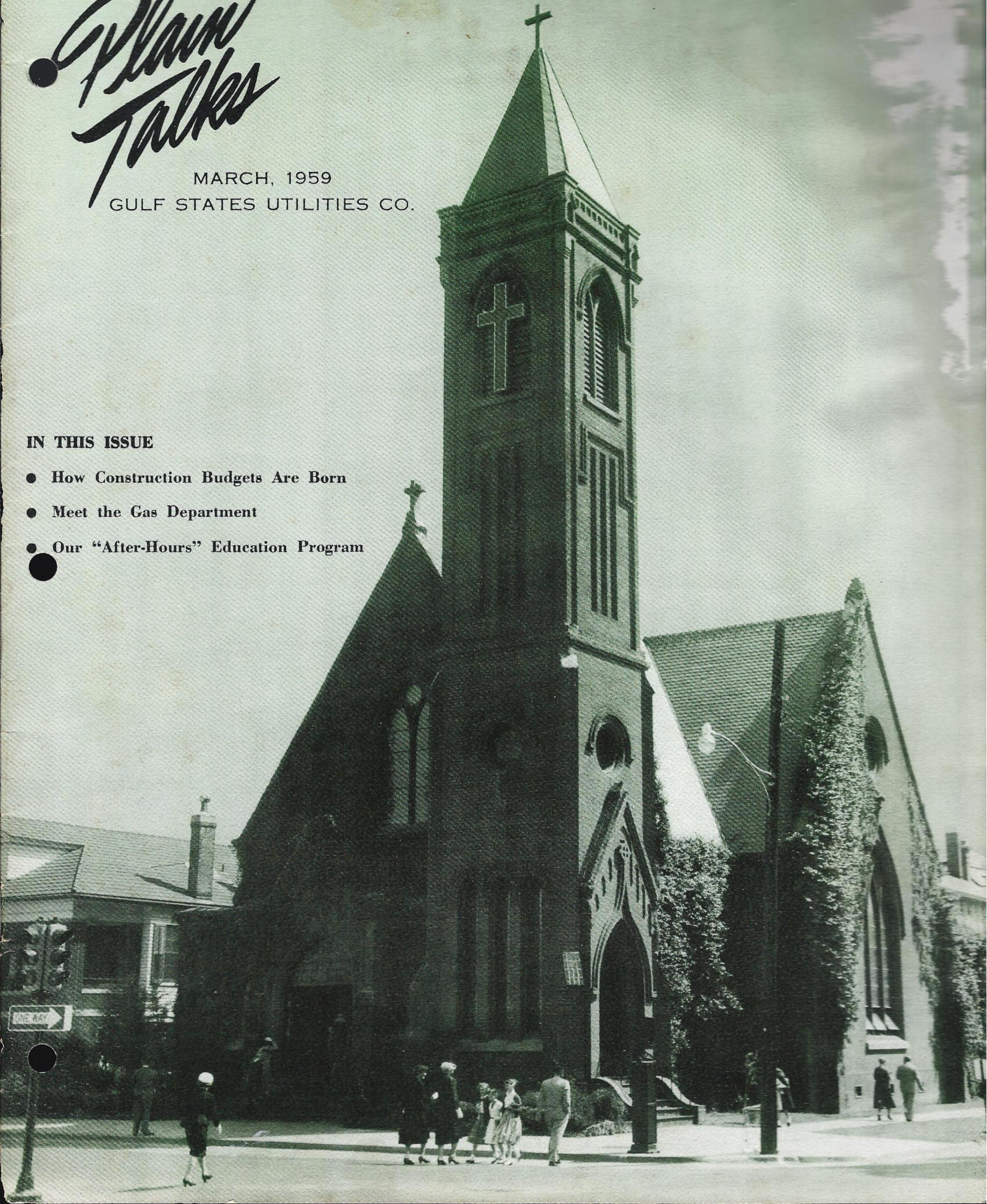


Plain Talks

MARCH, 1959
GULF STATES UTILITIES CO.

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- Meet the Gas Department
- Our "After-Hours" Education Program



Plain Talks

March, 1959

Vol. 37, No. 3

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ABOUT TAXES: AND OUR FREEDOM TO FUSS

Those of us who think Uncle Sam owes us a rebate are making out our income taxes about now. It's become a national joke—but there are some mighty pleasant thoughts we could associate with tax-figuring time.

For one thing, taxes are being used to maintain our national security, build and improve our highways, help take care of old folks, build modern schools and safeguard our natural resources. There may be some wasteful duplications, but the good results usually overshadow the bad.

We still growl—and should and always will—about the use of our money to subsidize some foreign governments we don't think too much of; or to build unnecessary government power projects that will eventually compete with us with so-called "cheap" power; or to maintain government bureaus which have long since become dead weight.

But our elected representatives are doing their best to eliminate the things we growl longest and loudest about. They're faced with quite a dilemma; not having enough money to do all the things they're being asked to do, on the one hand, and the unpopular choice of asking for increased taxes, on the other.

Eventually, through economic necessity, no doubt, the "dead weight spending" will have to go.

Meanwhile, as we send off a goodly portion of our annual earnings, we can console ourselves with the fact that we're a lot better off than citizens in countries who're standing in lines waiting to get over here, eager for the opportunity to pay taxes and the privilege of griping a little when they do.

—JST

"ANIMAL FARM"

A very interesting book for everyone to read is "Animal Farm" by the late George Orwell, sometime-disillusioned-

socialist. It's a fable—not kid stuff, but a sharp and penetrating satire on the Socialist State in Russia—or anywhere for that matter.

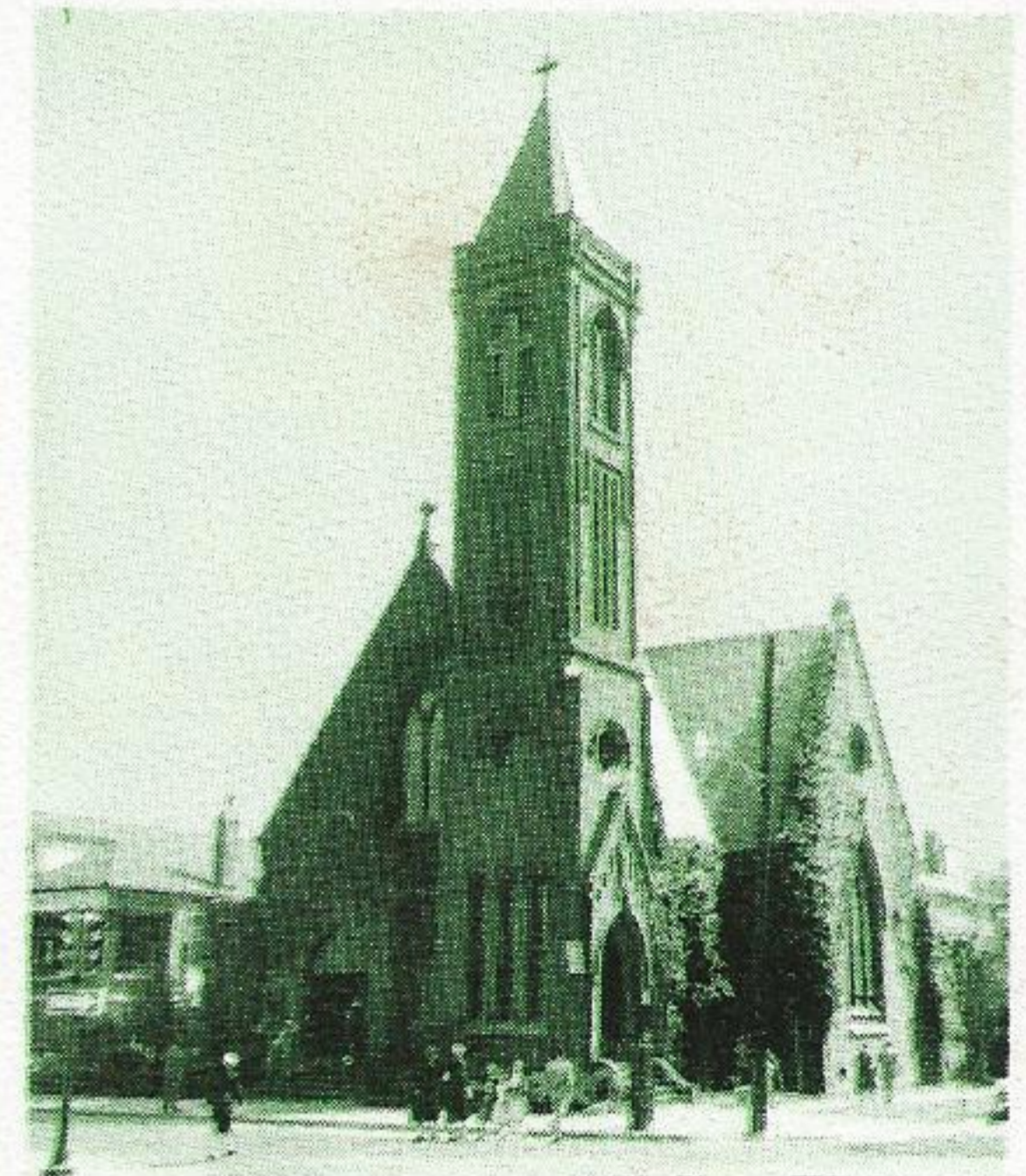
For those who haven't read it (and the Company library will soon make it available), the brief story takes place on an English farm which is owned by a drunken farmer who treats his animals with thoughtless cruelty. Finally (inspired by the dream of an old boar pig who is a dead ringer for Karl Marx), the animals unite and revolt, drive the farmer and his helpers from the farm and rename it the Animal Farm. Now they believe that they can create a Utopia, because they are not exploited by humans. "We rule ourselves," they say "and all animals are equal." Sounds fine.

But they soon discover that they still need guidance, and the pigs modestly assume this function "because they are the smartest." But as time passes, the pigs inevitably usurp more and more authority and enforce it with a protective guard of killer dogs, still under the guise of helping the other animals. Their justification is the threat of humans outside the farm to invade and reduce the animals to their former subjugation. The other animals find that they are working even harder during longer hours for less food than they had formerly under the old farmer. The pigs, too, are changing. They move into the farmer's house, sleep in beds, wear clothes, drink liquor and walk on their hind legs, drunk with power. If the farm animals whimper at this tyranny, the pigs point to one of the Commandments which were established after the Revolution: "All animals are equal;" to it the pigs have made a later addition: "But some are more equal than others."

Orwell had a cynic's outlook: that nothing will ever really improve and that people will always suffer, but he very ably pointed out this important fact: that no social problem can be altered one whit by a change of government as long as pigs are pigs and men are bureaucrats.

—DH

OUR COVER



Many works of nature reflect the quiet serenity associated with the holy day of Easter Sunday. But man's works are often just as expressive. A revered landmark in Baton Rouge is the graceful, ivy-covered spire of the St. James Episcopal Church, located at the corner of Fourth and Convention Streets. Chartered in 1844 at the same location, the present structure was built in 1895. The Reverend Philip P. Werlein has been rector since 1935. Located just a block from the heart of Baton Rouge's bustling downtown business district, the old church, with all the composure of a respected citizen of long standing, refuses to alter appearances to compromise with time and looks almost the same on the outside today as it did to residents of the river town 65 years ago.

Aiming for Still
Lower Production
Costs . . .

PRIME MOVERS MOVE AHEAD



J. A. Reich, production manager, Beaumont, and J. J. Morrison, executive vice president, Beaumont, heartily welcomed V. L. Stone and T. O. Thompson, chairman and vice-chairman, respectively, of the Prime Movers committee. Mr. Stone is with Commonwealth Edison in Chicago, and Mr. Thompson is with Wisconsin Electric Power Company in Milwaukee. Behind them is the scale model of the outdoor type units we have been installing at Neches Station and Roy S. Nelson Station.

“HOW do you do it now?”

“How can you correct it?”

“What can we look for in the future?”

Those were questions some 100 top power men representing about 70 electric utilities in the U.S. asked themselves last month in the three-day Edison Electric Institute's quarterly Prime Movers Committee conference, held on the 20th floor of our main office building in Beaumont.

The Prime Movers group is composed of men with years of experience who are primarily concerned with the large generating units required to produce electric power: the turbines, generators and steam boilers.

On the first day, the production men were welcomed by J. J. Morrison, executive vice president, and J. A. Reich, production manager. President Roy Nelson spoke to them at the noon meal on the second day. Afterward, the committee members took a bus trip to three of our generating stations—Riverside and Roy S. Nelson stations in Lake Charles and Neches Station in Beaumont to inspect the Central Information System in operation. During the remainder of the time they discussed common and special problems, and exchanged knowledge in round-table conferences.

These men are concerned about the most efficient methods of generating electric power. And that is one of the major reasons why the electric utility industry has been able to reduce the cost of a kilowatthour over the years, while other costs have gone up.

President Nelson and Dr. Peter Fortescue, British physicist who spoke to the Prime Movers, compare notes on atomic energy research. Dr. Fortescue told the production men about the 40,000 kilowatt nuclear power plant which will be built near Philadelphia by General Atomics Corporation within the next five years.





After months of careful preparation, our construction budget is reviewed by the Board of Directors and certain other executives of the Company. Theirs is the final seal of approval. The record \$57,000,000 budget for 1959 was given the official green light at a Board meeting in Baton Rouge on February 10. Present were: R. E. Cargill, vice-president; A. W. Hastings, assistant to the president; G. R. Fulton, executive vice-president and director, all of Beaumont; H. C. Leonard, executive vice-president and director, Baton Rouge; E. H. Taussig, director, Lake Charles; W. H. Gieseke, vice-president, Beaumont; H. E. Brown, Baton Rouge division manager; President Nelson, Beaumont; T. P. Comerford, assistant secretary, Baton Rouge; R. J. Robertson, production superintendent, Baton Rouge; W. E. Orgain, director, Beaumont; C. V. Porter, director, Baton Rouge; T. J. Hanlon, Jr., director, Prairieville, Louisiana; Munger T. Ball, director, Port Arthur and J. J. Morrison, executive vice-president and director, Beaumont. Absent was C. P. Manship, Jr., director from Baton Rouge...

\$57,000,000 This Year

Time, Teamwork Are Factors Behind Our **Construction Budget**

A record 1959 Construction budget of \$57,000,000 was approved by the Board of Directors in their meeting last month at Baton Rouge.

Largest in our Company's history, the budget includes plans for the continued rapid expansion of electric transmission and distribution, generation and gas facilities throughout 1959.

But, what's behind the establishment of a budget to invest over \$1,000,000 a

week to improve our system and provide for a fast-growing service area?

Work on the 1959 construction budget began early the previous year and continued all year long. Charts were prepared on the first stroke of 1958, to show current flow and voltage conditions throughout our service area. These charts are compiled, studied and evaluated by members of our five divisional T & D Departments. With in-

formation from other tests and past records, the studies form the basis for recommending construction necessary to strengthen potential weak spots or to meet the power demands of an expanding area. Construction items are also prepared by Production Department personnel for each power plant.

Project engineers, stationed in our Beaumont Main Office, but assigned to

the divisions, work with the T & D Department to determine when and where improvements are needed. Project engineers are: Guy W. Miller, Navasota and Port Arthur Divisions; G. S. Cannon, Lake Charles Division; R. E. Lanier, Baton Rouge Division; P. A. Harrington, Beaumont Division and C. E. Calvert in Task Force.

Time is also important to these project engineers in preparing their specifications sheets for each job—listing the job, equipment needed, work to be done and estimated cost. These sheets must be prepared before the meetings for studying their proposals are held in September.

Planning Conferences Held

In a series of September conferences, the division manager, operating superintendent, and key operating personnel from each division meet with R. E. Cargill, vice-president in charge of engineering, operations and production; J. B. Coltharp, operations manager; P. J. Guelfi, staff engineer in the Construction Budget Department; R. W. Sherwood, engineering manager; N. C. Spencer, superintendent of electrical and civil engineering; A. J. Mary, superintendent of planning; Y. L. Hughes, supervisor of project engineering; J. B. Fanette, supervisor of right-of-way survey and civil drafting, and the project engineer assigned to their division

Jobs recommended in the particular division represented are discussed in detail and are passed as is, passed with changes, deferred, or completely discarded. The five meetings usually take at least two days each.

After all jobs have been agreed upon, the Construction Budget Section has the task of assembling necessary data on the projects and incorporating them in reports for management to study. The reports list each job, its cost, a total estimate for each division and a grand total, which is the preliminary,



estimated construction budget for the coming year. In all estimates, there must be provided the money necessary for completion of jobs that will carry over from the previous year.

Executive Vice-President J. J. Morrison, and Mr. Cargill review the reports and either accept them as they stand or recommend revisions that, in keeping with the estimated revenues and expenses, will maintain the sound financial position of the Company.

If a reduction is necessary, another meeting of Mr. Cargill, Mr. Coltharp, Mr. Guelfi, Mr. Sherwood, Mr. Spencer, Mr. Mary, Mr. Hughes, Mr. Fanette, and the project engineers is called and all jobs are again reviewed. Project engineers having previously been alerted, bring prepared lists of alternate construction in their divisions that will make deferral of others possible.

Report Outlines Jobs

After the revised figures have been approved by management, the Construction Budget Section prepares a report outlining when each of the jobs will start and the estimated monthly expenditures. From this report, the Treasury Department estimates "depreciation" and "interest during construction" etc. (which are then incorporated

in the overall Budget) and determined the cash flow for each month throughout the year. The Corporation Department is then in a position to know when to sell stocks or bonds or arrange for short-term bank financing to pay for the construction program. With \$130,000,000 of "new" money needed to finance company expansion in the next four years, the Corporation Department must work far in advance to fulfill its important responsibilities.

This is the Preliminary Budget; it is completed sometime in November, and is reviewed by President Nelson and members of the Executive Staff.

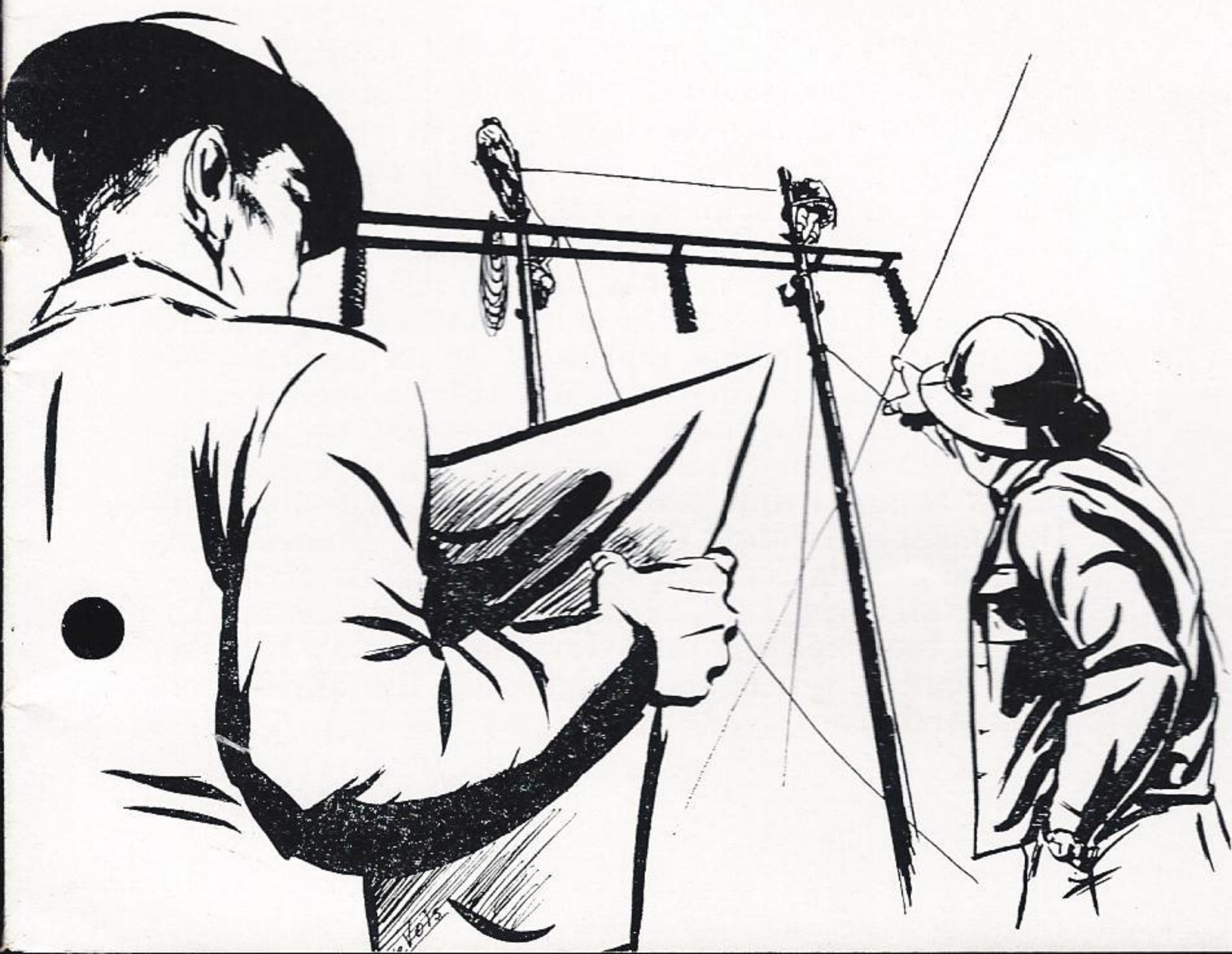
Starting about mid-January, when actual construction figures for the previous calendar year become available, and before the Directors meet early in February, the preliminary construction budget is revised in accordance with such actual figures to become the final construction budget.

