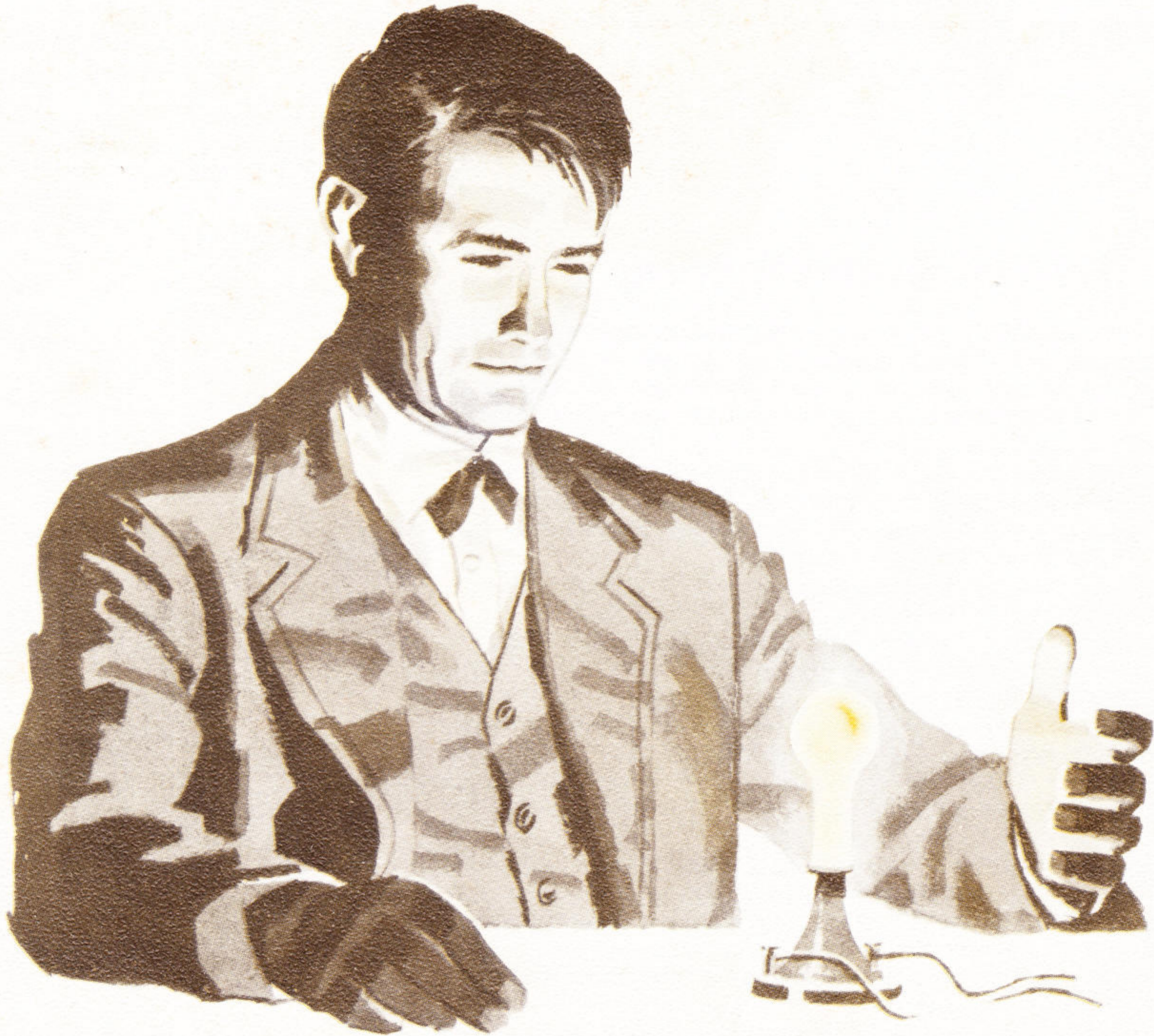


# Plain Talks

GULF STATES UTILITIES CO.



FEBRUARY, 1957

# Plain Talks

February, 1957

Vol. 35, No. 2

*A magazine for employees of Gulf States Utilities Company*

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

## National Electrical Week

Mysterious stuff-electricity. Invisible, yet it lights up great cities. Weightless, yet it pulls trains weighing hundreds of tons. Soundless, yet it brings into our homes the magic of radio and television. Occupies no space, yet is everywhere around us. What is it?

After 2,500 years we don't have the answer. True, we know what electricity can do and we know how to make it. And even this knowledge has been with us only a relatively short time. But what a difference the knowledge has made!

Many men of many nations have worked with electricity. Faraday, Henry, Davy, Volta, Clark, Morse, Plante, Bell, Simpson, Gramm, Nipkov, Stanley, Tesla, Westinghouse, Hertz and DeLaval—all had a hand in harnessing this mysterious wonderful servant.

Overshadowing all others is the name Thomas Alva Edison, who died just over a quarter century ago after living 84 years crammed full of inventive and productive genius. Edison has had many salutary titles. He was called the "wizard of Menlo Park," the "incandescent genius," and the "father of the electrical industry."

This last title, which he never claimed himself, transcends all others. For of all Thomas Edison's marvelous inventions — and he registered 1,097 patents in his lifetime — none brought about so many changes as did his perfection of the first practical incandescent light and the electric generating and distribution system that made it work.

From this event in 1879 has emerged our great electric industry and a standard of living undreamed of during Edison's lifetime.

There are no statues erected to this great American. But he is well remembered. February 11 was the 110th anniversary of the birth of Edison and the week of February 10-16 was observed by an admiring and grateful nation as National Electrical Week in fitting tribute to the Father of the Electrical Industry.

*JST*

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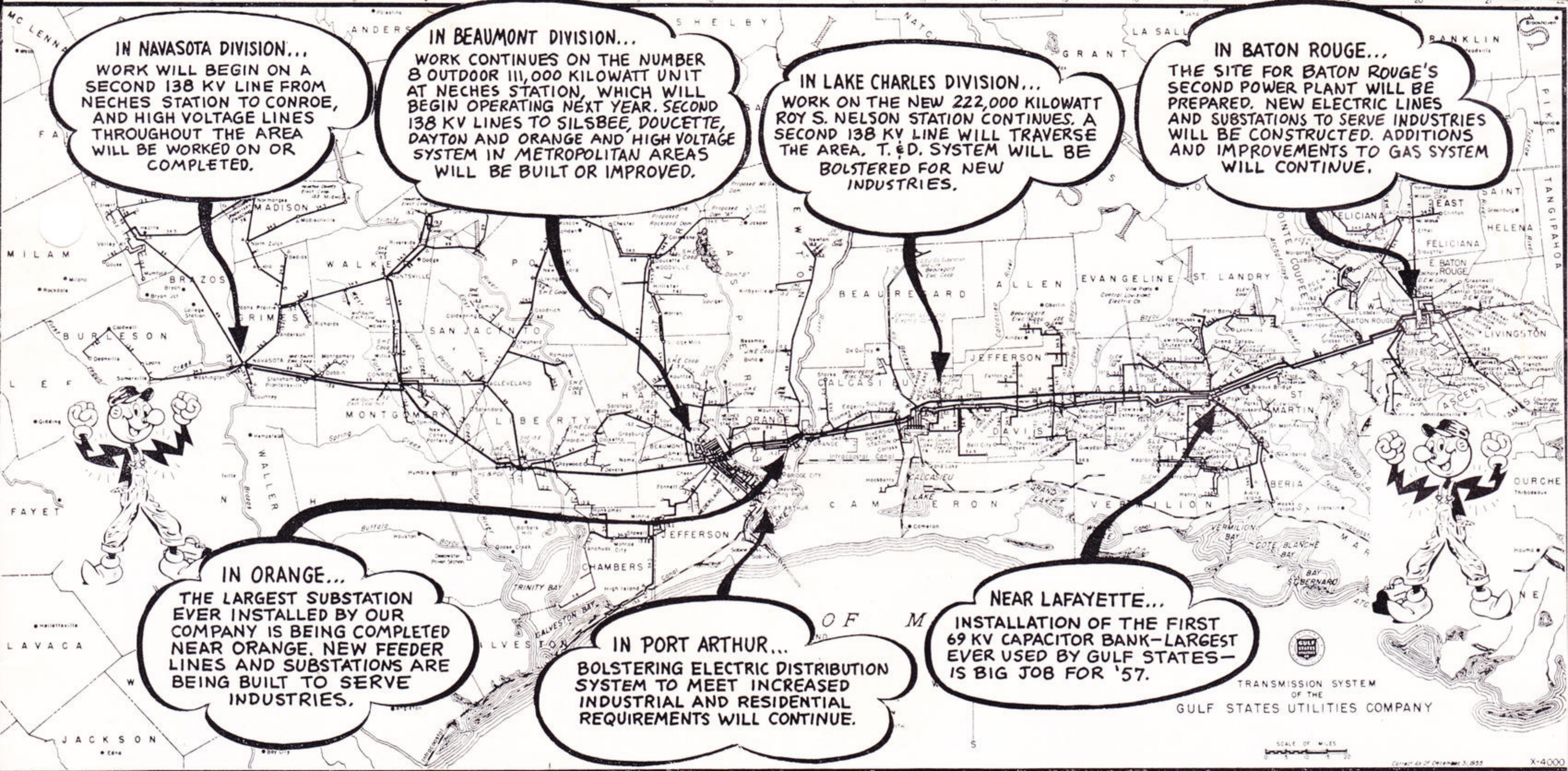
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### OUR COVER

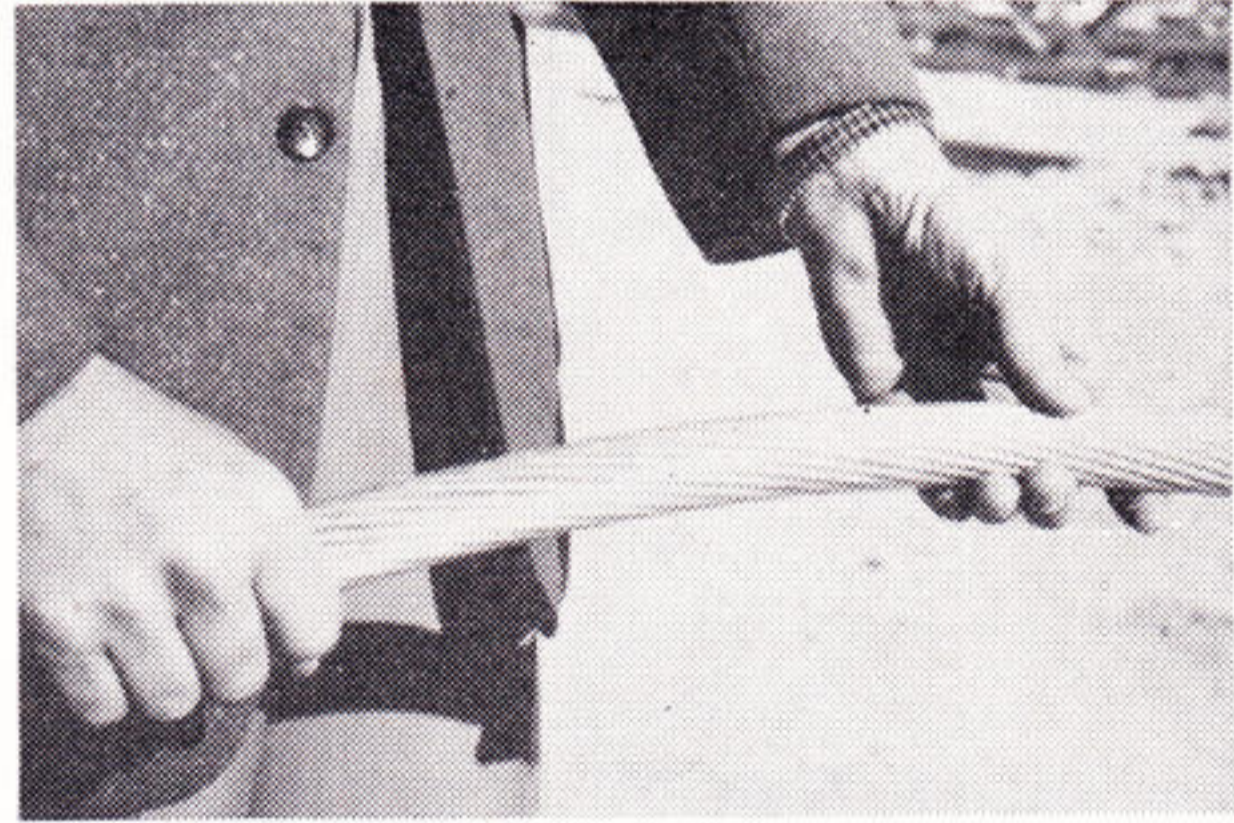


Thomas A. Edison has often been pictured as a whimsical, dreamy young man, who sat with a far away look in his eyes as he conjured up visions of a Jules Verne-like world of tomorrow. In reality, he was a prodigious worker who once defined genius as "two percent inspiration and 98 percent perspiration." Our cover this month attempts to capture the feeling this great man must have had when finally, after numerous experiments and as many failures, the tiny carbonized filament in his first crude light began to glow, giving off a steady, bright light. The electric age was born!



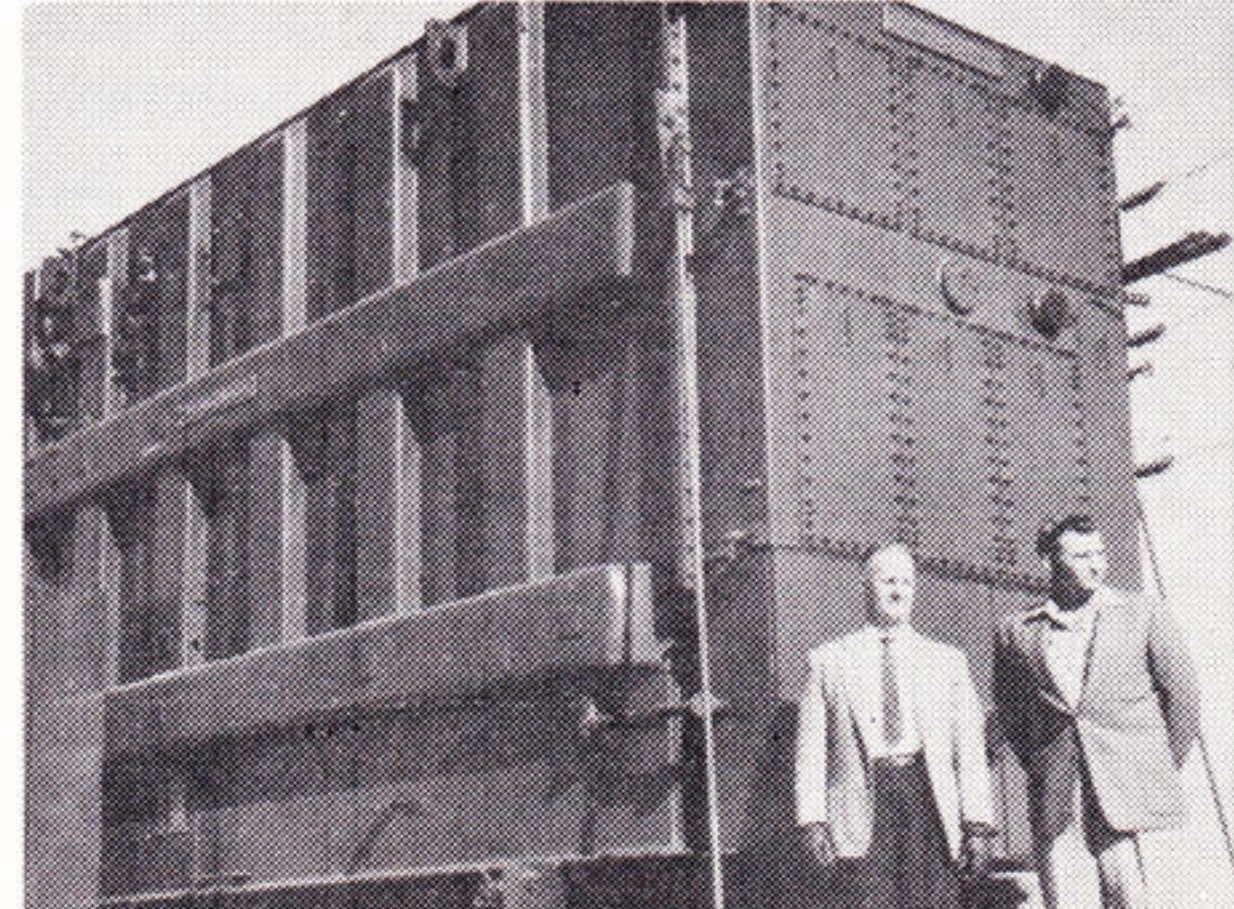
Electric service is a sound barometer of area growth. Some idea of how business is booming throughout the 28,000 square miles of Texas and Louisiana we serve and what we are doing to keep pace with progress, is illustrated above. Projects like those pinpointed are impressive, but a multitude of less glamorous tasks are worked around the clock to preserve our company's record of always having plenty of power for progress.

# \$48,000,000 Construction Budget Set For 1957



As big around as a half dollar (which is about what the portion shown is worth) is the new all aluminum conductor now being used on high voltage lines. Eight million pounds of the aluminum conductor are scheduled to be installed as we strengthen our far-flung network of lines.

Equipment is getting larger and more expensive. Engineers Cecil Nantz and Stan LeBouef, both of Orange, point up the size of one of the two new 60/80/future 100 mva transformers being installed at the Orange Tap-Off station.



## Booming Power Needs Call For Record Spending

On February 11, our Board of Directors, faced with the responsibility of having plenty of electricity available to meet the skyrocketing demands for our service in the booming area we serve in Louisiana and Texas, met and authorized the largest construction budget in our company's history.

To continue work on projects started before this year, and to invest in additions and improvements to our system, the Board authorized an expenditure of \$48,000,000 this year. The budget is almost evenly divided between generating and distribution facilities and the work involved is spread throughout the 28,000 square miles we serve.

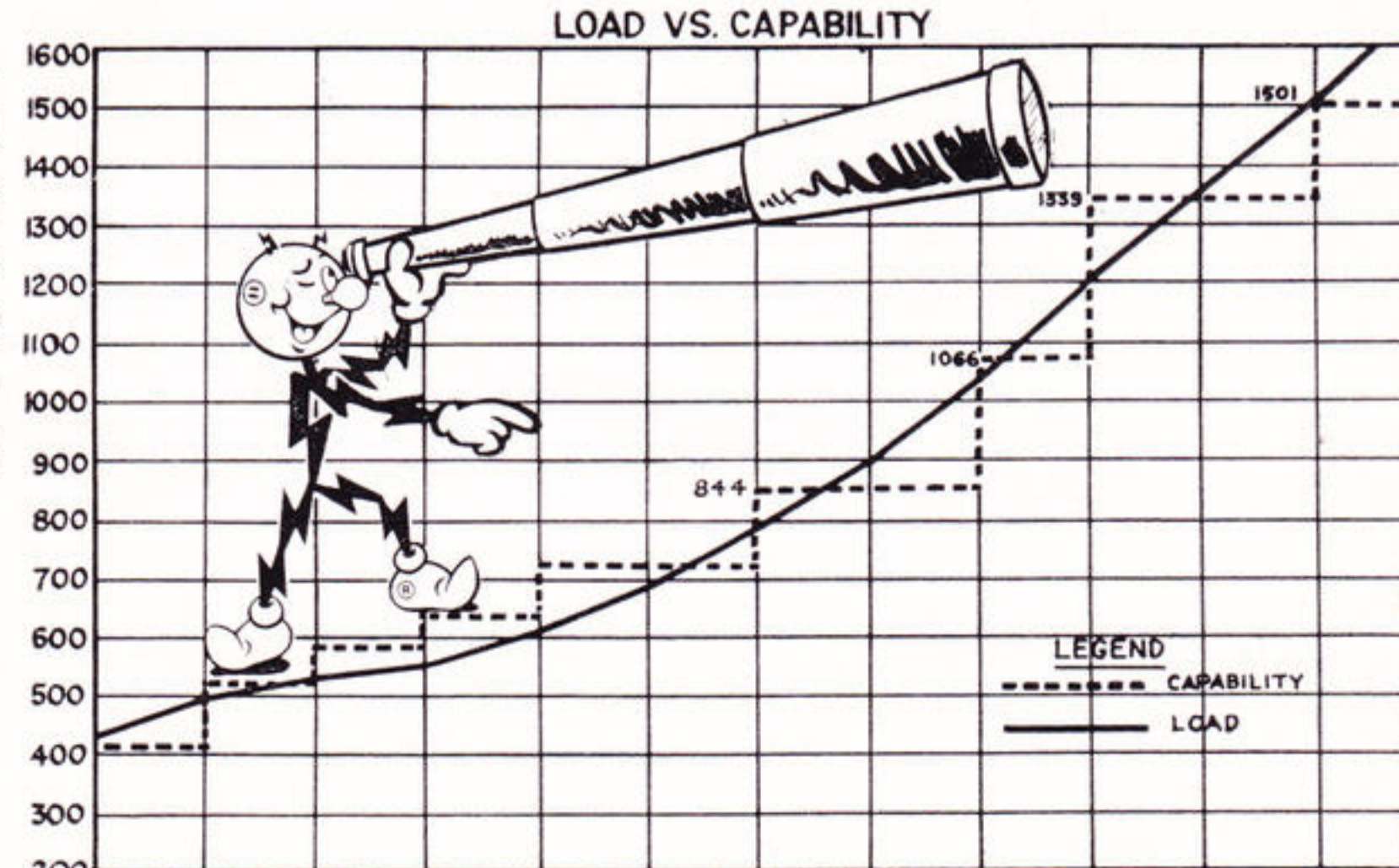
Some idea of the magnitude of the job ahead, and the steadily mounting costs of new equipment and material to do the job, is presented on this page with words and pictures.

By coincidence, the Board of Directors met and approved the record budget on the 110th anniversary of the birth of Thomas Alva Edison, who spent a whopping \$100,000 in three years to perfect the first practical, incandescent light bulb . . . and begin a new industry.



Here's a switch, and what a switch! Big switches like the one being examined by Jane Sterling of System Engineering, Beaumont, are being installed in 69-138 kva substations all over our GSU system.

