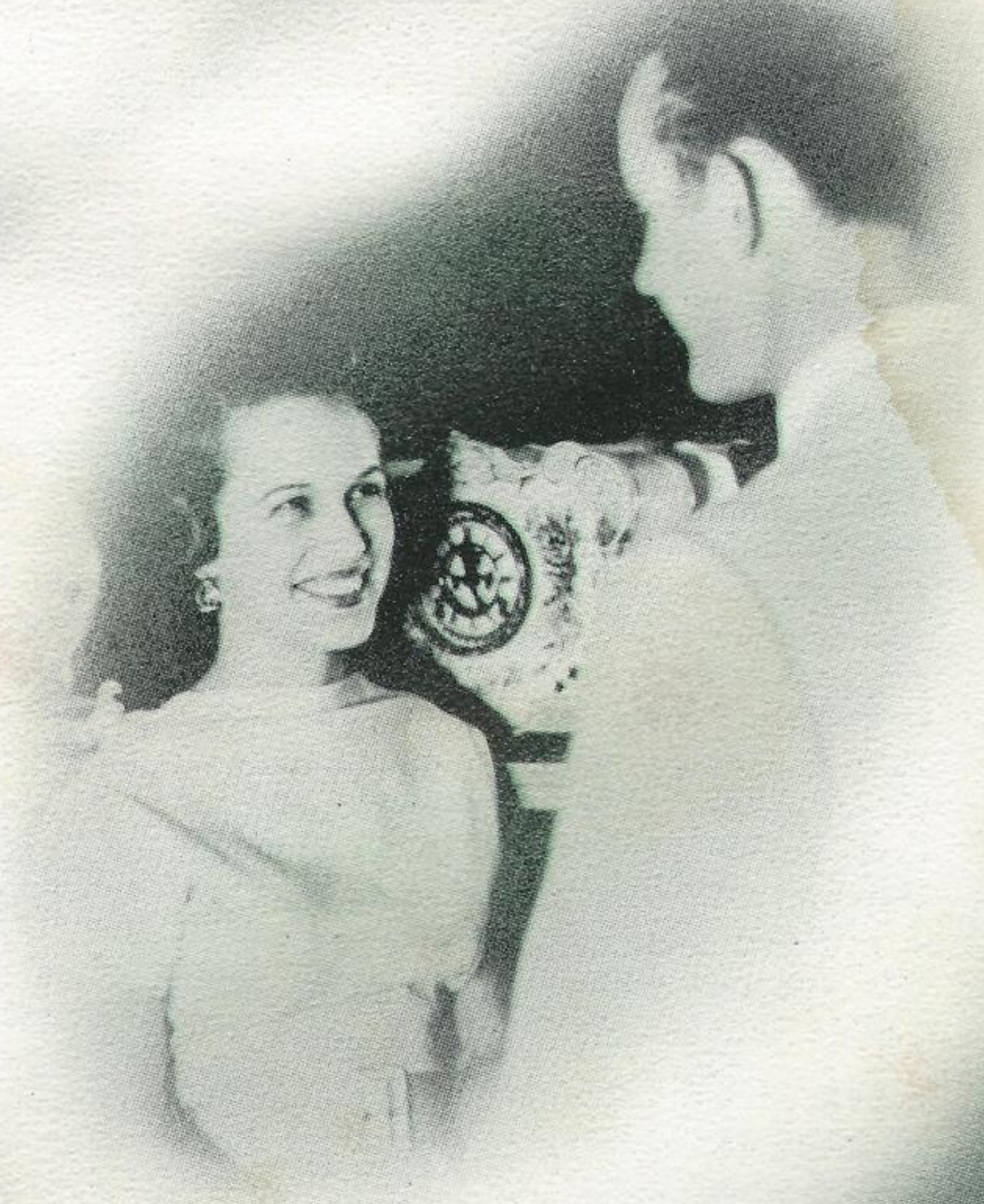


Plain Talks

GULF STATES UTILITIES CO.
MARCH, 1958



In the Spring a Woman's Thoughts...

Plain Talks

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

WHAT DOES IT MEAN?

In Baton Rouge and many other cities throughout America leading businesses and industrial concerns are investing their time and money in another type of "business"—J.A.

J. A. means JUNIOR ACHIEVEMENT. J.A. means working with youth, giving them a realistic understanding of what capital, labor, and management are and a relationship of all three.

J.A. is a learning-by-doing program for high school students in which boys and girls over 15 years of age form an actual miniature company. A (detailed story on J.A. appeared in last month's Plain Talks.)

This program came about because it was found that the basic principles of free enterprise involving private capital, responsible labor, and intelligent management are not sufficiently understood by the people (those who own, those who manage, those who labor, and those who vote).

There is a dangerous trend in the thinking of teenagers. Surveys show that 85 per cent believe that they would "get as much or more for their money if Government owned and operated our manufacturing plants, than we do under private enterprise." Eighty per cent believe "monopolies rule many industries." Many of our young people believe average company profits to be 25 per cent. To maintain free enterprise, there must be a better understanding of the system which makes it possible, and a means to promote this understanding is with youth, and a place to teach youth is J.A.

As a Gulf States employe, you should be particularly interested in J.A., for your Company has an investment of time and money in this program. And, after all, an investment in J.A., is an investment in America's future.

JFW

OUR TV SHOWS ARE WELL RECEIVED

Of course, how well television shows are received in your house depends on two things—your set's condition and your taste in television fare.

Gulf Staters, like most Americans, don't agree on what's entertaining on television. Some like comedies, others prefer westerns, many listen only to musicals.

It's interesting to note that our company, in its continuing efforts to sell our service to as many people as possible for the lowest possible cost, sponsors three different kinds of TV fare over the six TV stations serving our area. For those who like the western ballad style of music (and there are many in and out of Gulf States), there's Tex Ritter's "Ranch Party" in the Sabine area, Baton Rouge, Lake Charles and Lafayette. Comedy lovers can watch Jackie Gleason cavort on "The Honeymooners" in the Sabine area. And Baton Rougeans can switch on a variety of top quality entertainment each week on "The Million Dollar Movie" series telecast there.

Judging from letters to our Company and the TV stations, and from recent rating surveys made in the area, many viewers watch and like all of our television programs. Television, of course, lends itself uniquely to our type of advertising in that the TV shows are ushered into thousands of living rooms by the same product which the shows are promoting—electricity.

THOUGHTS WHILE THINKING OF SOMETHING INTERESTING TO WRITE ABOUT

HERO. Our nomination for the most courageous Gulf Stater of all is the one who, while settling a high bill complaint with a dentist, goes ahead and makes an appointment.

An old timer is one who remembers when the only parking problem was trying to get the girl to agree to it.

JST

DIRECTORS

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

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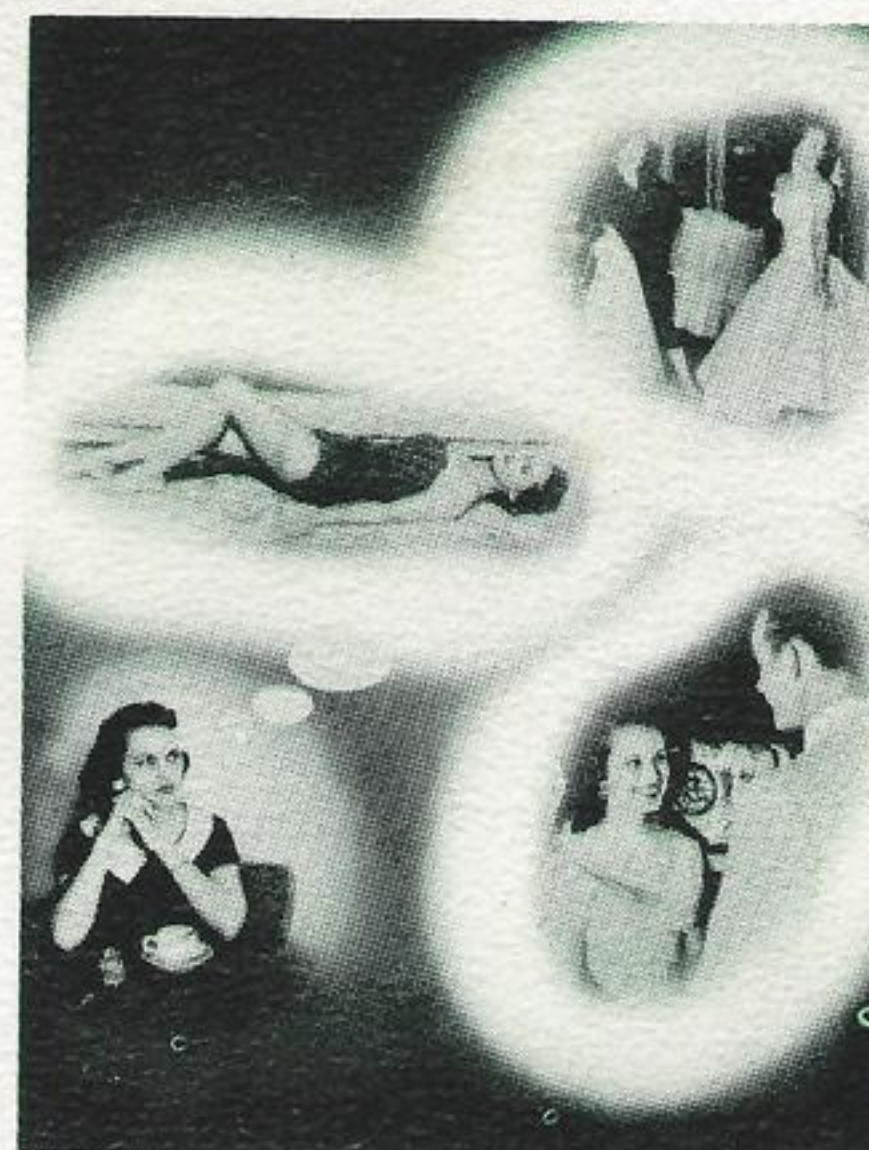
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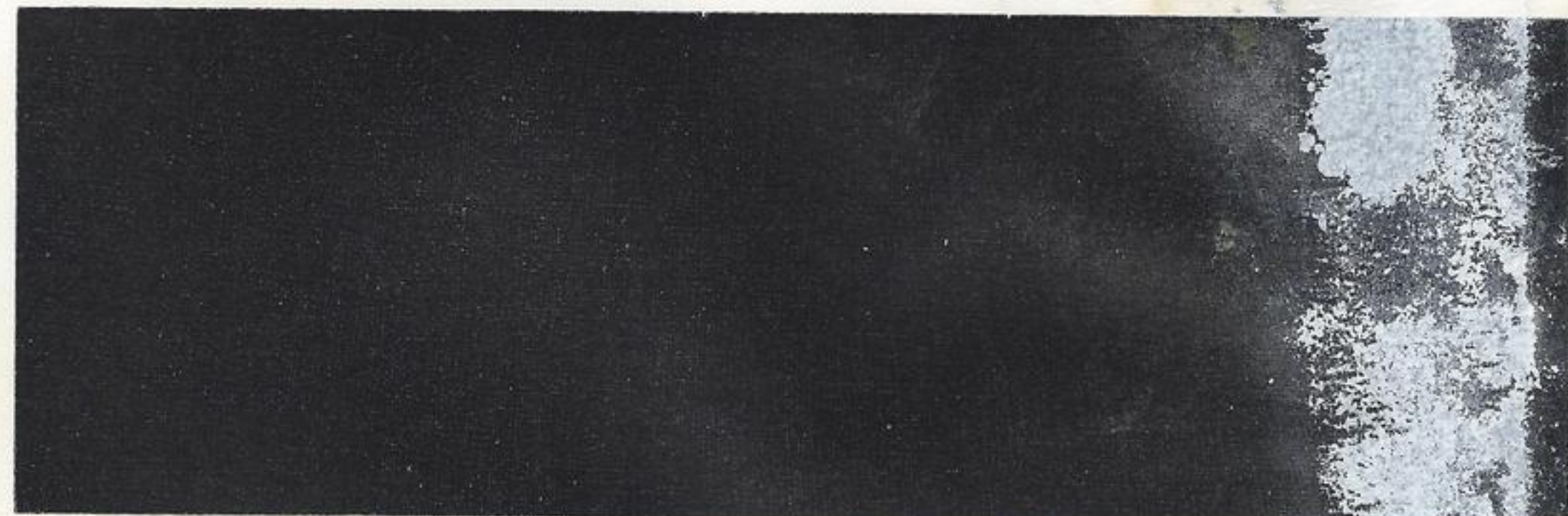
G. E. RICHARD
Treasurer

OUR COVER



Ah, Spring! It's the time of the year when thoughts that have been hidden in our subconscious all Winter become plans for the summer and vacation time. Prevalent during this lovely time of the year is a harmless malady, commonly known as "Spring Fever," which affects even the busiest of us. Our cover models, Bernice Fread and Everett Wells of Navasota, seem to have forgotten their after dinner coffee to indulge in this pleasant pastime. They dream of sunning beside cool clear water, the new wardrobe for the party season, fun with that special friend, waiting for the big one or breaking a hundred (never quite accomplished last summer). You know what we mean. It's probably (yawn) happening to you right now.

Atomic Research



President Nelson Visits Laboratory Site Of Texas Atomic Energy Research Foundation

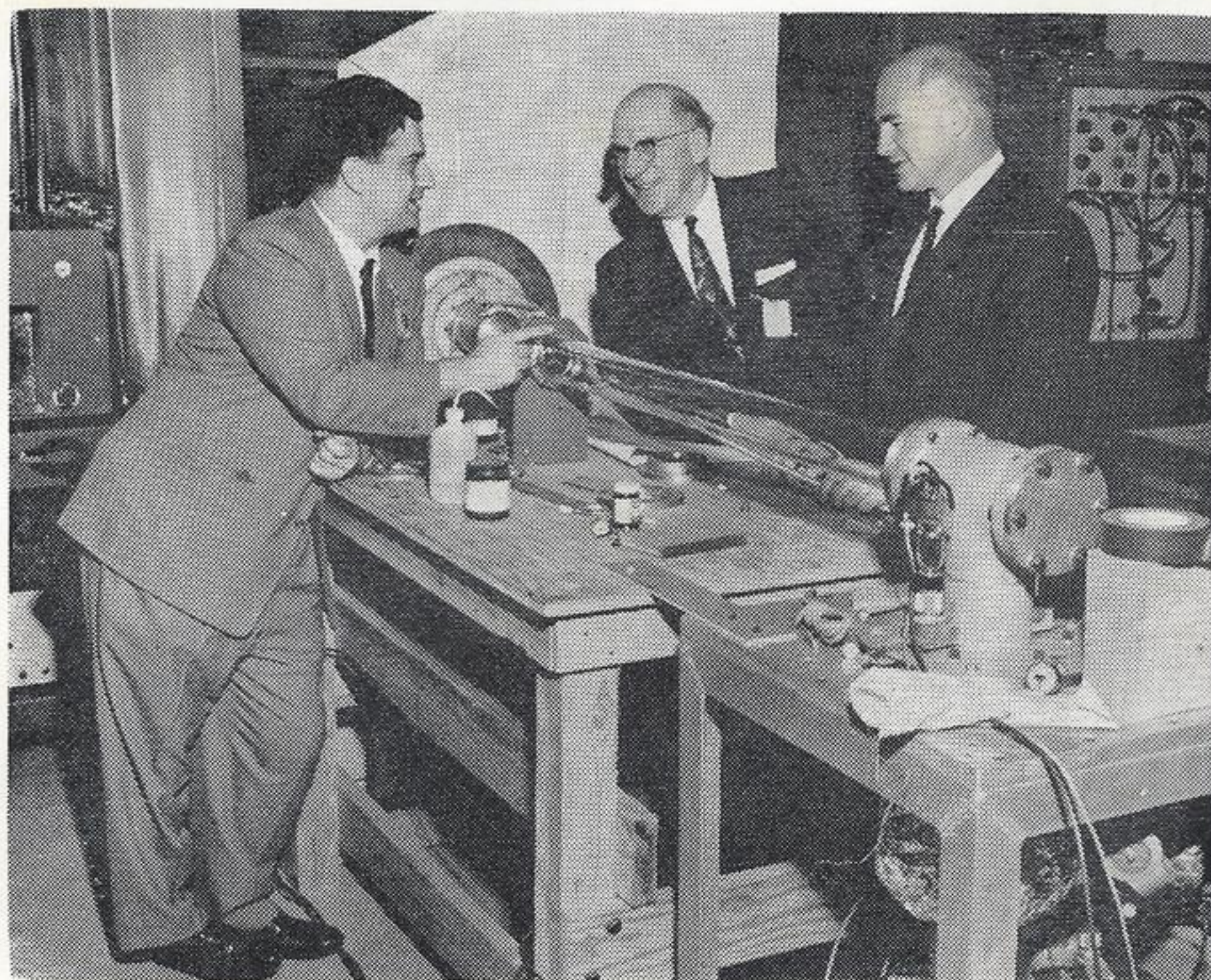
President Nelson got a first-hand look at what's going on in the atomic research field when he met with other directors of the Texas Atomic Energy Research Foundation and officials of General Atomic Division of General Dynamics Corporation in San Diego recently. Mr. Nelson is a vice president, as well as a director of the Foundation, of which our Company is a member (PLAIN TALKS, May, 1957).

The group met to discuss progress of their jointly-sponsored \$10,000,000 study of controlled thermonuclear reactions, the ultimate goal of which is to find an economical way of producing power from the atom for everyday use.

Mr. Nelson visited the new multi-million dollar John Jay Hopkins Laboratory for Pure and Applied Science where General Atomic scientists are

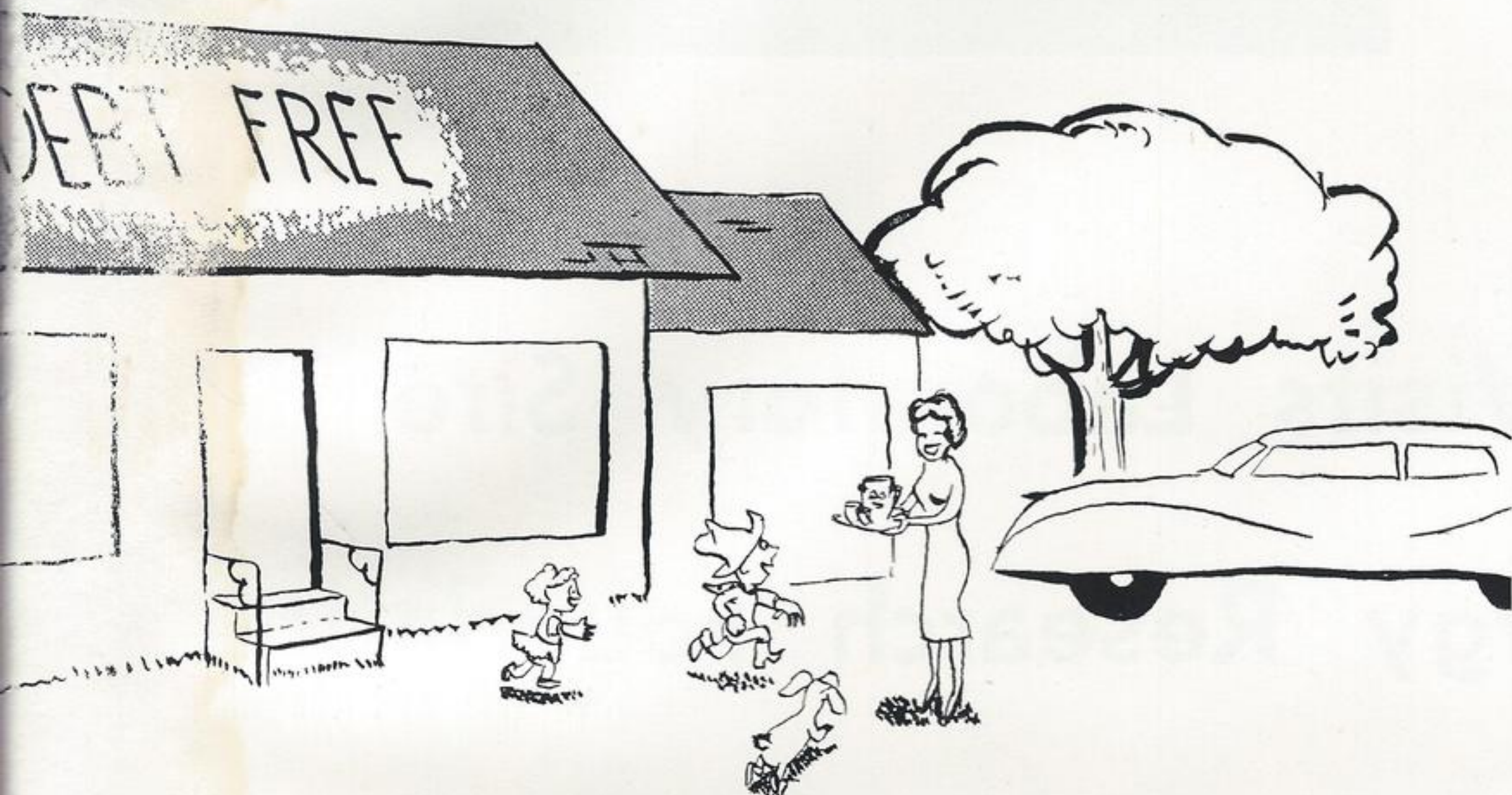
conducting experimental work in controlled thermonuclear reactions, and viewed one of the laboratory's devices for studying the possibility of achieving thermonuclear temperatures. Research now is being conducted in the laboratory's Experimental Building, but nearing completion are two special buildings to house large-scale experimental devices for controlling the thermonuclear reaction.

