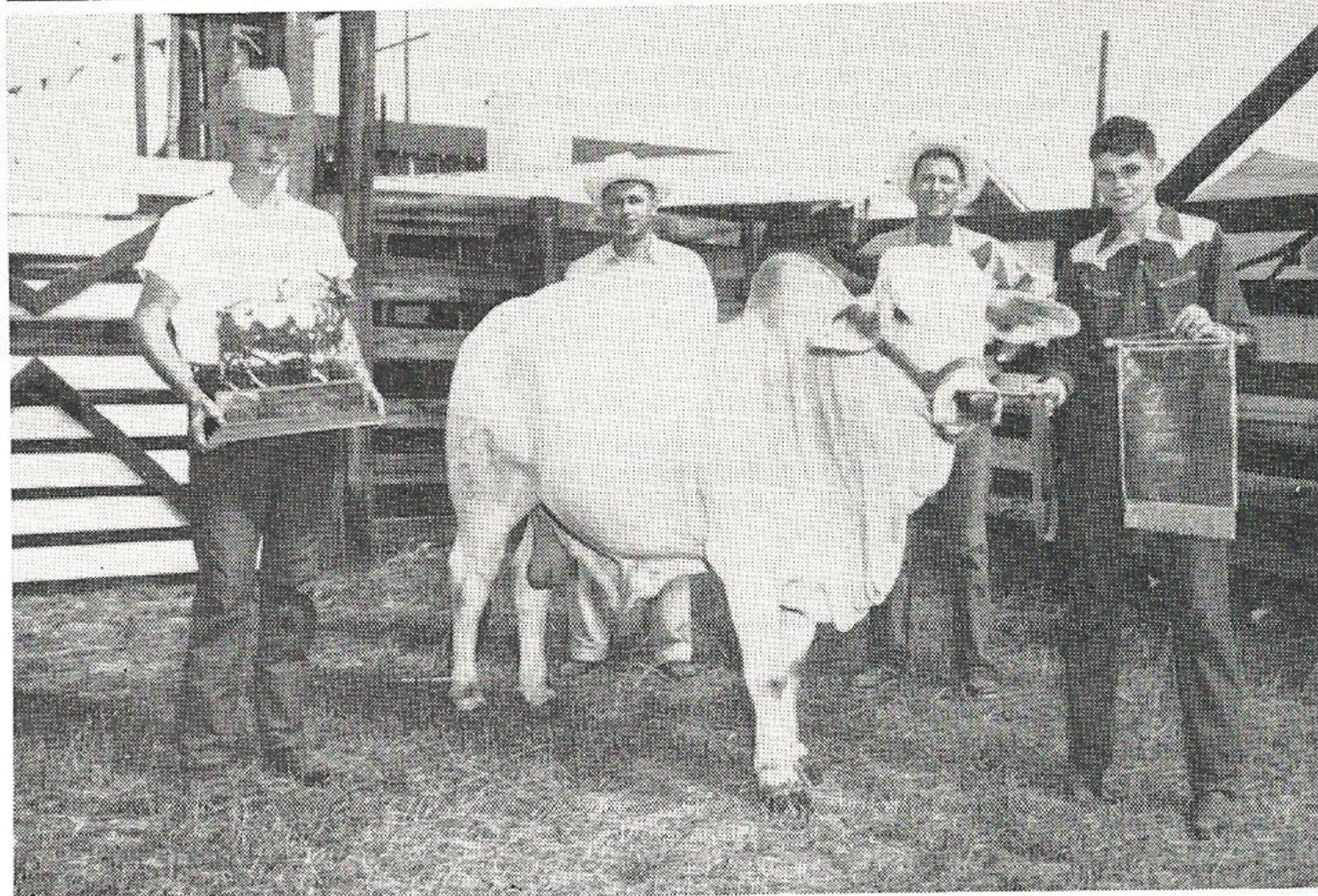
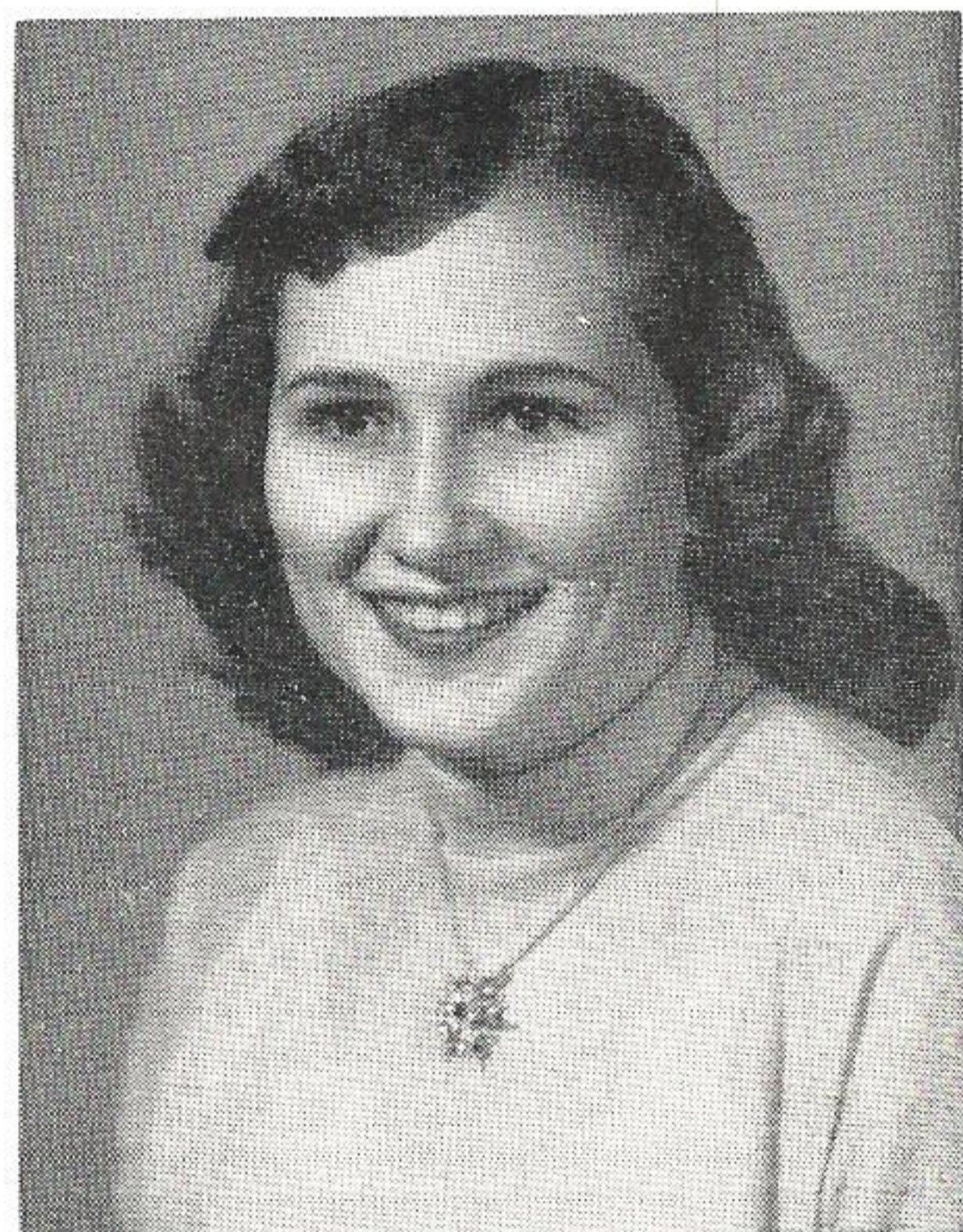
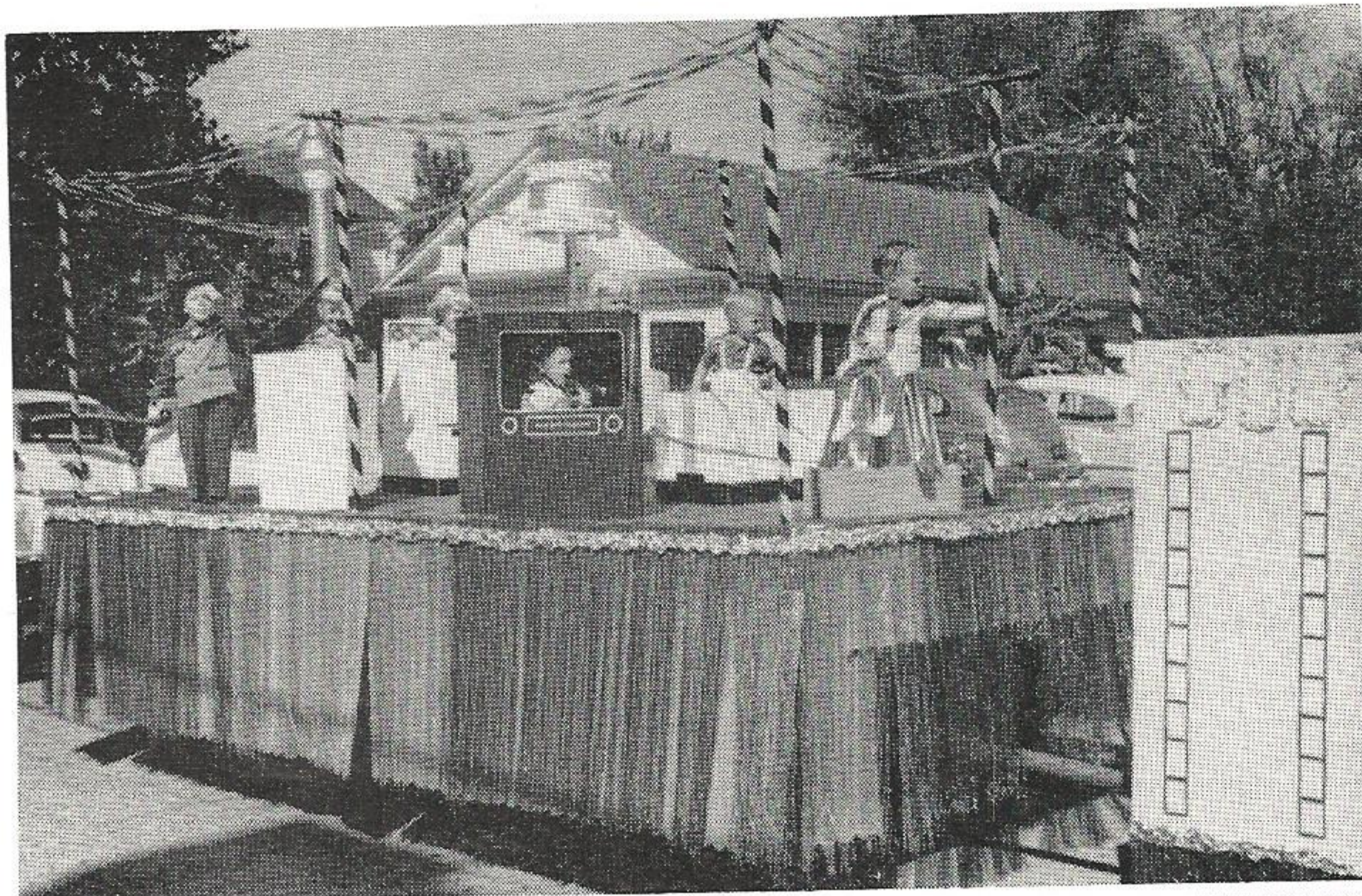
General Chairman of the conference was Robert J. Robertson, system production superintendent. Mr. Robertson worked closely with the organizations involved in preparing for the conference, annually one of the largest and most complete safety meetings in the state.