Although we have more than quadrupled our generating capability in the past ten years, we must almost double our capability in the next five years.



# VICE PRESIDENT H. V. FABER WILL RETIRE MARCH 1, AFTER 37 YEARS



H. V. Faber

Vice President Henry V. Faber, an executive of Gulf States for the past 23 years, will retire March 1 after a career of 37 years in the electric industry.

A native of Baltimore, Maryland, Mr. Faber received his education at the University of Pennsylvania and the Wharton School of Finance.

He was first employed, in 1918, at the famous Hog Island shipyard, with the American International Shipbuilding Corporation. In 1920, he was employed by Stone & Webster, in their Auditing Department in Boston, Massachusetts. He entered the electric industry field in 1921, when he was employed by the Haverhill Gas-Light Company in Boston. He returned to Stone and Webster in 1922, working there until 1926, when he came south to join the Jacksonville Traction Company in Jacksonville, Florida.

Mr. Faber was treasurer with the Savannah Electric and Power Company, Savannah, Georgia, from 1928 until 1934, when he came to Beaumont to assume duties as Gulf States treasurer. In 1954 he became vice president, his present position.

An outstanding civic worker, Mr. Faber helped develop plans for increasing the membership of the Beaumont Chamber of Commerce and the plan is being used by both the Beaumont and Port Arthur chambers. He has been on the board of the Beaumont Chamber of Commerce and has held various assignments on the Finance, Executive

and Good Will committees. He is presently vice president and treasurer of the Beaumont chamber.

He has served on the board and as chairman of the Beaumont Community Chest and has held various committee assignments with the Beaumont Club, Town Club, Rotary Club and Country Club. He has long been active in Boy Scout and Camp Fire Girl work. During World War II, Mr. Faber served as chairman for the Red Cross fund drive for two years.

## J. R. Murphy Promoted To Industrial Relations Post

J. R. Murphy, formerly personnel assistant in Baton Rouge, has been promoted to the newly created position of supervisor of industrial relations. His office will continue to be in Baton Rouge.

A graduate of the Williamson Trade School, Mr. Murphy came to work for our company in 1936 as a station clerk at Louisiana Station in Baton Rouge.



J. R. Murphy

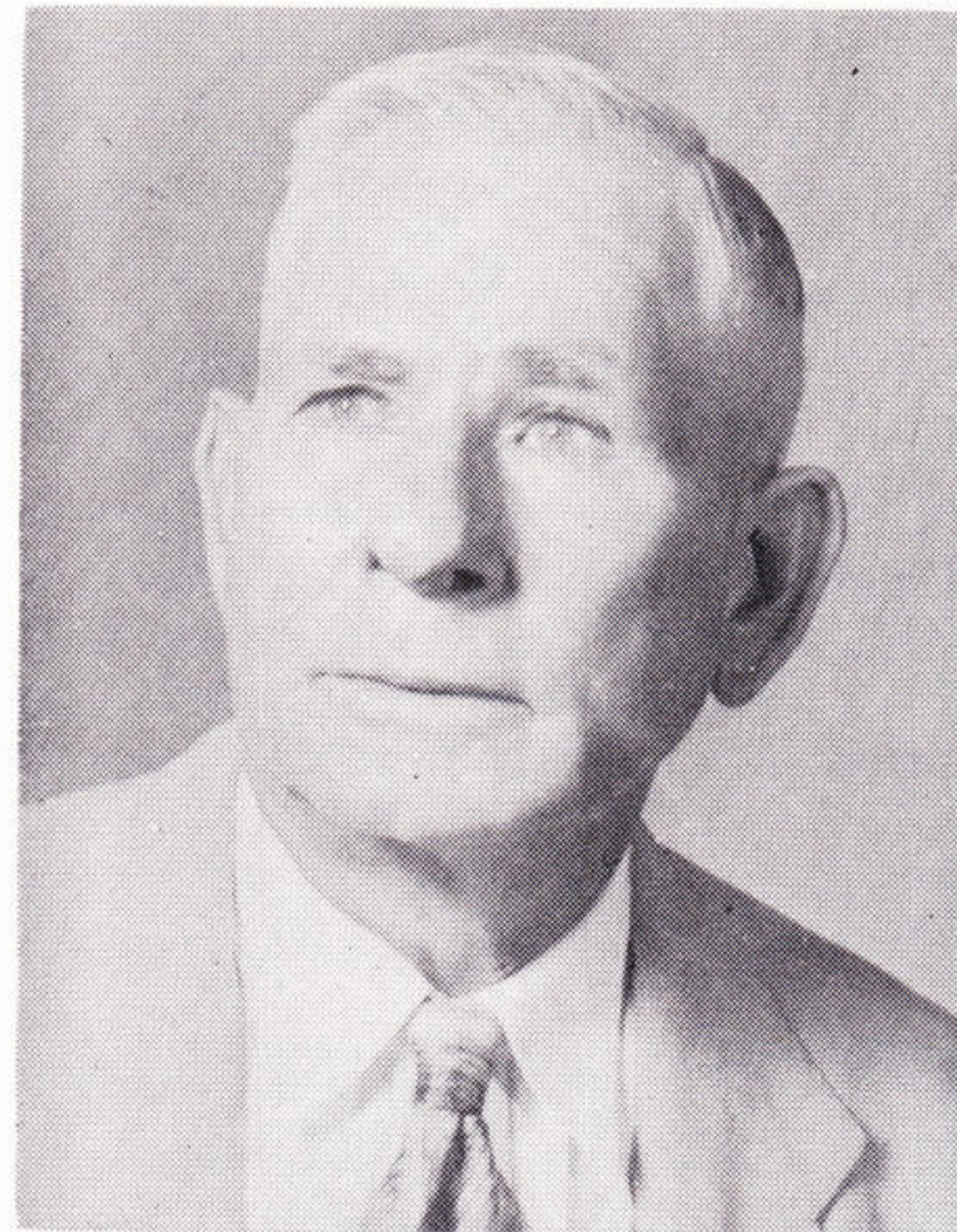
In 1938 he was promoted to office engineer and in 1944, he became assistant test engineer.

Mr. Murphy was promoted to the position of assistant to the superintendent at Louisiana Station in 1948 and, in 1952, he became personnel assistant, the job he held at the time of his promotion last month.

## George Stobart, Franklin, To Retire February 28

George S. Stobart, district serviceman at Franklin, becomes a Gulf States annuitant February 28. He will complete 34 years of service.

Mr. Stobart worked as a lineman for the old Orange Ice, Light and Water Company for four years before coming to work for the T. & D. Department



George S. Stobart

in Beaumont in 1928. He returned to Orange to work in the T. & D. Department there in 1930, and was transferred back to Beaumont in 1931. In 1932 he was transferred to Sour Lake, returning in 1933 to Beaumont.

He became district representative and serviceman at High Island in January, 1939. In November that same year, he was made district serviceman at Franklin, his present position.

A native of Galveston, Mr. Stobart attended schools there.

### Sympathy

PLAIN TALKS extends deepest sympathy to **Ruth Stine**, whose father, **Walter Pearce Stine**, 73, died January 23 in Baptist Hospital, Beaumont. Mr. Stine, widely known in his profession as engineer and a one-time consultant to the Panamanian government, had been ill for four days. He had lived in Beaumont for the past 32 years. Miss Stine is records management supervisor, Beaumont.



A recent statement by Congressman Jack Brooks, to the effect that one-third of the oil in America is refined in the Sabine area, added emphasis to the National Resources Conference held at Beaumont's City Auditorium January 21-31. Officially opening the conference was our President Roy S. Nelson, center. Others pictured, left to right, are the Rev. Charles Wyatt-Brown of St. Mark's Episcopal Church, Beaumont; W. F. Weed, Beaumont Chamber of Commerce president; Col. Brudge Kyle, general conference chairman, U. S. Army Reserve; Dr. Richard J. Gonzales, treasurer and director of Humble Oil and Refining Company, Houston; (Mr. Nelson); Attorney General Will Wilson; Beaumont Mayor Jimmie P. Cokinos; and Captain C. E. McCombs, U. S. Navy.

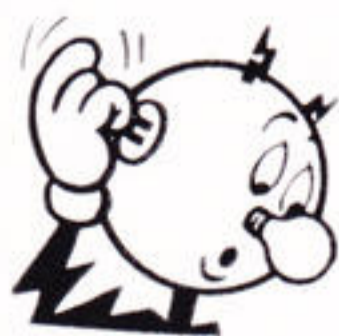
## JACK FOLLMER PROMOTED IN STANDARDS SECTION

Jack E. Follmer, Beaumont System Engineering, has been promoted to the position of section head, Standards Section, Beaumont. His promotion was effective January 1.

A native of Beaumont, Mr. Follmer began with Gulf States in Beaumont in 1949, where he has worked in project engineering.

Mr. Follmer attended Lamar State College of Technology, Beaumont, and Texas A&M, College Station.

### REDDY QUIZ No. 1



**Q. What is electric energy?**

**A.** As used in the electric utility industry, electric energy means kilowatthours.

## C. A. GLOVER NAMED GONZALES SUPT.

Charles A. Glover, district serviceman at Gonzales, was promoted to the position of local superintendent at Gonzales, effective February 1.



Born at Pine Grove, Louisiana, Mr. Glover attended elementary and high schools at Denham Springs, and later attended Southeastern Louisiana College.

He began work with the company as a meter reader in Baton Rouge in 1940. Two years later, he left for service with the U. S. Army. Upon his return, in 1945, he was an apprentice in the T & D Department in Denham Springs. In 1946 he became district serviceman at Gonzales, the position he held at the time of his promotion.



A. L. Hastings, assistant to the president, gave one of the lectures at the recent Treasury Department Employee Development Course in Beaumont. Mr. Hastings made his address on the new records management system of the company. The Employee Development course was started September 25 and ended on December 18.

# Safety Eating Meetings Become - Family Affairs



Beaumont



Jennings



Lafayette

Baton Rouge



Safety habits mean something more than an enviable safety record. As many Gulf Staters encounter their share of hazardous duties, acquiring and keeping good safety habits pays off in happy, unmaimed workers and happy families.

Each month a number of safety meetings are held all over the system for all operating personnel, sales and system engineering. Although the program and the menu vary from division to division, the central theme is always the same. "Take care of yourself."

To keep safety methods before the employees, reminding them of the hazards of their jobs, various speakers and demonstrations are included on the brief programs each month. Refreshments and a fellowship period enliven the meetings. Usually, the meetings are for employees only, but at some of them recently, wives and girl friends of the employees were invited.

## 30 Safe Years

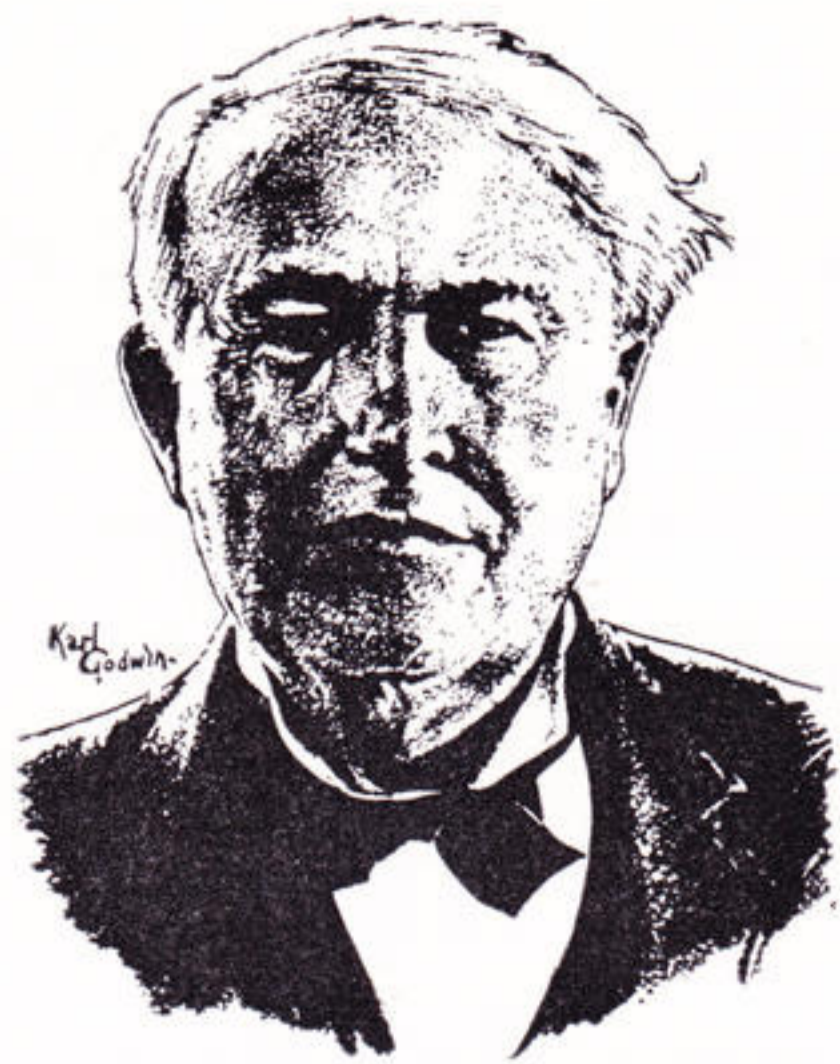
And speaking of safety, although the exposure to injury or danger may not be as great on one job as it is on another, the fact that any department in Gulf States could establish a record of over 11,000 days without a lost-time accident is certainly worth recognition.

That is just what the Storeroom Department in Baton Rouge has done. As of November 20, the Storeroom Department had worked a total of 11,214 days without a lost-time accident. Not since December 1, 1925 has there been an injury which caused an employee to miss work. And, not far behind the Storeroom's record, the Electric Meter Department in Baton Rouge boasts a total of 7,429 days without a lost-time accident, the last one being in 1936.

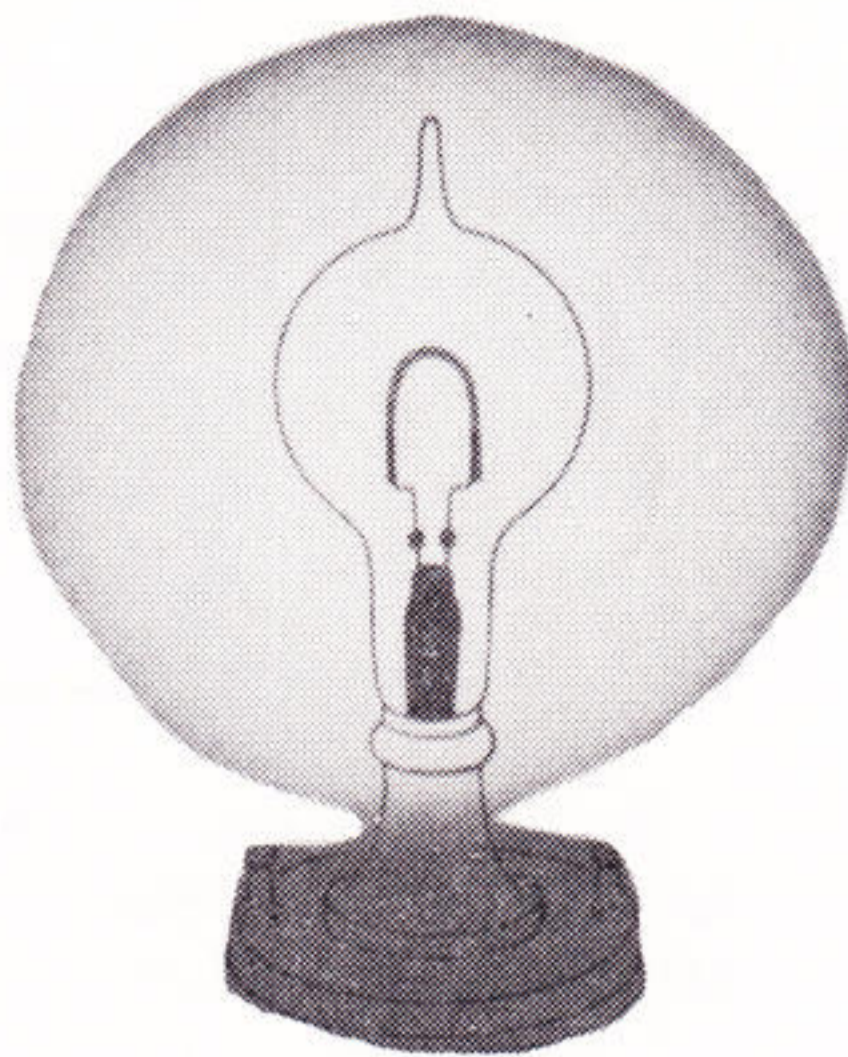
The Beaumont Meter Department has recently completed 10 years without a disabling accident, and has only had one in the last 20 years.

Baton Rouge Gas Department completed 1956 without any time lost due to disabling accidents.

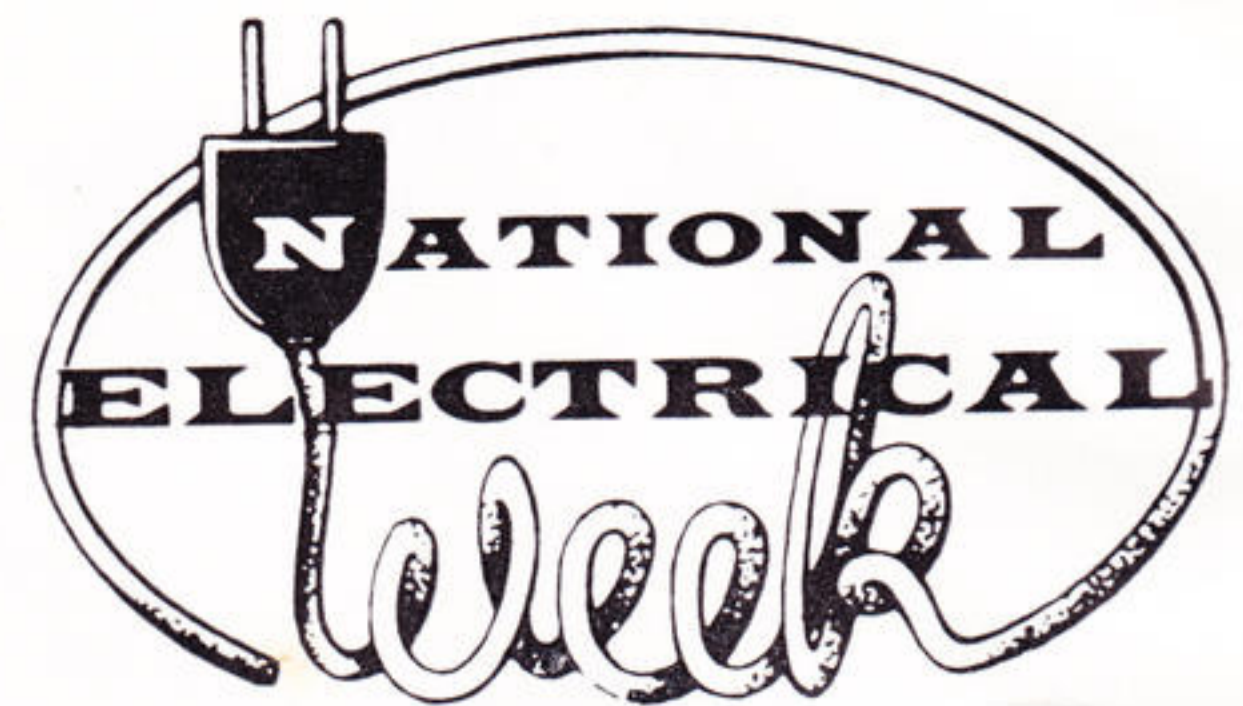
Safety meetings, undoubtedly, do much toward helping maintain these good records. Abiding by the old axiom, "Forewarned is forearmed" can, indeed, prevent a lot of trouble.



Thomas A. Edison



The light that didn't fail



FEB. 10-16, 1957

Symbol of National Electrical Week

## A Great American and His Greatest Achievement Are Honored

What sort of place would our world be without electric power and the appliances it operates? We are so dependent on electricity that it is almost impossible to imagine what our lives would be like without it.

### Pull the Switch

Our homes would, of course, be without electric lights, refrigerators, fans, radios, television, food mixers, toasters, vacuum cleaners, waffle irons, heating pads, washing machines, clothes dryers, and air conditioners—to mention a few of the many electrical appliances that we have come to accept as more or less standard equipment.

Our offices would be without electric lights, cash registers, air conditioning, electric typewriters and calculating machines and other vital equipment. Without electricity to power elevators, our buildings would be severely limited in height.

Our factories would be powered by steam, or perhaps by internal combustion engines, with several machines hooked up by belts and shafts to a central power supply. There would be no automatic machinery in the sense that we know it, and our productivity per worker, would be incredibly low by today's standards.

In the cities, there would be no street or traffic lights, water pumps would be idle and public services would be hampered.

On the farm, there would be no electric milking machines, no lights in the hen house to keep the hens at work after sundown and the baby chicks warm in the incubator; no electric equipment for pasteurization, shearing sheep, refrigeration, killing insects, ventilating barns and silos, pumping water, or unloading hay, grain and feed.

Our hospitals would not be equipped with X-ray machines or fluoroscopes.

There would be no electrocardiograph for diagnosing heart ailments, no electrotherapy equipment, and no electric sterilization.

### Electricity Means Jobs

The electric industry — including power suppliers, manufacturing, contracting, wholesalers and retailers and the service trades—now employs more than 2,600,000 persons. It's impossible to say how many jobs are dependent on electricity in other industries. A number of industries that we think of as commonplace would be nonexistent without electricity. Virtually every industry uses electricity in many ways.

And yet, we take electricity so much

“for granted” that we seldom stop to evaluate its uses to us. That is the purpose of National Electrical Week, observed in communities throughout our country February 10-16. Scheduled for the week of Thomas A. Edison's birthday, it is an appropriate way of paying tribute to his memory and the other pioneers of the electrical industry who contributed so much to progress in America.

When we consider the many services electricity performs, we begin to realize the extent to which our way of life depends on our service. The record of progress we celebrate during National Electrical Week should be a source of pride to every Gulf Stater.

