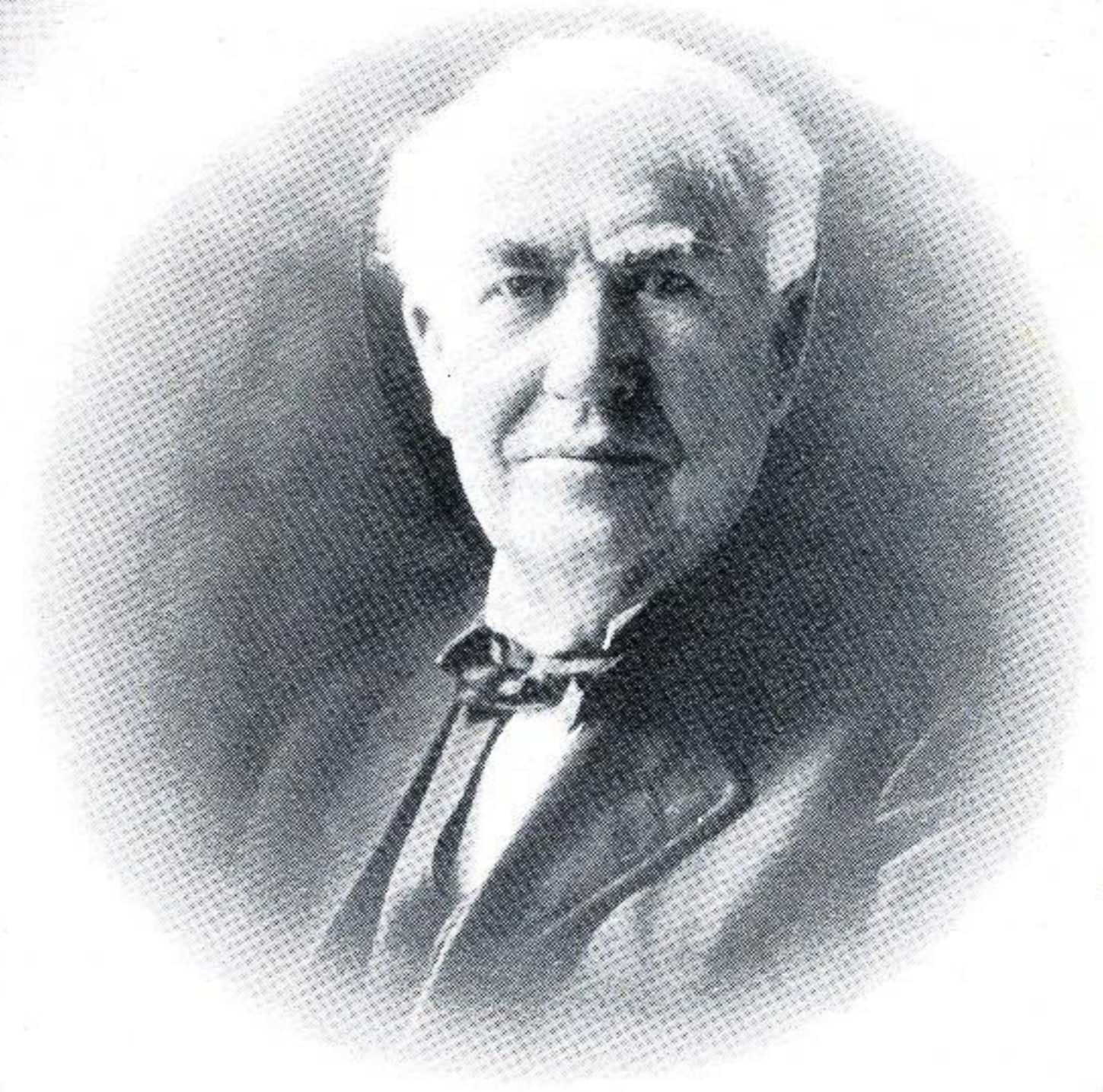


# Plain Talks

GULF STATES UTILITIES CO.

FEBRUARY, 1959



The Electric Industry Salutes National Electrical Week - February 8-14

# Plain Talks

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

## OUR WEEK IS NEXT

Ask any of your Chamber of Commerce friends and they'll tell you that there aren't enough weeks in a year to set aside as horn-tooting time for all things that deserve a little horn-tooting.

Still, a lot of items do have their very own "weeks"; peanuts, pickles, popcorn, pies and pigs, to name a few.

Next week, February 8-14, is National Electrical Week. It's timely because the week brackets the 112th birthday, on Wednesday, February 11, of the father of the electric industry, Thomas Alva Edison—a homegrown American genius. Electric utilities like our Company will join with the entire electric industry and the rest of the nation to pay tribute to the world's most versatile servant . . . electricity.

And, more than likely, our friends in the pickle, popcorn and pig industries won't be a bit jealous. Why should they? Thanks to electricity, a batch of popcorn costs about 4/100th of a cent to pop. A pickle parades from plant to palate paying a puny price for power. And what's a pork chop or ham hock got that Reddy Kilowatt didn't help it get, for peanuts?

Yes, there are plenty bags of popcorn and plenty peanuts to help Americans enjoy life. Modern mass production depends on power, and the investor-financed electric industry is moving full speed ahead to add more and more generating capacity each year. At the first of this year, the U.S.A.'s electric power industry reached a total generating capability of 148,000,000 kilowatts, about three times the installed capability of the next nation, the U.S.S.R.

Like our own Company, other electric utilities throughout America are continuing long-range construction programs which prove that the Electric Age in America is just beginning. Marvelous new electronic devices will be on the market in our lifetimes, helping to conquer disease, increase production, entertain us, improve our education, revitalize wastelands and do all

things that help make living better for all mankind.

That's what Tom Edison would have wanted. He once said, **"Making things which kill people is against my fibre. I would rather make people laugh. The world has been steeped in darkness long enough."**

Only once a year, during National Electrical Week, do we in the electric industry call attention to the undisputed greatness of Edison and his contribution to the good lives we lead.

But one week is enough in Edison's case. Look around you at the mighty, enduring monuments left to all of us by this modest man and you'll understand why he'll never be forgotten.

## GO FLY A KITE—SAFELY!

Ever so often, even before Spring rushes into our balmy clime, the freshening winds lure youngsters outside with their kites, eager for fun in the sun.

It's a great sport, too, and we're all for it. But, since our lines necessarily sometimes get smack in the way of kites and kite strings, it is our responsibility to tell the young folks that kites and power lines don't mix. Each year the rules of kite safety are publicized throughout our area, but some don't get the word.

If you see children taking chances, please tell them:

1. Not to fly kites near electric lines.
2. Not to use metallic cord or hang metal weights on kite tails.
3. Never to climb service poles to retrieve kites.

Benjamin Franklin discovered long ago that kites attract electricity. But he played it safe. Children will, too—if told.

—JST

## DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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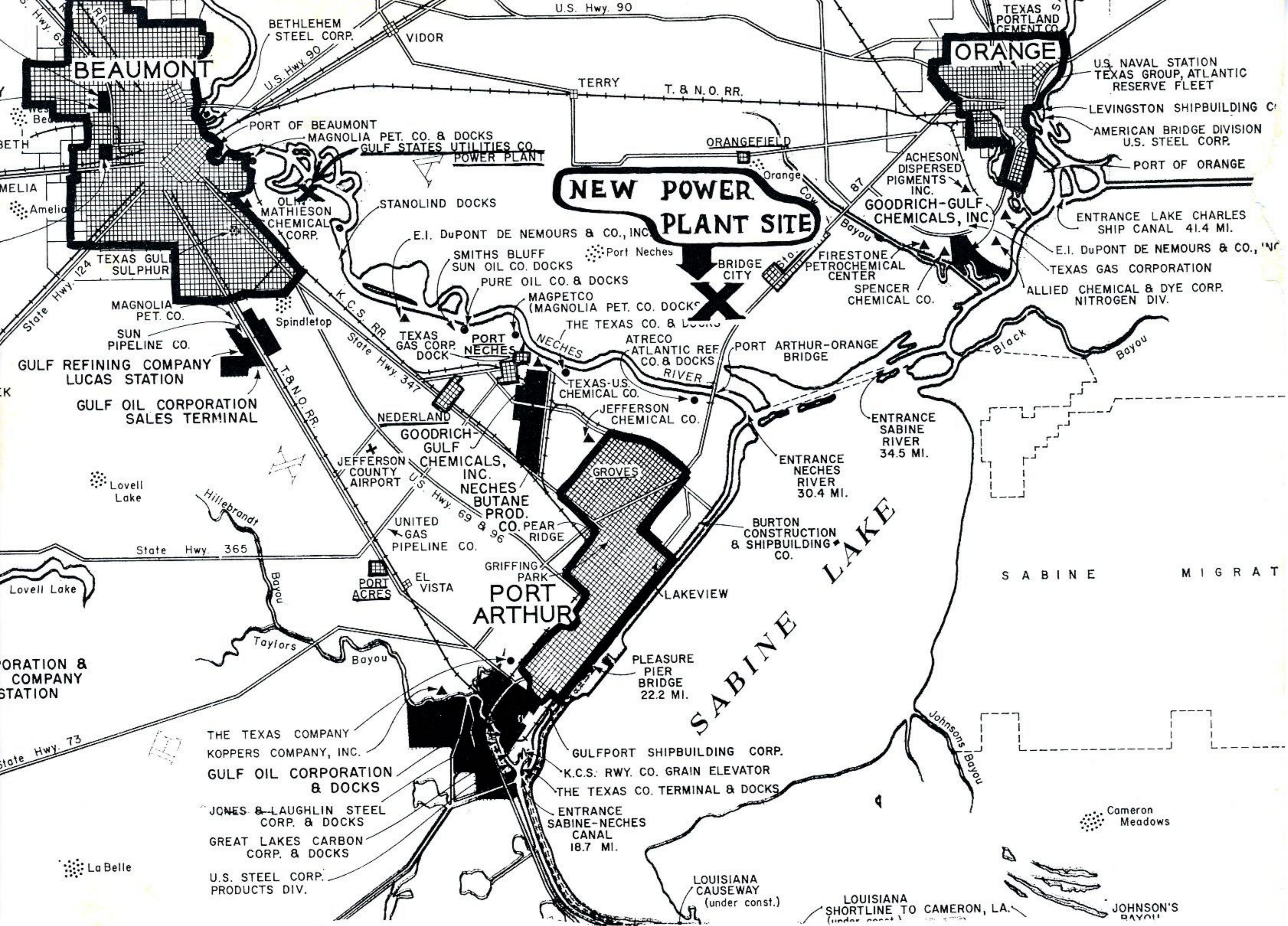
E. L. ROBINSON Vice President	E. A. WERNER Vice President
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G. E. RICHARD  
Treasurer

## OUR COVER



Thomas Edison, who was himself a curious boy, eager to seek out the mysteries of nature, provides a fitting inspiration for young George DeLaMatyr, Jr., of Beaumont, as he fiddles with the radio set he and his father operate. George, Sr., communications engineer in the Relay and Communications Department, Beaumont, has been working on another modern electronic marvel—the microwave communications system which is helping unify our system. As we salute Edison and National Electrical Week, it's well to remember that many of Edison's experiments which resulted in astonishing inventions came about after others had given up.



"X" marks the spot where the new 1,000,000 kilowatt power plant will be built in the heart of Texas' "Golden Triangle." Other major industries nearby illustrate vividly why the new plant is needed. Scheduled for completion in 1962, the first unit will be rated at 220,000 kilowatts, largest ever installed by us.

## POWER PLANT SITE SECURED IN ORANGE COUNTY BY COMPANY

Looking ahead has long been a full-time job for our Company to keep ahead of the potential power demands of our rapidly developing service area.

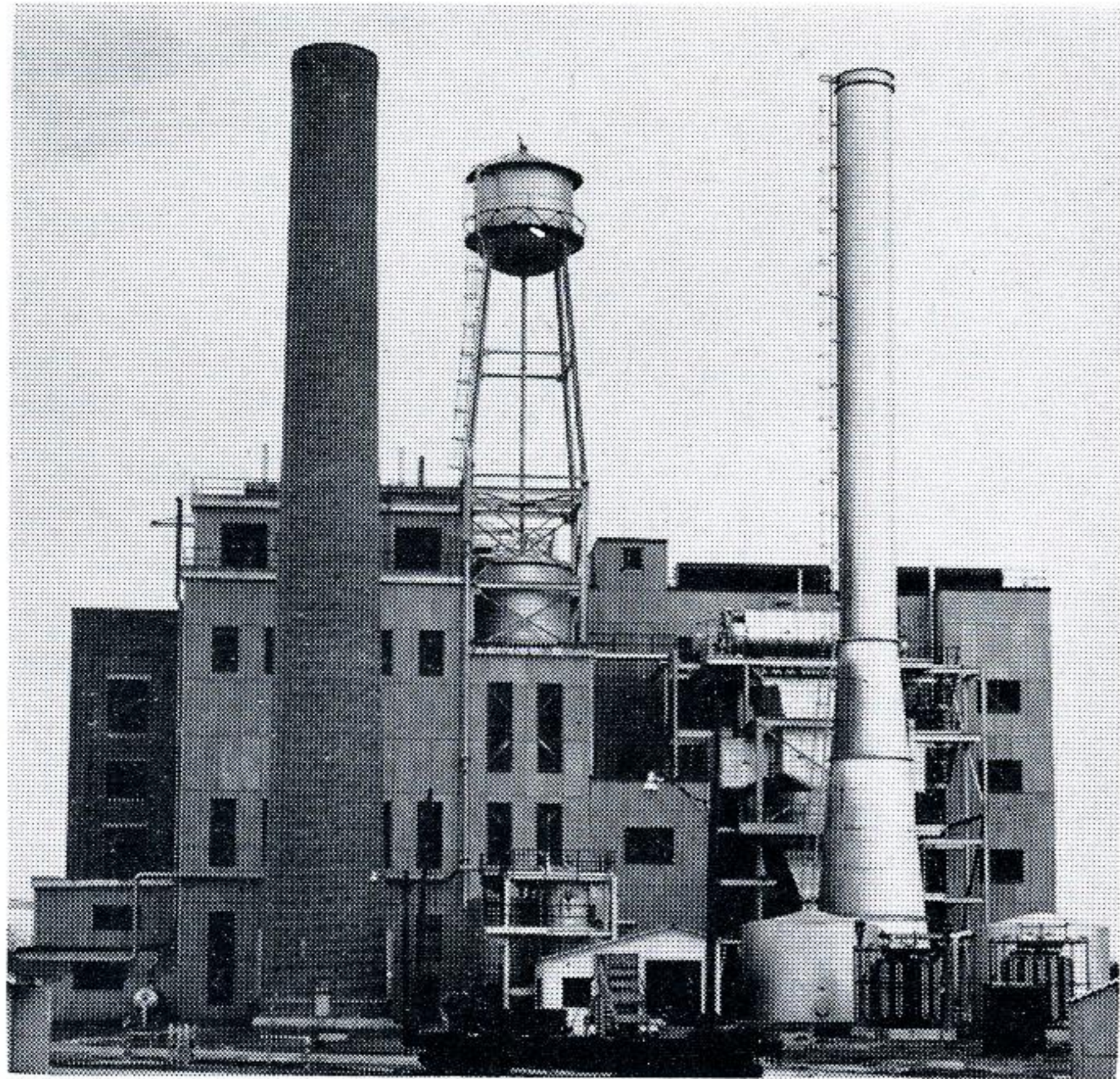
Important as they are to our expanding operations, the adding of new substations, transmission and distribution lines and other facilities to bring power to homes, farms, industries and businesses are in reality "accessories after the fact." The "fact" is a source of power — in kitchen English, power plants.

As we observe National Electrical Week, our Company has six plants in operation, under con-

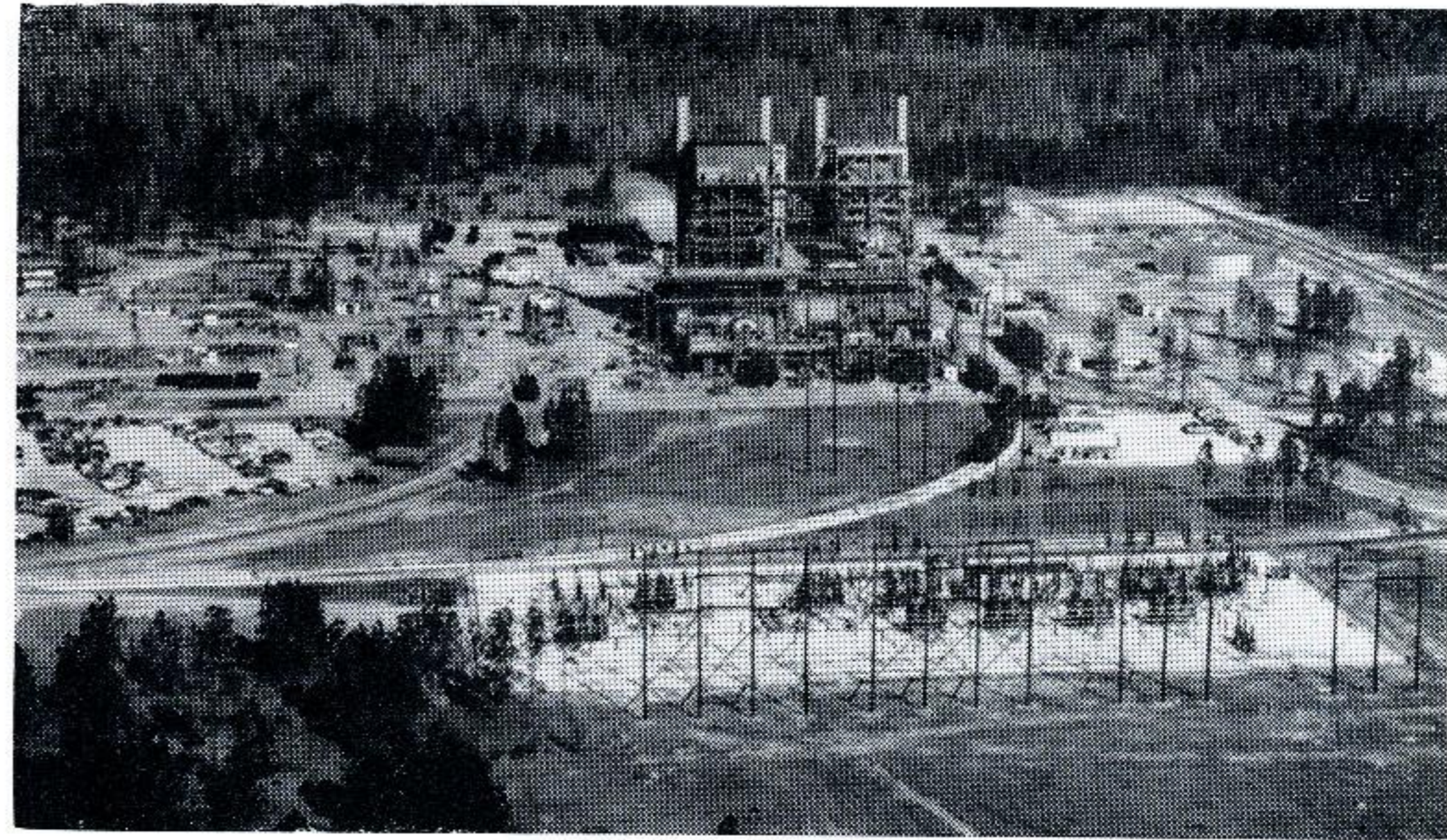
struction or planned.

A 750 acre tract of land two-and-a-half miles west of Bridge City in Orange County is our newest plant site. An agreement was reached last month between our Company and Mr. and Mrs. H. J. Lutchter Stark, Orange property owners.