From the final construction budget, and the overall budget an Annual Report is prepared by the Treasury Department and the Corporation Department for the Board of Directors' first meeting of the budget year, at which time the proposed program is presented for approval.

Every month, the Construction Budget Section submits reports and comparisons with the estimates on each job; new items are added as they come up and quarterly new total construction estimates are prepared for approval by the Board of Directors.

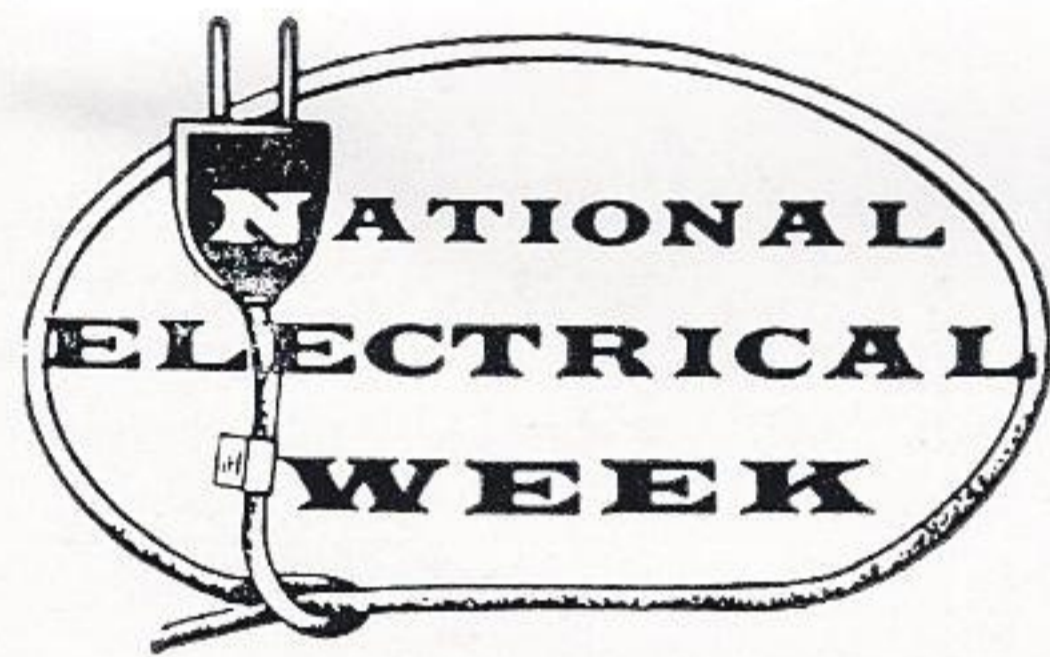
Many manhours of planning, studying, estimating and conferring go into the preparation of our annual construction budget. It involves many employees in every division, all working to meet a deadline.

Next year, when you read about our 1960 construction budget, keep in mind that a lot of Gulf Staters have been working throughout 1959 so that our Company can continue to live up to its record of having "plenty of power for progress" wherever we serve.

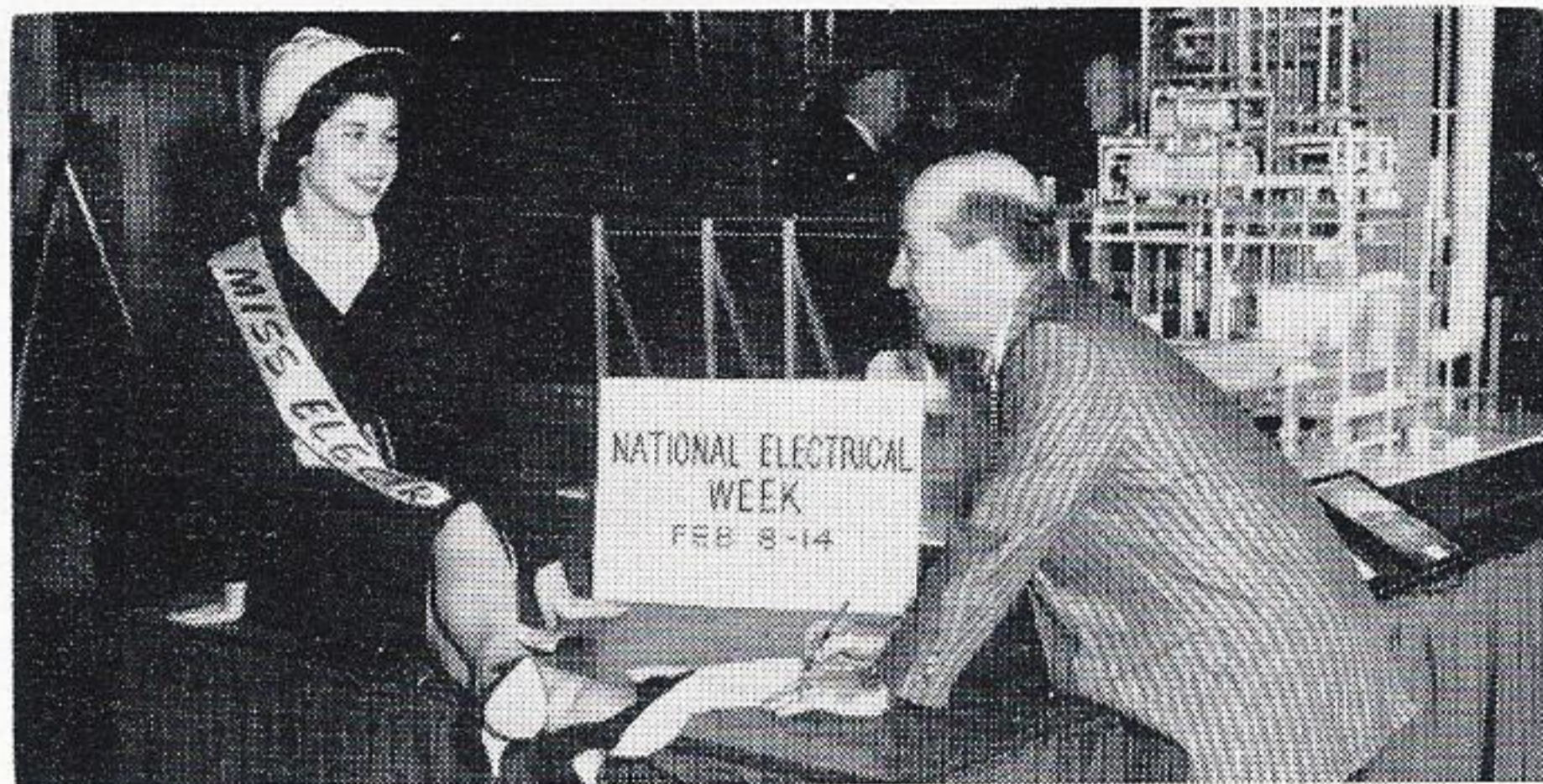




"The Largest Lamp in the World," all 75,000 watts of it, shines to commemorate both Thomas Edison and the great electrical industry he helped found. Place is the Court House lawn on Pearl Street in Beaumont.



ACTIVITIES ILLUSTRATE INDU



Beaumont's Mayor Jimmie P. Cokinos signs his proclamation designating February 8-14 as "Electrical Week," while Katherine Fanette, "Miss Electricity," looks on. Scale models of 111,000 kilowatt turbo-generator unit, set up in lobby of Hotel Beaumont, forms background.



In this case, "Behind the Switch" are 81 new mercury vapor street lights which now chase shadows from Beaumont's Eleventh Street. There for the ceremony were Mayor Cokinos, Councilman Dr. G. M. Brassard, President Nelson and Councilman Dr. J. R. Venza.

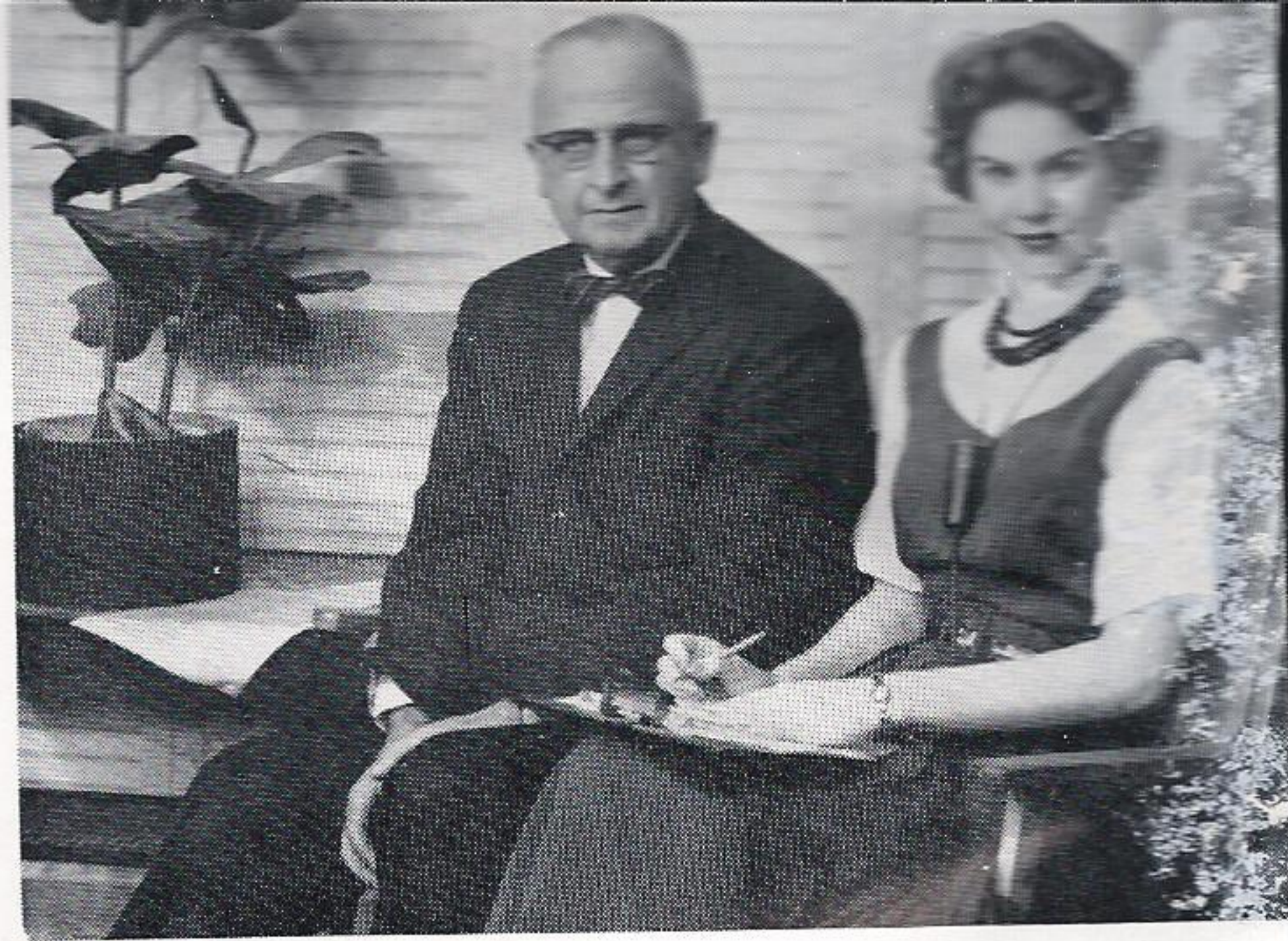
FROM BATON ROUGE TO BEAUMONT nearly everyone knew that February 8 to 14 was "National Electric Week." Everyone, that is, who listened to radio, watched television or read his newspaper.

Our Company, and the entire electric industry, was in the public eye. And Mr. John Q. and his family got a new and entertaining glimpse of the electric industry in action. They learned how Gulf States provides the energy which helps bring vitality to the Gulf Coast area we serve, as well as how the combined teamwork of appliance dealers, contractors, builders, architects, manufacturers and distributors helps us all live better electrically.

● In Beaumont, Mayor Jimmie P. Cokinos designated the week as "Electrical Week." And there to accept the proclamation was pretty "Miss Electricity," who was selected to represent the industry throughout the week. She's Katherine Fanette, daughter of Right of Way Supervisor, J. Ben Fanette, and a junior at Lamar State College of Technology. She had a busy week, too. First, she officially "turned on" the new Number Eight unit at Neches Generating Station, with an audience of Lamar Tech student engineers. She helped President Nelson and Mayor Cokinos "light up" Beaumont's Eleventh Street new mercury-vapor street lamps at night-time ceremonies. She toured one of Beaumont's newest Gold Medallion Homes and pointed out its conveniences to thousands of Beaumont Enterprise and Journal newspaper readers. To climax the week she turned on the "world's biggest light bulb", which also brightened the skyline of Port Arthur.



Turning on Neches Station's Number Eight Unit, with the willing assistance of L. M. Welch, Beaumont Division Manager; Oscar Eldridge, Chairman of National Electrical Contractor's Association; E. E. Figari, acting superintendent of Neches Station; and Lloyd Cherry, head of the Lamar Tech electrical engineering department.



C. B. Barron, Baton Rouge Division sales superintendent, spoke on behalf of Electrical Week in the Capital City. His pretty hostess is Floy Dean Smith of station WBRZ-TV.

STRY'S PROGRESS AND BRIGHT FUTURE

- In Baton Rouge "Miss National Electrical Week" was Lorraine Jarreau, who works in the City-Parish Permit office there. She, too, represented the industry in news pictures.

- In Lake Charles, President Nelson and other Gulf Staters escorted area newspaper, radio and television representatives through our new Roy S. Nelson Generating Station.

- In Orange, National Electrical Week practically coincided with the announcement that our Company would build a new power plant in the center of the Golden Triangle in Orange County. This, plus the announcement of a record construction budget of \$57 million for '59 (see pages 2, 3) climaxed a week of fast-breaking events.

Dealers and distributors celebrated the week, too, by sponsoring special newspaper sections and television and radio commercials which plugged the sale of electric appliances throughout the week.

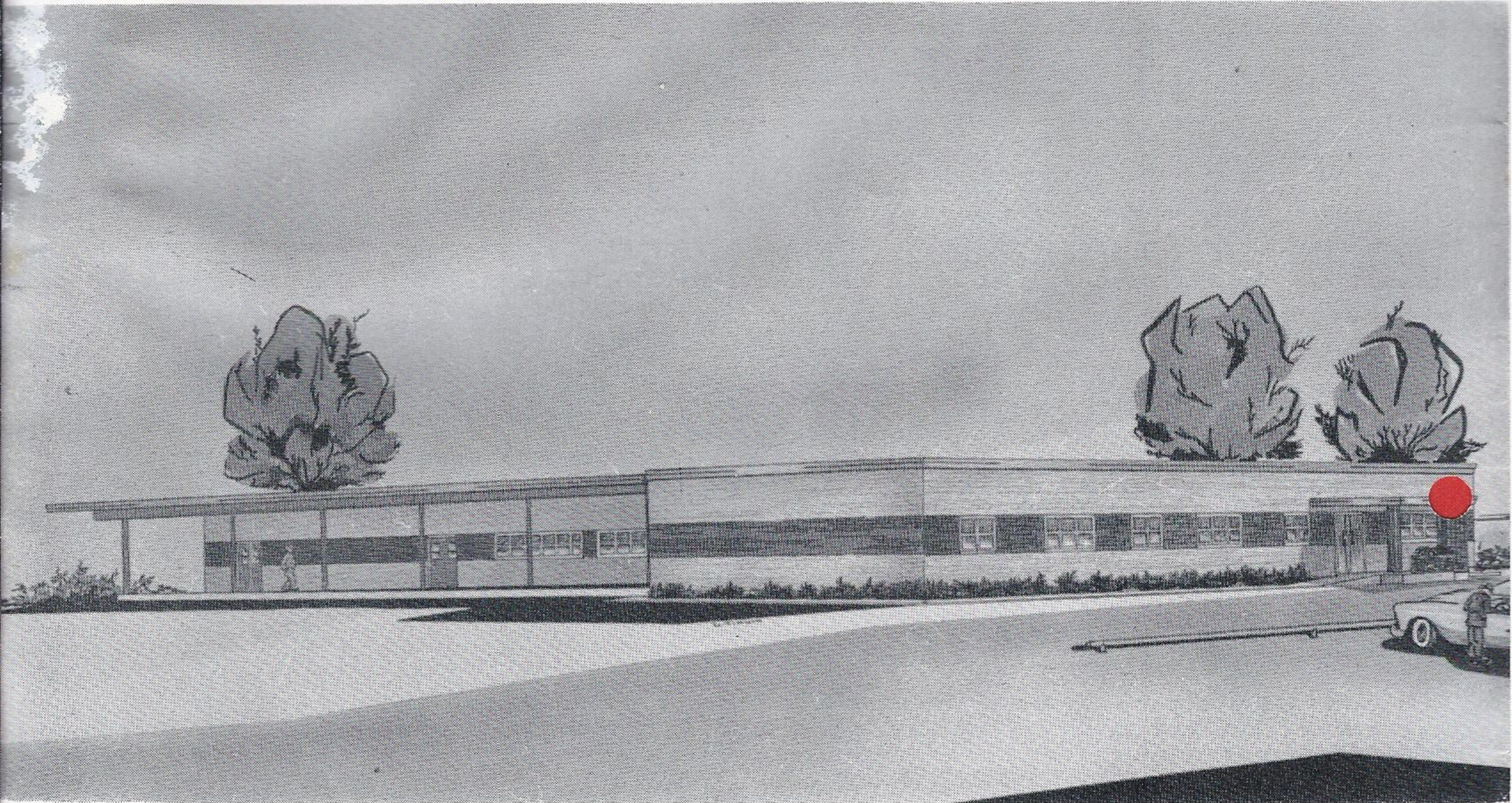
In the papers, news stories prepared by the Publicity Department described the life and times of Thomas A. Edison, the electric industry he founded, it's history of achievements and hopes for a bright future.

Taken during "Electrical Week," the pictures on these pages, better than words, illustrate how Mr. John Q. Public—and the nearly one million other residents of our area—was shown, as dramatically as possible, how our Company and the electric industry affect his everyday way of life—for the better.



Preparing to pass out over 50,000 booklets entitled "Electricity in Your Home," to elementary and high school students in East Baton Rouge Parish are Jack Worthy, assistant advertising director; F. J. Fluck, chief electrical inspector for the city-parish; Lorraine Jarreau, "Miss National Electrical Week"; Mayor-President Jack Christian, and L. S. Donnelly, secretary of the International Association of Electrical Contractors.

THE



It is fitting that during the year it observes its 100th anniversary, the Baton Rouge Gas Department gets a handsome new building of its own. Here is an artist's rendering of the Gas Service Center at Choctaw Drive, on which construction will be started this year. The new building will be the center of all gas operations when it is completed. Its central location in the rapidly growing metropolitan area of Louisiana's Capital City will help the Gas Department continue its long history of dependable service.

Announcement of the start of construction of a new gas service building in Baton Rouge coincided with the scheduled story on the Gas Department which begins on the opposite page.

Located in the 5700 block of Choctaw Drive, the center, when completed, will ease the crowded conditions at the Government Street Service Center, where both

gas and electric operations are presently quartered. The Company has owned the building site on Choctaw since 1950.

