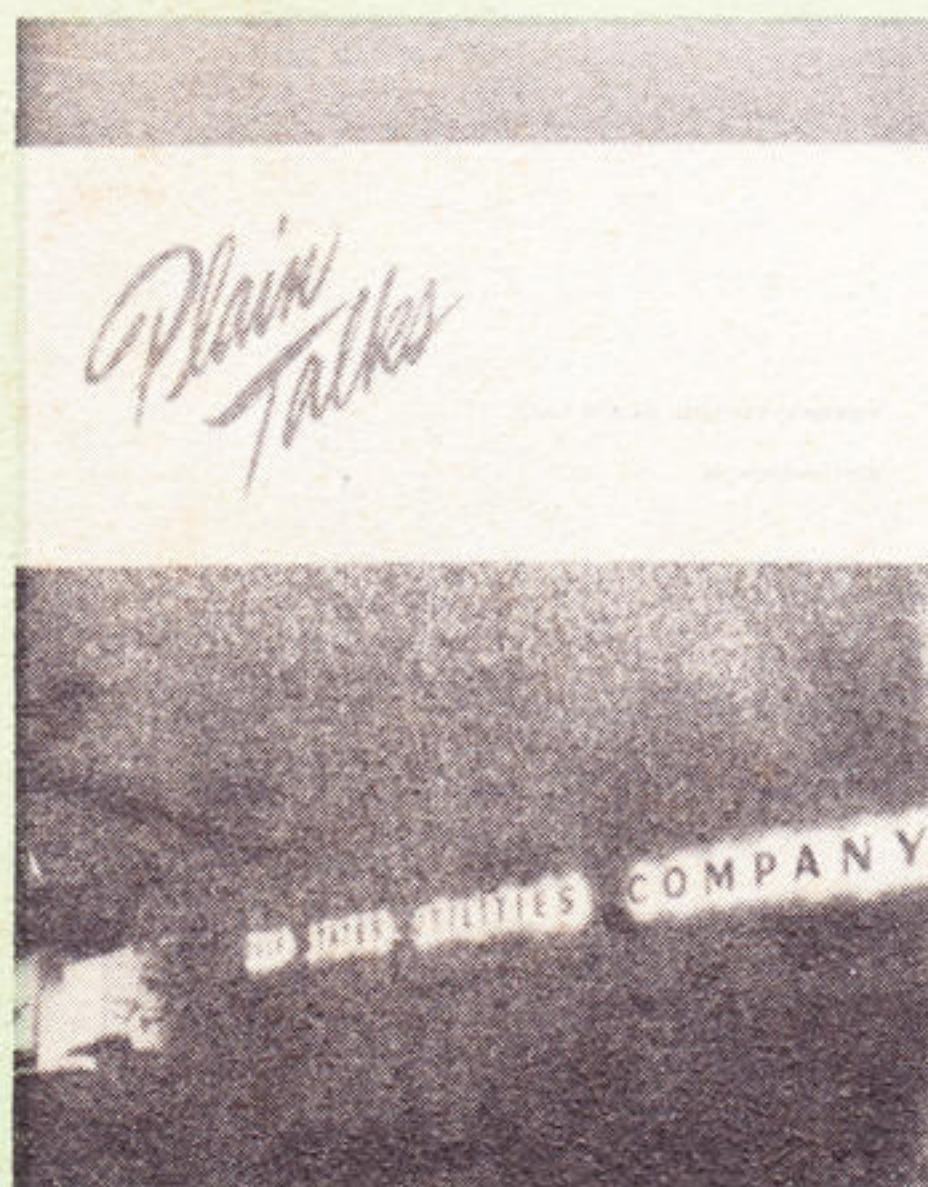
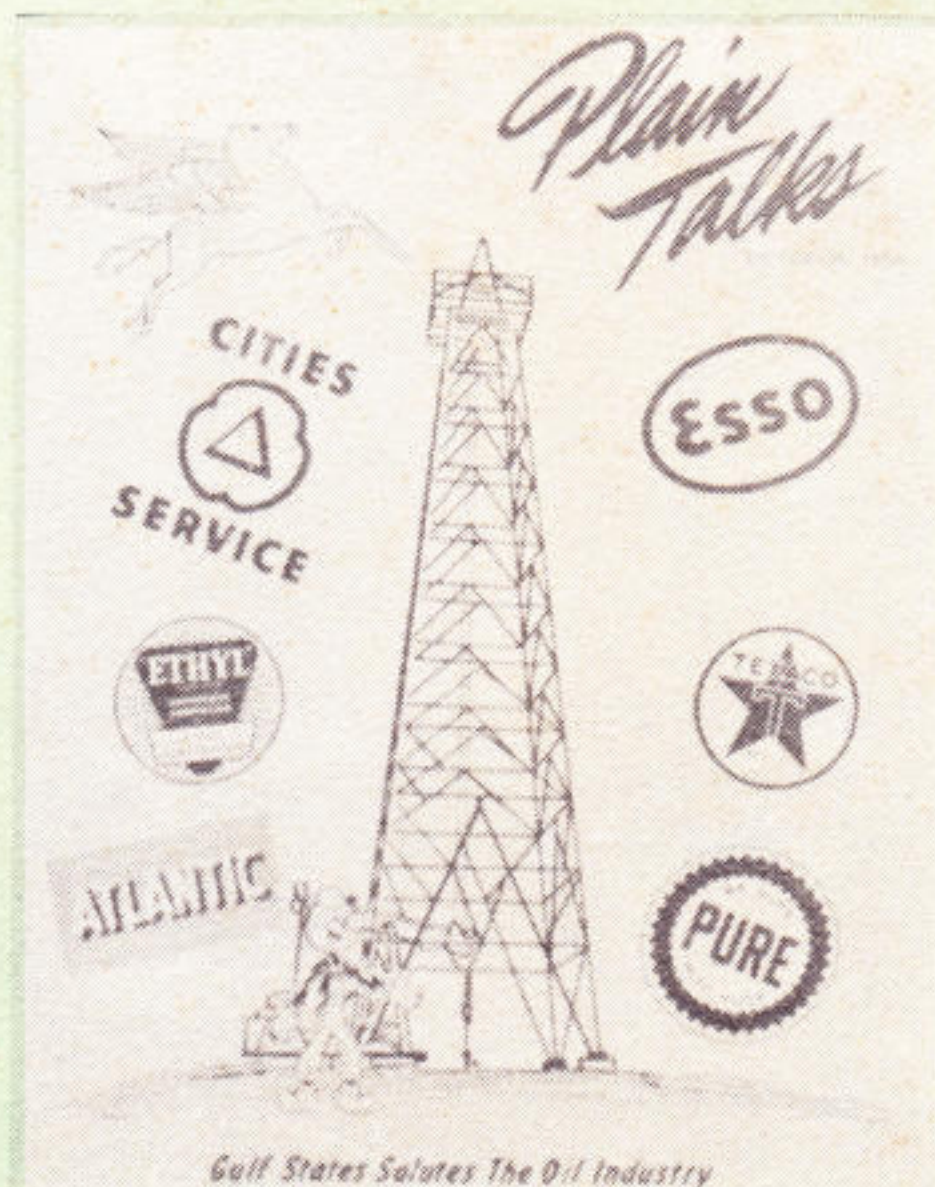
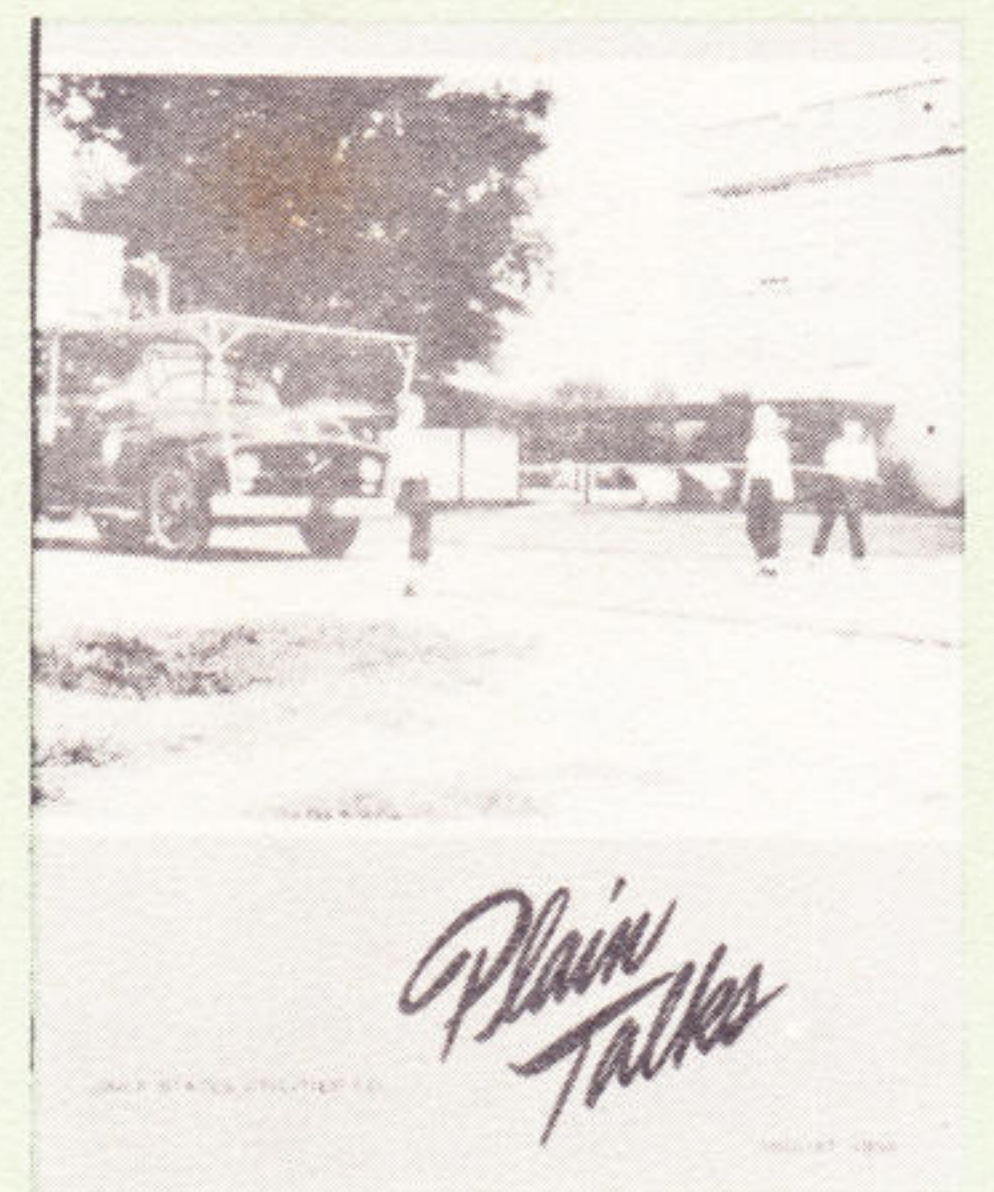
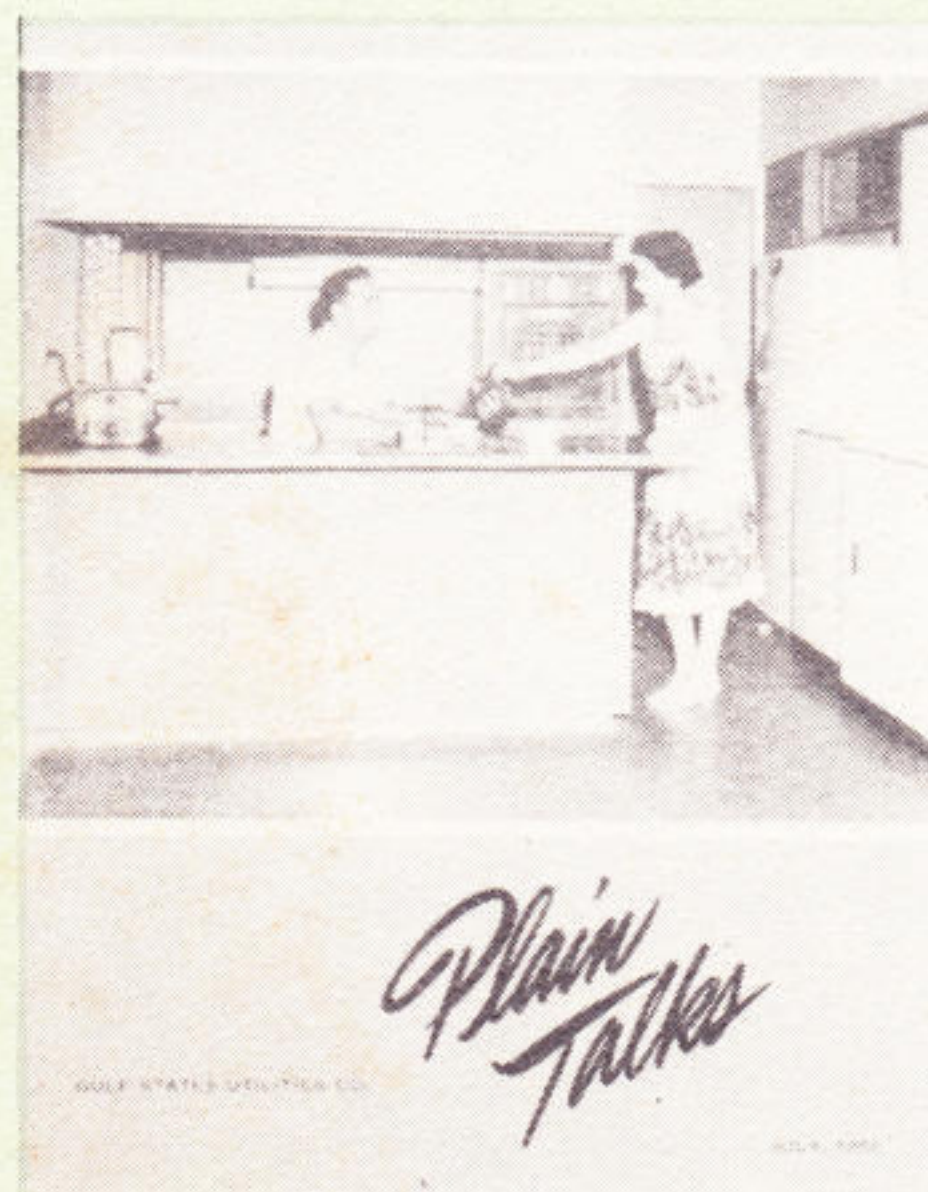
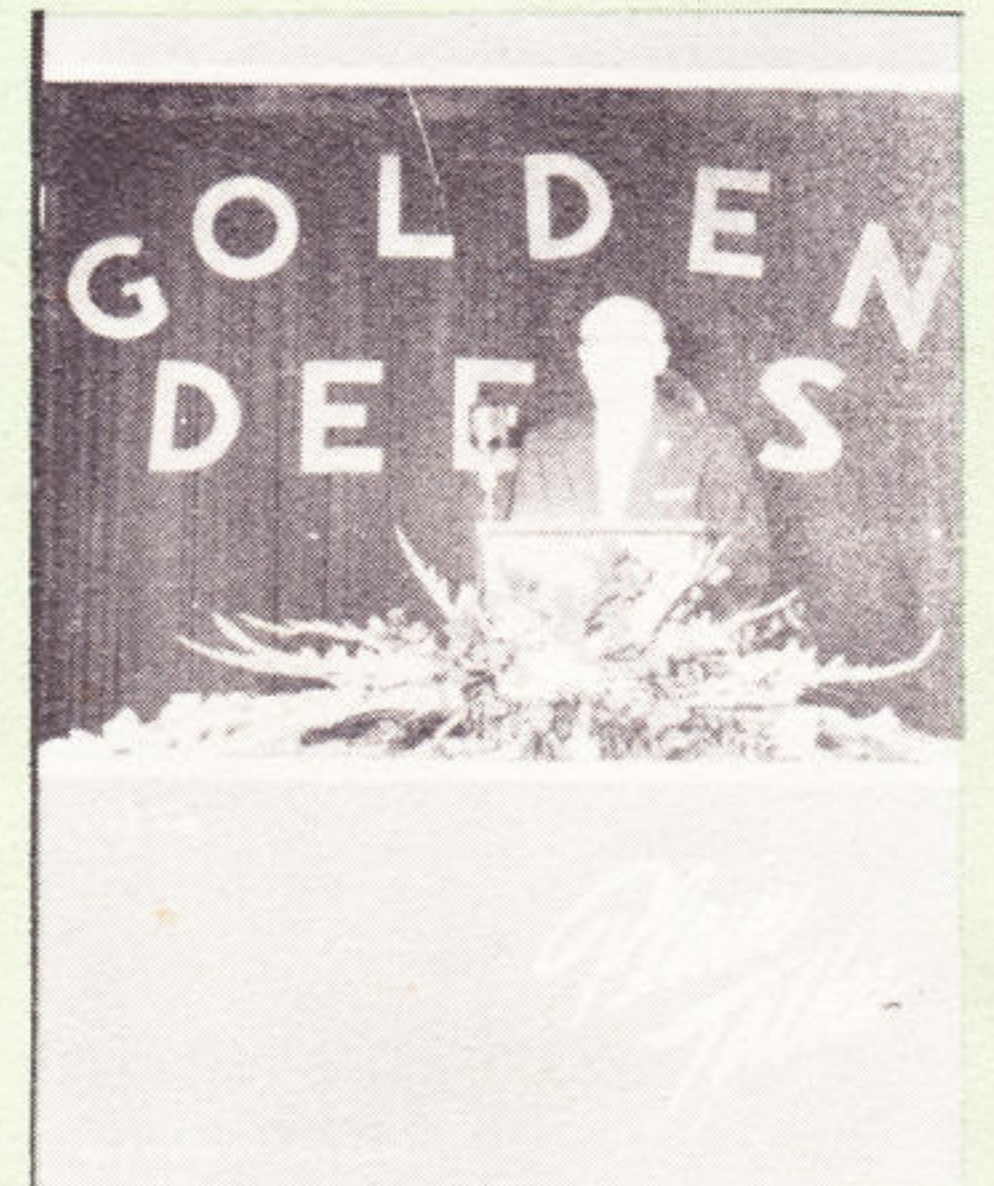
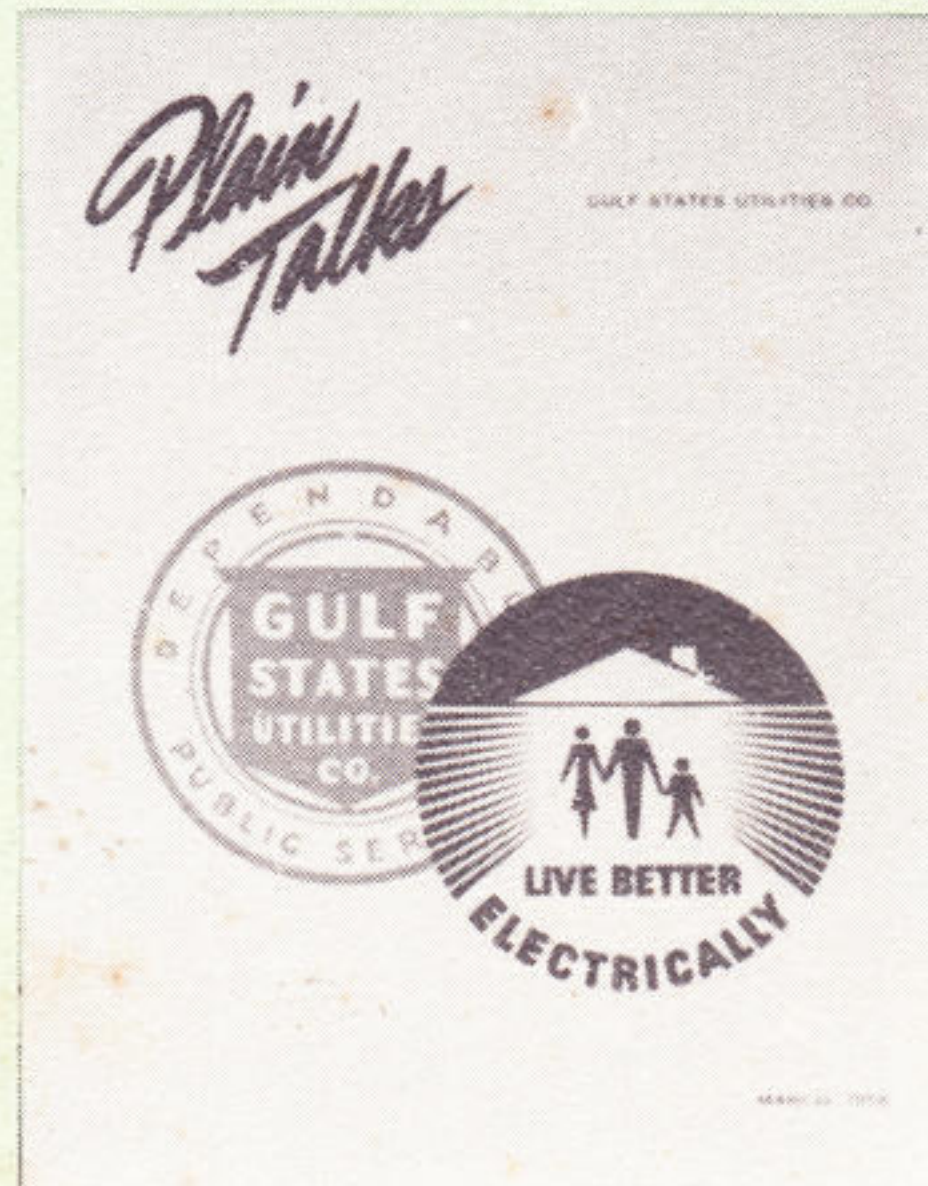
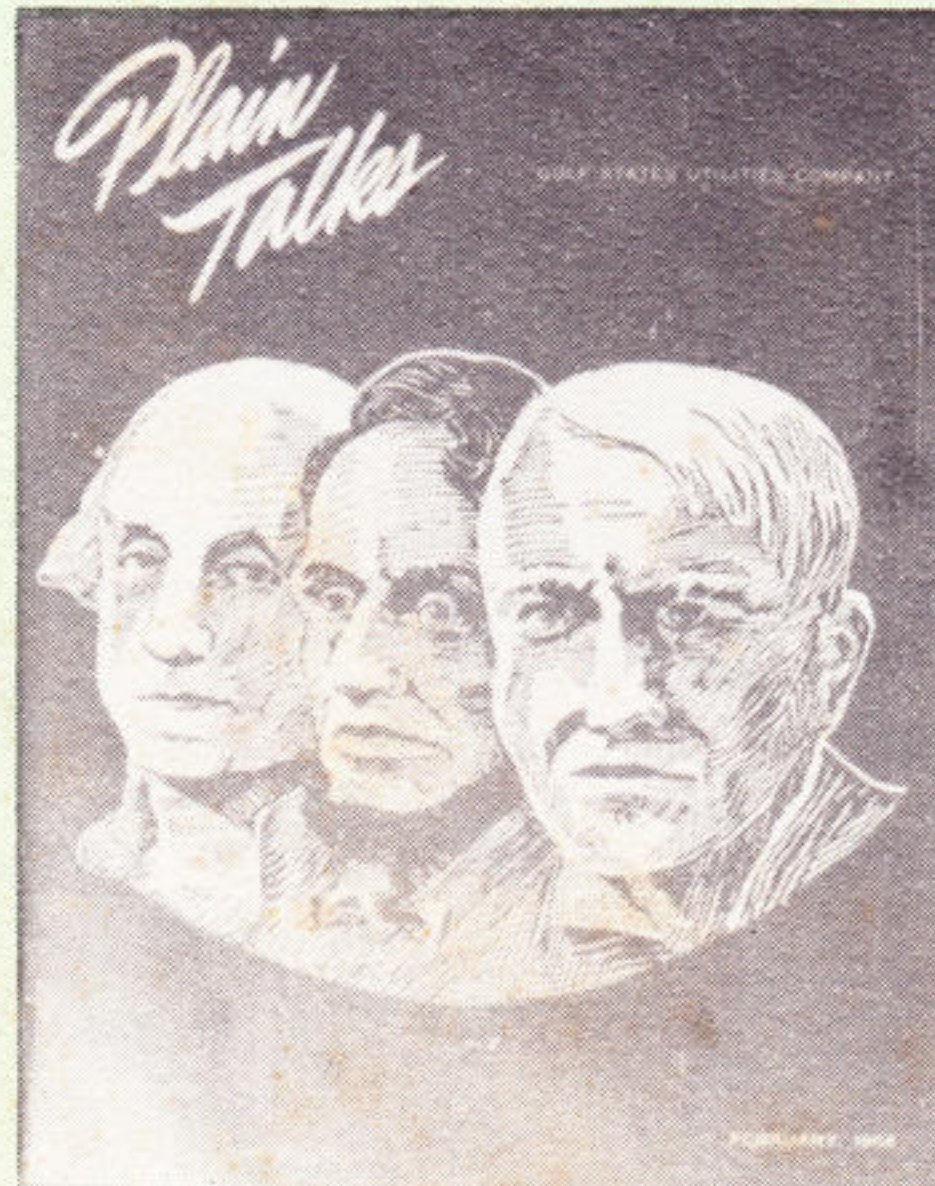


