

# Plain Talks

GULF STATES UTILITIES COMPANY

DECEMBER, 1959

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- The Best Christmas Gift Of All
- Give Electrically This Christmas
- The Big Events of 1959





# Plain Talks

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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## OUR COVER



This cover brings back memories of "Christmases Past," when we looked at the new world through the eyes of children. And when we were satisfied to play with such simple toys as a push-type toy train, a drum (that was always broken by January 1) and a doll who could do nothing more than open and close her eyes. Today our children play with electronic trains, drum sets that are almost exact duplicates of the kind that professional drummers use, and wonder-dolls that can talk, eat, and (we suppose), grow up along with their owners. The material things have changed but the faith that sustained us both as individuals and as a nation when we were young can sustain us still, even in this modern world. So, we wish you a Merry, and a Faith Full, Christmas, and a Happy New Year.

**James S. Turner**  
Editor

**Don Hinkle**, associate editor; **Jasper F. Worthy**, contributing editor, Baton Rouge; **Charlotte LeVois**, artist; **Bunch Eads**, writer; **George T. Smith**, writer.

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# A Christmas Message

Christmas Season is drawing near, signalling the close of the most eventful decade in the history of Gulf States.

The "fabulous fifties" saw us more than double our plant, set all sorts of safety records, and exceed the national average use of electricity per home customer while adding about 88,000 electric customers.

From our periodic reports to you on Company progress and plans for the future, you know also that the next few years seem to hold as much promise as did the last ten.

So, it is on this bright note that I send you and your families Best Wishes for a *Merry* Christmas and for your health and happiness in the New Year.

*Ray Nelson*

# THE BEST CHRISTMAS GIFT OF ALL

**T**HE true meaning of Christmas is the celebration of the birth of Jesus Christ, the King of Kings.

But the younger members of our families, as yet unable to comprehend the true meaning of Christmas, look on the approaching holiday season as the time when Santa Claus will make his long-awaited visit with gifts of toys for the Christmas tree and fruit and candy for those who leave their stockings hanging on the traditional mantle.

With Christmas just around the corner, the holiday season in the air, and a lot of last minute shopping to be done, your *Plain Talks* writer visited with some members of the Gulf States family to learn what they considered their best Christmas gift of all.



Charley Waller and Bennie Reinhardt, local office clerk, receive a radio message from the Huntsville office.

## Charley Waller—District Serviceman—Corrigan

**I** believe my best Christmas gift of all was just about the first Christmas I can remember, when I was five years old and my family lived in Central Texas.

My folks and I rode the train to Thornton, which in itself was a pretty exciting thing for a five-year-old boy, and we met my Uncle Charley who was a pharmacist there. He had hired a surrey to take us out in the country to my grandparents' where we spent Christmas eve and Christmas day. This was an old fashioned Christmas when all the family gathered at one place and believe me, it really made an impression upon my young mind.

When the gifts were opened Christmas day, all of my girl cousins received a doll and I didn't. That was really a blow to me and I cried quite a bit about it. Uncle Charley told me that he would get me a doll as soon as we got back to town, which he did, even though he had to open the store late that night.

I was too young to realize the significance of this gift but as I grew older I began to understand why Uncle Charley wanted to make my Christmas as happy as that of my girl cousins. You might say Uncle Charley taught me one of the basic principles of Christmas, that it is better to give than to receive, and that Santa Claus and the spirit of giving really make Christmas for children.

## J. G. "Frenchie" Koenig—

### Mechanic 1st Class—Port Arthur Garage

**T**HE best Christmas gift of all for me was being able to be home for Christmas of 1942. For December 7, 1941, I was in the Navy, assigned to the battleship USS California, when it was sunk in Pearl Harbor.

After Pearl was attacked and our ship sunk, I was assigned to the heavy cruiser USS Astoria and stayed with her through the battle of the Coral Sea and Midway and was on her when she was sunk August 9, 1942, at Guadalcanal. I was fortunate enough to be one of 288 survivors of a total of 1,198 men aboard.

After the Astoria was sunk, we were picked up by the troop transport USS Little which was sunk about 30 minutes later. We were in the water from one to eight p.m. before we were picked up by the troop ship USS President Jackson. Later, we were transferred to the troop transport USS Wharton which eventually brought us back to Pearl Harbor.

In mid-November we came into the States and I was granted a 30-day leave for Christmas. Upon arriving home, I found my folks almost hysterical with joy at seeing me again. When they explained that I had been reported missing in action as of December 7, 1941, and that a high mass had been held for me at St. Mary's Catholic Church in March of 1942, I realized the strain they had been under and the cause for their joy.

This is why I considered my best Christmas gift to be one I received in 1942, to have been alive and able to spend Christmas with my family, for a lot of my friends have never seen another Christmas since that fateful day in December, 1941.

**Bonnie Thompson—  
Residential Sales—Beaumont**

**J**UST being alive for Christmas of 1958 was the best Christmas gift I have ever received. Around the 17th of November last year, I suffered a heart attack while putting around in my yard and had a very close brush with death.

Had I recognized the symptoms of a heart attack, mine might not have been quite so serious. After the first pains in my arms and the tightening in my chest, I continued to work in the yard, finally going into the house to rest and this was where my wife found me when she came in.

My doctors worked on me in the emergency room at the hospital for three hours and the priest gave me the final rites before I was taken to my room where I spent the next three days in almost total unconsciousness. For the next six weeks I stayed in bed and received oxygen, prohibited from exerting even the energy necessary to feed myself.

Last Christmas our family had the tree in my room as my doctors wouldn't let me go home until the day after Christmas as they thought the excitement at home would be too much for me. The following six weeks were also spent in bed before I was allowed to be up for half a day. In March, I was permitted to return to work, on a limited schedule at first, but now I'm back to the regular hours and load.

The gift of life is the best you can receive and I'm most thankful that I'm here to see another Christmas, to be able to work and be with my family again, and I greatly appreciate the kindness and thoughtfulness showed me by both the Company and its employees.

**Charley Breaux—  
Substation Mechanic 1st Class—  
Lafayette**

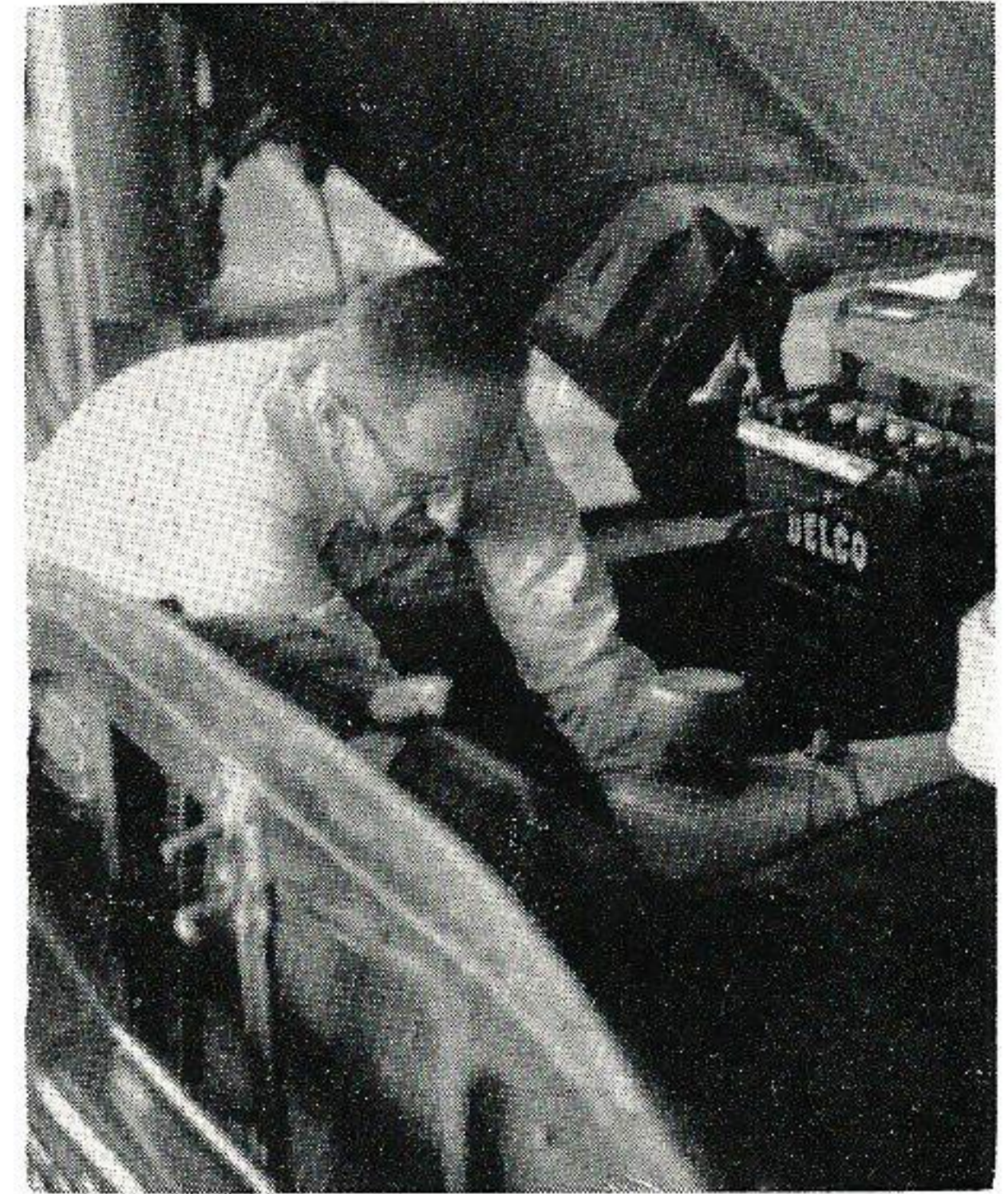
**M**Y best Christmas gift of all came this year, a bit early perhaps but that is okay by me. It happened like this . . .

Saturday, November 14, I attended a meeting. At the opening of the program, drawings were held for a number of door prizes and my sister won a coffee maker, with my brother winning an electric heater.

"This must be Breaux Day," I remarked to a man sitting beside me, but at that point a speaker started talking and I decided if he didn't finish soon that I would leave.

Just as I got up to leave, the drawing started again and I decided to stay long enough to learn who the winner of the '60 Ford Falcon would be. You could have knocked me over with a feather when the man called my name. We had an old '50 model that was just chugging along and I had decided to trade it in on a new car after the first of the year. I thought the Falcon was too small for a family car, so I asked if I could trade it for a Fairlane and pay the difference, which they let me do.

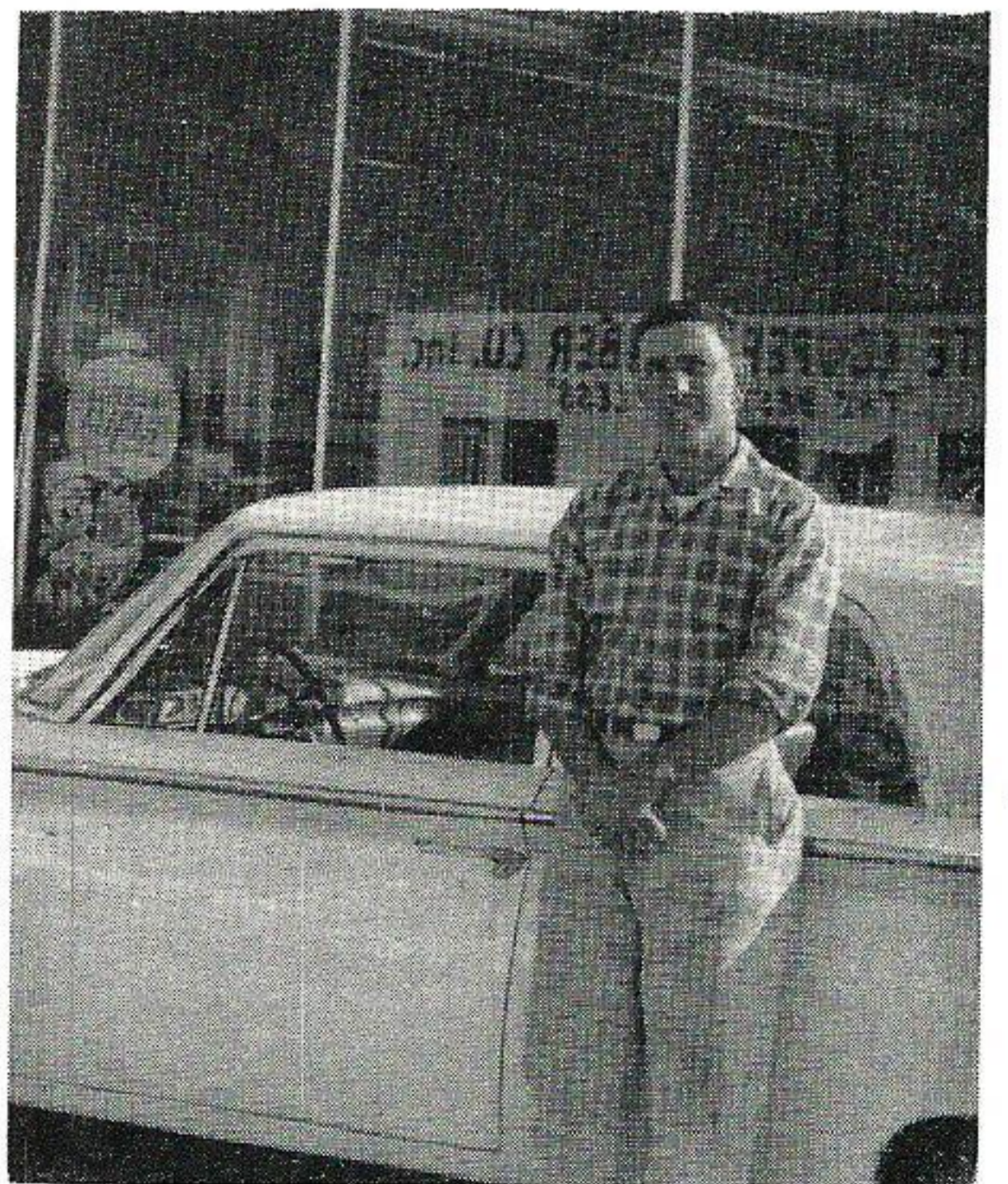
After the meeting I called my wife to tell her the good news but had such a hard time getting her to believe me that I had to ask a lady standing nearby to take the 'phone and tell my wife who actually won the car. Winning this new car was one of the most surprising but welcome Christmas gifts I have ever received.



"Frenchie" Koenig completes a repair job on a Company pickup.



Bonnie Thompson, of the Beaumont office, completes his monthly sales report.



Charley Breaux proudly displays the new car he won.

# GET "REDDY"

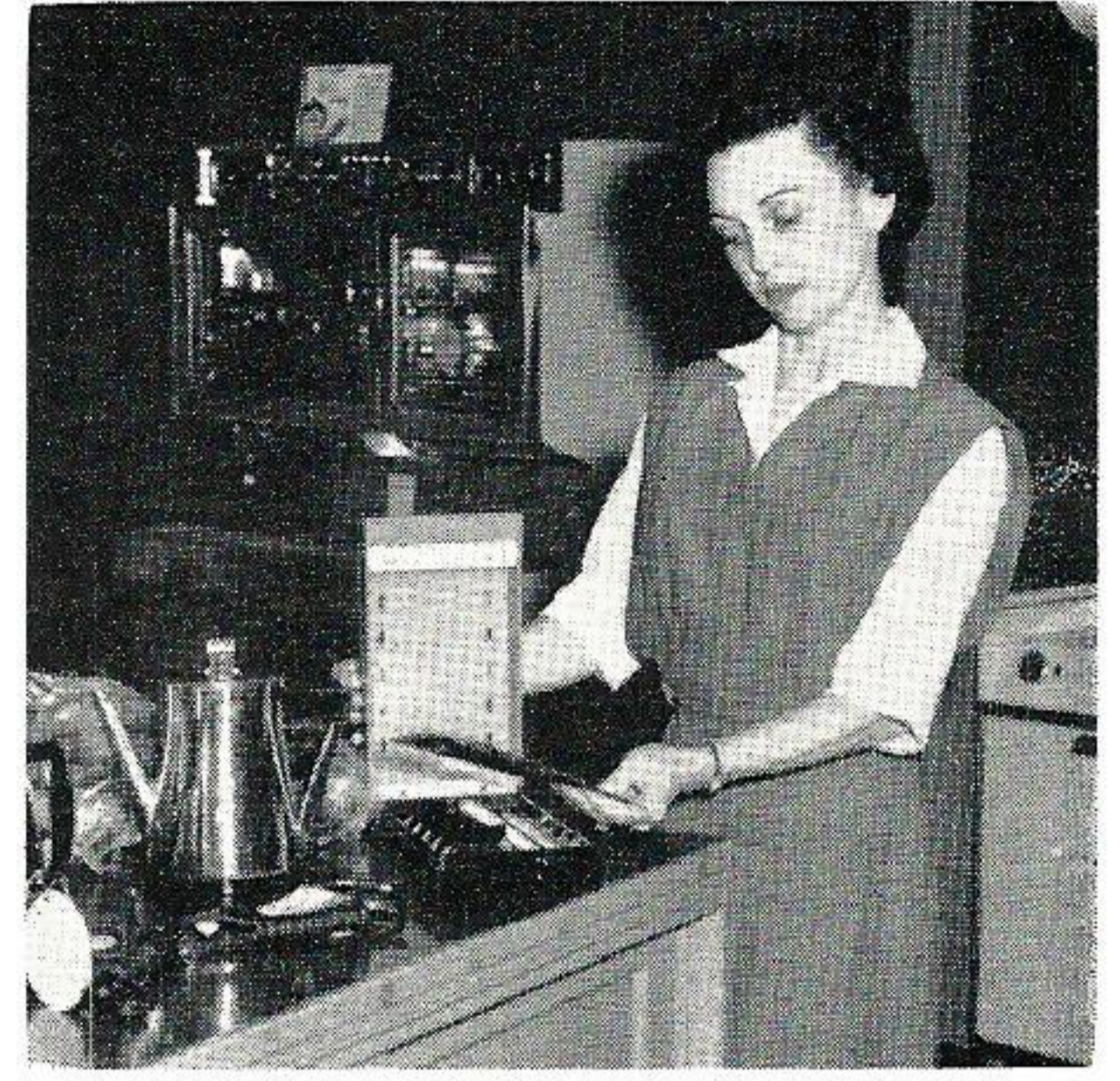
- - a handy buyer's guide



A mother with teenage daughters or a young bachelor girl could use a steam iron such as Doris Cryer, local office clerk, Silsbee, is holding for those emergency pressing jobs.



Think of all the French-fried potatoes that could be made in a deep fryer like this to go with your hamburgers. Holding the deep fryer is Pearl Darbonne, service clerk, Sulphur.



The kids would enjoy fixing their own hot dogs for a do-it-yourself Sunday supper on this electric hot dog cooker being shown by Ann Snider, residential saleslady, Lake Charles.



A Christmas bride could find plenty uses for this electric sauce pan in her new kitchen. Wilda Heaton, local office clerk, shows off this one from the Dayton salesfloor.