The new gas building will offer about 15,000 square feet of working area, and will provide a central location from which to transport material and equipment, and provide service for the approximately 51,000 gas customers in the Baton

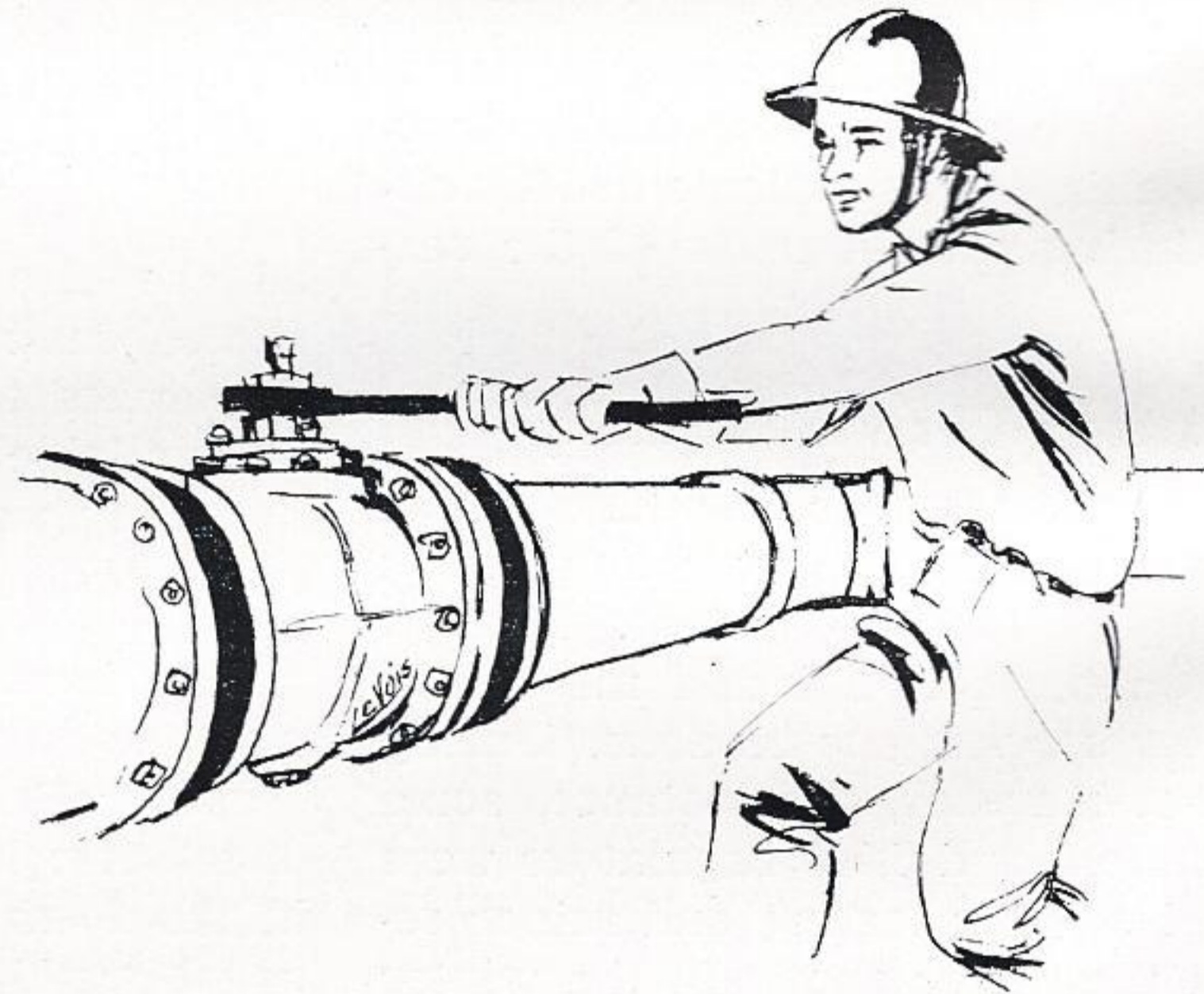
Rouge area. About 100 Gulf Staters are employed by the Gas Department.

The 16-acre plot on Choctaw has been used as an outdoor storage area since its purchase and the Electric Department will continue to use part of the area for its construction crew headquarters, railroad spur facilities and storage.

GAS MAN

By
JACK WORTHY

Number five in a series of articles on the people who make up your Company.



ON Thursday, February 9, 1860, the Baton Rouge Gas Light Company began operating, making Baton Rouge one of the first cities to have gas utility service.

And to those gas pioneers the dimly lighted streets must have looked like the glittering display of Broadway today.

March 16 officially marked the 100th anniversary of gas service to residents of aBton Rouge. The Baton Rouge Gas Light Company was organized on March 16, 1859, eleven months prior to the first use of piped gas in the community.

Records of 1860 Baton Rouge show a population of 5,428 inhabitants. Today, almost 99 years later, that figure has increased nearly 30 times itself to 160,000. One can imagine the tremendous amount of time spent, millions of hours of labor, and numerous miles of material used by the Gulf States Gas Department and it's predecessors during the past century, keeping pace with the rapidly growing demand for gas services.

On the "eve" of our 100th anniversary, let's be a bit premature and take a look at what our Baton Rouge Gas Department is today.

Behind the dependable gas service stand some 100 members of the Gas Department whose skill and teamwork keep the Baton Rouge gas system operating efficiently.

Over 600 miles of high, intermediate and utilization pressure gas mains, laid in a vast underground network, distribute gas to approximately 51,000 customers throughout the city.

Pipe, the "gas roadway," ranges in sizes from 1¼ inches to 18 inches in diameter and is stored in several places around Baton Rouge to provide quick service to new gas customers.

For dependability of service, Olin Gas Transmission Corporation gas enters the city at nine separate locations called purchase points. Here the gas is artificially odorized for safe detection before passing into 8, 10, 12, and 18 inch feeder mains, which are connected to smaller pipes that distribute the commodity to customers throughout the city.

Three Main Departments

Three departments make up this alliance of Gulf Staters, each with a title of self-identity—*engineering, service, and meter.*

The Engineering Department is responsible for all gas construction and maintenance. This work includes additions and improvements throughout the distribution system as well as maintaining older and existing sections of gas pipeline.

On an average day, 100 requests to have gas "turned on" or "off" are received by telephone from customers who are moving from one location to another. This duty is assigned to the Service Department. Other routine business covers the changing of meters and regulators for periodic tests in the shop, servicing gas appliances and conferring with plumbers, city inspectors, architects, and customers as to plumbing installations.

Another important segment of the Gas Department is the Meter Shop. Its function is to maintain all gas meters and regulators as well as keep vigilant control over the gas main pressure. Proper gas pressures are essential to good service. In addition to mains of adequate capacity, the company has pressure regulator stations strategically located over the city which control and balance gas pressures.

It's a closely knit organization, where all three departments work together in a highly systematized manner, each with its own duty. Occasionally, however, one force is supplemented by another during certain parts of the season.

Meters Checked Regularly

During the summer months or good-weather periods, construction work picks up in the department. Also at this time there is a lot of meter and regulator servicing to be done. During this past summer, for instance, some 9,000 meters and 5,000 regulators were changed out for testing and minor repair in the meter shop. In the winter more time is devoted to taking care of customer requests — an oven won't bake or an occasional gas leak needs to be stopped.



We no longer check for leaks in this manner.

The department also works closely with the city's fire fighting force. Immediately after a fire has been reported the fire department contacts the switchboard operator. A serviceman is dispatched to the scene of the fire and is available for whatever assistance, involving our gas system, that is needed.

The department receives a 10 a.m. weather forecast daily from the U. S. Weather Bureau at Ryan Airport and distributes it throughout the company in the form of a bulletin. During unusual weather, another check on the expected temperature will be made before night. From this report the department can tell approximately what pressure will be necessary to maintain

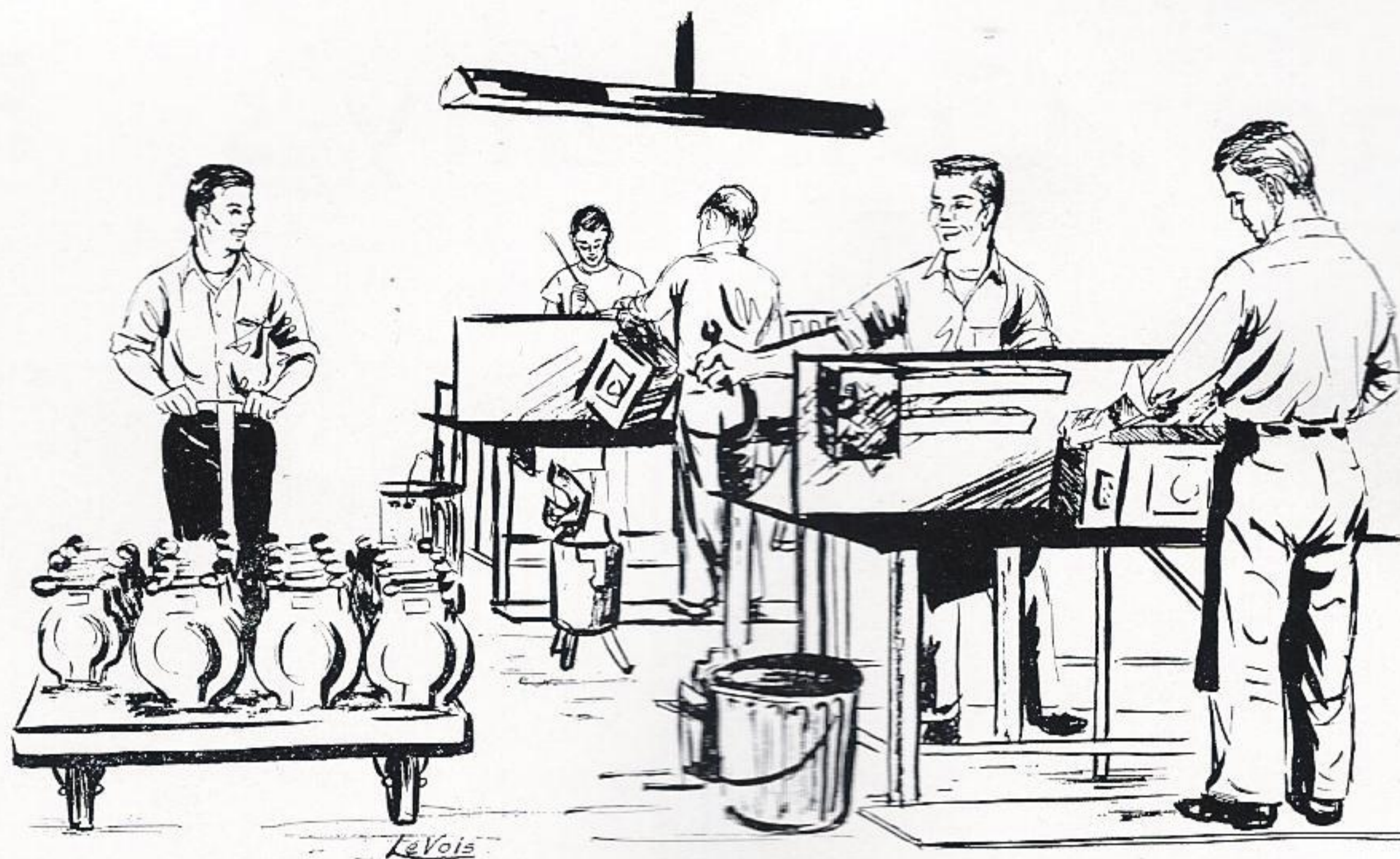
on the gas mains throughout the night and early morning of the next day.

The two "problems" that most frequently confront the gas department are **improving** and **extending** the older system lines to serve the expanding population of the city; and, the **relocation** of gas mains to keep pace with the city, parish and state highway street improvement program.

Before a main is laid, a permit must be taken out with the Department of Public Works, indicating the route of the line. The two-through-six-inch lines don't cause much trouble, but the department is required to file a map for approval on the 10-through-18-inch mains. Line construction that will block streets or driveways, cross or parallel the state highways also requires a permit. The company has the franchise on city streets, but must occasionally buy private right-of-way.

The Gas Department's regular work schedule runs from 7 a.m. to 11 p.m., with a serviceman designated on a weekly basis to handle service calls after that hour. In addition, one foreman and crew, rotating weekly, are subject to emergency calls after 5 p.m. daily.





Construction crews are near completion of a nine-mile section of 18-inch supply line being laid around the northern and eastern sections of the city. Plans have been submitted to install another five miles of 12-inch line to the southern part of the city, scheduled for completion by fall of this year. Completion of this 14 miles of mains will completely encircle Baton Rouge proper with new gas supply lines sometime in 1959.

Also under the category of improvements by the Gas Department, come the additional lines and by-passes that have been installed at metering points so that service may be continued if an emergency should arise, as in January, 1956, when fire disrupted service to the city at one of the company's purchase points. And a contract has been made with Olin Gas Corporation for a stand-by gas supply, capable of delivering approximately 50 per cent of the city's needs.

Early company manuscripts reveal that Federal troops took possession of the Baton Rouge Gas Light Company twice during the early Civil War days, three years after the organization was formed. The troops had the system in their charge from June 1 through August 14, 1862, and again for a shorter period in December of that year.

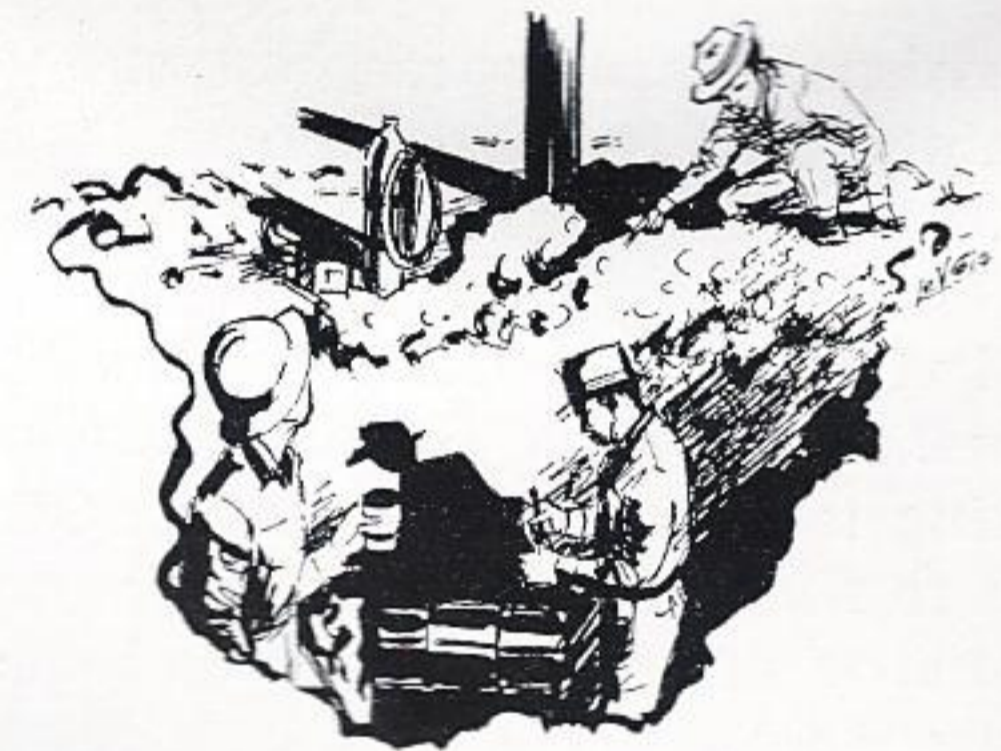
But Baton Rouge emerged from that war, and came through other perilous times, to become the growing industrial center it is today. The Gas Department has kept ahead of progress, like its electric-counterpart.

Of all the fine points the Gas Department possesses, one item that

should never be overlooked is the outstanding safety record established by its people.

Years ago you could spot a gas man by the burns on his arms and face as a result of his hunting leaks with matches or lighted candles. Such tactics were outdated long ago, of course, and today's safety records bear out that fact. Now a can of water, a bar of soap and a small brush are standard equipment on any service truck to take the place of the flame in testing for leaks.

As they say, "You use your head and keep it too."



A system peak day load of approximately 61 million cubic feet was recorded on February 12 of this year — 99 years after the birth of the Gas Department in Baton Rouge — truly a part of Gulf States' courteous, continuous and efficient public service.



'How The Company's Edu

TO DATE 39 EMPLOYEES HAVE COMPLETED COURSES

IT's not easy to hold down a full-time job with our Company and, at the same time, go to night school or study a correspondence course, but many determined Gulf Staters are doing it anyway.

All of them have different reasons, of course. Some want further knowledge relating to their chosen careers. Others want to finish schooling that, for some reason or other, they couldn't finish before. In 1957, the Company realized that growing numbers of employees were going back to school and began taking measures to lend them a helping hand.

Company Pays Half

As a result, the Company now pays one-half of all approved expenses to the employee of the educational course, including required textbooks, on completion of the course. This also includes approved correspondence courses. In order to qualify for this financial aid, the courses must have a relation to some phase of work in which our Company is engaged, or must include credits toward a degree which has bearing on our work.

By February of this year, 39 Gulf Staters had completed courses under this plan and been refunded \$956 as the Company's share of their tuition. Forty-seven employees are currently enrolled in one or more courses and have been approved for financial aid when they complete their studies.

PLAIN TALKS interviewed five typical "students", who got to school under different conditions. In their own words they describe what this plan means to them. . .



Studying at home is not as easy as it's cracked up to be, especially when the children want to "help," according to Carroll Henry. The picture is posed, of course, with Carroll's two children, Brad and Caryl Cree.

Carroll Henry, who works in the Engineering and Building Design Department in Beaumont, is attending Lamar State College of Technology, taking 6 or 7 hours of night school a semester. He hopes to be graduated with a BBA degree in marketing by 1964. Here are his comments:

"When we discuss a subject called 'Financial Assistance for Employee Education', we usually think first of the actual cash given to us by the Company. The very generous contribution by Gulf States toward our education is greatly appreciated, especially so in the face of ever-rising expenses of education. But I believe that another even more important factor enters into it. The 'Aid Program' has convinced me that the Company has a very definite interest both in me as a person and my future.

Inspires Employees

Every company engaged in business for profit has a right to expect a fair return on its investment, and I believe that each individual is obligated to the Company to extract and use the utmost from every educational course he takes. Knowing that the Company wants me to become more productive by improving my personal qualifications through formal education has caused me to be more conscientious in my work at Gulf States and more diligent in my studies at Lamar Tech."



Lois Groce

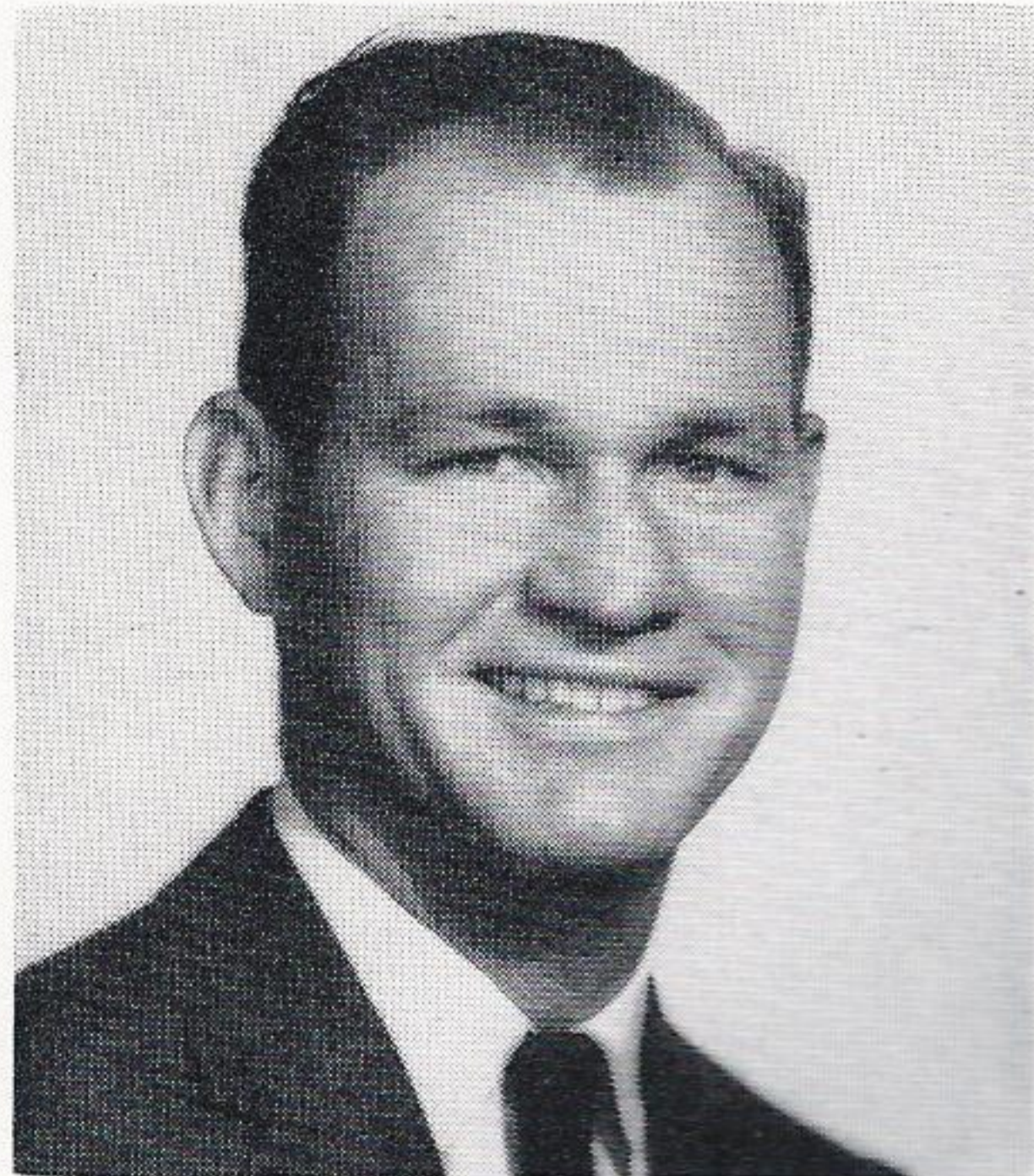
Mrs. Lois Groce, local office-clerk in Somerville, has to commute 14 miles to attend night school, but she finds it worthwhile:

"In 1947 I went to work in the Somerville office as office-clerk with a high school diploma and one year of business-college training, plus four-years experience as secretary at the Texas A & M College.