This new plant is designed to accommodate an ultimate capability of over 1,000,000 kilowatts. Construction will begin this year and completion of the first unit is scheduled for 1962. The first turbo-generator will be a 220,000 kilowatt unit, the larg-



Riverside Station—Lake Charles



Roy S. Nelson Station—Lake Charles

est ever to be added to our lines.

Our other two new plants, on which work is in progress, are Roy S. Nelson Station, near Lake Charles, and Willow Glen Station, south of Baton Rouge. Both will have 1,000,000 kilowatts of potential capability.

Roy S. Nelson Station's first unit, a 111,000 kilowatt turbo-generator, is now being tested. The second unit is also being built.

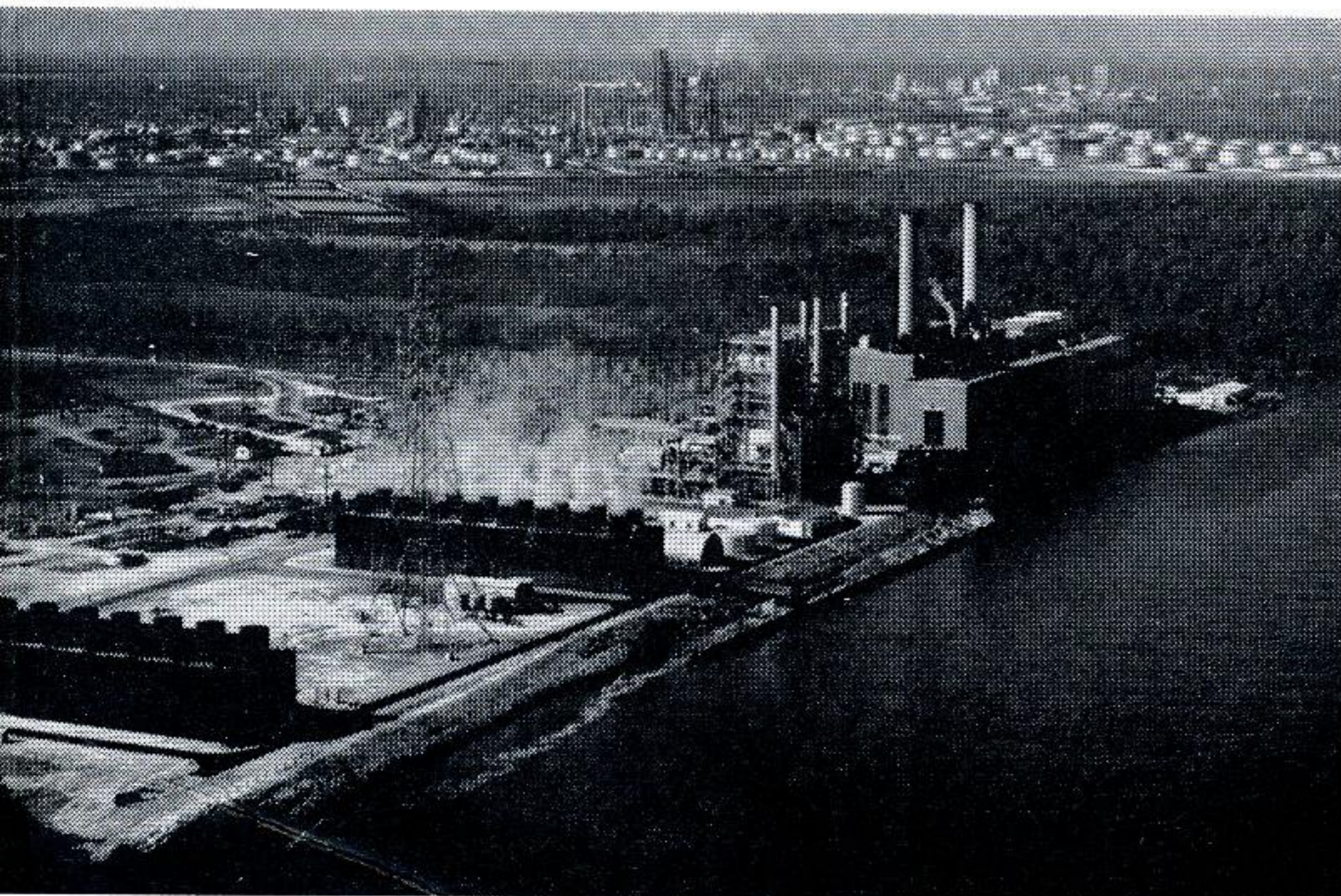
Our present generating capacity is 955,000 kilowatts—provided by our three existing stations, Riverside Station in Lake Charles (86,000 kilowatts), Louisiana Station in Baton Rouge (372,000 kilowatts) and Neches Station in Beaumont (487,000 kilowatts). The first Roy S. Nelson Station unit will put us over 1,000,000.

Our Company has come a long way since the 25,000 kilowatt generator we started out with at Neches Station in 1926.

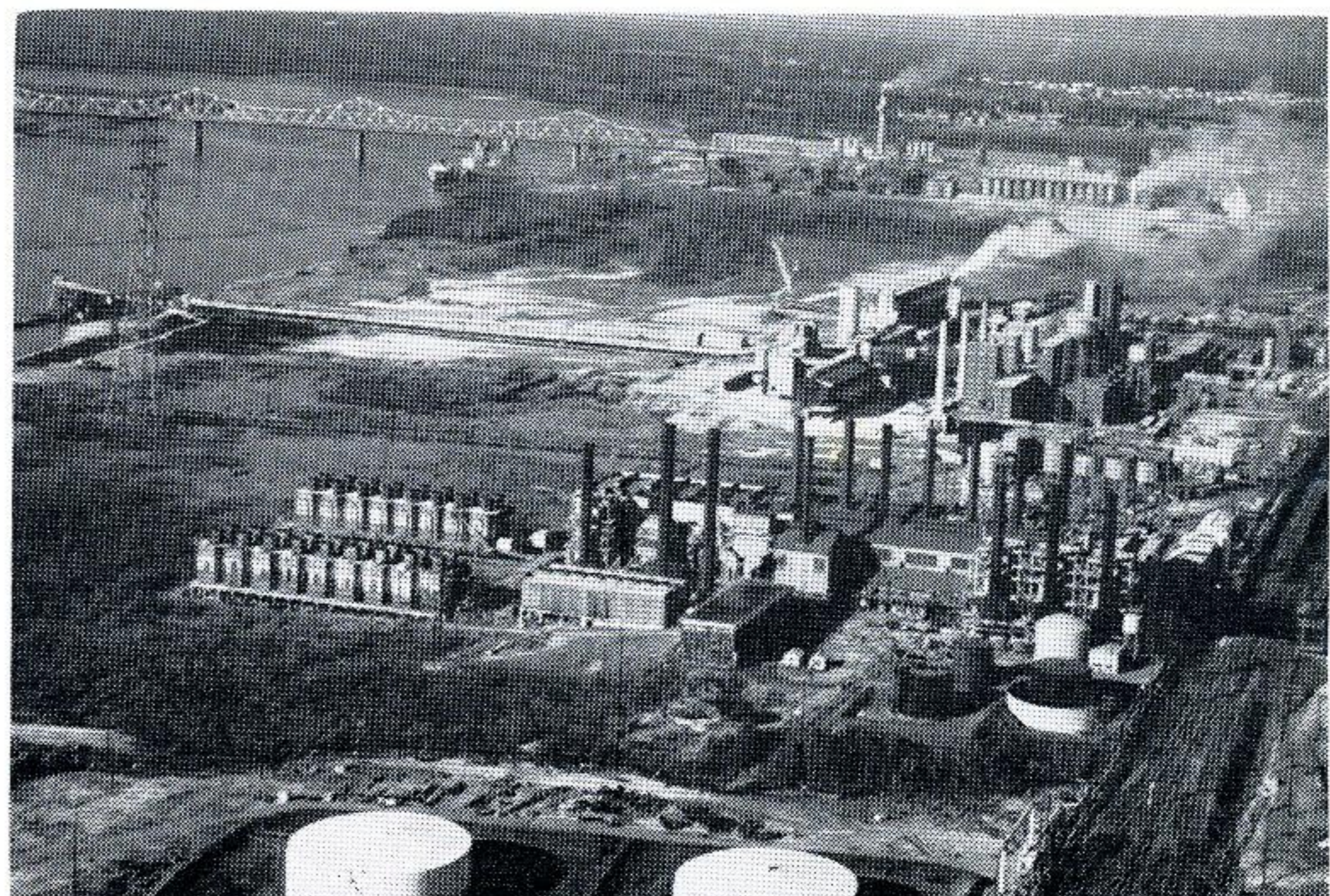
The principal reason why we have to look so far down the road is that, while it is possible to construct an entire chemical plant and have it operating in about a year, it takes almost three years from "calculated need" to "kilowatts on the line" when you speak of building an electric generating station.



Willow Glen Site—Baton Rouge



Neches Station—Beaumont



Louisiana Station—Baton Rouge

*During National Electrical Week*

# Our Company Celebrates First Century Of Service

Believe it or not, our Company is 100 years old this year!

A lot of water has flowed down the Mississippi River since our earliest ancestor—the Baton Rouge Gas Light Company, was organized in 1859.

Although not an electric utility company—Thomas Edison's first practical incandescent lamp was perfected 20 years later—the pre-Civil War gas-light company was a respected citizen in what was then the sleepy little Mississippi River town of Baton Rouge.

In its centennial year, as we join the electric industry in observance of National Electrical Week, our Company is faced with the most rapid expansion of its history.

## Problems Different Then

Today's problems created by a fast-growing service area are not the first to confront the Company. When the old gas-light company began operations, making Baton Rouge one of the first cities in the country to have gas utility service, there was the job of converting "coal gas" to "water gas." After 65 years of satisfactory service, the old company gave way to competition from a new fuel—natural gas.

About 60 other companies, representing a variety of public services, entered our family album before we became Gulf States Utilities Company officially in August, 1925.

Most of our ancestors were in the ice business. And, since pure water was required to manufacture ice, they were also in the water utility business.

Needing steam to operate their ice making compressors, it was only logi-

cal to hook up a generator and make a little electricity, too.

Included in our predecessor companies were gas utilities, transportation companies—both railroad and bus—and, the Louisiana Steam Generating Corporation, a unique corporation which was built to deliver processed steam and electricity in huge quantities to neighboring industries in North Baton Rouge.

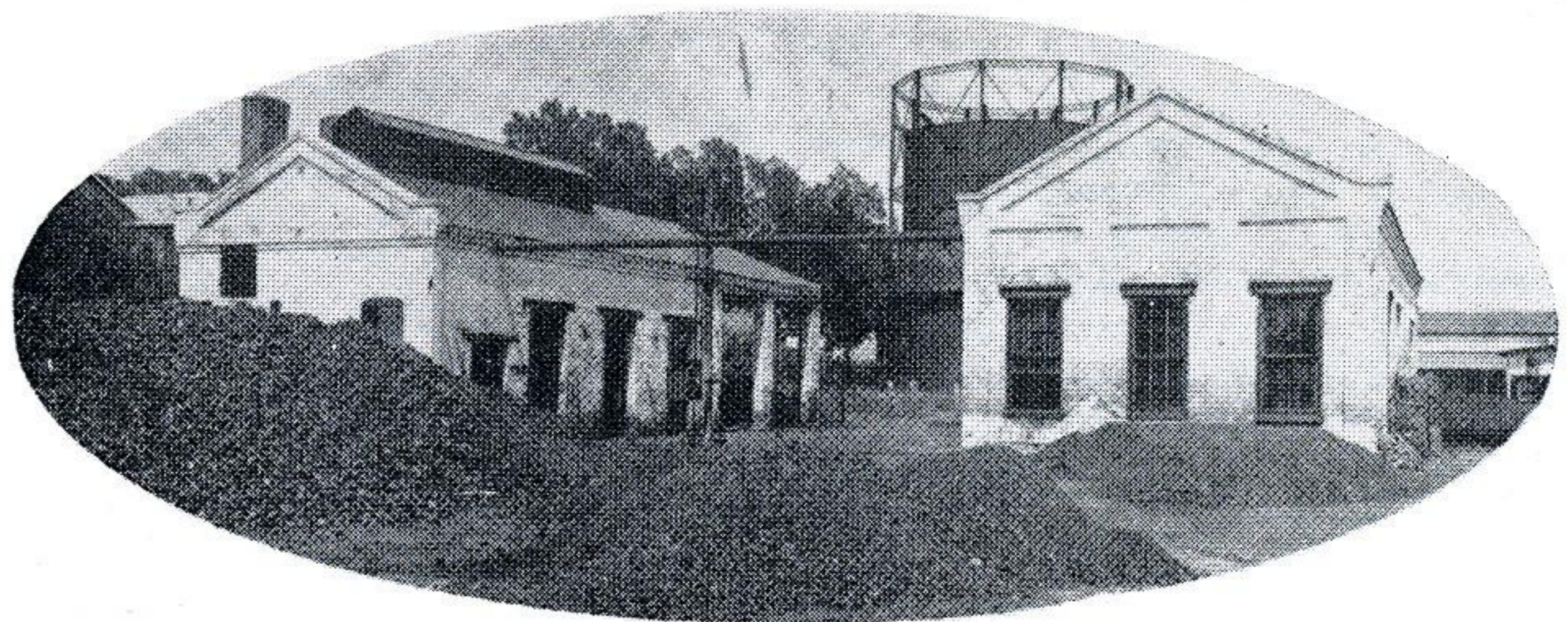
Not until Edison perfected a workable electric lamp—plus an electric generating, transmission and distribution system—was it practical to install the first street lights. Lights brightened up New York City, first in 1879, and within a few years the frontier area of Southeast Texas and Louisiana be-

gan installing street lights using Edison's alternating current system.

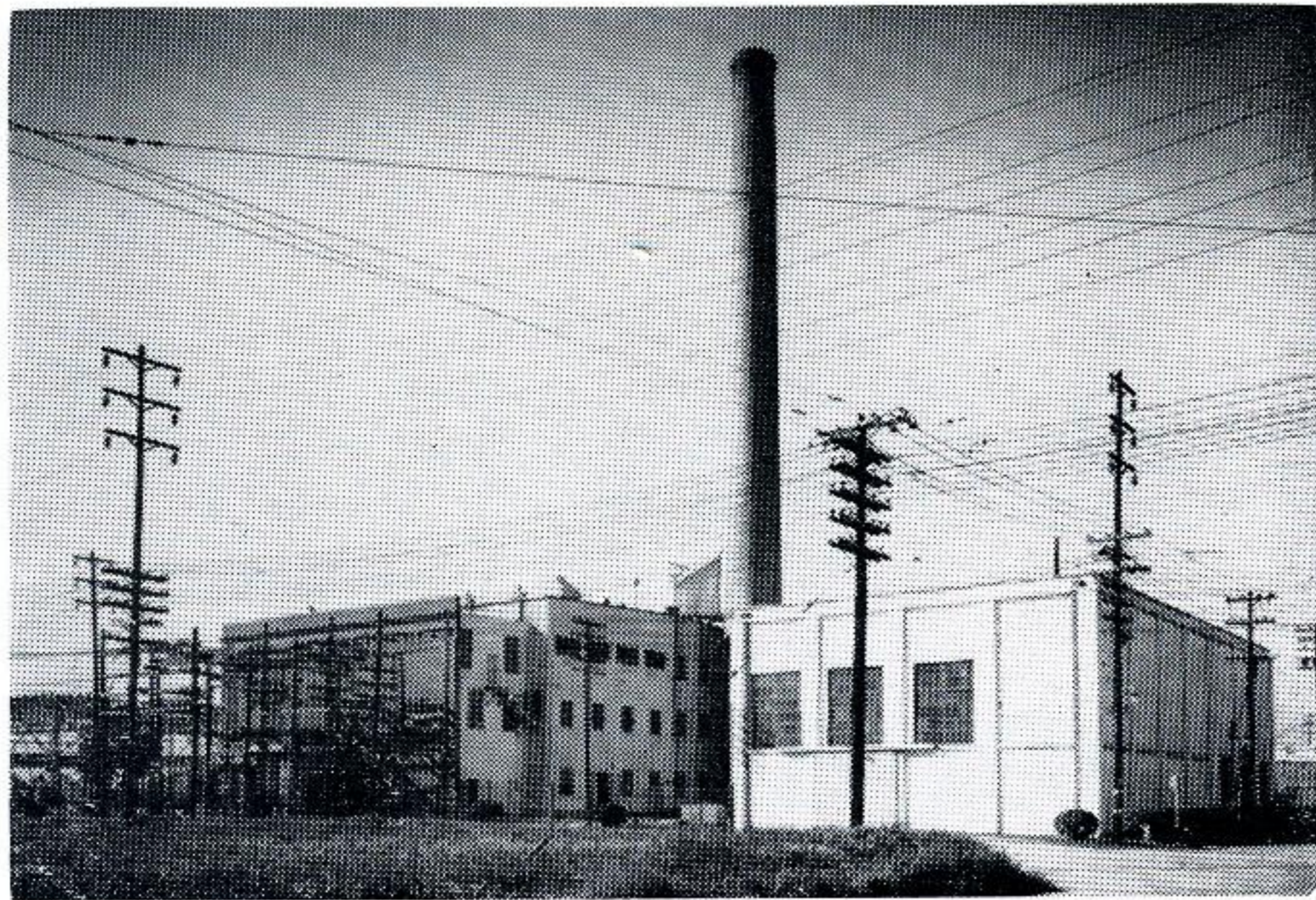
## Beaumont First With Street Lights

Beaumont, then a small but prosperous cattle and lumbering center, was the first Gulf Coast town to enjoy the "brilliant" new electric lights. This was done in 1883 by the Beaumont Ice, Light and Refrigerating Company, which had been organized the previous year.

This ancestor of ours was really enterprising. In addition to providing light, the company furnished power and ice and at one time or another, made and sold ice cream, stored meat, operated a meat market, ran a water system and chilled all the beer shipped



The oldest property operated by a Gulf States predecessor was the Baton Rouge coal gas plant, built in 1859. This pre-Civil War gas works changed from coal gas to water gas, then "gave up the ghost" when natural gas was introduced into the community.



When our Company was young, this was one of the many individual community power plants operating in what is now our service area. This is the Lakeside Power Plant in Port Arthur.



In his youth, R. A. Horlock served aboard a Confederate blockade-runner during the Civil War. Later in life he became a successful Navasota businessman, and by about 1890 he was operating the plant shown here.

into town. Truly here was a public servant!

Afterward, many "light" companies cropped up throughout the Gulf Coast area. In 1889, the Baton Rouge Electric Light and Power Company began operating. The Navasota (Texas) Water, Light and Ice Plant began providing electric service in 1891. In Lake Charles, J. A. Landry and Company went into service in 1892 and, in Port Arthur, the Port Arthur Water Company began electric service in 1903. Many smaller companies and a number of tiny plants were in operation in the 290 Louisiana and Texas communities we now serve.

### Stone & Webster

No history of our Company would be complete without mention of the prominent role played by Stone and Webster. The founders, Charles A. Stone and Edwin S. Webster, both graduated from Massachusetts Institute of Technology as electrical engineers in the 1880's. Believing in the future of electricity, they organized their company as an engineering consulting firm and later began managing electric companies and then building and financing them.

In 1907, Stone and Webster began managing the Baton Rouge Electric Company and, in 1911, purchased the Beaumont Ice Light and Refrigerating Company which had prospered from the oil industry which sprang from the Lucas Gusher. The name of the company was changed to the Beaumont

Electric Light and Power Company.

Stone and Webster bought the Port Arthur Water Company in 1912, changing the name to the Port Arthur Light and Power Company. In 1918, the Port Arthur and Beaumont companies were combined as the Eastern Texas Electric Company.