## Edison's Predictions 80 Years Ago

**B**ACK IN THE DAYS when Edison first invented the phonograph no one was more enthusiastic about its future than the Wizard of Menlo Park himself. At first the public was shown only the cylinder machine with the big horn that played to a crowd. Later, Edison invented the “jukebox,” or “nickelodeon,” whereby a nickel in the slot entitled you to a set of earphones, which brought you a speech or a current popular song. All in all, the phonograph was so successful that Edison soon felt sufficiently confident to peer into the future of his famed and favorite invention.

In an article for the “North American Review” in June, 1878, he predicted 10 ways in which the phonograph could be both useful and fun. As you will see from the excerpts quoted below, it was a remarkably prescient forecast, for of the 10 suggestions, only one has not come to pass—No. 7.

### Things To Come

“1. Letter writing and all kinds of dictation without the aid of a stenographer.

“2. Phonographic books, which will

speak to blind people without effort on their part.

“3. The teaching of elocution.

“4. Reproduction of Music.

“5. The Family Record, a registry of sayings, reminiscences, etc., by members of a family in their own voices, and of the last words of dying persons.

“6. Music boxes and toys.

“7. Clocks that should announce in articulate speech the time for going home, going to meals, etc.

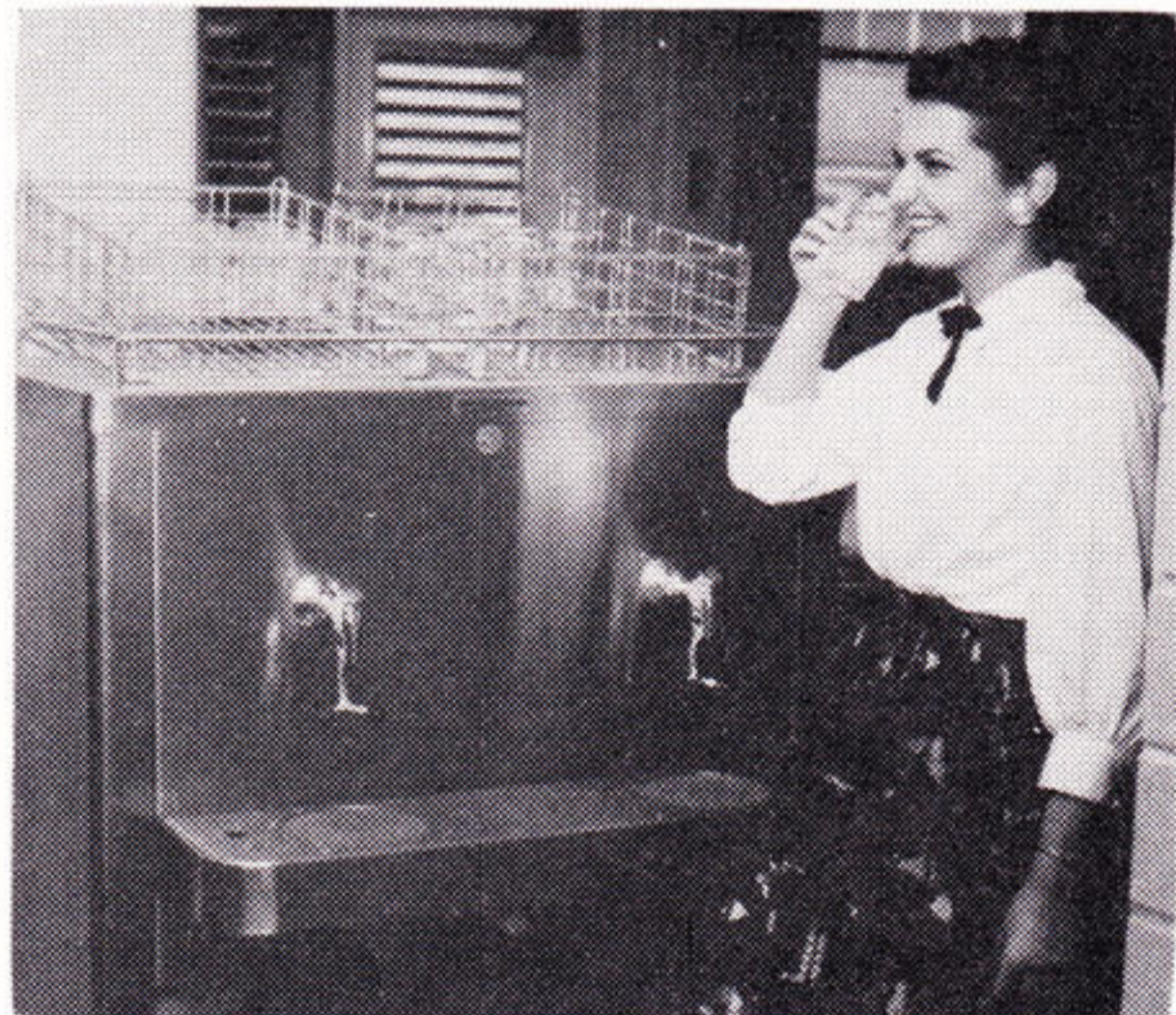
“8. The preservation of languages by exact reproduction of the manner of pronouncing.

“9. Educational purposes—such as preserving the explanations made by a teacher, so that the pupil can refer to them at any moment, and spelling or other lessons placed upon the phonograph for convenience in committing to memory.

“10. Connection with the telephone, so as to make that instrument an auxiliary in the transmission of permanent and invaluable records, instead of being the recipient of momentary and fleeting communication.”



Cafeteria interior — where, with seating capacity of 120, over 200 can be served at each meal. The cafeteria regularly serves about 125 for breakfast, 190 for lunch and 150 for dinner. Students' meals cost them 50c.



Faye Simms of College Station, a freshman who works in the cafeteria, gets a drink from the electric water cooler in the new cafeteria.



The electric steamer, being adjusted by Mrs. T. E. Powell, cafeteria supervisor, is only one item in the long lineup of electrical equipment installed in the cafeteria. Mrs. Powell says electricity gives her "higher heat", allowing her to cook faster.



*Sam Houston State College's  
New All Electric Cafeteria  
Allows Greater Efficiency  
In Food Service . . .*

## to Satisfy the Students

Versatile Reddy Kilowatt's back in the kitchen—this time, at the new all-electric cafeteria of Sam Houston State Teachers College at Huntsville, Texas. Reddy, who furnishes the students with heat, keeps them cool, lights their classrooms and dorms, runs their washers, hair-dryers, shavers, radios, record players, business machines and does innumerable other "essential" jobs, now keeps food fresh and cooks it for the thousands of students enrolled at Sam Houston.

Dr. Harmon Lowman, president of the college, said the switch from use of other fuels in the new cafeteria, took place when R. T. Wright, superintendent of our Huntsville District, convinced him electricity could do the job as inexpensively as any other fuel.

### Feeds 200 Students A Meal

The new cafeteria, which is a part of a three million dollar building program underway at Sam Houston, is situated near the new gymnasium. It has a capacity of 120 seats and can serve 200 meals at breakfast, lunch and dinner. Charges to students, who purchase meal tickets, are 50c per meal, a figure made possible because the college raises some of the products served.

Erected at a cost of \$148,000, the cafeteria will have its lower floor set aside for vaults for food storage and for offices of Food Services Director E. H. Schmidt. Future plans are to enlarge the cafeteria so that it can accommodate 600 diners, which is in line with other preparations the college is making toward an enrollment of around 5,000 students.

Mrs. T. E. Powell, cafeteria supervisor, says she is delighted to have electricity in the cafeteria. "For one thing, it gives me higher heat, allowing me to cook faster, and so gives greater stove capacity," she remarked.

### Reddy-Made Meals

"The electric range is such a quick

fryer that we can really turn out meals in a hurry," she says. "We had French-fried potatoes and fish a day or so ago, and were able to keep up with the serving without any letup. That is an asset anywhere—being able to put food before the customers, piping hot, like they get at home."

Mrs. Powell also said that a ventilator over the electric range draws a great amount of air through the kitchen while cooking is underway. As the range is electric, the heat is not affected by this ventilation.

The cafeteria tries to offer a balanced meal and diners are given a choice of three meats, five vegetables, three salads, three desserts and five drinks.

"We really like our electric ice water fountain," Mrs. Powell stated. "In fact, the boys come from their dormitories just to get their ice water."

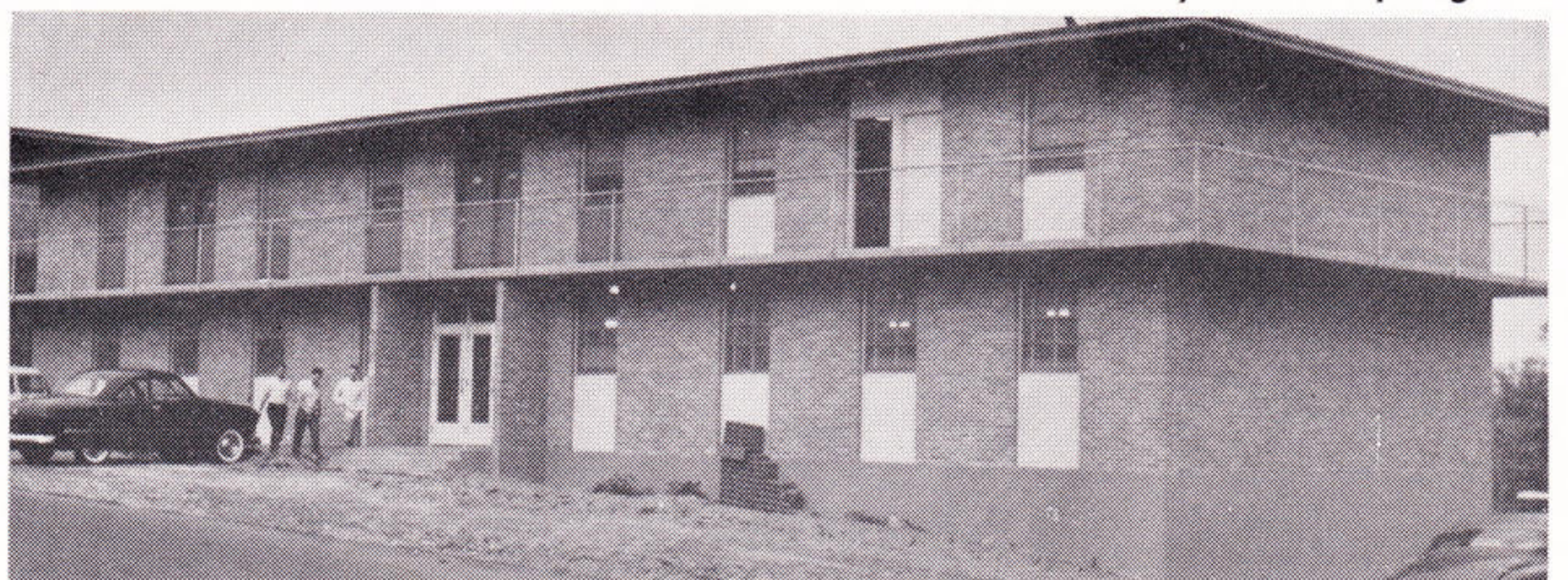
The cafeteria employs nine helpers and seven students. As the students carry their trays to the dishwashers' window after eating, waiters are not necessary. The cafeteria opens at 6 a. m. and closes at 7 p. m.

### Electrical Equipment

Included in its lineup of electrical equipment are the following: dishwasher, glass washer, two deep fryers, three ranges, an electric oven, a steamer, kettle, meat saw, potato peeler, garbage disposal, three refrigerators, an ice machine, three deep freezes, a mixer, three electrically-cooled vaults, an elevator, coffee urn, milk dispenser, breadwarmer, steam table, meat slicer, and thermostatically controlled electric heating stoves.

Exterior of the new all-electric cafeteria, part of a three million dollar building program underway at Sam Houston. The modern new building was erected at a cost of \$148,000.

Photos by C. C. Springfield





*You can't "live better electrically"  
without "housepower"*

Introducing . . .

# "PHFFTBALL"

*— a game of chance we hope  
fuse-blowing folks will outlaw!*

A new home "sport" is fast growing in unpopularity with housewives, husbands, children, insurance men, firemen and folks in our industry.

The unpopular game has no name, so let's call it "phfftball."

Phfftball is wasteful as well as annoying. Losers don't fire the coach, they re-fuse and keep on playing. Nobody wins and most players don't know when the game is in progress. For instance, here's a typical play by play.

1. Dad comes home from work, retires to the den with his newspaper, turns on his favorite reading lamp, flips on the radio and relaxes with the newspaper.
2. Mom calls out her greeting, starts dinner in the electric range, starts dishwasher, and goes to the living room to watch her favorite TV program.
3. Home from school, Sister turns on lights and radio in her room, and begins ironing party dress for Saturday's dance.
4. In from playing, Sonny lights up his room and plugs in new electric train.
5. Through with paper, Dad wanders to the kitchen, turning on lights as he goes, and opens refrigerator door for a drink of water. The refrigerator tries to refrigerate and PHFFT! Dad **scores** and five fuses blow, four of them human. Hence the name "phfftball."

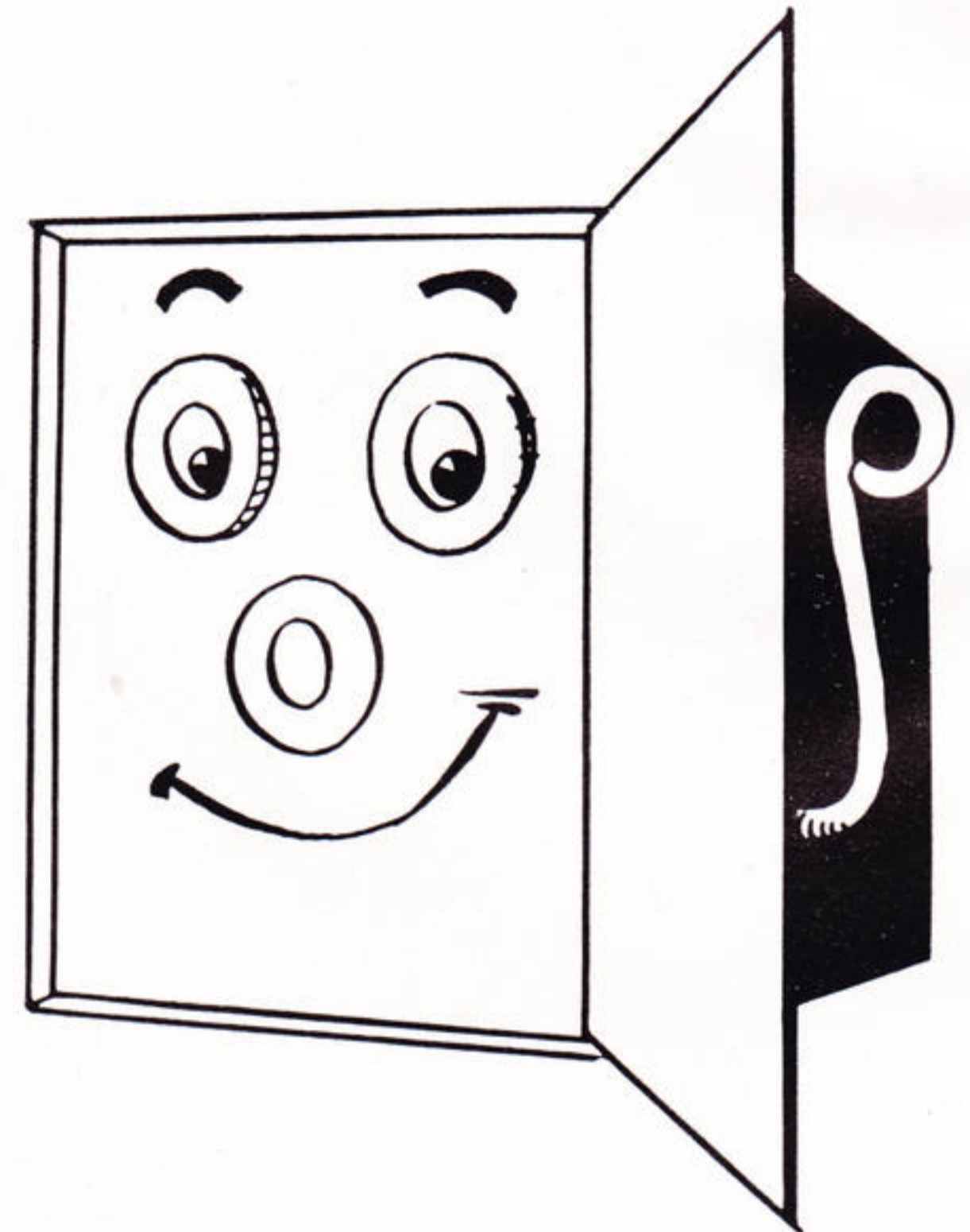
## Not A Sport

"Phfftball," as you've figured out, is not a sport. It's something that has become common as homeowners give Reddy Kilowatt more and more jobs to do. "Phfftball" begins when a certain number of electric conveniences are turned on causing overloading of the inadequate wiring systems in four out of five American homes.

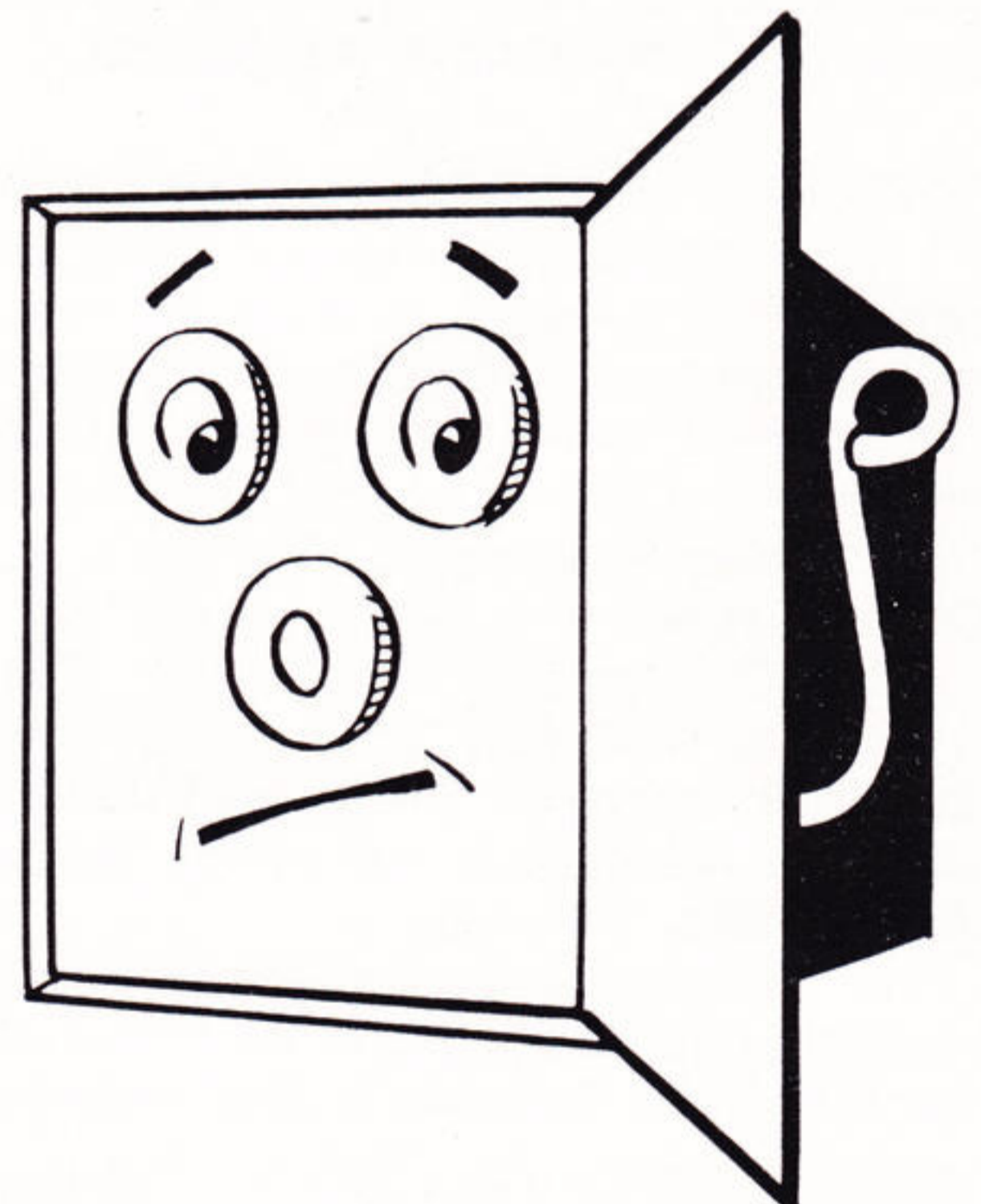
To correct this situation and outlaw phfftball, about 20,000,000 American homes must be re-wired or have their wiring modernized. Last year two campaigns were inaugurated to bring this to the attention of home buyers, realtors, architects, electricians, wiring contractors, bankers and construction men. The "Live Better . . . Electrically" campaign, backed by 200 electric companies and over 50 appliance manufacturers teamed up with "Operation Housepower," sponsored by the Edison Electric Institute and basically the same people, to tell this important story.

Both programs are paying off in public awareness of the wiring program. More than 300,000 housewives last year entered a fuse and wire counting housepower contest. Thousands of words have been spoken and written on the subject as a result of the two campaigns.