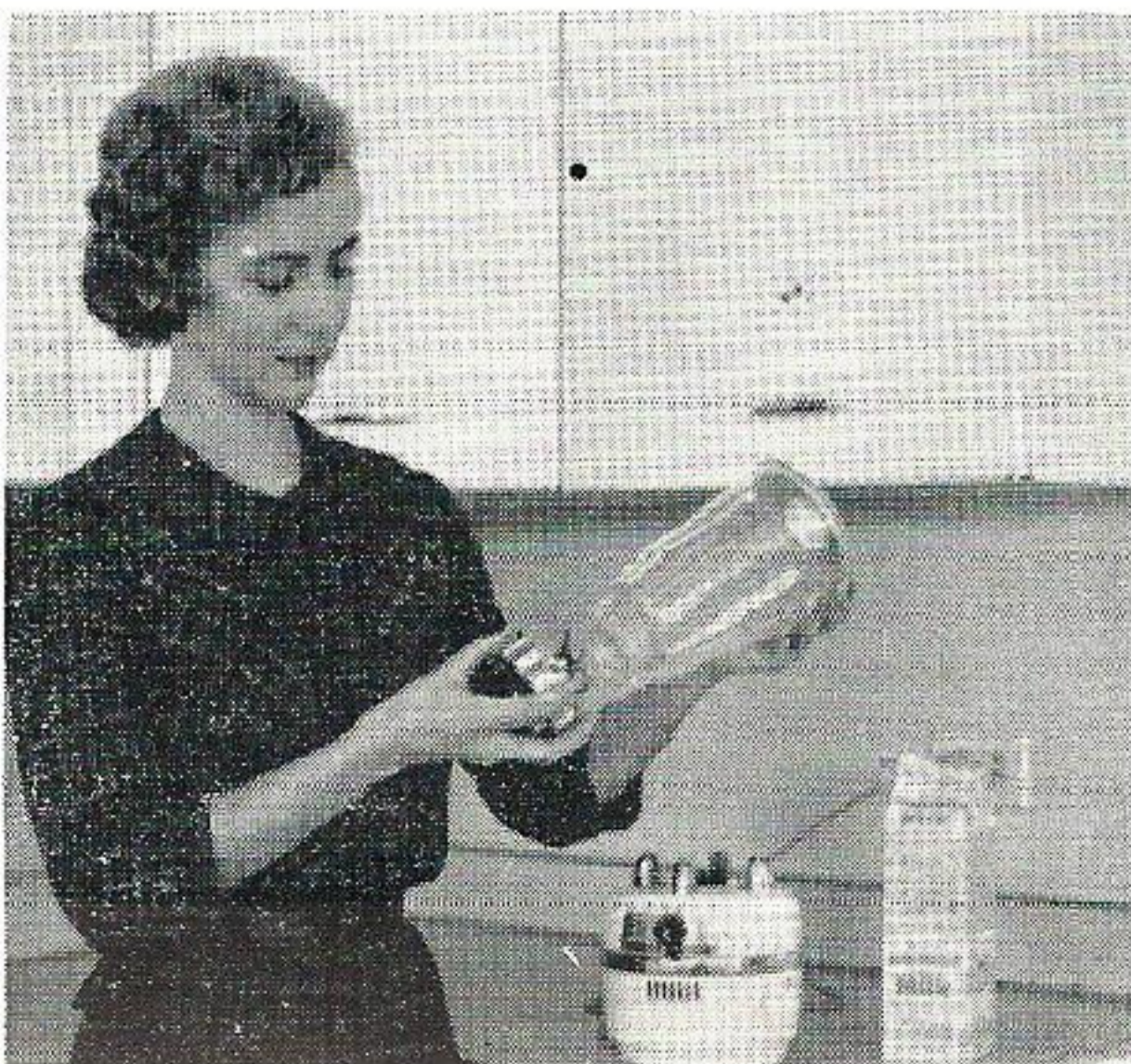


A large family-size version of the waffle iron is selected by Charlotte Guilbeau, departmental clerk, Lafayette, as her ideal Christmas gift for mother and the entire family.



On a griddle like this enough hamburgers or hot cakes could be cooked to allow the whole family to eat at the same time. Lucina Ory, saleslady, Lake Charles, displays the griddle.

Youngsters love malts made in an electric blender. Shirley Crawford, home service advisor, Port Arthur division, displays this wonderful gift for the entire family.



Every young married couple would welcome an electric toaster as a Christmas gift. Jessie Braud, saleslady, Baton Rouge, makes a selection from the many toasters on display.



An ideal gift for that grandmother who enjoys a little extra warmth by her easy chair is this electric heater being examined by Mablene Pollard, local office clerk in the Trinity office.

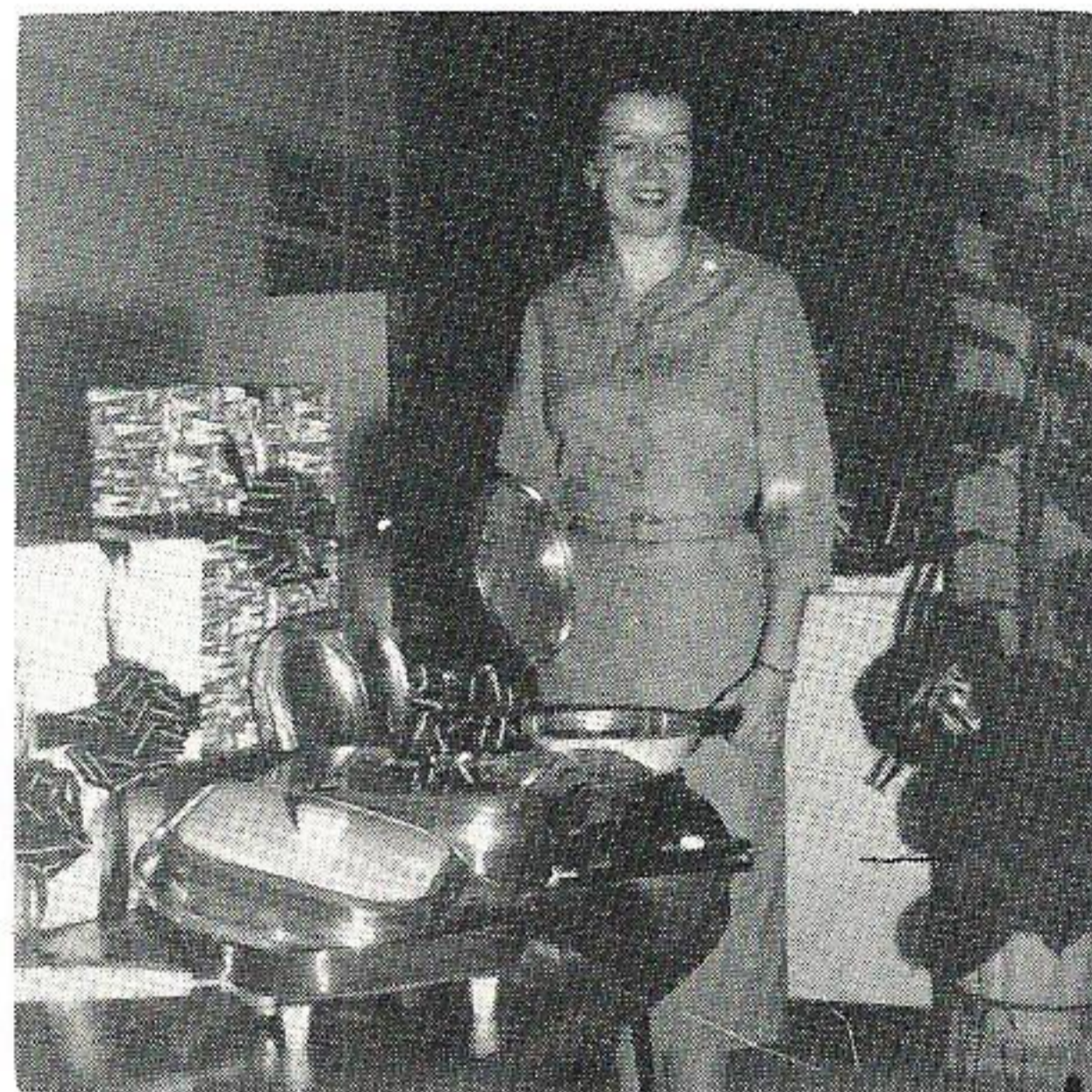


# FOR CHRISTMAS

*of electrical gifts - -*



For that boy or girl away at college here is a study-aid that could be kept in the dormitory room. Maxine Bell, local office clerk, Silsbee, suggests a coffeemaker.



Mom can always use another frying pan in her busy kitchen. Evelyn Wilsford, home service advisor, Baton Rouge, shows a large selection in this Christmas display on the salesfloor.



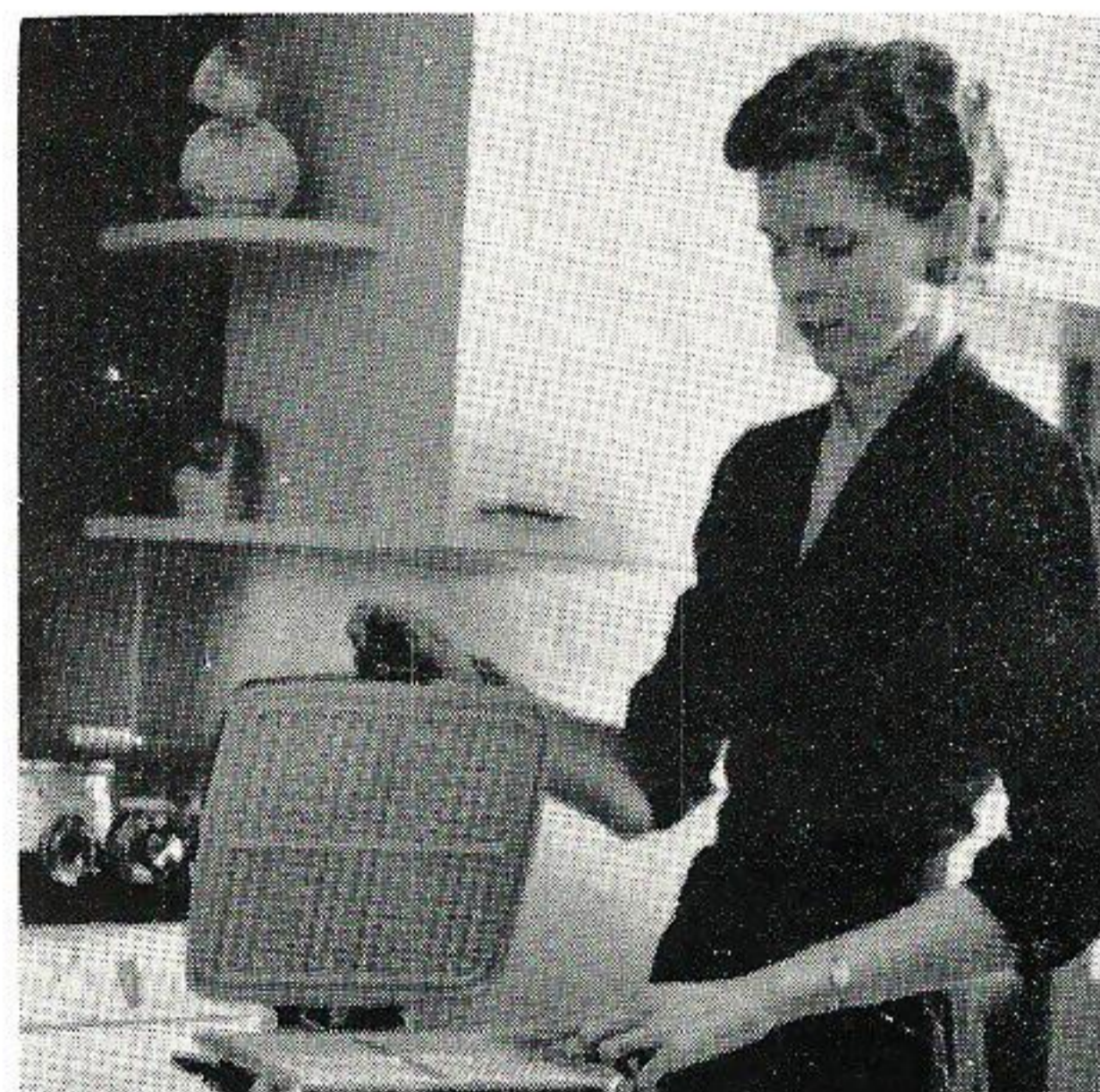
For the girl on your list who bakes those good cakes and pies, no gift on Christmas morning could beat this electric mixer being shown by Dolores Douglas, saleslady, Port Arthur.



An ideal gift for mother to make cooking that holiday turkey or a full meal easier is this electric roaster which Irma Hargroder, home service advisor, Jennings, eyes wishfully.



Mom, a teenage daughter, a working girl, or a college coed could find plenty of work for this electric hair dryer being displayed by Mary Lou Collier, saleslady, Beaumont.

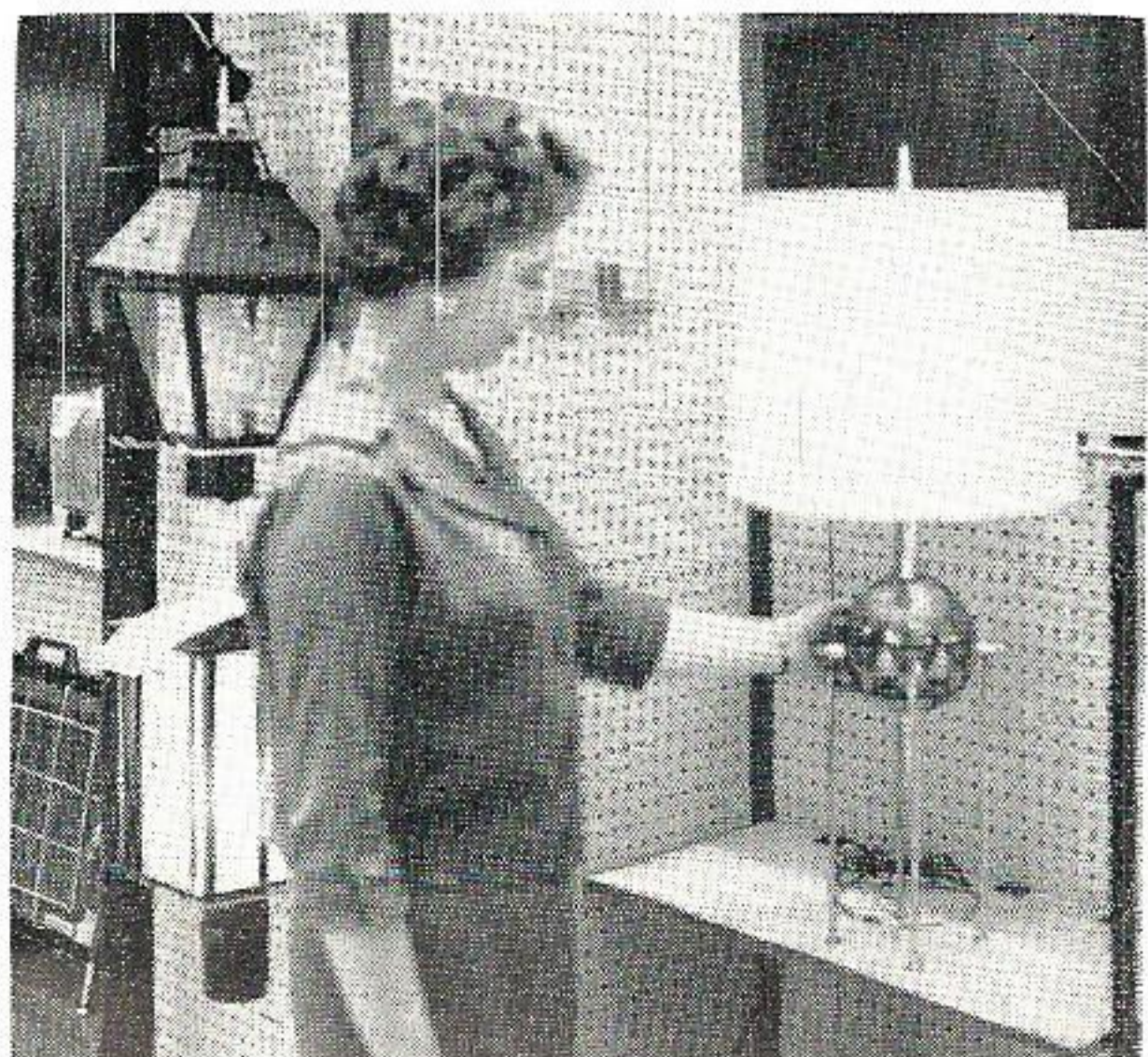


The whole family enjoys a breakfast of waffles and sausages, so what would be a better family gift than this waffle iron shown by Dorothy Stanford, local office clerk, Huntsville?

Any new homeowner could find use for an attractive table lamp. Nell Wilkins, saleslady, Beaumont, examines one of the pretty lamps on display on the Beaumont salesfloor.

That late rising brother or college-age son could make good use of an electric clock such as the one on which Mary Floyd, local office clerk, Liberty, is checking the price.

Here's a gift Mom and Dad would both welcome. No more cold feet with this dual control electric blanket, displayed by Dorothy Thomas, home service advisor, Port Arthur.





# CHRISTMAS PARTY SCHEDULES

District and Department	Place	December	Time
Silsbee District	Lion's Den, Woodville	14	7:00 pm
Bmt. Treasury Dept.	Main Office, 20th Floor	14	7:00 pm
Service Center T & D	Main Office, 20th Floor	15	7:00 pm
Orange	Little Mexico, Orange	16	7:00 pm
Bmt. System Engineering	Main, Office, 20th Floor	16	7:00 pm
Bmt. T & D Line and Substation	Main, Office, 20th Floor	17	7:00 pm
Orange Colored (All Depts.)	Orange Sales Floor	17	7:00 pm
Liberty & Gulf District	Liberty Office	18	7:00 pm
Bmt. Production	Neches Station	18	7:00 pm
Bmt. Colored (All Depts.)	Main Office, 20th Floor	19	7:00 pm
Bmt. Sales (All Depts.)	Main Office, 20th Floor	21	7:00 pm
Sulphur, with Riverside & Nelson Station Employees	Riverside Assembly Hall	17	6:30 pm
Lake Charles Colored	Colored USO Hall	17	7:00 pm
Lake Charles Engineering, Storeroom, Line	LaGrange High School Cafeteria	21	7:00 pm
Lake Charles Sales, Accounting	LaGrange High School Cafeteria	22	7:00 pm
Lafayette Colored	GSU Assembly Hall	17	7:00 pm
Lafayette White	Jeanmard Hall, S.L.I.	18	7:00 pm
Jennings White	Jennings Recreation Center, North Side	16	7:00 pm
Jennings Colored	Jennings Recreation Center, North Side	17	7:00 pm
Baton Rouge White	Robert E. Lee High School	12	2:00 pm
Baton Rouge Colored	Capitol Jr. High School	15	7:00 pm
Mid-County Offices, Sales, Accounting	Port Arthur Service Center	15	7:00 pm
T & D Personnel	Port Arthur Service Center	16	7:00 pm
Colored Personnel	Port Arthur Service Center	17	7:00 pm
Navasota and Somerville	August Horst Country Club	17	7:00 pm
Huntsville, Cleveland and Conroe	Jaycee Hut, Conroe	18	7:00 pm
Calvert and Franklin	Local GSU Office	22	7:00 pm
Madisonville	W. P. Carroll's Home	22	7:00 pm





# 1959

## A year in review

ONLY a few days remain until 1959 will become a thing of the past. . .ending another action-packed episode in the history of Gulf States Utilities Company.

AND as we at Gulf States mount the reviewing stand to observe 1959 in its final parade, we realize how many important things are happening at GSU.

PROGRESS has been made in both financial and physical growth for the Company, its employees, and the area we serve. Previous projects have been completed and new ones begun, to keep plentiful supplies of electricity and gas available to meet the ever-increasing demands of the thriving area served by Gulf States.