President Nelson looks over a recently developed fusion research project apparatus at John Jay Hopkins Laboratory in San Diego. On the left is Dr. Marshall Rosenbluth, one of the nation's top physicists, and at far right is Dr. Edward Creutz, director of research of General Atomic Division of General Dynamics Corporation.



Hey, Joe!

Let's Talk Dollars and Sense



"You asked me what our Company's benefit program adds up to, Joe. Inexpensive security, and that's what we all want, I guess. For instance, take my insurance benefit—with my income of \$4500, I'm eligible to buy \$8,000 coverage in the group insurance policy. It costs me about \$54 a year, or in 20 years, only \$1,080. Think what it might cost if the Company didn't help on the payments. This will really mean a lot to my wife and kids if anything should happen to me.

Group Hospitalization

"And then there's Group Hospitalization. Believe me, it's easy to *hope* that nothing will put you or your family in the hospital, but if it does . . . this benefit coverage only costs me \$117.36 a year. And it's cheaper because of Gulf States' safety program which cuts down on the number of accidents—so my premiums are lower.



Thrift Plan

"Then, there's the Thrift Plan. Boy, am I glad I signed up for that right away. I put in 6 per cent, or about \$288 a year. Now in 20 years that only adds up to \$5,760, if I saved it in the piggybank, but, counting the Company's 50 per cent contribution and 3 per cent compound interest, I'll have a real nice nest egg waiting for me when I retire—\$17,409 (I figured it out last night) . . . Lots of employees are buying our Company's common or preferred stock, too.

"And, by the way, that's the equivalent of an extra income of \$582 per year for the 20 years I worked.



Appliance Discount



"Then, there's another benefit that I didn't realize as such. And that's the Company's plan whereby we can buy all our home appliances at 1/3 off list price. Now there's a deal. I heard that the average Gulf Stater buys \$350 worth of appliances a year. If he had bought them outside the Company, on time, they would have cost him around \$600.



Retirement Plan

"But the way I figure it, my dollar buys the most solid security on the Gulf States Employees Trusteed Retirement plan. When I was 30, I started saving \$7.80 a month deducted from my pay check. I pay about 33 per cent of the total cost and the Company pays all the rest — 67 per cent.

After I retire, I get \$133 a month for the rest of my life. With that, and my savings, I can set up in business for myself the way I always wanted to, or my wife and I can travel, really enjoy ourselves — and by then I'll have helped the kids get a good education with the money I'm saving in the Thrift Plan; and they'll be in good shape to face the future.



So, you see, the Company's benefits really spell out a better life for me — and for you, too, Joe."

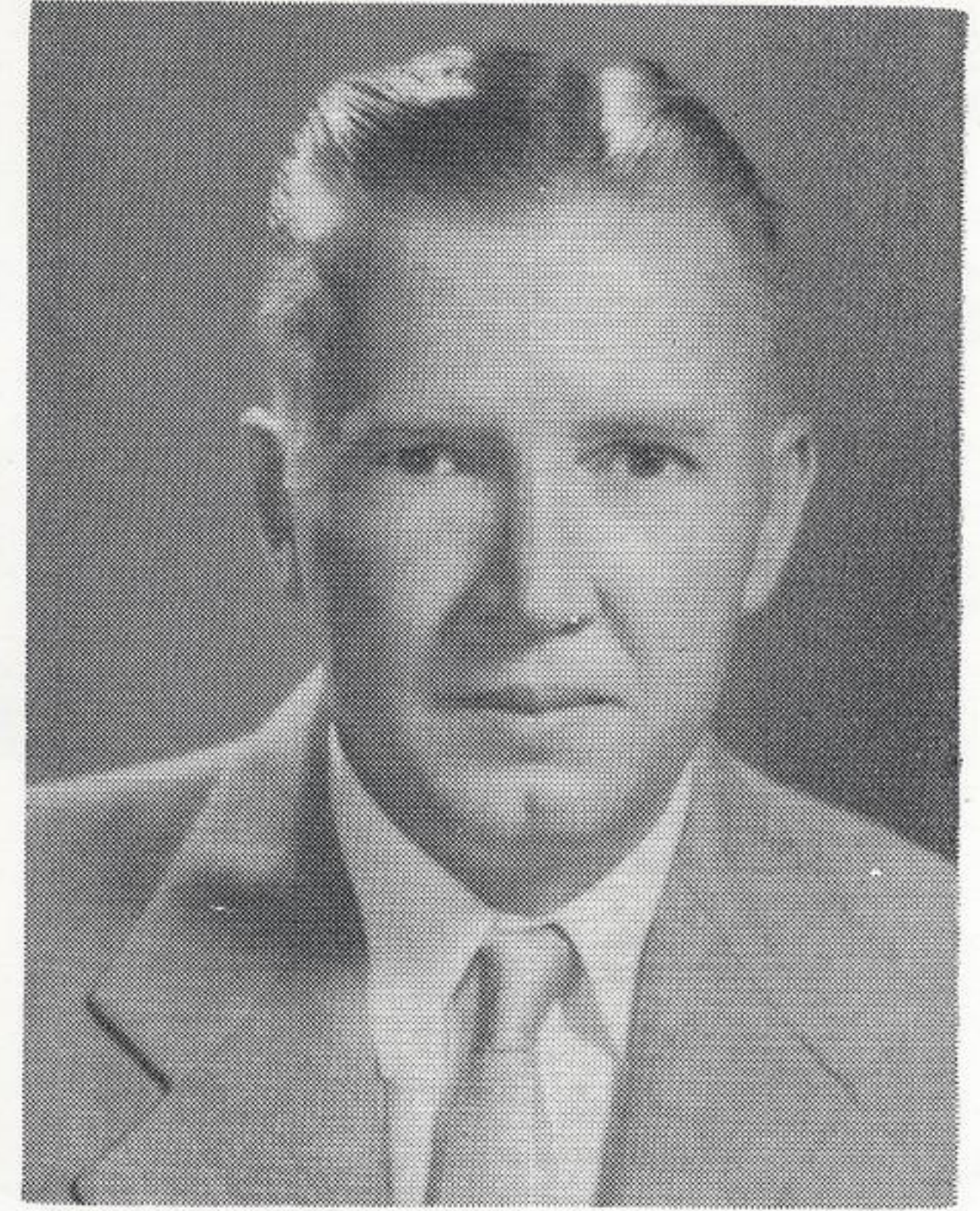




R. W. Haynes



R. F. Clark



L. L. Thompson

Four Are Promoted At Neches Station

Production Department promotions involving four employees at Neches Station, near Beaumont, have been announced. The promotions became effective March 1.

Those promoted include Robert W. Haynes, formerly operating engineer, to operation supervisor; R. F. Clark, formerly station engineer, to operating engineer; Luther L. Thompson, formerly control operations foreman, to station engineer; and Herman M. Heil, formerly head fireman, to control operations foreman.

Mr. Haynes

Mr. Haynes, a native of Beaumont, joined our Company in 1921 as an oiler in Beaumont. He later served as fireman and engineer in Beaumont and in 1926 went to Port Arthur as engineer. He returned to Beaumont the same year as load dispatcher and subsequently served as turbine operator, fireman, office engineer, station engineer, and became operating engineer in 1952, the position he held at the time of his promotion.

Mr. Clark

A native of Waco, Mr. Clark received a mechanical engineering degree from

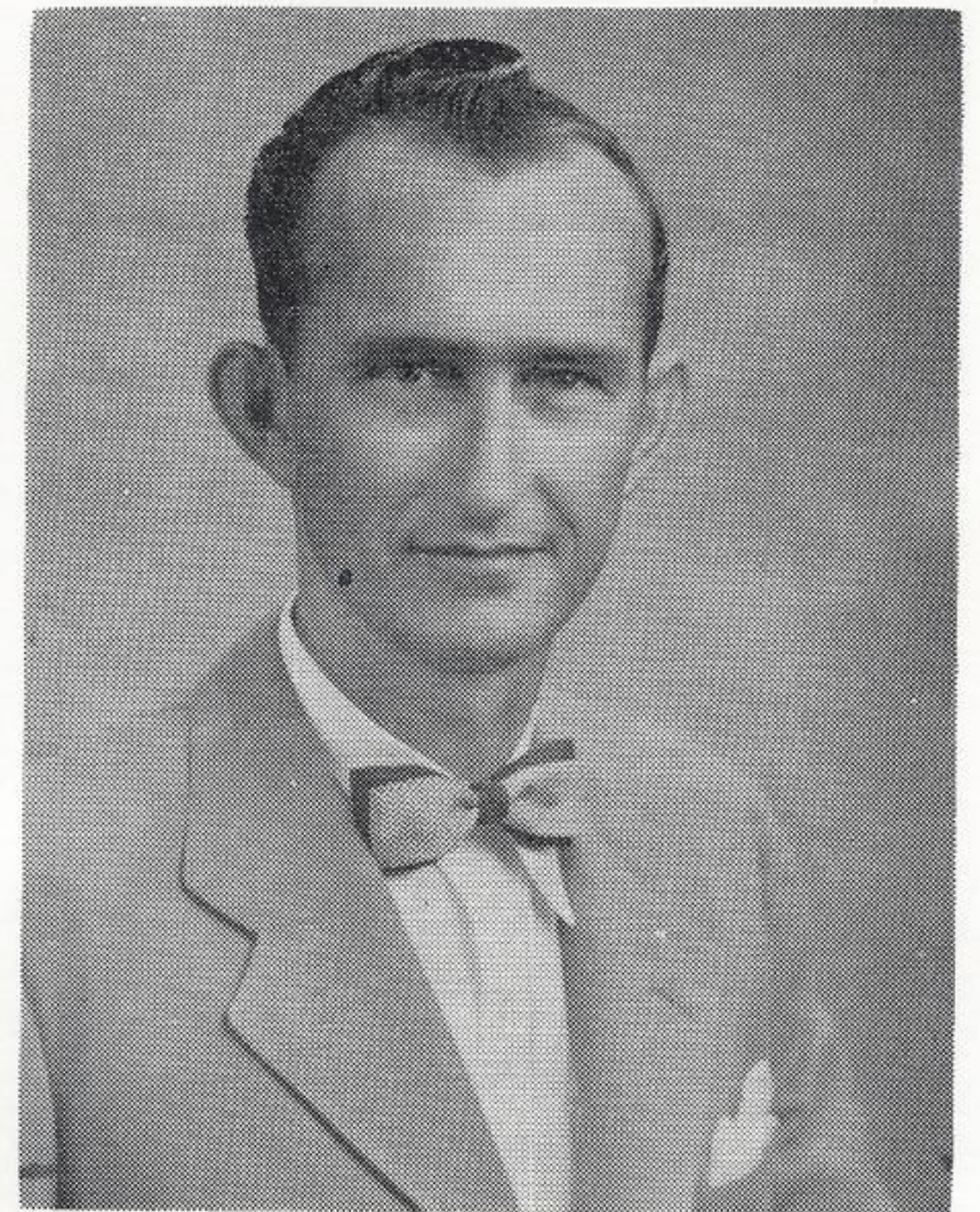
Texas A & M College at College Station. He was employed by Sun Oil Company and the Texas Pipe Line Company, prior to joining Gulf States in 1939 as a fireman in Beaumont. He later became a switchboard operator and head fireman. In 1952 he became station engineer, the position he held at the time of his promotion.

Mr. Thompson

Mr. Thompson is a native of Pearson Chapel, Texas and became a Gulf Stater in 1938 when he began as an assistant fireman in Beaumont. He later served as auxiliary operator, turbine operator, turbine engineer, switchboard operator, and head fireman. In 1956 he became control operations foreman, the position he held at the time of his promotion.

Mr. Heil

Born in Gonzales, Mr. Heil joined Gulf States in 1941 as an assistant fireman in Beaumont. He later became an operator's helper, auxiliary operator, turbine operator, fireman, turbine engineer, and switchboard operator. In 1952 he became head fireman, the position he held at the time of his promotion.



H. M. Heil

The single stem and triple leaf of the shamrock was used by St. Patrick, the patron saint of Ireland, to explain the mystery of the Trinity at a meeting of Irish pagan chieftains and druids in 433 A. D. The incident led to the triumph of Christianity in Ireland.

Many legends surround the origins and life of St. Patrick. However, according to "The American Book of Days," he was born in Scotland in 387 and lived until March 17, 493.



V. A. Gautreaux

Two Promotions Are Announced At Louisiana Station

Two promotions were announced at Louisiana Station this past month.

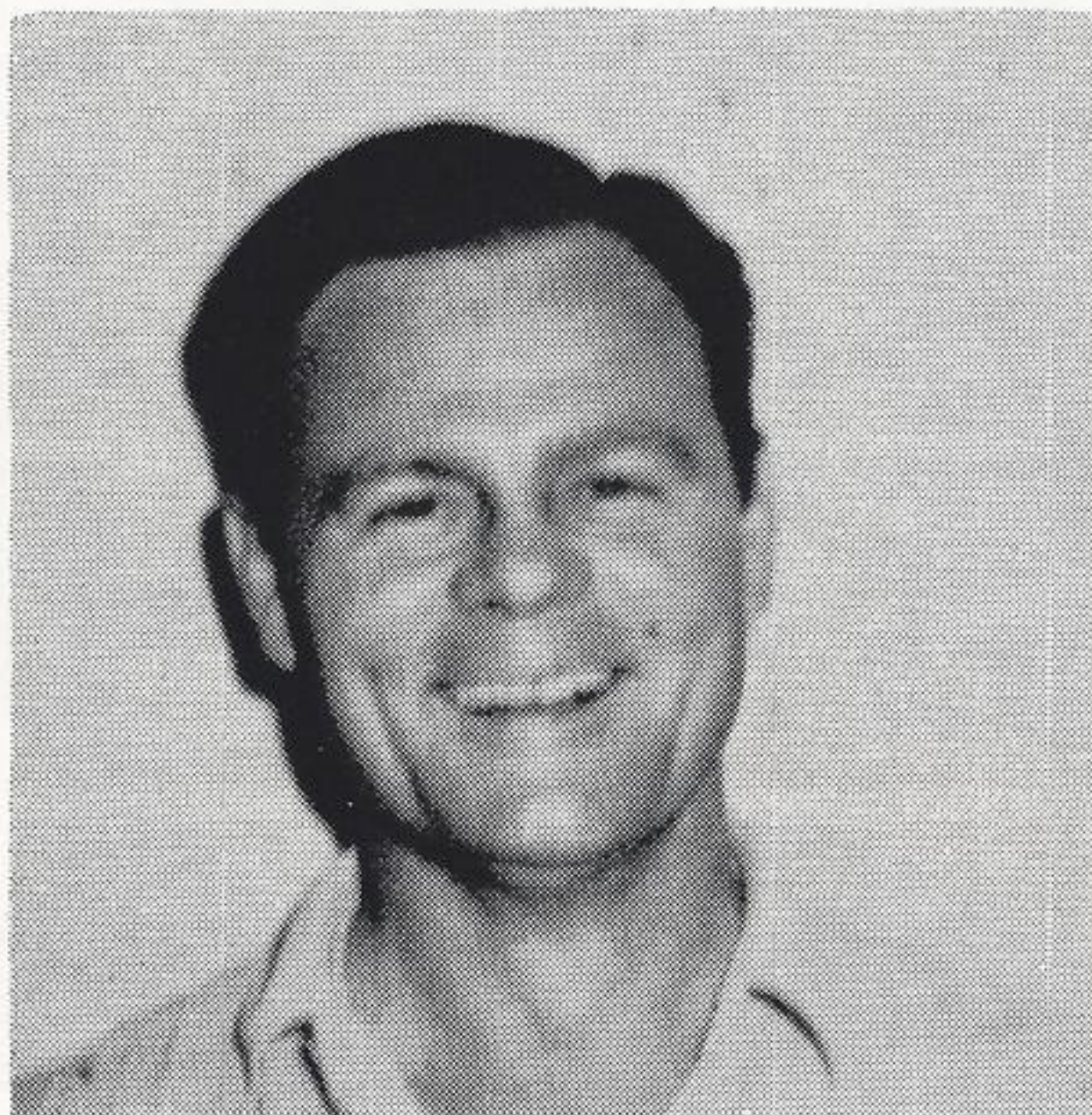
Mr. D. V. Garon was promoted from boiler operations foreman to station engineer, and Mr. V. A. Gautreaux from head fireman to boiler operations foreman. Both promotions became effective March 9.

Mr. Garon

Mr. Garon was born in Baton Rouge and joined the Company in 1939 as a repairman helper. In 1940 he became an oiler and from there progressed to fuel operator, operator's helper, turbine engineer, switchboard operator, head fireman, boiler operations foreman and station engineer.

Mr. Gautreaux

A native of Baton Rouge, Mr. Gautreaux was employed at Louisiana Station in 1941 as an oiler. Later in that year he became an operator's helper. He then held classifications as second fireman, turbine engineer, switchboard operator, head fireman and now boiler operations foreman.



D. V. Garon



E. A. Baumgartner

Baumgartner Promoted To Relay Engineer

The promotion of Ernest A. Baumgartner, formerly engineer in the Beaumont Rate Department, to the position of relay engineer, Beaumont, has been announced. His promotion became effective March 1.

Mr. Baumgartner is a native of Houston, attended Lamar State College of Technology in Beaumont and Rice Institute in Houston. He received a BS degree in electrical engineering from Rice, and spent an additional two and a half years there studying business administration.

