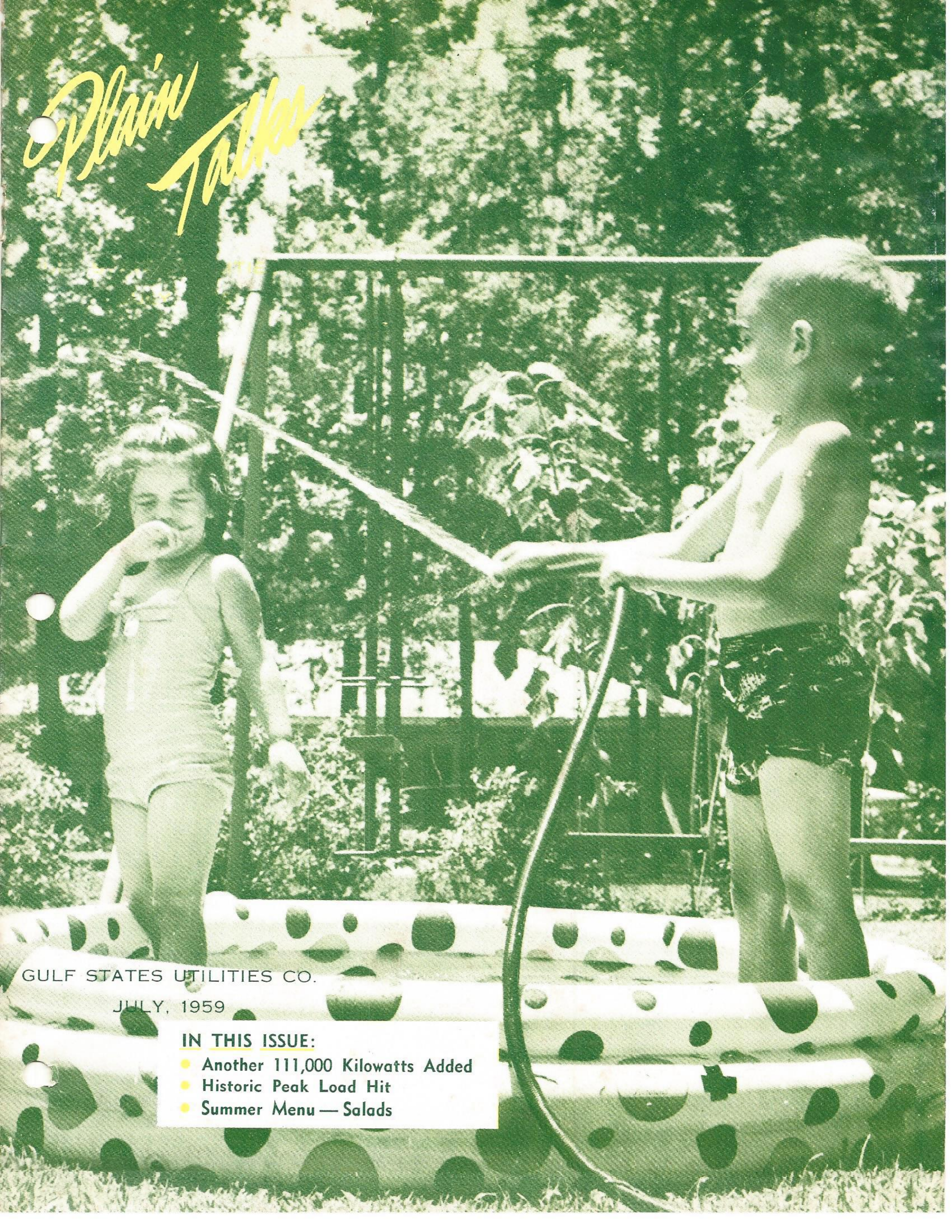


Plain Talk



GULF STATES UTILITIES CO.

JULY, 1959

IN THIS ISSUE:

- Another 111,000 Kilowatts Added
- Historic Peak Load Hit
- Summer Menu — Salads

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

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OUR COVER



"Hey, cut it out, you big bully. You're getting my hair wet!" she yowled. "Aw cool off. You women are all alike," he growled. Whatever the outcome, the Beaumont backyard dousing of Leslie Sue Turner, four-year-old (July 5, 1959) daughter of Editor Turner by neighbor Donnie Brown, six-year-old son of Sun Oil Co.'s Al Brown, sets a cool theme for our midsummer cover. But it's all so unnecessary. Both homes have electric air conditioners running full blast. Maybe the two mothers sent them outside so they could rest. Anyway, it's nice to have models in the back yard, where you can beat a quick retreat to your own heat-beating, electric style.



Plain Talks

James S. Turner
Editor

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

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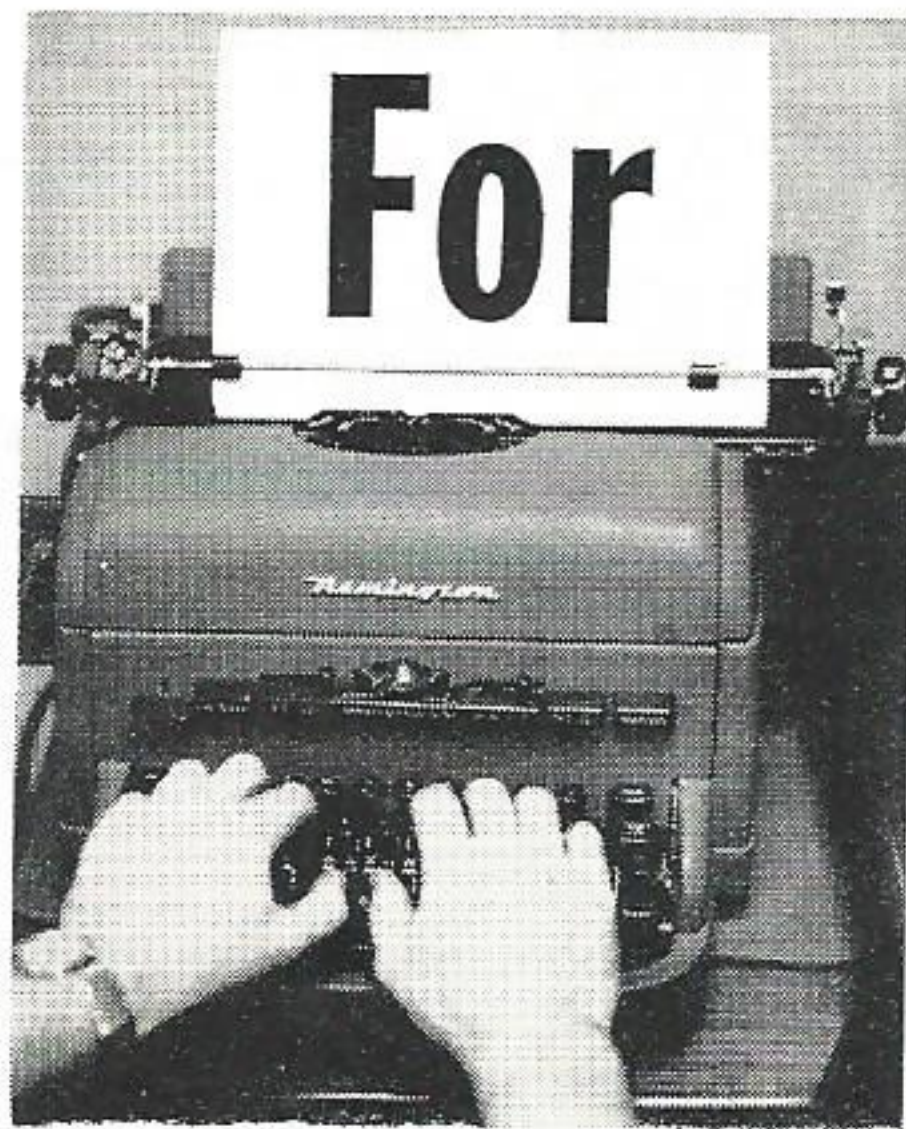
Fay Denny Sales
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Your Information...

Stock Split Explained

Since more than half of us Gulf Staters own shares of the Company's stock it is only natural that last month's two-for-one Common Stock split caused a great deal of employee interest in the financial pages of their newspapers.

The Corporate and Finance Department, especially, was asked by some employees, "Why is it that when a stock split has been voted but is not yet effective, the old shares are traded on the Stock Exchange as well as the split shares on a 'When Issued' basis?" And, "What's the purpose of all this?"

In his own words, William H. Gieseke, our vice president and secretary, and an authority on corporate financing, answers those questions as follows:

"A Stock Exchange is supposed to be a true auction market, only you're buying and selling shares in the American Free Enterprise system, rather than cattle, furniture or tobacco. It's assumed that the split shares will be in the hands of the public by a certain date. So, there should be an opportunity for people to buy and sell the split shares as soon as possible after the split is approved by the shareholders, even though the actual shares may not be in the hands of the public until later. That is really valid reasoning and it is for that purpose that "When Issued" stock is admitted to

Most of us regard "selfish" as a distasteful word. It means generally to be devoted to oneself.

But in practicing safety at all times and in all places, selfishness, devotion to oneself, can pay off in less exposure to injury for everyone concerned — not just ourselves.

So I tell my little boys and the little girl to keep in mind that a careless or thoughtless action by themselves or any of their playmates can result in **their** being hurt and unable to play, maybe for a long time. Put in these terms, the little folks — who believe that there's nothing worse than being left out of things — are becoming more and more safety conscious. I hear them telling their friends not to pick up big sticks "cause it might put out somebody's eye, and they wouldn't be able to watch TV, or see the cartoons Saturday morning." I hear them cautioning each other not to play with that match "cause it might start a fire and burn the house down, then there'd be no place to play when it rains." I hear the older boy telling younger children not to run out in the street without looking because "a car might hit you and you'd have to stay in bed a long time, and not get to ride your bikes."

trading on the Stock Exchange. Perhaps the biggest reason investors buy "When Issued" stock is to round out their holdings. For instance, you may have held 40 shares of Gulf States Common Stock prior to last month's split. You know that you now have

"I Teach My Family To Be Selfish About Safety"

They're not very old, the boy's only eight, but I believe their safety selfishness may become part of their make-up as they grow up.

Adults, too, are selfish when their personal comforts or ways of life are threatened.

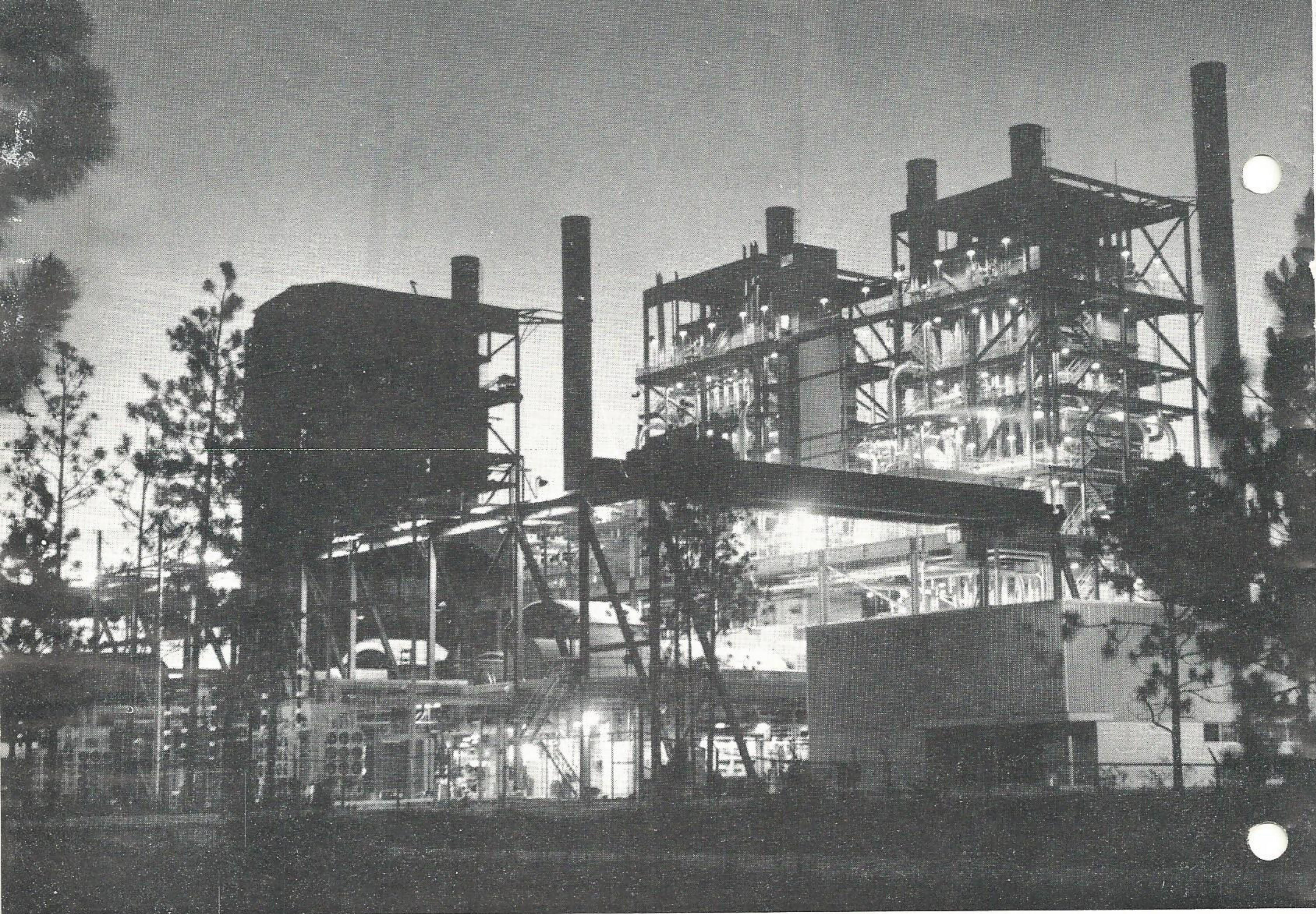
Maybe my wife is an extra careful driver because she realizes that a scraped fender would take money away from her wardrobe, or vacation plans. She never lets little ones have glass containers, or play with pointed toys because, not only does she not want her children in pain, but she knows that doctor bills can eat up a paycheck fast. That may be selfish, but if it means more built-in safety for the family, I'll keep on preaching it.

It really comes "home" when we get into the station wagon to take a drive and four little back seat drivers began offering all kinds of advice about speeding, getting too close to the car ahead and watching out for little children who may be about to dart out from behind "that parked car."

That I don't mind a bit. Maybe they'll keep it up in later years, when the driver is their age, and the car is a souped-up hot-rod. I hope they do.

—JST

80, but you'd like to own an even 100 shares. You could have bought the 20 additional shares on a 'When Issued' basis, without waiting for the split shares to be placed in the hands of the public."



It's on the Line!

*Planning, Perspiration and Patience Combine to
Get Second Unit Shipshape at Roy S. Nelson Station*

by **A. H. DEMERS**
Superintendent

Roy S. Nelson Station, West Lake, Louisiana

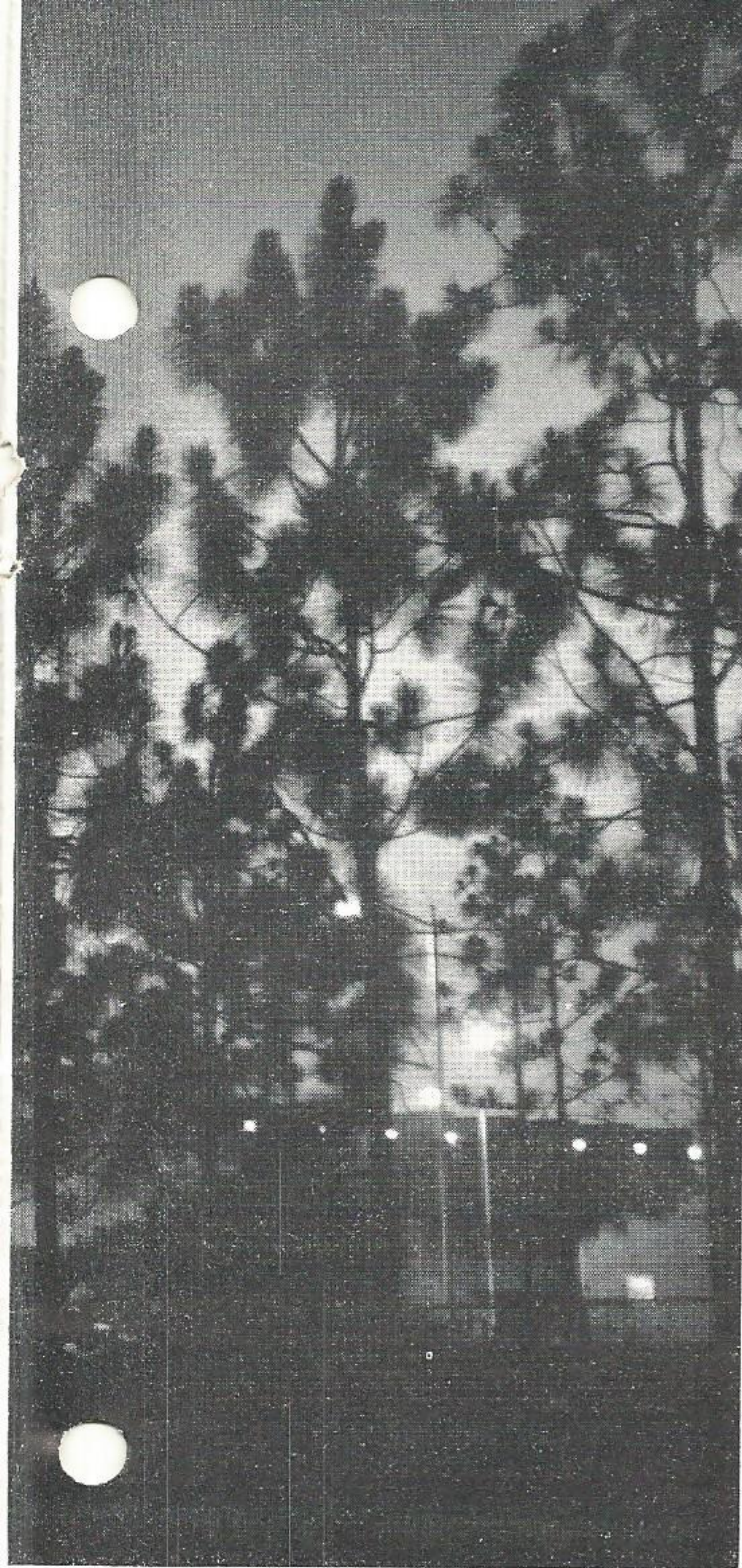
AS ONE SUPERVISOR commented wryly: "In ten or fifteen years, we'll be able to laugh about all this." By "all this," he meant the many man-hours of work and sweat that was necessary so that Roy S. Nelson Station could go on the line with its second 111,000 kilowatt turbo-generator unit on May 30 of this year. We were all weary but happy, on that day.

Of course, there's still work ahead of us: the turbine has to be carefully bal-

anced by weights or it might shake itself apart—but that's standard procedure. The really hard and non-standard work that took place during the "shakedown" operations on this unit is all past us, thank heaven.

We started "Operation Shakedown" at Nelson Station in late 1958, after Stone and Webster, the engineering construction firm that built both units, notified us that they were ready to turn the first of the units over to us.

A huge turbine—for all its apparent strength and durability—has to be treated with more care than a new car during its breaking-in period. We started it up slow, using the turning gear, which slowly and steadily increases the rotating speed of the turbine to 25 rpm. It was held at this speed for about 12 hours while final checks and adjustments were being made. Steam was then admitted to the turbine and the speed slowly



brought up to the operating speed of 3600 rpm. All this time, we carefully watched the turbine, the boiler, all the auxiliary equipment—large and small—and the control systems.

February 19 Was "Power Day"

Finally, at 2:56 a.m. on February 19th, Unit No. 1 was synchronized and Roy S. Nelson Station was generating power. This was indeed a happy day for many of us who were in the control room for we had been looking forward to this moment for over a year.

If we spotted any leaks or equipment irregularities during this preliminary operation, they were reported for later repairs, after the unit had been shut down.

After the completion of the shake-down run and the inevitable repairs had been completed, we started No. 1 up for her first real maximum capability test. We let the turbine develop as much power as it possibly could (124,000 kilowatts) to determine its peak capacity.

A glance through the "log"—the file of weekly memorandums that I sub-

mitted during our testing stages—reveals a lot of the surprises we experienced with this new generating station.

Plant Is Like A Ship

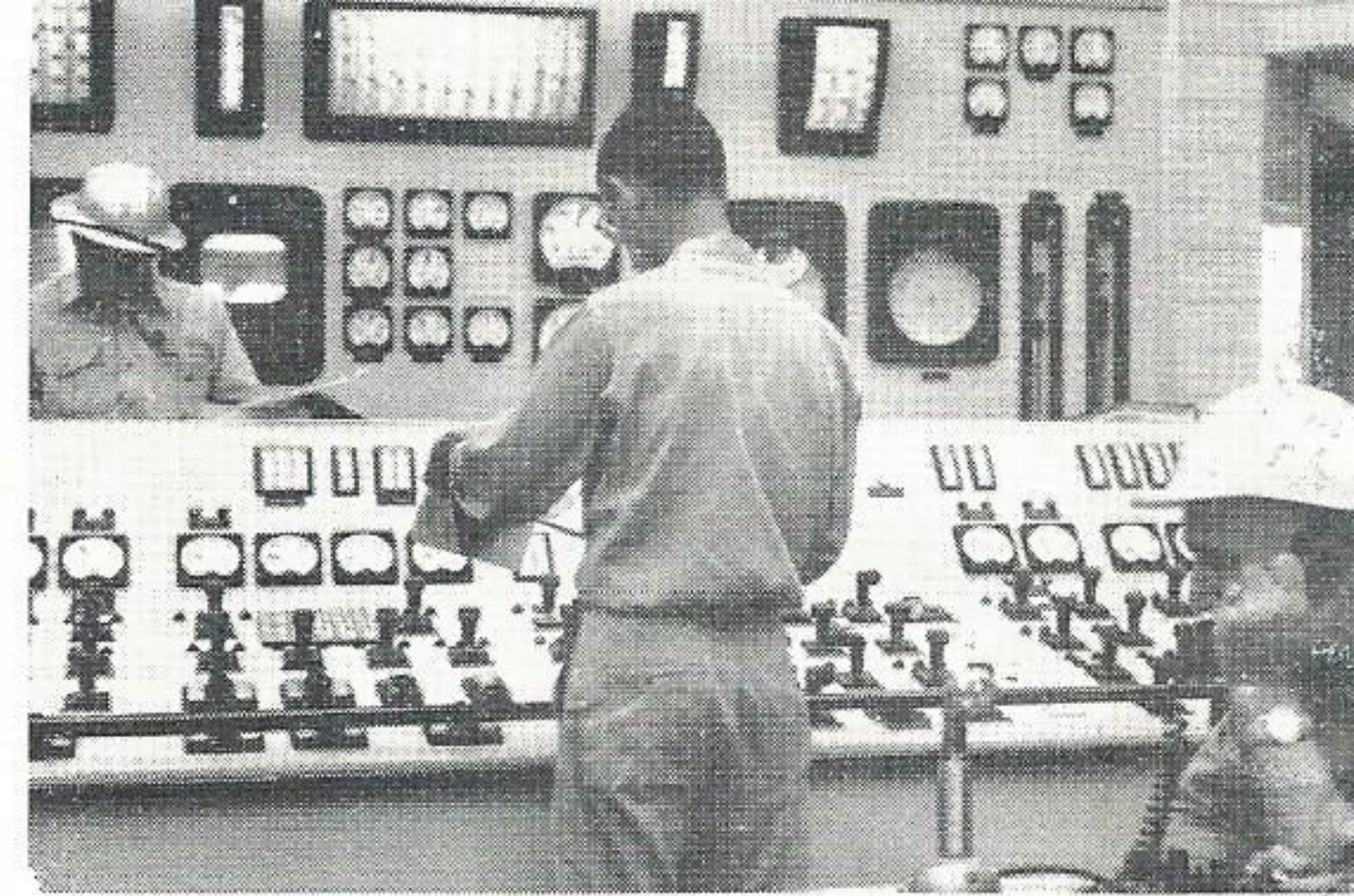
Someone said that a giant new power plant is like a newly-built ocean liner. It has to be put through its paces, the unexpected and unforeseen troubles in the machinery have to be found and repaired so that the ship or station is ready to go for many years. The analogy is good. Even the blasting voice of the intercom system through the plant reminds you of a ship.

