



Plain Talks

GULF STATES UTILITIES COMPANY
DECEMBER, 1960

In This Issue:

- Christmas Party Schedules
- Day With A Survey Crew
- Your Life Is On File

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.



Plain Talks

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James S. Turner
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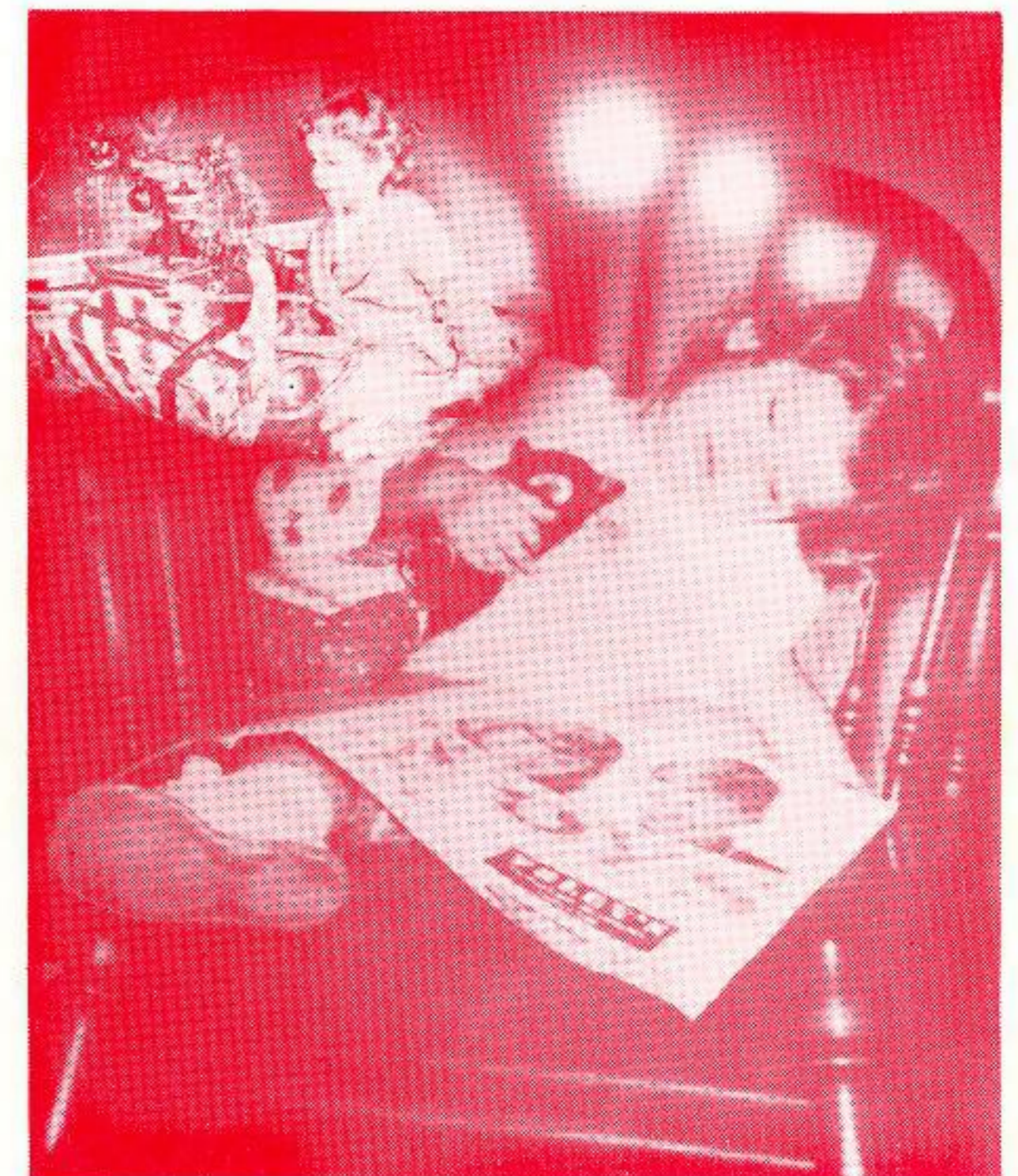
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OUR COVER



A child dreams of Christmas morn. Things can't be all bad in this old world so long as children are free to dream of the miracle of Christmas morning, of Santa Claus, stockings and toys. Sure, Christmas is over-commercialized. None of us like that. But, after all, we're celebrating the birthday of the Christ Child, who received gifts Himself on this Holy occasion, 1960 years ago. So let little Dianna Landry dream of toys—and let her parents, Dick and Barbara Landry, enjoy helping make her dreams come true. Dick, system lighting sales supervisor, Beaumont, took his daughter's picture and the Advertising Department added the dream.



The Spirit Of Christmas

*If only the spirit of Christmas would last
Throughout the whole of the year,
What a glorious world it would be for all
In this happy atmosphere,
With everyone planning how he could help
To lighten another's load,
Unselfishly giving the best that he has
No matter how steep the road.
If only the spirit of Christmas would last,
How different the days would seem,
With friction and jealousy cast aside
And peace the principal theme.
But strangely enough when the tree is bare
And the ornaments packed away,
The spirit of Christmas is lost until
Another December day.*

—Hilda Butler Farr

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"HAVE YOU BEEN GOOD GIRLS?" Julenissen, as Santa is known in Norway, visits these two good little girls on Christmas Eve. He'll visit many Gulf States children at Christmas parties sponsored by the Company in each division.

A Wanted Man . . .

SANTA CLAUS

SANTA CLAUS is a wanted man. But he won't be easy to track down, for he has too many aliases.

In one part of the world he pops up under the name of Julenissen; in another, the Abbot of Unreason; in a third, as Saint Nicholas, or Father Christmas.

Santa's rewards, as well as his name, vary from place to place. In one country, a bad kid is liable to find coals in his stockings. Elsewhere, a good child may discover a doll, a top or an electric train.

What and When

Santa's timetable and the gifts he brings vary with the particular country where he has staked out operations.

In Spain, he bears gifts on January 6, Epiphany, in celebration of the Three Wise Men. Kids put their shoes in the windows and fill them with straw for the neighbors' horse—in the hope that while the horses may neigh, Santa won't say "nay."

In Germany, he wears a big chain which he rattles at the door, and enters bringing candy and cookies for

the good youngsters, an empty potato sack for the bad ones.

In the United States, Santa fills the good kids' stockings with everything from electric trains and model space rockets to toys testing their skills and expanding their knowledge.

In Italy, Santa comes as an old woman on a broomstick, named La Befana, and leaves gifts in the shoes of nice children. But woe to those who don't mind their parents—they're apt to find ashes in their brogans!

"A Claus By Any Other Name . . ."

Santa Claus has been known by many names in his remarkable career.

Saint Nicholas. In the 4th century he was modeled after the original St. Nicholas who lived in Turkey and whose deeds of courage and kindness earned him after death the title of patron saint of children. The legend of the good saint as gift giver later spread to Russia, Scandinavia, Holland, Belgium and Germany.

The Abbot of Unreason. In the Middle Ages, the gift-giver took human form and became an officer who directed the festivities of the holiday season. Dubbed the Abbot of Unreason by the Scots, and the Lord of Misrule, he held office from Christmas till January 6, and his word was law. Either elected or appointed, he ruled over the holiday activities in royal household, colleges, and inns. The English called him King of the Bean, and to the French he was the Boy Bishop.

Christkindlein. In Germany during the 15th century, Martin Luther, a religious leader who also invented a lot of new German words, substituted the Christ Child, or Christkindlein, for St. Nicholas as the bearer of gifts. He wanted to make the bearing of gifts a symbol of the Wise Men's visit to Bethlehem, bringing gold, frankincense, and myrrh. So the Christ Child came secretly to German homes on the Eve of Christmas.

Kris Kringle. In the 16th century, a German colony led by William Penn settled Pennsylvania, and again Santa changed his name! The settlers had brought the Christkindlein with them, but somehow it got transformed into Kris Kringle.

Santa, himself! The Dutch nicknamed St. Nicholas "Santa Claus" for short, but his image as a fat little man with rosy cheeks and white beard comes down to us from a poem written in 1882 by Dr. Clement C. Moore, an American minister. Dr. Moore based the poem on a colorful old Dutchman he once met, and named it, "The Night Before Christmas." He recited it to his children, who were delighted. Then

he threw it away. A lady visitor rescued it from the wastebasket and had it published in the Troy, N. Y., Sentinel. It became a literary classic and almost every child now knows about the creatures that were not stirring, not even a mouse.

Returns To Europe

Father Christmas. During the 19th century, Santa recrossed the Atlantic from the USA and became known as Father Christmas in England and Pere Noel in France.

Julenissen. That's what the Norwegians call him, and he works overtime in the land of the fiords. He brings gifts to good kids before they go to bed on Christmas Eve, after the family has finished Christmas dinner; and in the week between Christmas and New Year's he totes his sack to a community party for the children called "Jultrefest."

Regardless of the name by which Santa is known, and no matter where he appears, one fact about the old-timer remains constant:

He is a wanted man!

And he will be coming to each of our five divisions this month for the Children's Parties on the dates scheduled below.



SANTA CLAUS, FATHER CHRISTMAS, KRIS KRINGLE? It does not matter what he is called, the kids love him. He will be visiting the children of Gulf States employees during the two weeks before Christmas. So you had better watch out!

District and Department

District and Department	Place	December	Time
Silsbee District	First Methodist Church, Kountze	12	7 p.m.
Bmt Treasury Dept	Main Office, 20th Floor	12	7 p.m.
Bmt Service Center T&D	Main Office, 20th Floor	13	7 p.m.
Jennings White	North Side Recreation Center	13	7 p.m.
Orange White	Little Mexico, Orange	14	7 p.m.
Bmt System Engineering	Main Office, 20th Floor	14	7 p.m.
Jennings Colored	South Side Recreation Center	14	7 p.m.
Sulphur with Riverside & Nelson Station Employees	Westlake Recreation Hall	15	7 p.m.
Bmt Line & Substation	Main Office, 20th Floor	15	7 p.m.
Orange Colored (All Depts)	Orange Sales Floor	15	7 p.m.
Lafayette Colored	GSU Assembly Hall	15	7 p.m.
Liberty and Gulf District	Liberty Office	16	7 p.m.
Navasota & Somerville	August Horst Country Club, Navasota	16	7 p.m.
Conroe and Cleveland	Jaycee Hut, Conroe	16	7 p.m.
Madisonville	Madisonville Office	16	7 p.m.
Lafayette White	GSU Assembly Hall	16	7 p.m.
Calvert	Calvert Office	17	7 p.m.
Bmt Colored (All Depts)	Main Office, 20th Floor	17	7 p.m.
Baton Rouge White	Baton Rouge High School	17	2:30 p.m.
Bmt Sales (All Depts)	Main Office 20th Floor	19	7 p.m.
Port Arthur, all departments except Line and Service	Port Arthur Service Center	19	7 p.m.
Lake Charles Engineering, Storeroom, Line Departments	LaGrange High School	19	7 p.m.
Port Arthur, Line and Service Departments	Service Center	20	7 p.m.
Lake Charles Sales and Accounting Departments	LaGrange High School	20	7 p.m.
Bmt Production	Neches Station	20	7 p.m.
Baton Rouge Colored	Capitol High School	20	7 p.m.
Port Arthur Colored	Colored USO Hall	22	7 p.m.
Lake Charles Colored	Service Center	21	7 p.m.
Huntsville	St. Thomas Catholic Church	22	7 p.m.



From Many Lands Comes . . .

The Legend of the Christmas Tree

IN the ninth century, the good Saint Winifred traveled about Northern Germany, preaching Christianity. One Christmas Eve, he came upon a group of people gathered around a huge oak tree to offer human sacrifice to their pagan gods. According to legend, Saint Winifred hewed down the great oak, and as it fell, a tall young fir appeared in its place. The appearance of the tree was hailed far and wide as a miracle, and from that day on, it became the custom for German families to gather about a tall evergreen on Christmas Eve.

Some historians trace the origin of lighting the Christmas tree to Martin Luther, who lived from 1483 to 1546. It is said he was strolling through the countryside one Christmas Eve, awed by the beauty of the evergreen forest under the starry sky. When he came home, he tried to re-create the scene for his family by attaching some lighted candles to a small evergreen.

These customs spread to the Scandanavian countries in the early nineteenth century, and from there to France and England. Records show that 35,000 Christmas trees were sold in Paris in 1890!

Evergreen Is A Religious Symbol

Yet the evergreen was symbolic in religious rites—even before the birth of Christ. Ancient Egyptians, when they observed the winter solstice, brought green date palms into their homes, as a symbol of “life triumphant over death.” When the Romans celebrated the feast of Saturn, a part of the ceremony was the raising of an evergreen bough. And the early Scandanavians also did homage to the fir tree. To these peoples, the evergreen — tall and lush when everything around it had succumbed

to winter’s frost — was a wondrous thing . . . enjoying special favor from the gods.

Hessian soldiers brought the first Christmas tree to America. But the custom of lighting trees in public places originated here. Today, the United States has a national Christmas Tree, designated by the Department of the Interior. It is 267 feet high and is located in General Grant National Park near Fresno, California.

A New Look In Trees for Small Areas

This season, two-thirds of the homes across the nation will be glowing with the warm lights of the Christmas tree. But something new will be added. Buffet tables and mantel pieces will sport their own tiny version of nature’s own evergreen. Instructions for making these decorative little trees are easy to follow. Get the whole family together to make them.

A very decorative, three-dimensional tree can be made from strips of paper. First cut graduated strips, small ones for the top branches of the tree and longer ones for the bottom branches. Make the strips about an inch wide. Color the strips with crayons.

Unusual patterns can be achieved by placing a textured material under the paper, and then rubbing the side of a crayon over the paper. A piece of corrugated board, a rubber sink mat, or anything that has a kind of bumpy or uneven surface will work well for “texture rubbings.”

Then punch holes, one on each end of the strips of paper. Place one end of the strip over the other to form an elongated loop matching the holes on each end. Then slip the looped strips of paper on to a

stick. Start with the larger strips first and finish up with the smaller ones. Insert the stick into a block of clay. Arrange the "branches" so they are even all around the tree. Then add a star or angel to the top of the tree.

Combine Materials To Make Trees

Another colorful tree can be made from crayons and freezer paper. First sprinkle fine crayon shavings on to the waxy side of a sheet of freezer paper. Get as transparent a freezer paper as you can; the more transparent the paper, the more luminous the color will be. Use an old vegetable grater to make the crayon shavings, or simply scrape the wax crayon with a flat stick, such as a tongue depressor.

When a generous sprinkling of crayon shavings has been scattered over the freezer paper, cover with a second sheet of freezer paper. This time, be sure to place the waxy side face down. In other words, the two waxy sides must face each other.

Apply a warm, not hot, iron in order to melt the crayon and fuse the two waxy sheets together. In ironing the paper, use a lifting motion, rather than a gliding motion, in order to keep the colors from blending together too much.

Cut four tall triangular shapes from these sheets. Make a one-half inch crease along the two long sides of each of the triangles. Staple the folded edge of one triangle to the folded edge of another. Repeat until all four triangles have been stapled together to form a tall pyramidal shape.

A long chain of gold beads or a similar Christmas decoration can be strung around the tree. Punch holes through the stapled edges, and insert the chain. Start near the top, and go around the tree several times until you reach the bottom. Then add a Christ-

mas ornament to the top of the tree.

A third mantel or table decoration can be made from a sheet of paper approximately 12 inches by 24 inches in size. First draw a semi-circle on the paper, with a twelve-inch radius. Cut it out. Then fold the semi-circle in half, forming a quarter of a pie shape. Fold in half two or three more times. Now open the folds, and refold into accordian pleats, along the creases you just made.

Place the paper on a flat surface and decorate by coloring alternate pleats with crayons. You can also make slits in the uncolored pleats, to which you can later attach small ornaments. Tape the two straight edges together to form a cone-shaped tree. Insert a stick through the top end, and hold in place with tape. Then insert the "trunk" of the tree into a paper dish filled with clay. A small ornament can

Trees From Other Years

be placed on top of the tree as the finishing touch.

While you're decorating your trees, you might remember that the evergreen didn't always have its gay Christmas dress of brightly colored bulbs and balls, nor its tinsel and angel hair. At one time, popcorn and tufts of cotton were used to simulate snow . . . apples, and strings of cranberries provided color. The idea of decorating the tree probably stems from the ancient custom of hanging food-stuffs high on the branches of evergreens to keep them out of the reach of prowling animals.

When its purpose is served, the tree should be disposed of properly. A Twelfth Night ceremony, during which Christmas greenery is collected and burned in a blaze of glory, is the custom in some American cities . . . a fitting end for a tree of such rich tradition and sentiment.





Our Employee

Thrift Plan . . .

THE HIDDEN CHRISTMAS PRESENT

LIKE everyone else, the families of 2,251 Gulf Staters will open their gaily wrapped presents on Christmas morning. But there's one Christmas gift these Gulf Staters won't unwrap. They won't even see it under the tree. But it will be there this Christmas and many Christmases still to come—an unseen, cherished gift, addressed lovingly "To Whom It May Concern" and wrapped only in the shiny, protective thoughts of the Thrift Planner who is buying his family a better tomorrow with a small portion of his earnings, plus 50¢ from the Company for every dollar he contributes.

Of course, the Thrift Planners have different visions of the unseen gift. Kenneth Jumel, supervisor of confidential records and payroll accounting, Beaumont, has duties which keep him well informed of the Plan and how many of the participants feel about the Plan. Above, Ken illustrates a few dreams shared by many. College for the children, a new home, or even a new car, if everything else turns out all right. All wonderful gifts—far too big to put under the Christmas tree, but just the right size to brighten the frame of mind of every participant.

During the last 12 months ending October, 1960:

- A total of \$255,008.01 contributions have been deposited with the Savings Department of The First National Bank of Beaumont by the Trustee of the

Thrift Plan.

- During the last year 18,023 shares of common stock at a total cost of \$604,822.90 have been purchased by the Trustee. The cost per share averaged \$33.55839205.

- The Trustee also purchased 1,172 shares of \$4.40 preferred stock. These shares cost a total of \$104,051.43 with the stock averaging \$88.7810836 per share.

- A combined total dividend of \$56,145.35 was paid on the common and preferred stock purchased through deductions and contributions to the plan. Dividends on this stock were paid in December, March, June and September.

- Interest amounting to \$14,791.41 was paid on contributions deposited in savings.

- Purchases of our Company's stock by the Trustee during November covering employee deductions and Company contributions through October were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	1,323	\$45,473.68	\$34.371642
\$4.40 Preferred	77	6,951.42	90.278182

The Trustee deposited \$20,056.20 with the Savings Department of The First National Bank.



The Greatest Romance of the World

By RUBY LEE ADAMS

FOR more than two thousand year the heart of the world, young and old, rich and poor, has stirred and thrilled to Christmas day. Not alone because it is a memorial to the profoundest philosopher who ever lived; not even because it is a day of special significance to the very needy and the very young. But because the life of Christ, from the tender story of the lonely little child in the manger to the final scene of the cross on the far desolate Judean Hills, is the greatest romance of the world, and became the heritage of children throughout centuries. No other babe ever brought so much joy into the world.

