



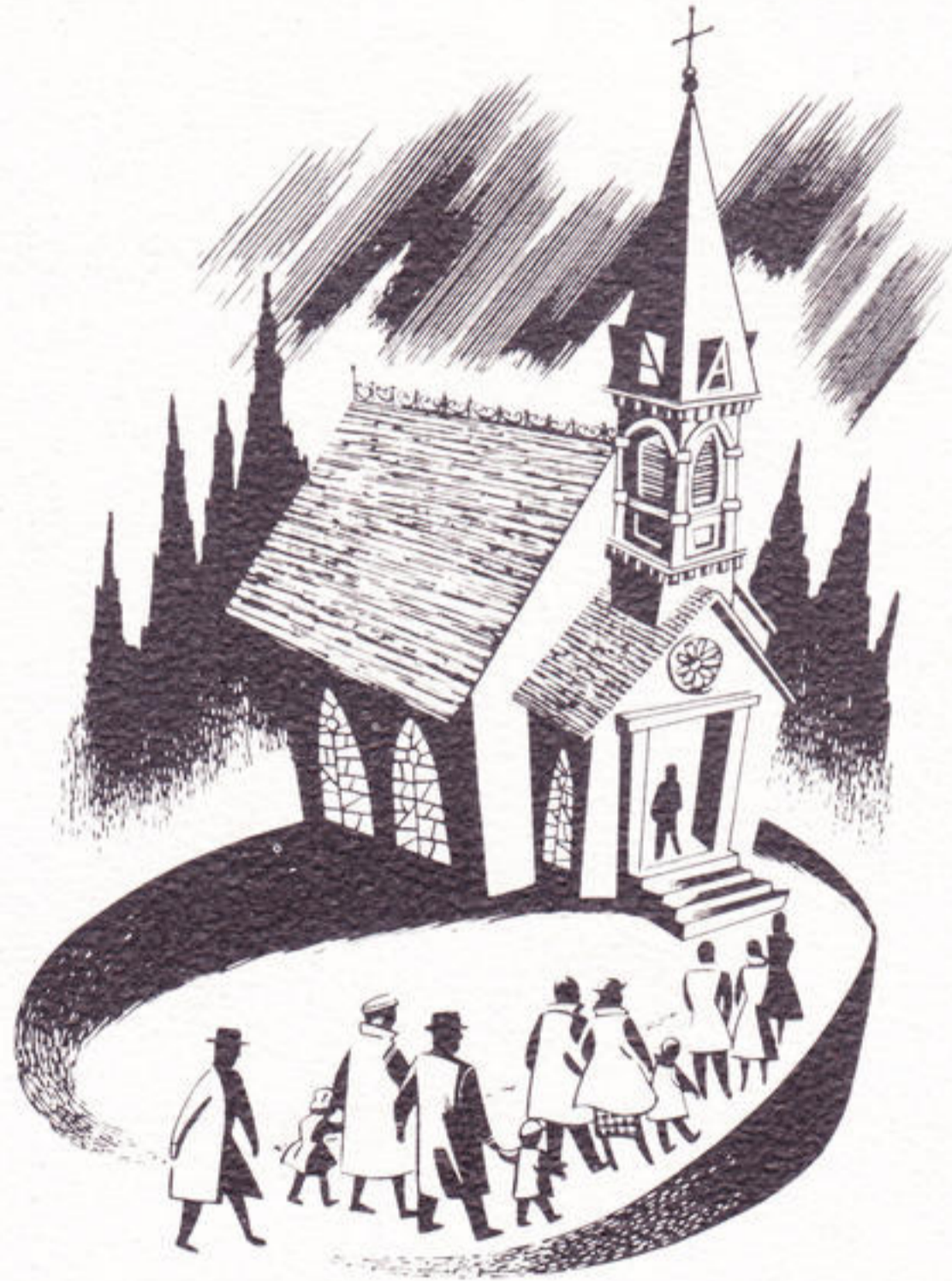
Plain Talks

DECEMBER, 1957

GULF STATES UTILITIES CO.

Plain Talks

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



SEASONS GREETINGS

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OUR COVER



Our Company always does its best to help keep Christ in Christmas and uppermost in the thoughts of all of us. One novel and electronic way graces our Christmas cover. The sign of the cross — worldwide symbol of Christianity — stands out dramatically on the Beaumont skyline during this holiday season. Formed by lighted windows on the north and south walls of the Gulf States Building, the cross can be seen for miles. Other tall structures are, from left, the Goodhue, First Federal and American National Bank buildings.

AS I write this Holiday greeting I am reflecting on the unusually difficult events of the year soon to end.

Your splendid record of public service during two major disasters has made a lasting good impression on those who were there. Your safety achievements, your outstanding sales records and your continued teamwork and efficiency in our day to day operations have helped our Company have a successful year. Thank you for your continued loyal support.

My sincere best wishes to all Gulf Staters and your families for a very Merry Christmas and for a healthy and happy New Year.

Roy S. Nelson

EVENTFUL 1957 IN RETROSPECT

HISTORY MAKING YEAR
HELD TRIUMPH, TRAGEDY

The year 1957 is almost history. To dispell any doubts you may have that it was a record year in our Company's history, let's look back on the happenings that have made headlines this year.

A record \$48,000,000 construction budget was approved in February and we continued work on projects started before 1957 and invested in additions and improvements to our system so we'd have plenty of electricity available to meet the skyrocketing demands for our service in the booming area we serve.

Generating Projects Expanded

A 400-acre tract of land, 17 miles south of downtown Baton Rouge, was purchased in August for construction of our fifth power plant, to be called Willow Glen Station. The new plant will be built around an outdoor 162,000 kilowatt turbo-generator, largest ever installed by our Company. With clearing of land completed, construction is expected to begin this Spring. By means of our 138,000-volt trunk transmission lines, Willow Glen will inter-

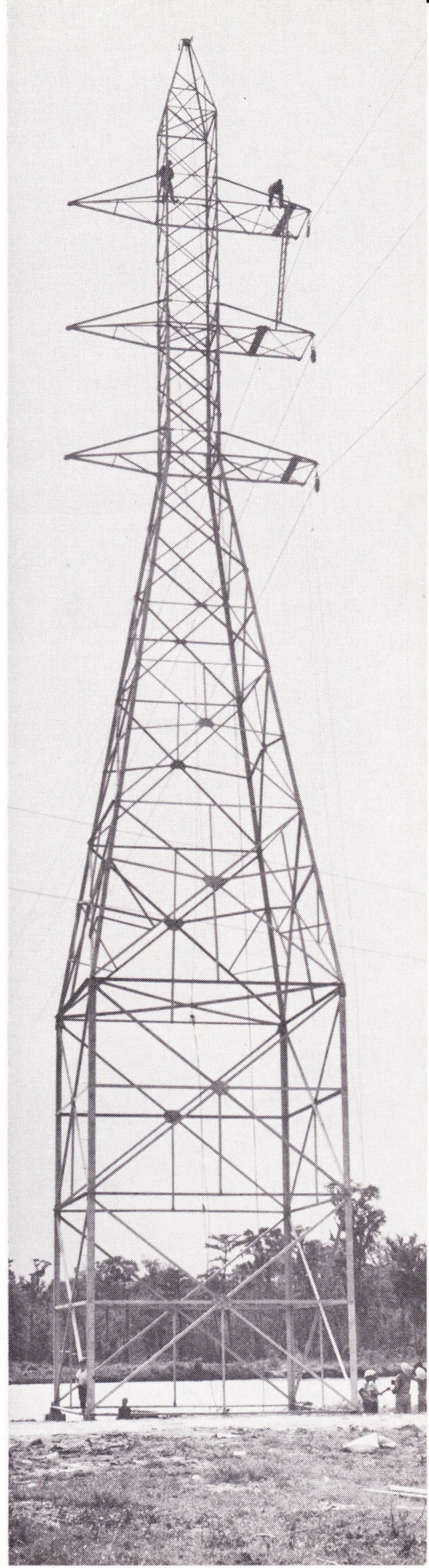
connect with our generation stations in the Baton Rouge, Lake Charles and Sabine areas.

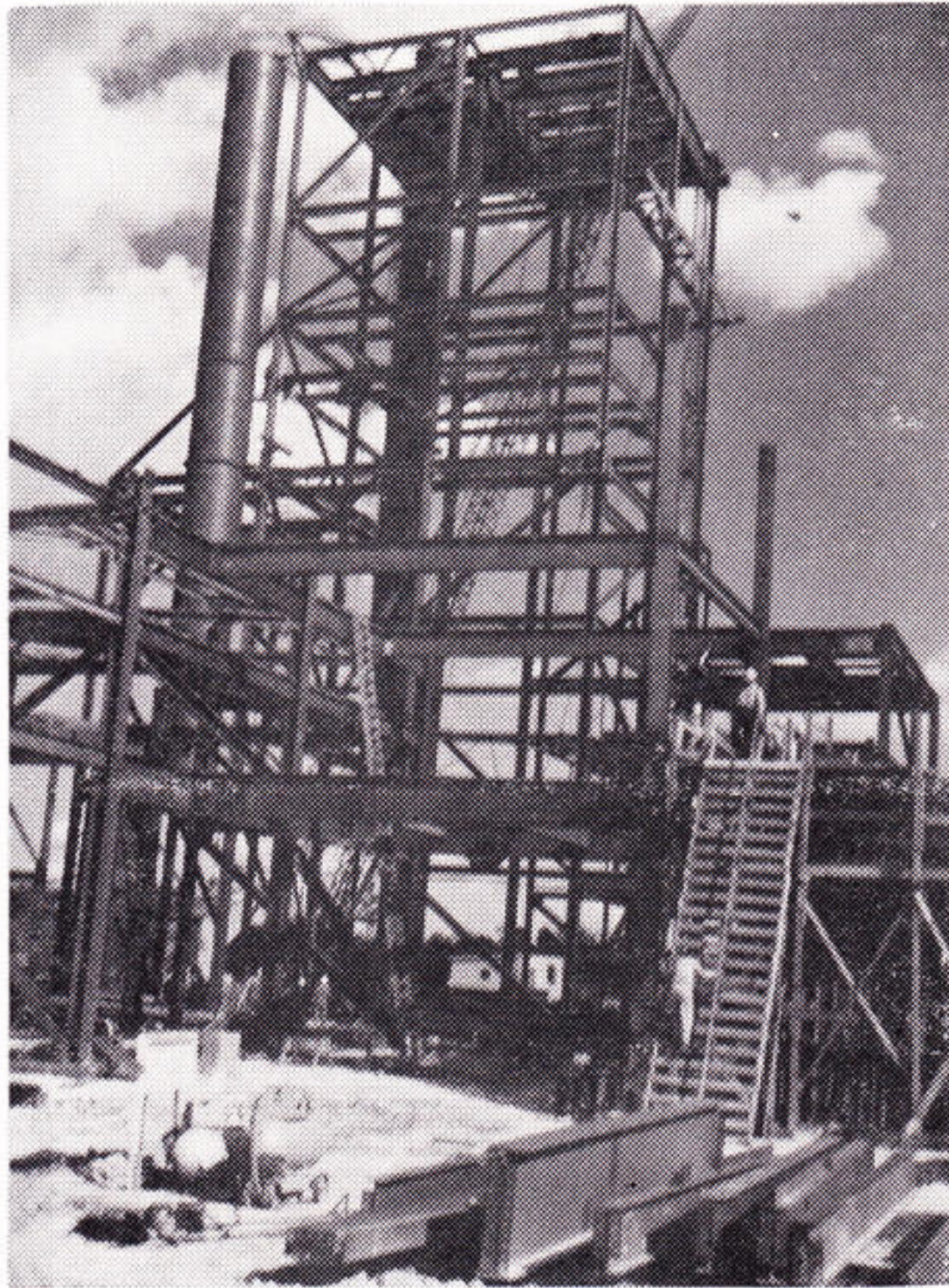
Work has continued during 1957 on our new Roy S. Nelson Station near Westlake, Louisiana. This plant, when completed, will have a capability of 222,000 kilowatts. When the first 111,000 kw unit begins operating in 1958, we will have a system generating capability of more than 1,000,000 kilowatts. The second 111,000 kw unit at Roy S. Nelson Station is scheduled to go on the line in 1959.

Plenty of power for the booming west side of the Mississippi River in our Baton Rouge Division was assured with the addition of our new Addis Substation, which went into operation August 3. The new substation interconnects with Dow Chemical Corporation near Plaquemine, with Louisiana Power and Light Company, and will interconnect with our new Willow Glen plant when it is completed.

Big Year In Orange

Another impressive project completed was our new Orange Bulk Substation. Two huge 60/80 future 100





Work continues on the new Roy S. Nelson Station near Westlake, Louisiana. The plant, when completed, will have a capability of 222,000 kilowatts.

Mva transformers, each capable of handling the normal electrical needs of a community of 100,000, are the largest ever installed in our service area.

Other major 1957 projects, also in Orange, included the building of a new substation to serve the new Firestone Tire and Rubber Company plant,

the reconductoring and reinsulating of two 138 kv lines connecting the Bulk Station with Neches Station, new 69 kv feeder lines to serve several new industries and firm up load centers from the Bulk Station and a new substation for the Orange County Memorial Hospital.

Installation of Number 8 generating unit at Neches Station, near Beaumont, is being completed and the unit will begin commercial operation in 1958. Neches Station will then have a capability of 478,000 kilowatts.