Mistakes can and will happen, since starting up each new station is an experience separate and apart from every other one. You have to learn to know and compensate for the peculiarities and quirks of each piece of machinery all over again. Sometimes it was necessary to call in the manufacturers of the equipment and have them replace or repair it.

When you are working with new machinery, there are many things that you just can't foresee, even with prior experience as a guide. For instance, while we were flushing out the turbine oil lines on a 24-hour basis, we were also having workers use concrete chippers on the turbine floor to ready it for the finished flooring. The vibration of the chippers apparently affected the oil piping because just when we thought we had finished the flushing, more trash began coming out of the lines, having vibrated off the sides of the pipes. It was fortunate that it happened at that time, rather than when the unit was running.

One Job Ends, Another Begins

No sooner had we finished with Number One, than we started preliminary operations on Number Two Unit. It has also had its problems. There have been many occasions where supervisory personnel and employees have



A tense moment in the control room as Clifford Chambers, seated, Mark Kingham and H. E. Stagalman check results.

had to work long hours. Also, a few vacations were postponed.

The new Central Information System and the control panels are very complicated instruments with literally miles of control wiring and circuits. To date, we still have adjustments to make, but the station is now operating normally and in the line.

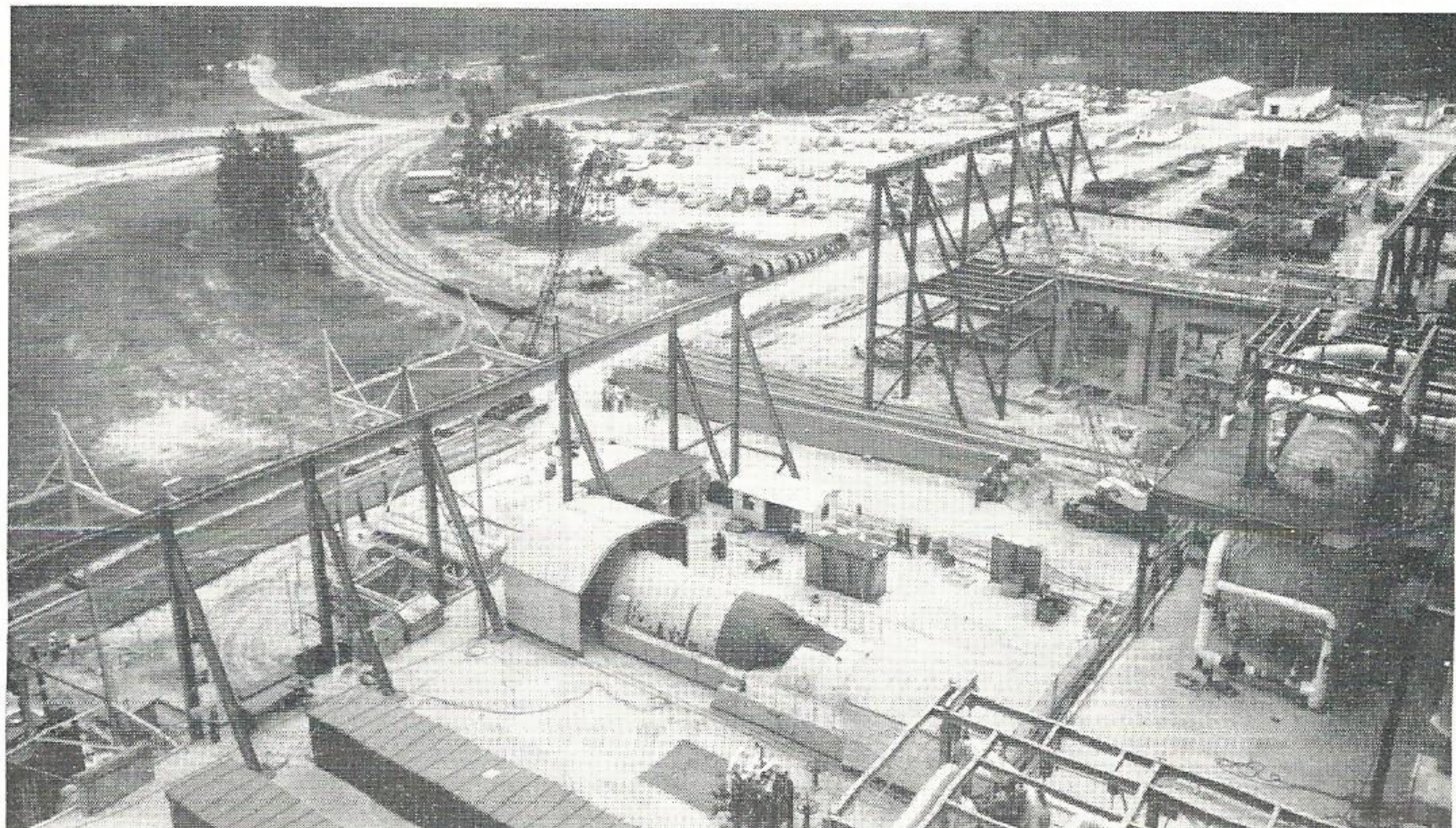
That's the really important thing: that the time and labor of each person on our 32-man staff has finally paid off; when we know that the power is flowing out of here, over the giant transmission lines and through the substations until it reaches the homes and factories and businesses where people need it, all our labors seem worthwhile.

And, next year, we start testing the 162,000 kilowatt Number Three Unit. That will be another story.



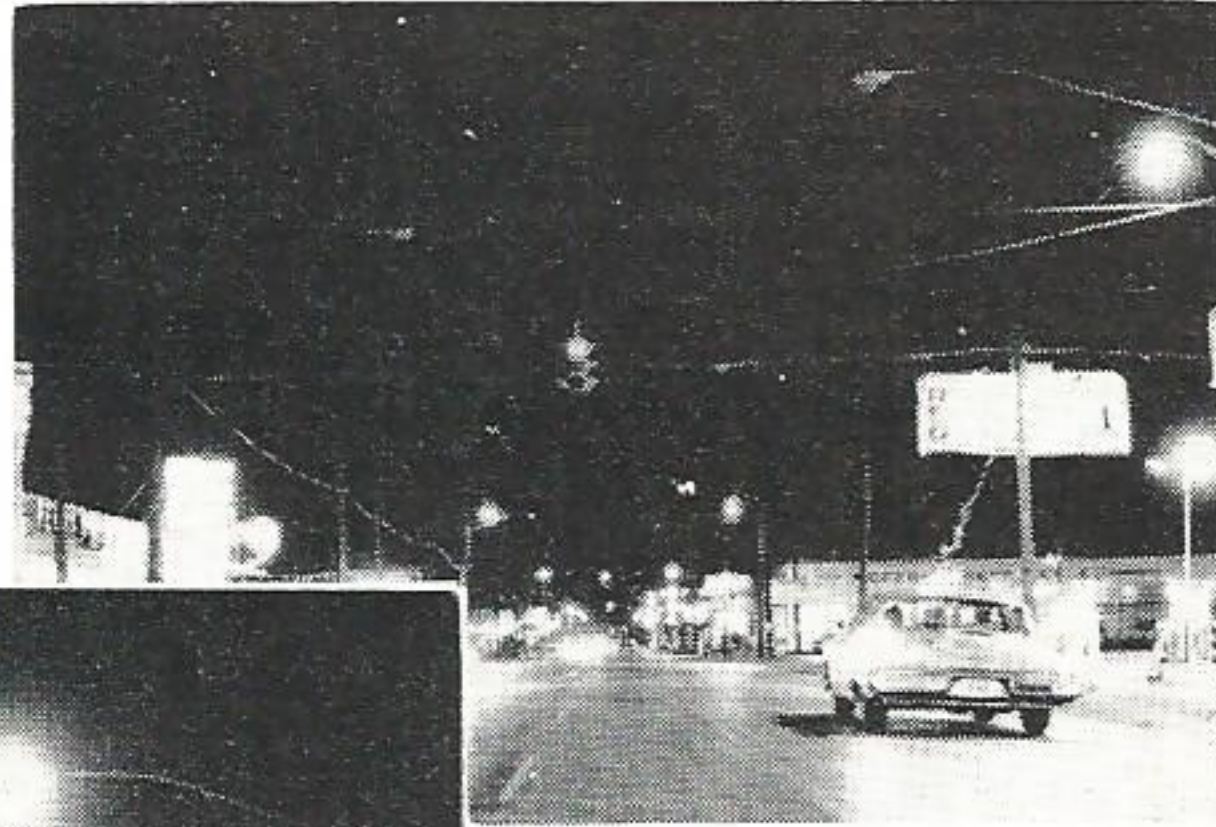
Jim Meitzen, Jim Derr and the author confer.

While second unit was being tested (foreground) work continued on third, larger unit (rear).





Orange city officials watch Mayor C. F. Meeks throw the switch turning on the new street lighting system in that city.



The before and after story when the mercury vapor lights chased the shadows from Green Avenue.

Justly proud of the awards won in the 1st Annual Beaumont Ad Club contest is our advertising staff. Shown here with the awards and the award-winning entries are Walter Wright, Al Young, Herschel Campbell, Kenneth Sutton, advertising director, Joe DeJean, Herschel Mathews, and Charlotte LeVois.



Orange, New City Of Light

Fast becoming one of the best-lighted cities in the nation, Orange last month turned on 72 more Mercury vapor street lamps at a lighting ceremony on Green Avenue. When its street lighting program is completed, it will boast a complete downtown lighting system of 165 such lights and 28 fluorescent fixtures.

The Orange City Council and Chamber of Commerce have worked with our Company on this program of better lighting for the downtown districts.

As the Editor of the Orange Leader, J. Cullen Browning, pointed out in his June 17 column, better street lighting not only attracts more visitors to the downtown area but it can (1) slow down crime and juvenile delinquency; (2) ease traffic congestion; (3) improve business; (4) cut traffic accidents; (5) increase both real estate values and the town's prestige.

Chasing the darkness out of a city takes the cooperation and backing of all its citizens, and the people of Orange are endorsing this program wholeheartedly because they know that it benefits them.

In Beaumont, Baton Rouge Contests Company Advertising Wins Awards

Those millions of impressions about our Company and electric service which our advertising makes daily on people who live in our area, must be pretty good impressions, in the professional judgment of members of the

Advertising Clubs of Baton Rouge, Atlanta, Cleveland (Ohio) and Hartford (Connecticut).

Members of those four Ad Clubs judged the 354 entries which 108 Sabine area firms submitted in the first Beaumont Advertising Club-sponsored advertising awards contest. Judges decided that of the 28 firms which had prize-winning entries, our Company had nine winners in categories embracing newspaper, radio, outdoor poster, direct mail, advertising brochures and coordinated advertising campaigns. Winners were announced at the awards banquet held in Beaumont on the night of June 27 at the King Edward Hotel.

The firm which received the next largest number of awards had five winners. The awards were accepted on behalf of the Advertising Department by Kenneth Sutton, director of advertising.

In addition, an award was won in the annual Baton Rouge Ad Awards competition, for an ad prepared for use in the Capital City by Jack Worthy, assistant advertising director. The Baton Rouge banquet was held June 20, at the Capitol House.

Peak Hits Historic High !

Load passes Million Kilowatts on June 30

Another important milestone in our Company's history was reached June 30 when the Company's system peak load passed the million kilowatt mark for the first time.

At 3:00 p.m. on that date, the amount of electric power used by our customers reached 1,003,700 kilowatts, an all-time high peak. The record peak for the previous year occurred August 12, 1958, when 872,900 kilowatts were used.

The record high peak came at about the time it was expected. Heavy use

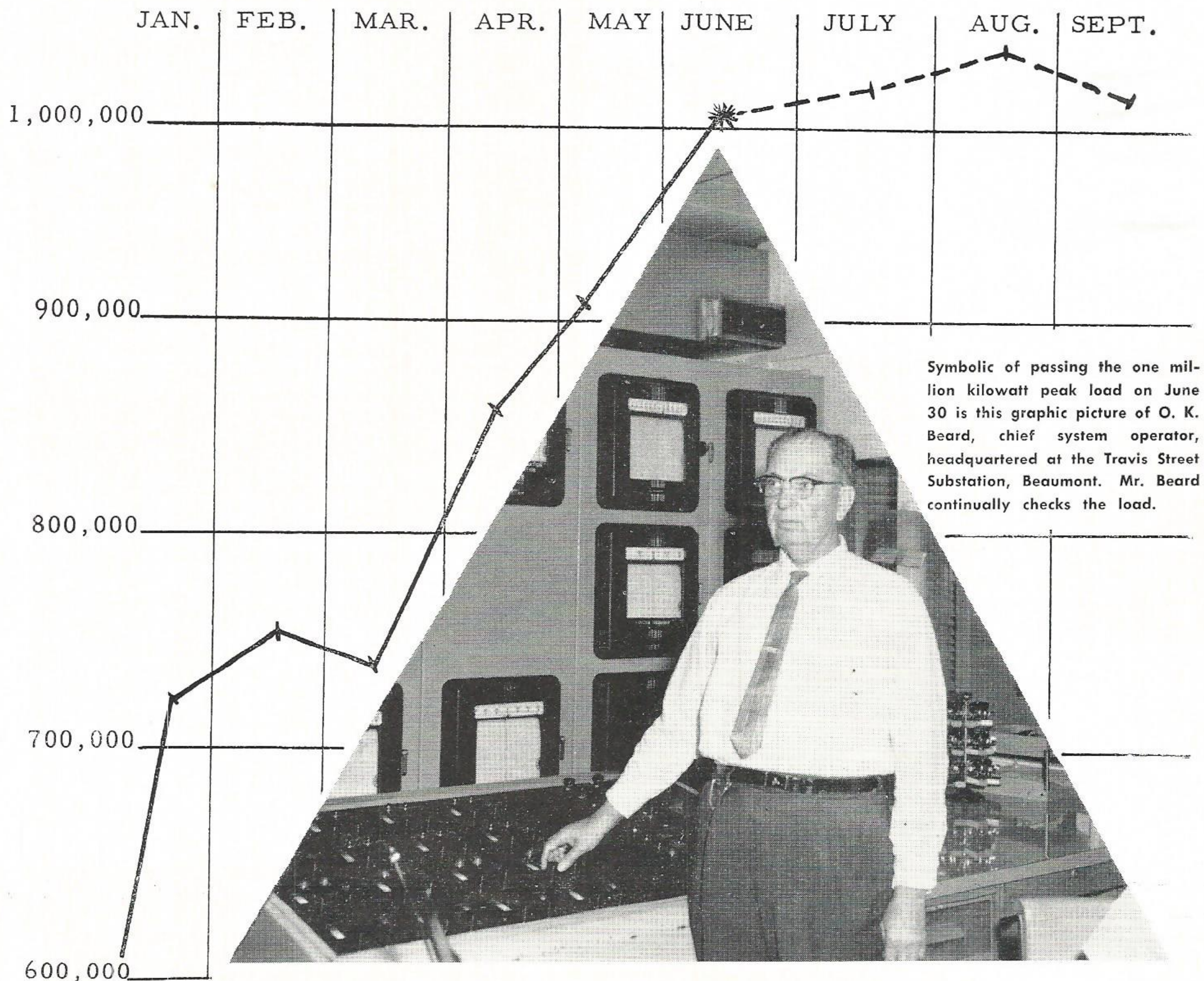
of air conditioning plus water pumping for rice irrigation and other uses pushes our load to an annual peak during the summer months of July, August and September.

The Company's four operating power plants have a combined generating capability of 1,177,000 kilowatts. Neches Station in the Sabine area has a capability of 487,000 kilowatts. Louisiana Station at Baton Rouge has 382,000 kilowatts. Riverside Station at Lake Charles has 86,000 kilowatts and Roy S. Nelson Station near Lake Charles

has 222,000 kilowatts. The newest 111,000 kilowatt turbo-generator went into commercial operation at Roy S. Nelson Station in June.

The electric energy measured by 1,000,000 kilowatts is enough to light 10,000,000 hundred watt light bulbs, or operate simultaneously approximately one million, one ton capacity air conditioning units.

This new record is expected to be equalled and quite probably surpassed during the peak summer months ahead.



Symbolic of passing the one million kilowatt peak load on June 30 is this graphic picture of O. K. Beard, chief system operator, headquartered at the Travis Street Substation, Beaumont. Mr. Beard continually checks the load.

The dark unbroken line indicates the peaks reached each month since January ending with the June 30 system's peak load of 1,003,700

kilowatts. The broken line shows the anticipated peaks through September with a high of 1,055,000 kilowatts predicted before September.

FISH

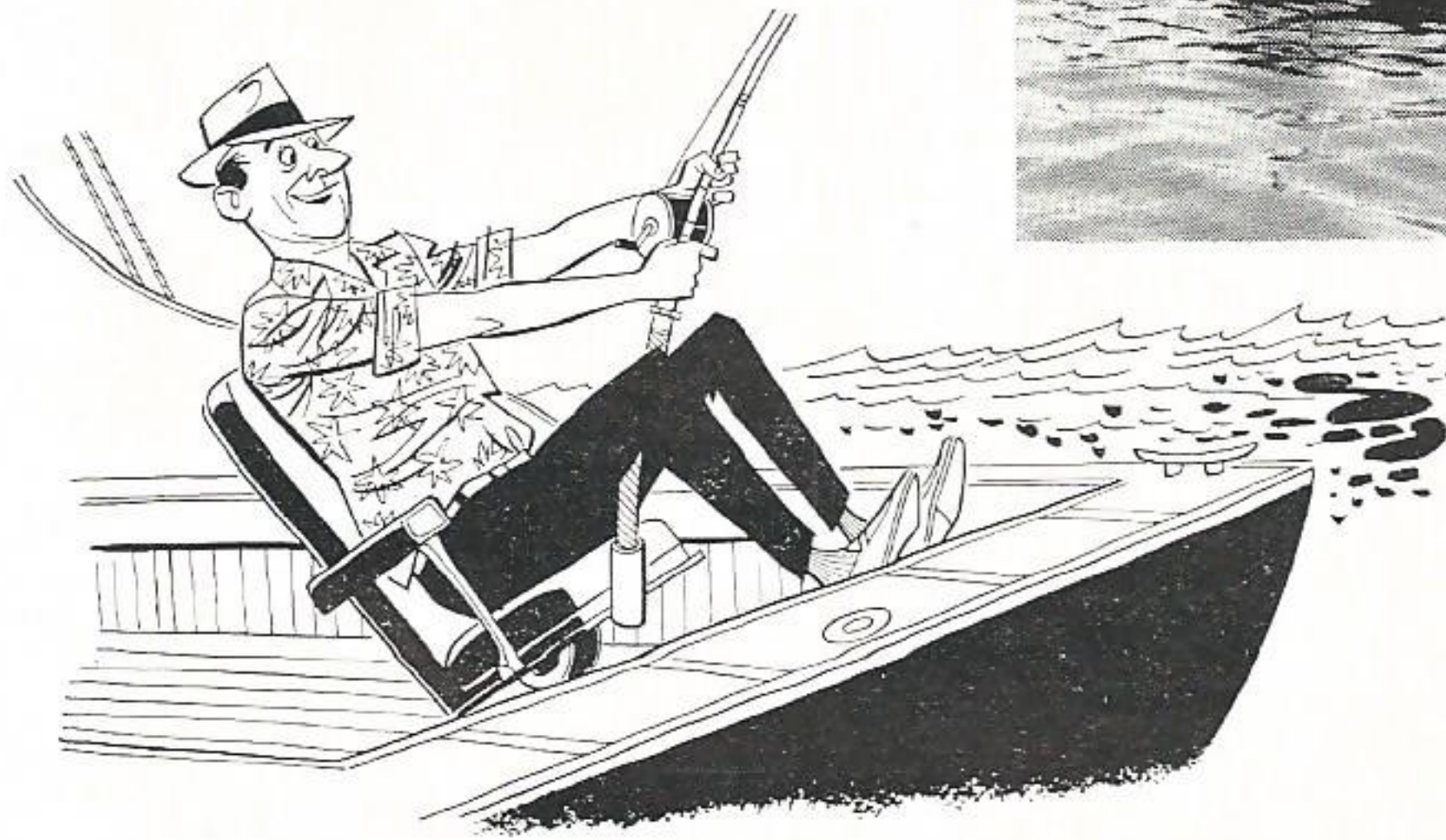


Now that the holiday fishing season, July, August and September, is upon us, Gulf Staters will be hitting the waterways of Texas and Louisiana in search of a prize catch.

After a short drive from anywhere in the area covered by our Company, all of us can enjoy either salt or fresh water fishing. Fish caught along the coast of Texas and Louisiana include black sea bass or jewfish, wahoo, dolphin fish, blue fish, speckled sea trout, tarpon, king mackerel, jack, Spanish mackerel, redfish, drum, red bass, reef bass, and for those who prefer to do their fishing in deeper waters there are sailfish, swordfish and red snapper.

Fresh water fishing may not offer as large a variety or size of fish as salt water fishing but many Gulf States' anglers still get as much enjoyment out of it. The fresh water in the area teems with bass, bream, catfish, perch, sac-a-lait or, as they are known in Texas, white bass or crappie, and roughfish.