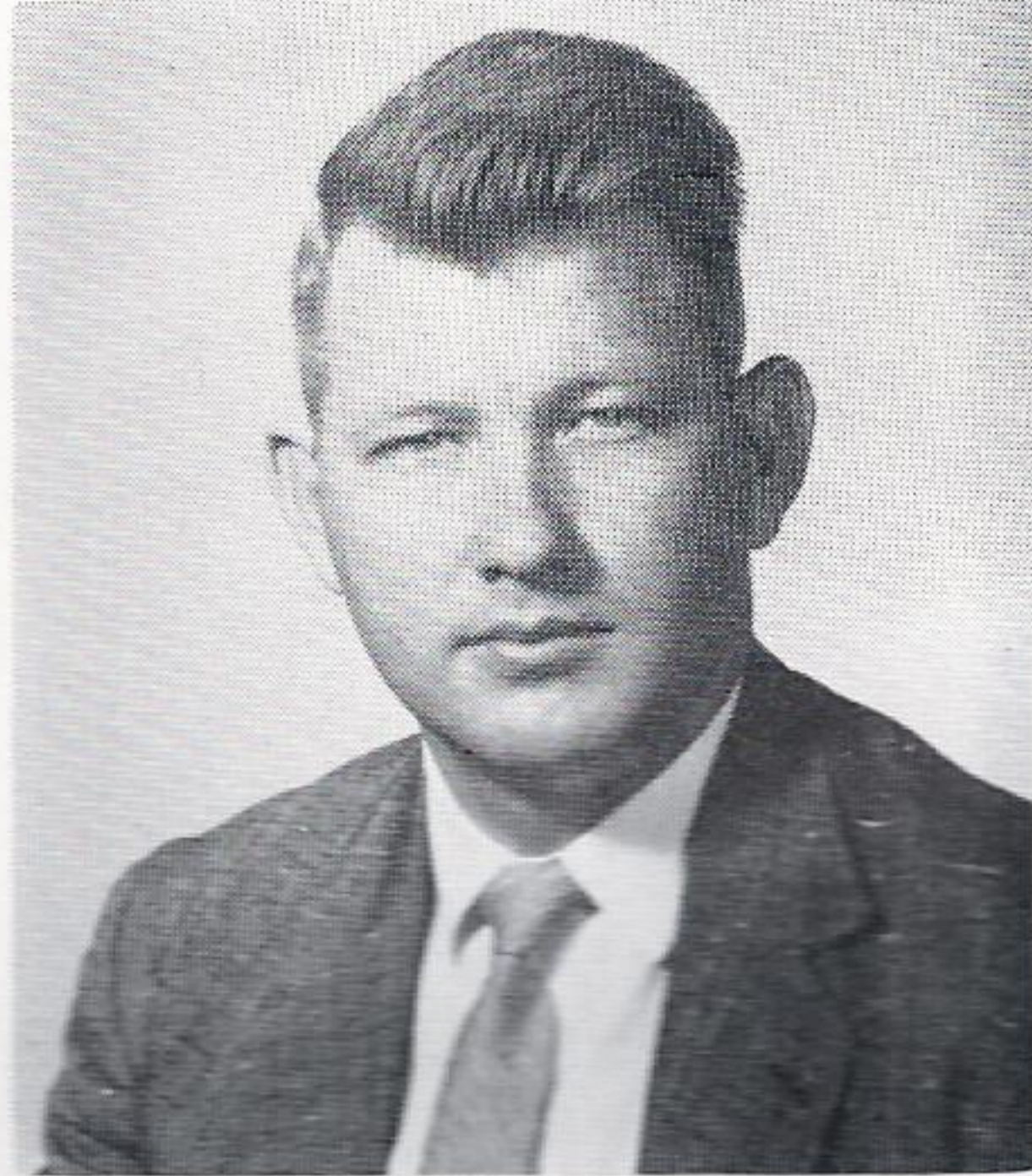
"Later I realized a definite need and desire to further my education. I enrolled at Blinn Junior College, in Brenham, in night school in 1949. Since then I have completed 54 hours of credit and need only nine more hours to obtain an associate degree. The subjects that I have taken include English, American History, government, state, local and federal; and speech, accounting, shorthand, psychology, several courses in education, and the latest course, business principles, which I completed this January. Since the Company's financial aid plan came into affect, it has helped me considerably in realizing my ambition.

"I think that this 'extra education' has helped me in many ways in my job. Not financially, since my job has a set scale of pay, but it has been a rewarding experience in many other ways. It has broadened my knowledge, my outlook on life, and has given me self-assurance, satisfaction, and more self-confidence. I think that makes me a more efficient employee for my Company.

Education Program Helps Me'



Robert W. Derby



M. Earl Council



Mrs. Mamie Voyles

Here's what R. W. Derby, in Lake Charles T & D Department, had to say:

"Three years ago I was transferred to the Substation Department from Line. Even after that period of time, some of the old-timers would say that I'm still new on the job, and I realize it. It didn't take me long to find out just how little I knew about my work. I hadn't even scratched the surface of knowledge that I needed. What I needed was a planned course of instruction, something that would help give me lots of job-knowledge. Oh, I'd finished high school and had completed a year at Texas A & M, but I was still short on education. I thought about going to college here in Lake Charles at night but decided against it in favor of an International Correspondence School course in Electrical Engineering. By taking this course I can more or less set my own pace of studying and can work at home. It's a long course, and not at all easy. It might have been hard on my family's pocketbook, too, without the financial aid I get from the Company.

More Opportunity

"A better education makes you feel more a part of your community, and your work, as if you have more to offer than you did before. The Company's 'aid to education program' is a fine thing, because it gives so many of us the wonderful opportunity to further our learning."

Earl Council, an engineer with the Baton Rouge T & D Department, has gone back to night school to get his Master's Degree:

"It has been said that even a small investment in education yields large dividends—not only financially, but in intangible assets as well. I think the Company has realized that in encouraging employees to add to their knowledge. Such a financial aid program not only helps the employee help himself, but brings about better company-employee relations.

Seeks Masters

"This is my third semester as a graduate student at Louisiana State University. By the end of this semester I will have 18 of the 30 hours required for a masters degree in Electrical Engineering. I am confident that any additional formal schooling will help me in my work just as having a bachelors degree in E.E. helped me attain a position here at the Company. The few courses I have already taken here have been beneficial to my work.

"It might require a sacrifice of time to attend night school, but the opportunity, if accepted, far outweighs the sacrifice."

Mrs. Mamie Voyles, in the Port Arthur Home Service Department, has been with the Company for 36 years. Here, she sums up the article by explaining her reasons for going back to school, and why she thinks it is good for everyone to try to expand his knowledge:

"I have gone back to school at Lamar Tech to gain a degree in home economics. You might very well ask: 'Why? You've been working at your job for 36 years and certainly there's nothing more you can learn. . .?'

"Well, **no one** can ever know too much about his job, or have too much knowledge about a subject that interests him. Knowledge is power in life and in business. Lack of knowledge is a handicap. That's why it is a definite advantage for our Company to have educated employees, employees whose natural-born intelligence is supplemented by proper book learning. These employees are more capable of handling almost any situation that might arise.

"And by offering to pay half of our tuition—rather than all of it—Gulf States assures that we have enough of our own personal investment in education so that we will work to get the most out of it. It's a matter of fact that you only get out of something what you are willing to put into it. If we were to get this education 'for free,' chances are that we would learn nothing; it would be wasted."

Our Service Plays a Cool Role In

Unique Silsbee Industry



Mr. McGowan checks the vent fans. The pipe in the foreground is where the tank is unloaded by an electric auger.

ENOUGH grain to cover three and three-fourths acres with a blanket a foot thick.

That's how much milo-maize is stored in the Johnson Grain Company's tank in Silsbee, Texas. This tank, 144 feet in diameter and with 30 foot side-walls, contains 128 car-loads of grain—a quarter of a million bushels, weighing approximately 14 million pounds.

Grain is kept in condition electrically with eight five-horsepower motors which drive fans to draw air through it. Vents in the top of the tank allow air to enter and be drawn out through four ducts that span the bottom diameter. Each of the ducts has a vent fan on opposite ends.

This ventilation system can also be adapted to circulate spray to help control insect contamination.

The grain stored by this unique industry is government owned, purchased from the fields of Kansas, and will either be exported or sold in our country for livestock feed.

Temperature is checked every other day by Harmon Weathersby, employed in Silsbee by Johnson Grain. Mr. Weathersby uses an electronic meter

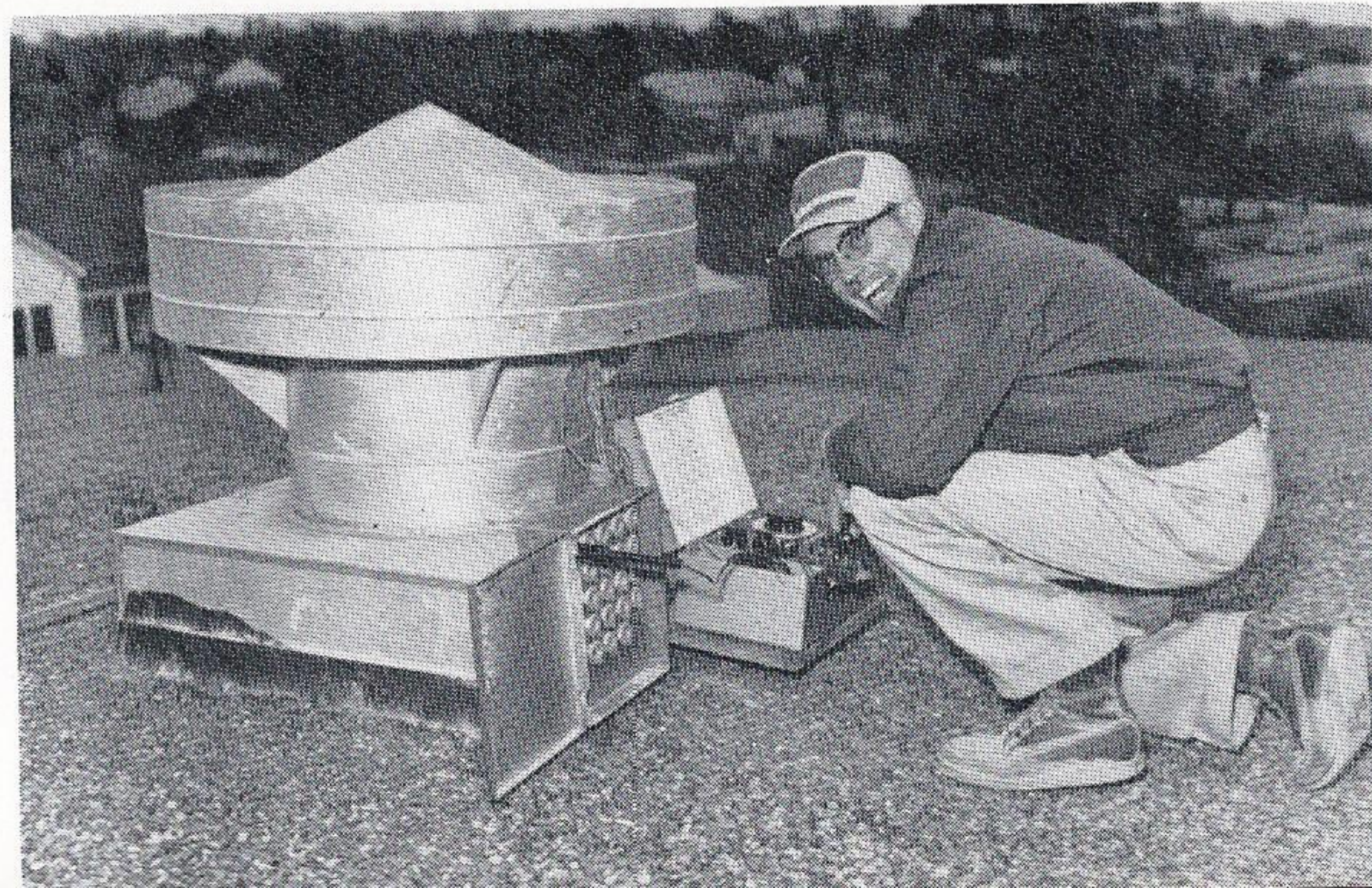
tank from roof to bottom. Readings are made and recorded at five-foot levels on each of the 24 stations. Also, records are kept of the hours the vent system is in operation.

J. F. McGowan, Johnson's grain superintendent, periodically inspects all the company's storage sites. He notes the grain condition and helps with any problem the local employee may have.

The tank in Silsbee was formerly used by the Santa Fe Railroad to store fuel-oil for their steam locomotives. Sandblasting was used to clean it inside and, having a wooden roof and support columns, polyethylene plastic sheeting was wrapped around the supports to keep the oil, which had penetrated the wood, from contaminating the grain.

It takes about three weeks to unload the tank, using an electrically driven auger to carry the grain from it to the waiting railroad cars.

This is another unusual application of versatile electric power—keeping stored grain in top condition for future use and loading it for transportation to all parts of the globe.



Harmon Weathersby takes temperature readings of the grain stored in the tank below from this central station. From here 144 separate temperatures are read and recorded every other day. The vent allows air to be sucked down through the grain by the eight electric fans mounted at the bottom of the tank.

Mr. Weathersby and Aubrey Sprawls, area development engineer, go inside to take a look at the polyethylene covered supports. The plastic covering helps keep the oil impregnated wood from contaminating the quarter-million bushels of grain stored in the tank. Mr. Sprawls works closely with our industrial customers, encouraging them to locate in our area and helping solve any problem they may have.



System Toppers START OFF BIG!

1958 SYSTEM QUOTAS AND ACCUMULATED SALES — JANUARY AND FEBRUARY

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.
1. Beaumont	3,306	175	5.29	1	748	68	9.09	2	1,905	125	6.56	4	180	15	8.33	2	307	52	16.94	1
2. Lake Charles	1,998	99	4.95	2	443	36	8.13	3	1,445	100	6.92	2	110	12	10.91	1	209	12	5.74	5
2. Baton Rouge	3,769	174	4.62	3	425	39	9.18	1	1,854	130	7.01	1	200	2	1.00	5	498	39	7.83	3
4. Port Arthur	1,396	57	4.08	4	204	10	4.90	4	816	38	4.66	5	60	2	3.33	3	113	9	7.96	2
5. Navasota	1,031	27	2.62	5	280	9	3.21	5	480	33	6.88	3	50	1	2.00	4	73	5	6.85	4
TOTAL	11,500	532	4.63		2,100	162	7.71		6,500	426	6.55		600	32	5.33		1,200	117	9.75	
Previous Year	1 Mos.	664			1 Mos.	117			1 Mos.	601			Mos.	14			1 Mos.	13		

SYSTEM RESIDENTIAL SALES DEPARTMENT

* Baton Rouge and Lake Charles tied for second place

Thru Jan., 1959



We're Participating

EEI Announces Unified National Program To Sell Electric Living is in Progress

Our Company is participating with the electric industry in the 1959 umbrella-type, national Electric Living Program which unifies four promotional programs — Live Better Electrically, Medallion Home, HOUSEPOWER and Light for Living — under one coordinated nationwide activity.

Edison Electric Institute directs this program aimed at selling more electric appliances, good wiring and proper lighting to American homemakers.

The program is designed to encourage appliance distributors, dealers, builders, electrical contractors, associations and utilities to build their own strong promotional sales program on the local level.

The EEI program is directed mostly at the housewife. American housewives today make 85% of all store purchases and a program that can sell "Mom" can increase sales in any industry.

LBE and Medallion Homes

The Live Better Electrically and Medallion Home phases of the program will be advertised on TV for 32 weeks, covering the months of February, March, April, May, September, October, November and December.

Three nationally televised programs, "Young Doctor Malone," "The Price Is Right" and "County Fair"—will include commercials. Stations in our service area carrying these shows are: KPLC-TV—Lake Charles, KPAC-TV—Beaumont and Port Arthur and WBRZ-TV—Baton Rouge.

Simultaneously, advertisements in LIFE and THE SATURDAY EVENING POST will be used to attract a male audience, deliver 150,000,000 gross magazine reader impressions, build pressure behind each event and concentrate powerful local merchandising support.

Each month trade magazine ads will be run to tell manufacturers, distributors and dealers about the program.



Four times during the year point-of-sale promotional material will be issued under the topics of All-Electric Value Time, All-Electric Gift Parade.

HOUSEPOWER

HOUSEPOWER will be promoted in four national magazines. Three ads will be run in LOOK during February and March and LIFE will carry one in September. During the entire year 21 ads will appear in both THE SATURDAY EVENING POST and BETTER HOMES AND GARDENS.

Edison Electric Institute promotional material will be issued to utilities in the Spring and Fall.





The National Wiring Bureau Trade Program ties into HOUSEPOWER promotion with ads to contractors in the Spring and Fall and by issuing contractors promotional kits during these periods.

Light For Living

The Light for Living program is divided into three phases and involves three key audiences: student architects, adult consumers and teenagers.

In phase one, student architects will be asked to design a "Light for Living Medallion Home." Contestants' designs will include lighting fixtures, outlets and appliances. Entries will be judged on the best practical lighting design and best practical overall home design for whichever of the four geographic regions of the U. S. the contestant has entered. Attractive cash prizes will be awarded.

In the adult consumers' phase, utilities will use the winning student architect's plans and arrange for the construction of these Light for Living Medallion Homes in their service area in accordance with their local builder programs.

These model homes will then be opened to the public in the Fall. At this time, EEI will announce a national consumer contest in LIFE, THE SATURDAY EVENING POST and LOOK.

Teenage audiences will be reached through a contest that will have them obtain an entry blank and a "Light for Living" booklet from a lighting dealer or utility and check the lighting in their own and two neighbors' homes. They can submit an essay, advertisement or commercial on lighting.

Each of us can help in this program by telling our neighbors and friends about it and encouraging them to see how they can benefit by living better . . . electrically.



Employee Golf Tourney To Be Held May 29

Dust off those golf clubs! Work on that slice and hook!

All golfing Gulf Staters are invited to enter the employee golf tournament, to be held May 29 at the Port Arthur Pleasure Park Golf Course.

The entry fee is only \$3, part of which will be used to buy handsome prizes for the winners.

