

r-1 Split
 Stock Voted
 Gulf States

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 manager for Gulf States,
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 Secretary of State an amendment
 to the company's articles of in-
 corporation which will increase

Gulf States
 Splits Stock
 Two for One

Gulf States Utilities company
 is splitting its common stock two
 for one, under authorization voted
 Monday at the annual meeting of
 shareholders held at the com-
 pany building in Beaumont.
 200 shareholders were
 present. H. C. Leonard, executive
 president, said the split will be
 effected by filing today with the
 Texas Secretary of State an amend-
 ment to the company's articles of in-
 corporation which will increase

GSU Shareholders
 Told of \$205 Million
 Expansion Project

Unprecedented growth, currently and in the immediate future,
 in the area of Texas and Louisiana served by the Gulf States
 Utilities Co., will necessitate the expenditure of approximately
 \$205,000,000 on new plants and equipment in the next four years.

Roy E. Nelson, president told the
 annual meeting of shareholders
 here yesterday.

The demand for industrial and
 private use of electric power has
 increased at such a rate that our
 expansion schedules have been up-
 graded threefold, Mr. Nelson said.

Bridge City Plant
 The Bridge City plant, now un-
 der construction, will have a ca-
 pacity of 1,000,000 kilowatts
 in 1970.

issuance of the addi-
 tion of common stock after the split-up. It
 the present intention of the board
 of directors to maintain a divid-
 end rate per share on the shares to
 be no less than one-half of the
 dividend paid prior to the split.

er action at the meet-
 ing by some 200 stockholders
 director—Edwin W. H. H. H.
 Mass.—was elected to the board
 and were re-elected.

a partner in the firm
 of Management Associates
 re-elected include
 Fulton, John J. Morrison,
 Nelson and Will E. Orgain
 of Beaumont; Harold C. Leonard
 Charles P. Manship Jr., of
 Baton Rouge; Thomas J. Hanlon
 Jr. of Prairieville; Edward H.
 Taussig and Munger T. E.

par value. Leonard
 in his opinion, the
 broadening the market
 for the common stock and
 increasing the distribution
 of shares to a larger
 number of shareholders.

the company's arti-
 cles of incorporation which will
 increase the presently authorized
 10,000,000 shares of common
 stock, without par value, to 20-
 000,000 shares of common stock,
 without par value.

To Broaden Market
 Mr. Nelson stated that, in his
 opinion, the stock split will broad-
 en the market for the common
 stock and result in a wider distri-
 bution and an increased number
 of shareholders.

Before the split, the company
 had 5,011,832 common shares out-
 standing and will have 10,023,664
 shares outstanding after the split.
 Certificates for the additional
 5,011,832 shares will be mailed on or
 about June 25 to holders of common
 stock of record at the close of busi-
 ness on Tuesday.

Gulf States has paid dividends
 on its common stock in vary-
 ing amounts for many years.

**Stock Split
 Is Okayed by
 Gulf States**

A two-for-one split in com-
 mon stock of Gulf States Utilities
 Co. was authorized at the annual
 meeting Monday at the company's
 general office in Beaumont, Tex.,
 attended by more than 200 share-
 holders.

H. C. Leonard, executive
 president, said the split will be
 effected by filing Tuesday with the
 secretary of state and the state
 of Texas an amendment to the
 company's articles of incorporation
 which will increase the present
 authorized 10 million shares

Fund, Inc., two mutual funds of
 which Hiam is a vice president
 In addition, the shareholders re-
 elected the following directors to
 serve for the ensuing year: George
 R. Fulton, John J. Morrison, Roy
 E. Nelson, and Will E. Orgain of
 Beaumont; Harold C. Leonard,
 Charles P. Manship Jr., and C. V.
 Porter of Baton Rouge; Thomas
 J. Hanlon Jr. of Prairieville; Ed-
 ward H. Taussig and Munger T. E.

es will be mailed on or about
 June 25 to holders of common
 stock of record at the close of
 business on June 9.

Dividends Paid
 Gulf States has paid dividends

*Main
 Topics*

GULF STATES UTILITIES CO.
 JUNE, 1959

Good News From
 GULF STATES UTILITIES CO.



AT GSU MEETING. Roy E. Nelson, president of Gulf States Utilities Co., STANDING LEFT, tells the annual shareholders meeting here yesterday that the company will expend \$205,000,000 on new plants and equipment in the next four years to meet power requirements of the rapidly growing industrial region in Texas and Louisiana, served by the firm. The shareholders also authorized at the meeting a 2-for-1 split of common stock shares.

SHARE-
 HOLDERS TOLD
 (continued from page one)

IN THIS ISSUE:

- Our Owners Vote a Stock Split
- Medallion Homes On Parade
- How To Stay Alive On The Highway

es will be mailed on or about
 June 25 to holders of common
 stock of record at the close of
 business on June 9.

Dividends Paid
 Gulf States has paid dividends

so stated that the use of air
 conditioning equipment, particu-
 larly heat pumps in customers' homes,
 is contributing materially to
 the "very rapid in-"
 crease in the demand for electric
 power in the area served by the
 company.



June, 1959
Vol. 37, No. 6

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

Plain Talks

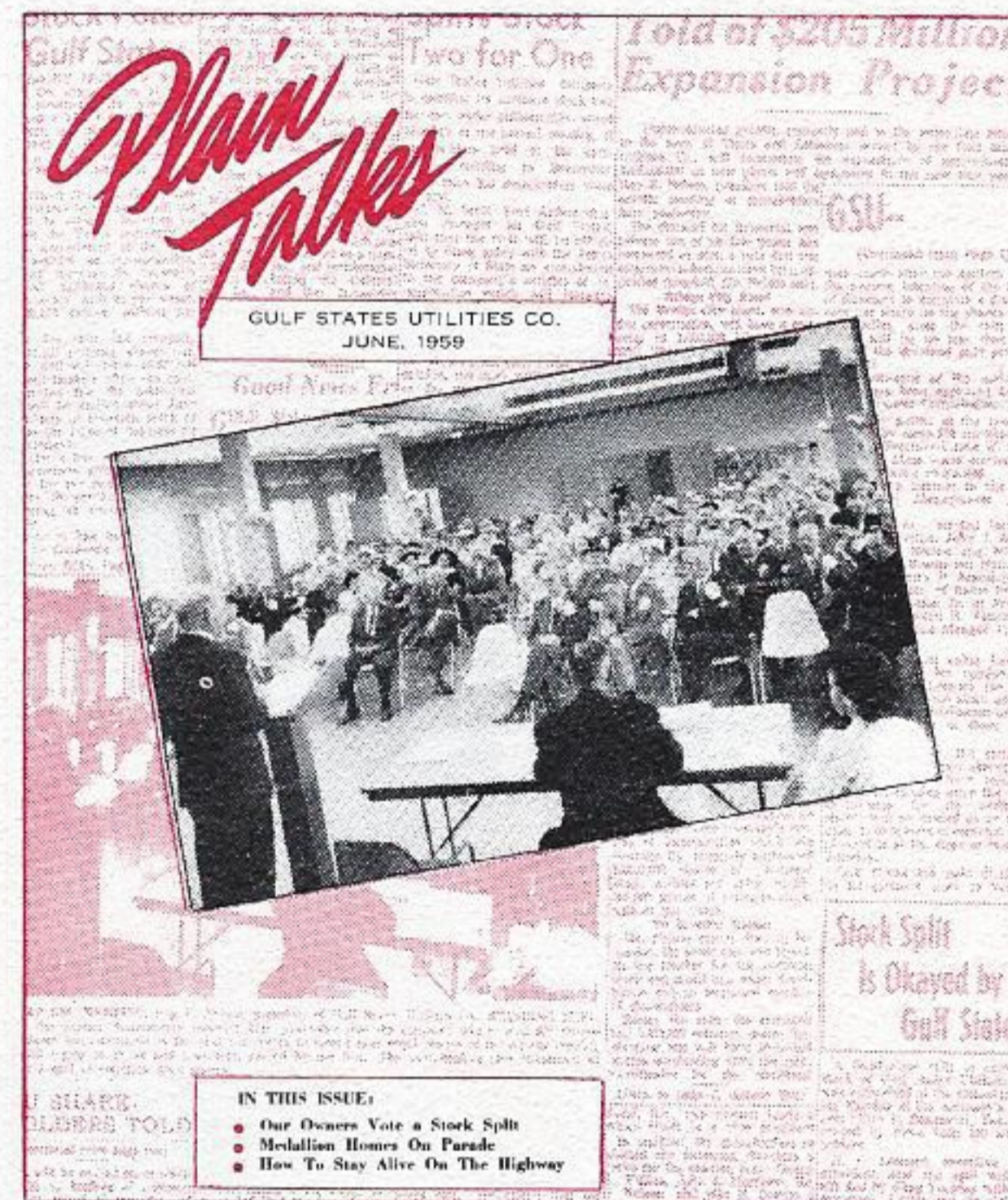
James S. Turner
Editor

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

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OUR COVER



Dramatic happenings often occur without undue fanfare. And that's the impression this month's cover attempts to convey. Because important things did take place at this year's annual meeting of shareholders held June 8 atop our general offices in Beaumont. For only the second time in our history, shareholders voted, overwhelmingly, to split our Common Stock, this time on a two-for-one basis. In 1953, a five-for-four split was voted. A new director, Mr. Edwin Hiam of Boston, was elected. Our ten other directors were re-elected. And all this happened in a calm, business-as-usual atmosphere. Hence—the cover.

EXECUTIVE OFFICERS

J. J. MORRISON
Executive Vice President
G. R. FULTON
Executive Vice President
H. C. LEONARD
Executive Vice President

ROY S. NELSON
President
R. E. CARGILL
Vice President
W. H. GIESEKE
Vice President and Secretary
E. L. GRANAU
Vice President

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

DIRECTORS

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

REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Jean Cole	Sales
Mary Helen Ener	Cust. Accounting
Gertrude Peddy	Line
Hazel Collins	Neches Station
Mrs. Tommie Byrd	Billing
Glenda Milner	Billing
Doris Campbell	General Accounting
A. C. Faggard	General Accounting
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Helen Clark	Credit & Collections
Reba Willey	Orange
Doris Cryer	Silsbee
Margie Cain	T & D
Doris Thomas	Purchasing
Minnie Marino	Accounting
Leola Williamson	T & D, Service Center
Ruth Mueller	Systems
Ward McCurtain	Tax
Charlotte LeVois	Advertising
Tom Whiddon	Personnel
Peggie Faulkner	Engineering
Naomi McLeod	Engineering
Nadine Hester	Engineering
Jean McAfee	Engineering
Audrey Sirman	Records
Gwen Thompson	Executive Dept.

BATON ROUGE DIVISION

Virginia Yarbrough	Electric
Marion Brown	La. Station
Jo Ann King	Gas
Margie Force	T & D
Ethel Sharp	Purchasing
Jackie Braud	Accounting

LAKE CHARLES DIVISION

Fay Denny	Sales
Ann Snider	Accounting
Jean Kiehl	T & D
Jack Bass	Sales
Alice Vining	Riverside Station
Eddie Belair	Jennings
Mary Ann Gauthier	Jennings
Cynthia Nolan	Lafayette
W. S. Sharp	Sulphur

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Barbara Rhodes	Operations
Louise Satory	Calvert
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mablene Pollard	Trinity

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland

COMMENTS



Ideas, Like Flowers,

Are Not Meant to Bloom Unseen

WHAT happens in our Company when an employee has an idea which, if adopted, would help us operate more efficiently?

Most of us, being human and desiring recognition of our efforts and intelligence, work with our superiors to get our idea off paper and into operation as quickly as possible.

Some, perhaps more timid than others, "feel out" those close to them before finally gaining confidence enough to communicate the idea to the foreman or supervisor.

Only a few decide to do nothing, simply because there are obstacles to overcome.

That there are sometimes obstacles in the path of progress, we realize full well. They exist in any company, and ours is no exception.

A recent letter to the editor from an employee points out the presence of certain "obstacles" to his (the writer's) ideas concerning a "simpler, more economical" way of doing his job. The writer recommends establishment of a sort of "reward for good suggestions" program, patterned after those used by some companies.

Opinions among companies which have tried the "suggestion system" range from delight to dismay. Those which like the system are usually big companies in highly competitive fields, where the drop of a mill or two in the retail price of their product can mean the difference between profit or loss, success or failure. These companies conduct continuous, exhaustive cost analyses which can track

down exactly how much or how little even a minor change in operating methods will affect the unit cost of their product.

Other companies, however, complain that:

1. The administrative cost of the system is so high as to rule it impractical.
2. Employee morale suffers from rejected suggestions as much as it is boosted by those accepted.
3. Once his suggestion is accepted and he receives his reward, an employee may become dissatisfied, on the theory that his payment is small compared to the thousands of dollars his idea will help the company save.

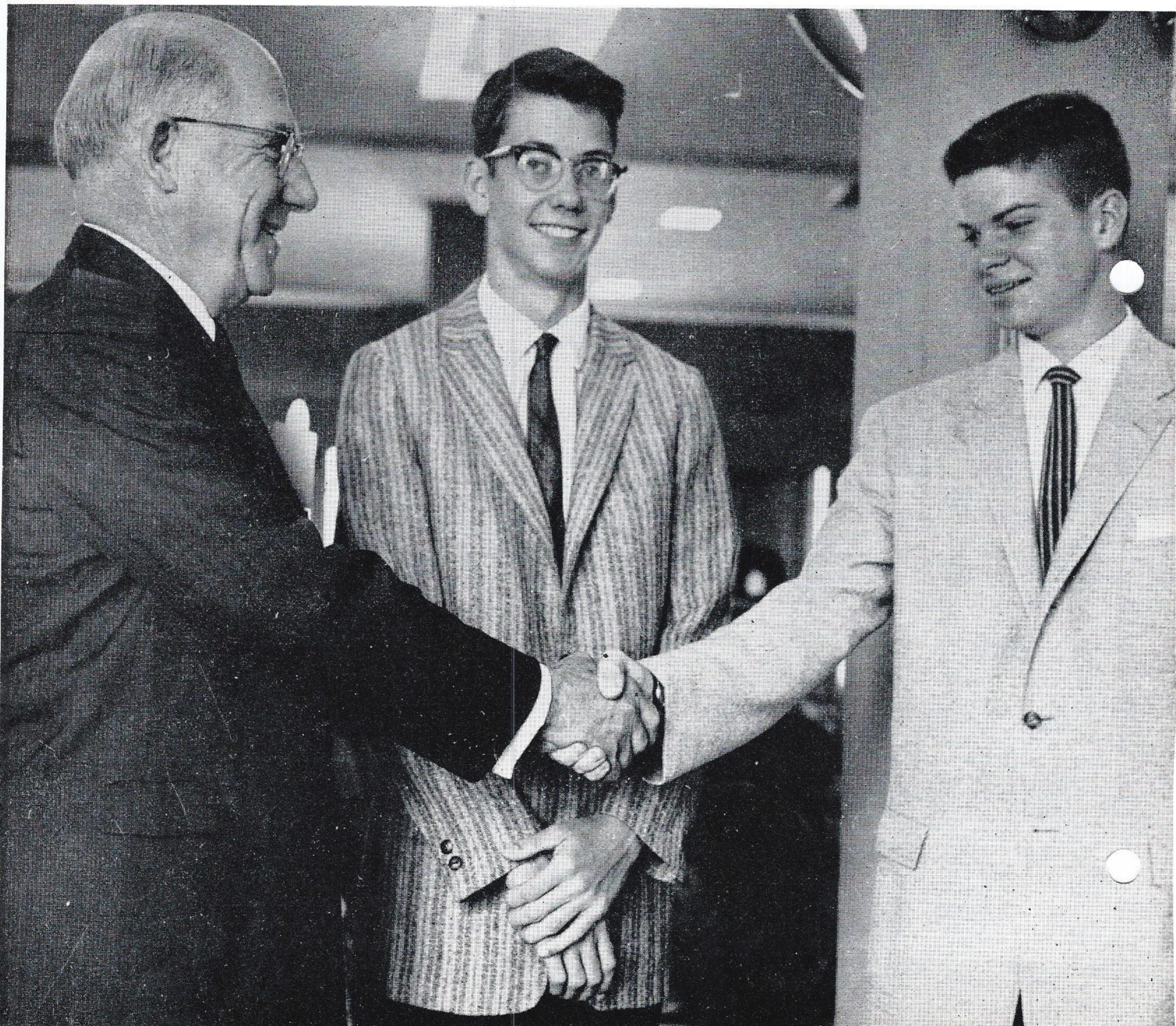
Over the years many employees of this Company have demonstrated their willingness to share their good ideas with others to improve working conditions, encourage on-the-job safety and effect operating economies. Their efforts very definitely have helped them as well as the Company.

Our Company periodically reviews the suggestion programs of other industries. To date none has turned up which is considered practical for adoption by an electric utility company.

This is certainly not to say that a good idea should ever be kept hidden. Good ideas, like good employees are essential to the continued progress of our Company.

—JST

Stock Split



Voted



President Nelson and Vice President and Secretary William Gieseke present various items of business to the stockholders, while Robert Jackson and H. C. Hansen, assistant secretaries, tally the votes.

MORE THAN 200 shareholders of our Company attended the Annual Meeting, Monday, June 8, in the general office building in Beaumont, at which a 2-for-1 Common Stock Split was approved.

President Nelson said that the split will increase the presently authorized 10,000,000 shares of Common Stock, without par value to 20,000,000 shares of Common Stock without par value. The stock split became effective at the close of business Tuesday, June 9, after an amendment to our Articles of Incorporation was filed with the Secretary of the State of Texas.

Before the split, the Company had 5,011,832 Common shares outstanding and will have 10,023,664 shares outstanding after the split. Certificates for the additional shares will be mailed on or about June 25, 1959 to holders of Common Stock of record at the close of business on June 9, 1959.

Dividends on our Common Stock in varying amounts have been paid for the past 20 consecutive years, the present rate of payment being 45¢ per share quarterly. Mr. Nelson said that while no decision has been made in respect of dividends on the Common Stock after the split-up, it is the present intention of the Board of Directors to maintain a dividend rate per share on the shares to be outstanding after the split-up which will be no less than one-half of the dividend paid prior to the split-up.

The issuance of the additional shares has been approved by the Federal Power Commission.



Mr. Hansen and Patty King help Mr. Simonton register.

Below, Mr. Nelson reads how voting went on split, election of Board.



←
Gulf States' President Roy Nelson greets two of our Company's younger stockholders: teenagers Terry Moor and Charles Little, Jr., both of Beaumont.

June, 1959



8,000 Beaumonters Visit

EDUCATION'S ROLLING SHOWCASE

"JUST imagine, Henry Ford sat at that desk," said the nine-year old girl.

"That may be the way the schoolrooms of 1890 looked, but I went to one in 1940 that hadn't changed a bit," her teacher added.

"Boy, I can't wait to get to high school if they have rooms like these," the twelve-year old boy declared.

These are samples of the bemused reactions to the famous "SCHOOLROOM PROGRESS, U.S.A." exhibit, during its six-day stay in Beaumont last month. A classroom classic mounted on two railroad cars, the exhibition was brought to Beaumont as a public service by our Company in cooperation with the national sponsors, the Henry Ford Museum and Greenfield Village and Encyclopedia Americana. We sponsored the train in Baton Rouge in 1957, and it was also an outstanding success there.

From its first day, the exhibit attracted crowds of schoolchildren, as the picture above shows, their parents, P.T.A. members, school officials, politi-

cians and newspeople, and the just plain curious who were eager to see the story of a century of progress in our American schoolrooms, from the backwoods shacks of Abe Lincoln's day to the modern, glass-walled and architecturally-lighted education plants of today.

More than 8,000 visited the exhibit. The first car held actual models of the "old" schoolrooms of the nineteenth century. From that dim car, the visitor stepped over into the well-lighted "new" car, with examples of modern schoolrooms: the home economics shop, kindergarten, a manual trades classroom and a business-education classroom. The change was dazzling and inspiring.

The exhibit fulfilled its purposes, which are to pay tribute to our American schools and teachers, and to encourage more children today to enter the challenging career of teaching tomorrow.

And more than one adult must have thought "I only wish schools had been like this when I was young."

President Nelson was host at a breakfast and preview showing for education leaders and newspeople in the area on May 13, opening day of "SCHOOLROOM PROGRESS." Right, J. J. Vincent, superintendent of the South Park School District, A. W. Shannon, assistant superintendent of the Beaumont Independent School District, and President Nelson relive their school days while seated at desks in the model 1870 schoolroom. The exhibit's curator, Robert Johnson, shows them the initials carved by Henry Ford in the original desk. (Photo by Tom Knapp—Beaumont Journal)



Robert Akers, editor-in-chief of the Beaumont ENTERPRISE and JOURNAL, chats with Mr. Johnson while Ray Pace, of the Residential Sales Department, and one of the hosts of the exhibit, listens in.



Future teachers are inspired as they inspect tomorrow's classroom.