Line Network Strengthened

The long-range program to strengthen our network of transmission lines, begun last year, continued in 1957. Completion of another new 69,000-volt transmission line in August assured the Woodville-Doucette-Corrigan area of more power for progress. The line, which jumps the Neches River 12 miles north of Beaumont, was energized and put into service in anticipation of increased electric demand in that area.

To keep pace with rapidly expanding power needs, a second 138 kv line from Neches Station to the Dayton Switching Station was constructed. A second 138 kv line from Neches Station to the Orange Bulk Substation was completed. Two 69 kv lines were completed, one from Riverside Station to the Sulphur Substation and the other from the Orange Substation to the

Sabine right-of-way. Both these 69 kv line improvements were required to make room for the second 138 kv line between Orange and Lake Charles.

New Company Buildings Opened

Just as we have been building larger and more efficient power plants and substations and bigger and better transmission lines to meet the fast-growing need for our services, we have also been improving and expanding our office facilities.

Establishment of new Company headquarters in the 22-story general office building in Beaumont was another milestone in the history of our Company. The move to the new Gulf States building, which began last March, was completed by August 12. Approximately 3,000 GSU-ers and their families visited the building on employee open house night August 27, and some 2,000 visitors attended a similar open house for the public August 29.

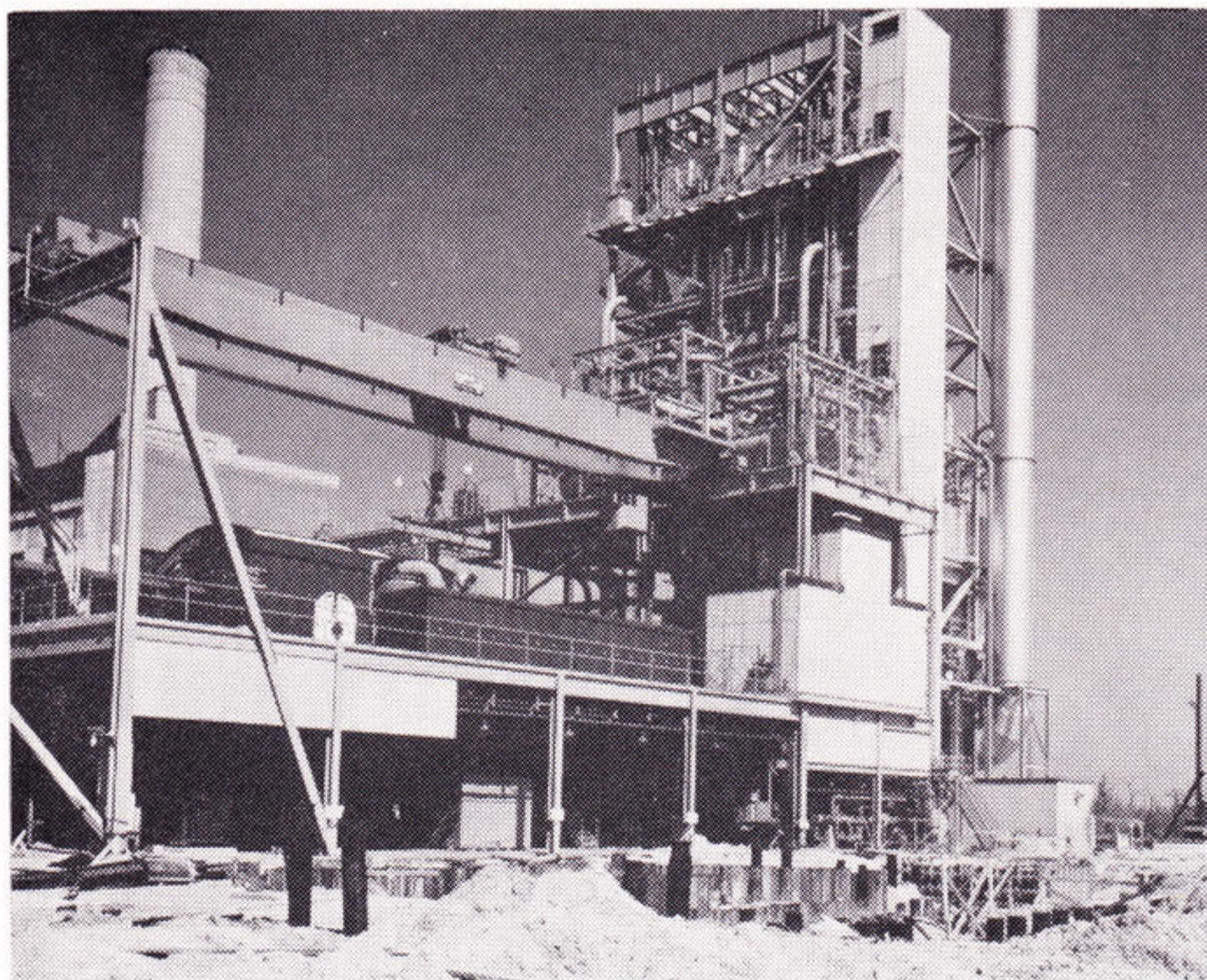
Over 400 persons visited our new offices in Clinton, Louisiana during open house there March 20. These offices serve customers in Jackson, Baker, Slaughter, Norwood, St. Francisville and Zachary, as well as Clinton.

Facilities Within Company Improved

Numerous improvements and additions were made to our facilities within the company during 1957. The

Number 8 generating unit at Neches Station, near Beaumont, will soon be ready to begin operation. Neches Station will then have a capability of 487,000 kilowatts.

Throughout our system, modernization of city street lighting has kept pace with our progress in other phases. Here are some of the new street lights installed in Baton Rouge.





Establishment of our new Company headquarters in the 22-story general office building in Beaumont in August was another milestone in our history.

purchase in May of a twin-engined Beechcraft airplane and the establishment of an Aviation Department were welcome signs of progress, especially to employees whose duties entail considerable amount of travel in our 28,000 square mile service area.

Telephone communications in the Beaumont offices were improved with the addition of two new operators and a fourth switchboard in July. These additions were necessary to handle the constantly increasing number of business calls to our Company's offices. A new switchboard and operator were also added in Baton Rouge.

Sales Set All-Time Record

Although national reports indicated a drop in sale of appliances, final results of our Summer sales campaign on electric ranges, water heaters and freezers showed that we had totaled 7,469 sales — an all-time record.

Employee Benefits Increased

While our Company was busy planning and building to stay ahead of the growing service needs of this booming area, the welfare of employees was not neglected. Our Company made important advances to help all employees prepare for the future. In August the Employee Thrift Plan went into effect. Employees may put aside 2, 4 or 6 per cent of their basic annual salary through monthly pay-

roll deductions. The Company adds 50c for every \$1 invested by the employee and the investments may go into GSU common or preferred stock or a savings account, as the employee designates.

We Enter Atomic Business

The announcement by our management that, along with ten other electric companies in Texas, we would form the Texas Atomic Energy Research Foundation in April put us officially in the atomic energy field. Our Company joined a second atomic energy research group in June with the organization of the 13-member Southwest Atomic Energy Associates. Both organizations are conducting intensive research projects which will lead to development of the atom as a source of electric power.

Record Destruction, Too

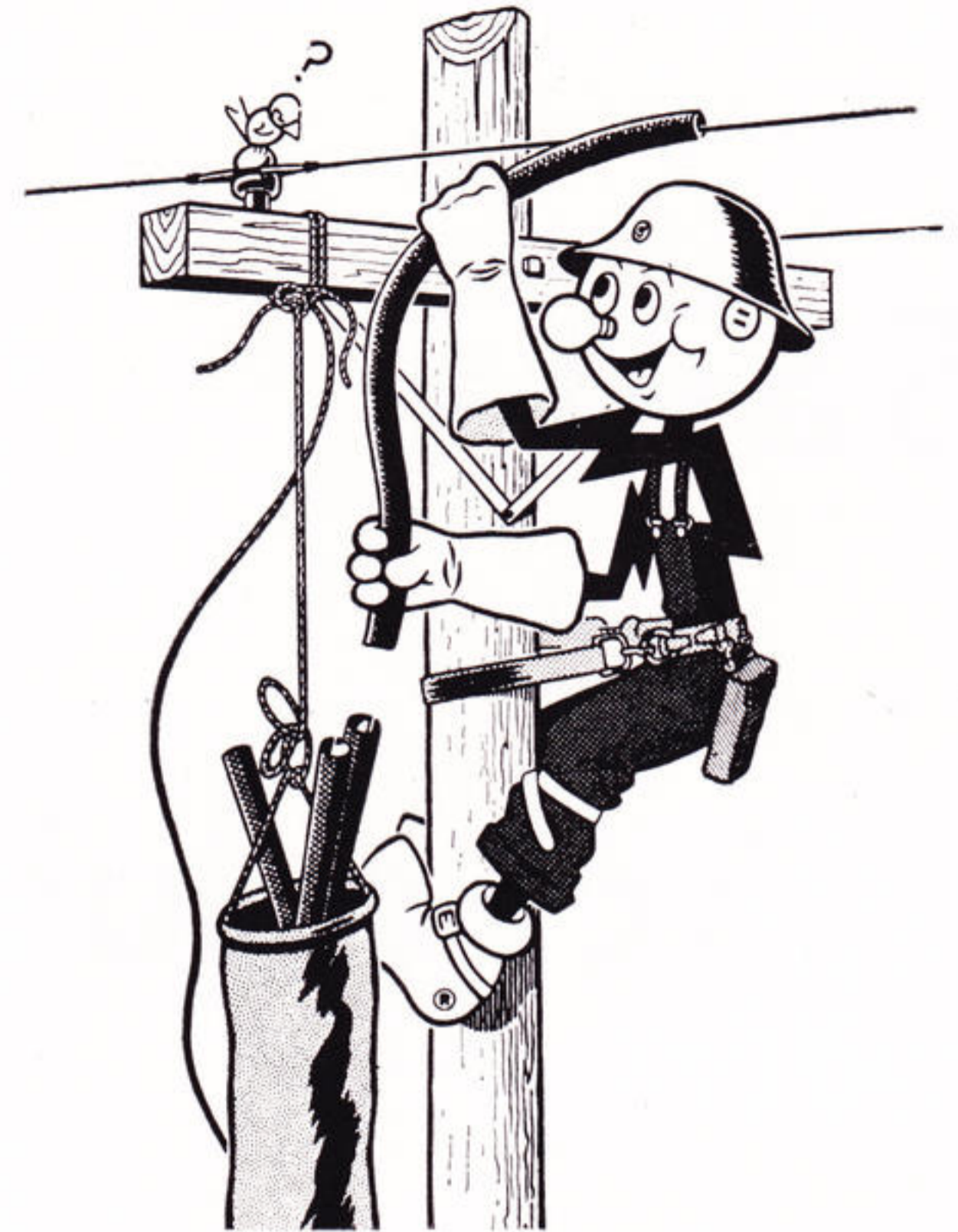
Hurricane Audrey swept through about 10,000 square miles of our Texas-Louisiana system in June, causing more damage to our facilities than any other disaster in our history. Destruction resulting from a vicious tornado in November was not as widespread as that caused by Audrey, but was equally devastating to the scattered areas it hit in Southeast Texas and Southwest Louisiana.

Safety Records Set

A system-wide record of one-million man-hours without a lost-time accident was established on May 17. While we were celebrating this record, three divisions were being honored separately for their outstanding safety records — the Baton Rouge Storeroom Department for 31 years without a lost-time accident; the Lafayette Line Department, for seven years without a disabling injury; and the Beaumont Meter Department, for ten years without a disabling injury. Then in October, Louisiana Station employees set a new Production Department safety record of two-million man-hours without a lost-time accident.