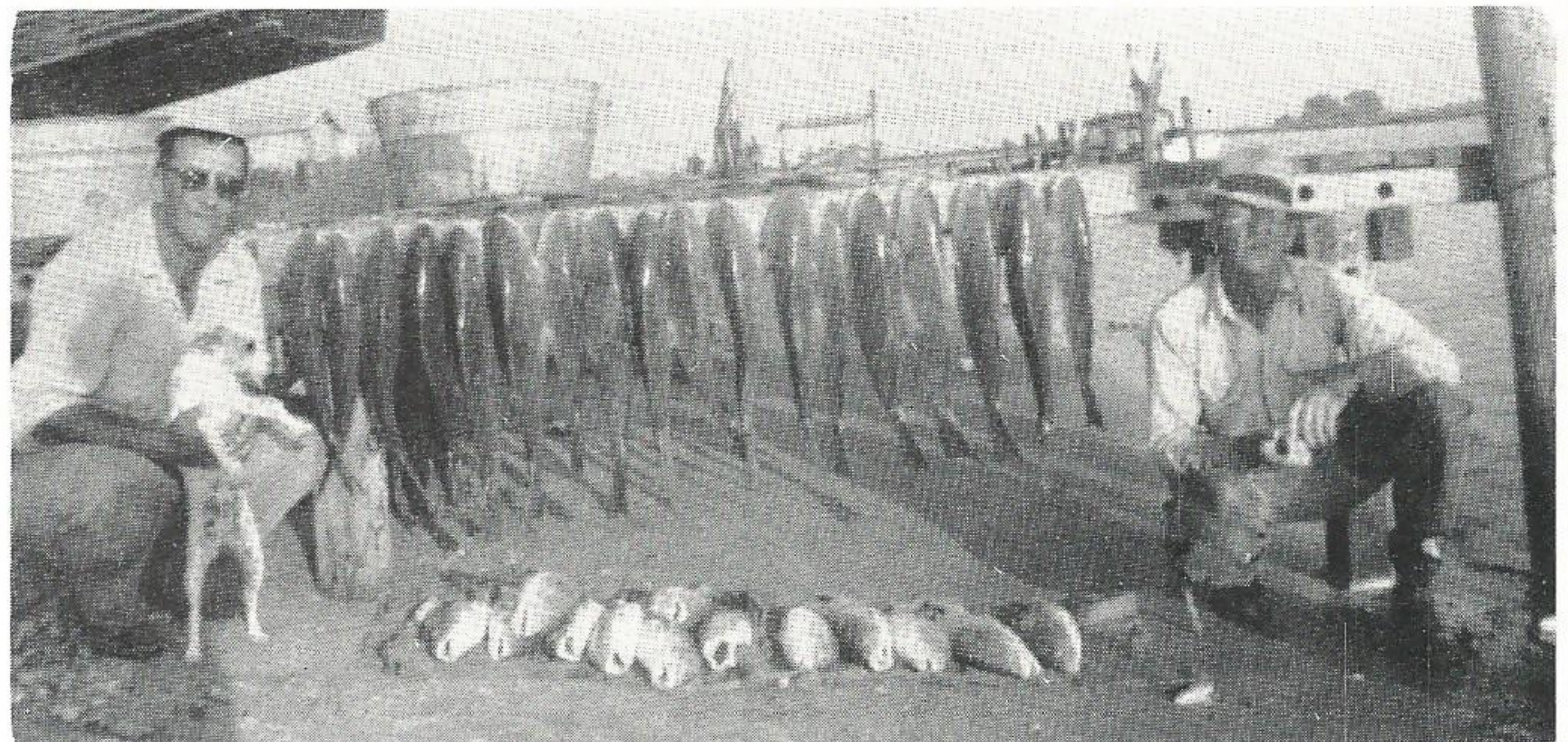
A rivalry has grown up between salt and fresh water fishermen, while others divide their fishing time between both kinds of fishing. On these pages are some of the ones that did not get away from Gulf States' fishermen.



Take your choice, salt water



These bass brought prizes to Howard Chaney and Cyril A. Domingues in Baton Rouge Gulf Stater's 4th Annual Fishing Rodeo. This string was caught at False River near Baton Rouge.



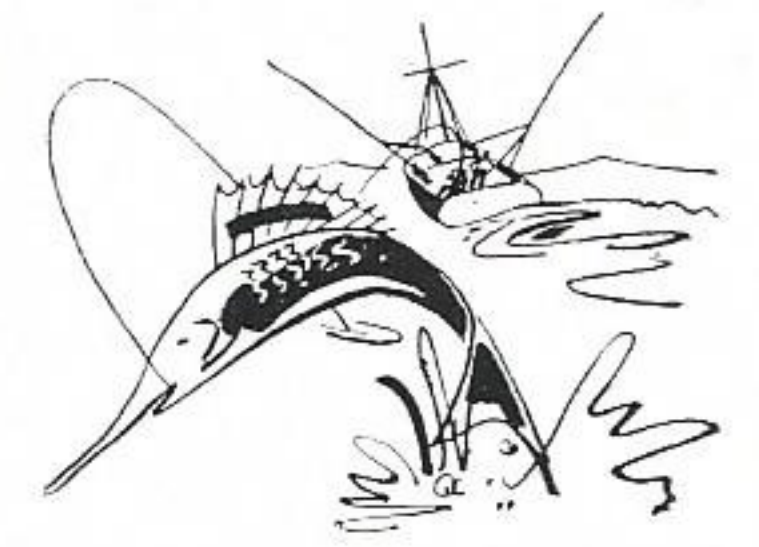
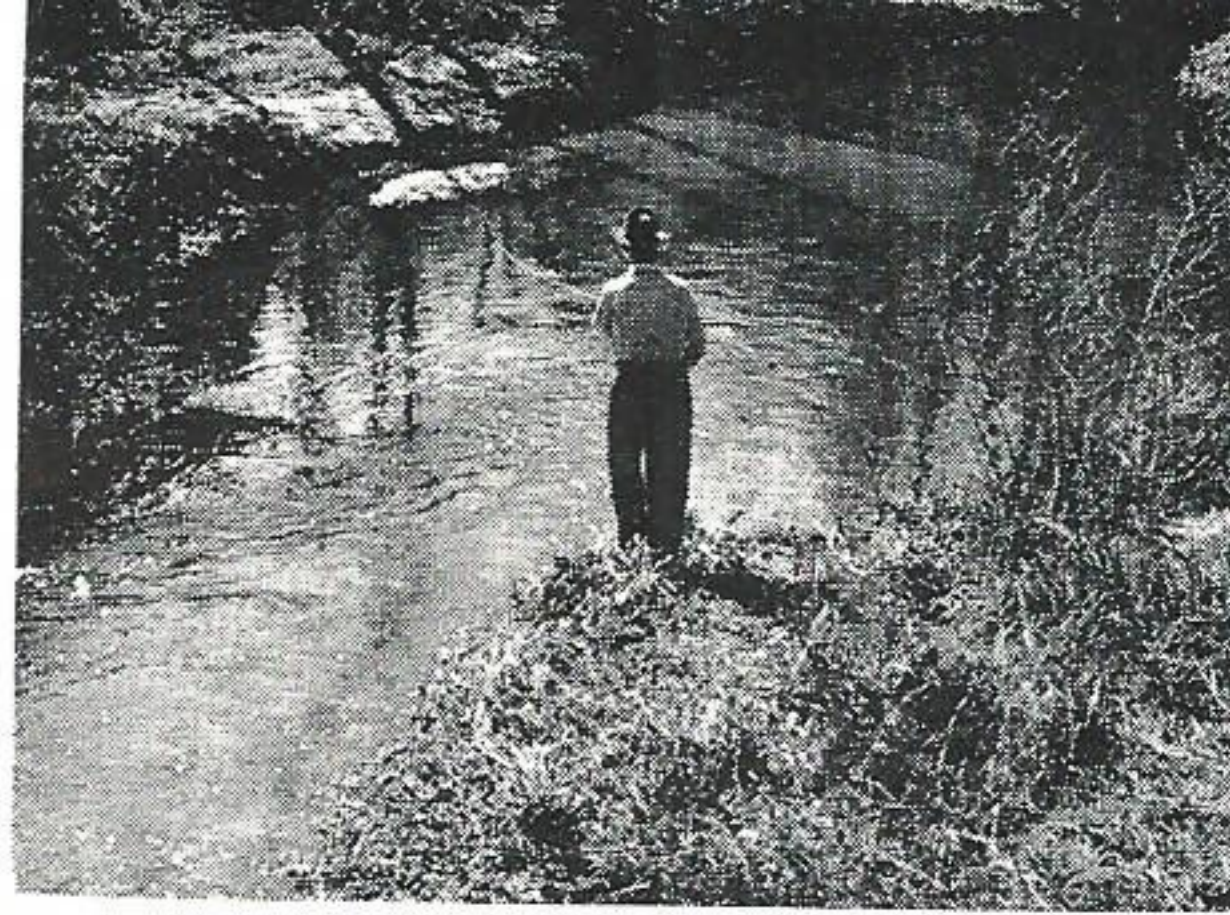
This was a fishing trip to Big Lake that really paid off for Albert Butler and C. W. L. (Dobber) Dobbertine of the Lake Charles Service Department. They caught 45 red fish (part of which are shown on the string) and between 30 and 40 drum and speckled trout. Some of the red fish weighed as much as 11 pounds and the specks weighed several pounds each.



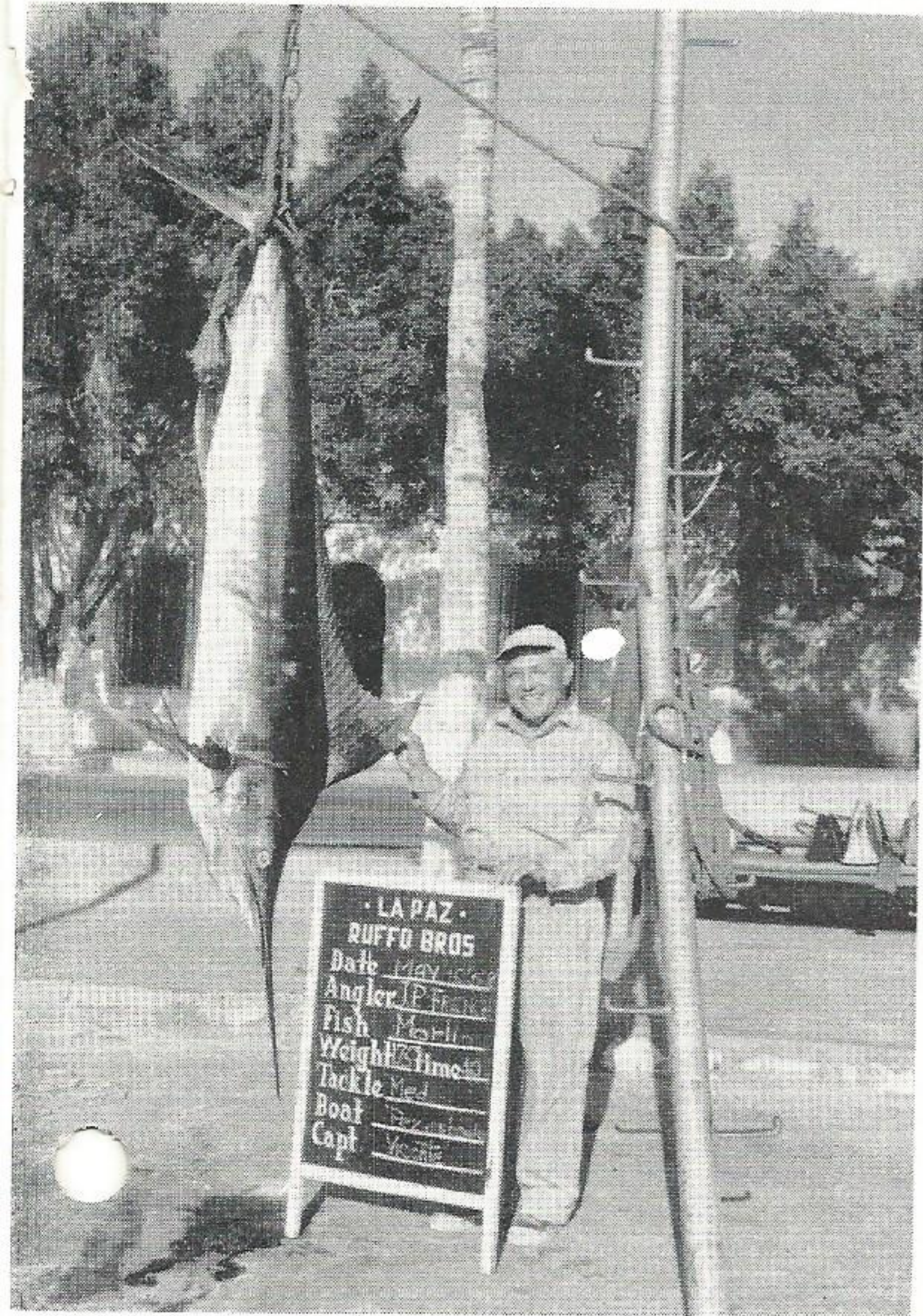
Two things Gulf Staters are proud to take pictures of are their children and the fish they catch. C. J. McGee, control operator foreman, Neches Station, Beaumont, is shown here with two handsome catfish he caught and the son of J. D. Wilson, Neches Station.



TALES



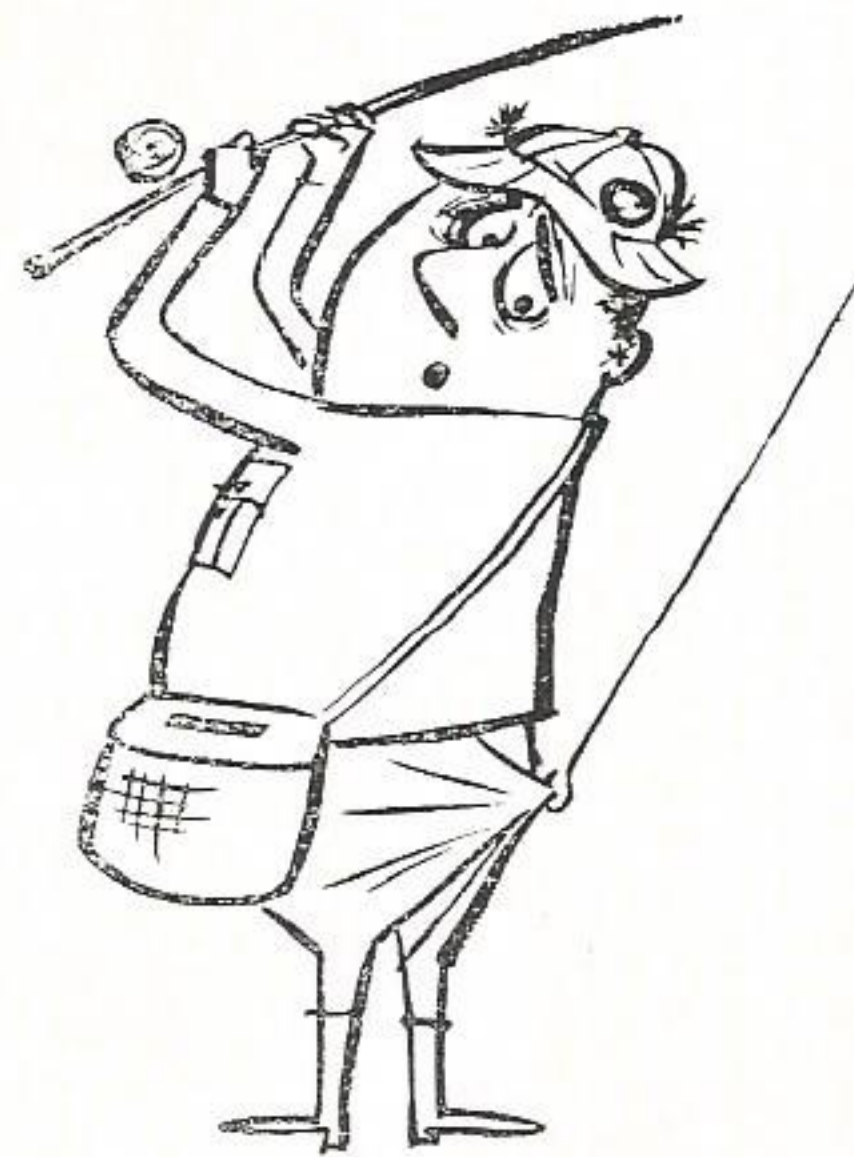
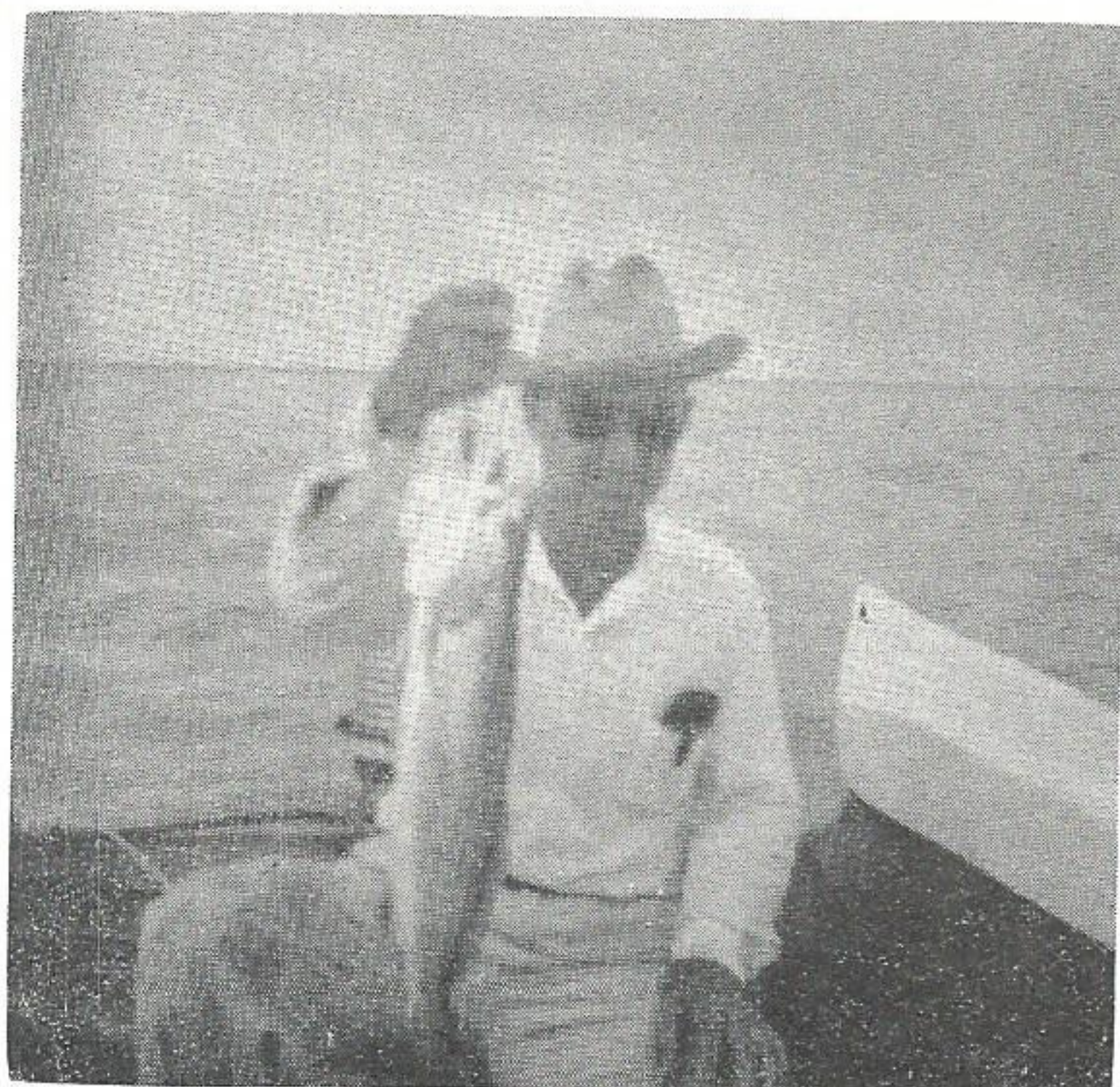
... or fresh. Our area has both kinds.



Some Gulf Staters go far-a-field to get their big ones. This is what J. P. French, purchasing director, Beaumont, did. Mr. French took this 175-pound marlin off La Paz, Baja California, Mexico, in 40 minutes on medium tackle.

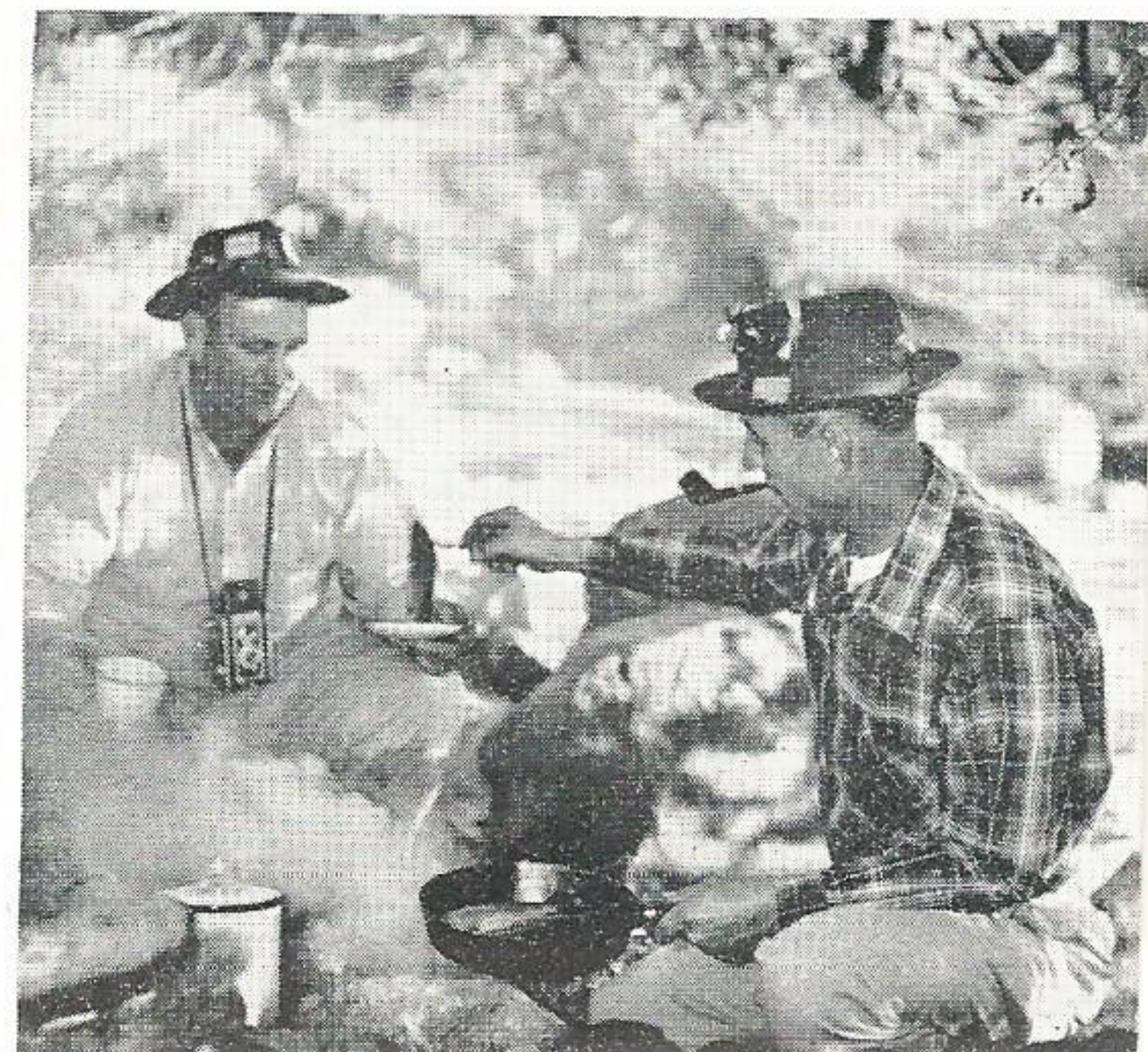


This string of specks was caught off the jetty at Bolivar by Naomi and Bob Haynes. Naomi is secretary to Production Manager, Jack Reich, Beaumont and Bob is an operation supervisor at Neches Station, Beaumont.