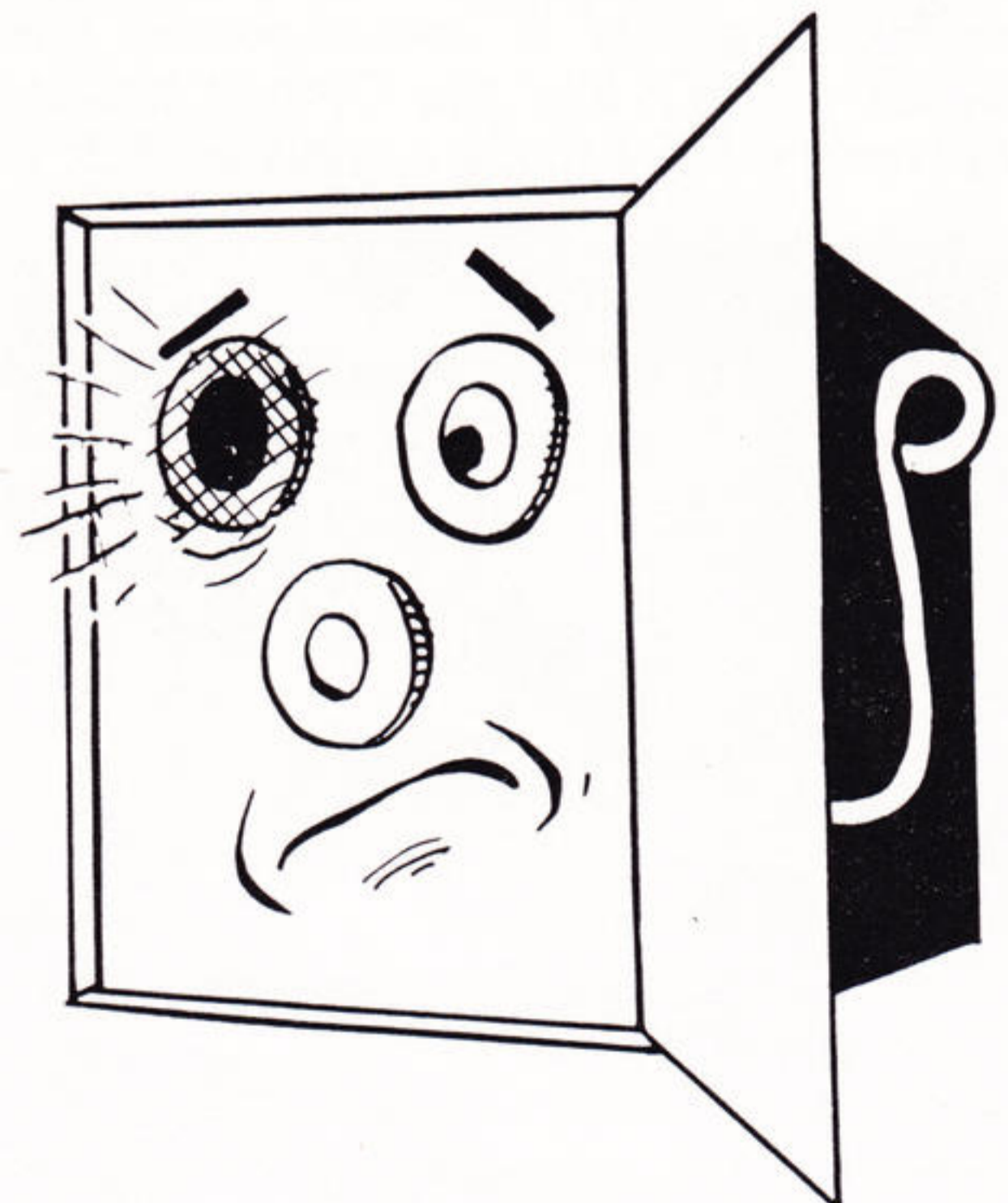
We have been an active participant in both "Live Better . . . Electrically" and "Operation Housepower" from the start. We will continue in 1957 to do all we can to help end "phfftball" by telling the public how housepower helps folks live better electrically.



6:00 P. M. Fuses in happy pose . . .



6:15 Load steadily grows . . .



6:30 P. M. There she blows!



Call it Hotel, Motel or Boatel - - -

# We Salute Orange's



# JACK TAR ORANGE HOUSE

The back of the hotel unit is as pretty as the front. Orange Yacht Club is in the second floor of the wing at right. Below it is the huge banquet hall. In the hotel proper, 120 rooms serve the guests.

**E**VEN the original House of Orange's King William and Queen Mary, as royal as they came in days of yore, would have been pleased to while away the time in the sparkling new combination hotel-motel which carries on the Orange tradition of hospitality in Orange, Texas.

Officially named the Jack Tar Orange House, and operated by the Jack Tar interests, the beautiful new 120-room hostelrie is one of the finest of its kind anywhere.

The citizens of the progressive city of Orange have a right to be proud of the new hotel, because it is a commu-

nity project on which many civic-minded folks loaned a helping hand. The Orange House will serve the bustling town of 45,000 as a place to meet, greet and eat as well as a haven for the travel-weary.

The Jack Tar slogan is "Prepare to be Pampered," and the planners and builders have gone all out to see that that's exactly the sort of treatment guests will receive.

### Opened in January

The million-dollar-plus four-story modern brick and glass structure had its formal opening January 18-20. It

was the climax of a concerted civic drive begun in 1954—although the town had been thinking about the idea for many years previously. The drive got under way when the Community Hotel Corporation was formed, backed largely through the Orange Chamber of Commerce. The backers had raised approximately half of the cost of construction of the hotel by public subscription when the Reserve Life Insurance Company and the Jack Tar Interests offered to furnish the remaining cost of construction, with the arrangement that the Jack Tar Interests would operate the hotel.

Henry Schwager, left, executive assistant manager, and R. W. Holden, manager of the Jack Tar Orange House, display their pride in the community hotel. Both men worked tirelessly to insure smooth operation of the "city within a city," and the Orange House is truly that. Every convenience the modern traveler likes can be found here.

Jack Tar's Sugar-N-Spice Coffee Shops are famous over their coverage. Here is the latest addition to the line. Approximately 100 people can be served at a time in the cafe. An all-electric short order kitchen, pictured above, and the regular kitchen prepare the delicious specialties of the Sugar-N-Spice.



### Designed For Pleasure

Every effort has been made so that travelers who include a visit to the Jack Tar Orange House in their itinerary, will find their stay a happy one. The establishment is designed for the utmost in leisure and convenience.

In addition to the customary registration, the hotel offers tip-free TV registration. The Jack Tar Orange House embodies all the convenience of a motel with its drive-in facilities and its 40 colorful cabana rooms around the pool, and the full services of a downtown hotel complemented with complete resort facilities.

Adjacent to the large, lighted swimming pool, is the garden, beautifully illuminated by concealed colored lights.

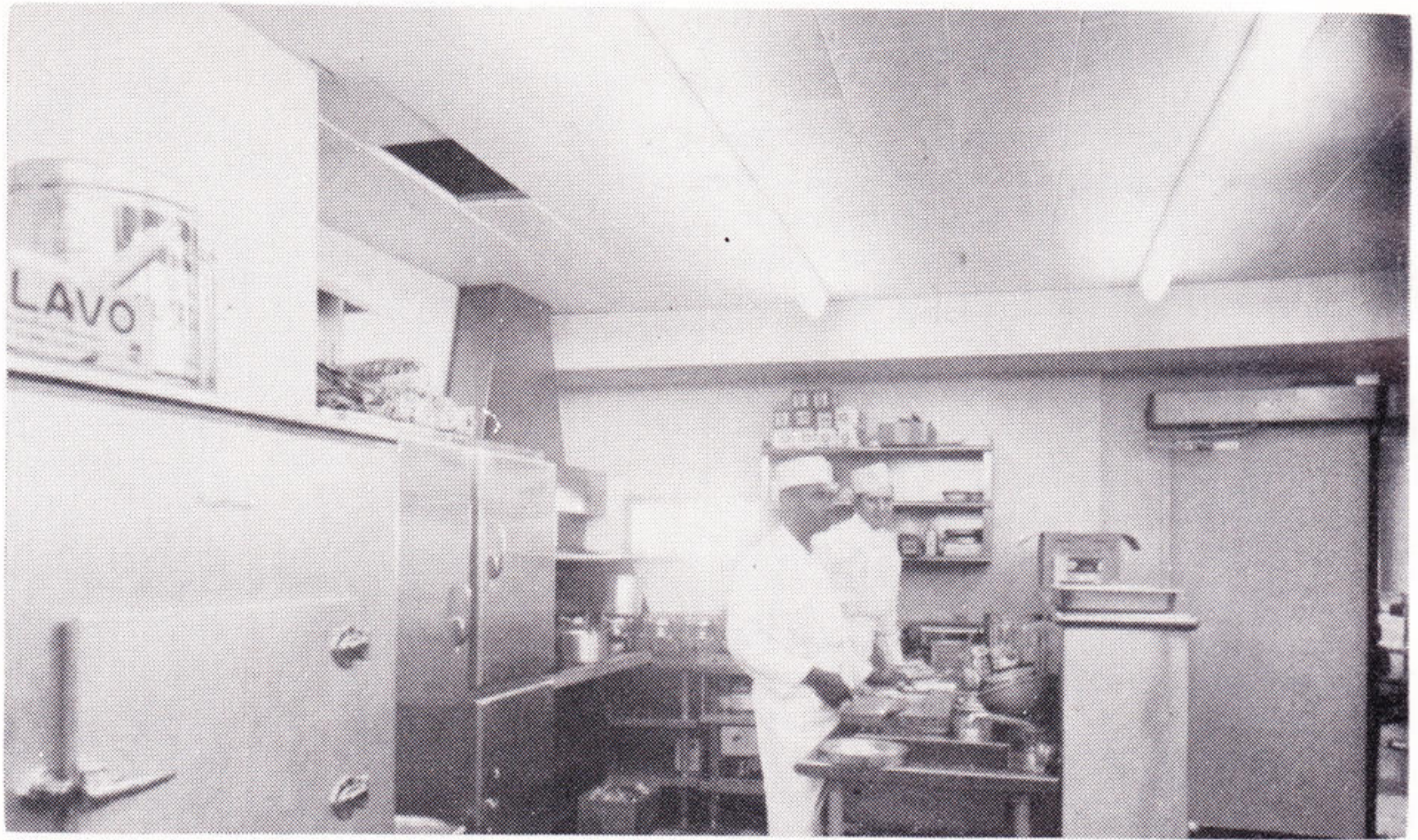
### Reddy There, Too

And, ever-present Reddy Kilowatt is on hand to see that the guests are properly pampered. In addition to his usual lighting, heating, and air-conditioning chores, Reddy will supply power for three suites and one penthouse in the building which feature kitchen center units, with electric ranges, refrigerators, and disposals. One apartment in the motel building also has a kitchen unit, including all-electric equipment.

The approximate connected load includes: lighting, 85 kw; heating, 108 kw; air-conditioning, 163 tons; cooking, 95 kw; refrigeration, 15 kw; and miscellaneous motors, (elevators, etc.) 45 kw; a total of 511 kw.

Yes, Reddy is on hand at this, a prime example of one town's initiative and efforts, which paid off in a project of which all its citizens can be truly proud.

The spacious lobby gives the guest some idea of the modern decor and well-arranged layout of the hotel. Cigar and magazine stand is at left. Automobile travelers may register through a closed circuit TV system without leaving their car.

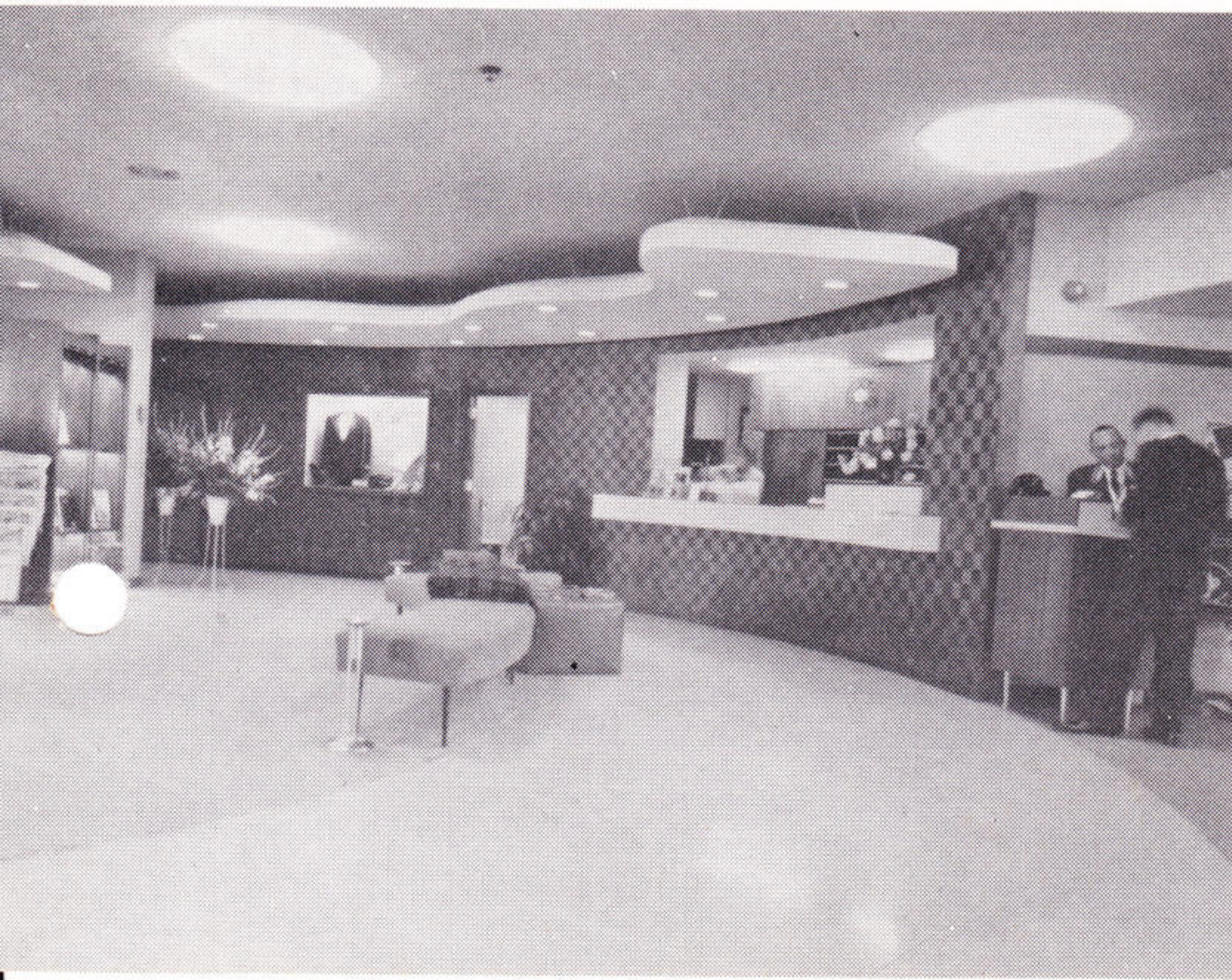


An all-electric short order kitchen, above, supplements the regular kitchen for the Sugar-N-Spice Cafe.



*"Come and Prepare to be Pampered"*

Besides the regular hotel, these 32 cabanas are available for the traveler. Parking space is in the rear of each unit. The water in the swimming pool is heated and lights illuminate the bottom at night. Boat docks are at left, out of the picture.



## Free Enterprise Gets An Early Start

"Small Business" is booming in Baton Rouge.

Thirteen manufacturing concerns, producing such items as jigsaw puzzles, memo pads, TV tables and home number markers, plus a miniature banking business, opened their doors early in October.

Although the group of "new" businessmen and women manufacture their own goods, sell stock, file monthly financial statements and pay taxes, their primary goal is to learn more about business and its operations.

The group consists of students from 12 high schools in the Baton Rouge area, participating in a Junior Achievement of Greater Baton Rouge program, a part of a chain of 132 such organizations in 36 states.

The organization has its headquarters in the Junior Achievement Center at 621 N. 21st St.

Local businessmen and industries like our company are underwriting the estimated \$25,000 first year budget. Most of this initial expense is first year cost only, including moving a director to the community and the cost of setting up and equipping the business center.

Each junior corporation has a sponsor from among businesses in the city but their financial structure is handled strictly on their own.

### Gulf States Sponsors Jamco

One of the manufacturing companies, Jamco, is sponsored by Gulf States. Five Gulf Staters, S. L. Adams, Production; Reeves Garrison, Accounting; Joe S. Jones, Accounting; Louis Christian, District Superintendent; and Robert Lowman, Production, are advisors to the group which produces and sells home number markers.

Production of Jamco's product is carried on every Monday night. Strips of metal are cut and carved to specification, the strips are attached to wood blocks with wood screws, and this assembly is painted. Illuminant plastic



Joe Jones is giving financial pointers to two Jamco owners while another assembles a home number marker.



MAKING A SALE. Renee Maginnis, Selby Madison and Peggy Taunton hold newly-produced markers which have just been purchased by Gas Superintendent R. O. Wheeler and Sales Superintendent C. B. Barron. The two Gulf Staters were visiting Jamco during sponsors' night.

### In Baton Rouge

## "Small" Business Is Booming, Too

numbers are then attached to the wood blocks. The group averages 15 markers a night and expects to increase this number in the near future.

### Free Enterprise In Action

Besides sharing in the Company's profits, the Junior Achievers earn 20 cents an hour for their production work and 50 cents commission for the sale of each product. These figures are determined by the young businessmen themselves.

Stock is sold in the 14 companies at 50 cents per share with a limit of five shares to a shareholder. The concerns usually capitalize at \$100.

Equipment requirements are submitted to the center which charges the companies token deposits of \$5 per month for use of the equipment. In

addition, each organization pays a \$3 per month rental fee for office space.

The miniature business concerns are conducted as much as possible like their real counterparts. The income tax money is used at the end of the year to help finance scholarships for outstanding J. A. workers.

Products of the companies are sold door-to-door, by mail order, through local retailers or at trade exhibitions.

At the end of the operational period—the length of a school year—the businesses hold board meetings to liquidate stock and dispose of raw materials.

If profits are shown at the end of the fiscal year, stock is redeemed and dividends are paid to shareholders.

Bill Lyon, director of the program in Baton Rouge, reports that 89 per cent of the mock companies throughout the nation paid dividends last year.

Local businessmen and educators feel that the program will go far toward assuring that high school graduates will have some experience in the fields of labor, policy making and management problems.

Schools represented in the program are Baker, Baton Rouge High, Catholic High, Central, Istrouma High, Pride, Redemptorist, St. Anthony, St. Joseph's Convent, University High, Woodlawn and Zachary.



Louis Christian (in rear) watches cutting and sanding of the wood blocks.

# --- To Keep Our Service Flowing

The overhead crane inched slowly down the double track. As it moved, it pulled the heavy rotor out of the 111,000 kilowatt generator, our largest. Finally, the rotor was free and was set on blocks, ready to be checked over by our team of production men.

This was the final step in the process of tearing down one of our electric turbo-generators for inspection and repair. It is a routine operation which is part of the job of keeping reliable, low cost electricity flowing throughout the system. Total time required for the tedious dismantling — 10-12 working days. Much of this time is spent cutting through the asbestos covering around the turbine. Approximately 10 working days are required to assemble the turbo-generator after repairs are made.

The particular unit portrayed here is the new Number 7 unit at Neches Station. The unit was placed in operation March 1 last year. It is the largest turbo-generator now in operation in the system. The older type units, being smaller, require less time for the inspection process.

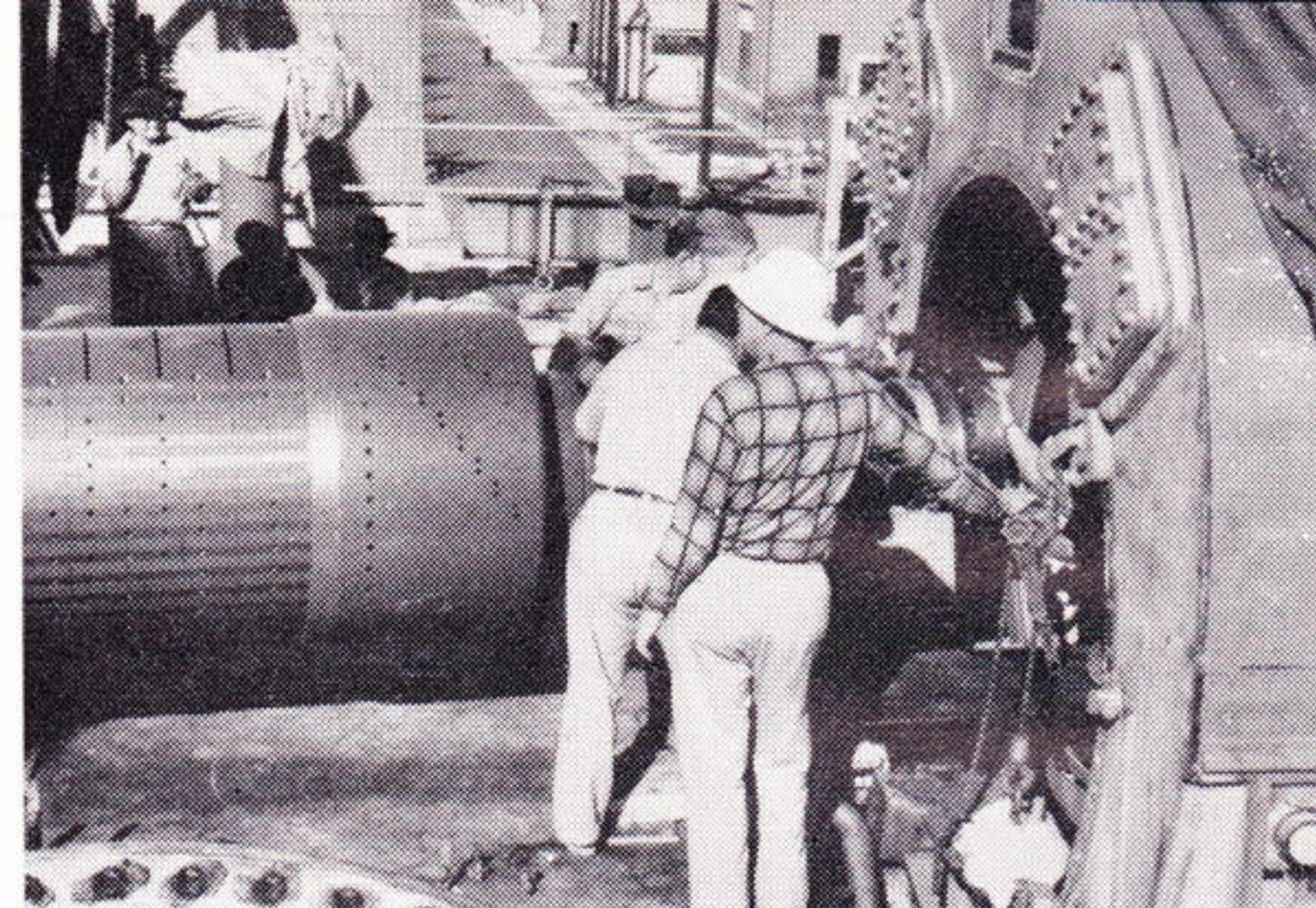
Before the operation can ever be started, care must be taken to insure an adequate flow of current even without the turbo-generator. Load requirements have to be shifted to other units in the system.