It is a love story for all people of all ages, for the sad even more than the happy, for the simple as well as the scholarly. It is the story of triumph, of misery, or a courage that was as the fresh winds of mountain peaks, of a kindness that was as the sun in the green valley. It is universal in its fundamental heart-searching quality. And with all the heights of exaltation and ecstasy in this life there was also the human sympathy born of a knowledge of all sorrows. It is the mighty humanity of Christ which has held the attention of so many eager restless centuries; and that never stops growing.

It is the good fortune of all succeeding generations that this great romance befell a man in humble walk of life; one who had dwelt with simple folks, who knew the children in their pleasant little pastimes, the mothers at the looms, the fishermen at their nets, for it was thus that his humanity thrived and thus that he developed those transcendent qualities which in after years were to render his life a spiritual inspiration to all mankind.

It is only what a man has found and can reveal of the truth that will last and influence other times and peoples. What he thinks and says and does is of no importance to the world unless he has a vision of truth, whether that vision is of music or art or ethics.

To Christ was given a great vision of far-reaching truth in ethics, and so simple and genuine was his environment that it was possible to live out the vision in his daily existence. And it was this seeing of great truth and living it in lowly fashion that has pierced and held the artistic and poetic imagination of mankind and ethical teachers for centuries.

One of the most wonderful chapters in all the Bible is the second chapter of the Gospel according to Luke. It is the chapter that gives us the most detailed and beautiful account of the birth of Jesus. It is the chapter that tells of the good tidings of great joy brought to the shepherds keeping watch over their flock by night.

Luke tells us that at the age of eight days the babe was circumcised and formally given the name 'Jesus'—the name ascribed to him by the angel who announced his coming to Mary. The reason given for the name was that He (Jesus) would save His people from their sin.

While the romance of Christ's life is daily celebrated in verse and song, in story and legend, by brush and chisel, the institution of Christmas day remains, in intention, if not in fact, its most human and intimate memorial. To do reverent honor to this life of the greatest seer of truth, the day of His birth has been made into a holy-day, not only of prayer and sacred memories, but of rejoicing, of gift-giving, of merry-making for the young, of peace for the old and good-will for all.

Christmas Tree Safety Hints

MORE than 1,000 American homes last year had their holiday spoiled by fires starting in Christmas trees and decorations. The loss to each family, on the average, came to \$979.

The year before 93 persons died from fire during the four-day Christmas holiday.

These facts, reported by the National Fire Protection Association, show that Christmas is no time to be heedless of fire dangers. Actually, precautions should be doubled. Many of our traditional Christmas customs—trees, colored lights, decorations, Yule logs in the fireplace—add substantially to fire hazards. Sometimes a combination of active children and preoccupied parents brings the one moment of carelessness which is all that fire needs.

For a fire-safe Christmas in your home, follow these rules:

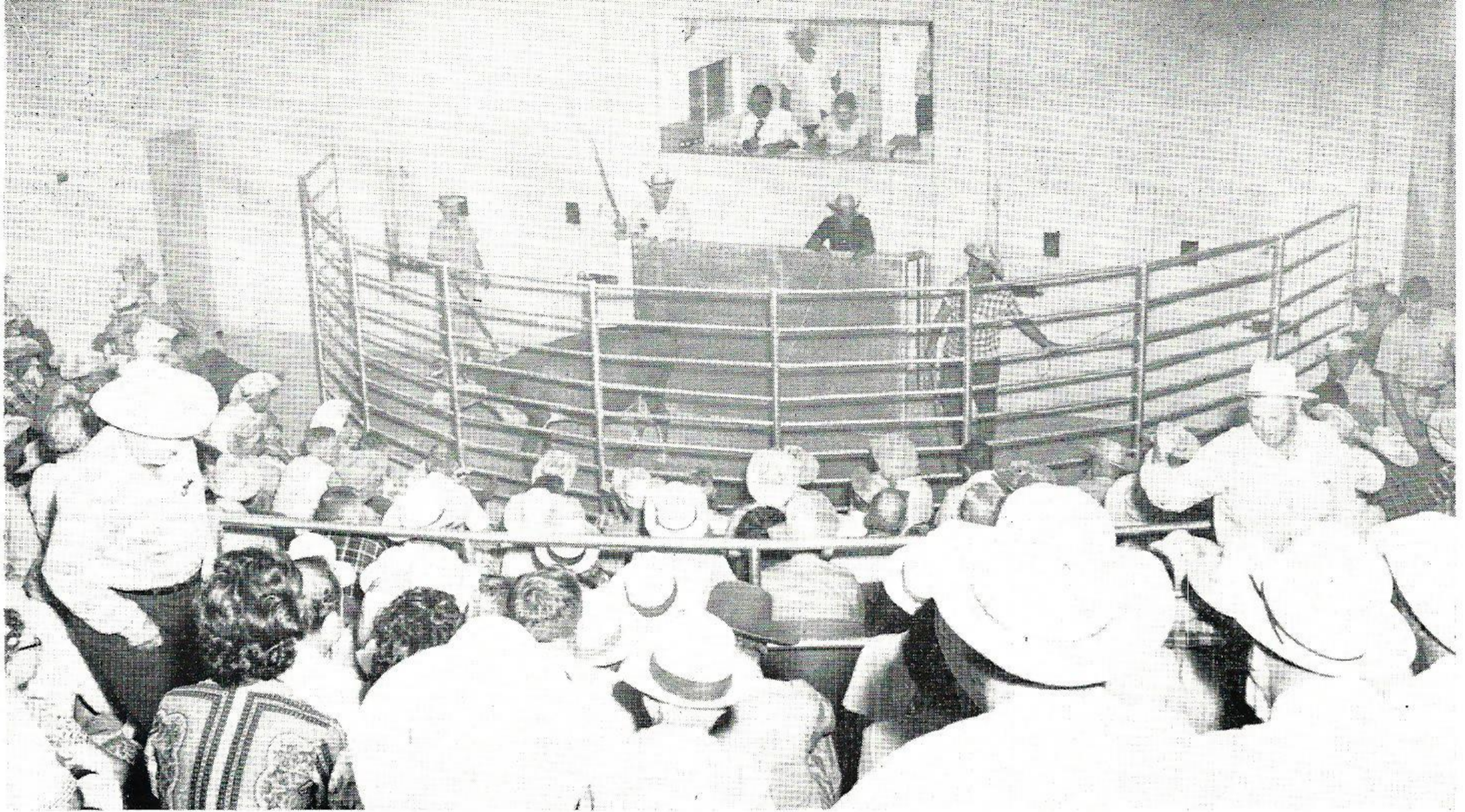
Trees: Pick a fresh-cut tree—one whose needles don't shed freely. Stand it in water until it is brought into the house, keep it in water as long as it's in the house. Support it well, and never locate it where it might cut off your escape in case of fire. Take it out of the house as soon as possible after Christmas.

Lights: Check lighting sets for frayed wires, loose connections and broken sockets. Never use candles on or near the tree. Make sure tree lights are turned off before retiring or leaving the house. For outdoor lighting, use only weatherproof equipment and cords, and keep power off when setting up or adjusting—shock hazard!

Decorations, wrappings: Use only non-combustible or "flameproofed" decoration materials. Dispose of gift wrappings promptly.

And: Watch your smoking habits around the tree—a lighted cigarette or match can start it burning. Most of all, plan in advance what you must do for the life safety of your family in case of fire.





ALL DONE. . .SOLD 'EM! The familiar chant of the auctioneer carries over the entire grounds

at both the Madison County and Calvert Commission Company barns and lots, with an assist

from Reddy Kilowatt and public address systems such as this one in the sales arena of Calvert.

Kilowatts Add Comfort and Convenience to . . .

All-Electric Auction Barns

NOT too many years ago the local livestock sales barns in our rural communities were frequently cheerless disposal depots for farmers and stockmen to weed out aged or sickly animals. Now this concept is as out of date as the army mule.

Part of the responsibility for chang-

JUICY ROAST BEEF. . .TENDER STEAKS. You can bet there will be quality meals a-plenty from these calves, typical of the good grades of

ing auction barns from stock graveyards to gravy trains goes to Reddy Kilowatt, whose energy has helped convert them into comfortable, convenient merchandising areas.

Another radical change in auction barns has been brought about by a change in their purpose. In years past, livestock sold at auction was usually a

cattle that are bought and sold at both the Madison County Commission Co. Inc. and Calvert Commission Company, during any sale.

means of trading among the farmers and stockmen and only a small percentage of the animals passing through the sales ring actually became meat on the consumer's table. Today, many of the larger meat packing concerns have regular buyers whose job is purchasing cattle and swine through these auctions for processing at their packing plants. Since many of the large meat packing centers, such as Chicago, are decreasing in sales activity, these buyers have found a natural market in the local auction.

Two of the newest auction barns in our service area are in Madisonville and Calvert, Texas. Although Madisonville is known far and wide as the home of the "Sidewalk Cattlemen's Association," persons visiting the Madison County Livestock Commission Company Inc. on any Wednesday will certainly learn in short order that the area has numerous cattlemen of the variety other than the sidewalk type. In this up-to-date barn, owned by Bill Andrews and Earl White, hundreds of cattle and swine are sold weekly at top prices.

On Friday, buyers and sellers from Robertson County converge upon Kelly Simons' new \$125,000 Calvert Com-



mission Company at Calvert to sell, trade, and purchase the animals of their choice.

The presence of Reddy Kilowatt in both of these auction barns gives them a great deal in common other than the handling of quality livestock. In Madisonville, 33 tons of reverse cycle air conditioning are utilized in keeping patrons and observers comfortable. At Calvert, three heat pumps are used in the arena and lobby to keep patrons cool in the summer and warm in winter.

Each of these auction barns features modern cafes with ample seating in well-lighted dining areas. The cafe at Madison County Livestock Commission Company specializes in short orders and is capable of filling an order, whether it be a cup of coffee or full course meal, in jig time. At Calvert Commission Company the cafe is open 24 hours a day and offers patrons the services of a five-ton heat pump and from the all-electric kitchen a Hotpoint range, fry kettle, griddle, roll warmer, food warmer, toaster, and coffee maker are ready in a minute to fill an order, whether it be coffee, lunch or the steak of your choice.

The auction arenas of both sales barns contain plush upholstered theater type seats for the buyers. Spectators sit in bleacher type seats immediately behind those of the buyers and every seat in the house affords a good view of the action unfolding in the arena. Seating capacity at each of the barns will comfortably accommodate 300-350 people.

To help buyers and sellers tabulate their sales or purchases, the owners of these barns have installed scoreboard type screens which flash the animal's weight and are operated by scales the animal passes over on leaving the arena.

Another convenience offered stockmen patronizing these auction barns may be found in the operation of fast, efficient bookkeeping systems that permit them to pick up or deposit their checks within minutes after the animals are sold.

These commission companies are also alike in that they are both bonded, providing added protection for the buyers and sellers doing business with them.

With the comforts and conveniences offered by modern sales barns such as these, it's small wonder that the livestock sales industry is growing by leaps and bounds as cattlemen and buyer conduct their daily business of providing our nation with higher quality beef.



MODERN AND SPACIOUS. These words best describe the facilities of Calvert Commission Company's new \$125,000 sales barn which

opened September 9. In these modern surroundings, cattlemen and buyers transact thousands of dollars worth of business weekly.

COMFORT AND CONVENIENCE. These are the by-words of the Madison County Livestock Commission Co. Inc. where cattlemen and buyers may spend hundreds of dollars by a

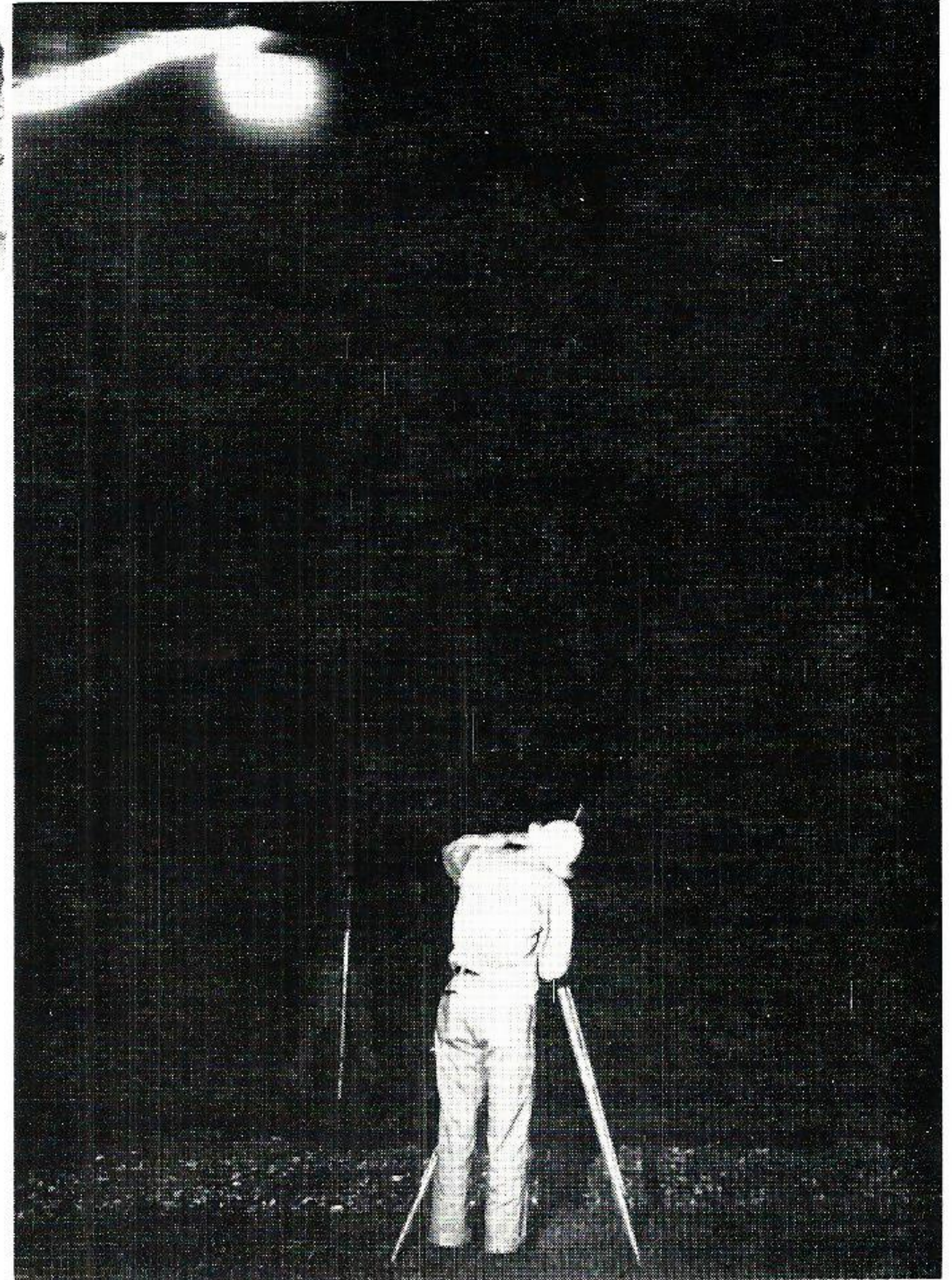
nod of the head or the winking of an eye. The seven heat pumps on the roof of the office and cafe contribute much to the comfort enjoyed by these cattlemen.





JOIN THE SURVEY CREW AND SEE THE SYSTEM

NIGHT SIGHT. At right, an instrument man takes a sighting on a parachute flare. Above, shown with transit, Roy Cash is typical survey crewman.



FEW Gulf Staters have really seen our transmission system in its 28,000 square mile entirety as have the 30 members of the company's Survey Crews. Traveling in their station wagons along with luggage, instruments, stakes, snake bite kits and other paraphenalia, they cover the highways and safari over back-country cowtrails from Burleson County, on the extreme West Texas end of our system to the farthest east, in Ascension Parish. Their mission is to bring back invaluable information for our Right of Way Department and project engineers.

These sunburned nomads are often out in the "boondocks" for two weeks or more, but, luckily, the crew that Plain Talks accompanied was surveying the location of a transmission line from Tanglewood Substation to Helbig Bulk station in Beaumont.

New Easement Surveyed

The route for this 5½-mile line was scouted in advance by the use of aerial maps, and an "ideal" route was drawn. Then it was up to Party Chief Raymond Welch to turn that ideal into finely-measured reality, before the Right of Way is purchased. His crew had to carefully measure every inch of right of way so that it can be described in the contracts for purchase.

Also, the crew made a "Topo" survey, to show all landmarks (including such

details as telephone lines, width of streets, type of pavement, existing drainage facilities, clearances on lines, water and gas lines, sewers, etc.) and property lines and property owners, so that if changes are planned later, the project engineer will have a clear picture of the existing terrain.

Mr. Welch's crew consists of Roy Cash, instrument man; Richard A. Perolio, rodman; Troy Coleman, chainman, and Thomas Amerine, stake man.

Because the terrain off the side of the road where the line was to be located was heavily wooded, the crew was shooting its tangent (in layman's language, a straight line), by using an offset line for their surveying. This frequently-used technique requires shooting tangents on a line parallel to and at a known distance from the actual line, and then transferring the results over to the actual site for the line.

Sometimes, when the land is too wooded or hilly, the crew has to resort to the "flare" method of sighting. They wait for darkness, and then fire a parachute flare from a point that is to be shot. At the moment of explosion, the transit man sights on the flare. This is duplicated several times to allow for errors caused by wind drift or a mis-aimed shot, and usually results in an accurate sighting—they

have come as close as two inches over a four-mile tangent, and have missed as much as ten feet over a twelve-mile distance, which is not bad at all.

Math Know-How Needed

In making a standard sighting, the procedure is this: the instrument man centers his instrument over the center of the line, and shoots backward where he came from to double-check his position. He then points the transit telescope forward and guides the rodman and chainman in setting the stakes for a straight line. This is the simplest part of the process. Problems of mathematics often pop up in surveying work and then the instrument man is required to figure out angles and distances mathematically.