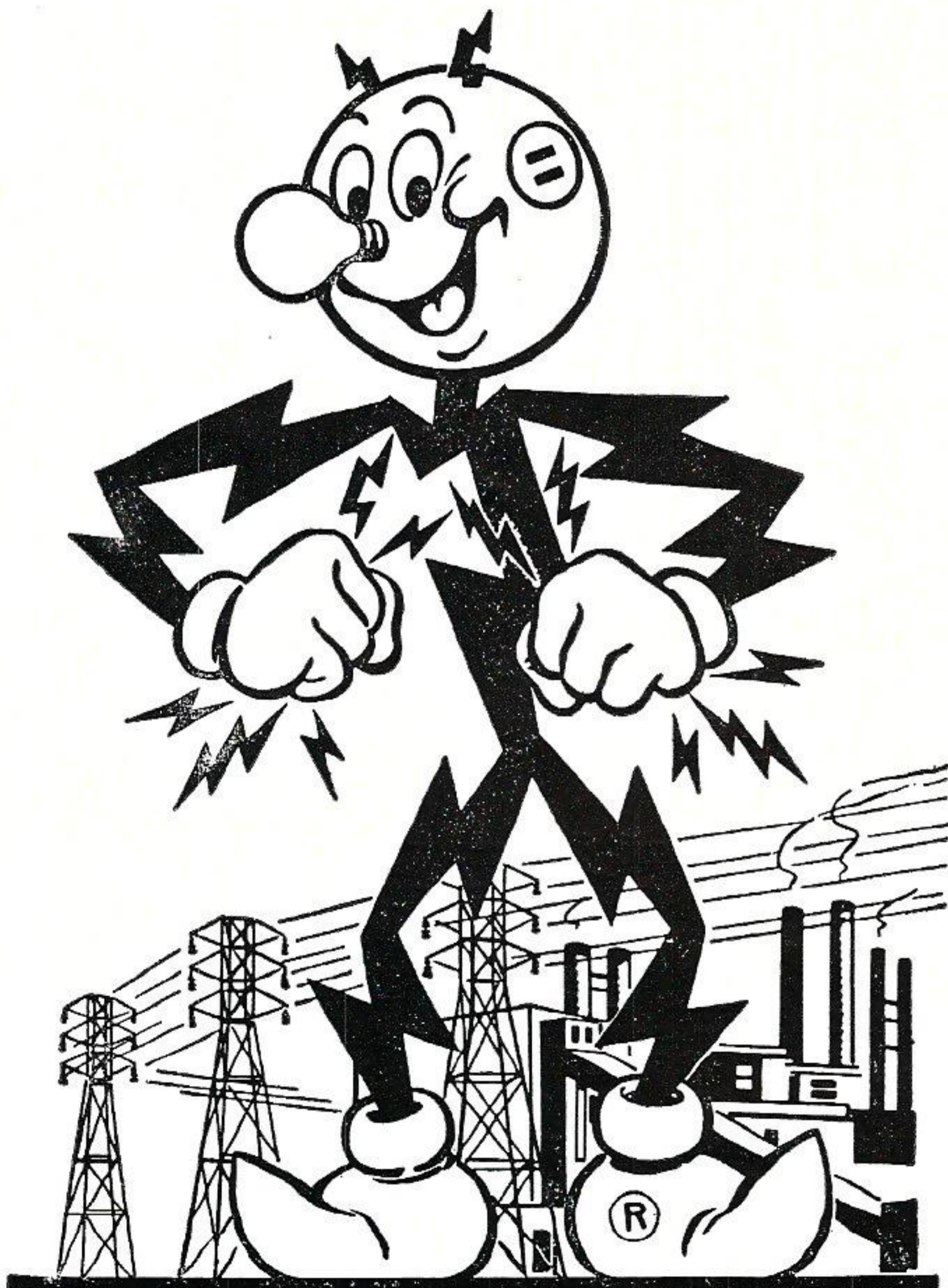
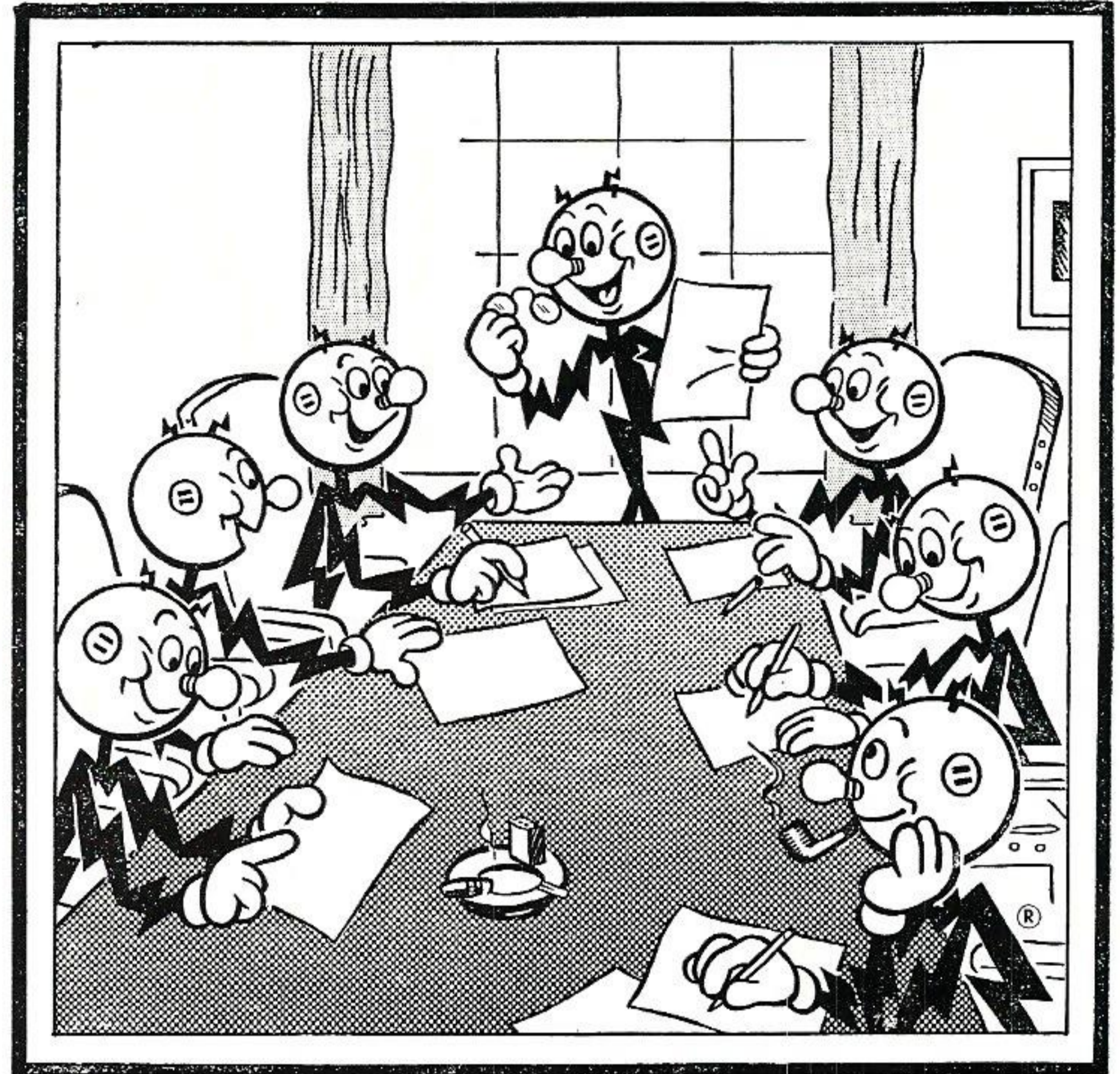
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# Progress - 1959

We're continuing to build!

A record 1959 construction budget of \$57,000,000 was approved by the Board of Directors. This budget included plans for the continued expansion of electric transmission and distribution facilities, generating capacity and gas facilities.

A new gas service building was built in Baton Rouge. The new building, located on Choctaw Drive, houses some 100 Gulf Staters employed by the Gas Department. The building eases the crowded conditions at the Government Street Service Center, where both the gas and electric operations were previously housed.



New source of power for  
Southwest Louisiana and Southeast Texas!

A major milestone was the dedication of Roy S. Nelson Station near West Lake, Louisiana. The first unit was synchronized and began generating power February 19 and the second unit went on the line May 30. Named in honor of President Nelson, the station was formally dedicated October 1.

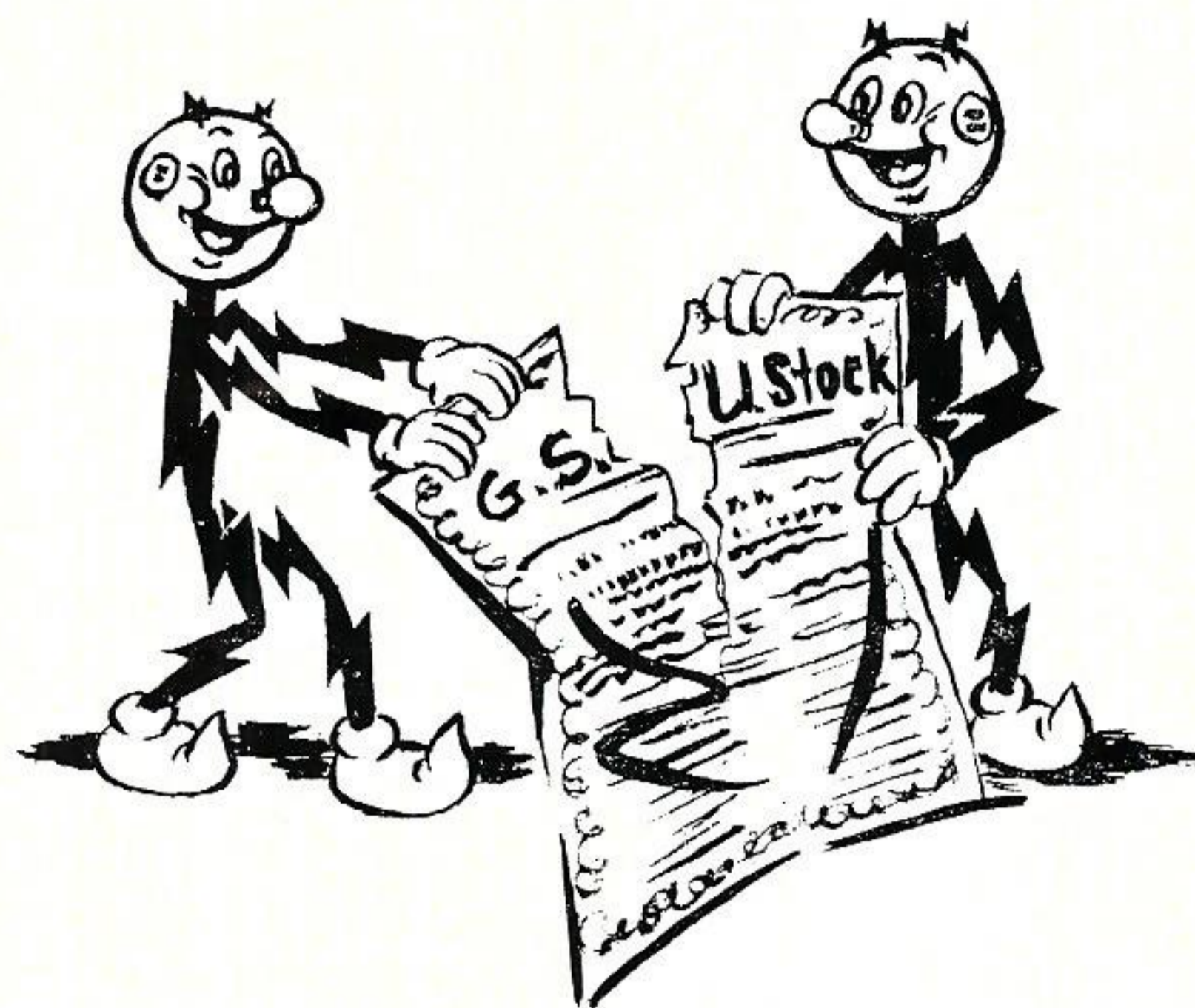
A 750-acre tract of land two-and-a-half miles west of Bridge City was purchased for the new Sabine Power Station. This next addition to our Company's generating facilities is designed to accommodate an ultimate capability of over 1,000,000 kilowatts. The first 220,000 kilowatt unit is scheduled to go on the line in 1962 and completion of the second 220,000 kilowatt unit is scheduled for 1963.

Construction of Willow Glen Station near Baton Rouge continued on schedule through 1959. The first unit is scheduled to go on the line in 1960.

More money for financing needed than ever before!

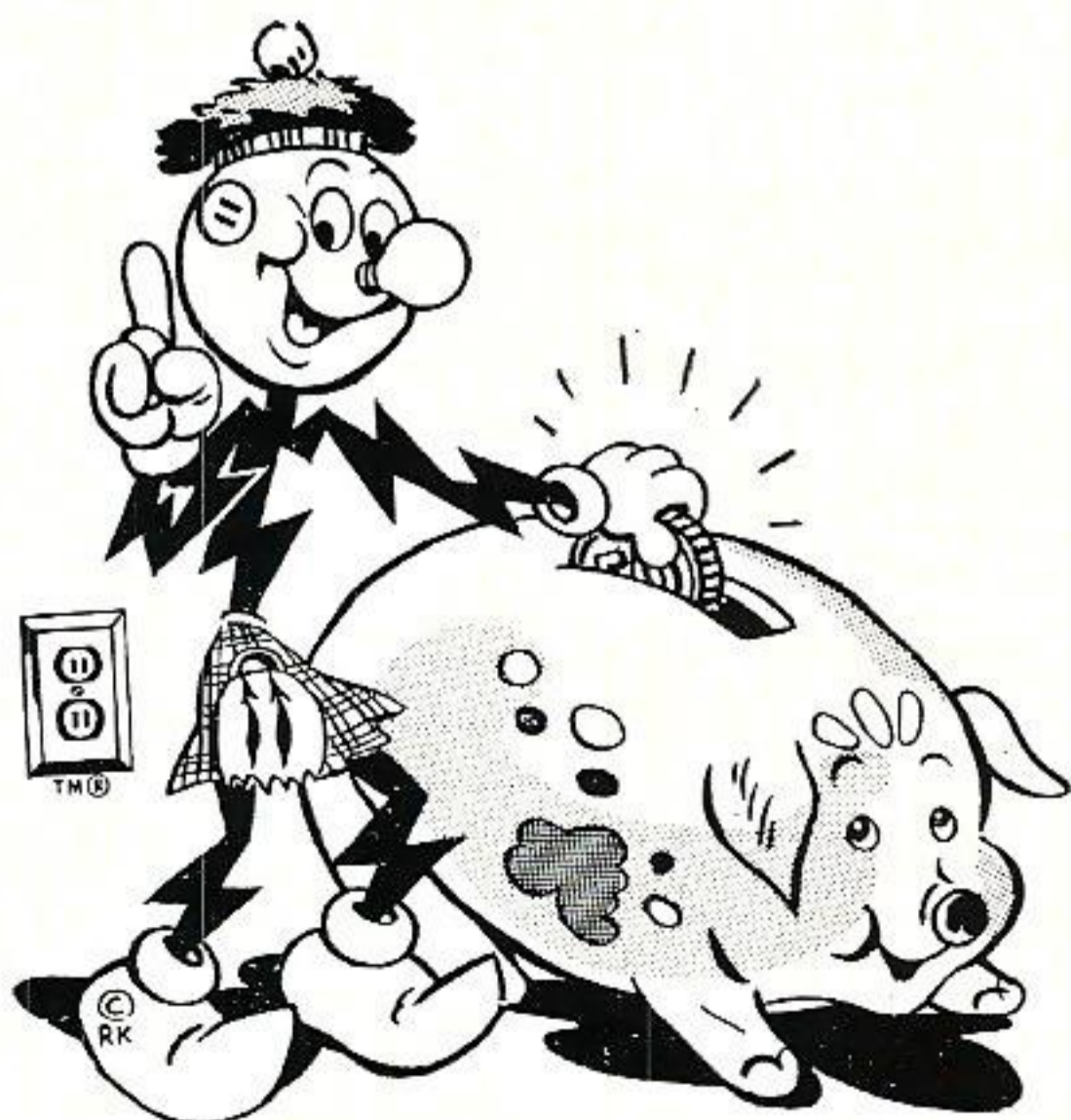
For the second time in our history, our shareholders voted a stock split, increasing the authorized shares of common stock without par value. The stock split was made to broaden the market for such stock and induce a wider distribution through an increased number of shareholders.

Gulf States' raised \$51,700,000 through the sale of stocks and bonds this year. This is the largest amount of money raised by the Company in one calendar year in its history. The \$51,700,000 figure represents 86.25 percent of what the entire capital structure of the Company was at the end of 1947.



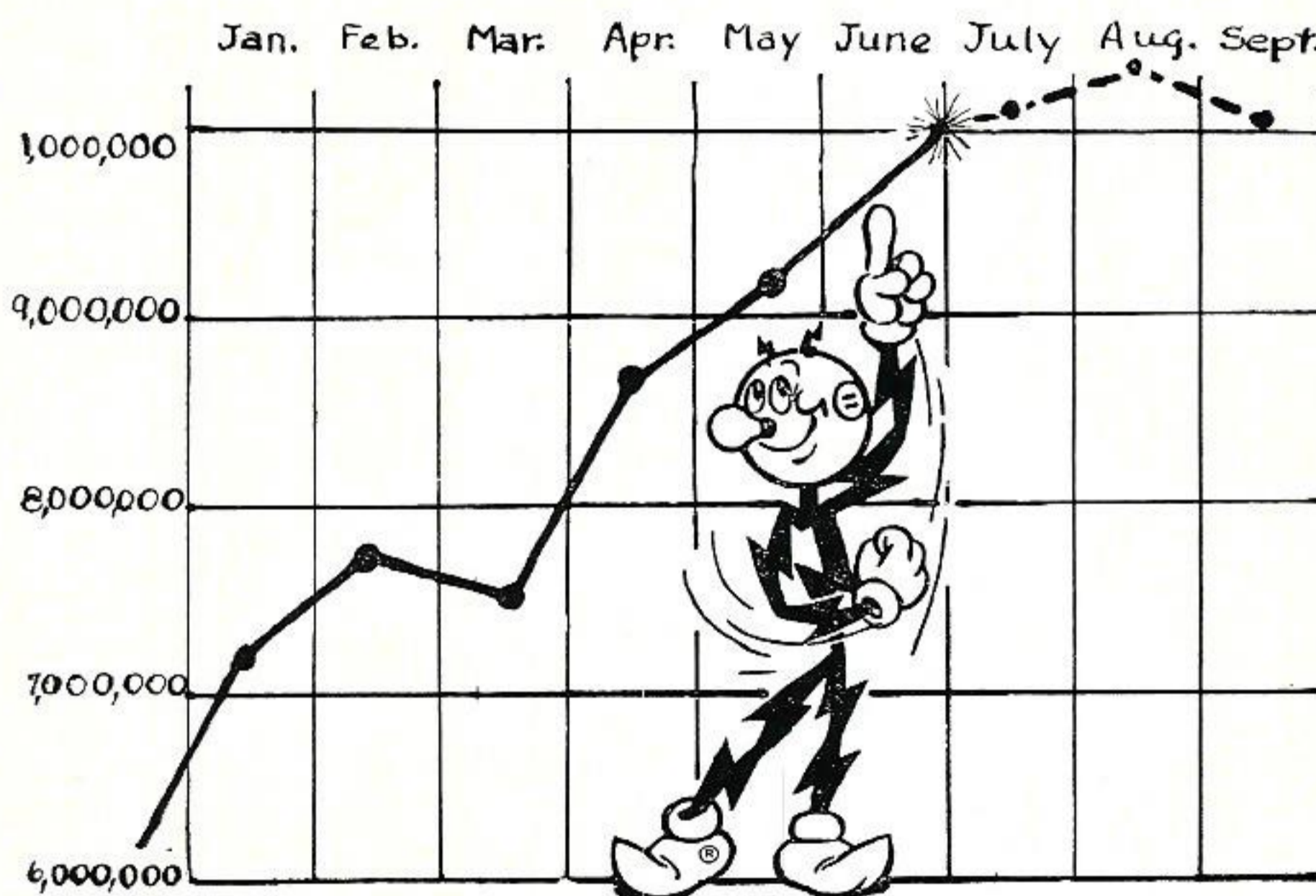
Peak load passes million kilowatts!

History was made June 30 when the Company's system peak load passed the million kilowatt mark for the first time. This new record was an all time high of 1,003,700 kilowatts.



We had six too many disabling accidents!

In November, the Company reached the 3 million mark in total man hours worked in 1959 without a disabling accident. Navasota and Port Arthur divisions worked through December 1 without a disabling accident.



Employee deposits increase!

Through October, Thrift Plan Investments for the year were: Common Stock, \$481,327.09; Preferred Stock, \$88,614.21; and Trustee Deposits of \$175,884.54. Employee deposits are approximately 8 percent higher than for the same period last year. Looking over these facts, we can readily see that 1959 has been an eventful year for our Company.