Prior to joining Gulf States in 1949, Mr. Baumgartner was employed by the HOUSTON CHRONICLE, R. M. Henderson refrigerator construction, Gulf Brewing Company, Houston Light & Power Company, and Halliburton Oil Well Cement Company, all in Houston. He also served in the U. S. Army Air Corps. He began with our Company as a junior engineer in Beaumont, and in that capacity later served in the Rate, T & D, Production, Sales, Accounting, and System Engineering Departments, working in Beaumont, Baton Rouge, Lake Charles and Navasota. In 1949 he was assigned to the Rate Department in Beaumont as a junior engineer, becoming an engineer in 1953. In 1956 he became an engineer in the Rate Department, the position he held at the time of his promotion.

Lola Martin Retires April 1 In Beaumont

Lola B. Martin, departmental clerk in the Residential Sales Department, Beaumont, will retire April 1, after 22 years of service with our Company.

A native of Trinity, Mrs. Martin joined Gulf States in October, 1935, as a demonstrator in Beaumont. Working from headquarters in Beaumont, she traveled over the system doing home service work, during the next eight years. In 1943 she became a reception clerk and in 1949, a departmental clerk in the Residential Sales Department.

Following retirement, Mrs. Martin plans to continue to make her home in Beaumont and to devote more time to her hobby of crocheting purses (PLAIN TALKS, March, 1957).



Lola Martin



Doris Flowers



Helen Byrd

L. L. Landry Services Held In Beaumont



L. L. Landry

Two Employees Promoted By Beaumont Accounting

Promotions involving two employees of the Accounting Department in Beaumont have been announced. The pro-

motions became effective February 16.

Those promoted were Doris Flowers, formerly senior clerk in the Customers Accounting Department, who has been transferred to the Payroll Department as a confidential records clerk, and Helen Byrd, formerly senior clerk in Stores Accounting, who has been transferred to Machine Accounting as confidential records clerk.

Mrs. Flowers

A native of Yoakum, Texas, Mrs. Flowers began working for Gulf States in 1945 as a clerk in the Customers Accounting Department in Beaumont. In 1949 she became a customer clerk and last year she became a senior clerk in Customers Accounting, the position she held at the time of her promotion.

Mrs. Byrd

Mrs. Byrd is a native of Crystal River, Florida and joined Gulf States in 1945 as a Customers Account clerk in Beaumont. In 1948 she became a Stores record clerk and in 1951 a senior clerk in Stores Accounting. She became a senior clerk in General Accounting last year, the position she held at the time of her promotion.

Funeral services for Lawrence Lewellyn Landry, 56, operating engineer at Beaumont, were held at 9 a.m. February 13, at St. Anthony's Catholic Church in Beaumont. Mr. Landry, who would have been with the company 40 years next month, died February 12 after an illness of several months.

Mr. Landry joined Gulf States as an assistant repairman in Beaumont in 1918. He then served as fireman and watch engineer in Beaumont and in 1920 went to Port Arthur as engineer. He returned to Beaumont in 1926 as substation operator, later serving as turbine operator and station engineer. He became an operating engineer in 1947.

A native of Donaldsonville, Louisiana, Mr. Landry had lived in the Beaumont area for the past 51 years. He was member of St. Anthony's Catholic Church, the Chamber of Commerce and the Young Men's Business League.

Survivors include: his wife, Marie; a daughter, Mrs. Robert Miller Jr. of Nederland; two sons, L. L. Landry Jr. of Fort Worth and Albert Landry of Beaumont; three brothers, Walter Landry of Port Arthur, Roland Landry of Beaumont and J. A. Landry of Houston; two sisters, Mrs. H. P. Seay of San Antonio and Mrs. B. M. Dunn of Daytona Beach, Florida; and two grandchildren.



J. A. "Jim" Richardson, area development engineer of Lafayette, (left) receives a plaque for "meritorious service to 4-H", on behalf of our Company, from C. S. Shirley, Louisiana state club agent for the Extension Department of the 4-H Club. The plaque was presented at the 4-H Club's recent 50th Anniversary Celebration in Moreauville.



Welch, Smith, Spafford
And McAlpine Are The
First Month's Mr. Topper

Beaumont Wins First Place In January Residential Sales Contest

Beaumont Division won the system "Topper" award for the first month of our 1958 sales program. In second place was Baton Rouge Division; third, Lake Charles Division; and Port Arthur and Navasota Divisions tied for fourth place.

The greatest gain in kilowatt hours was compiled by Baton Rouge Division, which during January, had a total gain

of 32 kilowatt hours.

Under the Topper program each division competes on a monthly basis with the others for the most accumulated sales on range, water heaters, dryers, heat pumps, residential kilowatt hour sales and all-electric and HOUSE-POWER homes. The totals are computed monthly and division managers, operating superintendents, residential

sales supervisors and sales superintendents of the division having the current best record of sales will be awarded top hats at our bi-monthly department head meetings. At the end of the year the manager of the winning division will be named "Mr. Topper for 1958."

The chart belows shows division and system bogies, sales, per cent of bogies and standings for January.

SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
	Bog.	Sl.	Bog.	Sl.	%	Stg.	Bog.	Sl.	%	Stg.	Bog.	Sl.	%	Stg.	Bog.	Sl.	%	Stg.	Bog.	Sl.	%	Stg.
1. Beaumont	22	2	2597	199	7.66	1	482	49	10.17	1	1740	206	11.84	1	73	12	16.44	2	25	11	44.00	1
2. Baton Rouge	32	1	2791	213	7.63	2	518	13	2.51	4	1870	181	9.68	2	59	3	5.08	4	30			3
3. Lake Charles	12	3	2081	136	6.54	3	386	39	10.10	2	1394	124	8.90	3	54			5	20			3
4. Port Arthur	7	5	1307	82	6.27	4	243	5	2.06	5	876	51	5.82	5	28	9	32.14	1	15	2	13.33	2
4. Navasota	11	4	924	34	3.68	5	171	11	6.43	3	620	39	6.29	4	11	1	9.09	3	10			3
TOTAL	23		9700	664	6.85		1800	117	6.50		6500	601	9.25		225	25	11.11		100	13	13.00	

*Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the year's winner.

Kites

In their long history
Man has used them in
Religion, Science and War

March winds bring with them not only the promise of Spring, but dot our sky with colorful objects anchored to some youngster by strings. We usually see kites in the shape of diamonds, hexagons or boxes, but they can be shaped to resemble almost anything.

Our Company is interested in kite-flying from the safety viewpoint. Carelessness with kites around power lines can lead to serious accidents or even death. A list of safety rules appears on the opposite page.

Tradition says kites were invented by Archytas of Tarentum, Italy, four centuries before the Christian era. But, the Asian people and savage tribes, like the Maories, of New Zealand, have used them as far back as their history goes.

Kite-flying is the national pastime of most Asian nations and their origin,

while obscure, is usually credited to religion. Maories still use them in their rites - the ascending kite is accompanied by the kite-song.

Koreans attribute the first kite to a general who, hundreds of years ago, inspired his troops by sending up one with a lantern attached. Soldiers thought it a new star and a token of divine aid.

Another Korean general is said to have put kites to mechanical use by sending one across a river with a cord attached. On the other end of the cord was a cable which was pulled across the river to form the nucleus of a bridge.

Merchants in East Asia may be seen flying a kite while waiting for customers. Chinese and Japanese kites resemble dragons, birds, beasts and fish and vary in size, with some seven feet in height or breadth. They are covered with rice-paper or thin silk.

In China, the ninth day of the ninth month is "Kite Day" and all men and boys fly their home-made kites. The cord near the kite is stiffened with glue and crushed glass or porcelain. One kite is maneuvered to the windward of an opponent and the cord is let drift against the enemy. A quick jerk cuts the adversary's cord and brings down his kite.

Musical kites with bamboo reeds give off a plaintive whine that is heard for great distances.

Some people believe kites frighten away evil spirits and keep them flying

above their homes all night.

Kites and Science

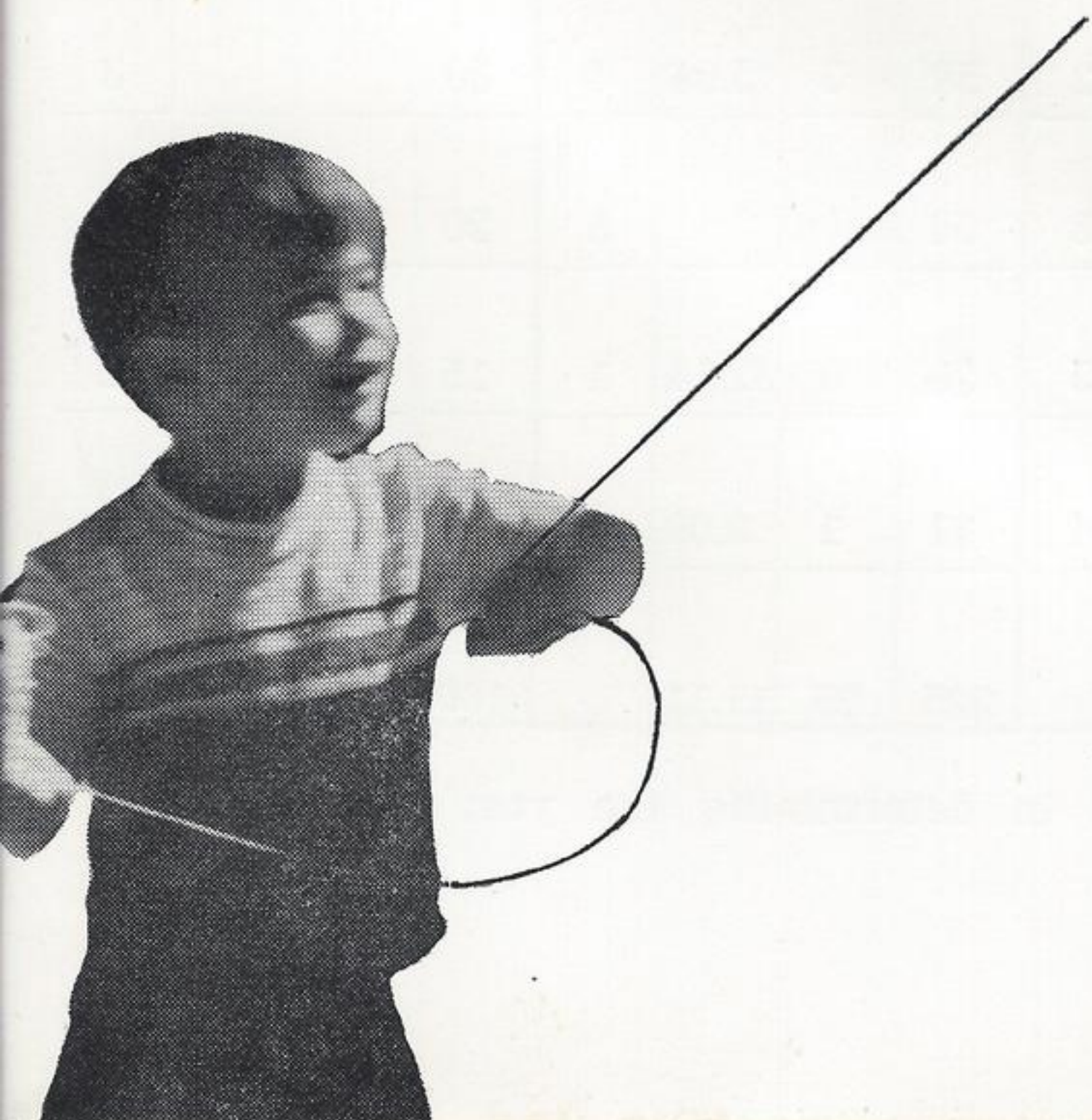
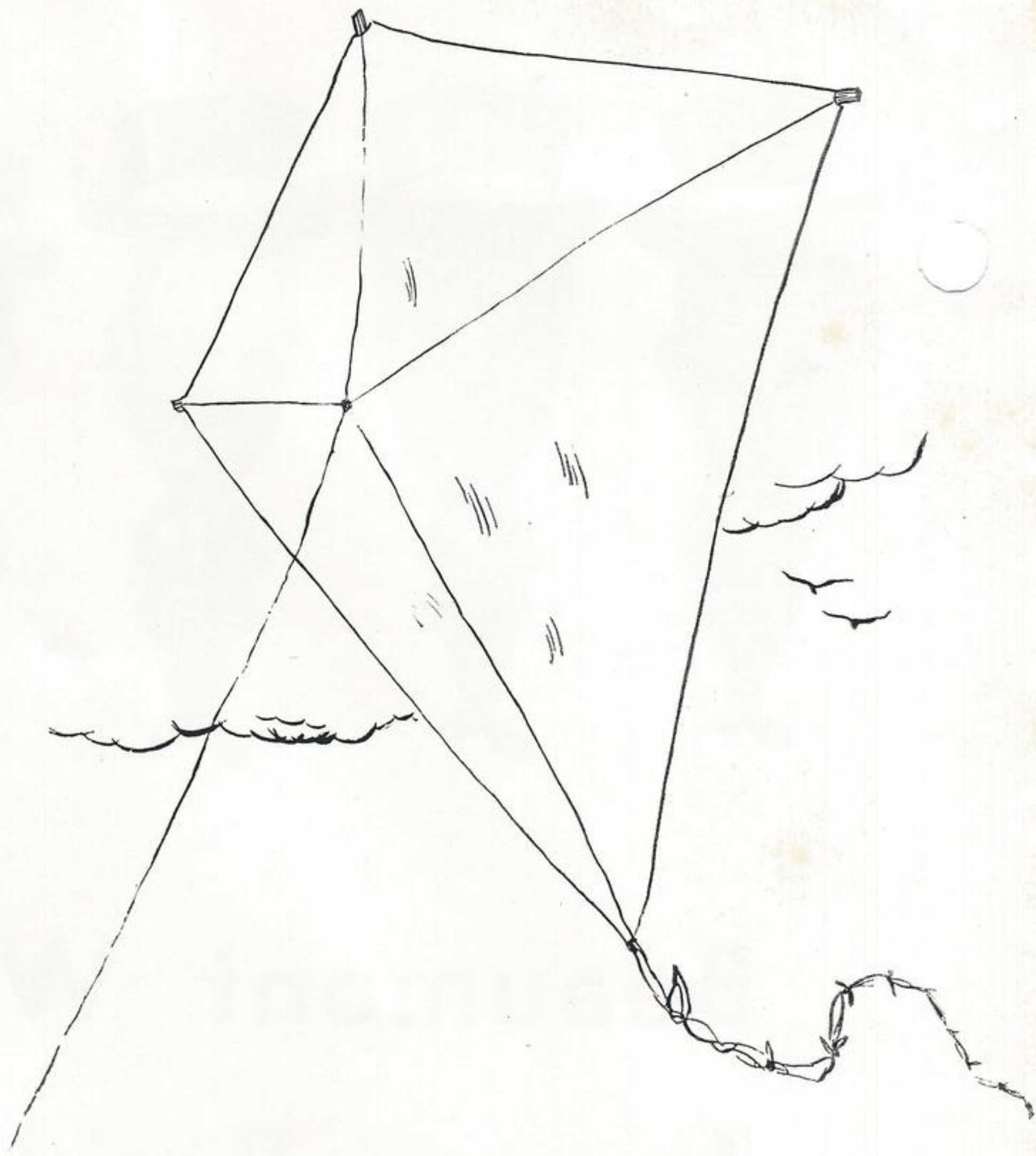
Kite-flying for scientific purposes was first employed by Dr. Alexander Wilson and Thomas Melville, of Scotland in 1749 to take temperatures above the earth's surface. In 1752, Benjamin Franklin made his famous flight to attract electricity from the air and demonstrate the electrical nature of lightning.

The first permanent station for scientific kite-flying was built in Veborg, Denmark. The governments of Denmark, Sweden and France cooperated in this venture.

The station was a 33 foot tower, with a cab mounted on a circular rail atop it. The cab had a gap cut in one side to enable the operator to watch the kites at all times. The gap was always turned leeward and the kites were controlled by two windlasses and electric motors. One kite served as a spare to replace the other if broken in service.

Kites were used by meteorologists early in the 20th century to gather weather information - pressure, temperature, humidity, velocity and wind direction. They have since been replaced by aircraft and balloons.

On May 5, 1910, the upper-most of a train of ten kites reached 4½ miles - it took nine miles of line to reach this altitude. No really great height has been reached because of the weight of the line, the wind pressure and the fact that winds at various levels blow in different directions to





"I dinna think ye'll get 'er off the ground, laddie."

make the kites in the train work against each other. Piano wire was used in the record flight because of its lightness and strength.

Flights are impossible when wind is below 12 mph velocity or in storms or very strong winds.

Kites and War

Kite-flying was developed by the military to carry flags, signal or raise lamps. Also they were used by the army and navy to float torpedos to the enemy - using as much as two miles of line.

Many successful photos have been made, both in America and England, from kites. The shutter was tripped electrically or by a slow-match.

Captain B. F. S. Baden-Powell, of Scots Guards, in June 1894, constructed a 36-foot-high hexagonal kite that would lift his 150 pounds. Afterward he improved it by using five or six 12 x 12 foot hexagon kites. He frequently

went above 100 feet with this apparatus. Even on calm days he could be lifted by towing the kites behind a wagon.

In America, Lt. H. D. Wise made tests using Hergraves box kite to lift a man 40 feet.

Russia used kites in many of its maneuvers during the 1900's. In fact, all European nations have experimented with them in warfare. The German kite balloon invented by Parseval was very efficient.