New turbo-generators are usually torn down for maintenance and inspection after a one year "break-in" period. After the first inspection, units are in



Looking down at some of the parts of the turbo-generator, an idea of the tedious work involved in dismantling this giant can be visualized. Larger parts at left are the turbine housing.

continuous operation for five years unless some malfunction develops. The



The crew is removing the rotor, the last step in the tear-down. Approximately ten working days were required to reach this point in the overhaul.

Number 7 unit was dismantled and is being repaired after 10 month's service due to a breakdown.

Altogether, about five to six weeks are required to make this periodic check on the large unit if no severe breakage is found. On the older units, time for a complete internal inspection is approximately four weeks.

This regular inspection of our generating equipment is time well spent. Power plants, like humans, need regular examinations to stay healthy.

## New Device Solves Safety Headache ... Pardon - Footache

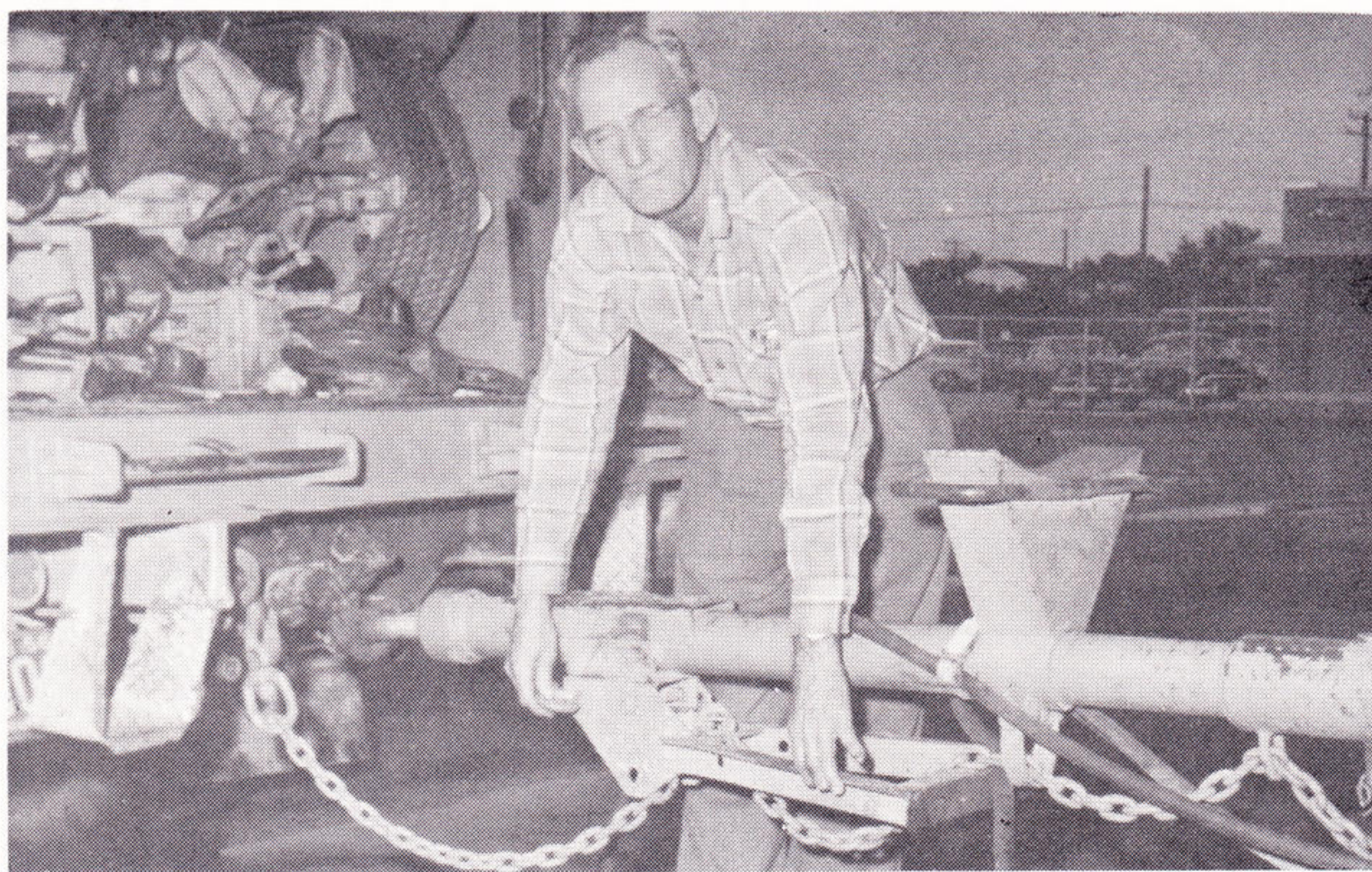
Imagination and engineering know-how on the part of a long time Port Arthur Gulf Stater have helped the company overcome another safety problem.

For years the heavy tongue units on the trailers that were hitched to line department trucks constituted a hazard everytime they were coupled or uncoupled to the trucks. A dropped tongue could result in a broken foot or smashed toe. Also, tongues had to be lifted from the ground and with a heavily laden trailer that caused quite a strain on crewmen.

A. D. "Happy" McMillian, general line foreman for the Port Arthur Division, studied the problem and came up with a solution. He devised a hinged, steel supporting structure which keeps the trailer on an even keel when it's uncoupled and swings up and back much like the retractable landing gear on an airplane when the trailer is coupled and ready to ride.

As a result, no more dropped trailer tongues on tender toes. Also, trailer coupling consists simply of backing a truck into position, hitching up and securing the support into place.

Imagination like this pays off in safer and easier operations, which helps hold down the cost of electric service to our customers . . . So everybody's happy about "Happy's" headwork.



A. D. "Happy" McMillian displays the trailer tongue rest that he devised as a safety measure. A pin locks the rest either up or down. The device allows hitching and unhitching the heavy service trailers with less strain on the men.

EMPLOYEES of a fast-growing company like ours have something in common with jet airline passengers who ask the hostess where they are. By the time she answers they aren't there any more.

Less dramatically, Gulf Staters are finding that changes are taking place rapidly in a company that's growing on all fronts.

But while the company is busy planning and building to stay ahead of the growing service needs of this booming area, the welfare of employees is not being neglected. As the cost of living climbs and the buying power of the dollar shrinks, the company is making important advances to help all employees prepare for the future.

#### Plans To Protect

What makes a company a good place to work? Many Gulf Staters enjoy being with a company whose service has come to be one of the most useful and appreciated commodities in history. That's an intangible reason, but there are others which mean dollars and cents to employees.



Chief among these is the Trusteed Retirement Plan. The company shares with member employees in the cost of providing for a comfortable income after retirement as it does with the Group Life Insurance Plan. This plan helps employees finance protection for their loved ones in case of death.

The company shares in the cost of a Hospital, Surgical, and Medical Plan with members of the Benevolent Association (PLAIN TALKS — November, 1956). Under this plan, Gulf Staters and their dependents are helped during times of sickness or disabilities.

All of the above plans have been put into effect within the last few years, supplementing or replacing programs which had become impractical due to the rise in living costs.

#### Other Advantages

In addition to these popular pro-

*In A Fast - Growing Company*

*Serving A Fast - Growing Area*

*It's Good To Know That...*

# Employee Ben

grams, two credit unions help employees put aside money systematically, and enable them to borrow at reasonable interest rates for the purchase of necessities. The company authorizes payroll deductions for credit union members to put aside savings or repay loans. Both agencies are staffed by full time company employees for the convenience of Gulf Staters. One credit union, with headquarters in Beaumont, serves Texas and the Lake Charles Division employees. The other, called BRECO, is a holdover from the days of the Baton Rouge Electric Company, and serves Baton Rouge Division employees.

The company encourages employees to "live better electrically," and offers substantial discounts and convenient terms on electric merchandise so that Gulf Staters can take advantage of the service with which they are so familiar.

#### Safety Is A Plus Value, Too

A year 'round safety program for all employees has top priority in the company. Gulf States wants to help employees stay healthy and whole both on and off the job. The Safety Department conducts regular safety programs throughout the year to instill in employees the safe working, driving and playing habits that help prevent tragedy.

Regular employees who begin work at the company in the first six months of the year are entitled to a two-week, paid vacation during the following year. If they are employed in the last six months of the year, they receive one week after six months in the next calendar year, and two weeks in the years thereafter. After 15 years of con-



Protection

tinuous service, employees receive three weeks of vacation with pay each year.

#### Six Holidays A Year

During the year, the company observes six regular holidays. They are New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Of top importance to most employees are the programs which affect individual and family health, protection for loved ones left behind in case of death and security for the years after retirement.

In recent years, our company has made a thorough study of all three problems and has improved and revised previous plans to meet today's needs.

Many employees are reaching an age where they are very interested in what their incomes will be after retirement. Effective July 1, 1955, the Trusteed

Retirement Plan for regular employees supplemented a 10-year old retirement plan which had become inadequate due to the sharp increase in living costs during the past decade.

Eligible to enroll in the new plan are employees 30 years of age or over who have completed one year of continuous

straight time pay for the years 1952-1954 was \$375 a month. If he averages \$390 a month between ages 40 and 44; \$430 a month between ages 45 and 54 and \$470 a month between ages 55 and 64, he can figure his future monthly retirement pension check as shown in the box below:

policy in the amount of \$8,000. Contributions are made through payroll deductions. Thus, by taking advantage of the company's group plan, an employee can protect his loved ones at a substantial savings.

The other important benefit program for employees, the Benevolent Asso-

# Benefits Are Growing Too



For Them

service with Gulf States. Through payroll deduction, each member makes monthly contributions to the plan, based on his rate of pay. The amount contributed each month is about 2% of monthly wages up to \$350 plus about 4% of wages in excess of \$350. To this, the company contributes the amount needed to provide the employee with retirement benefits. In addition, our company is making regular payments over a period of years to provide additional benefits for service prior to July 1, 1955.

## How Retirement Plan Works

Here's an example of how the Retirement Plan works: At normal retirement payment is the sum of (1) his retirement benefit for credited service prior to July 1, 1955 and (2) his retirement benefit for credited service after July 1, 1955.

Let's say an employee had 16 years of service as of July 1, 1955, and was 40 years old at that time. His average

Ages:	Average Annual Earnings	Monthly	Monthly Benefit	Salary Class
40-44	\$4680	\$390	\$4.10	13
45-54	5160	430	4.70	15
55-64	5640	470	5.30	17

Monthly Future Service Benefit:			
Payable on retirement at age 65			
5 years at average of \$390 per month	5 x \$4.10 equals		\$ 20.50
10 years at average of \$430 per month	10 x \$4.70 equals		47.00
10 years at average of \$470 per month	10 x \$5.30 equals		53.00
Total			\$120.50

Monthly Past Service Benefit:			
10 Years credited Past Service with average straight time rate for years 1952-1954, inclusive, of \$4500 per annum or \$375 per month			
¾ % First \$350 per month		\$2.63	
1¼ % Excess (\$25) per month		.31	
			\$2.94
10 Years credited Past Service	\$2.94 x 10 equals		\$ 29.40
Monthly Benefit under Social Security Act			108.50
Total Monthly Benefit at age 65 (approximately 55% of terminal pay)			\$258.40

In 35 years the employee will have paid \$3,924 into the plan. Within three years after retirement, the employee will have received checks amounting to \$5,396.40, exclusive of Social Security.

## Life Insurance Plan

All regular employees are eligible to enroll in the company's Group Life Insurance plan after six months of service. Monthly contributions are made according to the employee's rate of pay. The amount of protection is determined by the length of service and the rate of pay. The company pays all of the costs not covered by the employee's contributions.

For example, a Gulf Stater who has been with the company eight years and who earns between \$3,840 and \$4,800 annually, exclusive of overtime, pays \$4.50 a month for an insurance

policy administered Blue Cross-Blue Shield Hospitalization, Medical and Surgical Plan, was discussed in full in the November, 1955 issue of Plain Talks.

With taxes and the cost of living taking bigger bites out of income, Gulf Staters can sleep better nights knowing that they are teaming up with a company that is helping them to provide for a safe, secure and healthy future.





Mr. and Mrs. N. L. Romero are parents of an eight pound, 13 ounce son, born December 24. Mr. Romero is in the Port Arthur Engineering Department.

Mr. and Mrs. Rex E. Lee are grandparents of a girl, Pamela Jean, born January 25, in Beaumont. Mr. Lee's daughter, Patricia Jean Colvin, is a former employee of Gulf States, having worked in both Beaumont and Lake Charles Divisions. Grandfather Lee is Baton Rouge Division Electric Operating Superintendent.

Mr. and Mrs. Llewelyn Levi are parents of a son, Randall Corey, born January 9. Randy arrived at the St. Therese Hospital on the Levi's third wedding anniversary. Mrs. Levi worked in the Engineering Department at the Service Center.

Mr. and Mrs. Robert Parks announce the arrival of their third child, Kenneth Wayne, born January 24. "Junior" weighed eight pounds, seven and a half ounces. Mr. Parks is in the Lake Charles T & D Department.

Congratulations to Mr. and Mrs. Paul Harrington, parents of a daughter, born December 7. The child has been named Bridget Ann. Dad is engineering supervisor in Lake Charles.

Mr. and Mrs. Edwin Judice are proud parents of Denise Lynn Judice, born January 10, at Our Lady of Lourdes Hospital. The baby weighed seven pounds, nine ounces. Mr. Judice is on the Lafayette line crew.

Mr. and Mrs. William Sheets announce the birth of a son, Gregory, born January 30 at the Lafayette Sanitarium. The baby weighed seven pounds. Mr. Sheets is an apprentice on the line crew at Lafayette.

Lafayette extends a hearty welcome to newcomer John J. Arabie, who joined our forces January 31. He is a native Louisianian and is presently serving as a helper in the T & D Department.



District Serviceman C. B. Brooks of Groveton and Mrs. Charline Tullos, local office clerk, check a day's work before closing up shop.



Johnny Gallop and Starling F'arrar work in the machine shop at Louisiana Station where they repair equipment that helps keep our largest power plant generating 376,000 kilowatts.

Mr. and Mrs. Clifford E. Chambers announce the birth of their second child and first son, John H., on November 14. Mr. Chambers is in the Baton Rouge Production Department.

Mr. and Mrs. George S. Jolissaint are parents of a son, Wiley George, born November 14. Mr. Jolissaint is in the Production Department at Baton Rouge.

Mr. and Mrs. Edward P. Melancon announce the birth of Charlayn Agnes, their first daughter, December 12. He is in the Baton Rouge Production Department.

Mr. and Mrs. Alonze D. Sandifer are parents of a son, Daniel Keith, born December 26. Mr. Sandifer is in the Production Department at Baton Rouge.

Mr. and Mrs. Bruce D. Barber announce the birth of their third child and third daughter, Cathy Marie, January 24. Mr. Barber works in Baton Rouge T & D Garage.

## A PEEK AT THE T2A9

These items were among the news that employees were reading in PLAIN TALKS back in . . .

1923

E. L. Robinson, who has charge of the monthly fire inspection of the property of this company, commends the Port Arthur Division for the attention being given to fire prevention there. . . . The newly-organized Eteco Symphony Orchestra now has 16 musicians; it is an organization of which our company can be proud.

1928

W. W. Eckles, chief electrician of the Production Department, Beaumont, assumed the duties of acting chief engineer of the Tevis Street Power Station February 1 . . .

1933

J. L. Haddox, sub-foreman at Navasota, recently won a suit of clothes at a drawing held by a local cleaning company . . . J. D. "Pop" Jordan, who has been transferred to the Meter Department, Port Arthur, as foreman, tells us that the meter business is rushing . . . The Lake Charles Sales Department is very happy over selling four refrigerators during January.

1938

L. T. Haney, former storeroom keeper at Huntsville, was transferred to Navasota on January 1 . . . The new Jennings office on Market Street was officially opened February 23, with about 200 visitors received during the day . . . Charles DeCuir, formerly known as "Blackie", Port Arthur Commercial Department, is being called "Pop" for the reason that he is now the proud father of an eight pound boy, Charles McCloy, born January 16.

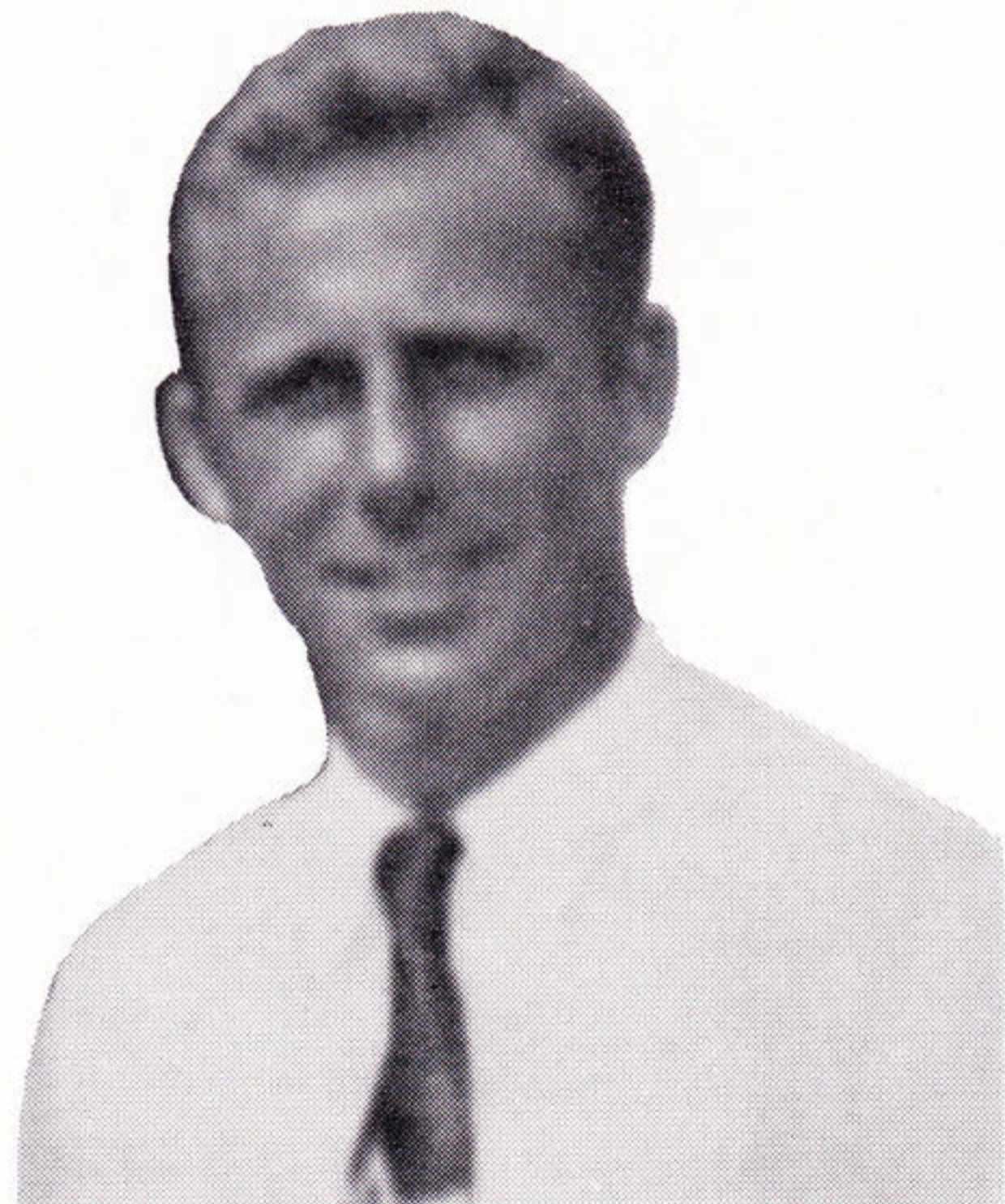
**SAFETY** — and the end is that the workman shall live to enjoy the fruits of his labor; that his mother shall have the comfort of his arm in her age; that his wife shall not be ultimately a widow; that his children shall have a father; and that cripples and helpless wrecks who once were strong men shall no longer be a by-product of industry.



## James O. Cutler Dies In Beaumont

Funeral services for James Otho Cutler, lineman in Beaumont for nine years, were held last month and burial was in Forest Lawn Memorial Park in Beaumont. Mr. Cutler died after a two-year illness.

Mr. Cutler joined Gulf States in the T. & D. Department in 1949. He later became a lineman, the position he held when he was injured in an on-the-job accident in 1954.