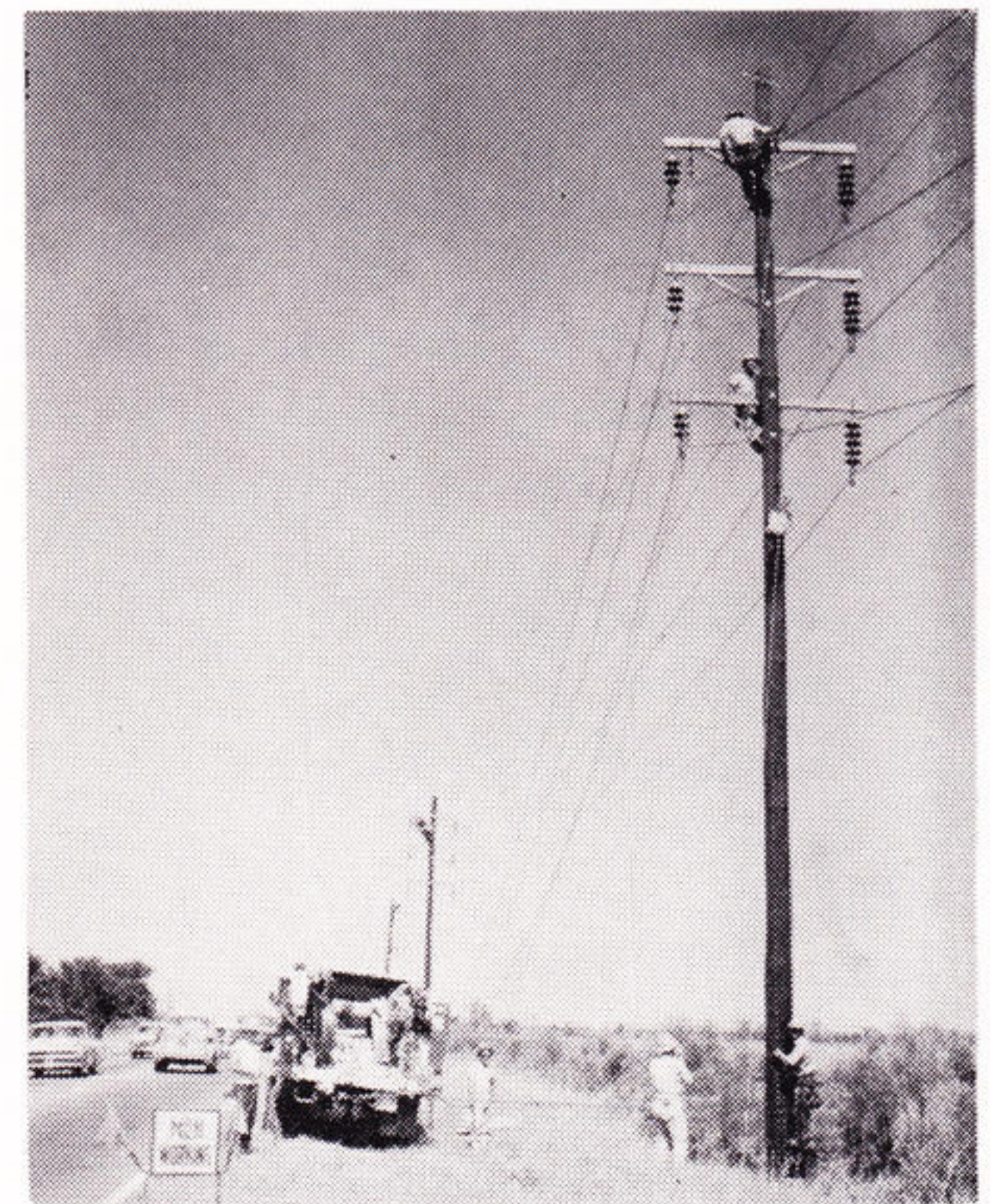
234 Service Awards Presented

As 1957 marks another year of service for our Company, it also marks another anniversary of service with Gulf States for many employees. At the annual service award dinners in the Spring, held in each division, 234 long-time employees received service emblems. The combined length of service of these Gulf Staters who became eligible in 1957 to join the 50,



40, 30, 20 and 10-year clubs amounted to more than 4,000 years.

Yes, all in all, it's been a good year for our Company—a year of growth and progress, of planning for even bigger things in the future. Each Gulf Stater can reflect with satisfaction on the part he has played in making the year such a successful one and can begin 1958 fully confident that Gulf States is still "on the way up," as we continue to keep a dependable supply of low-cost electricity available to help those we serve live better . . . electrically.



The long-range, all-important job of strengthening and adding to our network of high voltage transmission lines, begun last year, continued throughout the system during 1957.

Santa

Schedules Visits



To Gulf Staters Small Fry

With the arrival of the Christmas Season, children know it's time to pay a visit to Santa Claus and let him know their wishes.

All Gulf Stater's children are invited to parties — to be held in their area — to meet Santa and whisper their desires in his attentive ear. Also, there will be a present for every child.

Parties are scheduled as follow:

Town	Place	Date	Time
Baton Rouge—White	U.C.T. Hall	Dec. 14	2:00 pm
Baton Rouge Colored	Greater New Guide Baptist Church	Dec. 17	7:00 pm
Beaumont Accounting	Service Center	Dec. 16	7:00 pm
Beaumont Colored (all depts.)	Service Center	Dec. 21	7:00 pm
Beaumont Engineering	Service Center	Dec. 18	7:00 pm
Beaumont Production	Neches Station	Dec. 20	7:00 pm
Beaumont Sales (all depts.)	Service Center	Dec. 23	7:00 pm
Beaumont Service Center T & D	Service Center	Dec. 18	7:00 pm
Beaumont T & D, Line and Substation	Service Center	Dec. 19	7:00 pm
Conroe (including Conroe, Cleveland, Huntsville, Groveton, Trinity and Corrigan)	American Legion Hall	Dec. 19	7:00 pm
Jennings	North Side Gym	Dec. 17	7:00 pm
Lafayette Colored	Assembly Room	Dec. 18	7:00 pm
Lafayette White	Cathedral Gym	Dec. 17	7:00 pm
Lake Charles Colored	USO Hall	Dec. 19	7:00 pm
Lake Charles White	LaGrange Senior High Cafeteria	Dec. 16-17	7:00 pm
Liberty and Gulf Dist.	Liberty Office	Dec. 20	7:00 pm
Navasota Colored	Gulf States Auditorium	Dec. 21	7:00 pm
Navasota (including Navasota, Madisonville, Calvert, Franklin and Somerville)	August Horst Country Club	Dec. 20	7:00 pm
Orange Colored (all depts.)	Sabine Station Assembly Hall	Dec. 19	7:00 pm
Orange White	Little Mexico Hall	Dec. 18	7:00 pm
Port Arthur Colored	Service Center	Dec. 19	6:30 pm
Port Arthur White	Service Center	Dec. 18	6:30 pm
Silsbee District	Lion's Club Hall in Woodville	Dec. 16	7:00 pm
Sulphur (Riverside)	Riverside Station Recreation Hall	Dec. 17	7:00 pm

GSU 'Better Half' Participates in Safety Meetings

"The little woman" was in on the act this time when safety dinner meetings were held in our Beaumont and Lake Charles Divisions.

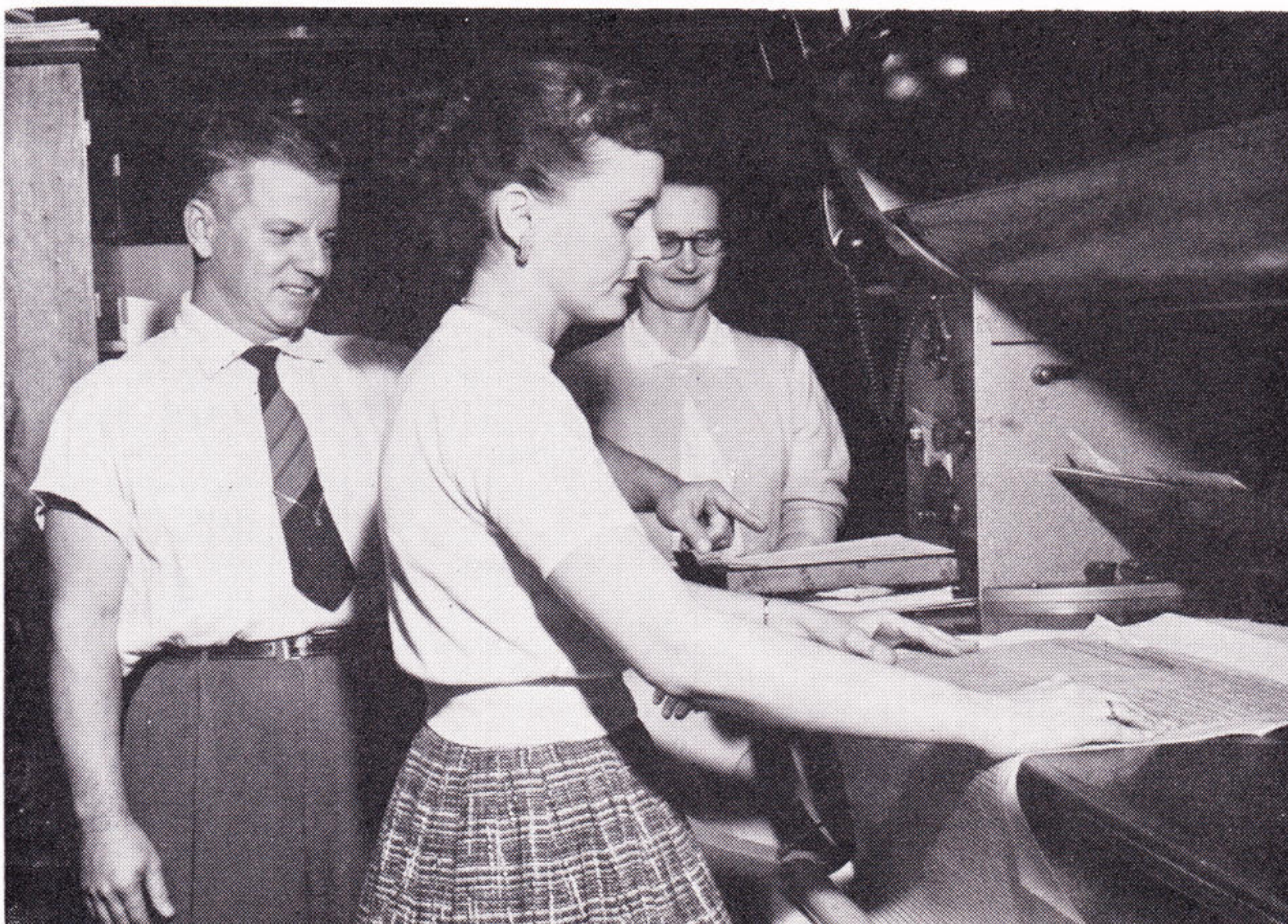
These husband-and-wife meetings were held for the T & D and Production Departments in Beaumont, Lake Charles and Jennings, during the latter part of November and early this month.

Our Safety Department which believes that home life very definitely has an influence on working habits and safety-consciousness, thought it would thus be a good idea to bring the "better half" into the picture, in safety meetings such as these.

Some Scandinavian families place all their shoes together on Christmas Day, in the belief that this will cause harmonious living through the year.

In Ireland, only women named Mary may snuff the candles in church on Christmas Eve.

J. M. "Pinky" Geen and Ann Atkins watch the pre-folded paper which Carolyn Theobald is running through the Ozalid machine.



President Nelson, speaking at the Beaumont T & D Department's safety meeting, stressed the fact that wives can help their husbands have a safe day by avoiding arguments at breakfast, and sending their husbands off to work in a cheerful frame of mind.

Gulf Staters Welcome New Time-Saving Machine

Six people in the Engineering Department in Beaumont have had one of their most painstaking jobs taken away from them by a machine-made product — and not a complaint was heard. This might be because the task in question was the tedious chore of carefully folding 12 x 15 - foot engineering maps after they were duplicated by the Ozalid machine. The maps are of the utmost importance to coordinate system engineering projects with the engineers in the various divisions where the work is taking place.

"It used to take six people working an eight-hour day to fold about a hundred of those maps," said J. M. Geen, chief draftsman of the Electrical Engineering Department. Not only was it a painstakingly slow task, but it seemed to be a mis-use of valuable manpower.

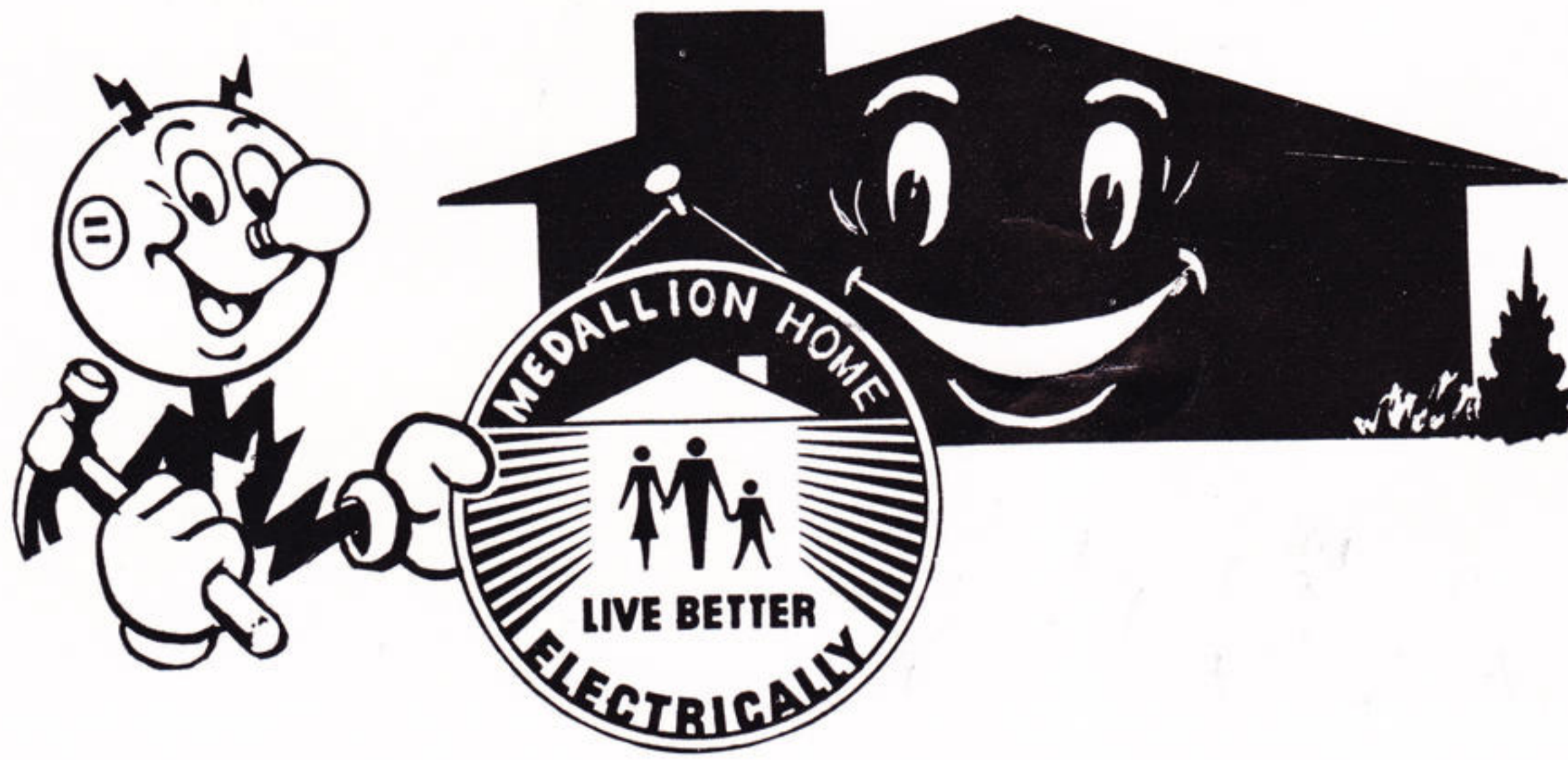
Then Mr. Geen discovered that a pre-folded paper could be purchased for the Ozalid. Samples of this paper were tested and it was found that the folds would not interfere with the printing process and that the paper would not "drift" as it went through the duplicating process — that is, it would not slide to one side so that the printing would go off the side of the paper.