Lake Charles, served since 1895 by the Lake Charles Ice, Light and Water Works Company, was acquired by Stone and Webster in 1924, and the name changed to the Lake Charles Electric Company. In 1925, the Jennings Utilities Company, was purchased and the Louisiana properties were named the Louisiana Electric Company. This company bought property in Western Louisiana belonging to the Orange Ice, Light and Water Company.

In 1917, a Stone and Webster operated company, the Inter-mountain Railway, Light and Power Company, expanded their Colorado operations into Texas and acquired the Navasota Ice, Light, Power and Water Company and the Sour Lake Ice, Light and Power Company, and renamed these properties the Western Public Service Company in 1922.

Beginning to expand immediately, Western Public acquired utility properties in Somerville, Calvert, Bremond, Franklin and Kosse. In 1925, they had added to their organization companies in Cleveland, Conroe, Dayton, Liberty, Saratoga, Groveton, Huntsville, Trinity and the J. M. Norwood property at Madisonville. Normangee

and Corrigan utility properties joined them in 1927, and the Moscow property in 1929.

### Gulf States Begins In '25

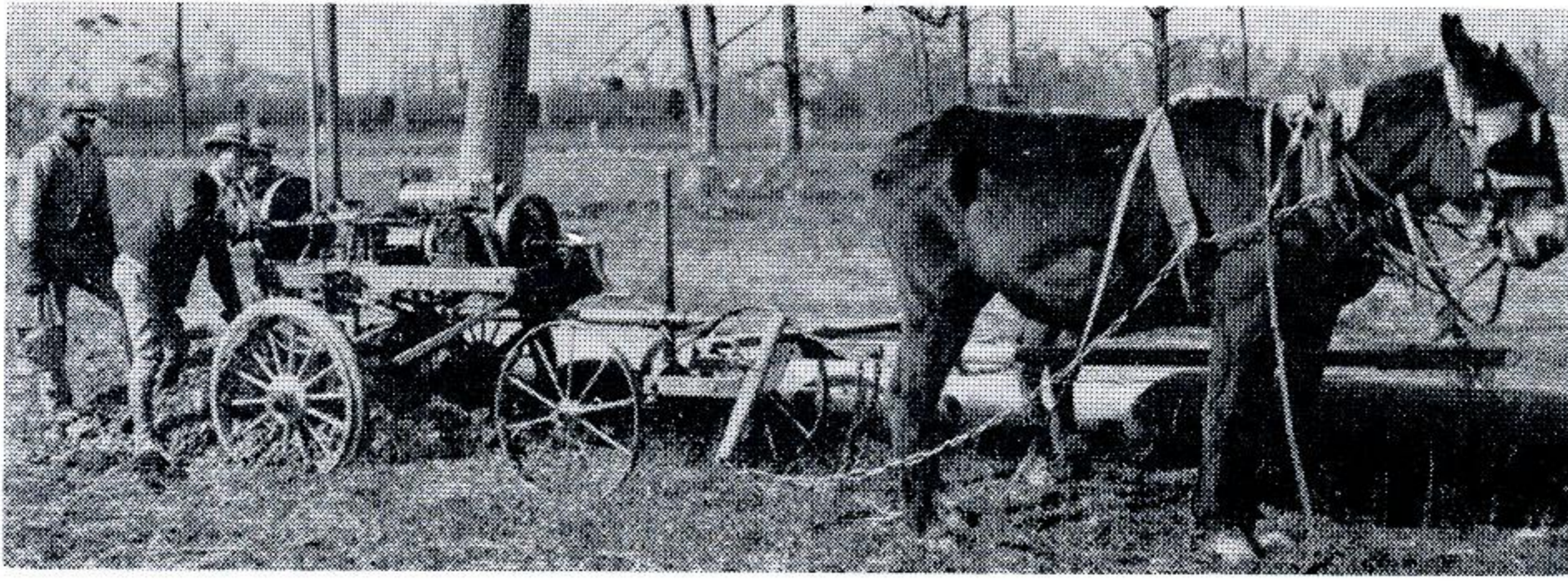
The name "Gulf States Utilities Company" came into existence in 1925, when the company was organized to purchase the Orange, Light and Water Company from H. J. Lutch Stark. Mr. Stark, incidentally, is the same prominent Orange businessman who, with Mrs. Stark, recently agreed to sell us acreage in Orange County for our sixth generating station.

Completion of the Sabine Area's Neches Generating Station in 1926 made available a large supply of central station electric service and a large scale transmission construction program was started in 1929 to build lines from the station to the scattered Texas communities then being served by small, inefficient machines, which were discarded.

In 1930, Stone and Webster acquired a subsidiary holding company named Engineers Public Service Company to take over management of our Company and a number of other operating utilities.

Engineers Public Service disassociated itself from Stone and Webster in 1937 and began management of our Company as a separate concern.

The following year our Company merged with the Baton Rouge Electric Company and the Louisiana Steam



Here's a labor-saving device that came along a little too soon—a mule-drawn, gasoline-powered hole digger. This one was used in the Lake Charles Division, but abandoned in 1927.

Generating Company and the boundaries of our present service area were stabilized with Calvert, Texas, in the West and Holden, Louisiana, in the east. Our system then, as now, covered roughly 28,000 square miles.

In 1947, under the Holding Company Act of 1935, our Company was separated from its "parent" company, Engineers Public Service, and became the independent, investor owned company it is today.

We are owned by more than 15,000 stockholders, living in every state in the Union and indirectly by many thousands of people who have life insurance policies, pension funds, etc. Our management is elected by a ten-man board of directors, all of whom reside in the area served.

A look at our first annual report to stockholders points up the tremendous growth of this area and our Company in the past dozen years.

**From the 1947 report:**

- **Plant investment totaled**  
\$81,049,346
- **Electric customers totaled**  
157,088
- **Total tax bill was \$3,698,106**
- **Total payroll was \$4,369,549**

**From the 1957 report:**

- **Plant investment totaled**  
\$313,459,850—nearly four times greater
- **Electric customers totaled**  
273,479—an increase of over 75 per cent
- **Total tax bill was \$14,408,049—**  
four times greater
- **Total payroll was \$9,813,503—**  
nearly three times as large

1859  
to  
1959

In the less than 100 years that the electric industry has existed, electricity has so dramatically changed the way people live that we take for granted the "electric age," "atomic age," and "space age" all of which would have challenged the imagination of Jules Verne.

And during National Electrical Week, we haven't much time to look back at the last 100 years—there's still too much to do to stay ahead of progress.

**THE BEGINNING**



*February 11 Is Science Youth Day*

## **Edison - like Curiosity Shapes Future Scientists**

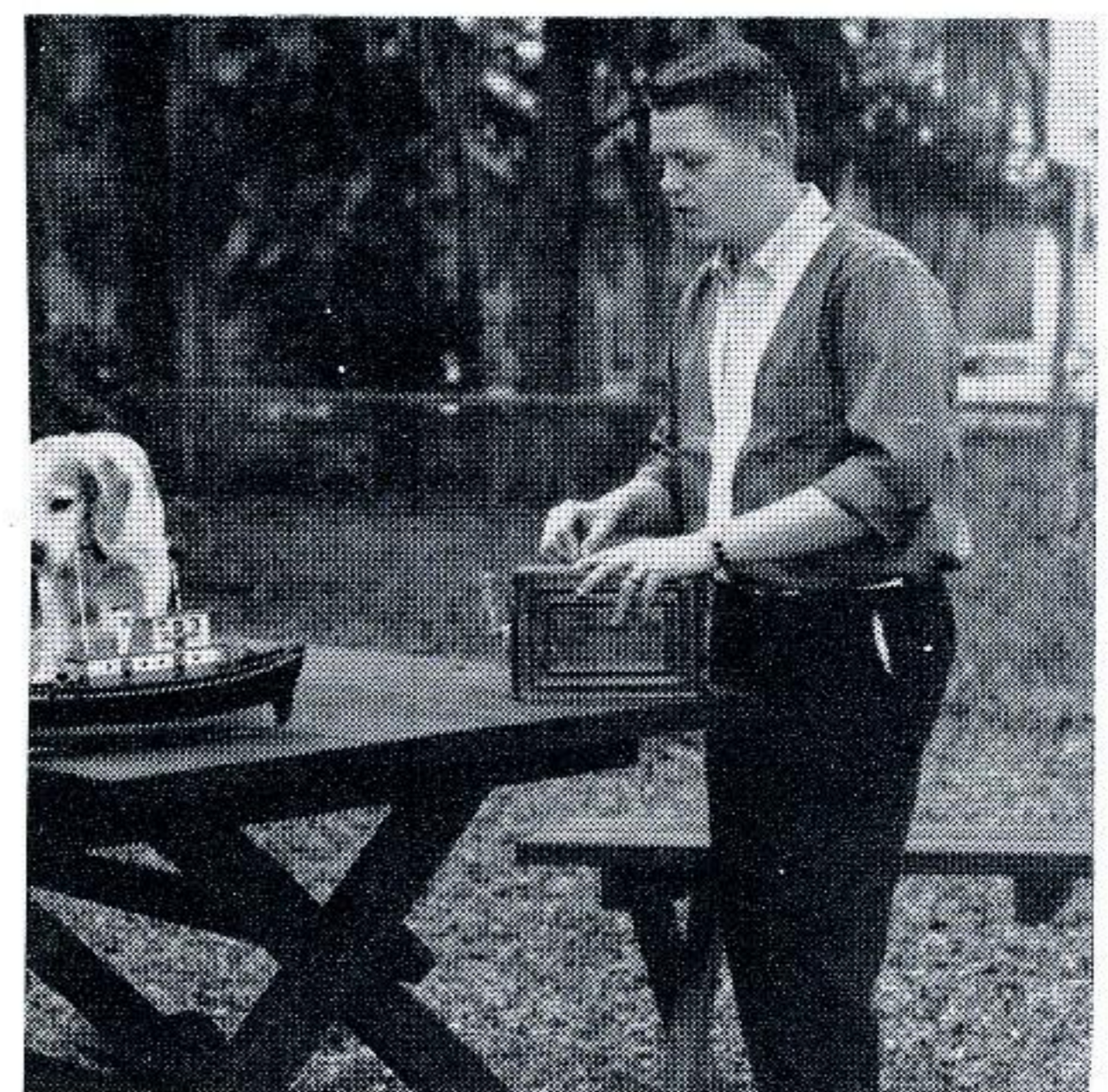
**GULF STATER'S SON  
IS GOOD EXAMPLE**

National Electrical Week is observed February 8-14, but circle February 11 on your calendar. This day receives more attention because it is the birthday of the "father" of the electrical industry, Thomas Alva Edison. It has fittingly been designated as National Science Youth Day.

Industries all over the nation will set aside this day to escort youngsters through their plants to show them the modern miracles fashioned by science and industry working together.

Perhaps there won't be another Edison in any of the groups, but it is certain that some of these high school and college students will be the scientific leaders of our country.

Many of these future research workers have already begun their investigations into what makes



Richard, signals him everything is 4.0 rolled tug "Cheryl Ann," as George nitter to check rudder operation. Their nsatisfied and continues her inspection.

*Plain Talks*





George attaches the electric wires to fire his model rocket for a flight into space—up to 1000 feet.



Thomas A. Edison demonstrated his tin-foil phonograph before the National Academy of Science meeting in Washington, D. C., and to President Rutherford B. Hayes at the White House. This portrait was taken at Washington by Mathew Brady, Civil War photographer, in April, 1878.

***“Genius is 2% inspiration and 98% perspiration.” — Thomas Edison***

A good example of a youngster with the necessary inquiring mind, typified by Edison, is George DeLaMatyr, Jr., son of Mr. and Mrs. G. T. DeLaMatyr of Beaumont. (Mr. DeLaMatyr, Sr., is our communications engineer in Beaumont.)

After finishing Beaumont High School this Spring, George plans to attend Lamar State College of Technology, in Beaumont, for two years before entering either Texas University or Louisiana State University to earn a degree in engineering.

He is an excellent student at Beaumont High, near the top of his class scholastically, and is a leader in many extra-curricular projects—such as the yearbook and physics club.

This seventeen-year-old, an admirer of Edison,

resembles the great inventor in his curiosity about everything. With his dad, he has explored many of the mysteries of nature.

George’s hobbies include amateur radio operation (he built his first set), building or repairing machines, model railroading, rocketry, radio controlled model ships and art.

He got his amateur radio operator’s license when he was only eleven and now has a station operating on the call-letters, W5CLK.

Currently, he is building a small racing car, called a “Go-Kart.” These are “big brothers” to the “Quarter Midgets” popular with many people today. “Go-Karts” can hit 30 to 40 miles-per-hour. George’s car will have two, one-cylinder air-cooled engines for power.

Rocketry experiments are done using a small model rocket capable of soaring 1000 feet and equipped with a parachute arrangement which gently floats it back to earth for recovery and the next firing.

Railroading and his remote-controlled tug have both been temporarily laid aside to make way for new interests, but they are still operated periodically.

Art seems not to fit as a hobby for this youngster with his interest in things scientific. But, the DeLaMatyr home is an art gallery for his water-color painting and a studio for the artist.

Encouraged by his father, George has learned that before serious research can be conducted, extensive formal schooling is necessary. The rapid advances of science in the last fifty years, much of it thanks to techniques begun by Tom Edison, make many years of intensive study and training a prerequisite to a career in scientific research.

As Edison said, “Genius is two percent inspiration and 98 percent perspiration.”



Building his “Go-kart” takes most of George’s spare time these days. He hopes to get another one-cylinder motor to make a pair to run his creation.

## Sales Department Announces

# Plans For Record Selling Year In 1959

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### \$20,000,000 In Stocks And Bonds Sold Last Month

To help finance its continuing construction program, our Company last month sold \$20,000,000 worth of stocks and bonds. Both actions were part of the Company's financing program to raise approximately \$45,000,000 from the issuance of new securities in 1959.

On January 12, the Company raised \$10,000,000 from the sale of a new series of Preferred Stock and, on January 19, sold \$10,000,000 principal amount of First Mortgage Bonds, 4¾% Series due 1989, at competitive bidding while its Board of Directors was in session in Beaumont.

A portion of the proceeds from the sale of the bonds will be used to pay off short-term notes issued to provide a part of the funds for our 1958 construction program and to start the 1959 expansion. The balance will be used to carry forward the construction program through the first quarter of this year.

Five groups, representing 140 investment banking houses scattered across the nation, submitted bids for the bonds. The \$10,000,000 Mortgage Bond issue was awarded to Merrill, Lynch, Pierce, Fenner and Smith, Incorporated and White, Weld and Company, financiers of New York City, who headed one of the groups of Underwriters for the bond purchase.

The new bonds will be offered to the public at 102.427% to yield 4.6%.

Last year was a good sales year, but 1959 will be even better!

That's the prediction made at the January department head meetings—held January 26, 27 and 29 in Beaumont, Baton Rouge and Lake Charles.

E. L. Robinson, vice president and general manager of sales, presided at each meeting. He presented the "Mr. Topper" awards to Beaumont Division Manager L. M. Welch, whose division won the 1958 sales contest. Other members of the winning team are R. A. McAlpine, sales superintendent, Ralph Spafford, residential sales supervisor and Floyd Smith, operating superintendent.

How the men and women of the Sales Department plan, with the help of all other employees, to make sales history in 1959 was outlined in detail by key members of the System Sales Department.

Mr. Robinson, assisted by L. V. Dugas, commercial and industrial sales superintendent; F. Parker Allen, residential sales manager; and Kenneth Sutton, advertising director—aided by J. E. DeJean, supervisor of advertising

and J. S. Turner, supervisor of publicity—teamed up to present the Company's plans for 1959.

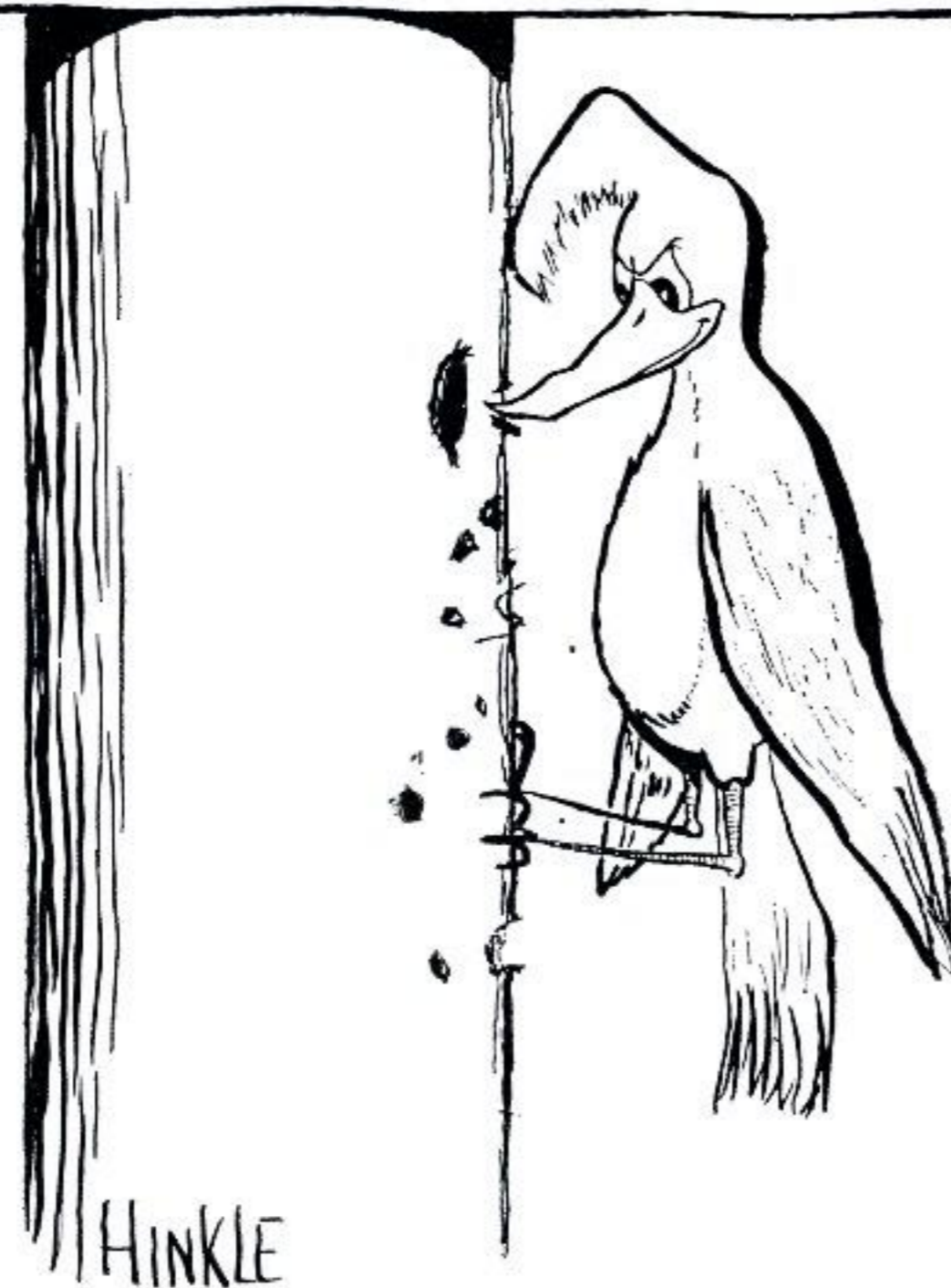
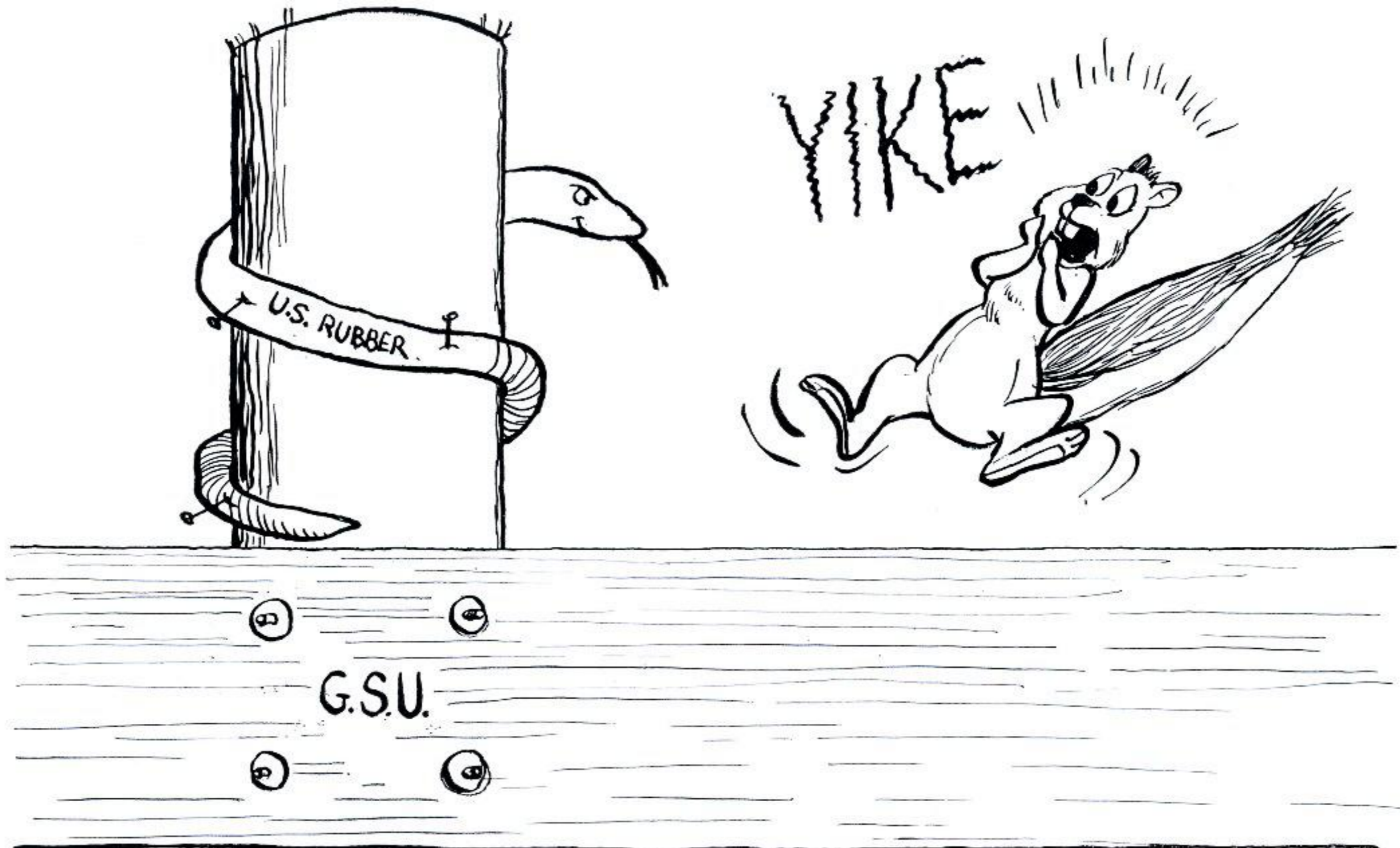
Mr. Dugas promised aggressive promotion of commercial cooking, air-conditioning, lighting, heating, ventilation, refrigeration and area development. Our Company currently ranks in the top five in commercial cooking loads among utilities of comparable size.