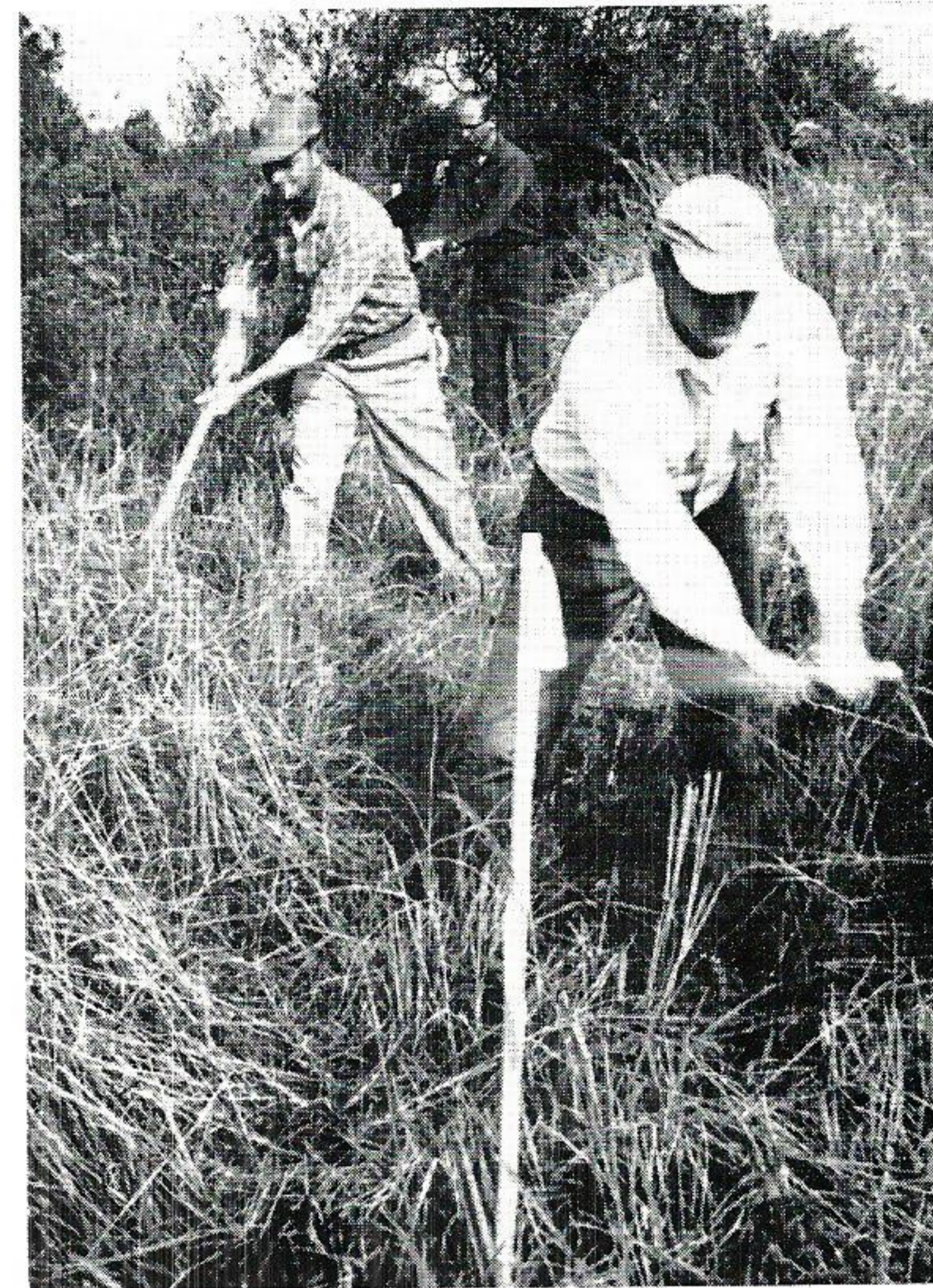
On good days, without much ground haze or heat waves to disturb his sightings, the transit man can guide the crew over one or two miles of potential line.

Safetywise the party chief has an easier job than does a line foreman, because he doesn't have to worry about electrical shock. But he must be sure that his men wear their heavy boots as protection against snakes and the snake-bite kit is always with them in the field. The Survey Crews have enjoyed a good record with only two lost-time accidents in the past 11 years.



FRONT HOOD CONFAB. A line crew has its "tailgate conference" and a survey crew confers on the front hood of its station wagon. Here,

Party Chief Ray Welch points out the area that his crew will survey for a new line. Survey crews live out of their station wagons.



CLEARING A PATH. Troy Coleman, Richard Perolio and Thomas Amerine use machetes to clear a path through underbrush—while keeping a sharp eye peeled for snakes—so that Roy Cash can make a sighting on the stake.

Survey Crews Are Trailblazers

Besides surveying for power line routes, the crews occasionally survey for long distribution lines, make land and contour surveys for substations, service centers and power plants; and locate points where our lines will cross railroads, highways or navigable water ways, or airway landing-strip approach cones. They are gathering special data to be used in negotiating with state and federal highway departments, railroad companies, river commissions, the U.S. Corps of Engineers, Civil Aeronautic Authority, etc.

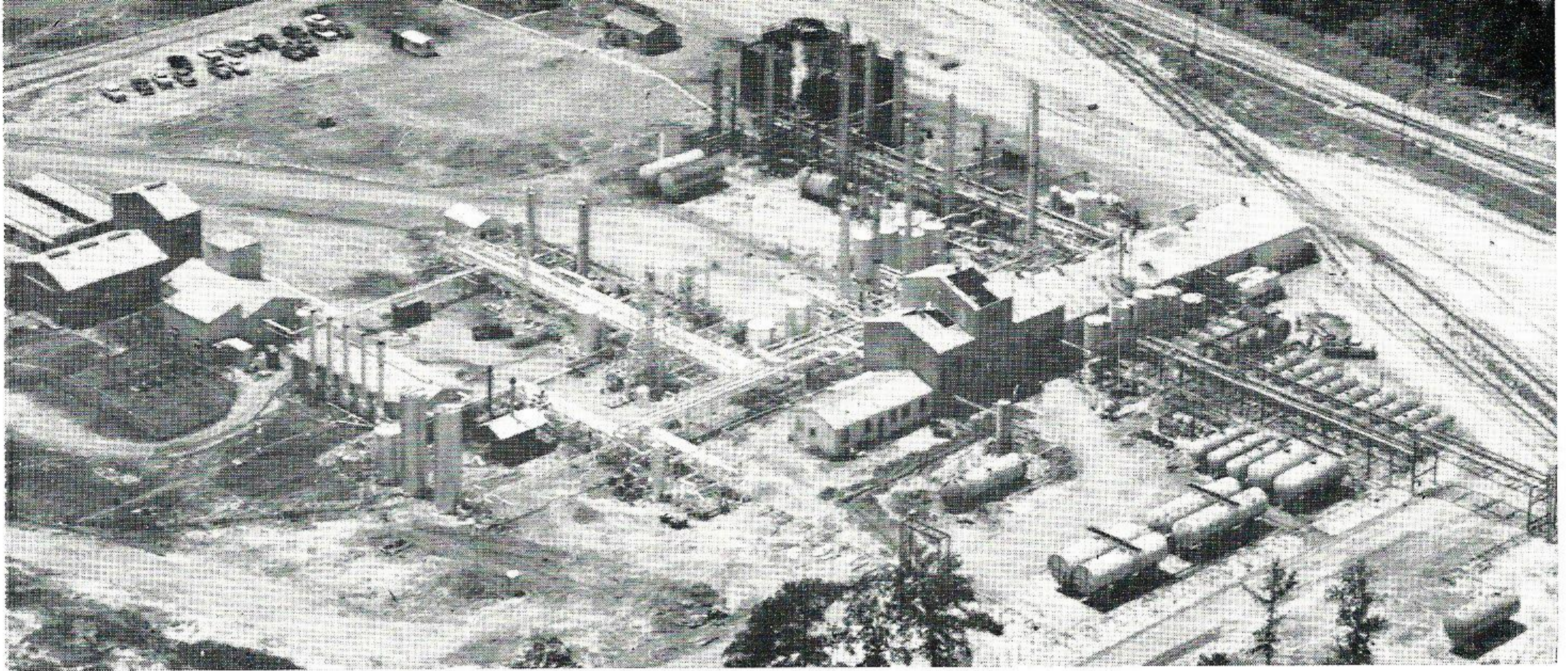
Although their jobs take them deep into swamps, through heavy thickets, and even into rivers, the crewmen enjoy it. They joined the survey crew in the first place because they liked being outdoors. And they make the most of it. If, in some backwoods glen, they find a prime fishing pond or lake, unmarked by rusty cans, they often return after hours with their rods and reels and catch their own supper. The good party chief realizes that this helps morale.

"When we work, we work hard, and get the job done," says Ray Welch. "And after hours, especially when we're away from home, we relax and play. That way we keep on doing a good job."

"TOPO" SURVEY. In the ditch are Messrs. Perolio and Coleman, holding the measuring stake as the instrument man sights on it.

Ray Welch records the data which will later go on a map to give a clear picture of the topographical structure of the land.





JEFFERSON CHEMICAL COMPANY'S NEWEST PLANT. Jefferson Chemicals acquired this existing petrochemical plant near Conroe, Texas to speed the flow of newly developed products from the Austin, Texas laboratory

and pilot plant facilities into commercial production. On this 85-acre tract specialty products for the rubber, detergent and polyurethane foam industries. The plant was formally dedicated October 27.

Jeff Chem Welcomed in Conroe as . . .

A New Neighbor

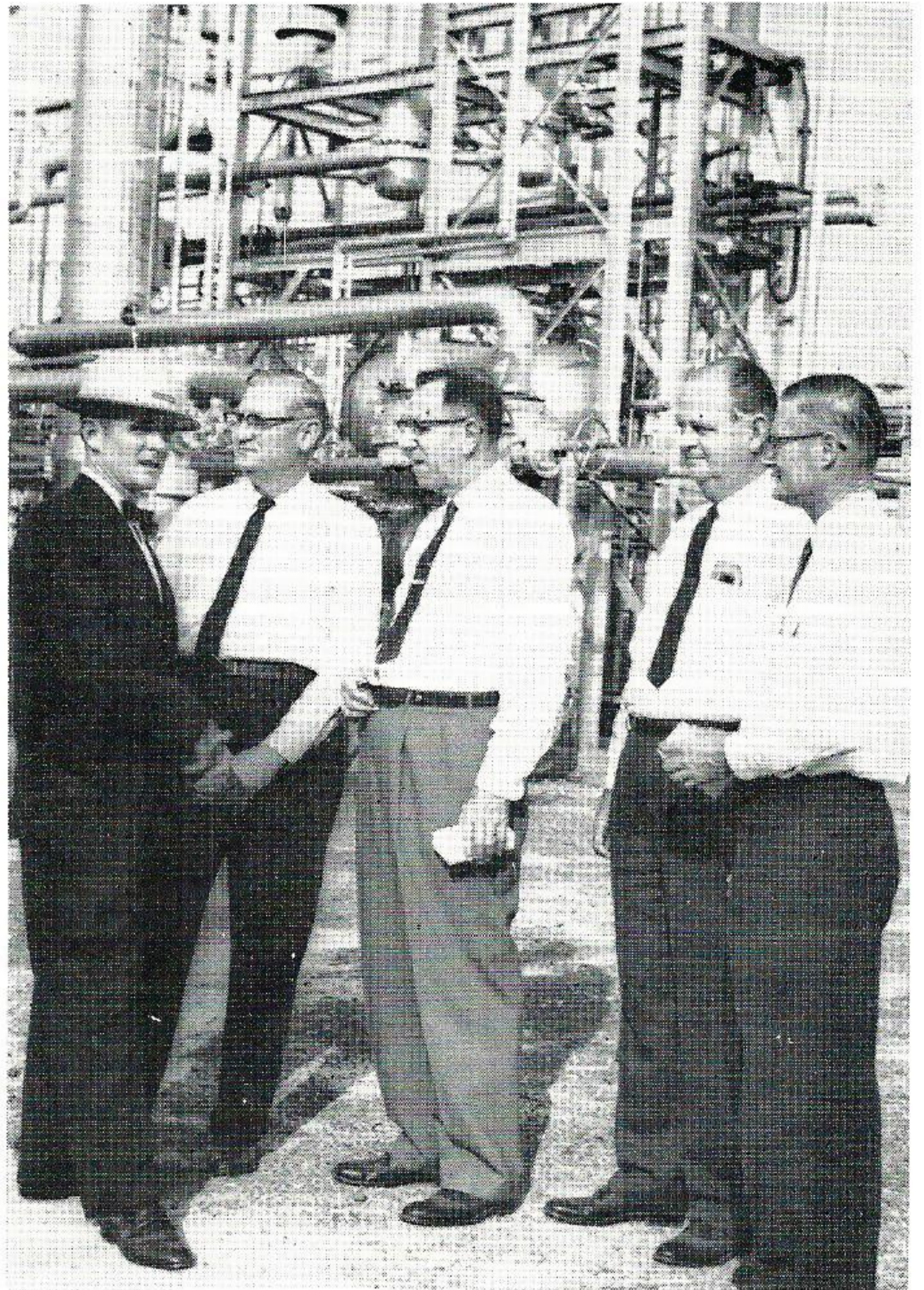
OFFICIALS of our Company's Navasota Division, along with the officials of the City of Conroe and Montgomery County, were on hand October 27 to extend a big welcome as their newest industrial neighbor—Jefferson Chemical Company—held an open house for the people of the great Gulf Coast area of Texas.

The new plant is located on an 85-acre tract three miles east of the Conroe city limits. The plant was purchased from Gulf Oil Corporation, who obtained ownership when they bought Warren Petroleum Company, the firm which built the plant in 1954.

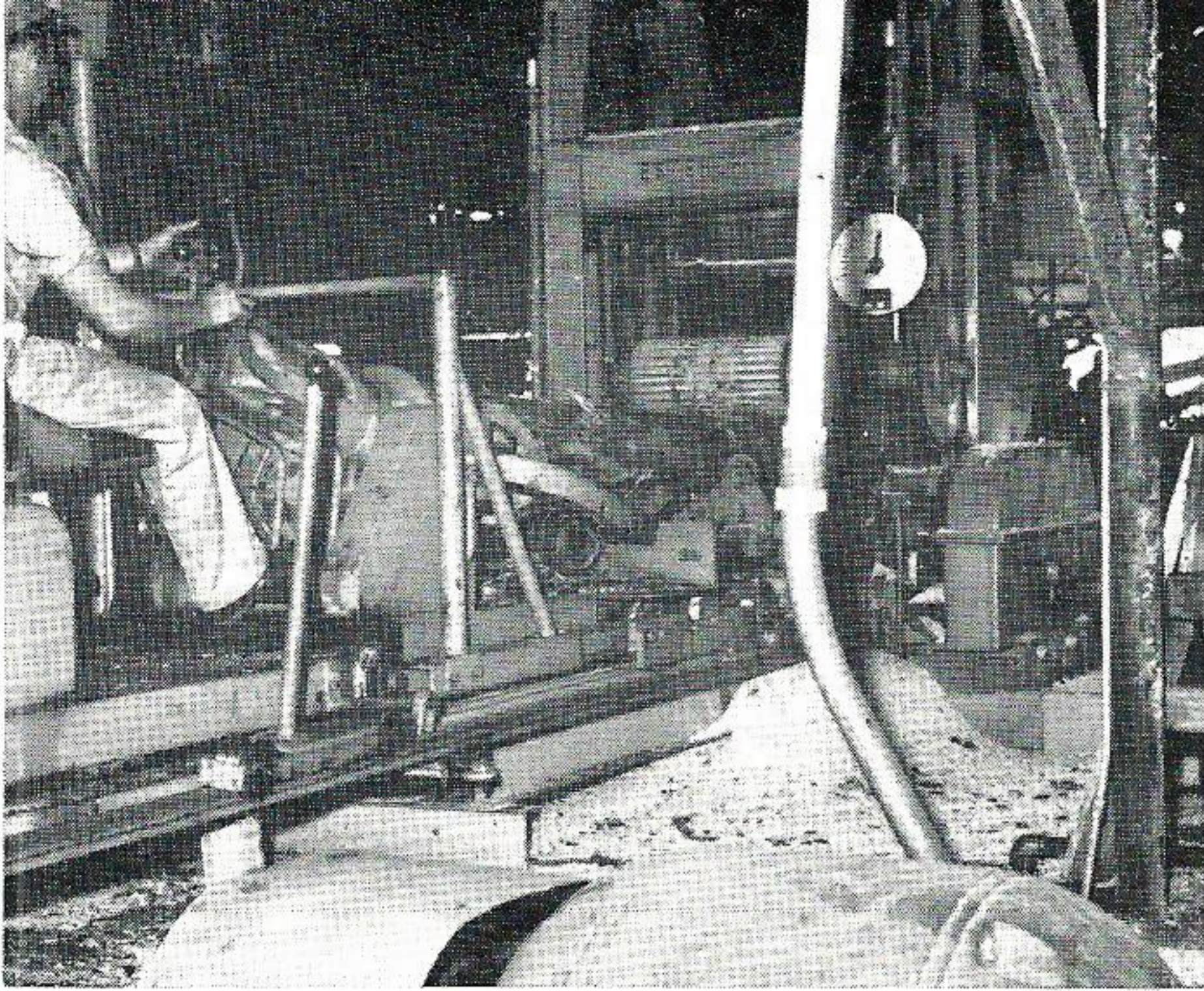
The unit is already producing polypropylene glycol and propylene oxide trios, chemicals used in the manufacture of rigid and flexible polyurethane foams. Other products include morpholine, an intermediate used in surface active agents, rubber curing agents, corrosion inhibitors and many other applications and specialty surface active agents used in the manufacture of soaps and detergents. Plans for the addition of other chemicals to the plant's list of products are in various stages of completion.

In addition to commercial production, the company will also use the new plant for intermediate scale production of new products coming from its Austin, Texas research laboratories and for larger scale development of new processes developed at the Austin pilot-plant.

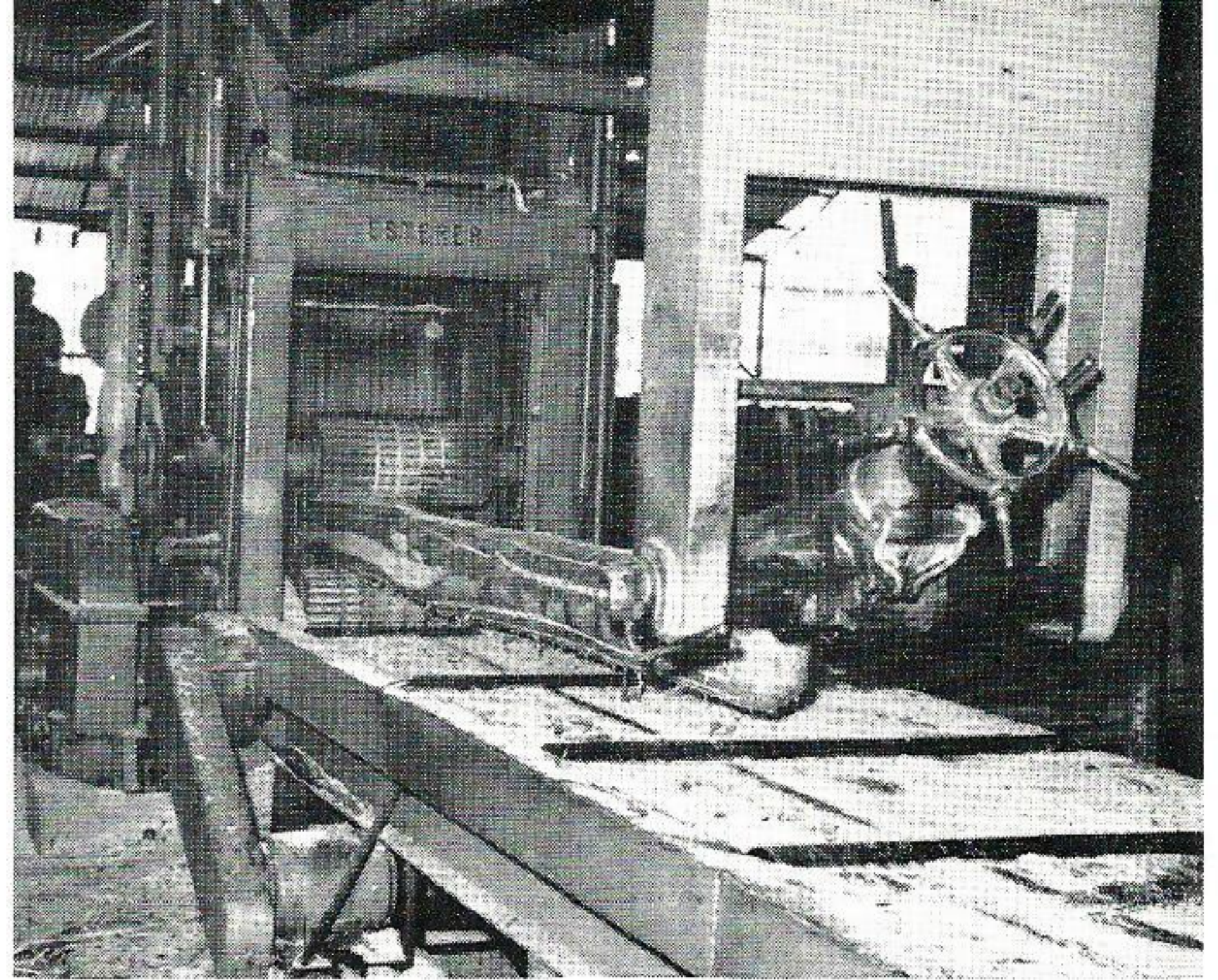
Our Company is proud to offer a welcoming handshake to this newest plant to open its doors in our ever-growing service area.