Now Muriel Hayes, who operates the Ozalid, can duplicate the maps, pick up the already-folded strip, trim the ragged edges and send it to be bound in a book.

The new pre-folded paper costs only about 80c more for a 400-yard roll than the paper used formerly.

"It's not so much the saving in cost that matters," said Mr. Geen, "but the manhours that we save which can be used on more important jobs."

Alertness, demonstrated by this department in locating a source of supply for a product that saves us time and money is still another example of how we hold down the cost of electricity.



Medallion Home Program Promotes "Live Better . . . Electrically" in New Homes

Most families wouldn't buy a home just because of its electrical wiring, lighting or appliances. But these factors usually influence a family in their final selection of a home. We want our homes today to have "electrical liveability" as well as sturdy construction, good design and a nice location.

Prospective home buyers, and builders also, will get some help along this line through the new "Medallion Home" program, Live Better Electrically's all-industry bid to boost both the sale and construction of new homes and their electrical contents. The new program will give prospective buyers a recognizable hallmark attesting to a new home's electrical status. And industry leaders hope the program will help increase residential kwhr sales by raising the electrical content of new homes and stressing benefits of electrical living.

Set High Wiring Standards

Basic idea behind Medallion Home is to set standards for the electrical content of new homes. When homes meet these standards, the local electric company will award the three-inch bronze medallion to the builder. He will place this somewhere outside the home where it will be "visible but not conspicuous."

As is the case with its parent program, Live Better Electrically, Medallion Home is planned to be spearheaded by some 300 utilities. They will establish the standards for homes in their areas, within the national

framework. These standards will cover appliances installed, wiring and lighting.

But electric utilities are not the only ones behind MH. Nationally, the 180 manufacturers who support LBE have pledged support. Locally, help is coming from a variety of trade allies including distributors, retailers, contractors, realtors, mortgage bankers, home builders and others. Also, the program will be given a thorough reviewing in some of the big national magazines and on TV.

With Spring traditionally the boom time of the home building industry, the first Medallion Homes will go on display in April. The program is planned to continue indefinitely and by the end of next year, LBE estimates some 100,000 homes will be identified with the medallion yearly.

For homes that stand 'way above the minimum — the all-electric homes — there will be a special gold medallion. This permits companies like ours to recognize the all-electric quality of such homes without tying our Medallion Home standards to it, which would diminish their flexibility. The annual target set by LBE for Gold Medallion homes is 20,000.

Throughout our service area, you'll probably soon be seeing the bright little bronze medallion and shiny gold medallion. And if you and the wife are planning to buy a home, it will pay you to look for this symbol — it's your assurance that the home will have electrical liveability.

Reddy Stops Tourists From Pulling Boners On Ancient American

You couldn't say he actually "lives better . . . electrically," but if it weren't for electricity he probably wouldn't be around at all. "He" is a dinosaur — a 70-foot skeleton of a Diplodocus that used to run around several million years ago. Put together piece by piece, out of 700 bones, by Dr. G. E. Untermann, director of the Utah Field House of Natural History at Vernal, Utah, he was placed on the lawn there.

But the dinosaur proved so popular with tourists that many wanted to take home a rib as a souvenir. Just when it appeared that the dinosaur was going to disappear completely, Dr. Untermann called on Reddy Kilowatt for help.

Now a charge of current runs down the skeleton's tail and a prominent sign warns tourists of the high voltage they'll encounter if they lay a hand on those precious bones — an unusual use of electricity, but an effective one.

INDUSTRY BRIEFS

A way to harness the energy of the hydrogen bomb for peaceful use has been discovered by Doctors Donald Fry and Peter Thonemann, British scientists, claims London's DAILY EXPRESS. It added that a scientist at Britain's Harwell Nuclear Labs said H-power for homes and industry "will certainly be available for this generation."

—PT—

Site clearance has begun in Britain for a large atomic power plant to generate 500,000 kw of electricity. Similar in type to the 75,000 kw Calder Hall nuclear (gas-cooled, graphite-moderated), the Hinkley Point plant is far larger than was contemplated two years ago by the British government.

A PEEK AT...



CHRISTMAS T 2 A 9

1924

Santa Claus visited all the children of our employees December 23; it was a real visit, too, for each child got a present and a big bag of candy and fruit . . . The Port Arthur Division cooperated with local institutions in making Christmas happy for all the underprivileged children in Port Arthur . . . **James Linnehan**, Beaumont Accounting Department, spent the Christmas holidays with friends in Baton Rouge.

1928

Christmas calls for some special celebrating in the **J. P. French** home; with **John Preston Jr.**, 8, having a birthday December 10 and **Charlie**, 4, having a birthday Christmas Day . . . Dear Santa—If you could fix up a nice package of worries for **Parker**, we'd appreciate your thoughtfulness; you see, outside of selling three or four times as much stuff as has ever been sold before, **Mr. Allen** will find time hanging heavily on his hands in 1929 unless we do something about it.

1936

Committee for the employee's Christmas dance December 18, included **Dorothy Futch**, **Paul Masterson**, **Roy Peckham** and **H. V. Faber** . . . The company's building in Beaumont has taken its place among the modern and attractive business houses of the city; the new front, attractively decorated with Christmas lights, along with the added attraction of well executed Christmas window displays, has caused quite a bit of favorable comment among the crowds of Christmas shoppers.

1940

The crowds who lined the streets to watch recent Christmas parades in Beaumont and Port Arthur seemed to like the Gulf States' floats. The floats featured a mechanical figure of Reddy Kilowatt running a crank which revolved large cog-wheels representing the wheels of industry being turned by electricity.

Glenda Dunn, catalogue librarian, assists **J. P. French**, director of purchasing, in finding material in our Beaumont catalogue library.



Pencils to turbines

Price\$ and Descriptions Are all in Catalogue Library

Want to know where to buy eye-bolts? File cabinets? Turbine bushings? And how much they cost?

The place to look is our new catalogue library in the Purchasing Department, which contains prices and descriptions of materials from heavy construction steel to pencils.

Any employee may write or visit Room 1458, Beaumont Main Office Building, and consult Librarian Glenda Dunn about almost any product or material our Company uses. Miss Dunn can immediately produce the catalogue with the needed information. Catalogues are cross-indexed so that information may be found by knowing the manufacturer, product or trade name.

Gulf Staters may look up the desired materials in the library — at a table provided for this purpose — or check out catalogues the same as in a public library.

"I am on the mailing list of all the manufacturers so the prices and descriptions of the materials in the catalogues may be kept up to date," Miss Dunn said. "We file all the catalogues alphabetically by manufacturers, with bound volumes on the shelves and loose-leaf material in file cabinets."

Anyone desiring information on a product not in the present library, will have the proper catalogue obtained and placed in the library with an index file on it.

Catalogues represent manufacturers from all parts of the country. They even have one for deep-sea diving equipment and one cartoon book. Two shelves contain trade magazines and the library plans to get a set of reference books.

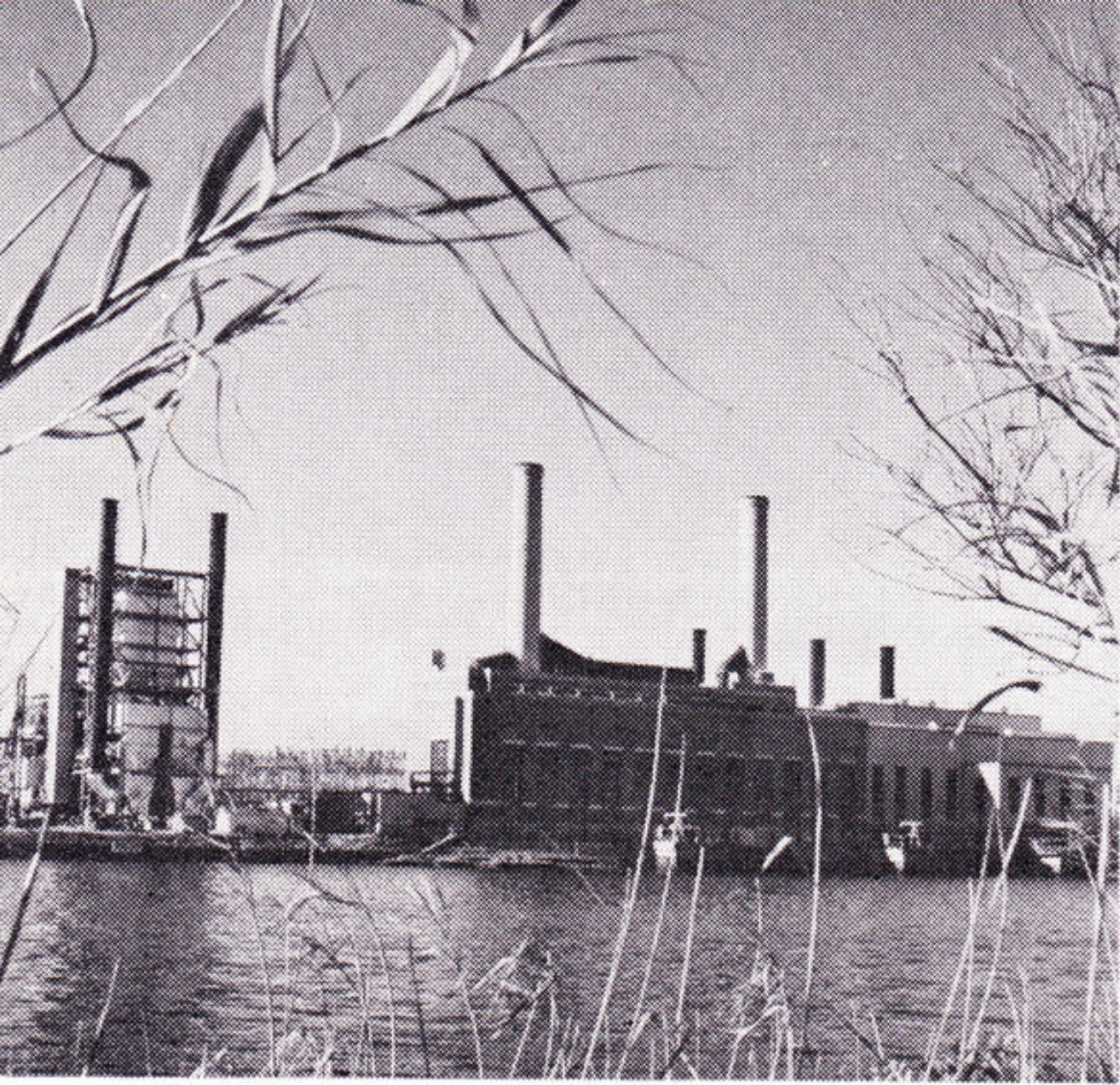
REDDY QUIZ NO. 10



Q. What is primary voltage?

A. The voltage of the current supplying power to a transformer is called the primary voltage, as opposed to the output voltage or load-supply voltage which is called secondary voltage. In power supply practice the primary is almost always the high-voltage side and the secondary, the low-voltage side of a transformer.

the SEEN and the ...