A third Gulf Stater, Safety Director C. P. Shirey,

addressed the Home Safety Section. Subject of his talk was "Home Accidents in America." Mr. Shirey also served as moderator for a panel discussion entitled, "Recommendations for a State-Wide Safety Program."

The conference this year is co-sponsored by the Pelican Safety Association, president of which is Ernest G. Miller, head of Esso Standard's Safety Department, and the Holmes Safety Association, headed by Ralph L. McDade, of Esso's Refinery Service Department.

A distinguished list of speakers, including Louisiana Governor Robert F. Kennon and Henry J. Voorhies, vice president and general manager of Esso Standard in Baton Rouge, participated. Mr. Voorhies spoke on the subject, "Safety in Industry." Governor Kennon was principal speaker at the conference banquet, which climaxed first-day activities.



TWO NEW reporters on the PLAIN TALKS list are shown here. At top is Billie Pickett of the Baton Rouge gas department; below is Betty Bagwell of the Lake Charles T & D department. Each extends employees an invitation to pass along items from their department for use in the Company magazine.

Gulf States was an active participant in this year's Trinity Valley Exposition, as witnessed by (1) the Company's float and (2) Wyatt Bell, official of the fair association, presenting a trophy. Another Gulf Stater, Carl Shannon, also is a director. Children on the float are sons and daughters of employees at Liberty and Hull: range, Clarice Foreman (Joe Foreman); TV, Marian McManus (Charlie McManus); toaster, Rudy Alford (W. T. Alford); "milk drunk," John Kent McLean (John McLean); freezer, Craig Shannon (Carl Shannon), and Reddy Kilowatt, Alan Bell (Wyatt Bell). The float won honorable mention, the equivalent of second place, in the parade.

He Wasted No Words

JULIUS CAESAR, whose "I came, I saw, I conquered" has become a classic example of saying something in the fewest possible words, couldn't have outdone a Gulf States serviceman in Port Arthur.

Rex Vaughan, adding a note of

humor, filed this throuble ticket last month:

"Trouble reported: Squirrel on top of pole.

"Trouble found: Squirrel on pole.

"Work done: Removed squirrel.

"Material used: Squirrel remover."

Tully Brady III

MAJOR SURGERY was performed in New Orleans last month on District Superintendent Tully Brady of Clinton, for a tumor of the leg. Tully is getting along very well, and his many friends and fellow Gulf Staters wish him a speedy recovery.



WHERE Business-Education Days are held, Gulf Staters look forward to a yearly visit from some of the teachers who teach their children. School staffs turn out to get first-hand information about the business and industrial life of their community, going behind the scenes as guests with guides to answer their questions.

The groups in the pictures above and below were snapped at Neches Station. Port Arthur teachers are in the ones to the top; Beaumont teachers are directly below. Port Arthur Gulf Staters escorting their teachers are L. L. Hirsch, Floyd Smith, R. W. "Red" Dunham, Dick Landry and J. Kirby Jones. Beaumont Gulf Staters can be identified as Miss Mary Lilyerstrom, A. L. Bowen and G. G. Hall.



G S U PLAYS HOST TO TEACHERS

THE JENNINGS Association of Commerce sponsored a B-E Day observance this year, and six teachers paid Gulf States a call. They visited the control house at the substation, where their picture was taken with hosts M. E. "Pete" Dennis, W. M. "Slim" Larkin, Martin Wagon, and L. J. Bissenberger. The teachers were (front) Mrs. Andrus, Mrs. Welch, Mrs. Devall and Mrs. Zonn, and (rear) Miss Waller and Mrs. Gauthier. All teachers of Jennings schools enjoyed a luncheon in their honor at the Zigler Hotel, then separated into visiting groups.

Plain Talks





Mr. and Mrs. Albert C. "Bobo" Fagard, Beaumont accounting, for the birth of a son, **Albert C., Jr.**, November 7.

Mr. and Mrs. John D. Wallace, Louisiana Station, for the birth of a daughter, **Nancy Gale**, October 5.

Mr. and Mrs. Henry A. Kluttz, Louisiana Station, for the birth of a daughter, **Mary Lynnette**, October 24.

Mr. and Mrs. Douglas P. Reynolds, Louisiana Station, for the birth of a son, **Dennis Carlton**, October 30.

Mr. and Mrs. James E. Cifreo, Louisiana Station, for the birth of a daughter, **Phyllis Claire**, November 1.

Mr. and Mrs. Quincy R. Hollis, Jr., Beaumont stores accounting, for the birth of a son, **Rodney Wayne**, October 15.

Mr. and Mrs. C. J. Saurage, Port Allen line department, for the birth of a son, **Brett Joseph**, October 8.

Mr. and Mrs. Lewis Guthrie, Baton Rouge electric department, for the birth of a son, **Lewis Cass III**, September 19.

Mr. and Mrs. K. R. Hoffpauir, Riverside Station, Lake Charles, for the birth of a son, **Deveran Scott**, August 20.

Mr. and Mrs. John R. Robin, Lafayette appliance serviceman, for the birth of a son, **John Timothy**, August 24.

Mr. and Mrs. L. T. Haney, Navasota storeroom supervisor, on the birth of a granddaughter, **Diana Sue Voelter**, October 27.

Mr. and Mrs. Marvin Seigler, Navasota line foreman, on the birth of a daughter, **Kathleen Marie**, October 30.

Mr. and Mrs. R. B. Cash of Hull, local superintendent, for the birth of a granddaughter, **Deborah Diane Cash**, September 11.

Mr. and Mrs. Ralph Broussard, Lafayette line, for the birth of a daughter, **Cynthia Marie**, November 10.

Mr. and Mrs. Earl Broussard, Lafayette sales, for the birth of a daughter, **Virginia Marie**, November 17.

Mr. and Mrs. George W. Parton, Lafayette substation, for the birth of a son, **George, Jr.**, November 15.

Mr. and Mrs. Raymond Welch, system engineering, Beaumont, upon adoption of a baby girl, **Debra Rae**, December 1.

Mr. and Mrs. E. H. Foerster, Navasota substation, upon becoming grandparents of **Hallie Dee Pool** November 22. The mother is a former Gulf Stater, Mrs. Lloyd (Mary Sue) Pool.

Mr. and Mrs. H. C. Stabler, Navasota T & D, for the birth of a daughter, **Sheryl Belinda**, December 7.

Mr. and Mrs. Emory D. Shead, Navasota line, for the birth of a daughter, **Patricia Ruth**, December 4.

Mr. and Mrs. Tony Bariteich, Lake Charles T & D, for the birth of a son, **Leland D.**, November 8.

Mr. and Mrs. Charles Naquin, Baton Rouge T & D, for the birth of a daughter, **Virginia**, November 24.

Mr. and Mrs. Gene M. Heard, Baton Rouge engineering, for the birth of a daughter, **Janet Kaye**, November 30.

Mr. and Mrs. Fred H. McMurray, Baton Rouge T & D, for the birth of a boy, **Fred, Jr.**, December 5.

Mr. and Mrs. C. E. Torrans, Lake Charles T & D, for the birth of a son, **Brycson Dwight**, September 6.

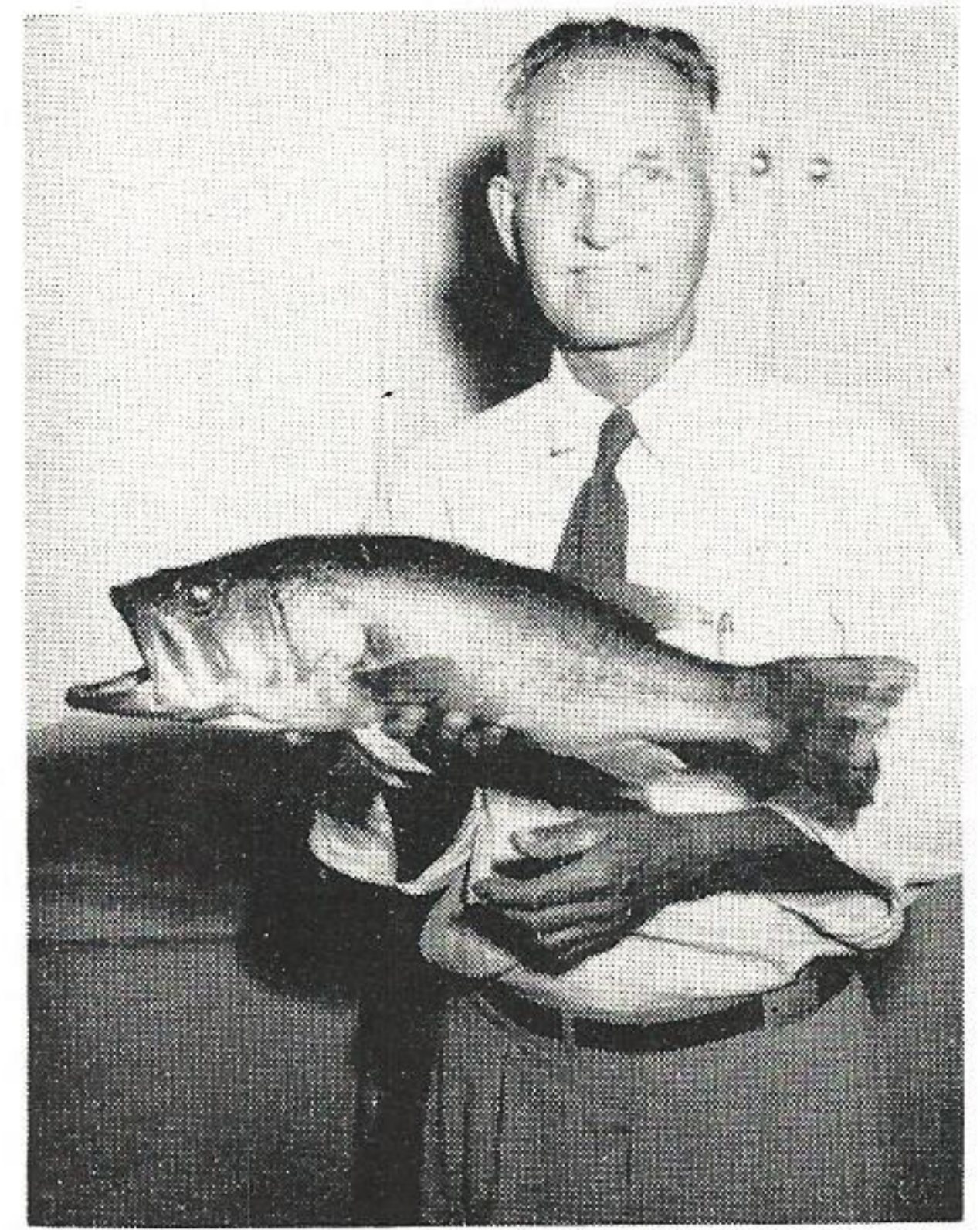
Mr. and Mrs. Clyde Doucet, Lake Charles T & D, for the birth of a daughter, **Judy Ann**, September 16.