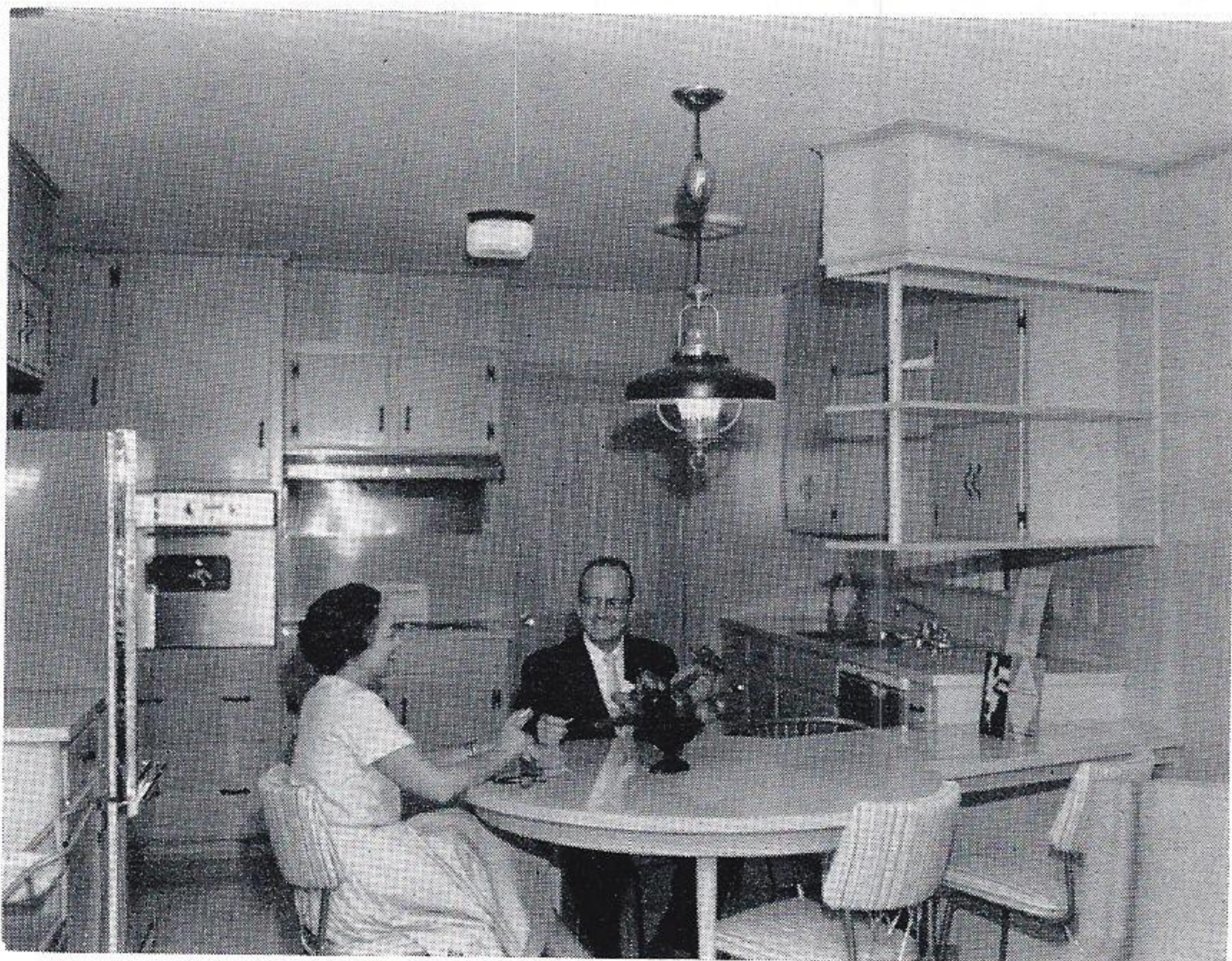




Mr. and Mrs. Dick Howell stand in the heart of any Medallion Home, the kitchen.



Builder Pat Fussell, at right, of Cardinal Homes, shows his Medallion Home to two guests.



Mr. and Mrs. "Sandy" Hawthorn discuss the advantages of all electric living in the kitchen of their "Parade" home, at left.

20,000 Visit Beaumont's

Parade of Gold Medallions

AS THE TEMPO of our continuing promotion of electric-better living increases, more people are becoming aware of the benefits of the total-electric home, and more builders are constructing Gold and Bronze Medallion homes to satisfy the people's wants. It's significant that during the past 17 months alone, 1,800 Medallion Homes have been built in our service area.

Last month, more than 20,000 Beaumonters (including President Roy Nelson and other Gulf Staters) took a window-shopping tour of five such completely electric homes during the eight-day "Parade of Homes" exhibition in New Caldwod Subdivision, Beaumont.

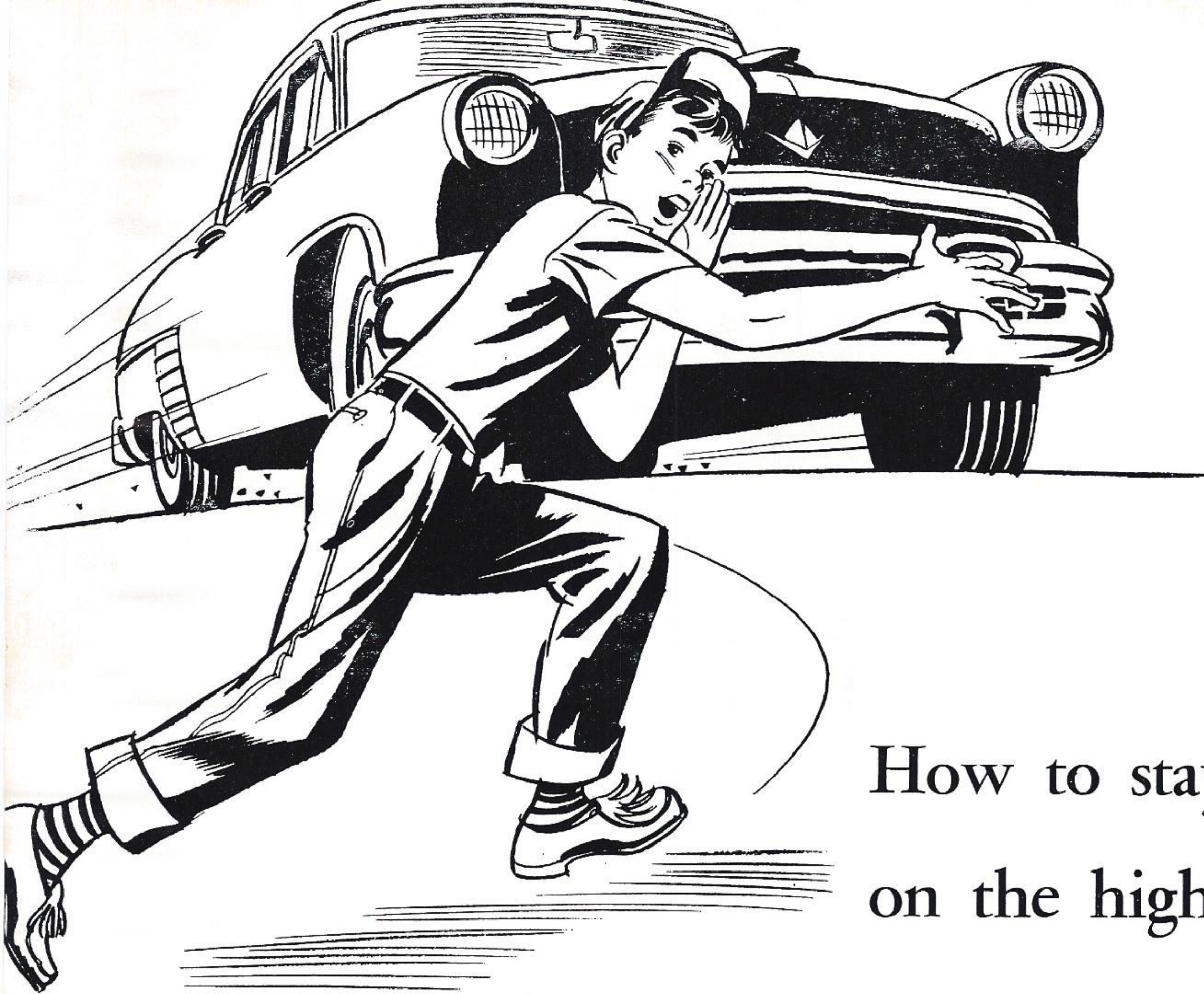
Besides the homes built in the new subdivision by developers Thames-Hawthorn and H. G. Nichols, two other firms—Cardinal Homes and Dick Howell—opened their homes to the public.

"Plus" features for better living included heat pumps for year-'round air conditioning, as well as electric heaters, electric built-in kitchens and electric laundries. Three of the homes had intercommunication systems which are designed to pipe music throughout the entire house, including the bath. The intercom also included door-answering service.

The homes are honest "luxury" items, with all of the electric touches that can make a home more enjoyable and pleasant to live in for many years to come. They are adaptable, too, because the homeowner can add electric appliances in the future without needing to pay for an expensive rewiring job.

In the parade of better living homes, these Gold Medallion Homes are setting standards by which *all* homes will be judged in the future.





How to stay alive on the highways

by
ANDERS POULSON
Safety Representative
Beaumont

IF you wanted to fly, would you just rent a plane and take off, carrying your family with you? Certainly not! You'd take lessons from a properly licensed, professional pilot and become a competent flyer before risking the lives of your loved ones.

Yet, flying a plane is not so different from driving an automobile—and the traffic on the highways is heavier than it is in the skies. But every year thousands of "self-taught" drivers risk their lives and the lives of others when they hurtle onto the highways, vacation-bound.

This is not to suggest that you should take a drivers training course—although that would be a good idea; instead, this article is intended to pass onto you some of the safety rules of the road developed by professional **drivers**. For your own sake, read these simple tips from the pros, and show them to your friends and neighbors.

FIRST, HOW SAFE IS YOUR CAR?

Racetrack drivers risk their necks daily by driving on hairpin curves at sometimes horrifying speeds. But notice the care which they lavish on their cars. Each driver always checks out his own car before a race, because he knows that his life depends on the machine which he is handling and he treats it with all due respect.

So, before you enter your car in the "nationwide speedrace" this summer, check your car against this list.

1. When was the last time you had your car lubricated? Most car manufacturers recommend a garage lubrication every one or two thousand miles. Change the oil and oil filter frequently, and clean the air cleaner while you're at it. This will help give you trouble-free operation. And check the water level in your car battery weekly.

2. This is Tire Inspection Month, so check the tread on your tires. Here's

how: Put a dime between the treads; if you can read the date on the coin, then you know your tires are worn and dangerous. Either buy new tires or get safe recaps. Keep your spare in good shape and properly inflated. And if the tires cause a "shimmy" in your steering wheel, better have them balanced—quick!

3. Have your brakes checked every 5,000 miles, or before you start on any trip. Pound hard on the brake pedal (as if you had to make a sudden stop). If the pedal comes within one inch of the floorboard, don't drive on the highways without taking it to a mechanic.

4. If you plan to drive in the evenings (when sight is most deceptive) or at night when it is cool, check your lights. Do **all** of the lights on your car work properly, or are some of the bulbs weak or burned out? Are your headlights so high that even when they are on low beam, they might blind oncoming drivers?

4. Do you have seat belts? Seat belts are now standard equipment on all Gulf States vehicles, and they should be on your personal car, too. Find out how much it would cost to have them installed in your family car, then match that cost against the damage that could be caused by an accident in which you or members of your family are allowed to hurtle into the dashboard, or through the windows.

Some other hints: Check your windshield wipers. Do they do the job or would you be unable to see in a heavy rain? Windshield washers are helpful accessories to have, too.

YOUR DRIVING PERSONALITY

We all know what's wrong with "that other fool driver." But how many of us can see our own driving faults?

Professional drivers—truck drivers, race drivers, test drivers—have all learned their faults and know how to cope with them, or they wouldn't be alive. Here's a checklist of questions to ask yourself and other driving members of your family.

1. Do you find that you always seem to be in a hurry when you're driving somewhere, whether it's downtown or to another state? Do slow drivers in front of you nearly always cause you to become irritable and dodge in and out in order to pass them and get to a clean stretch of highway?

THEN REMEMBER: In a country where some 50,000,000 cars are on the

roads, there are no "clean stretches of highway;" there will always be another car in front of you. By zig-zagging in traffic, you're increasing your chances of not being able to dodge in time. Then: pow! You're a statistic. It takes at least 10 seconds to pass a car in front of you. Count it out a few times and then check the position of oncoming cars at the tenth second. Where would your car have been at that time? Think twice.

2. Or are you the opposite of the get-there-fast driver? Do you drive at speeds safely under the minimum, say 40 to 45 mph? Do you feel proud that you are such a safe and sane driver?

THEN REMEMBER: Long lanes of cars will inevitably pile up behind you. You make it necessary for them to pass you because you are the direct cause of highway congestion. In most states, the speed limit is 60 mph and the minimum is 50. Stay safely **between** those speeds.

3. How are you on long trips? Do you get drowsy, yet persist in driving because you can't—or won't—relinquish the wheel to someone else?

THEN REMEMBER: Stay awake. If no one else can drive, or if you insist on driving, better stop the car for a break when your head starts nodding and your eyes drooping. Get out and stretch your legs. Drink coffee. Here's another hint: Take your shoes off. It will ease your tired and cramped feet, and you should feel more alert quickly. Better yet, let a fresh driver take the wheel for awhile and you sleep.

4. How close do you follow the car in front of you? Do you feel that you can cause him to speed up to the speed **you** want to drive if you hang on his tail?

THEN REMEMBER: Driving on another car's rear fender can make that driver nervous, can make him speed up—maybe too fast. It's not safe. You should keep a safe stopping "cushion" of space between you and the car in front, about one car-length

for each 10 miles of speed. At 50 mph, this distance is about 75 feet.

6. When you are angry or irritable after a family quarrel, or at another driver, do you tend to drive faster to ease the tension? Many people take out their frustrations by driving fast and recklessly.

THEN REMEMBER: Psychologists tell us that this is a manifestation of a "death-wish." In other words, while you may not admit it to yourself, you really are wishing that something will happen to you. Think about it seriously. If you had good sense, and wanted to protect yourself and your family, you wouldn't drive fast, would you?

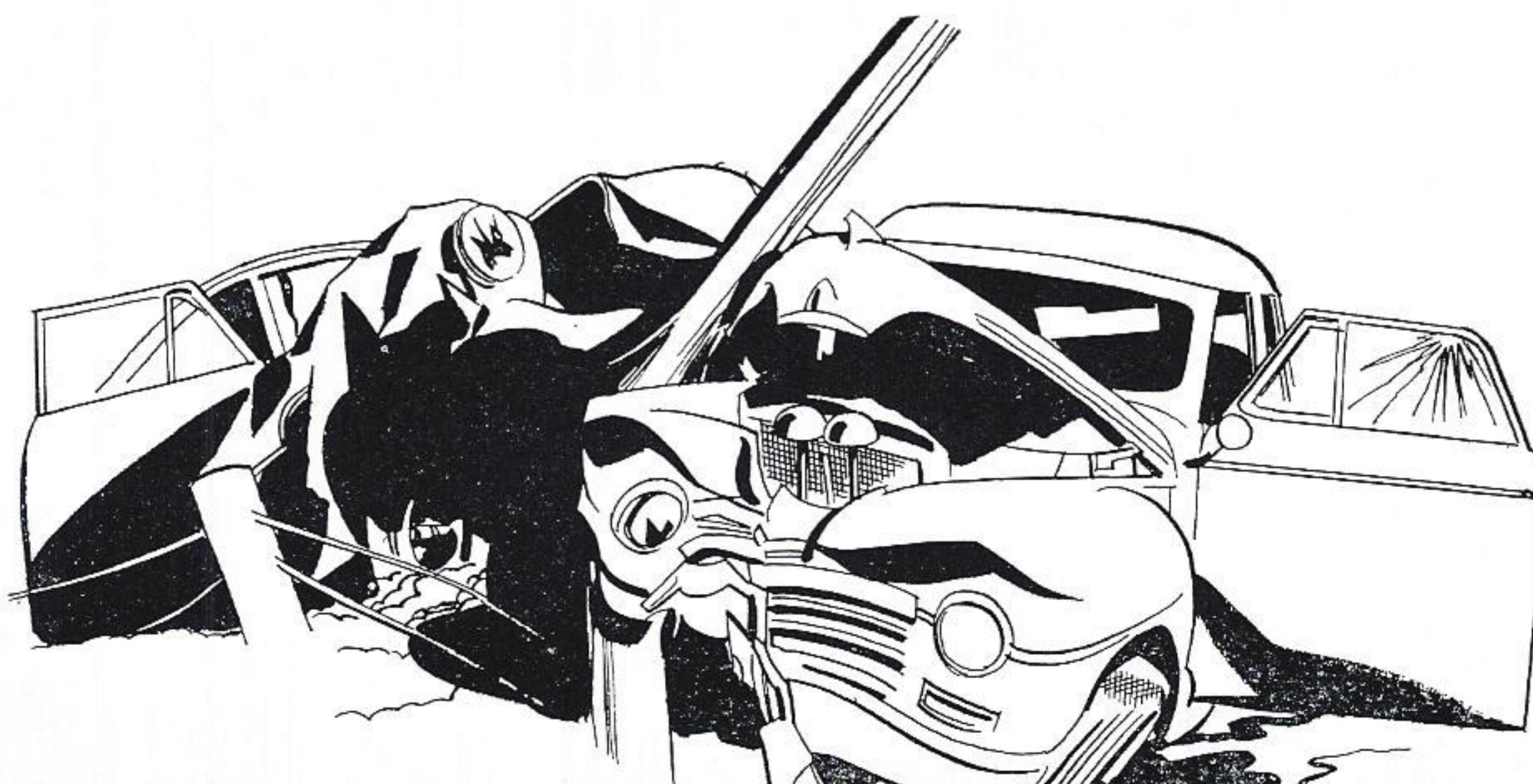
7. Do you drink while you drive? Or before? Do you feel secure as if nothing can hurt you?

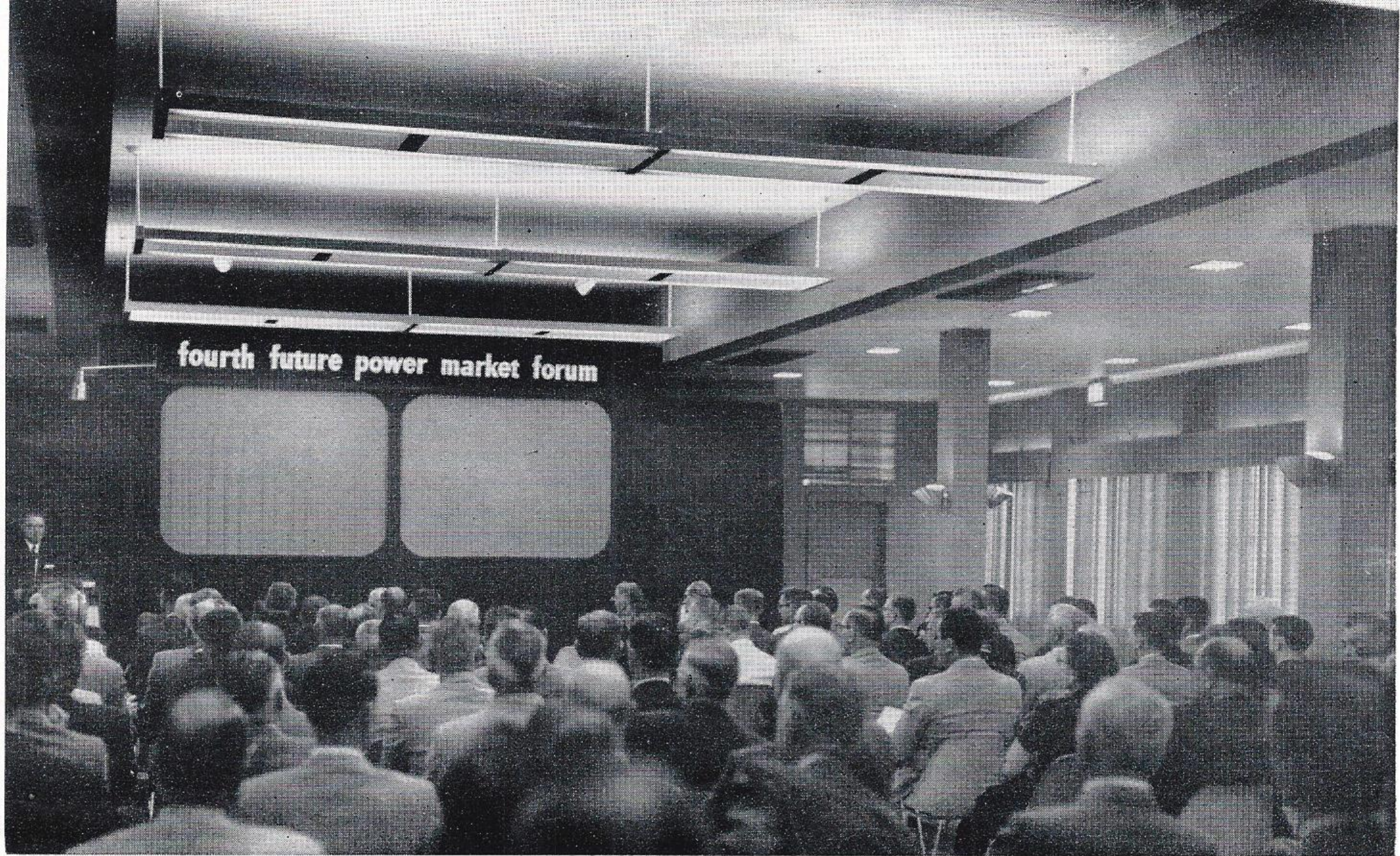
THEN REMEMBER: This again is a danger signal. It means that you're gambling with your life—something you wouldn't **normally** do. The fact that over 50 percent of accidents are caused by drinking drivers indicates that this can be a sure way to escape from the pressures of life, permanently. But at least other forms of suicide don't endanger the lives of innocent people around you. You need fast, sure reflexes and nerves to drive on today's congested highways.

You should be able to grade yourself as a driver by these questions. Give yourself a minute to think about your driving habits or, if another member of your family is an unsafe driver, show him or her this article.

Remember, almost anyone can get a driver's license. We all drive better for the benefit of the traffic office than we do for our own families. Even those who are mentally ill can obtain a driver's license and renew it every two years, the same way you do. Unfortunately, most states don't require a psychological test for drivers. But they should. So, even if you yourself are a safe driver, watch the other guy. Chances are that he's not so safe.

Have a good vacation. And come back to take another vacation **next** year.





200 Gulf Staters Hear Westinghouse Program . . .

Kids and Kilowatts

IN THE TIME it takes you to read this article, approximately 35 babies will have been born in these United States.

And, as Texas department heads learned at the May 25 meeting in the Beaumont office, by the time his first birthday rolls around, each new arrival will have:

- Consumed \$140 worth of food
- Drunk 236 quarts of milk
- Worn \$127 worth of clothes
- Played with \$43 worth of toys
- Caused addition of \$199 in furnishings
- Run up an \$111 bill on diapers, baby oil and incidentals
- Guzzled \$63 worth of formula

That all adds up to about \$800 a year. Multiplied by the 10,800 new babies arriving every day, it means \$3 1/2 billion annually. And, no doubt about it, the Texas-Louisiana Gulf Coast will get its share of the business.