Plain Talks

JANUARY, 1957



Plain Talks

January, 1957

Vol. 35, No. 1

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.

"Doing Fine, Thanks!"

In our friendly service area, as common as a handshake is the cordial greeting "How are you doing?" Generally without giving it too much thought we reply, "Pretty good, and you?"

With a brand new year starting, this is a good time to see just how well we are doing.

Most of us are aware that 1956 was a good year for our company in most respects. A million consecutive man hours were worked throughout the system without a lost time accident. Revenue and peak load reached all-time highs. Confidence in our company and this area was shown by investors to the tune of \$15,000,000 for continued expansion. A 1,305 acre tract of land north of Lake Charles was purchased and work started on the new 222,000 kilowatt Roy S. Nelson station. An 150,000 kilowatt unit is on order to be installed during the next five years. The average annual residential customer use of electricity passed 2,500 kilowatt-hours and the number of electric customers now exceeds 265,000.

Company-wise we are doing very well indeed, and the future of this area looks brighter with each passing year.

We are doing pretty well as individuals, too.

As the company grows, more and more jobs are becoming available, providing opportunities for us to better ourselves and do more for our families. Last year 266 Gulf Staters were promoted to better-paying, more responsible jobs. In addition, we wound up the year earning an additional \$575,000 a year in wages.

All of these good things don't happen by accident. We have no magic formula for bringing in new business. Dependable, economical service — the main reason people want to do business with us — is brought about by hard work, good planning, imaginative thinking and modern equipment. Throw in our Gulf States' brand of courteous, helpful service and you have the answer as to why we are growing so rapidly.

In this area of natural resources, there's plenty of room for development. Yes sir, the next time a friend asks how we're doing we can all answer, "We're doing fine, thanks. And we'll do even better next year."

JST

DIRECTORS

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

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Executive
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Vice President

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Vice President

R. E. CARGILL
Vice President

H. V. FABER
Vice President

W. H. GIESEKE
Vice President and
Secretary

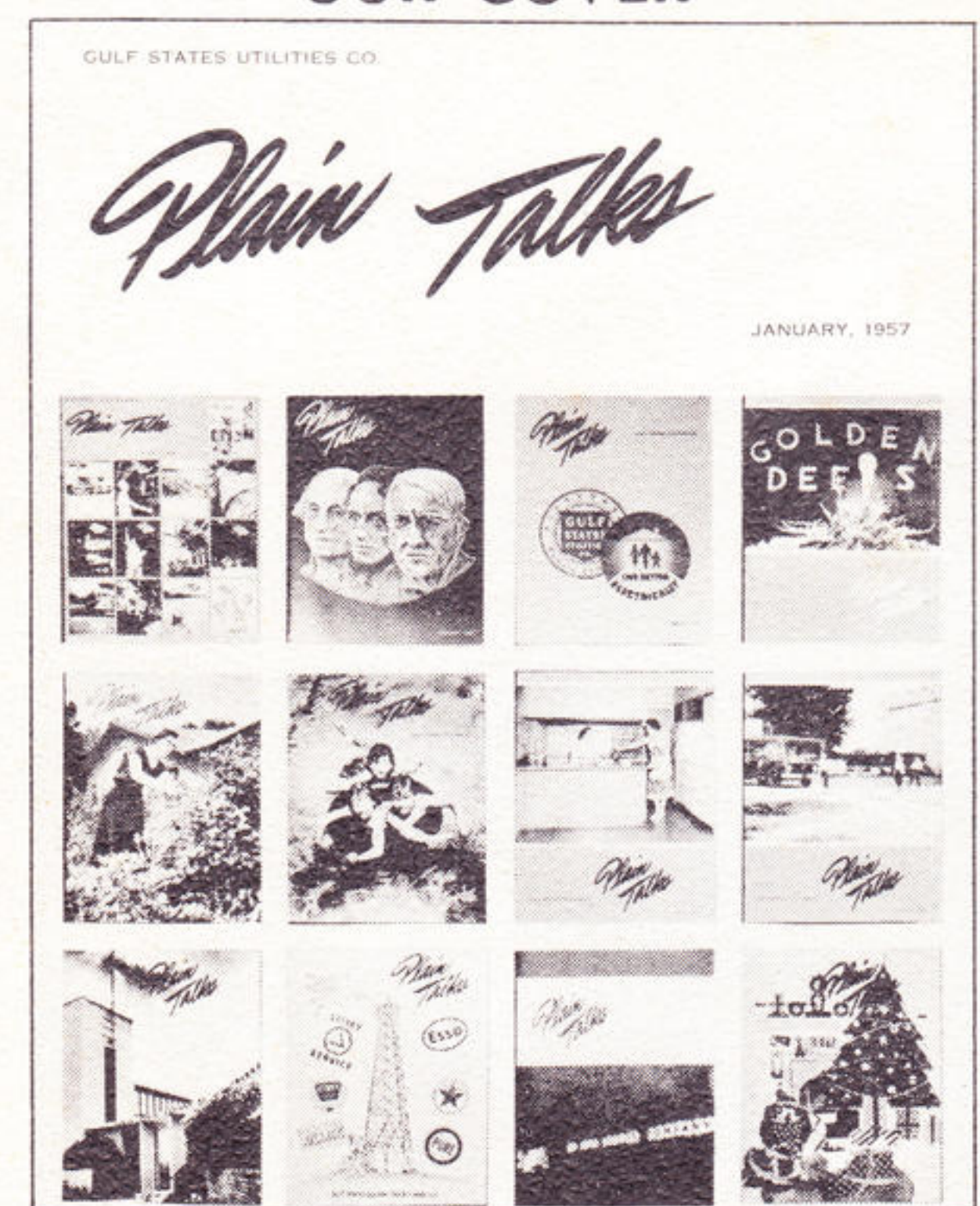
E. L. GRANAU
Vice President

E. L. ROBINSON
Vice President

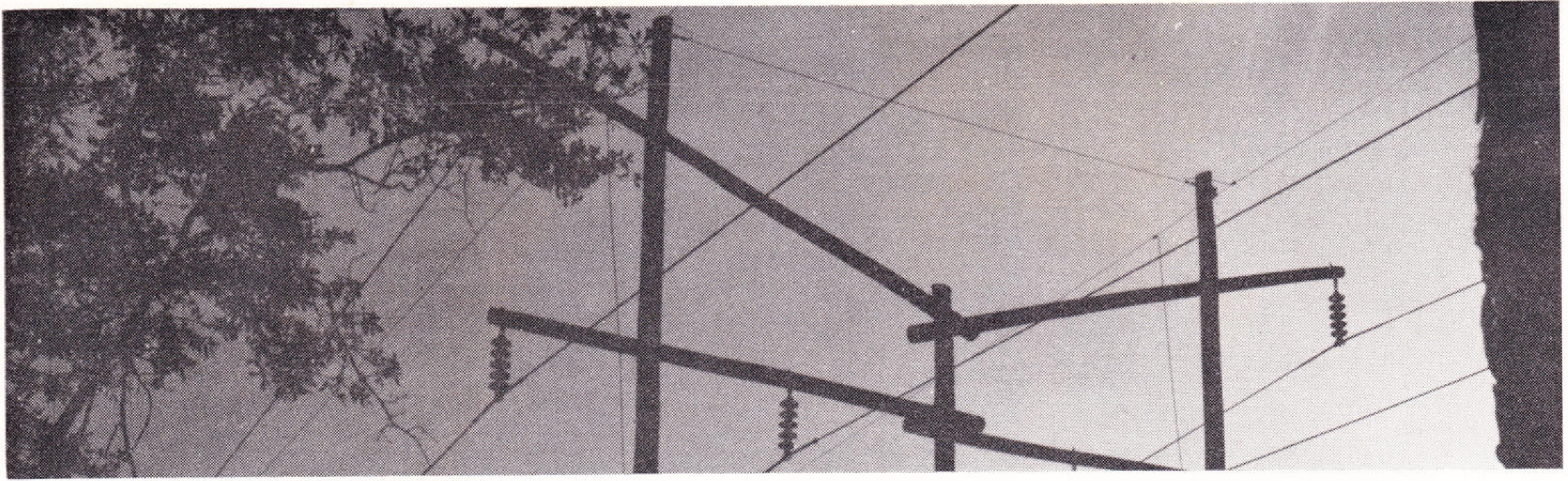
L. V. SMITH
Vice President

G. E. RICHARD
Treasurer

OUR COVER



The dateline at the top of the page tells a story. Briefly, the "No. 1, Vol. 35" means that we're 35 years old this year. Our cover this month gives a picture of last year's 12 issues. But, with 35 years under our belt we don't feel like a doddering old magazine. Rather, we're at that time of life to realize that we're part of a vital, fast-growing organization and we have a big job to do to tell our company story better in the years ahead.



Construction Program Enters Second Decade

BUILDING BIGGER To SERVE BETTER



When a good crop has been harvested after a long, hard season, chances are that few workers enjoy the feeling of having done a necessary job well more than our farmer friends.

As Gulf Staters, we can look back on 1956 with a somewhat similar feeling of fulfillment. And we can look

ahead to still better things this year and the years to come.

Like the farmer, we render a vital service. We furnish electricity to more than 268,000 homes, farms, businesses and industries throughout the 28,000 square miles of Louisiana and Texas we serve. Many of us work in all sorts of weather, at any hour of the day or night, aware that our service is becoming more essential and is depended

upon more heavily with each passing year, as Reddy Kilowatt takes on added responsibilities.

Weeding Out Waste

Weeding out waste like the farmer, we continually eliminate wasteful methods and introduce imaginative and economical new ways of doing business, so that we can maintain our record of dependable, public service at the lowest possible cost to the public





Stepping up capacities of substations as the load increases keeps substation crews busy the year 'round. In Baton Rouge, R. W. Menvielle, foreman, and his crew of F. J. Daigle, Vernon Young, C. J. Guidry, W. R. LeBlanc and F. R. Hutchinson are working on a station near the state capitol building (in background). The lobby, senate and legislative halls were air conditioned in the building last year.

Continued from Page 3

we serve. And, as the farmer replenishes his land through careful cultivation and fertilization, we prepare for the future development of this fast-growing area by investing in new generating equipment, new and higher voltage transmission lines, many miles of new distribution lines, new gas mains and extensions in Baton Rouge, new buildings and the many other items that are necessary for good service.

Last year we again played an important role in the continuing development of the area we serve. This marks the beginning of the second decade of the company's long range construction program begun after World War II. Since 1946, we have invested approximately \$223,000,000 to strengthen our electric, gas and water facilities to meet the growing need for our services.

Approximately \$22,000,000 of this amount was spent last year. Of this about 23% was spent for generating facilities and about 77% for construction in the operating department, including the Gas Department in Baton Rouge and other major projects.

Generating Projects

Chief among the projects completed during 1956 was the No. 7 unit at Neches Station. The 111,000 kilowatt outdoor turbo-generating unit, went on the line in March and increased the



Looking down on the foundations of the new number 8 unit of Neches Station, the piers of concrete appear rather small. However, compare the with the workman walking across one. The picture was taken from the number 7 generator. The new unit will be almost identical to number 7. Proposed completion date for the generator is Spring of 1958.

station's generating capability to 376,000 kilowatts. The system capability is now 844,000 kilowatts.

The paint had scarcely dried on No. 7, when work on the installation of another 111,000 kilowatt outdoor unit at Neches began. When the No. 8 unit begins commercial operation in 1958, Neches Station will be our largest elec-



Strengthening of the gas system in Baton Rouge is a continuing program. Above, Cooper Spengler, gas distribution supervisor; J. A. Leteff, foreman and S. J. Bergeron, senior engineering assistant in the gas department watch James Brooks, left, and L. E. Wallace, foreman, complete a repair job on Osswego Street in the capital city.

generating kilowatts as well as in the operation of all departments in the company, last year we became the first utility to install and begin operating a central information system. The new system automatically scans, records and analyzes what takes place continually in the numerous and scattered pieces of complex equipment

DECADE OF GROWTH

Since 1946:

The number of electric customers served has almost doubled, from 139,681 to 268,000

Our generating capability has more than quadrupled, from 204,420 kilowatts to 844,000 kilowatts

The company's peak load has more than tripled, from 221,257 kilowatts to 667,900 kilowatts

tric generating plant, with a capability of 487,000 kilowatts.

Preliminary work began last year on our new Roy S. Nelson station, location of which was switched from Scott, Louisiana to Lake Charles division after a study of load trends. The new outdoor station will have a capability of 222,000 kilowatts. When the first 111,000 kw unit begins operating in 1958, we will have a capability of more than 1,000,000 kilowatts. The second 111,000 kw unit is scheduled to go on the line in 1959.

Kilowatt Economy Practiced

With efficiency the watchword in

necessary to keep a power plant operating at peak efficiency. The new system eliminates as many as 28,100 individual readings formerly necessary at Neches Station.

Installation of central information systems is now planned for both Louisiana Stations, Riverside Station and the new Roy S. Nelson Station.