Mr. and Mrs. Robert Ware, Lake Charles T & D, for the birth of a son, **Robert Ware, Jr.**

Mr. and Mrs. Joe E. DeJean, sales promotion, Beaumont, for the birth of a son, **Eddie, Jr.**, September 18.

Home from the Service

IT'S "WELCOME BACK" for three Gulf Staters, two in Beaumont and one in Port Arthur, who have been reinstated from military service. They are A. R. Burgess and Willie H. Klaus of Beaumont, and James W. Dunham of Port Arthur.



Bill Efferson, district superintendent for the West Baton Rouge territory of Gulf States, holds proof that his fish tales aren't fairy tales. The scaly bass weighed 5 pounds, 6 ounces and measured 23 inches. Bill took it near his False River camp.

From the MAILBOX . . .

Mr. H. C. Leonard
Gulf States Utilities Company
Baton Rouge, Louisiana
Dear Mr. Leonard:

I received this morning a copy of the October number of "Plain Talks." I wish to thank you very much for this copy. I especially noted the picture showing the first electric railway in Baton Rouge, and my father with the "silver spike" in his hand. As you know, my father, Ben R. Mayer, was President of the old "Home Electric Company," afterward called the "Baton Rouge Electric Company." We were all very pleased with the fact that Baton Rouge had electric cars before the city of New Orleans.

I am very glad that the picture was given by my Mother to our old friend, "Dolph," R. A. Delaroderie, and I trust that it will remain in the possession of Gulf States Utilities Company as a valued memento for many years to come.

I read with interest all the magazine, and enjoyed same together with the pictures. Again thank you for thinking of me in sending me a copy of your magazine. I remain with best wishes and kindest regards,

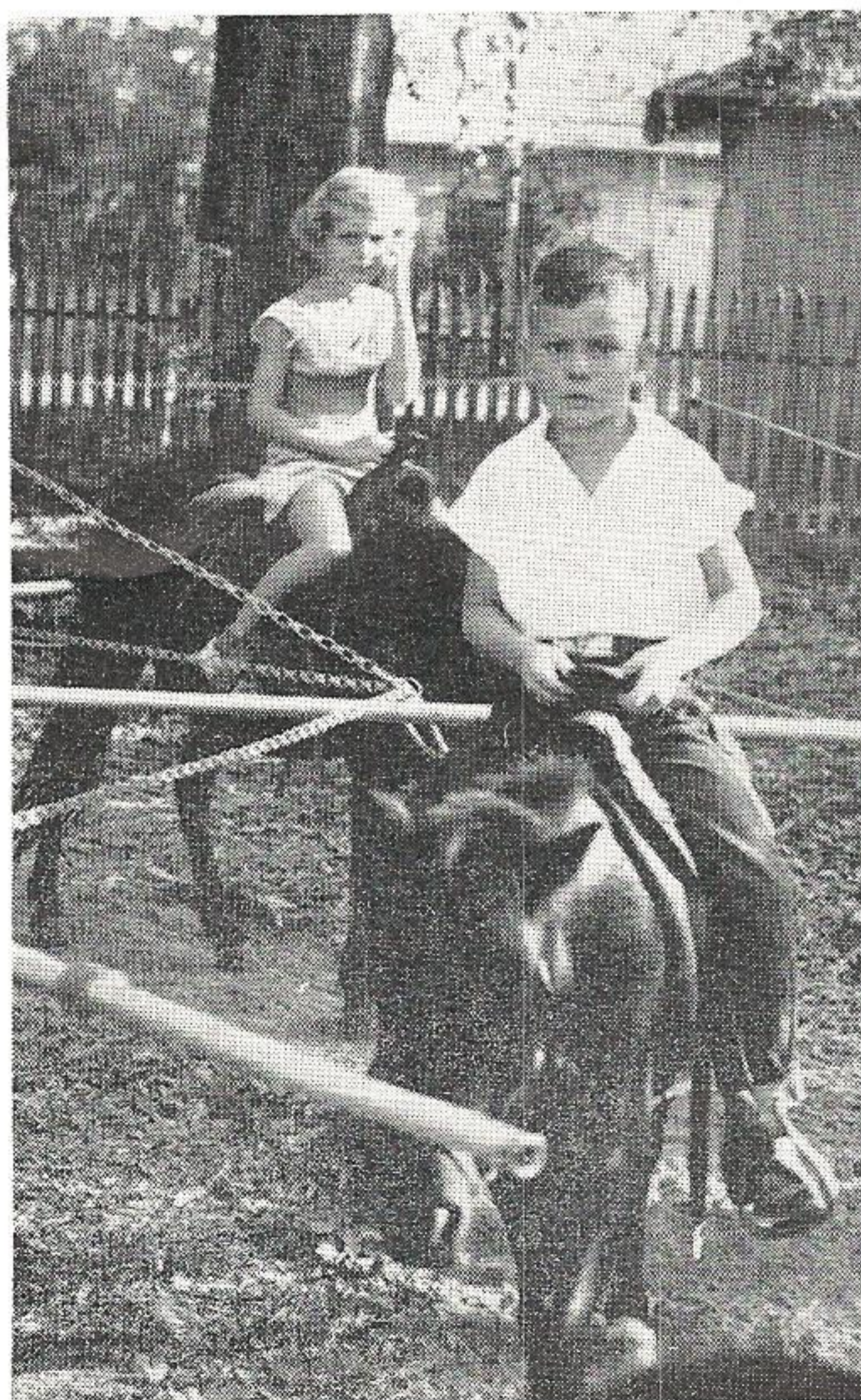
Yours very truly,
Buffington S. Mayer



Posing at a party at the end of the season are (top) officers of the Baton Rouge summer bowling league, treasurer Louis Milazzo, president Cyril Dominguez and secretary Margie Rome, and (bottom) are Joe Oubre and Sammie McKenzie, who planned the party.



Something new was added to the latest Baton Rouge Short Circuit Club picnic—and were the small fry glad! Club Prexy Calvin Oubre had promised them something to ride, and he and the rest of the committee members came through in fine style. The event was held at the United Commercial Travelers Camp on the Hammond Highway. Boiled shrimp for the adults, and ice cream, soft drinks and pink candy for the kids made it another outstanding Short Circuit outing.



These scenes were at the annual Lake Charles plant employees' Coke fund family picnic, held on the Company lot adjacent to the garage. Food and frolic were the order of the day for young and old. Chairman of the committee was George West; helping were Murphy Gibbs, Ed Farlow, Albert Buller, D. A. Spell, Vernon F. Horstmann, Luther Risher, F. W. Merrill and Lee LaFleur.



No Let-up on LIGHTING

MORE AND MORE communities in our service area are becoming street light conscious. New mercury vapor lamps, especially, are gaining in popularity with city fathers and the general public alike.

Above, Gulf Staters and Orange citizens throw the switch to illuminate the city's handsome new Simmons Drive. From left are Vice President L. F. Riegel, Judge Charlie Groom, Mayor Joe Runnels, Bryon Simmons (in whose name the thoroughfare was named), Acting City Manager Charles Cottle, Division Manager E. L. Granau and Orange District Superintendent C. H. Meeks. Top right, V. T. Bolton, distribution foreman; Henry Mitchell, line foreman, and Stanley LeBouef, engineer, were on hand to see that no last-minute hitches developed.

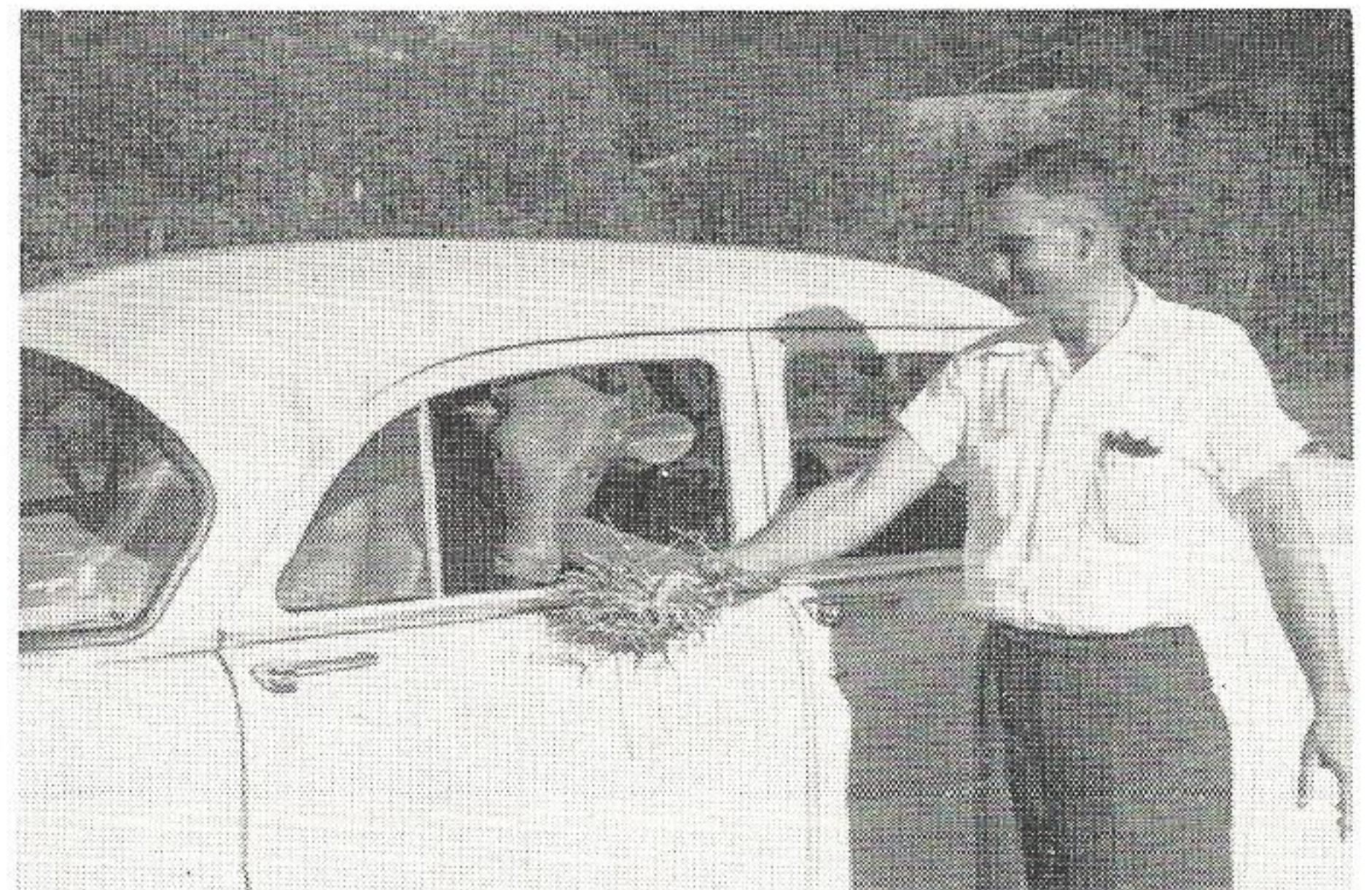
In the lower picture, citizens of Doyle, Louisiana, along with Gulf Staters, check installation of one of the 46 street lights placed in operation in the Livingston Parish



community. GSU representatives include James A. Stelly, commercial sales supervisor; Cecil Tyler, district superintendent for the area, and Louis C. Christian, district superintendent for the Baton Rouge Division. The Albany Lions Club and the Company collaborated on the project.