# THE POWER OF POLITENESS

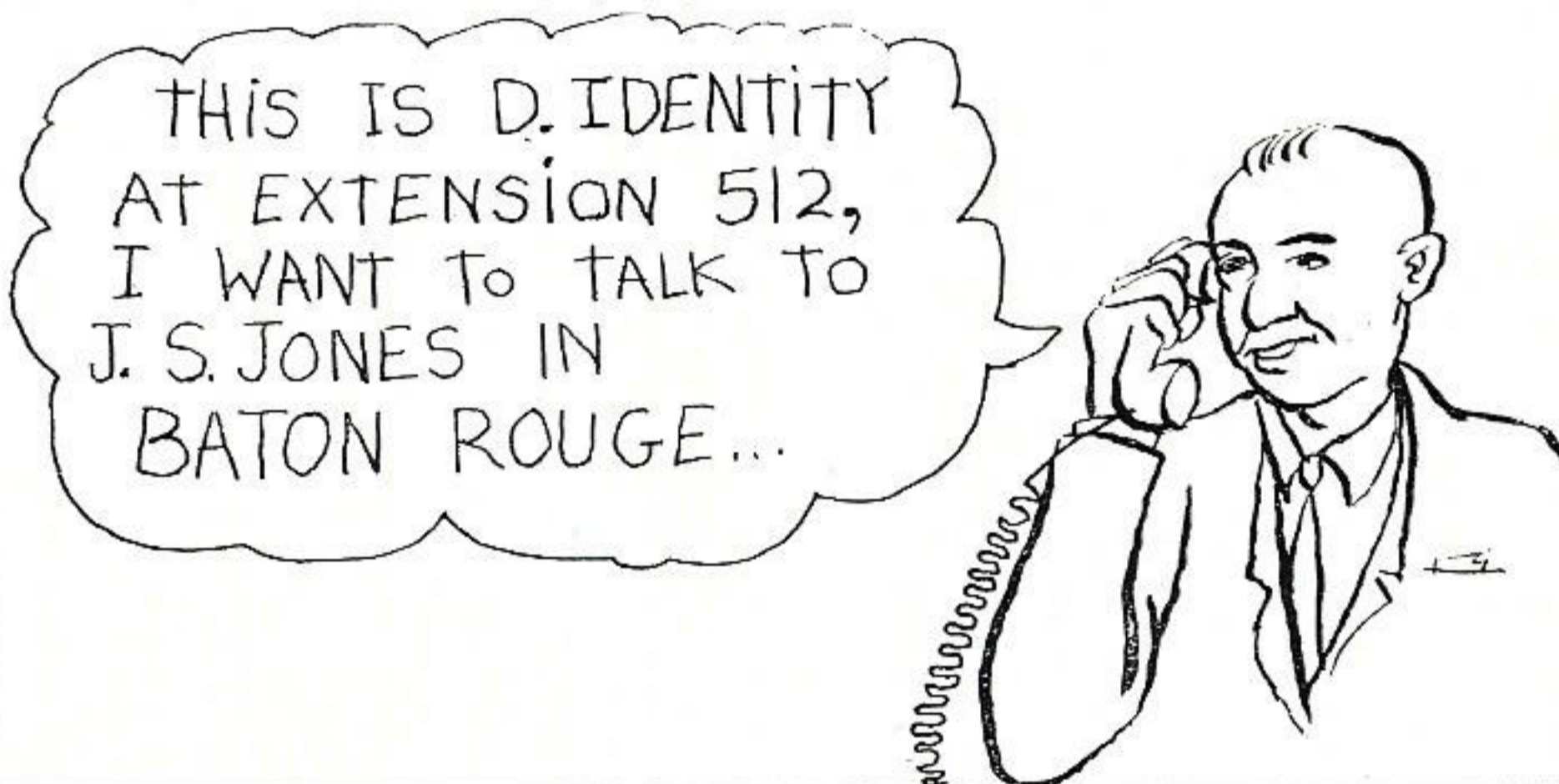
Telephone and Letter Contacts

Can Make Friends for Company

**DON'T CONCEAL**



**DO INFORM**



**DON'T MUMBLE**



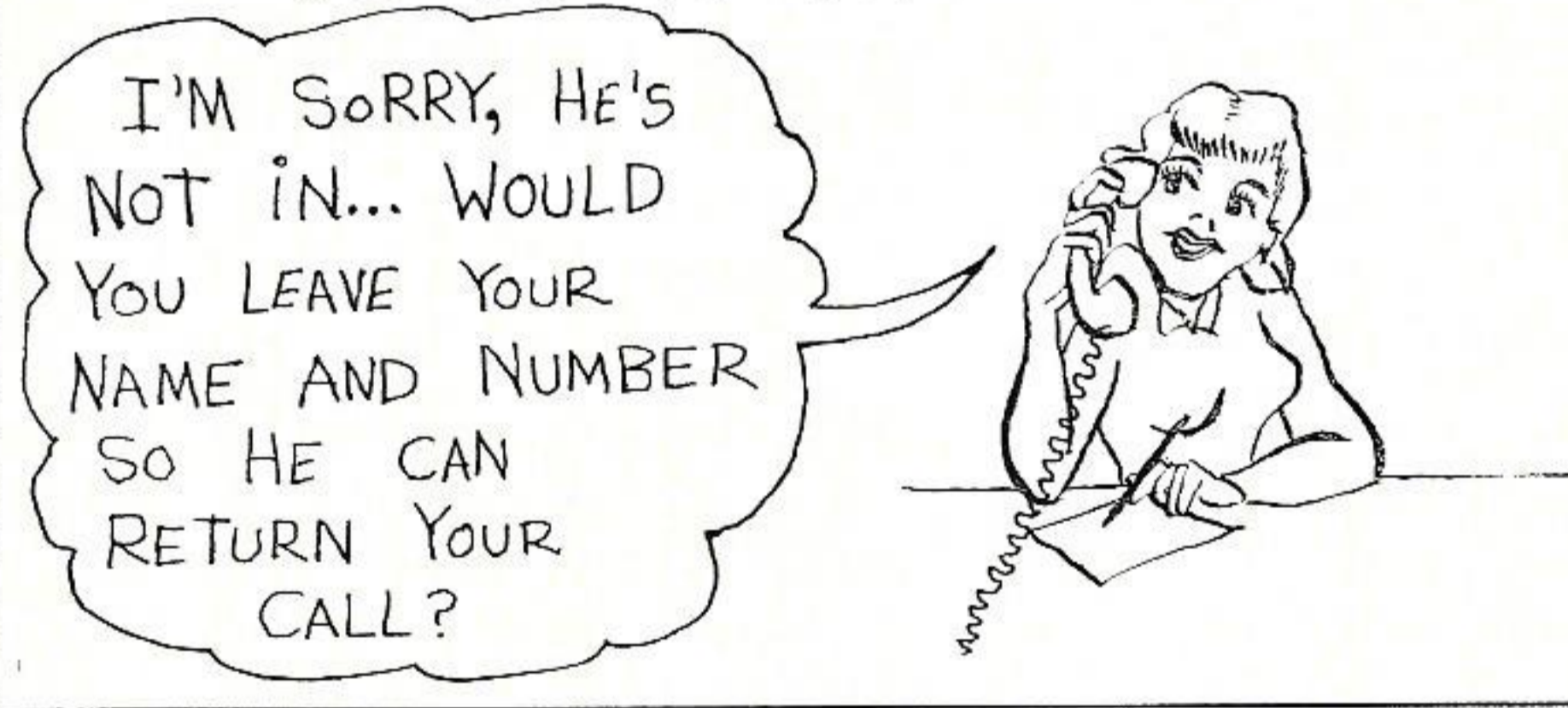
**DO SPEAK DISTINCTLY**



**DON'T BE EXCLUSIVE**



**DO BE COURTEOUS**



**DON'T BE ANONYMOUS**



**DO IDENTIFY YOURSELF**





## *Our Letters Can*

## *Be Good-will*

## *Ambassadors, Too*

Mr. Bill D. Illwill  
Influential Drive  
City

Dear Mr. Illwill:

As per your letter of the 15th instant, I am replying herewith to your query concerning the availability of our service in the neighborhood in which you reside.

Please be advised that we are this day in receipt of an acknowledgement from the regulatory bodies concerned to the effect that we are hereby notified of the fact that they will take your request under advisement.

In accordance with your wishes, we will undertake to keep you informed as to the progress of our negotiations with the above group.

In the event that you have further questions in regard to this matter, kindly advise the undersigned and we will take whatever steps may be necessary to answer you.

Hoping that this finds you in good health and with our best wishes for your continued success, I am,

Yours very truly,  
J. Stiffneck Hackneyed  
Manager

Notice anything wrong with this letter? Or more to the point, notice anything *right* about it?

How much better the above letter would sound if the old-fashioned, time wasting expressions were eliminated!

Dear Mr. Illwill:

In your letter of November 15, you asked about service in your neighborhood.

We are presently seeking the proper authority

to extend our service to you, and expect to be ready to serve you by December 20, in time for Christmas.

If you need more information, or if we can help you in any other way, please contact me. We are pleased to welcome you as a customer and it is a pleasure to serve you.

Very truly yours,  
J. S. Hackneyed  
Manager

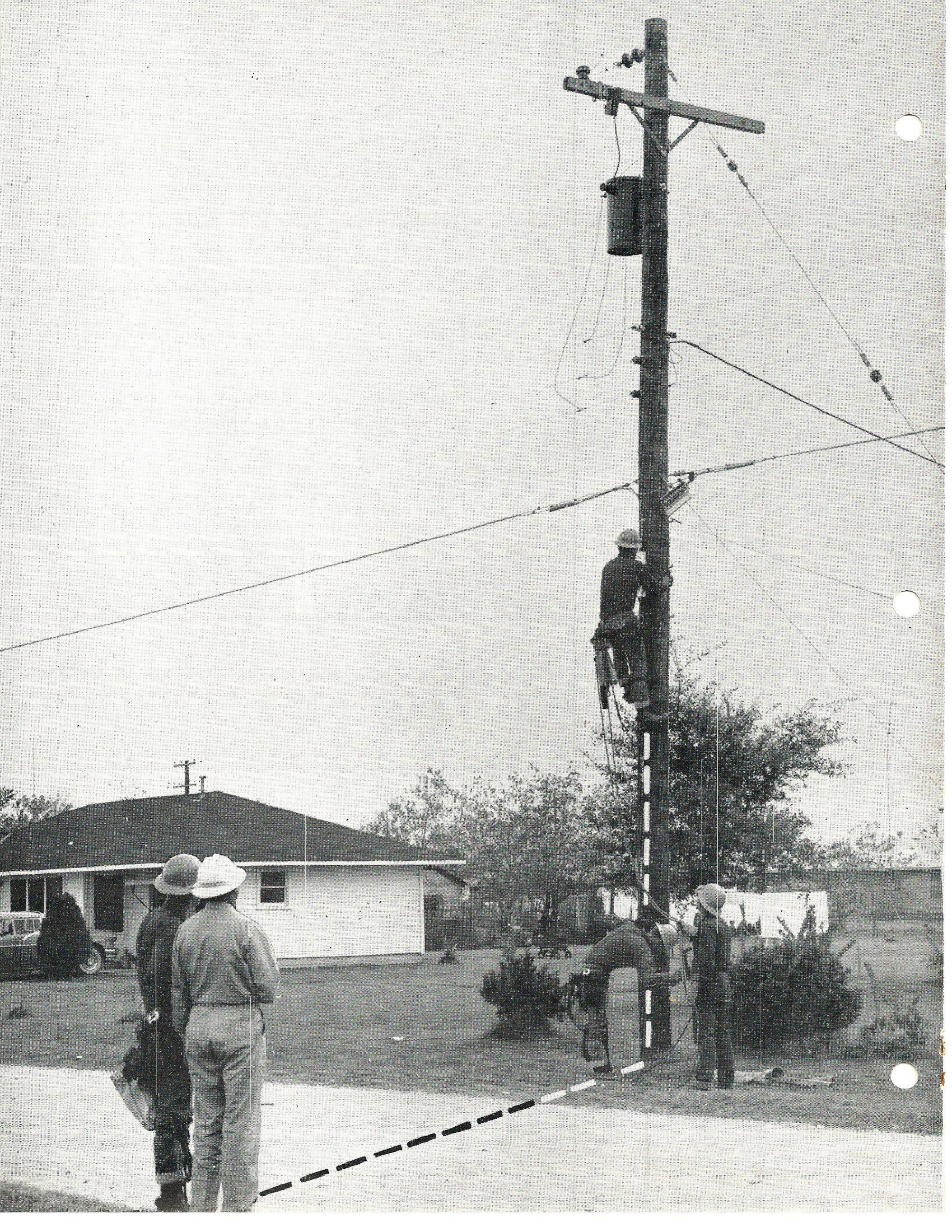
Of course, there's more to good letter writing than mere simplicity. It requires tact, judgement, friendliness and imagination. A letter often hurts feelings even more than telephone conversations or face to face interviews, because the written word is there for all to see, for a long, long time.

Another abuse in letters is the "guess who I am?" game often played by writers who sign their names in an unreadable scrawl, perhaps with the mistaken idea that illegibility is the signature of greatness. At least be considerate enough to have your name typed under your signature.

And, oh yes, if you're female and expect an answer to your letter, how about letting the reader know if you're "Miss" or "Mrs?"

It takes patience and work but anybody can learn to write good letters. Most of the world-famous letter writers learned the hard way, by constantly writing, revising, and re-writing. Someone once said, "You must write, not so that you can be understood, but so that you cannot possibly be misunderstood." That advice is the basis for all good writing, including letters.

The letters we write are some of the pieces of paper that guide our business. They can guide us toward more business and added profits—or vice versa.



# A SAFE THINKING MAN'S LINECREW

by

DON HINKLE

A line foreman's twin concern is getting the job done and getting it done safely. J. W. Minner, in his eight years as a utility and line foreman in Port Arthur, has built a remarkable crew safety record. That record helped him become co-winner of the first Foremen's Safety Contest and, along with Baton Rougean Dewey Raborn, attend the National Safety Congress in Chicago in October.

As I went into the field with Jim Minner's line crew, I had the idea that I could "measure" the effect of the safety congress on him; I would see if he had come back with any new ideas related to safety on the line crew. So each time Mr. Minner told one of his linemen to "wear the rubber gloves," or "use seven guts around the secondaries and a blanket on the primary," I took a note, thinking that these comments were made as a result of his trip.

"That safety congress really got him on the ball, safety-wise," I told myself. But it turned out that I had underestimated him.

## Tailgate Confab

At the tailgate conference before the job started, Mr. Minner told one of his crewmembers, "Shorty, go up there and fasten that dead-end on." I noted that he didn't stress safety precautions, and wondered if he had forgotten.

The lineman buckled on his tool-laden heavy leather belt and stood looking up at the top of the pole.

"How many guts you going to need, Shorty?" Helper Eddie Bush asked him. "About five?"

R. W. "Shorty" Hendon squinted his eyes and carefully counted the lines around which he would have to work. "No, six," he decided.

## Safety Plus

That's safety thinking. Evidently, Jim Minner had been preaching and practicing safety long be-

fore he left for Chicago. His linemen were so well-trained that they would have no more thought of working on the pole without first putting rubber protectors on the electric lines than they would have thought of climbing without their spikes.

After that, I started looking for more signs of his influence on the crewmen. Then the truck was moved to another location and one of the linemen, Harold Foster, climbed into my car to show me the way. Without thinking about it, he buckled the seat belt around him. (Most Company cars are provided with them now.) It was a pure reflex action. He had used the seat belt because it was automatic to him to take advantage of any safety device that was provided for him to use. (And after that, I buckled my own; I'd been absent-minded about it before.) A man with a safety attitude like that isn't going to be hurt because of carelessness.

## Forgotten Hazards

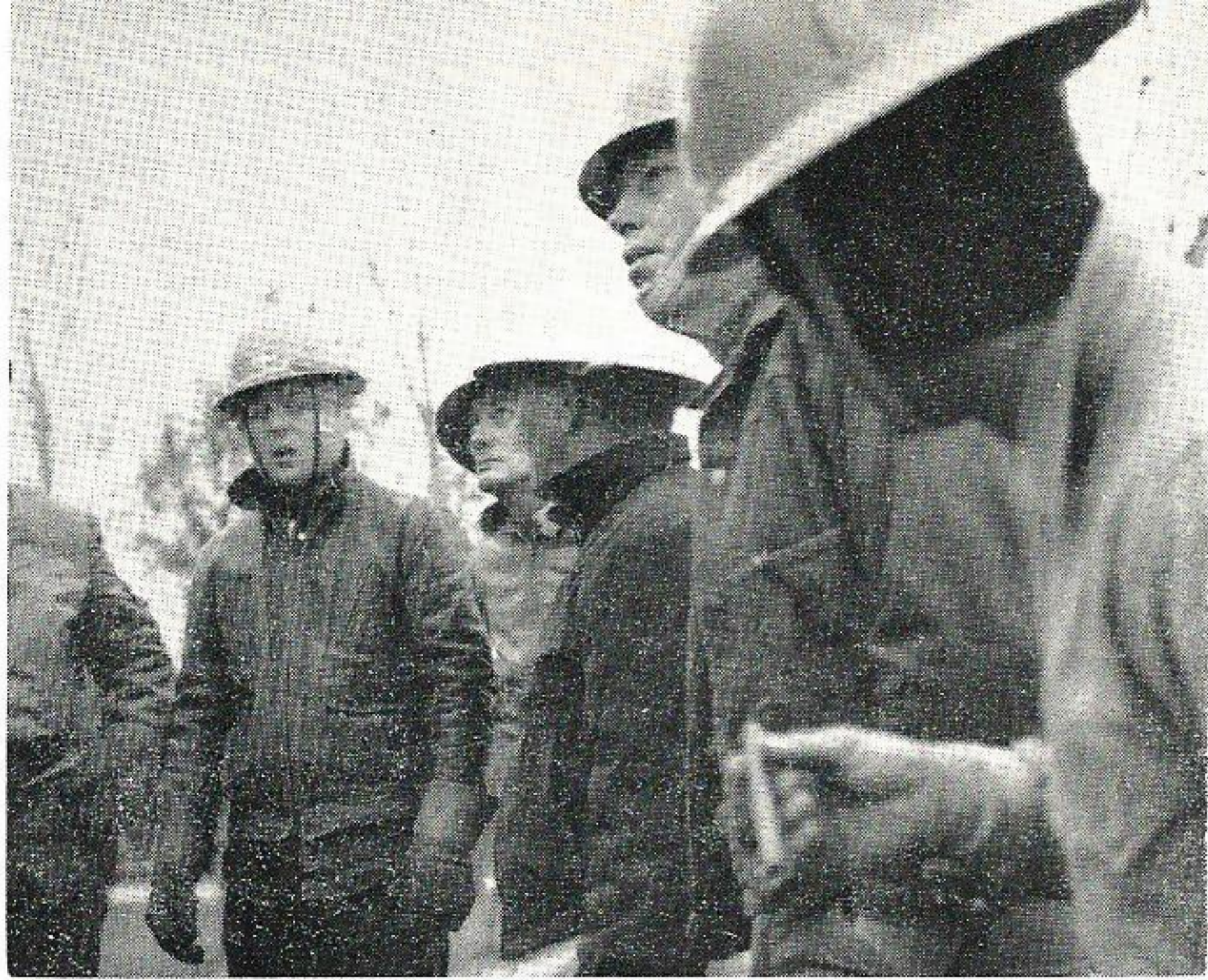
On this bitter-cold day, Minner's crew was re-conductoring a 5600-foot stretch of transmission line. Reconductoring involves stringing the new line and the seven members of the line crew were scattered out over a two-block stretch of poles and lines. Big Jim Minner walked constantly up and down the line. He was checking on the work, not for progress because he knew each man was working at the best of his ability, but for possible job hazards.

The wind got colder as the sun stayed behind the muddy clouds, and the linemen climbed one pole after another. Then Mr. Minner spotted something and called out, "You better put a gut over that secondary line," and the lineman on the pole said, "Thanks, Jim." Then a "grunt" sent him the rubber cover on the pullrope and the lineman slipped it over the hot wire.

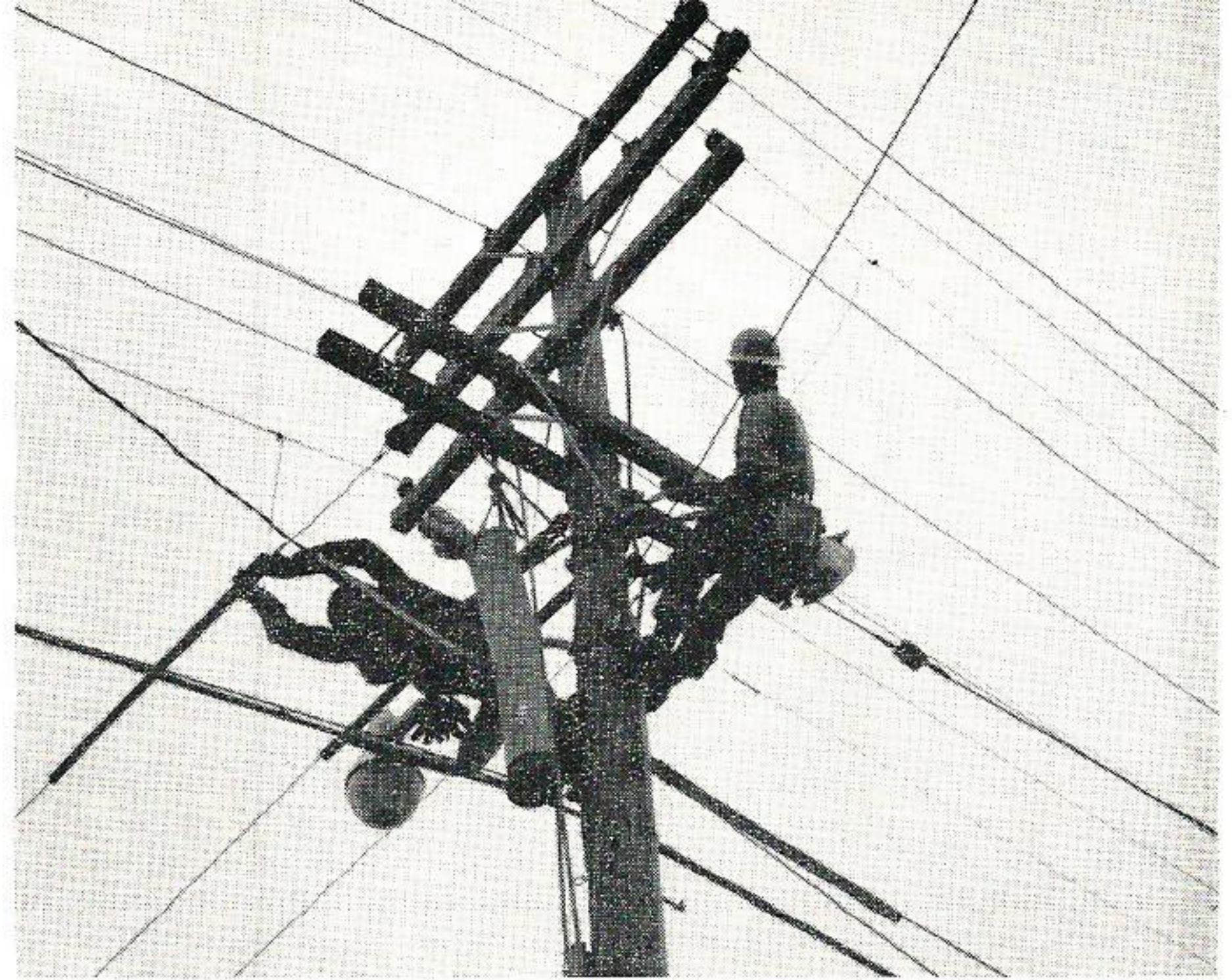
## Little Things Are Important Too

"Usually it's those little things that I have to watch for, because they're a careful crew," Mr. Minner told me. "They know how to handle the dangerous spots. But there are some hazards that are only *potentially* dangerous and we have to be careful of them too. I had him cover up that hot line over at the side. He isn't working close to it, so he's not worried about it. But, I figure, what if

Composite picture at left shows the sequence of events for safe linework. First, Foreman Jim Minner and Lineman Joe Jennings confer on what is to be done. Before he climbs, Mr. Jennings sounds out the base of the pole with his hammer, to be sure it is not rotten. After he plants his spikes and starts up, Helper Bill Dillon holds the hand-line to keep it from tangling his legs.