What does all that have to do with electricity and our Company?

A team of Westinghouse Corporation officials provided dramatic answers for some 200 key Gulf Staters at their fourth Future Power Market Forum

which replaced the regular semi-monthly meetings.

The poser is this: while population will increase 17 percent, reaching 193 million by 1965, America's work force will drop by 13 percent to 71.8 million. And that work force must produce 40 percent more — *somehow!*

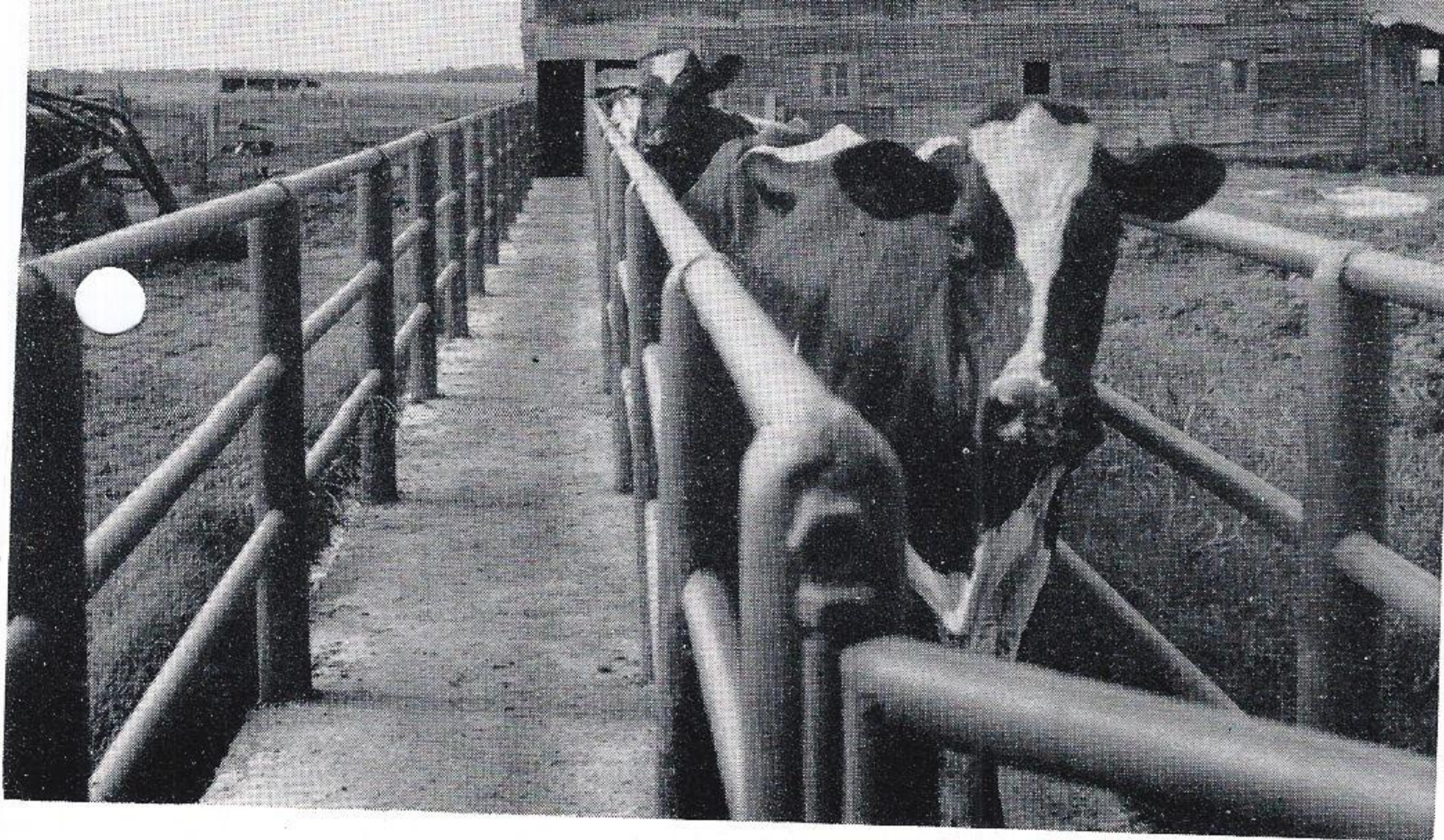
Electricity Is the Key

Electric power is the "Somehow." Industries will need an additional 585 billion kwh by 1965, an increase of 67 percent.

Commercial users, planning \$750 billion in new construction and improvements, will spend \$108 billion on electrical requirements.

Residential power loads will increase an estimated 2 1/2 times in 10 years and 4 1/3 in 20 years. With all-out local electric utility promotion and sales effort, this bright picture could be made even brighter. For instance, four million homes, rather than the predicted two million, could be heated and cooled entirely by electricity by 1968, and 20 million by 1978.

Briefly, as the Westinghouse show emphasized, the future power market is there; but not just for the asking. It's there for the selling.



Winnie, Texas Has A

MEDALLION DAIRY

It is only natural that our industry, which uses many automatic time saving devices to operate more economically and efficiently, should play a big part in helping others use these same devices to their own advantage.

Since June is Dairy Month, it's also timely to see how our service is used in one of our area's major industries.

Ed Rake's modern dairy, six miles east of Fannett, Texas, is an example of how modern methods have helped one of our oldest industries produce more for less.

Mr. Rake's 100 acre farm has a herd of 100 cows, 46 of which are currently in production, and a brand new all-electric milking house — where his wired-hand, Reddy Kilowatt, cuts much of the work out of milking.

In the loft of the new barn is a feed hopper which electrically mixes and stores a ton of feed, to be correctly distributed to the feeding troughs below by a series of electrically driven augers. By the operation of a micro-switch each cow receives the correct portion of mixed feed to keep her in top production.

The milking is done by four milking units, which connect to plastic pipes to carry the milk, untouched by human hands, to the 500 gallon refrigerated storage tank.

A central electric compressor unit supplies the vacuum necessary to milk

the cows and transport the liquid through the pipe system to the tank.

An electric water pump supplies water to the electric water heater that keeps it hot for cleaning the milking system and the stainless steel lined tank.

Mr. Rake has studied the modern techniques of the dairy industry and figures that his mechanized system saves him enough each month in less spillage, butterfat losses and handling charges to pay for itself in three years.

His uncle, in Wisconsin, was instrumental in persuading him that these conveniences would help him produce more for less. Mr. Rake has spent time, for the last two summers, studying his uncle's dairy and consulting with the agricultural experts at the University of Wisconsin to determine which system would be best for him.

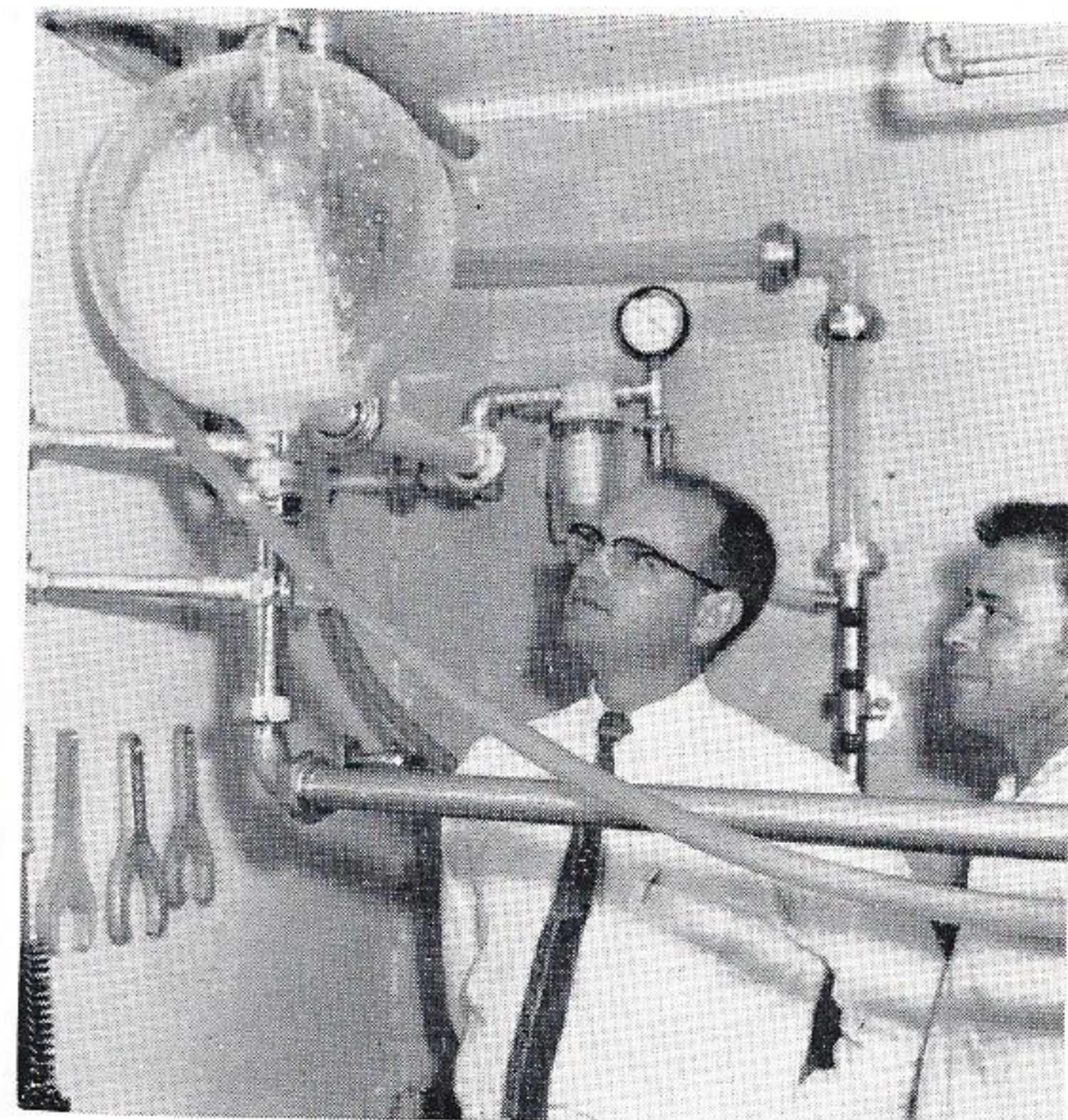
"I installed this system, mainly, because I saw all the advantages my uncle had with his modern methods. I couldn't let him get ahead of me," he grinned.

Now, when Ed Rake milks his dairy herd at 6:30 a.m. and 4 p.m., the "tunk-tunk-tunk" pulses of the automatic milking machines and the swish of feed being electrically distributed have replaced the tinny rattle of a stream of milk striking the bottom of the old milk pail.

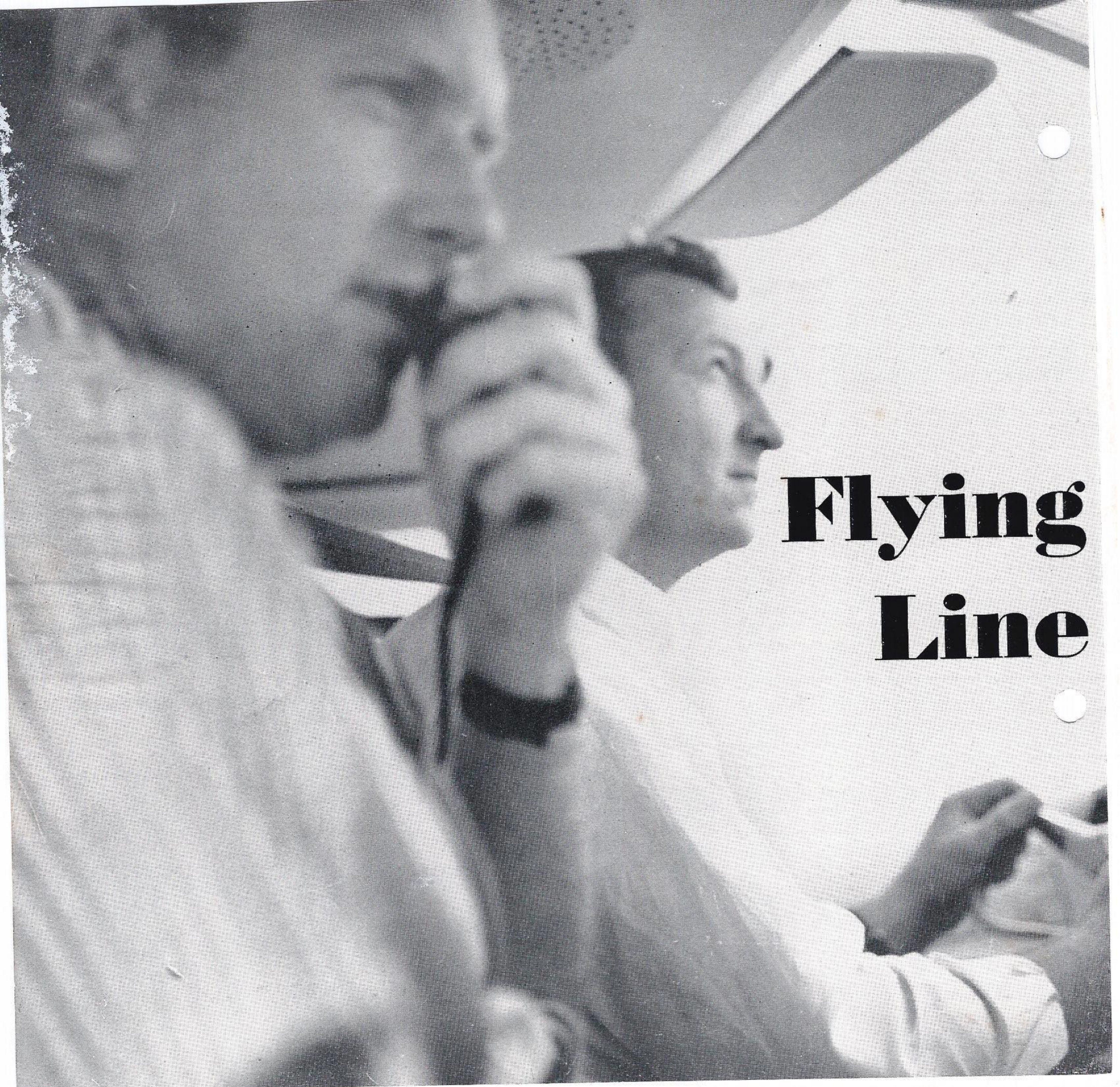
Rake's Dairy looks like any other Gulf States dairy-farm from the outside. But on the inside, ah, what a difference! It's "all-electric," as the story and pictures below show.



Ed Rake attaches the milking lines to the source of the milk: the cow.



Aubrey Sprawls, Beaumont area development engineer, and Mr. Rake watch the milk as it passes through a system of tubes.



Flying Line

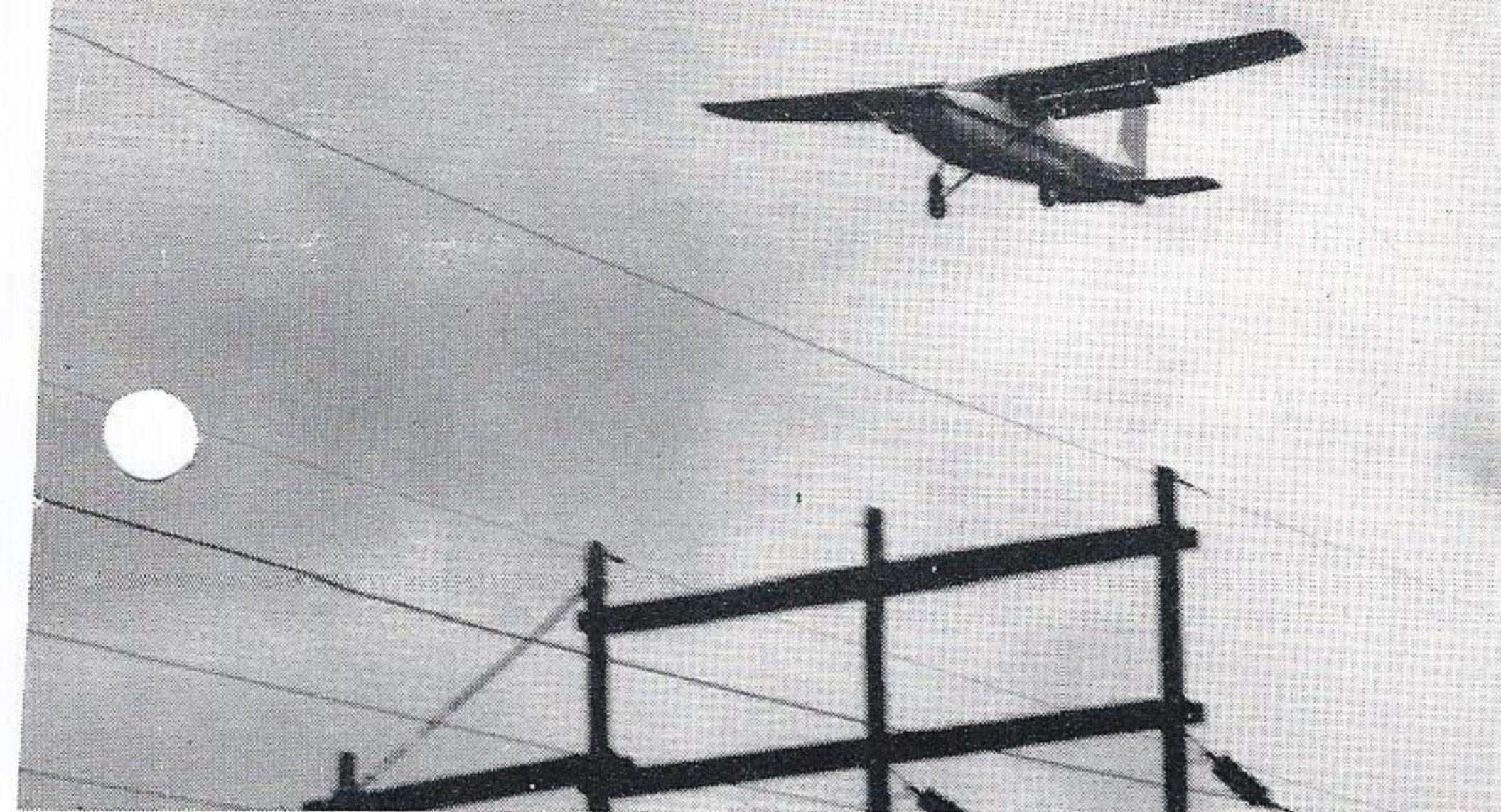
By **DON HINKLE**

AS PILOT Bill Kelly strapped me into the side-seat of the small airplane, I asked the purpose of the extra shoulder harness that supplemented the normal seat-belt.

"That's a safety harness in case we should crash into the trees, so you won't go through the window," he said casually.

There was a chuckle from the back seat where the second pilot, Bill Baker, held the miniature recording machine.

After we leaped lightly off the ground, Kelly pointed out that the Cessna 172 is actually a very safe plane for this line-patrol work because it has simple controls and can be easily maneuvered. The Cessna is the smaller of our Company's two planes and so it does the work close to the ground that requires slower speeds. The larger plane—the Beechcraft Bonanza, a twin-engine job—is for



with the Patrol

longer trips. It can carry eight passengers including the two pilots, Pete Carney and Charles Kage-ler.

We were going to patrol a section of the 138 kv transmission line that leaves Beaumont's Neches Station and heads west across the swamp land. While we flew, Kelley pointed out that most of their line patrol work is done in the early mornings because as the day gets warmer, hot air rises from the ground and causes air bumps.

Then we started dropping. At 100 feet above the ground, Kelly leveled off and we skipped along, skimming the surface of the trees. Directly to one side and a few feet below us was the transmission line which was to be checked. I aimed my camera and started to shoot, then a ground swell bumped us up several feet and another one caught us just as we were coming down.

"It's a little rough today," Kelly admitted. By now the plane was kicking and bumping like a Model T on a dirt road.