Big Lake gives up another big speck to O'Neil Breaux, Sulphur. The trout weighed in at 5½ pounds.

The end results of any good fishing trip, salt or fresh water, lake or stream.



**Society's
saddest
outcasts**



What causes a social drinker to turn into an alcoholic? Why can an otherwise apparently happy person ruin his life and the lives of members of his family? These are the basic questions that caused the founding of the National Council on Alcoholism, Inc., which has asked PLAIN TALKS to bring you this three-part series on alcoholism.

While we have no knowledge or figures about alcoholism among company personnel, there does not seem to be a serious problem in our Company. These three articles are designed merely to inform you about what alcoholism is, and how to spot its symptoms. Therefore, it is in the hope that your family will never be bothered by the effects or after-effects of this disease that the editors present this series of articles to you.

By

MARTY MANN, Executive Director,

National Council on Alcoholism, Inc.

AN ALCOHOLIC is a desperately sick person, victim of an insidious progressive disease, which all too often ends fatally.

An alcoholic can be recognized, diagnosed, and successfully treated.

An alcoholic cannot be *cured* of his disease so that he can drink normally again. But his illness can be arrested so successfully that he can lead a perfectly normal, healthy, and happy life without drinking.

This can take place provided he is recognized as an alcoholic—and recognizes the fact himself. As in any other illness, the sooner alcoholism is recognized and treated, the better for everyone concerned.

Blunt talk, you say? Of course it is. Bluntness is needed because there are still many people who fail to recognize it, fail to understand its importance.

Just as there could be no compromise in describing tuberculosis when the dread effects of this disease were being brought out into the open not so many years ago, there can be no compromise in dealing with alcoholism.

If we are to be successful in bringing the facts of alcoholism to light, plain talk is important.

1 of 14 Drinkers Become Alcoholics

Don't forget, of the 70,000,000 people in the United States who enjoy drinking as a normal part of their lives, one in fourteen develops alcoholism. And since there is no way of detecting in advance where alcoholism will strike, it is only sensible that everyone should know as much as possible about this disease.

Once the facts about alcoholism are fully understood by all—and the necessity for early recognition and treatment accepted by all—then, and only then, will we be able to reduce the incidence and prevent the tragedies due to misunderstanding and lack of knowledge that surrounds the nation's fourth greatest health problem. A willingness to face harsh facts is needed. Once faced realistically, a major portion of the battle is won.

The identifying symptoms of alcoholism are known and have been catalogued again and again in scientific, professional and even some popular

journals. They are worth repeating, however.

In listing them, it becomes possible to show clearly the progressive nature of the disease, for they fall naturally into three major groupings:

1. Early 2. Middle 3. Late or Advanced. These symptoms have been gathered largely from case studies of recovered alcoholics, many of whom, on looking back with perspective and honesty, have stated over and over again that they now realize they had never been truly "normal" drinkers; that the signs had been there from the first; and that, had they known and been able to recognize those signs, they might have saved themselves years of suffering.

In the early behavioral pattern of alcoholism one finds: broken promises to himself about drinking; alibiing or lying to himself about drinking; gulping drinks where others drink slowly; drinking to get up "dutch courage" before a party or an appointment; feeling the necessity to have drinks at certain times; insisting on an allotted time for drinking, regardless of the convenience of others; insistence on drinks for special events, even for such minor events as a walk on the beach; drinking for "that tired feeling"; drinking for "shattered nerves"; drinking to forget troubles and to alleviate depression; and drinking to celebrate—even quite simple and everyday occurrences.

In the middle stages, everything listed above is intensified. In addition, so-called "solo" drinking at noon to soothe a hangover sets in; steady drinking which may last for days is begun, even though it is not always constantly excessive drinking. "Going on the wagon" becomes a part of the pattern and personality changes become increasingly noticeable. Blackouts occur and may for a long while be hidden from general knowledge. But the alcoholic worries about them, even though he may do nothing about them since he fails to recognize the meaning of the symptoms.

Lives To Drink

The late symptoms of alcoholism can be summed up in one phrase—the alcoholic lives to drink and drinks to live. Everyone recognizes this stage.

The critical points for detection and treatment of alcoholism are in the early and middle stages. By constant education it is our hope that we will make everyone aware of these symptoms, and of the risks involved in not recognizing and treating the condition at an early stage. Those in the late stages may still be successfully treated but much harm has been done by that time, and success is less certain.

It is difficult for an outsider, even a loved one, to impress on alcoholics in the early or middle stages that treatment should be sought.

The National Council on Alcoholism through its affiliates—more than 50 throughout the country—is constantly training and educating workers in this field. Where a problem exists or is thought to exist they should be consulted at once. Consultation is private and free. No stigma is attached. NCA and its affiliates are primarily concerned with the individual sick alcoholic and his restoration to a healthy, happy, and useful life as a worthwhile human being.

(Part two of this series will appear next month. It discusses, "Who Is An Alcoholic?")

Shareholder Relations

Company Wins 3 Management Awards

United Shareholders Annual Meeting Award

1958

1959

Presented to Gulf States Utilities Company for

Meritorious Achievement
IN THE FIELD OF

Management - Shareholder Relationship

*For Encouraging Participation in American Corporate Ownership
So Essential to Strengthening the Pillars of our Constitutional
Form of Government and Upgrading our American Way of Life.
For Notable Leadership in Association With
His Conferees this Award is Presented to*

R. S. Nelson, President

Advisory Committee on Awards United Shareholders of America, Inc.

C. Norman Patton *Richard L. Johnston*
PRESIDENT



Our Company has been recognized for outstanding achievements in three phases of management and shareholder relations, the company learned this month.

Certificates of excellence at left have been received by President Nelson in the following categories:

1. Management in 1958, from the American Institute of Management.
2. Management - Shareholder relations, from the United Shareholders of America.
3. The 1958 Annual Report, from the Financial World magazine.

The management excellence certificate is based on evaluation by representatives of the American Institute of Management in the ten categories of economic function, corporate structure, health of earnings, service to shareholders, research and development, directorate analysis, fiscal policies, production efficiency, sales vigor and executive evaluation.

This is the second time we have earned recognition in this field.

The excellent management-shareholder relationship award is based on our activities in encouraging the broadening of corporate ownership, which, according to the United Shareholders of America, has helped cause a resumption in "the upward march of the American economy and a continued steady growth of the Free Enterprise system."

The Merit Award, earned by our 1958 Annual Report to shareholders, was in recognition of the excellence of the report on the basis of content, design and typography. There were 5,000 entries in the nineteenth Annual Report Survey, according to the Financial World.

The Annual Report is among those eligible to win such additional awards as the bronze Oscar-of-Industry, tops in each of 87 industrial categories; the silver Oscar, best in six broad classifications and the coveted gold Oscar, for best report of all industry.

FINANCIAL WORLD

Merit Award

F For distinguished achievement in Annual Reporting

In recognition of the excellence of its 1958 Annual Report to shareholders, this certificate is presented to

GULF STATES UTILITIES COMPANY

Selected on the basis of content, design and typography from among five thousand entries in the Nineteenth Annual Report survey conducted during 1959

Richard J. Anderson
EDITOR AND PUBLISHER

JUNE 17, 1959

Enterprising Beaumont Newspaper

Company Stock Offered As Prize To Boost Newspaper Circulation

The enterprising newspaper, the Beaumont ENTERPRISE, has launched an increased circulation campaign, based on subscribed interest in the newspaper's new financial page, which carries full stock market quotations.

The newspaper carrier who brings in the most new subscribers will win two shares of our common stock, paid for by the paper and purchased through

regular brokerage channels.

Idea-man for the contest is Frank Arnold, circulation manager for the ENTERPRISE. Mr. Arnold deserves credit for an imaginative approach to building interest in the benefits offered by your newspaper, as well as for helping some youngsters receive early training in the advantages of the American Free Enterprise system.

American Institute of Management

*In Recognition of
Distinguished Accomplishment
in the Ten Categories of the Management Audit
Hereby Confers Upon*

Gulf States Utilities Company

THIS CERTIFICATE
OF MANAGEMENT EXCELLENCE
FOR THE YEAR 1958

Witness our Hand and Seal



Jackson Martindeel
Edward L. Johnson
PRESIDENT

“Try Summer Salad-Slimming”



Mrs. Brooks

by
Mrs. Grace Brooks
Home Service Advisor
Beaumont



It's a fact that people should eat less in the summer than in the winter, but many do not, simply because they don't know how. One answer is in the preparation of simple, lightweight salads that can fill and nourish without stuffing. Here is a list of the favorites that have come from the Gulf States Home Service Department. Try them on your own family this summer.



Veal Supper Salad

- | | |
|---|--|
| 3 cups cooked veal,
diced | $\frac{3}{4}$ Tbsps. French
dressing |
| $1\frac{1}{2}$ cups thinly sliced
celery | 2 Tbsps. chopped chives |
| $\frac{1}{3}$ cup minced green
pepper | $\frac{1}{2}$ cup mayonnaise
salt and pepper to taste |

Combine the veal, celery, pepper and French dressing. Chill. Drain and season to taste. Now, add the mayonnaise. Serve the veal supper salad in lettuce cups and garnish with tomato wedges and sliced hard-cooked eggs. This recipe makes 8 servings.

Melon Ball Salad

With a small measuring spoon you can scoop out these melon balls; honeydew, cantaloupe, and watermelon. Serve in lettuce cups with tart French dressing.



Vegetable Salad

- | | |
|------------------------------------|--------------------------------|
| 2 grated carrots | 1 floweret of
cauliflower |
| $\frac{1}{2}$ cup celery, chopped | 1 head lettuce |
| $\frac{1}{4}$ cup parsley, chopped | |
| <i>French dressing</i> | |
| 4 Tbsps. olive oil | 1 stp salt |
| 1 Tbsp. water | $\frac{1}{2}$ tsp. dry mustard |
| 2 Tbsps. vinegar | 2 Tbsp. lemon juice |
- Toss vegetables with French dressing.

Molded Tomato Salad

Heat to boiling 1 cup of tomato juice, pour over 1 package of lemon Jello. Stir until dissolved and add 1 cup cold tomato juice. Add:

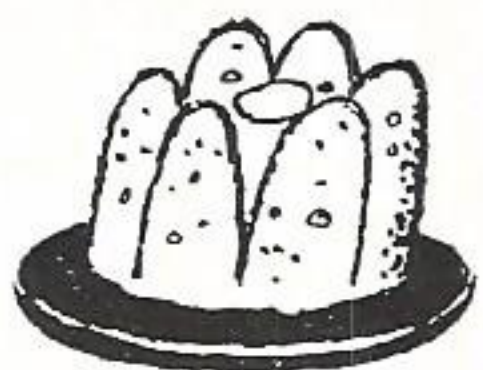
- | | |
|--------------------------------|--|
| 1 cup shredded cabbage | 2 Tbsps. chopped green
pepper |
| $\frac{1}{2}$ tsp. salt | 1 small bottle stuffed
olives, sliced |
| $\frac{1}{8}$ tsp. celery salt | |
| 3 Tbsps. lemon juice | |



Beet Luncheon Salad

- | | |
|---|---|
| 1 pkg. lemon Jello | $1\frac{1}{2}$ cups shredded
cabbage |
| 2 cups hot water | $\frac{1}{4}$ cup diced green
pepper |
| 3 Tbsps. vinegar | $\frac{1}{2}$ tsp. grated onion |
| 1 tsp. salt | |
| $1\frac{1}{2}$ cups diced cooked
beets | |

Dissolve Jello in hot water. Add vinegar and salt. Chill until slightly thickened. Season beets and cabbage with salt, add onion. Fold into slightly thickened Jello. Turn into oiled mold. Chill until firm. Garnish with stuffed eggs and mayonnaise.



Orange Prune Salad

Stuff prunes with cottage cheese. Place on sliced oranges, allowing 3 prunes to each serving. Arrange on salad greens, add French dressing, if desired.



The man who the books

Number 7 of a series

ACCOUNTING has come a long way since a book-keeper bent over bulky ledgers and carefully made his entries with a quill pen.

Today's accountant uses methods and machines that enable him to do many times the work of his counterpart of years ago.

In our Beaumont System Accounting Department, five accountants, assisted by junior accountants and clerks, keep the books.

These five, Jerry Roberts, George Rice, Grady Smith, Harold LaFosse and Roy Hester, can discuss in detail the value of our Company, our equipment or what almost any job or item costs.

Modern accountants are a blending of artist, scientist and reporter.

To complete their many reports, forms and lists, these men "paint" the picture of the financial status of our Company. Each job order, requisition and report is part of the portrait.

Scientists analyze and develop, but so do accountants. Each item is carefully screened and properly processed to attain a desired end result.

Jerry Roberts, General Accounting, is primarily responsible for work orders. Any job that affects



Photos courtesy of General Electric Company.

OUR HERO - THE HEAT PUMP

*The electric utilities' triple-threat hero is
a cooling Summer servant, a warming Winter worker,
and an important Kwh Load-Leveler.*

LAST MONTH a Beaumont home-builder announced that the \$10,000 bracket heat pump home is now a reality. His statement marked the breakthrough of economic barriers which should result soon in annual area sales of over 1,000 of the all-electric, year-round weather conditioners which are fast gaining in popularity with both home and commercial customers in the area we serve.

If it happens as anticipated, it will mean the successful culmination of many years of work, experimentation and aggressive sales promotion, by our Sales Department, and by manufacturers, distributors, dealers and later, architects and builders in our area.

While the versatile heat pump is regarded by its owners as a compact, convenient all-weather servant, which adds value and comfort to a home or building, it is much more than that to electric utilities like ours.

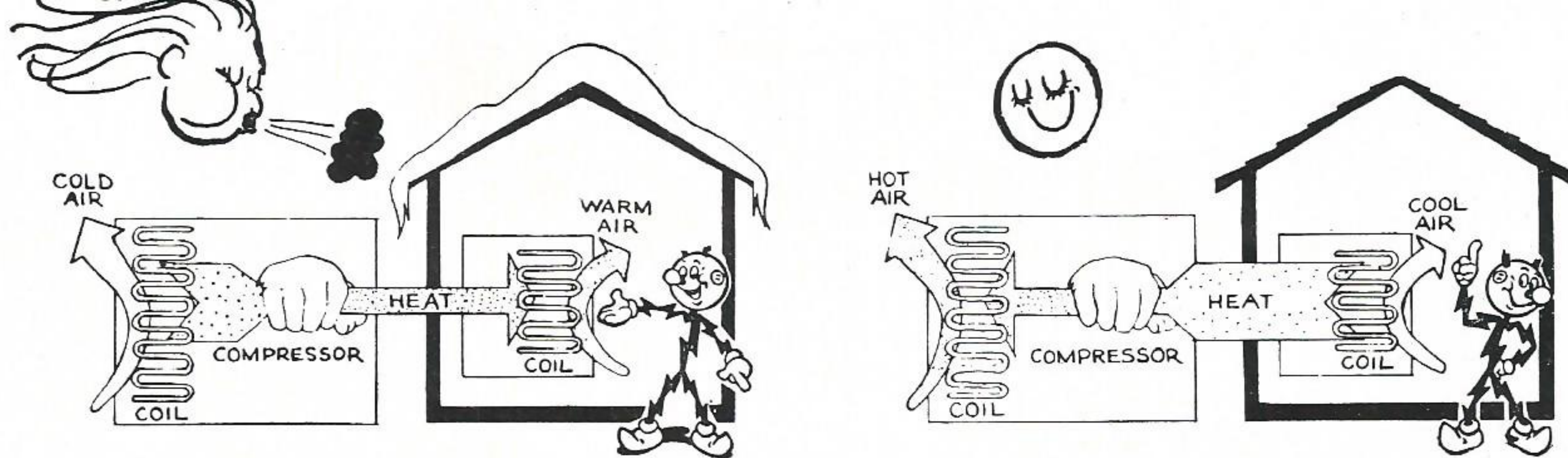
The enthusiasm of the American public for air conditioning in the summer months, especially in areas with mild winters and very hot summers, causes a summer peak on many electric utility systems. (See story, page 5) And the sharp drop off in load in cooler months means that much of the generating, not to mention line and transformer equipment, needed to handle the summer loads, stands idle, producing no return on the investment.

Utility companies have long looked

for ways to balance the load by some device which will step up winter electric use. When the heat pump appeared on the scene in the early 1930's, it looked like the answer to the industry's prayer. But many years of trial and error, success and failure, lay ahead.

First GSU Unit Installed in '35

While not the first, we were certainly pioneers in heat pump experimentation. In 1935, working with an equipment manufacturer, we installed an early model in the Port Arthur office. During World War II replacement parts became difficult to obtain and we converted to a conventional unit.



This simplified diagram shows the year 'round operations of the electric heat pump.

In 1940, we again experimented, but the war once more delayed the program.

In 1950, when we built the large Service Center on Eleventh Street in Beaumont, we revived the program and this time obtained happy results. Other pilot installations were carefully checked throughout the system.

Our long-range promotional program began in earnest. Sales personnel enrolled in manufacturers' heat pump courses, then came home to conduct classes for others. Advertising and employee and public information programs gradually accelerated. Results were soon evident.

In 1951, eight heat pumps were sold, four going into company offices and four to customers. In 1952, 18 units were added and by the end of 1953, there were 55 additional units, for a total of 105 heat pumps of all kinds on our lines.

Results Noted Annually

Since 1953, the total has increased as follows:

1954—32 units installed for system total of 137

1955—108 units installed for a system total of 245

1956—189 units installed for a system total of 414

1957—199 units installed for a system total of 613

1958—275 units installed for a system total of 888

Many employees of the company are taking advantage of an exceptional Company offer, thereby spearheading the selling campaign by buying heat pumps for their own use. Units for employees can be purchased at Company cost, being financed at no interest rate over a five year period. The company foots the wiring bill and if the unit cost decreases before the end of the five years, the Company will return to the employee the difference between the amount paid and the new cost at the end of the five years.

As of April 30 of this year, there were 1,194 residential and commercial heat pumps on our lines. There are 23 units installed in company build-

ings. The quota for this year is 600. Making year-round electric, weather conditioning even more appealing are the new low residential rates, which offer customers electric energy (after 600 kilowatthours have been used, exclusive of water heating) at bargain basement rates of 1½¢ a kilowatthour in the summer months of May to October and 1.17¢ a kilowatthour after 600 kilowatthours in the winter months of November to April, inclusive.

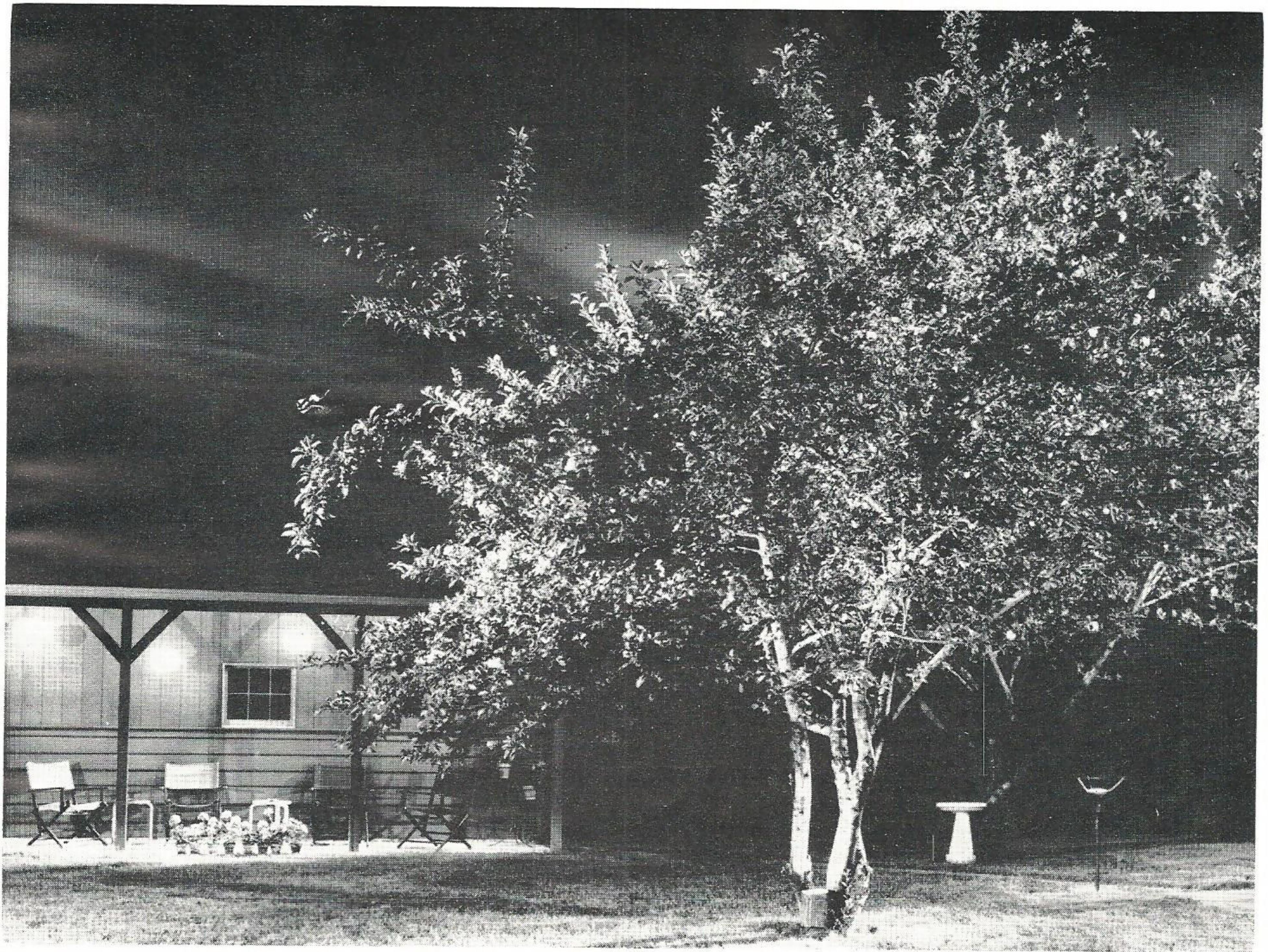
President Was Pioneer

President Nelson was an early heat pump booster. We had 86 heat pumps on our lines in 1953, when he said "The future of the heat pump now lies in the hands of the utility companies and how rapidly it comes into general use, at least in areas where year around climate is mild, will depend on how aggressively utility companies serving these areas endorse and promote its use."