Upon announcement of his promotion and transfer to Port Arthur, Jimmy Atkins was singled out for going-away honors by fellow employees at Navasota. Here he shows gift fishing reel.



What's the policy about hauling livestock in a Company car? Never mind — it's only a county fair "prop" and Vic Norvell, Navasota farm representative, is hauling it home.

Gulf Staters in the News

System Consumers Accountant **Harry Rafferty** was elected 1955 president of the Young Men's Business League's honor group, the Key Club, in Beaumont November 11.

Fred Tenholder, commercial sales representative in Beaumont, was selected to head his community's March of Dimes drive for the coming year. Dates of the campaign will be January 3-31. Mr. Tenholder, whose civic activities include the YMBL, Camp Fire Girls and American Legion, was vice-chairman of the polio drive last year.

Douglas F. Latimer, Baton Rouge industrial engineer, has been elected commander of the Baton Rouge Department of the Military Order of the World Wars. Mr. Latimer is a lieutenant commander in the naval reserve.

Cecil Nantz, superintendent of electric and water distribution at Orange, was one of five citizens of that community who were warmly applauded by an editorial in their newspaper, the Orange Leader. The five were members of the city and school district boards of equalization who had just completed a series of difficult hearings on property valuations for tax purposes. The editorial bore the heading, "Our Thanks for a Tough Job Well Done," and began, "If there ever was a Medal of Honor for community service above and beyond the call of duty, the five men pictured here would be outstanding candidates for the award." Mr. Nantz completed his 35th year as a Gulf Stater this summer.

Keeping busy after hours in Baton Rouge is **Jim Turner**, PLAIN TALKS associate editor and GSU's ad department for Baton Rouge Division. Current and recent activities include chairmanship of the special events section of the United Givers Fund campaign, membership on the Junior Chamber of Commerce fire and accident prevention committee and membership in an Oil Progress Week sub-ci subcommittee on employee participation.

Raymond T. Wright, Gulf States' district superintendent at Huntsville is serving again as head of the March of Dimes drive in Walker County.

W. H. Gieseke, vice president and secretary, has been named to membership on the utility committee of the Hoover Commission Task Force on paper work management. The group is studying the large and costly volume of paper work and record keeping that the federal government requires of industry.

J. B. "Pat" Bishop is serving as secretary-treasurer of the Men's Garden Club of Greater Beaumont.

Mary Lilyerstrom, secretary to the treasurer, has been appointed to the Women's Advisory Committee of Texas Attorney General Ben Shepperd. Miss Lilyerstrom also has tackled another civic job: she was named head of the Christmas seal sale this year for the Beaumont Tuberculosis Association.

Navasota Farm Representative **Victor Norvell** has been appointed a member of the American Cotton Congress Committee.

William M. "Bill" Goff, Baton Rouge supervisor of residential sales, is the new president of the Edgewater Kiwanis Club there.

Appointed chairman of the nominating committee for the Port Arthur Chamber of Commerce recently was **J. Kirby Jones**, division superintendent of sales.

Installation of stores supervisor **R. M. Tompkins**, Beaumont, as one of the class of 1957 deacons of Westminster Presbyterian Church took place December 19. He joins Gulf Staters **Fred Cordsen**, **R. S. Nelson**, and **Jerry Stokes** already on the board.

Chairman of the Jaycee committee planning the lighting effects this year for the "Tree of Light" at Rose Hill was **Dick Landry**, lighting engineer. Also on the committee was **J. C. Queen**, meter department.

Fred Cordsen of Beaumont, equipment engineer, has been elected director of the Sabine chapter, Texas Society of Professional Engineers. He also is serving as chairman of the TSPE student relations committee for Lamar Tech.

GENERAL SALES MANAGER **E. L. Robinson** of Beaumont was one of the principal speakers at the annual meeting of the Rocky Mountain Electrical League, held in September at Estes Park Colorado. His subject was a highly appropriate one: Gulf States' experiences regarding the heat pump. The Company has been a pioneer among the nation's utility firms in promoting this striking electrical device.

Mr. Robinson told the League (members include manufacturers, dealers and utilities in five states) that the heat pump "has emerged from 75 years of electrical development as the 'heavy-weight' of electrical appliances." He

Robinson Previews Heat Pump Sales

said that "It is reasonable to assume every business firm and every home in America would love to own a 'Magic Box' that automatically heats or cools as desired."

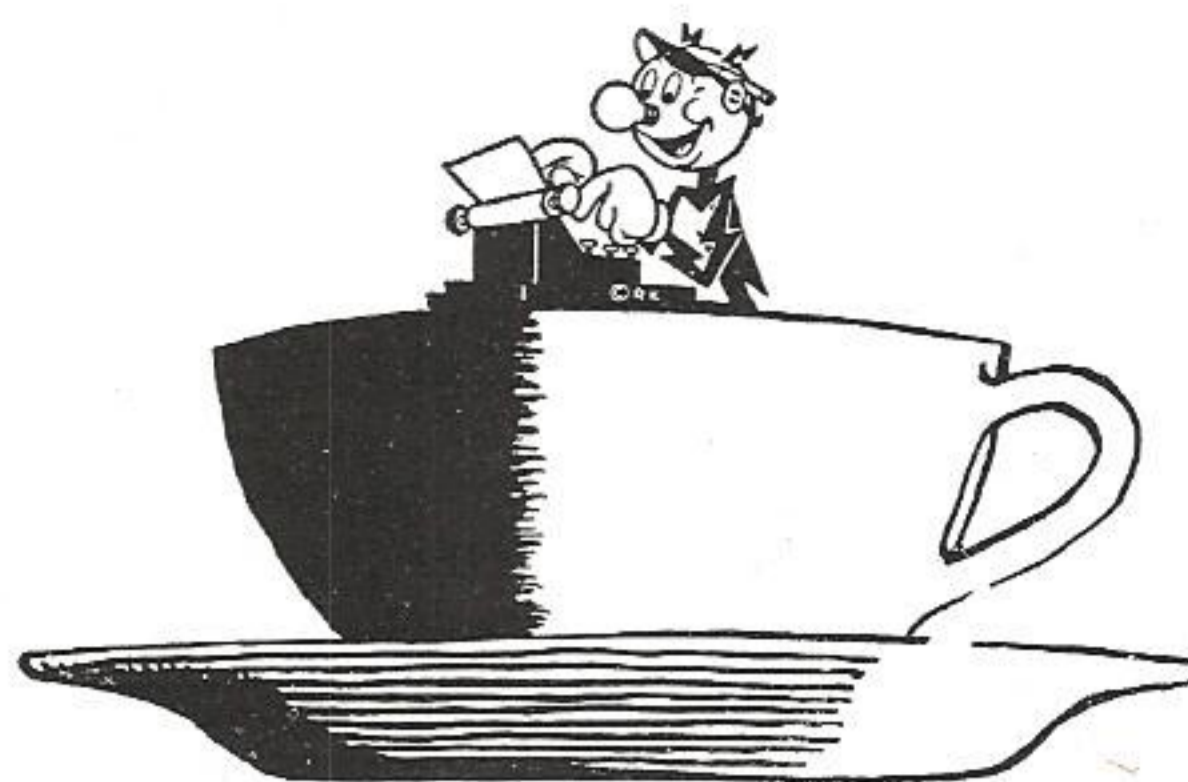
The GSU executive built up to his heat pump discussion by telling about the booming sales of air-conditioning units in our service area — both room and central cooling equipment. "This represents an important change in the spending habits of our people," Mr. Robinson explained, "in that they are now willing to increase their family budget for electricity to provide comfortable summer time living conditions in the home."

He pointed out that comfortable, healthful air-conditioning is highly desirable in our service area. "We can expect 85 to 90 days in which our temperature will hit 90 degrees or higher, and during which time humidity will range between 65 and 90 per cent." Relief from this kind of weather — plus heating in the winter — make the heat pump a "natural" as far as Gulf States customers are concerned. Mr. Robinson predicted that "this market will broaden out and engulf areas having winter weather much more rigorous than ours and that lowering the first cost of units can well mean that the cooling feature will appeal to people in areas of relatively few hot days."

"Furthermore," he added, "the versatility of automatically changing from heating to cooling, or vice versa, will appeal to many people."

Gulf States is going "all out" in heat pump promotion, Mr. Robinson stated, and he implied that many companies represented in his audience would be doing the same thing in the not-too-distant future.