In the rear seat, Baker rattled off information into the recorder. When Gulf States first began

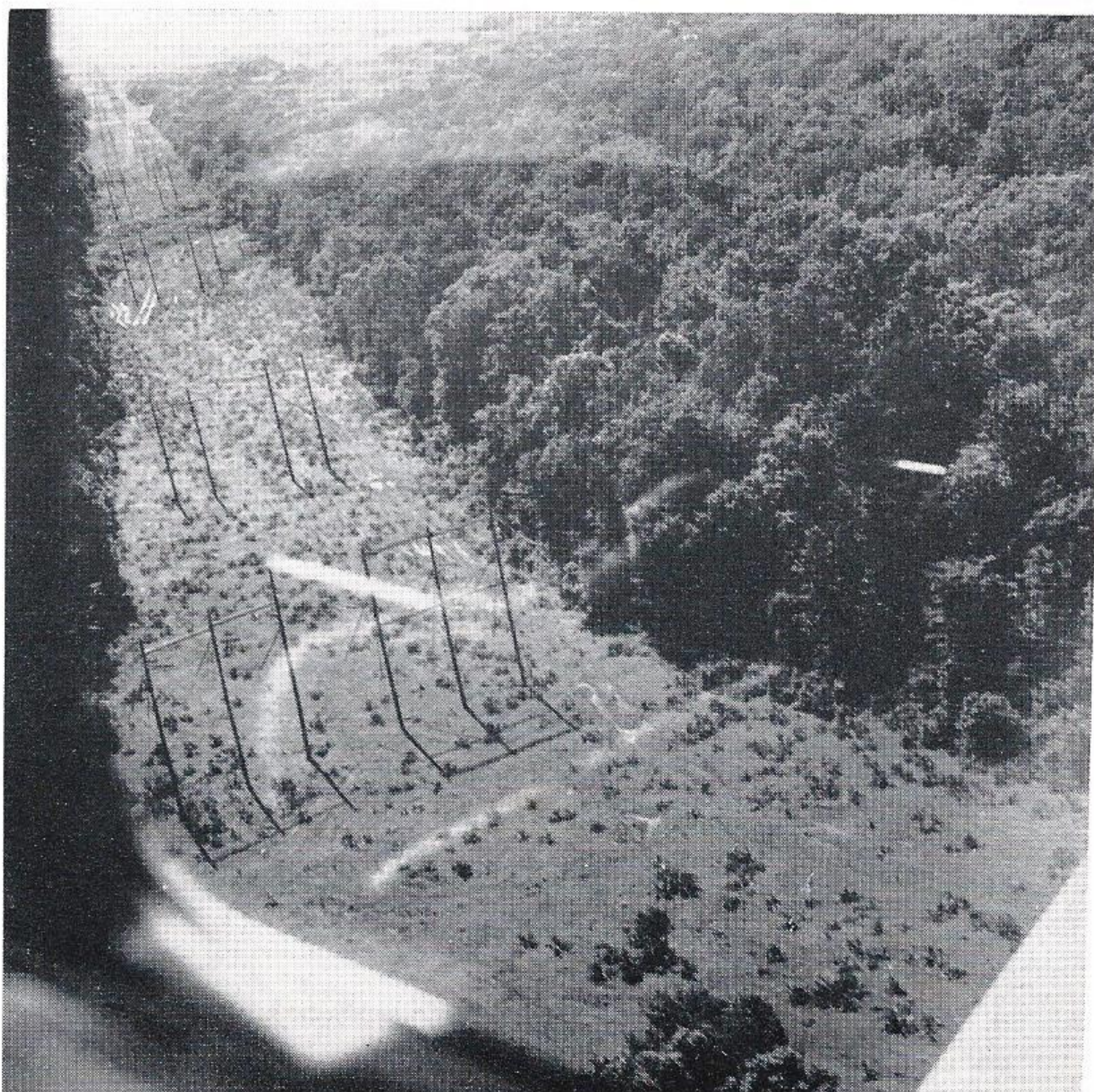
making aerial inspections in August of last year the pilot had to return to the main office and write out a formal report. Since this limited his actual flying time, the plane was supplied with a recording device. Now their verbal transcriptions on a record are sent back each day to the main office to be typed by a stenographer.

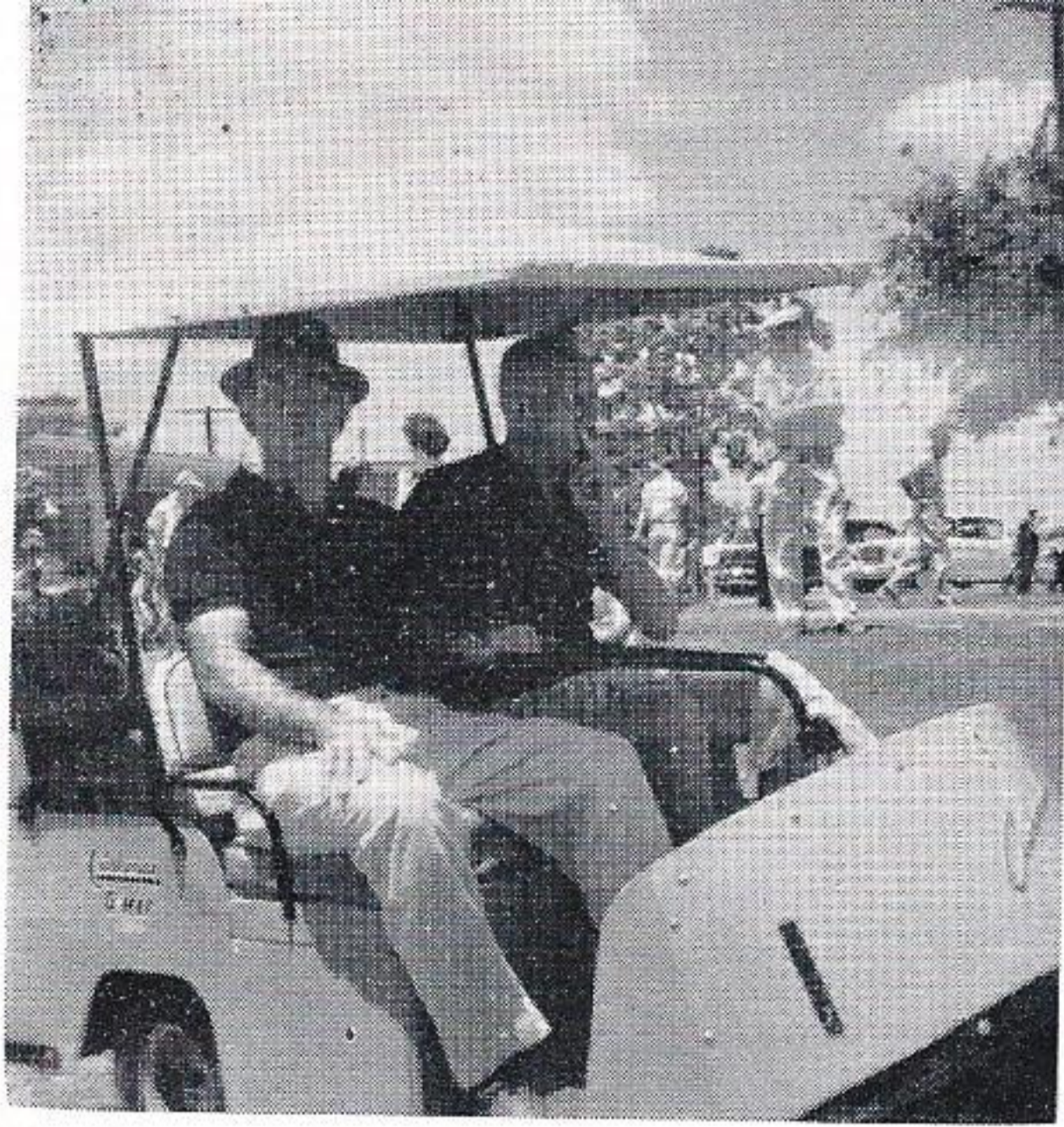
Baker's transcription ran like this: "Time: Three o'clock to three-thirty p.m. 253 (each pole has a number for easy identification), woodpecker hole through wire mesh . . . 251, woodpecker hole . . . 248, woodpecker hole . . . 144, dragline working under the pole cleaning out irrigation ditch . . . 113, broken insulator . . . 88, broken insulator . . . 87, broken insulator . . . 86, broken insulator . . . 85, broken insulator . . . 84, broken insulator . . ." —Evidently, some disgruntled hunter or vandal had taken out his frustration on our poles' insulators.

Every month these two pilots patrol over 2,500 miles of high voltage transmission lines in all five of our Company's divisions, covering about 30,000 miles each year. This enables each division to have an up-to-date knowledge of the state of repair of its poles and lines. But the T & D Departments still conduct yearly walking patrols and monthly climbing patrols, when a line crew replaces bad crossarms or broken insulators, or may even replace an entire pole if it has been riddled by woodpecker holes.

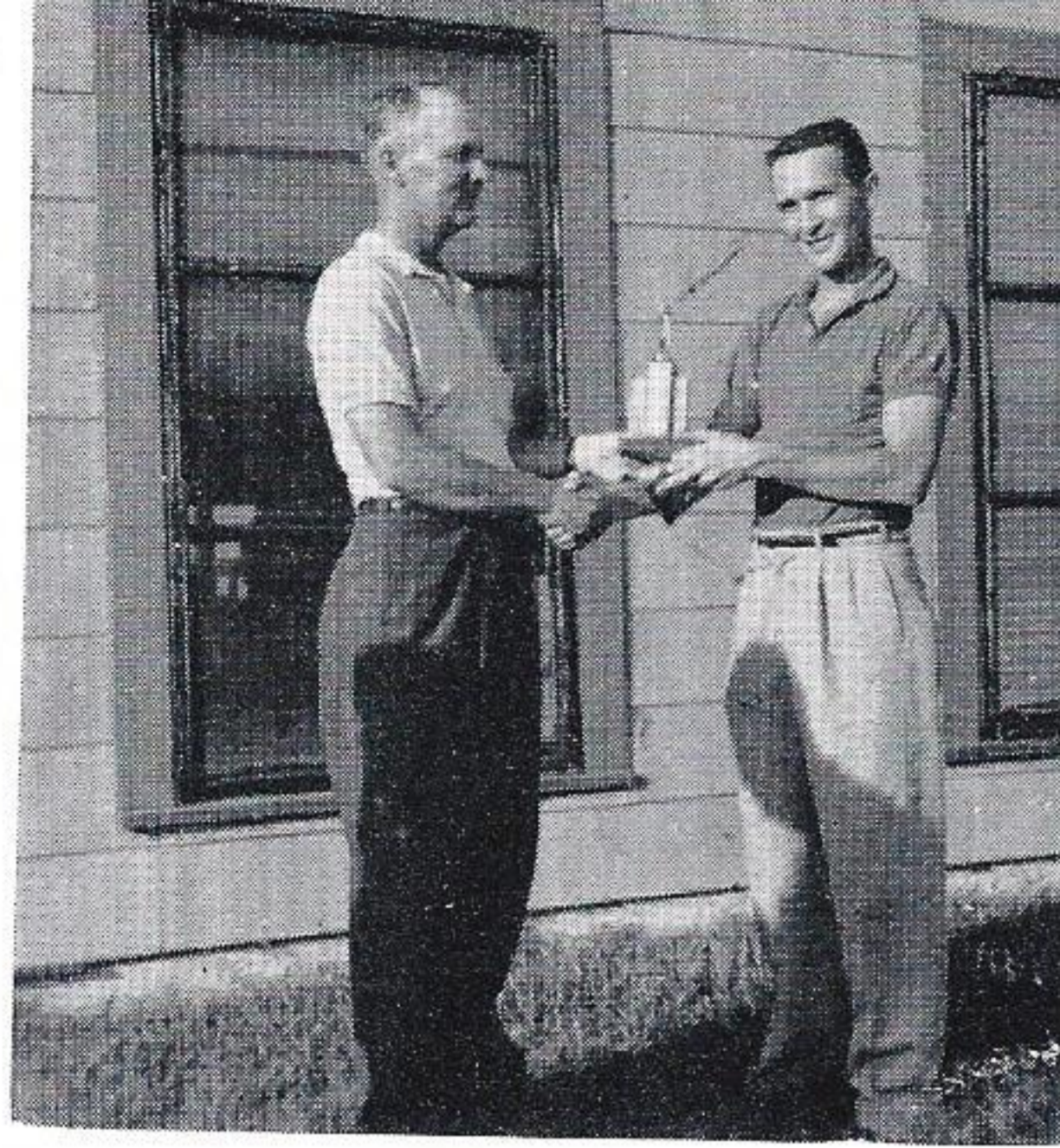
The flying patrolmen also serve in case of emergencies. If an outage occurs on a transmission line in swampy or forested country, the plane can make it to the area in minutes and can locate the trouble, so that it can guide a repair crew to the spot.

These pilots work quietly, without fanfare, but they are an integral part of our operations. They and their plane provide a fast, efficient reporting system on the condition of the many miles of high-voltage power lines throughout the 28,000 square mile area we serve.

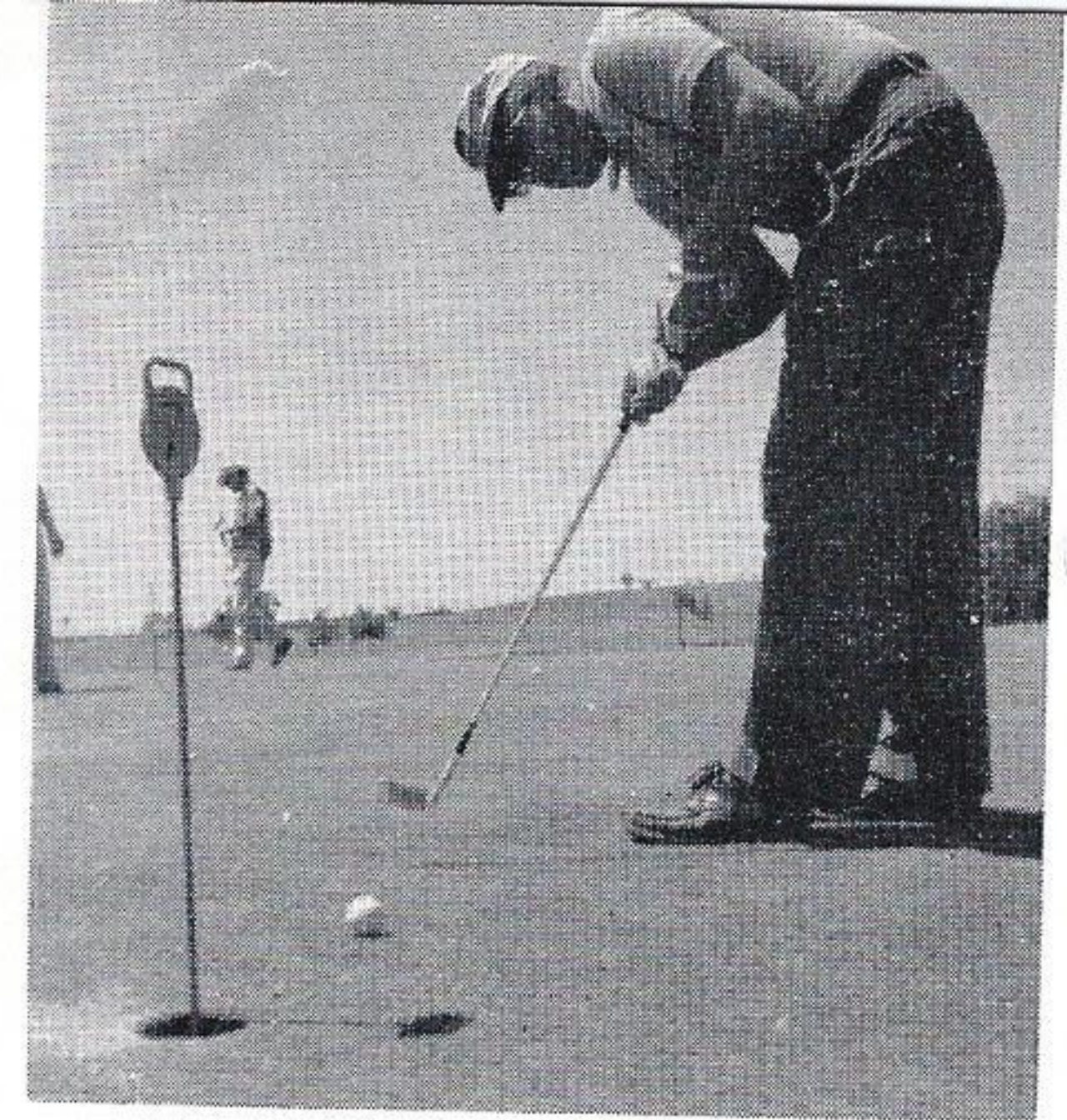




Some rode, like Fred Johnson and J. J. Morrison.



Medalist Winner Martin Riggs receives his trophy from Earl White.



Buck Morton, Beaumont Engineering, holes one out.

GOLFING IN PORT ARTHUR

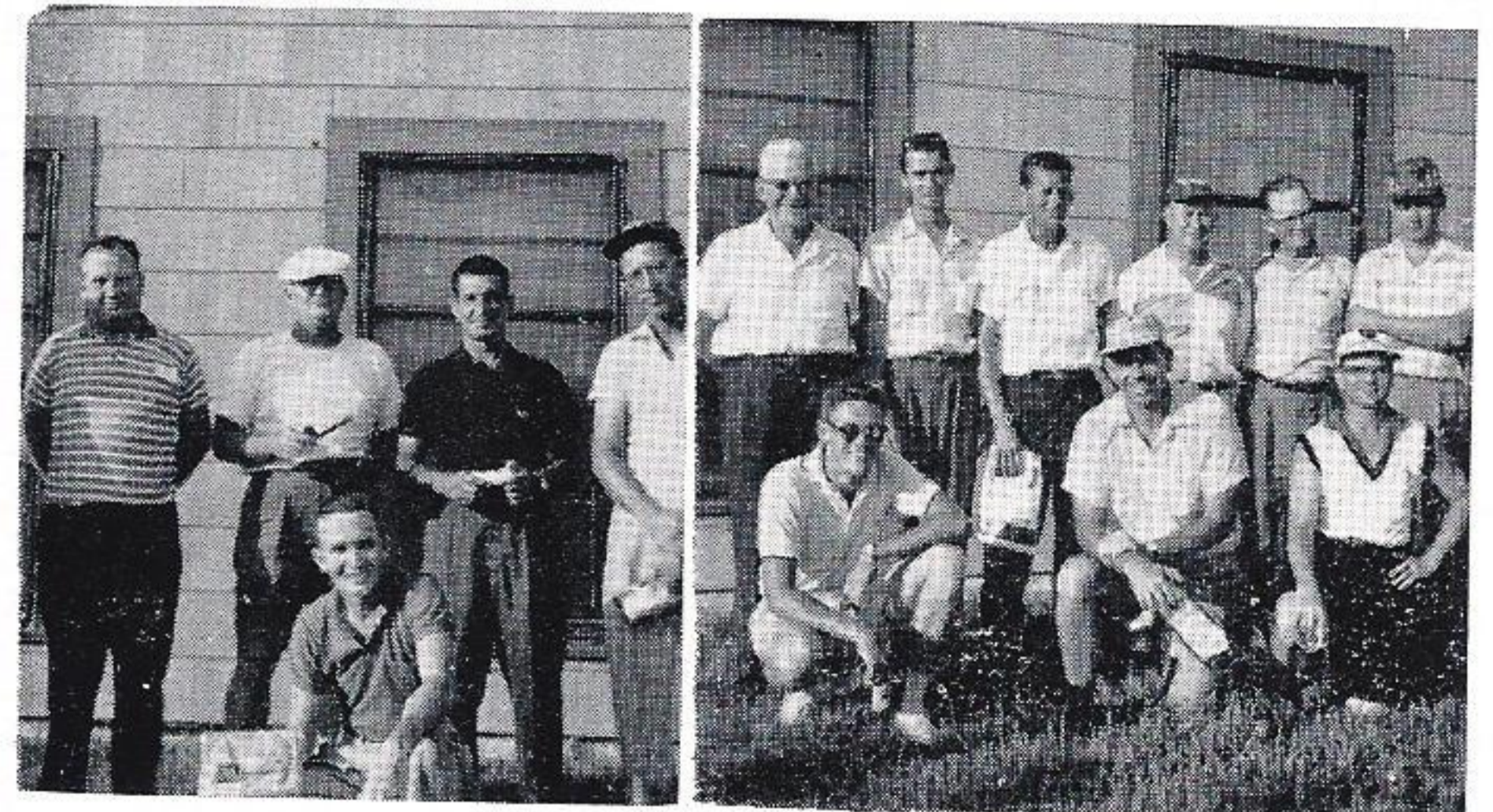
Sixty-two sun-weary Gulf States golfers, representing every one of the five divisions, helped make the May 29 employee golf tournament at Port Arthur one of the most successful in company history.

When the dust had settled and the tired players were refreshed by delicious fried chicken and fish, washed down with soft drinks and lemonade, the winners were announced as shown below.

Putting a golf tournament together is quite a chore, and PLAIN TALKS doffs its golf cap in salute to Port Arthurans Earl White, general chairman; J. C. Siddall, chairman of pairing and rules committee; Virgil Shaw, chairman of prize committee; C. G. "Blackie" DeCuir, chairman of refreshments committee, and their assistants, the many Port Arthur employees and their wives who participated in the tournament.

Here are the winners of the four flights, from left to right. In the first flight, runners-up were Andre Dubus, William Prejean, W. E. Dinkins, Leonard Ernst, Luther Risher, Jr., Y. L. Hughes, Sr., and flight winner was W. P. Carroll. Second flight: Paul Baker and Joe Fontana were runners-up, Malcolm Williams, the winner. Third flight:

Runners-up were Norman Lee, Jr., Frank Jones, Charles Heichelheimer and Oscar Gann with winner Martin Riggs. Fourth flight: In the first row are Don Kaye, Jim Turner (flight winner), William Hurt. Second row: J. T. Reidy, Gene Dartez, Clifford Meaux, Kirby Jones, Howard Sutton, and Ward McCurtain.