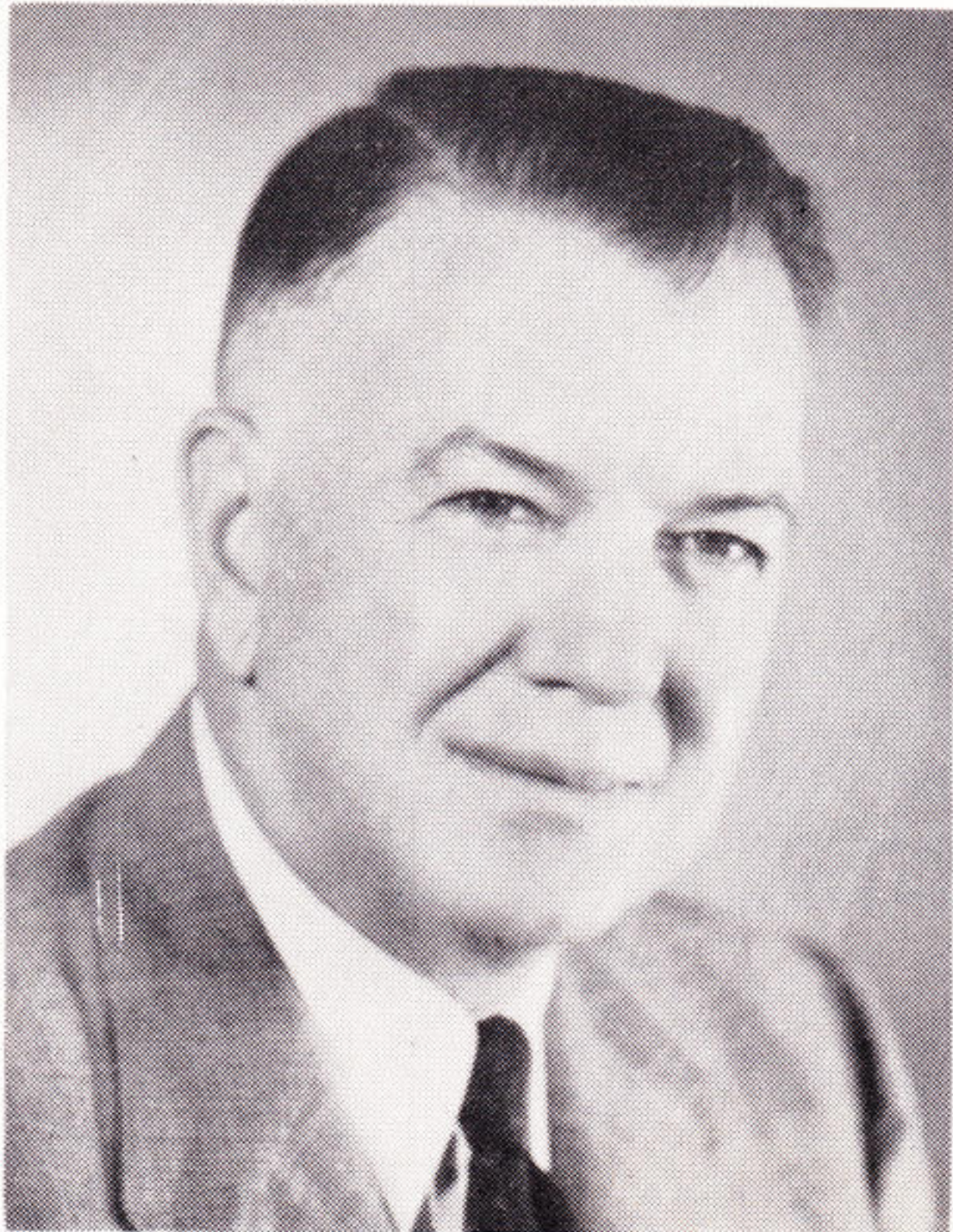
New Industrial Loads

Location of new major industries in our service area called for major line and substation work last year continuing into 1957.

In Baton Rouge, a seven mile feeder

Continued on Page 17

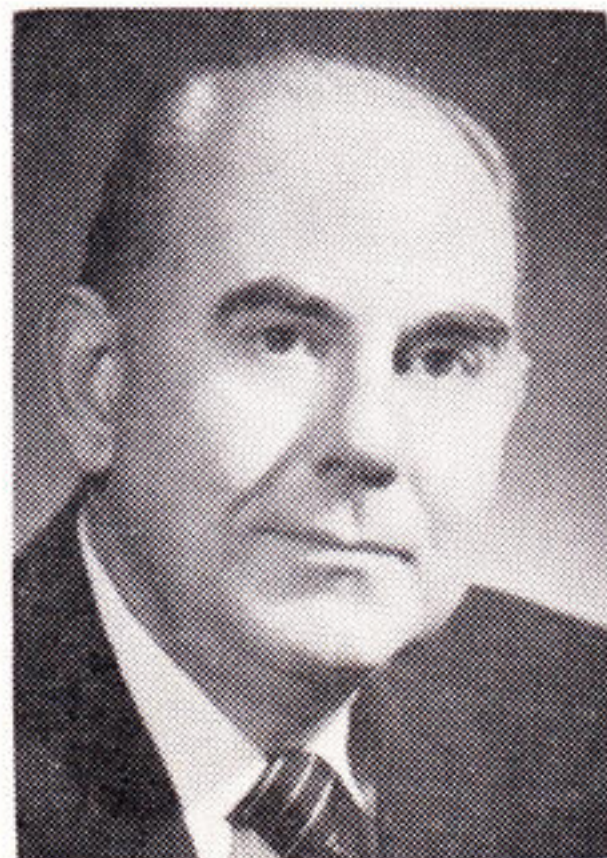
H. C. LEONARD ELECTED TO HEAD 1957 UNITED GIVERS FUND IN BATON ROUGE



H. C. Leonard

H. C. Leonard, executive vice president in Baton Rouge, was elected president of the Capital city's United Givers Fund for 1957 at the fund's board of directors meeting last month. Mr. Leonard's term began January 1, when he succeeded J. D. Reynolds.

The board selected William M. Goff, residential sales supervisor, and Walter Benjamin, residential sales representative, as new board members.



W. M. Goff

As president of the United Givers Fund, Mr. Leonard continues his record of outstanding community service during his 20 years in Baton Rouge. He has been a member of the Board of Directors of the Baton Rouge Chamber of Commerce for 12 years, and has served on many committees. In 1952, he served as chairman of the \$150,000 capital improvement plan for the YWCA. A former board member of the YMCA, Mr. Leonard is past president of the Istrouma Area Council of the Boy Scouts of America and, in this capacity, received the Silver Beaver Award, scouting's highest honor for volunteer work.

He is past chairman of the East Baton Rouge Chapter of the American Red Cross, past treasurer and board member of the Community Chest, and has been a board member and committee head several times for the UGF since its organization in 1952. He is a member of the advisory board of the Our Lady of the Lake Hospital and is currently serving as vice president and executive committee member of the Junior Achievement program. In 1952, he received the Louisiana Engineering Society's Andrew M. Lockett medal for outstanding civic activities.

Goff, Benjamin

Mr. Goff was one of several well known Baton Rougeans on loan from the local industrial family to the UGF during the 1956 drive. He is past president of the Edgewater Kiwanis Club, a Boy Scout commissioner and past president of the Campfire Girls Council.

Mr. Benjamin has been an outstanding company worker for the UGF for the past five years, climaxed by his service as company campaign chairman during the recent drive.

Thanks, Breaux Bridge, And A Happy '57 To You!

It is not an unusual thing for companies to wish their employees and customers a Merry Christmas and a Happy New Year, in fact, it is a common occurrence.

This year, however, one of our customers pulled a switch. Mr. and Mrs. Mitchel Boyer of Breaux Bridge, Louisiana sent Gulf States the good wishes.

Along with the usual season's message printed on the beautiful card, the Boyers added the following:

"To all of you that have served us in the past."

We think this shows the feeling toward our company in the communities we serve.



E. L. Granau

E. L. Granau Is Governor Of "Better Living" Land

In the recent sales campaign on ranges, water heaters, and dryers, the race for election to governor of the State of Better Living took a spirited turn in the closing minutes.

After all the dust, from the flying feet of precinct chairmen and vote-getters, had cleared, Lake Charles' E. L. (Easy-Living) Granau was declared winner.

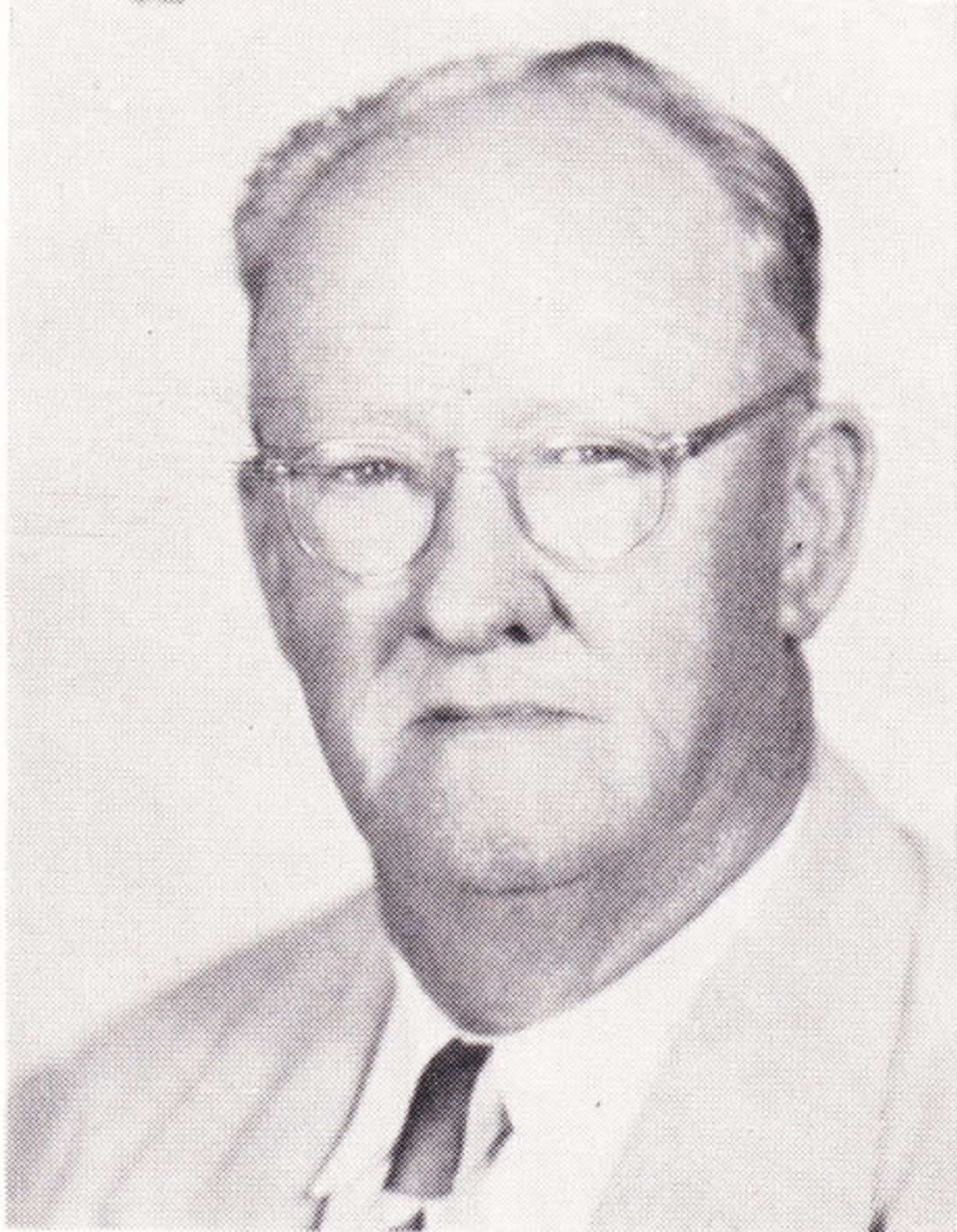
Beaumont's L. M. (Live Modern) Welch almost overtook the winner but had to settle for a second place that was well above the high of many previous campaigns.

Voting officials reported that competition for the governor's office reached unprecedented heights during the final seconds when party leaders began exerting terrific pressure on vote-getters for last minute sales.

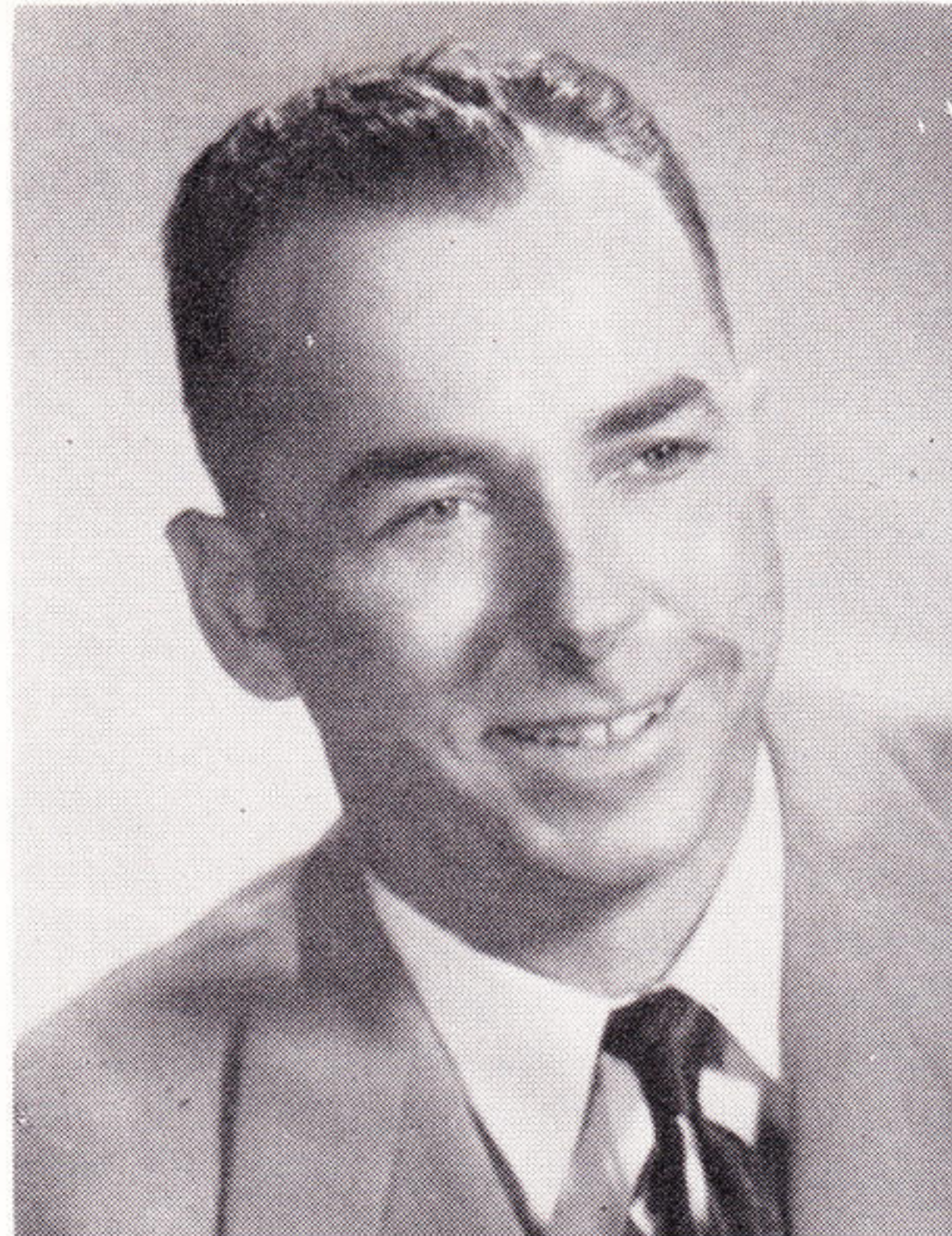
In an on-the-spot interview, Governor-Elect Granau cited his team of vote-getters for the work they had done in the campaign and expressed his appreciation to all who helped elect him.

All of the candidates for the office agreed that the campaign was one of the best in the history of our company.

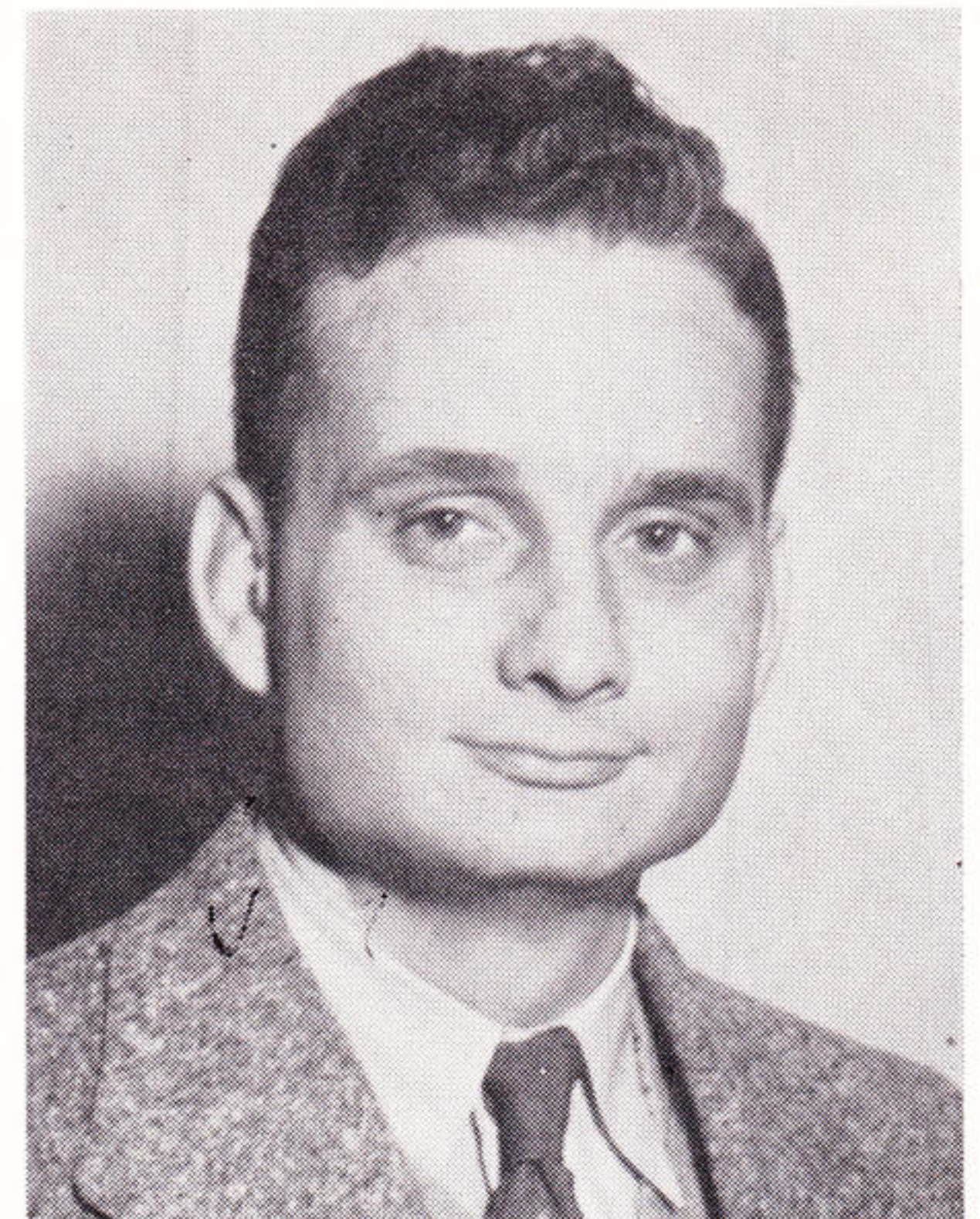
Anytime you think you are indispensable, stick your finger in a glass of water. When you remove your finger, see what size hole is left.