Mr. Allen, whose "Topper" program helped sell around 20,000 major appliances last year, announced plans to continue this program in 1959. But, district superintendents will replace operating superintendents in the competing teams. Promotion of electric resistance heating will be stepped up.

Mr. Sutton illustrated the many weeks of work necessary to prepare advertising and publicity for a single week—National Electrical Week—as an example of how the Advertising Department works all year 'round with other departments to "sell" our Company, its service, electrical living and the Free Enterprise way of life.



Unfolding the Sales Department's 1959 program to 200 key Gulf Staters at last month's three department heads meetings were: Kenneth Sutton, advertising director; F. Parker Allen, residential sales manager; E. L. Robinson, vice-president and general sales manager, and L. V. Dugas, commercial and industrial sales superintendent.



## S. P. C. U. A. --

Society for Prevention  
of Cruelty to Utilities  
by Animals

**B**ESIDES the "natural" causes which can hinder or disrupt electrical service there are the not-so-natural hindrances, which sometimes cause our Company's linemen to feel that they're working in a zoo.

For instance, during the month of December, 1958, there were recorded no less than 25 interruptions of electrical service—all caused directly by squirrels. By jumping around through the cross arms of a light pole, a squirrel can wreak havoc if he happens to touch on a transformer. The shotgun reports of line fuses blowing out can be heard all through the neighborhood at exactly the time that the lights are going out in 30 homes. And it's poor satisfaction for the linemen who have to repair the damage to find the stiffened corpse of the trouble-maker.

There're not many ways to stop the squirrels, short of stationing young boys with air-rifles beneath every transmission pole. But Gulf States linemen have come up with an idea. They use snakes—rubber imitations, of course. Since snakes are deadly enemies to squirrels, linemen reason that if a squirrel spots what appears to be a snake draped around the cross arm of a pole he won't come any closer to investigate.

But live snakes are a problem too. Last year a chicken snake, lusting after bird eggs, crawled into a transformer bank at Neches Generating Station, short-circuited the 34,000 volt condensers and plunged all of Beaumont into darkness for 15 minutes.

Woodpeckers—while they don't cut transmission lines—do serious damage to wooden poles. Poles become dangerous when they have been weakened by woodpecker attacks—so dangerous that they have to be replaced. This, of course, is expensive.

Gulf States' meter readers meet a lot of dogs on their routes, so they have a short "bite-expectancy." On the average, a meter reader is bitten at least once every three months by an overzealous guardian of a home.

Meter readers once tried "dog candy" as an appeasement. But some dogs refused to be bribed and bit the hand that fed them.

Now meter readers just run.



Peggy poses with parents, Mr. and Mrs. L. E. Strickland and little sister, Cindy. Peggy says of Cindy, "She's a real rounder. She gets into everything I own."

## KEEPING HEARTS HEALTHY

# Electricity Is On Medicine's Team

A bright smile from the face of a seven-year-old girl gives a quicker answer to her health than records of thermometer readings, X-rays, stethoscopes and other medical instruments.

And Peggy Strickland, daughter of Mr. and Mrs. L. E. Strickland of Baton Rouge, has one of the sunniest smiles in these parts, today.

Peggy—whose dad works at our Louisiana Station — is a third grader at Belfair Elementary School this year, after recovering from the first "open heart" operation ever performed in Baton Rouge.

The operation was done last year at the city's General Hospital, using a mechanical heart-lung machine.

Peggy was born with a heart defect. A large hole between two chambers caused an excessive amount of blood to circulate through her lungs and put a great strain on both heart and lungs. Without an operation, she would have had little hope of living to reach maturity.

Heart specialists knew what had to be done, but were unable to do it until the heart-lung machine was perfected. This machine functions as the heart and lungs while the patient's heart is deliberately stopped and the defect corrected. It allows the heart to remain dry and immobile, permitting new kinds of surgery never before possible.

During the operation a patient's life literally hangs on a thread, the narrow wires that deliver the power needed to operate the heart-lung machine. This brings to mind a happy coincidence, that Heart Month and National Electrical Week both occur this month. And, while the brilliant advances of medicine can utilize versatile electricity to save lives where a defect exists, it is still up to us to take care of our hearts.

To do this, the American Heart Association urges us to observe the following rules:

- **Ask your doctor if in doubt. Don't worry needlessly about symptoms.**
- **Control your weight. You'll feel better, look better and live longer with normal weight.**
- **Get enough rest. Rest relieves fatigue and lightens the work of your heart.**
- **Keep physically fit. Exercise regularly and moderately.**
- **Ease up and relax. Tensions and anxieties can wear you down. Enjoy peace of mind.**

As we can see by Peggy Strickland's story, substantial progress has been made in the ten years since establishment of the American Heart Association. Since 1948, \$32,000,000 has been channeled by them into research in the causes of heart diseases. Much of this money comes from your support of annual united fund-raising drives in our area.

Medical science has learned how to prevent rheumatic fever, control most cases of high blood pressure, repair damaged heart valves, correct congenital heart damage through surgery, develop heart-lung machines and perfect drugs which retard blood clotting.

But the road to complete triumph over coronary diseases, medical authorities agree, will be long and difficult.

It's distressing to think about, but, at the present rate of national occurrence, one out of every ten who read this will eventually suffer heart trouble. Diseases of the heart and circulatory system are the leading causes of death and disability in the country today.

So all of us would do well to live, work and play according to the "heart rules," or risk being penalized or, worse still, thrown out of the game of life.



**Navasota Division**

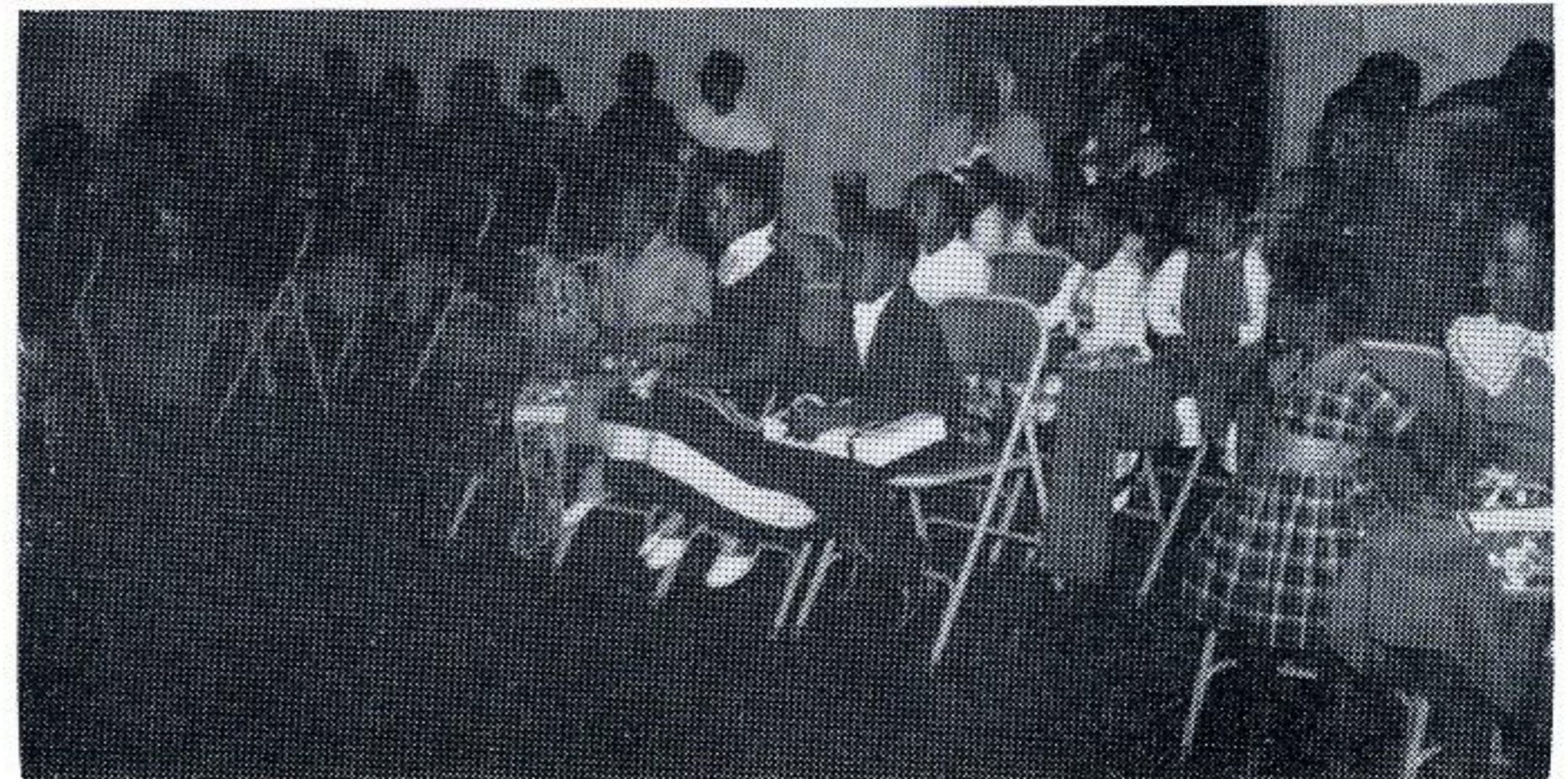
# **Christmas Parties**

## **Colored Divisions**



**Baton Rouge Division**

**Navasota Division**





In Grandma's

# Good Old Days

She Never Had The Help

Electricity Provides

Modern Rural Wives

Back in the "good old days," rural families were almost entirely self-sustaining. All the food necessary for the family was raised by dad and the boys, while mom and the girls saw to it that it was canned and stored to be used throughout the year.

In performing their daily household chores, and that's what they were, the womenfolk had to depend almost entirely on handpower. Water was brought from a spring in buckets or pumped from a well using a hand-operated pitcher-pump.

The lucky ones had a spring house to chill perishables, or lowered them into the water well to cool. Heating and cooking was done on stoves and fireplaces using wood cut from the farm timber by the men. And washday meant getting out the rubboard and boiling clothes in an iron pot on a wood fire. In the hot summer, the family moved out to the porch, or just suffered in silence, because there were no attic fans or air-conditioning units.

Today, thanks largely to electricity and the progress of the entire electrical industry, a modern rural home offers labor-saving advantages to the housewife that would make grandma stare and say, "Tain't so!"

For National Electrical Week, February 8-14, PLAIN TALKS cites the home of the C. R. Dukes, west of Winnie, Texas, as an example of modern rural living. An attractive frame structure, it is classed as a Bronze Medallion all-electric home.

The water well is still out back, but now the pitcher-pump has been replaced by an electrically operated pump and tank to keep this family of four supplied with plenty of water for all its needs.

An electric refrigerator keeps perishables cold and ready for use at any time. Mrs. Dukes can prepare her family's meals on her built-in electric range and



Mrs. Dukes is an enthusiastic promoter of cooking electrically. Here she prepares her family's meals on the surface unit built into her cabinet and (at right) removes baking from the oven built in at the end of the service bar between the kitchen and family room.

oven, knowing the temperature won't rise so high foods burn or dip so low that they won't cook at all.

Washday at the Dukes means putting the clothes in the electric washer, supplied with plenty of hot water from the electric water heater, and drying them in the electric dryer.

The wood heaters and fireplace, that would roast you on one side while you froze on the other, have been replaced by electric resistance heating units

that keep the entire room at the desired temperature no matter how cold the weather outside. And, summertime comfort is provided by two window air-conditioning units.

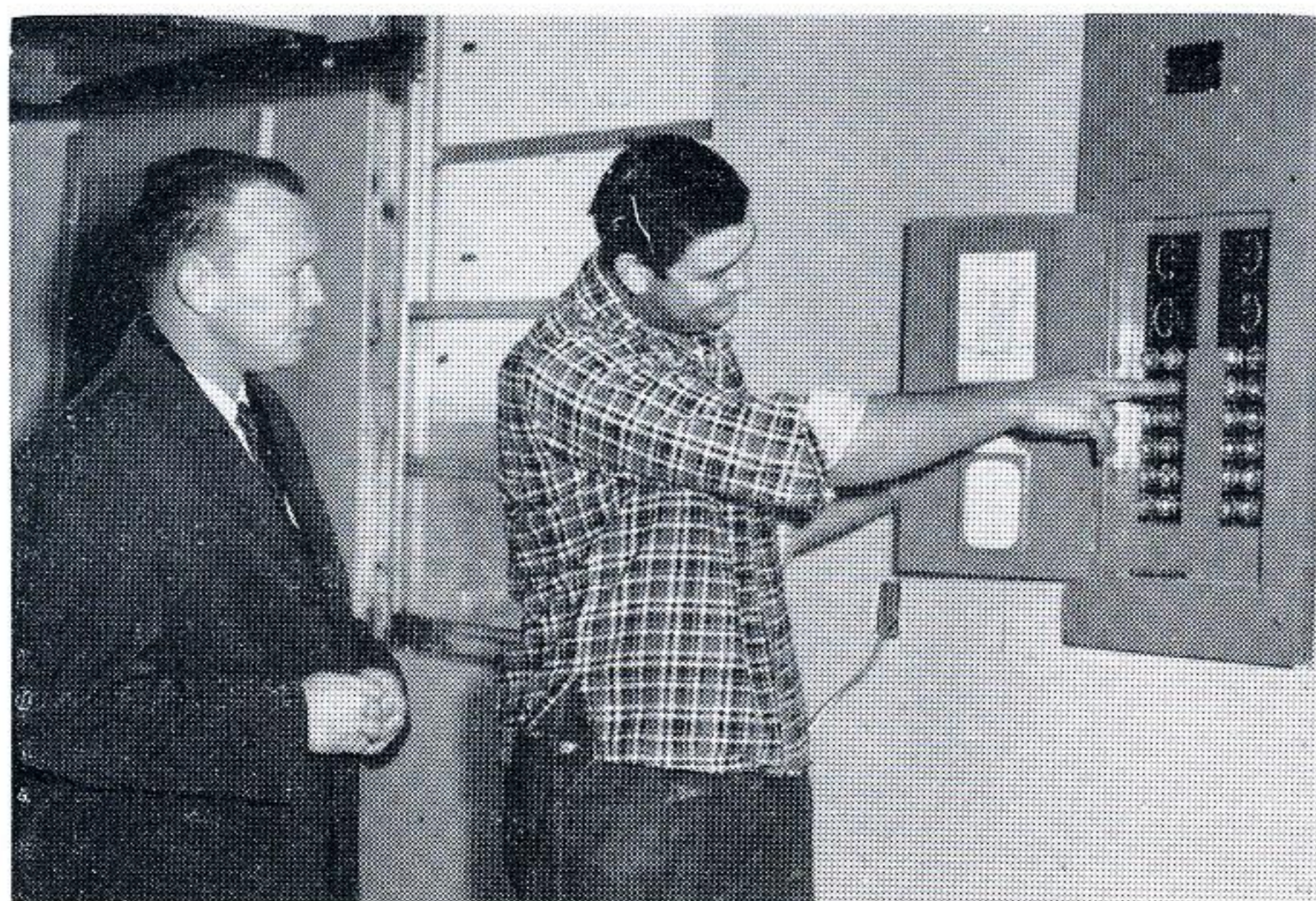
Even if some old-timers still say, "When I was a boy . . ." it's a safe bet that grandma would have traded all her "good old days" for the comfort and convenience offered by homes like the C. R. Dukes'.

Wouldn't you?



"Wash and dry clothes in any weather," says Mrs. Dukes as she loads her electric dryer in the utility room.

Mr. Dukes points out the various circuits on his fuse box to Ken Maxwell, Beaumont residential sales representative.



## Thrift Plan Investments

Purchases of Gulf States Utilities Company stock made by the Trustee during January covering employee deductions and Company contributions through December were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	696	\$39,425.93	\$56.64646
\$4.40 Preferred	90	8,426.77	93.63078

The Trustee deposited \$19,978.02 with the Savings Department of The First National Bank.



Our service area is richly endowed with large industrial plants, like this area around Baton Rouge.

## Our Area's

# Industry Uses Electric Power To Supply Our Nation's Needs

Big industry, with which our service area is richly blessed, needs more and more power each year. During 1958, the continued expansion of the petro-chemical industry in the Gulf Coast area we serve resulted in the addition of most of the industrial load added to our lines.

Industry in our area is on the march, and signs point to a continuing upturn in business during 1959.

Many industrial customers are planning extension and modernization to keep themselves competitive. Plant relocation projects are being studied.