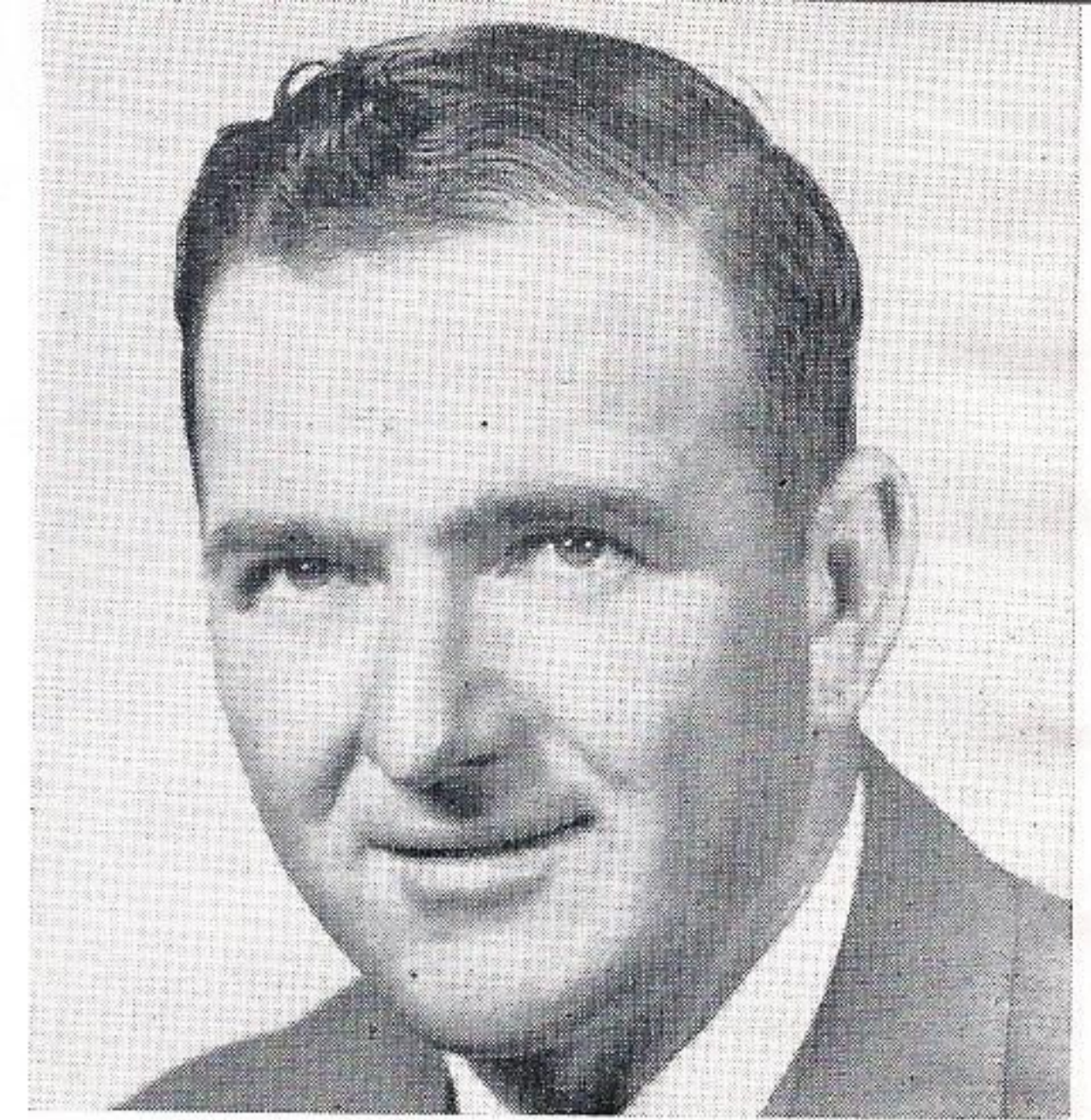




A. J. Matherne



W. F. O'Kelley



J. T. Van Winkle

SEVEN PROMOTED

The Production Department this month announced the appointment and promotion of Allen J. Matherne, Jr., as superintendent of Willow Glen Station.

Mr. Matherne was formerly a maintenance engineer at Louisiana Station, and has been with the Company for 33 years.

He began his utility career in 1926 as assistant auxiliary operator in Beaumont, progressed through several positions, and was made assistant test engineer in Baton Rouge three years later. In 1932 he was promoted to test engineer and held that position until 1947 when he was promoted to maintenance engineer in Lake Charles. He was transferred to the Baton Rouge station in 1956 with the same title.

A native of Iberville, Louisiana, Mr. Matherne received a B.S. degree in electrical engineering from Louisiana State University. He also completed a correspondence course in industrial management through the International Correspondence Schools.

Effective May 27, Willie F. O'Kelley and Hugh C. Sanders, both in the Production Department, were promoted to control operations foremen at Roy S. Nelson Station in Lake Charles.

Mr. O'Kelley

Mr. O'Kelley has been with the Company since 1943 when he began as a

helper in the Baton Rouge Division. He was promoted to auxiliary operator in 1944 and progressed through several other positions until he was made head fireman at Riverside Station in Lake Charles in 1950, the position he held at the time of his recent promotion.

Mr. Sanders

Mr. Sanders joined the Company as a helper in 1942 at the Sabine Plant in Orange. He was promoted to operator in 1947 and to watch engineer in 1949. In 1950 he was made second fireman in Beaumont, progressed through several other positions and became switchboard operator in January of this year, the position he held at the time of his transfer and promotion to Lake Charles.

(No picture of Mr. Sanders was available at press time.)

The T & D Department this month announced the promotions of four men; three to utility foremen and one to substation foreman.

Lake Charles

James Thomas Van Winkle, has been promoted to substation foreman, effective June 1. He joined the Company in 1947 as helper in Lake Charles. In 1951, after progressing through several classifications, he was called

into active duty by the Naval Reserve. He returned in 1952 to resume his position as substation mechanic. In 1953 he became a first class substation mechanic and was promoted to utility foreman in 1957, the position he held at the time of his recent promotion.

Baton Rouge

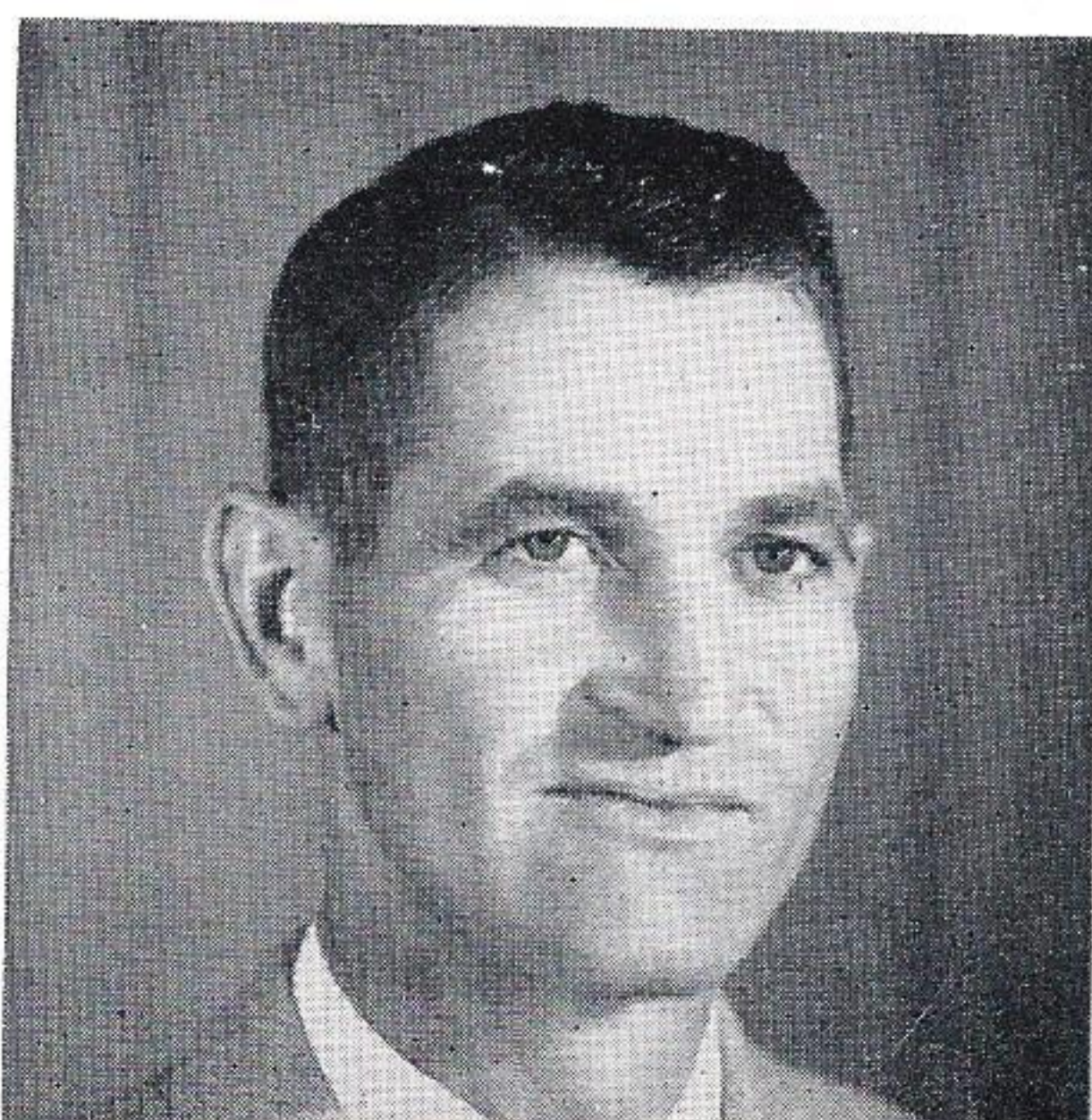
Sammie Leroy Eisworth, Walter B. McMorris and Lynell E. Strickland, all in Baton Rouge Division, were promoted to utility foremen, effective May 1.

Mr. Eisworth has been with the Company for 12 years. He began as a helper in the Baton Rouge T & D Department in 1947, and, by 1952, had progressed through all the classifications in the T & D Department. He was a lineman first class at the time of his promotion.

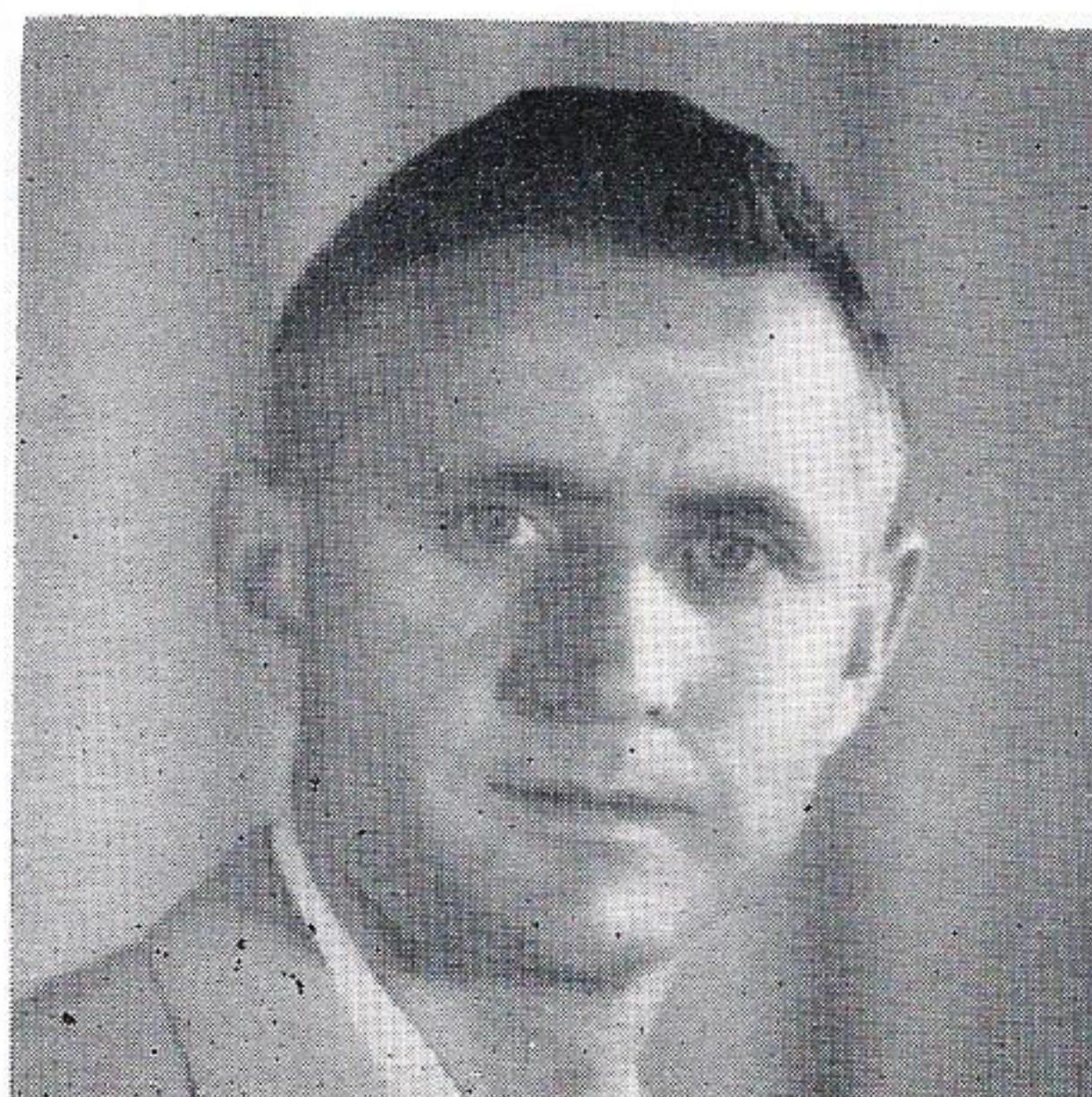
Mr. McMorris joined the Company as a helper in Baton Rouge in 1946. In 1948, he was promoted to district serviceman in Jackson. He was promoted to district serviceman first class in 1950, holding that position at the time of his promotion.

Mr. Strickland started as a helper in Baton Rouge T & D in 1946, and advanced through the various line classifications until 1950, when he was made lineman first class.

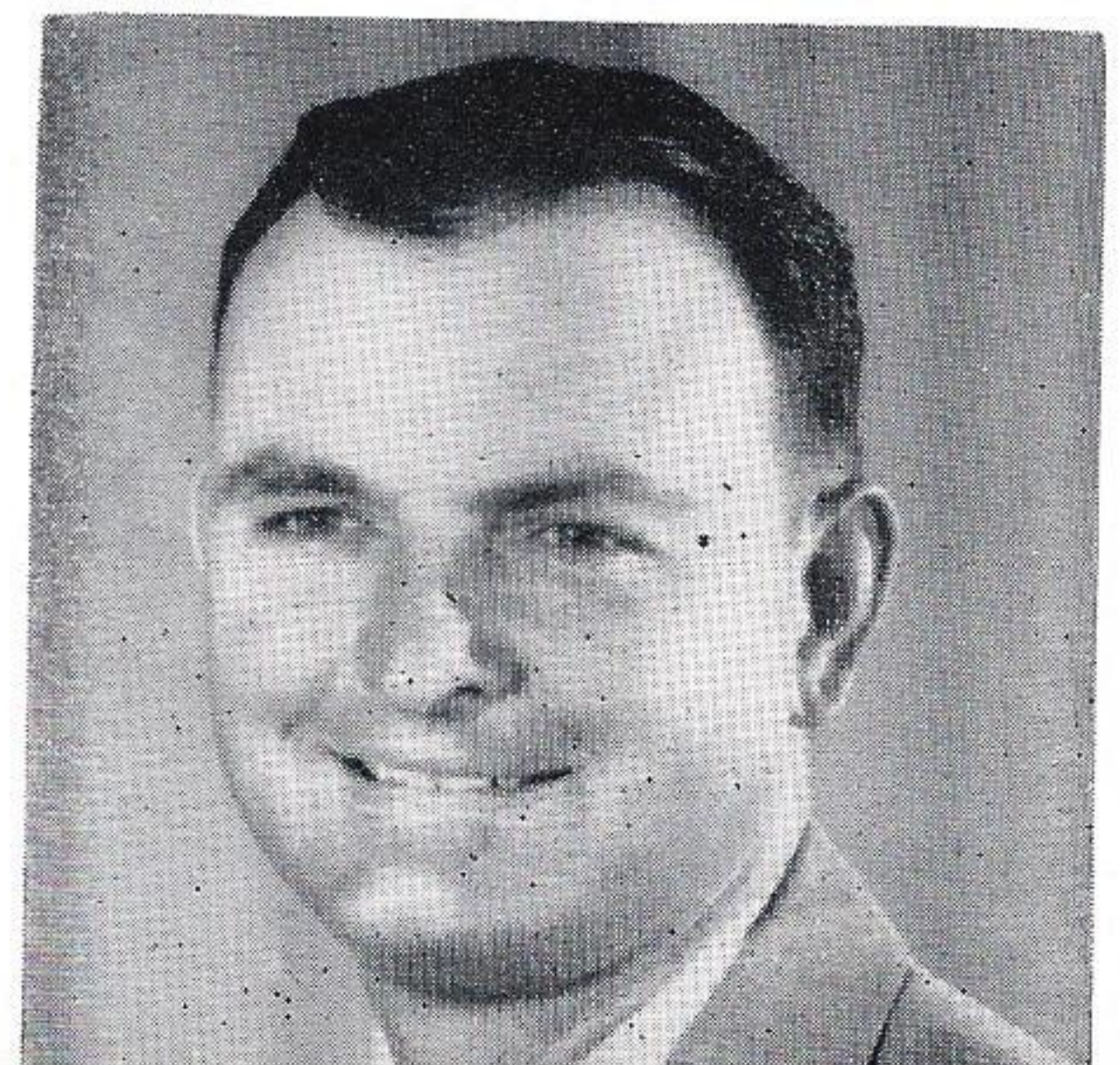
S. L. Eisworth



W. B. McMorris



L. E. Strickland



SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				MEDALLION HO.			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
Beaumont	3,306	1310	39.6	2	748	417	55.7	2	1,905	752	39.5	1	180	126	70.0	1	307	241	78.5	2
Baton Rouge	1,998	767	38.4	3	443	248	56.0	1	1,445	523	36.2	3	110	64	58.2	2	209	118	56.5	3
*Port Arthur	3,769	1683	44.7	1	425	151	35.5	4	1,854	660	35.6	4	200	43	21.5	4	498	486	97.6	1
*Lake Charles	1,396	409	29.3	4	204	53	26.0	5	816	304	37.3	2	60	15	25.0	3	113	49	43.4	4
Navasota	1,031	283	27.4	5	280	122	43.6	3	480	131	27.3	5	50	8	16.0	5	73	26	35.6	5
TOTAL	11,500	4452	38.7		2,100	991	47.2		6,500	2370	36.5		600	256	42.7		1,200	920	76.7	
Previous Year 1958	5 Mos.	3987	41.0		5 Mos.	774	43.0		5 Mos.	2280	35.0		5 Mos.	129	57.0		5 Mos.	399	399.0	

SYSTEM RESIDENTIAL SALES DEPARTMENT

Thru May, 1959

Topper Sales Figures Are Important

*While Not As Eye-Catching
As "Miss Topper," They
Represent Area Growth*

Most folks, excluding statisticians and economists, find charts and graphs pretty dull reading. Now there are other exceptions to that rule—Gulf Staters interested in the future of this Company.

For a year and a half now, Plain Talks has reproduced the sales results of our Company's continuous work with distributors, manufacturers, dealers and home builders, as part of the Topper Sales Program.

To the unknowing, the charts are merely figures, some percentages and the division standings.

But let's glance behind the charts, to see how dollars and cents are represented, as we approach the end of the first half of 1959.

- 772 Medallion homes have been constructed, costing about \$15,000,000, for a 60 percent increase over the same period in 1958.
- 3,565 electric ranges, representing about \$700,000 in sales, have been

sold on our lines, 10 percent more than at this time last year.

- 188 heat pumps, representing about \$200,000, have been installed, and they're being sold twice as fast as they were last year.
- 784 electric water heaters, worth about \$70,000, have been added to our lines, up 30 percent over last year.
- 2,050 electric clothes dryers, tagged at over \$350,000, have been sold, at about the same pace as last year.

That's a grand total of over \$16,500,000 worth of new business . . . construction business, financing business, appliance sales, manufacturing and distribution business, transportation business and electric business.

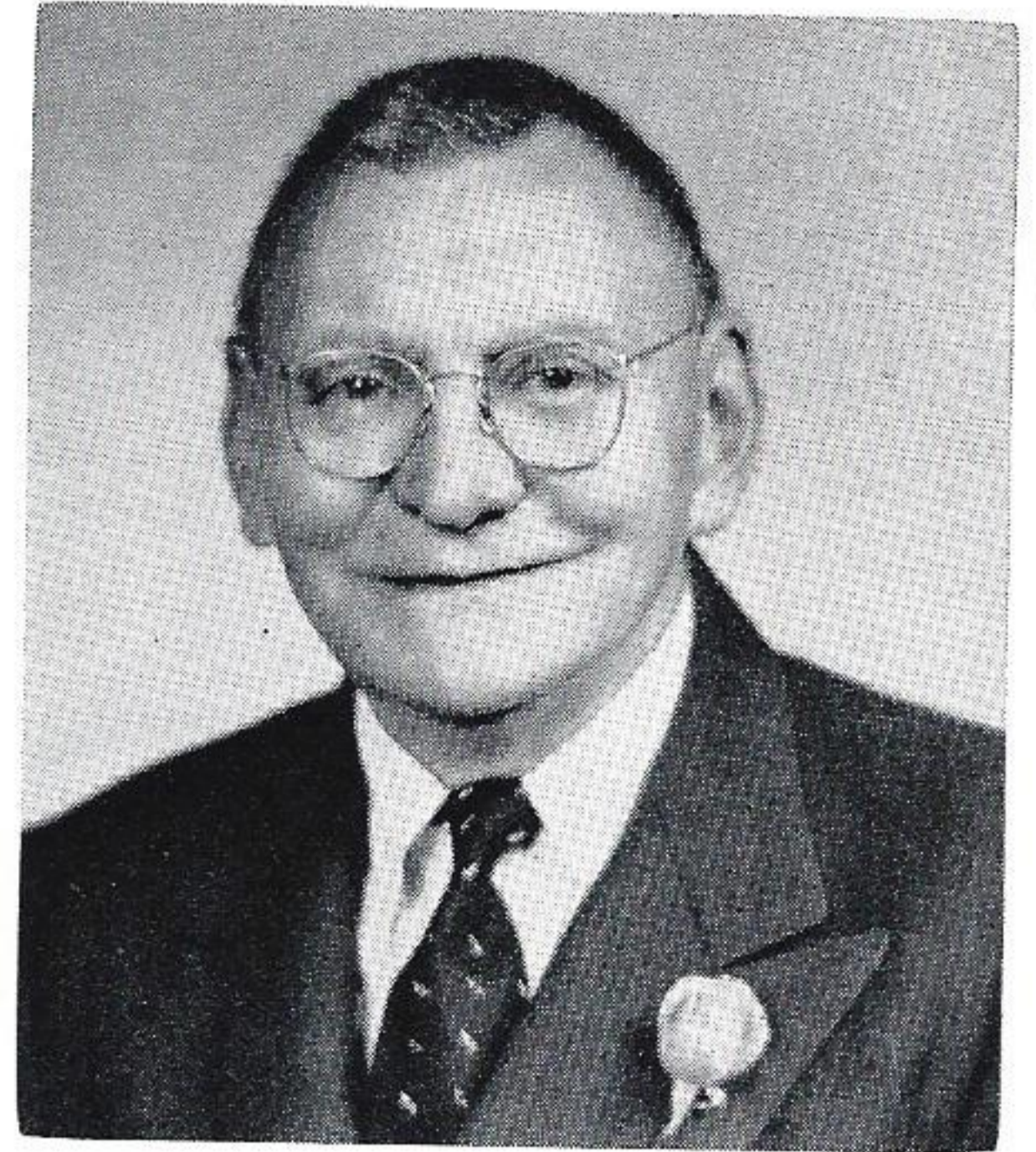
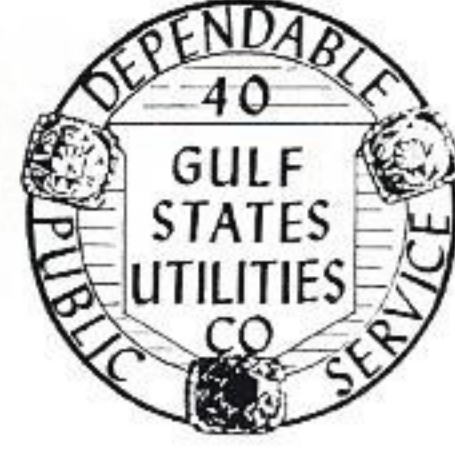
Keep your eye on these charts. They mean business! If you don't believe us, ask Miss Topper. She'll confirm that figures don't lie.