All possible difficulties are discussed before the job begins at a tailgate conference. Then each man understands what he is to do so that job can proceed smoothly.



Linemen Joe Jennings and R. W. Hendon slip the rubber protective "snakes" or "guts" over the hot lines.

his foot should slip on that crossarm and he should try to grab that line for support and be burned? And when I think of that, I tell him to cover the line.

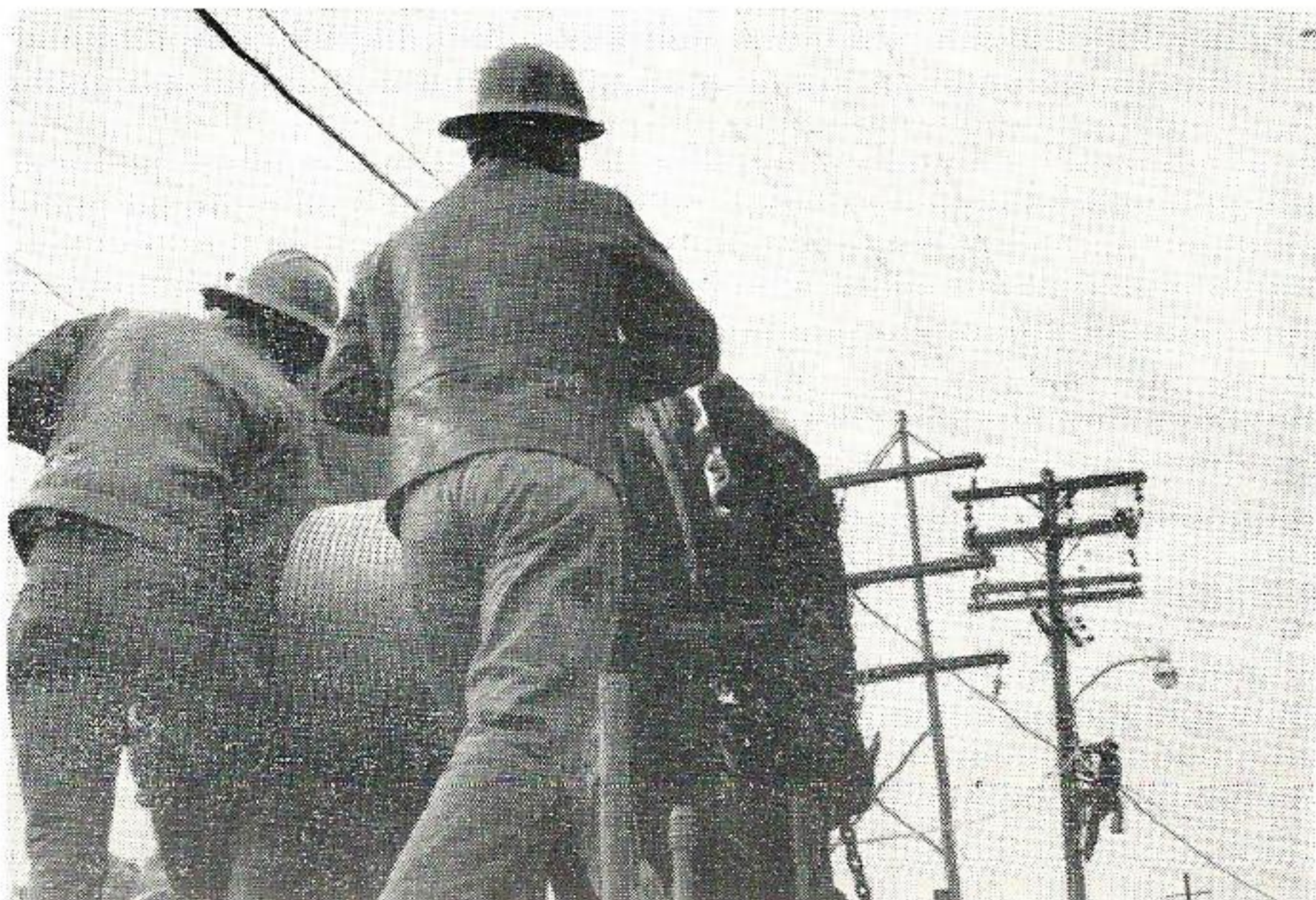
"Sometimes they might think I carry it too far. But I still have them cover up any potential hazards. If we can save just one man from a serious injury by picking at details, then that's enough to keep me on the lookout for hazards and for ways to protect the men from them."

Despite his protective vigilance, some safety rules are accidentally violated. When this happens, it is usually because a lineman hasn't yet recognized the reason for a particular precaution, and so ignores it. But that attitude will gradually change, Mr. Minner believes.

#### Safety Progress Continues

"None of us is perfect," he explains, "And that's why safety is a 24-hour-a-day, 365-day-a-year type of thing. Look at the progress that we've made already. Here are these linemen using rubber guts, gloves, and other protectors, and taking them for granted. Thirty years ago, a lineman would have thought it sissy to use those items. People's safety attitudes have changed a lot since then. And they'll keep on changing, to cover even secondary hazards.

After the wire cable has been strung, it is drawn taut across the poles. Helpers reel up the slack on the big drum that is mounted on trailer.



Once a man accepts safety-thinking as the best way to protect himself from harm, then he won't mind taking a little extra effort or time to apply those protections beforehand. My job is to keep reminding them of it, and before long they'll realize and believe it."

He shoved his hands into his pockets to keep warm, and kept looking at the men on the poles while he talked:

"And someday those guys will be foremen, too, and they'll be teaching their crews the same things that I taught them, and that I learned from my foreman ten years ago. A foreman's influence is like that of a teacher's: it goes on and on, from man to man, and from generation to generation. And that's why you feel such a heavy responsibility about your job."

So I had been disappointed in my original purpose, which was to find out if the safety congress had "improved" Jim Minner's safety-supervising ability, because he had always been practicing it. But I found out something better: the conference had confirmed and strengthened his personal philosophy about safety - and he hands it on to each man in his crew.

And that's what makes a good foreman.

After the job is finished, Helpers Bill Dillon and Eddie Bush pick up the debris and tools.







Carolyn Douglas, Personnel Department, shows a rack of Company publications to one of our newest employees, Betty Germany, Order Processing Section, Billing Department in Beaumont.

*There's a wealth  
of helpful material  
in . . .*

# Our Company Publications

AS a company grows, it becomes harder to maintain the personal contact in communicating with its various publics: its employees, its customers, and the community in which it does business. In order to keep a constant flow of information to these publics, a Company like ours soon finds itself doing a flourishing "publishing" business as part of its job of providing electric and gas service to its customers.

For example, during the past year our Company prepared and distributed over 370,000 single articles of printed matter.

This large volume of printed matter consisted of over 16 different pamphlets, booklets, magazines, mailers and reports prepared periodically during the year plus additional material prepared for special events, such as the Roy S. Nelson Station dedication. Most of these publications are prepared by the Advertising-Publicity Department in Beaumont, with the cooperation of the department involved.

A number of the reports were printed by the multilith process in the Beaumont Duplicating Section while the magazines, booklets, pamphlets and direct mail pieces were printed by commercial printers throughout the area. During the past year the largest single printing of any one publication was the Company's Annual Report with 25,000 copies. The employee monthly magazine, *Plain Talks*, had the largest volume printed, over 60,000 copies, during the year. On the other hand,

only about 50 copies were prepared of some of the report-type publications.

Some of the regular publications prepared during the year are: *How to Make*, a recipe hand-out booklet printed monthly for the Home Service Department; the *Publicity Book*, a quarterly compilation of the newspaper publicity prepared and published during the previous quarter; *Management Information*, a system newsletter published monthly by the Personnel Department; the *Sales Program Book*, an annual forecast of the coming year's activities by the System Sales Department; the *Advertising Book*, a monthly outline of the next month's advertising program; *You . . . and your job*, a pamphlet prepared for the Personnel Department as a ready reference for information concerning the Company and the employee; *Plain Talks* and the *Annual Report*.

A number of direct mail pieces are prepared for the System Sales Department by the Advertising Department to promote the use of more electricity by selling the advantages of electric living. Included are: *Matchless News*, a monthly newspaper-type publication which promotes electric appliance sales; *Electric Lighting News*, *Electric Cooking News*, *Industrial Newsletter*, and *Sales Bulletin*, mailers prepared bi-monthly.

Informed people are progressive people. The many thousands of publications prepared and distributed by our Company are helping our area, already recognized as one of the fastest developing in the country, continue to grow.

# OUR

## INTANGIBLE INCOME

*While Take - Home Pay Is Most Talked About  
Other Far-Reaching Assets Are Part of Paycheck*

WHAT does your paycheck mean to you? Besides the items listed on these pages, it buys food and shelter for your family. Probably some of it goes for the things that have helped make our American standard of living the highest ever known: a car, a television set, a boat or a set of golf clubs. In all likelihood, a fair part of it is directed to the less fortunate in our area and to the support of our churches. Most of us are setting aside some of our earnings for a rainy day, those retirement years or an education for our children.

But a paycheck is more. It means that you have done your work and been rewarded for it. And, over the years, the more skill, imagination and enthusiasm you put in your work has much to do with your progress in our Company and the accompanying growth of your paycheck.

Your paycheck is mighty important to our Company, too. Next to taxes paid to support our various government bodies, the operating payroll is the largest item of expense in the Company budget. This year our total payroll will amount to about \$15,880,500.

There are other ways of being rewarded for doing our jobs. There's your supervisor's recognition for doing a job well. There's the public's appreciation of the way we try to keep a most vital service available in all kinds of weather. Then there's the individual's knowledge that what he does is one of the most appreciated and important services rendered today.

Those are the intangibles. The paycheck is tangible. It's a reward for doing our jobs in the American tradition of being paid for our skill. It is important that we know all about our paychecks. The "take-home" portion is easily understood. But

payments to the group insurance, hospitalization, Thrift Plan, retirement, old age insurance, merchandise plans and other programs are all added to by the Company, and are wages which may someday be more important to us than the better known "take-home" pay. Let's look at them by matching explanations with the proper numbers at upper right.

1. Contains the number of hours you have worked *within* a set time period.
2. Your earnings for scheduled hours worked.
3. One and one-half number of hours worked *outside* schedule, or overtime.
4. Wages for unscheduled hours worked.
5. Number of non-productive hours paid (Vacations, jury duty, etc.)
6. Wages for approved non-productive hours.
7. Ending date of pay-period covered by this paycheck. Operating payroll period ends one week previous to date the check is issued, so your pay is always one week behind time.
8. Gross earnings for this pay period.
9. Shows federal income tax deducted from gross earnings for pay period covered by this check. Deducted every payday.
10. Shows federal income tax paid to this date for the current year.

WAGES FOR STRAIGHT TIME HOURS WORKED		WAGES EQV. O'TIME HOURS WORKED		ADDITIONAL WAGES PAID		GROSS EARNINGS		
<b>2</b>		<b>4</b>		<b>6</b>		<b>8</b>		
STRAIGHT TIME HOURS WORKED		EQV. OVERTIME HOURS WORKED		ADDITIONAL HOURS PAID		PERIOD ENDING		
<b>1</b>		<b>3</b>		<b>5</b>		<b>7</b>		
D E D U C T I O N S	<b>Merchandise</b> <b>Misc.</b> <b>Thrift Plan</b> <b>Group Retirement</b> <b>Group Life Ins.</b> <b>H.S. Ins. &amp; Maj. Med.</b> <b>Credit Union</b> <b>Empl. Assn.</b> <b>United Appeals</b> <b>Club Dues</b>							
	FEDERAL INCOME TAX		F. I. C. A.				NET CHECK	
	<b>9</b>		<b>11</b>				<b>13</b>	
	TOTALS FOR YEAR TO DATE							
FEDERAL INCOME TAX		F. I. C. A.				GROSS EARNINGS		
<b>10</b>		<b>12</b>				<b>14</b>		

LOC.	NUMBER	DATE		
		MONTH	DAY	YEAR
<b>15</b>	<b>16</b>			

**GULF STATES UTILITIES  
COMPANY**

**DETACH THIS STUB AND  
RETAIN FOR YOUR RECORD**

11. Shows social security tax deducted from gross earnings for pay period covered by this check.
12. Shows accumulative social security deductions (Old Age Tax) paid to date for current year.
13. Your take-home pay.
14. Your up-to-date total earnings before deductions for this current year.
15. A code number here identifies your location within the Company for check-distribution purposes.
16. Every individual in the Company has a code number by which his account is handled in the I.B.M. computers.  
Date at right shows when check is issued.

**MERCHANDISE ACCNT** - Authorized deductions to cover cost of electrical merchandise (washers, air conditioning units, etc.) which you purchased. Also cost of parts for appliance repairs. Deducted from pay period paid nearest to the fifteenth of the month.

**MISCELLANEOUS** - Often misunderstood, because it covers such a wide range of deductions, including: tools and sunglasses purchased, and anything else not specifically covered by other deduction accounts. Deducted from pay period nearest fifteenth of the month.

**THRIFT PLAN** - An optional savings plan. Either two, four, or six percent of yearly income is deducted from earnings for last pay period of the month. The Company also contributes 50 percent of employees' contribution.

**GROUP LIFE INSURANCE** - All employees who have worked over six months are covered. Your deduction is about 40¢ per \$1,000 coverage. Coverage is based on your annual wages and length of service, and is taken out of the pay period nearest the fifteenth of the month.

**GROUP RETIREMENT** - Employees with one year or more of service and who are 30 years or older are covered. Also deducted near middle of month, and deduction is based on annual salary. Company contributes.

**HOSPITALIZATION AND MAJOR MEDICAL** - Blue Cross and Blue Shield hospital and surgery coverage, including a \$50 deductible supplementary policy which covers 80 percent of most bills not covered by former policy. Company pays 50 percent of employees' coverage. Deducted from pay period nearest the fifteenth of the month.

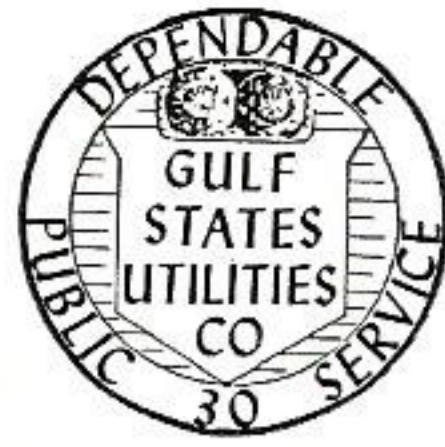
**CREDIT UNION** - Membership is voluntary. Can save or borrow money at set rates of interest. Time for deductions varies between states.

**EMPLOYEES ASSOCIATION** - Union dues, deducted from pay period nearest fifteenth of the month.

**UNITED APPEALS** - (or the fund-raising campaign in your town.) Employees' contribution is usually deducted in monthly payments, from earnings for the last pay period of the month. Most fund-raising campaigns would not succeed without this paycheck deduction feature.

**CLUB DUES** - You can pay membership dues to your employee social association through paycheck deductions from earnings for the last pay period of the month.

# SERVICE AWARDS



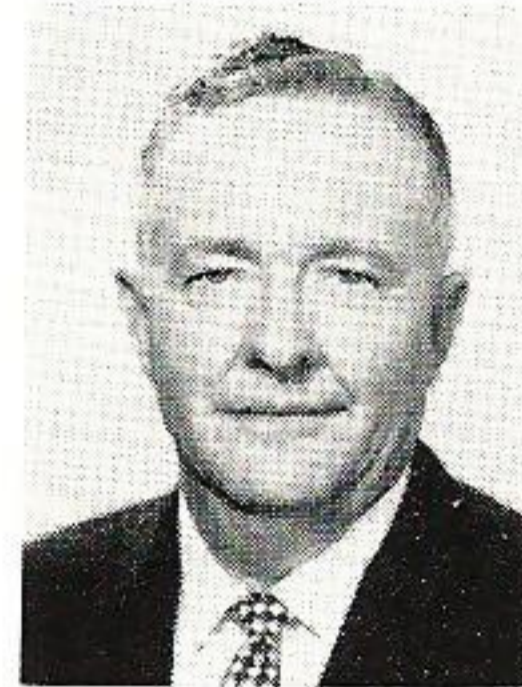
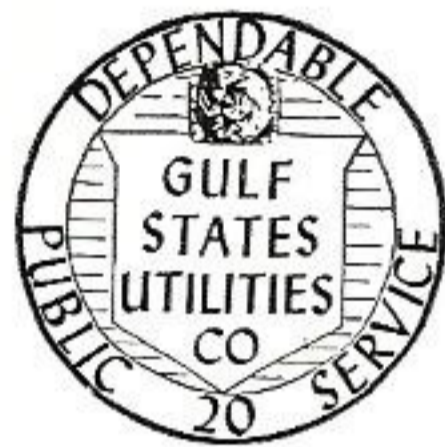
Sherman West  
Distribution  
Beaumont



Kelsey Lamb, president of the Trinity-Neches Boy Scout Council, congratulates Alan W. Hastings, assistant to the president, on being honored with the Silver Beaver Award.



Arlyn Swonger  
Treasury  
Beaumont



D. I. Norwood  
Production  
Lake Charles

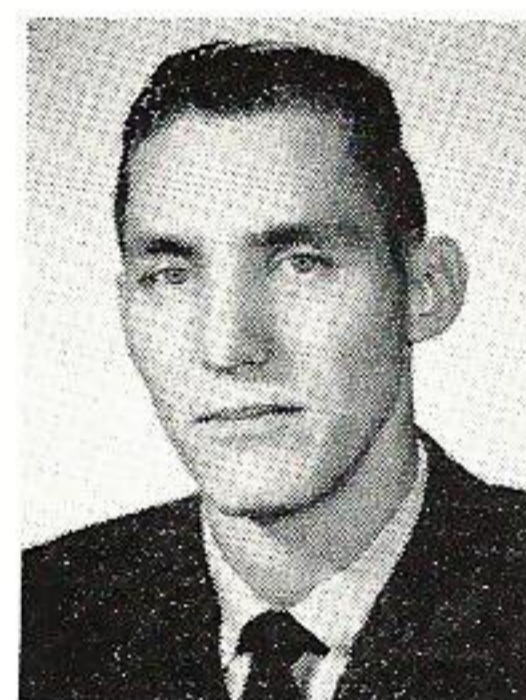
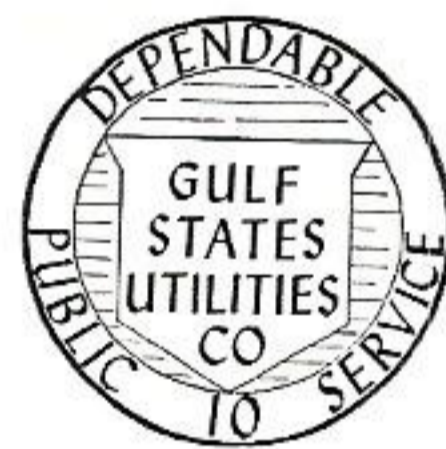


L. J. Pitre  
Distribution  
Lafayette

## BOY SCOUTS HONOR HASTINGS

The Trinity-Neches Boy Scout Council awarded the highest Scouting honor for council leaders to five veteran Scout leaders at a banquet, November 12. Among those receiving the award was Alan W. Hastings, assistant to the president, Beaumont.

Mr. Hastings has been active in Scouting work for 24 years, both in Texas and New York. He is a former Scoutmaster, a former vice-president of a Boy Scout Council, chairman of the Exploring Committee and a member of the Finance Committee of the Trinity-Neches Council. Mr. Hastings also takes an active interest in many civic, educational, church and social organizations.