Mr. Hudnall



Mr. Brinkley



Mr. Norvell

Rhea Hudnall To Retire January 31 ; Brinkley And Norvell Are Promoted

Rhea Hudnall, Liberty district superintendent, will retire January 31, it has been announced. Mr. Hudnall will be succeeded by C. R. Brinkley, formerly local superintendent at Woodville. Victor R. Norvell has been promoted and transferred to Woodville as the new local superintendent.

Mr. Hudnall

Mr. Hudnall, whose career of public service began in 1915, has been district superintendent in Liberty for the past 12 years. His retirement will climax 41 years of service in this area. In 1915, he joined Gulf States' predecessor company in Sour Lake and did line and service work there for 10 years. In 1925, he became an electrician at Sour Lake and a year later was promoted to local superintendent at Dayton.

In 1926, Mr. Hudnall was transferred to Hull and promoted to superintendent and, in 1945, he went to Liberty as district superintendent.

A native of Butler, Kentucky, Mr. Hudnall has been a strong booster of this general area throughout his career of public service. For many years, he has been active in Rotary Club work, serving a term as president of the Hull club. An outstanding civic worker, he served as a member of the Hull-Daisetta School Board for several years and was chairman of the Hull Boy Scout Council.

Mr. Brinkley

Mr. Brinkley, a native of Trinity, has been local superintendent at Woodville for six years. A 20-year Gulf Stater, he began his utility career as a lineman's helper in Huntsville in 1936. In 1941, he was promoted and transferred to Conroe as a lineman and later that year he moved to Alvin as serviceman. In 1950, he moved to Woodville as local superintendent.

Mr. Brinkley has been active in Woodville community and civic affairs. He has served as president of the Chamber of Commerce and was Crusade Chairman of last year's American Cancer Society drive. He has worked on various campaigns for the Red Cross, March of Dimes, Boy Scouts and other health, welfare, and character-building agencies.

Mr. Norvell

A native of Silsbee, Mr. Norvell received his degree in agricultural engineering from Texas A & M College in 1948, and joined the company shortly thereafter.

He began as an engineering assistant in Beaumont and did engineering work for a short time in Silsbee before being assigned to Navasota as farm representative in 1949.

During the Korean War, Mr. Norvell, a first lieutenant in the Air Force Reserves, returned to active duty for more than two years, returning to Navasota in 1953.

In 1955, he was promoted to agricultural engineer and last November became area development engineer, the job he held at the time of his transfer to Woodville.

Commercial Cooking Load Increases 6740 KW In 1956

Commercial electric sales during the year 1956 took the biggest jump in the history of our company. The cooking load was increased by a high 6740 Kilowatts.

Active promotion of the cooking load is a relatively new approach by the Company. For example, the total load added in 1951 was only 679 kilowatts.

The 6740 kw is scattered throughout the system and not concentrated in any one division. Total commercial cooking load is now 22,000 kw.

In kilowatts of cooking load added for each commercial food service customer in 1956, our company placed sixth in the nation. There are approximately 400 such privately owned utility companies in the United States. The rating was announced in the January issue of CURRENT, a Hotpoint Company monthly publication.

SERVICE AWARDS

30 Years



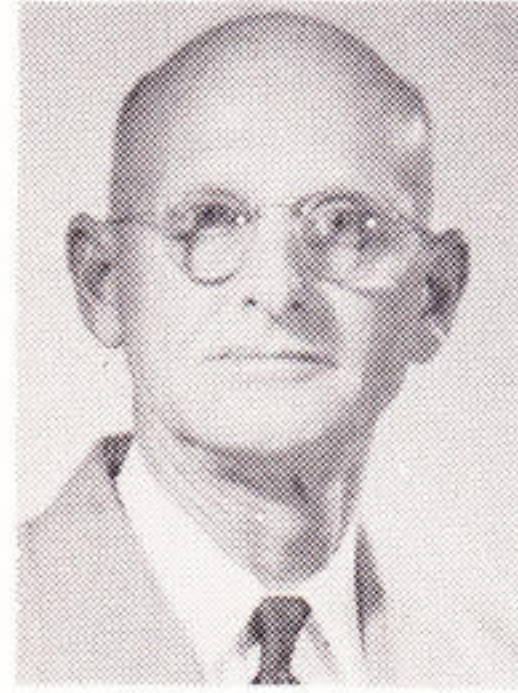
R. P. Griffith
Distribution
Navasota



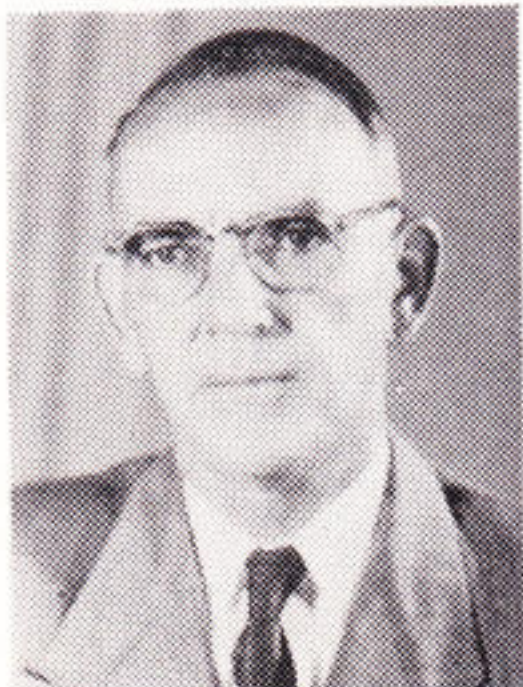
J. D. Jordan
Engineering
Beaumont



W. J. Keller
Distribution
Lake Charles



J. O. Lively
Distribution
Navasota



Harvey Bowlin
Distribution
Baton Rouge



J. R. Abernathy
Distribution
Beaumont

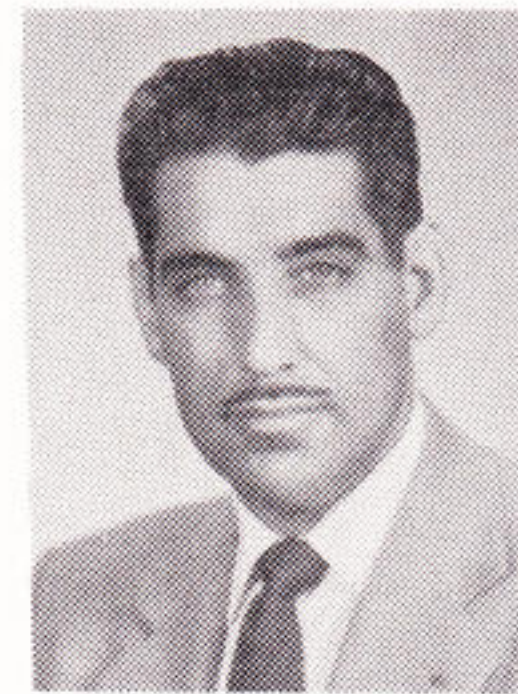
20 Years



M. R. Williams
Distribution
Baton Rouge



E. R. Sellers
Distribution
Woodville



O. J. LeBlanc
Distribution
Jennings



E. E. Mayfield
Distribution
Lake Charles



A. M. Bergeron
Distribution
Lake Charles



A. J. Bearden
Distribution
Beaumont

10 Years



Mr. and Mrs. E. D. Desormeaux are proud parents of **Mary Annette Desormeaux**, who made her world debut December 2, at Our Lady of Lourdes Hospital. Mr. Desormeaux is a newly-appointed substation operator at Lafayette.

Mr. and Mrs. Alvin Braune have a daughter, **Wanda Kay**, born November 20. She weighed seven pounds, 13 ounces, and is the Braune's first child. Mr. Braune works in the Navasota Substation Department.

A son, **Ronald Eugene Foster**, was born to Mr. and Mrs. W. H. Foster, December 3. Mr. Foster is a helper in the Line Department at Port Arthur.

Maurice Fredricks (Beaumont Appliance Repair Department) and Mrs. Fredricks announce the birth of their second child, **Sandra Kay**. She was born December 10 and weighed seven pounds, one ounce. The Fredricks' other daughter, Charlotte Lea, is two years old.

Mrs. Gertrude Peddy has become a grandmother for the 11th time. **Harold Wade Demo**, born November 30, in Annapolis, Maryland, was the sixth grandson for Mrs. Peddy. She is in Beaumont T & D.

Mr. and Mrs. Phil Levert announce the birth of a son, **Phillip Levert Jr.** December 29 at the Baton Rouge General Hospital. The child weighed seven pounds, 13 ounces. Mr. Levert is with the Baton Rouge T&D Department. Mrs. Levert was formerly with the Company.

Mr. and Mrs. Alvin St. Julien are parents of a son, **Alvin St. Julien Jr.** who was born December 6. The baby weighed seven pounds, two ounces. Mr. St. Julien is a laborer in the Lafayette T&D Department.

Mr. and Mrs. Dalton Woodard announce the arrival of **Cheryl Ann**, born December 1. She weighed seven pounds, 15 ounces. Mr. Woodard is in Repair Service at Orange.

Mr. and Mrs. Milton Hubbard have a seven pound daughter, **Nanette Lynn**, born November 20. Mr. Hubbard is at Sabine Station.

TV Monitor Keeps An 'Eye' On Neches Station Visitors

An electronic watchdog is keeping an unblinking eye on the gate at Neches Station, helping guard our important power plant 24 hours a day.

Our new gatekeeper is a television closed circuit, with a camera mounted in the guard house, focused on the window at which visitors stop to request permission to enter. This camera transmits the picture of the visitors to a TV screen in the operator's office. A two-way radio hook-up between the guard house and the operator's office enables the operator to identify the visitors. When no guard is on duty the operator can release the gate latch from his office located some 150 yards away.

This TV, which for some time has been scanning hard-to-reach gauges and watching boiler fires, now handles still another important job for us at Neches Station.



The TV camera itself, in the cubicle at left, focuses its electronic eye on A. L. Whitson, Sr., plant guard at Neches. Powerful lights at top of picture furnish illumination on the viewed person. The box on the desk is a speaker which allows two-way communication between the guard house and the control room.

Port Arthur Wins President's Cup

Hear Ye. Hear Ye.

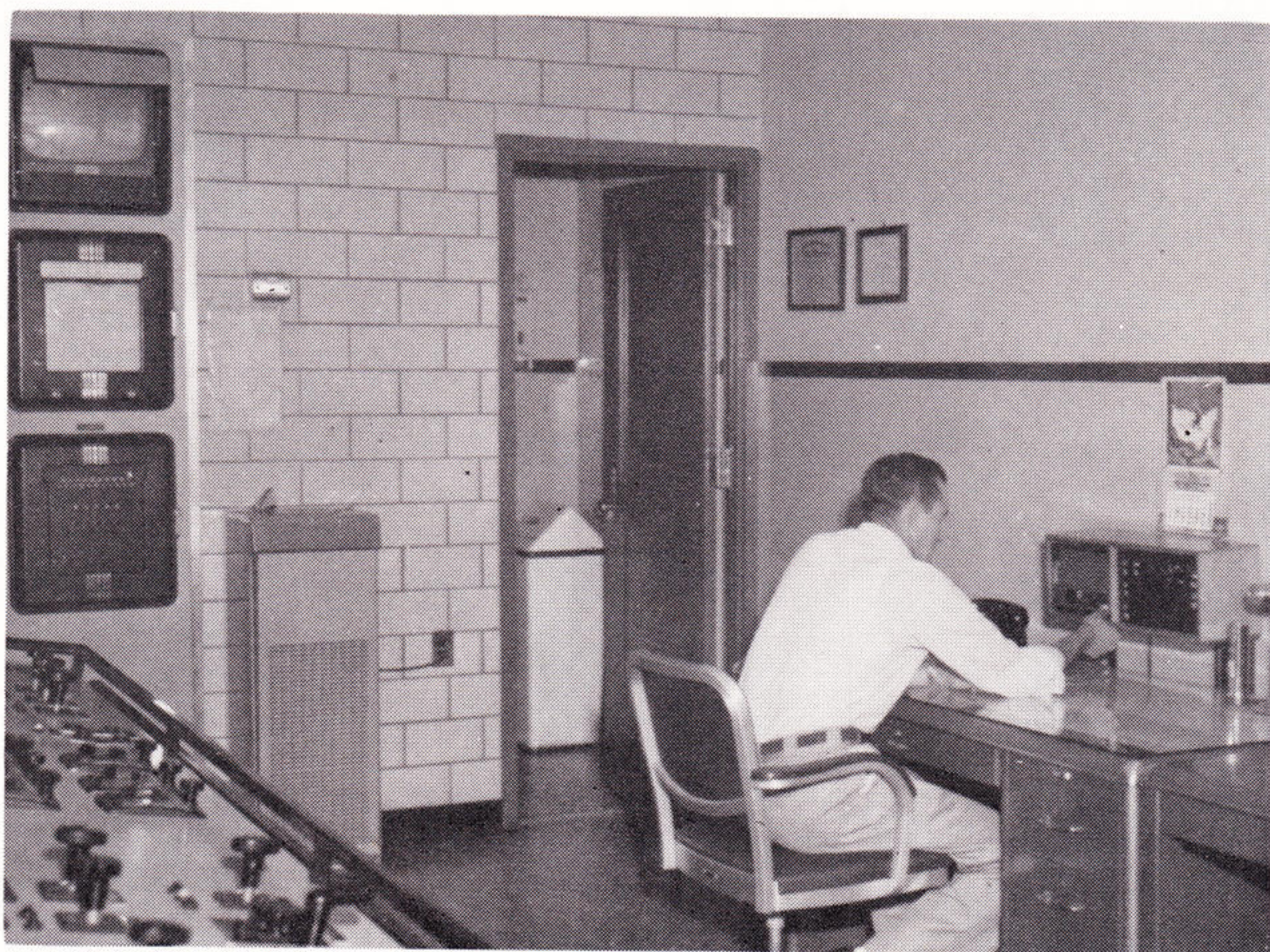
A proclamation from the domain of Sir Frank Jones, Knight of the Green Cross, Earl of the State of Safety.

Sir Earl White and Sir Floyd R. Smith, Knights of Transmission and Distribution of the Division of Port Arthur, having shared the honor of leadership of their glorious Center of Service, are hereby declared winners of the jousting betwixt T & D Superintendents for the President's Award of Safety.

Said jousting included all divisions under the dominion of Gulf States Utilities Company. The battle for the King's Honors did take place during the year 1956 from January 1 until December 31.

Hereafter and henceforth, let it be known to all persons of the dominion that Sir Knights Smith and White are hailed champions of the State of Safety until such time as they will be outdone by other division.

A challenge has been issued from the losers in last year's battle for a new joust to begin with January 1, 1957 and to end on the last day of this new year. Said challenge has been accepted and the grounds have been cleared for the struggle.



J. V. Lasyon, station engineer, demonstrates the talk back system in connection with the TV monitor at Neches Station. In the upper left corner is the TV receiver which is used to check all visitors into the plant.

Sympathy

The PLAIN TALKS staff extends sympathy to **Joseph E. DeJean** on the death of his father, **Charles O. DeJean Sr.**, 72, who died suddenly January 3 in Covington, La., where he had been residing recently. He was a native of Port Barre. Mr. DeJean, supervisor of advertising, Beaumont, attended funeral services for his father in Opelousas, La.

Sympathy

PLAIN TALKS joins her many friends in expressing sincere sympathy to **Miss Muriel Hayes** on the death of her father, **Claude Cecil Hayes**, who died at his home, 5575 Voth Road, November 30. He had been ill for the past five years. Miss Hayes is a blue print operator in System Engineering, Beaumont.