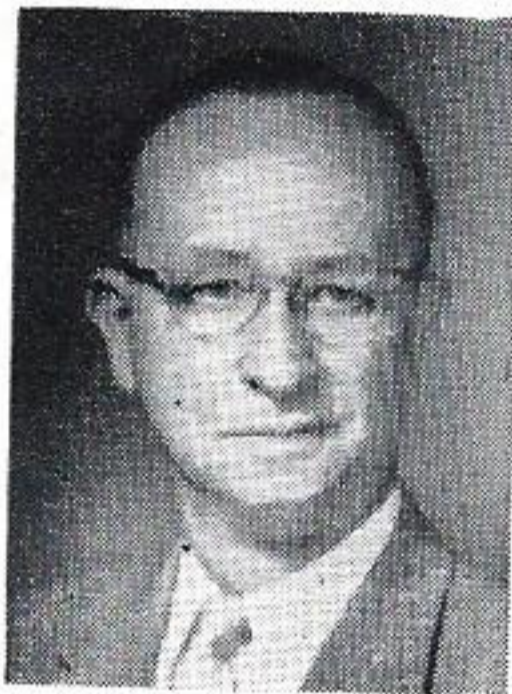
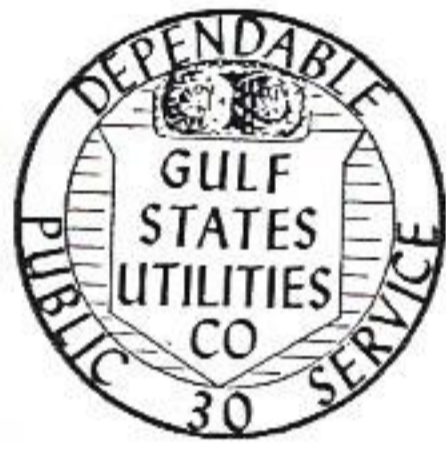


Pretty Truby Roblow, in Beaumont Payroll Accounting Department, helped **PLAIN TALKS** prove that sales figures are important, too!

SERVICE AWARDS



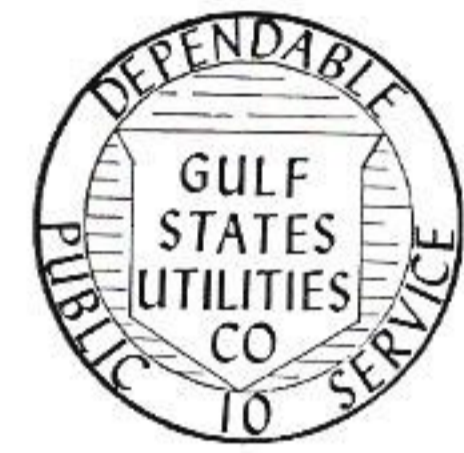
T. H. Lindsey
Distribution
Beaumont



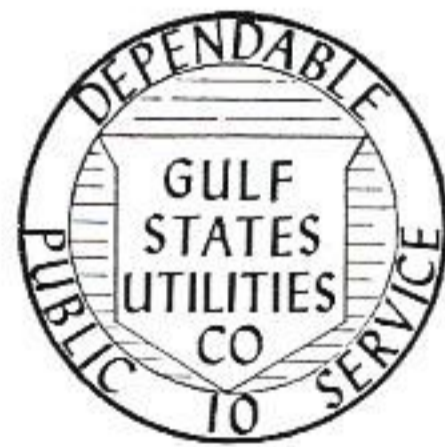
G. H. Rafferty
Treasury
Beaumont



H. R. Leicht, Jr.
Engineering
Beaumont



E. A. Baumgartner
Engineering
Beaumont



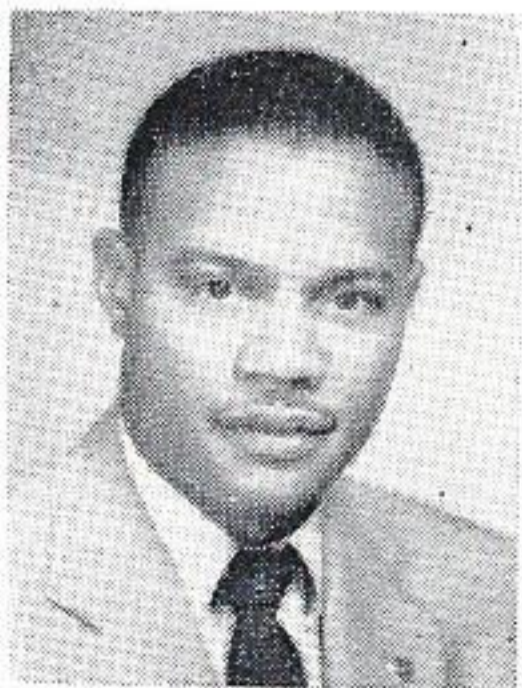
A. D. Sprawls
Sales
Beaumont



G. J. Gilmore
District Supt.
Sulphur



C. T. Hebert, III
Distribution
Baton Rouge



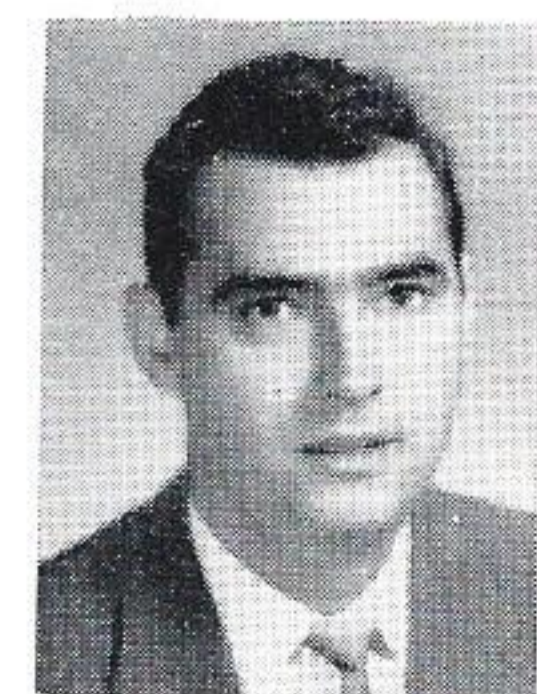
Delbert Montgomery
Building Services
Beaumont



Wilson Bryant
Building Services
Beaumont



L. J. Bodeman
Sales
Beaumont



O. K. Baxley, Jr.
Sales
Beaumont



GROWING with Gulf Staters

Mr. and Mrs. **Buck A. Morton** announce the birth of a daughter, **Ronda Paige**, on May 20. Mr. Morton is in the Beaumont Engineering Department.

Mr. and Mrs. **Jim Richardson** announce the arrival of an adopted daughter, **Mary Kathryn**, born on February 22, 1959. Mr. Richardson is an area development engineer in Lafayette.

Mr. and Mrs. **Robert Jarvis**, Baton Rouge T & D Department, announce the birth of a girl, **Janelle Claire**, on May 18. Mrs. Jarvis is the former **Shirley Starks**.

Mr. and Mrs. **Clarence M. Bailey, Jr.**, announce the birth of their fifth child and fourth son, **Brett Joseph**, on May 29. Clarence is in the Baton Rouge T & D Department.

Mr. and Mrs. **Milton R. "Buddy" Williams** announce the birth of a third daughter, **Penny Lynn**, on March 1. Buddy is in the Baton Rouge Line Department.

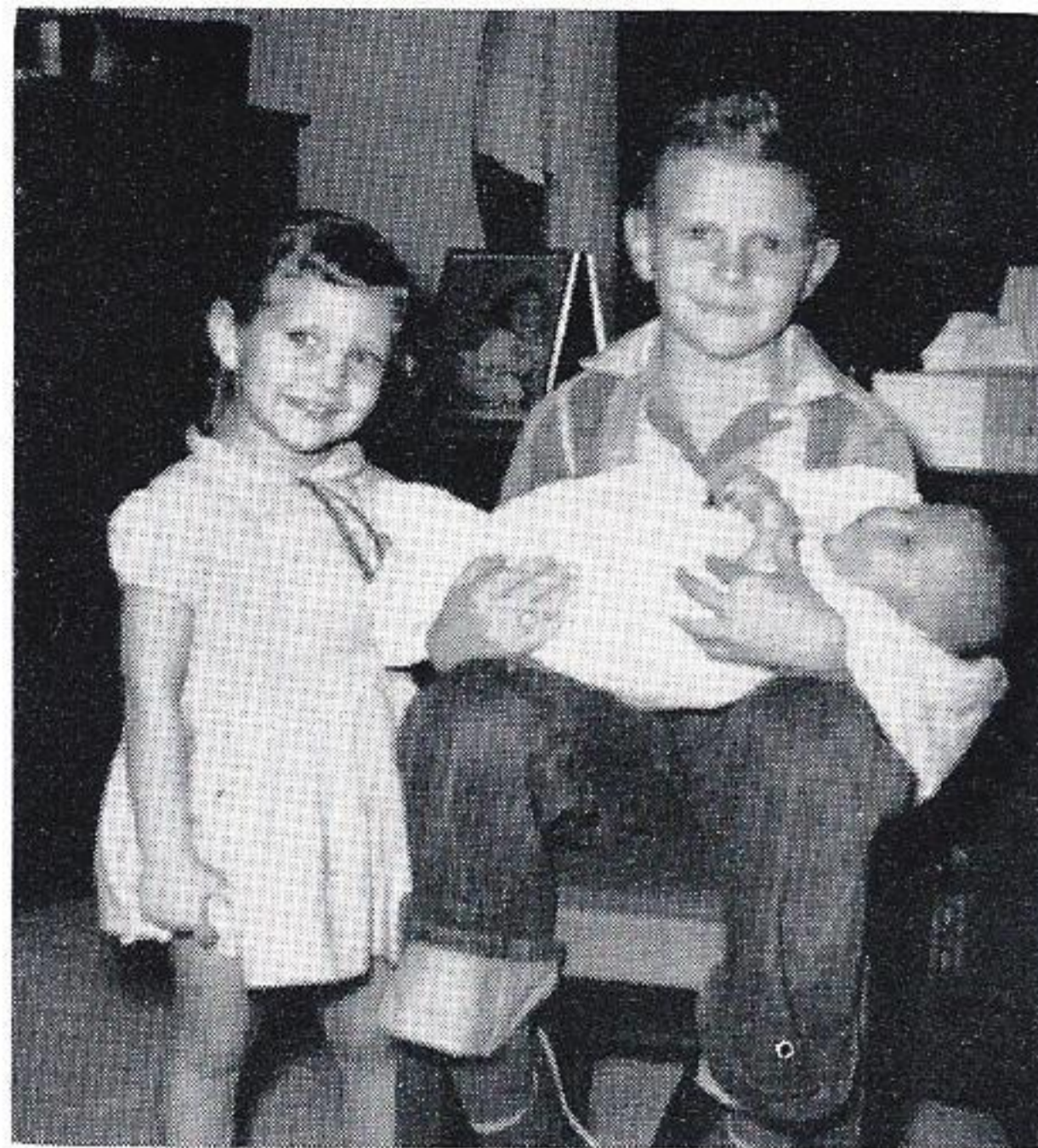
Mr. and Mrs. **Aduron B. Cross** announce the birth of their third child and second daughter, **Lori Marie**, on April 30. Mr. Cross is at Louisiana Station in Baton Rouge.

Mr. and Mrs. **Joachim S. Himel, Jr.**, announce the birth of their third child and second daughter, **Lori Lynn**, on April 30. Mr. Himel is in Louisiana Station in Baton Rouge.

Mr. and Mrs. **Raymond C. Harris** announce the birth of their second child and first son, **Jerry Gordon**, on May 9. Mr. Harris is at Louisiana Station in Baton Rouge.

Mr. and Mrs. **Walter Carlos Floyd**, of Beaumont Production Department, announce the birth of a son, **Walter Carlos, Jr.**, on May 21.

Mr. and Mrs. **R. A. Landry, Jr.**, announce the birth of a daughter, **Dianna Faith**, on June 5. Mr. Landry is in the System Sales-Lighting-Department in Beaumont.



Here are the children of **Wallace S. Norwood**, switchboard operator at Riverside Station in Lake Charles. They are **Phyllis Lynne**, 3 years old; **Charles**, 7 years old, and small **Wallace**, who's 3 months old.

Mr. and Mrs. **Dudley Rensch** announce the birth of a daughter, **Vikki Lynn**, on March 13. Mrs. Rensch was formerly with the Beaumont Engineering Department.

Mr. and Mrs. **Roy E. Cowert** announce the birth of a son, **Steven Craig**, on March 8. Mr. Cowert is with the Beaumont Service Department.

Mr. and Mrs. **J. M. Bellaire** announce the birth of a daughter, **Jessica Ilene**, on February 19. Mr. Bellaire is in the Port Arthur T & D Department.

Mr. and Mrs. **E. M. LaBure** announce the birth of a son, **Keith Wayne**, on April 1. Mr. LaBure is in the Port Arthur T & D Department.

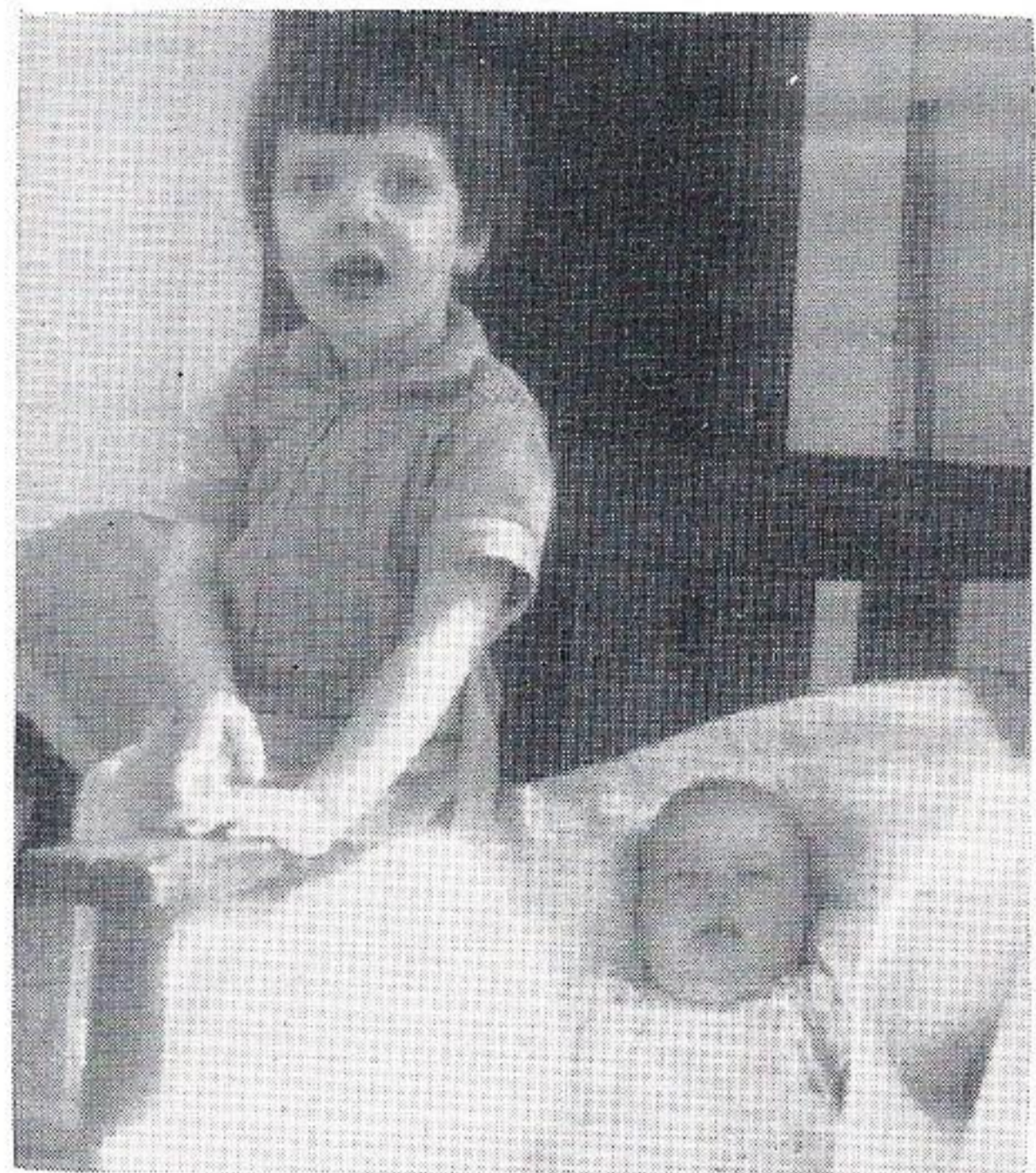
Mr. and Mrs. **Edd Mitchell** announce the birth of their second daughter, **Judy Lynn**, on March 19. Mr. Mitchell is a senior residential sales representative in Calvert.

Mr. and Mrs. **Leroy Broadus** of Hearne announce the birth of a daughter, **Sandra Kate**, in March 14. Mrs. Patricia Broadus is a former employee of the Calvert office.

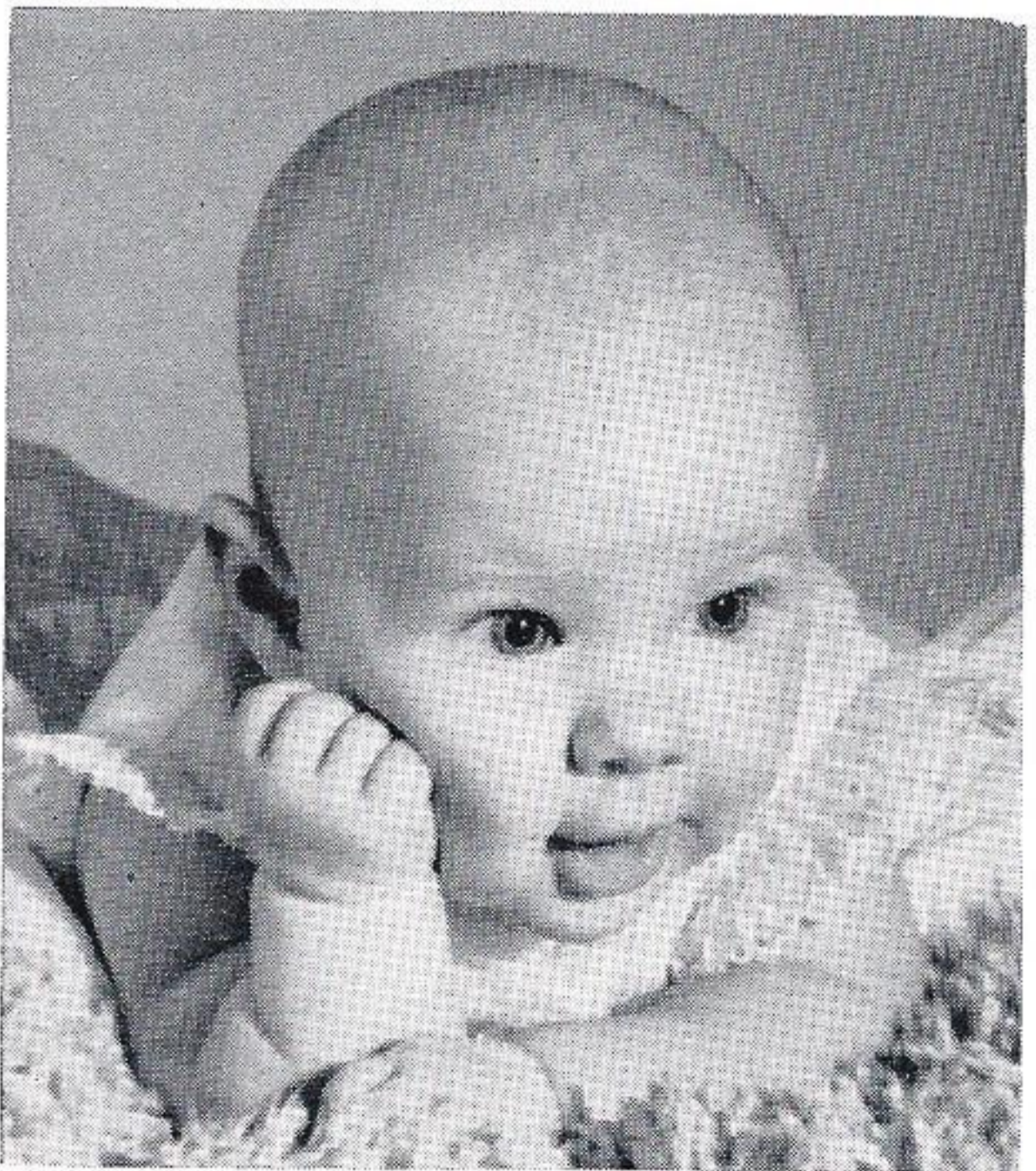
Mr. and Mrs. **T. R. Clayton** announce the birth of their second child, a son, **Thomas Richard**, on May 13. Mr. Clayton is in the Baton Rouge T & D Department.