TOUR PLANT. Harold R. Horner, left, manager of Jefferson Chemical's Conroe plant, takes a group of Navasota Division's officials on a tour of the new petrochemical plant. Attending the open house are, left to right: W. E. Dinkins, district superintendent, Conroe; H. C. LeVois, manager, Navasota Division; P. P. Newman, superintendent of sales Navasota; and A. W. Baird, operating superintendent, Navasota.



EASY DOES IT. The sawyer at Hillister Lumber Company Inc. feeds a log through the sawmills gang saw while adjusting the carriage to compensate for the log's thickness. The 150 hp motor driving the saw and carriage is pictured in the foreground.



LOG BECOMES LUMBER. This view, opposite the carriage of the gang saw, pictures the log as it appears after passing through the gang saw. Notice the jaws of the huge vise which is quickly clamped onto the end of the log as it comes through the saw.

At Hillister, Kilowatts Help Convert . . .

LOGS TO LUMBER

THAT Reddy Kilowatt is quite a cut-up in our area's lumber industry! For instance, the East Texas timber region we serve is an area often called the land of sawmills. Many different types of mills convert native grown timber into quality lumber for the growing building needs of this Gulf Coast area and electricity is on the job in many of them.

A good example is the Hillister Lumber Company Inc. of Hillister, Texas. This is the first sawmill in the Beaumont Division to employ a "gang saw" to convert logs into rough lumber. This gang saw, operated by a 150 hp electric motor, consists of a series of saw blades, arranged vertically to form a moving curtain. As

the log passes through this curtain of lashing steel, it is quickly and easily sawed into rough lumber.

Although the conception of gang saws is not new, it is being adopted more and more in our region as a replacement for the circular saw more commonly used. Gang saws were believed to have had their inception in Germany in the Black Forest where they were developed as a conservation measure. With a gang saw there is less waste in the form of sawdust as the blades are thinner than in the circular saw and more actual board feet of lumber are produced from each log.

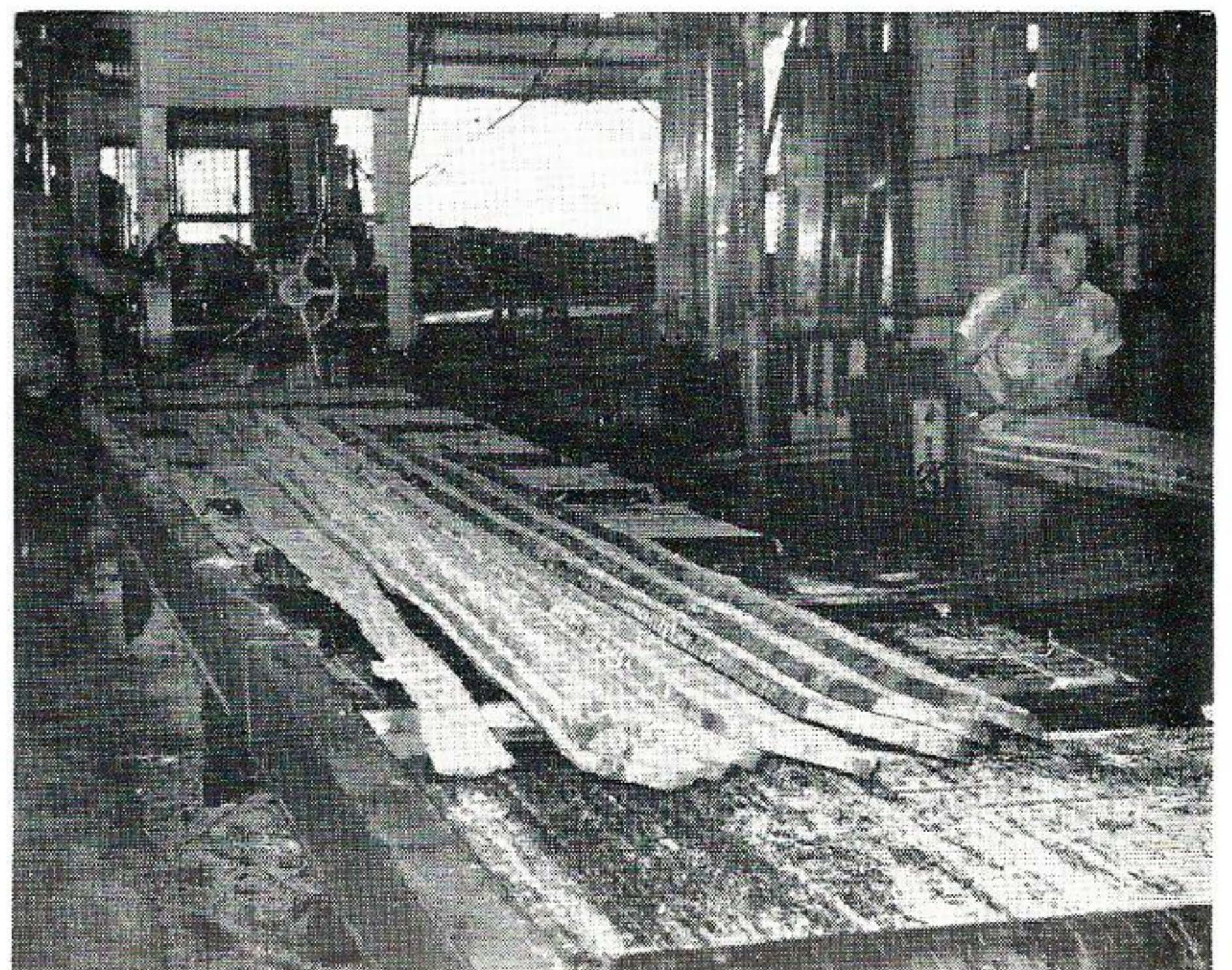
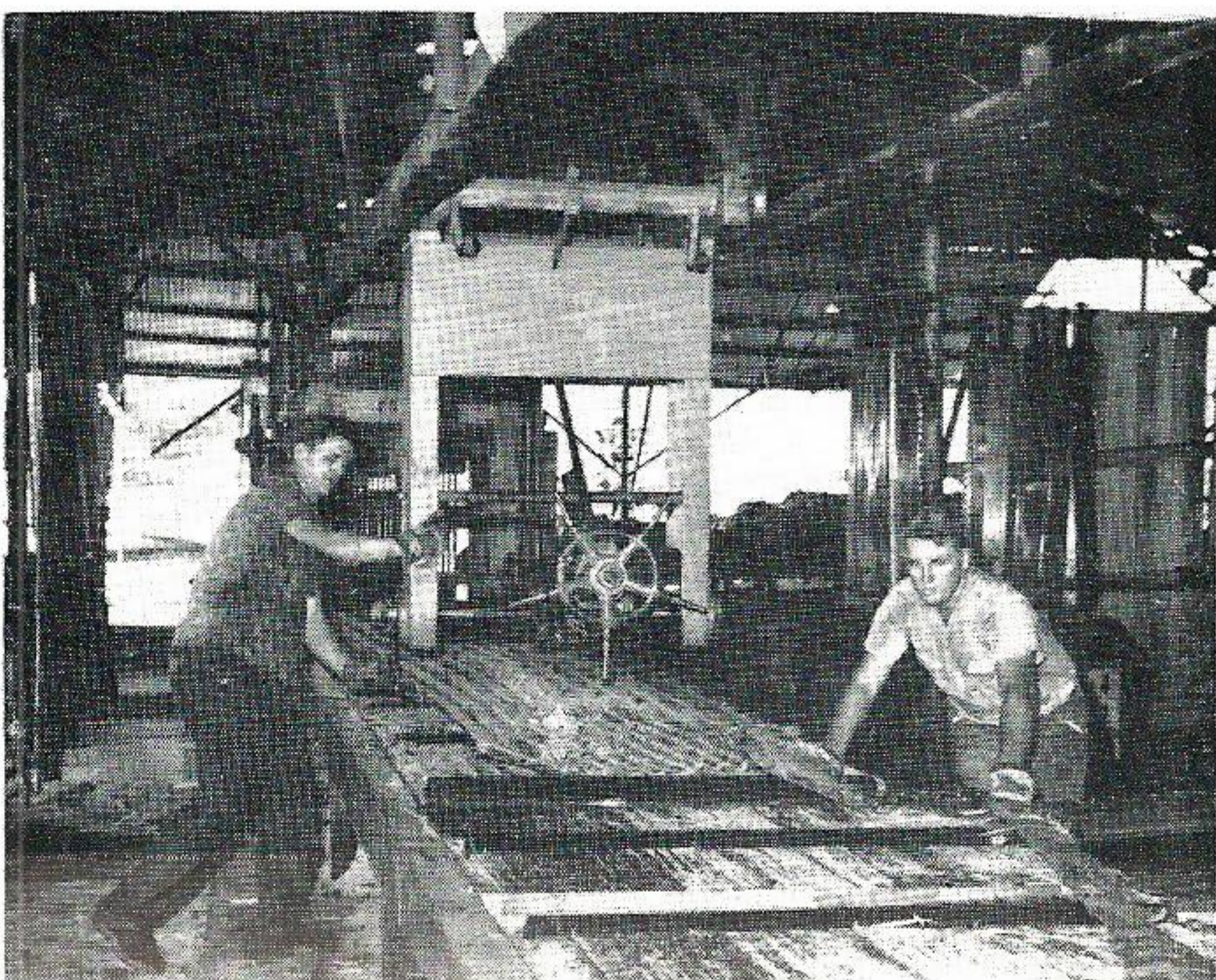
The unique factor of a gang saw is that of the sawyer riding the carriage

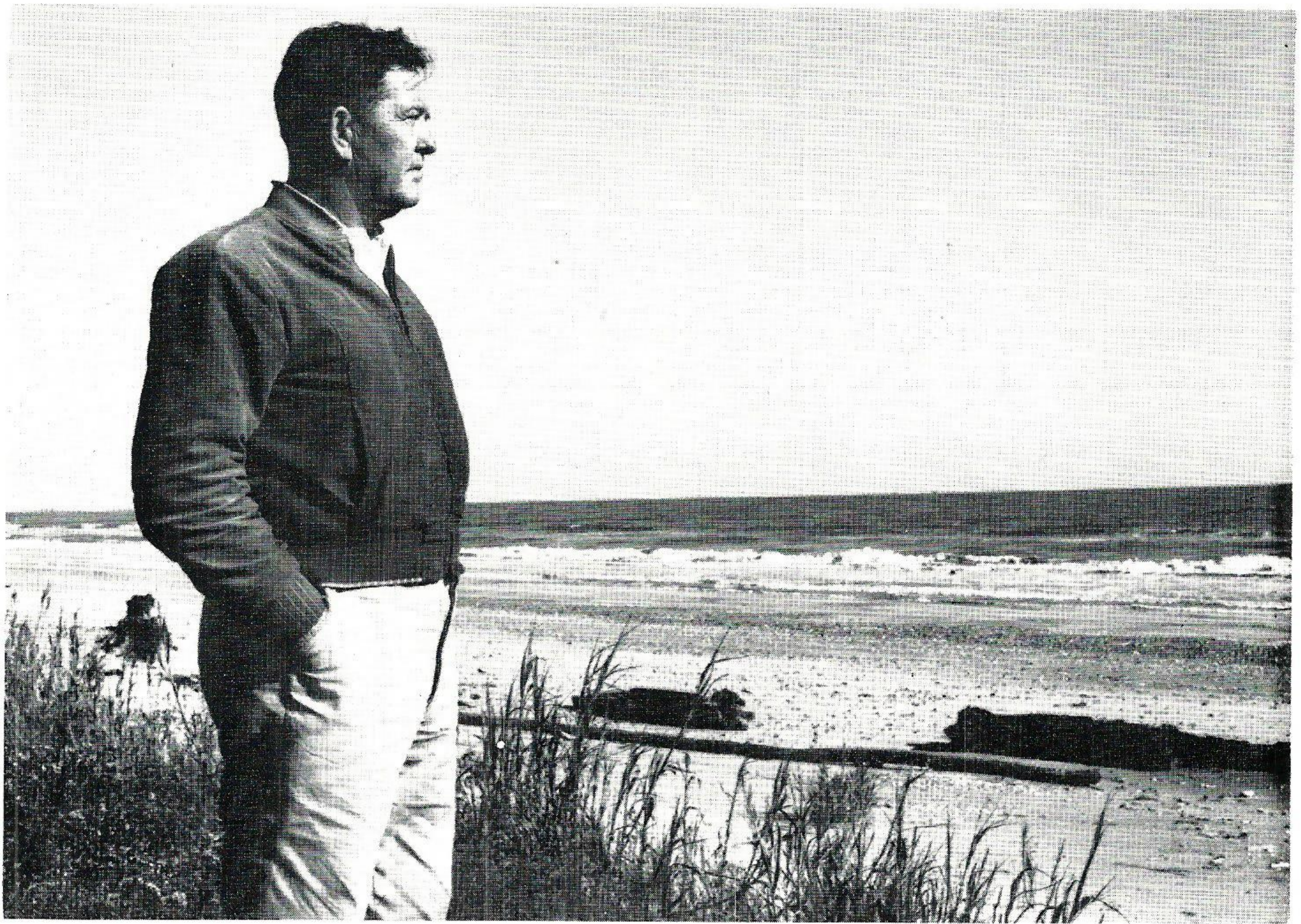
of the saw. From his perch atop the saw carriage, he loads, saws all logs passing through the saw blades, and makes any adjustments necessary in the operation of both the saw and carriage.

A 150 hp electric motor drives the gang saw at the Hillister Lumber Co. and this also makes possible the conservation of manpower necessary in handling logs, which is a big factor in any mill. Unlike the conventional carriage in most sawmills, propelled by a steam driven piston, the carriage of this gang saw is self propelled. The only need for steam at this mill is in the dry kiln where temperatures are slowly brought up to around 200°F and held from 72-80 hours in order to properly dry the lumber.

NOW MOVE IT. Workmen remove the jaws of the vise from the log after the entire log has passed through the gang saw. The vise prevents the lumber from going in different directions as the log is sawed into boards and carried down the conveyor belt.

INTO PLANER. After the log has passed through the gang saw the freshly cut boards are taken from the conveyor belt and run through the planer where they are manufactured into finished lumber. From the planer the lumber goes to the kiln for drying.





ON THE BEACH. P. H. "Pat" Lea, our Company's serviceman along the beach front from High Island to Bolivar, scans the sky over the

Gulf of Mexico for clouds which might bring fresh, welcome rain that would rinse salt accumulations from transformers, lines, and pole

hardware. Deeply tanned, with features etched by years of exposure to the elements, Mr. Lea serves one of our most unusual territories.

Servicing 30 Miles of Texas Gulf Coast Is the Job of . . .

Our Man On The Beach

P. H. "PAT" LEA, is a Gulf Stater whose job calls for a rare blend of ability, humor, patience and tact.

Pat, you see, is a man overburdened with the unusual.

As serviceman assigned to our Company's High Island-Bolivar Peninsula area, he patrols an unusual territory which has the Gulf of Mexico less than a stone's throw from our lines in many places. His "beat" covers some 30 miles straight down the coast and is only two or three miles wide at its widest point.

Another unusual factor of Mr. Lea's

job is the type customer he serves. Approximately two thirds of his customers are beach home owners. This causes heavy seasonal demands for power during the summer months and sporadic demands the remainder of the year. The majority of these customers are week-end visitors to beach cabins, coming from all parts of Southeast Texas. During the summer months they're absentee homeowners, coming down pretty regularly for the week-ends. In winter, they're pretty scarce.

These summer homes rely heavily upon electricity to operate water

pumps, ranges, deep freezers, television sets and numerous other electrical appliances. More and more of the homes being constructed today are including electric heating to make the traditional summer home a winter 'retreat,' providing year-'round enjoyment for the owners.

Area growth has been unusual too—unusually rapid. In 1948 there were approximately 1200 customers in Gulf States' entire Anahuac district. Today, on the beach front alone between High Island and Bolivar customers number more than 2600.