New Financial Plan For Employee Purchases

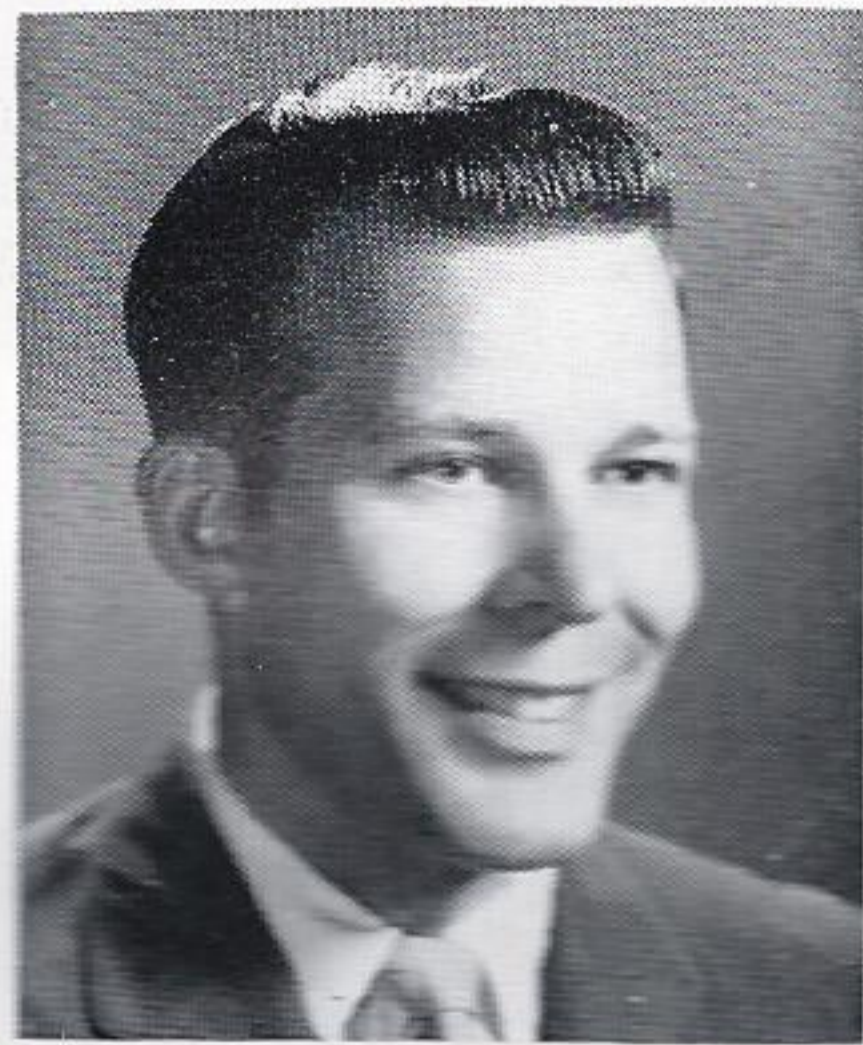
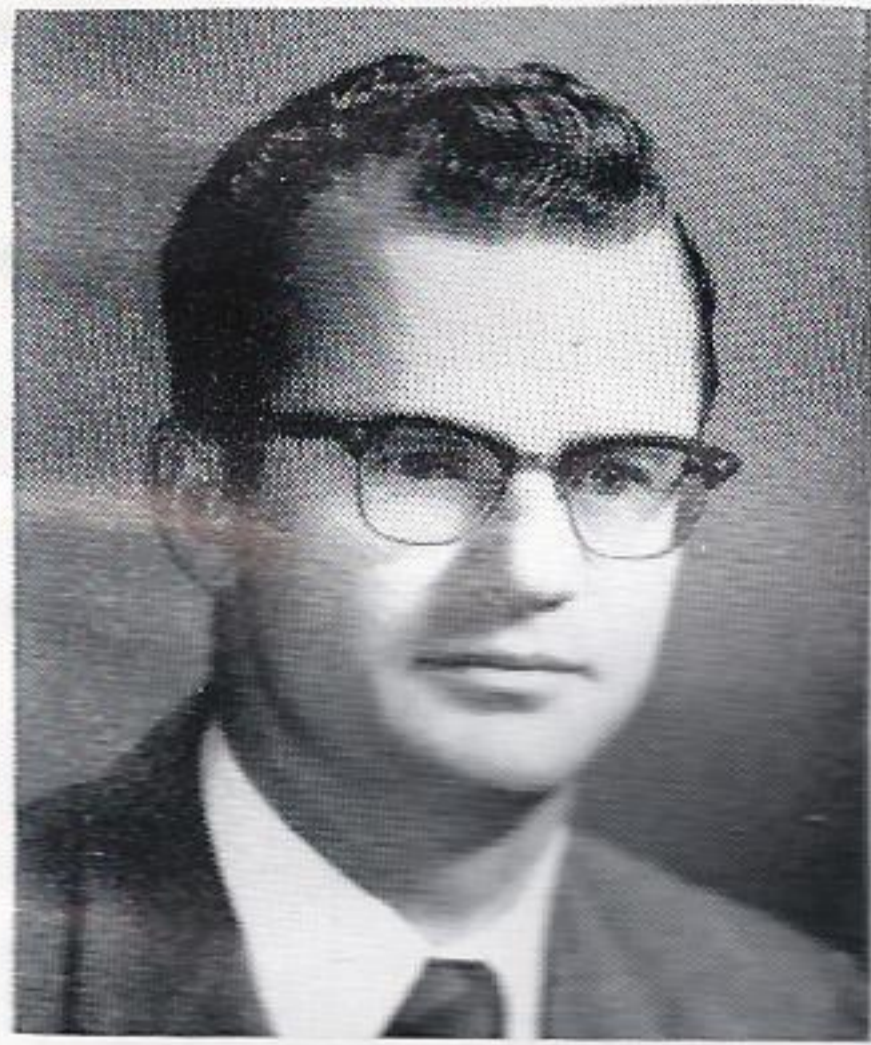
Effective March 1, an attractive appliance purchase plan was made available to employees, to help them purchase major appliances. Features of the new "open end" plan include no down payment and very convenient monthly terms.

All employee purchases must be approved by his supervisor, department head or the Credit Department and no employee is eligible for this plan until he completes one year with the Company. Any exceptions must have the approval of all three of the above named personnel.

Purchases may be made up to the maximum allowed—no down payment or carrying charges—with monthly payments according to the table below.

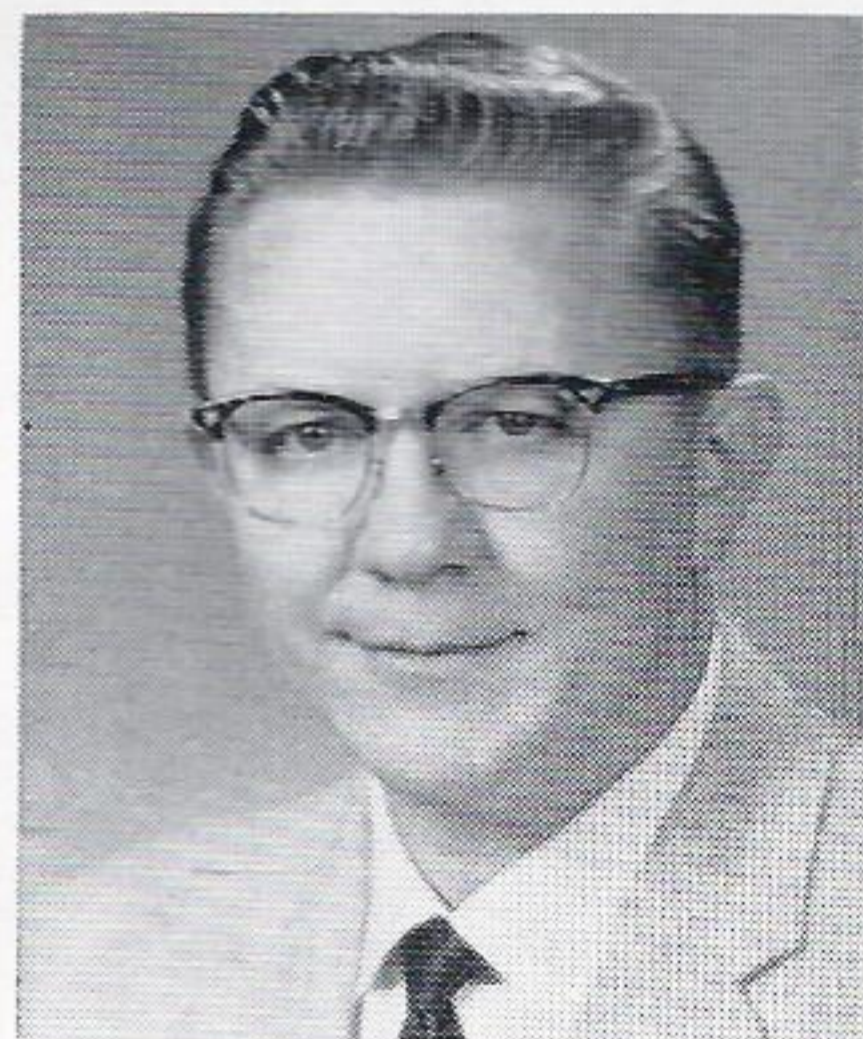
Amount of Purchase	Monthly Payment
\$ 0 to 25	\$ 2.50
25 to 100	5.00
100 to 200	6.00
200 to 300	9.00
300 to 400	12.00
400 to 500	14.00
500 to 600	17.00
600 to 700	20.00
700 to 800 maximum	23.00

ENGINEER ASSIGNMENTS INVOLVE SEVEN GULF STATERS



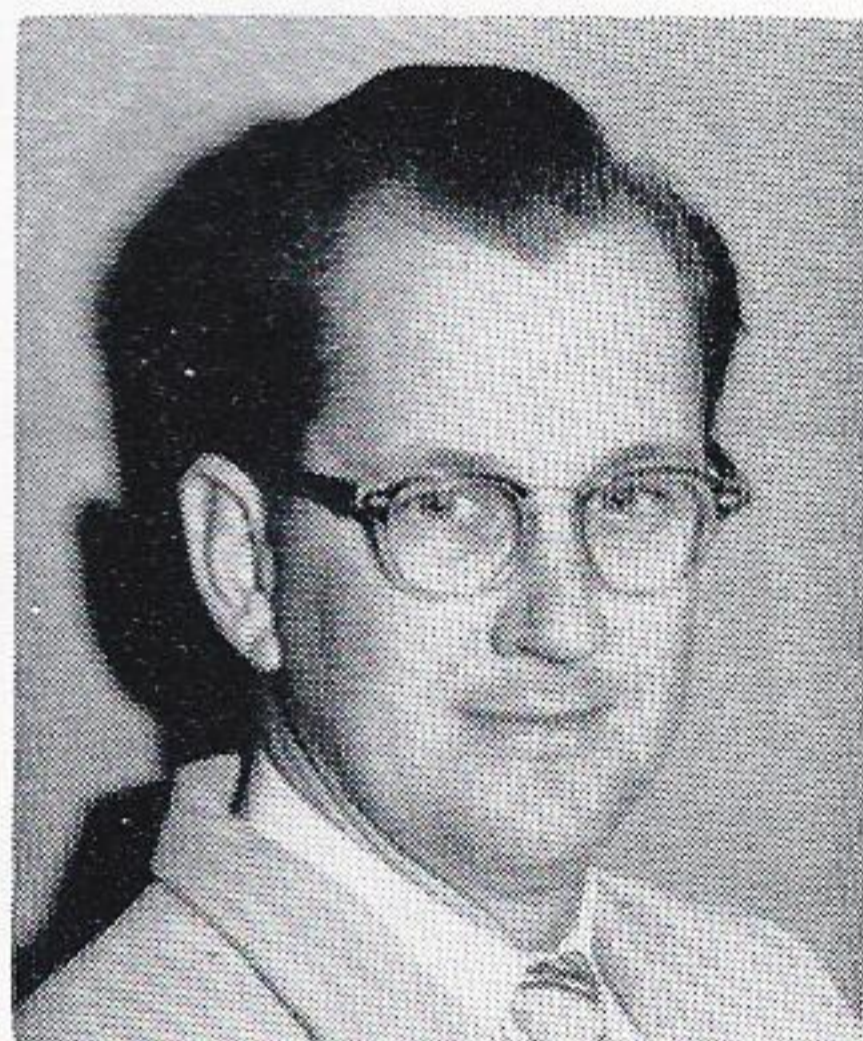
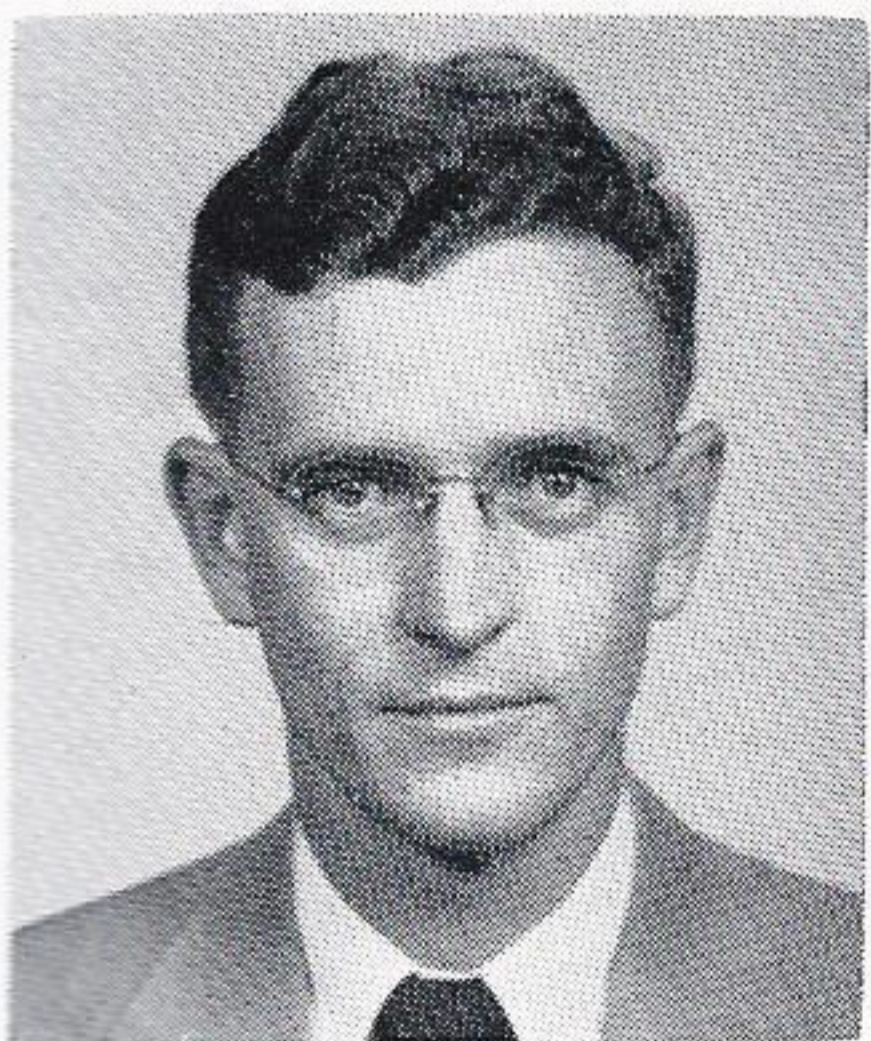
L. J. Bodemann transferred *FROM* Application Engineer, Beaumont Engineering
TO Industrial Engineer, Beaumont Sales

R. L. Couvillion transferred *FROM* Industrial Engineer, Beaumont Sales
TO Engineer, Beaumont T & D



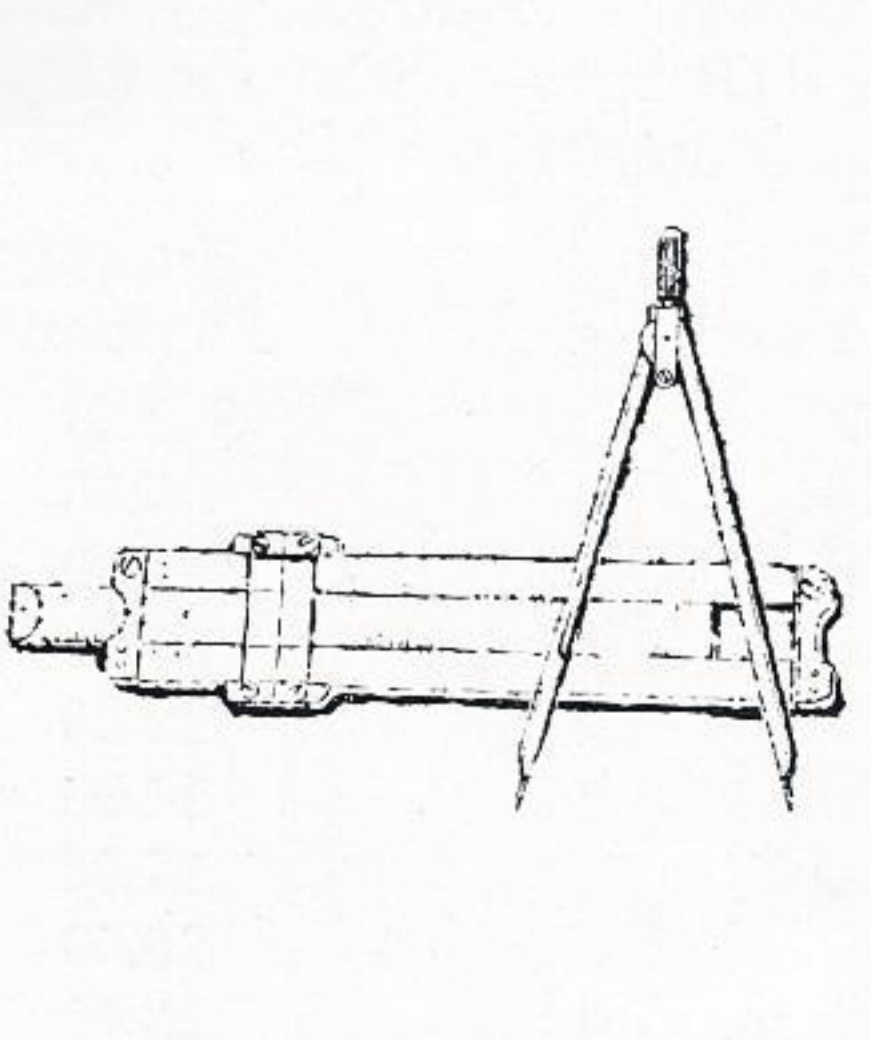
L. C. Guthrie transferred *FROM* Engineer, Beaumont Project Engineering
TO Application Engineer, Beaumont Engineering

F. J. Hazmuka transferred *FROM* Engineer, Beaumont Engineering
TO Engineering, Lake Charles T & D



R. T. Kearney transferred *FROM* Engineer, Lake Charles T & D
TO Engineer, Beaumont Budget

L. L. Tynes transferred *FROM* Engineer, Beaumont T & D
TO Engineer, Beaumont Engineering



J. L. Warmack transferred *FROM* Electrical Engineer, Baton Rouge Production
TO Electrical Engineer, Beaumont System Production



L. R. Jackson



S. H. Canfield

Credit Union Names Officers

THE Gulf States Employees' Federal Credit Union—which operates in four divisions and has 1,435 employee shareholders—elected its 1959 officials last month.

Newly elected officers and their titles are: Ken Jumel, president; P. G. Simon, assistant to the president; A. M. Melancon, vice president; R. W. Landers, treasurer; and Ruby Ray Ridley, assistant treasurer. All the officers work in Beaumont.

New directors and their divisions are: A. W. Baird, C. M. O'Brien, and Aubrey D. Sprawls, all in Beaumont; A. Boutte, Port Arthur; E. G. Hodges, Navasota, and W. E. Richard, Lake Charles.

Members of the Credit Committee for the year are G. B. Mullin, W. T. Ricks, and W. J. Schumacher, all in Beaumont.

The Supervisory Committee for 1959 is composed of Joseph Fontana, G. H. Rafferty, and H. S. Charlton, all in Beaumont.

In another meeting last month, the board of directors of the Employees' Benevolent Association elected 1959 officers. President is C. C. DeCuir, Port Arthur, and vice president is R. M. Tompkins, Beaumont. R. W. Landers, Beaumont, will serve as secretary-treasurer.

JACKSON AND CANFIELD PROMOTED IN BEAUMONT T & D

Two promotions were announced by the Beaumont T & D Department, effective March 1. L. R. Jackson was promoted from assistant general substation foreman to general substation foreman and S. H. Canfield was promoted from substation foreman to assistant general substation foreman.

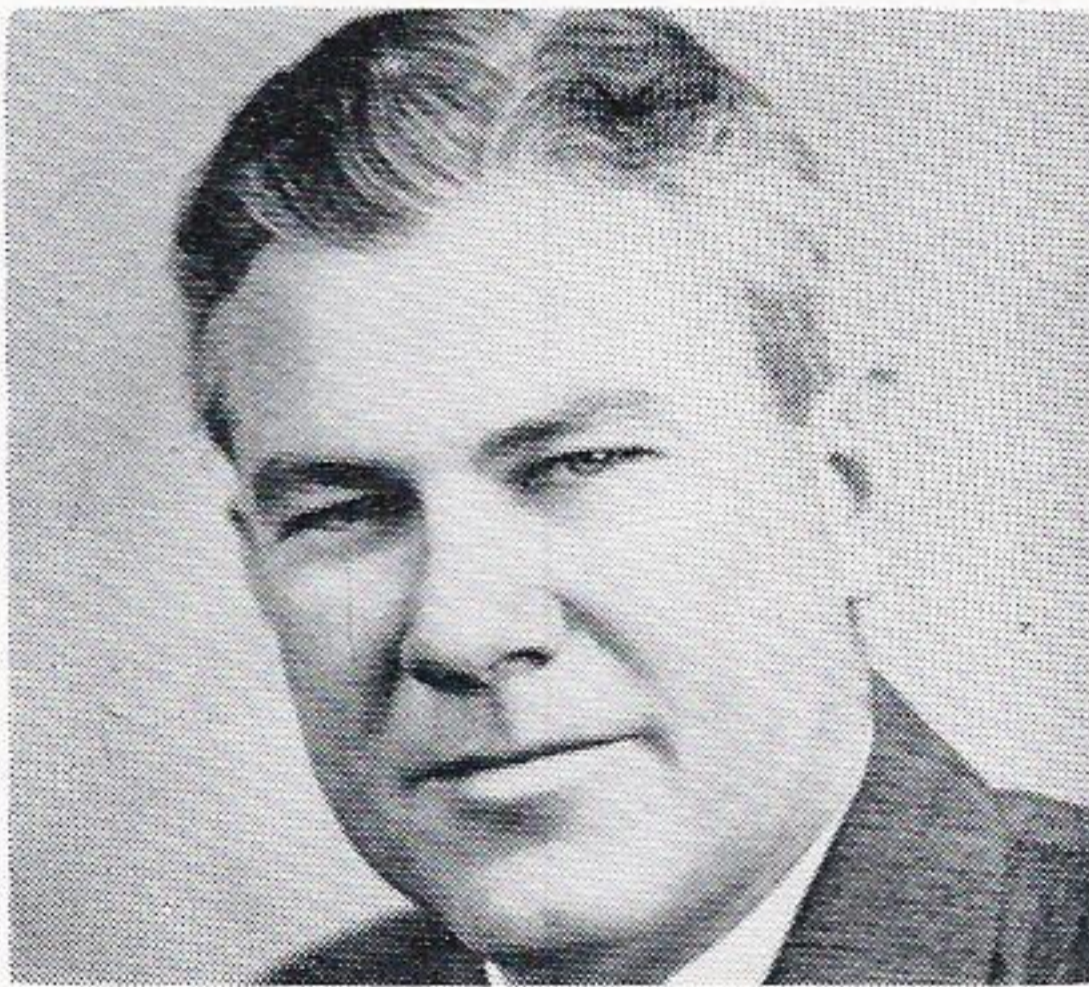
Mr. Jackson

Mr. Jackson, a native of Kerens, Texas, began with our Company as a groundman at Navasota in 1928. In 1933, he was transferred to Beaumont as a lineman and became substation