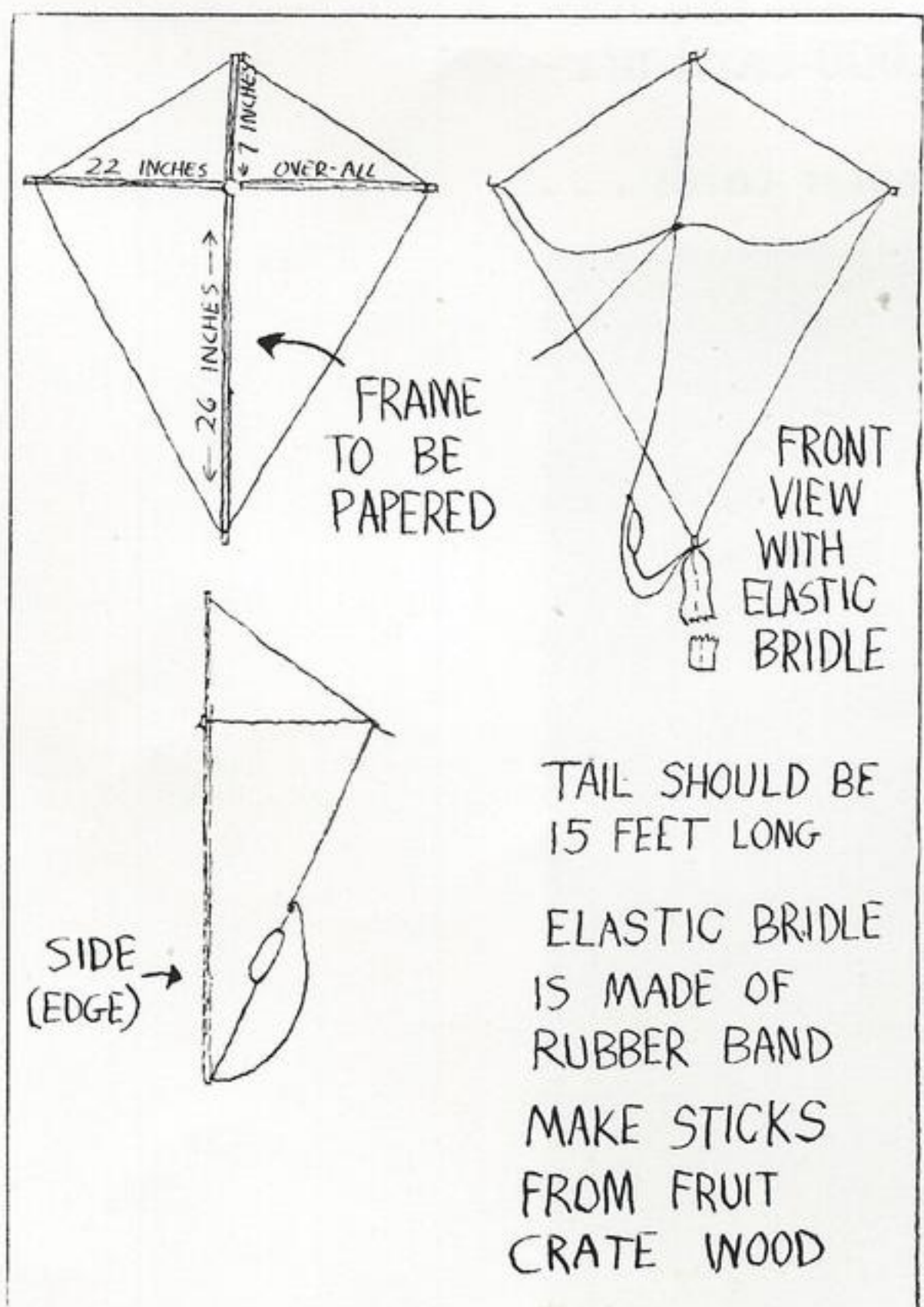
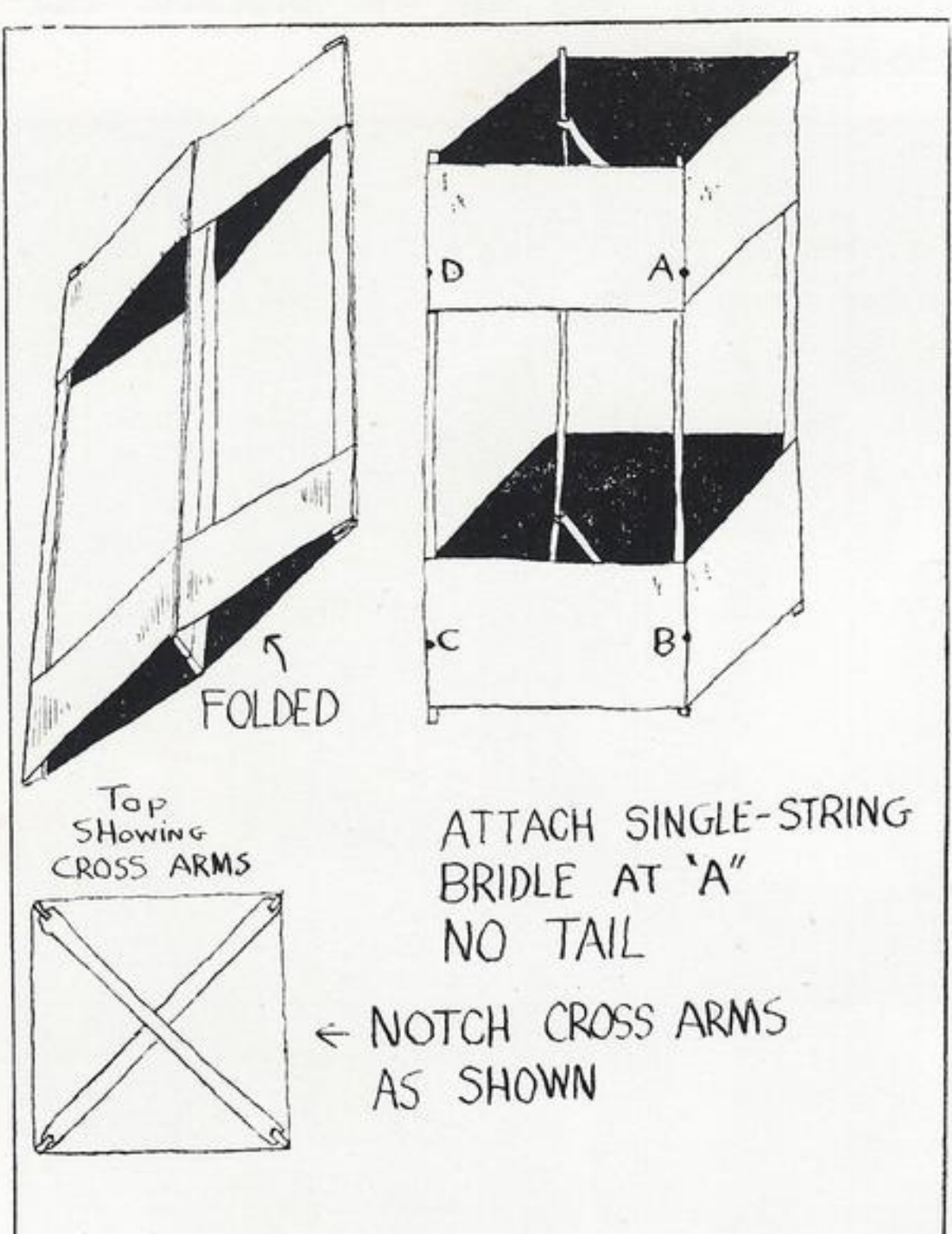
So it seems tht kites have played an important part in the history of man-religion, recreation, war and science.

Pictured on these pages are instructions on how to construct some simple designs. For more elaborate forms you may go to the public library and check out a pamphlet called "25 KITES THAT FLY" by Leslie L. Hunt.

Kite Safety Rules

With the kite flying season now underway, your child is in real danger unless he follows a few simple safety rules when flying his kite. These precautions are:

1. Fly kites in open areas away from electric wires.
2. Let a kite go if it gets caught on electric wires.
3. Use only dry cotton string and dry cloth in the kite tail.
4. Don't fly kite during rainy weather or thunderstorms.
5. Don't use metal wire for strings or kite tail.



Time, Labor Are
 Saved With
 Installation of

GULF STATES UTILITIES COMPANY
 This bill due when rendered.
 Prompt remittance is appreciated. Thank You.

PLEASE RETURN THIS STUB
 WITH YOUR PAYMENT

RATES FURNISHED ON REQUEST

DATE	READING	USED	AMOUNT	ROUTE	AMOUNT
FEB 25	71112	1056	4364	18110	4364

YEAR	CONSTANT	LOAD-K.W.	AMOUNT DUE	ROUTE	AMOUNT DUE
54		50	4364	12251	4364

ELECTRONIC BILLING MACHINES

About 48,000 customers in our Beaumont Division will receive service bills processed by our new IBM accounting machines this month. The new machines were used for the first time in January billing. Changeover to the new type billing began with Beaumont Division customers, the last of whom were changed over to the new system this week.

Now working on Navasota Division, the Billing Department expects to have customers in all divisions changed over to the new system by the end of the year.

A time and effort saving device, the new fully automatic machines print 100 lines a minute, averaging about 50-75 bills per minute. The new system enables a bill to be mailed six working days from the time the meter is read.

Briefly, the process involves key punch operators making a name and address and meter reading card for new customers or for customers being changed over from the old system. The cards are checked with the old meter books for accuracy. The meter reader reads the meter on special cards, called "mark sense cards", and records the reading with special high-content graphite pencils. Then the meter readers' cards are counted on a 1,000-card-per-

... as Ted Meinscher, assistant supervisor of IBM billing, shows Richard Willis, meter reader, the proper method for marking meter cards.

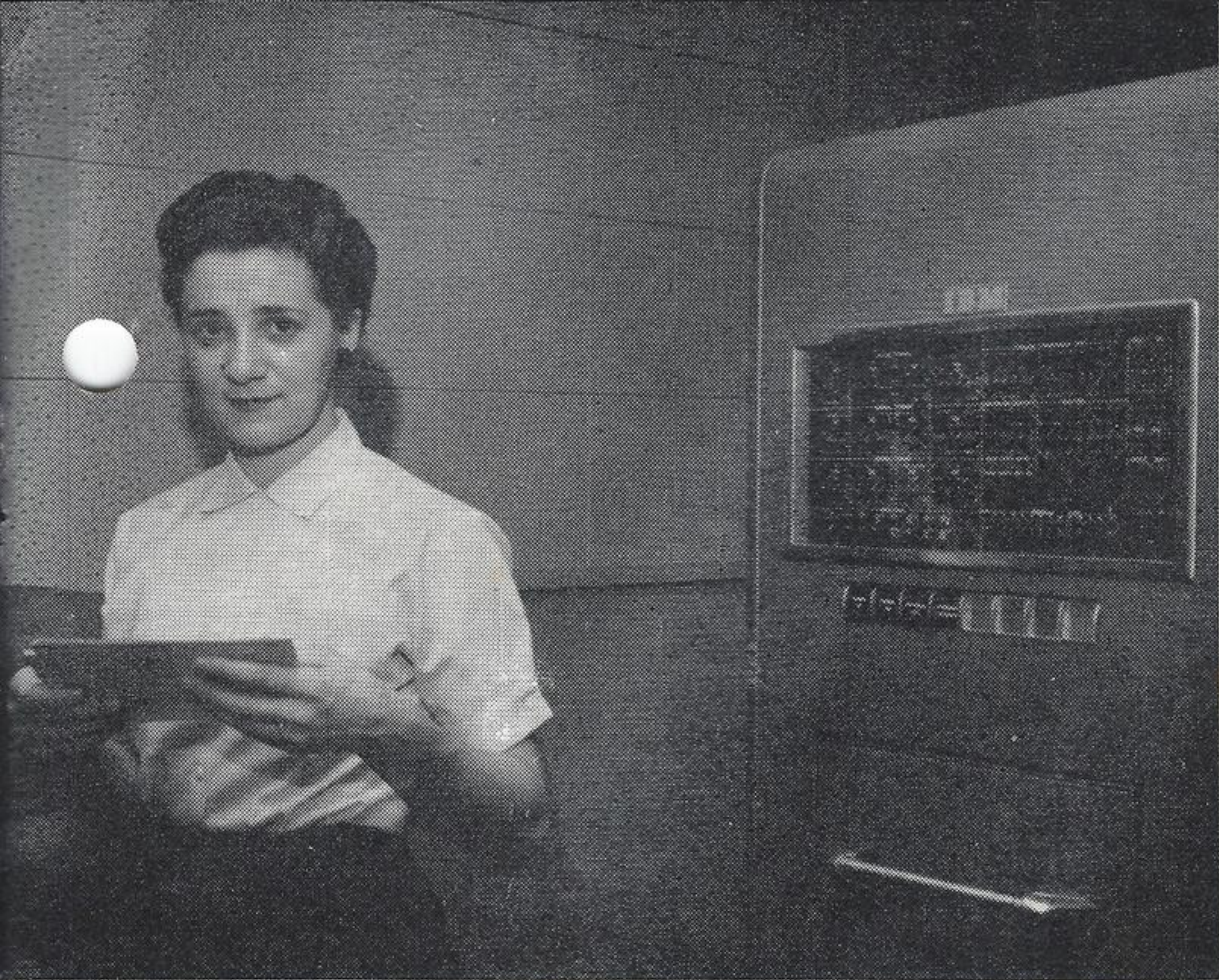


Grady Smith sets up the electric calculator, then . . .



Dean Morrell, key punch operator, makes meter cards . . .





Mia Strybos runs the marked meter reading cards through the calculator.

minute electronic "sorter" to make sure all cards are there.

The cards are then put through the electronic calculator which "reads" the meter reading cards, punches in the correct information on the IBM cards, computes the consumption of kilowatt hours and punches it in. In 75 per cent of the cases, the calculator computes the customers' bills on a single run. It computes all bills from residential customers not using demand meters.

Cards from the calculator are used to run rate and revenue reports. On this run the kilowatt hours by revenue accounts and rates are recorded as well as a count of inactive and active meters, and customers. Then the information needed on the next month's meter reader cards is reproduced. A bill register is made from the cards to be used by clerks as an office record. It shows the same information that appears on the bill. The bill amount and address is printed on the two accounting machines.

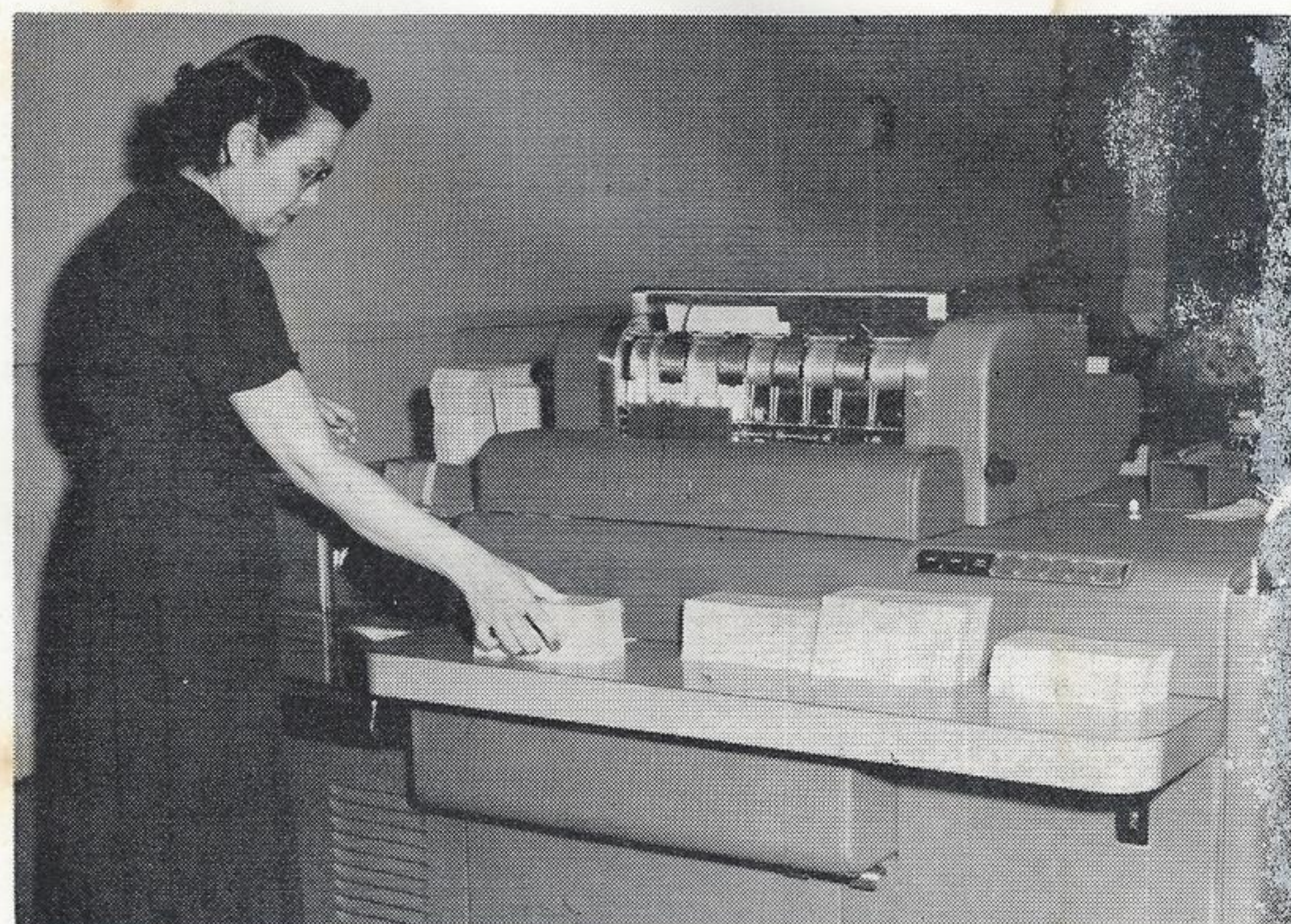
If the customer wishes to pay only part of his bill, the cashier marks the amount payable on the stub with a special pencil. The machine, alerted by the graphite marks, ignores the punched totals and records the cashier's figures. The stubs are run through the reproducer, resulting in a regular IBM card with the corrected information punched. A ledger sheet listing all unpaid bills is then turned in to our Credit and Collection Department.

This new electronic billing system is another example of our Company's continuing efforts to streamline all phases of our service, from high-voltage transmission lines to an accurate bill, arriving on schedule each month.

March, 1958

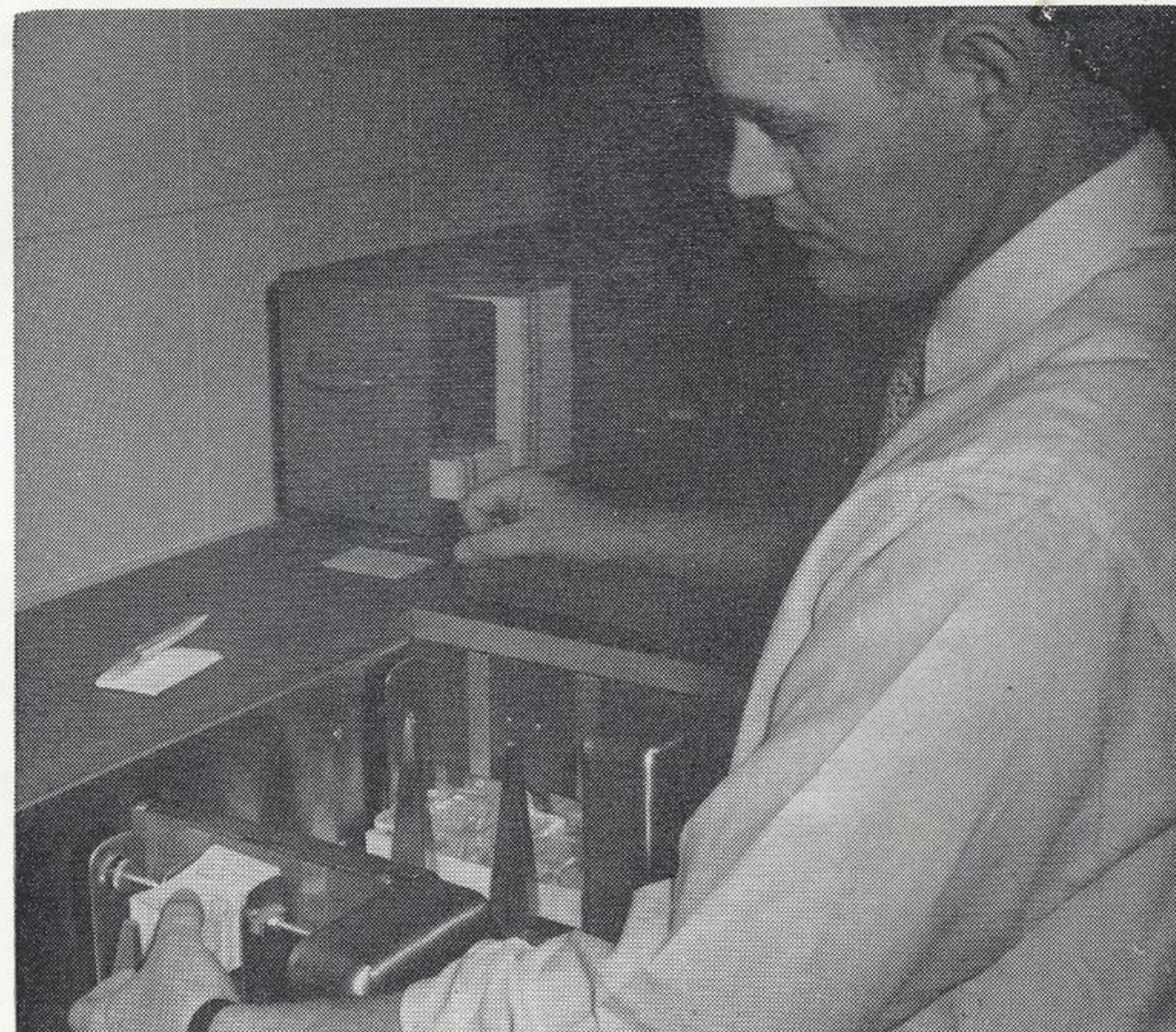


A bill register is made for office records on this accounting machine and . . .



bills are printed and addressed on two machines like this one being operated by Melba Magee.