Baton Rouge



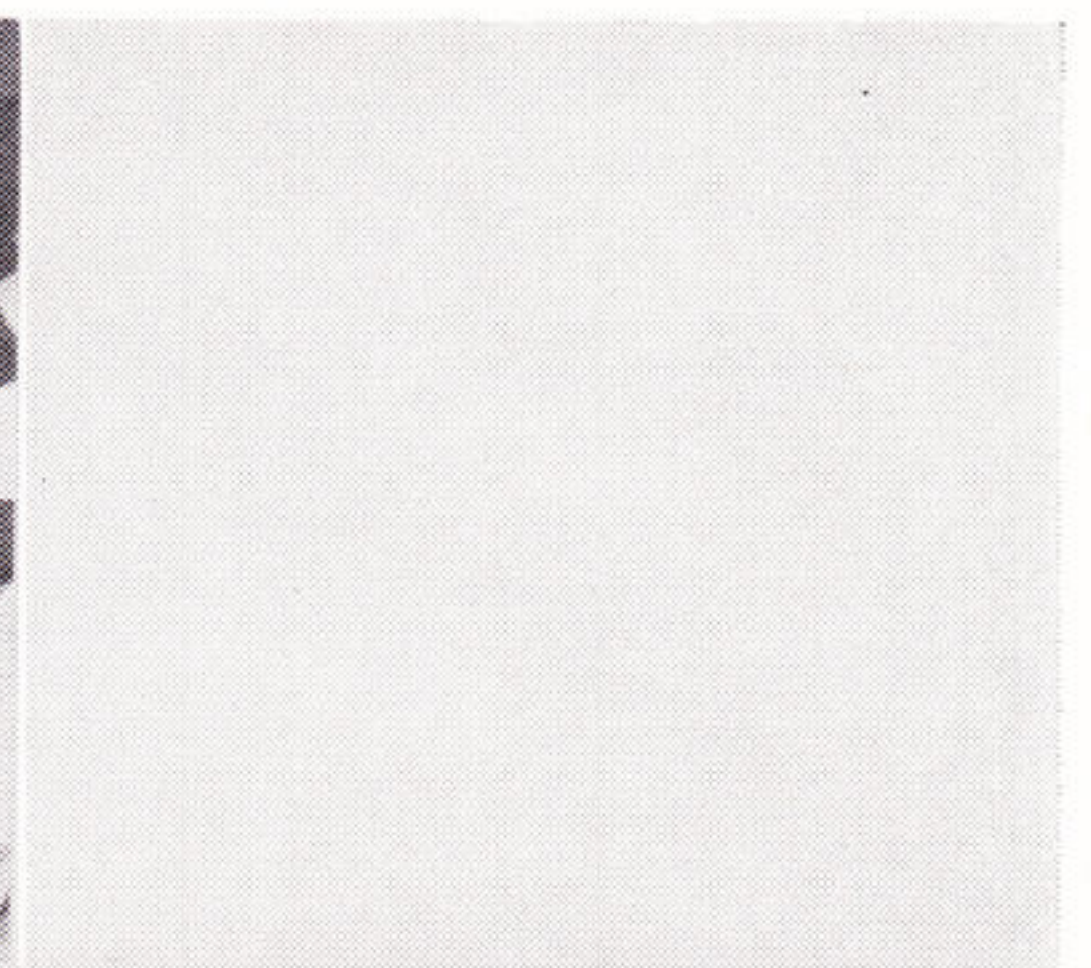
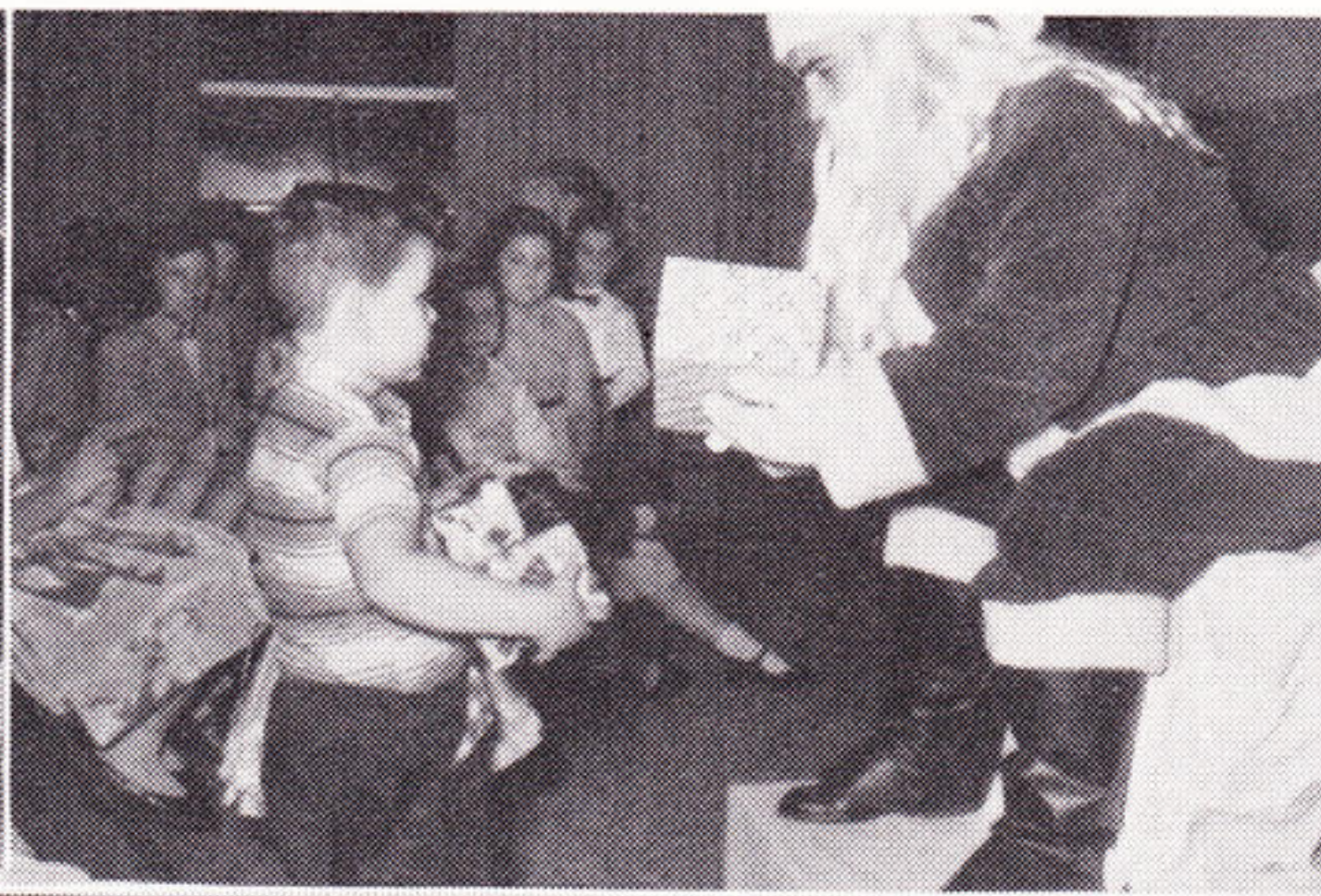
Port Arthur



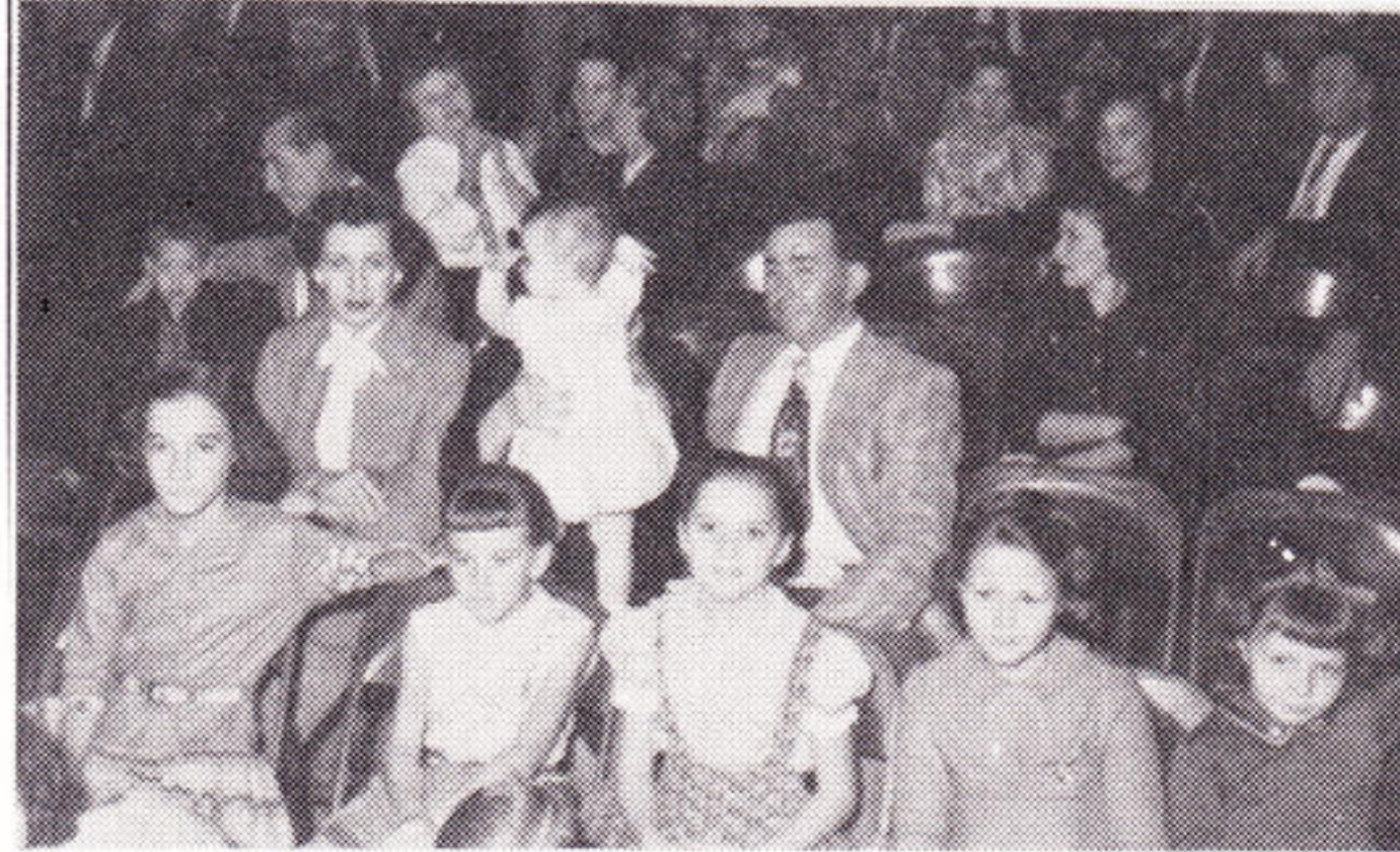
Silsbee

Sulphur — Riverside

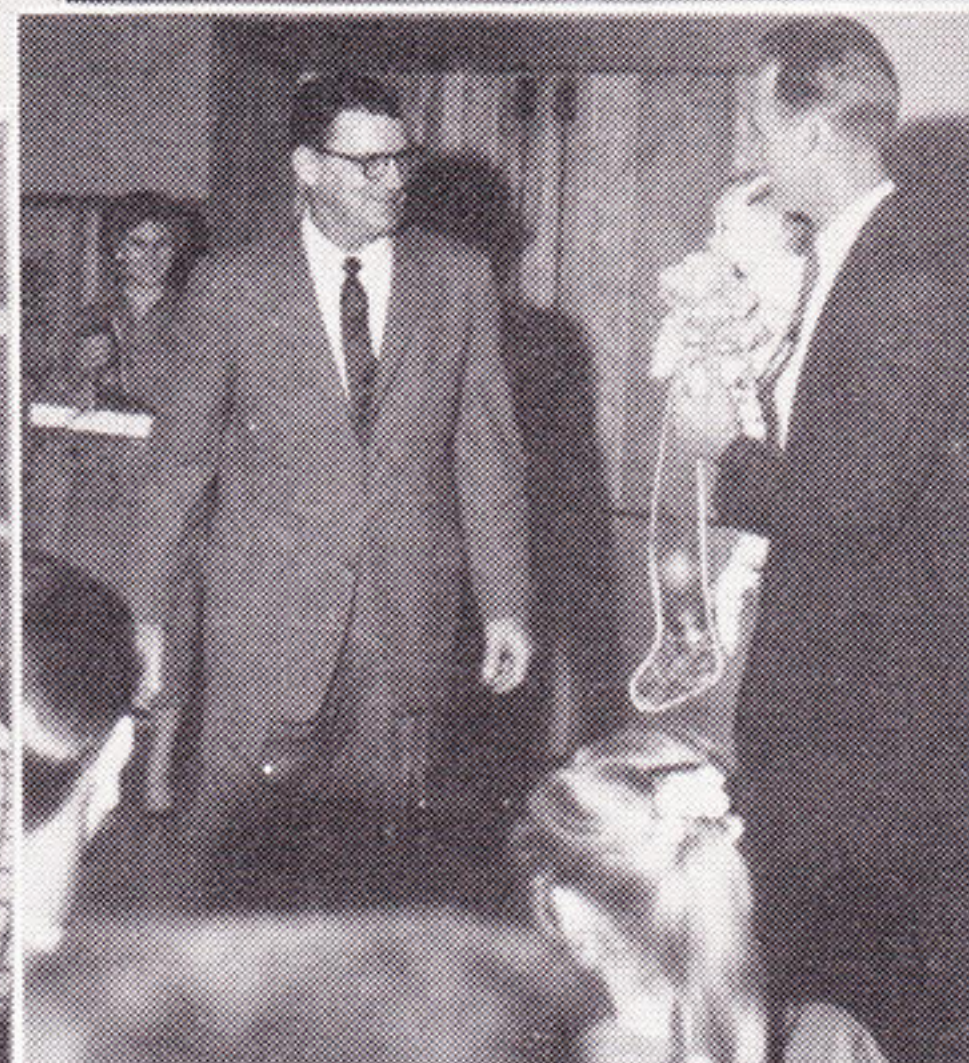




Lafayette



Orange





Beaumont Engineering — Sales

Beaumont T & D





Beaumont Accounting

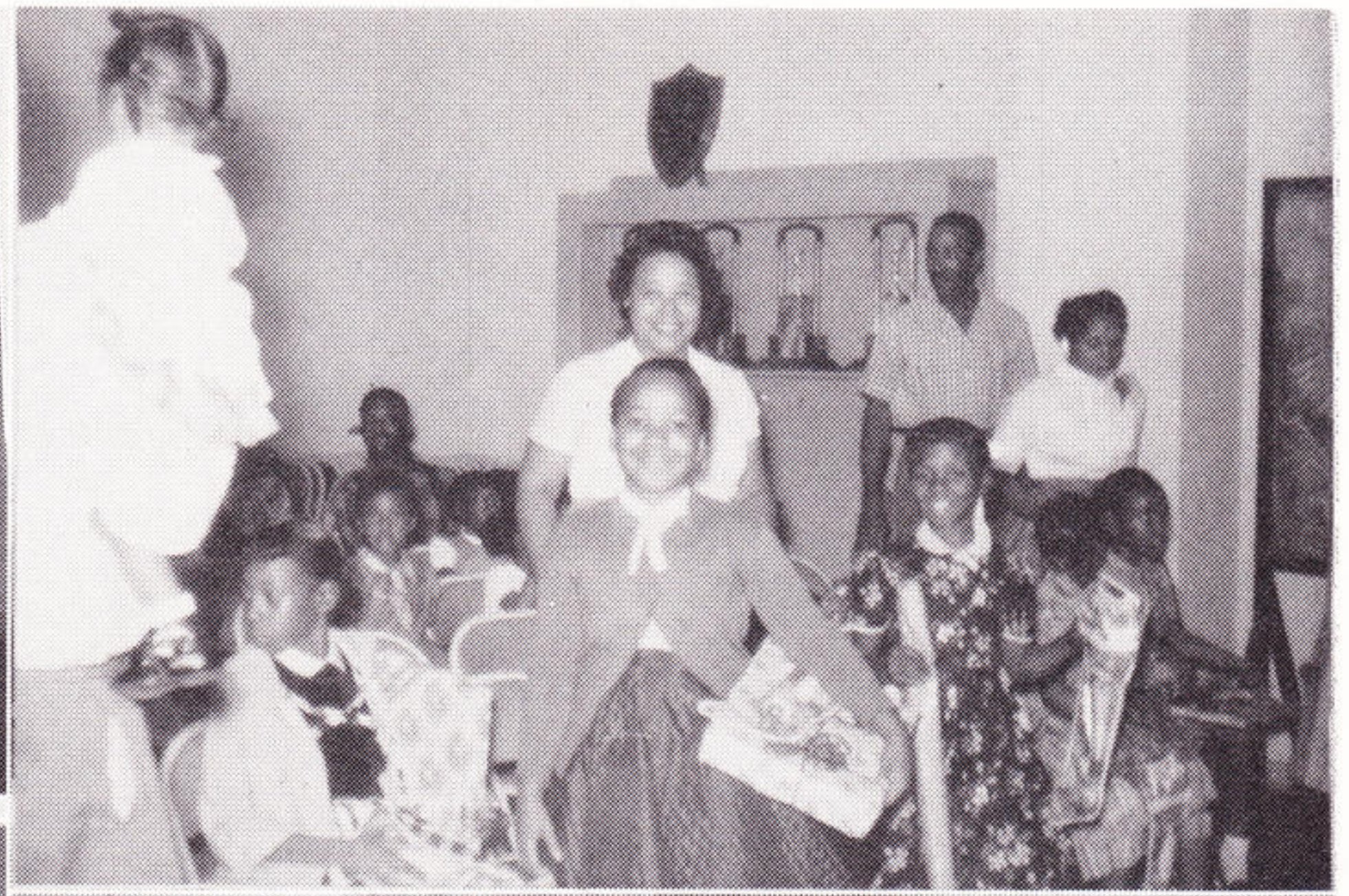
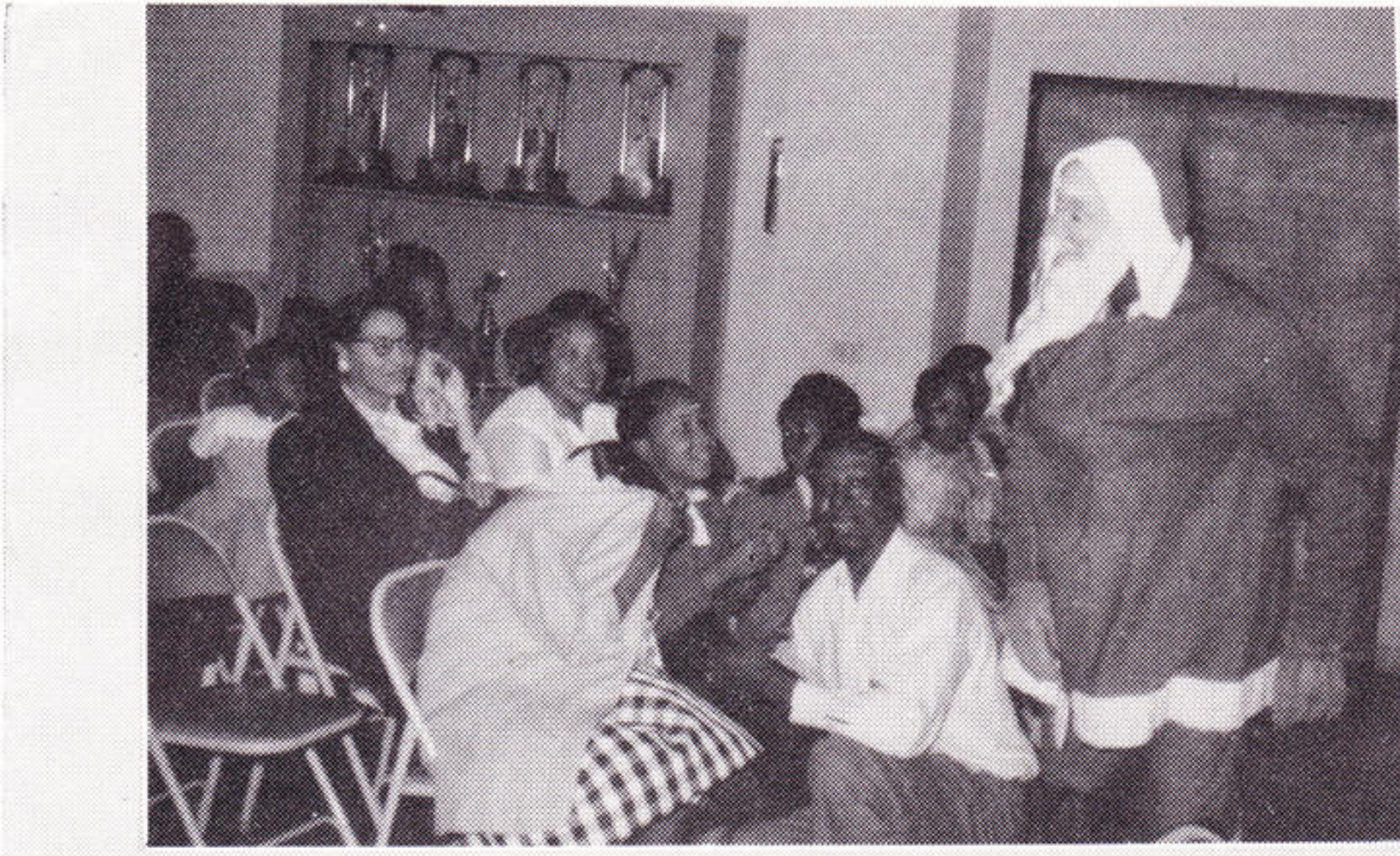
Navasota