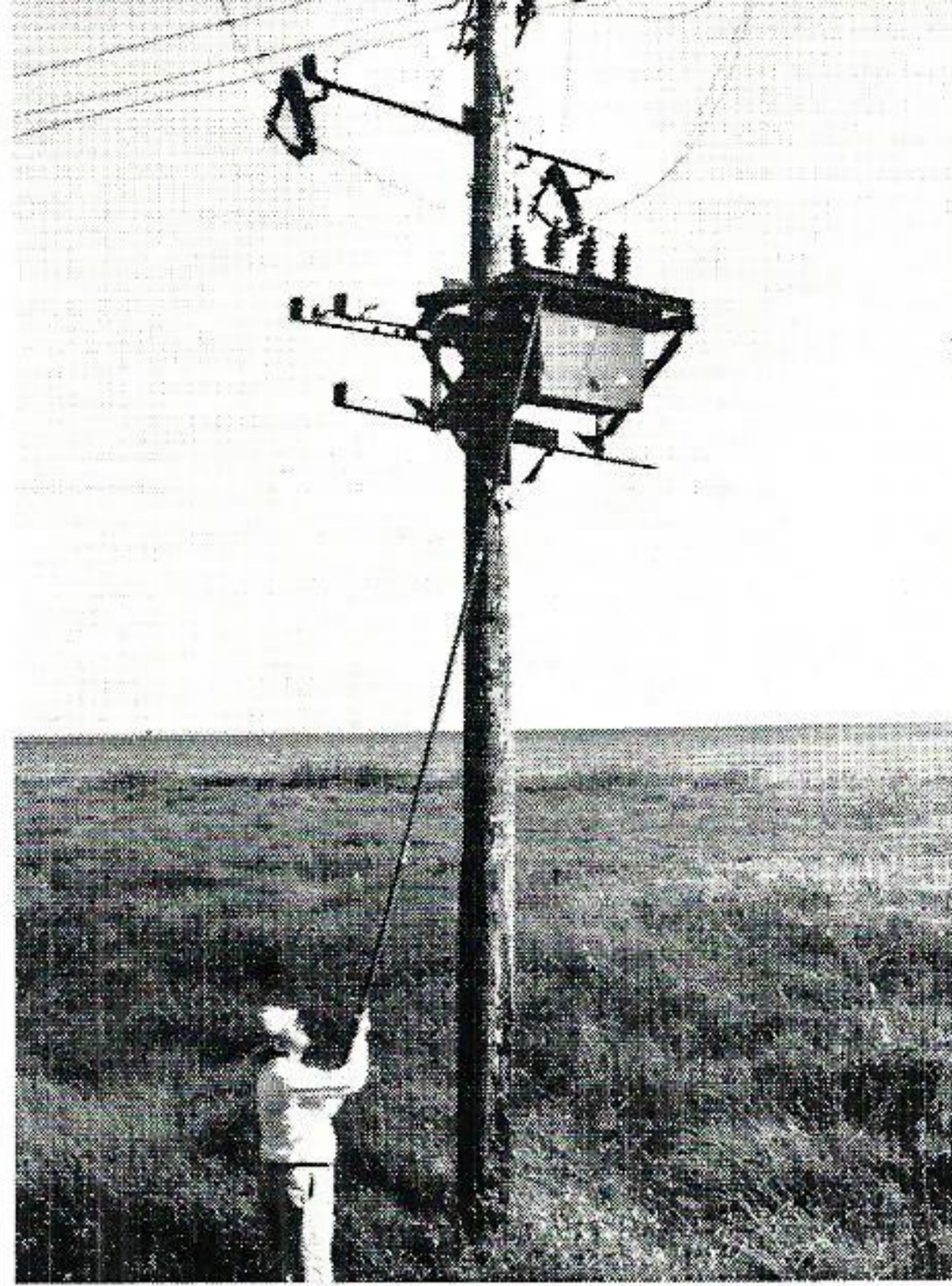
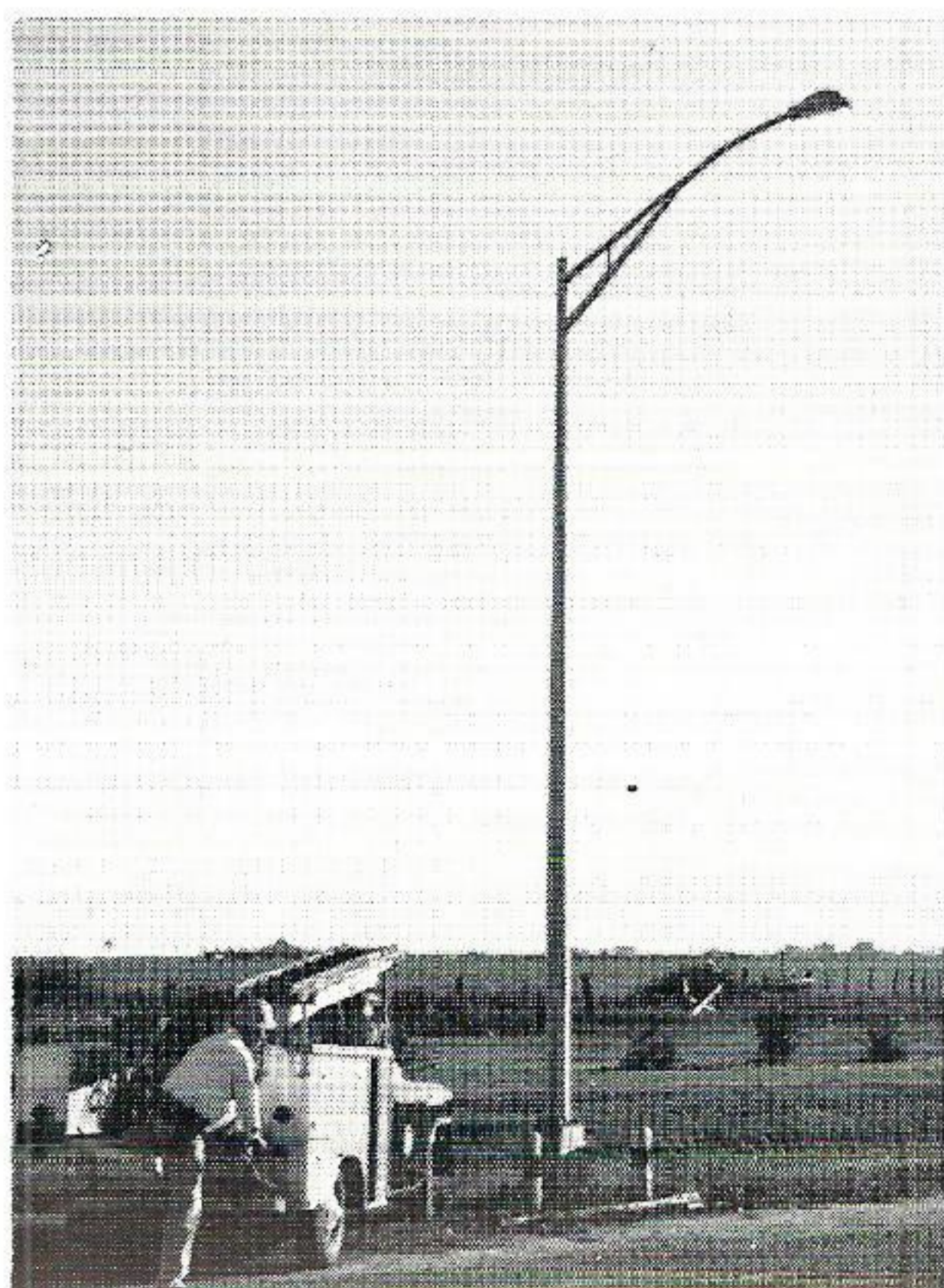
And, finally, weather conditions along the beach can be classified as unusual, even for this semi-tropical area.

"Our biggest service problems along this stretch are caused by the salty atmosphere," Mr. Lea commented. "When we get high winds from the South for a number of days without a rainfall, salt deposits rapidly build up on lines and hardware. The natives of this area refer to such conditions as a salt storm. When this happens, the salt accumulation on our lines and pole hardware can cause arcing, which, if not quickly corrected, results in circuit breakers kicking out and disrupting service.

Combats Nature's Forces

"The Company has tried a number of things to combat these forces of nature or to relieve some of the conditions which lead up to the trouble. One of these has been the installation of galvanized fittings where possible. The Company even built a new line and doped all of the galvanized fittings in an effort to slow down corrosion. To relieve the situation still further, a number of completely self protecting transformers were installed three or four years ago. Enclosed within these transformers is an overload device that will kick out when faults occur on the secondary side of the transformer, and the lightning arrester is constructed as part of the transformer. This is in contrast with the conventional type transformer with its separate fuse and lightning arrest-

END OF THE LINE—END OF THE DAY. Mr. Lea removes his gaffers after a busy day of climbing poles and inspecting hardware. Galveston Island may be seen along the horizon across the entrance to Galveston Bay. The aluminum pole pictured is one of several used to light the entrance to the ferry landing.



STONE'S THROW FROM GULF. Mr. Lea closes a circuit breaker on a transformer near High Island with the aid of an extended hot stick. This transformer, one of the Company's closest to the Gulf, contains its fuse and lightning arrester within the transformer case to reduce faults caused by salt accumulations.

ers. These would only serve as other peices of equipment upon which the salt would accumulate.

When this beach line was first built, aluminum conductor was used. In 1942 this was replaced by a copper-steel alloy type wire. This still failed to measure up to the unusual requirements of the area and the line was changed again in 1947, this time to a solid copper wire.

A 34 Kv line brings electric power to High Island from Stowell. Along the beach front, from High Island to Bolivar, the distribution line is 13.2 Kv. This line was extended from Caplen to Bolivar in 1948.

Uses Unusual Tools

Even the tools he uses are a bit unusual, Mr. Lea muses.

"A few years ago I periodically washed transformer installations with fresh water," Mr. Lea continued. "I did it with a tank trailer and pressure system rigged for this purpose by the shop in Beaumont. This job soon became too big for me to handle and crews now come from Beaumont to handle this chore whenever the salt conditions and the need justify the expense. Another maneuver the Company is trying in the battle with corrosion is the use of plastic case transformers, with the results still to be determined."

In the past, Mr. Lea was frequently confronted with the problem of burning poles. This occurred primarily on that portion of the line where ridge pins were used atop poles. Insulators

with greater porcelain surface have been installed on the section of 13 Kv line which is closest to the Gulf. These insulators withstand salt accumulation for a longer time than conventional insulators. Since we have pretty well gotten away from ridge pin construction, that is no longer a pressing problem.

The actual cause of the poles catching fire was from the salt deposits building up on the ridge pin. This would cause a leakage of current and those bolts holding the ridge pin on the pole acted as condensers, resulting in poles getting hot enough to burst into flame. This situation was corrected through the use of spring washers on bolts holding the ridge pin on the pole. These washers keep the pins tight and reduce the amount of arcing when salt deposits begin building up.

Winds Big Problem

"Many people think lightning gives us a lot of trouble along the beach," Mr. Lea added, "but it actually causes a great deal more trouble around the Winnie-Stowell area than it does here. Our big problem is with high winds when tropical disturbances move inland, but fortunately these don't hit us too often." Remembering Audrey, he quickly knocked on wood.

So, what with all the unusual aspects of his job, you can readily understand why Pat Lea has to "scratch his head" to come up with the answers on troubles in this unusual area.

FAMILIAR LANDMARK. Mr. Lea checks insulators and ridge pins on the line west of Caplan. The old light house in the background is a familiar landmark to many people travelling to Bolivar along the beach road and serves as a sign post reminding motorists that the ferry landing is near.



THIS IS YOUR LIFE . . .

on file

in The Personnel

Department



A PROMOTION IS OPEN. . . And E. W. Austin, assistant personnel manager, Beaumont, compares confidential individual records of Gulf

Staters who are eligible to fill it. The Company goes to great lengths to promote the most qualified and deserving man or woman.

THE story of your life, and of your achievements, is on file—under lock and key—in the 12th floor of the Main Office building in Beaumont.

There, in the Personnel Department, your confidential records tell where you were born and went to school, the extent and nature of your military service, when you were employed at Gulf States and the positions you have held since, what extra-curricular training or education you have undertaken, what your periodical physical examination shows about your health, and other miscellaneous but pertinent information.

All these facts are a part of the Personnel Department's functions. Your record is opened to inspection only at certain times in your career at Gulf States; primarily either when you are due for a pay or job-title progression, or when you are considered for a promotion or a new position.

No outsider—and darn few insiders—can look at your record. (While shooting these pictures, the Plain Talks photographer was requested not to show any details on the records.) The keys to the files are kept by clerks who are responsible for individual files. Only qualified personnel can request that the files be opened. Even staff members respect your privacy and only ask to look at particular records when needed for a specific reason.

"These personal records are a trust,"

comments E. W. Austin, assistant manager, Personnel Department, "And we don't violate it."

The records are of two types. First is the Salary Card, for employees on the Classified Payroll, which shows salary and job progression. These cards are tabbed by months, so that a clerk can pull the card during that month when the employee is eligible for a job progression or raise, and then notifies that person's supervisor or foreman who can take appropriate action.

The second set of files are the personal records: military, scholastic, physical, and the results of any tests you may have taken during your Gulf States career. These are filed in a separate room. The "Active" files are for employees currently working with our Company. "Terminated" files include employees who have retired or have been separated from our employment for other reasons.

Files on retired employees include reports from that employees' last supervisor, who visits the retiree annually to see how he is doing, and if he needs help or assistance of any kind.

These private records are kept for your benefit, to assure you that when our Company considers you for advancement, your achievements and records will not be forgotten, so that you can reap the benefits you are entitled to.



BLUE TAB. The blue tab on the employees' card indicates that he is eligible for either a job progression or raise. Personnel Clerk Wanda Douglas uses this system to keep supervisors and foremen advised.

Let's Read Our Mail



Dear Sir:

I would like to express my thanks and appreciation to you on a service you gave me recently.

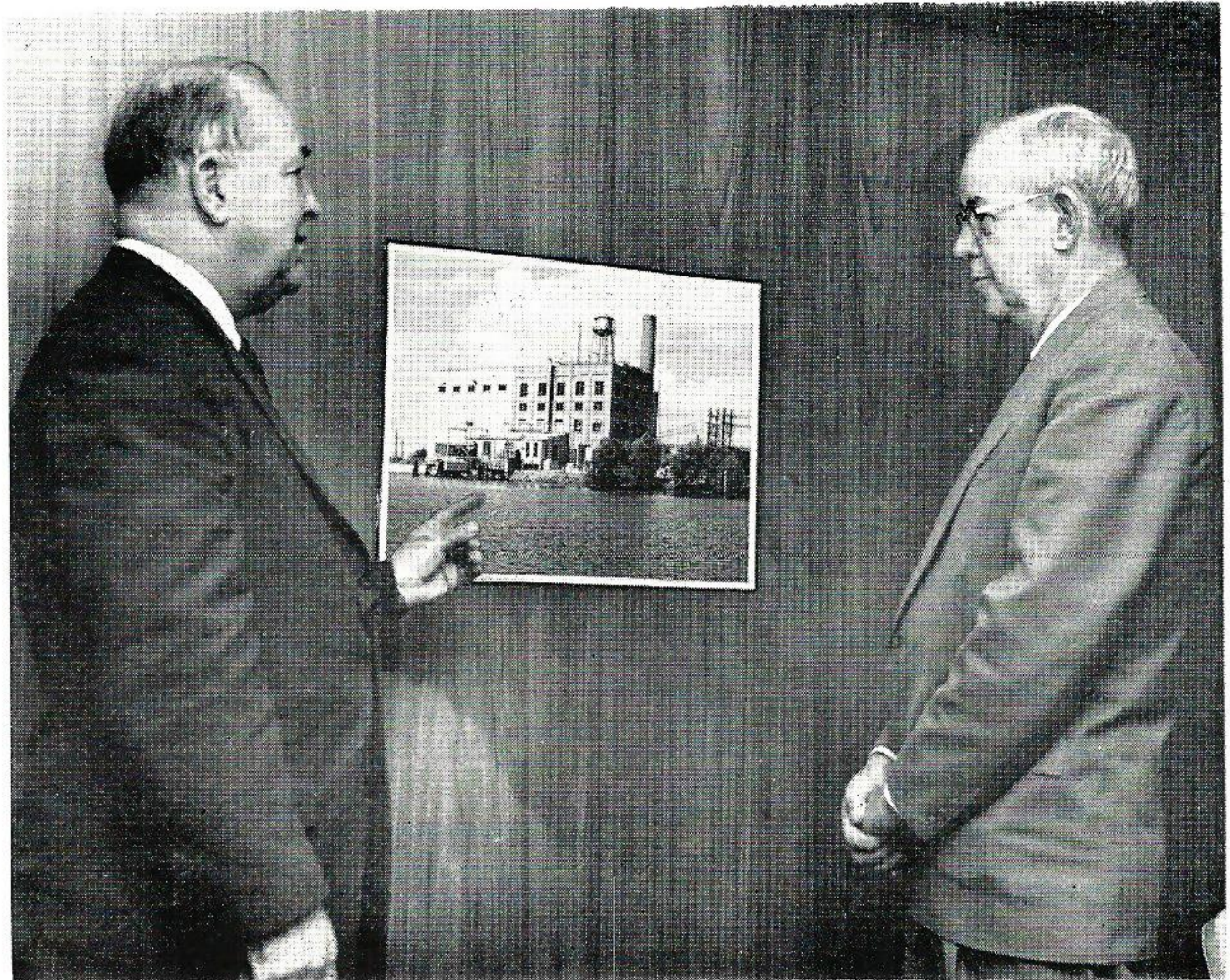
My central air conditioning unit was giving me trouble. It kept cutting out and after a trip by the repair man it was decided the unit was in good order and that it was the power causing the trouble. I called Mr. Peckham's department and right away he sent Mr. Alva Smythe to check. It took some persistent and thorough checking and surveying to find the cause. He found it and it was corrected immediately, now it is performing as it should.

I just want you to know I am glad to be a customer, as well as a small stockholder, of a company which has such a policy. Thank you again.

Sincerely yours,
E. F. Tiemann
2505 Broadway
Beaumont, Texas



LUCKY DRIVER. This Company car was wrecked badly in Navasota Division last month, when it skidded off a wet road into a tree. The hood and front fender were torn up. If the driver had not been fastened in by his seat belt, he might have suffered serious injury; fortunately, he only had bruises on his hands. Count up another testimonial for the effectiveness of seat belts. Don't ever drive without them.



RIVERSIDE IS SITE OF AUTOMATION. John A. Reich, left, system production manager, and R. E. Cargill, vice president in charge of engineering and production, discuss installation of the computer control system at Riverside Station

in Lake Charles. This will be the first application of computer control of an existing generating plant for handling peak loads and the prime contractor to install the system will be Allis-Chalmers. It will be completed in 1961.

At Riverside Station . . .

Company Installs Computer Control System

OUR Company will install the first computer control system in an existing electric generating plant in Riverside Station at Lake Charles, according to Ralph Cargill, vice president in charge of engineering, operations and production, Beaumont. Mr. Cargill said Allis-Chalmers is the prime contractor to install the system.