THIS IS AN INVESTOR-OWNED POWER PLANT. (Our Neches Station)

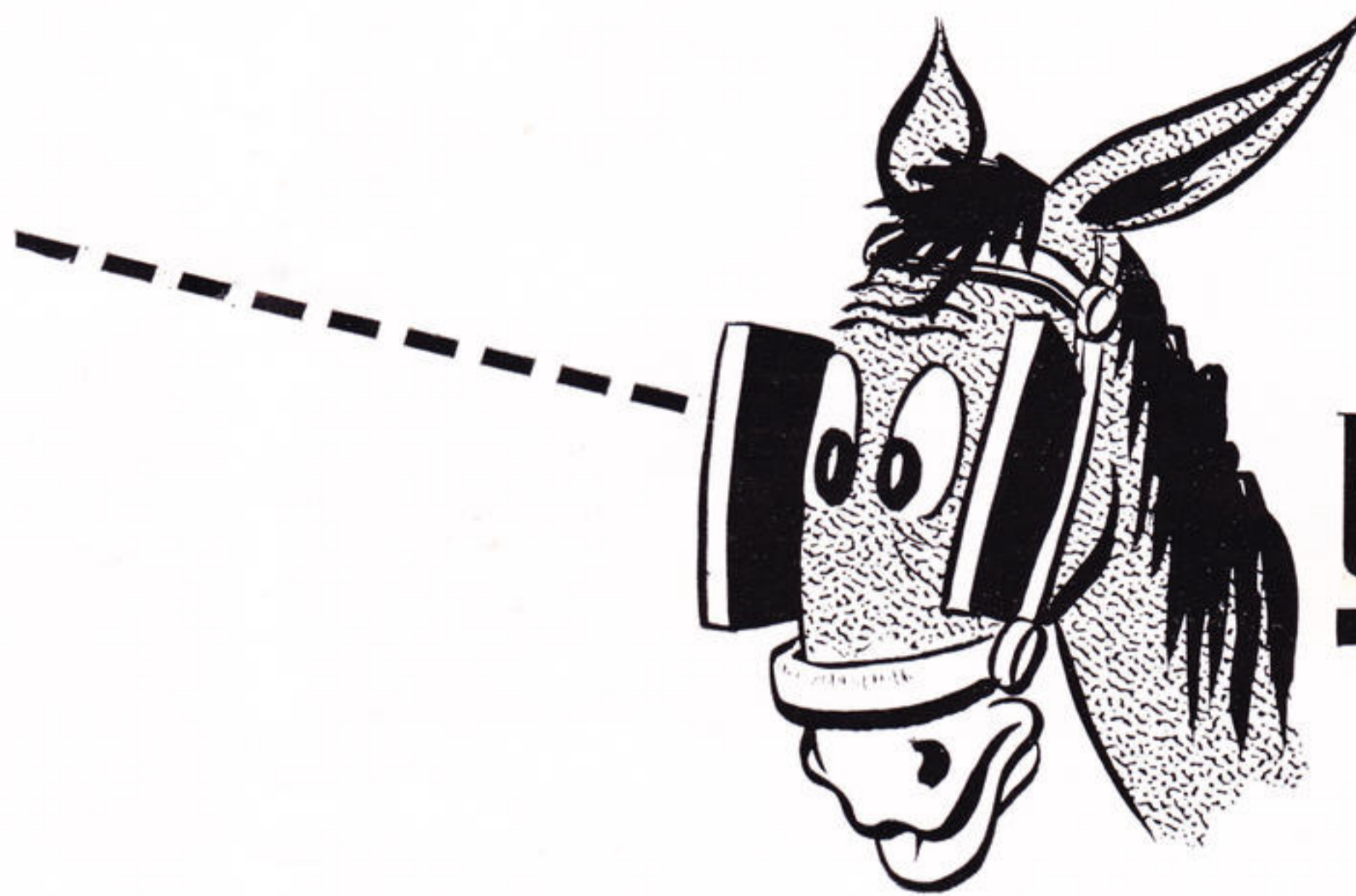
That which can be seen looks like the government plant, opposite. Visually, it's a case of tweedledum and tweedledee. There are, however, unseen aspects of this private-business equation that do not appear in the picture.

THE UNSEEN:

- Countless producers freely investing their saved earnings — as freely as they might choose a can of tomatoes from the grocer's shelf.
- Creative persons as willing partners in the enterprise, possible only when there is free exchange of private property.
- Individual ownership, since each investor can sell his share if he chooses to do so.
- Voluntary capitalism bringing forth the productive effort of other workmen while the providers of capital continue in their own specializations.
- No authoritarianism invoked.
- Released creative energies and uninhibited exchanges enhancing the material and spiritual welfare of owners and of everyone else concerned.
- No one doing unto others that which he would not have them do unto him — in short, the Golden Rule in workaday practice.

NO PHOTOGRAPHS can show this voluntary cooperation. Yet, these unseen relationships between men are as real as the mighty stacks that convey the annoying vapors to the safe care of the four winds.

The unseen is as important to understand as the seen. It's when the



UNSEEN

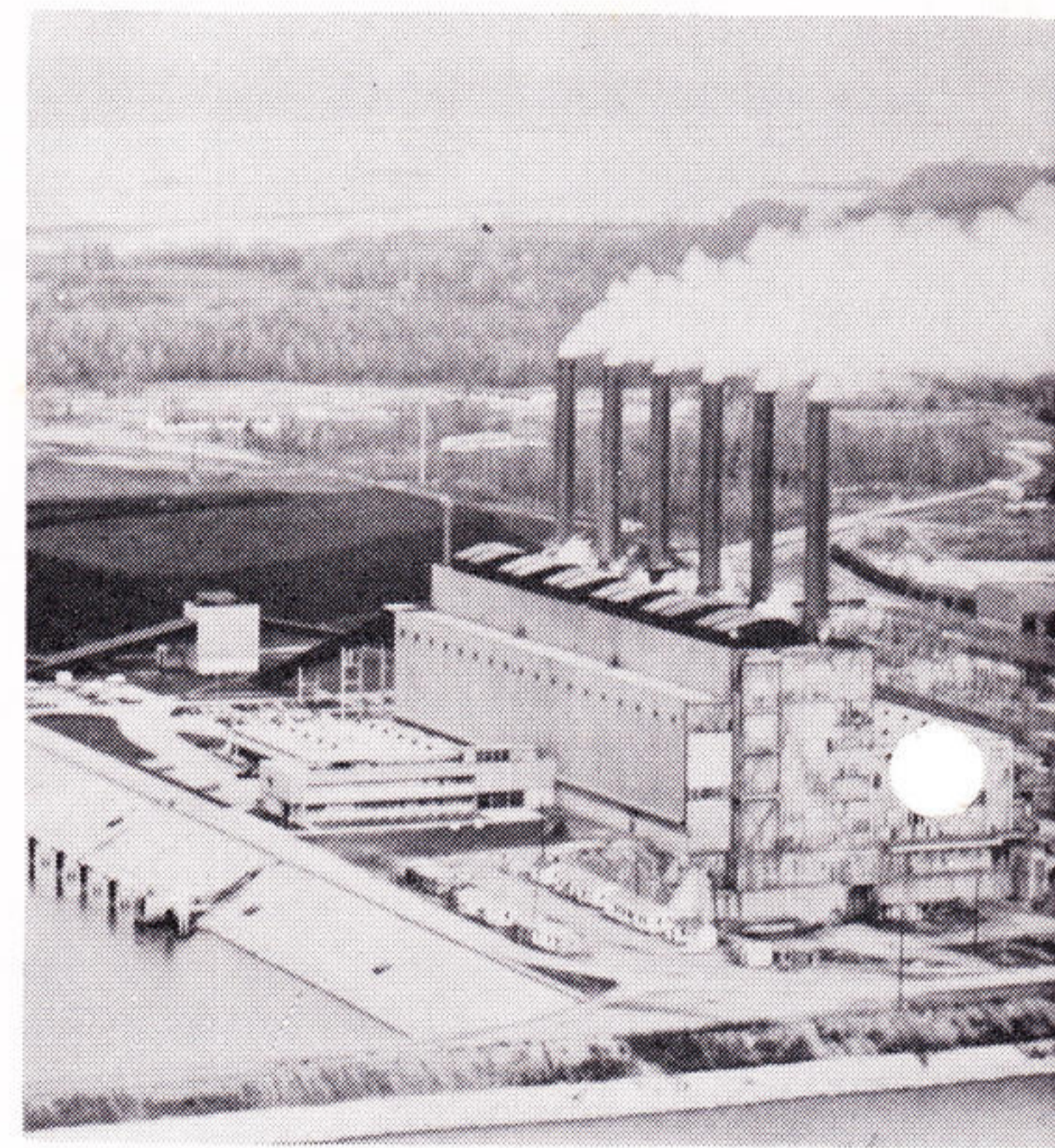
unseen of private property, free market principles are comprehended that we head in the direction of a non-authoritarian, nonsocialistic, free and progressive America.

THIS IS A GOVERNMENT POWER PLANT.

That which can be seen resembles the private plant, opposite; the design, construction, and generating machinery are quite alike. There are, however, unseen aspects of this government-in-business equation that don't appear in the picture.

THE UNSEEN:

- Compulsion used to gather capital for plant's construction, government having no other means of financing.
- Politically induced low power rates.
- Resulting deficits.
- Forcible collection of the wherewithal from the income of all citizens to defray the deficits.
- Disregard of freedom of choice in investing the fruits of one's own labor.
- No real ownership by the citizen of that which his money has bought, because disposal or sale of his share by him is impossible.
- An enterprise that makes no contribution toward the proper functions of government — restraining and penalizing fraud, violence, and



predation — for government does not collect taxes from itself to finance itself.

NO PHOTOGRAPHS can show the injuries which compulsion inflicts or the moral rights that are violated or the ingenious investments and charities millions of taxpayers might have made with these funds had they not been coercively taken from them. Yet, these unseen relationships between members of society are as real and as much a part of the government-in-business equation as is the reinforcing steel in the building.

It's when the unseen aspects of government intervention aren't comprehended that all our photographs are predestined to be of government enterprises, as in Russia.

Reprinted from THE FREEMAN

Contest Ends This Month! Get Your Entry In!

Two Repeaters in Fifth Month Of Safety Brainstorm Contest

In its fifth month, the "Safety Brainstorm Contest still proved highly popular with employees, with many good entries being submitted, Frank Jones, safety director, said.

Entries for the December contest are now being received. Each employee may submit as many ideas as he wishes. Each winning brainstorm earns its originator \$5.

Winners in the November contest are listed below.



Clayton A. Arnold, General Accounting, Beaumont

"Think for a second and you will always put safety first."

Gene M. Dartez, Engineering Department, Beaumont

"Treat that scratch."



Hilda G. Fournier, PBX, Beaumont

"Safety is the Golden Rule,
As we were taught
When we went to school,
So my friends,
don't forget

That accidents could be
The death of us yet."

Terrell G. Franklin, General Accounting, Beaumont

"Don't drink coffee with the spoon in the cup; an eye is hard to replace."



Vernon A. Gautreaux, Louisiana Station, Baton Rouge

"There is a blind spot of 19 feet at the rear of your car and 17 feet in the front of your car. Children often play behind parked cars.

When backing take time to walk around your car before driving off."

T. H. "Snooks" Lindsey, Line Department, Beaumont (No picture is shown as "Snooks" was an October winner.)

"Never work on a live circuit on the ground or under the house without pulling the switch."

Millie Richardson, PBX, Beaumont

"The best safety device is between your ears, just think."



L. M. Risher, Storeroom, Lake Charles (No picture is printed because L. M. was a winner in October.)

"There's nothing equal to getting home in the evening and seeing written on your children's faces, 'Gosh, Dad, I'm glad that you're home safe.' Moral—make sure you work safely so you'll get home safe."

Lola B. Martin, Sales Department, Beaumont

"Remind yourself and your family that recklessness never stacks up as a sign of courage, so play safe."



Harrison Simms, Meter Department, Beaumont

"On highways always mix a little horse sense with horsepower when you are driving. It takes several thousand nuts to hold an auto together,

but only one behind the wheel to tear it apart."

When mother-love makes all things bright,

When joy comes with the morning light,

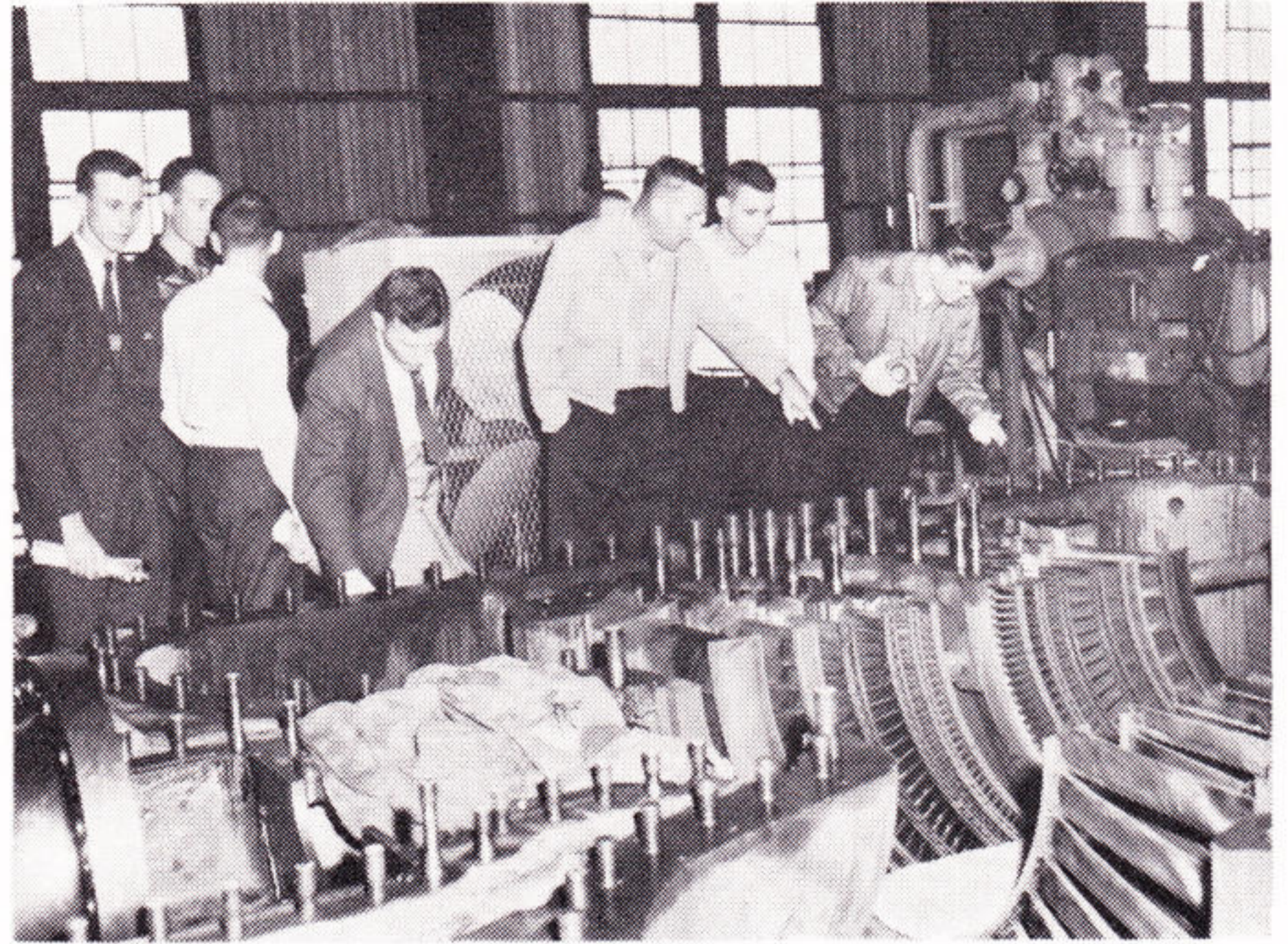
When children gather 'round their tree,

Thou Christmas Babe, we sing of Thee!