What will this mean to our Company this year?

Considered fairly, it has been estimated that we will add about \$4,006,000 of new industrial business to our lines in 1959.

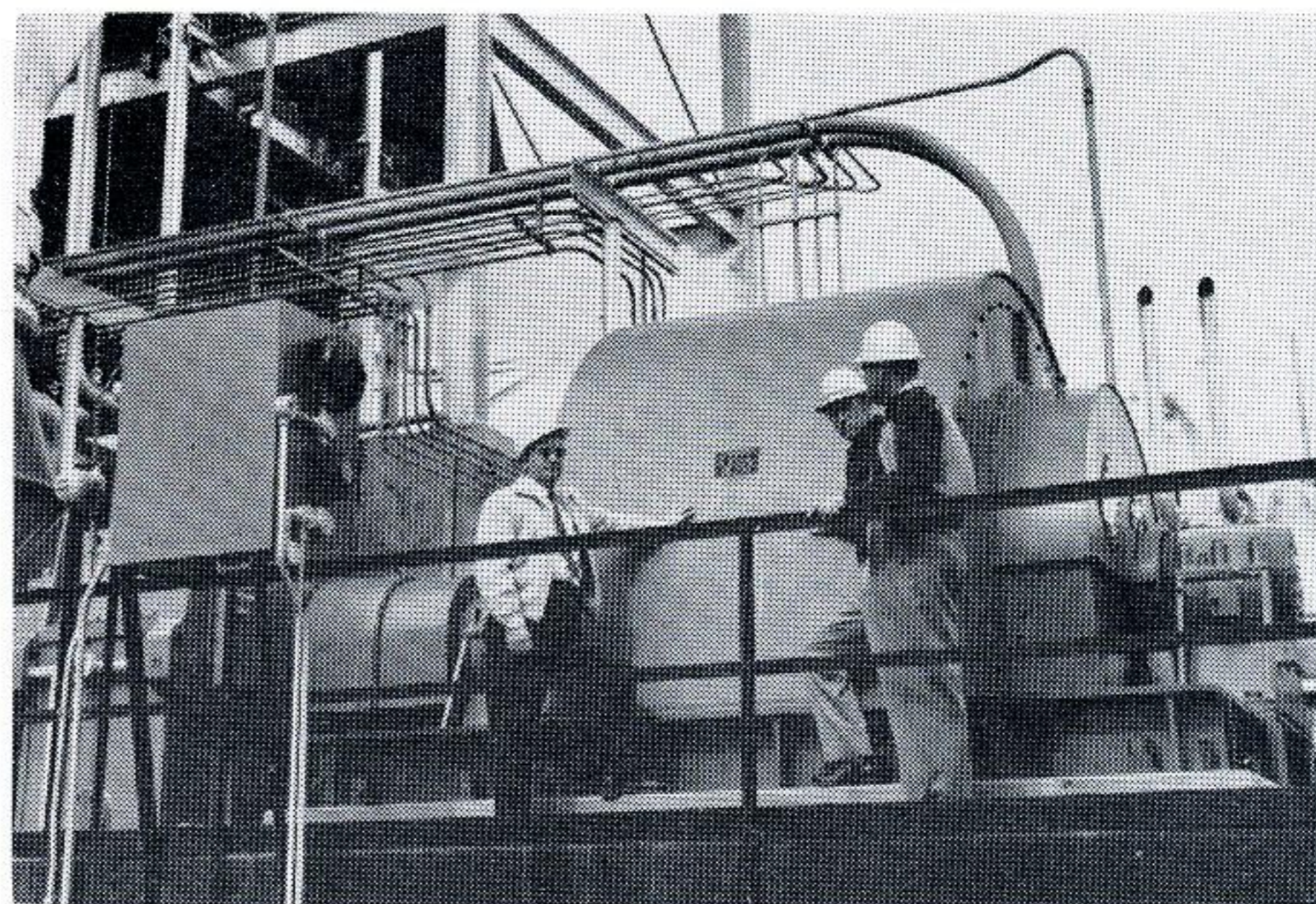
Modern chemical industries have designed new processes which require large blocks of power for operation of such new machines as electric motors in sizes that were unheard of on our lines even two years ago.

Last year we added 79,310 kilowatts in industrial load to our system which resulted in a yearly revenue of \$3,048,000.

For 1959, we have 109,000 kilowatts of assured industrial business pending on the books to add \$4,523,000 annually to our revenues and large industries in our area forecast the addition of 43,000 kilowatts in 1960 and 35,000 in 1962.

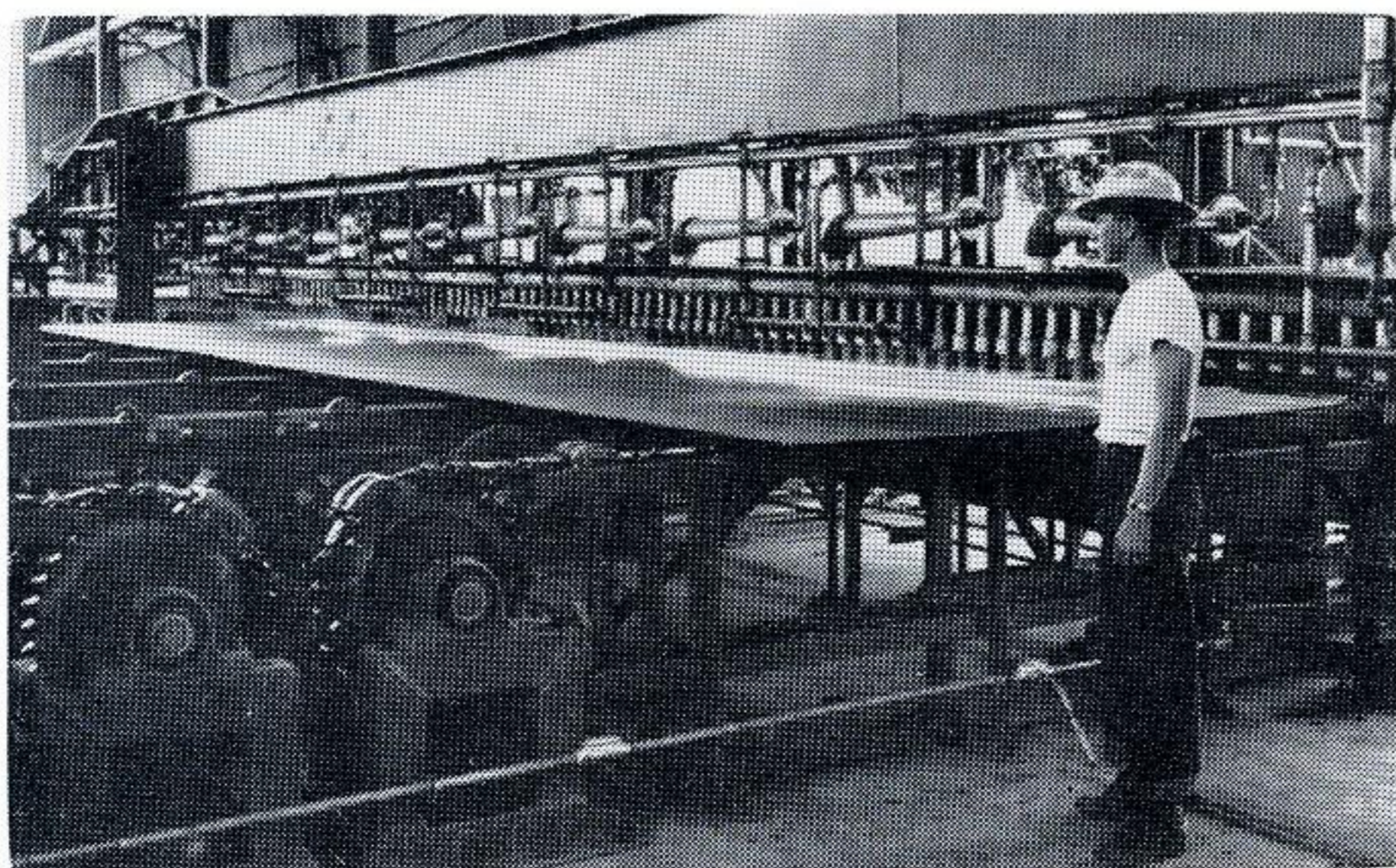
These additions do not include the increase of normal expansion by our large group of average industrial customers or the five prospects our industrial sales personnel are now working with to add a total of 87,500 kilowatts to our system.

To give an idea of the size load required by various industrial firms, one of our major customers will require 47,000 kilowatts and will have



This is one of the largest electric motors ever to be installed on our lines. It is at the Firestone Tire and Rubber Company's Petrochemical Center in Orange.





Our electric service is used in many large, and small, industries to drive motors and perform special jobs.

three motors drawing 22,000, 17,000, and 9,000 horsepower respectively. A 200 horsepower turbine will be used to bring these huge motors up to speed before they are put "on the line."

A list of our customers and their industrial loads would show a range of from the 40,000's to about 3,000 kilowatts of load each. And that's not all.

Not only will these industries demand power for their own use, but their expansion will result in new residential and commercial customers, who will need electricity in their homes and to help run their businesses.

A new phase of our Industrial Sales Department is the Area Development Department, created in May, 1957. Its purpose is to aid our Company's growth by helping the communities in our service area attract industry.

Working with the Advertising Department, area development will make a check list for each town on what it has to offer industry. These sheets, along with brochures on the locale, will be sent to industries expressing interest in building plant in a



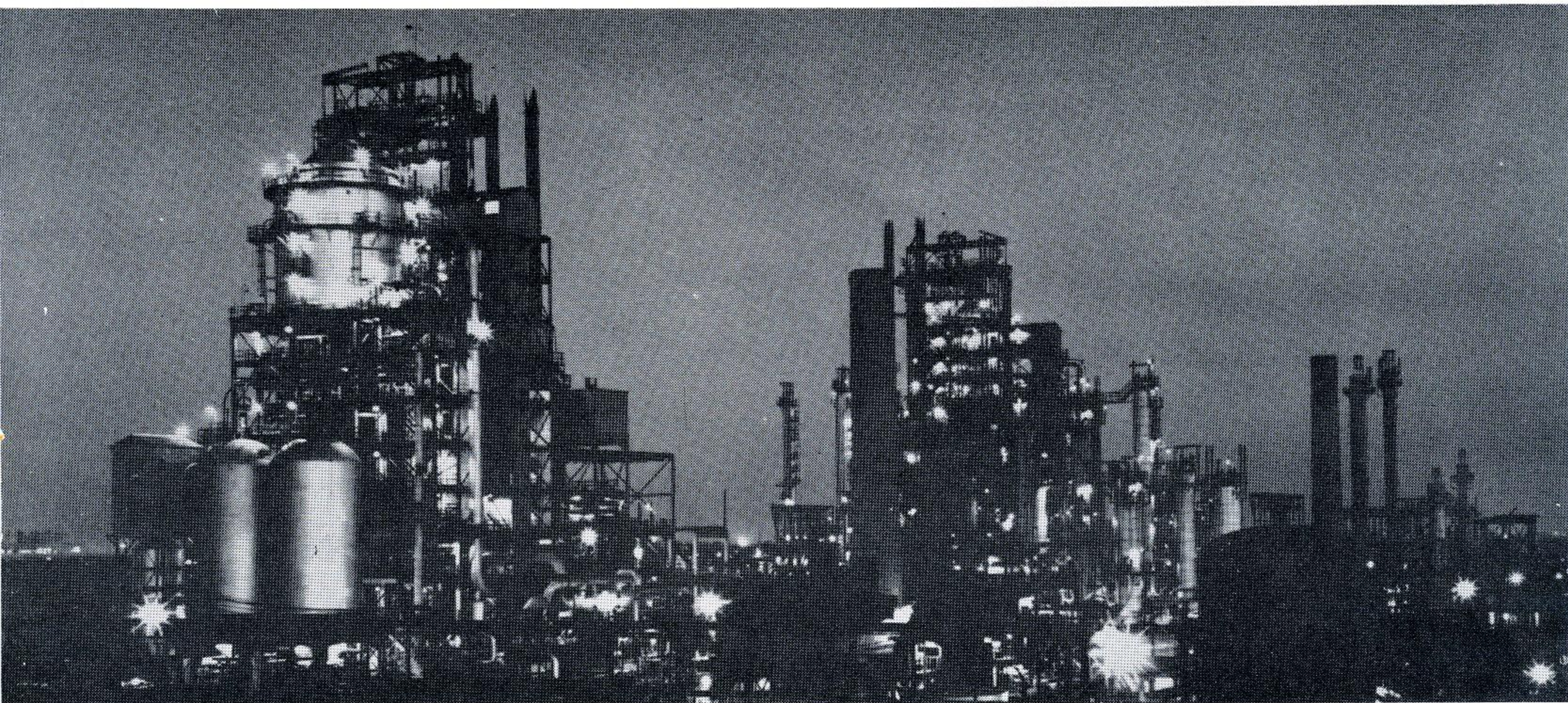
Welding pipe in this Orange plant is done using service furnished by our Company

certain area.

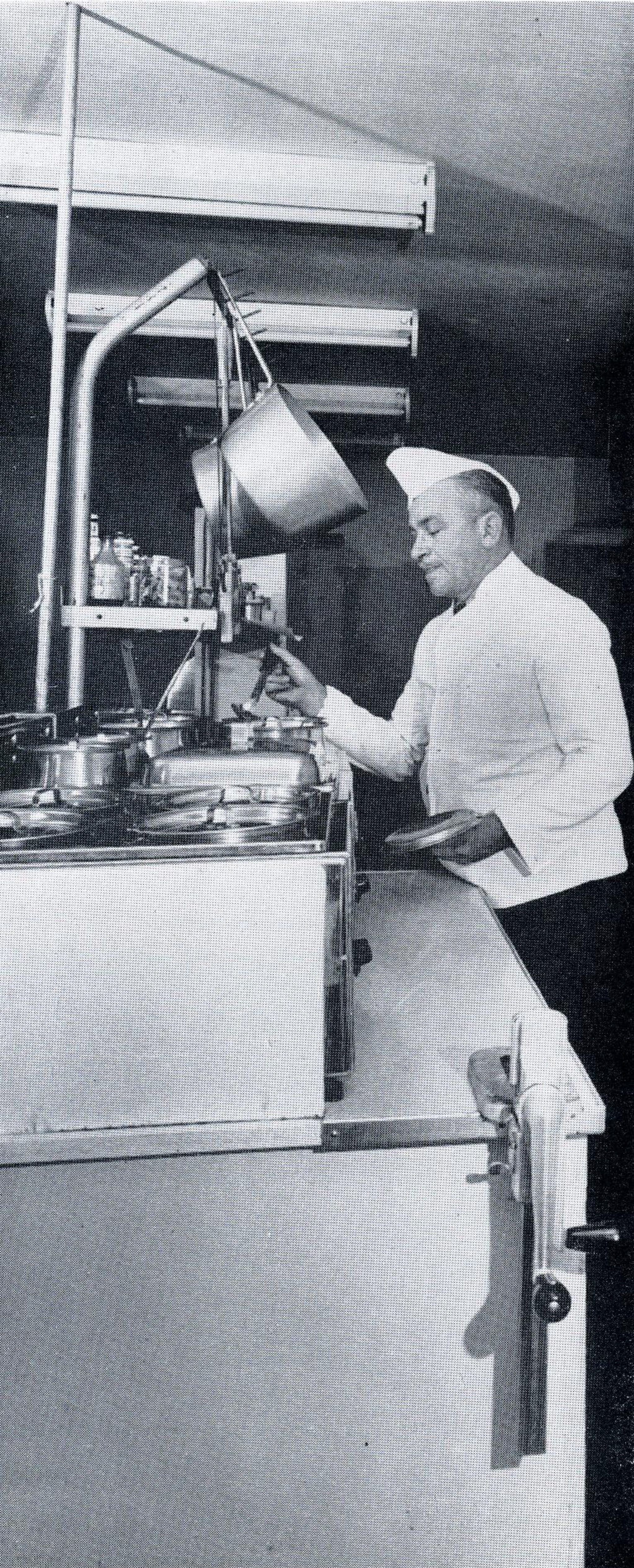
Industrial sales representatives will meet with industry representatives and community committees to discuss bringing an industry into the area, to help solve problems that may arise or give any facts requested by either party.

The Industrial Sales Department faces a challenging but rewarding job in the years ahead. Challenging, because furnishing power for a major plant or refinery is an exacting job. As near perfect service as possible is necessary because, as Vice President E. L. Robinson emphasized at Department Heads Meetings last month, a refinery which is without power even for a short time suffers serious production problems. The job is rewarding because success results in a cycle of prosperity for all concerned. New industry means new people, people mean new smaller businesses, and new homes, and new businesses and homes mean better times for everyone in the area. Finally, to complete the cycle, a prosperous area is attractive to industry.

**The many lights that brighten the sky around our industrial areas show that industry never sleeps.**



*We're 5th Nationally in Commercial Cooking*



# Commercial Electric Sales Kept Soaring in 1958

1959 Prospects

Equally Bright

During National Electrical Week, as a grateful nation reflects on the marvelous advances made in electric living at home, work and play, let's not overlook the progress made in yet another important phase of the electric industry's sales program—the commercial use of power.

When the national economy started slipping during 1958—and some people were holding their breaths for fear that it would plunge over the edge into another depression it is significant that our Company's commercial sales of power for operating electrical equipment passed their 1957 marks in all six categories: commercial cooking, air conditioning, lighting, heating, ventilation and refrigeration, and miscellaneous power. The total amounted to 62,640 kilowatts added to our lines. That's 154.5 percent of the quota set at the beginning of the year, and 49 percent over total sales for 1957.

How good commercial sales are as a "recession-stopper" is evidenced by the fact that commercial customers are second only to our Company's residential load in producing revenue for further expansion of our facilities.

Here's a breakdown of how the commercial sales went, system-wide:

Air conditioning increased 53 percent; commercial heat pump sales increased 117 percent, with installations now totaling 183; lighting increased 53 percent; electric heating increased 193 percent; ventilation and refrigeration increased 89 percent; and miscellaneous power sales increased 58 percent.

The increase in the sale of electric cooking equipment continued to keep pace with that for previous years.



The Villa Maria Motel is an example of modern accommodations for tourists in our area.

All Gulf Staters can be proud of the fact that the January issue of *Electrical World* (trade journal of the industry) shows our Company ranking fifth in the nation in the promotion of commercial electric cooking.

#### Commercial Cooking Helps Off-Peak Load

Estimated revenue for 1959 is \$976,000 for this excellent cooking load. And, of major importance in our Company's continuing efforts to keep units humming all year 'round, almost all of this load is supplied during off-peak periods. The actual demand on our system amounts to about 30 percent of the connected load. Therefore, in addition to this load being very desirable, it is an excellent revenue-producer, giving us as much as \$75 to \$112 per-kilowatt annual revenue on a demand basis.

By divisions, Baton Rouge was tops in total commercial sales with 25,256 kilowatts. This division also connected 53 percent of total commercial heat pumps sold during the year.

In second place was Lake Charles Division with 17,607 kilowatts.

Beaumont Division, though in third place, was first in sale of commercial cooking connected load with 2367 kilowatts, representing 143 percent of it's quota. Commercial salesmen in the Beaumont Division received first prize in Hotpoint's "sales presentation contest". The competition included electric utilities in seven southern states and first prize was \$100.

Fourth place Navasota Division was tops in electric heating with 740 kilowatts, equaling 38 percent of total sales in that category.

Port Arthur made 115 percent of its commercial sales quota, an excellent showing.

#### Schools Cook Electrically

The number of all-electric commercial kitchens increased substantially during 1958, particularly in elementary and high schools in our area where convenience, cleanliness and speed mean a lot in serving a hot lunch to students.