With his backing, our Company will continue in its drive to gain the same kind of public acceptance for the heat pump which has made the electric refrigerator a world-famous servant for electric-better living.

Sixty Gulf States sales representatives from all parts of our system met in a series of lectures on the merits of the electric heat pump in May in both Beaumont and Lafayette. Shown here is the group as they posed with a model heat pump in the Beaumont Main Office Building.





You, too, can have a

SUNDOWN SHOWPLACE

This summer, you can pause in the dark near the back door of your home, flick a switch and watch your backyard blaze into beautiful, colored life!

“Bubble lights” in the trees and a luminous canopy over the patio, can combine with strategically placed ground lights to create a breathtaking scene of silhouetted trees, glowing flower beds and illuminated paths.

Actually, any homeowner can achieve spectacular lighting results if he takes the trouble to learn the problems and requirements — and makes a plan.

According to our Company's lighting experts, good lighting fits the entire range of your outdoor activities. That means you have to know your specific needs.

Take time to analyze the loveliest features in your landscape, choose the ones that are likely to bring out the intrinsic beauty, colorfulness, form and composition of a scene.

Remember, you can depend on the darkness to conceal unsightly buildings or clotheslines.

Safety, Too

Our outdoor lighting specialists emphasize that safety is another all-important aspect of the planning phase. Beautiful or not, all the light won't be much good if you have to stumble over dark steps, stepping stones, or dim pathways.

Once you decide on the main points, note the relationship of one complete

area to another. Your aim is to create and develop an **overall** lighted scene.

A few pertinent questions will start you thinking on the right track: will all the desirable areas be seen at once or will some be isolated? Will the areas be seen from several angles or just one? Is the contour rolling or flat? Is the point of view high or low? Are illuminated areas close to or away from the house?

Keep thinking of how each element of light will look when the entire scene glows through the darkness.

Once you've worked out a general plan, start thinking about the actual lamps and light intensities you'll need. In dining or recreation areas, you'll need more light than in a garden area.

Naturally, areas surrounding these "sight" spots will have to be filled in with indirect light. This "fill-in" light is usually much lower than direct light.

For covered porches with louvered ceilings, the roof construction is ideal for using 75-watt reflector lamps. Add three flood lamps and two spotlights and you have all the brightness and variation you need.

Tree Lights

Want to make your terraces part of the outdoors? It's easy. One good principle is to light up a tree and make it serve as an eye catcher. Then hang white plastic "bubbles" from the terrace roofs for added interest, spotlight your bright flowers to add focal points, and you have a beautiful scene.

Most dramatic results come from the lighted flowers. Startling results with more color, and definition of detail

take a higher level of lighting than moonlight. The most pleasing results come from a planned composition of color and brightness developed around a selected focal point like a flower bed, an attractive tree, a pool, fountain or sculpture. The selected feature should usually be from two to five times brighter than the other features. And the smaller areas or objects will need more emphasis than the larger.

There's no end to the forms and the patterns you can work out. Lighting on both sides allows you to model and avoids flatness. More light on one side accentuates the effect. Surface textures can be emphasized by placing a light so close to an object that it strikes at a narrow angle. And translucency, depth, form and pattern can be emphasized by silhouetting an object — but with some front light, too.

Caution: floods and spots placed too close to an object can cause excessive

brightness, which spoils the effect, and unshielded bulbs create a disturbing glare.

Colored lights are a decorating possibility in themselves. Tints, rather than saturated color, give subtler and more natural effects. White flowers, highly saturated colored ones, or gardens with mixed colors usually look best under white lighting.

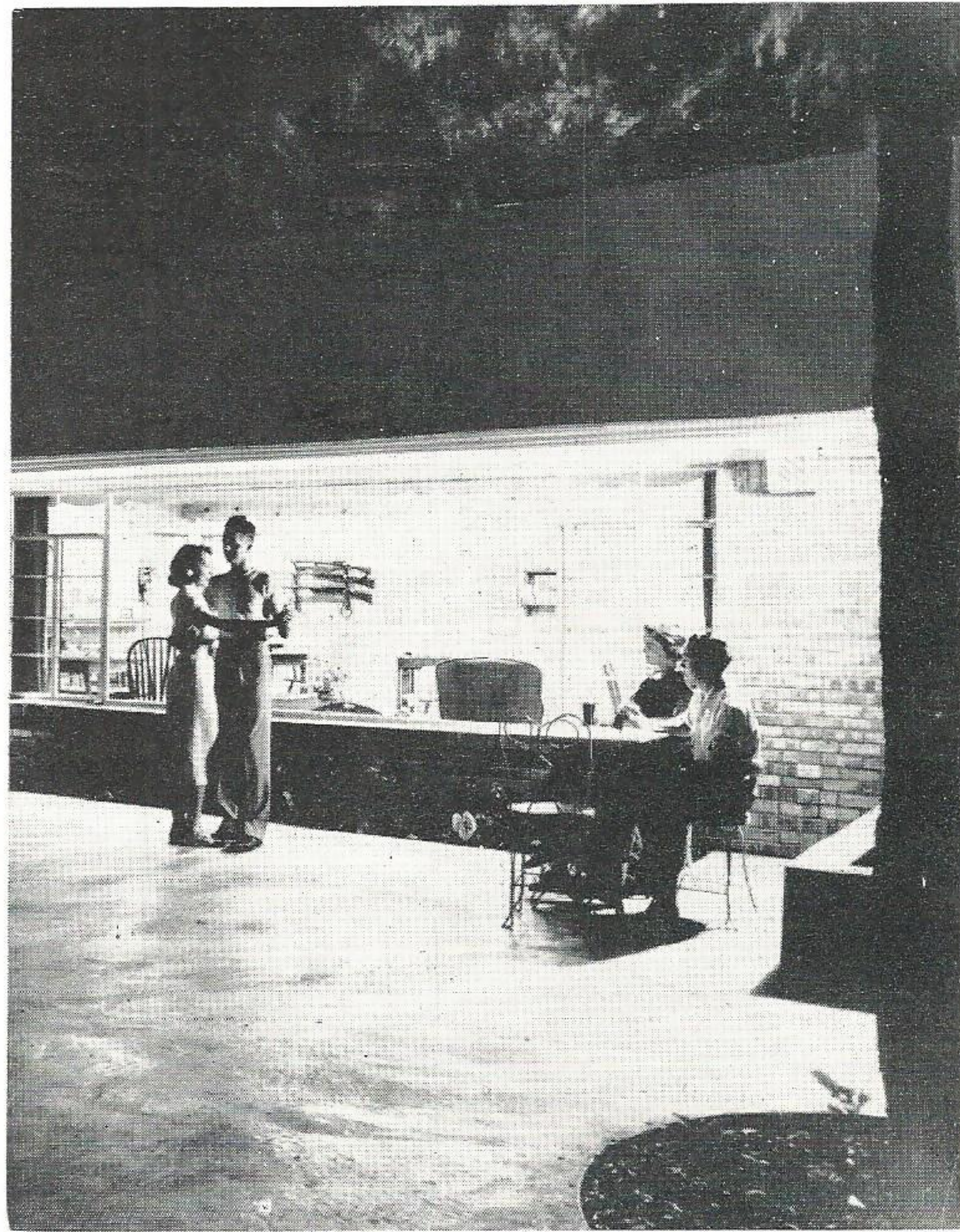
More and more people are staying at home, enjoying the conveniences made possible by plentiful, low cost electricity. So, if you want help on planning the backyard lighting for **your** home, ask the Company home service advisor nearest you. She'll be glad to help. Remember outdoor lighting is probably the lowest cost of decoration available.

All it takes is a little effort, the right lighting equipment and wiring, and your backyard becomes a scenic wonder — at the flick of a switch!

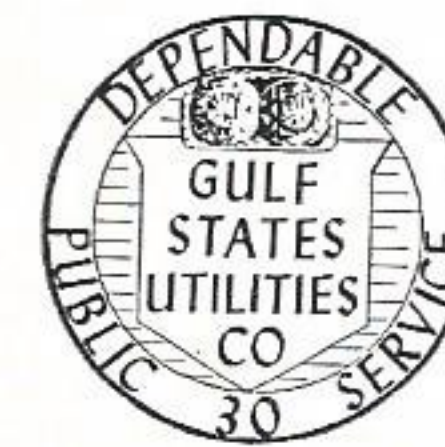
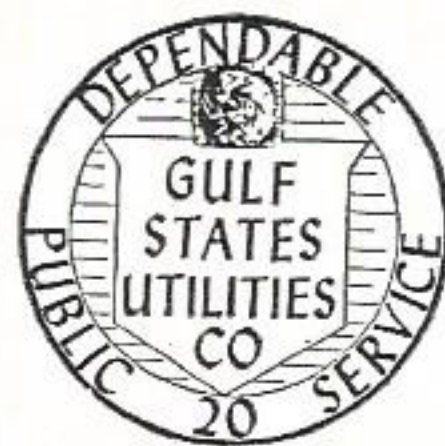
Lights spotted in the garden pick out the points of interest and beauty and display them for your pleasure.



On those warm, summer nights, outdoor lighting makes your backyard a pleasant spot for relaxation or for parties.



SERVICE AWARDS



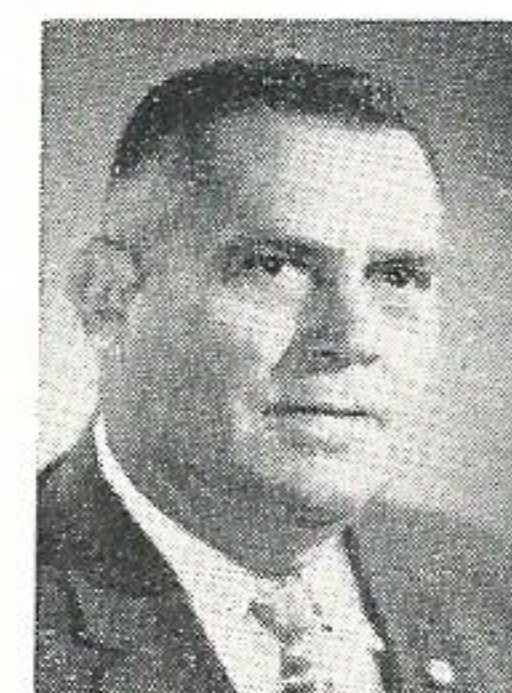
C. T. Riddel
Distribution
Conroe



Frances L. Fuchs
Sales
Beaumont



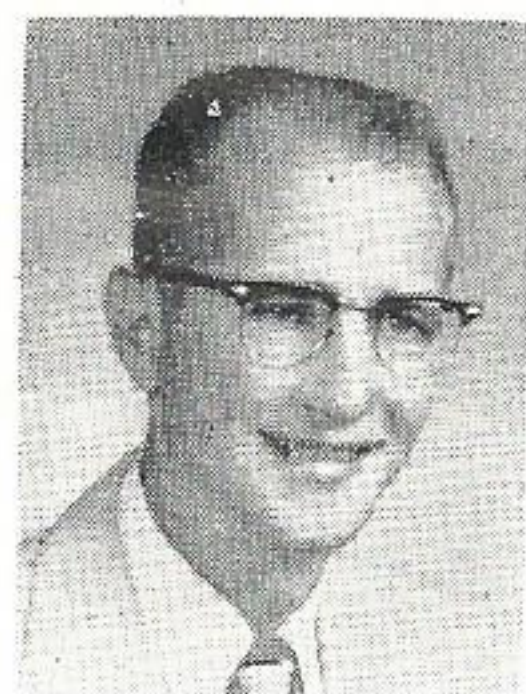
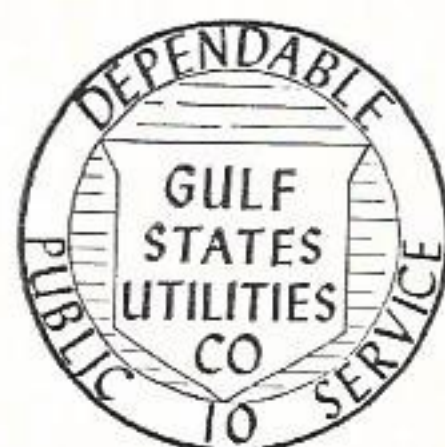
E. E. Julian
Distribution
Baton Rouge