—Tudor Jenks

AGGIES IN REDDY LAND

HEAR PRESIDENT NELSON,
TOUR NECHES STATION



"I wish you every success. You are coming out into a world where your problems are not as bad as people say they are." With these words, President Roy Nelson greeted 65 senior electrical engineers from Texas A & M College on their tour through the Sabine area Neches Station last month.

He told them that they faced a

problem which had never troubled him: deciding which job offer to accept.

"Don't worry whether you will take the best job or not," he advised them, "Take a job that will offer a challenge to you and one you'll be happy in."

Mr. Nelson pointed out that our Company offers an increasing chal-

lenge to young people, especially within the expansion program which will more than double our generating capability within the next five years.

"We spend a great deal of time on personnel problems," he informed them. "We haven't hired any psychiatrists but we may," he said jokingly. "Here, we are mainly concerned with helping our people to help themselves, because that will help our Company, too."

The Neches Station tour was part of a three-day tour the Aggie engineers were making of industries on the Gulf Coast.

E. E. Figari, office engineer executive in the system Production Department, and a former A & M football star, conducted the tour of the Neches power plant.

Of primary interest to the engineers was the Central Information System, which gathers and records automatically all important data from the station.

At the conclusion of their tour, a spokesman for the Aggie group said, "We've learned a lot here. I think it's evident how much planning and forethought have gone into making this tour possible for us, and we'd like to thank you for what you've done."

Betty Merrill, Jennings home service advisor, gave a demonstration on "Time Saving Holiday Dishes" for the Jeff Davis Parish Home Demonstration Club at the group's annual Achievement Day meeting November 19, at the American Legion Hut in Jennings. Fifty women attended the event.



As fits the holy Christmas birth,
Be this, good friends, our carol still—

Be peace on earth, be peace on earth,

To men of gentle will.

—Thackeray.

They Went Like Hotcakes!

Baton Rougeans Down 21,000 'Electrically-cooked' Pancakes



Some of the 7,000 Baton Rougeans who attended the pancake festival may be seen, with our service center in the background.

"Pancakes — all you can eat!"

That was the offer made by the Downtown Kiwanis Club at their eighth annual Pancake Festival November 16, and over 7,000 Baton Rouge folks took them at their word, consuming more than 21,000 griddlecakes and 1,000 pounds of sausage within a 12-hour period.

Our Commercial Sales Department

provided 5,000 square inches of electric cooking space, including three ranges and two griddles, on which the pancakes were prepared and two large fry kettles capable of cooking 20 pounds at a time. Dolph McKowen, Lester Landry and Donald Sullivan, Commercial Sales, assembled the equipment, connected it, and assisted some 50 Kiwanians in cooking the king-

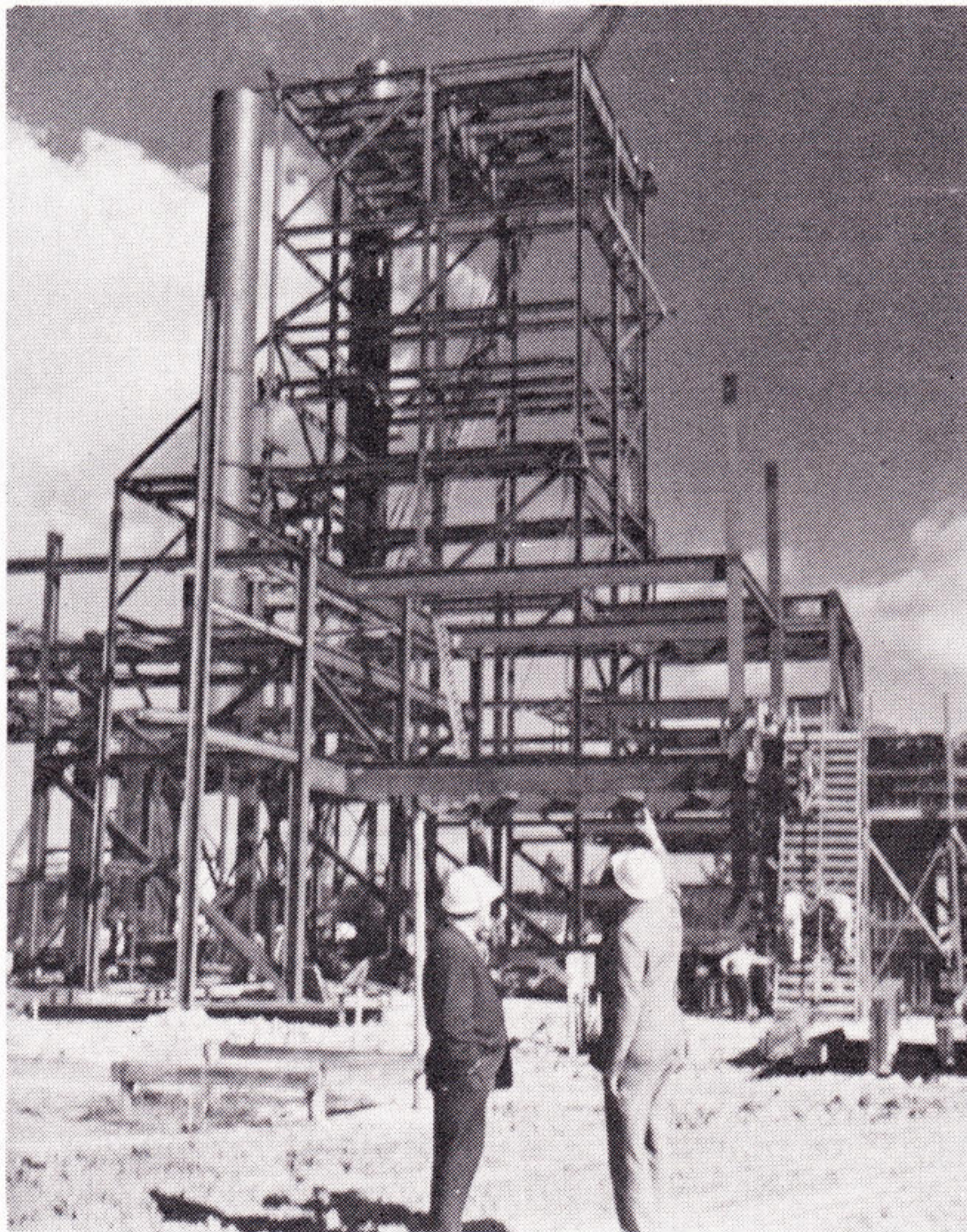
sized breakfast.

R. O. Wheeler, superintendent of the Gas Department and a member of the Club's Board of Directors, was service chairman and C. B. Barron, sales superintendent for the Baton Rouge Division and a Kiwanian, served as a cook.

Proceeds from the festival will go to the club's youth projects.

Oh, yes! In case you ever have 7,000 people drop in for breakfast, here are some of the foods you'll need: 840 pounds of pancake flour, 200 pounds of eggs, 225 gallons of milk, 100 pounds of coffee, 1,500 pounds of sausage, 125 gallons of syrup, 200 pounds of butter and 3,000 half-pints of milk.

And cook the pancakes and sausages electrically, of course!



THE "ROY S. NELSON" IS GOING UP!—The basic structure for the first 111,000 kilowatt unit of our Company's new outdoor type generating station near West Lake is growing fast, even after a welder's strike which slowed down construction. The unit is still expected to go "on the line" in 1958. Mr. Bill Gurney, superintendent of the Results Department, at right, demonstrates the station's progress to Production Manager John A. Reich.

gulf staters in the news

President Nelson has accepted appointment as head of Beaumont's unprecedented Citizens Committee of 100 on a master plan for Beaumont, the city's mayor, James Cokinos, announced last week. His selection had the unanimous approval of the City Council. The committee will work with the nationally known planning firm of Harland Bartholomew and Associates of St. Louis, which has been retained by the city to develop the comprehensive master plan.

R. W. "Red" Dunham, chief clerk, Port Arthur, has been elected a member of the Port Arthur Chamber of Commerce Board of Directors.

Ray Pace, residential sales representative, Beaumont, has been named chairman of the March of Dimes Drive in Vidor.



S. J. Guidry climbs up into his grapefruit tree to inspect the fruit.

Yes, They Have Some Bananas- And Lots Of Other Fruits, Too- Right In Their Own Back Yards

In a climate not conducive to growing citrus fruits, a couple of Baton Rouge Gulf Staters are doing a pretty good job at it right in their own back yards.

S. J. Guidry, switchboard operator in the Production Department, and Lester Landry, commercial sales representative, each have grapefruit as large as can be found anywhere, growing in their back yards. The fact that the trees were grown from seed and are successfully bearing fruit is quite unusual for the climatic conditions of the Capitol City, which has its

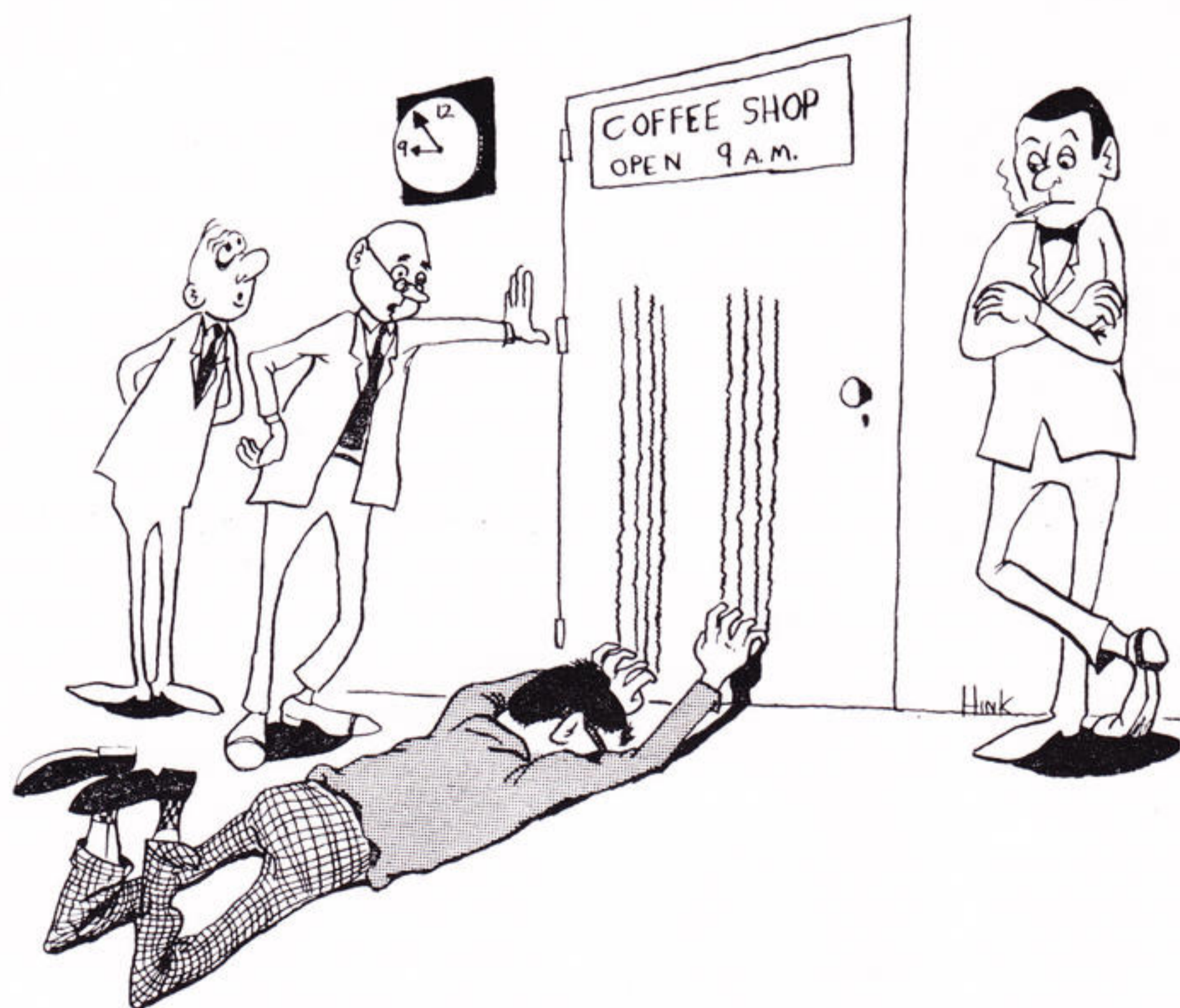
citrus fruit supply shipped in from warmer climates.