In the Beaumont Division, all-electric kitchens were installed at Stephen F. Austin Elementary School, and at Dunbar Junior High in Beaumont; at Jonas Salk (Roselawn) in Orange; at Orangefield Elementary School in Orangefield and at Anahuac High School.

In the Baton Rouge Division, Broadmoor Senior High, Robert E. Lee Senior High, Scotlandville Senior High, Bakersfield Elementary, and Dufrocq School, all in the Capitol City, installed electric kitchens and cafeterias.

The huge, totally modern W. W. Lewis High School in Sulphur, in the Lake Charles Division, now cooks electrically. Another major load builder added in that division is at the new Villa Maria motor courts which added 60 one-ton heat pumps to its rooms.

In the Port Arthur Division, two new public schools have added electric kitchens to make them completely modern: the Port Neches Elementary and Groves Junior High.

What lies ahead in the commercial picture? Commercial sales can be pegged pretty accurately on population growth, because more people mean more stores, restaurants, schools, laundries and other smaller commercial establishments. By 1970, America will have 32,000,000 new citizens, and our resource-full area is sure to get its share.

... What will follow a good sales year? Ask our commercial sales people and they'll tell you—an even better one.



Leonora O'Neal

## Leonora O'Neal Selected For "Who's Who"

Miss Leonora O'Neal, home service director for our Company, was nationally honored this month by being listed in the first edition of the 1958-59 "Who's Who of American Women," a compilation of living outstanding American women published by the A. N. Marquis Company of Chicago.

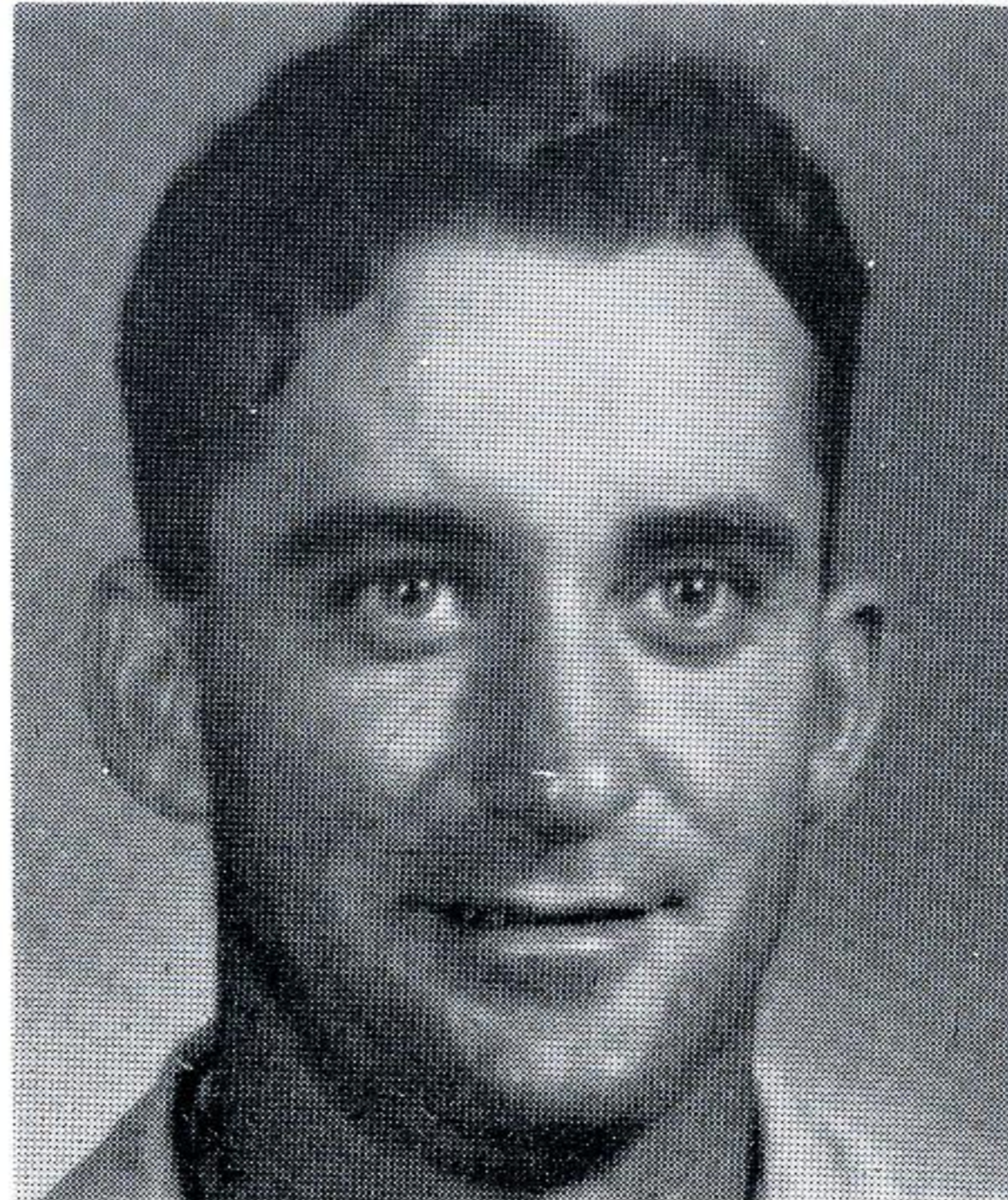
The book lists only those women who have made major contributions through their work with people. Listed with Miss O'Neal were seven other Beaumont women.

Miss O'Neal's Home Service Department is composed of 16 college-trained home economists, who work continuously with customers throughout our service area to help them enjoy the benefits of electricity. Home service advisors conduct cooking schools for groups of women of all ages, from the smallest Bluebird to mature homemakers. They work in schools throughout the area, teaching the students the electric facts of life so that these future homemakers will have a head start toward happier homes.

Much of the success of this important part of the company's Sales Department has been due to the tireless efforts of Miss O'Neal. Both E. L. Robinson, our vice president in charge of sales, and Parker Allen, system residential sales manager, paid deserved tribute to Miss O'Neal at this month's department heads meetings.

A graduate of the University of Texas, Miss O'Neal joined our Company in 1943, as a home service advisor. She was promoted to home service director and transferred to Beaumont in 1945.

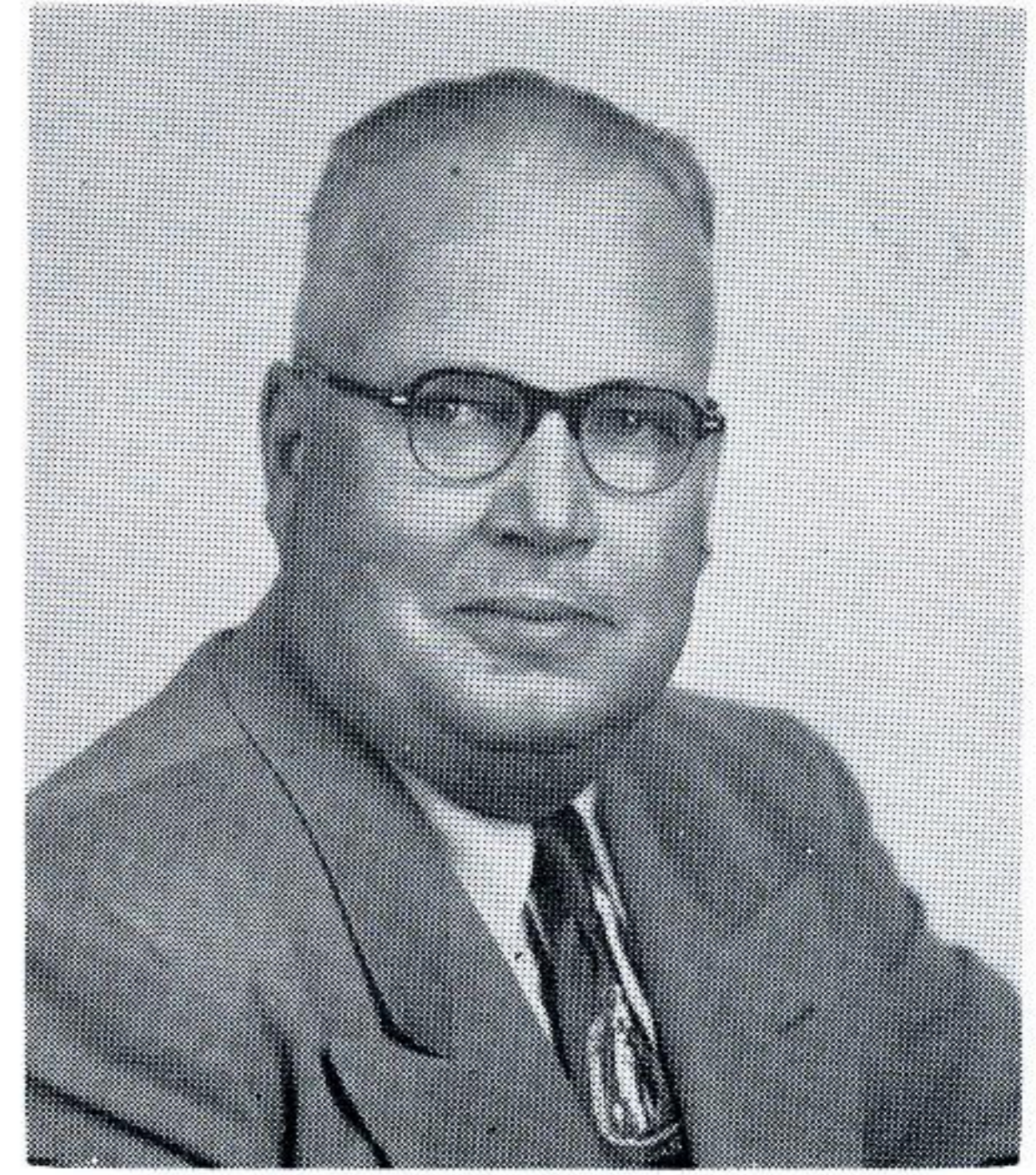
## H. R. Foreman Lineman, Dies In Lafayette



H. R. Foreman

Hugh R. Foreman, lineman third class in Lafayette, died January 26 near Breaux Bridge, Louisiana. He died of severe electrical shock and flash burn injuries which affected approximately 78 percent of his body after having made contact with a 69 Kw conductor.

Mr. Foreman, a native of Duson, Louisiana, was born June 30, 1929. From 1947 to 1951 he served in the U. S. Navy and from 1951 to 1954 he worked as a brakeman with the Southern Pacific Railroad. He joined our Company in 1954 as a helper in the T & D Department in Lafayette. In 1956 he was made an apprentice, and he became a lineman fourth class in 1957. In 1958 he was promoted to lineman third class.



R. N. Rouse

## R. N. Rouse Retires With 44 Years Service

Ralph N. Rouse, general substation foreman in the Beaumont T & D Department, will retire March 1, after a 44-year utility career.

A native of Jonesboro, Arkansas, Mr. Rouse began his electric utility career in 1915 when he joined the Houston Lighting and Power Company. In 1923, he moved to Navasota and went to work for the Western Public Service Company, a predecessor of our Company.

He was transferred to Port Arthur as an electrician in the T & D Department in 1925, and was transferred to Beaumont the following year.

Mr. Rouse was promoted to substation foreman in 1926. In 1939, he moved up to general substation foreman, the position he now holds.



Willie English

## Willie English Retires March 1

Willie English, Beaumont Production Department, will retire March 1, after a 40-year career with Gulf States.

Born in Cheneyville, Louisiana, Mr. English joined the East Texas Electric Company in Beaumont (the company later became Gulf States) in 1918. He served in a number of positions in the Production Department and was made special laborer in 1950, the position he held at the time of his retirement.

# Four Production Men Promoted

## Three In Beaumont; One In Baton Rouge

Four promotions—three in Beaumont and one in Baton Rouge—were announced by the Production Department this month.

Promoted in Beaumont were T. A. Sandidge to operating engineer; H. T. Henriksen to station engineer, and C. J. McGee to control operations foreman.

Also promoted was G. E. Anderson, who is the new maintenance foreman at Louisiana Station, Baton Rouge.

the Company has been in Beaumont, where he has served as auxiliary operator, turbine operator, turbine engineer, switchboard operator, head fireman and control operations foreman.

Clifton J. McGee joined the Company in 1946 as an operator's helper in Beaumont Production Department after serving in the U. S. Navy. In 1948 he was made auxiliary operator and has served as turbine operator, second fireman, turbine engineer, switchboard

Dayton, Caldwell, Navasota and Huntsville as chief engineer before coming to Beaumont in 1939 as turbine operator. He was second fireman, then switchboard operator before his promotion in 1950 to head fireman. In 1956, he became station engineer.

A native of McComb, Mississippi, George E. Anderson was employed by the Company in Baton Rouge as a machinist in 1938. In 1944 he was promoted to master repairman, the position he held at the time of his recent promotion to maintenance foreman.

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## M. A. Merchant

### Assigned To

### Records-Management



H. T. Henriksen

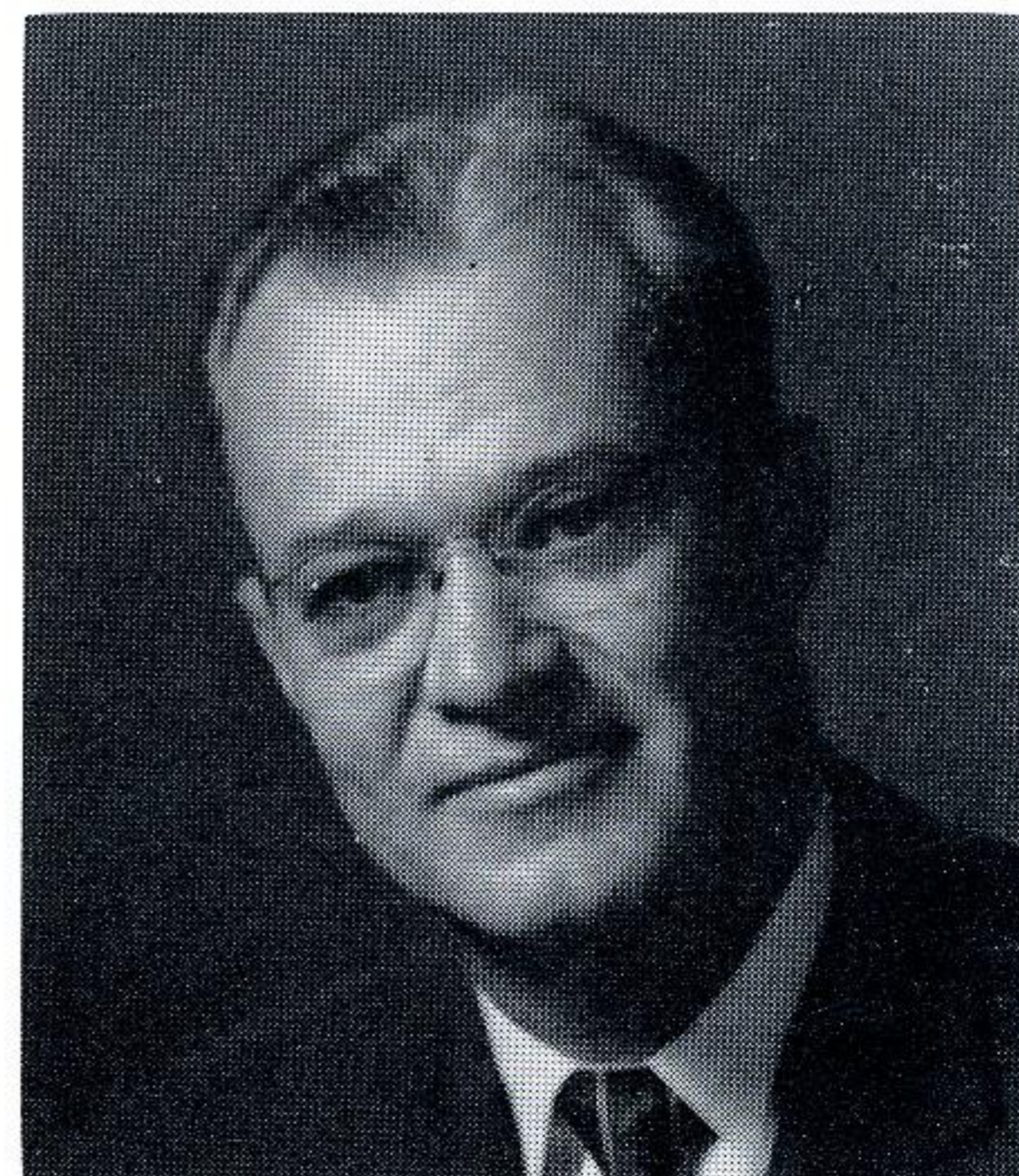
Mr. Henriksen, a native of Calcasieu, Louisiana, began working with Gulf States in 1938 as an assistant fireman in Beaumont. His entire service with



G. E. Anderson

operator and head fireman. He is a native of Eunice, Louisiana.

Mr. Sandidge joined Gulf States in 1927 in Port Arthur. He worked in



M. A. Merchant

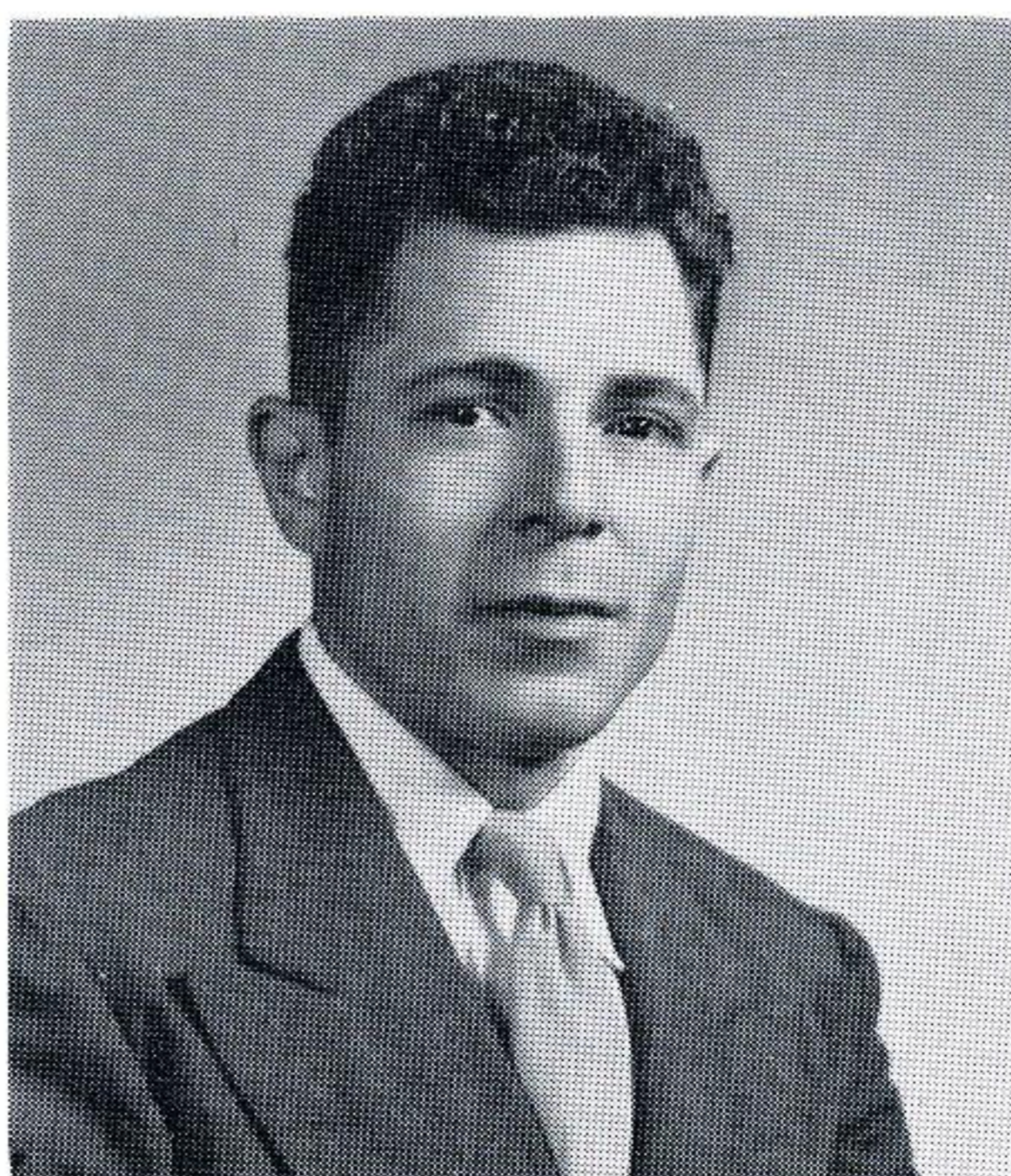
M. A. Merchant, Beaumont, has been assigned to the post of supervisor of the Records-Management Department, it was announced in January by A. W. Hastings, assistant to the president and head of the department.