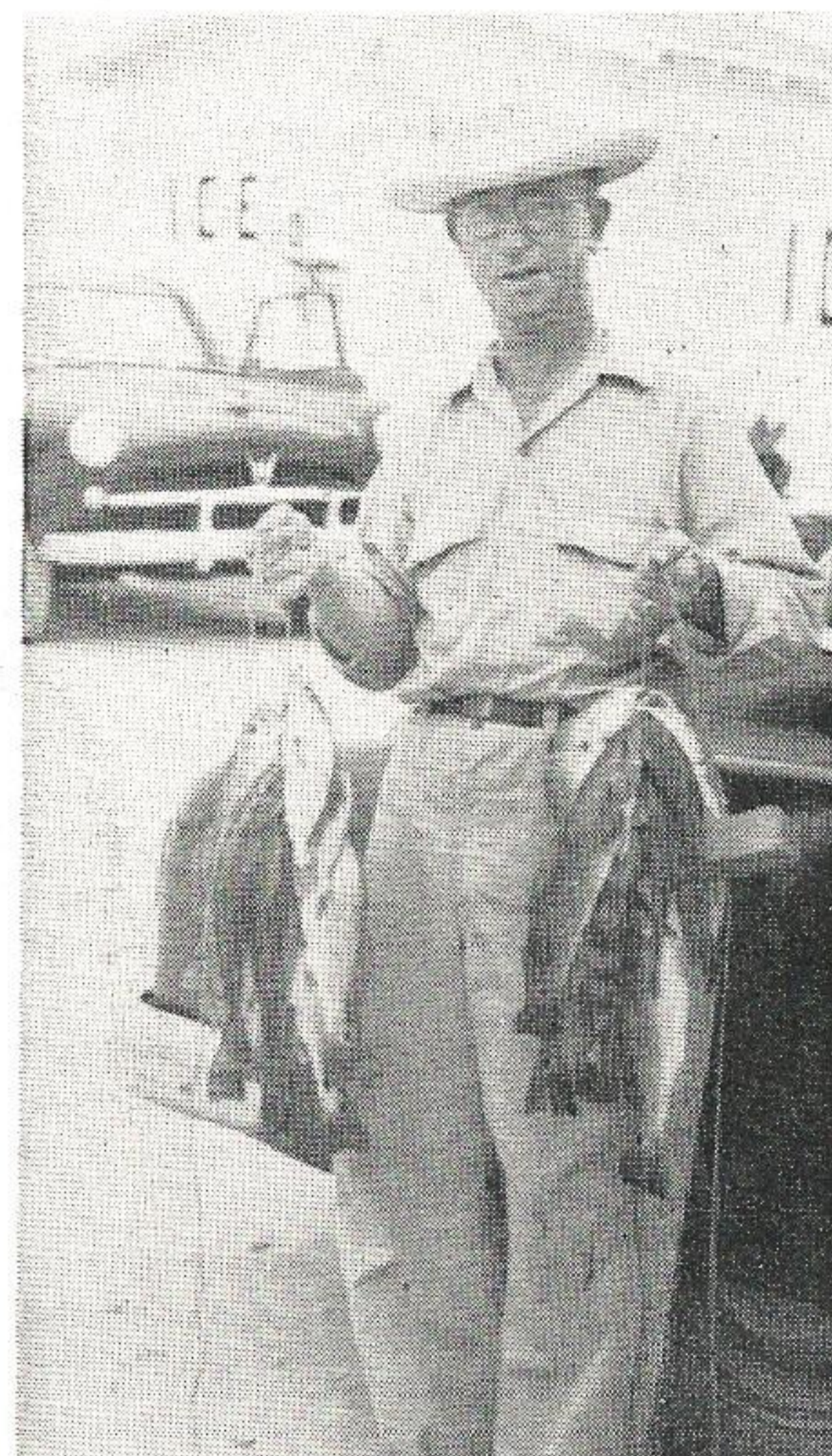
over the COFFEE CUP



Beaumont

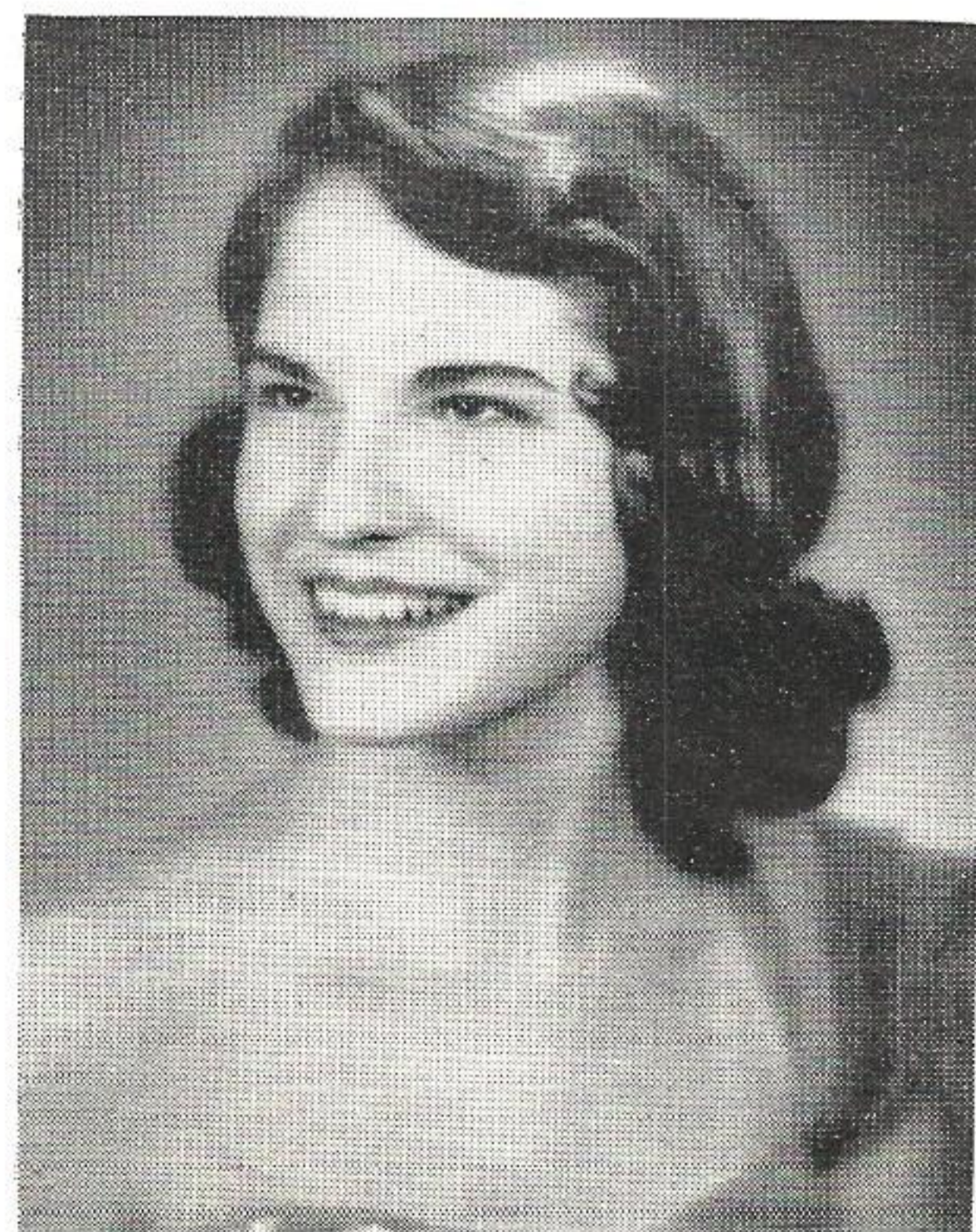


Wedding bells occasioned this gift-presentation in the Beaumont coffee shop not long ago. At far right is Wanda Warren (now Larkin), the honoree; with her, from left are Dorothy Powell, Barbara Summey and Beth Ann Mistrot. All are in customer accounting.



HARRY RAFFERTY

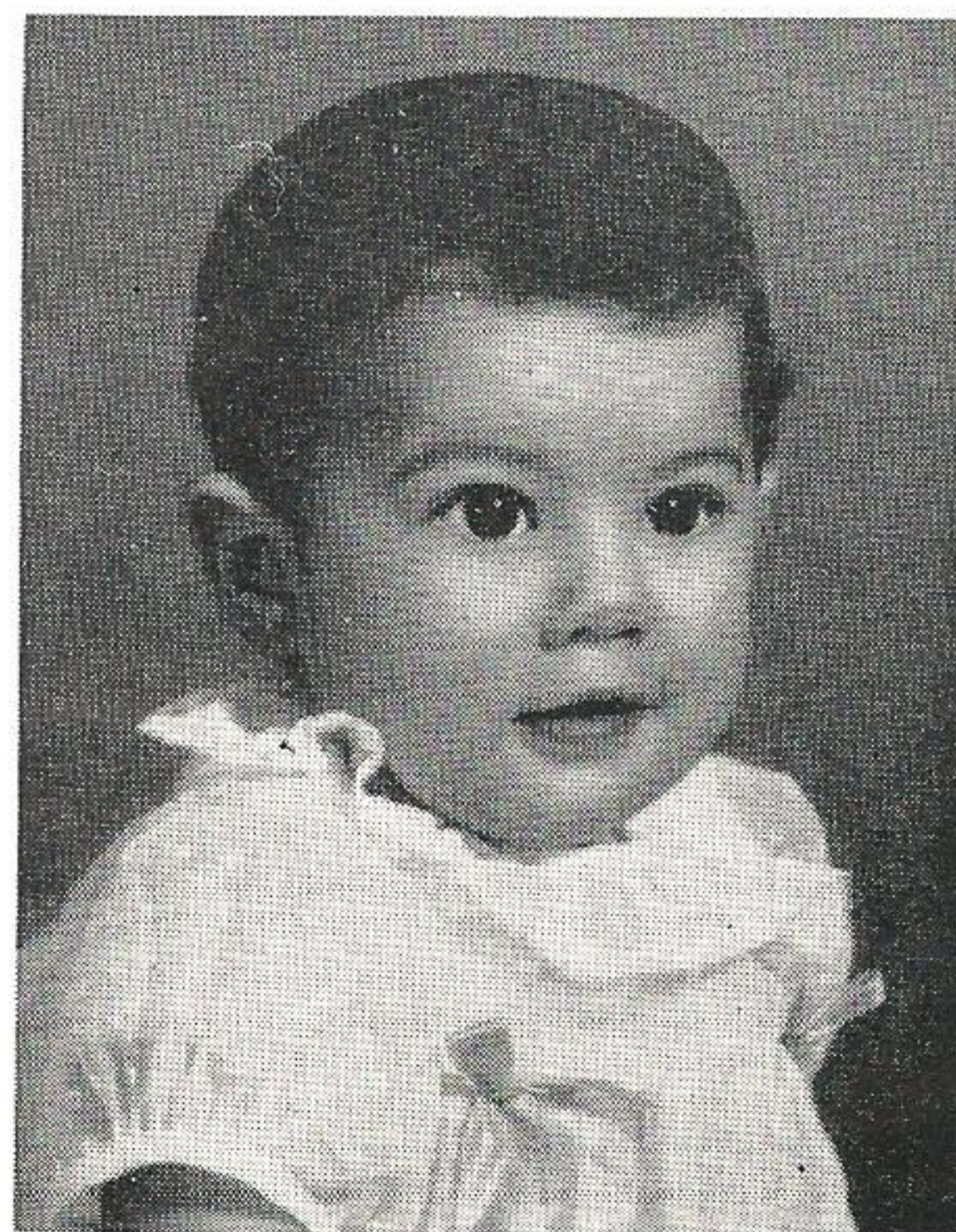
Beaumont **Harry Rafferty** was on a fishing party not long ago that produced this fine harvest of seafood: 14 redfish, three speckled trout, one drum and five golden croakers . . . Home service advisor **Thelma Carson** brought home the bacon (first prize in a Houston Chronicle recipe competition) with a savory formula for a skillet date pudding. Similar to steamed dumplings, the pudding includes a liberal portion of brown sugar and is served with hot sauce and whipped cream . . . What with all this redfish, trout and pudding, "Over the Coffee Cup" is beginning to take on a cookbook appearance.



Sarah Guelfi

A pretty freshman now studying at Newcomb College, the women's division of Tulane University in New Orleans, is **Sarah Guelfi**, daughter of **Mr. and Mrs. Pete Guelfi** of Beaumont. Her father is a Gulf Stater in the construction budget department. Sarah was an honor graduate of Beaumont High this year, and won herself an \$1,800 scholarship from Tulane as a result. She hardly had got settled in school when she was elected an ROTC sponsor, representing her sorority, Phi Mu. She marched with the Tulane band at football games this fall — recognition not often handed out to freshmen co-eds.