M. J. Johnson  
Sales  
Orange



J. B. Bishop, Jr.  
Sales  
Beaumont

## SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				MEDALLION HO.			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
Beaumont	3,306	3121	94.4	2	748	920	123.0	1	1,905	1568	82.3	1	180	270	150.0	1	307	488	159.0	2
Baton Rouge	3,769	3585	95.1	1	425	340	80.0	4	1,854	1488	80.3	2	200	100	50.0	5	498	1037	208.2	1
Lake Charles	1,998	1540	77.1	3	443	483	109.0	2	1,445	1042	72.1	3	110	124	112.7	3	209	229	109.6	3
Navasota	1,031	677	65.7	5	280	240	85.7	3	480	266	55.4	5	50	62	124.0	2	73	60	82.2	4
Port Arthur	1,396	970	69.5	4	204	110	53.9	5	816	571	70.0	4	60	64	106.7	4	113	86	76.1	5
<b>TOTAL</b>	<b>11,500</b>	<b>9893</b>	<b>86.0</b>		<b>2,100</b>	<b>2093</b>	<b>99.7</b>		<b>6,500</b>	<b>4935</b>	<b>75.9</b>		<b>600</b>	<b>620</b>	<b>103.3</b>		<b>1,200</b>	<b>1900</b>	<b>158.3</b>	
Previous Year 1958	10 Mos.	8577	88.		10 Mos.	1594	89.		10 Mos.	4443	68.		10 Mos.	324	144.		10 Mos.	895	895.	

Thru October, 1959

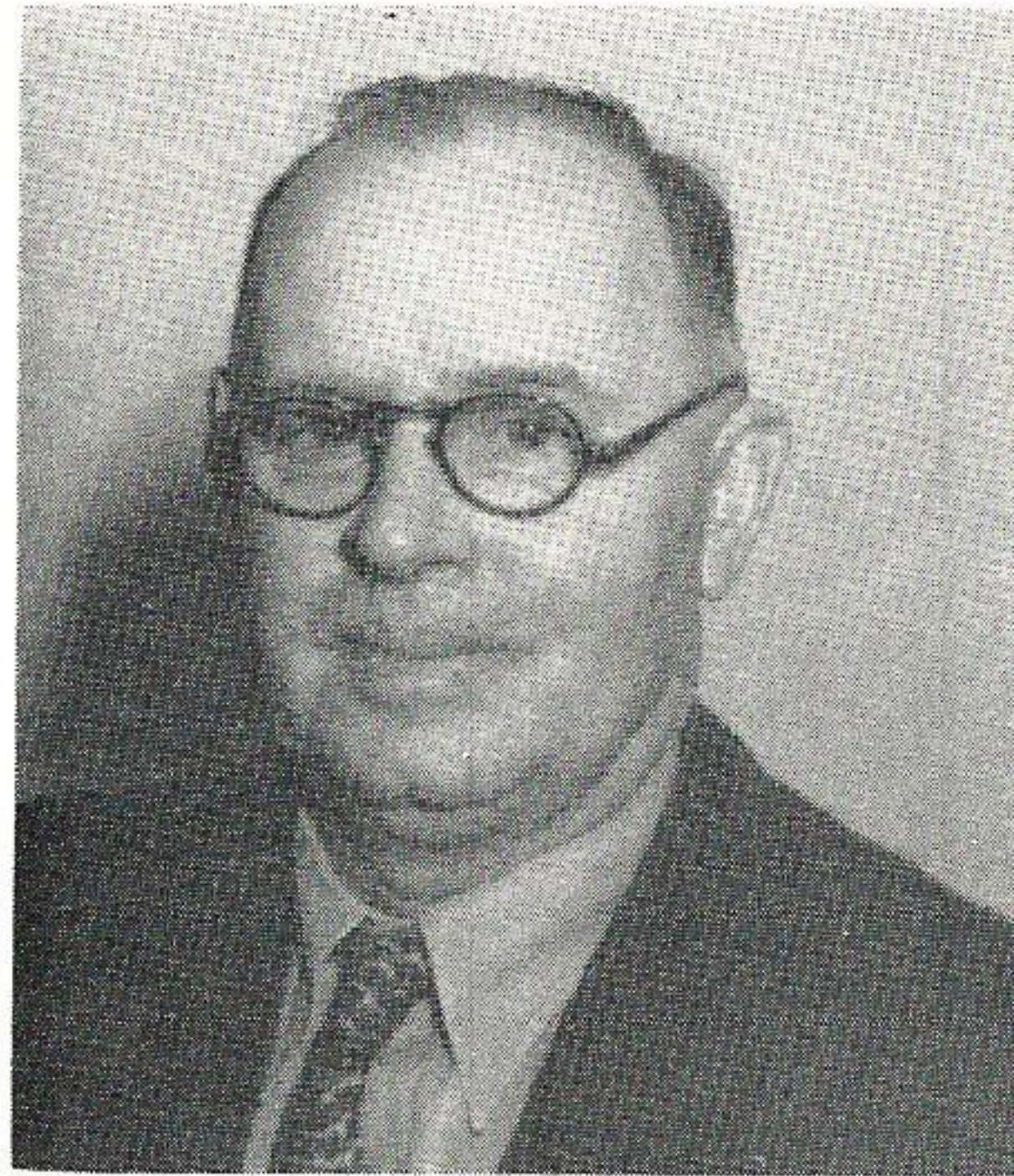
# Two End GSU Careers

The first part of the new year will find two Beaumont Gulf Staters ending long careers in the utility field. They are E. J. Clubb, appliance repair foreman, and F. S. Sheffield, collector, Credit and Collections Department.

## Mr. Clubb

On January 1, Mr. Clubb will end a 39 year career with the Company and its predecessor, East Texas Electric Company.

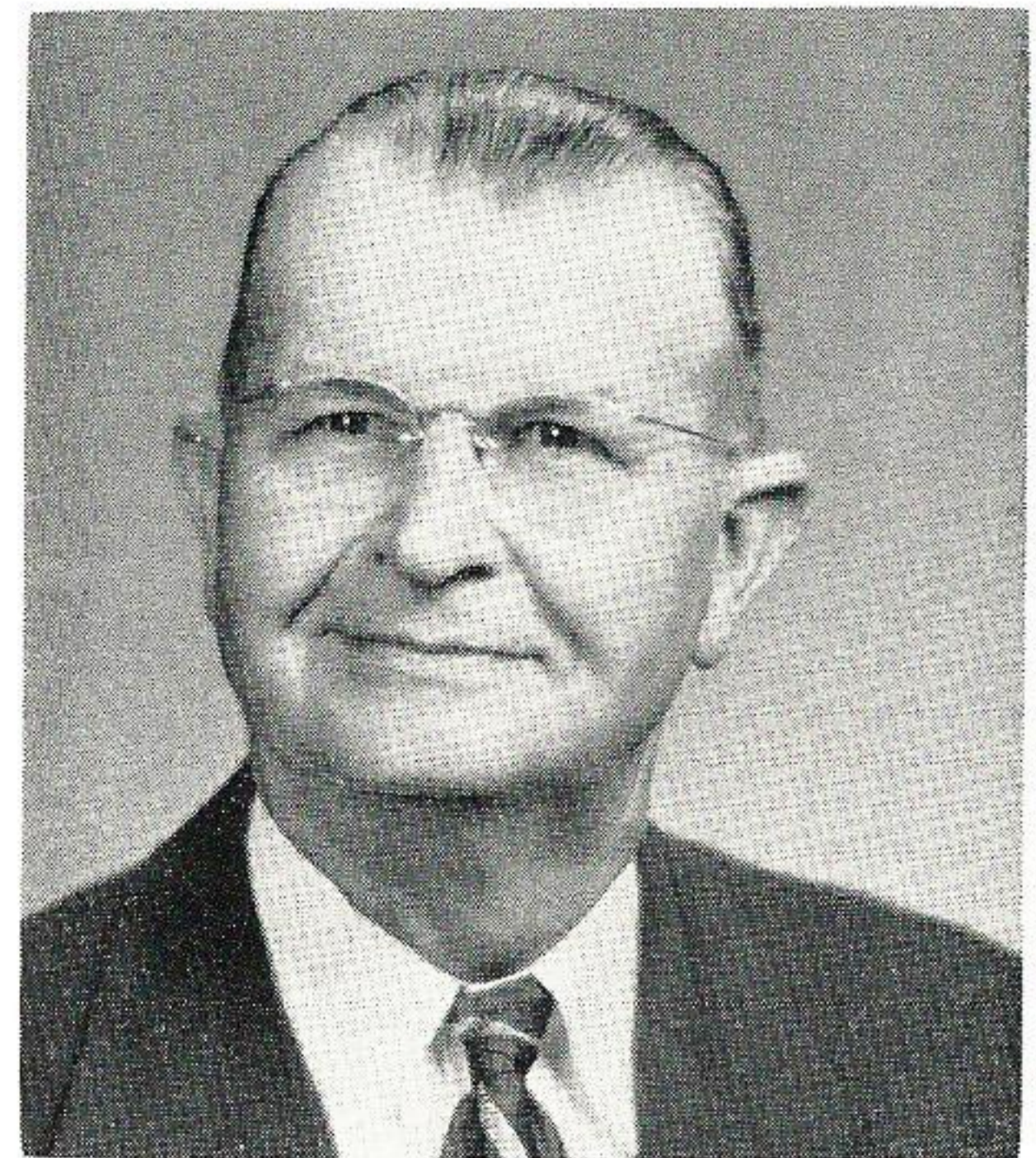
A native of Fannett, Texas, Mr. Clubb began his career in the utilities field in April, 1921, when he went to work as a trainman for the East Texas Electric Company. In 1926 he was transferred to the Customer Accounts Department as a meter reader. In 1929 he became a district representative and held that position until he became a clerk in the Beaumont Repair Department in 1935. He was promoted to appliance repair foreman in 1941 and holds that position at the time of his retirement.



E. J. Clubb

after 42 years of service with our company and its predecessor.

A native of Woodville, Texas, he attended Harmony School in Tyler County, Texas. His career in the utility business began in 1917 when he started working for the Beaumont Traction, Power and Light Company as assistant superintendent of transportation. He



F. S. Sheffield

also held that position with East Texas Electric Company.

When the new Gulf States Utilities Company bought the East Texas Electric property in 1926, Mr. Sheffield continued in his job as assistant superintendent until the Transportation Department was sold in 1937. At that time he became a collector, the position he holds at retirement time.

## Mr. Sheffield

Mr. Sheffield will retire February 1,

## Old Age Tax Upped To 3%

Starting January 1, 1960, the Social Security law requires an increase in your Social Security deduction from the old 2-1/2% to the new rate of 3% of your pay. The tax will be deducted at this rate each pay day on all wages up to \$4,800 during the year.

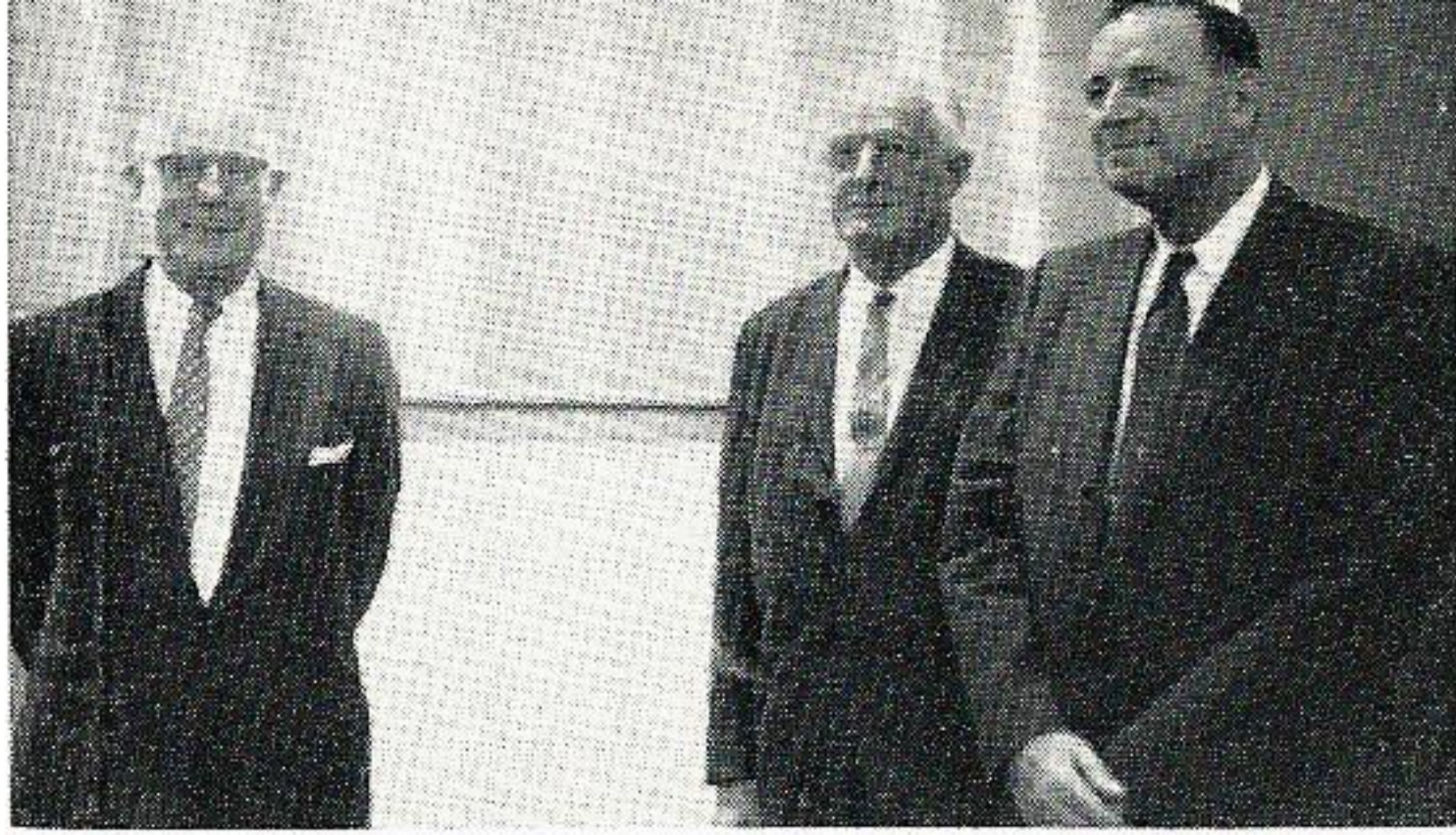
The Company will increase its contribution to match yours, dollar for dollar. This means the company will pay another 3% on up to \$4,800 of your wages to your Social Security account.

In addition the Company will continue to pay the unemployment insurance tax, as well as part of the cost of the other benefits you now receive, such as the pension plan, the thrift plan, group life insurance, and hospital and medical plan.



Promotions for the month of November were:

Name	Location	New Position
Gene E. Brown	Beaumont	Lineman 1st Class
Harold R. Johnston, Jr.	Beaumont	Engineering Asst.—Eng. Dept.
Deanna M. Hanks	Beaumont	Stenographer—Sr.—Gen. Acctg.
Curtis W. Gideon	Navasota	Garage Mechanic 1st Class
Willie C. Carrey	Baton Rouge	Special Laborer—Gas Dept.
Simon A. Laborde	Baton Rouge	Lineman 3rd Class
Buddy E. Mullen	Baton Rouge	Lineman 3rd Class
Frank R. Hutchinson	Baton Rouge	S/Sta. Mechanic 3rd Class
Jerry D. Walker	Baton Rouge	Secondary Power Tester
Aubrey E. Glover	Baton Rouge	Residential Sales Repr.—Sr.
Raymond J. Delaune	Port Allen	Lineman 3rd Class
James A. Fugitt	Lake Charles	S/Sta. Mechanic 4th Class
Rolland J. Broussard	Lake Charles	Utility Truckdriver—T&D
Hubert J. Faulk	Lafayette	Apprentice—T&D Dept.
Horace LaCombe	Lafayette	Residential Sales Repr.—Sr.
Rayford L. Bagwell	Sulphur	Appliance Repairman 2nd Class



# Production Department Seeks Cost Cuts

Appearing on programs of the last Department Head meetings of 1959 were: E. E. Figari, (left) office engineer-executive; W. B. Gurney, superintendent of results, and R. J. Robertson, superintendent of construction-production, all of Beaumont.

OUR Company is constantly seeking new and better ways of doing things so that we can continue to provide good services at low rates and pay our shareholders a fair return on their investment.

Functions of the Production Department along these lines were explained to some 200 key Gulf Staters at Department Head meetings held November 23, 24 and 25 in Beaumont, Baton Rouge and Lake Charles. Robert J. Robertson, superintendent of construction-production, W. B. Gurney, superintendent of results, and E. E. Figari, office engineer-executive, all of the Production Department, Beaumont, presented the program.

Our continuing efforts to minimize corrosion in condenser tubes was illustrated by Mr. Gurney's slide presentation. Mr. Figari showed how increased efficiency of operation and conservation of manpower resulted from the installation of Central Information Systems in all our generating stations. He also discussed Company participation in atomic research programs. By means of color slides, Mr. Robertson escorted department heads over a sys-

tem tour of our four operating power stations and the two now under construction.

### Mr. Gurney

Using the water from the Neches River to circulate through the condensers for cooling purposes has been very costly, according to Mr. Gurney, as the high mineral content of the river water caused an increased deterioration of the tubing in the steam condensers.

To minimize this deterioration, the Company has considered a number of possibilities:

- 1) the use of high priced alloys;
- 2) the use of more effective inhibitors in cheap alloys;
- 3) avoid the use of river water;
- 4) chemical control of the river water to form a protective film within the condenser tubes, and
- 5) the elimination of the cause of the pollution and corrosion. By constant analysis of the water, use of alloys and chemical treatment of the condenser tubes, it is hope that deterioration will be considerably reduced.

### Mr. Figari

Mr. Figari said there was an increasing need for aggressive selling of new ideas to help fight inflation. He cited the increased efficiency of plant operation and the monetary savings made

possible through the installation of the Central Information System. He added that the installation of these systems in the older generating stations was planned so as to coincide with the completion of the new generating units or stations, which makes it possible for men at the older, established generating stations to transfer to and begin operating the new units.

Mr. Figari also reported on the progress made in the field of atomic generating station construction. At present, there are over 1,500 different reactors on the market, but the cost of atomic fueled generating plants is still much higher than fossil fuel for a smaller percentage of the load factor. Cost, Mr. Figari added, is the prime factor to consider in constructing an atomic generating plant.

### Mr. Robertson

Mr. Robertson guided the groups over a camera tour of the Production Departments throughout the system. An outstanding point of interest was an aerial view of the site of the new Sabine Generating Station and a picture showing an artist's conception of what the new plant will be like. Other items of interest on the filmed tour were the visits to the generating stations in production and those under construction.

## \$16,000,000 in Bonds Sold



"No rabbits, but I 'bagged' 49 power-line insulators . . . No lights? Confound that power company!"

THE final step in the Company's 1959 financing program was taken November 24 with the sale of \$16,000,000 in bonds. The bonds were first-title mortgage, five and one-fourth percent type. They are labeled Series A and are due in 1989.

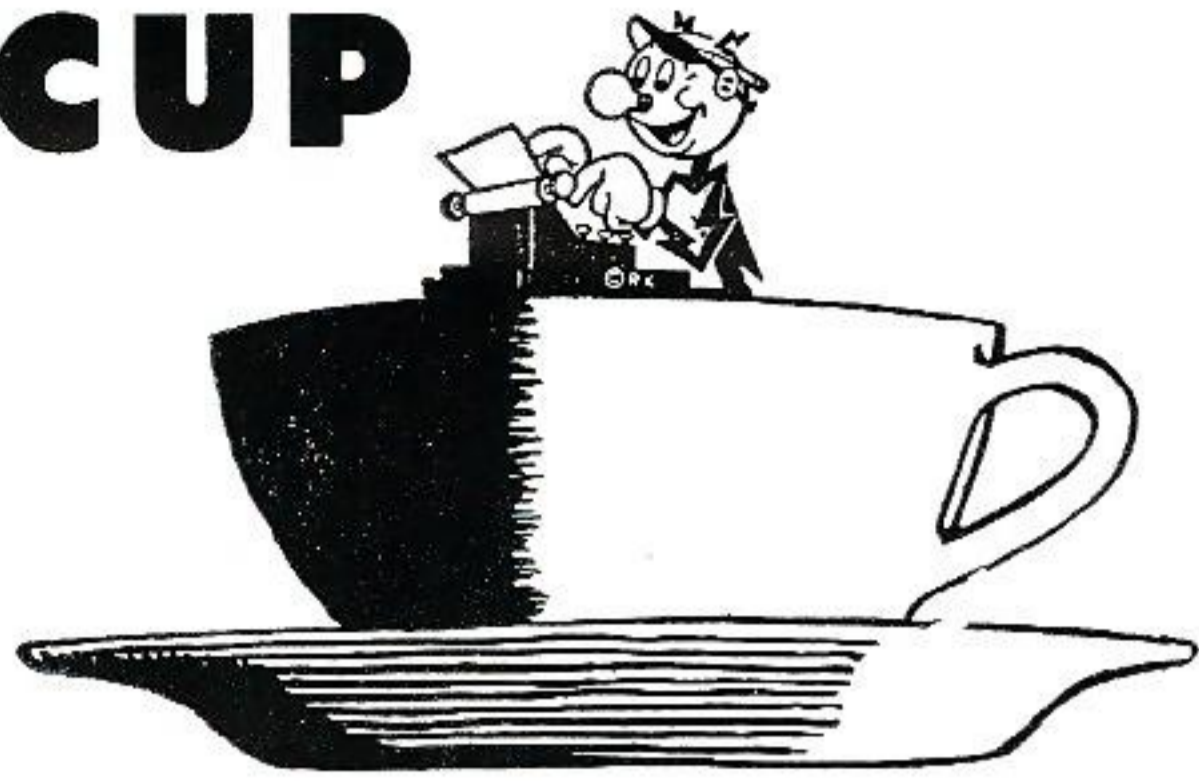
During 1959, \$51,700,000 was raised from the issuance of new securities. A portion of the proceeds from the sale of the Bonds will be used to pay off short-term notes issued to provide a part of the funds for the Company's 1959 construction program and the balance will be used to start the 1960 expansion program.