In his new position, Mr. Merchant will be responsible for the centralization and modernization of the Company's system of records-management.

A native of Austin, Texas, Mr. Merchant joined Gulf States in Liberty in 1926. He was transferred to Beaumont in 1928 in the Accounting Department, where he advanced through several jobs until he was named payroll supervisor in 1945. He transferred to personnel work in 1950 and remained with the Personnel Department until his new assignment became effective.

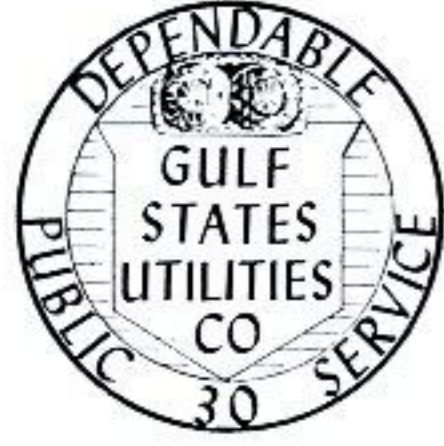


T. A. Sandidge



C. J. McGee

# SERVICE AWARDS



R. F. Clark  
Production  
Beaumont



A. O. St. Dizier  
Distribution  
Baton Rouge

Employees R. F. Clark, Beaumont, and A. O. St. Dizier, Baton Rouge, who are completing their 30th year with the Company this month, may remember when a new substation was being built on the property adjacent to the Tevis Street Station in Beaumont. The Production Department was to have its offices there.

Also, they probably heard about a progressive Beaumont merchant, Charles Linn of Linn Brothers Motor Company, who installed extensive lighting in his showroom to let customers see the brand-new Hudson and Essex motor cars even at night.

Robots were out of the realm of the comics even in '29, for our Beaumont

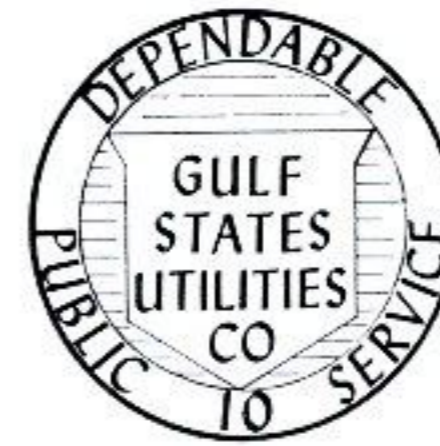
employees saw Mr. Televox, a mechanical man developed by Westinghouse engineers, answer the phone, turn a light on and off, start and stop a vacuum cleaner and electric fan, and sound an auto horn.

These two employees may recall that February 15 was the deadline for completing the new substation for Orange's Yellow Pine Paper Mill—2000 kva at 33 kv.

The Port Arthur Sales Department had a big month in January, 1929, beating the bogie and showing an increase of 97% over January, 1928. They sold six General Electric refrigerators, according to the February, 1929, PLAIN TALKS.



Velma G. Anderson  
Treasury  
Lake Charles



W. W. Anderson  
Production  
Lake Charles



J. G. Koenig  
Distribution  
Port Arthur



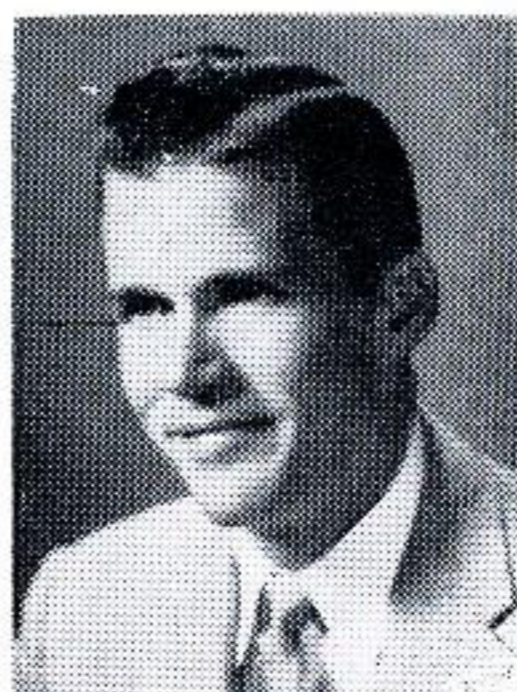
E. C. Kopp  
Production  
Baton Rouge



R. E. Lanier  
Engineering  
Beaumont



Elizabeth McCord  
Treasury  
Beaumont



J. T. Prothro  
Treasury  
Beaumont



Mary Schlicher  
Sales  
Beaumont

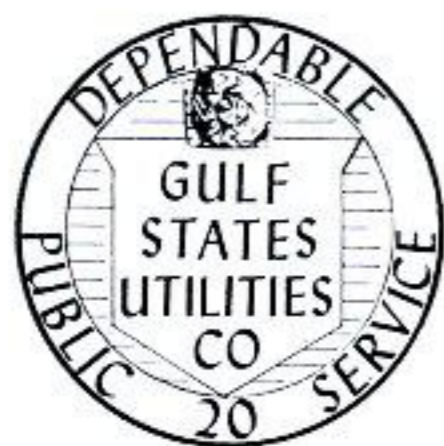


Grace Spivey  
Treasury  
Beaumont

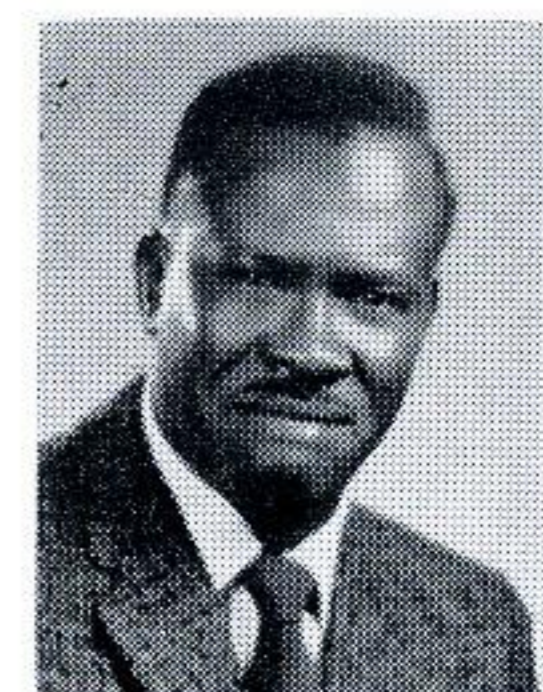
## Colored Division



J. C. Porter  
Production  
Beaumont



James Allen  
Distribution  
Beaumont



Harry Walker  
Distribution  
Beaumont

# Our

# Best

# Known

# "Employee"



The Gulf States "employee" most familiar to some 280,000 electric customers of our Company is not a salesman, meter reader, lineman or local top executive.

He's a little character, with a light bulb nose and zig-zags of lightning for a body, known the world over as Reddy Kilowatt.

Reddy, who is hired only by investor-owned electric utilities, works for 200 United States power companies and for some 40 companies in 16 foreign countries. A combination salesman and public relations man, he helps electric companies sell the electric way of life, plead for payment of bills, make important announcements, build employee *esprit de corps* and combats public power. Reddy will be especially active as the nation observes National Electrical Week and celebrates the birthday of the "father" of the electric industry, Thomas Edison, on February 11.

#### Reddy's 33 Years Old

If Reddy kept track of his birth-

days, he would be 33 years old this year. He was created in 1926 by Ashton B. Collins, at that time merchandising manager for the Alabama Power Company. According to Mr. Collins, he was sitting at his desk in Birmingham during a lightning storm, trying to dream up a way to sell more electricity to household users.

"I decided to play up the angle of electricity being the world's cheapest servant, and figured I'd illustrate the idea with a cartoon figure. I was toying around with the idea of an English butler, a Negro bellhop and a French maid, but none of these seemed to fit the God-given element of electricity."

Then lightning struck outside his window, and Reddy Kilowatt was born.

A firm believer in the American Free Enterprise system, Mr. Collins has taken steps to make certain that Reddy works only for business-managed, investor-financed electric utilities like our Company. Reddy was trademarked soon after his birth and over the

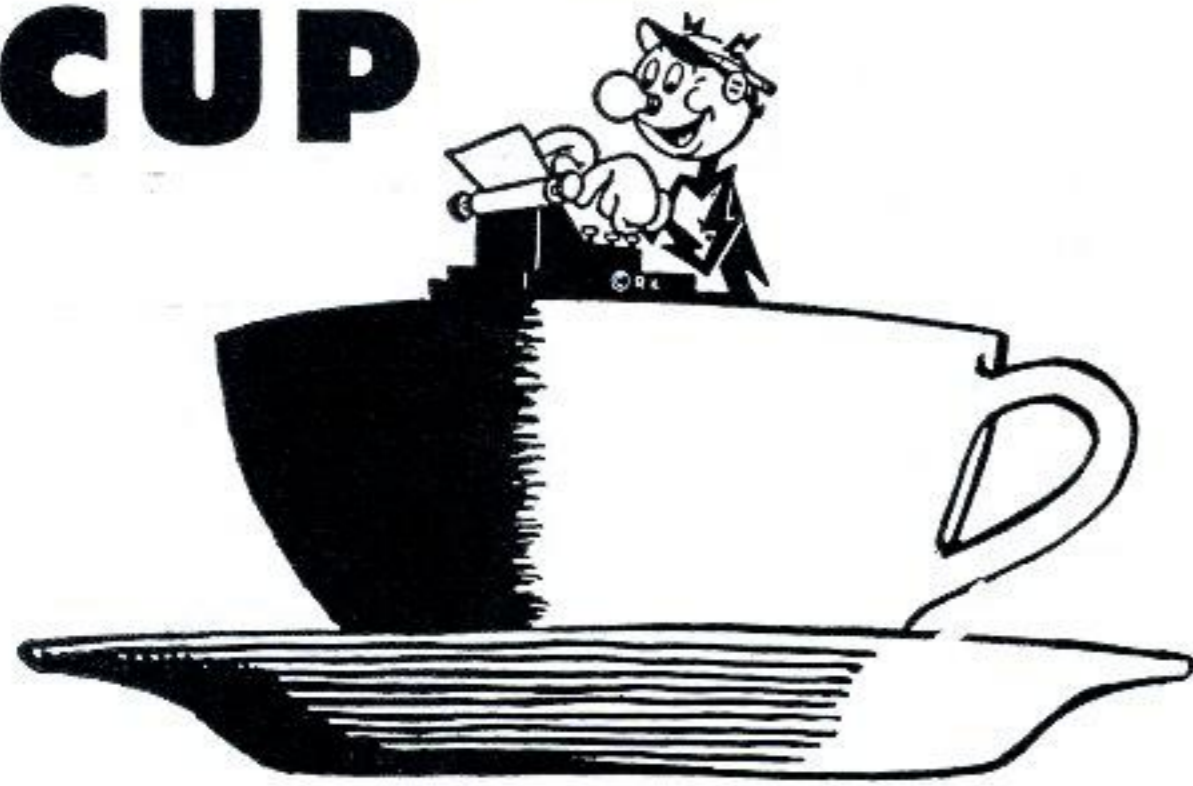
years he and his creator have rejected advances made by the Tennessee Valley Authority, Rural Electrification Cooperatives and Britain's socialized power industry.

Mr. Collins' brainchild has mushroomed into a full-fledged company, Reddy Kilowatt, Inc., which manufactures all sorts of Reddy items, ranging from little stick pins to big talking Reddy models. Mr. Collins has given a minority interest in the company to member companies like Gulf States, which pay monthly fees based on their size for the right to use the trademark.

Although Reddy usually appears sans clothing, he has one of the most elaborate wardrobes imaginable. He has been garbed as a chef to sell electric ranges, a farmer to encourage rural dwellers to put electricity to work pumping water and a cowboy to promote local fairs and rodeos.

Versatile? You bet he is. Almost as much so as the product he fronts for.

# over the COFFEE CUP



**Johnny Ellis** is welcomed back after a short stay in the Baton Rouge General Hospital.

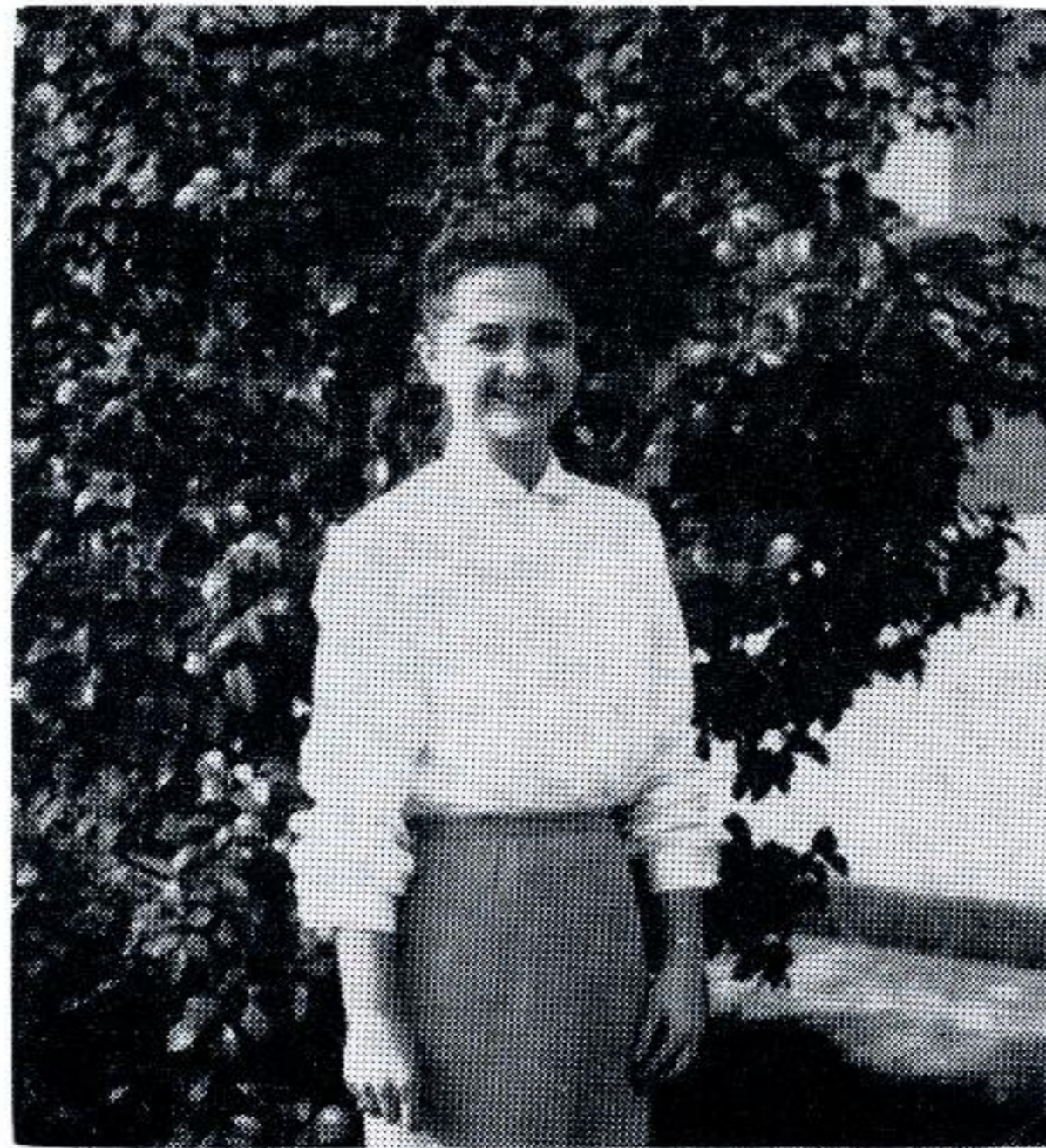
Baton Rouge T & D Department welcomes new employee, **Susan Holliday**.

Our Storeroom boasts of two new employees, **Margaret Lyles** and **Catherine Hinson**. Welcome to these girls.

—By *Margie Force*



**Margaret Lyles and Catherine Hinson**



**Susan Holiday**

**Gail Bergeron**, daughter of Gas Department Employee **S. J. Bergeron**, has been selected as one of the 30 students from Istrouma High School to participate in the Exchange Program with students from Manitowoc, Wisconsin.

She left Baton Rouge January 30, for a two-weeks stay in the homes of Manitowoc students and to attend school there.

Gail is a member of the Spanish Club, Mu Sigma, Future Teachers of America and the Girls' Athletic Association at Istrouma.

—By *Jo Ann King*

Congratulations to new car owners **Jimmie Smith**, **Ernest J. Cifreo** and **Roy J. Tircuit**.



**Gail Bergeron**

Birthday wishes for February to **C. A. Bourgeois**, **F. A. Cochran**, **C. E. Dake**, **R. Fisher**, **R. J. Furlow**, **E. M. Greer**, **M. L. Jenkins**, **C. P. Legleu**, **E. P. Madsen**, **E. G. Parker**, **P. Rogillio**, **L. J. St Pierre**, **C. Stephens**, **L. E. Strickland** and **D. H. Thornhill**.

—By *Marion Brown*



## ORANGE

Congratulations to **James Shute** on his wedding, December 12. Also to **Charles Dezner**, who was married January 1. Both grooms are in the Orange T & D Department.

**Royce Scales**, husband of **Cherry**—our PBX operator—finished basic training at Ft. Carson, Colorado in time to be home for the Christmas holidays. He reported back to Camp Presidio near San Francisco, January 5.

**Mollie Mathews**, **Reba Willey** and **Ruby Cooper** celebrated birthdays in December.

—By *Reba Willey*

The Beaumont Engineering Department welcomes new employees **Muriel D. McDougale**, **Elma C. Primrose**, **Sam Gallier, Jr.**, **Joel A. Moore, Jr.** and **Frank H. Weaver**.

**Mr. and Mrs. J. O. Robichau**, announce the birth of a daughter, **Margaret Ann**, January 25. Mr. Robichau is in the Beaumont Engineering Department.

—By *Nadine Hester*

Credit and Collection Department employees and wives or husbands enjoyed a Christmas Party at the home of **Mr. and Mrs. A. T. Gray**, December 23.

Visitors to the Credit and Collection Department last month were **R. W. Dunham** and **Mrs. Theresa McFarland** from our Port Arthur office.

—By *Helen Clark*

Our reporter, **Helen Clark**, became engaged to **Charles Clifton** last month. Wedding plans are incomplete. We on PLAIN TALKS wish you much happiness, Helen.



Joyce Moore, stenographer in the Commercial and Industrial Sales Department, left February 1 for New York City where she will become a model of the Ford Modeling Agency.

—By Mary Schlicher

Aleen Stuart became the bride of Bob Grimes, January 16. Aleen was employed in our Billing Department.