At the right is the cute daughter of **Bob Burnett**, new Beaumont sales department employee. Now 15 months old, Peggy Ruth once won first prize in a baby contest held at Hillsboro, Oregon . . . **J. B. Bishop, Jr.**, residential sales, headed up this year's Jaycee Christmas home decorating and lighting contest in Beaumont.



Peggy Ruth Burnett

Baton Rouge



Girls in the Baton Rouge accounting department took advantage of their morning coffee break to give their boss, Reeves Garrison, a cake and congratulations on his birthday. Shown are Jean Alford, Carmen McGaugh, Jeanette D'Arensberg Betty Rodrigue, Vivian Hayes, Edna Magee, Dixie Taylor, Mr. Garrison, Mary Ann Bello, Georgette Adams, Anna K. Hill and Frances Gross.

ber in the bride's home in New Iberia, Miss Helen Louise Ussery became the bride of R. H. Lawton, Jr., son of the superintendent of Louisiana Station. The couple both attend S. L. I. at Lafayette.

Lafayette



Maude and Joyce



Mr. and Mrs. Buckalew



Julie Hays



J. G. Oubre

Selected as a model for the annual Dalton's Fall Fashion Show was **Pat Ducote**, accounting . . . **Julie Hays**, sales, is a big help to the Baton Rouge Short Circuit Club. She designs, decorates and sends out bulletins and posters for the club. Her ideas draw compliments — and crowds — to Short Circuit events. Attractive additions to the accounting department are **Sue Oliver**, **Pat Graves** (daughter of Louisiana Station's **Buddy Graves**), **Ernestine Wilman** and **Janice Theriot** . . . The garage department was glad to have **Jake Davis** back on the job after an illness several weeks ago. "Never underestimate the power of a woman," according to the old saying.

J. G. Oubre, substation department, had the courage to give his opinion on current female hair styles. And look what happened to him. At a department fish fry, the women overpowered him and gave him a permanent, dryer and all. **Buster Felsenthal** instigated the affair and is responsible for Mr. Oubre's "new look."

At a double ring ceremony November 12 in Denham Springs, **Mildred Frances Murray** became the bride of **Kenneth E. Pickel** of Baton Rouge. The couple will make their home in Baton Rouge, where both are employed. Mildred is a Louisiana Station Gulf Stater . . . At a wedding ceremony held in Septem-

GSU employees bid farewell to **Mrs. Maude Adams**, accounting, and **Mrs. Joyce Muffoletto**, T & D, at a party a while back. Also honored was service man **H. T. Buckalew**, on the occasion of his birthday . . . Joyce has acted as PLAIN TALKS reporter for Lafayette district and is being replaced in that job by **Mrs. Montez H. Credeur** . . . A new employee in the accounting depart-

ment, replacing Mrs. Adams, is **Jeanette LeBlanc** . . . Congratulations to **Ruby Schuff**, who became **Mrs. Richard Primeaux** August 7 at Sacred Heart Catholic Church in Ville Platte. She's a cashier in the accounting department.

Rufus Mier, engineering department, is quite a fisherman. On a recent trip he caught a comorant, which is commonly called a water turkey . . . On October 8 Gulf States employees honored **A. B. Mitchell**, storekeeper, and **Bernard Wiltz**, appliance repairman, at a joint birthday party. Guests were **Mrs. Mitchell** and daughter, **Nell** . . . **Harold Airhart**, lineman, has been on the sick list recently; all wish him a speedy recovery.

Replacing Mrs. Muffoletto in the T & D department (see above) is **Jane Ann Comeaux**, who hails from Broussard, La. . . . A new sales department employee is **Oscar Borne**, who will be serving customers around Church Point . . . Lafayette service foreman **J. K. Powell** and family vacationed this year in Spring Creek, La., and parts of Florida . . . **Earl Broussard**, sales department, spent two weeks training with the National Guard at Camp Polk . . . **Paul Broussard**, serviceman, was among those on the sick list in recent months but returned to duty.

Congratulations went out to **Julien Perry**, T & D, who became our newest grandfather August 1 when the stork visited **Mr. and Mrs. Ray Perry** to leave a daughter named **Karen Ann** . . . We haven't heard much out of **Honore Miller**, meter shop, lately. Could it be that his thoughts are on that new boat he has been building? . . . Sympathy was offered this summer to line foreman **Renix J. Broussard**, whose father, **Edmond Broussard** of New Iberia, passed away . . . **A. B. Mitchell** and family spent their vacations this year in Mississippi, Alabama and Georgia. In Atlanta they visited a plant where the famous Sabre Jet planes are made.

Jim Richardson, farm representative, has been appointed to the board of review for the Lafayette area council, Boy Scouts of America . . . **H. T. Buckalew**, Lafayette serviceman, is a very patient dove hunter. At this writing, he was saying that at his present rate of killing doves he should have enough for a gumbo within three hunting seasons. This is due, he says, to a faulty gun.

Mrs. Oray Hernandez, wife of our Abbeville district serviceman, has been recuperating nicely after an operation. Mr. and Mrs. Hernandez are living in a new home; they report they worked mighty hard on it but figure it was well worth while . . . **Hugh Holland** is in charge of the Community Chest drive among Lafayette district employees.

Lake Charles

Greetings to **Helen Schexnider**, new employee in the collection department . . . **Elizabeth Dubus**, daughter of Mr.

and **Mrs. A. J. Dubus**, was selected to appear in "Who's Who in American Colleges." She attends S. L. I. . . . Enjoyed was the open house held by **Mr. and Mrs. E. L. Bailey**, 1914 18th Street. Assisting at the table were **Mrs. Fred Johnson**, **Mrs. Homer Kirkwood** and **Mrs. Ernest Little**. The Baileys have a beautiful home and we are proud to have them settled in Lake Charles.

R. L. Henry spent a few days recently in school at Texas A & M . . . **Raymond T. Kearney**, junior engineer, has been transferred to the Lake Charles engineering department from Beaumont . . . **Blanche Suydam** of the engineering department was out for a week due to illness and we are very happy she is back and doing fine . . . **Wiltz J. LeBouef** has also been away; he underwent an appendectomy.

Paul Harrington and **G. P. Handley** of the T & D department are presently building new houses . . . New employees in the T & D department include **John Burt**, **Clifton Webster**, **Wilbert Simien**, **Harry Henry**, **Winfred Burge**, **Robert Ware**, **Winfred Perry** and **Billy Joe Woodward** of T & D and **Leora Robicheaux** and **Truman Burton** of engineering.

Corrigan



Mr. and Mrs. C. F. Waller

A recent wedding of interest to many Gulf Staters was that of **Charlie Fred Waller** to **Miss Patricia Ann Berry**. The ceremony took place in San Antonio, the bride's home and the groom's station in the Air Force. Young Waller is the son of **Mr. and Mrs. Charlie Waller** of Corrigan. His father is GSU district serviceman there.

Cleveland



Barbara Ann Jones

. . . is a new employee at the Gulf States office in Cleveland. She replaced **Barbara Jensen Snell**, who resigned to become a full-time housekeeper for her husband. The "new" Barbara graduated from Cleveland High in the Class of '54.

The Cleveland Garden Club choose **District Superintendent** and **Mrs. Roy Hudspeth** to receive their "yard of the month" award in November, citing its good appearance and attractive landscaping. Mrs. Hudspeth will be given a complimentary membership in the club.

Huntsville

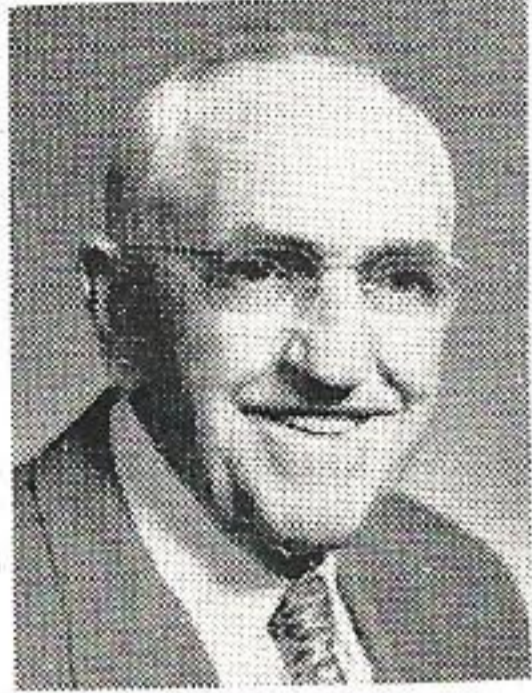


Mr. Cates and Friend

Meet **Jim Cates Vassallo**, born in Texas City August 20. Both baby and grandpa (Huntsville engineering assistant, unclassified, **Jim Cates**, who's Navasota Division's longest-service employee) are reported doing well.