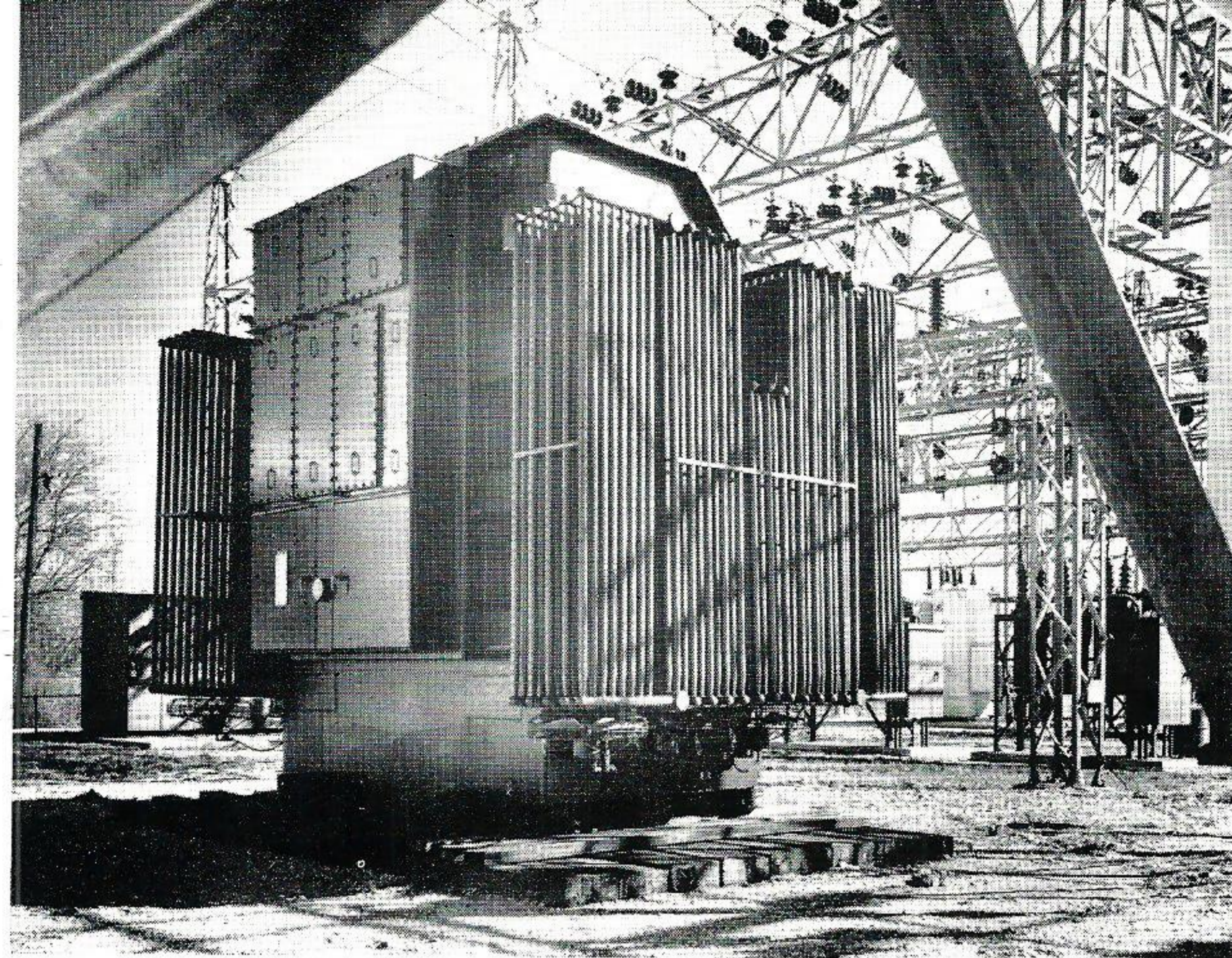
Plans for the installation were conceived by the System Production Department staff in Beaumont, working with representatives of Allis-Chalmers under the direction of John A. Reich, system production manager.

Installation of the computer control system at Riverside Station is another in a series of pioneering efforts undertaken by our Company to hold down the cost of electricity, in the face of ever-increasing operating costs. Responsibility for operation of the control system will be under the direct

supervision of L. R. Eddins, Riverside superintendent.

Commenting on how the installation will achieve economics in generating costs, Mr. Reich said, "Riverside Station will be used to provide power to meet electrical loads that occur when power requirements are greatest. When the power demand is down, the computer will automatically shut down the turbo-generators and start them up when the next peak period occurs. In addition, the new control system will make possible safer and faster start-up of the station, including boilers and steam turbines."

John Warmack, System Production Department, added, "Design work began November 14, and physical changes at the plant are scheduled to begin in January. Installation of the computer control system is estimated to require 10 to 12 months, with completion the latter part of 1961."



World's First . . .

Company Installs New Gas-Cooled Transformer

OUR Company recently placed in service the world's first 69 Kv vapor/gas cooled transformer, equipped with gas insulated load tap changer equipment.

The transformer, capable of serving 7,500 residential customers, was energized at the Company's West End substation in Beaumont. This transformer weighs 66,260 pounds and is rated at 7,500 - 9,375 kilovolt amperes. It was shipped to Gulf States from Westinghouse Electric Corporation's transformer division in Sharon, Pennsylvania.

Vapor-gas cooling is being pioneered as a cooling medium to replace oil, which has heretofore been used in transformers; especially those transformers used in areas where conventional oil-filled transformers would present a fire hazard.

The outstanding feature of this vapor-cooled transformer, which has a voltage range of 67,000 volts primary and 13,800 volts secondary, is that it is cooled by a non-toxic, fire and explosion proof, totally inert flouorocarbon compound. This compound has excellent cooling and insulating characteristics and together with sulfur-hexafluoride (SF₆) gas, operates very

effectively at pressures low enough to permit use of conventional transformer tank design.

TRACTOR TEAM TOWS BOILER DRUM. Three powerful tractors pitched in to help this big tractor truck maneuver Sabine Station's first 150,000 pound boiler drum slowly into position before construction workers raised it to its permanent position 105 feet above the ground. The steel drum is 49.6 feet long and 5 feet

2 1/4 inches in diameter with walls 4 1/8" thick. When the first unit is operating, the drum will maintain a level of boiling water at 2,000 pounds pressure and will provide space for release of steam. This will be the first controlled circulation boiler on any of Gulf States generating stations.



TOP TEN SCORE

DURING October our Company increased the systemwide kilowatthour consumption per home customer by 15 kilowatt-hours over the September usage.

Here is how our Top Ten communities scored for the month of October:

Nederland	4899
Liberty	4758
Orange	4745
Port Neches	4685
Beaumont	4590
Lake Charles District	4411
Baton Rouge	4381
Port Arthur	4199
Sulphur	4153
Vidor	3991

Women Are Weight Watchers

By DR. KARL W. ANDERSON

MEDICAL science has long suspected that American women suffer fewer ailments and physical impairments from being overweight than do men.

Results of the massive "1959 Build and Blood Pressure Study" released by the Society of Actuaries now confirm this.

But these results also reveal what may be a contributing reason: American women have on the average been doing something about their weight problems, while their men-folk have been letting the bulge in their waistlines go from bad to worse.

The results show up in a measurable difference in life expectancy.

There are probably several reasons why today's average woman in her twenties weighs about five pounds less than her mother did at the same age—and why women of all ages weigh several pounds less. Certainly one such reason is the woman's changed position in our society.

Thirty years ago countless women were still slaving over washboards, beating rugs by hand, doing manual chores on farms. This unquestionably demanded and resulted in a more muscular physique.

The woman of a generation ago had to have somewhat more weight in order to fulfill her role as helpmate and homemaker in a day before household automation.

To visualize this better, you need only to look at today's Russian woman. Vera Becall, who introduced American fashions at the United States fair in Moscow, stated in *Look* magazine that many Russian women are envious of the American woman's weight. "Oh, to have a figure like that! Then we could wear those clothes," she reports.

But not many Russian women are likely to achieve that objective so long as national policy requires that they handle pick and shovel or do other manual labor.

Another reason is today's wider variety of nutritious foods.

When Nikita Khrushchev was in the United States he made it a point to visit a supermarket. Within that supermarket, with its unexcelled variety of nutritious foods, lies part of the reason the American woman is able to eat a well-balanced diet and still maintain her figure. She has a choice unavail-

able to women anywhere else in the world.

Still a third reason is style. It is common knowledge that women exceed men in total numbers in the United States. This intensifies female "competition" for a man.

Whereas the Russian woman excuses buxomness because "our men want us that way," the American woman aims to be slim because she knows that a trim figure is more likely to help her "get her man." In the process she is giving herself a dividend of longer life.

The wise woman, however, will keep in mind these basic facts: The man she marries will, on the average, be 1½ years older than she is. But to begin with she already has about a 3½-year advantage over him in life expectancy. Therefore she is in effect five years younger than her husband.

This is one reason why the country has nearly 700,000 new widows each year. The number is growing. Until quite recently it was only 500,000 more each year.

Most women, bless them, still prefer not to become widows. Increasingly they will have to work at prolonging marital blessedness because the odds are strongly in favor of them outliving their husbands.

The same is true of their tendency toward arteriosclerosis, (hardening of the arteries), diabetes and an assortment of other ills which usually come with advancing years.

What this means is that women have a built-in advantage over men, but it is up to them to lay down the law about diet—subtly, coaxingly, and with all the wiles at their command—to the man of their heart.

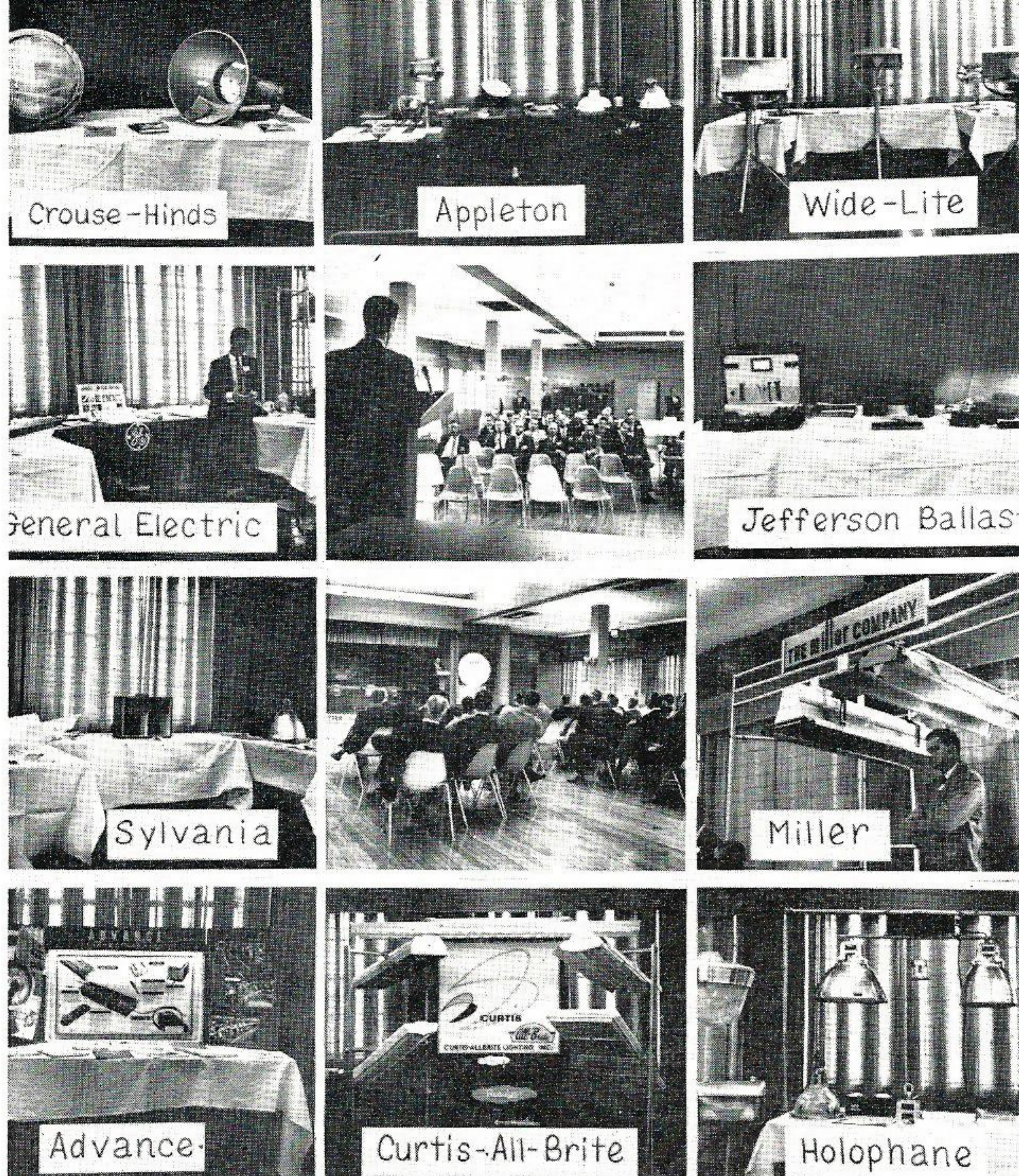
Lure him onto that 1,000-calorie-per-day menu. Get him to pare off the pounds, however gradually. Quit enticing him with extra helpings, rich desserts, and blissful disregard of the consequences.

The reward is clear: You'll improve your likelihood of going down that sunset path hand in hand, instead of dissolving yourself into the national statistic of 700,000-plus widows per year.



Promotions for the month of October were:

NAME	LOCATION	NEW POSITION
Mack T. Spears	Beaumont	JanitorBldgServs
Alex N. Moses	Beaumont	Draftsman
James N. DuBose	Beaumont	Draftsman
John H. Reeves, Jr.	Beaumont	Relayman 3/C
Ross C. Mitchell	Navasota	Apprentice T & D
Archie L. McCluer	Baton Rouge	Repairman 1/C
Harold E. Crisler	Baton Rouge	ApprenticeGas
George Barber	Baton Rouge	LaborerGas
Rufus S. Banks	Baton Rouge	LaborerGas
Eddie J. Moore	Baton Rouge	Lineman 4/C
Simon A. Laborde	Baton Rouge	Lineman 2/C
Frank R. Hutchinson	Baton Rouge	S/Sta Mech 2/C
Mavis F. Watts	Baton Rouge	StenoSr
Buddy E. Mullen	Maringouin	District Serviceman
Raymond J. Delaune	Port Allen	Lineman 2/C
Thomas L. Clouatre	Port Allen	Lineman 1/C
Jerry A. Cormier	Lake Charles	Apprentice T & D
Richard F. Dietlein	Lake Charles	Apprentice T & D
James A. Fugitt	Lake Charles	S/Sta Mech 3/C
Hubert J. Faulk	Lafayette	Lineman 4/C



Beaumont Sales Conference

SOME thirty persons from our Sales Departments attended a two day Industrial and Area Development Sales Conference in Beaumont, November 10-11 and heard discussions on: contracts and rates by Harold Mortimer, supervisor of the Rate and Depreciation Department; power bills by George Dunlop, assistant treasurer, Systems and Procedures Department; and a paper by Lionel Dugas, superintendent, Commercial and Industrial Sales, and Y. L. Hughes, supervisor of Project Engineers, entitled "What Utilities Are Doing To Provide Quality Service".

Thursday afternoon's session was devoted to industrial lighting and eleven companies displayed lamps and fixtures. A number of manufacturers and industrial representatives were guests for this meeting, highlighted by five manufacturers representatives, who discussed floodlighting and the application of mercury vapor fixtures and 1500 milliamper fluorescent luminaires.

Dick Landry, supervisor of lighting sales promotion, served as moderator

for the panel discussion held at the conclusion of the lighting presentations.

The meeting was concluded Friday afternoon with a conference by Area Development Department personnel as to the need for revitalizing interest in the Area Development work on the part of citizenry of our communities. The group also analyzed the goal of our Company's advertising program on both national and local levels.

gulf staters in the news

Three Beaumont Gulf Staters were recently named committee members of the 1961 South Texas State Fair sponsored by the Beaumont Young Men's Business League. Committeemen are **Oscar Baxley**, exhibits and concessions division; **Neil Jordan**, domestic division; and **Fred Tenholder**, public relations, special events and finance.

over the COFFEE CUP



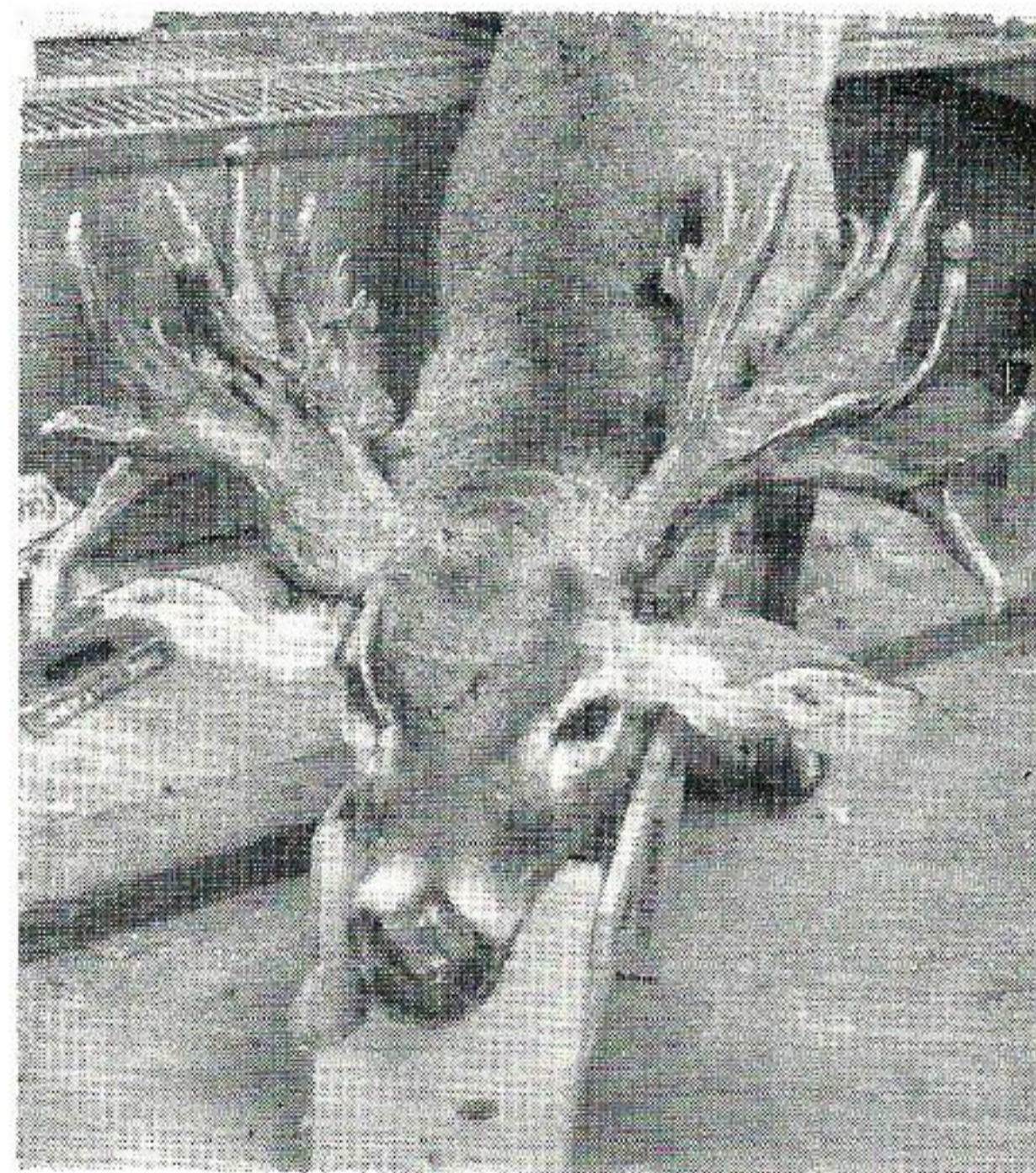
JOE GRESKO, line crew helper, Lafayette, and **Miss Delores Olivier** were married November 12 in the Arnaudville Catholic Church. The newly-weds will make their home in Lafayette.