Beaumont

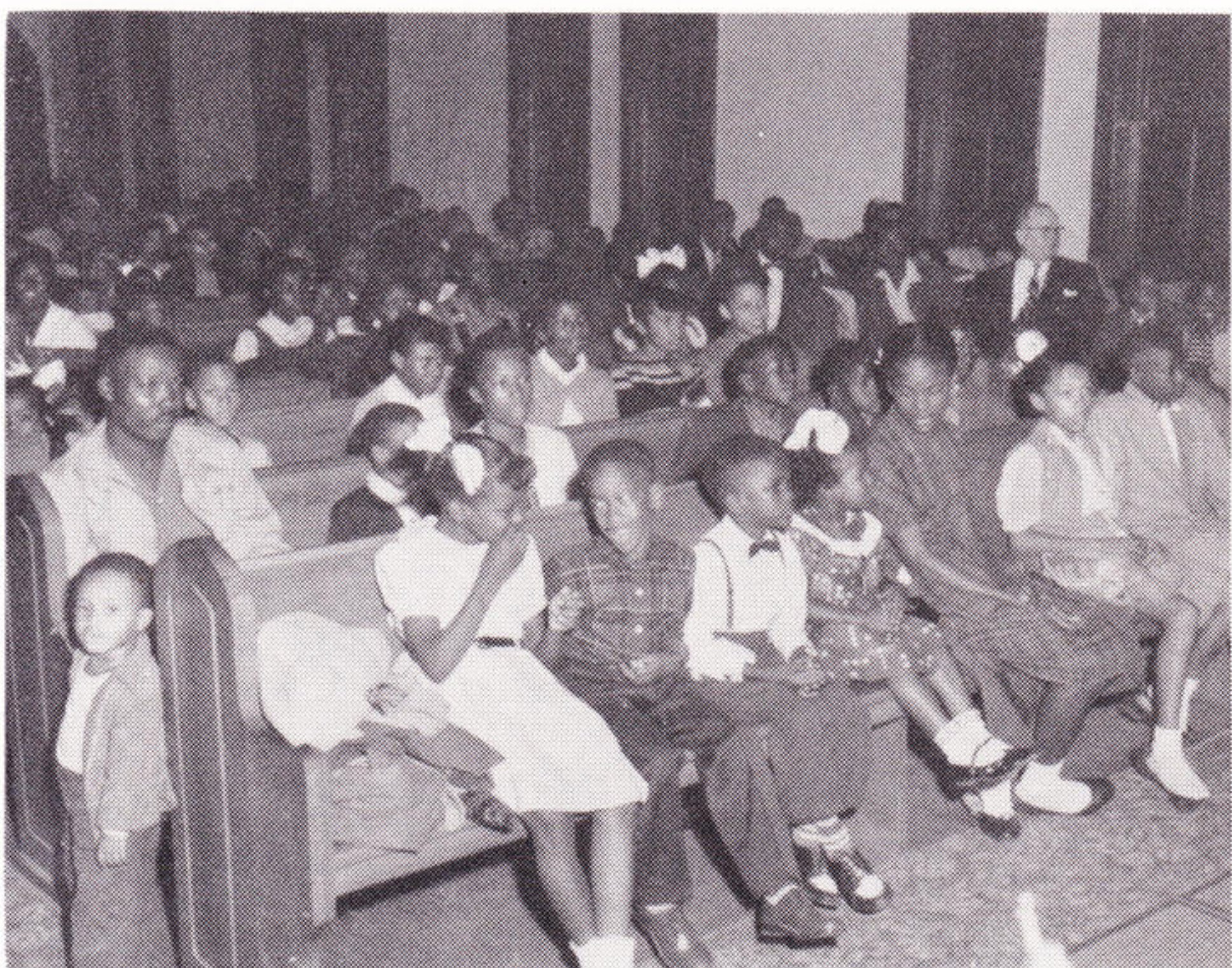
Colored



Navasota

Colored

Baton Rouge



Continued from Page 4

line from the Louisiana Stations north to W. R. Grace and Company and U. S. Rubber plants will be converted to higher voltages to serve the new companies. A new switching station at the Grace plant and a substation at the U. S. Rubber plant will be built this year.

About 30 miles of 138 kv transmission lines are proposed to serve Wyandotte Chemical Company and, in part, the Dow Chemical Company, both of which are under construction south of the capital city. We will provide some power for Dow and will have power available to serve the chemical plant completely, if necessary. A switching station will be constructed at Dow and a new substation at the Wyandotte plant.

New Line To Serve Carville

A 13 kv line was extended to bring service to the U. S. Navy Hospital at Carville, Louisiana. The famous federal institution, where Hansen's Disease is treated, formerly operated on direct current generated at the hospital. Growth of facilities necessitated the change, and extensive alterations were necessary. Company engineers from Baton Rouge aided in the planning.

Construction continues on a 69 kv line to serve the Firestone Tire & Rubber Company near Orange and another line is being reconducted to 69 kv to serve the Firestone Tire & Rubber Company's new plant southwest of Lake Charles. In Lake Charles, 1½ miles of 69 kv line and a metering station were constructed to serve the new Lone Star Cement Company.

This year in the Lake Charles area approximately 12 miles of 138 kv line and an industrial bulk substation will be built to serve Petroleum Chemicals, Inc. Ten miles of 34.5/69 kv line and substation will be constructed at Hackberry to serve the Cities Service Refining Company.

In Navasota division, seven miles of 69 kv line and the Sinplan substation were constructed to serve the Sinclair Pipe Line Company at Plantersville. At Zulch, the Serzulch substation was installed to serve the Service Pipe Line Company.

Line Work

A long range program to strengthen our network of transmission lines, started last year, will continue through 1957. Topping the list is the construction of the second 138 kv transmission line from Dayton, Texas, to Lafayette, Louisiana. Approximately 120 miles of this will be completely new while the remaining 74 miles will

consist of existing 69 kv lines which will be reconducted and reinsulated for operation at 138 kv. In addition to this main trunk line, two other conversions of existing 69 kv lines to 138 kv operation include the lines from Neches Station to Doucette, near Woodville, and from Dayton to Huffman is being converted to 138 kv in order to increase the capacity of our interconnection with Houston Light and Power Company.

As a result of the conversion to higher voltages, numerous line and sub-station jobs must be completed so that there will be no interruption to service in the areas formerly served by the lower voltage transmission lines.

Major jobs for 1957 include, in Beaumont, the installation of a 12/16/20 MVA, 69-34.5 kv transformer at the North Bulf substation and construction of 12.7 miles of 69/138 kv line from North Bulf to Neches Station. Two 30/37.5 138-69 kv transformers will be added, one at North Bulk and one at West Bulk. Capacity at the Dayton substation will be doubled.

In Port Arthur, capacity in the Lewis Drive substation was increased to 3,000 kva last year.

In Lake Charles, the capacity of the 69 kv line between Lake Charles and Chlomal substation is being increased. Approximately two and a half miles of 69 kv line and a 13.8 kv substation will be built to serve the growing Goosport area. Extensive additions to the Lafayette substation, including the company's first installation of a 15 mvar capacitor bank are scheduled for 1957.

In Baton Rouge, new residential substations will be added at Harelson, Gonzales, and in the vicinity of East substation. Capacities will be increased at the State Capitol and Jackson substations.

In Navasota, major jobs include installation of new substations at Doucette and Corrigan. Capacities of the Magnolia-Groveton and Navasota substations and the tap-off station at Conroe will be increased. Forty miles of new 138 kv line from the Dayton switching station to Conroe tap-off station will be constructed. Approximately 21 miles of 69/138 kv line from Magnolia-Groveton to Corrigan, using copper wire replaced elsewhere by larger aluminum conductors, will be built. Twenty-seven miles of 69 kv line will be converted to 138 kv between Corrigan and Doucette as well as 74 miles of 69 kv between Doucette and West Beaumont Tap Station.

New Company-Owned Buildings

Completion of two new buildings, one each in Baton Rouge and Port Arthur, were 1956 milestones in our history. The new Baton Rouge building, begun in 1955 and completed last February, is the first general office building ever built by the Company.

Last October, we formally dedicated our new Port Arthur Service Center, thereby providing the growing Port Arthur area with one of the most modern and best equipped service facilities in the country.

Work continues on the former Edson Hotel in Beaumont which is being converted for use as the company's system and Beaumont divisional offices. Upon completion of extensive alterations and repairs, we will move into the building formerly the tallest hotel in Texas. The move is scheduled for late spring.

Gas Department Work

The Gas Department in Baton Rouge has completed an emergency feeder and tie-line at Olin's metering and regulating station on Shada Avenue. The bypass will prevent a recurrence of last January's outage, caused by an explosion at Olin's regulator station. The department is now laying three miles of four inch main along the Sullivan Road. The new line will serve approximately 100 customers and Central High School, one of the largest in the area.

Last October we ended our water business with the sale of the Lake Charles property to the Greater Lake Charles Water Company. (Plain Talks—November).

Our four power plants generated over 4,000,000,000 kilowatt hours last year, and became capable of producing 20,256,000 kwh each day, and the operating department kept pace by providing the facilities to deliver versatile Reddy Kilowatt to our growing area. Approximately 3,800,000,000 kilowatt hours of electricity were sold, of which 1,180,000,000 were steam products sales in Baton Rouge.

Throughout the system, modernization of city street lighting has kept pace with progress.

With our program continuing unabated, Gulf Staters can reflect proudly on their accomplishments and can look to the years ahead with a confidence born of faith in this area, and in their own skill and experience. It's good to know that our long-standing reputation for furnishing dependable public service, at the lowest possible cost, year after year, is in good hands.

Baton Rouge's "Horsey Set" Shows Off

Among the young equestrians taking part in the ALA Dude Ranch Horse Show in Baton Rouge, recently, were Nancy and Jane Murphy, daughters of J. R. "Pat" Murphy, personnel assistant; Glynes Westh, daughter of W. V. Westh, boiler maintenance engineer at Louisiana Station; and Ray Mayeux, son of Joseph L. Mayeux, utility foreman.

Nancy Murphy won a ribbon in the 10-12 year old Pleasure Class, riding "Wray's Pride", while sister Jane won a ribbon in the 8-10 Pleasure Class riding the same horse. Glynes Westh received a ribbon in the over 13 age group Pleasure Class and won a trophy for horsemanship in her class riding "Charlie."

The young riders, along with some 150 others between the ages of five to 17 participated in the Show, a benefit for the Glasgow Junior High School's Athletic fund.

ALA members meet at the ranch regularly to brush down and exercise their charges. They find the ranch



Jane Murphy on "Wray's Pride" won a ribbon in the 8-10 Pleasure Class.



Glynes Westh on "Charlie" won a ribbon in the over 13 Pleasure Class and a trophy for horsemanship in her age group.

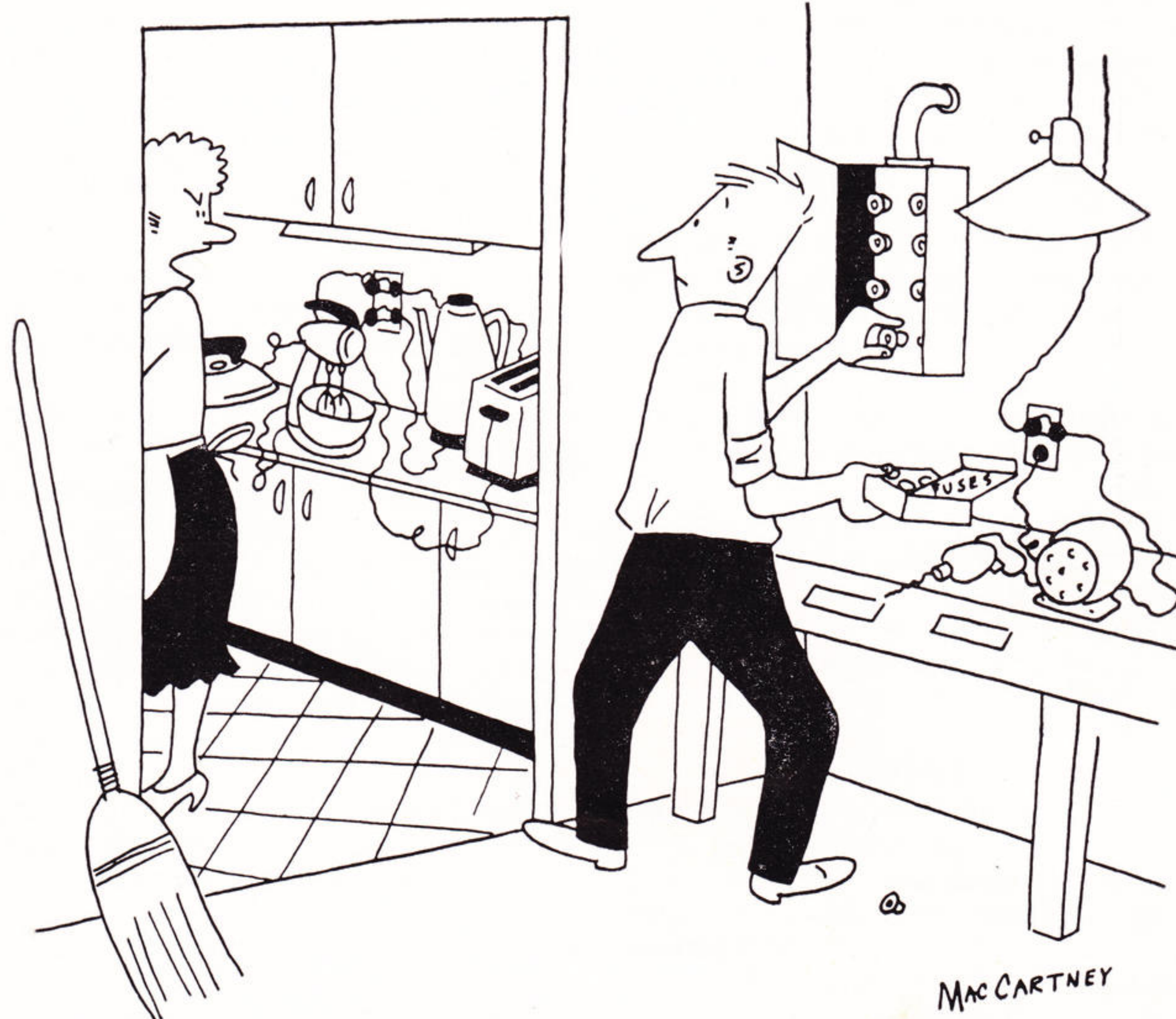
a wonderful place for visits with their friends to talk about horses and discuss the finer points of horsemanship.

Our company donated a trophy to

the Horse Show which was won by Merry Rouse, five year old daughter of Mr. and Mrs. Lee Rouse of Baton Rouge.



Nancy Murphy won a ribbon in the 10-12 Pleasure Class riding "Wray's Pride."



"They just don't make fuses like they used to!"

MACCARTNEY

Memphis Sells Bonds for City Plant

The city of Memphis, Tennessee, on December 12, sold \$163,245,000 of revenue bonds to finance construction of a 750,000 kw municipal generating plant. The borrowing cost was 4.4705 per cent.

Of the bond sale, BARRON'S, a financial weekly, said on December 17:

"Memphis today buys its juice from TVA at the low rate of four mills per kilowatthour. The city's new plant, however, will make quite a difference in its charges.

"For one thing, owing to the rapid rise in construction costs and capital goods prices since mid-1955, each kilowatt will be substantially more expensive. In addition, whereas Dixon-Yates at the time could have borrowed at roughly 3½ per cent, the Memphis Electric System, even on a tax-exempt issue, had to pay almost another full point . . .

"As a consequence, come June 1, 1958, when the city's contract with TVA expires, electric rates inevitably will rise, by at least 10 per cent on some estimates."—*Barron's*

—PT—

During the Boer War in South Africa (1899-1902), Thomas A. Edison kept fully equipped "British" and "Boer" armies in the hills of northern New Jersey. As news of the real battles came from the front, these "armies" would go through the same action for motion picture cameras and the "battle" films would be sent to the movie houses.—*"Sparks", J. Walter Thompson Company*



The Parasite



What
Others
Are
Saying

The Electric Industry in 1956 and Beyond

. . . To serve the domestic, industrial, defense, and commercial needs of the approximately 168 million people of the United States, the electric utility industry generated 601 billion kwhr of electricity in 1956. This huge production was 54 billion kwhr greater than in 1955. It was more than double that of 1949, and more than three times as great as in 1942.

In addition to the 601 billion kwhr generated by all components of the electric industry in 1956, another 84 billion kwhr were produced by industrial and railway generating plants, making a grand total of 685 billion kwhr produced in the United States.

In 1957, it is anticipated that U. S. production will reach total generation of three-quarters of a trillion of kilowatthours.—*Donald S. Kennedy, Edison Electric Institute and Oklahoma Gas and Electric Company*

What Is "Big Business"?

Big business is small business grown big enough through the willingness of millions of small investors to risk the money they have earned and saved in buying shares in the business in the hope they will get a dividend therefor. According to a recent report, there are almost nine million individual share-owners of stocks in publicly owned corporations in this country. Also, there are at least 100 million individuals who own life insurance policies and 30 million who have savings accounts—all of whom have a direct interest in the success of American business. — *Thurman Sensing, executive vice president, Southern States Industrial Council*

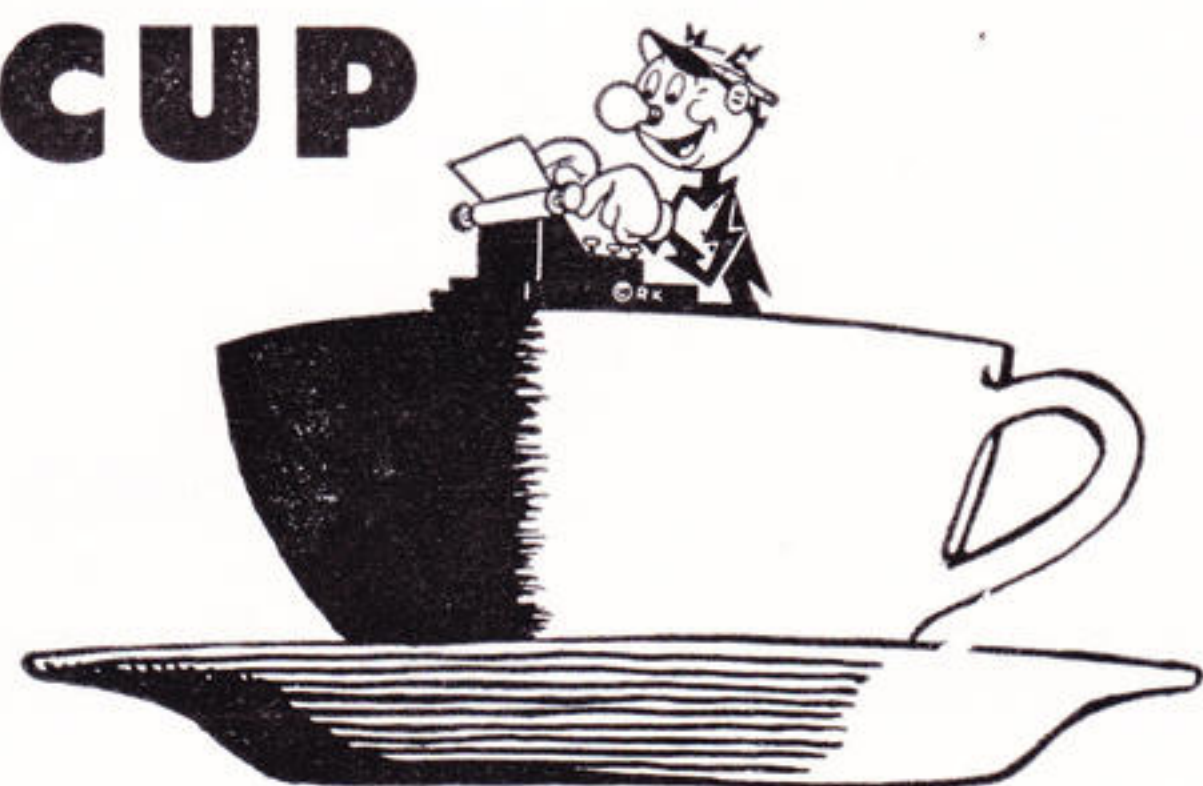
From the Bible—

Now faith is the substance of things hoped for, the evidence of things not seen.—(Hebrews 11, 1)

Can you "see" how your TV and radio bring distant scenes and sounds into your home, or even how voices come over your telephone? Yet we know they do . . . Why should it ever be difficult to believe in God—that He is all good, all love?