Besides grapefruit, the two amateur horticulturists grow lemons, and have Japanese plum trees which are expected to bear soon. Other fruit trees and bushes Mr. Guidry grows include pear, fig, pineapple, banana, a Mamou plant and an avocado bush.

Growing fruit has developed into a successful and entertaining hobby for these GSU-ers, and it must be a mighty handy one. Instead of a trip to the market to buy fruit, they can step outside and take their choice — fresh from the tree.



Lester Landry stands beside a Japanese plum tree, which he planted in his back yard.

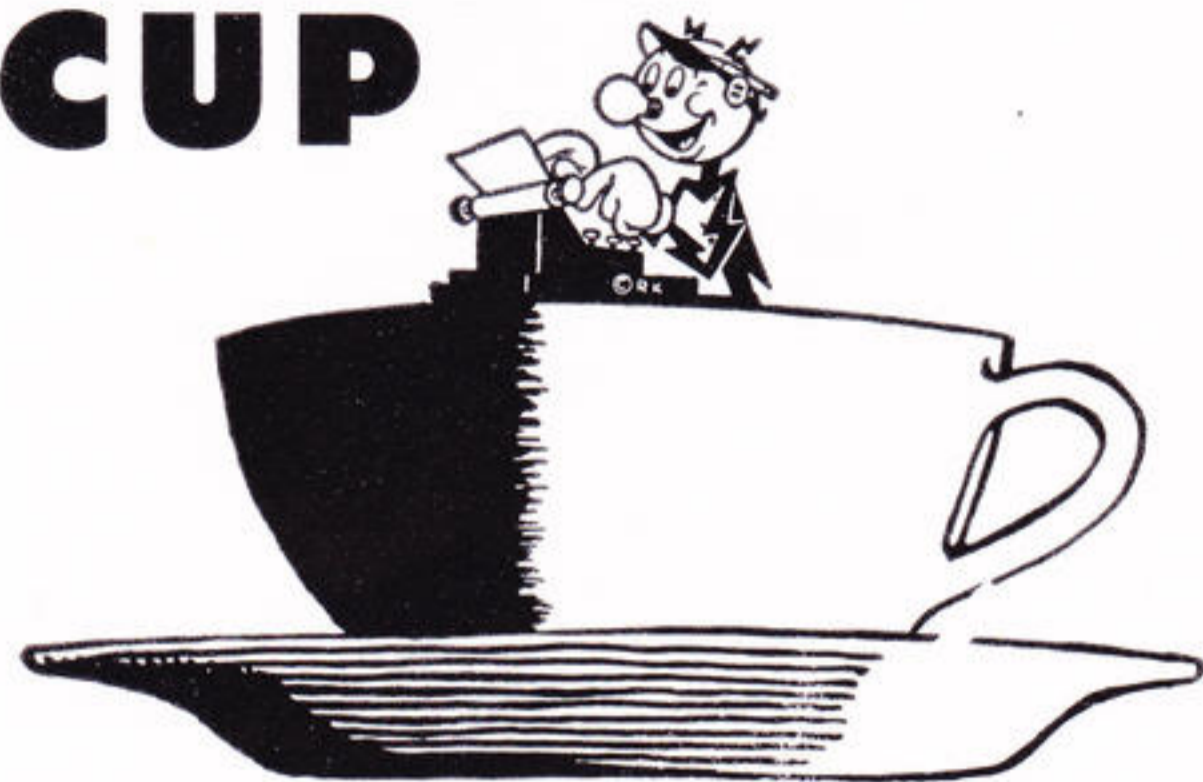


"Poor Ed. He always has a tough time of it waiting for the Shop to open."

One father is more valuable than a hundred schoolmasters.—George Herbert.

Have courage for the great sorrows of life, and patience for the small ones. And when you have accomplished your daily task, go to sleep in peace. God is awake.—Victor Hugo.

over the
**COFFEE
CUP**



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and PLAIN TALKS are happy to have.



Marion Brown

Marion Brown, senior stenographer at Louisiana Station, joined Gulf States in April, 1952, in the Production Department, where she has been since that time. Husband Charles is also in the Production Department there. The Browns enjoy week-end visits to the country, movie going and television during the Winter months, and swimming and picnics during the Summer season.



T. O. "Doc" Charlton, district superintendent, Orange, is shown cutting the ribbon at the grand opening of Green's, newly-remodeled department store in Orange, November 11. To his right is C. H. Meeks, former Gulf Stater, who is now mayor of Orange. Albert M. Klein, secretary-treasurer of The Fair, Inc. in Beaumont, of which Green's is a branch, is at Mayor Meek's right. Green's has installed an all-new lighting system, a large attractive electric sign in front of the store, and a new electronic self-operated elevator, the first of its kind in Orange.



Captain and Mrs. Marvin Landry, who have just returned from Japan, were in Beaumont last month, where they visited Mrs. Landry's aunt, **Lola Martin** of the Sales Department. Mrs. Landry (Moselle) is a former Gulf Stater, having been with our Beaumont Collection Department.

Marie Rafferty, daughter of **G. H. Rafferty**, (he's consumer accountant, Beaumont), has been named to "Who's Who In American Colleges and Universities," national honorary leadership organization. Marie was one of 34 students selected from Lamar State College of Technology in Beaumont, where she is a junior. Selection to the organization is by faculty members and is based on scholastic achievement and participation in school activities. A

graduate of Beaumont High School, Marie is majoring in medical technology.

Randy McAlpine, sales superintendent, Beaumont, has been named member of the executive committee of Key Men, an honorary organization of the Young Men's Business League.

R. A. "Dick" Landry, system lighting sales promotion supervisor, Beaumont, has been appointed member in an advisory capacity of the roadway lighting committee of the Illuminating Engineering Society.

Fred Tenholder was elected first vice president of the Beaumont Young Men's Business League on November 6. The YMBL is a civic organization sponsoring such activities as the South Texas State Fair.

SILSBEE

Lloyd N. Brannan, district superintendent at Silsbee, has been elected president of the new Silsbee Chamber of Commerce.



Charlie Gary calls "Chow time!" and Ray Robin, Nat Broussard, Chester Farmer, Leroy Benton and Ralph Broussard head the line to sample Louisiana's own barbecue special at the Lafayette employees' annual Safety Barbecue.



S. L. Stelly, safety-claim agent, Lake Charles, spoke briefly on safety topics to the large group of Lafayette party-goers, following their barbecue supper, at this annual Lafayette safety event.



Employees of the Lake Charles uptown office had a party November 9 with profits from the Coffee Shop. The party was held at Riverside Recreation Hall where bingo, dancing and good food were on the agenda. An amazing amount of talent among Gulf Staters was discovered when several skits, songs, etc. were presented.

—By Fay Denney

LAFAYETTE

We wish a speedy recovery to Phyllis and Mary Stephanie Daigle, daughters of Mr. and Mrs. Jimmy Daigle (he's a lineman). Both girls have been ill recently.

"Happy birthday" to Nat Broussard, Charles Gary, William Sheets, John Landry, F. B. Sonnier, E. Rauschenberg and your reporter.

—By Cynthia Nolan

JENNINGS

Miss Betty Merrill was hostess to 24 Lake Arthur home economics girls at the Jennings sales floor kitchen. Recipes for making chili cheeseburgers and candied apples were presented.



M. J. Cunningham of the Appliance Department entertained the girls of the Purchasing and Appliance Departments with a delicious chicken barbecue on his patio October 30.

Nancy Bowman is a new member of the Purchasing Department. She replaces Karen Brown who has resigned to be a housewife.

Ardent football fans R. S. Pace and S. H. Sharp, Purchasing Department, were among those lucky enough to motor to Oxford, Mississippi, for the LSU-Ole Miss football game.



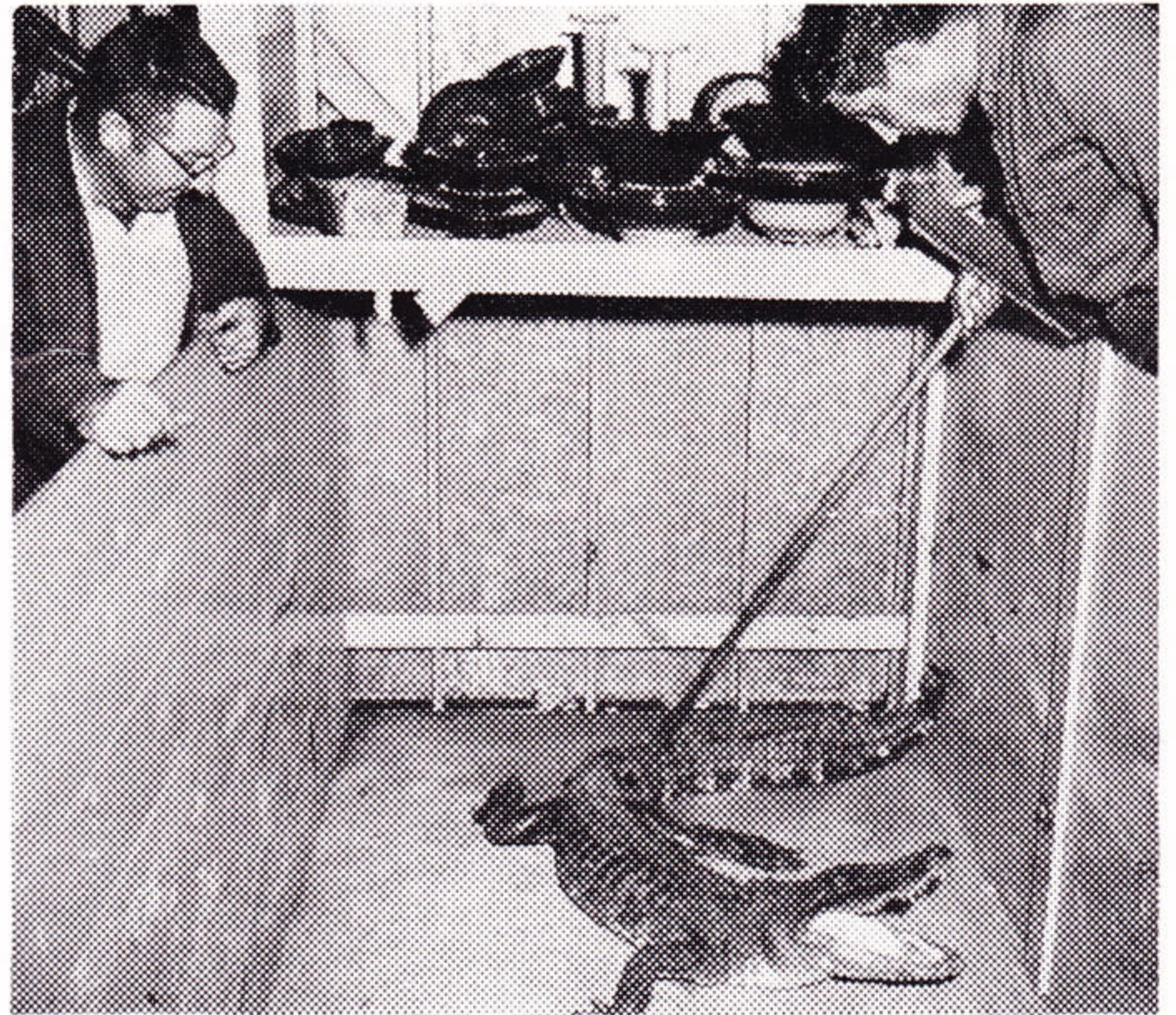
A skit, "Little Nell," was part of the entertainment at a party for Lake Charles uptown office employees, held at Riverside Recreation Hall. The "actresses" are, left to right, Anne Snyder, Pet Roddy and Nancy Laughley.



Navasota Home Service Advisor Anita Boles demonstrates proper use of the dishwasher to Richards FHA Chapter officers. Left to right, are Nita Hogue, Elizabeth Hoke, Belva Robinson, Miss Boles and Alice Stewart.



This big tree was among several which were uprooted in Baton Rouge during the storm November 18. The tree fell on power lines and another tree and into the street. Electric wires were pulled from under the tree and reconnected quickly to restore service.