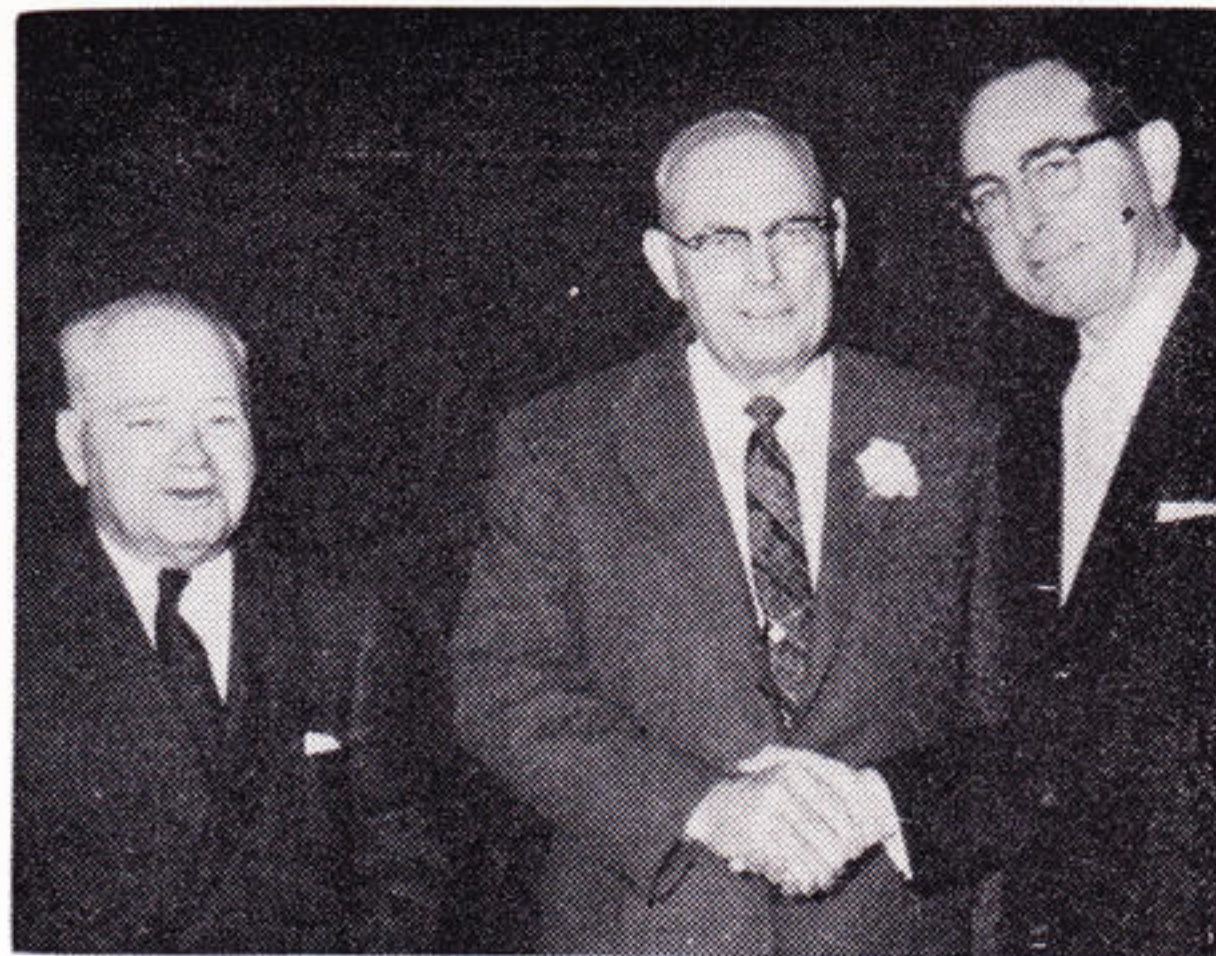
James Cutler

Born November 30, 1920 in Beaumont, Mr. Cutler attended elementary schools in Beaumont and was graduated from Fannett High School, Fannett, Texas. He also attended Lamar College in Beaumont. He served in the U. S. Army from July, 1943 until December, 1945.

Survivors include: his wife, Mrs. Nell Cutler of Beaumont; one daughter, Sharon Cutler of Beaumont; his parents, Mr. and Mrs. H. A. Cutler, Beaumont; five brothers, Everett Cutler, Garland Cutler and Kenneth Cutler, all of Beaumont, Boyd Cutler of Chicago and William L. Cutler of California; and four sisters, Mrs. Dick Alphin of Port Acres, Mrs. Jim Lisle, Mrs. Maxine Pontiff and Mrs. Hebert Barrington, all of Beaumont.

### Sympathy

Sympathy is extended to **Mr. and Mrs. O. G. Floyd** on the death of Mrs. Floyd's mother, **Mrs. Bertha Longsdorf**. Mrs. Longsdorf died February 1 in Bedford, Indiana. Mr. Floyd is director of industrial-commercial heating and cooking, Beaumont.



C. M. Scott, center, manager of the Port Arthur Division of Gulf States, is congratulated as the new president of the Port Arthur Chamber of Commerce by Roy Andrews, right, retiring president, at the group's annual banquet January 14. Charles T. Evans, left, of Little Rock, assistant to the president of the Arkansas Power and Light Company, was principal speaker for the event.

## BRECO Credit Union Elects 5 to Board

The BRECO (Baton Rouge Electric Company) Credit Union elected five new members to the Board of Directors and declared a four and one-half per cent dividend for 1956 at a general meeting of stockholders January 15.

It was reported that BRECO's assets now total \$390,642.43, and that the Guaranty Fund has reached \$24,600.

Immediately following the general meeting an election was held to choose officers for the Board of Directors for 1957.

Doug Latimer was elected to the Board and was named president. Cooper Spengler was elected vice-president; B. L. Campo, secretary; J. C. Hays, treasurer; and J. A. Ellis, another newcomer to the Board, was named assistant treasurer.

Other new Board members, elected for two years, are J. S. Jones, C. A. Ibach and W. P. Gautreaux. Other Board members, elected last year and who have one more year to serve, are Henry Landry and S. A. McKenzie.

J. A. Stelly and A. P. Lusk were re-elected to the credit committee for two years and F. J. Bello was reelected to serve one year.

J. F. Graves and B. R. Garrison were reelected to the Supervisory Committee for two years. Also reelected to this committee for one year was Tom Carr.

## T. J. Miller Expires After Long Illness

T. J. Miller, a Gulf Stater for nearly 15 years, died in Cleveland, Texas, after a lingering illness.

Mr. Miller joined our ranks in Calvert in 1942. He became an operator



T. J. Miller

later that year and in 1951 was transferred to Conroe in that capacity. In 1955, he was transferred to Cleveland as a truck driver in the Transmission and Distribution Department there.

He became seriously ill in June of 1956, and passed away six months after being stricken.

Survivors include Mrs. Miller and two daughters.

## New Officers Head Texas Credit Union

Officials of the Employees' Federal Credit Union who will serve during 1957, were named at a special directors' meeting of the Union January 25. The officials are as follows:

R. B. Spafford, president; A. C. Faggard, assistant to the president; K. L. Jumel, vice president; R. W. Landers, treasurer; Ruby Ray Ridley, assistant treasurer; and D. S. Boring, C. E. Calvert, R. T. Kearney, A. M. Melancon, C. M. O'Brien, and Lloyd Priest, directors.

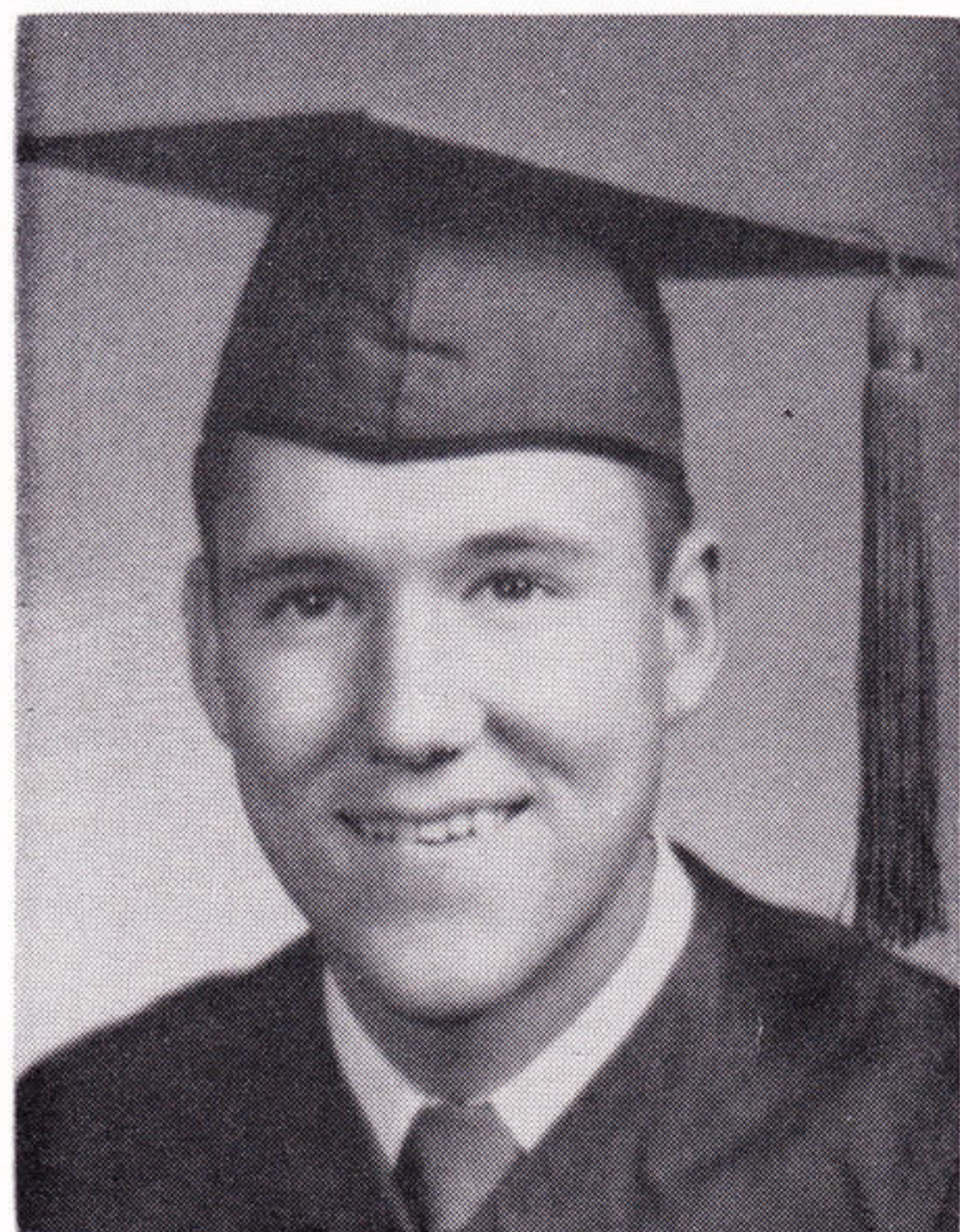
The Credit committee to serve during 1957 includes: H. S. Charlton, W. T. Ricks and W. J. Schumacher.

The supervisory committee to serve for the year includes: Joseph Fontana, G. H. Rafferty, and C. W. Shrigley.

# James Stokes Is Candidate To West Point Academy

James Milton Stokes, son of Mr. and Mrs. Jerome M. Stokes, (he's System claim agent, Beaumont), has been appointed by Rep. Jack Brooks as his principal candidate to enter the U. S. Military Academy at West Point next fall.

A freshman at Texas A. and M. College, James made one of the highest scores on the West Point preliminary test of any from this area in recent years, Rep. Brooks said. The Congress-



James M. Stokes

man pointed out that a number of young men in his District request appointment to the service academies each year and several have usually completed their high school work and are in college. James will be required to qualify for entry to West Point by an additional examination later this year.

He is a graduate of Beaumont High School where he was active in student affairs and for several years was a member of the Student Council and Hi-Y Club. He was also one of the students selected, because of high scholastic rating, to take the National Scholarship Foundation examinations last year.



Lake Charles (above) and Cleveland, Conroe and Huntsville (below) Christmas party pictures did not arrive in time to be included in last month's issue. And so, we present these last manifestations of the holiday spirit before closing the chapter on another Christmas season.



"Just indigestion, dear." That's what he told his wife. But she knew he hadn't been feeling too well lately.

She was worried even if he wasn't, she kept telling him.

Finally, to calm his wife's fears more than anything else, an employee we'll call Lineman Arnold, dropped by to see his doctor.

An on-the-spot blood pressure check and further tests indicated what appeared to be a partial coronary occlusion—the stuff heart attacks are made of. Outcome — he underwent treatment . . . in time.

Another employee had what he thought was a similar symptom. It didn't take any encouragement to send him to the doctor; he was scared. The next day he was back at his job happier than he'd been in weeks. Indigestion was what he had.

These two cases, almost commonplace nowadays, illustrate why it's a good idea to know something about heart disease. Enough, that is, to know when it's wise to see your doctor, not just worry.

Heart and circulatory diseases are the leading cause of death in the United States. They cause one out of every two deaths — more than 800,000 in the U. S. each year.

## Have A Heart To Heart Talk With Yourself

### Know The Symptoms

To help you spot some of the symptoms that may mean heart trouble, the Sabine District Heart Association, a voluntary group of local citizens, offers this thumb-nail list:

1. **Acute "indigestion" — or spreading pains originating in the upper portion of the chest.**
2. **Shortness of breath.**
3. **Unreasonable fatigue.**
4. **Persistent headaches or nervousness — a possible sign of hypertension which sometimes leads to heart trouble.**

None of these danger signals necessarily means heart trouble, of course.



Only a doctor can evaluate them correctly.

Many folks don't know that in almost all cases, heart disease patients can be helped. Or that after a heart attack most people recover to lead productive lives. Or that localized pain over the left chest is rarely a symptom.

This month being Heart Month, you'll probably find educational pamphlets on heart disease in your bank statements, at club meetings, just about everywhere you turn. The pamphlets, thousands of them, are being sent out by Heart Associations throughout our service area.

It's an opportunity to find out — in a nutshell — the facts about what's called the 'most serious threat to the health of the American people'.

## Benevolent Assn. Elects Officers

Officers and directors for the Employees' Benevolent Association who will serve during 1957 have been named following meetings of the Board of Directors for the group, January 16-17.

The officers, all of whom were re-elected, are as follows: C. G. DeCuir, Port Arthur, president; R. M. Tompkins, Beaumont, vice president; and R. W. Landers, Beaumont, secretary-treasurer.

Directors, also re-elected, who were named at the meetings are: Ruby Ray Ridley, Beaumont; R. M. Thompkins, Beaumont; and H. F. Sockrider, Lake Charles.

Other directors, who will fulfill their unexpired terms during 1957 are: C. G. DeCuir, Port Arthur; D. M. Doan, Navasota; J. C. Hays, Baton Rouge; and G. E. Richard, Beaumont.



## 40 Years



J. O. Bauman  
Production  
Baton Rouge



Robert J. Landry  
Sales  
Lake Charles



T. P. Comerford  
Executive  
Beaumont

## 30 Years

# SERVICE AWARDS



Elmer Sudderth  
Distribution  
Lafayette



Ray Hudspeth  
District Supt.  
Cleveland



R. E. Compton  
Distribution  
Lafayette



A. A. Westbrook  
Accounting  
Beaumont

## 20 Years



R. J. Jarreau Sr.  
Distribution  
Baton Rouge



B. F. Sparks  
Distribution  
Conroe



F. E. Mathis  
Distribution  
Lake Charles



Brent Powledge  
Distribution  
Cleveland



Jeanette Sangster  
Executive  
Navasota

## 10 Years



J. A. Brown  
Accounting  
Beaumont



Clarence Patterson  
Distribution  
Navasota



Joe A. Bailey  
Sales  
Madisonville



M. D. Stephenson  
Distribution  
Beaumont

# gulf staters in the news

President **R. S. Nelson** and Mrs. **James B. Mann**, Beaumont, district directors of the American Cancer Society, had charge of program plans for the society's district meeting in Beaumont February 1. More than 50 volunteer workers from 17 cancer society units in a 13-county area attended the meeting.

**Maj. Joseph H. McClelland, Jr.**, Industrial Sales, Beaumont, is flying safety officer of the San Jacinto Wing of the Air Force Reserve which has been awarded a certificate of meritorious achievement in flying safety by the Continental Air Command. Some 80 Beaumont and Port Arthur reservists are members of the unit.

**K. E. Sutton**, advertising director, Beaumont, has been named education chairman for the fund-raising drive for the Schlesinger Home for the Aged.

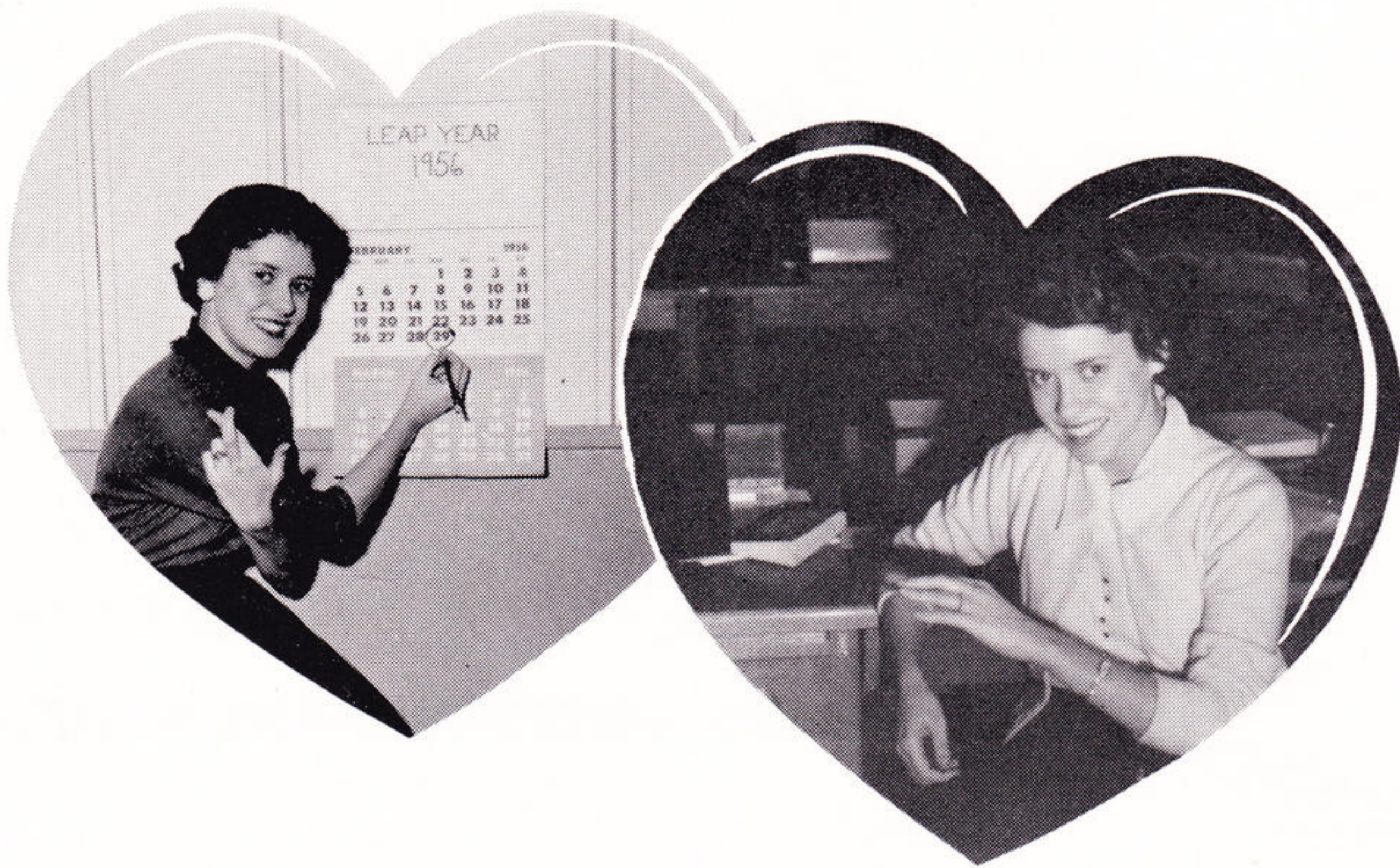
**J. B. Hodge**, Navasota division manager, has been re-elected president of the Grimes County Chamber of Commerce.

**Brooks Bishop**, commercial sales representative in Beaumont, was named the outstanding Jaycee of the month of December by the Beaumont Junior Chamber of Commerce for his excellent work as chairman of the Christmas Lighting Contest. Incidentally, Mr. Bishop was top salesman in the last range-water heater-dryer sales campaign.

Vice President **H. V. Faber** was elected second vice president of the Beaumont Chamber of Commerce at the Chamber's Board of Directors organizational meeting last month.

**C. M. Scott**, our division manager in Port Arthur, is the new president of the Port Arthur Chamber of Commerce.

**O. C. "Buck" Wingard**, commercial sales representative in Orange, has been a prime mover in the Orange County March of Dimes campaign. **T. O. "Doc" Charlton**, Orange district superintendent, has been named co-chairman of the Orange County Boy Scouts of America council and **Walter House** is chairman of the Advancement Committee for the BSA.



Yoiks! It worked! With fingers crossed for luck, Mary Caldwell, Beaumont Accounting, last year posed for a combination Valentine and Leap Year picture (February PLAIN TALKS). This year, when Mary again posed for our Valentine picture she was wearing an engagement ring.

## How Not To Get Along With Your Boss



... "A funny thing happened to me on the way to the office this morning."

## Nuclear Know-How

Private enterprise — no less than interested government agencies — is making noteworthy and orderly progress in applying nuclear energy to the arts of peace.

A recent conference on the subject was sponsored by the Edison Electric Institute and attended by top-level representatives of 125 independent electrical companies. A newly-formed Technical Appraisal Task Force was given four principal functions. These, as reported by *Electrical World*, are: "To keep the industry informed on the status of research and development work, in this country and elsewhere, of importance to the achievement of competitive nuclear power. 2. To study and report on all research programs and projects. 3. To study and appraise the technical and economic factors to be achieved by the design and construction at different times of prototype or full scale nuclear plants. 4. To act as a liason agency with the members on any nuclear reactor evaluation group that may be set up on a national level."

Broadly speaking, the objective of the utility industry is to find out what kind of reactors will most efficiently, economically and safely produce power—and to bring them into being on a commercial scale. That is the way to real leadership in the nuclear field.—*La Plata (Md.) Times-Crescent*

—PT—

## Utilities Win Power Verdicts

Investor-owned electric companies have won 134 out of 207 elections involving the issue of government ownership of the electric industry in a period covering 10 and a half years, according to a detailed study just completed of such elections. The study which was made for the Electric Companies Public Information Program covered a period from January, 1946 to June, 1956.

Included were 207 elections in 32 states, each giving voters a clear choice between government ownership and business management.

In Oregon, which many politicians considered favorably disposed to government power, investor-owned companies won 26 elections and lost just two, for a victory percentage of 92.8 per cent. —*Butte (Montana) Outlet*

—PT—

## From the Bible—

*All things were made by Him; and without Him was not anything made that was made.—(St. John 1, 3.)*

Almighty God, all-good, all merciful, made the vast, limitless universe — our sun, and the millions of suns beyond it, and this tiny planet upon which we live. And He made each and every one of us, in His image. Each and every one of us is one with God, as each and every sunbeam is one with the sun.