SERVICE AWARDS

40 YEARS



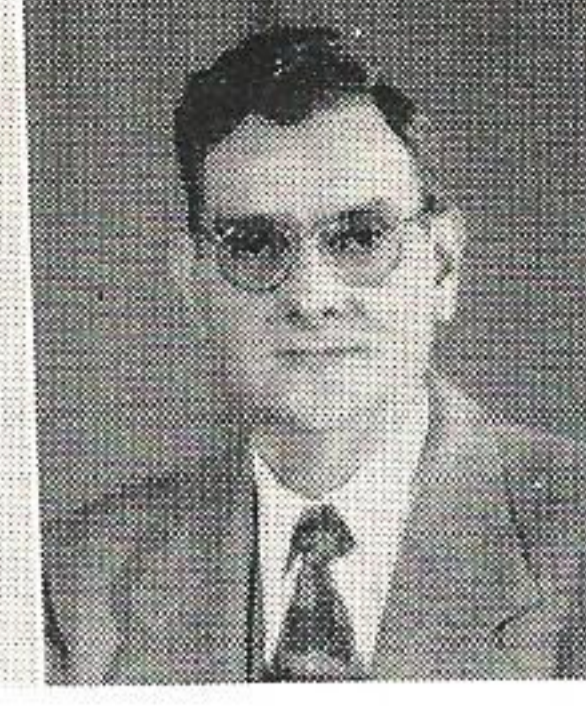
H. V. Scanlon
Accounting
Beaumont



Perry A. Bovard
Gas
Baton Rouge



C. B. Brooks
Distribution
Groveton

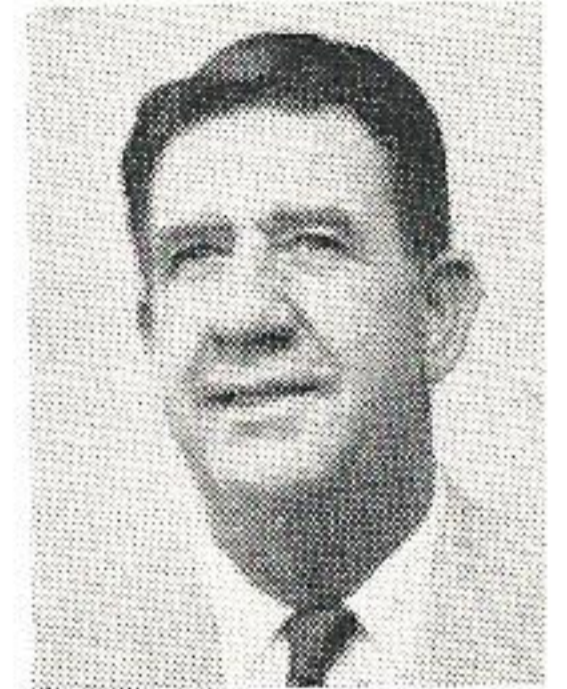


S. J. Guidry
Production
Baton Rouge



C. C. Roper
Distribution
Port Arthur

30 YEARS



A. C. Handley
Distribution
Nederland

20 YEARS



Leonard Atwood
Distribution
Beaumont



Samuel F. Cain
Distribution
Beaumont



J. B. Fanette
Syst. Eng.
Beaumont



Carl H. Harris
Distribution
Baton Rouge

10 Years



N. B. Bankston
Production
Baton Rouge



Roy J. Berthelot
Production
Baton Rouge



Roy E. Cowart
Distribution
Beaumont



Frances P. Estes
Accounting
Port Arthur



Grace Fails
Distribution
Beaumont



Oleon W. Reeves
Distribution
Baton Rouge



John W. Theriot
Gas
Baton Rouge



Adam Trahan
Water
Lake Charles



Monroe D. Voyles
Distribution
Baton Rouge



Martin J. Wagnon
Sales
Jennings

Colored Division

10 YEARS



Roy Burk
Production
Baton Rouge

Fall Range-Water Heater Drive

IT WAS A HUMDINGER

With the ending of November, Gulf States closed out the biggest fall range-water heater campaign in its entire history. All divisions made their quotas which gave the entire system a total of 1,881 sales — 1,528 ranges and 353 water heaters. Percentage-wise the Navasota Division came out on top with 137 per cent of their quota, but the Beaumont Division made the greatest number of sales—571.

Over the two months of the campaign the combined five divisions made 125 per cent of the quota. Over \$56,600 in revenue will be gained from the additional load derived through this hard-selling, "bogie-busting" campaign.

The Nelson Trophy

PORT ARTHUR WON TWICE

THE NELSON Trophy was securely in the hands of Port Arthur Division Gulf Staters in September and October, as Kwh figures showed they led the league for two months running. In second place at the end of September were Lake Charles and Baton Rouge divisions (tie); runner-up honors went to Beaumont Division at the end of October.

A high-water mark was reached by the system as a whole in September, when a record monthly gain of 51 Kwh was reported, bringing the average to 2,100 Kwh. In October it increased to 2,138.

Baton Rouge district and Woodville district joined the ranks of the "2,000 Kwh Club" in September and October, respectively, adding two memberships to the growing roster.

The Breakdowns

Division	Kwh Increase September*	Division	Kwh Increase Year to Date
Port Arthur	61	Baton Rouge	156
Lake Charles	50	Port Arthur	151
Baton Rouge	50	Beaumont	142
Beaumont	49	Lake Charles	131
Navasota	41	Navasota	118

*Not listed in last PLAIN TALKS due to Light's Diamond Jubilee issue.

Division	Kwh Increase October	Division	Kwh Increase Year to Date
Port Arthur	46	Port Arthur	197
Beaumont	42	Baton Rouge	191
Lake Charles	37	Beaumont	184
Baton Rouge	35	Lake Charles	168
Navasota	27	Navasota	145

Plain Talks



REPORTERS

BATON ROUGE DIVISION

Frances Gross Accounting
 Virginia Yarbrough Electric Dept.
 Marion Brown Louisiana Station
 Norma Alford Sales
 Billie Pickett Gas Dept.
 Margie Force T & D

BEAUMONT DIVISION

Lola Martin General Office
 Mary Helen Kellam Customers Acc'ts.
 Tom Stiteler Line
 Jerry Watson T & D
 Betty Neville Neches Station
 Reba Willey Orange District
 Johnnie Bylsma Silsbee

LAKE CHARLES DIVISION

Fay Denney Lake Charles Division
 Dorothy Mitchell Customers Acc'ts.
 Betty Bagwell T & D
 Eddie J. Belair Jennings District
 E. C. McGehee Riverside Station
 Montez H. Credeur Lafayette District
 Pat Peveto Sulphur District

NAVASOTA DIVISION

Jeanette Sangster Navasota Division
 Mavis King Conroe District
 Louise Satory Calvert District
 Jane Bazzoon Cleveland District
 Johnnie Fay Elliott Huntsville District

PORT ARTHUR DIVISION

Rosemary Vaught Port Arthur Division
 Loraine Dunham T & D
 Elizabeth Whatley Nederland & Port Neches

FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

Copyright

WINKING FACE *on Your HAND*

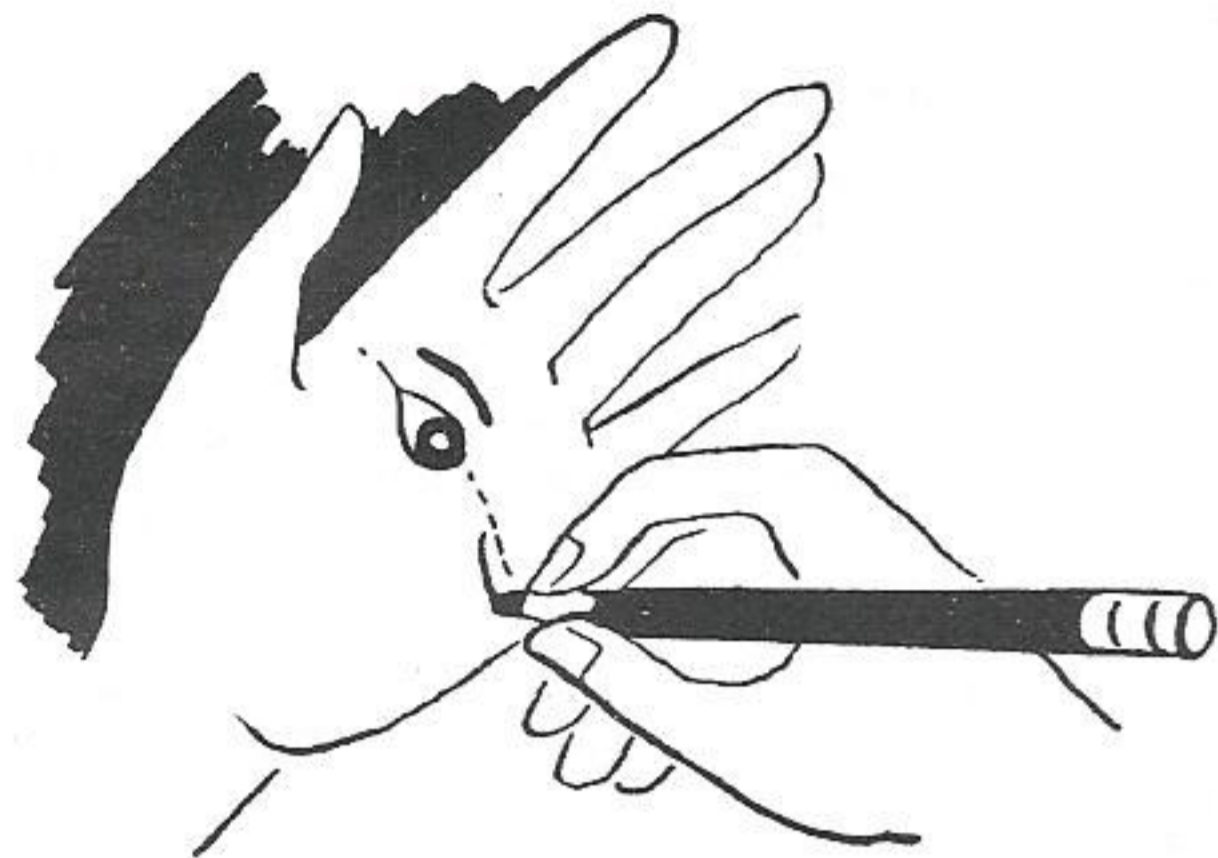


FIG-1

By CAPPY DICK

Author of "The Pastime Book"

Here's an easy way to have fun at home: Turn the palm of your hand into a face and watch one eye wink when the third and fourth fingers are bent downward a little bit. The illustrations on this page show you how to draw on your hand for this stunt, and how to move your fingers.

Use a pencil that has extra soft lead and draw the eyes, nose and mouth. Figure 1 shows how to do this. The finished face appears in Figure 2. Figure 3 shows how the two fingers are to be moved slightly downward, making one eye of the face wink in a most amusing manner.

The eyes, especially the one toward the outside of your palm, must be drawn upon one of the lines that wrinkle when you close your hand. Otherwise, the eye will not wink satisfactorily.

The picture of the two boys shows how you can make your friends laugh with this trick face. Just turn your hand toward them while you're talking and see how they laugh when the eye winks.

It's lots of fun and easy to do. Try it!

HOW MANY WORDS?

Get out pencil and paper and see how many different words you can make, using only the letters in "consolidate."

You should be able to make at least 59. Examples are: "solid," "lost," "do," etc.

"Consolidate" is a verb meaning to unite and is pronounced "con-sol-i-date," with the accent on "sol."