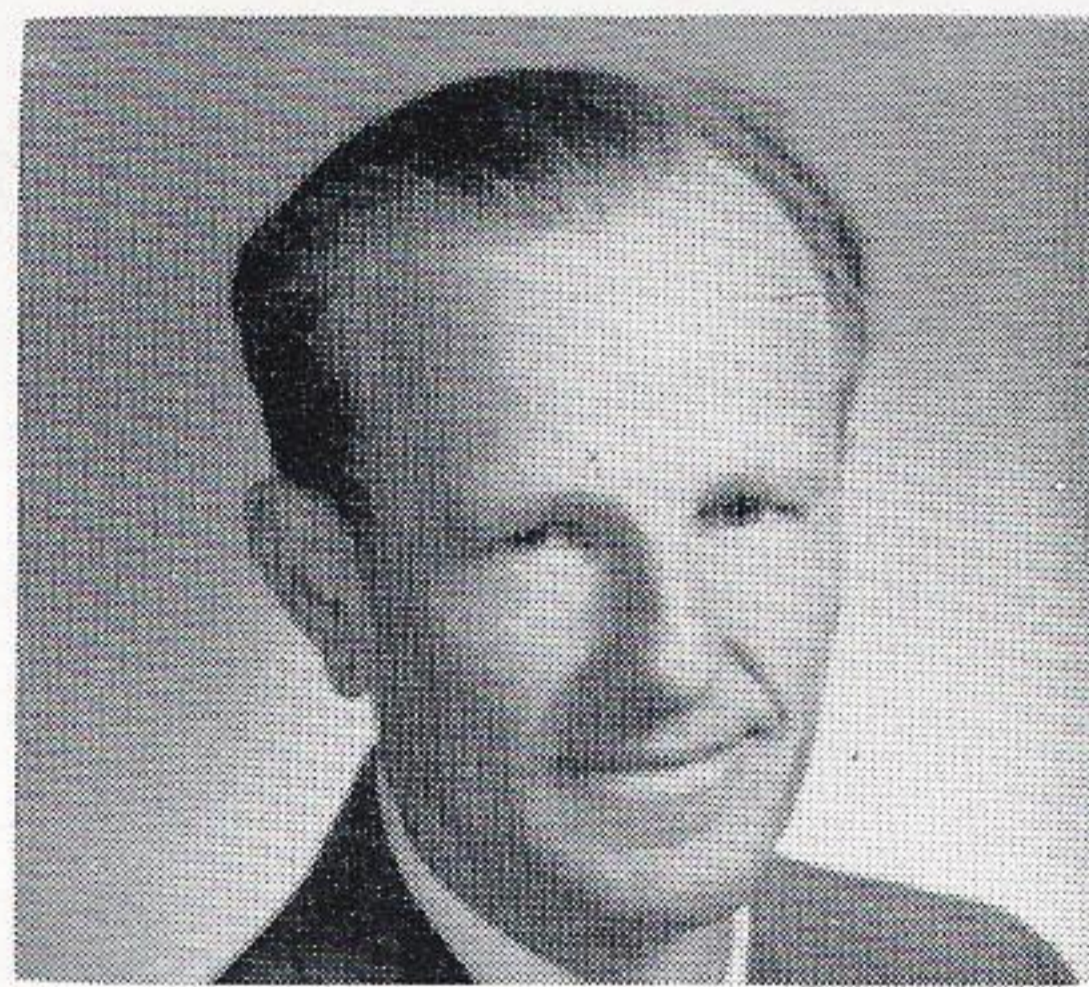
foreman in the Substation Department in 1939. He was promoted to assistant general substation foreman in 1956, the position he held at the time of his present promotion.

Mr. Canfield

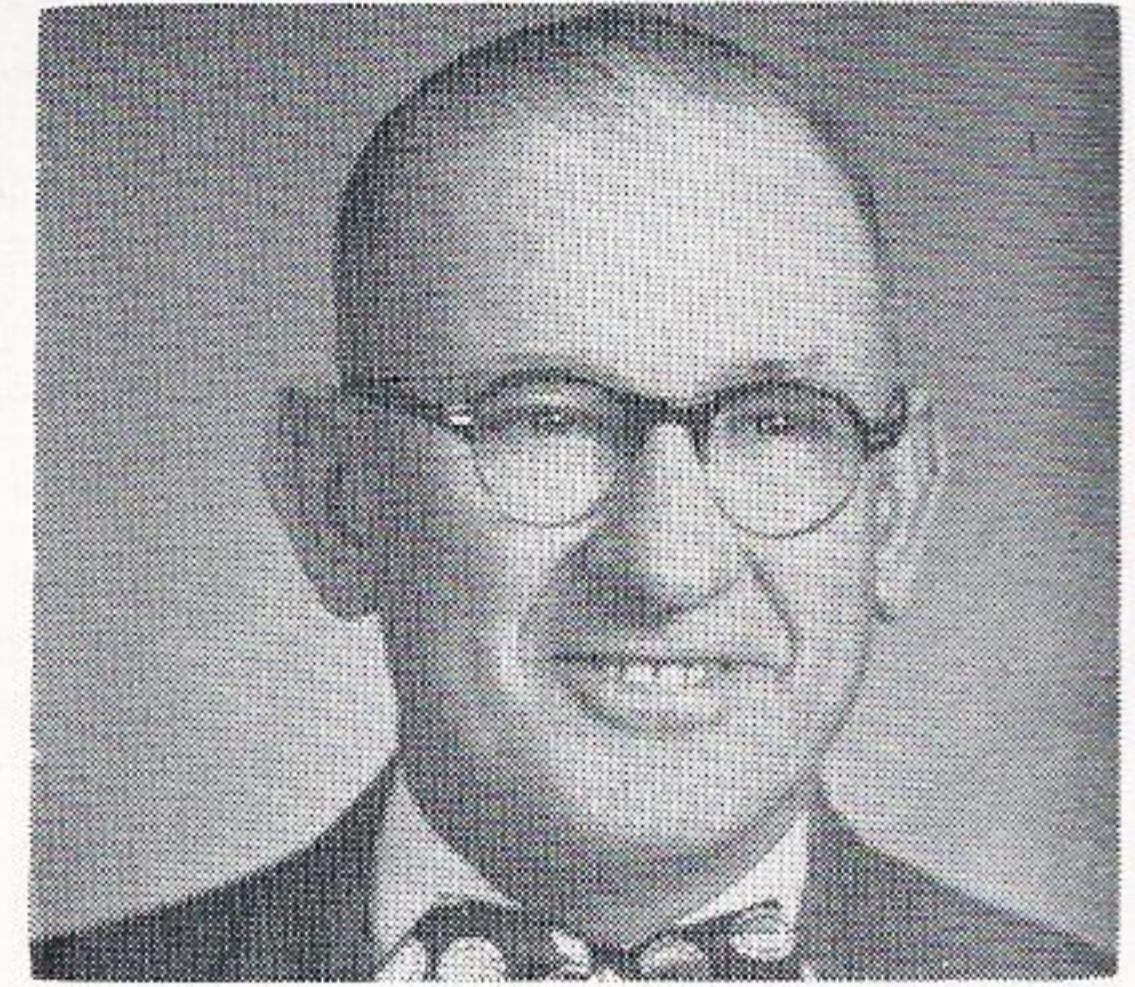
A native of Lincoln County, Kansas, Mr. Canfield came to our Company in 1945 after a three-year tour of duty with the U. S. Army. He began as an apprentice in the T & D Department in Beaumont and, in 1946, was transferred to the Substation Department as a mechanic. In 1956, he was promoted to substation foreman.



Jumel



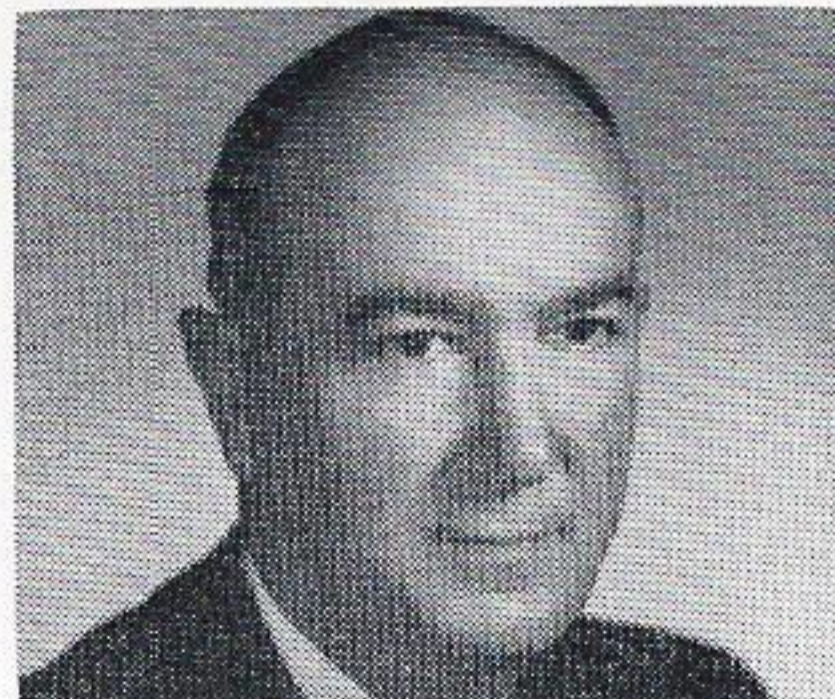
Landers



DeCuir



Ridley



Tompkins



Simon



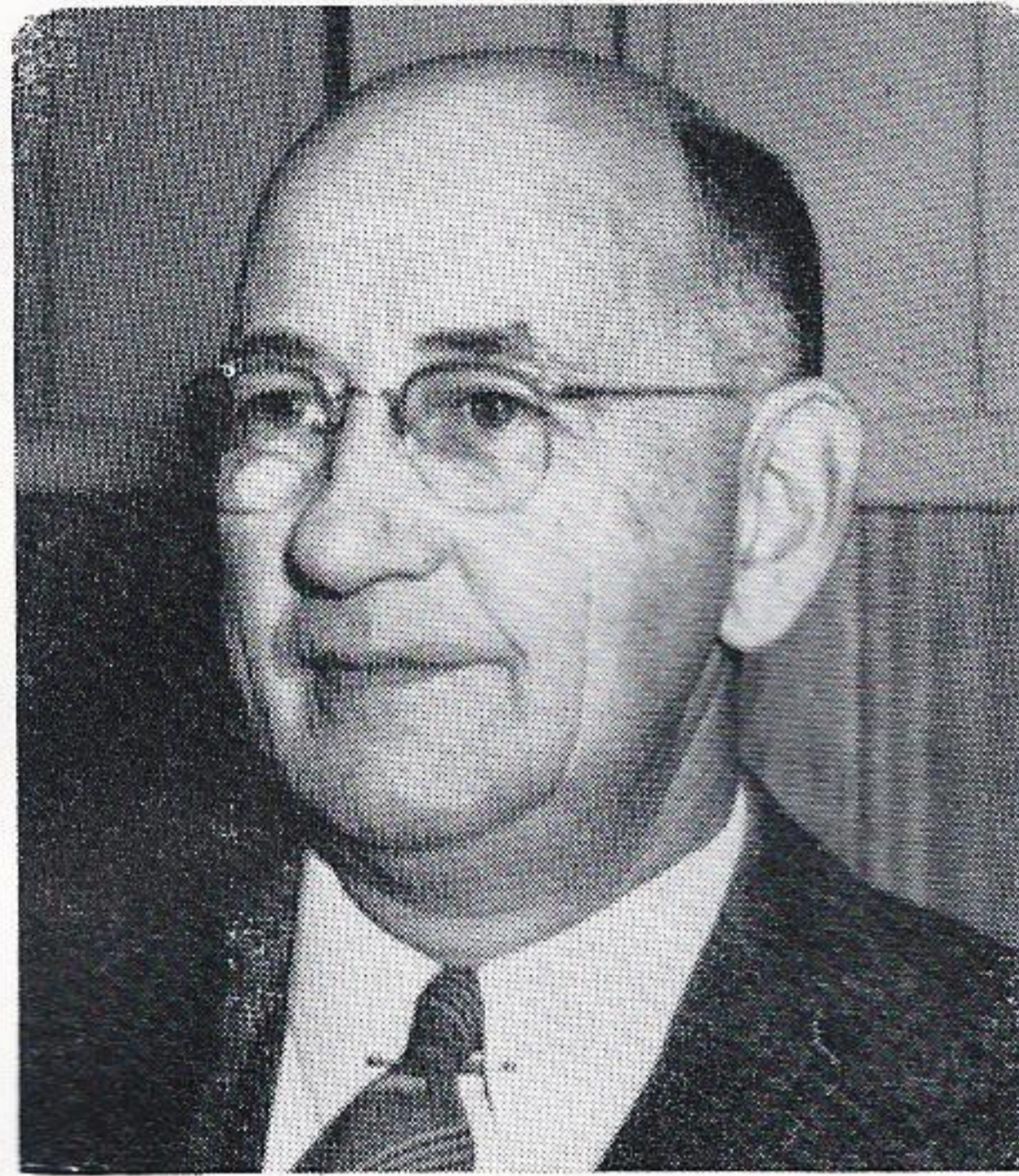
Melancon

SERVICE AWARDS

40 Years

When E. C. Adams, Beaumont Engineering Department, began his career in the electric utility industry in 1919, World War I had just ended and the world looked for lasting peace from this "war to end wars."

It had been less than a year since the Port Arthur Light & Power Company, Beaumont Electric Light & Power Company and the Jefferson County Traction Company had joined together to form the Eastern Texas Electric Company.



E. C. Adams
Engineering
Beaumont

20 Years



B. D. Orgain
Legal
Beaumont



Ruth W. Stine
Records
Beaumont

30 Years



H. G. Fitzgerald
Production
Beaumont



W. M. Gibbs
Distribution
Lake Charles



G. H. Hawkins
Distribution
Port Arthur



E. C. Parker
Distribution
Madisonville

10 Years



J. E. DeJean
Advertising
Beaumont



E. D. Desormeaux
Distribution
Lafayette



Mary K. Ener
Treasury
Beaumont



R. T. Fox
Production
Beaumont



J. L. Gallet
Distribution
Lafayette



Mary M. Gauthier
Treasury
Jennings



J. S. Gray
Production
Baton Rouge



Margie B. Gray
Treasury
Beaumont



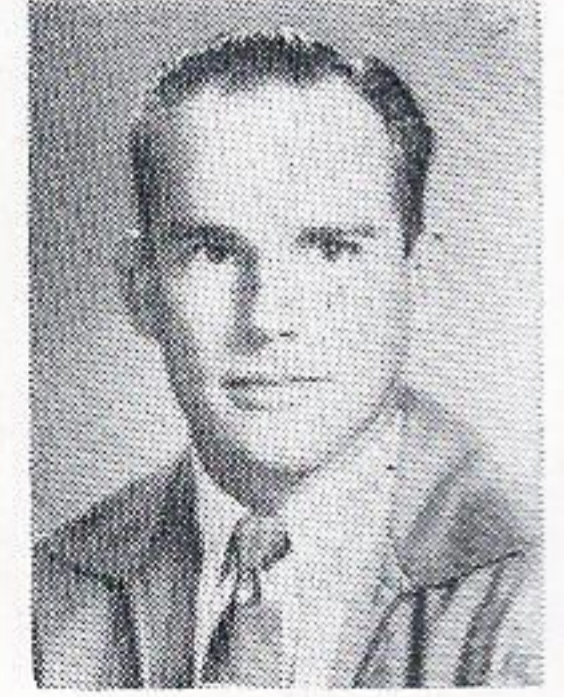
Kathryn Messina
Treasury
Port Arthur



T. R. Myers
Distribution
Franklin



L. J. St. Pierre
Production
Baton Rouge



R. E. Tyler
Distribution
Sulphur



What
Others
Are
Saying

Public Power Questions

“What’s So Public About ‘Public Power’?”

That’s the title of an advertisement being run around the country now, signed by America’s Independent Electric Light and Power Companies. We’d like to repeat what that ad says:

“Public power is a favorite term of the proponents of federal government electricity. But what’s so public about ‘public power’—except that the public pays for it through taxes?

“The public never asked for federal government electricity in the first place. Opinion polls show that most Americans would rather have the independent electric companies run the electrical business.

“And nine-tenths of the public doesn’t get the electricity from the federal power systems. That goes to the relatively few ‘preferred customers’ near the government power plants.

“But the public pays for it—and pays plenty! To date, about 5½ billion dollars in tax money has been spent to build federal government electric systems. These billions are just a beginning if the ‘public power’ pressure groups have their way. Right now they’re pressing hard for 10 billion more!

“And the whole program is so unnecessary. The independent electric companies are ready and able to provide all the electricity the nation will ever need—without using tax funds.

“So far, the federal ‘public power’ lobbyists and pressure groups have succeeded with this multi-billion-dollar tax grab because the public doesn’t understand the facts and forces behind it. But informed Americans can stop it.”

This message pretty well speaks for itself. We know it to be true. We also know that Michigan people pay their full share of such “public power” and should know it.

—The FARMINGTON (Mich.) ENTERPRISE

—PT—

“The government never goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on.”

Thomas A. Edison

“Cheap Power and Cheap Labor”

For many years, electric utility workers have noticed that there seems to be a curious connection between government power projects and poor wages—a connection so strong that it affects not only the people employed by government power, but also men and women holding other jobs in the surrounding area. The bigger the power project, the stronger the influence—and the biggest project of them all is TVA, the Tennessee Valley Authority, which has repeatedly been accused of buying coal for its steam-power plants from mines employing non-union labor.

As long ago as 1951, Frank W. Jacobs, vice president of the International Brotherhood of Electrical Workers, said on this subject:

“The I.B.E.W. has learned through bitter experience that the fine-sounding slogan of ‘public power’ does not serve to safeguard labor’s rights and interests . . .

“Our experience with this preferred group has convinced us that we can expect no consideration for our legitimate interests from them . . .

“This, then, is part of the explanation of how public utilities can undercut privately operated companies. Paying substandard wages, enforcing substandard working conditions, and paying no taxes at all, they can afford almost to give their power away.”

The general level of wages throughout the TVA service area received national attention during Congressional debate on the current proposal to allow TVA to issue revenue bonds of its own, and thus build new steam-power plants and new transmission lines without waiting for Congress to approve its expansion plans. Speaking about this proposition, which is certain to be pushed hard when Congress meets again in January, Senator Prescott S. Bush of Connecticut told the U. S. Senate on August 9, 1957:

“ . . . I am not in favor of doing anything which will help the TVA to expand its operations. I feel that the TVA provides a very strong attraction to industries now located in the North, particularly in New England, and that that attraction is subsidized by other States of the Union; and I do not think that is a fair proposition.

“The combination of cheap power and cheap labor is strong bait, indeed, to many of our northern industries; and the TVA is able to offer that strong bait. I am frank to say that that is very distasteful to me . . . I do not believe we should be compelled to subsidize an operation which tends to cut our own economic throats . . . ”

—PT—

There is a calculated risk in everything. There has been a calculated risk in every stage of American development. The nation was built by men who took risks—pioneers who were not afraid of the wilderness, business men who were not afraid of failure, scientists who were not afraid of the truth, thinkers who were not afraid of progress, dreamers who were not afraid of action.

—Brooks Atkinson

"Liberals"

Earlier in my lifetime I considered myself a "liberal." But then I met some liberals and found that their philosophy and mine were as far apart as the two poles.

Right now, for example, one can watch the so-called "liberal" element of Congress take out after business. Business will be blamed for everything, including the continuing inflationary spiral. All sorts of measures will be introduced in an attempt to further hamstring business.

These so-called "liberals" will never point at repeated wage increases which have been granted without an accompanying increase in productivity. Heaven forbid. A "liberal" carefully evaluates his opposition. He knows that most business men are inarticulate when it comes to defending themselves against any attack on our competitive enterprise system. Also, they know that, generally speaking, the American public is unenlightened as to the facts of life as they concern our economy. It is easily hoodwinked by high-sounding phrases and promises, repeated and repeated until they are accepted as fact.

Many of these so-called "liberals" would like nothing better than a socialistic America and have already gone a long way toward bringing it closer to a reality.

And here we sit, docile and submissive. We put up a few dollars a year for those organizations dedicated to the preservation and strengthening of our competitive enterprise system and consider we have discharged our obligation in full. Often even this is done reluctantly and with complaint.

The average American businessman is so wrapped up in his phobia of "wanting to be liked" that he no longer has the courage, or perhaps the desire, to call a spade a spade.