J. J. Hopkins, line foreman, and **C. A. LeBlanc**, assistant storekeeper, are the proud owners of new Comets.

Mr. and Mrs. J. R. Peckham vacationed in Hot Springs, Arkansas, for a week. Mr. Peckham is Lafayette District superintendent. **Mr. and Mrs. C. A. LeBlanc** vacationed in New Orleans, Louisiana, for a week.

Other Lafayette employees vacationing last month in order to do some fishing and hunting were: **E. Rauschenberg**, **Joe Olivier**, **Honore Miller**, **Charles Gary**, **O. L. Romero**,

J. C. Daigle, **Horace Trahan**, **R. E. Compton**, **Paul Dugas**, **Bernard Wiltz**, **Jim Richardson**, **H. T. Buckalew**, **Paul Broussard**, **L. J. Pitre**, **Renix Broussard**, **John Petitjean**, **Cesaire Guidry**, **John Landry**, and **Rufus Mier**.



HUNTING TROPHY. This 51 point buck was killed by a Navasota high school boy in Grimes County. Although not killed by any of the Navasota employees, Jeanette Sangster sent in the picture as a matter of interest.



RECENT BRIDE. Miss Anna Lusk of Baton Rouge became the bride of James W. Tucker November 19 in St. Francis Catholic Church in Baton Rouge. Mrs. Tucker is the daughter of Mr. and Mrs. A. P. Lusk, labor foreman at Louisiana Station.

Some Lafayette employees attended recent LSU football games. **Charlotte Guilbeau**, departmental clerk, attended the LSU—Tulane game in New Orleans November 26. **Mr. and Mrs. J. H. Beaugh**, attended the LSU-South Carolina game. Mr. Beaugh is district serviceman in Church Point Louisiana. **Willie Cox**, and husband, spent Thanksgiving Day in Lake Charles with her parents.

Miss Jackie McBride, customers clerk in Church Point, Louisiana, is walking on Cloud Nine these days. Jackie recently received a diamond engagement ring from Mills Vautrot of Opelousas, Louisiana. They plan to be married February 11.

—By Cynthia Trahan



J. F. SIMONSON, substation supervisor, enjoyed the last three weeks of his vacation fishing at Bull Shoals Lake, Arkansas. Mr. Simonson also attended the General Substation Foreman's Meeting in Beaumont November 2-3.

Charles J. Reifsnider, relayman, his wife and children vacationed recently in Florida. While there, they visited Charles' mother and father.

—By Jo Ann Burnett

CHARLES GLASS, industrial engineer in the Lake Charles Sales Department, and **Miss Gretchen Elkins** of Lake Charles were married November 19 in Lake Charles. Charles and Gretchen honeymooned in Mexico City and Acapulco, Mexico. They are now at home at 3116 Aster in Lake Charles.

Mr. and Mrs. E. L. Granau are back from a vacation at Lake Hamilton, Arkansas. Fishing was fair and the weather and country beautiful. Vacationing also were **Mr. and Mrs. Fred Johnson**, who went to the Smokies.

—By Fay Denney

E. W. WARD and his wife took a vacation during the month of November. They visited relatives in Texas. Mr. Ward is the operating supervisor in the Lake Charles Line Department.

Whitney Keller, Whitney Keller, Jr. and Francis E. Mathis went fishing at Big Lake south of Lake Charles and brought home 40 specks and three drums. Whitney and Mathis also went to Black Lake where they caught four nice size red fish and six drums. Whitney is a labor foreman and Mathis is a line foreman in the T&D Line Department.

—By Majorie Leone



CHRISTMAS is the news for this month from Louisiana Station. The Yuletide season is here at last and the Short Circuit Club Christmas Dance is December 17.

Mr. and Mrs. N. B. Bankston recently returned from a vacation in Canada and the Smoky Mountains. **Percy Walters** is back at work after a vacation of traveling.

Rufus Ryland is the very proud owner of a new black Renault.

—By Gayle Miller

ONE of the happier faces seen at Willow Glen Station during November, was that of **Eddie Atkinson**, control operator foreman. Eddie won an amount of \$516.31, by guessing the nearest amount in the cash jackpot at the opening of a new branch bank in Baton Rouge, Louisiana. With Christmas so near, everyone would enjoy being as fortunate. Congratulations Eddie!

Those from Willow Glen Station that enjoyed trips or their favorite sports and hobbies during November vacations were Messrs. **A. J. Matherne, W. L. Jones, J. L. Bruce** and **D. P. Reynolds**.

Dora Landaiche was surprised on her birthday with her favorite, a delicious lemon flavored cake. The cake was presented to her by the office staff at Willow Glen Station, where she is departmental clerk.

—By Dora Landaiche



NOVEMBER BRIDE. Miss Kathren Fanette, daughter of Mr. and Mrs. Ben Fanette, Beaumont, became the bride of William Eugene Fouts, son of Mr. and Mrs. Hebert E. Fouts of Port Arthur, November 26.



A hearty "welcome" was extended to **Omar K. Cassidey**, on his transfer from the System Relay Department to the Port Arthur T&D as relayman first class. Mr. and Mrs. Cassidey and their two sons, **Fred** and **Rodney**, will make their home at 3828 Lewis Drive, Port Arthur.

Another hearty "welcome" was extended to **David Broussard**, a new employee in the Port Arthur Meter Department. Mr. and Mrs. Broussard have one child, **David**, ten months old. They make their home at 2000 Rose-dale Drive.

—By Helen Powell

MARY JO THOMPSON, Port Arthur Division Sales Department stenographer, is walking around with her left hand high in the air—and not because it is light but because it is heavy; her third finger is broken. She is wearing a beautiful engagement ring and is making plans for a December wedding to **John R. Jurisich**. Not only do we lose her to John but to Dallas also as John is now a Dallasite.

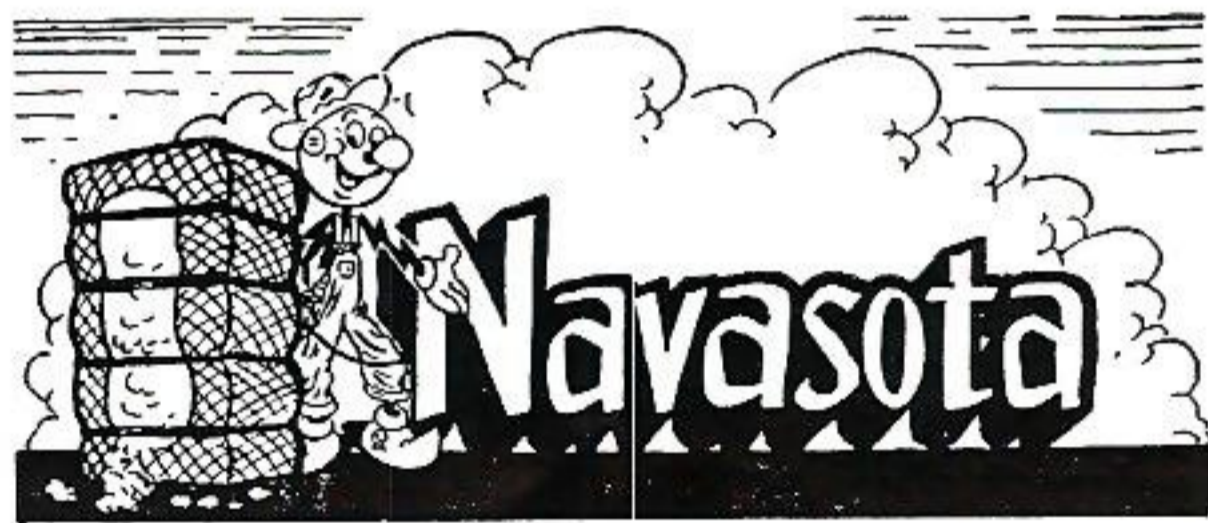
C. G. "Blackie" DeCuir, residential sales supervisor, is planning a deer hunt again this year. Watch the "Coffee Cup" next month for an "accurate account" of this safari.

Not all the Port Arthur gals were as lucky during the recent Cav-OIL-cade as **Helen Jones**, wife of **J. Kirby Jones**, superintendent of sales. Mrs. Jones had her picture taken with the celebrity of the celebration—none other than **Tony Bennett**.

—By Rosemary Vaught



NOTED SPEAKER. Clayton Rand, center, was recently guest speaker at a joint meeting of the Sabine-Neches Association of Purchasing Agents and the Beaumont Sales Executives Club. Mr. Rand is a noted author, syndicated columnist, and lecturer from Mississippi. His column "Rand's Editorials" appear in newspapers throughout the United States, including the Beaumont Enterprise. Instrumental in bringing Mr. Rand to Beaumont were Howard Hicks, left, president of the Sales Executives Club and executive vice president and general manager of the Beaumont Chamber of Commerce, and J. P. French, right, president of the Sabine-Neches Association of Purchasing Agents and director of purchasing, Beaumont.



DEER season is in full swing in the Navasota area. Reports of kills are rapidly increasing. **Larry Hard**, assistant engineer, killed an eight point buck on Keyser's Ranch south of Stoneham. **Jasper Rumfield** shot a six pointer on Mud Branch Lease south of Dobbin. A location between Anderson and Carlos was where **Wayne Hiter** killed a spike buck, which is legal this year. **John Haltmar** killed a three point buck on the Allen Ranch at Piedmont. The buck with the largest number of points reported in the Navasota area was a fifty-one point deer killed south of Plantersville.

Other deer hunters include **R. C. Cowen**, truckdriver for the storeroom, who spent a portion of his vacation in Rifle, Colorado, deer hunting. He bagged two deers, both seven points.

Shorty Dupree, garage mechanic, also bagged his limit, one seven point and an eight pointer.

Vacationers for the month of November in the Navasota Division were: **A. W. Baird**, **Phil Newman**, **J. L. Haddox**, **R. P. Griffith**, **Bill Richard**, **Jeannette Sangster**, **Anita Boles**, **Bernice Fread**, **Dorothy Dickschat**, and **H. S. Hereford**.

—By Rose Ann Pry

CALVERT

CHARLES RAY SMITH, meter reader, Calvert, killed one of the first deer to be killed this season in Milam County. He is taking his vacation to coincide with the deer season.

Billy H. Burke is taking the last week of his vacation beginning December 20. He saved his vacation for deer season too.

Goree Matthews, superintendent, Calvert, spent the Thanksgiving holiday in Trinity, Texas. He also went deer hunting, but had no luck. He plans to go again soon and get his limit.

—By Louise Satory

CLEVELAND

GET out the fat and the frying pan! **Bob Singletary**, serviceman, brought home a big buck from his hunting trip on his recent vacation. He reported he had made the kill not far from Huntsville.

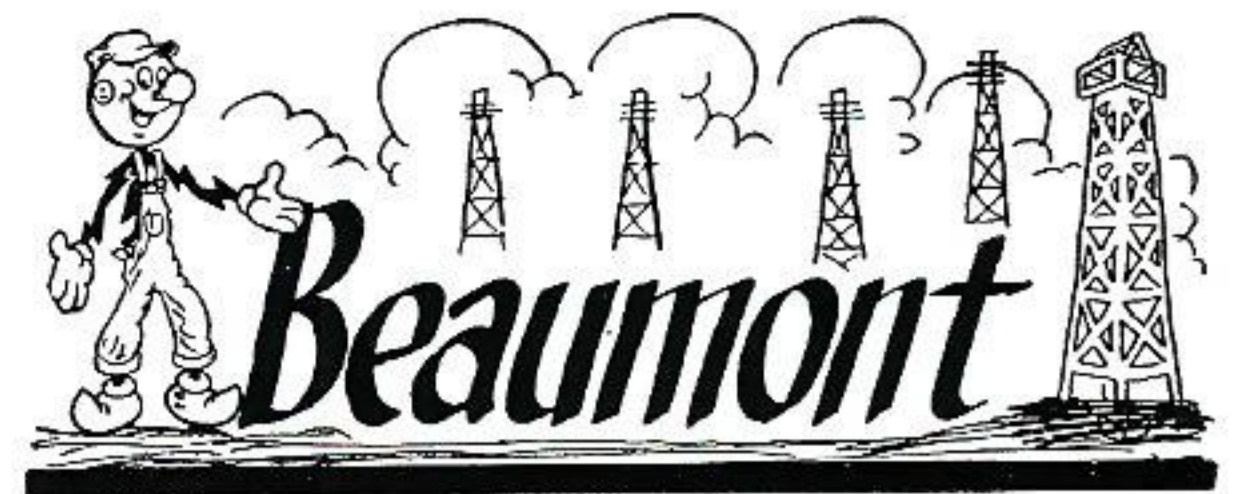
Oh, and speaking of vacations, Cleveland has been loaded with them. **June Ayers** has just returned from a week off, in which she did some shopping in Houston and saw Bob Hope, Mickey Mantle, and Jerry Lewis at a benefit football game at Rice Stadium. **Jane Bazzoon**, your reporter, is on vacation at the time of this writing for two weeks. She went to Dallas to visit relatives. **Frank Robinson**, commercial sales representative, and **Brent Powledge**, serviceman, were on vacation also, both were reported to be out hunting.

Another Gulf Stater was in the news recently. **Linda Morgan**, local office clerk, represented the classes of the fifties as Homecoming Queen at the annual homecoming at Tarkington High School.

Larry Joe Lee and family reported they enjoyed the Shrine Circus in Houston very much.

—By June Ayers

DOG SHOW WINNERS. Jane Fredericks, daughter of J. A. Fredericks, T&D meter foreman, Baton Rouge, shows off her registered toy Manchester terriers, "Little Joe" and "Jane's Missy". "Candy", the mother of the pups, keeps a close watch on Jane and the pups.



Live Wires Club To Increase Dues

ALL Live Wires members should have received their ballots on the issue of dues increase at this time. We hope that each member has voted and returned his ballot, so that we can get a majority of the member's opinions on the matter.

If the dues increase is adopted, there will also be an initiation fee for all members joining the club after January 1. If any of you non-members wish to join the Live Wires Club, you will save ten dollars by doing so now. Join now and save money.

Many members have raised questions concerning the new club-house. There is not too much to be reported at this time. The directors stated that they will not let the Club get into debt for a new clubhouse. The clubhouse will be built in stages, as the money is raised.

Our recent Bingo Party was quite a success. Mrs. George Irvin was the big winner of the evening. Christmas, as well as Thanksgiving dinner, was taken care of when Jo Ann won two of the turkeys. There were a few mild cries of fraud, as George was one of the number callers.

Merry Christmas and Happy New Year to ALL.

—By Bill Blanton

VACATIONING in Waco, **Norman Ener** and family attended the Baylor-A&M football game which Norman enjoyed so much that they returned to Waco two weeks later to see the Baylor-Texas game.

Mary Dewey and husband, **Fred**, spent an enjoyable week's vacation last month relaxing at home.

Clara Lackey, **Beverly Sheffield**, **Gwen Fischer** and **Joy Hughes** were co-hostess at a baby shower October 18 honoring **Betty Germany**. Betty received many useful gifts. **Aline Gandy**, Mrs. Germany and **Ann Chapman** were all bidden adieu by their fellow employees on November 1.

—By Glenda Milner

DOROTHY SIMS, Beaumont IBM Accounting, soloed recently and it wasn't vocal. The only thing that was sung were the praises of Dorothy's flying instructor who viewed the solo from a safe position on the ground. To the instructor's relief and Dorothy's good fortune, the flight was a complete success and Dorothy is well on her way toward earning a pilot's license.

—By Alice Maldonado

FLASH—More disturbing events transpire at the **V. B. Hereford's** of the Statistical Department. Latest hard luck happening—son **Kelly** contracted Scarlet Fever, very unusual these days. There was a ray of sunshine, however; he progressed rapidly.

Hank Rouse gets the bird—he was one of the lucky winners of a turkey in a contest sponsored by Downtown Beaumont Unlimited, an organization of Beaumont merchants. Hank is a junior accountant in the Statistical Department.

Family Reunions Galore—**Billie Jean Hamilton**, Beaumont Stenographic and **Virginia Barfield**, Beaumont PBX were both in Houston for Thanksgiving Day and each was attending a reunion of her family. Probably there were so many they had to hold the events in Houston in order to have enough room.

—By Ward McCurtain

WE welcome **Howard "Pappy" Sandefer**, residential sales representative, back after another little stay in the hospital. He says he is still a little dizzy but we told him that wasn't unusual. "Pappy" seems to be spending a lot of time in the hospital lately—it must be the pretty nurses.

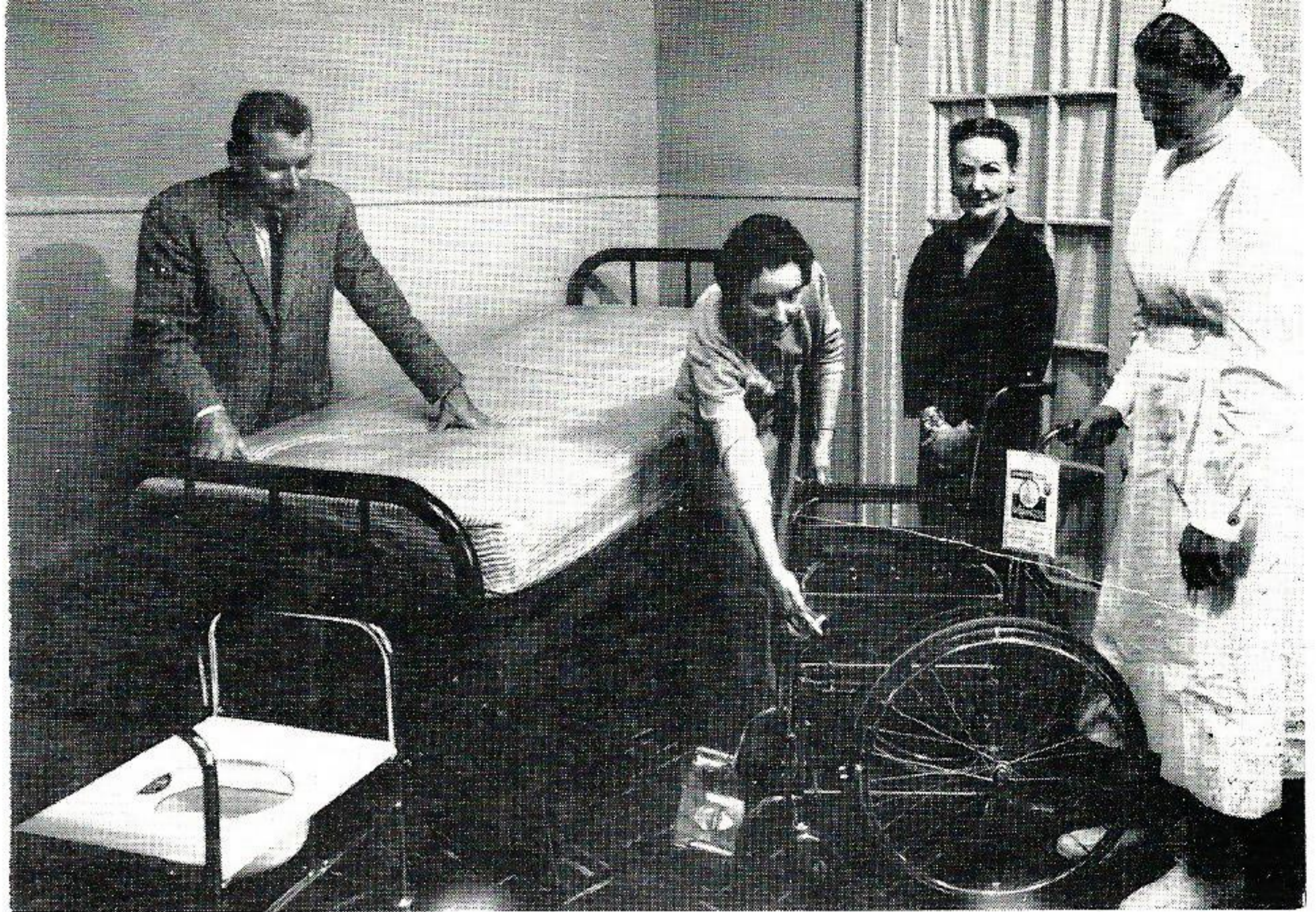
Flo Wenzell, Sales Department stenographer, has as house guests this month her mother and aunt, Mrs. Charles Pullen and Mrs. William Whynanez from Hightstown, New Jersey.