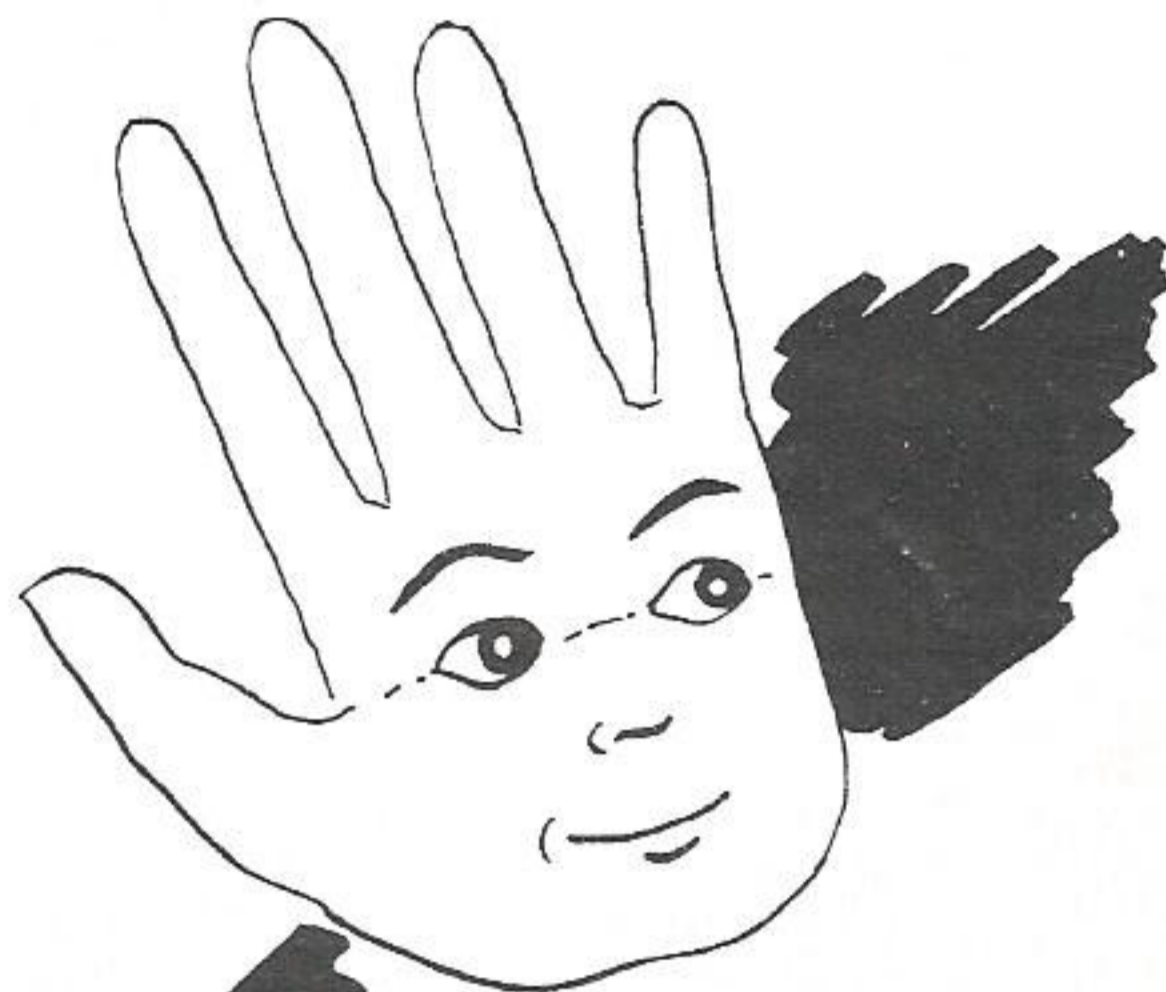


FIG-2

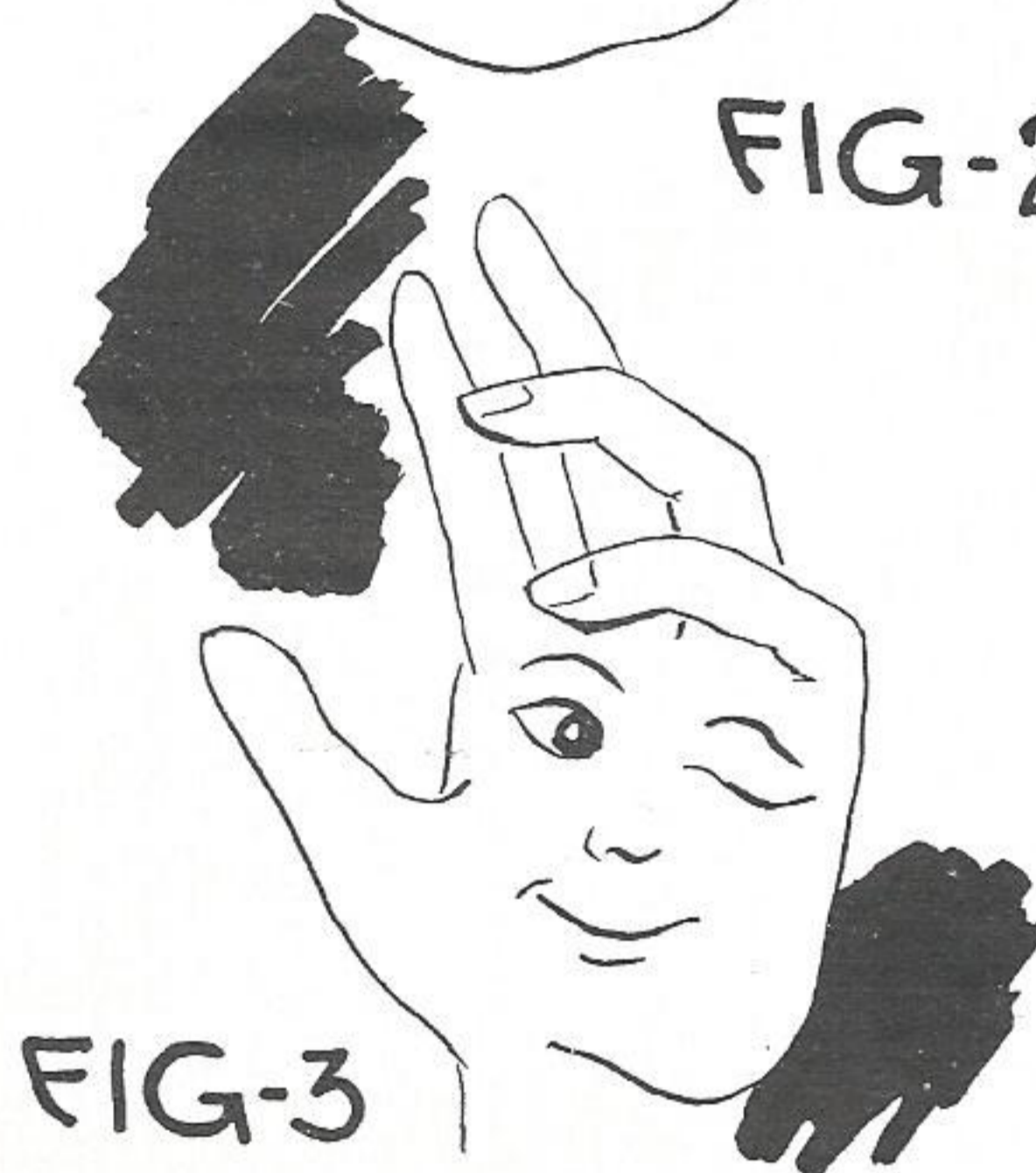


FIG-3



IN YOUR POCKET

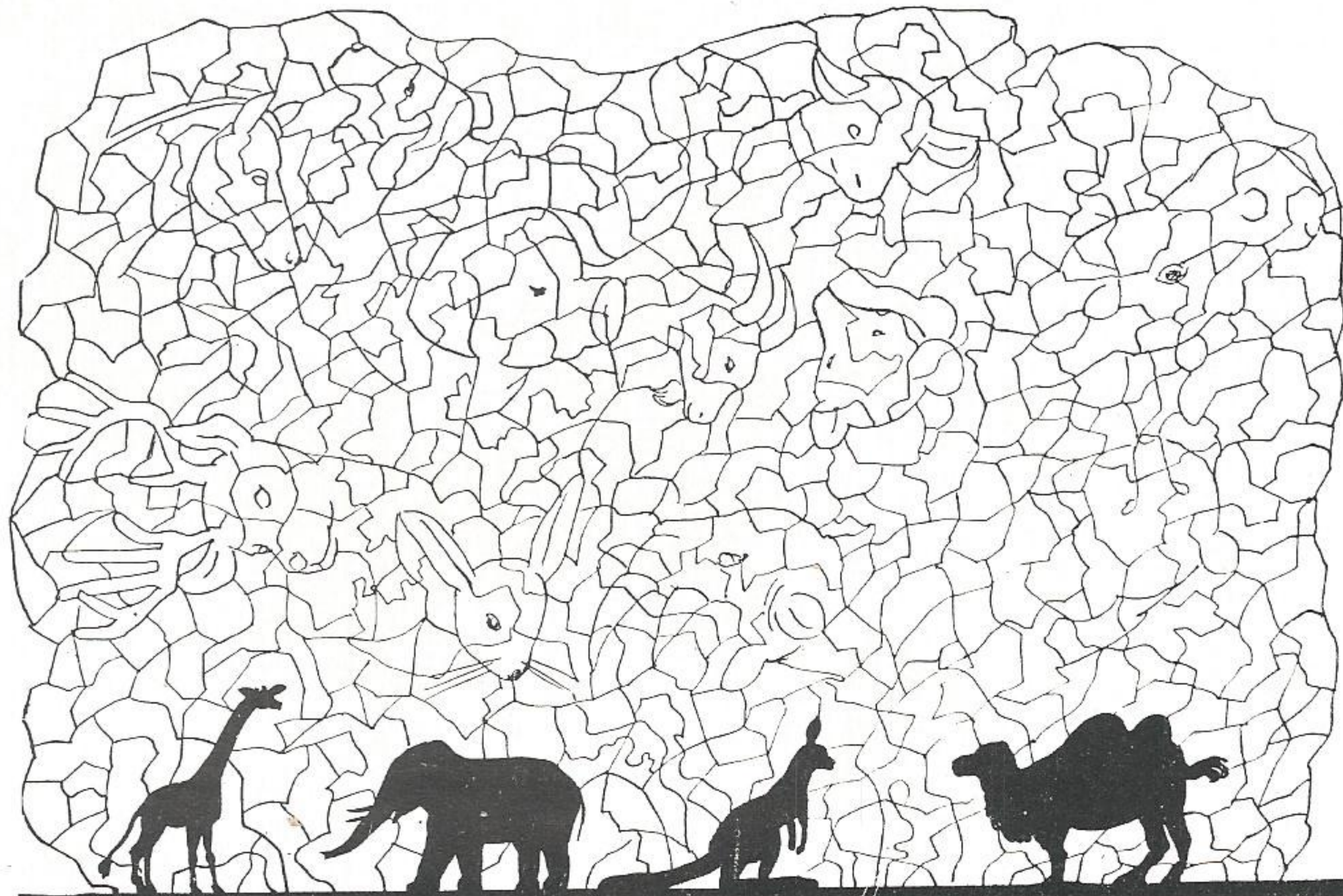
This game is fun. Actually, it is a contest and there can be a prize—perhaps a chocolate-covered cookie or a stick of gum—for the winner.

Each player empties everything from his pockets (or purse) and counts all the articles, no matter what they are—string, marbles, pencils, erasers, paper clips, slingshots, or what.

The player with the greatest number of articles is the winner.



Find 11 Animal Heads in This Maze of Lines



If you look long and hard enough you will find the heads of a rabbit, a horse, a fox, a sheep, a rhinoceros, a deer, a bear, a goat, a pig, a dog and a hippopotamus. Outline or color each head as you discover it.



LET'S FILL THE WALLS . . .

NOT THE HOSPITALS

It's possible a reader may glance at this page, think to himself, "Ho-hum, another award. So what?" and go about his affairs quite unimpressed with the occasion. That kind of reader thinks only of the surface value of awards and certificates as such, not of the human story behind their presentation.

posed of men and women who think, practice and work safely, and are proud of it.

PLAIN TALKS is privileged to show the above photograph of another safety award for the Baton Rouge Gas Department, with Gas Superintendent R. O. Wheeler and Louisiana Safety-Claims Representative T. O. McKnight doing the honors. This award, from the National Safety Council, represents 267,700 lost-time accident free days worked between January 1 and December 31, 1953. There have been no accidents since the award was made, so the Gas Department's record is building toward greater honors.

Americans are great people for giving awards for superior performance, in every field. It's a commendable practice in our book, and we don't feel it is overworked. Just as the trophy-filled cases at Notre Dame are symbolic of that institution's excellence in sports, the award-lined walls of our Company indicate that Gulf States is com-

We hope they run out of wall space.