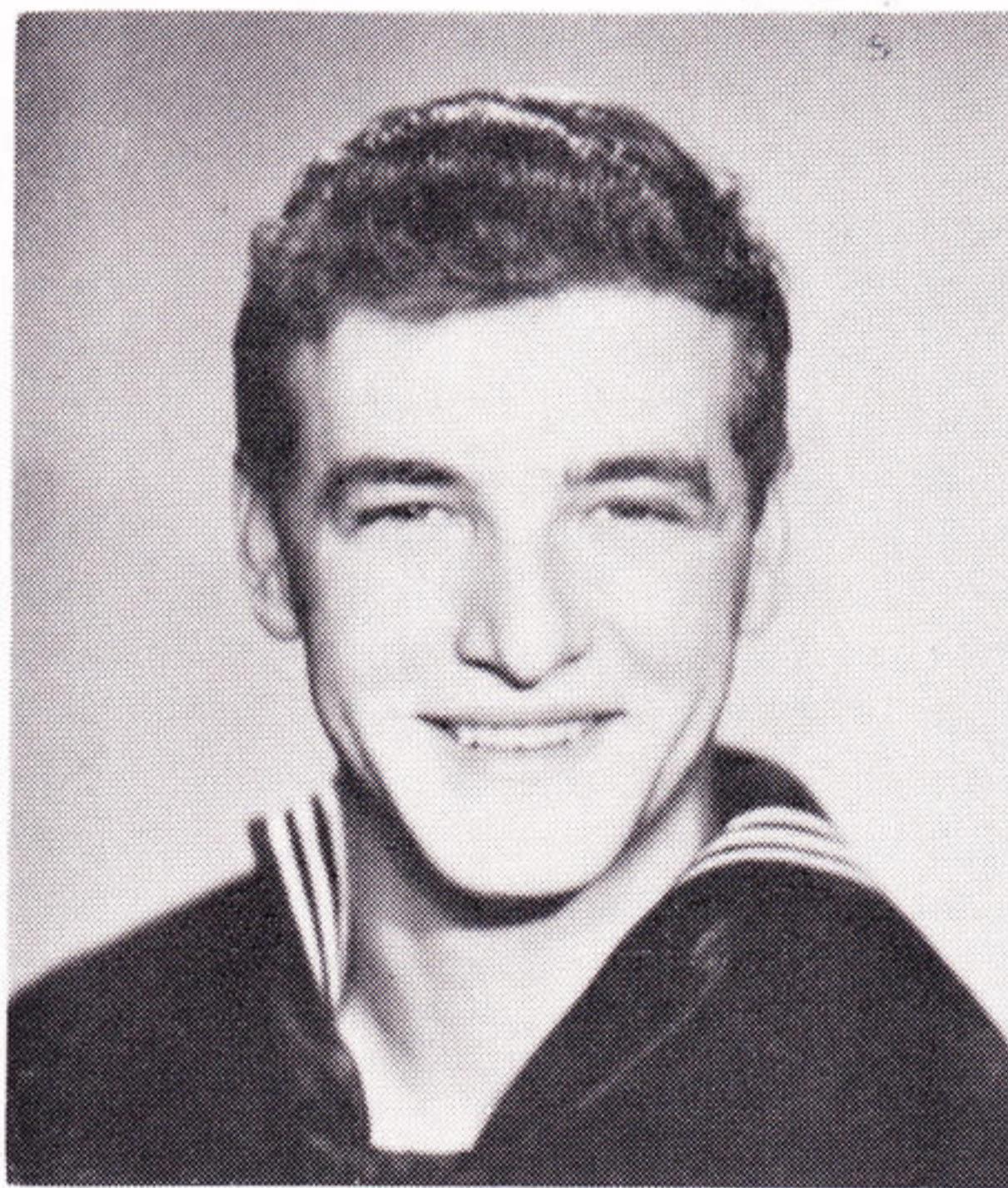
Bennie Masters, left, and Lawrence Milliff, both Cleveland line crew members, get a sneer from their new "pet," a 7-8 foot alligator picked up in the Romayer Highway area recently. The men have it penned up at our Company's barn in East Cleveland.

Gladys Smith, Purchasing Department, vacationed in Houston, where she was a guest at the Lamar Hotel.

Bill Wilkinson, Purchasing Department, is happy about his second grandchild, **Sharon Elizabeth**.

—By *Ethel Sharp*

Margarett Lee Smith, eight-year-old daughter of **W. R. Smith** (he's a serviceman in our Gas Department at Baton Rouge), was crowned Beauty Queen at the Zachary Elementary School recently. The dark-haired, dark-eyed beauty was one of 59 entries in the contest. For the occasion Margarett Lee wore an evening dress of red net over taffeta, which was made by a friend of the family. Margarett is a third grade student at the school.



Vester Lawless

Vester Ray Lawless, son of **C. E. Lawless** (he's switchboard operator in the Production Department at Baton Rouge) left December 1 for duty with the U. S. Navy aboard the "U. S. S. Hornet." Vester had spent a 15-day leave with his parents, having completed the prescribed courses of study at the U. S. Naval School Fire Control Technicians' Class "A" Service School, at the Naval Training Center in San Diego.

was the third week winner in the Ted Mack Contest, conducted by the Recreation and Park Commission in cooperation with Radio Station WIBR and the American Bank & Trust Co. As his selection for the contest, Billy sang "Summertime."

Billy is often called upon to entertain at company functions such as Christmas parties in the Baton Rouge area. He was a second place winner in the "Why I Want My Daddy To Work Safely" contest, sponsored by Gulf States this year.



Margarett Smith



Billy Minvielle

Billy Minvielle, 14-year-old son of **R. W. Minvielle**, (he's in our Substation Department, Baton Rouge),

Gifts are exchanged in Holland on December 6, not on Christmas Day.

GROWING with Gulf Staters



Four-months-old William Kyle, left, and ten-months-old Glenda Gail, are children of O. K. Baxley, Jr. and Grady M. Smith, respectively. Mr. Baxley is in our Commercial Sales Department and Mr. Smith is in our Accounting Department, both at Beaumont. O. K. Baxley Sr., Engineering Department, Beaumont, is the children's grandfather.



Mr. and Mrs. Byron Begnaud are parents of a son, Richard Byron, born November 13. Mrs. Begnaud is the former Janet Rauschenberg, daughter of Mr. and Mrs. E. G. Rauschenberg. Mr. Rauschenberg is general line foreman at Lafayette.

Atomic Energy Group Names Project Leader

Dr. Donald W. Kerst, one of America's senior nuclear physicists, has been appointed project leader of the thermonuclear or fusion research program of the Texas Atomic Energy Research Foundation, President Nelson, a director of the Foundation, has announced. Mr. Nelson's announcement followed a meeting of the board of directors in Dallas last month.

Dr. Kerst will head a team which includes some of the top scientists in this field. It was also revealed that bids have been requested and construction will start soon on the permanent buildings which will house this research activity.

The Texas Atomic Energy Research Foundation is composed of the privately-owned electric utility companies in the State of Texas, all engaged in a joint effort in the field of nuclear energy. Our Company is one of the 11 participating companies. The next meeting of the Foundation will be at the laboratory site in San Diego in February.

The Dallas meeting was highlighted by the first six months' progress report on the contract between the Foundation and General Atomic Division of General Dynamics Corporation. Under the terms of the contract, a four-year, \$10,000,000 intensive research program is being carried on in the field of controlled thermonuclear reactions at General Atomic's John Jay Hopkins Laboratory in San Diego.

Mr. and Mrs. John C. Derousselle announce the birth of a son, Leon, who was born November 19. Mr. Derousselle is with the T & D Department in Lafayette.

Mr. and Mrs. M. J. Pellerin are the parents of a daughter, Vicky Lynn, born September 29. Mr. Pellerin is in the Port Arthur Line Department.

Mr. and Mrs. T. J. Gaspard are the parents of a baby girl, Tammy Elizabeth, born November 3. Mr. Gaspard is in the Port Arthur Line Department.



Funeral Services Held For Julian Perry

Funeral services for Julian Perry, long-time Gulf States employee, were held last month at Our Lady of Fatima Church in Lafayette. Mr. Perry who was 61, died November 6.

He had been an employee in the T & D Department at Lafayette since 1927, with the exception of a few years during which he worked for Stone and Webster Engineering Corporation in Columbus, Georgia. Mr. Perry was a native of LaGrange, Georgia.

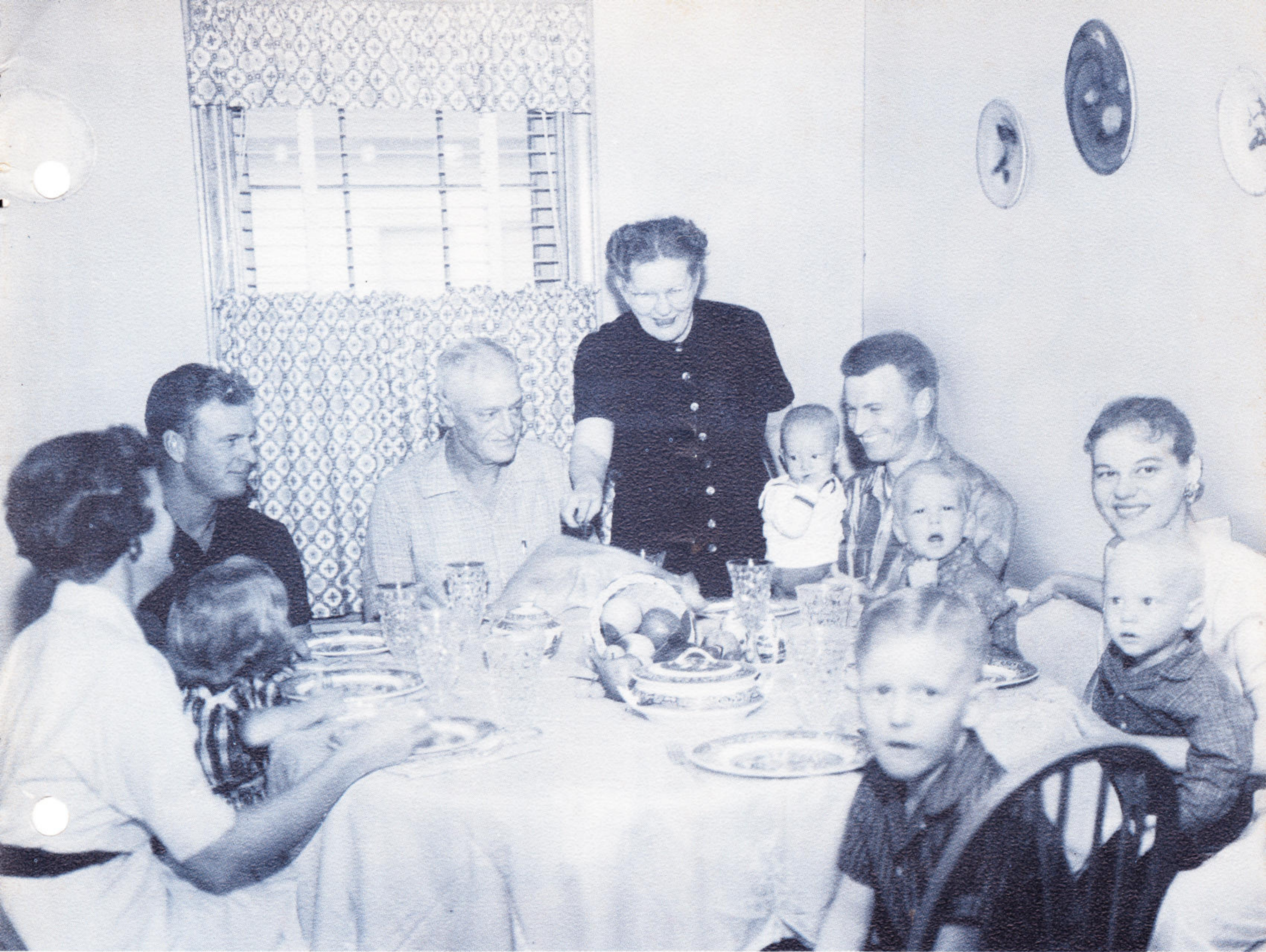
He is survived by his wife, Aurelia Perry, three sons and three daughters.



From The Bible

I know that Thou canst do every thing, and that no thought can be withholden from Thee.—(Job 42, 2.)

Our Heavenly Father, being omniscient, knows when we sincerely struggle against the evil thoughts and desires that assail us; being omnipotent, in His boundless mercy He will help us when we truly repent and strive again for righteousness.



Safety Helps Keep Homes Happy

As a safety picture this happy scene of a Gulf States family preparing to enjoy Christmas dinner may seem a bit unusual. But it makes good sense to the three Gulf Staters in the Tom Ridley family, who have over a half century of service with the Company among them.

Tom, a 30-year Production Department employee at Neches Station, his sons Hal (10 years, Neches Station), and Drexel (10 years, Beaumont T & D Department) agree that practicing safety every minute of the day, every day of the year is worth all the time it takes.

The other Ridleys share their view. As Mrs. Ridley prepares to satisfy the holiday appetites of her three men, her daughters-in-law, Peggy (left) and Laverne, and her handsome grandchildren, she could be saying a prayer of thankfulness that her menfolks believe in safety to keep sound and healthy so that the whole family can continue to share the magic of togetherness in the years ahead.

SLOW DOWN...

- DRIVING
- DRINKING

FIGHT HOLIDAY HAZARDS

**BACK
the ATTACK**
on Traffic Accidents