As we move along—fat, happy and unconcerned—there are insidious forces gnawing at the vitals of America. That guy Marx spelled it all out for us but we just won't believe it can happen. He said that America would destroy itself from within. And the final clincher, he wrote, *would be the eventual devaluation of our currency to the point of making it worthless.*

It's time—long past time—for those of us who are more interested in America's future than in gaining personal power to get off our duffs and get busy doing some spade-calling. The country we save may be our own.

—Opie L. Shelton, vice president, Baton Rouge

Chamber of Commerce.

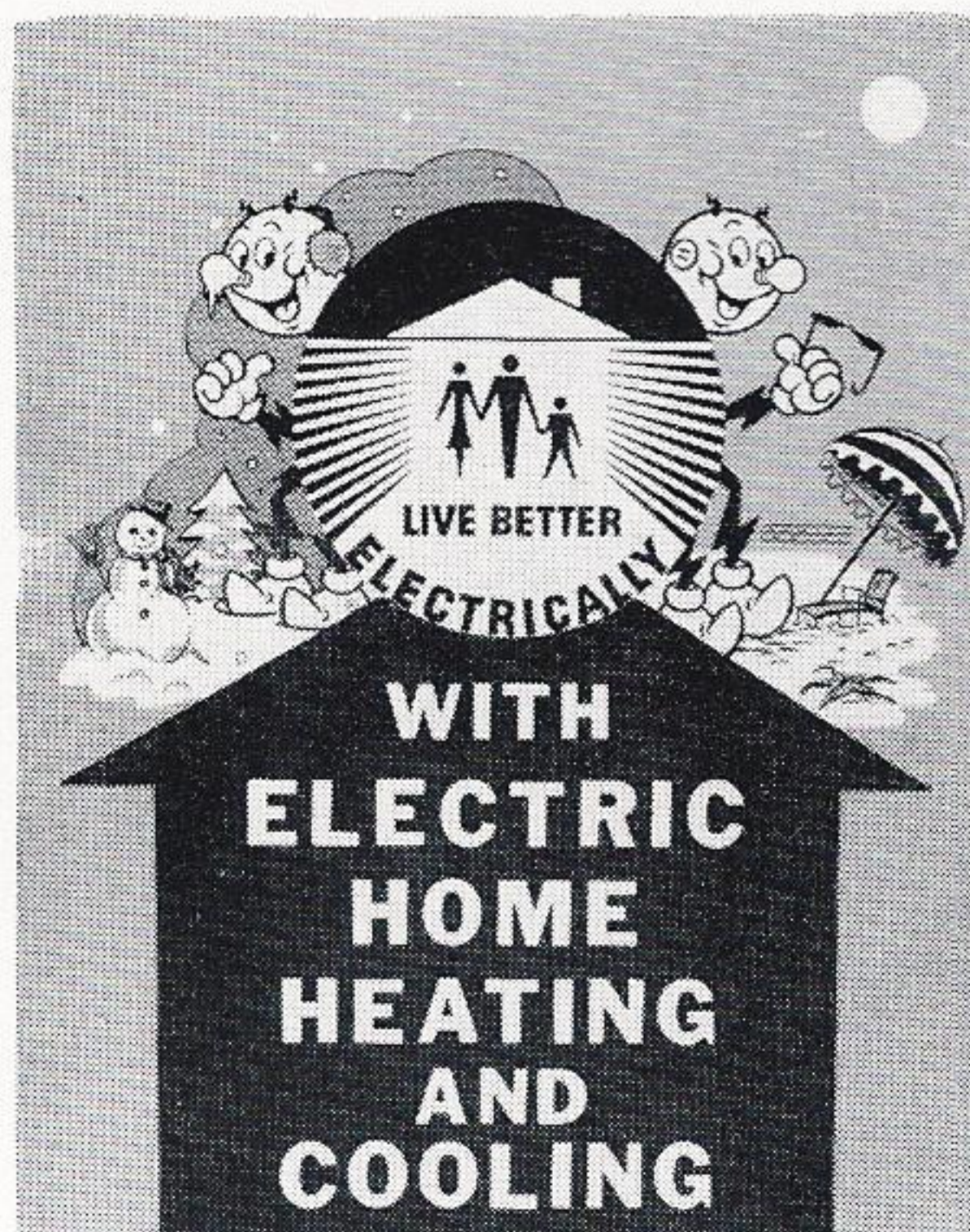
Free Booklet Offered To Gulf Staters

A survey of employees, conducted recently by the System Residential Sales Department, revealed that about 135 Gulf Staters are contemplating building new homes in 1959.

It's always a pleasure to walk into one of our employee's homes, because it's obvious that most of us take full advantage of the many free services offered by the Company to our customers.

You usually find well-designed all-electric kitchens, beautiful lighting, plenty of wiring circuits to handle the cascade of kilowatts we all know is coming soon, and, more and more, the comfort of year-round air conditioning.

If YOU'RE one of the lucky new home builders or are planning to remodel your existing home, here's some more good news. The Residential Sales Department has prepared, with the help of the Advertising Department, a brand new booklet entitled "Live Better Electrically—With Electric Heating and Cooling."



At right, is a reproduction of the cover of the booklet, to help you recognize it.

The booklet, attractively laid out and easy to read, is chock-full of sound advice to anyone planning to build. Ask the Residential Sales Department in your city for your free copy. And tell your neighbors.

Printed by Courtesy of
GULF STATES UTILITIES COMPANY

NOTICE

Top results have been reported from the survey of Gulf States employees about electrical appliances in their homes. Over 65 percent of all employees have responded by filling in their questionnaires. But here's a reminder to those of you who still haven't picked up your free light bulbs. They are given out *only* on our sales floors.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during February covering employee deductions and Company contributions through January, 1959, were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	562	\$32,434.76	\$57.7131
\$4.40 Preferred	83	7,719.00	93.00

The Trustee deposited \$21,340.51 with the Savings Department of the First National Bank.

Plain Talks

HAVE A
CIGAR ON-



Mr. and Mrs. **F. O. Harrington, Jr.** announce the birth of a son, **Randolph Van**, on December 29, 1958. Mr. Harrington is an engineering assistant in the Beaumont Service Center.

Mr. and Mrs. **F. J. Roffman** announce the birth of a son, **Mark Alan**, on December 3, 1958. Mr. Roffman is also an engineering assistant in Beaumont Service Center.

Mr. and Mrs. **H. A. Campbell** announce the birth of a son, **Jeffrey Neel**, on January 21. Mr. Campbell is a commercial artist in the Advertising Department in Beaumont.

Mr. and Mrs. **Gay Braud** announce the birth of a son, **Gay, Jr.**, on February 20. Mr. Braud is in the Tax Department, Beaumont.

Mr. and Mrs. **C. A. Toups** announce the birth of their third child, a daughter, **Catherine Lynn**, on February 16. Mr. Toups is in the Baton Rouge Line Department.

Mr. and Mrs. **Mel LeBlanc** announce the birth of their fifth son, **John Douglas**, on January 29. Mel is in the Baton Rouge T & D Department.

Mr. and Mrs. **Raymond W. Creel** announce the birth of their third child and first daughter, **Valarie Ann**, on October 21. Mr. Creel is in the Baton Rouge T & D Department.

Mr. and Mrs. **David Streadl** announce the birth of a son, **Michael Charley**, on October 17. Mr. Streadl is a meter reader in the Nederland district.

Mr. and Mrs. **Gene M. Dartez** announce the birth of a daughter, **Teressa Gale**, on February 26. Mr. Dartez is in the Beaumont Engineering Department.

Mr. and Mrs. **Jack Waltrip** announce the birth of a son, **Jack, Jr.**, on December 9, 1958. Jack is an engineer in the Baton Rouge T & D Department.

Mr. and Mrs. **Thomas M. Engles** announce the birth of their fourth child and second son, **Randall Glenn**, on January 25. Mr. Engles is at Louisiana Station in Baton Rouge.

Mr. and Mrs. **Eric J. Hernandez, Jr.**, announce the birth of their first child and son, **Jude Blaise**, on February 3. Mr. Hernandez is at Louisiana Station in Baton Rouge.

Mr. and Mrs. **George Blackwell** announce the birth of their fifth child and fourth daughter, **Tamara Lea**, on February 20. Mr. Blackwell is at Louisiana Station in Baton Rouge.

Mr. and Mrs. **Wilfred St. Julien**, announce the birth of their first boy, **Norbert Oliver**, on February 13. The St. Juliens have an older daughter. Wilfred is a laborer in the Lafayette T & D Department.

Mr. and Mrs. **Eugene F. Sarver** announce the birth of a third daughter, **Lisa Lyn**, on February 25. Gene is a helper in the Lafayette T & D Department.

Mr. and Mrs. **Eugene L. Resweber** of St. Martinville announce the birth of a daughter, **Rebecca Jean**, on February 19. Mrs. Resweber, formerly **Patricia Ditch**, once worked in Lafayette with our Company.

Mr. and Mrs. **John L. DeVilbiss** announce the birth of their first daughter, **Joni Lynn**, on February 15. John is a lineman in Jennings T & D. Mrs. DeVilbiss, the former **Jo Beth Carruth**, is also a former Gulf Stater.

Mr. and Mrs. **Donvian R. McCoy** announce the birth of a baby girl on February 27. Don is a lineman in Jennings T & D.

Mr. and Mrs. **John Prejean** announce the birth of their fifth child and second girl, **Cynthia Ann**, on January 24. Johnny works in the Baton Rouge T & D Department.

Mr. and Mrs. **Joe A. Bailey** announce the birth of their third child and first son, **Jim**, on February 11. Mr. Bailey is senior residential sales representative in Madisonville.

Mr. and Mrs. **Wallace S. Norwood** announce the birth of a son, **Wallace Darrell**, on January 13. Mr. Norwood is a switchboard operator at Riverside Station in Lake Charles.

GROWING with Gulf Staters

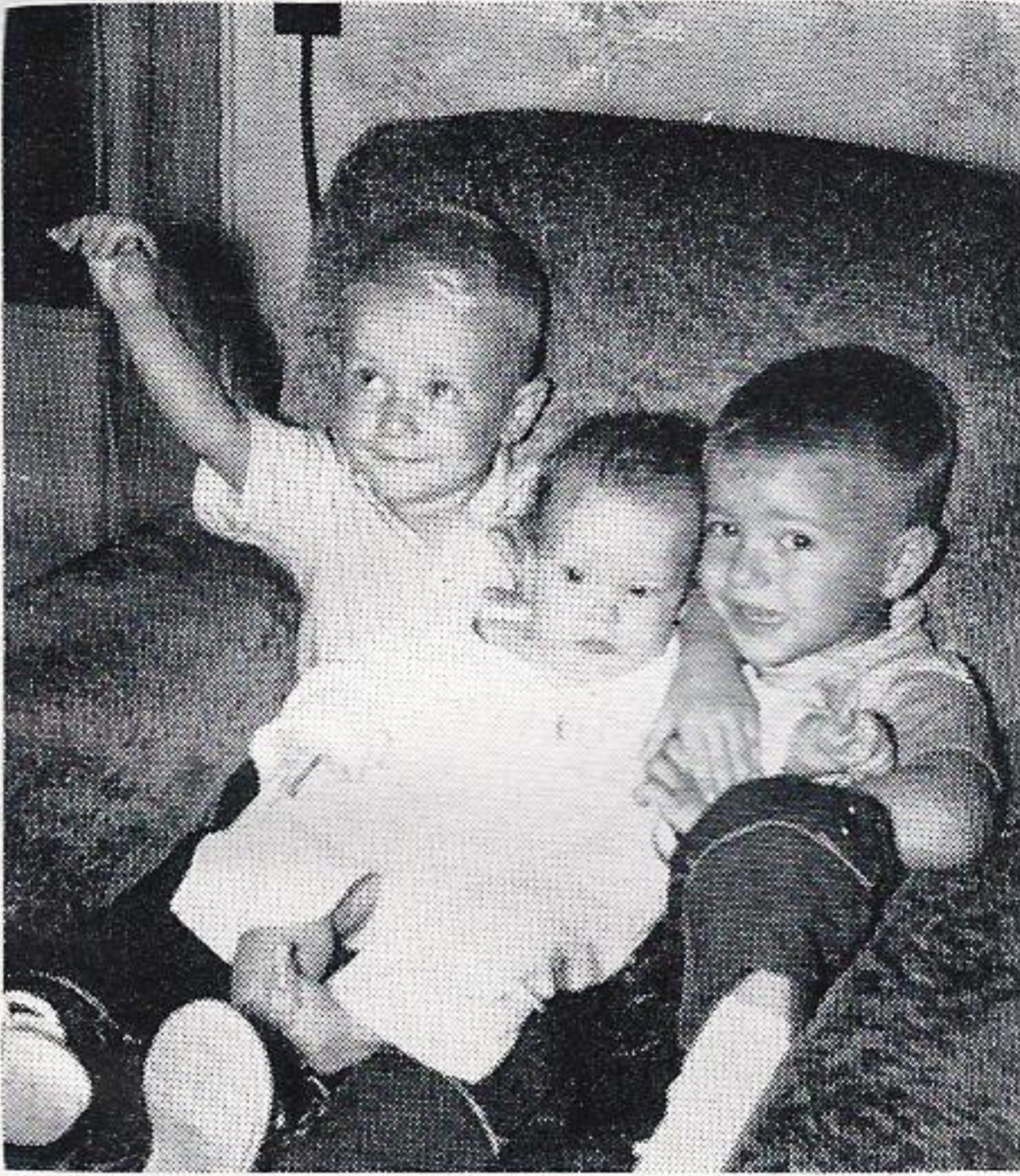


Celebrating her first New Years Eve is pretty little Sherrie Anne, daughter of Merle and Jimmy Booker. Jimmy is in our Beaumont Engineering Department and mother Merle was formerly a commercial artist in the Advertising Department, also in Beaumont.



Members of this happy brother-and-sister act are Rex and Pamela Colvin, ages 4½ and 2, respectively. They are grandchildren of Mr. and Mrs. Rex E. Lee, Baton Rouge T & D Department. Mrs. Colvin, the former Patricia Jean Lee, worked for our Company in Lake Charles and Beaumont.

Gulf Staters in the News



Here are the grandchildren of Valdemar Westh, boiler maintenance engineer at Louisiana Station. They are, Westh, two years; Stephanie, eight months, and Edwin, three years. They are the children of Dr. and Mrs. Edwin A. Bowman of New Orleans.



Steven Lee Marino, 14 months old, laughs happily at the antics of the man behind the camera, his dad, Henry Marino, who is in the Beaumont Engineering Department.

Pictured here are Phyllis Aline, 2½ years old, and William David, 10 months, who are the children of Mr. and Mrs. David H. Thornhill, Louisiana Station.

Joe DeJean, supervisor of advertising in Beaumont, is currently teaching a course in the "Principles of Advertising" at Lamar State College of Technology.

Mr. DeJean, a native of Port Barre, Louisiana, received his B.A. degree in journalism from Louisiana State University in 1948. He joined our Company in 1949 as assistant advertising director in Baton Rouge. In 1950 he became supervisor of sales promotion advertising and was transferred to Beaumont. In 1956 he was made supervisor of advertising.



The young gentleman above (an avid Plain Talks reader, by the way) is Glenn Wilson, 2½-year old son of Mr. and Mrs. Clyde V. Wilson in Baton Rouge. Clyde is a truck driver in the T & D Department there.



Ed Hodges, industrial engineer in Navasota Division, has been named Grimes County chairman of the 1959 March of Dimes. He has also been re-elected first vice-president of the Grimes County Chamber of Commerce.

R. W. McGowan, commercial sales representative in Lake Charles, has been elected to the 1959 board of directors of the Louisiana Restaurant Association.

W. P. Carroll, Madisonville superintendent, was installed as president of the Chamber of Commerce, at the Madisonville C. of C. banquet, February 16. Mr. Carroll has been actively engaged in Chamber of Commerce work since coming to Madisonville in 1954.

When the time comes for the 1959-'60 United Fund campaign in Orange County, Texas, our Company will once again be well represented among the volunteer workers who are so important to the success of the organized fund-raising drives each year. **Walter House**, residential sales supervisor in Orange District, has been elected first vice president, and **Cecil Nantz**, operations supervisor, is a new director. The Orange County UF membership held its annual election last month at the Jack Tar House.

PLAIN TALKS

SYMPATHY TO:

J. C. Hays, Baton Rouge T & D, on the death of his mother, **Mrs. Annie D. Hays**, on February 16.

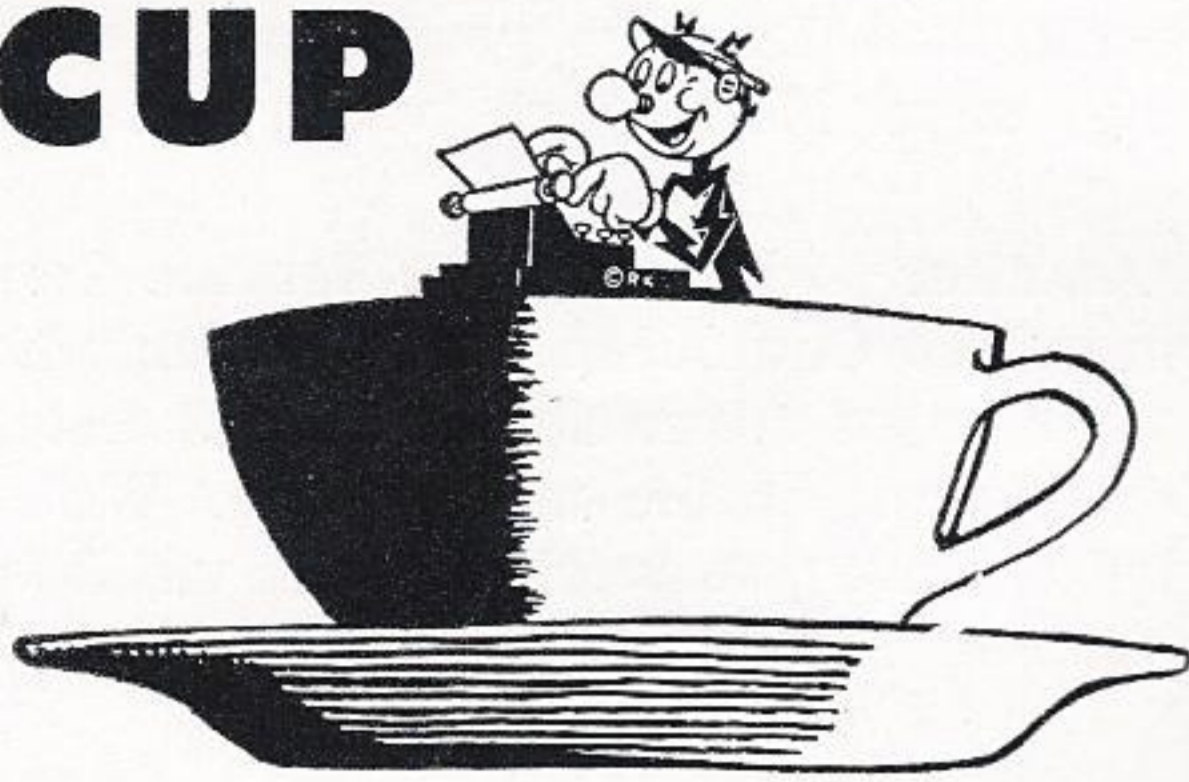
F. J. Daigle, Baton Rouge Substation, whose father, **Augustin Daigle**, died in Gonzales, Louisiana, in February.

F. B. Sonnier, T & D supervisor in Lafayette, whose mother, **Mrs. Bazile Sonnier**, died on February 12 in Scott, Louisiana.

D. I. Norwood, Riverside Station engineer, Lake Charles, on the death of his father.

James M. Hale, electrician at Riverside Station in Lake Charles, on the death of his father.

over the COFFEE CUP



There was good news this month for shareholders of the Gulf States Employees' Federal Credit Union. At the annual meeting of the union on January 30 in Beaumont, the members voted to declare an annual dividend of 5.56 percent. This was almost a one percent increase over last year's dividend — 4.66 percent.