G. J. Gilmore
District Supt.
Sulphur



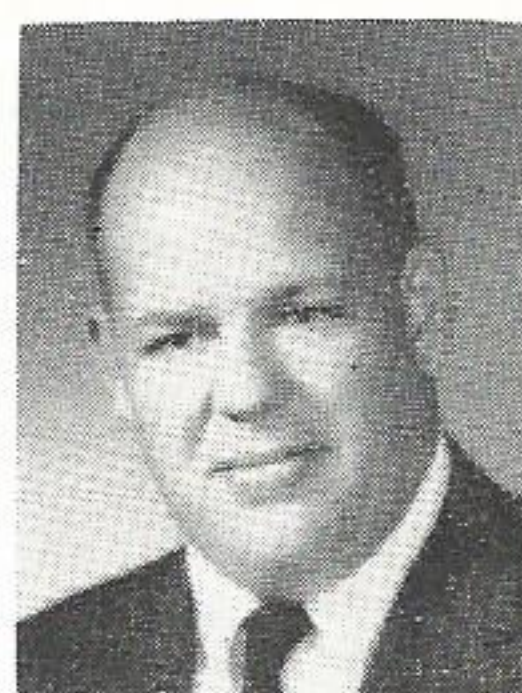
J. M. Sullivan
Distribution
Navasota



B. L. Toups
Distribution
Beaumont



G. L. Cabaniss
Treasury
Baton Rouge



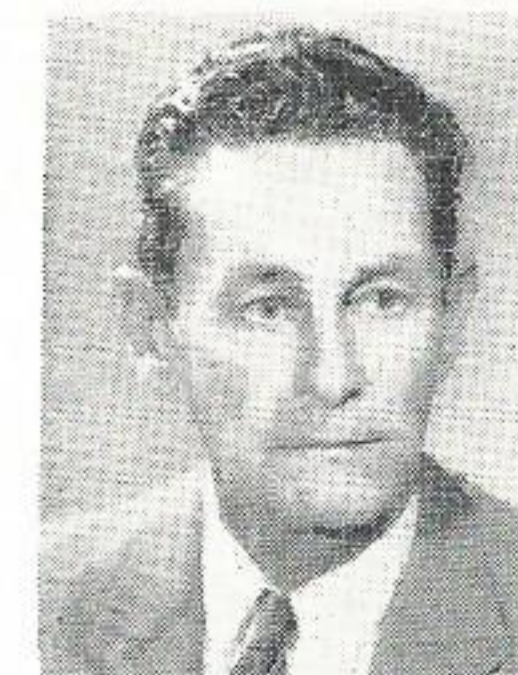
W. B. Linnehan
Production
Beaumont



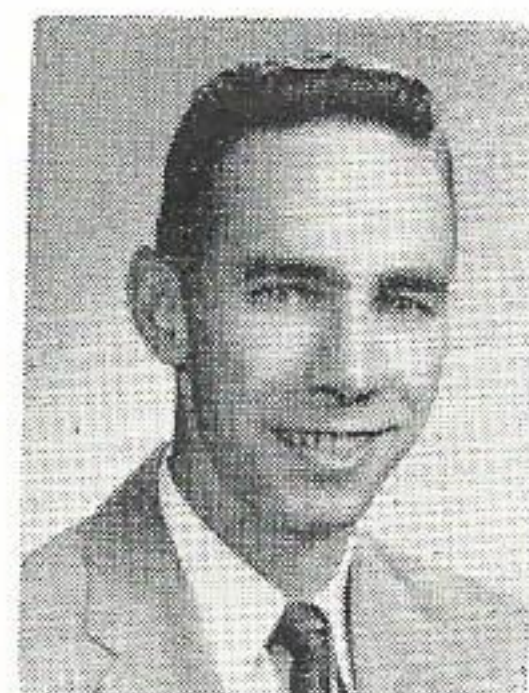
J. H. McLelland, Jr.
Sales
Beaumont



Ivy Dupin
Distribution
Lake Charles



Herman Kuykendall
Distribution
Conroe



J. E. Follmer
Engineering
Beaumont



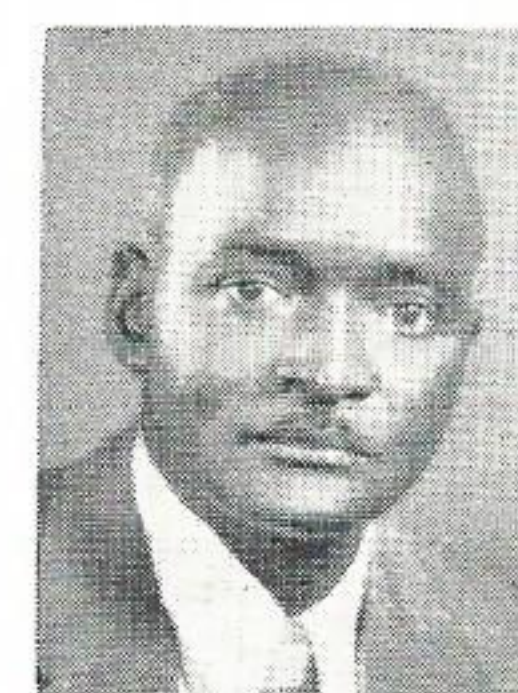
J. C. Carter
Distribution
Beaumont



E. D. Keller
Distribution
Lake Charles



C. D. Glass
Sales
Lake Charles



Arthur Green
Production
Beaumont



R. W. Butler
Distribution
Baton Rouge



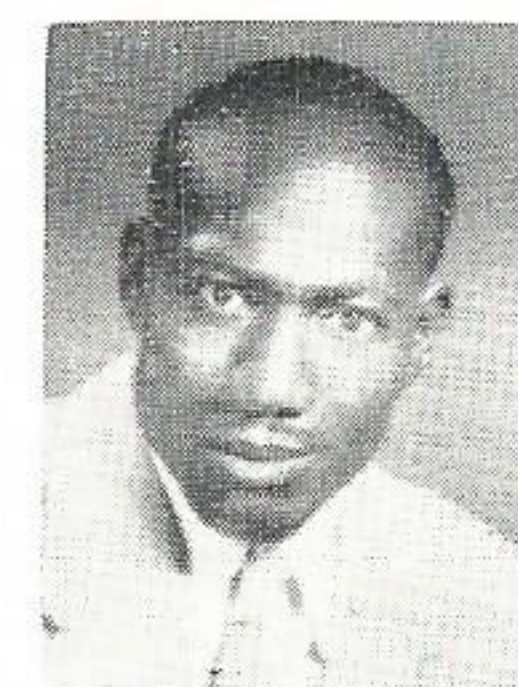
H. C. Hill, Jr.
Distribution
Port Allen



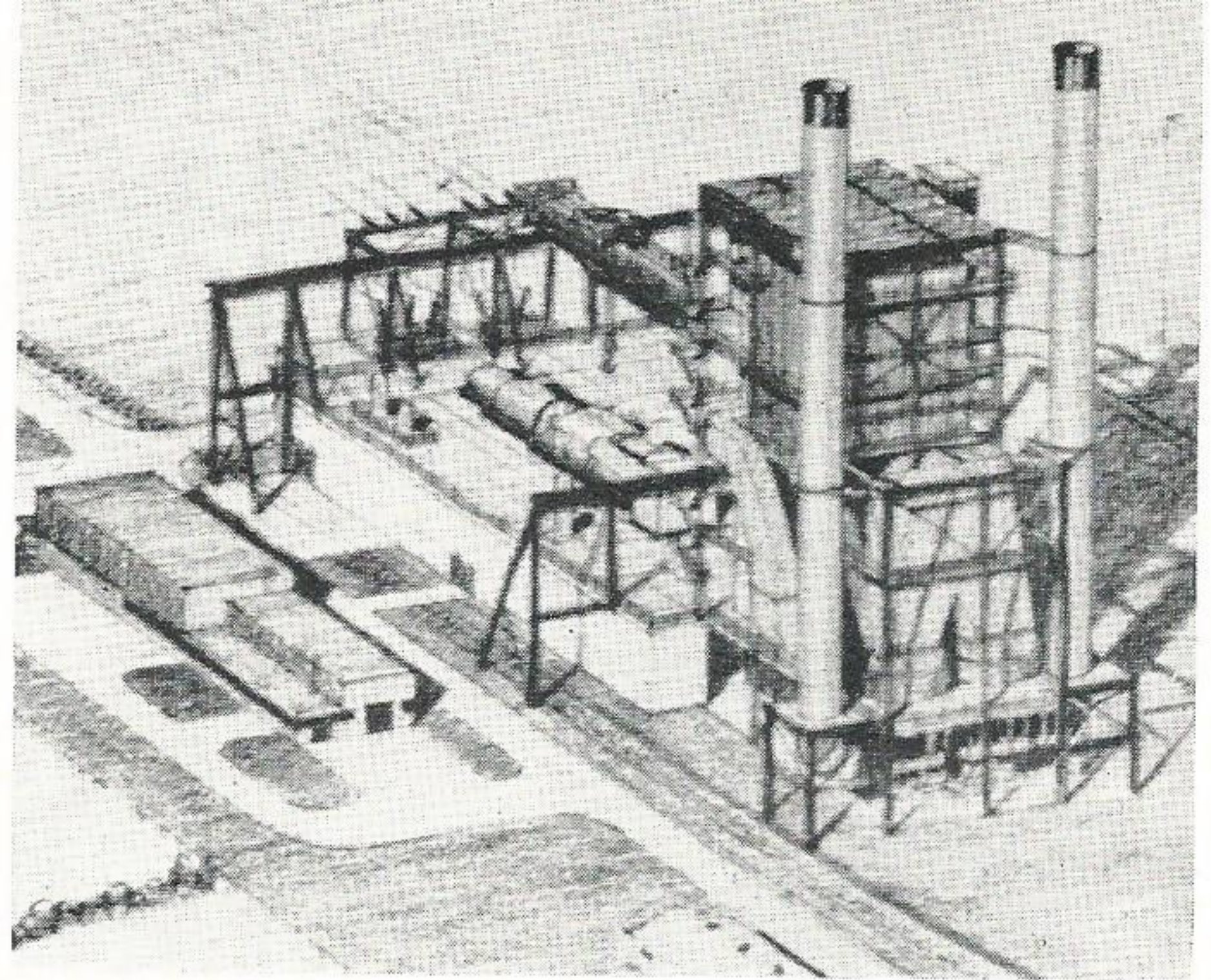
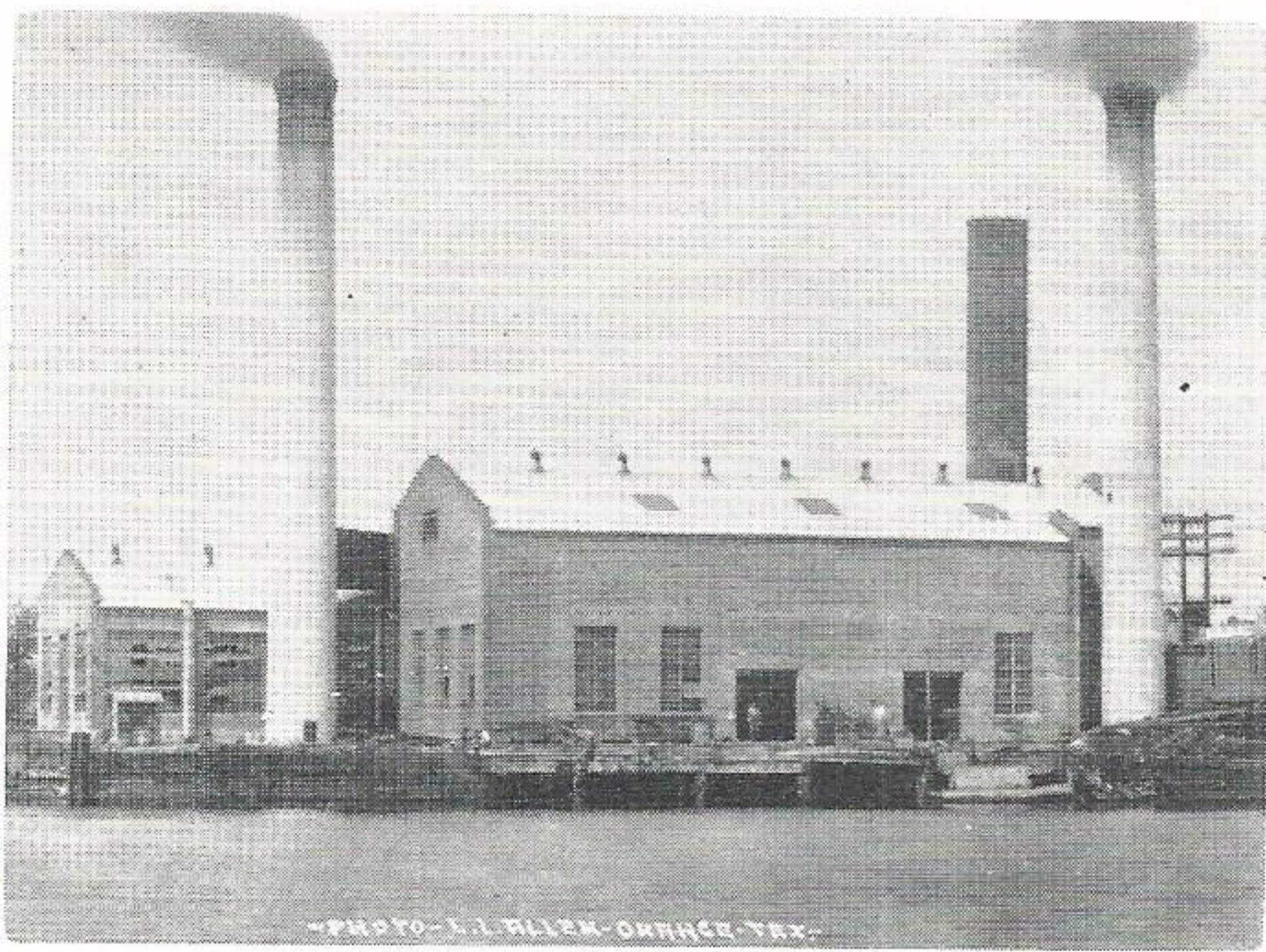
R. J. Broussard
Distribution
Lake Charles



Tommy Levis
Building Services
Beaumont



Mat Edwards
Distribution
Beaumont



Two "Sabine Power Stations" are shown here. At left is the old Front Street Station, which was part of the old Orange Ice, Light and Water Company until 1926, when the company was purchased by our Company. At right is an artist's conception of the new generating

station which will be built near Bridge City, and on which construction will begin this year. The new plant has been designated Sabine Power Station.

A Famous Name Carries On

Our company's newest electric generating station, to be built in Orange County near Bridge City, will bear the name of an illustrious ancestor, it was announced this month.

When completed, the power plant will be dedicated as "Sabine Power Station," a name well known in Orange until the end of World War II, when Gulf States "retired" the old Front Street power plant of the same name. The old station is now used as our service center there.

Resemblance Ends With Name

But the resemblance between the two kilowatt factories ends with the names.

Where the old plant could generate only 10,000 kilowatts under a full head of steam, the new Sabine Station will be designed for an ultimate capability of more than 1,000,000 kilowatts. Construction of the new plant will begin later this year. Work is already in progress on a road to enable workers to reach the plant site two and a half miles west of Bridge City. The first 220,000 kw unit is scheduled to begin commercial generation in early 1962.

Actually, the history of our Company as it is now, began in Orange County in August of 1925, when the company was organized as Gulf States

Utilities Company to buy the old Orange Ice, Light and Water Company from H. J. Lutcher Stark. Mr. and Mrs. Stark and the Lutcher Moore Lumber Company sold the initial acreage for the new plant.

The old Sabine Station on Front Street rendered good service to the area during its time. It was placed in operation in 1922, with a rated generating capacity of about 9,000 kilowatts. Today, one industry or a business district of about the size of Orange's would require many times the amount of electricity the old plant was capable of generating.

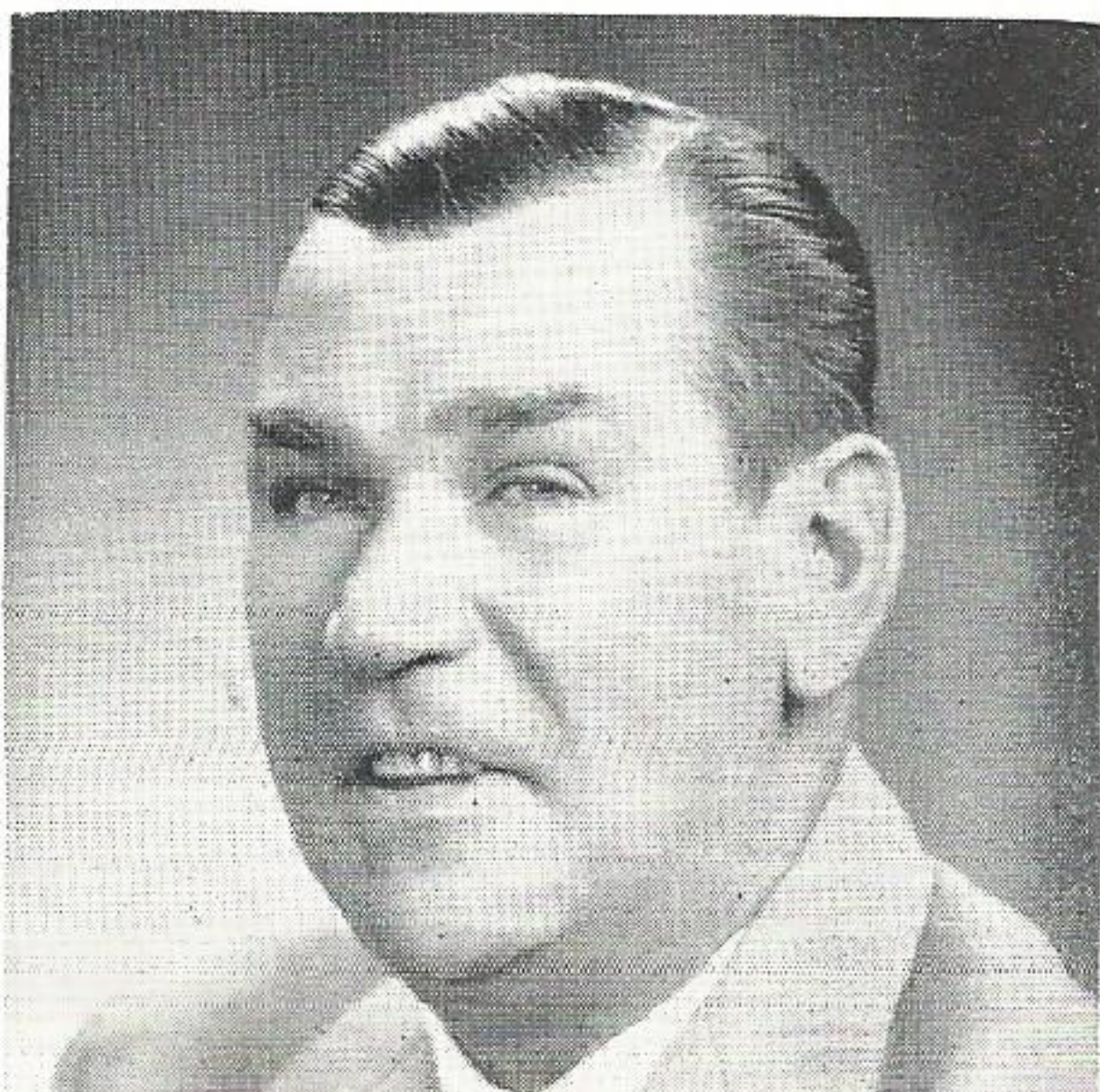
Death Claims Three Gulf Staters

H. J. Hebert, 53, foreman in the Port Arthur repair department, died on June 10, after a 33-year utility career with Gulf States.

Born in Mouton Cove, Louisiana, in 1907, Mr. Hebert joined the Company in 1926 as a meter tester in Beaumont, but moved to Port Arthur in 1927 as a meterman.

He remained in Port Arthur, and

H. J. Hebert



passed through various positions until he was promoted to appliance repair foreman in the T & D Department in 1942. In 1944, he was transferred to the Appliance Repair Department in the same capacity, the position he held at the time of his death.

Valentine Huber

Valentine Huber, who at 94 was one of Gulf States' oldest living annuitants, died last month in Port Arthur, in the home of his daughter, Mrs. J. O. Walker.

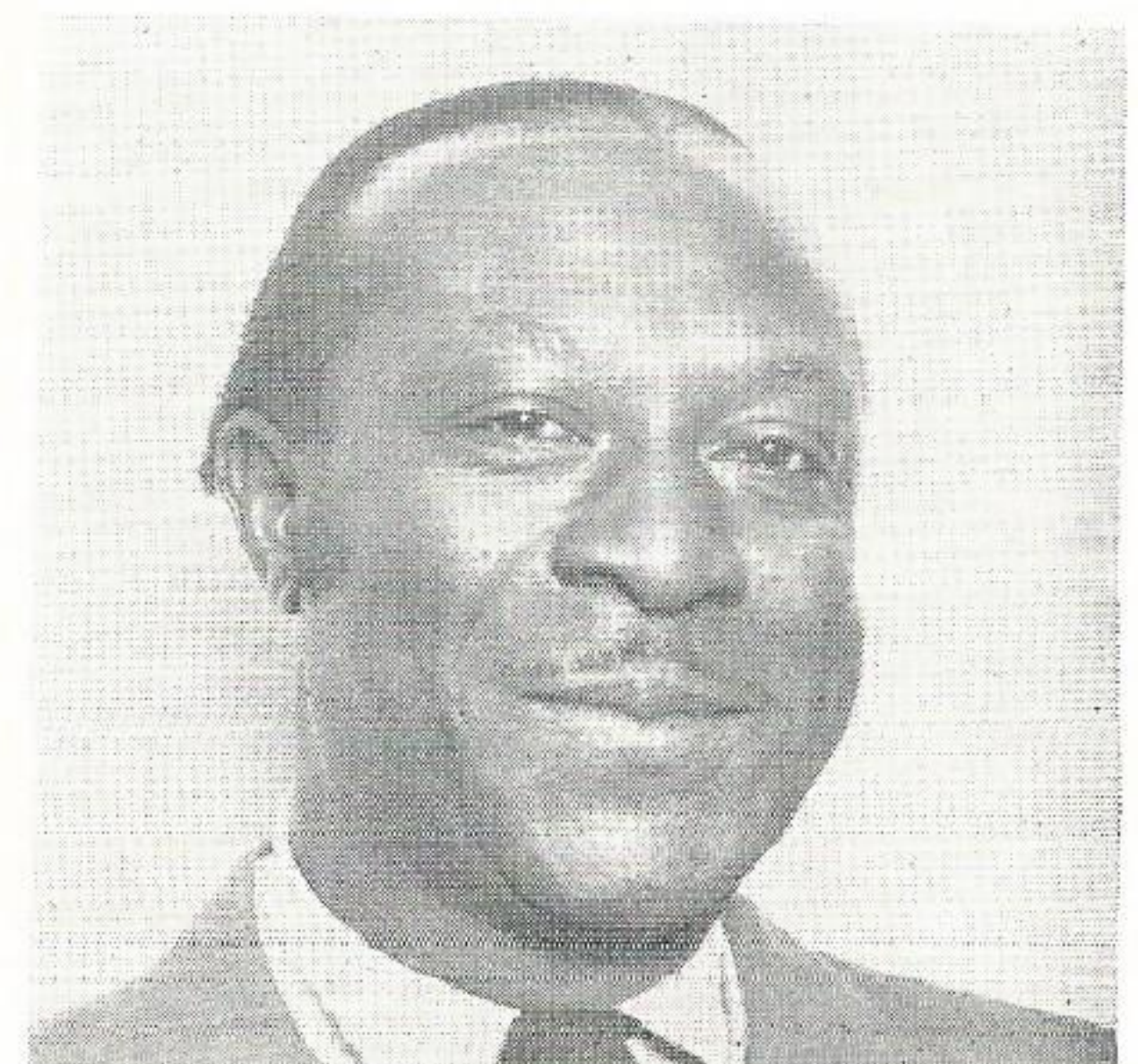
Born in Bavaria, Germany, in 1865, Mr. Huber came to this country and to Jennings, Louisiana, in 1888. Connected with the oil industry for many years, he joined Gulf States as a collector in 1925, and retired in 1942 at the age of 77 years.

He had been living in Port Arthur the past three years. His wife preceded him in death in 1949. No picture of Mr. Huber was available.

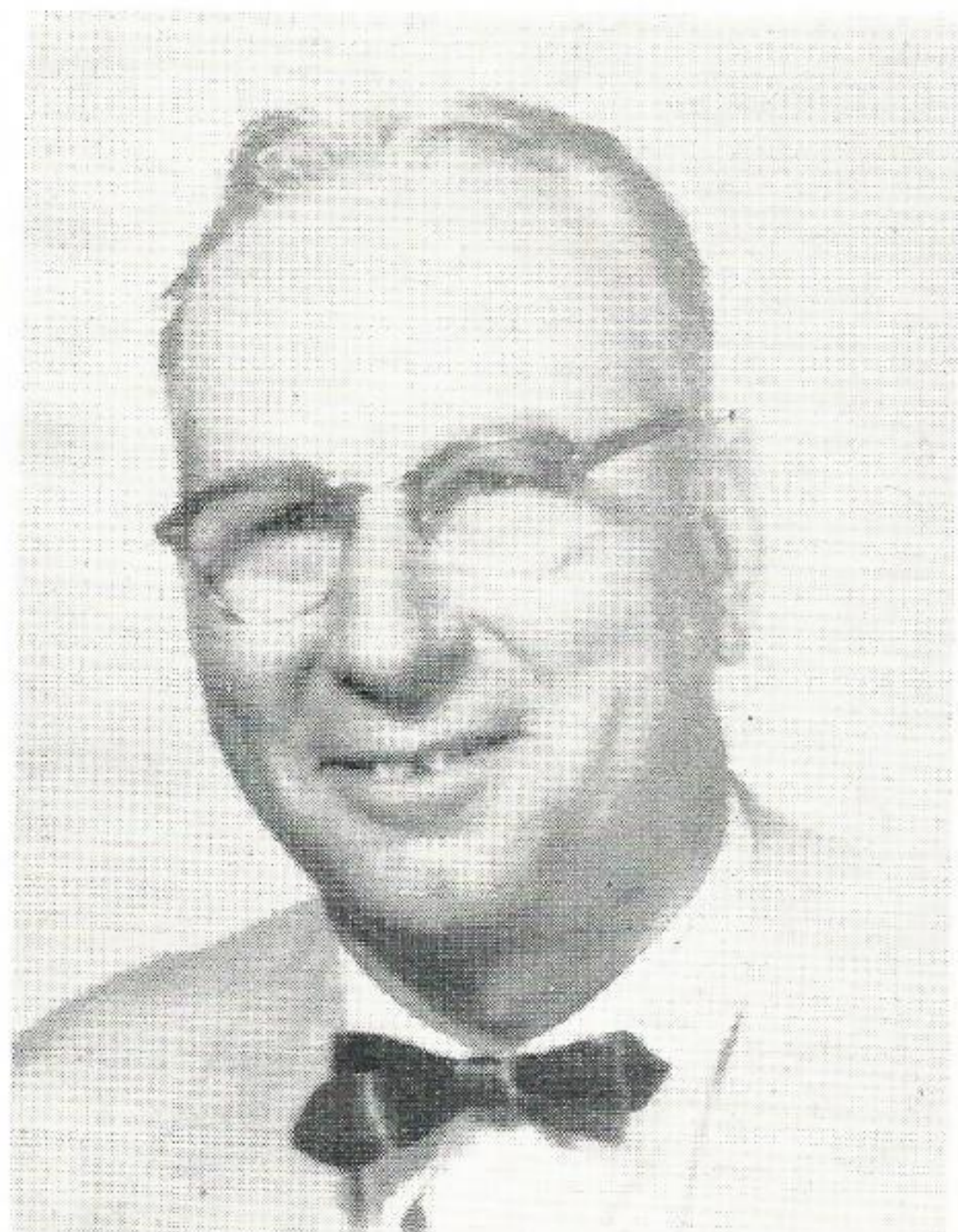
Nawlton Joseph Doffeny, of the Port Arthur Building Maintenance Department, died June 11, at the age of 53.

Mr. Doffeny was born in New Iberia, Louisiana, and joined Gulf States as a janitor in 1942 in Port Arthur.

N. J. Doffeny



Larkin, Hodges Promoted



W. M. Larkin

Effective July 1, William M. "Slim" Larkin has been promoted to the position of system supervisor of industrial sales, moving from supervisor of industrial sales in the Lake Charles Division, to the general office in Beaumont.

Named successor to Mr. Larkin as Lake Charles supervisor of industrial and commercial sales is Edward G. Hodges, formerly industrial engineer in the Navasota Division. Mr. Hodges' promotion was also effective July 1.

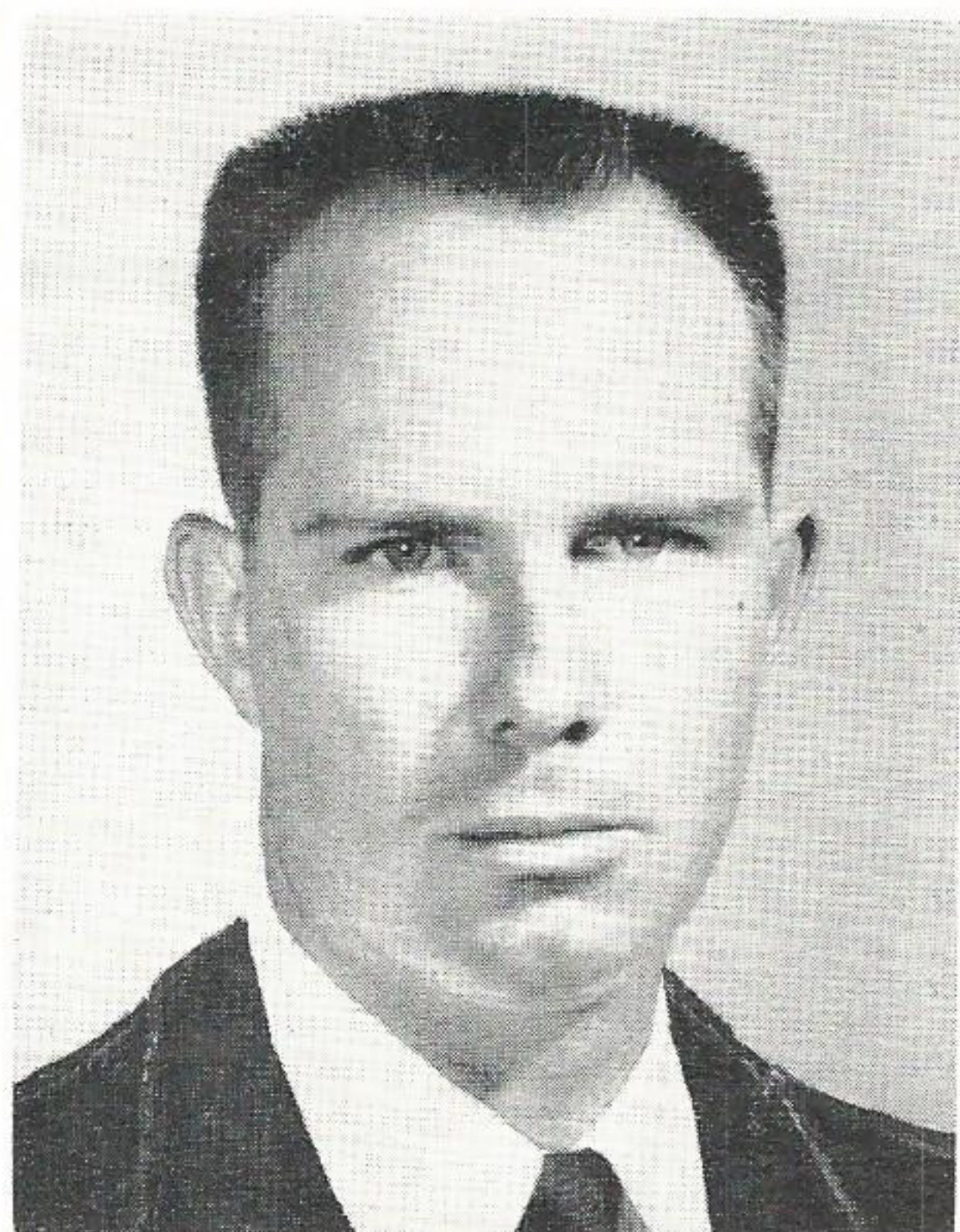
Mr. Larkin

Mr. Larkin began with the Company in Beaumont in 1936 as a district representative. He progressed through several sales positions while in Beaumont and, in 1943, was transferred to Baton Rouge as a power engineer. He moved to Lake Charles in the same capacity in 1946, and two years later was promoted to supervisor of industrial sales in Lake Charles.

A native of Brenham, Texas, Mr. Larkin attended both Louisiana State University and the LSU Teachers College and took special power and electrical engineering courses offered by Texas A & M, receiving his certificate from the Texas school in 1942.