Five groups representing 149 invest-

ment banking houses scattered across the nation, submitted bids for the Bonds. The \$16,000,000 Mortgage Bond issue was awarded to Stone & Webster Securities Corporation, financiers of New York City, who headed one of the groups of underwriters for the Bond purchase.

Following clearance by the Securities and Exchange Commission and approval by the Federal Power Commission, the new Bonds were offered to the public at 102.603 per cent to yield 5.08 per cent. Delivery of the new Bonds was made December 1 in New York City, upon receipt of the purchase price.

over the  
**COFFEE  
CUP**



**CLINTON**



Ann and Jan Brady

Sharing the high school limelight are **Ann** (left above) and **Jan Brady**, 16 year-old twin daughters of **Mr. and Mrs. Tullie Brady**, local superintendent in Clinton, Louisiana. Both are sophomore students at Clinton High School.

Ann was elected to the Homecoming Court and is a member of the Beta Club, 4-H Club, an officer in the sophomore class and a cheerleader.

Jan is a majorette, member of Future Homemakers of America, 4-H

At right, three employees from the Orange District Office, **Morris Johnson**, residential sales representative, **Doris Ray Hickman**, home service advisor, and **J. O. McCune**, residential sales representative, took part in a skit on the washer and dryer at the Holiday Season Cooking School and Demonstrations at the Godwin Auditorium in West Orange, November 12. There were also demonstrations in the use of kitchen appliances by **Mrs. Hickman** and **Grace Brooks**, home service advisor, **Beaumont**, and a flower arrangement demonstration by **Arthur Black** of the Orange Floral Shop. Three hundred and fifty-one people attended the school which was sponsored by the West Orange Lions Club.

December, 1959

Club, and holds an office in the Sophomore class.

After football season, both girls are members of the school band.

**JENNINGS**

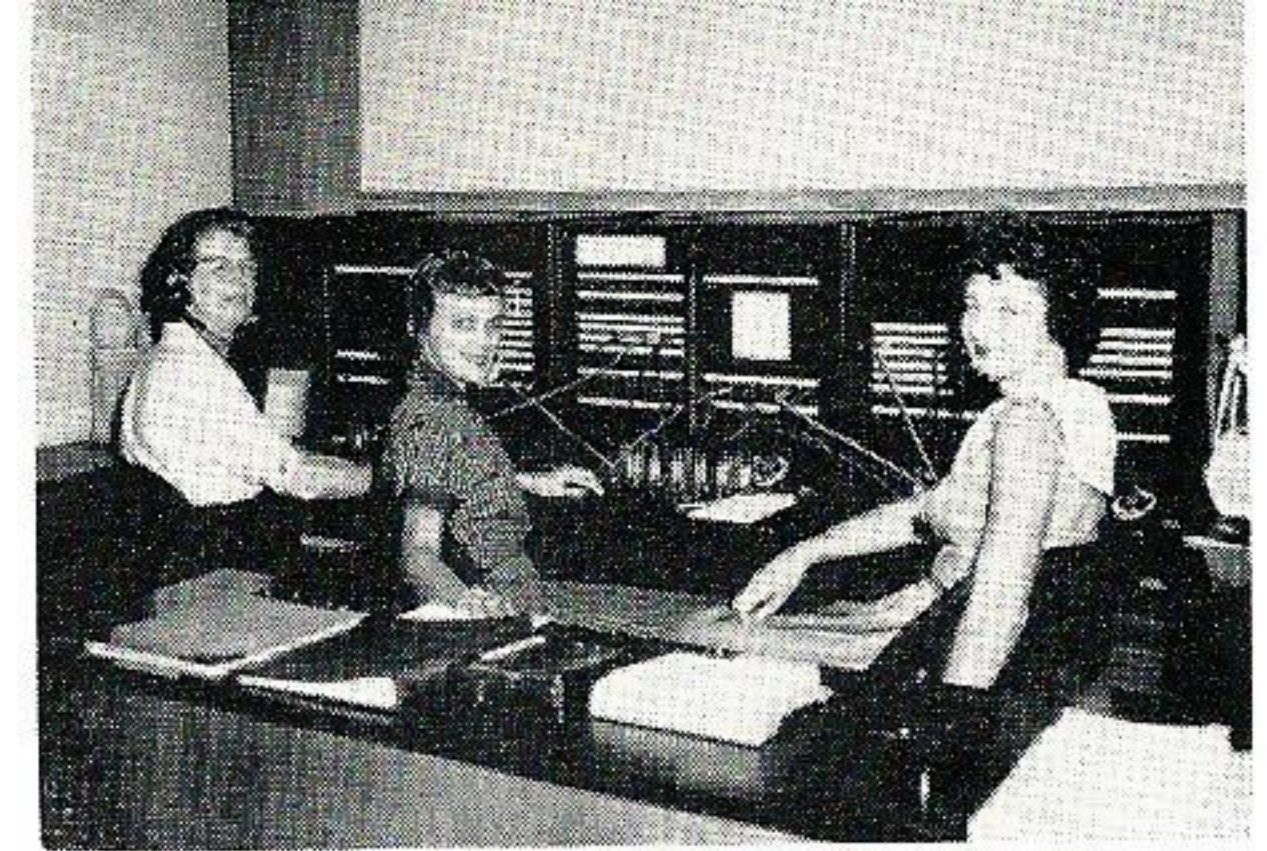
**Alden Hine**, line foreman, Jennings, spent his vacation fishing and working around his home.

The children of Jennings District employees are all keeping their fingers crossed these days, hoping Santa will make it back in time for their Christmas party, December 16. It seems that Christmas came a little early for the Jennings Office Santa, **Hutt Reed**. Maybe he was worried his old sleigh would not permit him to attend the annual Christmas party so he ordered a new 1959 Mercury to replace the old sleigh. Mr. Reed is commercial sales representative in Jennings and always helps out around Christmas in the Santa Department. After buying the new car, he took off on a vacation and now the children are looking forward to his return.

**Mr. and Mrs. Bradley J. McMaster** spent most of the month of October touring the beautiful Blue Grass State. While in Kentucky, they visited many of the historical places such as the Abe Lincoln Memorial. Mr. McMaster is district superintendent in Jennings.

**George Hall**, foreman, Jennings Service Department, was selected as "Optimist of the Month" for October. The Jennings Optimist Club has done great work with the youth of the community. The members helped organize and sponsor the Archery Club and a Pee Wee Football League team. The club members are to be commended for their work with the youngsters and their help in combatting juvenile delinquency.

The Optimist Club had as their guests some 30 boys for the LSU-Mississippi State football game in Baton Rouge, November 14. The boys were members of the championship Pee Wee football team. The Optimist team is one of six member teams in the Pee Wee League sponsored by various Jennings Civic Clubs.



PLAIN TALKS camera caught a "breather" spell at Baton Rouge Division's PBX switchboard recently—for the smile that refreshes. From left to right, operators are **Thelma Davis**, **Ann Sibole**, **Virginia Guy**.

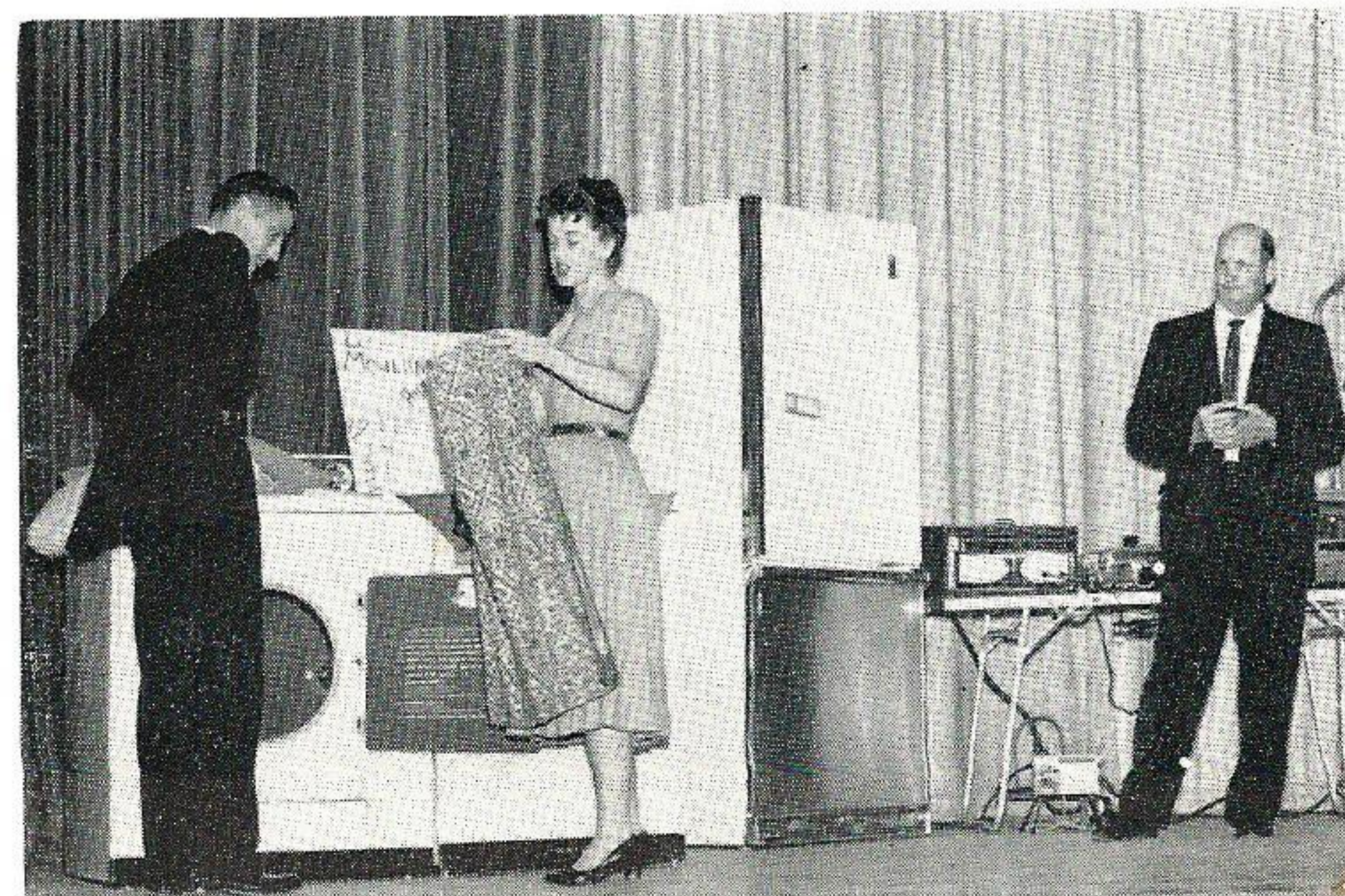
**Stanford Istre**, Jennings serviceman, assisted by **Russell Comeaux** and **Bob Reich**, coached the Optimist team to an unbeaten, untied and unscored on championship season. The manager for the team was **George W. Hall**, foreman, Jennings Service Department.

The members of the team will get individual gold footballs and the team will be awarded a first place trophy. An All-Star team will be picked at a barbeque given in honor of the Optimist team.

**Eddie Belair**, storeroom keeper, Jennings Service Center, will be one of the instructors at Jennings' First Jubilee Square Dance Festival on December 12 at the Northside Gymnasium. Around 300 to 400 pre-teen and teenage dancers are expected to attend from Texas and Louisiana.

**Miss Judy Gooch** not only took the "Miss Jennings" contest title but has now moved up to "Miss Jeff Davis" after winning the contest held at the Jeff Davis Parish Fair. She is now an entrant for the "Louisiana Junior Miss" title. The contest is to be held in Jennings, November 27-28. The winner will compete in the American Junior Miss Contest early next year in Mobile, Alabama. Judy is the daughter of **Mrs. Anna Marie Duhon**, a former Jennings Office clerk, and the niece of **Carl Hesse**, head fireman, Riverside Generating Station, Lake Charles.

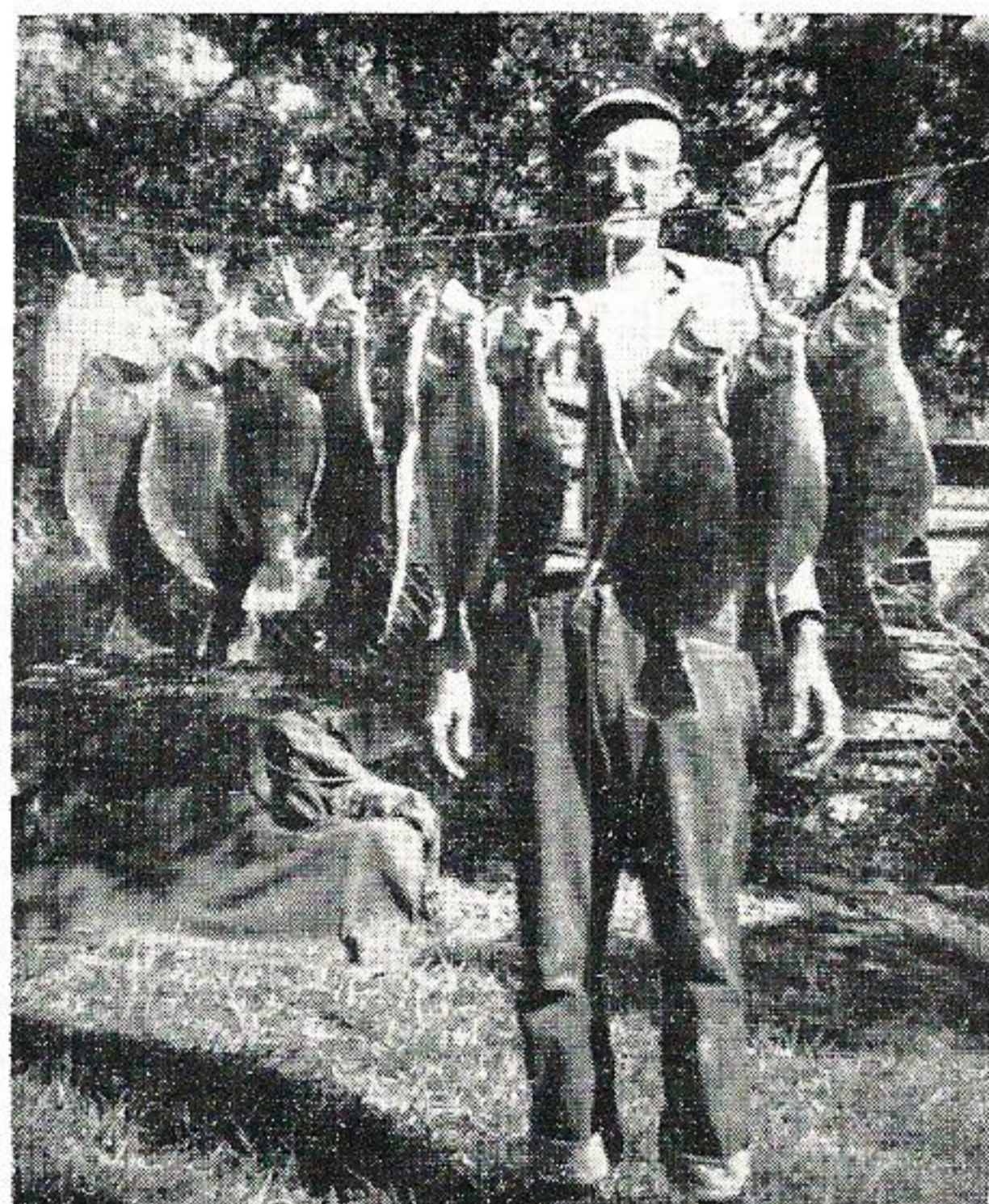
"The Dixieland Five", a band composed of five Jennings teenage boys, won First Place in the Talent Contest



at the Jeff Davis Parish Fair. The band has as its leader, **Paul Brooks**, son of **Thomas D. Brooks**, engineering assistant, with **Richard LeBlanc**, son of **O. J. LeBlanc**, serviceman, playing the clarinet; **Ronnie Keith**, the saxophone; **Bobbie Mercer**, the trombone; and **David Abrahamson**, the drums. Paul also plays a cool tune on the trumpet. The boys play for school dances and civic club meetings.

I wish to take this opportunity to thank the employees of the Lafayette, Lake Charles and Jennings offices for the many lovely flowers and get-well wishes sent to me during my recent illness.

—By *Mary Ann Gauthier*



A. D. "Happy" and Sally McMillian (he is general line foreman in Port Arthur) with granddaughter, Kathy, "bring home the bacon" in the form of eleven flounder and five red fish. Kathy is extra proud, it was her first red catch. Above "Happy" shows off his string of flounder while below Kathy and Sally hold the red fish. "Happy's" camp is near Anahuac, Texas.



Holding their First Place loving cup are "The Dixieland Five" from Jennings, Louisiana. The prize was awarded at the Talent Contest of the

Jeff Parish Fair. The boys are, left, Richard LeBlanc, David Abrahamson, Paul Brooks, Bobby Mercer, and Ronny Keith.



Latest to join the ranks of Home owners are **Wanda** and **Charles Douglas**. Their new home is located in Nederland. Wanda is a clerk in the Beaumont Personnel Department.

—By *Frances Engelbrecht*

The Beaumont Records Department extends a welcome this month to a new employee, **Mrs. Gail McFadden**. A big welcome was also given to **Wayne Hinter** on the Engineering Training Program. Mr. Hinter is from Lake Charles.

November 4 birthday wishes went to **Imogene Poindexter** of the Beaumont Records Department.

—By *Frances Linthicum*

**Alice Womack** of the Rate Department had her friends worried recently after she was struck by a car while on her way to work. Happily for all concerned, her injuries, while very painful, were slight and she is back at work.

The Statistical Department's **Roy Hester** is the proud owner of a 22-acre ranch near Groveton, Texas. At present he is remodeling the ranch house. When finished, it will consist of two bedrooms and bath.

Latest addition to the GSU PBX family is **Sylvia Landry**. She is a Beaumont High School graduate.

—By *Ward McCurtain*

**Jane Stuart**, Beaumont Billing Department, enjoyed a week's vacation in New York visiting friends. While there, she saw **Joyce Moore**, a former Gulf Stater, who is a model for Ford Agency. Joyce sends Season's Greetings to all her friends.

While on vacation, **Sally Dowden**, Beaumont Billing Department, visited the Baton Rouge office.



The girls on the 19th floor, Main Office Building, Beaumont, recently received floral gifts of leis sent from Hawaii by E. L. Robinson, vice president and general sales manager. The leis are worn by (back row, left) Imogene Davis and Ruby Corder, (front row, left) Gwen Thompson, Mildred Osborne and Iris Land.





Jack Worthy, contributing editor in Baton Rouge, took this picture of the three Sales Department stenographers who help get the work done: Glenda McIntyre, (left), Janice McLain (right) and Mavis Watts (seated).

A week's vacation just staying at home was enjoyed by **Betty McCord**, Beaumont Billing Department.

The Beaumont Billing Department has welcomed a number of new employees in the last few months. They are: **Betty Germany, Joy Hughes, Elsie Willey, Pat Ester, Fay Dickerson** and **Sarah Sims**.

**Linda Richardson**, bride-elect of Pat Martin, was honored with a bridal shower November 30 at **Jane Stuart's** home. Co-hostess was **Tommie Byrd**.