Partial payment bill stubs, being run through this machine by Grady Smith, make IBM cards to be used in calculating next month's total.





What Others Are Saying

Who Needs Reddy?

The following letter, which first appeared in the Ottawa, Illinois REPUBLICAN-TIMES letters column was prompted by letters which had opposed an electric utility rate increase.
Editor, REPUBLICAN-TIMES:

I can think of so many better reasons why the public should protest the increase in electric rates than those stated in Saturday's paper.

We don't need electricity. I can remember the day when there were no electric appliances. We toasted our bread over the open plate of a kitchen range. Mother washed her clothes bending over a washboard and the water was heated in a copper boiler. She pumped her water from a cistern in the back yard. If the Summer was particularly dry we carried it from a spring in buckets. Children died from typhoid by the hundreds every year but then, kids were plentiful and one more or less did not matter much. We walked or hitched the horse to a buggy if we wanted to go any distance. We got our light from kerosene lamps but then there wasn't much to see in those days. And we weren't bothered with those new-fangled "talk-boxes" called telephones. Mother grew old before her time but shucks, who cared? Women were supposed to work hard in those days.

Taxes were low. There wasn't much to tax. Dad earned "a good salary"—\$15 a week. Sure, soak the heartless utilities especially since wage-earners own most of their stocks and let's get back to the good old days. One favor please—before you get rid of this "concept contrary to democracy" and turn the country over to the socialist—wait until my obituary appears in the papers. I'd rest much easier and better. Frank Lynn, Seneca, Illinois.

ELECTRICAL WORLD

Utility People Setting Fine Example

Employees of the Gulf States Utilities Company in Orange and wives of a number of these people are setting a fine example for the rest of us through participation in a Red Cross first aid course.

These classes are one of many forms of citizen-

ship participation necessary to success of the program of preparation for civil defense and disaster relief being developed for our county.

The first aid course is endorsed in the February issue of Texas Defense Digest, official publication of the state's Defense and Disaster Relief Headquarters.

The Digest quotes Red Cross officials as emphasizing that the new 10-hour course resulted from a revision of many first aid techniques. Training consists of meeting the needs of daily living, with attention being given to the danger of enemy attack and the everyday threat of disasters of all kind.

The publication invited individuals or groups wishing to take the new first aid course to get in touch with their local Red Cross chapter or civil defense director to find out when the training will become available in their community.

This is one way in which large numbers of our county's teenage and adult citizens can participate in the developing civil defense and disaster relief program.—ORANGE LEADER.

No Wonder It's Cheap!

. . . A recent study based on government records indicates that if TVA were required to pay the going rate of interest for its money, and to pay taxes on the same basis as private power companies, it would have to increase its revenues by \$90.0 million a year . . . which would mean an over-all increase in its power rates of 41 per cent!

Finally, it should be remembered that TVA was supposed to be a fair yardstick of the rates charged for power service generally. Some yardstick!

—CORTLAND (N.Y.) STANDARD

Atomic Power Is NOT Cheap

. . . There seems to be much public misapprehension as to what atomic power can do to reduce electric rates. Some still think those rates can be cut by tremendous percentages. But the fact is that the atom is simply another fuel, which replaces a conventional fuel. In 1956 fuel costs amounted, on the average, to only 16.5 per cent of the operating budgets of power companies — as against, for instance 23.4 for taxes. The atom, important as its potentialities are, won't give us free or virtually free power.—POINTE COUPEE BANNER, New Roads, Louisiana.

Living Cost Up — Electricity Down

The Department of Labor has estimated that the cost of living in the United States doubled between the years 1939 and 1956. Prices have, as the average housewife knows, gone up higher since. But during that same period (1939-1956) the cost of electricity went down by one per cent! This has been accomplished by the private utility companies in the face of a 100 per cent rise in the cost of their fuels, the tripling of the compensation of workers and of Federal taxes.—HUMAN EVENTS

A PEEK AT THE T S A C

1940

Average kilowatt hours per home customer for March—1,018 . . . Current transfers include: **E. M. Stone**, Navasota, from the Substation crew to the plant; **Wade Phillips**, Port Arthur, to Beaumont Power Sales; and **Marcus Andrews**, Navasota, to Lake Charles Lighting Sales . . . Beaumont is now rooting strongly behind a newly organized ice hockey team; **George Dunlop**, Accounting, is at home on ice having been handy with the hockey stick during his high school days in Nova Scotia.

1945

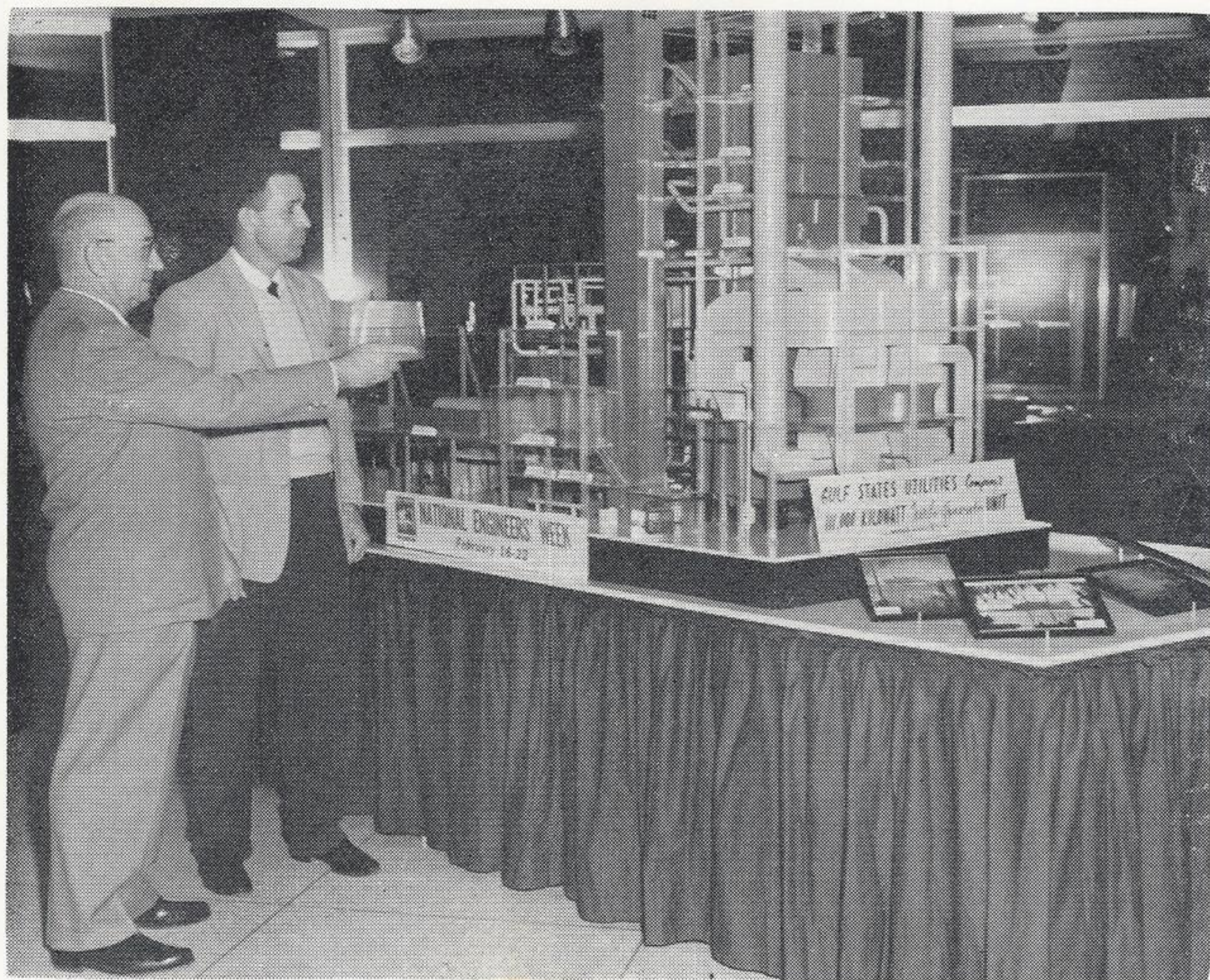
The Baton Rouge Service, Meter and Appliance Repair Departments have worked 3,165 days without a lost-time accident . . . Employees leaving for the Army are **Jesse Perricone**, Beaumont Transmission and Distribution; **Eugene Wall**, Beaumont Line; and **E. J. Richards**, Beaumont Line.

1950

Elected to the board of directors of GSU's Federal Credit Union are **P. P. Newman**, Navasota; **J. B. Bishop**, Beaumont; **C. M. Scott**, Beaumont; **J. Kirby Jones**, Port Arthur; **W. A. Whitten**, Beaumont; and **Ruby Ray Ridley**, Beaumont . . . At division sales meetings just completed, it was revealed that the company is shooting at a gain of 97 kilowatts per residential customer in 1950; the company's bogie on ranges will be 4,800 units and on water heaters, 1,200 units.

1955

The total amount of income taxes withheld from Gulf States employees' wages during the year amounted to \$1,199,183.87 . . . **Lola Martin**, Beaumont Residential Sales Department, recently received a first prize of \$5 for her cookies recipe in the Eighth Annual Recipe Contest, sponsored by the HOUSTON PRESS; some 4,000 entries were made in the contest . . . For the second month in a row, Lake Charles Division and Port Arthur Division tied for first place in kilowatt hour competition to share the Nelson Trophy for March; each reported an increase of 13 kilowatt hours.



E. C. Adams, System Engineering Department, Beaumont, shows Q. R. Wilson, Beaumont appliance dealer, our Company's display on the main floor of the Gulf States building during National Engineers' Week, February 16 - 22. Mr. Adams served on the publicity committee for the various engineering societies which participated. The display is a scale model of the 111,000 kilowatt outdoor, turbo-generating units, one of which is being added at Neches Station and two of which are now under construction at the new Roy S. Nelson Station near West Lake. The display was set up by the Publicity Department.

Jack Kirkland, Navasota Division operating superintendent, standing center right, presents a plaque to R. P. Griffith, general foreman of the Navasota Division Substation Department, in recognition of that department's having completed 20 years without a disabling injury. Attending a banquet at the Colonial Cafe in Navasota, in honor of the department's accomplishment, were front row, left to right, Don Ware, M. W. Taylor, E. H. Foerster, C. C. Boles, C. F. Shirey, safety and training manager; and Cecil Gayle. Second row, left to right, W. J. Petzolt, F. Dickschat, Alvin Braune, Mr. Griffith, Mr. Kirkland, R. E. Morton, Navasota operating supervisor in charge of line and substation work in the Navasota Division; and J. B. Hodge, Navasota Division manager. Third row, left to right, W. A. Jones, H. W. Lina, J. K. Inglehart, C. Patterson, J. L. Haddox, general line foreman; Gilbert Lauter and C. L. Dickey. Ernest Singletary was absent when the picture was taken.





Serviceman Dawson starts the day by receiving orders on service calls from Gas Supervisor W. P. Gautreaux.

Good Service Builds Good Will

That's the Slogan of 90 Employees in Gas Department

In your list of Gulf Staters who "win friends and influence people" for our Company, don't overlook the Baton Rouge Gas Department serviceman. Although its good-will building efforts are confined to Baton Rouge, our Gas Department's reputation for giving good service at fair rates reflects credit on our whole organization.

Serviceman Robert Dawson is a 10-year member of our Gas Department,

which serves some 50,000 customers in and around Baton Rouge, including the 2,000 new customers who were connected to our lines in 1957.

Gas services include a variety of jobs — installing new meters, turning gas on and off, changing regulators and meters for testing and repairs, checking for gas leaks and servicing all gas appliances from water heaters to ranges and refrigerators. Water sometimes get in on the diaphragm of a regulator and freezes during cold weather. It's part of the serviceman's job to change the regulator, relight the pilot and check all appliances for proper operation. An estimated 20 to 30 regulators had to be changed this winter, when the temperature dropped to a season low of 19 degrees.

Gas Serviceman's Day

The usual day of a gas serviceman starts out in the Service Department office on Government Street, where he receives orders on service calls from Gas Supervisor W. P. Gautreaux. From there he sets out to call on as many customers as he can during the morning. If he completes all calls before noon, he will either stop by the office or call in on his radio to see if there are any more calls from the particular section in which he has been working.

Emergency calls such as gas leaks, flames, fires, etc., that come in are relayed to the serviceman by the two-way radio from the service office. The Gas Department has a separate wave length from the Electric Department in Baton Rouge. On the average day, a gas serviceman handles between 20 and 25 calls.

Unusual Service

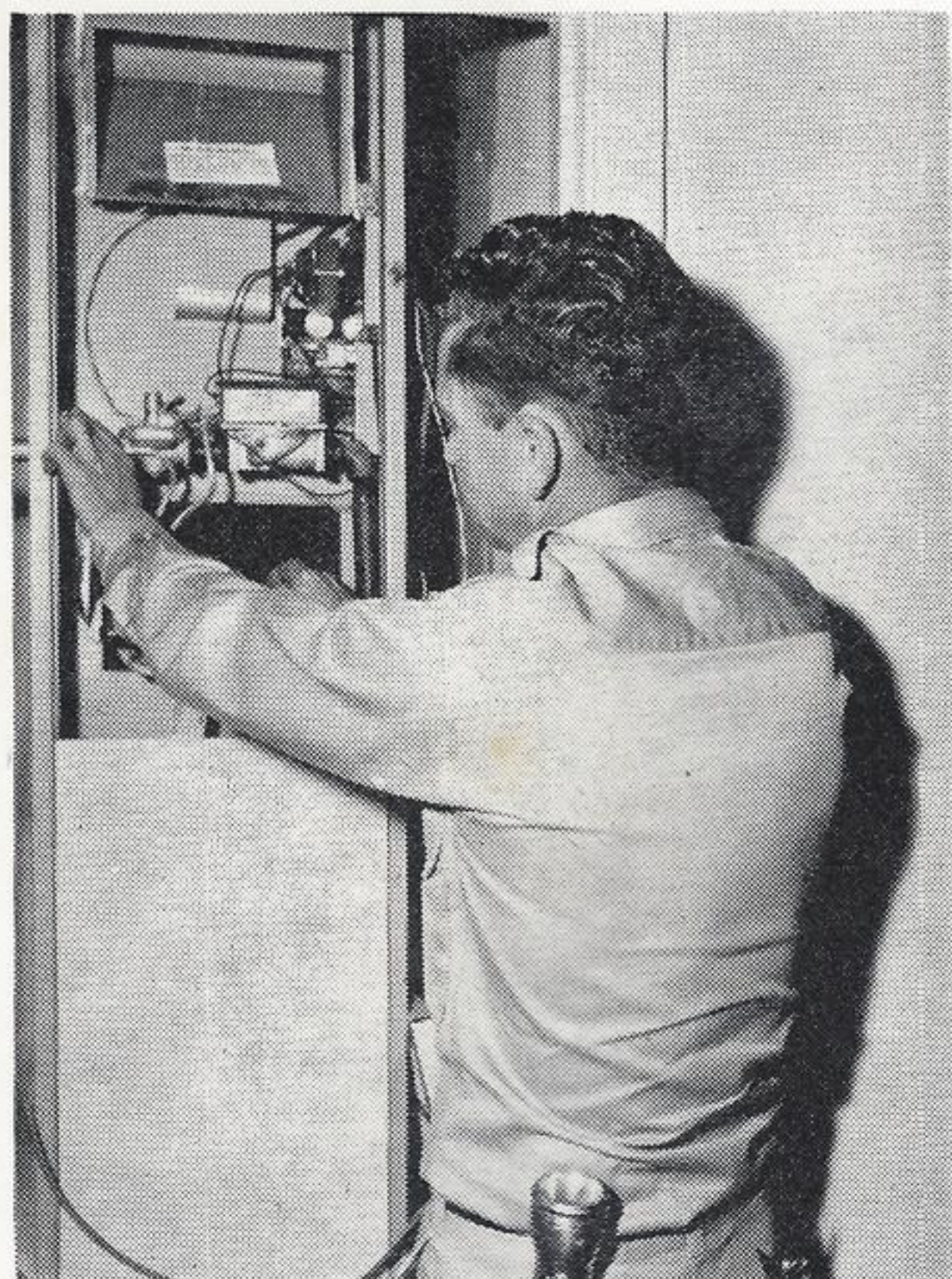
Asked if people make any unusual



A gas serviceman's duties include installing and turning on meters . . .



Checking ovens on customers' ranges . . .



Adjusting central heating systems . . .

requests of him while he is working in their homes, Mr. Dawson answered, "Oh, they might ask me to fix electrical appliances or to screw in light bulbs. And occasionally they even ask if I would mind taking the garbage out as I go back to my truck!"

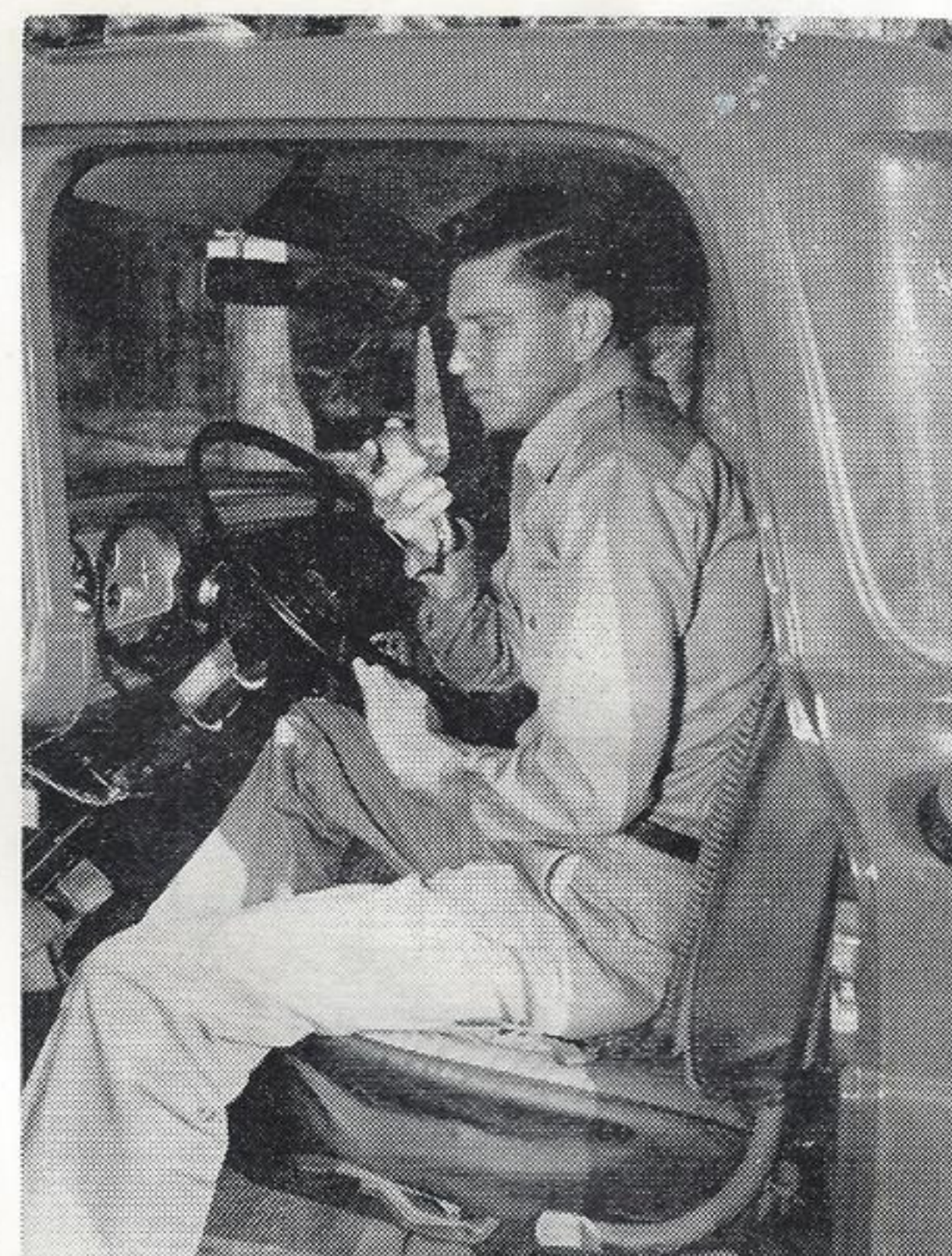
Although most of the appliance service work is usually confined to water

heaters and ranges in the Summer, there is plenty of other work for the Gas Department during the warm months. For instance, a periodic check is made on every installed meter. During the Summer of 1958, some 9,000 meters and 5,000 regulators are scheduled to be changed out and brought back into the meter shop for testing and minor repair.