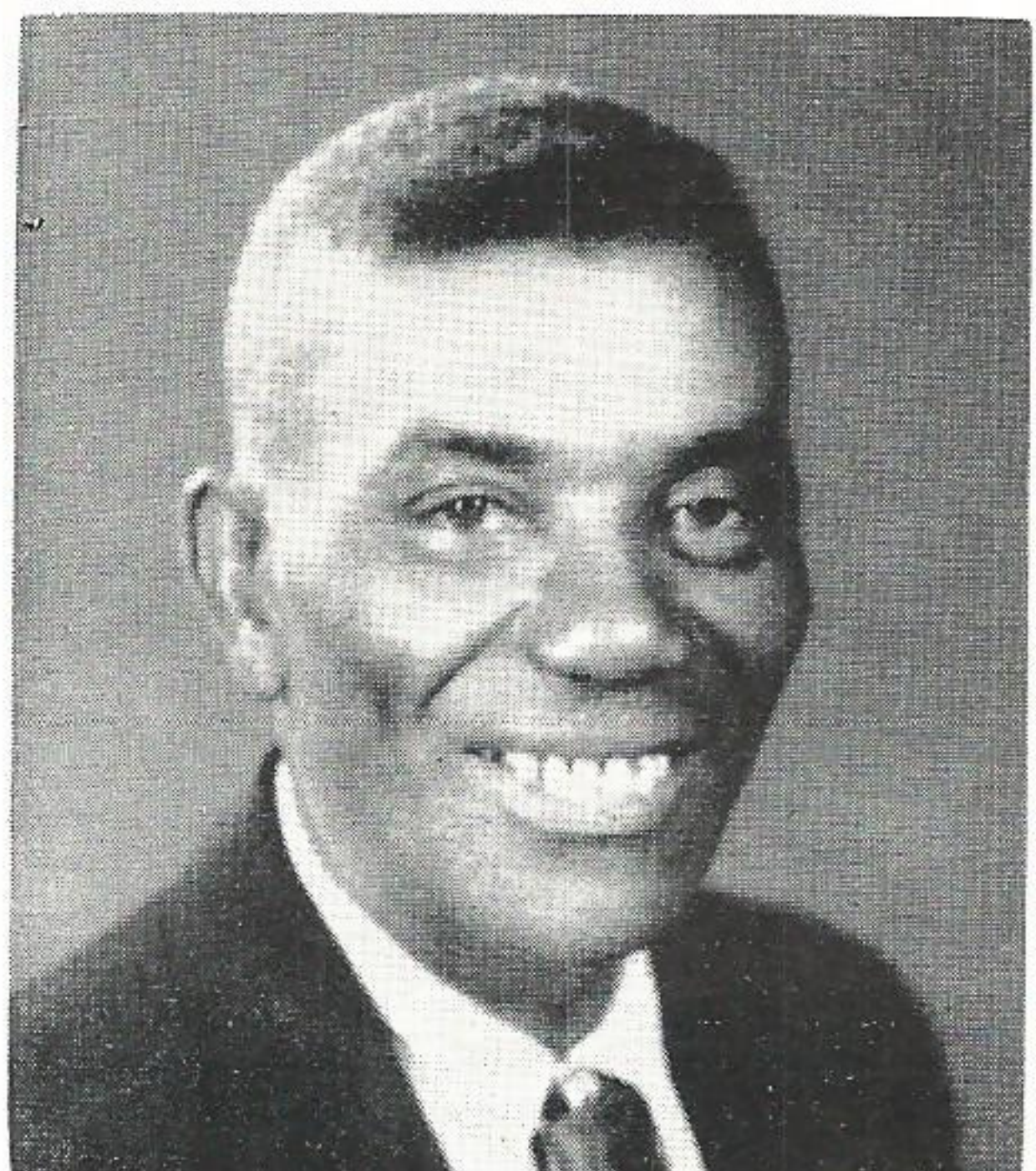
Mr. Hodges

Mr. Hodges came to the Company in Beaumont in 1949 as an industrial engineer, after receiving his degree in electrical engineering from Texas A & M. He completed a training course in the Sales, Production, Engineering, Accounting and T & D Departments before being assigned to the Sales Department.



E. G. Hodges

Edward Basey



Edward Basey Retires July 1

Edward Basey, janitor in the Baton Rouge Gas Department, retired on July 1 after a 27-year utility career with Gulf States.

Born in Hamburg, Mississippi, Mr. Basey had prior experience with the Baton Rouge Electric Company and the Y.&M.V. Railroad Company in Baton Rouge, before he joined the Company in 1932 as a track laborer. He was transferred to the Gas Department in that city in 1941.

In 1951, he was recalled to the United States Army as a second lieutenant, and he saw service during the Korean War. He returned to the Company in Beaumont as an industrial engineer in 1953 and moved to Navasota in the same capacity in 1957, remaining there until his recent promotion.

He is a native of Giddings, Texas, a town about 60 miles from Navasota.

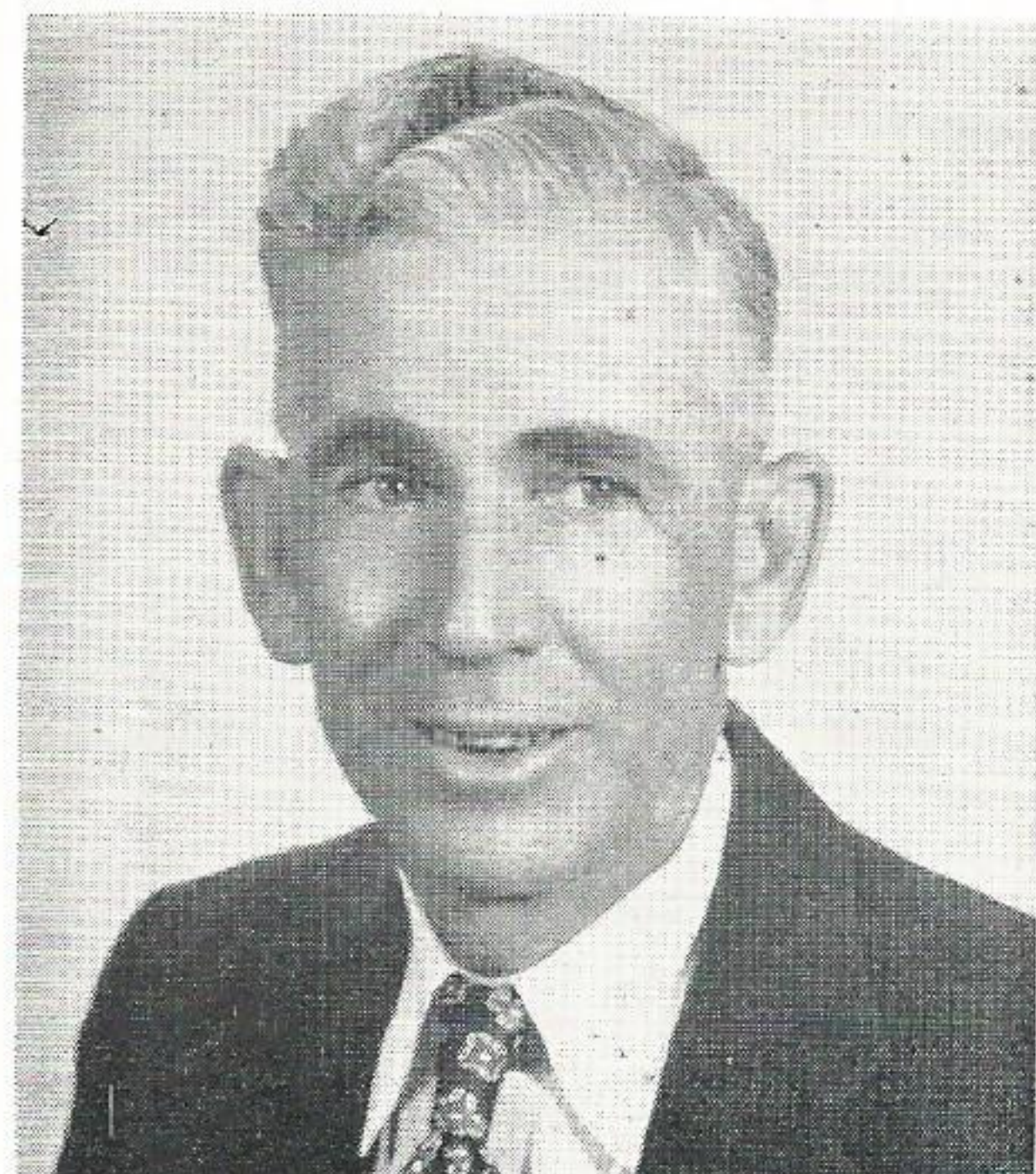
Both Mr. Larkin and Mr. Hodges have been active in civic and charitable work in their respective communities and will be sorely missed there and welcomed at their new "homes."

McKenzie Ends Utility Career

Sam C. McKenzie, toolroom man in Beaumont Production Department, retired July 1 after a 34-year utility career with Gulf States.

Born in Monroe, Louisiana, Mr. McKenzie attended Louisiana Polytechnic Institute and also took a course in electric lighting from the International Correspondence Schools. He moved to Alvin, and joined the Alvin Ice, Light and Water Company in 1920 as plant operator. When Gulf States purchased the plant in 1925, he was operating engineer and later, chief engineer. In 1944, the Company sold the plant property, and Mr. McKenzie became a customer service representative. In 1949, with the sale of all company property in Alvin, he moved to Beaumont in the position of toolroom man with the Production Department.

S. C. McKenzie



Stock Split Causes

Heftiest Mail Ever

SOME 55,000 brand new Common Stock Certificates covering Gulf States' 2-for-1 Common Stock split, plus a letter to the Common Shareholders from President Roy S. Nelson and Vice President and Secretary W. H. Gieseke, were mailed to our 13,887 common shareholders on June 25, under the direction of the Corporate and Finance Department, in Beaumont.

This was the largest financial mailing job of its kind in our corporate history.

The equivalent of about 40 mail sacks, weighing about 3,000 pounds, were needed to carry the Certificates to the Post Office. Bill for the massive mailing amounted to \$2,500 for stamps and another \$2,500 for insurance.

The job of issuing, checking and signing the Certificates required two weeks. This is the main reason why stock trading following stock splits such as our shareholders approved June 8, is conducted on a "When Issued" basis on the New York Stock Exchange.

Briefly, "When Issued" (abbreviated "wi" following the common stock market quotations on the financial pages of your newspaper) means that people can buy and sell the split shares as soon as possible after a split is approved by shareholders, even though the split shares may not be in the hands of the public until later.

In voting the stock split and approving other matters at the June 8 Annual Meeting in Beaumont, the largest shareholder representation since we became an independent, investor-owned company 12 years ago, participated. Proxies were returned by 10,538 shareholders, representing 78% of the shareholders and 87% of the shares eligible to vote, both new records.

MR. TOPPER SAYS,

There'll be no Topper chart this month as complete system figures had not been received by press time. Last Month a line of type was inadvertently transposed and Lake Charles ended up in fourth place instead of second place. Baton Rouge finished third and Port Arthur fourth. Sorry, Lake Charles.



Mr. and Mrs. Lourey J. St. Pierre, Sr., announce the birth of their eighth child and second son, **Gerard Joseph** on May 27. Mr. St. Pierre is at Louisiana Station in Baton Rouge.

Mr. and Mrs. Joseph J. Charleville announce the birth of twin boys, **John Daniel** and **Robert James**. John was born June 4 and Robert June 5. The boys are the first children. Mr. Charleville is at Louisiana Station in Baton Rouge.

Mr. and Mrs. Morris (Dude) Johnson announce the birth of their son, **Mark Wayne**, June 11, at Orange Memorial Hospital. They also have a daughter, **Paula Ann**, who is two years old. Mr. Johnson is a residential sales representative in Orange.

Mr. and Mrs. James Larry Hard, announce the birth of a daughter, **Cynthia Gail**, on June 20. Mr. Hard is in Engineering-Planning Department in Navasota.

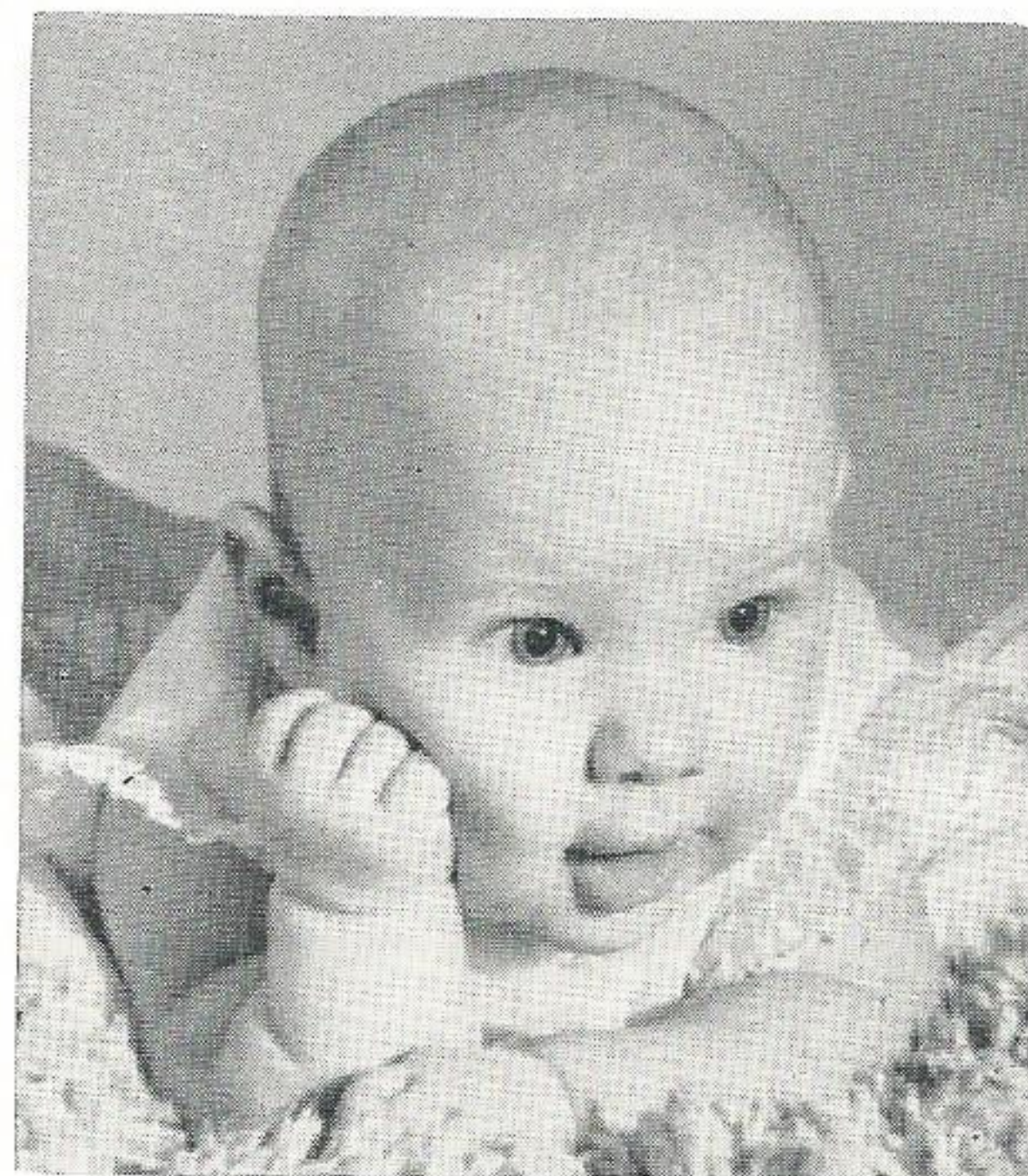
Mr. and Mrs. Burton Callahan announce the birth of a daughter, **Marci Ann**, on June 13. Mr. Callahan is in the Beaumont System Engineering Department.

Mr. and Mrs. Jerry D. Walker announce the birth of their first child, a son, **Jeffrey Dale**, on May 13. Mr. Walker is in the Baton Rouge Electric Meter Lab.

Mr. and Mrs. Donald J. Bateman announce the birth of their second child and second daughter, **Jayna Linn**, on May 9. Mr. Bateman is an engineer in the Baton Rouge Gas Department.

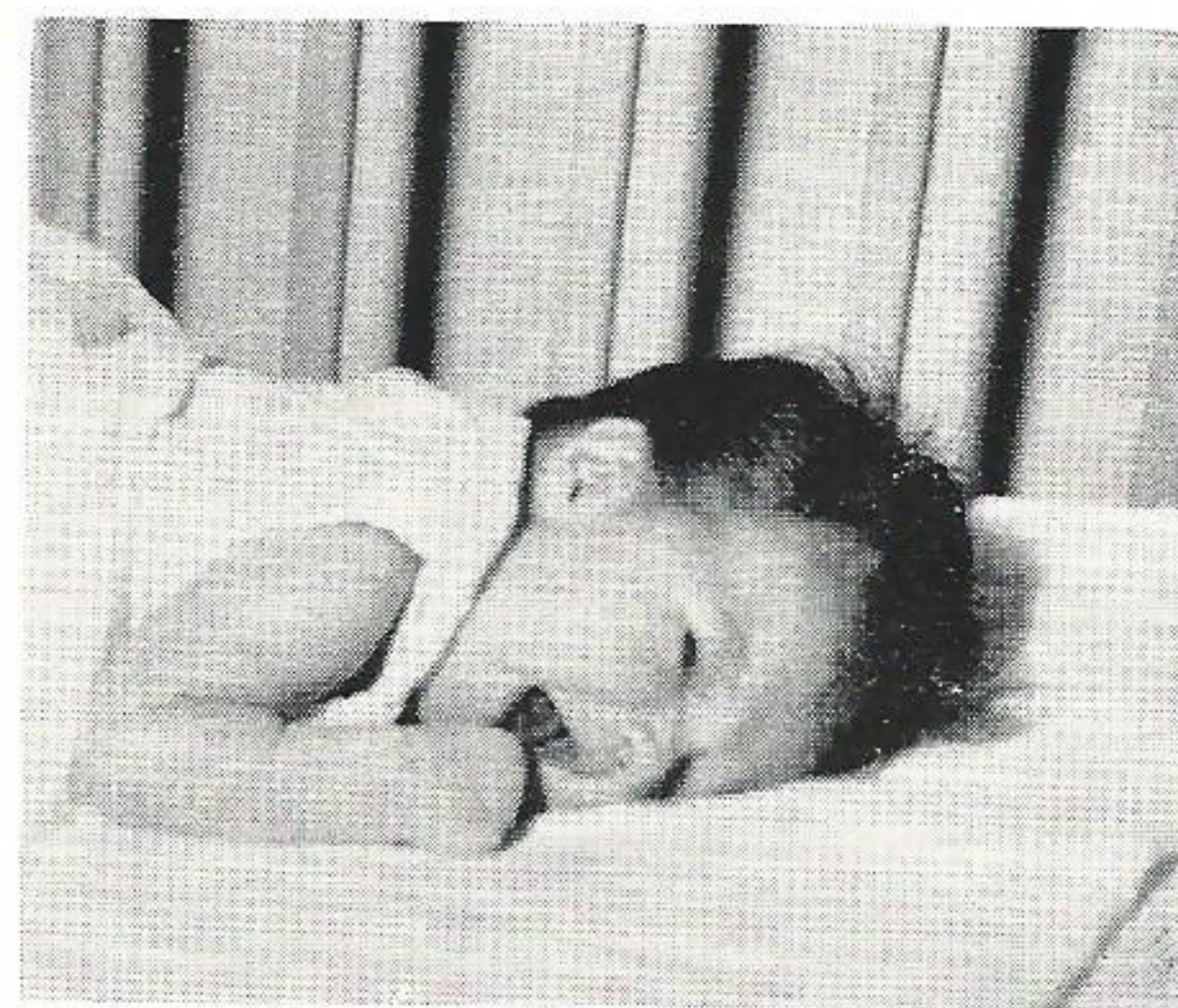
Mr. and Mrs. Richard Perolio announce the birth of a boy, **Perry Joe**, on June 10. Mr. Perolio is in the Beaumont Engineering Department; and Carol Perolio is a former employee of the Beaumont Records Department.

Mr. and Mrs. Charles R. Lopez announce the birth of a boy, **Mark Alex**, on June 13. Mr. Lopez is in the Electrical Department at Neches Station.



That quizzical expression on Suzanne Gay DeLaune's face is directed at the cameraman who, undoubtedly, was standing on his head in order to produce such an interested pose. Now six months old, Suzanne is the daughter of Mr. and Mrs. Herbert DeLaune, in the Residential Sales Department in Denham Springs and Gonzales, Louisiana.