Tommie Byrd can tell you that anything may happen when you oversleep on a work day. At least, that's her excuse for showing up with a black shoe on one foot and a blue one on the other.

Doris Long and Pvt. Victor Franke were married December 26 at St. Johns Lutheran Church in Beaumont. Doris is a customers accounts clerk and Victor is in the Army, stationed at Fort Hood.

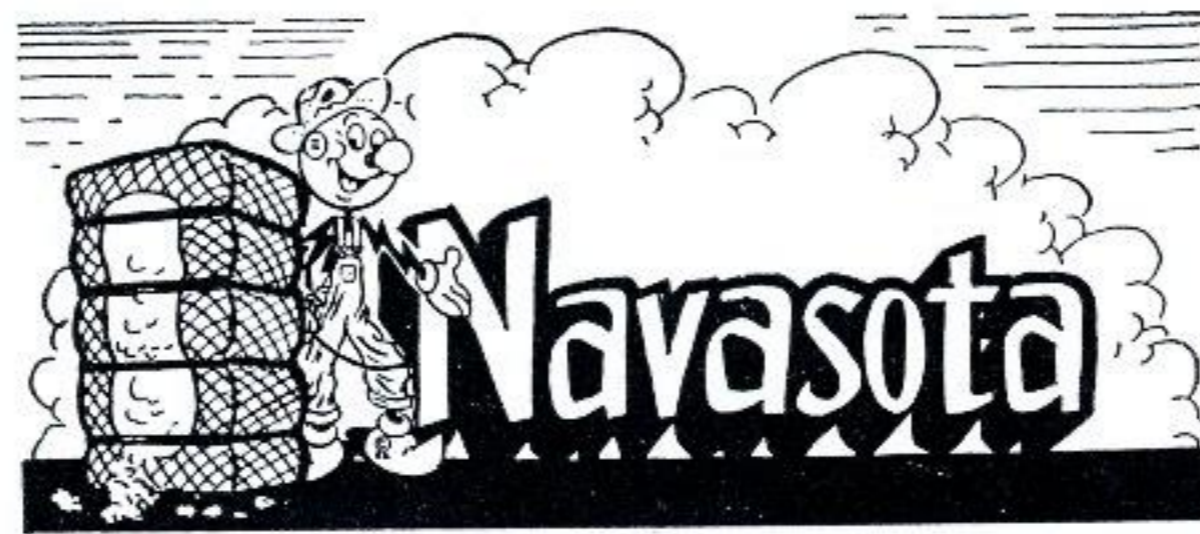
Betty Wilson, Hull clerk, and Mrs. Wilda Heaton, Dayton clerk, were brought to Beaumont for a training period to learn more about the system and procedures.

Bobbye Fowler is showing off a new engagement ring from Larry Rigsby. She got it Christmas and the wedding is set for March 27. Larry is a Sun Oil employee and Bobbye is an order processing clerk in the IBM section.

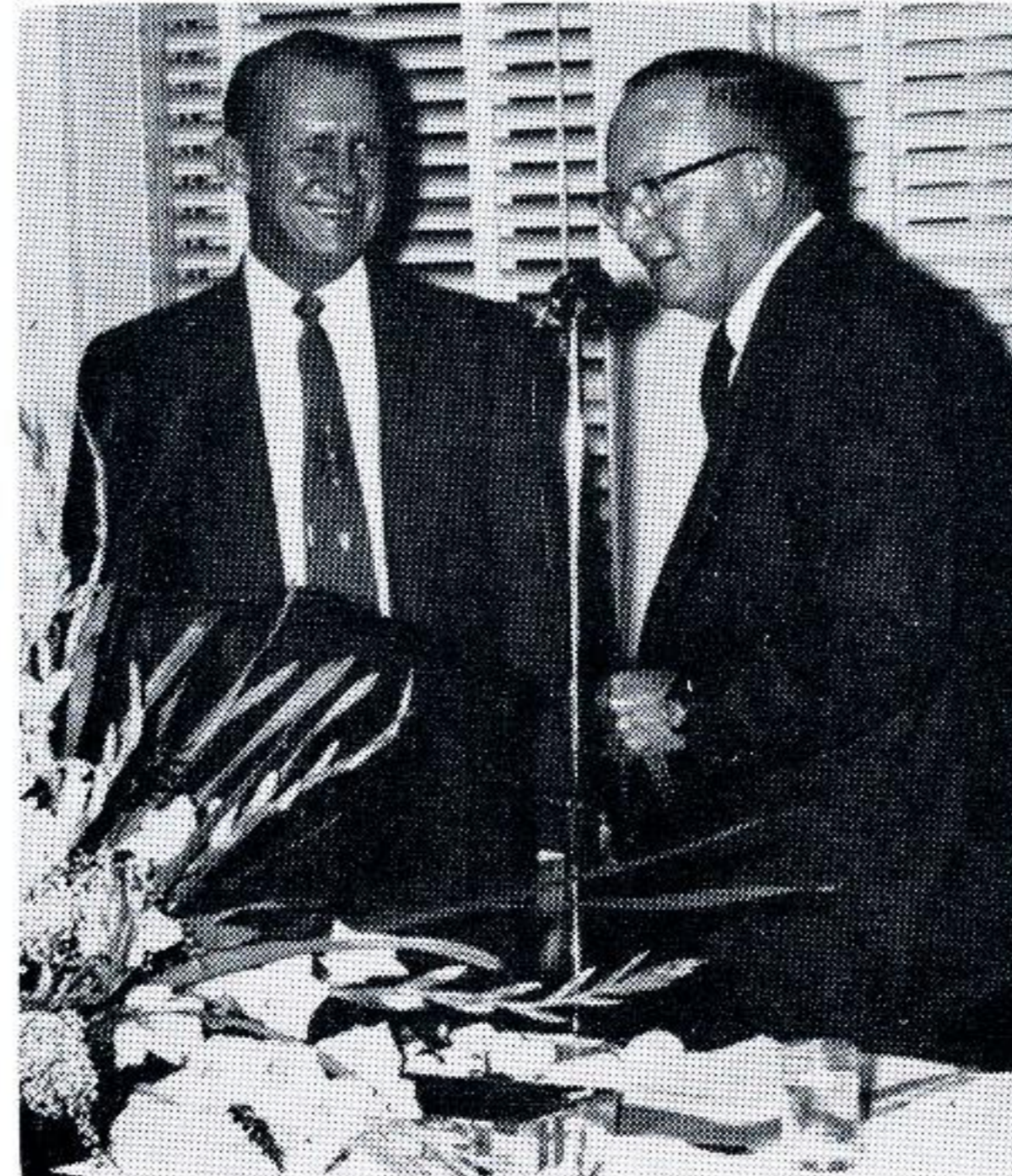
—By Dora Porter



Rene' DeBlanc and Summa Stelly, Lake Charles employees, with guest Sonny Gunn show a day's limit they killed during duck season last month. The kill was made on property leased by DeBlanc and Stelly.



## HUNTSVILLE



Huntsville folks must "cotton" to E. E. "Cotton" Kaltwasser. At least the Huntsville-Walker County Chamber of Commerce thinks so. R. T. Wright, Huntsville district superintendent, presents "Cotton", left, with a plaque in recognition of his outstanding achievement in the Chamber's membership drive. Mr. Kaltwasser, our Huntsville serviceman, picked up 65 new members all by himself. The quota was 60 for the club. Now, here's a man who keeps his cotton picking mind on the job at hand.

Leslie Kirby and Charlotte Reinhardt of Trinity were married in December and are making their home in Trinity. Mr. Kirby is a meter reader in Trinity and Huntsville.

R. T. Wright, E. E. Kaltwasser and Volz Elliott attended the Cotton Bowl Game in Dallas on New Year's Day. Mrs. Kaltwasser and Mrs. Elliott accompanied the men to the game.

—By Dorothy Stanford

## SYMPATHY

PLAIN TALKS extends sympathy to Mrs. George Hilliard, Beaumont, on the death of her mother, Mrs. Guy C. Hardy, January 19, in Beaumont.



Mr. and Mrs. Gene Salonek announce the birth of a daughter, Vicki Rene', December 15, at the Orange Memorial Hospital. Mr. Salonek is an operator at our Sabine plant.

Mr. and Mrs. Harvey Barron announce the birth of a son, Bruce Edwin, December 21. Mr. Barron is an operator at our Sabine plant in Orange.

Mr. and Mrs. D. A. Bourg announce the birth of a daughter, Anne Renne', on January 8. Mr. Bourg is employed in our Baton Rouge Gas Department.

Mr. and Mrs. Guy R. Reid announce the birth of their second child and first daughter, Tara Leigh, January 19. Mr. Reid is in our Production Department in Baton Rouge.

Mr. and Mrs. James L. Wells announce the birth of a son, Bobby Lloyd, December 13. Mr. Wells is employed in our Huntsville T & D Department.

Mr. and Mrs. Jerain Desselles announce the birth of a daughter, born January 23.

W. A. Whitten, plant superintendent at Neches Station in Beaumont, has been sick for the past few days. We wish him a speedy recovery.

*What is opportunity to the man who can't use it? An unfecundated egg, which the waves of time wash away into nonentity.*

—George Eliot

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Geneva—France claims to have the smallest nuclear reactor in operation anywhere. The French Atomic Energy Commission says that their tiny reactor is operated with a critical mass of only nine ounces of plutonium and is used to study the dimensions of chain reactions. It produces no power.

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Albuquerque, New Mexico—The Atomic Energy Commission, which operates half a dozen installations in New Mexico, has announced its total investment in that state to be \$357,405,000.

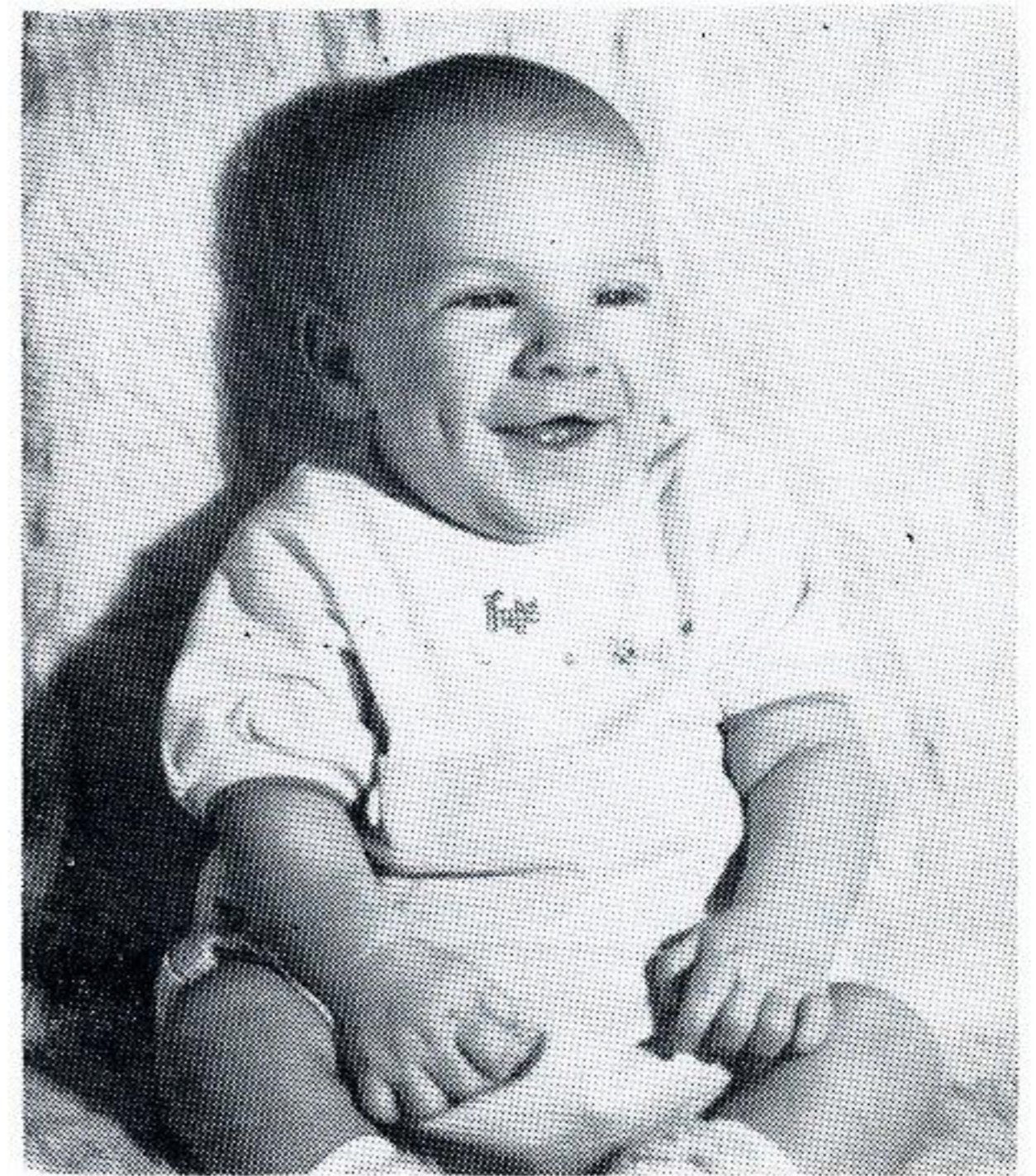
# GROWING with Gulf Staters



Dinah Sue and Feri Lou Voelter, grandchildren of L. T. Haney, Navasota storeroom supervisor, smile prettily for the camera. Dinah is three and Feri is one year old.



The radiant young lady above is three-and-a-half year-old Beth Young, granddaughter of Mr. and Mrs. Lovett Young. Granddad is chief chemical engineer at Louisiana Station in Baton Rouge.



The big smile of this young gentleman, J. B. Bishop, III, shows he is proud to be a Gulf Stater. Dad, J. B. Bishop, Jr., is in our Beaumont Sales Department and granddad, J. B. "Pat" Bishop is our assistant manager of residential sales system, in Beaumont.



One pony-power transportation serves Donald and Kenneth Huff, sons of Mr. and Mrs. Wayne L. Huff, Jr., of Baton Rouge. Mr. Huff works in the Test Department at our Louisiana Station.



This beaming young lady is Suzanne Adele Miller, granddaughter of Mr. and Mrs. P. J. Guelfi, Beaumont. Mr. Guelfi is our office engineer in the Beaumont Construction Budget Department.

## Octogenarian Optimist

Last month, Parker Allen, system residential sales manager, and Vic Gayle, system residential sales promotion director, both of Beaumont, had a hand in kicking off another massive selling drive for 1959, with meetings in Huntsville, Port Arthur, Beaumont, Lake Charles and Baton Rouge. Optimism was the key word in every meeting and Vic has a good definition of what constitutes an optimist—"That's an 80-year old man who marries and builds a new house—by a school."

# Back The Attack

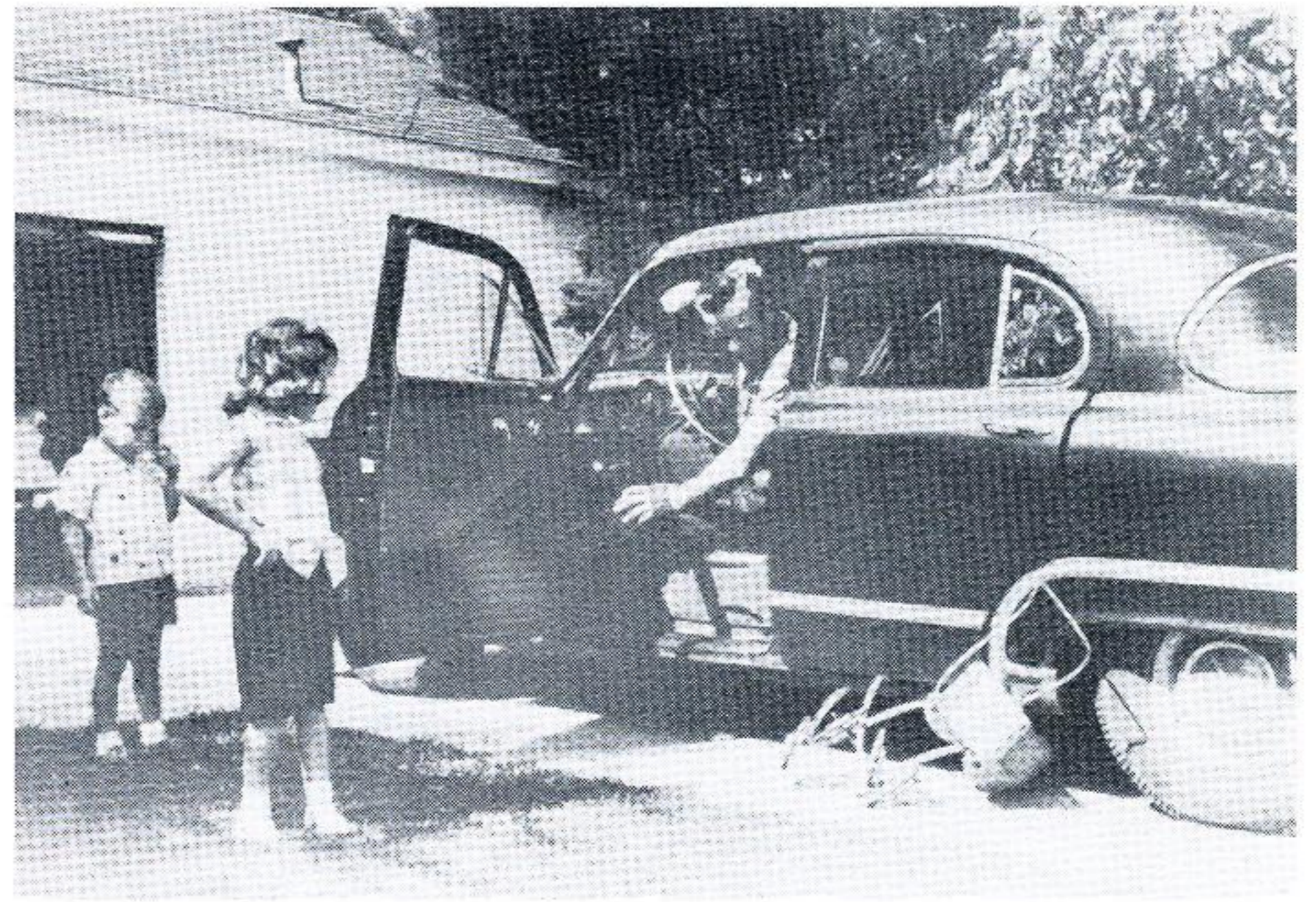
## Traffic Accidents Are Everyone's Business

Traffic safety is always everyone's business. With our season of rains beginning, it is important that we all observe safety rules and good driving habits.

But good driving habits shouldn't be set aside when the weather clears, but even more care should be taken in operating our cars. It has been found that the most accidents occur when the weather is clear.



Our children aren't always alert to the danger of playing in the street or looking before crossing. We must be especially careful when driving through residential or school areas.



It could have been more than a toy. This doll-buggy is smashed and a child is sad, but it could have been the parent's loss. Before backing, look and make sure the way is clear.



President Nelson receives the plaque presented to our Company by the National Safety Council for our record of 3,000,000 man-hours worked without a lost-time accident. Left to right are President Nelson, Frank Jones, safety director, C. M. Scott, Port Arthur division manager, and C. P. Shirey, safety and training manager.

# Home Safety Ideas Can Help You Win In Newest Safety Contest

We all recognize these pictures as common home accidents—some may have happened to us at home sometime or another. If you, Mom, have your own safety plan for preventing home accidents, write 'em down and add them to Dad's job safety plan, the children's safety at play and the family's traffic safety suggestions and send them to our Safety Department. You might win any of the three prizes in this **Family Vacation Fund Safety Contest**—first prize \$100, second prize \$75 and third prize \$50.