All dressed up and somewhere to go—Church in this case—are three-year old **Gary** and five-year-old **Grant Dean**, sons of **Gerald Dean** of Beaumont Building Maintenance. Proud Papa Dean says this is a rare moment in the youngsters' lives, they're both clean and still.

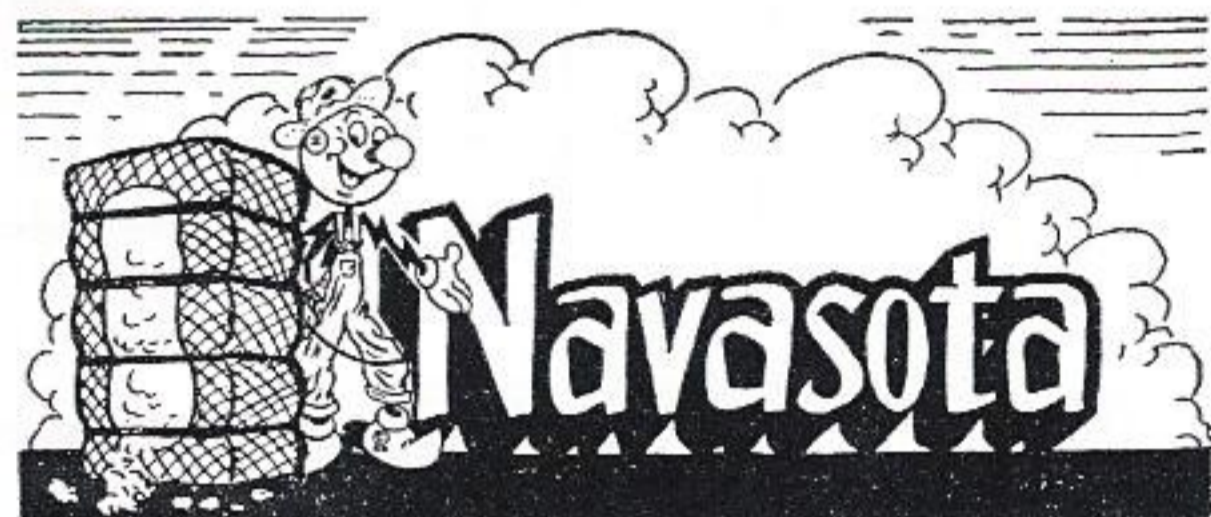
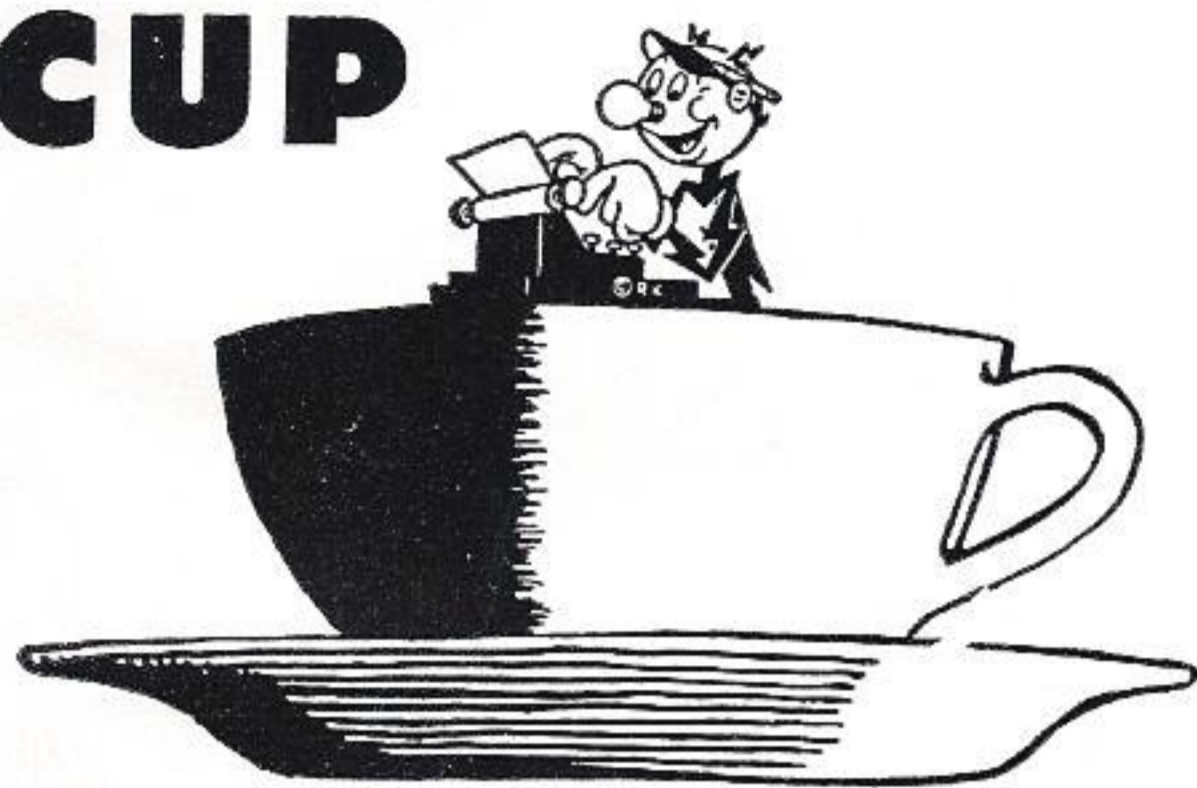


Big sister, **Sheryl Kay**, three years old, takes good care of her little sister, **Catherine Denise**, four months. They are the daughters of Mr. and Mrs. **Lynnwood Clark**. Mr. Clark is in the Engineering Department, Beaumont.



"Ho-hum! It's just one thing after another," is what **Alan Jay Andrus**, son of Mr. and Mrs. **J. S. Andrus**, seems to be thinking. Mr. Andrus is at Neches Station, Beaumont.

over the
**COFFEE
CUP**



H. C. LeVois, Navasota division manager, and his wife, enjoyed a week with home folks in Lafayette.

Mr. and Mrs. Ernest (Dutch) Foerster visited their son Mark, and his wife in Odessa, Texas. Ernest is a substation mechanic. He and his wife were also one of the winners of the vacation fund safety contest.

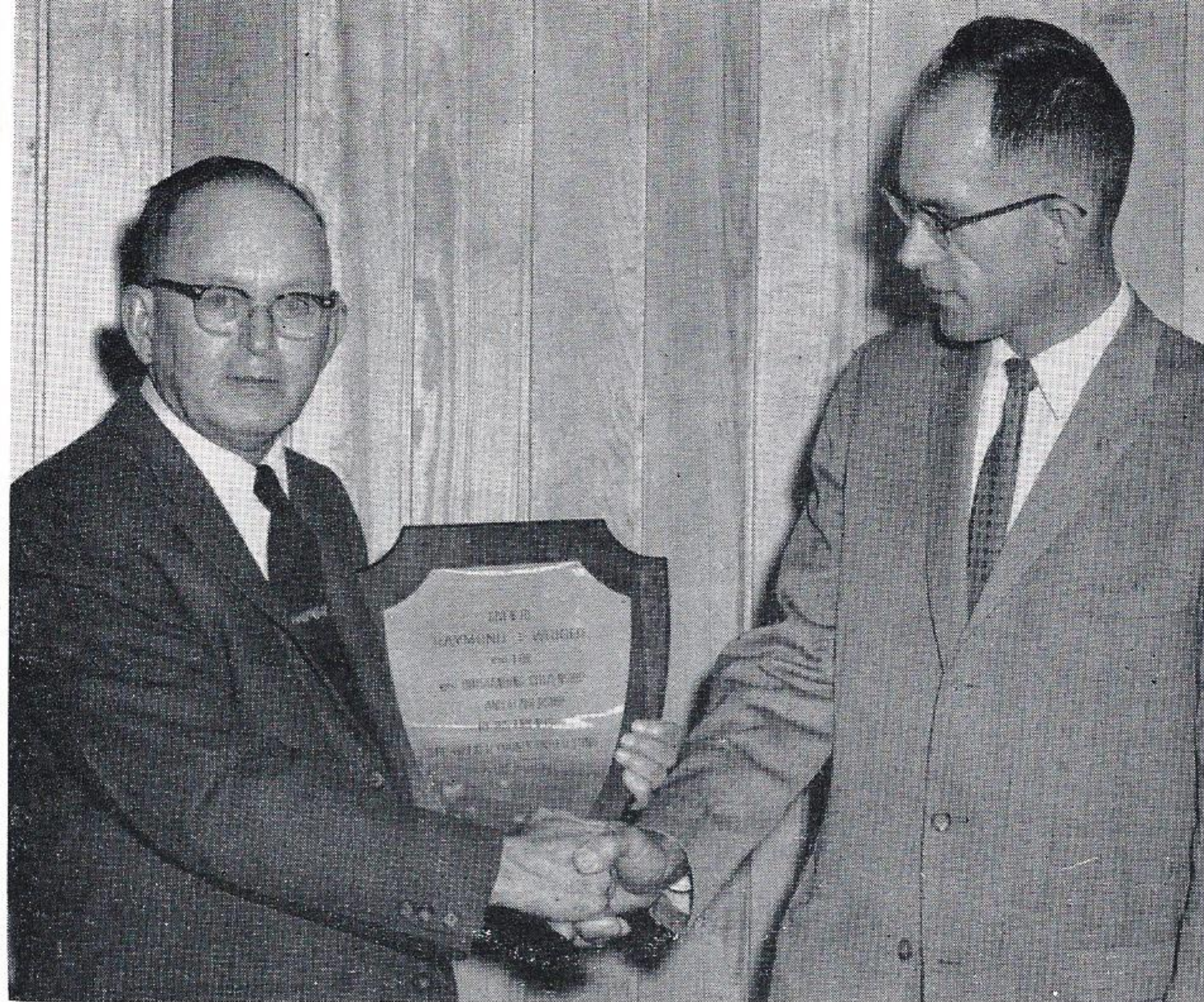
PBX Operator **Bernice Fread** vacationed for a week in Garner State Park. She enjoyed swimming, boating, dancing and having a swell time.

Roger Craig, son of **Mr. and Mrs. R. M. Craig**, who's engineer-supervisor in the Navasota Division office, received his commission as a second lieutenant in the U. S. Air Force reserve in graduation exercises at Texas A & M College last month. Roger will go in to three years active duty with the Air Force next October.

James Lively, Jr., son of **J. O. Lively, Sr.**, of the Navasota Meter Department, is a member of the Civilian Student Council and dorm council member, member of the Pre Vet Society, Chapter of the American Veterinary Medical Association, and a Distinguished Student during the spring semester of 1958, at Texas A & M College, in College Station. James is majoring in veterinary medicine.

We Navasota Gulf Staters are proud of the accomplishments of both of these sons.

The Navasota Gulf Staters' Second Generation is hardly a "beat" one. Word just came in about another Gulf Stater's son who has won a scholar-



Raymond T. Wright, left, Huntsville district superintendent, accepts plaque recognizing his service to the Walker County United Fund from **Dr. William K. Clark**, president of the organization. Mr. Wright, a long-time civic worker in his community, was president of the UF for its first two years.

ship. **William Foskett**, son of **Mr. and Mrs. H. C. Foskett**, of the Garage Department, has just been awarded the \$500 Lions Scholarship, presented annually by the Navasota Lions Club to the most promising high school senior, who can pass a rugged achievement test. Bill plans to attend Texas A & M this summer, but still hasn't made up his mind where he will locate for his major college studies.

Three children of Navasota Gulf Staters are now members of the National Honor Society for secondary schools on May 14. They are **Linda Kirkland**, daughter of **Jack W. Kirkland**, division operating superintendent; **William Foskett**, son of **H. C. "Bert" Foskett**, garage mechanic, and **Betty Seigler**, daughter of **Marvin Seigler**, line crew foreman.

To be selected to this honor group, a student must maintain a B average and meet certain qualifications based on character, leadership and services.

Nancy Scott, daughter of **L. W. Scott**, Navasota serviceman, was chosen "Miss Brazos Valley" at a pageant held in Bryan, Texas. She was the winner of a trophy and several prizes. In June she will go to Lake Whitney for the "Miss Texas" pageant. Winner of the Texas crown will represent the state in the annual "Miss America" contest.

—By *Jeannette Sangster*

John Lee Barrett, our first class serviceman in Madisonville, was the hero in an accident near North Zulch, Texas, recently. Mr. Barrett was on a service call when he witnessed a car accident in which a man was seriously injured. Hurriedly, John applied a tourniquet to the man's leg and a compress to stop the profuse bleeding. He then radioed news of the accident to our Madisonville office, which in turn notified the highway patrol, making it possible for an ambulance to be sent to the scene without delay. For his quick action, John is credited with saving the man a great loss of blood and possibly his life.

—By *Betty Lynch*

The Calvert Fire Department recently met at the City Hall and elected **E. Leroy Butler**, serviceman 1st class, as fire chief. Senior Residential Sales Representative **Edd Mitchell** was elected to the social committee.

The Future Farmers of America recently honored **Goree Matthews**, Calvert local superintendent, with an Honorary Chapter Farmer Degree. He was also awarded a plaque for his cooperation with the F.F.A. chapter.

—By *Louise Satory*

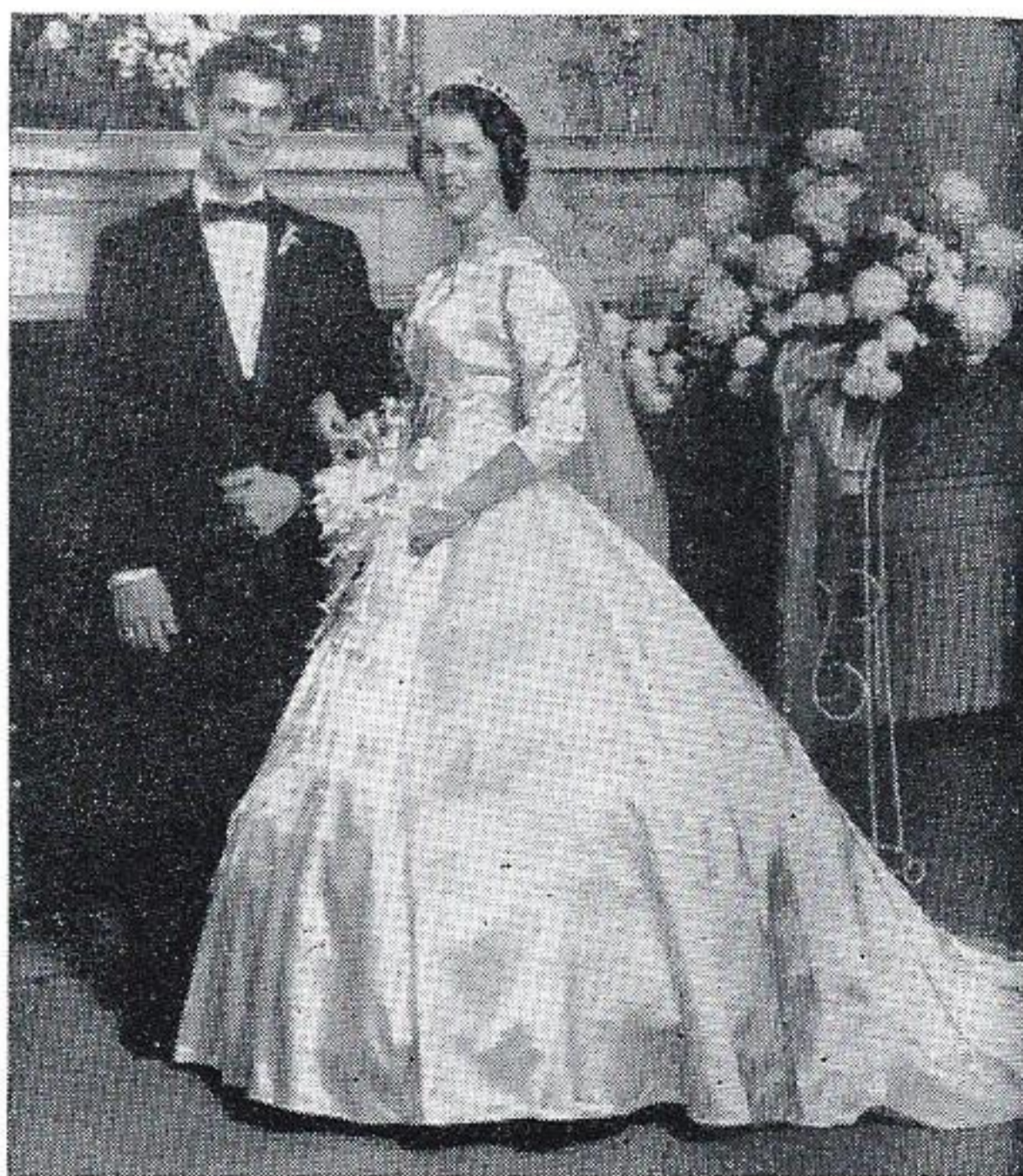
SOMERVILLE

Jimmy Stout, district serviceman, has been re-elected as President of the Somerville Rotary Club for the new year beginning July 1, having served in this capacity for the past year. He has also served as the club's secretary-treasurer. Jimmy is also the secretary of the Somerville Chamber of Commerce, and was recently elected to the board of directors of the Somerville Industrial Association. The Chamber of Commerce was instrumental in securing the congressional appropriation for the Somerville Yegua Dam.

Mr. and Mrs. Robbie D. Sweet, district serviceman, and their three children, are the proud owners of a newly purchased home.

Your reporter was fortunate to be able to attend the "Customer Contact Employees Training Course" in Beaumont last month. During the week-long course, I shared a room at the luxurious Ridgewood Motor Hotel with **Louise Satory**, office clerk from Calvert. It was a fine time and a really helpful course, thanks to our Training Department.

—By Lois Groce



Here is a picture of newlyweds Mr. and Mrs. Scott Merchant. Mrs. Merchant—the former Judy Gardner—is in the Port Arthur Accounting Department. Their marriage was reported last month in this column.



Miss Jeanette Hall, daughter of G. G. Hall, electrical maintenance supervisor at Neches Station, was the soloist for Beaumont and French High Schools Baccalaureate exercises in Beaumont. Miss Hall, an honor student at French High, was also soloist last year, and was recently in the senior class play.



Miss Doris Rae Levine and **George A. Hickman** were married May 1, at 8:00 p.m. in Deweyville, Texas. After a short trip to Hodges Gardens and Lake Charles, the couple will make their home in Deweyville. George is with the Beaumont T & D Engineering Department.

—By Leola Williamson

Betty Welch and her mother left Beaumont at 5:00 Friday afternoon for a week-end sprint to Memphis, Tennessee. The trip, made in Betty's little Metropolitan—which averaged 35 miles per gallon—was to bring her grandmother to Beaumont for a visit. Incidentally, Betty was back, ready for work, at 8:00 a.m. Monday morning.

Mr. and Mrs. P. J. Guelfi, Beaumont office engineer, are back from a combination business-pleasure trip to Florida. They attended the SEE (Southern Electrical Engineers) Convention in Belleair and then toured Miami and southern

Florida. On their return trip, they visited with their daughter and son-in-law in New Orleans.

—By Audrey Sirman

Gulf Staters from Lake Charles and Beaumont bowled again in a rematch at Beaumont's Gateway Bowling Lanes on Sunday, May 24. When the pins had all settled, the two teams had tied again, with six games apiece. Seven bowlers had series of over 500. They were: **Stanley Trahan** (L. C.)—538; **Carol Foreman** (L.C.)—520; **Hubert Landry** (L. C.)—502; **James Bryant** (Bmt.)—537; **Joe Fontana** (Bmt.)—547; **Bill Blanton** (Bmt.)—527; and **Ken Londers** (Bmt.)—514. Jim Bryant had the high game for the day—221. **Helen LaFour** of the Lake Charles team (who has an average of 129) bowled a staggering 209!

These scores were all very high considering that the alleys had to be closed the next day for refinishing.

—By Ken Londers

Sybil Tauzin, of our department, and **Richard Shakour**, who were married June 7, are honeymooning in Mexico. Best wishes to both of you. Richard is with Fussell Realty in Beaumont.

Our congratulations also go to **Mary Jo Smith** and **Jimmy Jackson**, a Sun Oil employee, who plan a fall wedding.

The pioneer spirit is still alive in the Billing Department. **Maxine Glenn** and **Catherine Richardson** spent their vacations building new houses.

Charlotte Bass and her husband recently spent a week's vacation in Houston.

Attention, you Lake Charles Gulf Staters: **Ted Meinscher** is sporting a cast, it's true, but only on his broken thumb, not on his whole hand.

Welcome back to **Margie Hood**.

—By Tommie Byrd

James T. Birdwell, of the Beaumont Engineering Department, and **Miss Juanita Cox** were married on May 22 at Port Neches, Texas. The couple will make their home in Port Neches.

—By Nonie McLeod

Latest figures show that of each \$1 spent by consumers, only 1.32¢ goes for electricity, while 2.13¢ is spent for tobacco, 3¢ for gasoline, and 5.18¢ for recreation.



Price Bradshaw, Jr., was named Valedictorian of his class at James Bowie Junior High School in Beaumont. He is the son of Price Bradshaw, test engineer at Neches Station. He also received the Shepherd's Award for high ranking boy student. A recent entrant in the Science Fair, junior division, at Lamar State College of Technology, he won fourth place with his operating model of a Van de Graf Electrostatic generator.

The Advertising Department in Beaumont said goodbye to **Jack Stengler**, associate editor of PLAIN TALKS, as he and his wife, **Fay**, and their son **Sam** moved to Alice, Texas, where Jack will be editor of the ALICE NEWS, a weekly newspaper.

Marion Rollins, one of our stenographers, was married to **Doyle Holder** on May 22. The couple now live in a newly redecorated apartment on Pershing Street.

Herschel Campbell, commercial artist, just returned from his vacation—a prolonged fishing trip. He and his wife and new baby are living in a new home, now.

Al Young, advertising writer, took a vacation to Monroe, Louisiana, where he and his wife, **Lilah** visited old friends and relatives.

Don Hall, the other advertising writer, took his vacation to his home state, Oklahoma. He predicts another winning season for Oklahoma's football team—a prediction which threatens to put him on the spot during the coming season, what with all of the rabid Texas fans here.