—PT—

over the COFFEE CUP



CALVERT

A farewell party for **Mrs. Marjorie Towns** was given at the home of **Mr. and Mrs. George Stobart** in Franklin, October 27. Mrs. Towns resigned to join her husband, Daleford Towns in West Columbia where he is employed. All employees and their families in the Calvert District attended the party. Other guests included Mr. and Mrs. Jimmy Stout. Mrs. Towns was presented a gift by the employees in the Calvert District. It is with deep regret that we say "So long" to Marjorie, but we wish her much joy in her new home.

We are pleased to welcome **Edd L. Mitchell, Jr.** to our Calvert District Office. He is our residential sales representative, replacing **E. L. Maris** who was transferred to Navasota. We hope both families will be very happy in their new homes.

Miss Nancy Cooper became the bride of **William L. Shelander** December 7. The couple will reside in Rockdale, Texas, where Mr. Shelander is employed. Nancy is the daughter of **S. T. Cooper** of Calvert.

A surprise farewell party was held for **Mrs. Mary Jane Simons** November 9, in the Calvert Office. Employees and their families attended the event and presented Mrs. Simons with a gift of costume jewelry.

Miss Patricia K. Rains is now employed as local office clerk in the Calvert Office. We are glad to welcome "Pat" to our family.

—By Louise Satory

NAVASOTA

W. E. Dinkins, manager at Navasota, and **Miss Connie Winborn**, also with the Navasota Division, were among eight new directors elected at a meeting of the Grimes County United Fund December 20 at the Gulf States Auditorium. By a unanimous vote, a resolution was adopted praising J. B. Hodge and his assistants, Mr. Dinkins and Miss Winborn, for their outstanding job in handling the 1956 fund drive in which a total of \$13,144.78 was raised.

Vic Norvell, district superintendent at Woodville, has found a new profession. He was auctioneer for the sale of champions at the Grimes County Youth Fair, Incorporated. Mr. Norvell is treasurer and also a director of the newly-organized corporation.

First Lieutenant **Edward G. Hodges**, has been assigned as Battery Commander of "C" Battery, 343rd Field Artillery Battalion, Navasota. This reserve unit was organized in Navasota August 1, 1956.

BEAUMONT

The engagement of **Miss Barbara Alice Houser** to **Richard Andrew Landry, Jr.** is announced by the bride-elect's parents, **Mr. and Mrs. Arlas H. Houser** of Houston. The prospective bridegroom's father is a resident of El Centro, Calif., and his mother is **Mrs. Kassie M. Landry** of Orange.

Miss Houser teaches at Lutchter Stark High School in Orange and Mr. Landry is in Commercial Sales, Beaumont.

—By Lola Martin



Paul Boudreaux, third from left, and Stanley LeBouef, third from right, got their share of ducks on a recent hunt at Sam Parish's 'Fin and Feather' Lodge. Mr. Boudreaux is in the Production Department at Orange and Mr. LeBouef is in the Engineering Department there.

Welcome back to **A. J. Bearden**, Beaumont Line Department. He has been recuperating from a serious automobile accident and we are happy to have him back on the job.

Our sympathies go to **Mrs. Grace Fails** and **Ray Vick**, both T & D Line, on the death of their father, **C. G. Vick**, December 12.

V. E. Blanchette has been promoted from utility foreman to line foreman and **W. A. Cain** has been promoted from district serviceman at Winnie to utility foreman in Beaumont.

Clifford Meaux has been transferred from lineman 1st in Beaumont to district serviceman in Winnie.

—By Mary Maines

Mildred Allen, Stores Accounting, spent the Christmas holidays with her family in Mobile, Alabama.

W. T. Ricks, supervisor of Stores Accounting, and family spent a week's vacation in West Texas.

—By Helen Byrd

Miss Roxanne Leever, Beaumont Billing Department, was married to **Paul C. Guidry** December 28 in a ceremony at the Highland Avenue Baptist Church in Beaumont. The couple will reside at 1839½ Hazel.

Jo Snow, Beaumont Billing, is back at work after vacationing in Jacksonville and Kilgore.

Welcome to a new employee in Beaumont Billing—**Imogene Pulleine**.

Congratulations to **Norman Ener** who has been promoted to the office of assistant supervisor of the Billing Department. He came to work here in March, 1954.

—By Dora Porter

ORANGE

Miss Julia Ann Donaldson, Orange Accounting Department, is wearing a beautiful engagement ring which she received over the holidays. The wedding date will be announced soon.

Miss Darlene Bilbo who joined the Accounting Department the latter part of October, also has a lovely ring. Her fiance is Terry Wilburn.

Don Gore is the new collector in the Accounting Department.

Another new employee is our stenographer, Glenda LeBlanc.

Mrs. Lois Crowe, Service Department, and her husband flew to her home in Ohio for the Christmas holidays.

—By Lavonne Smith

PORT ARTHUR

Wayne Dunham is still receiving letters of appraisal for his outstanding stage settings created for Port Arthur's 1956 CavOILcade coronation. Not being content with one job well done, he was staging producer for the Port Arthur Little Theater's production, "Three Men On a Horse", presented December 6-8.

Leon Romero, president of the Port Acres Eagles Football Booster Club, was presented with a gift at the group's annual banquet held recently at Schooner's.

A surprise was in store for Jo Ann Matus and Gloria Powell when they were presented a huge birthday cake by co-workers Annie and Pete Hebert recently. No ages were revealed by candles, however. Their birthdays were one day apart. Company personnel



One of the last Company Christmas parties held in the offices in Beaumont was this group in the Customer's Accounting Department. The people in the picture, taken from the balcony outside the PLAIN TALKS office, do not seem unhappy about the fact that next year we will be in the Edson building in our new offices.

helped devour the present.

—By Loraine Dunham

BATON ROUGE

The Baton Rouge Division ushered in the holidays on a bright and cheerful note at its annual Christmas Party held at 2:30 p.m. on December 15, 1956. For the occasion, the Winbourne School Gymnasium was transformed into a child's delight with silver bells, candy canes, and pictures of Santa Claus. The highlight of the decorative scheme was the immense Christmas tree, glittering and chining in its place of honor.

Workers who helped to make the party a success were:

Richard Hughes, William P. Tucker, Calvin A. Oubre, Pete Sebastian, Hubert Desselles, Ramey Kirkwood, Joe Locke, Herbert Ballard, F. E. Doughty, M. C. McCormick, John W. Theriot, Frances Gross, Marion Brown, Joyce Coxe, Mrs. R. E. Lee, Elaine Hughes, Mrs. W. P. Tucker, Georgina Oubre, Betty Sebastian, Essie Dupuy, Georgia Kirkwood, Margie orce, Beverly Rawlins, Letha Austin, Elsie Norman, Bobbie Shingleur, Mary Ellen Babin, Pat Ducote, Margaret Bailey, and Mrs. Ray E. Deaton.

Workers who wrapped gifts at Louisiana Station on December 13, 1956:

Employees, Govt. St.—Margie Force, Letha Austin, Bobbie Shingleur, Pete Sebastian, Beverly Rawlins, Elsie Norman; Richard Hughes, 1956 President of Short Circuit Club.

Main Office—Frances Gross, Pat Ducote, Mary Ellen Babin and Joyce Cox.

Louisiana Station — Marion Brown, C. A. Oubre, Ramey Kirkwood and Hubert Desselles.

LAFAYETTE

Miss Bobbie Wiltz, daughter of Mr. and Mrs. Bernard Wiltz Sr., became the bride of Charles Rudy Boudreaux, son of Mr. and Mrs. J. E. Boudreaux, all of Lafayette, in a double ring ceremony at the St. Genevieve Catholic Church, Sunday, December 16. The Reverend Charles B. Fortier officiated. The bride, given in marriage by her father, was dressed in a white satin imported Chantilly lace dress. She carried a bouquet of white orchids. Among her four bridesmaids, was the bride's sister, Miss Jackie Wiltz. Miss Melain Wiltz was the flower girl. The father of the bride is a Lafayette appliance repairman.

Miss Rose Marie Mouton, departmental clerk, was one of the many spectators at the Sugar Bowl Game in New Orleans on New Year's Day.

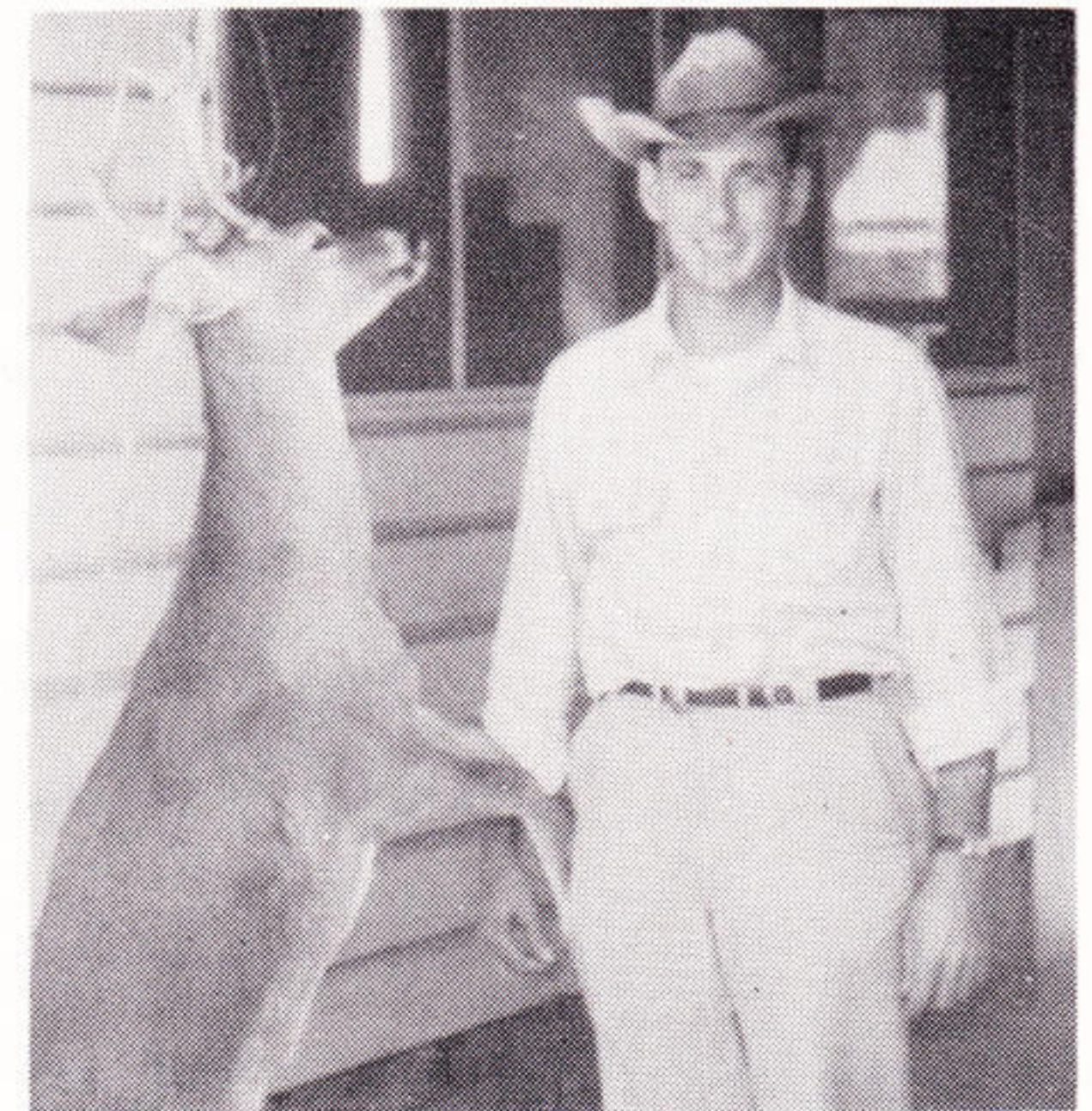
A happy birthday to: M. M. Miller, Honore Miller, Jessie Dupuis, Claude Patin, Henry Legnon, Horace Trahan, Freddy LeBlanc, Frank LeMire, George St. Julien and Myrl Narans.

Congratulations to R. E. "Dude" Compton and Elmer "Jug" Sudderth, who celebrate their 30 year anniversary with G. S. U. this month. Both are line foremen.

The Lafayette office was saddened to learn of the deaths of Charles Fangy, Myrl Narans' grandfather, and her aunt, Mrs. Rex Carter, of Roanoke, La. Myrl is a bookkeeper.

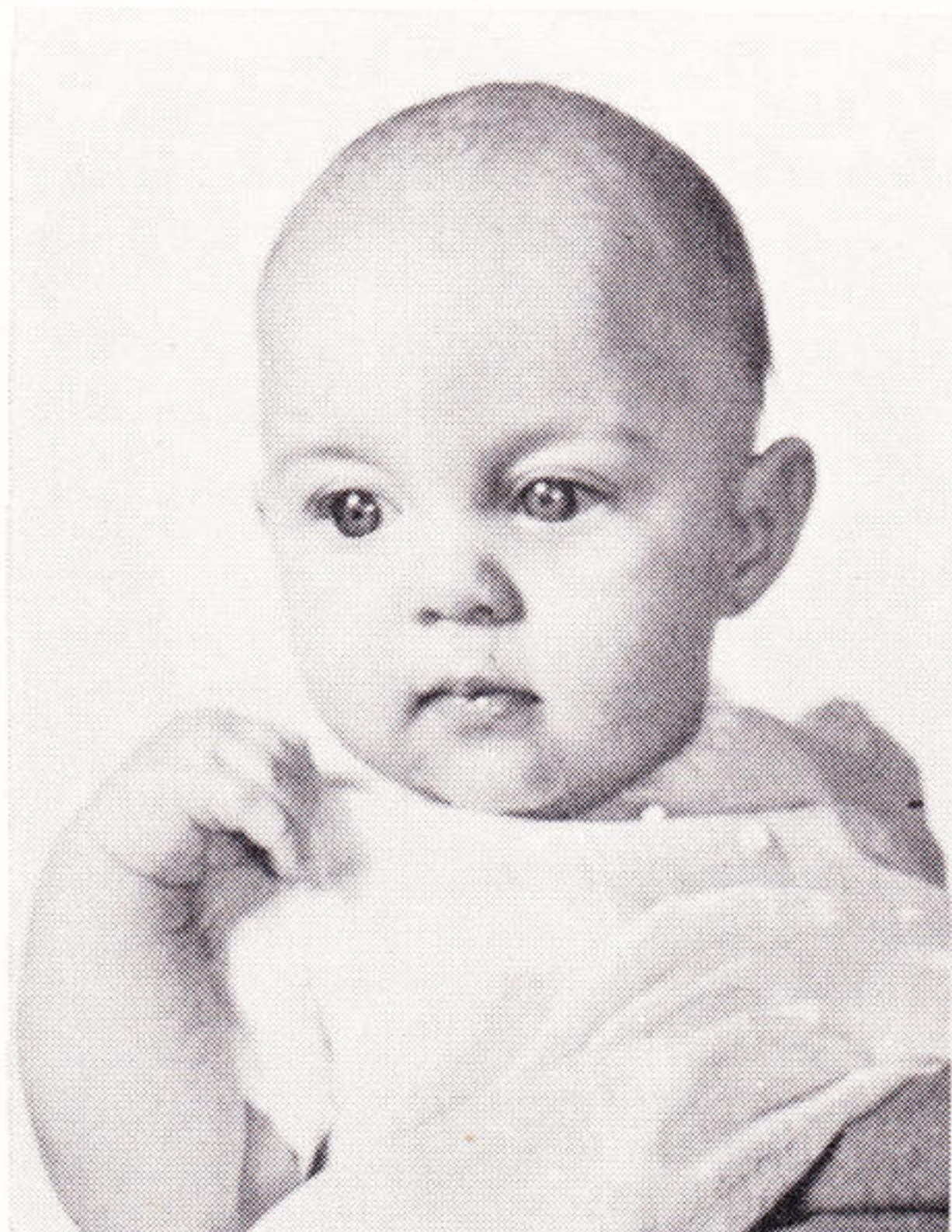
Mrs. Gerald Mouton of Fort Worth, Texas, the former Jane Comeaux, and department clerk and Plain Talks reporter, visited with her ex-workers during the holiday season. Jane is most anxiously awaiting a blessed event in May of the coming year.