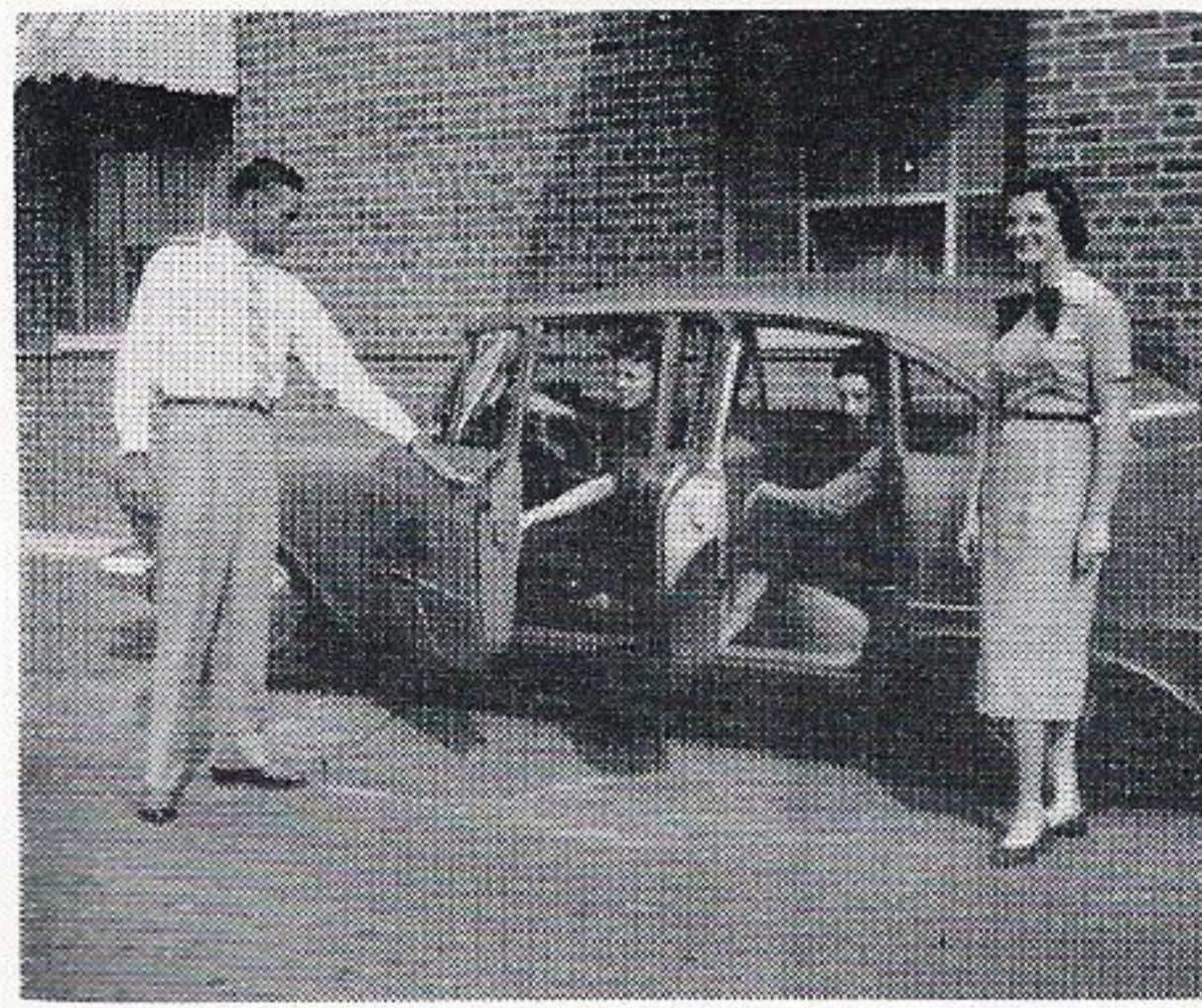
The employees in the Baton Rouge Division are planning to have the biggest and best fishing rodeo yet. The fourth annual Gulf States Employee Fishing Rodeo will be held starting June 15 on False River and Old River and will extend through June 21. That will be a whole week to fish for the prizes that will be awarded in the Employee and Family Divisions.

Prizes will be awarded in the following divisions: Bass, Bream, Sac-A-Lait, Catfish and Rough Fish.

Tickets are on sale for \$2 each, and any Gulf Stater who will be in the Baton Rouge area at the time is eligible if he cares to compete against the "swamp land's" finest fishermen!

Best Birthday Wishes to the following at Louisiana Station: **G. S. Aydell, L. J. Blanchard, W. B. Carpenter, J. J. Charleville, J. D. Conlee, J. D. Fleming, J. L. Gallup, D. V. Garon, J. A. Graves, E. J. Hernandez, R. C. Lafferty, A. J. Matherne, S. L. McKenzie, S. C. Oliphant, A. D. Speeg, E. D. Vallet and H. W. Webb.**

—By Marion Brown

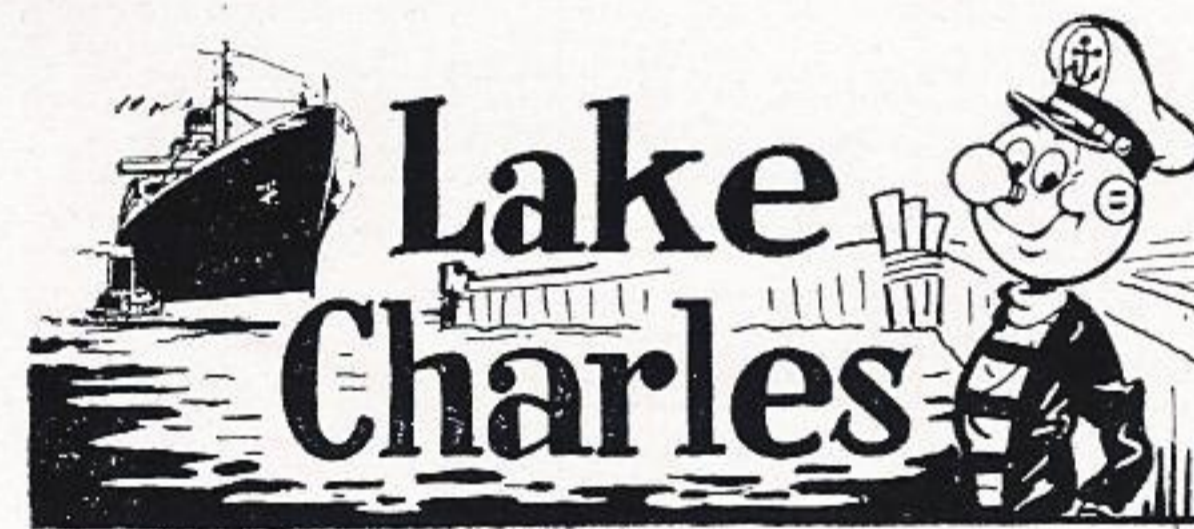


C. R. Jones, Jr., Baton Rouge Right-Of-Way Department, opens the door to introduce three new faces in the T & D Department to PLAIN TALKS readers. From left to right, they are Pat Burns, Nancy Olano and Linda Phillips.

Jerain Desselles, Baton Rouge T & D Department, just moved into a new home in Woodaire Subdivision.

Mal Akins, line foreman in the Baton Rouge Line Department, won second place in the singles in the city-wide Bowling Tournament, held February 8. Mal knocked down 668 pins. He also placed fifth in the all-event, with a total of 1894 pins. Keep 'em rolling, Mal.

—By Evelyn Chaney



Riverside employees are seeing a lot of new faces this month, and one old face that's back again.

Sam Norwood has just returned to work after a leave of absence, and everyone is glad to see him back.

Those new faces both here and at Roy S. Nelson Station belong to new employees **Sam H. Chamberlain, Robert H. Jackson, William E. Dowden, and Wisner Boudreaux** at Riverside, and **Martha S. Lynch** at Nelson.

—By Alice Vining

LAFAYETTE

Mr. and Mrs. J. Roy Peckham have moved into their new home at 106 Crestmont here in Lafayette. Mr. Peckham is our district superintendent and is very excited about their new dwelling. The Peckhams' son, **J. Roy, Jr.**, is in the Beaumont office.

Sympathy is extended to the family of **F. B. Sonnier**, whose mother, Mrs.

Bazile Sonnier, passed away at her residence at Scott on February 12. Rites were held at the Catholic Church in Scott and interment followed in the Church cemetery. Mr. Sonnier is supervisor of T & D in Lafayette District.

This column extends a hearty welcome to **Mrs. Joyce H. Gant**, Sales Department stenographer, who has transferred to Lafayette from the Clinton office. She and her husband now live at 712 Johnston. Glad to have you with us, Joyce.

Happy Birthdays wished to: **V. J. Olivier, J. J. Hopkins, Cesaire Guidry, Jr., Rayford Bertrand, Oray Hernandez, Luther Gallet and Wilfred St. Julien.**

A wedding of much interest to us here in Lafayette was that of **Miss Cynthia Anne LaChaussee** and **Roger Trahan**. Miss LaChaussee, daughter of Mr. and Mrs. Hazard LaChaussee, has been with our Company since April, 1957, as a departmental clerk in the Service Department. They were married in the Cathedral of St. John the Evangelist on January 17, by Monsignor Albert Bacque, pastor. Mr. and Mrs. Trahan will make their home in Rayne, Louisiana.

To the family of **Hugh R. Foreman**, we at the Lafayette office extend our heartfelt sympathy. Hugh passed away on January 27 after suffering extensive burns from a 69 kv line. He had been an employee since June, 1954. He is survived by his parents, **Mr. and Mrs. Girard Foreman**, and two sisters. Funeral services were held at St. Patrick's Church and interment followed in St. John-Fatima Cemetery.

Bob Milton Rauschenberg, son of **Mr. and Mrs. E. Rauschenberg** of Lafayette, exhibited some of his sculpture works on Dave Garroway's TODAY television program on Monday, January 26. Milton, who is also a talented artist, has received very favorable comments on his artistic works from the editors of "Time" magazine and the "Art Manual." He is now living in New York City. Milton's father, E. Rauschenberg, is general line foreman in the Lafayette T & D Department.

Happy Birthdays to **R. E. Compton, John Derousselle, Renix Broussard, Earl J. Broussard, Rufus Mier, Paul T. LaPoint, Lester Gauthier, Robert Dominique, and Emick Guidry.**

—By Cynthia Nolan

JENNINGS

We in the Jennings office said our farewells last month to **Betty Merrill**, our home service advisor, who left to be married. The lucky fellow is **John Raymond Gorman**, from Port Arthur, Texas. They were married on Valentine's Day, appropriately, in Houston, where they are now living. Betty is the daughter of **Mr. and Mrs. F. W. Merrill**, superintendent of Lake Charles T & D. We'll all miss Betty very much—and the good food and coffee that she fixed for us too!

Mrs. Sylvia Dupre, clerk at the Jennings T & D Substation Department, has also left to go to Granite Falls, Washington, where her husband is stationed with the Forest Rangers. All our best wishes go with them. Keep a good "Look Out" at vacation time, Sylvia, and you might see a few Gulf Staters around your station.

We wish to welcome at the same time **Mrs. Linda McNeilly**, who has replaced Sylvia. May you be with us for many years, Linda.

—By *Mary Ann Gauthier*



Earl White (operating superintendent in Port Arthur Division) is ready to talk bowling with anyone, anytime. Seems while bowling with a local All-Star team several Sundays ago, he rolled a scorching 289—missing a perfect 300 game by only two strikes. Having chalked up 10 straight strikes he collected only nine pins (leaving the 5 pin) on his eleventh shot. Being sorta "all shook up" at this point, he missed the final one pin shot.

Local Gulf Staters are showing much interest in Port Arthur's Little Theater. Scanning over the program for "Gigi", which was given recently, there were six employees listed as either working back-stage or serving at the box office. These were **Wayne Dunham**, **Shirley Crawford**, **Janet Beard**, **Dorothy Thomas** and **Loraine Dunham**. Other Gulf Staters who attended the performance were **J. I. Vice**, **L. P. Hebert**, **L. C. Boudreaux**, **R. W. Dunham**, **A. O. McLaughlin**, **Don Boring**, **Judy Merchant**, **Kirby Jones**, **Howard Mack**, **Jake Hagler**, **Lois Robertson** and **Odell James**.

—By *Loraine Dunham*

Joe Prejean, Port Arthur Sales Department, reminisces about his very first sale back in 1947, tells how excited and proud he was after the customer had signed the contract and made a down payment.

The next day, Joe helped load the refrigerator for delivery only to find on arrival that the customer's house had burned to the ground during the night. End of customer and sale! But Joe didn't give up. He's been selling now for 12 years—and with much better results, we might add.

—By *Rosemary Vaught*



Mrs. Dorothy Futch, steno in the Beaumont Sales Department, underwent major surgery recently and is now recuperating at home. Our best wishes to you, Dorothy, for a quick recovery.

Mrs. Dolores Prevost, also in the Beaumont Sales Department, left last month to become a full-time housewife. She was given a going-away party by the entire department, with refreshments and presents.

And a Welcome In to **Mrs. Laura Bourg**, who is replacing Dolores as a stenographer.

Messrs. F. Parker Allen, manager of residential sales, and **V. P. Gayle**, sales promotion director, both attended the Edison Electric Institute's National Sales Conference on March 9-12 at the Edgewater Beach Hotel in Chicago. Mr. Gayle also had previously attended the National Wiring Conference on February 26-27 in New Orleans.

—By *Mary Schlicher*

A new addition to the Beaumont Service Center Engineering Department is **Miss Jennye Beck**, who comes to us from the Billing Department at the main office. Billings' loss is our gain.

If you'll come out to the Service Center, you'll see a girl in a glass cage. She is **Joyce Smith** who works for **Barna Gager** in the Service Department. This is not really a cage, just a big window in one of the remodeled offices that the department just moved into. Really nice, eh Joyce?

Uncle Whiskers has taken another husband from his home. This time it was **Jack Stevens**, husband of **Nellie Stevens**. Nellie is secretary to **Floyd Smith**, T & D. Two years aren't very long, says Nell; just two years too long.

Another addition to our Service Center is **Bob Couvillion**, an engineer who comes to us from the Industrial Sales Department at the main office. We're glad to have you working with us, Bob.

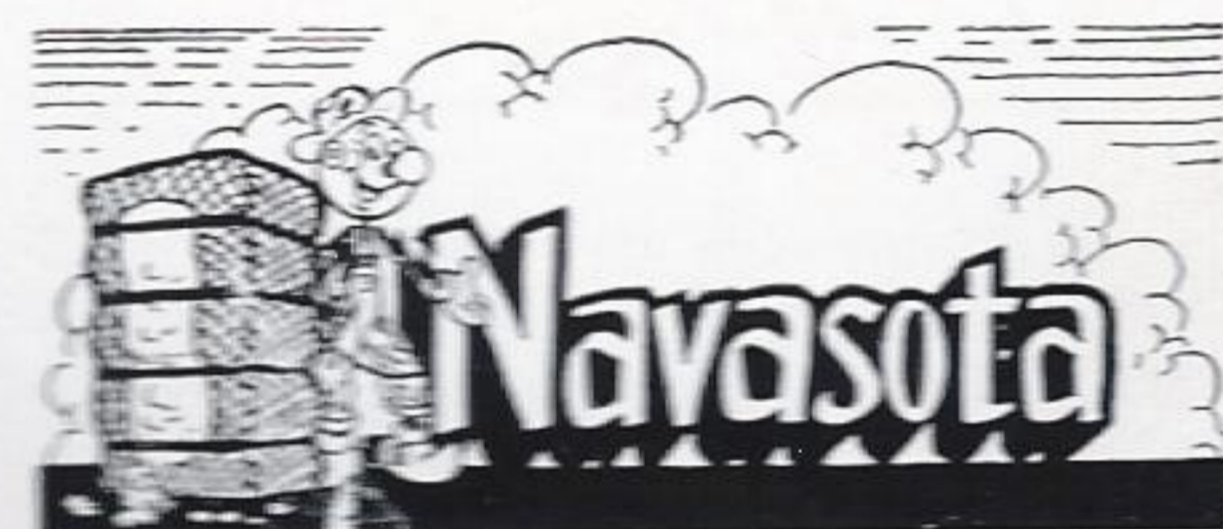
—By *Leola Williamson*

The Beaumont Engineering Department welcomes a new employee: **James B. Purkey**.

We welcome two more new employees to the Engineering Department this month. **Carroll B. Hatton** has joined the survey crew and **John G. Diaz** is in the electrical drafting section.

H. J. Sutton, superintendent of Relaying and Communications in Beaumont Engineering Department, was named chairman of a session in New York for the national chapter of the American Institute of Electrical Engineers. Mr. Sutton presided at the session on "Power Systems Communication and Relays." Engineers from Canada, Mexico and the United States attended the conference.

—By *Nadine Hester*



Here's a "Believe It or Not" bit. Eleven is a lucky number for **Mr. and Mrs. Joe A. Bailey**, residential sales representative in Madisonville. Their marriage anniversary falls on the 11th of the month and all three of their children—including the latest, young Jim—were born on the 11th of the month. We can't help adding that if they just have four more children in the same manner, it'll be "Seven-come-Eleven" at the Baileys'. Ouch.

Robert Junot, serviceman in the Madisonville district, is engaged in remodeling a home which he just purchased.

And our congratulations to **Mr. W. P. Carroll**, district superintendent, who was recently installed as president of the Madisonville Chamber of Commerce.

—By *Betty Lynch*

SAFETY VACATION FUND CONTEST

● YOUR ENTIRE FAMILY CAN HELP!



WIN \$100, \$75 or \$50!

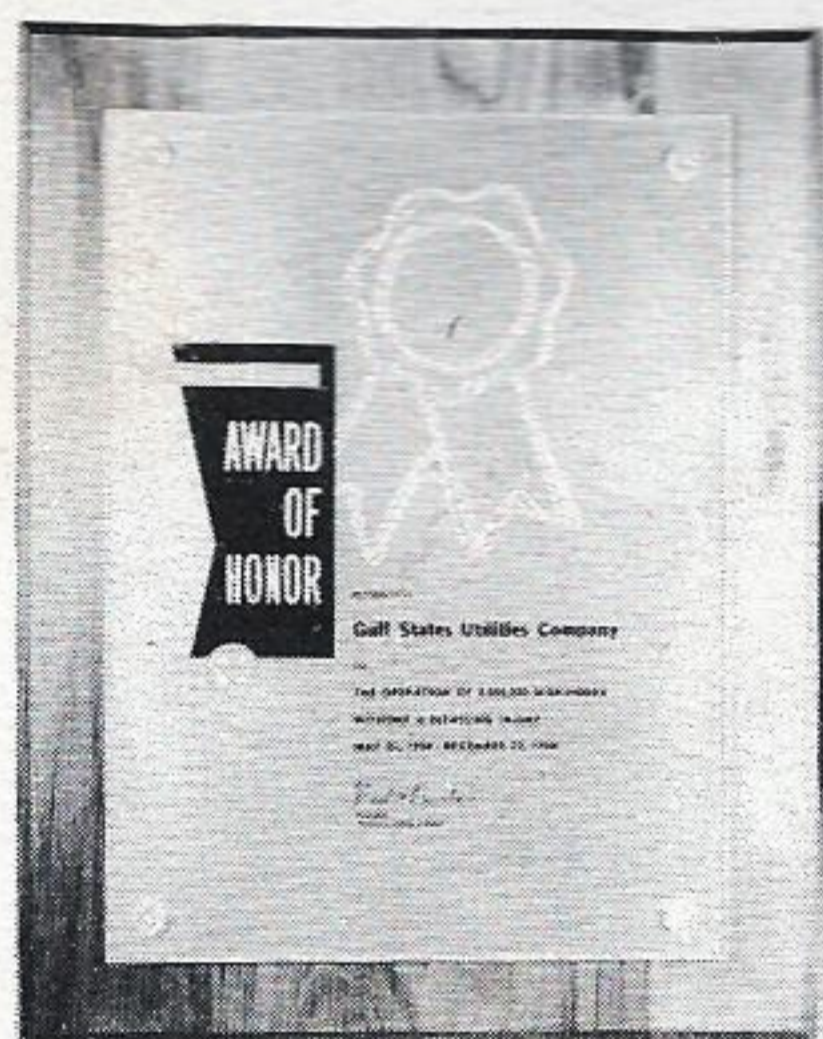
All employees can enter this contest—and anyone can win. Your children might have the right idea that would make *your* contest entry one of the winners. It's simple and easy. Get the whole family together and *think* about safety . . . *talk* about it. Safety everywhere: on the road, in the home, at play, at work. Think about the accidents that you have seen happen to others. And those that *almost* happened to you. Write them down, and tell what you can do to prevent accidents in the future to any

member of your family. Let the children talk about what they are beginning to learn about safety, how important it is for them to develop safety consciousness at an early age.

This contest can mean a lot to your family. Not only because you might win a cash award, but because a family that *Thinks Safety*, usually *Practices Safety* and lives longer, happily!

Send your entry to **Frank Jones, system safety director, Beaumont.**

SAFETY THINKING LIKE HIS SAVES LIVES---AND WINS AWARDS



QUICK thinking and good safety training helped Eugene W. Shaffer, Jr., troubleshooter in the Baton Rouge T & D Department, save a life recently. In recognition, he was awarded the Edison Electric Institute's Award for Resuscitation by H. C. Leonard, executive vice president, at the annual safety banquet in Baton Rouge last month.

GENE'S past training helped him when he used artificial respiration—correctly—to revive a seriously shocked electrical contractor last year. Today, the contractor is alive and well. But he might have died had Gene not been trained to know the proper life-saving technique to use—and if he hadn't practiced enough to make its use automatic and proper.

FAST and sure safety thinking like that shown by Eugene Shaffer helps our Company win many

safety awards. Two recent honors are pictured on this page, both from the National Safety Council.

ON the left is the Award of Honor, the highest possible safety award, presented to our Company for the completion of three million manhours without a disabling injury during 1958. The other is a "competition" award. In the "A" division, composed of gas and electric utility companies that average over 400,001 manhours a month, Gulf States placed first with the lowest percentage of accidents.

THE awards symbolize our achievement in passing the mark in safety manhours. But they are only made possible by the daily practice of safety attitudes on your part and on the part of men like Gene Shaffer.

REMEMBER, there is no greater achievement than to save a life.