Jim Turner, supervisor of publicity, claims that his golf is rusty and that he's a duffer, but he won first place in his flight at the Port Arthur Gulf States golf tournament.

Sports cars are popping out all over, like ants at a picnic. **Don Hinkle**, writer in Publicity Department, recently bought an MGA, green. He is perhaps the only one in the department who is not looking forward to his vacation, because he must spend both weeks at

National Guard camp at Fort Hood, Texas.

Kenneth Sutton, director of advertising and publicity, recently returned from the Public Utilities Advertising Awards convention in Dallas, where he received the four national awards won by our Advertising Department.

And Supervisor of Advertising **Joe DeJean** has just completed teaching a semester advertising course at Lamar College. With the course over, he gave out gag diplomas. As president of the Beaumont Ad Club, Joe is now well-involved with planning the Ad Awards Dinner.

—By *Charlotte LeVois*

The men in the Beaumont Purchasing Department were hosts at an Italian dinner given for the girls in that department during the noon hour at the office. The girls had complained to the fellows that they were always eating and never "treating," so the affair was planned and executed by the men under the supervision of **Mickey Knobloch**, as a surprise for the girls. The menu consisted of spaghetti and meatballs, salad, garlic bread, relishes, iced tea and cokes with ice cream and cookies for dessert.

Names were drawn from the hat to select people to receive prizes under the following categories:

Largest Appetite—**Glenda Dunn**; Biggest Loafer—**Ray Pace**; Hardest Worker—**"Butch" Franklin**; Fastest Talker—**Ann Ogden**; Best Looking—**Charlexa Smith**; Grouchiest—**Shirley Mills**; Longest Coffee Breaks—**Mickey Knobloch**; Smallest Bites of Food—**Mary Carter**; Largest Tummy—**Ed Smith**; Best Disposition—**Maxine Thomas**. Favors were presented to all who attended and everyone enjoyed a very delicious hour and had a gay old time. (Let's do it again...)

Charlexa Smith has assumed her duties as an order typist in the Purchasing Department to replace **Kay Whitlock**, who moved to North Carolina to join her husband as he completes his tour of duty in the Marines.

John Boosey, traffic supervisor in Purchasing, was involved in a three-car accident while on the way to work May 1st. (No, Mr. Safety Director, it wasn't John's fault!) It seems that some fellow had been gazing at two girls in shorts and smashed into the back of John's car while he was stopped for a red light, causing John's car to hit the car directly in front of him. John's car came out looking like an accordion, but luckily he wasn't seriously hurt. He's back in the office now.

—By *Maxine Thomas*

Vacations are coming fast and thick at this time. Here are just a few of the trips taken by Gulf Staters from the Customers Accounts Department recently: **Mildred Harris** went to Dallas to visit her relatives and friends there. **Ethelyn Wilson** will soon be leaving for San Antonio and West Texas. **Bonnie Harton** has gone to Austin to visit relatives, and **Helen Hamilton** visited in Lafayette and San Antonio. (What, aren't any Texans going to Alaska?)

Betty Clark, from our department, is engaged to **Edward I. Truelock**, another Gulf Stater from the Beaumont Production Department, and they plan to be married June 27.

Welcome-In to **Nancy Hardy**, our new employee. We hope you like it here.

—By *Mary Helen Ener*



More than 75 Baton Rouge Gulf Staters have wound up this annual employees' fishing rodeo, held June 15 through June 21 at False River and Old River, favorite fishing grounds in the Baton Rouge area. Prize winners will be announced in your next issue of **Plain Talks**.

Happy Birthday for June to: **C. L. Blackwell**, **V. Blanchard**, **S. W. Bunch**, **J. E. Cifreo**, **T. M. Engels**, **R. R. Floyd**, **H. L. Harrison**, **L. Herrington**, **A. V. Thornton**, **R. T. Tircuit** and **J. D. Wallace**. All are in the Production Department at Louisiana Station.

—By *Marion Brown*

Alfred E. Gajeske, of the Baton Rouge Purchasing Department, will marry **Miss Shirley Ann Stanton**, of Beaumont, on June 20, in Beaumont. We all wish them much happiness in their marriage.

Nancy Bowman and her family have left for Vicksburg, Mississippi, to spend their vacation there in that old historical city.

—By *Ethel Sharp*

J. C. "Steady" Hays, section head in the Maps and Records Department in Baton Rouge, is pleased as punch these days. His stepdaughter, **Joan Wall**, also of Baton Rouge, has recently been offered a contract by the Metropolitan Opera. Miss Wall, a mezzo-soprano, was runnerup in the national contest in New York. She tied for second place and received the Weyerhauser Award of \$2,000.

With the coming of Spring, the old anti-freeze starts percolating in many a new-car owner's veins and, lo, he buys a new car (and then wonders why for the next 24 months). New car owners in Baton Rouge T & D Department are **Betty Seguin, Nancy Olano, Russell Bonnette** and **Laverne Marchesseault**.

... And new home owners are **C. R. Jones, Jr., Jack Waltrip** and **Willis Hollaway**.

Some retired employees still remember to visit the T & D Department. They are: **L. M. "Pop" Haynes** (who visits with his new pet, a toy terrier); **L. J. Boudreaux**, and **Jake Davis**.

Russell Bonnette's daughter, **Gayle**, has been chosen Miss Courtesy of Istrouma Elementary School.

—By Margie Force

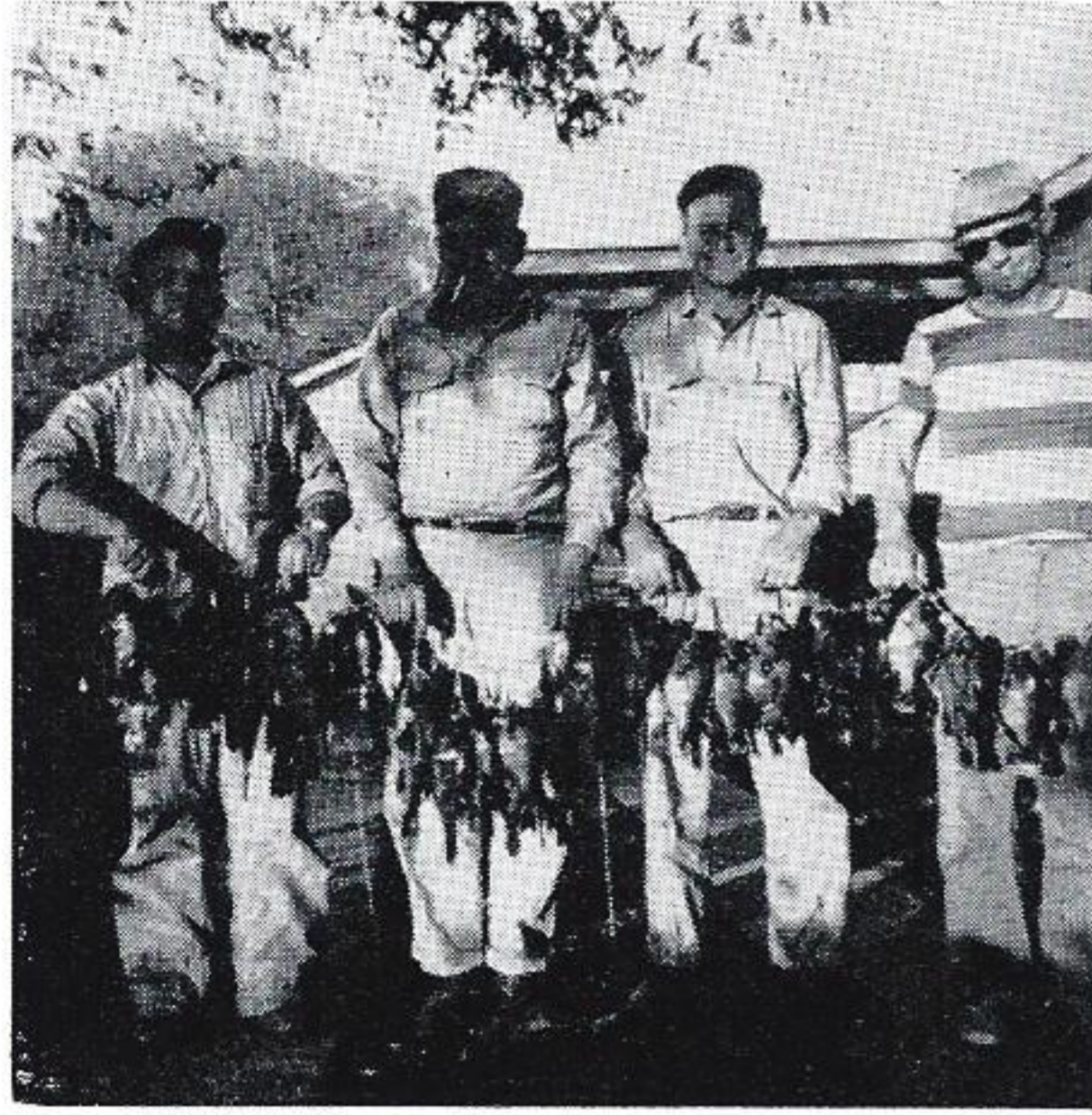


The reason that there are so many visitors at the Church Point office these days is the arrival of our new local office clerk, **Jackie McBride**. Jackie replaces **Gertrude Broach** who moved to New Orleans. Nice to have you with us, Jackie.

Mr. and Mrs. Lucas Denais and children, **Chris and Stacey**, are vacationing in Columbus, Ohio, with Mrs. Denais' sister. Accompanying them was Bobbie's mother, **Mrs. Ray Bedford**. They plan to stay two weeks. Bobbie is a customer clerk.

We just can't wait until **Horace Trahan, Peter Gallet** and **Luther Gallet** complete their camp at Holly Beach. Maybe if we're extra good, they'll invite us over for a weekend. Sure hope so.

Off the sick list (for good, we hope) is **E. Rauschenberg**, who underwent an operation and a long conva-



SEEING IS BELIEVING, in this case, but like all true fishermen, these four won't reveal the spot where the big ones are hiding. From left to right, they are **Horace "Toto" Lacombe, J. K. Powell, John Landry, and Rufus Mier**, all from the Lafayette office.

lescence period. It all came at a bad time, especially since the fishing is so good right now. **Mr. Rauschenberg** is our general line foreman.

Mr. and Mrs. Bruce Mitchell and daughter have moved to Hawaii to help in the hospitals there. The Mitchells are both registered nurses and anesthetists. Our loss is a gain for the 50th State. Bruce's dad is our Storekeeper.

Birth Dates to remember this month are, June 1: **Denis Dugas** and **Allen Hernandez**; June 12: **Edwin Judice**; June 13: **Wilfred Duhon**; June 14: **Jerry Chauffee**; and June 23: **Douglas Provost**.

—By Cynthia Nolan

gulf staters in the news

JACK WORTHY, assistant advertising director in Baton Rouge, has been elected president of the Advertising Club of Baton Rouge. Mr. Worthy's election brings to two the number of Ad Club presidents in Gulf States. **JOE DEJEAN**, supervisor of advertising in Beaumont, is president of the Beaumont Ad Club.

PRESIDENT ROY NELSON has been named one of the three recipients of the Lamar Citation Club presented

by Lamar State College of Technology in Beaumont. Purpose of the citations is to honor persons who have made significant contributions to the growth and development of the college.

AL MASHBURN, senior engineering assistant in T & D Department, has been installed as president of the Silsbee Lions Club for the 1959-60 club year.

JIM TURNER, supervisor of publicity, Beaumont, has been elected to the board of directors of the Sabine Chapter of the American Heart Association. Mr. Turner has served as publicity committee member and chairman.

ERNEST BAUMGARTNER, Engineering Department, Beaumont, has been elected chairman of the Beaumont section of the American Institute of Electrical Engineers. The Beaumont section includes members from the entire Sabine-Neches area.

JIM STOUT, district serviceman, Somerville, has been re-elected president of the Somerville Rotary Club. (See related story in "Coffee Cup.")

GOREE MATTHEWS, Calvert superintendent, was elected president of the Calvert Chamber of Commerce for 1959. Among the board of directors elected to serve with Mr. Matthews was **J. L. CROUCH**, former district superintendent at Calvert.

D. D. "DOUG" GREER, senior engineering assistant in the equipment section, was elected business agent of the Independent Electrical Workers Union, March 14, and was presented with a piece of luggage by the Engineering Department personnel March 28, when he was granted leave of absence from Gulf States. He was replaced by **HOWARD GALE**, who transferred from the Baton Rouge Division, project engineering section.

SYMPATHY TO:

PLAIN TALKS extends sympathy to **Mary Blaylock**, Beaumont Records Department, on the death of her grandfather, **Mr. Morris A. Chambers**.

The family of **Leon "Pete" Powers**, retired employee in Baton Rouge, who died while visiting old friends at the Baton Rouge Service Center last month. Mr. Powers retired several years ago after over 30 years in the Storeroom.

Eleventh Director Elected To Board



Mr. Hiam

An eleventh director was added to the Board of Directors at this month's stockholder's meeting, June 8, in Beaumont.

He is Edwin H. Hiam, 36, of Boston, Massachusetts. Mr. Hiam's experience in many financial fields is expected to help the Company finance its continuing, long range expansion program through the years, according to President Nelson.

Mr. Hiam is at present a partner in the firm of Colonial Management Associates, which provides investment counsel to a number of individual and institutional investors, including The Colonial Fund, Inc., and Gas Industries Fund, Inc., two mutual funds of which Mr. Hiam is a vice president.

Born in Geneva, Switzerland, while his father was there on business for the League of Nations, Mr. Hiam returned to America and was educated at Massachusetts Institute of Technology. He was graduated in 1948 with a combined degree in business and engineering administration.

Ad campaign at Wisconsin Power & Light produces copy and display that looks much like a supermarket ad-pictures of hams, fryers, roast beef. But in place of grocery and meat prices, the ad tells cost of electric cooking for each item.



The following employees were promoted during the month of April.

TOWN	NAME	PROMOTED TO
Beaumont	Oscar C. Thompson	Apprentice T & D Dept.
Beaumont	Kent R. Kirk	Apprentice T & D Dept.
Beaumont	Joe E. Savoy	Substation Foreman
Beaumont	Wilton M. Decuir	Appliance Repairman 3rd class
Beaumont	Daniel L. Wolcott	Engineering Assistant
Beaumont	Robert J. Peters	Engineering Assistant, Senior
Beaumont	Anthony C. Martinez	Draftsman
Port Arthur	Herman Washington	Laborer
Baton Rouge	Charles E. Coleman	Lineman 4th class
Baton Rouge	Roland J. Braud	Lineman 3rd class
Baton Rouge	Clifford A. Toups	Lineman 3rd class
Baton Rouge	Bobbie H. Schenk	Substation Mechanic 4th class
Baton Rouge	Preston E. Whitehead	Substation Mechanic 2nd class
Baton Rouge	Edward J. Sanchez	Utility Foreman
Baton Rouge	William P. Tucker	Utility Foreman
Baton Rouge	Floyd E. Doughty	Utility Foreman
Lake Charles	A. V. Leverett	Switchboard Operator
Lake Charles	Mark W. Kingham	Turbine Operator
Lake Charles	Hubert J. Broussard	Turbine Operator
Lake Charles	Joseph L. Dorociak	Repairman 2nd class
Lake Charles	Kenneth C. Howell	Apprentice
Lake Charles	William E. Hogan	Apprentice
Lake Charles	Joseph B. Guillet	Lineman 3rd class
Lake Charles	Weston P. Bertrand	Lineman 3rd class
Lake Charles	Melton D. Byrd	Utility Foreman
Lake Charles	George T. Wagnon	Residential Sales Rep.
Jennings	Donavan R. McCoy	Lineman 1st class
Lafayette	John J. Arabia	Apprentice

THRIFT PLAN INVESTMENTS

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

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	711	\$44,034.45	\$61.933123
\$4.40 Preferred	85	\$ 7,777.50	\$91.50

The Trustee deposited \$17,509.17 with the Savings Department of The First National Bank.

A 38-mile coal pipeline is under construction in Russia. Cost of pumping coal to a power plant, the Russians say, will cost only a third as much as shipping by rail.

To protect sidewalk pedestrians from exhaust fumes, Public Service of Colorado is switching exhaust pipes on 50 of its larger trucks from the right to the left side.



Going All Out For "Public Power"

It's a simmering, summer day so why shouldn't man and his best friend be hot under the collar.

But it's not hot weather that has this duet in a sweat, wearing nothing but barrels and frowns.

They've learned that every American pays part of the cost of federal government "public power" even though this electricity serves but a few.

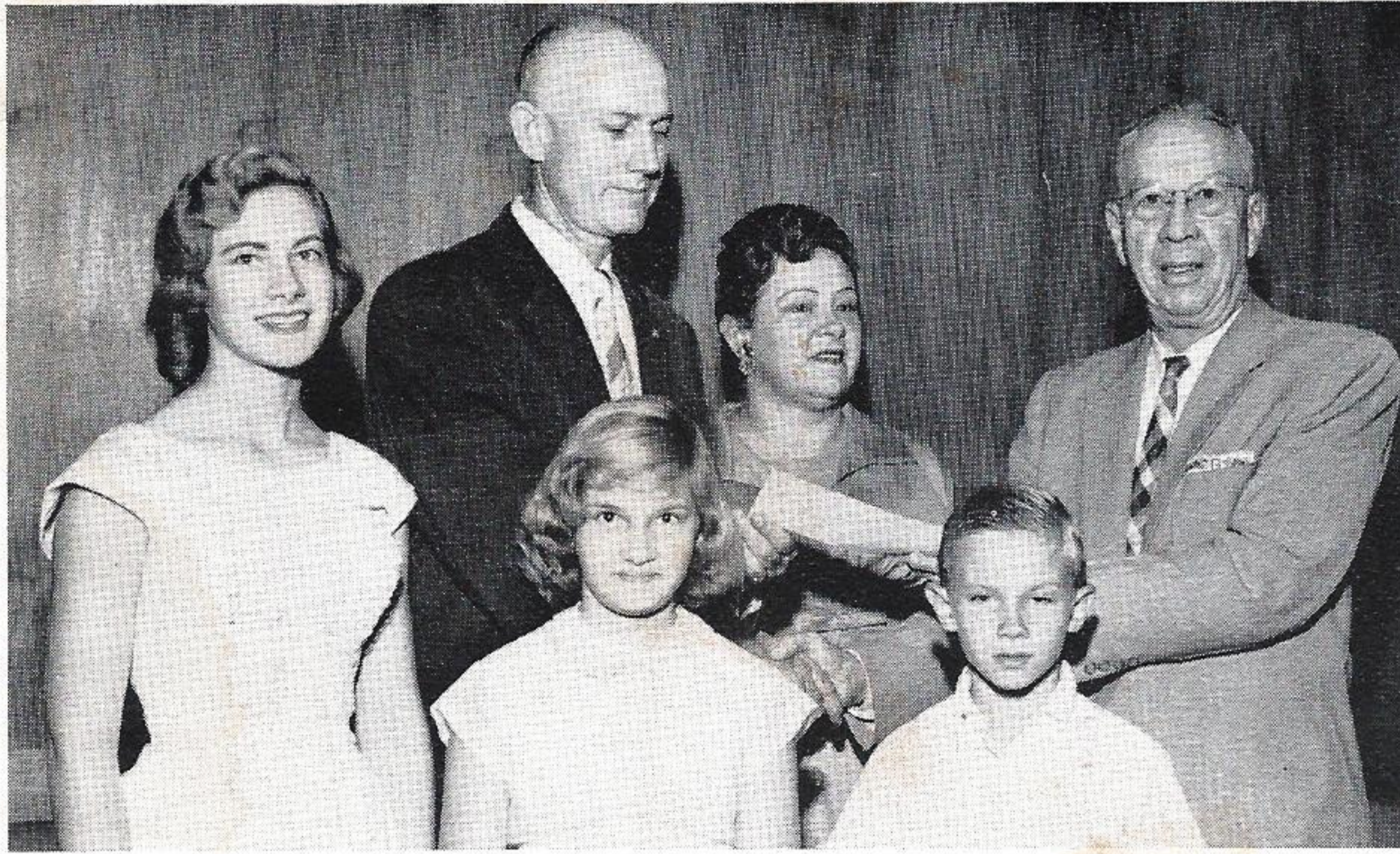
They found that, so far, more than \$5,500,000,000 in taxes has been col-

lected for federal government power dams and plants. And "public power" pressure groups are now trying to get \$10,000,000,000 more—with still more after that. What concerns our friends further is that they know there is absolutely no need for such federal expenditures of our tax money.

This is happening because most folks don't know about it. You don't have to wear a barrel to get your friends to listen. Help spread the word.

Here they are . . .

Vacation Safety Winners



Mr. and Mrs. C. H. Watler, operation supervisor at Roy S. Nelson Station, accept their \$100 check for first place from Lake Charles' Vice-President E. L. Granau. Their three children—Sue Ellen, Betsy and Reggie—helped make their entry the top money winner.

1st

PICTURED here are representatives of the four (not three) Gulf States families who think **safety** both on and off the job, at home, work or play.

They have something else in common, too. All are winners in the first Family Vacation Safety Contest which ended May 31.

Selecting the winners was difficult. Most of the numerous entries were outstanding. And when the judges finally made their decisions, there were four winners, because two were of absolutely equal merit.

Hats off to the C. H. Watlers of Lake Charles, first; the Mary Darney family of Beaumont, second; and the two third place winners, the E. H. Foersters of Navasota and the A. L. Aucoins of Clinton, Louisiana.

And have a wonderful, **safe** vacation!



H. C. LeVois, Navasota division manager, presents his third prize \$50 check to Ernest (Dutch) Foerster, substation mechanic.

Third Tied

At right, Tully Brady, Baton Rouge northern district superintendent, Clinton, hands their check to Mr. and Mrs. A. L. Aucoin, Jr., as Roger Dale, Carroll Lane, Annette and Darrell Wayne look on with approval.



2nd



Above, E. W. Austin, assistant personnel manager, presents a check for \$75 to Mary Darney, Personnel Department clerk, Beaumont, who, with her husband, Bob, won second place. The Darneys are holding the two other members of their safety-minded family, two Siamese cats.