Sometimes a customer leaves home before the serviceman can answer their request to service an appliance. In such cases, the serviceman fills out a card which says, "Please call our Gas Department. We were here (stating the time) but were unable to find anyone at home." He tags the card to the door and the customer knows someone has been there and will return when the customer is at home.

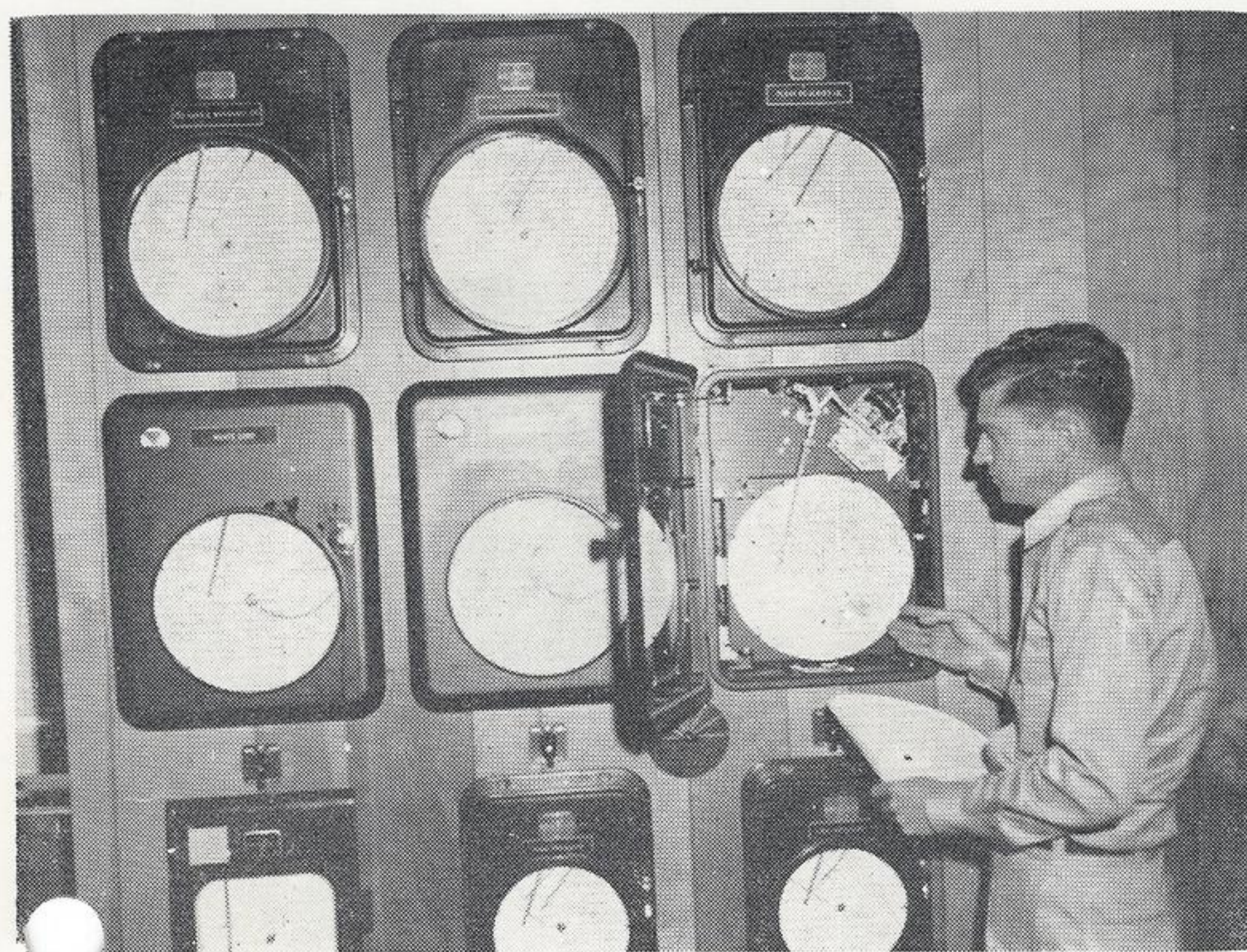
Mr. Dawson, born in Clinton, Louisiana, came to Baton Rouge in 1942, after graduation from Ethel High School. He worked for a Baton Rouge optical company and served two years in the Navy before joining Gulf States in 1948. "This is an unusually interesting job," Dawson says. "You meet all types of people, get some rough as well as easy assignments, and even have to pull out your map occasionally to make sure of your location in some of the newly developed subdivisions. And some of the situations you get into provide humorous anecdotes."

One incident that stands out in Mr.



After completing all the service calls he received that morning, Mr. Dawson radios in for any additional calls.

Dawson's mind was the time he answered a call to adjust the low-burning flame on a range. The customer said, "I don't know what's happened—I put those biscuits in that oven and they just stayed in there and sufficated."



And changing charts on the Telemetering Remote Control panel.

Although, according to Mr. Dawson, "It's an unusually interesting job," he's glad to get home to the family which includes, left to right, Randy, 4; Mrs. Dawson, holding 18-month-old Mary Ethel; Connie, 7; and Bobby, 10.





Mr. and Mrs. W. A. Jones announce the birth of a daughter, **Deborah Sue**, March 4. Mr. Jones is employed in the Navasota Meter Department.

Mr. and Mrs. G. A. Glover announce the birth of their third child, **Mary Katherine**, born at Our Lady of the Lake Hospital, February 8. Mr. Glover is local superintendent in Gonzales, Louisiana.

Mr. and Mrs. Larry Hard are parents of a daughter born February 2. The baby has been named **Beverly Jean**. Mr. Hard is with the Navasota Division survey crew and Mrs. Hard formerly worked in the Navasota Storeroom.

A daughter, **Elizabeth Anne**, was born to Mr. and Mrs. **Bill Shelander** of Rockdale, January 24. Elizabeth is the granddaughter of Mr. and Mrs. **S. T. Cooper**. Mr. Cooper is a serviceman at Calvert.

Mr. and Mrs. **Virgil Foster** are parents of a daughter, **Sheryl Ann**, born February 21. Mr. Foster is engineering assistant in the T & D Department in Navasota.

A daughter, **Martha Gail**, was born to Mr. and Mrs. **Frank Dupree Jr.** February 16. Mr. Dupree is engineering assistant in the T & D Department at Conroe.

A daughter, **Leslie Marie**, was born January 17 to Lt. and Mrs. **John Raybeau** of Tripoli, Africa. Mrs. Raybeau is the former **Mary Eve Duhon**, daughter of **Wilfred Duhon**, Lafayette truck-driver. Lt. Raybeau is serving a tour of duty with the Armed Forces stationed in Africa.

A son, **James Brent**, was born to Mr. and Mrs. **Morris J. Rabalais**, February 13. Mr. Rabalais is in the Production Department at Louisiana Station.

Twin sons, **James Francis** and **John Ruhl**, were born to A/2c and Mrs. **John F. Donaldson** February 9 at St. Mary's Hospital in Rosewell, New Mexico. **L. F. Donaldson**, electric service supervisor at Baton Rouge, is the twins' grandfather.

30 Years



C. M. White
System Engineering
Beaumont

20 Years



F. H. Tenholder
Sales Department
Beaumont

10 Years



M. D. Austin
Gas Department
Baton Rouge



M. L. Day
Gas Department
Baton Rouge

Colored Division

20 Years



Lester Bush
Maintenance
Port Arthur



M. K. Smith
Distribution Dept.
Zachery



D. J. Williford
Production Dept.
Beaumont

10 Years



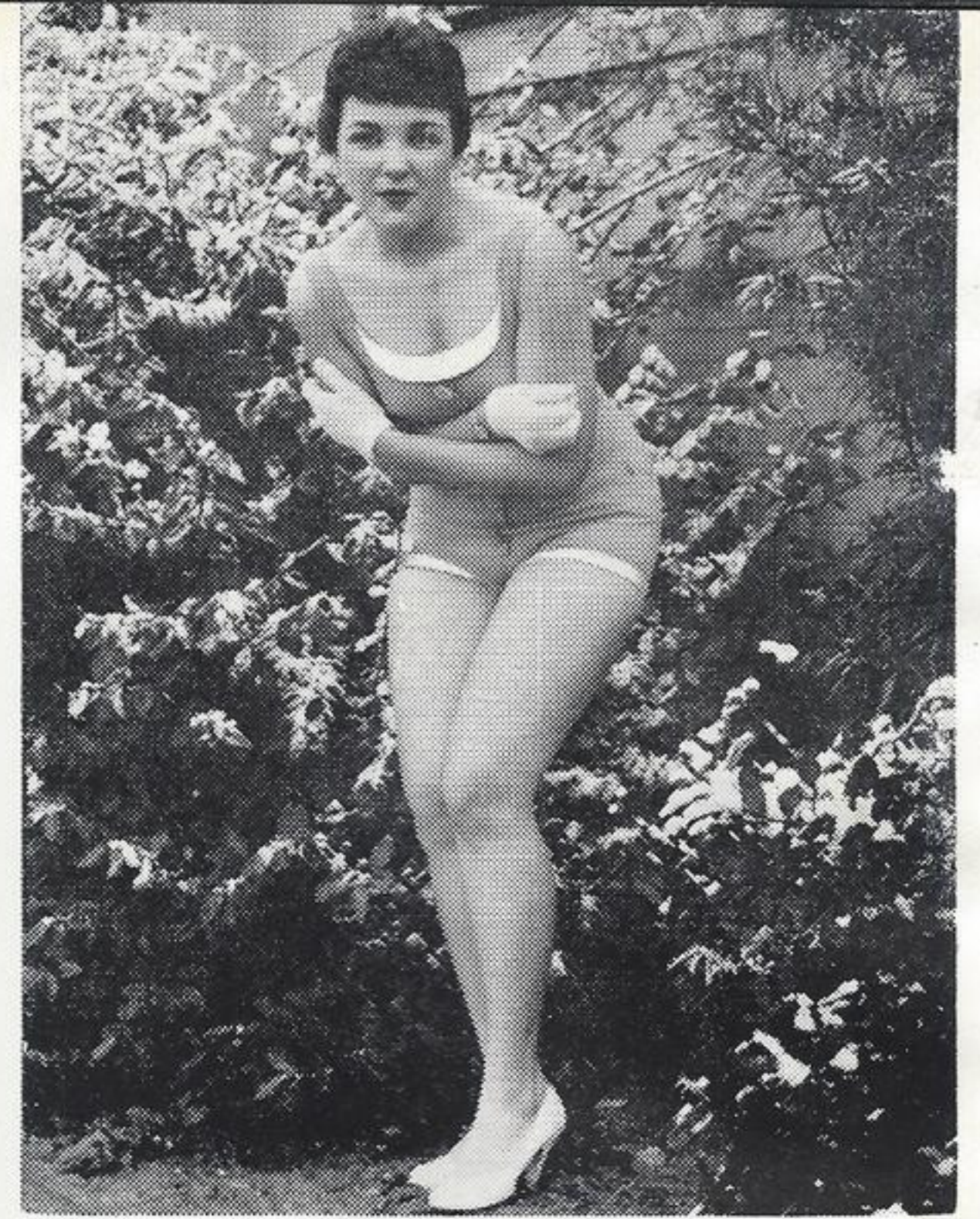
W. S. Crockum
Maintenance
Beaumont



Oscar Smith
Accounting
Lake Charles



R. D. Woodard
Distribution Dept.
Orange



Port Arthur didn't get left out when the "big snow" came February 12, as these pictures taken by PLAIN TALKS Correspondent Rosemary Vaught show. At left is Loraine Dunham, clerk in the Engineering Department in Port Arthur, and a PLAIN TALKS reporter, and "Mr. Snow Man," outside the Port Arthur Service Center. At right is another view of the Center.

SNIFFLE-LESS SNOW QUEEN—Helping to celebrate Beaumont's first snow in 8 (some say 9) years on February 12 was cute Judy Franklin, General Accounting clerk. Jumping into the spirit of the occasion and her bathing suit, Judy posed for a Beaumont Journal photographer for the above picture. "I tried to smile," she says, "But all I could say was 'Hurry up and snap the picture!'" Photo was taken by Jerry Lynas.

SNOW !!



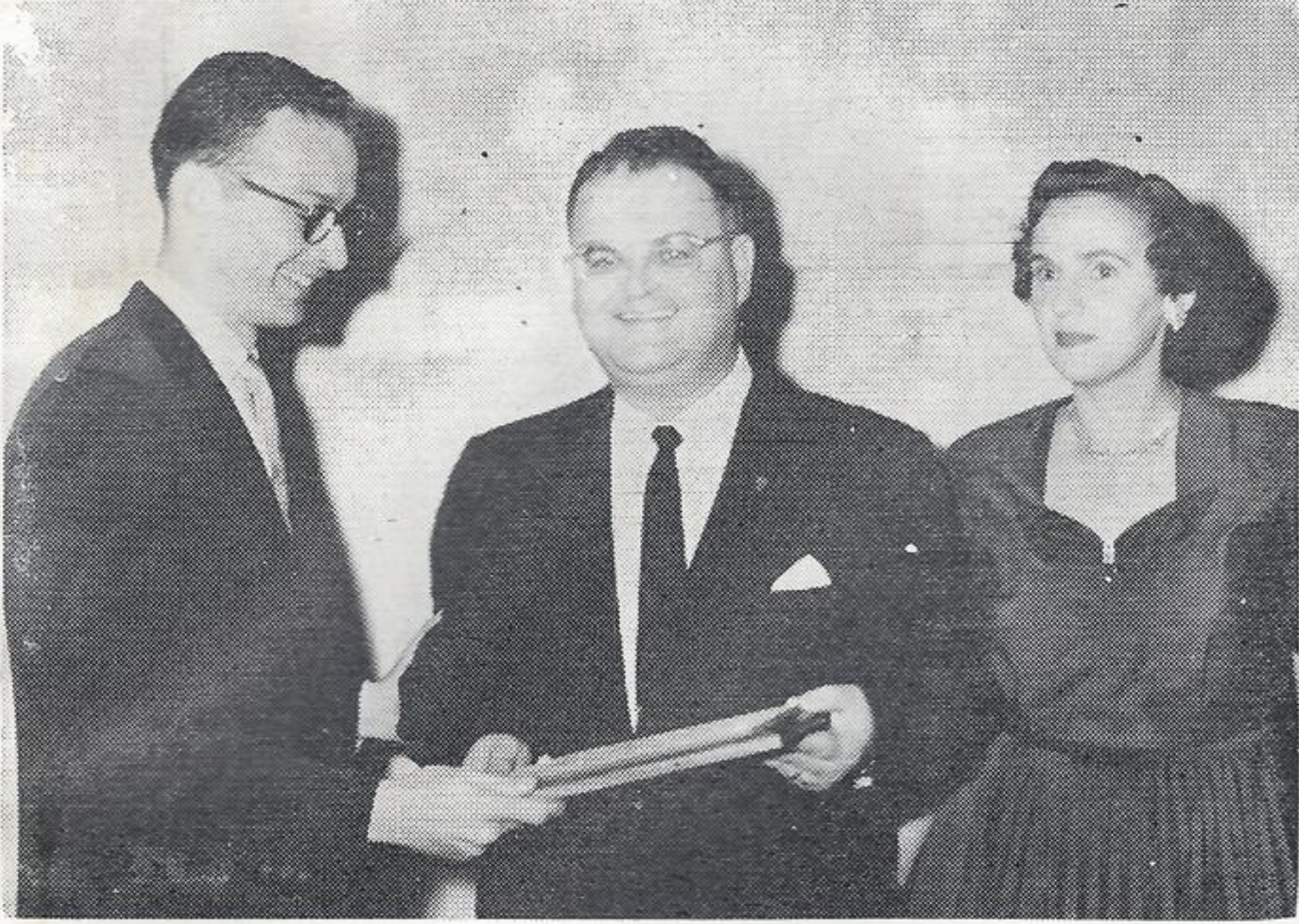
This smiling group of Lafayette employees posed just before being bombarded with snowballs. They are left to right, Cynthia Nolan, Cynthia LaChaussie, Lester Gauthier and Tom LaPointe.



John Petitjean, left, and Dennis Dugas Jr., Lafayette employees, stand beneath a snow-trimmed Reddy Kilowatt. The Lafayette Substation may be seen in the background.

THE DAY THE SNOWS CAME! Not only were Baton Rouge youngsters thrilled with the $\frac{1}{2}$ - $\frac{3}{4}$ inch snow February 12, but these Gulf States employees seemed to be enjoying it, too. The "snow girls" are, left picture, left to right, Narlene Harper, Betty Smith, Jackie Braud, Dixie Taylor, Mary Ann Sleeth and Ann Smith; center picture, left to right, Mildred Tribble, Gail Chambless, Thelma Davis, Dolores Easley, Mavin Watts, Marlene Schwartzburg, Evelyn Wilsford and Joyce Cox; right picture, left to right, Frances Moore, Mary Ellen Babin, Frances Pecora, Margaret Leddy, Sue Owens, Frances Bolton and Leona Garrett. The snow was on the ground for three days. These pictures were taken on the roof of the Gulf States building in Baton Rouge.





Virgil Shaw, (center) division industrial engineer in Port Arthur, receives the award as Port Arthur's "Outstanding Young Man of 1957". Making the presentation is Junior Chamber of Commerce President Bob Wyde, as Mrs. Shaw looks on.