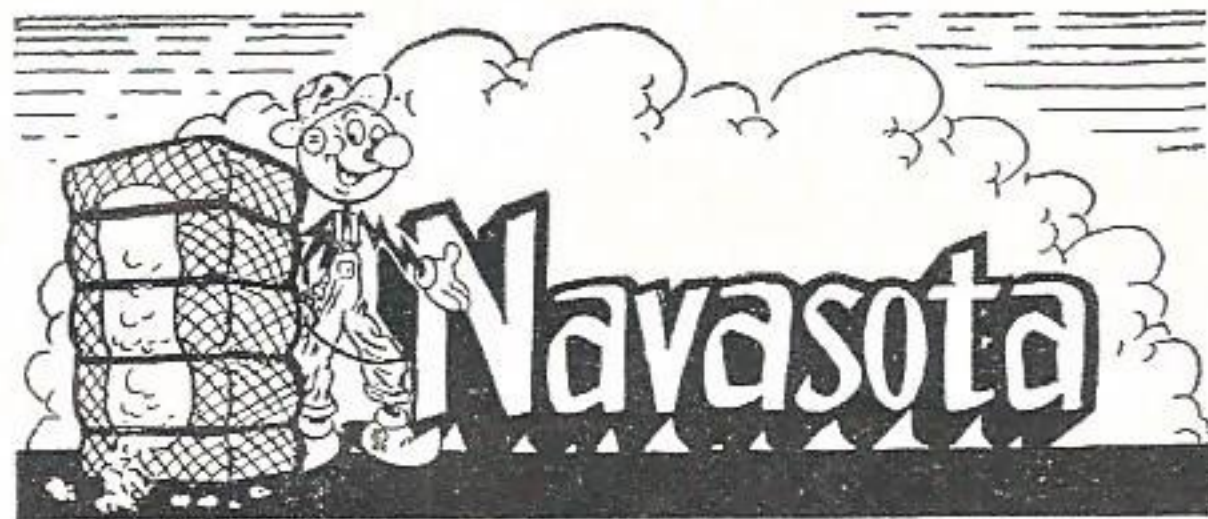
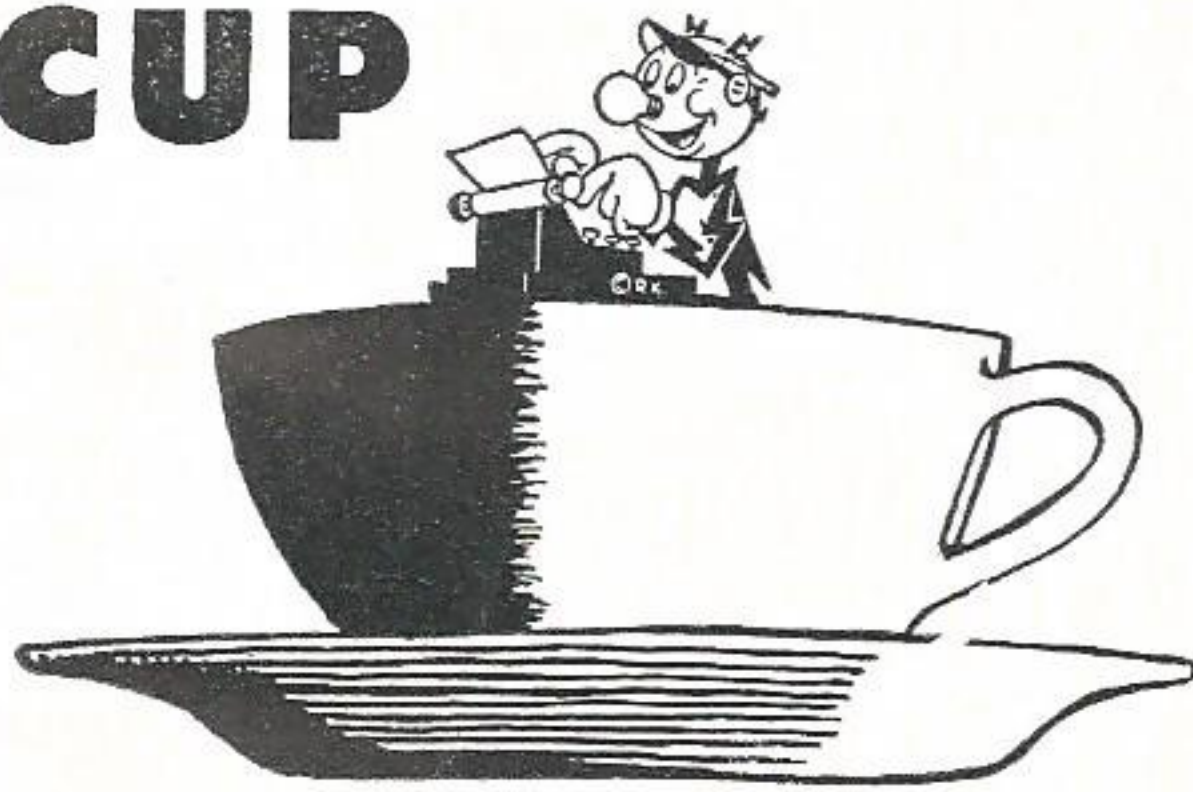
GROWING with Gulf Staters



Here's Miss Dianna Faith Landry, in a characteristic position for a 2-week old. She's the daughter of Mr. and Mrs. R. A. Landry, Jr. Dad is in Beaumont System Sales Department.

Mr. and Mrs. George D. Rice announce the birth of a daughter, **Shirley Ann**, on June 14. Mr. Rice is mechanic's helper at Neches Station.

over the COFFEE CUP



Larry Hard, engineering assistant in the Navasota Division Engineering-Planning Department, recently spent two weeks with the Army Reserves at Fort Polk, Louisiana, where he was one of a team of five who won first in target shooting with an artillery unit. He and the other members of his team were honored by being allowed to sit with the army "brass", generals on down, in the reviewing stand, while some 8,000 soldiers marched by. Larry received a medal and letter of com-



Mamie Voyles and Shirley Crawford, home service advisors in Port Arthur, are shown testing recipes in the PORT ARTHUR NEWS' annual contest. Recipes were judged by home economists from both our Company and Southern Union Gas Company. Incidentally, Mrs. Rosemary Burkett, GSU switchboard operator, won first prize in the Sauces and Dips category.

mendation for his good work. His wife is the former **Barbara Mohr**, who worked here in the Stores Department prior to their marriage. Besides their new daughter, **Cynthia Gail**, they have one other daughter, **Beverly Jean**, who is 16 months old.

—By *Jeannette Sangster*

Your reporter, who is a local office clerk in Trinity, recently returned from a very enjoyable two weeks spent at Ukiah, California. I stayed at the J. N. Stipp Ranch (a good place to go). While visiting there I toured San Francisco and other places of interest.

—By *Mablene Pollard*

Mr. and Mrs. **John R. Flynt** has returned from a week's vacation visiting points of interest in Florida, Mississippi and New Orleans, Louisiana. Mr. Flynt is a serviceman.

Mrs. **E. E. Kaltwasser**, wife of **E. E. "Cotton" Kaltwasser**, serviceman, recently underwent surgery in Houston. We are happy to report she is at home and doing fine.

Mr. and Mrs. **Carol Joe Heaton** have recently returned from a vacation trip to West Texas. Mr. Heaton is a lineman in the T & D Department.

Mr. **Alvin Allen** of Groves, brother of **Ed Allen** meter reader was seriously injured in a car wreck near Beaumont recently. Mr. Allen reports his brother is improving.

—By *Dorothy Stanford*



Port Arthur's Gulf Staters are proud and happy for **Charles G. "Blackie" DeCuir** for being named "Sertoman of the Year" by the Sertoma Club here. He has received many letters of congratulation both from his friends in Port Arthur and from well-wishers all through Gulf States' service area.

"Blackie" came to work for our Company in 1925 after two years with Stone and Webster in Fort Worth. In 1945 he was made residential sales supervisor, the position he holds today. As you would guess, he is a devoted and dedicated Sertoman. He is a fisherman and cooks shrimp that is "out of this world." His wife, **Ferna**, is quite a gal, too, and they have two of the nicest children, **Charlie Mack**, 21, a student at Lamar State College of Technology, and **Alice Fern**, 16, who is still in high school.

—By *Rosemary Vaught*



Memorial Day at Roy S. Nelson Station near Lake Charles was the occasion of the starting of the second unit there. It was a tense moment. Then, the machine was synchronized and Number Two Unit went on the line. The time was 8:16 p.m., May 30, 1959, as **Burton C. Cannon**, control operations foreman, closed the breaker. Everyone breathed a sigh of relief as the machine started generating smoothly, making this our Company's fourth 111,000 kilowatt reheat turbine to go on the line in three years, and the second unit to go on the line at Roy S. Nelson Station in three and a half months.

During the past few weeks, Nelson Station has welcomed several new employees to the ranks. They are: **R. L. Atkinson**, operator's helper; **Hubert J. Broussard**, turbine operator; **Sam H. Chamberlain**, operator's helper; **Mark W. Kingham**, turbine operator; **A. J. LeDoux**, mechanic's helper and **P. A. Levine**, mechanic's helper; **W. F. O'Kelley**, control operations foreman, and **H. C. Sanders**, control operations foreman.

All of these men transferred from Riverside Station at Lake Charles, with the exception of Mr. Sanders, who transferred from Neches Station in Beaumont. Some of these men are now training to operate Number Three Unit when it goes on the line next year.

—By *Martha S. Lynch*



Picture of Woodville employees with their families having a good time at a chicken barbecue at Kirkley Spring Park near Woodville in May.

Congratulations to **Mr. and Mrs. Wilfred Duhon**, who were married on Sunday, June 28. Mrs. Duhon is the former Lena Hebert. Wilfred is in the Substation Department.

Mr. and Mrs. Lester Gauthier and four children spent a lovely vacation in Grand Isle this month. Lester's new rod and reel (his most prized Father's Day gift) was put to good use. Lester is in the Engineering Department.

Mr. and Mrs. Roger Trahan enjoyed a week-end in Holly Beach recently (Mrs. Trahan is in the Service Department), with their parents. The **E. Rauschenbergs** and daughter and grandson spent a week-end on the Galveston beach doing, as Mr. Rauschenberg says, "no fishing at all!"

Jessie D. Fremin has returned to work after a six-months absence. She is replacing **Myrl Guilbeau** who has a date with Mr. Stork. Both are in the Accounting Department.

We bid farewell to **Rodney Touchet**, who is leaving us to return to military life. Rodney was on the line crew.

Mr. and Mrs. Cullen Rome and daughter **Karen** spent a week at Holly Beach fishing, swimming, and just loafing. Little Karen is already showing signs of being a better fisherman than her Dad. Cullen is in the T & D Department.

Luther Mosier, commercial sales representative, was elected second vice president of the Sulphur Lions Club for the fiscal year July, 1959 to July, 1960. Luther has been a member of the local club for twelve years.

Dale Hayes, our home service advisor was married to John Land on May 30 in Welsh, La. Mr. Land is a teacher at W. W. Lewis School in Sulphur.

Those from Sulphur on vacation during July are **Philip LeDoux**, **Ray Bagwell** and **Robert Tyler**. Philip and his family visited relatives in Kansas.

—By Bill Sharpe



News from the Beaumont System Engineering Department this month is mostly vacation news—all happy and safe, so far, we're glad to report.

Micky Allen and his wife, **Jeanette**, spent a portion of their vacation in Sarasota, Florida.

Calvin White, his wife **Katherine**, their daughter **Katherine Ann**, son-in-law **Jack**, and two granddaughters



Daisy Smith, former Gulf Stater from Baton Rouge, has really shifted continents. She's shown here in a familiar position to her Gulf States friends—but she is in Moscow, where she is secretary in the office of the American National Exhibition in Sokolniki Park where the six-week exhibit will be opened July 25.

Linda and **Elizabeth Ann**, traveled through the Ozark Mountains in Arkansas on their vacation, and they also visited Mississippi. They stopped at Natchez where they viewed a number of Ante-Bellum homes (you know, homes built Before Progressive Taxation . . .)

Jo and **Wayne Cross** spent a week of their vacation camping out on the Neches River near Rockland, Texas. Wayne caught an even one hundred catfish, and said that most of the fish weighed between two and eight pounds each.

—By Jean McAfee

Carole Gaye Gentry, Stenographic Department, was married on June 20, 1959 to **Don Donsing**, formerly Lt. Donsing, who just completed a tour of duty with the U. S. Army at Fort Polk, Louisiana. The couple are living in Rio Linda, California, where the groom is associated in business with his father.

Members of the Stenographic, Duplicating and PBX Departments put on the feed bag in June at a hamburger party in Sour Lake, Texas, given by their supervisor, **Grace Spivey**.

Erlene Cessac toured New Mexico for a week during June with her husband and two sons. While there, they



A replica of the new fifty star flag helped the Beaumont Purchasing Department get into the spirit of the 4th. Left to right, they are **Ann Ogden**, **Shirley Hughes**, **Shirley Mills**, **Mary Carter**, **Jerry Adrio**, **Martha Sullivan**, **Patty Dunaway**, **Nancy Mann**, **Charlexa Smith** and **Glenda Dunn**. The cake was baked for Miss Dunn by her aunt, Mrs. Lelia McCorkle.

visited her sister in Lordsburg.

Hardluck story of the year is that of the **Van B. Hereford** family. In a little less than a month recently the following events transpired:

Mrs. Hereford had an operation which kept her bed-ridden for several weeks. Debbie, 2 years old, broke her leg. She got the hives and then she contracted measles. (Have you ever tried to scratch behind a plaster cast?) To top it all off little Kelly Hereford, who was only 2-½ months old at the time, developed the thrash, a sort of mouth rash.

The Beaumont Stenographic Department is happy to have **Barbara Hood** with them once again. Welcome back, Barbara!

—By Ward McCurtain

Congratulations to **Jean Lambert** and **Freddie Spitznagle** who are planning their wedding for September 19 at the Bethlehem Lutheran Church. Jean is in the Billing Department and Freddie is in the General Accounting Department.

Jane Stewart had a wonderful vacation flying to Cincinnati, Ohio, where she visited her sister.

Breaking-in their new air-conditioned Oldsmobile, **Mary** and **Fred Dewey** took a vacation trip to Corpus Christi, Crystal City and Kerrville.

Beryl Ann Barnett and her husband went to Fall River, Massachusetts, on their vacation. Enroute they went sight-seeing in New York City. Beryl said the scenery was beautiful.

Donella Keller and her husband made a flying trip to Denver City, Texas. Donella was an attendant in her sister's wedding.

Carl Baily, the proud uncle of a new niece, spent his vacation baby-sitting.

H. P. Robichau, Sr., wife and three oldest grandchildren took a week's trip to Austin, Carlsbad, and San Antonio.

The envy of the Billing Department is the beautiful sun-tan of **Margaret Ann West**, who recently moved back to Beaumont from Florida. Welcome back to Gulf States.

The audit clerks enjoyed a spaghetti lunch prepared for them by vacationing **Betty McCord**.

The traditional pink and blue theme was carried out in the decorations at the coke party honoring **Bonnie Barnett** and **Lillian Daigle** given by **Sue Alford** and **Barbara Holcombe**, July 1.

Welcome to **Jeanne Fleming**, a newcomer to the Billing Department. Her husband **Bob** is in General Accounting.

—By *Tommie Byrd*

The Beaumont Credit and Collections Department is minus two misses. In their place are two Mrs. . . . On May 15, 1959, in Navasota, Texas, **Miss Barbara Downs** became **Mrs. Gordon Nunnally**. Gordon is a student at Lamar and works for Beaumont Ambulance.

Miss Virginia Weaver said the vows that made her **Mrs. Arthur Carruth** on May 22, 1959. "Art" is a Business Representative for Southwestern Bell Telephone Company in Port Arthur.

We welcome to Credits and Collections **Mrs. Dorothy Howell**, clerk. "Dot" will replace **Mrs. Sarah Swanson**, who left Gulf States on June 12, 1959, to make Houston her home.

—By *Helen Clark*



The "B" Shift at Louisiana Station, Baton Rouge, and their families honored Mr. and Mrs. Sabre J. Guidry, head fireman, with a fish fry, June 10. Gulf Staters treated Mom and Pop Guidry to a menu of fried froglegs, fish and all the trimmings. It looks like Mom and Pop and their son Frank enjoyed every minute of it.



The Fourth Annual Fishing Rodeo was held by Baton Rouge Gulf Staters during the week of June 14 to June 21 at Old River and False River. Employees and their families engaged in a competitive week of fun, fishing and relaxation. The week proved profitable for most of the fishermen with prizes being divided between the two rivers. Prizes to all winners were awarded June 29.

The top winning bass weighed in at five pounds 14½ ounces and was caught at Old River by **Scott W. Bunch**, Louisiana Station, who won a 14 foot aluminum boat, trailer and his prize fish mounted.

The first prize bream, weighing nine ounces, was caught at Old River by **F. Van Bush, Sr.**, Gas Department, who won an outboard motor.

The champion fisherman for the Rodeo was **M. L. Jenkins** who placed in the bass and bream division winning a large fishing trophy.

The **F. Van Bush** family was the champion fishing family by placing in five divisions. They were awarded a weekend at Teer's Motel on False River.

—By *Marion Brown*

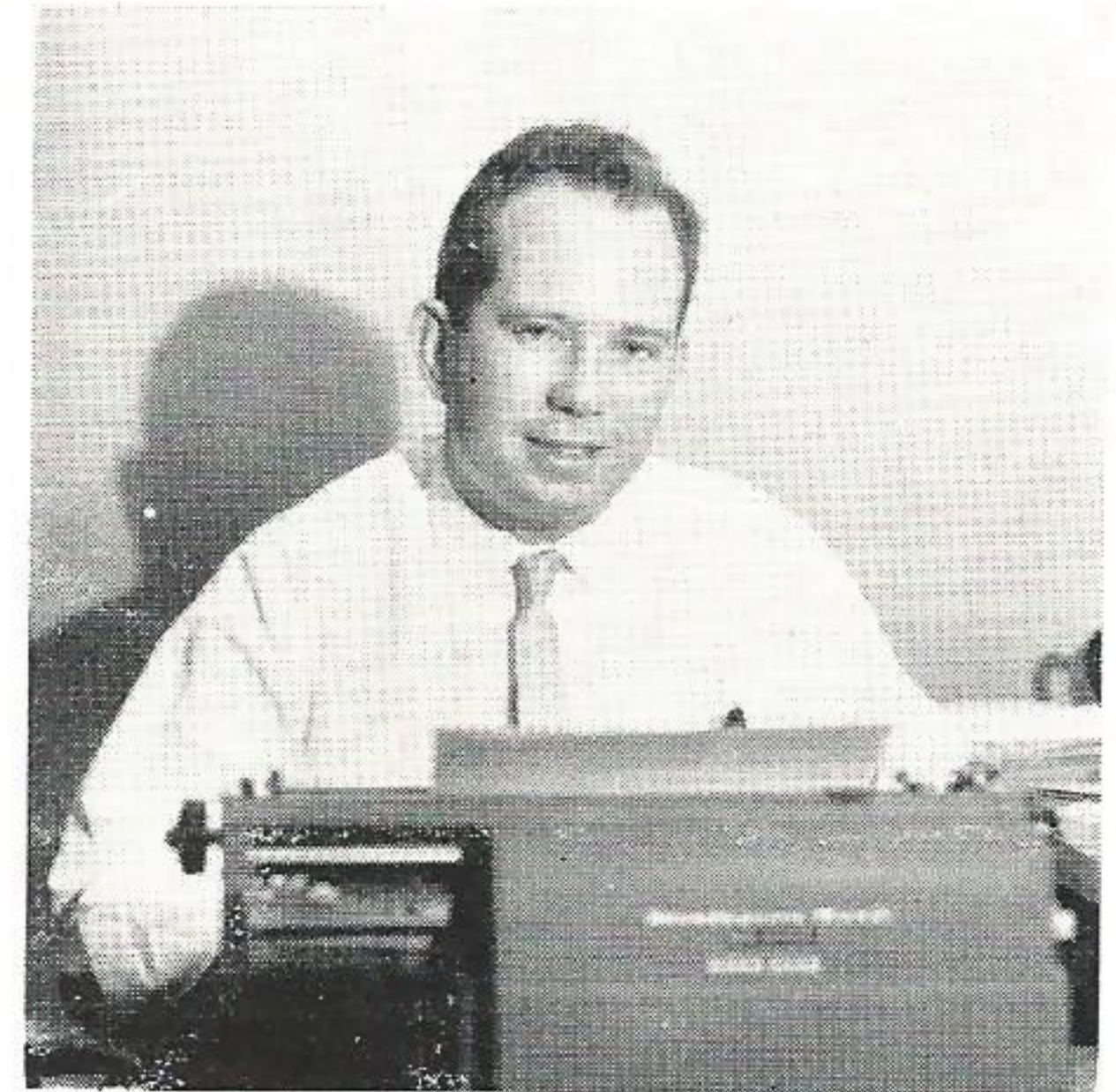
gulf staters in the news

J. W. Lamm, Jr., local superintendent in Denham Springs, has been named parish chairman for the United Giver's fund organization of Livingston Parish.

W. M. (Slim) Larkin, system industrial and commercial sales supervisor, Beaumont, (see page 20), was elected Vice President at the 31st annual Petroleum Electric Power Association meeting held in Galveston June 8, 9 and 10. Mr. Larkin just completed a term as Secretary-Treasurer of the association.

Jim Turner and **Don Hinkle** are serving on the Public Relations Committee of the 1960 United Appeals campaign in Beaumont. All are in the Advertising Department, Beaumont.

New Member Joins Staff



Bunch Eads

A new Beaumont addition to the publicity and PLAIN TALKS staff is Nathaniel B. Eads, writer, who recently moved to Beaumont from Austin, Texas.

Mr. Eads prefers to be called by his middle name, Bunch. "It is not a nickname," he said, "There was another Nathaniel Bunch in the family so I ended up being plain Bunch."

A native of San Antonio, Texas, Mr. Eads graduated from Harlandale High School and attended San Antonio College in that city. After receiving an Associate of Arts degree from San Antonio College, he enlisted in the U. S. Marine Corps in 1953 and served in Korea and Japan.

After his tour of duty with the Marines, he continued his education at the University of Texas, receiving a Bachelor of Journalism degree in 1958. While at the University, he was active in campus affairs, holding the positions of night editor and news editor on the Daily Texan, campus newspaper. He was a member of Sigma Delta Chi, journalism fraternity, and worked for the Austin American-Statesman.

After graduating from the University, Mr. Eads went to work for the Texas State Board of Insurance in Austin as an advertising investigator, the job he held when he joined the Company, on June 29.

R. A. "Dick" Landry, has been elected to the Board of Stewards of the First Methodist Church of Beaumont. Mr. Landry is supervisor of lighting sales promotion, system. This is the same Board on which **Aubrey Sprawls**, area development engineer, Beaumont, has served as secretary for several years.



The Upside Down Take

An upended purse showering coins is not the only thing that's cockeyed in the public power picture.

There's the fact that some of **your** tax money is going to put the federal government farther into **our** business—the electric utility industry.

This despite the fact that America's independent, investor-owned electric utilities are fully capable of supplying all the electricity the nation needs, without using tax dollars.

"Public power" has already cost American families and businesses

\$5,500,000,000 . . . and will cost \$10,000,000,000 more if public power backers have their way. This is happening because most folks don't know about it. Tell your friends. Only an informed public can halt this unnecessary federal expense and put some of that "lost" money back in **your** purse.

Foremen's Safety Contest Begins



A brand new kind of safety contest is now in progress in our Company. Designated by the Safety Department as the "FOREMEN'S SAFETY CONTEST" the contest will result in

1. A foreman and his wife attending the National Safety Congress in Chicago, October 19-23.
2. Stimulation of a great deal of enthusiasm and interest in safety leadership throughout the Company, since the winner will be selected on the basis of testimonials received from both his superiors and those who work for him.
3. Renewed dedication to the principles of safe working.

The contest is open to foremen in

- Transmission and Distribution Department
- Gas Department — Baton Rouge
- Survey Department
- Relay Department
- Building and Grounds Department
- Generating Stations

Here's how the contest works. The foreman will send to the System Safety Department, Beaumont, in his own words, his thinking on "Why Safety Pays." Recommendations by letters from Gulf Staters working under the contesting foremen will also be directed to the Safety Department, Beaumont. In addition, recommendations from the foreman's superintendent and manager will be considered. All such letters are to be based on:

1. The foreman's contributions to safety and the accident prevention program, past and present. And,
2. The foreman's general attitude toward safety and accident prevention, past and present.

Deadline for sending in letters is September 30, 1959. The winning foreman will be announced in the October "Plain Talks." A pictorial report from both the victorious foreman and his wife about what they saw and learned at the National Safety Congress will be published in the November magazine.

It is hoped that the interest generated in this new contest will keep Safety uppermost in everyone's thoughts and help our Company continue to set new, accident-free records in all the years ahead.

BACK YOUR CANDIDATE! START THINKING ABOUT WHY HE AND HIS WIFE SHOULD ATTEND THE 1959 SAFETY CONGRESS. THEN WRITE YOUR LETTER TO FRANK JONES, SAFETY DIRECTOR, BEAUMONT, TEXAS. DEADLINE IS SEPTEMBER 30!