Visiting between Waco and Beaumont was how **Sue Alford**, Beaumont Billing Department, spent her week's vacation.

—By *Tommie Byrd*

The month of November found two members of the System Sales Department in Beaumont in the hospital. **Leonora O'Neal**, home service director, underwent surgery on November 16 at



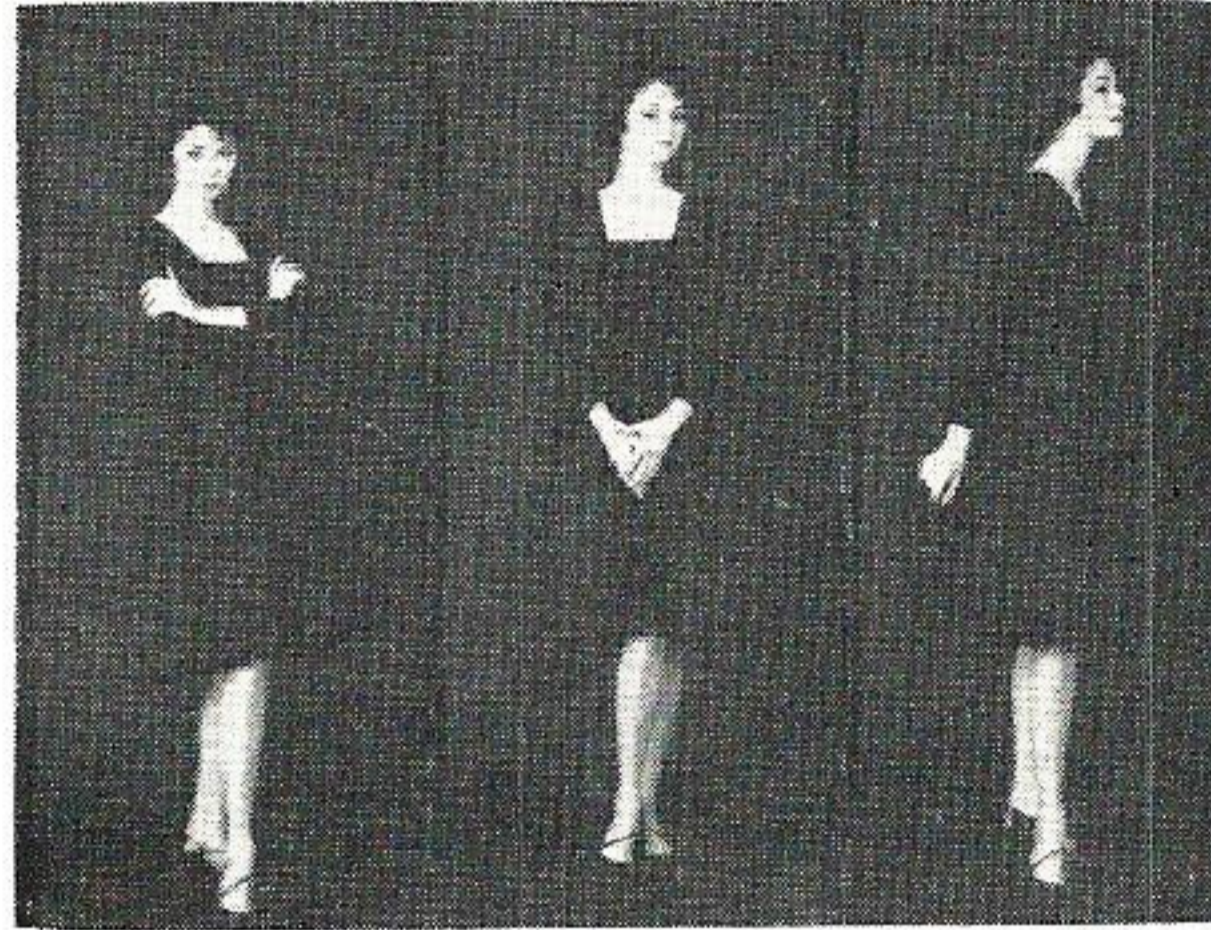
"Fesler belongs to the Meter Readers' Meter-of-the-Month Club."

St. Luke's Episcopal Hospital in Houston. Miss O'Neal returned to work November 30. **Betty Lou Nixon**, secretary to Vic Gayle, sales promotion director, underwent surgery at Baptist Hospital, Beaumont, on November 20.

**Lionel Dugas**, superintendent, commercial and industrial sales, and **Kenneth Sutton**, advertising director, attended the Southeastern Electric Exchange Meeting in New Orleans on November 16-18.

The System Sales Department welcomes **Mrs. Mary Carlton** back from her three week vacation. Mrs. Carlton and her husband spent some of the time visiting in Central Texas and the rest of the time around home.

—By *Mary Schlicher*



Three poses of Joyce Moore

Gulf Staters in the Beaumont Sales and Advertising Departments knew **Joyce Moore** as a tall, doe-eyed, pretty, perky thing with a look of perpetual startled innocence in her wide eyes and a gleam of humor that showed up in every job she tackled as a stenographer.

Joyce's slim figure made her look like a Fifth Avenue model to her co-workers. In fact, enough people thought so that she was offered—and signed—a modeling contract with an agency in New York City earlier this year.

Recently the Sales Department received a set of photographs of a white-faced, mystifying, beautiful creature posed against a dark background.

"It. . .it couldn't be. . .could it?" people gasped.

It was Joyce. The photographs had been taken for her "scrapbook" to be shown to potential clients in Madison Avenue advertising agencies.

Since that time she has appeared in ads, fashion articles, and on the covers of such magazines as *Seventeen*, *Ingenue*, and *Lady's Home Journal*. And if you look close enough, you'll still be able to see the impish light in her eyes. We doubt if Joyce would take even success too seriously.

## gulf staters in the news

**James E. Booker**, of the Beaumont Engineering - Standards Department, was elected to the Board of Directors of the Student Alumni Association of Lamar College of Technology during the college's annual homecoming celebration.

**Betty Scanlon**, clerk, Beaumont Credit Union, will be seen in the leading female role in Agatha Christie's "The Spider's Web" to be done this season by the Beaumont Community Players. Miss Scanlon will play the part of Clarissa Hailsham-Brown. The 1959-60 play series began December 9 at the Little Theater in the South Texas Fairgrounds.

Miss Scanlon is a graduate of Northwestern State College with a BA in speech and appeared in numerous campus productions, including "Personal Appearance," "Antigone," "Life with Father," and in Summer Theater Workshop plays.

**L. N. Brannan**, system area development supervisor, Beaumont, has been elected a district chairman of the Trinity-Neches Boy Scout Council. **V. R. Norvell**, local superintendent, Woodville, was also re-elected to the same office. Announcement of these elections was made at a recent meeting of the Council at Camp Urland, near Woodville.

**Randy McAlpine**, superintendent of sales for the Beaumont Division, was elected president of the Young Men's Business League Key Men at their semi-annual meeting in October.

**Joe McClelland**, industrial engineer for the Beaumont Division Sales Department, and **Aubrey Sprawls**, area development engineer, Beaumont Division Sales Department, were elected to the Key Men group at the same time. The new members were awarded their keys at the annual YMBL meeting on November 12.

### PLAIN TALKS SYMPATHY TO

**B. J. McMaster**, superintendent of the Jennings District, on the death of his aunt, **Miss Alice Bates**, of Toronto, Canada, on November 9.

**Elaine Petrash** Beaumont Engineering Department, who lost her father, **Emil Greive**, on November 1,



Mr. and Mrs. George S. Jolissaint announce the birth of their third child and second son, **Matt David**, September 11. Mr. Jolissaint is a fireman at Louisiana Station.

Mr. and Mrs. Thomas Lee Broussard, announce the birth of their first child, a girl, **Donna Lee**, September 27. Mr. Broussard is a helper in the Lafayette T & D Department.

Mr. and Mrs. N. F. Black announce the birth of a son, **Norman Frank, III**, on November 5. Mr. Black is employed in the Beaumont Production Department.

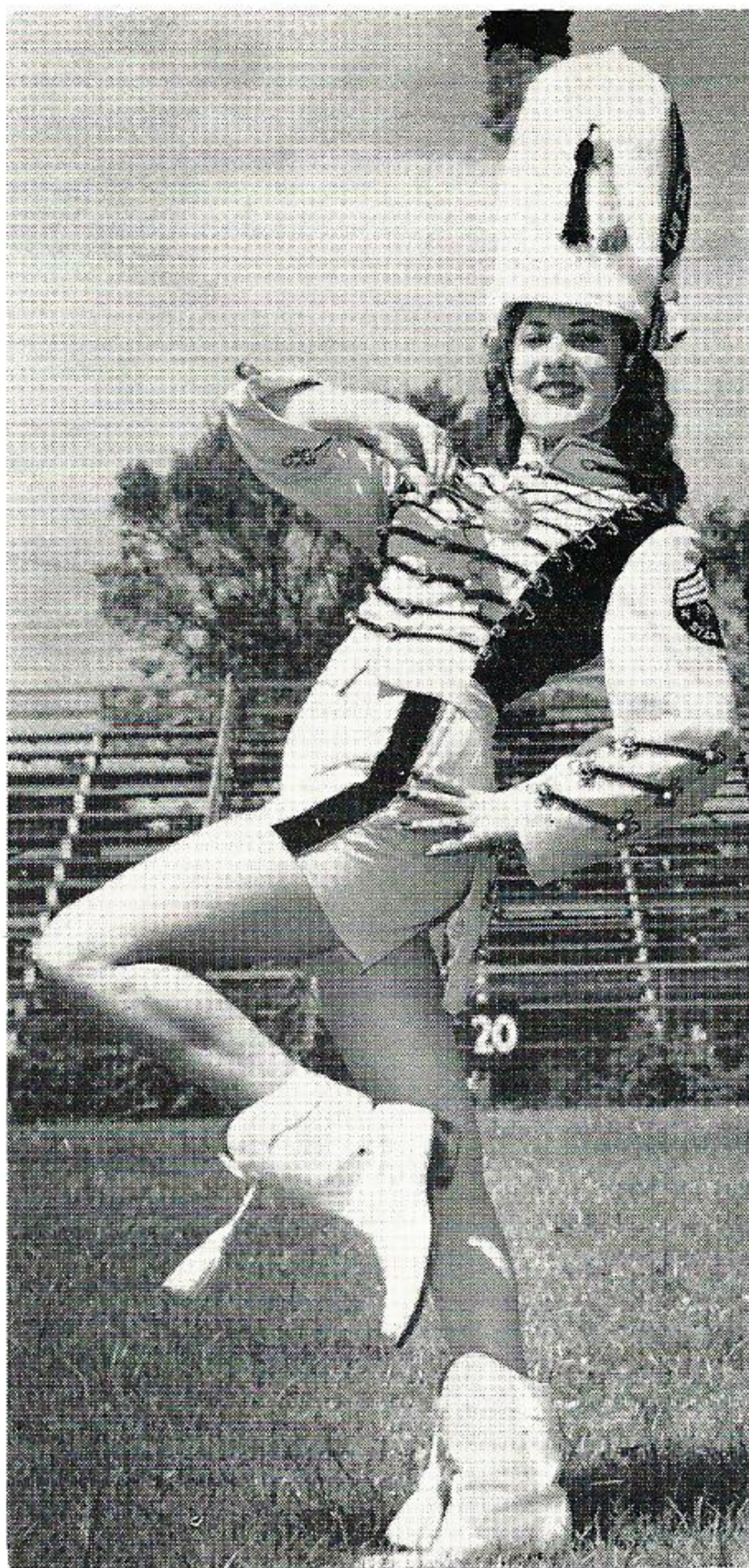
Mr. and Mrs. E. N. Jordan announce the birth of a son, **Robert Edward**, November 7. Mr. Jordan is industrial engineer in the Beaumont Division Sales Department.

Mr. and Mrs. O. K. Baxley, Jr. announce the birth of a daughter, **Cynthia Ann**, October 30. Mr. Baxley is commercial sales representative in the Beaumont Division Sales Department.

Mr. and Mrs. Emory D. Shead announce the birth of their daughter, **Linda Kay**, November 14. Mr. Shead is a member of the Navasota T & D Department.

Mr. and Mrs. Wayne L. Allen announce the birth of their daughter, **Mitzi Anette**, October 1. Mr. Allen is a helper in the Cleveland T&D Department.

Mr. and Mrs. Barkley E. Lilly announce the birth of their second child, a son, **Jeffery Lane**, November 10. Mr. Lilly is a helper in the Cleveland T&D Department. The Lillys also have a daughter, **Darla Gayle**, age 2.

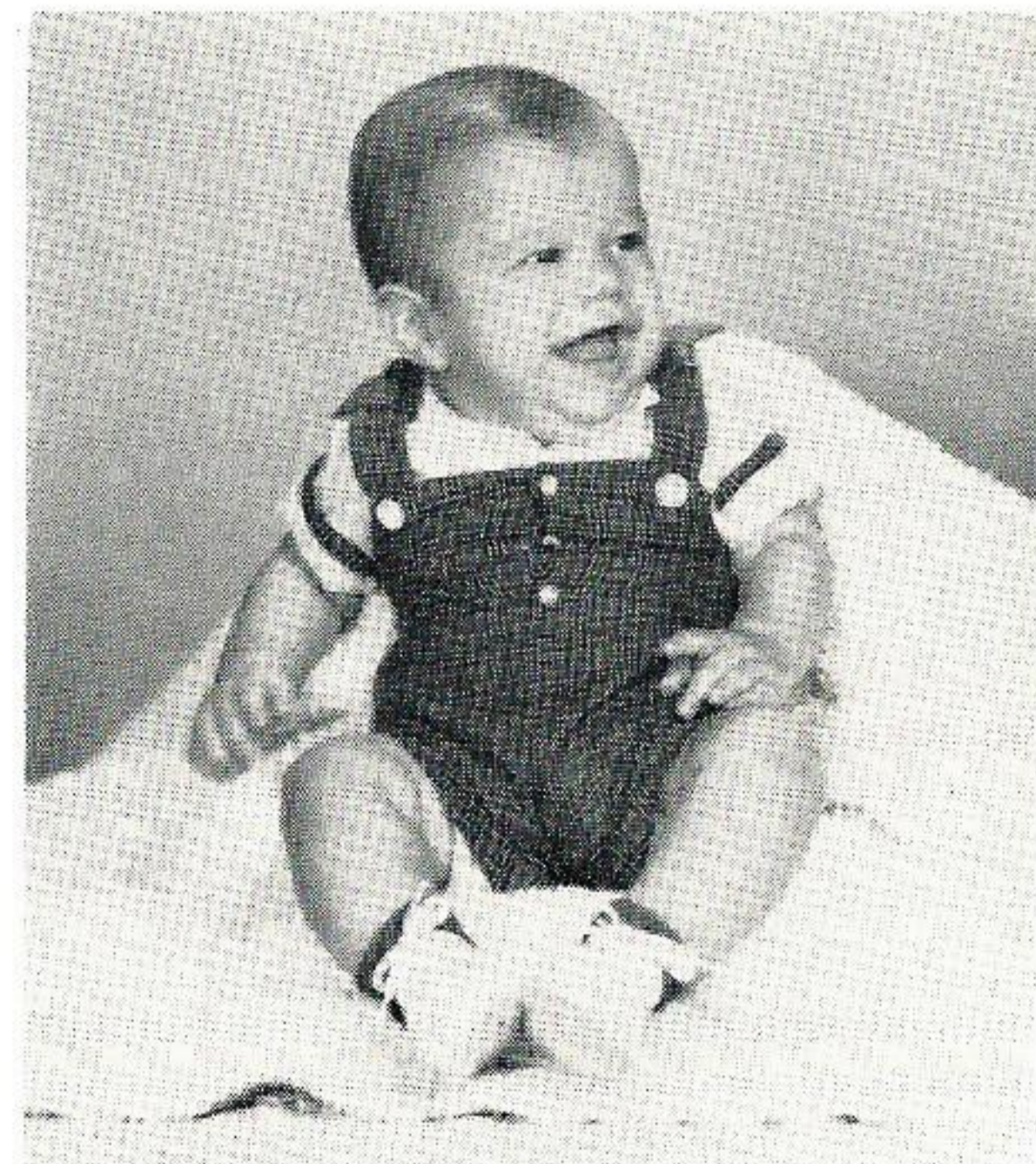


Strutting high is Carol Shultz, daughter of Mr. and Mrs. Ollie Shultz. Carol is head drum majorette of the Orange Bengal Tigers. Mr. Shultz is line foreman in the Orange District.

## GROWING with Gulf Staters



The latest addition to the W. H. Foster family in Port Arthur is three-month-old Cheryl Ann, shown here with her mother, as she came out to watch her dad at work on the line crew where he is an apprentice lineman.



Taking a good look around his new home is Sherman Ray West, eight-month-old adopted son of Sherman West, Beaumont Substation Department. Sherman Ray was born April 11.

## Let's Read Our Mail



A large fruit cake with the following note was received in the Trinity Office on November 23:

We are saying thanks to you folks for the excellent service we get all year.

Sincerely,  
The Office Crew  
U. S. Post Office  
Mrs. Hattie Waller, P.M.

### RECESSION DEFINITION

"Some people think it's a recession when they can't afford a new car to tow their boat."

—South Pasadena (Calif.) REVIEW



Simple yet dramatic, this doorway sparkles in its holiday dress. A trio of new 100-watt blue-white spotlights located in the overhang above the doorway brings out the sparkle of the silver snowflakes and the snowy beauty of the stencils flanking the doorway. Since these new bulbs also bring out the full beauty of reds, the bright bow on the door is a welcoming accent.

Photo Courtesy General Electric Company



## Light Up Your Home for Christmas



CHRISTMAS couldn't be merrier. You drive through a residential section on the eve of the holy day. Lovely carols peal from the spires of the neighborhood churches and float across the community.

The whole neighborhood seems to greet you with a cheery "Merry Christmas!" The street is especially attractive. Many lawn displays are accentuated with the latest trend in decor, outdoor lighting.

It's this last feature that adds a special glow to our brightest holiday season of the year. Outdoor lighting provides pleasure for everyone; for neighbors, for the family which works together in a creative effort, for the community.

Whether you're an old hand at such decorations, or are trying them for the first time, you've embarked on the architectural and illuminating fields with your first display.

### Follow a Few Simple Rules

This shouldn't dampen your enthusiasm, however. According to experts,

following a few simple rules of planning will result in a truly effective outside decor.

First and foremost, remember the spectator's viewpoint. Look at your house from across the street.

Which aspects should be emphasized? Is there a picture window with a Yule tree visible? Place your outdoor figures of Santa and children so they blend with your interior decor.

What elements can be added to make a pleasing composition? From your vantage point, see if there are any large gaps, or crowding of your figures; space them so they're well balanced.

### Consider Theme

Your second consideration is theme. If it's your home, do you want to create a symbol of hospitality? If so, what architectural feature should be the focal point? Perhaps it's the traditional doorway with fragrant wreath of greens. Illuminate from above with the new 100-watt colored flood bulbs.

Another popular door display is the

"packaged look": bright red ribbons with a bow to make your home suggest a Christmas gift "package." Colored flood lights concealed behind nearby shrubbery can beautifully highlight such a display.

Perhaps your house serves as a backdrop to a lawn. If so, give careful thought where figures should be placed. How do they relate to holiday activities of the household? Will they interfere with entering, leaving, or postal delivery?

And give thought to secondary points of interest added and related to the central theme—a roof display, for example.

One imaginative decorator left Santa's "pack" on the front lawn. To each side, carefully placed at a distance, were two of his reindeer (flat figures), "waiting patiently." Flood lamps angled at them threw their shadows against two different walls.

Another "spot" brought your eye to an upstairs window, where stuffed red trousers and black boots were arranged to give the appearance that Santa was stuck in the window.

The latter light was the strongest, which brings you to the next point: **dramatize your theme.** Always accentuate the focal point of your theme with stronger illumination. Also emphasize it with color contrast, style and size relationship to other elements. The chief requirement: try to lead the eye of the spectator to your central theme.

### Unify All Elements

Finally, according to lighting engineers, you should **unify all elements.** After you've planned your display on paper, acquired the necessary materials, placed and illuminated them, have a "sidewalk's eye" view to see if the desired effect has been achieved. If not, chances are there's a lack of unity in your setting.

Usually, diffused light over the entire area will solve the problem. Unity also can be obtained with strings of lamps to form linear paths of light. Perhaps a combination of the two.

Sometimes, there are features of a home which should be subdued. Perhaps a multi-windowed wall. Arrange your spotlights so they don't illuminate that area.

And watch out for glare, sharp unwanted contrasts and ominous shadows. Once eliminated, your pleasant picture is complete.

Artistic outdoor lighting is the newest way to make every holiday guest, Santa included, feel more welcome than ever!

**Our Unseen  
Christmas Gift**



Only 8 accidents kept us from celebrating over 5,000,000 accident-free manhours

**Let's all try for a safer year in '60**