O u t s t a n d i n g

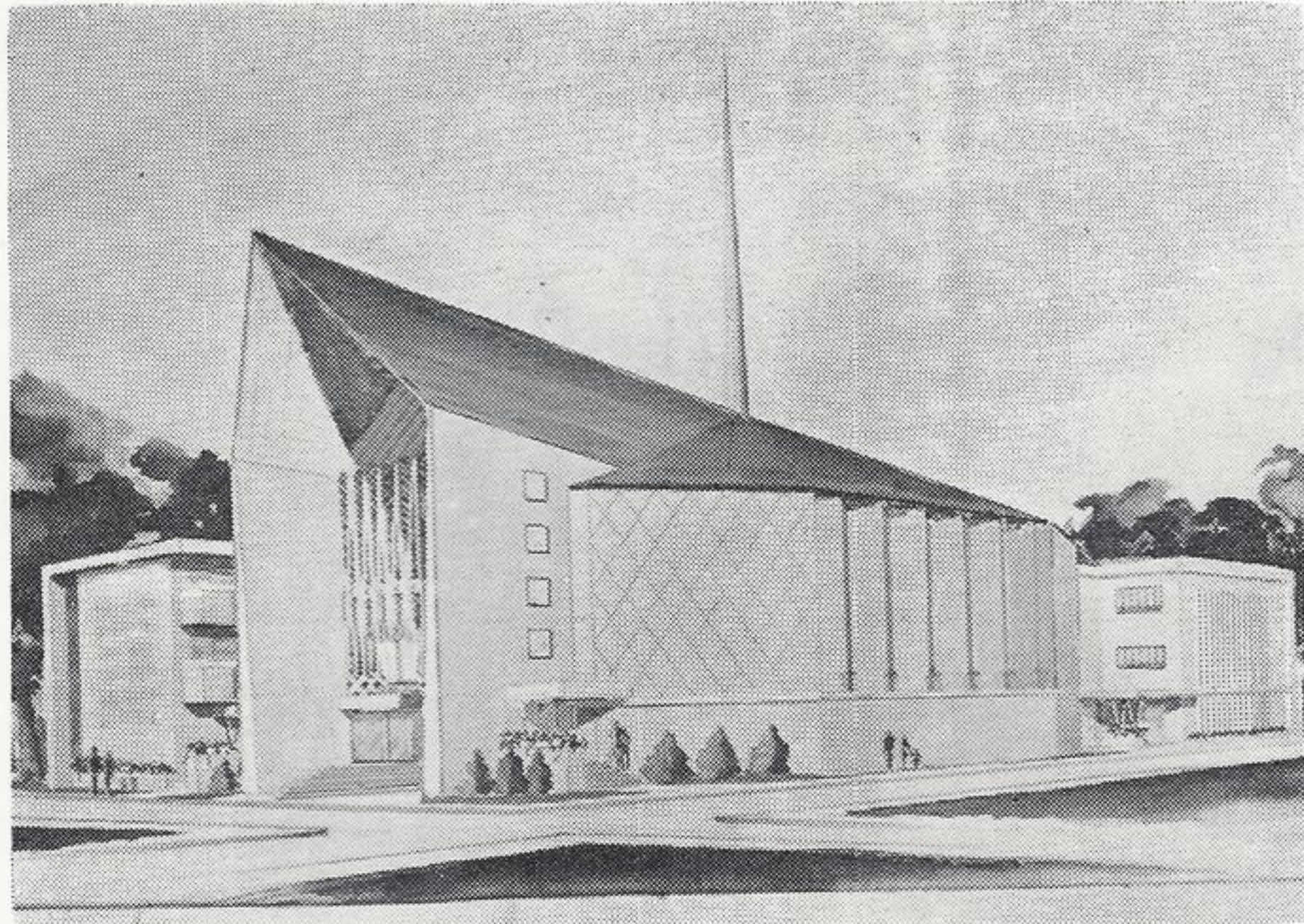
Virgil Shaw Named As Port Arthur Man-of-the-Year by Local Jaycees



These Port Arthur and Beaumont Division employees were attending the last of a series of 13 sales training classes in Beaumont, sponsored by our Training Department. Attending the series were 38 Beaumont and Port Arthur residential and commercial sales representatives and home service advisors. The classes, which began November 7 and ended February 20, concerned electric and wiring fundamentals, lighting and electrical planning, company distribution facilities, residential rate, heating and air conditioning and customer contacts. The class pictured was conducted by Ray Pace, residential sales representative, Beaumont, (front row, center) and Ralph Spafford, supervisor of residential sales, Beaumont (not shown).

Virgil M. Shaw, division industrial engineer in Port Arthur and a Gulf Stater since 1949, has been named Port Arthur's "Outstanding Young Man of 1957" by the local Junior Chamber of Commerce. The award is made on the basis of contributions to community betterment, the recipient being selected by a secret committee of business and civic leaders.

Mr. Shaw is internal vice president of the Jaycees, was chairman of GSU's division of the United Fund campaign, was co-chairman in the YMCA membership drive, and served on the following committees: CavOilcade special committee of the Chamber of Commerce, American Institute of Electrical Engineers membership, CavOilcade water ski show, First Christian Church pledge, Jaycee "Operation Clean-up," fund raising for crippled children, Easter Seal, Christmas parade, Christman bureau, teen-age Road-E-O, mental health, Pleasure Island, Jaycee membership and Newcomer booklet, Business-Education Day and Thomas Jefferson high school vocational conference.



Lake Charles Church of

Modernistic Design

The last word in modern design is incorporated in the First Baptist Church at Lake Charles. Carefully planned lighting effects give emphasis to its clean-swept lines and highlight special features.

Usually when we think of "modernistic architecture" we visualize an office building, or maybe a home. But in keeping with the current trend toward the clean, clear-cut lines of this type architecture, a Lake Charles congregation has built a church which is just about as modernistic as anything we've seen.

The church, the First Baptist at Pujo and Hodges Streets, has up-to-

the-minute styling in both exterior and interior details, in the church proper and in the adjoining educational building. Completed at a cost of more than \$1 million last Fall, the church has a seating capacity of 1,600. The congregation later plans to add a youth building and sanctuary.

Reddy Kilowatt is very much in evidence in the building as there is an abundance of lighting throughout the

church, with subdued effects in the auditorium, and special spotlights outside highlighting various structural features. The church uses 75 kilowatt hours for this lighting and other electrical equipment and 230 tons of air-conditioning. Just as our Company plays an important role in the appearance and comfort of modern offices and homes, so we are doing our part to add to the beauty and enjoyment of this modern new church.

Engineers Work With Area Youth

Realizing that our nation's future depends, to a great extent, upon our young folks, our Area Development Engineers work year 'round with youth groups throughout the system. In recognition of a phase of this work we were recently presented a plaque by Louisiana State 4-H Club Agent C. S. Shirley for our Company's assistance to 4-H'ers in that state.

Besides cooperating with 4-H Clubs whenever we can, our Company cooperates with FFA, FHA, Girl Scouts, Campfire Girls, Boy Scouts, YWCA, YMCA, JA and many other such groups, making sure that we are doing what we can today to encourage good citizenship in our leaders of tomorrow.

REDDY QUIZ NO. 11



Q. What is a switching station?

A. A switching station is an assemblage of equipment for the sole purpose of tying together two or more electric circuits through switches, selectively arranged to permit a circuit to be disconnected, as in case of trouble, or to change the electric connections between the circuits. It is a type of substation.

If a man lets a woman make a worm of him, he deserves to squirm.—Henry Morgan.

Time may be a great healer, but it's no beauty specialist.—Quentin Walters.

Baton Rouge Credit Union Elects Board

The Baton Rouge Credit Union re-elected all officers who served last year and elected two new members to the Board of Directors, at meetings held January 22.

BRECO officers re-elected include: Doug Latimer, president; J. C. Spengler, vice president; B. L. Campo Jr., secretary; J. C. Hays, treasurer; and J. A. Ellis, assistant treasurer.

New directors are J. M. May and W. M. Goff. Other directors include J. S. Jones, C. A. Ibach and W. P. Gautreaux.

The credit committee includes J. A. Stelly, A. P. Lusk and F. J. Bello. Serving as the supervisory committee for 1958 are J. T. Graves, B. R. Garrison and Tommy Carr.

\$233,295

Saved By Employees In Company's Thrift Plan

As of February 1, Gulf States employees had contributed \$233,295 to the Employee Thrift Plan. With 84 per cent of eligible employees taking part in the plan by the beginning of the year, (1893 out of 2230 eligible employees) the program, which was begun August 1, shows that GSU-ers are highly in favor of "putting something aside"—especially when our Company contributes 50¢ for each dollar the employee contributes. These savings are invested by the trustee of the plan (First National Bank of Beaumont) in our Company's common or preferred stock or in a cash savings account, at the direction of the employee member.

The table at right shows what per cent of their salaries employees are putting into the plan, and how they prefer to invest it.

THRIFT PLAN PARTICIPATION

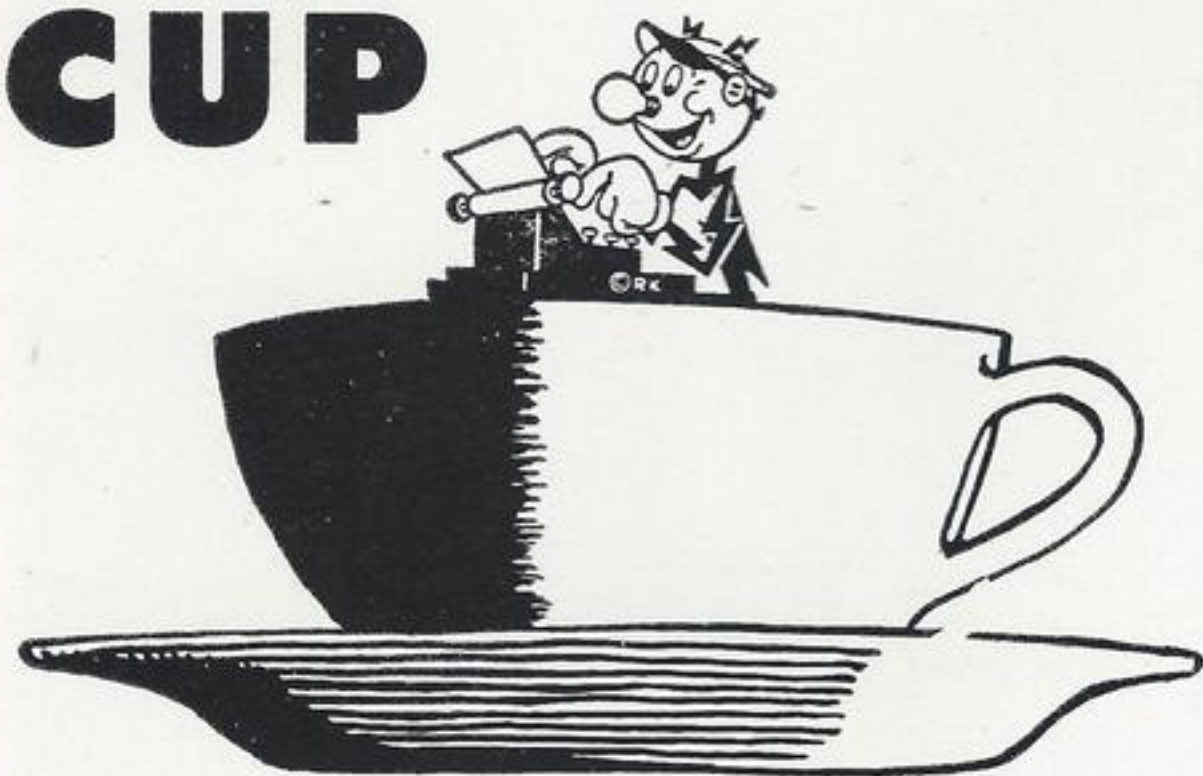
Participation on:	No. of Employees	Percentage To Total Participants
6% Basis	986	52.1
4% Basis	601	31.7
2% Basis	306	16.2
Total	1893	100%
Investment Directives to:		
Common Stock—		
100%	800	42.3
Preferred Stock—		
100%	102	5.4
Savings—100%	727	38.4
Combination of two or more of the above	264	13.9
Total	1893	100%

Coming Your Way!



B. J. McMaster, right, district superintendent of Jennings, receives a plaque for outstanding community service as 1957 president of the Jennings Association of Commerce. Making the presentation is Daly Williams, another former president of the Association

over the
**COFFEE
CUP**



La. Station

Marion Brown, Louisiana Station PLAIN TALKS reporter, is in the hospital recovering from an appendectomy. We wish her a speedy recovery.

The annual Short Circuit Club Mardi Gras dance was held February 8 at the U.C.T. Hall. First prize for unique costumes went to **Mr. and Mrs. Alfred Guillot**. Second place prizes went to **Mr. and Mrs. Don McKenzie**.

Glynes "Missy" Westh, daughter of **Mr. and Mrs. V. Westh**, (he's boiler maintenance engineer) has been elected president of the Baton Rouge High School Boosters. She is presently serving as a quartermaster. This organization of 125 girls is sponsored by **Mrs. James D. Prescott** and has been invited to compete in marching contests in Shreveport soon.

Gordon Mustin, electrician at Louisiana Station, won a bout in the Baton Rouge Golden Gloves Tournament in a 147-pound novice fight recently.

Fred Bunch, a senior in the College of Engineering at Louisiana State University, has been promoted to the position of captain in the Cadet Corp of the Air Force R. O. T. C. Fred is the son of **George D. Bunch**, storekeeper at Louisiana Station.

—By Marion Brown



Glynes Westh

We are happy to welcome to the Sales Department **Frank Keegan** of Alexandria. Frank attended L. S. U. and received a bachelor's degree in business administration before joining the Army, where he served as a 2nd Lieutenant and Rifle Unit Commander.

Enos Parker, former football star and Student Council president at L. S. U. has also joined the Sales Department. Enos received his bachelor's degree in business administration.

Doug Latimer, industrial sales engineer, was recently elected vice-president of the Baton Rouge Chapter of the Louisiana Engineering Society for 1958.

Fifteen-year-old **Doug Latimer, Jr.**, son of engineer **Doug Latimer**, was recently awarded the Eagle Scout Badge for his achievements.

Joyce Haynes, stenographer in our Clinton office, was married March 1, to **Bill Gant** of Clinton. Bill attends Southwestern Louisiana Institute in Lafayette.

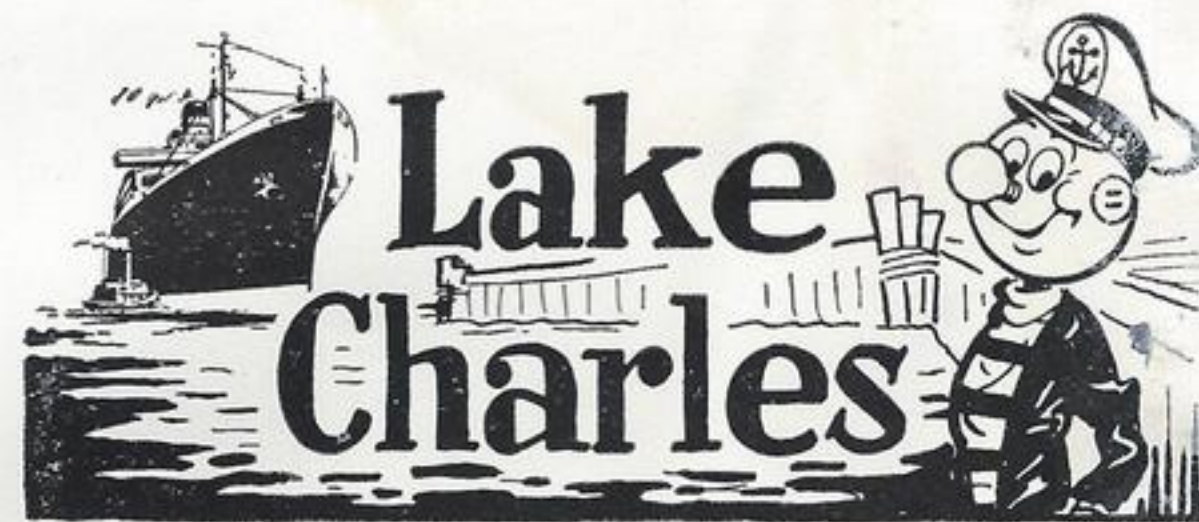
The following are new employes in the Accounting Department: **Jane Faures**, daughter of **A. L. Faures**, electric meter foreman; **Jimmie Lou Davis**; **Mildred Power Heard**, who transferred from Beaumont.

Two new meter readers were also added, **Ernest R. Stringfield** and **Dennis J. Landry, Jr.**

Lurline Calmes was featured in the February issue of the Ethyl Corporation's publication, ANTIKNOCK. Lurline's husband, **Chaney**, is in the Security Division of the Ethyl Corporation.

Hatsie Kennedy has entered the Miss Capital City Contest.

—By Jackie Braud



Lafayette

Back on the job after brief illnesses are **Delores Young**, customers clerk; **Lester Gauthier**, senior engineering assistant; **A. B. Mitchell**, storekeeper; and **Luther Gallet**, serviceman. **Mrs. Jessie Fremin** has returned to work after a brief stay at the hospital a few days convalescence.

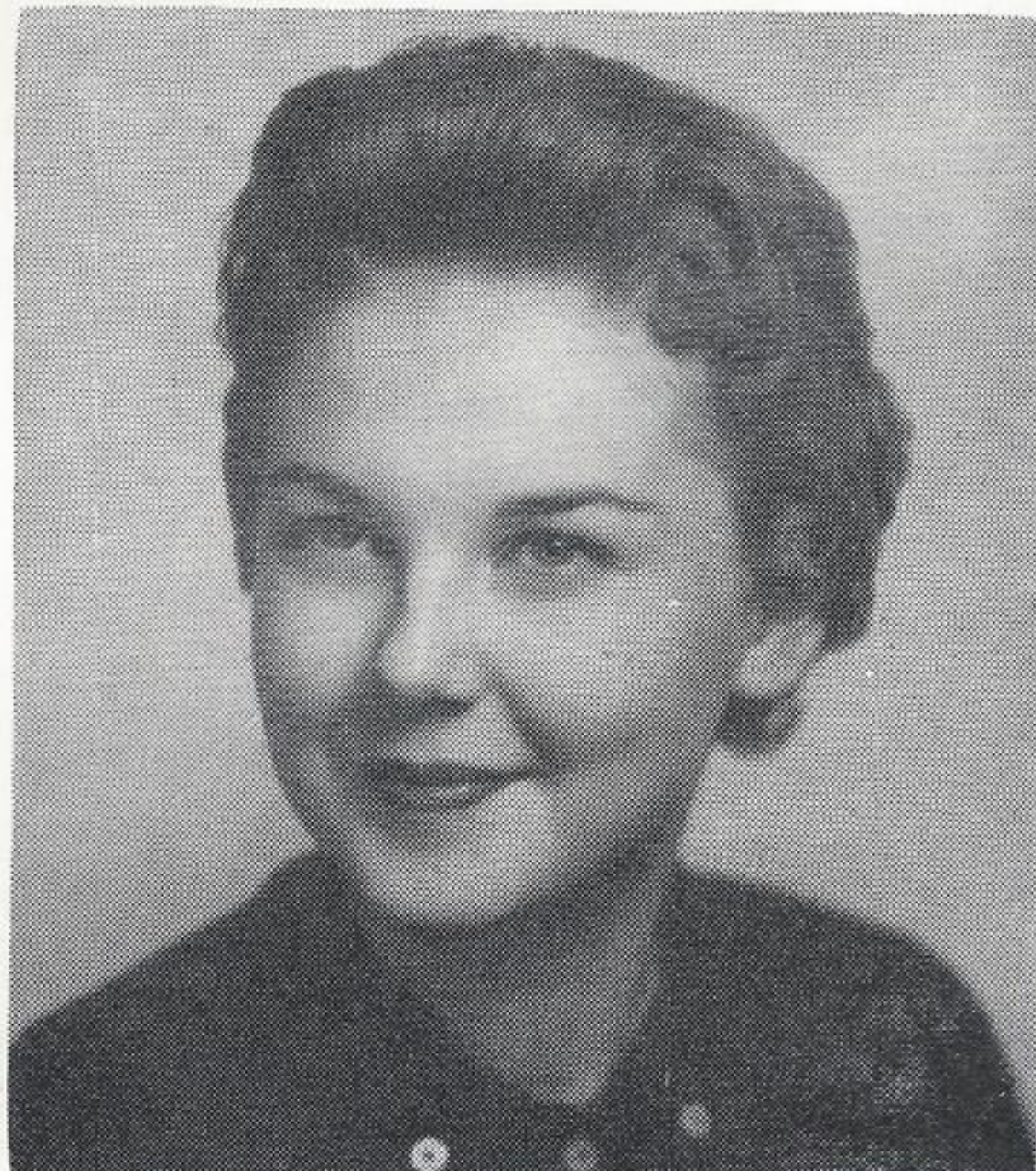
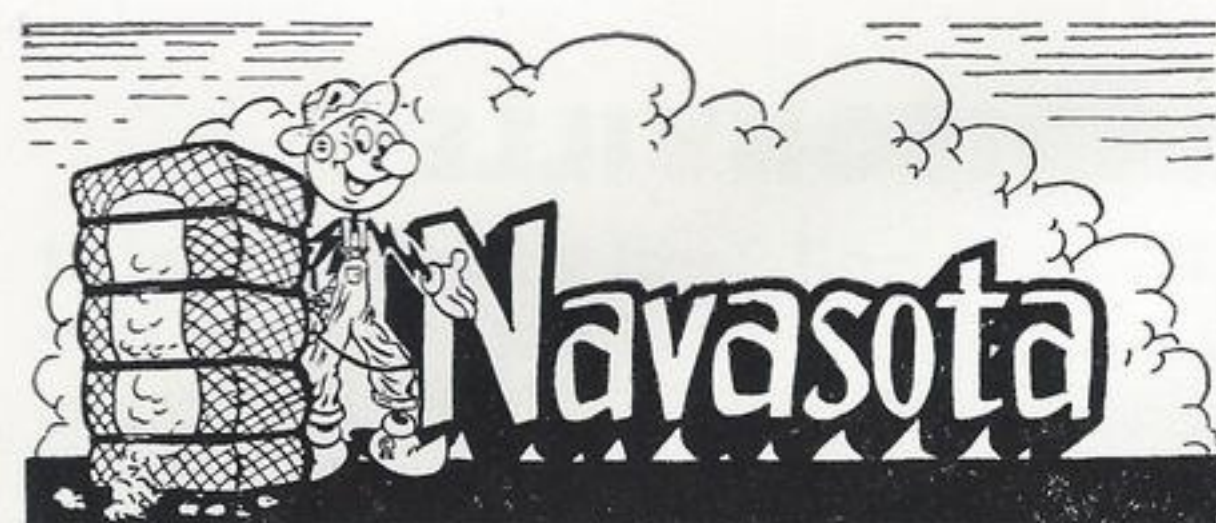
Happy birthday to **Joe Olivier**, **J. J. Hopkins**, **Cesaire Guidry Jr.**, **Rayford Bertrand**, **Oray Hernandez**, **Luther Gallet**, **John Smith** and **Wilfred St. Julien**.