A. B. Wilson, Beaumont district superintendent, and his wife enjoyed a few days vacation traveling to Tyler and areas of East Texas. They drove through the rose gardens at Tyler and enjoyed the beautiful Autumn colors so prominent this time of the year.

Frances Fuchs, home service advisor, enjoyed a visit from her son and daughter-in-law, **Ernest and Shirley Fuchs** from Atlanta, Georgia. While here they visited friends and relatives and spent one day in Houston. They had Thanksgiving dinner with Mrs. Fuchs and then returned home.

—By Flo Wenzell

LINDA CHAPIN, IBM Key punch, became the bride of **LaRue Haynes** on November 11. The couple is wished every happiness.



HEART ASSOCIATION GIFTS. As its major service project of the year, Pho Kappa Chapter of Beta Sigma Phi, Beaumont, last month donated three valuable items of hospital equipment to the Sabine District Chapter of the American Heart Association. Mrs. Pat Fukes, center, Beaumont Personnel Department, president of Beta Sigma Phi, displays the new

Sally Dowden spent a week's vacation at the family farm near Florine, La. Sally got in a little horseback riding and a lot of relaxing.

Gwen Fischer attended activities of the Rice-A & M game; **Jean Stanley** journeyed to Austin for the Texas-A & M game.

Everyone enjoyed the Thanksgiving holiday with a lot of turkey and a lot of football. The outcome of the the Texas - A & M game was greeted with cheers by at least three Texas fans: **Gwen Fischer, Betty McCord, and H. P. Robichau.**

Maxine Glenn, Order Processing, and family went to the Dowden farm near Florine to look at horses. The day was beautiful and the trip very enjoyable.

Melba Magee and family, **Clara Lackey** and family went to Houston to visit relatives for Thanksgiving.

Mary Dewey and husband, **Fred**, spent Turkey-Day in Orange with members of her family.

—By Glenda Milner

BETTY WELCH of the Construction Budget Section attended the Cinema in Houston on November 19.

Bobbie Arnold, previously of the Records Management Department Department, left Gulf States on November 18. She has joined her husband in Houston where he has recently been employed by Continental Oil Company.

During the first week of November, **Mr. and Mrs. J. A. Reich** visited their daughter and son-in-law: **Mr. and Mrs.**

portable wheel chair, bed and bedside commode to Mrs. Evelyn Mapes, the sorority's service committee chairman, Miss Camille Belton, R. N., out-patient supervisor at Municipal Hospital, and Dr. Stewart Williams, immediate past president of the Sabine Heart Association, who accepted the gifts.

L. J. Walsh, and their grandchildren: **John, Brian, and Kathy** in Minneapolis, Minnesota.

—By Frances Linthicum

CONGRATULATIONS are in order for **Van Kitchens** and his bride. Van works in the Orange T&D Department.

Recent vacationers in Orange are **Charles Saunders, Charles Degner, Walter House, J. P. Pevoto and Wanda Picard.** Wanda visited her husband who is stationed at Fort Hood, Texas.

Mr. and Mrs. Royce Scales and infant son recently visited the office after a two years stay in San Francisco. Cherry used to be the PBX operator in Orange for three years.

Two more ex-employees (both home service advisors) recently had baby boys. One of them is **Alida Thistleton** who now lives in Parkersburg, West Virginia and the other is **Beth LeBlanc** who still lives in Beaumont. We're really very proud for both of these mamas.

Mr. and Mrs. Buck Wingard recently moved into a new home in Bridge City. Buck spent his last week of vacation deer hunting. He got his deer but fell out of a tree in the process. He says it was worth it.

Jaunita Ownsbey has been in the Orange Memorial Hospital with a kidney infection. We all hope Juanita will soon be on her feet again.

—By Reba Willey



Mr. and Mrs. Vernon "Sonny" Horstmann on the birth of their son, **Dane Craig**, November 10. Mr. Horstmann is a senior engineers assistant in the Lake Charles Engineering Department.

Mrs. Margie Rogers, who was recently employed in the Lake Charles Engineering Department, on the birth of a son, **Michael Scott**, November 18.

Mr. and Mrs. Gene Montgomery on the birth of their son, **Dawayne Allen**. Mrs. Montgomery was formerly employed in the Stores Accounting Department in Lake Charles.

Mr. and Mrs. Vic Gayle on the birth of their granddaughter, **Margaret Adelia**, the daughter of **V. P. Gayle, Jr.**, on November 25 in St. Therese Hospital, Beaumont. Mr. Gayle is sales promotion director in the System Sales Department, Beaumont.

Mr. and Mrs. Malcolm "Squirt" Williams on the birth of their second child, a daughter, **Karen Ann**, October 6. Mr. Williams is an area development engineer in the Lake Charles Sales Department.

Mr. and Mrs. John Warmack on the birth of their son, **Robert Leslie**, on October 20, in Baptist Hospital, Beaumont. Mr. Warmack is an engineer in the System Production Department, Beaumont.

Bobbye and Larry Rigsby on the birth of a son, **Larry Scott**, October 29. Bobbye is a former employee in the order processing section of the Billing Department, Beaumont.



Mr. and Mrs. Charles R. Lopez, on the birth of their son, **David Allen**, November 23. Mr. Lopez is an office engineer at Neches Station.

Mr. and Mrs. Raphael W. Roy, Jr. on the birth of their first child, a daughter, **Denise Elaine**, November 17. Mr. Roy is an employee in the Gas Service Department in Baton Rouge.

Mr. and Mrs. George Bunch on the birth of their granddaughter, **Donna Marie**, on October 26. Donna Marie is the daughter of **Mr. and Mrs. Fred Bunch, Sr.** Mr. George Bunch is store-room assistant at Louisiana Station.

Mr. and Mrs. Robert Riviere, Baton Rouge, on the birth of their first child, a daughter, **Pamela Marie**, October 20. Mr. Riviere is employed at Louisiana Station.

Mr. and Mrs. David Thornhill, Baton Rouge, on the birth of their daughter, **Rebecca Sue**. Mr. Thornhill is employed at Louisiana Station.

Mr. and Mrs. Robert Domingue, Lafayette, on the birth of their daughter, **Laurie**, on October 29. Mr. Domingue is a serviceman in the Lafayette District.

Mr. and Mrs. Jeffery Derouen, Lafayette, on the birth of their son, **Harvey**, October 22. Mr. Derouen is employed in Lafayette.

Mr. and Mrs. Robert A. Green, Beaumont, on the birth of their daughter, **Tammie Lynne**, November 8, in Baptist Hospital in Beaumont. Mr. Green is employed in the Beaumont Engineering-Building Services Department.

Mr. and Mrs. J. L. Hard on the birth of a son, **James David**, on October 29. Larry is employed in the Navasota Engineering Department and his wife, Barbara, formerly worked in the Navasota Storeroom. The Hards also have two daughters.

Betty and John Haltmar on the birth of a daughter, **Penny**, on October 25. The Haltmars have two other daughters, **Bev** and **Donna**, and a son, **Joe**. John is employed in the Navasota Engineering Department.

SYMPATHY TO:

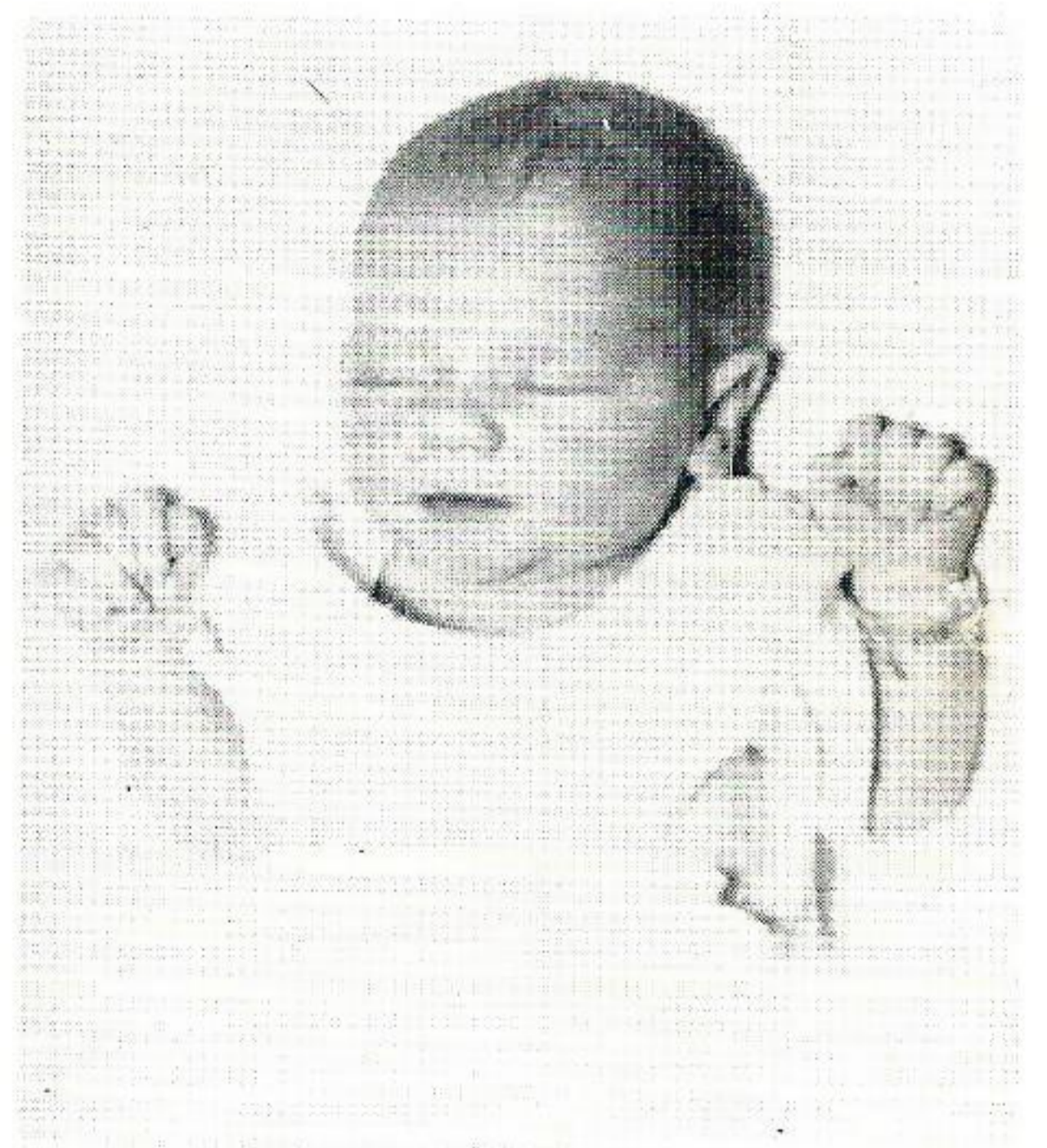
Mittie Dunn, saleslady in Port Arthur, on the death of her mother, **Mrs. Rozella Goldenberg**. "Mother" as she was known to all Port Arthur employees died of a heart ailment November 3.

Sue Haire, key punch operator in the IBM section of the General Accounting Department, Beaumont, on the death of her father, **R. L. Henderson**, October 22.



THREE DARLING DAUGHTERS. Jenifer, 6 months, is in the protective care of sisters Patricia, 1 1/2, and Elizabeth, 3 1/2. The girls are the daughters of Mr. and Mrs. Jim Crowley of Shreveport and the grandchildren of Mr. and Mrs. H. E. Brown, vice president and director in Baton Rouge.

GROWING with Gulf Staters



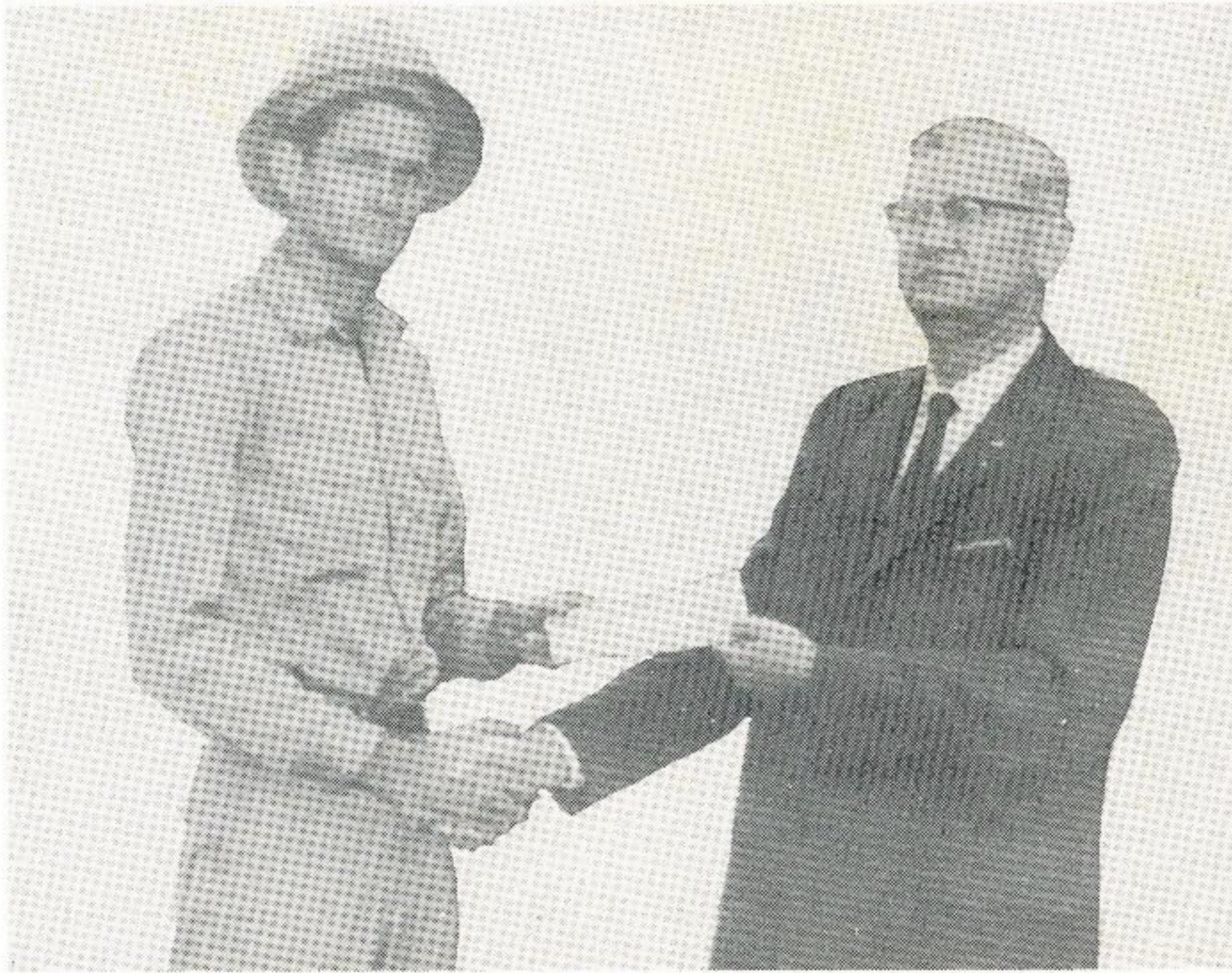
WOULD YOU BELIEVE IT? I'm only one hour old. This picture was taken of Lisa Anne, daughter of Mr. and Mrs. Herschel A. Campbell, shortly after she was born October 17 in Beaumont's St. Theresa's Hospital. Mr. Campbell is an artist in the Beaumont Advertising Department.

Sam McKenzie, George Blackwell and **Sam Mixon** on the recent deaths of members of their families. All are employees at Louisiana Station.

TRAFFIC SAFETY WINNERS FOR OCTOBER

\$ 25

\$ 15



OCTOBER FIRST PLACE WINNER. Bobby Ray Stout, left, lineman first class, Conroe, receives his \$25 check for being the first place winner in the October Safe Driver contest from W. E. Dinkins, district superintendent, Conroe.

OCTOBER SECOND PLACE WINNER. F. R. Smith, left, operating superintendent, Beaumont Division, presents the \$15 second prize in the October Safe Driver Contest to J. Roy Peckham, Jr., senior engineering assistant, Beaumont.

SAFETY SAYINGS WINNERS



Last
Month's
Winners



Clarence Patterson, helper, T & D Department, Navasota Substation, at left, won first prize of \$15 with this saying: "It don't pay to turn a deaf ear to safety rules."

Mrs. Lois K. Robertson, Accounting Department, Port Arthur, right, won second prize of \$10 for her saying; "Stop, look, listen and think of safety more often."

THIS MONTH'S CARTOON



What's Your Caption?

This is your last chance to win a prize in the Safety Sayings Contest. The cartoon at left with the accident victim in bed will be the final one. Entries have been numerous every month, Safety Director Frank Jones reports, so be sure and get yours in early.

Remember, if your saying wins first prize, you get \$15; second prize—\$10.

Cut out this cartoon and attach your saying to it. You may enter more than once, if you wish, but remember to keep it short and to the point, and original, so that you will stand a better chance of winning.

Send your entry to:

Frank Jones
Safety Department
Main Office
Beaumont, Texas

DEADLINE FOR ENTRIES IS
JANUARY 2!



a company as large
as ours and one growing so
rapidly it is not possible for us as
employees to meet and know one another
personally, however, we do have many interests in
common and all appreciate that whatever methods of communi-
cation and association we can devise or improve are important.
This is one reason I look forward with pleasure to the coming of the
Christmas and New Year's holiday season. Our Christmas
parties for the younger children, I believe, are particularly popular
with adults because they draw so many of us together in fellowship
during this most invigorating and cheerful time of the year.
Thank you for your continued loyalty and support, which helped make
1960 another good year for our Company. We shall continue to move forward
together with confidence in the future of this area and this nation.

A very Merry
Christmas
and Happy
New Year
to all

Roy Delano