## Wrong Word

"I used to think folks said  
the earth revolved upon its AXIS  
Now wasn't I the dumb one—'cause  
of course the word was TAXES!"—*Lake Wilson (Minn.) Pilot*

—PT—

## Let's Stop Needless Taxation

Socialism's secret weapon is money. Governments formerly gained power by the sword and swelled their coffers by conquest and tribute. That method is still used, but chiefly against foreigners. Modern governments obtain power over their own people in a more subtle fashion. They tax away the earnings of their people, and then dole some of it back to them in subsidies, gifts, grants-in-aid, and the award of huge government contracts. By this process they become the masters of men, and cease to be their servants."—*the Hon. Samuel P. Pettengill, in Spotlight.*

—PT—

## "All That Glitters . . ."

"This will probably come as surprising news to a lot of folks, particularly those who have given little thought to the value of our one railroad in the county, or our electric and telephone concerns, other than the way in which they serve us. When we consider this aspect of our public utilities it is surprising that there are those who seem to think 'the government' ought to own and operate all utilities because they could then give cheaper rates.

"Of course, the joker is that the government-owned utilities pay no taxes. So, of course, they can provide lower rates. They also frequently operate at a loss through mismanagement or squanderous spending . . .

"Thus you have a double evil — a utility that contributes nothing in the way of taxes, but also takes part of the other tax money raised . . .

"The glitter of government utilities is not gold—it's generally just white-wash."—*Salem (Indiana) Leader*

—PT—

City residents take water service for granted, but it is a different story in nonurban areas where residents have to provide their own. Last year, 788,000 electric water systems were sold. This left some two million farms without the convenience of a pressurized water system.—*Electrical World*

## Working for Government

The total cost of government in this country is far higher than most of us realize, one reason being that many taxes are of an indirect, or "hidden" nature.

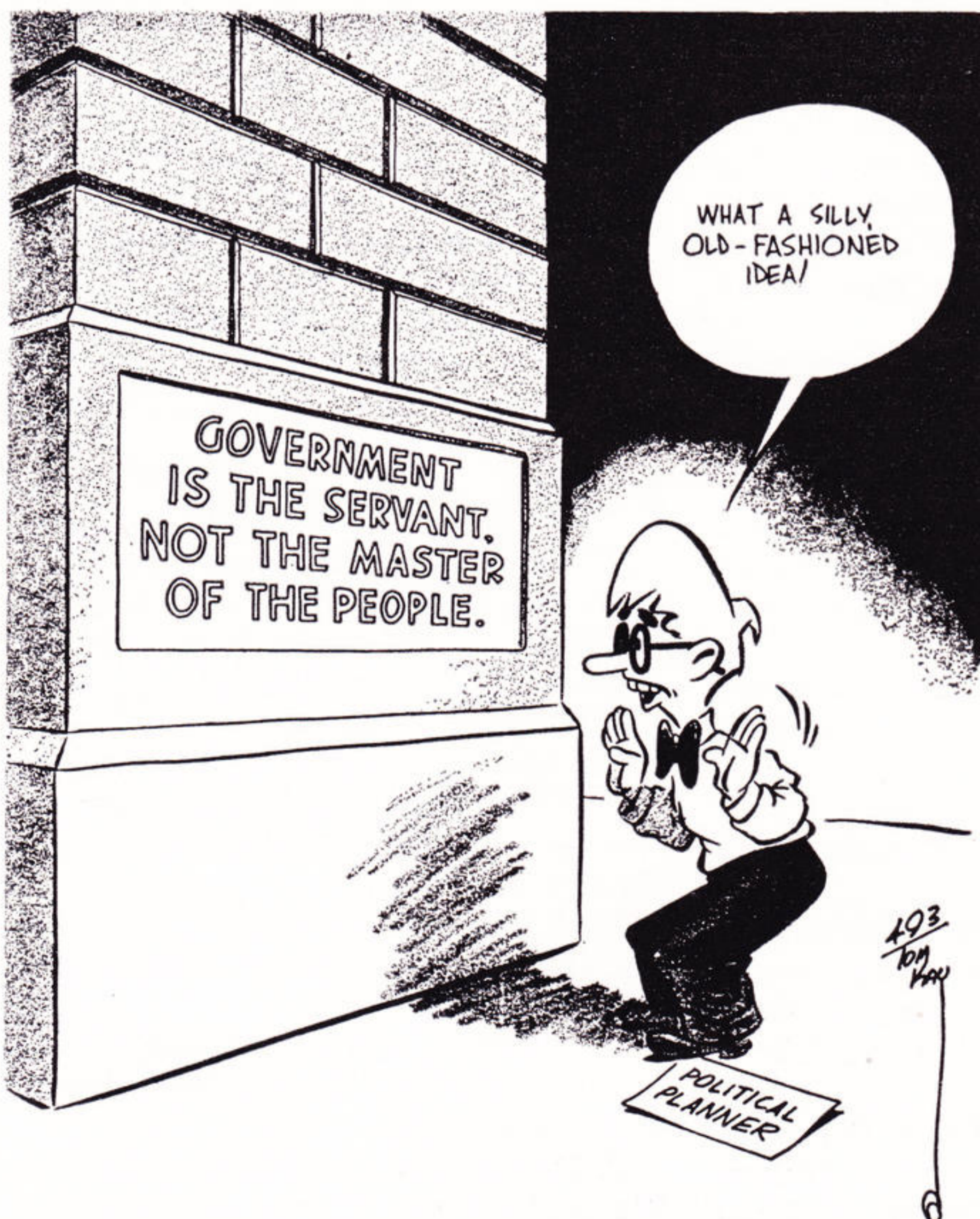
U. S. News & World Report states, "Government in this country — Federal, State and local — are spending \$110-billion a year. That is the equivalent of about one-third of all the money earned by all people and businesses in the United States."

In effect, you spend one-third of your working time working for government.—*Public Service Magazine*

—PT—

## Who Owns America?

Who owns American big business? The Communist and Socialist agitators would reply "Wall Street, or a few rich capitalists!" The home-grown political demagogue would say: "The selfish vested interests, the privileged few." The well-intentioned do-gooder would say: "The fortunate wealthy people." Here's the real answer: American big business is owned by 8,630,000 men and women, most of them with incomes of less than \$7,500 a year and living in small towns of America. When all business in America is counted — big, medium-sized and little — there are nearly 18,000,000 owners.—*Dr. George S. Benson in Publications Magazine.*



He WOULDN'T UNDERSTAND!

## Comments On Our Company

It's nice to receive a letter commenting on our company from an impartial person. Among such interesting letters was one written by D. B. Campbell of E. I. Dupont De Nemours & Company, Inc. at Orange. The letter, commenting on our safety program and addressed to F. W. Jones, Safety Director, follows:

"Dear Frank:

I have just completed reading the 'Why I Want My Dad To Work Safely' entries. Thought you may be interested in my reaction. In my opinion the selecting of only two as winners in each group was one of the toughest chores I have ever attempted. The depth, sincerity and good common sense displayed throughout the entries is truly amazing. Certainly your company is to be commended for teaching such sound basic safety-consciousness, not only to the employees, but to their families.

Thanks for the pleasure of allowing me to read all the entries. It gave me a sincere feeling of pride to be in safety work and realize our young people do so thoroughly respect it."

—PT—

One of the cutest tricks ever devised for protecting workers in manholes is being used by Kansas City Power & Light Co. After a manhole cover has been removed, a special truck is driven over the hole. As the truck has a large hole in the floor, workers can go directly from the truck into the manhole. This system provides greater safety for the men, provides them with protection from the weather, and saves them the trouble of setting up guards, warning signs, etc.—*Electrical World*

—PT—

## The Perfect Squelch

A farmer from Texas was among those who greeted a delegation of Russian farmers on a tour of America's midwestern farm belt. One of the visitors, upon being introduced to the Texan, went out of his way to speak to him.

"In my country," he said, "everything we hear about your state is big. Big cities, big oil fields, big cattle, big farms . . . everything is big. What would you say is the smallest thing you have down there?"

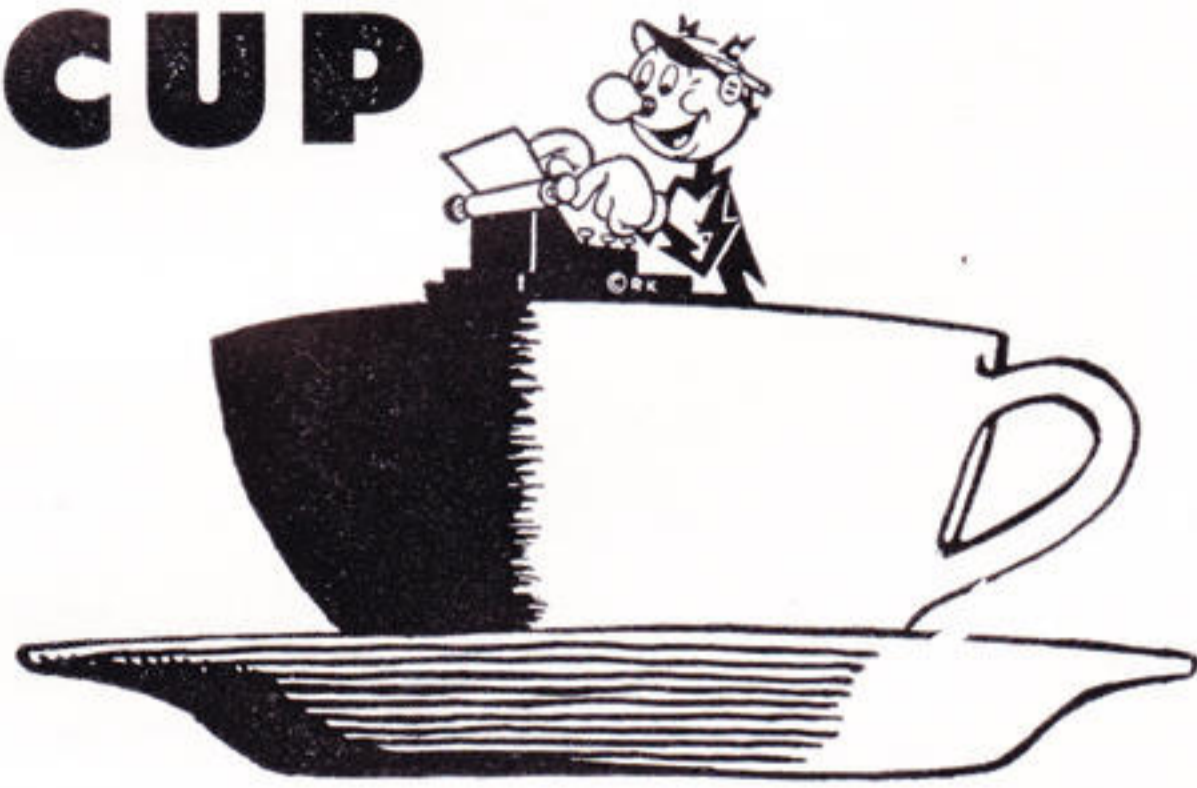
The Lone Star Stater hesitated only a moment, then drawled, "I reckon when you pin it right down, about the smallest thing we have in Texas is the Communist Party."

*Dr. Kenneth McFarland, in a speech to the Beaumont Chamber of Commerce*

—PT—

Are you satisfied with your tiny 24-inch TV set? If you're not, there is a color set on the market which produces pictures up to 4½ by 6 feet, and a black and white set with pictures up to 6 by 8 feet.—*Electrical World*

# over the COFFEE CUP



## ORANGE

### KNOW YOUR REPORTER

Mrs. Reba Willey



Our newest reporter has been a Gulf Stater since January, 1946. Reba Willey works as a floor saleslady at Orange. During her 11 years' service she has also worked on the switchboard and in the Accounting Department. Her husband, Cecil Van, is employed as an operator for the City Water Department. The couple enjoys outings with 13-year-old son, Bobby Jack.

—PT—

**Miss Tina Hennigan** is a new employee in the Service Department. She had to leave her job temporarily after being with us only a week, to visit her mother who is quite ill in Arkansas. We wish her mother a speedy recovery.

**Glenda LeBlanc**, our fairly new stenographer, will be absent from work for about a month or six weeks. She underwent major surgery at Lutchter Hospital January 24.

**Sue Stimac**, customer clerk, was hospitalized for several days last month. We hope she will soon be all right.

We extend sincere sympathy to **Mary Joyce Guillot**, cashier, and her family. Her father passed away recently.

**J. P. Pivoto** and **Mrs. Meeks** have a brother seriously ill in Beaumont. We hope he will soon be better.

**Lois Crowe**, Engineering Department, will be leaving us soon. Her husband has received orders to report to Uncle Sam for three years.

—By Reba Willey

## LAKE CHARLES

**Hugh Holland** has transferred from Lafayette District to Lake Charles District, effective January 14. Mr. Holland was once a meter mechanic in Lake Charles but transferred to Lafayette in 1950.

Three first class mechanic's in the Charles Substation Department have each spent a full week at different times during the past month, attending the instruction classes in Beaumont. These men are **Edward Duhon**, **James Van Winkle** and **Feland Bush**.

**Ed Farlow** attended a Supervisor's Training Course December 9. Mr. Farlow is supervisor of the Lake Charles Service Department.

**Charles Goodwin**, serviceman, attended T & D Training School in Beaumont January 20-26.

"Happy Birthday" to **Emile Matherne** December 10; to **Ray Kearney**, December 12; **Jean Kiehl**, December 28; and to **Sonny Hortsmann**, January 19.

Those from the Engineering Department who took vacations during December included **Floyd Merrill**, **Joe Shipper**, **Truman Burton** and **Sonny Hortsmann**.

**Beverly Watson** has just returned from the hospital after a few days' illness.

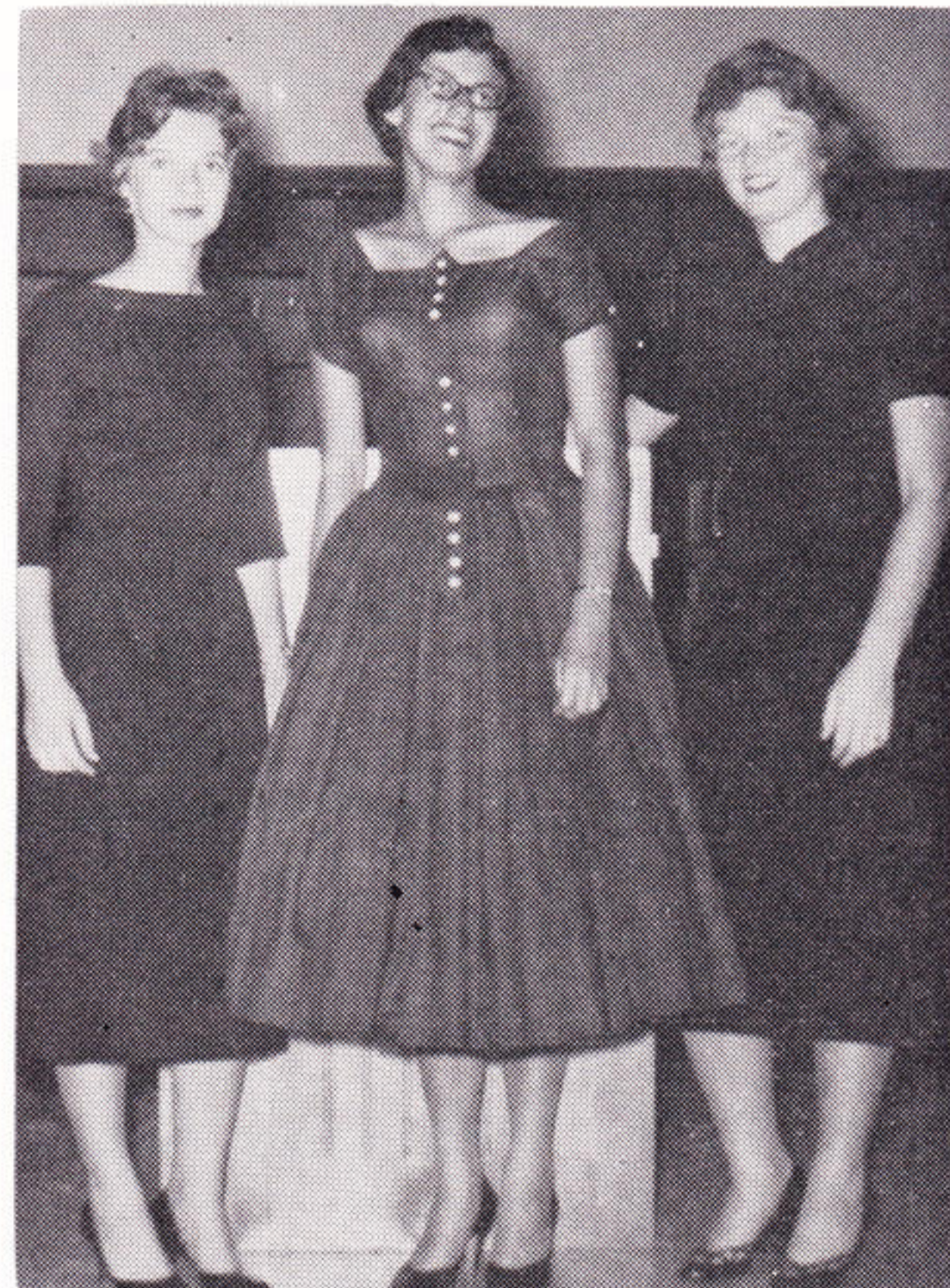
**Houston LeBleu** is now on his way to recovery after a serious accident which occurred in the Lake Charles area. His friends wish him a speedy recovery.

**Mrs. Sam McDaniel** is hospitalized with pleurisy. We hope that she will soon recover.

**Pat Sullivan** attended a Supervisory Development Course at Louisiana State University December 3-8.

The annual Lake Charles Men's Bowling Tournament was held January 26-27 at the Lake Charles Bowling Alley, with Gulf Staters winning the following honors:

Team comprised of **Carol Foreman**, **Bob Guidry**, **Sam McDaniel**, **Hubert Landry** and **Luther Fisher**, finished second, getting 3052 pins.



The daughters of three Lake Charles employees were recently inducted as charter members of the LeGrange Senior High Chapter of the National Honor Society, an organization comprised of students who have displayed outstanding scholastic achievement, character and leadership.

These girls are: left to right, **Leita Pearl Spell**, daughter of Mr. and Mrs. Dotsy Spell; **Ann Mathis**, daughter of Mr. and Mrs. F. E. "Booby" Mathis; and **Virginia Dunn**, daughter of Mr. and Mrs. R. M. Dunn.

Winners in the doubles events were: **Emery Fruge** and **Dave Van Netta**, fifth, with 1220 pins.

**Luther Risher** and **Leo Hoffpauir**, sixth, with 1215 pins.

**Nig Laughlin** and **Sonny Horstmann**, ninth, with 1200 pins.

**Nig Laughlin** placed fourth in the Al evlents, with 1882 pins.

—By Fay Denny

## PORT ARTHUR

Although the duck season has closed, those still bagging their limit over the coffee cups are **Leon Romero**, **Jim Fernandez**, **E. L. Venghaus**, **L. C. Boudreaux** and **J. J. Boutte**.

**Leonard Gaspard** is taking all bets that TV's "Cheyenne" could win over Matt Dillon, star of "Gunsmoke" in a blazing gun duel.

**Fred Doyen** is leaving the Engineering Department to enter college on a full-time scale.

**A. Boutte** is still on crutches following an accident Christmas Day when he broke his ankle.

**C. E. "Speedy" McMillian** is still ill. We wish him a "speedy" recovery.

—By Loraine Dunham



## LAFAYETTE

**Frank LeMire**, accounting supervisor, was elected general chairman of the Lafayette Civic Football Awards Banquet. The banquet is sponsored each year by all the Civic Clubs in Lafayette.

Sympathy is extended to **M. M. Miller** and his family on the death of his father, **I. W. Miller**. Mr. Miller is a district serviceman.

A farewell party, honoring **Hugh Holland**, was held in the assembly room January 25. Mr. Holland was transferred from the Meter Department, where he was primary and special tester, to the Relay Department in Lake Charles. His co-workers at Lafayette presented him with a travel clock and a leather shaving kit. The party guests included: **Mrs. Hugh Holland**, **Mrs. F. B. Sonnier**, **Mrs. H. T. Buckalew**, **Mrs. Leo Bonnet**, and the employees of the Lafayette office.

**Jeanette LeBlanc** is back on the job after a brief illness. She is a customer's clerk.

Employees celebrating birthdays this month are: **R. E. Compton**, **John Derousselle**, **Renix Broussard**, **Earl Broussard**, **Rufus Mier**, **Lester Gauthier**, **Robert Domingue** and **Emick Guidry**.

The Lafayette Christmas party was held December 14 in Isenberg Hall, for the employees and their children. **Miss Joyce Fournet**, **Miss Jerry Fournet** and **Miss Beth Bienvenu** deserve a big hand for the delicious array of delicacies they placed before the guests. Special thanks also to **Earl Broussard** and his committee for the decorations and the program. And, of course, a "grand merci" to **Horace "Tutu" LaCombe**, who became St. Nicholas for one night, to the delight of the children.

**Horace LaCombe** is making preparations to attend a training program sponsored by the United States Naval Reserve Advanced Instructor & Administrative Corps. He will be gone two weeks.

**Marvin Coleman** resigned December 14. He was a commercial salesman. No replacement has been named.

**J. R. Peckham**, district superintendent, attended a week-long training course at Louisiana State University for district superintendents early this month.

**E. Rauschenberg**, general line foreman, enjoyed some vigorous duck hunting in the great state of Texas during his vacation recently.

—By *Cynthia DuBois*



**Frances Engelbrecht**, Beaumont personnel, looks over an array of caps, representing all branches of the nation's armed services. The military caps were on the racks at Hotel Beaumont while their owners attended a get-acquainted party in the hotel's Rose Room during the National Resources Conference conducted in Beaumont City Auditorium last month. Mrs. Engelbrecht is wife of Beaumont's city horticulturist who participated in the conference.

## BEAUMONT

The Beaumont Billing Department welcomes "**Butch**" **Franklin**. He was transferred in January from the Customers Accounting Department.

—By *Dora Porter*

New employees at the Beaumont Service Center include **Evelyn Million** and **Rosalind Johnston** in the Engineering Department and **Talmadge Roberts**, **Lamech Wright**, **Kent Kirk** and **Calvin Jackson** in the Line Department. Welcome to Gulf States, all of you.