—By Cynthia DuBois

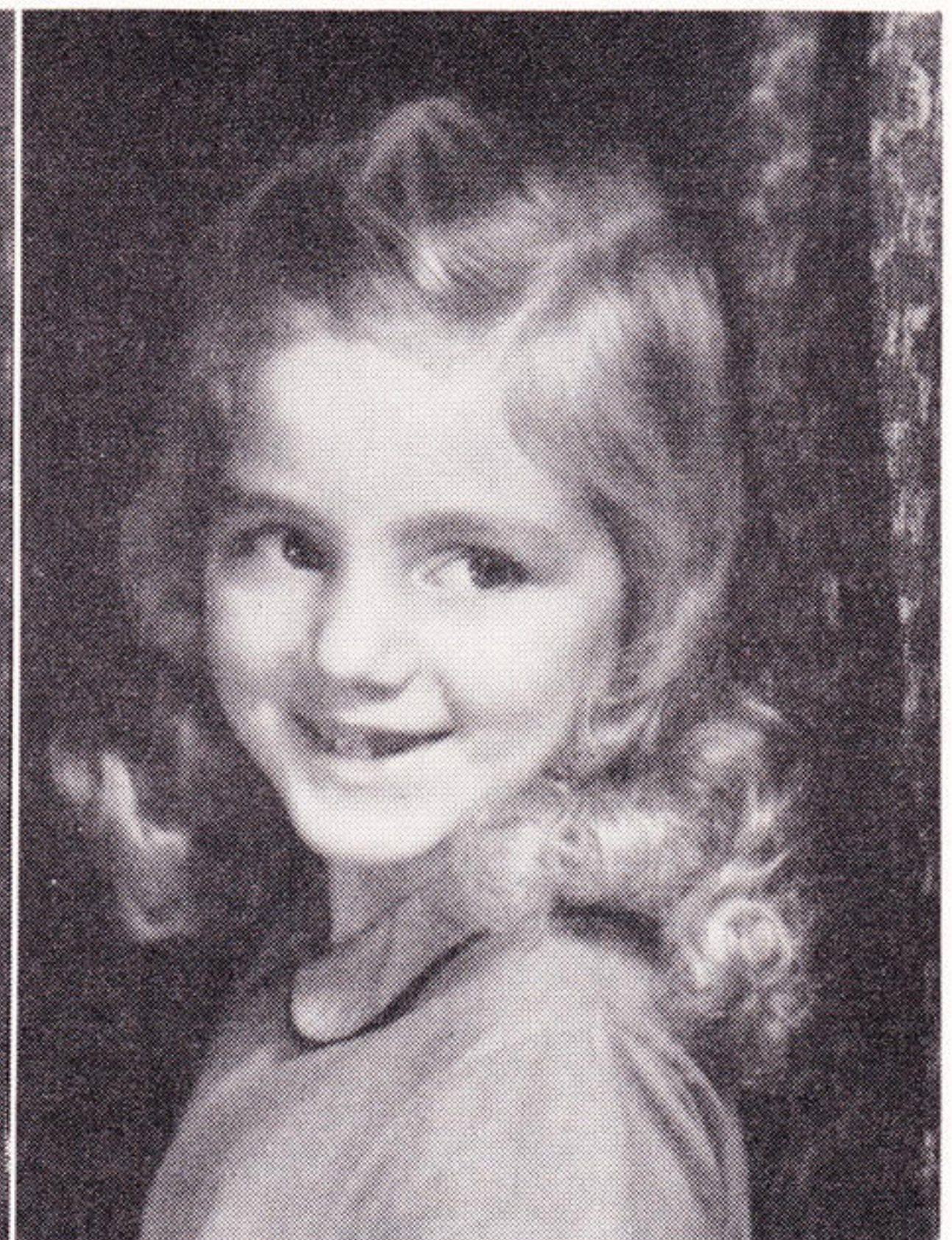
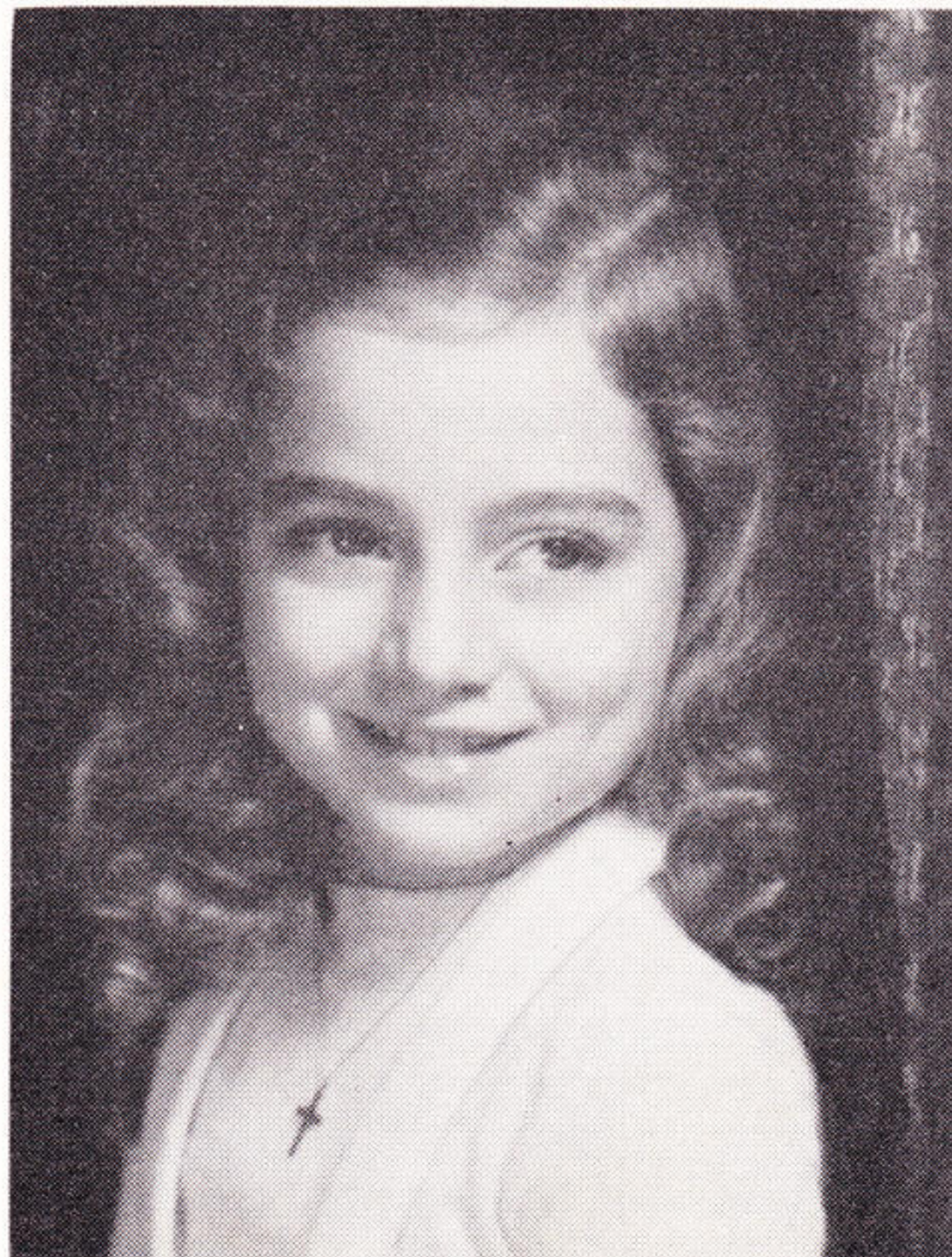


John B. Haltmar, senior engineering assistant in Navasota, scored with this four point buck in December. He killed the deer on his hunting lease near Navasota.

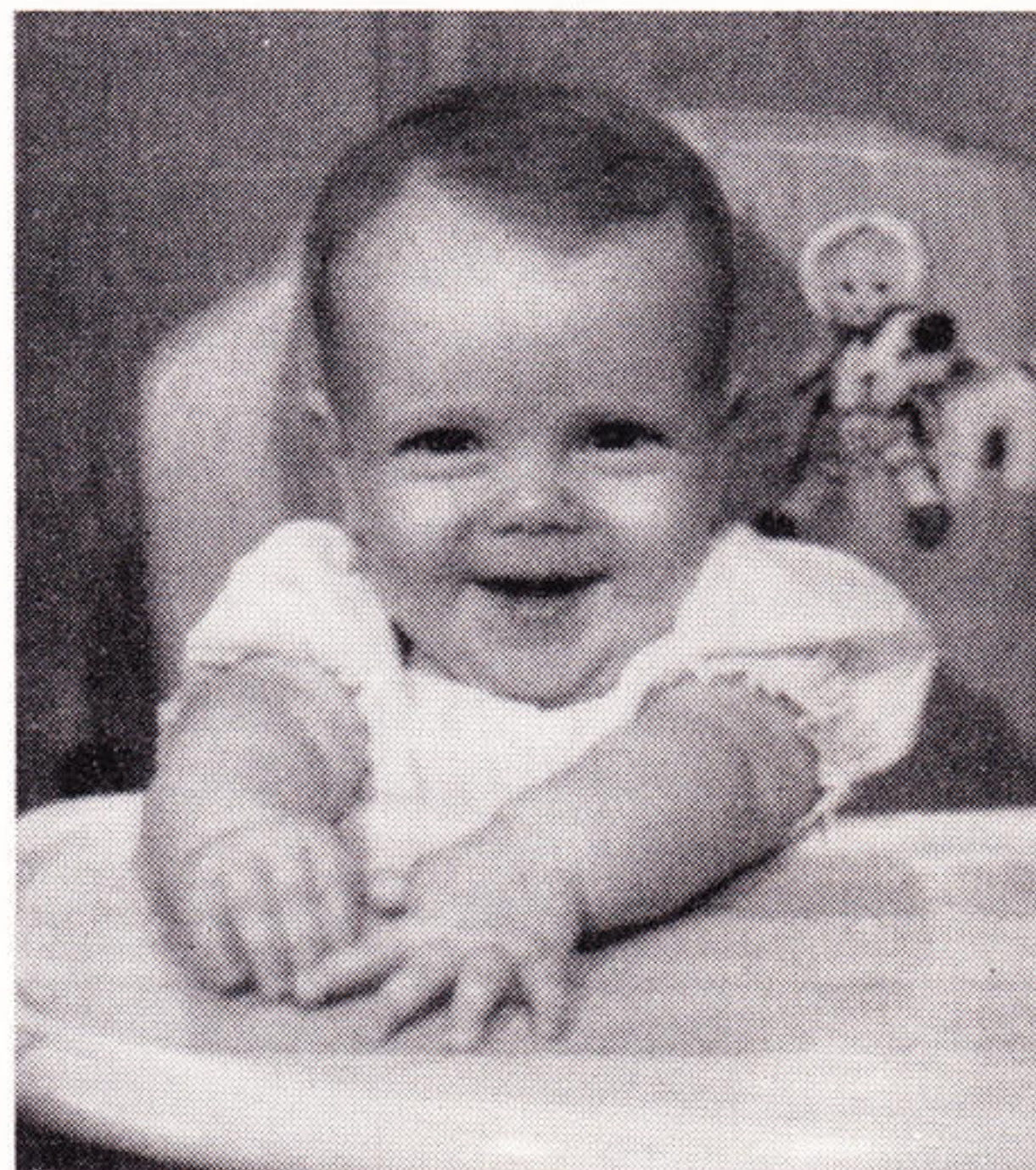
GROWING with Gulf Staters



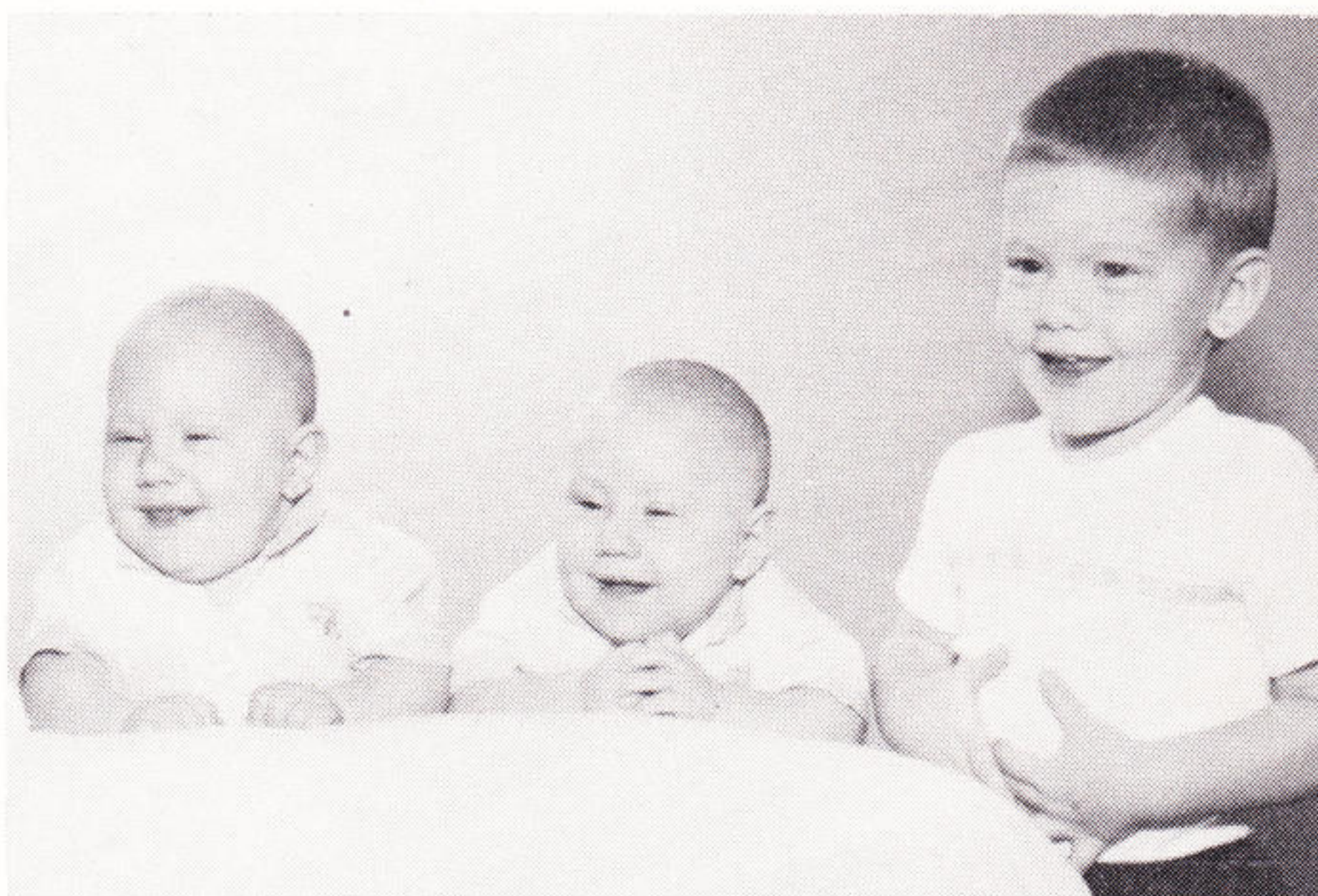
This happy youngster is real model material. She is Charlotte Ann Dixon, eight month old daughter of Mr. and Mrs. O. M. Dixon. Mr. Dixon is with the Beaumont Substation Department.



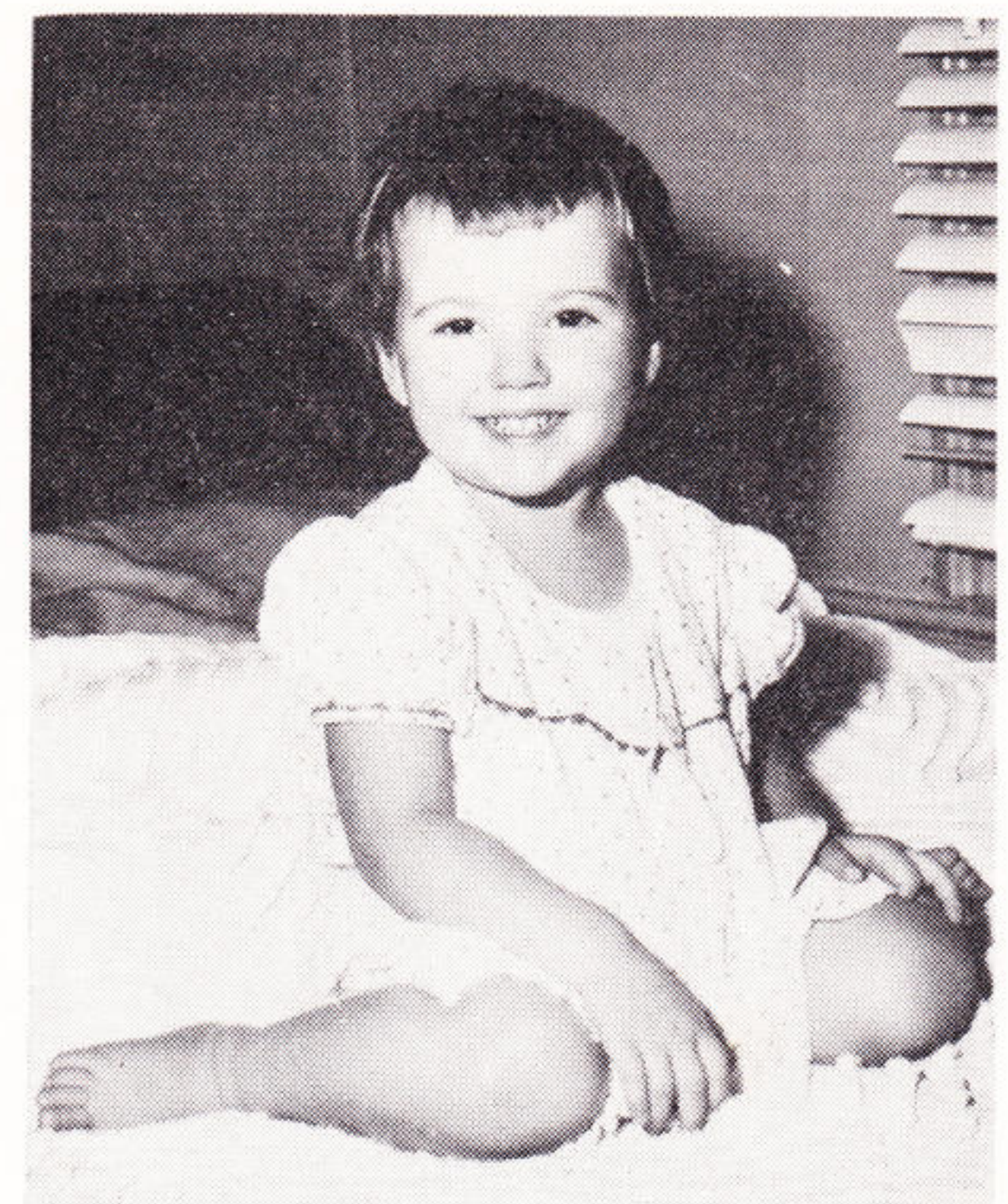
Two 'beautiful blondes' are Cheryl, left, and Debbie, right, daughters of Mr. and Mrs. John Prejean of Orange. Cheryl is eight and Debbie, six. Mr. Prejean is Orange Storekeeper.



Colleen Hodges, four and one-half month old daughter of Edward Hodges, Navasota, doesn't seem to mind the camera at all. She was born last August 16.



Four month old twins Glynn and Lynn Krouse are "All smiles" as they pose with older brother, Gary, two and one-half years old. The three are sons of Dick Krouse, area development engineer in Baton Rouge, and Mrs. Krouse, the former Audrey White who worked in the Accounting Department in Baton Rouge.



Phyllis Ann Read, two and one-half year old daughter of PLAIN TALKS Associate Editor Tommy Read, enjoys having her picture taken from the looks of the picture above. If a person can smile like that just after waking up, they must be happy.

The Traveling Salesman

I'm a salesman and travel all the time—even on weekends since the accident happened about a year ago. That doesn't interest you particularly? It should.

You may be the one I'm looking for. If we meet you die.

My determination (my doctors termed it an "obsession") to kill someone dates from the hour I awoke in the hospital to find my family had been killed in the accident. One moment we were driving along—happily unaware a killer was loose.

Suddenly, right in front of me—in my lane—was an oncoming car. I remember cutting the wheel sharply and the rushing bank coming up to meet us. That's all.

Seems a pitifully small memory of an accident that took three lives, doesn't it? But it's all I have. I was released from the hospital after several months. Since I am a traveling salesman, I've been on the road ever since. I keep thinking I might meet the killer who destroyed my family and my will to live in one reckless moment.

But I'll settle for less. I'll settle for you if you happen to take my lane. You see, I don't have anything left worth living for. I've willed all my possessions to a local charity and my accounts are in order. I'm just biding time 'til I make the right "contact."

My life doesn't amount to much and, the way I figure it, I'm performing a real service to the drivers of this nation. I'm protecting them by committing myself to this "duel" with whatever fool thinks he can run me out of my lane again.

Although it may not be necessary, I have started traveling a lot on weekends because I like my work and my role as the avenger. If you are the one who killed my family, you may meet me again. If you're just the reckless type, chances are good we will meet.

Just look for me out on the highway in the other lane. You can't miss me.

The above article was written by Jack Palmer of the Appalachian Electric Power Company. It was published in the "Safety News Letter" of the National Safety Council, December, 1956 issue.

Back The ATTACK



"It is your responsibility to return home
safely after each day's work."

Roy Nelson