The snow at Lafayette February 12, caused excitement among the adults as well as the children.

Lester Gauthier, senior engineering assistant, was given a surprise birthday party February 17. All the T & D force turned out to wish him a happy birthday. Pastry chefs **Cynthia Nolan** and **Cynthia LaChaussie** came up with a fairly good cake considering they are both departmental clerks.

—By Cynthia Nolan

"Pet" **Weisinger** has joined the Lake Charles Credit Department. She came to work here January 20. "Pet" was formerly employed by our company in Conroe for four years, where she was a reporter for PLAIN TALKS. Her husband, **Louis**, is employed by Goodyear Tire Company. The Weisingers have a 21 month old son, **Michael**.



Betty Chaney



Mr. and Mrs. Alfred Guillot, left, and Mr. and Mrs. Don McKenzie, were first and second prize winners, respectively, in the costume contest held in conjunction with Louisiana Station employees' annual Short Circuit Mardi Gras dance, February 8.



Elmer Sudderth, Lafayette line foreman, and grandson Ted David, stand ready as "Barker" points a covey of quail. "Queen" and "Tex" do a good job of backing. Granddad was teaching Ted to hunt, when R. E. Compton, Lafayette line foreman, snapped the photo.

Betty Churchwell was married to **Carl Chaney** January 17 in Navasota. The couple is living in Navasota, where Betty continues to work for our Company, and Carl operates a transport truck business.

Jo Ann Yancey is taking her vacation during March.

Ernest Singletary rode in the Salt Grass Trail recently.

—By *Jeannette Sangster*

MADISONVILLE

W. P. Carroll, local superintendent at Madisonville, has been named vice president of the Madisonville Chamber of Commerce.

Madisonville employees were entertained at a "sales campaign" party, given by **Mr. and Mrs. Joe A. Baily** December 20. Guests included **Mr. and Mrs. J. L. Barnett**, **Mr. and Mrs. Robert Junot**, **Mr. and Mrs. Dalton Whitmire**, **Mr. and Mrs. Earl Parker**, **Faye King**, and **Betty Lynch**. Also attending were the Carroll's son, **Lt. R. P. Carroll** and his wife, and Mrs. Carroll's mother, **Mrs. Ruth Allen**.

A menu of ham stuffed with rice and cream chicken sauce, green beans, congealed salad, hot rolls, assorted cookies and coffee was served. After exchanging gifts around a beautifully decorated Christmas tree, the guests played forty-two, bridge and canasta.

—By *Betty Lynch*

A recent bride at the local office in Madisonville is **Faye King**, who became **Mrs. Charles Lynn Smith** December 27. She was married in the First Baptist Church in Centerville. Her only attendant was **Betty Lynch**, also an employee in the Madisonville office. The Smiths are now making their home in Madisonville while Charles attends Sam Houston State College in Huntsville.



Mr. and Mrs. Smith

In revising the old Roman calendar, Caesar changed March from the first month to the third.



Orange

Mrs. Judy Miller our new stenographer in Orange. She replaces **Patsy Evans** who has been transferred to Engineering.

Ruby Cooper has just joined our Accounting Department.

Mrs. Karolyn Fruge and **Mrs. Darlene Wilburn** have now taken up the duties of a full-time housewife.

Miss Beth Bienvenu, home service advisor, is engaged to **Allen LeBlanc** of Beaumont. Wedding plans have not been announced.

"Well, I swan!"

Charles Saunders, Meter Department, was recently working at the E. R. Odom's when he was violently attacked by a swan. After a nip and tuck battle, the swan proved to be fiercer combatant - though Charles had him by the neck, he couldn't subdue him. However, he did manage to outrun the bird and escaped to fight another day.

—By *Reba Willey*

Sympathy

PLAIN TALKS extends sympathy to **Dan H. Poulson**, Engineering Department, and **Anders Poulson, Jr.**, Safety Department, both of Beaumont on the death of their brother **Tom P. Poulson** of Nederland.



Dorothy Stanford, Huntsville local office clerk and PLAIN TALKS reporter, holds some of the 180 silver dollars which she is readying for deposit. The can of money came from customer E. L. Brunner of Huntsville who paid cash for an RB 64 Hot Point electric range with cart-wheels. Residential Salesman Bill Burke delivered the range.

Claude Potter is recuperating at home, following an illness.

Baked 'coon was enjoyed by "Foots" Sanders and "Snooks" Lindsey. This was genuine Arkansas wild 'coon. "Foots" did the skinning and "Snooks" baked the 'coon with sweet potatoes. Soft drinks were used to wash this down.

—By Tom Stiteler

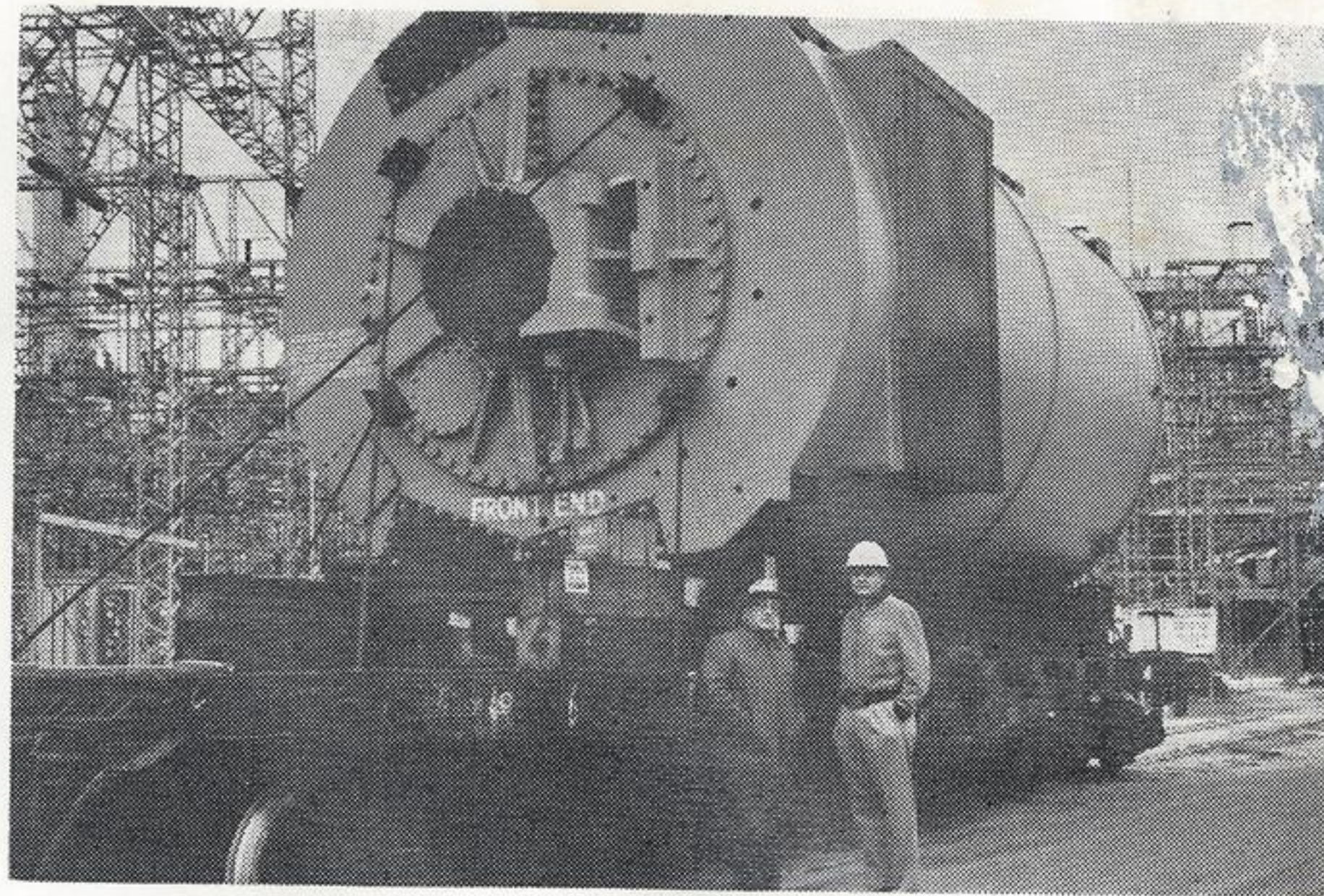
Marie Allen, contributing editor of PLAIN TALKS, has left the Company to become a full time housewife.

President and Mrs. Roy S. Nelson announce the engagement of their daughter, Mary Jane, to Bismark Adair Steinhagen, lieutenant in the U. S. Army and son of Mr. and Mrs. Edward Harvey Steinhagen Sr. of Beaumont. Plans will be announced later for the wedding, which will be in the early Summer.

Janie, who reigned as the 1952 Neches River Festival Queen, was graduated last June from Southern Methodist University at Dallas, with a bachelor of arts degree in psychology. In November she made her debut at the Roccoco Club's initial presentation ball in Beaumont.

Lt. Steinhagen received a bachelor of business administration degree from the University of Texas at Austin in June, and at the same time received his commission as lieutenant in the Army. He is now stationed at Killeen Base in Killeen, Texas.

March, 1958



W. A. Whitten, superintendent, and F. T. Langlois, office engineer, both of Neches Station, pose beside the new 330,000 pound generator which will be installed as part of our new #8 generating unit. It was shipped from Milwaukee, Wisconsin on this special flat-car.



Mary Jane Nelson

Sympathy

PLAIN TALKS extends sympathy to George Hilliard, receptionist at Beaumont, whose father, Guy C. Harding, died February 11 in Houston.

Mrs. Lillian Atkinson Farbe, of Baton Rouge, whose mother, Mrs. Alma D. Atkinson, died February 15.

Buck Wingard, of Orange, whose sister died recently.

Stanley LeBouef, of Orange, whose grandmother died last month.

Thomas Clayton, Baton Rouge Line Department, whose grandmother, Mrs. Geraldine Clayton, died recently.

Robert W. Sherwood, engineering manager, Beaumont, whose father, M. Wesley Sherwood of Fairfield, Connecticut, died March 1.

gulf staters in the news

Walter House, residential sales supervisor at Orange, has been elected commissioner of the Sabine area Boy Scouts of America in the Orange District. He was also recently named second vice president and a member of the Board of Directors of the United Fund of Orange County.

Fred Tenholder, commercial sales representative, Beaumont, has been elected first vice-chairman for the Jefferson County Chapter of the National Foundation of Infantile Paralysis. Munger Ball, one of our directors, of Port Arthur, is second vice-chairman. T. O. "Doc" Charlton, Orange district superintendent, is a member of the board of directors of the Orange County Chapter of the Foundation.

Jim Turner, publicity supervisor, Beaumont, is a member of the Publicity Committee for the 1958 United Appeals Campaign. He is serving on the Publicity Committee for the Y.M.C.A.'s Spring membership drive.

Don Hinkle, Publicity Department, Beaumont, served on the publicity committee of the Sabine Area Heart Association during February - Heart Month.

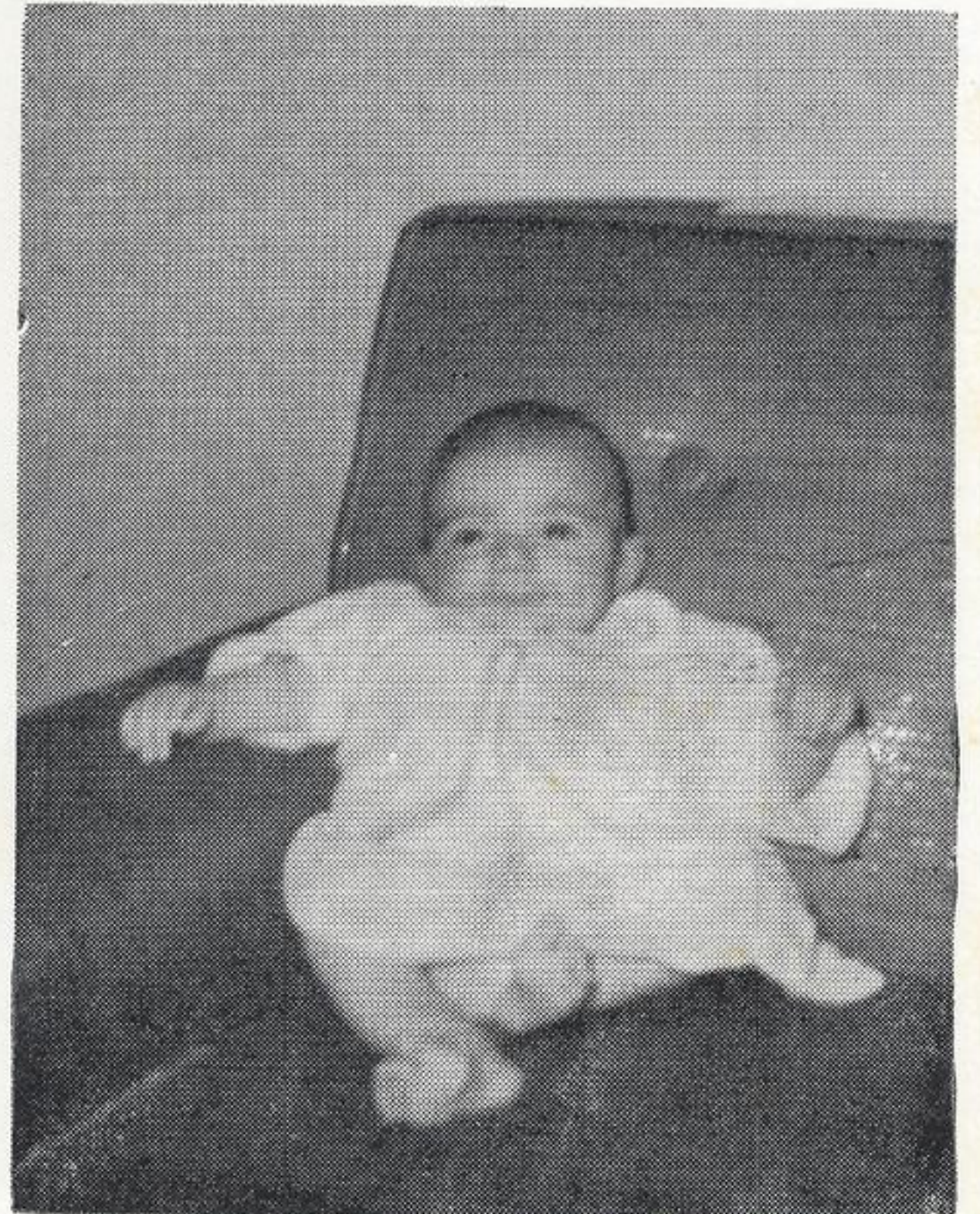
GROWING with Gulf Staters



Claudia is the two-year-old daughter of Mr. and Mrs. Oscar Schroeder of Port Arthur and granddaughter of Mr. and Mrs. M. W. "Pop" Taylor. Mr. Taylor is in the Navasota Substation Department.



Colleen, 18 months, is the daughter of Mr. and Mrs. Ed Hodges. Mr. Hodges is an industrial engineer at Navasota and Mrs. Hodges formerly worked in the Engineering and Sales Departments in Beaumont.



Cheryl Ann is the two-month-old daughter of Mr. and Mrs. Charles R. Boudreaux, and the granddaughter of J. G. Hotard, general substation foreman at Baton Rouge. She was ten weeks old when this picture was made.

Miss America — 1975



Janelle, one-year-old daughter of Mr. and Mrs. Charles Foss, had this picture snapped when she was nine months. Mr. Foss is a residential sales representative in Baton Rouge.



Linda Rae is six months old and the daughter of Mr. and Mrs. Lewis R. Sleeth. Mrs. Sleeth is in the Customers Accounting Department in Baton Rouge.



Students practice applying the various types of bandages to treat wounds that may occur in actual disaster or in every day home accidents.



Artificial respiration was one of the main points of the instruction. Students practiced giving this aid to one and two persons at a time.

Orange Employees and Wives Attend First Aid Classes

Instruction in first aid training was taken last month by Company employes and wives in Orange as a part of the Red Cross sponsored civil defense and disaster relief program.

This training was pointed out to be especially valuable to employes and wives participated so they would be prepared to care for accidents occurring in the home.

An employe planning committee set up the arrangements including supplying baby sitters and

an equipped room so the parents could "park the kids" while receiving instruction.

Assisting in the courses were Frank Jones and Anders Poulson, Safety Department, and Red Cross instructors Eddie Barker and Boyd Watkins of Orange.

"The response was excellent," stated Mr. Jones. "This is the first training course I've ever seen that had more people participating in the last period than began the classes."



In the Spring a Man's Thoughts...