—By *Mary Maines*

*PLAIN TALKS* joins her many friends in bidding a fond farewell to **Mary Maines**, who is leaving us February 22 to accompany her husband to his new job in Dallas. Best wishes to both Mr. and Mrs. **Maines**.

**Betty McDougald**, Beaumont Customers Accounting, has been unanimously selected as "Girl of the Year" by Tau Delta Chapter of Beta Sigma Phi. Port Arthur

## WOODVILLE

A farewell party honoring **Mr. and Mrs. C. R. Brinkley** was held at the home of **Mrs. E. S. Wall** last month. The Brinkleys were presented a gift by the employees of the Woodville District. Sharing hostess duties with Mrs. Wall were **Mrs. Sidney Krebs** and **Mrs. David Pate**.

## BATON ROUGE

**Miss Betty Ann Landry** became the bride of **John Watkins Huber** on Wednesday, December 26. Mrs. Huber is the daughter of **Mr. and Mrs. Henry Louis Landry** of Baton Rouge. Mr. Landry is in the Industrial Sales Department in the Baton Rouge Division.

The Customers Accounting Department has four new employees: **Lavonne Chase**, **Elaine Russell**, **Virginia Harper** and **Janie Little**.

Also new in the Credit Department are **Irene Serpas** and **Barbara Reisig**.

**Sue Keating** has resigned her position in the Customer Accounting Department to devote full time to "keeping house". Also resigning from that department last month was **Beverly Turner**.

—By *Francis Gross*

**Miss Judith Ann Bush** and **K. R. D'Armond** were married December 29 in a double ring ceremony at St. John the Evangelist Catholic Church in Prairieville. She is the daughter of **F. Van Bush**, foreman in the Gas Department. The couple will make their home in Augusta, Georgia.

**Miss Therea Fay Bello** and **Ralph Wayne Amos, Jr.** were married January 26 at the Sacred Heart Catholic Church. She is the daughter of **F. J. Bello**, meter and regulator foreman in the Gas Department. The couple will reside in Baton Rouge.

—By *Jo Ann King*

**Miss Judy Gipson**, Baton Rouge Storeroom, and **Robert Didier**, Baton Rouge Line Department, are planning a June Wedding at St. Gerard Church, Baton Rouge.

**Miss Jeanette Parden**, Baton Rouge Engineering Department, was married to **Richard Crais, Jr.** February 9 at the St. Agnes Catholic Church.

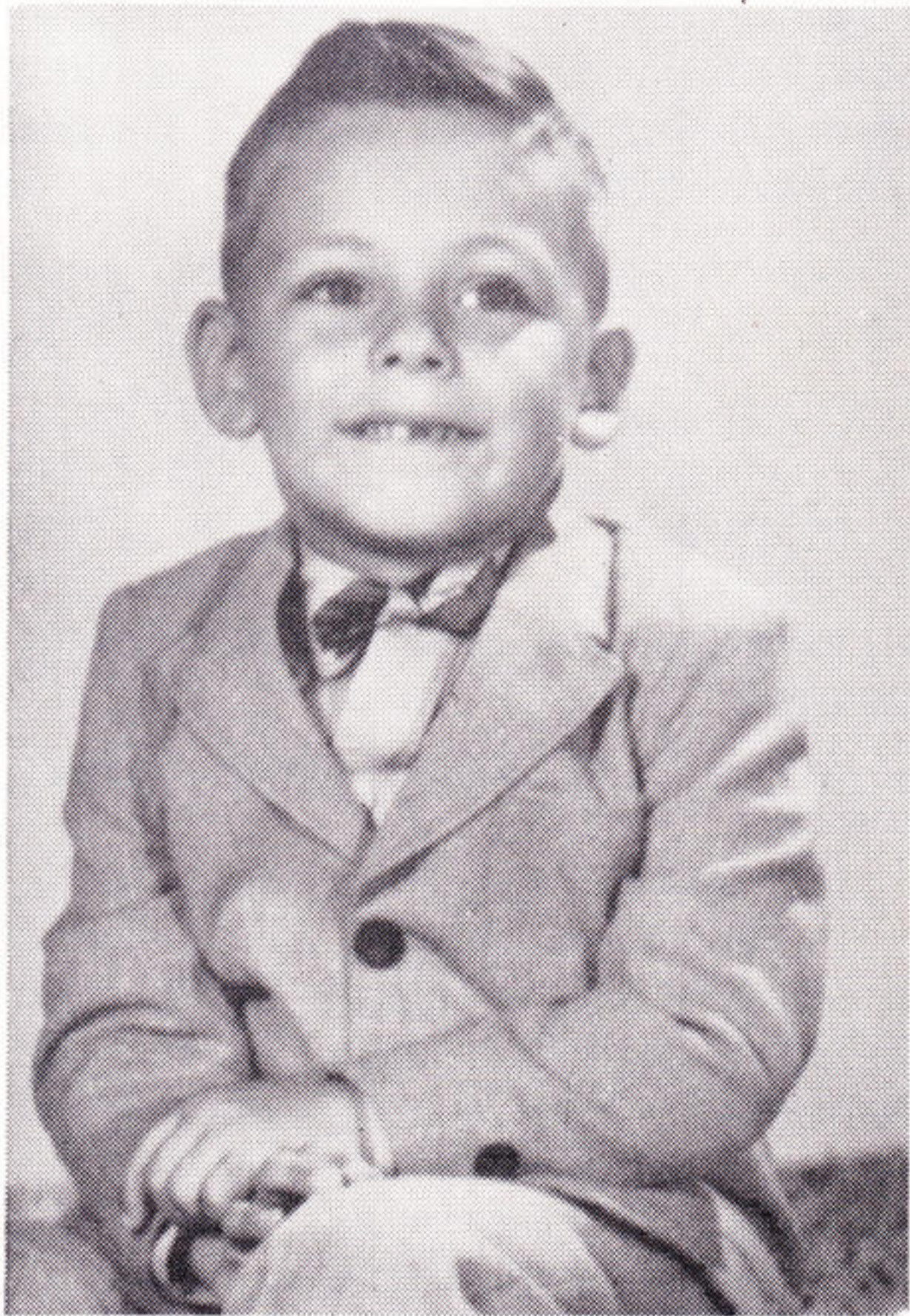
—By *Margie Force*

**Mr. and Mrs. J. G. Hotard**, Baton Rouge, were honored recently on their 25th wedding anniversary. A reception was held at the Hotard home for the couple. Mr. Hotard is general substation foreman in the Baton Rouge Division.

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Due to an error in *PLAIN TALKS* last month **Connie Winborn** of Nava-sota was mistakenly given the wrong gender. Our apologies to **MR. Winborn**.

# GROWING with Gulf Staters



All decked out in his Sunday best is Michael Haviland. He's five years old and the son of Mrs. Hazel Haviland who is a customers clerk in Customer's Accounting, Baton Rouge.



While not a winner in the recently-completed "Why I want My Dad to Work Safely" contest, this letter, written by Genee' Hine, age 6, of Jennings, Louisiana, was typical of entries received in the contest. We found it interesting and thought our readers might, also. We're sure her father, A. E. Hine of the Jennings T & D Department, will be proud of it.

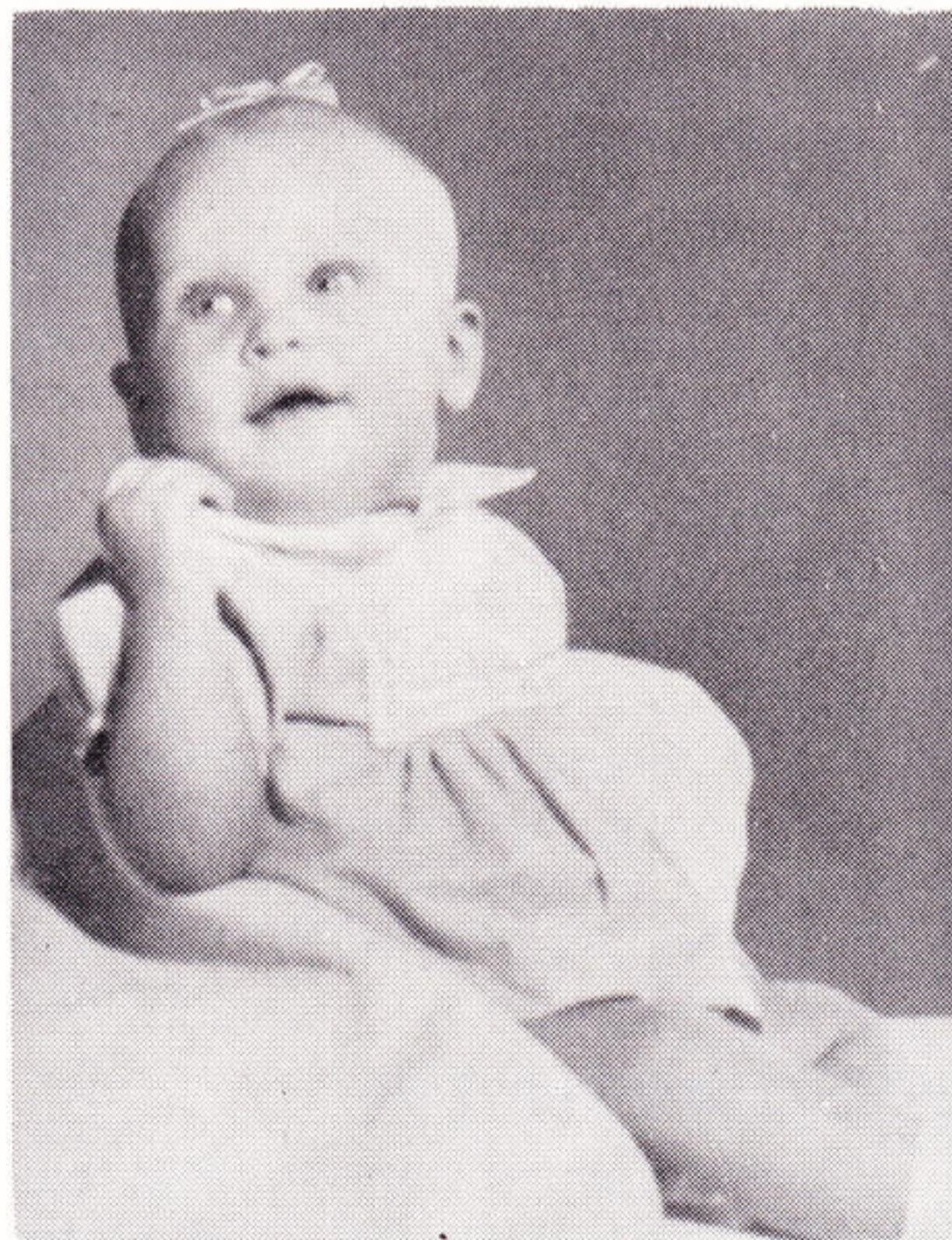
I WANT MY DADDY TO WORK SAFELY  
BECAUSE WE WANT A WHOLE DADDY  
WITH NO PARTS MISSING. IF HE HAS  
PARTS MISSING WE CANNOT HAVE SO  
MUCH FUN AND HE CANNOT BRING  
HOME MONEY FOR US TO BUY THINGS.  
AND IF HE IS CAREFUL ALL HIS  
BOYS WILL BE CAREFUL ON THE ~~TRUCK~~  
TRUCK AND IN THE WIRES AND NO BODY  
WILL HAVE PARTS MISSING AND WE  
WILL BE HAPPY.

GENEE' HINE

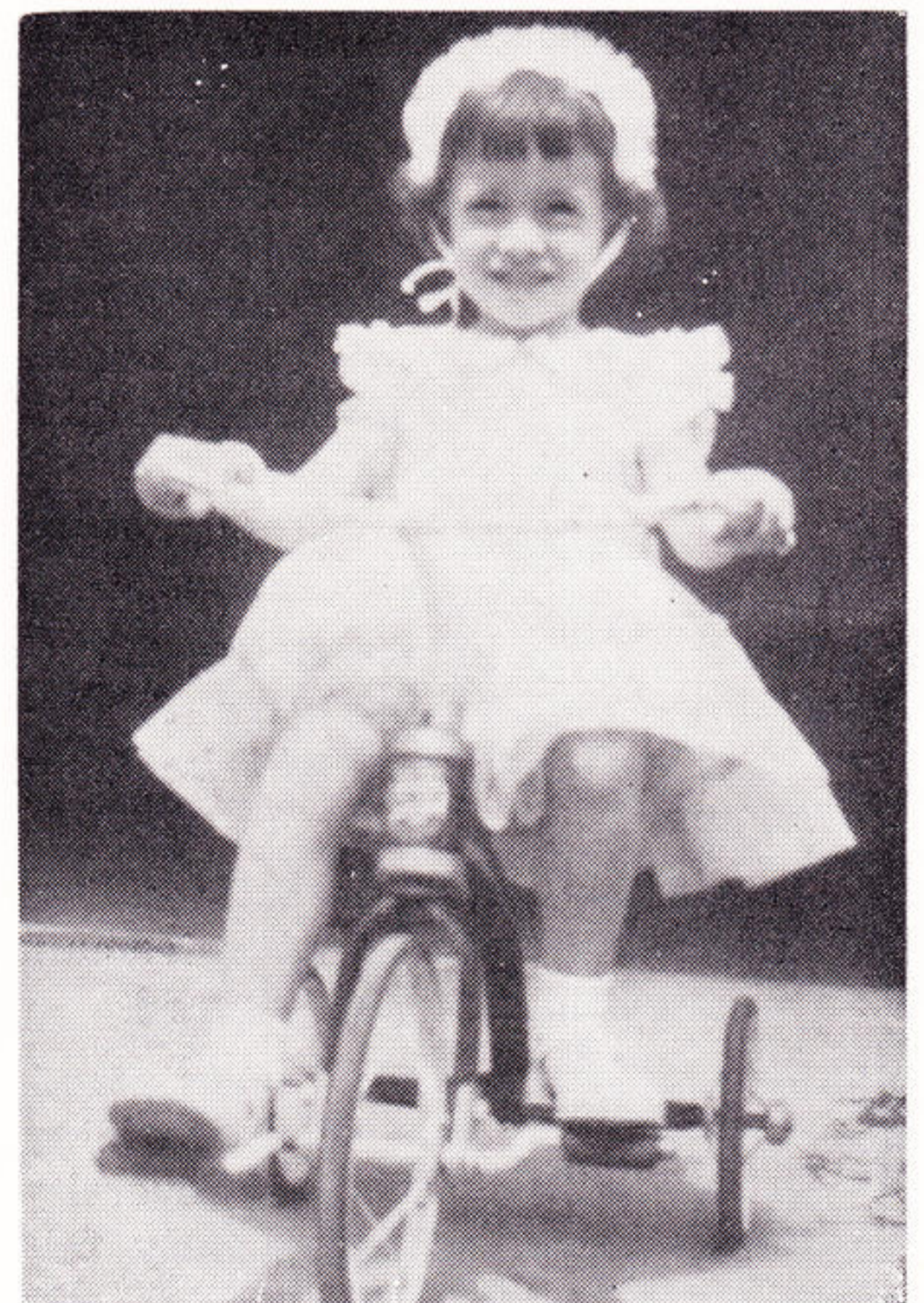
1ST GRADE <sup>AGE</sup> 6  
GROUP 1 JENNINGS, LA.



A cute, but somewhat unusual expression appears on Mark Lynn Boudreaux's face. Wonder what he's thinking? He's seven months and the son of Mr. and Mrs. L. C. Boudreaux. Mr. Boudreaux is a Port Arthur lineman.



Meet little Miss Katherine Ann Mullin, six-month-old daughter of Mr. and Mrs. Gene Mullin. Note that perky hair-bow. Mr. Mullin is assistant supervisor in Plant Accounting, Beaumont.



Wheeling right along, Janis Lynn Boudreaux seems to be enjoying a balmy day. She's the five-year-old daughter of Mr. and Mrs. L. C. Boudreaux. Mr. Boudreaux is a lineman at Port Arthur.

# Here They Are, Kids!

THE WINNERS  
OF THE  
"WHY I WANT MY  
DAD TO WORK  
SAFELY" CONTEST!

GROUP I — 1st THROUGH 6th GRADE  
WINNER

ELIZABETH ANNE CLANAN, AGE 11—  
MOTHER, STELLA CLANAN  
ACCOUNTING, PORT ARTHUR

SECOND PLACE

JOE HARRIET LEWIS, AGE 10—  
FATHER, LEROY JOHN LEWIS  
STOREROOM, BEAUMONT

GROUP II — 7th THROUGH 9th GRADE  
WINNER

MARTHA SUE ROBERTS, AGE 14—  
FATHER, JEFF ROBERTS  
LINE DEPARTMENT, BATON ROUGE

SECOND PLACE

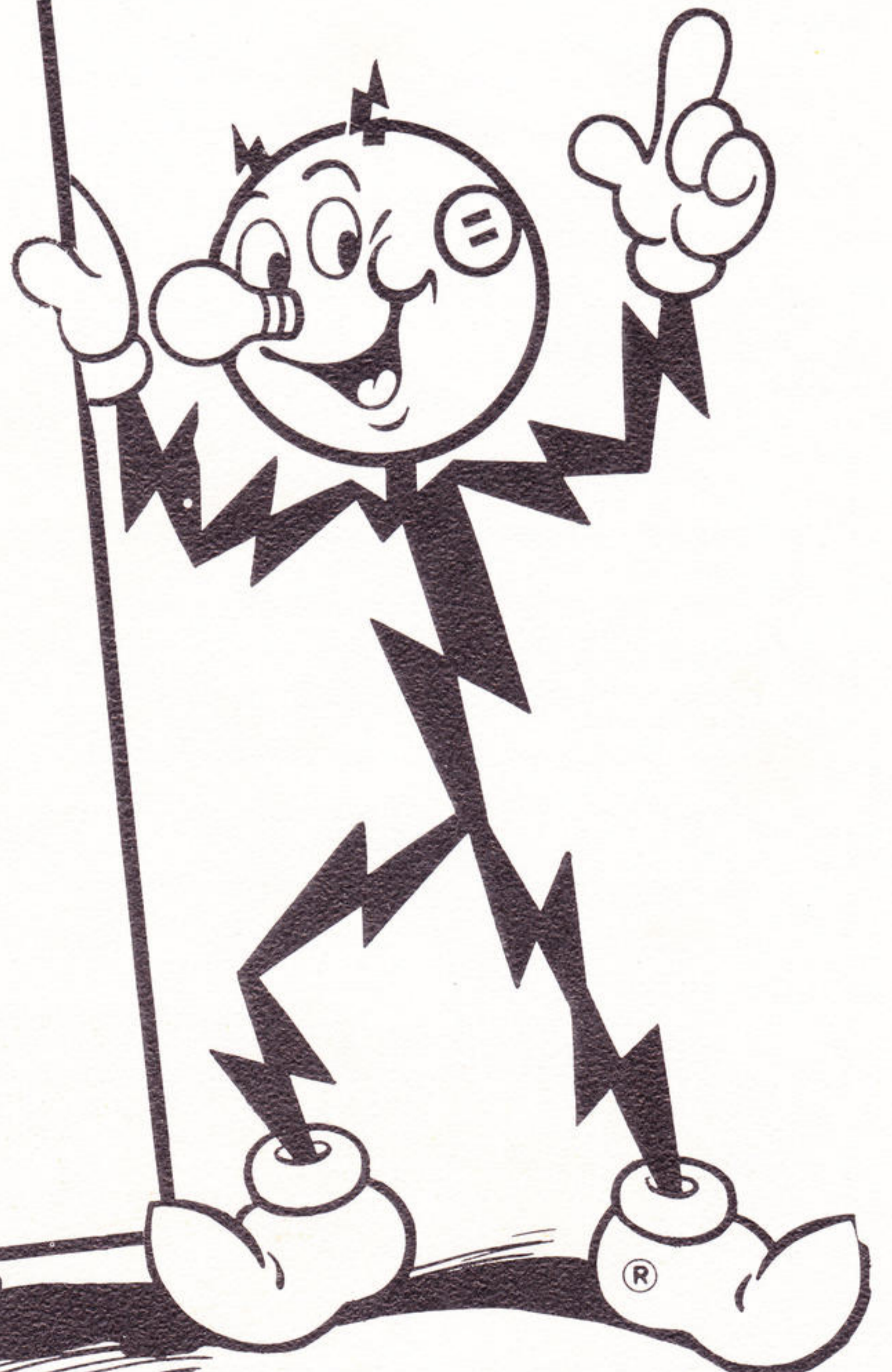
BILLY MINVIELLE, AGE 12—  
FATHER, R. W. MINVIELLE  
SUBSTATION DEPARTMENT,  
BATON ROUGE

GROUP III — 10th THROUGH 12th GRADE  
WINNER

JUDY EXNER, AGE 16—  
FATHER, B. F. EXNER  
LINE DEPARTMENT, BATON ROUGE

SECOND PLACE

MARGO MEAUX, AGE 15—  
FATHER, CLIFFORD MEAUX  
DISTRICT SERVICEMAN,  
WINNIE, TEXAS



# HOW WOULD YOU EXPLAIN IT TO A CHILD?

What do you tell him — “Daddy isn’t coming home anymore”? Or, “You’re the man of the house now”?

Maybe everyone ought to witness sudden death on the highway . . . and watch the stunned faces of the ones who were left living. Because once you see it, you never forget it.

You begin to realize how suddenly it can happen . . . and how abruptly the same can happen to you, or to your family.

This year alone, *nearly 42,000 funerals* will result from traffic accidents, according to the present mounting rate.

Yet many of these accidents can be prevented—with your cooperation.

## HERE'S HOW:

**FIRST**—Drive safely and courteously yourself. Observe speed limits and warning-signs.

**Where traffic laws are obeyed, deaths go DOWN!**

**SECOND**—Insist on strict enforcement of all traffic laws. Traffic regulations work *for* you, not against you.

**Where traffic laws are strictly enforced, deaths go DOWN!**

**THIRD**—Work through your church, PTA or civic group for extra policing where needed, better street lights and signals, and a school safety program.

**Where people work actively for safety, deaths go DOWN!**

**FOURTH**—Call on your local or state safety council for help in promoting better laws and uniform enforcement.

**Where everyone understands the law, deaths go DOWN!**

In city after city, day after day, it's been proved over and over again—



**WHERE TRAFFIC LAWS ARE  
OBEYED — DEATHS GO DOWN!**